



ATLIQ MART Campaign Analysis



Store Performance

Get insights on the stores and city wise performance of the promotional campaigns.



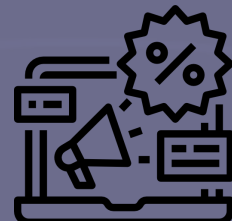
Promotion Performance

Analyze the performance of the different promo deals and their effect on the sales and revenue



Product Performance

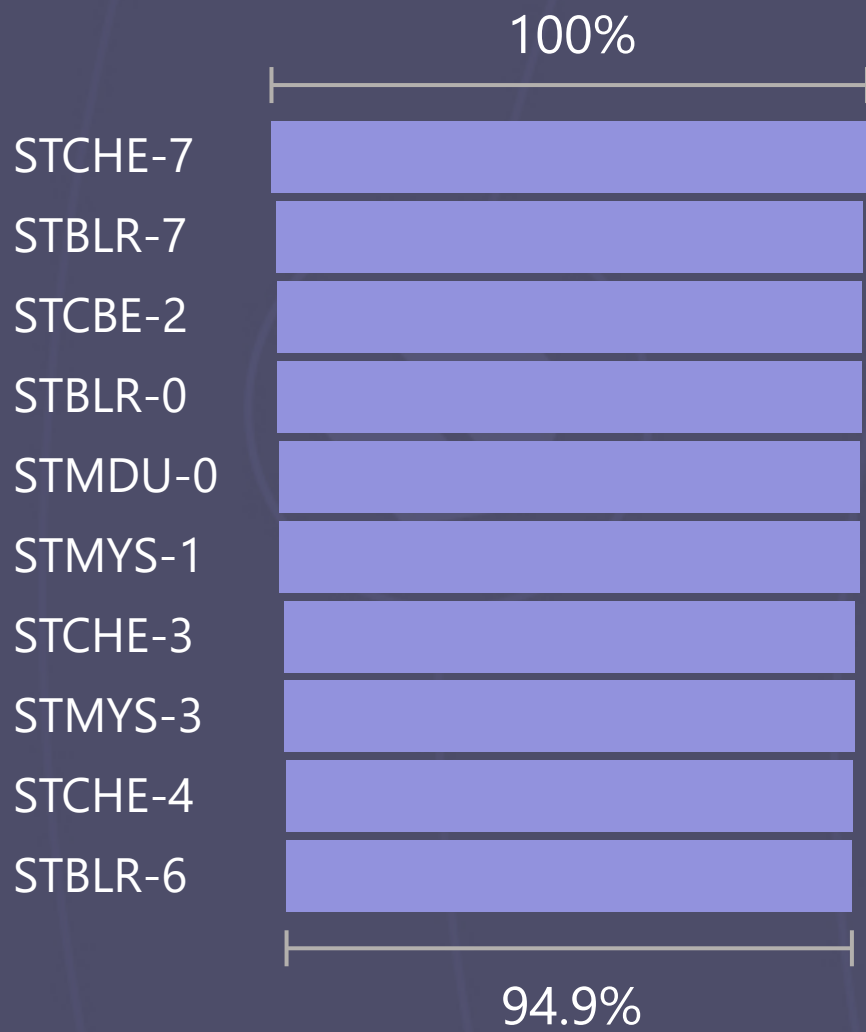
Get the performance data of different products and categories based on the promotional sales and revenue



IR = Incremental Revenue
ISU = Incremental sold unit
BP = Before Promotion
AP = After Promotion



