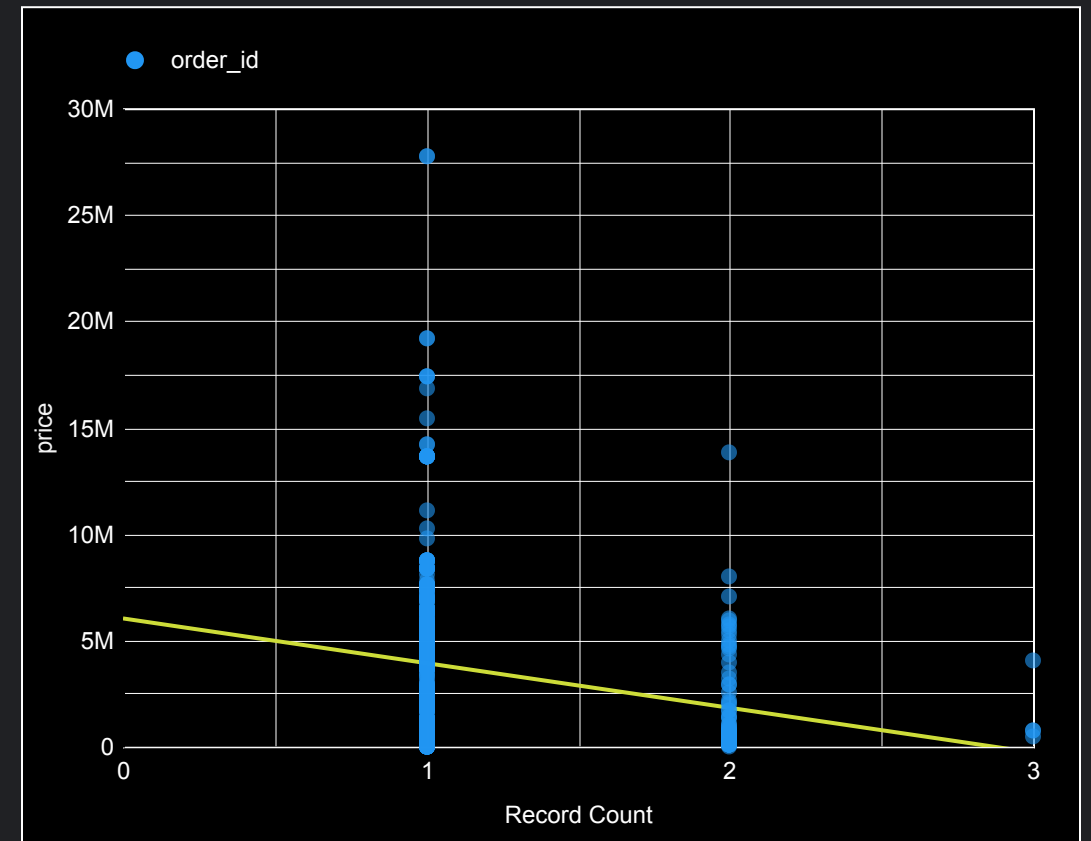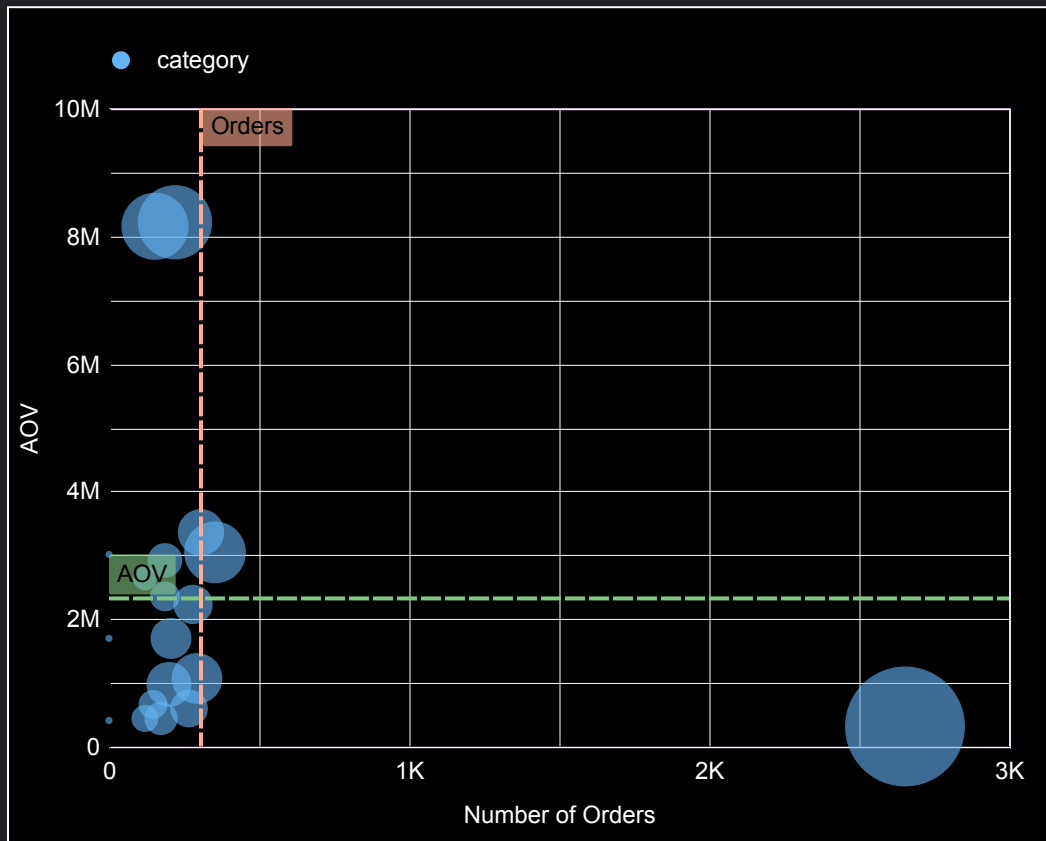# AOV vs