



DASHBOARD FOR ATLIQ MART





Store Performance Analysis

Campaign

Diwali

Sankranti

City

All

Category

All

Product

All



Incremental
Revenue
107.28M



Revenue after
Promotion
247.98M



Revenue before
Promotion
141M

10 Top Stores based on Incremental Revenue %

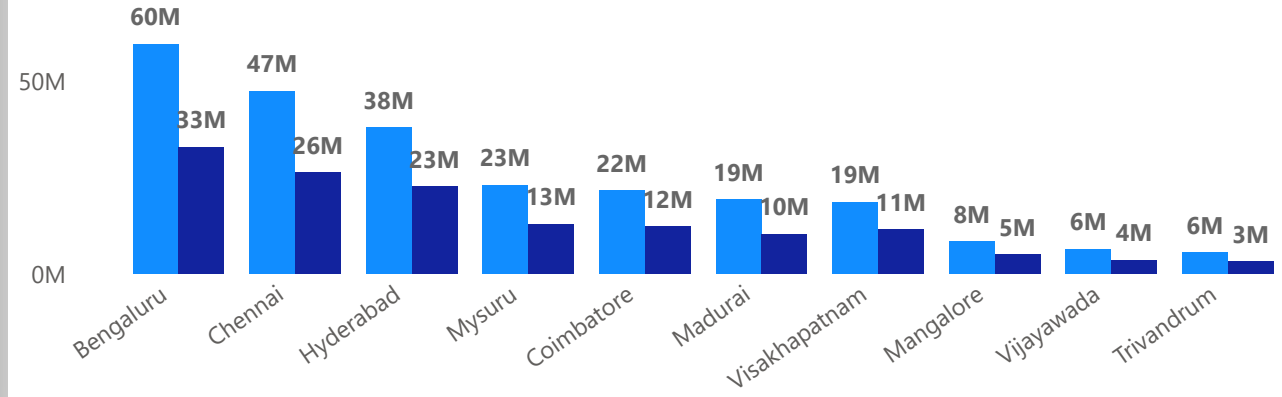
City	store_id	IR %
Mysuru	STMYS-1	102.68%
Mysuru	STMYS-3	104.34%
Madurai	STMDU-0	105.64%
Coimbatore	STCBE-2	96.23%
Chennai	STCHE-3	97.90%
Chennai	STCHE-4	99.43%
Chennai	STCHE-7	102.48%

10 Bottom Stores based on ISU%

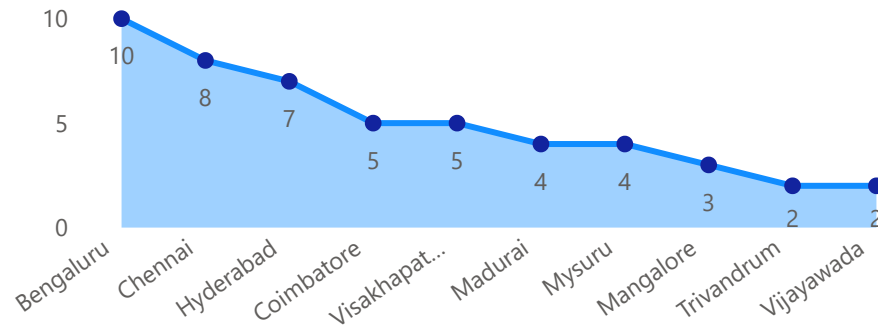
city	store_id	ISU %
Hyderabad	STHYD-3	80.51%
Coimbatore	STCBE-4	79.71%
Bengaluru	STBLR-1	78.07%
Mangalore	STMLR-0	76.94%
Mysuru	STMYS-0	74.39%
Mysuru	STMYS-2	73.93%
Visakhapatnam	STVSK-4	70.46%

