



# Super Market Performance

Diwali

Sankranti

Category

All



Total Revenue

488.56M

Total Sales

644.52K

Sum of Revenue before promotion

140.70M

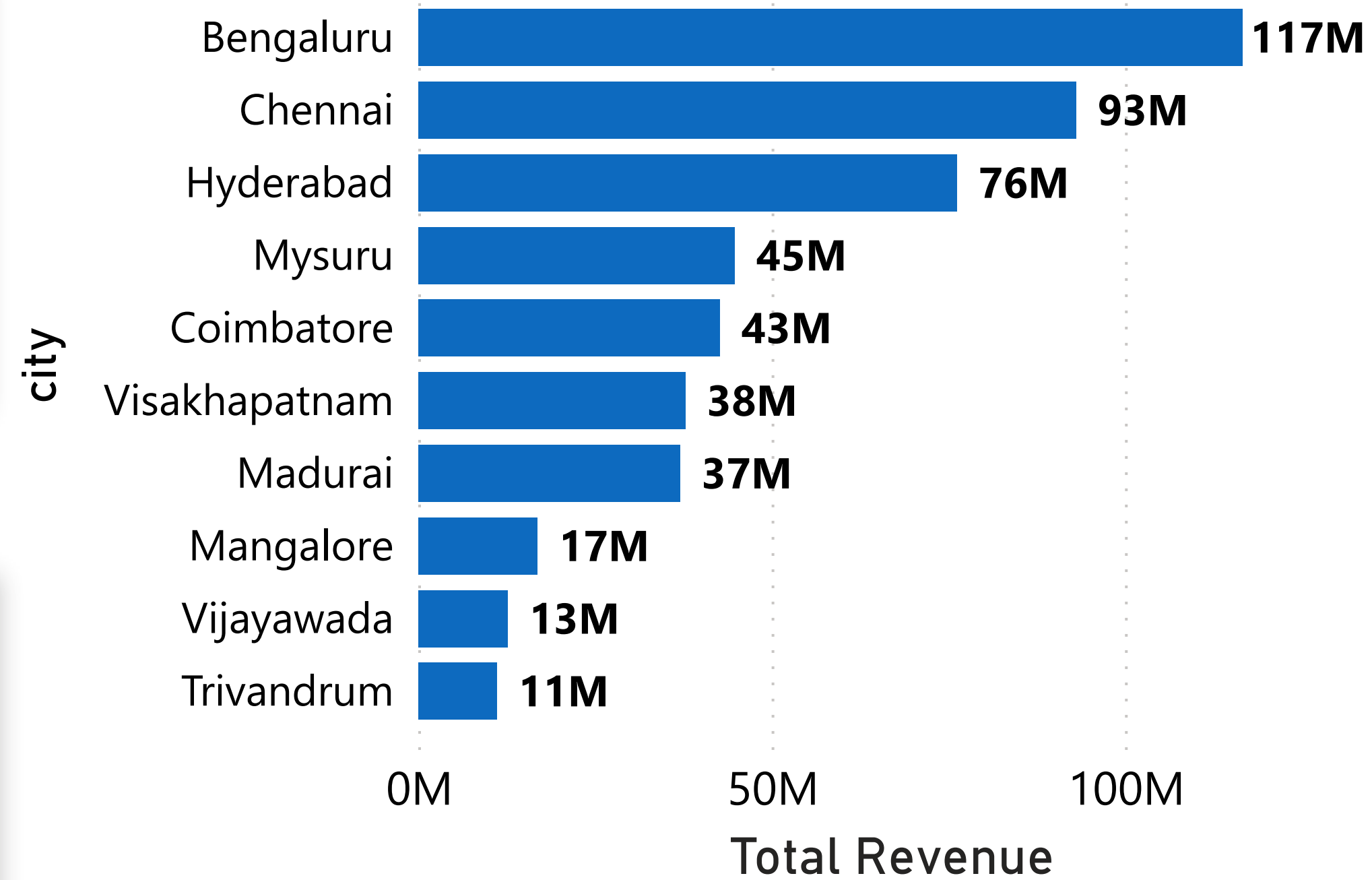
Sum of Revenue after promotion

347.86M

Promotion Type

All

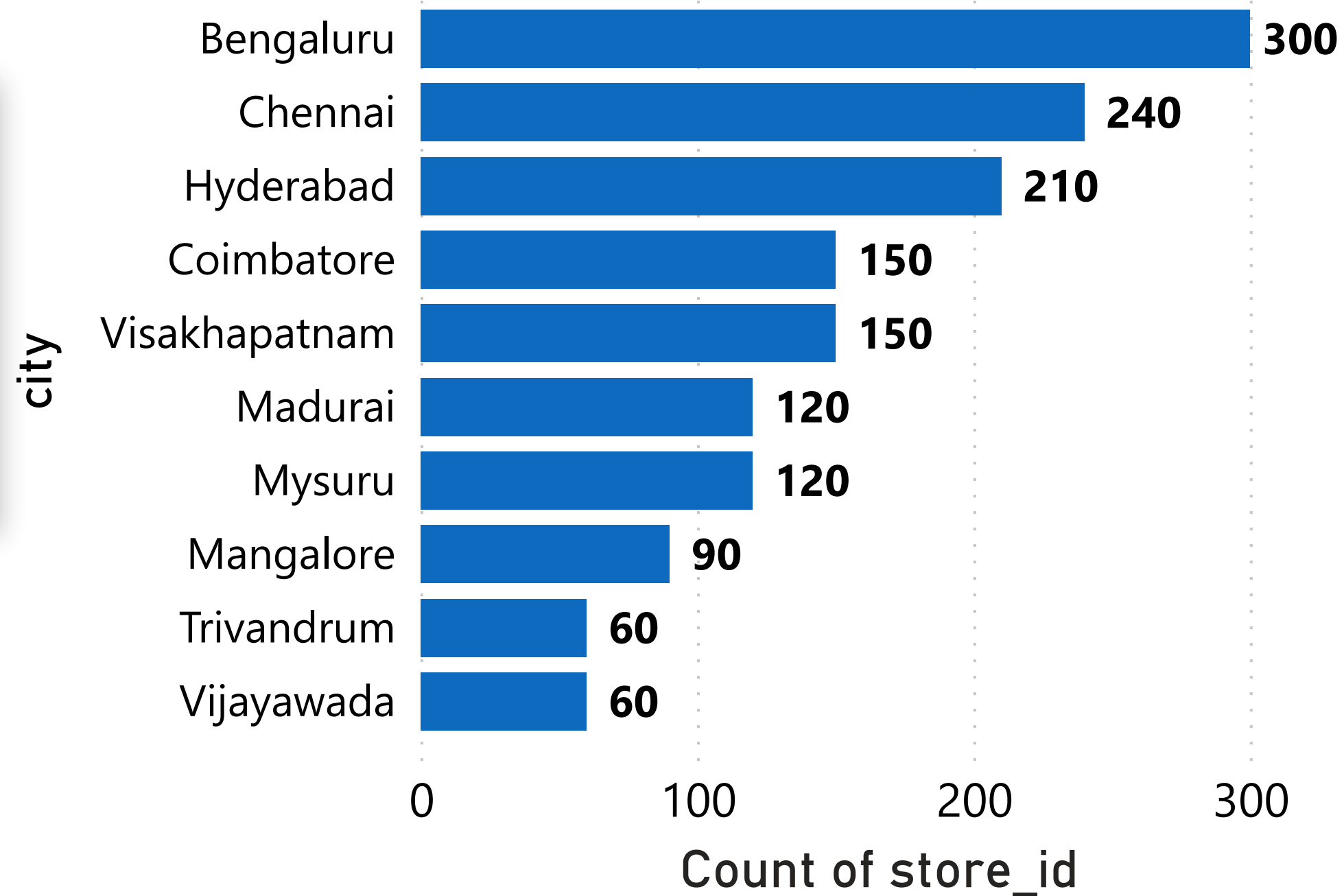
Total Revenue by city



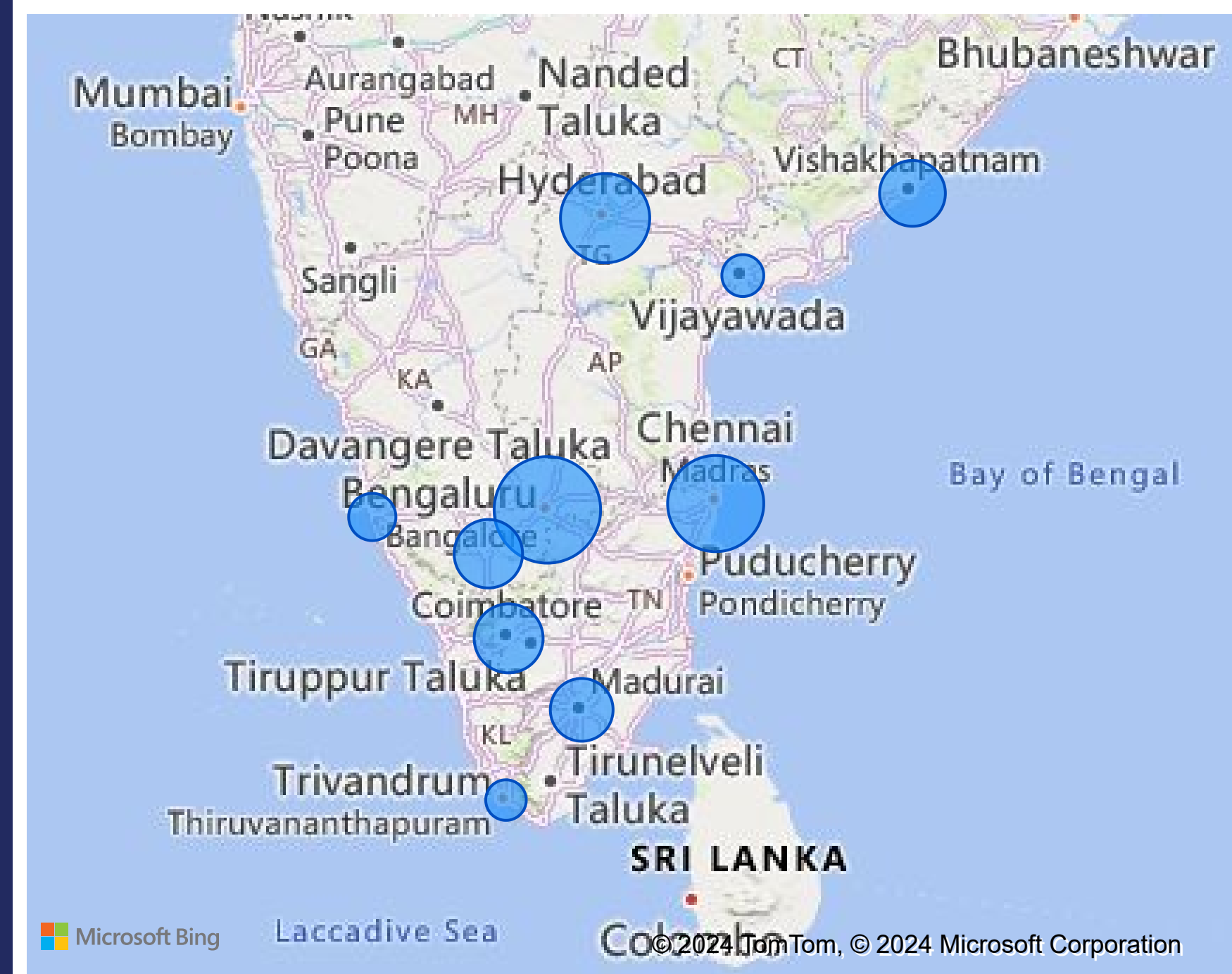
store_id	Total Sales	Total Revenue	IR%
STCHE-7	16532	12514878	184.14%
STBLR-7	16873	12834953	182.54%
STMYS-1	16684	13525527	182.15%
STMDU-0	11896	10209155	181.15%
STBLR-0	16363	12961036	181.09%
STCBE-2	12110	8728096	180.91%
STCHE-4	16641	13431431	177.62%
STMYS-3	14382	12168012	177.53%
STCHE-3	15811	12153537	177.07%
STBLR-6	16629	12816373	176.51%
Total	153921	121342998	180.02%

store_id	Total Sales	Total Revenue	ISU%
STVSK-3	8887	6918461	66.16%
STHYD-1	12773	9427792	66.49%
STCHE-1	13015	9296896	67.41%
STVSK-4	9477	7390275	70.46%
STMYS-2	12639	10585471	73.93%
STMYS-0	12334	8469041	74.39%
STMLR-0	7026	5014869	76.94%
STBLR-1	13428	9961144	78.07%
STCBE-4	10271	7833096	79.71%
STHYD-3	13989	10646836	80.51%
Total	113839	85543881	73.41%

