



Store Analysis | AtliQ Mart: Promotion Analysis

Presented by - Akash Singh

Store Analysis

Promotion Analysis

P & C Analysis

Grid View

City

All

Promo Type

All

Product Code

All

Campaign

All

Product Category

All

207.2 M



IR

226.4 K



ISU

347.9 M



Rev after...

435.5 K



QS after...

147%



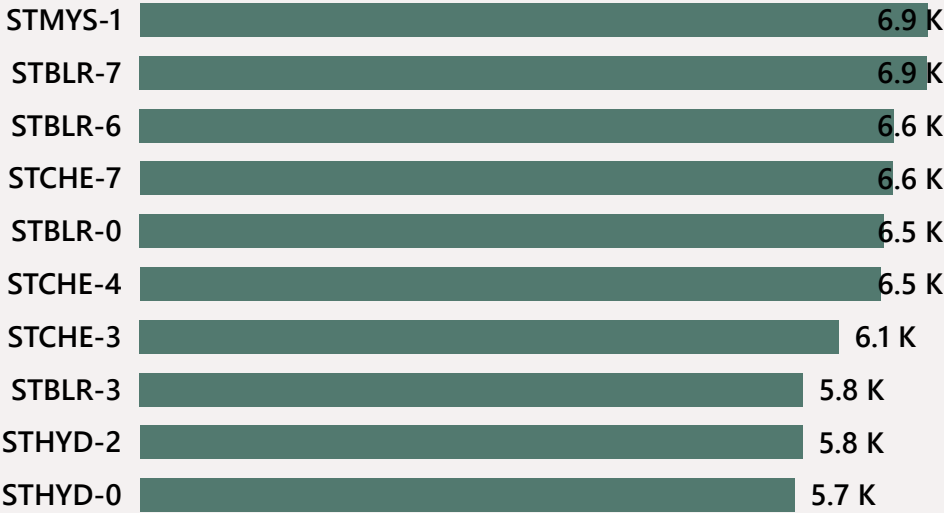
IR%

108.3%



ISU %

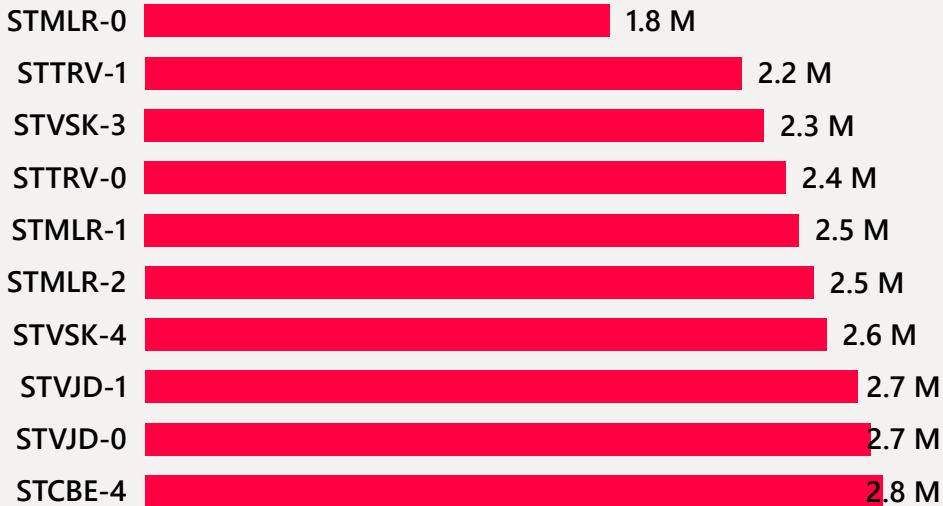
Top 10 store_id BY ISU



TOP 10

BOTTOM 10

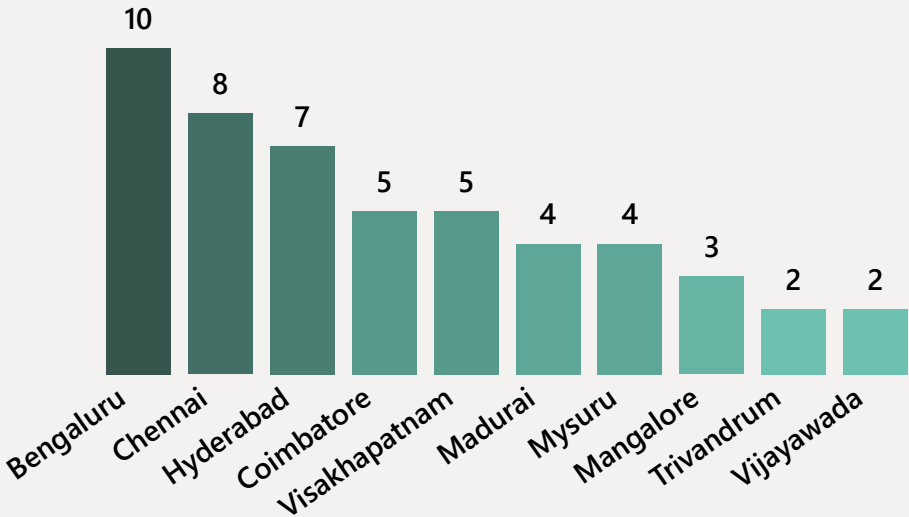
Bottom10 store_id by IR



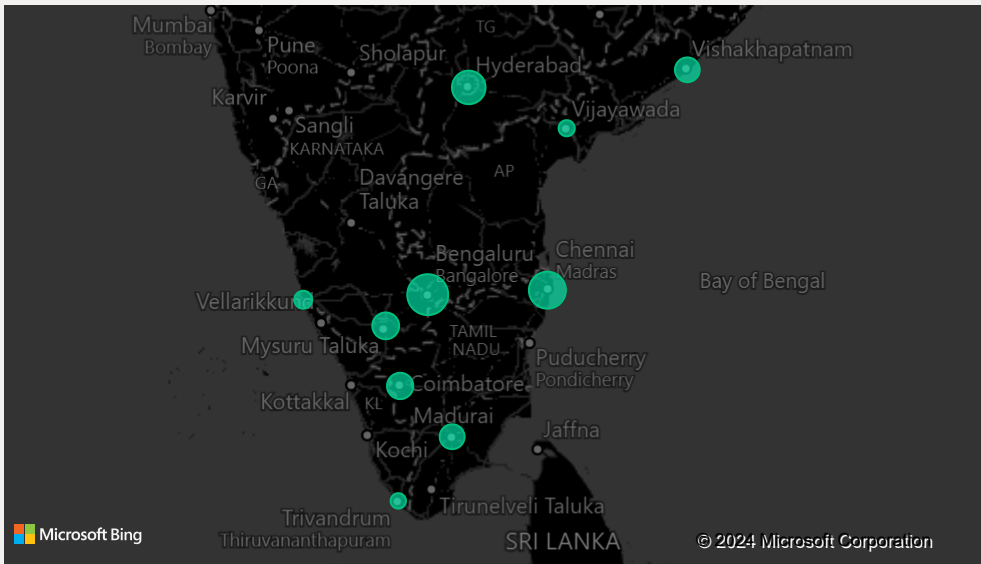
TOP 10

BOTTOM 10

Store Count by City



Revenue Difference by city



city	Total QS before promo	Total QS after promo	ISU	Total rev before promo	Total rev after promo
Bengaluru	49.2 K	105.1 K	56.0 K	32.9 M	83.7 M
Chennai	39.5 K	83.3 K	43.8 K	26.3 M	66.8 M
Coimbatore	18.2 K	38.9 K	20.8 K	12.2 M	30.4 M
Hyderabad	34.4 K	69.4 K	35.0 K	22.7 M	53.5 M
Madurai	14.5 K	31.2 K	16.7 K	10.3 M	26.7 M
Mangalore	7.5 K	14.9 K	7.4 K	5.0 M	11.8 M
Mysuru	18.6 K	37.5 K	18.9 K	12.9 M	31.8 M
Trivandrum	4.8 K	10.2 K	5.3 K	3.2 M	7.9 M
Total	209.1 K	435.5 K	226.4 K	140.7 M	347.9 M

