



ATLIQ MART SALES DASHBOARD



Sales Analysis



Store Performance Analysis



Promotion Analysis



Product & Category Analysis

**** IR - Incremental Revenue | ISU - Incremental Sold Unit ****



AtliQ Mart : Sales Analysis



Revenue

141M

Before Promo

248M

After Promo

107M

Total IR

76

IR Percent

Quantity

209K

Before Promo

435K

After Promo

226K

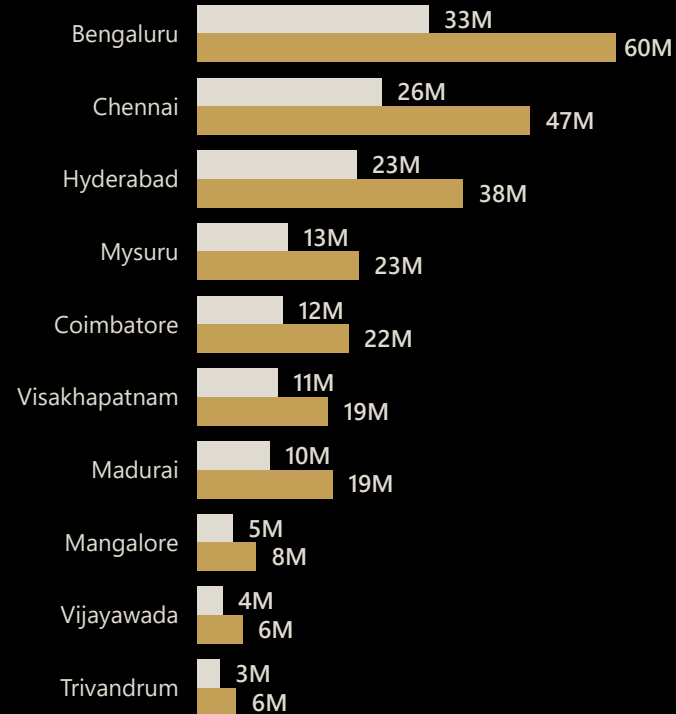
Total ISU

108.31

ISU Percent

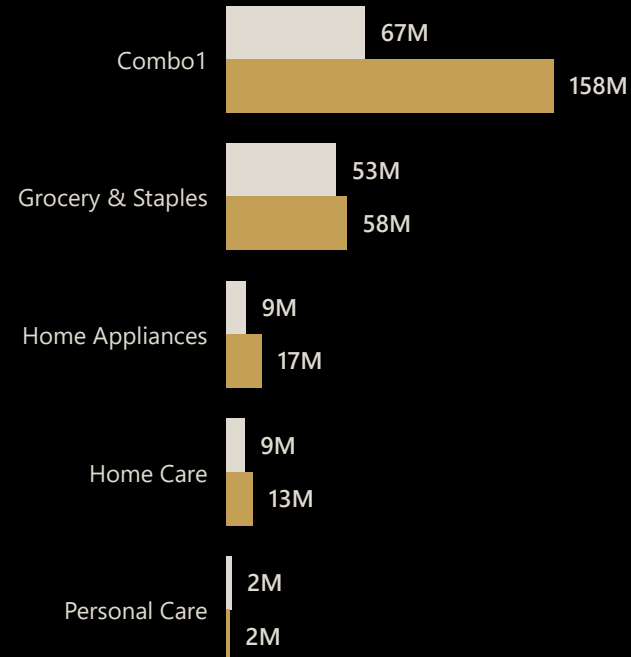
Revenues by City

● Before Promo ● After Promo

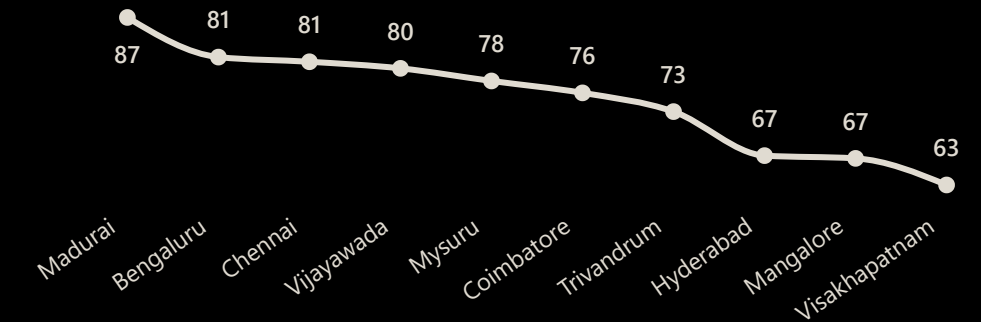


Revenues by Category

