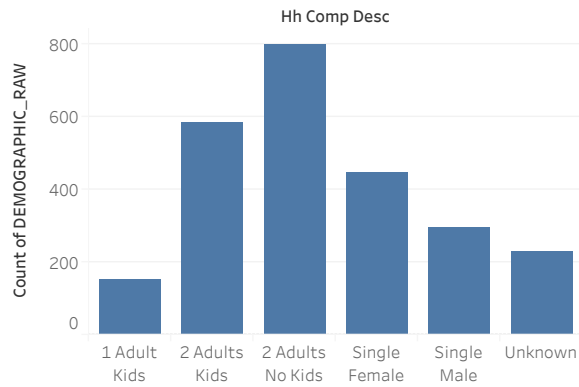
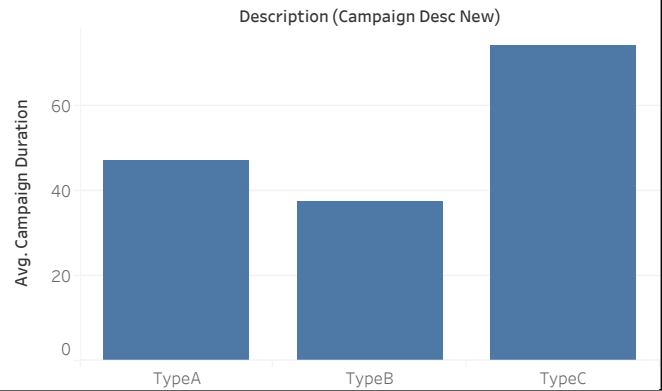


Descriptive Analysis

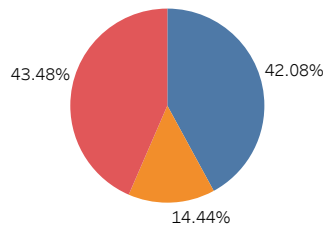
Household Comp Desc Wise Distribution



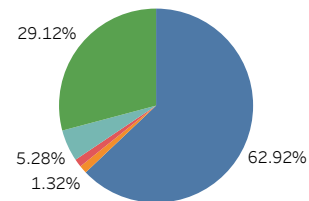
Campaign Description and Duration



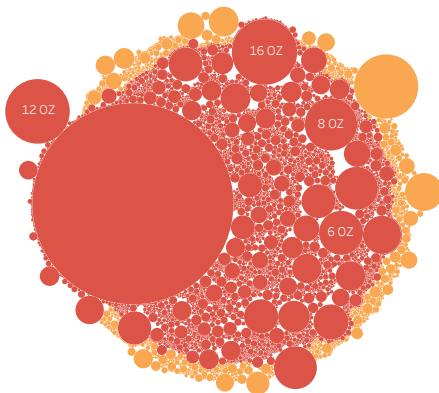
Marital Status wise distribution



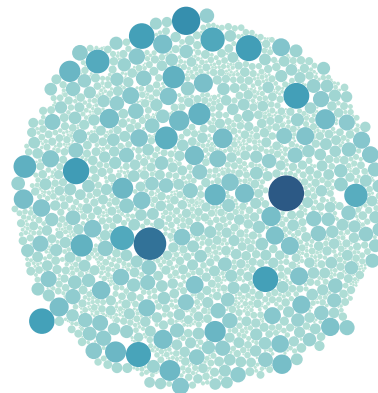
Homeowner Distribution



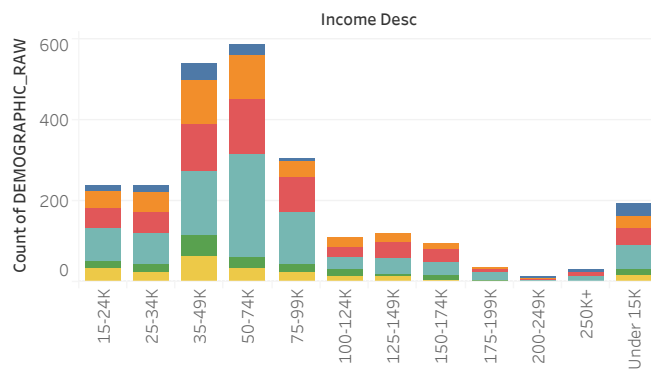
Size wise Brand distribution



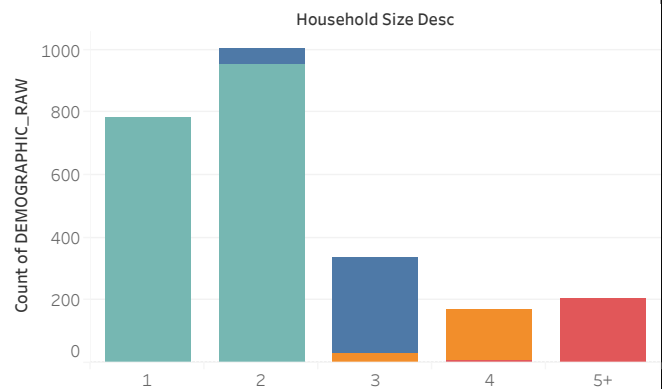
Sub Commodity Desc wise Brand distribution



