

## Campaign Trend

Customer And Sales

Top 5 Mobiles And Tablets

Decrease In Sales

Sales Breakdown By Discount

Net Profit By Product Category

## Campaign Trend

Category

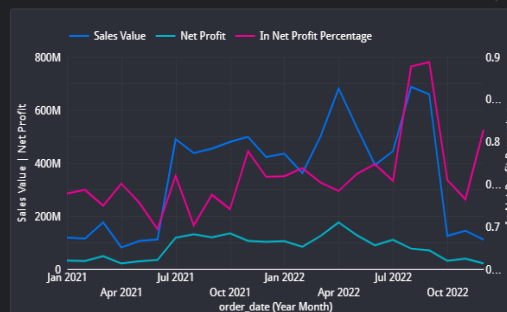
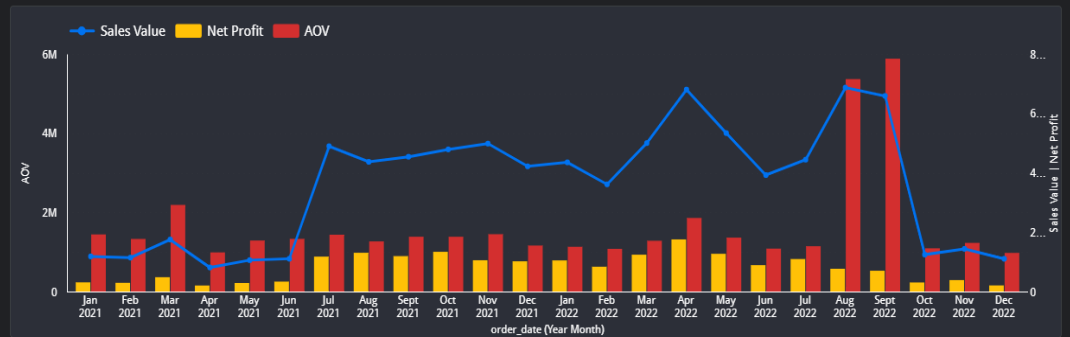
Payment Method

Value Transacti...

2022

RESET

Sales Value Vs Net Profit Vs AOV



| category             | Sales Value   | Net Profit   | InNetPro. |
|----------------------|---------------|--------------|-----------|
| 1. Mobiles & Tablets | 3,425,097,634 | 642,108,102  | 0.19      |
| 2. Entertainment     | 1,295,031,180 | 315,387,548  | 0.24      |
| 3. Computing         | 1,173,403,812 | 334,805,908  | 0.29      |
| 4. Appliances        | 1,168,138,242 | 293,882,398  | 0.25      |
| 5. Men Fashion       | 274,741,914   | 65,880,632   | 0.24      |
| 6. Women Fashion     | 264,862,357.4 | 63,473,440.4 | 0.24      |
| 7. Home & Living     | 209,542,048   | 57,191,382.4 | 0.27      |
| 8. Beauty & Grooming | 167,871,610   | 44,291,598   | 0.26      |
| 9. Others            | 151,148,058   | 29,790,433.1 | 0.20      |

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## Customer & Sales Data

Category

Payment Method

Value Transaction

2022

Select date range

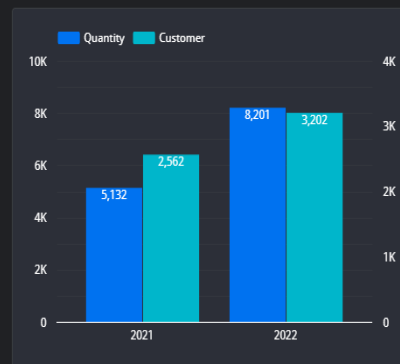
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| Product Name               | Category          | Before Discount | After Discount | Net Profit | Quantity | CS ID |
|----------------------------|-------------------|-----------------|----------------|------------|----------|-------|
| 1. IDROID_BALRKG-Gold      | Mobiles & Tablets | 1,037,504,000   | 1,037,504,000  | 67,860,000 | 2,000    | 2     |
| 2. samsungGALAXY S-7 ...   | Mobiles & Tablets | 188,106,300     | 187,665,500    | 28,624,860 | 41       | 19    |
| 3. MACBOOK PRO 15-L...     | Computing         | 177,190,000     | 177,190,000    | 63,788,400 | 13       | 10    |
| 4. iphone_7-128GB-wof...   | Mobiles & Tablets | 130,456,700     | 130,398,700    | 18,508,070 | 23       | 23    |
| 5. Apple iPhone 6S Plus... | Mobiles & Tablets | 129,997,720     | 129,997,720    | 31,519,340 | 26       | 24    |
| 6. iphone_7-128GB-wof...   | Mobiles & Tablets | 118,927,060     | 118,927,060    | 19,451,740 | 21       | 21    |
| 7. samsung_K6000 49        | Entertainment     | 98,736,320      | 98,736,320     | 27,293,660 | 19       | 19    |
| 8. GMZV_PS4 Pro 1TB - ...  | Entertainment     | 91,685,290      | 91,685,290     | 13,839,490 | 30       | 6     |
| 9. infinix_Zero 4-Grey     | Mobiles & Tablets | 89,374,090      | 89,374,090     | 11,619,250 | 67       | 17    |

