**CODE**

**BASICS**

**Recommended Insights**

**Store Performance Analysis:**

* **Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?**
* **Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?**
* **How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?**

**Promotion Type Analysis:**

* **What are the top 2 promotion types that resulted in the highest Incremental Revenue?**
* **What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?**
* **Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?**
* **Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?**

**Product and Category Analysis:**

* **Which product categories saw the most significant lift in sales from the promotions?**
* **Are there specific products that respond exceptionally well or poorly to promotions?**
* **What is the correlation between product category and promotion type effectiveness?**

**Note: The above insight ideas are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.**

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