



Customer

13,048

Current Customer Served

19,736,762

Current Total Sales

956

Current No of Product

804

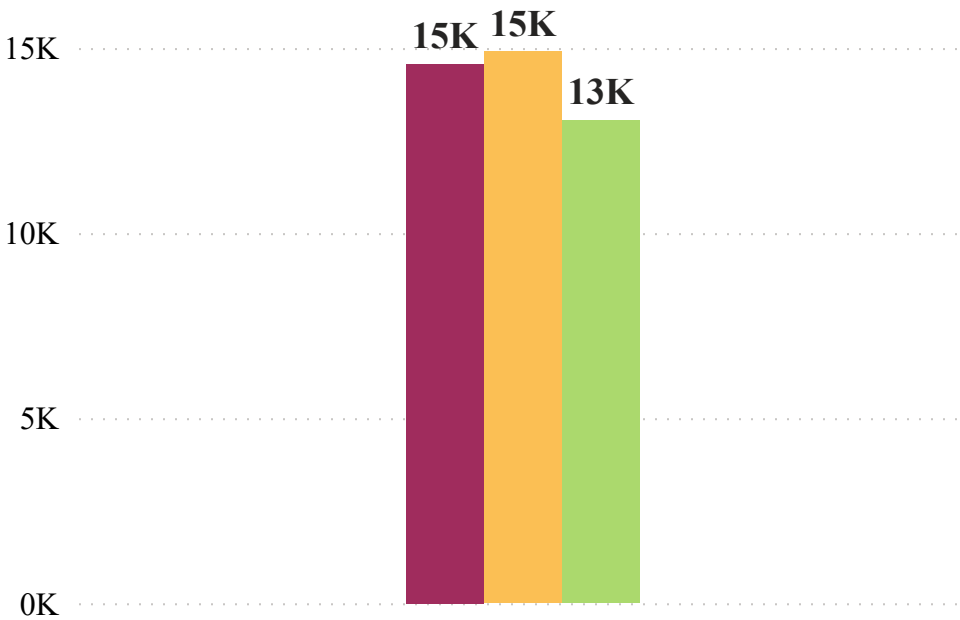
Current Challan Basket Size

1,513

Current Basket Size

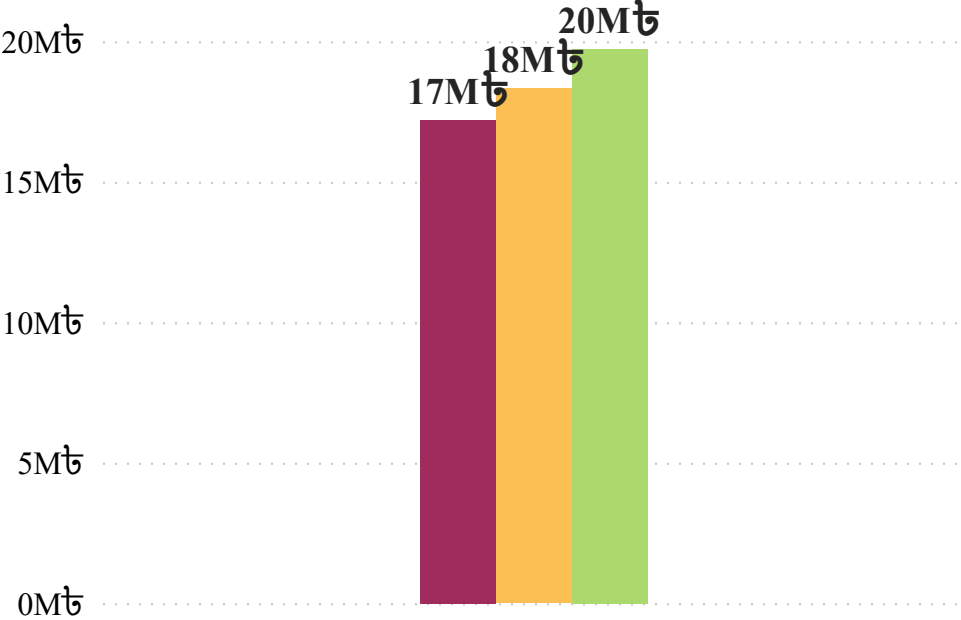
Served Customer

M-2 M-1 Current



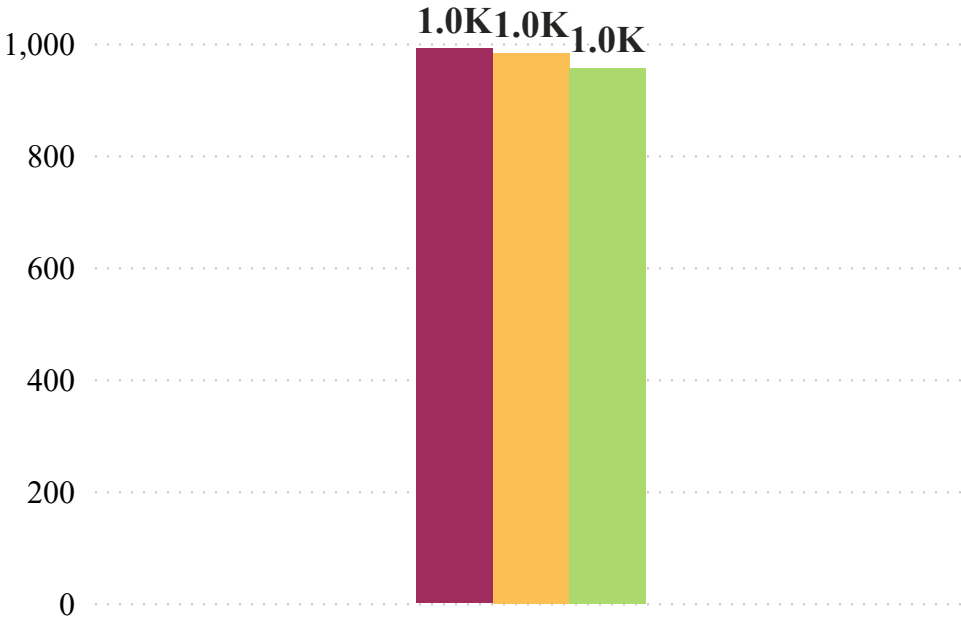
Total Sales Comparison

M-2 M-1 Current



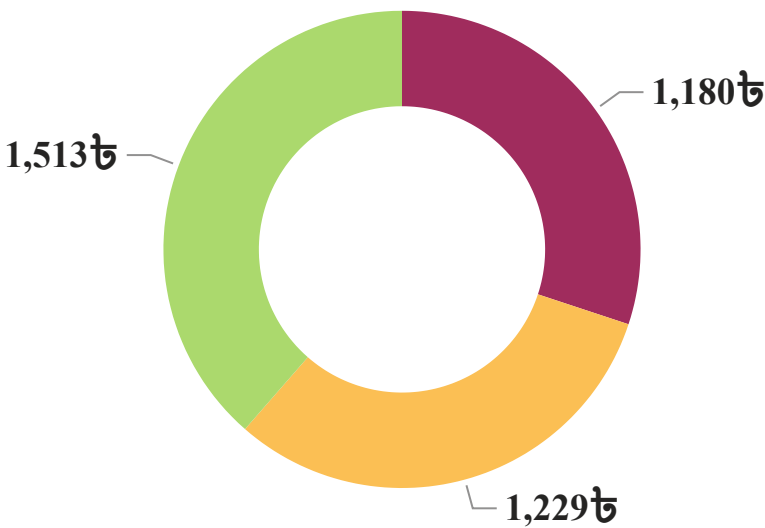
Number of Products

M-2 M-1 Current



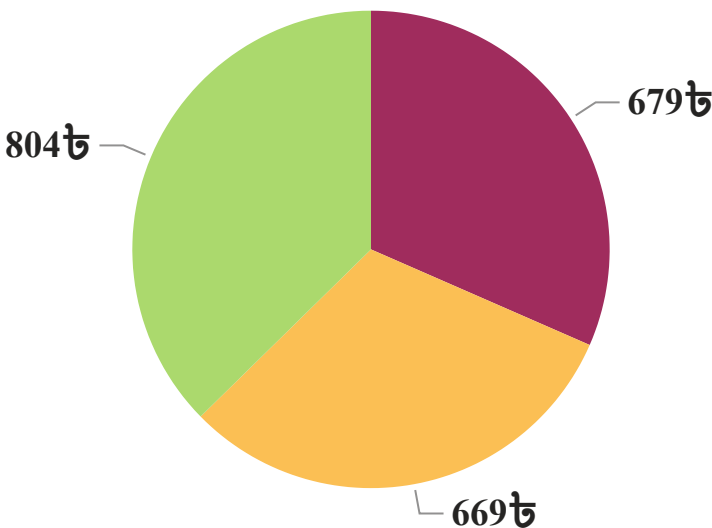
Basket Size Comparison

M-2 M-1 Current



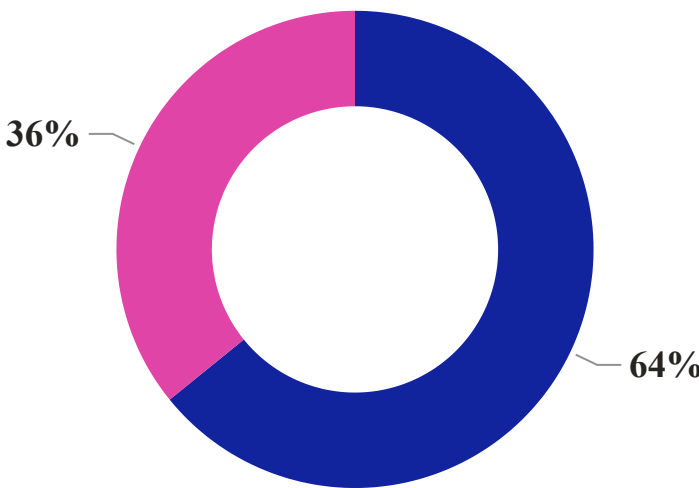
Challan-wise Basket Size Comparison

M-2 M-1 Current



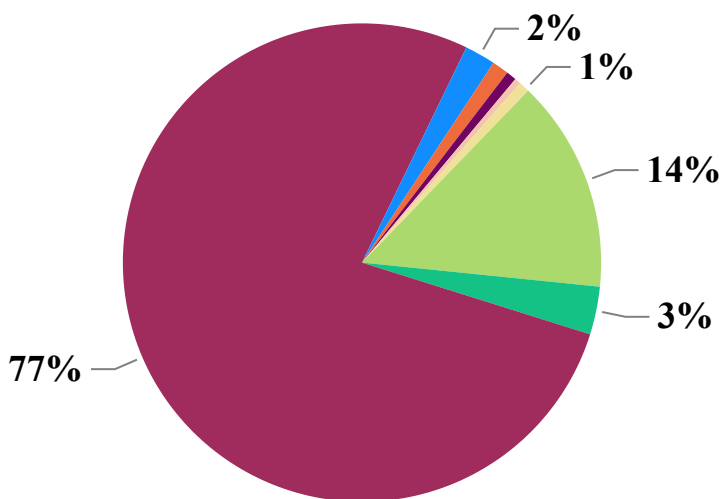
Gender

Male Female



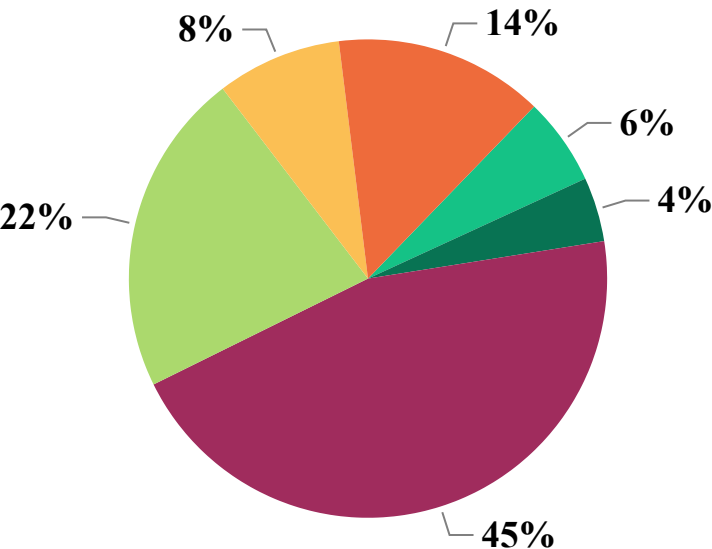
Salary Range

Salary Range 10K - 15K 15K - 20K 1K - 10K 20K - 25K



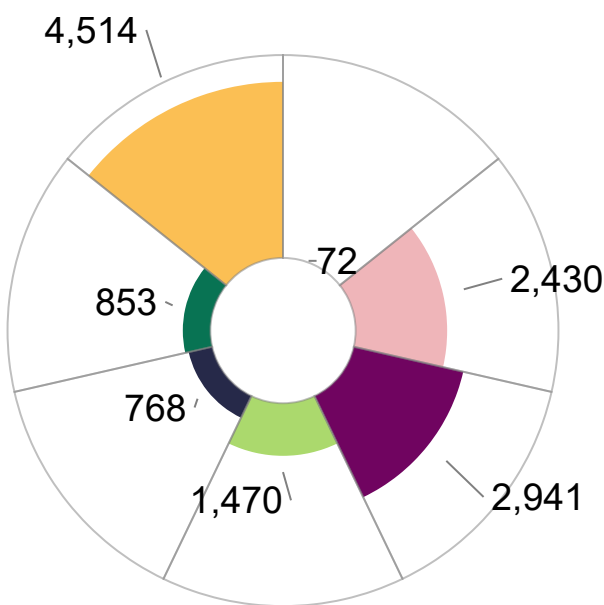
Credit Range

Credit Range 0K - 1K 1K - 2K 2K - 3K 3K - 4K 4K - 5K



Job Tenure

Tenure Group 0 - 1 1 - 2 2 - 3 3 - 4 4 - 5





Customer

13,048

Current Customer Served

19,736,762