Revenue After Promotion and Revenue Before Promotion By City

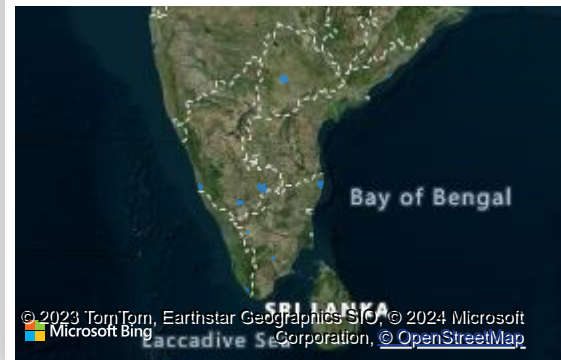
● Revenue After Promotion ● Revenue Before Promotion



Number of Stores belong to City



City



Revenue After Promotion and Incremental Revenue based on City

● Revenue After Promotion ● IR %





Promotion Type Analysis

Campaign

Diwali

Sankranti

City

All

Category

All

Promo Type

All



Incremental
Revenue
107.28M



Incremental
Revenue %
76.25%

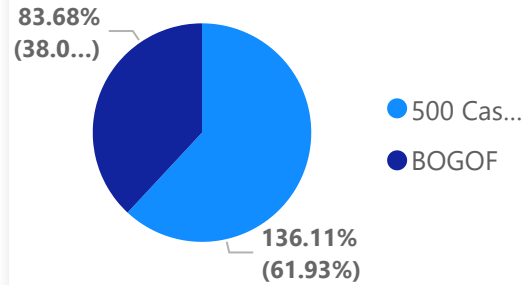


