



Ali Mart Festive Sales Analytics



Store Performance
Overview



Financial Performace
Overview

Thursday, 26 December, 2024



HOME



STORE
PERFORMANCE



FINANCE



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

Designed by : Deepak Joshi



\$141M

Revenue Before



₹ 296M

Revenue After



110.10%

IR %



₹ 147M

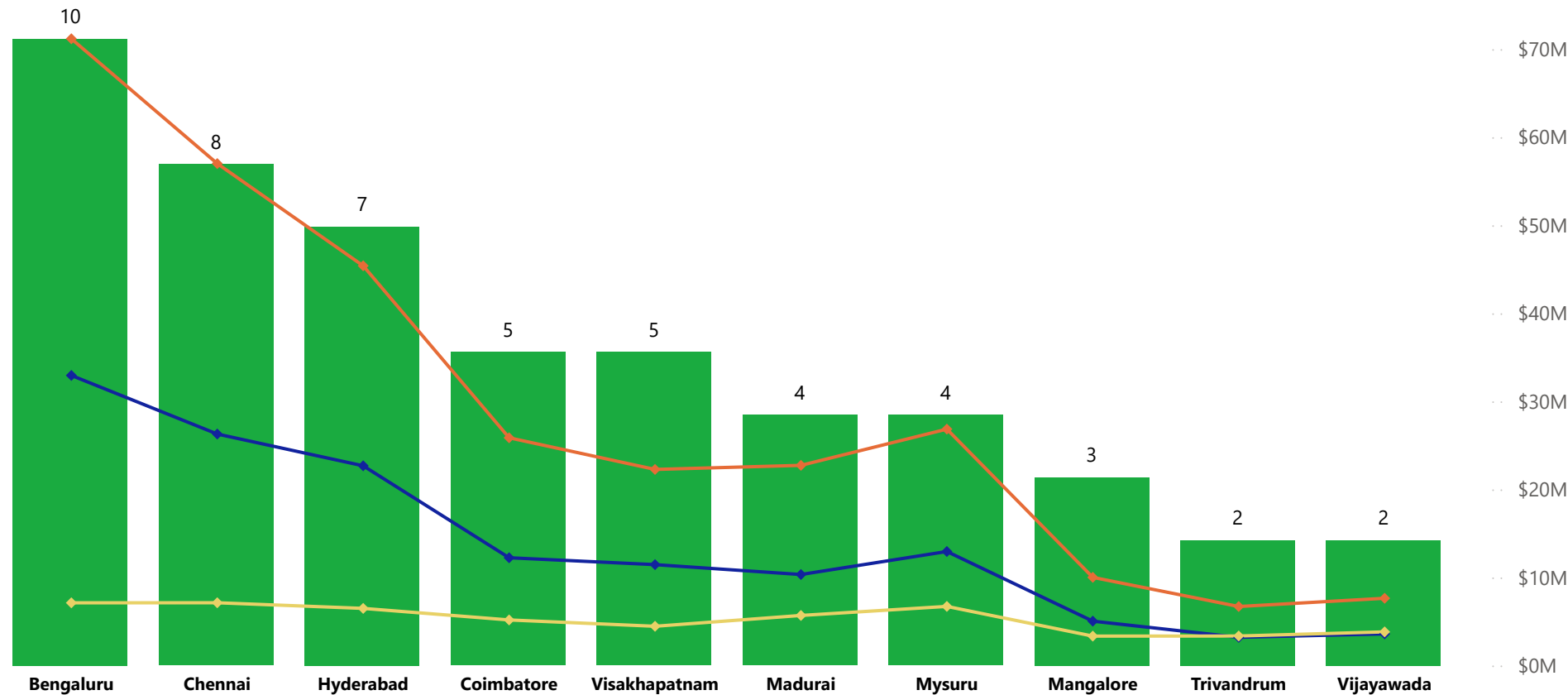
Total Discounts



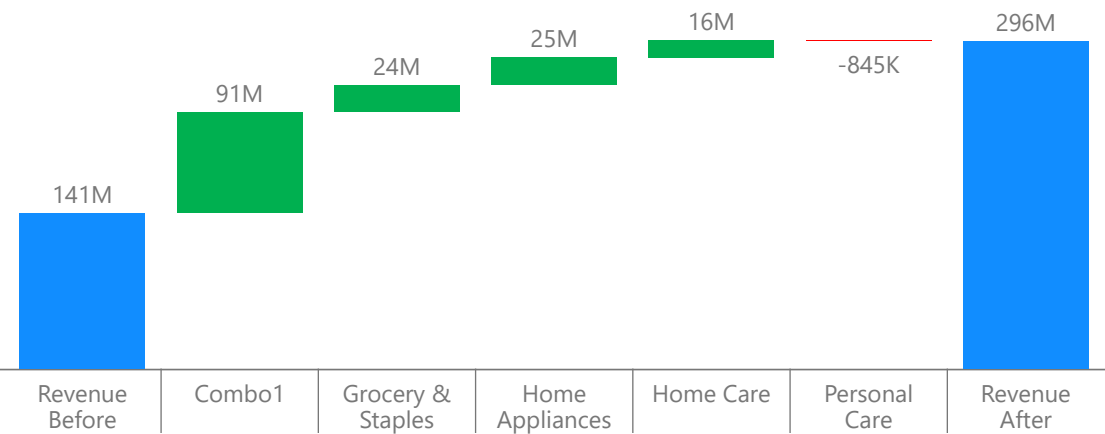
50

Total Store

Citywise Revenue Analysis



Category Sales Dynamics



Top 5 Stores

By IR

Store ID IR

STMYS-1	49,19,313.54
STCHE-4	48,28,030.03
STBLR-0	47,59,623.65
STBLR-7	47,17,587.33
STCHE-7	46,47,725.72

By ISU

Store ID ISU

STBLR-0	12449
STBLR-6	12405
STBLR-7	12820
STCHE-7	12516
STMYS-1	12677

Store Metrics Overview

Store ID	Qty Before	Qty After	ISU	ISU %
STBLR-0	4938	17387	12449	
STBLR-1	4829	12223	7394	
STBLR-2	4776	14066	9290	
STBLR-3	4975	16434	11459	
STBLR-4	4929	15946	11017	
STBLR-5	4896	15369	10473	
STBLR-6	5028	17433	12405	
STBLR-7	5007	17827	12820	
