

Campaign Trends

Sales Value vs Net Profit vs AOV

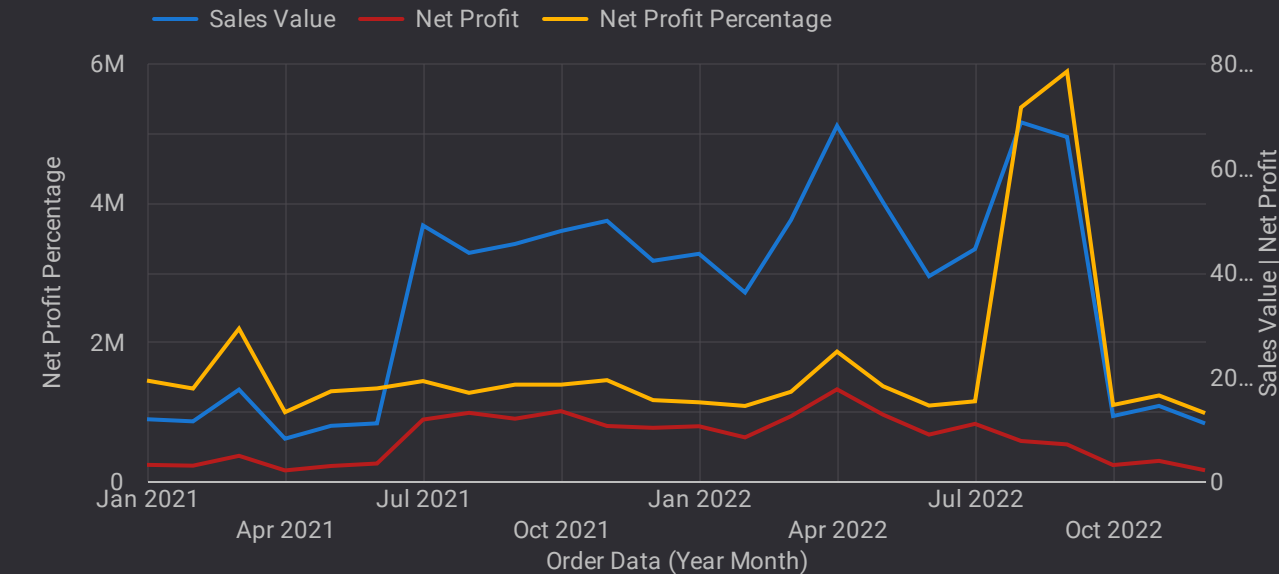
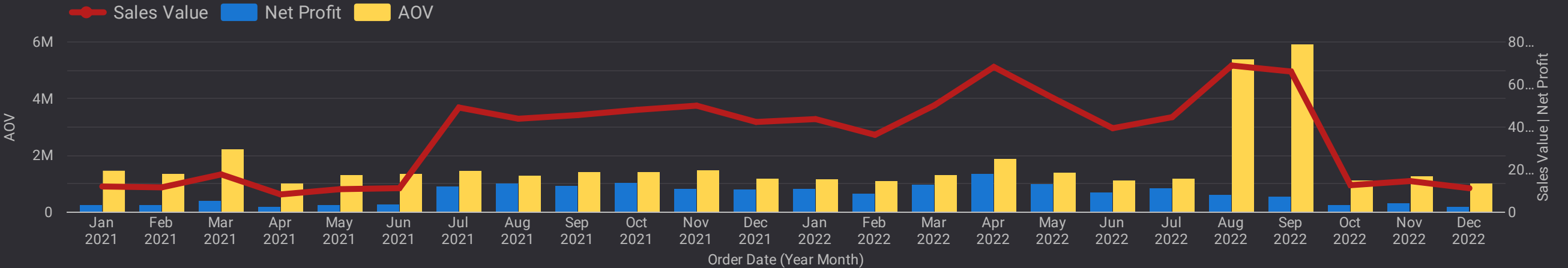
Category ▾

Payment Method ▾

Value Transaction ▾

2022

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| Category | | Sales Value ▾ | Net Profit | Net Profit % |
|----------|-------------------|---------------|--------------|---------------|
| 1. | Mobiles & Tablets | 3,425,097,634 | 642,108,102 | 3,425,097,634 |
| 2. | Entertainment | 1,295,031,180 | 315,387,548 | 1,295,031,180 |
| 3. | Computing | 1,173,403,812 | 334,805,908 | 1,173,403,812 |
| 4. | Appliances | 1,168,138,242 | 293,882,398 | 1,168,138,242 |
| 5. | Men Fashion | 274,741,914 | 65,880,632 | 274,741,914 |
| 6. | Women Fashion | 264,862,357.4 | 63,473,440.4 | 264,862,357.4 |
| 7. | Home & Living | 209,542,048 | 57,191,382.4 | 209,542,048 |
| 8. | Beauty & Grooming | 167,871,610 | 44,291,598 | 167,871,610 |
| 9. | Others | 151,148,058 | 29,790,433.1 | 151,148,058 |
| 10. | Health & Sports | 147,144,664 | 35,765,836.3 | 147,144,664 |

