

ATLIQ MART



Promotional campaign Analysis



STORE PERFORMANCE ANALYSIS



PROMOTION TYPE ANALYSIS



CATEGORY & PRODUCT ANALYSIS



STORE PERFORMANCE ANALYSIS

Campaign Name

Diwali

Sankranti

Promo Type

25% OFF

33% OFF

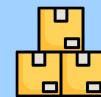
50% OFF

500 Cash...

BOGOF

City

All



209K

Qty Sold Before Promo



651K

Qty Sold After Promo



442K

Incremental Units Sold



207M

Increment Revenue



category

All

IR = Incremental Revenue
 ISU=Incremental Sold Units
 TR = Total revenue

Top 10 Stores By IR

STMYS-1	6.4M
STCHE-4	6.3M
STBLR-0	6.2M
STBLR-7	6.1M
STBLR-6	6.0M
STCHE-7	6.0M
STMYS-3	5.7M
STCHE-3	5.7M
STCHE-6	5.3M
STBLR-3	5.2M

Bottom 10 Stores By ISU

STCBE-4	5.9K
STVJD-0	5.9K
STMLR-1	5.5K
STMLR-2	5.4K
STTRV-0	5.3K
STVJD-1	5.3K
STTRV-1	5.1K
STVSK-4	5.0K
STVSK-3	4.6K
STMLR-0	4.0K

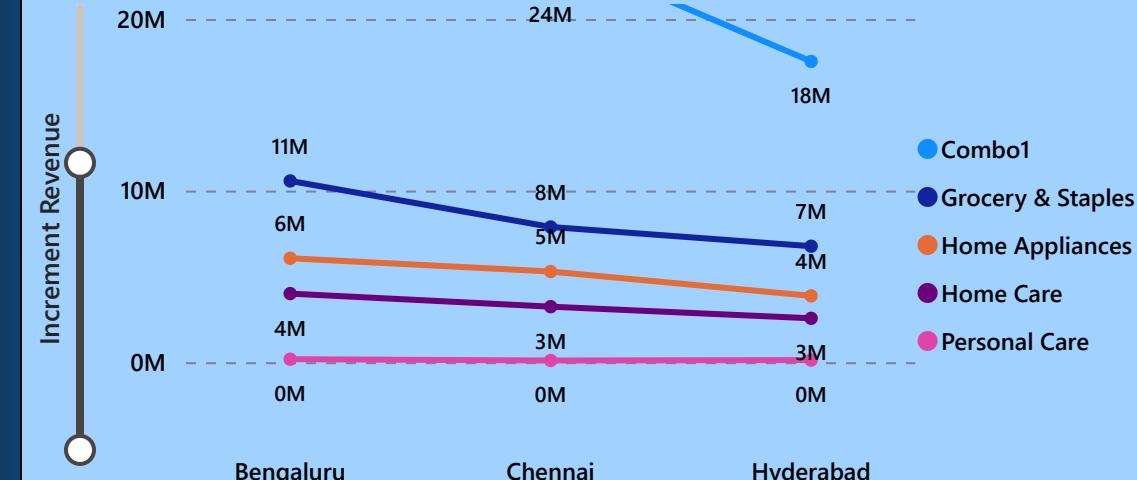
Total Stores In City



Baseline Revenue and After Promo Revenue By City

● Baseline Revenue ● Revenue After Promo


Top 3 City By Increment Revenue





PROMOTION TYPE ANALYSIS

Campaign Name

Diwali

Sankranti

Promo Type

25% OFF

33% OFF

50% OFF

500 Cashba

BOGOF

City

All



ATLIQ MART



141M

REVENUE BEFORE PROMO



209K

QTY SOLD BEFORE PROMO



348M

REVENUE AFTER PROMO



651K

QTY SOLD AFTER PROMO



207M

INCREMENT REVENUE



442K

INCREMENTAL SOLD UNITS



category

All

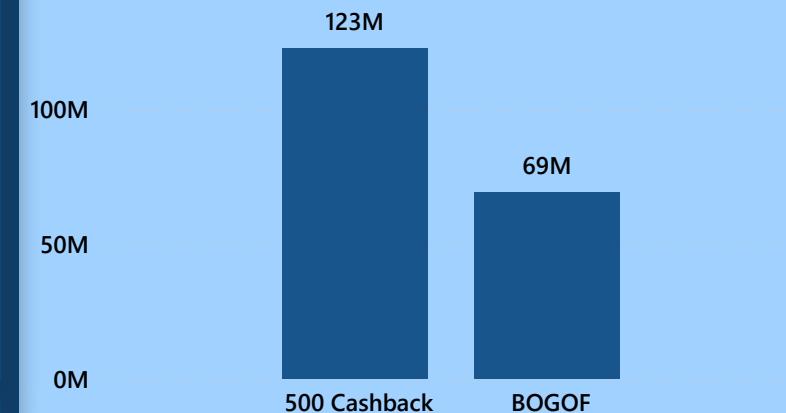
IR = Incremental
RevenueISU=Incremental Sold
Units