Number Of Orders by Product Category
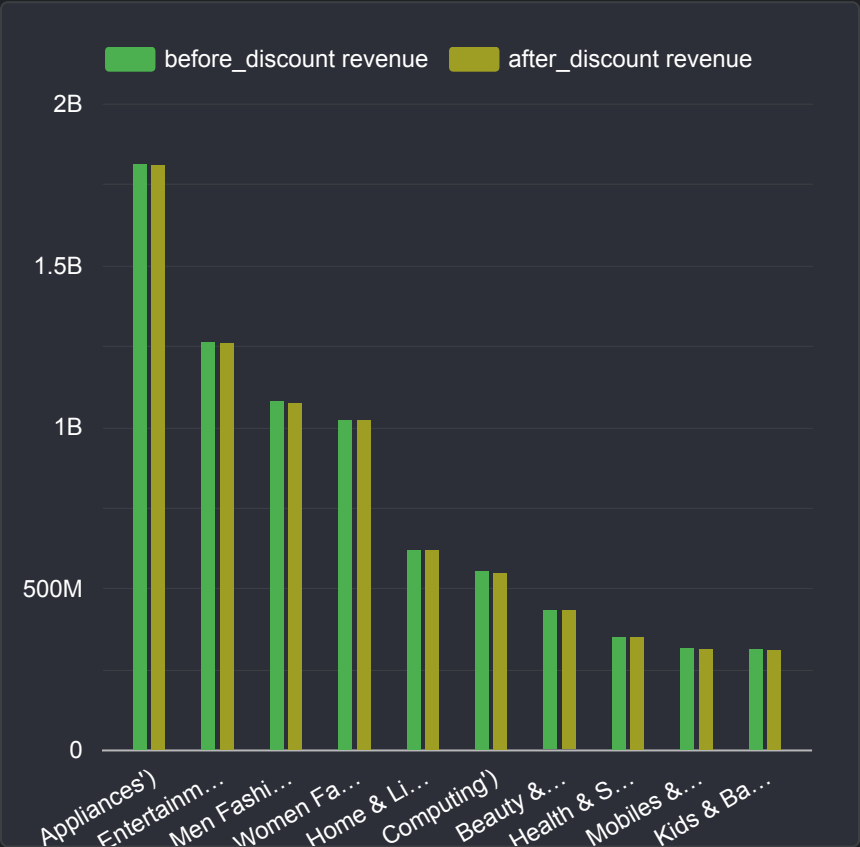
category ▾

