



ATLIQ MART ANALYSIS

Store Performance Insights



436M

Total Revenue

211.28

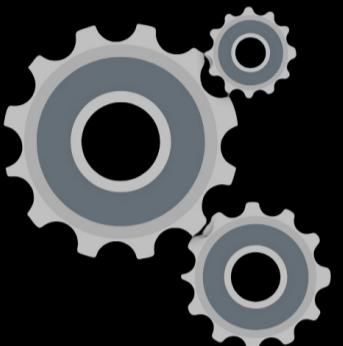
ISU %

110.10

IR %

860K

Total Qty Sold



in

TOP 10 Stores by IR %

store_id	city	IR %
STCHE-7	Chennai	142.66
STBLR-7	Bengaluru	140.60
STCBE-2	Coimbatore	140.13
STBLR-0	Bengaluru	139.95
STMDU-0	Madurai	139.16
STMYS-1	Mysuru	138.99
STCHE-3	Chennai	136.78
STMYS-3	Mysuru	136.59
STCHE-4	Chennai	135.74
STBLR-6	Bengaluru	135.43

BOTTOM 10 Stores by ISU %

store_id	city	ISU %
STVSK-3	Visakhapatnam	136.36
STMYS-2	Mysuru	140.51
STHYD-1	Hyderabad	141.31
STVSK-4	Visakhapatnam	142.35
STCHE-1	Chennai	145.18
STMYS-0	Mysuru	150.59
STHYD-3	Hyderabad	151.85
STBLR-1	Bengaluru	153.12
STMLR-0	Mangalore	156.80
STCBE-4	Coimbatore	161.82

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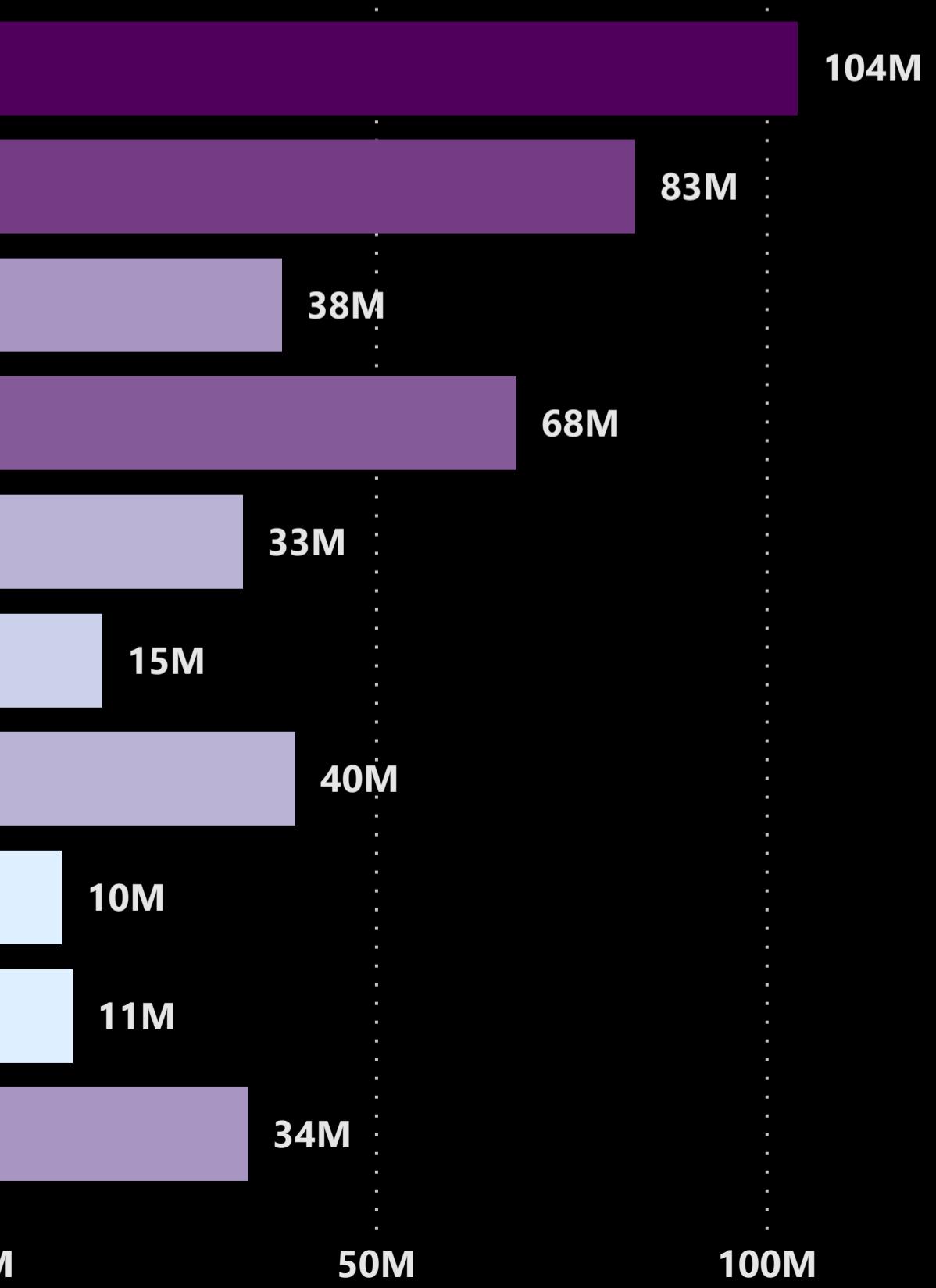
City

