



DASHBOARD



STORES



PROMOTION



PRODUCT

DASHBOARD

STORES

PROMOTION

PRODUCT



435K

After Promotions Sold Units



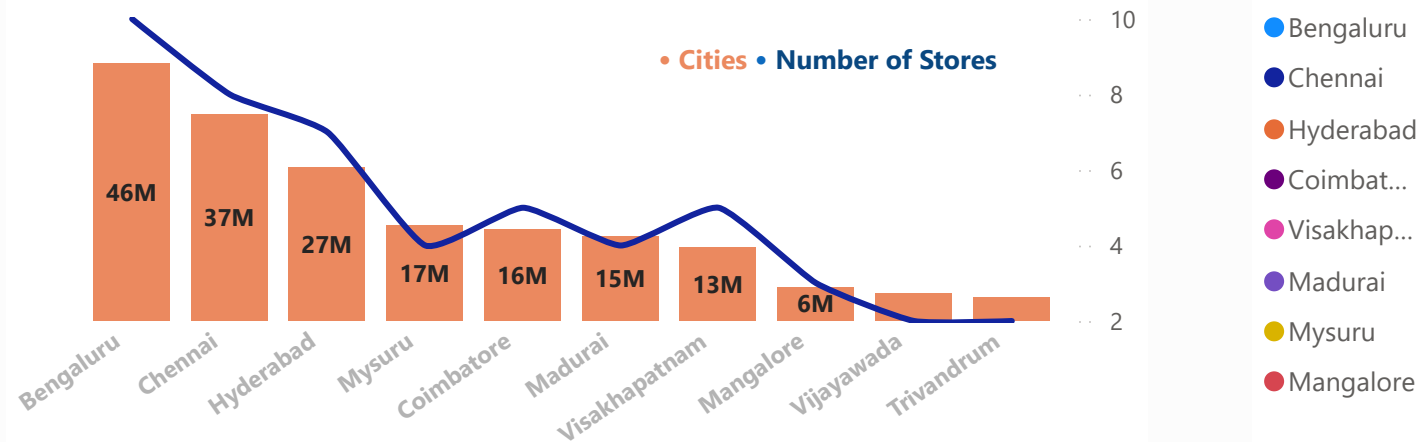
226K

Incremental Sold Units



186.45M

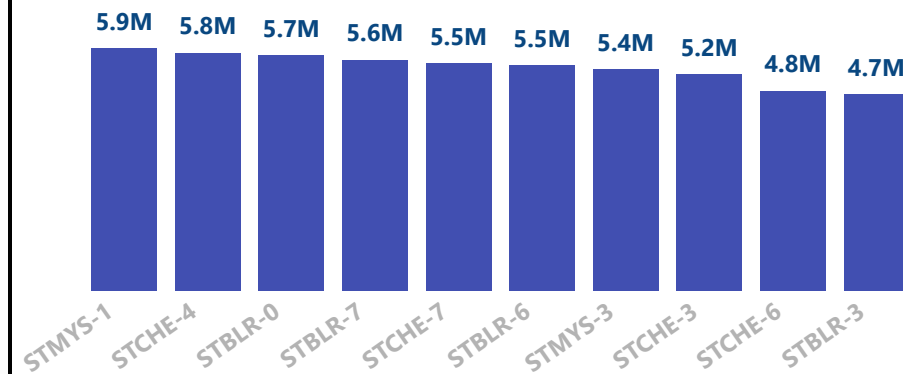
Incremental Revenue



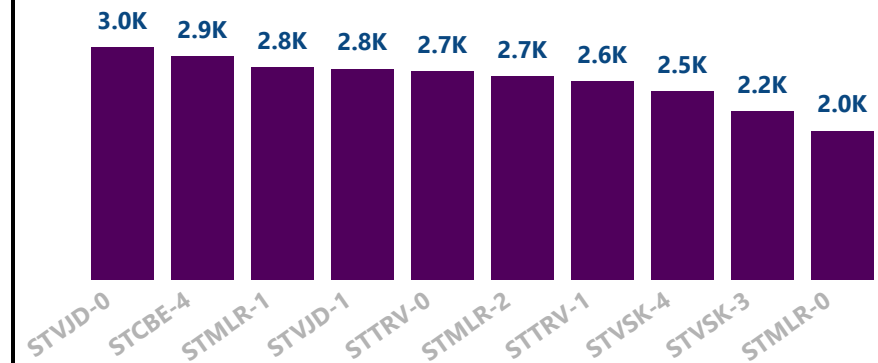
● Bengaluru
● Chennai
● Hyderabad
● Coimbatore
● Visakhapatnam
● Madurai
● Mysuru
● Mangalore



