



AtliQ Mart Festive Sales Analytics



Store Performance Over view

This page provides insights on revenue metrics, sales trends, and store performance.



Finance View

This page provides a comprehensive view of sales, revenue, and promotional insights for informed decision-making.

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STORE PERFORMANCE

FINANCE

STORE PERFORMANCE

FILTERS

CAMPAIGN

Diwali Sankranti

SELECT CITY

All

PROMO TYPE

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

Abbreviations

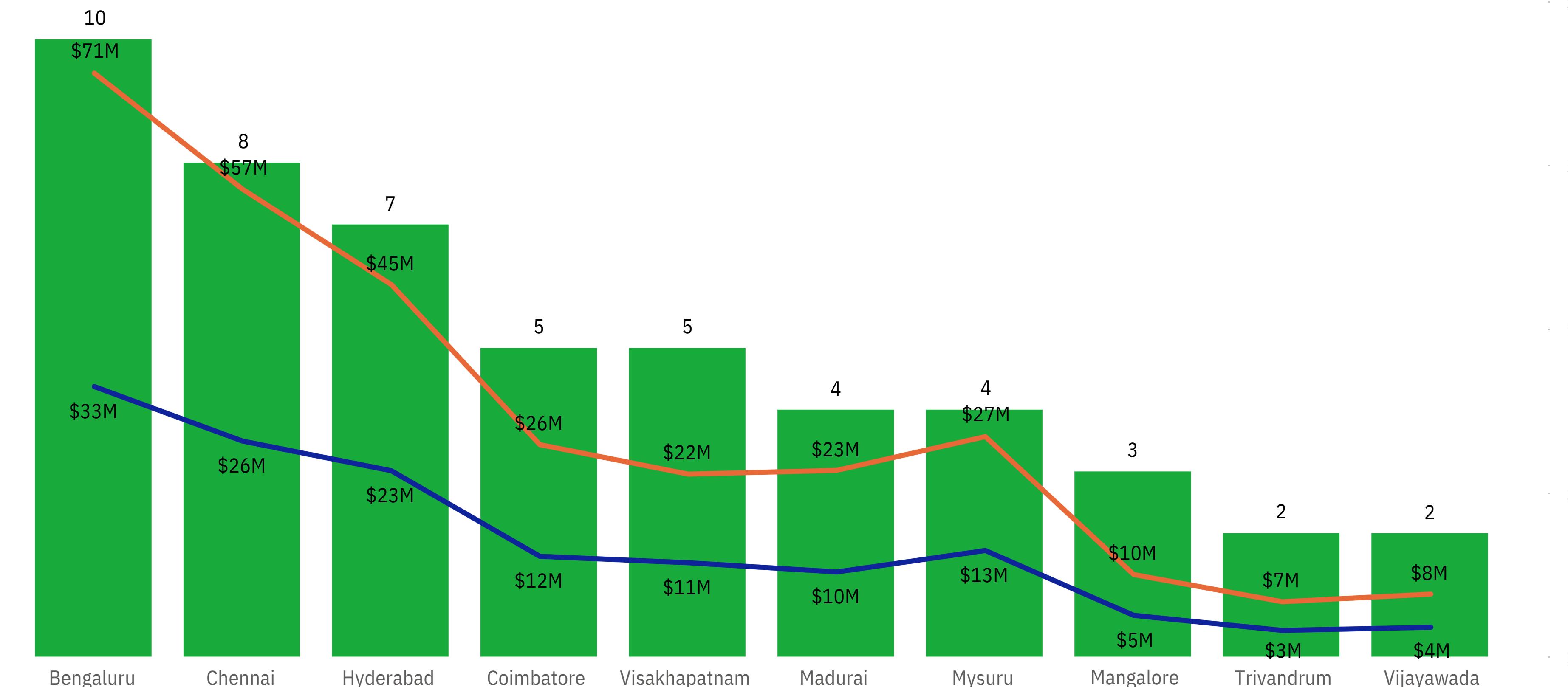
IR = Incremental Revenue

ISU = Incremental Sold Units

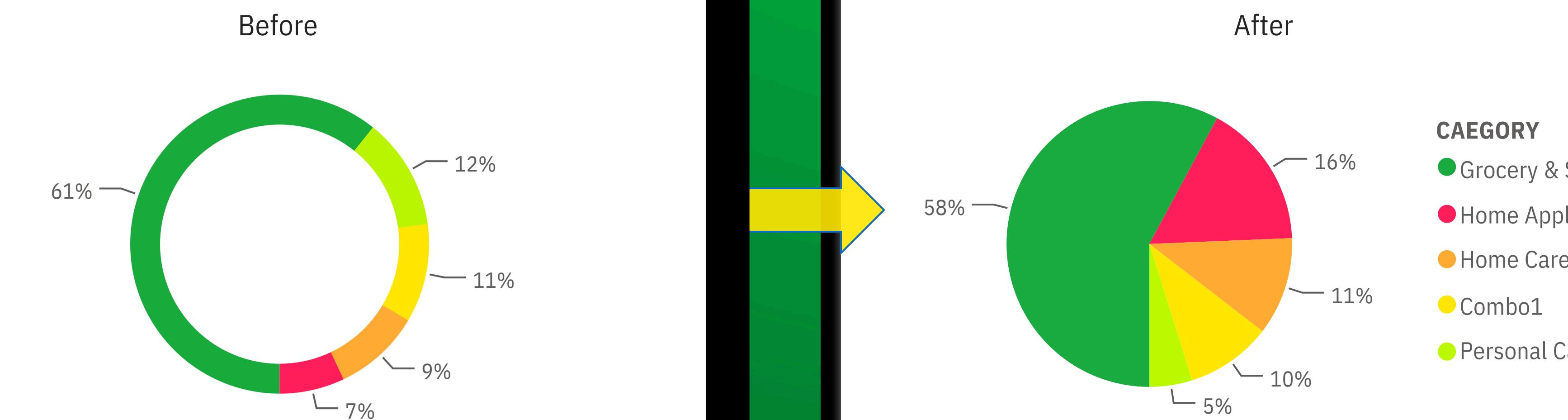
BOGOF = Buy One Get One Free



Citywise Revenue Analysis



Category Sales Dynamics



Store Metrics Overview

| store_id | Qty Before | Qty After | ISU | ISU % |
