



Festive Promotions Pulse: Unveiling Sales Success at AtliQ Mart



Home



Store Analysis



Store Analysis



Promotion Analysis



Product and Category
Analysis



Product and Category
Analysis

Presented By :Namrata Singh

Store Performance Analysis

campaign_name

All

store_id

All

city

All



Cities

10



Stores

50



Total Revenue
before promotion

140.70M

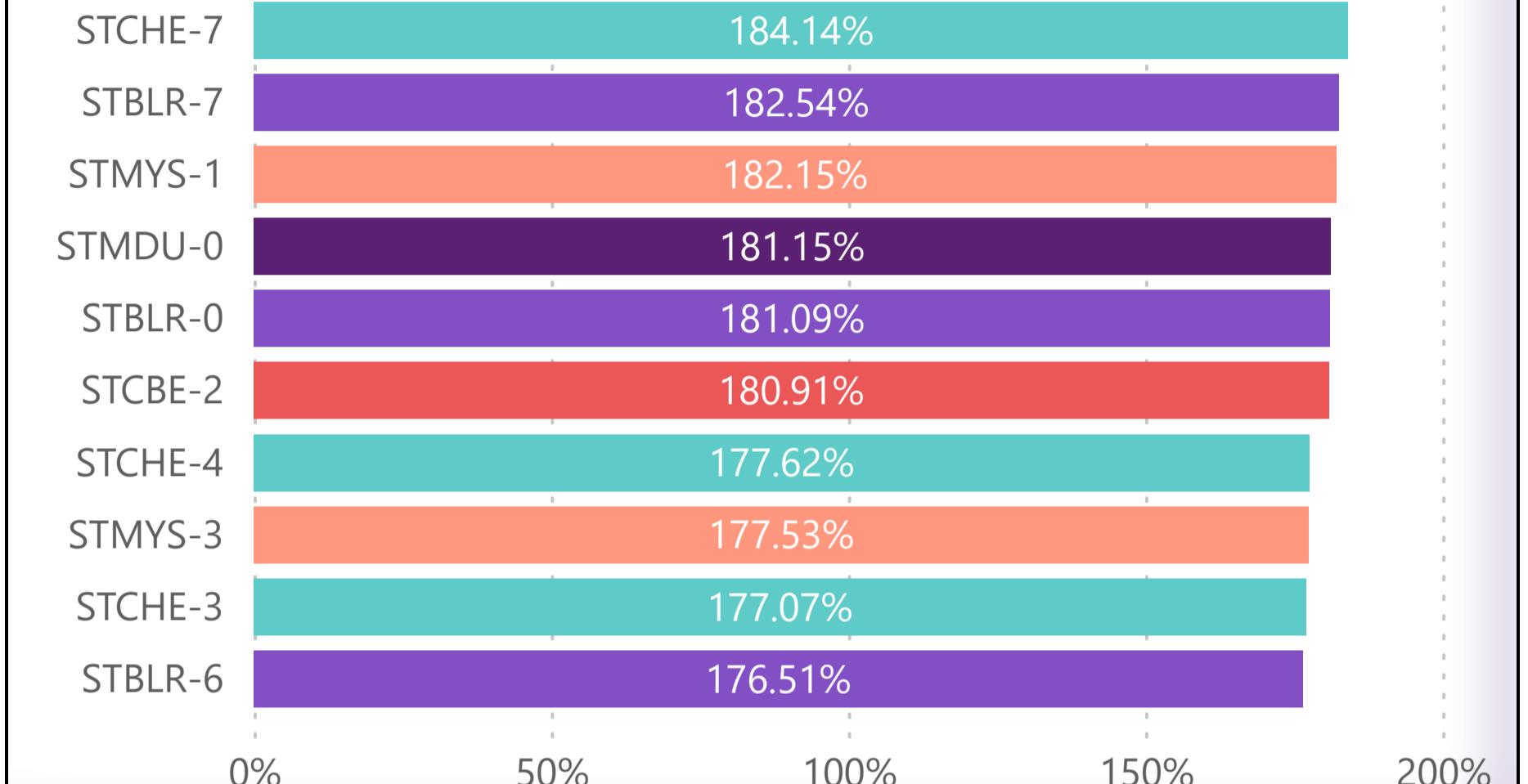


Total Revenue after
Promotion

347.86M

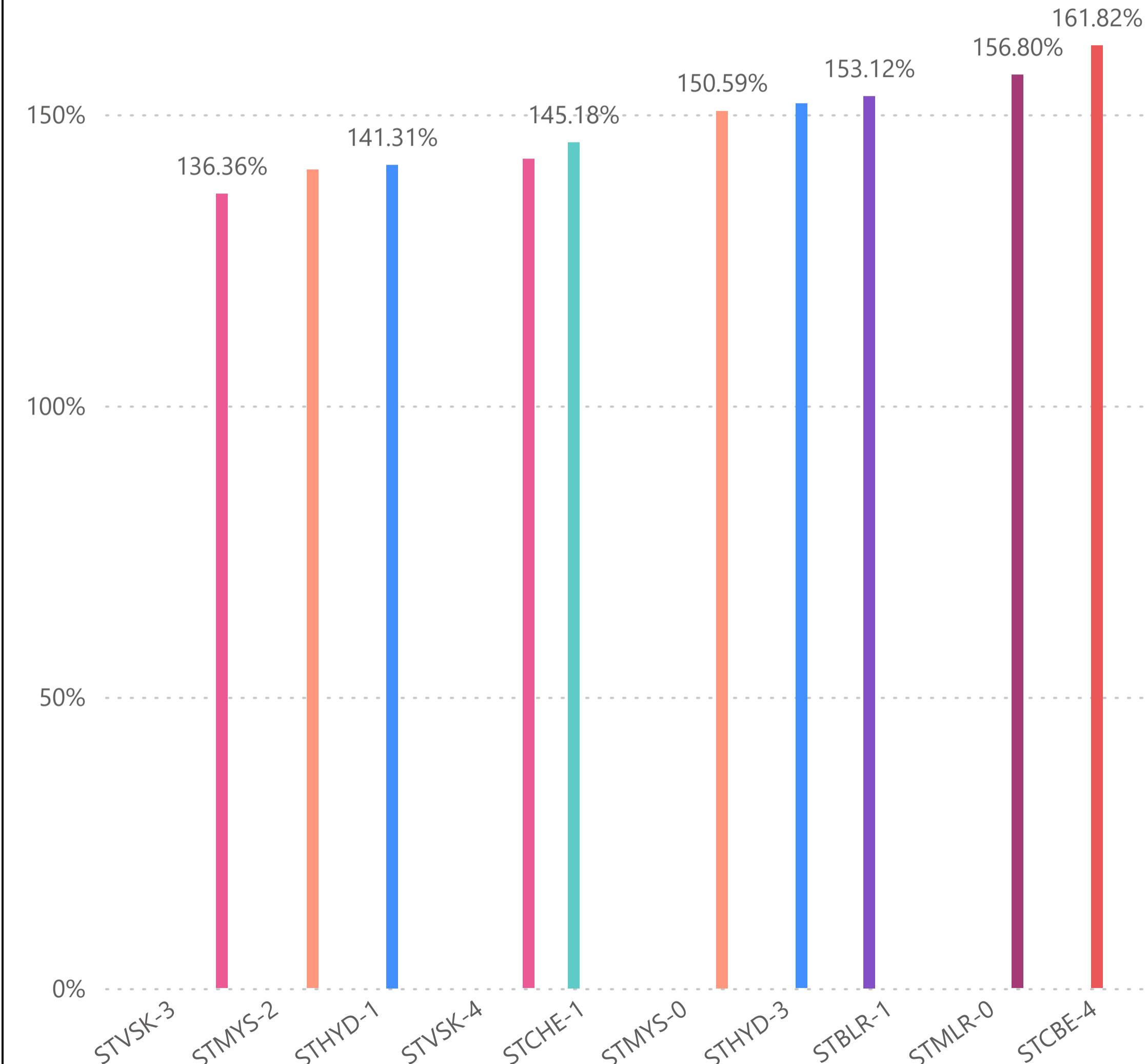
Top 10 Stores by IR%

Bengaluru Chennai Coimbatore Madurai Mysuru

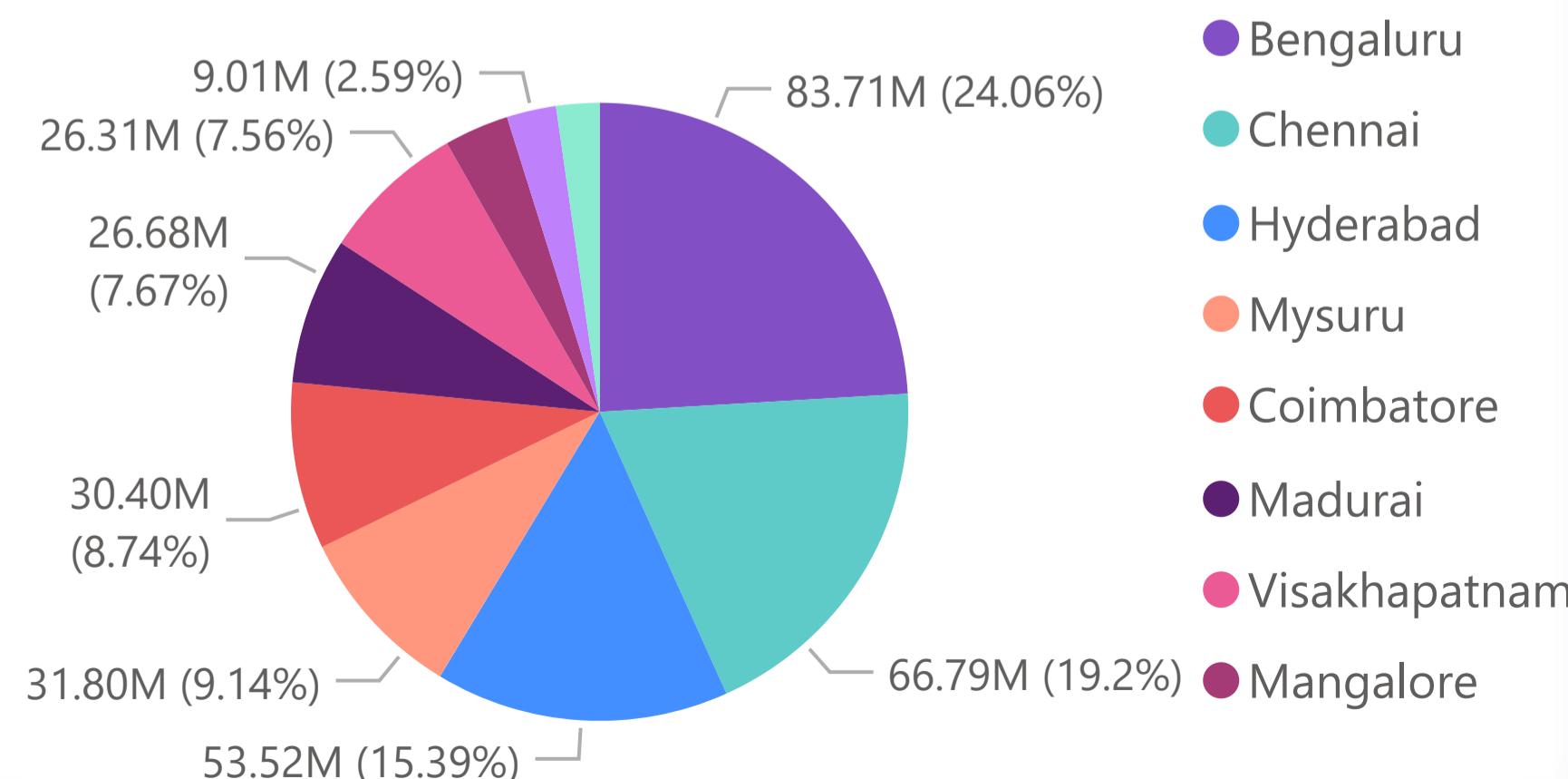


Bottom 10 Stores by ISU%

Bengaluru Chennai Coimbatore Hyderabad Mangalore Mysuru Visakhapatnam



