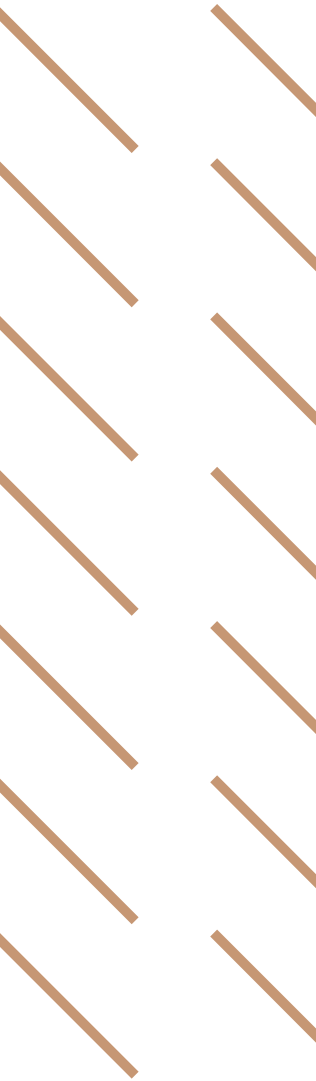




ATLIQ MART

SALES REPORT





Introduction



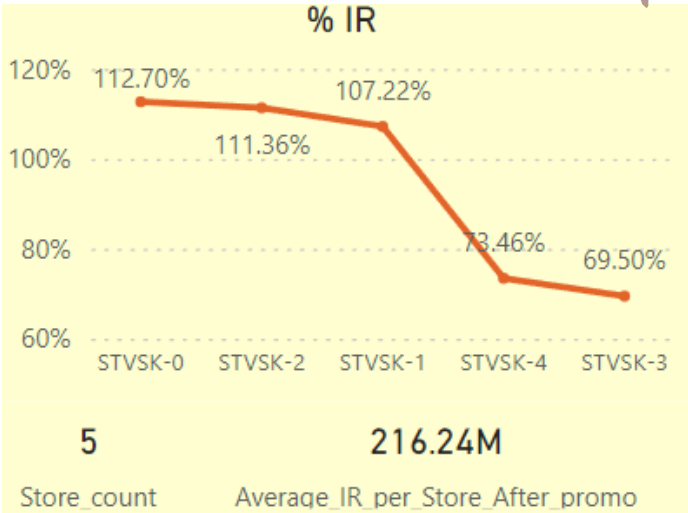
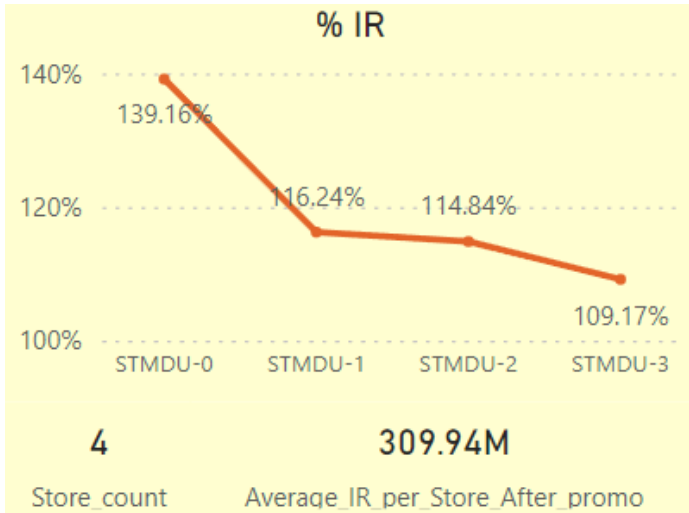
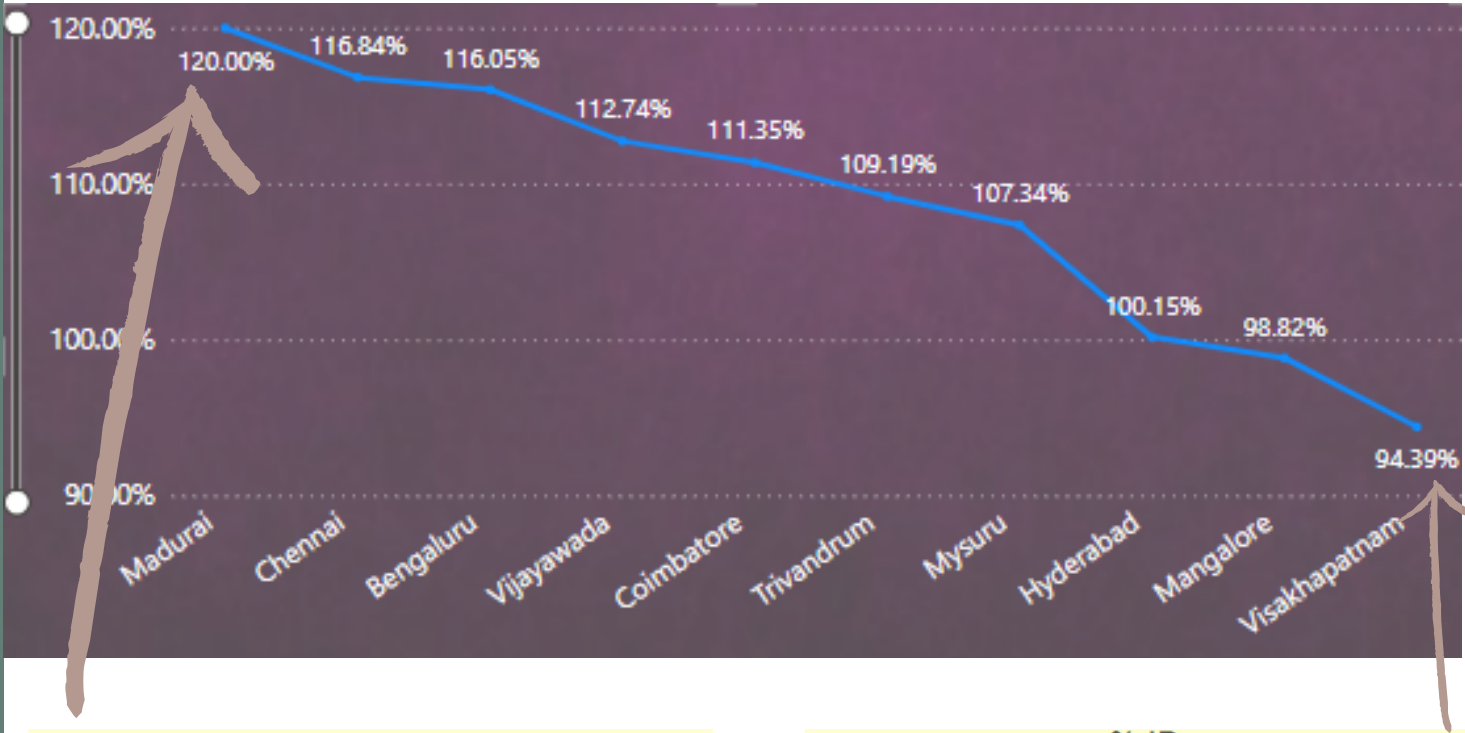
AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 (festive time in India) on their AtliQ branded products. This report analyzes the impact of various promotional offers during the festival seasons of Diwali and Sankranti on revenue.

Top 10 stores based on IR		
Store_id	Store location	IR
STMYS-1	Mysuru	₹ 49.19 L
STCHE-4	Chennai	₹ 48.28 L
STBLR-0	Bengaluru	₹ 47.60 L
STBLR-7	Bengaluru	₹ 47.18 L
STCHE-7	Chennai	₹ 46.48 L
STBLR-6	Bengaluru	₹ 46.10 L
STCHE-3	Chennai	₹ 44.09 L
STMYS-3	Mysuru	₹ 44.02 L
STCHE-6	Chennai	₹ 40.36 L
STBLR-3	Bengaluru	₹ 39.42 L

Bottom 10 Stores based on ISU		
Store_id	Store Location	ISU
STCBE-4	Coimbatore	5.94 K
STMLR-0	Mangalore	3.98 K
STMLR-1	Mangalore	5.48 K
STMLR-2	Mangalore	5.37 K
STTRV-0	Trivandrum	5.31 K
STTRV-1	Trivandrum	5.07 K
STVJD-0	Vijayawada	5.87 K
STVJD-1	Vijayawada	5.30 K
STVSK-3	Visakhapatnam	4.55 K
STVSK-4	Visakhapatnam	4.99 K

