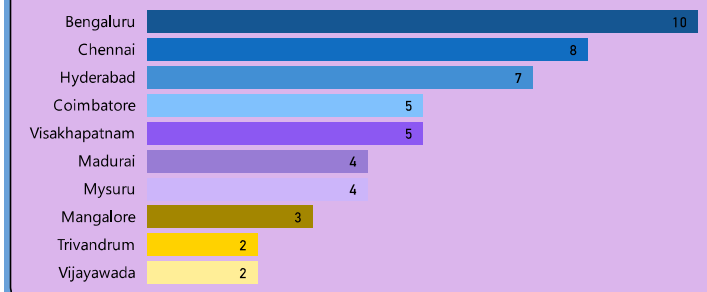
Store Performance Analysis

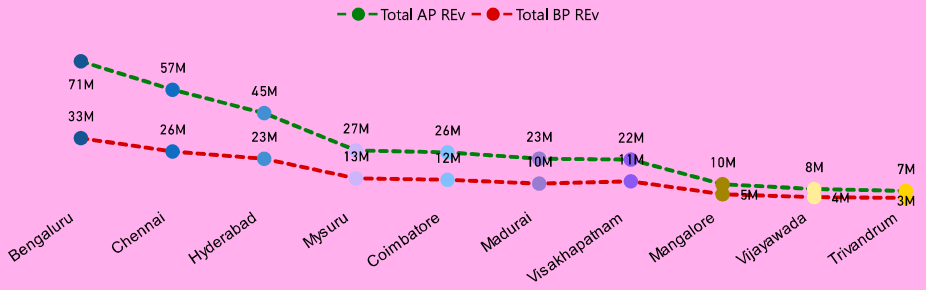
Promo Type: All | Category: All | Product Name: All | City: All | Campaign: All

Qty sold(after promo)	Qty Sold(Before Promo)	Incremental Sold Units	Incremental Rev	Total REv
650.73K	209.05K	441.68K	154.91M	436.31M

Total Store by City



Total After & Before Promo Rev by City



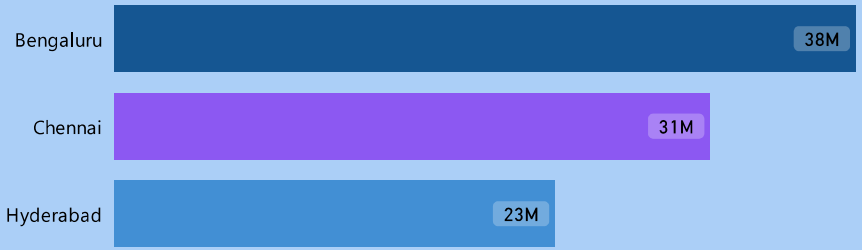
Top 10 Store by IR

store_id	IR
STMYS-1	4.92M
STCHE-4	4.83M
STBLR-0	4.76M
STBLR-7	4.72M
STCHE-7	4.65M
STBLR-6	4.61M
STCHE-3	4.41M
STMYS-3	4.40M
STCHE-6	4.04M
STBLR-3	3.94M
Total	**45.27M**

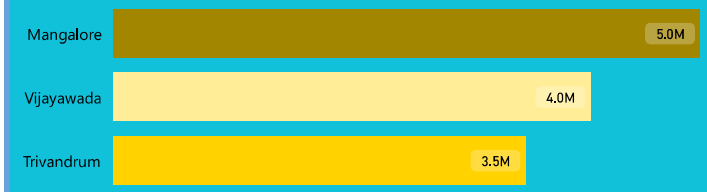
Top 10 Store by IR

store_id	ISU
STBLR-0	12.45K
STBLR-3	11.46K
STBLR-6	12.41K
STBLR-7	12.82K
STCHE-3	11.72K
STCHE-4	12.15K
STCHE-6	11.14K
STCHE-7	12.52K
STMYS-1	12.68K
STMYS-3	10.17K
Total	**119.51K**

Top 3 Incremental_Revenue by city



Bottom 3 Incremental_Revenue by city



category	Total_revenue(ap)	Total_revenue(bp)	Total_revenue
Combo1	157.95M	67M	225M
Grocery & Staples	76.98M	53M	130M
Home Appliances	34.63M	9M	44M
Home Care	24.41M	9M	33M
Personal Care	1.63M	2M	4M
Total	**295.61M**	**141M**	**436M**

