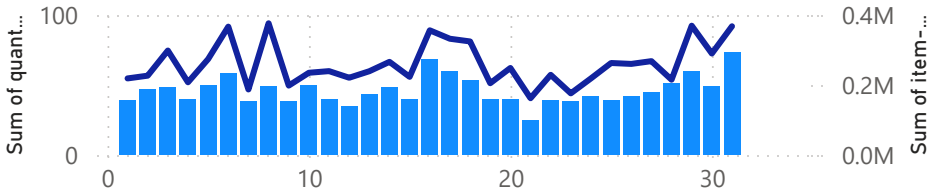


# Sales, Spends & Conversion Analysis Dashboard

Total Clicks	Spend(INR)	Spends	CPC(INR)	Total Conversion Rate	AMS Conversion Rate	AMS CPA	AMS CPA %	Total CPA	Total CPA %
341	3.60K	2.51K	120.86	13.25	2.16	473.86	0.08	288.53	0.05

## Total Sale

Sum of quantity Sum of item-price



## Category

- ☐ Select all
- ☐ 1100W

## product-name

- ☐ Select all
- ☐ (Refurbished) Balzano ...

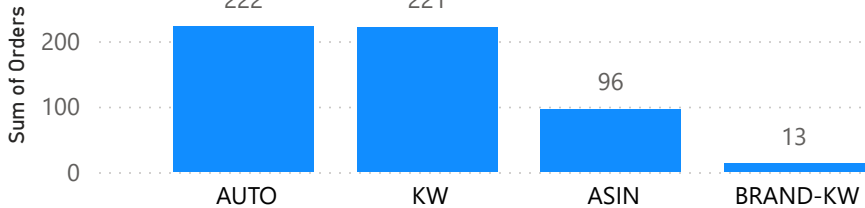
## Year

2023 2024

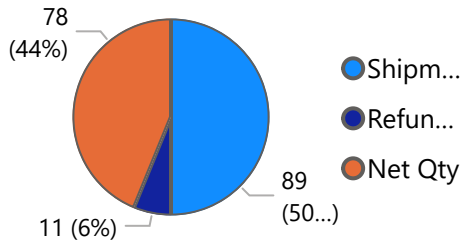
## Month

- ☐ Select all
- ☐ January

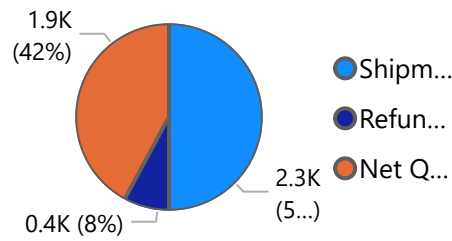
## Orders by TYPE 1



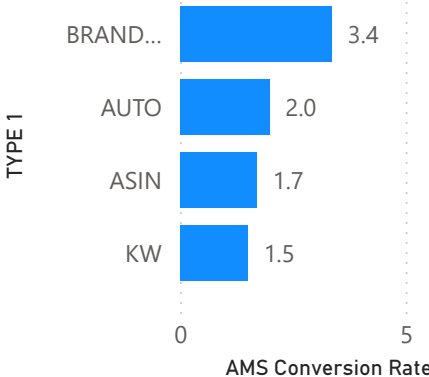
## B2B Details



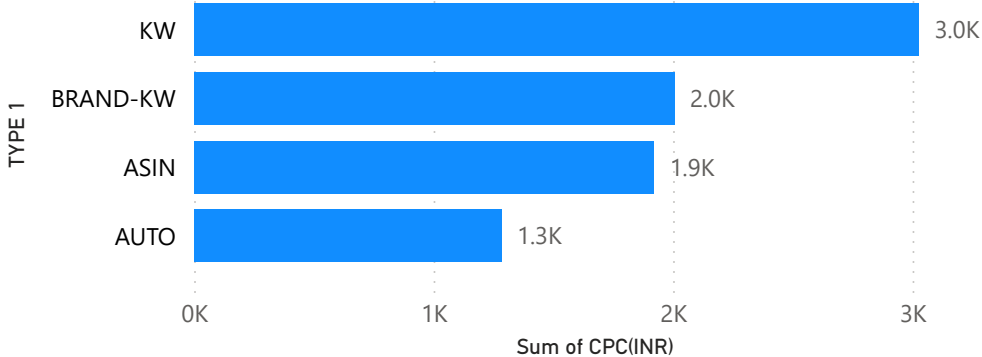
## B2C Details



## AMS Conversion Rate by TYPE 1

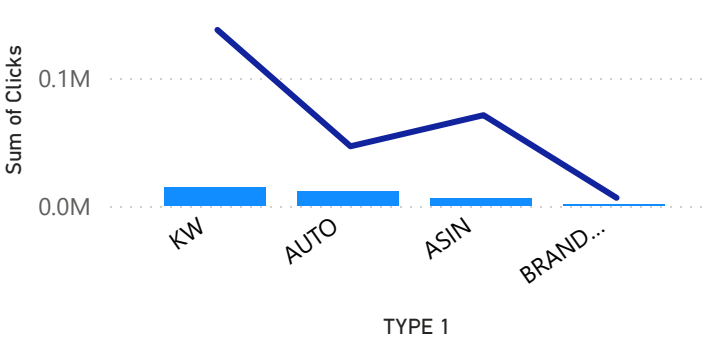


## CPC(INR) by TYPE 1



## Sum of Clicks and Sum of Spend(INR) by TYPE 1

Sum of Clicks Sum of Spend(INR)



## Clicks, Sessions and Total Sessions

Sum of Clicks Sum of Sessions Sum of Sessions - Total

