

plæto

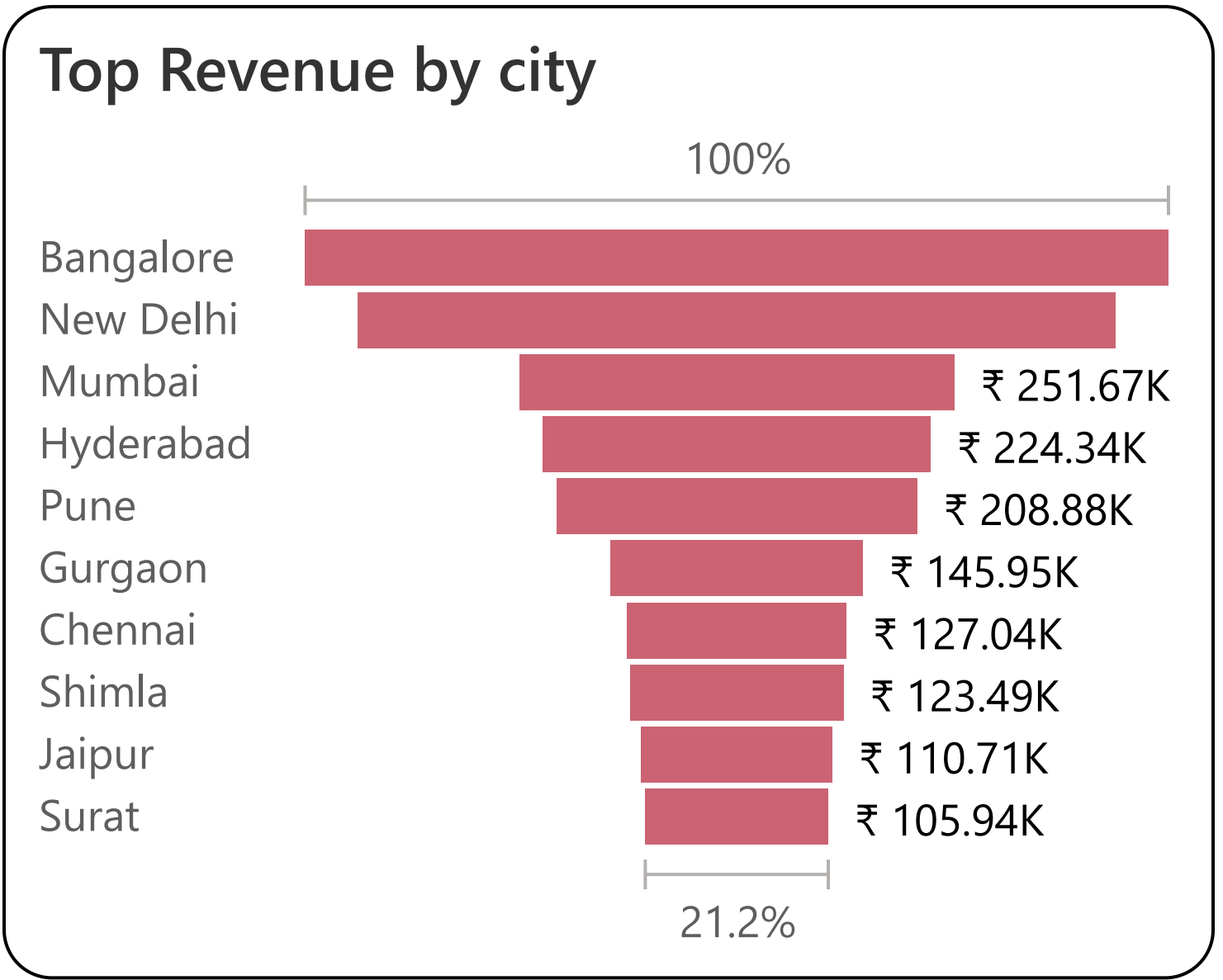
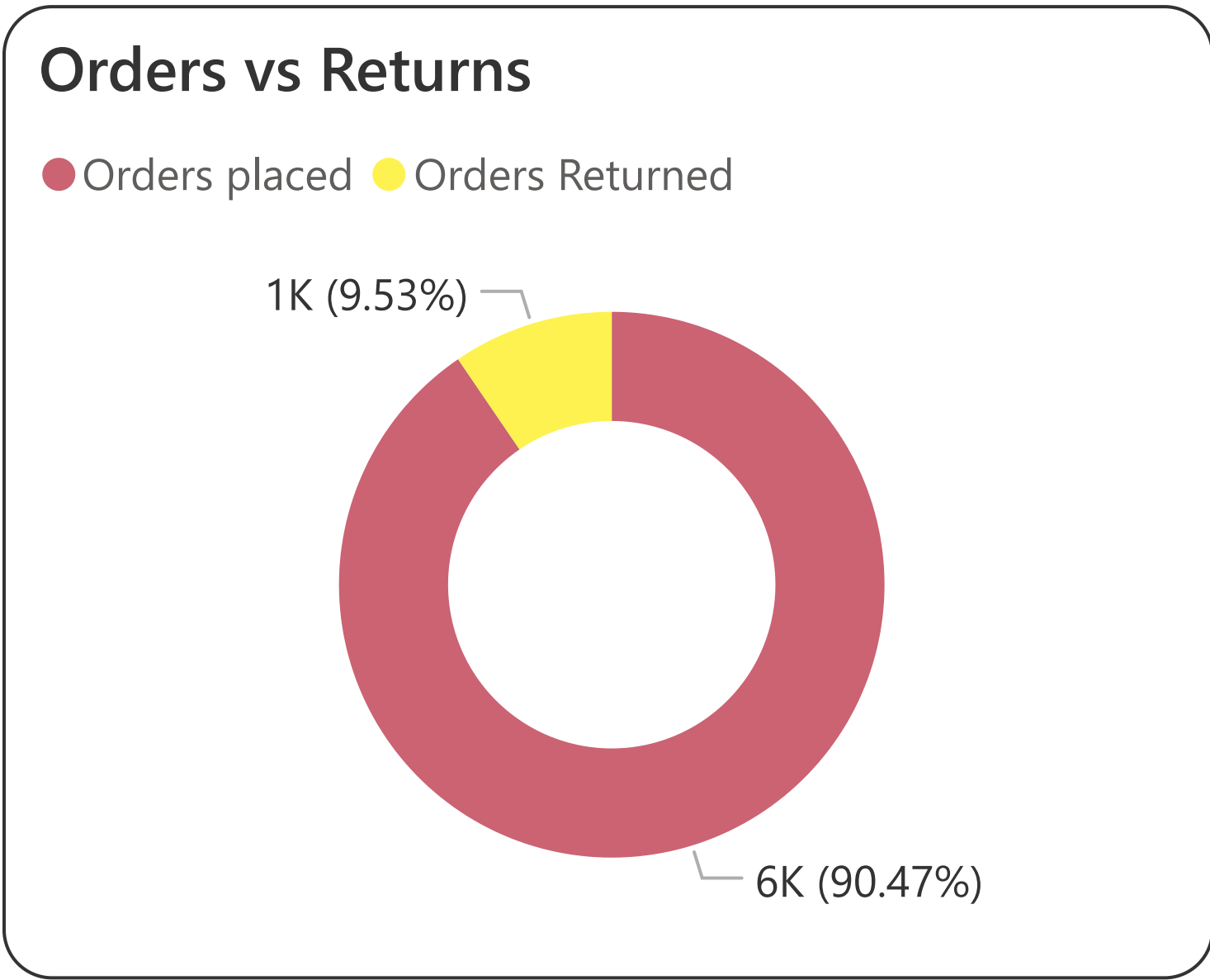
