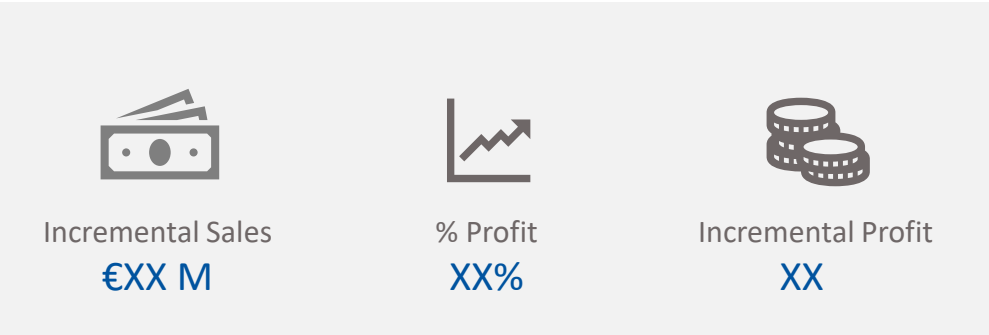
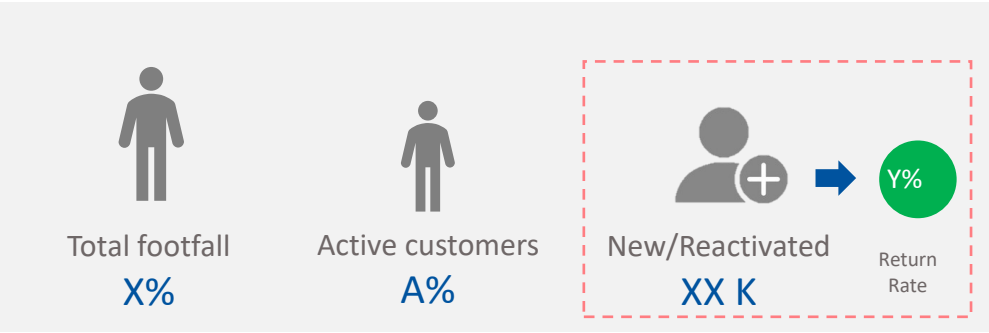


# Campaign Analysis

Combined View across various campaign

# Executive Summary



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Campaign 1: IPSUM DIPSUM

Campaign 2: IPSUM DIPSUM

Campaign 3: IPSUM DIPSUM

Promotion campaign was a driver of footfall, sales and basket value.

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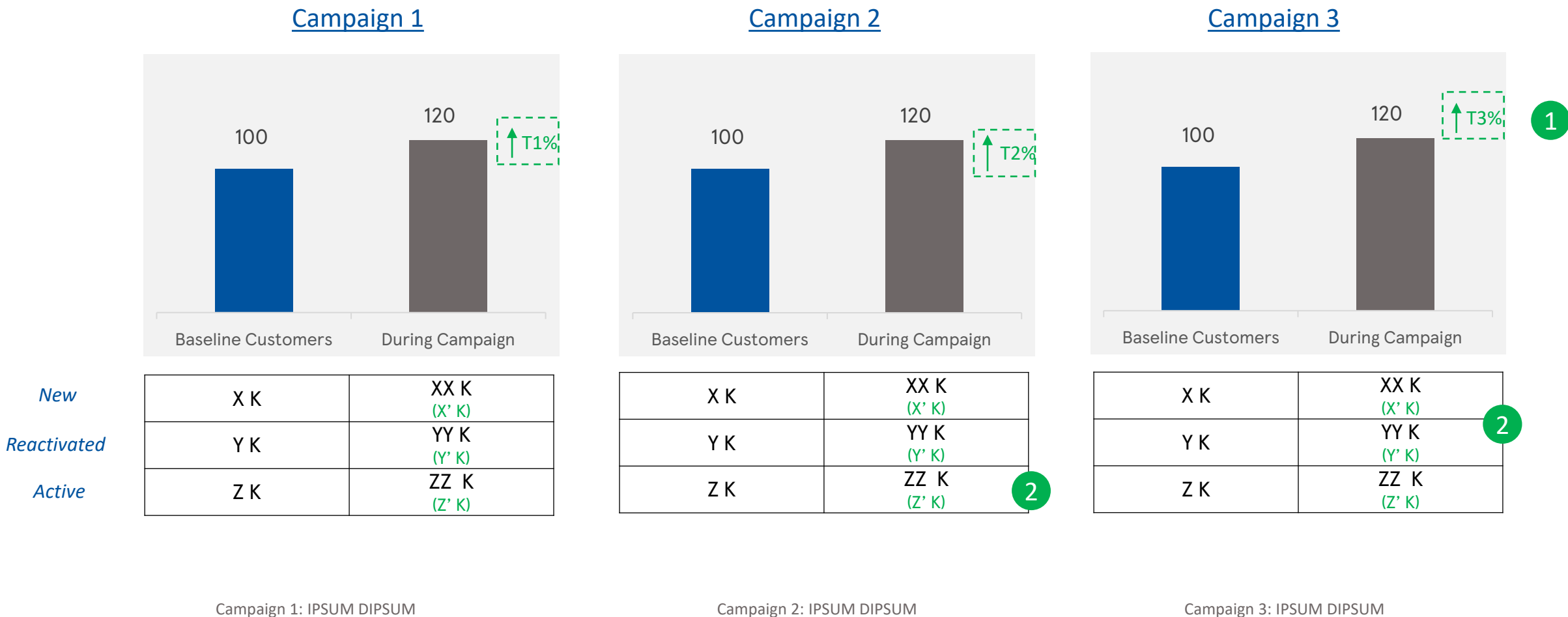
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# Impact on Footfall

