



AtliQ Mart Festive Sales Analytics



Store Performance Overview

This page provides insights on revenue metrics, sales trends, and store performance.



Finance View

This page provides a comprehensive view of sales, revenue, and promotional insights for informed decision-making.

STORE PERFORMANCE

FILTERS

CAMPAIGN

Diwali

Sankranti

SELECT CITY

All

PROMO TYPE

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

Abbreviations

IR = Incremental Revenue

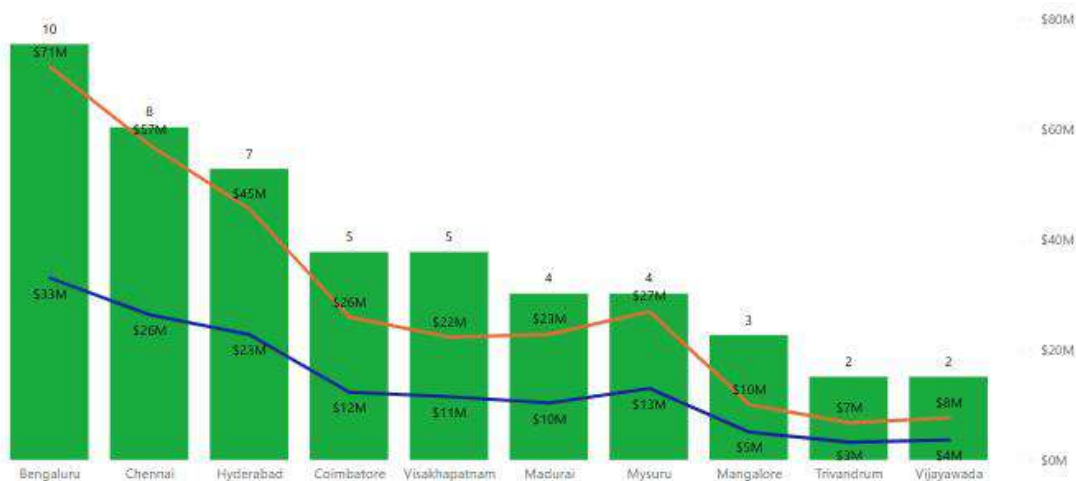
ISU = Incremental Sold Units

BOGOF = Buy One Get One Free

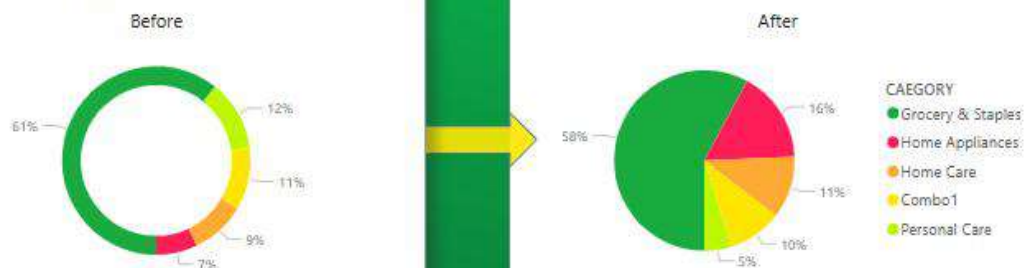
By : KRITHESH

 **\$141M**
Revenue Before **\$296M**
Revenue After **110.10%**
IR % **\$147M**
Total Discounts

Citywise Revenue Analysis



Category Sales Dynamics



Store Metrics Overview

store_id	Qty Before	Qty After	ISU	ISU %
STMLR-0	2537	6515	3978	
STTRV-1	2373	7445	5072	
STTRV-0	2460	7766	5306	
STMLR-1	2403	7884	5481	
STVSK-3	3339	7892	4553	
STVJD-1	2592	7894	5302	
STMLR-2	2589	7963	5374	
STVSK-4	3504	8492	4988	
STVJD-0	2705	8575	5870	
STCBE-4	3672	9614	5942	
STVSK-2	3310	10991	7681	
STMYS-2	4614	11097	6483	
STMDU-1	3541	11237	7696	
STVSK-0	3411	11263	7852	
STMYS-0	4445	11764	6769	



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58K

Qty Sold Before



431K

Qty Sold After



\$26M

Revenue Before



\$95M

Revenue After



69.32M

IR

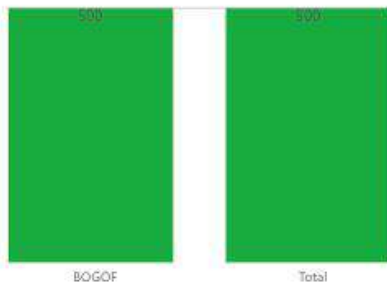
Revenue Trends by Stores

store_id	Qty Before	Qty After	Revenue Before	Revenue After	Total Discounts	IR	IR %	ISU	ISU %
STBLR-7	1K	12K	\$1M	\$3M	\$3M	2M	317%	11K	745%
STBLR-6	1K	12K	\$1M	\$3M	\$3M	2M	313%	10K	720%
STCHE-7	1K	12K	\$1M	\$3M	\$3M	2M	324%	11K	745%
STCHE-6	1K	11K	\$1M	\$3M	\$3M	2M	281%	10K	671%
STCHE-4	1K	11K	\$1M	\$3M	\$3M	2M	318%	10K	747%
STMYS-1	1K	12K	\$1M	\$3M	\$3M	2M	322%	10K	746%
STCHE-3	1K	11K	\$1M	\$3M	\$3M	2M	308%	10K	750%

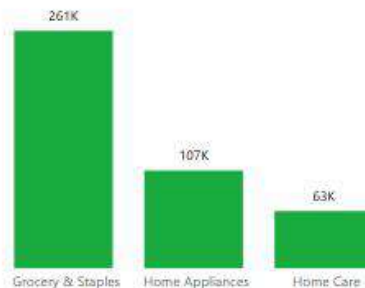
Product Performance by Campaign and Promotion

Product Name	Campaign Name	Promo Type	Qty Sold	Revenue	IR %	ISU %
Atliq_Curtains	Diwali	BOGOF	18428	\$2,764K	244%	588%
Atliq_Curtains	Sankranti	BOGOF	14206	\$2,131K	271%	643%
Atliq_Double_Bedsheet_set	Diwali	BOGOF	14488	\$8,620K	243%	585%
Atliq_Double_Bedsheet_set	Sankranti	BOGOF	15628	\$9,299K	274%	648%
Atliq_Farm_Chakki_Atta (1KG)	Sankranti	BOGOF	138...	\$25,560K	275%	650%
Atliq_High_Glo_15W_LED_Bulb	Diwali	BOGOF	22106	\$3,869K	244%	588%
Atliq_High_Glo_15W_LED_Bulb	Sankranti	BOGOF	37750	\$6,606K	275%	650%

Promotype Frequency



Sales Distribution by Category



Revenue Distribution by Category

