



## PROMOTIONAL CAMPAIGN ANALYSIS



**Store Performance  
Analysis**



**Promotion Type Analysis**



**Category and Product  
Analysis**



## STORE PERFORMANCE ANALYSIS

Campaign Name

Diwali

Sankranti

Promo Type

25% OFF

33% OFF

50% OFF

500  
Cashback

BOGOF

city

All



City

All

Category

All

Product Name

All



Quantity Sold (After Promo)

650.73K



Incremental Sold Units

441.68K



Incremental Revenue

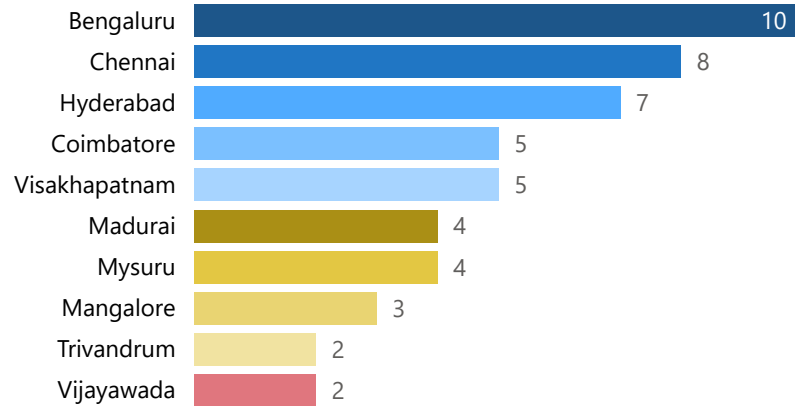
₹ 154.91M



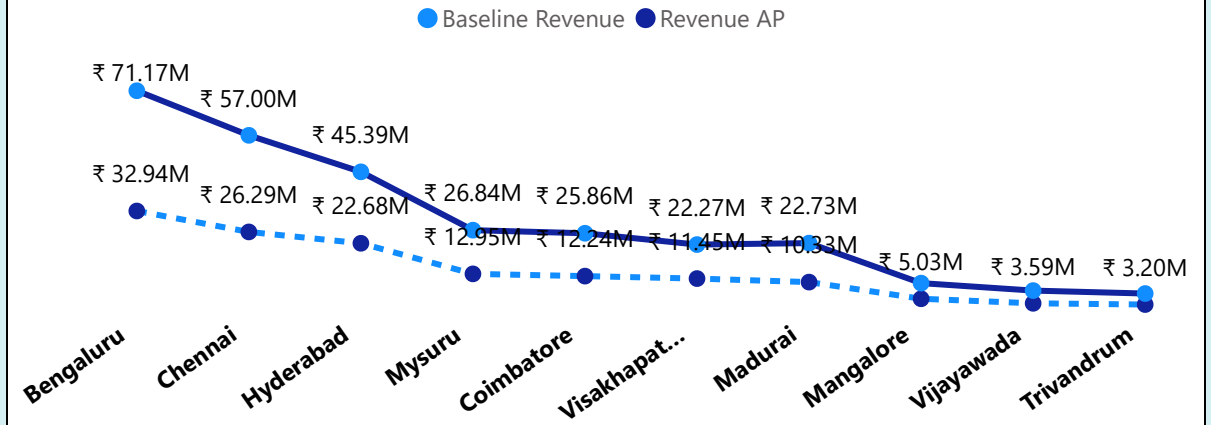
Total Revenue

436.31M

### Total Stores by City



### Baseline Revenue and After Promo Revenue by city



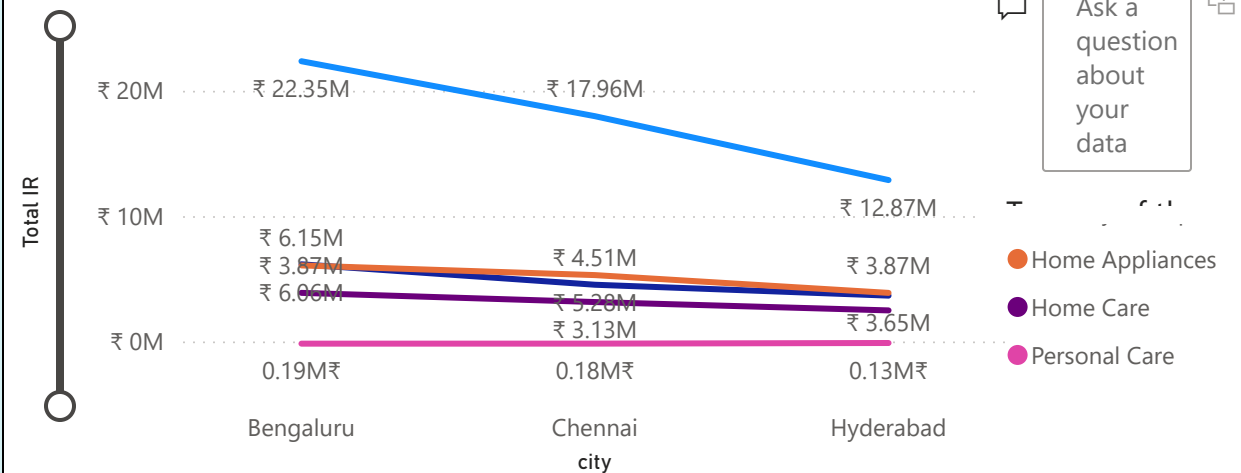
### Top 10 Stores by IR

store_id	city	Incremental Revenue
STMYS-1	Mysuru	₹ 4.92M
STCHE-4	Chennai	₹ 4.83M
STBLR-0	Bengaluru	₹ 4.76M
STBLR-7	Bengaluru	₹ 4.72M
STCHE-7	Chennai	₹ 4.65M
STBLR-6	Bengaluru	₹ 4.61M
STCHE-3	Chennai	₹ 4.41M
STMYS-3	Mysuru	₹ 4.40M
STCHE-6	Chennai	₹ 4.04M
STBLR-3	Bengaluru	₹ 3.94M