NOTE

ISU (Incremental Sold Unit)= Sales difference between before and after promo

IR (Incremental Revenue) = Revenue difference between before and after promo

QS = Quantity sold

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207.2 M
IR

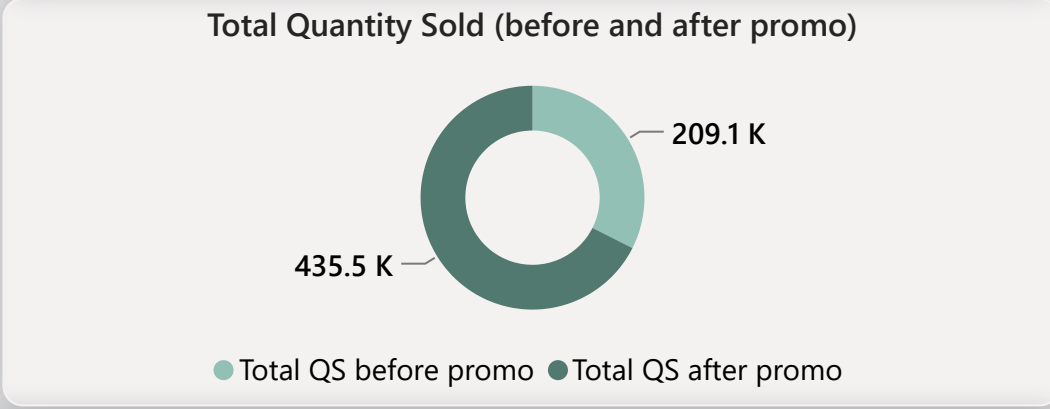
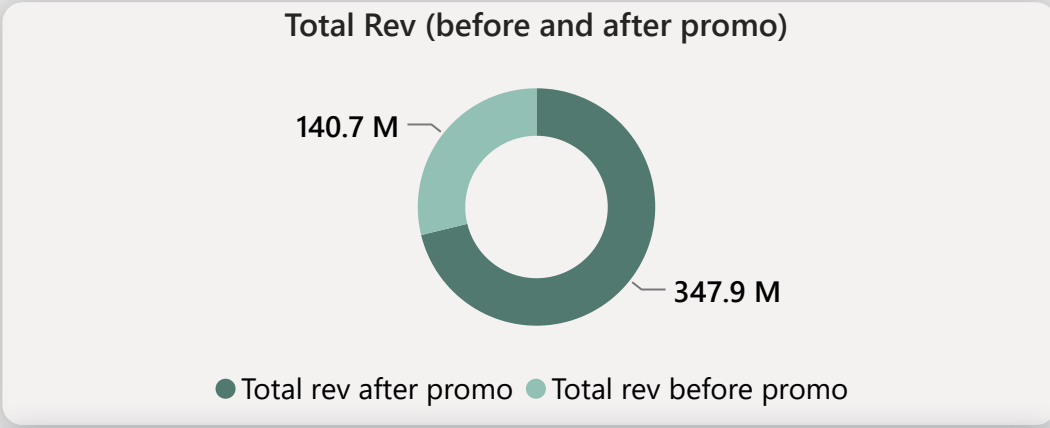