1 - 100 / 3155

| customer_id  | Net Profit |
|--------------|------------|
| 1. C206125L  | 1.2M       |
| 2. C460487L  | 1.1M       |
| 3. C378684L  | 1.0M       |
| 4. C374672L  | 0.9M       |
| 5. C492850L  | 0.8M       |
| 6. C200115L  | 0.7M       |
| 7. C520373L  | 0.6M       |
| 8. C514596L  | 0.5M       |
| 9. C750160L  | 0.4M       |
| 10. C781213L | 0.3M       |

1 - 100 / 3998



Before Discount  
8,548,453,652.8

After Discount  
8,515,253,661.42

Net Profit  
1,947,612,819.42

Quantity  
13,333

Customers  
5,764

AOV  
1,483,076.62

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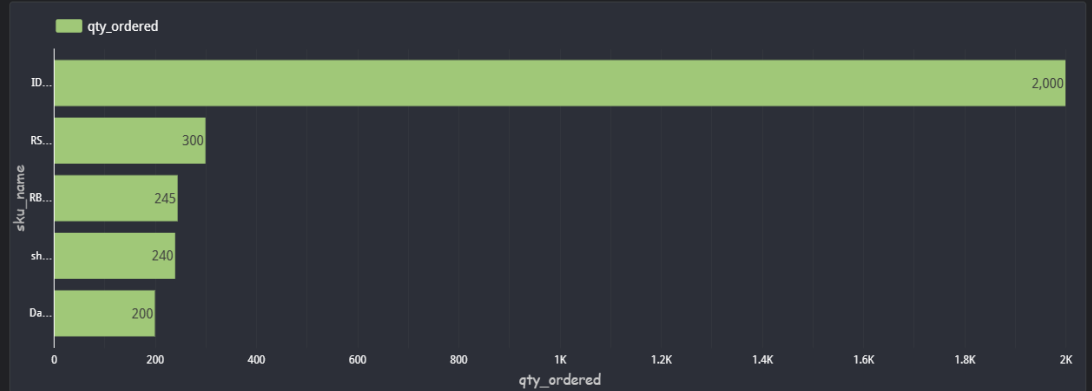
Decrease In Sales

Sales Breakdown By Discount

Net Profit By Product Category

## Top 5 Mobiles & Tablets Products by Quantity Ordered (2022)

RESET



|    | Name                             | Category      | Quantity | Customer(Unique) |
|----|----------------------------------|---------------|----------|------------------|
| 1. | IDROID_BALRX7-Gold               | Mobiles & ... | 2,000    | 2                |
| 2. | RS_Coconut Bites                 | Soghaat       | 300      | 1                |
| 3. | RB_Dettol Germ Busting Kit-bf    | Others        | 245      | 19               |
| 4. | shahi_buy one get one free Sh... | Soghaat       | 240      | 3                |
| 5. | Darul_Sakoon_Food_Bundle         | Superstore    | 200      | 1                |
| 6. | RS_Plain Rusk                    | Soghaat       | 160      | 5                |
| 7. | RB_HouseholdBundle               | Superstore    | 154      | 60               |
| 8. | Jayqueu_BL-01-Red-S              | Women Fa...   | 150      | 1                |

