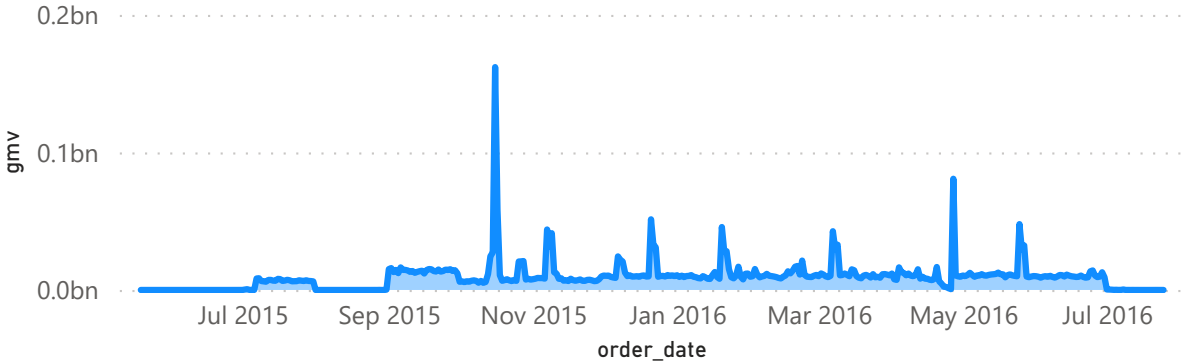


Sales Data EDA with Investment and pay-days

Total GMV by order Date

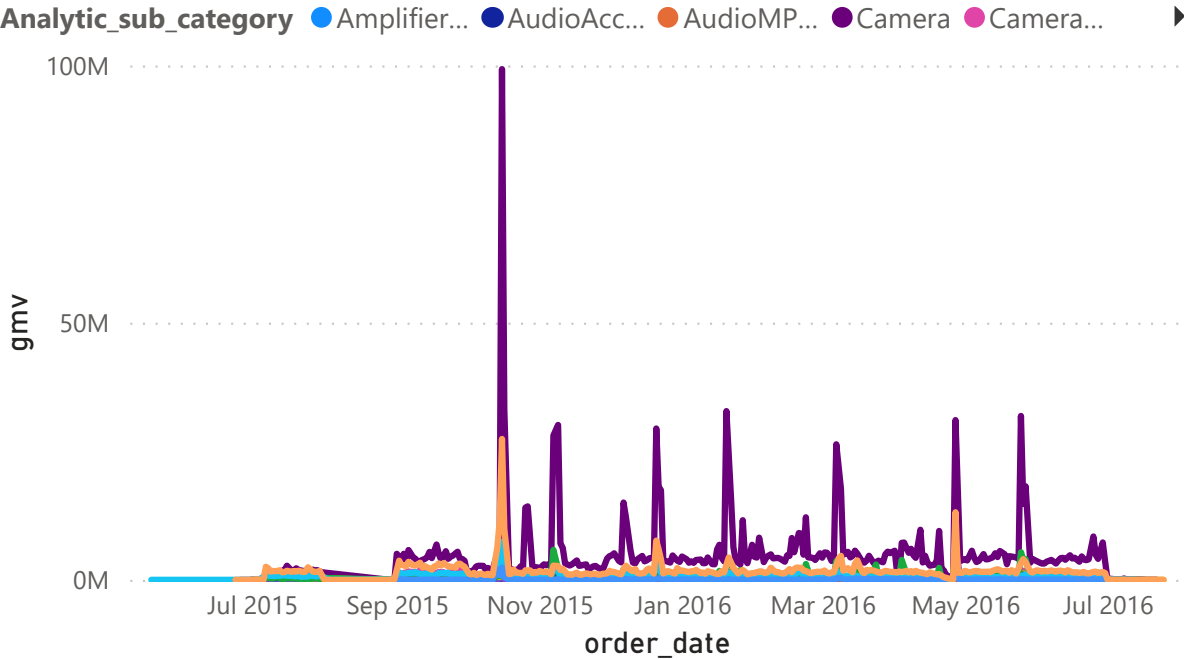


gmv trended down, resulting in a 14.96% decrease between Tuesday, May 19, 2015 and Monday, July 25, 2016.

