

City

All

City- Units sold

435K

Incremental
Quantity 0.23M 108.31% ↑

Mysuru

STMYS-1

Incremental
Revenue 6.45M 182.15% ↑

Incremental Quantity 6.86K

Promo type

All

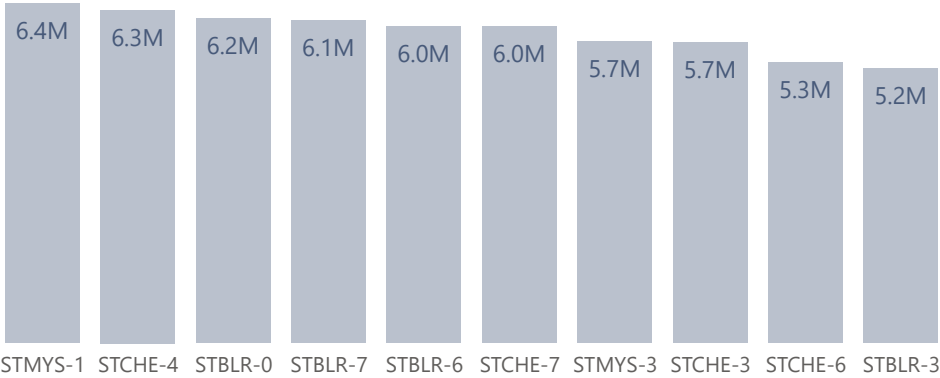
Campaign Name

All

STORES & CITY ANALYSIS

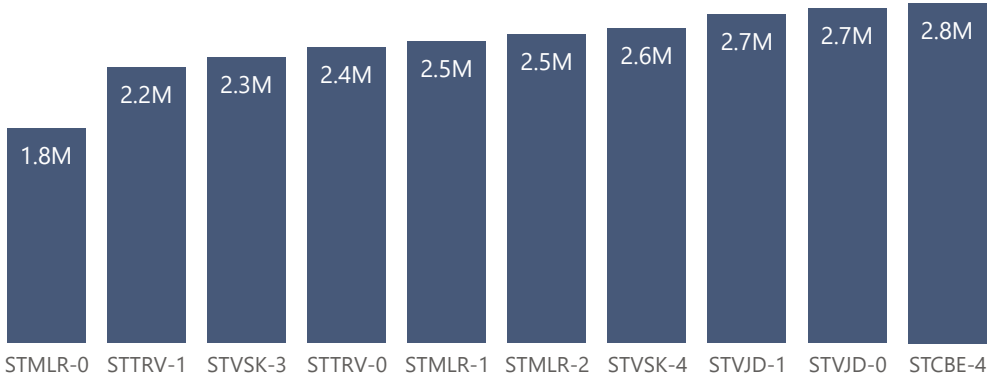
Top 10 Stores

BY Incremental Revenue



Bottom 10 Stores

By Incremental Quantity



City Performance

City	Revenue before	Revenue after	IR%
Madurai	10.33M	26.68M	158.3%
Bengaluru	32.94M	83.71M	154.1%
Chennai	26.29M	66.79M	154.1%
Vijayawada	3.59M	9.01M	151.0%
Coimbatore	12.24M	30.40M	148.5%
Trivandrum	3.20M	7.87M	145.7%
Mysuru	12.95M	31.80M	145.6%
Hyderabad	22.68M	53.52M	136.0%
Mangalore	5.03M	11.77M	133.9%
Visakhapatnam	11.45M	26.31M	129.7%

