Campaign Trends

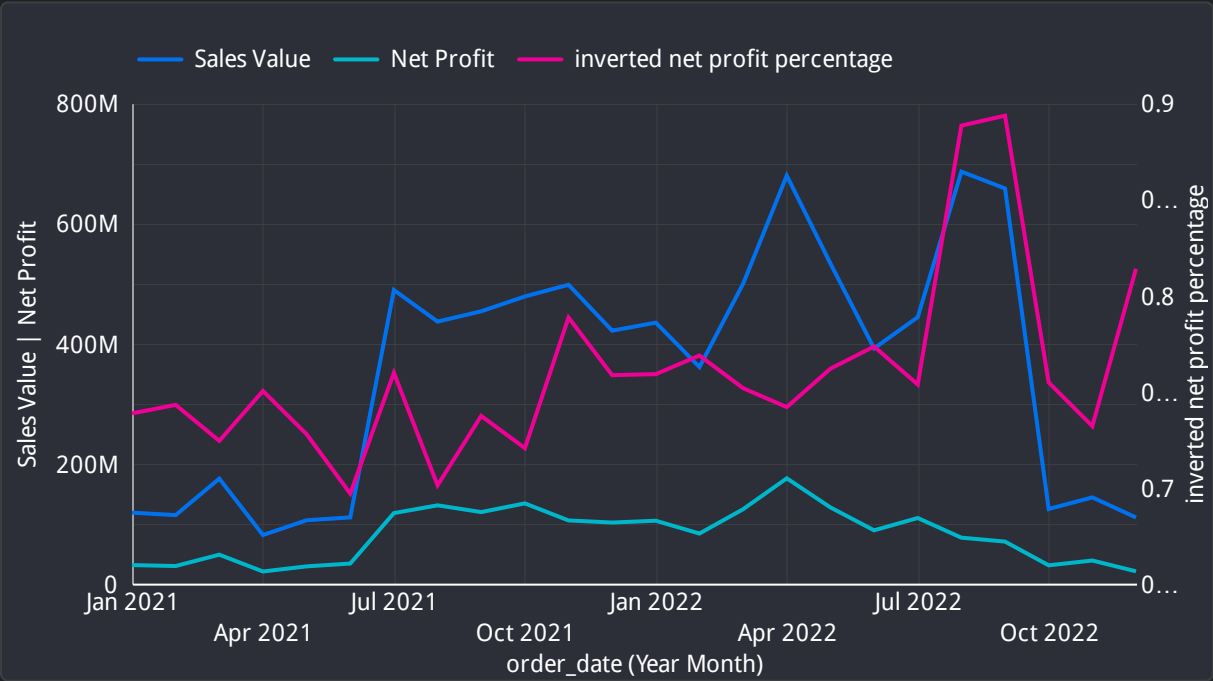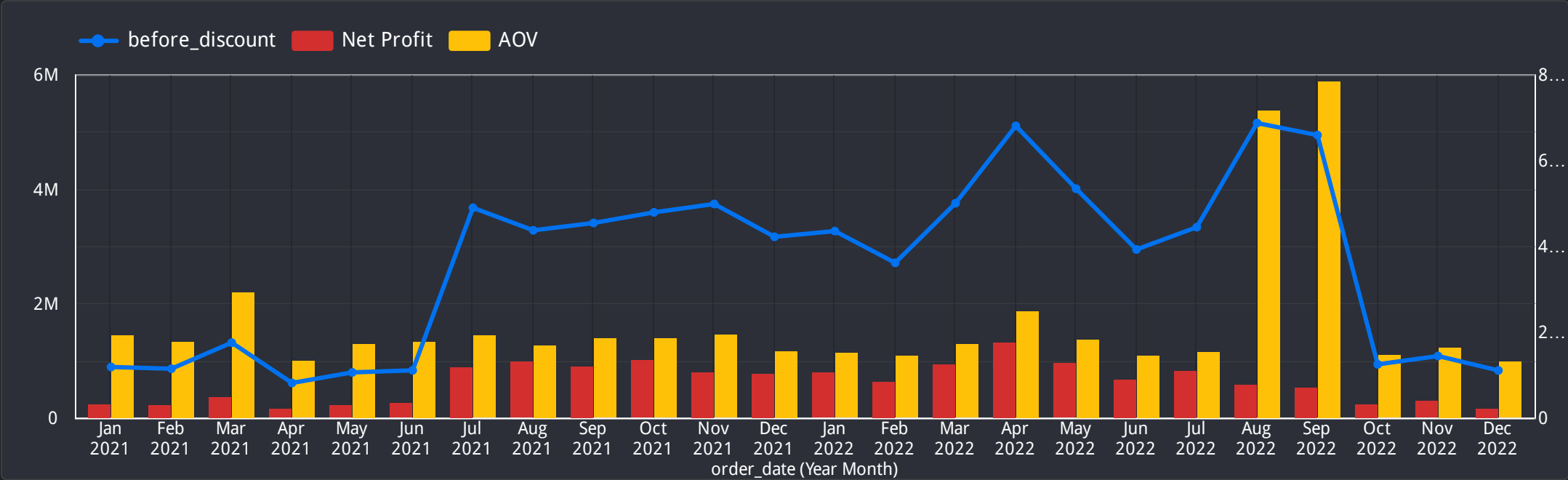Category ▾   Payment Method ▾   Value Transaction ▾   — 2022   **RESET**

