

Campaign Trends

Category ▼

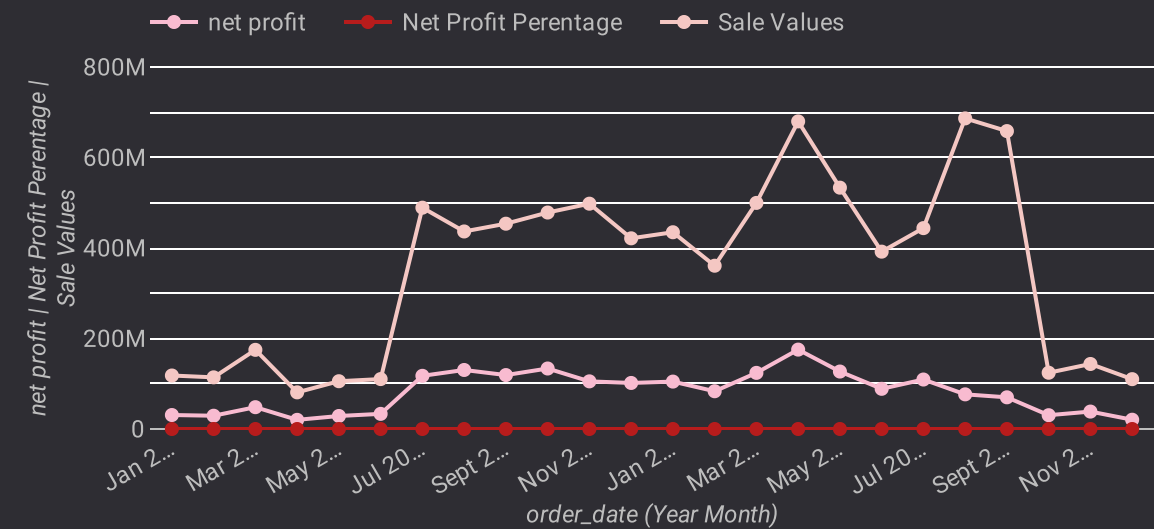
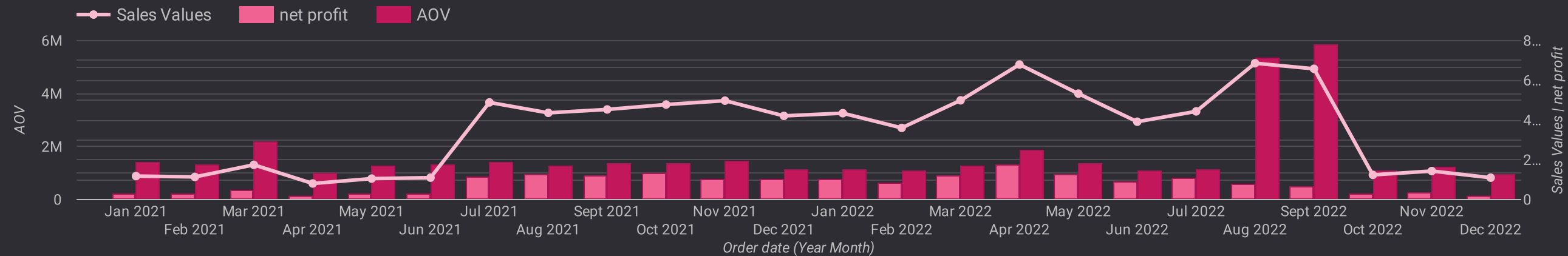
Payment Meth... ▼

Value Transact... ▼

2022

Reset

Sales Values vs Net Profit vs AOV



category		Sales Values ▼	net profit	Net Profit Peren...
1.	Mobiles & Tablets	3,425,097,634	642,108,102	0.19
2.	Entertainment	1,295,031,180	315,387,548	0.24
3.	Computing	1,173,403,812	334,805,908	0.29
4.	Appliances	1,168,138,242	293,882,398	0.25
5.	Men Fashion	274,741,914	65,880,632	0.24
6.	Women Fashion	264,862,357.4	63,473,440.4	0.24
7.	Home & Living	209,542,048	57,191,382.4	0.27
8.	Beauty & Grooming	167,871,610	44,291,598	0.26
9.	Other	151,148,858	38,788,122.1	0.26

Campaign Trends

Select date range

Category

Payment Meth...

Value Transact...

2022

Reset

	Product Name	Category	Before Discount	After Disc...	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	1,037,504,000	1,037,504,000	67,860,000	2,000	2
2.	samsungGALAXY S-7 EDGE 32G...	Mobiles & Tablets	188,106,300	187,665,500	28,624,860	41	19
3.	MACBOOK PRO 15-INCH 2.2GHZ ...	Computing	177,190,000	177,190,000	63,788,400	13	10
4.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	130,456,700	130,398,700	18,508,070	23	23
5.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	129,997,720	129,997,720	31,519,340	26	24
6.	iphone_7-128GB-wof-Jet Black	Mobiles & Tablets	118,927,060	118,927,060	19,451,740	21	21
7.	samsung_K6000 49	Entertainment	98,736,320	98,736,320	27,293,660	19	19
8.	GMZV_PS4 Pro 1TB - Region 2	Entertainment	91,685,290	91,685,290	13,839,490	30	6
9.	infinix Zero 4 Gray	Mobiles & Tablets	88,274,000	88,274,000	11,610,250	67	17

