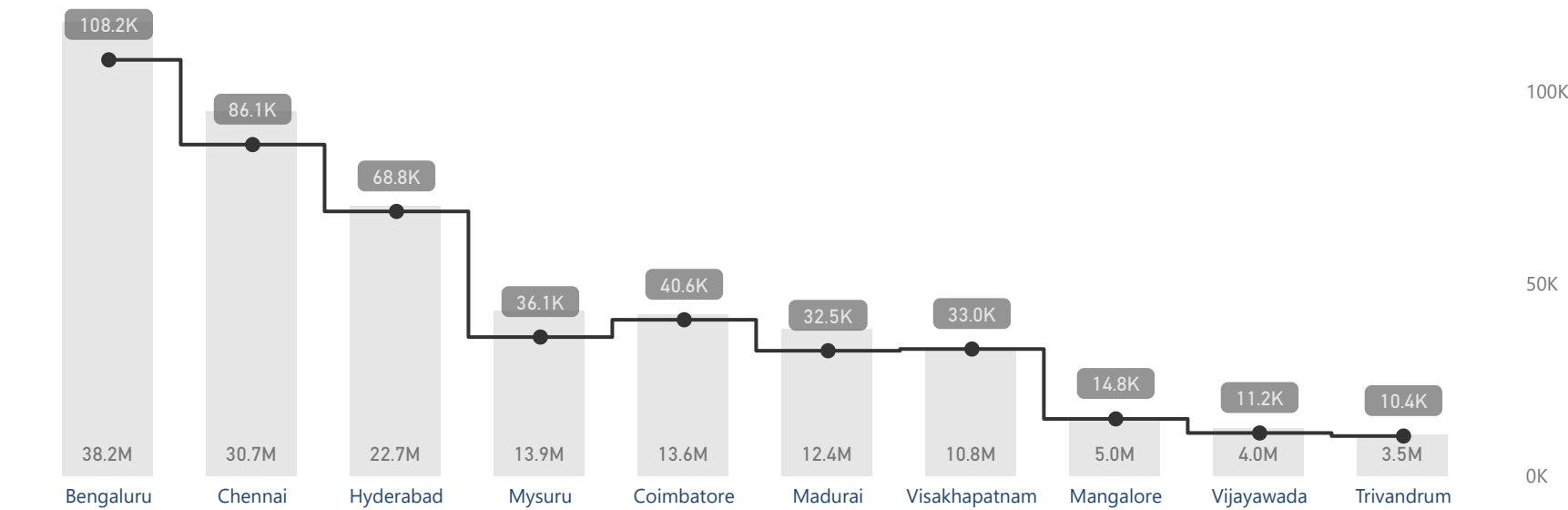


Incremental Revenue (IR) & Incremental Sold Quantity (ISU) by City

Right click to drill through , hover to see store level

Incremental Revenue (IR) Incremental Sales Quantity (ISU)