STBLR-8	4963	15685	10722	
STBLR-9	4830	14963	10133	
STCBE-0	3850	12960	9110	
STCBE-1	3561	11517	7956	
STCBE-2	3575	13153	9578	
STCBE-3	3492	11504	8012	
STCBE-4	3672	9614	5942	
STCHE-0	4633	14980	10347	



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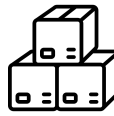
₹ 295.61M

Total Revenue



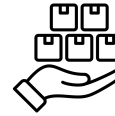
154.91M

IR



651K

Total Unit Sold



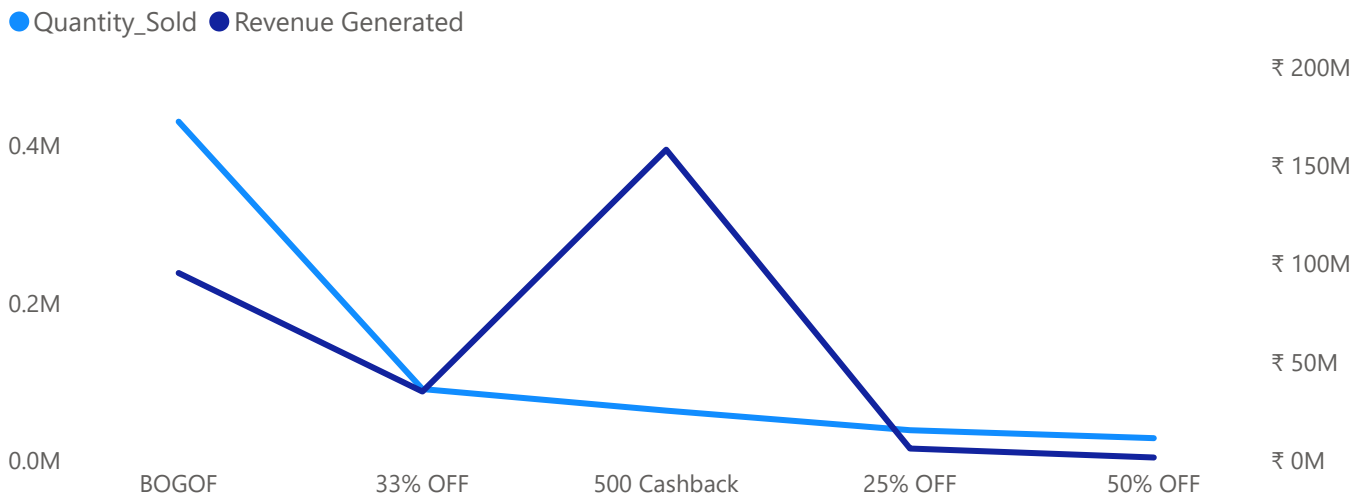
442K

ISU

Revenue Trends by Stores

store_id	Qty Before	Qty After	Revenue Before	Revenue After	Total Discounts	IR	IR %	ISU	ISU %
STMLR-0	3K	7K	\$2M	₹ 3M	₹ 1M	1M	75%	4K	157%
STTRV-1	2K	7K	\$2M	₹ 3M	₹ 2M	2M	111%	5K	214%
STTRV-0	2K	8K	\$2M	₹ 3M	₹ 2M	2M	107%	5K	216%
STMLR-1	2K	8K	\$2M	₹ 4M	₹ 2M	2M	113%	5K	228%
STMLR-2	3K	8K	\$2M	₹ 4M	₹ 2M	2M	108%	5K	208%
STVSK-3	3K	8K	\$2M	₹ 4M	₹ 2M	2M	69%	5K	136%
STVJD-1	3K	8K	\$2M	₹ 4M	₹ 2M	2M	112%	5K	205%

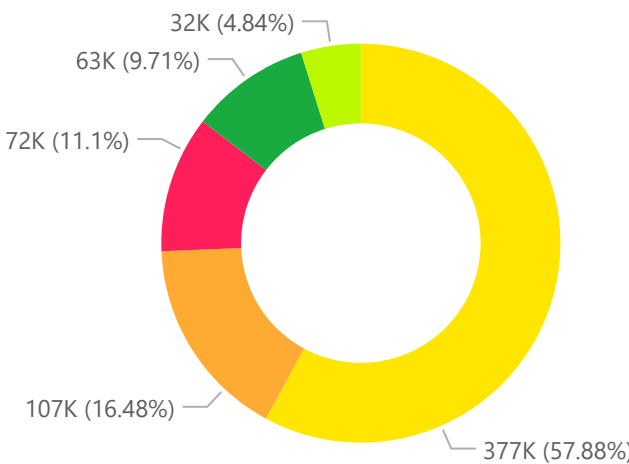
Promotype Frequency



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