Sales Dashboard NUll Class Combo chart

Legend: — before_discount   ■ Net Profit   ■ AOV

X-axis: order_date (Year Month) — Jan 2021, Feb 2021, Mar 2021, Apr 2021, May 2021, Jun 2021, Jul 2021, Aug 2021, Sep 2021, Oct 2021, Nov 2021, Dec 2021, Jan 2022, Feb 2022, Mar 2022, Apr 2022, May 2022, Jun 2022, Jul 2022, Aug 2022, Sep 2022, Oct 2022, Nov 2022, Dec 2022

Legend: — Sales Value   — Net Profit   — inverted net profit percentage

X-axis: order_date (Year Month) — Jan 2021, Apr 2021, Jul 2021, Oct 2021, Jan 2022, Apr 2022, Jul 2022, Oct 2022

	category	Sales ... ▾	Net Pr...	inverted net p...
1.	Mobiles & Ta...	3425097...	642,108...	0.81
2.	Entertainment	1295031...	315,387...	0.76
3.	Computing	1173403...	334,805...	0.71
4.	Appliances	1168138...	293,882...	0.75
5.	Men Fashion	274741914	65,880,...	0.76
6.	Women Fas...	264862357	63,473,...	0.76
7.	Home & Living	209542048	57,191,...	0.73
8.	Beauty & Gr...	167871610	44,291,...	0.74

1 - 15 / 15   ‹ ›

Customers & Sales Data

| Category ▾ | Payment Method ▾ | Value Transaction ▾ | — 2022 | Select date range ▾ |

	Product Name	categ...	Befor... ▾	After Disco...	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles ...	1,037,504,0...	1,037,504,000	67,860,000	2,000	2
2.	samsungGALAXY S-7 E...	Mobiles ...	188,106,300	187,665,500	28,624,860	41	19
3.	MACBOOK PRO 15-IN...	Computing	177,190,000	177,190,000	63,788,400	13	10
4.	iphone_7-128GB-wof-...	Mobiles ...	130,456,700	130,398,700	18,508,070	23	23
5.	Apple iPhone 6S Plus 1...	Mobiles ...	129,997,720	129,997,720	31,519,340	26	24
6.	iphone_7-128GB-wof-J...	Mobiles ...	118,927,060	118,927,060	19,451,740	21	21
7.	samsung_K6000 49	Entertain...	98,736,320	98,736,320	27,293,660	19	19
8.	GMZV_PS4 Pro 1TB - R...	Entertain...	91,685,290	91,685,290	13,839,490	30	6
9.	infinix Zero 4 Grey	Mobiles	89,374,090	89,374,090	11,619,250	67	17

1 - 100 / 3155 ‹ ›

RESET

Before Discoumt
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

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

1 - 100 / 3998 ‹ ›

Legend: ■ qty_ordered ■ Customer(unique)

Chart axes: left axis 0, 2K, 4K, 6K, 8K, 10K; right axis 0, 1K, 2K, 3K, 4K; categories 2021, 2022