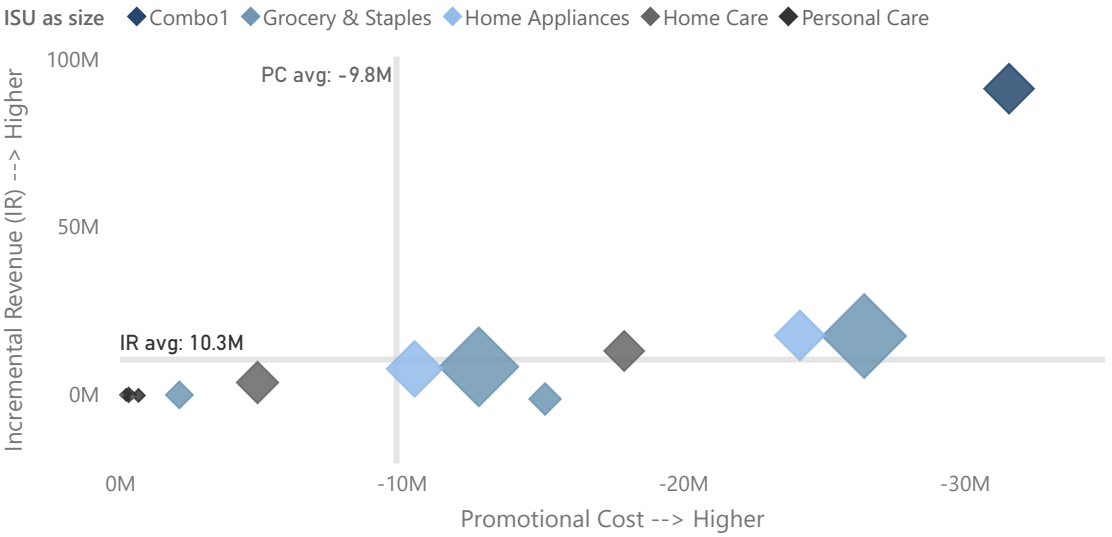
AbsolutePercentage



Diwali campaign had Highest Revenue and also high order value (HOV) compared to Sankranti which had Highest Sales Quantity.

Cities with higher number of stores have higher sales quantity and revenue (Bengaluru , Chennai, Hyderabad are Top3). so we need to consider the incremental percentages for both revenue and quantity.

We don't have any Products with Low Promo cost and High IR !

