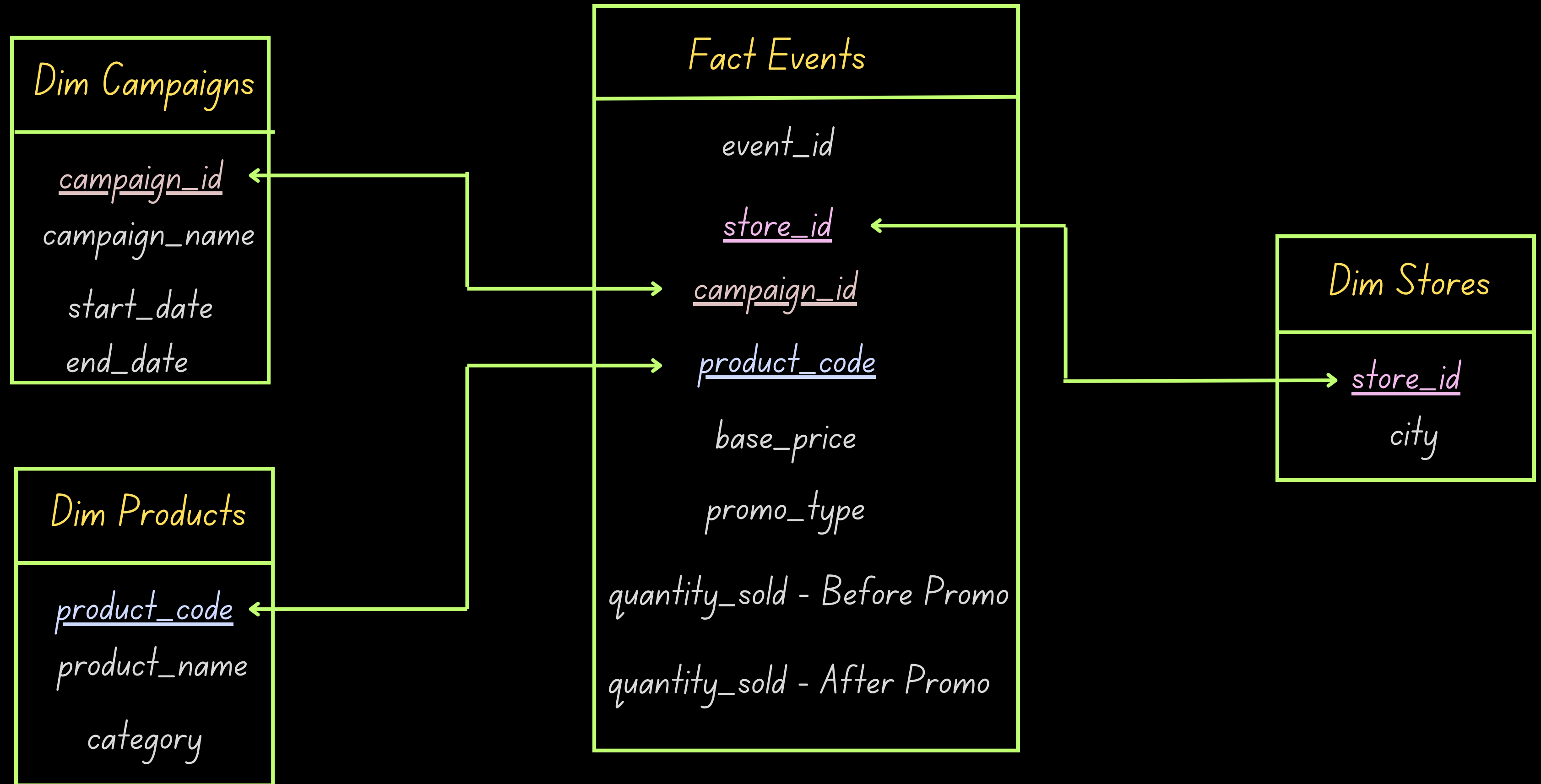


Code Basics Project
AtliQ Mart Sales Analysis

Datasets



Insights

- Campaigns held were Diwali (12 Nov - 18 Nov 2023) & Sankranti (10 Jan - 16 Jan 2024)
- Different categories of items sold were Grocery & Staples, Home Care, Personal Care, Home Appliances, Combos
- On total, there are 50 Stores. Bengaluru, Chennai, Hyderabad have more number of Stores
- Promotion types Offered were BOGOF, 50% off, 33% off, 25% off, 500 Cashback
- More Incremental Revenue is being generated from Bengaluru, Chennai, Mysuru
- In Sankranti, more Quantity Sold was observed in the categories of Grocery & Staples, Home Appliances
- In Diwali, more Quantity Sold was observed in the categories of Grocery & Staples, Combos
- Most Profitable Promo types are 500 Cashback, BOGOF

Dashboard also includes insights of

- *Top N Stores based on Incremental Revenue*
- *Store-wise Total Incremental Revenue & Sold Quantity Units Change*
- *Category-wise Sold Quantity Units Before & After Promo*
- *Category-wise & Promo type-wise Incremental Revenue*
- *Item-wise Incremental Revenue*