



Store Performance

Promotion Type

Product & Category

City

Campaign

Promo Type

Incremental Revenue

155M | ↑ 211.28%

Total Revenue [Before Promotion] : 141M

Total Revenue [After Promotion] : 296M

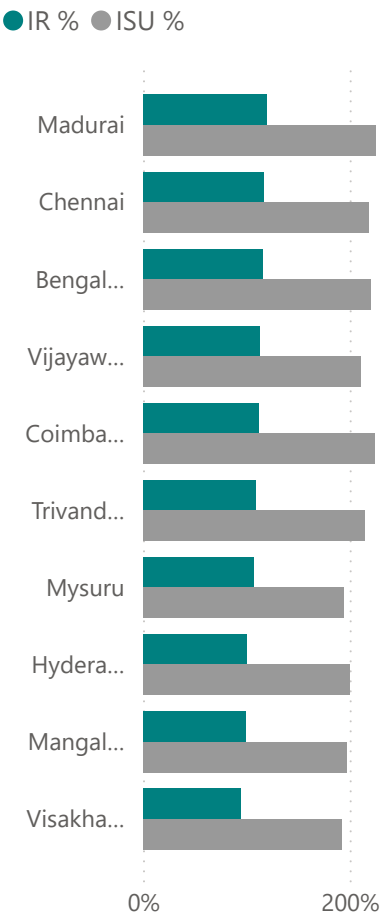
Incremental Sold Units

442K | ↑ 110.10%

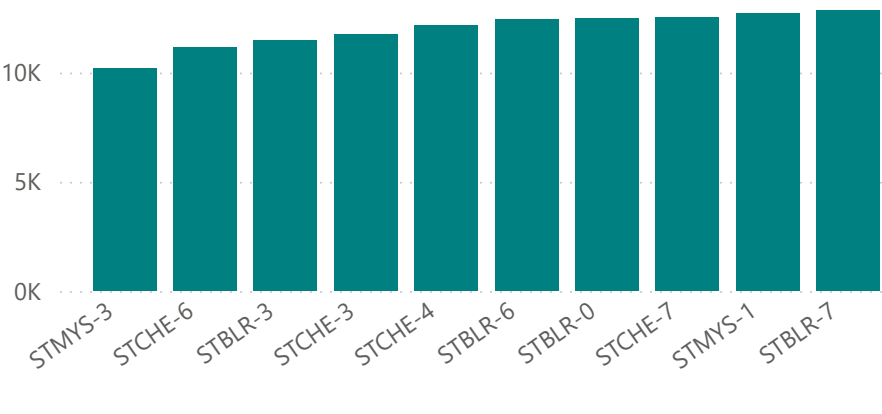
Quantity Sold [Before Promotion] : 209K

Quantity Sold [After Promotion] : 651K