Incremental Sold
Unit
226K

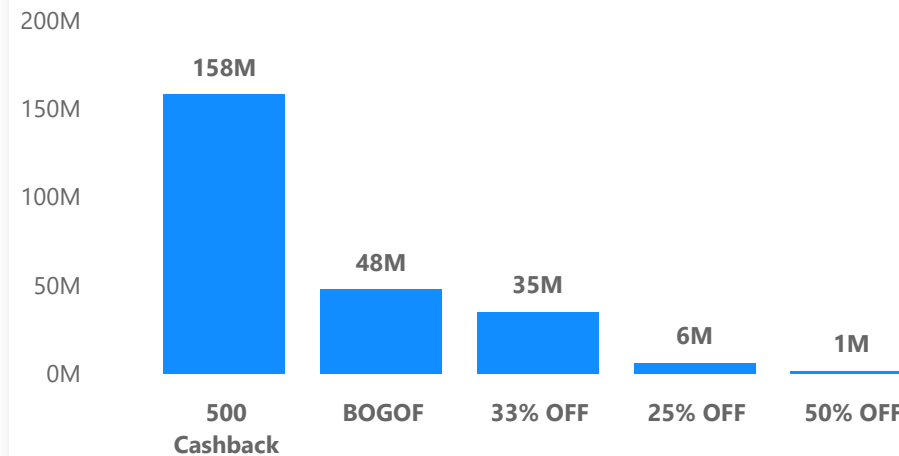


Incremental Sold
Unit %
108.31%

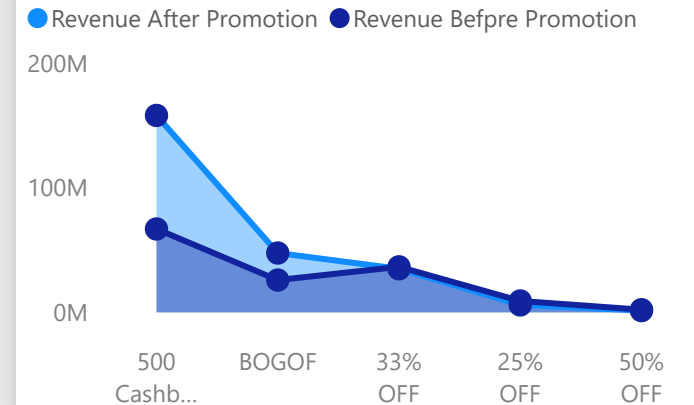
Top 2 Promo Type by Increment Revenue %



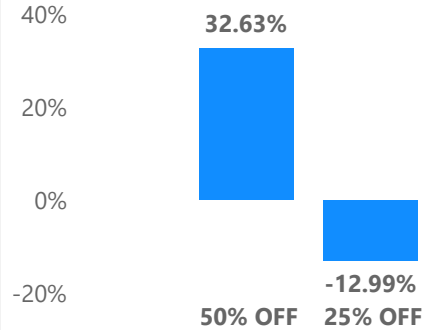
Revenue After Promotion by Promo Type



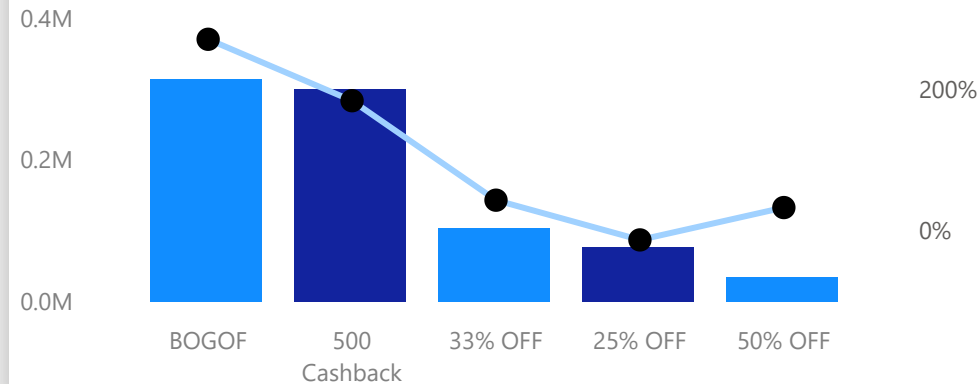
Revenue After Promotion V/S Revenue Before Promotion Based on Promo Type



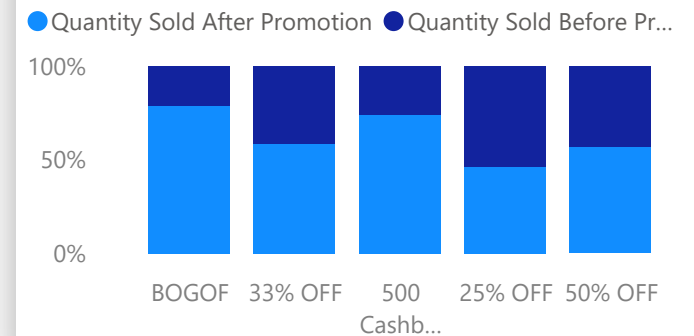
Bottom 2 Promo Type by Increment Sold Units



