



Year

2022

2023

Month

January

February

March

April

May

June

July

August

September

October

November

December

Overview

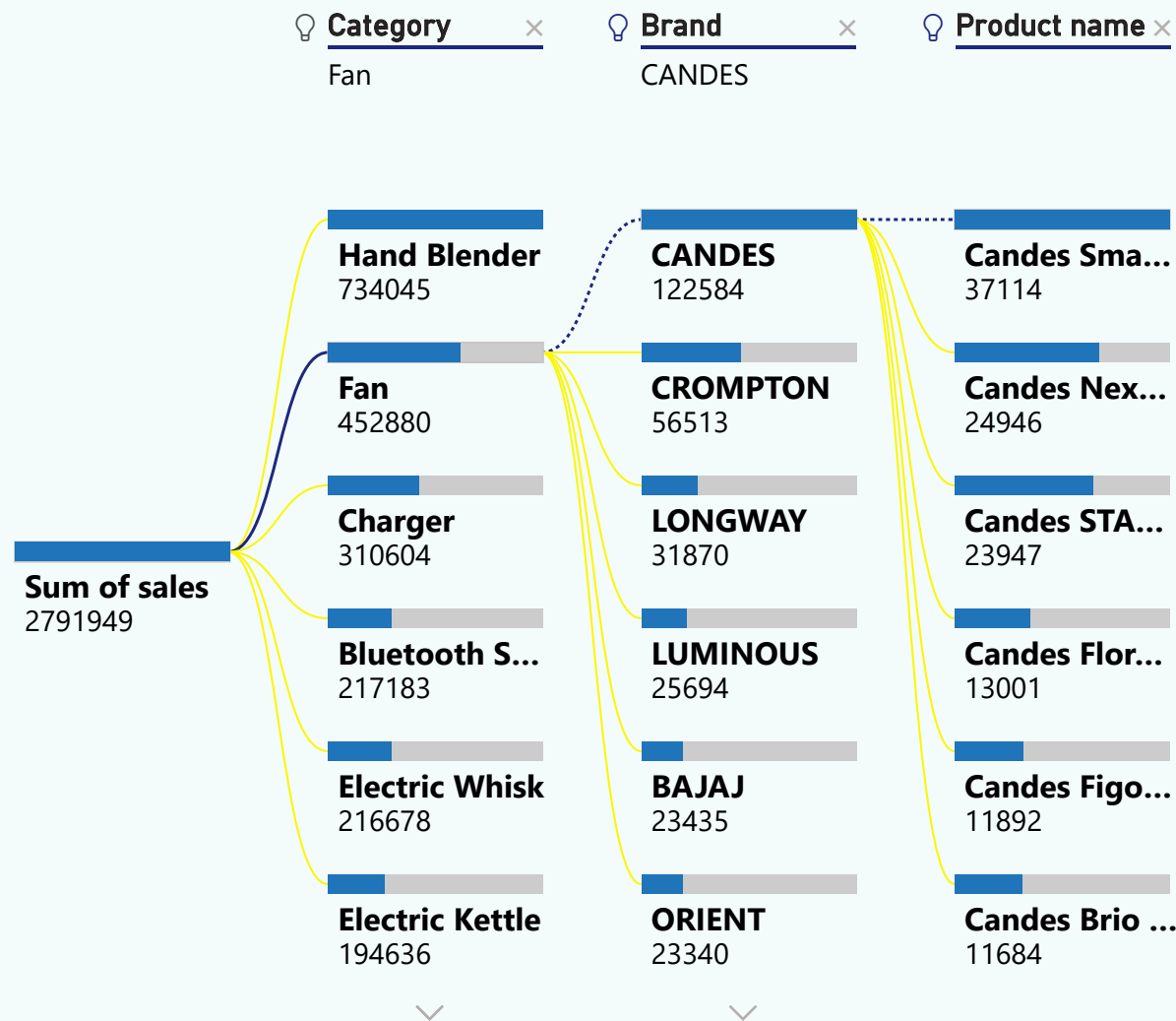
Total Profit
932.45K

Total Revenue
8242.5M

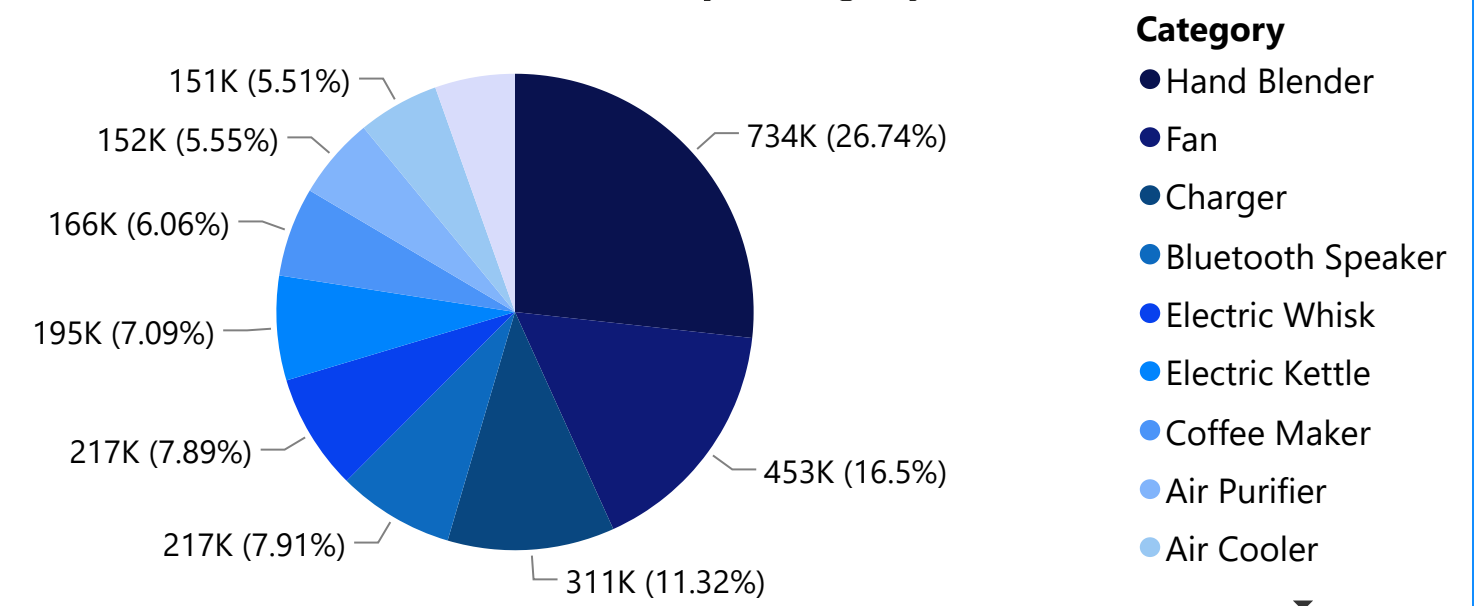
Total Sales
2.79M

Rating Rate
579K

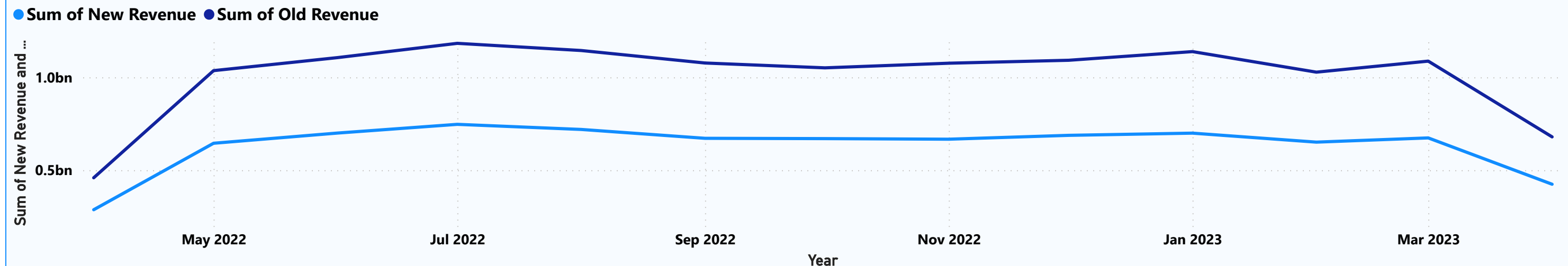
Total Products
237



Total Sales by Category



New Revenue Vs Old Revenue Over The Month





Date

4/18/2022 4/18/2023

Category

- ☐ Select all
- ☐ Air Cooler
- ☐ Air Purifier
- ☐ Bluetooth Speaker
- ☐ Charger
- ☐ Coffee Maker
- ☐ Electric Kettle
- ☐ Electric Whisk
- ☐ Fan
- ☐ Hand Blender
- ☐ Hard Disk

