

DASHBOARD **FOR** **ATLIQ MART - STAKEHOLDERS**



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STORE PERFORMANCE

City

All

Campaign Name

All

Category

All

Quantity Sold After

Revenue After Promo

Quantity Sold Before

Revenue Before Promo

ISU%

IR%

435.5K

347.9M

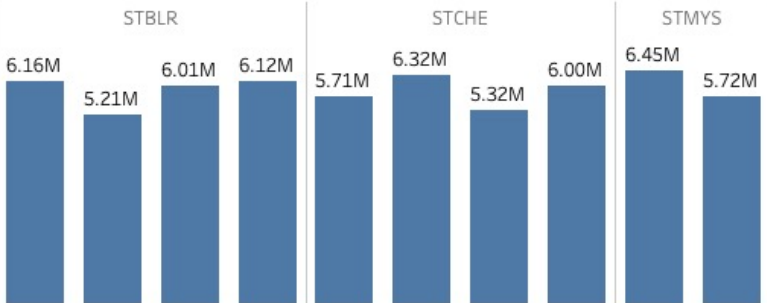
209.1K

140.7M

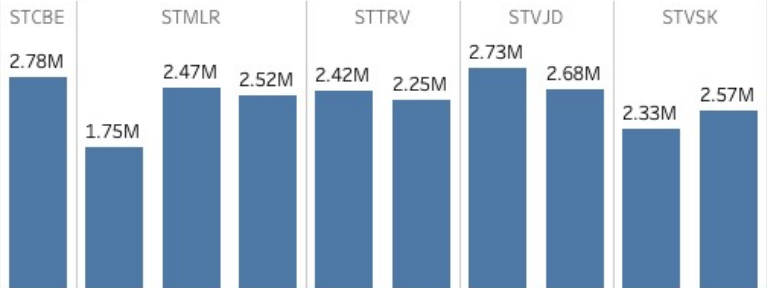
108.3%

147.2%

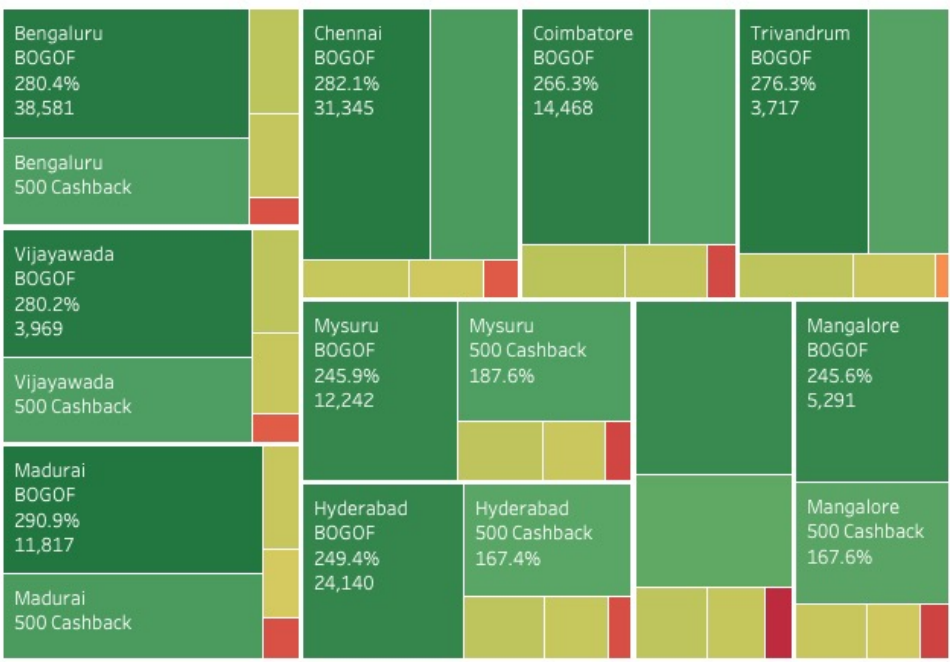
Top 10 Stores By IR



Bottom 10 Stores By ISU



Performance of Stores By City By Promotion



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PROMOTION ANALYSIS

City

All

Campaign Name

All

Category

All

Quantity Sold After

435.5K

Revenue After Promo

347.9M

Quantity Sold Before

209.1K

Revenue Before Promo

140.7M

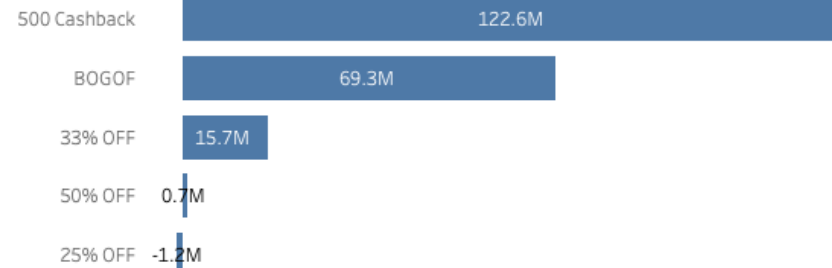
ISU%

108.3%

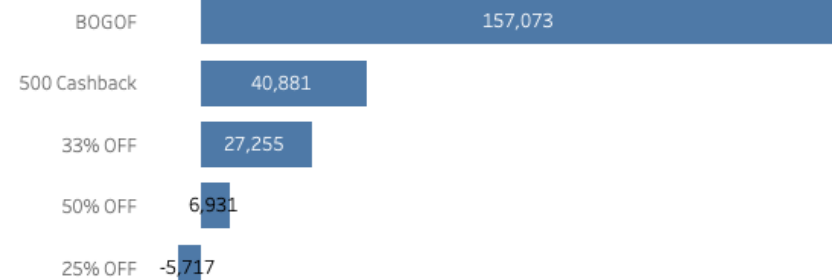
IR%

147.2%

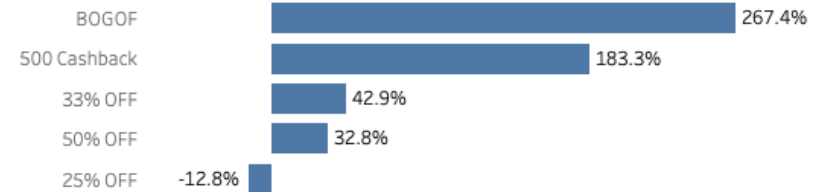