Monthly Sales Trend By Category - 2022

RESET
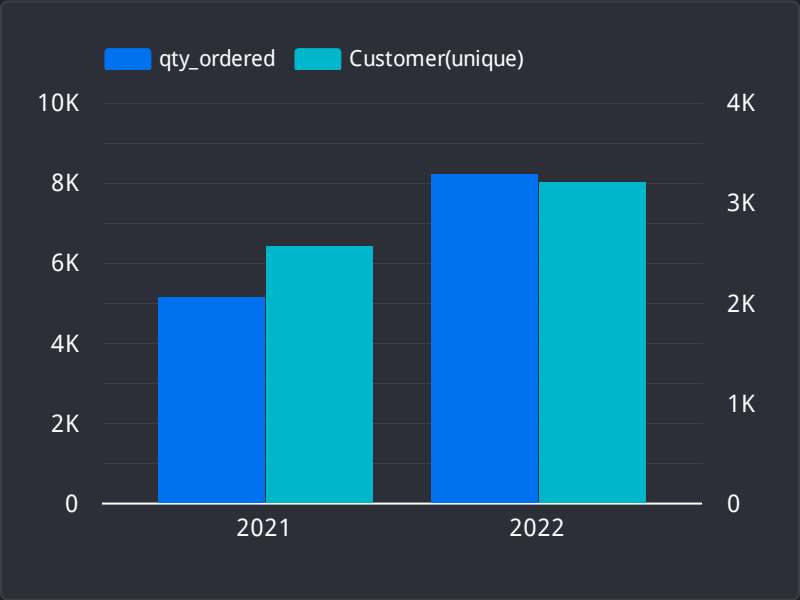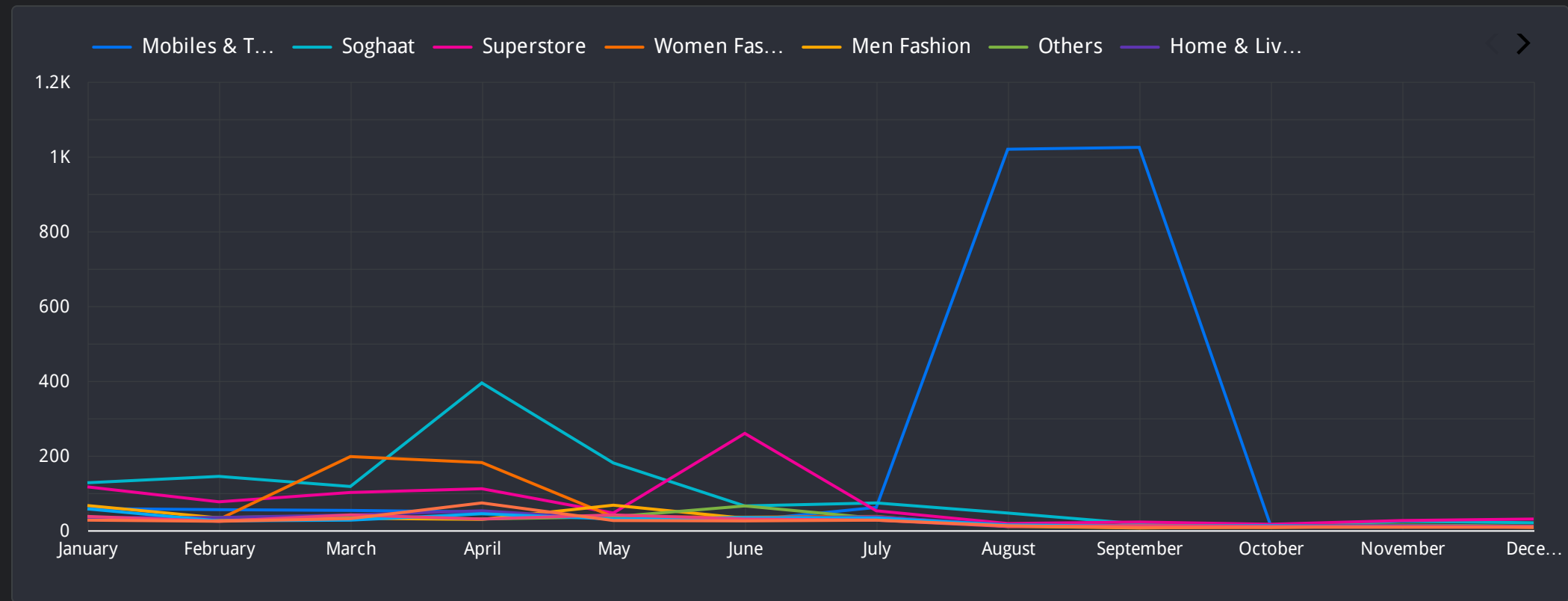
category	order_date (Month)	qty_ordered ▾
Mobiles & Tablets	September	1,024
Mobiles & Tablets	August	1,019
Soghaat	April	394
Superstore	June	259
Women Fashion	March	197
Women Fashion	April	181
Soghaat	May	180
Soghaat	February	144
Soghaat	January	127
Soghaat	March	117

