

Promotions

City Analysis

Store & Product Analysis

Dashboard

**HAPPY
DIWALI**
FESTIVAL OF LIGHTS



Happy
MAKAR
SANKRANTI



Home

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Promotions Revenue Impact Dashboard

- This dashboard offers a strategic analysis of promotional performance for the Diwali and Sankranti festivals, focusing on revenue generation pre- and post-discount implementation.
- It highlights the effectiveness of discounts and offers, providing insights into total revenue impact, percentage growth attributed to promotions, and shifts in customer purchasing behavior.
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Campaign

All

City

All

Category

All

Promo Type

All

Product Name

All

Revenue

140.7M

before promo

248.0M

after promo

76.2

Growth

Average Order Value (AOV)

93.8K

before promo

165.3K

after promo

76.2

Growth

Orders/Volume

209K

before promo

435K

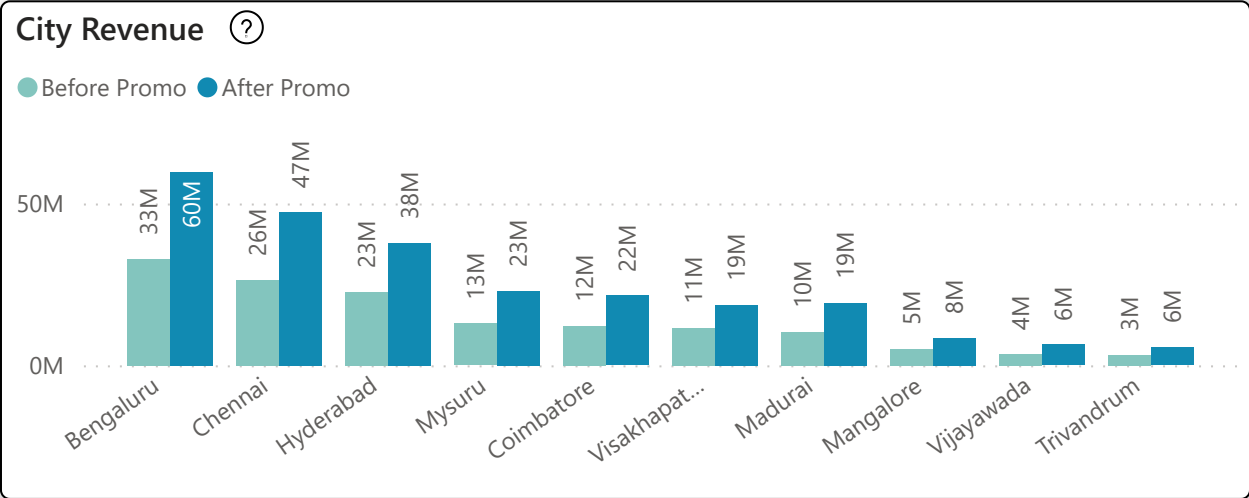
after promo

108.31

Growth

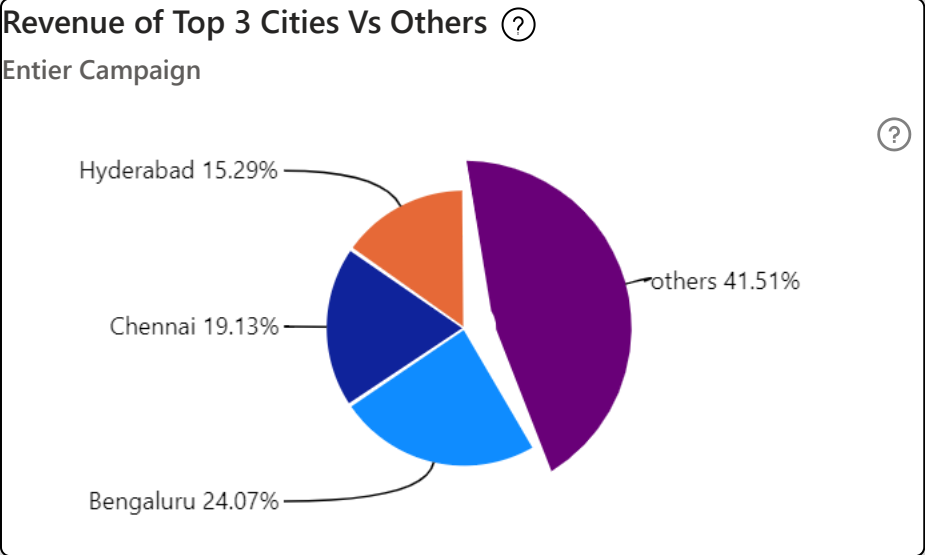
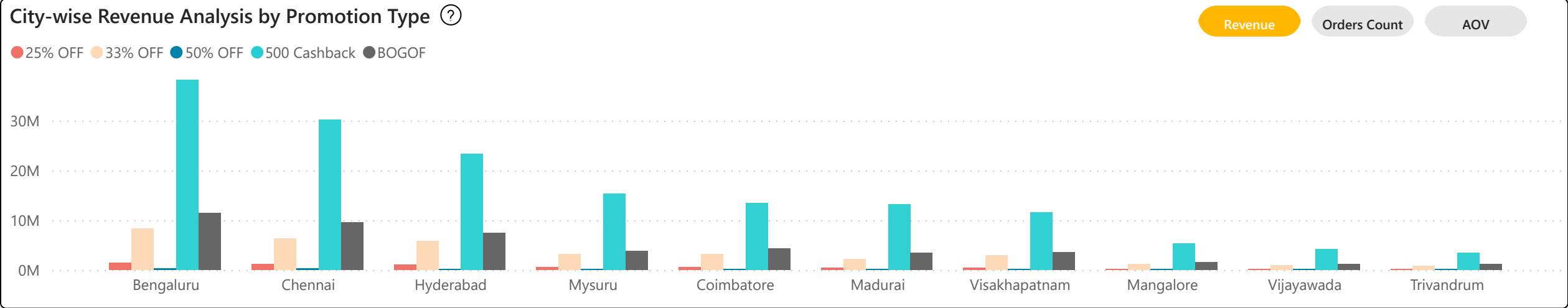
ROI

395.97%



Revenue by Campaign after promo

city	Diwali	Sankranti
Bengaluru	38.6M	21.1M
Chennai	30.5M	17.0M
Hyderabad	24.4M	13.5M
Mysuru	15.3M	7.7M
Coimbatore	13.6M	8.0M
Madurai	12.7M	6.6M
Visakhapatnam	11.9M	6.8M
Total	160.3M	87.7M



Top 3 Products by City

City	Category	Product Name	Revenue	AOV	Revenue Contribution
Bengaluru	Combo1	Atliq_Home_Essential_8_Product_Combo	38.1M	1906.3K	24.14%
Bengaluru	Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	3.7M	184.9K	23.96%
Bengaluru	Grocery & Staples	Atliq_Sonamasuri_Rice (10KG)	7.2M	361.8K	23.59%
Chennai	Combo1	Atliq_Home_Essential_8_Product_Combo	30.2M	1887.7K	19.12%
Chennai	Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	3.0M	188.6K	19.55%
Chennai	Grocery & Staples	Atliq_Sonamasuri_Rice (10KG)	5.5M	345.2K	18.01%
Coimbatore	Combo1	Atliq_Home_Essential_8_Product_Combo	13.4M	1342.3K	8.50%
Coimbatore	Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	1.5M	148.2K	9.60%