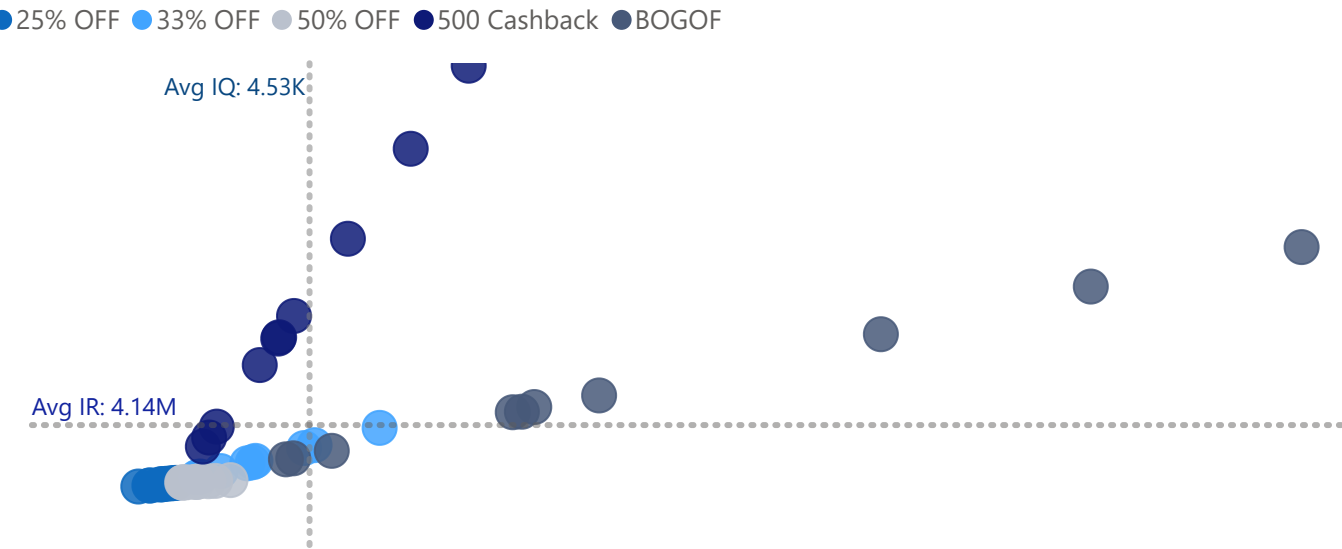
Total Stores

Stores by City



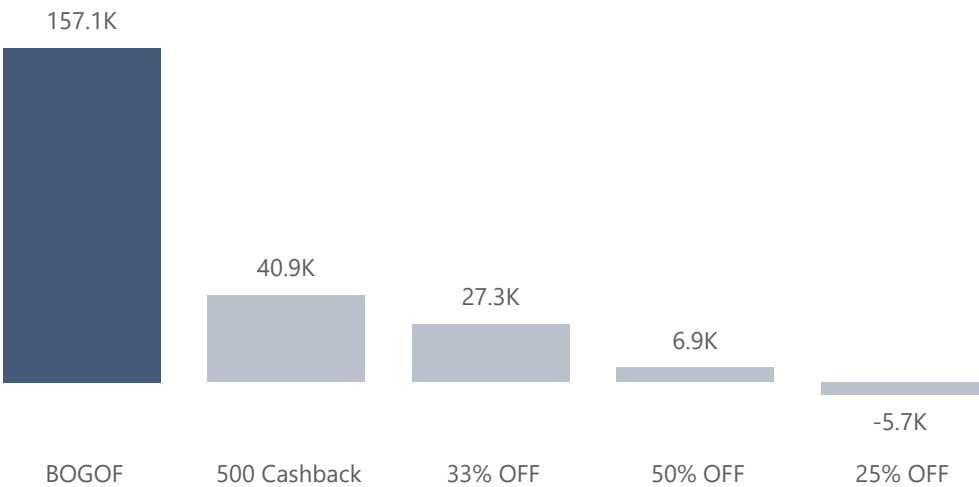
PROMOTION TYPE ANALYSIS

Analyzing Revenue and Quantity Dynamics Across Cities with Promotion Type Variation



