

Atliq Mart Promotional Campaign Analysis

Diwali

Sankranti

Product_Name

All

City_Name

All

Total Revenue

388.69M

After Revenue

247.98M

Before Revenue

141M

ISU %

108.31

IR %

76.25

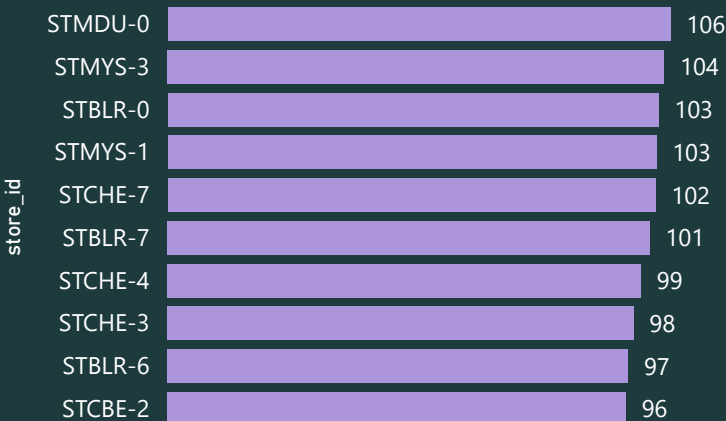
Clear all
Filter

Store
Performance
Analysis

Promotion
Type Analysis

Product and
Category
Analysis

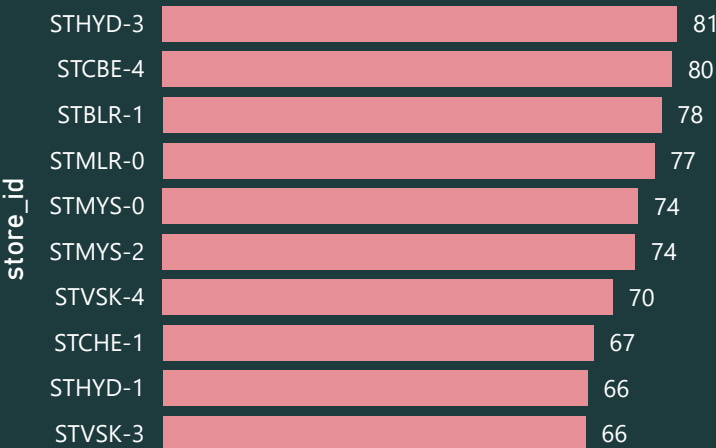
Top 10 Stores by IR Percentage