Income and Age Distribution

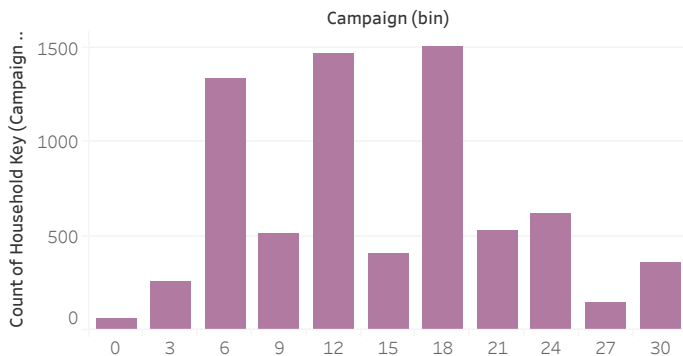


Household Size

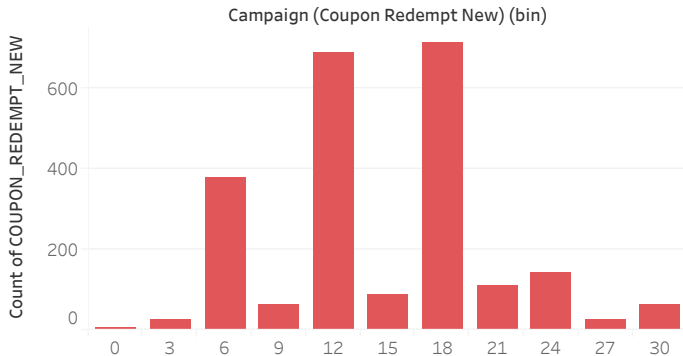


Campaign Performance Analysis

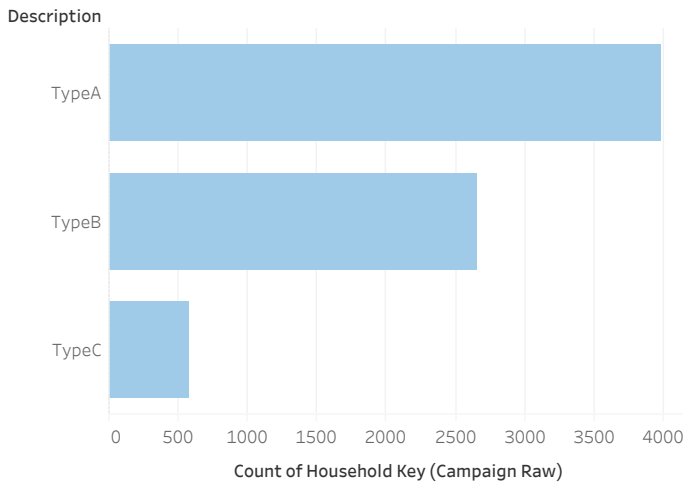
Campaign Group wise household count



