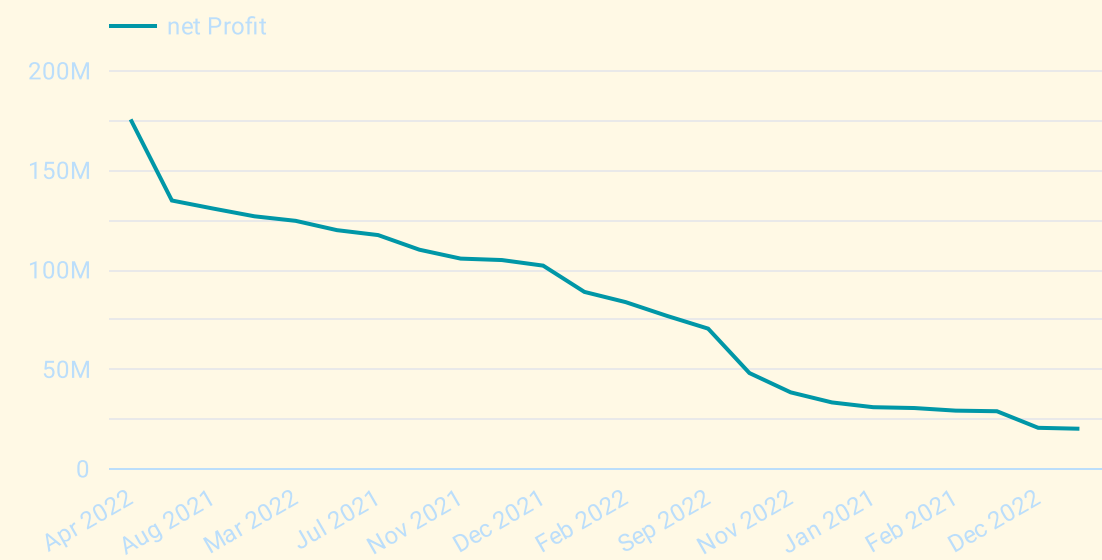
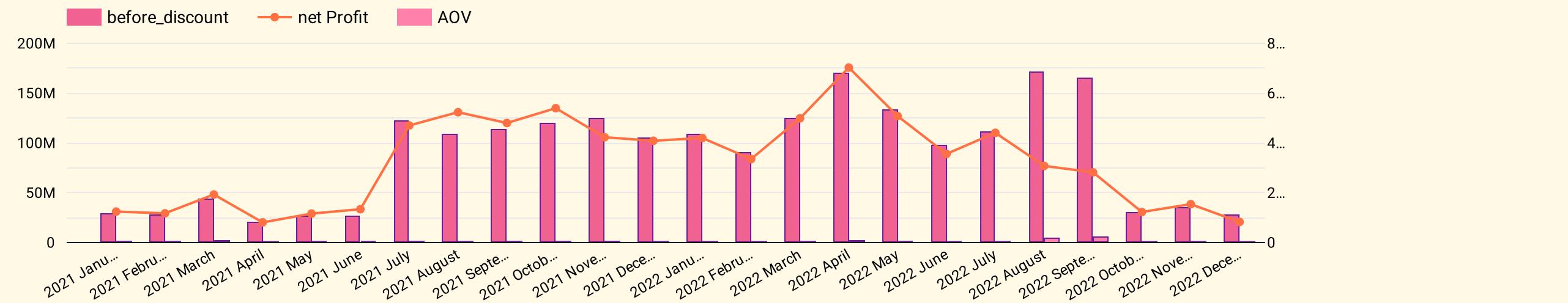