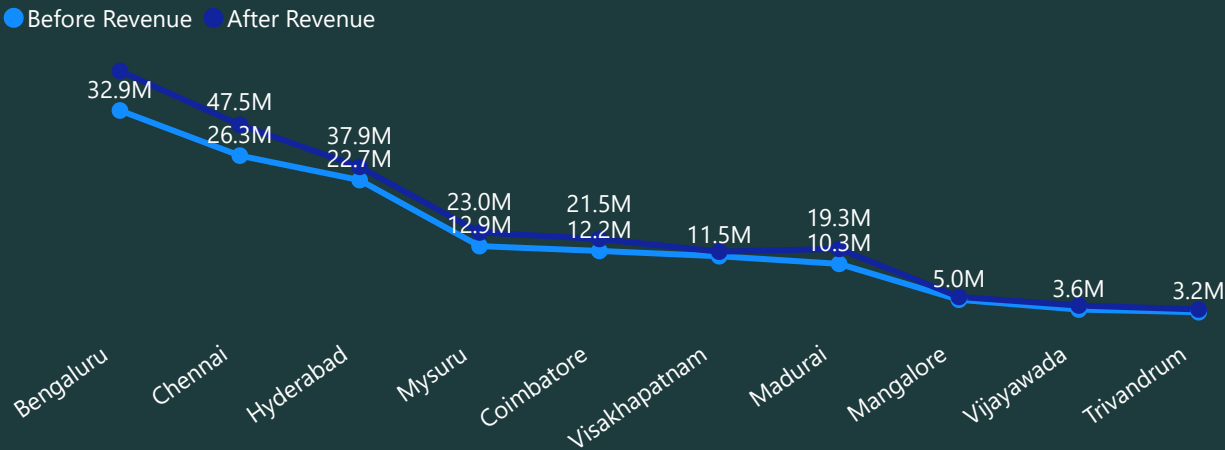
Qty sold before and after by city



Bottom 10 Stores by ISU Percentage



Before Revenue and After Revenue by city



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Total Revenue	After Revenue	Before Revenue	ISU %	IR %
388.69M	247.98M	141M	108.31	76.25

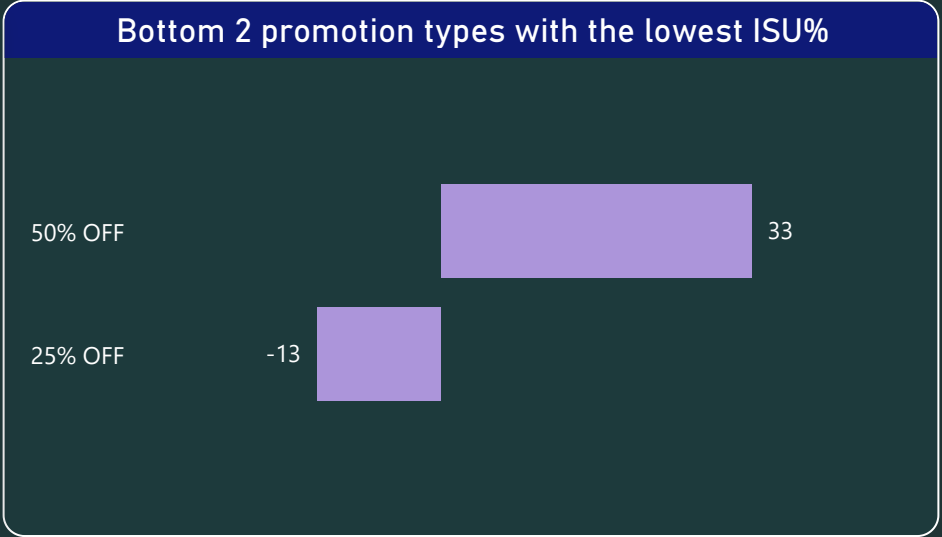
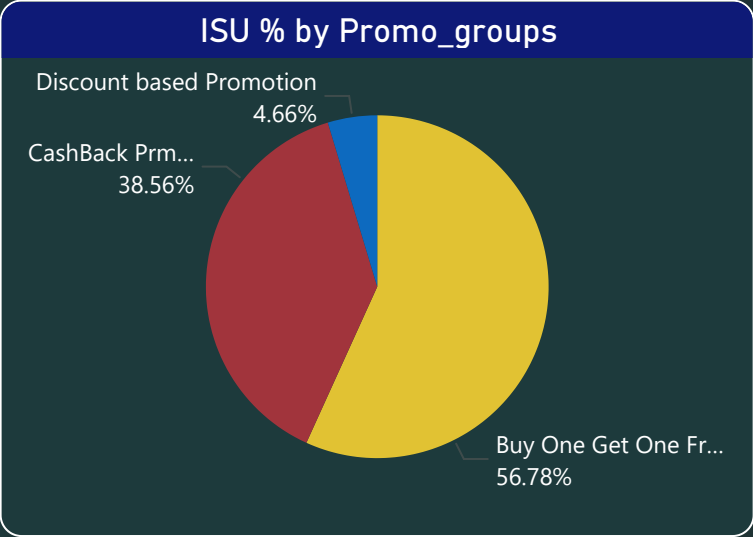
Clear all Filter