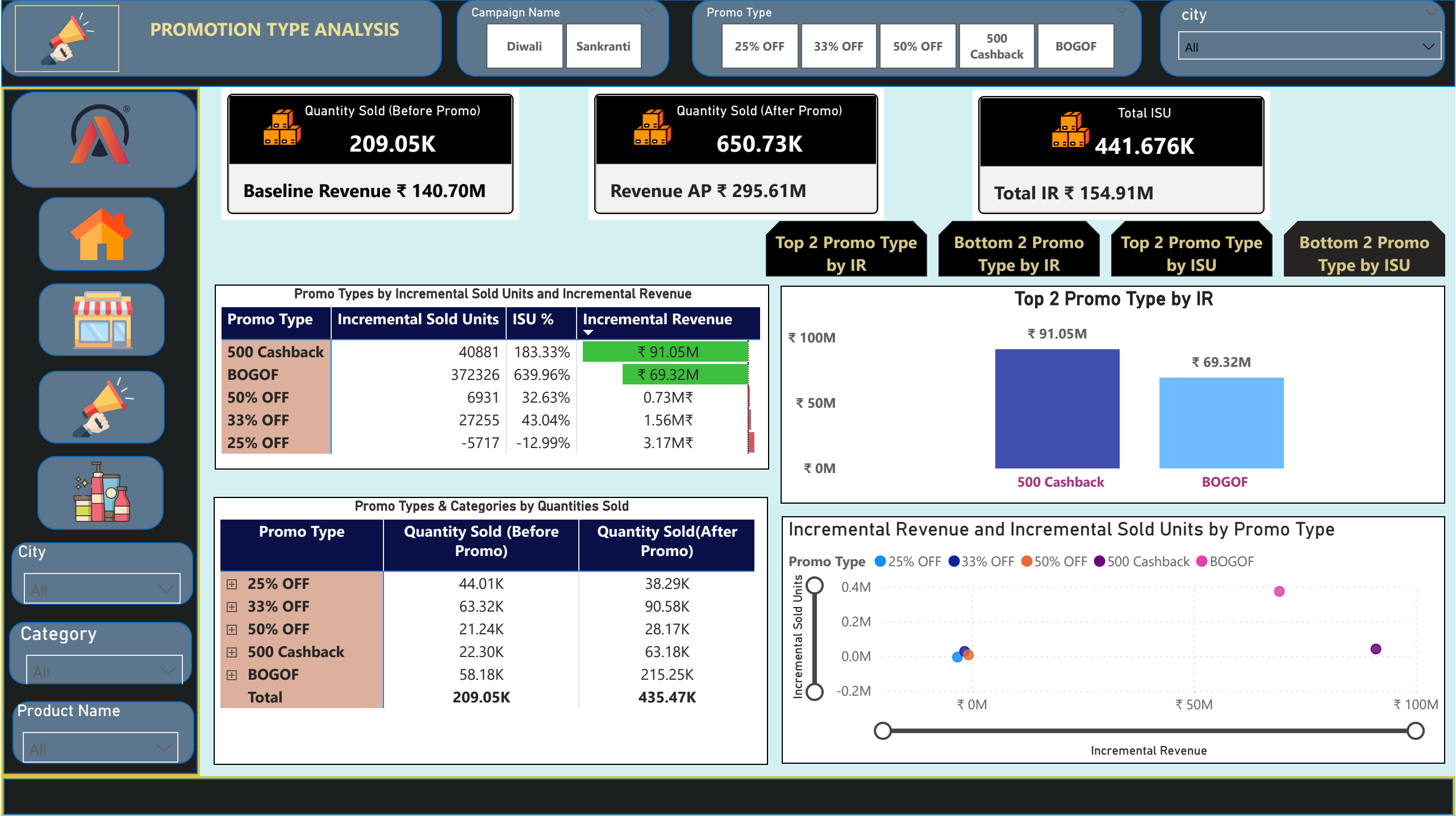
### Bottom 10 Stores by ISU

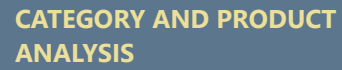
store_id	Total ISU
STCBE-4	5.942K
STMLR-0	3.978K
STMLR-1	5.481K
STMLR-2	5.374K
STTRV-0	5.306K
STTRV-1	5.072K
STVJD-0	5.87K
STVJD-1	5.302K
STVSK-3	4.553K
STVSK-4	4.988K

### Incremental Revenue of Top 3 Cities by Category



Ask a question about your data





Diwali	Sankranti
<p>Diwali is a Hindu festival of lights celebrated every year in late October or early November. It is a five-day festival that marks the victory of light over darkness, good over evil, and knowledge over ignorance.</p> <p>During Diwali, people light oil lamps (diyas) and set off fireworks. They also decorate their homes with rangoli, a traditional art form made of colored powders and grains.</p> <p>Diwali is also a time for family reunions and feasting. People exchange gifts and sweets with their friends and relatives.</p>	<p>Sankranti is a Hindu festival celebrated in late September or early October. It marks the transition from the monsoon season to the post-monsoon season.