

# Campaign Trend

Category ▾

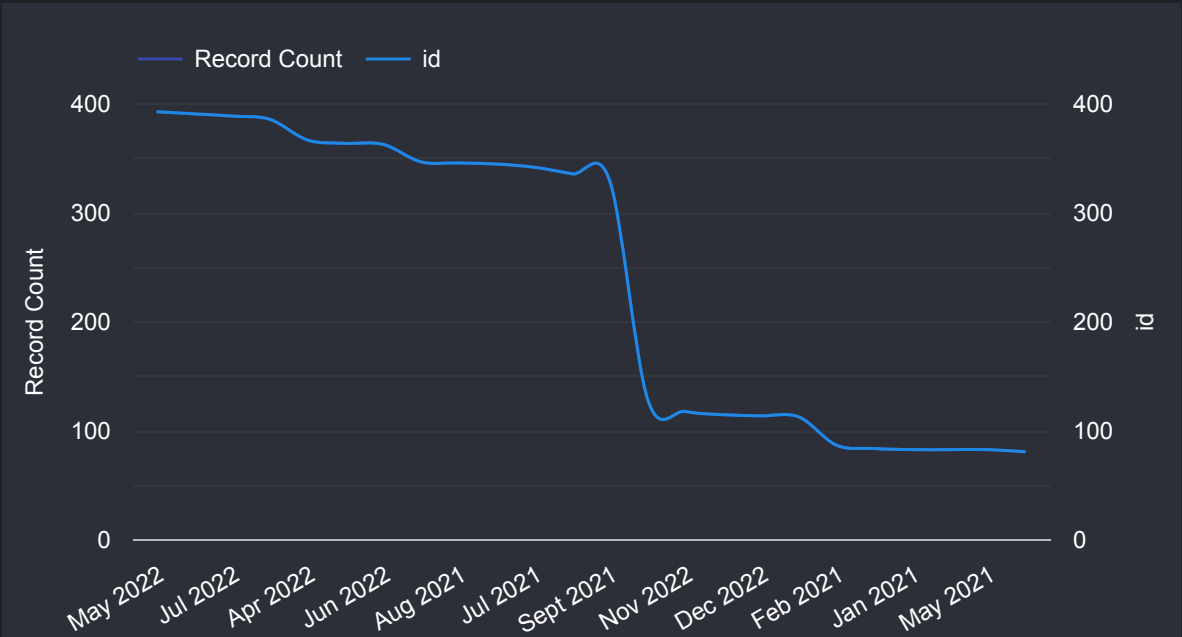
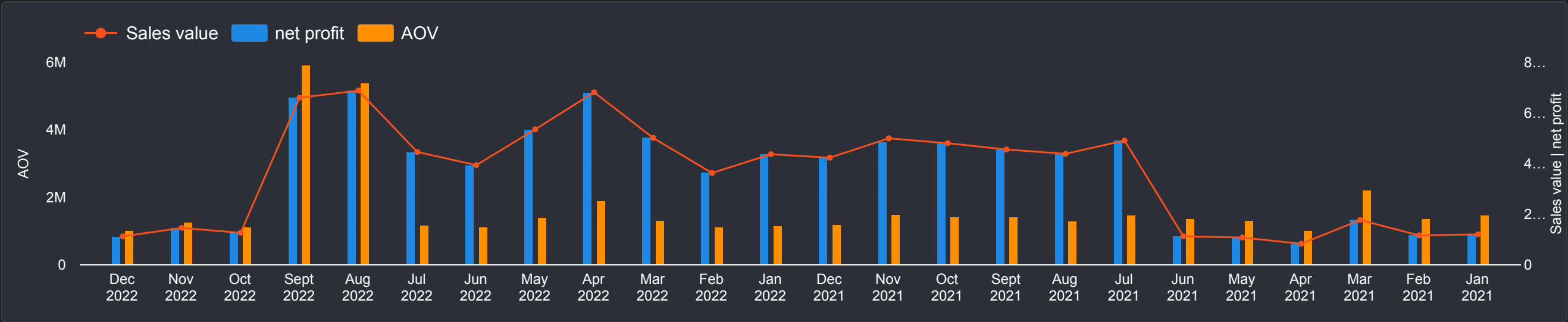
Payment method ▾