10

Stores

50

Total Revenue by City





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Promotional Type Analysis



Revenue Before Promo

141M

Revenue After Promo

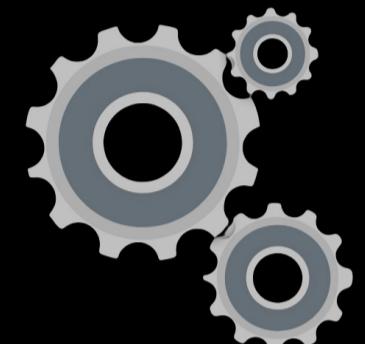
296M

QTY Sold Before Promo

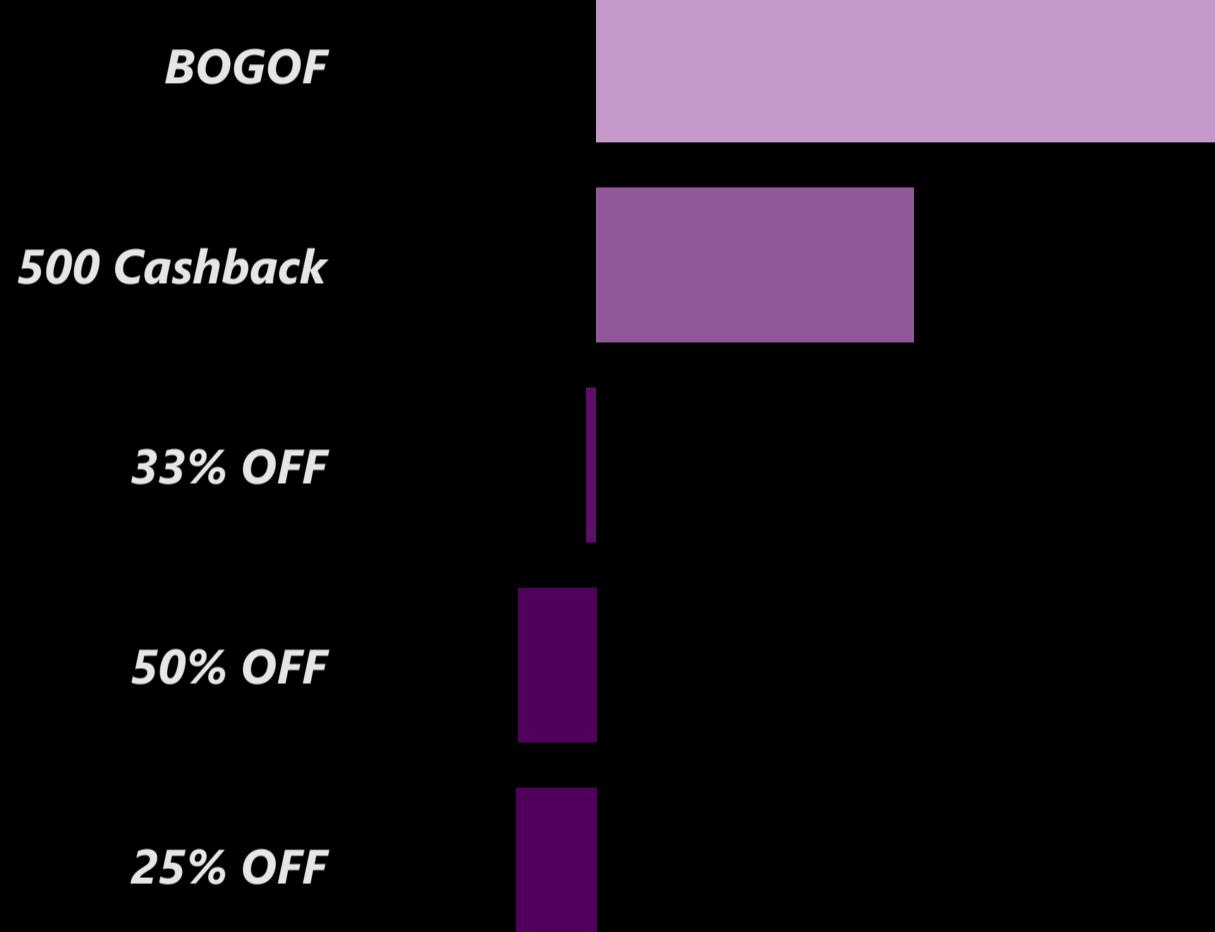
209K

QTY Sold After Promo

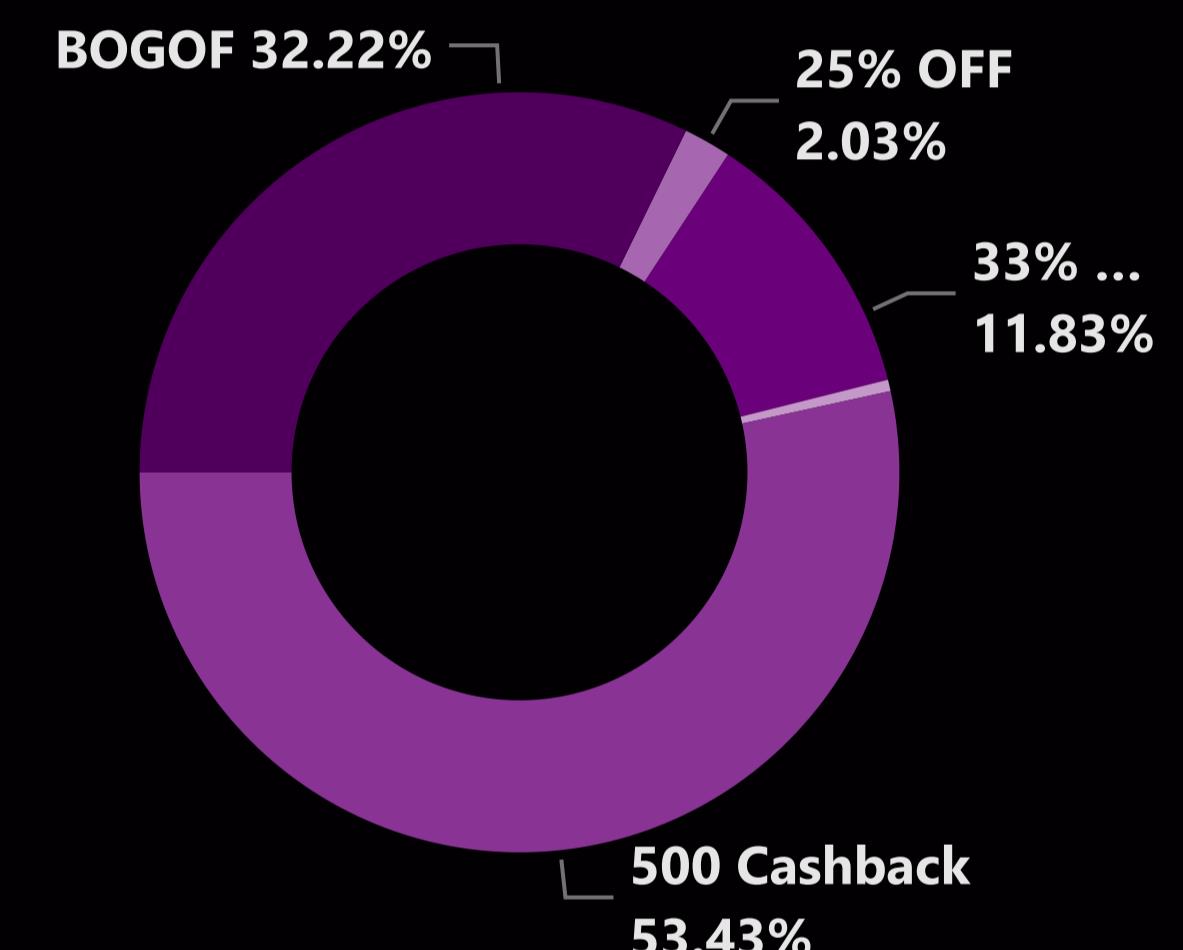
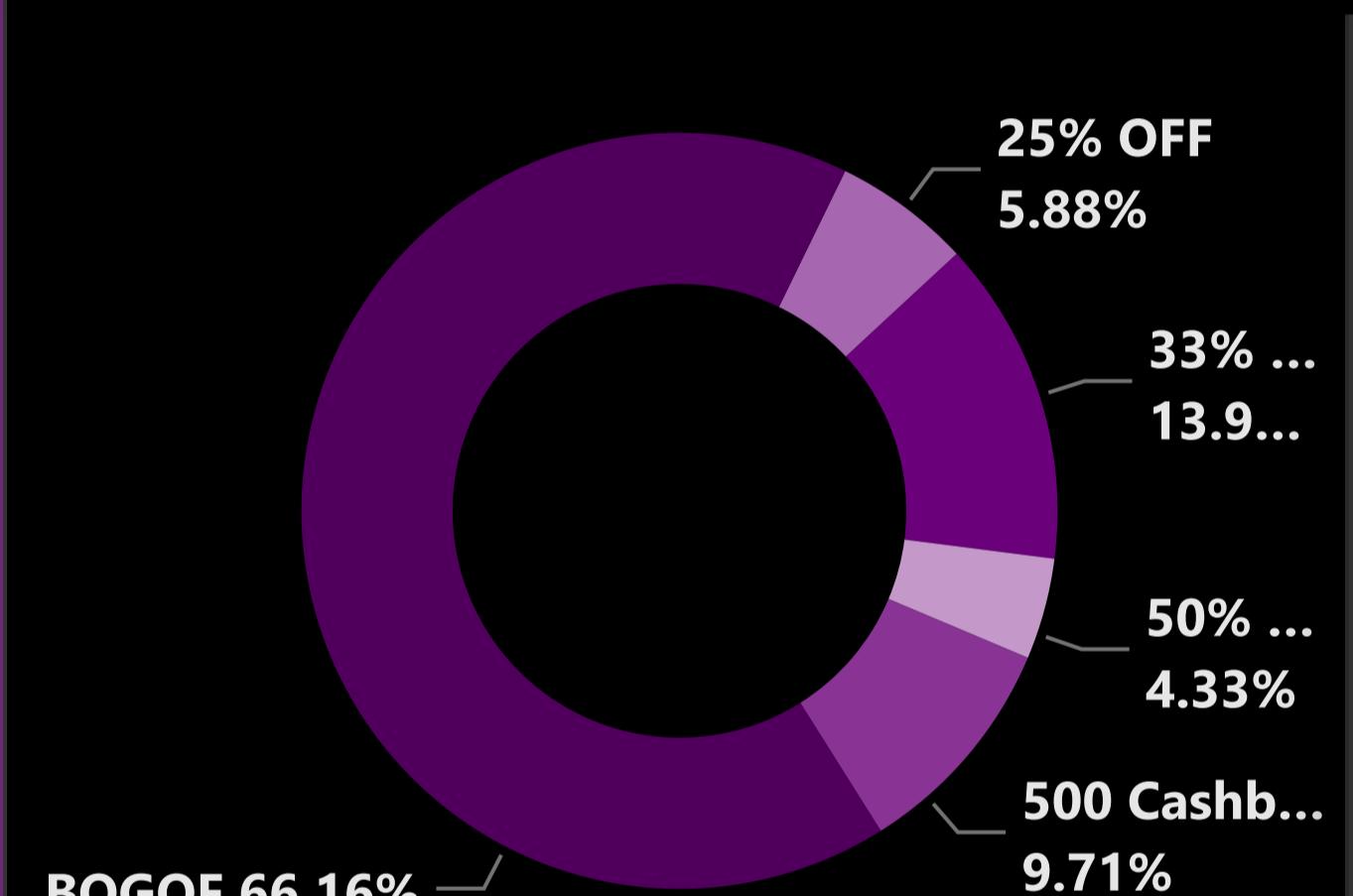
651K