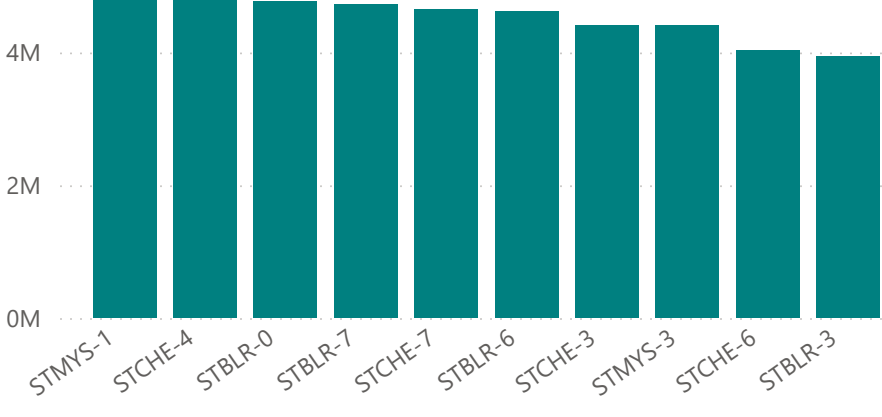
Cities with Highest Revenue



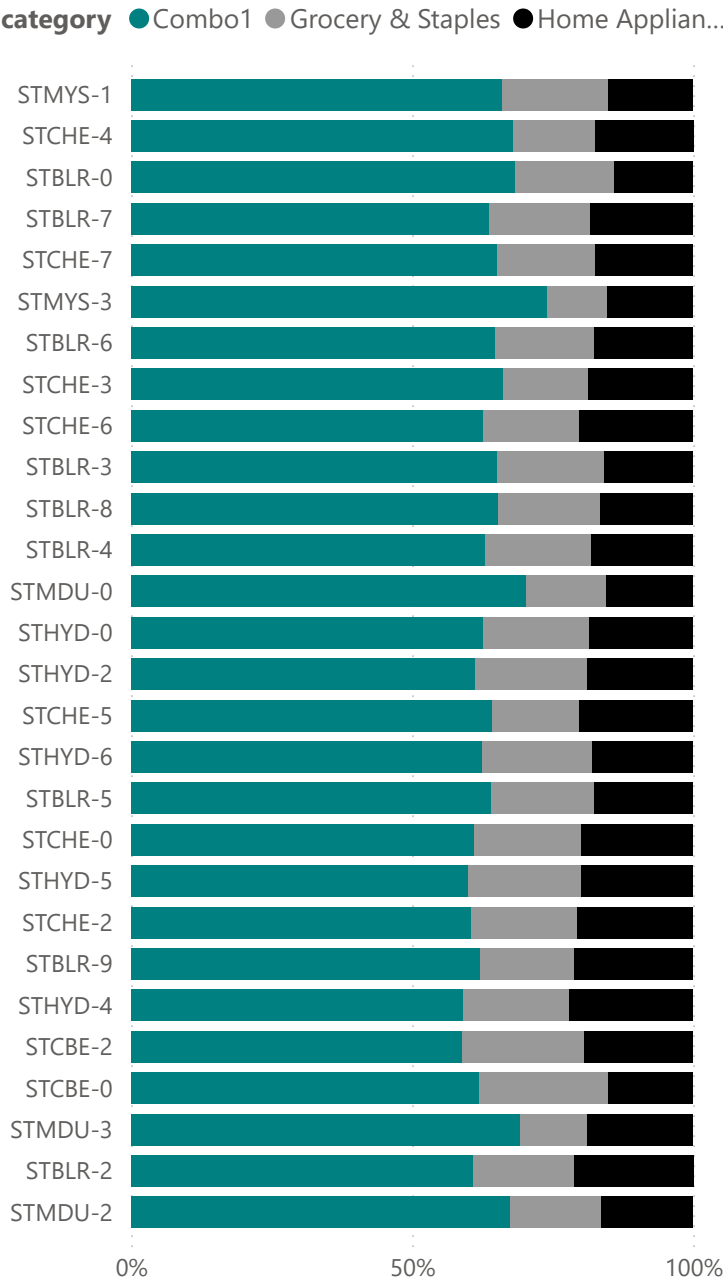
Bottom 10 Stores by ISU



Top 10 Stores by IR



Stores With Top3 Categories Based on IR





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Product & Category

City

All

Campaign

All

Promo Type

All

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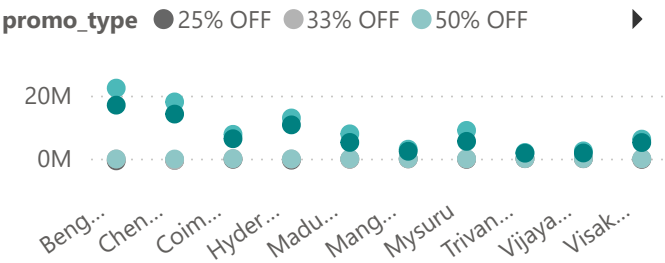
Incremental Sold Units

