

Campaign Analysis

Presented & Done By
Surya NDN





DATA SET

campaign_id	product_code	store_id	base_price(before_promo)
campaign_name	product_name	city	quantity_sold(before_promo)
start_date	category		base_price(after_promo)
end_date			quantity_sold(after_promo)

Tools & Techniques



Matplotlib



Analyze the incremental sold units percentage (ISU%) across various cities. Identify the city with the highest ISU% after the promotion and the city with the smallest change. What trends can be observed about the effectiveness of promotions in driving sales across these cities

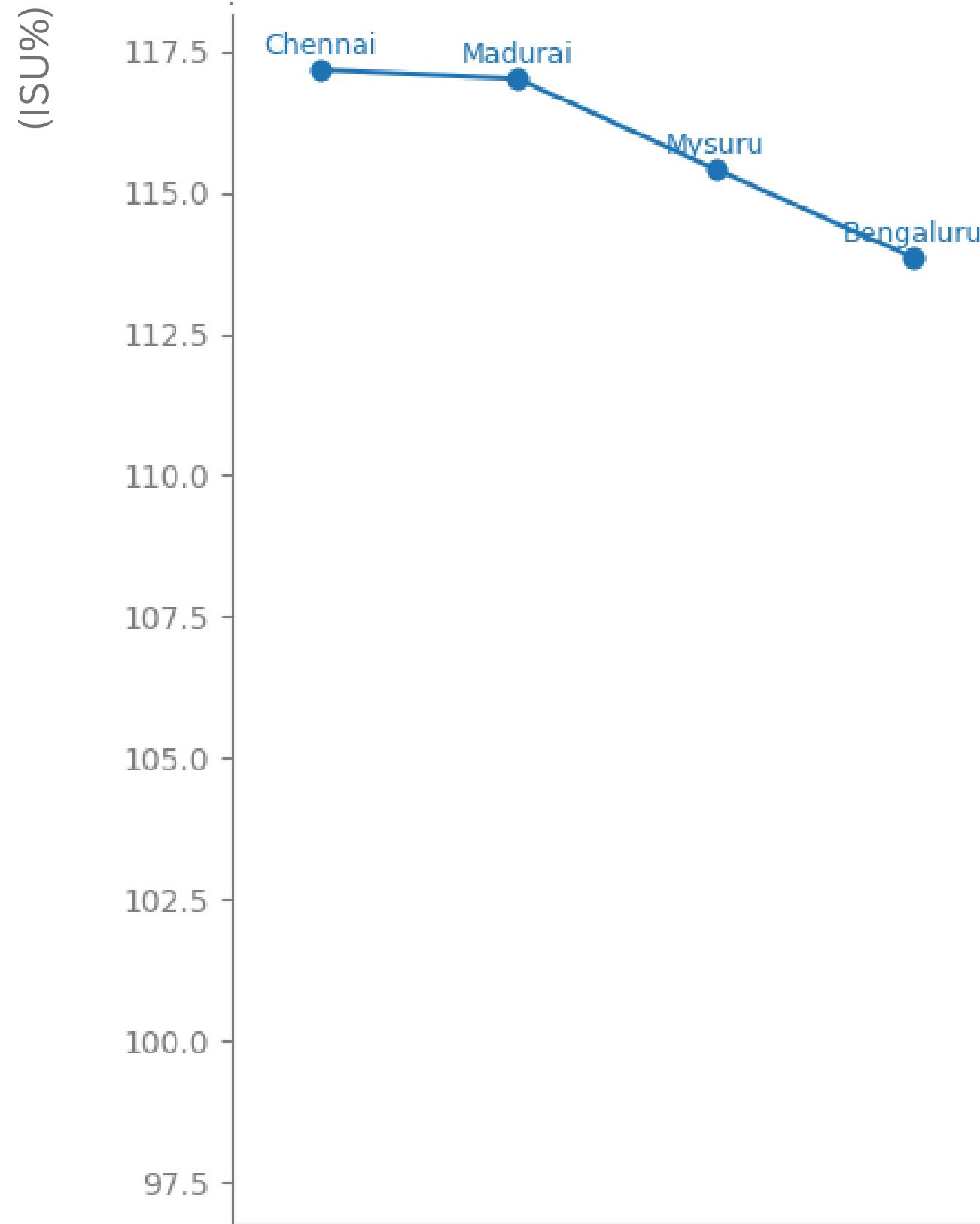
Increment sold units percentage by city



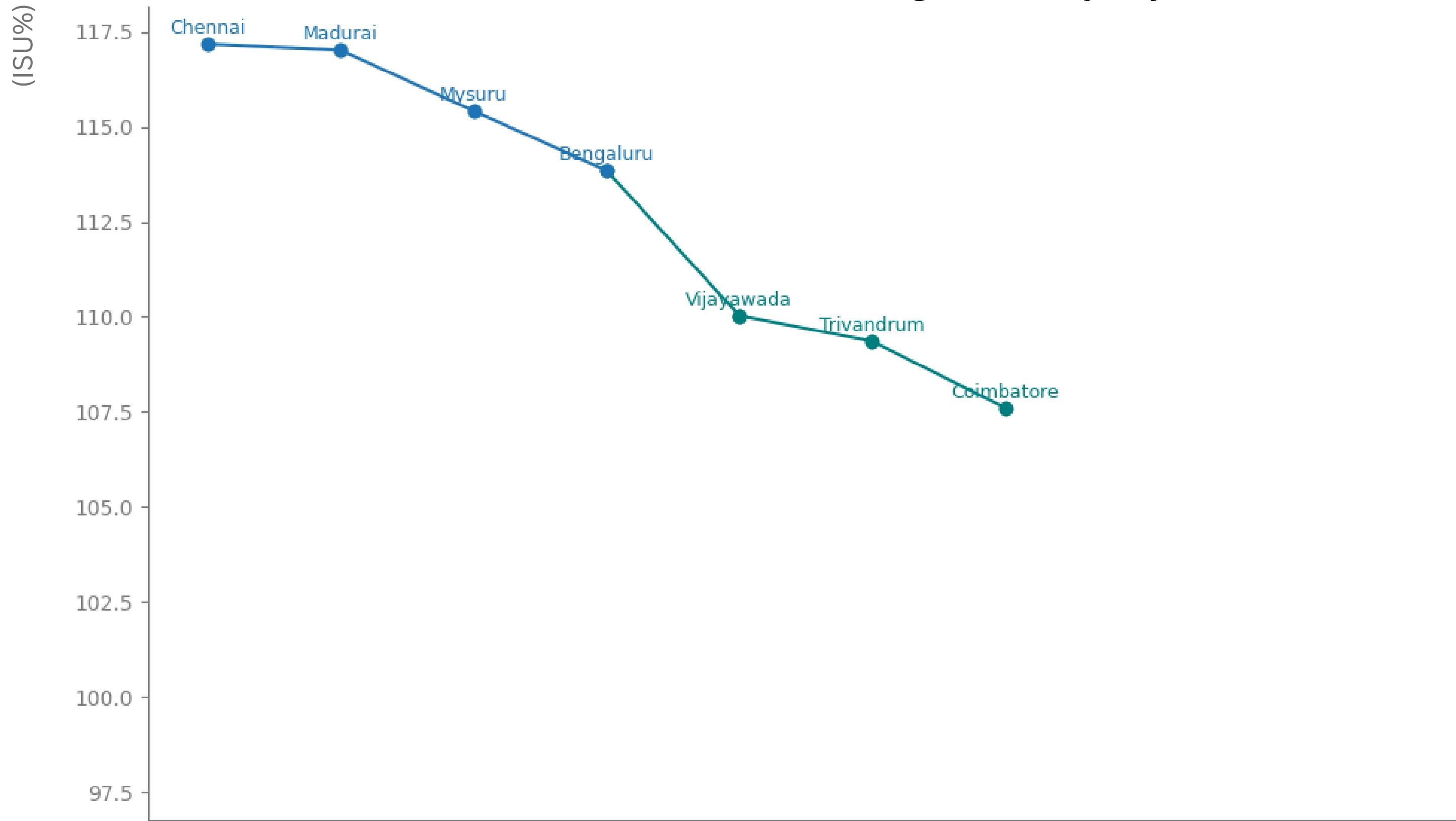
Increment sold units percentage by city



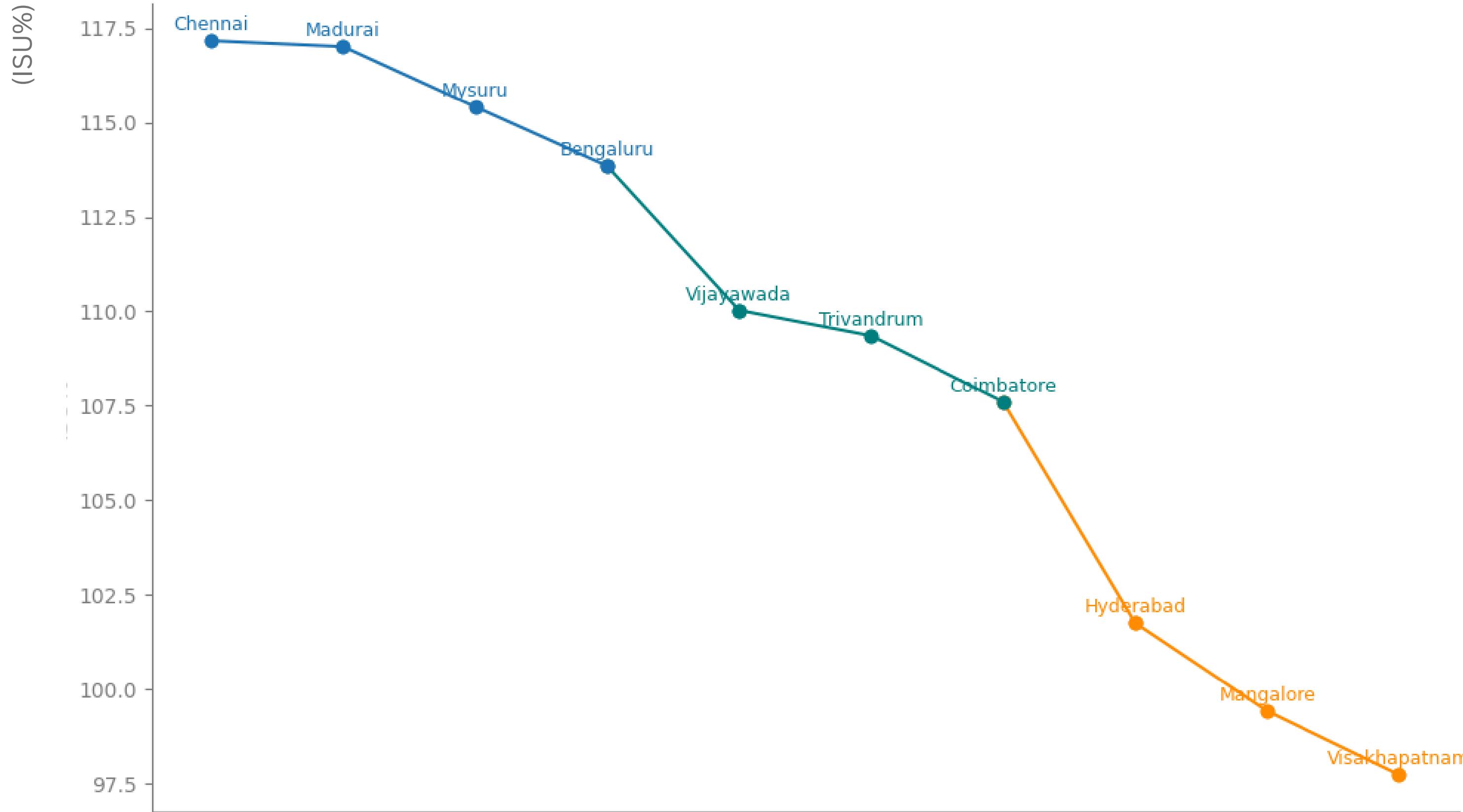
Increment sold units percentage by city



Increment sold units percentage by city



Increment sold units percentage by city

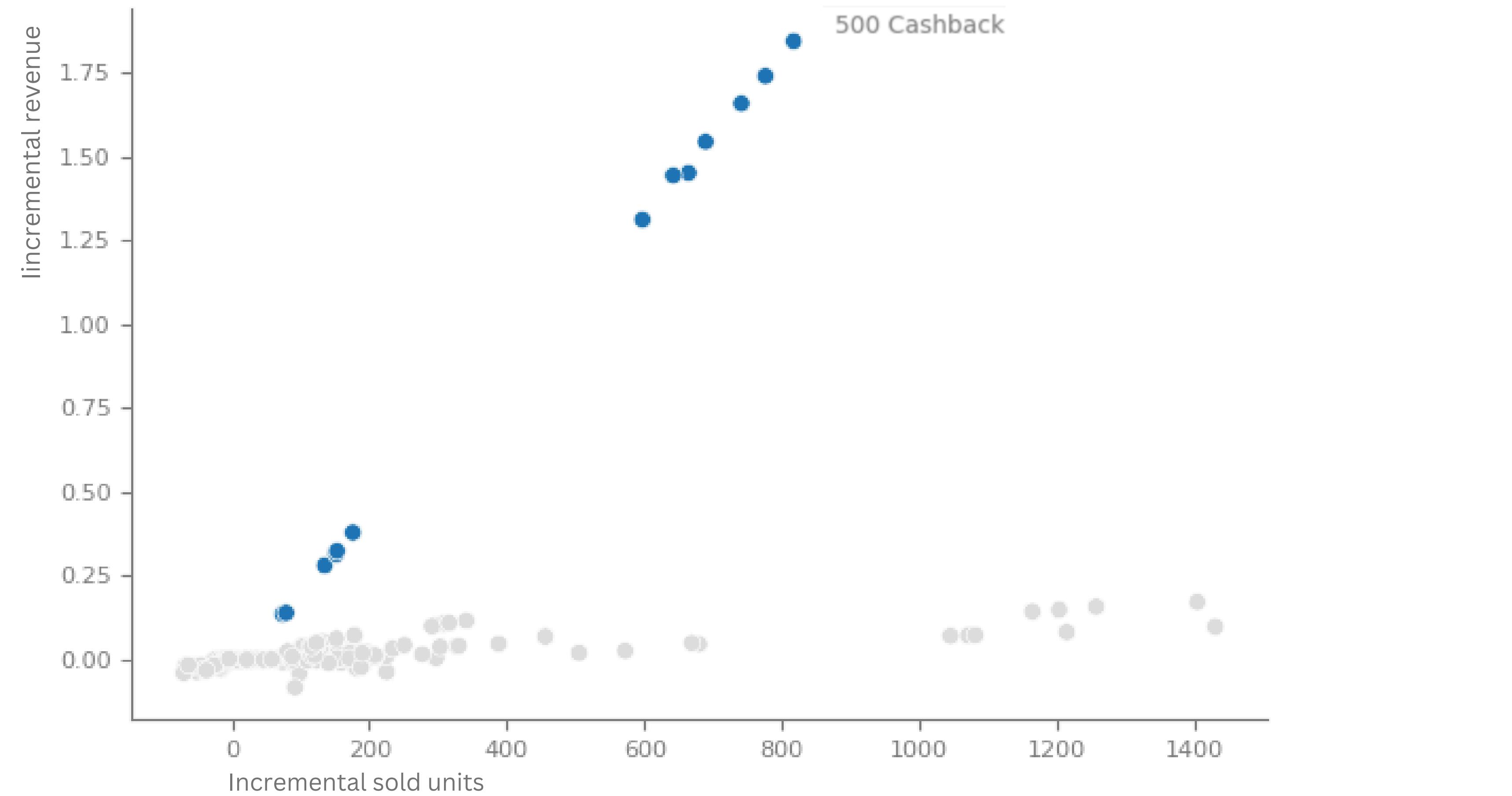


INSIGHT

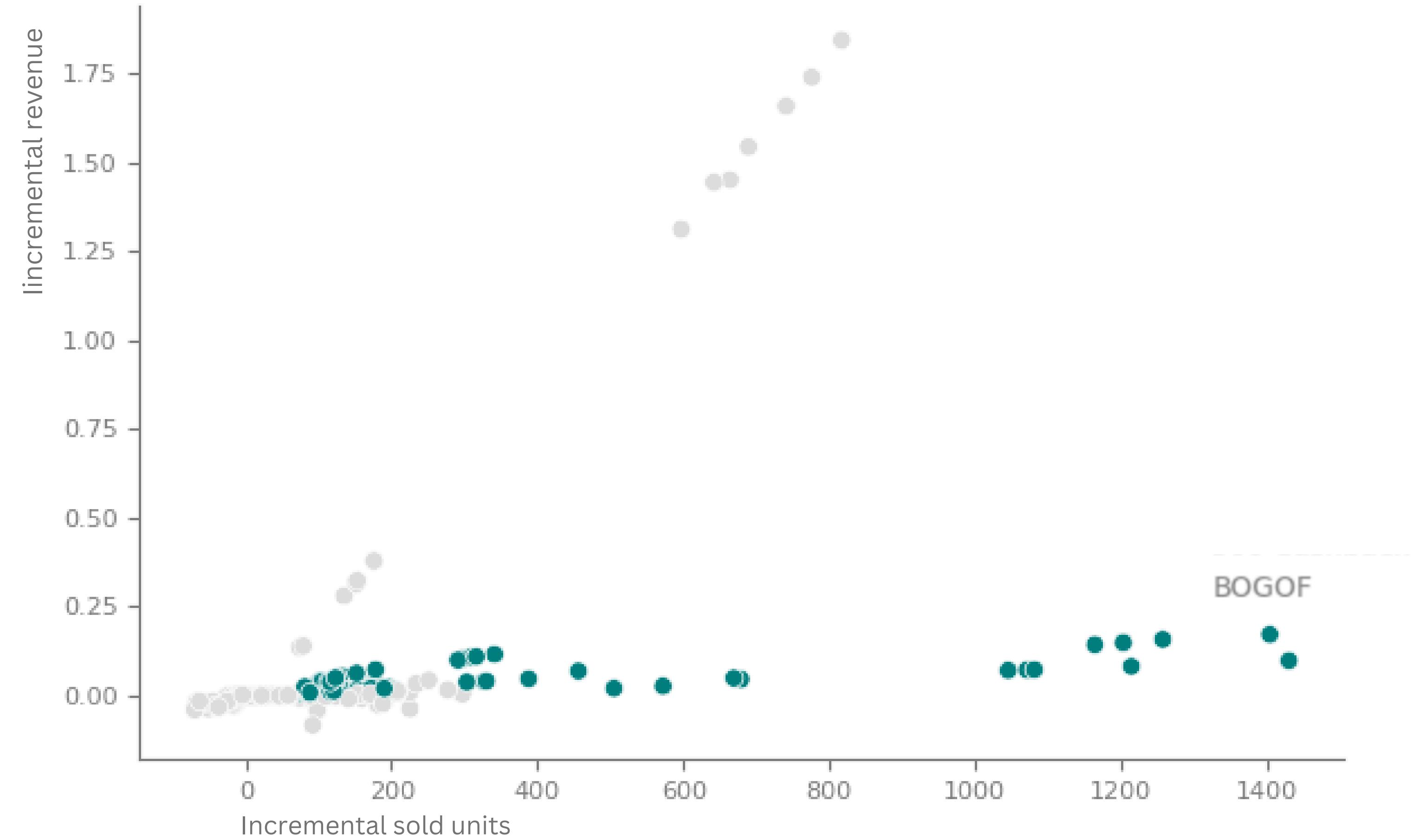
The effectiveness of the promotion varied across cities

