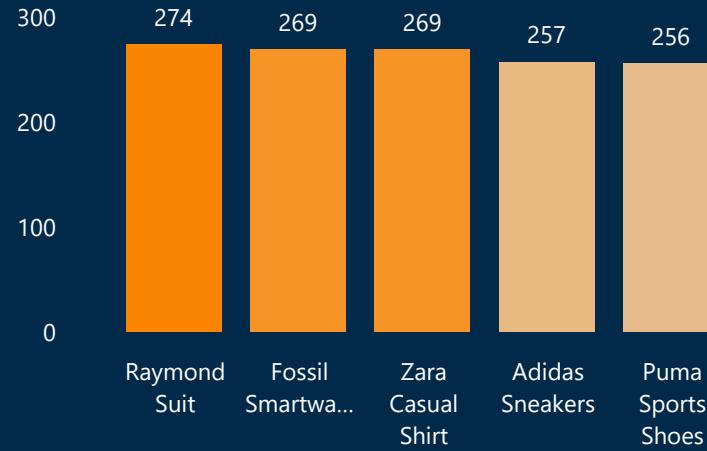
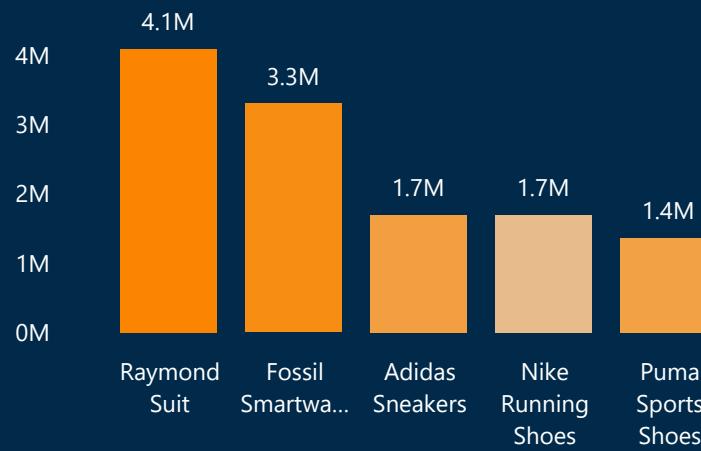


