

FESTIVE PROMOTIONS PULSE: UNVEILING SALES SUCCESS AT ATLIQ MART

Presented by :Namrata Singh





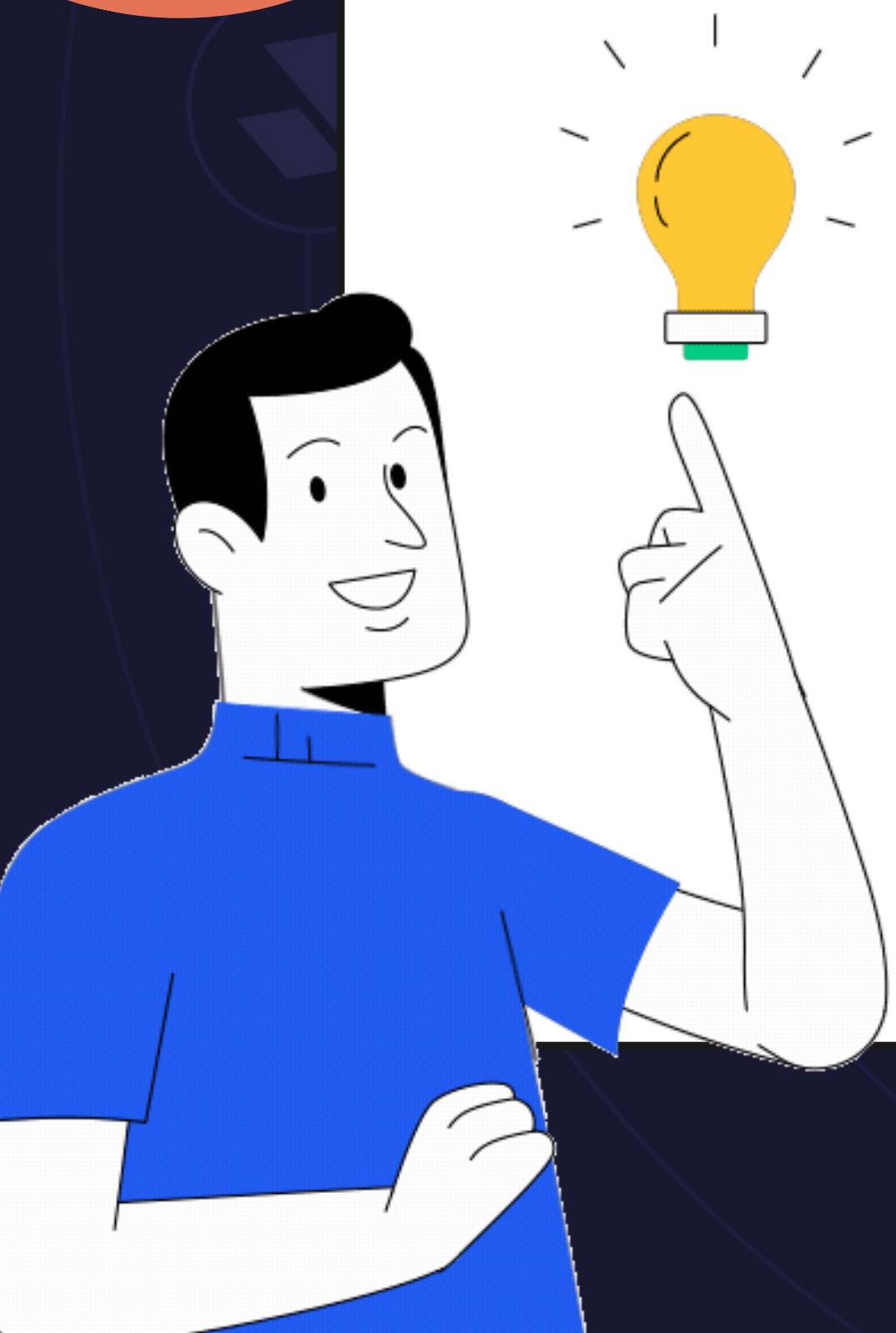
TABLE OF CONTENTS

- 1 Introduction**
- 2 Objectives**
- 3 Unveiling Business Insights**
- 4 Store Performance Analysis**
- 5 Promotion Type Analysis**
- 6 Product and Category Analysis**
- 7 Recommendations**
- 8 Conclusion**
- 9 Thankyou**

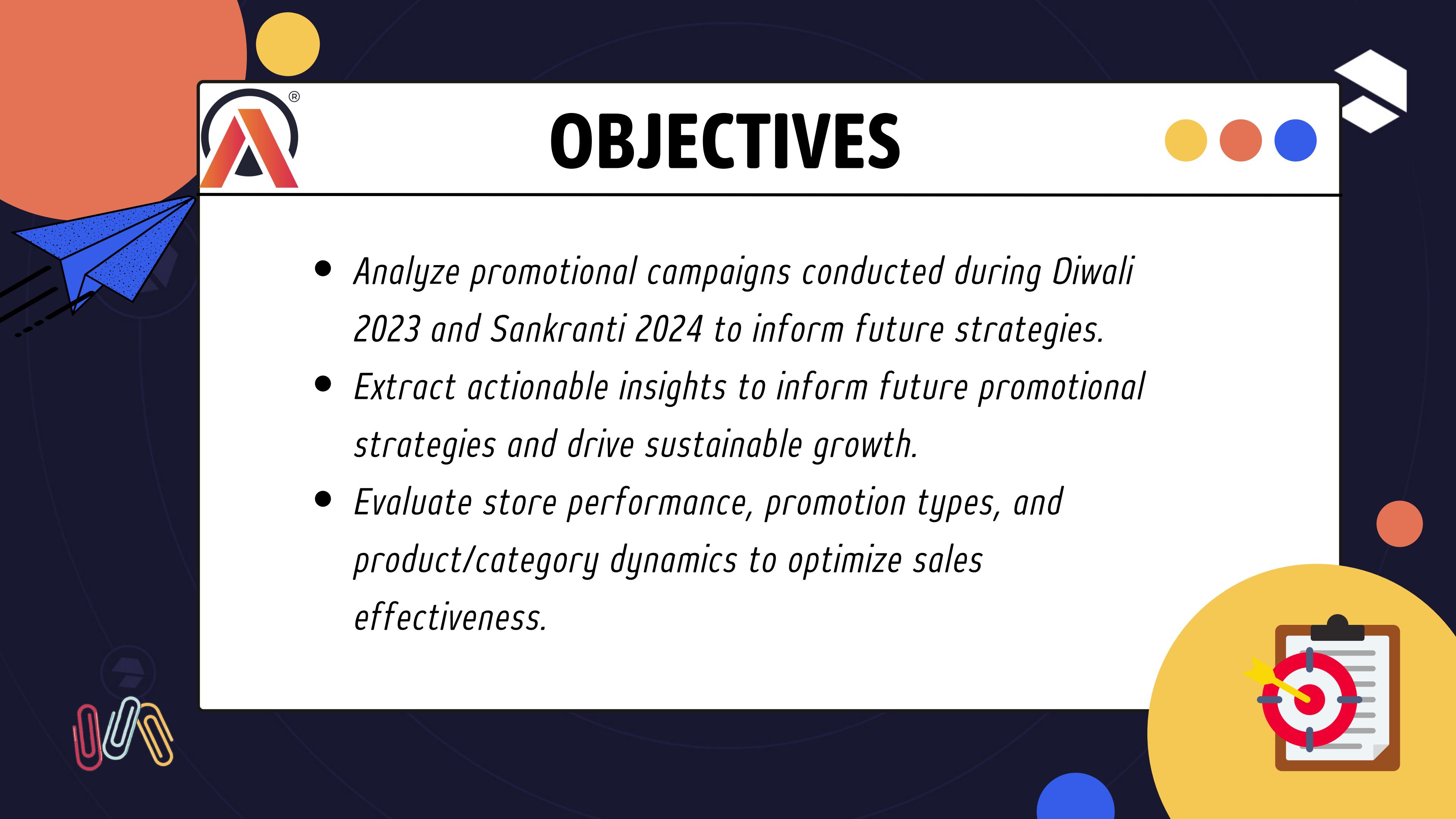




INTRODUCTION

A cartoon illustration of a man with black hair and a blue turtleneck, pointing his index finger towards a glowing yellow lightbulb. The lightbulb has several short lines radiating from it, suggesting it is lit. The background behind the man is a dark navy blue.

