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# Analysis of sales and promotions for AtliQ Mart

- ➔ AtliQ Mart is a retail giant with over 50 supermarkets in southern region of India
- ➔ All their 50 stores ran a massive promotions during Diwali 2023 and Sankranti 2024 on their AtliQ branded product
- ➔ Now the sales Director Bruce Hariyali wants to understand which promotions did well and which did not
- ➔ So that this report built to help sales Director so that they can make informed decisions for their next promotional period.



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# Analysis of sales and promotions for AtliQ Mart

## 489M

Total revenue

## 645K

Total quantity

## 147%

Incremental Revenue

## 108%

Incremental Sold Units

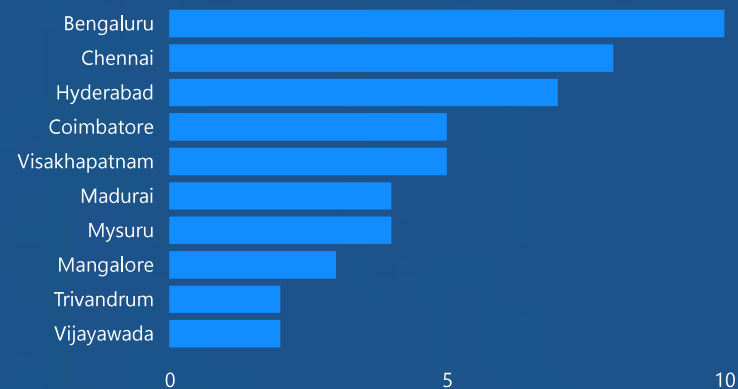
store_id	Incremental Revenue
STBLR-0	181%
STBLR-6	177%
STBLR-7	183%
STCBE-2	181%
STCHE-3	177%
STCHE-4	178%
STCHE-7	184%
STMDU-0	181%
STMYS-1	182%
STMYS-3	178%

store_id	Incremental Sold Units
STBLR-1	78%
STCBE-4	80%
STCHE-1	67%
STHYD-1	66%
STHYD-3	81%
STMLR-0	77%
STMYS-0	74%
STMYS-2	74%
STVSK-3	66%
STVSK-4	70%

Campaign_name	Revenue before promo	Revenue after promo
Diwali	82573759	207456209
Sankranti	58127429	140403941

Campaign_name	Total_quantity_bp	Total quantity after promo
Diwali	110319	183404
Sankranti	98731	252069

Count of stores by city



city

All

promo\_type

All

category

All

Campaign\_name

☐ Diwali☐ Sankranti

store\_id

All

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# Analysis of sales and promotions for AtliQ Mart



