

Store Performance

[Home](#)[Store](#)[Promotion](#)[Product & Category](#)

IR

207M

ISU

226K

Avg IR per Store

4.14M

Promo Type

All

Category

All

City

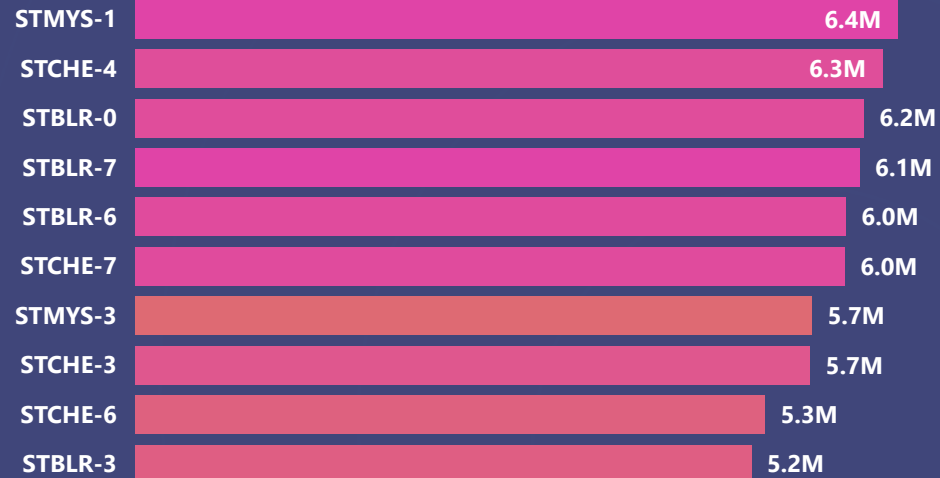
All

Campaign

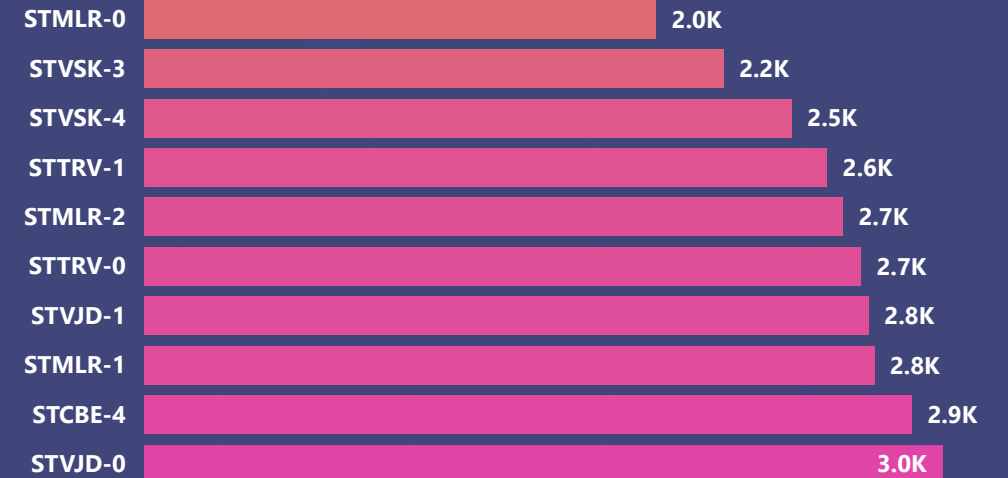
Diwali

Sankranti

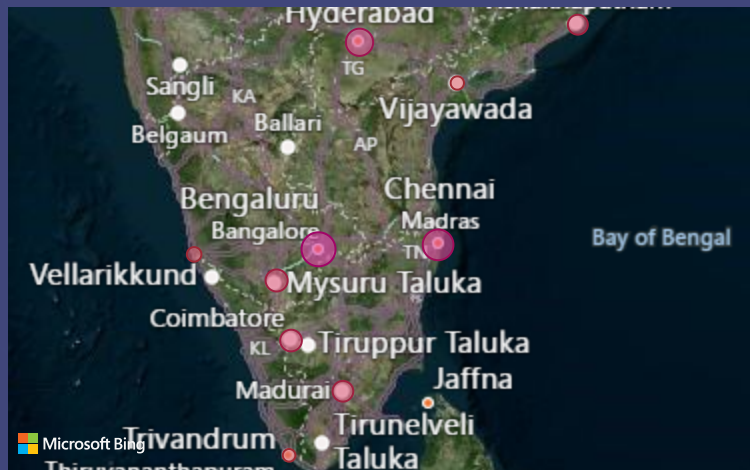
Top 10 Stores by Incremental Revenue (IR)



