

Nova mart - Promotion Campaign Analysis



**Store Performance
Analysis**



Promotion Analysis



**Product Category
Analysis**



₹ 296M
Revenue After

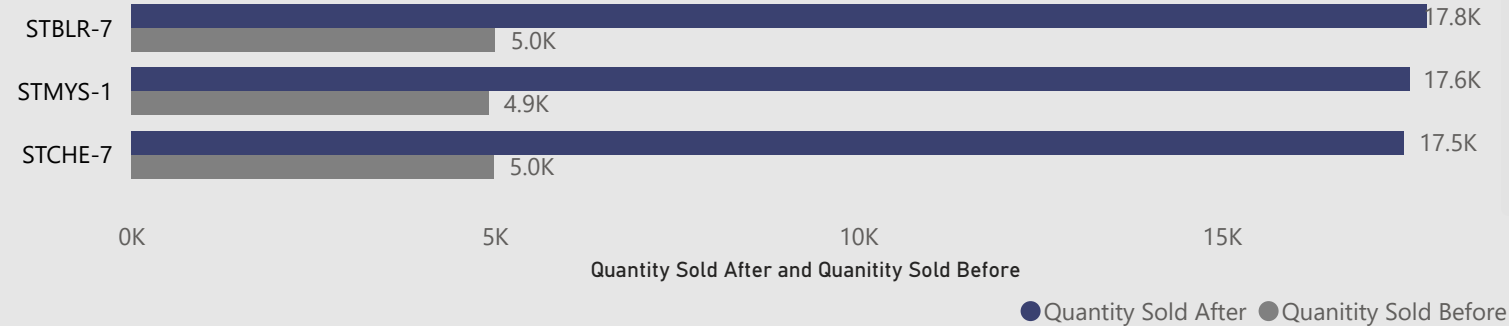
₹ 141M
Revenue Before

110%
IR %

211%
ISU %

50
Total Stores

Quantity Sold(Before-After Promo) by Stores



IR and ISU by City

city	IR	ISU
Trivandrum	3.50M	10K
Vijayawada	4.05M	11K
Mangalore	4.98M	15K
Visakhapatnam	10.81M	33K
Madurai	12.40M	33K
Coimbatore	13.63M	41K
Mysuru	13.90M	36K
Hyderabad	22.71M	69K
Chennai	30.71M	86K
Bengaluru	38.23M	108K
Total	154.91M	442K