AtliQ Mart, a prominent retail giant operating in the southern region of India, conducted extensive promotional campaigns during the Diwali 2023 and Sankranti 2024 festive seasons. The purpose of this analysis is to evaluate the effectiveness of these promotions across all 50 AtliQ Mart supermarkets. Through this examination, we aim to provide actionable insights to optimize future promotional strategies.

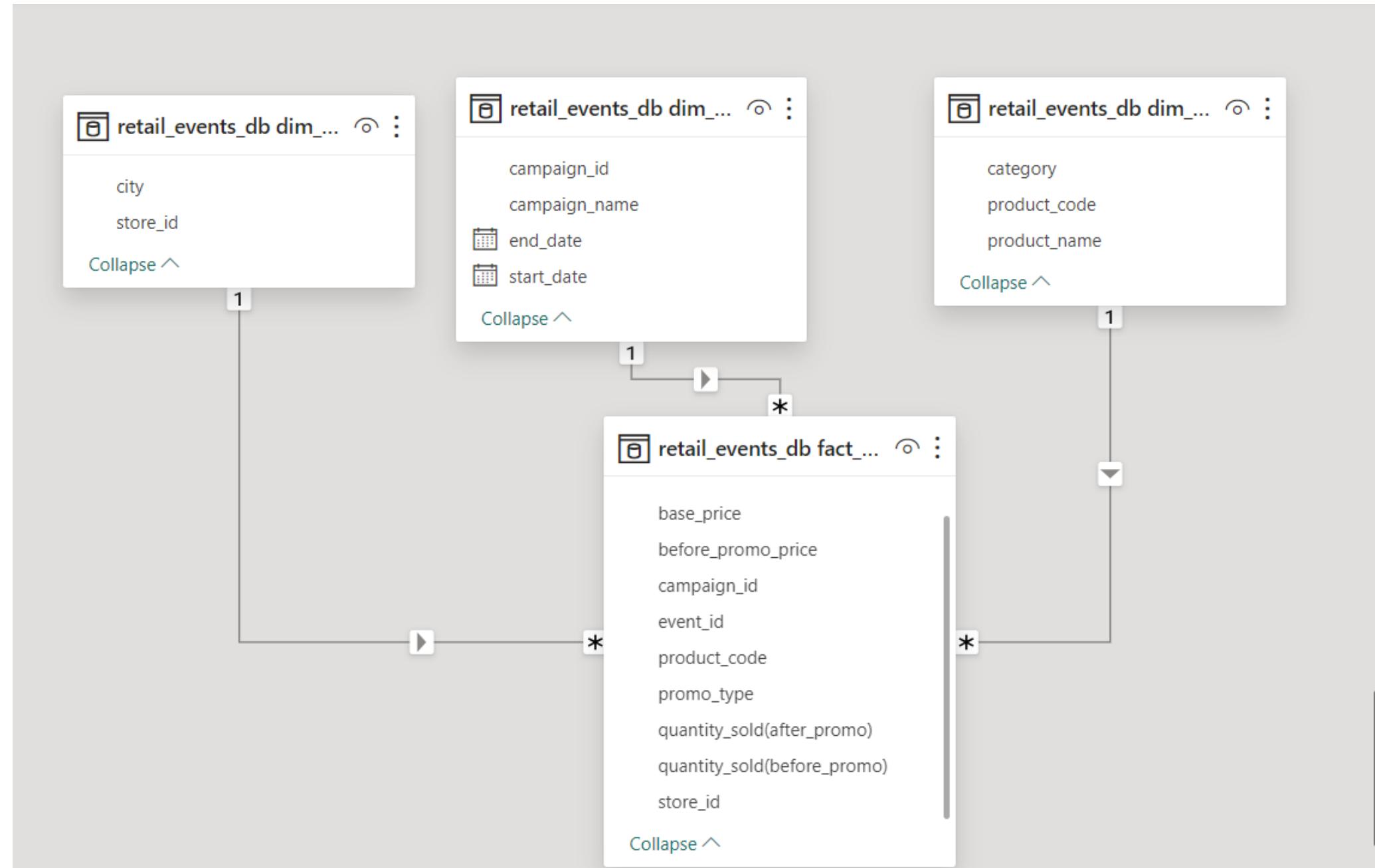


OBJECTIVES

- *Analyze promotional campaigns conducted during Diwali 2023 and Sankranti 2024 to inform future strategies.*
- *Extract actionable insights to inform future promotional strategies and drive sustainable growth.*
- *Evaluate store performance, promotion types, and product/category dynamics to optimize sales effectiveness.*



OVERVIEW OF SAMPLE DATASET





UNVEILING BUSINESS INSIGHTS



1. Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF' (Buy One Get One Free).

```
select distinct(p.product_code) ,p.product_name,e.base_price,e.promo_type from dim_products p  
right join fact_events e on p.product_code=e.product_code  
having base_price > 500 and promo_type = 'BOGOF';
```

	product_code	product_name	base_price	promo_type
▶	P08	Atiq_Double_Bedsheet_Set	1190	BOGOF
	P14	Atiq_waterproof_Immersion_Rod	1020	BOGOF

- Upon analyzing the data, I identified two products that meet the criteria of having a base price greater than 500 and being featured in the 'BOGOF' (Buy One Get One Free) promotion.
- The products identified are:
 - **Product 1: Atiq Double Bedsheet Set**
 - Base Price: ₹1190
 - **Product 2: Atiq Waterproof Immersion Rod**
 - Base Price: ₹1020

2. Generate a report that provides an overview of the number of stores in each city. The results will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence.

```
select city , count(city) as 'store_count' from dim_stores  
group by city  
order by store_count desc;
```

OUTPUT

	city	store_count
▶	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2

3. Generate a report that displays each campaign along with the total revenue generated before and after the campaign?

```
select c.campaign_name, sum(e.before_promo_price)/1000000 as 'total_revenue(before_promotion) in million',
sum(e.after_promo_price)/1000000 as 'total_revenue(after_promotion) in million' from fact_events e
left join dim_campaigns c on e.campaign_id=c.campaign_id
group by c.campaign_name;
```

	campaign_name	total_revenue(before_promotion) in million	total_revenue(after_promotion) in million
▶	Sankranti	58.127429	140.403941
	Diwali	82.573759	207.456209

Upon analyzing the data, we observed significant revenue impacts attributed to two key promotional campaigns: Sankranti and Diwali.

Sankranti Campaign:

Revenue Before Promotion: ₹58 million

Revenue After Promotion: ₹140 million

Diwali Campaign:

Revenue Before Promotion: ₹83 million

Revenue After Promotion: ₹207 million

These findings highlight the substantial increase in revenue resulting from our promotional efforts, indicating the effectiveness of our campaign strategies in driving sales and generating considerable returns.





