

# Campaign Performance Dashboard

## FILTER

order\_date

Sales Value

Product Category

Value Transaction

Payment Method

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Value Sales

5.1B

AOV

1.6M

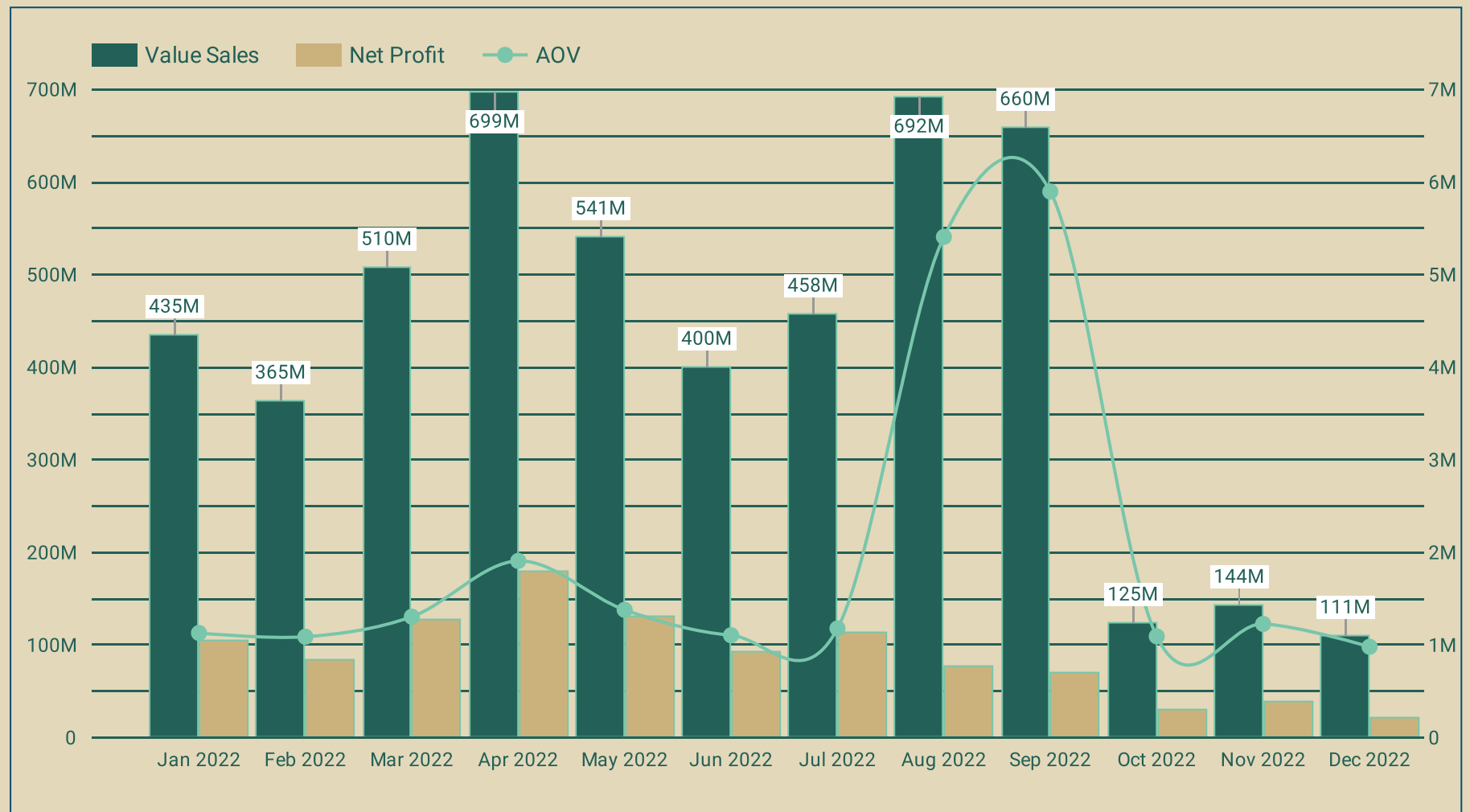
Net Profit

1.1B

Quantity Order

8.3K

The Relationship between Sales Value, Net Profit, and AOV



# Campaign Performance Dashboard

## FILTER

Jan 1, 2022 - Dec 31, ▾

Product Category ▾

Value Transaction ▾

Payment Method ▾

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## Value Sales

5.1B

## Net Profit

1.1B

## AOV

1.6M

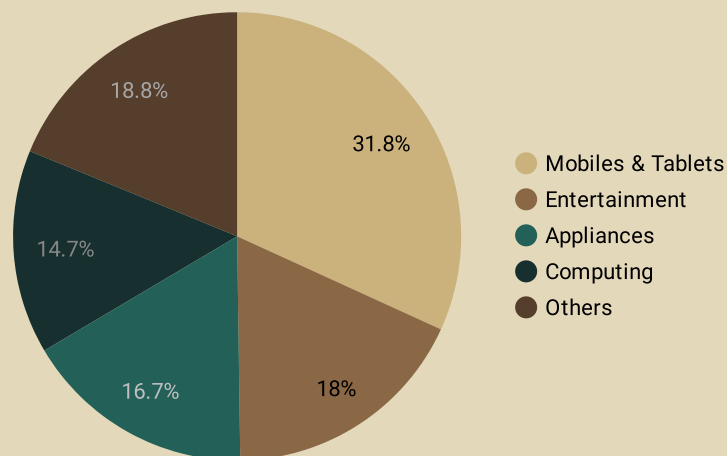
## QTY Order

8.3K

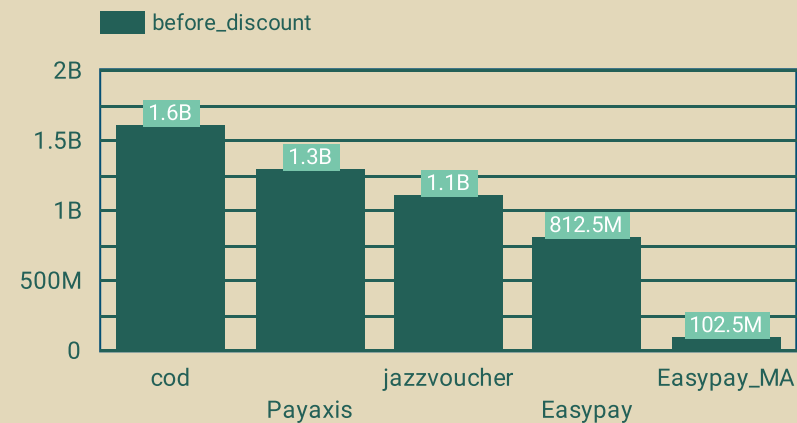
## Customer ID

2.4K

## Total Profit by Category



## Total Payment Method Before discount



## Product Performance Summary

	Product Name	Product Category ▾	Before Discount	After Discount	Net Profit	QTY Order	Customer
1.	AmanJee_PB011	Women Fashion	1392000	1392000	348,000	1	1
2.	Jayqeu_BL-01-Red-M	Women Fashion	2610000	2610000	1,044,000	150	1
3.	GA_PM-200-137350	Women Fashion	2546432	2546432	793,672	4	4
4.	AKL_A131137860-SS-02-17	Women Fashion	659750	648150	199,810	2	2
5.	TBG_AV-S-044-Black	Women Fashion	1174500	1174500	458,084	1	1

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