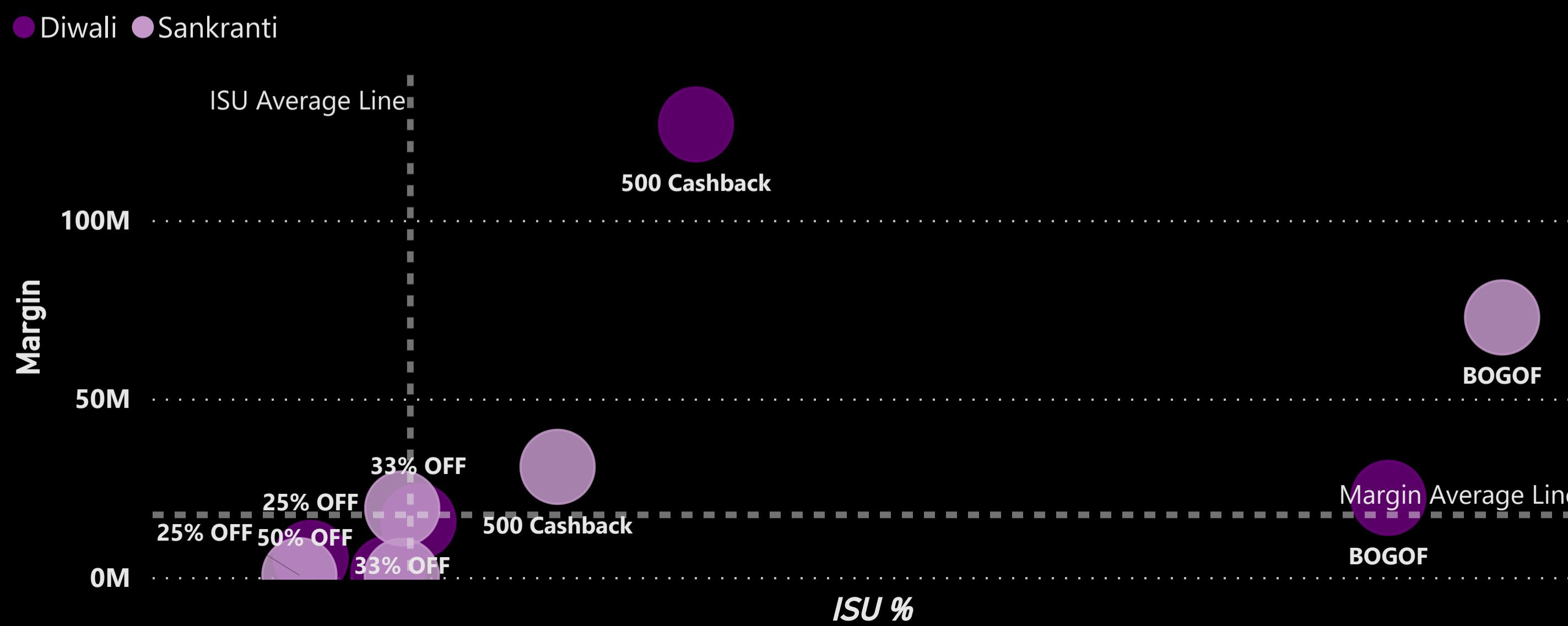
Promo's by IR%



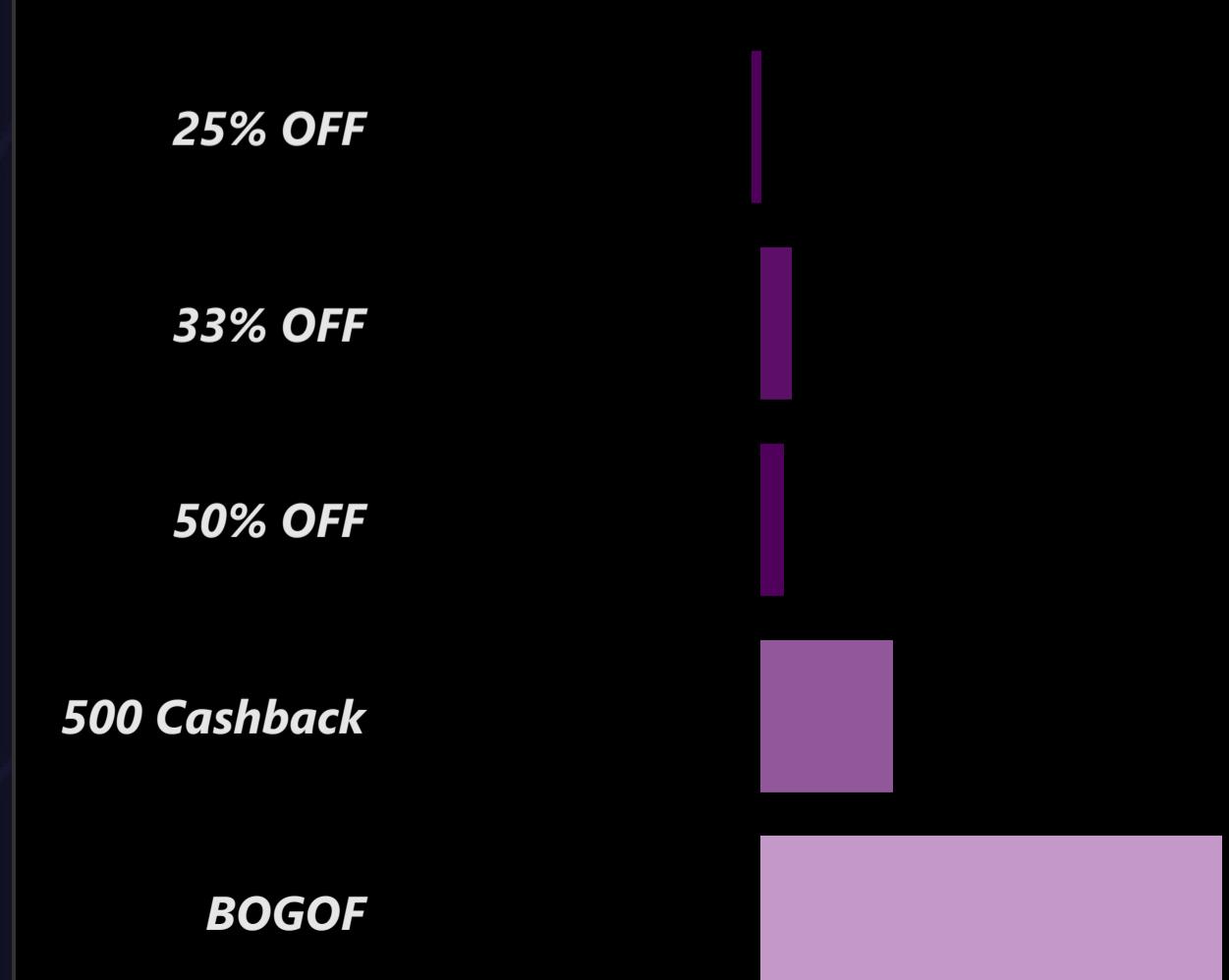
Difference with Promo type on Sales and Revenue



Balance between Margin and ISU



Promo's by ISU%





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Product and Category Analysis