4. Produce a report that calculates the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%.

```
select p.category,
       ((sum(e.`quantity_sold(after_promo)`) - sum(e.`quantity_sold(before_promo)`))/sum(e.`quantity_sold(before_promo)`))*100 as 'ISU%',
       rank() over(order by ((sum(e.`quantity_sold(after_promo)`) - sum(e.`quantity_sold(before_promo)`))/sum(e.`quantity_sold(before_promo)`))*100
       desc) as 'Rank Order'
  from fact_events e
  left join dim_products p on e.product_code=p.product_code
  left join dim_campaigns c on e.campaign_id=c.campaign_id
 where c.campaign_name='Diwali'
 group by p.category;
```

The Diwali campaign report highlights significant increases in sold units across categories:

	category	ISU%	Rank Order
▶	Home Appliances	588.4512	1
	Home Care	203.1367	2
	Combo1	202.3584	3
	Personal Care	31.0574	4
	Grocery & Staples	18.0478	5

Home appliances lead with an impressive 588% increase [56.42% ISU].

Home care follows closely with a substantial 203.13% increase [19.48% ISU].

Combo 1 demonstrates notable growth with 202.36% increase [19.4% ISU].

Personal care shows a respectable 31.06% increase [2.98% ISU].

Groceries and staples secure a 18.04% increase [1.73% ISU].

These insights are valuable for strategic decision-making and future campaigns.



5. Create a report featuring the Top 5 products, ranked by Incremental Revenue Percentage (IR%), across all campaigns.

```
select p.product_name,p.category,  
((sum(e.after_promo_price) - sum(e.before_promo_price))/sum(e.before_promo_price))*100 as 'IR%',  
rank() over(order by ((sum(e.after_promo_price) - sum(e.before_promo_price))/sum(e.before_promo_price))*100 desc) as 'Rank Order '  
from fact_events e  
left join dim_products p on e.product_code=p.product_code  
group by p.product_name,p.category  
limit 5;
```

	product_name	category	IR%	Rank Order
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.187384	1
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.983626	2
	Atliq_Double_Bedsheet_set	Home Care	258.267904	3
	Atliq_Curtains	Home Care	255.335366	4
	Atliq_Home_Essential_8_Product_Combo	Combo 1	183.331091	5



ADDITIONAL INSIGHTS

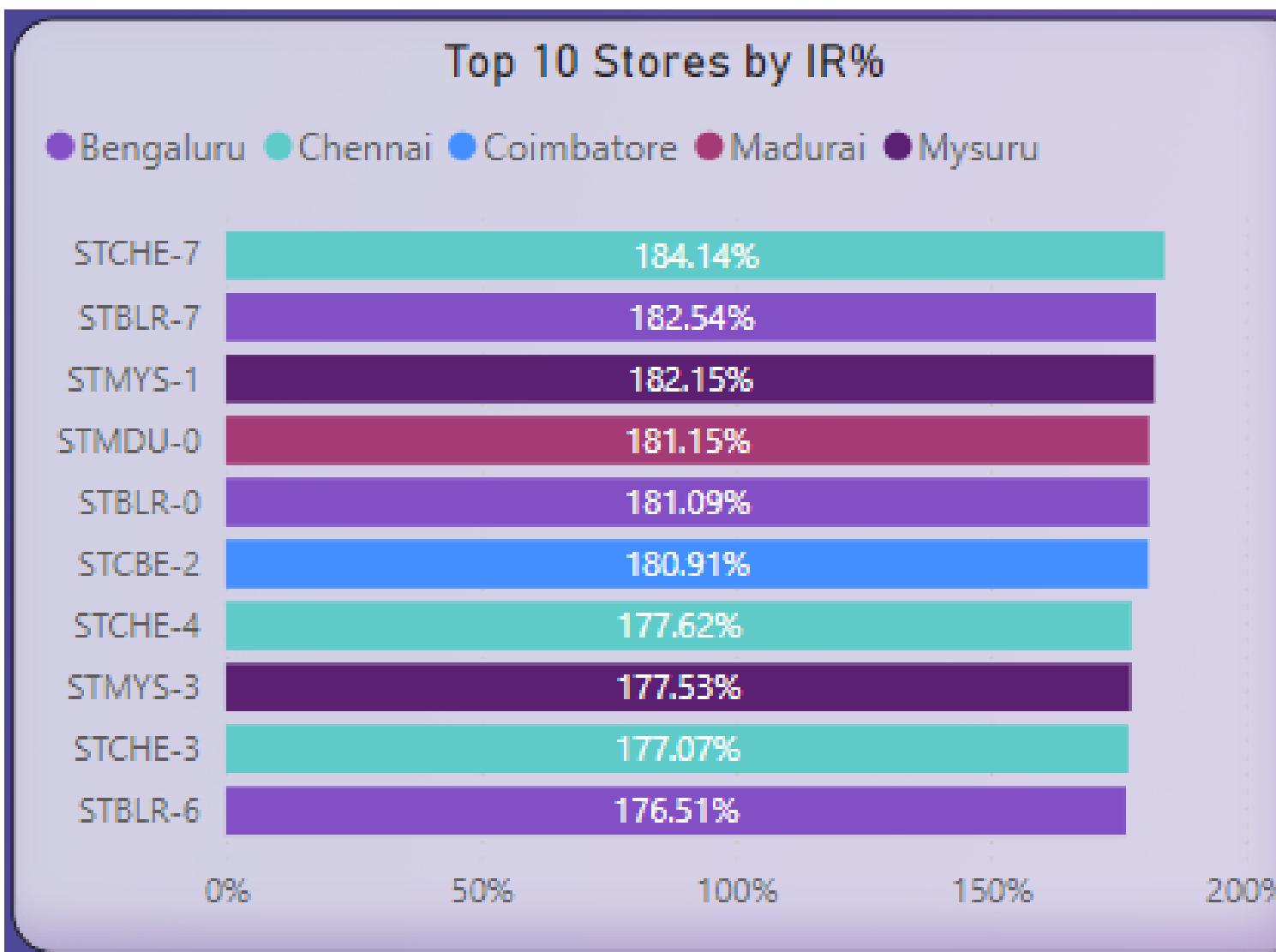




Store Performance Analysis



1. Identifying the Top 10 Stores by Incremental Revenue (IR) Generated through Promotions.



The top 10 stores ranked by Incremental Revenue (IR) showcase a diverse geographic distribution:

