

CAMPAIGN TREND

Category ▾

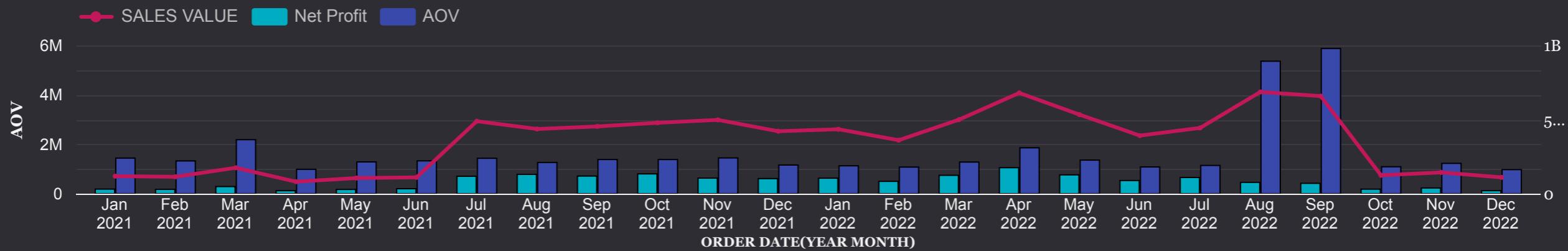
Payment Method ▾

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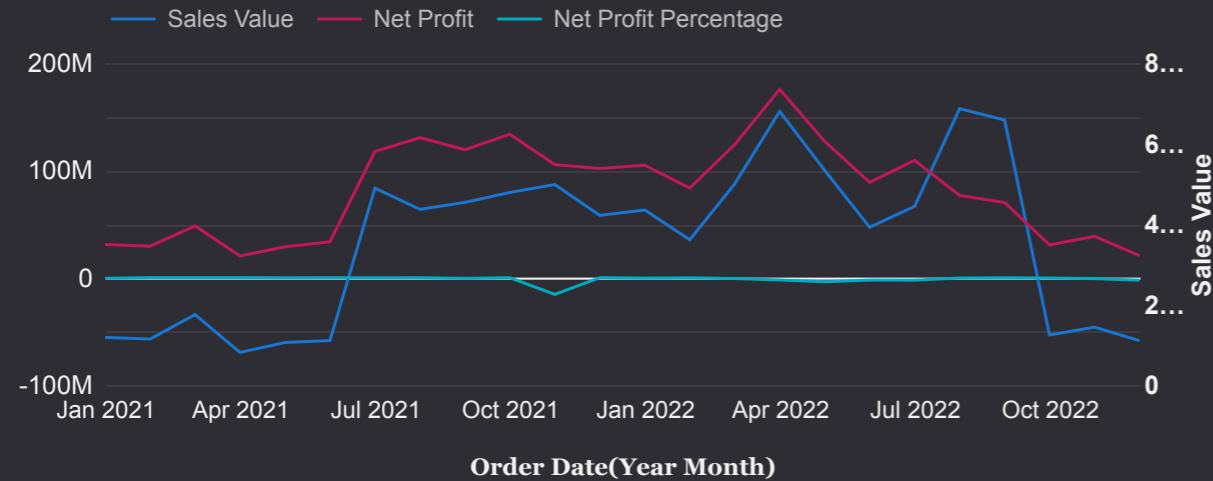
YEAR ▾

RESET

SALES VALUE VS NET PROFIT VS AOV



SALES VALUE AND NET PROFIT OVER TIME



CATEGORY-WISE SALES VALUE, NET PROFIT & PROFIT PERFORMANCE

category	Sales Value	Net Profit	Net Profit Percent...
1. Mobiles & Tablets	3,425,097,634	642,108,102	-4,029,510
2. Entertainment	1,295,031,180	315,387,548	-8,865,540
3. Computing	1,173,403,812	334,805,908	-2,866,692
4. Appliances	1,168,138,242	293,882,398	-4,654,510
5. Men Fashion	274,741,914	65,880,632	-1,247,578
6. Women Fashion	264,862,357.4	63,473,440.4	-1,113,185
7. Home & Living	209,542,048	57,191,382.4	-1,325,101.6