294.78M

Margin

5

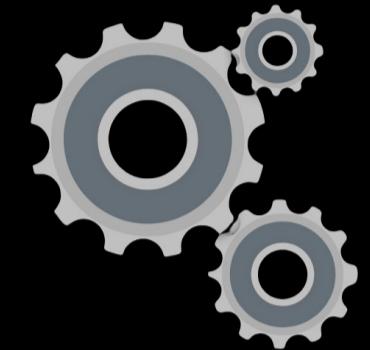
Categories

15

Products

860K

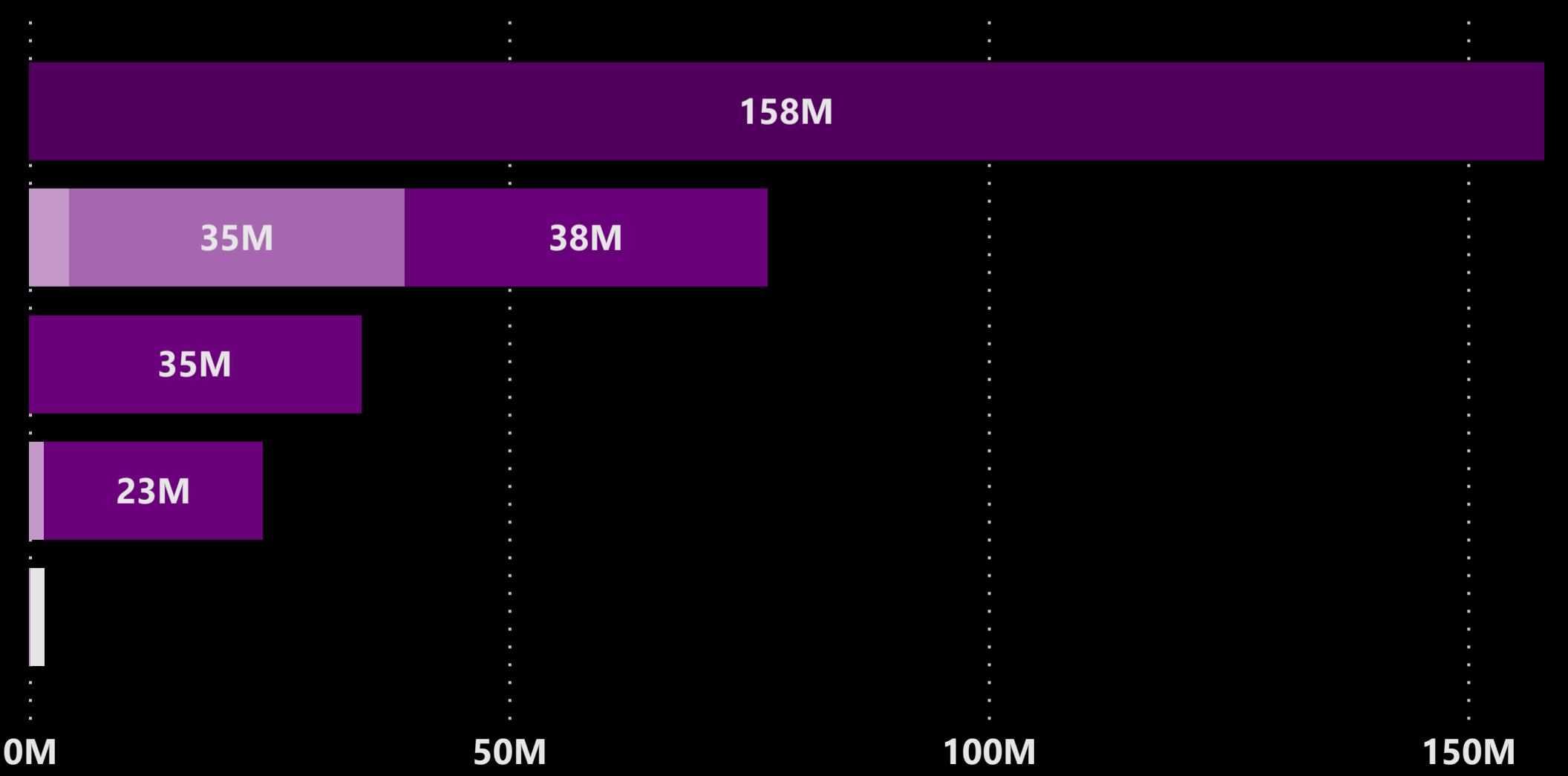
Total Qty Sold



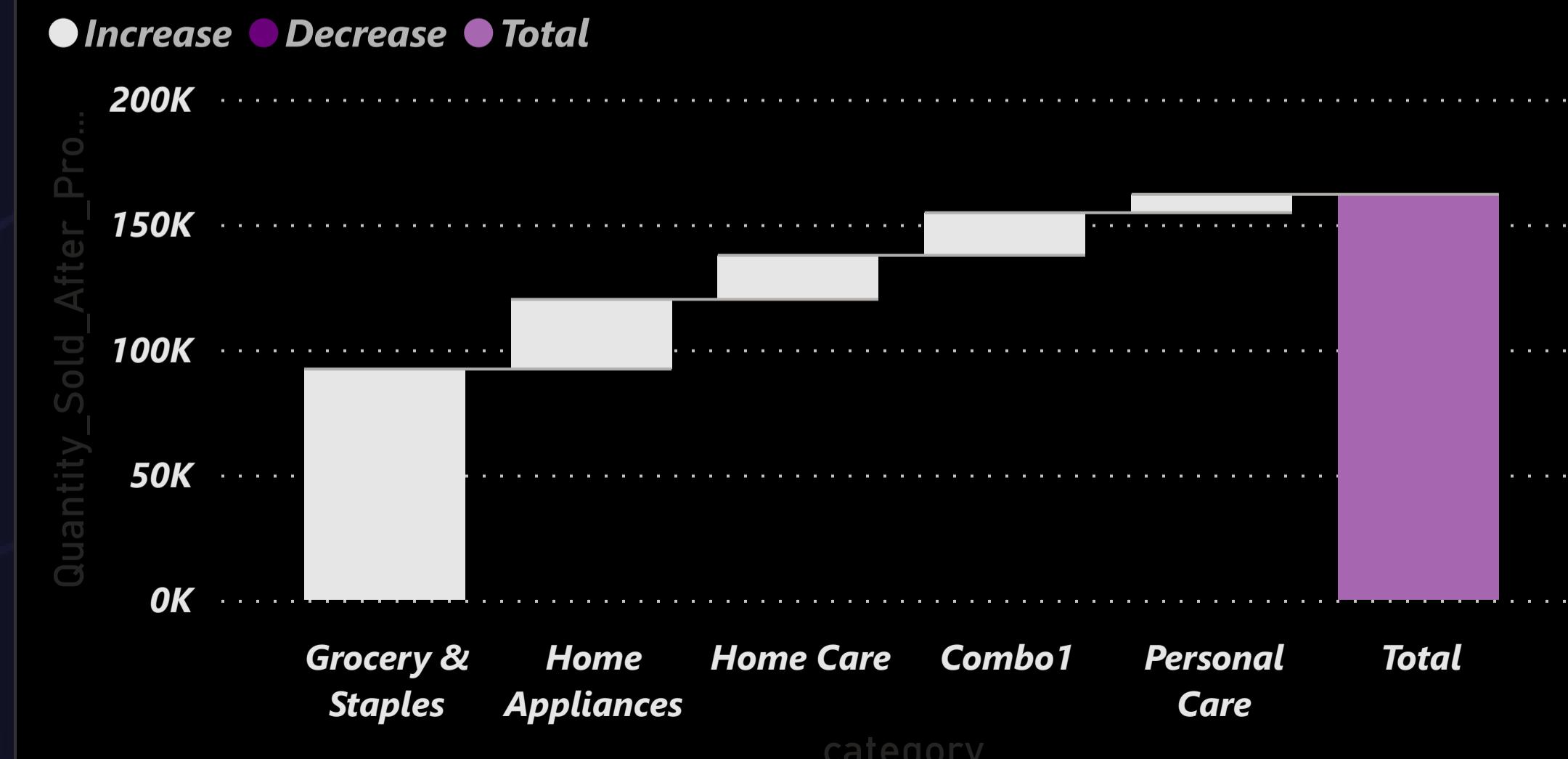
Overview on Products

campaign_name	product_name	Diwali				Sankranti			
		IR %	Revenue	ISU %	Margin	IR %	Revenue	ISU %	Margin
	Atliq_Body_Milk_Nourishing_Lotion (120ML)	-35.80	0.05M	28.40	0.04M	-38.66	0.03M	-18.21	0.03M
	Atliq_Cream_Beauty_Bathing_Soap (125GM)	-35.85	0.04M	28.29	0.04M	-40.37	0.01M	-20.49	0.01M
	Atliq_Curtains	201.64	0.50M	503.28	0.49M	160.71	0.31M	421.43	0.30M
	Atliq_Doodh_Kesar_Body_Lotion (200ML)	-36.08	0.08M	27.85	0.08M	-32.64	0.05M	34.73	0.05M
	Atliq_Double_Bedsheet_set	201.56	1.61M	503.11	1.60M	163.76	1.40M	427.52	1.39M
	Atliq_Farm_Chakki_Atta (1KG)	-34.64	0.53M	-12.85	0.53M	162.40	3.47M	424.80	3.47M
	Atliq_Fusion_Container_Set_of_3	-35.83	0.20M	-14.43	0.20M	-39.25	0.07M	-19.00	0.07M
	Atliq_High_Glo_15W_LED_Bulb	200.94	0.67M	501.88	0.67M	158.59	0.87M	417.18	0.87M
	Atliq_Home_Essential_8_Product_Combo	118.98	21.53M	162.77	21.50M	41.64	4.56M	69.96	4.53M
	Atliq Lime Cool Bathing Bar (125GM)	-36.51	0.04M	26.98	0.04M	-32.10	0.02M	35.81	0.02M

