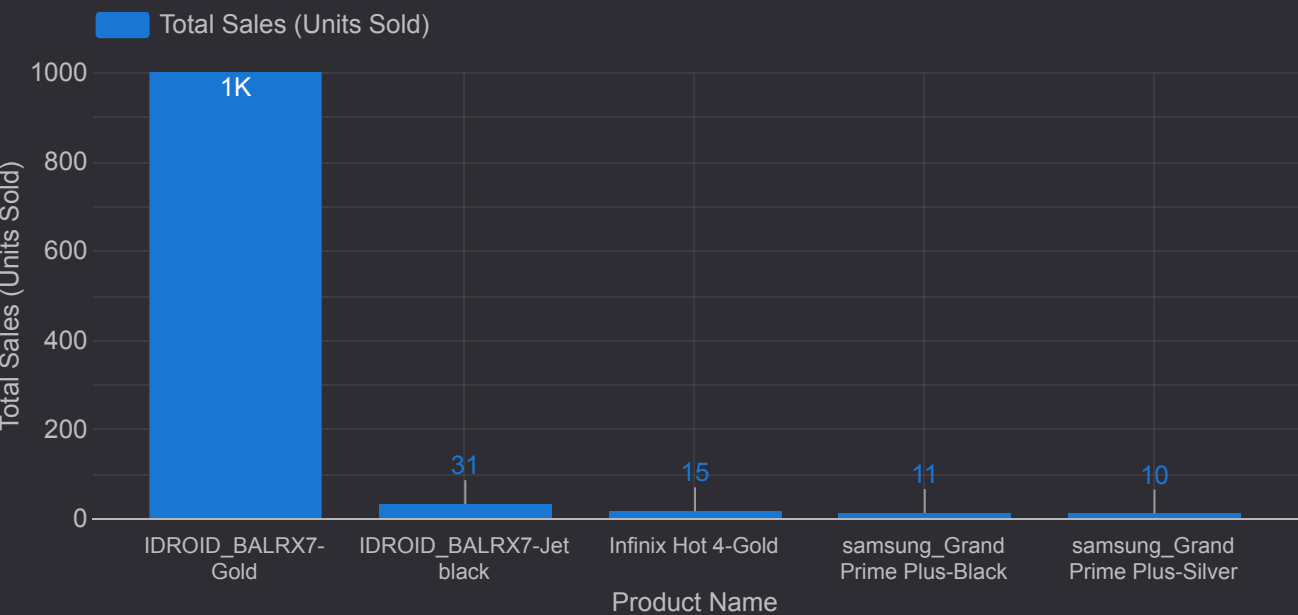


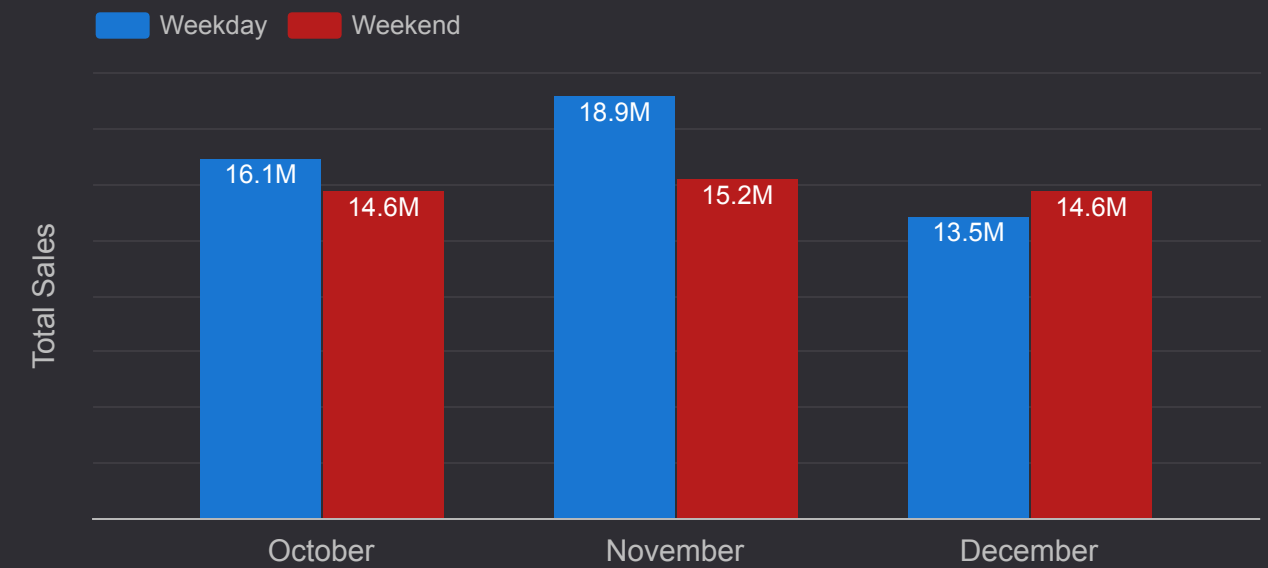
Sales Insights & Growth Trends (2022)