CUSTOMER & SALES DATA

Category

Payment Method

Value Transaction

YEAR

Select date range

	Product Name	Category	Before Discount	After Category	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles & Tabl...	1037504000	1,037,504,000	67,860,000	2,000	2
2.	iPhone SE-16GB	Mobiles & Tabl...	50252100	50,252,100	20,334,340	16	1
3.	Lenovo Zuk	Mobiles & Tabl...	69017940	69,017,940	24,157,040	35	2
4.	samsung_50 J5500	Entertainment	29458200	29,458,200	11,194,300	5	1
5.	yamaha_EF12000E	Appliances	55564000	55,564,000	21,670,000	2	2
6.	Huawei Mate 8 With 4G...	Mobiles & Tabl...	81662680	81,662,680	8,983,040	22	3
7.	Samsung_40K5000	Entertainment	71527880	71,527,880	25,171,380	25	2

Before Discount

8.5B

After Discount

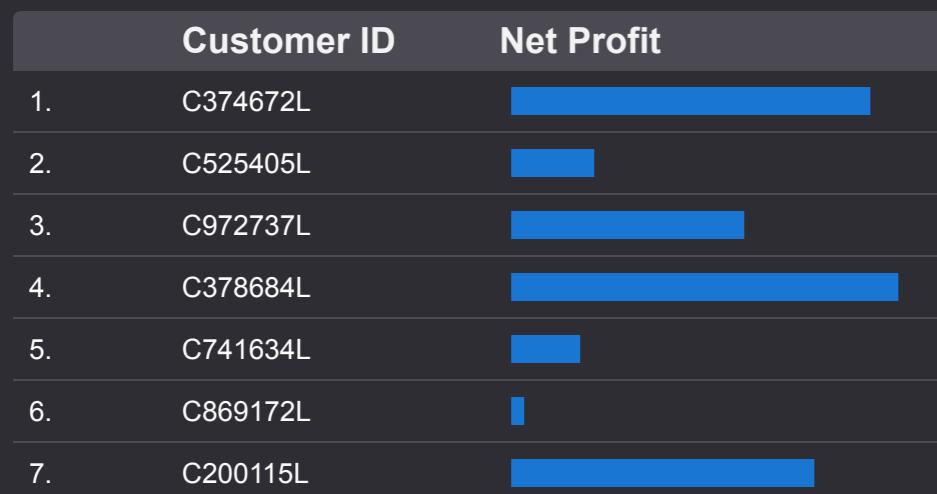
8.5B

Net Profit

1.9B

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NET PROFIT BY CUSTOMER ID



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QUANTITY BY UNIQUE CUSTOMER



Quantity

13.3K

Customer

5.8K

AOV

1.5M

RESET

Top 5 Best-Selling Products – Mobiles & Tablets (2022)

