

CAMPAIGN TREND

category ▾

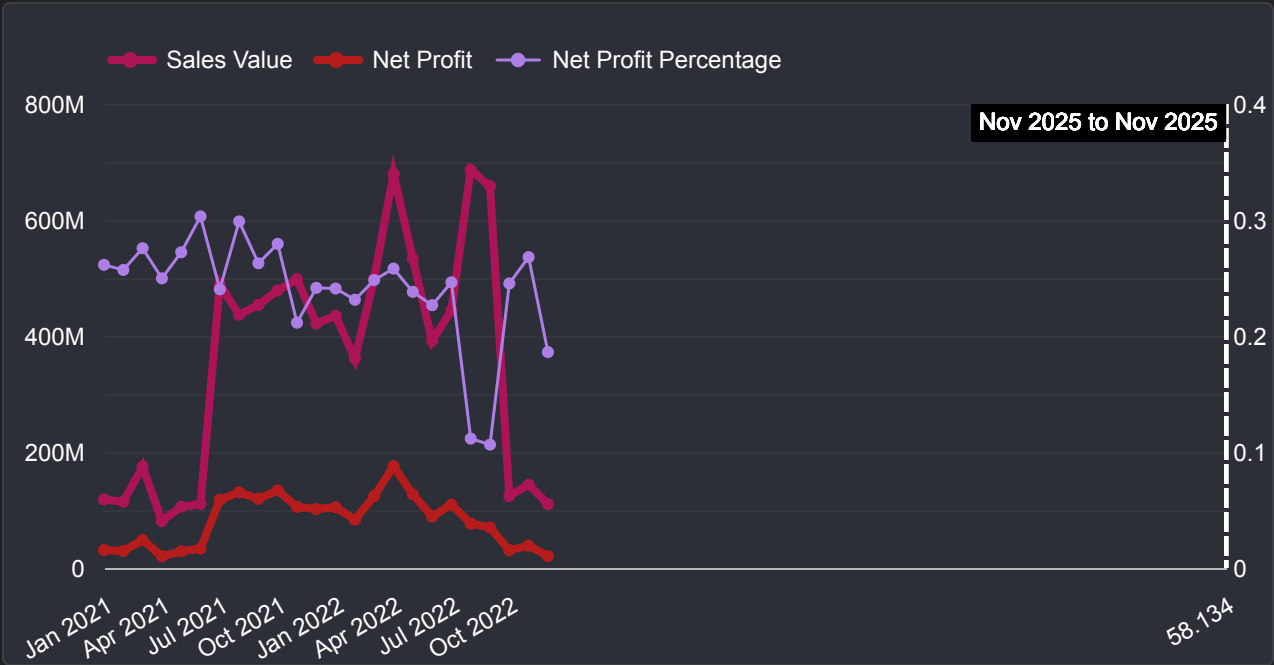
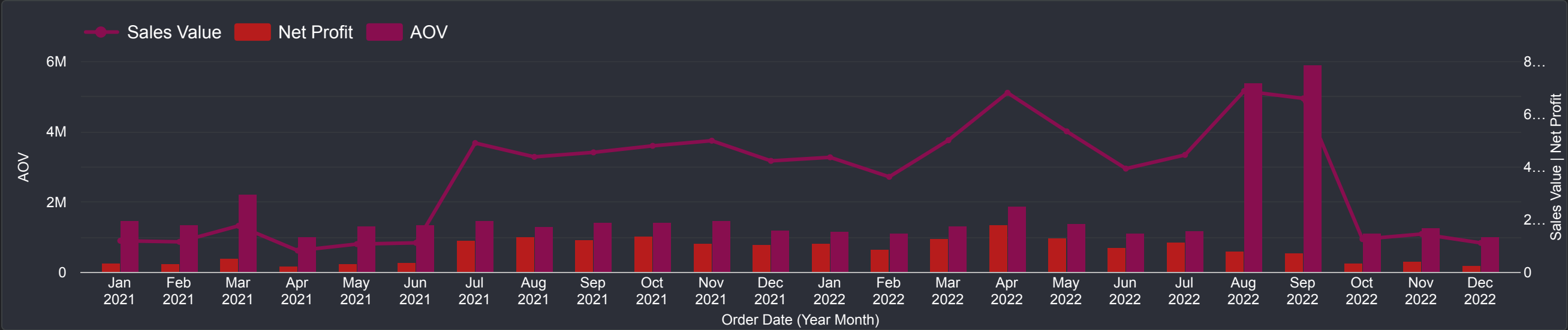
Payment Method ▾

Value Transcation ▾

— 2022

RESET

Sales Value vs Net Profit vs AOV



	category	Sales value ▾	Net Profit	Net Profit Perce...
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.	Others	151,148,058	29,790,433.1	0.2
10.	Health & Sports	147,144,664	35,765,836.3	0.24

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CUSTOMER AND SALES DATA

	Product Name	Catagory	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.	iPhone SE-16GB	Mobiles & Tablets	50,252,100	50,252,100	20,334,340	16	1
3.	Lenovo Zuk	Mobiles & Tablets	69,017,940	69,017,940	24,157,040	35	2
4.	samsung_50 J5500	Entertainment	29,458,200	29,458,200	11,194,300	5	1
5.	yamaha_EF12000E	Appliances	55,564,000	55,564,000	21,670,000	2	2
6.	Huawei Mate 8 With 4GB Ram	Mobiles & Tablets	81,662,680	81,662,680	8,983,040	22	3
7.	Samsung_40K5000	Entertainment	71,527,880	71,527,880	25,171,380	25	3
8.	Samsung_55inchesK6000	Entertainment	23,315,800	23,315,800	5,362,660	3	1
9.	Samsung_60inchesKU7000	Entertainment	42,629,800	42,571,800	5,484,000	3	2
10.	Changhong Ruba 32 Inches D4000i Smart LED	Entertainment	19,662,000	19,662,000	2,359,400	10	1

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

RESET

	customer_id	Net Profit
1.	C460487L	
2.	C206125L	
3.	C862627L	
4.	C873525L	
5.	C520373L	
6.	C514596L	
7.	C750160L	
8.	C296946L	
9.	C783325L	