Bottom 10 Stores by Incremental Sold Units (ISU)



Store Performance by City



Performance by Sold Unit

city	store_id	campaign_name	IR	ISU	% Increase in Units Sold
Bengaluru	STBL...	Sankranti	2303579	4383	191.98%
Chennai	STCH...	Sankranti	2395945	4431	189.68%
Coimbatore	STCB...	Sankranti	1867078	3560	189.16%
Bengaluru	STBL...	Sankranti	2500078	4547	187.43%
Mysuru	STMY...	Sankranti	2598632	4560	187.35%
Madurai	STM...	Sankranti	1850585	3098	185.84%
Chennai	STCH...	Sankranti	2323872	4106	183.30%
Bengaluru	STBL...	Sankranti	2511444	4352	181.94%
Chennai	STCH...	Sankranti	2345887	4188	178.88%

Promotion Analysis

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Total IR by Promo

207M

Total ISU by Promo

226K

Max IR Promo Type

123M

Promo Type

All

Category

All

City

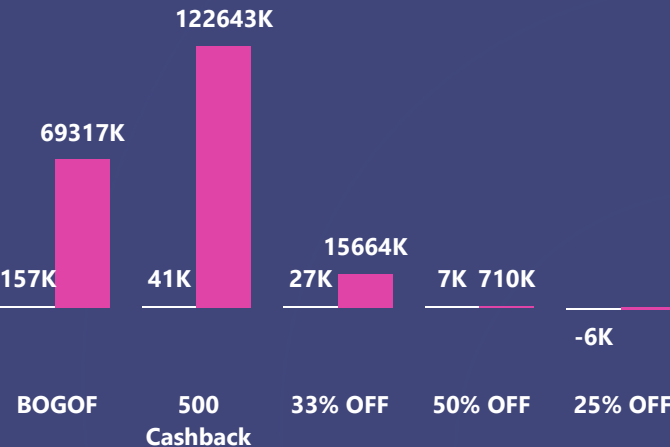
All

Campaign

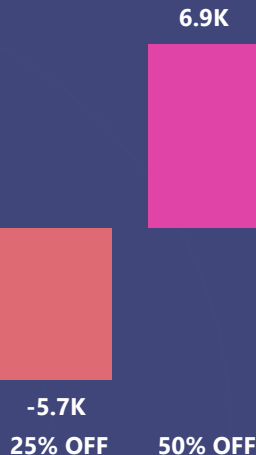
Diwali

Sankranti

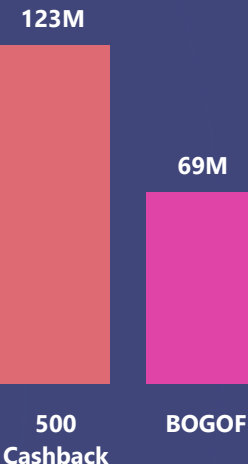
ISU and IR by promo_type



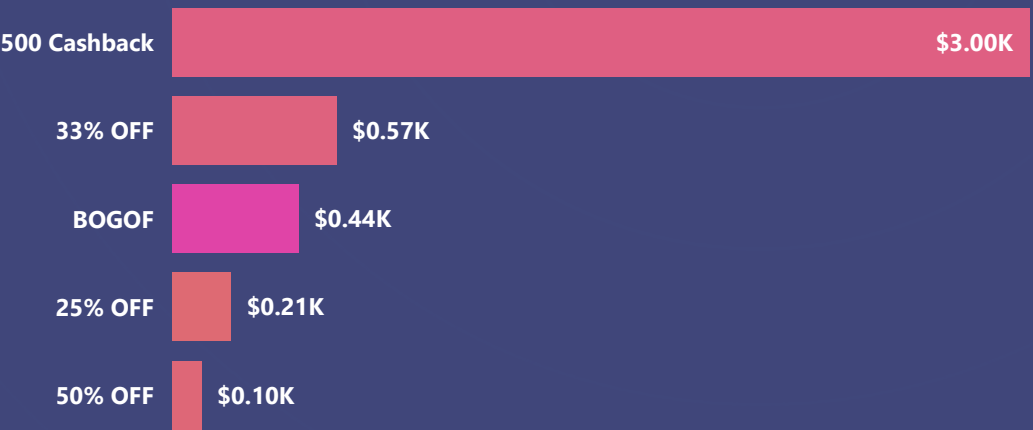
ISU by promo_type



IR by promo_type



Revenue Per Unit by Promo Type



Promotion Details

promo_type	ISU	Margin Impact
500 Cashback	40881	103,689,000.00
BOGOF	157073	59,792,568.00
33% OFF	27255	10,443,736.80
50% OFF	6931	422,366.50
