



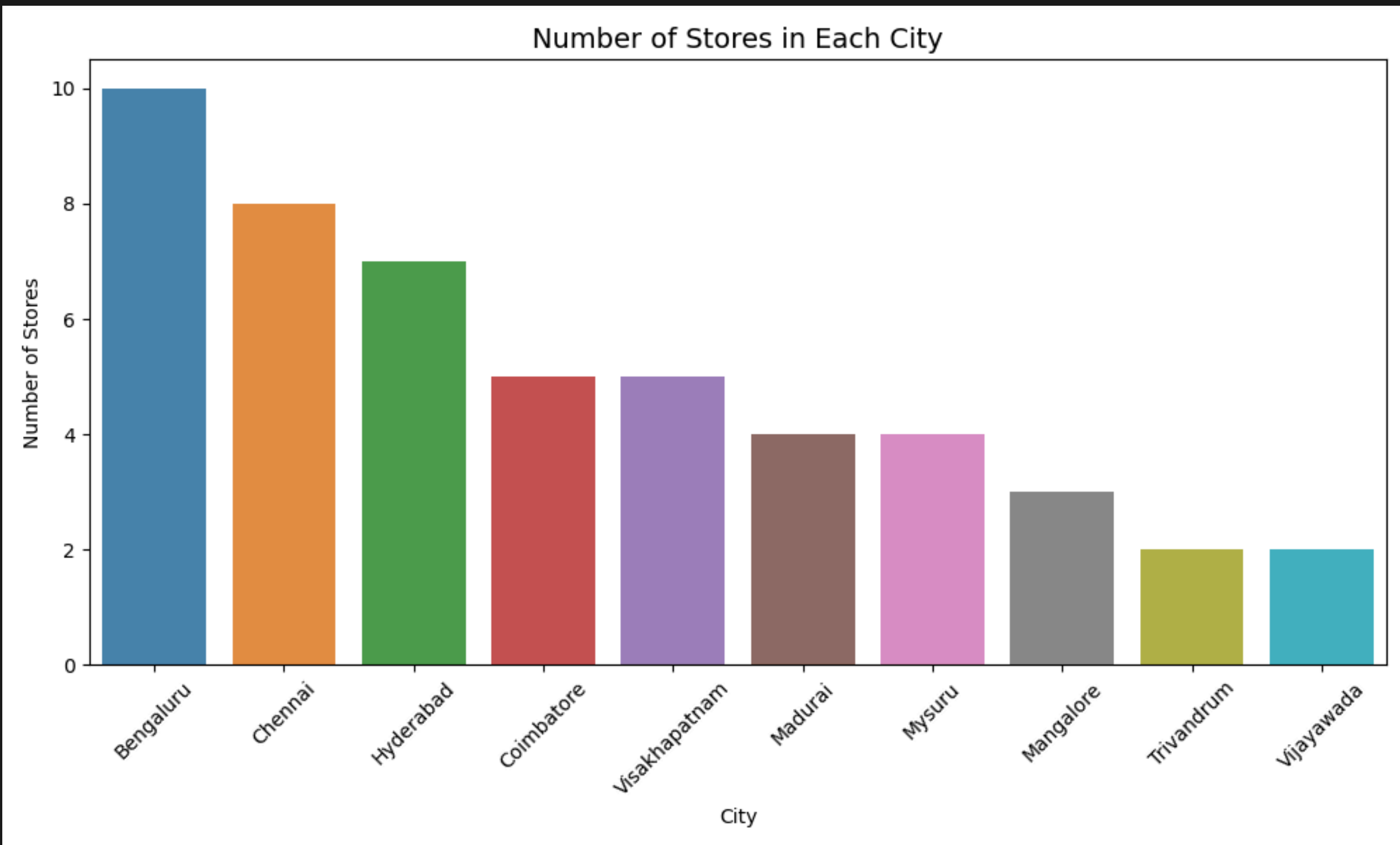
CAMPAIGN PERFORMANCE ANALYSIS

NOVA MART

