



Overall Analysis

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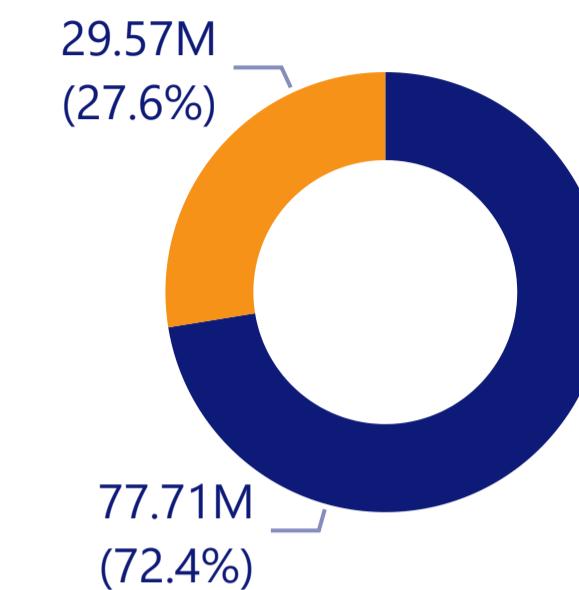
Revenue from Promotion

247.98MBefore: 140.70M **76.2% ▲**

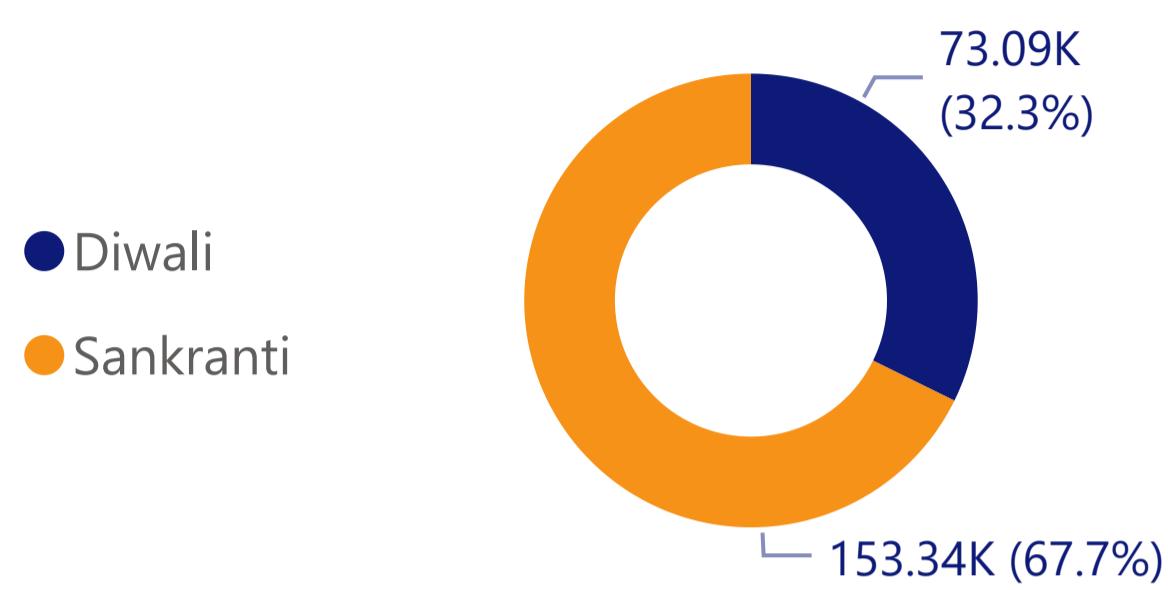
Sales from Promotion

435.47KBefore: 209.05K **108.3% ▲**

IR by campaign_name



ISU by campaign_name

[Bottom](#)[Top](#)[1](#)[2](#)[3](#)[4](#)[5](#)