Analyze the relationship between incremental revenue and incremental sold units for different promotion types in Hyderabad. Which promotion type led to the highest incremental sold units, and which one generated the highest incremental revenue? What insights can you draw from the balance between the two metrics for this city?

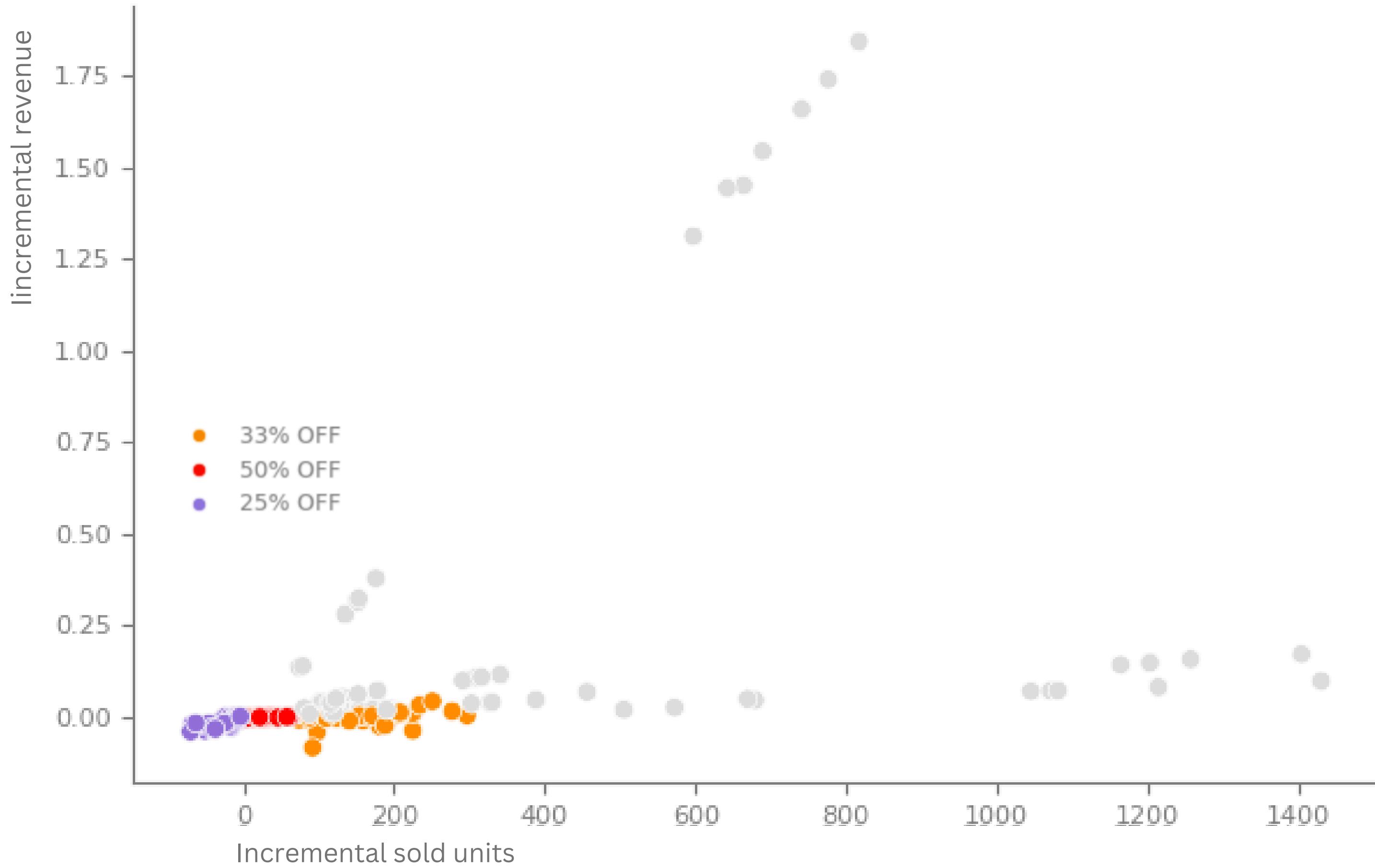
Incremental Revenue vs. Incremental Sold Units by Promotion Type (Hyderabad)



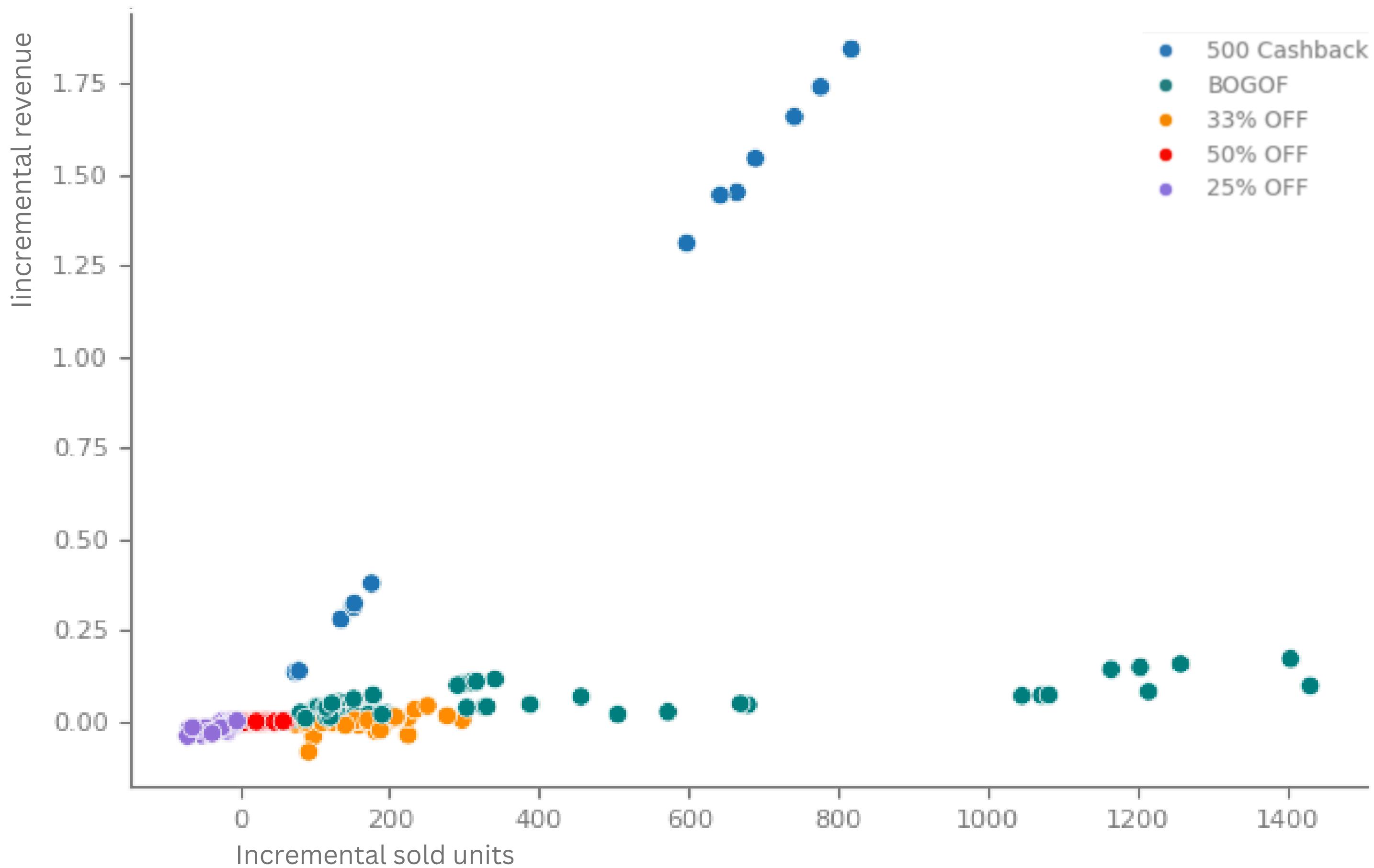
Incremental Revenue vs. Incremental Sold Units by Promotion Type (Hyderabad)



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Incremental Revenue vs. Incremental Sold Units by Promotion Type (Hyderabad)

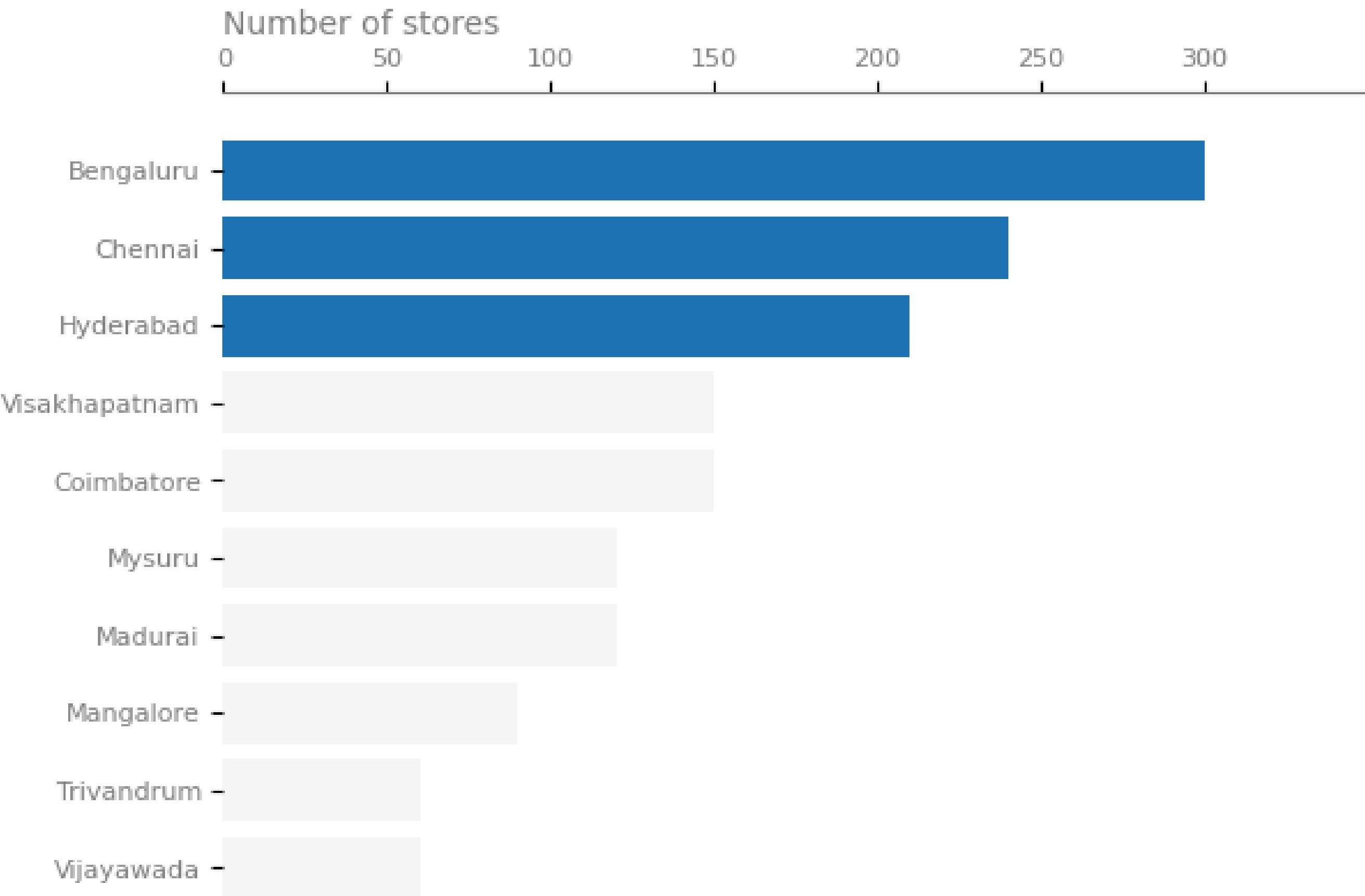


INSIGHT

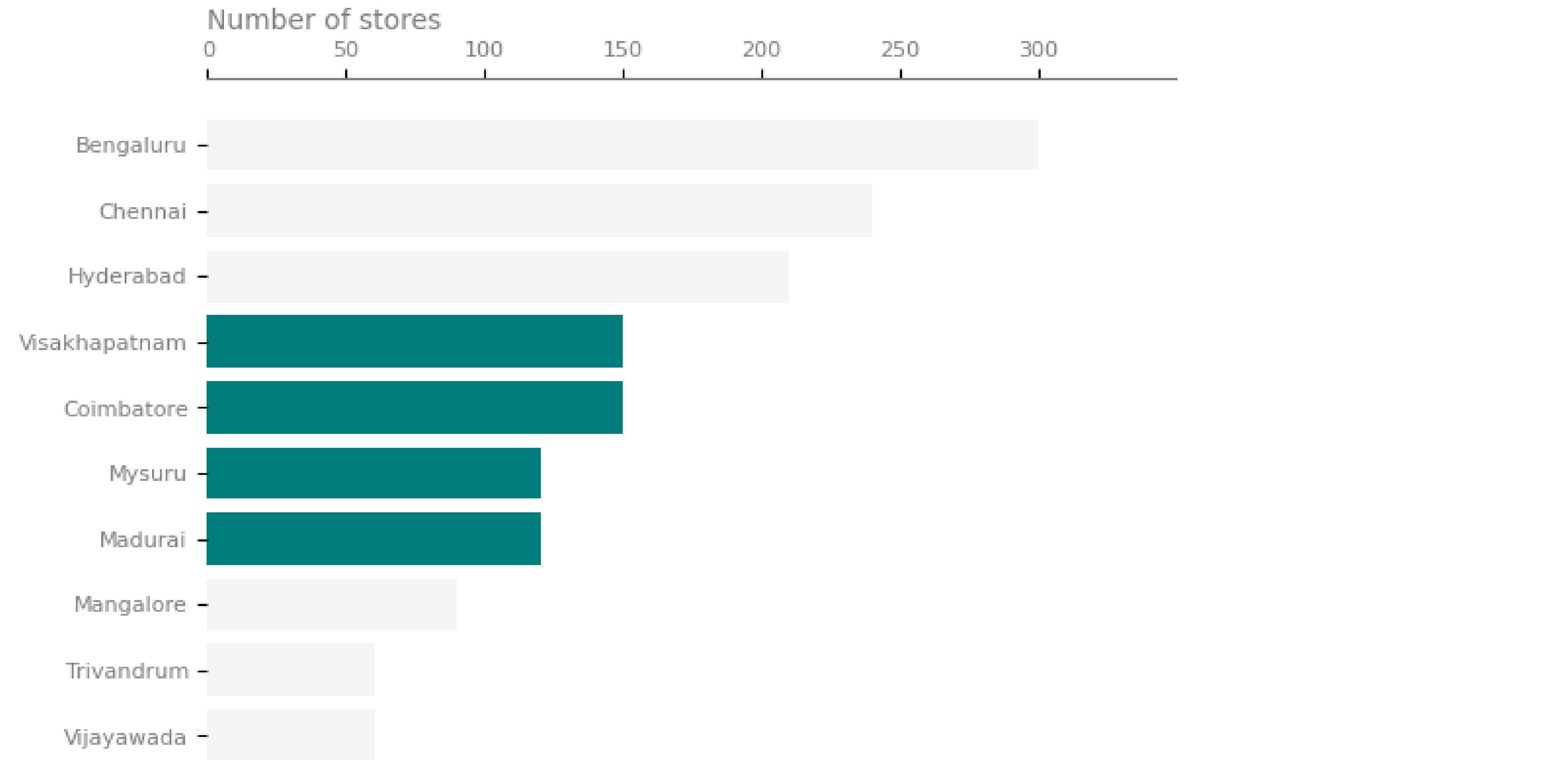
cashback promotions are highly effective in driving both sales and revenue in Hyderabad

Visualize the number of stores in each city. Identify the city with the most stores and explain the distribution of stores across other cities. How does the number of stores in Bengaluru compare with those in Hyderabad and Chennai?

