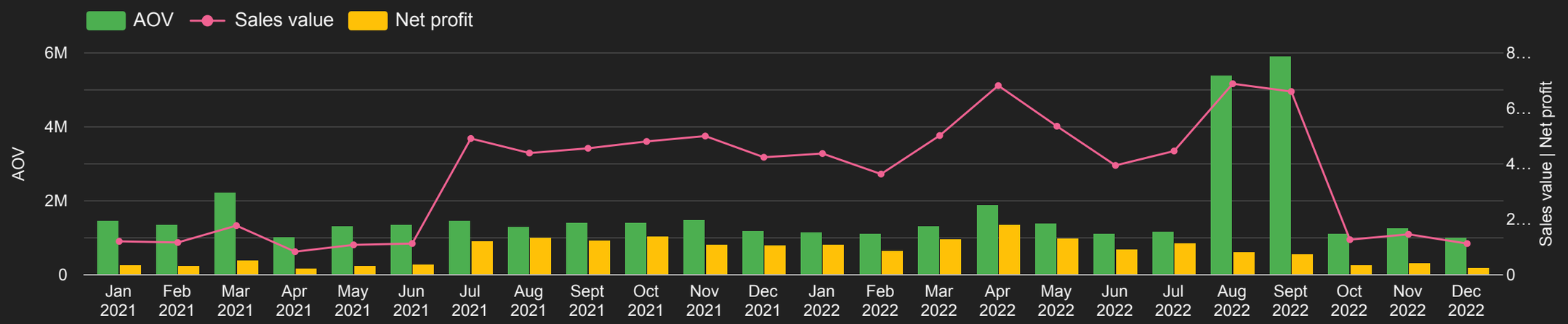
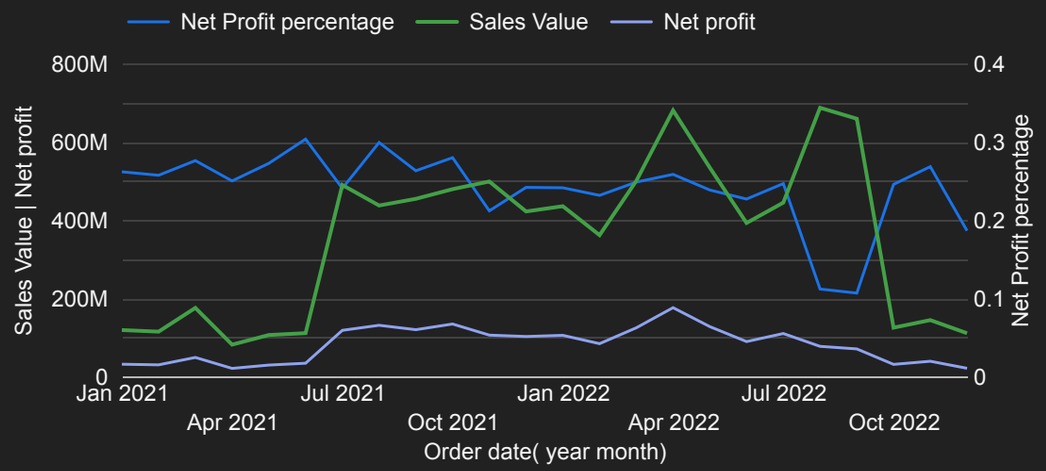
# Campaign Trend

category | payment_method | Value Transaction | 2022 | RESET

## Asjit Sinha Sales Dashboard Combo chart




## Net Profit percentage and Sales Value over time




## category wise sales and profit table

| | category | Sales value | Net Profit pe… | Net profit |
|---|---|---|---|---|
| 1. | Mobiles & Tablets | 3.4B | 0.19 | 642.1M |
| 2. | Entertainment | 1.3B | 0.24 | 315.4M |
| 3. | Computing | 1.2B | 0.29 | 334.8M |
| 4. | Appliances | 1.2B | 0.25 | 293.9M |
| 5. | Men Fashion | 274.7M | 0.24 | 65.9M |
| 6. | Women Fashion | 264.9M | 0.24 | 63.5M |
| 7. | Home & Living | 209.5M | 0.27 | 57.2M |
| 8. | Beauty & Grooming | 167.9M | 0.26 | 44.3M |
| | **Grand total** | **8.5B** | **0.23** | **1.9B** |