Product Performance Analysis

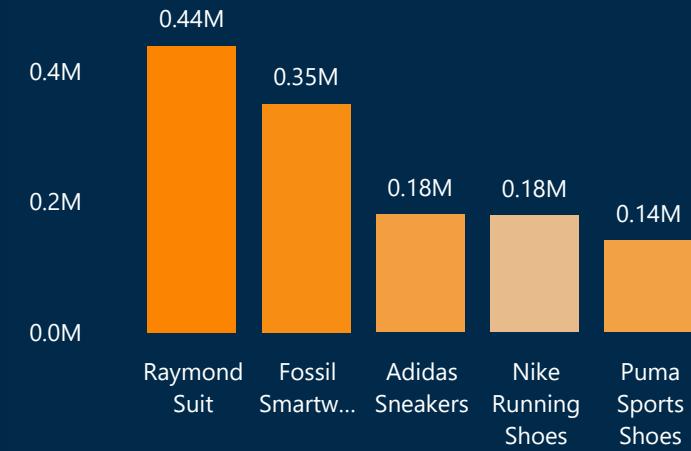
Top 5 Products by Units Sold



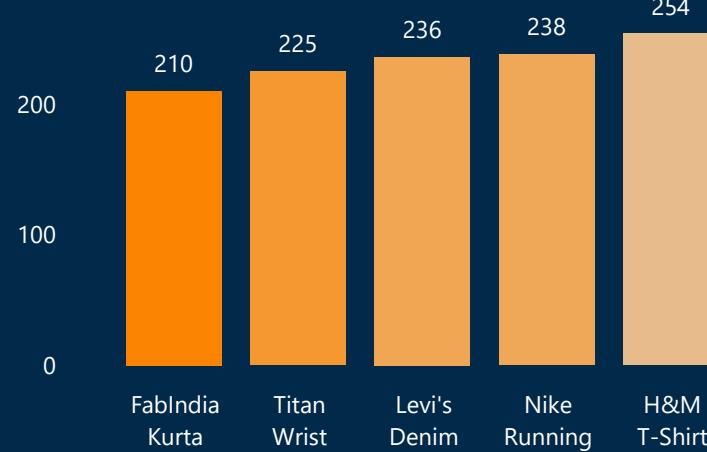
Top 5 Products by Sales



Top 5 Profitable Products



Lowest 5 Products by Unit Sold



Lowest 5 Products by Sales



5 Least Profitable Products



Sales Trend Analysis

Year

Quarter

Month

2020

2021

2022

2023

2024

Qtr 1

Qtr 2

Qtr 3

Qtr 4

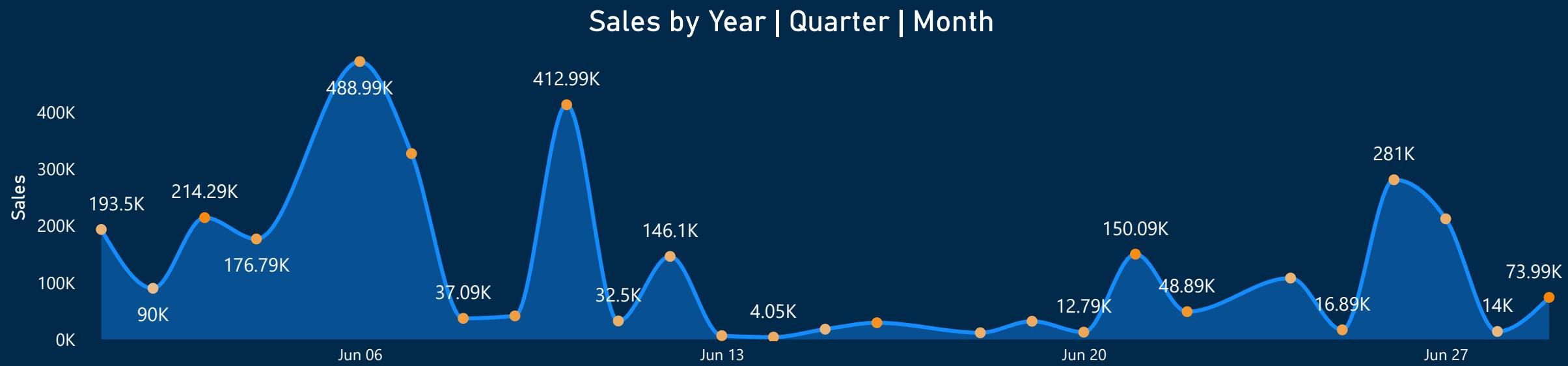
Apri

May

June

3M
Net Sales

318K
Profit



Geographic & Promotional Impact

State-wise Sales and Profit



Average Discount By Promotion Category



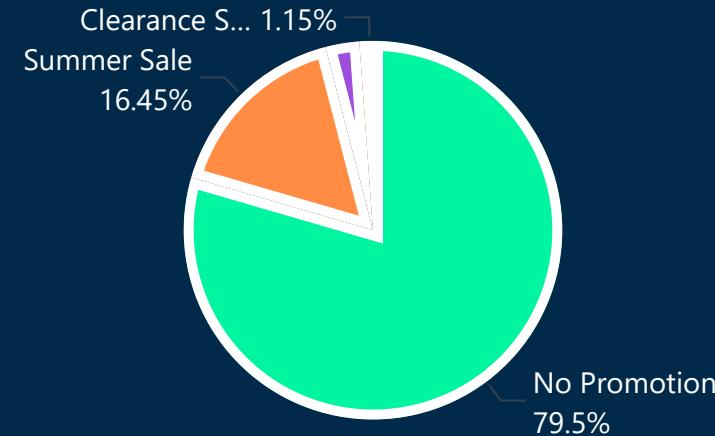
Average Discount(%)

27.61

Return on Discount (ROD) %

1.80

Profit Contribution by Promotion Type



- Promotion_Name
- No Promotion
- Summer Sale
- Weekend Flash Sale
- Clearance Sale