# Campaign Trend

Sales\_Dashboard Combo chart



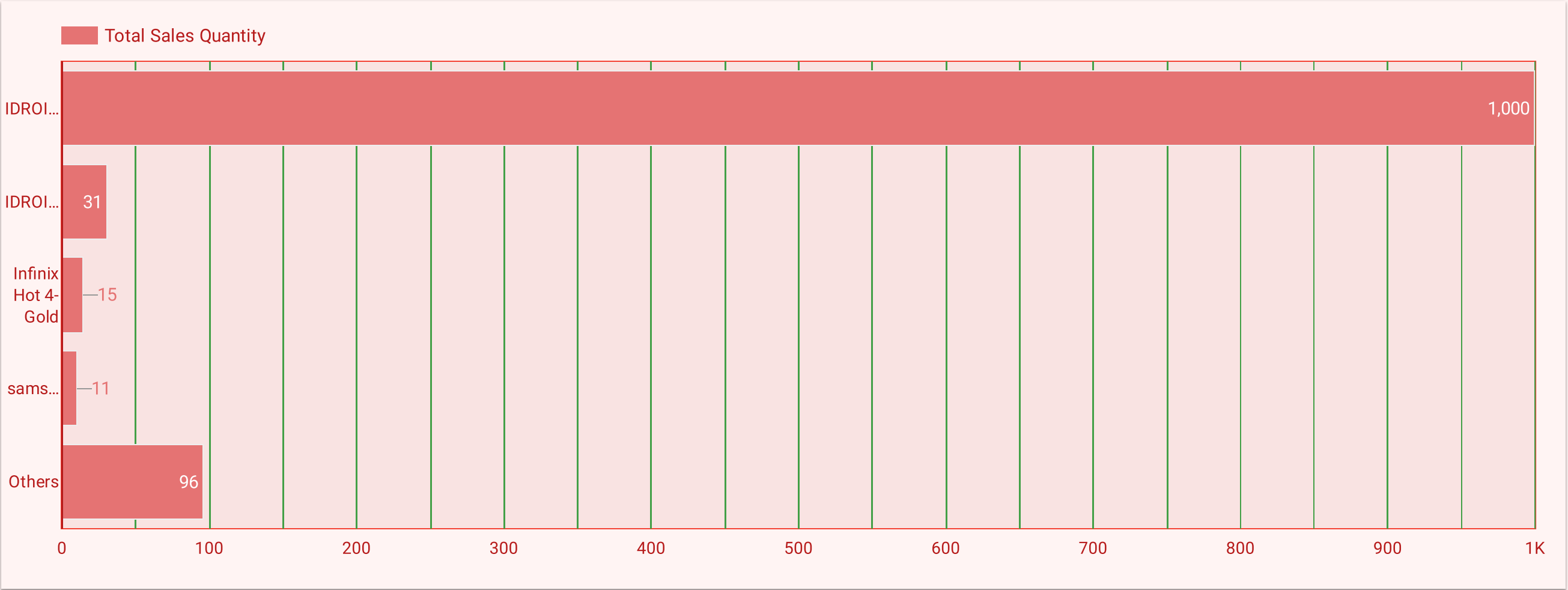
category		net Profit ▾
1.	Mobiles & Tablets	642,108,028.64
2.	Computing	335,307,355.4
3.	Entertainment	316,657,954.78
4.	Appliances	293,882,419.66
5.	Men Fashion	66,982,165.94
6.	Women Fashion	64,464,853.42
7.	Home & Living	58,132,437.78
8.	Beauty & Grooming	45,044,489.54
9	Health & Sports	36,193,183.2