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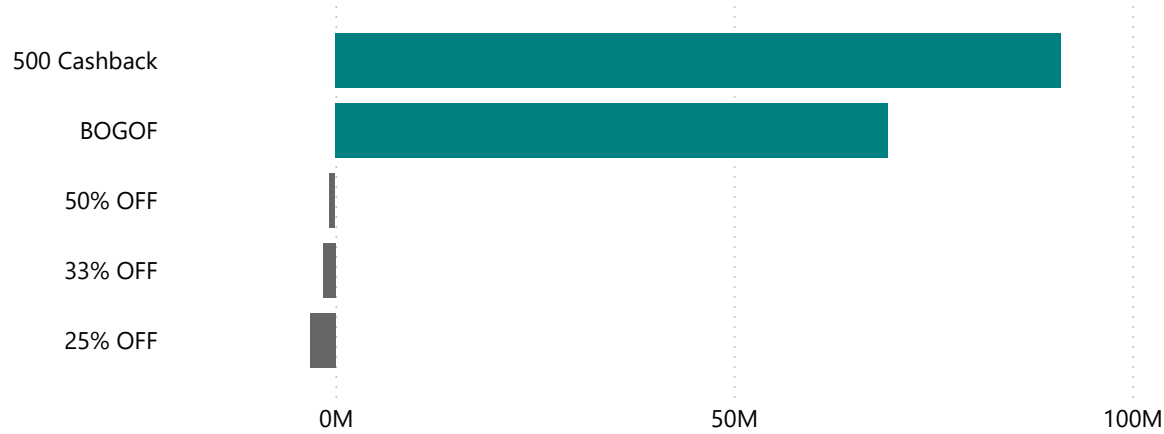
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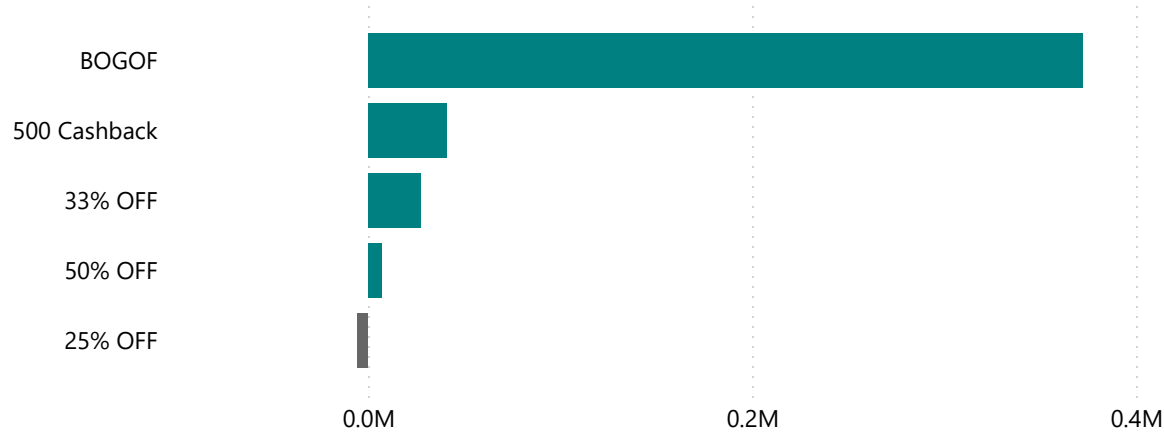
City-wise Promotion Analysis



Promo Type by Incremental Revenue



Promo Type by Incremental Sold Units



Campaign-wise Promotion Analysis

Campaign Name	Promo Type	ISU	IR
Diwali	25% OFF	↓ -4.53K	↓ -3M
	33% OFF	↑ 13.97K	↓ 0M
	50% OFF	↑ 5.23K	↓ -1M
	500 Cashback	↑ 33.98K	↑ 77M
	BOGOF	↑ 58.90K	↑ 16M
	Total	107.55K	89M
Sankranti	25% OFF	↓ -1.19K	↓ 0M
	33% OFF	↑ 13.29K	↓ -1M
	50% OFF	↑ 1.70K	↓ 0M
	500 Cashback	↑ 6.90K	↑ 15M
	BOGOF	↑ 313.43K	↑ 53M
	Total	334.13K	66M
Total		441.68K	155M



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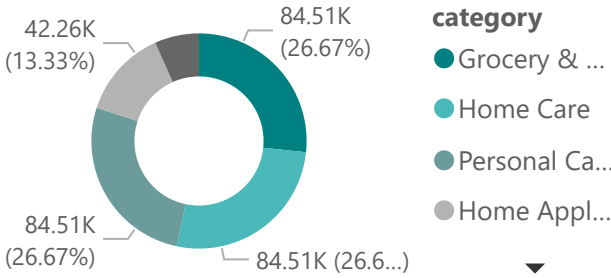
Incremental Sold Units

