

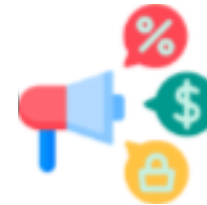
# Promotional Campaign Analysis



**Store Performance  
Analysis**



**Product And Category  
Analysis**



**Promotion Analysis**



# STORE PERFORMANCE ANALYSIS

## Top 10 Stores by IR

store_id	city	Incremental Revenue
STMYS-1	Mysuru	6.4M
STCHE-4	Chennai	6.3M
STBLR-0	Bengaluru	6.2M
STBLR-7	Bengaluru	6.1M
STBLR-6	Bengaluru	6.0M
STCHE-7	Chennai	6.0M
Total		59.0M

## Bottom 10 Stores by ISU

store_id	city	Incremental Sold_Units
STCBE-4	Coimbatore	2.93K
STMLR-0	Mangalore	1.95K
STMLR-1	Mangalore	2.78K
STMLR-2	Mangalore	2.66K
STTRV-0	Trivandrum	2.73K
STTRV-1	Trivandrum	2.60K
Total		26.15K



### Promo\_Type

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

141M

Revenue Before

348M

Revenue After

207.2M

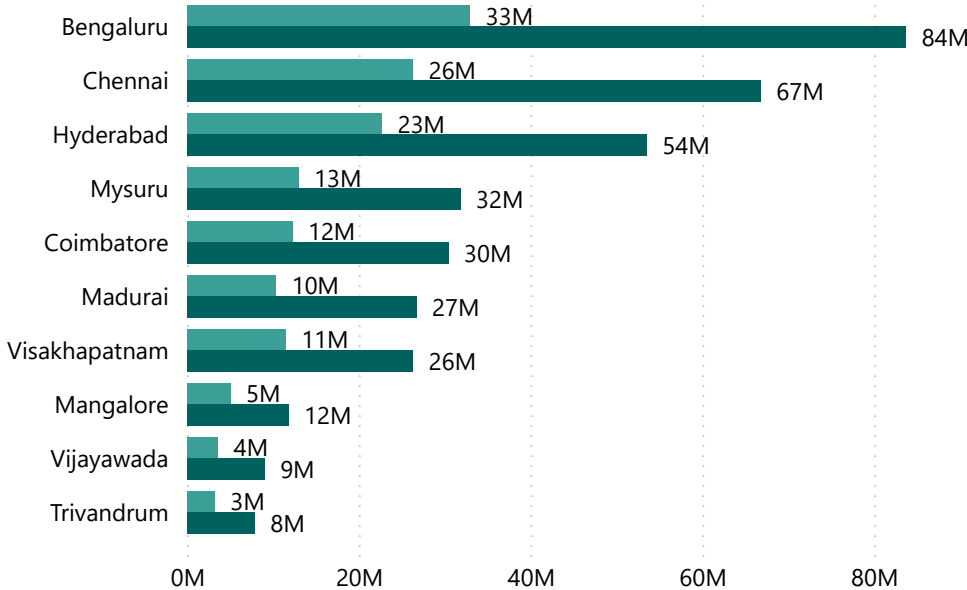
Incremental Revenue

## Store\_Analysis

store_id	Revenue Before	Revenue After	Incremental Revenue	Quantity Before	Quantity After
STMYS-1	3.5M	10.0M	6.4M	4.91K	11.77K
STCHE-4	3.6M	9.9M	6.3M	5.09K	11.55K
STBLR-0	3.4M	9.6M	6.2M	4.94K	11.43K
STBLR-7	3.4M	9.5M	6.1M	5.01K	11.87K
STBLR-6	3.4M	9.4M	6.0M	5.03K	11.60K
STCHE-7	3.3M	9.3M	6.0M	4.99K	11.55K
STMYS-3	3.2M	8.9M	5.7M	4.55K	9.83K
STCHE-3	3.2M	8.9M	5.7M	4.86K	10.95K
STCHE-6	3.6M	8.9M	5.3M	5.09K	10.73K
STBLR-3	3.4M	8.6M	5.2M	4.98K	10.75K
STBLR-8	3.4M	8.5M	5.1M	4.96K	10.44K
STHYD-0	3.3M	8.4M	5.1M	4.82K	10.52K
Total	140.7M	347.9M	207.2M	209.05K	435.47K

## Total Rev By City & Store

Revenue Before Revenue After



## FILTERS

category

All

city

All

campaign\_na...