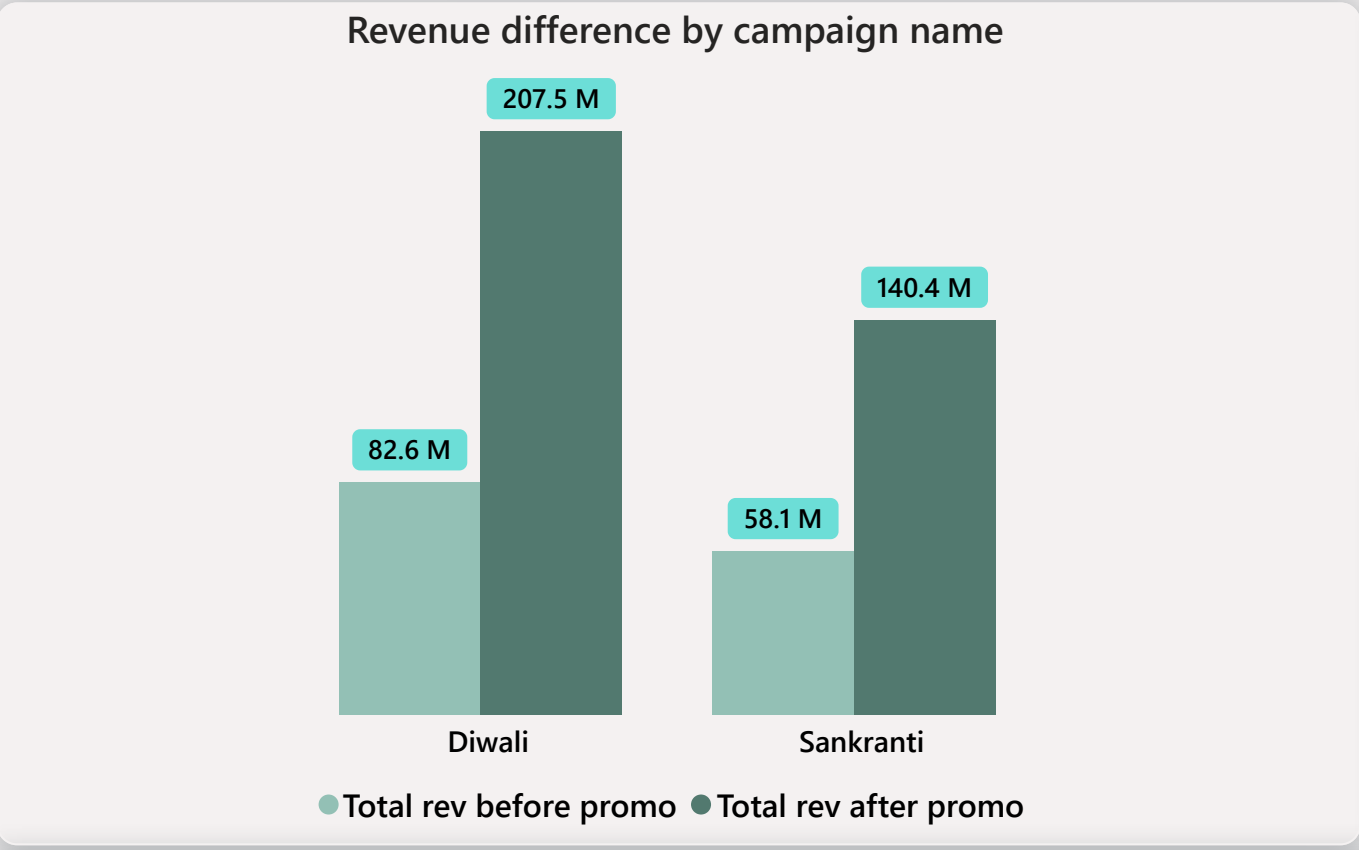
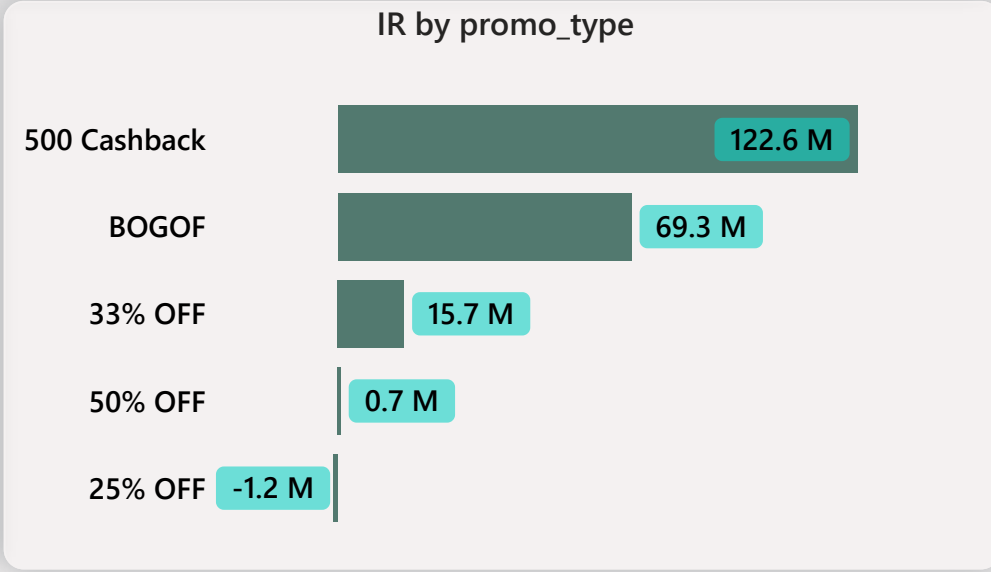
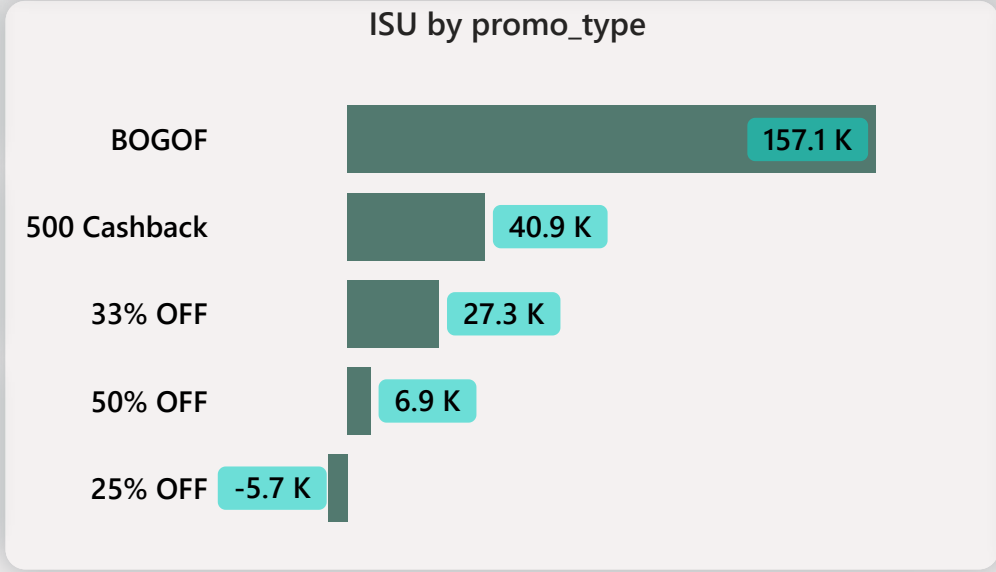
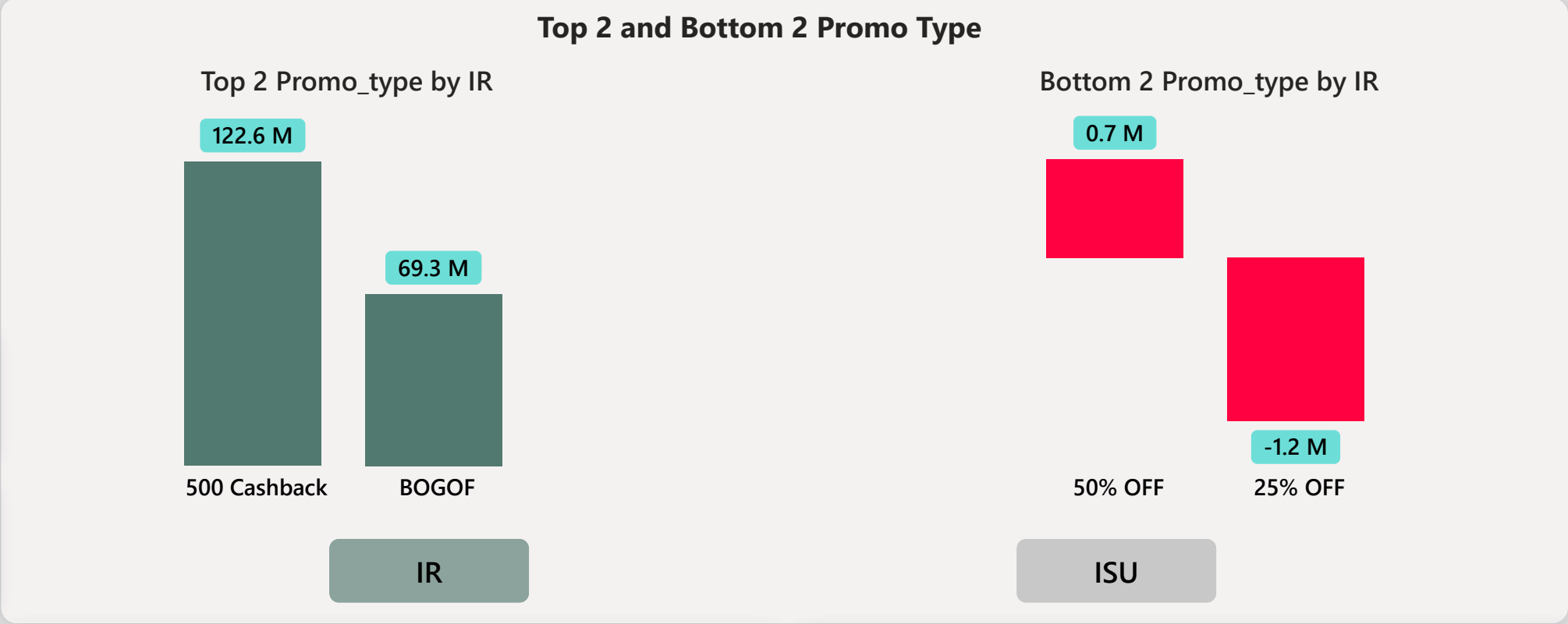
226.4 K
ISU