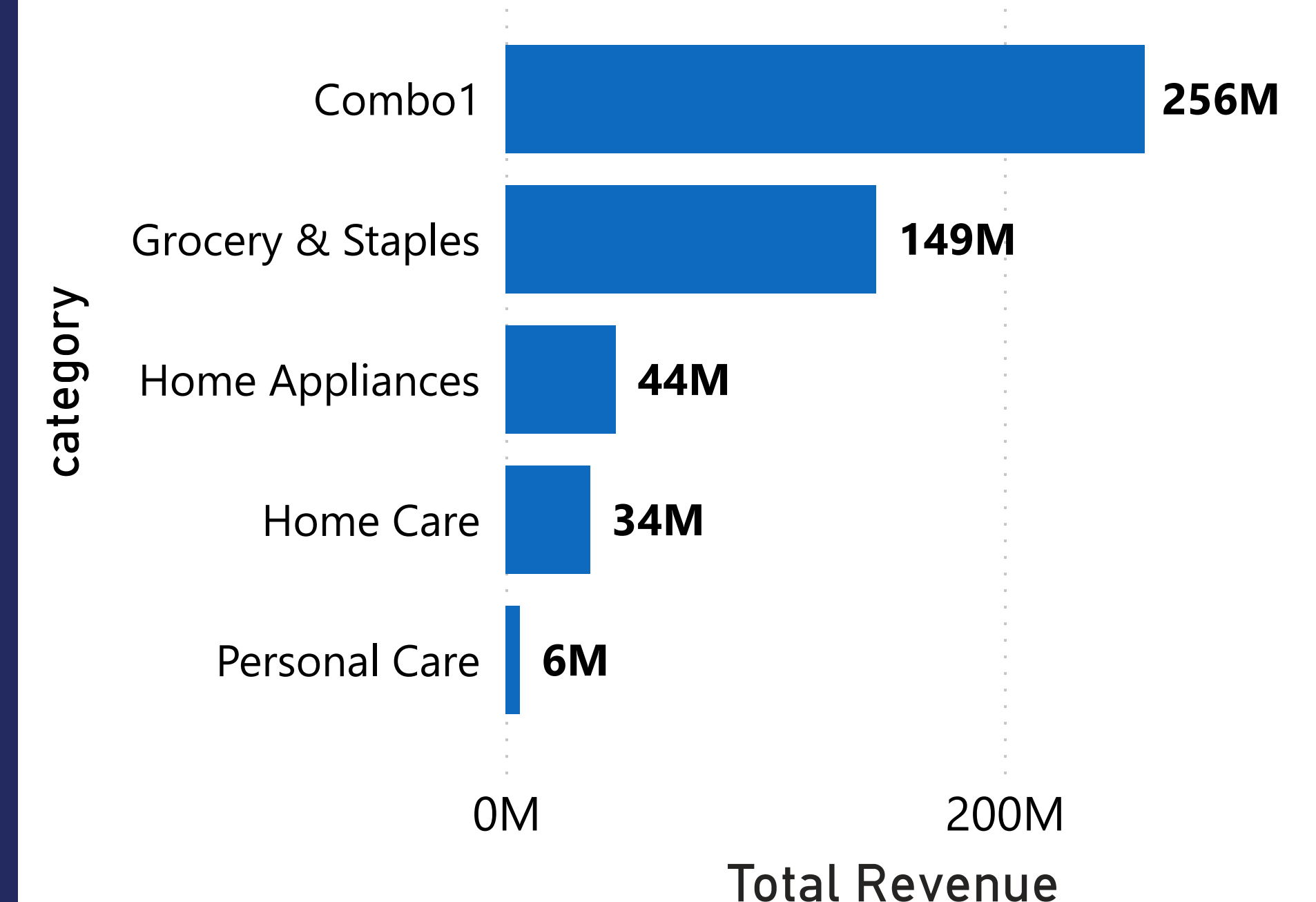
Total count of stores by city



Total Sales by city



Revenue by Each Category





# Promotion Analysis

Diwali

Sankranti



Total Revenue

488.56M

Total Sales

644.52K

IR%

147.23%

ISU%

108.31%

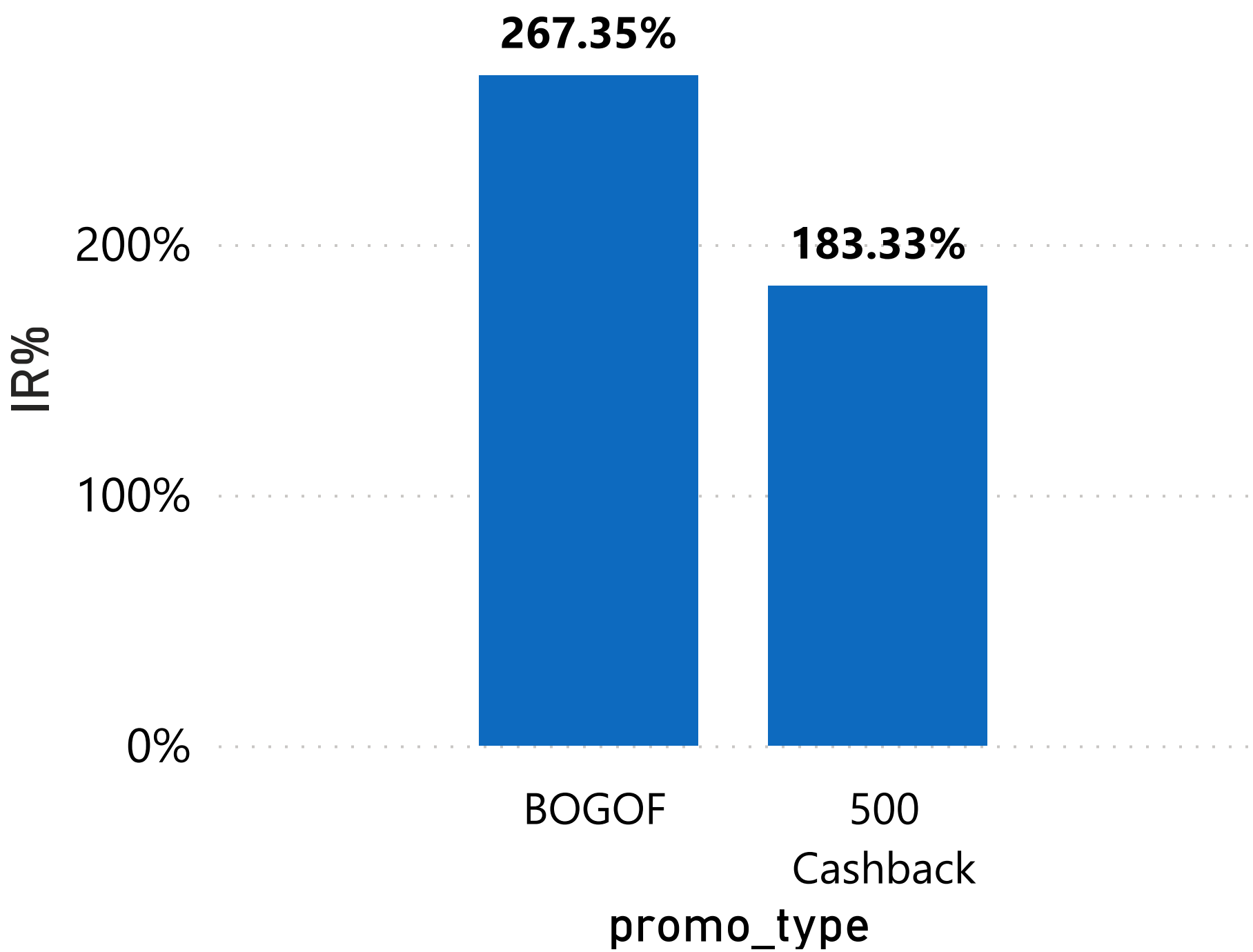
Category

All

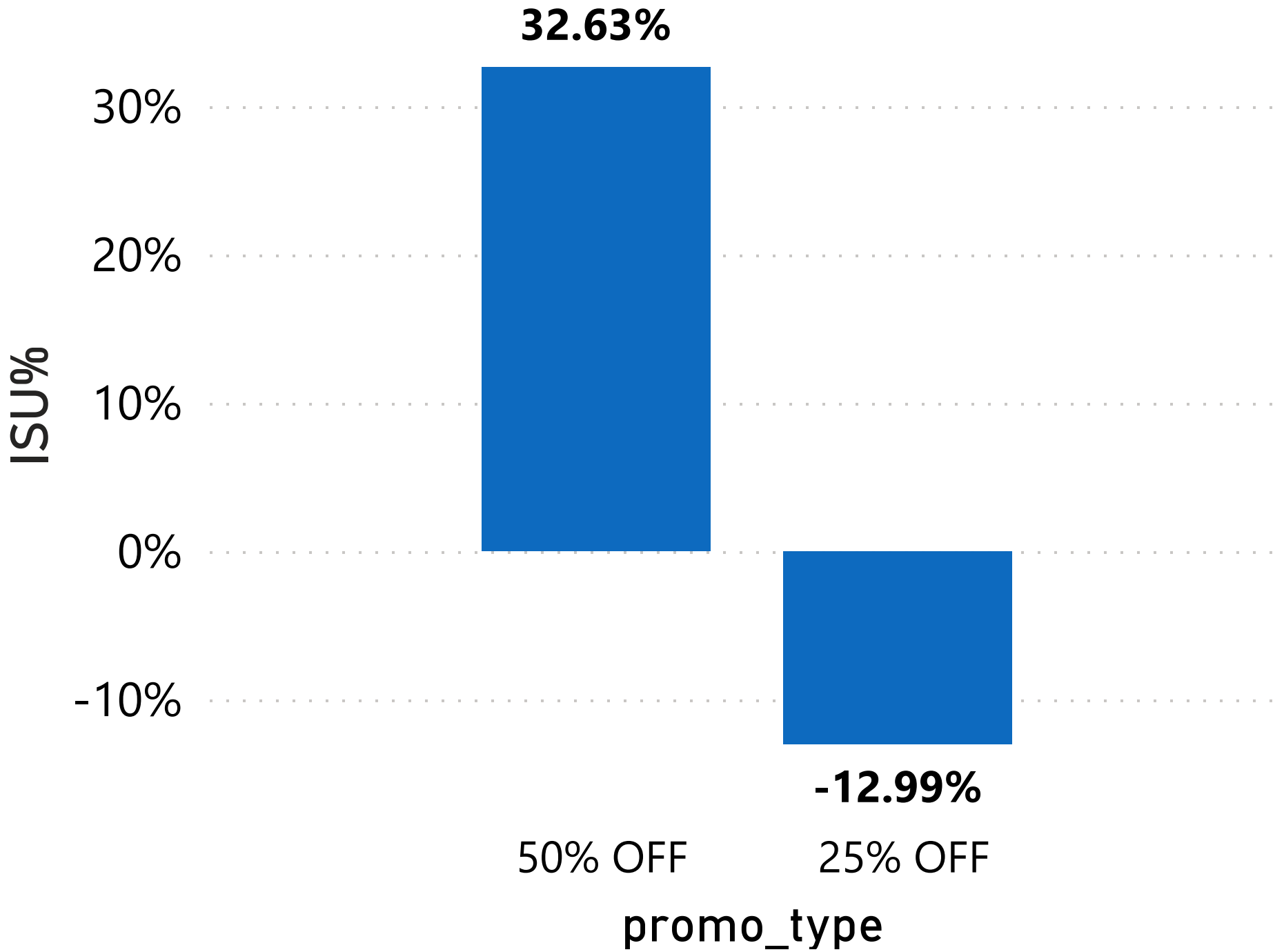