# Campaign Trend

category | payment_method | Value Transaction | 2022

RESET

## Sales table

| | Product n… | category | before_di… | after_dis… | Net profit | Quantity ordered | Customer Count |
|---|---|---|---|---|---|---|---|
| 1. | IDROID_BAL… | Mobiles & Tablets | 1,037,504,000 | 1,037,504,000 | 67,860,000 | 2,000 | 2 |
| 2. | samsungGA… | Mobiles & Tablets | 188,106,300 | 187,665,500 | 28,624,860 | 41 | 19 |
| 3. | MACBOOK … | Computing | 177,190,000 | 177,190,000 | 63,788,400 | 13 | 10 |
| 4. | iphone_7-12… | Mobiles & Tablets | 130,456,700 | 130,398,700 | 18,508,070 | 23 | 23 |
| 5. | Apple iPhone… | Mobiles & Tablets | 129,997,720 | 129,997,720 | 31,519,340 | 26 | 24 |
| 6. | iphone_7-12… | Mobiles & Tablets | 118,927,060 | 118,927,060 | 19,451,740 | 21 | 21 |
| 7. | samsung_K6… | Entertainment | 98,736,320 | 98,736,320 | 27,293,660 | 19 | 19 |
| 8. | GMZV_PS4 … | Entertainment | 91,685,290 | 91,685,290 | 13,839,490 | 30 | 6 |

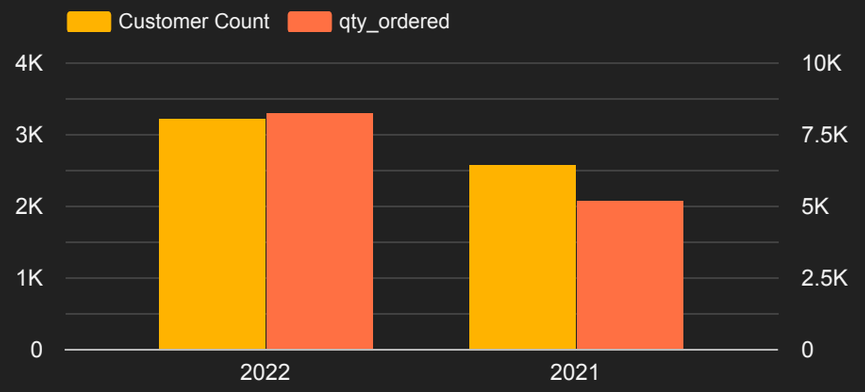
1 - 100 / 3155

## Net profir by customer count

| | customer_id | Net profit |
|---|---|---|
| 1. | C206125L | |
| 2. | C460487L | |
| 3. | C378684L | |
| 4. | C374672L | |
| 5. | C492850L | |
| 6. | C200115L | |
| 7. | C520373L | |

