

Campaign Trends

Category ▼

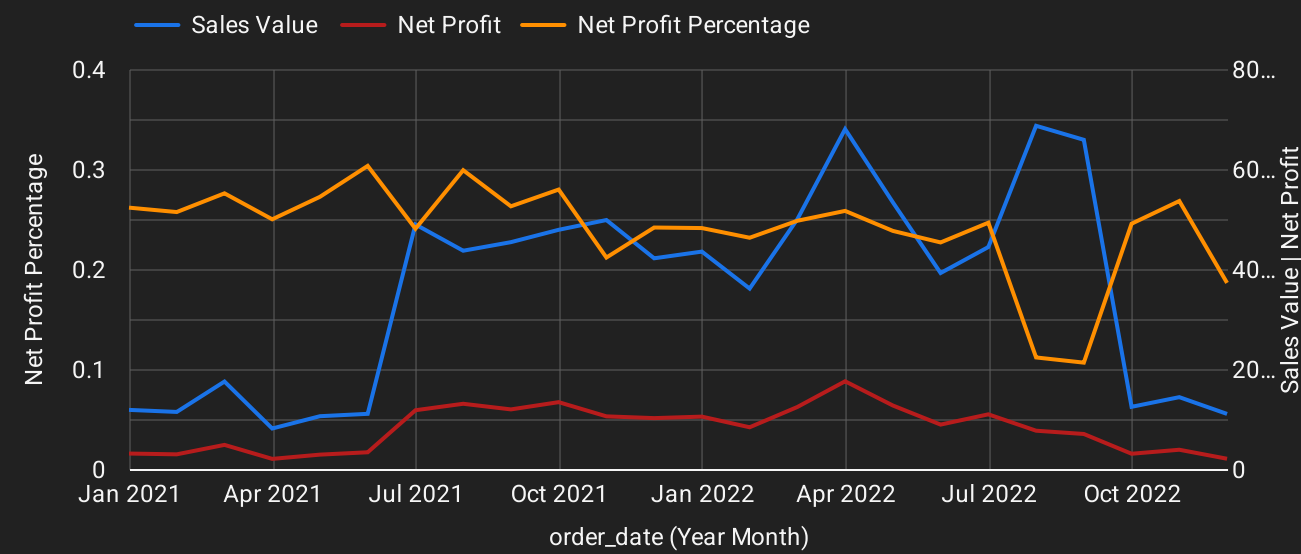
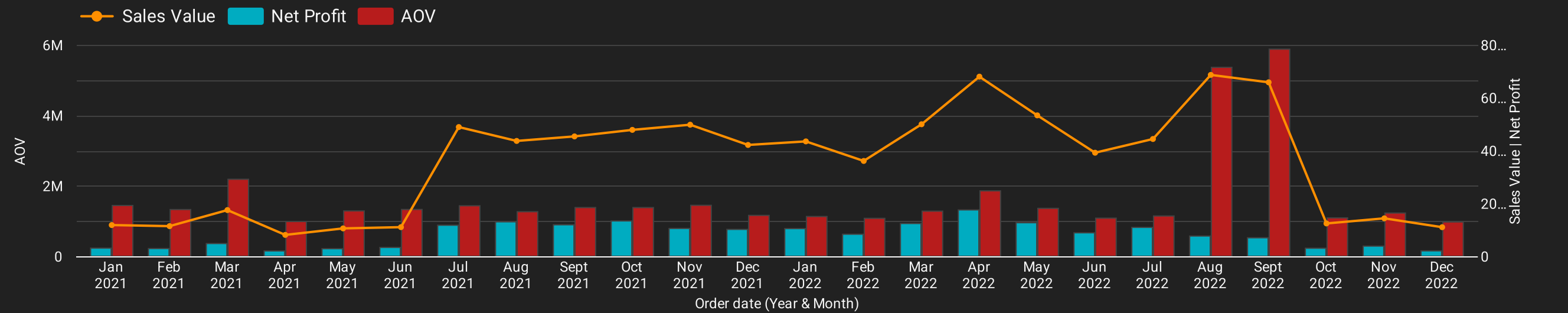
Payment Method ▼

