



City Analysis

IR
155M

IR%
110.10%

ISU%
108.31%

Revenue AP
295.61M

Total revenue
436.31M

city
All

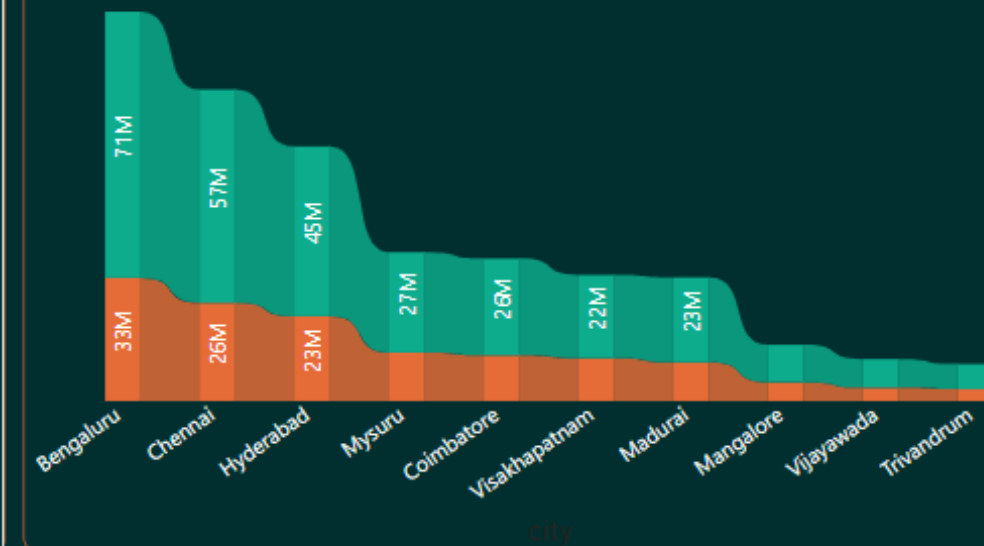
promo_type
All

category
All

campaign_id
All

city	IR%	ISU%	Incremental Revenue	Total revenue	Total Stores
Madurai	120.00%	115.58%	12397656	3,30,60,760.01	4
Chennai	116.84%	110.79%	30713244	8,32,86,152.16	8
Bengaluru	116.05%	113.83%	38231350	10,41,17,907.79	10
Vijayawada	112.74%	109.67%	4045143	1,12,21,017.12	2
Coimbatore	111.35%	114.33%	13625323	3,80,97,230.99	5
Trivandrum	109.19%	110.43%	3495996	98,99,567.51	2
Mysuru	107.34%	101.79%	13896840	3,97,89,414.28	4
Hyderabad	100.15%	101.96%	22712692	6,80,70,054.49	7
Mangalore	98.82%	98.29%	4975319	1,50,44,951.20	3
Visakhapatnam	94.39%	97.47%	10811892	3,37,20,776.04	5

Revenue Before Sales Revenue After Sale

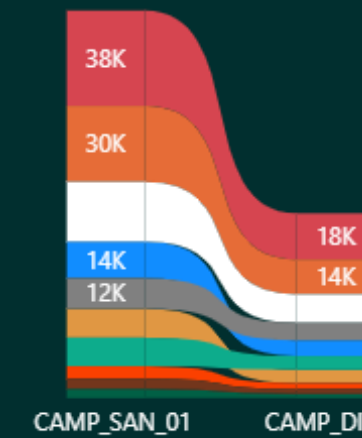


Citywise product performance based on IR

city ● Bengaluru ● Chennai ● Coimbatore ● Hyderabad ● Madurai ● Mangalore ● Mysuru ● Trivandrum ● Vijayawada ● Visakhapatnam