CODEBASICS VIRTUAL INTERNSHIP

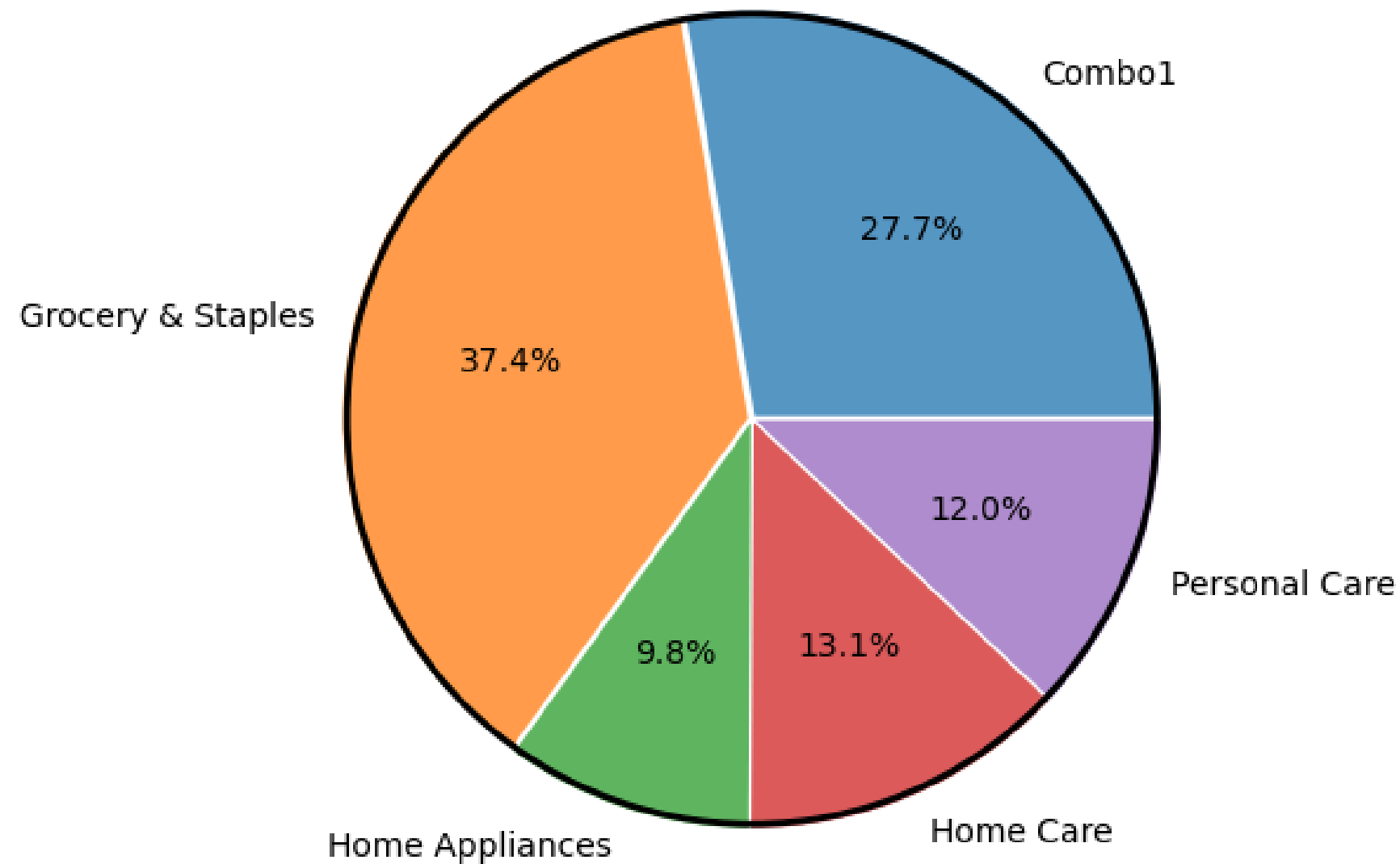
