



Home Page

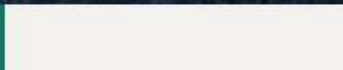
Price Variations

Traffic Variations

High Level Metrics

Brand Activities

Special Promotions



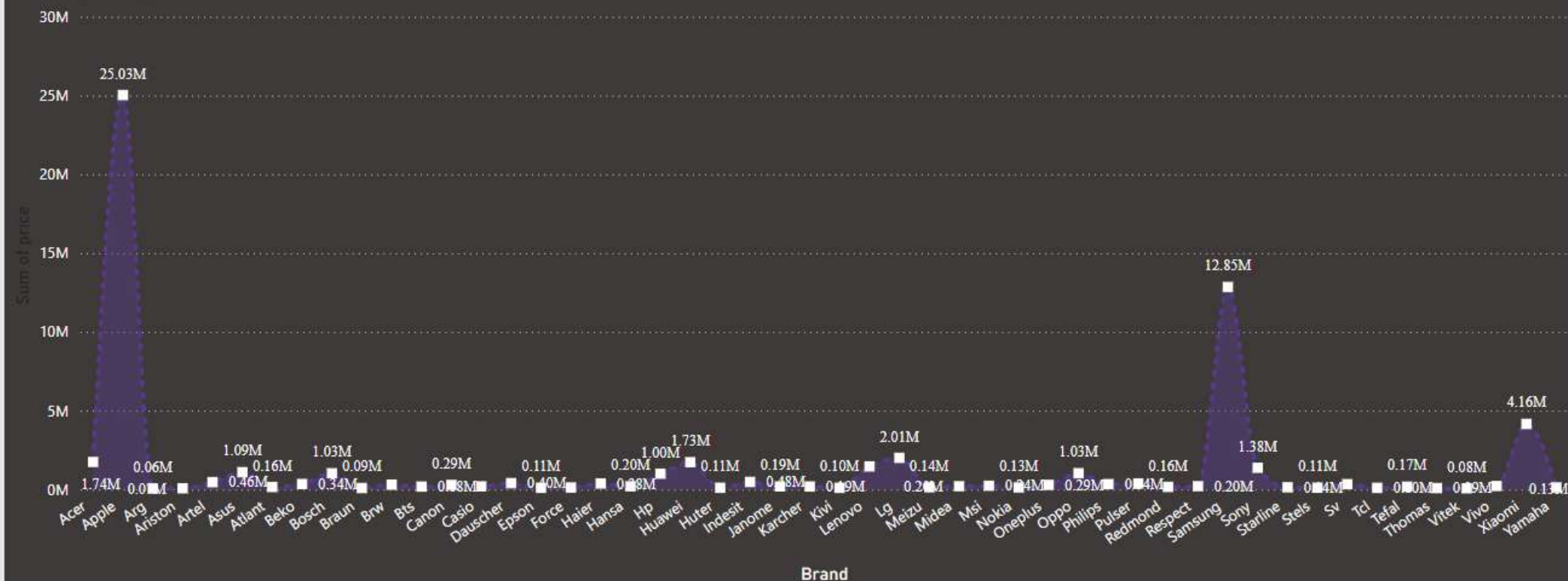
# How is Price Varying by Brand/Category/Channel/Time



Choose X Axis

☐ Brand☐ Category☐ Channel☐ Event\_hour

Sum of price by Brand



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## Traffic Varied By Day, Time Or Channel ?

