

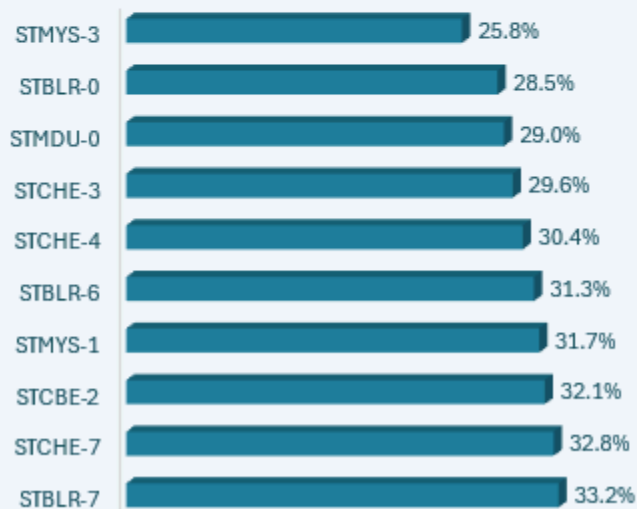
TOTAL
STORES

50

TOTAL
CITIES

10

Top 10 Stores by Incremental Revenue (%)



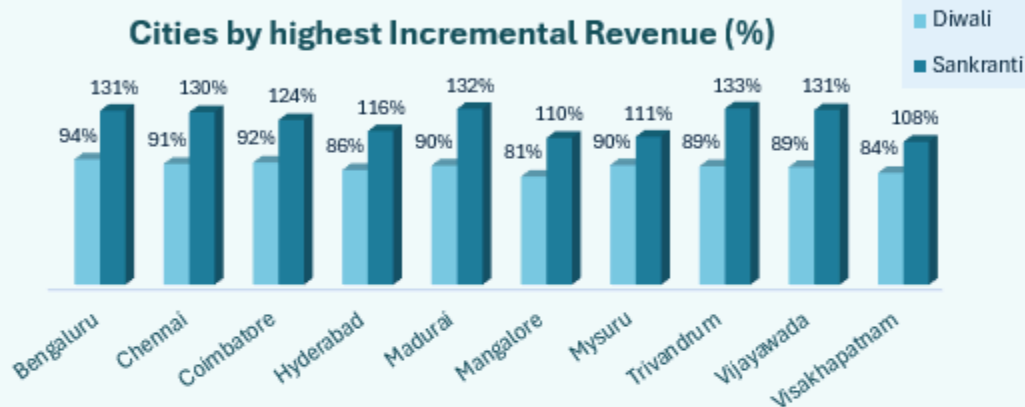
Store Performance Analysis

Campaign

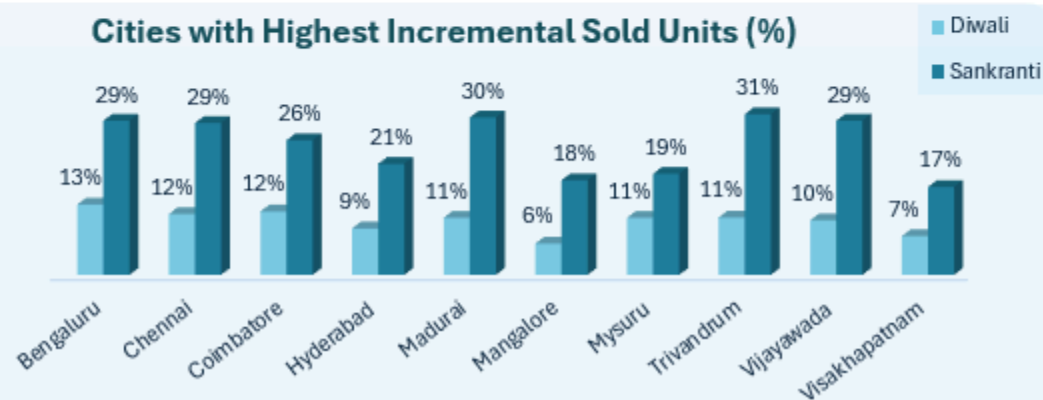
Diwali

Sankranti

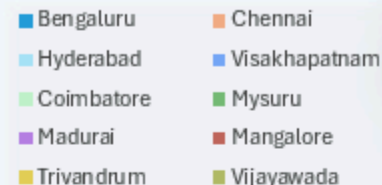
Cities by highest Incremental Revenue (%)



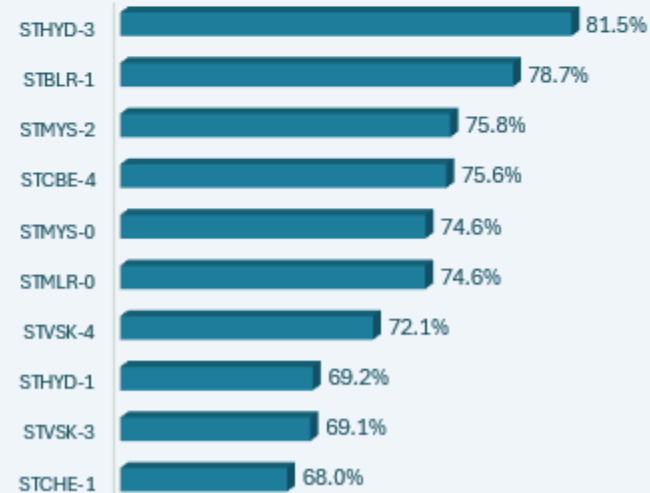
Cities with Highest Incremental Sold Units (%)



