

2393

Total Order

456734

Total Sale

Home

Inventory

Order

Sales

Campaign

Payment

318

Order

57K

Month Sale

371

Quantity

23.97K

Payment

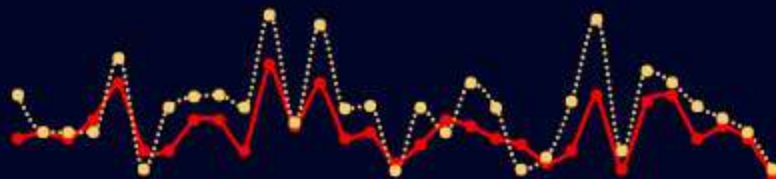
Month :

Aug 2023



Order

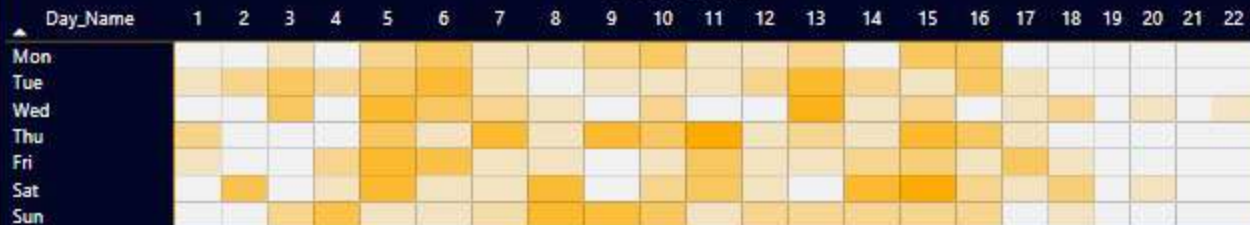
Sale



Mon Tue Wed Thu Fri Sat Sun

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Sale by Hours



Morning Night Afternoon Evening



Top ASINs

ASIN	Order	Quantity	Sales
B07G49XBT3	259	310	46537
B07Q35VCMR	9	9	2394
B08KBWW9Z1	5	4	807
B09189TVG6	5	4	1052
B0918CFJD2	8	6	1554
B0918DNVCS	5	6	980

Top Performing Campaign

Campaign Name	Clicks	Impressions	Spend	Campaign Orders	Campaign Sales
GIF- 4 Star Deal Asins 97f3f4	76080	12099684	1,34,429.19	1596	4,53,990.87
Campaign - 31/12/2021 03:10:42	47553	8300382	1,75,030.83	873	2,02,354.02
Campaign - 4/4/2022 03:41:45	29610	7766730	1,58,836.35	696	1,42,177.41
Campaign - 4/8/2022 12:15:41	26778	5641074	77,612.43	615	1,45,743.57
Campaign - 24/8/2021 13:24:32	36510	5466615	82,858.11	582	1,49,204.19



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Sales

Campaign

Payment

2393

Order

456734

Sale

2664

QTY

-211.41K

Shipping...