Base Price V/S ISO % based on Promo Type



Quantity Sold after Promo V/S Quantity Sold before Promo based on Promo Type





Product and Category Analysis

Campaign

Diwali

Sankranti

Product

All

Category

All

Promo Type

All



Quantity Sold

435K



Revenue Diwali

Campaign

160M



Revenue Sankranti

Campaign

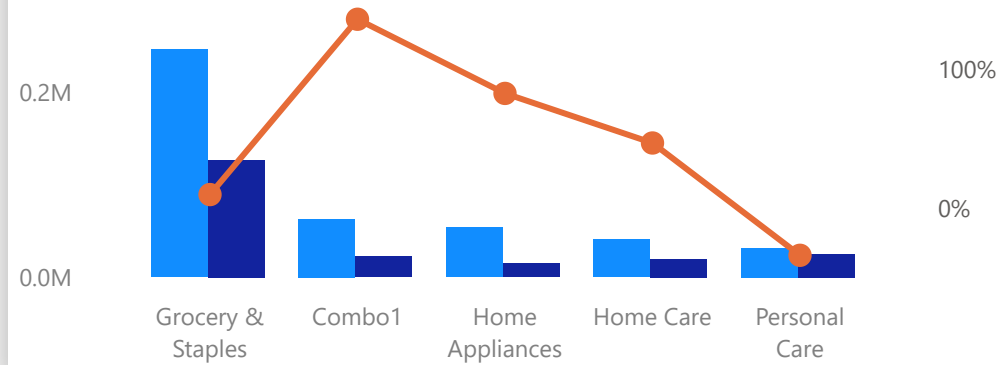
88M



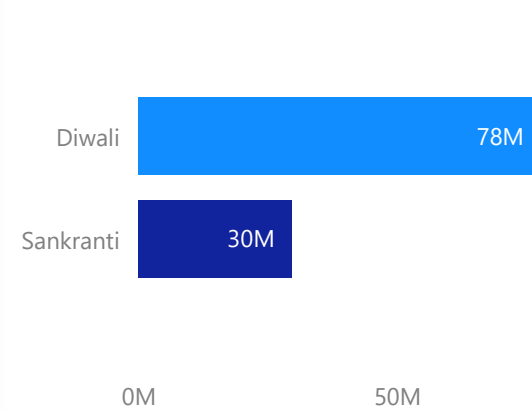
Average Discount

38.84%

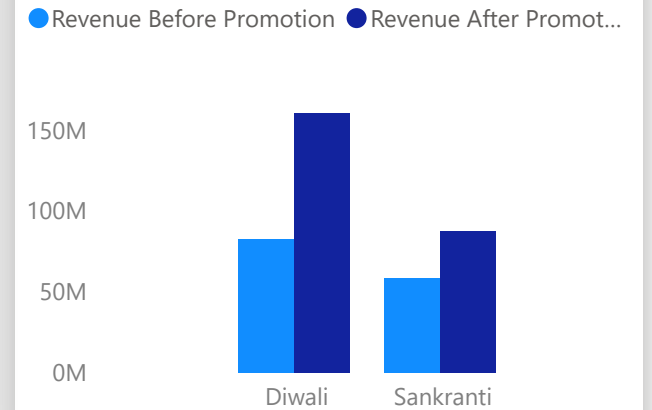
Quantity sold before Promotions, Quantity sold after Promotions and IR% by Category



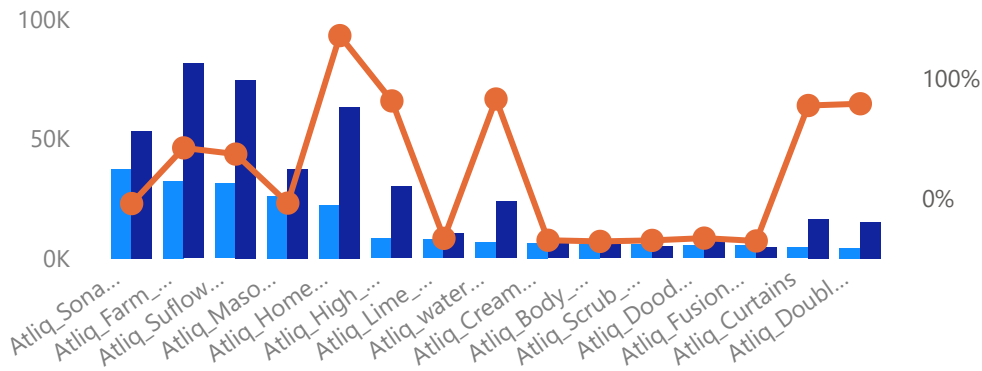
Incremental Revenue by Campaign



Revenue VS Campaign



Quantity Sold before Promo, Quantity sold after Promo and IR % by Product



Category	IR %	promo_type
Personal Care	-38.42%	25% OFF
Home Care	-35.53%	25% OFF
Grocery & Staples	-34.06%	25% OFF
Personal Care	-33.60%	50% OFF
Grocery & Staples	-4.28%	33% OFF
Home Care	78.82%	BOGOF
Total	76.25%	

Revenue After Promotion by Category