Total Revenue Distribution from promotion By City





Store Performance Analysis

campaign_name

Diwali

store_id

All

city

All



Cities

10



Stores

50

Total Revenue
before promotion

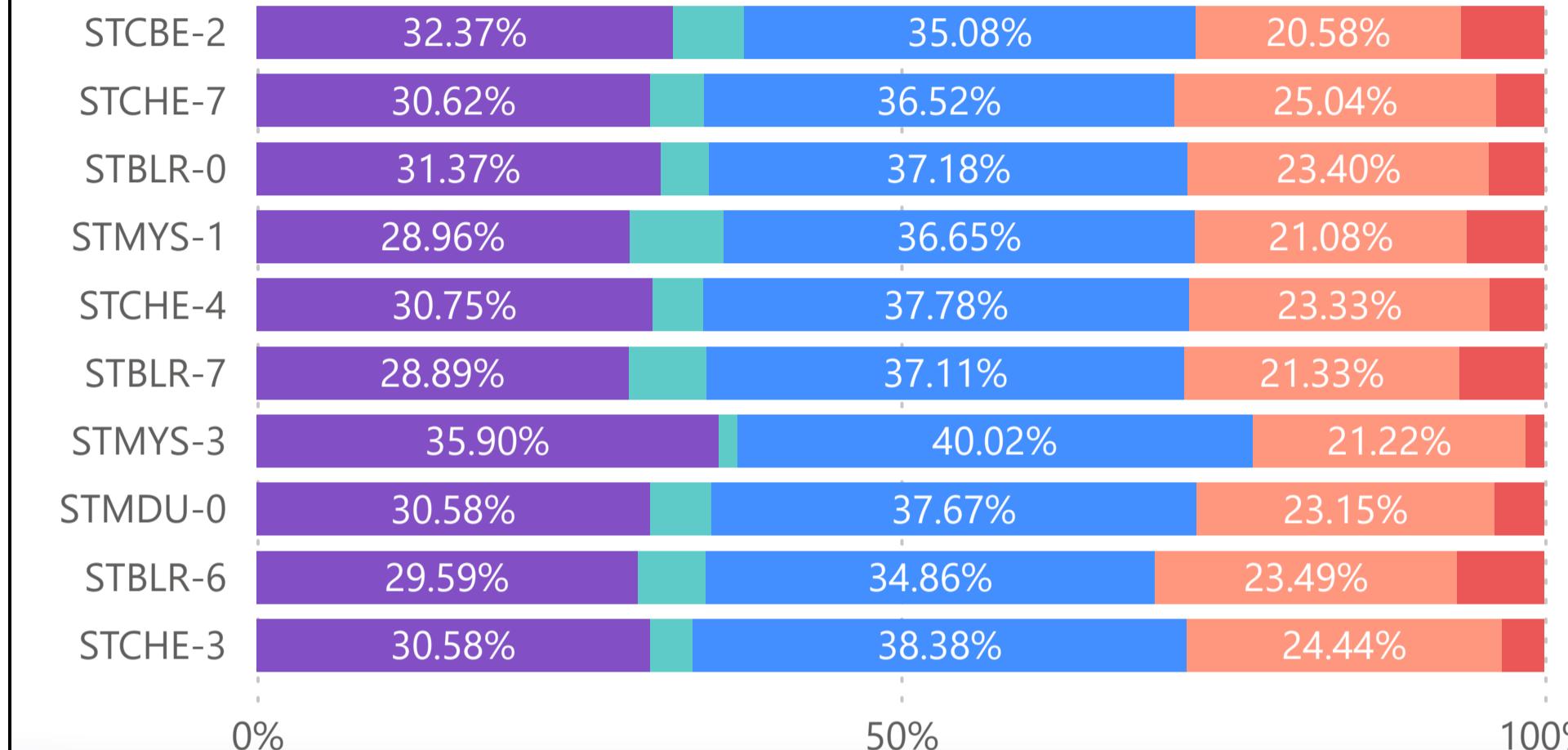
82.57M

Total Revenue
after Promotion

207.46M

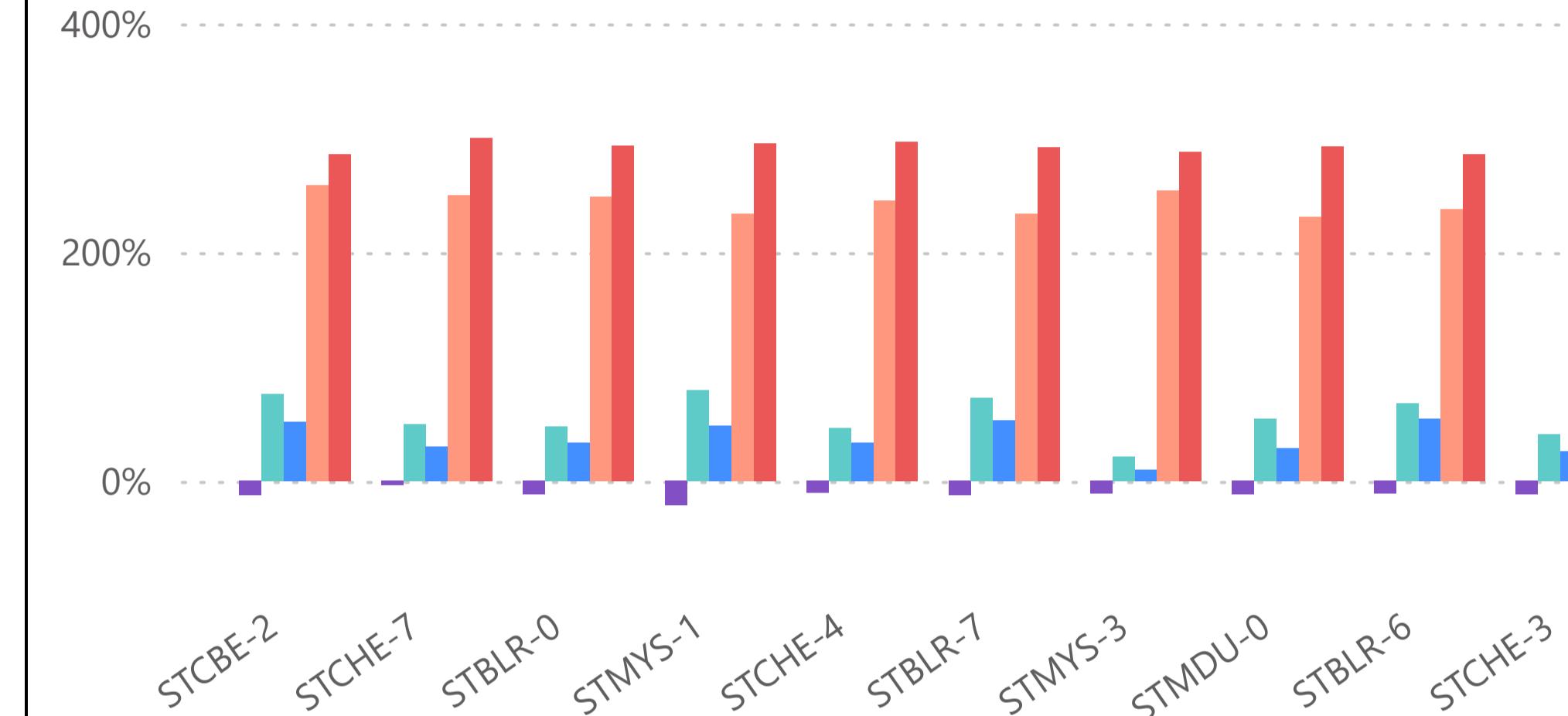
Contribution of category in each stores by IR%