Top 10 stores by IR %



₹140.7M

Revenue BP

₹295.6M

Revenue AP

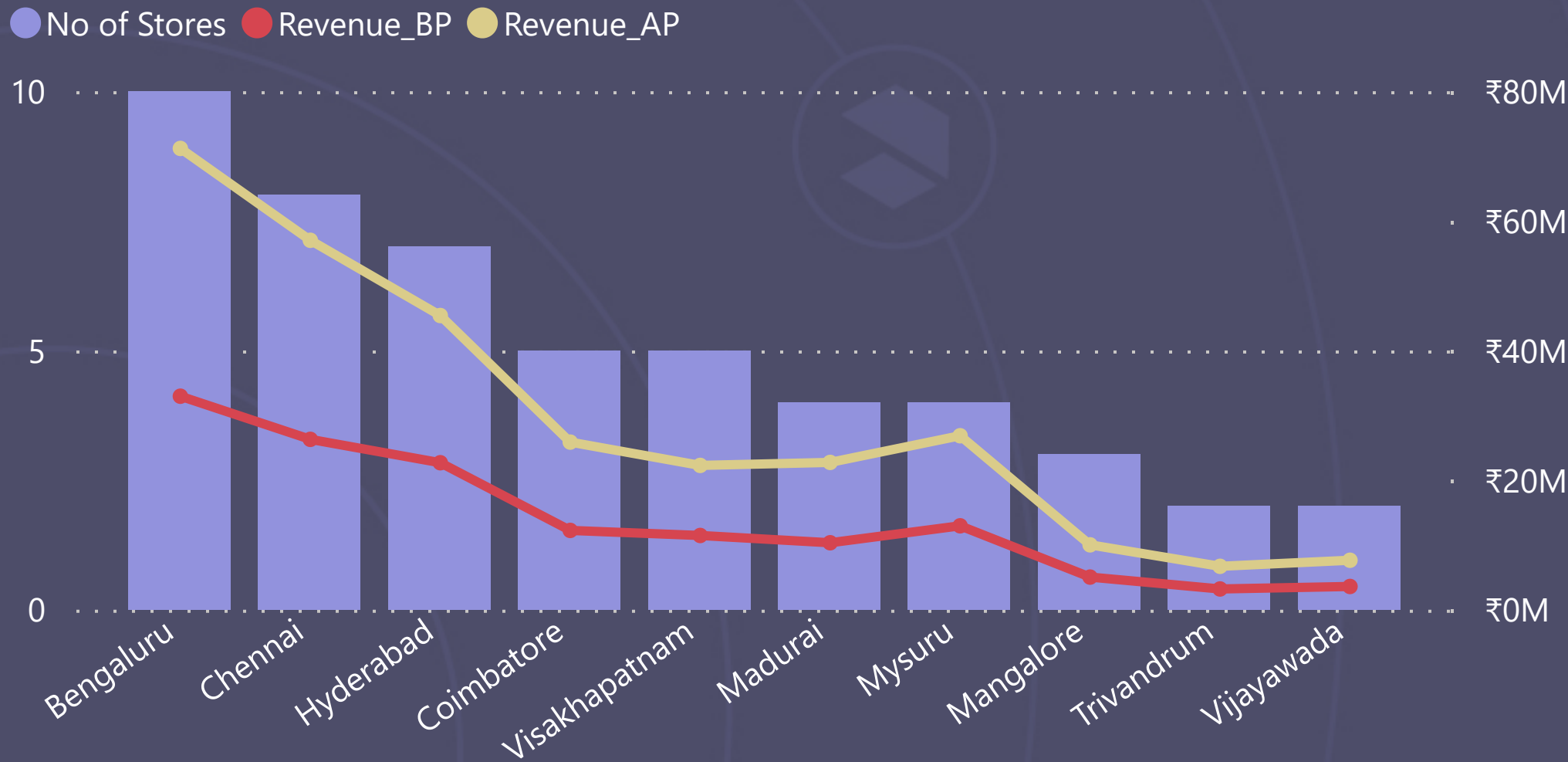
110.10%

IR %

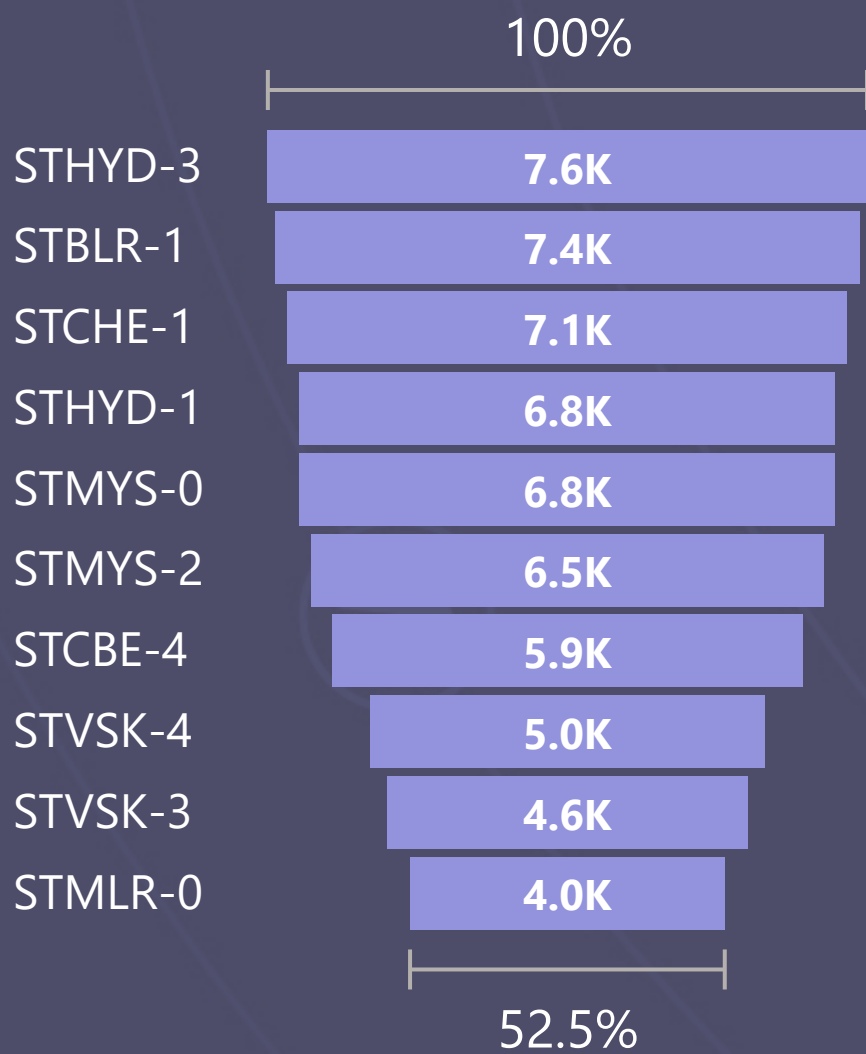
211.28%

ISU %

City wise revenue trend



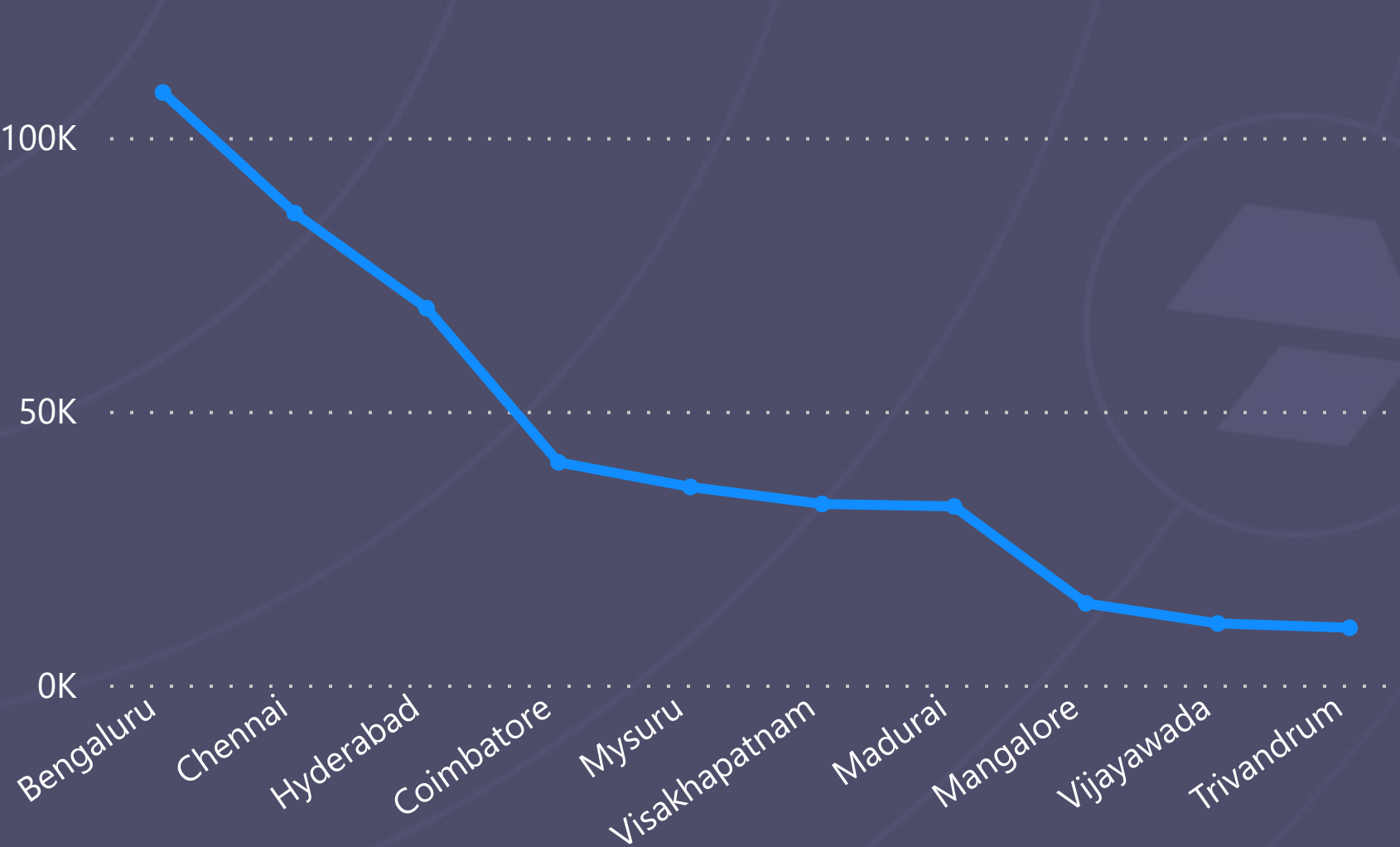
Bottom 10 stores by ISU



City wise store performance

city	Revenue_BP	Revenue_AP	IR_Pct	ISU_Pct
<div>+ Visakhapatnam</div>	₹11.5M	₹22.3M	94.39%	192.11%
<div>+ Mangalore</div>	₹5.0M	₹10.0M	98.82%	197.01%
<div>+ Hyderabad</div>	₹22.7M	₹45.4M	100.15%	200.11%
<div>+ Mysuru</div>	₹12.9M	₹26.8M	107.34%	194.42%
<div>+ Trivandrum</div>	₹3.2M	₹6.7M	109.19%	214.73%
<div>+ Coimbatore</div>	₹12.2M	₹25.9M	111.35%	223.68%
<div>+ Vijayawada</div>	₹3.6M	₹7.6M	112.74%	210.91%
<div>+ Bengaluru</div>	₹32.9M	₹71.2M	116.05%	219.97%
<div>+ Chennai</div>	₹26.3M	₹57.0M	116.84%	218.01%
<div>+ Madurai</div>	₹10.3M	₹22.7M	120.00%	225.12%
Total	₹140.7M	₹295.6M	110.10%	211.28%

