



Sales & Promotion Analysis

Campaign

All

Category

All

Product

All

City

All

Total_Quantity
(Before Promo)

209K

Total_Revenue
(Before Promo)

141M

Quantity Variation

226K

Base Price

828K

Revenue Variation

207M

Total_Quantity
(After Promo)

435K

Total Revenue
(After Promo)

348M

Overall Performance

store_id	city	Sum of Revenue _A Promo	Sum of Revenue _B Promo	Sum of quantity_sold_variation	Sum of IR	Average of IR
STMYS-1	Mysuru	9986244	3539283	6862	6446961	132.00
STBLR-7	Bengaluru	9479717	3355236	6859	6124481	133.83
STBLR-6	Bengaluru	9412361	3404012	6573	6008349	130.63
STCHE-7	Chennai	9256943	3257935	6560	5999008	132.23
STBLR-0	Bengaluru	9559971	3401065	6487	6158906	125.73
STCHE-4	Chennai	9874571	3556860	6453	6317711	128.73
STCHE-3	Chennai	8930395	3223142	6091	5707253	127.70
Total		347860150	140701188	226423	207158962	106.1

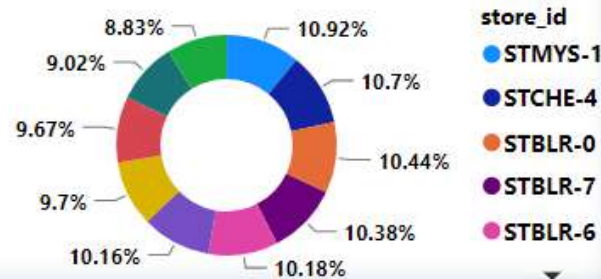
Incremental_quantity Sold - Store ID

Sum of quantity_sold_variation by store_id



Incremental Revenue - Store ID

Sum of IR by store_id



Incremental Revenue - Cities

Sum of IR by city





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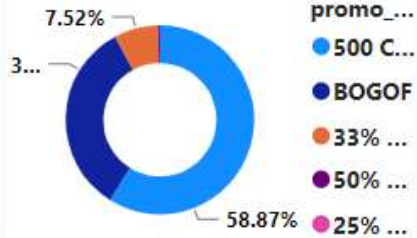
435K

Total Revenue
(After Promo)

348M

IR - Promo_type

Sum of IR by promo_type

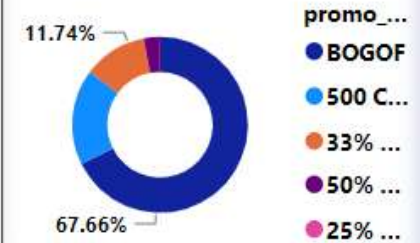


Overall Performance

promo_type	campaign_name	Sum of Revenue_A_Promo	Sum of Revenue_B_Promo	Sum of IR	Average of IR%
Cashback	Diwali	152307000	50373000	101934000	200.80
50% OFF	Sankranti	28782308	20722044	8060264	38.75
30% OFF	Sankranti	72902110	19427020	53475090	273.70
Cashback	Sankranti	37233000	16524000	20709000	123.68
50% OFF	Diwali	23422444	15818496	7603948	48.10
50% OFF	Diwali	7239208	8243422	-1004214	-12.05
30% OFF	Diwali	22342110	6500210	15841900	242.62
Total		347860150	140701188	207158962	106.31

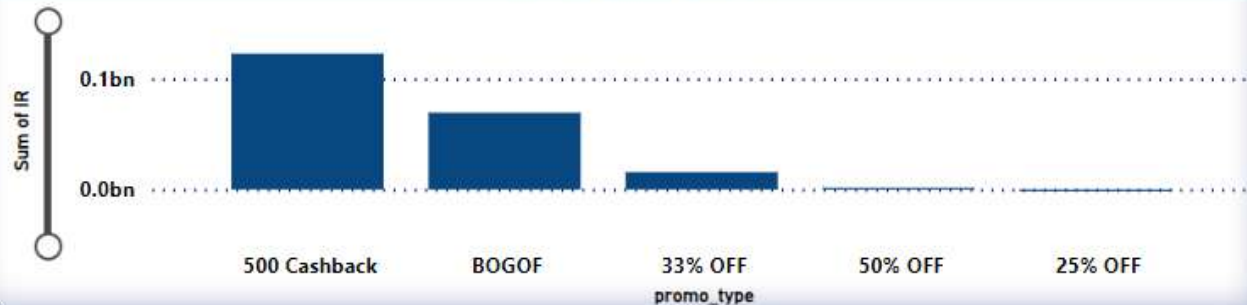
Incremental QS - Promo_type

quantity_sold_variation by promo_type



IR - Promo_type

Sum of IR by promo_type



Balance Metric - Promo_type

Balance Metric by promo_type





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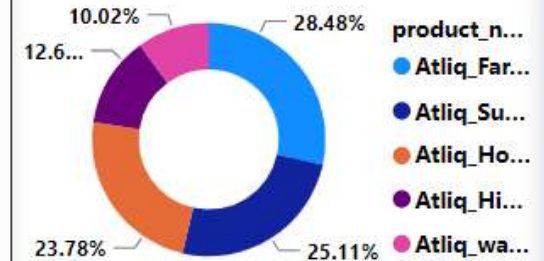
348M

Overall Performance

category	product_name	Sum of QS_After_promo	Sum of Incremental QS	Sum of quantity_sold_variation
Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	81290	32340	48950
Grocery & Staples	Atliq_Suflower_Oil (1L)	74478	31309	43169
Combo1	Atliq_Home_Essential_8_Product_Combo	63180	22299	40881
Home Appliances	Atliq_High_Glo_15W_LED_Bulb	29928	8245	21683
Home Appliances	Atliq_waterproof_Immersion_Rod	23685	6468	17217
Grocery & Staples	Atliq_Sonamasuri_Rice (10KG)	53235	37281	15954
Home Care	Atliq_Curtains	16317	4592	11725
Grocery & Staples	Atliq_Masoor_Dal (1KG)	37341	26040	11301
Total		435473	209050	226423

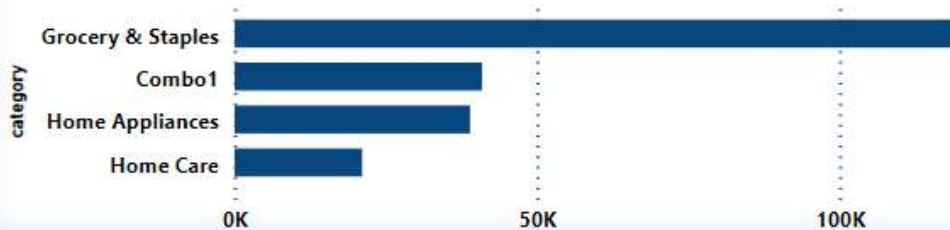
Incremental Quantity_Sold - Product

Sum of quantity_sold_variation by product_name



Incremental Quantity_Sold - Category

Sum of quantity_sold_variation by category



Correlation Between Promotion & Category

promo_type	Combo1	Grocery & Staples	Home Appliances	Home Care	Personal Care
25% OFF		↓ -771754		↓ -347760	↓ -55350
33% OFF		↘ 15664212			
50% OFF					↓ 709624
500 Cashback	↑ 122643000				
BOGOF		↘ 27731650	↘ 25150390	↘ 16434950	