Promotion Type

All

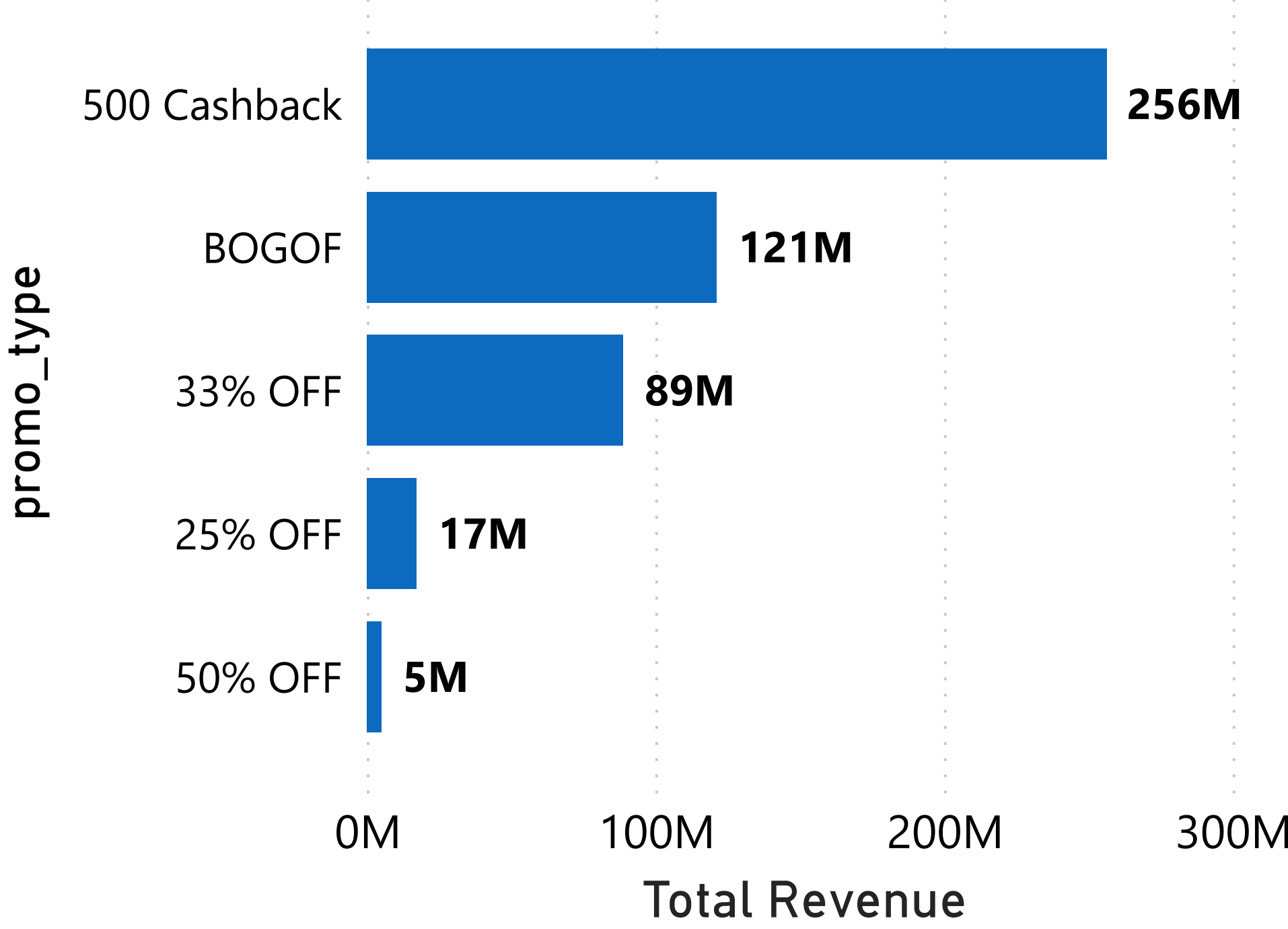
Top 2 Highest Promotion by IR%



Bottom 2 Promotion type impacting ISU%



Total Revenue earned by Promotions



Promotions	Total Revenue before promo	Total Revenue after promo	Revenue% (before promo)	Revenue% (after promo)	Total Sales	Total_sales% (before promo)	Total_sales% (after promo)	IR%	ISU%
Buy One Get One Free Promotions	26M	95M	21.40%	78.60%	273K	21.28%	78.72%	267.35%	269.98%
Cashback Promotion	67M	190M	26.09%	73.91%	85K	26.09%	73.91%	183.33%	183.33%
Discounts promotion	48M	63M	43.15%	56.85%	286K	45.02%	54.98%	31.75%	22.14%
Total	141M	348M	28.80%	71.20%	645K	32.43%	67.57%	147.23%	108.31%