|----------|------------|-----------|------|-------|
| STMLR-0 | 2537 | 6515 | 3978 | |
| ST TRV-1 | 2373 | 7445 | 5072 | |
| ST TRV-0 | 2460 | 7766 | 5306 | |
| STMLR-1 | 2403 | 7884 | 5481 | |
| ST VSK-3 | 3339 | 7892 | 4553 | |
| ST VJD-1 | 2592 | 7894 | 5302 | |
| STMLR-2 | 2589 | 7963 | 5374 | |
| ST VSK-4 | 3504 | 8492 | 4988 | |
| ST VJD-0 | 2705 | 8575 | 5870 | |
| STCBE-4 | 3672 | 9614 | 5942 | |
| ST VSK-2 | 3310 | 10991 | 7681 | |
| STMYS-2 | 4614 | 11097 | 6483 | |
| STMDU-1 | 3541 | 11237 | 7696 | |
| ST VSK-0 | 3411 | 11263 | 7852 | |

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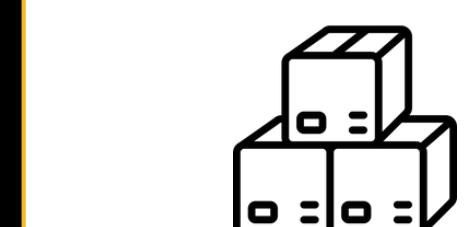
BOGOF

Abbreviations

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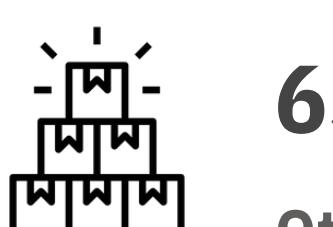
ISU = Incremental Sold Units