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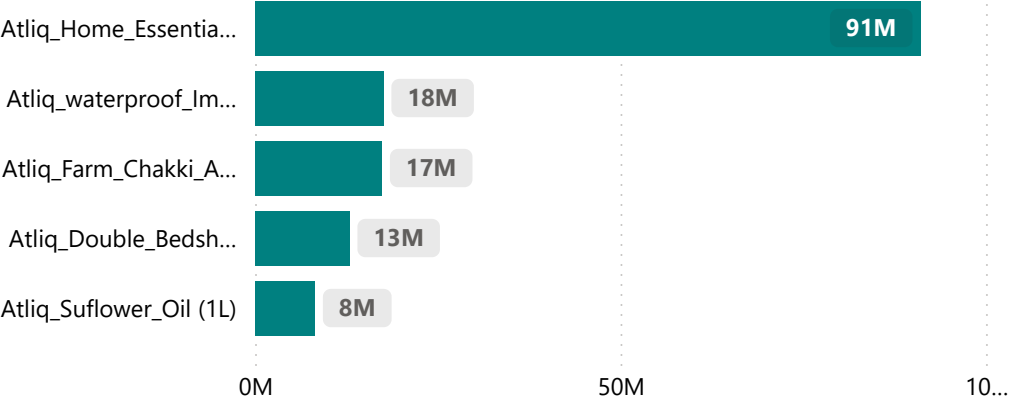
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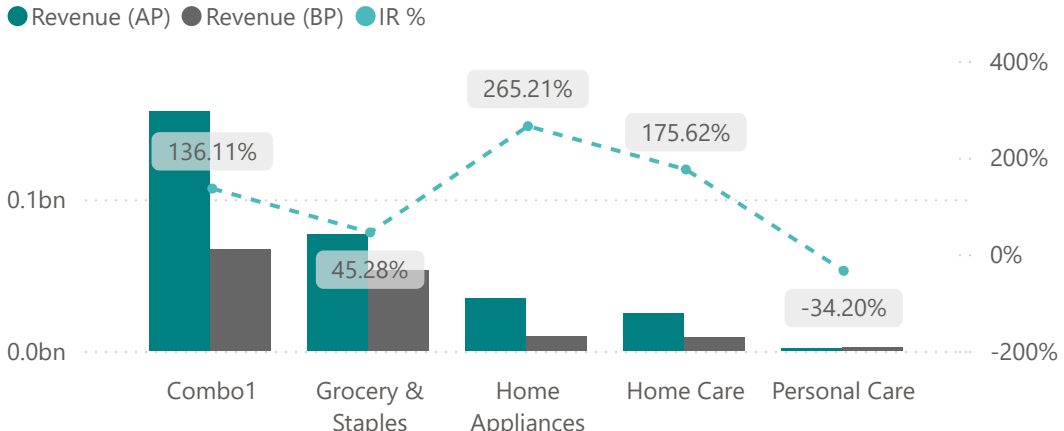
Sales Lift % By Category



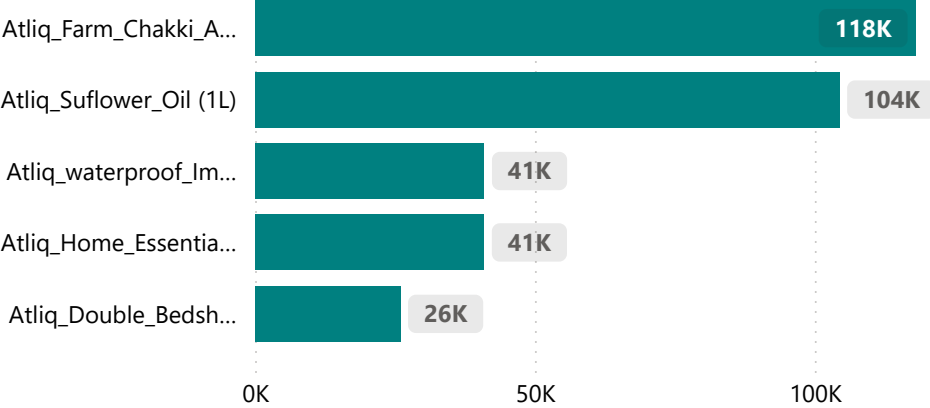
Top 5 Products by IR



Before & After Promo Revenue Analysis



Top 5 Products by ISU



Before & After Promo Units Sold Analysis