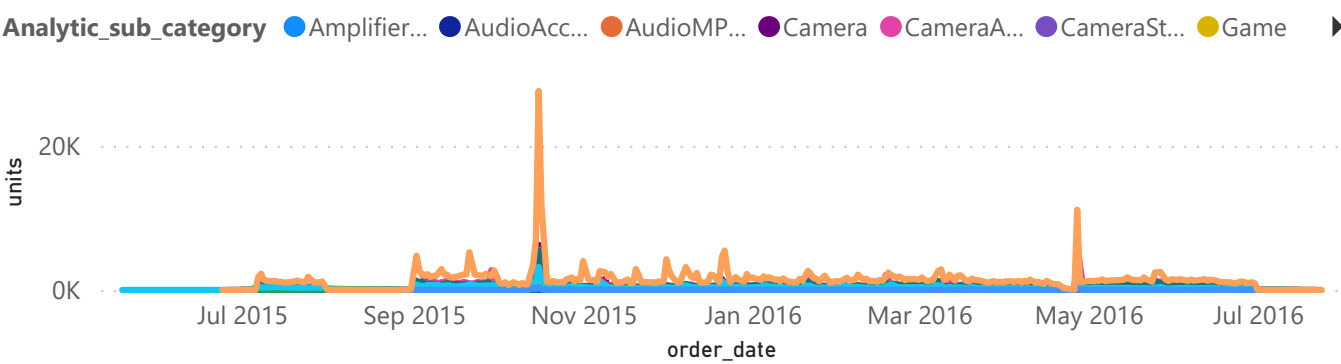
gmv started trending up on Monday, October 19, 2015, rising by 92.33% (6175379) in 22 days.

gmv jumped from 5848009 to 10759194 during its steepest incline between Monday, October 12, 2015 and Sunday, October 18, 2015.

Total GMV by Order Date and Sub category



Units by order date and sub category



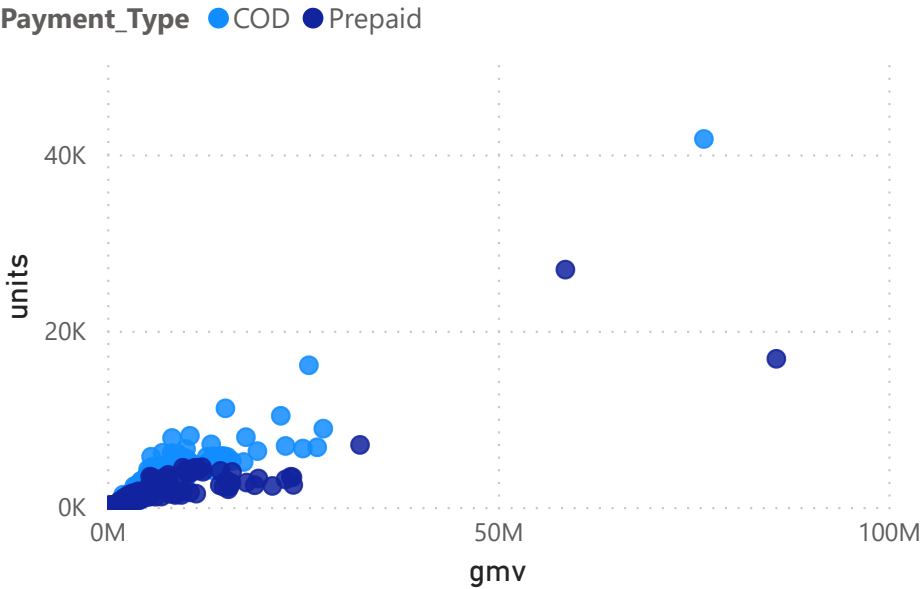
The most recent units anomaly was on Friday, July 15, 2016, when TVVideoSmall had a low of 2.

Across Analytic_sub_category, HomeTheatre had the most interesting recent trend and started trending down on Thursday, June 30, 2016, falling by 96.00% (24) in 11 days.