All

Clear all slicers



## PRODUCT AND CATEGORY ANALYSIS

### Revenue & Ranking By Product Category

category	Revenue After	ranking
<input checked="" type="checkbox"/> <b>Combo1</b>	<b>189.54M</b>	<b>1</b>
Atliq_Home_Essential_8_Product_Combo	189.54M	1
<input checked="" type="checkbox"/> <b>Grocery &amp; Staples</b>	<b>95.62M</b>	<b>2</b>
Atliq_Sonamasuri_Rice (10KG)	45.78M	1
Atliq_Farm_Chakki_Atta (1KG)	29.10M	2
Atliq_Suflower_Oil (1L)	14.31M	3
Atliq_Masoor_Dal (1KG)	6.42M	4
<input checked="" type="checkbox"/> <b>Home Appliances</b>	<b>34.63M</b>	<b>3</b>
Atliq_waterproof_Immersion_Rod	24.16M	1
Atliq_High_Glo_15W_LED_Bulb	10.47M	2
<input type="checkbox"/> <b>Home Care</b>	<b>24.84M</b>	<b>4</b>
<b>Total</b>	<b>347.86M</b>	<b>1</b>

### Category Analysis

category	promo_type	Quantity Before	Quantity After	ISU%
Grocery & Staples	BOGOF	34.67K	130.27K	73.4%
Home Appliances	BOGOF	14.71K	53.61K	72.6%
Home Care	BOGOF	8.80K	31.38K	72.0%
Combo1	500 Cashback	22.30K	63.18K	64.7%
Grocery & Staples	33% OFF	63.32K	90.58K	30.1%
Personal Care	50% OFF	21.24K	28.17K	24.6%
Grocery & Staples	25% OFF	28.98K	25.50K	-13.6%
<b>Total</b>		<b>209.05K</b>	<b>435.47K</b>	<b>52.0%</b>



### Promo\_Type

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

209K

Quantity Before

435K

Quantity After

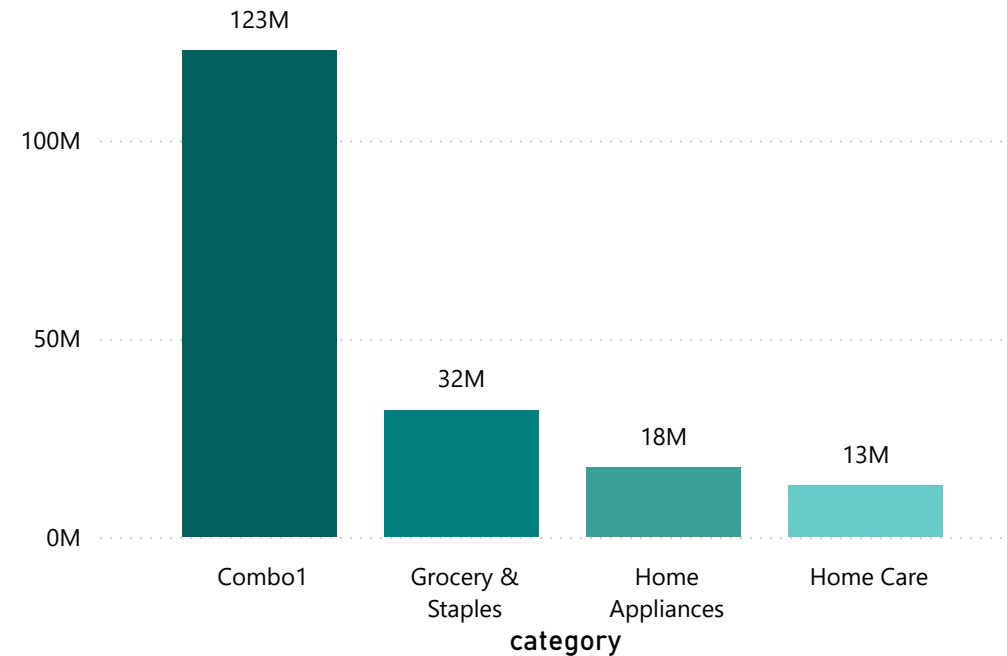
226K

Incremental Sold\_Units

59.6%

IN\_REV\_%

### Incremental Revenue by category



### FILTERS

category

All

city

All

campaign\_na...

