

Store Performance Analysis

cities

Bengaluru	Chennai	Coimbatore	Hyderabad	Madurai	Mangalore	Mysuru	Trivandrum	Vijayawada	Visakhapatnam
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product name

All

campaign name

Diwali Sankranti

promo type

All

Clear all slicers

Store Performance

Promotion type

Product and category

IR: Incremental
Revenue
ISU: Incremental sold
Units

Revenue after promo

\$347.86M

Revenue Before Promo

\$140.70M

IR

147.23%

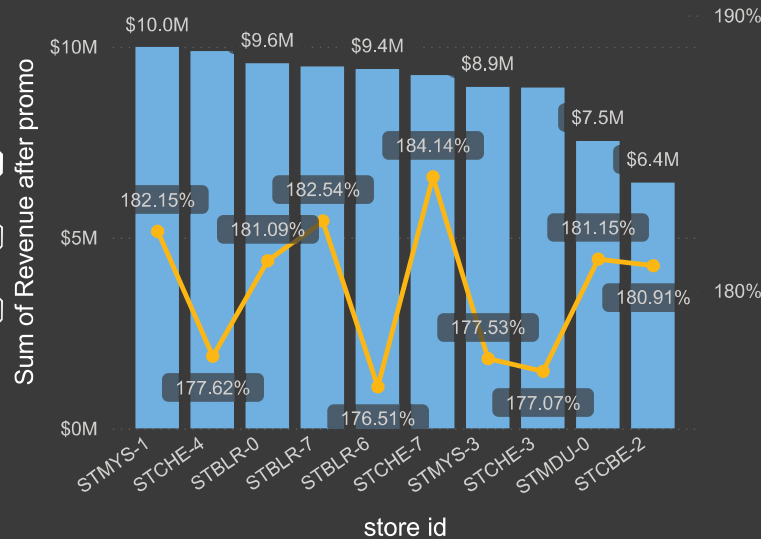
No. of Stores

50

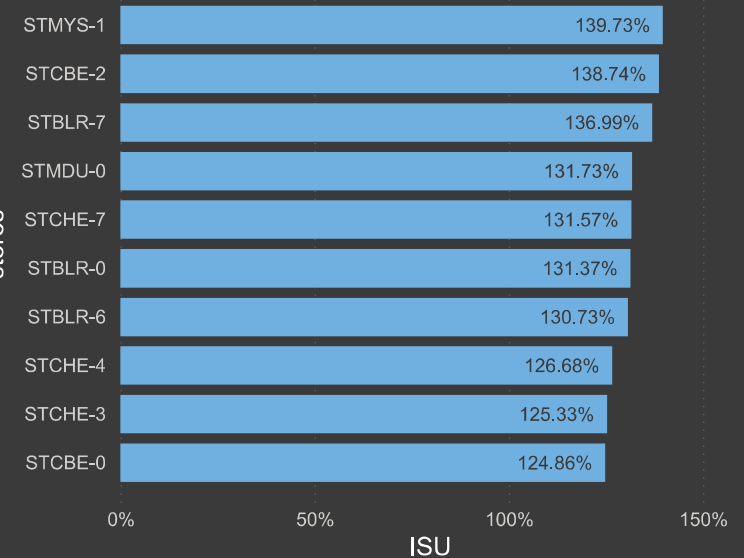
Revenue after promo and Incremental Revenue by stores

