



Store  
Analysis



Promotion  
Analysis



Category  
Analysis



Product  
Analysis



Designed By: Rajvardhan Singh Parmar





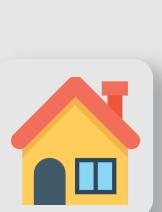
# Store Performance Analysis

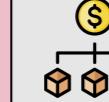


Campaign

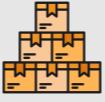
City

Promo Type

[Clear all Filters](#)
  
**154.9M**  
IR

  
**441.7K**  
ISU

  
**209K**  
Qty Sold Before

  
**651K**  
Qty Sold After


## TOP 10 Stores by IR

Store_id	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

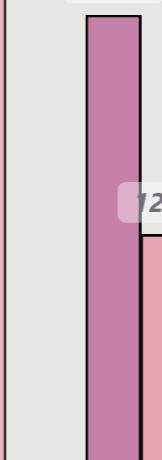
## BOTTOM 10 Stores by ISU

Store_id	City	ISU
STMLR-0	Mangalore	3.98K
STVSK-3	Visakhapatnam	4.55K
STVSK-4	Visakhapatnam	4.99K
STTRV-1	Trivandrum	5.07K
STVJD-1	Vijayawada	5.30K
STTRV-0	Trivandrum	5.31K
STMLR-2	Mangalore	5.37K
STMLR-1	Mangalore	5.48K
STVJD-0	Vijayawada	5.87K
STCBE-4	Coimbatore	5.94K