Home

Store_Performance

Promotion Type Analysis

Product and Category Analysis

City

All

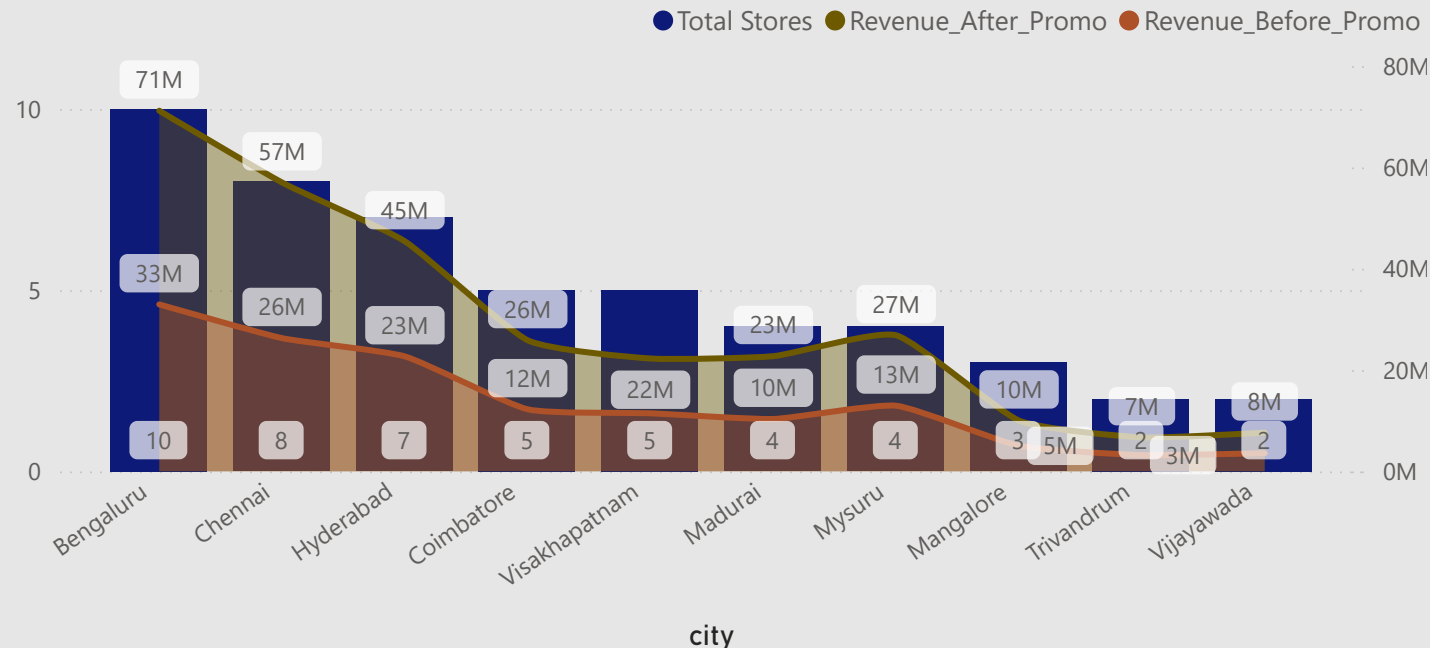
Campaign

All

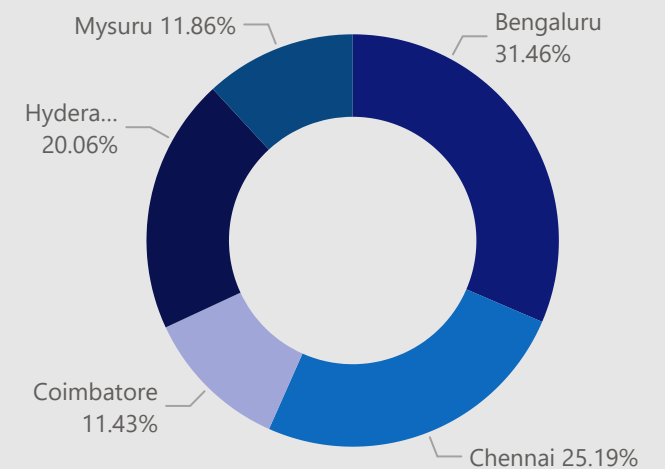
Promo Type

All

Store - City wise Revenue



Revenue After Promotions by City





Home

Store Performance

Promotion Type Analysis

Product and Category Analysis

- City

▼

All

▼
- Campaign

▼

All

▼
- Promo Type

▼

All

▼

Top 2 Promotions Types that resulted high IR

promo_type	IR
500 Cashback	91.05M
BOGOF	69.32M
Total	160.37M

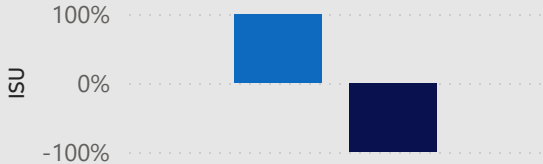
IR by promo_type



Bottom 2 Promotions Types in terms of ISU

promo_type	ISU
25% OFF	-5717
50% OFF	6931
Total	1214

ISU by promo_type

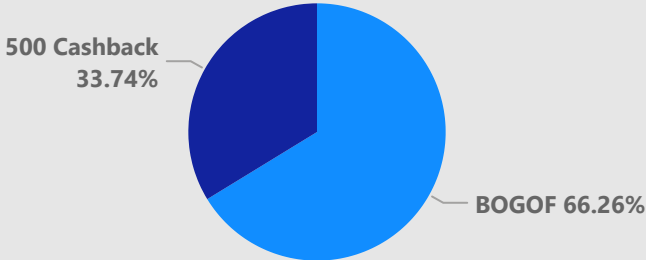


Promo Type Analysis

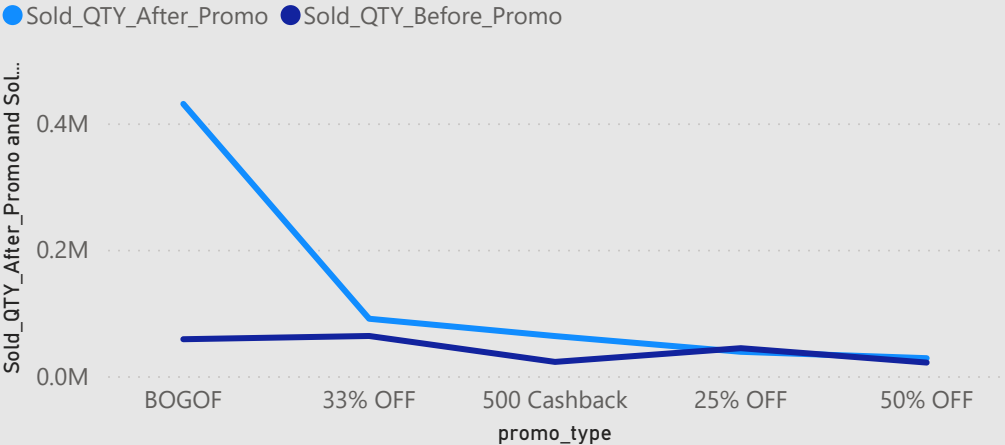
promo_type	Price Range by Promo Type	IR
500 Cashback	₹ 3,000.00	91,053,000.00
BOGOF	₹ 200.00 - ₹ 1,190.00	69,316,990.00
50% OFF	₹ 62.00 - ₹ 190.00	-726,663.50
33% OFF	₹ 172.00 - ₹ 860.00	-1,563,356.16
25% OFF	₹ 50.00 - ₹ 415.00	-3,174,514.75
Total	₹ 50.00 - ₹ 3,000.00	154,905,455.59