Promotion Type Analysis

Promo Type: All

Category: All

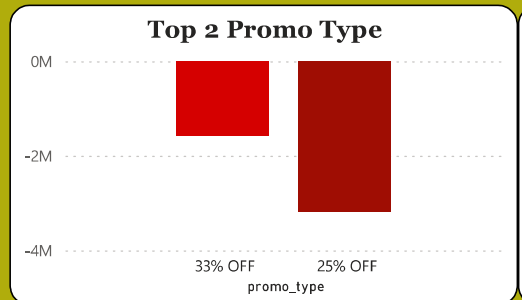
Product Name: All

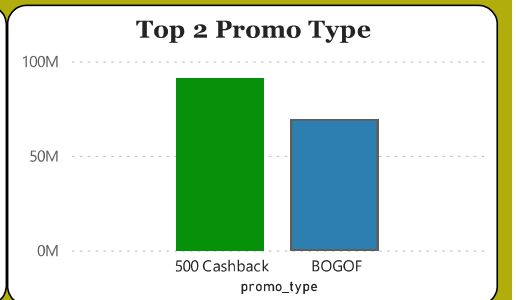
City: All

Campaign: Diwali, Sankranti

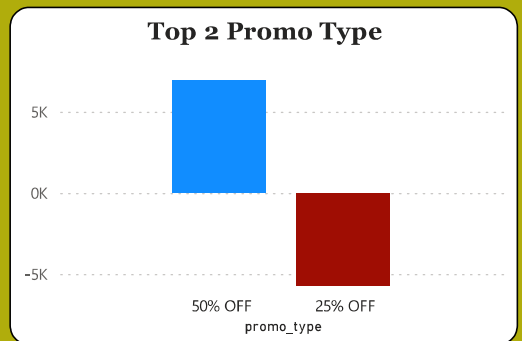
Qty sold(after promo)	Qty Sold(after Promo)	Incremental Sold Units
650.73K	140.70M	441.68K

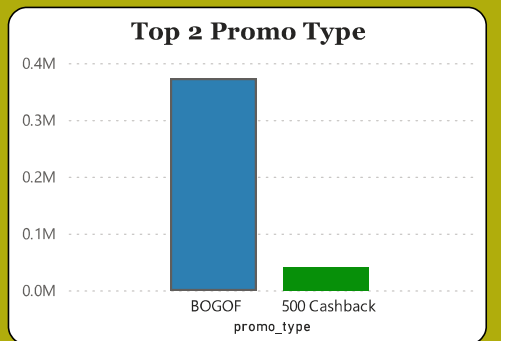
promo_type	ISU	ISU%	Incremental_Revenue
500 Cashback	40881	19.56%	91.05M
BOGOF	372326	178.10%	69.32M
50% OFF	6931	3.32%	-0.73M
33% OFF	27255	13.04%	-1.56M
25% OFF	-5717	-2.73%	-3.17M