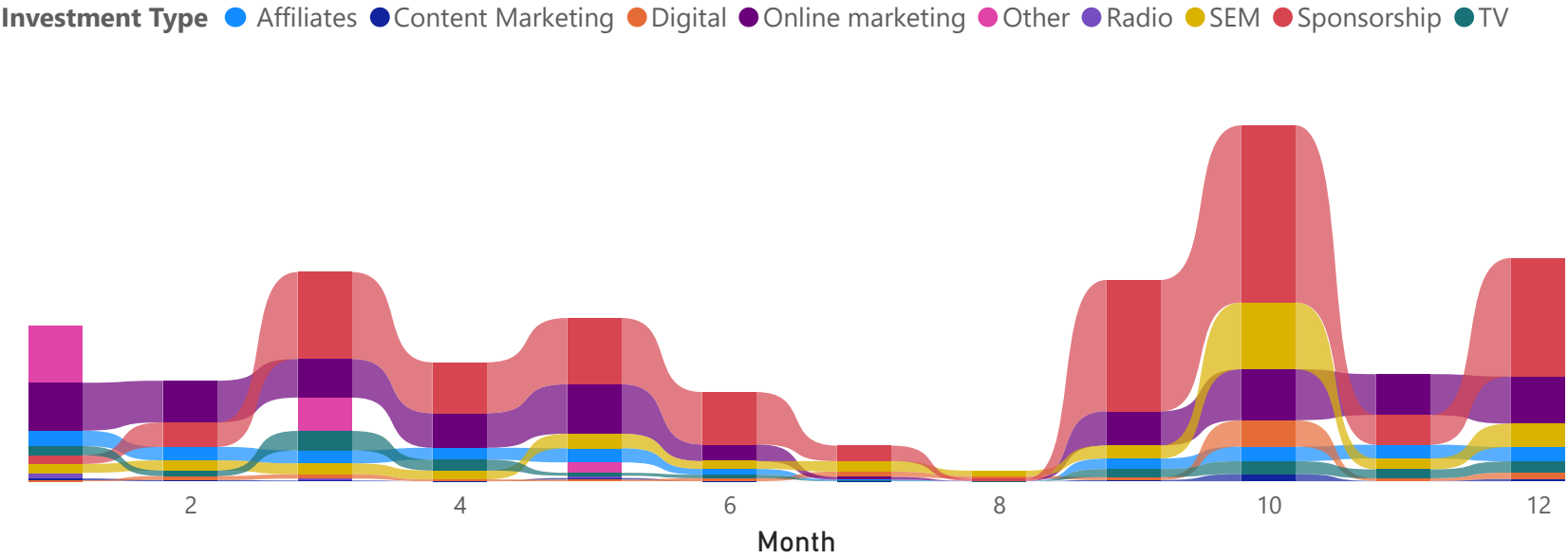
units for Analytic_sub_category CameraStorage was trending up but had a significant change in trend and dropped by 35 starting Wednesday, June 22, 2016. 1 other segments also had a significant change in trend.

Analytic_sub_category	Analytic_vertical	gmv	units
Camera	DSLR	1432517679	57200
Speaker	MobileSpeaker	400285769	253716
Camera	Point & Shoot	294562745	39319
GamingConsole	GamingConsole	230782691	9893
Speaker	LaptopSpeaker	221365479	291768
HomeAudio	HomeAudioSpeaker	209434162	86272
Game	PhysicalGame	206256256	108825
AudioMP3Player	AudioMP3Player	142705690	114644
CameraAccessory	Lens	123833240	35799
TVVideoSmall	SelectorBox	106942376	47363
GamingAccessory	GamePad	67813192	62261
TVVideoSmall	VideoPlayer	58120307	20662
GamingConsole	HandheldGamingConsole	52658376	19927
GamingAccessory	GamingHeadset	33953849	63663
CameraAccessory	Binoculars	20782480	14752
Total		4045891087	1685242

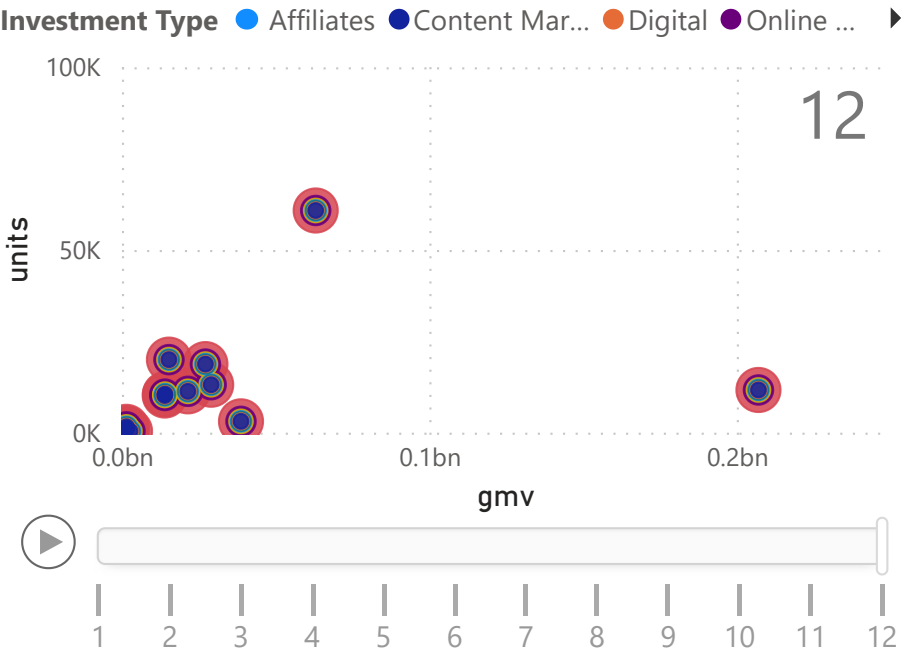
gmV and units by order_date and Payment_Type