City wise ISU trend



campaign_name

Diwali

Sankranti

promo_type

25% OFF

33% OFF

50% OFF

500
Cashback

city

All

category

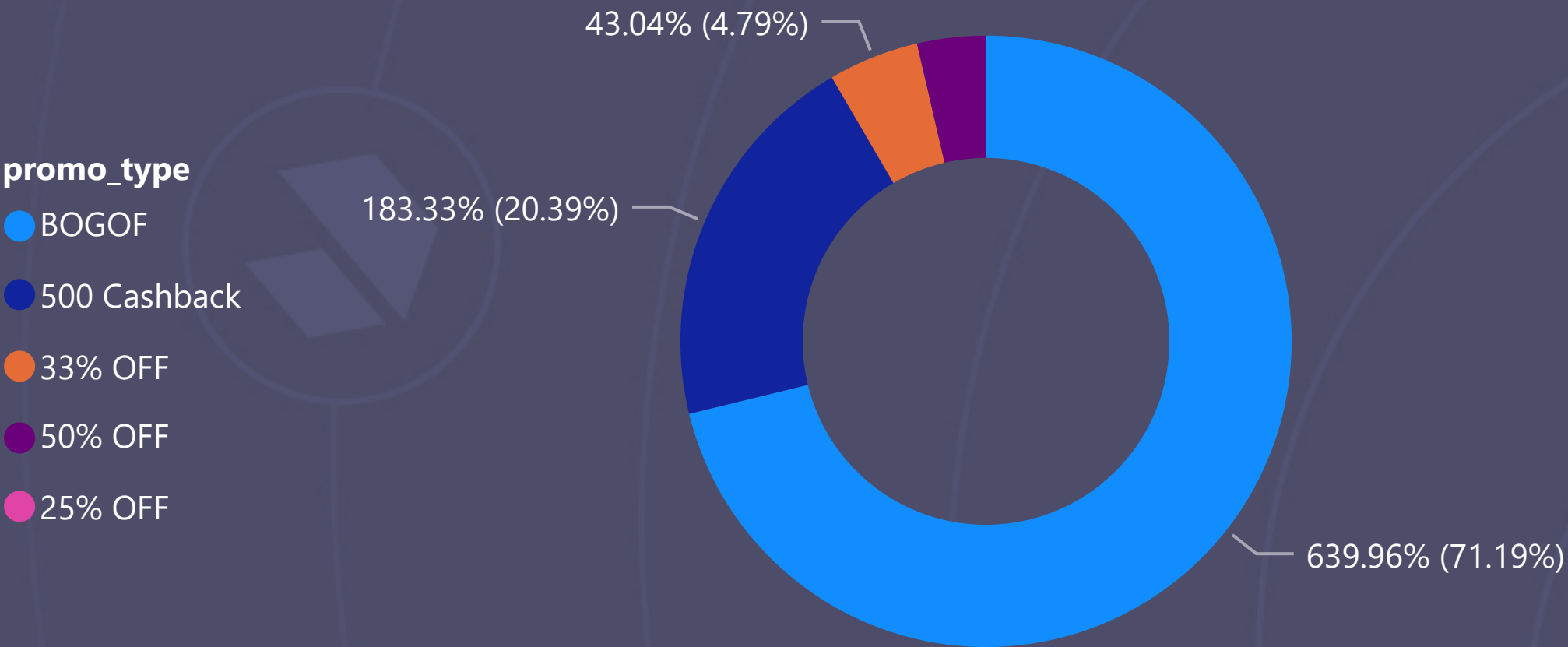
All



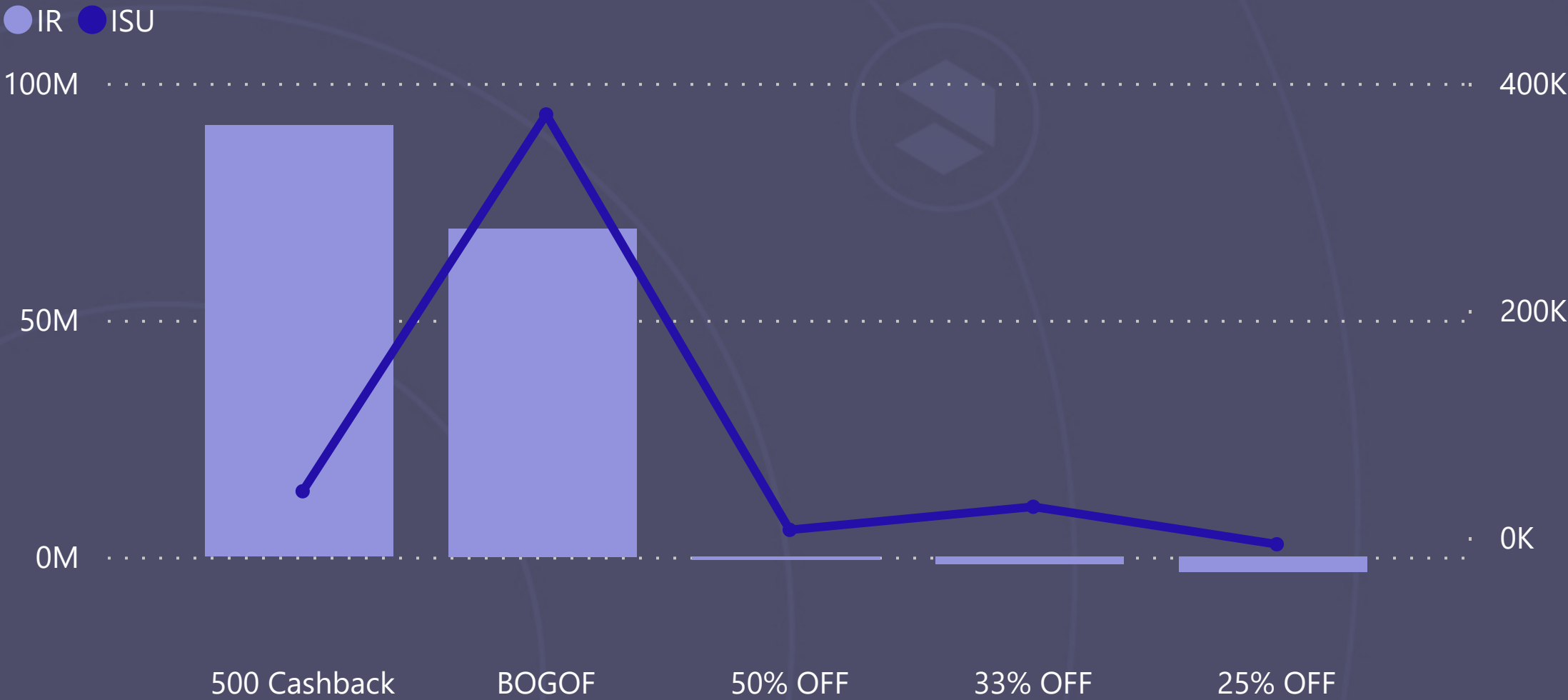
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ISU % distribution by promo type



