

campaign_name

All

promo_type

All

City

All

Category

All

Qty sold before promo

209K

Qty sold after promo

651K

Incremental Revenue

₹ 155M

PROMO TYPE BY IR AND ISR

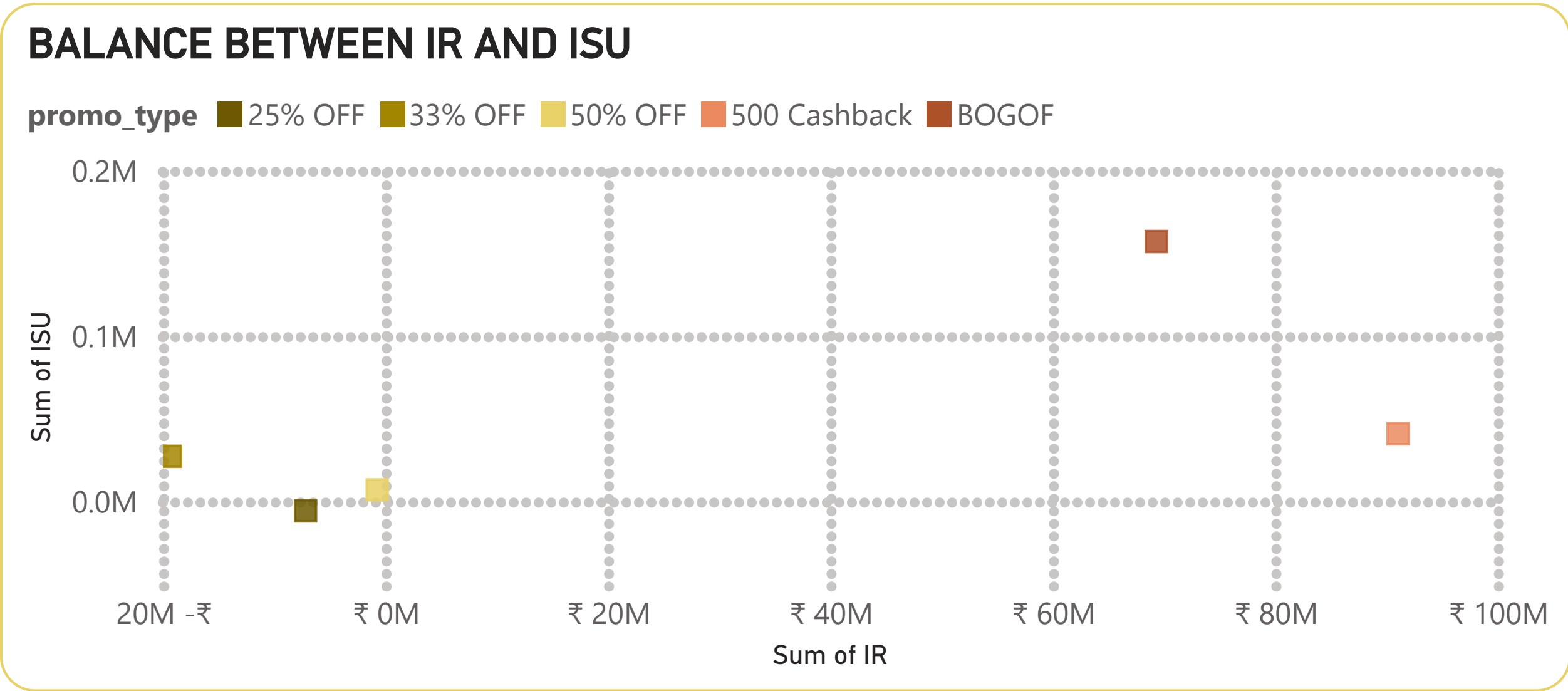
promo_type	Sum of ISU	Sum of IR	ISU%2
25% OFF	-5717	3,174,514.75 -₹	-12.99%
33% OFF	27255	1,563,356.16 -₹	43.04%
50% OFF	6931	726,663.50 -₹	32.63%
500 Cashback	40881	₹ 91,053,000.00	183.33%
BOGOF	372326	₹ 69,316,990.00	639.96%
Total	441676	₹ 154,905,455.59	211.28%

Incremental Sales Unit

442K

ISU%

211%



PROMO TYPE BY IR AND ISR

promo_type	Sum of quantity_sold(before_promo)	Sum of Qty sold after promo
25% OFF	44007	38290
33% OFF	63321	90576
50% OFF	21243	28174
500 Cashback	22299	63180
BOGOF	58180	430506
Total	209050	650726

TOP 2 BY IR

BOTTOM 2 BY IR

TOP 2 BY ISU

BOTTOM 2 BY ISU