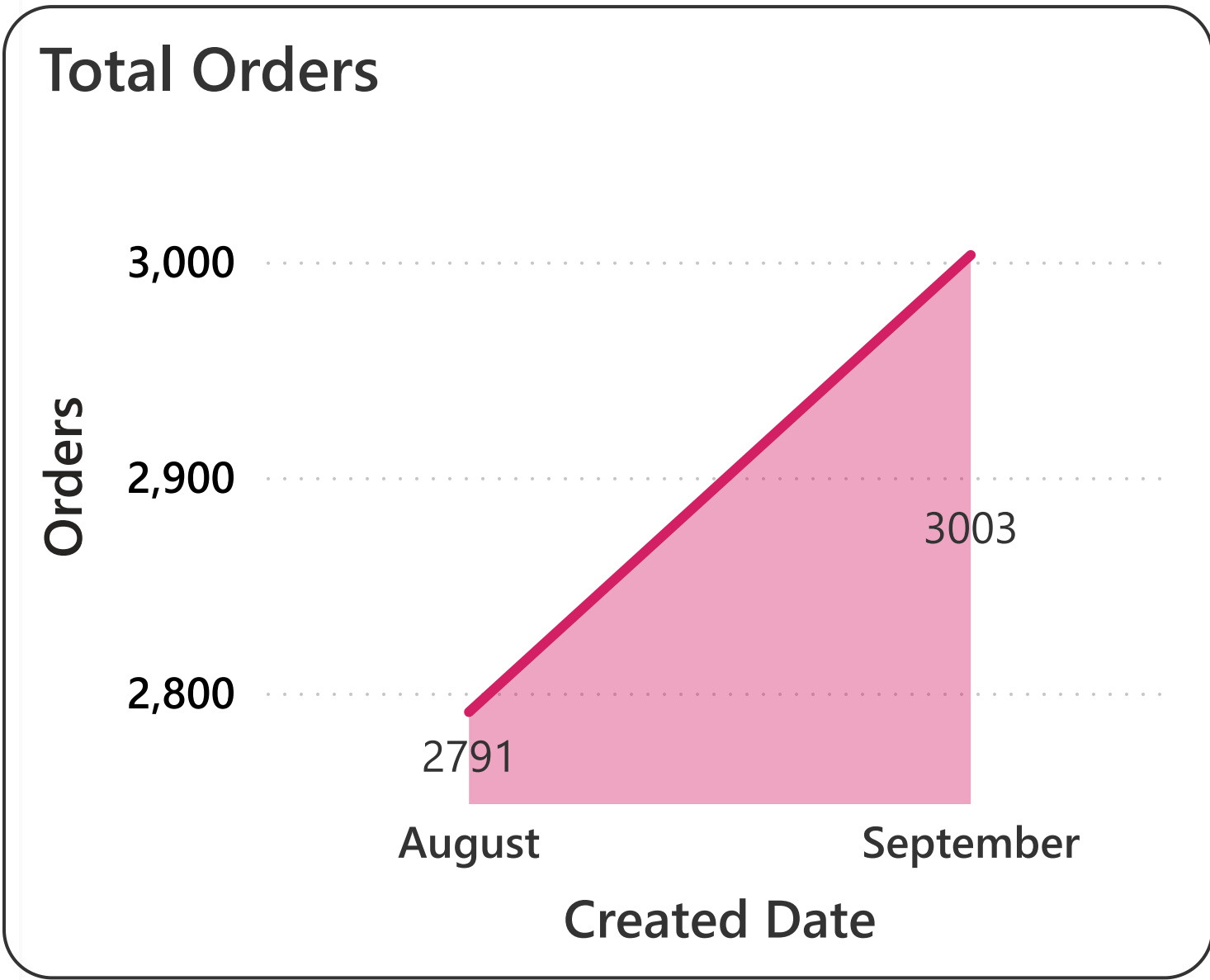
OVERVIEW