- Weekdays consistently higher: 17.5M vs 15.5M (11.4% gap)
- November worst: 18.9M (weekday) vs 15.2M (weekend)
- Weekend campaigns underperformed - require strategy revision

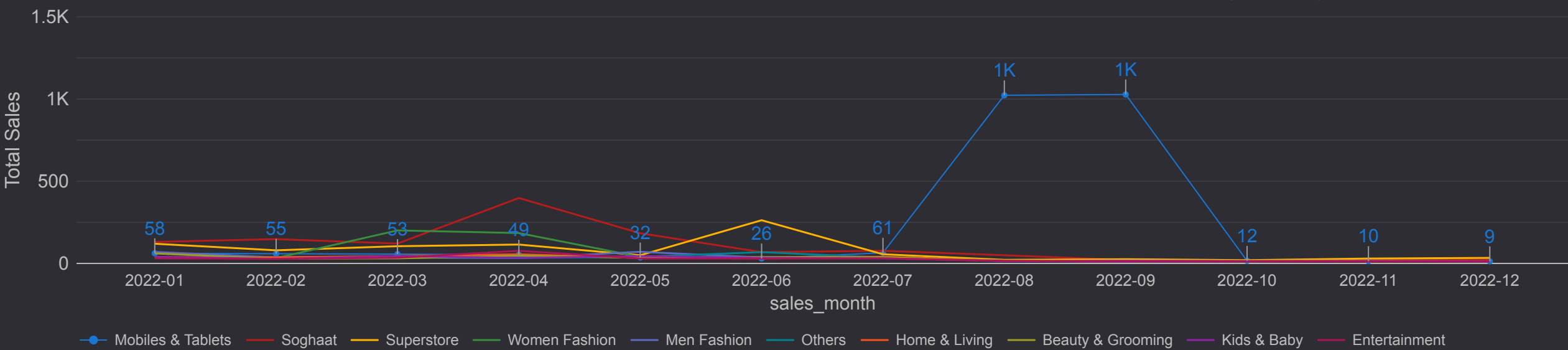
Top 5 Products by Sales Quantity in 'Mobiles & Tablets' (2022)



