

Campaign Trend

Category ▾

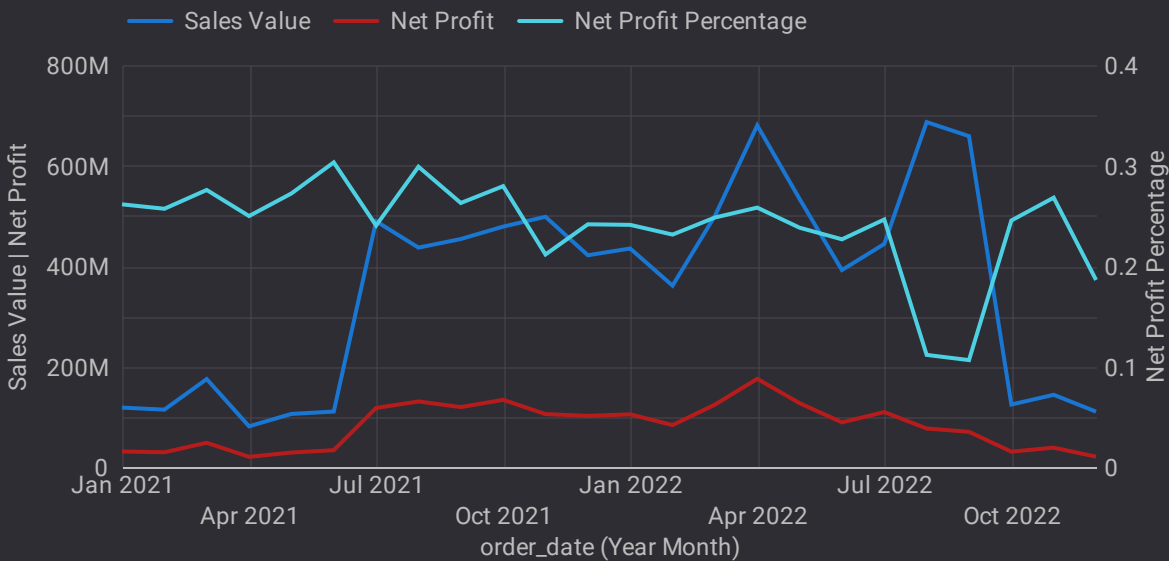
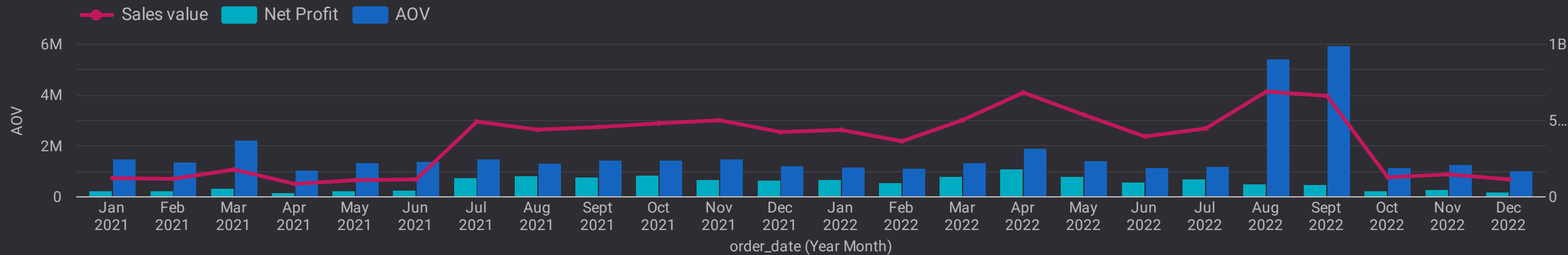
Payment Method ▾

Value Transacti... ▾

2022

RESET

Sales Value Vs Net Profit Vs AOV



category		Sales Value ▾	Net Profit	Net Profit Percentage
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	0.2
10.	Health & Sports	147,144,664	35,765,836.3	0.24

