

# Campaign Trend

Category ▾

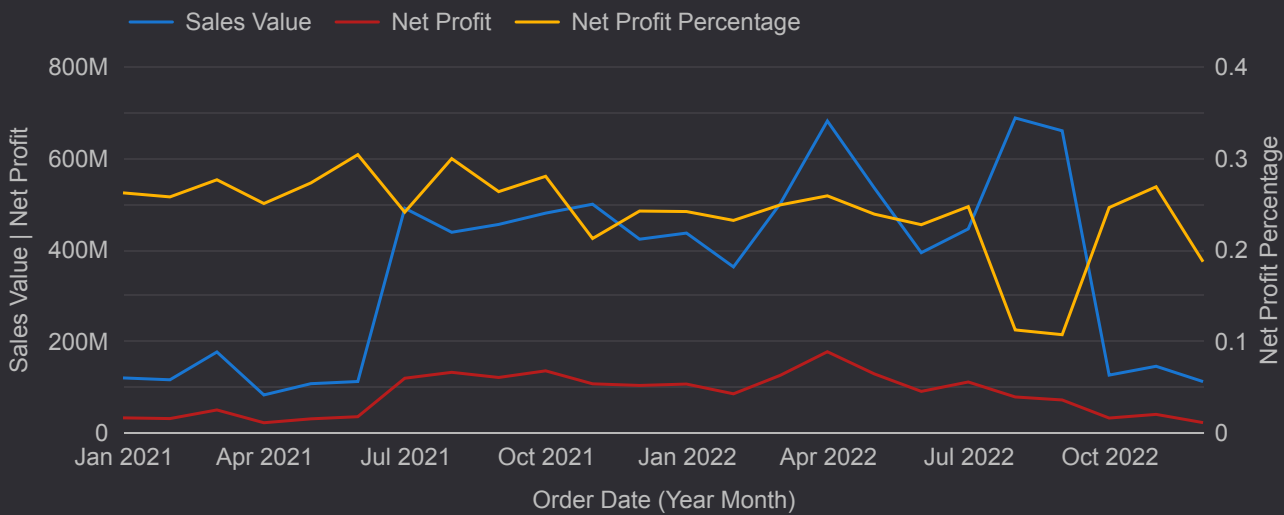
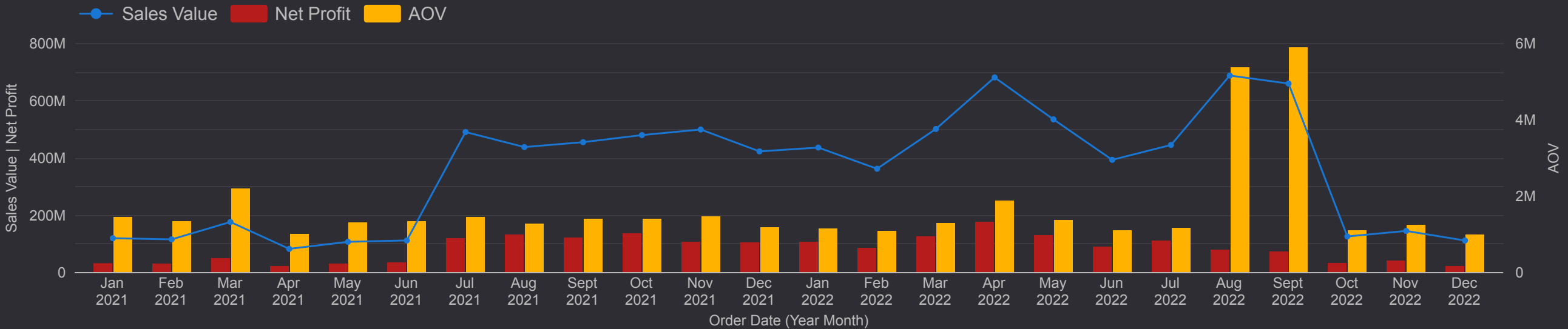
Payment Method ▾

Value Transaction ▾

2022

RESET

Sales Value vs Net profit vs AOV



category		Sales Value ▾	Net Profit	Net Profit Percentage
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

# Customer and Sales Data

Category ▾

Payment Method ▾

Value Transaction ▾

2022

Select date range ▾

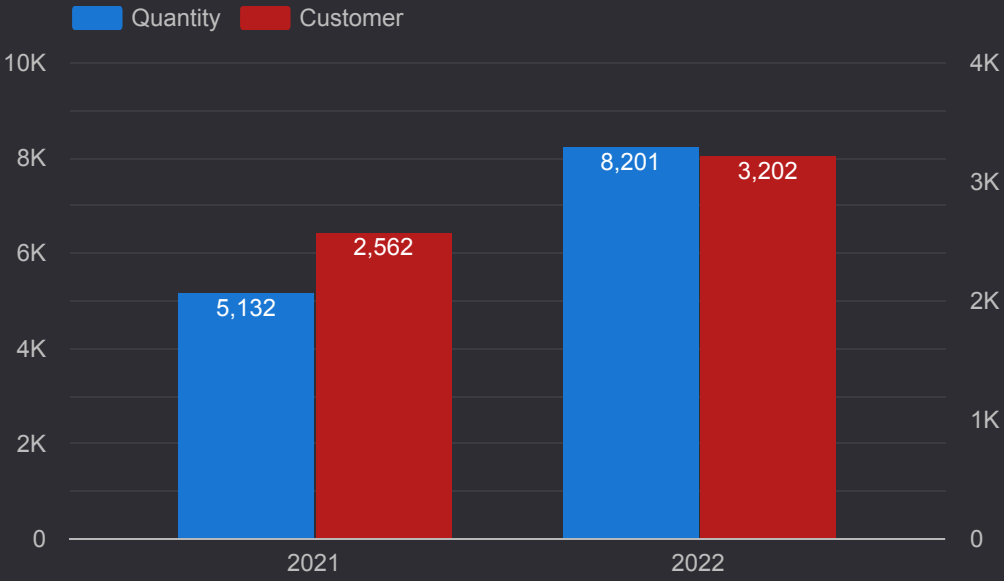
	Product Name	Category	Before Discount ▾	After Discount	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	1,037,504,000	1,037,504,000	67,860,000	2,000	2
2.	samsungGALAXY S-7 EDGE 32GB LTE	Mobiles & Tablets	188,106,300	187,665,500	28,624,860	41	19
3.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	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

