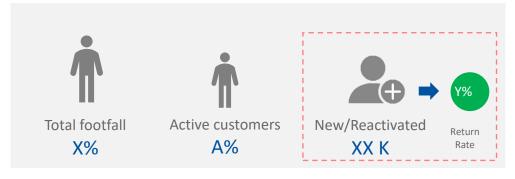
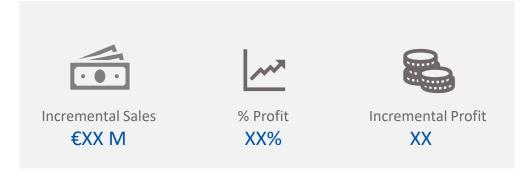
Campaign Analysis

Combined View across various campaign

Executive Summary







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

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IPSUM DIPSUM DIPSU

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IPSUM DIPSUM DI

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IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM.

Campaign 1: IPSUM DIPSUM Campaign 2: IPSUM DIPSUM Campaign 3: IPSUM DIPSUM

Impact on Footfall

- 1 IPSUM DIPSUM DIPSUM
- 2 IPSUM DIPSUM DIPSUM

Campaign 1

100

120

T1%

Baseline Customers During Campaign

New
Reactivated
Active

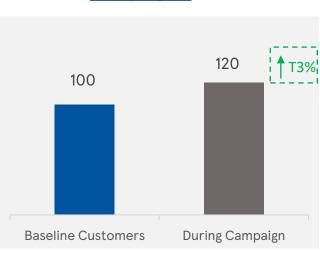
хк	XX K
	(X' K)
ΥK	YY K
	(Y' K)
Z K	ZZ K
	(Z' K)

Campaign 2



X K	(X' K)	
Y K	YY K (Y' K)	
Z K	ZZ K (Z' K)	2

Campaign 3



ХК	XX K	
	(X' K)	
ΥK	YY K	2
	(Y' K)	
Z K	ZZ K	
	(Z' K)	