1 - 100 / 3998

## Customer Count and qty_ordered by Order Year




Sales value
8,548,453,652.8

After discount
8,515,253,661.42

Customers
5,764

Net profit
1,947,612,819.42

AOV
1,483,076.62

Quantity ordered
13,333

# Sales Data and Report for Project

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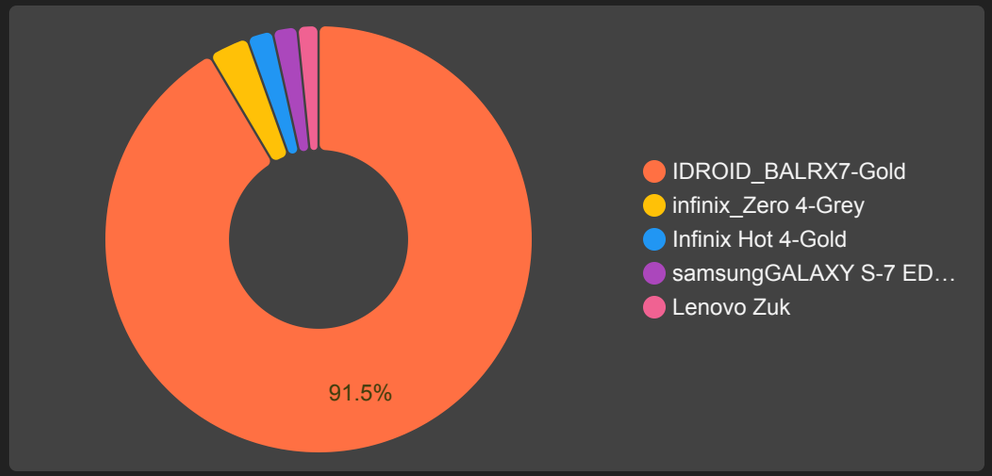
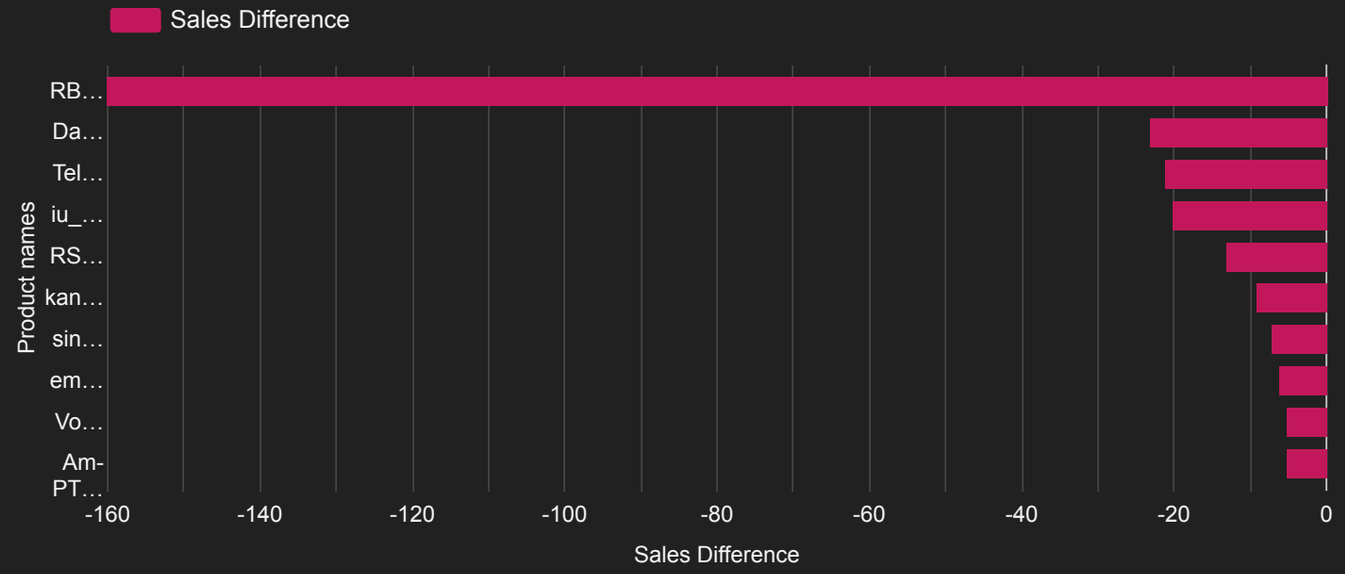
## Q1. Top 5 Sales in Mobile and Tablet category




## Q2. Unique Customer details

| | customer_id | registered_date |
|---|---|---|
| 1. | C107850L | 3 Aug 2022 |
| 2. | C110122L | 14 Aug 2022 |
| 3. | C114766L | 28 Jan 2022 |
| 4. | C115129L | 15 Nov 2021 |
| 5. | C115342L | 17 Jun 2022 |
| 6. | C115470L | 11 Jun 2022 |