Top 3 Cities by IR

Bengaluru	26.7M
Chennai	21.2M
Hyderabad	15.2M

Top 3 Stores by IR

STMYS-1	3.6M
STCHE-4	3.5M
STBLR-0	3.5M

Top 3 Promos by IR

500 Cashback	91.1M
BOGOF	21.7M
50% OFF	-0.7M

Top 3 Categories by IR

Combo1	91.1M
Home Appli...	7.8M
Grocery & St...	5.1M

Top 3 Products by IR

Atliq_Home_Esse...	91.1M
Atliq_waterproof...	5.5M
Atliq_Farm_Chak...	4.6M

Top 3 Cities by ISU

Bengaluru	56.0K
Chennai	43.8K
Hyderabad	35.0K

Top 3 Stores by ISU

STMYS-1	6.9K
STBLR-7	6.9K
STBLR-6	6.6K

Top 3 Promos by ISU

BOGOF	157.1K
500 Cashback	40.9K
33% OFF	27.3K

Top 3 Categories by ISU

Grocery & Staples	119.4K
Combo1	40.9K
Home Appliances	38.9K

Top 3 Products by ISU

Atliq_Farm_Chak...	49.0K
Atliq_Suflower_O...	43.2K
Atliq_Home_Esse...	40.9K





City Analysis

Overall Analysis

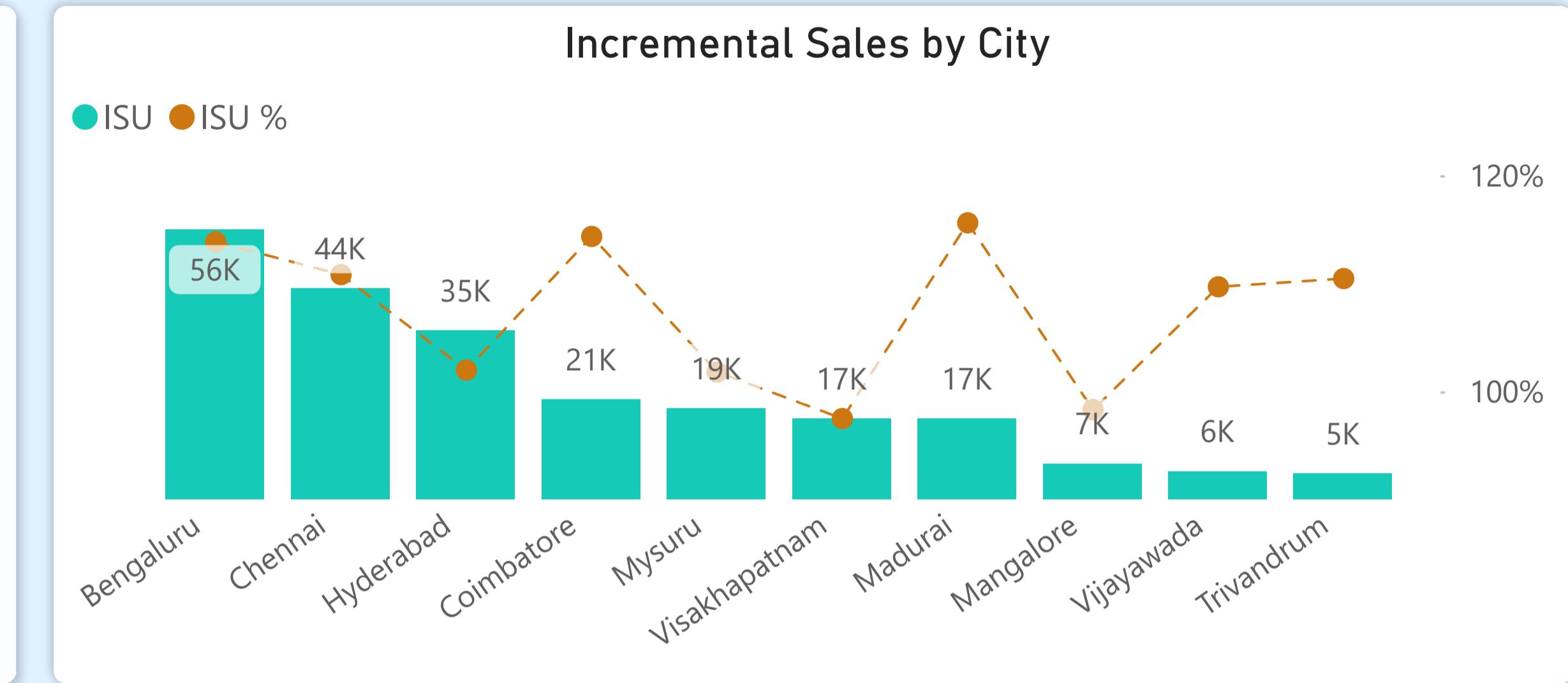
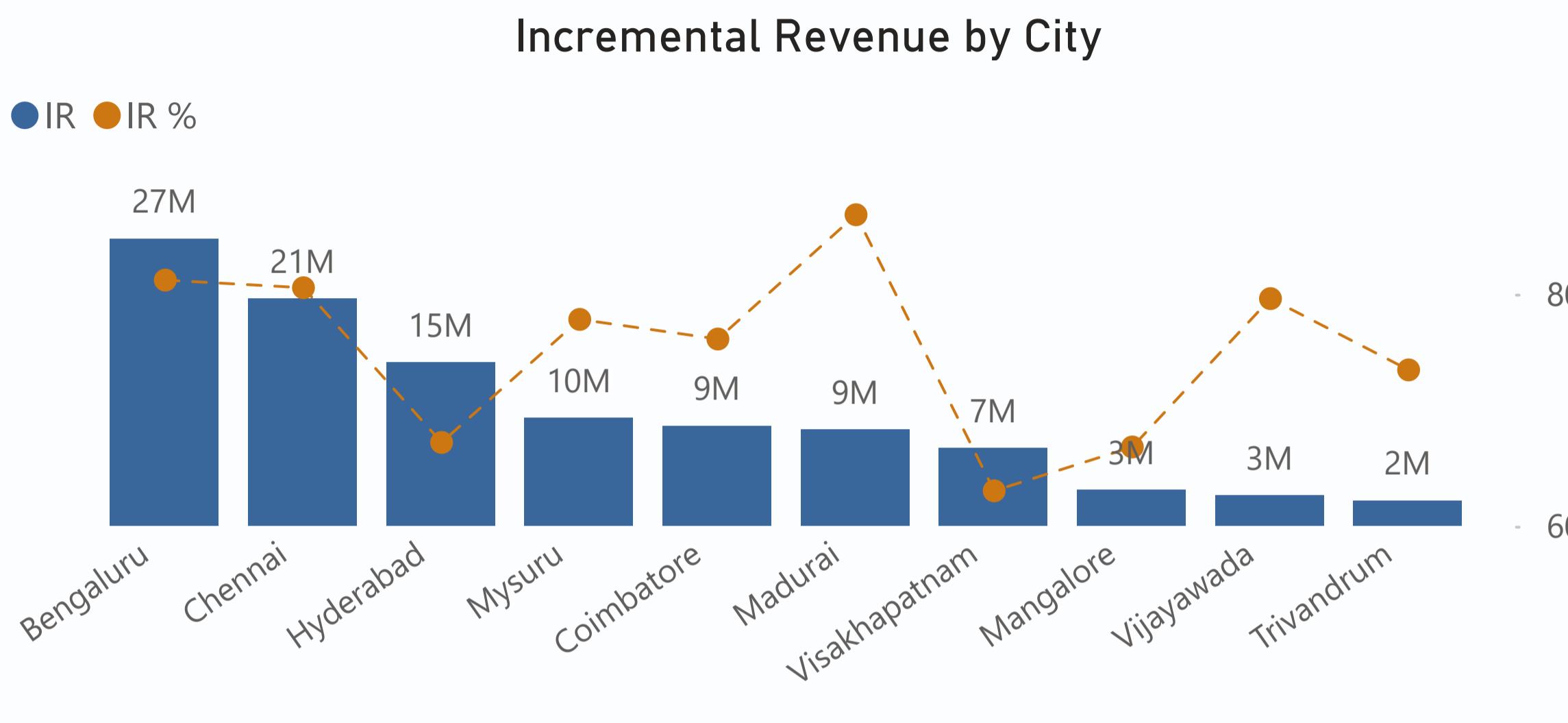
City Analysis

