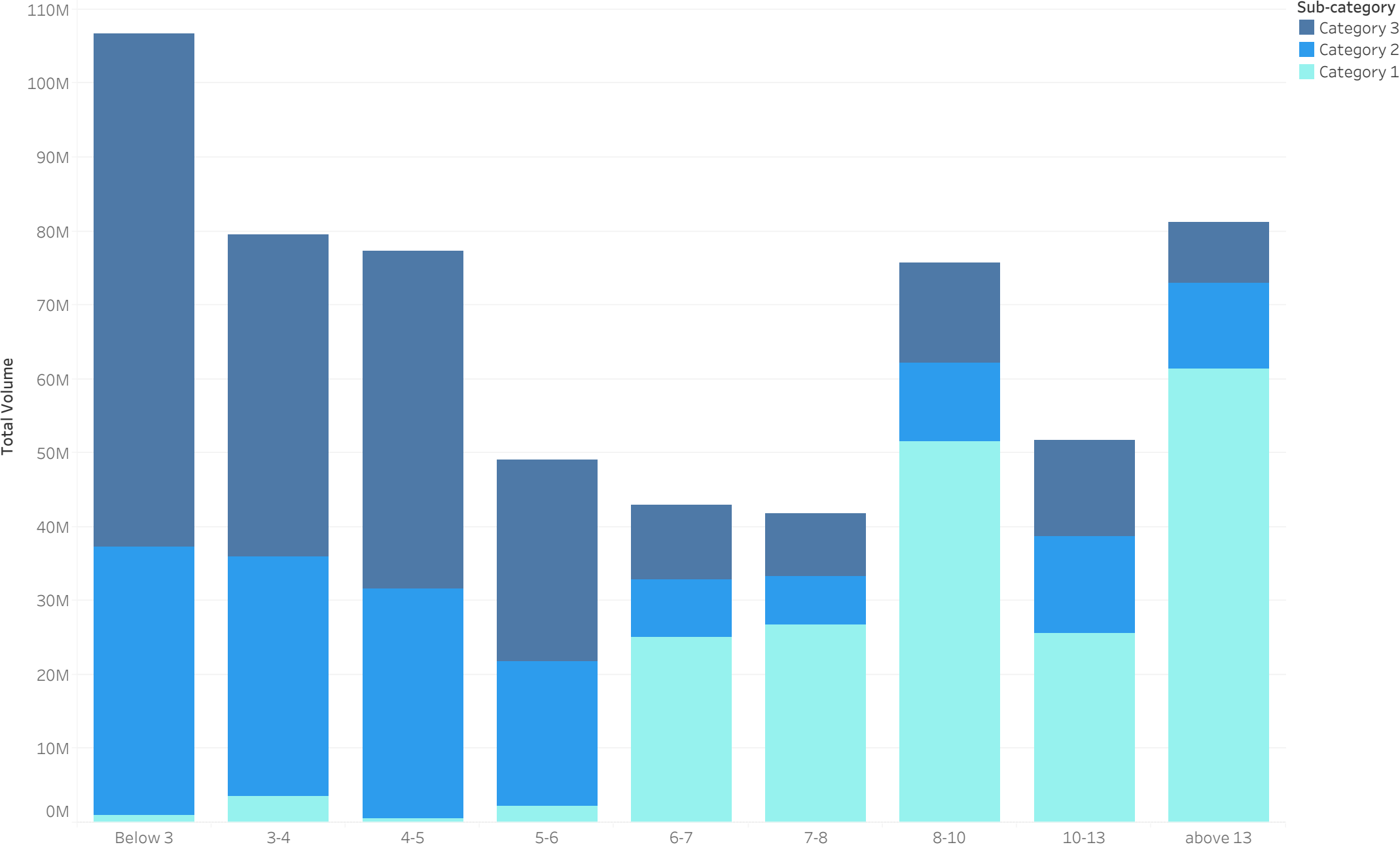# Quantity Vs Price

Actual Quantity (Promo-level) for each ActualAvgPrice (Promo-level) (group) 1. Color shows details about Sub-category. The data is filtered on Actual Quantity (Promo-level), Year of Date and Finalpromotype. The Actual Quantity (Promo-level) filter keeps non-Null values only. The Year of Date filter keeps 2013 and 2015. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo. The view is filtered on Sub-category and ActualAvgPrice (Promo-level) (group) 1. The Sub-category filter keeps Category 1, Category 2 and Category 3. The ActualAvgPrice (Promo-level) (group) 1 filter keeps 9 members.