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Campaign

All

City

All

Category

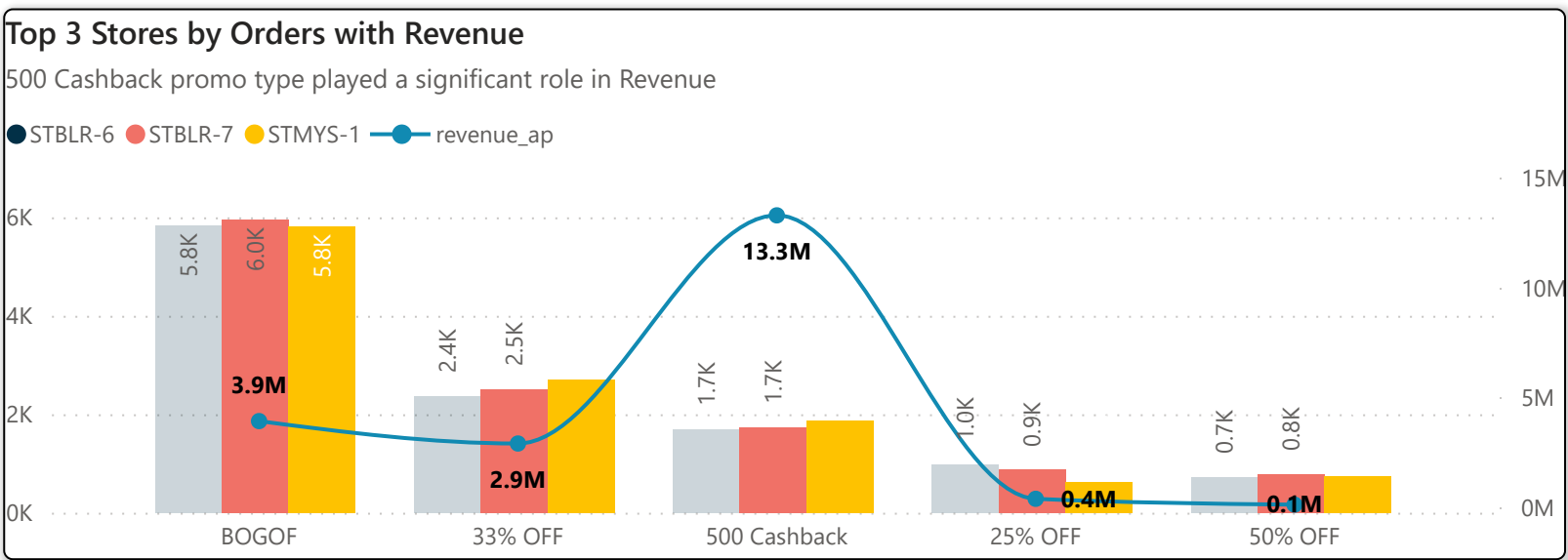