1 - 100 / 180

1- Computing consistently led in total quantities ordered throughout 2022, maintaining strong performance with minimal fluctuations.

2- Mobiles & Tablets experienced the highest growth, with a 42% increase in sales from Q1 to Q4, driven largely by festive campaigns and Q4 promotions.

3- Appliances showed a notable spike in November, suggesting strong seasonality—possibly due to holiday or festival-based promotions (e.g., Diwali).

4- Others and Superstore categories demonstrated flat or declining trends, signaling limited campaign success or market saturation.

Net Profit Analysis by Product Category

RESET

Net Profit new

2.5B	
2B	
1.5B	
1B	
500M	
0	

Mobiles & Tablets
Entertainment
Computing
Appliances
Women Fashion
Men Fashion
Home & Living
Beauty & Grooming
Superstore
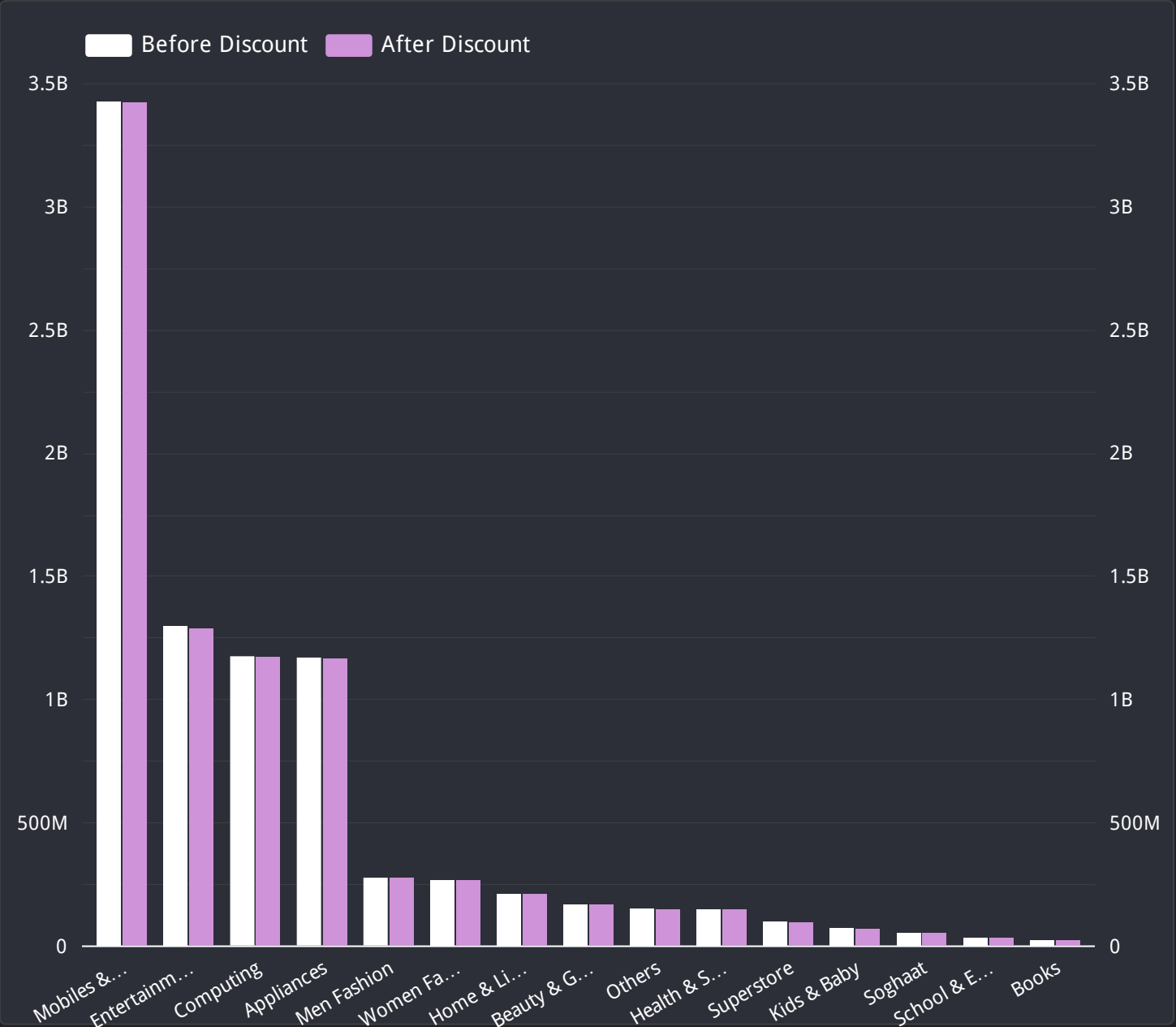Others
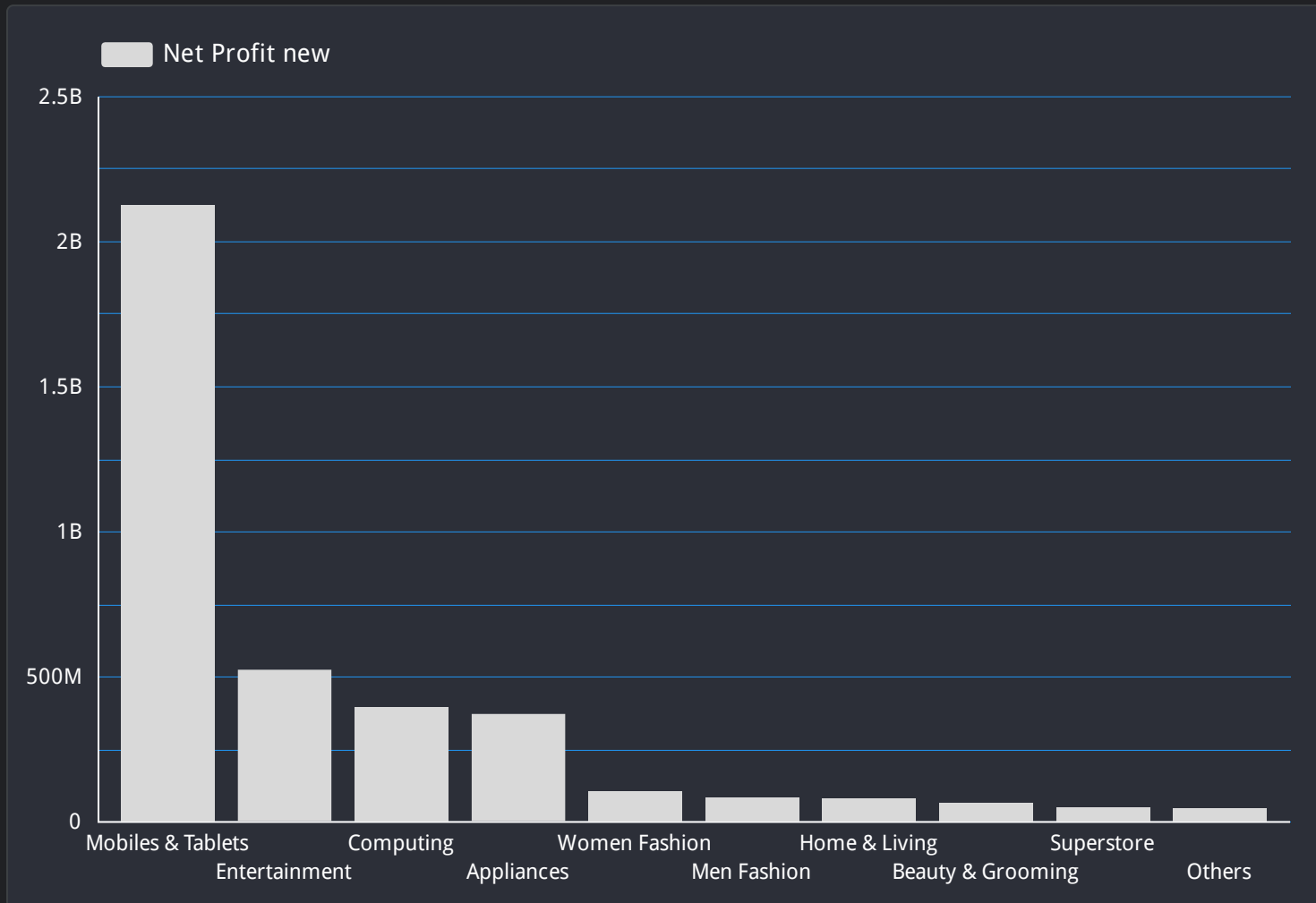
Net Profit
3,953,452,557.42