Value Transaction ▾

— 2022

RESET

sales v/s net profit v/s AOV



	category	net profit ▾	net profit percentage	sales value
1.	Mobiles & Tablets	3,421,065,386	5,549,438,634	3,425,097,634
2.	Entertainment	1,286,165,163	1,816,778,390	1,295,031,180
3.	Computing	1,170,536,666	1,568,014,032	1,173,403,812
4.	Appliances	1,163,483,237	1,537,453,824	1,168,138,242
5.	Men Fashion	273,493,530	356,528,584	274,741,914
6.	Women Fashion	263,748,329.4	367,990,451.8	264,862,357.4
7.	Home & Living	208,216,386.4	288,643,278.4	209,542,048
8.	Beauty & Grooming	167,215,823	232,084,816	167,871,610
9.	Others	147,755,705.1	194,594,823.1	151,148,058
1 - 10 / 15 < >				

# Campaign Trend

Category ▾

Payment method ▾

Value Transaction ▾

— 2022

RESET

Select date range ▾

	Prod...	Category	After discount ▾	Befor...	CS	Net profit	Quantity
1.	IDROI...	Mobiles & Tablets	1,037,504,000	1,037,5...	2	1,037,502...	2,000
2.	sams...	Mobiles & Tablets	187,665,500	188,10...	17	187,665,459	41
3.	MACB...	Computing	177,190,000	177,19...	9	177,189,987	13
4.	iphon...	Mobiles & Tablets	130,398,700	130,45...	23	130,398,677	23
5.	Apple ...	Mobiles & Tablets	129,997,720	129,99...	22	129,997,694	26
6.	iphon...	Mobiles & Tablets	118,927,060	118,92...	21	118,927,039	21
7.	sams...	Entertainment	98,736,320	98,736,...	12	98,736,301	19
8.	GMZV...	Entertainment	91,685,290	91,685,...	6	91,685,260	30
9.	infinix...	Mobiles & Tablets	89,374,090	89,374,...	14	89,374,023	67
10.	sams...	Mobiles & Tablets	88,044,000	88,044,...	9	88,043,984	16

1 - 100 / 3155 < >

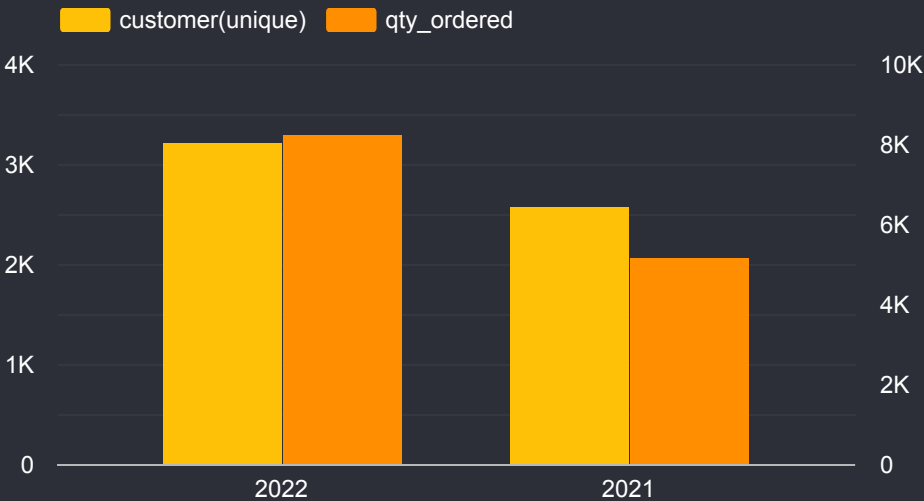
After discount  
8,515,253,661.42

Before discount  
8,548,453,652.8

Net Profit  
8,515,240,328.42

	customer_id	net profit ▾
1.	C206125L	
2.	C460487L	
3.	C378684L	
4.	C374672L	
5.	C492850L	
6.	C200115L	
7.	C781213L	
8.	C862627L	

1 - 100 / 3998 < >



Customer  
5,764

AOV  
1,483,076.62

Quantity  
13,333