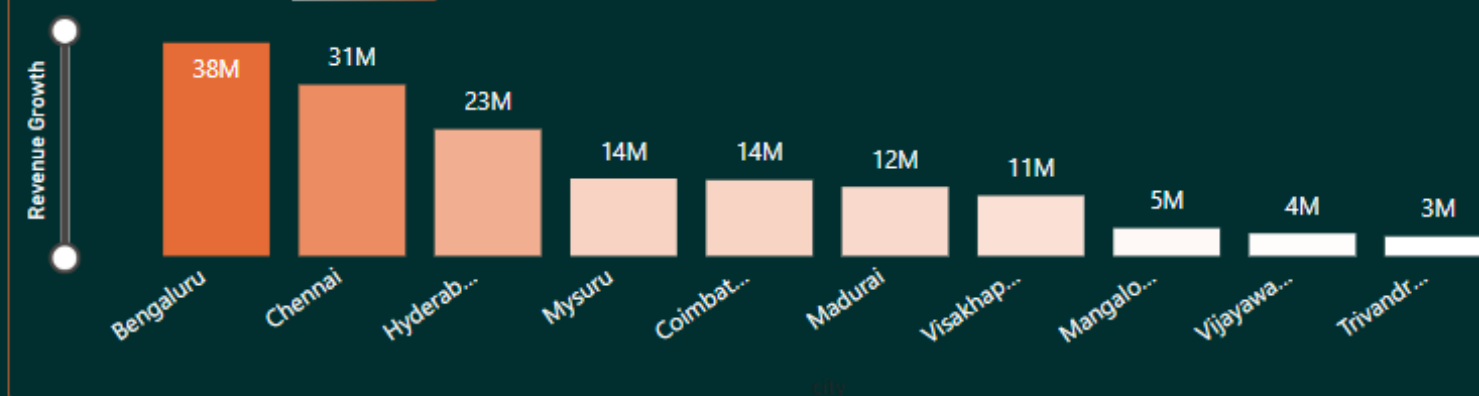


ISU wrt city



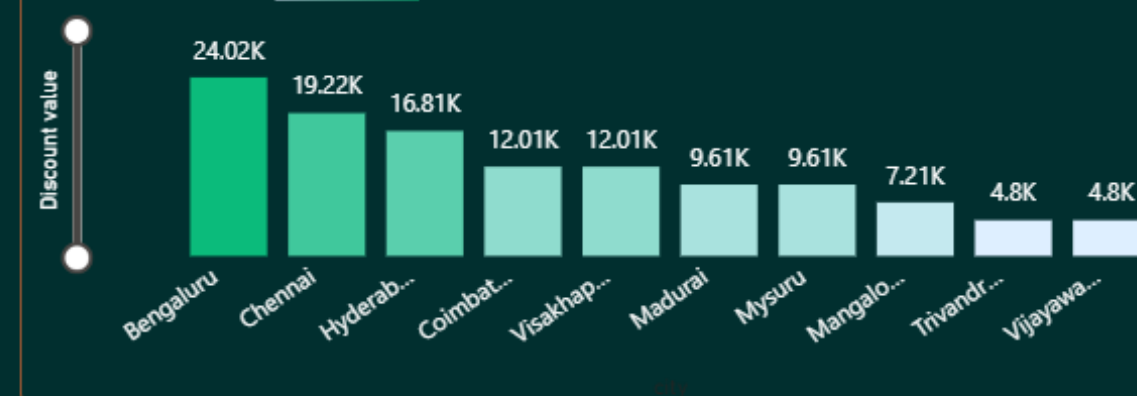
Revenue Growth by city

Revenue Growth 3.50M 38.23M



Discount value by city

Discount value 4.80K 24.02K





Promo Analysis

city

All

promo_type

All

category

All

campaign_id

All



Promo	Units sold BP	Units sold AP	IR%	ISU%	Incremental Revenue
33% OFF	63321	90576	-4.28%	43.04%	-1563356
BOGOF	58180	215253	267.35%	269.98%	69316990
25% OFF	44007	38290	-34.61%	-12.99%	-3174515
500 Cashback	22299	63180	136.11%	183.33%	91053000
50% OFF	21243	28174	-33.60%	32.63%	-726664

ISU%

108.31%

Revenue AP

295.61M

Total revenue

436.31M

Total revenue

50

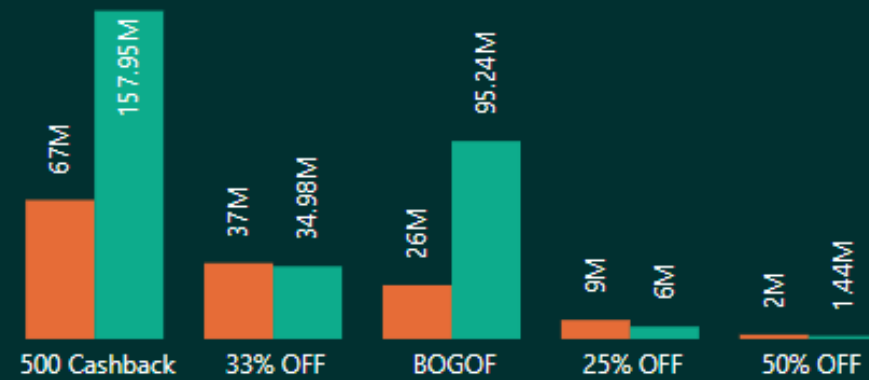
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155M

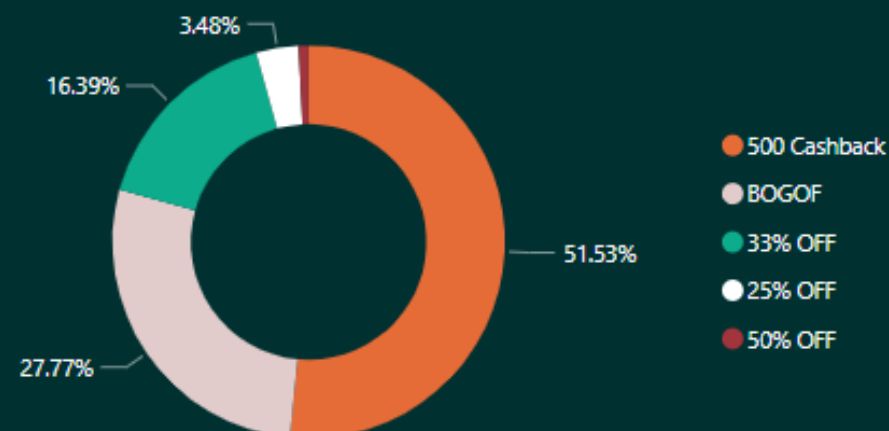
Revenue Before Promo Revenue After Promo



