

Home Page

Price Variation

Traffic Variation

High Level Matrix

Brand category Activity

Special Promotion/Price  
fluctuation

# Price variation brand/category/time/channel

Price vari...

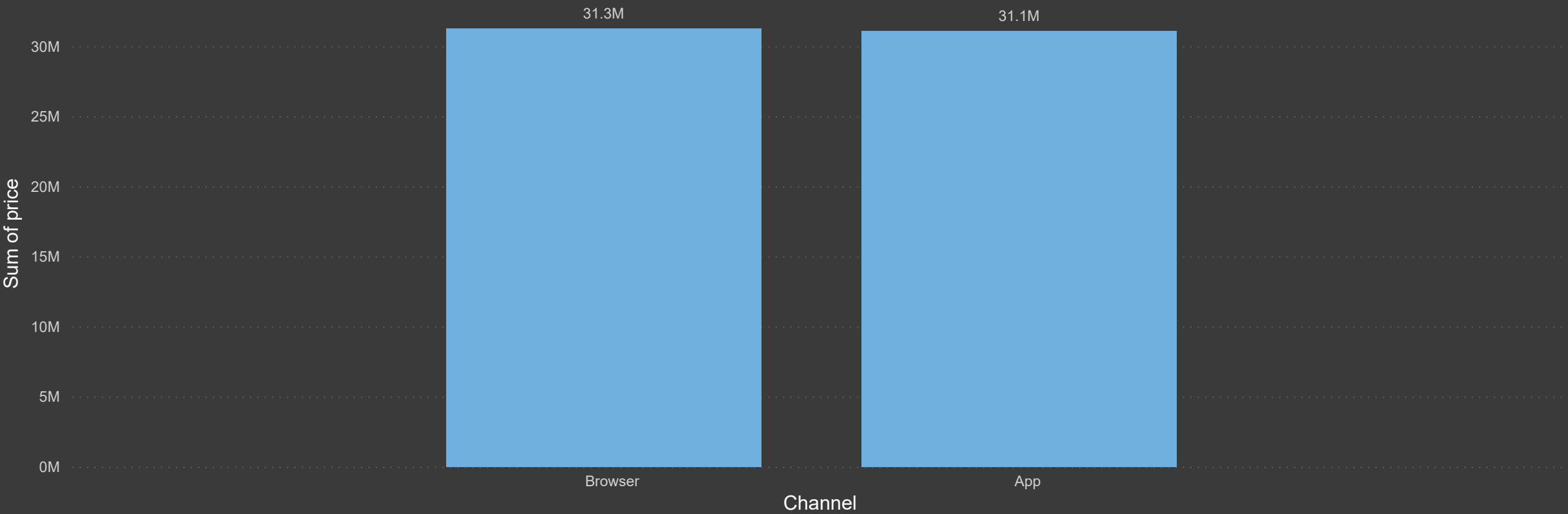


- ☐ brand
- ☐ category
- ☒ Channel
- ☐ event\_hour

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Sum of price by Channel



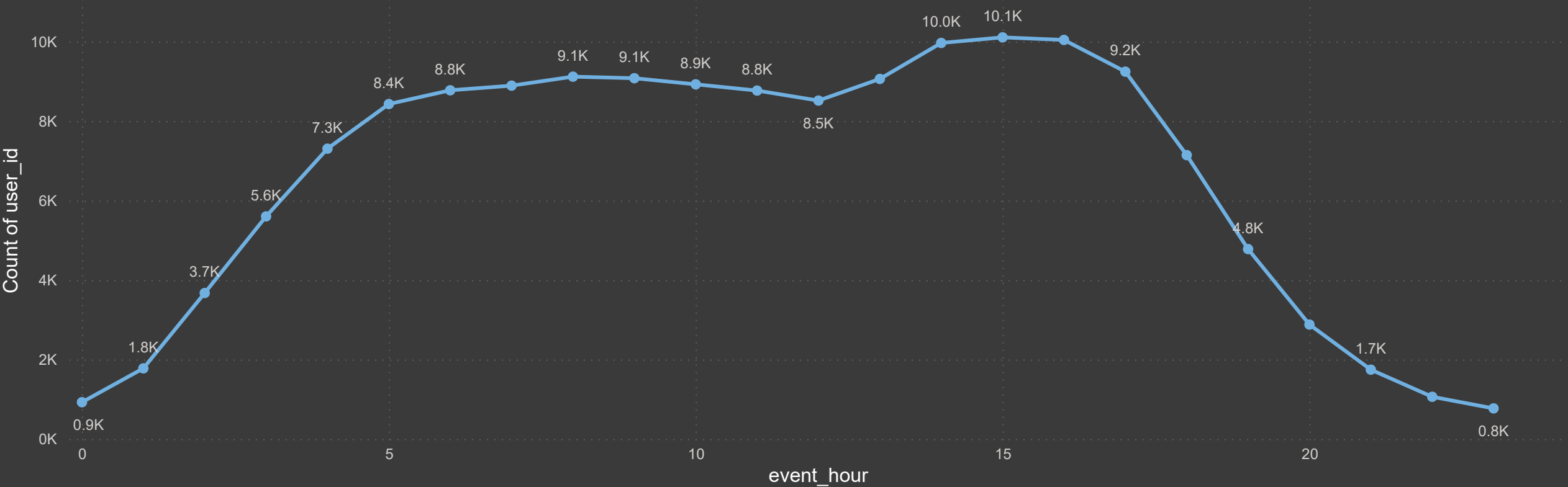
# Traffic variation by day/time/channel

## Traffic Variation

- Day\_of\_Week
- event\_hour
- Channel