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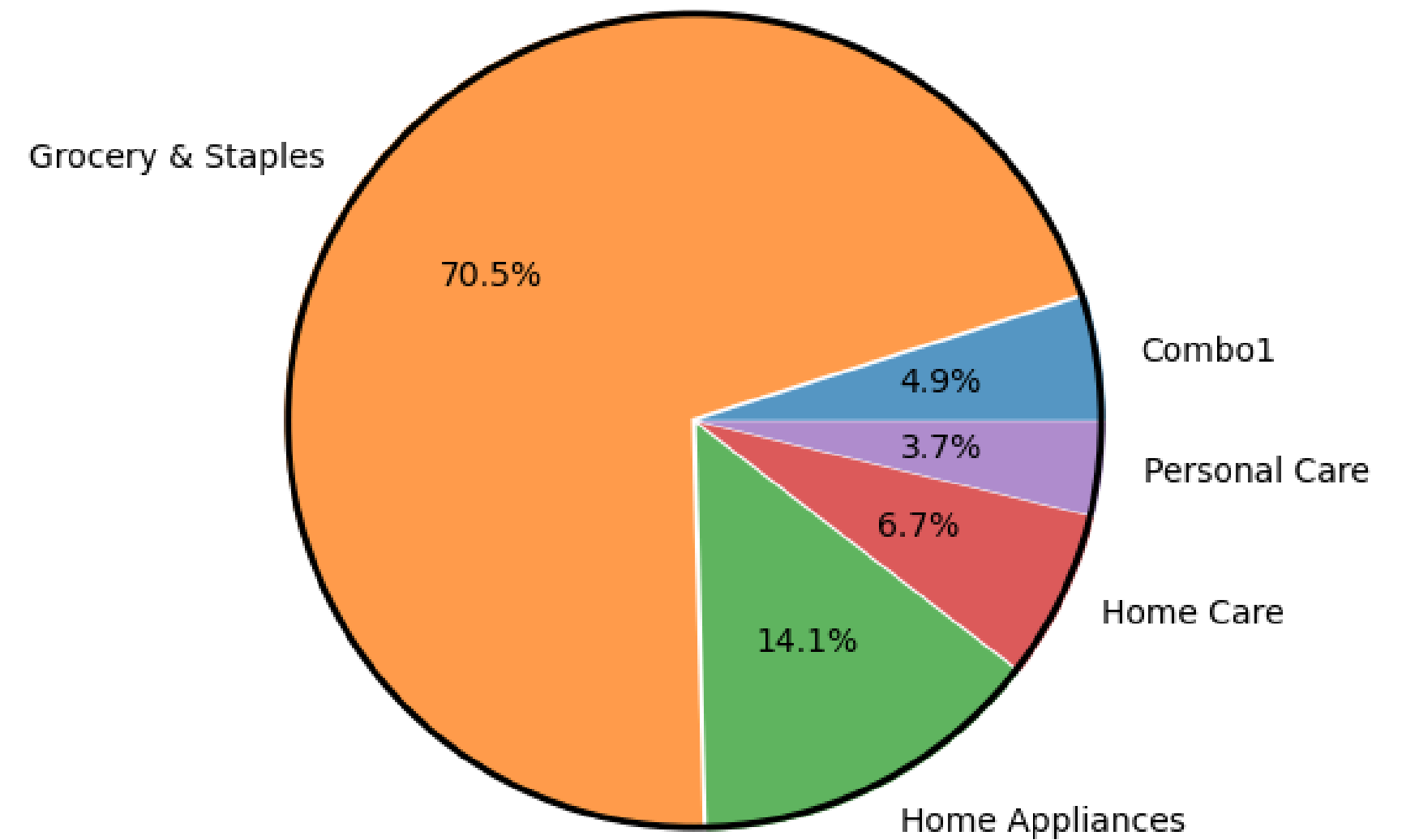