Store Performance Analysis

- The store with ID **STMYS-1** achieved the **highest IR** during the sales period, accounting for Rs **49.19 Lakhs**, whereas Store with **Store_id STCBE-4** achieved the **highest** Incremental Sales Unit(**ISU**) with a sale of approx 5.94 Thousand units.
- When it comes to city, **Madurai** recorded the **highest % IR**, whereas **Visakhapatnam** achieved the lowest percentage increase in revenue. The two cities recorded 120% and 94.3% %IR, respectively
- The store with **Store_id STMDU-0** achieved the highest % IR at 139.16%, while the store with **Store_id STVSK-3** had the lowest % IR, 69.05%.

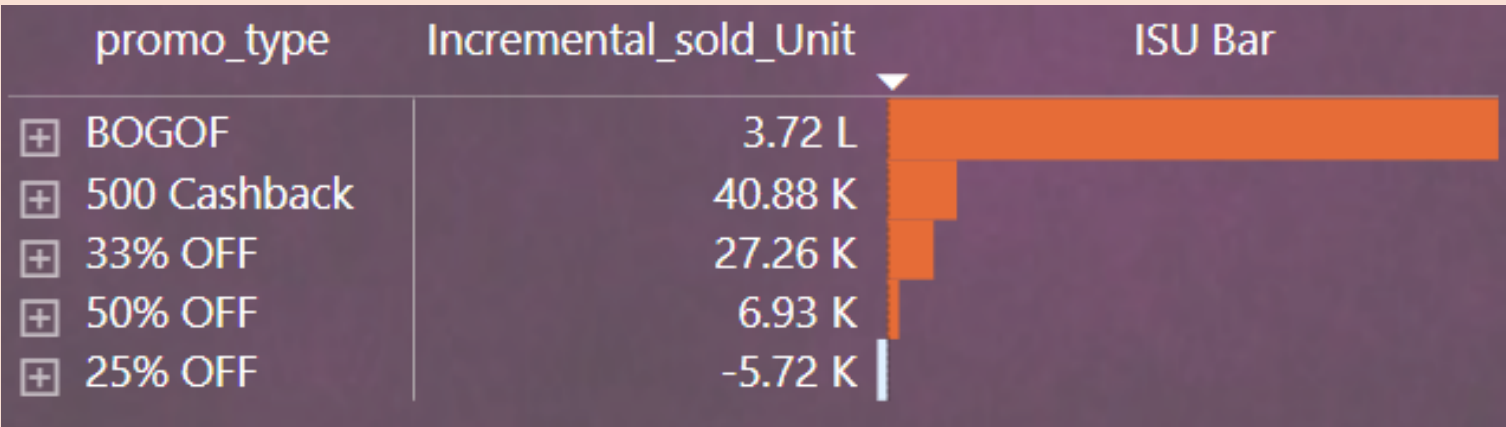


- IR(Incremental Revenue)=(Revenue after promotion applied- Revenue after promotion applied)
- % IR= IR/Revenue after promotion applied