-84.86K

Amazon Fee

163.30K

Payment

1957

Shipped

334

Cancelled

127

Return

Inventory Report

ASIN	Selling Price	MRP	Order	Sold QTY	Total Sale	Shipping Charges	Amazon Fees	Payment	Cancelled	Return	Shipped	Pay %
B09188KR18	239	799	3	4	478	-355.18	-101.94	20.88	0	0	3	4.37
B0918DNCVS	239	799	14	16	2414	-1,105.66	-337.93	970.41	2	2	10	40.20
B09499HCDJ	239	799	2	4	0	-174.64	-53.10	-230.13	0	1	1	-Infinity
B0966DW6Q8	239	699	50	58	9411	-4,931.22	-1,485.40	3,154.41	6	2	42	33.52
B07MDN5NHB	249	899	39	46	7221	-3,517.58	-1,126.12	2,892.62	5	3	31	40.06
B09189TVG6	263	799	11	11	2367	-944.00	-385.18	1,037.82	1	0	10	43.85
B0918CFJD2	263	999	16	17	2869	-1,106.84	-503.71	1,430.60	5	0	11	49.86
B09497JP87	263	799	16	20	2367	-1,497.42	-550.38	486.91	1	2	13	20.57
B0966CJ6KW	263	699	122	131	20251	-12,059.33	-4,132.89	3,966.73	22	8	92	19.59
B0966G6FGV	263	799	22	17	2893	-1,437.24	-431.70	1,021.43	8	2	12	35.31
B0966H2MB3	263	799	4	5	789	-466.10	-175.69	141.95	0	0	4	17.99
B08KBWW9Z1	269	999	30	23	3228	-1,641.38	-770.28	808.27	12	0	18	25.04
B0966DZT6M	269	999	17	17	3705	-1,765.28	-514.82	1,416.83	1	1	15	38.24
B07G49XBT3	299	999	1642	1751	313594	-1,38,483.84	-54,632.66	1,22,099.11	221	83	1338	38.94
B07QYXCF5	299	999	21	27	2403	-1,955.26	-846.66	-412.07	2	0	19	-17.15
B0845G3KTS	299	899	9	15	598	-931.02	-474.08	-807.10	0	1	8	-134.97
B08QTRDKY3	299	999	5	6	1196	-554.60	-223.72	408.71	0	0	5	34.17
B08QTWBGM2	299	999	10	11	2057	-829.54	-442.17	782.30	2	0	8	38.03
B08QV14TKL	299	999	14	19	2063	-998.28	-656.42	387.37	3	0	11	18.78
B08QV2TCVT	299	999	3	4	598	-251.34	-70.56	276.10	0	1	2	46.17
B08QVH1L3R	299	699	9	14	1196	-737.50	-471.52	-39.93	1	0	8	-3.34
B0987YX8VD	299	999	6	10	299	-624.22	-294.88	-620.10	0	0	6	-207.39
B09BBF7PBK	299	899	2	2	598	-225.38	-70.56	302.06	0	0	2	50.51
B098BH65Y6	299	899	4	3	897	-378.78	-127.02	388.21	1	0	3	43.28
B09BBHRS4	299	899	1	20	0	-114.46	-590.00	-704.46	0	0	1	-Infinity
B09BBHZ2X1	299	899	20	24	2492	-1,570.58	-931.08	175.04	5	1	14	7.02
B091F6CHJW	349	799	1	1	349	-121.54	-49.42	178.04	0	0	1	51.01



318

Total Order

57200

Total Sale

Home

Inventory

Order

Sales

Campaign

Payment

Weekday v/s weekend Sale

31.65%



Weekd...

Weekend...

68.35%

318

Order

57200

Sale

371

QTY

-211.41K

Shipping...

-84.86K

Amazon Fee

163.30K

Payment

1957

Shipped

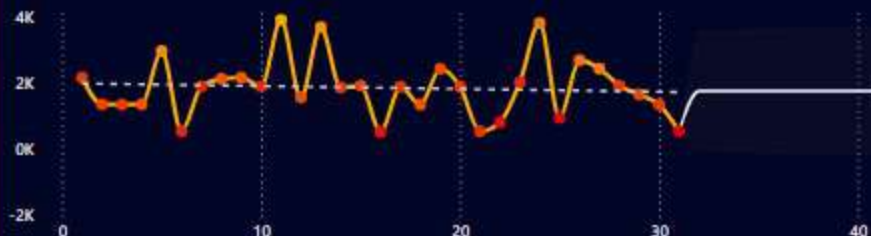
334

Cancelled

127

Return

Daily Sale Trend with Next 10 Day Sale Forecast



Month :