347.9 M
Rev after...

435.5 K
QS after...

147%
IR%

108.3%
ISU %



promo_type	Total QS before promo	Total QS after promo	ISU	Total rev before promo	Total rev after promo	IR	IR%	ISU
BOGOF	58.2 K	215.3 K	157.1 K	25.9 M	95.2 M	69.3 M	267%	270.
500 Cashback	22.3 K	63.2 K	40.9 K	66.9 M	189.5 M	122.6 M	183%	183.
50% OFF	21.2 K	28.2 K	6.9 K	2.2 M	2.9 M	0.7 M	33%	32.
33% OFF	63.3 K	90.6 K	27.3 K	36.5 M	52.2 M	15.7 M	43%	43.
25% OFF	44.0 K	38.3 K	-5.7 K	9.2 M	8.0 M	-1.2 M	-13%	-13.
Total	209.1 K	435.5 K	226.4 K	140.7 M	347.9 M	207.2 M	147%	108.



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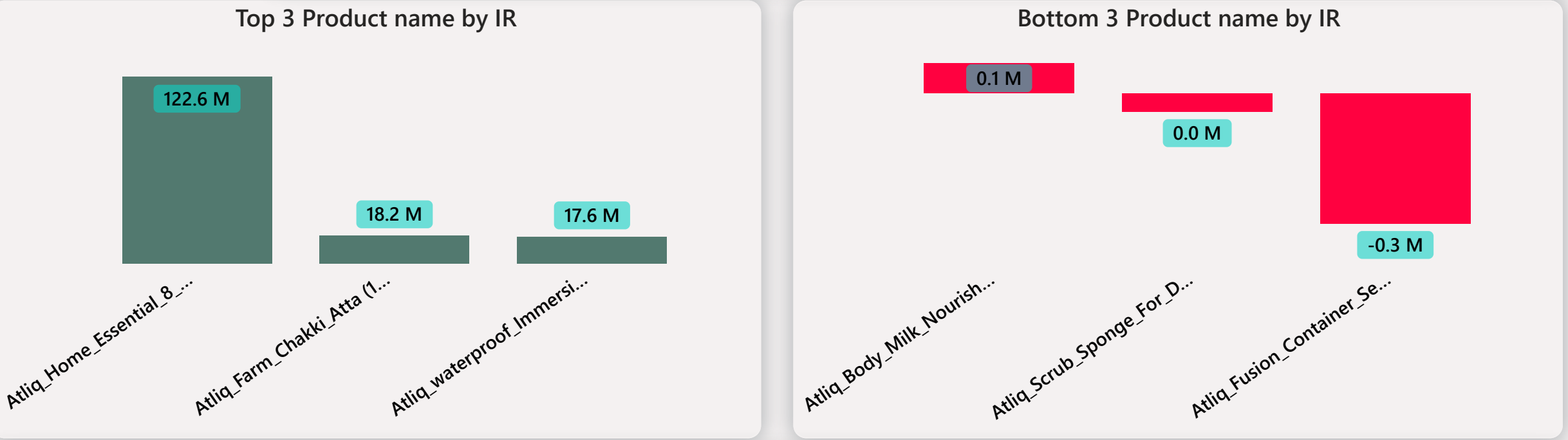
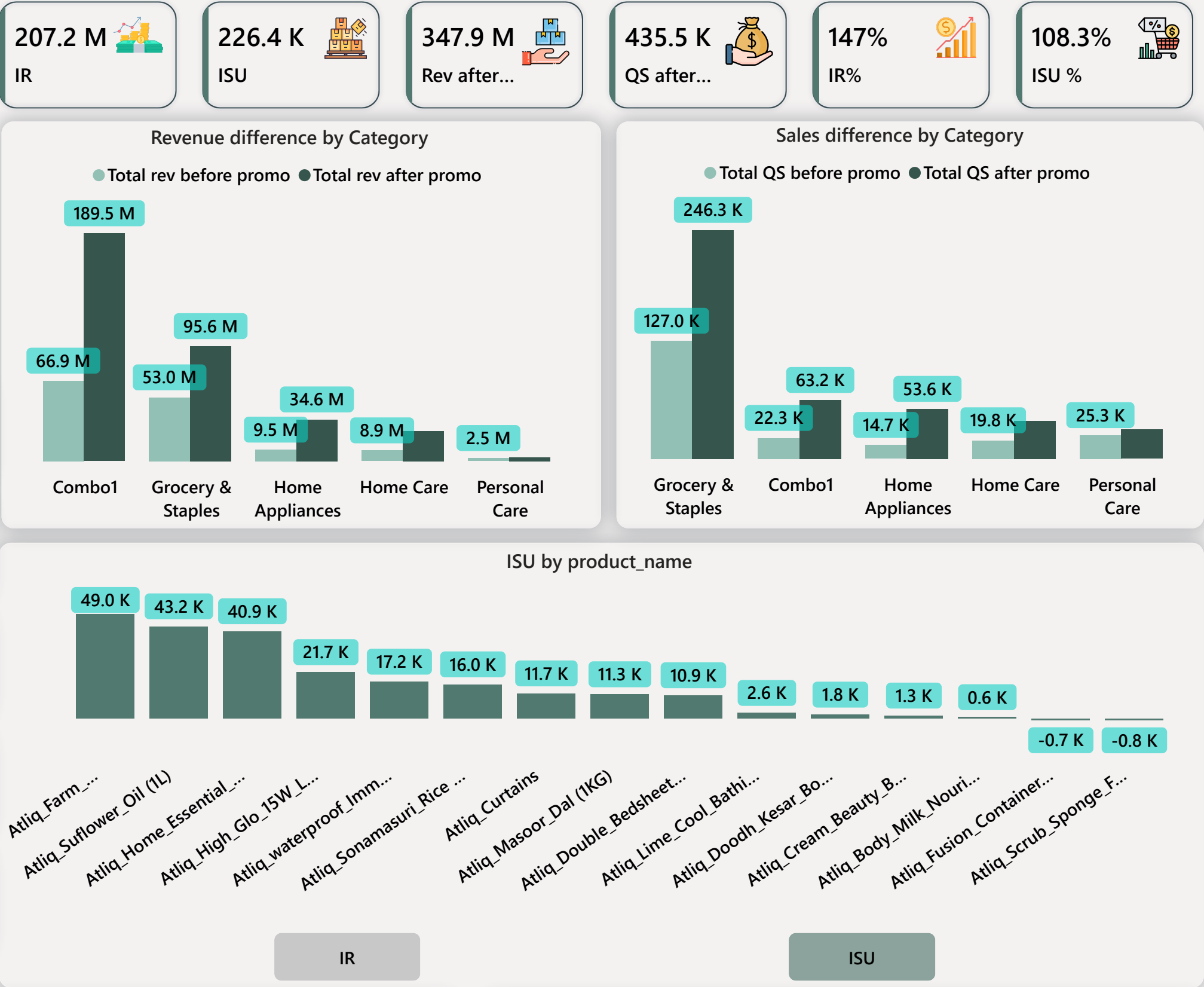
All