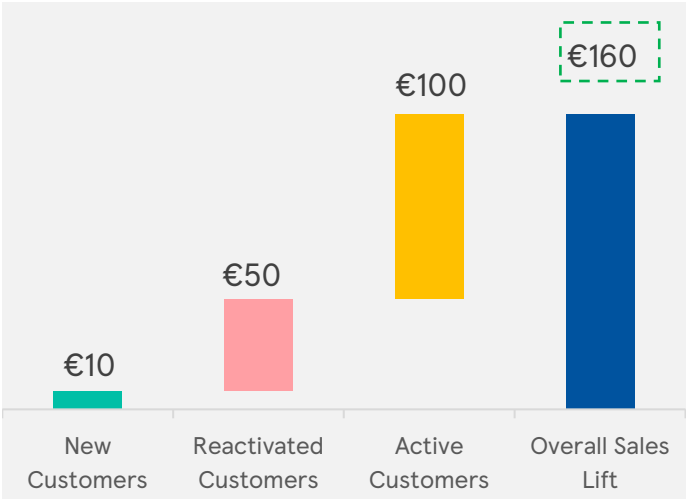
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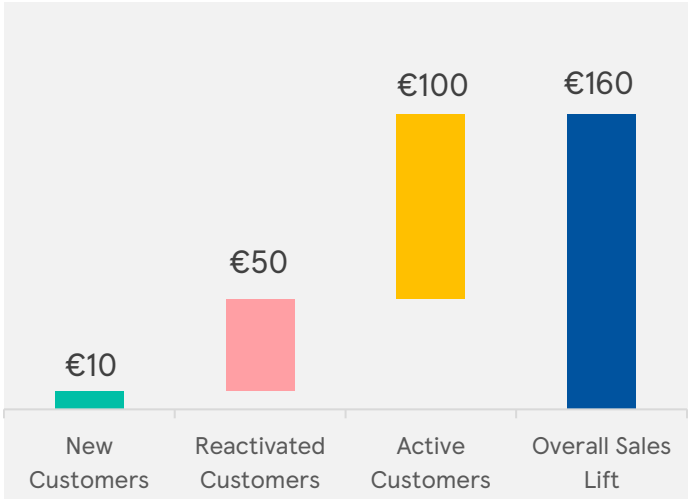
# Impact on Sales and Profit