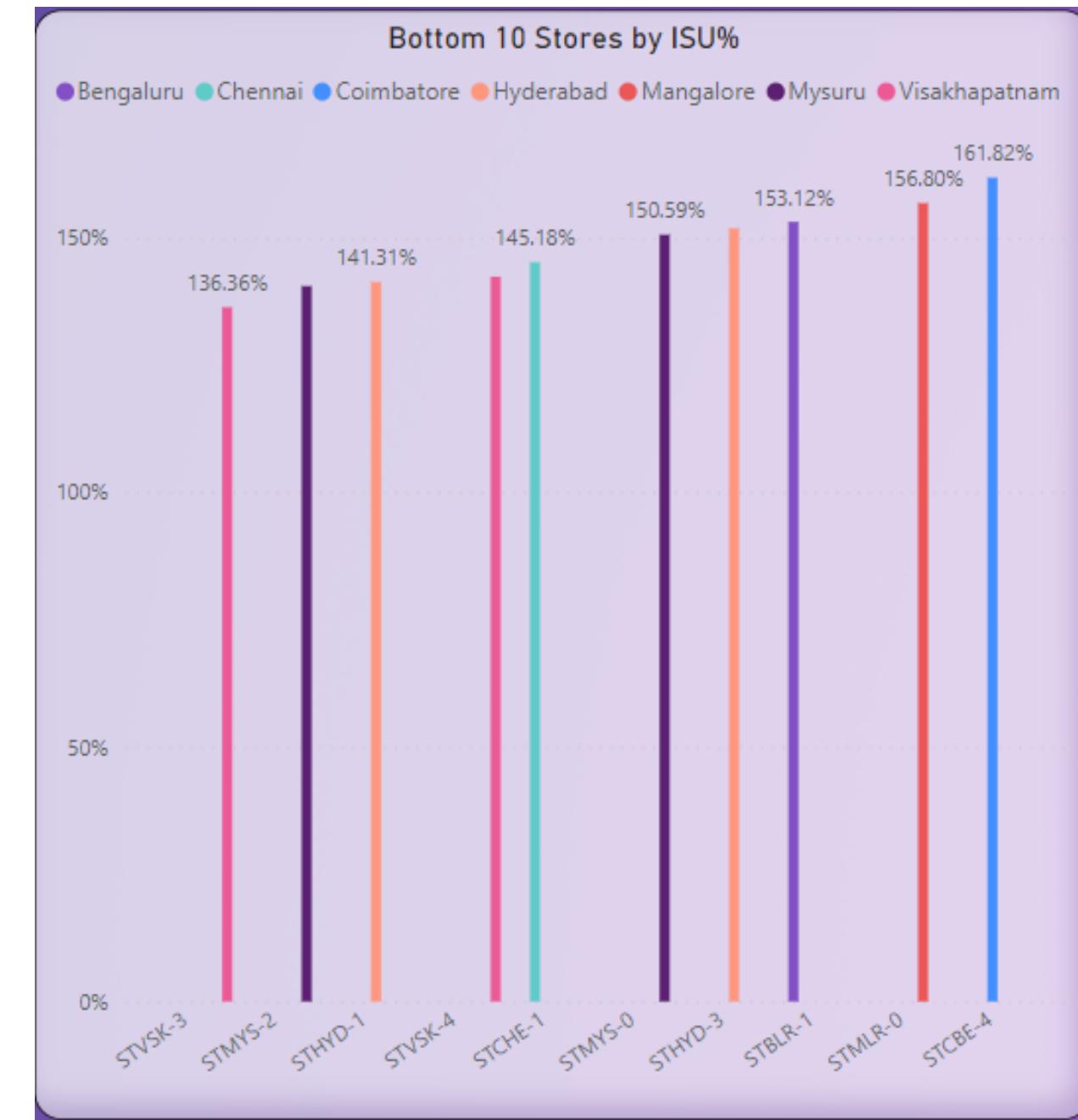
- **Chennai: Leads with 3 stores.**
- **Bengaluru: Follows closely with 3 stores.**
- **Coimbatore: Represents with 1 store.**
- **Madurai: Stands out with 1 store.**
- **Mysuru: Contributes with 2 stores.**



2. Identifying the Bottom 10 Stores in Incremental Sold Units (ISU) Performance During the Promotional Period

The bottom 10 stores, based on Incremental Sold Units, present a varied distribution:

- **Vishakhapatnam: Represents with 2 stores.**
- **Mysuru: Features 2 stores.**
- **Mangalore: Shows up with 1 store.**
- **Hyderabad: Includes 2 stores.**
- **Coimbatore: Accounts for 1 store.**
- **Chennai: Rounds out the list with 1 store.**

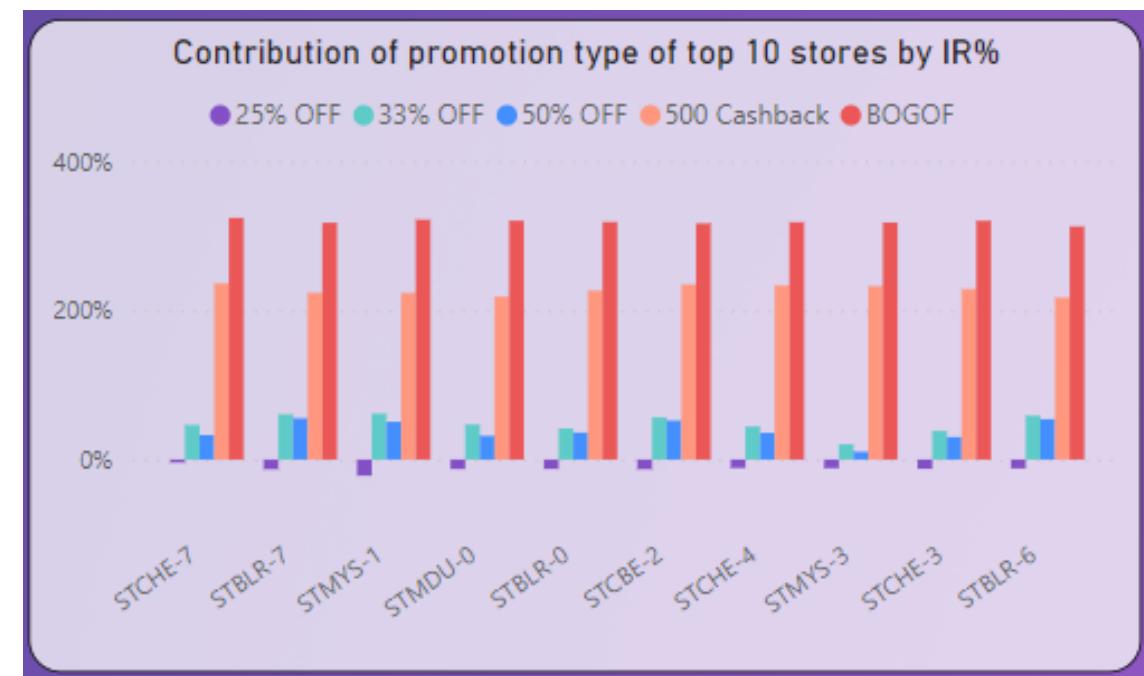
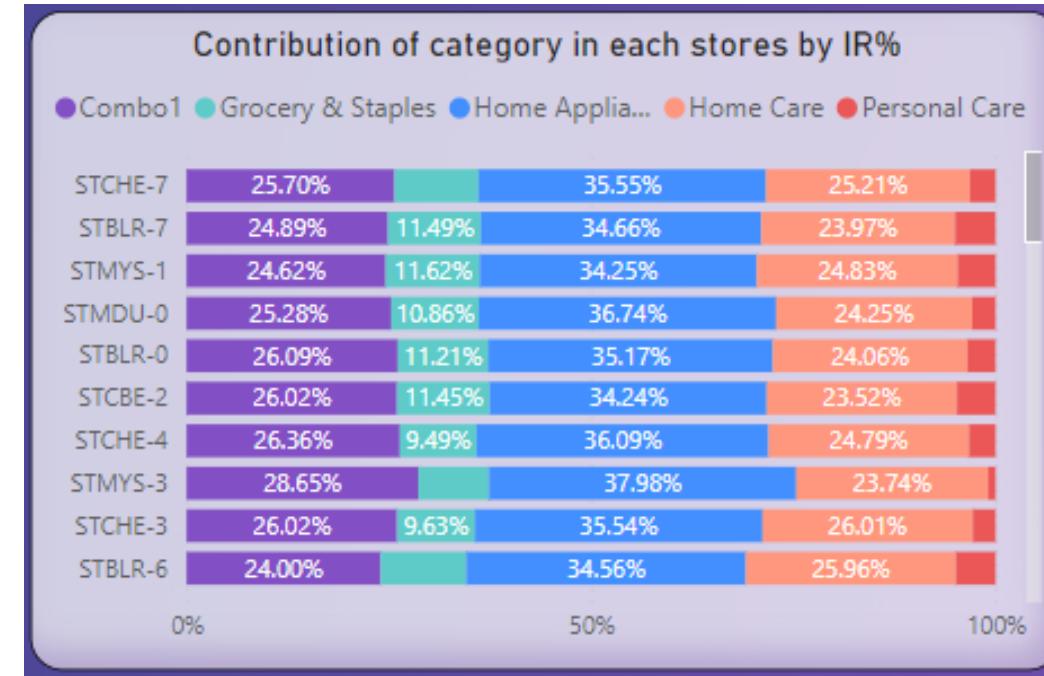
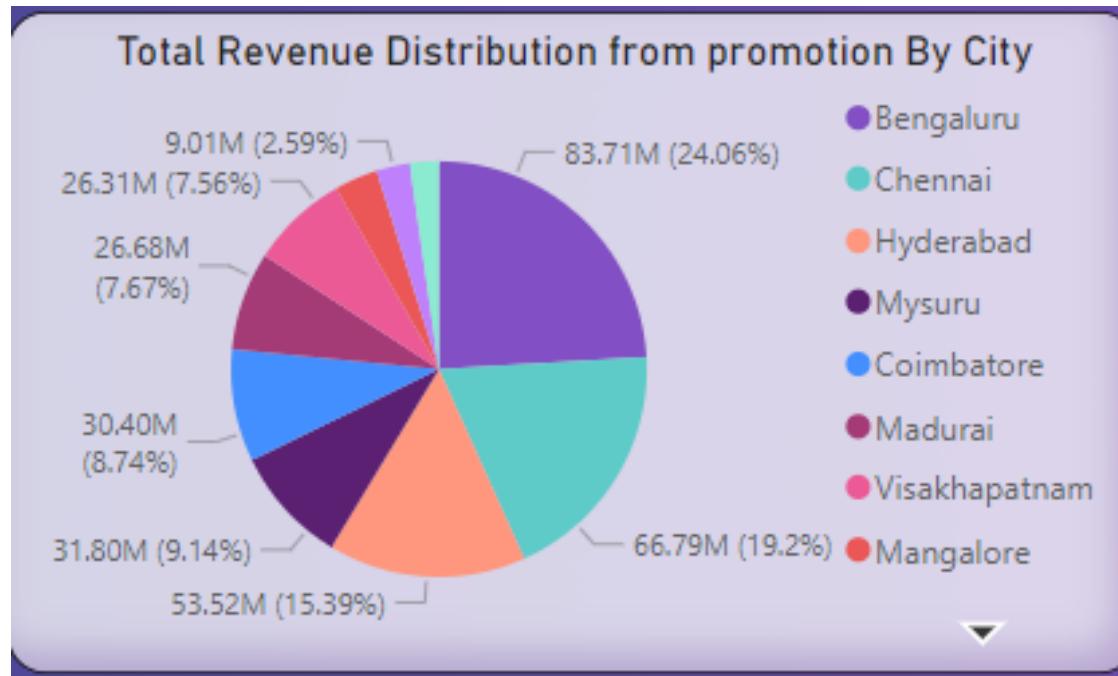