Customer and Sales Data

Category ▾

Payment Method ▾

Value Transacti... ▾

2022

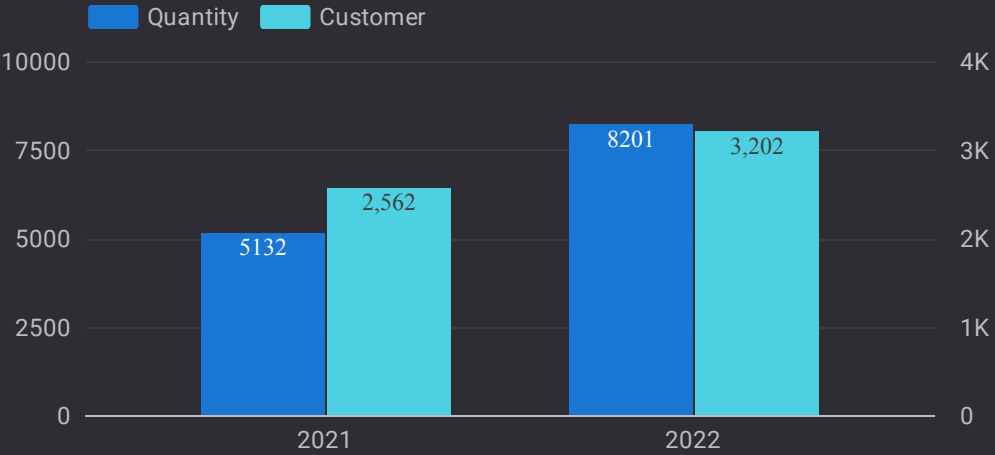
Select date range ▾

	Product Name	Category	Before Discou... ▾	After Discount	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	1,037,504,000	1,037,504,000	67,860,000	2,000	2
2.	samsungGALAXY S-7 EDGE 32GB LTE	Mobiles & Tablets	188,106,300	187,665,500	28,624,860	41	19
3.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	Computing	177,190,000	177,190,000	63,788,400	13	10
4.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	130,456,700	130,398,700	18,508,070	23	23
5.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	129,997,720	129,997,720	31,519,340	26	24
6.	iphone_7-128GB-wof-Jet Black	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 - Region 2	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
10.	samsung_galaxy-s7-edge-pearl-black	Mobiles & Tablets	88,044,000	88,044,000	27,213,600	16	10

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

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Before Discount
8,548,453,652.8

After Discount
8,515,253,661.42

Net Profit
1,947,612,819.42

Quantity
13,333

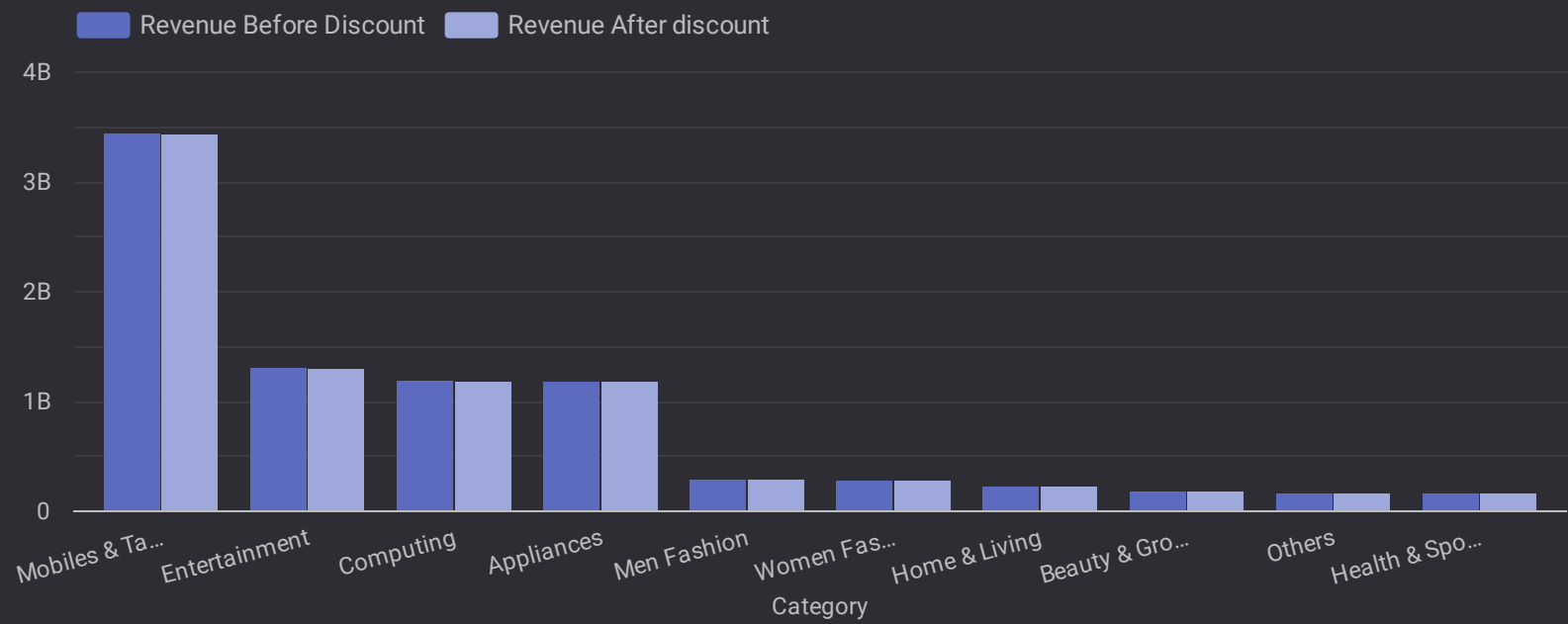
Customer
5,764

AOV
1,483,076.62

RESET



Total Revenue



Total Revenue vs Discount Impact

	category	before_discount ▾	after_discou...	discount_im...
1.	Mobiles & Tablets	3,425,097,634	3,421,068,124	3,421,068,124
2.	Entertainment	1,295,031,180	1,286,165,640	1,286,165,640
3.	Computing	1,173,403,812	1,170,537,120	1,170,537,120
4.	Appliances	1,168,138,242	1,163,483,732	1,163,483,732
5.	Men Fashion	274,741,914	273,494,336	273,494,336
6.	Women Fashion	264,862,357.4	263,749,172.4	263,749,172.4
7.	Home & Living	209,542,048	208,216,946.4	208,216,946.4
8.	Beauty & Grooming	167,871,610	167,216,450	167,216,450
9.	Others	151,148,058	147,756,515.1	147,756,515.1
10.	Health & Sports	147,144,664	145,964,156.3	145,964,156.3