

## **conclusions**

- The promotional results were notably successful, resulting in a substantial increase in sales of 107,348,989.
- Specifically, promotions during Diwali yielded an incremental revenue of 77,748,772 and 72.13% of total incremental revenue, whereas Sankranti promotions generated 29,600,217.
- Upon analysing the sales data, it's evident that Diwali promotions drove a significant increase in revenue. Despite selling fewer units (73,085), the revenue was considerably higher compared to Sankranti, which saw a higher quantity sold (153,338). This suggests potential differences in pricing strategies or product mix between the two promotional periods.
- During Diwali promotions, the '500 cashback' promotion type and 'Combo 1' product category notably contributed to the increase in sales quantity, with Bangalore emerging as the top revenue-generating region.
- Conversely, during Sankranti promotions, the 'BOGOF' (Buy One Get One Free) promotion type and 'Combo 1' product category were most effective in increasing sales quantity.
- Bengaluru stands out as the highest-selling state, contributing 24.9% to total sales, highlighting its importance as a key market for our products.
- Promo type 500 cashback receives the most incremental revenue of 91,053,000 and 88.60% of the total incremental revenue

## **Suggestions**

Based on the analysis of the promotions data, it's clear that different promotion types and product categories have varying impacts on sales performance during Diwali and Sankranti promotions.

- Consider leveraging similar cashback promotions in future Diwali campaigns, as they have demonstrated strong sales performance.
- Continue to prioritize the promotion of products within the "Combo 1" category, as they resonate well with customers.

- Continue to utilise BOGOF promotions in future Sankranti campaigns, as they have proven to be highly effective.

- Further invest in marketing initiatives targeting Bangalore, leveraging its strong performance in revenue generation.
- It's important to mention that during Sankranti promotions, the "Atta Chakki" product sold a lot, showing it was quite popular with customers. On the other hand, during Diwali promotions, the "Home Essential Product Combo" sold in big numbers, although it sold fewer than the "Atta Chakki." This tells us that even though the "Atta Chakki" had lower sales volume, its profit percentage per product was higher during Diwali promotions, indicating it was more profitable despite selling fewer units.