

# Analisis Trend Campaign 2022 Tokopaedi

Grafik di bawah menyajikan data hubungan antara sales value, net profit, dan AOV (average order value) untuk melihat trend campaign tokopaedi selama tahun 2022

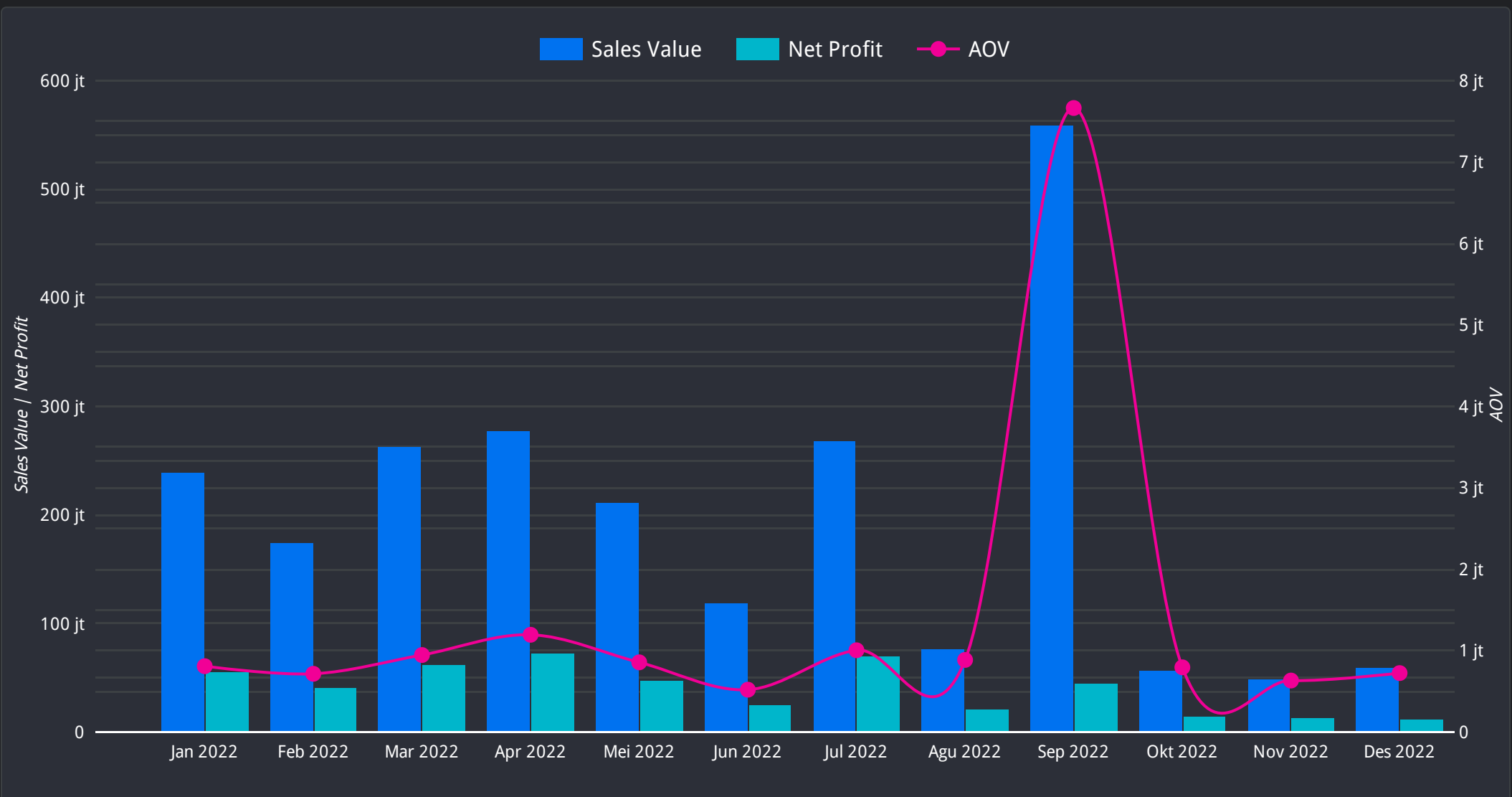
1 Jan 2022 - 31 Des 2022

category

payment\_method

Value Transaction: Valid

(1)