1 - 100 / 820



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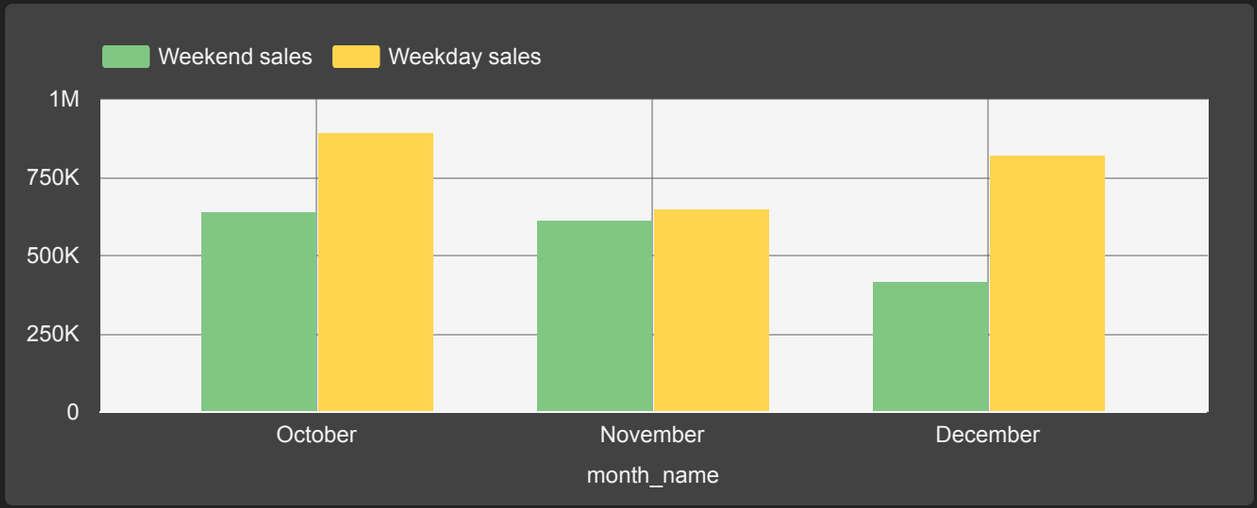
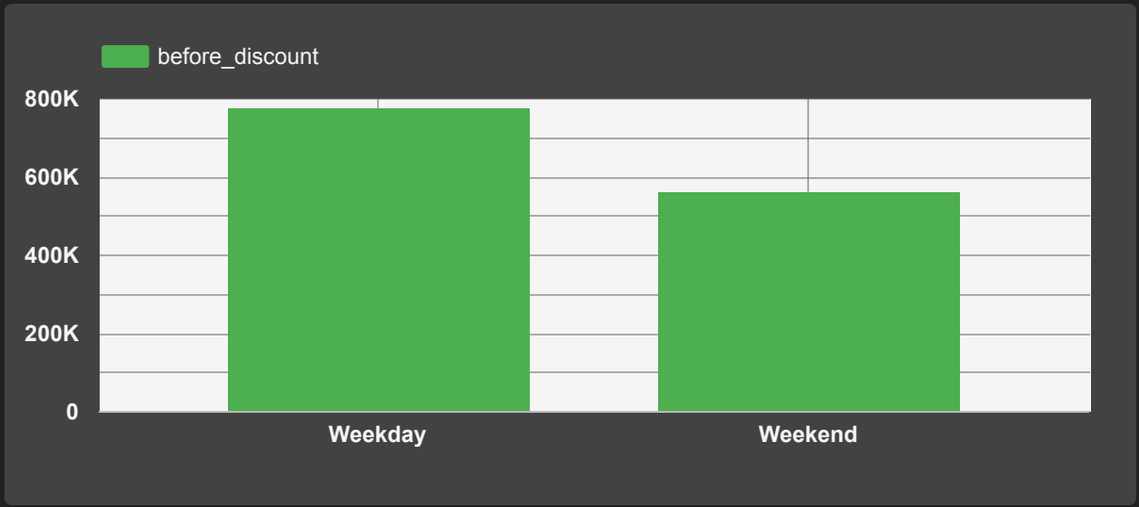
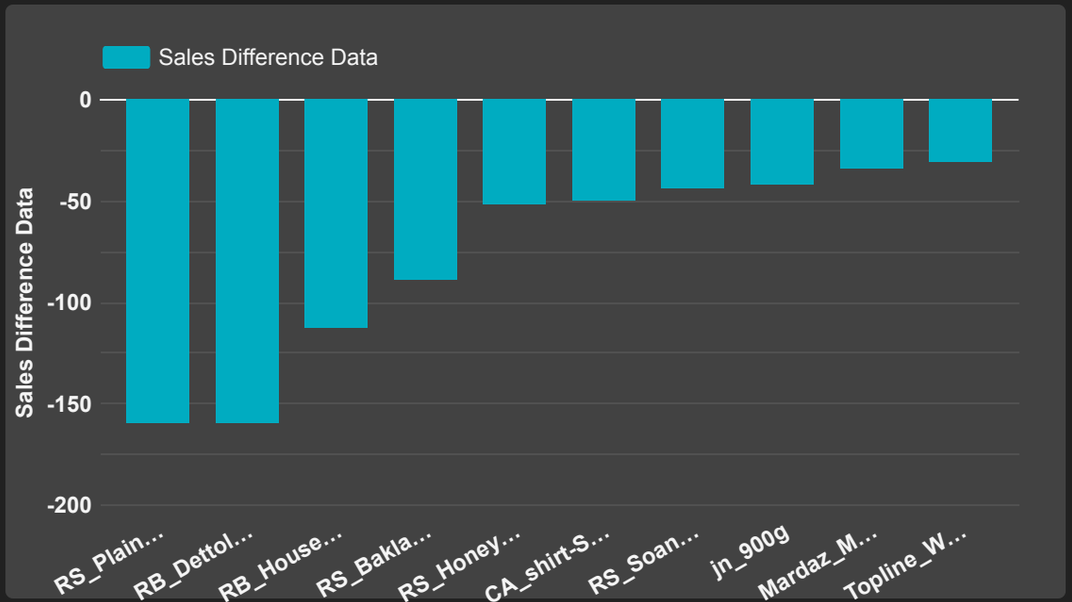
## Q4. Sales data Weekdays vs Weekends




## Q4. Sales Data average of 3 months




## Q5. Top decrease in sales ( Products)