

FESTIVE CAMPAIGN ANALYSIS

Home

Store

P&C

Promo

To View Home Page

To View Store
Performance Analysis

To View Product And
Category Analysis

To View Promotion Type
Analysis

IR-Incremental Revenue

ISU-Incremental Sold Units

STORE PERFORMANCE

- 25% OFF
- 33% OFF
- 50% OFF
- 500 CB
- BOGOF



Revenue AP

295.61M

Units Sold AP

435K

IR

154.91M

ISU

226K

Home

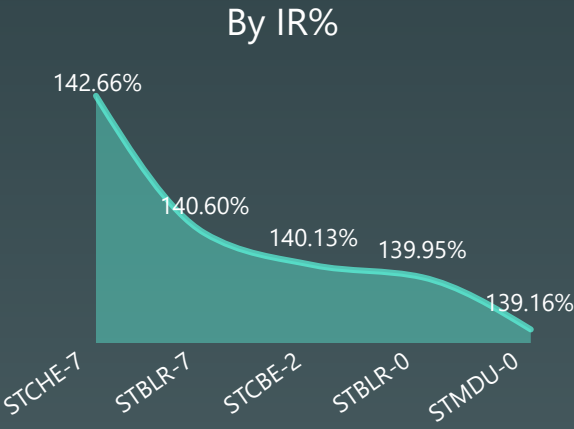
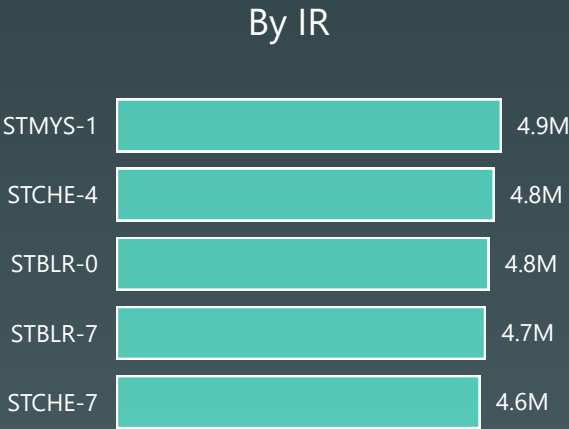
Store

