



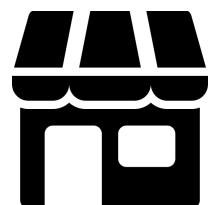
Atliq Mart Sales & Promotional Analysis



**Store Performance
Analysis**



**Promotional & Category
Analysis**



CAMPAIGN

Diwali

Sankranti

Category

All

City

All

Promo Type

All

CLEAR ALL FILTERS

ABBREVIATIONS:
IR - Incremental Revenue
ISU - Incremental Sold Units



50

Total Stores



154.91M

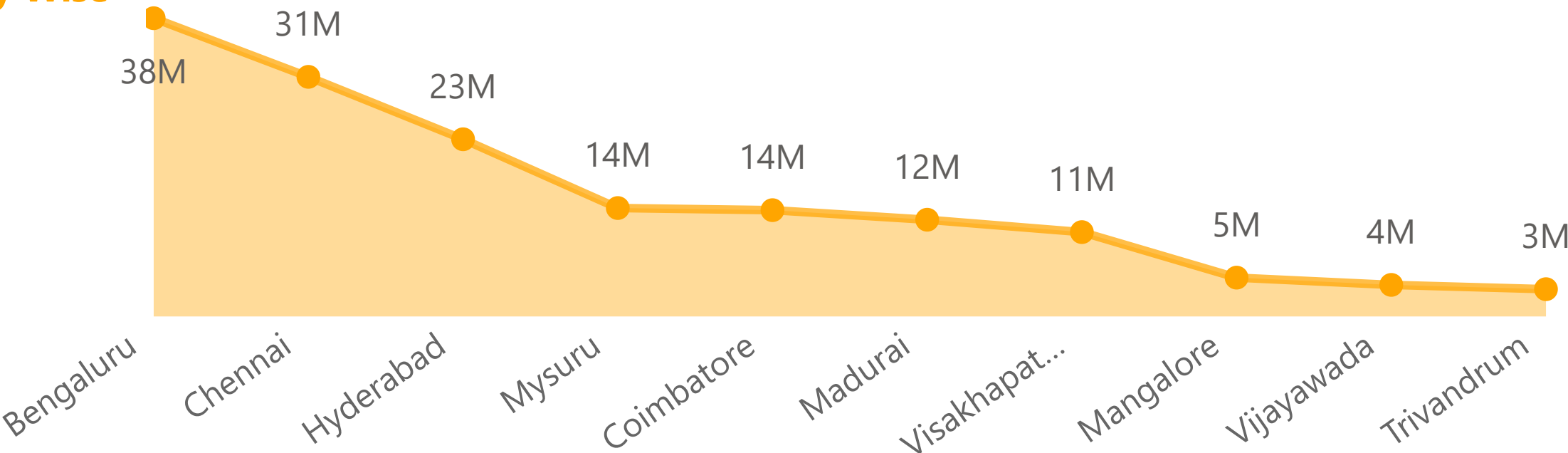