investment and gmV by Month and Investment Type

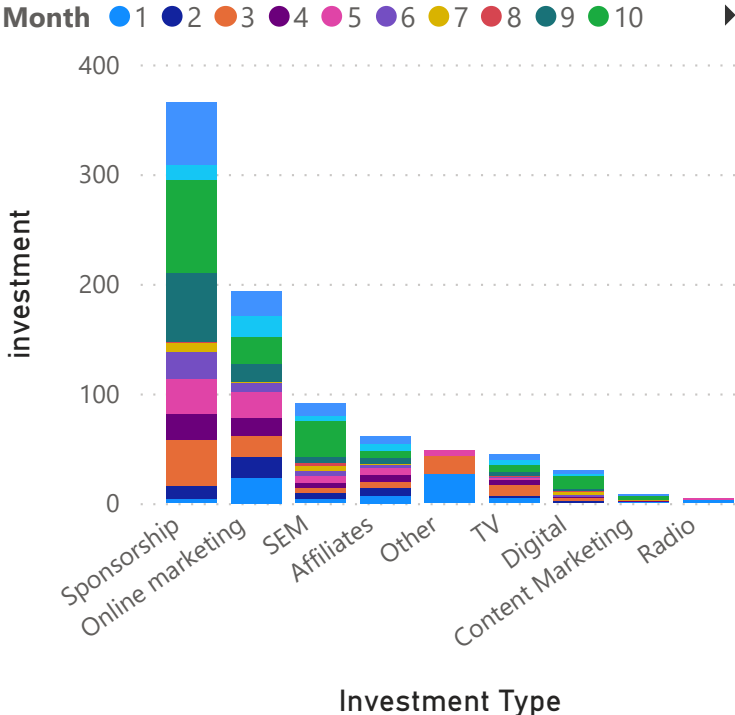


gmV, units, investment and Year by Analytic_sub_category, Investment Type and Month

