

Store Analysis



promo\_type

☐ 25% OFF

☐ 33% OFF

campaign\_name

☐ Diwali

☐ Sankranti

City

All

Category

All

product\_name

All

226.4K

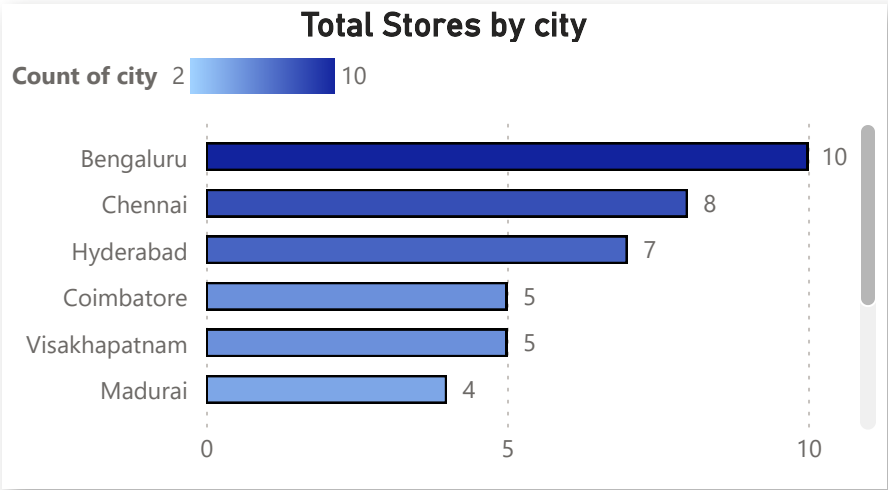
Incrementalsold\_unit

₹ 187.5bn

Incremental\_Revenue

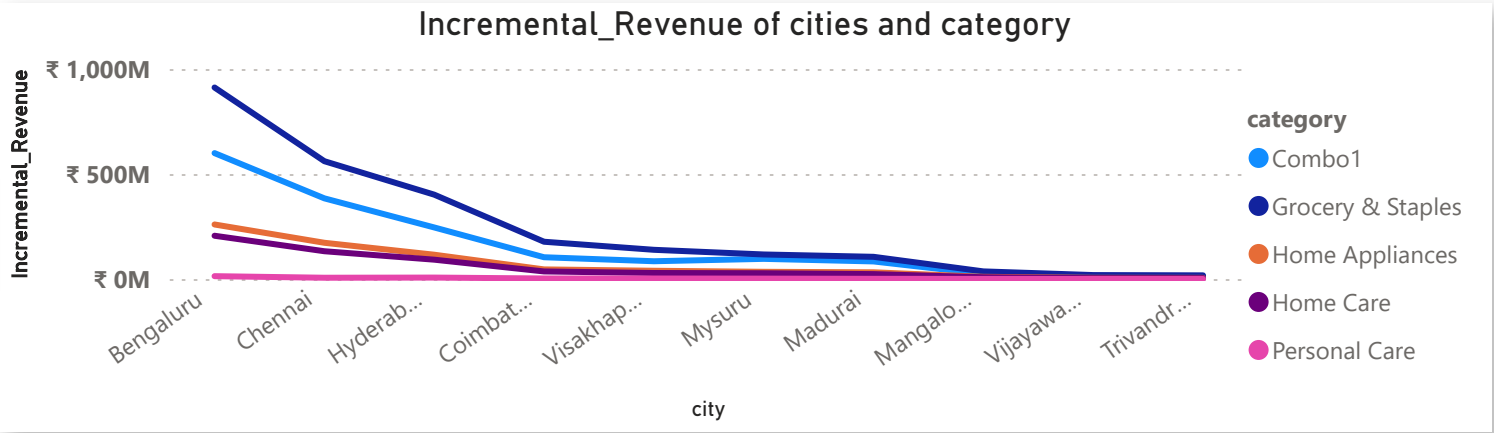
361bn

Total\_revenue



Top 10 store by Incremental Revenue

store_id	city	Incremental_Revenue
STMYS-1	Mysuru	₹ 11,36,27,858.00
STBLR-7	Bengaluru	₹ 11,35,78,181.00
STBLR-6	Bengaluru	₹ 10,88,42,307.00
STCHE-7	Chennai	₹ 10,86,27,040.00
STBLR-0	Bengaluru	₹ 10,74,18,233.00
STCHE-4	Chennai	₹ 10,68,55,227.00
STCHE-3	Chennai	₹ 10,08,60,869.00
STBLR-3	Bengaluru	₹ 9,56,61,343.00
STHYD-2	Hyderabad	₹ 9,55,95,107.00
STHYD-0	Hyderabad	₹ 9,44,69,095.00



