

PROMOTION CAMPAIGN DATA ANALYSIS

Campaign

Select all

Diwali

Sankranti

promo_type

25% OFF

33% OFF

50% OFF

500...

BOGOF

TOTAL REVENUE BEFORE
PROMOTION

141M

TOTAL REVENUE AFTER
PROMOTION

348M

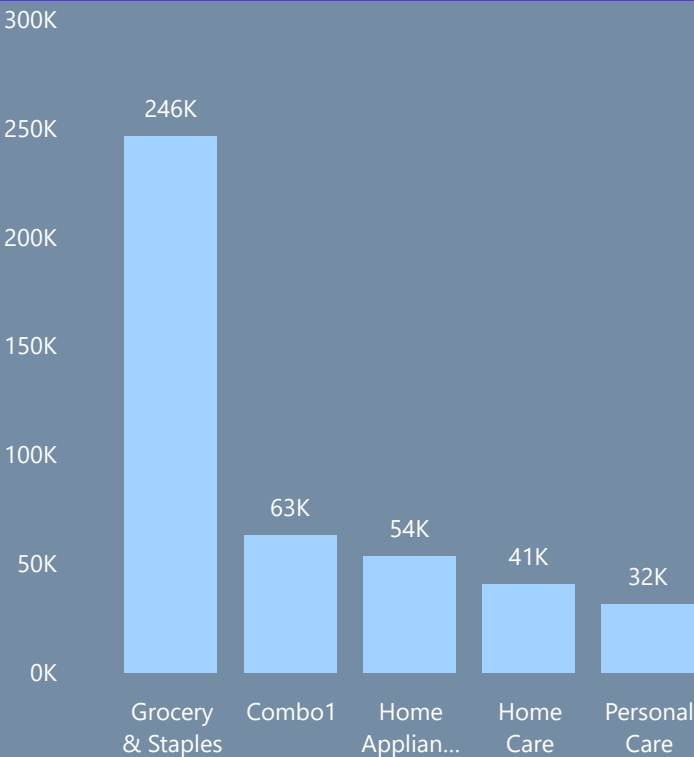
INCREMENTAL REVENUE %

147.23%

INCREMENTAL SOLD UNIT %

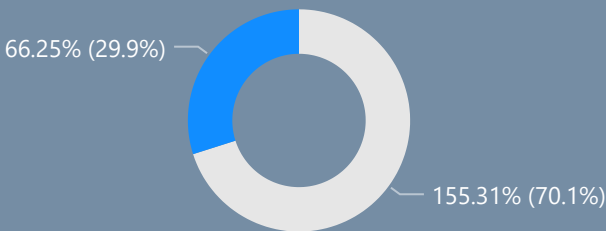
108.31%

Product CATEGORY by quantity sold

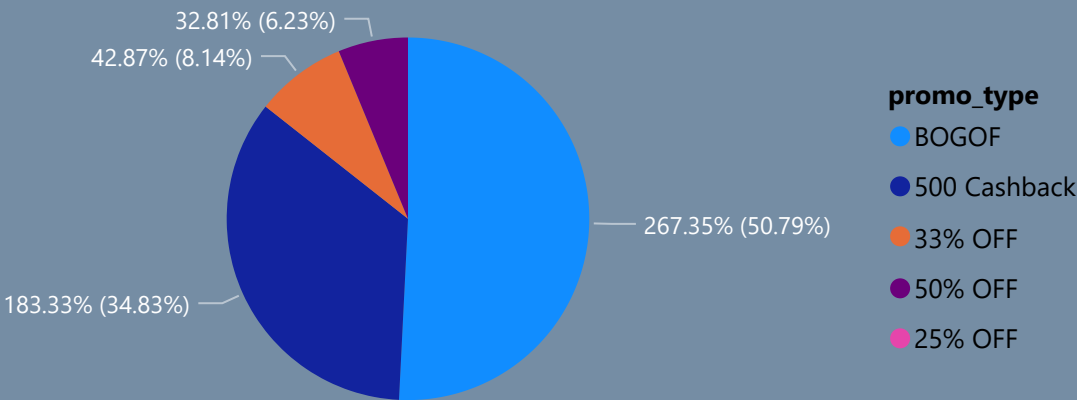


Sale increment by campaign

campaign_name ● Sankranti ● Diwali



Promotion type by IR%