Home Page

Count of user\_id by event\_hour



5.65M

Revenue

12.95M

Potential Revenue

Mo... ▾

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6

Chan... ▾

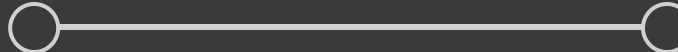
- ☐ App
- ☐ Browser

State ▾

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO

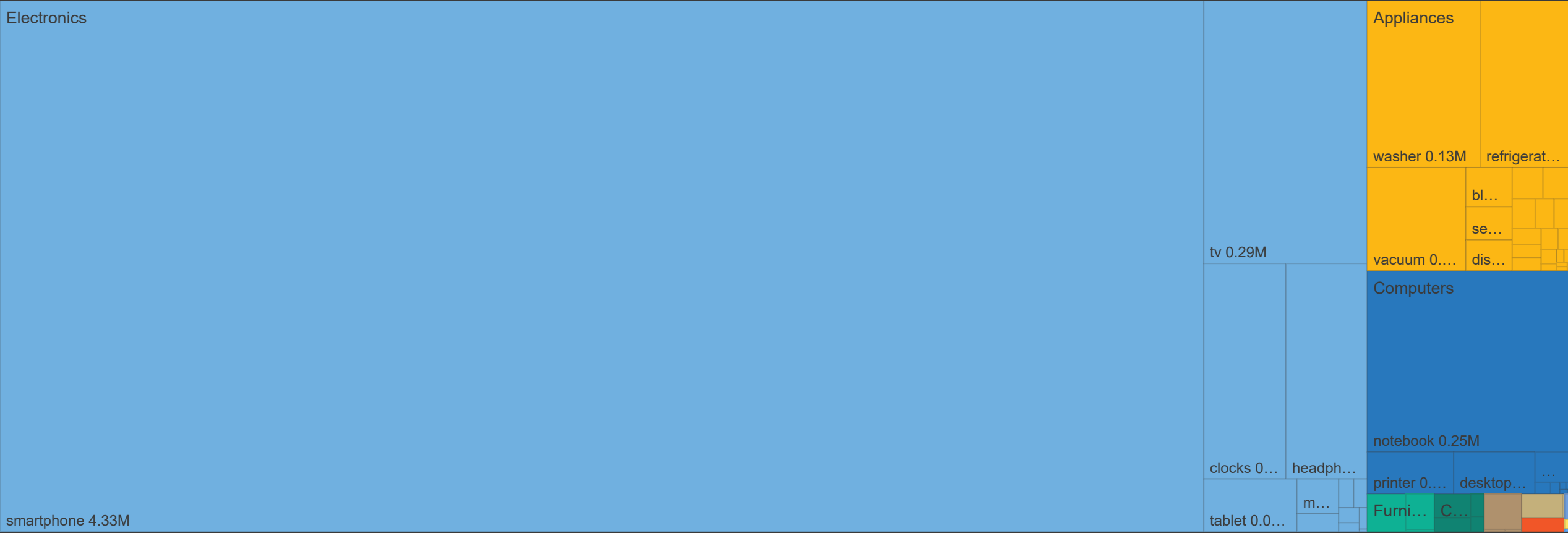
event\_date ▾

10-01-2019 11-12-2019



Clear all Filter

Revenue by category and sub\_category2



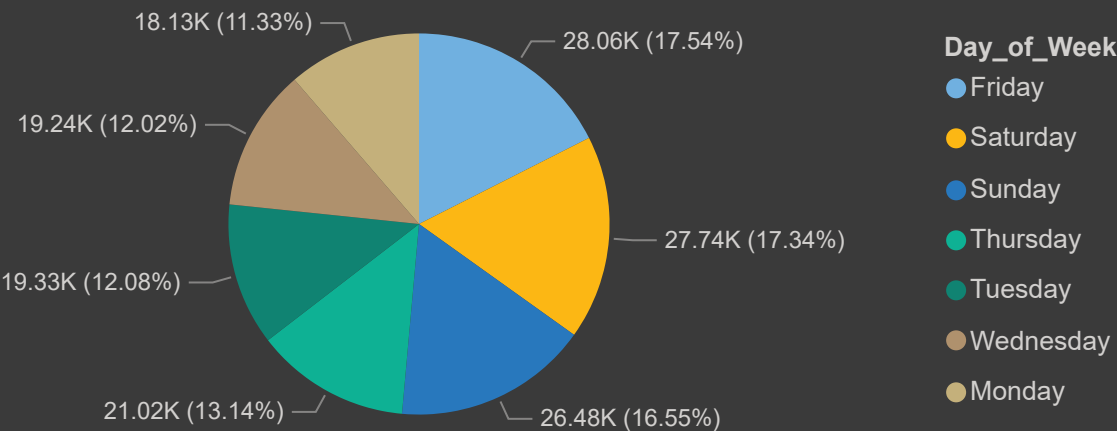
# Brand/Category activity by various parameter