- The bar chart showed an uneven distribution of stores across cities.
- Bengaluru hosts the largest number of stores, followed by Chennai and Hyderabad.
- Bengaluru's store presence is notably higher than Hyderabad and Chennai, suggesting stronger market penetration and possibly greater promotional impact potential there.
- There are 10 cities and a total of 50 stores all over these cities

Category contribution to Sales
Diwali Campaign



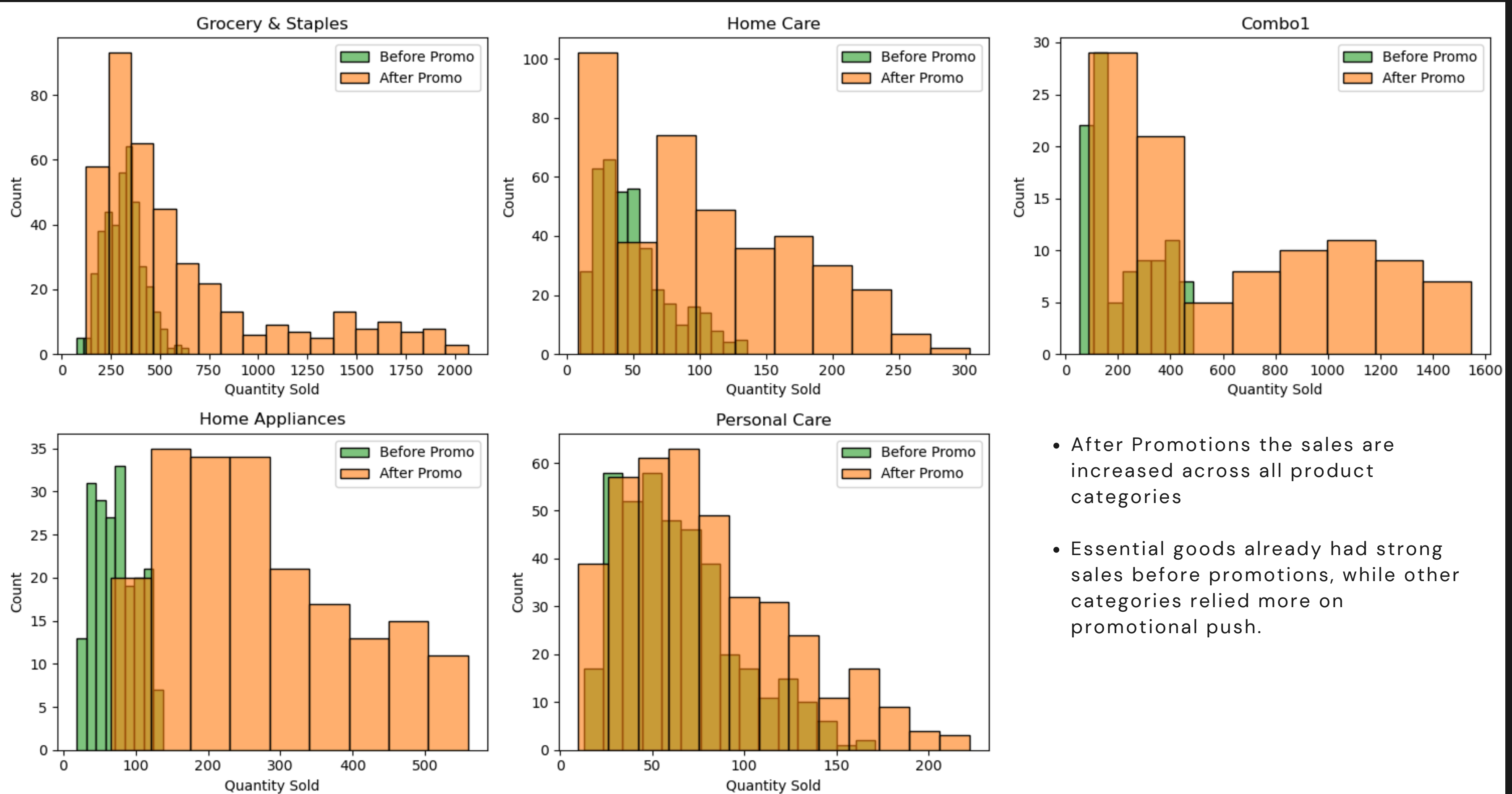
Category contribution to Sales
Sankranti Campaign