Campaign 1: IPSUM DIPSUM Campaign 3: IPSUM DIPSUM

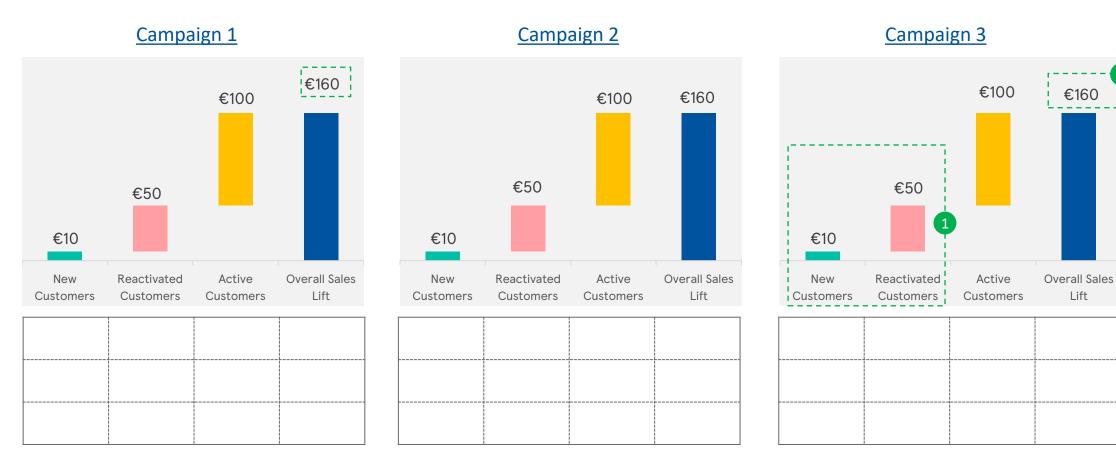
Impact on Sales and Profit

KPI 1

KPI 2

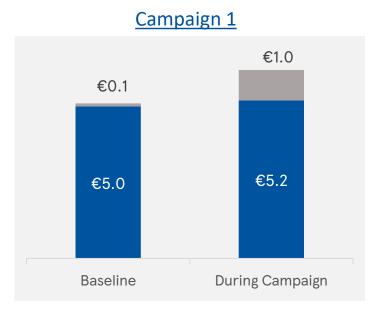
KPI3

- 1 IPSUM DIPSUM DIPSUM
- 1PSUM DIPSUM IPSUM DIPSUM DIPSUM IPSUM DIPSUM DIPSUM

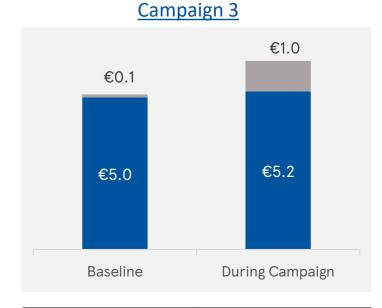


Impact on Customer Buying Behaviour

- 1 IPSUM DIPSUM DIPSUM
- 1PSUM DIPSUM IPSUM DIPSUM DIPSUM







K	P	1
		_

KPI 2

KPI3



XX	€ XX (€ x)
XX	€ XX (€ x)
XX	€ XX (€ x)

XX	€ XX (€ x)
XX	€ XX (€ X)
XX	€ XX (€ x)

Pull forward Impact

- 1 IPSUM DIPSUM DIPSUM
- 2 IPSUM DIPSUM DIPSUM



CCP Product Performance Analysis

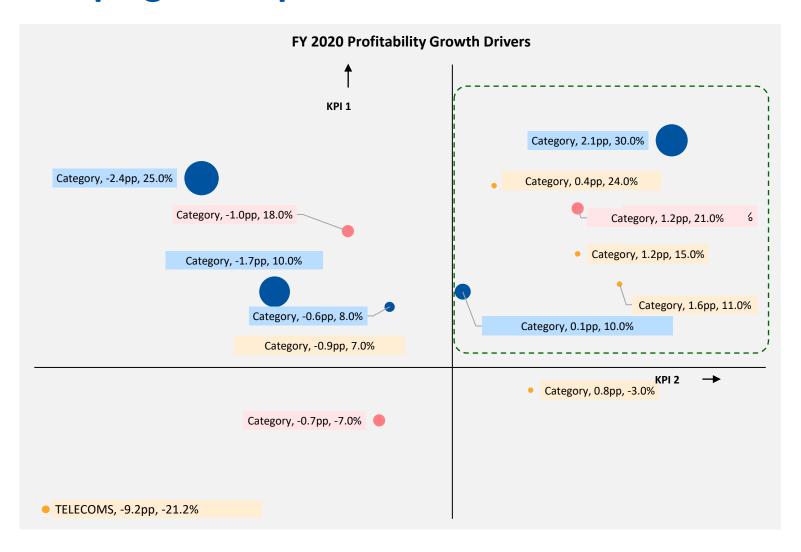
Campaign 1: Impact on Products



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Attach Backend excel

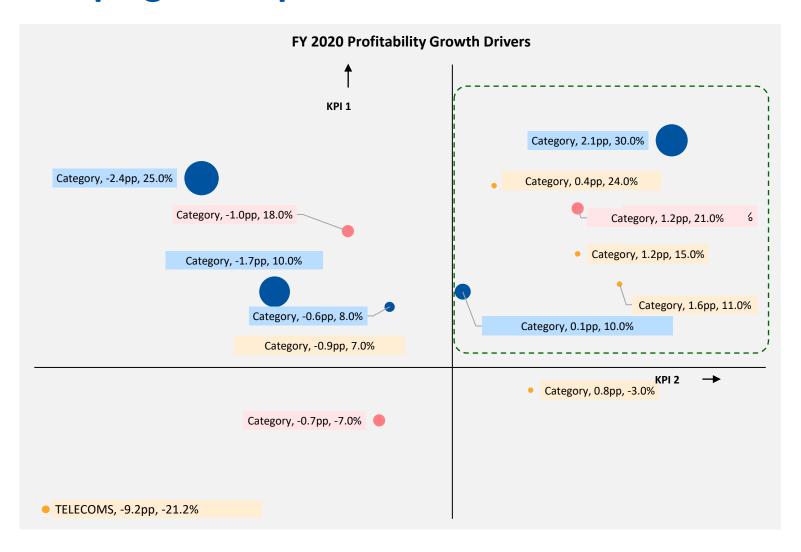
Campaign 2: Impact on Products



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Campaign 3: Impact on Products



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Thank You