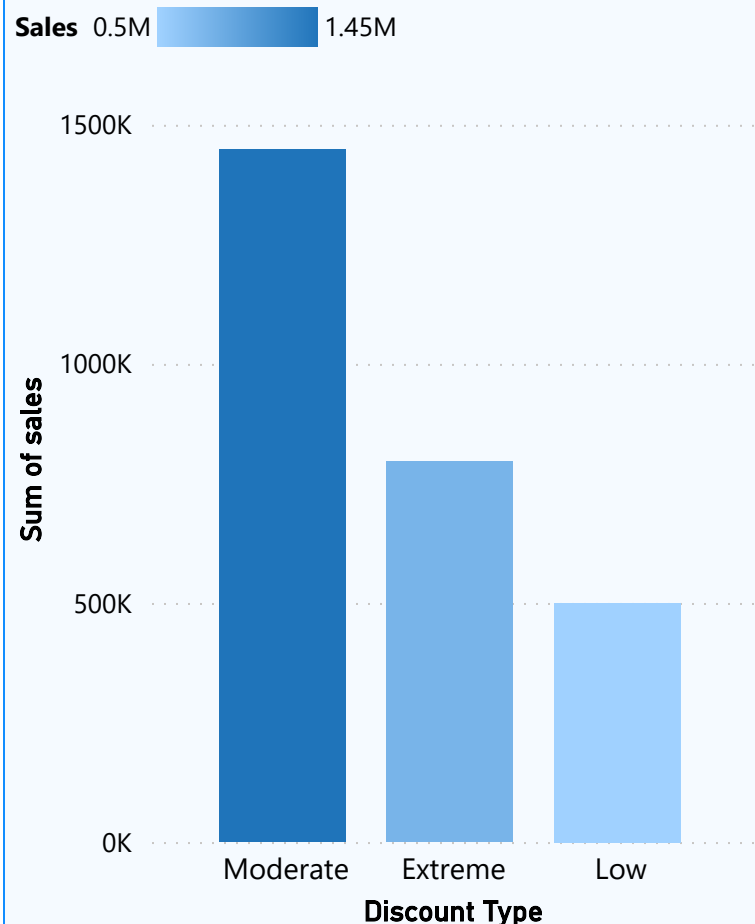
Sales Overview

Total Sales
2.79M

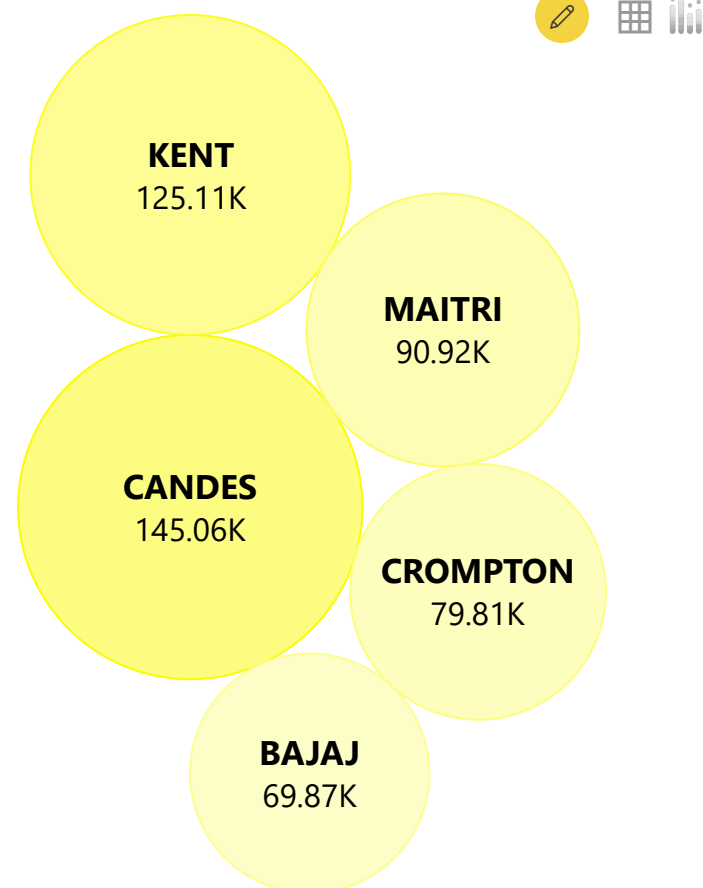
Total Profit
932.45K

Total Unit Sales
40.77K

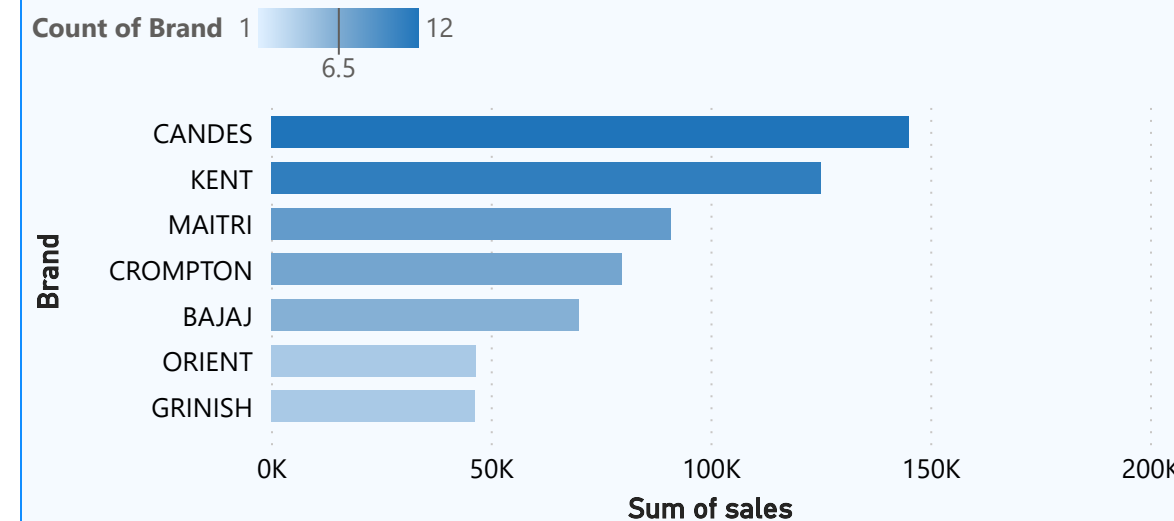
Sales Per Discount Type



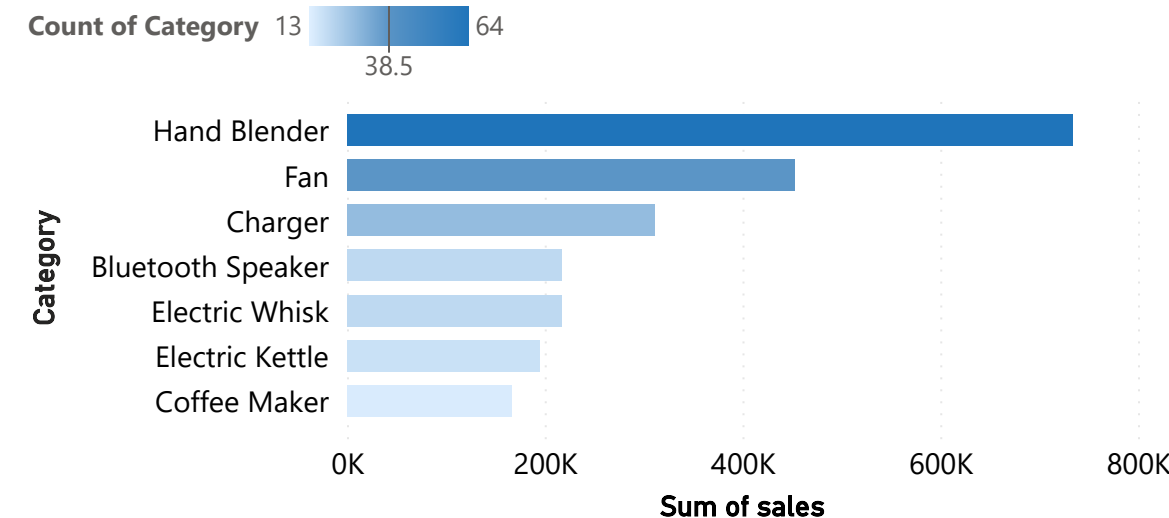