Store Performance Analysis



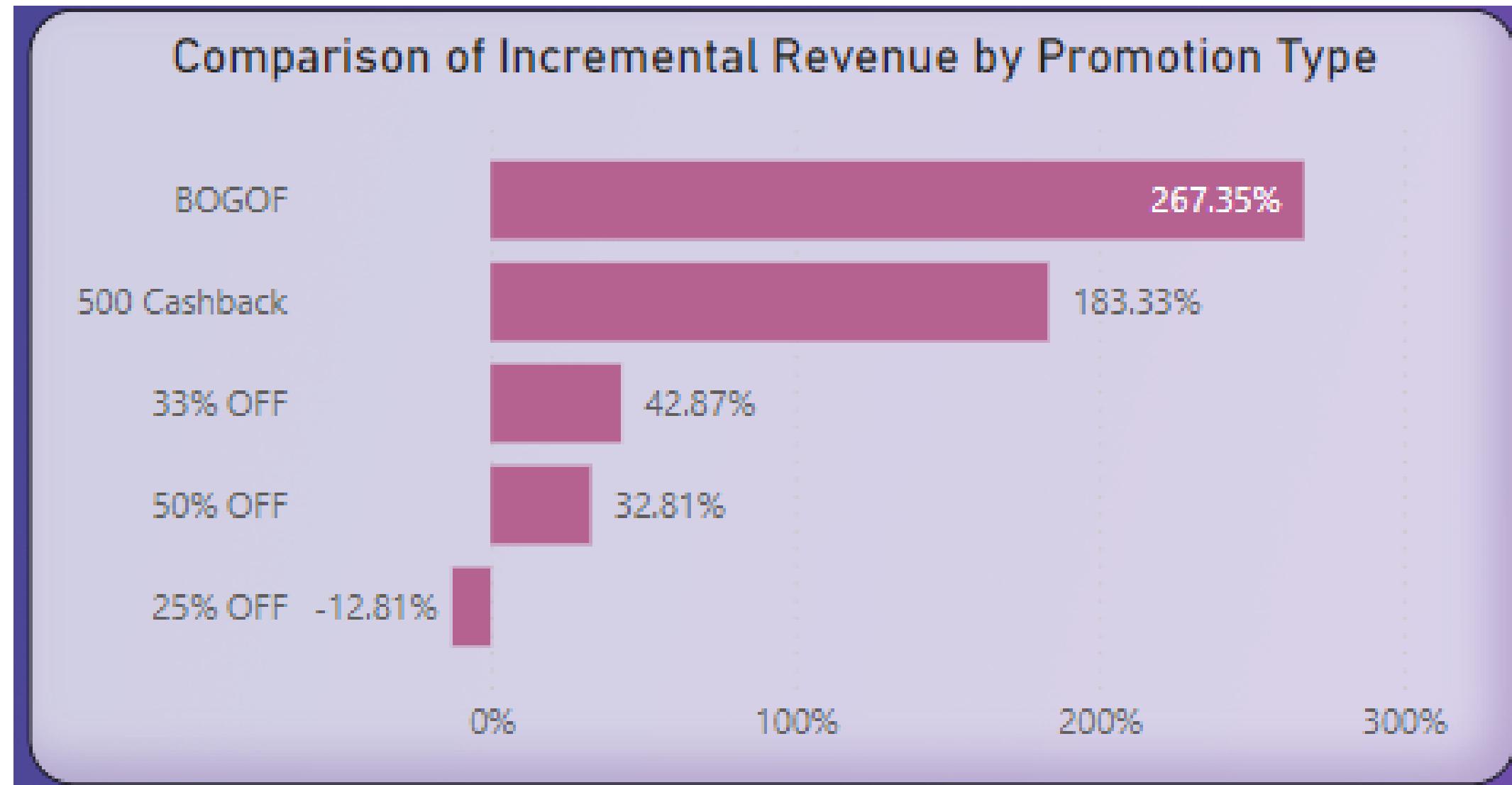
3. Analyzing Store Performance Disparities Across Cities: Identifying Consistent Traits among Top-performing Stores for Enhanced Performance Strategies



- Store performance demonstrates consistency across diverse urban landscapes.
- Top-ranking cities include Bengaluru, Chennai, and Hyderabad, while lower-ranking cities comprise Mangalore, Trivandrum, and Vijayawada.
- Identifying Common Traits:
 - Successful stores excel in categories such as Home Appliances, Combo Deals, and Homecare products.
 - Effective promotional strategies like BOGOF (Buy One, Get One Free) and 500 cashback drive success.
 - Underperforming stores often rely on promotions like 25% off or 33% off, predominantly focusing on categories like Personal Care and Grocery & Staples.
- Recommendations:
 - Prioritize successful categories and promotional tactics to enhance store performance.