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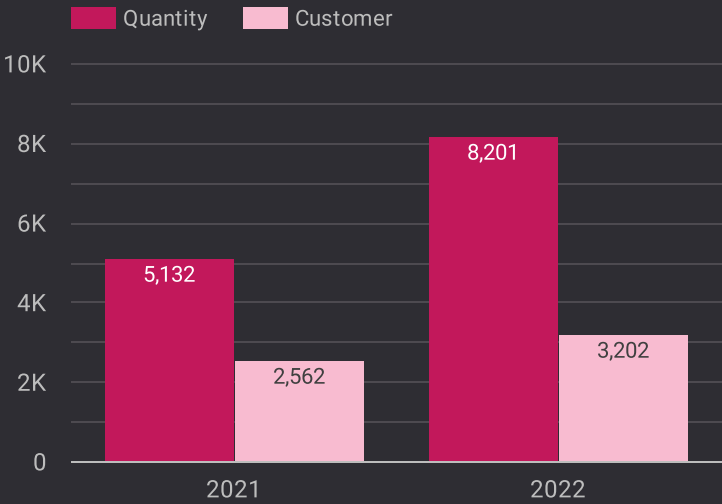
Before Discount
8,548,453,652.8

After Discount
8,515,253,661.42

Net Profit
1,947,612,819.42

	customer_id	net profit
1.	C206125L	
2.	C460487L	
3.	C378684L	
4.	C374672L	
5.	C492850L	
6.	C200115L	
7.	C520373L	
8.	C514596L	
9.	C758160L	

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Quantity Ordered
13,333

Customers
5,764

AOV
1,483,076.62

Campaign Trends

category

Customer segment

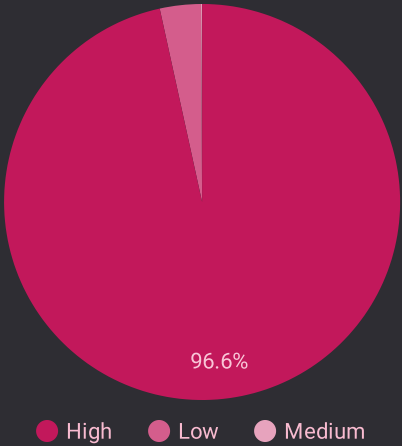
year

	category	qty_ordered ▾	net profit	Net Profit Percentage
1.	Mobiles & Tablets	2,738	642,108,102	0.19
2.	Soghaat	2,375	12,651,383.7	0.24
3.	Superstore	1,260	20,930,496.9	0.21
4.	Women Fashion	843	63,473,440.4	0.24
5.	Others	810	29,790,433.1	0.2
6.	Men Fashion	806	65,880,632	0.24
7.	Beauty & Grooming	627	44,291,598	0.26

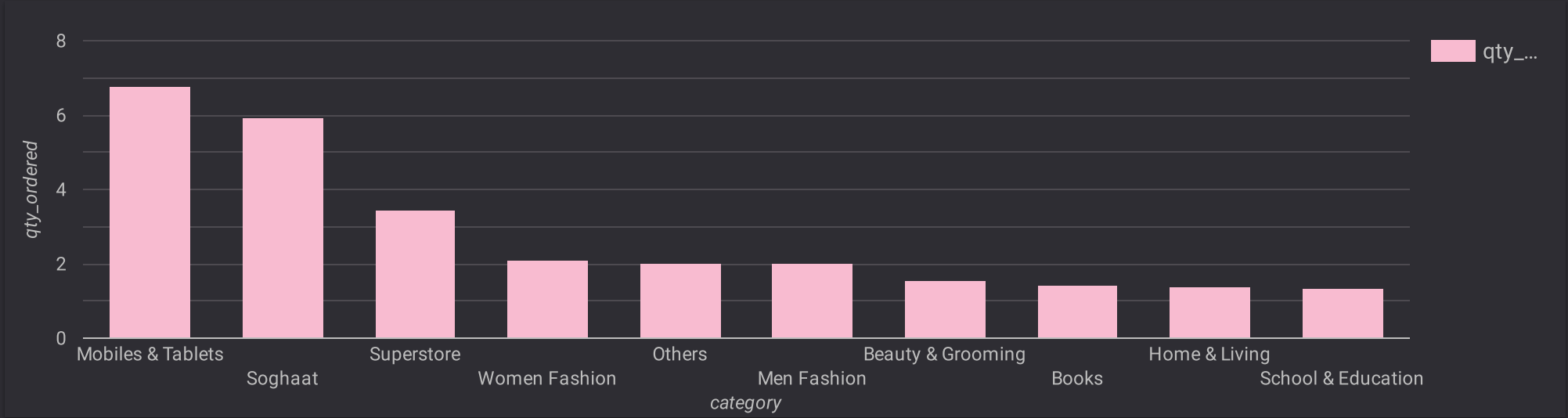
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Customer Segment Distribution



Average Quantity Sold per Product Category



Sales 2021

Record Count

85

Sales_2022

Record Count

96

Net Profit Percentage

Net Profit Percentage

580.8