435K

Total quantity after promo

348M

Revenue after promo

207M

0M

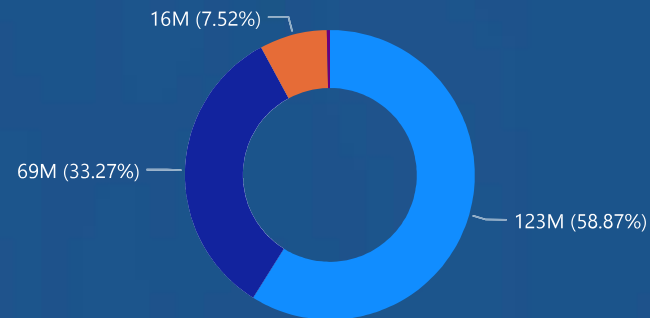
414M

108%

0%

100%

Discount by promo\_type



city

All

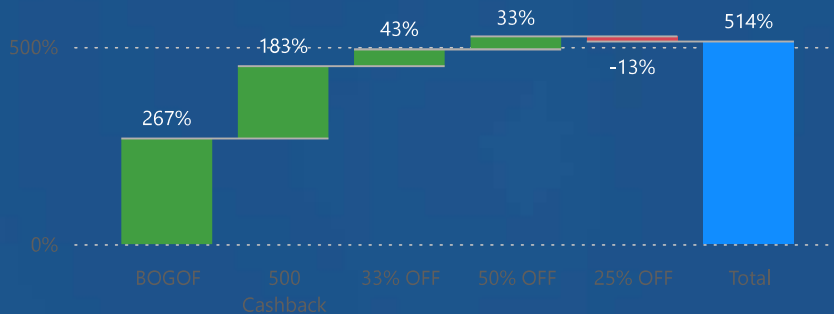
promo\_type

All

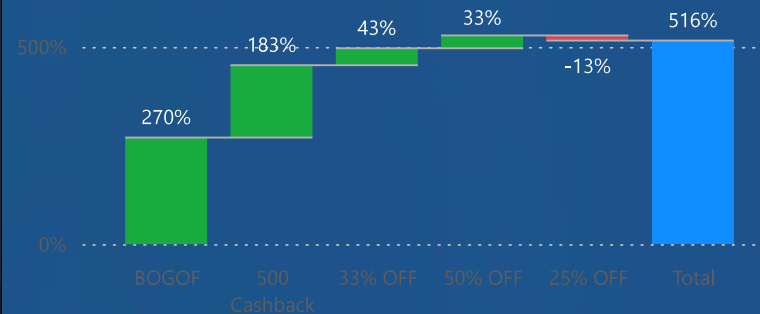
category

All

Incremental Revenue by promo\_type



Incremental Sold Units by promo\_type





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# Analysis of sales and promotions for AtliQ Mart

207M

Discount

209K

Total\_quantity\_bp

435K

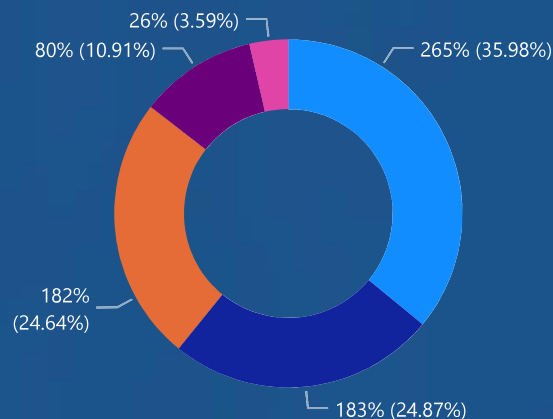
Total quantity after promo

product_name	Campaign_name	Total quantity
Atliq_Masoor_Dal (1KG)	Diwali	33300
Atliq_Masoor_Dal (1KG)	Sankranti	30081
Atliq_Scrub_Sponge_For_Dishwash	Diwali	8787
Atliq_Scrub_Sponge_For_Dishwash	Sankranti	1960
Atliq_Sonamasuri_Rice (10KG)	Diwali	38969
Atliq_Sonamasuri_Rice (10KG)	Sankranti	51547
Atliq_Suflower_Oil (1L)	Diwali	28345

product_name	Sum of base_price	promo_type
Atliq_Curtains	30000	BOGOF
Atliq_Double_Bedsheet_set	119000	BOGOF
Atliq_Farm_Chakki_Atta (1KG)	18500	BOGOF
Atliq_High_Glo_15W_LED_Bulb	35000	BOGOF
Atliq_Suflower_Oil (1L)	10000	BOGOF
Atliq_waterproof_Immersion_Rod	102000	BOGOF

product_name	category	Incremental Revenue
Atliq_Curtains	Home Care	255%
Atliq_Double_Bedsheet_set	Home Care	258%
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	263%
Atliq_Home_Essential_8_Product_Combo	Combo1	183%
Atliq_waterproof_Immersion_Rod	Home Appliances	266%

Incremental Revenue by category



city

All

promo\_type

All

category

All

Campaign\_name

☐ Diwali☐ Sankranti

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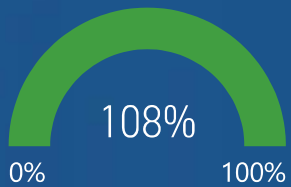
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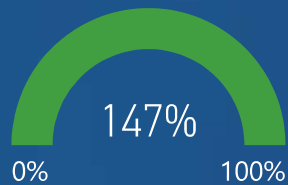
# Analysis for sales and promotions for AtliQ Mart