## IR & ISU % by City

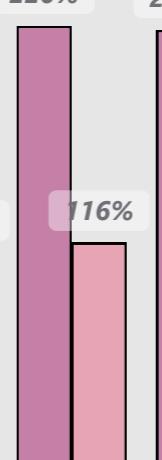
ISU %

120%



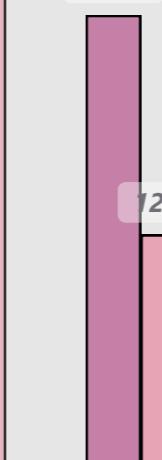
IR %

111%



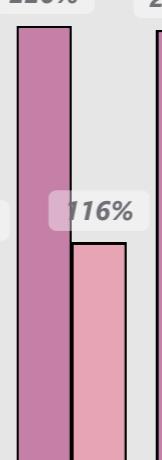
ISU %

225%



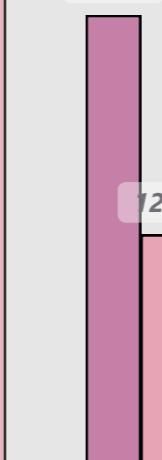
IR %

116%



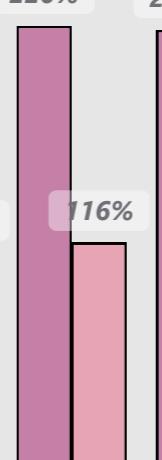
ISU %

224%



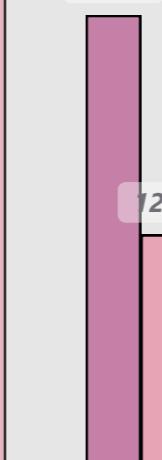
IR %

117%



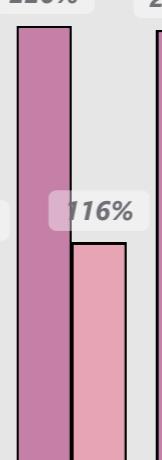
ISU %

218%



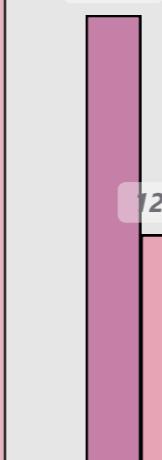
IR %

109%



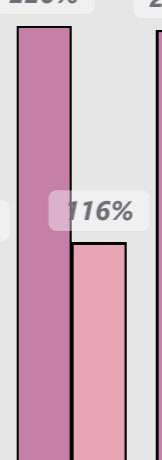
ISU %

215%



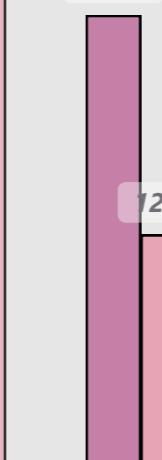
IR %

113%



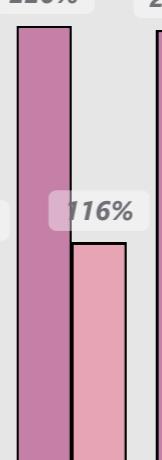
ISU %

211%



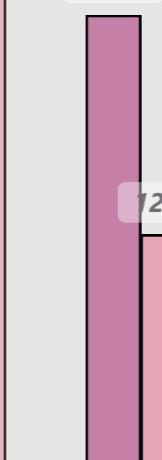
IR %

100%



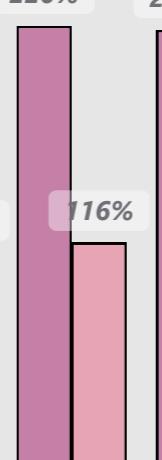
ISU %

200%



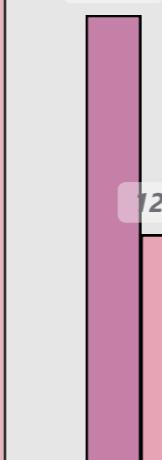
IR %

99%



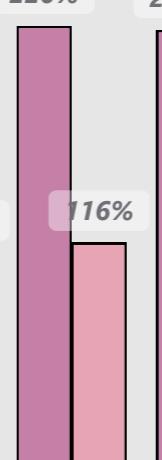
ISU %

197%



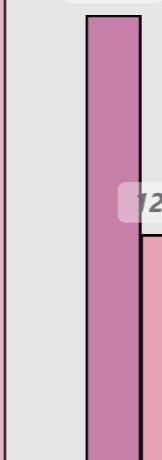
