

Campaign lead

category

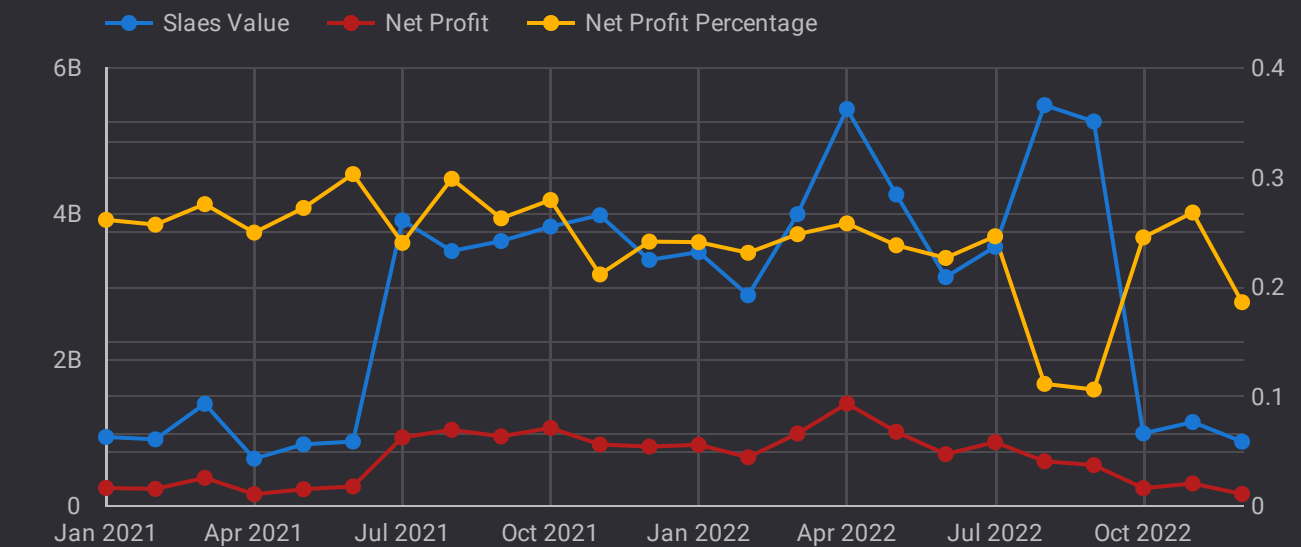
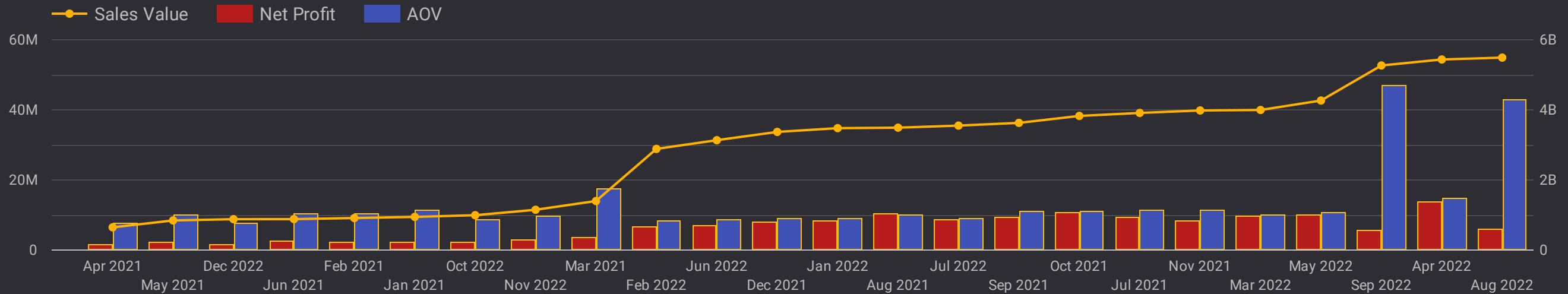
Payment Method

Value Transetions

2022

RESET

Sales value vs Netprofit vs AOV



| | category | Sales Value | Net Profit | Net Profit ... |
|-----|--------------------|-----------------|---------------|----------------|
| 1. | Women Fashion | 2,118,898,859.2 | 507,787,523.2 | 0.24 |
| 2. | Superstore | 782,199,393.6 | 167,443,975.2 | 0.21 |
| 3. | Soghaat | 419,430,484 | 101,211,069.6 | 0.24 |
| 4. | School & Education | 256,135,801.6 | 69,363,536.16 | 0.27 |
| 5. | Others | 1,209,184,464 | 238,323,464.8 | 0.2 |
| 6. | Mobiles & Tablets | 27,400,781,072 | 5,136,864,816 | 0.19 |
| 7. | Men Fashion | 2,197,935,312 | 527,045,056 | 0.24 |
| 8. | Kids & Baby | 553,987,996 | 139,477,200.8 | 0.25 |
| 9. | Home & Living | 1,676,336,384 | 457,531,059.2 | 0.27 |
| 10. | Health & Sports | 1,177,157,312 | 286,126,690.4 | 0.24 |

Customer and Sales Data

category

Payment ...