## Incremental Sold Units



## Incremental Revenue



348M

Revenue after promo

435K

Total quantity after promo

city

All

promo\_type

All

category

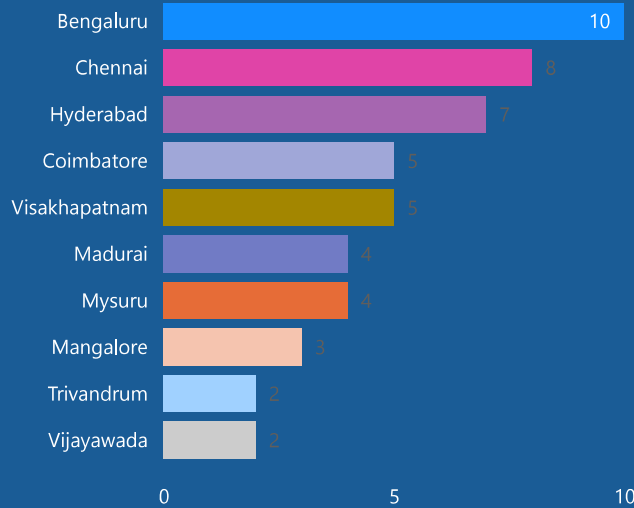
All

Campaign\_name

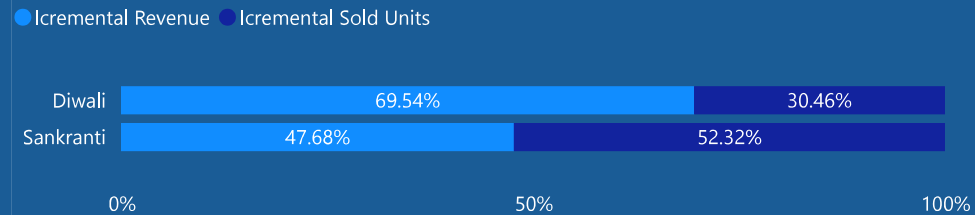
☐ Diwali

☐ Sankranti

## Count of stores by city



## Incremental Revenue and Incremental Sold Units by Campaign\_name



category	Incremental Revenue	Incremental Sold Units	Total revenue	Total quantity
Combo1	183%	183%	256437000	85479
Grocery & Staples	80%	94%	148607812	373314
Home Appliances	265%	264%	44116610	68326
Home Care	182%	107%	33801160	60596
Personal Care	26%	25%	5598756	56808

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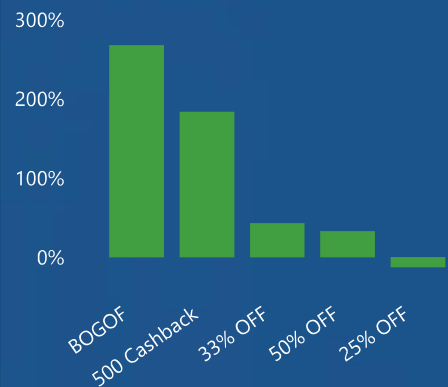
Promotion type  
analysis

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category

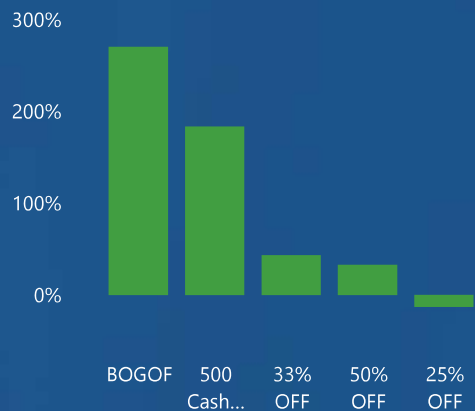
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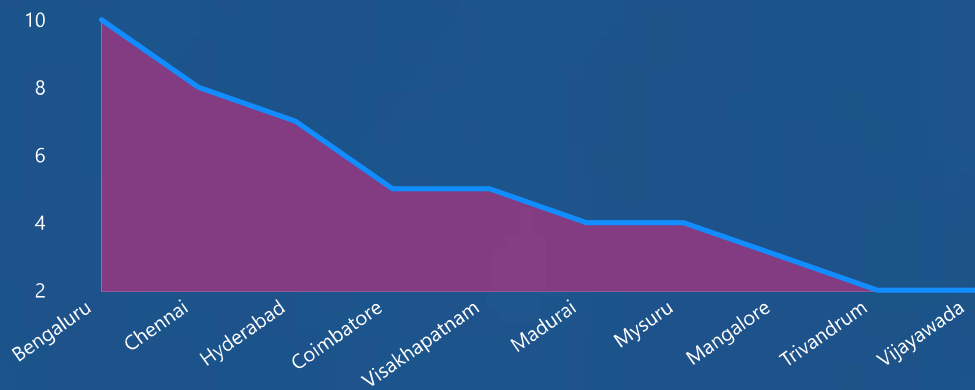
Incremental Revenue by promo\_type



Incremental Sold Units by promo\_type



Count of store\_id by city



Incremental Sold Units, Total quantity after promo and Total\_quantity\_bp by promo\_type