Current Total Sales

956

Current No of Product

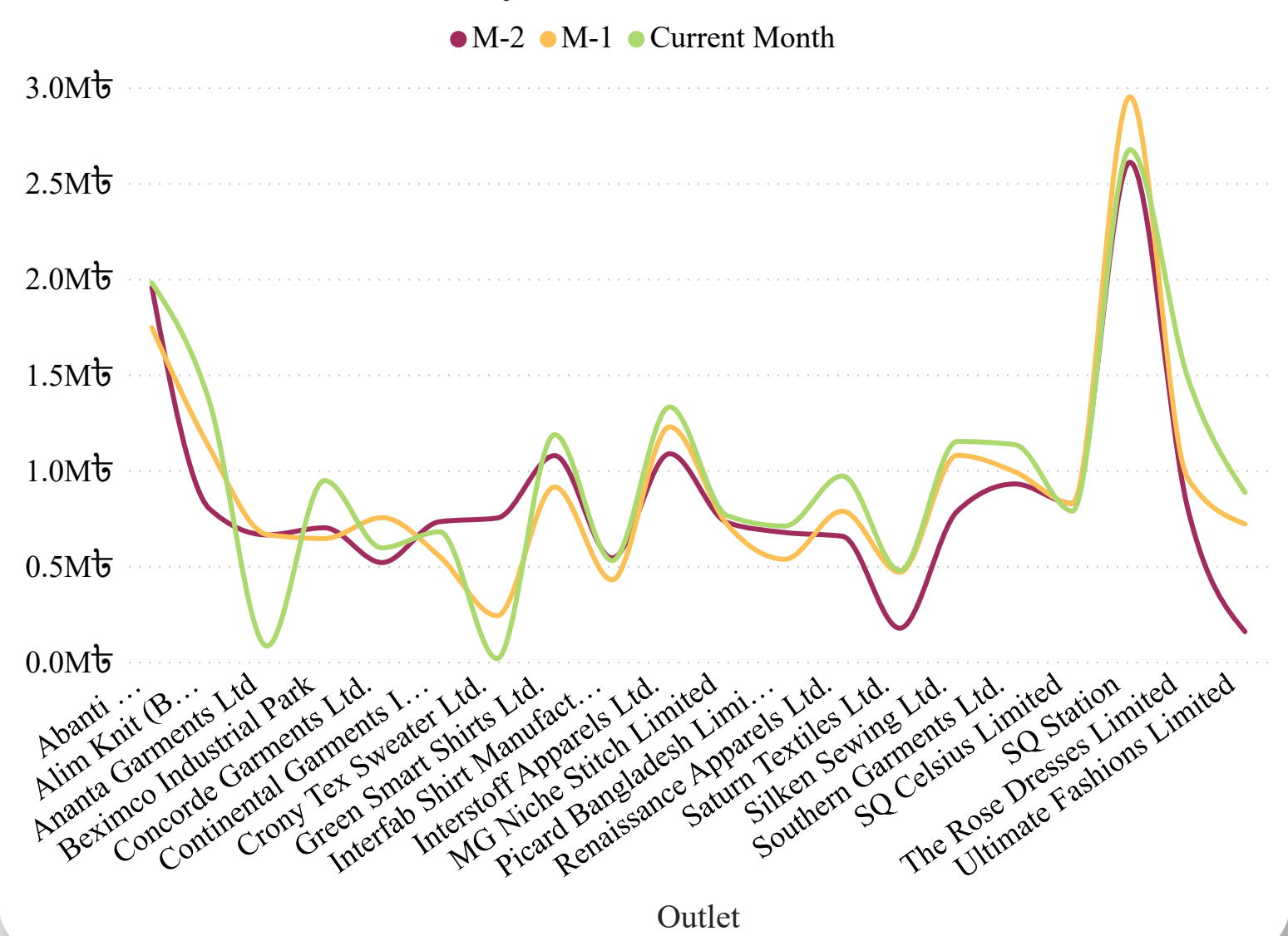
804

Current Challan Basket Size

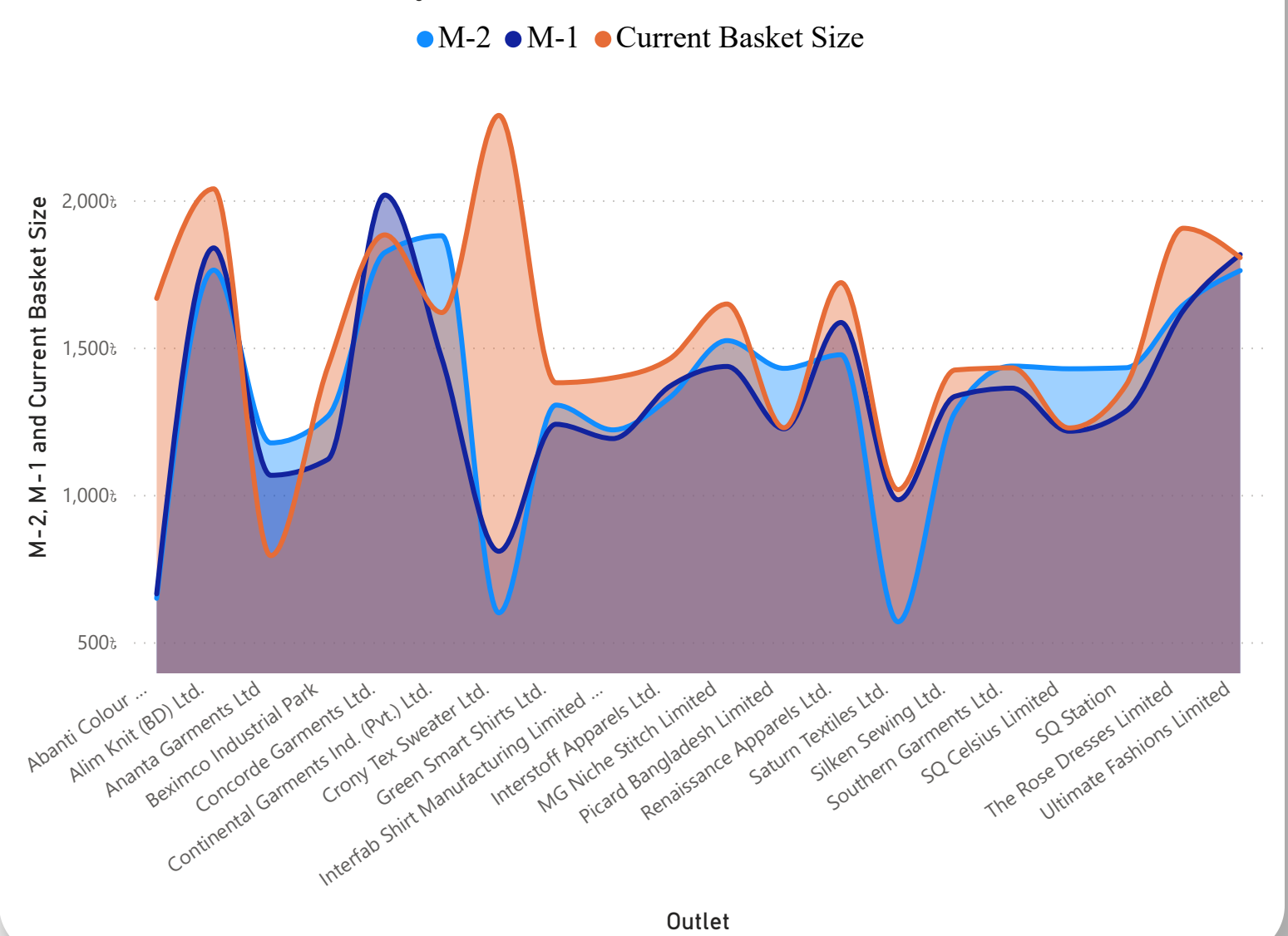
1,513

Current Basket Size

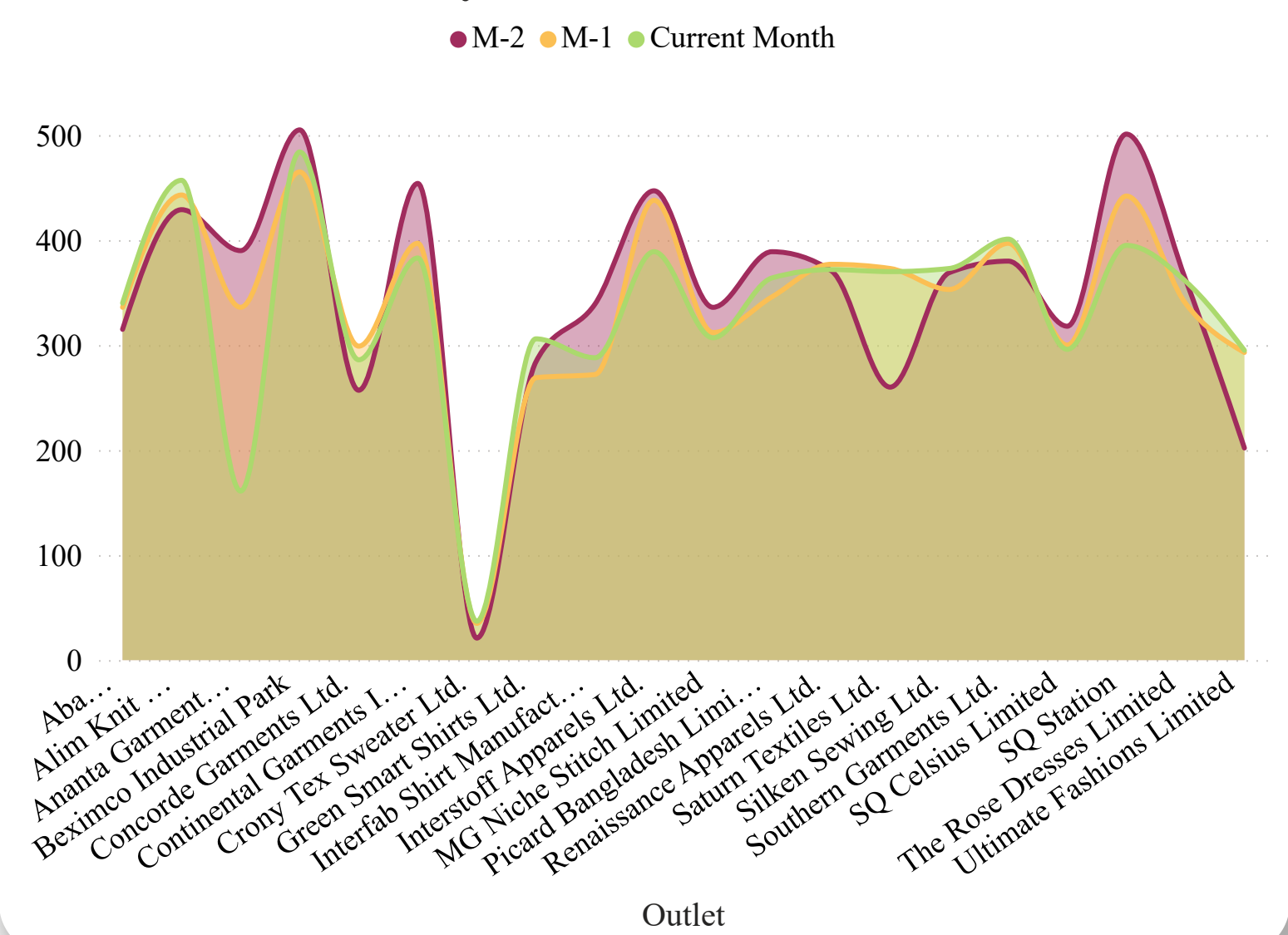
Monthly Product Sales Trend



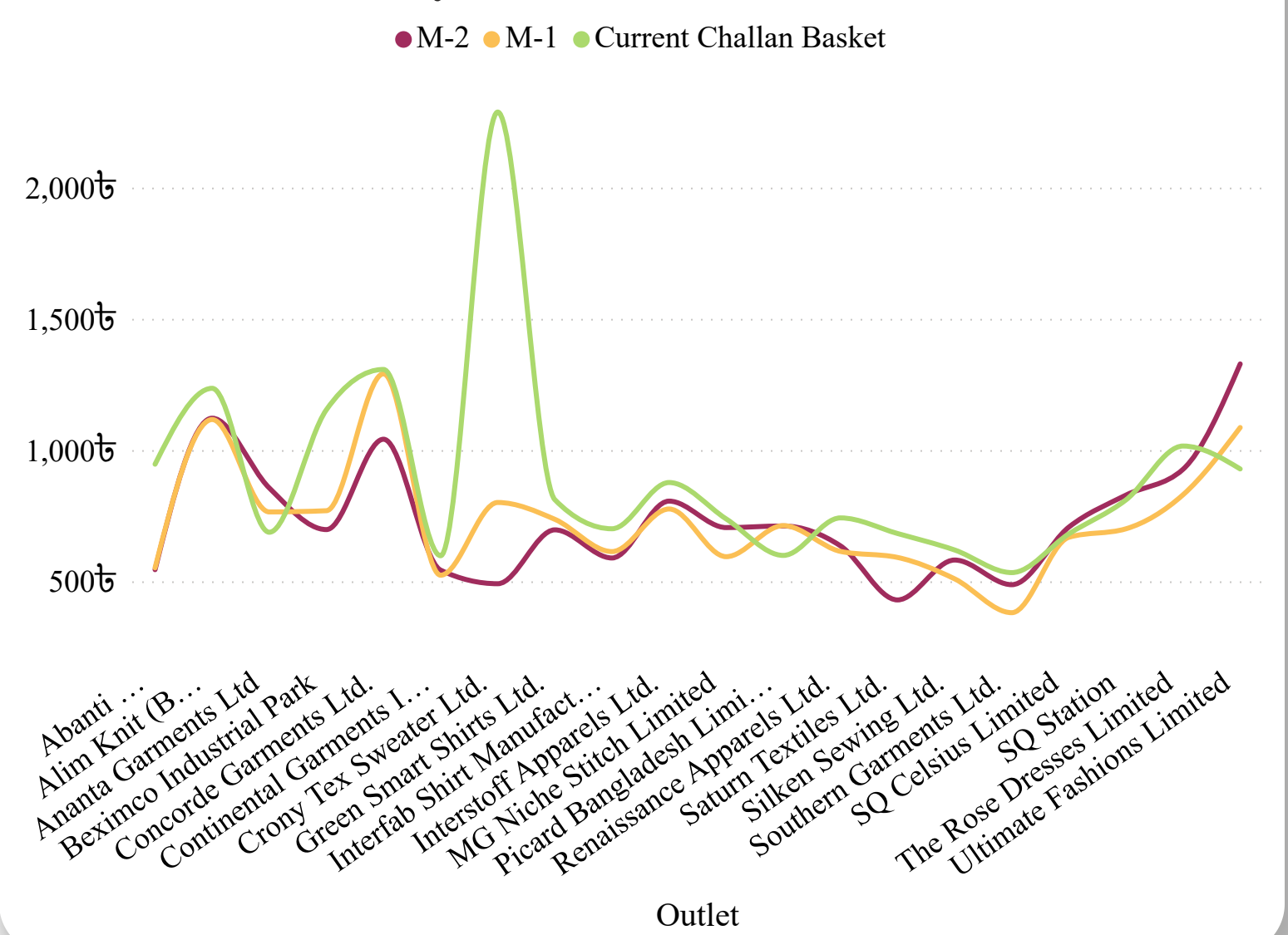
Monthly Customer-wise Basket Trend



Monthly Product Purchase Trend



Monthly Challan-wise Basket Trend





Customer

13,048

Current Customer Served

19,736,762

Current Total Sales

956

Current No of Product

804

Current Challan Basket Size

1,513

Current Basket Size

Monthly Product Sales Trend

Item Code	Item Name	M-2	M-1	Current Month
	Bashundhara Soybean Oil 5 Ltr	0.00	0.00	0.00
	Comfit Zakat Product Basket	0.00	0.00	0.00
	Stanley Stella Gift Basket	0.00	0.00	0.00
	Stanley Stella Gift Basket - April'22	0.00	0.00	0.00
	Stanley Stella Gift Basket-MAY22	0.00	0.00	0.00
15551349	Begun	0.00	0.00	0.00
15551499	Egg 12 Pcs	0.10	0.00	0.00
15552063	24 K Gold Jel	0.00	0.00	0.00
15552064	4K Plus Cream Black	700.00	0.00	0.00