YEAR

CATEGORY

Value Transaction

Select date range

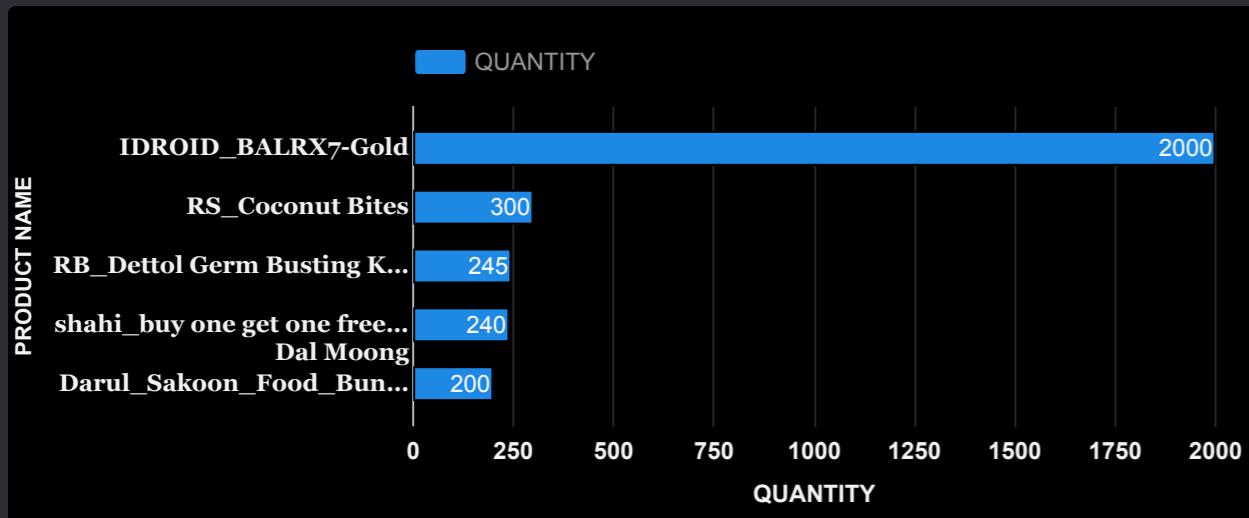
Total Products Analyzed

3,155

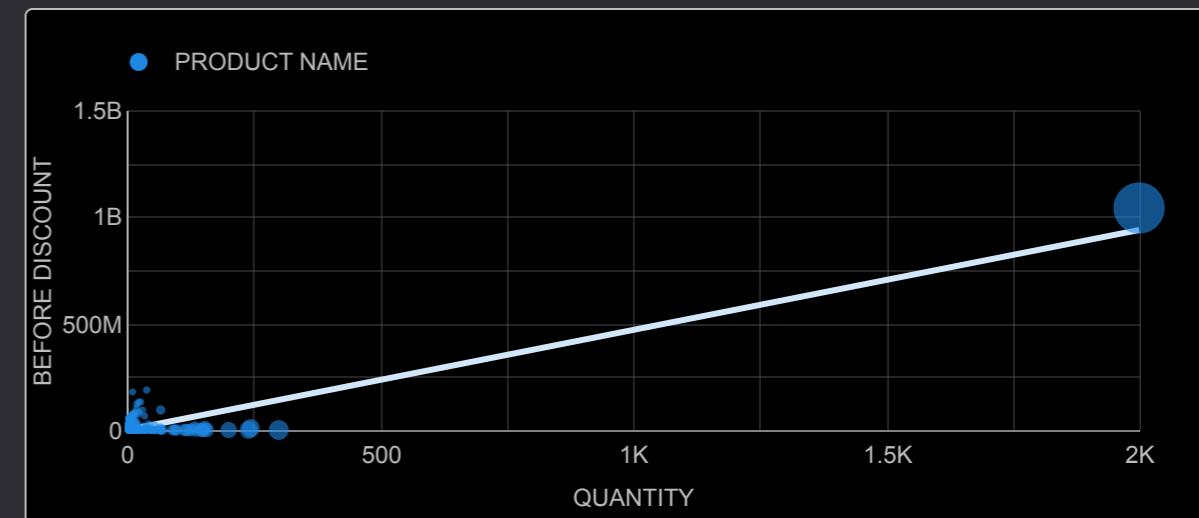
Total Quantity Sold (Top 5 Products – 2022)

13,333

QUANTITY BY PRODUCT NAME



PRODUCT VOLUME vs SALES VALUE



Insight:

The top five products in the Mobiles & Tablets category contribute a significant share of total units sold in 2022. These high-performing SKUs should be prioritized for year-end festival campaigns and inventory planning to maximize sales impact.

