



AtliQ Mart sales dashboard

Diwali

Sankranti

Filter by city

Bengaluru

Chennai

Coimbatore

Hyderabad

Madurai

Mangalore

Mysuru

Trivandrum

Vijayawada

Visakhapat...

Total IR

207M

Total IR %

108.3%

Total ISU

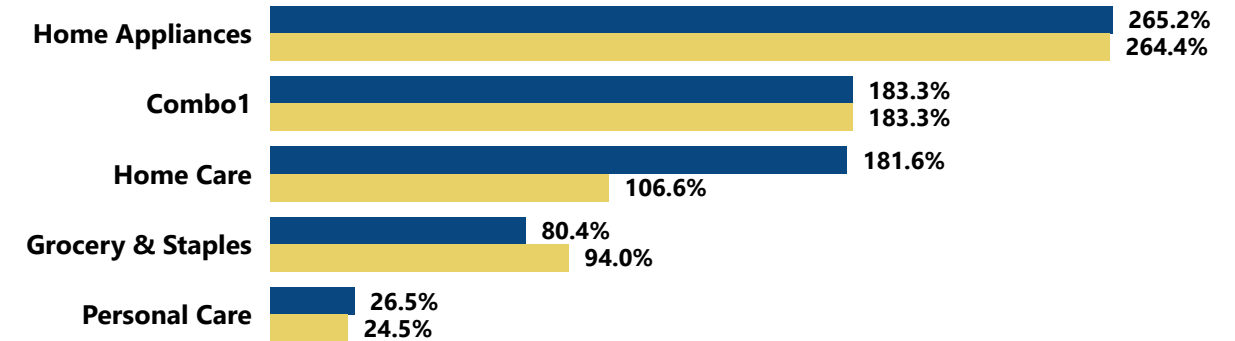
226K

Total ISU %

147.2%

IR & ISU by category

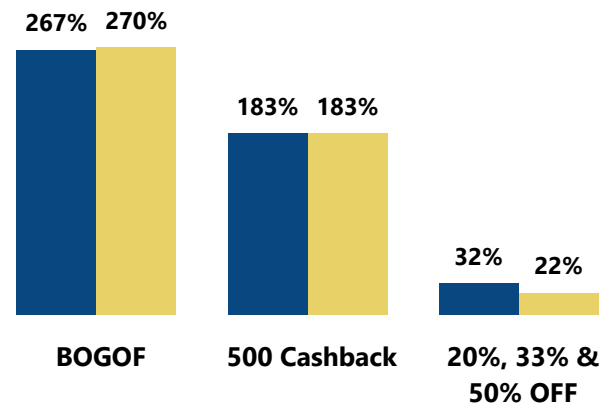
● IR % ● ISU %



IR%

IR & ISU by promo

● IR % ● ISU %



Top 10 stores by IR %

city	store_id	IR %
Chennai	STCHE-7	184.1%
Bengaluru	STBLR-7	182.5%
Mysuru	STMYS-1	182.2%
Madurai	STMDU-0	181.1%
Bengaluru	STBLR-0	181.1%
Coimbatore	STCBE-2	180.9%
Chennai	STCHE-4	177.6%
Mysuru	STMYS-3	177.5%
Chennai	STCHE-3	177.1%
Bengaluru	STBLR-6	176.5%

Top 10 stores by ISU %

city	store_id	ISU %
Mysuru	STMYS-1	139.7%
Coimbatore	STCBE-2	138.7%
Bengaluru	STBLR-7	137.0%
Madurai	STMDU-0	131.7%
Chennai	STCHE-7	131.6%
Bengaluru	STBLR-0	131.4%
Bengaluru	STBLR-6	130.7%
Chennai	STCHE-4	126.7%
Chennai	STCHE-3	125.3%
Coimbatore	STCBE-0	124.9%

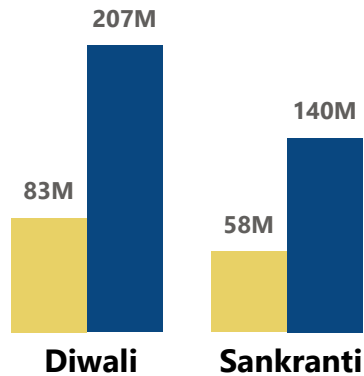
ISU -> Incremental Sold Unit | IR -> Incremental Revenue



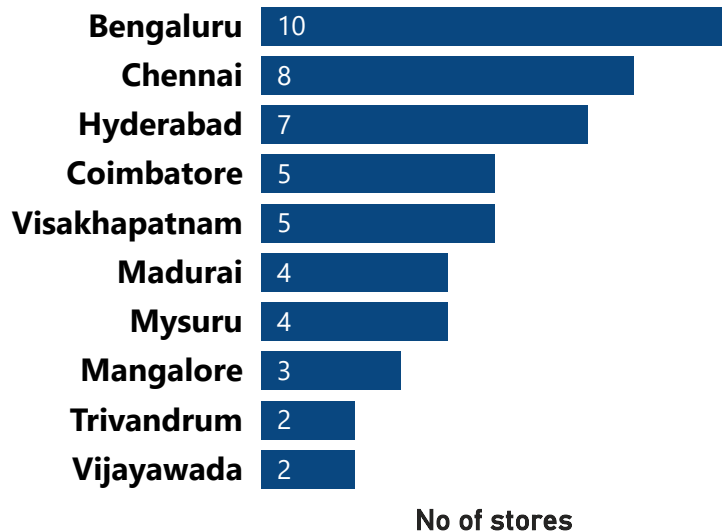
Ad-hoc analysis

Revenue by campaign

● rev_before_promo ● rev_after_promo



City with most stores



Top 5 products by IR%

product_name	category	IR % ▼
Atliq_waterproof_Immersion_Rod	Home Appliances	266.2
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	263.0
Atliq_Double_Bedsheet_set	Home Care	258.3
Atliq_Curtains	Home Care	255.3
Atliq_Home_Essential_8_Product_Combo	Combo1	183.3

Top 5 category by ISU%

category	ISU %	category_rank ▲
Home Appliances	244.2	1
Combo1	202.4	2
Home Care	79.6	3
Personal Care	31.1	4
Grocery & Staples	18.0	5

High value products

product_name	base_price ▼	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF