




Store Performance  
Analysis




Promotion Type  
Analysis



Product & Category  
Analysis



# AtliQ Mart



Store Performance

Promotion Type

Product & Category

Campaign

All

Promo Type

All

City

All

Category


All

Clear All Slicers

By: Amit Sharma


209K

Quantity Sold Before




435K

Quantity Sold After



₹ 141M

Revenue Before



₹ 248M

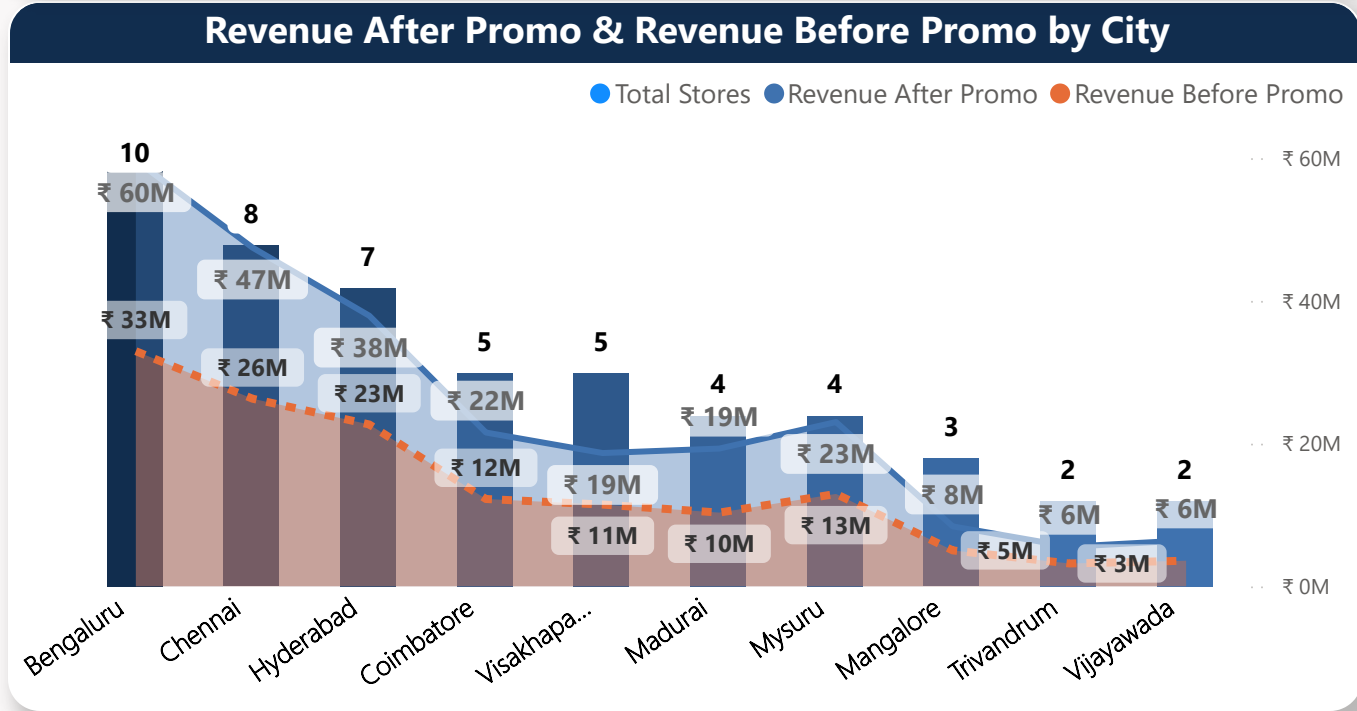
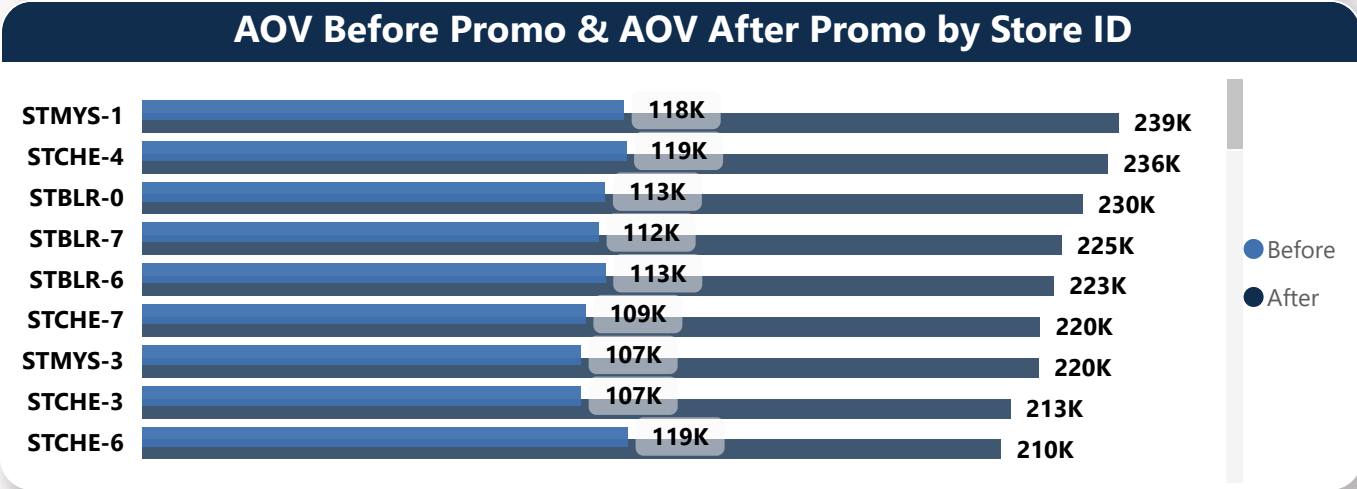
Revenue After

