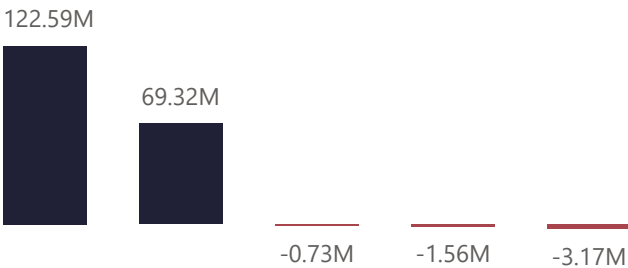


OVERVIEW

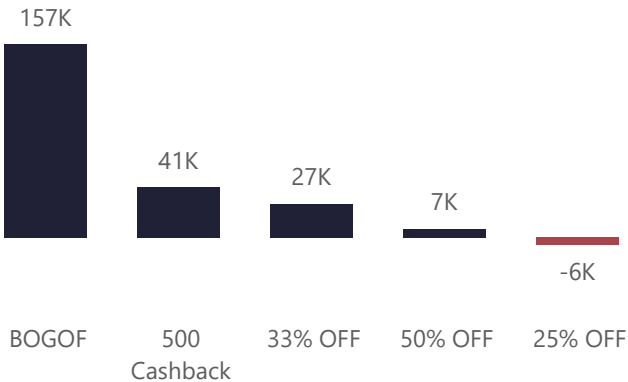
Here's a quick look at visual representations indicating the impact of diverse promotional offers on a range of products available in stores across various cities in Southern India.

Rise in Sales Volume	Rise in Sales Revenue	Incremental Revenue	Incremental Sales Quantity
226K	186.45M	132.51%	108.31%

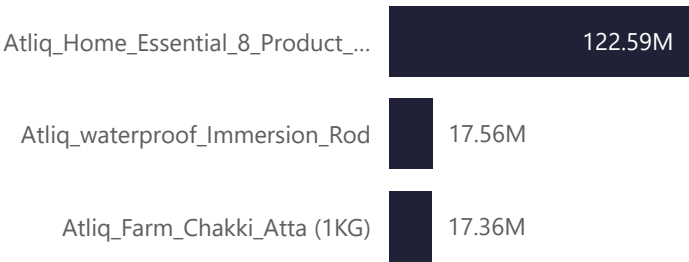
Incremental Revenue by Promo Types



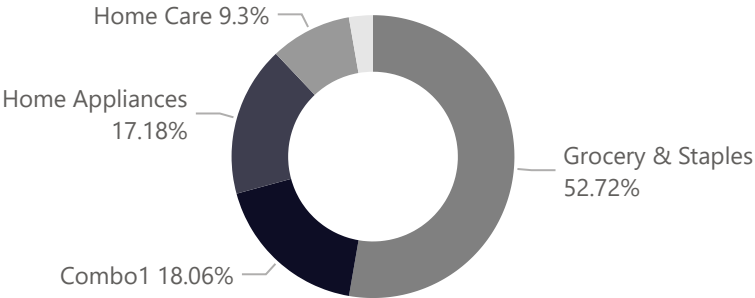
Incremental Sales Quantity by Promo Types



