So goin on to the dataset Atlique ran 2 promotional campaigns one which is named Diwali during the the Indian festival Diwali between 12th to 18th Nov and also in Sankranti between 10th jan to 16th jan.

They have many products of various categries namely Grocery and staples , Home care,Personal Care,Home appliances and also combo in which they sell similar products together.

They have their stores in southern part of India in cities such as Bengaluru , Hyderabad , Vishakapatnam and many other.

There are 1500 records in the fact table.

Atlique have applied various types of promotional offers such as cashbacks of 500 and discounts like 50% off etc.

Recommended insights

* Top 10 stores incremental\_revenue

From the graph we can see the store 1 of Mysuru has significant sales of 9.98 ml

Followed by store 4 of Chennai with sales of 9.8 million

* Top cities by revenue

Major cities of India as shown starting from Bengaluru with 83.7 million ,Chennai with 66.7 million and Hyderabad with 53.1 million and so on.

This is because Bengaluru ,Hyderabad , Chennai have more number of stores from all the stores

* Bottom 10 stores by units solds

Store 0 of mangalore , store 1 of Trivandrum have done lesser sales wrt to units sold in the promotional time.

**Imp**

The average units sold per store in cities such as Mangalore, Vijayawada, Trivandrum, and Madurai exhibit promising figures. There is a potential for improvement in these cities, and this improvement can be achieved by increasing the number of stores.