Value Transaction ▼

2022

Reset

Sales Value vs Net Profit vs AOV



| category | | Sales Value ▼ | Net Profit | Net Profit P... |
|----------|-------------------|---------------|--------------|-----------------|
| 1. | Mobiles & Tablets | 3,425,097,634 | 642,108,102 | 18.75% |
| 2. | Entertainment | 1,295,031,180 | 315,387,548 | 24.35% |
| 3. | Computing | 1,173,403,812 | 334,805,908 | 28.53% |
| 4. | Appliances | 1,168,138,242 | 293,882,398 | 25.16% |
| 5. | Men Fashion | 274,741,914 | 65,880,632 | 23.98% |
| 6. | Women Fashion | 264,862,357.4 | 63,473,440.4 | 23.96% |
| 7. | Home & Living | 209,542,048 | 57,191,382.4 | 27.29% |
| 8. | Beauty & Grooming | 167,871,610 | 44,291,598 | 26.38% |
| 9. | Others | 151,148,058 | 29,790,433.1 | 19.71% |

Customer and Sales Data

Category ▾

Payment Method ▾

Value Transaction ▾

2022

Select date range ▾

| | Product Name | Category | Before Discount ▾ | After Discount | Net Profit | Quantity | C ID |
|----|--|-------------------|-------------------|----------------|------------|----------|------|
| 1. | IDROID_BALRX7-Gold | Mobiles & Tablets | 1,037,504,000 | 1,037,504,000 | 67,860,000 | 2,000 | 2 |
| 2. | samsungGALAXY S-7 EDGE 32GB LTE | Mobiles & Tablets | 188,106,300 | 187,665,500 | 28,624,860 | 41 | 17 |
| 3. | MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7 | Computing | 177,190,000 | 177,190,000 | 63,788,400 | 13 | 9 |
| 4. | iphone_7-128GB-wof-Matt Black | Mobiles & Tablets | 130,456,700 | 130,398,700 | 18,508,070 | 23 | 23 |
| 5. | Apple iPhone 6S Plus 16GB Silver | Mobiles & Tablets | 129,997,720 | 129,997,720 | 31,519,340 | 26 | 22 |
| 6. | iphone_7-128GB-wof-Jet Black | Mobiles & Tablets | 118,927,060 | 118,927,060 | 19,451,740 | 21 | 21 |
| 7. | samsung_K6000 49 | Entertainment | 98,736,320 | 98,736,320 | 27,293,660 | 19 | 12 |
| 8. | GMZV_PS4 Pro 1TB - Region 2 | Entertainment | 91,685,290 | 91,685,290 | 13,839,490 | 30 | 6 |

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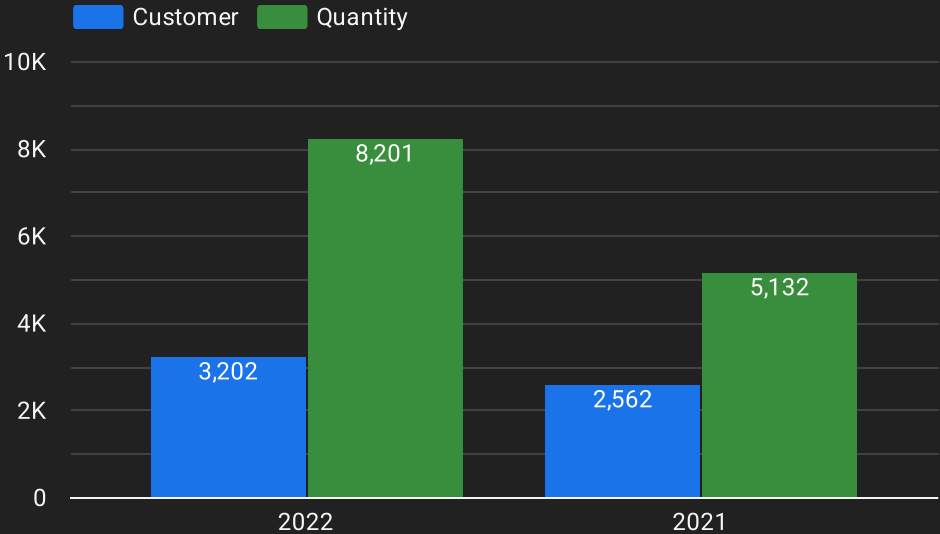
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| | Customer ID | Net Profit |
|----|-------------|------------|
| 1. | C830683L | |
| 2. | C729816L | |
| 3. | C724168L | |
| 4. | C313534L | |
| 5. | C368335L | |
| 6. | C441288L | |
| 7. | C314557L | |
| 8. | C761888L | |
| 9. | C235587L | |

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Before Discount

8,548,453,652.8

After Discount

8,515,253,661.42

Net Profit

1,947,612,819.42

Qauntity

13,333

Customers

5,764

AOV

1,483,076.62

Reset