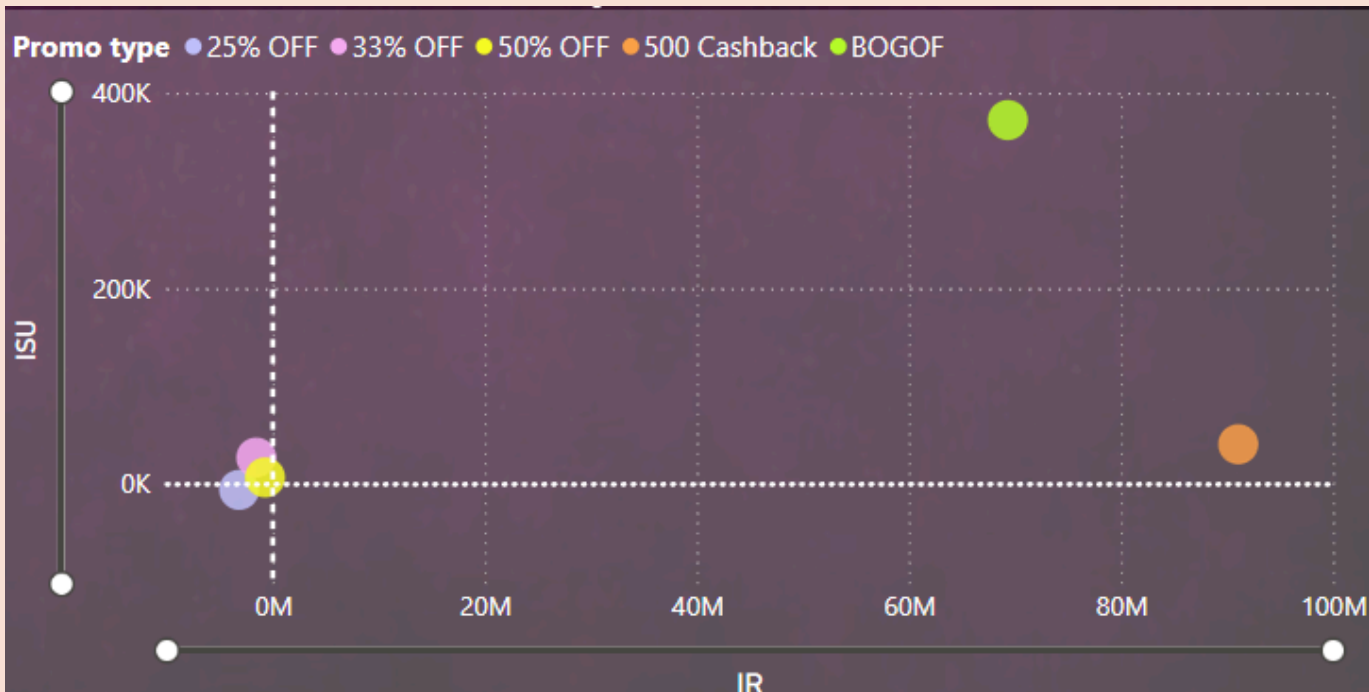
Promotion Analysis

- The Promo Type '**500 Cashback**' contributes the highest Incremental Revenue, with **9.11 Crores**, while Promo Type '**BOGOF**' contributes the highest % IR at **267.35%**.
- The '**25% OFF**' promo was the biggest **failure**, resulting in a maximum revenue decrease of **31.75 Lakhs**, followed by '**33% off**' with **15.23 Lakhs**.
- The Promo type '**BOGOF**' contributes in the **highest** Incremental Sold units with **58.9** thousands units whereas promo '**25% OFF**' resulted in **less** sales of around **4.53** Thousands units.

Promo Type	Incremental Revenue	% IR
500 Cashback	₹ 9.11 Cr	136.11%
BOGOF	₹ 6.93 Cr	267.35%



Promo Type	Revenue_before_promo	Revenue_after_promo	Incremental Revenue
25% OFF	₹ 91.73L	₹ 59.99L	-₹ 31.75 L
33% OFF	₹ 3.65 Cr	₹ 3.50Cr	-₹ 15.63 L
50% OFF	₹ 21.63L	₹ 14.36L	-₹ 7.27 L



Product and Category wise Analysis

- Category '**Combo1**' benefited the most in terms of ISU with increase in sales of **40.88** Thousands units, whereas '**Personal Care**' sell achieved the least increase in sell with **6.20** Thousands units.
- When it comes to %IR, '**Home Appliances**' leads with 265.21% whereas 'Personal Care' lags with -34.2%.
- Under **Products**, **Atliq_Sonamasuri_rice(10 KG)** sell reduced the most with **-13.88 Lakhs** whereas **Altig_Home_Essential_8_Products_Combo** achieved the highest IR of **9.11 Crores**.

category	Incremental_sold_ Unit	%_increase_in_revenue
+ Combo1	40.88 K	136.11%
+ Grocery & Staples	2.50 L	45.28%
+ Home Appliances	92.51 K	265.21%
+ Home Care	52.44 K	175.62%
+ Personal Care	6.20 K	-34.20%



Product	IR	IR Bar
Atliq_Home_Essential_8_Product_Combo	₹ 9.11 Cr	
Atliq_waterproof_Immersion_Rod	₹ 1.76 Cr	
Atliq_Farm_Chakki_Atta (1KG)	₹ 1.74 Cr	
Atliq_Double_Bedsheet_set	₹ 1.29 Cr	
Atliq_Suflower_Oil (1L)	₹ 81.93 L	