

PROMOTION CAMPAIGN ANALYSIS



Store Performance Analysis



Promotion Type Analysis



Category and Product Type Analysis



FILTERS

Campaign

All

Promo Type

All

City

All

Category

All

Product

All



Store Performance Analysis

Quantities Sold(After Promo)



650.73K

Incremental Sold Units



441.68K

Incremental Revenue



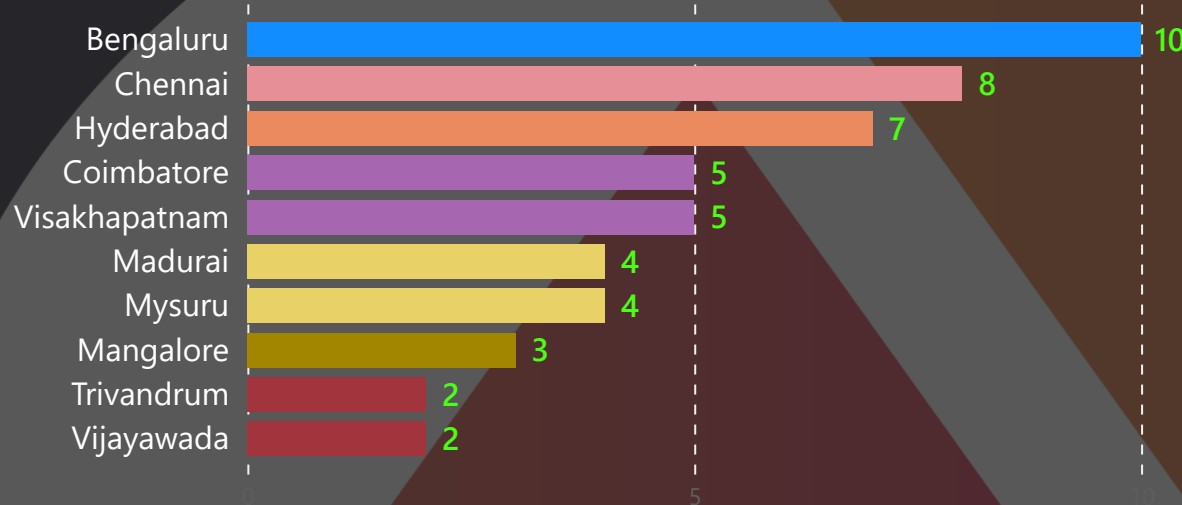
₹154.91M

Total Revenue

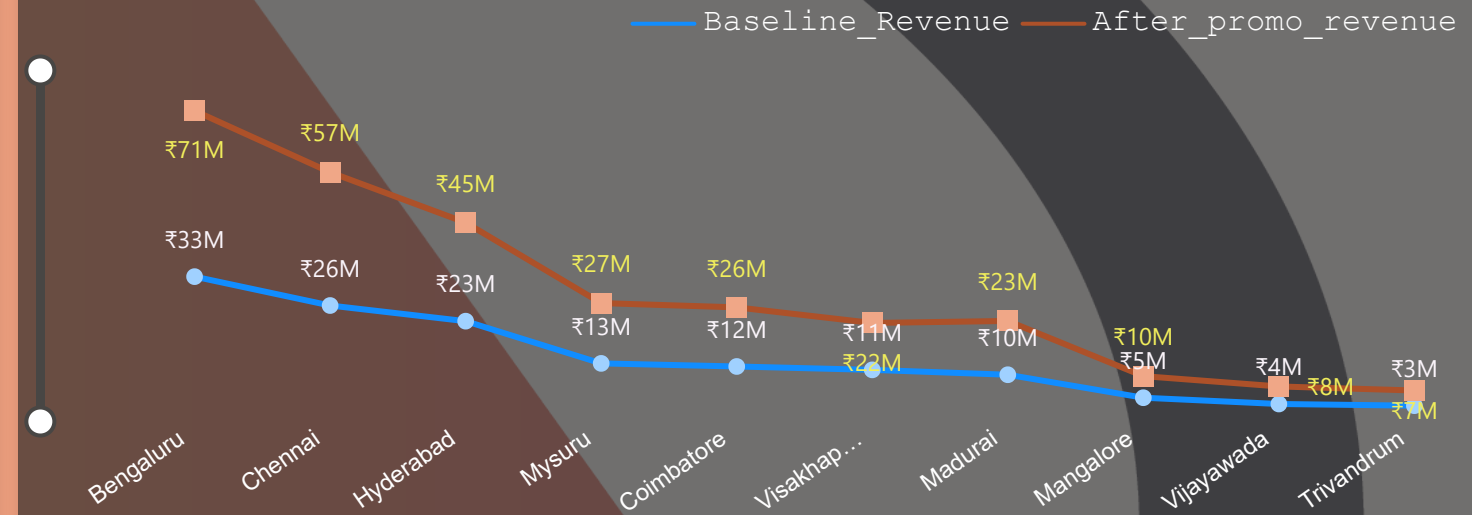


₹436.31M

Total Stores by Cities



Baseline Revenue and After promo revenue by city



