



AtliQ
Mart



154.91M
IR



442K
ISU



49.90%
Discount %

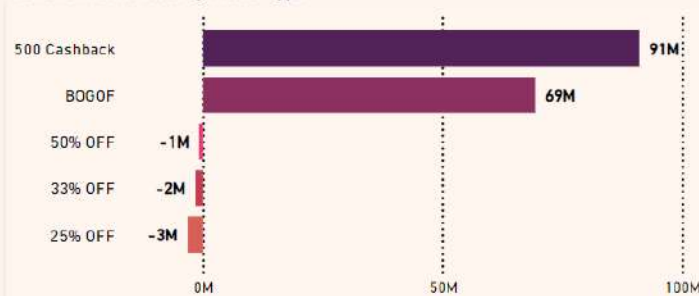


47.60%
TIR %

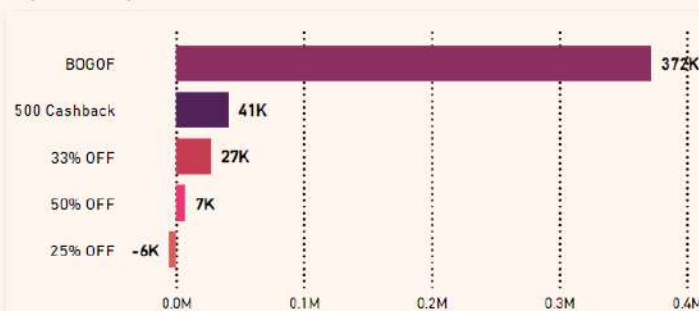
Filter Panel

Clear All Filter

Incremental Revenue by Promo Type



Top 10 Store by IR



IR- Incremental Revenue; ISU-Incremental Sold Unit; TIR-Total Incremental Revenue

Top 10 Store by IR

campaign_ name	promo_type	IR	IR %	ISU	ISU %
Diwali	25% OFF	-2.81M	-34.14%	-5K	-12.07%
	50% OFF	-0.57M	-34.54%	5K	31.06%
	33% OFF	-0.13M	-0.79%	14K	47.90%
	500 Cashback	76.55M	151.97%	34K	202.36%
	BOGOF	15.84M	243.71%	59K	587.57%
	Total	88.89M	107.64%	108K	97.49%
Sankranti	25% OFF	-0.36M	-38.76%	-1K	-18.33%
	50% OFF	-0.16M	-30.66%	2K	38.64%
	500 Cashback	14.50M	87.77%	7K	125.33%
	33% OFF	-1.44M	-6.94%	13K	38.89%
	BOGOF	53.48M	275.26%	313K	650.86%
	Total	66.02M	113.58%	334K	338.42%
Total		154.91M	110.10%	442K	211.28%