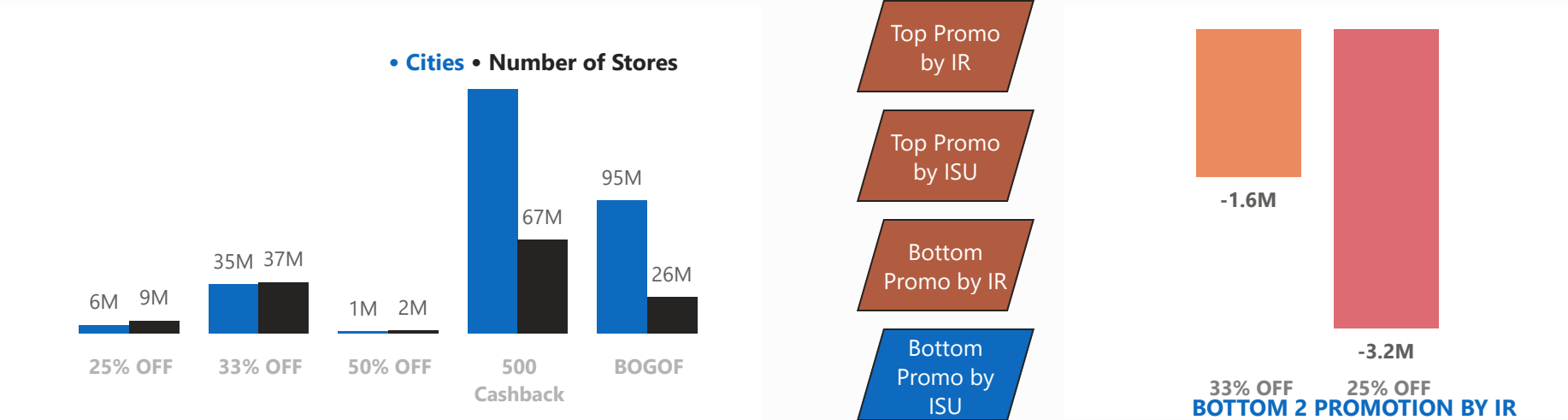
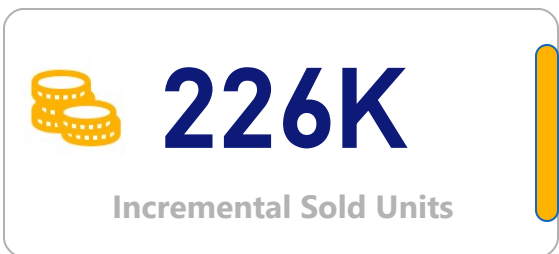
TOP STORES 10 BY INCREMENTAL REVENUE (IR)



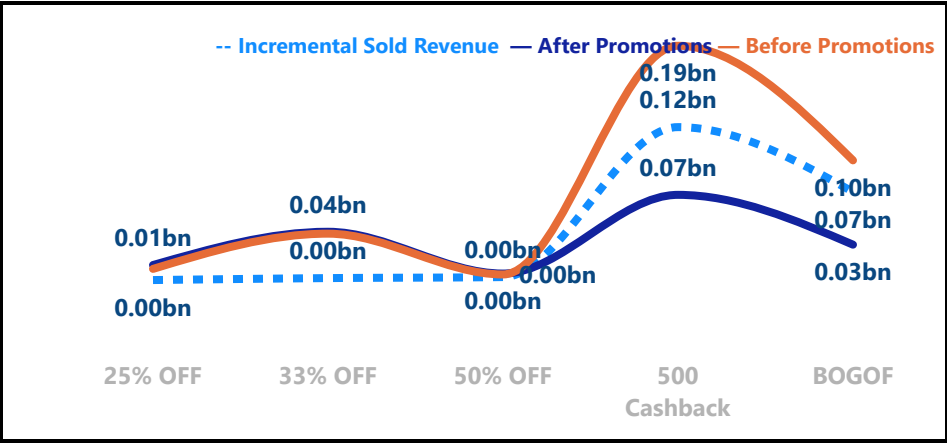
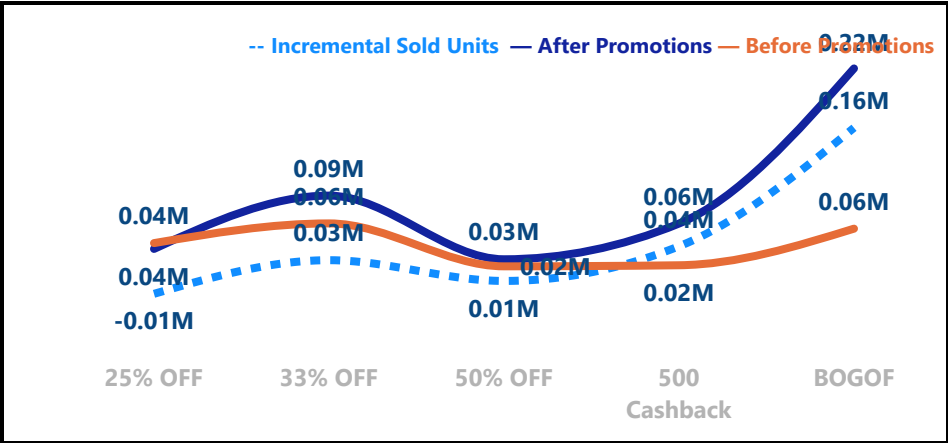
BOTTOM 10 STORES BY INCREMENTAL SOLD UNITS (ISU)