IR %

107%



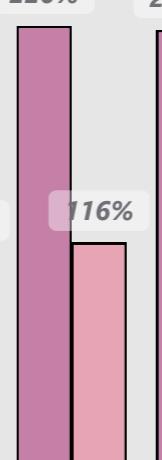
ISU %

194%



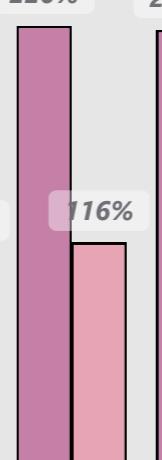
IR %

94%



ISU %

192%

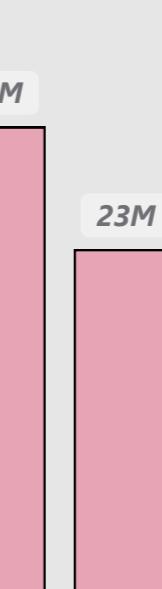


## Incremental Revenue by City

38M



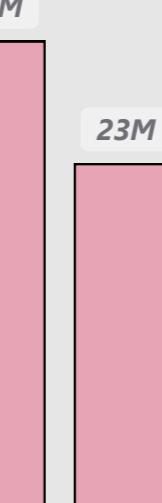
31M



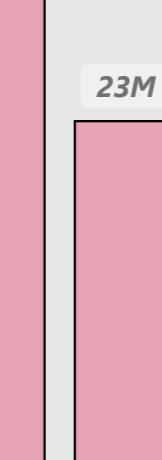
23M



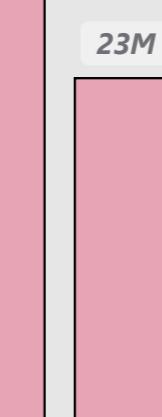
14M



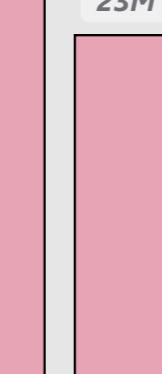
14M



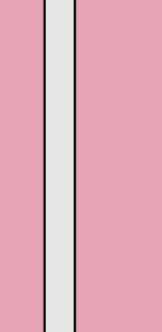
12M



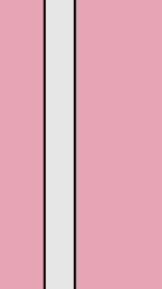
11M



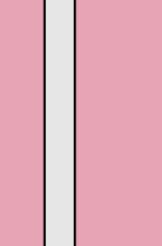
5M



4M



3M



IR = Incremental Revenue

ISU = Incremental Sales Unit

BOGOF = Buy One Get One Free



# Promotion Analysis



Campaign

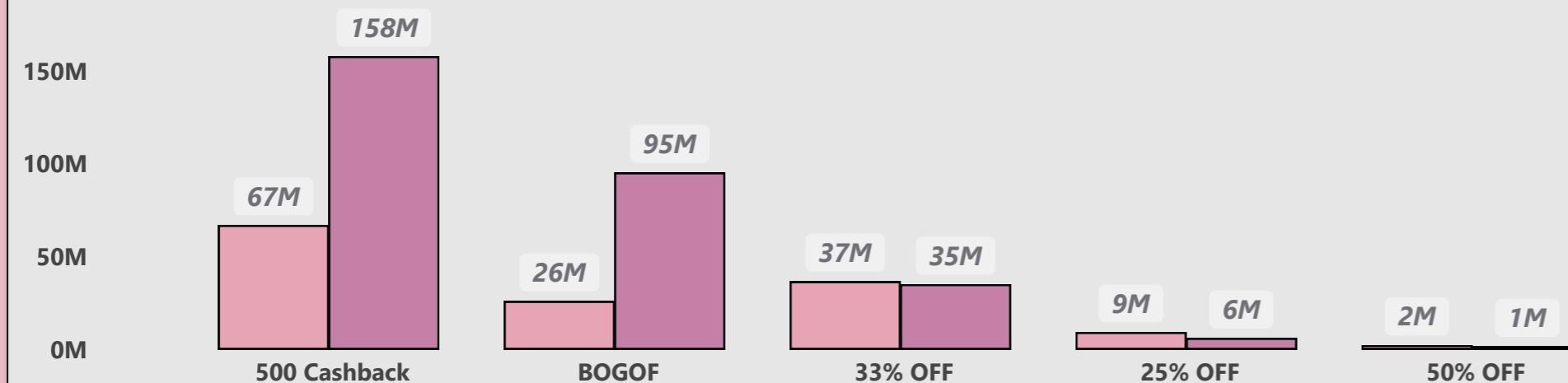
Category

Promo Type

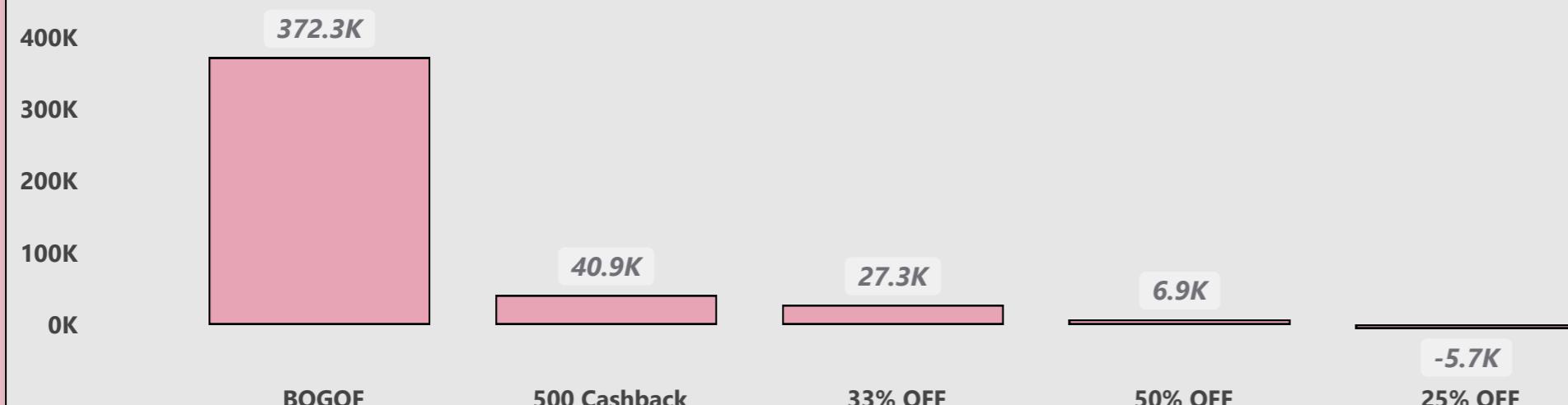
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## Revenue Before and After by Promo Type