Top 2 promo type by IR%



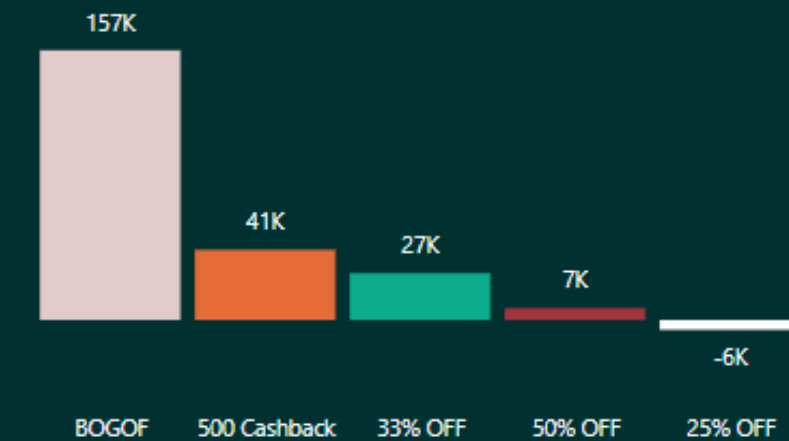
Total revenue by promo_type



Bottom 2 promo type by ISU



ISU by promo_type



city

All

promo_type

All

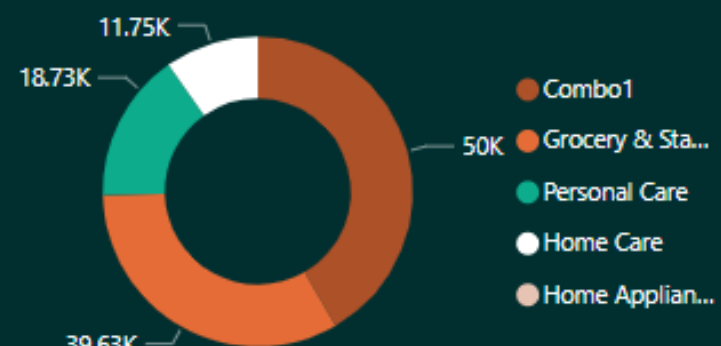
category

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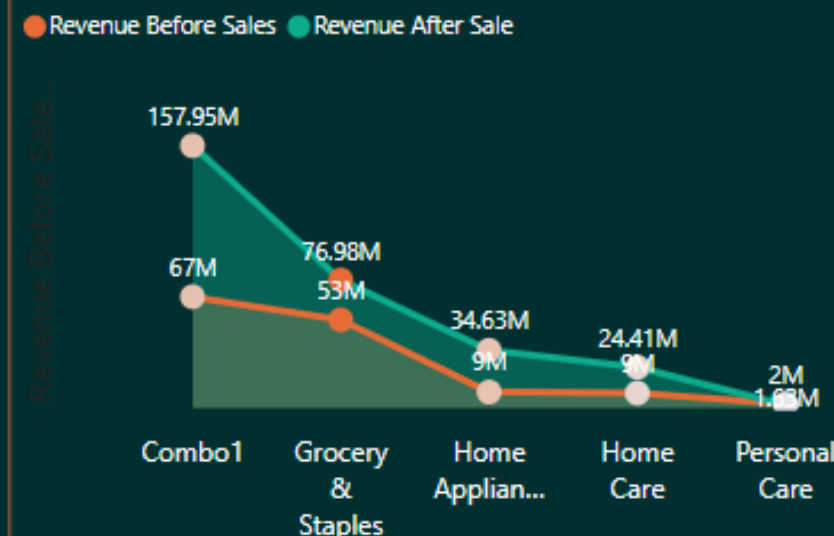
campaign_id

All

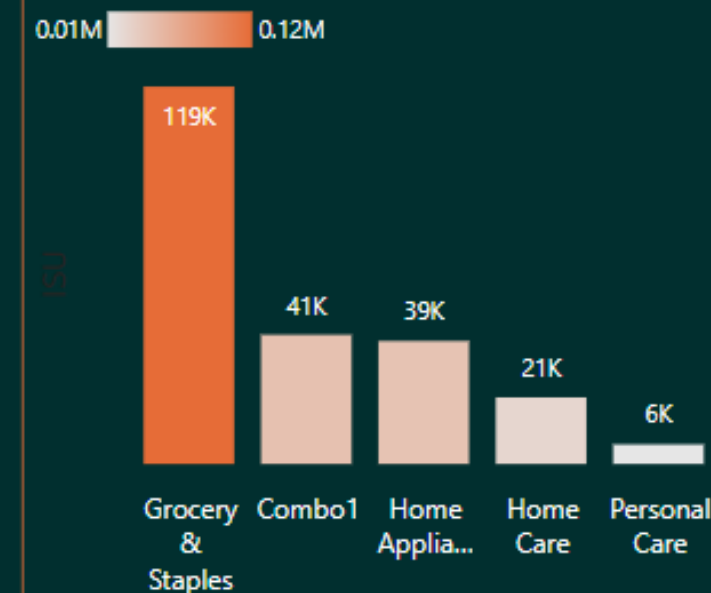
Discount value by category



Revenue Before Sales and Revenue After Sale by category



ISU by category



category	Total revenue	IR%	%QuantitySold AP	ISU%	Total discount given	Total Quantity sold	Units AP
Combo1							
Atliq_Home_Essential_8_Product_Combo							
CAMP_DIW_01	177.30M	151.97%	75.1%	202.36%	25,000.00	67560	50769
CAMP_SAN_01	47.55M	87.77%	69.3%	125.33%	25,000.00	17919	12411
Grocery & Staples							
Atliq_Farm_Chakki_Atta (1KG)							
CAMP_DIW_01	6.69M	-34.24%	46.7%	-12.32%	3,625.00	26135	12210
CAMP_SAN_01	32.37M	275.13%	79.0%	275.13%	0.00	87495	69080
Atliq_Masoor_Dal (1KG)	8.78M	-3.92%	58.9%	43.40%	5,676.00	63381	37341
Atliq_Sonamasuri_Rice (10KG)	62.74M	-4.33%	58.8%	42.79%	28,380.00	90516	53235
Atliq_Suflower_Oil (1L)	19.39M	146.31%	70.4%	137.88%	1,950.00	105787	74478
Home Appliances	44.12M	265.21%	78.5%	264.39%	0.00	68326	53613