STORES ANALYSIS

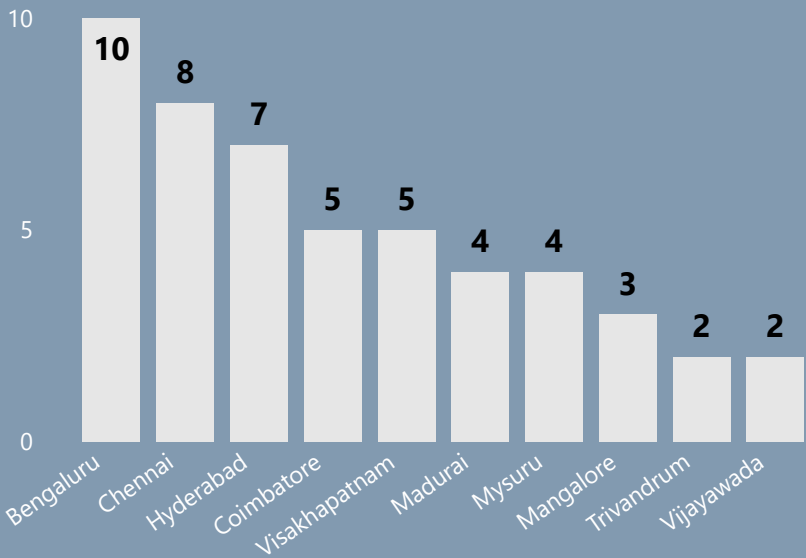
TOTAL STORES

50

TOTAL REVANUE
AFTER PROMO

348M

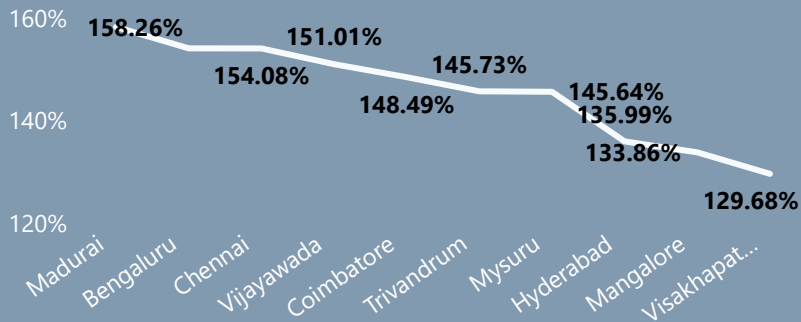
Count of Store id by CITY



TOP 10 STORE BY IR %

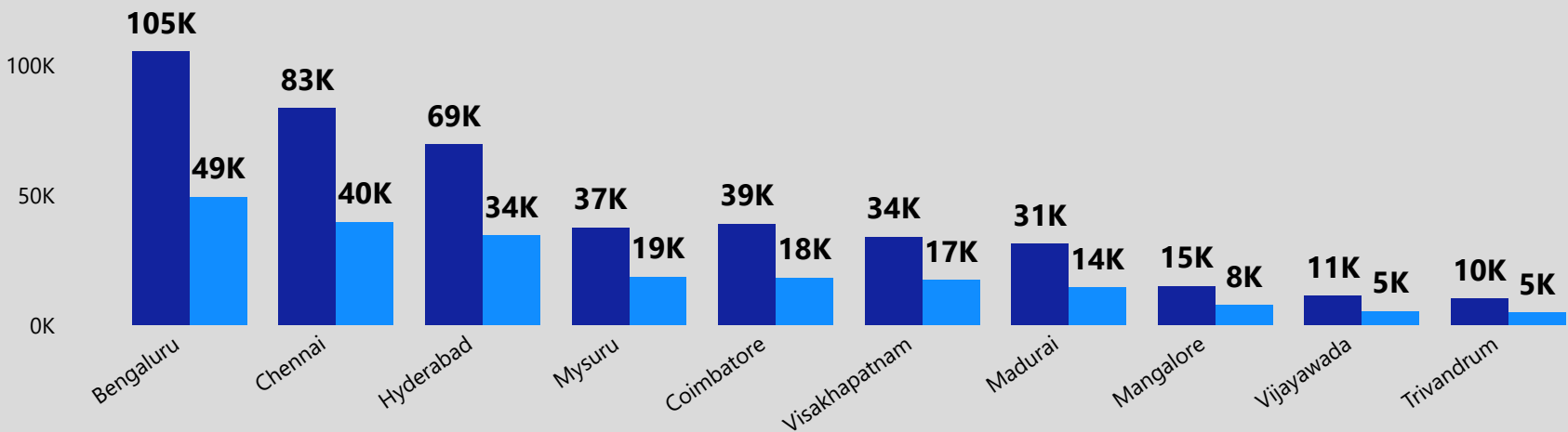
store_id	Sum of IR_PERCENTAGE	CITY
STCHE-7	184.14	Chennai
STBLR-7	182.54	Bengaluru
STMYS-1	182.15	Mysuru
STMDU-0	181.15	Madurai
STBLR-0	181.09	Bengaluru
STCBE-2	180.91	Coimbatore
STCHE-4	177.62	Chennai
STMYS-3	177.53	Mysuru
STCHE-3	177.07	Chennai
STBLR-6	176.51	Bengaluru
Total	1,800.71	