15552066	7up 1 Ltr	670.00	134.00	0.00
15552068	7up 250 ML	840.00	1,104.00	0.00
15552069	7up 600 ML	0.00	0.00	0.00
15552072	Aci Active Salt Toothpaste 100 Gm	0.00	0.00	0.00
15552074	Aci Aerosol 125 ML	97.00	0.00	0.00
15552076	Aci Baby Wipes Jar 120 Pcs	0.00	0.00	0.00
15552078	Aci Black Fighter Max Hasnahena Coil	0.00	0.00	0.00
15552080	Aci Dental Cream 200 Gm	0.00	0.00	0.00
15552081	Aci Dental Toothpaste 100 Gm	0.00	0.00	0.00
15552082	Aci Extra Vergin Olive Oil 500 ML	0.00	0.00	0.00
15552089	Aci Fun Chanachur Sweet 170 Gm	0.00	0.00	0.00
15552092	Aci Fun Fried Dal 18 Gm	0.00	0.00	0.00
15552104	Aci Hand Sanitizer 200 ML	0.00	0.00	0.00
15552105	Aci Hand Sanitizer 50 ML	0.00	0.00	0.00
15552107	Aci Neem Handwash Refill 250 ML	0.00	0.00	0.00
Total		17,193,681.11	18,323,792.73	19,736,762.40

Monthly Customer-wise Basket Trend

Customer Code	Customer Name	M-2	M-1	Current Basket Size
SSL11406	Mst. Nilufa Yasmin '[K013825']	0	979	0
SSL0029183	Md. Shahidul Islam '[W013150']	0	0	3,115
SSL0027933	Tanzina '[W015587']	0	0	967