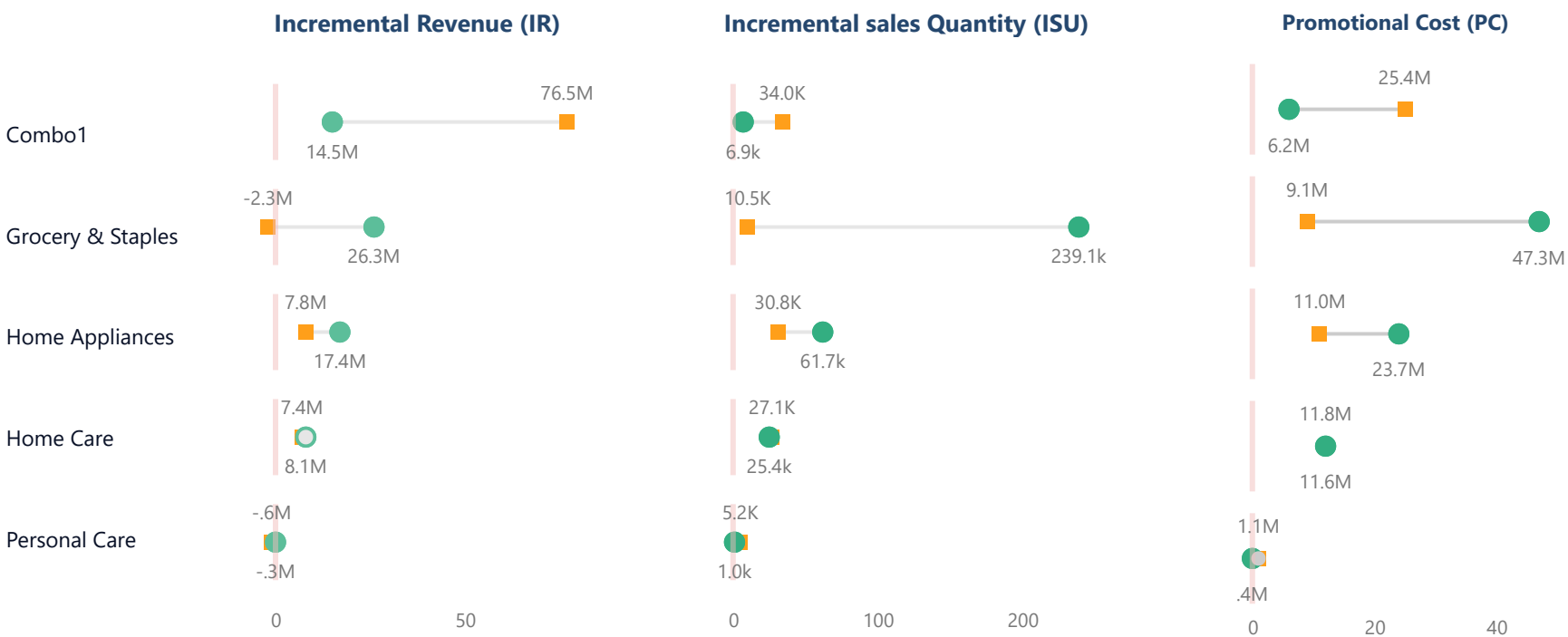


Best performing Categories based on Revenue
Diwali : Combo1, Home Appliances
Sankranti : Grocery & Staples, Home Appliances

Top 10		Stores by					
		IRISUPromo CostROI					
Store	City	IR	ISU	Promo Cost	ROI	ROI %	
STMYS-1	Mysuru	4.9M	12.7K	-4.1M	0.8M	20.0%	
STCHE-4	Chennai	4.8M	12.2K	-4.1M	0.8M	18.6%	
STBLR-0	Bengaluru	4.8M	12.4K	-3.9M	0.9M	21.9%	
STBLR-7	Bengaluru	4.7M	12.8K	-4.0M	0.7M	16.6%	
STCHE-7	Chennai	4.6M	12.5K	-4.0M	0.7M	17.1%	
STBLR-6	Bengaluru	4.6M	12.4K	-4.0M	0.6M	14.3%	
STCHE-3	Chennai	4.4M	11.7K	-3.8M	0.6M	15.9%	
STMYS-3	Mysuru	4.4M	10.2K	-3.4M	1.0M	29.5%	
STCHE-6	Chennai	4.0M	11.1K	-3.9M	0.2M	4.1%	
STBLR-3	Bengaluru	3.9M	11.5K	-3.6M	0.4M	9.8%	

KPI's Performance During Diwali and Sankranti by

Promo TypeCategory



BOGOF & Cashback are the GO to and 25% OFF is a big NO !

- Combo1 is highly sought item in the Diwali campaign but experienced a drastic drop in the Sankranti campaign.
- Changing the pricing strategy worked for Groceries & Staples , we can clearly see the impact on Sankranti campaign.
- Personal care from category and '25% OFF' from Promotional type are Least Performing in both campaigns.

Product Performance comparison on both Campaigns !

The below table is comparing the IR, ISU and Promotional price for each product .

Product	Diwali				Sankranti			
	Promo	Promo price	IR	ISU	Promo	Promo price	IR	ISU
Farm_Chakki_Atta (1KG)	25% OFF	218	-1.4M	-1.7K	BOGOF	185	18.7M	119.7K
Suflower_Oil (1L)	25% OFF	117	-0.8M	-1.8K	BOGOF	100	9.0M	106.1K
High_Glo_15W_LED_Bulb	BOGOF	175	2.7M	18.9K	BOGOF	175	4.8M	32.7K
waterproof_Immersion_Rod	BOGOF	510	5.0M	11.9K	BOGOF	510	12.5M	29.0K
Home_Essential_8_Product_Combo	500	2,500	76.5M	34.0K	500	2,500	14.5M	6.9K
Cashback					Cashback			
Curtains	BOGOF	150	2.0M	15.7K	BOGOF	150	1.6M	12.3K
Double_Bedsheet_set	BOGOF	595	6.1M	12.4K	BOGOF	595	6.8M	13.5K
Sonamasuri_Rice (10KG)	33% OFF	576	-0.1M	7.6K	33% OFF	576	-1.3M	8.4K
Masoor_Dal (1KG)	33% OFF	115	0.0M	6.4K	33% OFF	115	-0.2M	4.9K
Lime_Cool_Bathing_Bar (125GM)	50% OFF	31	-0.1M	1.6K	50% OFF	31	0.0M	0.9K
Doodh_Kesar_Body_Lotion (200ML)	50% OFF	95	-0.2M	1.0K	50% OFF	95	-0.1M	0.8K
Cream_Beauty_Bathing_Soap (125GM)	50% OFF	33	-0.1M	1.6K	25% OFF	38	0.0M	-0.3K
Body_Milk_Nourishing_Lotion (120ML)	50% OFF	55	-0.1M	1.0K	25% OFF	68	-0.1M	-0.5K
Fusion_Container_Set_of_3	25% OFF	311	-0.6M	-0.5K	25% OFF	311	-0.2M	-0.3K
Scrub_Sponge_For_Dishwash	25% OFF	41	-0.1M	-0.6K	25% OFF	41	0.0M	-0.2K