● Combo1 ● Grocery & Staples ● Home Applia... ● Home Care ● Personal Care



Contribution of promotion type of top 10 stores by IR%

● 25% OFF ● 33% OFF ● 50% OFF ● 500 Cashback ● BOGOF



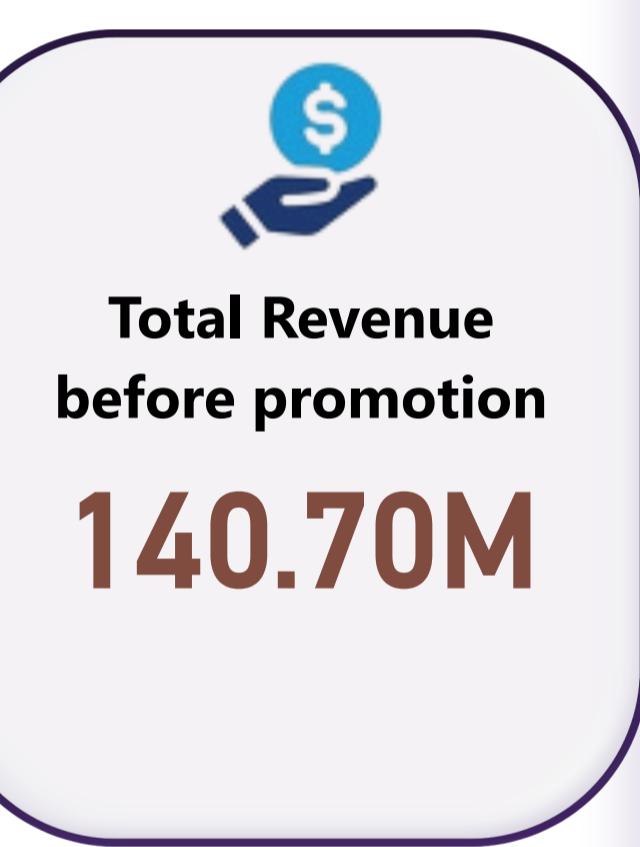
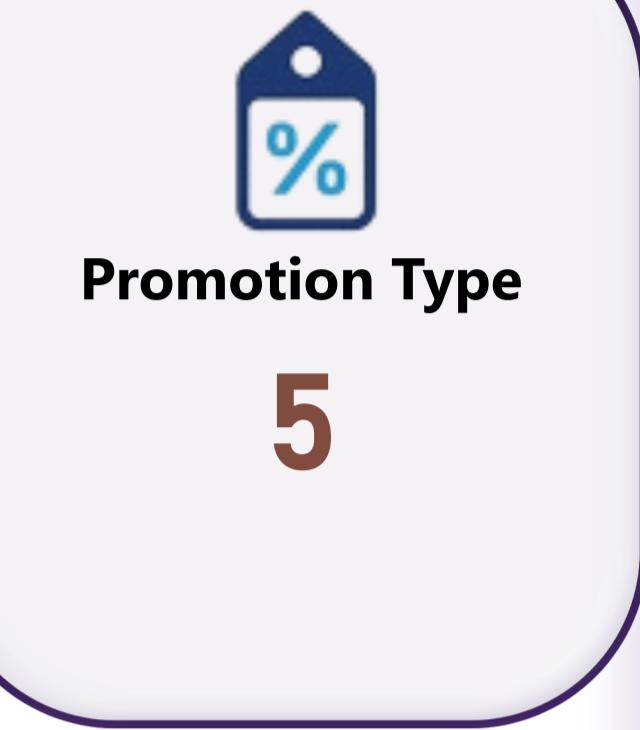
city store_id promo_type product_name category campaign_name IR%

Bengaluru	STBLR-0	BOGOF	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	Diwali	286.30%
Bengaluru	STBLR-0	BOGOF	Atliq_waterproof_Immersion_Rod	Home Appliances	Diwali	300.00%
Bengaluru	STBLR-1	BOGOF	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	Diwali	201.30%
Bengaluru	STBLR-1	BOGOF	Atliq_waterproof_Immersion_Rod	Home Appliances	Diwali	212.96%
Bengaluru	STBLR-2	BOGOF	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	Diwali	251.28%
Bengaluru	STBLR-2	BOGOF	Atliq_waterproof_Immersion_Rod	Home Appliances	Diwali	244.68%
Bengaluru	STBLR-3	BOGOF	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	Diwali	242.53%
Bengaluru	STBLR-3	BOGOF	Atliq_waterproof_Immersion_Rod	Home Appliances	Diwali	240.48%
Bengaluru	STBLR-4	BOGOF	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	Diwali	239.29%
Bengaluru	STBLR-4	BOGOF	Atliq_waterproof_Immersion_Rod	Home Appliances	Diwali	245.00%