Total IR



442K

Total ISU

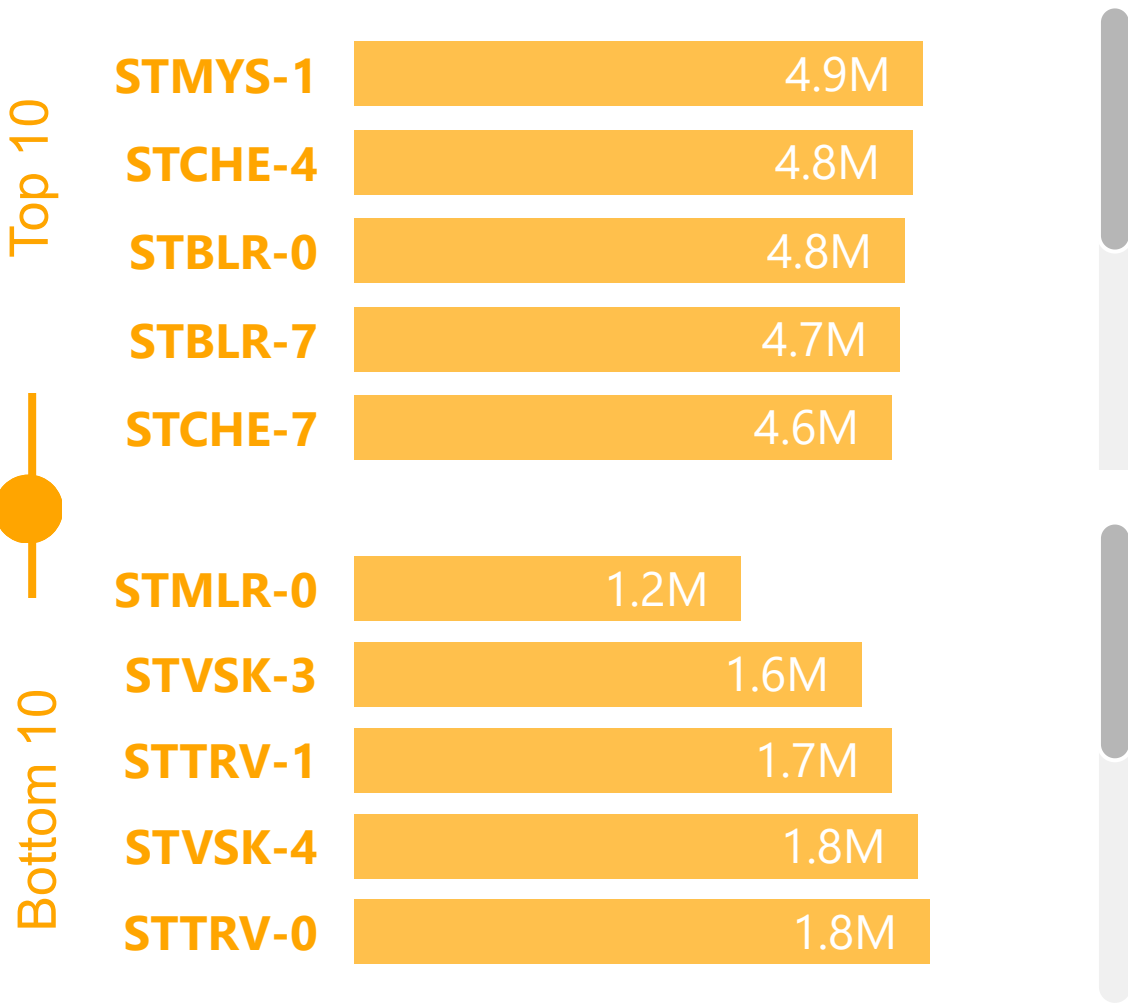
IR City Wise



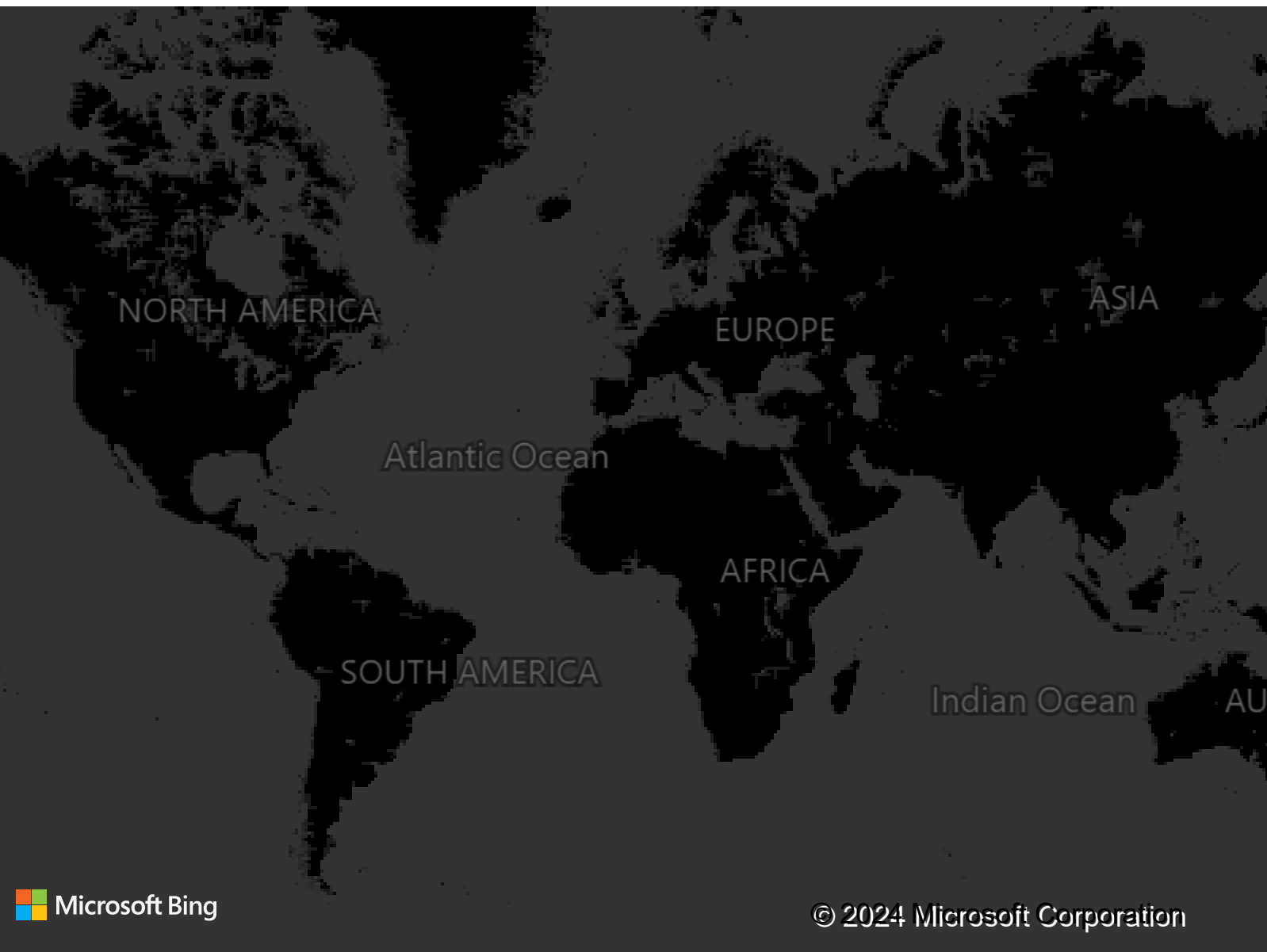
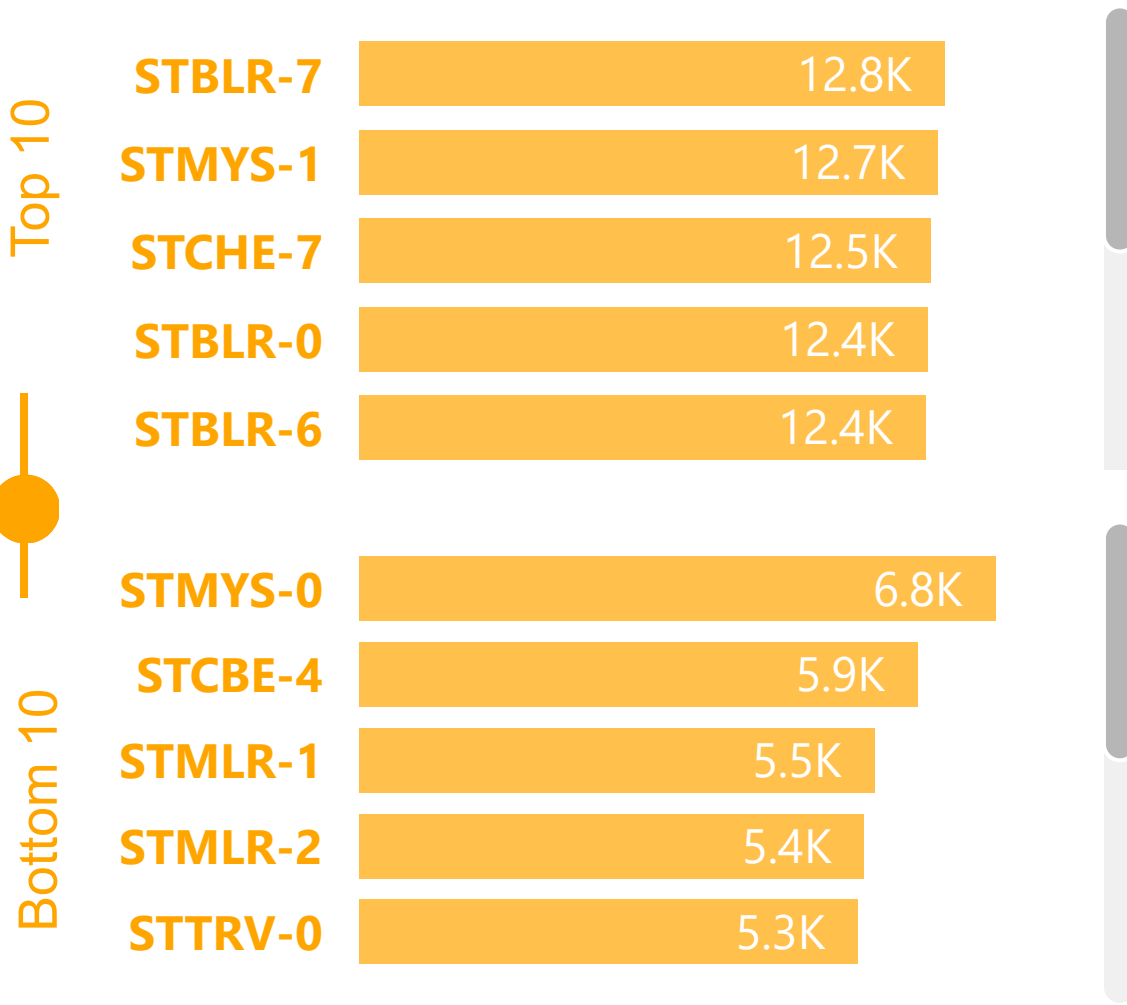
ISU City Wise