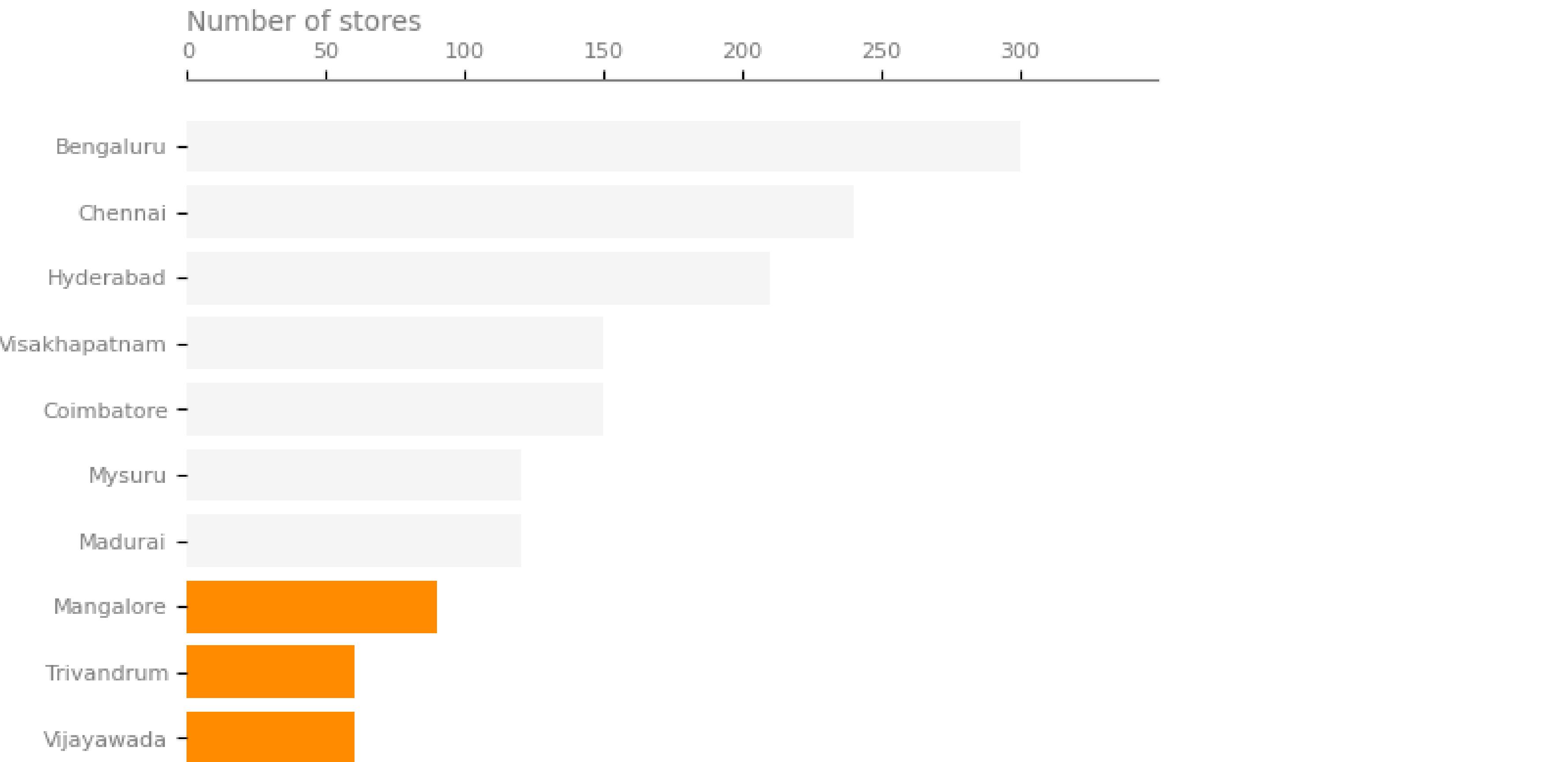
Number of stores in each city



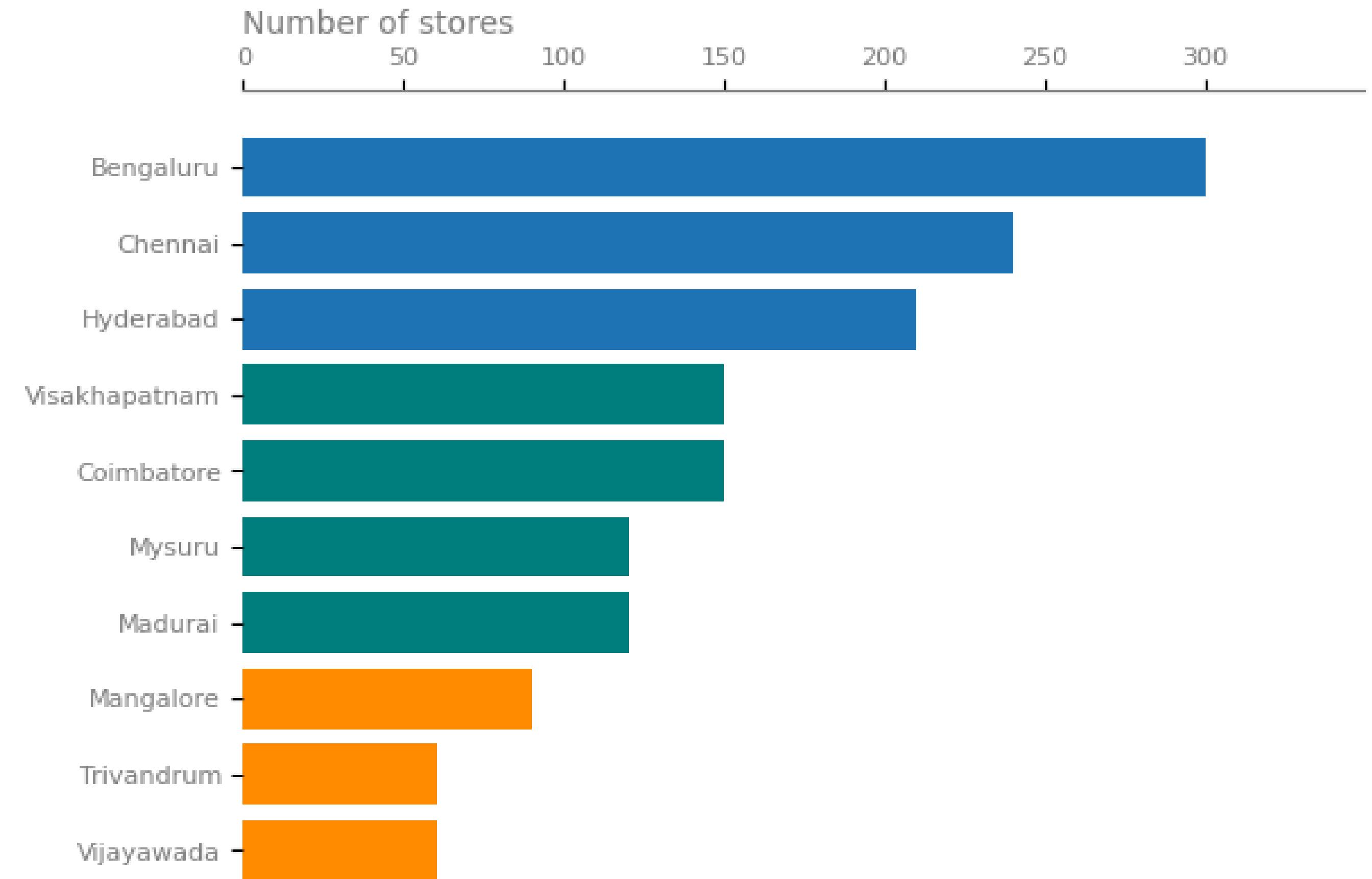
Number of stores in each city



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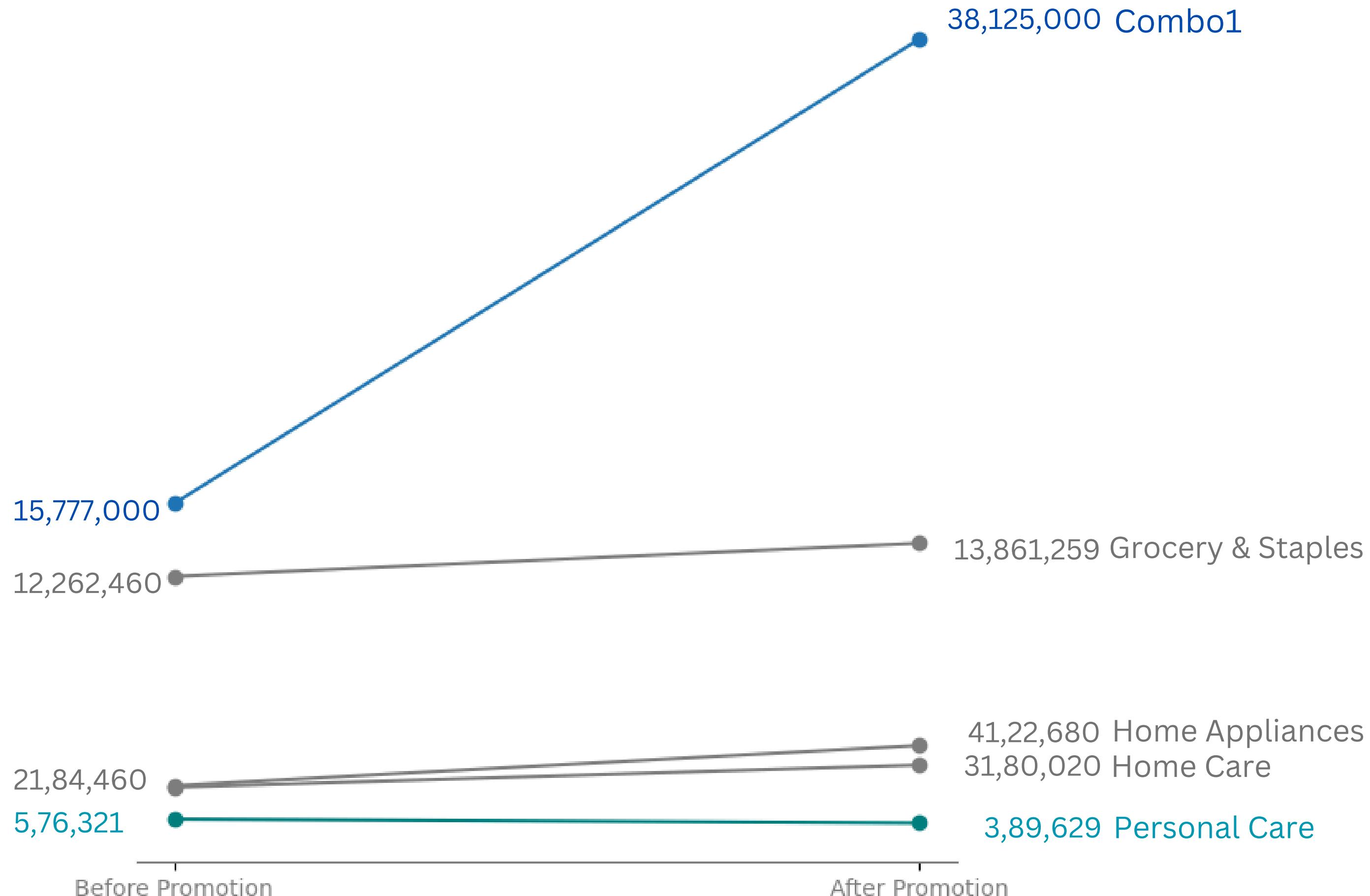


INSIGHT

Tier-1 cities show the strongest market presence, while Tier-2 cities maintain a moderate reach, and smaller cities have minimal store presence, indicating potential for expansion in these areas.

Analyze the revenue before and after promotions across different product categories in Bengaluru. What trends can be identified in the performance of each category, and how did promotions impact overall revenue in the city?

Slopegraph: Revenue Before and After Promotions by Category (Bengaluru)



INSIGHT

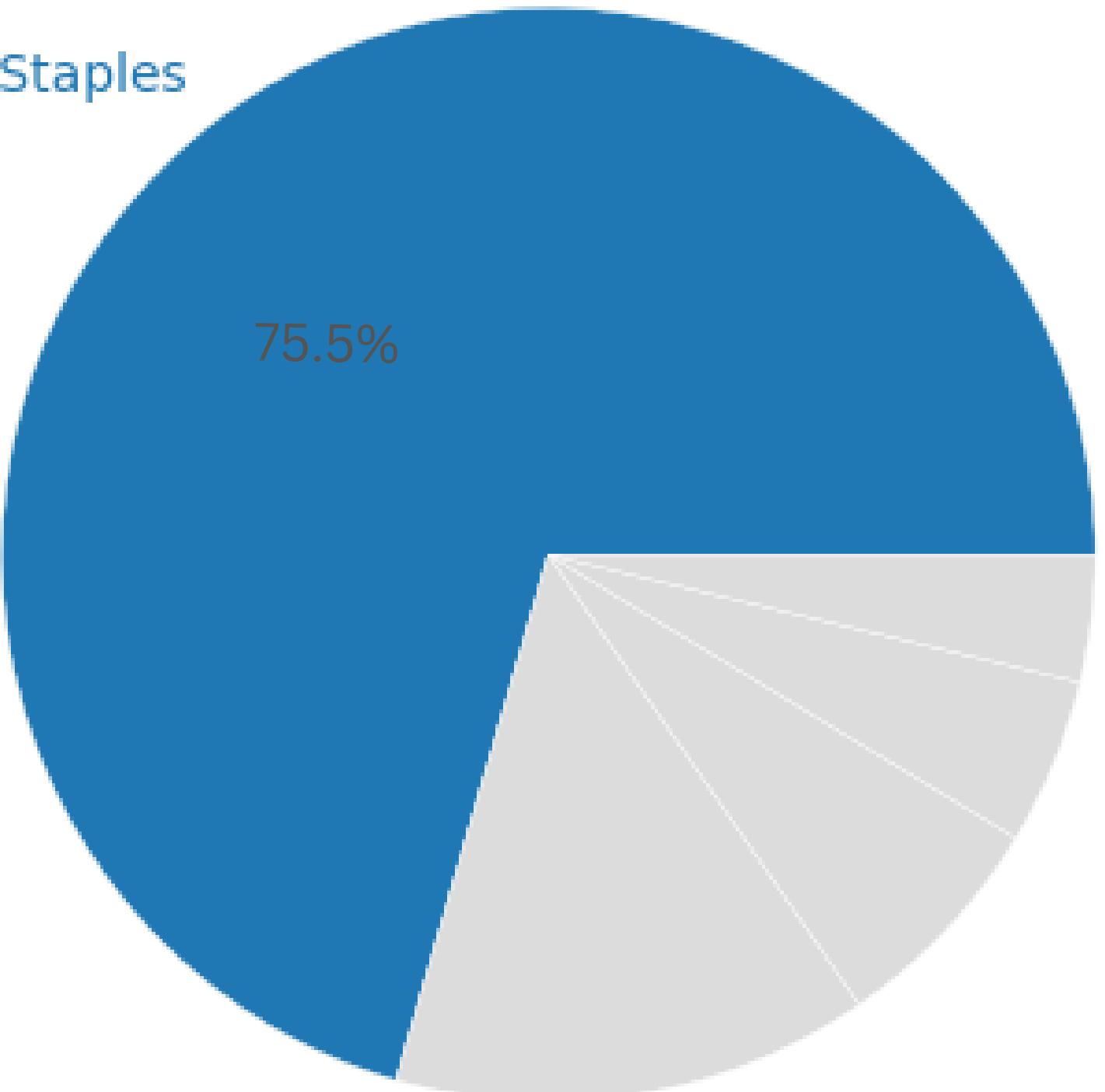
The revenue has increased for most categories after the promotions. This indicates that the promotional strategies were effective in city

Analyze the total quantity sold after promotion for the Sankranti campaign across different product categories. What percentage does each category contribute to the overall sales, and what insights can be drawn from these contributions?

