



ATLIQ MART ANALYSIS

Store Analysis



Store Analysis



Promotion Analysis



Product Analysis

Filters

Campaign

- ☐ Diwali
- ☐ Sankranti

City

All

Promo type

- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

category

All

436.31M

Total Revenue

154.91M

IR

110.10%

IR %

10
Total Cities

860K

Total units sold

442K

ISU

211.28%

ISU %

50
No. of Stores

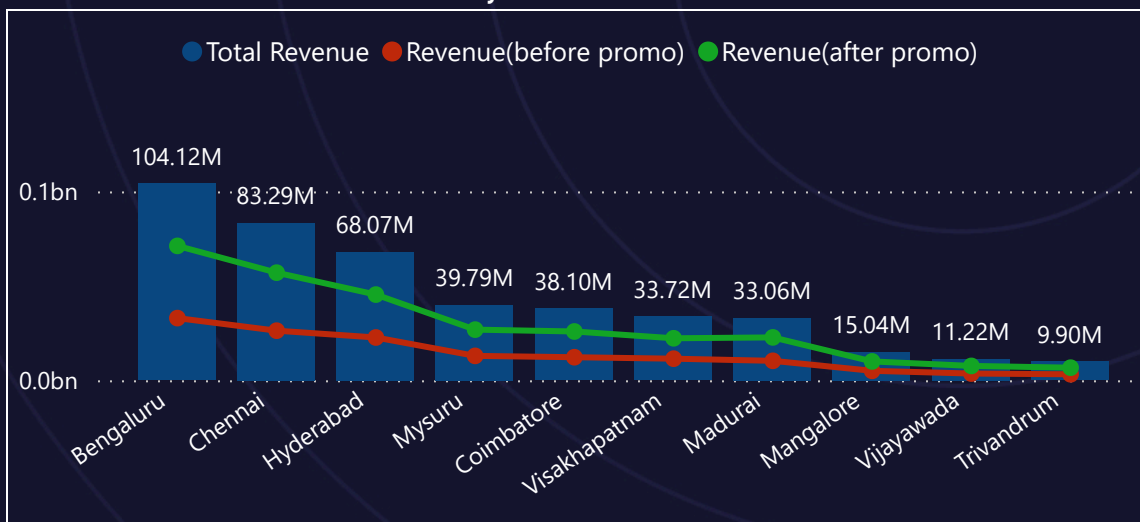
Top 10 Stores by IR

Store	city	IR
STMYS-1	Mysuru	4.92M
STCHE-4	Chennai	4.83M
STBLR-0	Bengaluru	4.76M
STBLR-7	Bengaluru	4.72M
STCHE-7	Chennai	4.65M
STBLR-6	Bengaluru	4.61M
STCHE-3	Chennai	4.41M
STMYS-3	Mysuru	4.40M
STCHE-6	Chennai	4.04M
STBLR-3	Bengaluru	3.94M

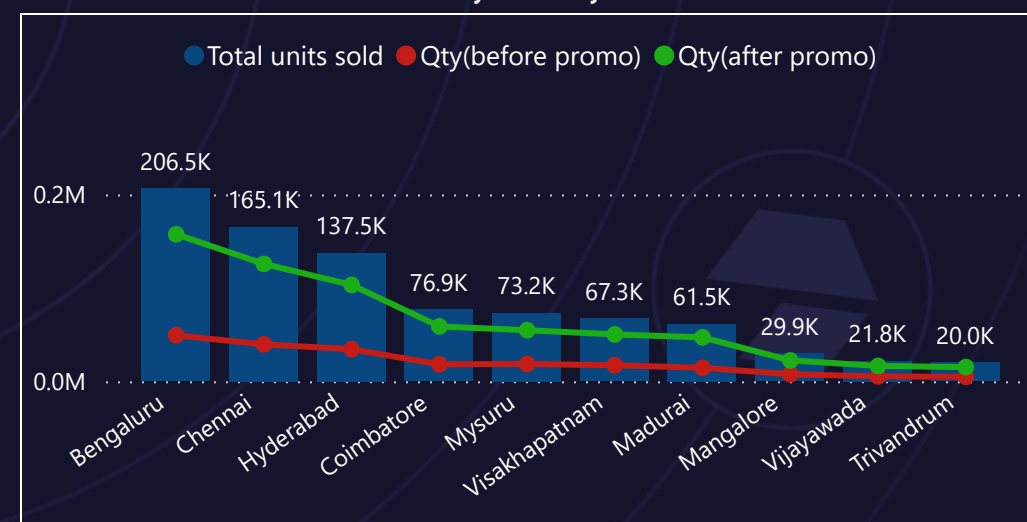
Bottom 10 Stores by ISU

Store	city	ISU
STMLR-0	Mangalore	3978
STVSK-3	Visakhapatnam	4553
STVSK-4	Visakhapatnam	4988
STTRV-1	Trivandrum	5072
STVJD-1	Vijayawada	5302
STTRV-0	Trivandrum	5306
STMLR-2	Mangalore	5374
STMLR-1	Mangalore	5481
STVJD-0	Vijayawada	5870
STCBE-4	Coimbatore	5942