Store Performance Analysis

campaign_name

All

city

All

campaign_id

All

promo_type

All



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Revenue AP

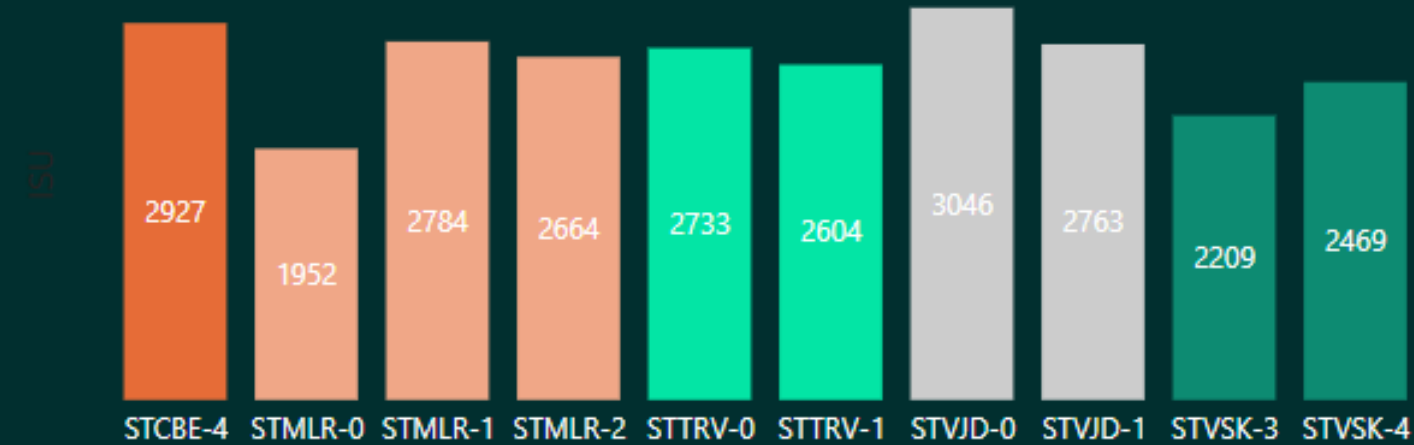
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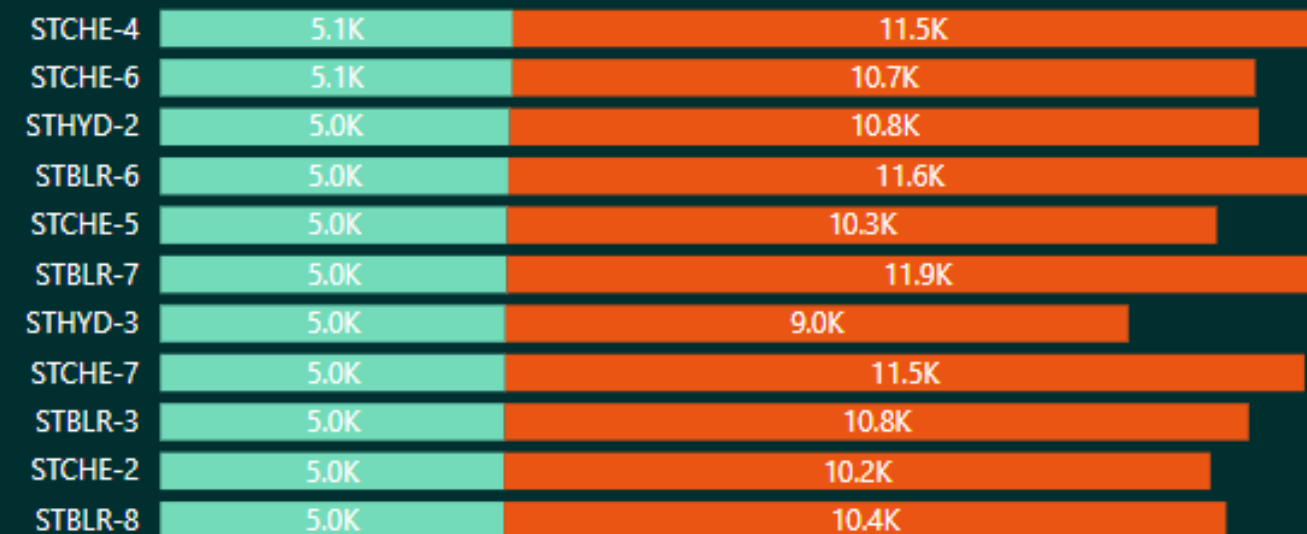
BOTTOM 10 stores by ISU

city ● Coimbatore ● Mangalore ● Trivandrum ● Vijayawada ● Visakhapatnam



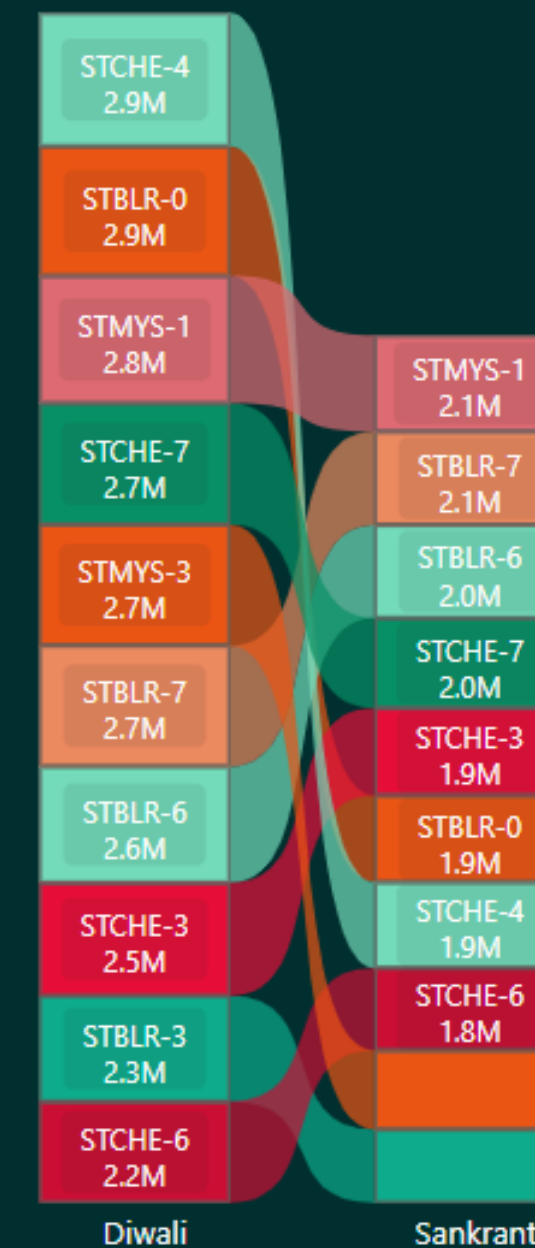
QuantitySoldBeforeSale and QuantitySoldAfterSale by store_id

