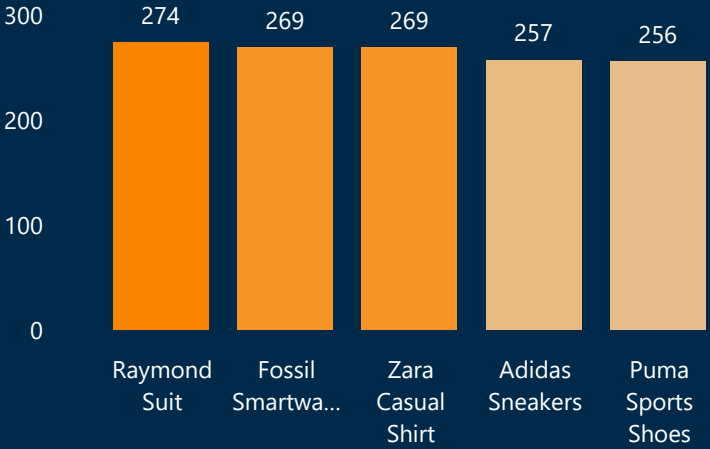
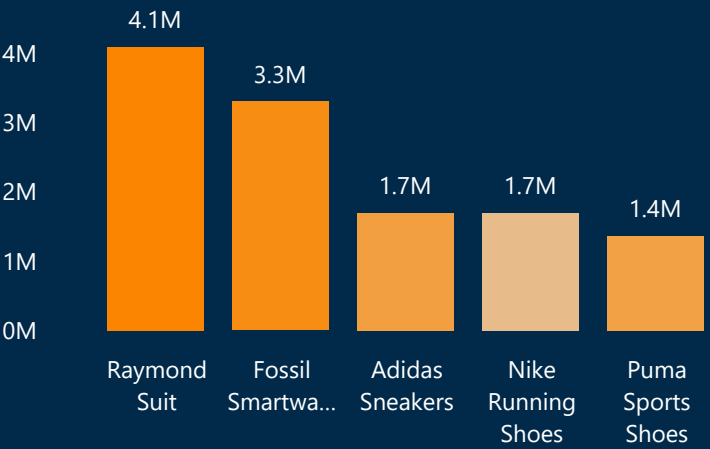