Total

151.24%

Promotion Type Analysis



campaign_name

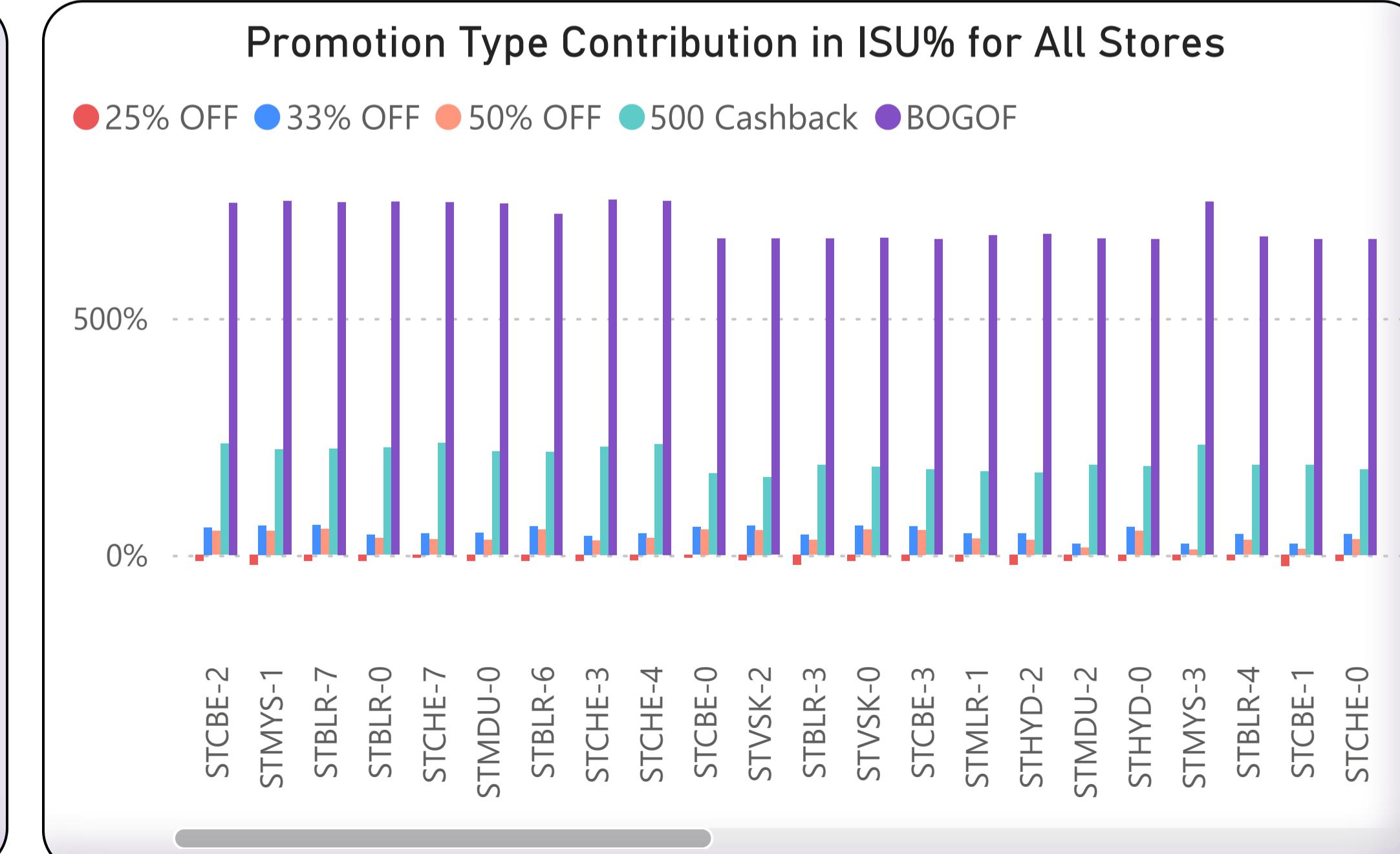