ISU by stores

● Sum of Revenue after promo ● IR



IR
stores



Promotion Analysis

city

Bengaluru

Chennai

Coimbatore

Hyderabad

Madurai

Mangalore

Mysuru

Trivandrum

Vijayawada

Visakhapatnam

product name

All

campaign name

Diwali

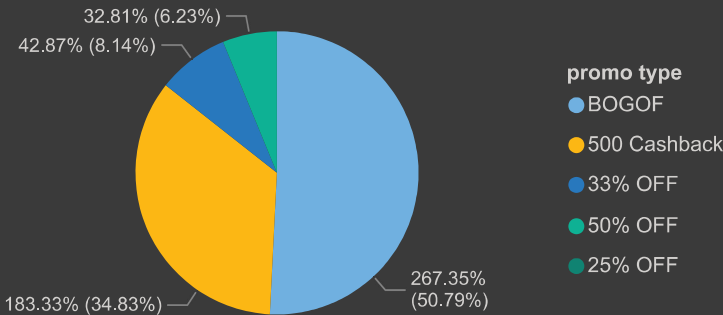
Sankranti

promo type

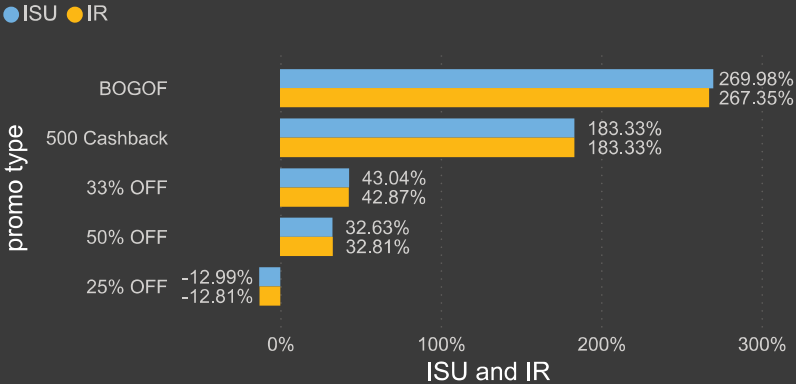
All

Clear all slicers

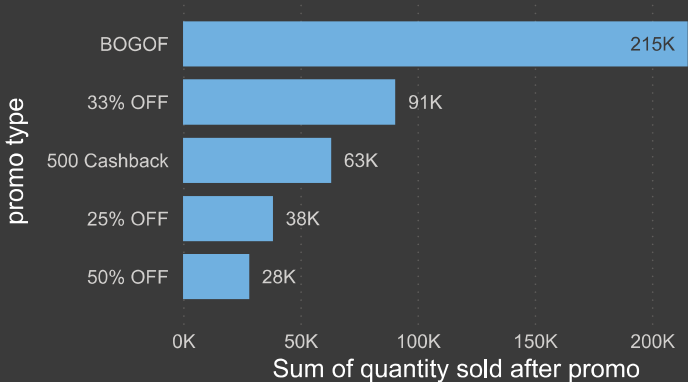
IR by promo type



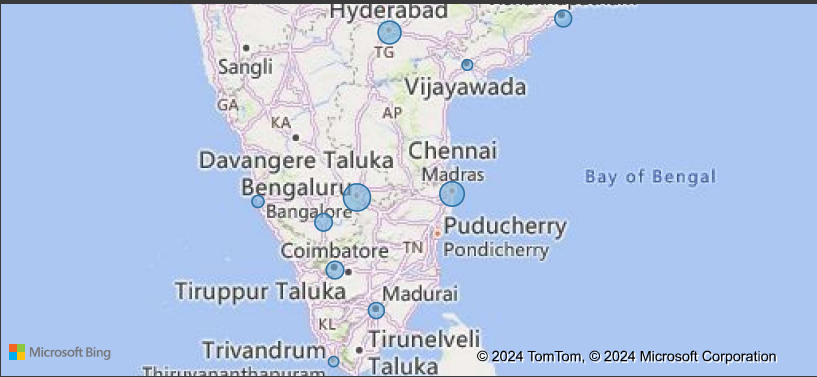
ISU and IR by promo type



Sum of quantity sold after promo by promo type



Total Sales by city



IR: Incremental Revenue
ISU: Incremental sold Units

Product and Category Analysis

city

Bengaluru

Chennai

Coimbatore

Hyderabad

Madurai

Mangalore

Mysuru

Trivandrum

Vijayawada

Visakhapatnam

product name

All

campaign name

Diwali

Sankranti

promo type

All

Clear all slicers

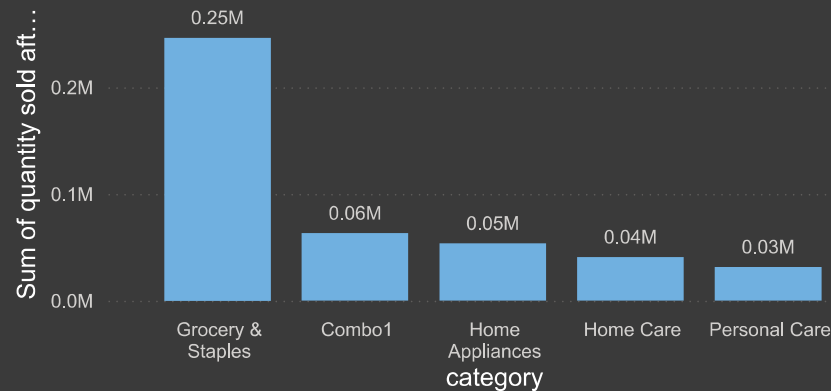
Store Performance

Promotion type

Product and category

IR: Incremental
Revenue
ISU: Incremental sold
Units

Sum of quantity sold after promo by category



Sum of quantity sold after promo by product name



Sum of quantity sold after promo by product name



Total Sales by promo type and category

category ● Combo1 ● Grocery & Staples ● Home Appliances ● Home Care ● Personal Care