All

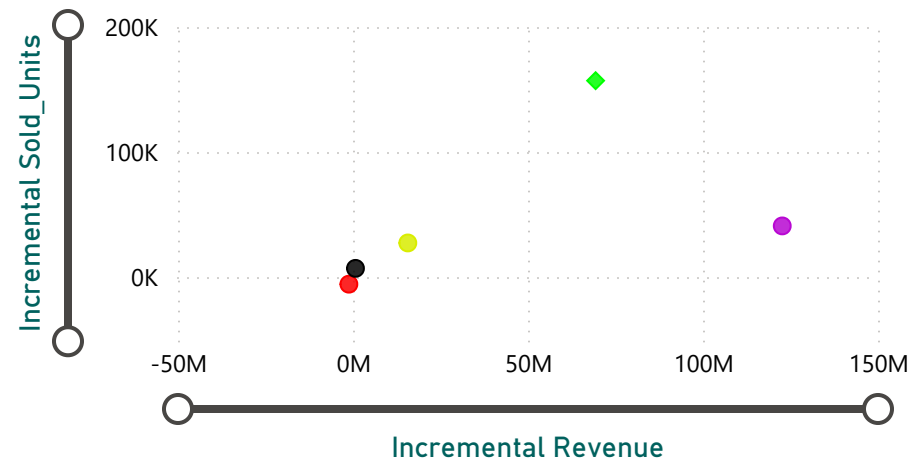
Clear all slicers



## PROMOTION TYPE ANALYSIS

### Incremental Revenue and Incremental Sold\_Units by promo\_type

promo\_type ● 25% OFF ● 33% OFF ● 50% OFF ● 500 Cashba... ◆ BOGOF



### IR & ISU By Promo Type

promo_type	Incremental Revenue	Incremental Sold_Units
500 Cashback	122643000	40.88K
BOGOF	69316990	157.07K
33% OFF	15664212	27.26K
50% OFF	709624	6.93K
25% OFF	-1174864	-5.72K
Total	207158962	226.42K



TOP 2 PROMO BY IR



BOTTOM 2 PROMO BY IR



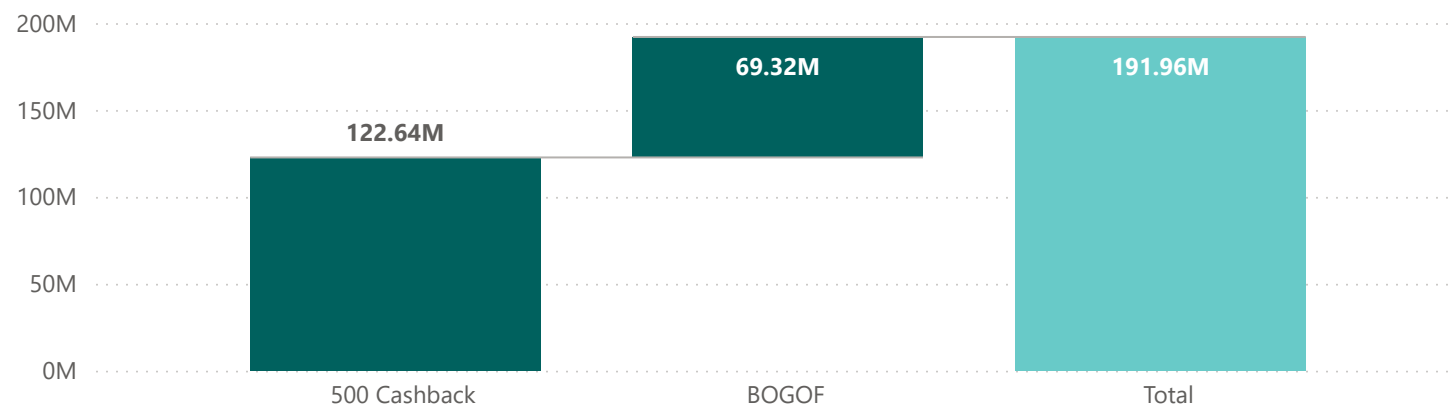
TOP 2 PROMO BY ISU



BOTTOM 2 PROMO BY ISU

### TOP 2 Promo By IR

● Increase ● Decrease ● Total



### Promotion Analysis

promo_type	IN_REV_%	ISU%	Quantity Before	Quantity After
50% OFF	24.7%	24.6%	21.24K	28.17K
25% OFF	-14.7%	-14.9%	44.01K	38.29K
500 Cashback	64.7%	64.7%	22.30K	63.18K
33% OFF	30.0%	30.1%	63.32K	90.58K
BOGOF	72.8%	73.0%	58.18K	215.25K
Total	59.6%	52.0%	209.05K	435.47K

### FILTERS

category

All

city

All

campaign\_name

All