Total Campaign

2

Promotion Type

5

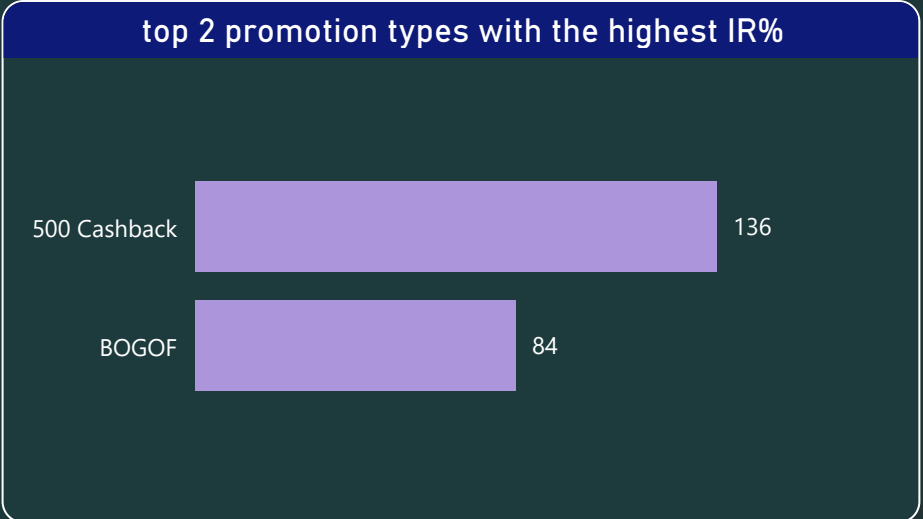


Store Performance Analysis

Promotion Type Analysis

Product and Category Analysis

Promo_groups	IR %	ISU %
Buy One Get One Free Promotion	83.68	269.98
CashBack Prmotion	136.11	183.33
Discount based Promotion	-11.41	22.14
Total	76.25	108.31



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Total Revenue

388.69M

After Revenue

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ISU %

108.31

IR %

76.25

Clear all
Filter

Total Category

5

Total Products

15

Store
Performance
Analysis

Promotion
Type Analysis

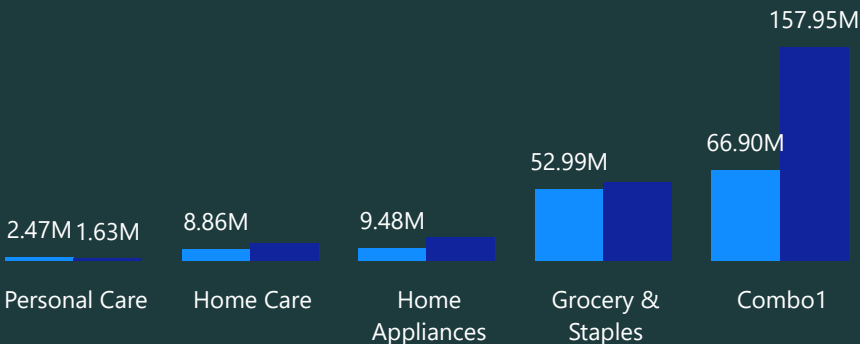
Product and
Category
Analysis

product_name	ISU %	After Revenue
Atliq_waterproof_Immersion_Rod	266.19	12,079,350.00
Atliq_High_Glo_15W_LED_Bulb	262.98	5,237,400.00
Atliq_Double_Bedsheet_set	258.27	8,959,510.00
Atliq_Curtains	255.34	2,447,550.00
Atliq_Home_Essential_8_Product_Combo	183.33	157,950,000.00
Total	223.46	186,673,810.00

product_name	ISU %	After Revenue
Atliq_Body_Milk_Nourishing_Lotion (120ML)	9.35	385,100.00
Atliq_Cream_Beauty_Bathing_Soap (125GM)	20.64	255,872.50
Atliq_Fusion_Container_Set_of_3	-14.12	1,391,910.00
Atliq_Lime_Cool_Bathing_Bar (125GM)	33.20	318,680.00
Atliq_Scrub_Sponge_For_Dishwash	-13.48	205,631.25
Total	9.42	2,557,193.75

Category Revenue BEFORE and AFTER Promotion

Before Revenue After Revenue



discount effectiveness by category