Bottom 10 store by ISU

store_id	Incrementalsold_unit
STCBE-4	2927
STMLR-0	1952
STMLR-1	2784
STMLR-2	2664
STTRV-0	2733
STTRV-1	2604
STVJD-0	3046
STVJD-1	2763
STVSK-3	2209
STVSK-4	2469

## Promotion Type analysis

₹ 187.47bn

Incremental\_Revenue

226K

Incrementalsold\_unit

361bn

Total\_revenue



### Top 2 PromoType by IR

promo_type	Incremental_Revenue
BOGOF	₹ 49,39,94,58,500.00
500 Cashback	₹ 12,26,43,00,000.00

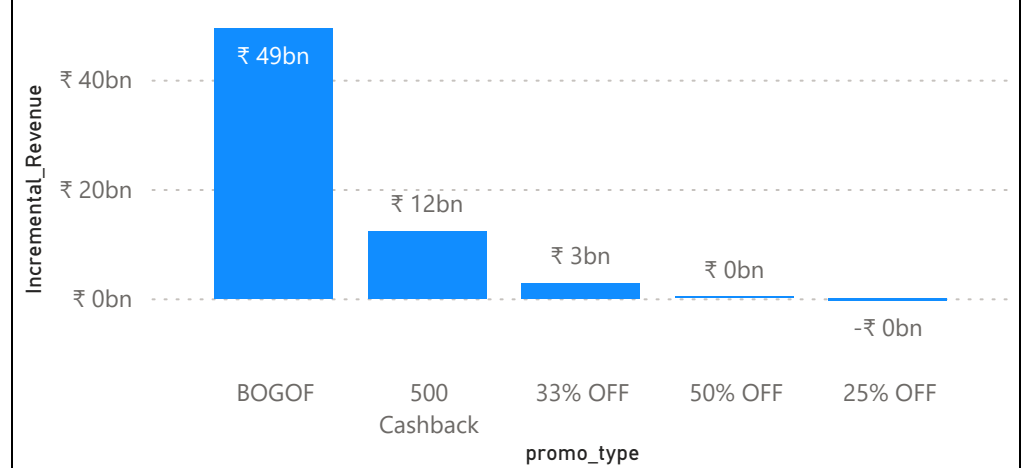
### Bottom 2 Promo Type by ISU

promo_type	Incrementalsold_unit
25% OFF	-5717
50% OFF	6931

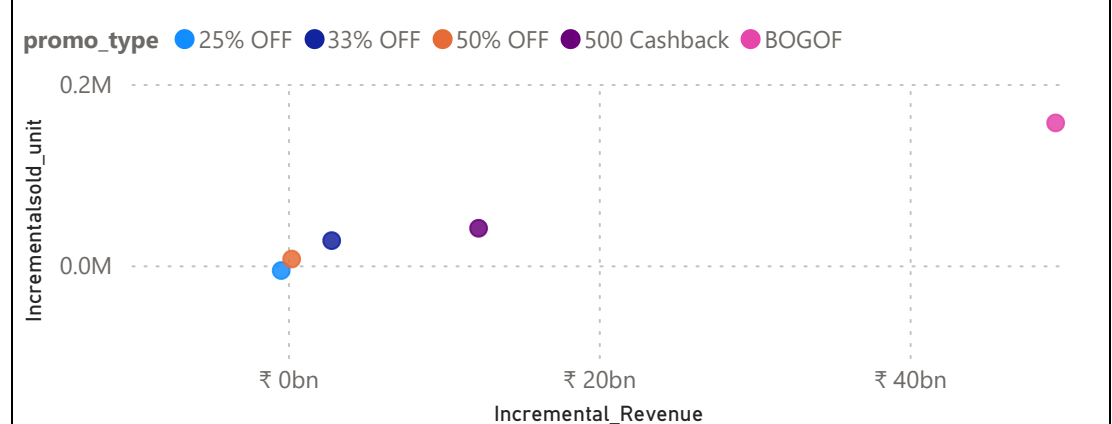
### Promo type by Quantity sold

promo_type	Sum of quantity_sold(after_promo)	Sum of quantity_sold(after_promo)
25% OFF	38,290	38,290
33% OFF	90,576	90,576
50% OFF	28,174	28,174
500 Cashback	63,180	63,180
BOGOF	2,15,253	2,15,253
Total	4,35,473	4,35,473