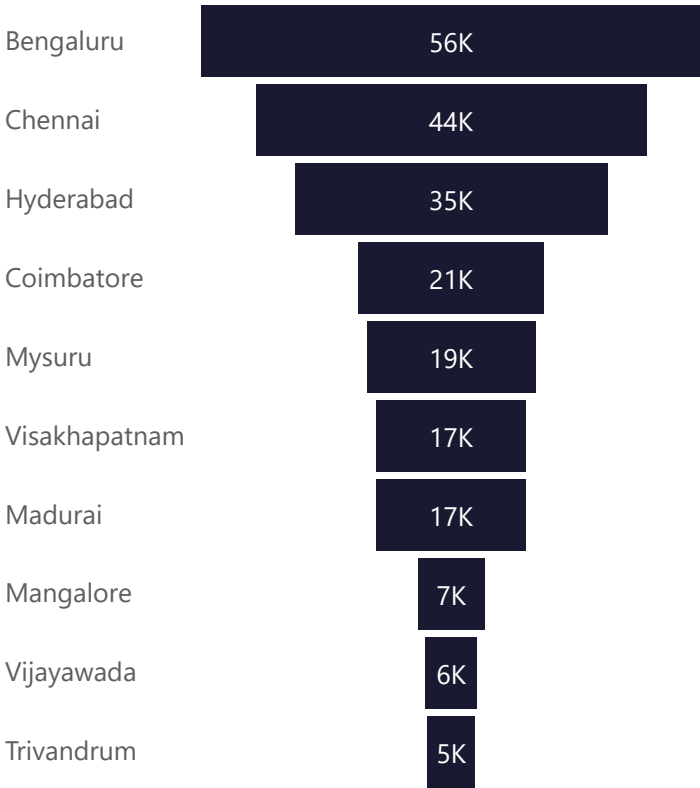
Top 3 Products with highest Incremental Revenue



Product category contribution in Incremental sales



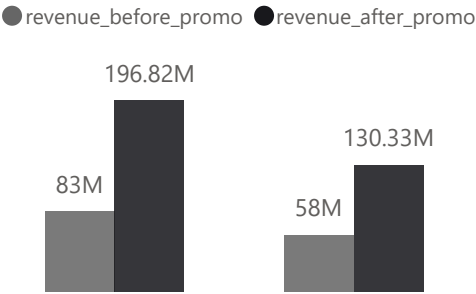
Distribution of Incremental Sales Quantity by City



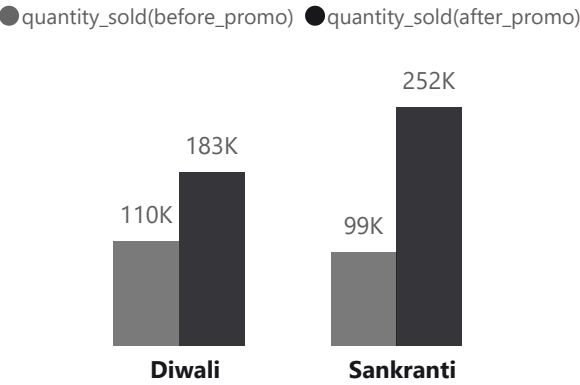
CAMPAIGN COMPARISON

A comparative analysis of two campaigns-  
> Camp\_1: Diwali 2023  
> Camp\_2: Sankranti 2024