# Product & Category Analysis

Diwali

Sankranti



Total Revenue

488.56M

Total Sales

644.52K

IR%

147.23%

ISU%

108.31%

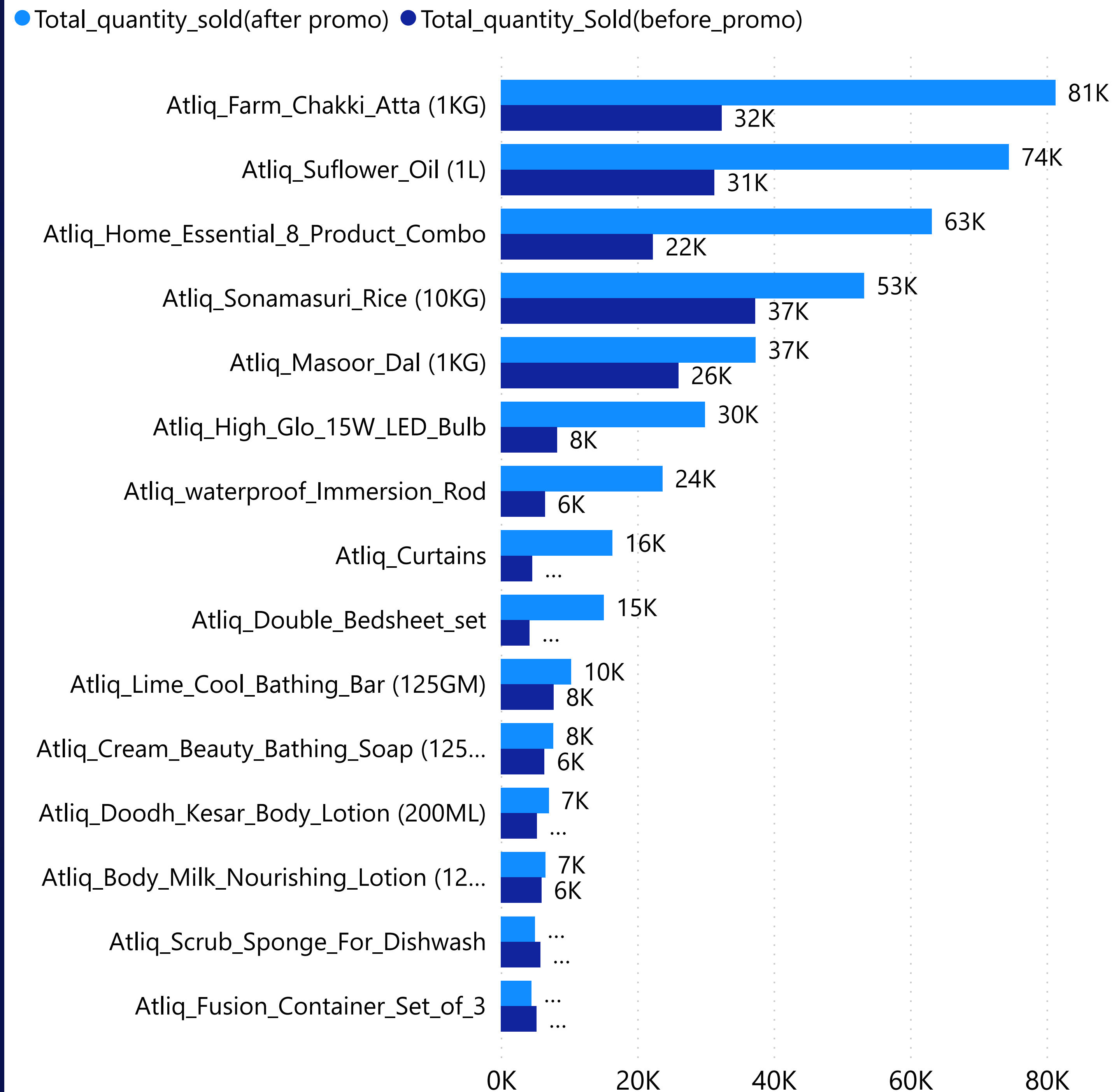
Category

All

