

Select Campaign

Diwali

Sankranti

Select Promotion Type

All

Select Category

All

Select City

All

Incremental Revenue (IR)

154.91M

IR %

110.10%

Incremental Sold Units

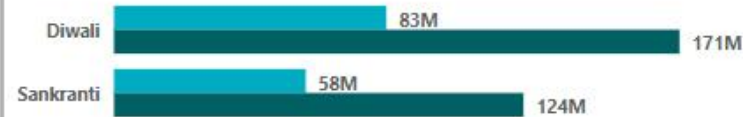
442K

ISU %

211.28%

Revenue Generated Before and After Promotion

● Revenue Before Promotion ● Revenue After Promotion

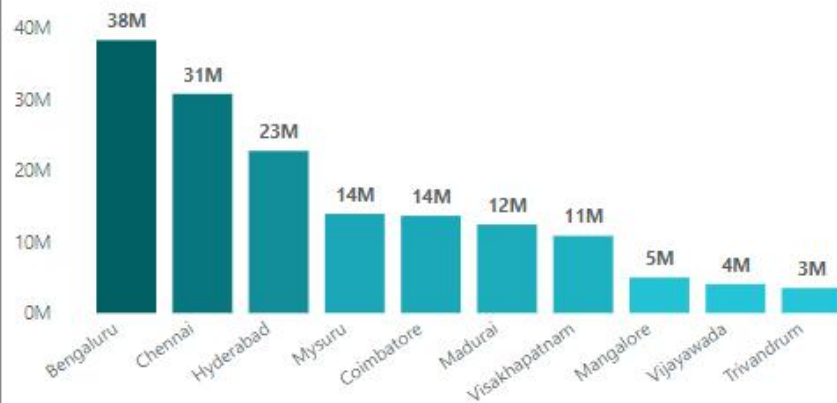


Quantity Sold Before and After Promotion

● Quantity Sold Before Promotion ● Quantity Sold After Promotion



Incremental Revenue by City



TOP 10 Stores by IR

Store	City	IR
STMYS-1	Mysuru	4.92M
STCHE-4	Chennai	4.83M
STBLR-0	Bengaluru	4.76M
STBLR-7	Bengaluru	4.72M
STCHE-7	Chennai	4.65M
STBLR-6	Bengaluru	4.61M
STCHE-3	Chennai	4.41M
STMYS-3	Mysuru	4.40M
STCHE-6	Chennai	4.04M
STBLR-3	Bengaluru	3.94M

Bottom 10 Stores by ISU

Store	City	ISU
STMLR-0	Mangalore	3978
STVSK-3	Visakhapatnam	4553
STVSK-4	Visakhapatnam	4988
STTRV-1	Trivandrum	5072
STVJD-1	Vijayawada	5302
STTRV-0	Trivandrum	5306
STMLR-2	Mangalore	5374
STMLR-1	Mangalore	5481
STVJD-0	Vijayawada	5870
STCBE-4	Coimbatore	5942

IR : Incremental Revenue

ISU : Incremental Sold Units

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Revenue Before Promotion

140.70M

Revenue After Promotion

295.61M

Incremental Revenue (IR)

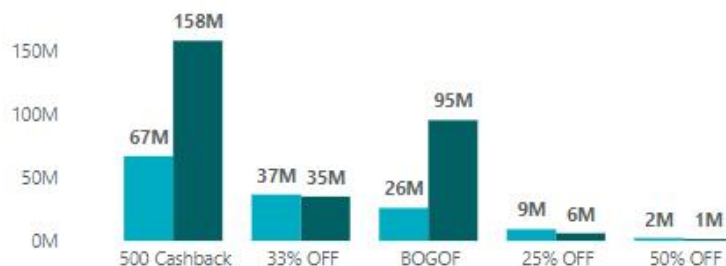
154.91M

Incremental Sold Units

442K

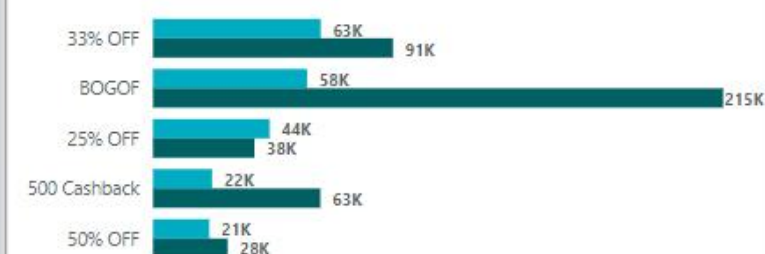
Revenue Generated Before and After Promotion