● QuantitySoldBeforeSale ● QuantitySoldAfterSale



QuantitySoldBeforeSale and QuantitySoldAfterSale

Campaign contribution to Top10 stores (by Revenue after sale)





Store Performance Analysis

campaign_name
All

city
All

campaign_id
All

promo_type
All



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Revenue AP

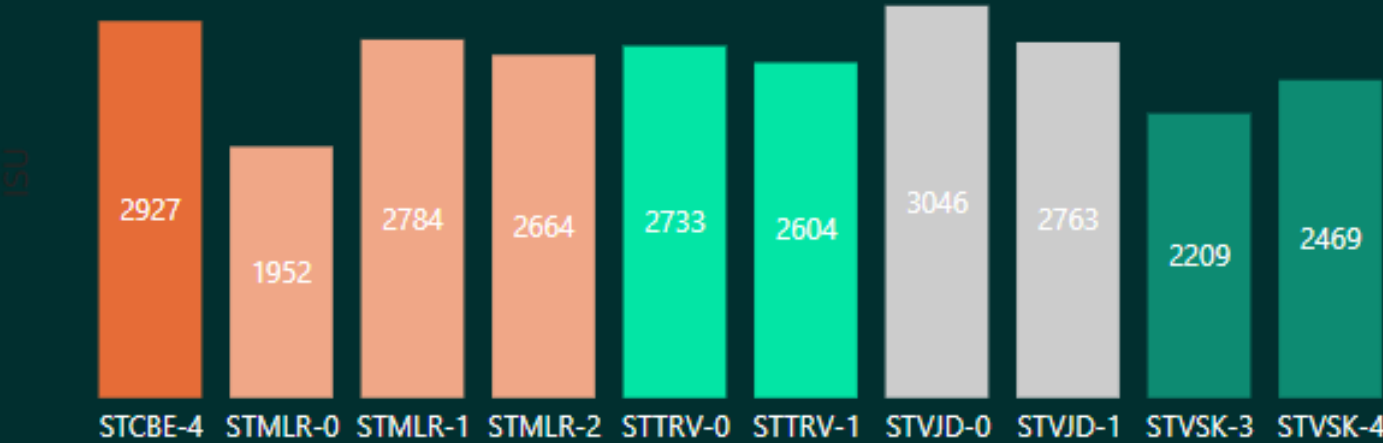
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Total revenue

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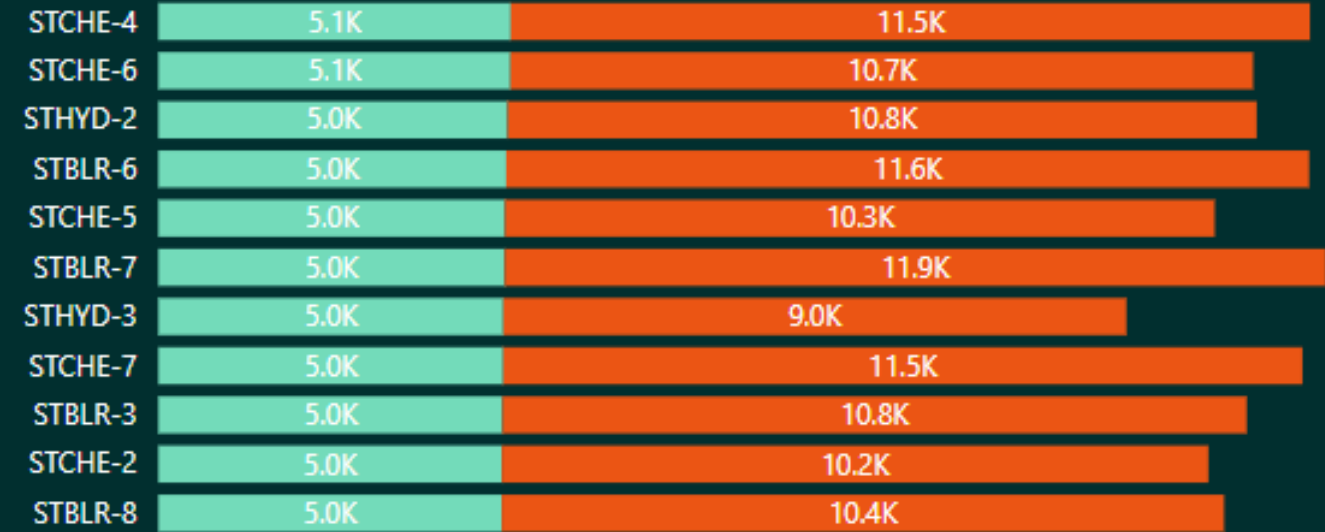
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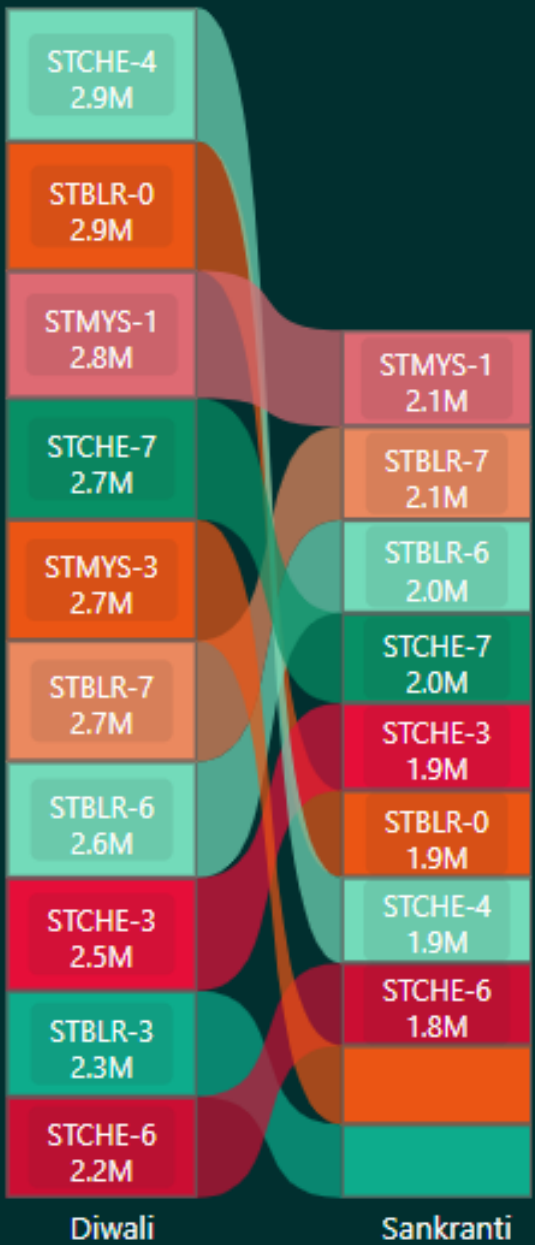
QuantitySoldBeforeSale and QuantitySoldAfterSale by store_id