Aug 2023

Mon Tue Wed Thu Fri Sat Sun

1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30 31

Order Report

Order ID	Quantity	Sale Amount	ASIN	Brand	Date	State	Status	Time_Period
171-5859286-4977150	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Punjab	Shipped	Afternoon
403-7292174-5230714	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Bihar	Shipped	Night
403-8132542-0612352	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Delhi	Shipped	Afternoon
404-9741477-0474747	0	0	B07G49XBT3	Sleema Fashion	01-08-23	Delhi	Cancelled	Afternoon
405-7757056-9980365	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Tamil Nadu	Shipped	Night
406-5236611-6067544	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Telangana	Shipped	Afternoon
406-9157511-6345165	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Tamil Nadu	Shipped	Night
407-5543166-6065921	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Rajasthan	Shipped	Night
408-5558112-4258752	1	269	B07G49XBT3	Sleema Fashion	01-08-23	Telangana	Shipped	Night
403-0255956-3492325	1	269	B07G49XBT3	Sleema Fashion	02-08-23	Tamil Nadu	Shipped	Afternoon
403-1191436-4059507	2	0	B07G49XBT3	Sleema Fashion	02-08-23	Gujarat	Shipped	Afternoon
403-7260665-5678709	0	0	B07G49XBT3	Sleema Fashion	02-08-23	West Bengal	Cancelled	Morning
403-8634986-3165963	2	0	B07G49XBT3	Sleema Fashion	02-08-23	West Bengal	Shipped	Morning
404-0718825-3235562	2	0	B07G49XBT3	Sleema Fashion	02-08-23	Maharashtra	Shipped	Morning
405-3332011-8931537	0	0	B07G49XBT3	Sleema Fashion	02-08-23	Kerala	Cancelled	Morning



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Cancelled

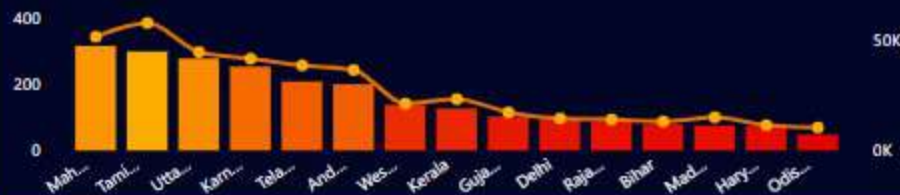
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Return

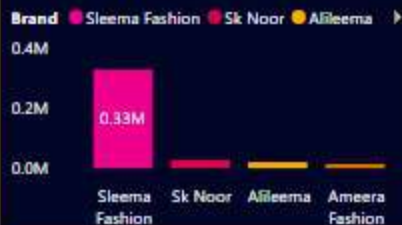
Payment Status



State-Wise QTY & Sale



Brand Wise Sold QTY



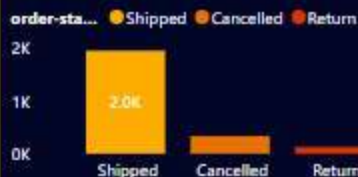
Sale by Time Period



Sale v/s Payment



Order Status



Weekday v/s weekend Sale





2393

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Sales

Campaign

Payment

Sale by Type



Total Camp.

19

Adv ASIN's

198

Budget

885K

Impressions

52M

Clicks

297K

Spend

872.56K

Orders

6K

Sales

1.45M

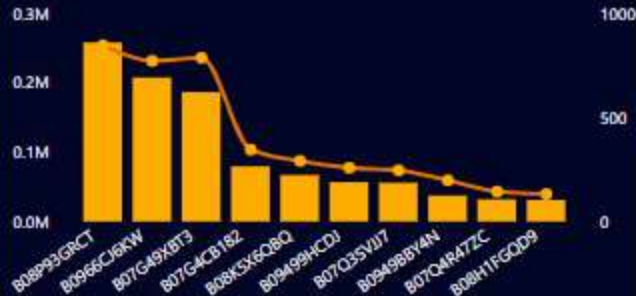
ACOS

60%

Sale and Spend by Orders



Top 10 ASIN Performance



Campaign Report

Campaign Name	Targeting	Adv Budget / Day
SP Top Selling ASINs 17-aug-2022 452998	MANUAL	450
GIF- 4 Star Deal Asins 97f3f4	AUTOMATIC	150
FAST ADD	AUTOMATIC	200
Campaign - 9/12/2022 24:46:08	AUTOMATIC	300
Campaign - 4/8/2022 12:15:41	MANUAL	450
Campaign - 4/7/2021 05:38:36	AUTOMATIC	260
Campaign - 4/4/2022 03:41:45	AUTOMATIC	350
Campaign - 31/12/2021 03:10:42	AUTOMATIC	900
Campaign - 28/7/2021 12:56:47	AUTOMATIC	2500
Campaign - 28/5/2022 07:09:01	MANUAL	1000
Campaign - 26/5/2022 02:49:06	AUTOMATIC	399
Campaign - 24/8/2021 13:24:32	AUTOMATIC	100
Campaign - 24/2/2021 02:44:54	AUTOMATIC	300

