

# Campaign Trends

Category

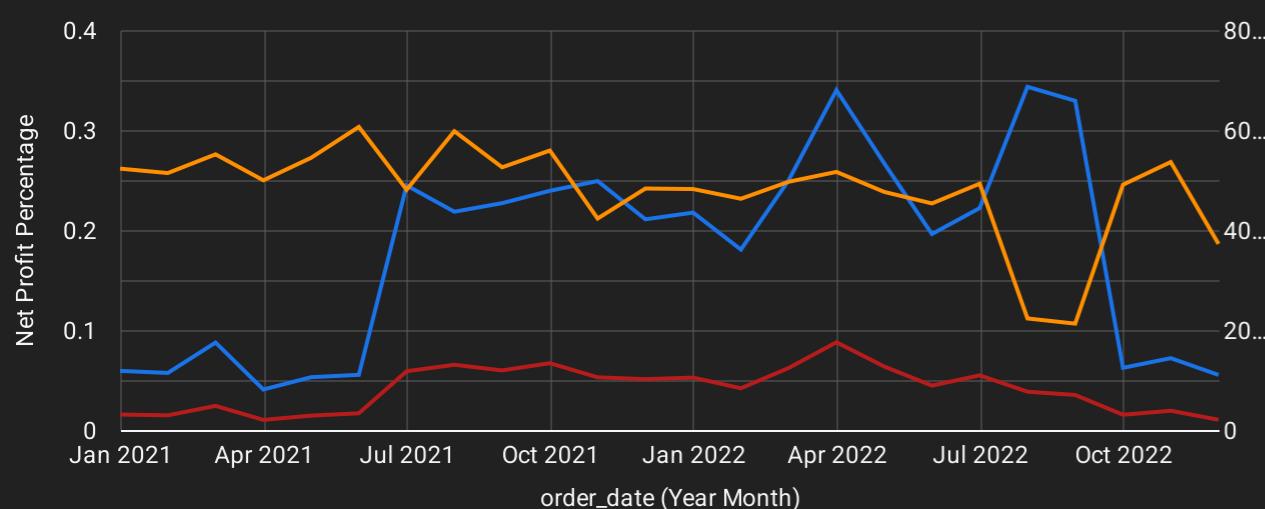
Payment Method

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%

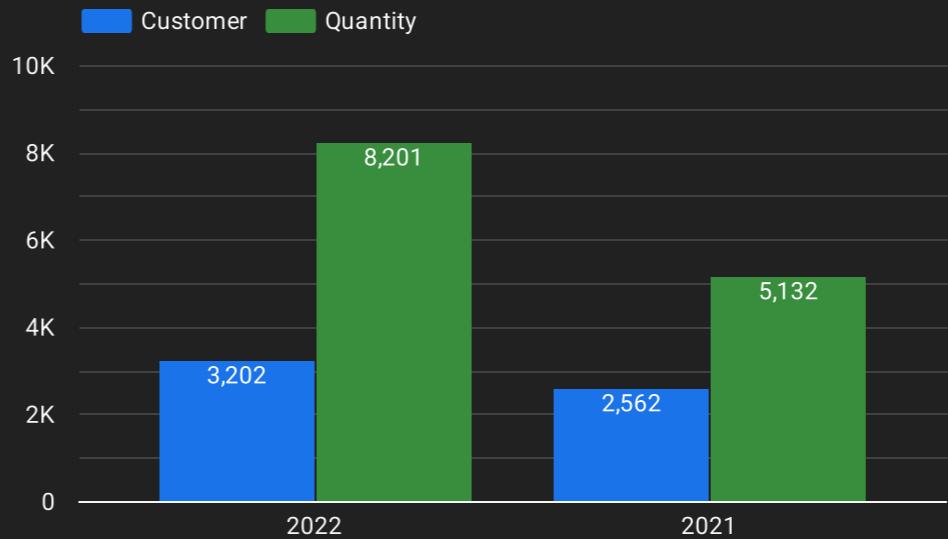
# Customer and Sales Data

Category	Payment Method	Value Transaction	2022	Select date range
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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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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

Quantity  
13,333

Customers  
5,764

AOV  
1,483,076.62

Reset