Promo type

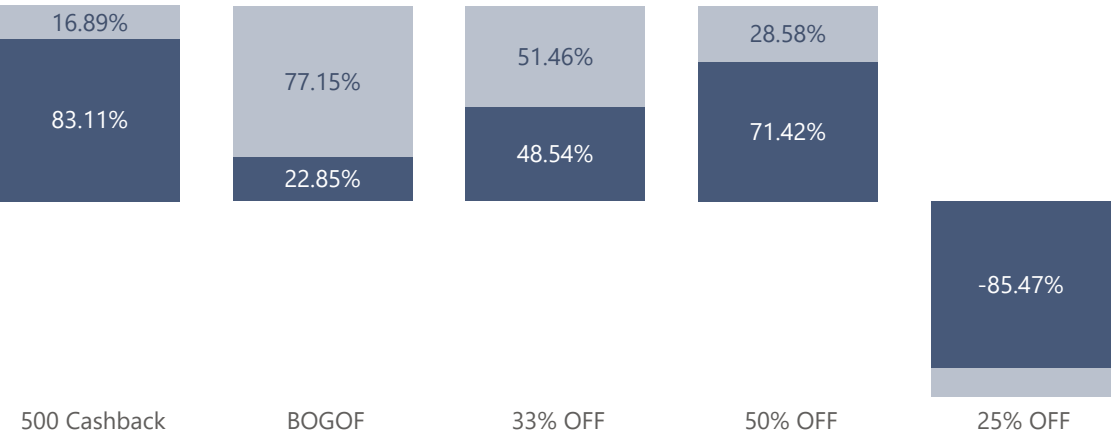
By Incremental Quantity



Incremental Revenue

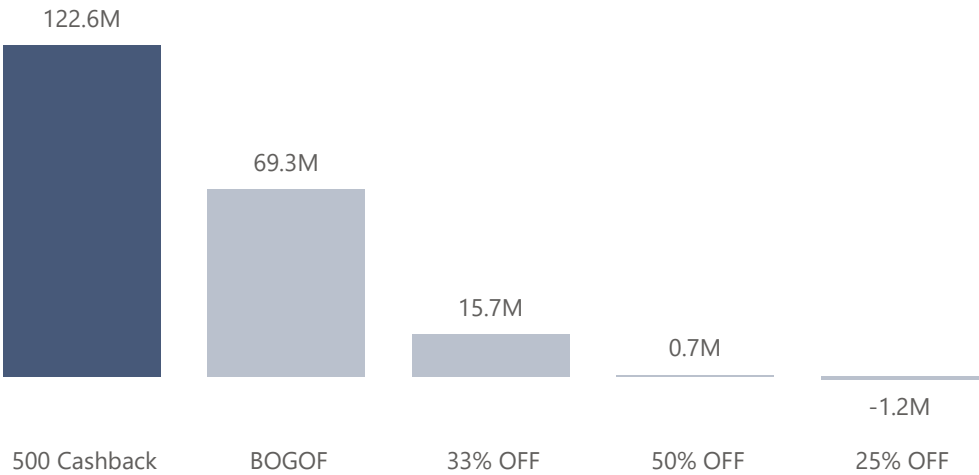
By Promo type and Campaign Name

● Diwali ● Sankranti



Promo Type

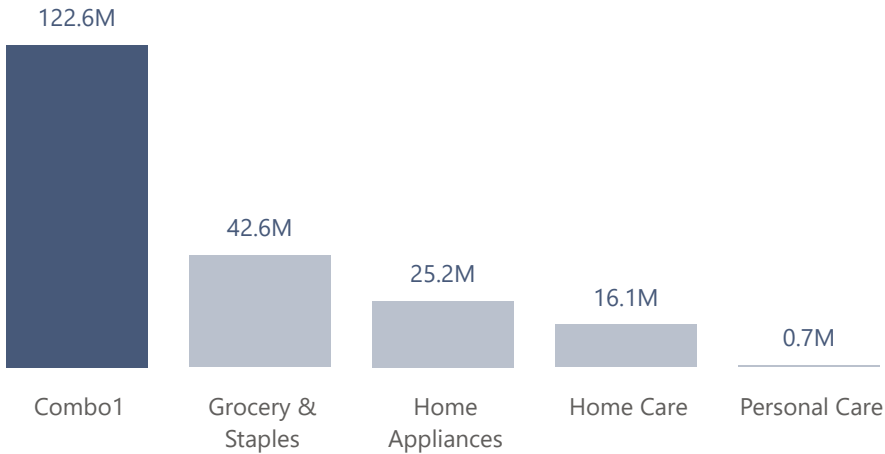
By Incremental Revenue



PRODUCT & CATEGORY ANALYSIS

Category

By Incremental Revenue



Top 5 Products

By IR%

Diwali

Sankranti



Product Performance

By IU and IR

category	product_name	Incremental Revenue	IR%	Incremental Quantity	IU%
Home Appliances	Atliq_waterproof_Immersion_Rod	17.56M	266.2%	17.22K	266.19%
Home Appliances	Atliq_High_Glo_15W_LED_Bulb	7.59M	263.0%	21.68K	262.98%
Home Care	Atliq_Double_Bedsheet_set	12.92M	258.3%	10.86K	258.27%
Home Care	Atliq_Curtains	3.52M	255.3%	11.73K	255.34%
Combo1	Atliq_Home_Essential_8_Product_Combo	122.64M	183.3%	40.88K	183.33%
Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	18.25M	168.2%	48.95K	151.36%
Grocery & Staples	Atliq_Suflower_Oil (1L)	8.71M	155.6%	43.17K	137.88%
Grocery & Staples	Atliq_Masoor_Dal (1KG)	1.94M	43.4%	11.30K	43.40%
Grocery & Staples	Atliq_Sonamasuri_Rice (10KG)	13.72M	42.8%	15.95K	42.79%
Personal Care	Atliq_Doodh_Kesar_Body_Lotion (200ML)	0.34M	33.6%	1.77K	33.57%
Personal Care	Atliq_Lime_Cool_Bathing_Bar (125GM)	0.16M	33.2%	2.56K	33.20%
Personal Care	Atlia Cream Beautv Bathing Soap (125GM)	0.09M	22.7%	1.32K	20.64%