Store Analysis

Promotion Analysis

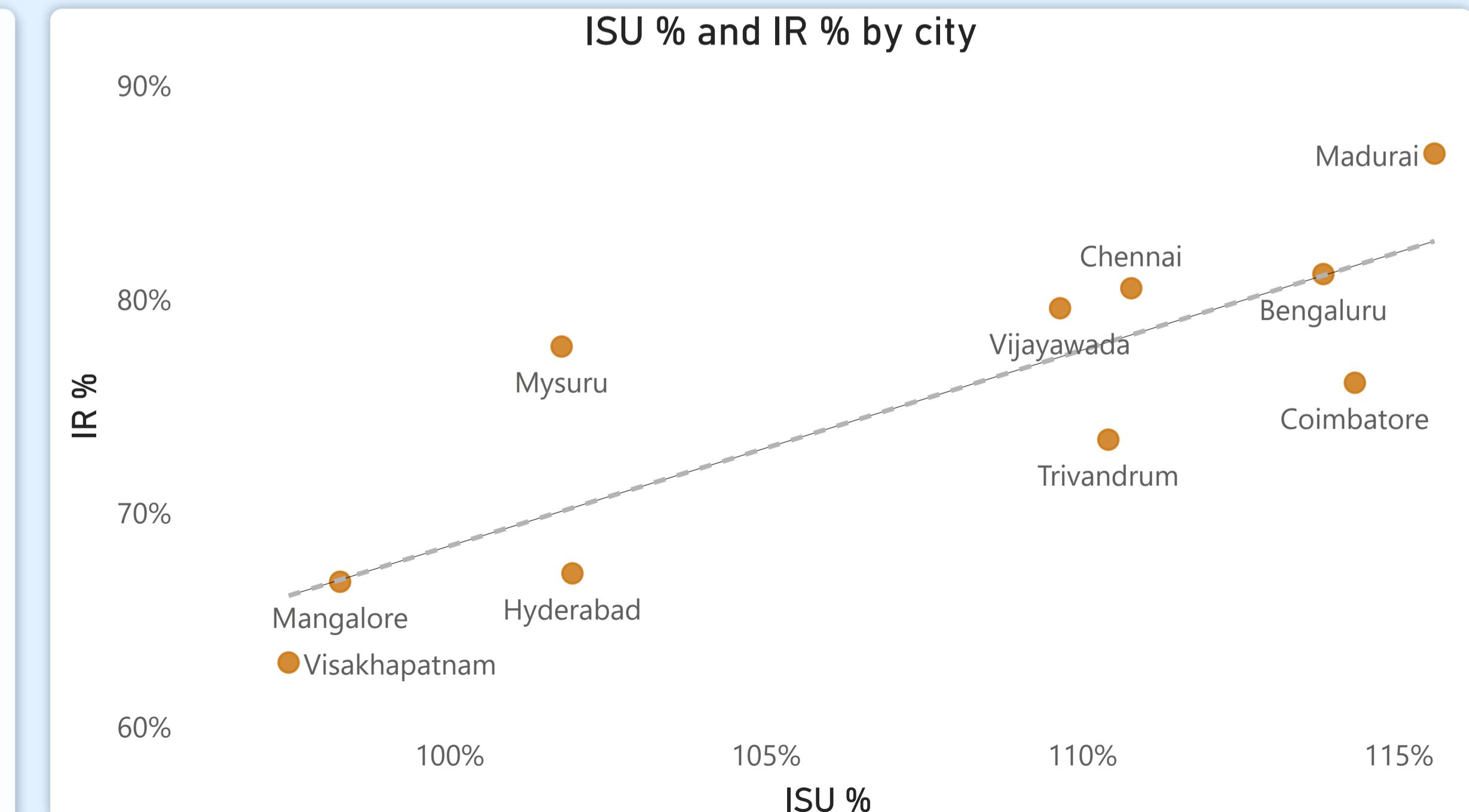
Category Analysis

Product Analysis



City Details

city	Total Stores	Revenue	IR	IR %	Sales	ISU	ISU %
Madurai	4	19.30M	8.97M	86.8% ▲	31K	17K	115.6% ▲
Bengaluru	10	59.69M	26.74M	81.2% ▲	105K	56K	113.8% ▲
Chennai	8	47.45M	21.16M	80.5% ▲	83K	44K	110.8% ▲
Vijayawada	2	6.44M	2.86M	79.6% ▲	11K	6K	109.7% ▲
Mysuru	4	23.02M	10.07M	77.8% ▲	37K	19K	101.8% ▲
Coimbatore	5	21.55M	9.31M	76.1% ▲	39K	21K	114.3% ▲
Trivandrum	2	5.55M	2.35M	73.4% ▲	10K	5K	110.4% ▲
Hyderabad	7	37.92M	15.24M	67.2% ▲	69K	35K	102.0% ▲
Mangalore	3	8.40M	3.36M	66.8% ▲	15K	7K	98.3% ▲
Visakhapatnam	5	18.67M	7.22M	63.0% ▲	34K	17K	97.5% ▲
Total	50	247.98M	107.28M	76.2% ▲	435K	226K	108.3% ▲





Store Analysis

Overall Analysis

City Analysis

Store Analysis

Promotion Analysis

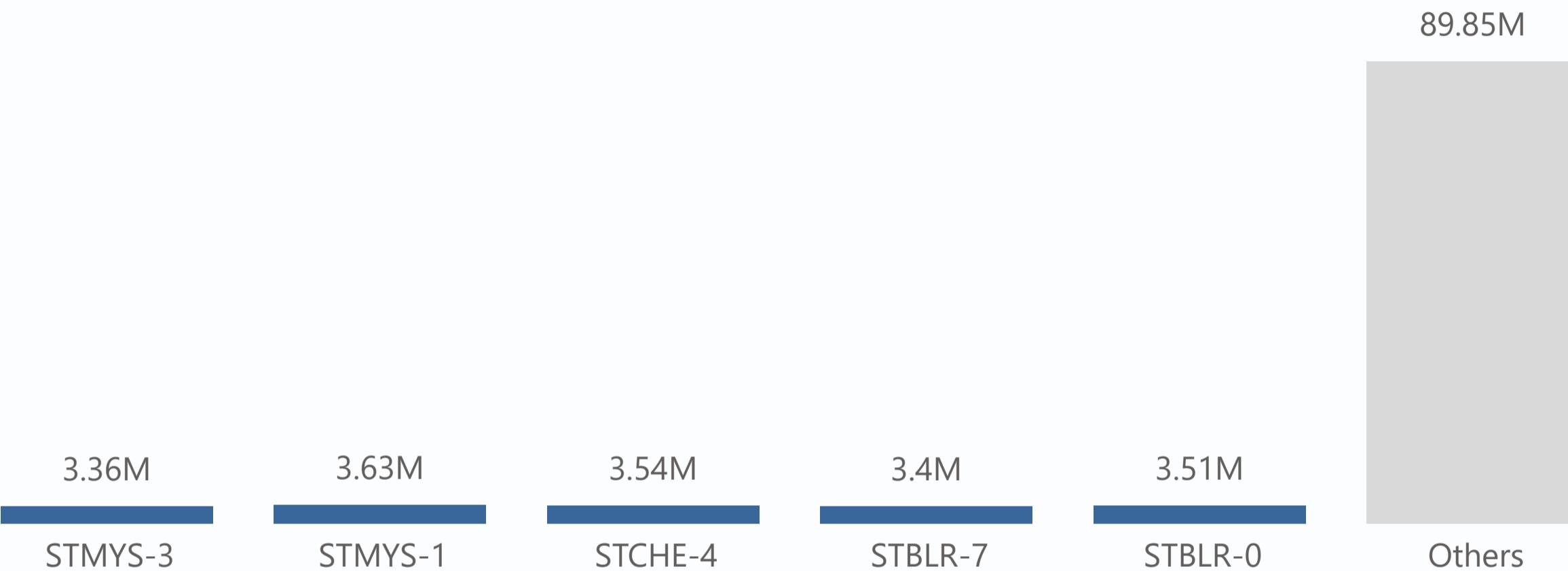
Category Analysis

Product Analysis

Top Stores based on IR

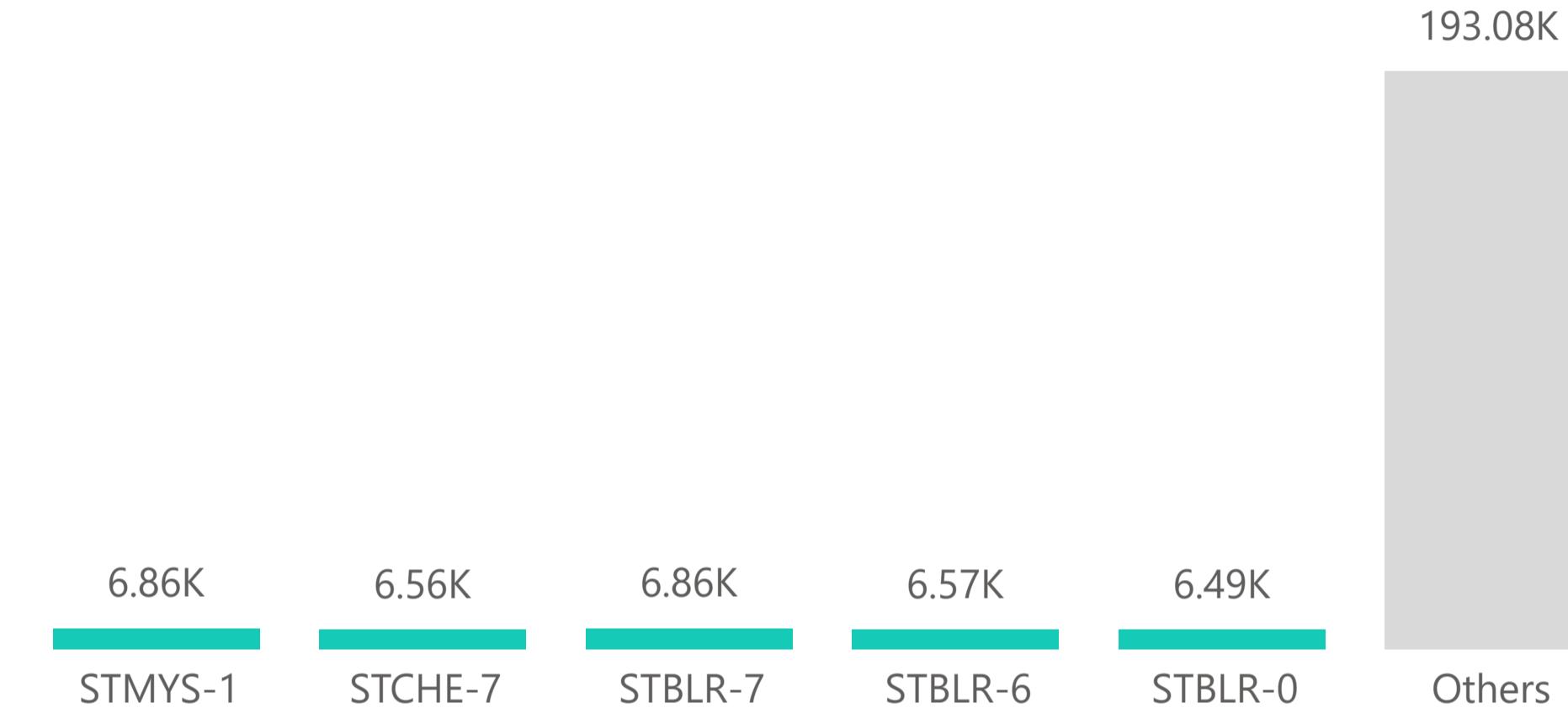
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Top 5 Stores made 16.3% Incremental Revenue