Effectiveness of Promo Type and Category



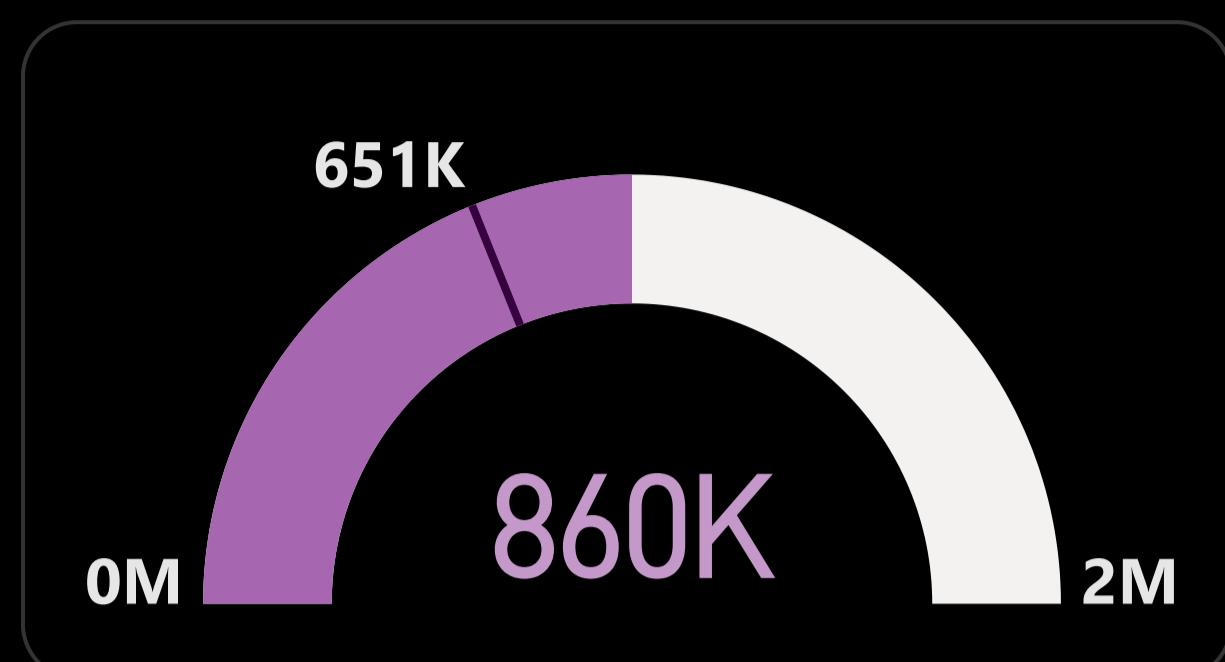
Sales After Promo by Categories



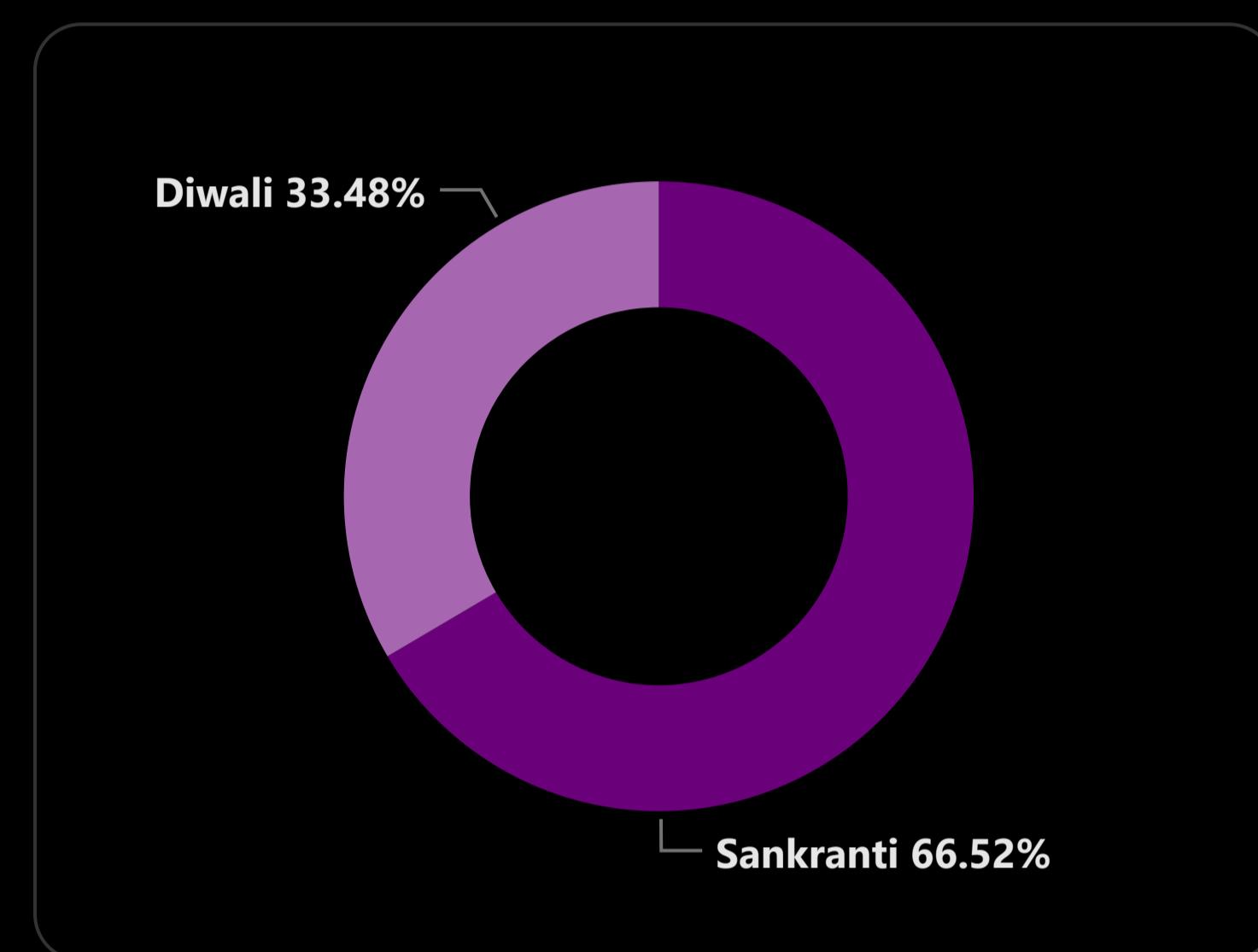