TR = Total revenue

PROMO TYPE	ISU	ISU %	INCREMENT REVENUE
BOGOF	372K	639.96%	69M
500 Cashback	41K	183.33%	123M
33% OFF	27K	43.04%	16M
50% OFF	7K	32.63%	1M
25% OFF	-6K	-12.99%	-1M
Total	442K	211.28%	207M

PROMO TYPE	QTY SOLD BEFORE PROMO	QTY SOLD AFTER PROMO
BOGOF	58K	215K
33% OFF	63K	91K
500 Cashback	22K	63K
25% OFF	44K	38K
50% OFF	21K	28K
Total	209K	435K

TOP 2 PROMO TYPE BY IR



BOTTOM 2 PROMO TYPE BY ISU





CATEGORY AND PRODUCT ANALYSIS

Campaign Name

Diwali

Sankranti

Promo Type

25% OFF

33% OFF

50% OFF

500 Cash...

BOGOF

City

All



141M



REVENUE BEFORE PROMO

348M



REVENUE AFTER PROMO

207M



INCREMENT REVENUE

147.20%



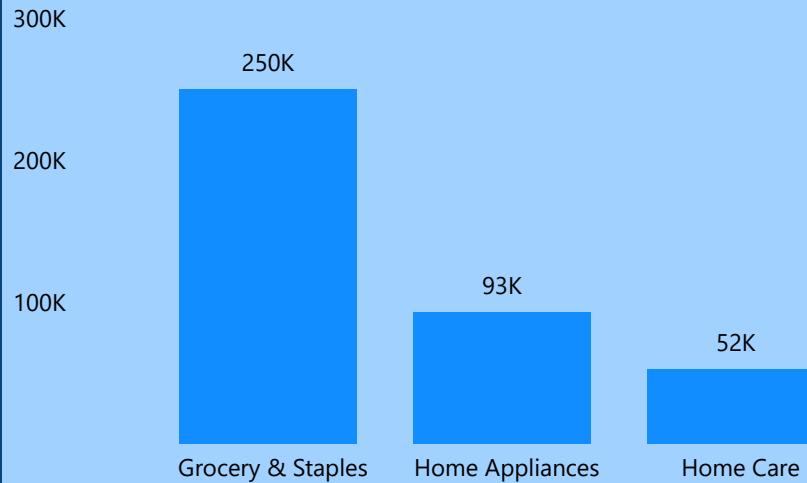
IR %

211.28%



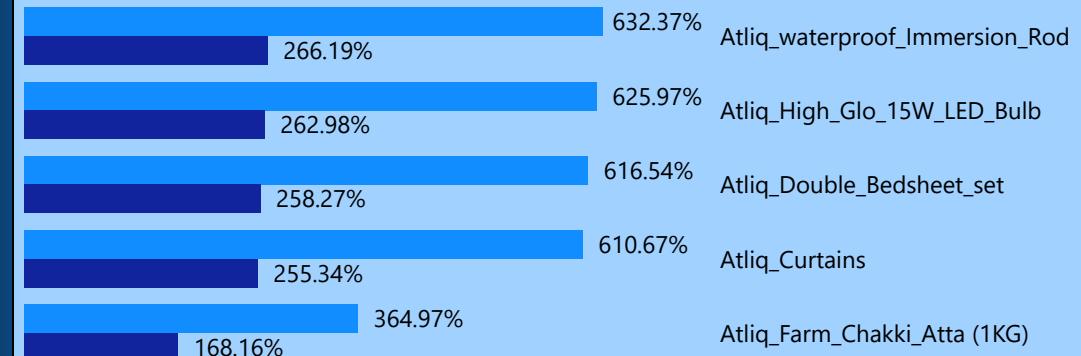
ISU %

Sum of INCREMENTAL QUANTITY SOLD by category



TOP 5 PRODUCT BY ISU % & IR %

● ISU % ● IR %



CATEGORY AND PRODUCT BY QUANTITY SOLD AND REVENUE

category	QTY SOLD BEFORE PROMO	REVENUE BEFORE PROMO	QTY AFTER PROMO	REVENUE AFTER PROMO	INCREMENTAL QUANTITY SOLD	INCREMENT REVENUE
Combo1	22K	67M	63K	189.49M	41K	123M
Grocery & Staples	127K	53M	377K	95.62M	250K	43M
Home Appliances	15K	9M	107K	34.63M	93K	25M
Home Care	20K	9M	72K	24.94M	52K	16M
Personal Care	25K	2M	32K	3.13M	6K	1M
Total	209K	141M	651K	347.81M	442K	207M

category ▾

All ▾

IR = Incremental Revenue

ISU=Incremental Sold Units

TR = Total revenue