



Promotional Campaign Analysis

Comprehensive analysis of Diwali and Sankranti promotional campaigns across multiple cities, examining sales performance, revenue impact, and strategic insights for retail optimization.

Data Foundation

2

Campaigns

Diwali and Sankranti
promotional periods
analyzed

15

Products

Diverse product
categories from
groceries to home
appliances

50

Stores

Retail locations across
10 major Indian cities

1,510

Events

Total promotional
events tracked and
analyzed



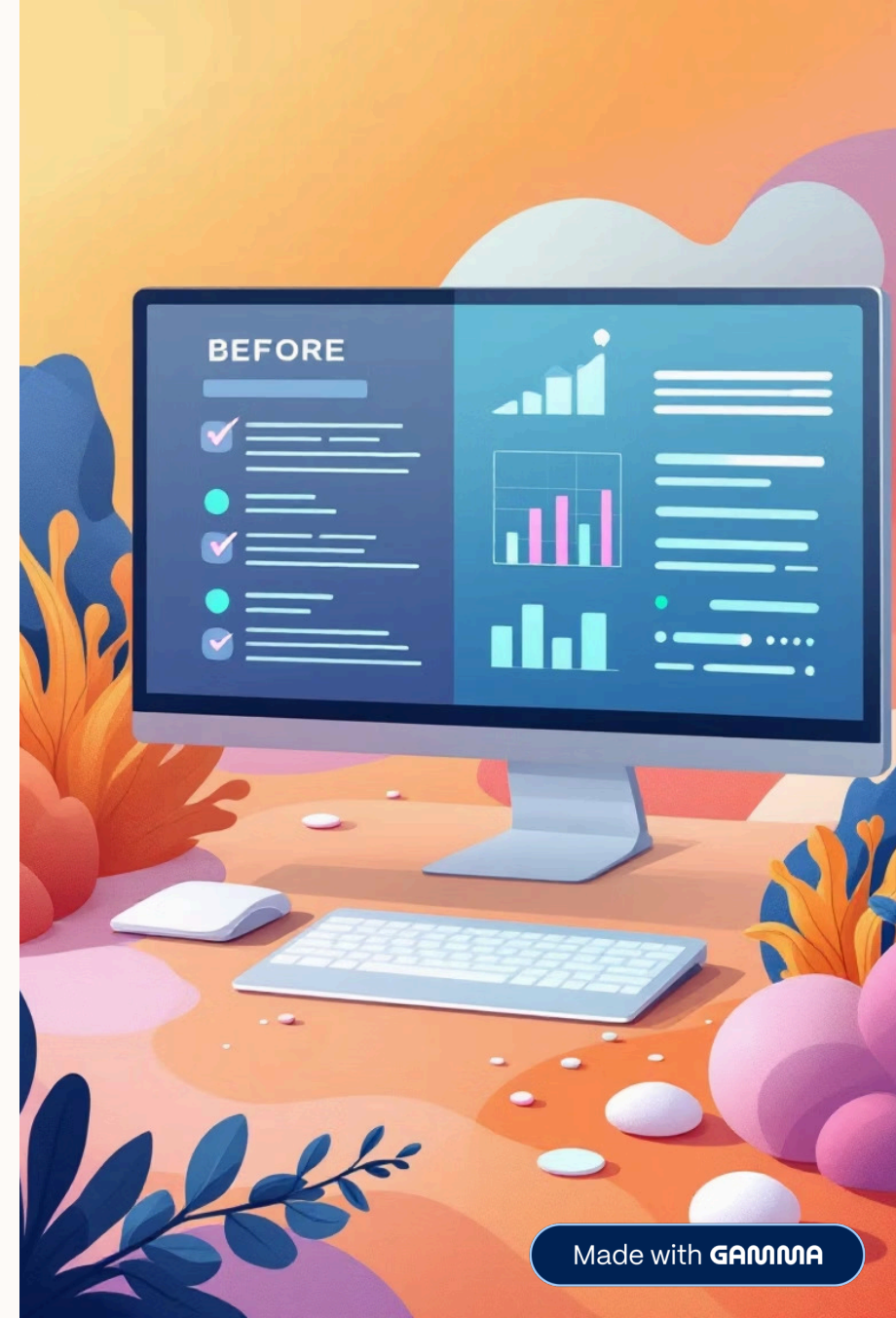
Data Quality & Integrity

Duplicate Removal

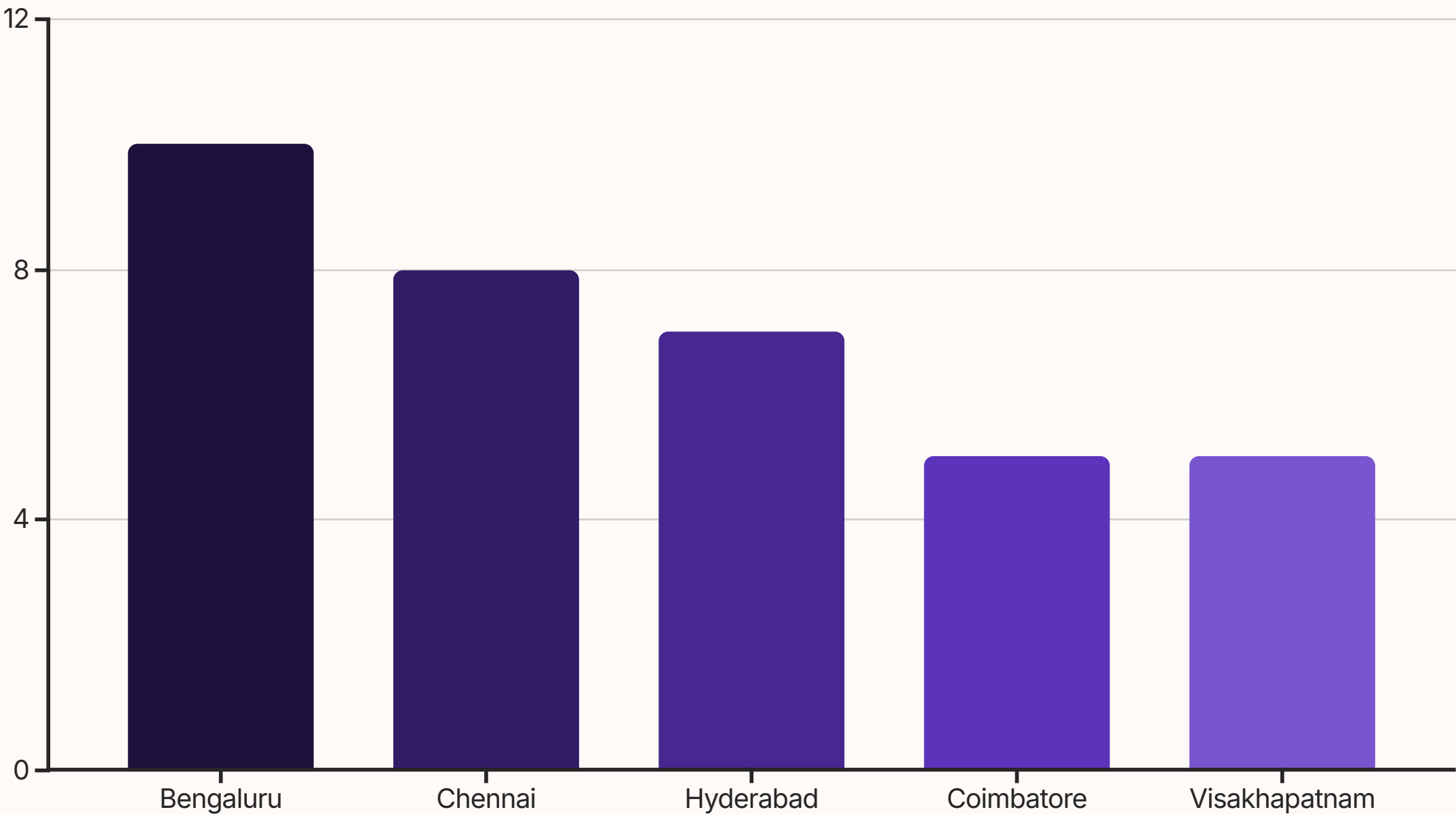
10 duplicate rows identified and removed based on store, campaign, and product combinations, ensuring data accuracy for analysis.