Top 5 Brand by Sales



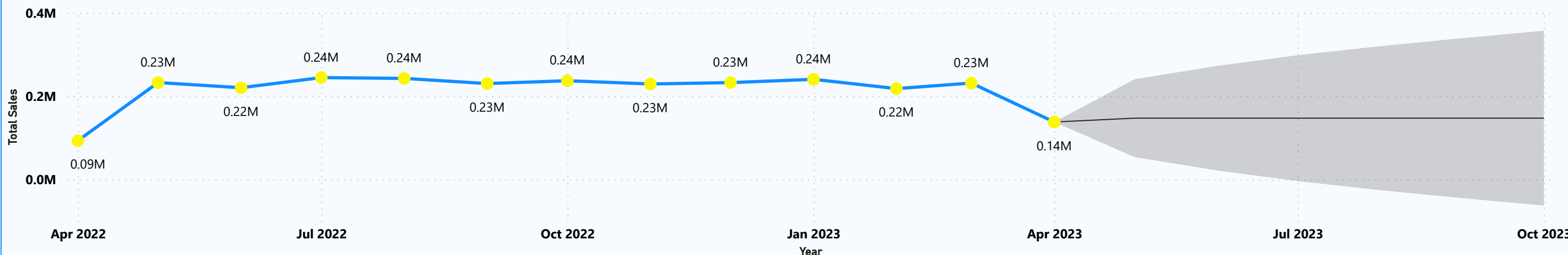
Sales by Brand



Sales by Category



Sales Per Month





Category

All

Net Profit
5.66bn

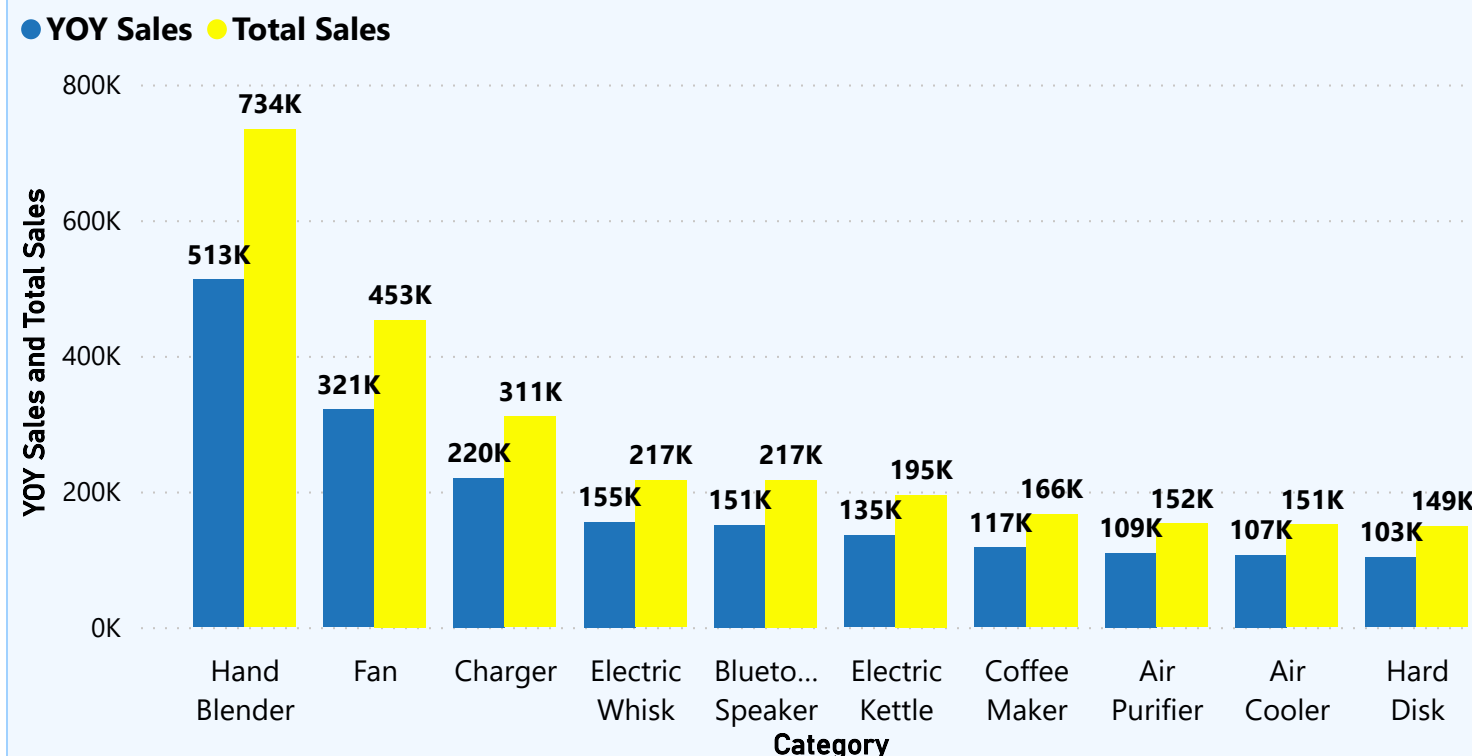
Total Sales
3M

YOY Sales
1.96M

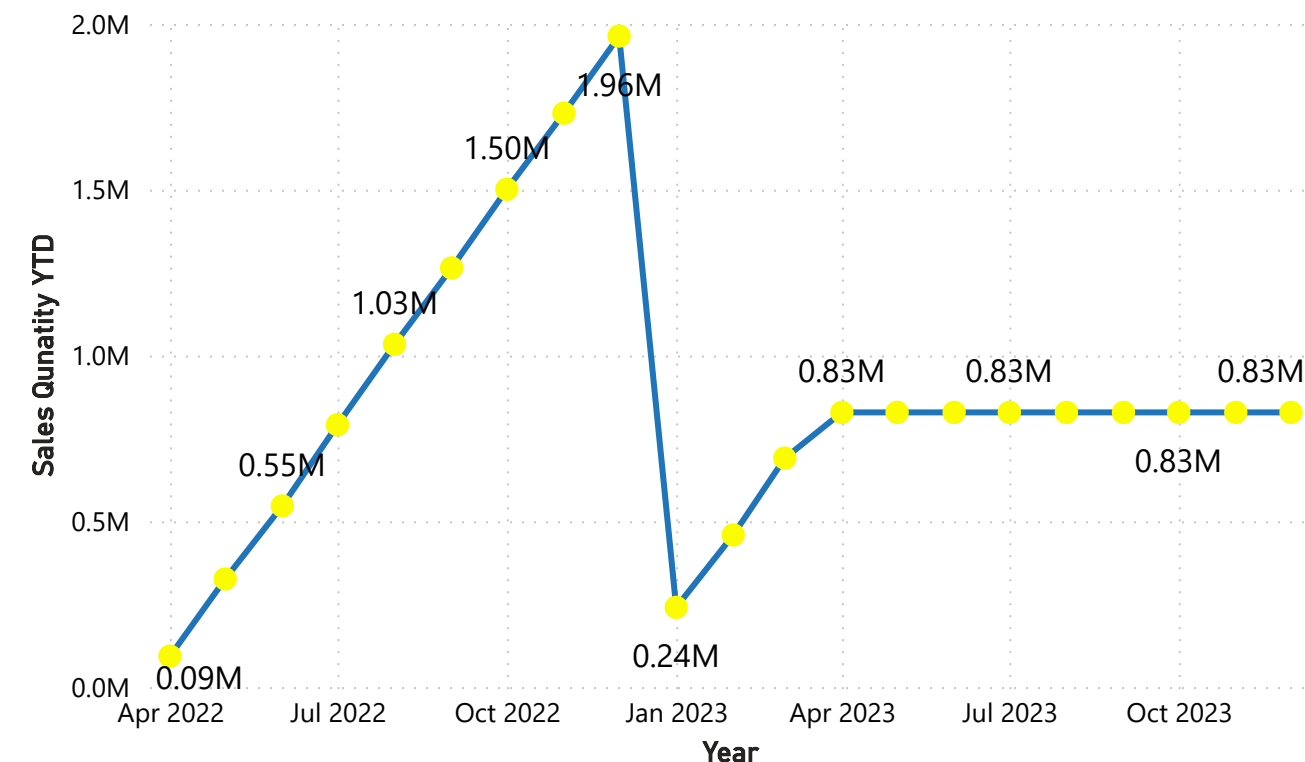