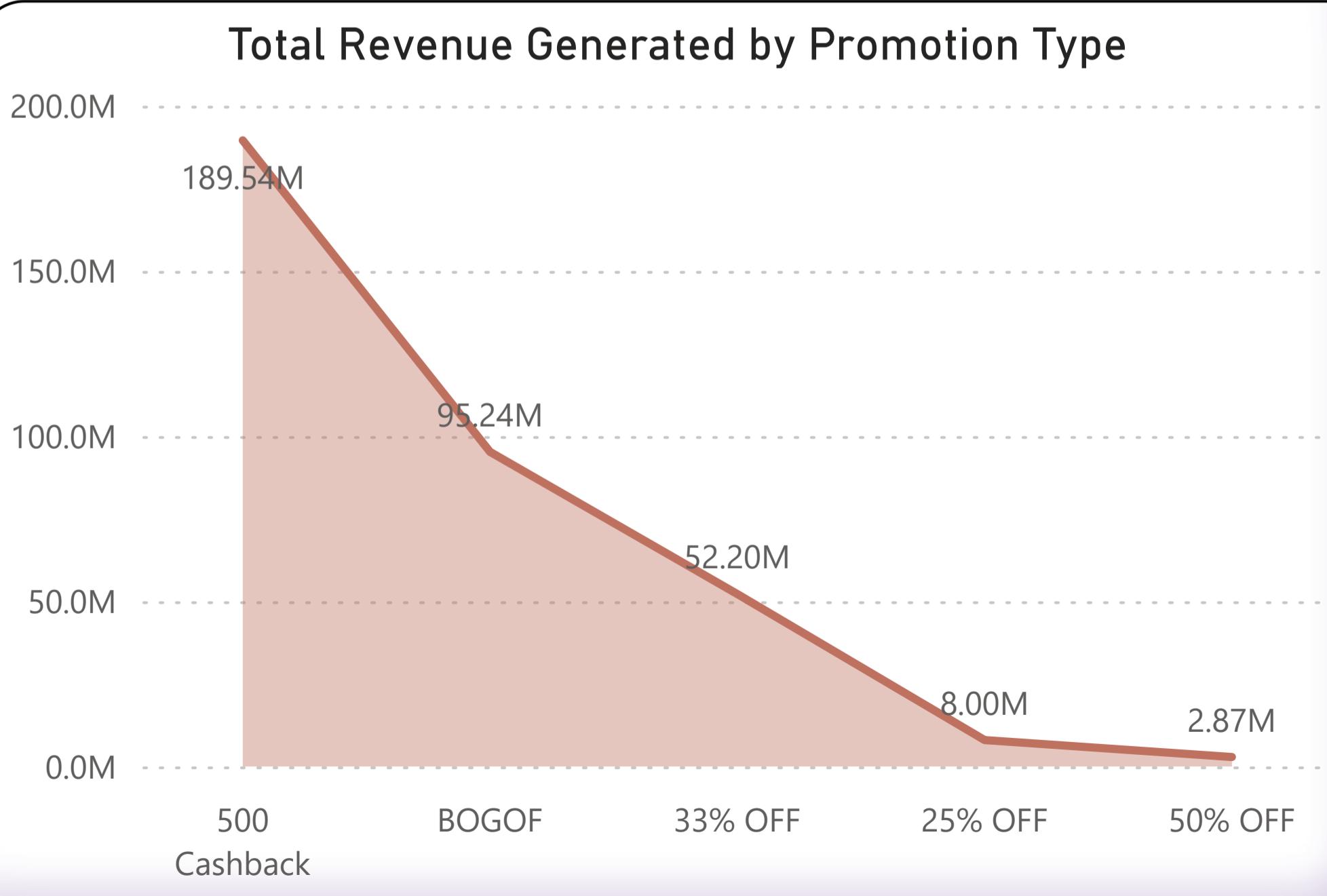
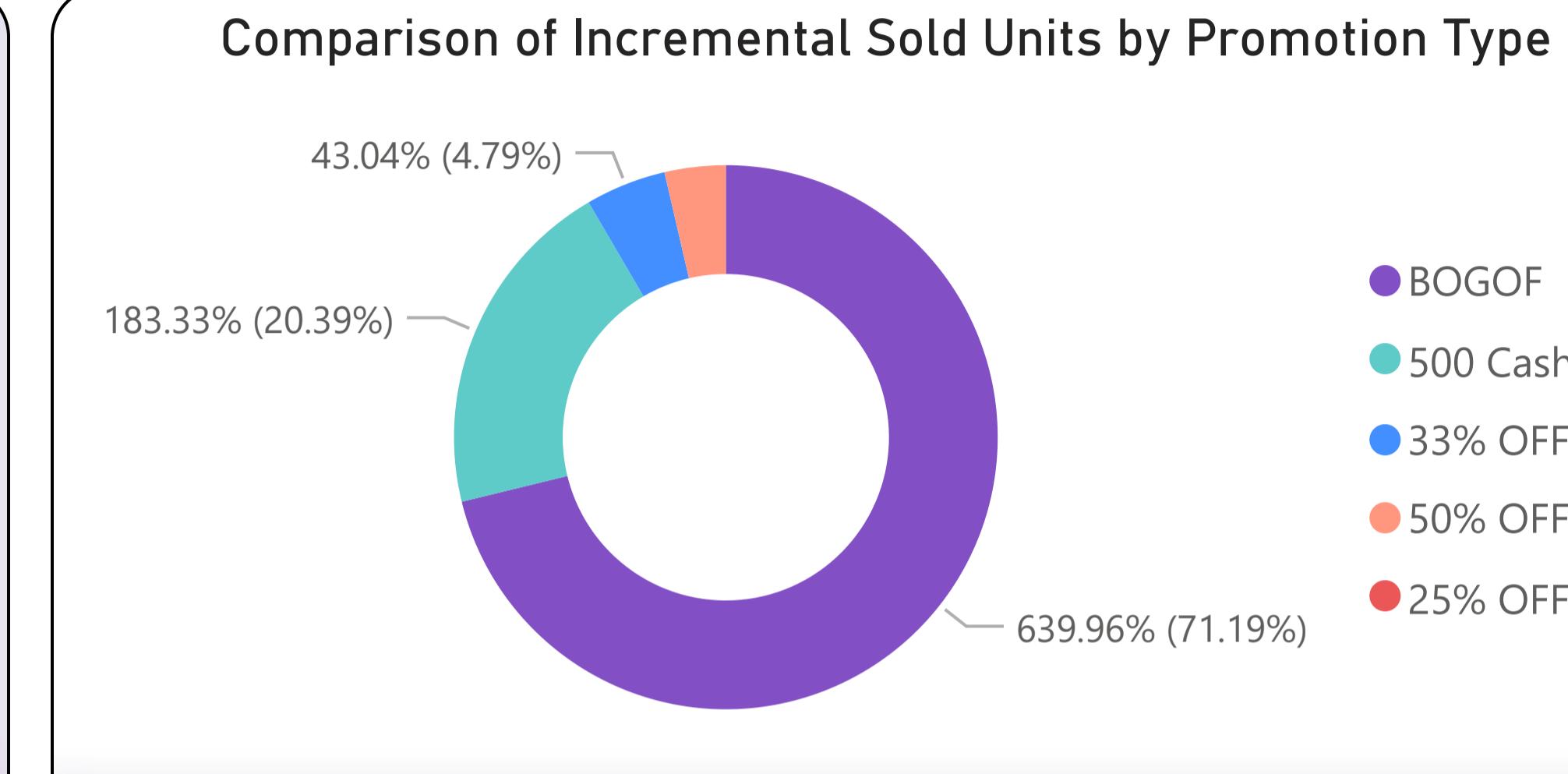
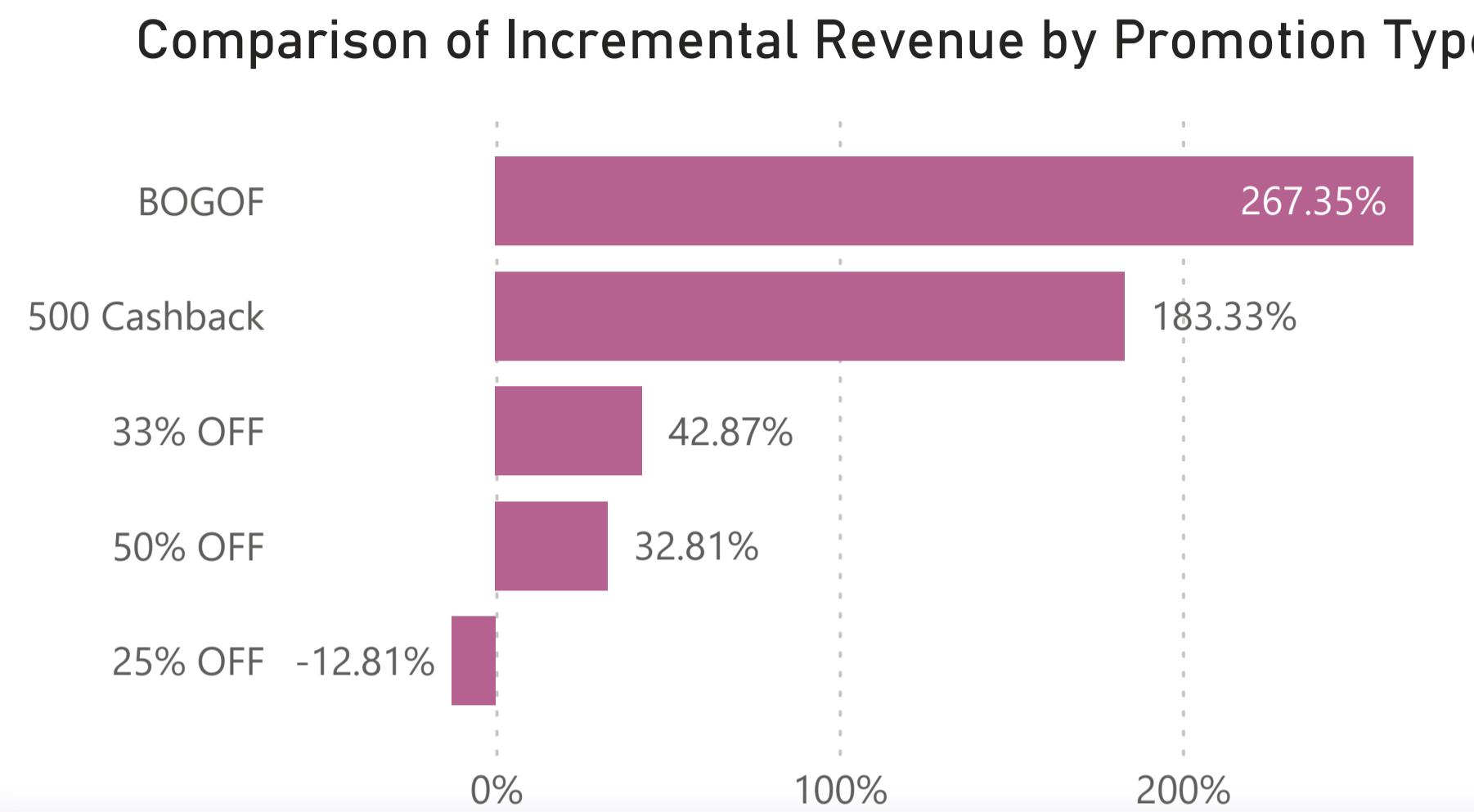
All