Revenue Before Revenue After

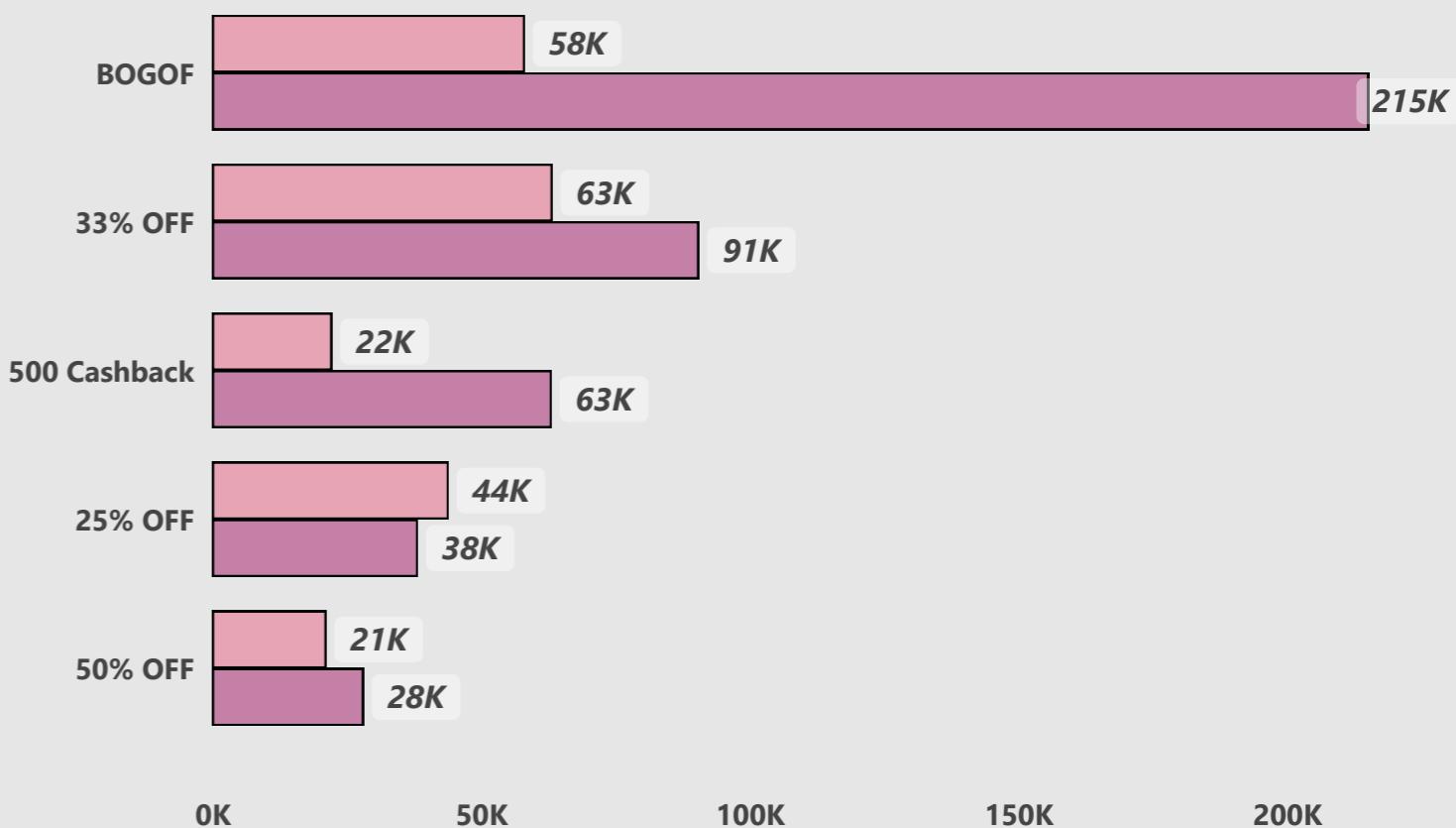


## ISU by Promo Type

**IR** = Incremental Revenue**ISU** = Incremental Sales Unit**BOGOF** = Buy One Get One Free

## Quantity Sold before and After Promotion

Quantity Sold Before Quantity Sold After



## TOP 2 Promotion Type By IR

Promotion Type

IR

500 Cashback	91.05M	▲
BOGOF	69.32M	▲

## BOTTOM 2 Promotion Type By ISU

Promotion Type

ISU

25% OFF	-5.72K	▼
50% OFF	6.93K	▼



# Category Analysis



Campaign

Category

Promo Type

Clear all Filters

**141M**  
Revenue Before

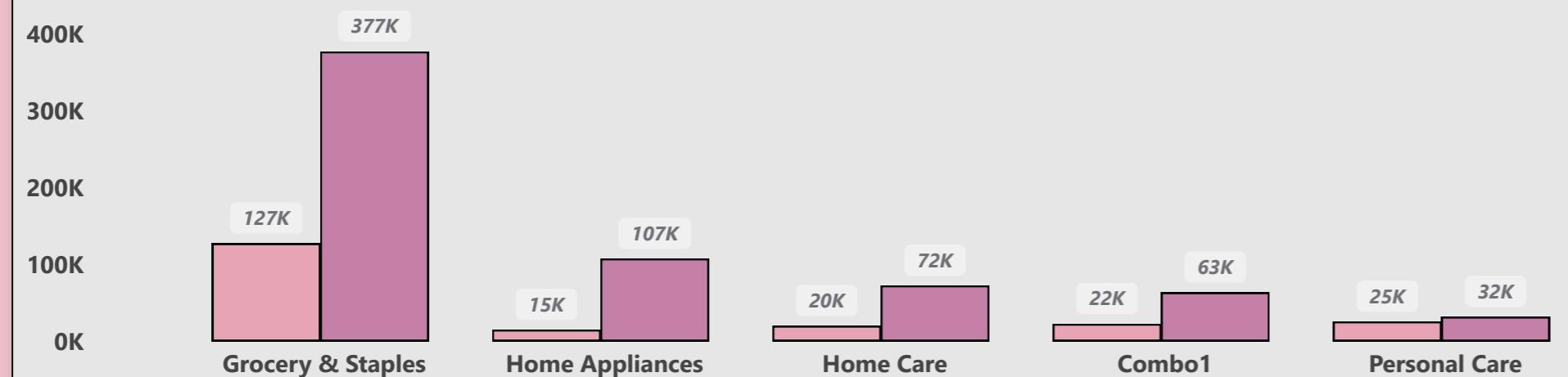
**295.6M**  
Revenue After

**209K**  
Qty Sold Before