PRODUCT

CAMPAIGN

FINANCE

5794 Orders	610 Returns	8.81M Revenue	8.97M Gross Profit	94.98 Per Daily sale	551K Total refund
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Aggregated Table						Colour	Style	City
Style	Revenue	Orders	Refunds	Daily sale	Refund Amount	Exchanges		
Drift	₹ 846,697.85	406	14	6.66	₹ 30,436.00	585		
Glide	₹ 484,252.85	262	12	4.52	₹ 22,393.05	286		
Hurricane	₹ 10,292.00	8		1.60				
Ignite	₹ 944,912.30	430	26	7.05	₹ 58,224.30	463		
Ivy	₹ 23,866.10	24	4	1.14	₹ 4,136.05			
Kollide	₹ 9,841.25	8		1.14				
MI Blizzard	₹ 50,456.60	34	5	1.36	₹ 7,495.00			
MI Thunderbolt	₹ 58,061.20	20	1	1.20	₹ 1,100.00	202		
Total	₹ 9,363,236.40	5794	346	94.98	₹ 550,889.25	19900		

752

Product Varieties

20

Total Styles

34

Total Colours

5

Lace Types

20

Size Varieties

13

Outsole Color

OVERVIEW

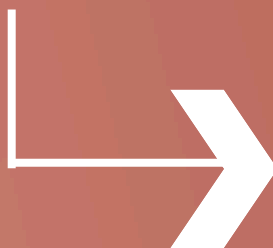
PRODUCT

CAMPAIGN

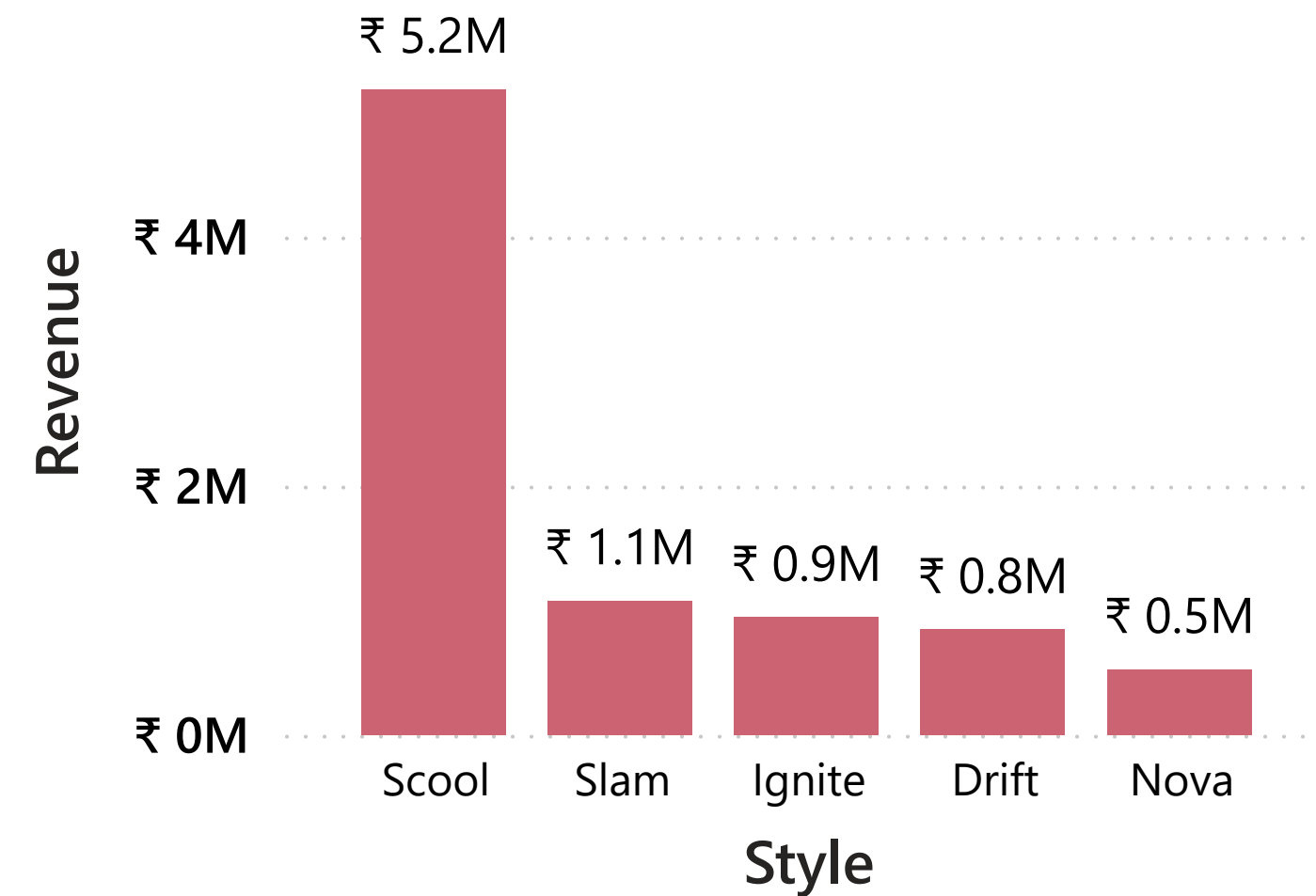
FINANCE