SSL0027931	Tania Akter '[W015748']	0	0	260
SSL0027928	Sumon Mia '[W015866']	0	0	3,430
SSL0027924	Sree Moti Monio Rani '[W015409']	0	0	440
SSL0027911	Shah Kadir '[W015591']	0	0	320
SSL0027910	Shabuj Mia '[W015570']	0	0	193
SSL0027909	Sayed Kamal Hossain '[W014082']	0	0	100
SSL0027908	Sarmila Akter Sumi '[W014224']	0	0	1,713
SSL0027904	Saifullah '[W015753']	0	0	220
SSL0027867	Mst. Tania Akter '[W015403']	0	0	108
SSL0027859	Mst. Shirina Begum '[W015327']	0	0	1,758
SSL0027853	Mst. Shifa Khatun '[W015684']	0	0	1,221
SSL0027842	Mst. Salma Akter '[W012054']	0	0	361
SSL0027824	Mst. Ripa Akter '[W015850']	0	0	870
SSL0027823	Mst. Rina Akter '[W08552']	0	0	553
SSL0027822	Mst. Rikta Khatun '[W015099']	0	0	340
SSL0027791	Mst. Mahfuza Khatun '[W08206']	0	0	1,938
SSL0027781	Mst. Hazera Khatun '[W015631']	0	0	570
SSL0027759	Mousomi Akter Soma '[W015377']	0	0	30
SSL0027757	Monjila Akter '[W015881']	0	0	1,007
SSL0027753	Mofazzol Hosen '[W015649']	0	0	1,007
SSL0027750	Mitu Akter '[W015510']	0	0	550
Total		1,180	1,229	1,513