This bubble chart and heat map compares Average Order Value (AOV) and Number of Orders across product categories.The X-axis shows the number of orders, and the Y-axis shows the average order value.Categories with high AOV but low orders represent premium products, where fewer customers spend more per purchase.This chart helps identify differences between high-volume and high-value categories for better business decisions.
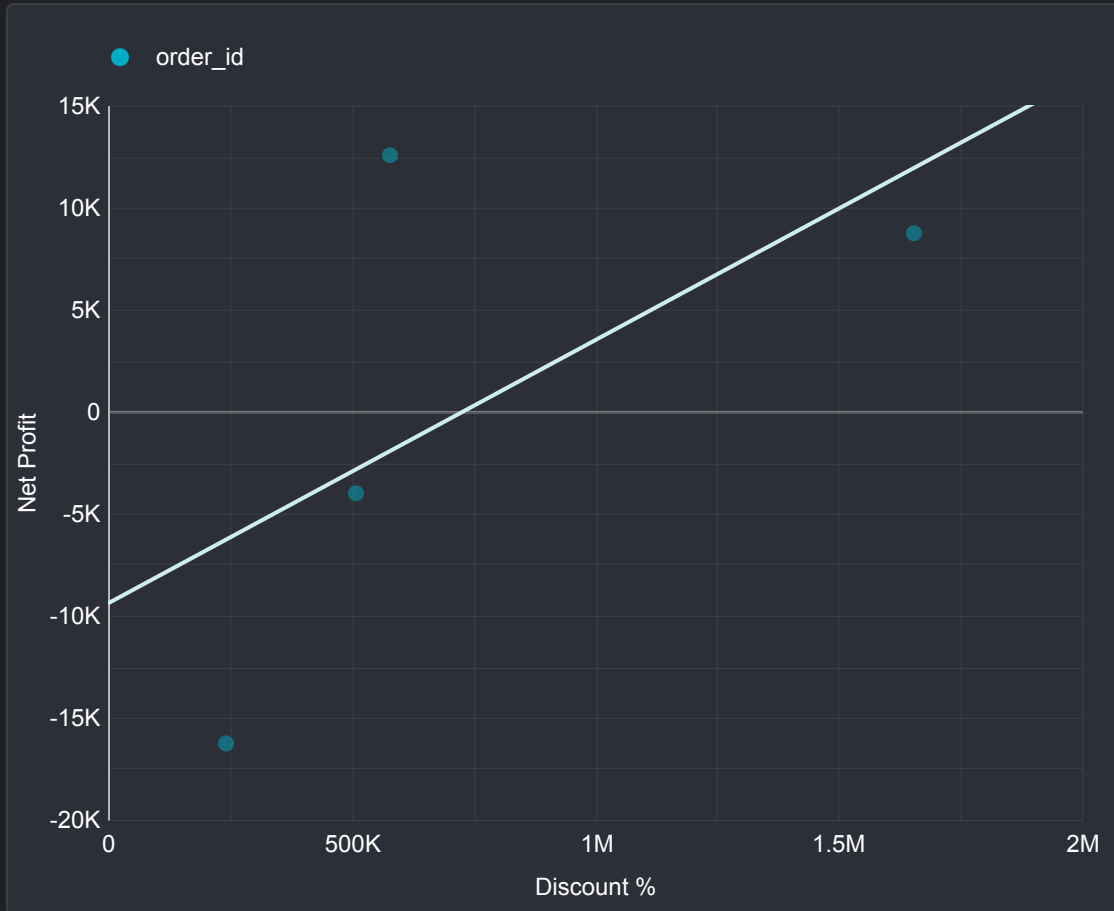
Before vs After Discount Revenue