Category

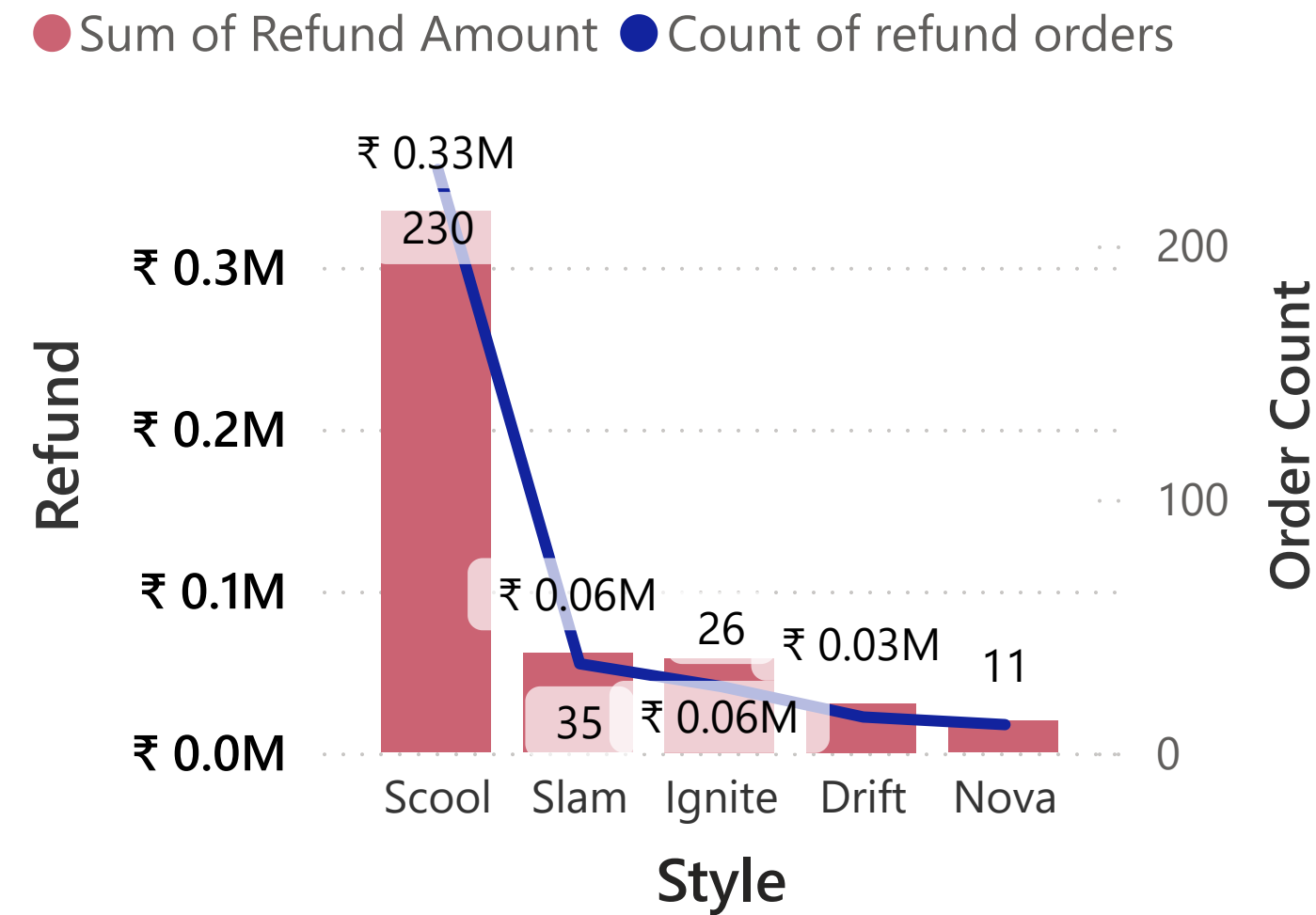
Style



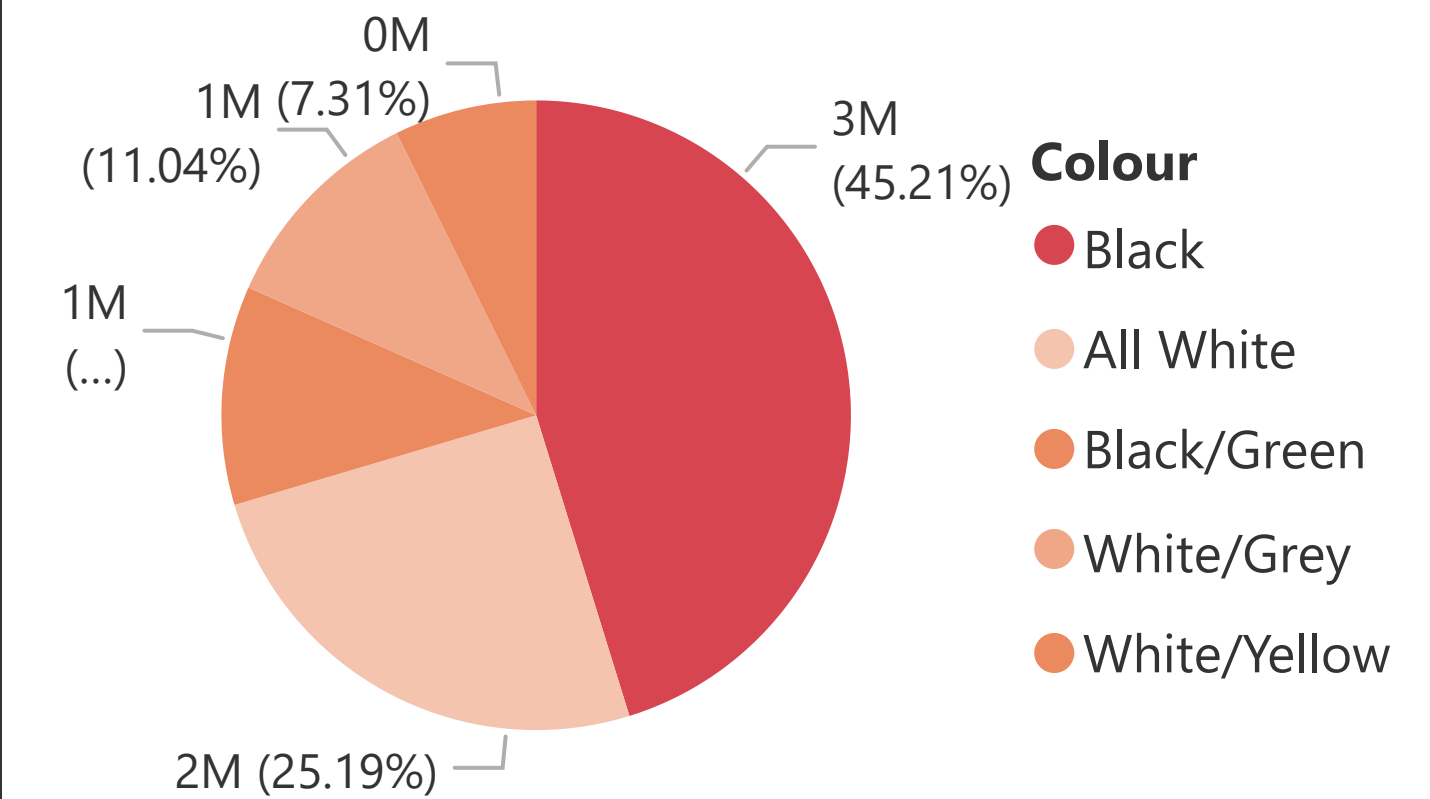
Top 5 Revenue



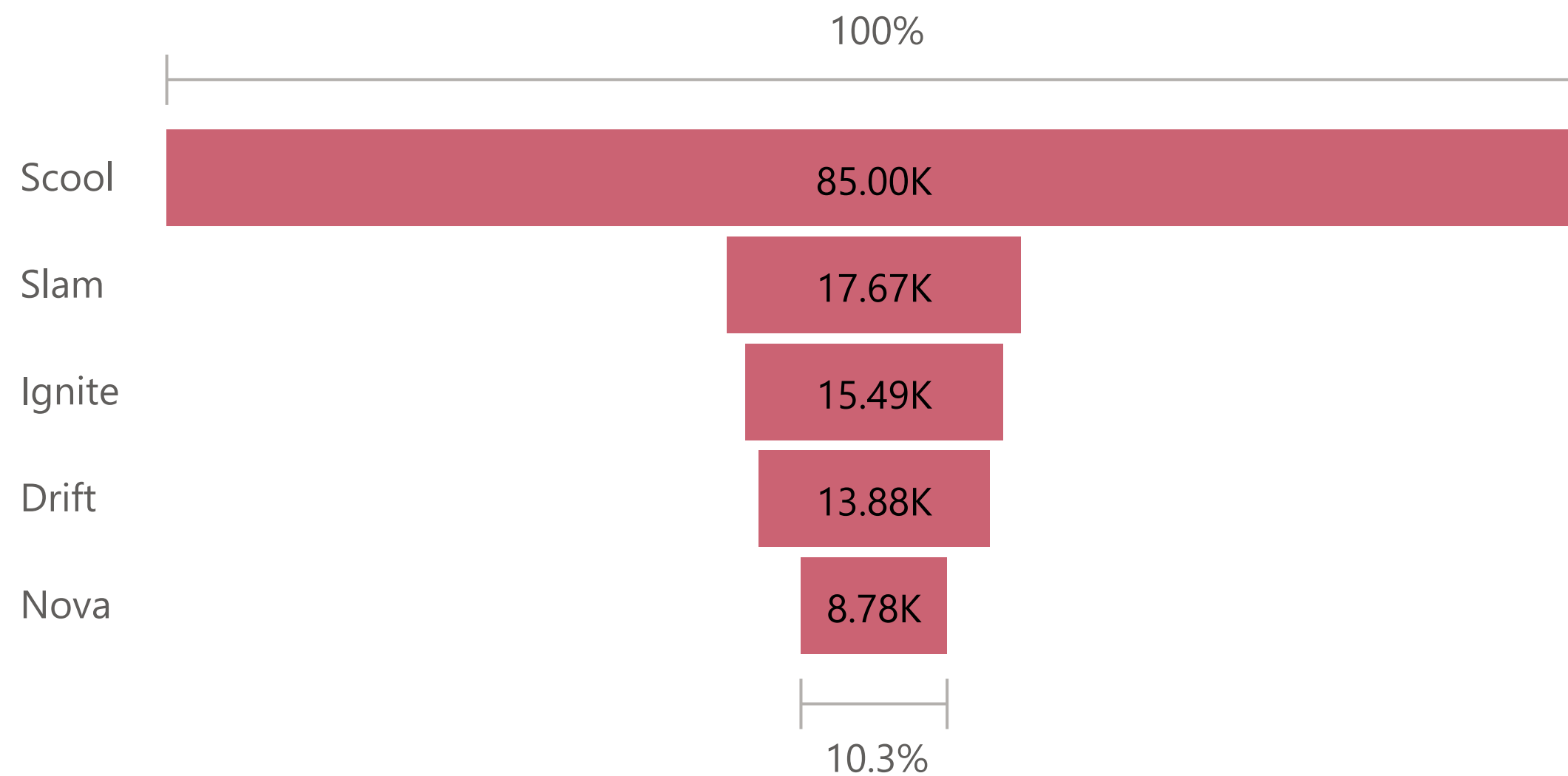
Top 5 Refunds



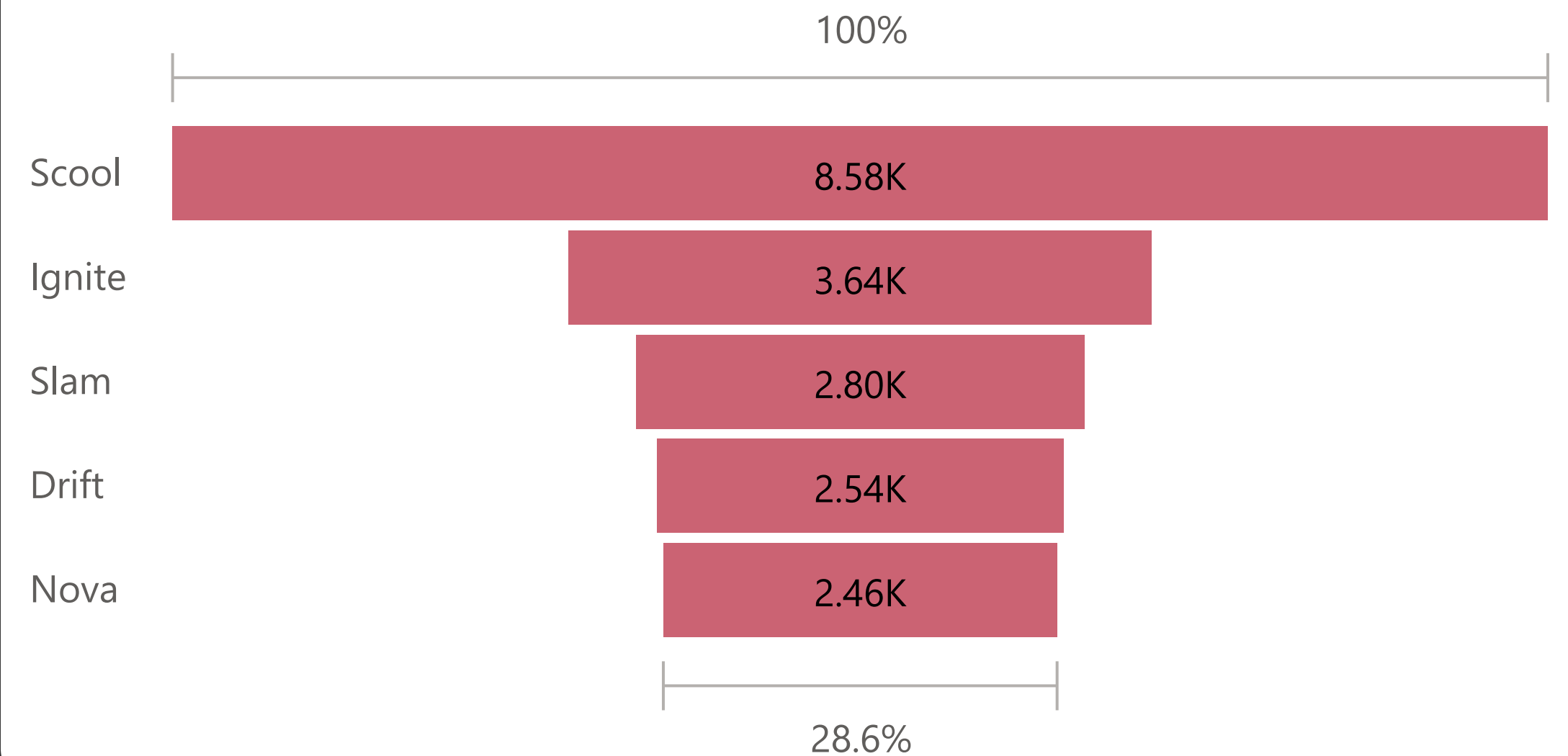
Top 5 Revenue by colour



Average Revenue Per day



Average Refund Per day