76%

IR %

108%

ISU %

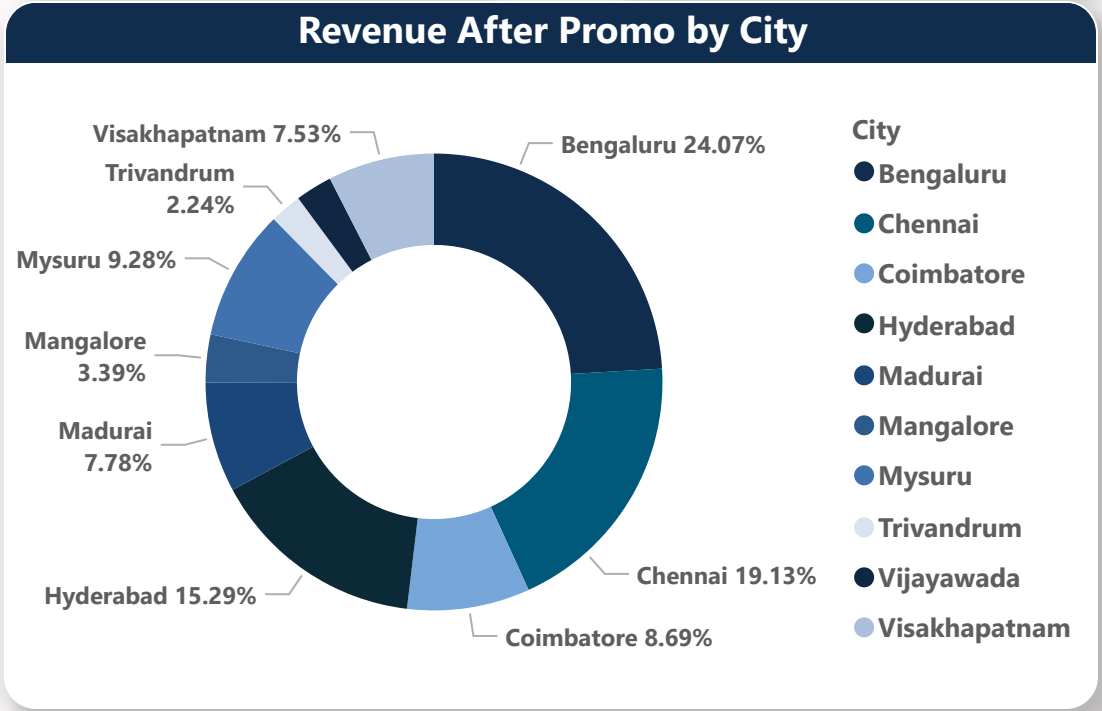



### ↑ Top 10 Stores by IR

Store ID	City	IR
STBLR-0	Bengaluru	₹ 3.5M
STBLR-3	Bengaluru	₹ 2.8M
STBLR-6	Bengaluru	₹ 3.3M
STBLR-7	Bengaluru	₹ 3.4M
STCHE-3	Chennai	₹ 3.2M
STCHE-4	Chennai	₹ 3.5M
STCHE-7	Chennai	₹ 3.3M
STMDU-0	Madurai	₹ 2.8M
STMYS-1	Mysuru	₹ 3.6M
STMYS-3	Mysuru	₹ 3.4M


### ↑ Top 10 Stores by ISU

Store ID	City	ISU
STMYS-1	Mysuru	6.86K