Product Performance Analysis

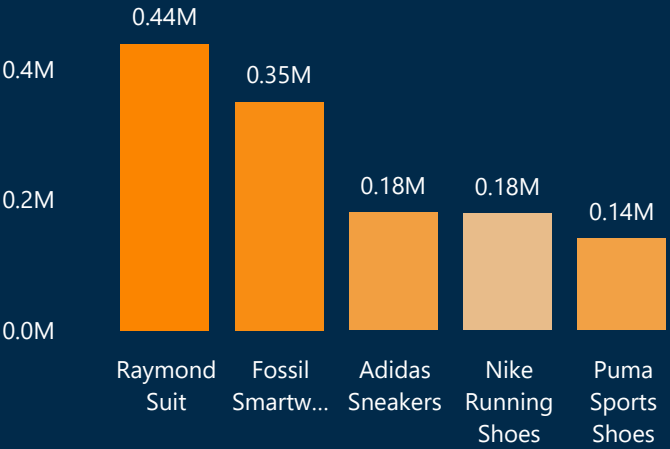
Top 5 Products by Units Sold



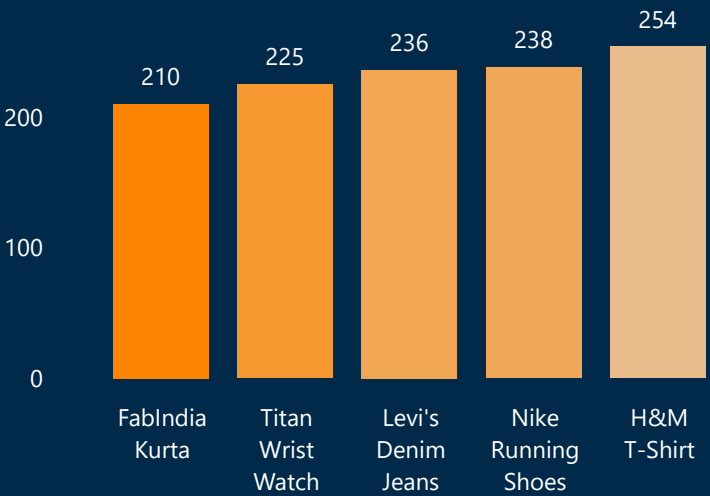
Top 5 Products by Sales



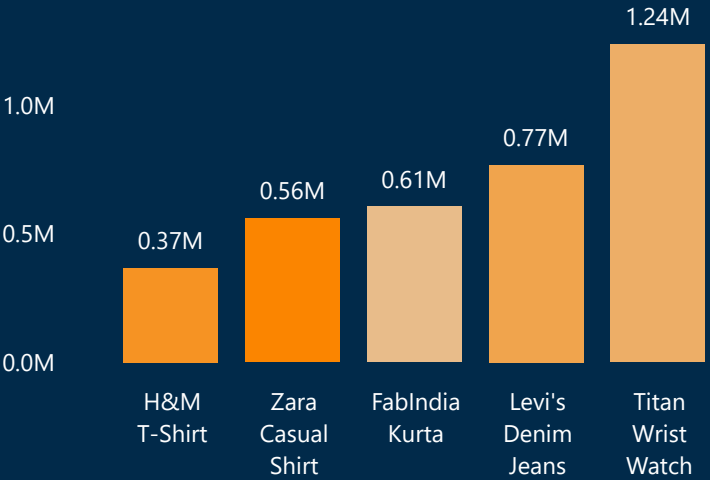
Top 5 Profitable Products



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

April

May

June

3M

Net Sales

318K

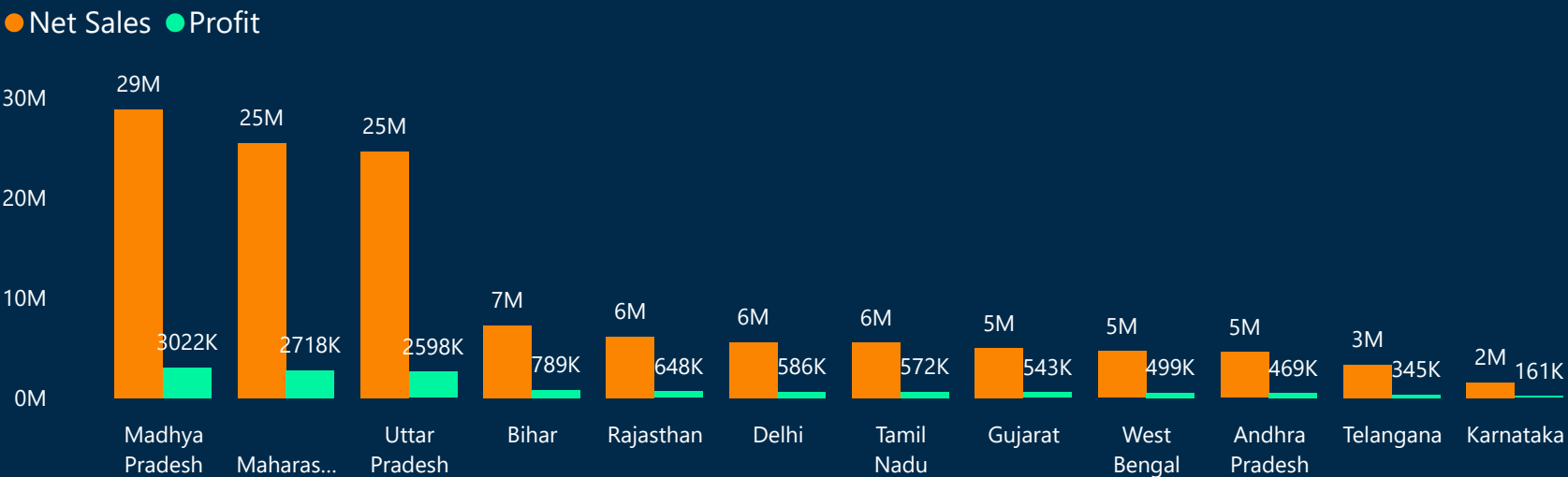
Profit

Sales by Year | Quarter | Month

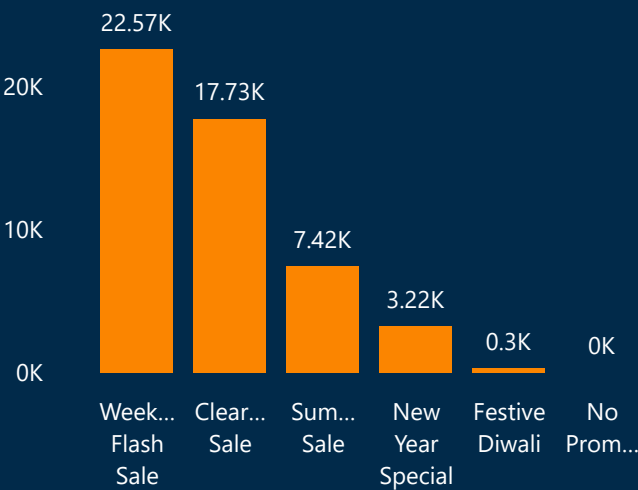


Geographic & Promotional Impact

State-wise Sales and Profit



Average Discount By Promotion Category



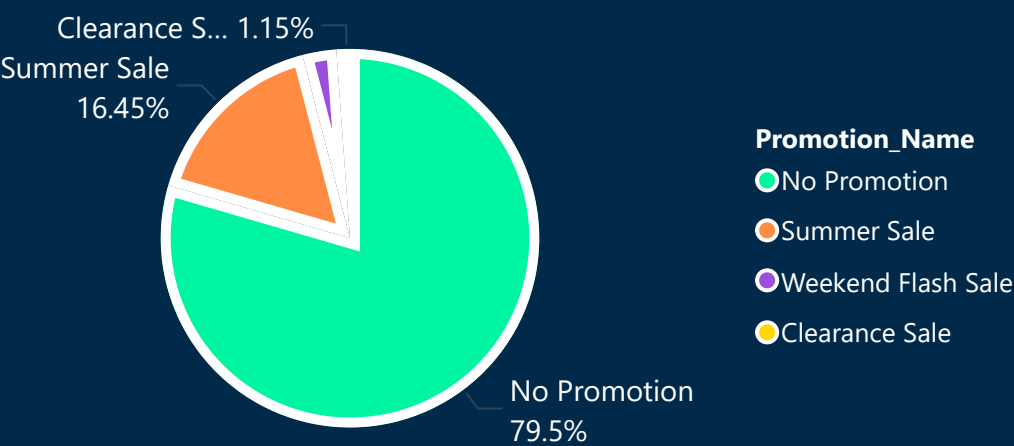
Average Discount(%)

27.61

Return on Discount (ROD) %

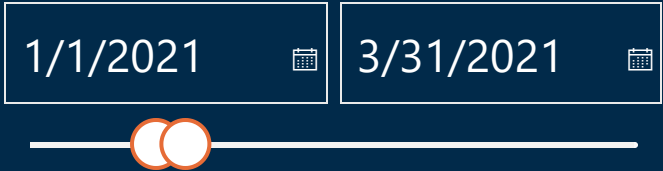
1.80

Profit Contribution by Promotion Type



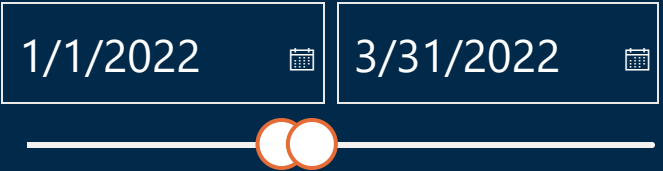
Performance Comparison between Periods

Base Period



199
Total Orders

