

Understanding Promotions

A PROMO_ID has a unique PROMO_NM

A PROMO_NM may have multiple PROMO_IDs

Unique Promotions in 2022

31,933

	PROMO_ID	PROMO_NM	Record Count ▾
1.	null	0	2,907,216,171
2.	31281400	1	2,385,960
3.	31269856	1	1,266,264
4.	31173844	1	1,250,993
5.	31269857	1	1,168,641
	Grand total	21,792	2,970,158,885
1 - 100 / 31934 < >			

	PROMO_NM	Count Distinct Promotion ID	Record Count ▾
1.	null	0	2,907,216,171
2.	Non-MKE Gift...	1	2,385,960
3.	Gift Center Pri...	1	1,266,264
4.	Gift Center Ev...	1	1,250,993
	Grand total	31,933	2,970,158,885
1 - 100 / 21793 < >			

PROMO_TYP - 'RETAIL Special Buy' has the most distinct promotion rows

Not all PROMO_ID has a promo type

Number of promotion types

6

	PROMO_TYP	Distinct Promoton IDs ▾
1.	null	49,979,520
2.	RETAIL - SPECIAL BUY - FIXED RETA...	9,116,600
3.	Retail - Special buy	2,879,858
4.	RETAIL - HOUSE EVENT	499,985
5.	UNIQUE COMPETITIVE SITUATION	431,784
6.	STORE OMNIBUS	34,961
7.	UNADVERTISED SPECIAL	6
	Grand total	62,942,714
1 - 7 / 7 < >		

	PROMO_ID	PROMO_TYP	Record Count --
1.	null	null	2,907,216,171
2.	31281400	null	2,385,960
3.	31269856	null	1,266,264
4.	31173844	null	1,250,993
5.	31269857	null	1,168,641
6.	27311649	null	853,379
7.	30928068	null	668,219
	Grand total		2,970,158,885
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Exploring promotion and markdowns

What are some of the largest markdowns at Home Depot

	PROMO_ID	PROMO_NM	AVG_MKDN_PCT ▾	RECORD_COUNT	CLR_FLG
1.	28098088	STR 6986 - SKU 1005992107 MD	100	14	1
2.	31739394	932 UA 1.3	98	3	1
3.	30296323	Home & Body UA - 2317	95	13	1
4.	30496895	RE: Rubber Wheel Chock	95	12	1
5.	31354191	UA 3488	95	1	1
6.	663975	PLANT STAND AZ_CLEARANCE ...	94	13	1
7.	27222246	\$5 Hard Mark on remaining Wo...	93.23	352	1
Grand total			23.16	2,970,158,...	1
1 - 100 / 31934					< >

Which promo_types offer customers highest discount at Home Depot

	PROMO_TYP	AVG_MKDN_PCT ▾	RECORD_COUNT
1.	UNIQUE COMPETITIVE SITUATION	37.82	431,784
2.	RETAIL - HOUSE EVENT	26.76	499,985
3.	UNADVERTISED SPECIAL	24	6
4.	RETAIL - SPECIAL BUY - FIXED RETAIL	23.47	9,116,600
5.	null	23.24	2,957,195,...
6.	Retail - Special buy	18.29	2,879,858
7.	STORE OMNIBUS	4.15	34,961
Grand total		23.16	2,970,158,...
1 - 7 / 7			< >

Take Jan Feb March total distinct promotional events with a grain of salt

	SLS_DT (Month)	AVG_MKDN_PCT	COUNT_DISTINCT_PROMO_EVENTS ▾
1.	December	27.48	5,486
2.	May	20.66	5,298
3.	November	23.9	5,046
4.	June	20.96	4,992
5.	August	21.42	4,762
6.	September	22.28	4,689
7.	July	21.89	4,648
Grand total		23.16	31,933
1 - 12 / 12			< >

Drill down at a date-SKU-STR level sales and promotions data

SKU_NBR: 1001240215

(1) ▾

PROMO_FLG: 1

(1) ▾

Sku level count of distinct promotions for a particular date

	SLS_DT	SKU_NBR	SKU_DESC	CTD_PROMO_ID	CTD_PROMO_ID_PCT_MAX
1.	Jun 26, 2022	1001240215	HDX 17 GAL...	12	100% <div></div>
2.	Jun 24, 2022	1001240215	HDX 17 GAL...	12	100% <div></div>
3.	Jul 3, 2022	1001240215	HDX 17 GAL...	12	100% <div></div>
4.	Jul 2, 2022	1001240215	HDX 17 GAL...	11	91.67% <div></div>
5.	Jul 25, 2022	1001240215	HDX 17 GAL...	11	91.67% <div></div>
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Sku-Store level count of distinct promotions for a particular date

	SLS_DT	SKU_NBR	STR_NBR	CTD_PROMO_ID	CTD_PROMO_ID_PCT_MAX
1.	Feb 28, 2022	10012402...	8452	1	100% <div></div>
2.	Feb 28, 2022	10012402...	0147	1	100% <div></div>
3.	Feb 28, 2022	10012402...	1202	1	100% <div></div>
4.	Feb 28, 2022	10012402...	4135	1	100% <div></div>
				1 - 100 / 222176	< >