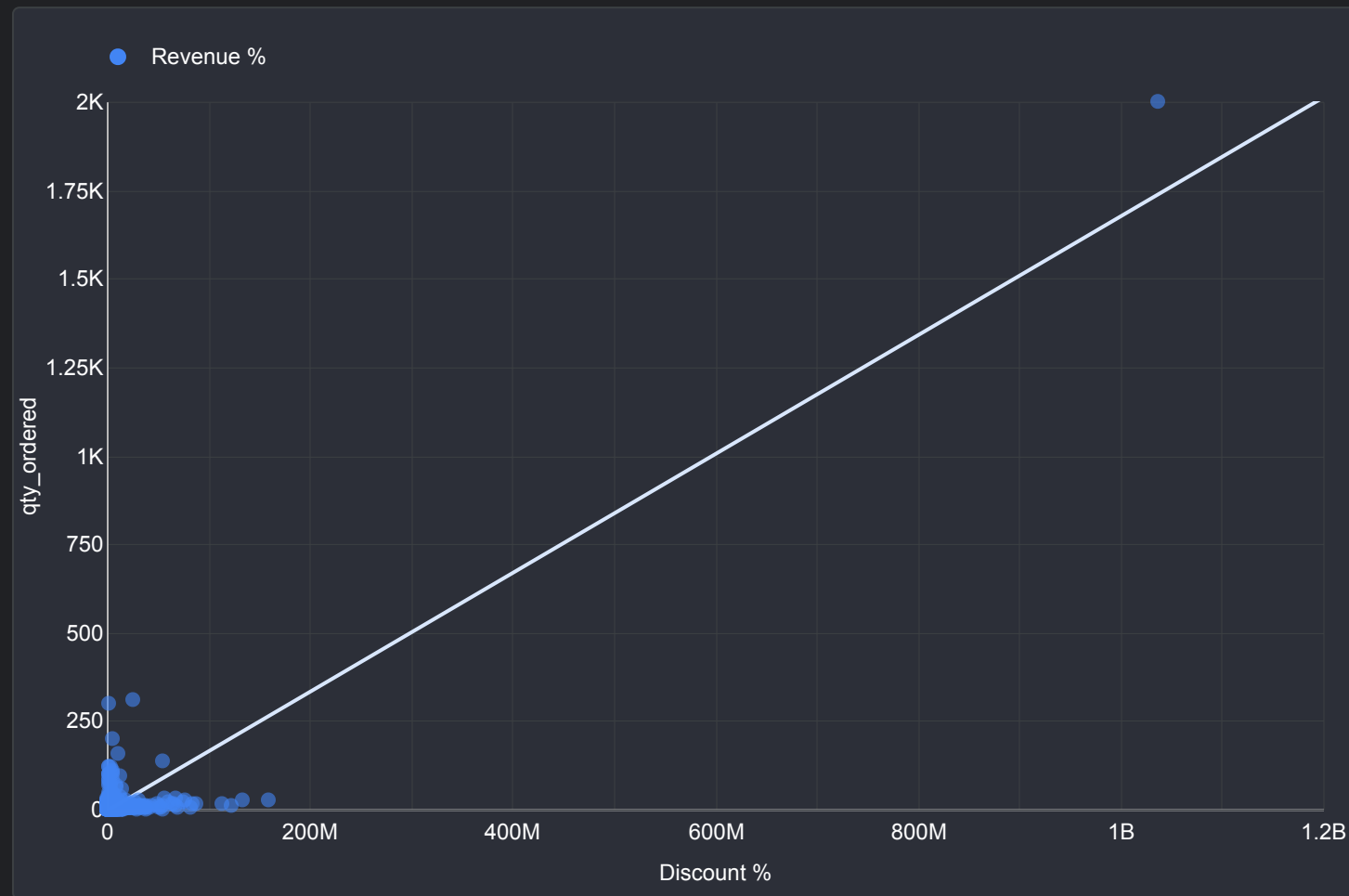|	category	b…	aft…	Net …	Profit…	Reven…
1.	Men Fashion')	1,0…	1,07…	735,3…	-59,59…	107,832,…
2.	Women Fashion')	1,0…	1,01…	799,7…	20,747…	102,020,…
3.	Kids & Baby')	31…	308,…	243,8…	22,755…	31,180,7…
4.	Home & Living')	61…	617,…	447,2…	-204,4…	61,790,8…
5.	School & Education')	15…	156,…	128,9…	9,865…	15,922,6…
6.	Appliances')	1,8…	1,80…	-1,99…	-440,3…	181,291,…
7.	Health & Sports')	34…	349,…	240,7…	-203,0…	34,950,3…
8.	Others')	19…	191,…	107,5…	1,235…	19,169,8…
9.	Computing')	55…	546,…	85,90…	-127,5…	55,098,2…
10.	Beauty & Grooming')	43…	430,…	375,0…	15,848…	43,000,7…
11.	Books')	72,…	72,3…	61,47…	14,305…	7,234,26…
12.	Entertainment')	1,2…	1,25…	-1,20…	-107,3…	126,198,…
13.	Superstore')	96,…	93,8…	44,62…	-35,13…	9,634,84…
14.	Soghaat')	52,…	52,9…	44,32…	10,108…	5,296,34…
15.	Mobiles & Tablets')	31…	310,…	-112,…	-433,5…	31,434,1…
16.	63742	40…	403,…	0	0	40,309,9…