Sales Over Time with Promotions
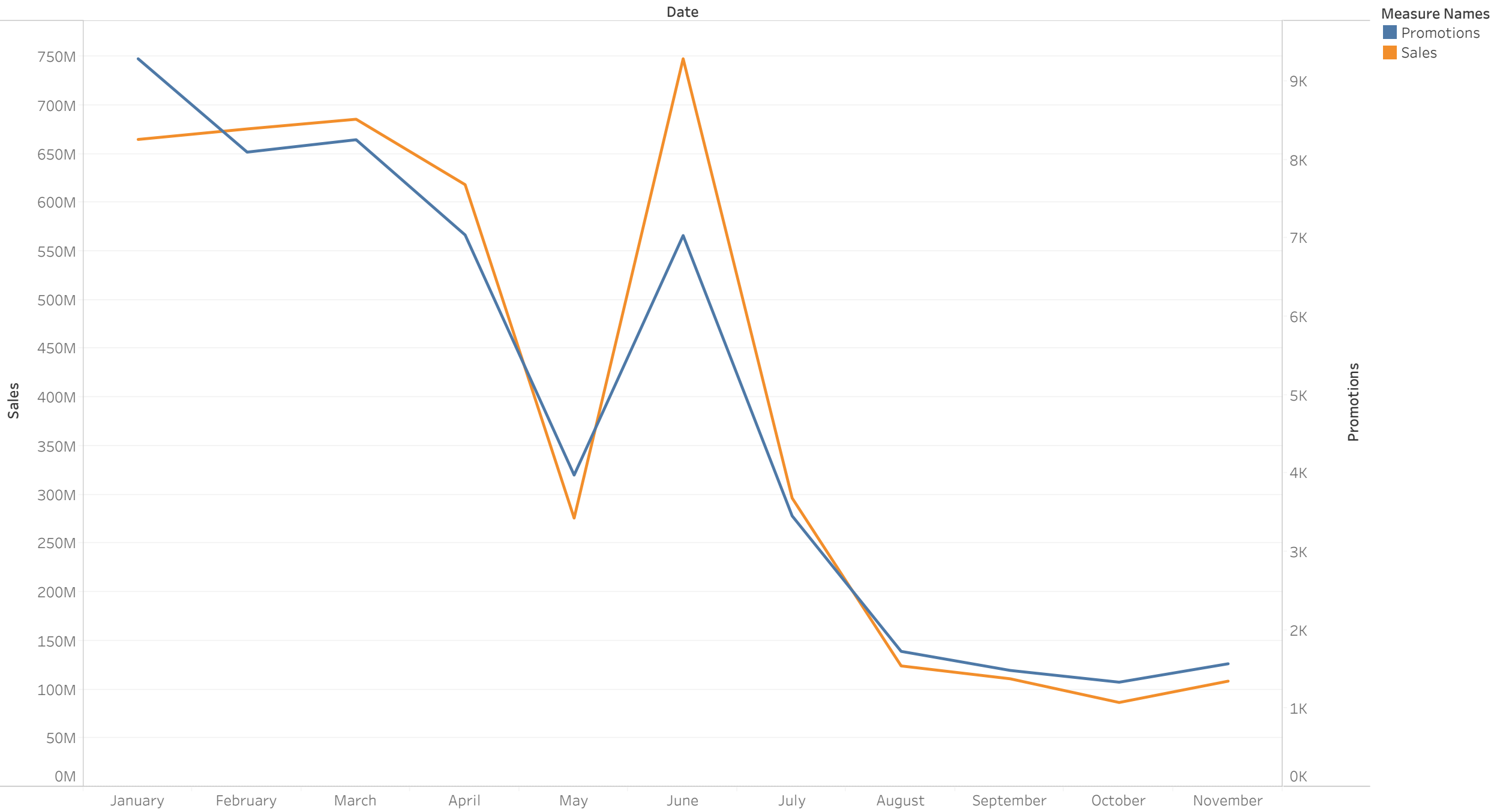
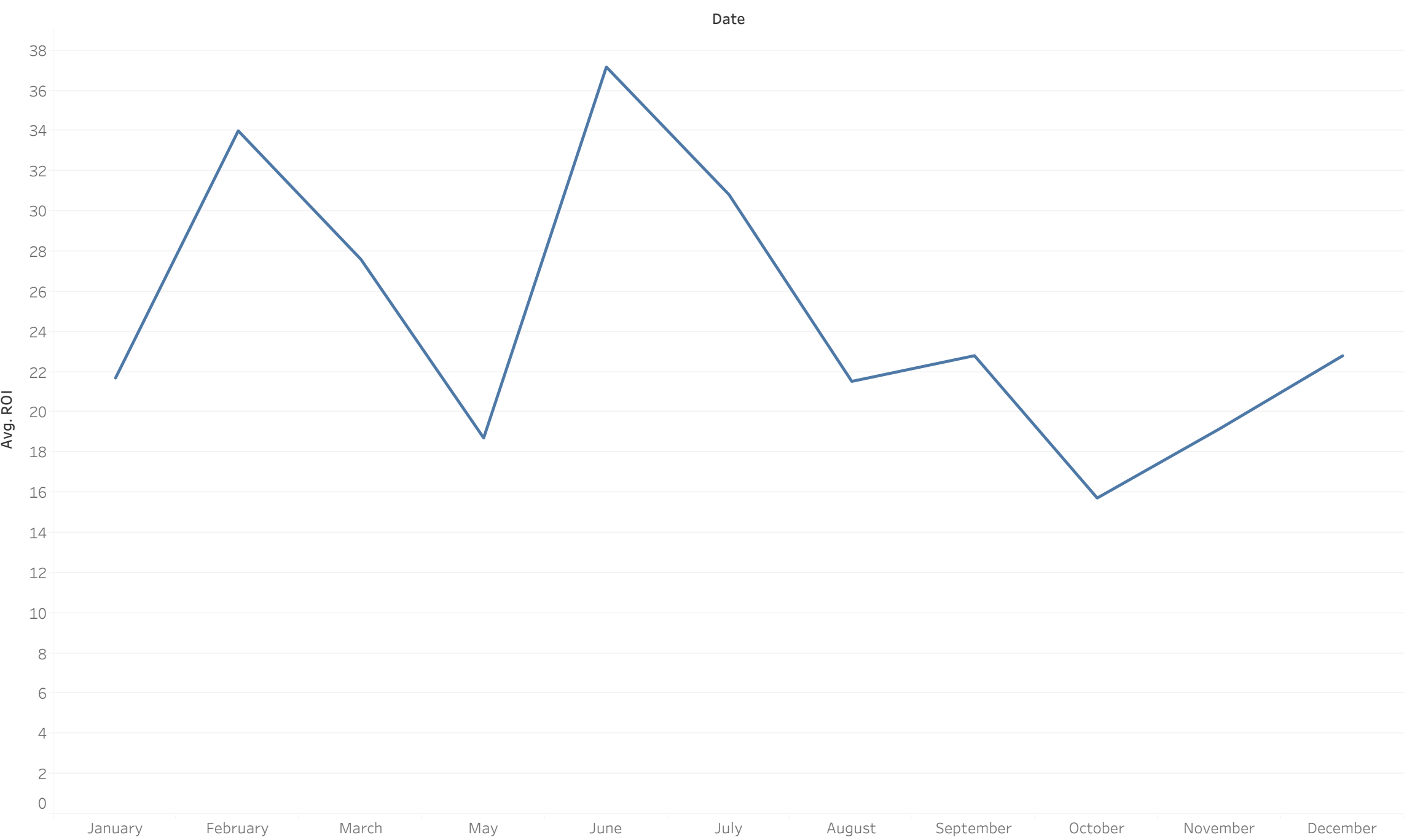The trends of Sales and Promotions for Date Month. Color shows details about Sales and Promotions. The data is filtered on Date Year, Sub-category and Finalpromotype. The Date Year filter keeps 2013 and 2015. The Sub-category filter keeps Category 1, Category 2 and Category 3. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo. The view is filtered on Date Month, which excludes December.