Customer & Sales Data

Category ▾

Payment Method ▾

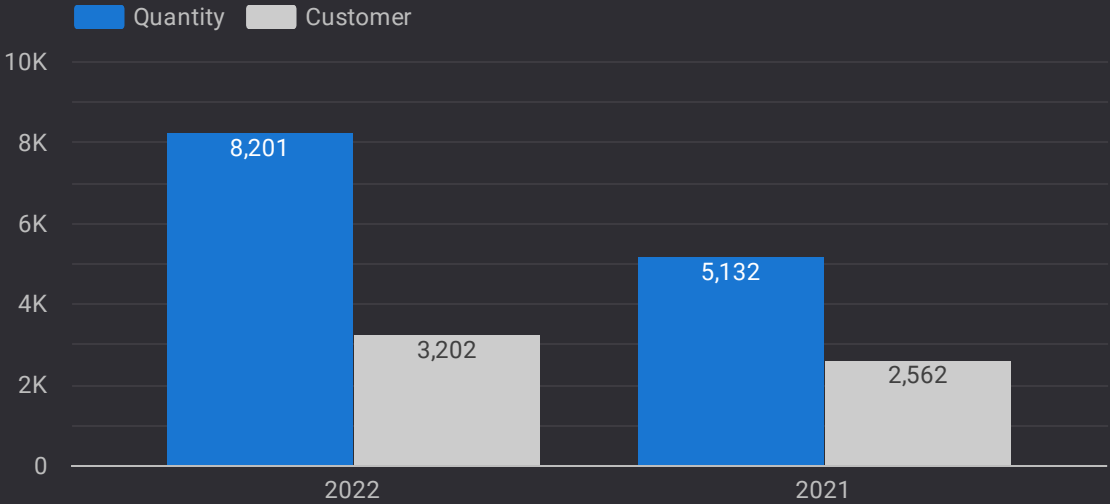
Value Transaction ▾

2022

Select date range ▾

| | Category ▾ | Product Name | Before Discount | After Discount | Net Profit | Quantity | Cs ID |
|----|---------------|----------------------------|-----------------|----------------|------------|----------|-------|
| 1. | Women Fashion | Nuraiwomen_MD-817 -12(L) | 182,700 | 182,700 | 29,232 | 1 | 1 |
| 2. | Women Fashion | asimjofaeaneu_2B | 649,252 | 649,252 | 442,888 | 2 | 1 |
| 3. | Women Fashion | Naushemian_#0031-Orange -M | 2,436,000 | 2,436,000 | 267,960 | 1 | 1 |
| 4. | Women Fashion | SNU_NA16E2-03 | 2,523,000 | 2,523,000 | 807,360 | 3 | 3 |
| 5. | Women Fashion | hijabh_0120-P-827-54 | 403,100 | 403,100 | 137,054 | 1 | 1 |
| 6. | Women Fashion | SNU_Es16e2-09 | 1,270,200 | 1,270,200 | 165,184 | 2 | 2 |
| 7. | Women Fashion | SNU_IM17C08 | 490,100 | 490,100 | 142,158 | 1 | 1 |
| 8. | Women Fashion | Singhar_NC-0012 | 231,942 | 231,942 | 37,120 | 1 | 1 |
| 9. | Women Fashion | SNU_Es16e2-09 | 403,100 | 403,100 | 137,054 | 1 | 1 |

| | Customer ID | Net Profit ▾ |
|-----|-------------|--------------|
| 1. | C206125L | |
| 2. | C460487L | |
| 3. | C378684L | |
| 4. | C374672L | |
| 5. | C492850L | |
| 6. | C200115L | |
| 7. | C520373L | |
| 8. | C514596L | |
| 9. | C750160L | |
| 10. | C781213L | |