Value Transeti...

2022

Select date r

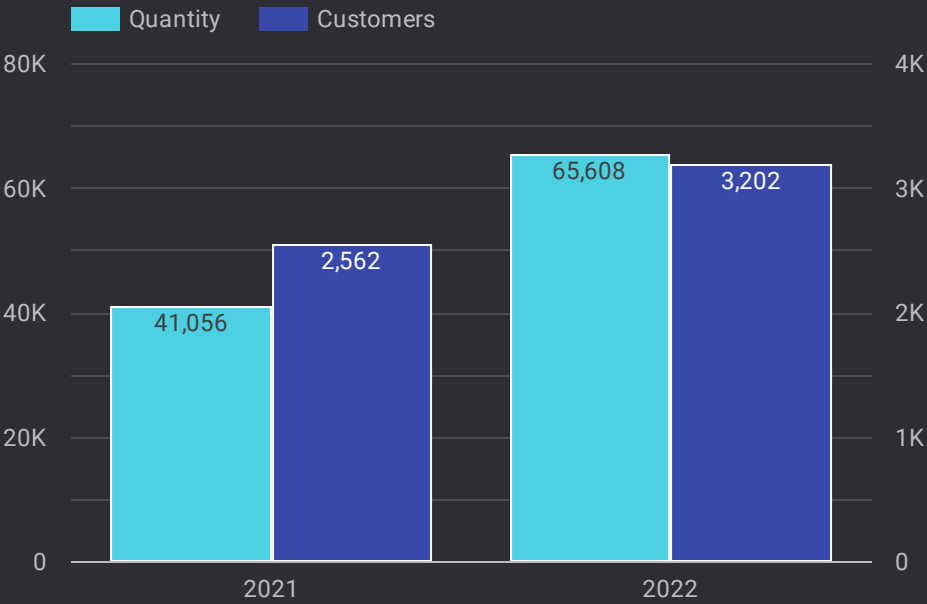
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| | Products Name | Category | Before Discount | After Discount | Net Profit | Quantity | CS ID |
|----|-------------------------------------|-------------------|-----------------|----------------|-------------|----------|-------|
| 1. | IDROID_BALRX7-Gold | Mobiles & Tablets | 8,300,032,000 | 8,300,032,000 | 542,880,000 | 16,000 | 2 |
| 2. | samsungGALAXY S-7 EDGE 32GB LTE | Mobiles & Tablets | 1,504,850,400 | 1,501,324,000 | 228,998,880 | 328 | 19 |
| 3. | MACBOOK PRO 15-INCH 2.2GHZ QuadC... | Computing | 1,417,520,000 | 1,417,520,000 | 510,307,200 | 104 | 10 |
| 4. | iphone_7-128GB-wof-Matt Black | Mobiles & Tablets | 1,043,653,600 | 1,043,189,600 | 148,064,560 | 184 | 23 |
| 5. | Apple iPhone 6S Plus 16GB Silver | Mobiles & Tablets | 1,039,981,760 | 1,039,981,760 | 252,154,720 | 208 | 24 |
| 6. | iphone_7-128GB-wof-Jet Black | Mobiles & Tablets | 951,416,480 | 951,416,480 | 155,613,920 | 168 | 21 |
| 7. | samsung_K6000 49 | Entertainment | 789,890,560 | 789,890,560 | 218,349,280 | 152 | 19 |
| 8. | GMZV_PS4 Pro 1TB - Region 2 | Entertainment | 733,482,320 | 733,482,320 | 110,715,920 | 240 | 6 |
| 9. | infinix Zero 4 Gray | Mobiles & Tablets | 714,000,700 | 714,000,700 | 99,054,000 | 526 | 17 |

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| | Customer ID | Net Profit |
|----|-------------|------------|
| 1. | C206125L | |
| 2. | C460487L | |
| 3. | C378684L | |
| 4. | C374672L | |
| 5. | C492850L | |
| 6. | C200115L | |
| 7. | C520373L | |
| 8. | C514596L | |
| 9. | C750160L | |

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Before discount

68,387,629,222.4

After Discount

68,122,029,291.36

Net Profit

15,580,902,555.36

Quantity

106,664

Customers

5,764

AOV

11,864,612.98