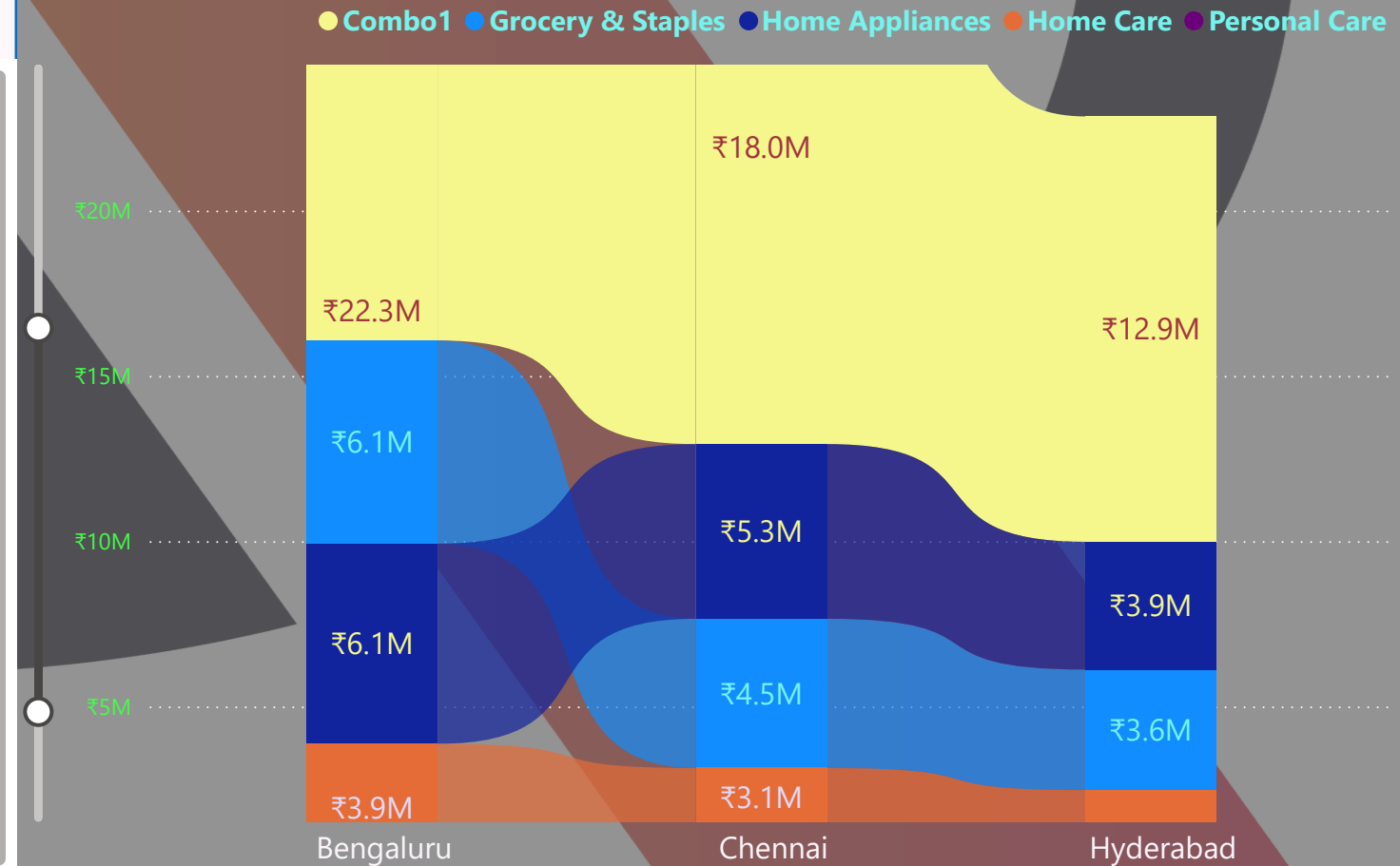
Top 10 Stores by IR

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

Bottom 10 Stores by ISU

store_id	Incremental sold units
STCBE-4	5.94K
STMLR-0	3.98K
STMLR-1	5.48K
STMLR-2	5.37K
STTRV-0	5.31K
STTRV-1	5.07K
STVJD-0	5.87K
STVJD-1	5.30K
STVSK-3	4.55K
STVSK-4	4.99K
Total	51.87K

Incremental Revenue top 3 cities





PROMOTION TYPE ANALYSIS

Quantity_sold(before_promo)



209K

Baseline_Revenue



₹141M

Quantity_sold(after_promo)