Monthly Product Purchase Trend

Customer Code	Customer Name	M-2	M-1	Current Month
AP0290012788	Rabeya Begum '[0447674']	88	17	62
AP0200000328	SURMA '[00270099']	23	29	61
AP0120007343	Monti Rani Mujomder '[164685']	11	13	45
AP0200001859	MOINUL ISLAM '[01720197']	122	39	45
AP0300001705	Rousion Ali '[104245']	0	27	44
AP0200001884	RAJU AHAMMED '[01750378']	3	5	42
SSL0000635	Md. Mamun Hossain '[K08104']	0	7	42
AP0270047605	Md.Tanvir Hossain Bhuiyan '[1029388']	0	28	39
AP0290031006	MST. SUKHI AKTER '[1226567']	0	0	39
AP0150007893	Mrs. Lucky Khatun '[9000189']	31	5	38
AP0170000274	Rafiqul Islam '[PR0007']	25	32	38
AP0170000370	Rafiqul Islam '[1225']	26	24	38
AP0180000333	Dolary '[01758']	0	0	38
AP0200002102	RASEL MAHMUD '[02300083']	22	0	38
SSL0004824	Jesmin Akter '[K03983']	10	3	38
SSL0008065	Azizur Rahman Milon '[W00095']	41	41	38
AP0180007054	Rina Akter '[013585']	0	0	37
AP0170004562	Md. Mehedy Hasan '[FW1805']	0	13	36
AP0020002587	Mst. Ismotara '[0031708']	2	0	34
AP0270048806	Rasel Ahmmed '[3004315']	7	12	34
AP0290045280	MST. JUI KHATUN '[1230298']	0	2	34
AP0030002026	Md. Jahangir Alam '[15584']	22	35	33
AP0040002517	Nurjahan Akter '[MGNSL18283']	20	25	33
AP0200000751	IAFOR ALI '[00660028']	10	4	33
Total		991	983	956

Monthly Challan-wise Basket Trend

Customer Code	Customer Name	M-2	M-1	Current Challan Basket
SSL11406	Mst. Nilufa Yasmin '[K013825']	0	489	0.00
SSL0029183	Md. Shahidul Islam '[W013150']	0	0	3,115.00
SSL0027933	Tanzina '[W015587']	0	0	483.50
SSL0027931	Tania Akter '[W015748']	0	0	130.00
SSL0027928	Sumon Mia '[W015866']	0	0	1,143.24
SSL0027924	Sree Moti Monio Rani '[W015409']	0	0	440.00
SSL0027911	Shah Kadir '[W015591']	0	0	106.67
SSL0027910	Shabuj Mia '[W015570']	0	0	193.20
SSL0027909	Sayed Kamal Hossain '[W014082']	0	0	100.00
SSL0027908	Sarmila Akter Sumi '[W014224']	0	0	190.33
SSL0027904	Saifullah '[W015753']	0	0	110.00
SSL0027867	Mst. Tania Akter '[W015403']	0	0	108.00
SSL0027859	Mst. Shirina Begum '[W015327']	0	0	1,758.00
SSL0027853	Mst. Shifa Khatun '[W015684']	0	0	305.23
SSL0027842	Mst. Salma Akter '[W012054']	0	0	361.00
SSL0027824	Mst. Ripa Akter '[W015850']	0	0	435.00
SSL0027823	Mst. Rina Akter '[W08552']	0	0	276.50
SSL0027822	Mst. Rikta Khatun '[W015099']	0	0	340.00
SSL0027791	Mst. Mahfuza Khatun '[W08206']	0	0	646.00
SSL0027781	Mst. Hazera Khatun '[W015631']	0	0	570.00
SSL0027759	Mousomi Akter Soma '[W015377']	0	0	30.00
SSL0027757	Monjila Akter '[W015881']	0	0	503.50
SSL0027753	Mofazzol Hosen '[W015649']	0	0	503.38
SSL0027750	Mitu Akter '[W015510']	0	0	550.00
Total		679	669	803.84



Customer

13,048
Current Customer Served

13,048
Current Customer Served

19,736,762¢
Current Total Sales

19,736,762¢
Current Total Sales

956
Current No of Product

956
Current No of Product

8046

Current Challan Basket Size

8046

Current Challan Basket Size

1,513¢
Current Basket Size

1,513¢
Current Basket Size

Customer Code	Total Days Transacting	Date of Frist Purchase	Date of Last Purchase	Days Since Last Purchase	Average Days Between Purchases	Days Above Average	Next Purchase Date
AP0020000001							31/12/189
AP0020000002							31/12/189
AP0020000003							31/12/189
AP0020000004							31/12/189
AP0020000006							31/12/189
AP0020000007							31/12/189
AP0020000009							31/12/189
AP0020000010							31/12/189
AP0020000011							31/12/189
AP0020000012	1	17/08/2023	17/08/2023	<div><div></div></div> 37	0	<div><div></div></div> 37	18/08/202
AP0020000013							31/12/189
AP0020000014							31/12/189
AP0020000015							31/12/189
AP0020000017	2	14/08/2023	21/08/2023	<div><div></div></div> 33	4	<div><div></div></div> 30	24/08/202
AP0020000018							31/12/189
AP0020000019							31/12/189
AP0020000020	1	09/08/2023	09/08/2023	<div><div></div></div> 45	0	<div><div></div></div> 45	10/08/202
AP0020000021							31/12/189

Customer Code	Total Days Transacting	Date of Frist Purchase	Date of Last Purchase	Days Since Last Purchase	Average Days Between Purchases	Days Above Average	Next Purchase Date
AP0020000001							31/12/189
AP0020000002							31/12/189
AP0020000003							31/12/189
AP0020000004							31/12/189
AP0020000006							31/12/189
AP0020000007							31/12/189
AP0020000009							31/12/189
AP0020000010							31/12/189
AP0020000011							31/12/189
AP0020000012	1	17/08/2023	17/08/2023	<div><div></div></div> 37	0	<div><div></div></div> 37	18/08/202
AP0020000013							31/12/189
AP0020000014							31/12/189
AP0020000015							31/12/189
AP0020000017	2	14/08/2023	21/08/2023	<div><div></div></div> 33	<div><div></div></div> 4	<div><div></div></div> 30	24/08/202
AP0020000018							31/12/189
AP0020000019							31/12/189
AP0020000020	1	09/08/2023	09/08/2023	<div><div></div></div> 45	0	<div><div></div></div> 45	10/08/202
AP0020000021							31/12/189

Gender

Gender ● Male ● Female

A pie chart illustrating the gender distribution of a sample. The chart is divided into two segments: a larger blue segment representing 64% (Male) and a smaller yellow segment representing 36% (Female). The legend indicates that blue represents Male and yellow represents Female.

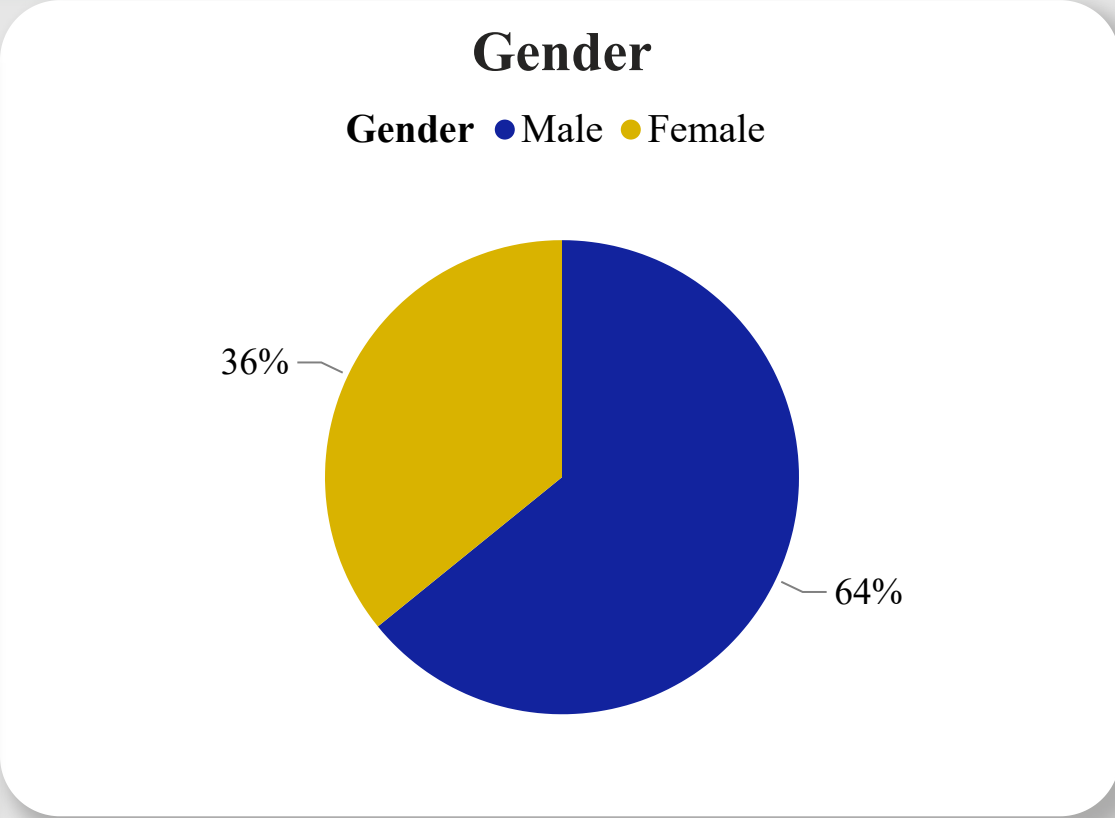
Gender	Percentage
Male	64%
Female	36%

Gender

Gender ● Male ● Female

A pie chart illustrating the gender distribution. The chart is divided into two segments: a larger blue segment representing Male at 64%, and a smaller yellow segment representing Female at 36%. The legend above the chart shows a blue dot for Male and a yellow dot for Female.