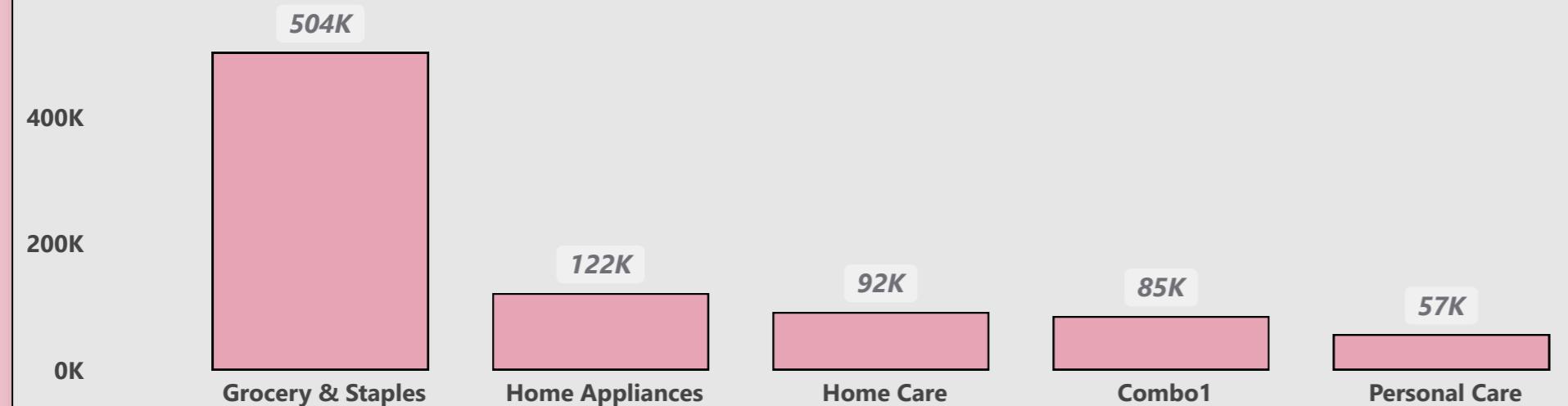
**651K**  
Qty Sold After

## Quantity Sold Before and After Promotion by Category

Quantity Sold Before • Quantity Sold After

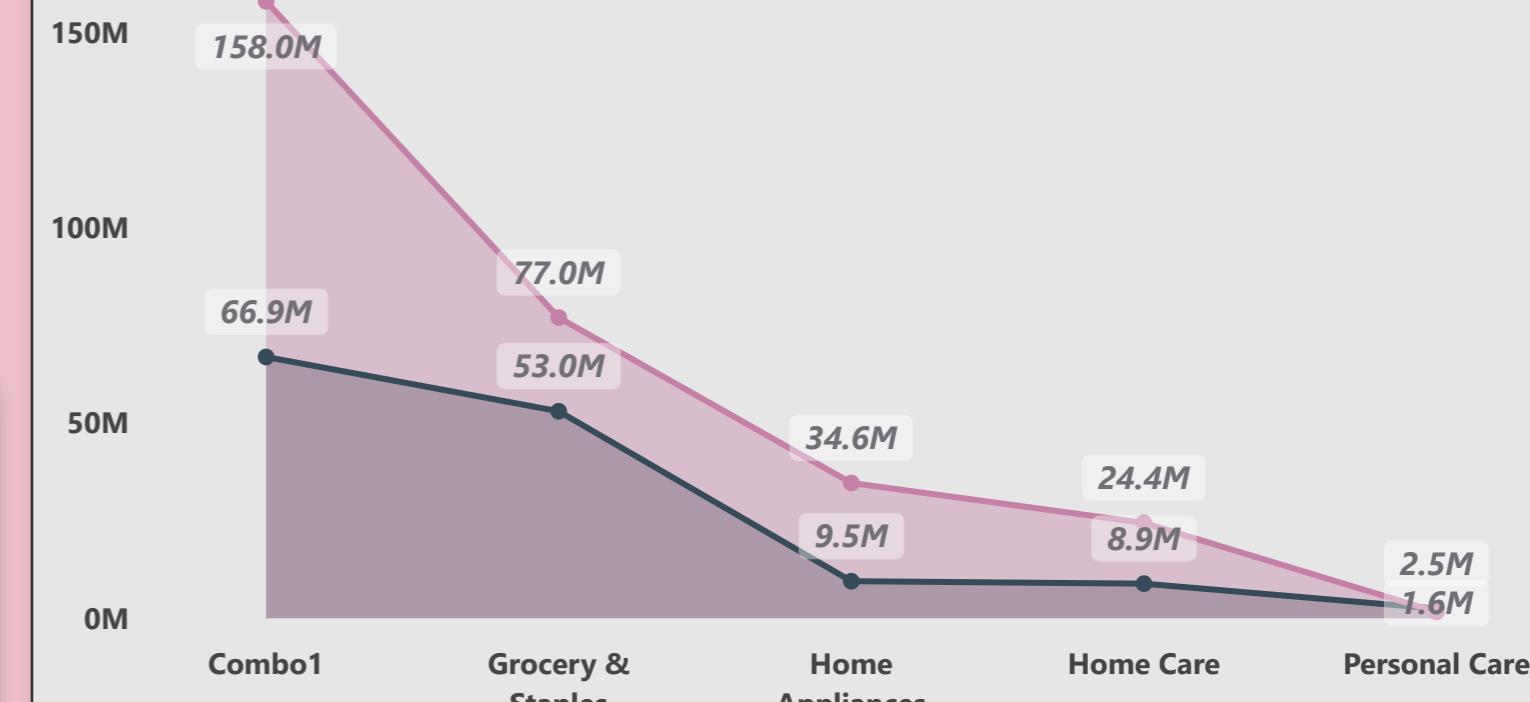


## Total Quantity Sold Before and After Promotion by Category

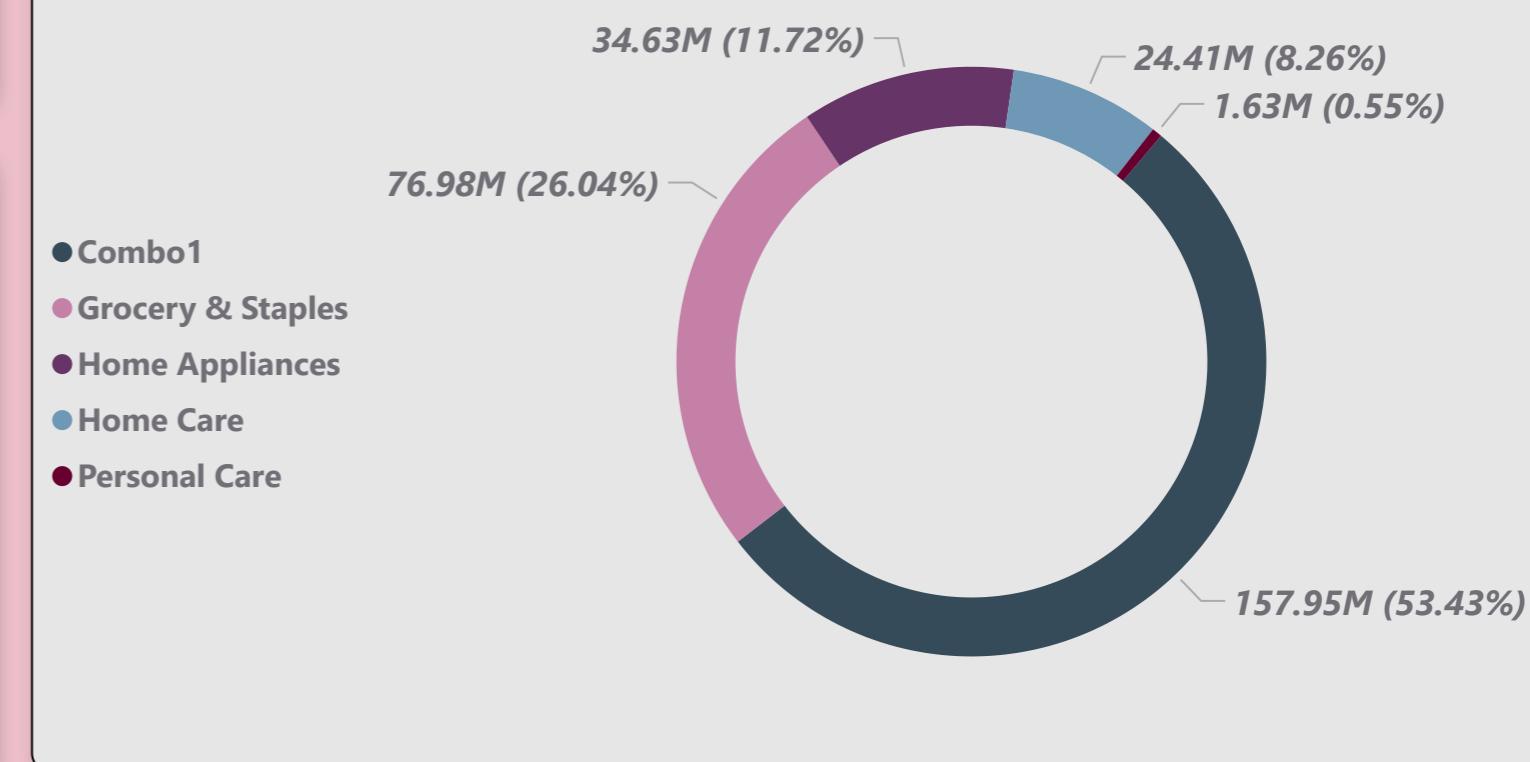


## Revenue Before and After Promotion by Category

• Revenue Before • Revenue After



## Breakdown of Revenue by Category



IR = Incremental Revenue

ISU = Incremental Sales Unit

BOGOF = Buy One Get One Free



# Product Analysis



Campaign	Product	Promo Type	Clear all Filters				
All	All	All					
<b>141M</b> Revenue Before	<b>295.6M</b> Revenue After	<b>209K</b> Qty Sold Before					
