



YEAR

MONTH

CATEGORY

VALUE TRANS...

VALUE SALES

PAYMENT MET...

Value_sales

8,69 M

after_discount

8,66 M

Net_Profit

2,01 M

qty_ordered

13,56 rb

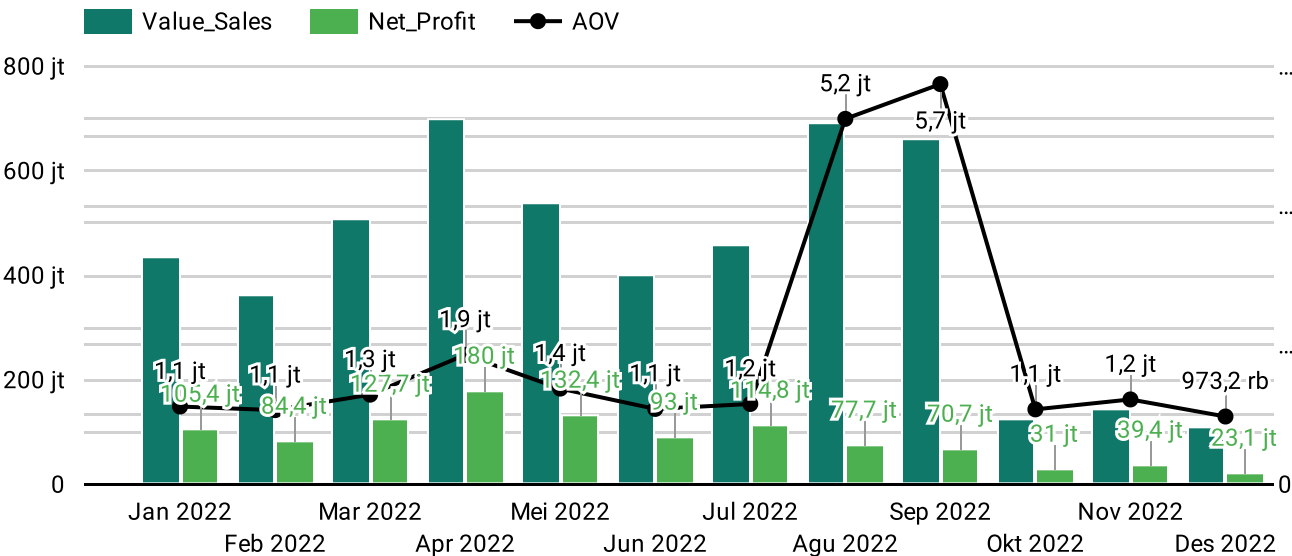
customer_id

4,00 rb

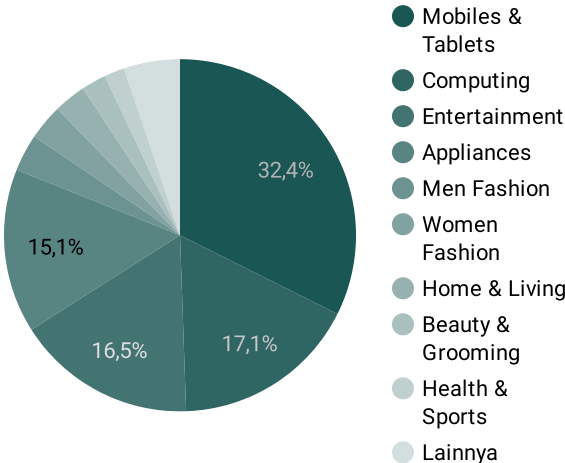
AOV

1,48 jt

Analysis of Monthly Performance: Value Sales, Net Profit, and AOV (2022)



Net Profit Distribution by Product Category



	category	before_discount	Net_Profit	AOV
1.	Mobiles & Tablets	3.456.994.648	651.120.702	8.452.309,65
2.	Entertainment	1.333.826.829	332.809.237	3.446.580,95
3.	Computing	1.198.593.664	343.435.458	2.974.177,83
4.	Appliances	1.189.879.249	303.292.757	2.916.370,71
5.	Men Fashion	282.314.536	68.531.350	690.255,59
6.	Women Fashion	268.592.391	65.658.047	656.705,11
7.	Home & Living	213.384.436	59.457.540	521.722,34
8.	Beauty & Grooming	170.571.968	45.699.650	417.046,38
9.	Others	152.678.098	33.498.480	376.054,43
10.	Health & Sports	150.850.518	37.619.772	368.827,67