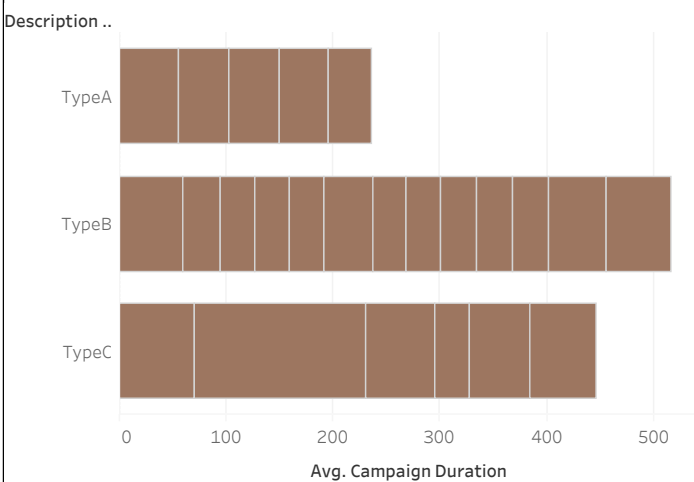
Campaign Group wise Coupon Redemption



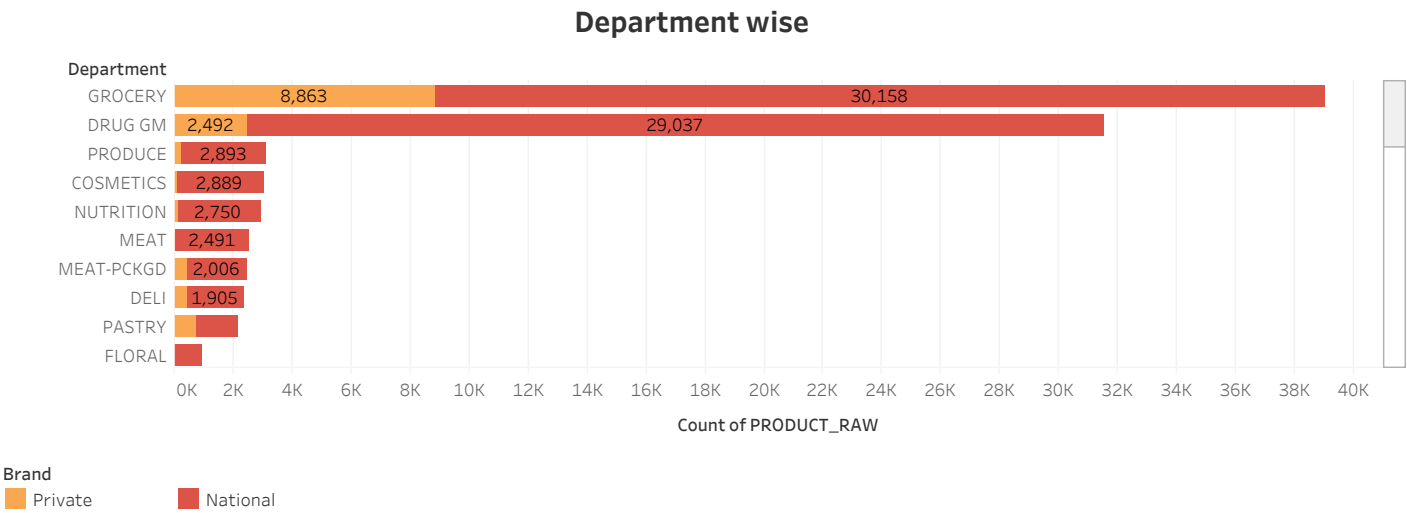
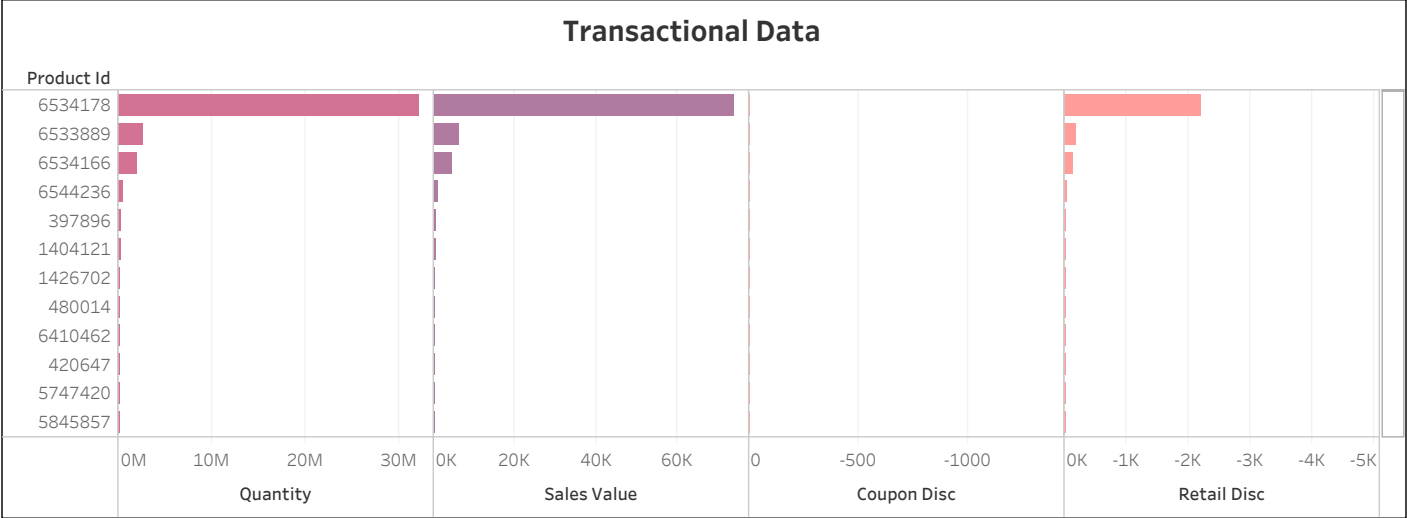
Campaign Group wise number of household