Comparison Period



68
Quantity Difference

16.87
Quantity Growth(%)

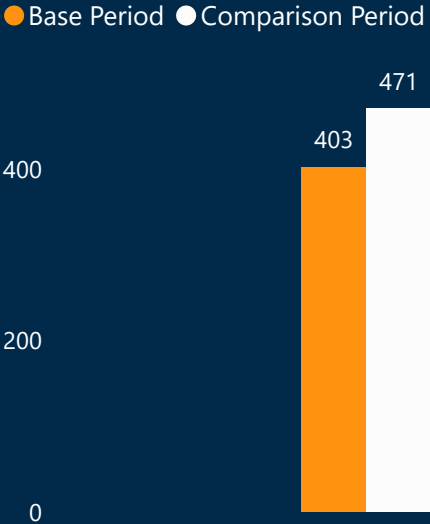
1.59M
Sales Difference

24.39
Sales Growth(%)

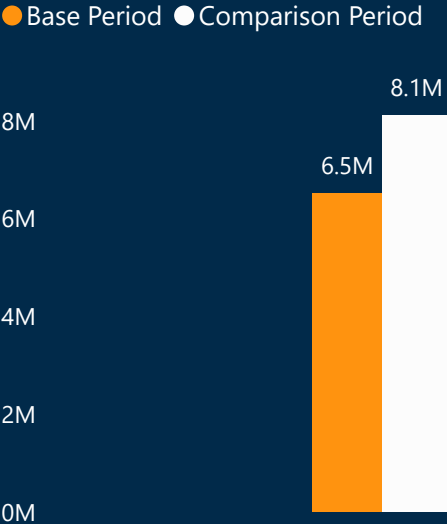
160K
Profit Difference

24.49
Profit Growth(%)

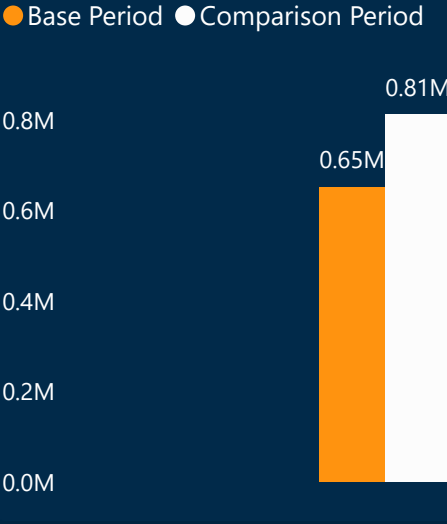
Quantity Sold Comparison



Sales Comparison



Profit Comparison



Sales Detail Explorer

State

- Andhra...
- Gujarat
- Mahara...
- Telanga...
- Bihar
- Karnata...
- Rajasth...
- Uttar Pr...
- Delhi
- Madhy...
- Tamil N...
- West B...

Promotion Type

- ☐ Clearance Sale
- ☐ Festive Diwali
- ☐ New Year Special
- ☐ No Promotion
- ☐ Summer Sale

Product Category

- Accessories
- Electronics
- Kitchenware
- Bags
- Footwear
- Personal C...
- Clothing
- Home Ap...

Ad Type

- ☐ Email
- ☐ In-App
- ☐ Mobile Push
- ☐ None
- ☐ 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