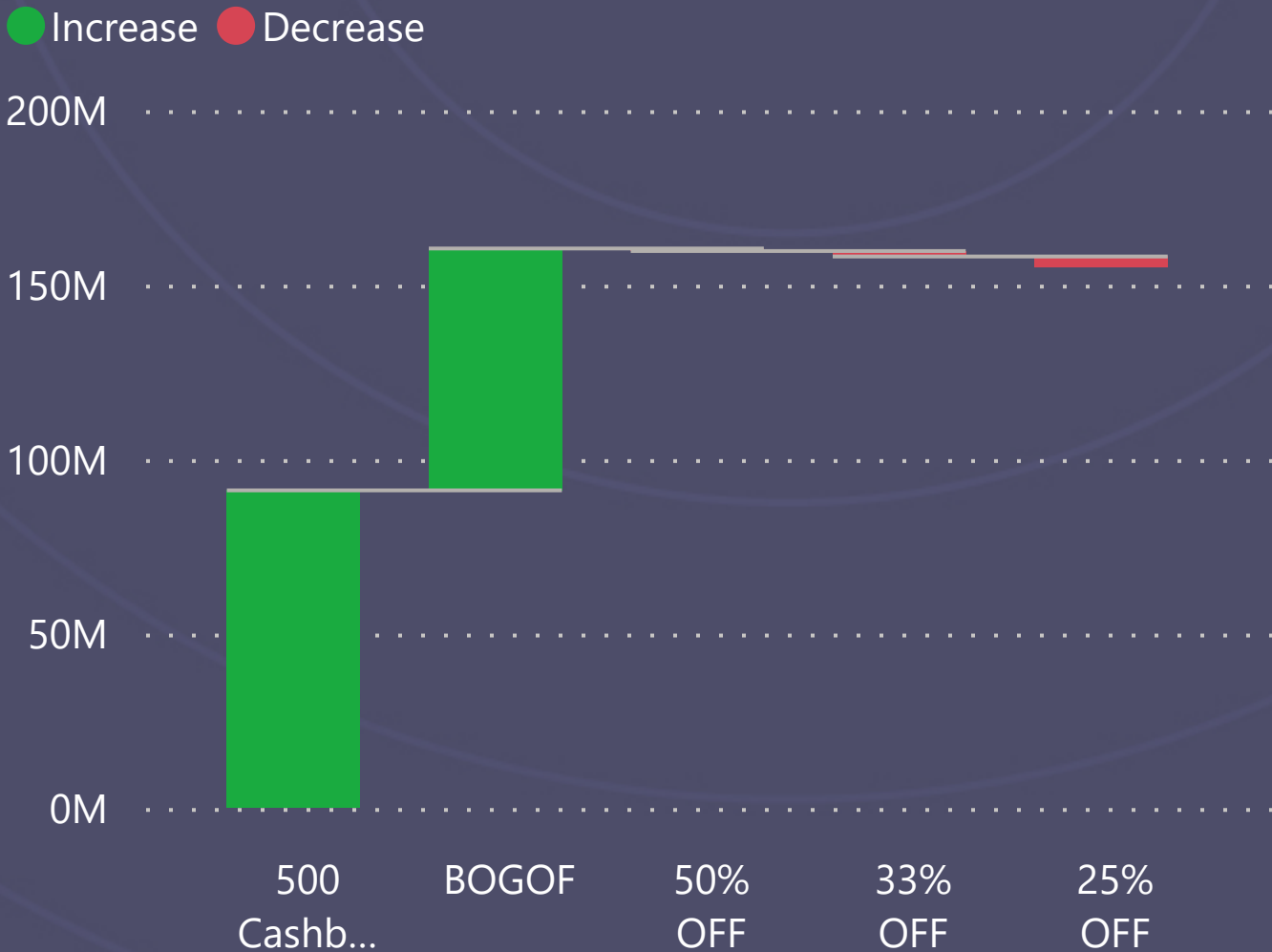
IR/ ISU trend over different promotions



Key Metrics by promo type

promo_type	Revenue_BP	Revenue_AP	IR_Pct	ISU_Pct
25% OFF	₹9.2M	₹6.0M	-34.61%	-12.99%
50% OFF	₹2.2M	₹1.4M	-33.60%	32.63%
33% OFF	₹36.5M	₹35.0M	-4.28%	43.04%
500 Cashback	₹66.9M	₹158.0M	136.11%	183.33%
BOGOF	₹25.9M	₹95.2M	267.35%	639.96%
Total	₹140.7M	₹295.6M	110.10%	211.28%

Promo performance by IR



Bottom 2 Promotions based on ISU

promo_type	Total_Sales_BP	Total_Sales_AP	ISU
25% OFF	44007	38290	-5717
50% OFF	21243	28174	6931
Total	65250	66464	1214

Top 2 Promotions based on IR

promo_type	Revenue_BP	Revenue_AP	IR
500 Cashback	66.90M	157.95M	91.05M
BOGOF	25.93M	95.24M	69.32M
Total	92.82M	253.19M	160.37M

campaign_name

Diwali

Sankranti

promo_type

25% OFF

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500
Cashback

city

All

category

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Key metrics by products

product_name	Sales_qty _BP	Sales_qty _AP	ISU	IR
Atliq_Farm_Chakki_Atta (1KG)	32K	150K	118K	17.4M
Atliq_Suflower_Oil (1L)	31K	136K	104K	8.2M
Atliq_High_Glo_15W_LED_Bulb	8K	60K	52K	7.6M
Atliq_waterproof_Immersion_Rod	6K	47K	41K	17.6M
Atliq_Home_Essential_8_Product_Combo	22K	63K	41K	91.1M
Atliq_Curtains	5K	33K	28K	3.5M
Atliq_Double_Bedsheet_set	4K	30K	26K	12.9M
Atliq_Sonamasuri_Rice (10KG)	37K	53K	16K	-1.4M
Atliq_Masoor_Dal (1KG)	26K	37K	11K	-0.2M
Atliq_Lime_Cool_Bathing_Bar (125GM)	8K	10K	3K	-0.2M
Total	209K	651K	442K	154.9M