Revenue comparison



Sales Volume Comparison

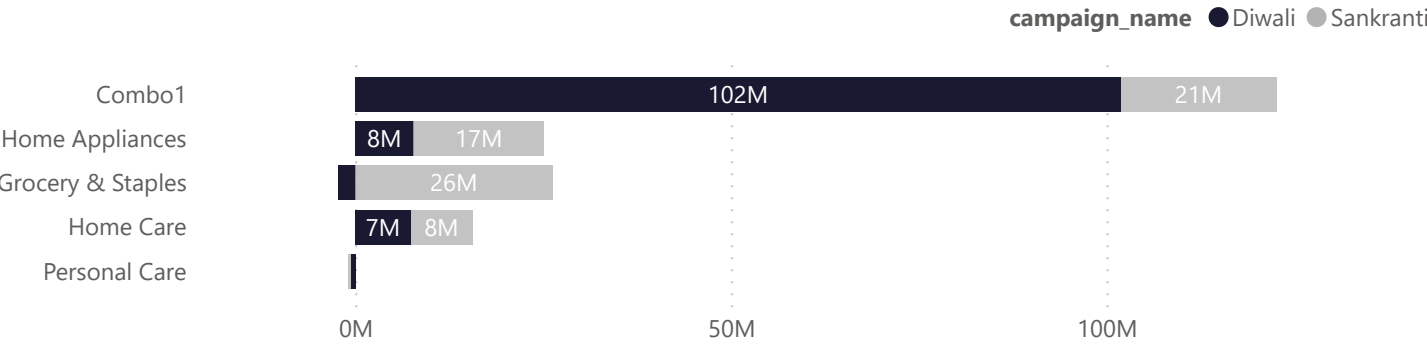


DIWALI

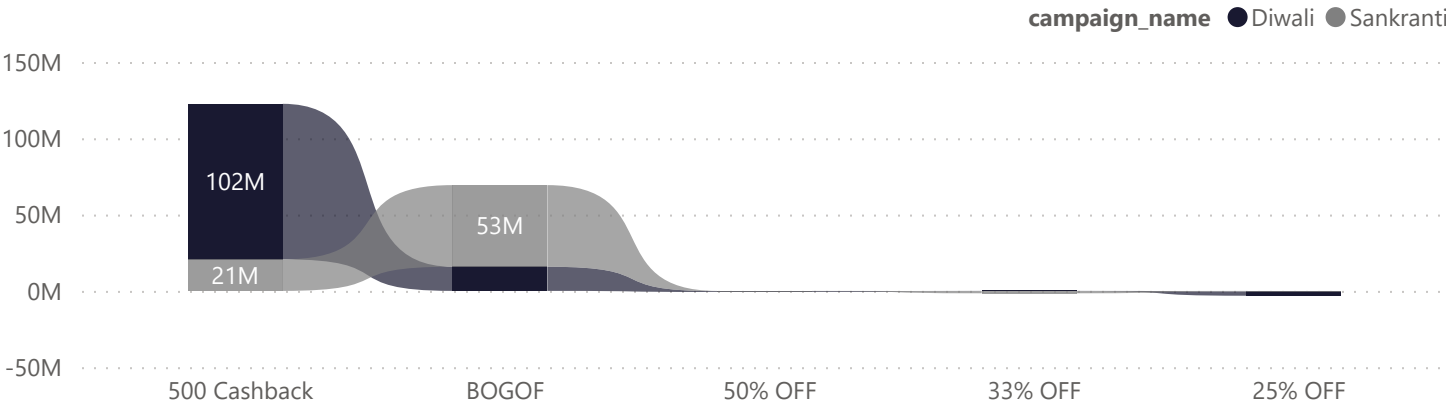
SANKRANTI

Incremental Sales	Incremental Revenue	Incremental Sales	Incremental Revenue
66.25%	138.36%	155.31%	124.21%

Product Category performance in each campaign as per Incremental revenue



Promo type contribution in Incremental Revenue in each campaign

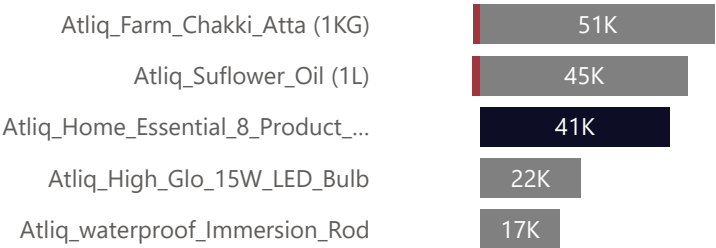


ANALYSIS AT PRODUCT LEVEL

Rise in Sales Volume	Rise in Sales Revenue	Incremental Revenue	Incremental Sales Quantity
226K	186.45M	132.51%	108.31%

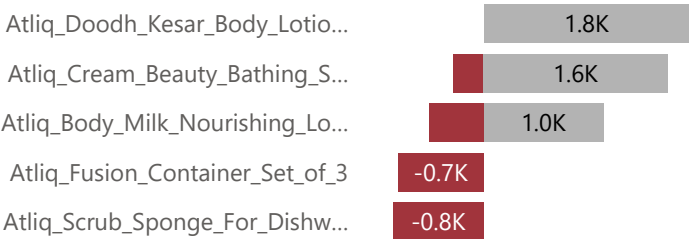
Top 5 Products with as per ISU categorized by promo type