- DASHBOARD
- STORES
- PROMOTION
- PRODUCT



BALANCE BETWEEN IR & ISU



435K

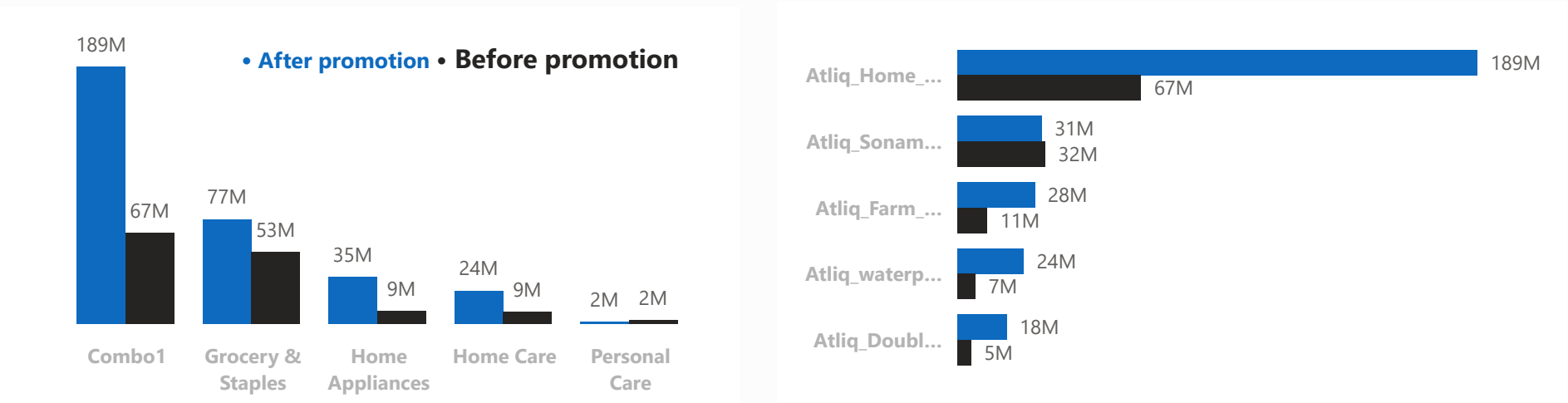
After Promotions Sold Units

226K

Incremental Sold Units

186.45M

Incremental Revenue



PRODUCT CATEGORY & PROMOTIONS EFFECTIVENESS

Category	After Promotion Revenue (INR)	Before Promotion Revenue (INR)	After Promotions Sold Units	Before Promotion Sold Units	Baseline Revenue (INR)
+ Combo1	52.76M	17M	17590	5520	36.20M
+ Grocery & Staples	19.26M	12M	62164	29770	6.85M
+ Home Appliances	9.23M	2M	14345	3543	6.96M
+ Home Care	6.29M	2M	10237	4587	4.24M
+ Personal Care	0.40M	1M	7689	6018	-0.19M
Total	87.95M	34M	112025	49438	54.06M