

Recommended Insights

Store Performance Analysis:

- Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?
- Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?
- How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?

Promotion Type Analysis:

- What are the top 2 promotion types that resulted in the highest Incremental Revenue?
- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?
- Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?
- Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

Product and Category Analysis:

- Which product categories saw the most significant lift in sales from the promotions?
- Are there specific products that respond exceptionally well or poorly to promotions?
- What is the correlation between product category and promotion type effectiveness?

Note: The above insight ideas are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.