Quantity  
13,333

Customers  
5,764

Price  
6,125,618,667

Campaign Trend

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Top 5 Mobiles And Tablets

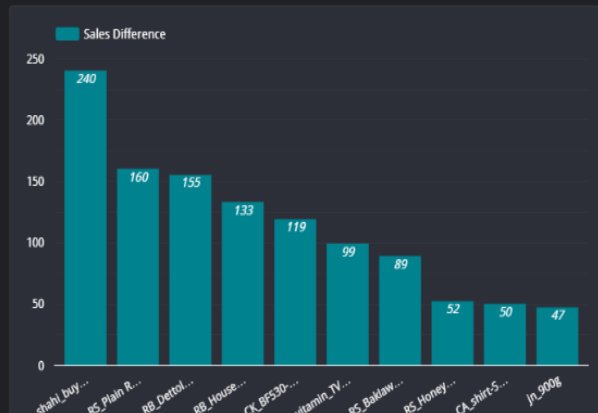
Decrease In Sales

Sales Breakdown By Discount

Net Profit By Product Category

## Top 10 Products with Largest Decrease in Sales (2021 vs 2022)

RESET



Total Sales 2021  
5,132

Total Sales 2022  
8,201

Overall % Change  
0.6

Customer(Unique)  
5,764

|    | Name                           | Quantity |
|----|--------------------------------|----------|
| 1. | IDROID_BALRX7-Gold             | 2,000    |
| 2. | RS_Coconut Bites               | 300      |
| 3. | RB_Dettol Germ Busting Kit...  | 245      |
| 4. | shahi_buy one get one free ... | 240      |
| 5. | Darul_Sakoon_Food_Bundle       | 200      |
| 6. | RS_Plain Rusk                  | 160      |
| 7. | RB_HouseholdBundle             | 154      |
| 8. | Jayqueu_BL-01-Red-S            | 150      |
| 9. | Jayqueu_BL-01-Red-M            | 150      |



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Top 5 Mobiles And Tablets

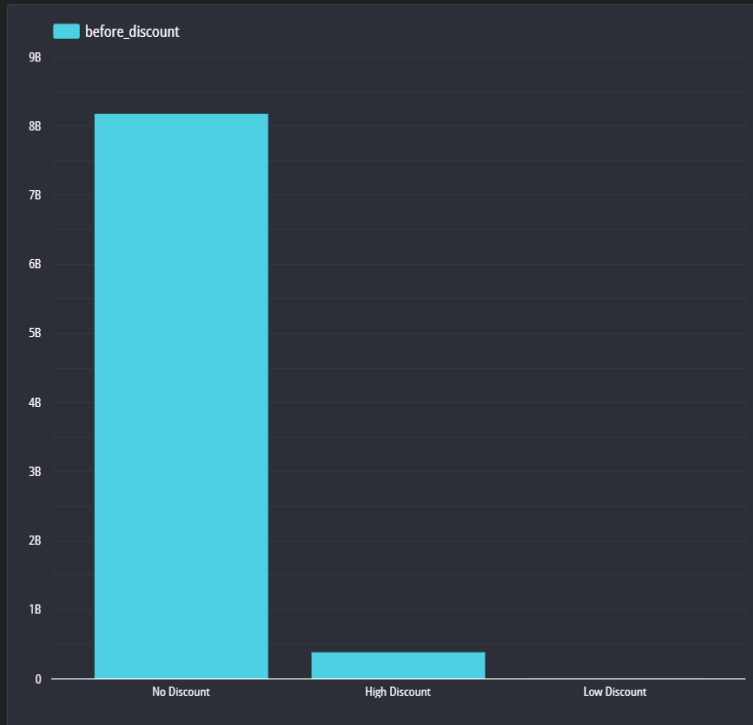
Decrease In Sales

Sales Breakdown By Discou...

Net Profit By Product Category

## Sales Breakdown by Discount Range

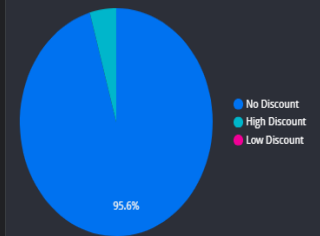
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Total Before Discount Sales  
8,548,453,652.8

Total After Discount Sales  
8,515,253,661.42

Average Discount per Order  
5,759.9



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Net Profit By Product Cate...

## Net Profit by Product Category

RESET

|     | customer_id | Customer Type   | id ▾ |
|-----|-------------|-----------------|------|
| 1.  | C374672L    | Repeat Customer | 33   |
| 2.  | C869172L    | Repeat Customer | 27   |
| 3.  | C741634L    | Repeat Customer | 20   |
| 4.  | C972737L    | Repeat Customer | 17   |
| 5.  | C162721L    | Repeat Customer | 16   |
| 6.  | C378684L    | Repeat Customer | 16   |
| 7.  | C200115L    | Repeat Customer | 15   |
| 8.  | C992621L    | Repeat Customer | 14   |
| 9.  | C215074L    | Repeat Customer | 12   |
| 10. | C781213L    | Repeat Customer | 12   |

1 - 100 / 2359 < >

One Time Customer  
1471

Repeat Customers  
200

Repeat Customer Ratio  
11.97%

|     | Customer ID | ID ▾ |
|-----|-------------|------|
| 1.  | C374672L    |      |
| 2.  | C869172L    |      |
| 3.  | C741634L    |      |
| 4.  | C972737L    |      |
| 5.  | C162721L    |      |
| 6.  | C378684L    |      |
| 7.  | C200115L    |      |
| 8.  | C992621L    |      |
| 9.  | C215074L    |      |
| 10. | C781213L    |      |

1 - 100 / 2359 < >