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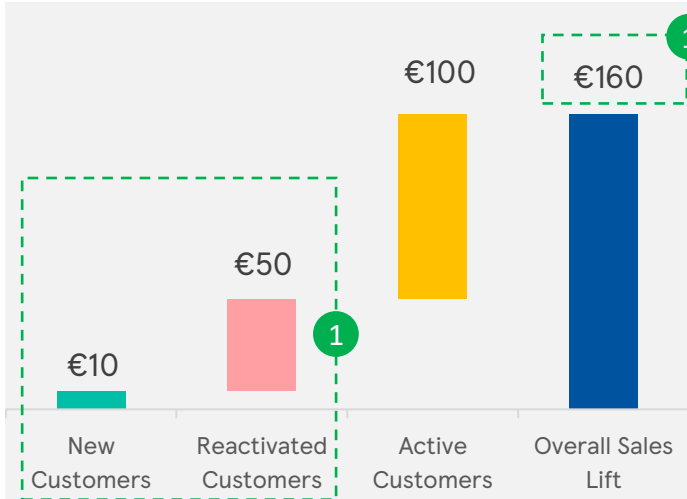
Campaign 1



Campaign 2



Campaign 3



KPI 1

KPI 2

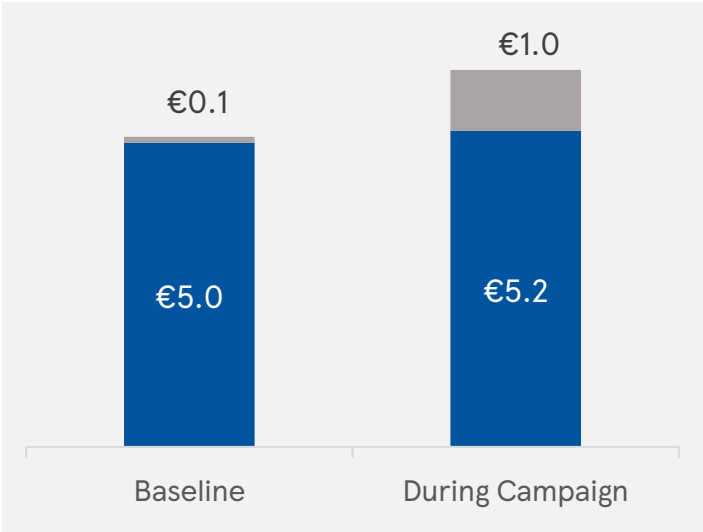
KPI 3



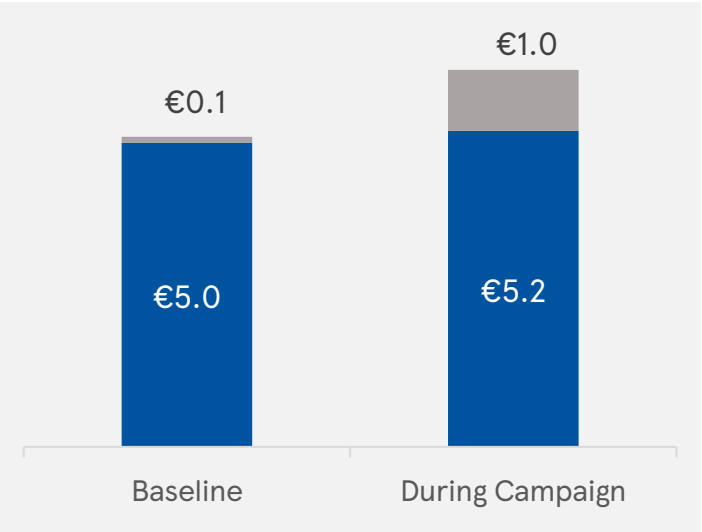

# Impact on Customer Buying Behaviour

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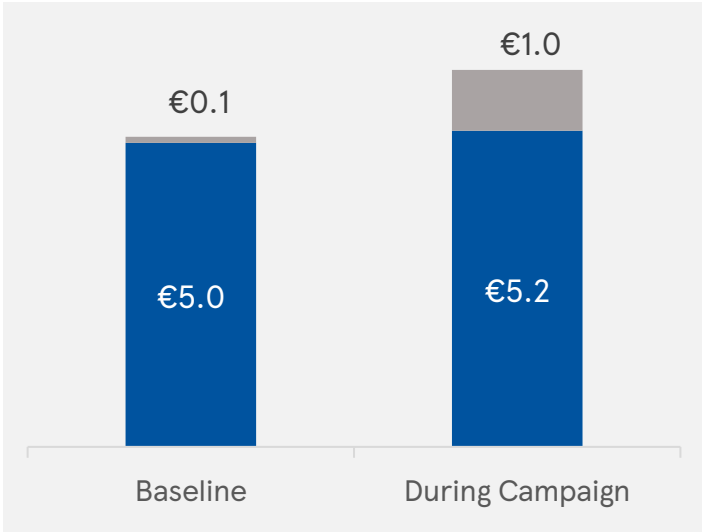
Campaign 1