Top 2 Promotions By IR



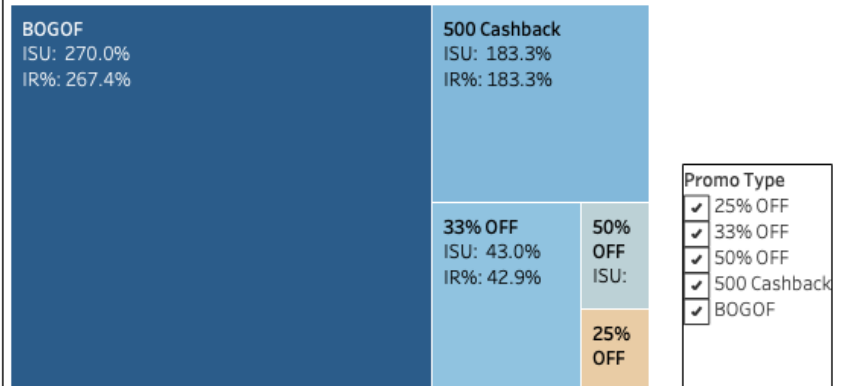
Top 2 Promotions By ISU



Performance of BOGOF And Cashback Vs Discount-Based Promotion



Performance of Stores By Promotion



- Promo Type
- ☒ 25% OFF
 - ☒ 33% OFF
 - ☒ 50% OFF
 - ☒ 500 Cashback
 - ☒ BOGOF

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PRODUCT AND CATEGORY ANALYSIS

City

All

Campaign Name

All

Category

All

Quantity Sold After	Revenue After Promo	Quantity Sold Before	Revenue Before Promo	ISU%	IR%
435.5K	347.9M	209.1K	140.7M	108.3%	147.2%

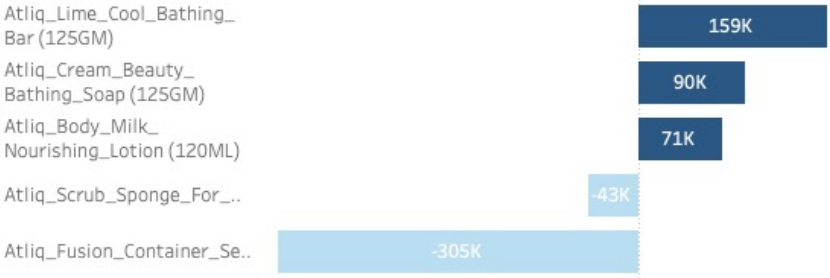
Top 5 Products By IR



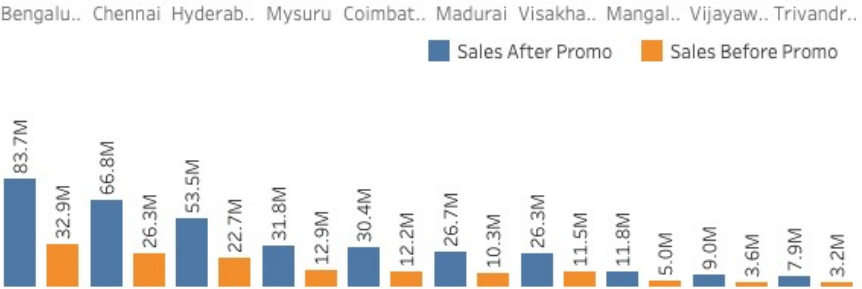
Promotion Performance By Category

	BOGOF	500 Cashback	33% OFF	50% OFF	25% OFF
Combo1	183.3%				
Grocery & Staples	275.5%		42.9%		-12.1%
Home Appliances	265.2%				
Home Care	257.6%				-14.0%
Personal Care				32.8%	-17.9%

Bottom 5 Products By IR



Sales After and Before Promotions By City



Home