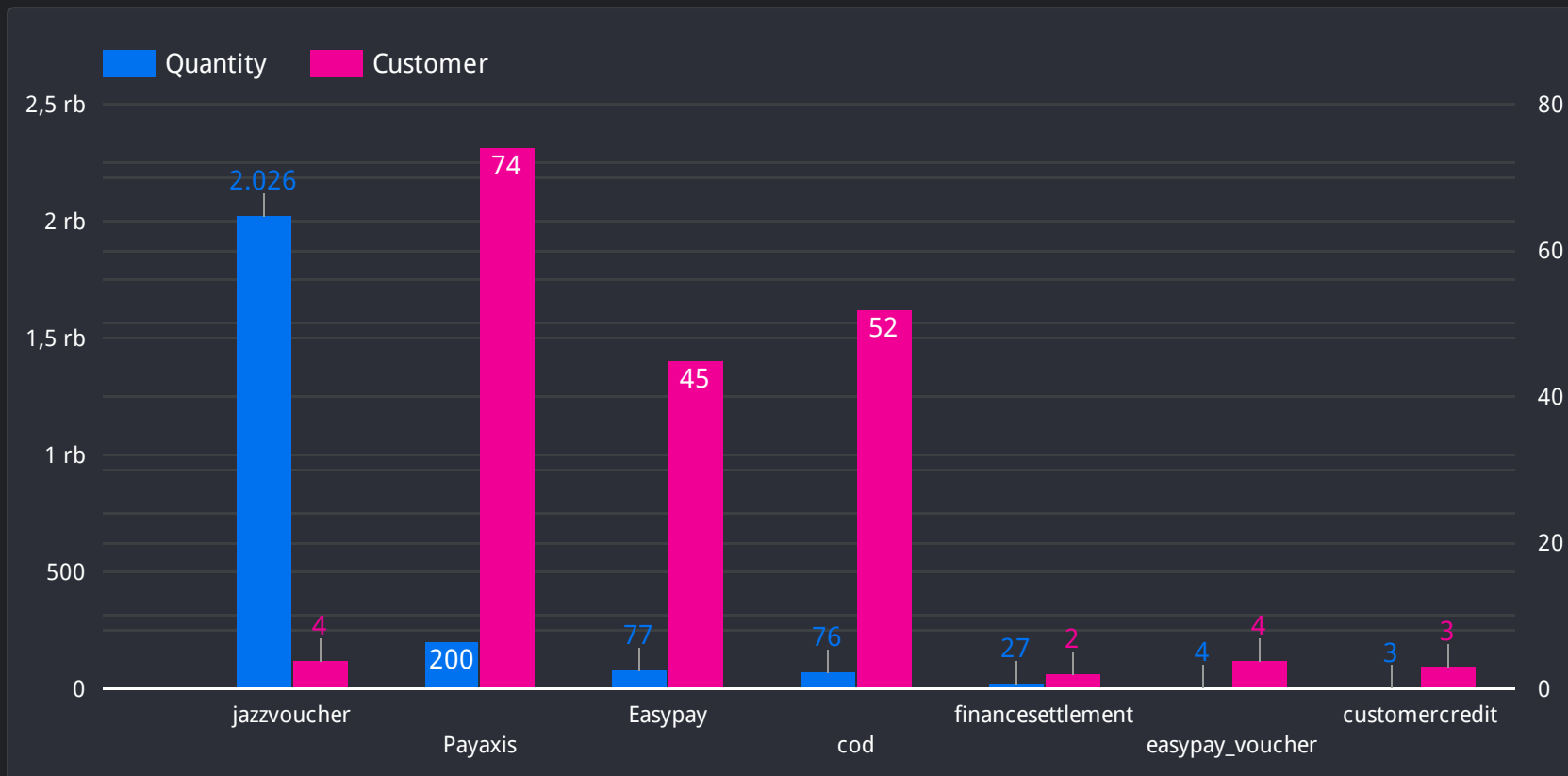
# Analisis Trend Campaign 2022 Tokopaedi

1 Jan 2022 - 31 Des 2022

Value Transaction

payment\_method

category: Mobiles & Tablets (1)



Customer ID  
177

Quantity  
2.413

After Discount  
2.248.577.473

Before Discount  
2.251.552.286

Net Profit  
340.487.557

AOV  
10.006.899,05

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1 Jan 2022 - 31 Des 2022

Value Transaction: Valid (1)

payment\_method

category: Mobiles & Tablets (1)

	Produk Name	category	after_discount	before_disco...	Net_Prof...	QTY	Cust...
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	518.752.000	518.752.000	33.930.000	1.000	1
2.	Samsung-Galaxy-S8-G955-Plus-Black	Mobiles & Tablets	25.853.210	25.853.210	5.687.770	5	4
3.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	16.791.000	16.791.000	5.428.104	3	3
4.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	34.127.490	34.127.490	4.938.642	6	6
5.	iphone_7-128GB-wof-Jet Black	Mobiles & Tablets	28.535.710	28.535.710	4.851.120	5	5
6.	cc_samsung_G935F-Blue	Mobiles & Tablets	14.924.386	14.924.386	4.803.618	4	2
7.	iPhone7- Jet Black-128GB	Mobiles & Tablets	10.583.492	10.583.492	4.127.628	2	2
8.	IDROID_BALRX7-Jet black	Mobiles & Tablets	17.079.202	17.079.202	3.757.820	31	2
9.	Samsung_S7 Edge-Gold	Mobiles & Tablets	10.896.576	10.896.576	3.704.982	3	3
1...	Infinix Hot 4-Gold	Mobiles & Tablets	10.787.130	10.787.130	3.553.080	15	1
1...	samsung_Grand Prime Plus-Silver	Mobiles & Tablets	9.279.420	9.279.420	3.247.420	10	1
1...	samsung_Grand Prime Plus-Black	Mobiles & Tablets	10.207.362	10.207.362	3.061.762	11	1
1...	iPhone7Plus-Red-256GB	Mobiles & Tablets	12.975.296	12.975.296	2.724.840	2	2

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Customer ID

72

Quantity

1.154

After Discount

918.451.576

Before Discount

918.799.576

Net Profit

129.691.712

AOV

11.630.374,38