Top Stores based on ISU

Top 5 Stores made 14.7% Incremental Sales



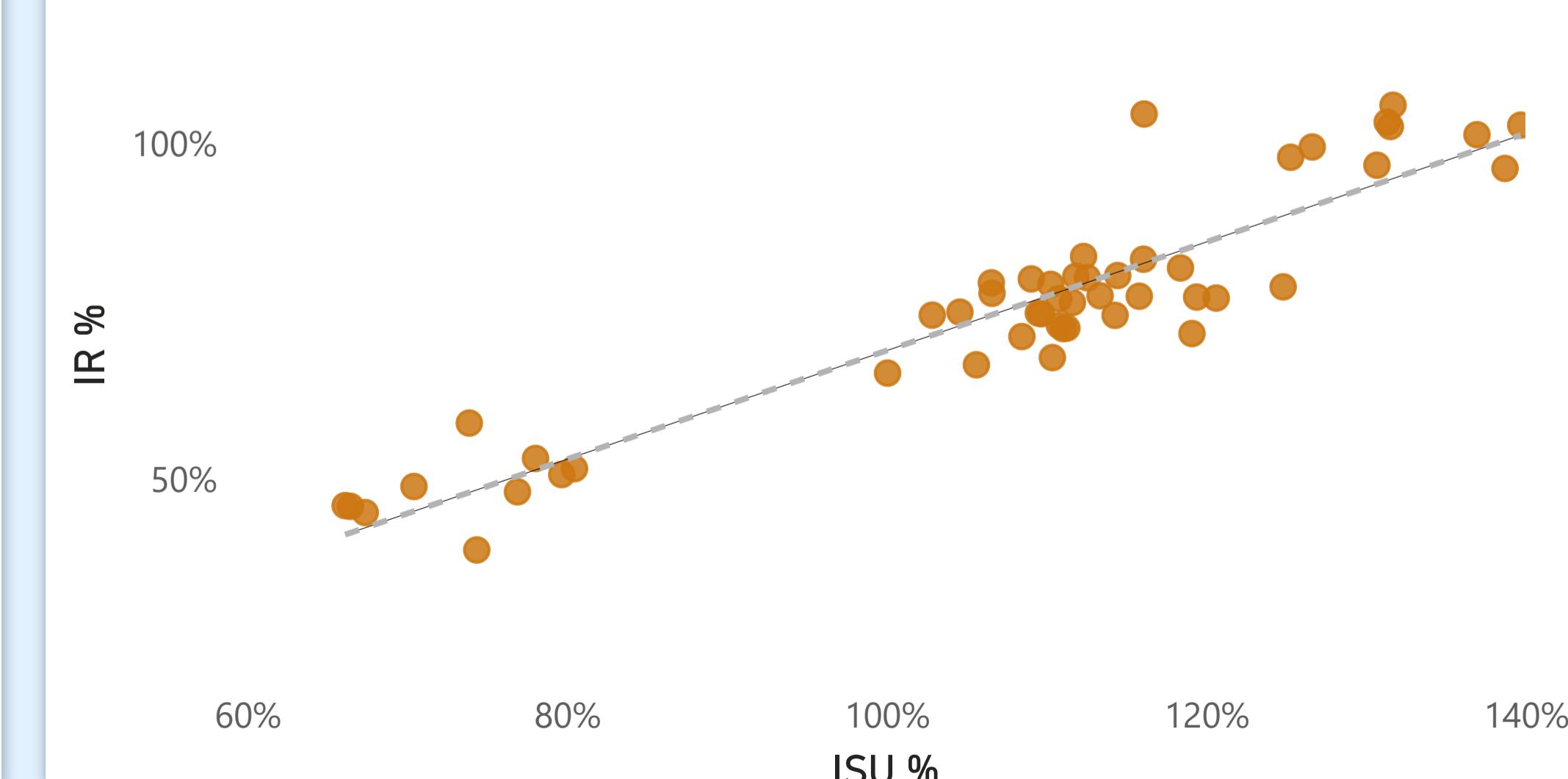
Top Stores based on IR %

Store	City	Revenue	IR %
STMDU-0	Madurai	5.51M	105.6% ▲
STMYS-3	Mysuru	6.59M	104.3% ▲
STBLR-0	Bengaluru	6.91M	103.1% ▲
STMYS-1	Mysuru	7.17M	102.7% ▲
STCHE-7	Chennai	6.60M	102.5% ▲
STBLR-7	Bengaluru	6.75M	101.3% ▲
STCHE-4	Chennai	7.09M	99.4% ▲
STCHE-3	Chennai	6.38M	97.9% ▲
STBLR-6	Bengaluru	6.70M	96.7% ▲
Total		247.98M	76.2% ▲

Bottom Stores based on ISU %

Store	City	Sales	ISU %
STVSK-3	Visakhapatnam	5.55K	66.2% ▲
STHYD-1	Hyderabad	7.98K	66.5% ▲
STCHE-1	Chennai	8.15K	67.4% ▲
STVSK-4	Visakhapatnam	5.97K	70.5% ▲
STMYS-2	Mysuru	8.03K	73.9% ▲
STMYS-0	Mysuru	7.84K	74.4% ▲
STMLR-0	Mangalore	4.49K	76.9% ▲
STBLR-1	Bengaluru	8.60K	78.1% ▲
STCBE-4	Coimbatore	6.60K	79.7% ▲
Total		435.47K	108.3% ▲