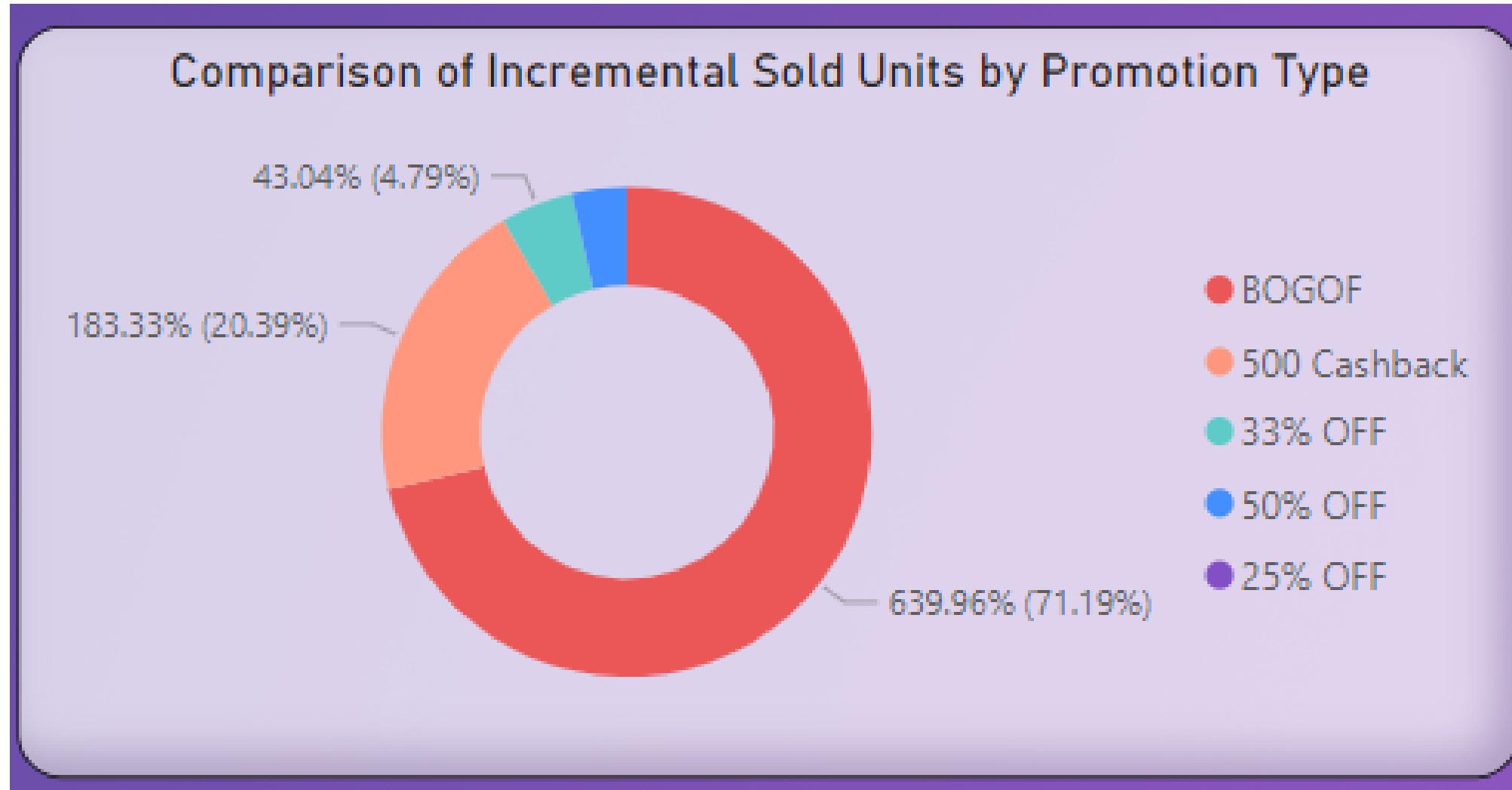
1. Identifying the Most Effective Promotion Types for Generating Maximum Incremental Revenue



- Leading the pack is the BOGOF (Buy One, Get One Free) promotion, driving significant revenue increments.
- Following behind is the 500 cashback offer, also proving highly effective in boosting revenue.



2. Determining the Least Effective Promotion Types for Driving Incremental Sold Units



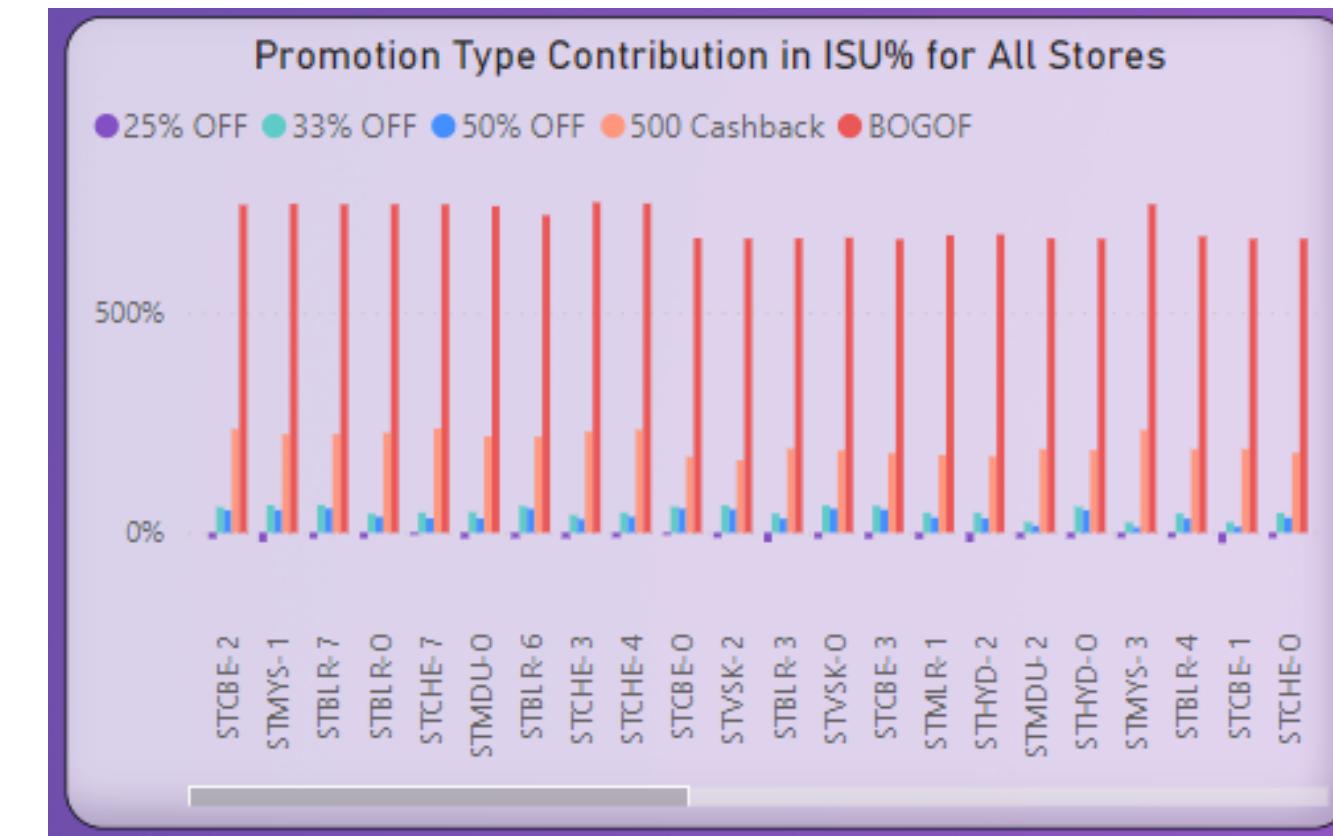
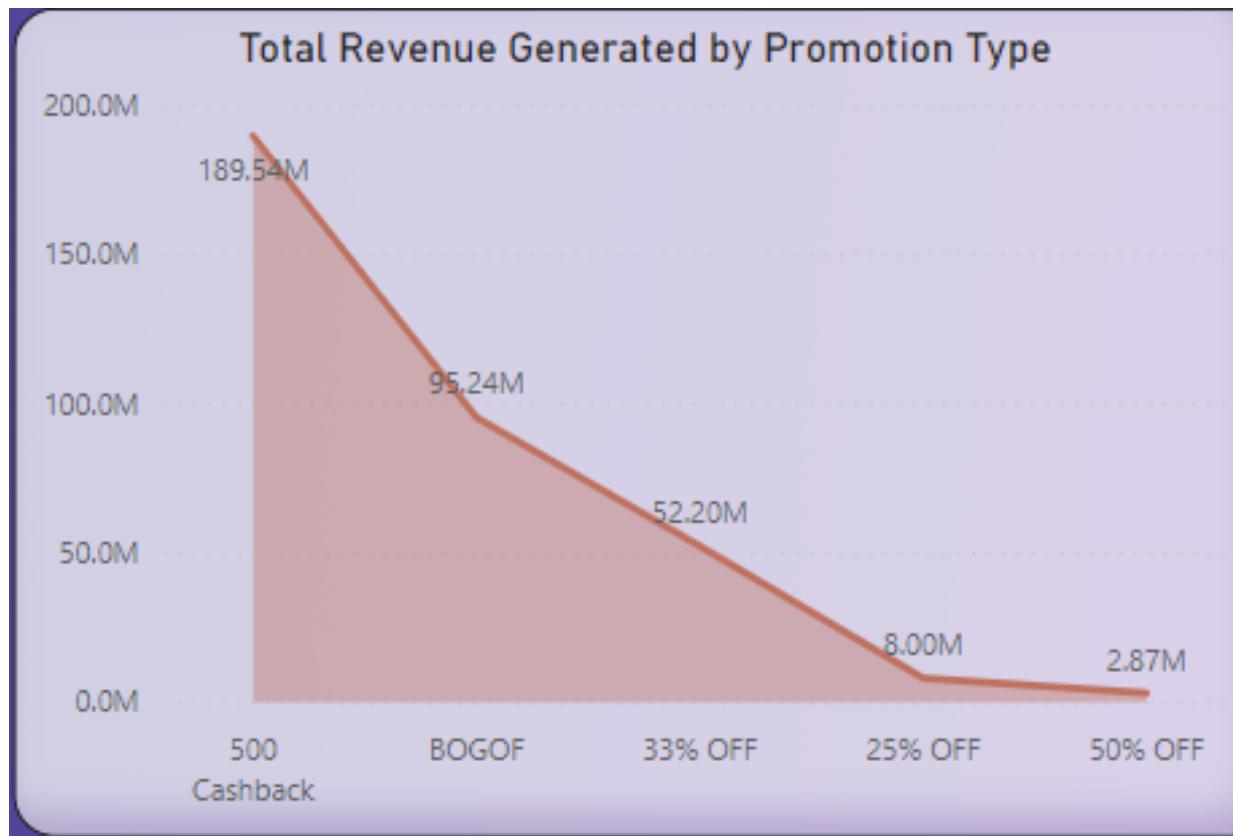
- Promotions offering a 25% discount show little impact on increasing sold units.
- Similarly, promotions offering a 50% discount have limited effectiveness in boosting sales.