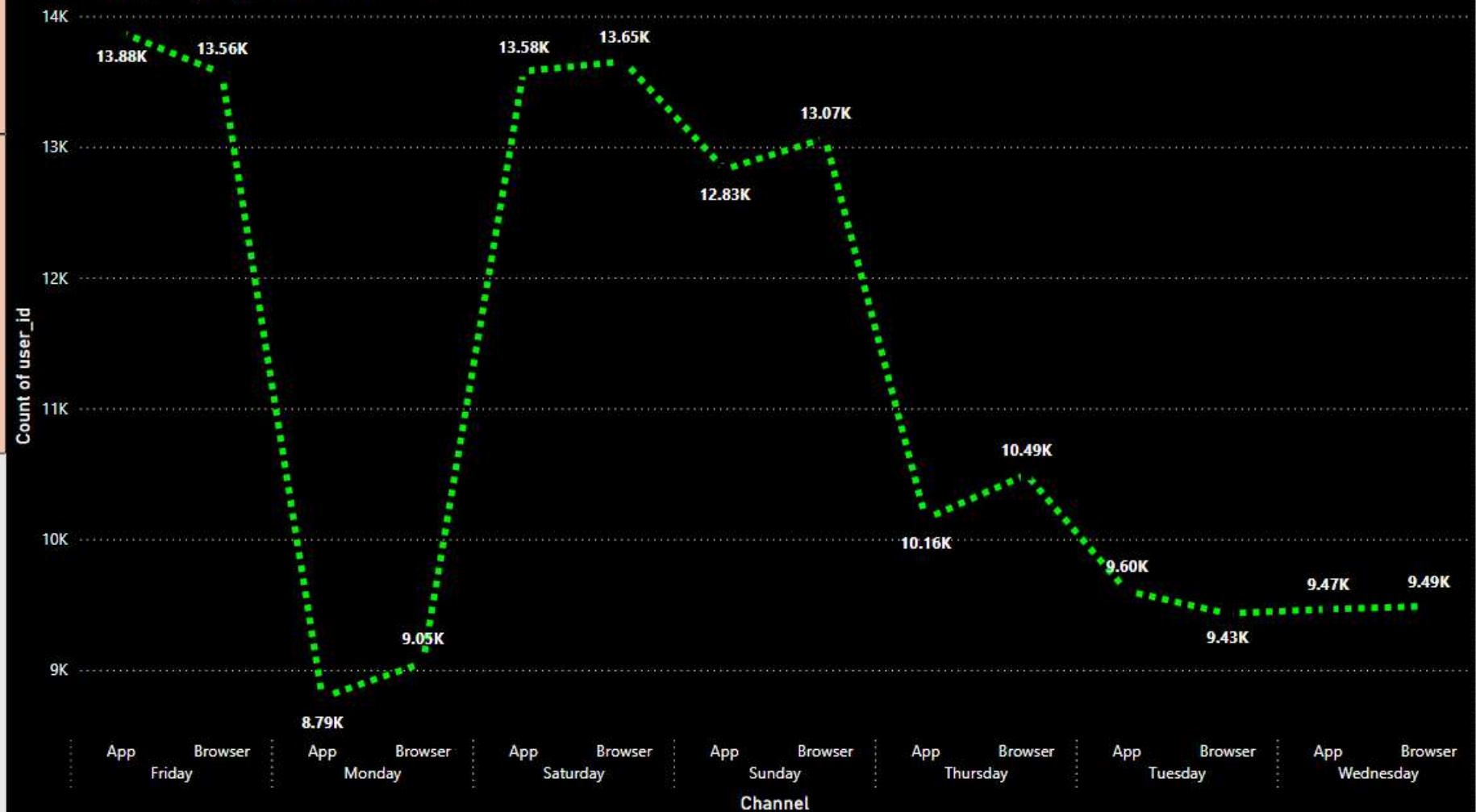
Channel

☐ App☐ Browser

Day\_of\_Week

☐ Friday☐ Monday☐ Saturday☐ Sunday☐ Thursday☐ Tuesday☐ Wednesday

Count of user\_id by Day\_of\_Week and Channel



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12.95M  
Potential Revenue

Mo...  
☐ 10  
☐ 11

State  
☐ AK  
☐ AL  
☐ AR