IR % BY CITY



ISU VS IR %

Sum of quantity_sold(before_promo) Sum of quantity_sold(after_promo)



BOTTOM 10 STORE BY ISU%

store_id	Sum of ISU_PERCENTAGE	CITY
STVSK-3	66.16	Visakhapatnam
STHYD-1	66.49	Hyderabad
STCHE-1	67.41	Chennai
STVSK-4	70.46	Visakhapatnam
STMYS-2	73.93	Mysuru
STMYS-0	74.39	Mysuru
STMLR-0	76.94	Mangalore
STBLR-1	78.07	Bengaluru
STCBE-4	79.71	Coimbatore
STHYD-3	80.51	Hyderabad
Total	734.07	

PRODUCT AND CATEGORY ANALYSIS

Campaign

Select all

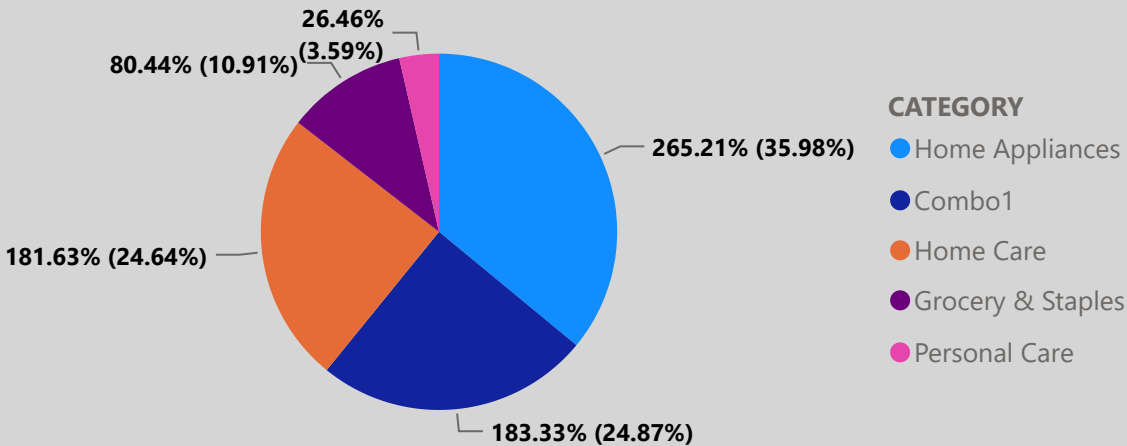
Diwali

Sankranti

TOP 10 PRODUCT SALES DURING PROMOTION

PRODUCT_NAME	Sum of ISU_PERCENTAGE	CATEGORY
Atliq_waterproof_Immersion_Rod	266.19	Home Appliances
Atliq_High_Glo_15W_LED_Bulb	262.98	Home Appliances
Atliq_Double_Bedsheet_set	258.27	Home Care
Atliq_Curtains	255.34	Home Care
Atliq_Home_Essential_8_Product_Combo	183.33	Combo1
Atliq_Farm_Chakki_Atta (1KG)	151.36	Grocery & Staples
Atliq_Suflower_Oil (1L)	137.88	Grocery & Staples
Atliq_Masoor_Dal (1KG)	43.40	Grocery & Staples
Atliq_Sonamasuri_Rice (10KG)	42.79	Grocery & Staples
Atliq_Doodh_Kesar_Body_Lotion (200ML)	33.57	Personal Care
Total	1,635.11	

PRODUCT CATEGORY BY IR%



BOTTOM 10 PRODUCT DURING PROMOTION

PRODUCT_NAME	Sum of ISU_PERCENTAGE	CATEGORY
Atliq_Fusion_Container_Set_of_3	-14.12	Home Care
Atliq_Scrub_Sponge_For_Dishwash	-13.48	Home Care
Atliq_Body_Milk_Nourishing_Lotion (120ML)	9.35	Personal Care
Atliq_Cream_Beauty_Bathing_Soap (125GM)	20.64	Personal Care
Atliq_Lime_Cool_Bathing_Bar (125GM)	33.20	Personal Care
Atliq_Doodh_Kesar_Body_Lotion (200ML)	33.57	Personal Care
Atliq_Sonamasuri_Rice (10KG)	42.79	Grocery & Staples
Atliq_Masoor_Dal (1KG)	43.40	Grocery & Staples
Atliq_Suflower_Oil (1L)	137.88	Grocery & Staples
Atliq_Farm_Chakki_Atta (1KG)	151.36	Grocery & Staples
Total	444.59	

QUANTITY SOLD BY CATEGORY