BOGOF = Buy One Get One Free



209K

Qty Sold Before



651K

Qty Sold After



\$141M

Revenue Before



\$296M

Revenue After



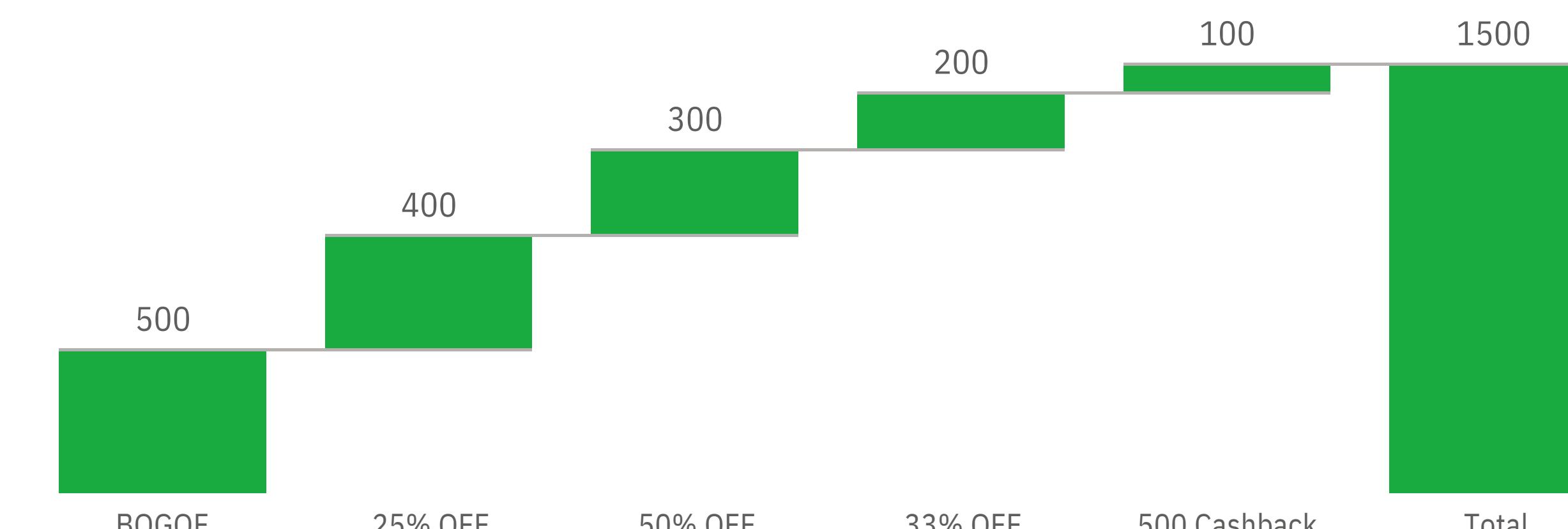
154.91M

IR

Revenue Trends by Stores

| store_id | Qty Before | Qty After | Revenue Before | Revenue After | Total Discounts | IR | IR % | ISU | ISU % |
|----------|------------|-----------|----------------|---------------|-----------------|----|------|-----|-------|
| | | | | | | | | | |
| STMYS-1 | 5K | 18K | \$4M | \$8M | \$4M | 5M | 139% | 13K | 258% |
| STCHE-4 | 5K | 17K | \$4M | \$8M | \$4M | 5M | 136% | 12K | 239% |
| STBLR-7 | 5K | 18K | \$3M | \$8M | \$4M | 5M | 141% | 13K | 256% |
| STBLR-6 | 5K | 17K | \$3M | \$8M | \$4M | 5M | 135% | 12K | 247% |
| STCHE-7 | 5K | 18K | \$3M | \$8M | \$4M | 5M | 143% | 13K | 251% |
| STBLR-0 | 5K | 17K | \$3M | \$8M | \$4M | 5M | 140% | 12K | 252% |