Adv ASIN Performance

ASIN	Order	Sale	Spend	CTR	ACOS %	ROAS
B08P93GRCT	846	2,57,871	70,576	0.76%	27%	365%
B07G49XB73	786	1,86,373	1,13,960	0.55%	61%	164%
B0966CJ6KW	771	2,07,432	67,431	0.44%	33%	308%
B07G4CB182	345	79,510	46,718	0.53%	59%	170%
B08K5X6Q8Q	291	67,012	43,370	0.48%	65%	155%
B09499HCDJ	258	56,811	45,843	0.33%	81%	124%
B07Q35VJ7	246	55,848	41,476	0.86%	74%	135%
B09498BY4N	198	37,354	66,484	0.40%	178%	56%
B07Q4R47ZC	144	31,962	35,490	0.54%	111%	90%
B08H1FGQD9	132	31,028	16,208	0.83%	52%	191%
B0987YX8VD	93	17,504	7,814	0.84%	45%	224%
B098B7W35C	87	22,477	8,669	0.65%	39%	259%
B07Q4R47ZC	84	25,304	17,704	0.40%	70%	143%



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Campaign

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Payment Status



318

Order

57200

Sale

371

QTY

-211.41K

Shipping...

-84.86K

Amazon Fee

163.30K

Payment

1957

Shipped

334

Cancelled

127

Return

State Wise Payment Report

State	Count of ASIN	Quantity	Sale Amount	Selling Fees	Shipping Fees	Payment
Tamil Nadu	10	41	8443	-1,244.01	-3,411.38	3,787.61
Maharashtra	9	39	5921	-1,089.19	-2,795.42	2,036.39
Uttar Pradesh	9	36	5761	-1,257.95	-2,172.38	2,330.67
Telangana	2	26	5589	-742.06	-2,237.28	2,609.66
Andhra Pradesh	2	30	5111	-603.06	-2,259.70	2,248.24
West Bengal	3	23	4029	-640.59	-1,736.96	1,651.45
Karnataka	5	51	3488	-1,329.60	-1,483.26	1,972.50

Month :

Aug 2023

Mon Tue Wed Thu Fri Sat Sun

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Payment Report

Order ID	ASIN	Quantity	Sale Amount	order-status	Selling Fees	Shipping Fees	Payment	Payment Status
406-1379776-0513103	B07G49XB8T3	4	1076	Shipped	-126.97	-145.14	803.89	Paid
171-7629616-1746744	B07G49XB8T3	2	538	Shipped	-63.48	-96.76	377.76	Paid
402-1609314-0412329	B07G49XB8T3	2	538	Shipped	-63.48	-130.98	343.54	Paid
402-3183640-6713909	B07G49XB8T3	2	538	Shipped	-63.48	-130.98	343.54	Paid
405-2935211-5429922	B07G49XB8T3	2	538	Shipped	-63.48	-130.98	343.54	Paid
405-6669670-4018761	B07G49XB8T3	2	538	Shipped	-63.48	-81.42	393.10	Paid
406-5758088-3208308	B0918CFJD2	2	502	Shipped	-59.23	-73.16	369.61	Paid
406-5758088-3208308	B0918DNVCS	2	502	Shipped	-59.23	-73.16	369.61	Paid
171-0914439-0261962	B07Q3SVCMR	1	399	Shipped	-47.08	-123.90	228.02	Paid
402-2478386-6461132	B098BH2NJ6	1	399	Shipped	-56.50	-94.40	248.10	Paid
406-4888167-9573159	B07Q3SVCMR	1	399	Shipped	-47.08	-123.90	228.02	Paid
406-9983246-6422766	B07Q3SVCMR	1	399	Shipped	-47.08	-123.90	228.02	Paid
407-6207681-0723512	B07Q3SVCMR	1	399	Shipped	-47.08	-123.90	228.02	Paid
407-8389579-4637927	B07Q3SVCMR	1	399	Shipped	-47.08	-123.90	228.02	Paid
408-3698392-0895514	B07Q3SVCMR	1	399	Shipped	-47.08	-74.34	277.58	Paid