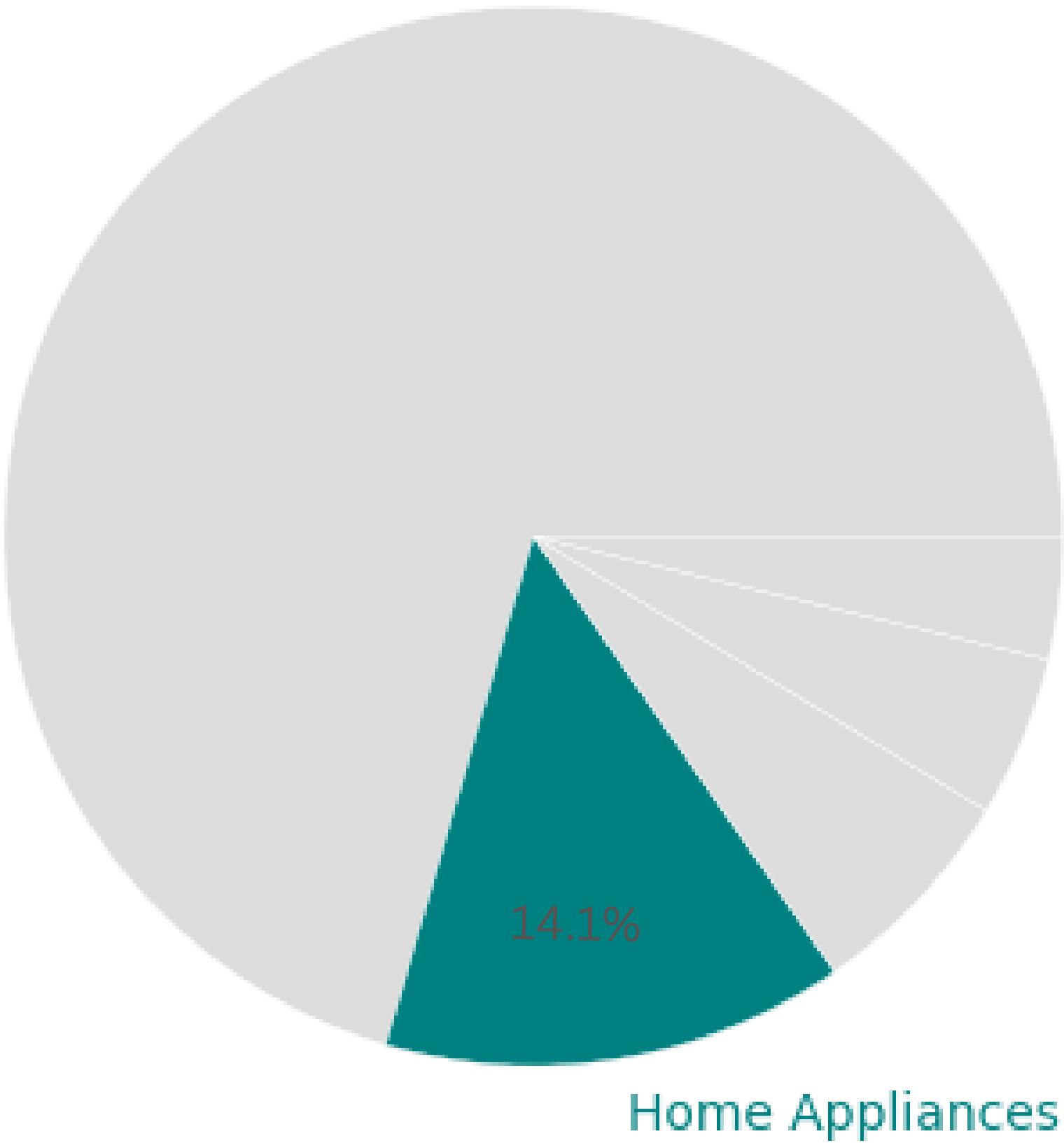
Percentage of Quantity Sold by Category(Sankranti)

Grocery & Staples

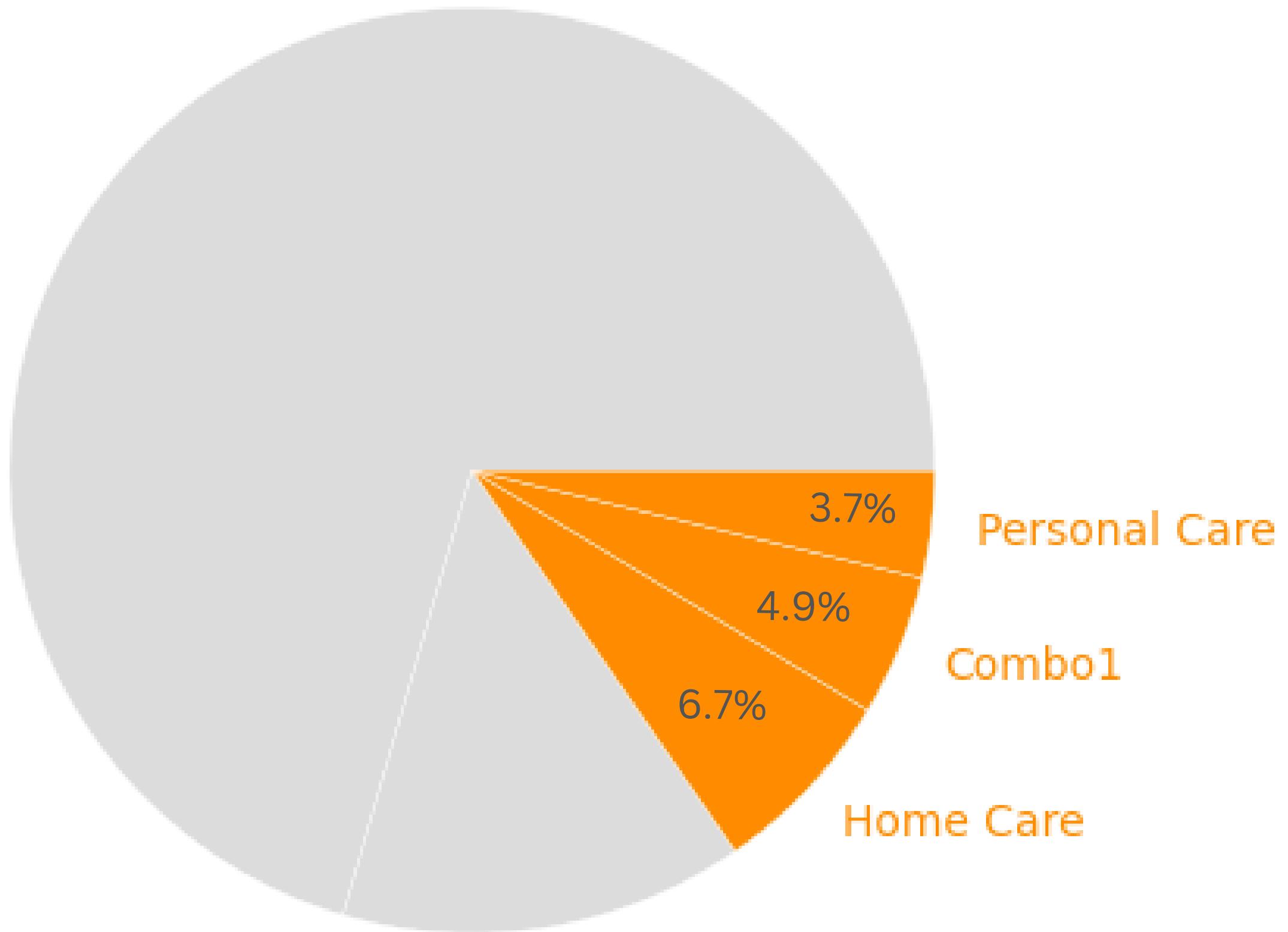
75.5%



Percentage of Quantity Sold by Category(Sankranti)

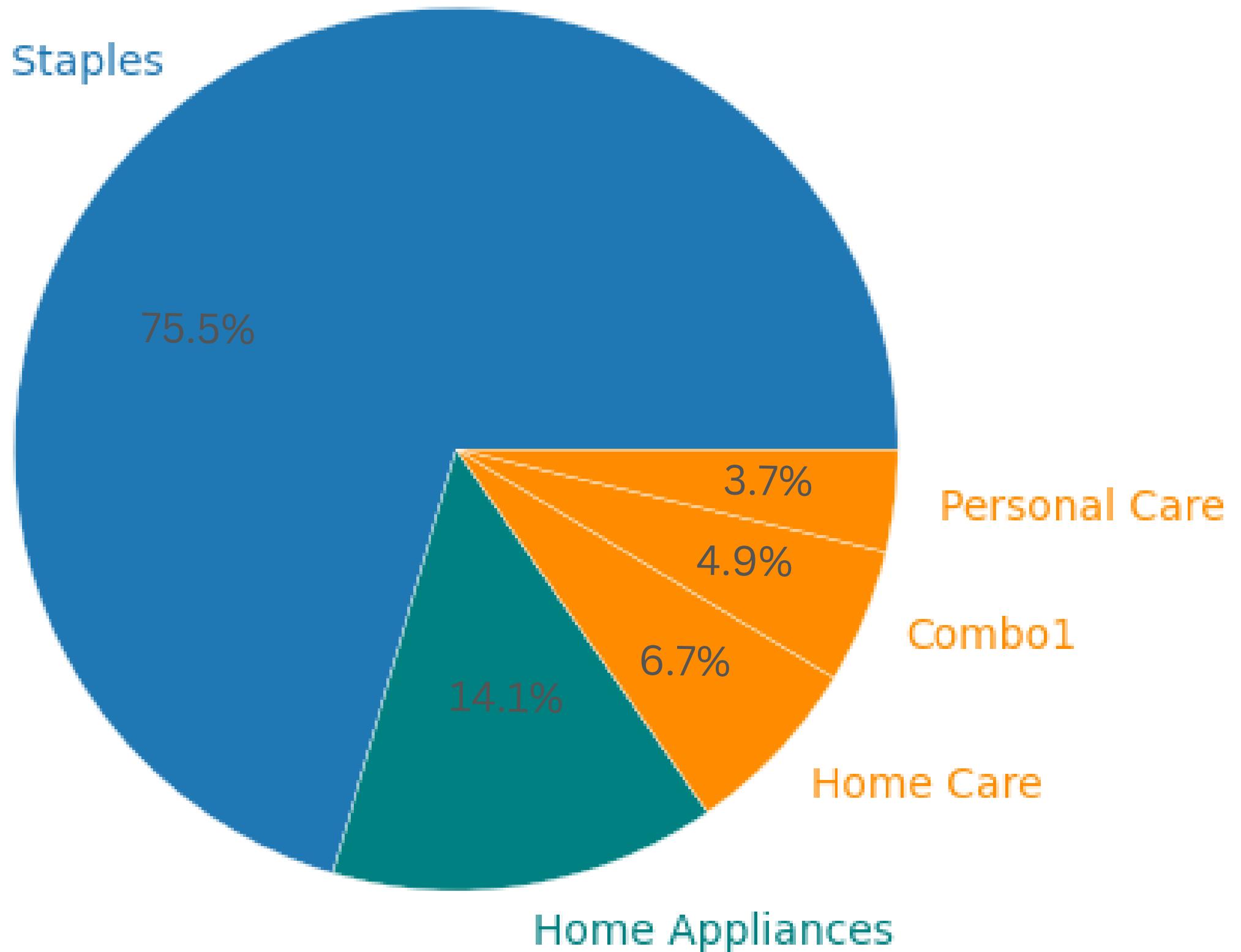


Percentage of Quantity Sold by Category(Sankranti)



Percentage of Quantity Sold by Category(Sankranti)

Grocery & Staples

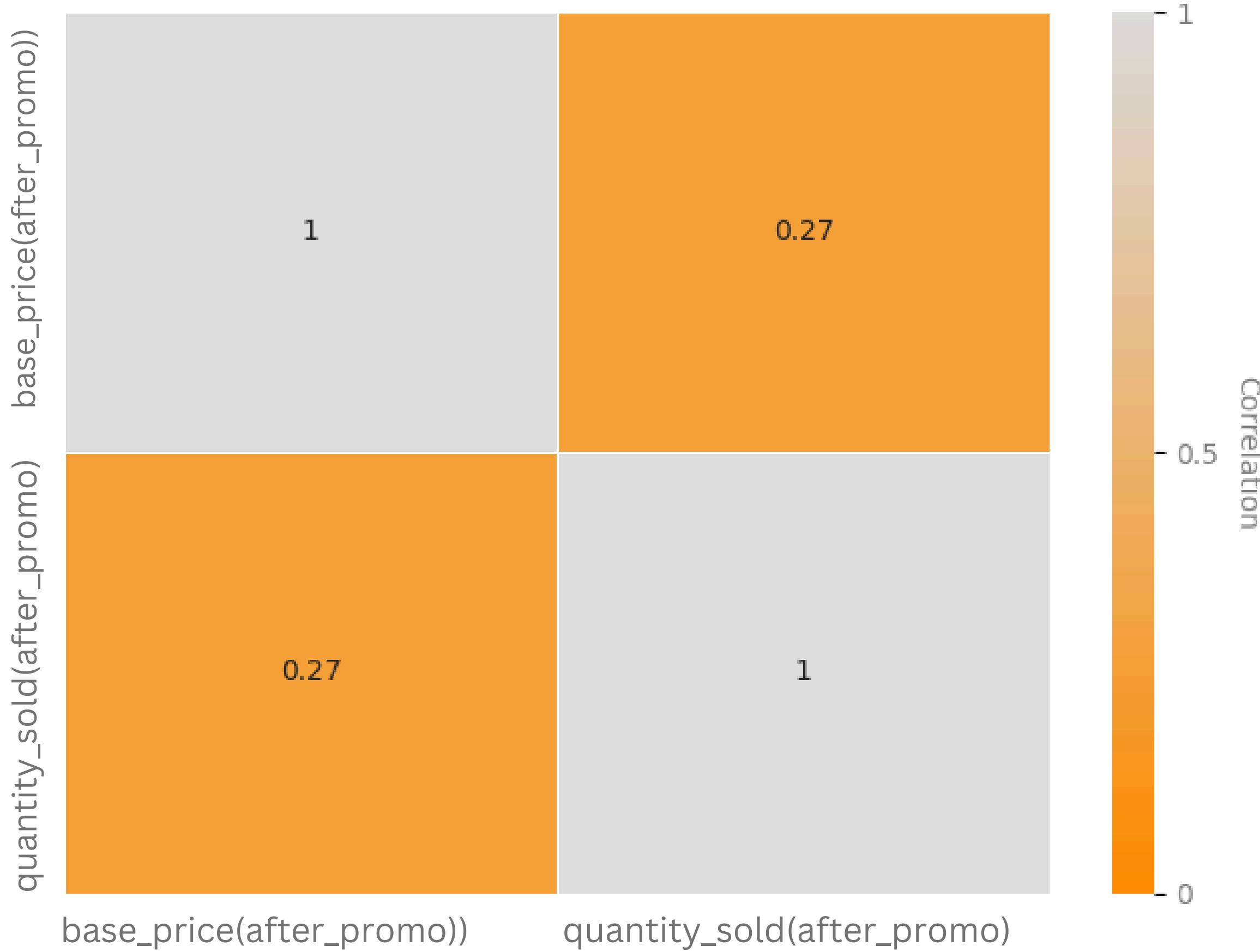


INSIGHT

Grocery & Staples account for 70.5% of total sales, reflecting strong demand for essential items. Home Care contributes 14.1%, highlighting significant demand for cleaning and hygiene products. The remaining categories show moderate demand.