Discount vs BOGOF vs Cashback

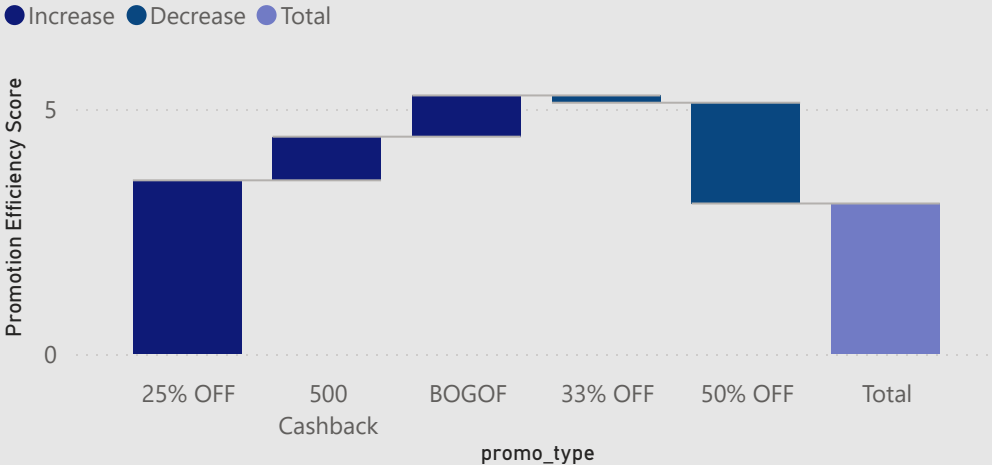
Promo_Category	IR	ISU
Cashback	91.05M	41K
BOGOF	69.32M	372K
Discount	-5.46M	28K
Total	154.91M	442K



