**BUSINESS REQUESTS**

**1.**Provide a list of products with a base price greater than 500 and that are featured in promo type of ‘BOGOF’ (Buy One Get One Free).

This information helps us to identify high-value products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.

**2.**Generate a report that provides an overview of the number of stores in each city.

The results will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence. Which will assist in optimising retail operations.

**3.**Generate a report that displays each campaign along with the total revenue generated before and after the campaign

This report should help in evaluating the financial impact of our promotional campaigns

**4.**Produce a report that calculates the incremental sold quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%

This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

**5.**Create a report featuring top 5 products, ranked by incremental revenue percentage (IR%), across all campaigns the report will provide essential information including product name, category, and IR%.

This analysis helps to identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimisation.

**Store Performance Analysis:**

**6.**which are the Top 10 stores in terms of incremental revenue (IR)generated from the promotions?

**7.** which are the Bottom 10 stores in terms of incremental Sold Units (ISU) generated from the promotions?

**Promotion Type Analysis:**

**8.**What are the Top 2 promotion types that resulted in the highest incremental Revenue?

**9.**What are the Bottom 2 promotion types in terms of their impact on incremental sold units?

**Product and Category Analysis:**

**10.**which product categories saw the most significant lift in sales from the promotions?

**11.**Are there specific products that respond exceptionally well or poorly to promotions?