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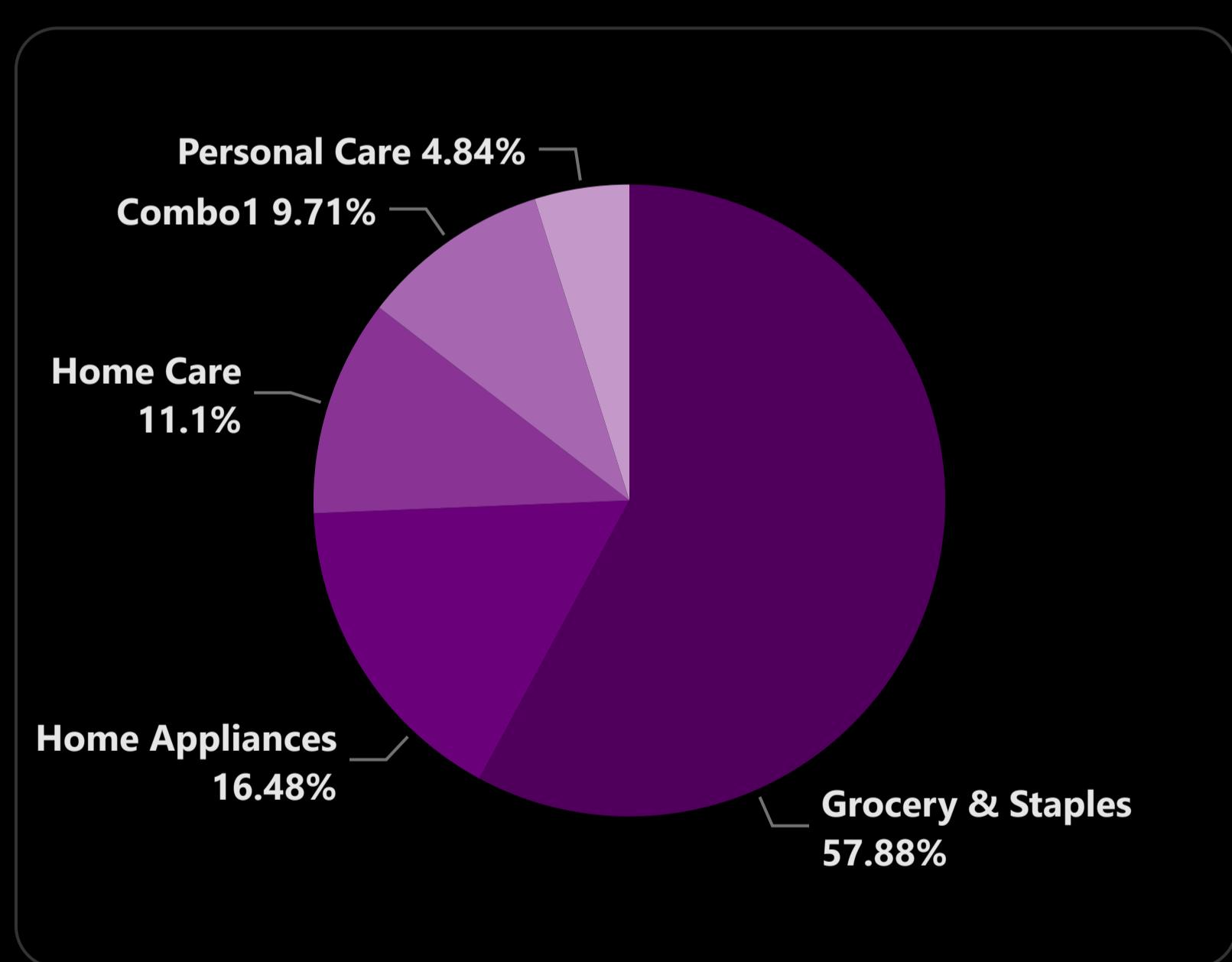
Quick Overview on Sales



