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PROMOTION CAMPAIGN ANALYSIS

This report provides insights about Promotional Campaign at a Retail Store summarizing Product and Category Analysis, Promotion Type and Store Performance.

**Promotion Type
Analysis**

**Store
Performance
Analysis**

**Product &
Category
Analysis**

Store Performance Analysis

City

All

Campaign Name

All

Promo Type

All

141M

Total Revenue

114.37K

Total IR

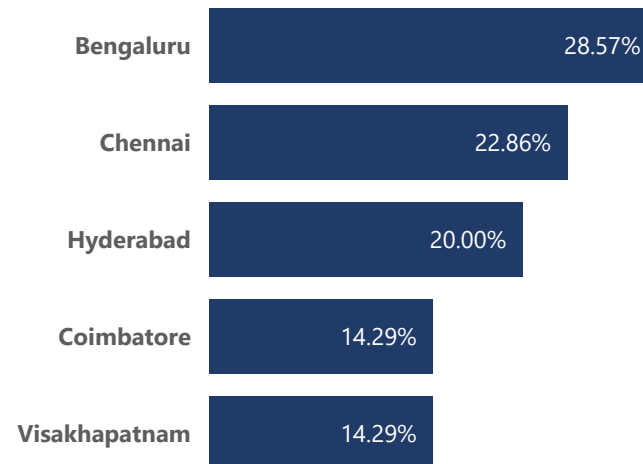
226K

Total ISU

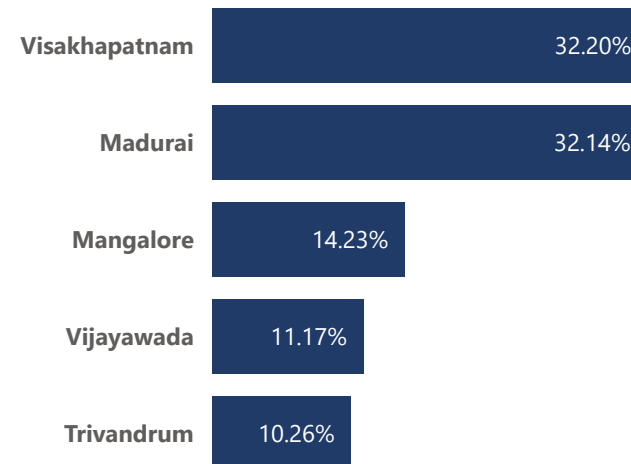
50

Total Stores

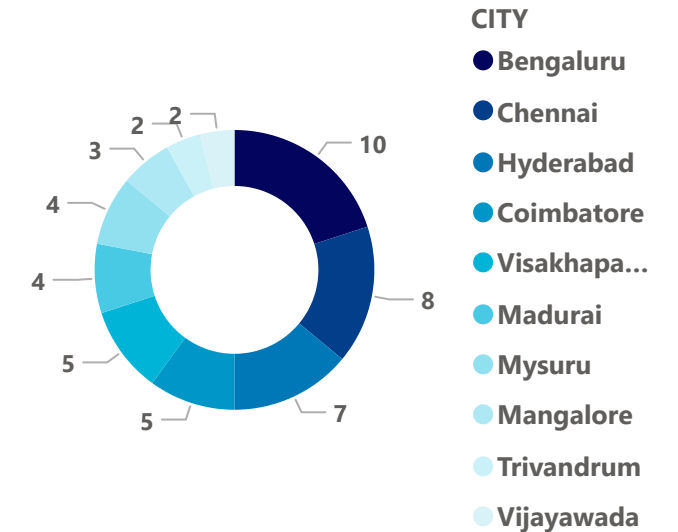
TOP 5 CITIES BY IR



BOTTOM 5 CITIES BY ISU



TOTAL CITIES IN EACH CITY



IR = INCREMENTAL REVENUE ISU = INCREMENTAL SOLD UNITS

Promotion Type Analysis

City

All