Store Count by City



Bottom 10 Stores by Incremental Sold Units (%)



Revenue Before
Campaign

140.7 M

Revenue After
Campaign

248.0 M

Sold Units Before
Campaign

209.1 K

Sold Units After
Campaign

435.5 K

Promo Type Analysis

Campaign

Diwali

Sankranti

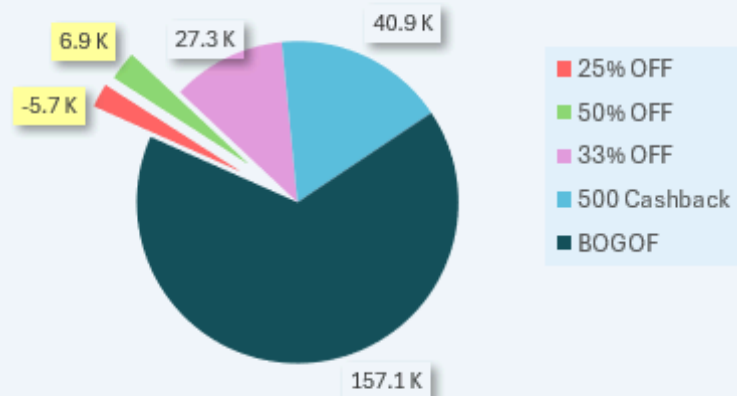
Incremental Sold Units Percentage

18%

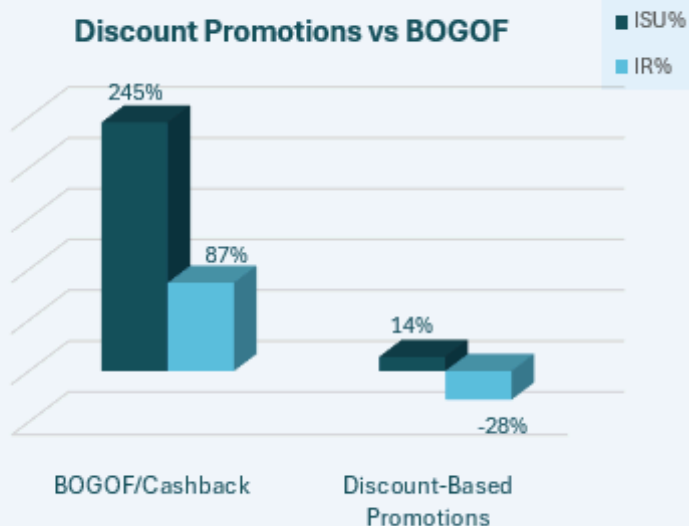
Incremental Sold Units Percentage

106%

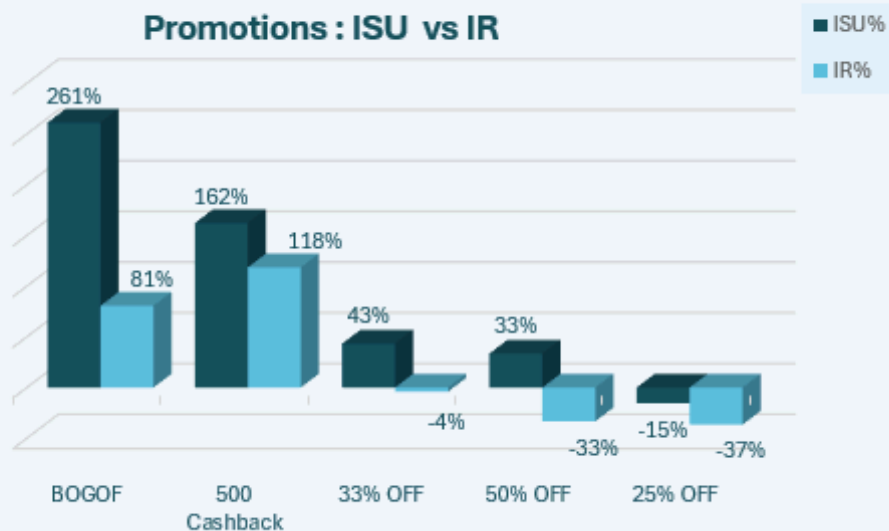
Bottom 2 Promo Types by ISU



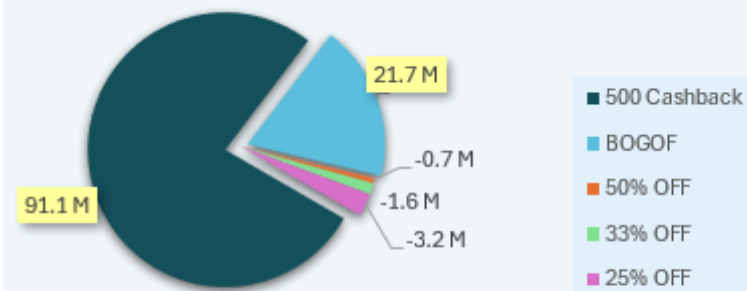
Discount Promotions vs BOGOF