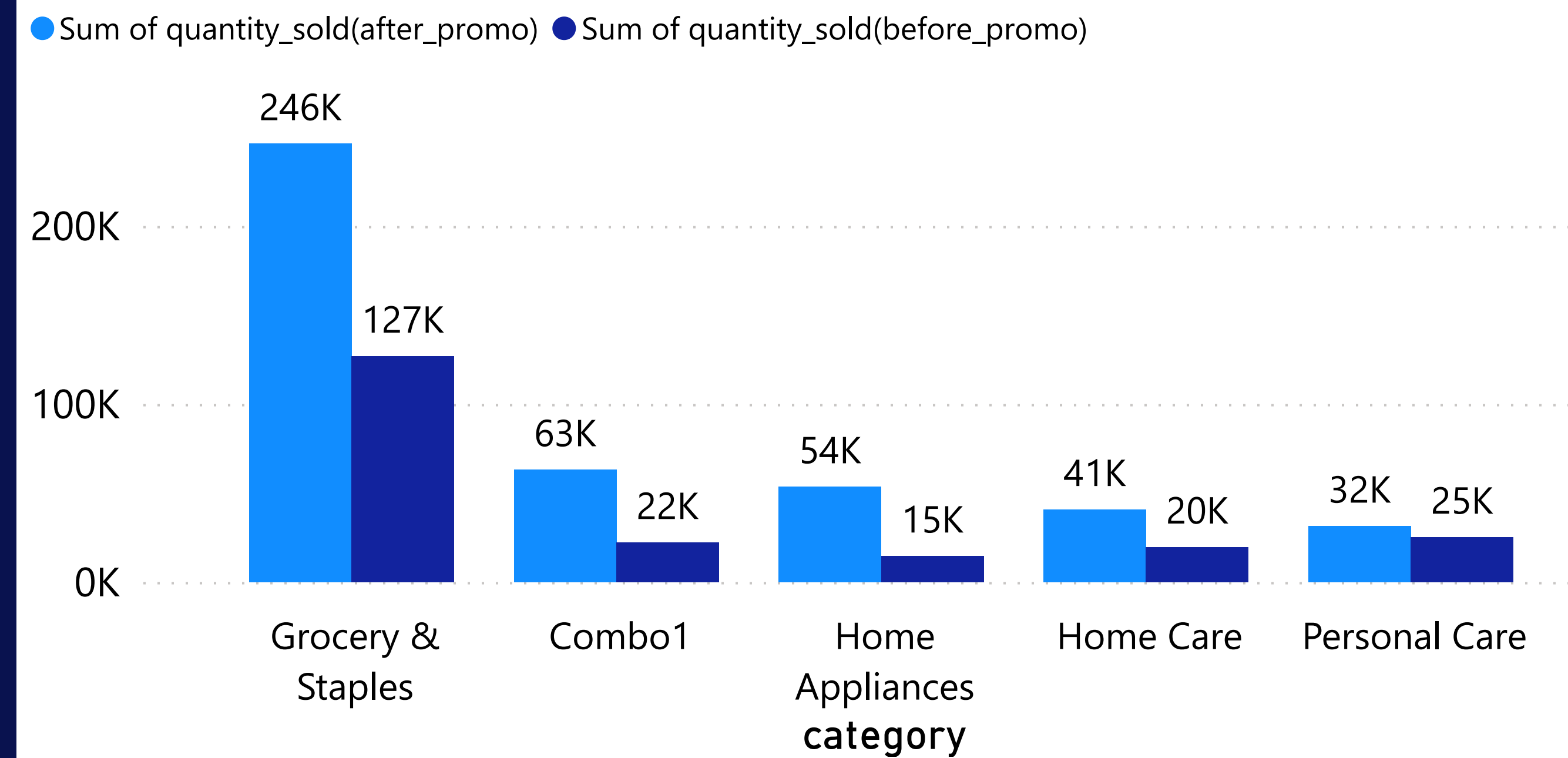
Promotion Type

All

Products Sales before and after Promotion.



Product Category by Sales



Correlation b/w Product Category & Promotions.