<b>141M</b> Revenue Before	<b>295.6M</b> Revenue After	<b>209K</b> Qty Sold Before					
Category	Sold Before Promotion	Sold After Promotion	Revenue Before Promotion	Revenue After Promotion	ISU	IR	
<b>Personal Care</b>							
Atliq_Body_Milk_Nourishing_Lotion (120ML)	5.9K	6.5K	0.6M	0.4M	0.6K	-0.2M	
Atliq_Cream_Beauty_Bathing_Soap (125GM)	6.4K	7.7K	0.4M	0.3M	1.3K	-0.1M	
Atliq_Doodh_Kesar_Body_Lotion (200ML)	5.3K	7.0K	1.0M	0.7M	1.8K	-0.3M	
Atliq_Lime_Cool_Bathing_Bar (125GM)	7.7K	10.3K	0.5M	0.3M	2.6K	-0.2M	
<b>Combo1</b>							
Atliq_Home_Essential_8_Product_Combo	22.3K	63.2K	66.9M	158.0M	40.9K	91.1M	
<b>Home Care</b>							
Atliq_Scrub_Sponge_For_Dishwash	5.8K	5.0K	0.3M	0.2M	-0.8K	-0.1M	
Atliq_Fusion.Container_Set_of_3	5.2K	4.5K	2.2M	1.4M	-0.7K	-0.8M	
Atliq_Double_Bedsheet_set	4.2K	30.1K	5.0M	17.9M	25.9K	12.9M	
Atliq_Curtains	4.6K	32.6K	1.4M	4.9M	28.0K	3.5M	
<b>Home Appliances</b>							
Atliq_waterproof_Immersion_Rod	6.5K	47.4K	6.6M	24.2M	40.9K	17.6M	
Atliq_High_Glo_15W_LED_Bulb	8.2K	59.9K	2.9M	10.5M	51.6K	7.6M	
<b>Grocery &amp; Staples</b>							
Atliq_Masoor_Dal (1KG)	26.0K	37.3K	4.5M	4.3M	11.3K	-0.2M	
Atliq_Sonamasuri_Rice (10KG)	37.3K	53.2K	32.1M	30.7M	16.0K	-1.4M	
Atliq_Suflower_Oil (1L)	31.3K	135.7K	5.6M	13.8M	104.4K	8.2M	
Atliq_Farm_Chakki_Atta (1KG)	32.3K	150.4K	10.9M	28.2M	118.0K	17.4M	

IR = Incremental Revenue   ISU = Incremental Sales Unit   BOGOF = Buy One Get One Free

## TOP 5 Products by Revenue After Promotion

Product	Product Code	Revenue
Atliq_Home_Essential_8_Product_Combo	P15	158.0M
Atliq_Sonamasuri_Rice (10KG)	P02	30.7M
Atliq_Farm_Chakki_Atta (1KG)	P04	28.2M
Atliq_waterproof_Immersion_Rod	P14	24.2M
Atliq_Double_Bedsheet_set	P08	17.9M

## BOTTOM 5 Products by Revenue After Promotion

Product	Product Code	Revenue
Atliq_Scrub_Sponge_For_Dishwash	P05	205.6K
Atliq_Cream_Beauty_Bathing_Soap (125GM)	P10	255.9K
Atliq_Lime_Cool_Bathing_Bar (125GM)	P12	318.7K
Atliq_Body_Milk_Nourishing_Lotion (120ML)	P09	385.1K
Atliq_Doodh_Kesar_Body_Lotion (200ML)	P11	667.1K