promo\_type 25% OFF 500 Cashback BOGOF



Bottom 5 Products with as per ISU categorized by promo type

promo\_type 25% OFF 50% OFF



Product category as per ISU

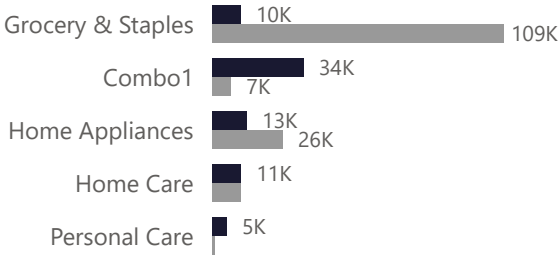
category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1				40881	
Grocery & Staples	-3474	27255			95593
Home Appliances					38900
Home Care	-1512				22580
Personal Care	-731		6931		

Product category as per IR

category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1				122.59M	
Grocery & Staples	-2.18M	-1.56M			27.73M
Home Appliances					25.15M
Home Care	-0.88M				16.43M
Personal Care	-0.12M		-0.73M		

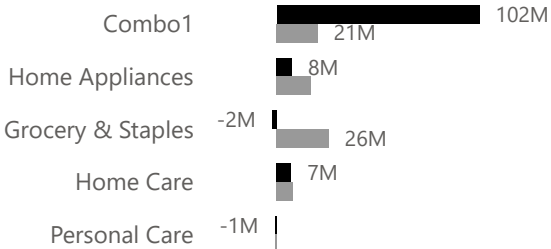
Product Category as per ISU

campaign\_... Diwali Sankranti



Product Category as per IR

campaign\_... Diwali Sankranti



STORE PERFORMANCE ANALYSIS

Rise in Sales Volume	Rise in Sales Revenue	Incremental Revenue	Incremental Sales Quantity
226K	186.45M	132.51%	108.31%

Top 10 Stores as per IR(%)

STCHE-7	168.83%
STMDU-0	168.30%
STBLR-0	167.67%
STBLR-7	166.41%
STMYS-3	166.27%
STMYS-1	165.55%
STCBE-2	163.39%
STCHE-3	162.66%
STCHE-4	161.94%
STBLR-6	160.42%

Bottom 10 Stores as per IR(%)

STMYS-2	101.52%
STBLR-1	98.65%
STCBE-4	95.88%
STHYD-3	94.28%
STMLR-0	92.80%
STVSK-4	92.60%
STHYD-1	91.04%
STCHE-1	89.90%
STVSK-3	88.49%
STMYS-0	82.32%

Top 5 Stores as per ISU

store_id	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
STBLR-0	-140	588	178	1310	4551
STCHE-7	-39	663	191	1199	4546
STBLR-6	-142	888	251	1166	4410
STBLR-7	-134	969	276	1198	4550
STMYS-1	-169	1039	251	1300	4441

Top 10 Stores as per Incremental Revenue VS Product category & Names

store_id	Combo1	Grocery & Staples	Home Appliances	Home Care	Personal Care
STMYS-1	38,99,000.00	8,48,476.54	6,75,910.00	4,51,102.50	-15,175.50
STCHE-4	39,17,000.00	6,33,220.78	7,65,300.00	4,65,333.75	-20,824.50
STBLR-0	39,29,000.00	7,67,357.40	6,11,620.00	4,13,376.25	-18,730.00
STBLR-7	35,93,000.00	7,74,279.08	7,80,290.00	4,51,038.75	-15,020.50
STCHE-7	35,96,000.00	7,40,484.72	7,29,130.00	4,56,315.00	-21,704.00

ANALYSIS BY PROMO TYPE

Analyzing the impact of each promo type applied, figuring out the most successful and least successful promotions.