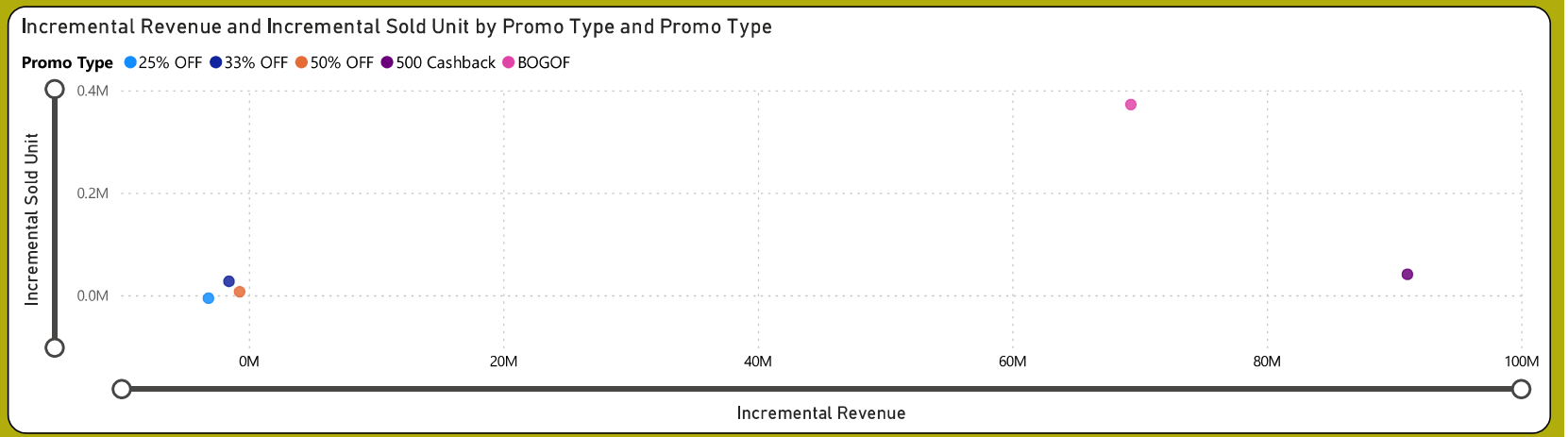




promo_type	Qty Sold (Before Promo)	Qty Sold (After Promo)
33% OFF	63321	90576
BOGOF	58180	430506
25% OFF	44007	38290
500 Cashback	22299	63180
50% OFF	21243	28174
Total	**209050**	**650726**





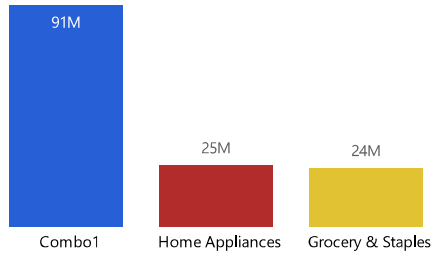


Category and Product Analysis

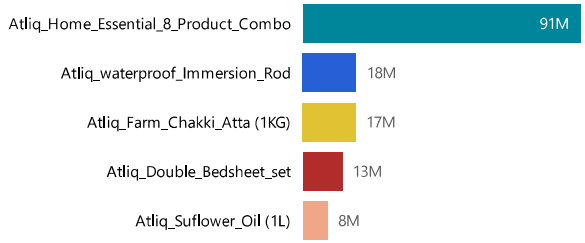
Promo Type: All | Category: All | Product Name: All | City: All | Campaign: Diwali, Sankranti

Basline Revn	After Promo Revn	Incremental Sold Units	IR %	ISU %
140.70M	295.61M	154.91M	110.10%	211.28%

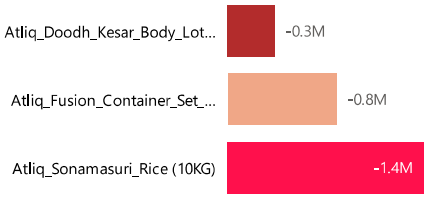
Top 3 Incremental Revn by Category



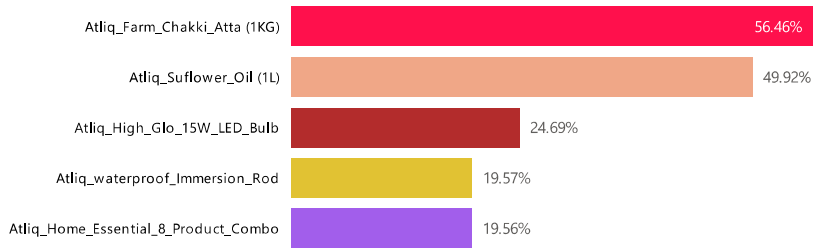
Top 5 Product by IR



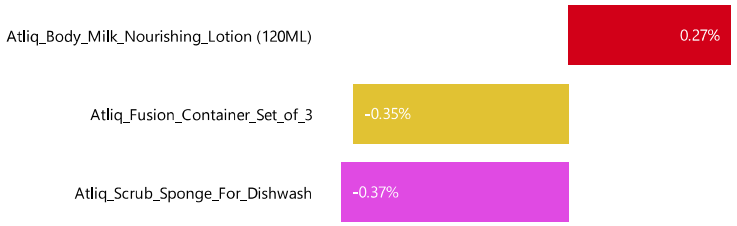
Sum of Incremental_Revenue by product_name



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**