

Store Performance

KEY METRICS

OVERALL REVENUE

389M

STORE COUNT

50

OVERALL UNITS SOLD

SOLD

645K

ADDITIONAL REVENUE

107M %CHANGE 76% ▲

ADDITIONAL UNITS SOLD

226K %CHANGE 108% ▲

CATEGORY

All

PRODUCT

All

CAMPAIGN

All

PROMO TYPE

All

CITIES

Bengaluru

Chennai

Coimbatore

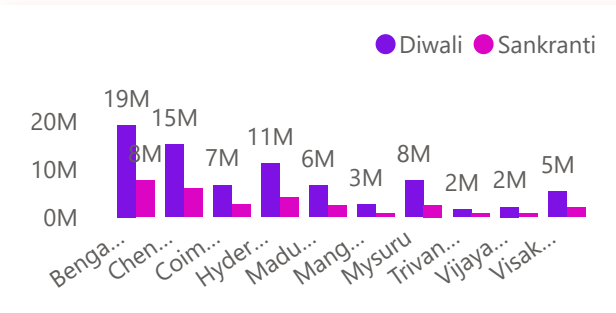
Hyderabad

Madurai

Mangalore

Clear slicers

Stores by Additional Revenue



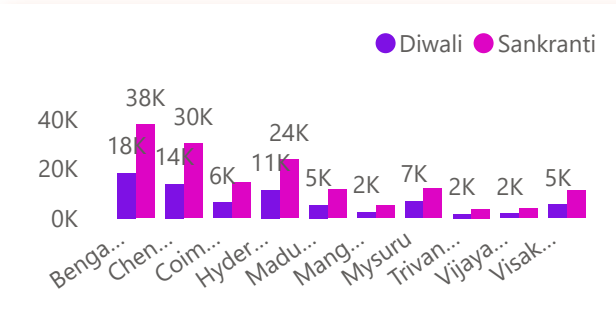
Stores Additional revenue

STBLR-0	3506984
STBLR-3	2780073
STBLR-6	3292205
STBLR-7	3397407
STCHE-	3155340

Stores Additional revenue

STCBE-4	127980
STCHE-1	137844
STMLR-0	78426
STMLR-1	127106

Stores by Additional Units Sold



Stores Additional units sold

STBLR-0	6487
STBLR-3	5777
STBLR-6	6573
STBLR-7	6859
STCHE-2	6001

Stores Additional units sold

STCBE-4	2927
STMLR-0	1952
STMLR-1	2784
STMLR-2	2664
STTRV-0	2733

Promotion Performance

KEY METRICS

OVERALL REVENUE

389M

PROMOTION TYPE

5

OVERALL UNITS SOLD

SOLD

645K

ADDITIONAL REVENUE

107M %CHANGE 76% ▲

ADDITIONAL UNITS SOLD

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CATEGORY

All

PRODUCT

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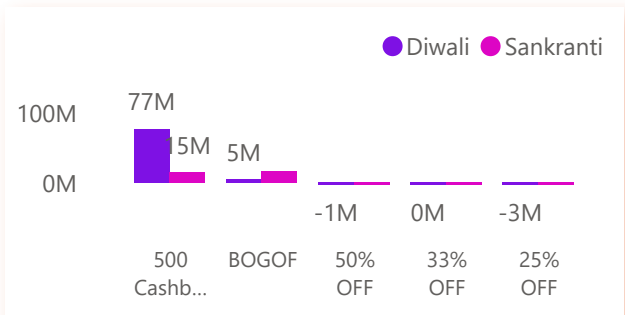
Hyderabad