● QuantitySoldBeforeSale ● QuantitySoldAfterSale



QuantitySoldBeforeSale and QuantitySoldAfterSale

Campaign contribution to Top10 stores (by Revenue after sale)





Campaign Analysis

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Revenue AP
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city
All

promo_type
All



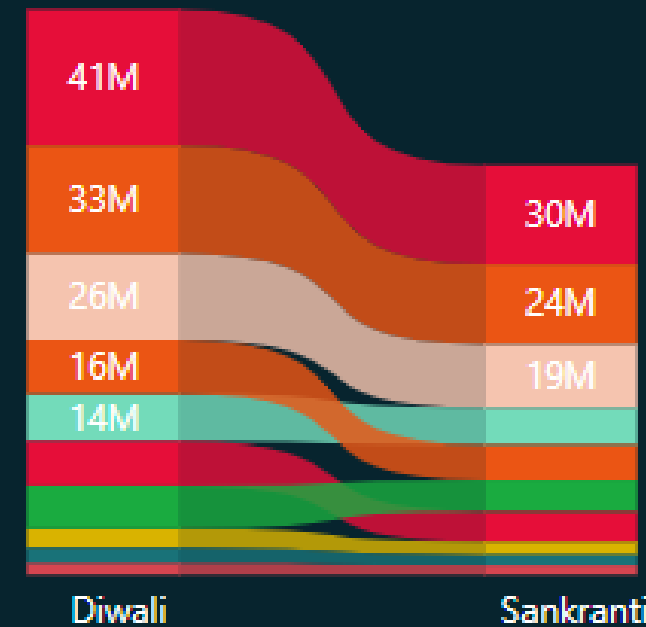
category
All

campaign_id
All

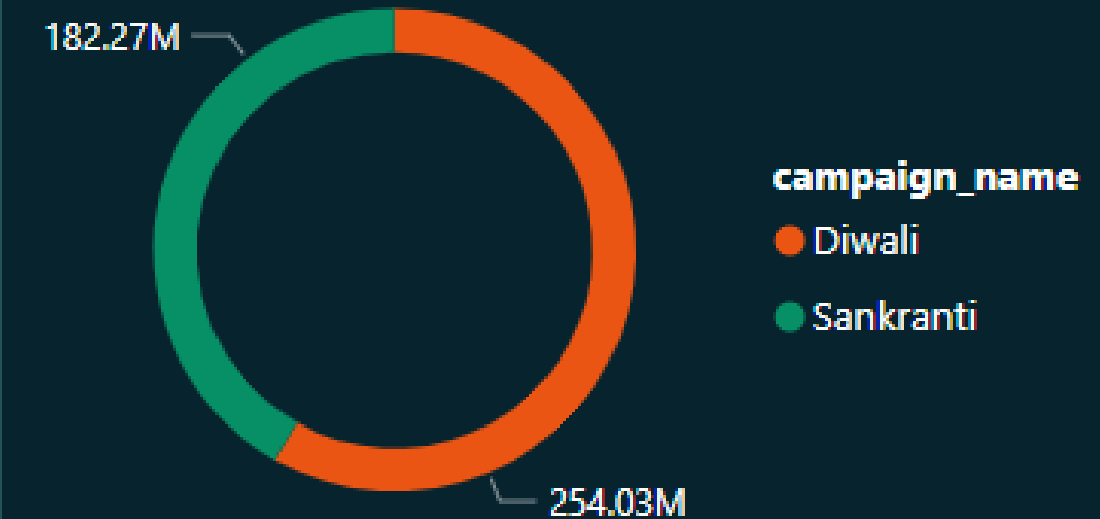
Revenue After Sale by campaign_name and city