Revenue Before Promotion Revenue After Promotion



Quantity Sold Before and After Promotion

Quantity Sold Before Promotion Quantity Sold After Promotion



Revenue Before and After Promotion by City

City Revenue Before Promotion Revenue After Promotion



Promotion

Campaign

IR

IR %

ISU

ISU %

BOGOF	Sankranti	53.48M	275.26%	313K	650.86%
BOGOF	Diwali	15.84M	243.71%	59K	587.57%
500 Cashback	Diwali	76.55M	151.97%	34K	202.36%
500 Cashback	Sankranti	14.50M	87.77%	7K	125.33%
33% OFF	Diwali	-0.13M	-0.79%	14K	47.90%
33% OFF	Sankranti	-1.44M	-6.94%	13K	38.89%
50% OFF	Sankranti	-0.16M	-30.66%	2K	38.64%
50% OFF	Diwali	-0.57M	-34.54%	5K	31.06%
25% OFF	Diwali	-2.81M	-34.14%	-5K	-12.07%
25% OFF	Sankranti	-0.36M	-38.76%	-1K	-18.33%

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ISU : Incremental Sold Units

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Top 3 Products

Product	IR	ISU
Atliq_Home_Essential_8_Product_Combo	91.05M	40881
Atliq_waterproof_Immersion_Rod	17.56M	40902
Atliq_Farm_Chakki_Atta (1KG)	17.36M	118030
Total	125.98M	199813

Bottom 3 Products

Product	IR	ISU
Atliq_Doodh_Kesar_Body_Lotion (200ML)	-0.33M	1765
Atliq_Fusion_Container_Set_of_3	-0.77M	-735
Atliq_Sonamasuri_Rice (10KG)	-1.39M	15954
Total	-2.49M	16984

IR : Incremental Revenue

ISU : Incremental Sold Units

category

IR

IR %

ISU

ISU %

Combo1	91.05M	136.11%	41K	183.33%
Atliq_Home_Essential_8_Product_Combo	91.05M	136.11%	41K	183.33%
Home Appliances	25.15M	265.21%	93K	628.78%
Atliq_waterproof_Immersion_Rod	17.56M	266.19%	41K	632.37%
Atliq_High_Glo_15W_LED_Bulb	7.59M	262.98%	52K	625.97%
Grocery & Staples	23.99M	45.28%	250K	196.61%
Atliq_Farm_Chakki_Atta (1KG)	17.36M	160.01%	118K	364.97%
Atliq_Suflower_Oil (1L)	8.19M	146.31%	104K	333.30%
Atliq_Masoor_Dal (1KG)	-0.18M	-3.92%	11K	43.40%
Atliq_Sonamasuri_Rice (10KG)	-1.39M	-4.33%	16K	42.79%
Home Care	15.55M	175.62%	52K	265.35%
Atliq_Double_Bedsheet_set	12.92M	258.27%	26K	616.54%
Atliq_Curtains	3.52M	255.34%	28K	610.67%
Atliq_Scrub_Sponge_For_Dishwash	-0.11M	-35.11%	-1K	-13.48%
Atliq_Fusion_Container_Set_of_3	-0.77M	-35.59%	-1K	-14.12%
Personal Care	-0.85M	-34.20%	6K	24.50%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	-0.14M	-35.00%	1K	20.64%
Atliq_Lime_Cool_Bathing_Bar (125GM)	-0.16M	-33.40%	3K	33.20%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	-0.22M	-35.95%	1K	9.35%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	-0.33M	-33.21%	2K	33.57%
Total	154.91M	110.10%	442K	211.28%