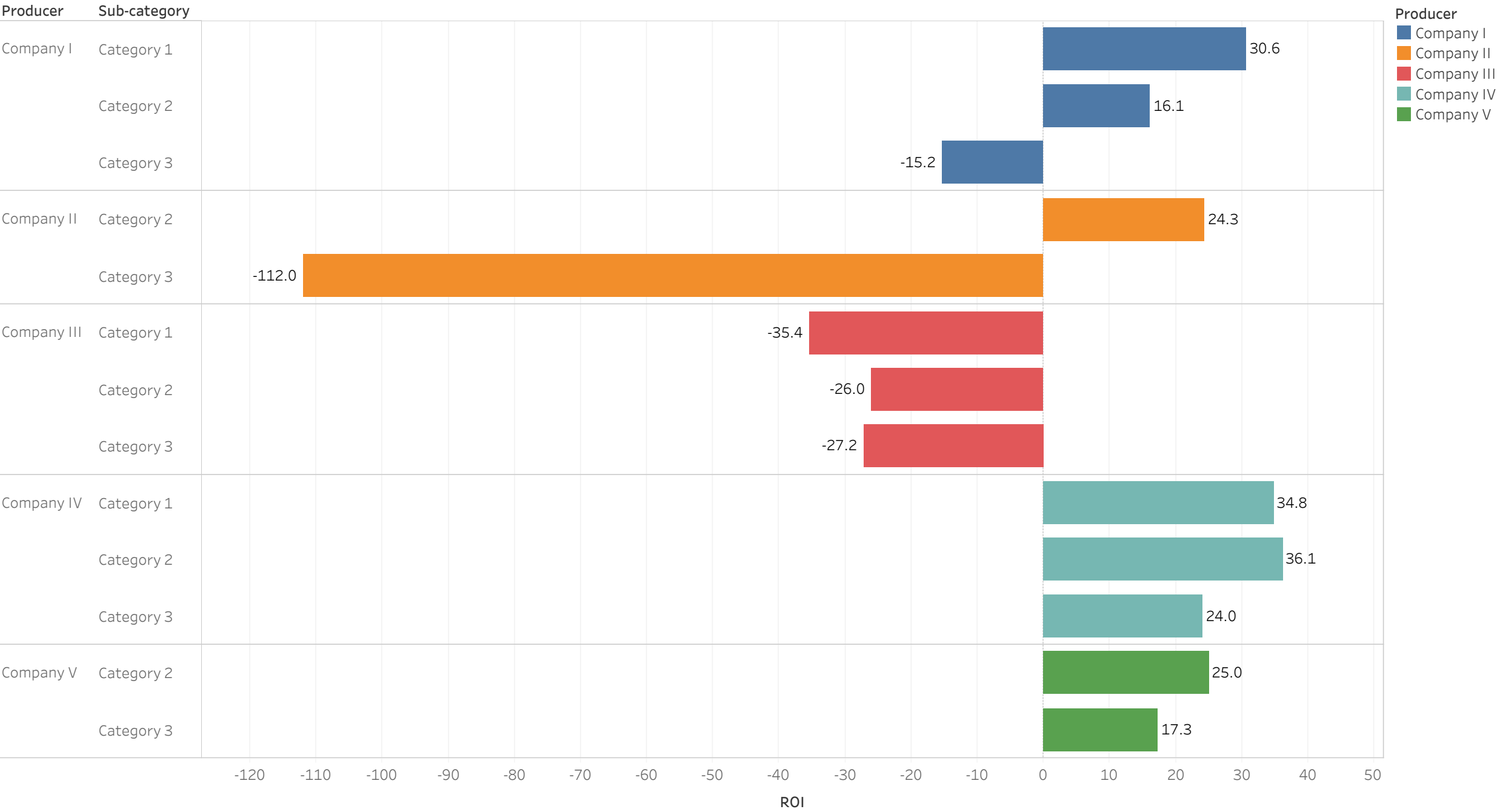# Sub- Category wise Sales & Promotion
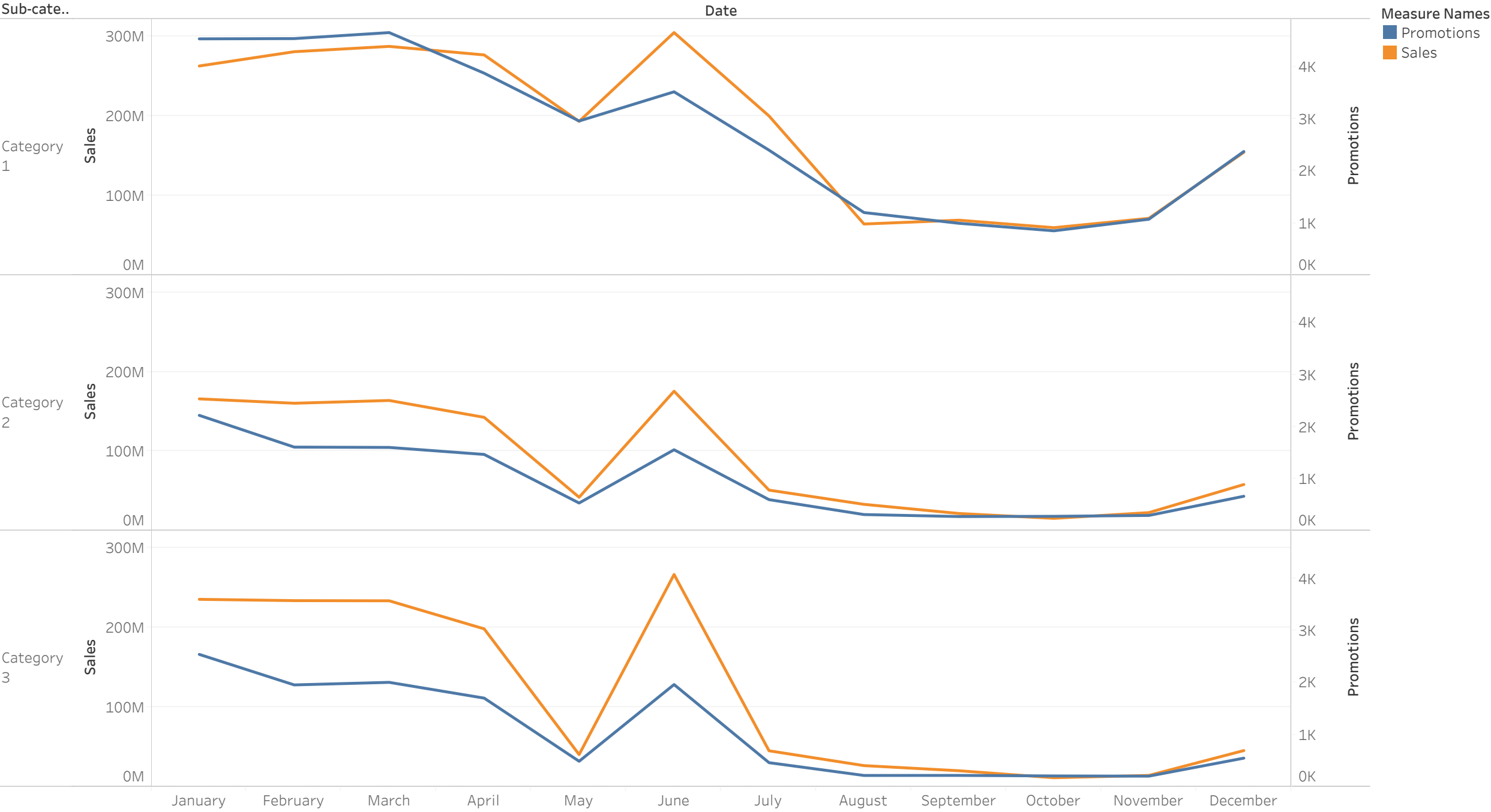
The trends of Sales and Promotions for Date Month broken down by Sub-category. Color shows details about Sales and Promotions. The data is filtered