Revenue by Cities



Qunatity sold by Cities



IR= Incremental Revenue ISU= Incremental Sold Units



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Promotional type Analysis



Store Analysis



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category

All

141M

Revenue Before Promo

295.61M

Revenue After Promo

209K

Qty Sold Before Promo

651K

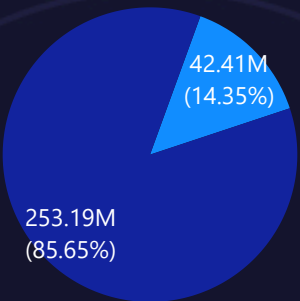
Qty Sold After Promo

Promotion by IR% & ISU%

Promo type	IR %	ISU %
25% OFF	-34.61% ▼	-12.99% ▼
33% OFF	-4.28% ▼	43.04% ▲
50% OFF	-33.60% ▼	32.63% ▲
500 Cashback	136.11% ▲	183.33% ▲
BOGOF	267.35% ▲	639.96% ▲
Total	110.10%	211.28%

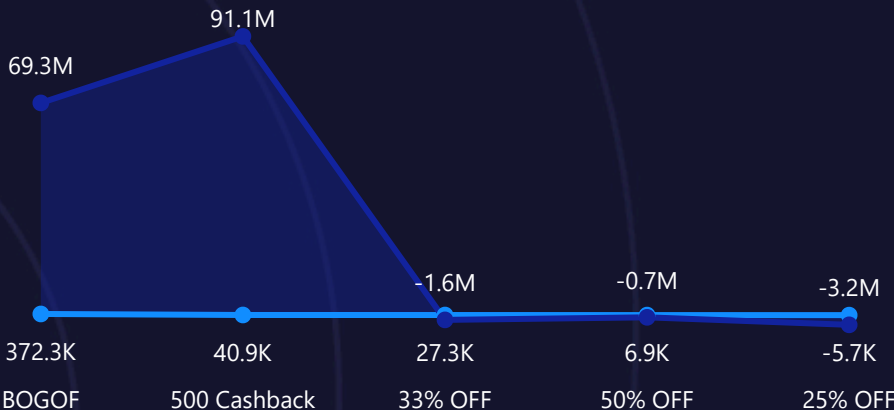
Revenue by Promo's

● Discount based ● BOGOF/Cashback



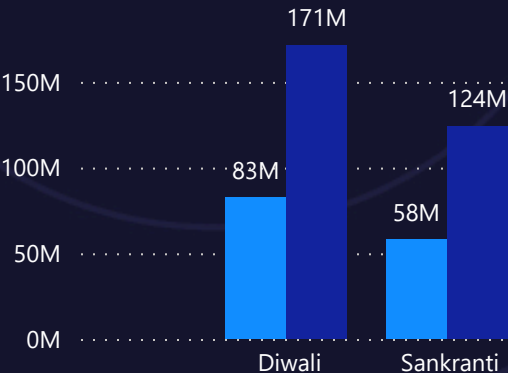
Performance by ISU & Margins

● ISU ● Margin



Revenue by Campaign

● Revenue before Promo ● Revenue after promo



Top 2 Promotion types by ISU & ISU%

Promo type	ISU	ISU %
50% OFF	6931	32.63%
25% OFF	-5717	-12.99%
Total	1214	1.86%

Bottom 2 Promotion types by IR & IR%

Promo type	IR	IR %
500 Cashback	91.05M	136.11%
BOGOF	69.32M	267.35%
Total	160.37M	172.77%

IR= Incremental Revenue ISU= Incremental Sold Units



ATLIQ MART ANALYSIS

Product and Category Analysis



Store Analysis



Promotion Analysis



Product Analysis

Filters

Campaign

- ☐ Diwali
- ☐ Sankranti

City

All

Promo type

- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

category

All

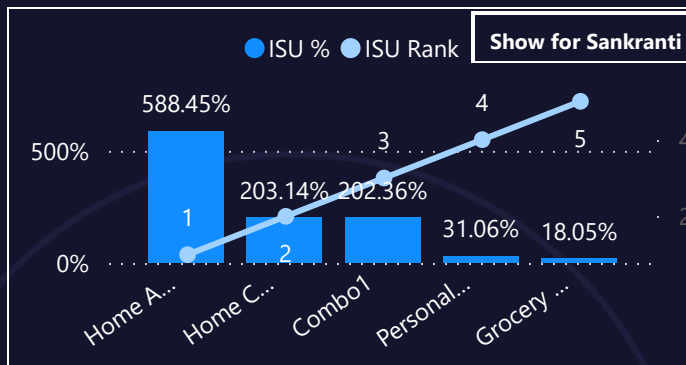
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Total Categories