Gender	Percentage
Male	64%
Female	36%



Credit Range

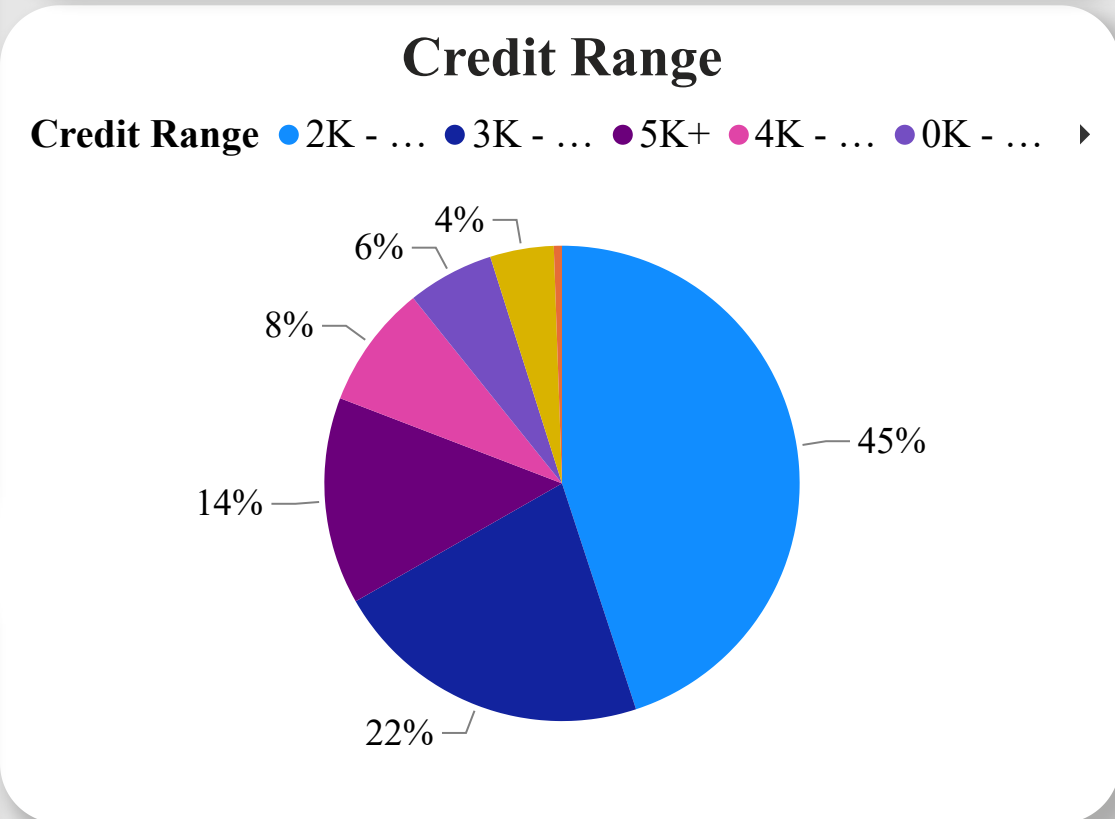
Credit Range 2K - ... 3K - ... 5K+ 4K - ... 0K - ... ▶

Credit Range	Percentage
2K - ...	45%
3K - ...	22%
5K+	14%
4K - ...	8%
0K - ...	6%
Unlabeled	4%

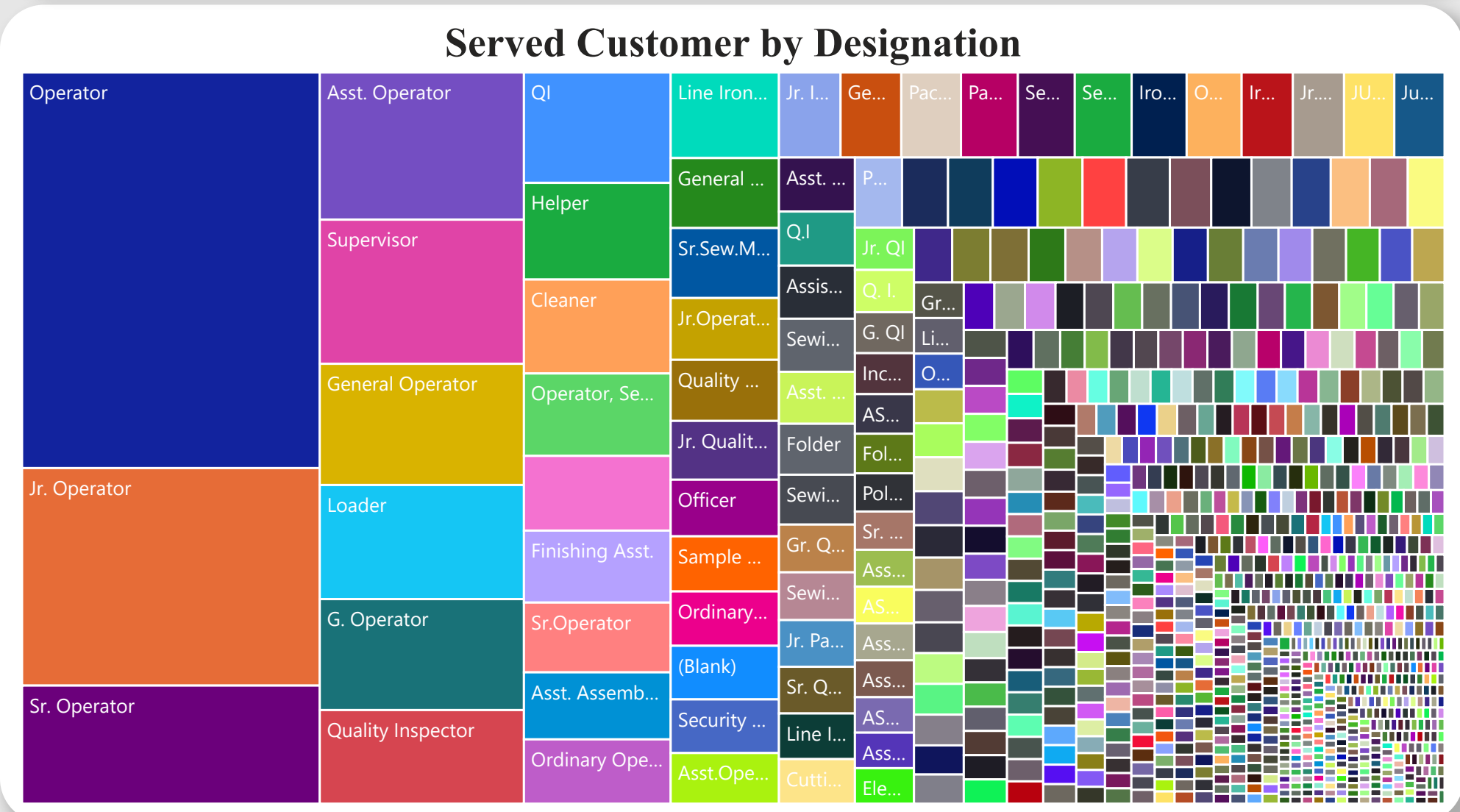
Credit Range

Credit Range 2K - ... 3K - ... 5K+ 4K - ... 0K - ... ▶

Credit Range	Percentage
2K - ...	45%
3K - ...	22%
5K+	14%
4K - ...	8%
0K - ...	6%
Unlabeled	4%