city	Sum of Incremental Sold Units
Bengaluru	108162
Chennai	86125
Hyderabad	68763
Coimbatore	40598
Mysuru	36102
Visakhapatnam	32995
Madurai	32548
Mangalore	14833
Vijayawada	11172
Trivandrum	10378
Total	441676

Top & Bottom Stores by IR



Top & Bottom Stores by ISU



CAMPAIGN

Diwali

Sankranti

Category

All

City

All

Promo Type

All

CLEAR ALL SLICERS

ABBREVIATIONS:
IR - Incremental Revenue
ISU - Incremental Sold Units



209K
Qty. sold
(before promo)



651K
Qty. sold
(after promo)

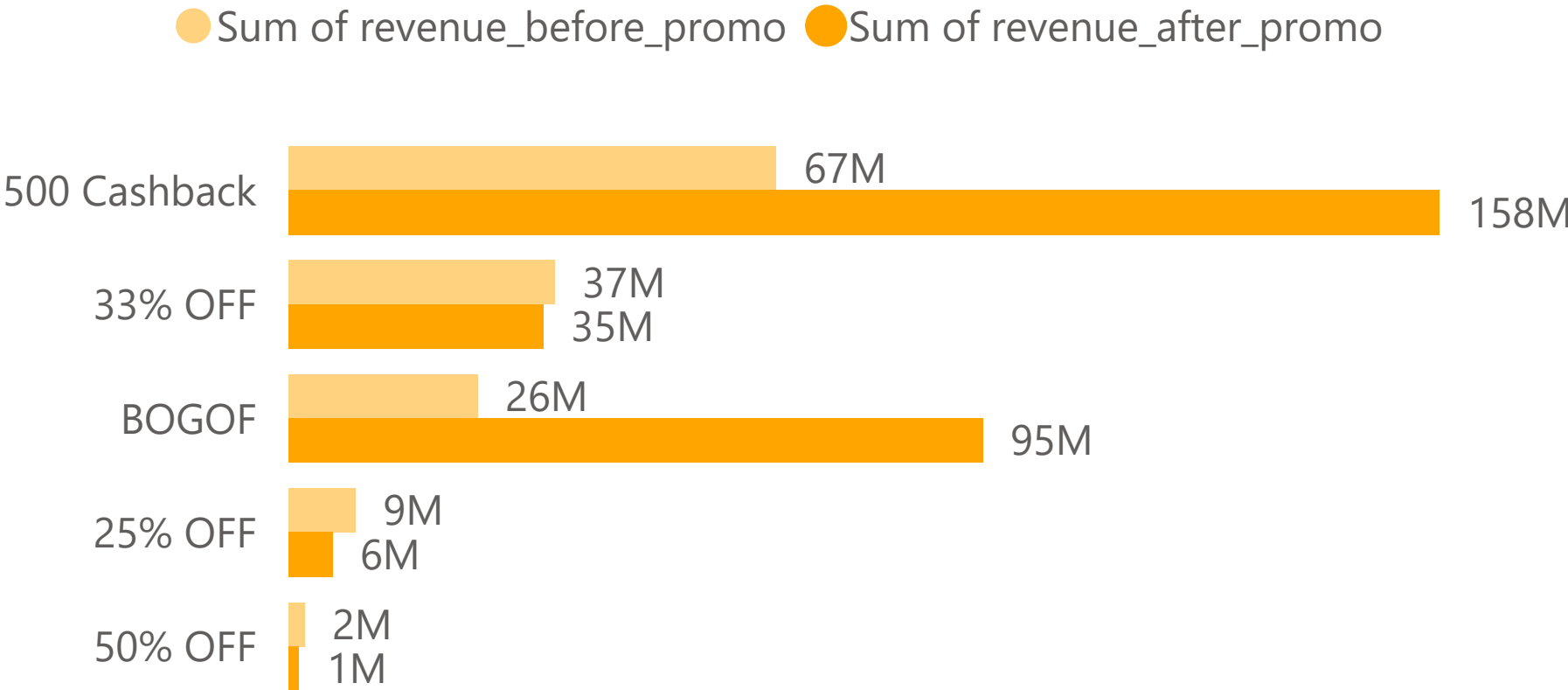


141M
Total Revenue
(before promo)



141M
Total Revenue
(after promo)