Sold Quantity on basis of Promo Type



Promotion Efficiency of Promo type





₹ 296M

Revenue After



₹ 141M

Revenue Before



110%
IR %

211%
ISU %

350.72

Rev Efficiency



40.50%

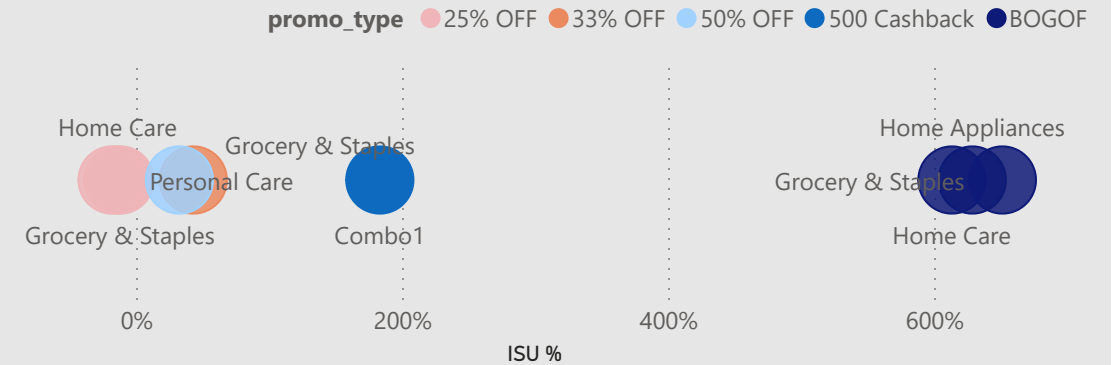
Average_discount



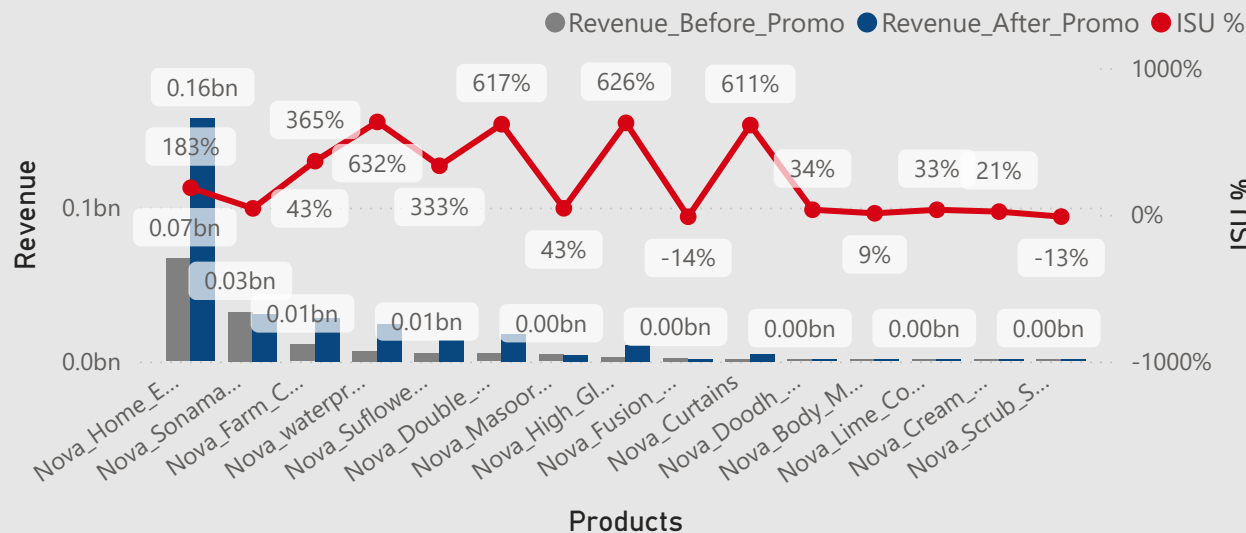
Product Category Type Analysis

category	Price Range by Category	IR	ISU
Combo1	₹ 3,000.00	91,053,000.00	40881
Home Appliances	₹ 350.00 - ₹ 1,020.00	25,150,390.00	92513
Grocery & Staples	₹ 156.00 - ₹ 860.00	23,992,887.84	249639
Home Care	₹ 55.00 - ₹ 1,190.00	15,554,676.25	52443
Personal Care	₹ 50.00 - ₹ 190.00	-845,498.50	6200
Total	₹ 50.00 - ₹ 3,000.00	154,905,455.59	441676

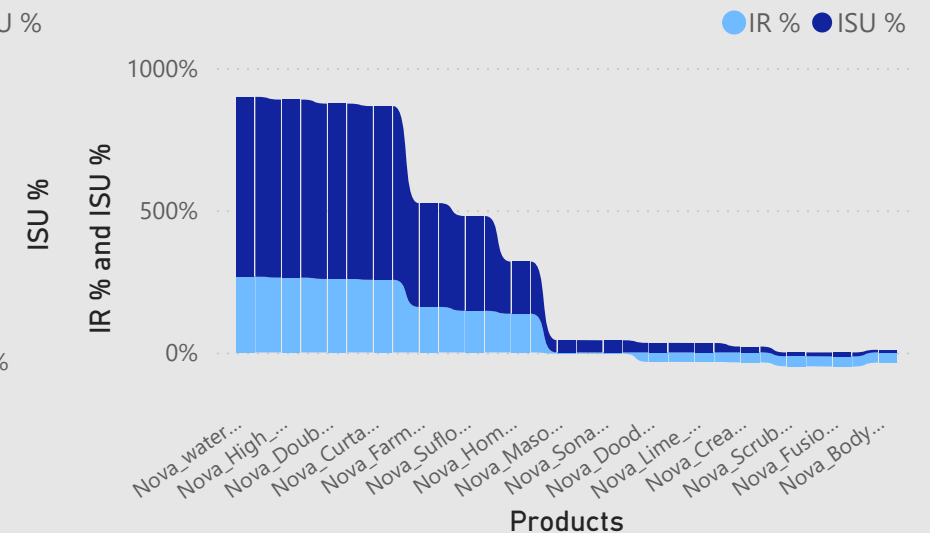
Product Category with ISU% by Promo Type



Revenue(Before and After Promo)by Products



ISU and IR by Products



Home

Store_Performance

Promotion Type Analysis

Product and Category
Analysis

City

All

Campaign

All

Promo Type

All