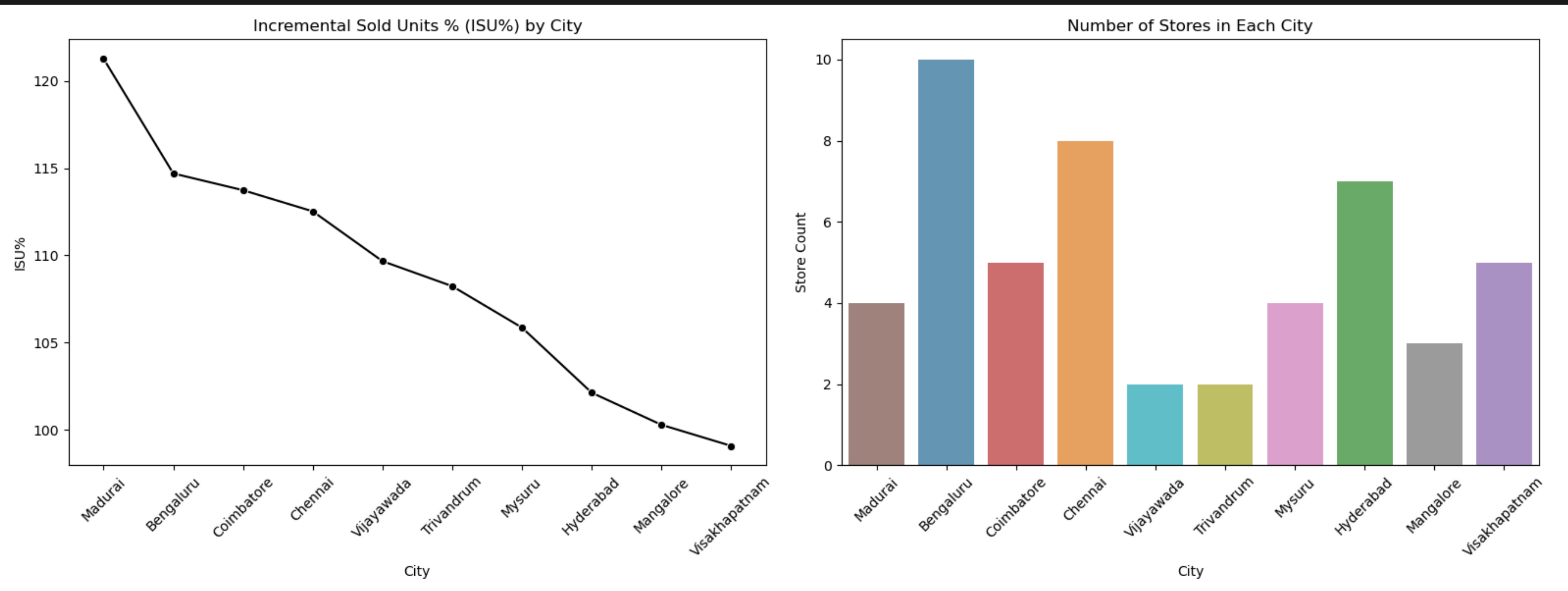
Each campaign had Grocery & Staples has major contributor towards the sales. While Home Care and Combo1 had good sales volumes during Diwali Campaign, home appliances had better volumes during Sankranti Campiagn.

- Campaigns had an objective of promoting Nova-branded products during particular seasons
- While promotions will decrease the base price of these products, it should increase the sales volumes parallelly
- The Correlation chart suggests there is a weak negative correlation between base price and quantity sold calculated across all product categories.
- The correlation suggests with decrease in base price the quantity sold increases.