Total Product Cost
477.91K

All Over Sales

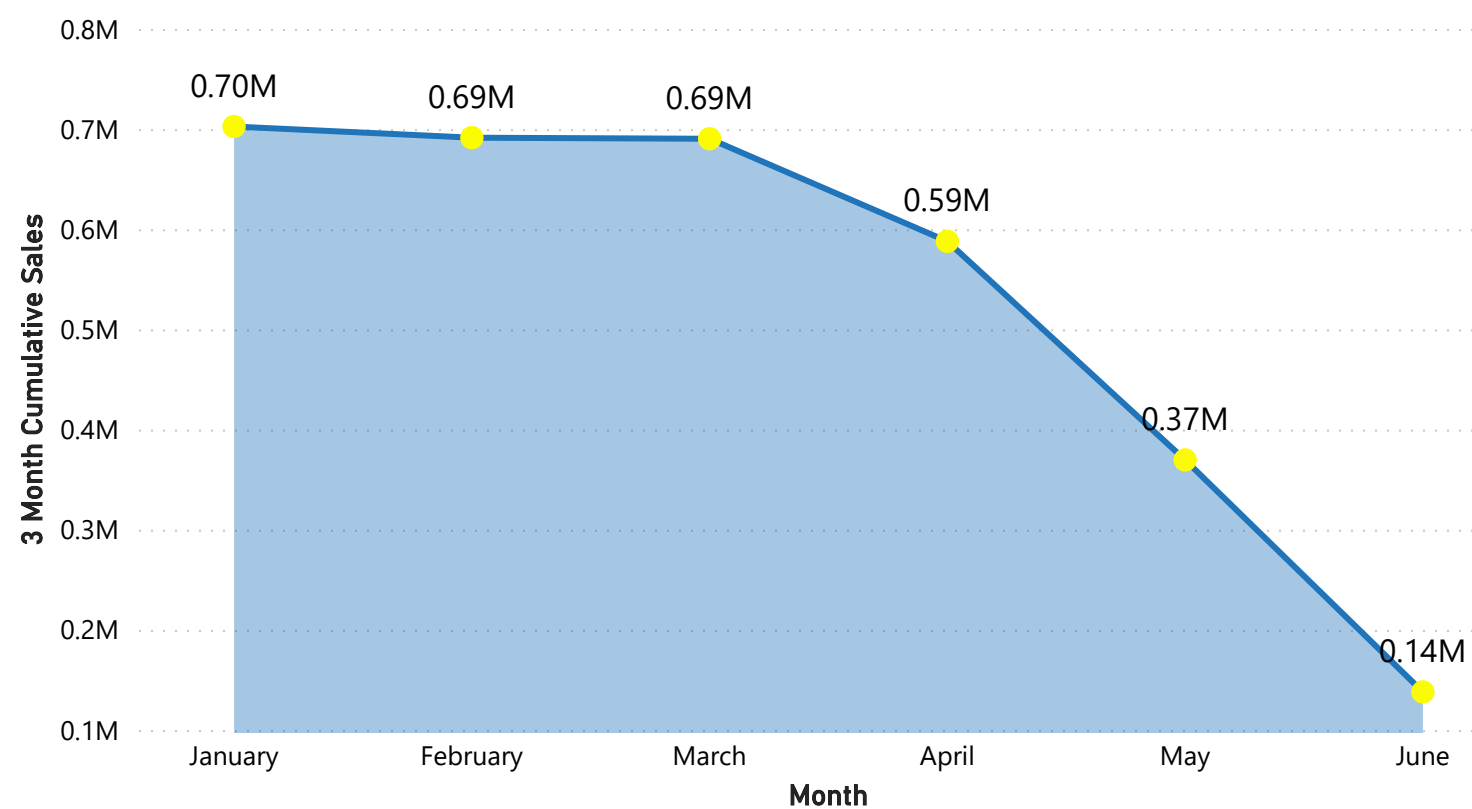
YOY Sales Vs Total Sales by Category



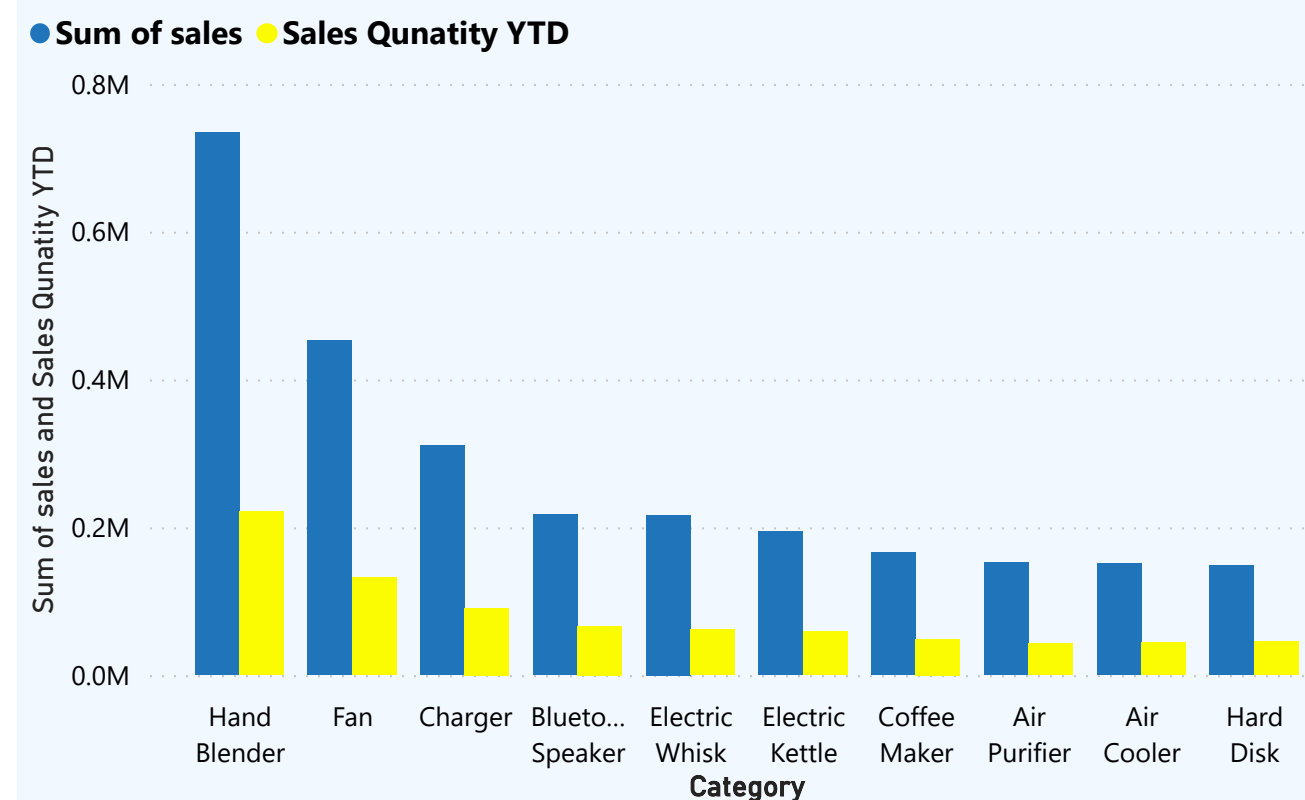
YOY Sales Vs Total Sales by Category



3 Month Cumulative Sales



Sales Quantity YTD Vs Sales By Category





Date

