

REVENUE ANALYSIS



REGION WISE ANALYSIS

REGION

- ☐ APJ
- ☐ EU
- ☐ INDIA
- ☐ MEA
- ☐ NA
- ☐ OTHERS
- ☐ UK

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TOTAL OPERATING REGIONS

7

Count of REGION

TOTAL NET REVENUE

7.04M

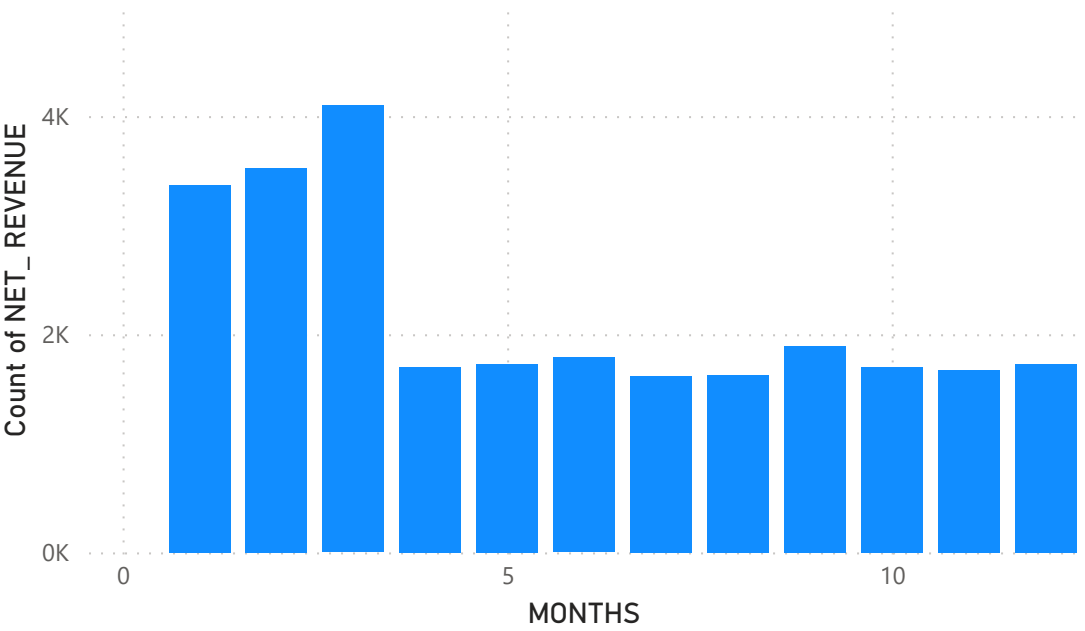
Sum of TOTAL_NET_REVENUE

TOTAL GROSS REVENUE

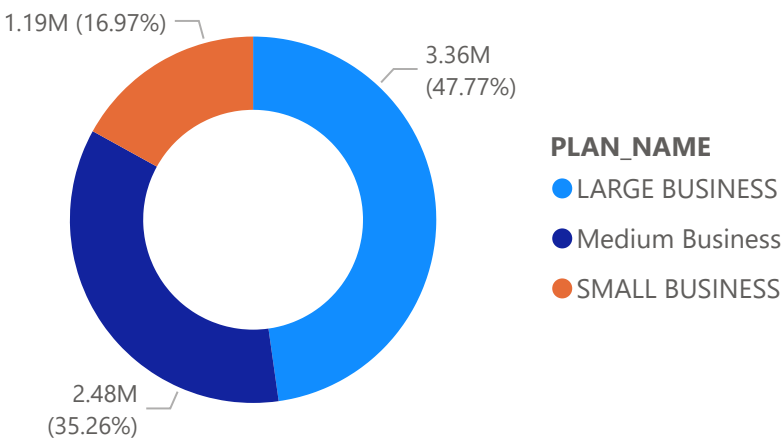
9.17M

Sum of TOTAL_GROSS_REV...

NET_REVENUE by MONTHS



Sum of TOTAL_NET_REVENUE by PLAN_NAME



PLAN_NAME

- ☐ LARGE BUSINESS
- ☐ Medium Business
- ☐ SMALL BUSINESS



CUSTOMER BEHAVIOUR ANALYSIS

MONTHS

1

10

PLANS COUNT BASED ON CUSTOMERS CHOICE

12038

small business count

4516

Large business count

6502

Medium business count

NUMBER OF UNIQUE CUSTOMERS

21.92K

Count of CUSTOMER_ID

NUMBER OF PRODUCTS SOLD

12

Count of PRODUCT

KEY INSIGHTS

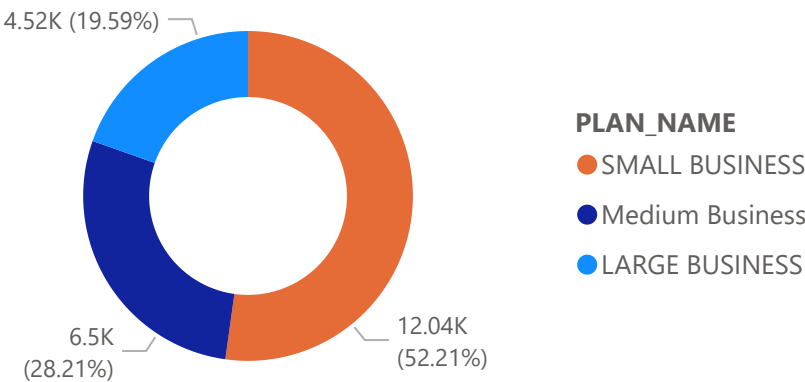
SMALL BUSINESS had the highest Count of DISCOUNT at 12,038, followed by Medium Business at 6,504 and LARGE BUSINESS at 4,517.