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OVERVIEW

PRODUCT

CAMPAIGN

FINANCE

16

Total Campaign

2.05M

Campaign cost

45M

Impressions

531K

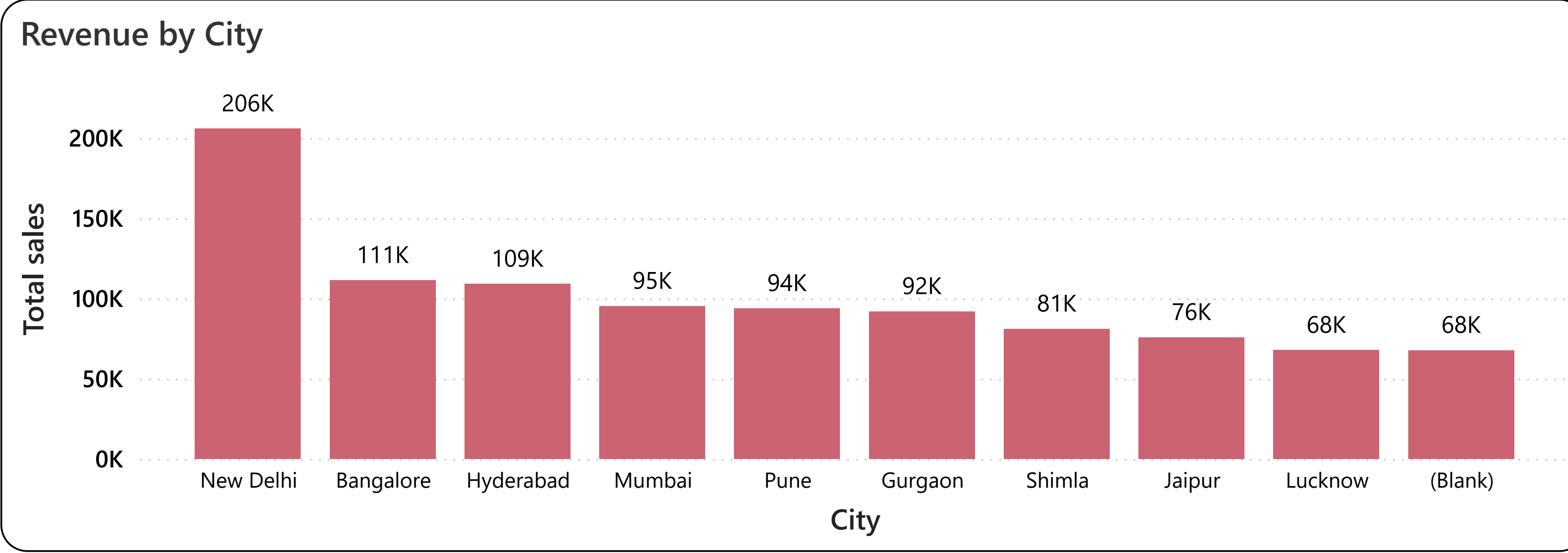
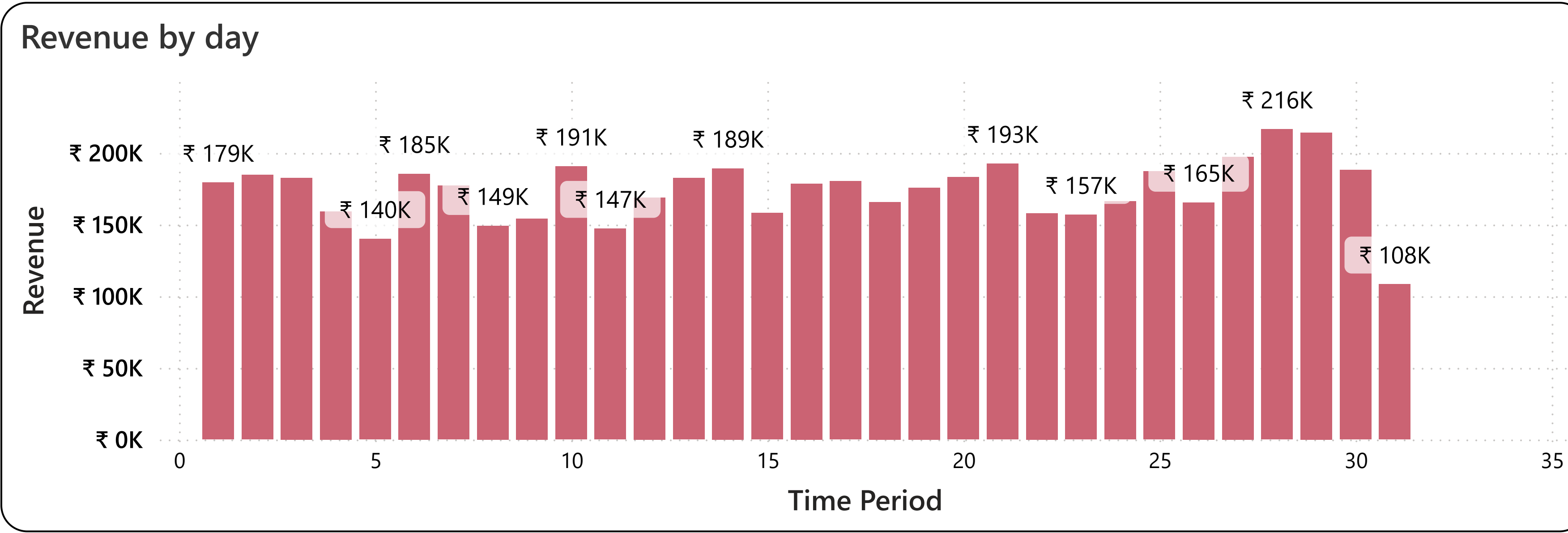
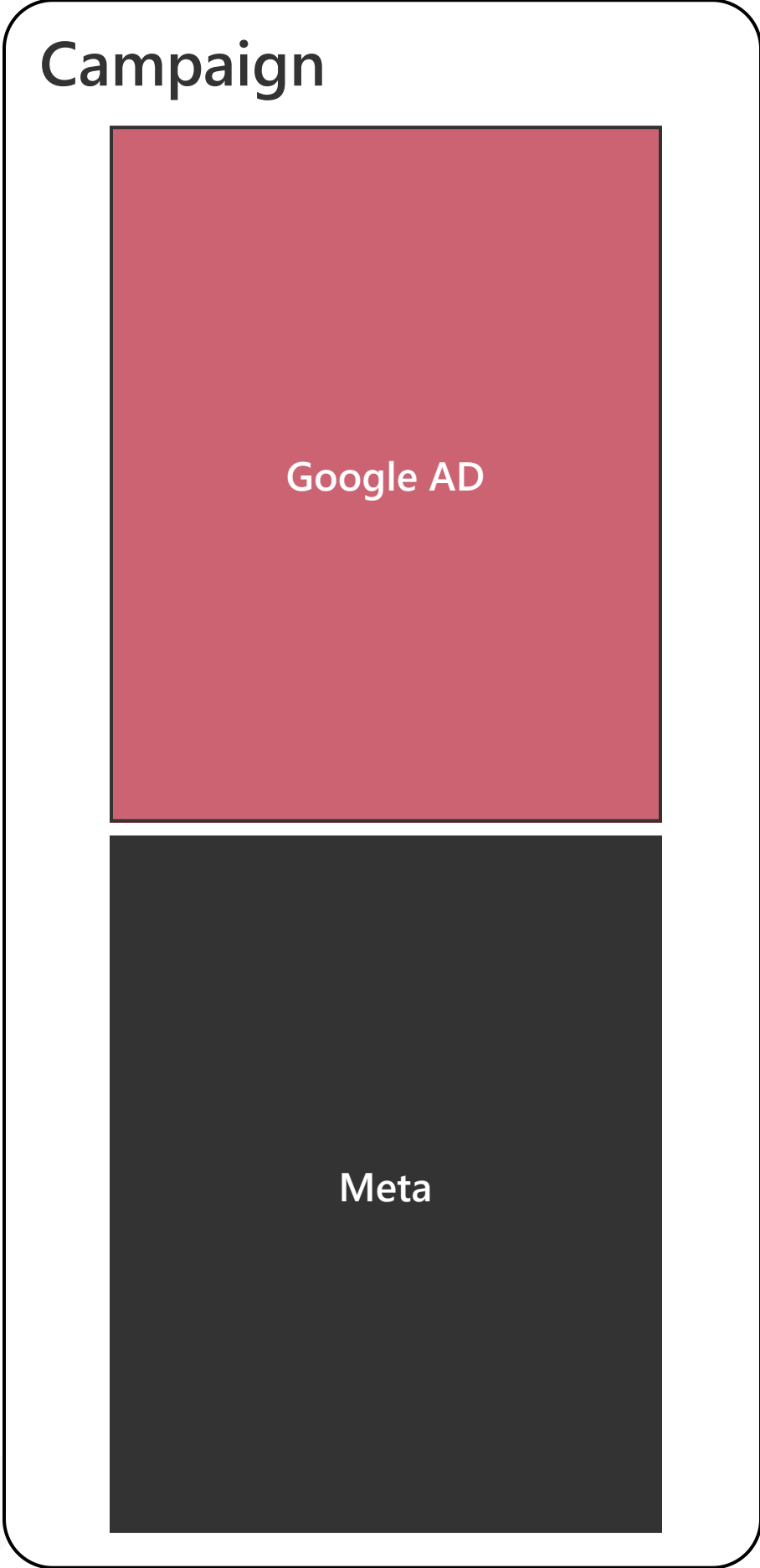
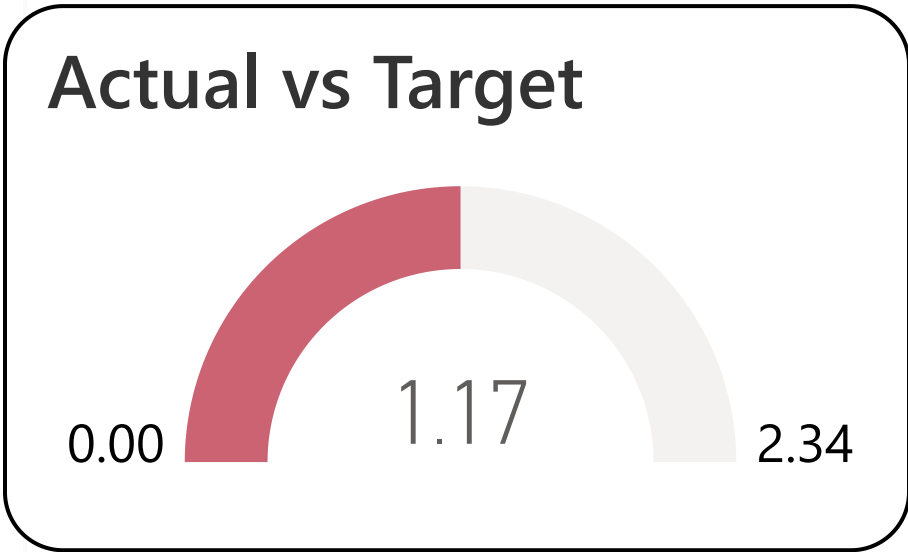
Clicks