Examine the correlation between base price (after the promotion) and sales quantities (after the promotion). What insights can be drawn regarding the relationship between base price and sales quantities after the promotion?

Base Price vs. Sales Quantity(after promotion)

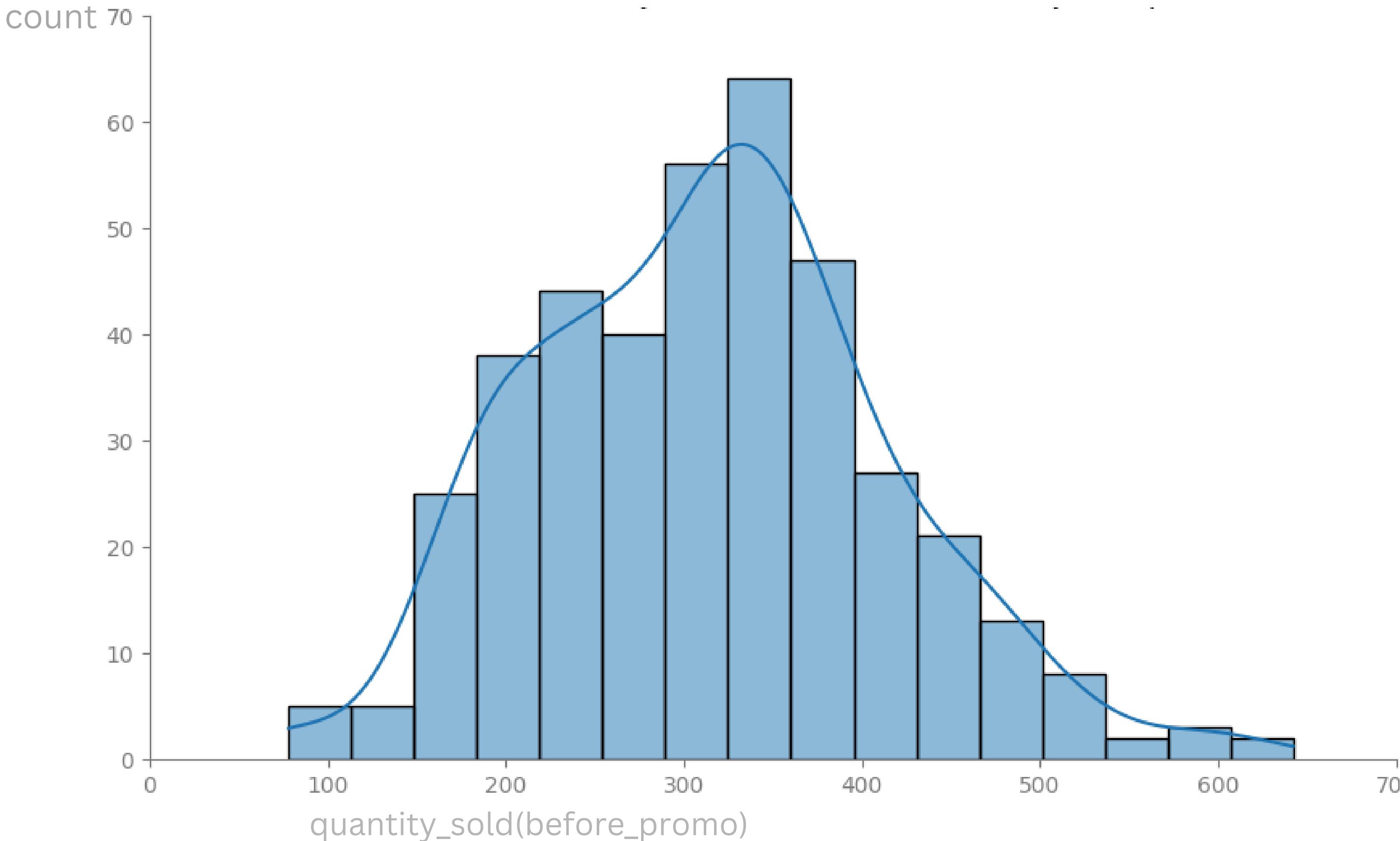


INSIGHT

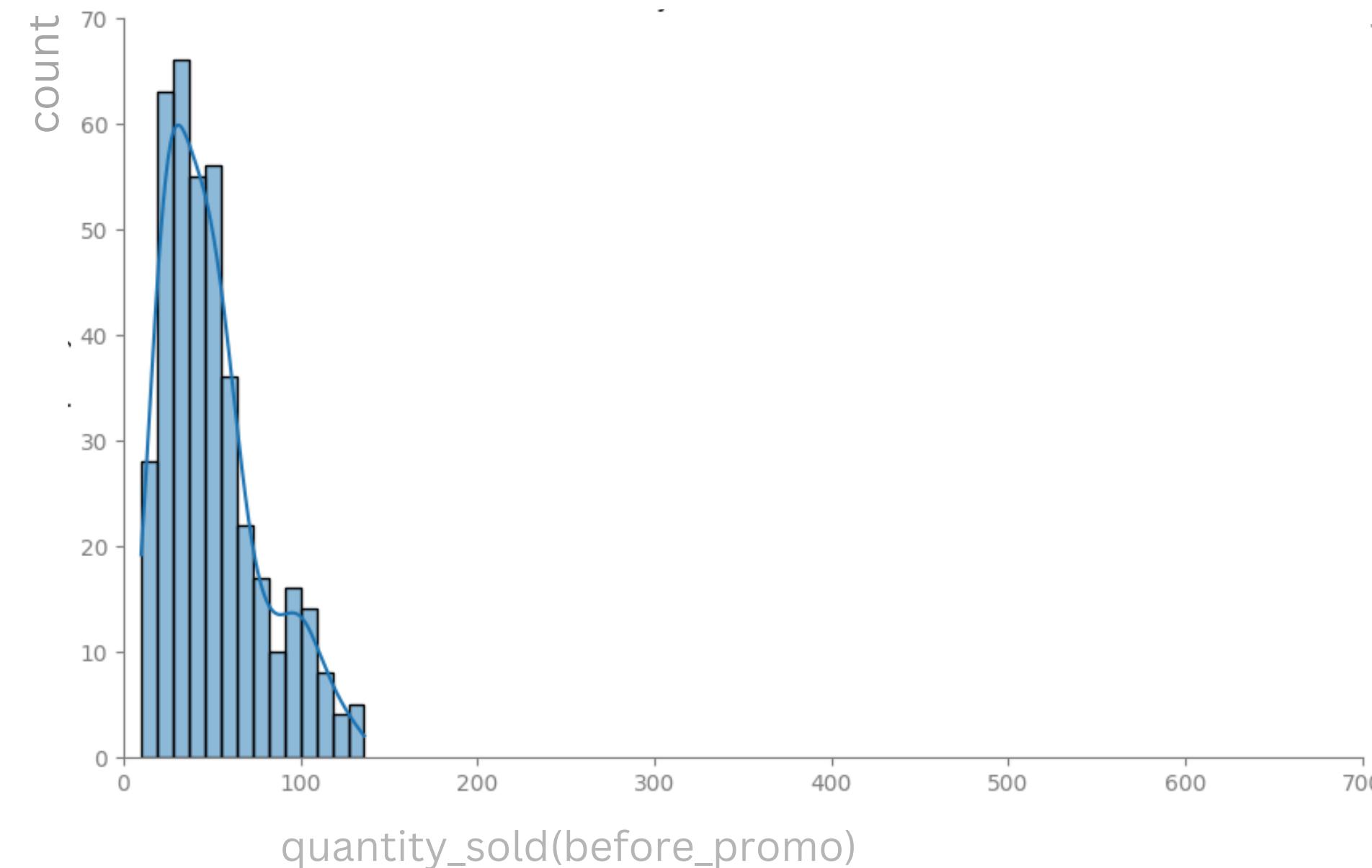
Base price and quantity sold show a weak positive correlation, indicating that changes in price don't significantly impact the quantity sold.

Analyze the distribution of quantity sold before the promotion for each product category (Grocery & Staples, Home Care, Personal Care, Home Appliances, etc.). What patterns or trends do you observe across these categories, and how could these insights inform future promotional strategies?