25% OFF	-5717	-1,974,724.30

Product & Category Analysis

[Home](#)[Store](#)[Promotion](#)[Product & Category](#)

Promo Type

All

Category

All

City

All

Campaign

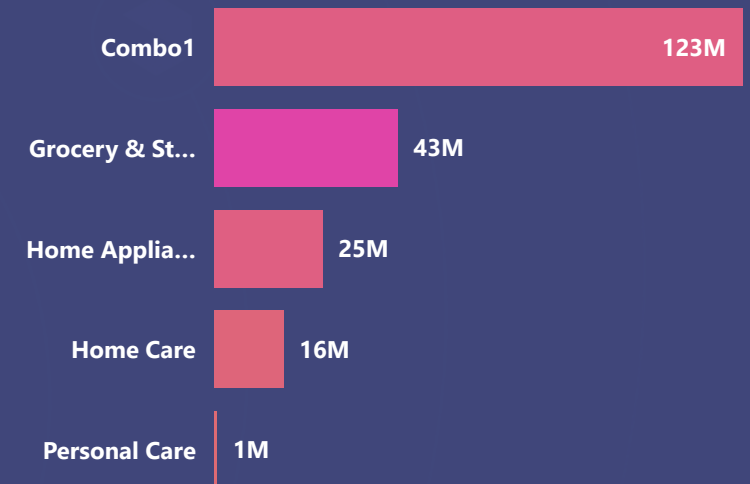
Diwali

Sankranti

Product-Level Analysis (Top/Bottom Performers)

product_name	IR	ISU	Sum of base_price
Atliq_Suflower_Oil (1L)	8711196	43169	17800
Atliq_Scrub_Sponge_For_Dishwash	-42735	-777	5500
Atliq_Masoor_Dal (1KG)	1943772	11301	17200
Atliq_Lime_Cool_Bathing_Bar (125GM)	158844	2562	6200
Atliq_High_Glo_15W_LED_Bulb	7589050	21683	35000
Atliq_Fusion_Container_Set_of_3	-305025	-735	41500
Atliq_Doodh_Kesar_Body_Lotion (200ML)	335350	1765	19000
Atliq_Curtains	3517500	11725	30000
Atliq_Cream_Beauty_Bathing_Soap (125GM)	89520	1317	5750
Atliq_Body_Milk_Nourishing_Lotion (120ML)	70560	556	10000

IR by category



Correlation Between Category & Promo Type

promo_type category	25% OFF		33% OFF		50% OFF		500 Cashback		BOGOF	
	IR	ISU	IR	ISU	IR	ISU	IR	ISU	IR	ISU
Combo1							122643000	40881		
Grocery & Staples	-771754	-3474	15664212	27255					27731650	95593
Home Appliances									25150390	38900
Home Care									16434950	22580
Personal Care					335350	1765				
Total	-771754	-3474	15664212	27255	335350	1765	122643000	40881	69316990	157073

ISU by category