4/18/2022 4/18/2023

Unique Brands
151

Total Discount
425K

Total Cost
3M

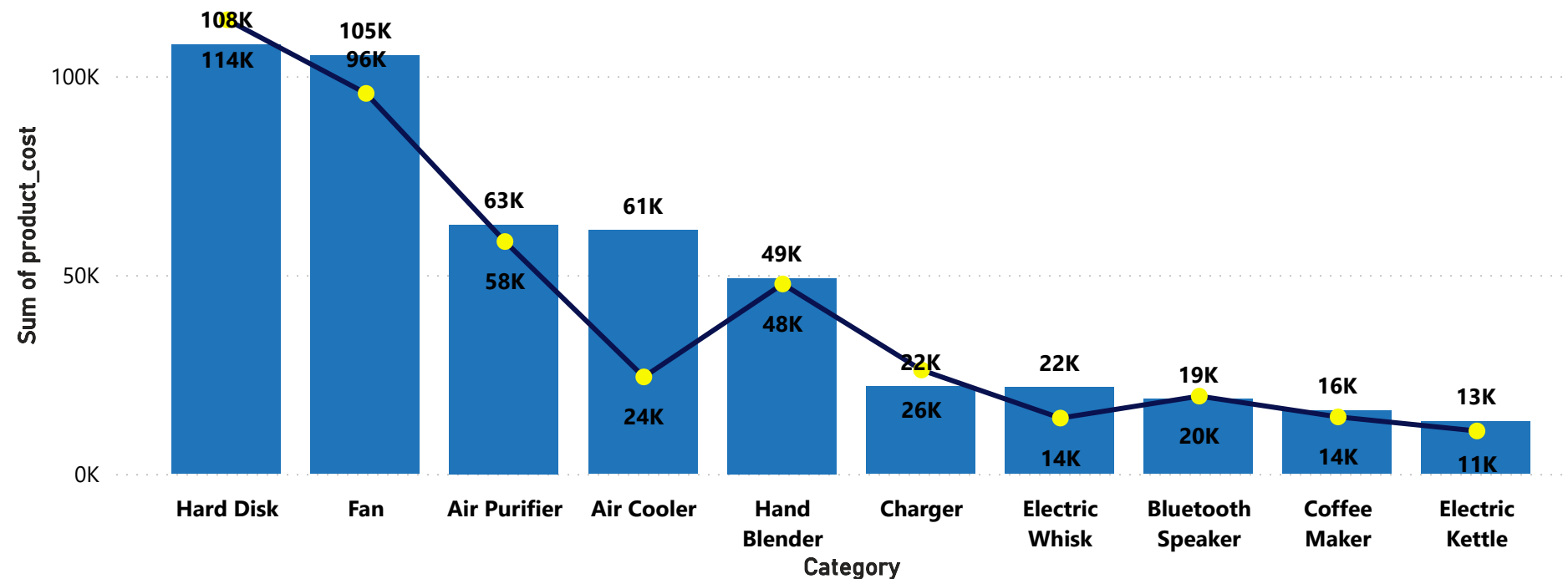
Total Product Cost
477.91K

Total Marketing
Cost
177.84K

Product Overview

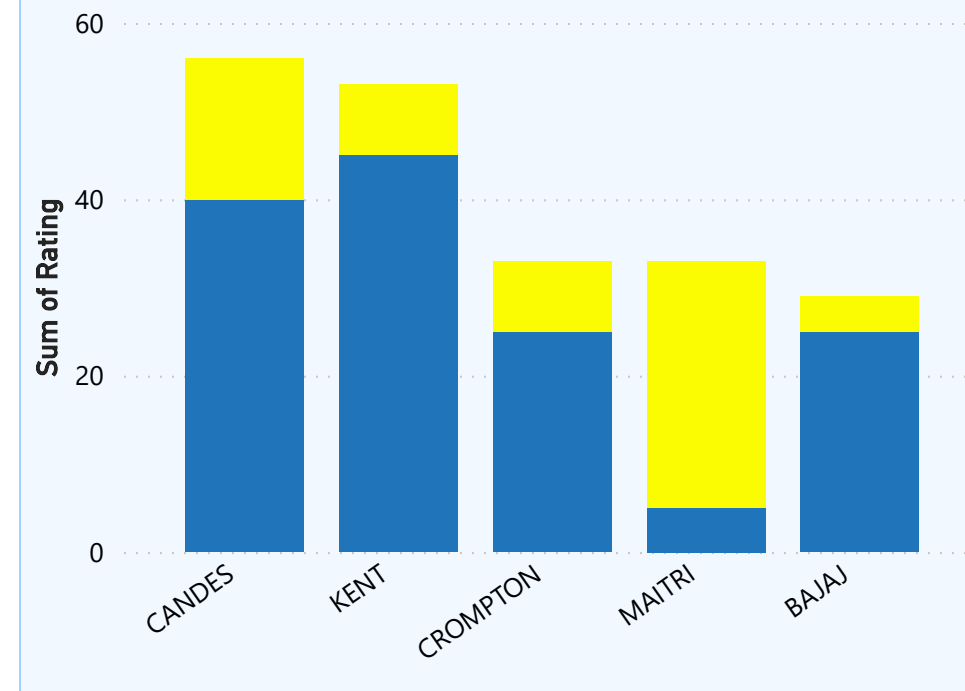
Product cost & Discount cost Per Category

