

Campaign Trend

Category ▼

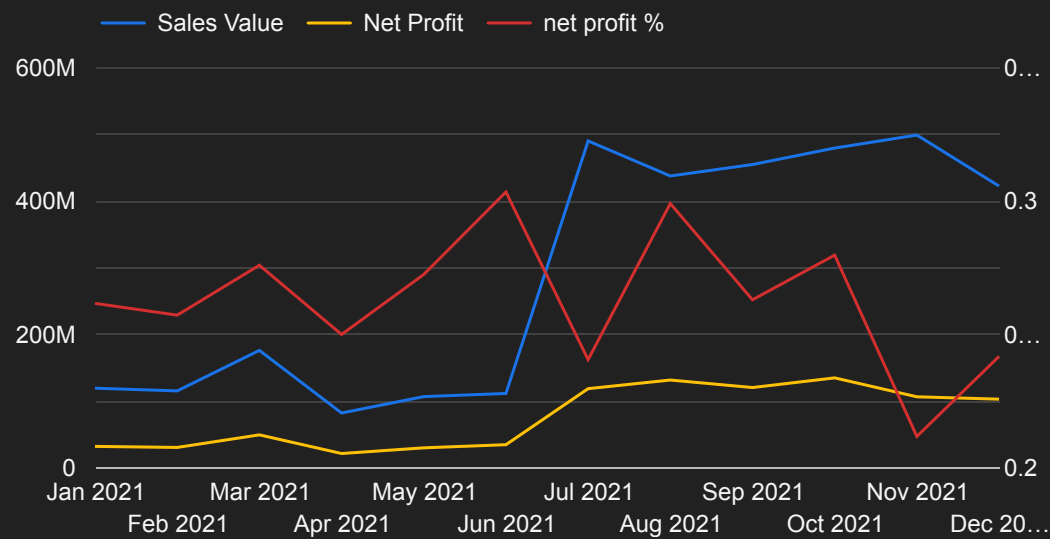
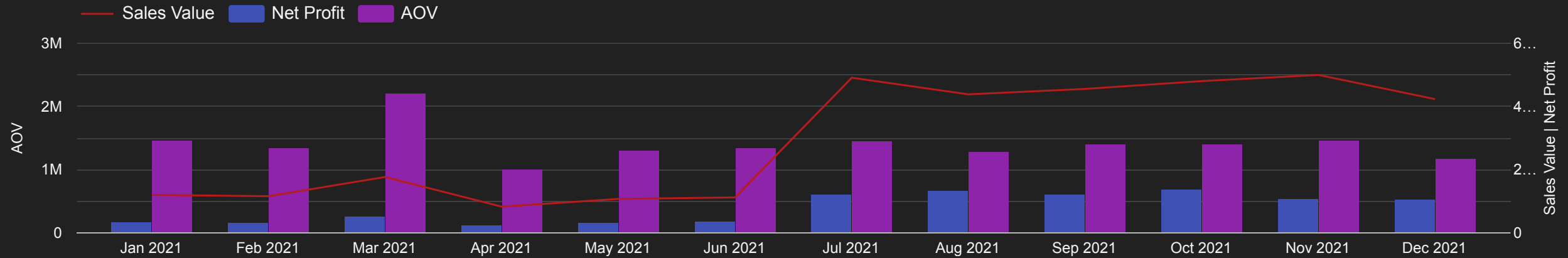
Payment Method ▼

Value Transaction ▼

☐ 2022

RESET

Sales Value vs Net Profit vs AOV



Category		Sales Value ▼	Net Profit	net profit %
1.	Mobiles & Tablets	1,193,958,162	304,313,264	0.25
2.	Computing	629,036,692	181,126,462	0.29
3.	Entertainment	495,326,598	127,584,306	0.26
4.	Appliances	471,883,714	117,178,224	0.25
5.	Women Fashion	122,628,257.4	28,841,819.4	0.24
6.	Others	111,734,970	18,956,308.2	0.17
7.	Men Fashion	102,588,188	27,854,786	0.27
8.	Home & Living	90,883,442	29,074,962	0.32
9.	Beauty & Grooming	67,827,522	17,430,848	0.26