on Date Year and Finalpromotype. The Date Year filter keeps 2013 and 2015. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo. The view is filtered on Sub-category, which keeps Category 1, Category 2 and Category 3.
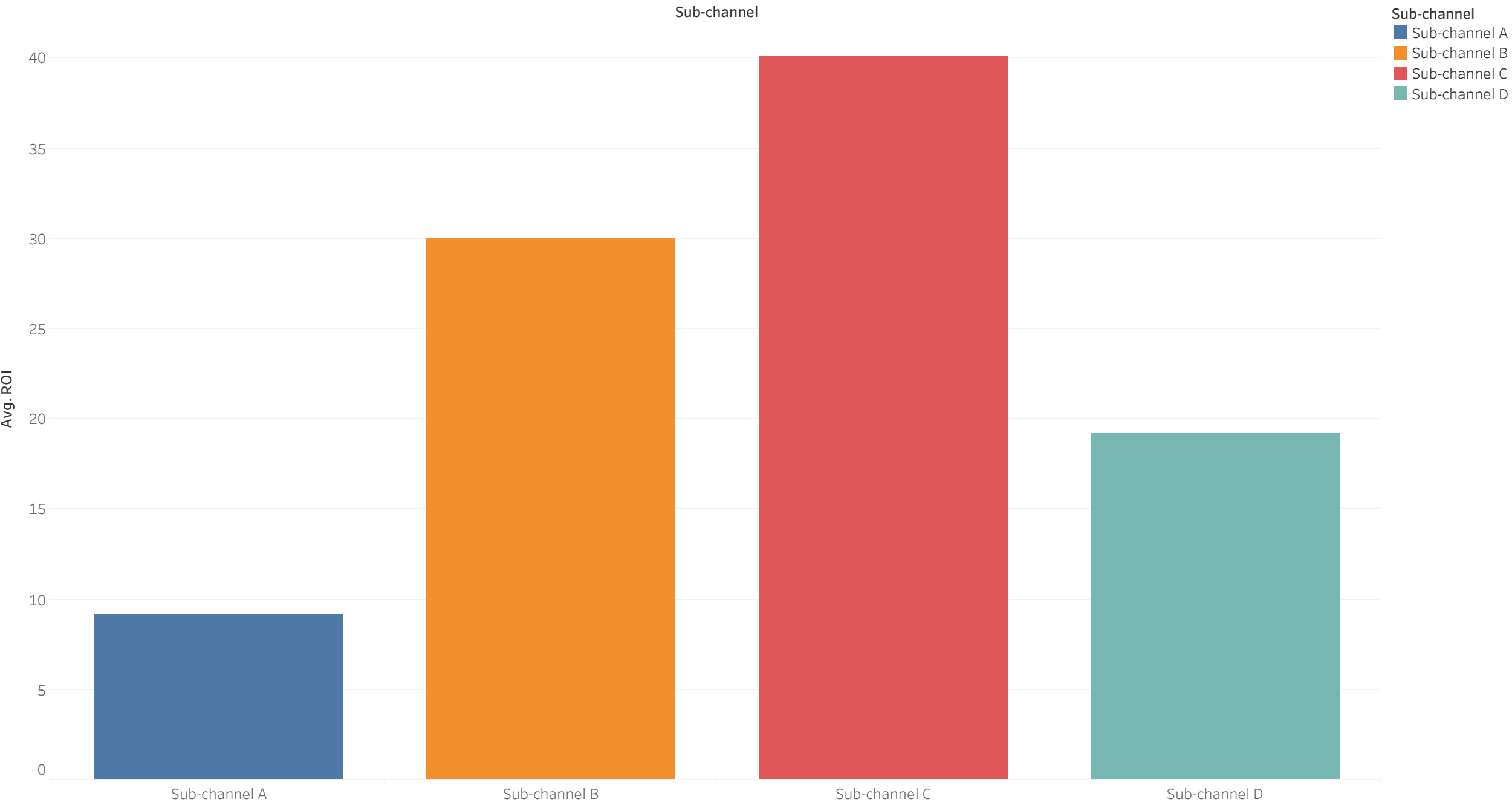
ROI