Campaign Duration with Start date and End date



Sales and Revenue Analysis



Market Basket Analysis

Frequently purchased product ID

| Product Id | Month of Date | | | | | |
|------------|---------------|------------|-----------|------------|----------|-----------|
| | January .. | February.. | March 2.. | April 2020 | May 2020 | June 2020 |
| 1082185 | ● | ● | ● | ● | ● | ● |
| 6534178 | ● | ● | ● | ● | ● | ● |
| 1029743 | ● | ● | ● | ● | ● | ● |
| 1106523 | ● | ● | ● | ● | ● | ● |
| 995242 | ● | ● | ● | ● | ● | ● |
| 981760 | ● | ● | ● | ● | ● | ● |
| 1098066 | ● | ● | ● | ● | ● | ● |
| 904360 | ● | ● | ● | ● | ● | ● |
| 1133018 | ● | ● | ● | ● | ● | ● |
| 883404 | ● | ● | ● | ● | ● | ● |
| 951590 | ● | ● | ● | ● | ● | ● |
| 826249 | ● | ● | ● | ● | ● | ● |
| 1127831 | ● | ● | ● | ● | ● | ● |
| 923746 | ● | ● | ● | ● | ● | ● |
| 860776 | ● | ● | ● | ● | ● | ● |
| 995785 | ● | ● | ● | ● | ● | ● |
| 878996 | ● | ● | ● | ● | ● | ● |
| 840361 | ● | ● | ● | ● | ● | ● |
| 1005186 | ● | ● | ● | ● | ● | ● |
| 854852 | ● | ● | ● | ● | ● | ● |
| 5569230 | ● | ● | ● | ● | ● | ● |
| 1070820 | ● | ● | ● | ● | ● | ● |
| 1033142 | ● | ● | ● | ● | ● | ● |
| 908531 | ● | ● | ● | ● | ● | ● |
| 916122 | ● | ● | ● | ● | ● | ● |
| 1085604 | ● | ● | ● | ● | ● | ● |
| 1024306 | ● | ● | ● | ● | ● | ● |
| 5978656 | ● | ● | ● | ● | ● | ● |
| 866211 | ● | ● | ● | ● | ● | ● |
| 1126899 | ● | ● | ● | ● | ● | ● |
| 1044078 | ● | ● | ● | ● | ● | ● |
| 840343 | ● | ● | ● | ● | ● | ● |

Household purchased multiple product IDs

| Household .. | Month of Date | | | | | |
|--------------|---------------|------------|-----------|------------|----------|-----------|
| | January .. | February.. | March 2.. | April 2020 | May 2020 | June 2020 |
| 718 | ● | ● | ● | ● | ● | ● |
| 2459 | ● | ● | ● | ● | ● | ● |
| 2322 | ● | ● | ● | ● | ● | ● |
| 1901 | ● | ● | ● | ● | ● | ● |
| 2110 | ● | ● | ● | ● | ● | ● |
| 2318 | ● | ● | ● | ● | ● | ● |
| 2116 | ● | ● | ● | ● | ● | ● |
| 253 | ● | ● | ● | ● | ● | ● |
| 979 | ● | ● | ● | ● | ● | ● |
| 2317 | ● | ● | ● | ● | ● | ● |
| 232 | ● | ● | ● | ● | ● | ● |
| 2263 | ● | ● | ● | ● | ● | ● |
| 1852 | ● | ● | ● | ● | ● | ● |
| 235 | ● | ● | ● | ● | ● | ● |
| 2193 | ● | ● | ● | ● | ● | ● |
| 1653 | ● | ● | ● | ● | ● | ● |
| 81 | ● | ● | ● | ● | ● | ● |
| 1260 | ● | ● | ● | ● | ● | ● |
| 77 | ● | ● | ● | ● | ● | ● |
| 361 | ● | ● | ● | ● | ● | ● |
| 2421 | ● | ● | ● | ● | ● | ● |
| 2200 | ● | ● | ● | ● | ● | ● |
| 2208 | ● | ● | ● | ● | ● | ● |
| 909 | ● | ● | ● | ● | ● | ● |
| 1828 | ● | ● | ● | ● | ● | ● |
| 1845 | ● | ● | ● | ● | ● | ● |
| 641 | ● | ● | ● | ● | ● | ● |
| 1367 | ● | ● | ● | ● | ● | ● |
| 1609 | ● | ● | ● | ● | ● | ● |
| 2295 | ● | ● | ● | ● | ● | ● |
| 99 | ● | ● | ● | ● | ● | ● |
| 134 | ● | ● | ● | ● | ● | ● |

Time Series Analysis

Sales over a period of time along with Forecasting