Performance Comparison between Periods

Base Period

1/1/2021 3/31/2021

68

Quantity Difference

16.87

Quantity Growth(%)

199

Total Orders

Comparison Period

1/1/2022 3/31/2022

160K

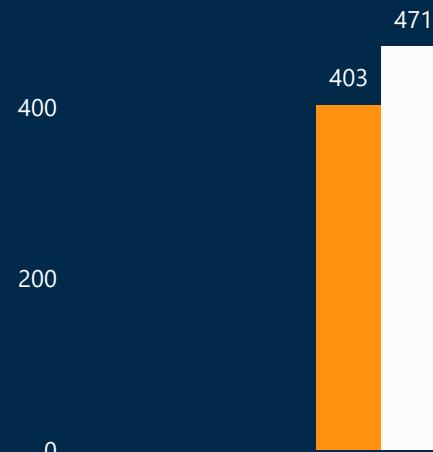
Profit Difference

24.49

Profit Growth(%)

Quantity Sold Comparison

● Base Period ● Comparison Period



Sales Comparison

● Base Period ● Comparison Period



Profit Comparison

● Base Period ● Comparison Period



Sales Detail Explorer

| State | | | | | Promotion Type | | | | | Ad Type |
|-------|------------|------------|-------------|------------|---|-------------|-------------|-------------|---------------------------------------|---------|
| | Andhra... | Gujarat | Mahara... | Telanga... | | Accessories | Electronics | Kitchenware | Bags | |
| Bihar | Karnata... | Rajasth... | Uttar Pr... | | <input type="checkbox"/> Clearance Sale | | | | <input type="checkbox"/> Email | |
| Delhi | Madhy... | Tamil N... | West B... | | <input type="checkbox"/> Festive Diwali | | | | <input type="checkbox"/> In-App | |
| | | | | | <input type="checkbox"/> New Year Special | | | | <input type="checkbox"/> Mobile Push | |
| | | | | | <input type="checkbox"/> No Promotion | | | | <input type="checkbox"/> None | |
| | | | | | <input type="checkbox"/> Summer Sale | | | | <input type="checkbox"/> Social Media | |

| Order Date | Customer ID | Product Name | Total Sales | Discount Value | Net Sales | Profit |
|-------------------|-------------|--------------------|-------------|----------------|-----------|----------|
| 6 February, 2020 | 11 | HP Pavilion Laptop | 64999 | 0.00 | 64,999.00 | 6,499.90 |
| 30 April, 2021 | 12 | HP Pavilion Laptop | 64999 | 12,999.80 | 51,999.20 | 6,499.90 |
| 7 October, 2021 | 10 | HP Pavilion Laptop | 64999 | 0.00 | 64,999.00 | 6,499.90 |
| 10 May, 2023 | 14 | HP Pavilion Laptop | 64999 | 12,999.80 | 51,999.20 | 6,499.90 |
| 8 July, 2023 | 43 | HP Pavilion Laptop | 64999 | 32,499.50 | 32,499.50 | 6,499.90 |
| 20 April, 2020 | 1 | Samsung Galaxy S21 | 69999 | 13,999.80 | 55,999.20 | 6,999.90 |
| 3 November, 2020 | 14 | Samsung Galaxy S21 | 69999 | 0.00 | 69,999.00 | 6,999.90 |
| 2 December, 2020 | 10 | Samsung Galaxy S21 | 69999 | 0.00 | 69,999.00 | 6,999.90 |
| 28 April, 2021 | 12 | Samsung Galaxy S21 | 69999 | 13,999.80 | 55,999.20 | 6,999.90 |
| 14 February, 2022 | 27 | Samsung Galaxy S21 | 69999 | 0.00 | 69,999.00 | 6,999.90 |
| 19 March, 2023 | 1 | Samsung Galaxy S21 | 69999 | 0.00 | 69,999.00 | 6,999.90 |
| 31 January, 2020 | 29 | Apple iPhone 14 | 79999 | 0.00 | 79,999.00 | 7,999.90 |
| 4 May, 2020 | 12 | Apple iPhone 14 | 79999 | 15,999.80 | 63,999.20 | 7,999.90 |