Missing Value Treatment

20 missing values in pre-promotion quantities filled using median imputation of **78 units** to maintain dataset completeness.



Store Distribution Analysis



Bengaluru leads with 10 stores, followed by Chennai (8) and Hyderabad (7). Three cities have more than 5 stores, indicating strong market presence in major metros.



Campaign Performance Comparison

Sankranti Campaign

154,175 units increase in sales

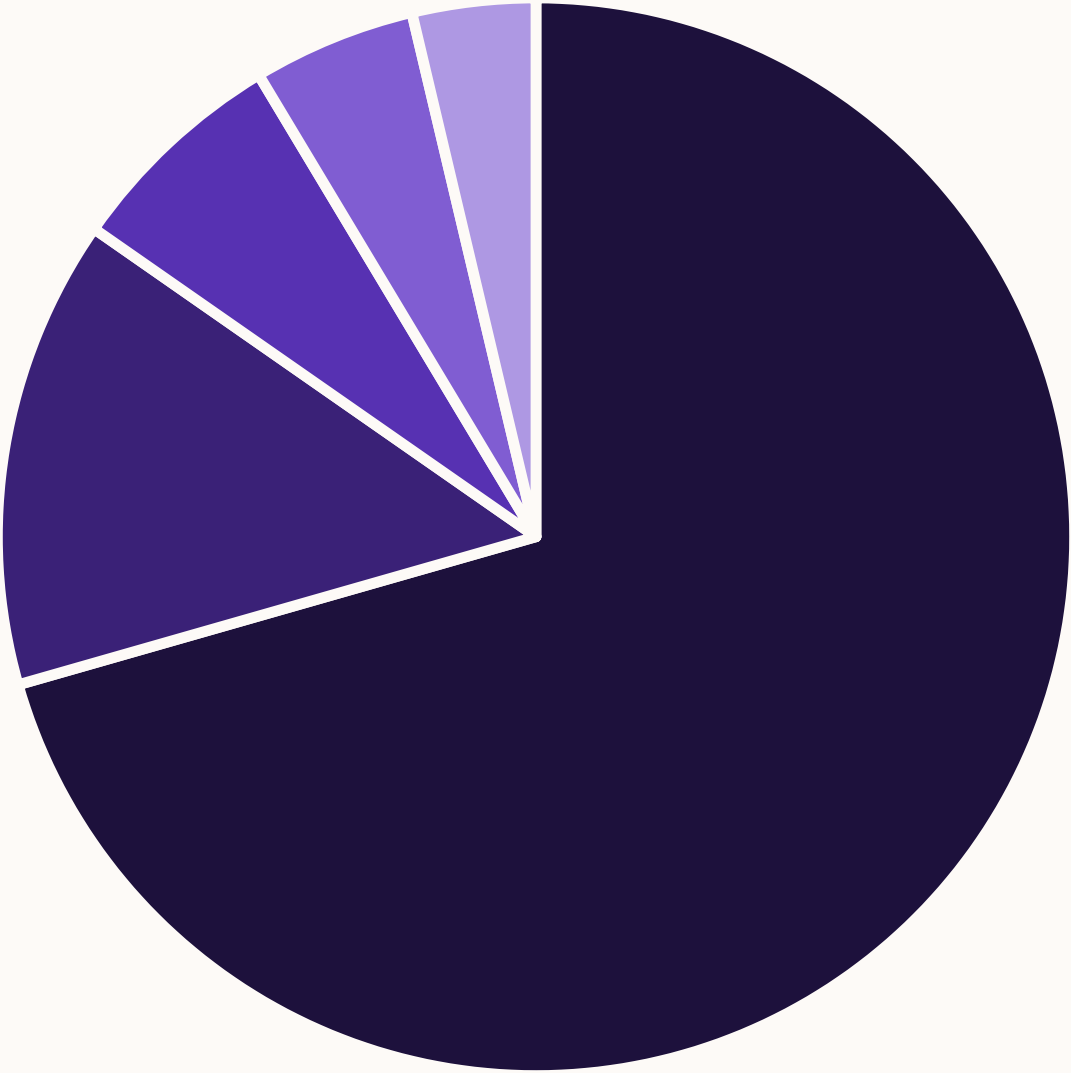
Greater overall sales growth compared to Diwali campaign

Diwali Campaign

Strong performance with significant promotional impact

BOGOF promo type generated **34,461 units** in total sales

Product Category Performance



■ Grocery & Staples ■ Home Appliances ■ Home Care ■ Combo1 ■ Personal Care

Grocery & Staples dominated Sankranti sales with 70.5% share. Personal Care had lowest base price category, indicating price-sensitive segment opportunities.