AVERAGE QUANTITY BY CATEGORY

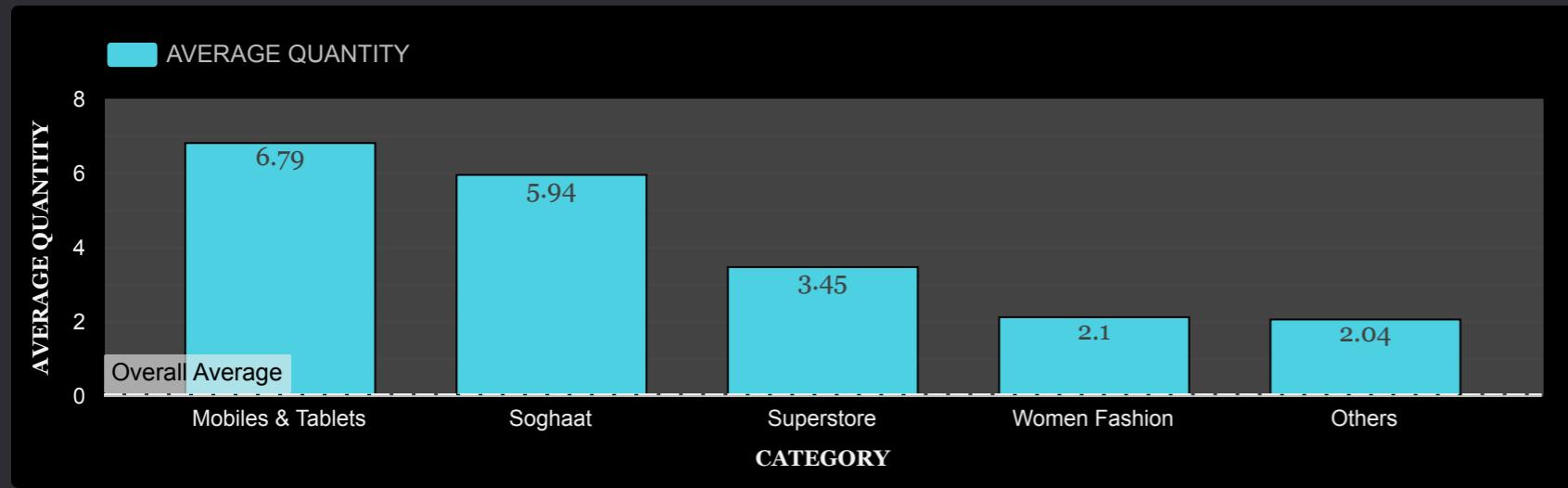
YEAR

CATEGORY

Select date range

RESET

AVERAGE QUANTITY SOLD PER CATEGORY



Insight:

Categories with a higher average quantity sold may require stronger inventory planning to avoid stockouts, while consistently low-average categories could indicate overstock risk or lower demand.

Overall Average Quantity per Order

2.31

AVERAGE QUANTITY SOLD BY CATEGORY

CATEGORY	AVERAGE QUANTITY
Mobiles & Tablets	6.79
Soghaat	5.94
Superstore	3.45
Women Fashion	2.1
Others	2.04
Men Fashion	2.03
Beauty & Grooming	1.56
Books	1.44
Home & Living	1.4
School & Education	1.34
Entertainment	1.28
Health & Sports	1.27
Kids & Baby	1.27

PRODUCT Category Performance by Net Profit (₹)

