

Campaigns

Filters		
	Diwali	Sankranti

Campaign with total revenue (before and after promo)

Row Labels	Rev_before_promo	Rev_after_promo
Diwali	82.57 M	160.29 M
Sankranti	58.13 M	87.70 M
Grand Total	140.70 M	247.98 M

Campaign with total Sold_units (before and after promo)

Row Labels	Qty_sold_before_promo	Qty_sold_after_promo
Diwali	110.32 K	183.40 K
Sankranti	98.73 K	252.07 K
Grand Total	209.05 K	435.47 K

Promo_Types

ISU%	IR%
106%	18%

Rev_before_campaign
140.7 M
Rev_after_campaign
248.0 M

quantity_sold_before_campaign	quantity_sold_after_campaign
209.1 K	435.5 K

Discount-Based Promotions VS BOGOF		
Row Labels	ISU%	IR%
BOGOF/Cashback	244.7%	86.9%
Discount-Based Promotions	13.9%	-28.2%

Top Promo types with highest IR	
Row Labels	IR
500 Cashback	91053000
BOGOF	21694880
50% OFF	-726662
33% OFF	-1563360
25% OFF	-3174511

Bottom 2 Promo types with ISU	
Row Labels	ISU
25% OFF	-5717
50% OFF	6931
33% OFF	27255
500 Cashback	40881
BOGOF	157073

Promotions : ISU% vs IR%		
Row Labels	ISU%	IR%
BOGOF	261.2%	80.6%
500 Cashback	162.2%	118.5%
33% OFF	43.3%	-4.0%
50% OFF	33.5%	-33.3%
25% OFF	-15.4%	-36.6%

Avg ISU by promo_types	
Row Labels	Average of ISU
500 Cashback	408.81
BOGOF	314.146
33% OFF	136.275
50% OFF	23.10333333
25% OFF	-14.2925

Categories

Promo_type response on categories

Average of ISU%	Column Labels					
Row Labels	BOGOF	500 Cashback	33% OFF	50% OFF	25% OFF	Grand Total
Combo1		162.2%				162.2%
Grocery & Staples	274.5%		43.3%		-12.1%	87.2%
Home Appliances	258.1%					258.1%
Home Care	257.8%				-15.7%	121.0%
Personal Care				33.5%	-18.2%	20.6%
Grand Total	261.2%	162.2%	43.3%	33.5%	-15.4%	106.2%

Categories with highest lift in sales

campaign_name	All	
Row Labels	ISU%	Rank Order
Combo1	162%	2
Grocery & Staples	87%	4
Home Appliances	258%	1
Home Care	121%	3
Personal Care	21%	5
Grand Total	106%	

Categories with highest revenue

campaign_name	All	
Row Labels	IR%	Rank Order
Combo1	118.5%	1
Grocery & Staples	11.3%	4
Home Appliances	79.0%	2
Home Care	21.1%	3
Personal Care	-34.6%	5
Grand Total	17.8%	

Products

Products performance by IR%	
Row Labels	IR%
Body_Milk_Nourishing_Lotion	-36.5%
Cream_Beauty_Bathing_Soap	-36.6%
Curtains	78.6%
Doodh_Kesar_Body_Lotion	-32.7%
Double_Bedsheet_set	79.2%
Farm_Chakki_Atta	26.4%
Fusion_Container_Set_of_3	-36.8%
High_Glo_15W_LED_Bulb	78.8%
Home_Essential_8_Product_Combo	118.5%
Lime_Cool_Bathing_Bar	-32.6%
Masoor_Dal	-4.1%
Scrub_Sponge_For_Dishwash	-36.7%
Sonamasuri_Rice	-3.9%
Suflower_Oil	26.8%
waterproof_Immersion_Rod	79.3%

Products performance by ISU%	
Row Labels	ISU%
Body_Milk_Nourishing_Lotion	6.5%
Cream_Beauty_Bathing_Soap	6.5%
Curtains	257.2%
Doodh_Kesar_Body_Lotion	34.5%
Double_Bedsheet_set	258.4%
Farm_Chakki_Atta	130.8%
Fusion_Container_Set_of_3	-15.7%
High_Glo_15W_LED_Bulb	257.5%
Home_Essential_8_Product_Combo	162.2%
Lime_Cool_Bathing_Bar	34.7%
Masoor_Dal	43.1%
Scrub_Sponge_For_Dishwash	-15.7%
Sonamasuri_Rice	43.4%
Suflower_Oil	131.6%
waterproof_Immersion_Rod	258.6%

Products with "500 base_price" & "BOGOF"	
promo_type	BOGOF
Row Labels	
Atliq_Body_Milk_Nourishing_Lotion (120ML)	
Atliq_Cream_Beauty_Bathing_Soap (125GM)	
Atliq_Curtains	
Atliq_Doodh_Kesar_Body_Lotion (200ML)	
Atliq_Double_Bedsheet_set	
Atliq_Farm_Chakki_Atta (1KG)	
Atliq_Fusion_Container_Set_of_3	
Atliq_High_Glo_15W_LED_Bulb	
Atliq_Home_Essential_8_Product_Combo	
Atliq_Lime_Cool_Bathing_Bar (125GM)	
Atliq_Masoor_Dal (1KG)	
Atliq_Scrub_Sponge_For_Dishwash	
Atliq_Sonamasuri_Rice (10KG)	
Atliq_Suflower_Oil (1L)	
Atliq_waterproof_Immersion_Rod	
Grand Total	

Distinct Count of category
5

Distinct Count of products
15

Cities

Cities by IR%		
IR%	Column Labels	
Row Labels	Diwali	Sankranti
Bengaluru	13%	29%
Chennai	12%	29%
Coimbatore	12%	26%
Hyderabad	9%	21%
Madurai	11%	30%
Mangalore	6%	18%
Mysuru	11%	19%
Trivandrum	11%	31%
Vijayawada	10%	29%
Visakhapatnam	7%	17%

Cities by ISU%		
ISU%	Column Labels	
Row Labels	Diwali	Sankranti
Bengaluru	94.4%	131.0%
Chennai	90.9%	129.9%
Coimbatore	91.9%	124.0%
Hyderabad	86.3%	115.6%
Madurai	89.7%	132.4%
Mangalore	81.3%	110.4%
Mysuru	89.9%	111.4%
Trivandrum	89.1%	132.7%
Vijayawada	88.6%	131.5%
Visakhapatnam	84.1%	107.7%

Number of stores in each city.	
Row Labels	Count of store_id
Bengaluru	10
Chennai	8
Hyderabad	7
Visakhapatnam	5
Coimbatore	5
Mysuru	4
Madurai	4
Mangalore	3
Trivandrum	2
Vijayawada	2
Grand Total	50

Stores

Distinct Count of city

10

Count of store_id

50

IR% : Top 10 Stores

Row Labels	IR%
STBLR-7	33.2%
STCHE-7	32.8%
STCBE-2	32.1%
STMYS-1	31.7%
STBLR-6	31.3%
STCHE-4	30.4%
STCHE-3	29.6%
STMDU-0	29.0%
STBLR-0	28.5%
STMYS-3	25.8%

ISU% : Bottom 10 Stores

Row Labels	ISU%
STCHE-1	68.0%
STVSK-3	69.1%
STHYD-1	69.2%
STVSK-4	72.1%
STMLR-0	74.6%
STMYS-0	74.6%
STCBE-4	75.6%
STMYS-2	75.8%
STBLR-1	78.7%
STHYD-3	81.5%