Campaign

All

Product Category

All



category	Total QS before promo	Total QS after promo	ISU	Total rev before promo	Total rev after promo	IR
Combo1	22.3 K	63.2 K	40.9 K	66.9 M	189.5 M	122.6 M
500 Cashback	22.3 K	63.2 K	40.9 K	66.9 M	189.5 M	122.6 M
Atliq_Home_Essential_8_Product_Combo	22.3 K	63.2 K	40.9 K	66.9 M	189.5 M	122.6 M
Grocery & Staples	127.0 K	246.3 K	119.4 K	53.0 M	95.6 M	42.6 M
Home Appliances	14.7 K	53.6 K	38.9 K	9.5 M	34.6 M	25.2 M
Home Care	19.8 K	40.8 K	21.1 K	8.9 M	24.9 M	16.1 M
Total	209.1 K	435.5 K	226.4 K	140.7 M	347.9 M	207.2 M



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campaign_name	Total QS before promo	Total QS after promo	ISU	ISU %	Total rev before promo	Total rev after promo	IR	IR%
Diwali	110.3 K	183.4 K	73.1 K	66.2%	82.6 M	207.5 M	124.9 M	151%
Bengaluru	26.1 K	44.4 K	18.2 K	69.8%	19.4 M	49.9 M	30.5 M	157%
STBLR-0	2.7 K	4.8 K	2.1 K	79.2%	2.1 M	5.9 M	3.9 M	187%
STBLR-7	2.6 K	4.9 K	2.3 K	89.6%	2.0 M	5.6 M	3.6 M	184%
STBLR-6	2.6 K	4.9 K	2.2 K	84.3%	1.9 M	5.4 M	3.5 M	180%
STBLR-3	2.7 K	4.4 K	1.7 K	64.5%	2.1 M	5.3 M	3.3 M	156%
STBLR-8	2.7 K	4.4 K	1.7 K	63.7%	2.1 M	5.3 M	3.2 M	150%
STBLR-4	2.6 K	4.4 K	1.8 K	67.9%	2.0 M	5.0 M	3.1 M	155%
STBLR-9	2.5 K	4.2 K	1.7 K	68.5%	1.8 M	4.5 M	2.7 M	149%
STBLR-5	2.6 K	4.2 K	1.6 K	62.3%	1.9 M	4.5 M	2.7 M	142%
STBLR-1	2.6 K	4.1 K	1.6 K	59.8%	1.9 M	4.3 M	2.4 M	130%
STBLR-2	2.6 K	4.2 K	1.5 K	58.0%	1.7 M	4.1 M	2.3 M	133%
Chennai	20.9 K	34.7 K	13.8 K	65.7%	15.3 M	39.4 M	24.1 M	158%
Hyderabad	18.1 K	29.5 K	11.4 K	62.7%	13.3 M	31.7 M	18.5 M	140%
Mysuru	10.0 K	16.8 K	6.8 K	68.6%	7.7 M	19.7 M	12.0 M	155%
Coimbatore	9.1 K	15.4 K	6.3 K	68.5%	7.0 M	17.6 M	10.6 M	152%
Madurai	7.6 K	12.9 K	5.3 K	69.0%	6.2 M	16.3 M	10.1 M	161%
Visakhapatnam	9.1 K	14.5 K	5.5 K	60.3%	6.6 M	15.6 M	8.9 M	135%
Mangalore	3.9 K	6.3 K	2.4 K	60.0%	3.0 M	7.2 M	4.2 M	139%
Vijayawada	2.8 K	4.7 K	1.9 K	66.9%	2.1 M	5.5 M	3.3 M	154%
Total	209.1 K	435.5 K	226.4 K	108.3%	140.7 M	347.9 M	207.2 M	147%