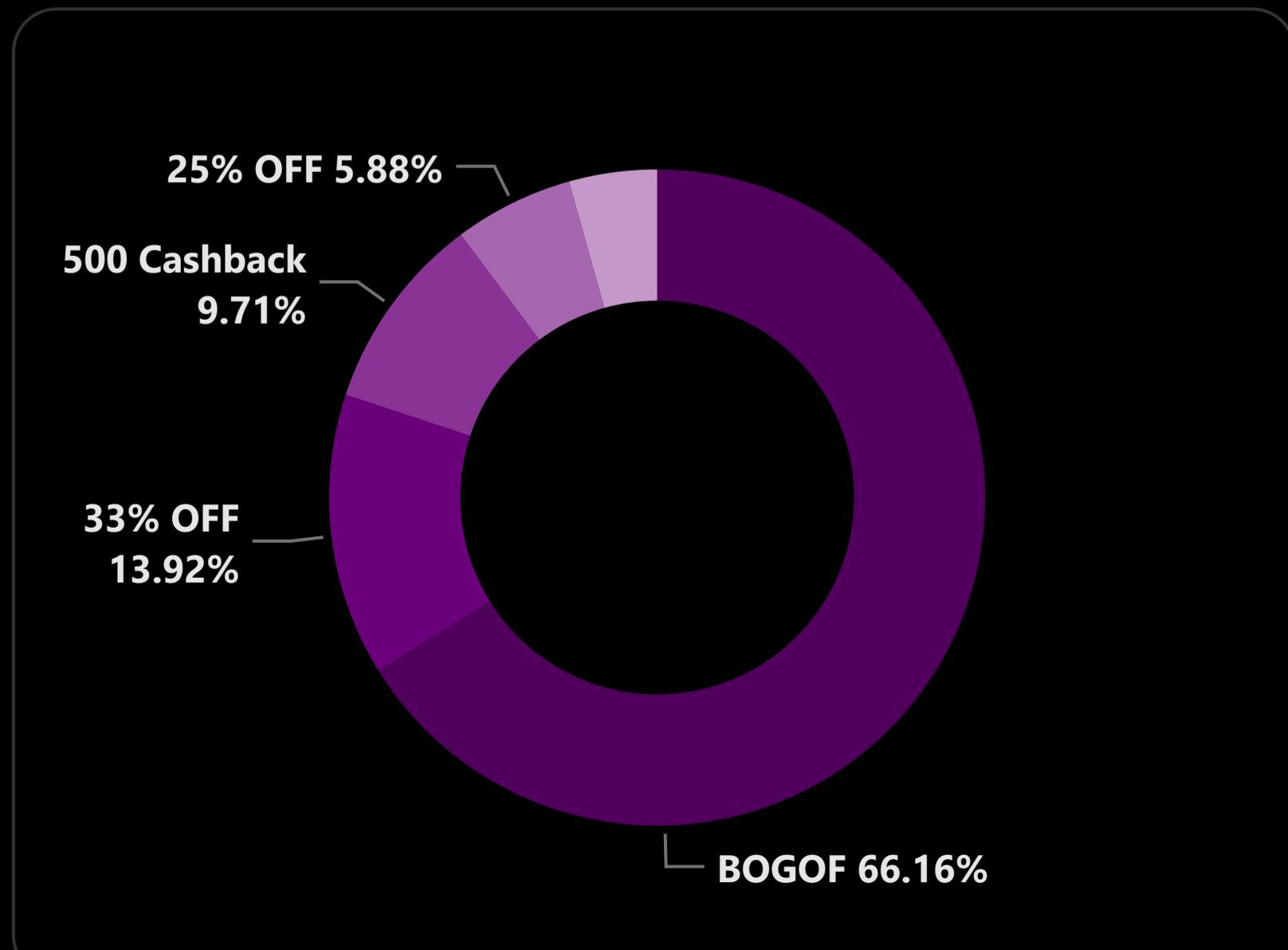
After implementing the campaign, sales witnessed a remarkable 75% increase, with quantity sold before totaling 209K and experiencing a substantial surge to 651K after the promotion.



The Sankranti campaign outperformed Diwali in terms of sales, with Sankranti accounting for 66.52% of total sales, while Diwali contributed 33.48%.



Category-wise sales reveal that Grocery and Staples exhibit strong performance, accounting for 57.88% of total sales. Conversely, Personal Care shows lower performance at 4.84%. Other categories, including Home Appliances, Home Care, and Combo1, contribute 16.48%, 11.1%, and 9.71% respectively, indicating varied levels of success across different product categories.



In terms of promotional effectiveness, the BOGOF offer stands out with a remarkable 66.16% of total sales, followed by a 33% OFF discount at 13.92%, and a 500 cashback offer at 9.71%. Offers of 25% OFF and 50% OFF off lag behind, comprising only 5.88% and 4.33% of sales, respectively. However, it's important to note that the success of these promotions is also influenced by factors such as product quality and variety.

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