SMALL BUSINESS accounted for 52.21% of Count of DISCOUNT.

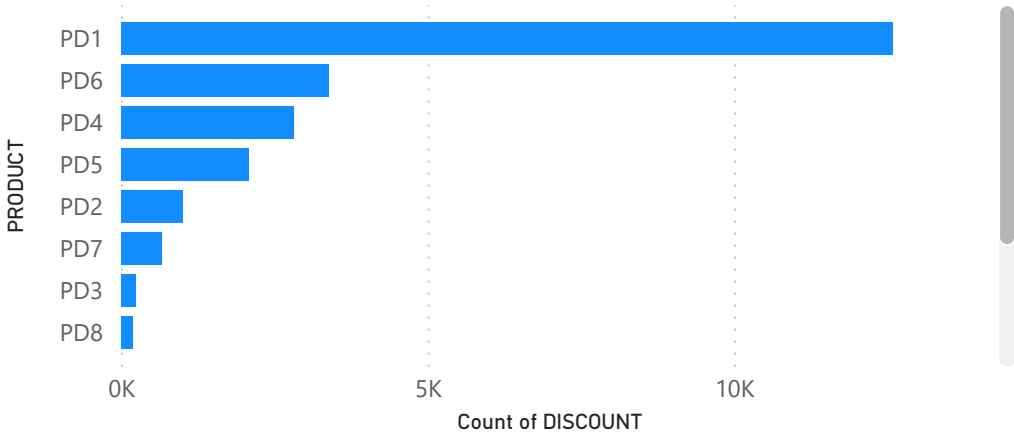
At 12,581, PD1 had the highest Count of DISCOUNT and was 1,79,628.57% higher than PD11, which had the lowest Count of DISCOUNT at 7.

Across all 12 PRODUCT, Count of DISCOUNT ranged from 7 to 12,581.

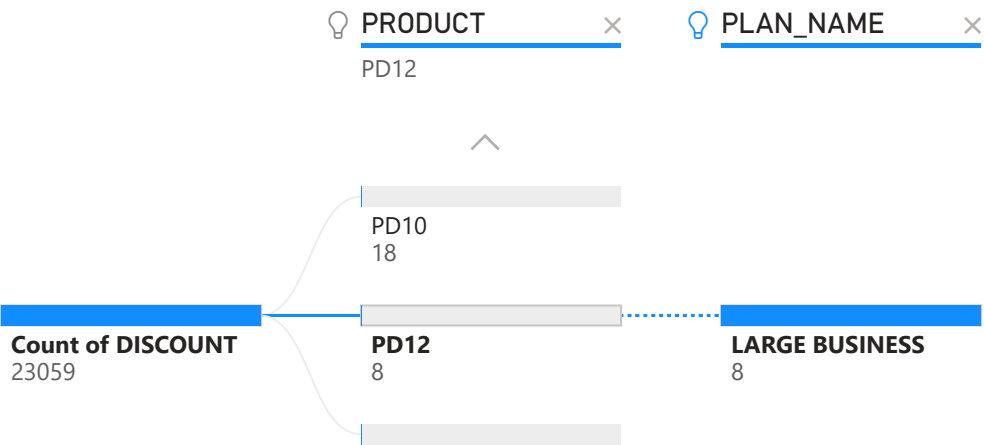
PLAN_NAME VS DISCOUNT



PRODUCT VS DISCOUNT



BEHAVIOUR OF PLANPURCHASE AND PRODUCTS BASED ON DISCOUNTS



[illegible]

SALES DATA

CUSTOMER_ID	Year	Quarter	Month	Day	Sum of TOTAL_NET_ REVENUE	Sum of TOTAL_GROSS_REVENUE	PRODUCT
	2021	Qtr 2	May	1	406.37	572.35	PD4
	2021	Qtr 2	June	1	400.00	400.00	PD2
	2021	Qtr 3	July	1	307.06	409.41	PD4
	2021	Qtr 4	December	1	6,733.61	16,834.02	PD4
Cust1	2022	Qtr 1	February	1	295.00	404.11	PD1
Cust10	2021	Qtr 4	December	1	39.00	43.33	PD5
Cust100	2021	Qtr 2	May	1	180.00	486.49	PD1
Cust1000	2021	Qtr 1	January	1	19.00	38.78	PD1
Cust10001	2022	Qtr 1	March	1	46.90	46.90	PD5
Cust10002	2021	Qtr 2	April	1	632.47	903.52	PD1
Cust10003	2021	Qtr 2	June	1	130.00	146.07	PD3
Cust10005	2022	Qtr 1	March	1	1,182.12	3,194.93	PD6
Cust10006	2021	Qtr 4	November	1	47.00	61.04	PD4
Cust10009	2021	Qtr 2	May	1	136.79	184.85	PD2
Cust10009	2021	Qtr 2	May	1	142.22	192.19	PD4
Cust10010	2021	Qtr 2	May	1	125.16	291.07	PD1
Cust10010	2022	Qtr 1	January	1	83.58	104.48	PD1
Cust10012	2021	Qtr 1	January	1	19.00	25.00	PD1
Cust10013	2021	Qtr 2	April	1	633.08	855.51	PD6
Cust10016	2021	Qtr 1	January	1	59.84	84.28	PD1
Total					70,35,413.34	91,72,712.89	