Rise in Sales Volume

226K

Rise in Sales Revenue

186.45M

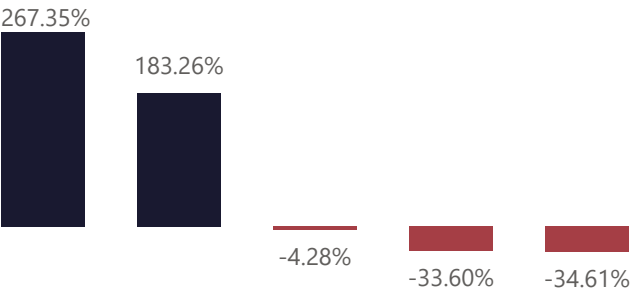
Incremental Revenue

132.51%

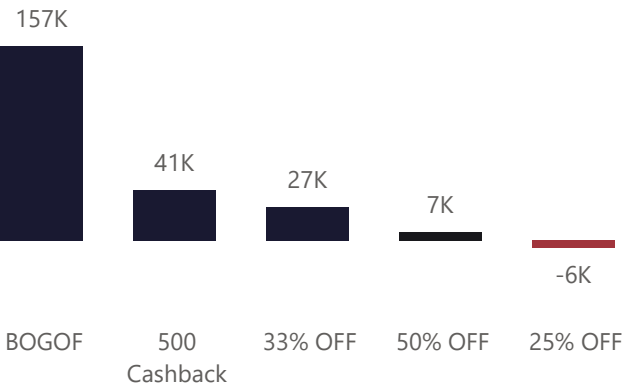
Incremental Sales Quantity

108.31%

Incremental Revenue (%) by Promo Types



Incremental Sales Quantity by Promo Types

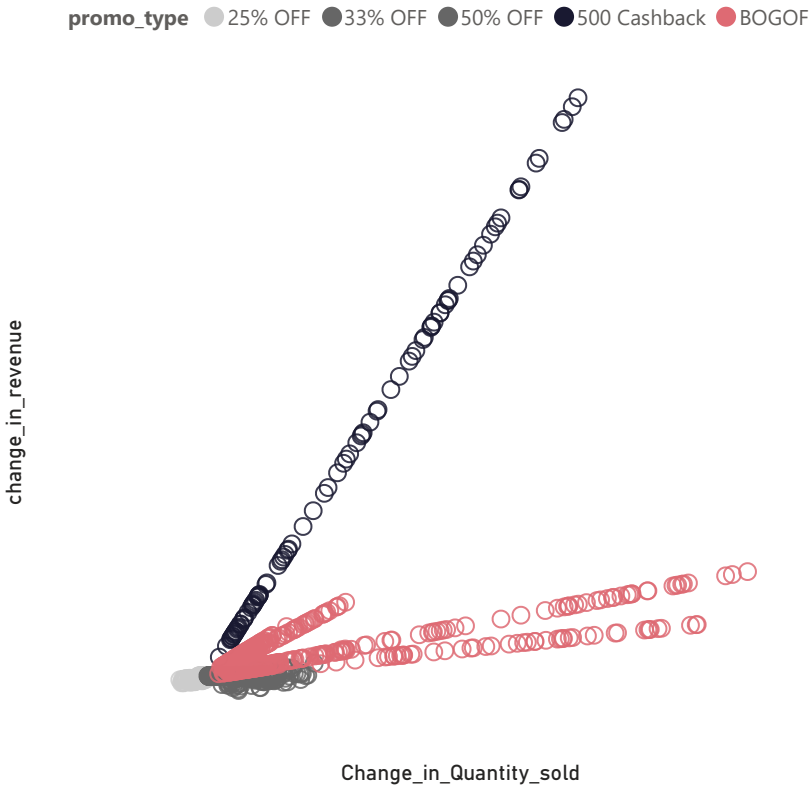


Promo types Ranking

promo_type	IR_ranks	ISU_ranks	composite_rank
25% OFF	5	5	5
33% OFF	3	3	3
50% OFF	4	4	4
500 Cashback	2	2	2
BOGOF	1	1	1

To find out the promotions that strike the best balance between incremental sold units and maintaining healthy margins, promotions have been ranked first based on ISU and IR separately and then composite rank has been calculated for each promotion by assigning equal weights to both parameters.

