



Home

Store

Promotion

Product

Filters

Campaign

All

Category

All

Promo Type

All

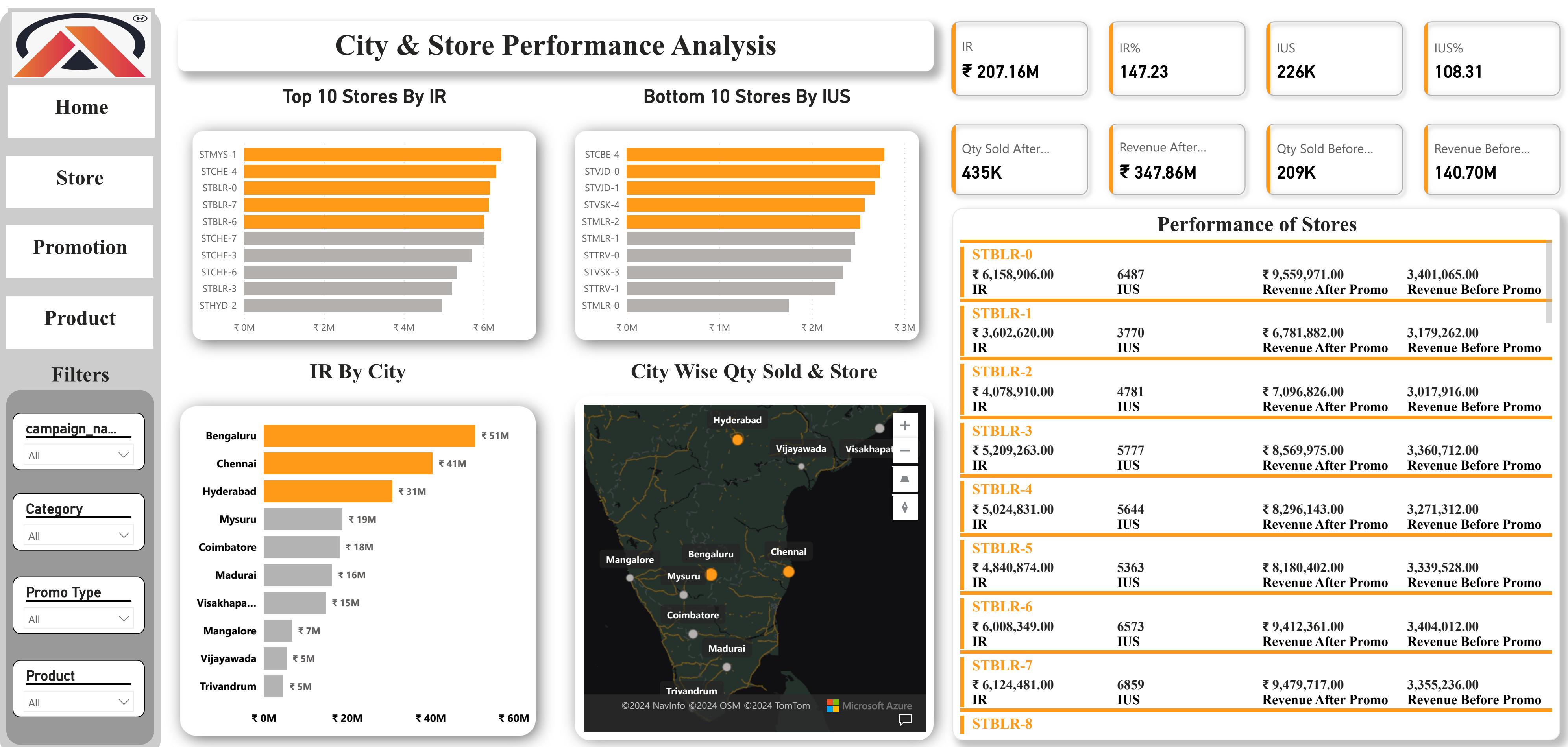
Product

All



Analyzing Promotion Effectiveness at AtliQ Mart Store..!

Insights for Diwali 2023 and Sankranti 2024 Promotions





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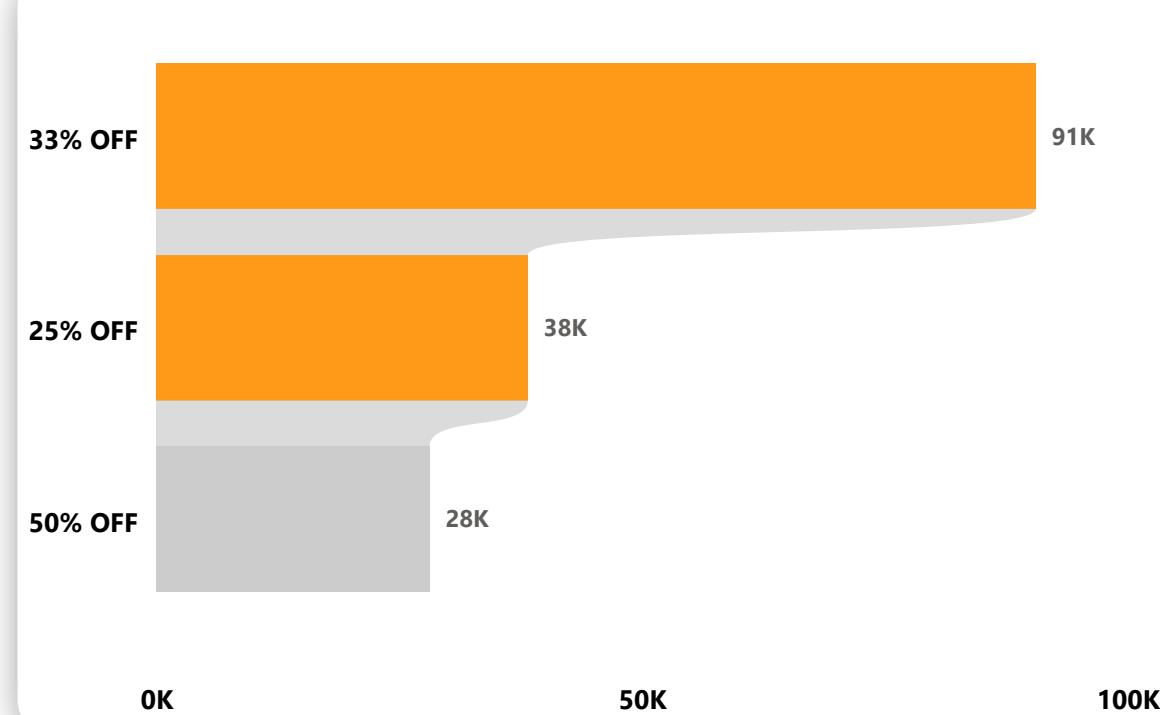
All