Campaign 2



Campaign 3



KPI 1

KPI 2

KPI 3

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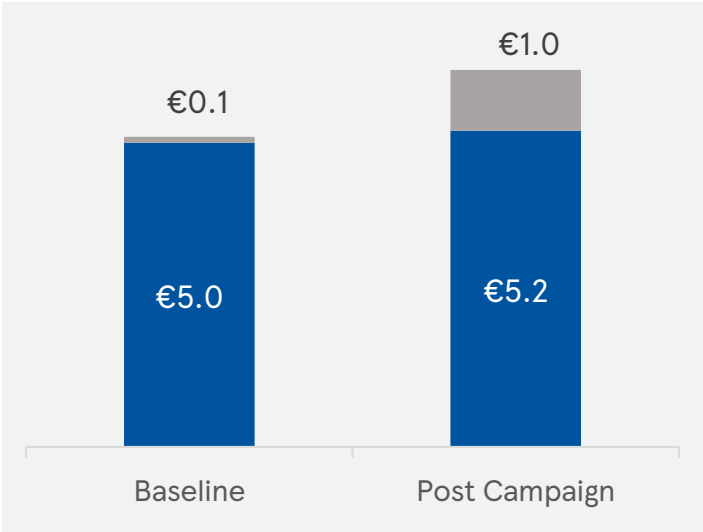
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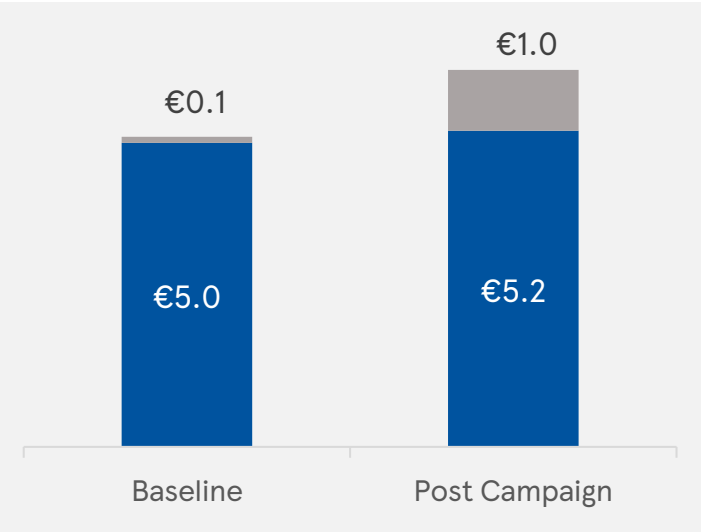
# Pull forward Impact

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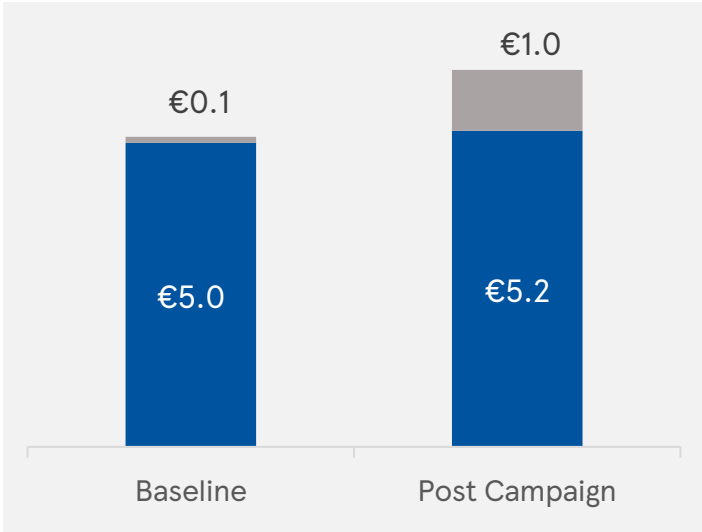
Campaign 1



