

Campaign Performance Dashboard

FILTER

order_date

Sales Value

Product Category

Value Transaction

Payment Method

GO TO PAGE

Page 1

Page 2

Download Report

Value Sales

5.1B

AOV

1.6M

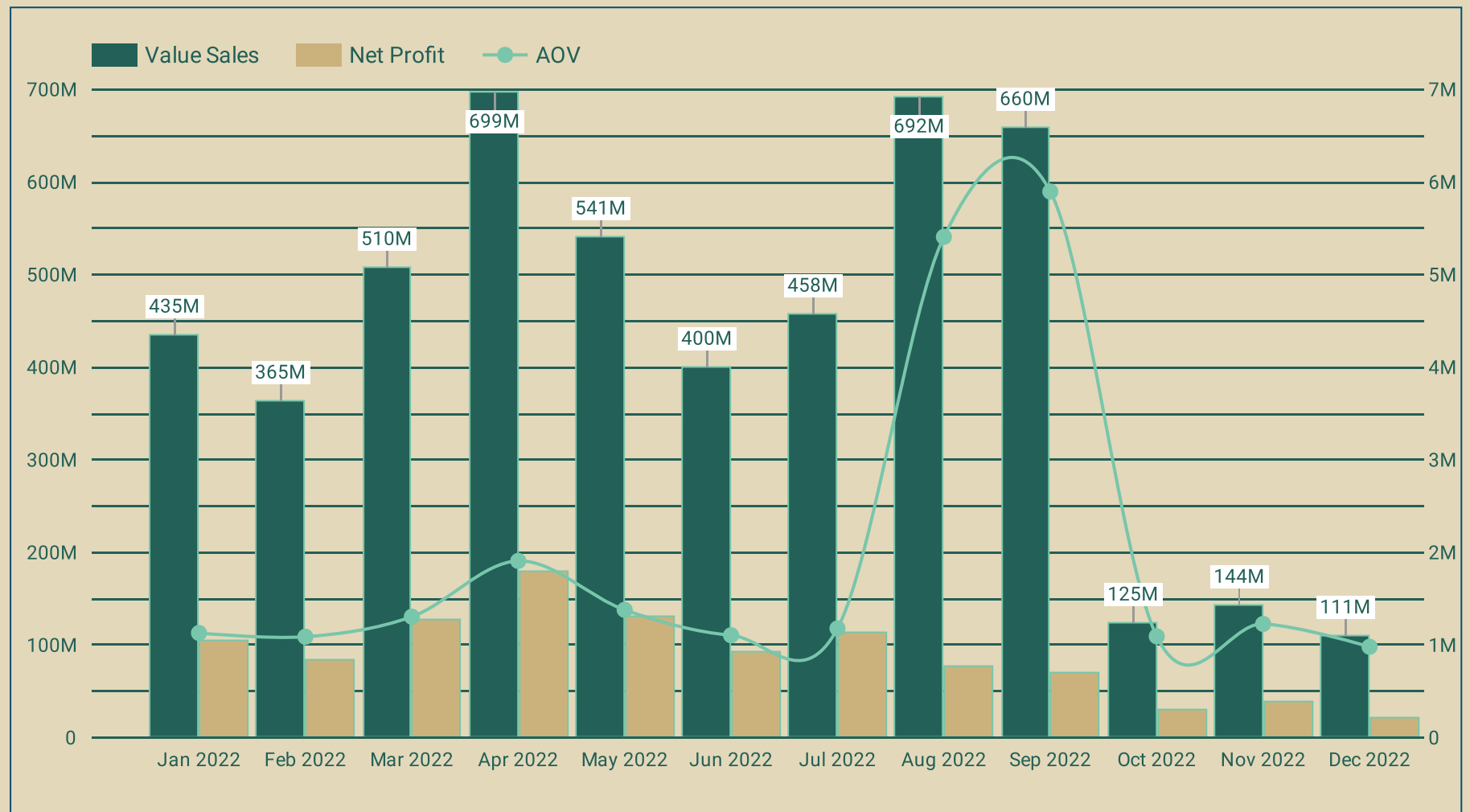
Net Profit

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 ▼

