



AtliQ  
MART

Store Performance Analysis

Promotion Type Analysis

Product & Category Analysis

city

All

campaign

All

promo\_type

All

Total\_Revenue


₹ 436.31M

Bfr\_Prm: 140.7M

Afr\_Prm: 295.61M

Incremental\_%

110.10%



Total\_Orders


645K

Bfr\_Prm: 209.05K

Afr\_Prm: 650.73K

Incremental\_%

211.28%



Top 10 stores by IR

500 Cashback	<div></div>	91.05M₹
BOGOF	<div></div>	69.32M₹
50% OFF	<div></div>	-0.73M₹
33% OFF	<div></div>	-1.56M₹
25% OFF	<div></div>	-3.17M₹

Top 10 stores by ISU

BOGOF	<div></div>	372K
500 Cashback	<div></div>	41K
33% OFF	<div></div>	27K
50% OFF	<div></div>	7K
25% OFF	<div></div>	-6K

Campaign Analysis			
campaign_name	category	IR	ISU
Diwali	Combo1	76.55M₹	33978
	Grocery & Staples	-2.30M₹	10491
	Home Appliances	7.78M₹	30776
	Home Care	7.43M₹	27070
	Personal Care	-0.57M₹	5231
	Total	88.89M₹	107546
Sankranti	Combo1	14.50M₹	6903
	Grocery & Staples	26.29M₹	239148
	Home Appliances	17.37M₹	61737
	Home Care	8.13M₹	25373
	Personal Care	-0.28M₹	969
	Total	66.02M₹	334130
Total		154.91M₹	441676