Date

The trend of average of ROI for Date Month. The data is filtered on Date Year, Sub-category and Finalpromotype. The Date Year filter keeps 2013 and 2015. The Sub-category filter keeps Category 1, Category 2 and Category 3. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo. The view is filtered on Date Month, which excludes April.

Producer vs ROI

Producer	Sub-category	ROI
Company I	Category 1	30.6
	Category 2	16.1
	Category 3	-15.2
Company II	Category 2	24.3
	Category 3	-112.0
Company III	Category 1	-35.4
	Category 2	-26.0
	Category 3	-27.2
Company IV	Category 1	34.8
	Category 2	36.1
	Category 3	24.0
Company V	Category 2	25.0
	Category 3	17.3

Producer
- Company I
- Company II
- Company III
- Company IV
- Company V

ROI axis: -120 -110 -100 -90 -80 -70 -60 -50 -40 -30 -20 -10 0 10 20 30 40 50

ROI

Average of ROI%System (Promo-level) for each Sub-category broken down by Producer. Color shows details about Producer. The marks are labeled by average of ROI%System (Promo-level). The data is filtered on Date Year and Finalpromotype. The Date Year filter keeps 2013 and 2015. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo. The view is filtered on Sub-category, which keeps Category 1, Category 2 and Category 3.
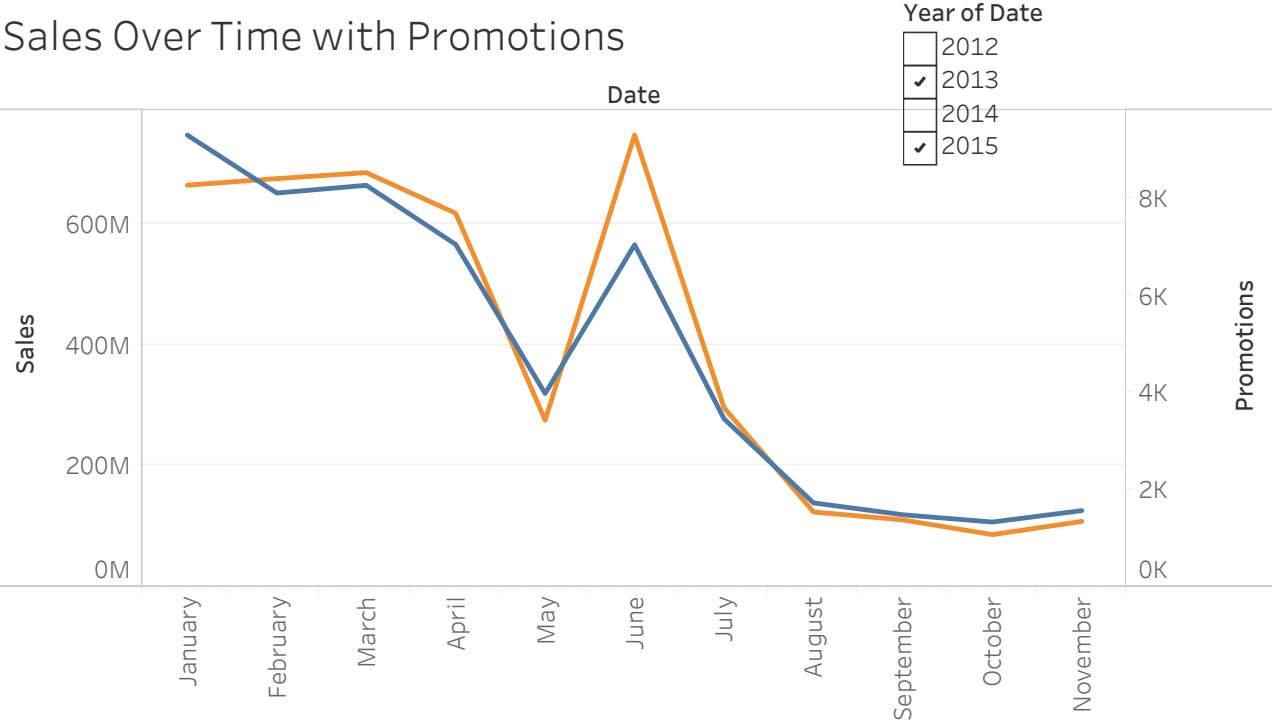
Channel vs ROI

