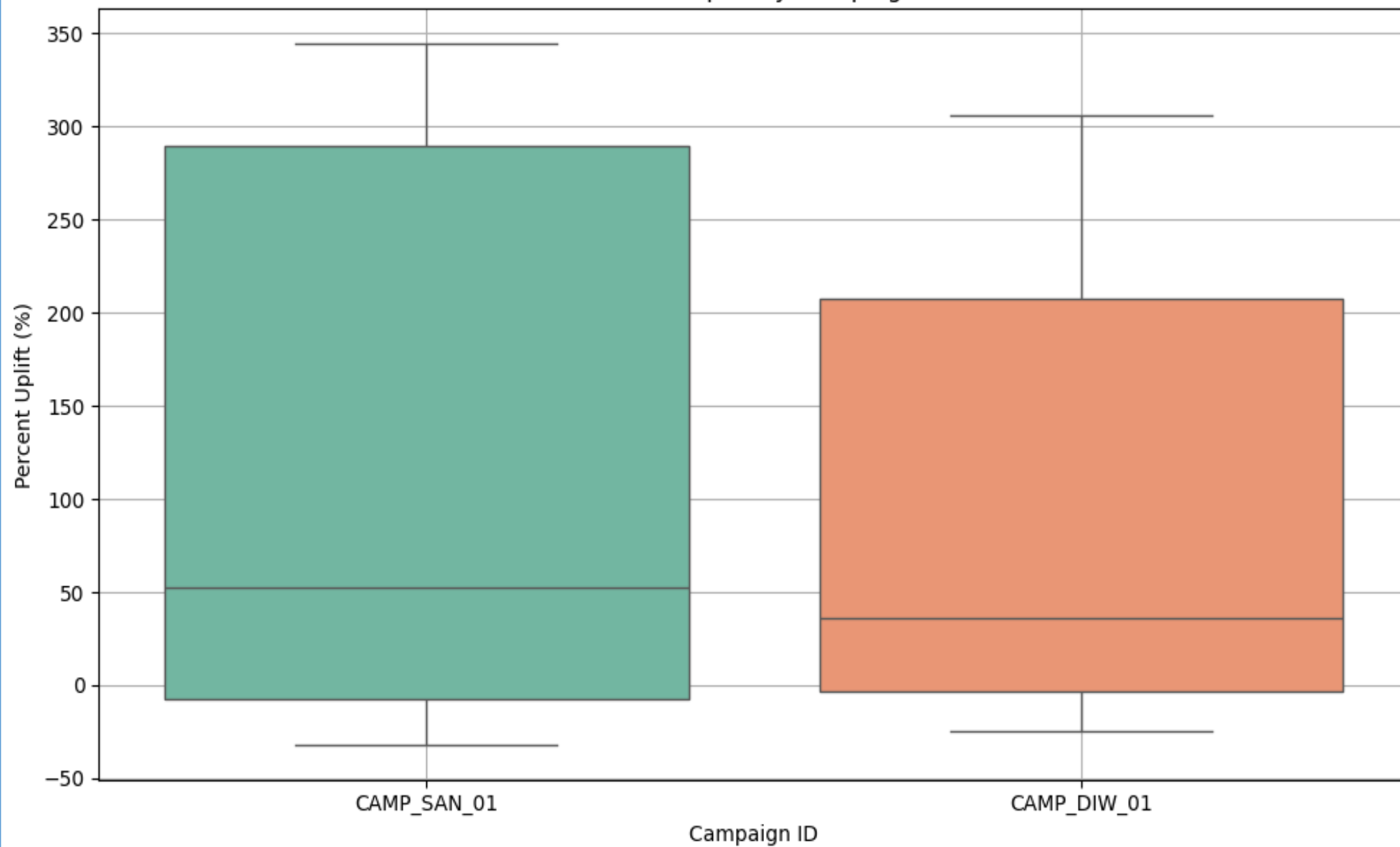| Campaign	Average unit Sales	Avg Percent Uplift
CAMP_SAN_01	204.450667	123.016932
CAMP_DIW_01	97.446667	89.473958

Average unit Sales

```
(df["quantity_sold(after_promo)"] - df["quantity_sold(before_promo)"]).mean()
```

Avg Percent Uplift

```
((df["delta_sales"] / df["quantity_sold(before_promo)"]) * 100).mean()
```

Percent Uplift by Campaign

Group	Campaign	Mean Percent Uplift	Std Dev	Sample Size
A	CAMP_SAN_01	123.02%	133.49	750
B	CAMP_DIW_01	89.47%	106.61	750

☑ **T-Test Results**
- **t-statistic**: 5.38
- **p-value**: 8.82e-08 (very significant)

There **is a difference** in the mean sales uplift (%) between the two campaigns.

"One campaign performs significantly better than the other.

Business Interpretation:

- **Campaign A (CAMP_SAN_01)** significantly outperforms **Campaign B (CAMP_DIW_01)** in driving post-promotion sales.

- This uplift is **statistically significant**

- Therefore, a **business decision-maker should prioritize Campaign A** for future marketing investments.