



# AtliQ Mart Festive Sales Analytics



## Store Performance Overview

This page provides insights on revenue metrics, sales trends, and store performance.



## Finance View

This page provides a comprehensive view of sales, revenue, and promotional insights for informed decision-making.





STORE PERFORMANCE

FILTERS

CAMPAIGN

Diwali

Sankranti

SELECT CITY

All

PROMO TYPE

25% OFF

33% OFF

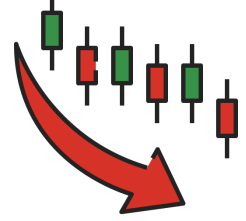
50% OFF

500 Cashback

BOGOF

Abbreviations

IR = Increamental Revenue  
ISU = Increamental Sold Units  
BOGOF = Buy One Get One Free



\$141M

Revenue Before



\$296M

Revenue After



110.10%

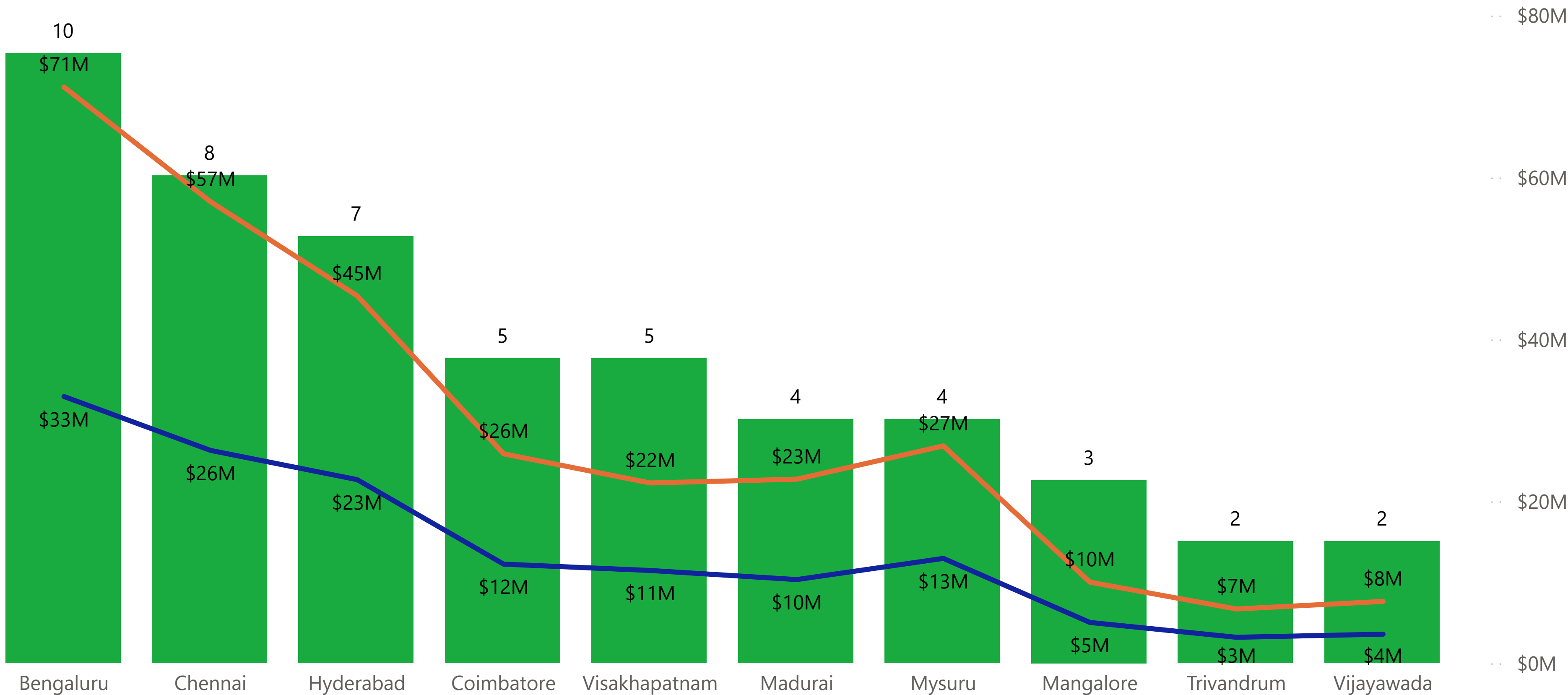
IR %



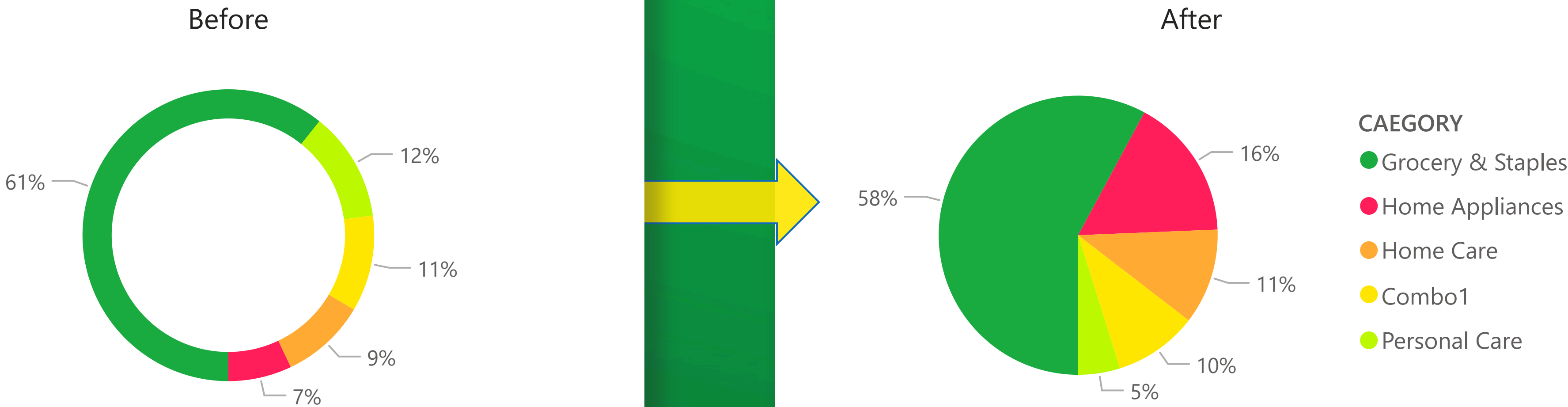
\$147M

Total Discounts

Citywise Revenue Analysis



Category Sales Dynamics



Store Metrics Overview

store_id	Qty Before	Qty After	ISU	ISU %
STMLR-0	2537	6515	3978	
STTRV-1	2373	7445	5072	
STTRV-0	2460	7766	5306	
STMLR-1	2403	7884	5481	
STVSK-3	3339	7892	4553	
STVJD-1	2592	7894	5302	
STMLR-2	2589	7963	5374	
STVSK-4	3504	8492	4988	
STVJD-0	2705	8575	5870	
STCBE-4	3672	9614	5942	
STVSK-2	3310	10991	7681	
STMYS-2	4614	11097	6483	
STMDU-1	3541	11237	7696	
STVSK-0	3411	11263	7852	
STMYS-0	4495	11264	6769	