Promotion Type Analysis



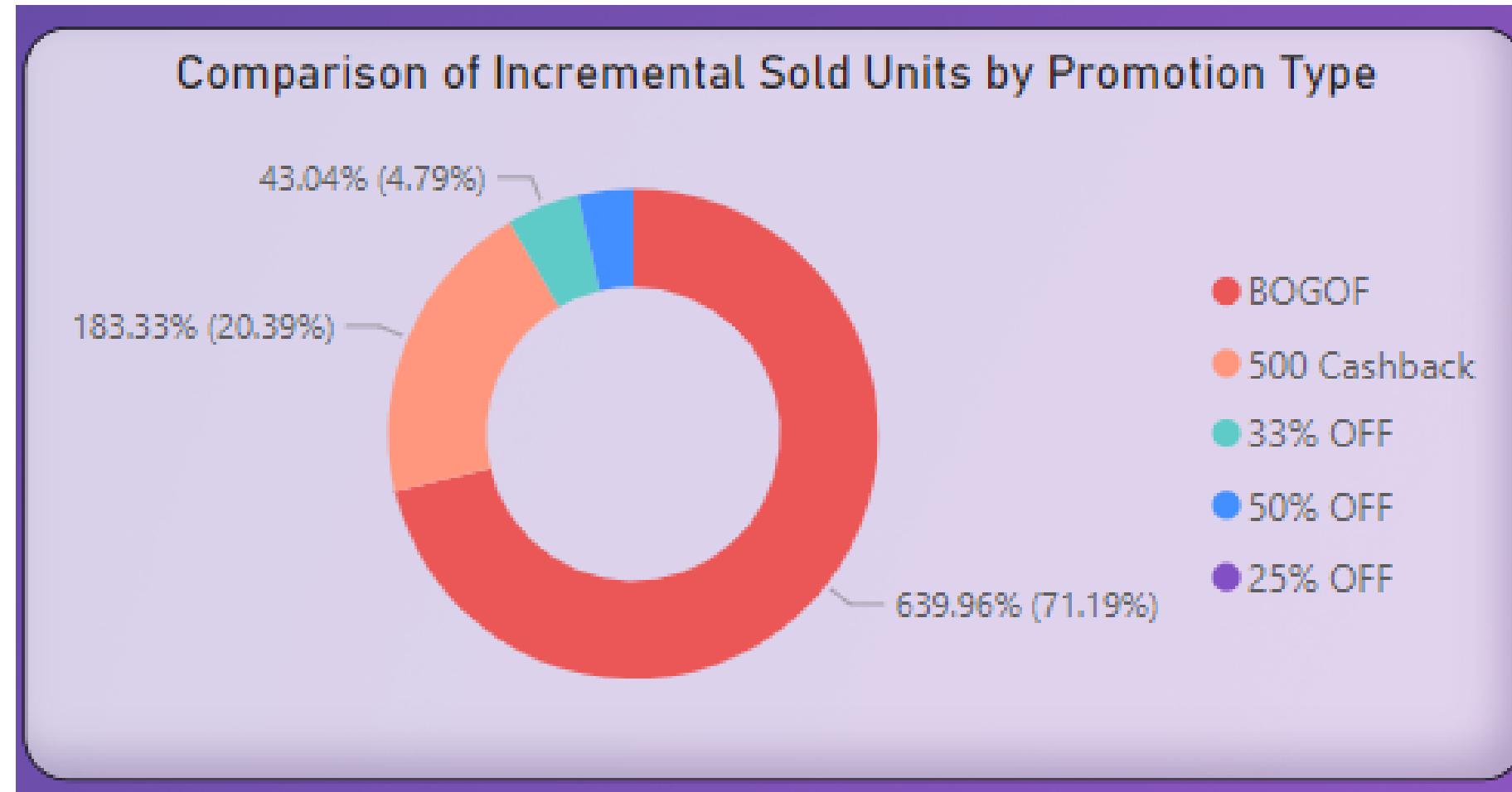
3. Evaluating Promotion Type Effectiveness: Comparing Discount-Based, BOGOF, and Cashback Strategies



In comparing promotion types, BOGOF and 500 cashback consistently outperform discounts like 25% off and 50% off in driving incremental revenue across both campaigns and almost all cities. This indicates a clear advantage for BOGOF and cashback promotions in revenue generation.