Incremental Sold Units vs Incremental Revenue based on Promo type



ANALYSIS AT CITY LEVEL

Rise in Sales Volume

226K

Rise in Sales Revenue

186.45M

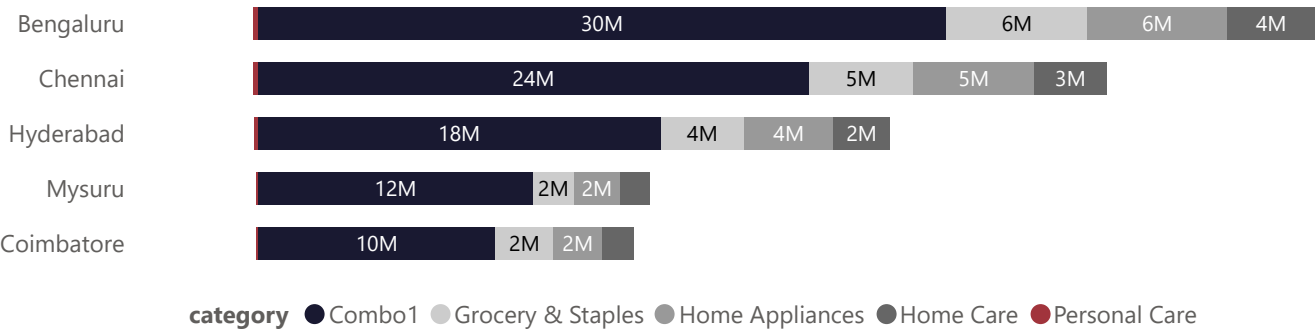
Incremental Revenue

132.51%

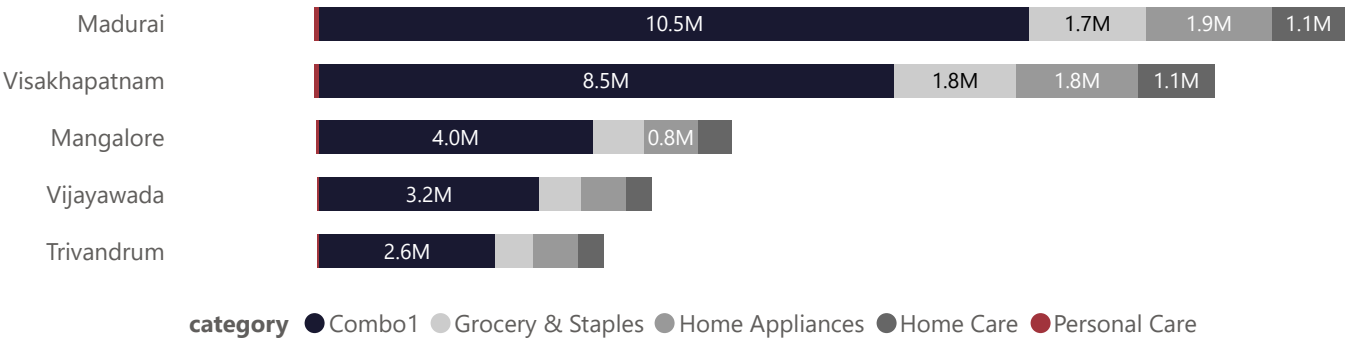
Incremental Sales Quantity

108.31%

Product Category contribution in Incremental Revenue for Top 5 Cities



Product Category contribution in Incremental Revenue for Bottom 5 Cities



city	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Bengaluru	-1350	6934	1814	9991	38581
Chennai	-970	4342	1050	8001	31345
Coimbatore	-513	2671	671	3453	14468
Hyderabad	-940	4700	1291	5845	24140
Madurai	-382	1480	311	3485	11817
Mangalore	-221	791	195	1344	5291
Mysuru	-534	2581	617	3995	12242
Trivandrum	-56	655	155	866	3717
Vijayawada	-133	711	180	1082	3969
Visakhapatnam	-618	2390	647	2819	11503

The above analysis indicates the variation in the quantity sold corresponding to each type of promotion implemented.