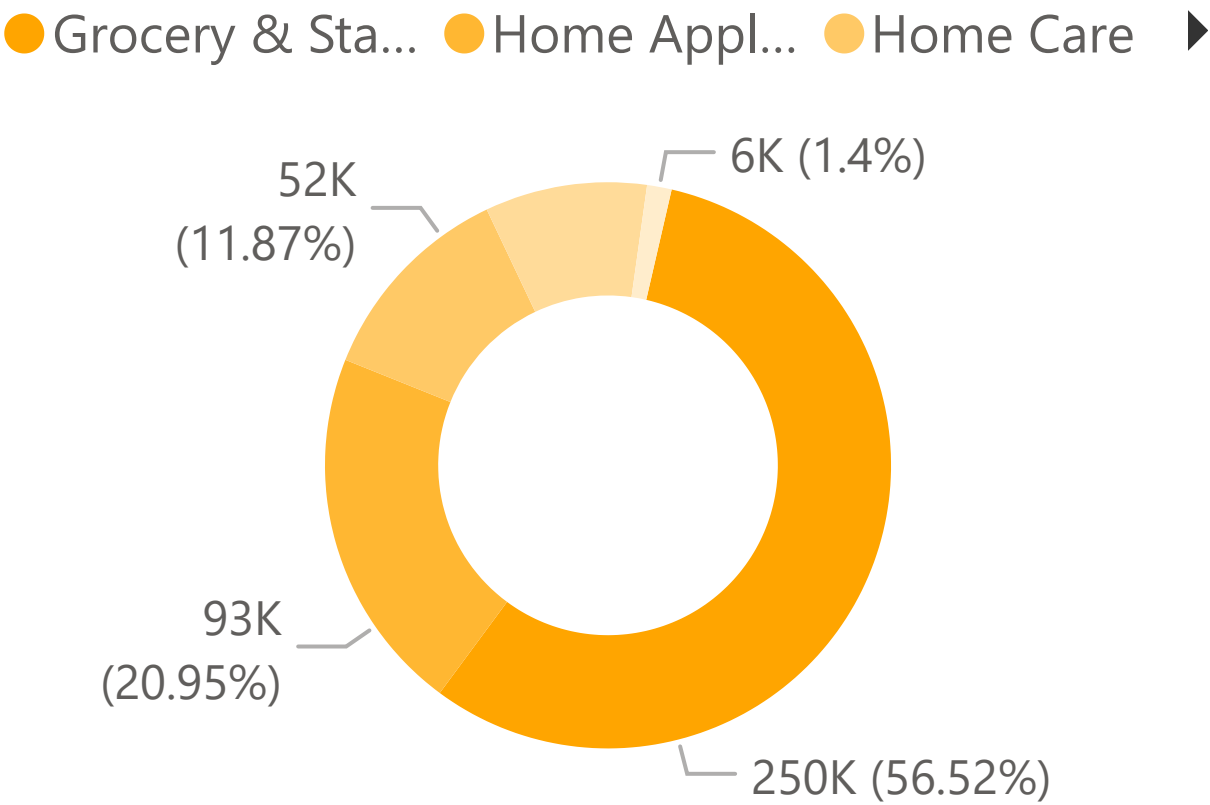
Total Revenue Before & After Promo



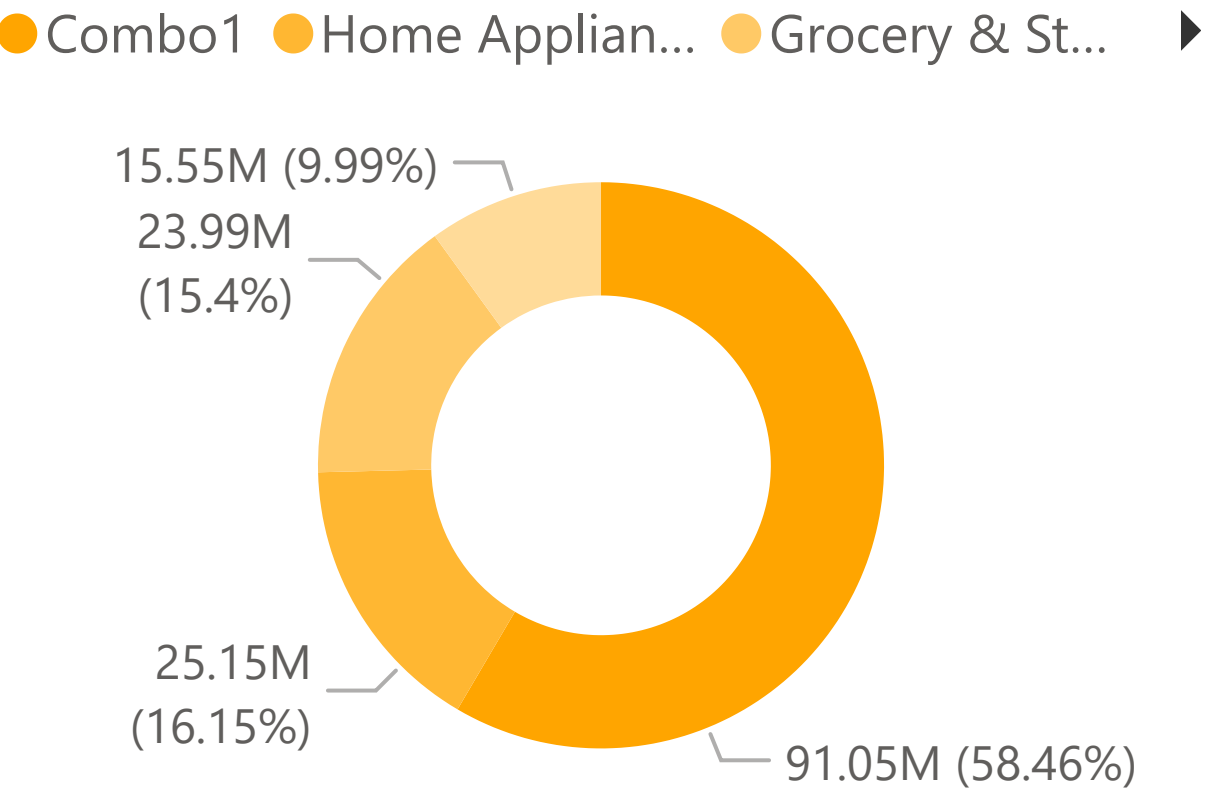
IR & ISU By Products

product_name	Sum of Incremental_Revenue	Sum of Incremental Sold Units
Atliq_Home_Essential_8_Product_Combo	9,10,53,000.00	40881
Atliq_waterproof_Immersion_Rod	1,75,61,340.00	40902
Atliq_Farm_Chakki_Atta (1KG)	1,73,63,475.00	118030
Atliq_Double_Bedsheet_set	1,29,17,450.00	25913
Atliq_Suflower_Oil (1L)	81,92,769.00	104354
Atliq_High_Glo_15W_LED_Bulb	75,89,050.00	51611
Atliq_Curtains	35,17,500.00	28042
Total	15,49,05,455.59	441676

ISU By Category



IR By Category



IR & ISU By Promo Type

promo_type	Sum of Incremental_Revenue	Sum of Incremental Sold Units
500 Cashback	9,10,53,000.00	40881
BOGOF	6,93,16,990.00	372326
50% OFF	-7,26,663.50	6931
33% OFF	-15,63,356.16	27255
25% OFF	-31,74,514.75	-5717
Total	15,49,05,455.59	441676