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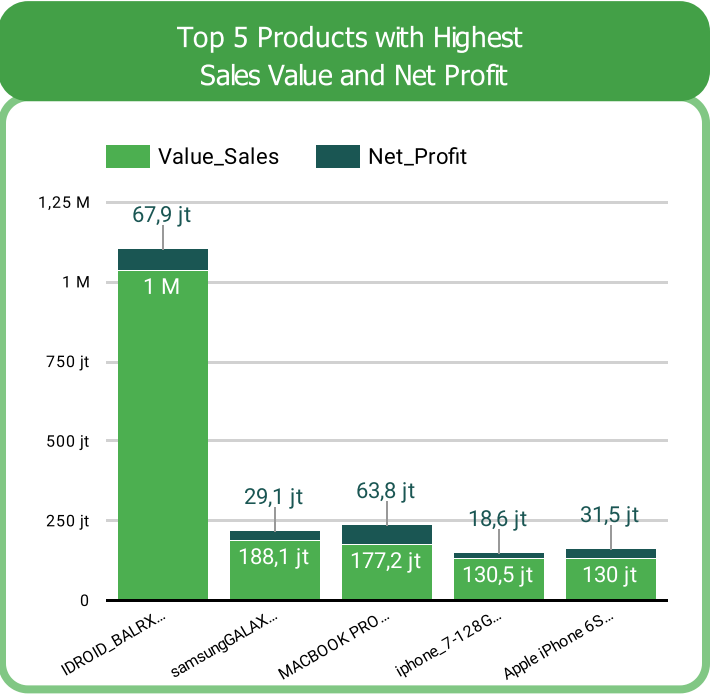
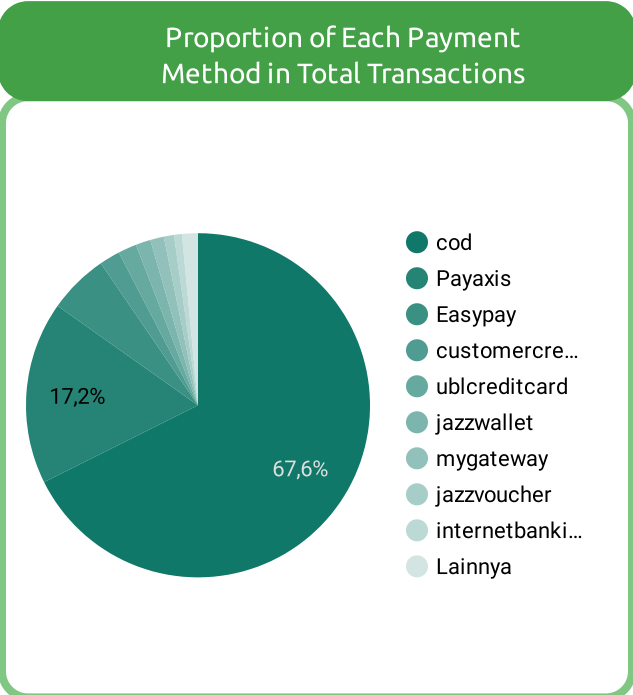
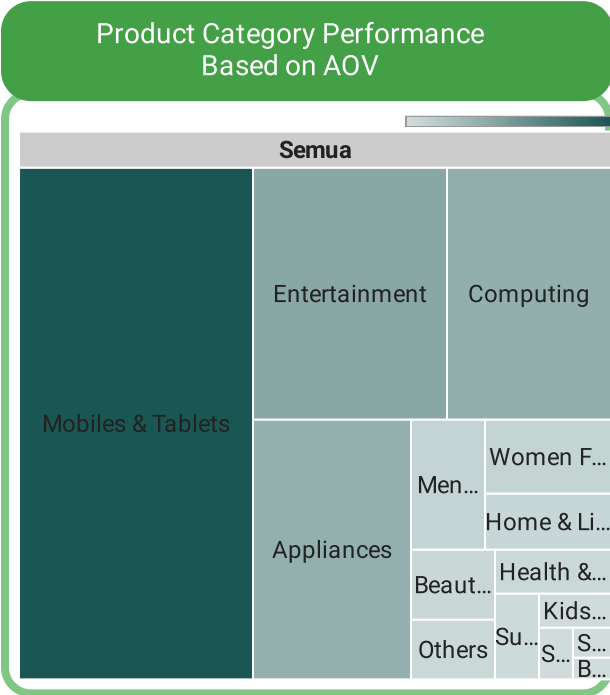
after_discount
8,66 M

Net_Profit
2,01 M

qty_ordered
13,56 rb

customer_id
4,00 rb

AOV
1,48 jt



	sku_name	category	Value_Sales	Net_Profit	qty_ordered	customer_id
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	518.752.000	33.930.000	2.000	2
2.	RS_Coconut Bites	Soghaat	2.523.000	452.400	300	1
3.	Darul_Sakoon_Food_Bundle	Superstore	574.084	98.484	200	1
4.	RB_Dettol Germ Busting Kit-bf	Others	5.220.000	1.566.000	200	1
5.	Jayqeu_BL-01-Red-S	Women Fashion	2.610.000	391.500	150	1
6.	Jayqeu_BL-01-Red-M	Women Fashion	2.610.000	1.044.000	150	1
7.	shahi_buy one get one free Shahi Dal Moong	Soghaat	591.600	146.160	120	1
8.	CK_BF530-Underwear-Pack of 3-XL	Men Fashion	4.134.298	621.180	119	1
9.	RS_Plain Rusk	Soghaat	159.500	29.000	100	1
10.	RS_Baklawa 500gm	Soghaat	957.000	95.700	100	1
11.	RS_Musabati 500gm	Soghaat	577.100	145.000	100	1