HOME



STORE  
PERFORMANCE



FINANCE



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Diwali

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SELECT CITY

All

PROMO TYPE

25% OFF

33% OFF

50% OFF

500 Cashback

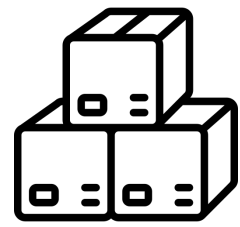
BOGOF

Abbreviations

IR = Increamental Revenue

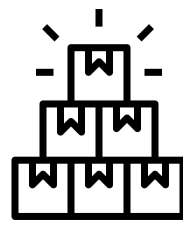
ISU = Increamental Sold Units

BOGOF = Buy One Get One Free



209K

Qty Sold Before



651K

Qty Sold After



\$141M

Revenue Before



\$296M

Revenue After



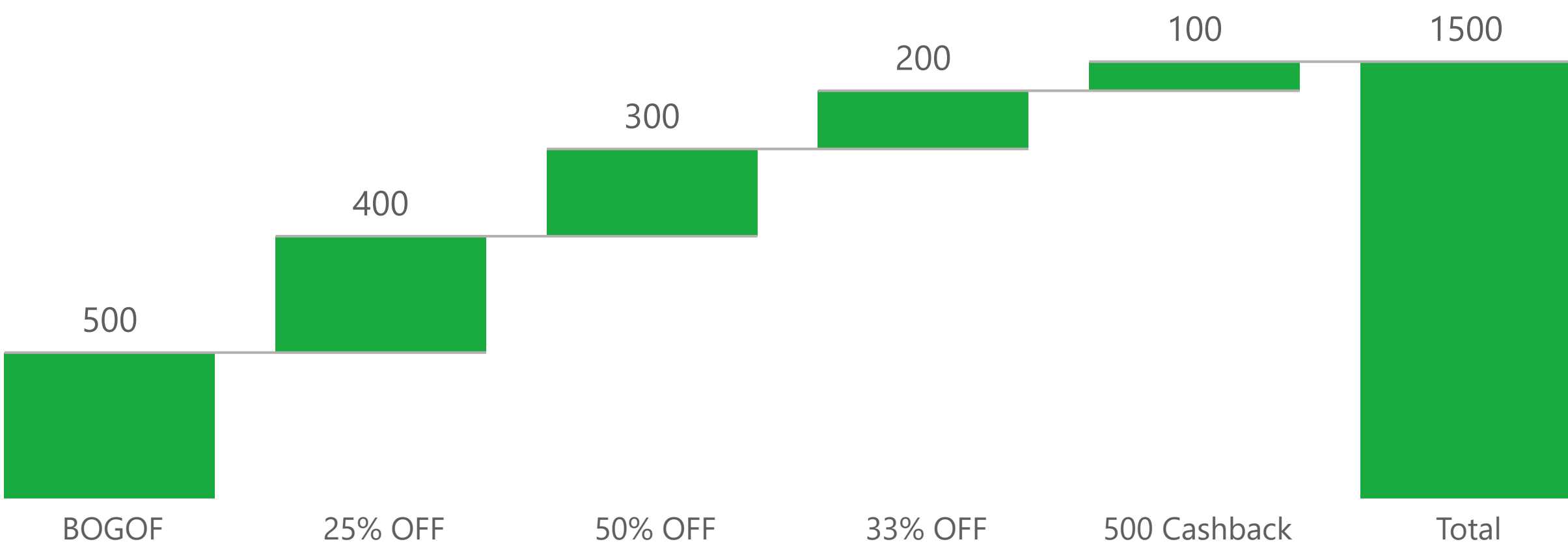
154.91M

IR

Revenue Trends by Stores

store_id	Qty Before	Qty After	Revenue Before	Revenue After	Total Discounts	IR	IR %	ISU	ISU %
STMYS-1	5K	18K	\$4M	\$8M	\$4M	5M	139%	13K	258%
STCHE-4	5K	17K	\$4M	\$8M	\$4M	5M	136%	12K	239%
STBLR-7	5K	18K	\$3M	\$8M	\$4M	5M	141%	13K	256%
STBLR-6	5K	17K	\$3M	\$8M	\$4M	5M	135%	12K	247%
STCHE-7	5K	18K	\$3M	\$8M	\$4M	5M	143%	13K	251%
STBLR-0	5K	17K	\$3M	\$8M	\$4M	5M	140%	12K	252%
STCHE-6	5K	16K	\$4M	\$8M	\$4M	5M	1120%	11K	2100%