Average of ROI for each Sub-channel. Color shows details about Sub-channel. The data is filtered on Date Year, Sub-category and Finalpromotype. The Date Year filter keeps 2013 and 2015. The Sub-category filter keeps Category 1, Category 2 and Category 3. The Finalpromotype filter keeps Type 1 Promo and Type 2 Promo.
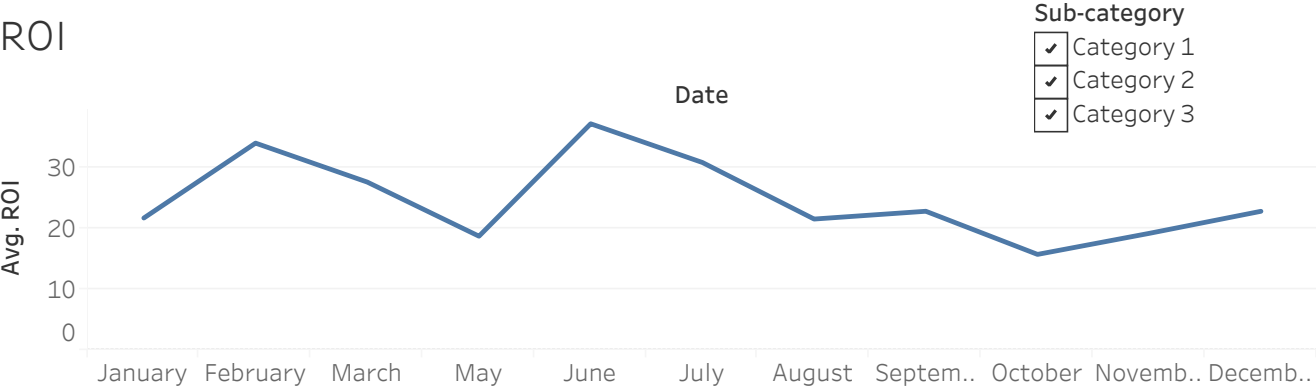
ROI VS PROMOID
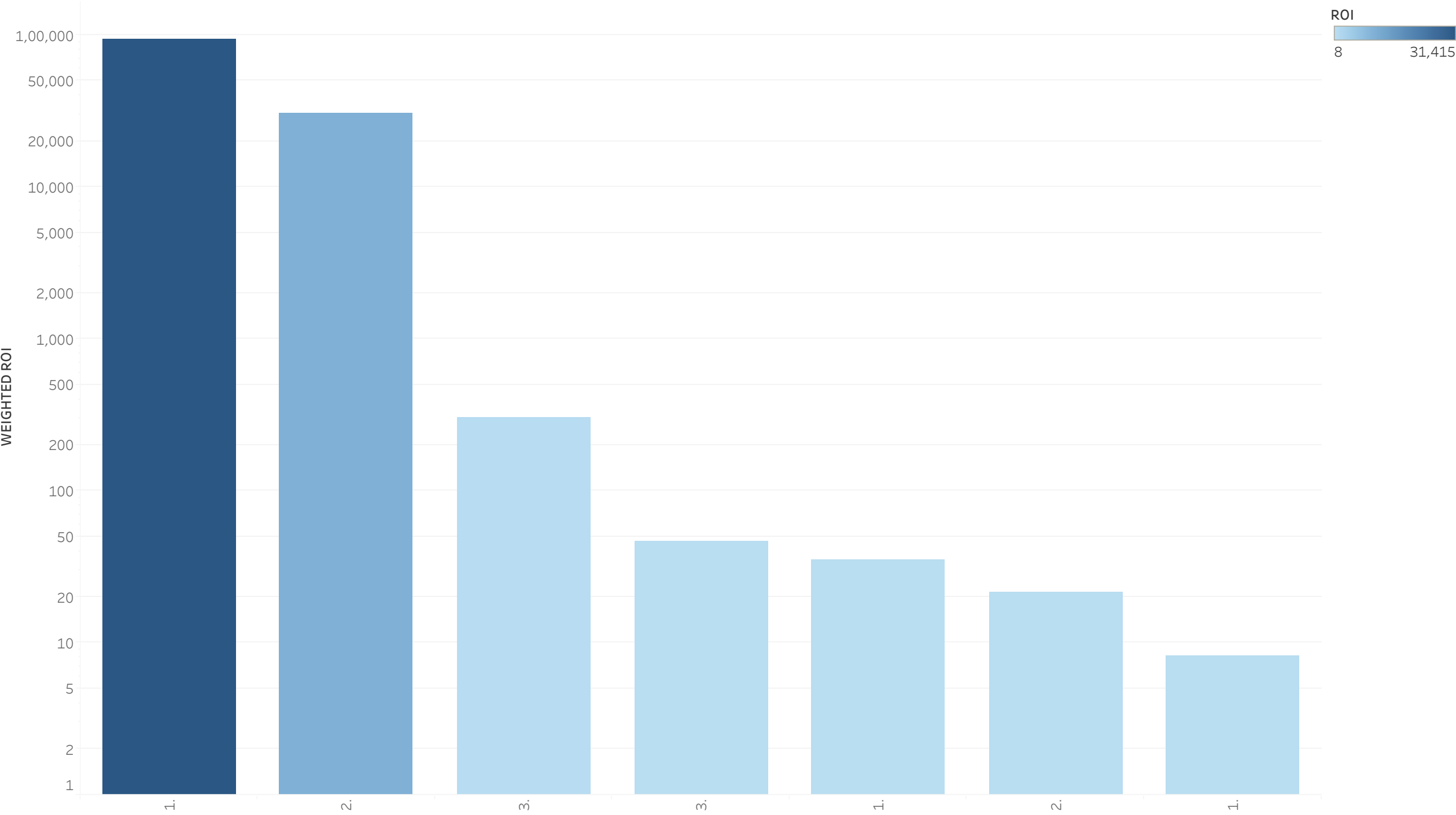
ROI for each Finalpromoid. Color shows ROI. The data is filtered on Year of Date and Finalpromoid. The Year of Date filter keeps 2013. The Finalpromoid filter keeps 7 of 46,611 members. The view is filtered on Finalpromoid, which keeps 13,599.
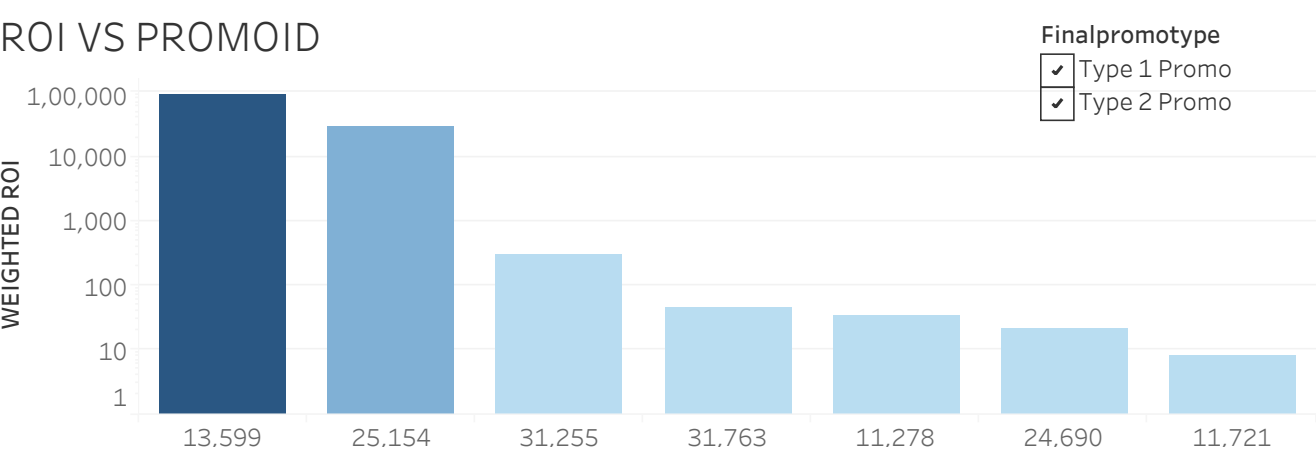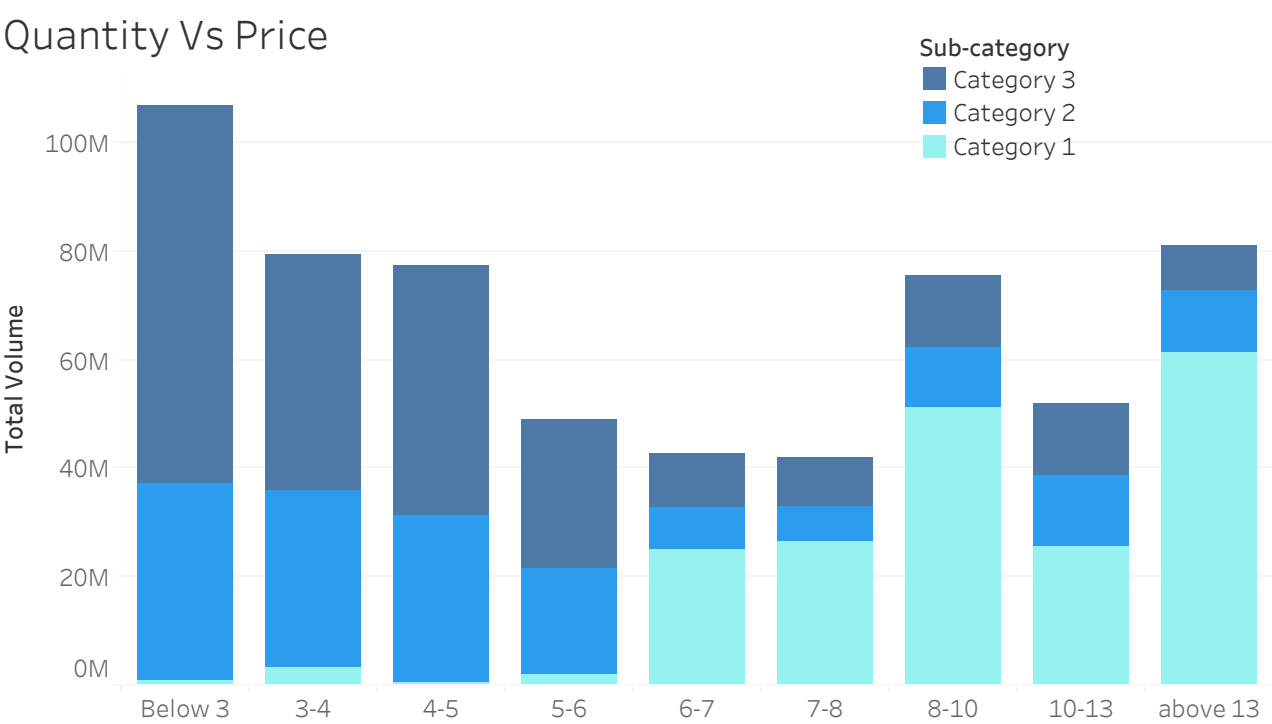
Sales Over Time with Promotions

Date

Sales | Promotions

January, February, March, April, May, June, July, August, September, October, November

ROI

Date

Avg. ROI

January, February, March, May, June, July, August, Septem.., October, Novemb.., Decemb..

ROI VS PROMOID

WEIGHTED ROI

1,00,000 / 10,000 / 1,000 / 100 / 10 / 1

13,599 | 25,154 | 31,255 | 31,763 | 11,278 | 24,690 | 11,721

Quantity Vs Price

Sub-category
Category 3
Category 2
Category 1

Total Volume

100M / 80M / 60M / 40M / 20M / 0M

Below 3, 3-4, 4-5, 5-6, 6-7, 7-8, 8-10, 10-13, above 13

Producer vs ROI

Producer	Sub-category	ROI
Company I	Category 1	30.6
	Category 2	16.1
	Category 3	-15.2
Company II	Category 2	24.3
	Category 3	-112.0
Company III	Category 1	-35.4
	Category 2	
	Category 3	-27.2
Company IV	Category 1	34.8
	Category 2	
	Category 3	24.0
Company V	Category 2	25.0
	Category 3	

ROI: -120, -100, -80, -60, -40, -20, 0, 20, 40, 60