

# Product\_&\_category\_Analysis

Category	Revenue_After_Promo
Combo1	189.54M
Grocery & Staples	76.72M
Home Appliances	17.32M
Home Care	13.54M
Personal Care	3.13M
Grand Total	300.24M

Row Labels	Revenue_After_Promo
Combo1 Home Essential	189.54M
Grocery & Staples Farm Chakki	16.32M
Grocery & Staples Masoor Dal (1KG)	6.42M
Grocery & Staples Sonamasuri Rice (10KG)	45.78M
Grocery & Staples Suflower Oil (1L)	8.19M
Home Appliances High Glo	5.24M
Home Appliances waterproof Immersion	12.08M
Home Care Curtains	2.45M
Home Care Double Bedsheet	8.96M
Home Care Fusion Container	1.86M
Home Care Scrub Sponge	0.27M
Personal Care Body Milk	0.67M
Personal Care Cream Beauty	0.48M
Personal Care Doodh Kesar	1.33M
Personal Care Lime Cool	0.64M
Grand Total	300.24M

Increment_Qunty_Sold	Column Labels					
Category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF	Grand Total
Combo1				40.9K		40.9K
Grocery & Staples	-3.5K	27.3K			95.6K	119.4K
Home Appliances					38.9K	38.9K
Home Care	-1.5K				22.6K	21.1K
Personal Care	-0.7K		6.9K			6.2K
Grand Total	-5.7K	27.3K	6.9K	40.9K	157.1K	226.4K

# Performance\_Type\_Analysis

Top_2_Promo_Type	Increment_Revenue
500 Cashback	122.64M
BOGOF	21.69M
Grand Total	144.34M

Bottom_2_Promo_Type	Increment_Qty_Sold
25% OFF	-5.72K
50% OFF	6.93K
Grand Total	1.21K

Discount_%	Increment_Qty_Sold
25% OFF	-5.72K
33% OFF	27.26K
50% OFF	6.93K
Grand Total	28.47K

CashBack	Increment_Qty_Sold
500 Cashback	40.88K
Grand Total	40.88K

BOGOF	Increment_Qty_Sold
BOGOF	157.07K
Grand Total	157.07K

Row Labels	Increment_Qty_Sold	Increment_Revenue
BOGOF	157.07K	21.69M
25% OFF	-5.72K	-1.17M
33% OFF	27.26K	15.66M
50% OFF	6.93K	0.71M
500 Cashback	40.88K	122.64M
Grand Total	226.42K	159.54M

## Store\_Performance\_Analysis

Top_Stores	Increment Revenue
STBLR-0	4.91M
STBLR-3	4.05M
STBLR-6	4.69M
STBLR-7	4.80M
STCHE-3	4.45M
STCHE-4	5.03M
STCHE-6	4.03M
STCHE-7	4.69M
STMYS-1	5.16M
STMYS-3	4.68M
Grand Total	46.49M

Bottom_Stores	Increment Quantity
STCBE-4	2.93K
STMLR-0	1.95K
STMLR-1	2.78K
STMLR-2	2.66K
STTRV-0	2.73K
STTRV-1	2.60K
STVJD-0	3.05K
STVJD-1	2.76K
STVSK-3	2.21K
STVSK-4	2.47K
Grand Total	26.15K

Stores_Prfrm_IN_City	%_of Qty Sold After_Promotion
Bengaluru	
STBLR-0	2.62%
STBLR-1	1.97%
STBLR-2	2.19%
STBLR-3	2.47%
STBLR-4	2.43%
STBLR-5	2.36%
STBLR-6	2.66%
STBLR-7	2.72%
STBLR-8	2.40%
STBLR-9	2.31%
<b>Bengaluru Total</b>	<b>24.14%</b>
Chennai	
STCHE-0	2.27%
STCHE-1	1.87%
STCHE-2	2.34%
STCHE-3	2.51%
STCHE-4	2.65%
STCHE-5	2.35%
STCHE-6	2.46%
STCHE-7	2.65%
<b>Chennai Total</b>	<b>19.12%</b>
Coimbatore	
STCBE-0	1.99%
STCBE-1	1.71%
STCBE-2	1.96%
STCBE-3	1.76%
STCBE-4	1.52%
<b>Coimbatore Total</b>	<b>8.93%</b>
Hyderabad	
STHYD-0	2.42%
STHYD-1	1.83%
STHYD-2	2.49%
STHYD-3	2.07%
STHYD-4	2.36%
STHYD-5	2.40%
STHYD-6	2.37%
<b>Hyderabad Total</b>	<b>15.94%</b>

## Store\_Performance\_Analysis

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[-] Madurai	
STMDU-0	1.91%
STMDU-1	1.73%
STMDU-2	1.76%
STMDU-3	1.76%
Madurai Total	7.16%
[-] Mangalore	
STMLR-0	1.03%
STMLR-1	1.19%
STMLR-2	1.21%
Mangalore Total	3.43%
[-] Mysuru	
STMYS-0	1.80%
STMYS-1	2.70%
STMYS-2	1.84%
STMYS-3	2.26%
Mysuru Total	8.60%
[-] Trivandrum	
STTRV-0	1.19%
STTRV-1	1.14%
Trivandrum Total	2.34%
[-] Vijayawada	
STVJD-0	1.32%
STVJD-1	1.23%
Vijayawada Total	2.55%
[-] Visakhapatnam	
STVSK-0	1.73%
STVSK-1	1.75%
STVSK-2	1.67%
STVSK-3	1.27%
STVSK-4	1.37%
Visakhapatnam Total	7.79%
Grand Total	100.00%