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This table uses conditional formatting to highlight performance trends. Categories with negative net profit are marked in red, categories where after-discount revenue drops by more than 30% are highlighted in orange, and categories with the highest profit margins appear in green, helping business users quickly identify risk areas and top-performing categories

Impact of Discount Percentage on Net Profit

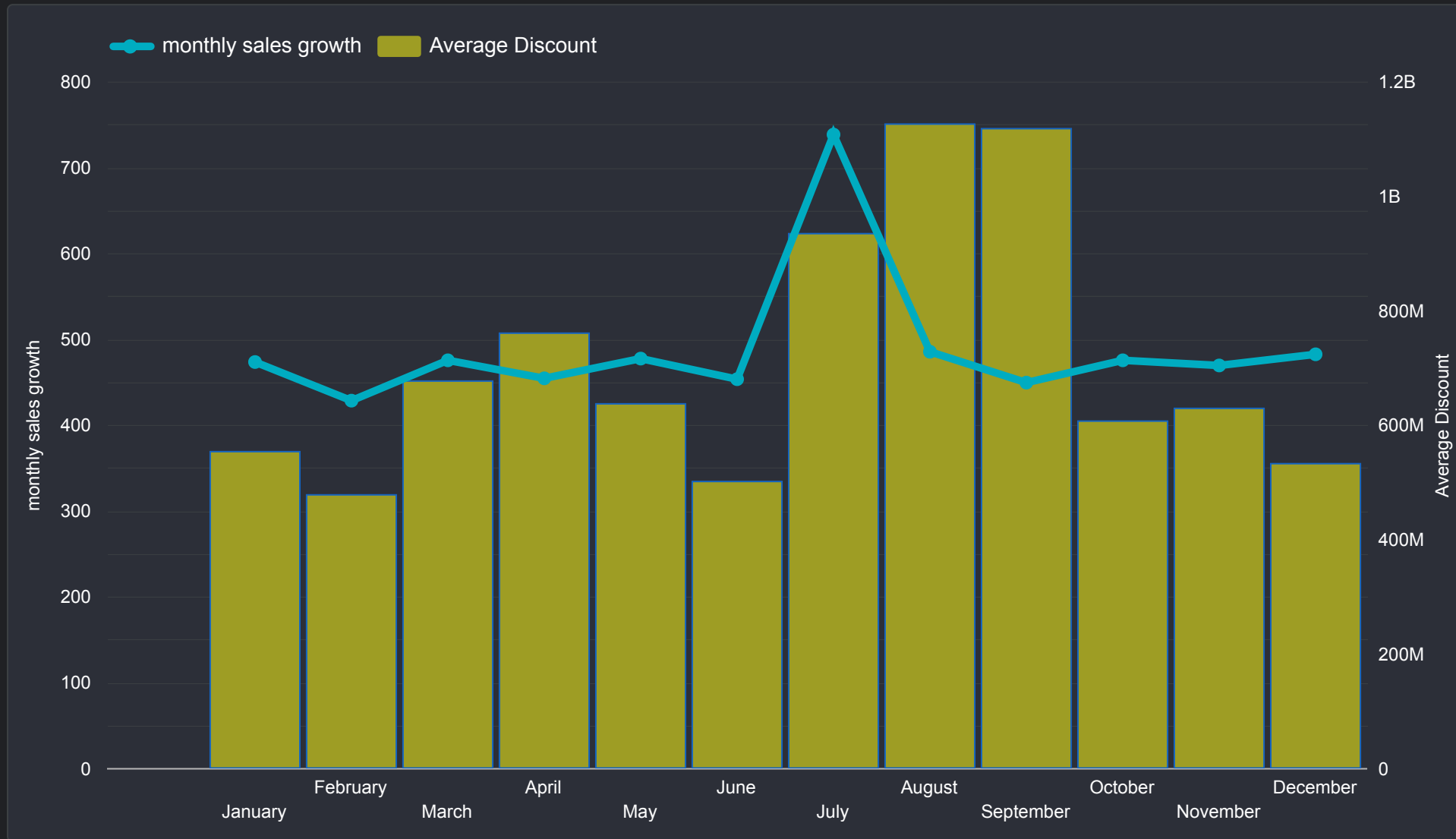## Distribution of Orders by Discount %

The scatter plot is the most suitable chart because both discount percentage and net profit are continuous measures, and the scatter plot clearly shows their relationship through individual data points, trends, and outliers. A bar chart is less suitable in this case because it compares aggregated values rather than showing how one continuous variable changes with another.