P&C

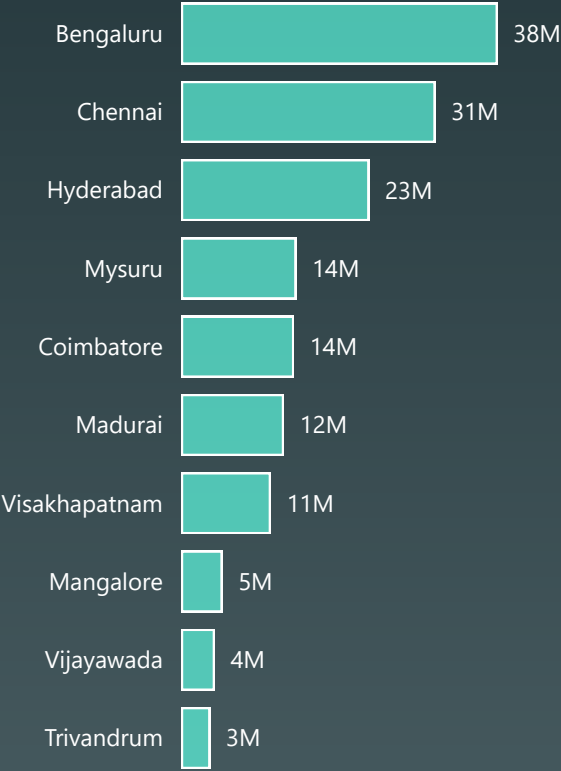
Promo

Top Stores

- Revenue
- Quantity



Cities By IR



PRODUCT AND CATEGORY

- Products
- Categories
- 25% OFF
- 33% OFF
- 50% OFF
- 500 CB
- BOGOF



Home

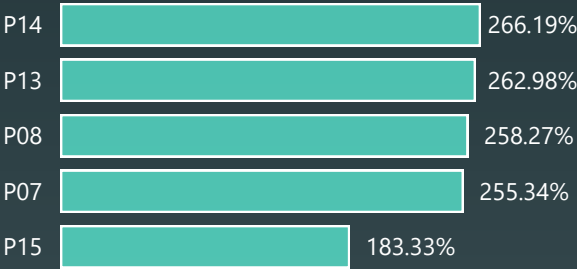
Store

P&C

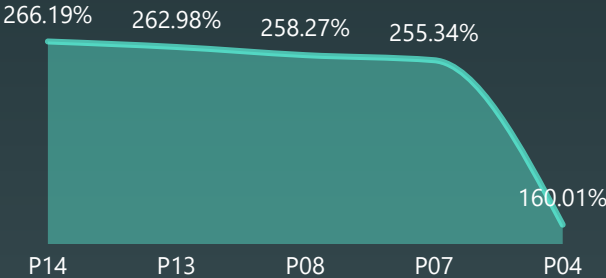
Promo

Top Products

By ISU%

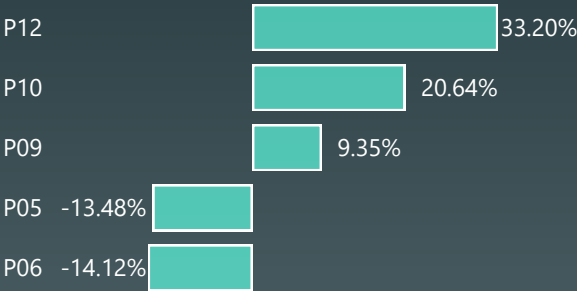


By IR%

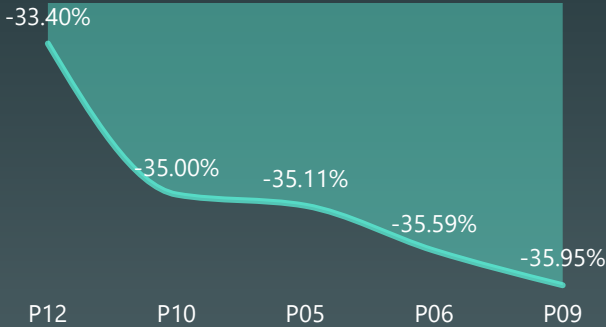


Bottom Products

By ISU%



By IR%



IR
154.91M

ISU
226K

IR%
110.10%

ISU%
108.31%

PROMOTION TYPE

Home

Store

P&C

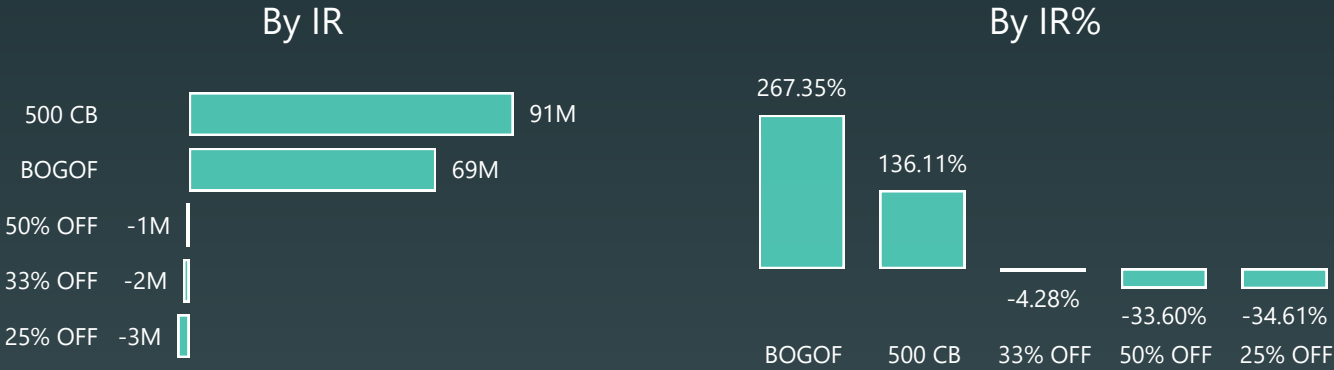
Promo

- 25% OFF
- 33% OFF
- 50% OFF
- 500 CB
- BOGOF

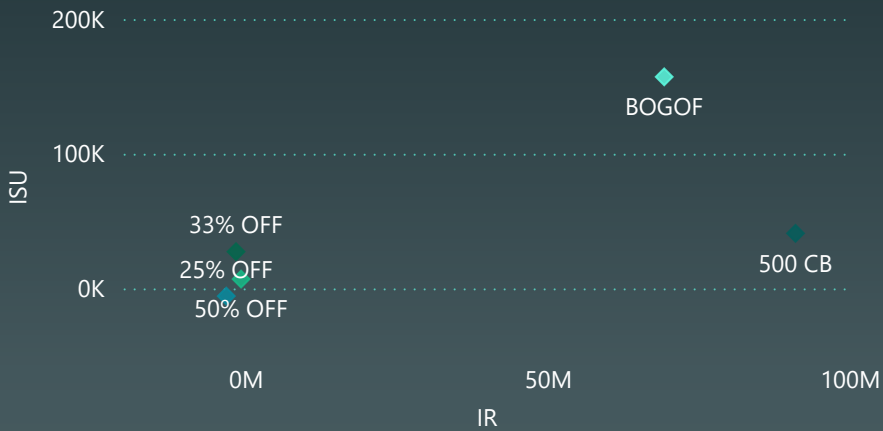
Top Promo Types

Revenue

Quantity



IR Vs ISU



Diwali



Sankranti

Revenue AP
295.61M

Units Sold AP
435K

IR%
110.10%

ISU%
108.31%