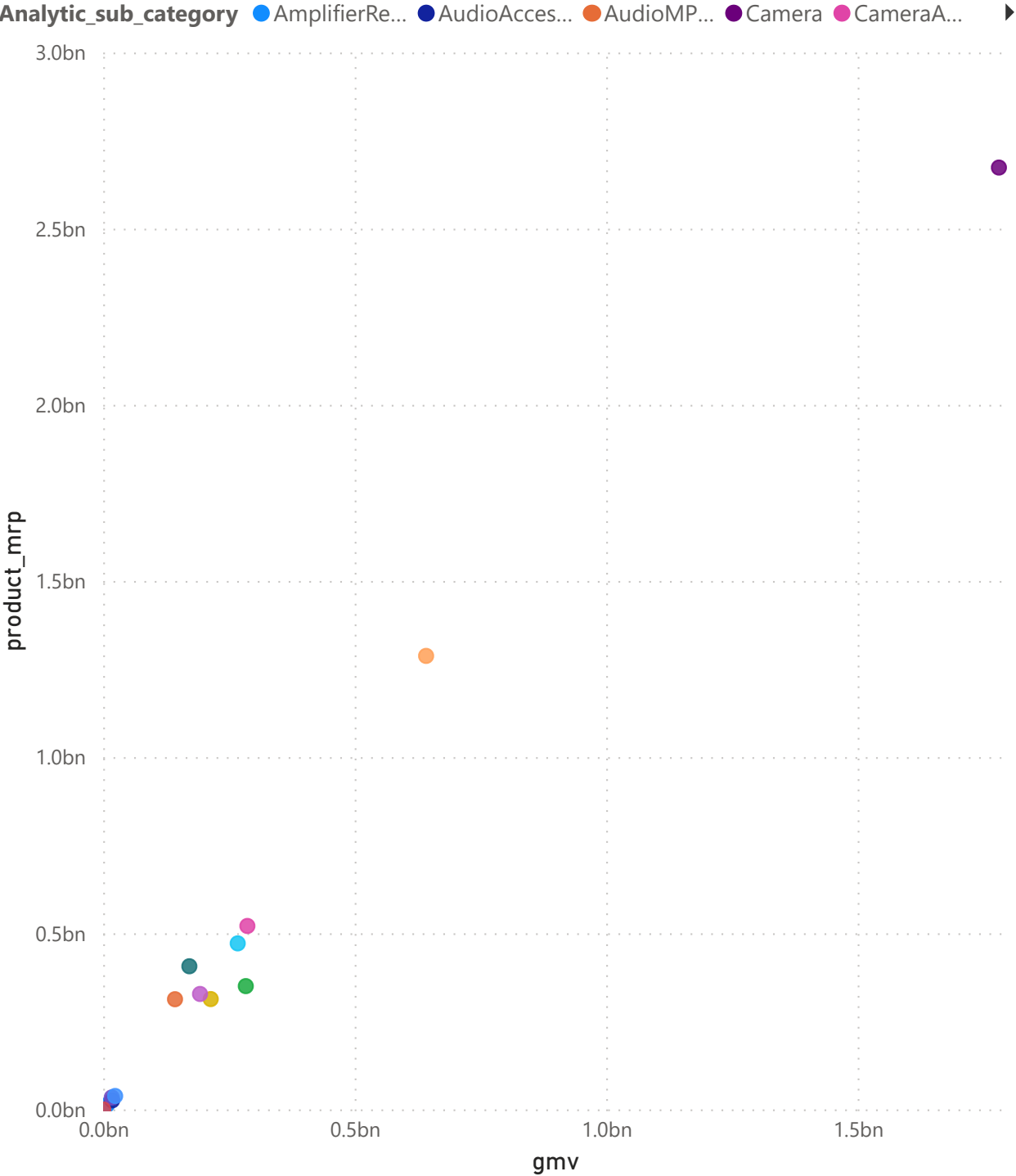


Month	Year	gmV	investment	Investment Type
1	2016	387193063	7.37	Affiliates
1	2016	387193063	0.90	Content Marketing
1	2016	387193063	0.46	Digital
1	2016	387193063	22.90	Online marketing
1	2016	387193063	27.09	Other
1	2016	387193063	2.70	Radio
1	2016	387193063	4.20	SEM
1	2016	387193063	4.20	Sponsorship
1	2016	387193063	4.38	TV
2	2016	331567048	6.47	Affiliates
2	2016	331567048	0.60	Content Marketing
2	2016	331567048	1.91	Digital
2	2016	331567048	19.89	Online marketing
2	2016	331567048	4.87	SEM
2	2016	331567048	11.73	Sponsorship
2	2016	331567048	2.59	TV
Total		4045891087	846.33	