Discount % vs Quantity Ordered

This scatter plot compares discount percentage with quantity ordered to test whether higher discounts lead to higher sales volumes. The spread of data points shows no strong positive relationship, indicating that increasing discounts does not consistently increase quantity sold. This suggests that deeper discounts may not be an effective demand driver in this dataset.
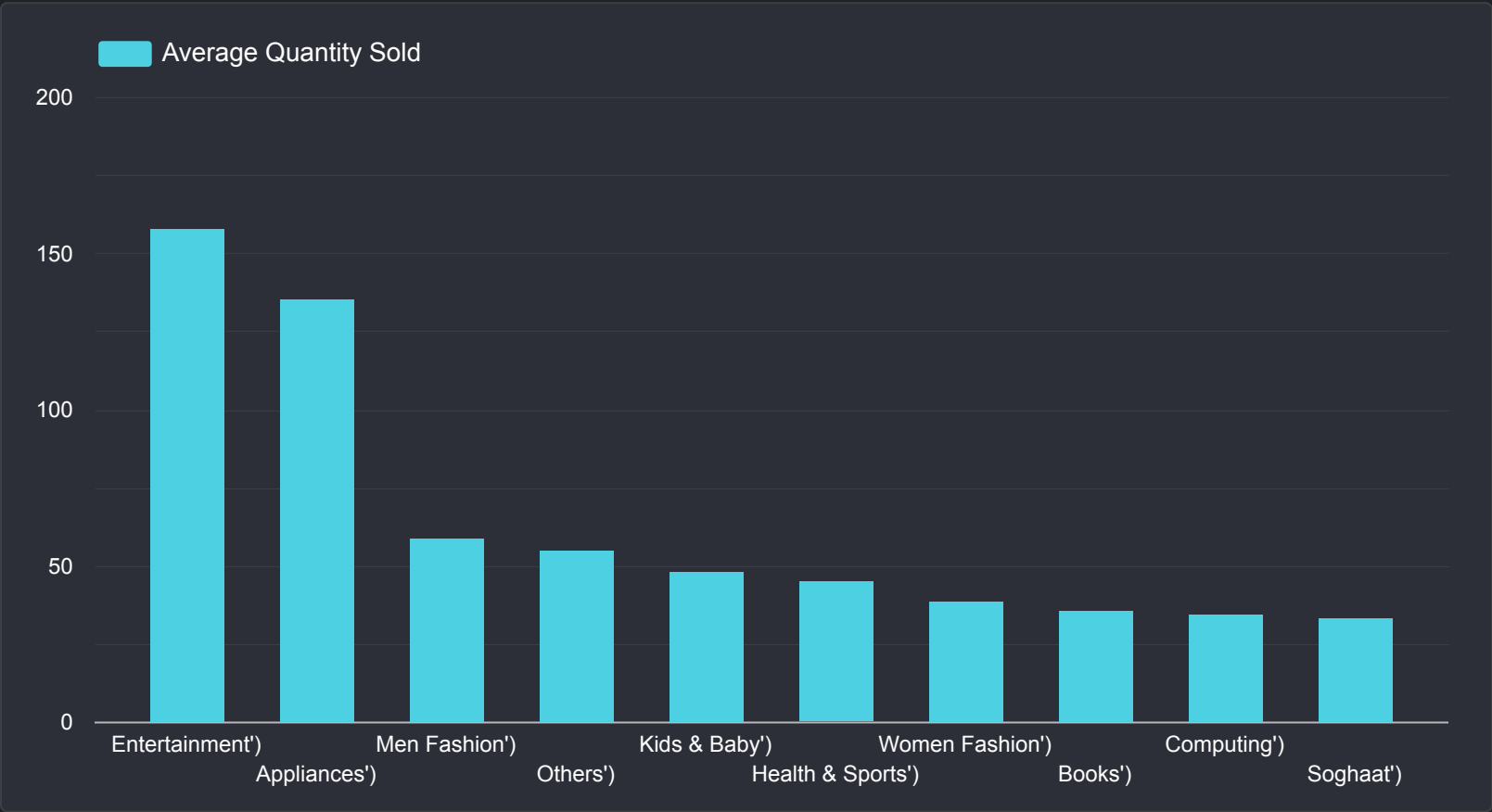
Monthly Sales Growth vs Average Discount Rate

This combo chart displays Monthly Sales Growth and Average Discount Rate across months, with the line showing growth trend and the bars representing discount levels. A combo chart is used because it allows two different measures to be compared over time on the same axis, making it easier to see how discounting relates to sales performance.

Average Quantity Sold by Category

Avg Quantity Sold
42

This bar chart compares quantity sold across categories to assess inventory pressure. Electronics shows the highest demand, requiring strong stock availability, while Home Décor has the lowest sales, indicating a need to review inventory and pricing strategy. These insights help operations prioritize replenishment and optimize slow-moving stock.