Campaign Trend

sales value vs Net profit vs AOV

Legend: ● sales value | ▨ Net Profit | ▨ AOV

Chart axes: sales value | Net Profit (left, 0 to 1B); AOV (right, 0 to 6M); X-axis: order date(year month) — Jan 2... Feb 2... Mar 2... Apr 2... May 2... Jun 2... Jul 20... Aug 2... Sep 2... Oct 20... Nov 2... Dec 2... Jan 2... Feb 2... Mar 2... Apr 2... May 2... Jun 2... Jul 20... Aug 2... Sep 2... Oct 20... Nov 2... Dec 2...
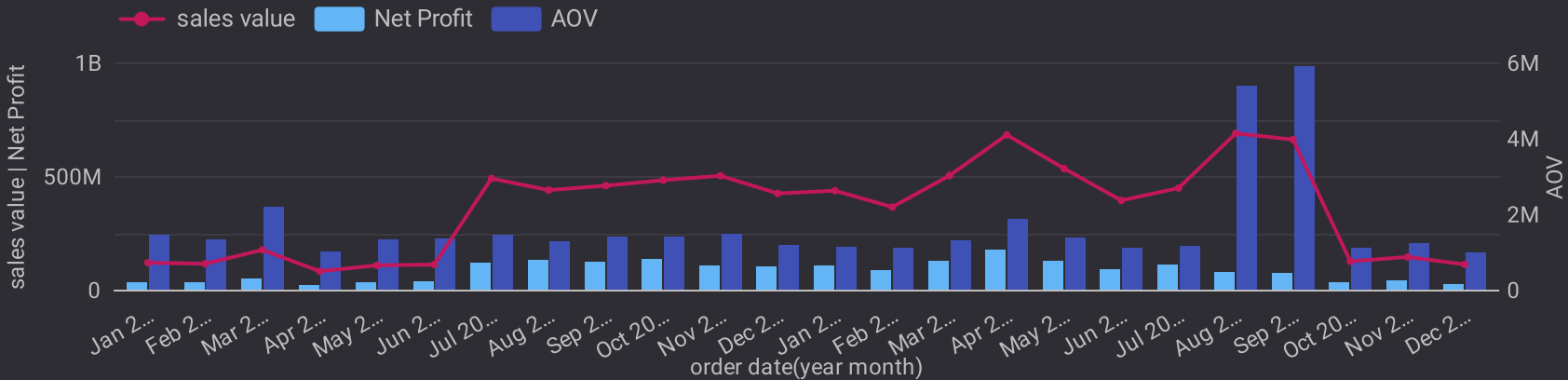
	category	sales value ▾	Net Profit	Net Pr...
1.	Mobiles & T...	3,425,097,954	642,108,02...	0.19
2.	Entertainm...	1,300,292,273.4	316,482,67...	0.24
3.	Computing	1,175,564,184	335,307,35...	0.29
4.	Appliances	1,168,138,239.26	293,882,41...	0.25
5.	Men Fashi...	280,365,794	66,975,785...	0.24
6.	Women Fa...	268,592,391.4	64,544,864...	0.24
7.	Home & Liv...	213,384,436	58,132,437...	0.27
8.	Beauty & G...	170,390,776	44,973,787...	0.26

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Net Profit by order date (year month)

Legend: — Net Profit

Chart axes: Net Profit (0 to 200M); X-axis: order date (year month) — Apr 2... May 2... Oct 20... Jun 2... Mar 2... Aug 2... Jun 2... Jan 2... Jul 20... Sep 2... May 2... Oct 20...