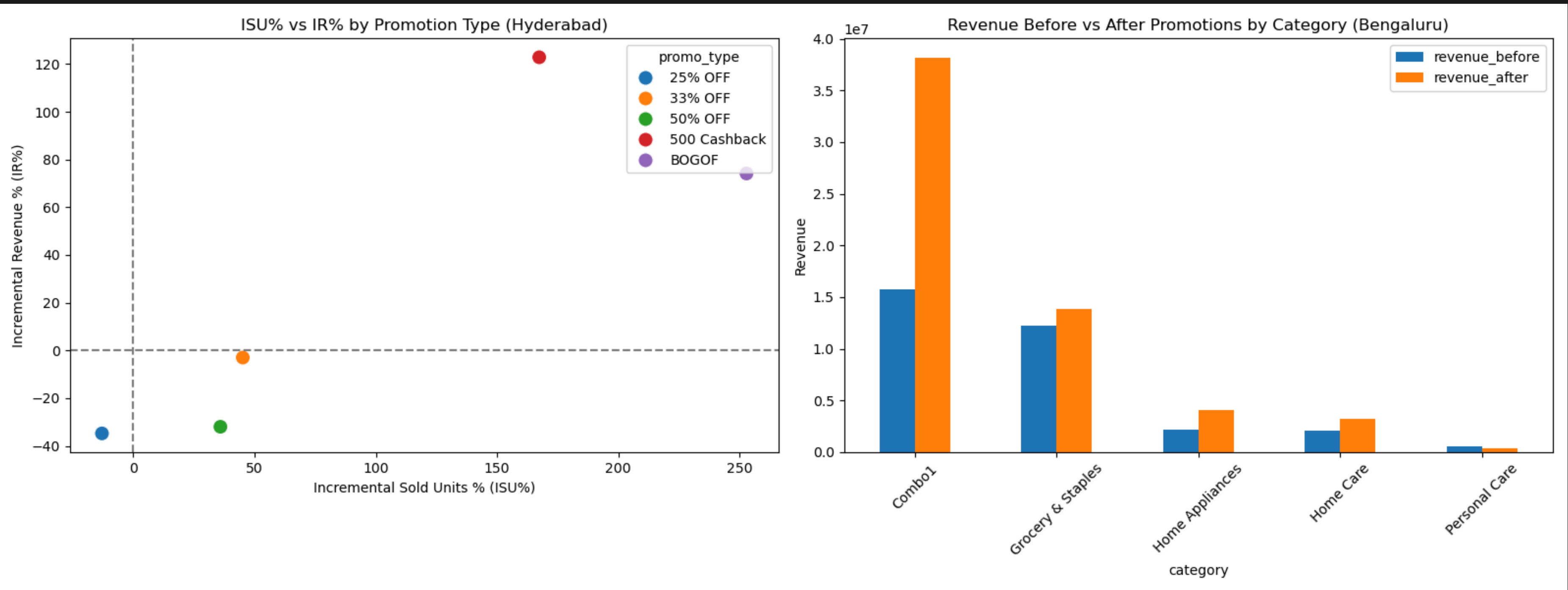




- After Promotions the sales are increased across all product categories
- Essential goods already had strong sales before promotions, while other categories relied more on promotional push.



- The promotional campaign was successful as each city is showing positive ISU.
- Even though we assumed that number of stores will be a factor for determining the sales quantity, it seems like Madurai which had only 4 stores performed exceptionally well while Hyderabad even having 7 stores performed poor in comparison to Hyderabad.



- Digging deeper for city – Hyderabad , promotional type – 500 Cashback and BOGOF (Buy one get one free) were giving positive incremental Revenue.
- Other promo types have failed to generate a improved revenue compared to before promotion revenue.

- In case of Bengaluru, the product category – Combo1 generated extra-ordinary Revenue.
- Personal Care seems to have performed very poorly

CONCLUSIONS

Promotions clearly drove sales growth, but effectiveness varies by city, category, and promo type.

- Cities with high ISU% but fewer stores (e.g., Madurai) opportunity to open more stores or allocate more stock/promos.
- Cities with many stores but low ISU% (e.g., Visakhapatnam) need to review promo design, consumer behavior, or competition.

CITIES AND STORES

- Categories with strong revenue growth after promotions should be focused on.
- Promotions balancing volume vs revenue should be given priority

CATEGORY AND PROMO TYPES

THANK YOU



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Finance | Technology | Data Science