Madurai

Mangalore

Clear slicers

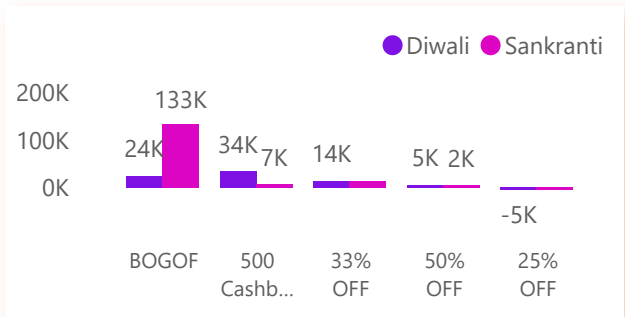
Stores by Additional Revenue



promo_type	Additional revenue
500 Cashback	910530
BOGOF	216948

promo_type	Additional revenue
25% OFF	-31745
33% OFF	-15633

Stores by Additional Units Sold



promo_type	Additional units sold
500 Cashback	408
BOGOF	1570

promo_type	Additional units sold
50% OFF	6931
25% OFF	-5717

Products&Categories Analysis

KEY METRICS

OVERALL REVENUE

389M

CATEGORY

5

OVERALL UNITS SOLD

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ADDITIONAL REVENUE

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ADDITIONAL UNITS SOLD

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CATEGORY

All

PRODUCT

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CAMPAIGN

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PROMO TYPE

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CITIES

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Chennai

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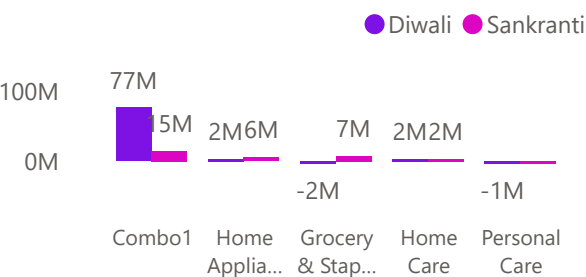
Hyderabad

Madurai

Mangalore

Clear slicers

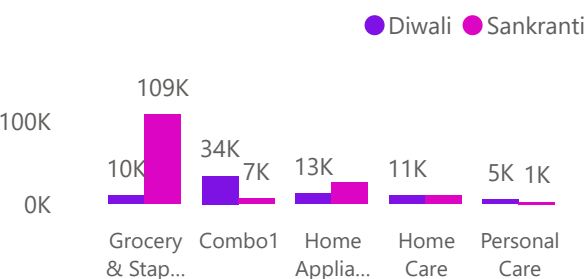
Stores by Additional Revenue



category	Additional revenue
Combo1	91053000
Home Appliances	7833640

category	Addition: revenue
Home Care	4147
Personal Care	-849

Stores by Additional Units Sold



category	Additic units s
Combo1	
Grocery & Staples	1

category	Addition: units sold
Home Care	2106
Personal Care	620

Chi-squaretest



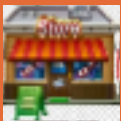
X SQUARE

1.42K

DEGREE OF FREEDOM

16

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Store
Performance



Promotion
Performance



Products &
Categories

Observed Frequency

category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF	Total
category						
Grocery & Staples	200	100			100	400
Home Appliances			100		100	200
Home Care	150		50	100	100	400
Personal Care	50		150		200	400
Total	400	200	300	100	500	1500

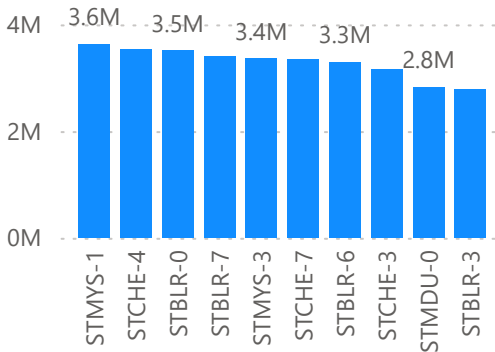
Expected Frequency

category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
category					
Grocery & Staples	106.67	53.33		200.00	133.33
Home Appliances			40	50.00	66.67
Home Care	106.67		80	200.00	133.33
Personal Care	106.67		80	133.33	133.33

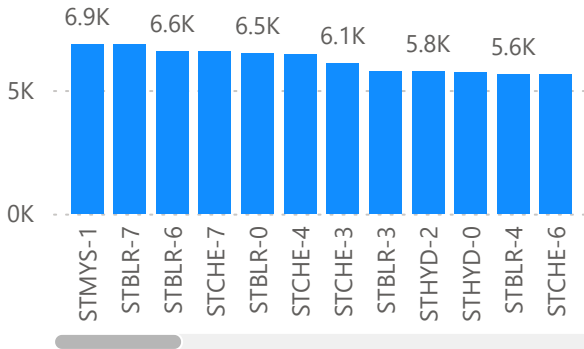
X SQUARE TABLE

category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
category					
Grocery & Staples	81.67	40.83		200.00	8.33
Home Appliances			90.00	50.00	16.67
Home Care	17.60		11.25	50.00	8.33
Personal Care	30.10		61.25	133.33	33.33

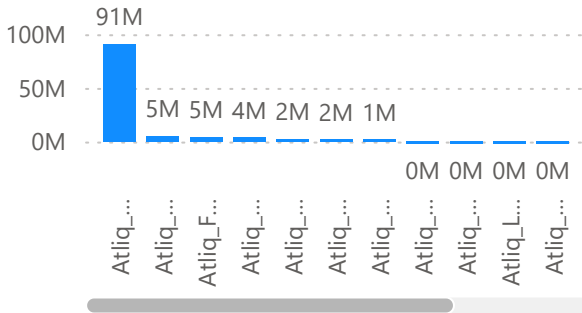
incrementalrevenue by store_id



incremental units sold by store_id



incremental revenue by product_name



incremental units sold by product_name