Served Customer by Designation

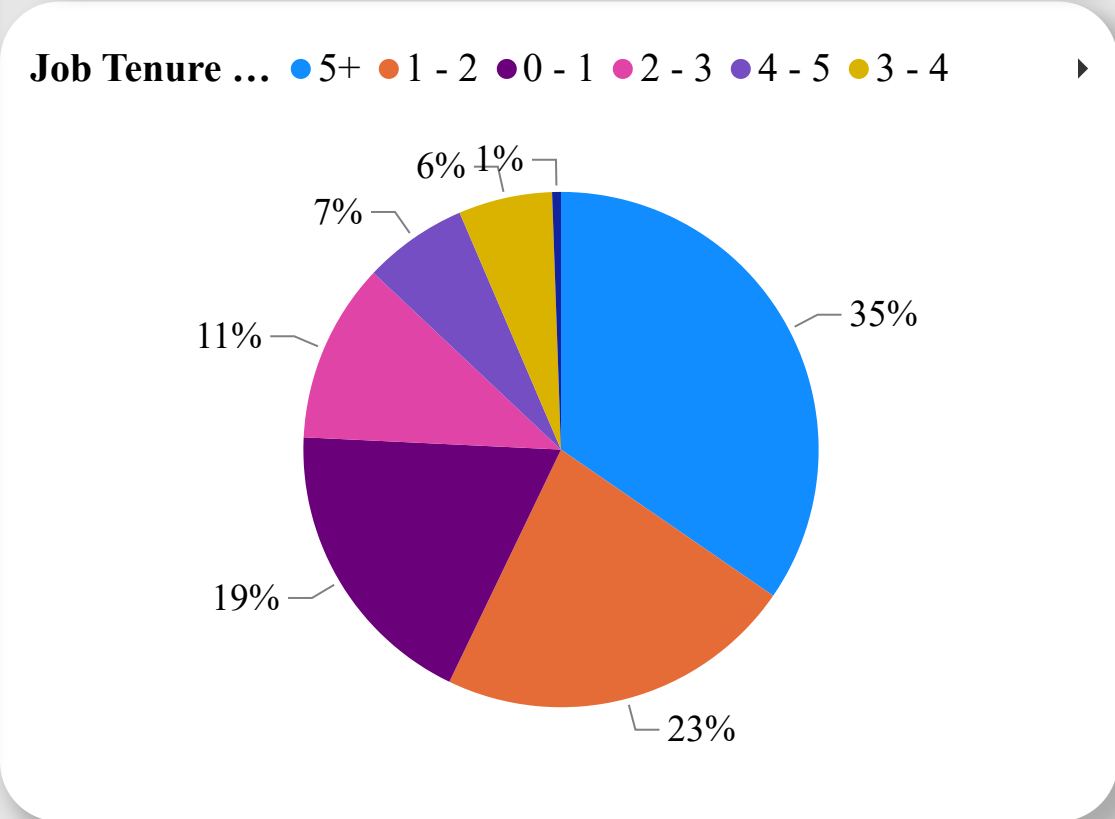


Job Tenure ... ● 5+ ● 1 - 2 ● 0 - 1 ● 2 - 3 ● 4 - 5 ● 3 - 4 ▶

Job Tenure Category	Percentage
5+	35%
1 - 2	23%
0 - 1	19%
2 - 3	11%
4 - 5	7%
3 - 4	6%

Job Tenure ... ● 5+ ● 1 - 2 ● 0 - 1 ● 2 - 3 ● 4 - 5 ● 3 - 4 ▶

Job Tenure Category	Percentage
5+	35%
1 - 2	23%
0 - 1	19%
2 - 3	11%
4 - 5	7%
3 - 4	6%





Customer

13,048

Current Customer Served

19,736,762ṽ

Current Total Sales

956

Current No of Product

804ṽ

Current Challan Basket Size

1,513ṽ

Current Basket Size

Customer Info

Month	August 2023			
Outlet	Customer	New	Repeat	Angel
▲				
Abanti Colour Tex Limited	1,187	691	496	64
Alim Knit (BD) Ltd.	666	297	369	221
Ananta Garments Ltd	103	83	20	5
Beximco Industrial Park	660	506	154	32
Concorde Garments Ltd.	316	119	197	101
Continental Garments Ind. (Pvt.) Ltd.	419	176	243	114
Crony Tex Sweater Ltd.	7	6	1	
Green Smart Shirts Ltd.	859	409	450	146
Interfab Shirt Manufacturing Limited Unit-02 (Viyellatex Group).	378	166	212	99
Interstoff Apparels Ltd.	910	383	527	211
MG Niche Stitch Limited	463	142	321	162
Picard Bangladesh Limited	577	288	289	135
Renaissance Apparels Ltd.	564	216	348	181
Saturn Textiles Ltd.	468	272	196	93
Silken Sewing Ltd.	808	341	467	104
Southern Garments Ltd.	792	290	502	213
SQ Celsius Limited	641	318	323	167
SQ Station	1,947	725	1222	496
The Rose Dresses Limited	781	412	369	212
Triple Apparels Ltd.	12	9	3	
Ultimate Fashions Limited	490	234	256	
Total	13,048	6083	6965	2756

Sales Info

Month	August 2023					
Outlet	Total Sales	Sales %	Basket (Overall)	Basket	Challan Basket (Overall)	Challan Basket
▲						
Abanti Colour Tex Limited	1,978,585ṽ	100%	1,667ṽ	1,667ṽ	946ṽ	946ṽ
Alim Knit (BD) Ltd.	1,357,823ṽ	100%	2,039ṽ	2,039ṽ	1,236ṽ	1,236ṽ
Ananta Garments Ltd	81,769ṽ	100%	794ṽ	794ṽ	687ṽ	687ṽ
Beximco Industrial Park	946,065ṽ	100%	1,433ṽ	1,433ṽ	1,154ṽ	1,154ṽ
Continental Garments Ind. (Pvt.) Ltd.	678,299ṽ	100%	1,619ṽ	1,619ṽ	598ṽ	598ṽ
Crony Tex Sweater Ltd.	16,016ṽ	100%	2,288ṽ	2,288ṽ	2,288ṽ	2,288ṽ
Green Smart Shirts Ltd.	1,185,936ṽ	100%	1,381ṽ	1,381ṽ	811ṽ	811ṽ
Interfab Shirt Manufacturing Limited Unit-02 (Viyellatex Group).	528,106ṽ	100%	1,397ṽ	1,397ṽ	700ṽ	700ṽ
Interstoff Apparels Ltd.	1,330,644ṽ	100%	1,462ṽ	1,462ṽ	877ṽ	877ṽ
MG Niche Stitch Limited	762,942ṽ	100%	1,648ṽ	1,648ṽ	738ṽ	738ṽ
Picard Bangladesh Limited	708,434ṽ	100%	1,228ṽ	1,228ṽ	599ṽ	599ṽ
Renaissance Apparels Ltd.	970,242ṽ	100%	1,720ṽ	1,720ṽ	742ṽ	742ṽ
Saturn Textiles Ltd.	476,274ṽ	100%	1,018ṽ	1,018ṽ	682ṽ	682ṽ
Silken Sewing Ltd.	1,150,490ṽ	100%	1,424ṽ	1,424ṽ	620ṽ	620ṽ
Southern Garments Ltd.	1,133,428ṽ	100%	1,431ṽ	1,431ṽ	533ṽ	533ṽ
SQ Celsius Limited	786,588ṽ	100%	1,227ṽ	1,227ṽ	681ṽ	681ṽ
SQ Station	2,674,533ṽ	100%	1,374ṽ	1,374ṽ	810ṽ	810ṽ
The Rose Dresses Limited	1,487,811ṽ	100%	1,905ṽ	1,905ṽ	1,016ṽ	1,016ṽ
Triple Apparels Ltd.	3,343ṽ	100%	279ṽ	279ṽ	223ṽ	223ṽ
Ultimate Fashions Limited	884,595ṽ	100%	1,805ṽ	1,805ṽ	928ṽ	928ṽ
Total	19,141,924ṽ	100%	1,503ṽ	1,503ṽ	794ṽ	794ṽ



Customer

19,736,762₹
Total Sales

78%
Without Changing Price

0
With Changed Price

10%
With Increased Price

12%
With Decreased Price

956
No of Product

Surveyed Product ?

Select all

No

Yes

Price Changed ?