store_id

All

city

All



Product And Category Analysis

campaign_name

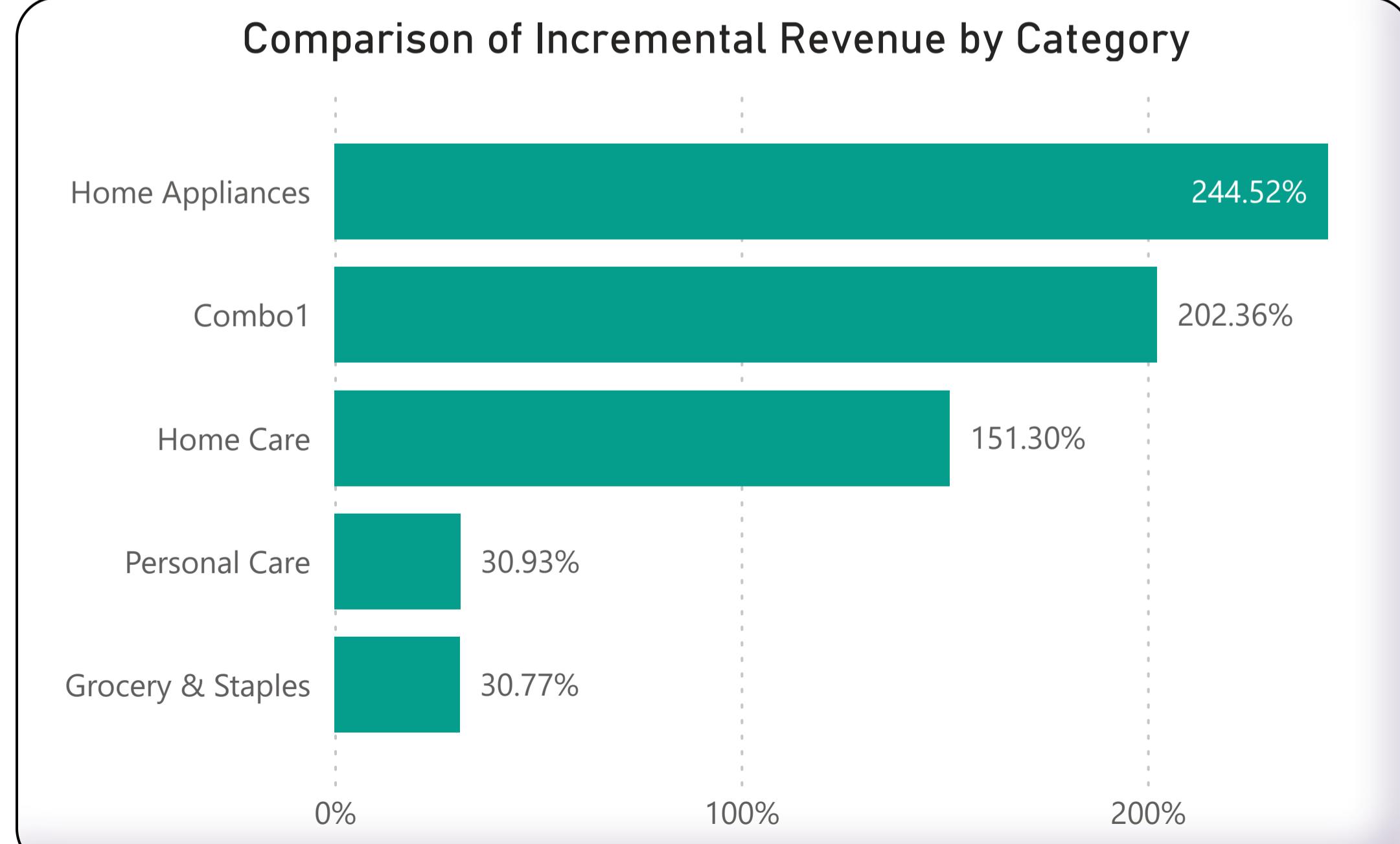
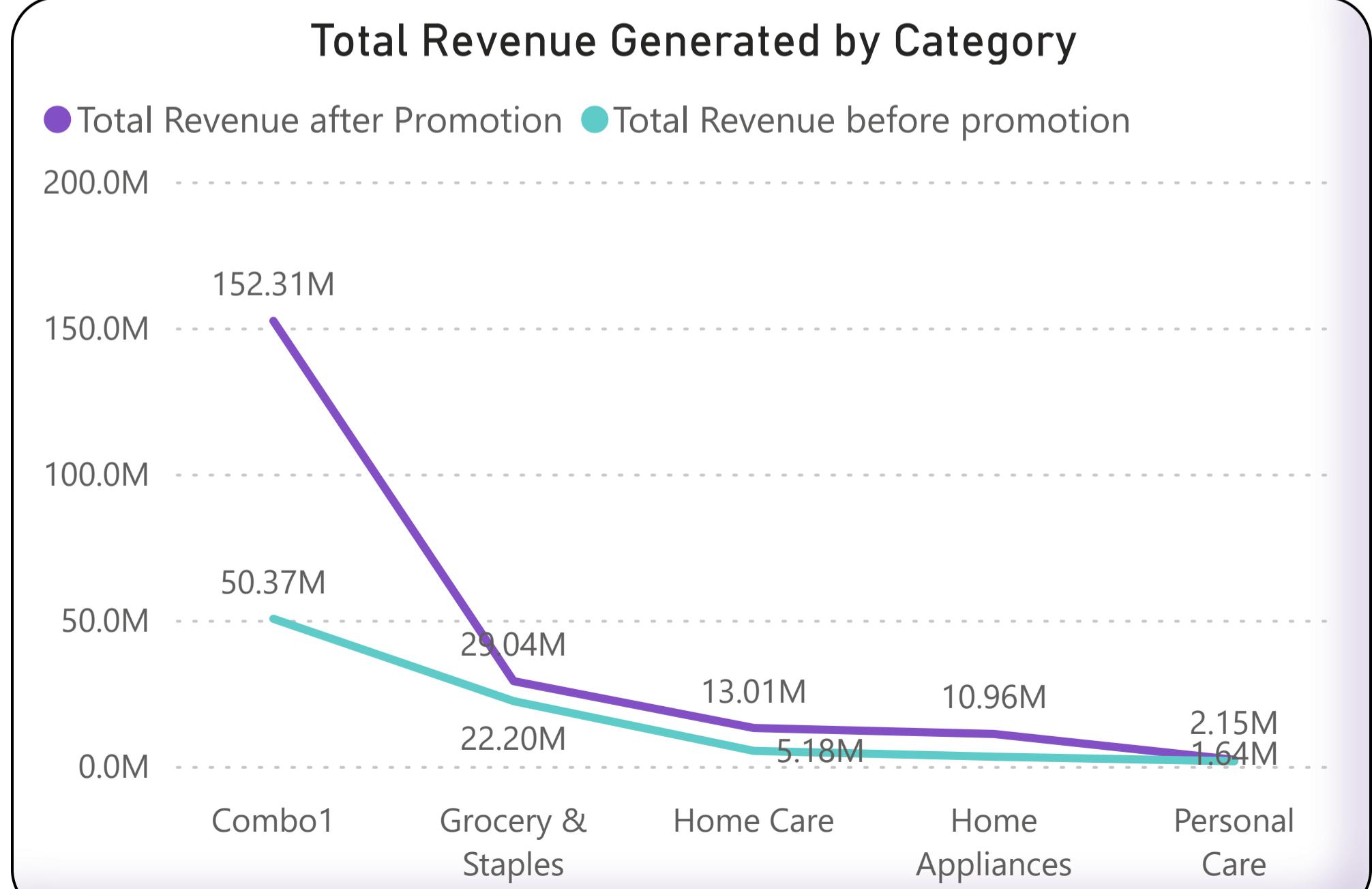
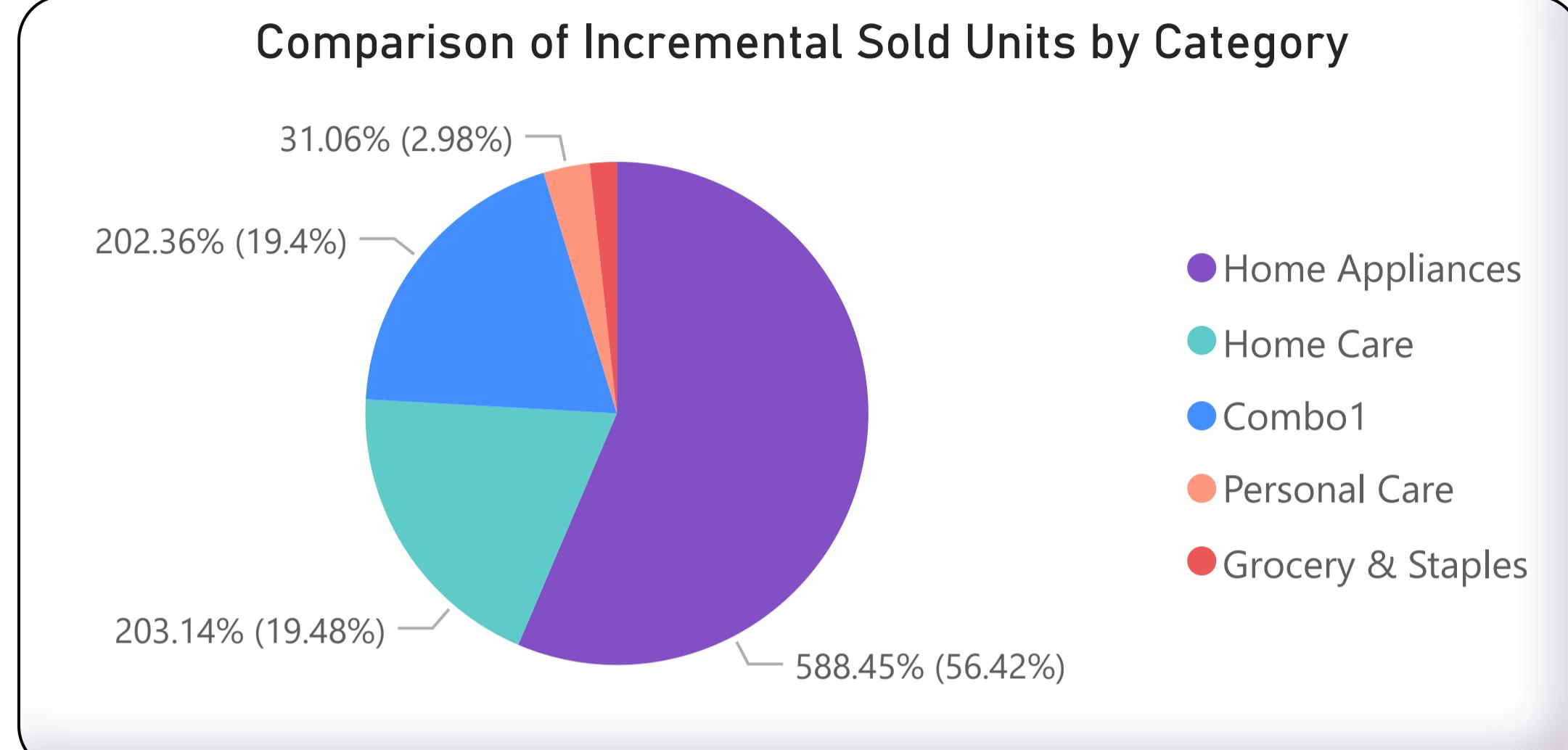
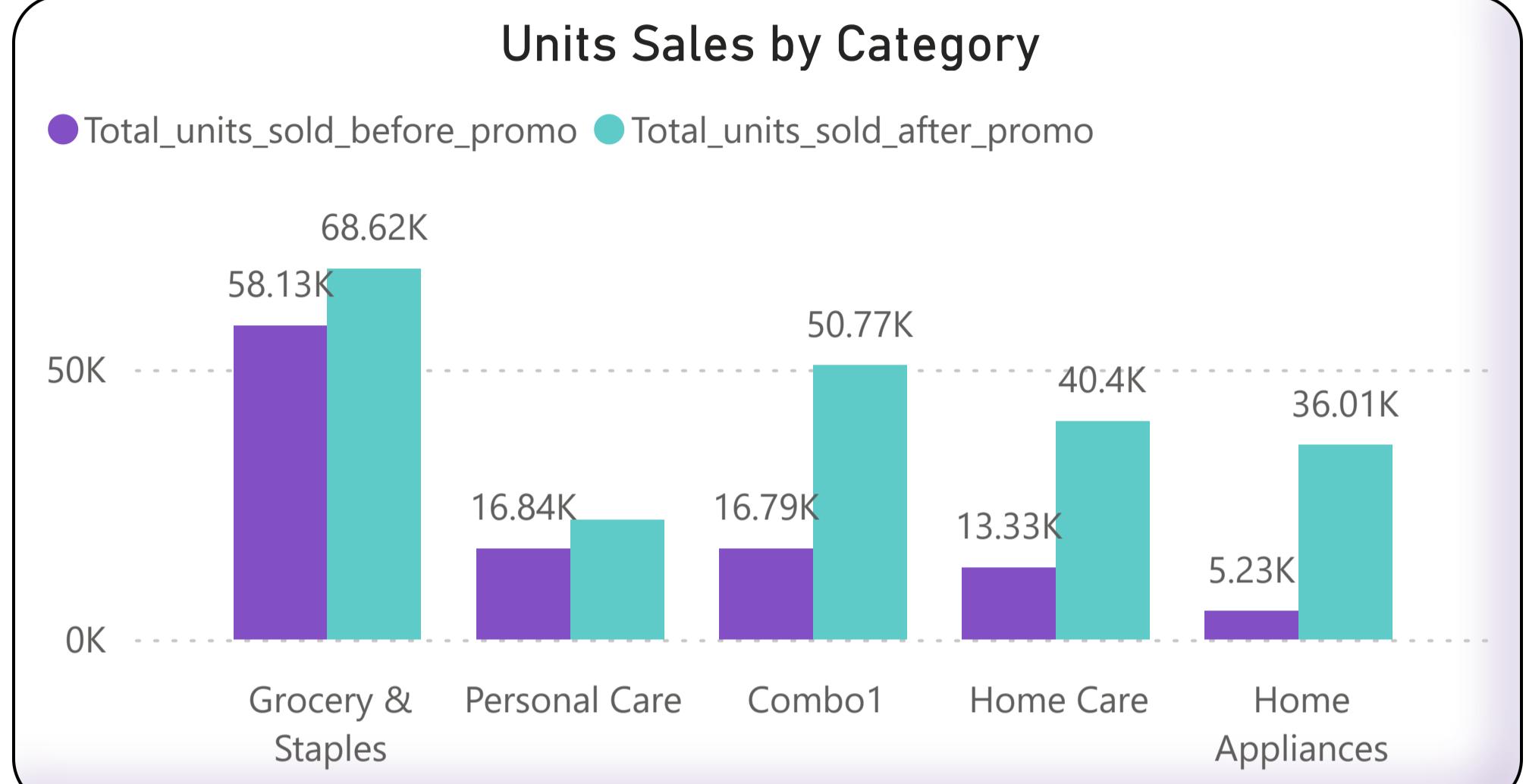
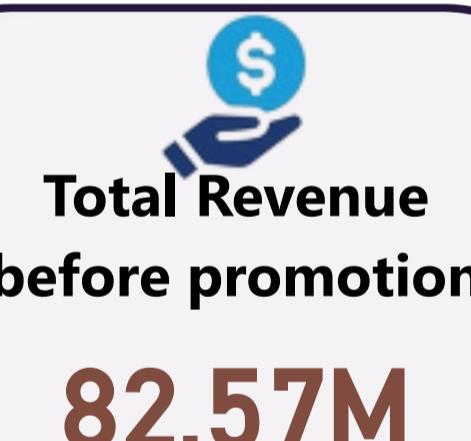
Diwali

store_id

All

city

All



Product And Category Analysis

campaign_name

All

store_id

All

city

All


Total Category
5


Total Products
15


Total Revenue
before promotion
140.70M


Total Revenue after
Promotion
347.86M

