

Sales Optimization Tracker

Sales Period

Jun 2022
– Jul 2022

Refunded

35.83K

Total Sales

1.30M

Successful Transactions

903

Avg Value

1.43K

Unique Customers

829

Revenue from Top Source

2.21M

Top Performing Source

Direct

Top Coupon

(Blank)

Top Converting Source

0.23

Total Sales by Coupon

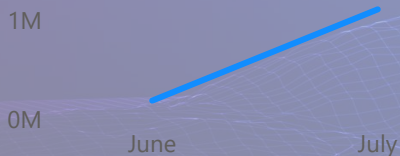


Sales Date

28-06-2022

28-07-2022

Monthly Sales Trend



Conversion Rate

Source	Conversion Rate (%)
Paid	0.23
Direct	0.19
Email	0.14
Influencer	0.02

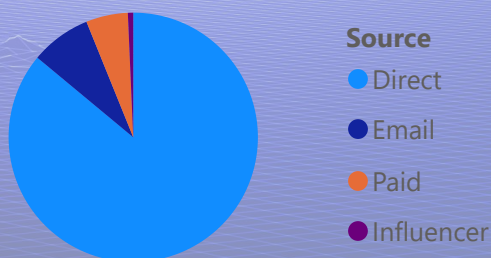
Total Sales	Total Transactions	Successful Transactions	Failed Transactions	Transactions With Coupon
12,95,632.00	5392	903	4489	5392

Sales & Transactions by Source

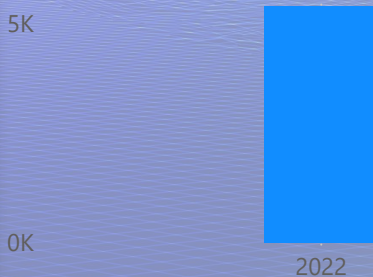
Total Transactions Total Sales



Source Share of Total Sales



Month-Year Transactions





Sales Date

17-06-2022



17-07-2022



Payment Status



Initiated



Paid



Refund



Transaction Volume per Bank

5K

0K

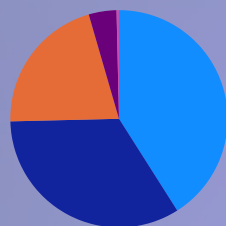
Notprovided

Sbin

Yesb



Total Sales by Language



English

Multil...

Tamil

Hindi



Total Sales by ProductCode

Product96

Product95

Product98

Produ...



vs Transactions per Bank

Notp...

Sbin

Yesb



Product Code vs. Language

Language	Product Code	Total Sales
English	Product101	374.00
English	Product104	1,264.00
English	Product106	998.00
English	Product107	998.00
English	Product108	1,497.00
English	Product109	998.00
English	Product111	1,007.00



Revenue Processed through Each Bank

1.4M

1.2M

1.0M

0.8M

0.6M

0.4M

0.2M

0.0M

Notprovided

Sbin

Yesb



Bank + Payment Mode Matrix Overview

Transaction Bank	Card	Cardless_Emi	Emi	Netbanking	Paylater	Upi	Wallet
Ciub				6,319.00			
Cnrb				2,499.00			
Hdfc				26,962.00			
Hsbc			2,499.00				
Icic				23,691.00			
Idib				4,521.00			
Ioba				1,799.00			
Kkbk				2,521.00			
Notprovided	2,63,090.00	9,369.00			42,332.00	9,00,444.00	59,752.00
Sbin				16,887.00			
Yesb				6,096.00			
Total	2,63,090.00	9,369.00	2,499.00	91,295.00	42,332.00	9,00,444.00	59,752.00



Payment Mode Performance

Cardles...

Emi

Wallet

Netban...

Card

Upi

Paylater