Sum of product_cost Sum of discount_cost



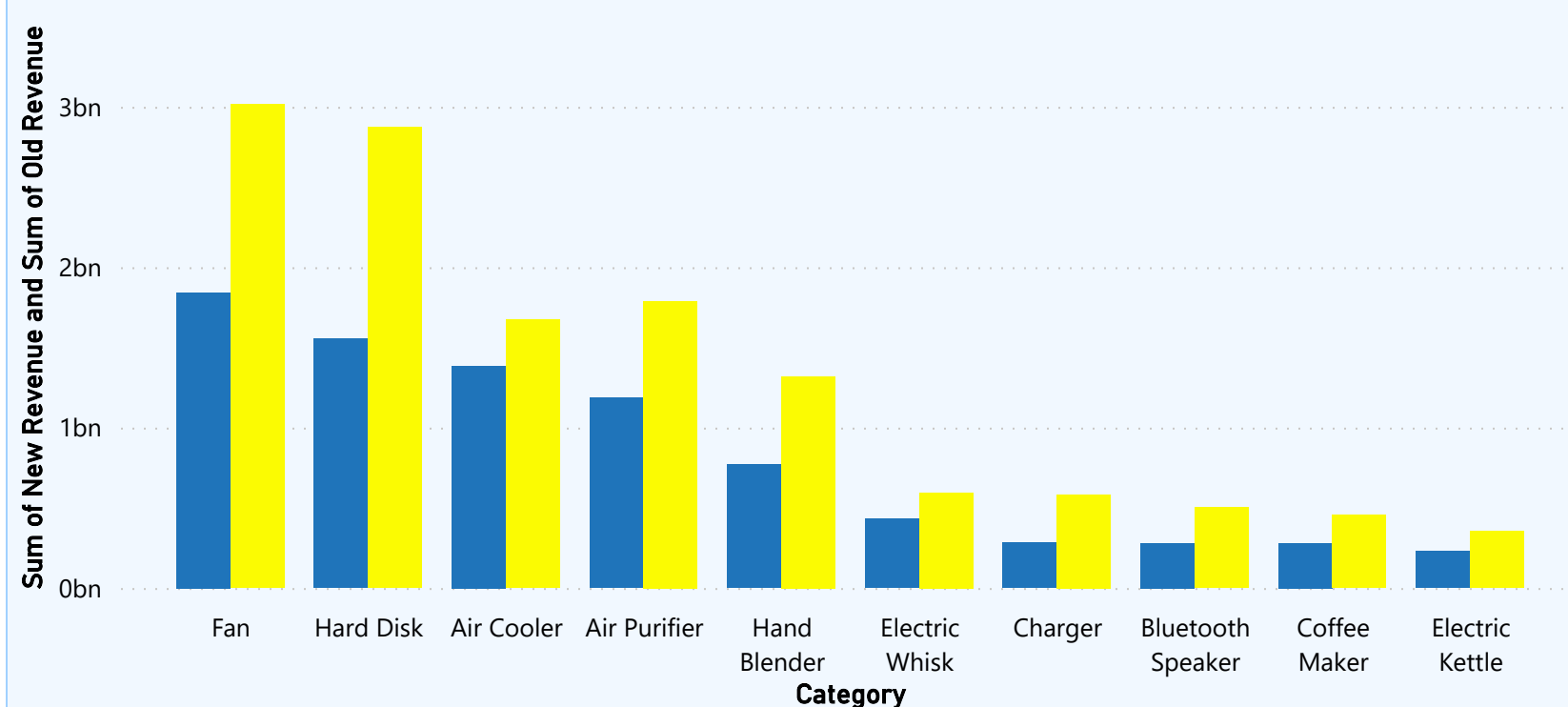
Top 5 Brand By Rating

Rating Type Extreme Moderate

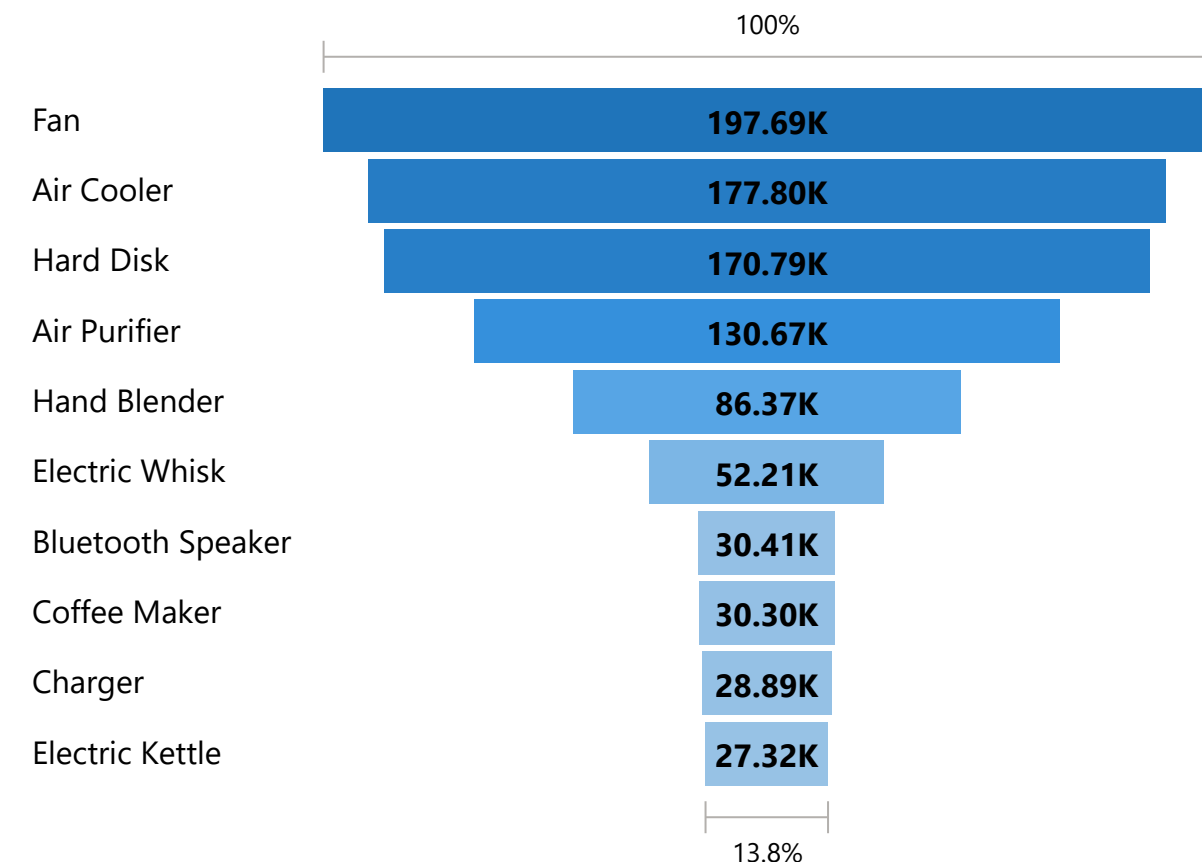


Revenue by Category

Sum of New Revenue Sum of Old Revenue



Profit By Category





Flipkart