Product

All

Promotion Type's Analysis

Bottom 2 Pomo Impacted IUS



IR
₹ 207.16M

IR%
147.23

IUS
226K

IUS%
108.31

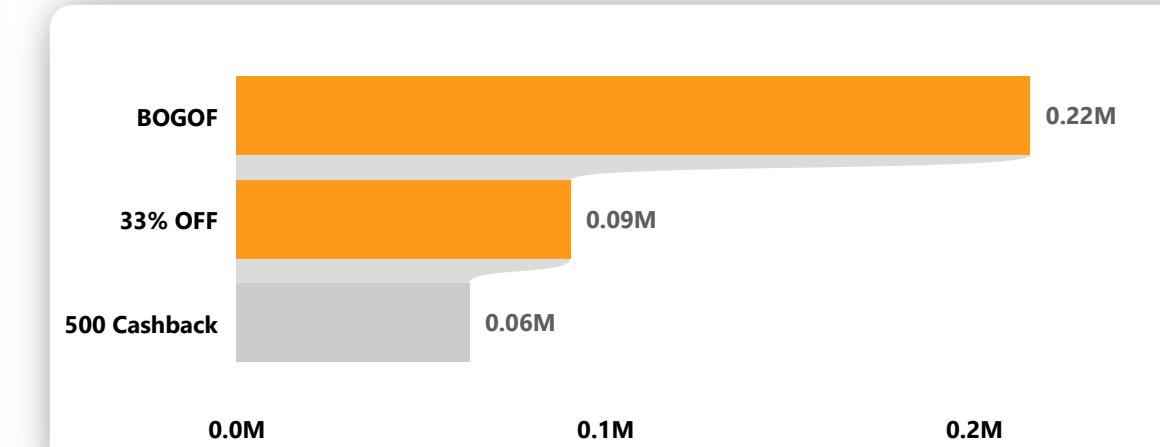
Qty Sold After Promo
435K

Revenue After Promo
₹ 347.86M

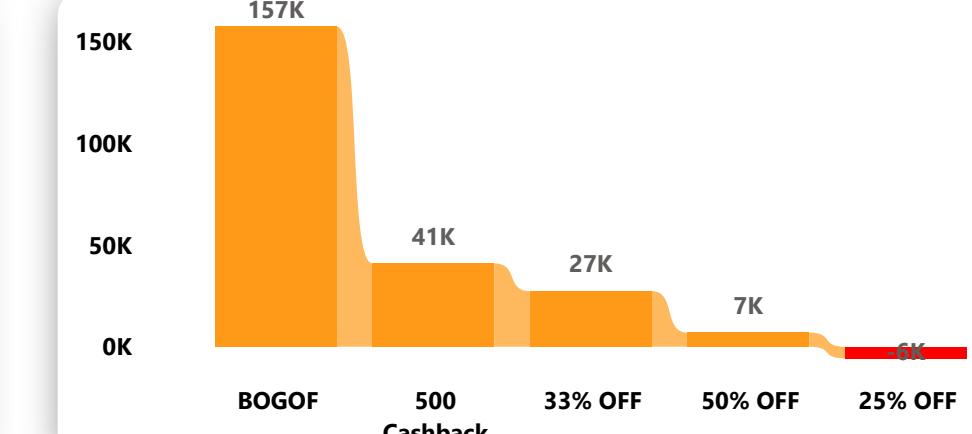
Qty Sold Before Promo
209K

Revenue Before Promo
140.70M

Top 2 Pomo Resulted High IR



Promotion By IUS



Preformance Difference By Promo

Promo Type	IUS	Qty Sold After Promo	Qty Sold Before Promo	IR	IR%	IUS%
BOGOF	157073	215253	58180	₹ 69,316,990.00	267.35	269.98
500 Cashback	40881	63180	22299	₹ 122,643,000.00	183.33	183.33
33% OFF	27255	90576	63321	₹ 15,664,212.00	42.87	43.04
50% OFF	6931	28174	21243	₹ 709,624.00	32.81	32.63
25% OFF	-5717	38290	44007	1,174,864.00 -₹	-12.81	-12.99
Total	226423	435473	209050	₹ 207,158,962.00	147.23	108.31