The Green color shows for highest IR ,ISU value , where as Red shows for Lowest values.

- When Promotional price is decreased (25% OFF-> BOGOF) the IR, ISU increased.
- When Promotional price is Increased (50% OFF-> 25% OFF) the ISU decreased significantly.
- There is no big Change for products with same promo type except 8_Product_Combo



All Cities

3.1M 7.4M 8.8K

Avg IR Per Store ROI Avg ISU Per Store

Incremental Revene (IR) by Store

STMYS-1	2.8M	2.1M	4.9M
STCHE-4	2.9M	1.9M	4.8M
STBLR-0	2.9M	1.9M	4.8M
STBLR-7	2.7M	2.1M	4.7M
STCHE-7	2.7M	2.0M	4.6M
STBLR-6	2.6M	2.0M	4.6M
STCHE-3	2.5M	1.9M	4.4M
STMYS-3	2.7M	1.7M	4.4M
STCHE-6	2.2M	1.8M	4.0M
STBLR-3	2.3M	1.6M	3.9M
STBLR-8	2.3M	1.6M	3.9M
STHYD-0	2.2M	1.6M	3.8M
STBLR-4	2.2M	1.6M	3.8M

Incremental Sales Quantity (ISU) by Store

STBLR-7	3K	10K	12.8K
STMYS-1	3K	10K	12.7K
STCHE-7	3K	9K	12.5K
STBLR-0	3K	9K	12.4K
STBLR-6	3K	9K	12.4K
STCHE-4	3K	9K	12.2K
STCHE-3	3K	9K	11.7K
STHYD-2	2K	9K	11.5K
STBLR-3	3K	9K	11.5K
STCHE-6	3K	9K	11.1K
STBLR-4	3K	8K	11.0K
STHYD-0	3K	8K	10.8K
STHYD-6	2K	8K	10.8K

Campaign details



Diwali

Sankranti

IR

ISU

Promo Cost

ROI

City

All



IR

154.9M

IR% : **110.10%**

Revenue AP : 295.6M

Revenue BP : 140.7M



ISU

441.7K

ISU% : **211.28%**

Quantity AP : 651K

Quantity BP : 209K



PC

-147.5M

Promo Cost rate : **-33.3%**

Rev + PC : 443M

ROI : 7.4M

Category

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

IR

Combo1

91.1M

91.1M

Grocery & Staples

-2.2M

-1.6M

27.7M

24.0M

Home Appliances

25.2M

25.2M

Home Care

-0.9M

16.4M

15.6M

Personal Care

-0.1M

-0.7M

-0.8M

Product Performances during Campaigns

Campaign Δ% is the difference in sales between the campaigns **Diwali - Negative** , **Sankranti Positive** , **Blue - Both**

Hover to see tooltip (Ordered by Campaign Δ% asc)