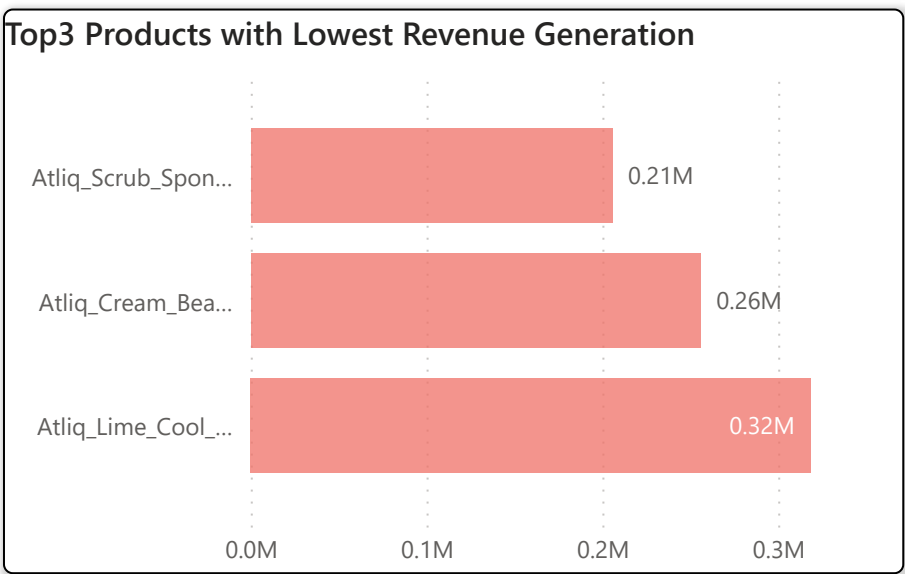
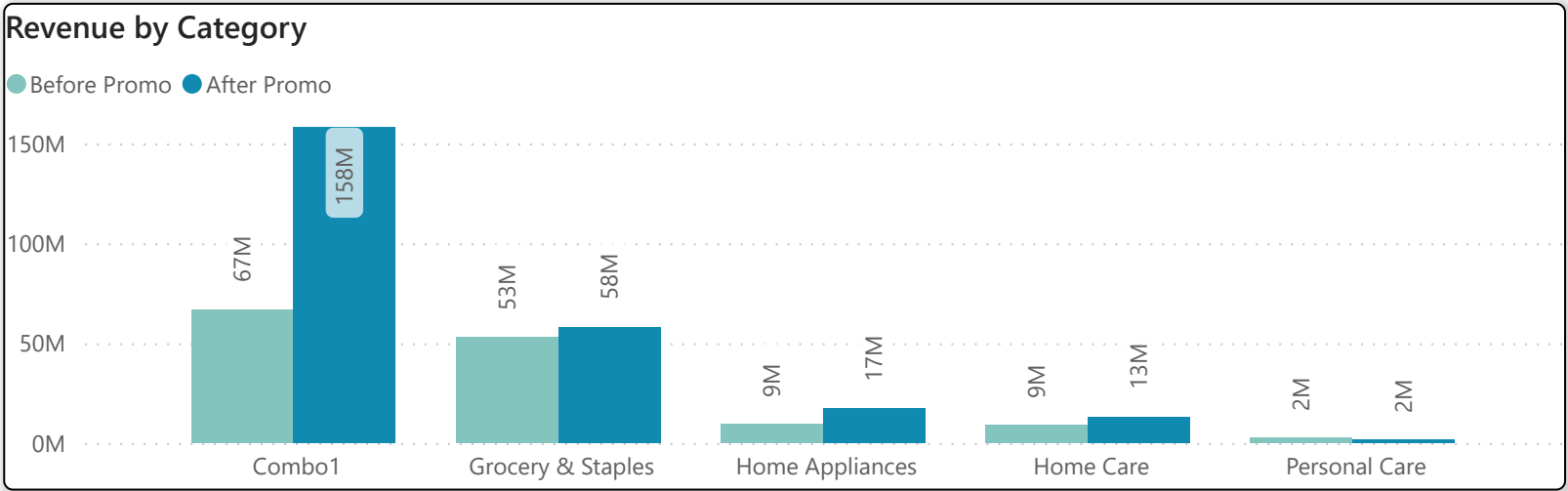