city

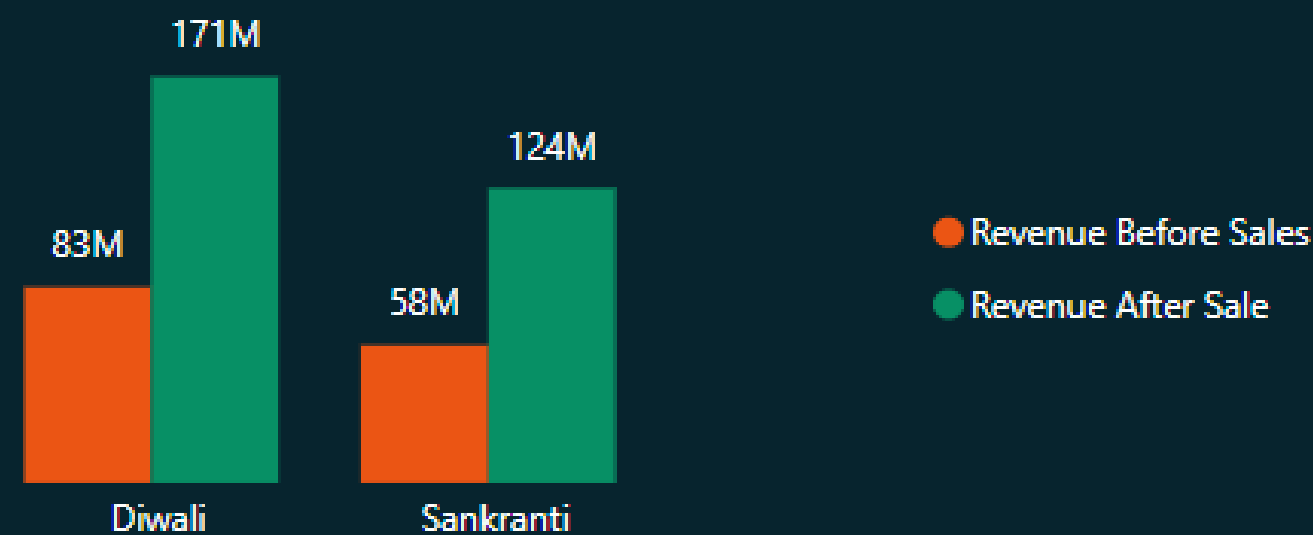
- Bengaluru
- Chennai
- Coimbatore
- Hyderabad
- Madurai
- Mangalore
- Mysuru
- Trivandrum



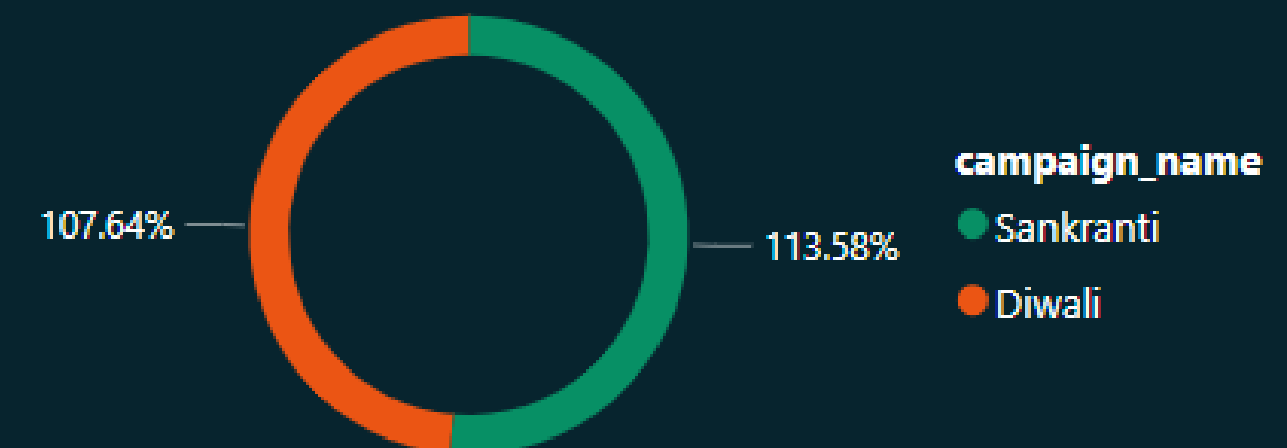
Total revenue by campaign_name



Revenue Before Sales and Revenue After Sale by campaign_name



IR% by campaign_name





Product Analysis

IR
155M

IR%
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Total revenue
436.31M

ISU%
108.31%

Revenue AP
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city

All

promo_type

All

category

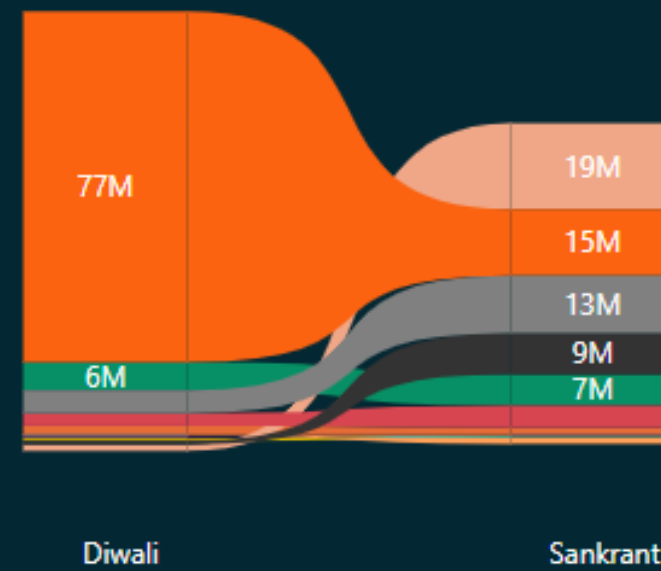
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campaign_id