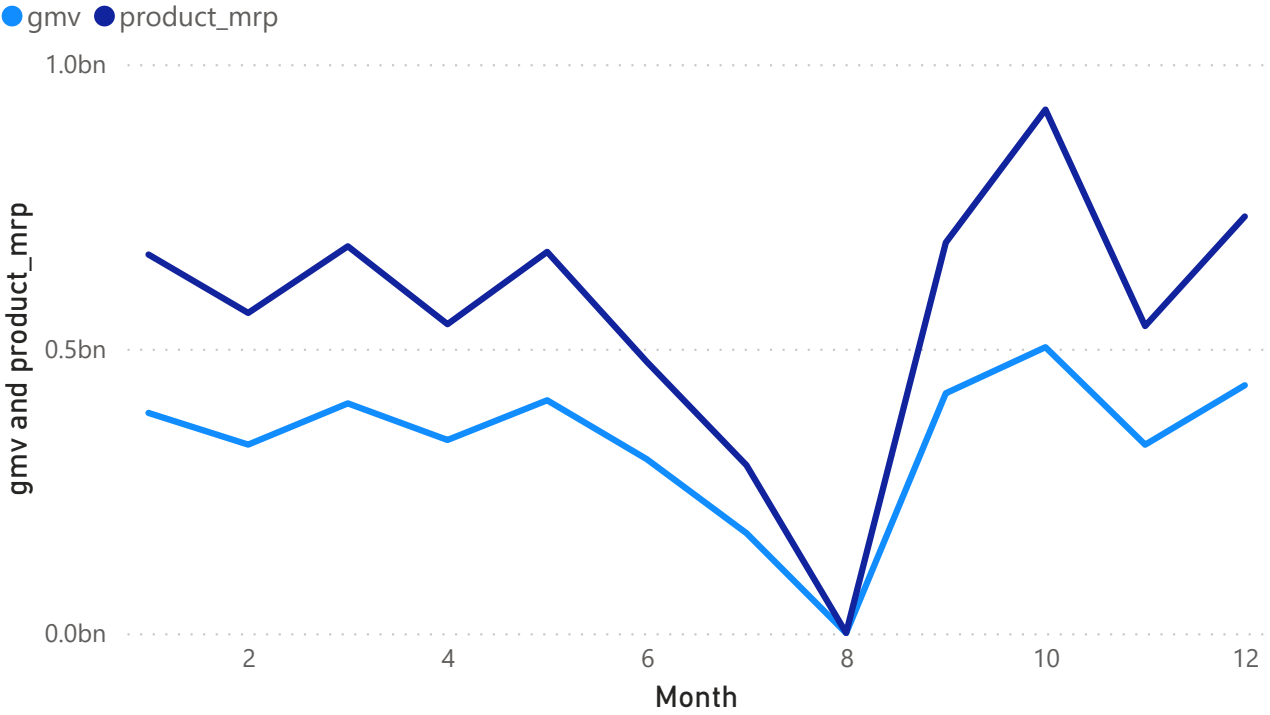
investment by Investment Type and Month



gmv and product_mrp by Analytic_sub_category

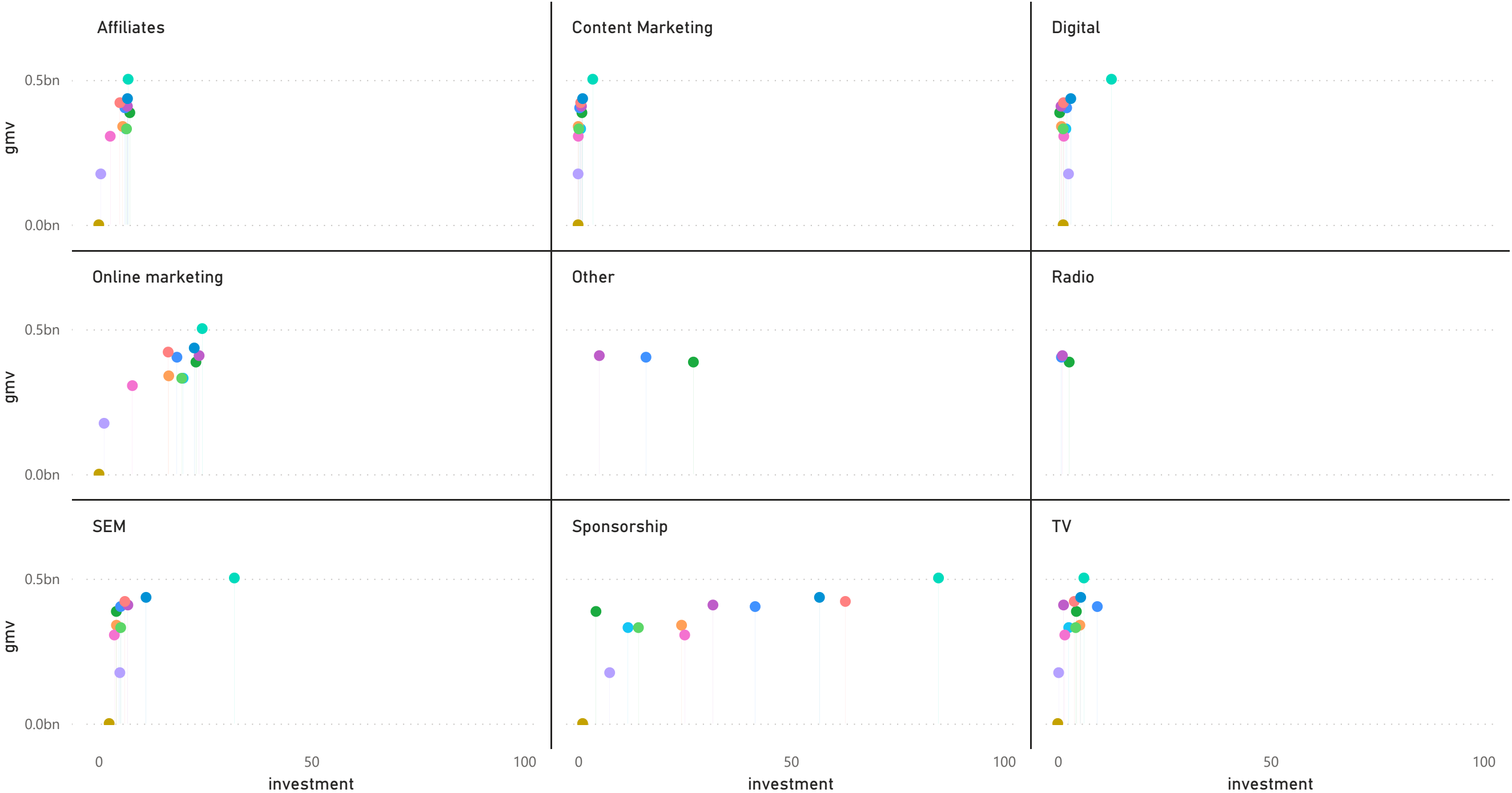


gmv and product_mrp by Month

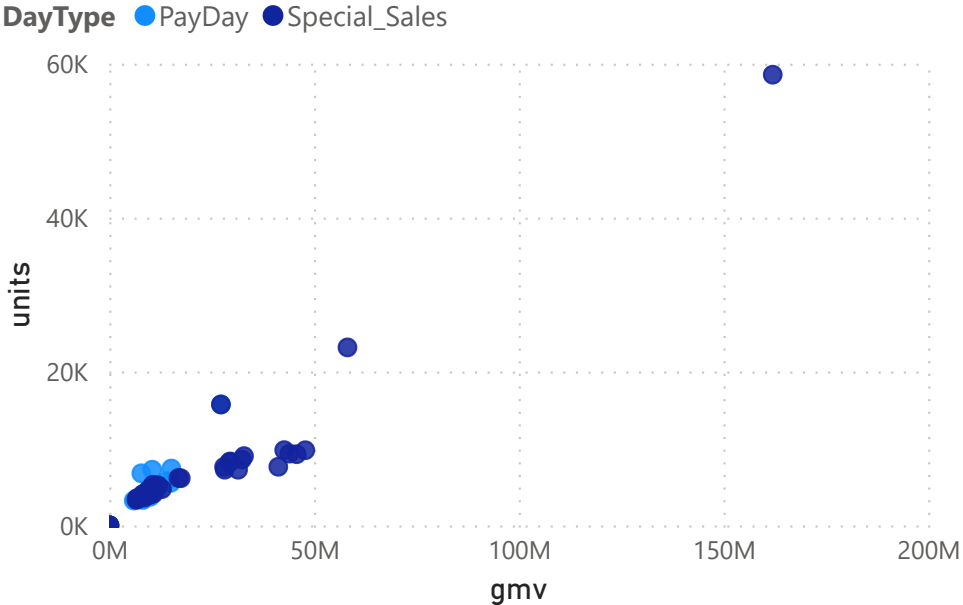


gmv by investment, Month and Investment Type

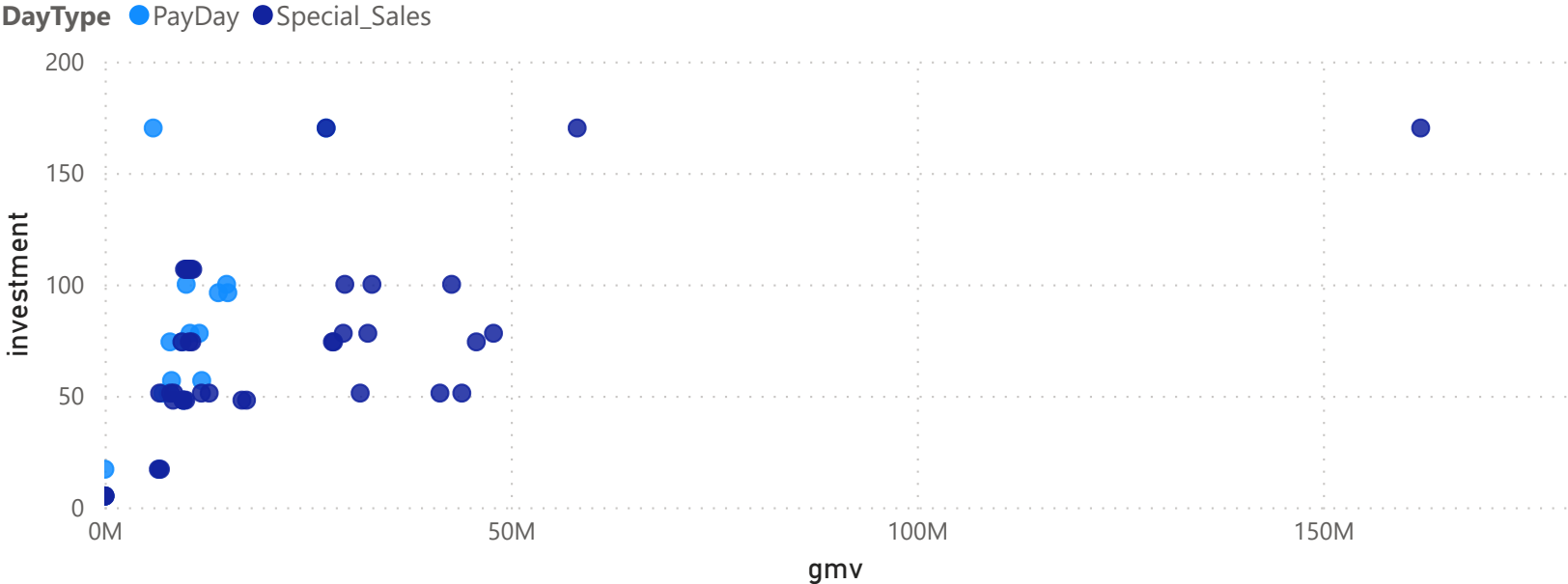
Month 1 2 3 4 5 6 7 8 9 10 11 12



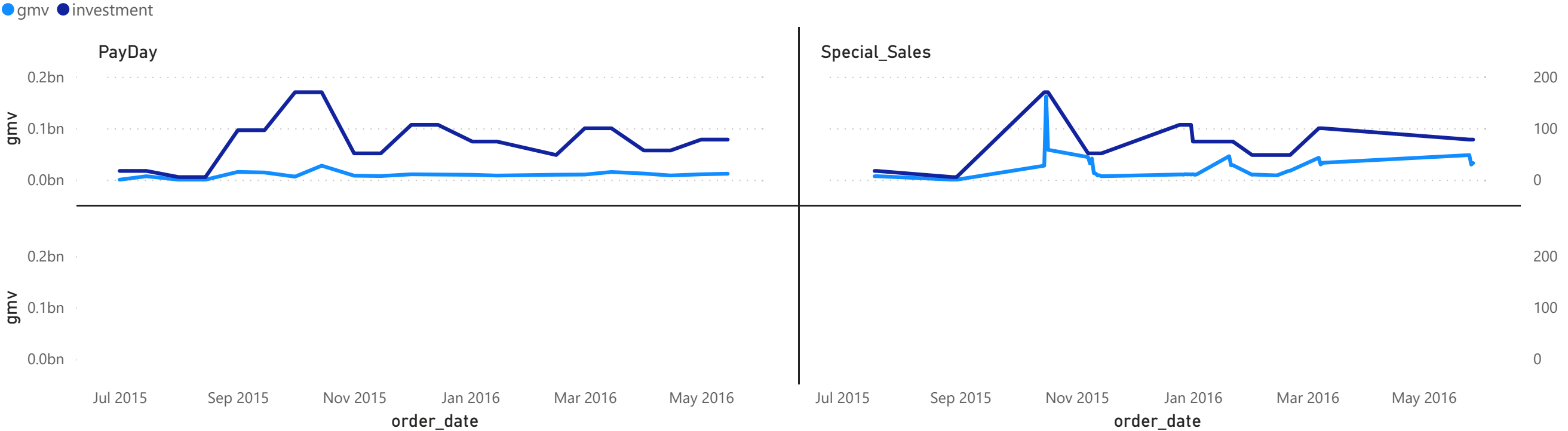
gmV and units by order_date and DayType



gmV and investment by order_date and DayType



gmV and investment by order_date and DayType



gmv	order_date
162031471	10/16/2015
80859279	4/27/2016
58169546	10/17/2015
51365134	12/21/2015
47869263	5/25/2016
45753121	1/20/2016
43967857	11/7/2015
42710149	3/7/2016
41274508	11/9/2015
32962316	12/22/2015