Legend: — sales value | — Net Profit | — Net Profit Percentage

Chart axes: sales value | Net Profit (left, 0 to 800M); right axis 0 to 0.4; X-axis: Order Date(Year Month) — Jan 2021, Apr 2021, Jul 2021, Oct 2021, Jan 2022, Apr 2022, Jul 2022, Oct 2022
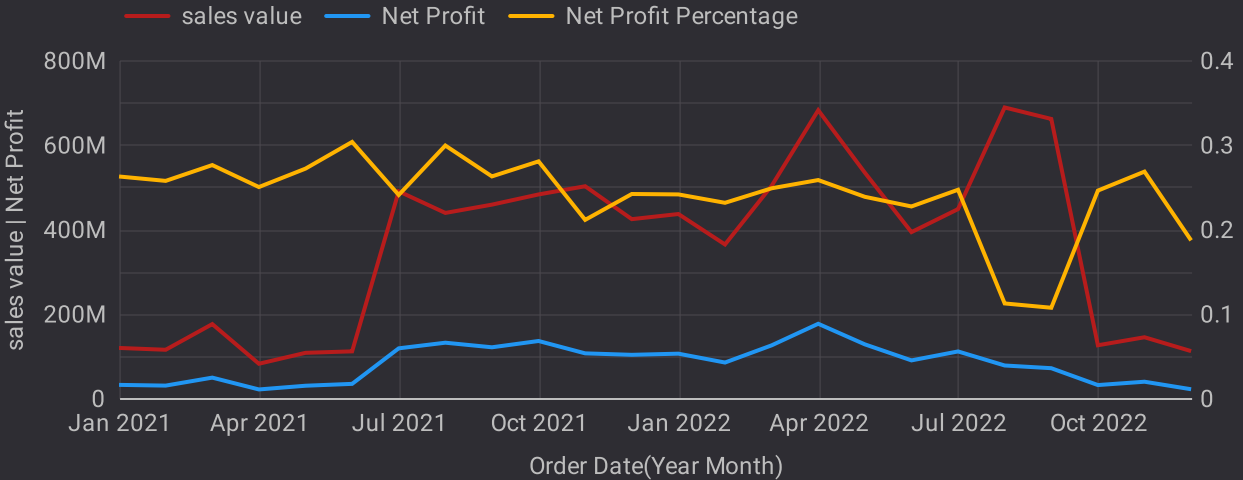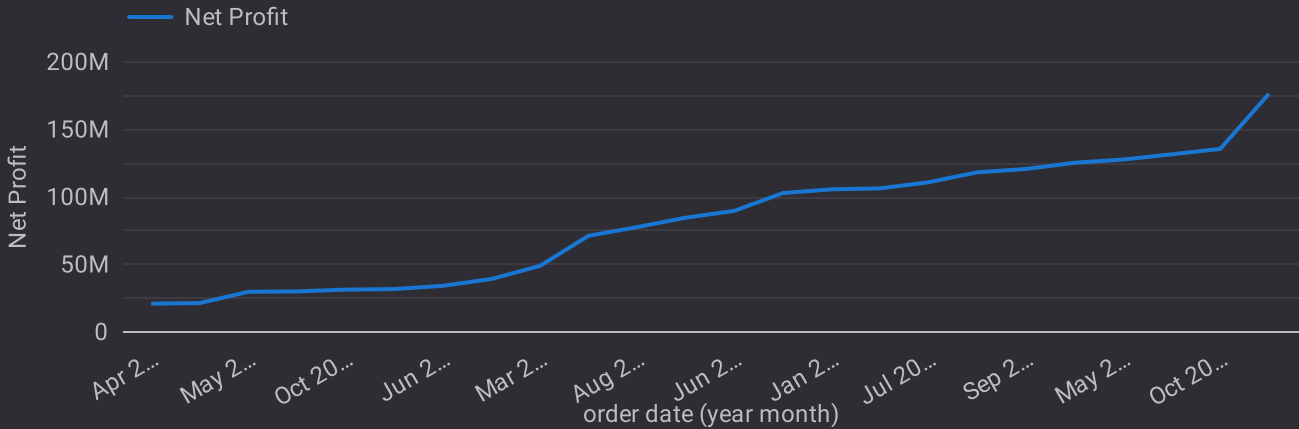
Customer and Sales Data

Category ▾	Payment Method ▾	Value Transaction ▾	☐ 2022	Select date range ▾

	Product Name	Category	Before Discount ▾	After Disc...	Net Profit	Quantity	CS ID
1.	samsungGALAXY S-7 EDGE ...	Mobiles & T...	188,106,238	187,665,438	28,624,798	41	19
2.	Apple iPhone 6S Plus 16GB ...	Mobiles & T...	96,415,720	96,415,720	20,663,080	20	18
3.	MACBOOK PRO 15-INCH 2.2...	Computing	81,780,000	81,780,000	29,440,800	6	5
4.	Huawei Mate 8 With 4GB Ra...	Mobiles & T...	81,662,724	81,662,724	8,983,040	22	3
5.	Apple iPhone 6S 128GB	Computing	75,863,304	75,863,304	25,035,120	12	10
6.	Apple iPhone 6 Plus (128GB...	Mobiles & T...	75,863,304	75,863,304	11,379,600	12	9
7.	Lenovo Zuk	Mobiles & T...	69,017,970	69,017,970	24,157,000	35	2
8.	samsung_K6000 49	Entertainme...	61,811,064	61,811,064	16,689,384	12	12

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	Customer ID	Net Profit ▾
1.	C520373L	
2.	C492850L	
3.	C378684L	
4.	C750160L	
5.	C200115L	
6.	C783325L	
7.	C781213L	
8.	C332672L	
9.	C320333L	

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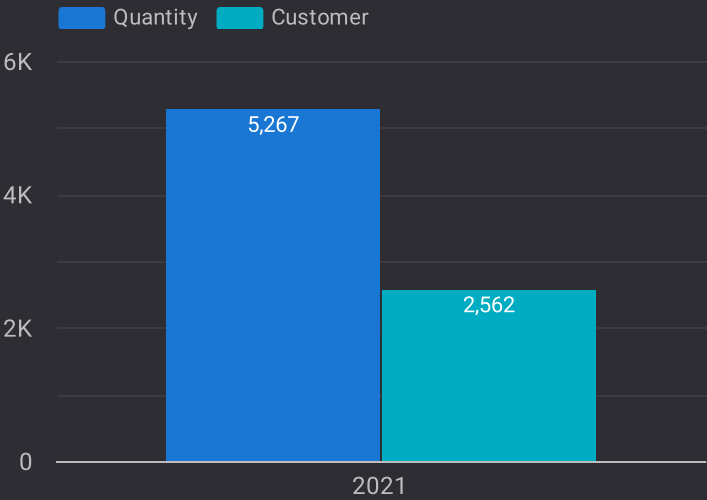
Before Discount
3,497,040,371

After Discount
3,479,793,638.32

Net Profit
902,513,816.32

Quantity
5,267

Customers
2,562

AOV
1,364,965.02

■ Quantity ■ Customer

6K
4K
2K
0

5,267
2,562
2021

Reset