All

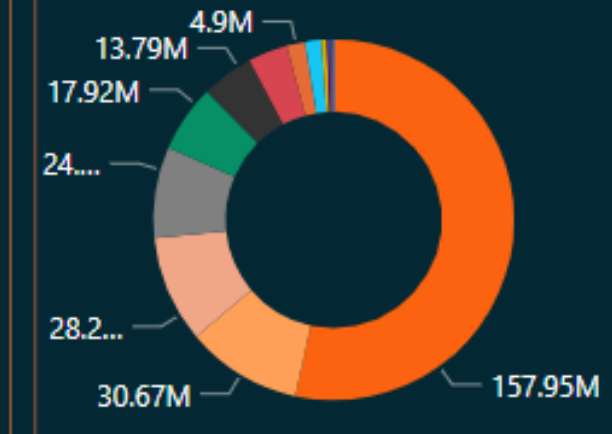
Revenue Growth by campaign_name and product_name

Revenue Growth



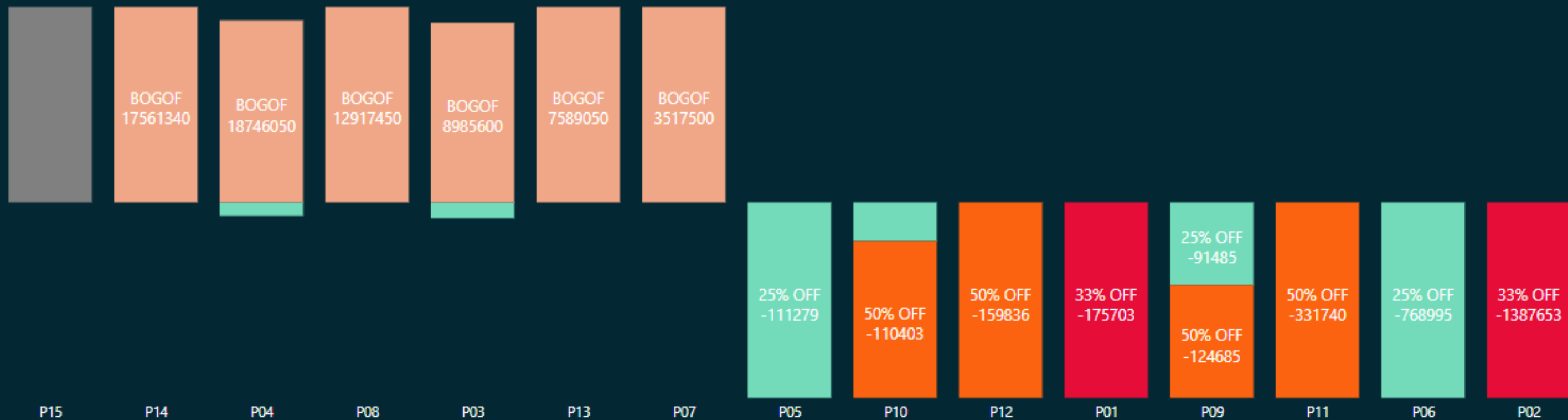
- Atliq_Body_Milk_Nourishing_Lotion (120ML)
- Atliq_Cream_Beauty_Bathing_Soap (125GM)
- Atliq_Curtains
- Atliq_Doodh_Kesar_Body_Lotion (200ML)
- Atliq_Double_Bedsheet_set
- Atliq_Farm_Chakki_Atta (1KG)
- Atliq_Fusion_Container_Set_of_3
- Atliq_High_Glo_15W_LED_Bulb
- Atliq_Home_Essential_8_Product_Combo
- Atliq_Lime_Cool_Bathing_Bar (125GM)

Revenue After Sale by product_name



- Atliq_Home_Ess...
- Atliq_Sonamasu...
- Atliq_Farm_Cha...
- Atliq_waterproo...
- Atliq_Double_B...
- Atliq_Suflower_...
- Atliq_High_Glo_...
- Atliq_Curtains
- Atliq_Masoor_D...
- Atliq_Fusion_Co...

Revenue Growth



File

Home

Help

Get data

Refresh

Manage relationships

New measure

New column

New table

Sensitivity

Publish

1 Revenue Growth = [Revenue After Sale]-[Revenue Before Sales]

dim_campaigns

campaign_id
campaign_name
end_date
start_date
Collapse ^

dim_products

category
product_code
product_name
Collapse ^

dim_stores

city
store_id
Collapse ^

fact_events

base_price
campaign_id
event_id
New Price
product_code
promo_type
quantity_sold(after_promo)
quantity_sold(before_promo)
Collapse ^

1

1

1

*

*

*

Properties

General

Name

Revenue Growth

Home table

KPI

Description

Enter a description

Create with Copilot (preview)

Content created by AI may not be accurate or appropriate, so review it carefully. [Read terms](#)

Synonyms

revenue growth, growth

Display folder

Enter the display folder

Is hidden

No

Formatting

Format

General

Percentage format

No

Thousands separator

No

Data

Search

KPI

%QuantitySoldAfterSale

%QuantitySoldBeforeSale

Discount value

Incremental Revenue

IR%

ISU

ISU%

QuantitySoldAfterSale

QuantitySoldBeforeSale

Revenue After Sale

Revenue Before Sales

Revenue Growth

Total Quantity sold

Total revenue

Total Stores

dim_campaigns

dim_products

dim_stores

fact_events

All tables

+