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	Customer ID	Net Profit ▾
1.	C206125L	
2.	C460487L	
3.	C378684L	
4.	C374672L	
5.	C492850L	
6.	C200115L	
7.	C520373L	
8.	C514596L	
9.	C750160L	
10.	C781213L	

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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

Quantity  
13,333

Customers  
5,764

AOV  
1,483,076.62

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# Buyer Insights

Category ▾

Payment Method ▾

Value Transaction ▾

2022

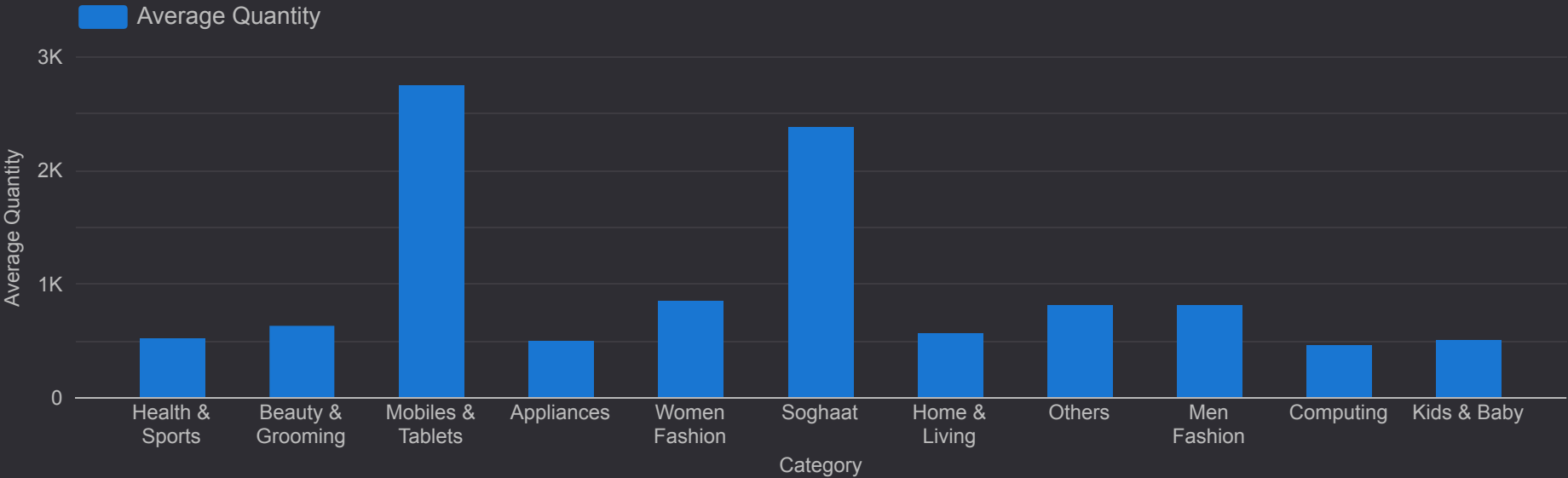
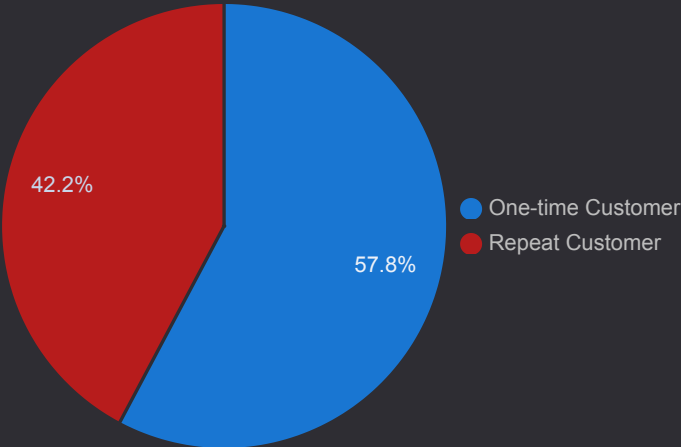
Select date range ▾

	Customer ID	Registered Date	Customer ▾
1.	C215074L	13 Sept 2021	14
2.	C203164L	25 Oct 2021	13
3.	C676393L	27 Jul 2021	11
4.	C992621L	17 Nov 2021	10
5.	C492850L	9 Jul 2021	10
6.	C363466L	24 Nov 2021	9
7.	C698317L	14 Dec 2021	9
8.	C980973L	27 Oct 2021	9
9.	C283866L	18 Jul 2021	9
10.	C924458L	3 Oct 2021	9

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	Customer ID	Order Count
1.	C374672L	49
2.	C525405L	37
3.	C972737L	33
4.	C378684L	32
5.	C741634L	32
6.	C869172L	27
7.	C200115L	26
8.	C215074L	25
9.	C781213L	23
10.	C481253L	21

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