Campaign 2



Campaign 3



KPI 1  
KPI 2  
KPI 3

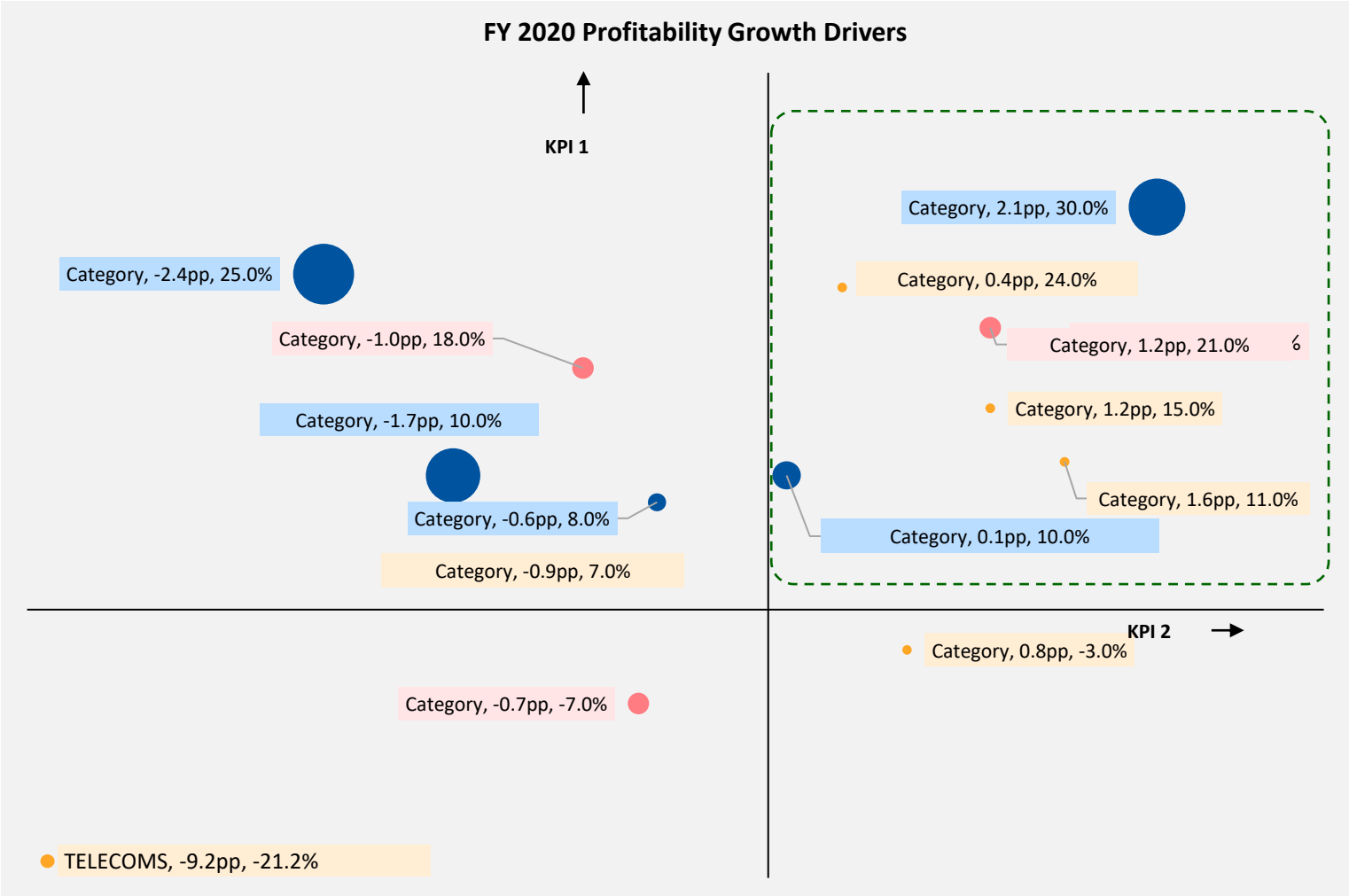
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# CCP Product Performance Analysis