435K

After_promo_revenue



₹296M

Incremental_sold_units



442K

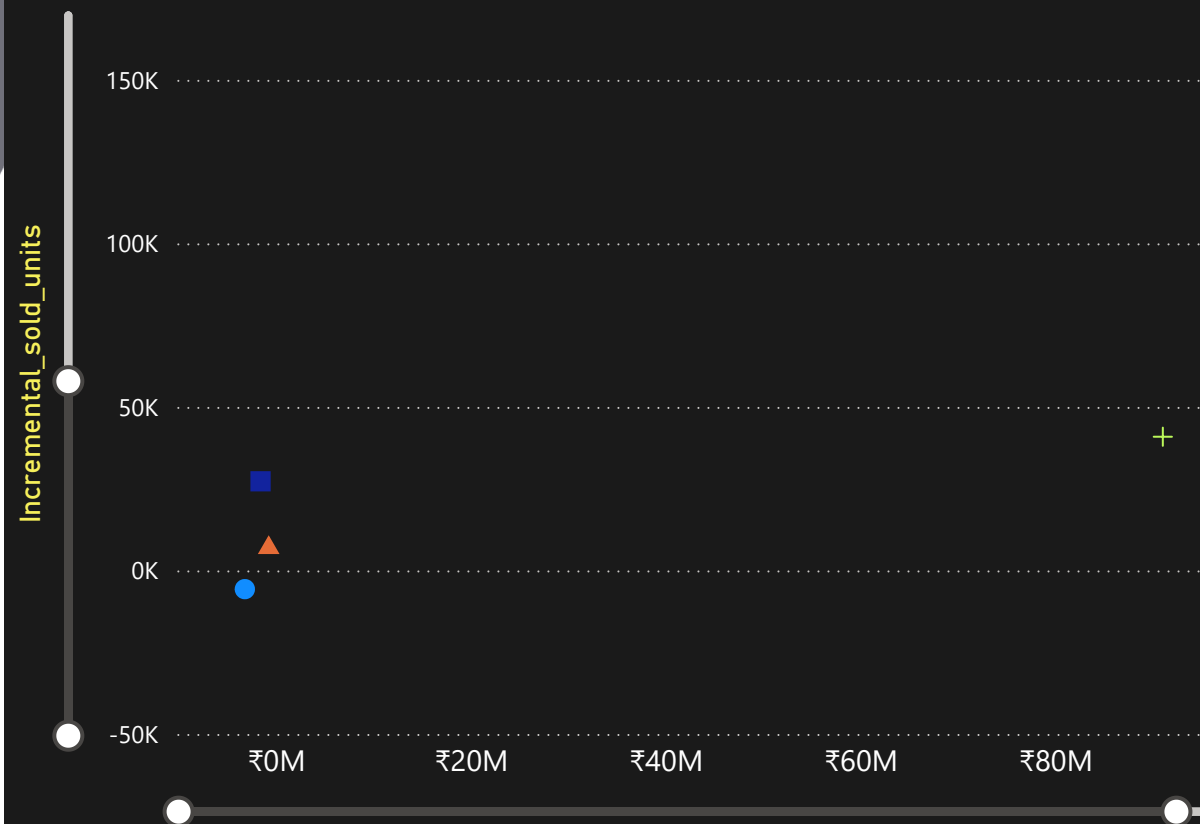
Incremental_Revenue



₹155M

Balance between IR and ISU

● 25% OFF ■ 33% OFF ▲ 50% OFF +500 Cashback ◆ BOGOF



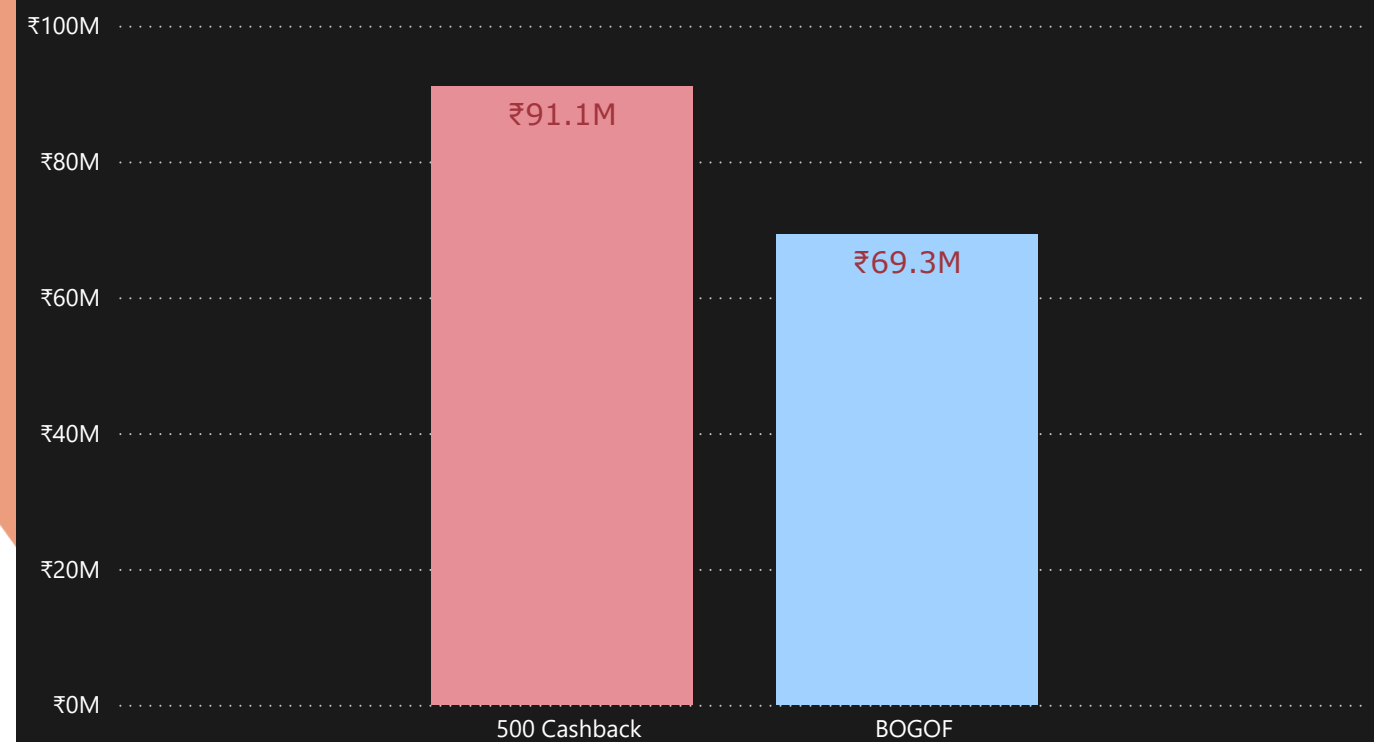
Top 2 Promo Type by IR

Bottom 2 Promo Type by IR

Top 2 Promo Type by ISU

Bottom 2 Promo Type by ISU

Top 2 Promo Types by IR



Promo Types by Incremental Sold Units and Incremental Revenue

promo_type	Incremental_sold_units	ISU%	Incremental Revenue
25% OFF	-5.72K	-12.99%	3.17M₹
33% OFF	27.26K	43.04%	1.56M₹
50% OFF	6.93K	32.63%	0.73M₹
500 Cashback	40.88K	183.33%	₹91.05M
BOGOF	372.33K	639.96%	₹69.32M

Promo Types and Categories by Quantities Sold

promo_type	Quantity_sold(before_promo)	Quantities_sold_after_promo
+ 25% OFF	44.0K	38.3K
+ 33% OFF	63.3K	90.6K
+ 50% OFF	21.2K	28.2K
+ 500 Cashback	22.3K	63.2K
+ BOGOF	58.2K	430.5K
Total	209.1K	650.7K



FILTERS

Campaign

All

Promo Type

All

City

All

Category

All

Product

All



CATEGORY AND PRODUCT ANALYSIS