# Top 5 Mobiles & Tablets by Sales Quantity (2022).

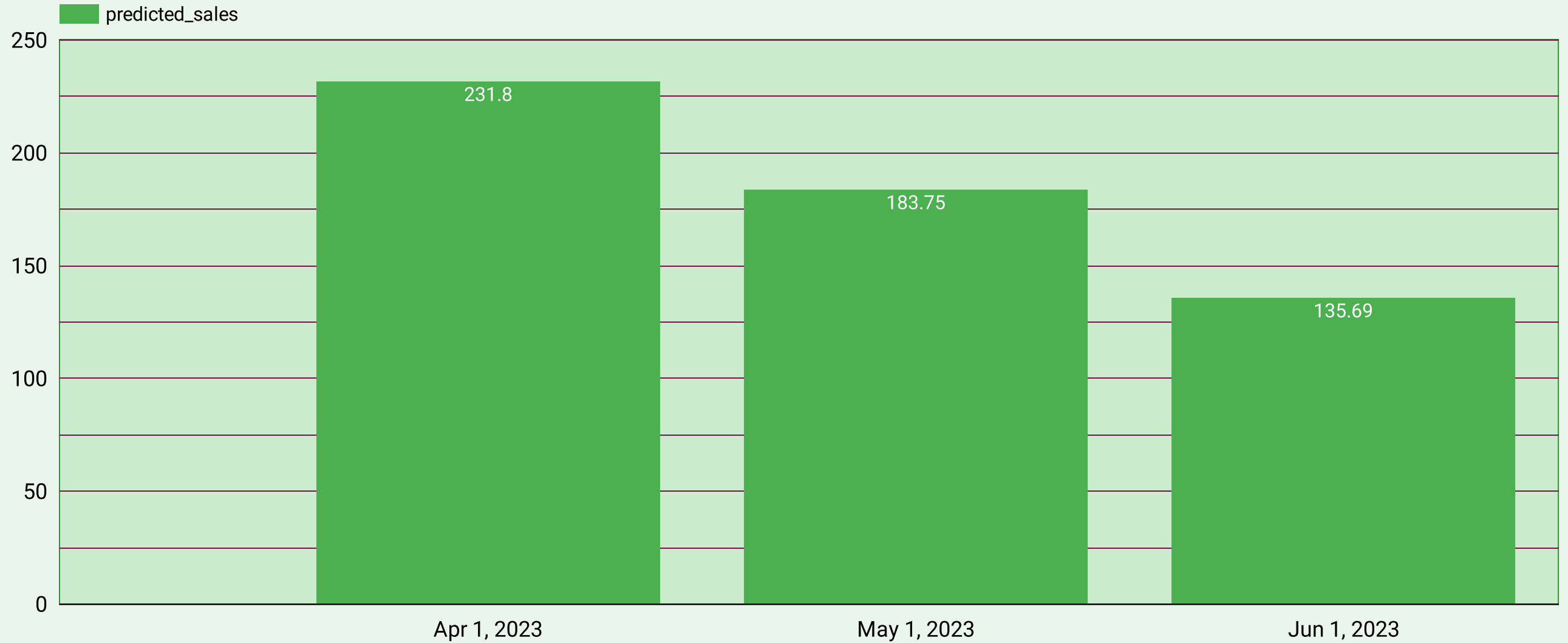
Total Sales Quantity  
**13,527**

Avg Order Value  
**1,488,713.91**

Net Profit  
**1,955,328,775.22**

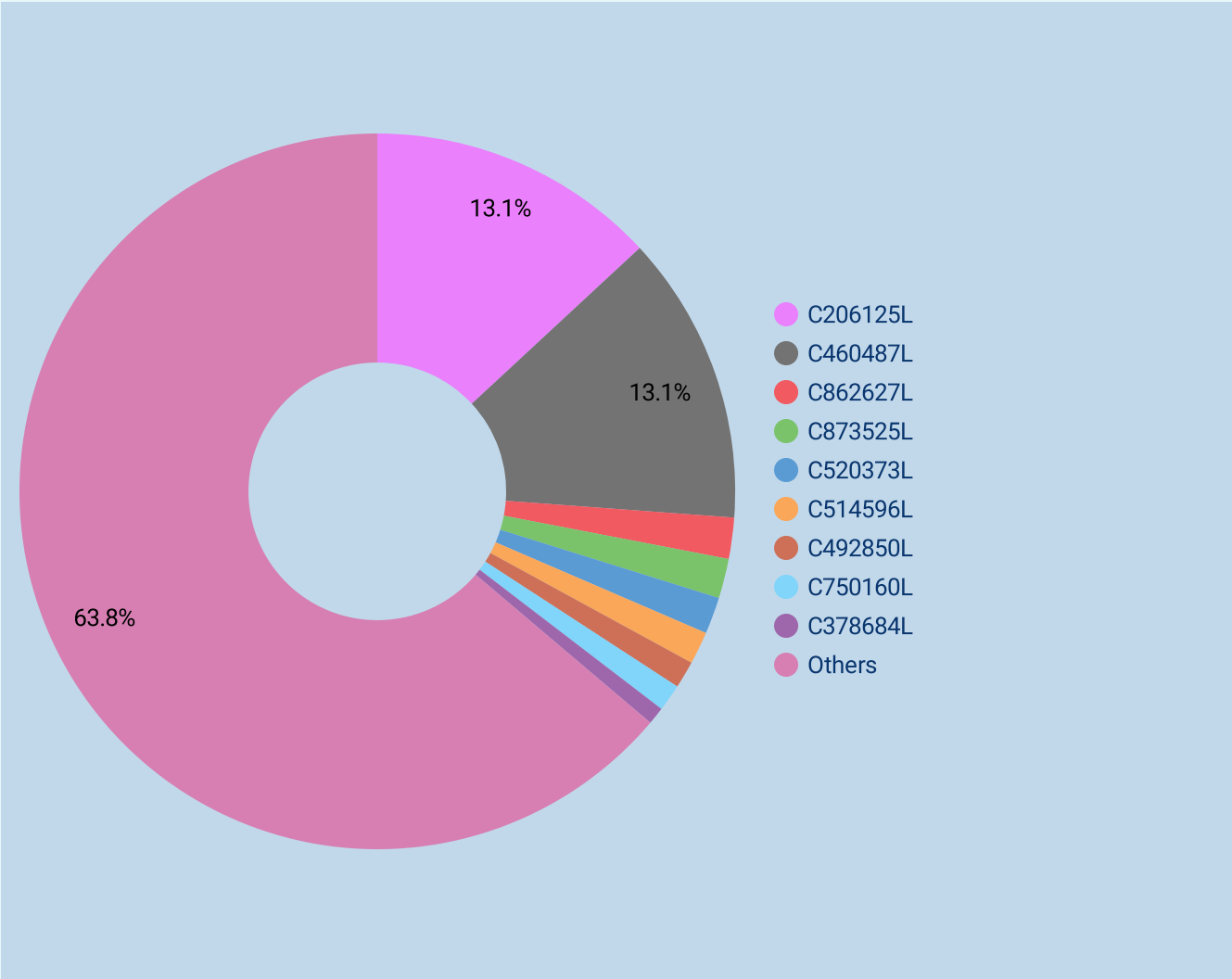


# Sales Prediction for Q2 2023 Based on 2022 Historical Data



# Net Profit per Customer Segment

Net\_Profit  
3,965,590,273.22



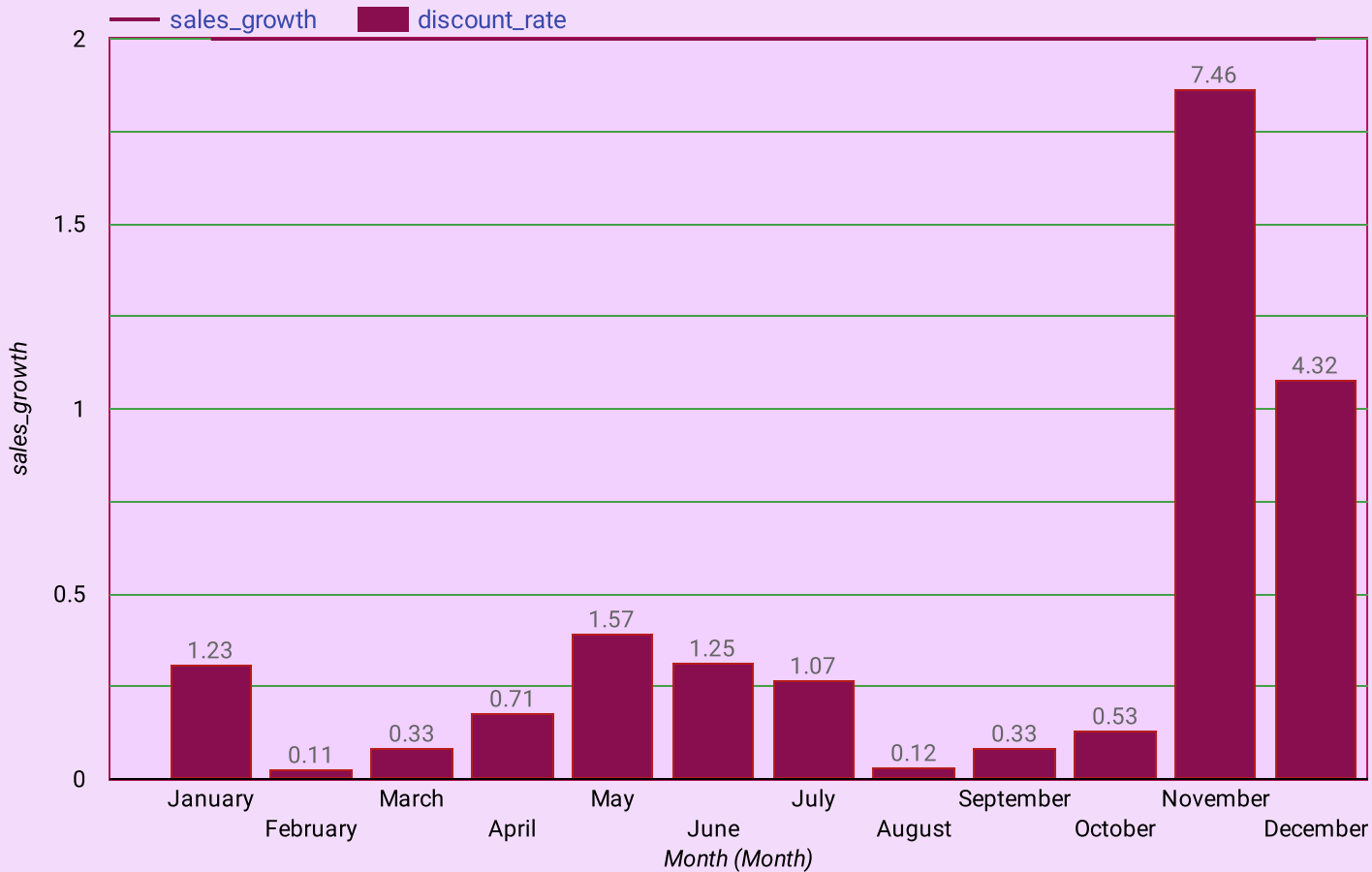
	customer_id	Net_Profit ▾	Customer Se...
1.	C206125L	519,482,452	High
2.	C460487L	518,267,178	High
3.	C862627L	73,725,888	High
4.	C873525L	70,935,218	High
5.	C520373L	65,764,286	High
6.	C514596L	58,435,522	High
7.	C492850L	48,857,576	High
8.	C750160L	48,382,266	High
9.	C378684L	31,220,066	High
10.	C781213L	29,363,718	High
11.	C374672L	29,286,346	High
12.	C296946L	29,180,496	High
13.	C700603L	28,897,456	High
14.	C324312L	27,318,870	High
15.	C783325L	25,805,418	High

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# Monthly Sales Growth vs. Average Discount Rate Analysis

sales\_growth  
24.000

discount\_rate  
19.037



Month (Month)		total_sales	discount_rate
1.	January	2,016	1.23
2.	February	1,644	0.11
3.	March	2,248	0.33
4.	April	2,510	0.71
5.	May	1,724	1.57
6.	June	1,892	1.25
7.	July	2,216	1.07
8.	August	3,538	0.12
9.	September	3,694	0.33
10.	October	1,830	0.53
11.	November	2,314	7.46
12.	December	1,400	1.23

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