Customer and Sales Data

Category ▾

Payment Method ▾

Value Transaction ▾

☐ 2022

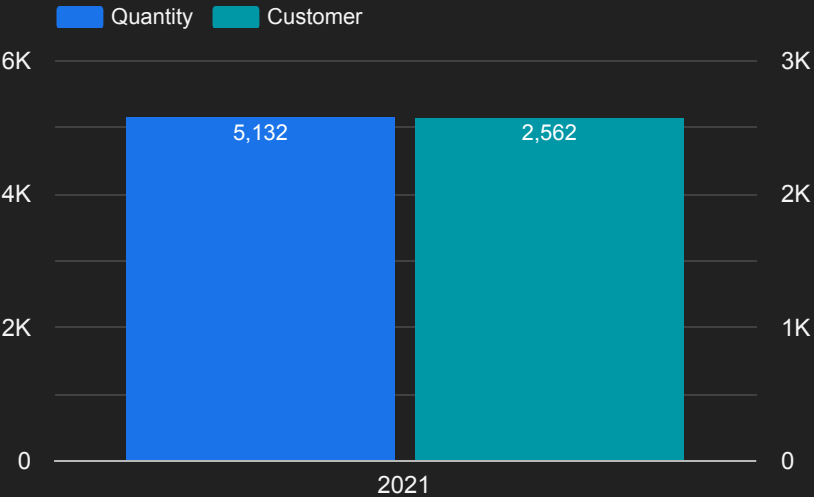
Select date range ▾

	Product Name	Category	Before Discount ▾	After Discount	Net Profit	Quantity	CS ID
1.	samsungGALAXY S-7 EDGE 32GB LTE	Mobiles & Tablets	188,106,300	187,665,500	28,624,860	41	19
2.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	96,415,720	96,415,720	20,663,120	20	18
3.	MACBOOK PRO 15-INCH 2.2GHZ Qua...	Computing	81,780,000	81,780,000	29,440,800	6	5
4.	Huawei Mate 8 With 4GB Ram	Mobiles & Tablets	81,662,680	81,662,680	8,983,040	22	3
5.	Apple iPhone 6S 128GB	Computing	75,863,320	75,863,320	25,035,160	12	10
6.	Apple iPhone 6 Plus (128GB) Space Grey	Mobiles & Tablets	75,863,280	75,863,280	11,379,600	12	9
7.	Lenovo Zuk	Mobiles & Tablets	69,017,940	69,017,940	24,157,040	35	2

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	customer_id	Net Profit ▾
1.	C520373L	
2.	C492850L	
3.	C378684L	
4.	C750160L	
5.	C200115L	
6.	C783325L	
7.	C332672L	
8.	C320323L	

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Before Discount
3,481,207,646.4

After Discount
3,463,960,950.4

Net Profit
898,715,392.4

Quantity
5,132

AOV
1,358,785.19

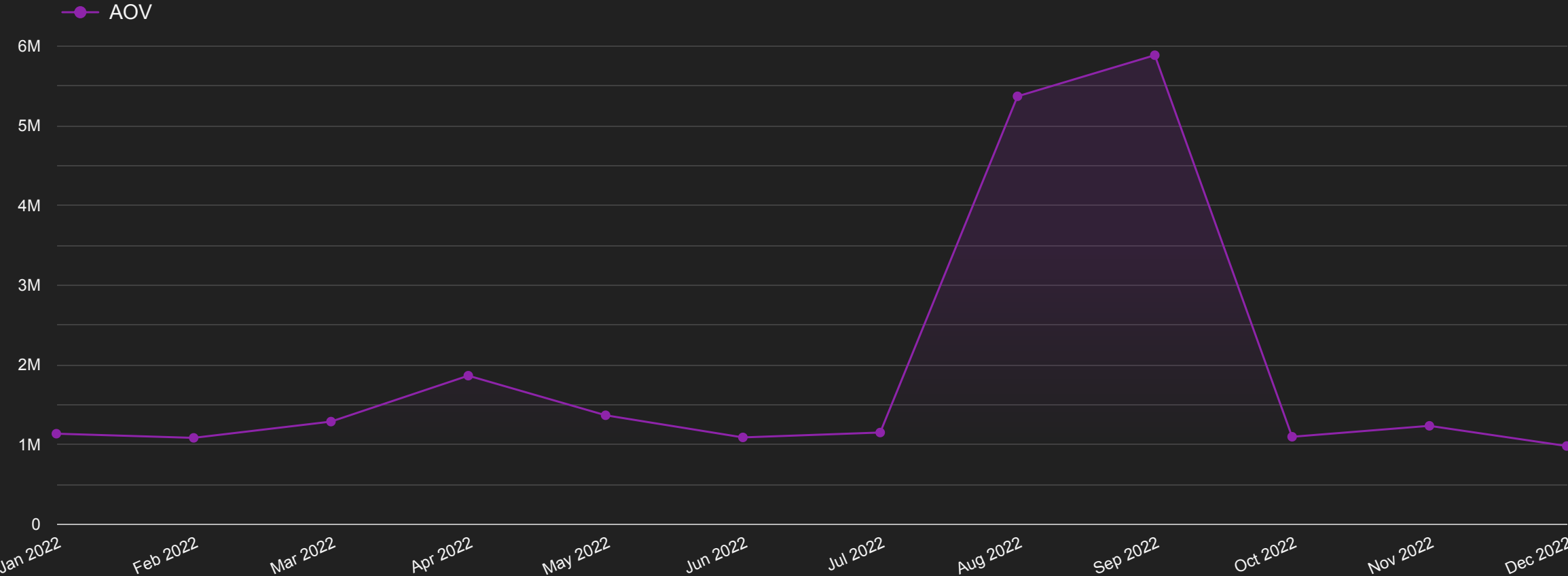
Customer (Unique)
2,562

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AOV Monthly Trend – 2022

Jan 1, 2022 - Dec 31, 2022

This chart shows how the average order value (AOV) changed month by month in 2022.



Sales by Payment Method

Select Month

Quarter Range

This table compares payment methods by total sales, quantity sold, and net profit. Filters allow viewing by month or quarter.

Payment Method	Total Sales	Quantity Sold	Net Profit
cod	2,896,852,795.9	7,408	719,691,899
Payaxis	2,363,378,242.9	1,633	580,385,268.52
jazzvoucher	1,181,141,060	2,096	98,748,992.2
Easypay	798,164,160	616	204,268,646.4
ublcreditcard	371,947,278	163	97,023,170
mygateway	332,155,410	141	88,910,012
internetbanking	120,051,474	69	36,644,660
Easypay_MA	102,284,452	47	18,890,469
mcbllite	90,465,704	47	31,485,594
cashatdoorstep	85,083,348	209	27,524,138
jazzwallet	80,104,892	662	14,056,866.3
customercredit	78,951,978	182	18,744,850
easypay_voucher	27,336,210	20	6,444,082
financesettlement	19,614,796	28	4,540,248
marketingexpense	587,250	5	199,810
productcredit	334,602	7	54,114