1.17

CTR

2.72K

Cost per click



2

Social Media

17

Total Campaigns

46M

Impressions



Google AD

Meta

Campaign Id

All



OVERVIEW

PRODUCT

CAMPAIGN

FINANCE

What-If Parameter

0.00



0.00

What if clicks Value

Current vs Prediction

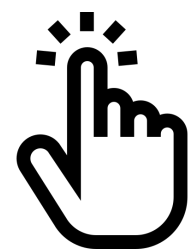


1.19

CTR

1.19

CTR prediction



540K

Current Clicks

540.17K

Clicks prediction



5794

Current Orders

5.79K

Order prediction



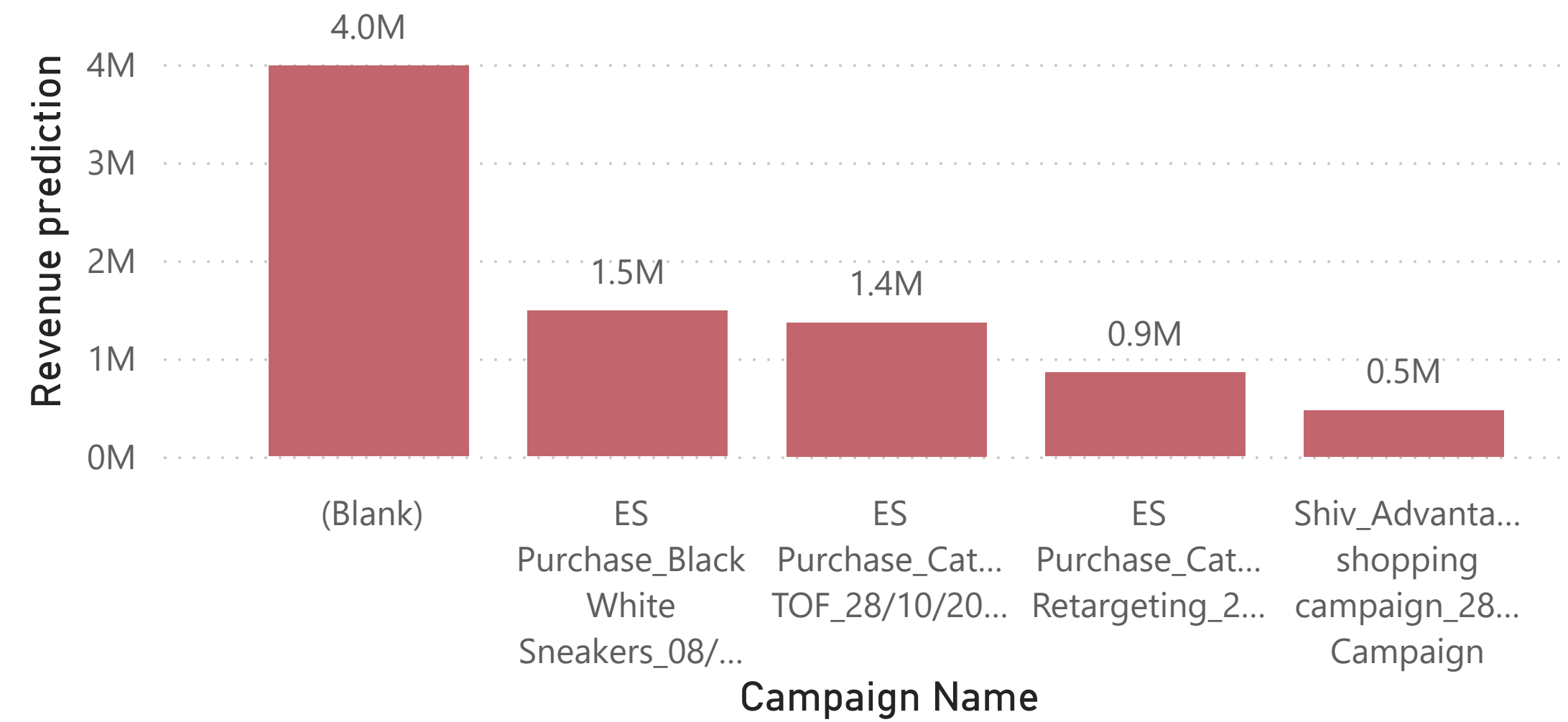
₹ 9.36M

Current Revenue

9.36M

Revenue prediction

Revenue prediction by Campaign Name



Expenses prediction for the campaign