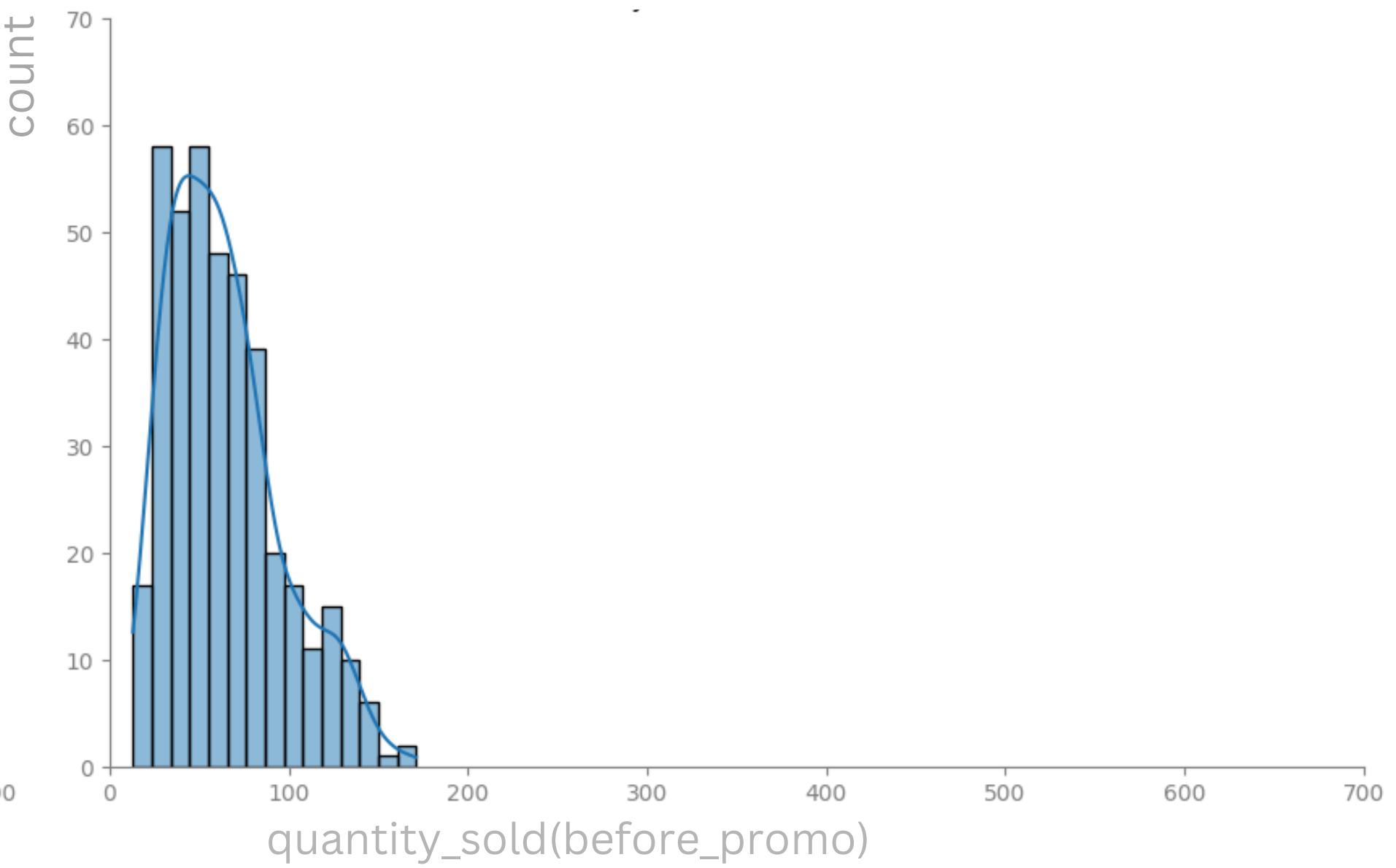
Grocery & Staples



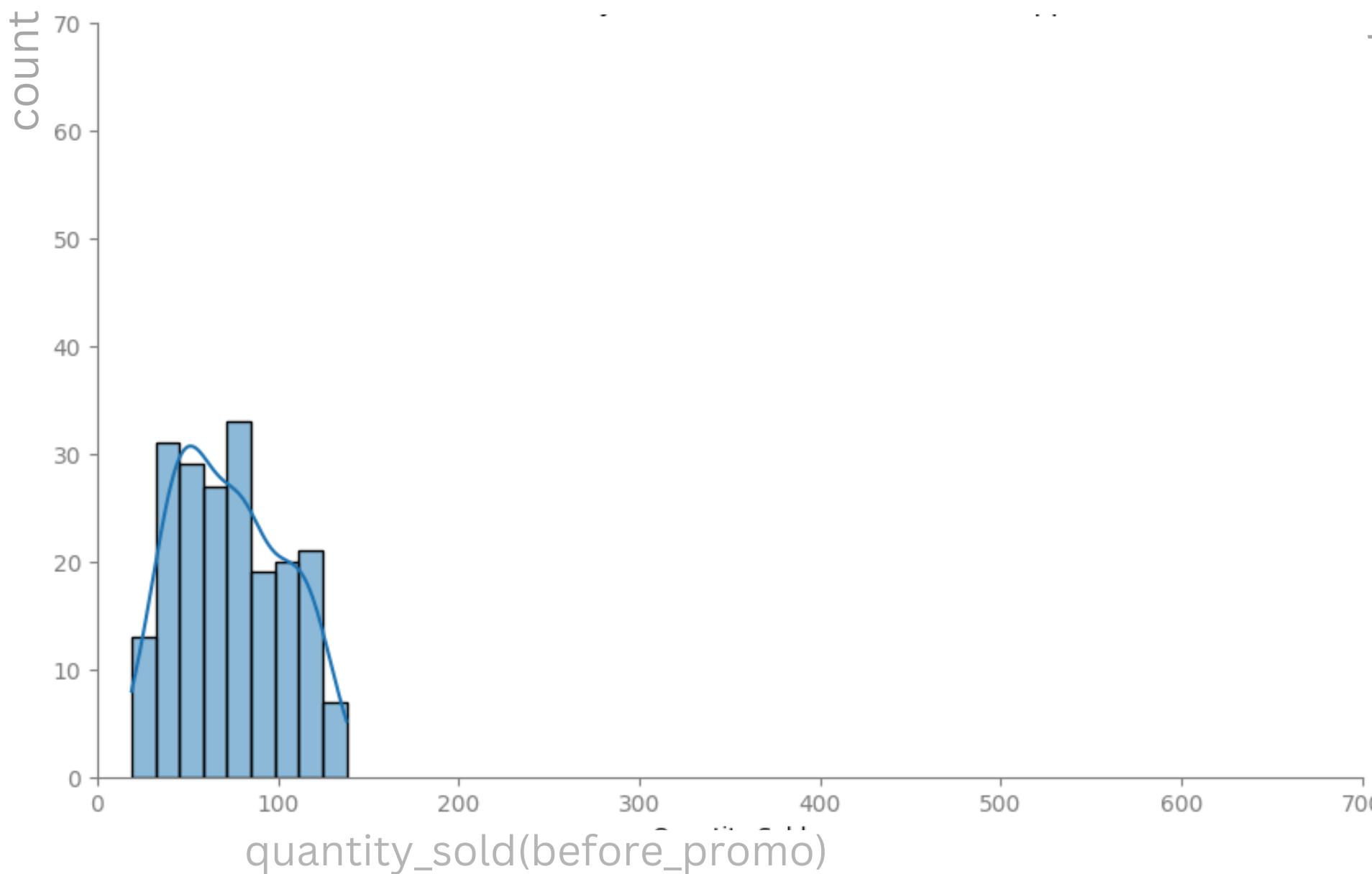
Home Care



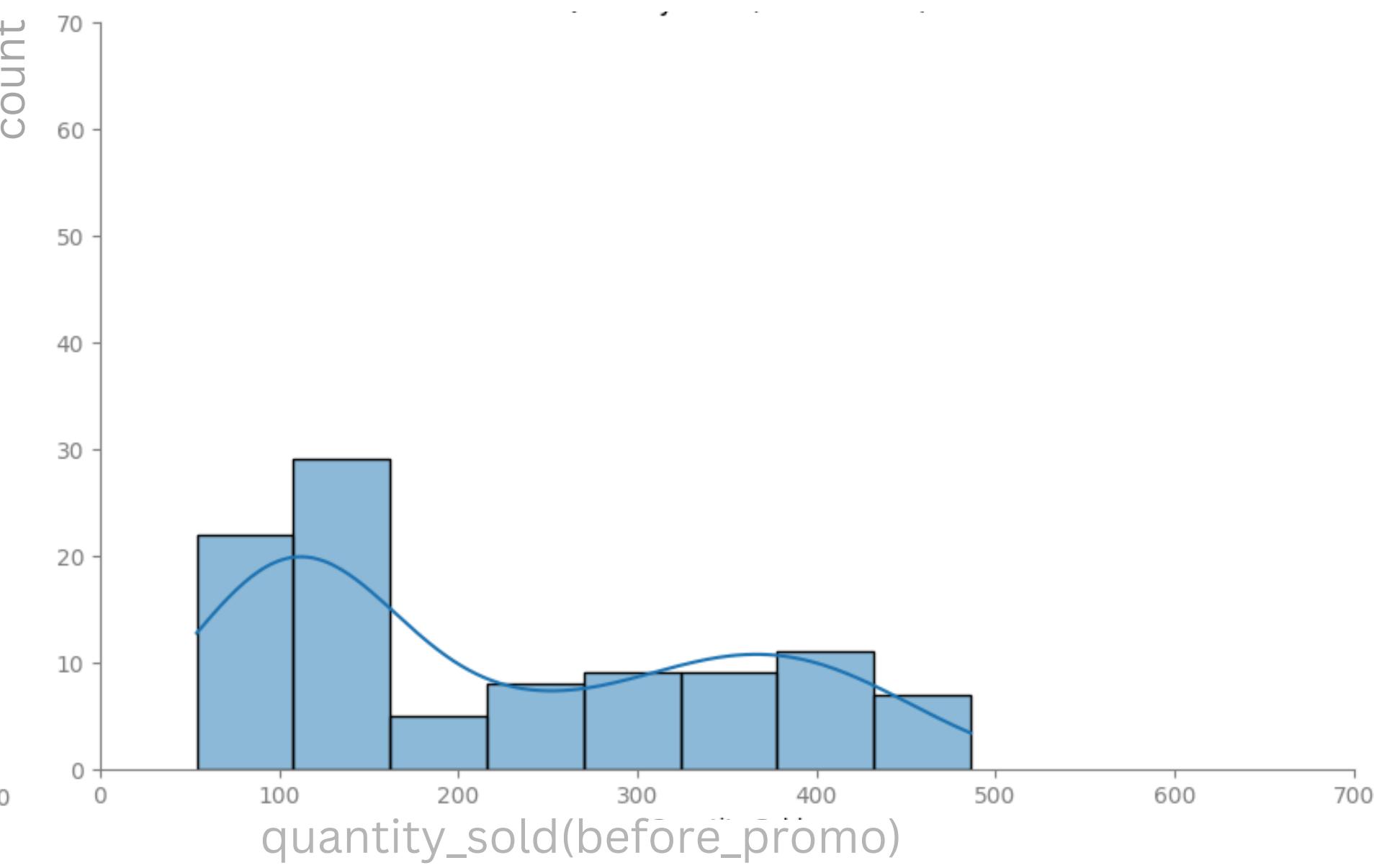
Personal Care



Home Appliances



Combo1



INSIGHT

Groceries and Staples show a strong, balanced performance in both sales and quantity, even before promotions

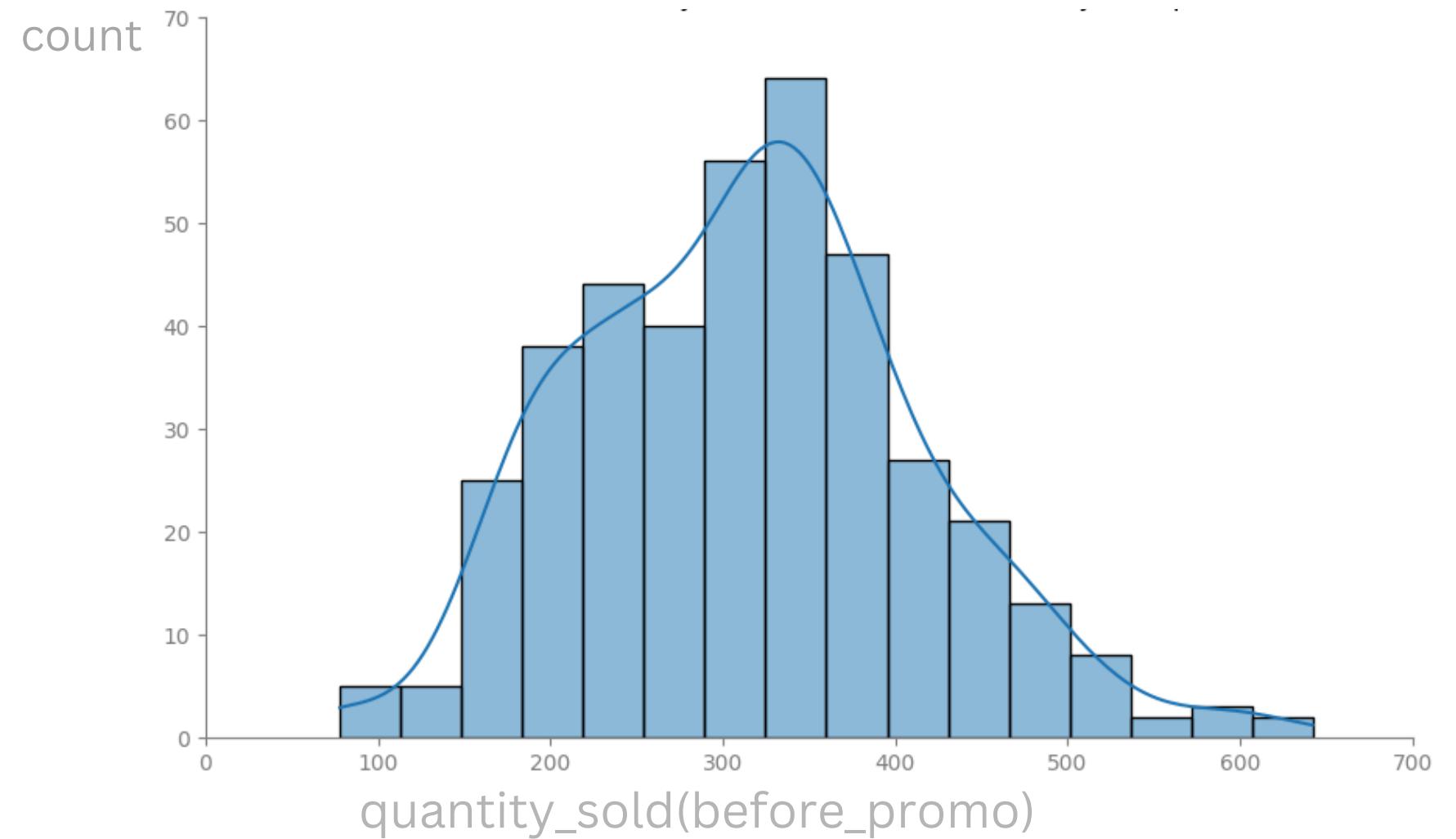
Personal Care and Home Care categories are right-skewed, indicating higher sales for lower-cost items.

Home Appliances have the lowest demand in both sales and quantity.

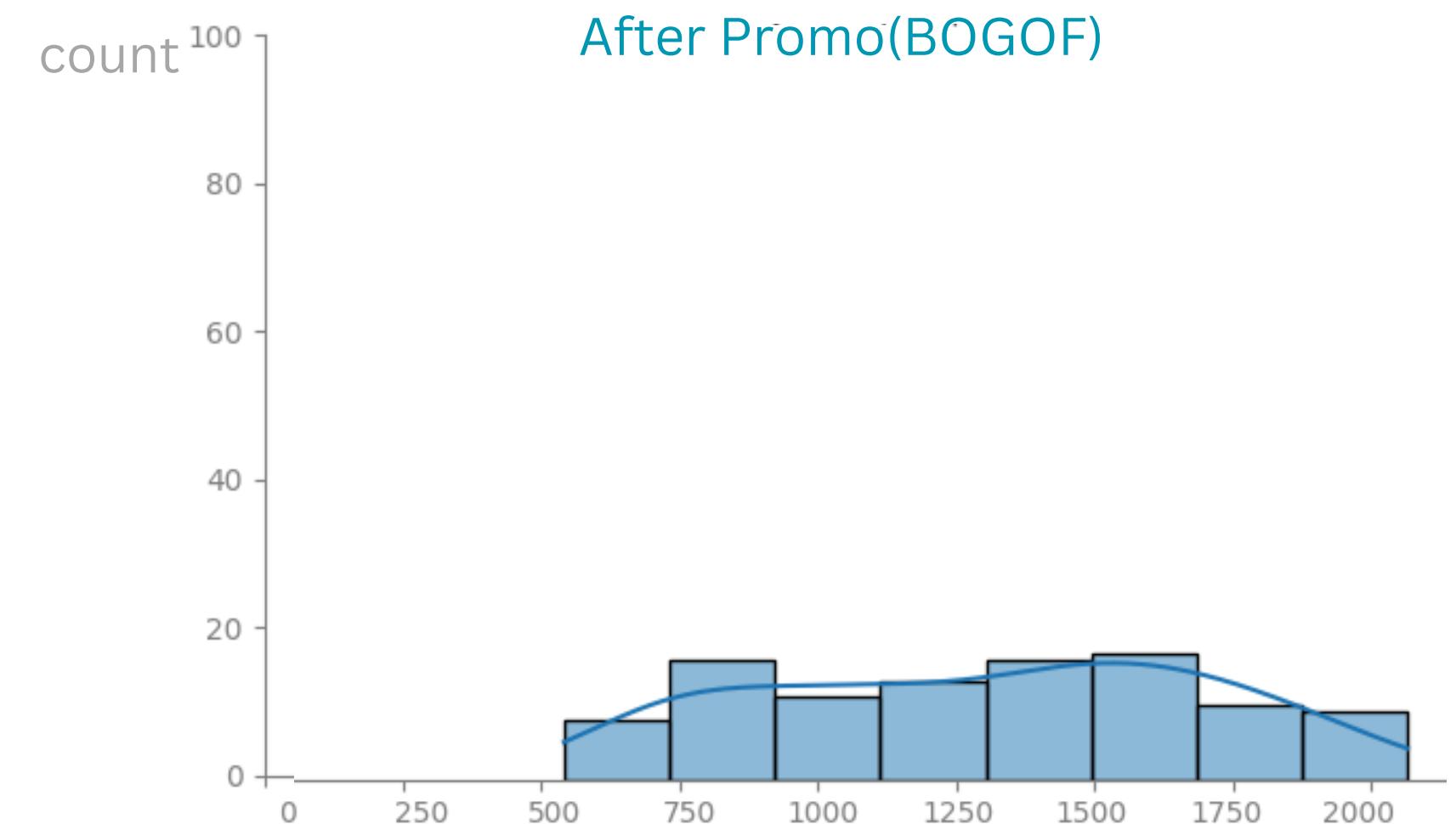
Interestingly, the Combo1 category exhibits a bimodal distribution, with high sales occurring at both low and high quantities, suggesting two distinct consumer groups

