

# Campaign Trends

Select date range

Category

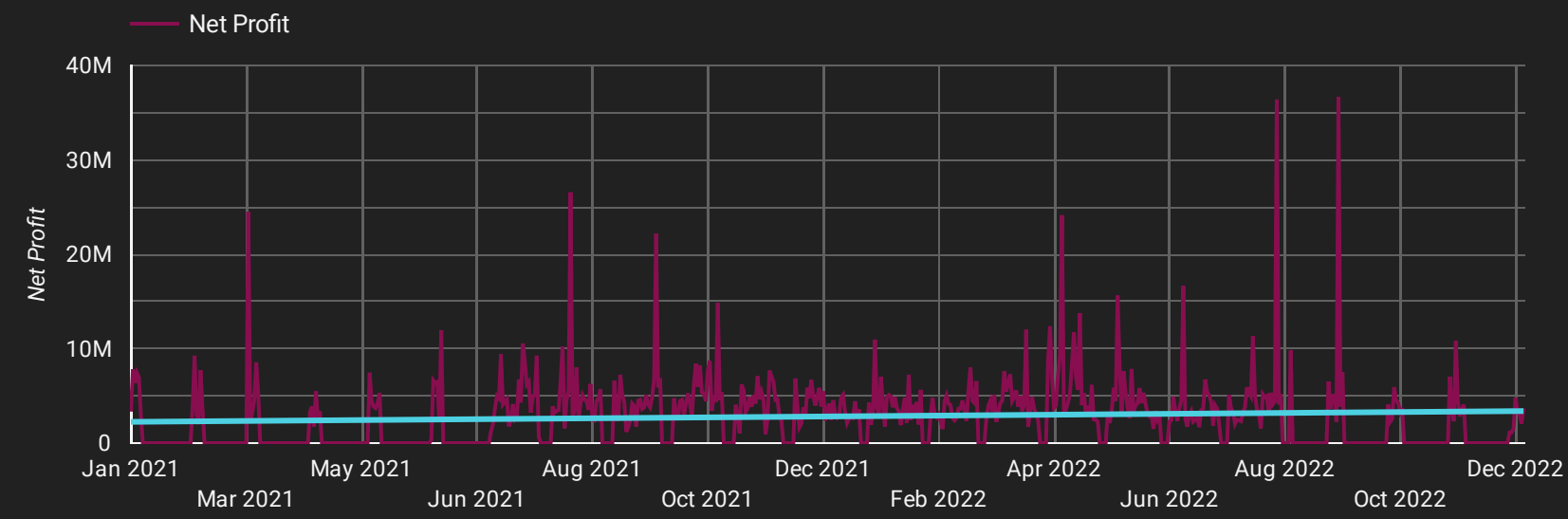
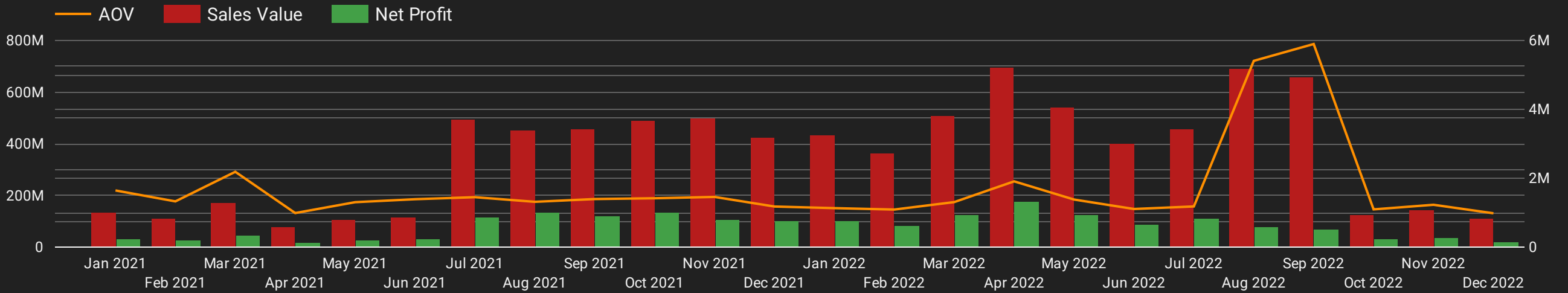
Payment Method

Value Transaction

2022

RESET

Sales Value vs Net Profit vs AOV



	category	Sales Value	Net Profit	Net Profit...
1.	Mobiles & ...	3,456,994,648	647,091,156.64	18.72%
2.	Computing	1,198,593,664	340,020,493.4	28.37%
3.	Entertain...	1,333,826,829	323,943,682.78	24.29%
4.	Appliances	1,189,879,249	298,552,188.16	25.09%
5.	Men Fashi...	282,314,536	67,283,765.94	23.83%
6.	Women Fa...	268,592,391	64,544,864.42	24.03%
7.	Home & Li...	213,384,436	58,132,437.78	27.24%
8.	Beauty & G...	170,571,968	45,044,489.54	26.41%
9.	Health & S...	150,950,518	36,460,262.2	24.18%

# Customer & Sales Data

Select date range

Category

Payment Method

Value Transaction

	Product Name	Category	Before Di...	After Discou...	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7...	Mobiles & Tablets	1,037,504,...	1,037,504,000	67,860,000	2,000	2
2.	MACBOOK PRO ...	Computing	177,190,000	177,190,000	63,788,400	13	9
3.	Apple iPhone 6...	Mobiles & Tablets	129,997,720	129,997,720	31,519,288	26	22
4.	samsung_K600...	Entertainment	103,887,280	103,887,280	28,684,480	20	13
5.	samsungGALA...	Mobiles & Tablets	188,106,238	187,665,438	28,624,798	41	17
6.	samsung_galax...	Mobiles & Tablets	88,044,000	88,044,000	27,213,600	16	9
7.	MACBOOK PRO ...	Computing	69,600,000	69,600,000	25,752,000	8	7
8.	Samsung_40K5...	Entertainment	71,527,862	71,527,862	25,171,362	25	2
9.	Apple iPhone 6...	Computing	75,863,304	75,863,304	25,035,120	12	8
10.	Lenovo Zuk	Mobiles & Tablets	69,017,970	69,017,970	24,157,000	35	2

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Before Discount  
8,693,190,857

After Discount  
8,659,356,491

Net Profit  
1,977,638,229

Quantity  
13,559

Customers  
3,998

	Customer ID	Net Profit
1.	C206125L	
2.	C460487L	
3.	C378684L	
4.	C492850L	
5.	C374672L	
6.	C200115L	
7.	C520373L	
8.	C514596L	

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RESET