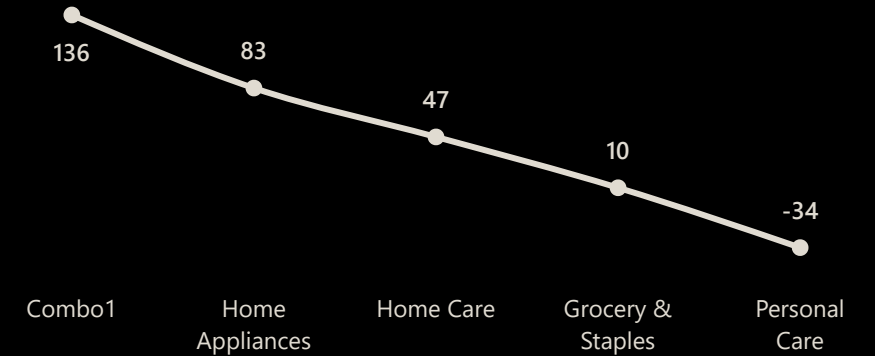
● Before Promo ● After Promo



IR% by City



IR% by Category

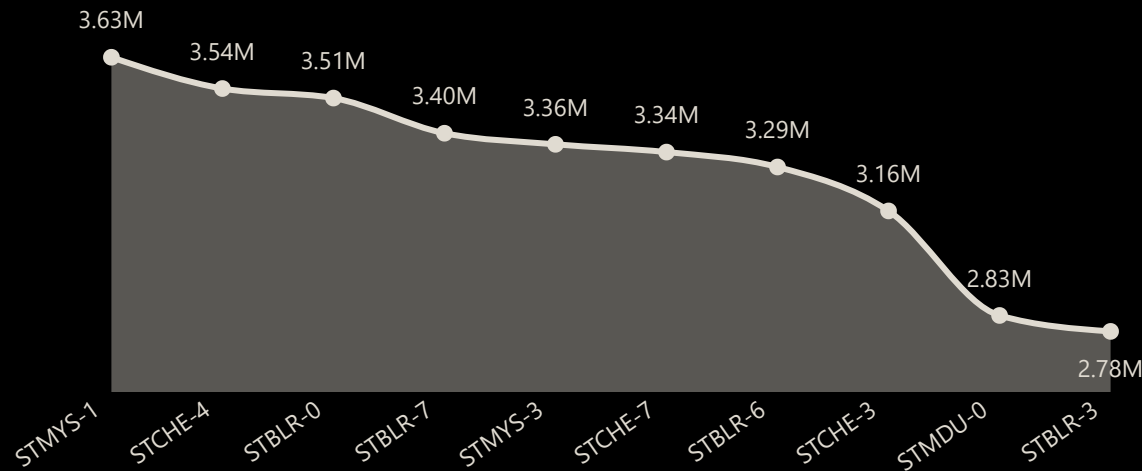




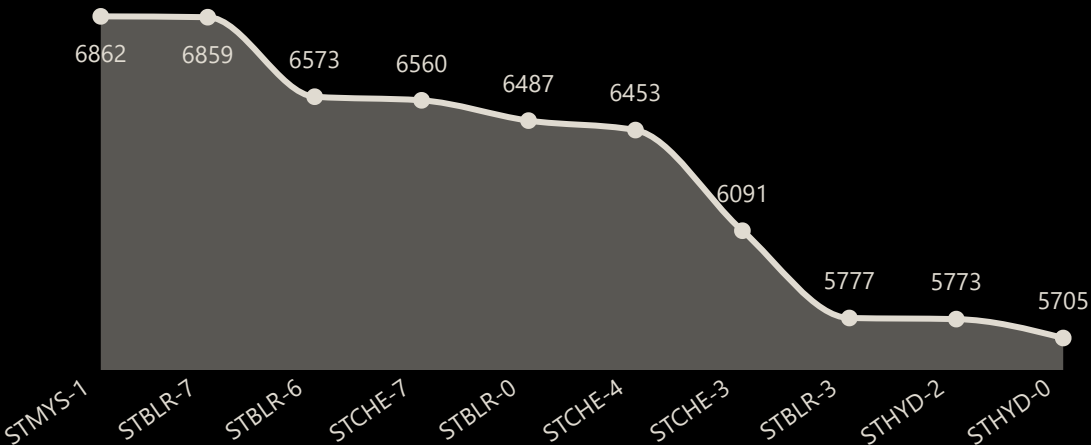
AtliQ Mart : Store Performance Analysis



Top Store by Incremental Revenue

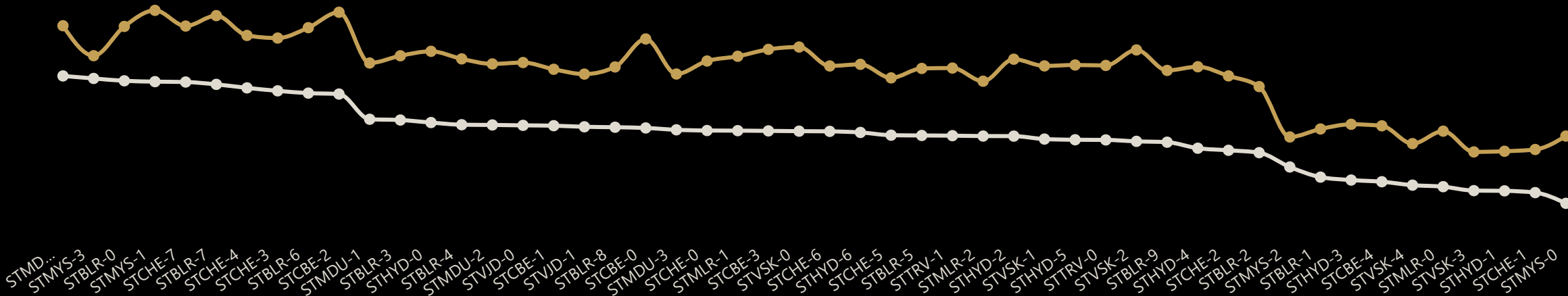


Top Stores by Incremental Sold Unit



IR% and ISU% by Stores

● IR% ● ISU%

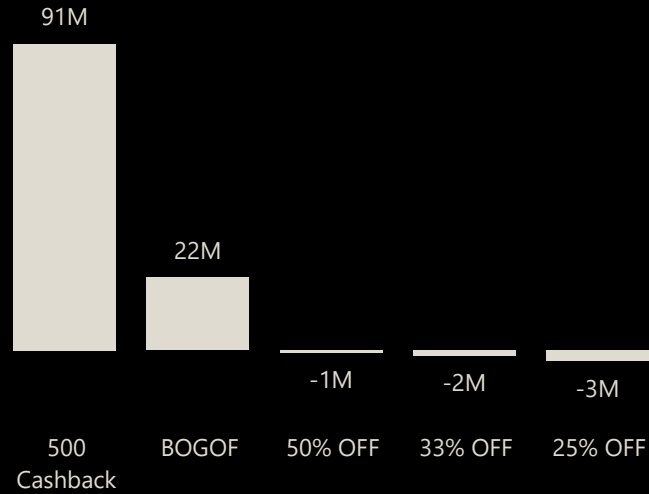




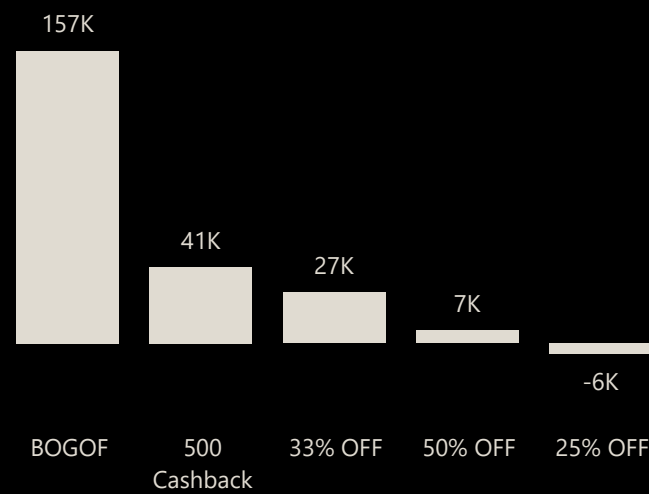
AtliQ Mart : Sales Promotion Analysis



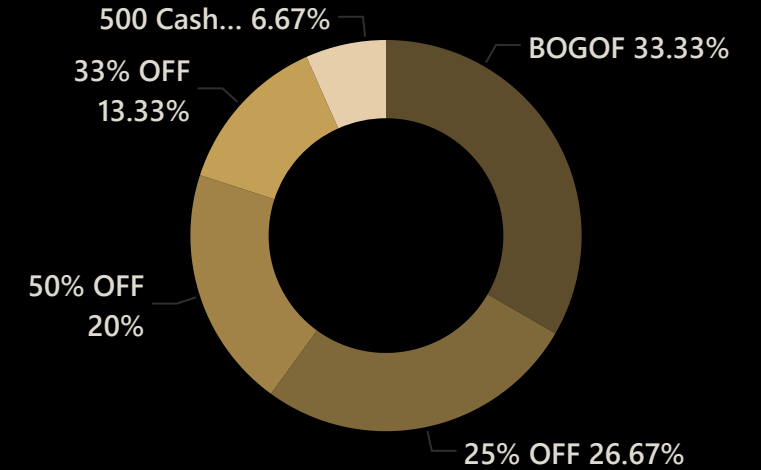
Incremental Revenue by Promo Type