ISU % and IR % by store_id





Promotion Analysis

Overall Analysis

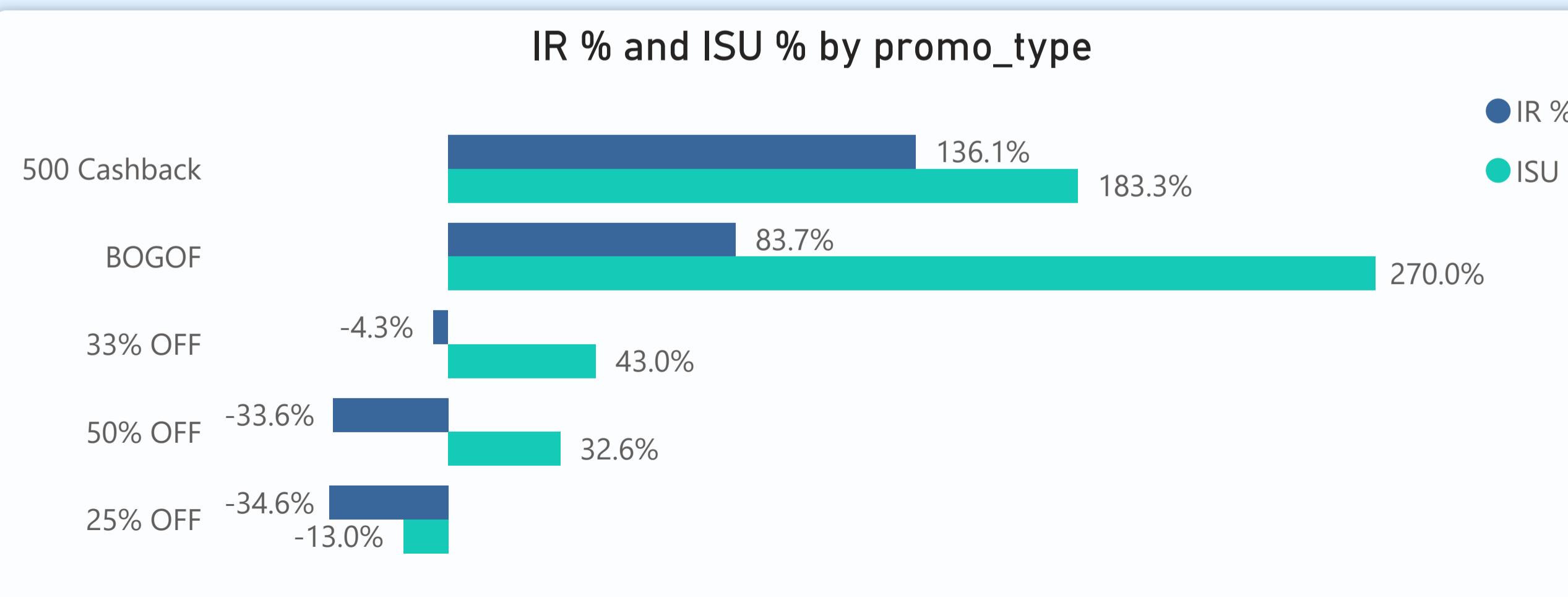
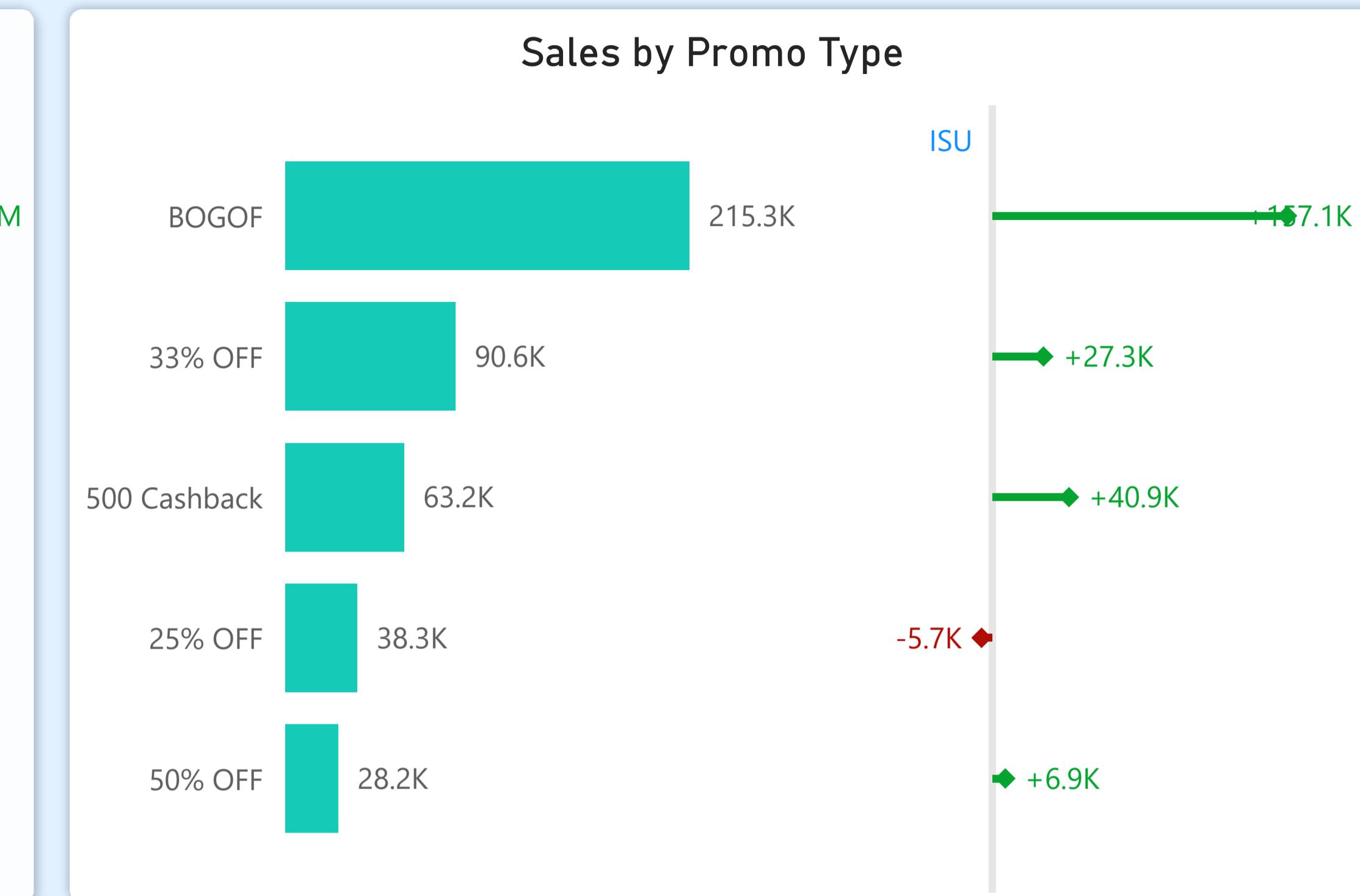
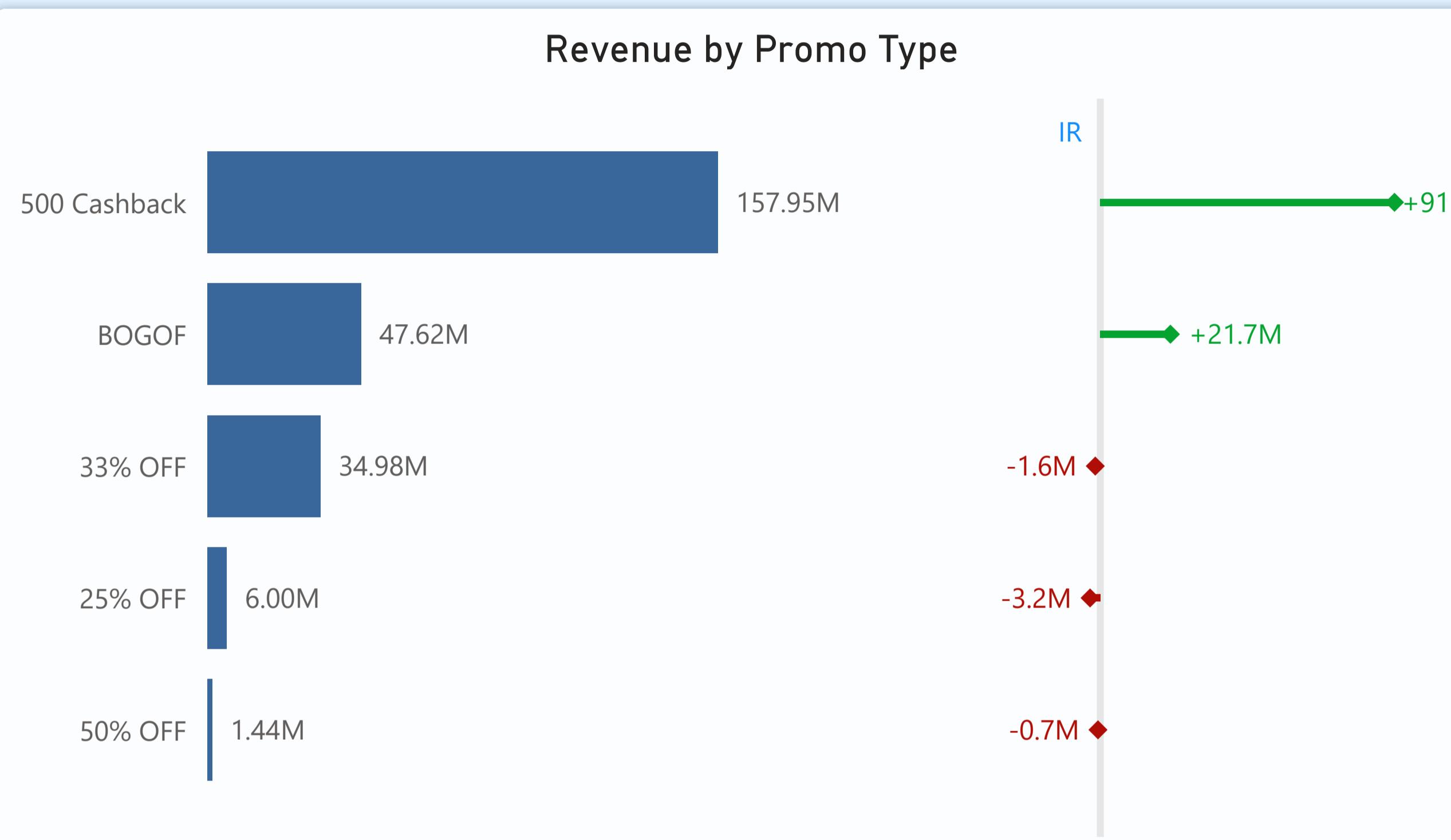
City Analysis

