

Category and Product Analysis

Promo Type

All

Category

All

Product Name

All

City

All

Campaign

Diwali

Sankranti

Baseline Revn

140.70M

After Promo Revn

295.61M

Incremental Sold
Units

154.91M

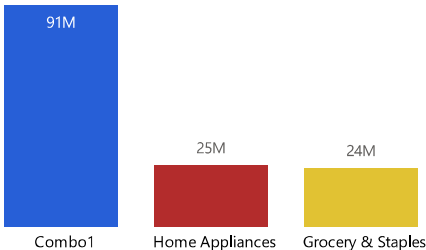
IR %

110.10%

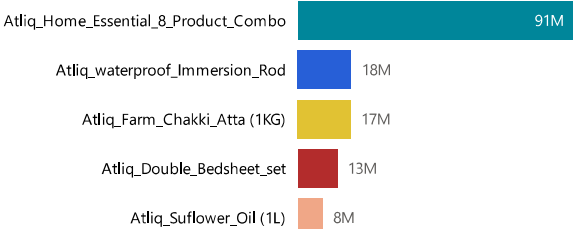
ISU %

211.28%

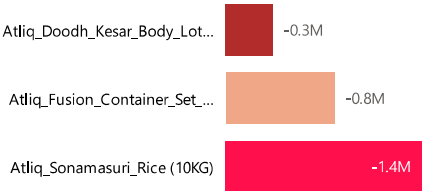
Top 3 Incremental Revn by Category



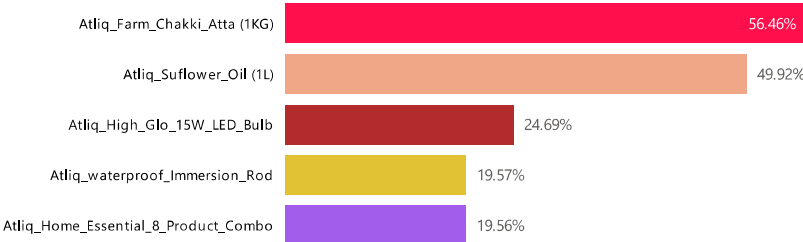
Top 5 Product by IR



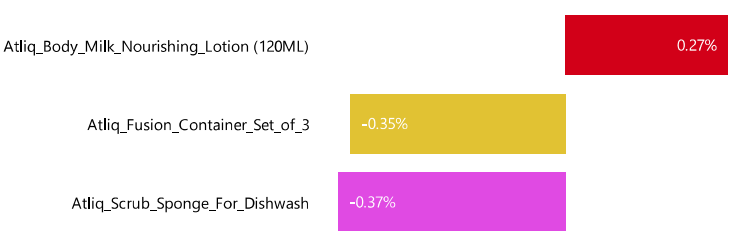
Sum of Incremental_Revenue by
product_name



Sum of ISU% by product_name



Sum of ISU% by product_name



category	Quantity Sold Before Promo	Baseline Revn	Quantity Sold After Promo	Incremental Revenue	Incremental Sold Units
Combo1	22.30K	66.90M	63.18K	91.05M	40.88K
Grocery & Staples	126.97K	52.99M	376.61K	23.99M	249.64K
Home Appliances	14.71K	9.48M	107.23K	25.15M	92.51K
Home Care	19.76K	8.86M	72.21K	15.55M	52.44K
Personal Care	25.30K	2.47M	31.50K	-0.85M	6.20K
Total	209.05K	140.70M	650.73K	154.91M	441.68K