Looking at raw promotions at SKU-STR level

	SLS_DT	SKU_NBR	STR_NBR	PROMO_ID	PROMO_NM
1.	Feb 28, 2...	1001240...	8979	27427886	HDX 17 GALLON...
2.	Feb 28, 2...	1001240...	8931	27427886	HDX 17 GALLON...
3.	Feb 28, 2...	1001240...	8929	27427886	HDX 17 GALLON...
4.	Feb 28, 2...	1001240...	8923	27427886	HDX 17 GALLON...
5.	Feb 28, 2...	1001240...	8918	27427886	HDX 17 GALLON...
				1 - 100 / 222176	< >

Looking at raw promotions at SKU-STR level

	SLS_DT	SKU_NBR	STR_NBR	AVG_MKUP_MKDN	AVG_MKUP_MKDN_PCT_MAX
1.	Feb 28, 2022	1001240215	0289	13	46.43% <div></div>
2.	Feb 28, 2022	1001240215	4645	13	46.43% <div></div>
3.	Feb 28, 2022	1001240215	4660	13	46.43% <div></div>
4.	Feb 28, 2022	1001240215	1230	13	46.43% <div></div>
			Grand total	15.57	55.62% <div></div>
				1 - 100 / 222176	< >

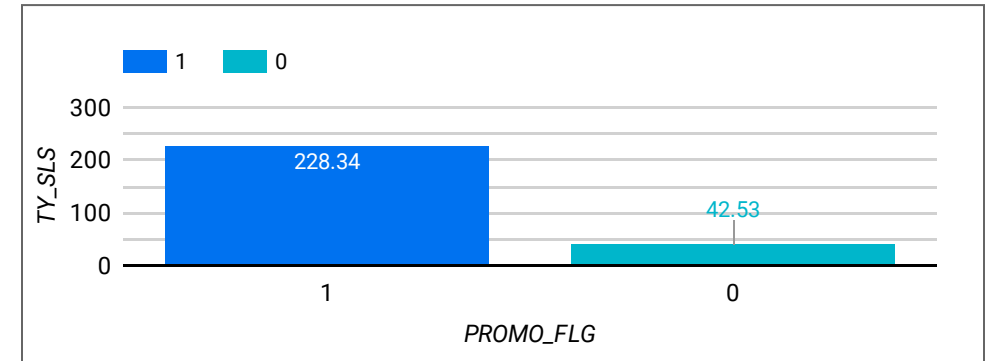
SKU-STR-PROMO level count of transactions and Average Markdowns

	SLS_DT	SKU_NBR	SKU_DESC	PROMO_ID	PROMO_NM	PROMO_DESC	PROMO_S_DESC	PROMO_TYP	CTD_DISTINCT_STORES	Record Count	Record Count	AVG_MKDN_PCT
1.	Feb 28, 20...	100124...	HDX ...	27427886	HDX 1...	null	null	null	452	452	0.2% <div></div>	13
2.	Mar 1, 2022	100124...	HDX ...	27427886	HDX 1...	null	null	null	1,059	1,059	0.48% <div></div>	13
3.	Mar 2, 2022	100124...	HDX ...	27427886	HDX 1...	null	null	null	1,167	1,167	0.53% <div></div>	13
Grand total									1,993	222,176	100%	15.57
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Do sales vary with the promotions?

Impact of promotions on sales data

	PROMO_FLG ▼	AVG_TY_SLS	AVG_TY_SLS _UNITS	AVG_MKD N_PCT
1.	1	228.34	4.14	23.16
2.	0	42.53	3.03	null
1 - 2 / 2 < >				



SKU_NBR: 1000039785

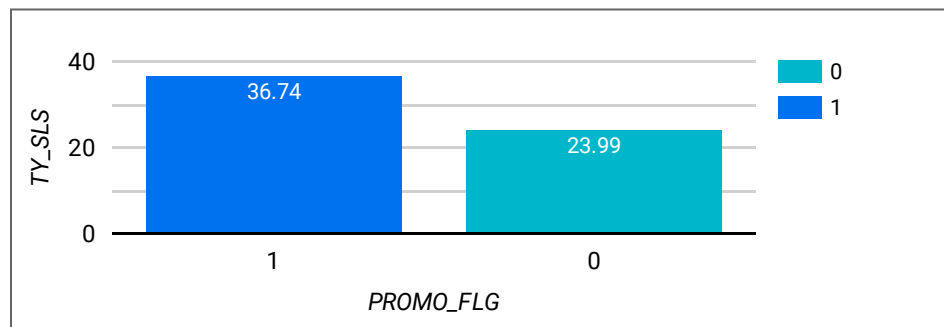
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STR_NBR: 2558

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Impact of promotions at a SKU level

	SKU_NBR ▼	PROM O_FLG	AVG_TY_SLS	AVG_TY_SLS _UNITS	AVG_MKD N_PCT
1.	1000039785	0	23.99	1.85	null
2.	1000039785	1	36.74	3.71	25.01
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Impact of promotions at a STR level

	STR_NBR ▼	PROM O_FLG	AVG_TY_SLS	AVG_TY_SLS _UNITS	AVG_MKD N_PCT
1.	2558	1	181.43	5.59	24.95
2.	2558	0	47.02	3.9	null
1 - 2 / 2 < >					