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Promotion Analysis

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Product Analysis



Promo Details

promo_type	Revenue	IR	IR %	Sales	ISU	ISU %
500 Cashback	157.95M	91.05M	136.1% ▲	63K	41K	183.3% ▲
BOGOF	47.62M	21.69M	83.7% ▲	215K	157K	270.0% ▲
33% OFF	34.98M	-1.56M	-4.3% ▼	91K	27K	43.0% ▲
50% OFF	1.44M	-0.73M	-33.6% ▼	28K	7K	32.6% ▲
25% OFF	6.00M	-3.17M	-34.6% ▼	38K	-6K	-13.0% ▼
Total	247.98M	107.28M	76.2% ▲	435K	226K	108.3% ▲





Category Analysis

Overall Analysis

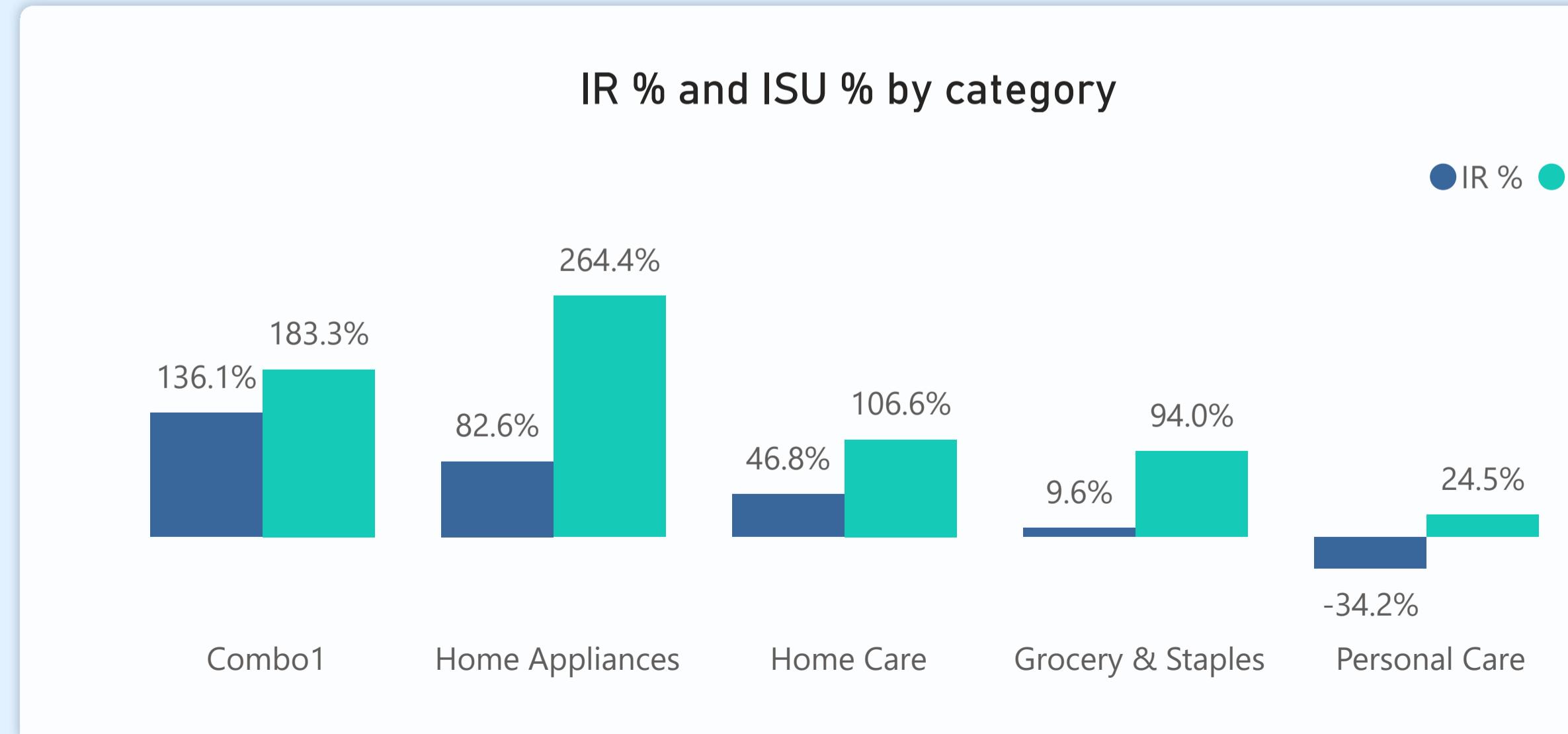
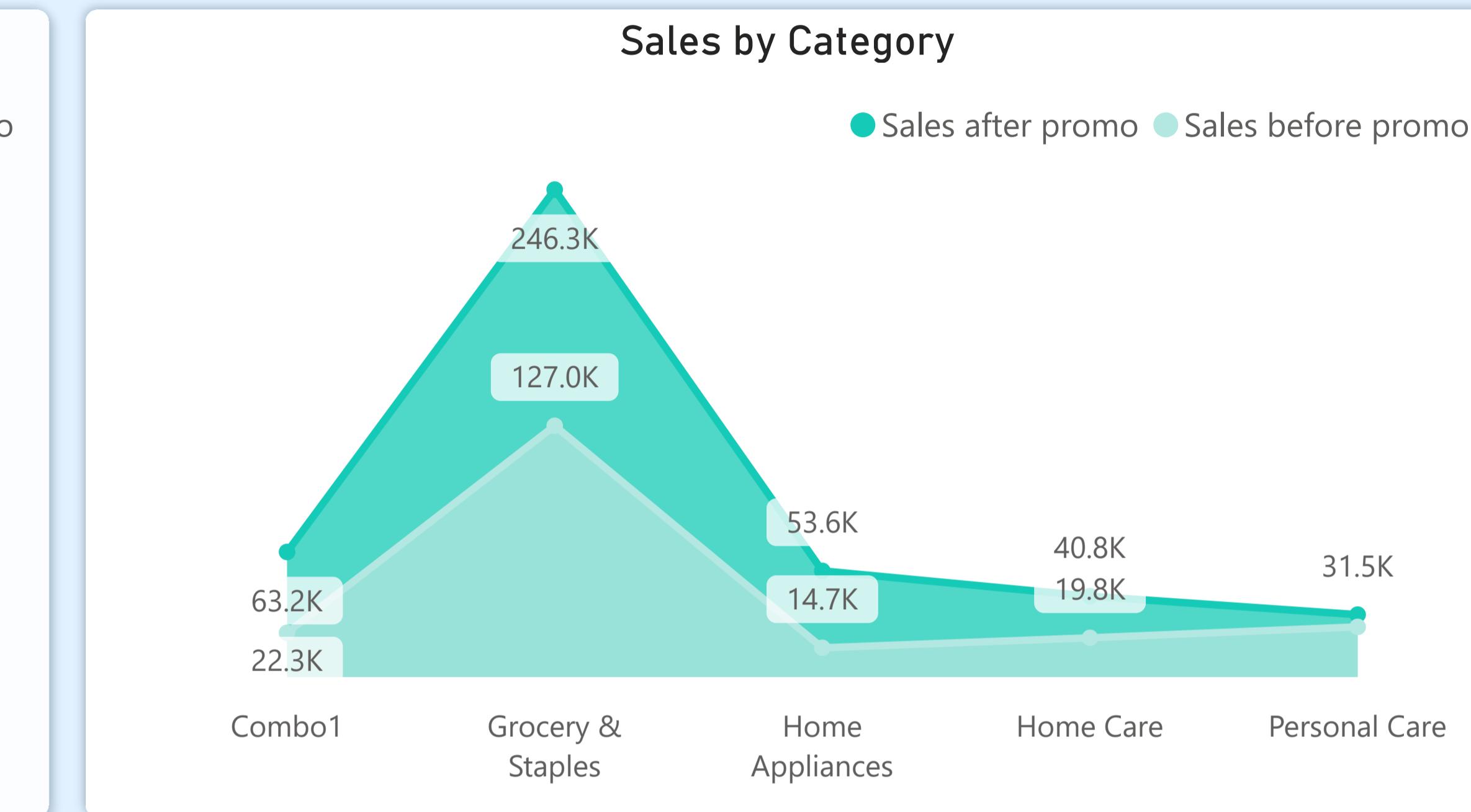
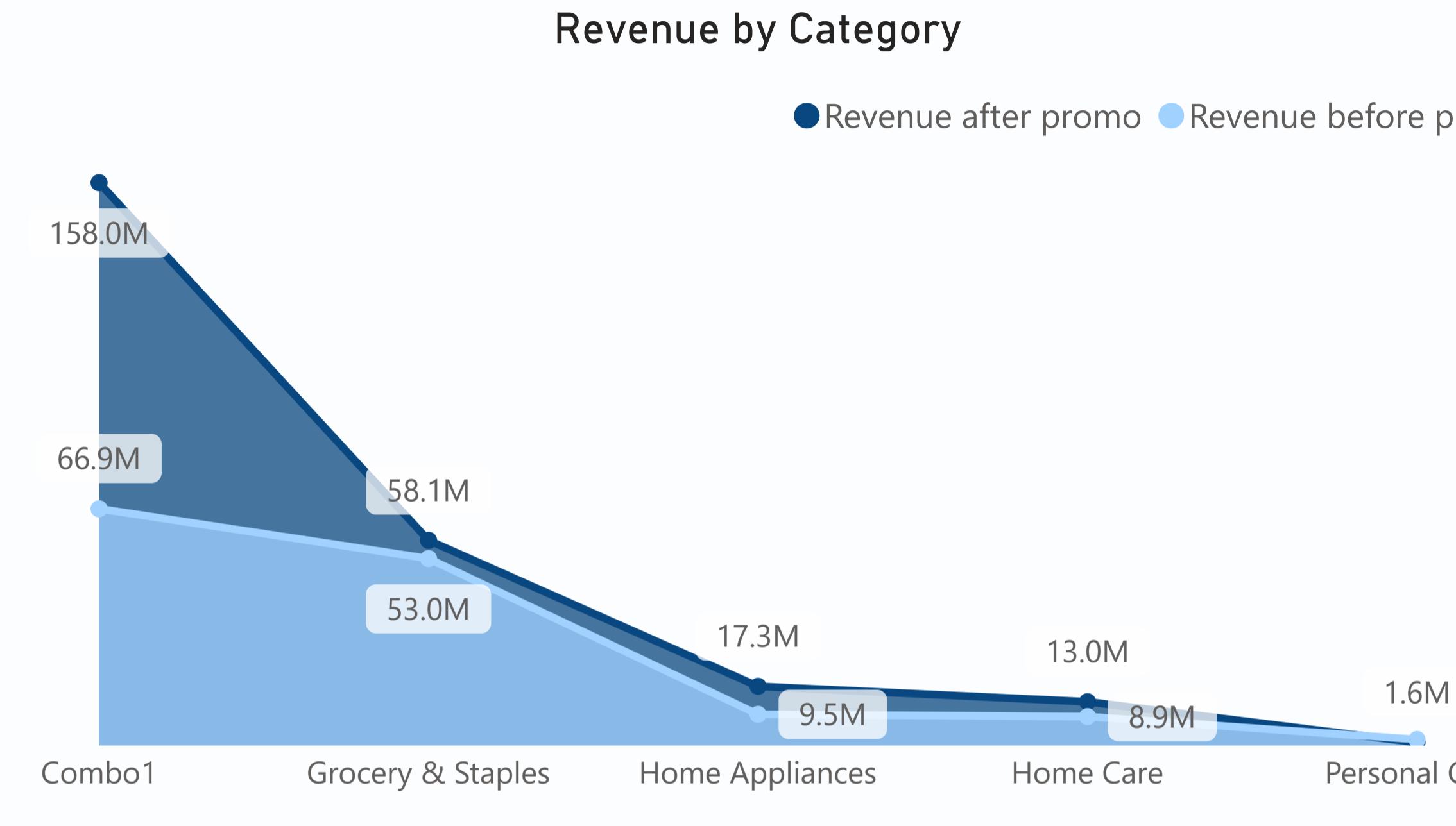
City Analysis

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Category Details

Category	Revenue	IR	IR %	Sales	ISU	ISU %
Combo1	157.95M	91.05M	136.1% ▲	63K	41K	183.3% ▲
Home Appliances	17.32M	7.83M	82.6% ▲	54K	39K	264.4% ▲
Home Care	13.00M	4.15M	46.8% ▲	41K	21K	106.6% ▲
Grocery & Staples	58.09M	5.09M	9.6% ▲	246K	119K	94.0% ▲
Personal Care	1.63M	-0.85M	-34.2% ▼	32K	6K	24.5% ▲
Total	247.98M	107.28M	76.2% ▲	435K	226K	108.3% ▲