Grocery & Staples

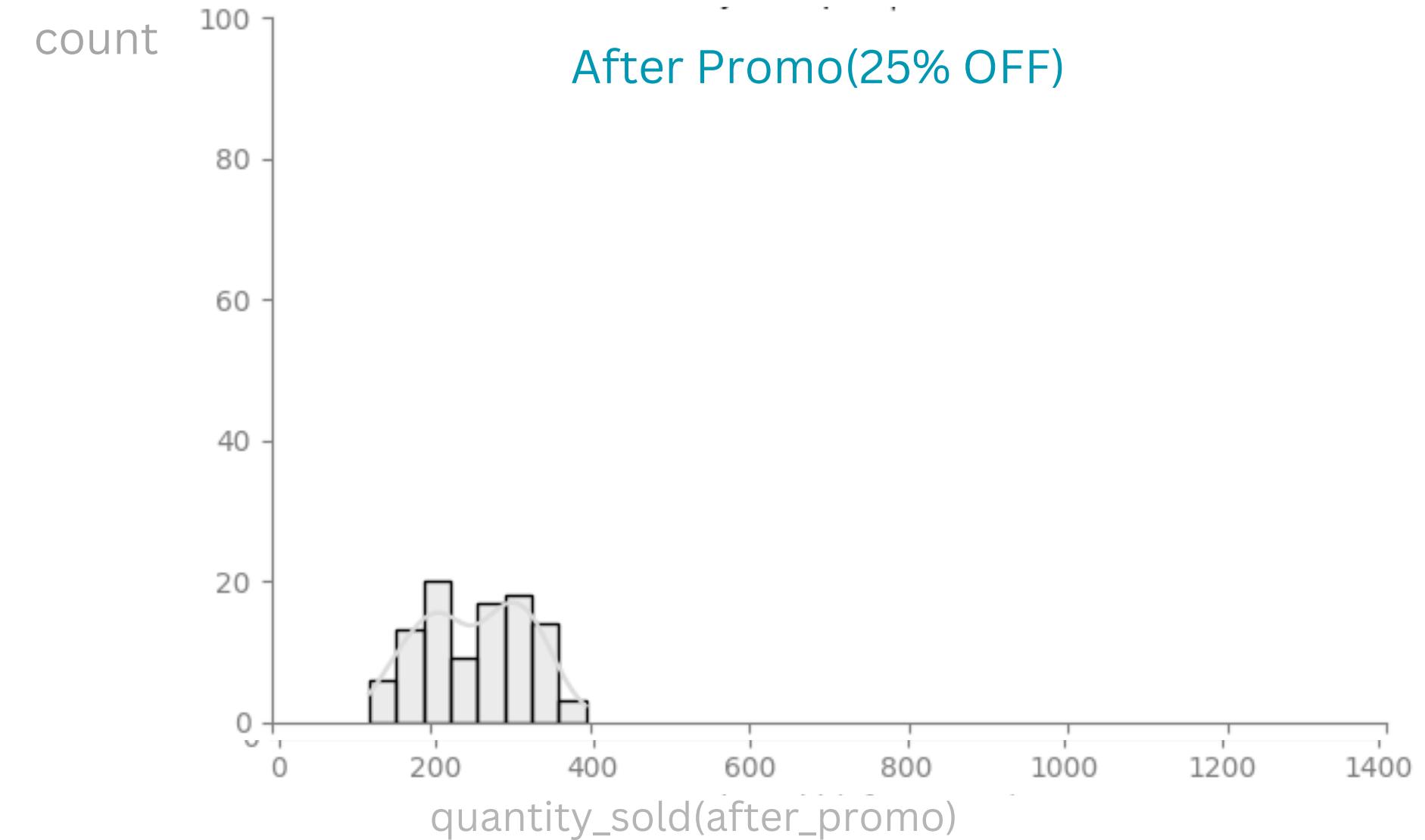
Before Promo



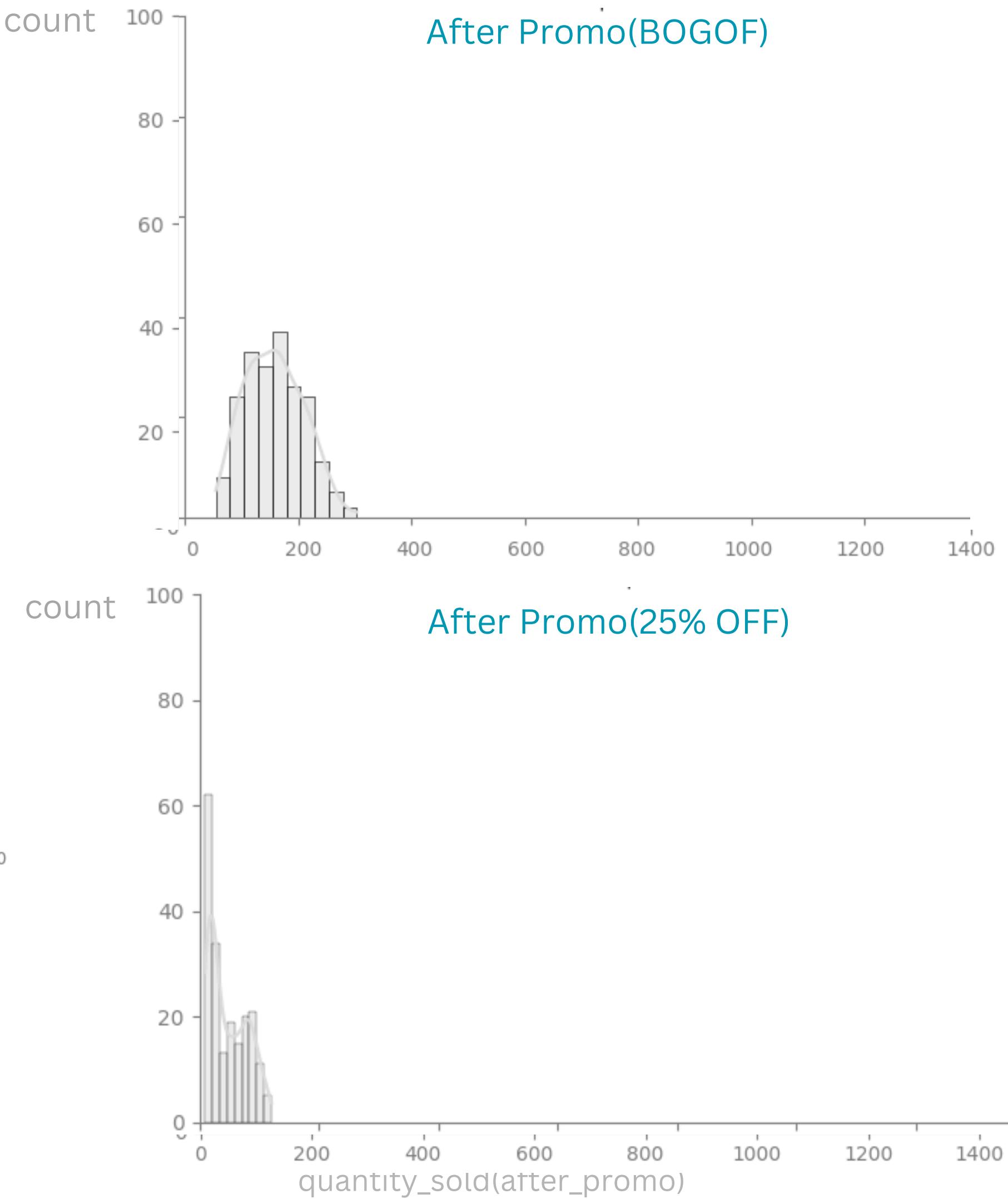
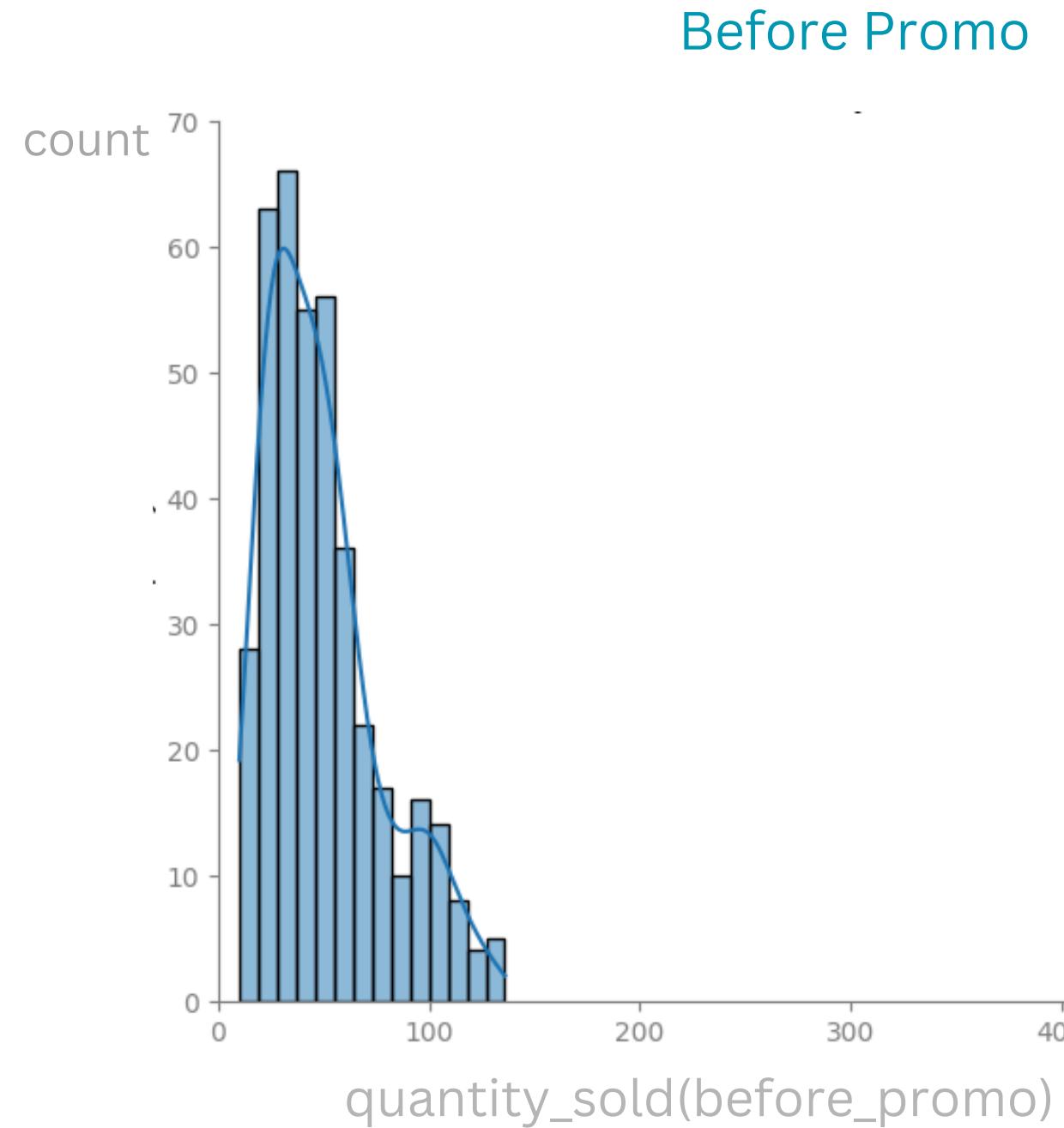
After Promo(BOGOF)



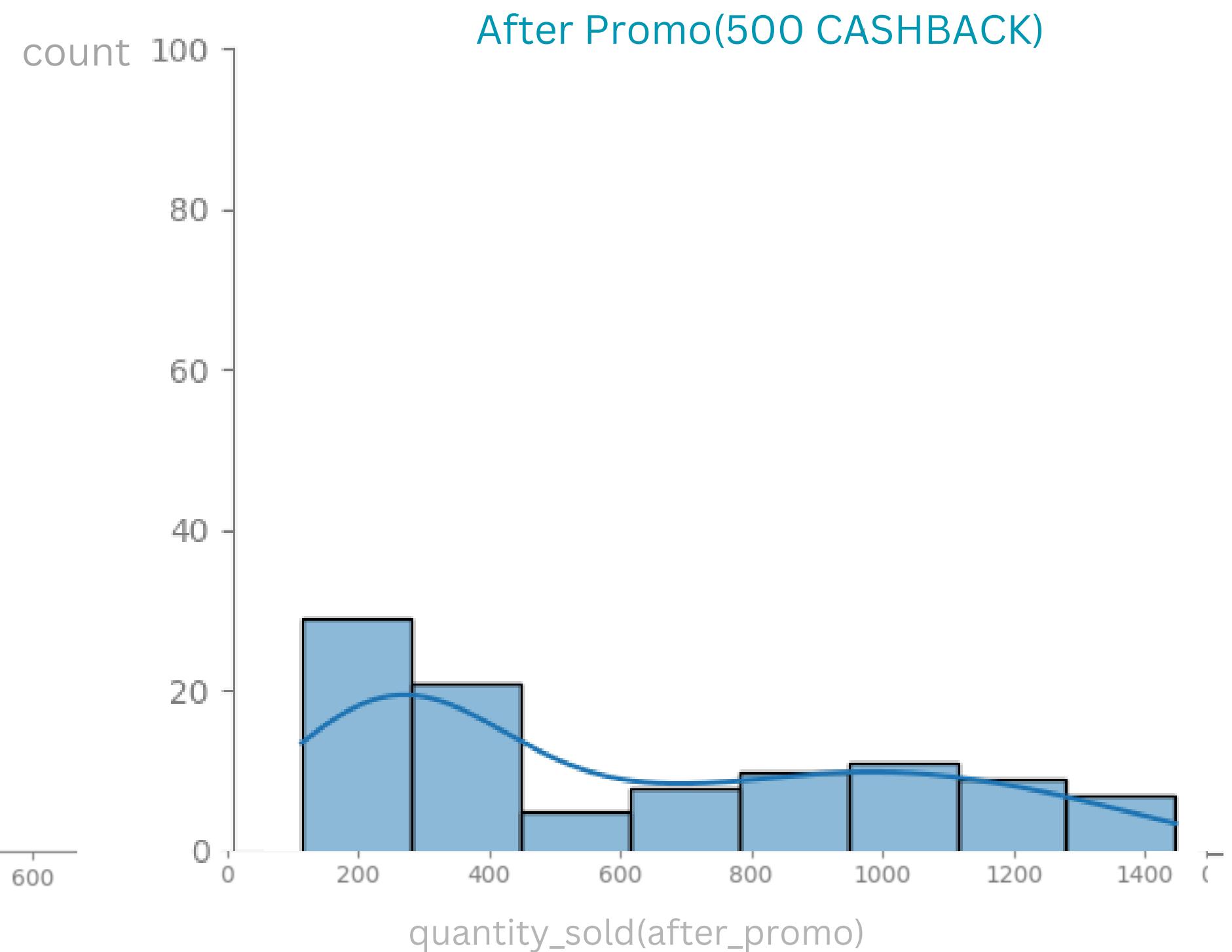
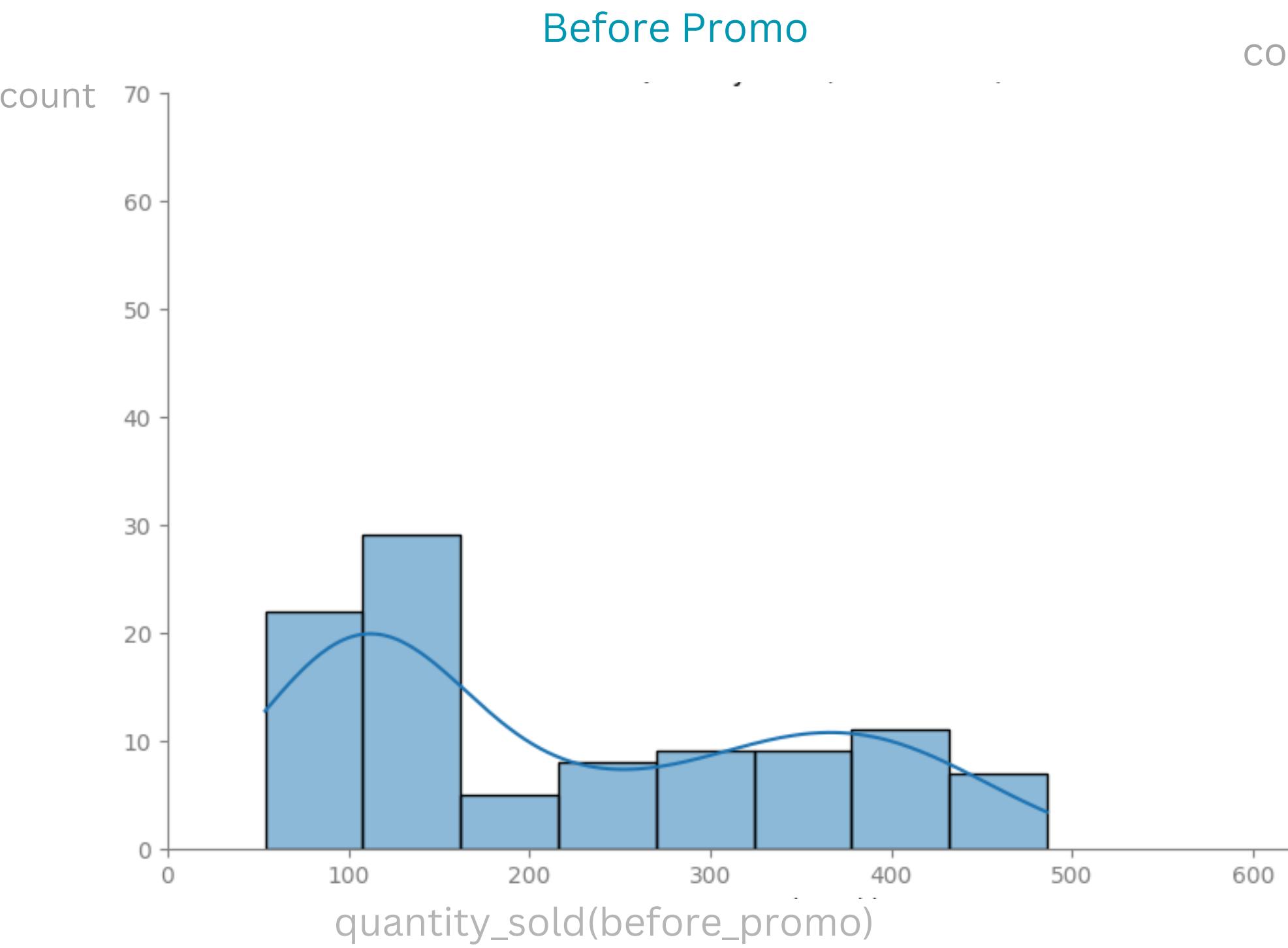
After Promo(25% OFF)