Top Performers & Key Insights



Highest Revenue Growth

Atliq Sunflower Oil achieved 91.83% incremental revenue during Sankranti campaign



Top Performing Store

STCHE-4 recorded highest post-promotion sales during Diwali campaign

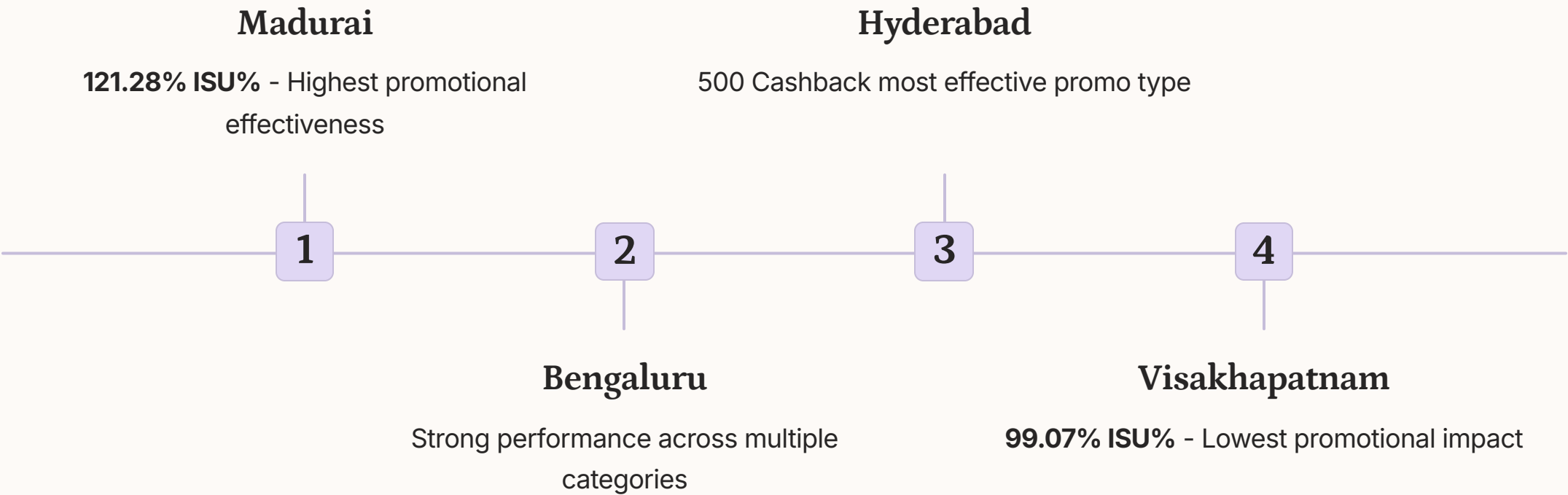


Underperforming Promo

25% OFF showed negative IR% (-39.33%) and ISU% (-19.6%) during Sankranti



City-wise Promotional Effectiveness



Promotion Type Analysis



500 Cashback

Best overall performance: 175% ISU% and 122% IR% in Hyderabad



BOGOF

Strong unit movement with moderate revenue impact



Percentage Discounts

Mixed results - higher discounts don't guarantee better revenue



Strategic Recommendations

01

Focus on Cashback Promotions

500 Cashback shows optimal balance of volume and revenue growth across markets

02

Expand in High-Performing Cities

Madurai and similar tier-2 cities show exceptional promotional responsiveness

03

Category-Specific Strategies

Develop targeted approaches for underperforming segments like Personal Care

04

Optimize Discount Structures

Avoid deep percentage discounts that erode revenue without proportional gains