GO TO PAGE

Page 1

Page 2

Value Sales

5.1B

Net Profit

1.1B

AOV

1.6M

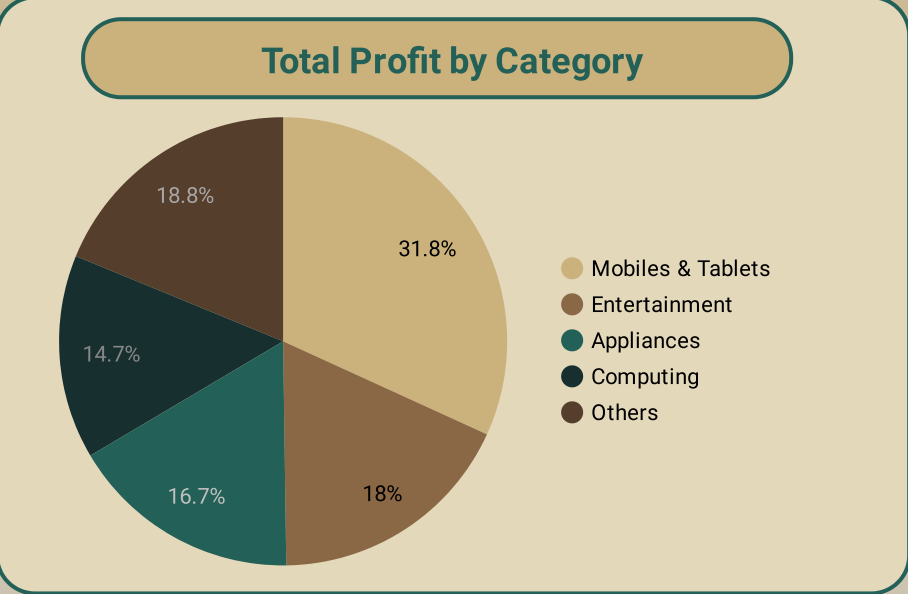
QTY Order

8.3K

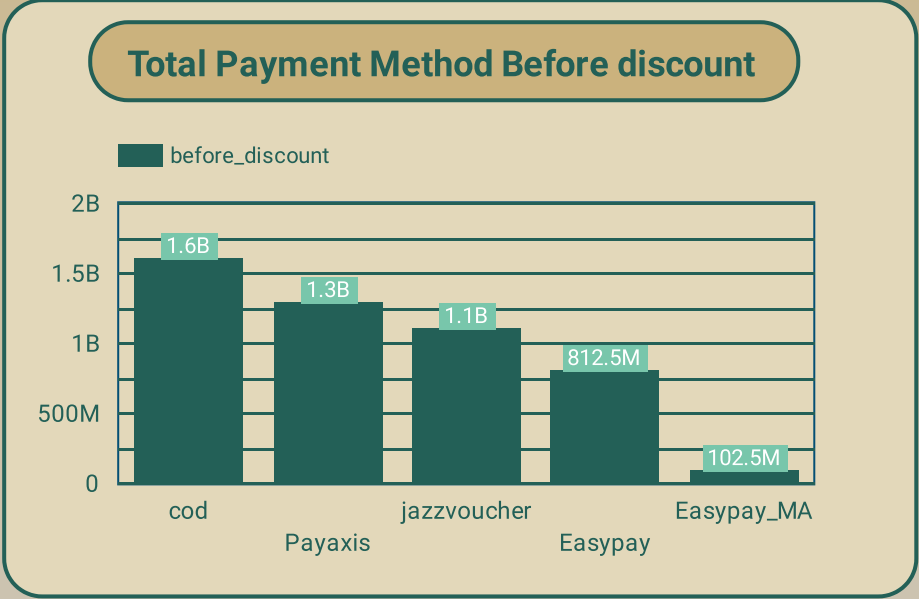
Customer ID

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 |
| 1 - 100 / 1897 | | | | | | | < > |