Select all

Decreased

Increased

Not Changed

MRP Trendline

Calendar Year
CY 2023



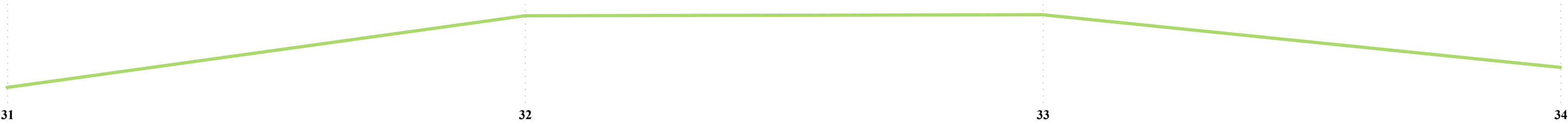
Sales Price Trendline

Calendar Year
CY 2023



QTY Trendline by Regression

Calendar Year
CY 2023



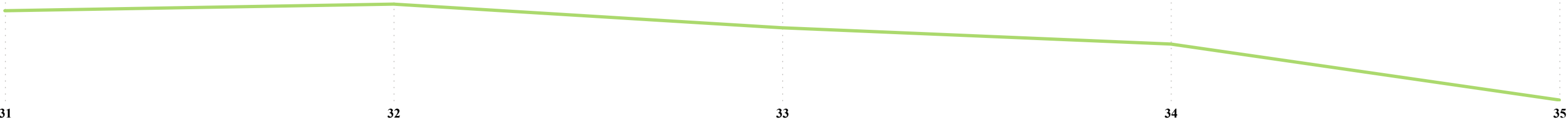
Served Customer Trendline

Calendar Year
CY 2023



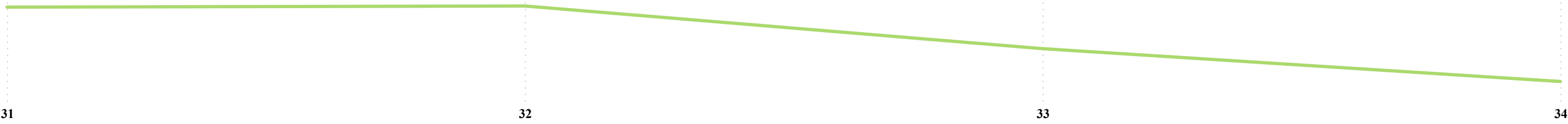
Challan-wise Basket Trendline

Calendar Year
CY 2023



Customer-wise Trendline

Calendar Year
CY 2023





Customer

956

Current No of Product

19,736,762ፌ

Current Total Sales

1,513ፌ

Current Basket Size

804ፌ

Current Challan Basket Size

16%

Total Product Margin %

Surveyed Product ?

Select all

No

Yes

Price Changed ?

Select all

Decreased

Increased

Not Changed

Product Impact													
Year					CY 2023								
Item Name	COGS	MRP	Sales Price	Discount	Product Margin %	Customer Margin %	Apon Margin %	QTY	Total Sales	Served Customer	Basket Size	Challan Bas Size	
Chaad Dishwashing Liquid (Lemon) 500ml	101	130	124	6	23%	4%	18%	11	1,367ፌ	11	124ፌ	1	
Chaad Dishwashing Liquid (Orange) 500ml	101	130	125	5	23%	4%	19%	45	5,625ፌ	45	125ፌ	1	
Chaad Fabric Brightener (Jasmine) 100ml	23	30	27	3	23%	10%	13%	20	540ፌ	20	27ፌ		
Flush Toilet Cleaner 1ltr	133	170	165	5	23%	3%	20%	25	4,125ፌ	25	165ፌ	1	
Flush Toilet Cleaner 500ml	90	111	105	6	20%	5%	15%	21	2,215ፌ	21	105ፌ	1	
Funtaistic Tuni Toast 210gm	47	60	58	2	22%	3%	18%	151	8,758ፌ	124	71ፌ		
Minister Bright Wash Detergent Powder (Lemon & Mint) 2kg	296	380	360	20	23%	5%	18%	78	28,062ፌ	73	384ፌ	3	
Minister Bright Wash Detergent Powder (Lemon & Mint) 500gm	74	95	90	5	23%	5%	18%	125	11,250ፌ	110	102ፌ	1	
Minister One Wash Detergent Powder (Lemon & Jasmine) 1kg	101	130	120	10	23%	7%	16%	27	3,270ፌ	26	126ፌ	1	
Minister One Wash Detergent Powder (Lemon & Jasmine) 500gm	55	70	63	7	23%	9%	14%	54	3,424ፌ	45	76ፌ		
Yum Dry Cake 300gm	117	150	144	6	23%	4%	19%	48	6,910ፌ	46	150ፌ	1	
24 K Gold Jel													
4k Plus 5x Whitening Night Cream 20 Gm													
4K Plus Cream Black													
4K Plus Cream Red													
7up 1 Ltr													
7up 2 Ltr	110	120	115	5	9%	4%	5%	2	230ፌ	1	230ፌ	2	
7up 250 Ml													
7up 500 Ml													
7up 600 Ml													
7up can	42	50	49	1	17%	2%	15%	8	392ፌ	8	49ፌ		
925 Foundation													
Aafi Mango Drinks 1000ml	65	89	85	4	28%	4%	23%	81	6,899ፌ	73	95ፌ		
Aafi Mango Drinks 250 Ml	18	25	25	1	27%	2%	25%	140	3,428ፌ	73	47ፌ		
Aafi Mango Drinks 500ml	35	49	47	2	31%	4%	27%	45	2,140ፌ	33	65ፌ		
Aafi Muri 250gm													
Aafi Muri 500gm													
Aci Active Salt Toothpaste 100 Gm													
Aci Aerosol 125 Ml													
ACI Aerosol 475 Ml	367	415	405	10	12%	2%	9%	26	10,530ፌ	25	421ፌ	4	
ACI Aerosol Insect Spray 125 Ml													
ACI Aerosol Mosquito Spray 475 ML													
Total	132	157	148	8	16%	5%	11%	263,659	19,736,762ፌ	13,048	1,513ፌ	8	



Customer

13,048

Current Customer Served

19,736,762

Current Total Sales

956

Current No of Product

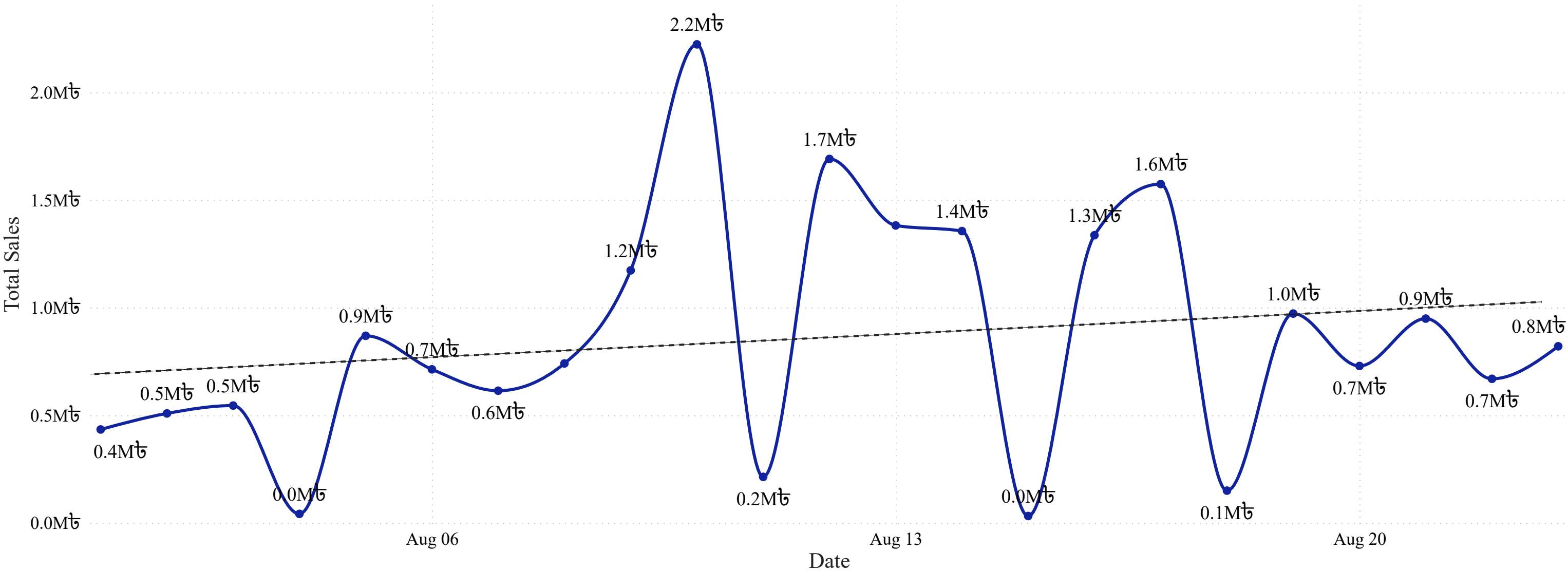
804

Current Challan Basket Size

1,513

Current Basket Size

Total Sales by Date



Served Customer by Date