Before Discount
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

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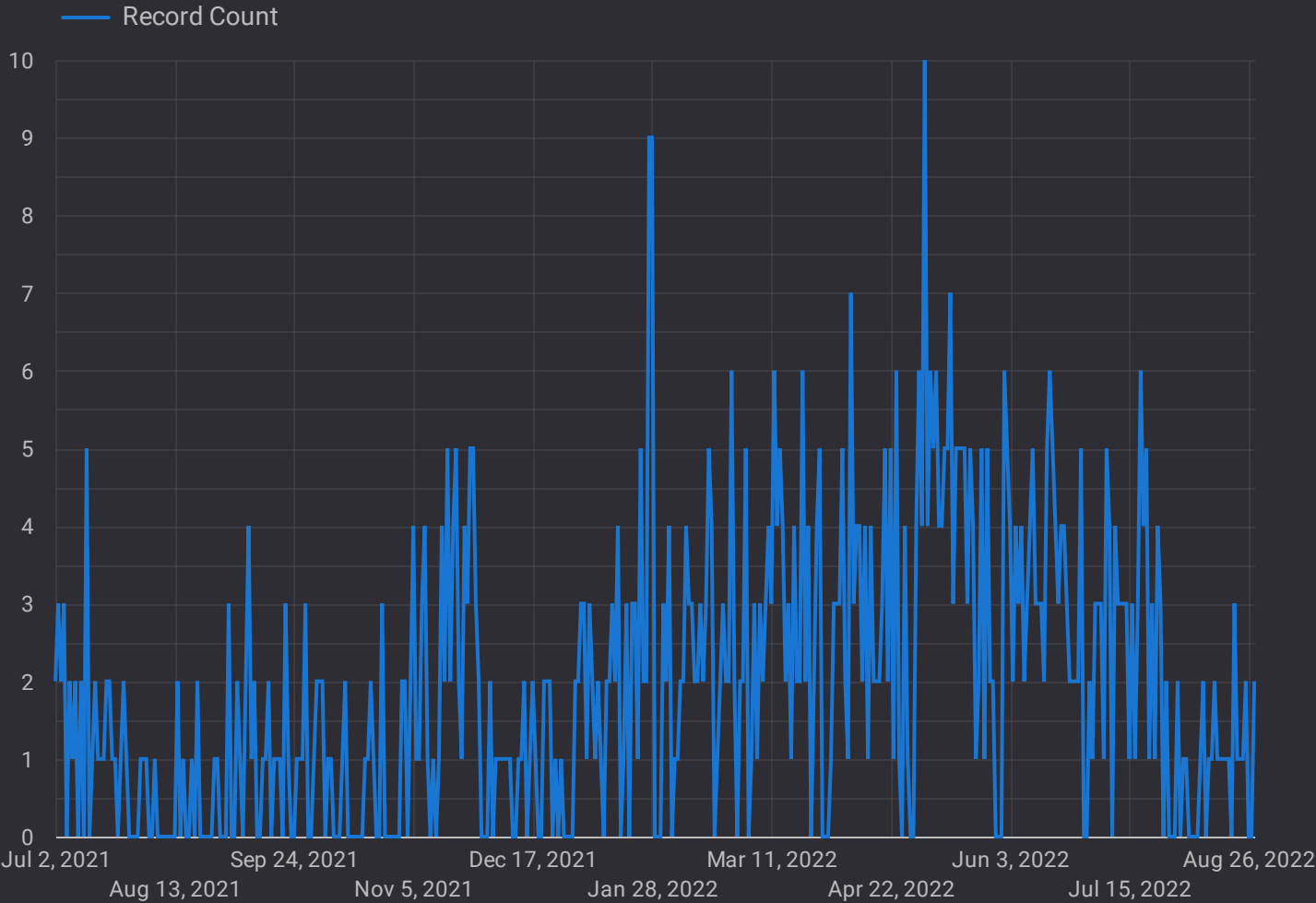
Customers Who Completed Checkout but Didn't Pay in 2022

Select date range

| | Customer ^ | Registered Date |
|-----|------------|-----------------|
| 1. | C107850L | Aug 3, 2022 |
| 2. | C110122L | Aug 14, 2022 |
| 3. | C114766L | Jan 28, 2022 |
| 4. | C115129L | Nov 15, 2021 |
| 5. | C115342L | Jun 17, 2022 |
| 6. | C115470L | Jun 11, 2022 |
| 7. | C116160L | May 5, 2022 |
| 8. | C117258L | Aug 1, 2022 |
| 9. | C117628L | May 16, 2022 |
| 10. | C118563L | Jun 7, 2022 |
| 11. | C119394L | Dec 2, 2021 |
| 12. | C120098L | May 21, 2022 |

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Product Category Performance by Net Profit

Year ▼

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