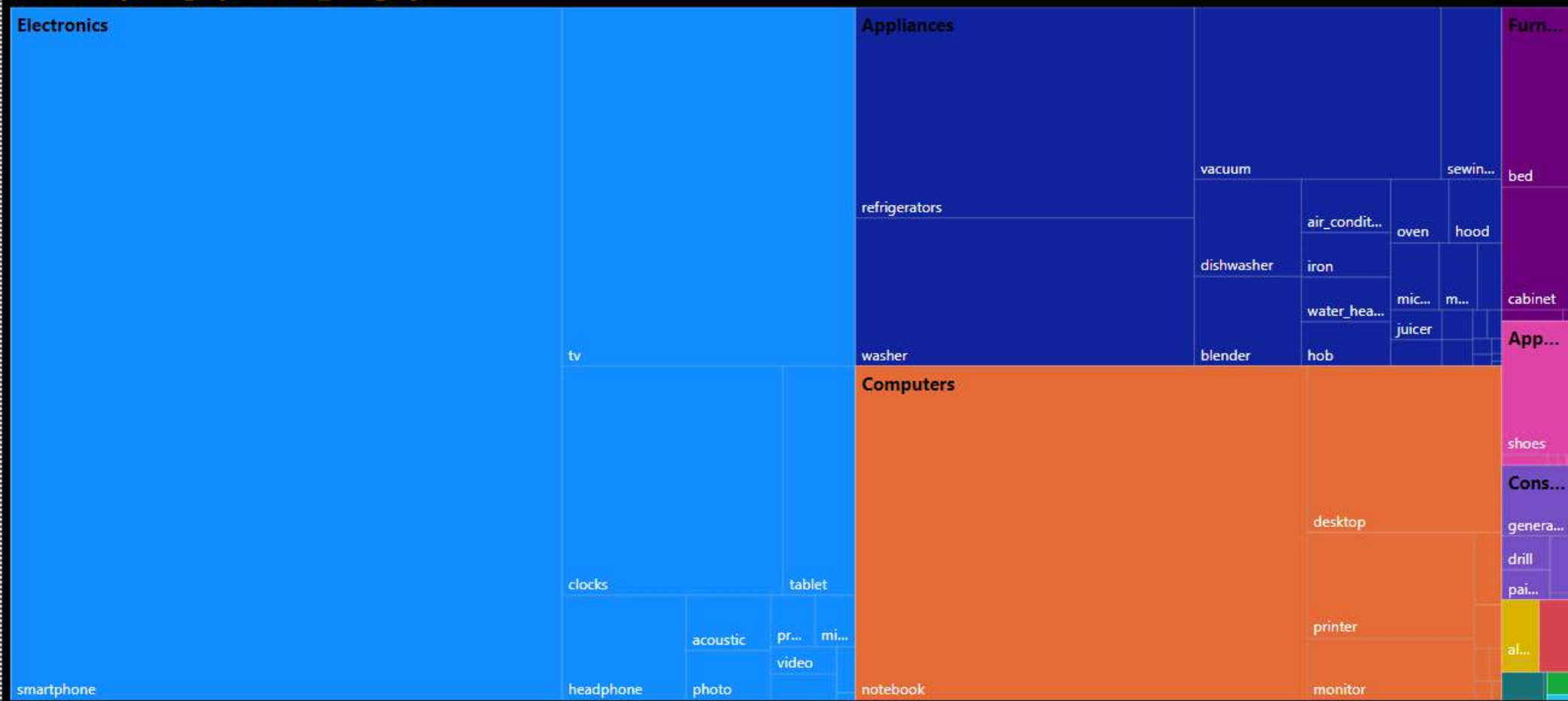
Channel  
☐ App  
☐ Browser

event\_date  
☐ 10/1/2019  
☐ 10/10/2019  
☐ 10/11/2019

category  
☐ Accessories  
☐ Apparel  
☐ Appliances

Clear All  
Filters

## Revenue by category and sub\_category2



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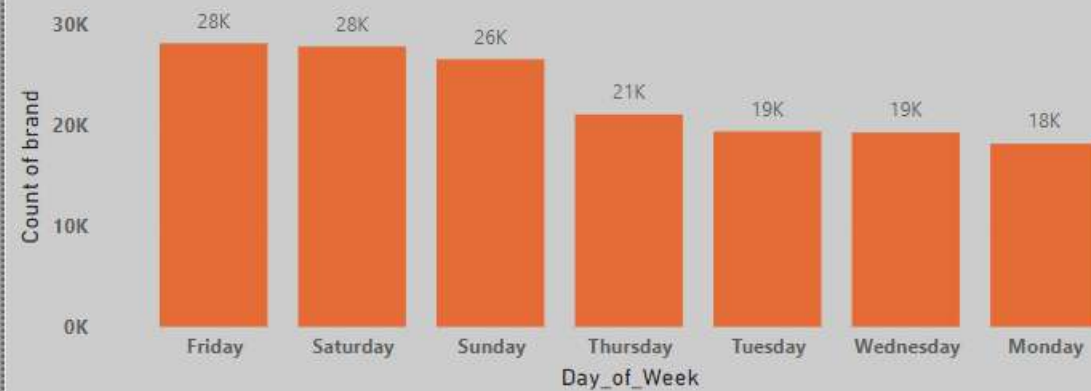