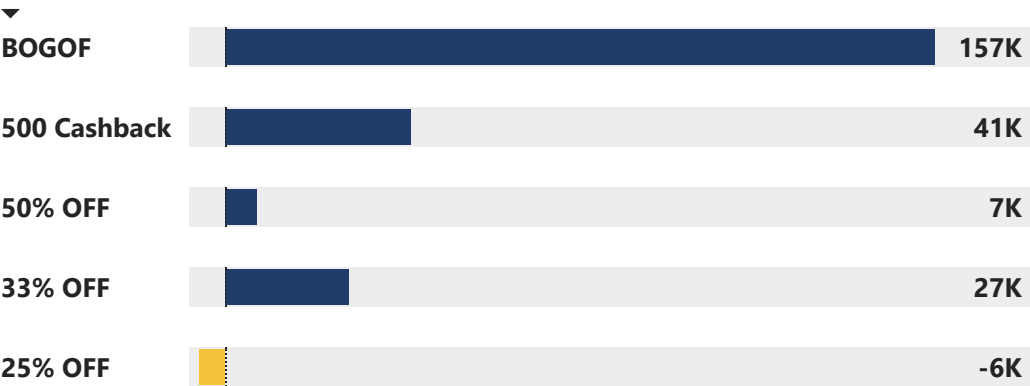
Campaign Name

All

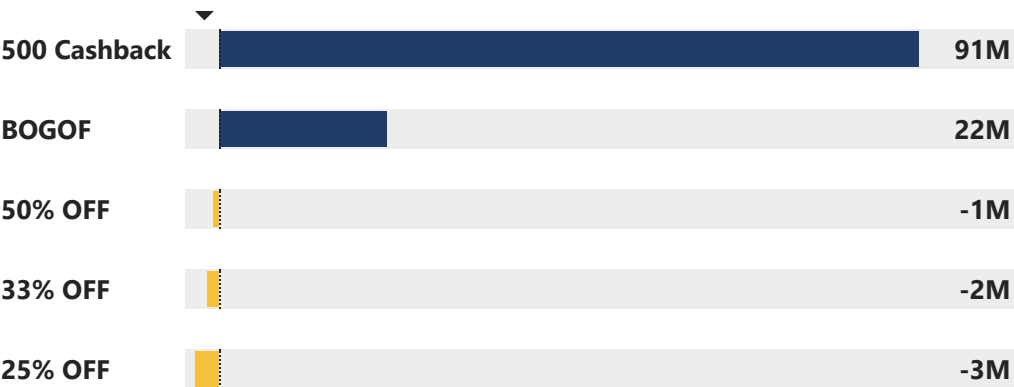
Promo Type

All

INREMENTAL UNITS SOLD BY PROMO TYPE



INCREMENTAL REVENUE BY PROMO TYPE



CAMPAIGN NAME

PROMO TYPE

IR

ISU

Diwali

500 Cashback	77M	34K
BOGOF	5M	24K
33% OFF	0M	14K
50% OFF	-1M	5K
25% OFF	-3M	-5K
Total	78M	73K

Sankranti

BOGOF	17M	133K
500 Cashback	15M	7K
50% OFF	0M	2K
25% OFF	0M	-1K
33% OFF	-1M	13K
Total	30M	153K

Total

107M

226K

Product & Category Analysis

City

All

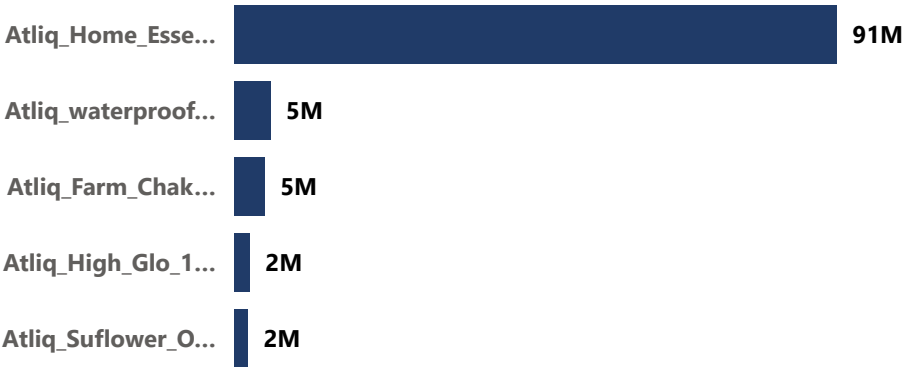
Campaign Name

All

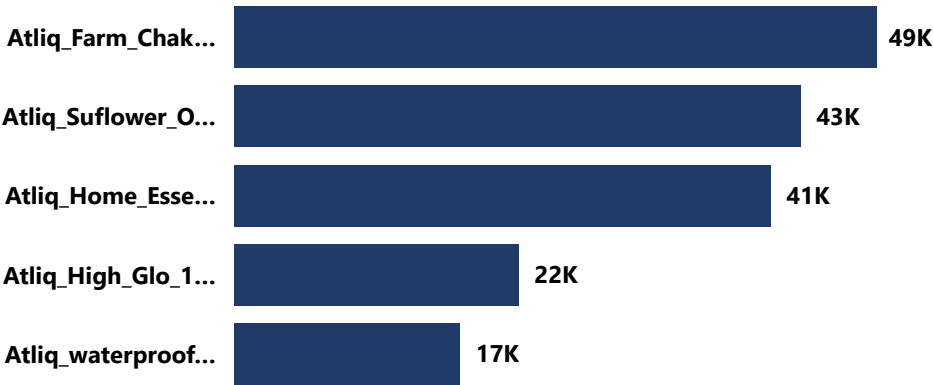
Promo Type

All

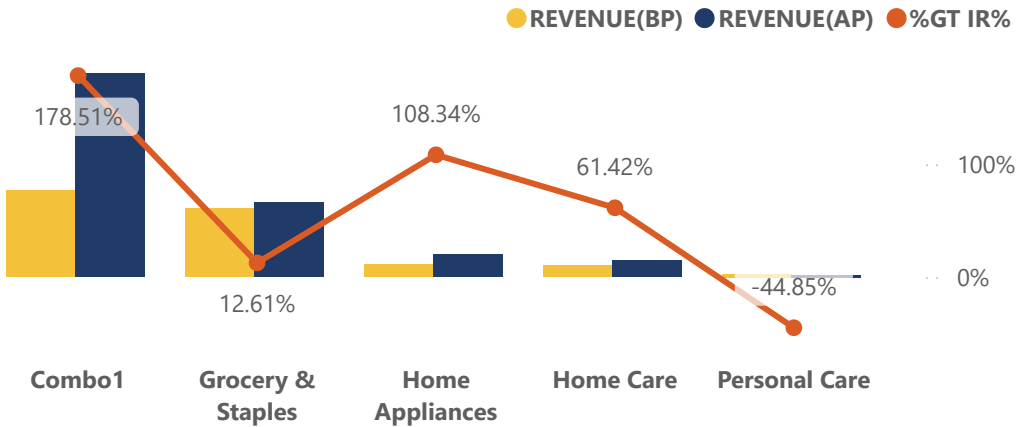
TOP 5 PRODUCTS BY IR



TOP 5 PRODUCTS BY ISU



PRE AND POST-PROMO REVENUE ANALYSIS



PRE AND POST-PROMO QUANTITY SOLD ANALYSIS