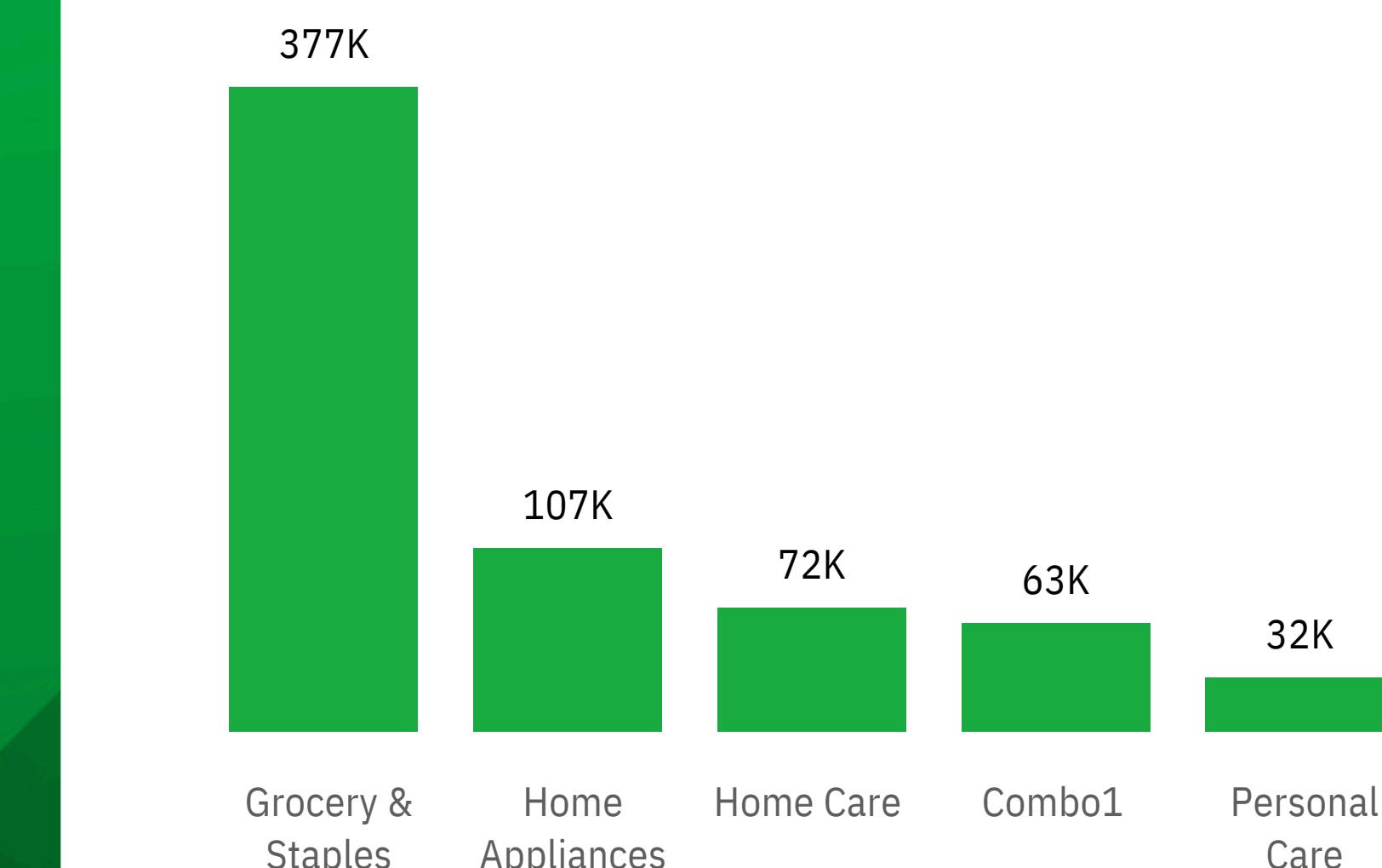
Promotype Frequency



Product Performance by Campaign and Promotion

| Product Name | Campaign Name | Promo Type | Qty Sold | Revenue | IR % | ISU % |
|---|---------------|------------|----------|----------|------|-------|
| Atliq_Body_Milk_Nourishing_Lotion (120ML) | Diwali | 50% OFF | 4319 | \$238K | -34% | 31% |
| Atliq_Body_Milk_Nourishing_Lotion (120ML) | Sankranti | 25% OFF | 2186 | \$148K | -38% | -18% |
| Atliq_Cream_Beauty_Bathing_Soap (125GM) | Diwali | 50% OFF | 6553 | \$213K | -34% | 32% |
| Atliq_Cream_Beauty_Bathing_Soap (125GM) | Sankranti | 25% OFF | 1144 | \$43K | -39% | -19% |
| Atliq_Curtains | Diwali | BOGOF | 18428 | \$2,764K | 244% | 588% |
| Atliq_Curtains | Sankranti | BOGOF | 14206 | \$2,131K | 271% | 643% |
| Atliq_Doodh_Kesar_Body_Lotion (200ML) | Diwali | 50% OFF | 4296 | \$408K | -35% | 30% |

Sales Distribution by Category



Revenue Distribution by Category