Category

All

Total Sales

3M

Total Profit

932.45K

AVG. Profit

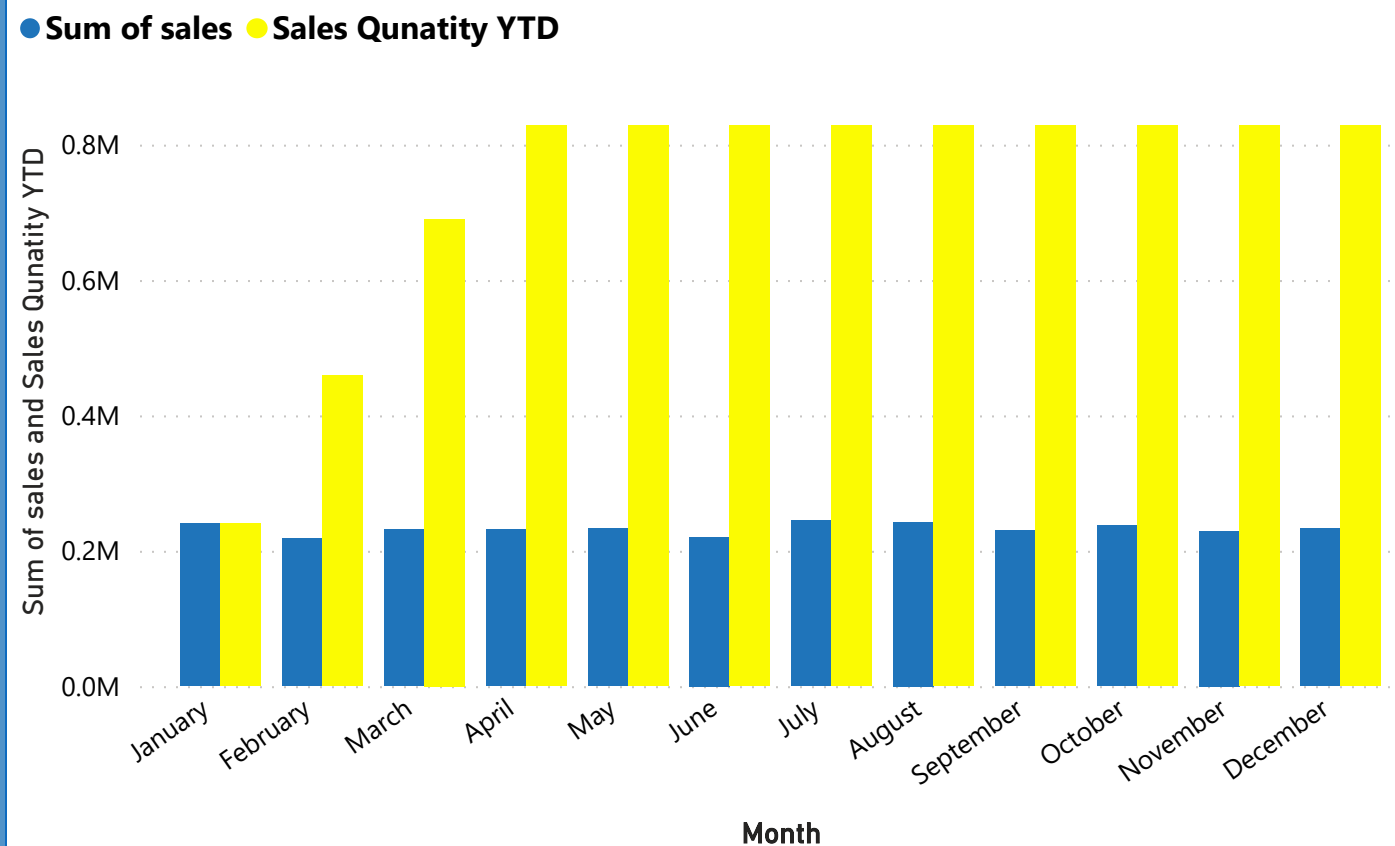
3.93K

AVG. Sales

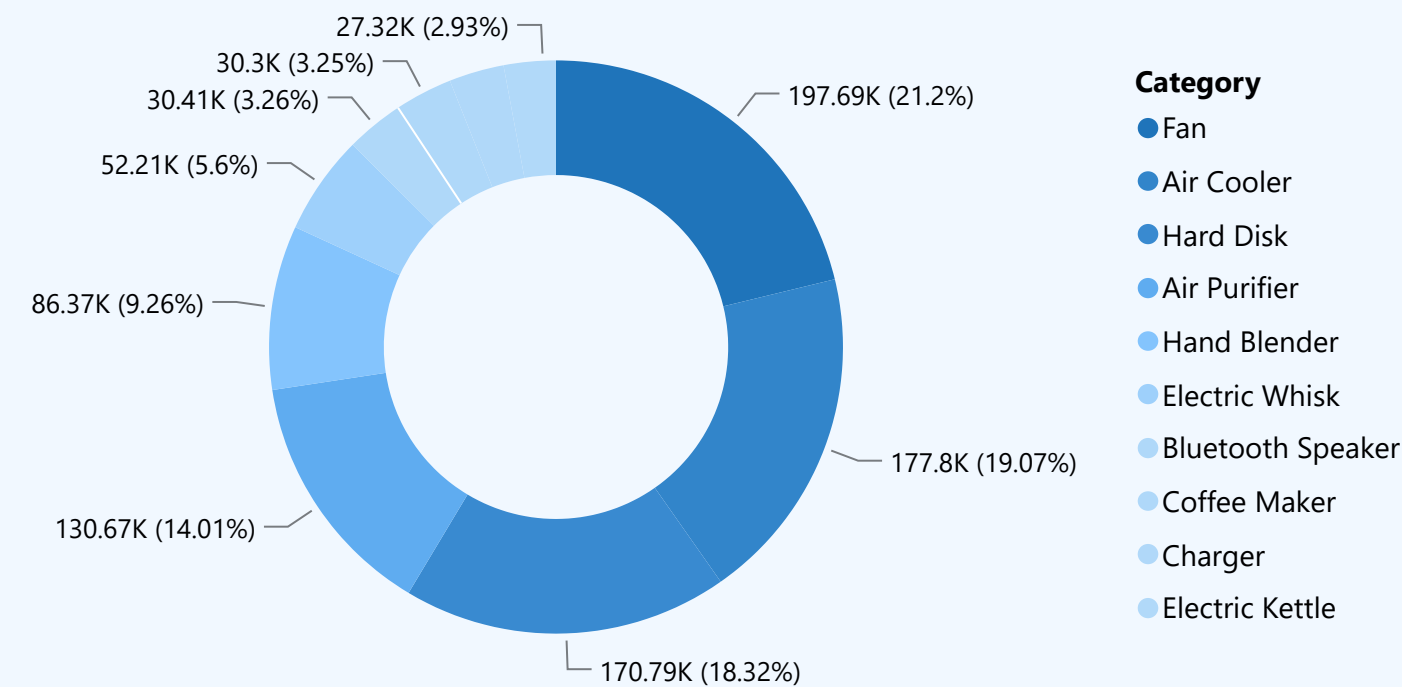
68.49

Product Overview

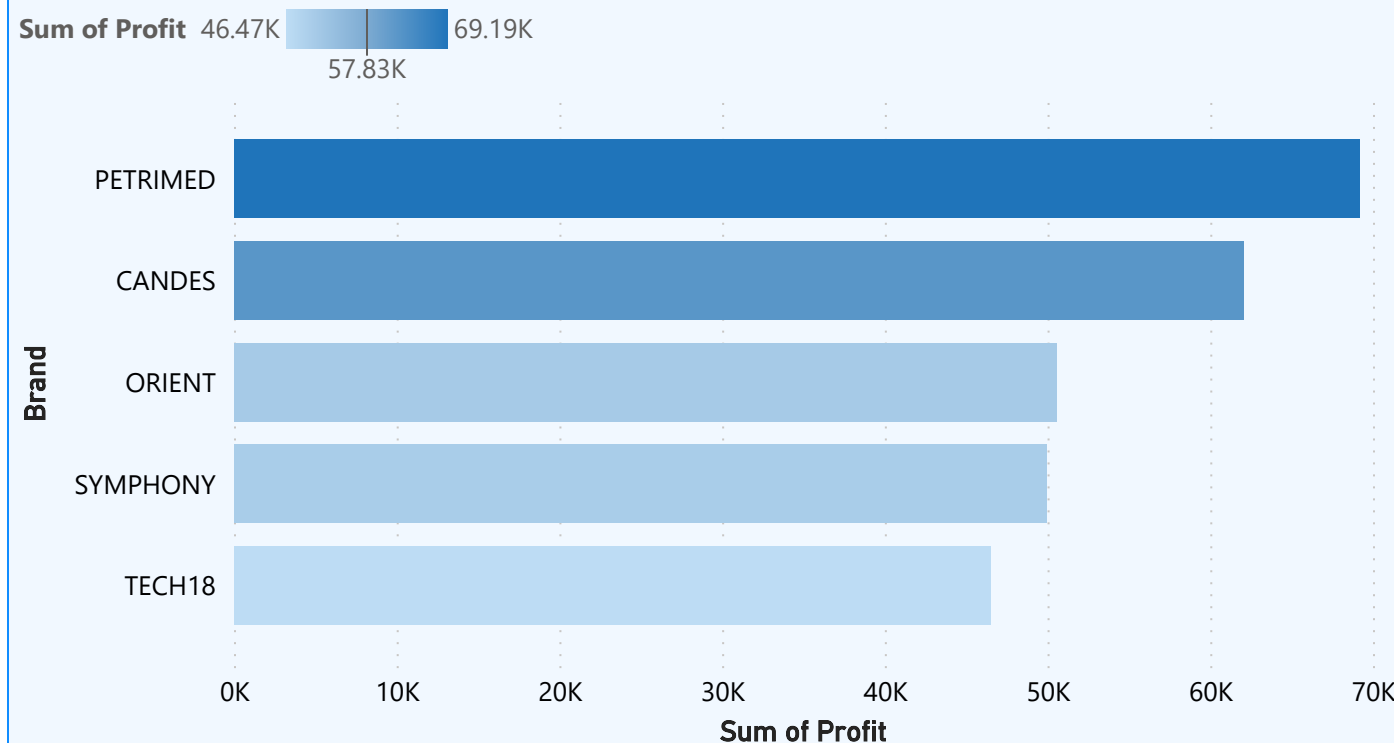
Sales Quantity YTD By Sales Over The Month