</p> <p>During Sankranti, people harvest their crops and celebrate the beginning of the new year. They also perform rituals to seek blessings for a good harvest.</p> <p>Sankranti is a time for family reunions and feasting. People exchange gifts and sweets with their friends and relatives.</p>

**BOGOF**

All



All

**₹ 140.70M**

 ₹ 295.61M

**₹ 154.91M**

**110.10%**

**211.28%**

Home Care

### Bottom 5 Products by ISU%

Item	IR %
Atliq_waterproof_Immersi...	266.19%
Atliq_High_Glo_15W_LED_...	262.98%
Atliq_Double_Bedsheet_set	258.27%
Atliq_Curtains	255.34%
Atliq_Farm_Chakki_Atta (1...	160.01%

Category	Quantity Sold(Before Promo)	Quantity Sold(After Promo)	Sum of Total Revenue(before_promo)	Sum of Total Revenue(after_promo)	Sum of IR	Sum of ISU
⊕ Combo1	22.30K	63.18K	₹ 66.90M	₹ 15,79,50,000.00	91053000	40881
⊕ Grocery & Staples	126.97K	376.61K	₹ 52.99M	₹ 7,69,84,739.84	23992888	249639
⊕ Home Appliances	14.71K	107.23K	₹ 9.48M	₹ 3,46,33,500.00	25150390	92513
⊕ Home Care	19.76K	72.21K	₹ 8.86M	₹ 2,44,11,661.25	15554676	52443
⊕ Personal Care	25.30K	31.50K	₹ 2.47M	₹ 16,26,742.50	-845499	6200
<b>Total</b>	<b>209.05K</b>	<b>650.73K</b>	<b>₹ 140.70M</b>	<b>₹ 29,56,06,643.59</b>	<b>154905456</b>	<b>441676</b>