YEAR ▾

CATEGORY ▾

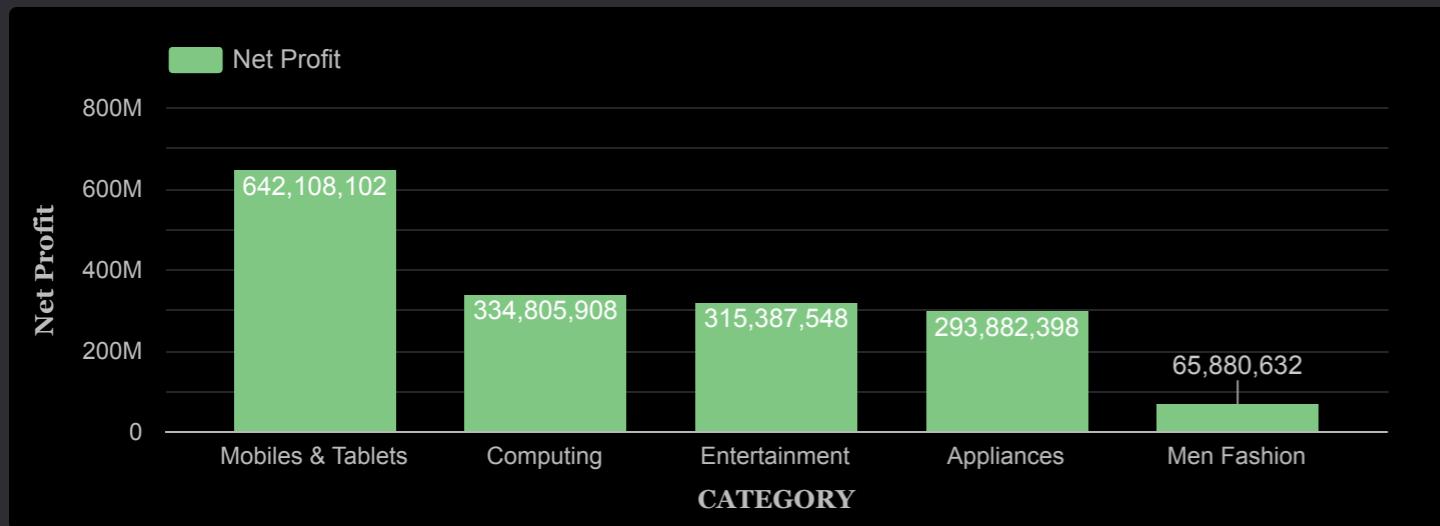
Select date range ▾

RESET

TOTAL NET PROFIT
1.9B

Net Profit
1.9B

NET PROFIT BY CATEGORY



TOTAL NET PROFIT BY CATEGORY

CATEGORY	TOTAL NET PROFIT ▾
1. Mobiles & Tablets	642,108,102
2. Computing	334,805,908
3. Entertainment	315,387,548
4. Appliances	293,882,398
5. Men Fashion	65,880,632
6. Women Fashion	63,473,440.4
7. Home & Living	57,191,382.4

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Insight:

Categories with higher net profit indicate strong pricing efficiency and cost control. These categories should be prioritized for expansion and inventory optimization, while low-profit categories require cost or pricing strategy review.

SALES TREND CATEGORY BY COMPARISON (2022)

YEAR

Select date range

PRICE

0

27,782,000

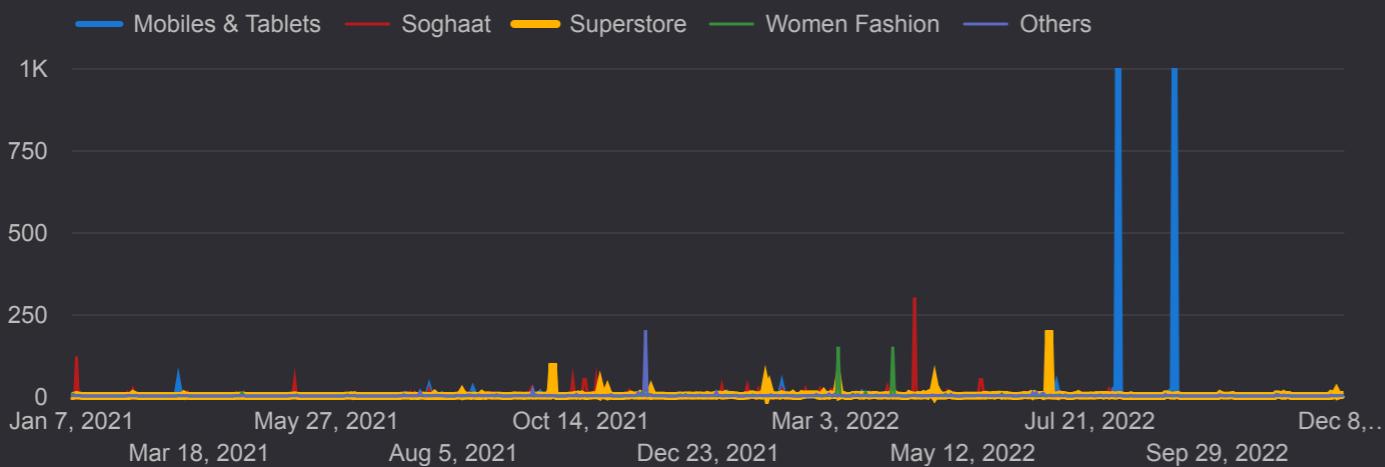
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SALES GROWTH vs PREVIOUS MONTH
13,333

TOTAL QUANTITY ORDERED
13,333

CATEGORY
15

MONTHLY SALES TREND BY CATEGORY (2022)



QUANTITY BY CATEGORY

CATEGORY	QUANTITY ORDERED
1. Mobiles & Tablets	2,738
2. Soghaat	2,375
3. Superstore	1,260
4. Women Fashion	843
5. Others	810
6. Men Fashion	806

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INSIGHT:

In 2022, the Mobiles & Tablets category shows consistently higher monthly sales volumes and the strongest upward trend, indicating the highest overall sales growth. Categories such as Fashion and Others exhibit relatively flat trends, suggesting stable but lower demand.