209K

Total Sales BP

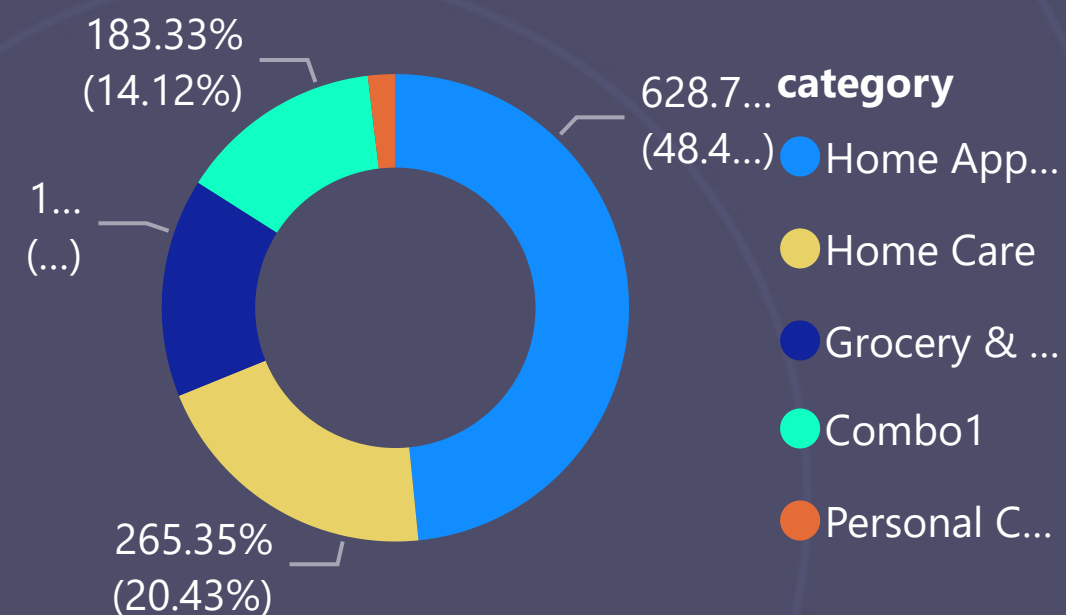
651K

Total Sales AP

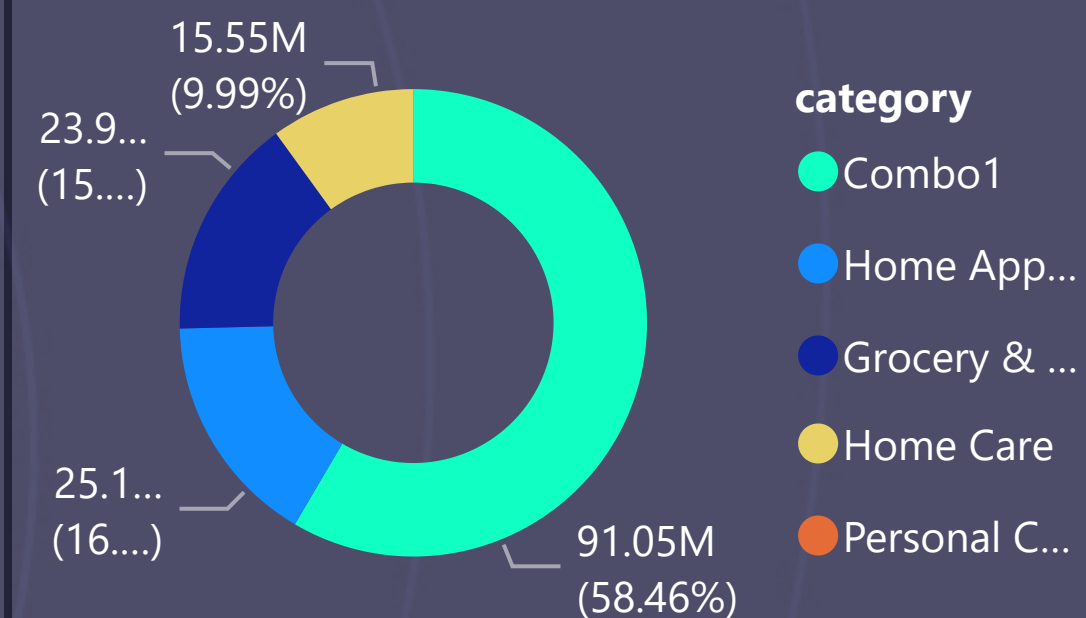
442K

ISU

ISU% distribution by category

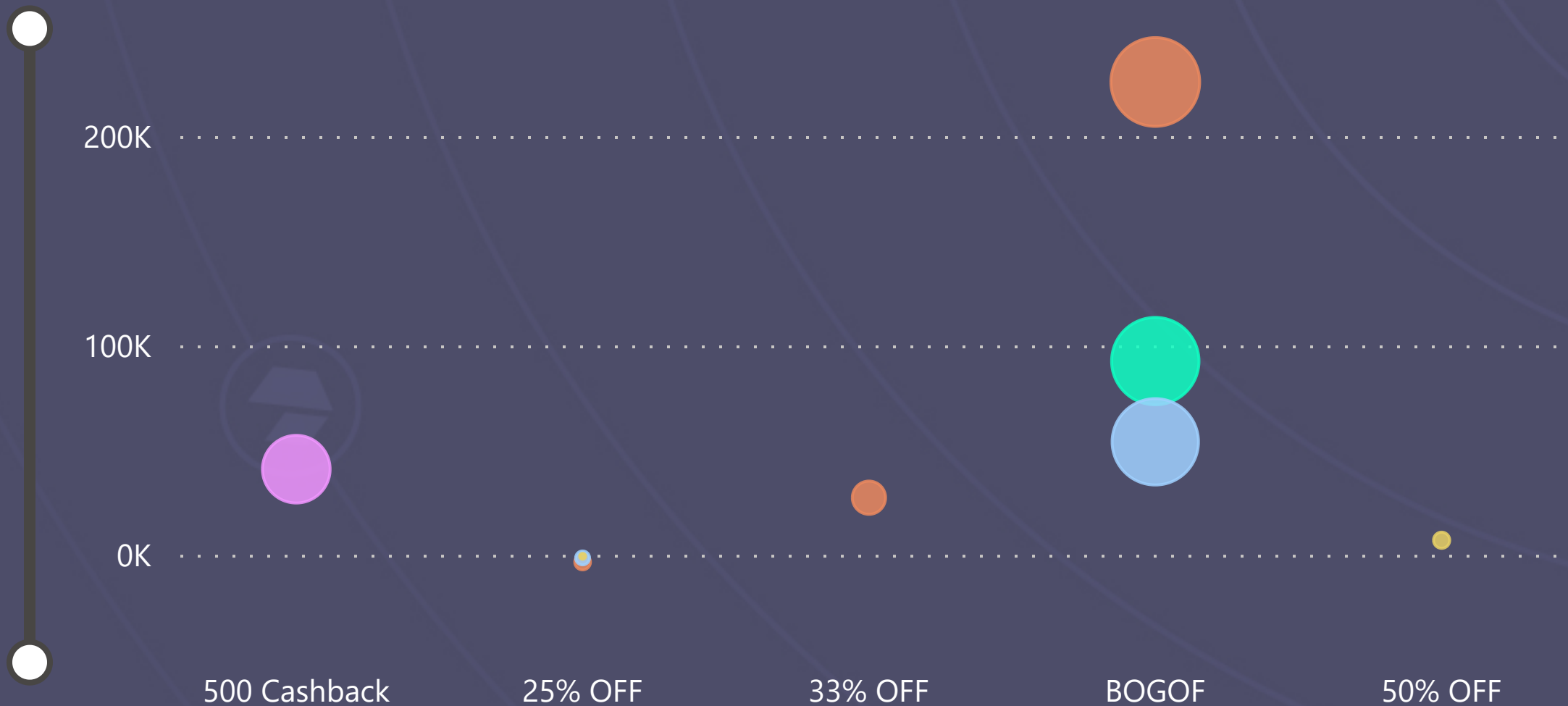


IR distribution by category



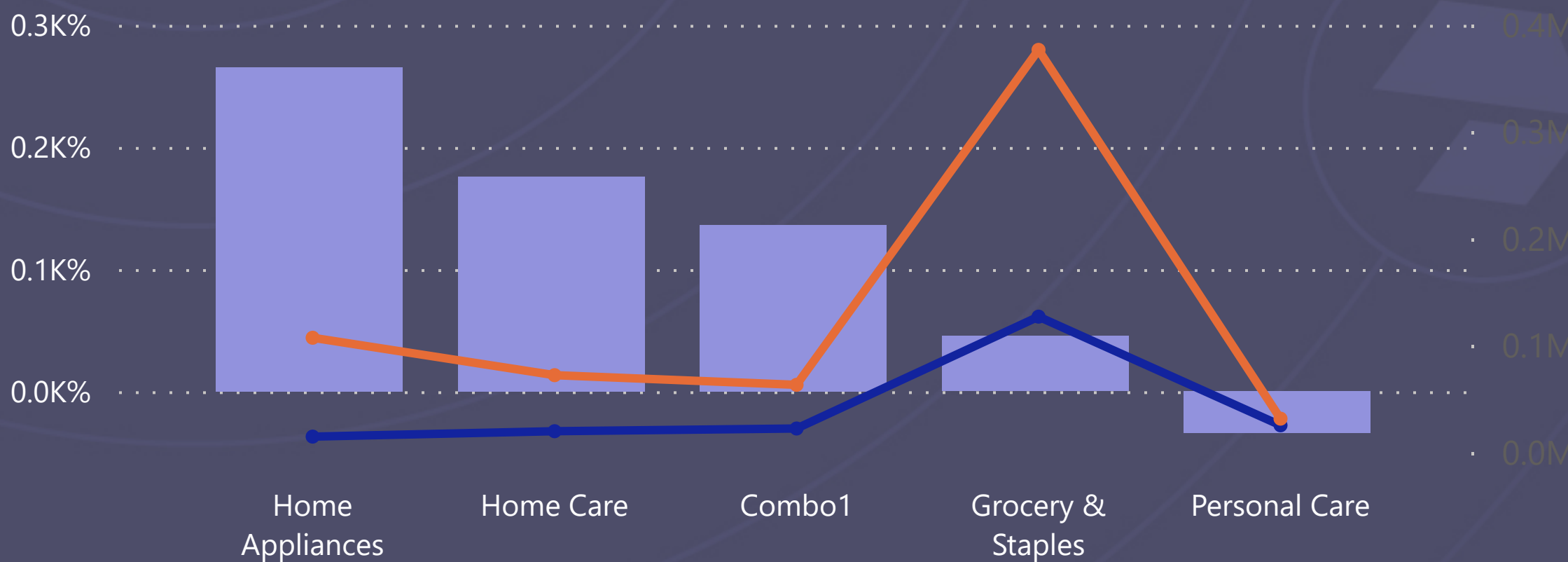
Promo Performance based on category

category Combo1 Grocery & Staples Home Appliances Home Care Personal Care



Revenue / Sales trend by category

IR_Pct Sold_Qty_BP Sold_Qty_AP



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category

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