# Campaign 1: Impact on Products

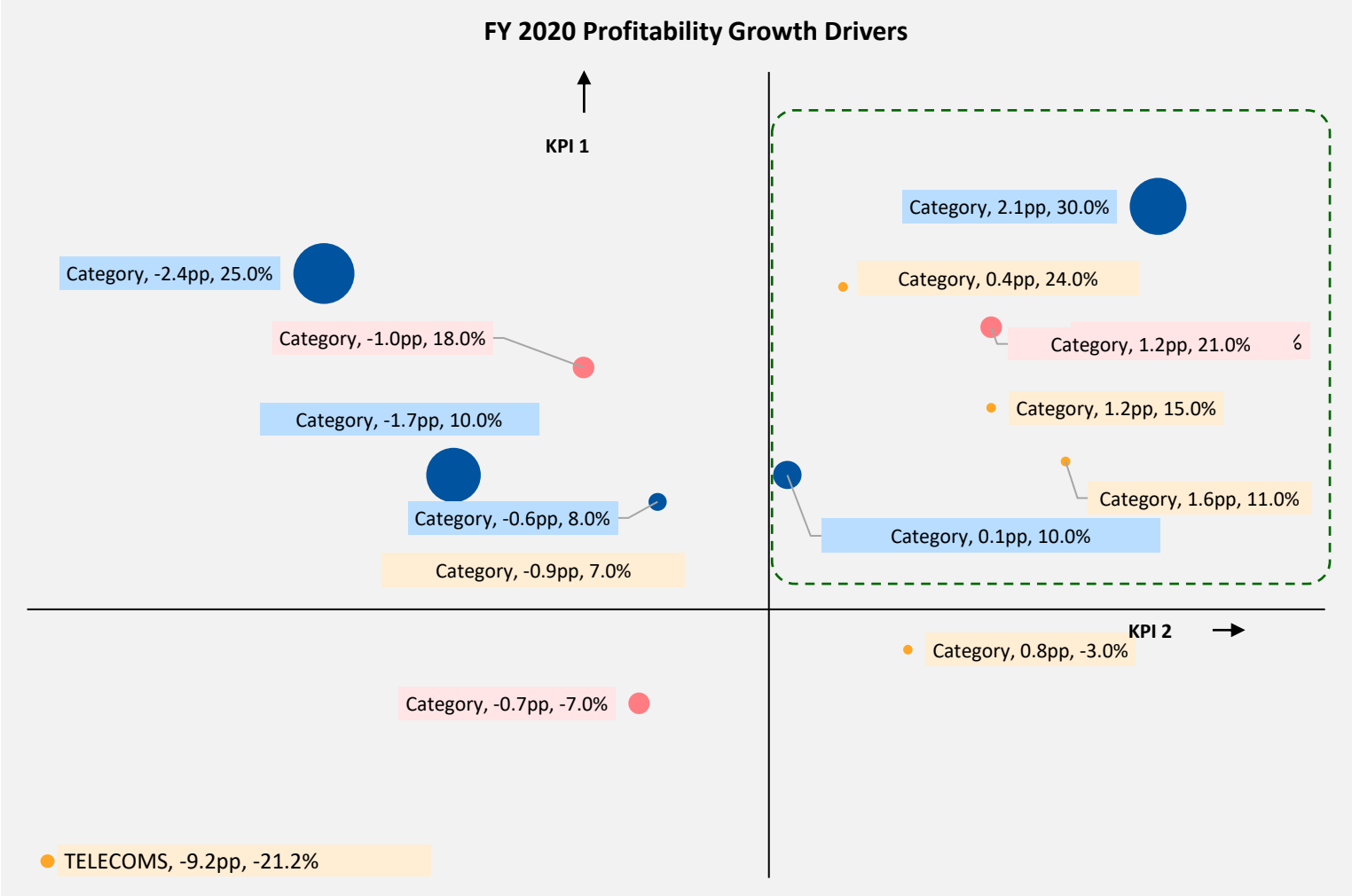


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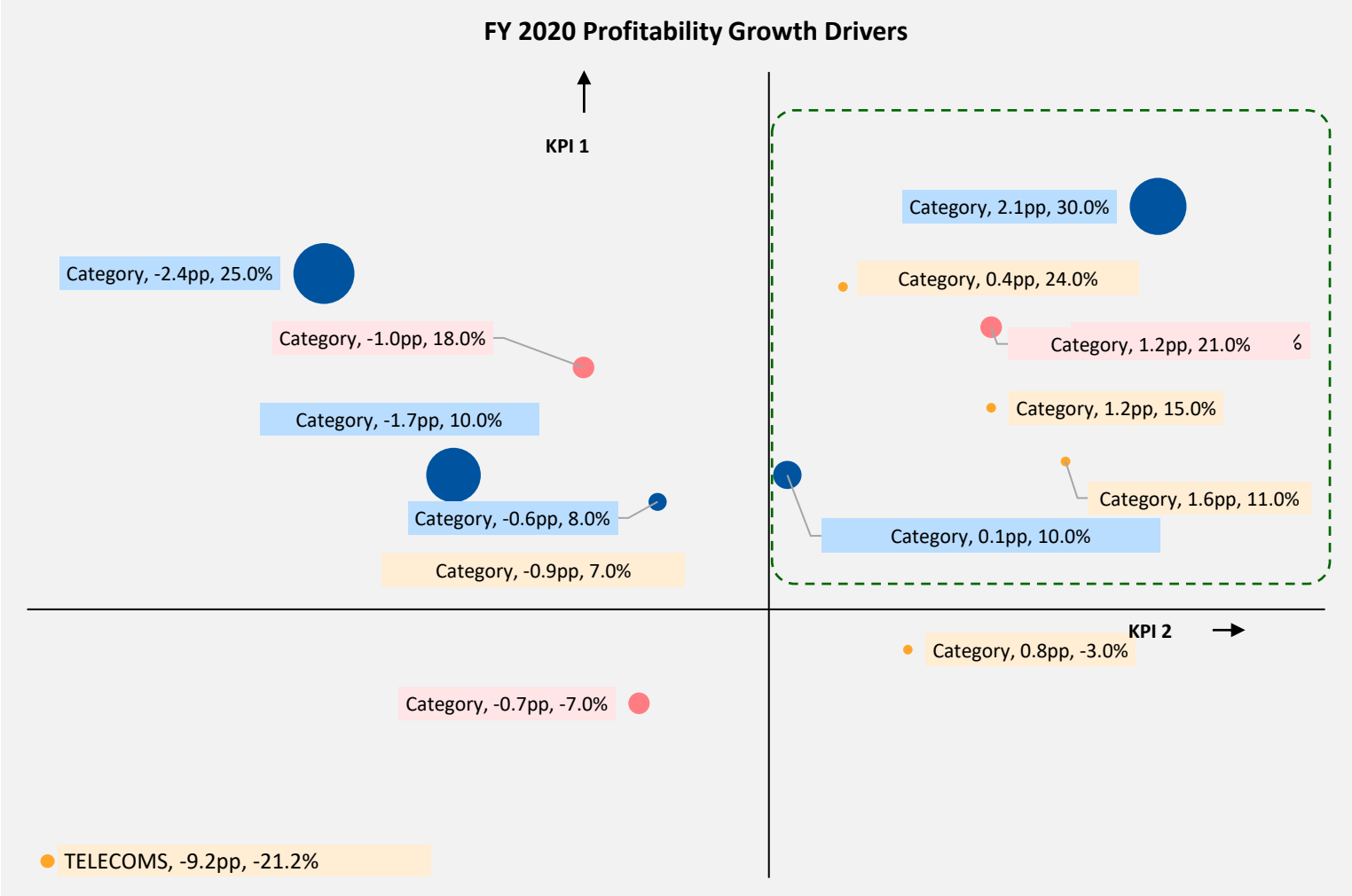
# Campaign 2: Impact on Products



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# Campaign 3: Impact on Products



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**Thank You**