STBLR-7	Bengaluru	6.86K
STBLR-6	Bengaluru	6.57K
STCHE-7	Chennai	6.56K
STBLR-0	Bengaluru	6.49K
STCHE-4	Chennai	6.45K
STCHE-3	Chennai	6.09K
STBLR-3	Bengaluru	5.78K
STHYD-2	Hyderabad	5.77K
STHYD-0	Hyderabad	5.71K





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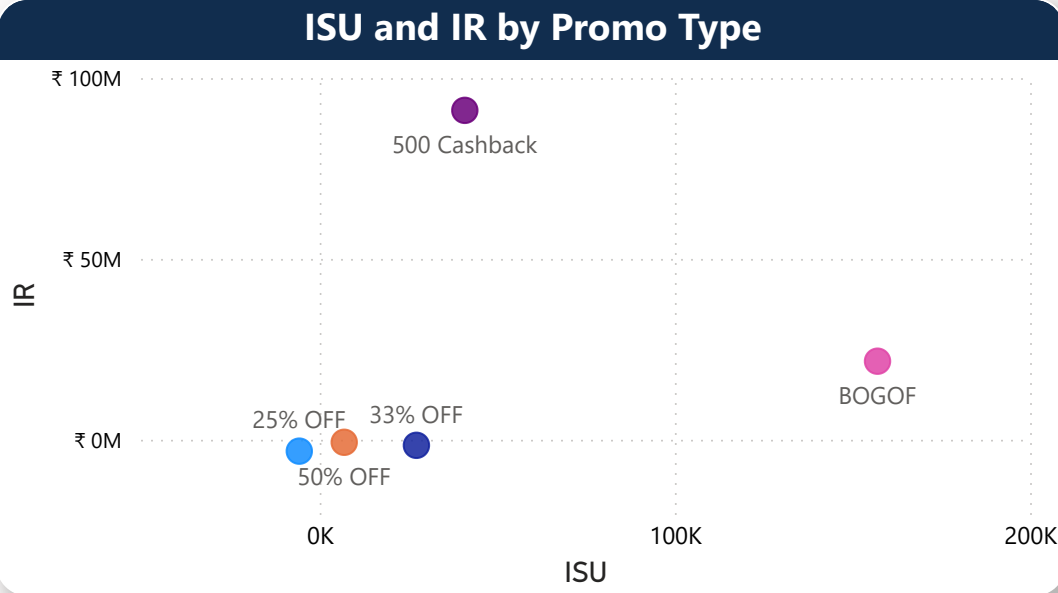
Incremental Revenue by Promo

Promo Type	IR
500 Cashback	₹ 91.05M
BOGOF	₹ 21.69M
50% OFF	0.73M₹
33% OFF	1.56M₹
25% OFF	3.17M₹