Channel

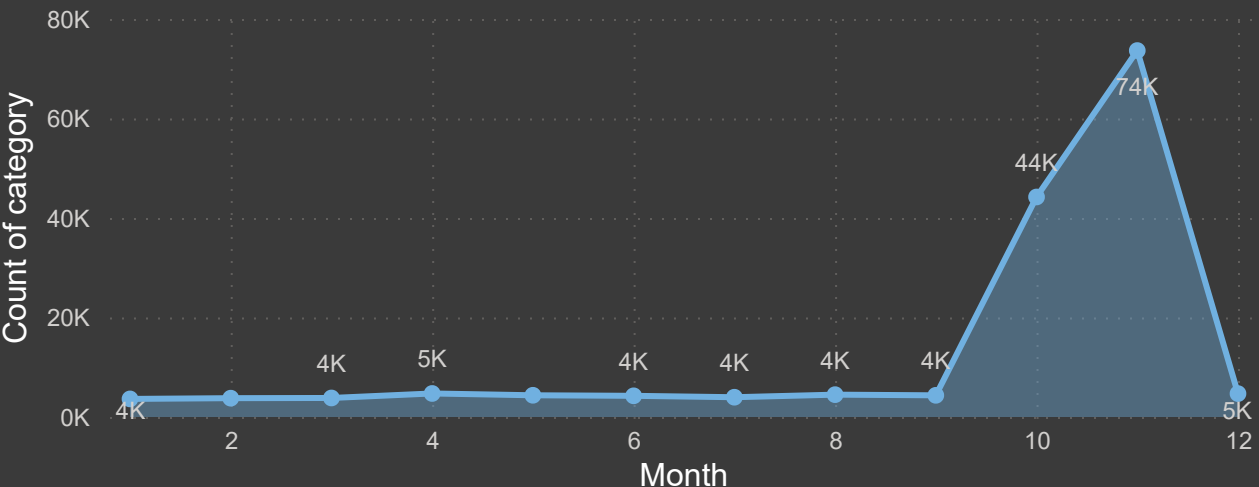
App

Browser

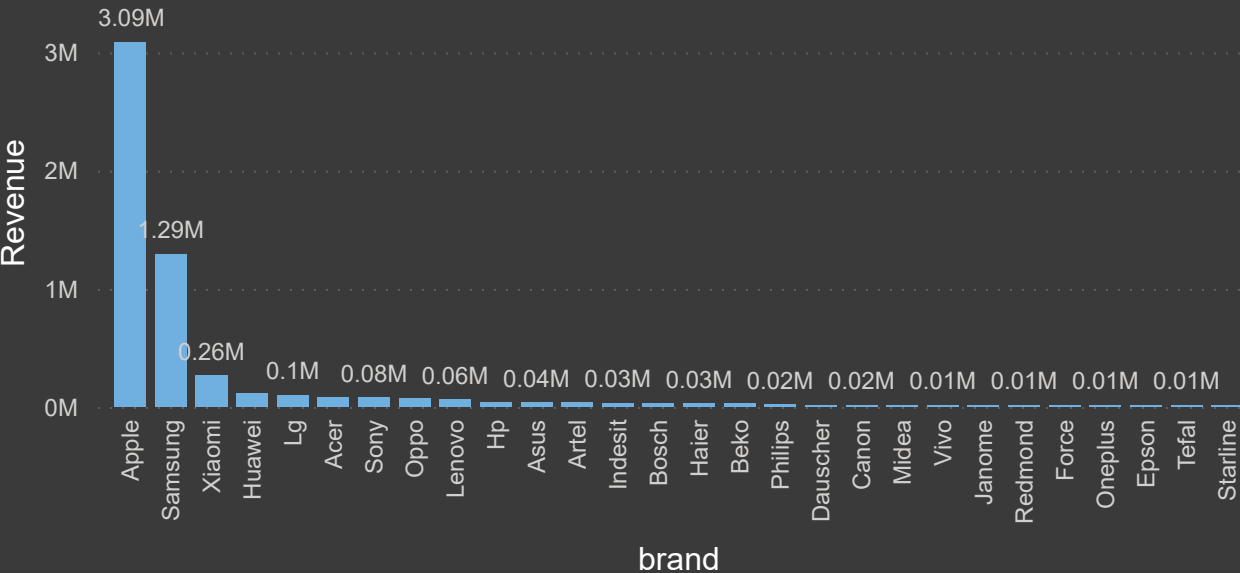
Count of brand by Day\_of\_Week



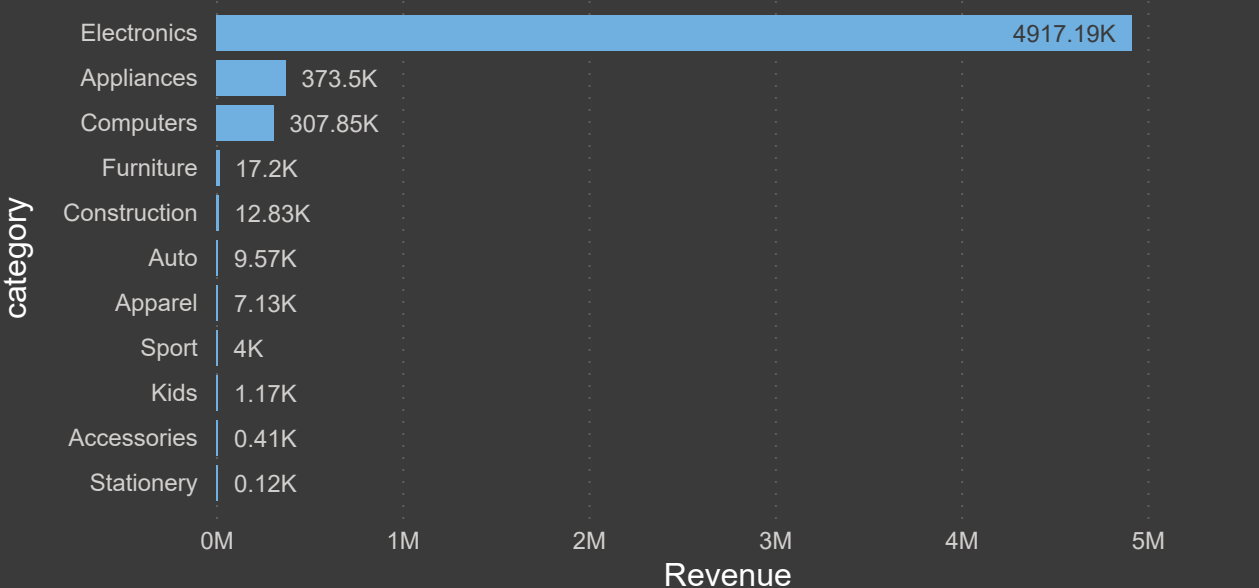
Count of category by Month



Revenue by brand



Revenue by category



1)It is clear from the visual that SALES is affected as the PRICE fluctuate after the SPECIAL PROMOTION is applied for the month of OCTOBER and NOVEMBER.

2)SPECIAL PROMOTION has increase the SALES exponentially for the month of OCTOBER and NOVEMBER. Also the search activity is higher for these two months.

Sum of price by Month