Product Analysis

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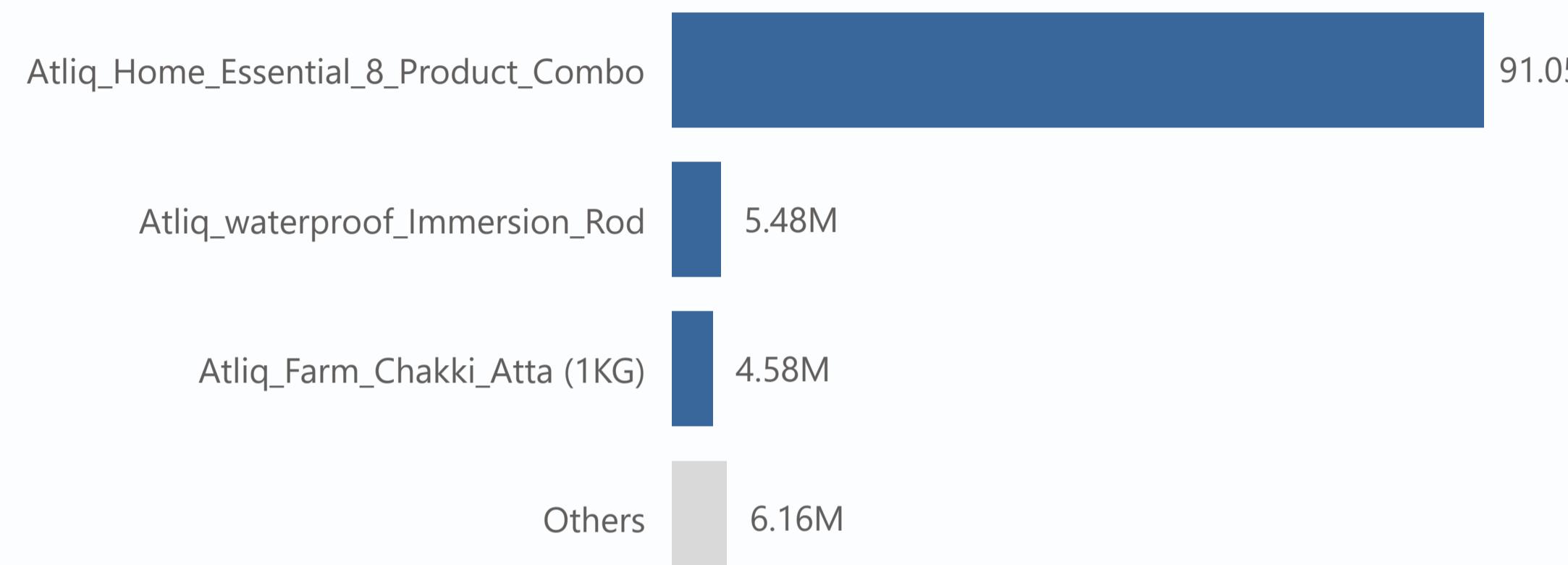
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Product Analysis

Top Products based on IR

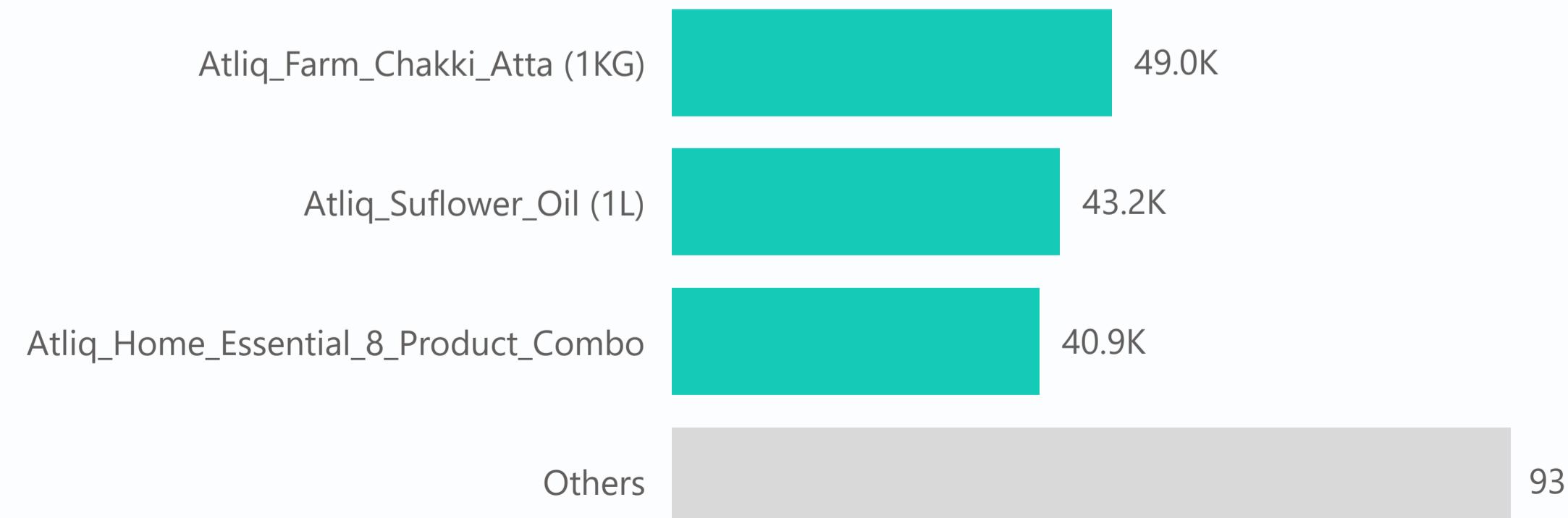
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Top 3 Products made 94.3% Incremental Revenue



Top Products based on ISU

Top 3 Products made 58.7% Incremental Sales



Product Details

Product	Revenue	IR	IR %	Sales	ISU	ISU %
Atliq_Home_Essential_8_Product_Combo	157.95M	91.05M	136.1% ▲	63K	41K	183.3% ▲
Atliq_waterproof_Immersion_Rod	12.08M	5.48M	83.1% ▲	24K	17K	266.2% ▲
Atliq_High_Glo_15W_LED_Bulb	5.24M	2.35M	81.5% ▲	30K	22K	263.0% ▲
Atliq_Double_Bedsheet_set	8.96M	3.96M	79.1% ▲	15K	11K	258.3% ▲
Atliq_Curtains	2.45M	1.07M	77.7% ▲	16K	12K	255.3% ▲
Atliq_Farm_Chakki_Atta (1KG)	15.44M	4.58M	42.2% ▲	81K	49K	151.4% ▲
Atliq_Suflower_Oil (1L)	7.67M	2.07M	37.0% ▲	74K	43K	137.9% ▲
Atliq_Masoor_Dal (1KG)	4.30M	-0.18M	-3.9% ▼	37K	11K	43.4% ▲
Atliq_Sonamasuri_Rice (10KG)	30.67M	-1.39M	-4.3% ▼	53K	16K	42.8% ▲
Atliq_Doodh_Kesar_Body_Lotion (200ML)	0.67M	-0.33M	-33.2% ▼	7K	2K	33.6% ▲
Atliq_Lime_Cool_Bathing_Bar (125GM)	0.32M	-0.16M	-33.4% ▼	10K	3K	33.2% ▲
Atliq_Cream_Beauty_Bathing_Soap (125GM)	0.26M	-0.14M	-35.0% ▼	8K	1K	20.6% ▲
Atliq_Scrub_Sponge_For_Dishwash	0.21M	-0.11M	-35.1% ▼	5K	-1K	-13.5% ▼
Atliq_Fusion_Container_Set_of_3	1.39M	-0.77M	-35.6% ▼	4K	-1K	-14.1% ▼
Atliq_Body_Milk_Nourishing_Lotion (120ML)	0.39M	-0.22M	-36.0% ▼	7K	1K	9.3% ▲
Total	247.98M	107.28M	76.2% ▲	435K	226K	108.3% ▲