Highlight

On

Off

Category	Product	Campaign Δ%	QAP Δ	RAP Δ	Diw IR	San IR	Diw ISU	San ISU	PC	ROI	ROI%
Combo1	Atliq_Home_Essential_8_Product_Combo	-75.6%	-38.4K	-95.9M	76.5M	14.5M	34.0K	6.9K	-31.6M	59.5M	188%
Personal Care	Atliq_Cream_Beauty_Bathing_Soap (125GM)	-82.5%	-5.4K	-0.2M	-0.1M	0.0M	1.6K	-0.3K	-0.2M	-0.4M	-161%
	Atliq_Lime_Cool_Bathing_Bar (125GM)	-51.1%	-3.5K	-0.1M	-0.1M	0.0M	1.6K	0.9K	-0.3M	-0.5M	-150%
	Atliq_Body_Milk_Nourishing_Lotion (120ML)	-49.4%	-2.1K	-0.1M	-0.1M	-0.1M	1.0K	-0.5K	-0.3M	-0.5M	-175%
	Atliq_Doodh_Kesar_Body_Lotion (200ML)	-36.5%	-1.6K	-0.1M	-0.2M	-0.1M	1.0K	0.8K	-0.7M	-1.0M	-150%
	Atliq_Scrub_Sponge_For_Dishwash	-78.7%	-3.2K	-0.1M	-0.1M	0.0M	-0.6K	-0.2K	-0.1M	-0.2M	-262%
	Atliq_Fusion_Container_Set_of_3	-67.3%	-2.3K	-0.7M	-0.6M	-0.2M	-0.5K	-0.3K	-0.5M	-1.2M	-266%
	Atliq_Curtains	-22.9%	-4.2K	-0.6M	2.0M	1.6M	15.7K	12.3K	-4.9M	-1.4M	-28%
	Atliq_Double_Bedsheet_set	7.9%	1.1K	0.7M	6.1M	6.8M	12.4K	13.5K	-17.9M	-5.0M	-28%
Home Appliances	Atliq_High_Glo_15W_LED_Bulb	70.8%	15.6K	2.7M	2.7M	4.8M	18.9K	32.7K	-10.5M	-2.9M	-28%
	Atliq_waterproof_Immersion_Rod	140.8%	19.6K	10.0M	5.0M	12.5M	11.9K	29.0K	-24.2M	-6.6M	-27%
Grocery & Staples	Atliq_Masoor_Dal (1KG)	-11.9%	-2.4K	-0.3M	0.0M	-0.2M	6.4K	4.9K	-2.1M	-2.3M	-108%
	Atliq_Sonamasuri_Rice (10KG)	28.8%	6.7K	3.9M	-0.1M	-1.3M	7.6K	8.4K	-15.1M	-16.5M	-109%
	Atliq_Suflower_Oil (1L)	820.6%	109.1K	10.7M	-0.8M	9.0M	-1.8K	106.1K	-12.8M	-4.6M	-36%
	Atliq_Farm_Chakki_Atta (1KG)	1031.5%	126.0K	22.9M	-1.4M	18.7M	-1.7K	119.7K	-26.4M	-9.1M	-34%

RECOMMENDATIONS

Focus on High-Impact Expansion

- **Prioritize cities like Madurai and Mysore** with high Avg IR per store and Avg ISU per store **for Expansion**, while maintaining efforts in top revenue-generating cities (**Bengaluru, Chennai, and Hyderabad**) for **optimal growth**.

Maximize Revenue

- Capitalize on **consistently performing** categories like **Home Appliances and Combos** by offering cross-promotions and exploring alternative strategies for underperforming categories like Personal Care and Home care.

Optimize Underperforming Categories and Products

- **Revisit the Personal Care strategy** to explore different product bundles, introduce new brands, and **launch targeted marketing campaigns** to improve performance.
- Ensure **cost-cutting measures** products like Masoor_dal and Sonamasuri_Rice **don't negatively impact IR**, as seen with some BOGOF promotions.

Product Uniqueness and Strategic Placement

- Enhancing **Product Uniqueness** and Strategic Planning for **Increased Visibility** ensures that our offerings stand out prominently, captivating customers' attention and **driving sales**.

Enhance Pricing Competitiveness

- Implement **dynamic pricing** to adjust prices based on market conditions, **improving competitiveness**. However, it requires **transparent communication** and strategy **to avoid** potential **negative perception** from customers.

Optimize Campaign Performance

- Refine BOGOF promotions for specific products and consider **alternatives like cashbacks** or strategic price adjustments **in place of** ineffective **"25% OFF" & "50% OFF"** promotions.

-- THANK YOU --
@Balu Chelluri