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TOP 10 PRODUCT SALES DECLINE (2022 vs 2021)

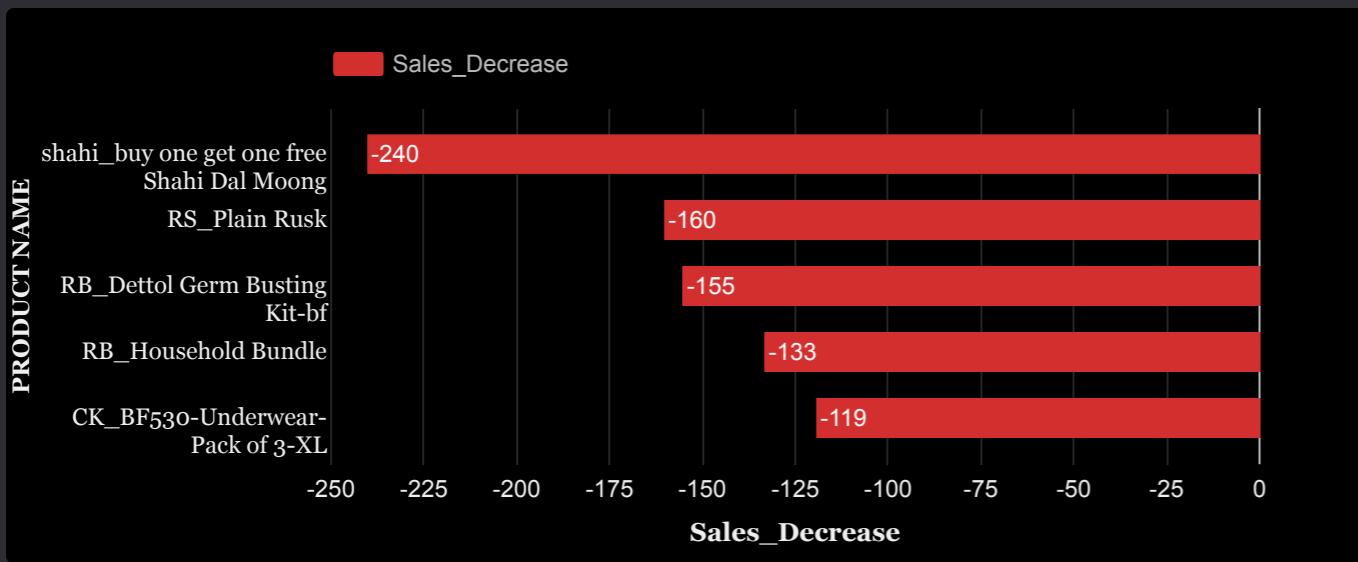
YEAR

CATEGORY

Select date range

PRODUCT NAME

SALES DECREASE BY PRODUCT NAME



SALES COMPARISON BY PRODUCT (2021 vs 2022)

PRODUCT NAME	2021	2022	Sales_Decrease
1. shahi_buy one get one free...	240	0	-240
2. RS_Plain Rusk	160	0	-160
3. RB_Dettol Germ Busting Ki...	200	45	-155
4. RB_Household Bundle	133	0	-133
5. CK_BF530-Underwear-Pa...	119	0	-119
6. vitamin_TVC-BB Cream (B...	99	0	-99
7. RS_Baklawa 500gm	107	18	-89

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INSIGHT :

The analysis compares product-level sales between 2021 and 2022. The chart highlights the top 10 products with the largest decline in sales quantity. These products experienced a significant drop in demand in 2022 and may require pricing, promotion, or inventory strategy review.

Weekend vs Weekday Sales Performance (2022)

Select date range

MONTH

Equals

Enter a value

RESET

AVERAGE DAILY SALES – WEEKEND(2022)

1.6M

AVERAGE DAILY SALES – WEEKDAY(2022)

1.4M

BEFORE DISCOUNT BY MONTH NAME AND DAY TYPE



WEEKEND - WEEKDAY SALES DIFFERENCE

1.6M

AVERAGE DAILY SALES WEEKEND VS WEEKDAY

DAY TYPE	BEFORE DISCO...	AFTER DISCOUNT
1. Weekend	1,580,394.79	1,574,249.24
2. Weekday	1,444,441.83	1,438,835.05

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INSIGHT:

The analysis compares average daily sales between weekends and weekdays during Q4 2022. Weekend sales are consistently higher across October, November, and December, indicating that promotional campaigns are more effective during weekends. This suggests that increased marketing spend and offers on weekends drive higher customer engagement and sales.