

Promotion Type Analysis

Promo Type

All

Category

All

Product Name

All

City

All

Campaign

Diwali

Sankranti

Qty sold(after promo)

650.73K

Qty Sold(after Promo)

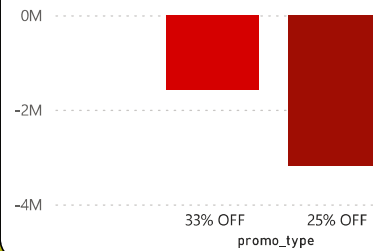
140.70M

Incremental Sold
Units

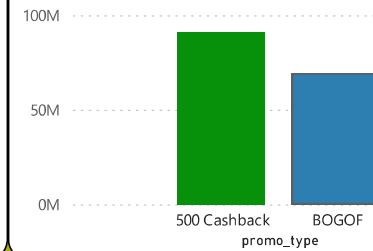
441.68K

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

Top 2 Promo Type

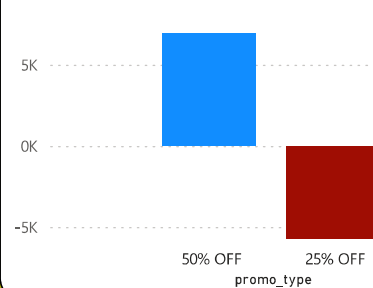


Top 2 Promo Type

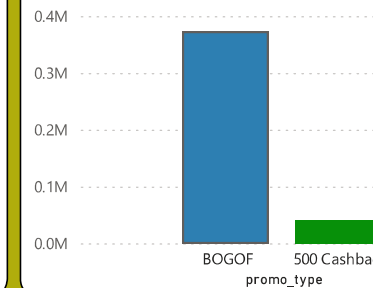


promo_type	Qty Sold (Before Promo)	Qty Sold (After Promo)
33% OFF	63321	90576
BOGOF	58180	430506
25% OFF	44007	38290
500 Cashback	22299	63180
50% OFF	21243	28174
Total	209050	650726

Top 2 Promo Type



Top 2 Promo Type



Incremental Revenue and Incremental Sold Unit by Promo Type and Promo Type

Promo Type ● 25% OFF ● 33% OFF ● 50% OFF ● 500 Cashback ● BOGOF

