

Store Performance Analysis:

Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?

Which are the bottom 10 stores when it comes to incremental Sold Units (ISU) during the promotional period?

How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?

Promotion Type Analysis:

What are the top 2 promotion types that resulted in the highest incremental Revenue?

What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?

Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

Product and Category Analysis:

Which product categories saw the most significant lift in sales from the promotions?

Are there specific products that respond exceptionally well or poorly to promotions?

What is the correlation between product category and promotion type effectiveness?

Note: The above insight ideas are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.