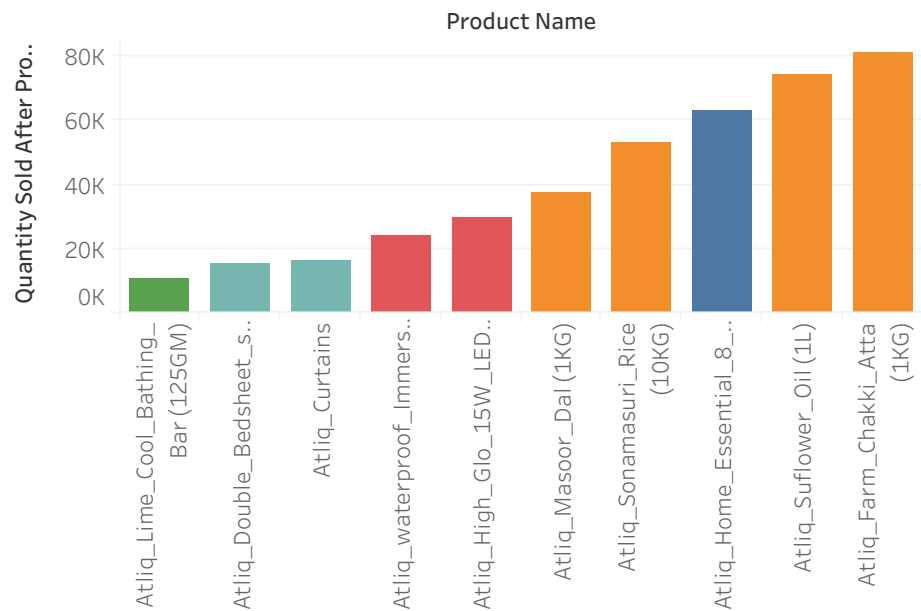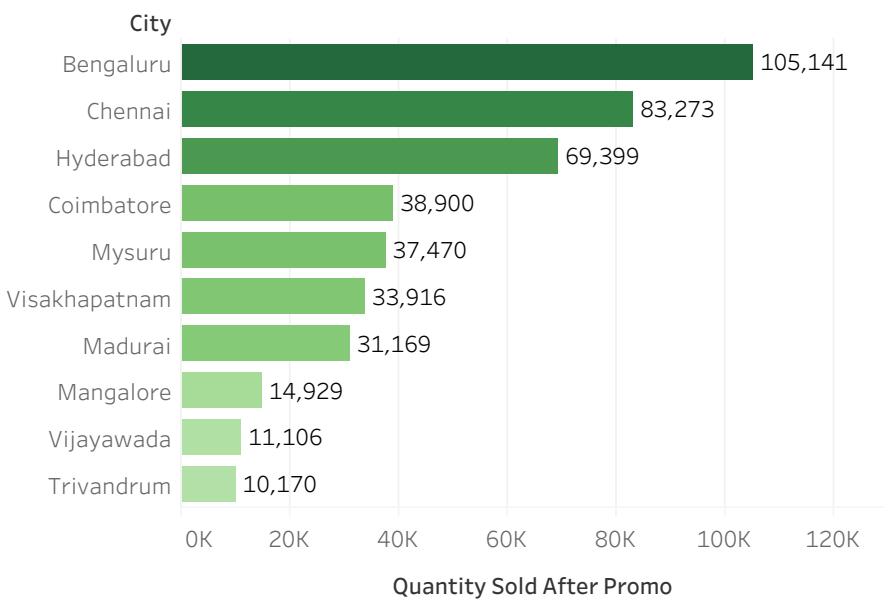# Retail Campaign Impact Analysis Dashboard

Insights into Promotions, Product Performance, and Sales Uplift
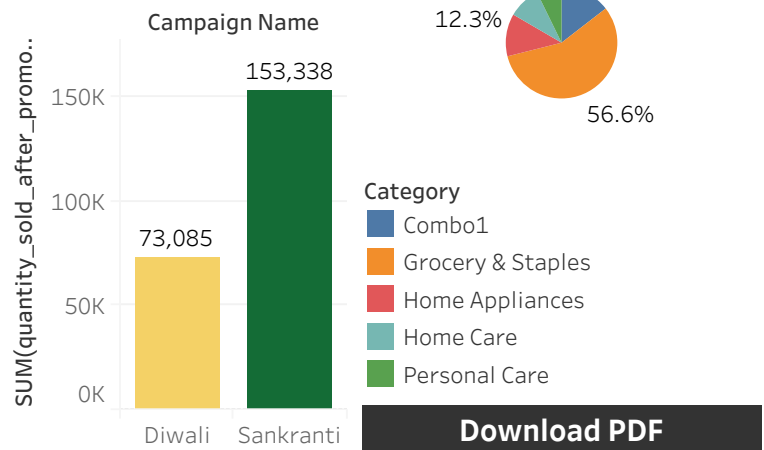
Top Performing Products

Bar chart showing Product Name vs Quantity Sold After Pro.. (0K–80K):
- Atliq_Lime_Cool_Bathing_Bar (125GM)
- Atliq_Double_Bedsheet_s..
- Atliq_Curtains
- Atliq_waterproof_Immers..
- Atliq_High_Glo_15W_LED..
- Atliq_Masoor_Dal (1KG)
- Atliq_Sonamasuri_Rice (10KG)
- Atliq_Home_Essential_8..
- Atliq_Suflower_Oil (1L)
- Atliq_Farm_Chakki_Atta (1KG)

Top Cities by Promo Sales

City	Quantity Sold After Promo
Bengaluru	105,141
Chennai	83,273
Hyderabad	69,399
Coimbatore	38,900
Mysuru	37,470
Visakhapatnam	33,916
Madurai	31,169
Mangalore	14,929
Vijayawada	11,106
Trivandrum	10,170

Campaign-wise Promo Uplift

Campaign Name
- Diwali: 73,085
- Sankranti: 153,338

SUM(quantity_sold_after_promo..)

Category Contribution to Sales

- 14.5%
- 7.2%
- 12.3%
- 56.6%

Category
- Combo1
- Grocery & Staples
- Home Appliances
- Home Care
- Personal Care

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Promo Performance: Before vs After

Promo Type (Quantity Sold After Promo, 0K–220K):
- 25% OFF
- 33% OFF
- 50% OFF
- 500 Cashback
- BOGOF