### Incremental\_Revenue by promo\_type



### Incremental\_Revenue and Incrementalsold\_unit by promo\_type



#### Campaign\_name

☐ Diwali

☐ Sankranti

#### Category

All

#### Product\_Name

All

#### City

All

Product and Category analysis



361bn

Total\_revenue

₹ 187.47bn

Incremental\_Revenue

226K

Incrementalsold\_unit

Campaign\_name

☐ Diwali

☐ Sankranti

City

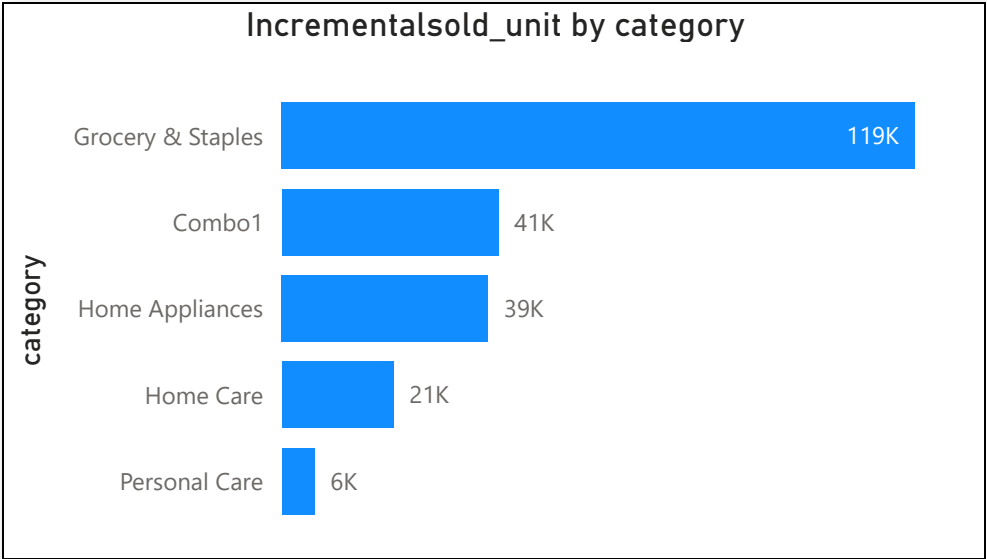
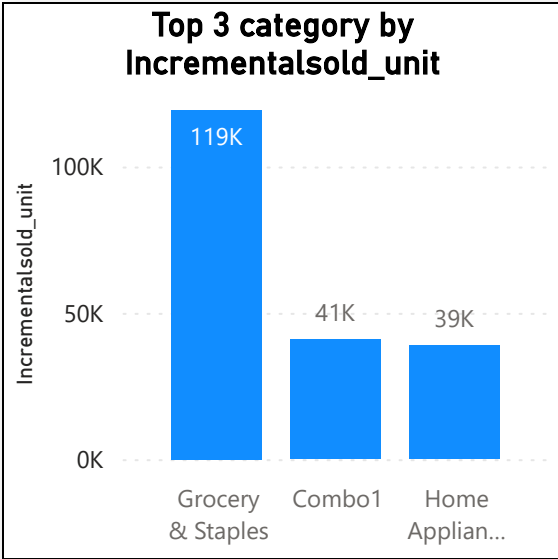
All

Category

All

Product\_name

All



Category and Product by Revenue and Quantities Sold

category	Sum of quantity_sold(after_promo)	Revenue_after_promo	Sum of quantity_sold(before_promo)	Revenue_before_promo	Incremental_Revenue	Incrementalsold_unit
Combo1	63,180	18954000000	22299	6689700000	₹ 12,26,43,00,000.00	40881
Grocery & Staples	2,46,344	37936976000	126970	19553380000	₹ 18,38,35,96,000.00	119374
Home Appliances	53,613	7344981000	14713	2015681000	₹ 5,32,93,00,000.00	38900
Home Care	40,832	8003072000	19764	3873744000	₹ 4,12,93,28,000.00	21068
Personal Care	31,504	1290088800	25304	1036198800	₹ 25,38,90,000.00	6200