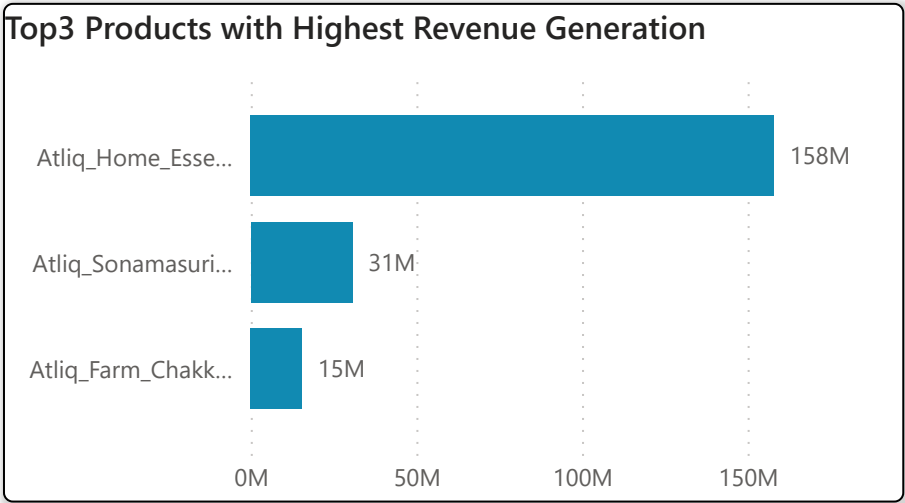
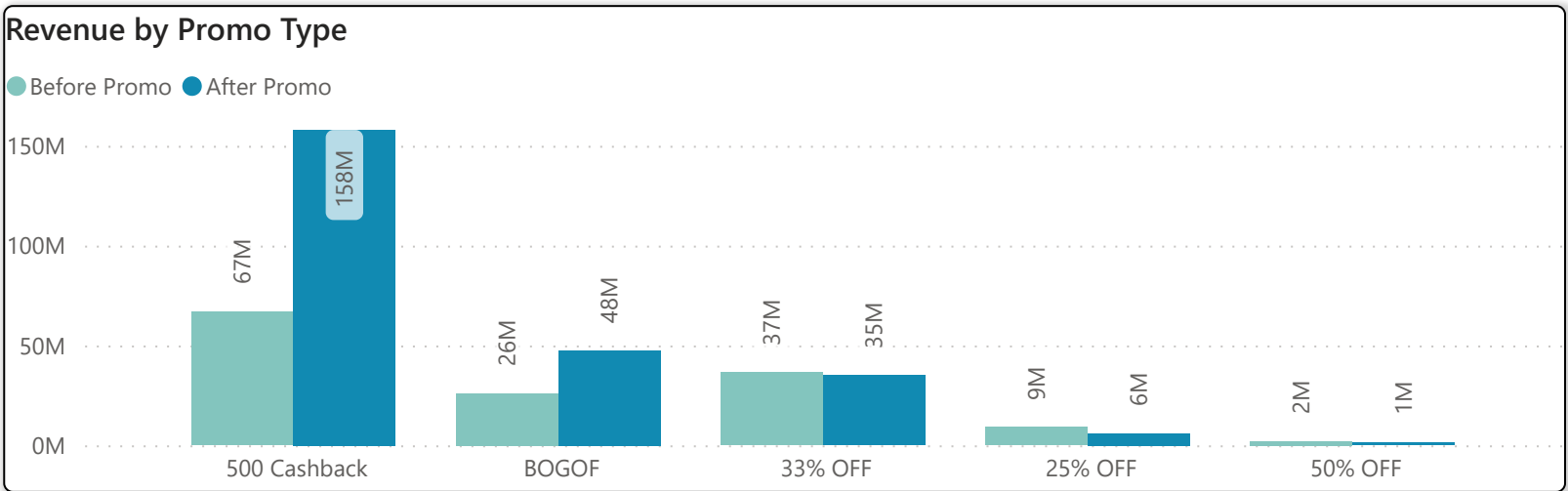
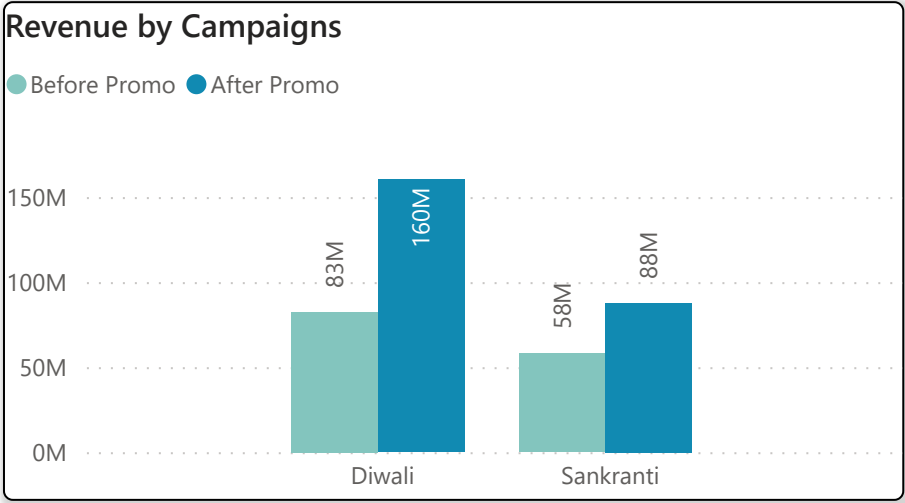
All