15
No. of Products

860K
Total units sold

154.91M
Margin

ISU% & ISU Rank by Category



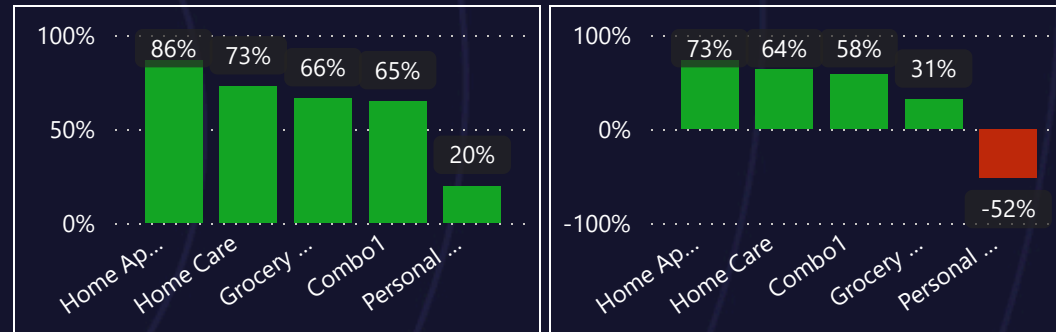
Top 5 Products based on IR Rank

Product name	IR %	IR Rank
waterproof_Immersion_Rod	266.19%	1
High_Glo_15W_LED_Bulb	262.98%	2
Double_Bedsheet_set	258.27%	3
Curtains	255.34%	4
Farm_Chakki_Atta (1KG)	160.01%	5
Total	220.67%	5

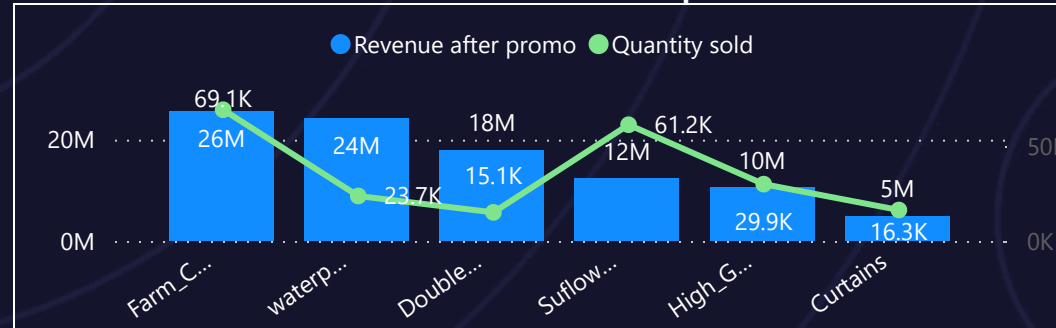
Performance of Products

Category	ISU	ISU %	IR	IR %
Combo1	41K	183.33%	91.05M	136.11%
Home_Essential_8_Product_Combo	41K	183.33% ↑	91.05M	136.11% ↑
Grocery & Staples	250K	196.61%	23.99M	45.28%
Farm_Chakki_Atta (1KG)	118K	364.97% ↑	17.36M	160.01% ↑
Masoor_Dal (1KG)	11K	43.40% ↑	-0.18M	-3.92% ↓
Sonamasuri_Rice (10KG)	16K	42.79% ↑	-1.39M	-4.33% ↓
Suflower_Oil (1L)	104K	333.30% ↑	8.19M	146.31% ↑
Home Appliances	93K	628.78%	25.15M	265.21%
High_Glo_15W_LED_Bulb	52K	625.97% ↑	7.59M	262.98% ↑
waterproof_Immersion_Rod	41K	632.37% ↑	17.56M	266.19% ↑
Home Care	52K	265.35%	15.55M	175.62%
Curtains	28K	610.67% ↑	3.52M	255.34% ↑
Double_Bedsheet_set	26K	616.54% ↑	12.92M	258.27% ↑
Fusion_Container_Set_of_3	-1K	-14.12% ↓	-0.77M	-35.59% ↓
Total	442K	211.28%	154.91M	110.10%

Promotion Effectiveness by Quantity & Revenue



Performance of Products base price > 500



IR= Incremental Revenue ISU= Incremental Sold Units