Baseline Revenue



₹141M

After Promo Revenue



₹296M

Incremental Revenue



₹155M

IR%



10.10%

ISU%



211%

Top 3 Incremental sold units by category

Grocery & Staples

250K

Home Appliances

93K

Home Care

52K

Top 5 Product by IR%

Bottom 5 Product by IR%

Top 5 Product by ISU%

Bottom 5 Product by ISU%

Bottom 5 ISU%

Atliq_Lime_Cool_Bathing_B...

33%

Atliq_Cream_Beauty_Bathin...

21%

Atliq_Body_Milk_Nourishing...

9%

Atliq_Scrub_Sponge_For_Di...

-13%

Atliq_Fusion_Container_Set...

-14%

-10%

0%

10%

20%

30%

Category and Product by Revenue and Quantities Sold

Category	Quantity_sold(before_promo)	Baseline_Revenue	Quantities_sold_after_promo	After_promo_revenue	Incremental_Revenue	Incremental_sold_units
Personal Care	25K	₹2,472K	32K	₹1,627K	845K -₹	6K
Home Care	20K	₹8,857K	72K	₹24,412K	₹15,555K	52K
Home Appliances	15K	₹9,483K	107K	₹34,634K	₹25,150K	93K
Grocery & Staples	127K	₹52,992K	377K	₹76,985K	₹23,993K	250K
Combo1	22K	₹66,897K	63K	₹157,950K	₹91,053K	41K
Total	209K	₹140,701K	651K	₹295,607K	₹154,905K	442K