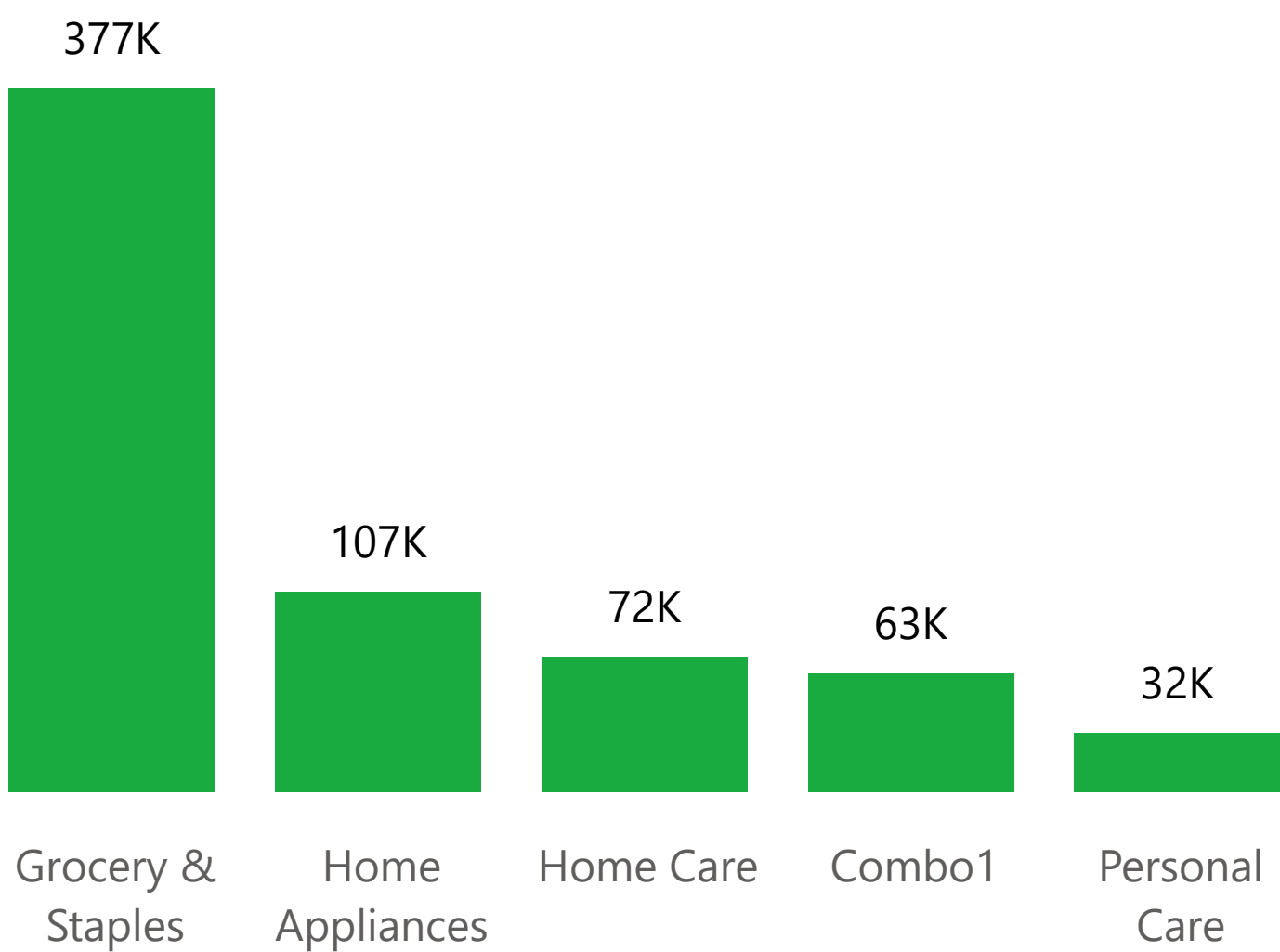
Promotype Frequency



Product Performance by Campaign and Promotion

Product Name	Campaign Name	Promo Type	Qty Sold	Revenue	IR %	ISU %
Atliq_Body_Milk_Nourishing_Lotion (120ML)	Diwali	50% OFF	4319	\$238K	-34%	31%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	Sankranti	25% OFF	2186	\$148K	-38%	-18%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	Diwali	50% OFF	6553	\$213K	-34%	32%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	Sankranti	25% OFF	1144	\$43K	-39%	-19%
Atliq_Curtains	Diwali	BOGOF	18428	\$2,764K	244%	588%
Atliq_Curtains	Sankranti	BOGOF	14206	\$2,131K	271%	643%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	Diwali	50% OFF	4296	\$408K	-35%	30%

Sales Distribution by Category



Revenue Distribution by Category