32902747	3/9/2016
32394004	5/27/2016
31454531	11/8/2015
31063636	12/23/2015
29563990	3/8/2016
29372719	5/26/2016
28182674	1/22/2016
28035791	1/21/2016
27263230	10/15/2015
24477168	10/14/2015
24411796	12/7/2015
22015749	12/8/2015
21369004	2/23/2016
21024441	10/28/2015
20796559	10/27/2015
20677374	10/26/2015
20675191	12/9/2015
17456112	2/21/2016
16910133	1/27/2016
16895390	2/20/2016
16703569	4/20/2016
16438409	4/4/2016
16402049	9/6/2015

4045891087

gmv	order_date	DayType
162031471	10/16/2015	Special_Sales
58169546	10/17/2015	Special_Sales
47869263	5/25/2016	Special_Sales
45753121	1/20/2016	Special_Sales
43967857	11/7/2015	Special_Sales
42710149	3/7/2016	Special_Sales
41274508	11/9/2015	Special_Sales
32902747	3/9/2016	Special_Sales
32394004	5/27/2016	Special_Sales
31454531	11/8/2015	Special_Sales
29563990	3/8/2016	Special_Sales
29372719	5/26/2016	Special_Sales
28182674	1/22/2016	Special_Sales
28035791	1/21/2016	Special_Sales
27263230	10/15/2015	PayDay
27263230	10/15/2015	Special_Sales
17456112	2/21/2016	Special_Sales
16895390	2/20/2016	Special_Sales
15157056	9/1/2015	PayDay
15007248	3/15/2016	PayDay
13988378	9/15/2015	PayDay
12863869	11/10/2015	Special_Sales
11942135	4/1/2016	PayDay
11902742	11/11/2015	Special_Sales
11640045	5/15/2016	PayDay
10836438	12/28/2015	Special_Sales
10714503	1/1/2016	Special_Sales
10626431	12/30/2015	Special_Sales
10501541	5/1/2016	PayDay
10481708	12/1/2015	PayDay
10403867	1/3/2016	Special_Sales
10243395	12/26/2015	Special_Sales
10232398	12/29/2015	Special_Sales

4045891087