## Brand Activity By Various Parameters

Channel

☐ App☐ Browser

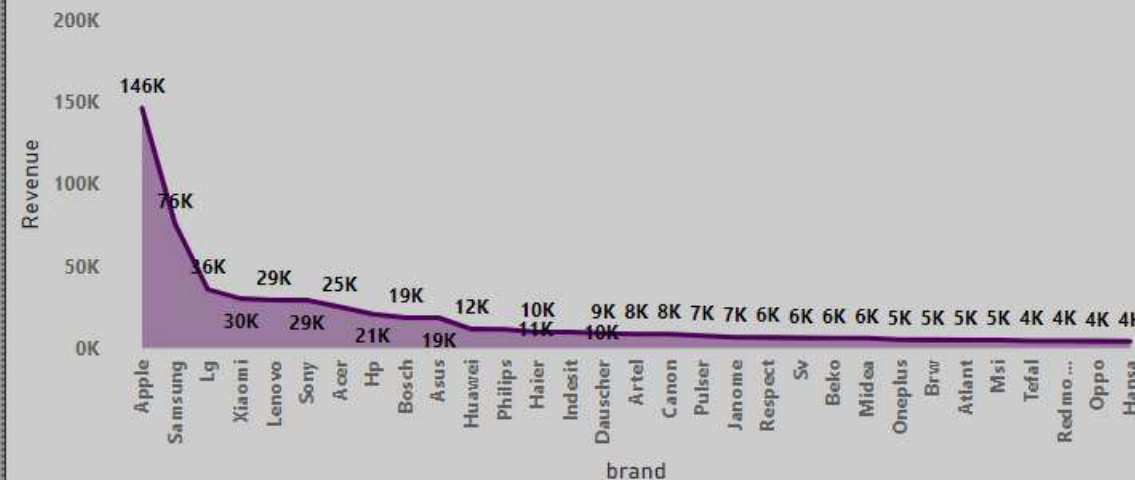
Count of brand by Day\_of\_Week



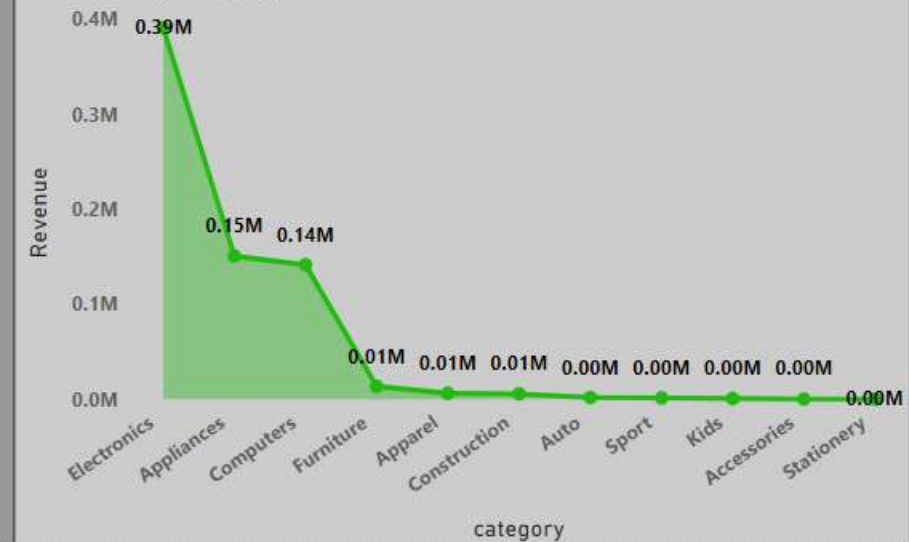
Count of category by Month



Revenue by brand



Revenue by category

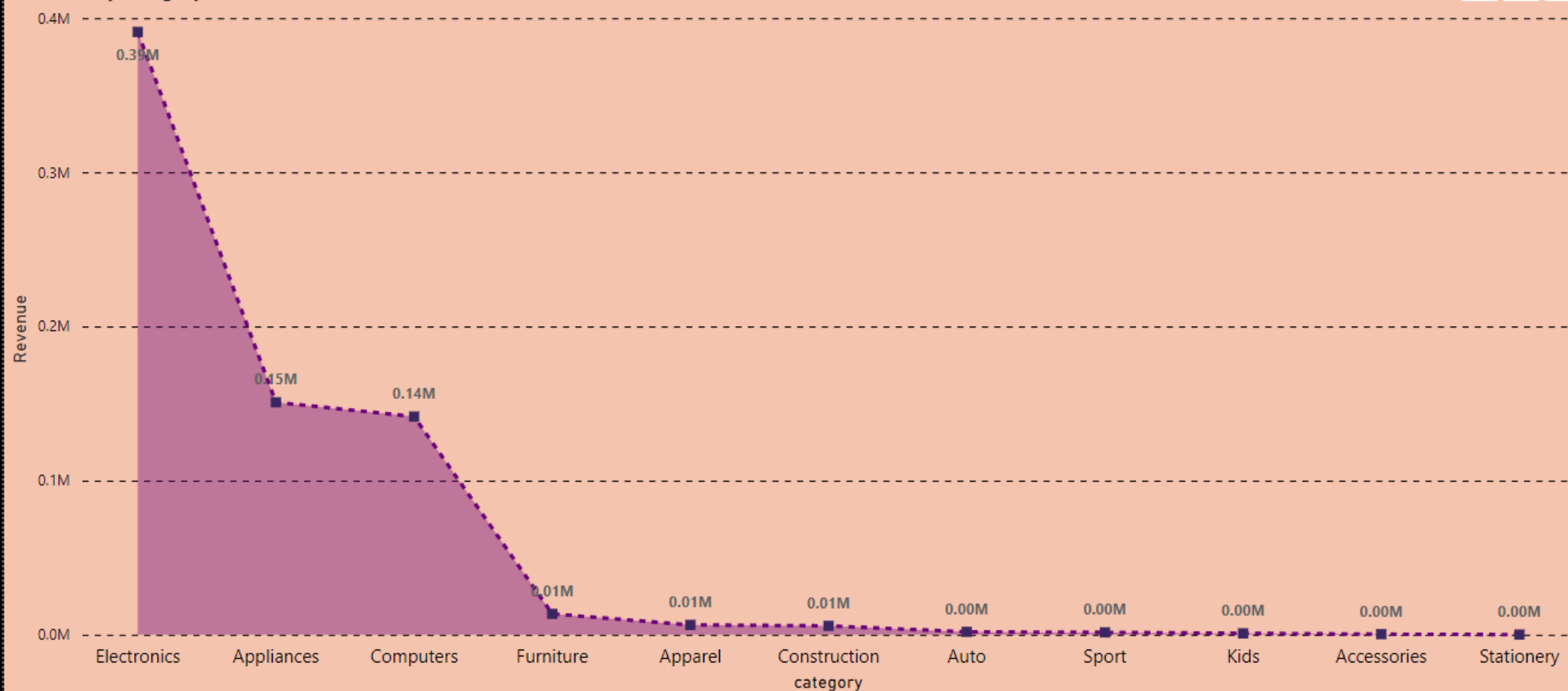


It is clear from the visual that the Sales is affected as the price fluctuates after the promotions in the month of October & November Promotions affect the Sales Exponentially for October & November, whereas the sales are comparatively less for the other months. Also, the search activity is higher in these 2 months

event\_type

- ☐ Cart
- ☐ Purchase
- ☐ View

Revenue by category



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