After Discount
8,515,253,661.42

COGS
4,561,801,104

Before Discount
8,548,453,652.8

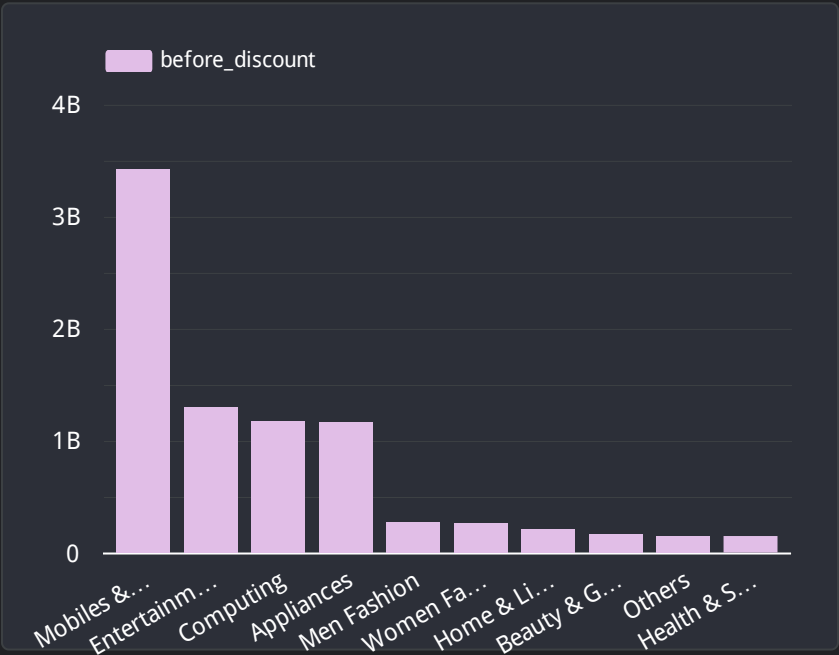# Category-wise Revenue Comparison: Pre vs Post Discount

RESET

Before Discount □ **After Discount** ▨

Before Discount	8,548,453,652.8
After Discount	8,515,253,661.42
Discount Impact	33,199,991.38

before_discount ▨

Sales Performance by Day Type (Oct–Dec 2022)

RESET

Select date range

Weekend
38,001.36

Weekdays
58,669.59

Period	Weekdays	Weekends
1. Overall	14,667.4	9,000.34
2. October	12,000.56	8,000.34
3. November	15,000.75	10,000.23
4. December	17,000.88	11,000.45