Incremental Unit Sold by Promo

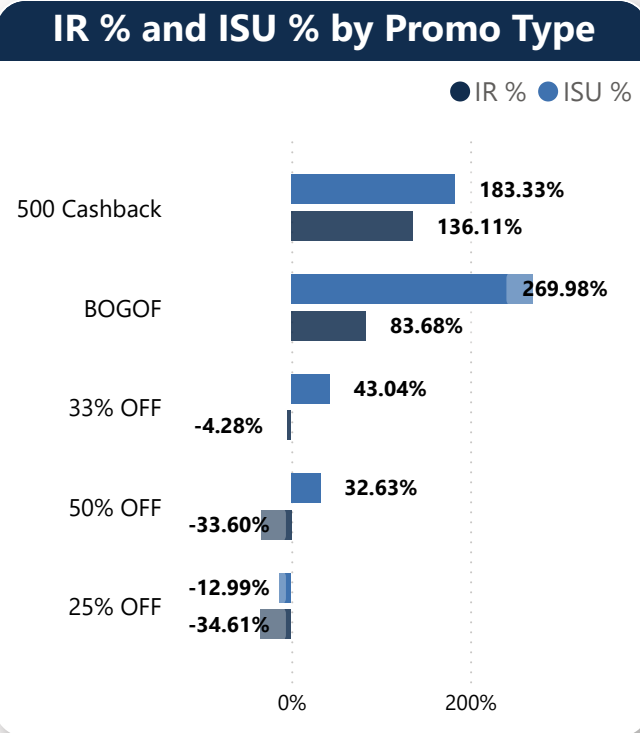
Promo Type	ISU
BOGOF	157.1K
500 Cashback	40.9K
33% OFF	27.3K
50% OFF	6.9K
25% OFF	-5.7K

ISU and IR by Promo Type



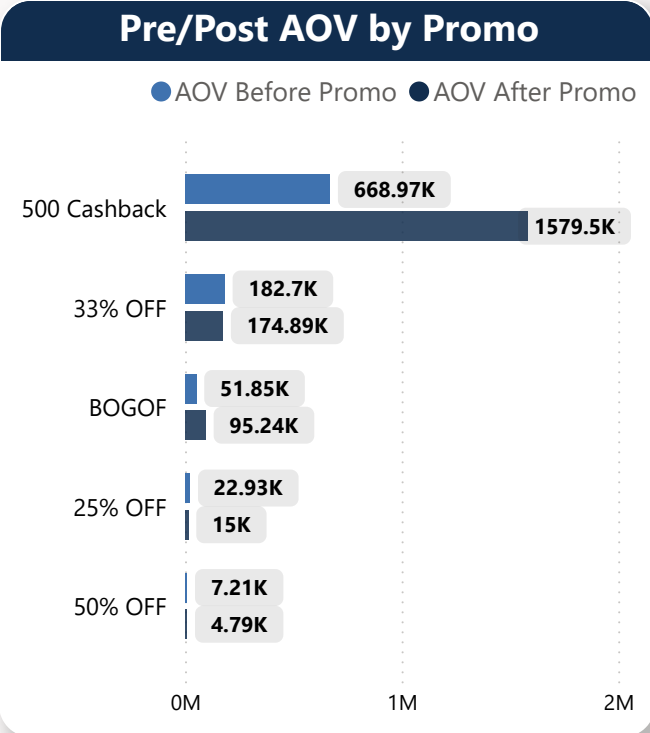
Promo Type	ISU (K)	IR (₹M)
500 Cashback	~40.9	~91.05
BOGOF	~157.1	~21.69
25% OFF	~-5.7	~3.17
33% OFF	~27.3	~1.56
50% OFF	~6.9	~0.73

IR % and ISU % by Promo Type



Promo Type	IR %	ISU %
500 Cashback	136.11%	183.33%
BOGOF	83.68%	269.98%
33% OFF	-4.28%	43.04%
50% OFF	-33.60%	32.63%
25% OFF	-34.61%	-12.99%


Pre/Post AOV by Promo




Promo Type	AOV Before	AOV After
500 Cashback	668.97K	1579.5K
33% OFF	182.7K	174.89K
BOGOF	51.85K	95.24K
25% OFF	22.93K	15K
50% OFF	7.21K	4.79K

Evaluation of Campaign Performance by Promo

Campaign	Promo Type	ISU	IR	Promo Rev
Diwali	500 Cashback	34K	₹ 76.5M	₹ 126.92M
	33% OFF	14K	0.1M₹	₹ 15.69M
	BOGOF	24K	₹ 4.7M	₹ 11.17M
	25% OFF	-5K	2.8M₹	₹ 5.43M
	50% OFF	5K	0.6M₹	₹ 1.07M
Sankranti	BOGOF	133K	₹ 17.0M	₹ 36.45M
	500 Cashback	7K	₹ 14.5M	₹ 31.03M
	33% OFF	13K	1.4M₹	₹ 19.28M
	25% OFF	-1K	0.4M₹	₹ 0.57M
	50% OFF	2K	0.2M₹	₹ 0.36M