Incremental Sold Unit by Promo Type

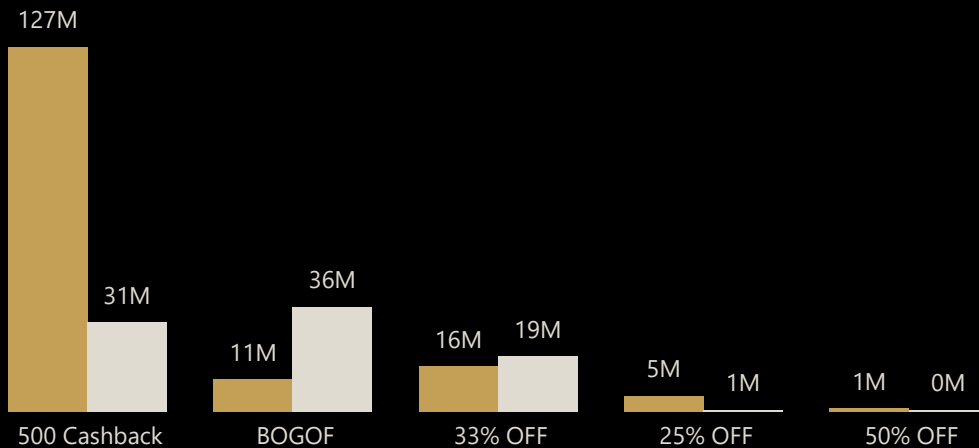


Event Contribution by Promo Type



Promo in Campaign by Revenue

Campaign ● Diwali ● Sankranti



Promo in Campaign by Quantity

Campaign ● Diwali ● Sankranti





AtliQ Mart : Product & Category Analysis



Products Table for Base Price, IR & ISU Analysis

Product ID	Products	Category	Base Price	Base Price (After Promo)	IR	IR%	ISU	ISU%
P15	Atliq_Home_Essential_8_Product_Combo	Combo1	300000	2,50,000.00	91053000	136	40881	183.33
P14	Atliq_waterproof_Immersion_Rod	Home Appliances	102000	51,000.00	5481990	83	17217	266.19
P04	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	33000	20,125.00	4583675	42	48950	151.36
P08	Atliq_Double_Bedsheet_set	Home Care	119000	59,500.00	3957940	79	10855	258.27
P13	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	35000	17,500.00	2351650	81	21683	262.98
P03	Atliq_Suflower_Oil (1L)	Grocery & Staples	17800	10,850.00	2074269	37	43169	137.88
P07	Atliq_Curtains	Home Care	30000	15,000.00	1069950	78	11725	255.34
P05	Atliq_Scrub_Sponge_For_Dishwash	Home Care	5500	4,125.00	-111279	-35	-777	-13.48

IR% and ISU% by Category & Promo Type