1 - 4 / 4 ‹ ›
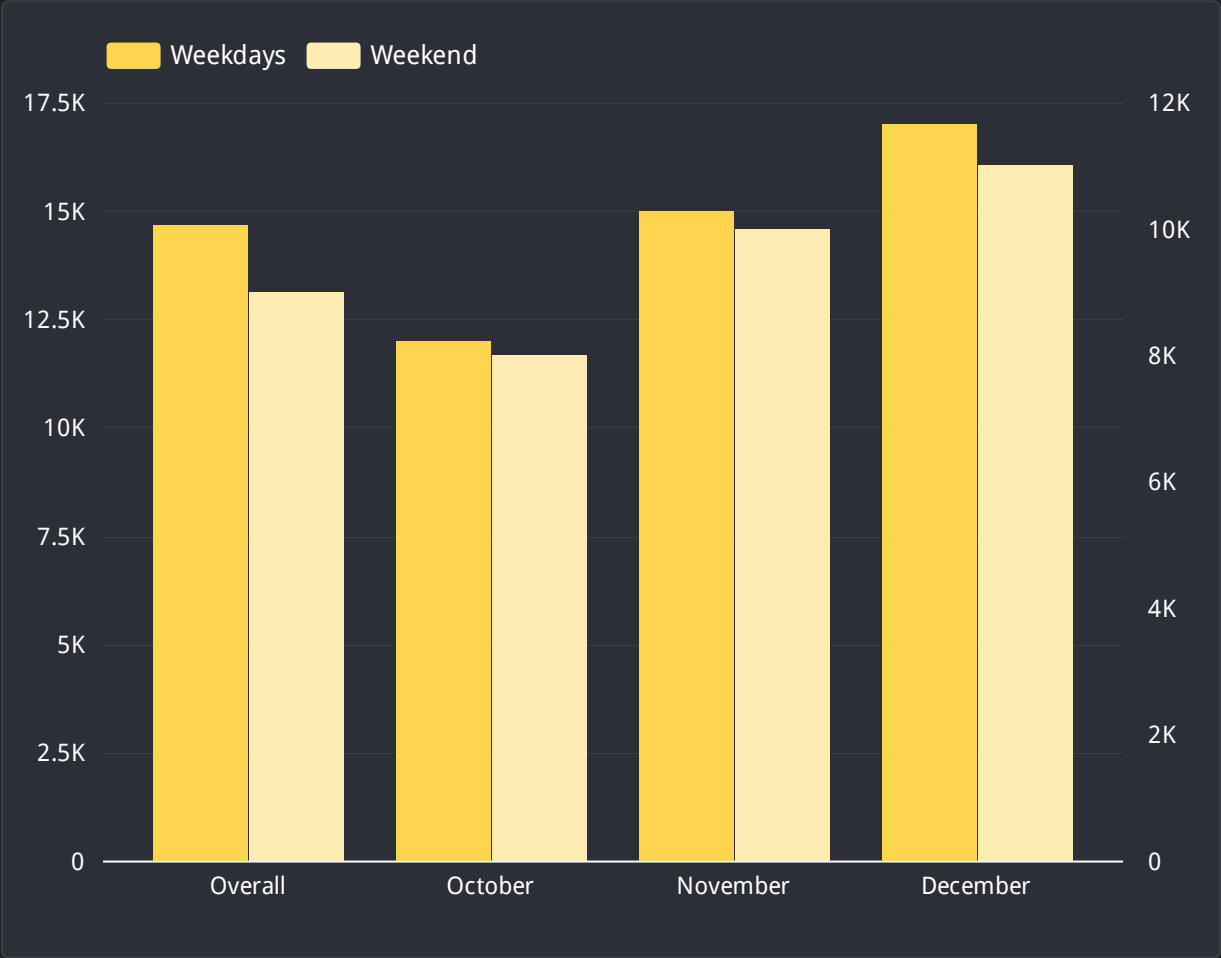
Weekdays ▮ **Weekend** ▯

The trend was consistent across all three months:
October:
Weekday: ₹12,000.56
Weekend: ₹8,000.34

November:
Weekday: ₹15,000.75
Weekend: ₹10,000.23

December:
Weekday: ₹17,000.88
Weekend: ₹11,000.45

1-Despite active weekend promotional campaigns, sales remained higher   on weekdays throughout the quarter.

2- This suggests that customers engaged more on weekdays, potentially   due to work-related or routine shopping behavior.

3-Recommendation: Reevaluate weekend strategies and consider shifting   or expanding promotions to target high-performing weekday periods.