Average Daily Sales (Weekends vs Weekdays), Q4 2022



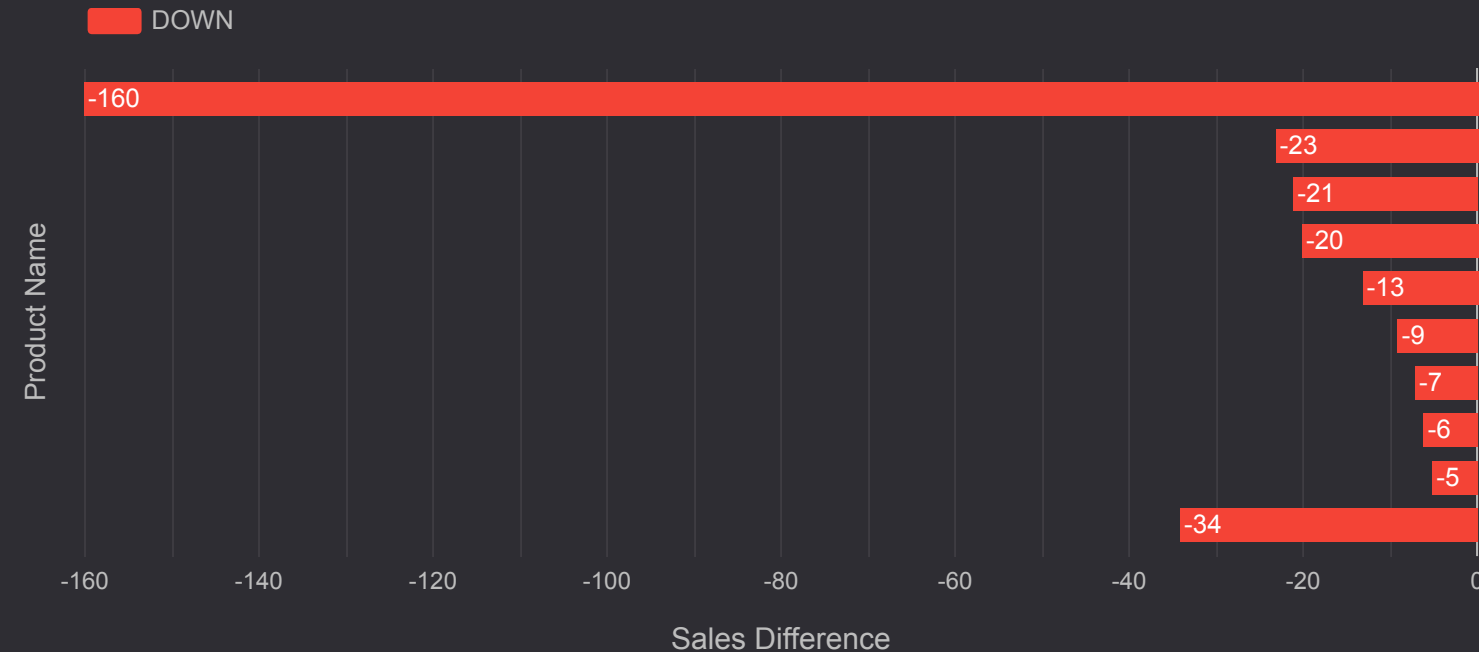
Sales Trend for Multiple Categories (2022)



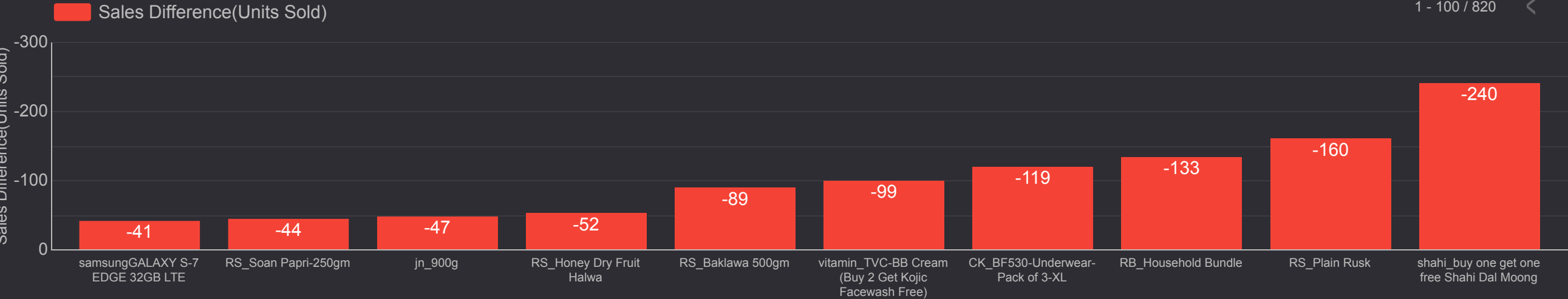
- Mobiles & Tablets: Highest performer (1,019 units)
- Q2-Q3: Peak revenue window (Apr-Sep)
- Q4: Urgent investigation needed

Sales Decline & Customer Drop-off Analytics

Top 20 Products with largest sales decrease in 'Others' Category (2022 & 2021)



Top 10 Products with Largest Sales Decrease (2022 vs 2021)



Products with Largest Sales Decrease (Others)

	sku_name	sales_diff
1.	MEGUIAR_G19216	-2
2.	sstop_Universallensclipkit	-2
3.	seagate_SG E-2TB	-2
4.	MEGUIAR_G13616	-2
5.	Trans2_LW 999	-3

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Customers Who Checked Out but Didn't Pay (2022)

	Customer ID	Record Count
1.	C654029L	1
2.	C143684L	1
3.	C663962L	1
4.	C333743L	1
5.	C972737L	1

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