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Evaluation Campaign Performance by Category				
Category	ISU %		IR %	
Home Appliances	264.39%		82.61%	
Combo1	183.33%		136.11%	
Home Care	106.60%		46.83%	
Grocery & Staples	94.02%		9.61%	
Personal Care	24.50%		-34.20%	

### Pre-Promo Qty, Post-Promo Qty & ISU% by Category

● Quantity Sold Before ● Quantity Sold After ● ISU %

Category	Quantity Sold Before	Quantity Sold After	ISU %
Grocery & Staples	246K	127K	94.02%
Personal Care	32K	24.50%	24.50%
Combo1	63K	22K	183.33%
Home Care	41K	20K	106.60%
Home Appliances	54K	15K	264.39%

### Pre-Promo Rev, Post-Promo Rev, & ISU% by Category

● Revenue Before Promo ● Revenue After Promo ● ISU %

Category	Revenue Before Promo	Revenue After Promo	ISU %
Atliq_Home_Essential_8_Product_Combo	₹ 157.95M	₹ 66.90M	183.33%
Atliq_Sonamasuri_Rice (10KG)	₹ 30.67M	₹ 42.79%	151.36%
Atliq_Farm_Chakki_Atta (1KG)	₹ 15.44M	₹ 7.67M	266.19%
Atliq_waterproof_Immersion_Rod	₹ 7.67M	₹ 4.30M	137.88%
Atliq_Double_Bedsheet_set	₹ 4.30M	₹ 1.39M	258.27%
Atliq_Suflower_Oil (1L)	₹ 1.39M	₹ 0.67M	262.98%
Atliq_Masoor_Dal (1KG)	₹ 0.67M	₹ 0.32M	255.34%
Atliq_High_Glo_15W_LED_Bulb	₹ 0.32M	₹ 0.21M	33.57%
Atliq_Fusion_Container_Set_of_3	₹ 0.21M	₹ 0.21M	9.35%
Atliq_Curtains	₹ 0.21M	₹ 0.21M	33.20%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	₹ 0.21M	₹ 0.21M	-14.12%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	₹ 0.21M	₹ 0.21M	9.35%
Atliq_Lime_Cool_Bathing_Bar (125GM)	₹ 0.21M	₹ 0.21M	33.20%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	₹ 0.21M	₹ 0.21M	-13.48%
Atliq_Scrub_Sponge_For_Dishwash	₹ 0.21M	₹ 0.21M	-13.48%

Product Name	AOV Before Promo	AOV After Promo
Atliq_Home_Essential_8_Product_Combo	668,970.00	1,579,500.00
Atliq_Sonamasuri_Rice (10KG)	320,616.60	306,740.07
Atliq_Farm_Chakki_Atta (1KG)	108,518.00	154,354.75
Atliq_waterproof_Immersion_Rod	65,973.60	120,793.50
Atliq_Double_Bedsheet_set	50,015.70	89,595.10
Atliq_Suflower_Oil (1L)	55,995.12	76,737.81
Atliq_High_Glo_15W_LED_Bulb	28,857.50	52,374.00
Atliq_Masoor_Dal (1KG)	44,788.80	43,031.77
Atliq_Curtains	13,776.00	24,475.50
Atliq_Fusion_Container_Set_of_3	21,609.05	13,919.10
Atliq_Doodh_Kesar_Body_Lotion (200ML)	9,988.30	6,670.90
Atliq_Body_Milk_Nourishing_Lotion (120ML)	6,012.70	3,851.00
Atliq_Lime_Cool_Bathing_Bar (125GM)	4,785.16	3,186.80
Atliq_Cream_Beauty_Bathing_Soap (125GM)	3,936.25	2,558.73
Atliq_Scrub_Sponge_For_Dishwash	3,169.10	2,056.31
Total	93,800.79	165,323.02