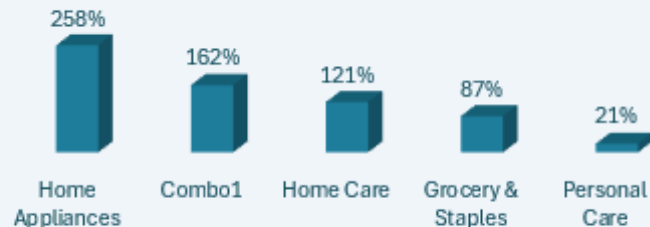
Promotions : ISU vs IR



Top 2 Promo Types by IR



Categories with Highest Sales Growth (%)



Product Performance Analysis

Campaign

Diwali

Sankranti

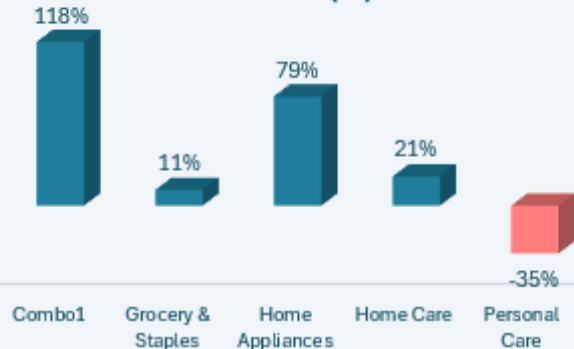
Total Product Categories

5

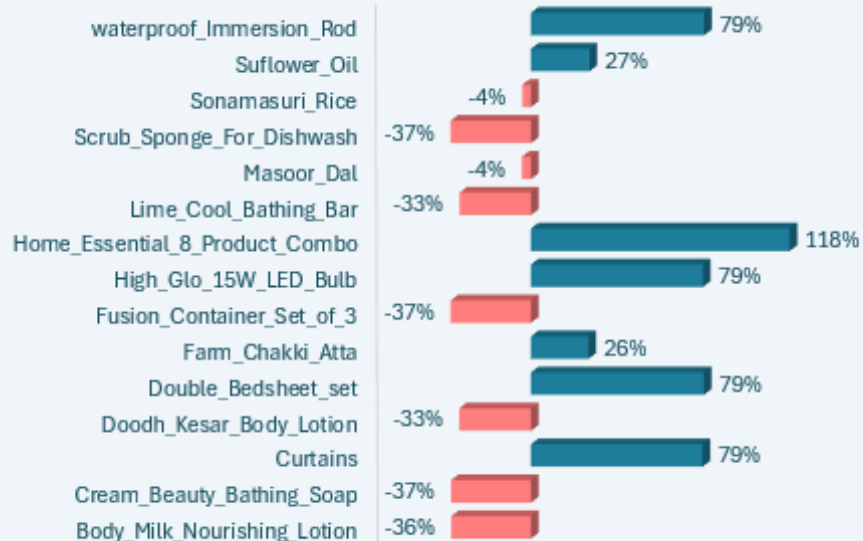
Total Products

15

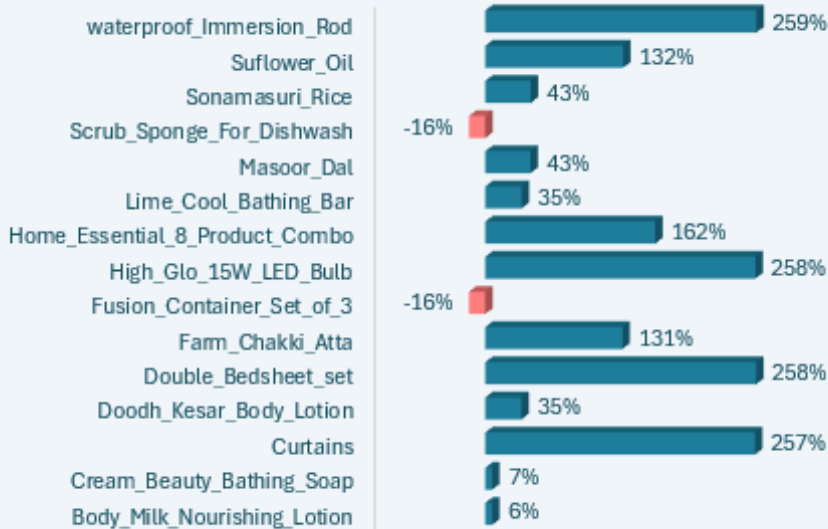
Categories with Highest Revenue Growth (%)



Product Performance by Incremental Revenue (%)



Product Performance by Incremental Sold Units (%)



Response to Promotion Types by Category