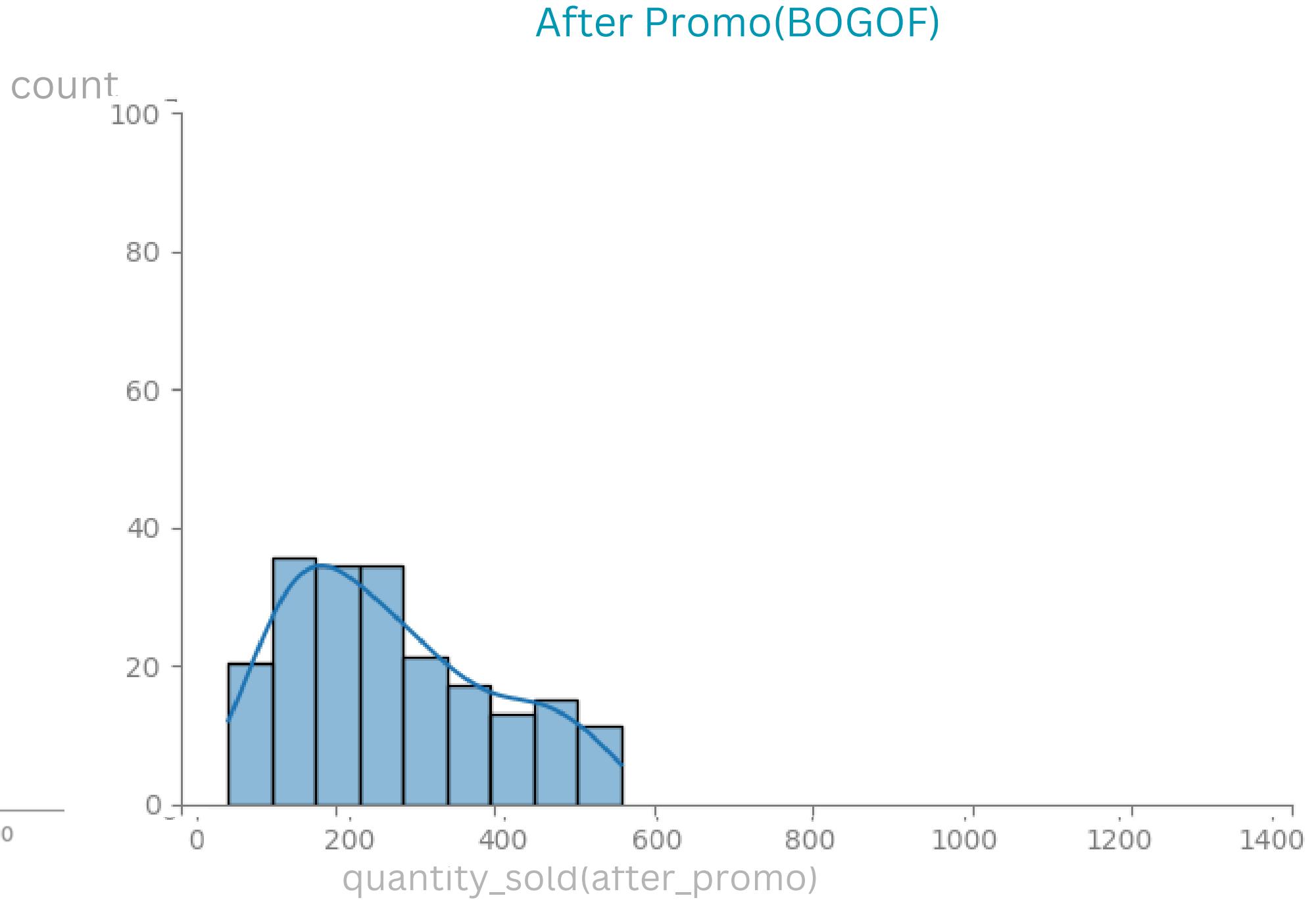
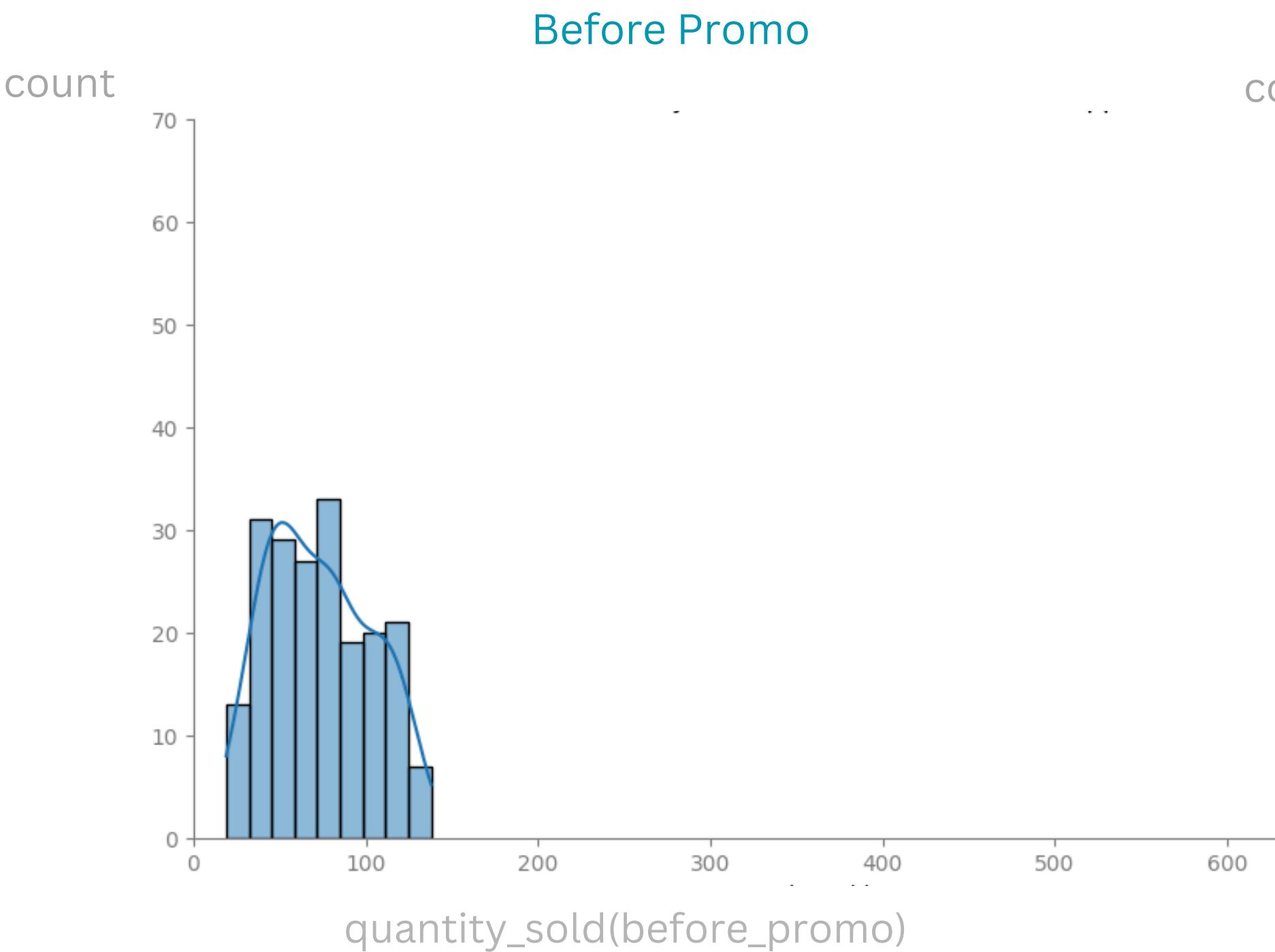
Home Care



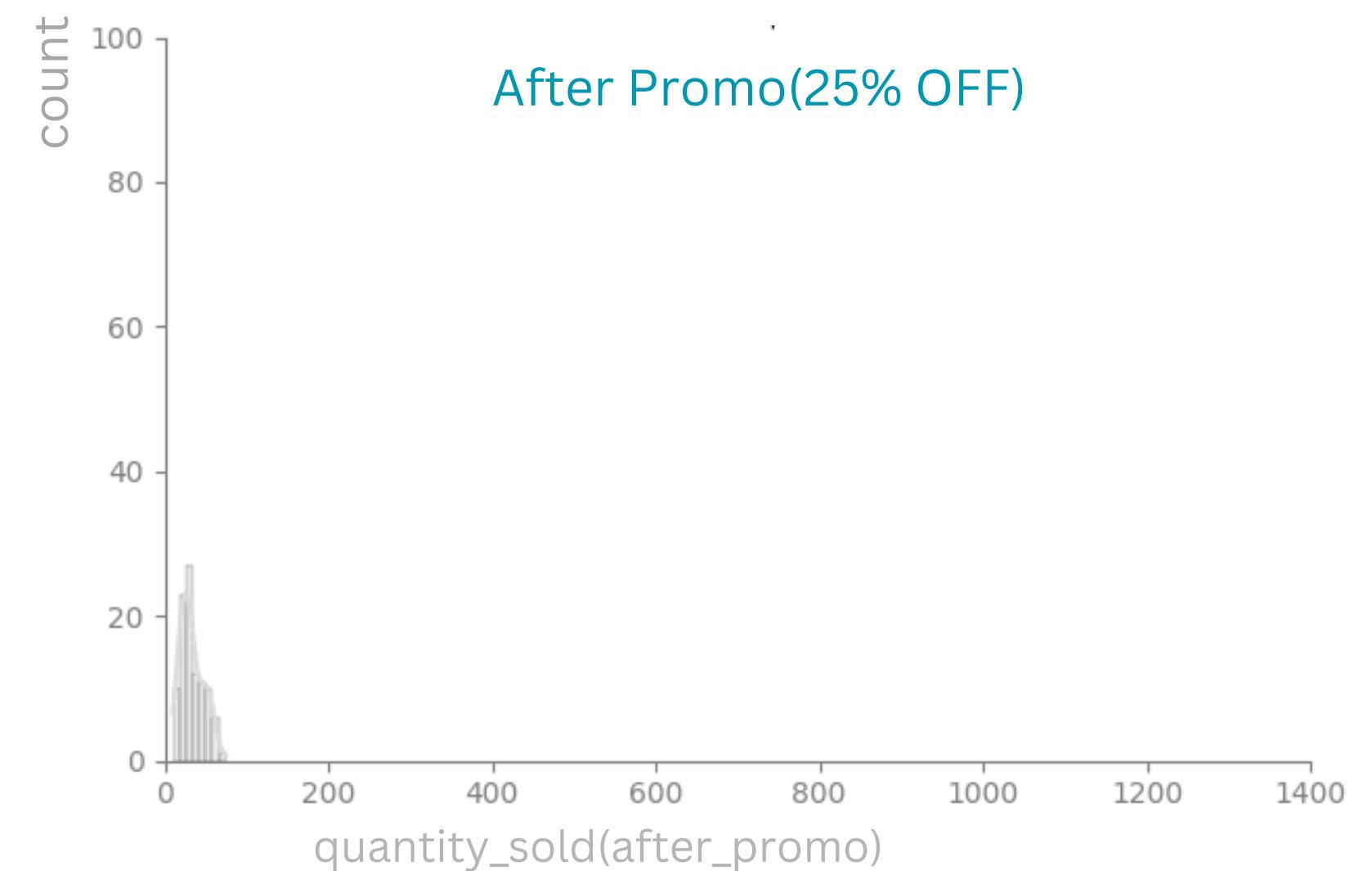
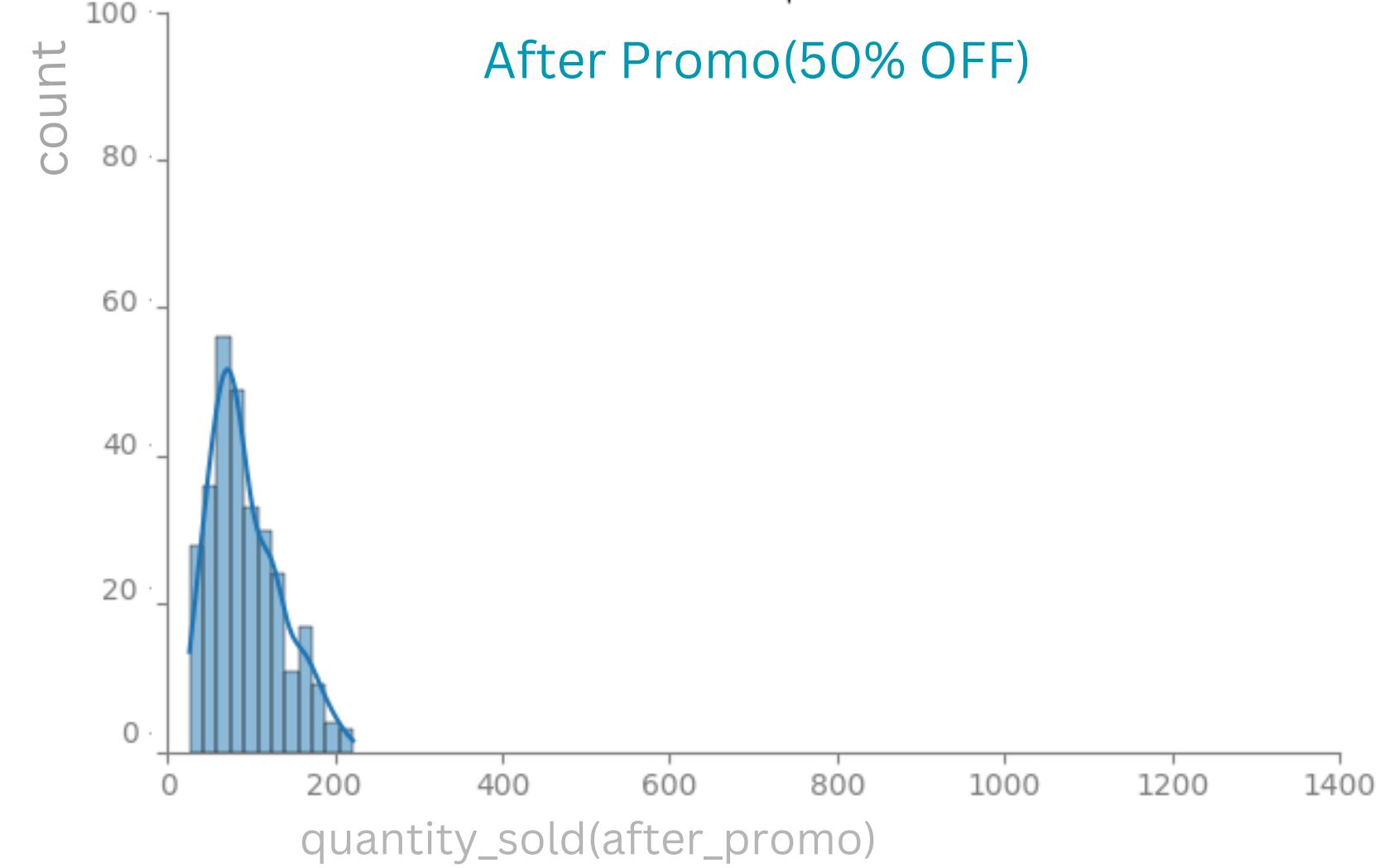
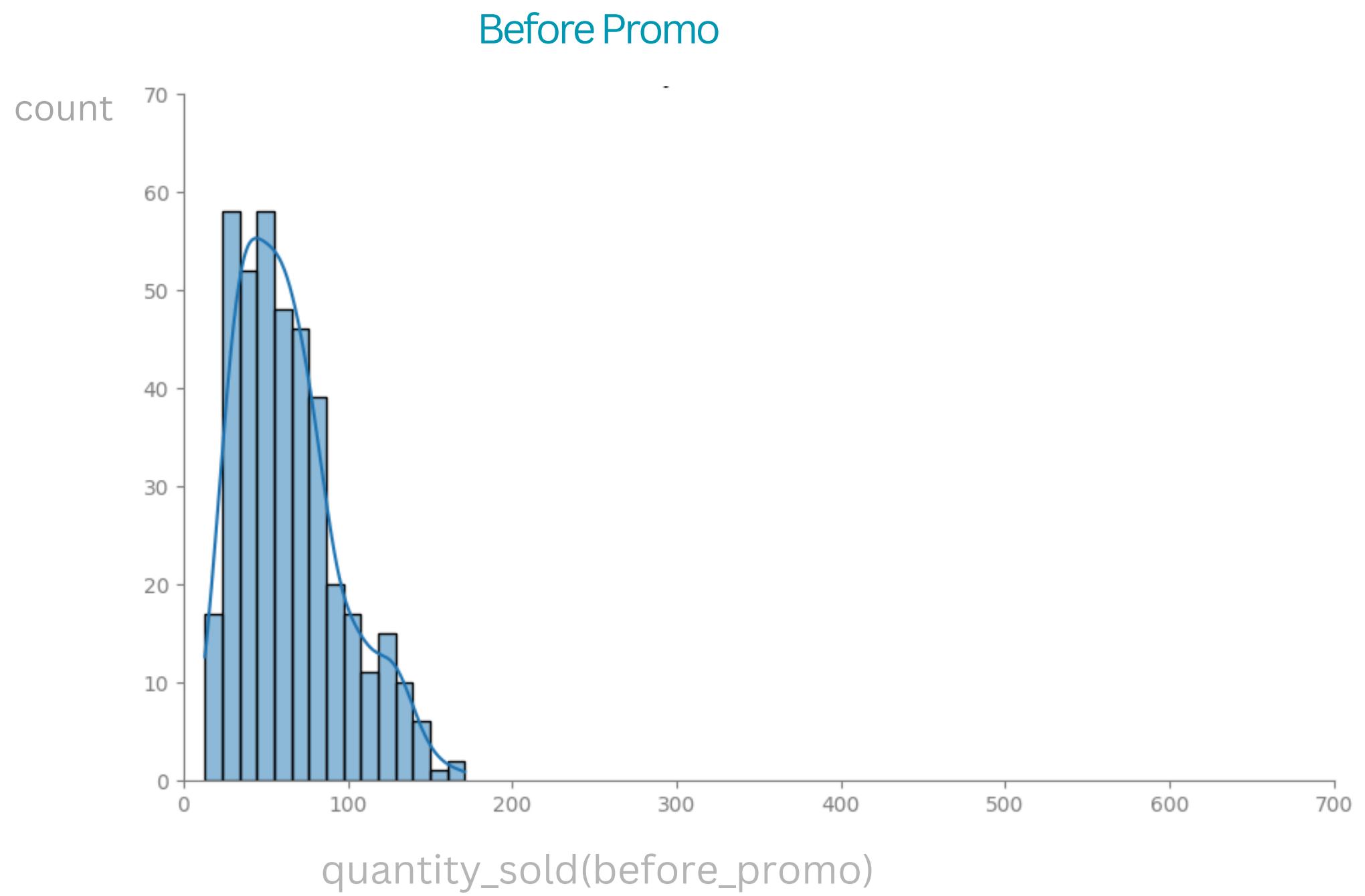
Combo1



Home Appliances



Personal Care



INSIGHT

Category	Worked	Not Worked
Groceries & Staples	BOGOF	25% OFF
HomeCare		25% OFF BOGOF
Combo1	500 CASHBACK	
Home Appliances	BOGOF	
Personal Care	50% OFF	25% OFF