Promo Type

All

Product Name

All



Revenue & Orders Breakdown by City, Store & Products										
City	Store_id	Category	Product_code	Product_name	Revenue Before Promo	Revenue After Promo	Revenue Lift	Orders Before Promo	Orders After Promo	Orders Lift
Bengaluru	STBLR-0	Combo1	P15	Atliq_Home_Essential_8_Product_Combo	1734.0K	4720.0K	172.2	578	1888	226.64
Bengaluru	STBLR-0	Grocery & Staples	P01	Atliq_Masoor_Dal (1KG)	97.5K	94.5K	-3.1	567	820	44.62
Bengaluru	STBLR-0	Grocery & Staples	P02	Atliq_Sonamasuri_Rice (10KG)	699.2K	661.5K	-5.4	813	1148	41.21
Bengaluru	STBLR-0	Grocery & Staples	P03	Atliq_Suflower_Oil (1L)	138.8K	212.8K	53.2	773	2074	168.31
Bengaluru	STBLR-0	Grocery & Staples	P04	Atliq_Farm_Chakki_Atta (1KG)	269.8K	446.2K	65.4	802	2360	194.26
Bengaluru	STBLR-0	Home Appliances	P13	Atliq_High_Glo_15W_LED_Bulb	70.7K	141.8K	100.5	202	810	300.99
Bengaluru	STBLR-0	Home Appliances	P14	Atliq_waterproof_Immersion_Rod	129.5K	264.2K	103.9	127	518	307.87
Bengaluru	STBLR-0	Home Care	P05	Atliq_Scrub_Sponge_For_Dishwash	8.9K	5.6K	-36.6	161	136	-15.53
Bengaluru	STBLR-0	Home Care	P06	Atliq_Fusion_Container_Set_of_3	51.9K	33.9K	-34.6	125	109	-12.80
Bengaluru	STBLR-0	Home Care	P07	Atliq_Curtains	32.7K	65.3K	99.5	109	435	299.08
Bengaluru	STBLR-0	Home Care	P08	Atliq_Double_Bedsheet_set	110.7K	223.7K	102.2	93	376	304.30
Bengaluru	STBLR-0	Personal Care	P09	Atliq_Body_Milk_Nourishing_Lotion (120ML)	13.4K	8.8K	-34.8	132	149	12.88
Total					140701.2K	247984.5K	76.2	209050	435473	108.31