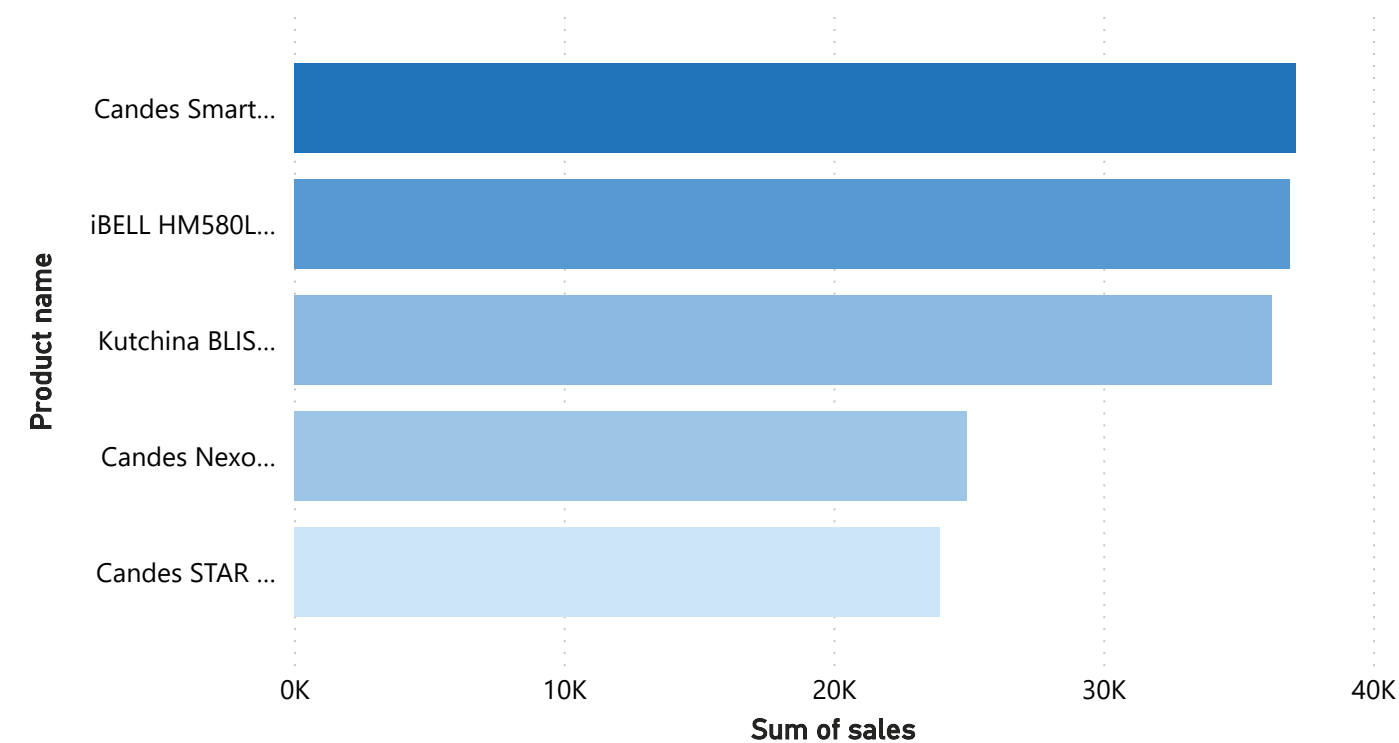
Profit by Category



Top 5 Brand By Profit



Highest Sale Product





Date

4/18/2022 4/18/2023

Cut-off

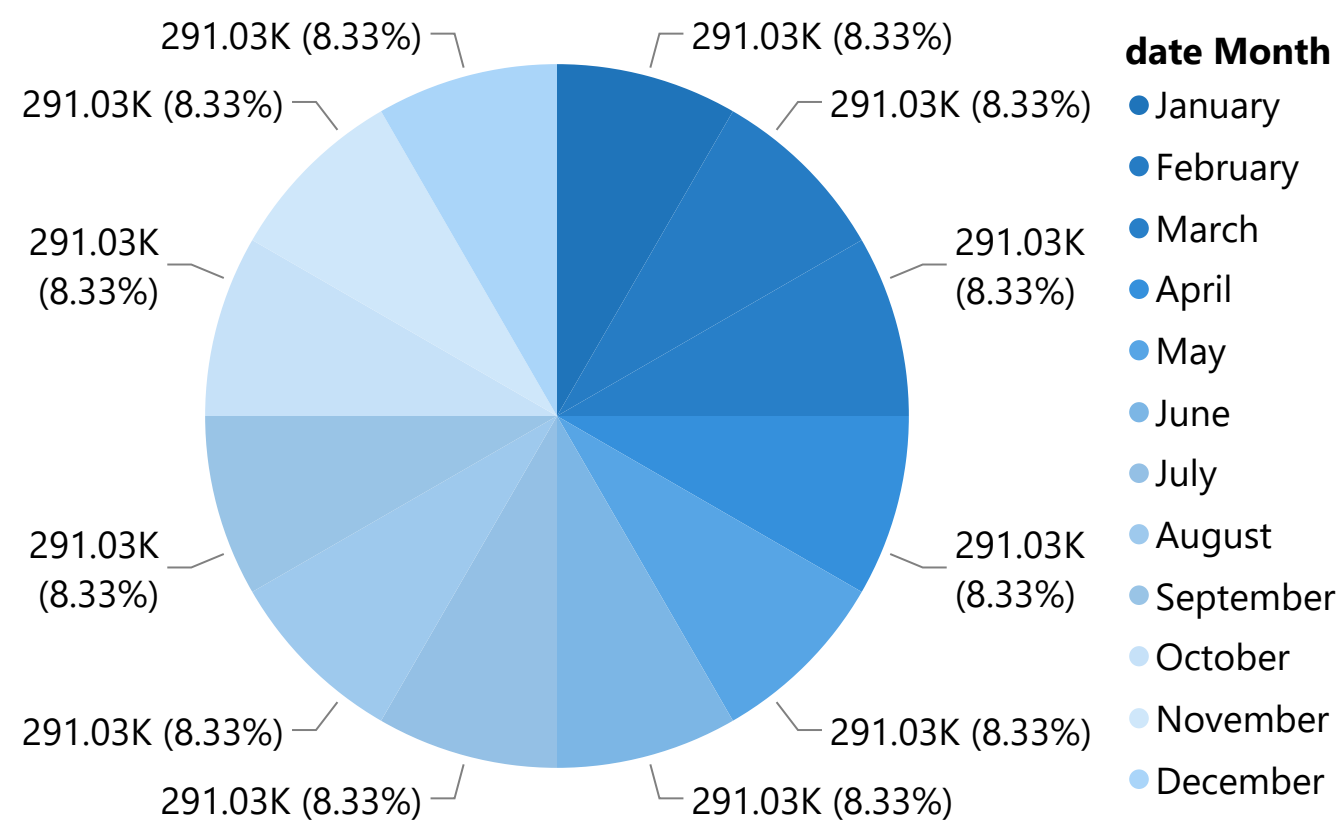
0.05
0.10
0.15

Category

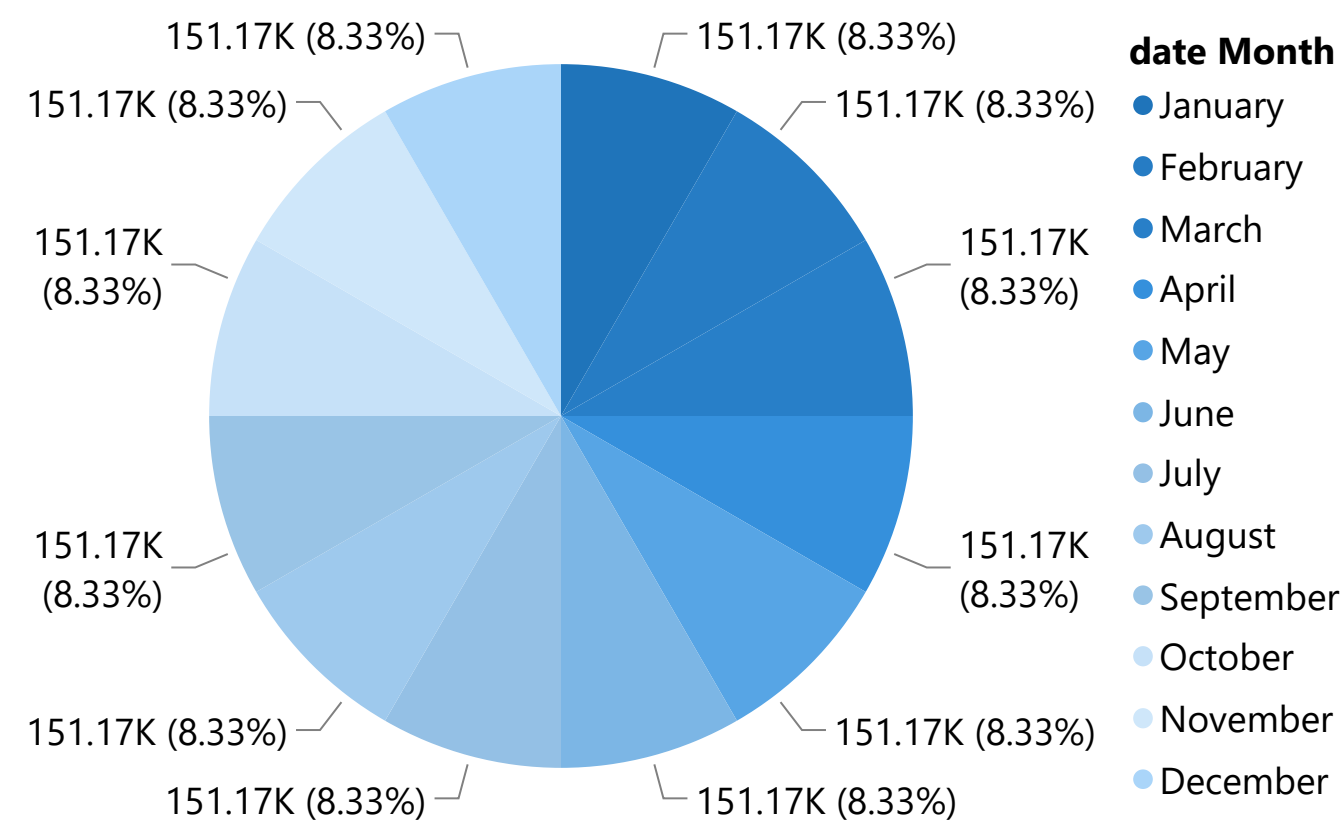
All

Marketing Vs Profit

Profit by Month



Marketing Cost by Month



All

- ☐ Negative
- ☐ Neutral
- ☐ Positive