4. Optimizing Promotions for Maximum Incremental Sold Units while Preserving Profit Margins



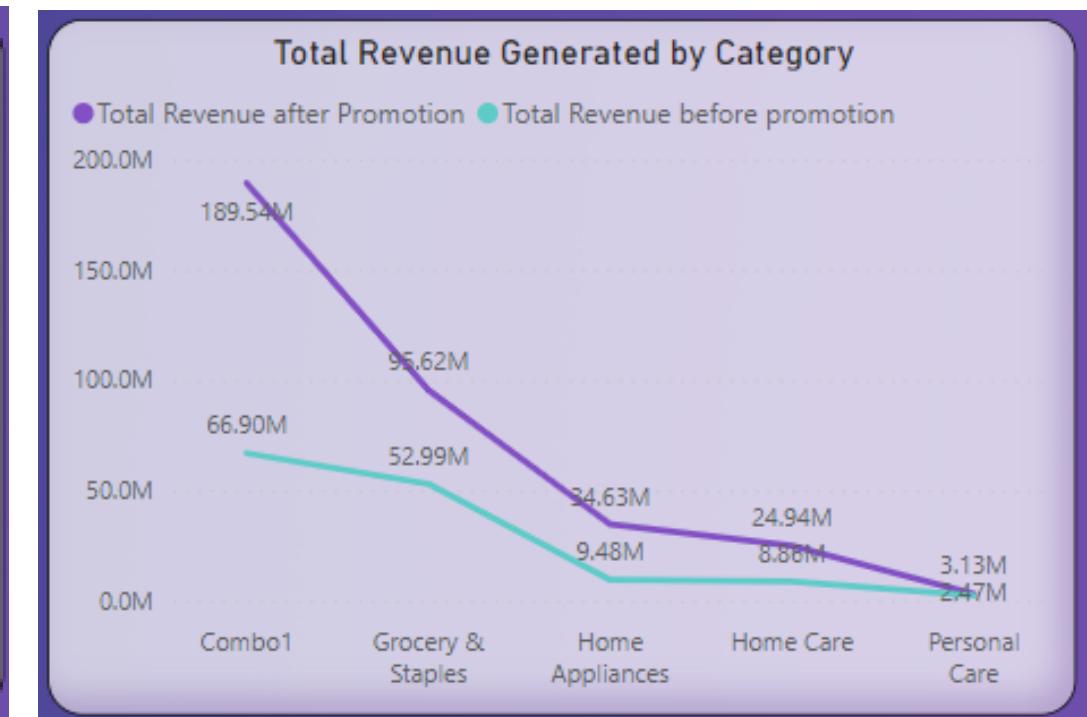
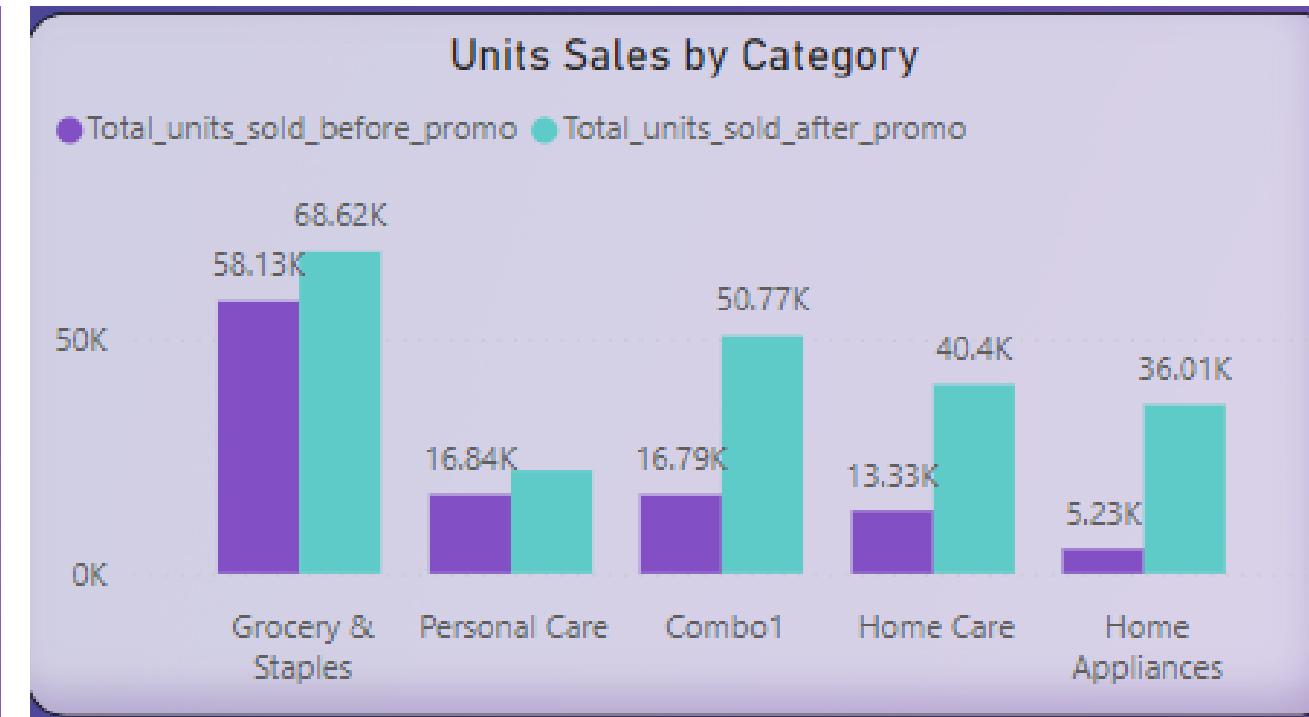
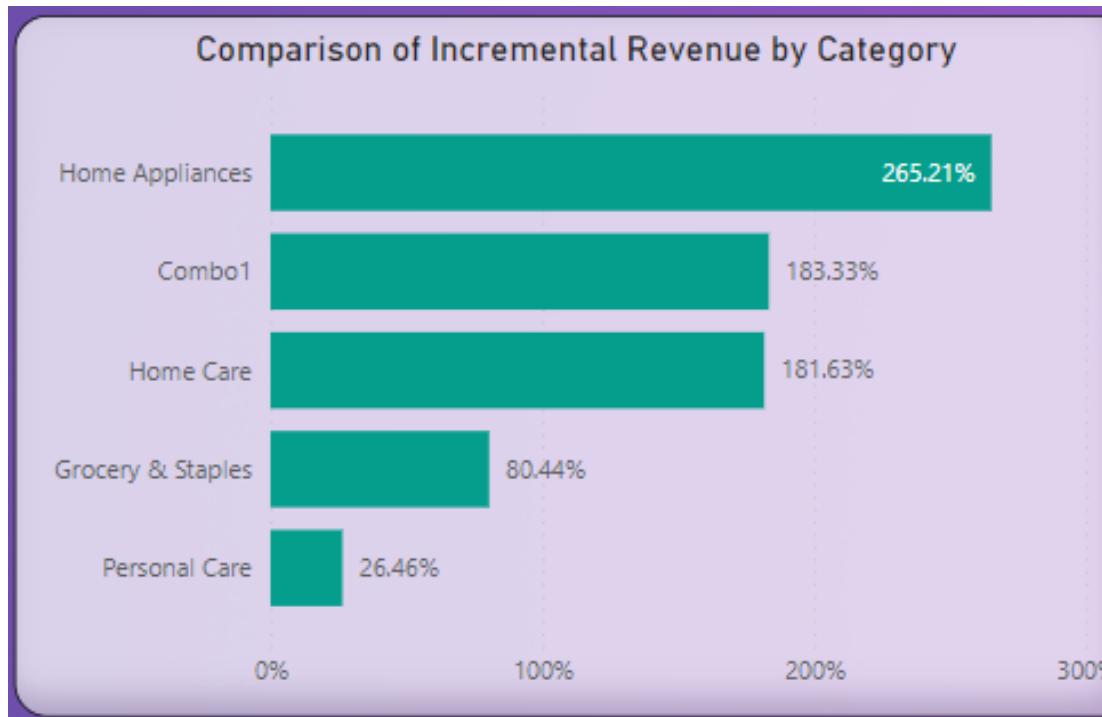
Promotions that strike the optimal balance between **incremental sold units** and maintaining healthy margins include **BOGOF, 500 cashback, and 33% off**. These promotions consistently demonstrate strong performance across both campaigns, ensuring a healthy blend of increased sales and favorable profit margins. Conversely, promotions offering a **25% discount** exhibit the least favorable margins or even **negative margins** in both campaigns.



Product and Category Analysis



1. Identifying Product Categories with the Most Pronounced Sales Increases from Promotional Activities



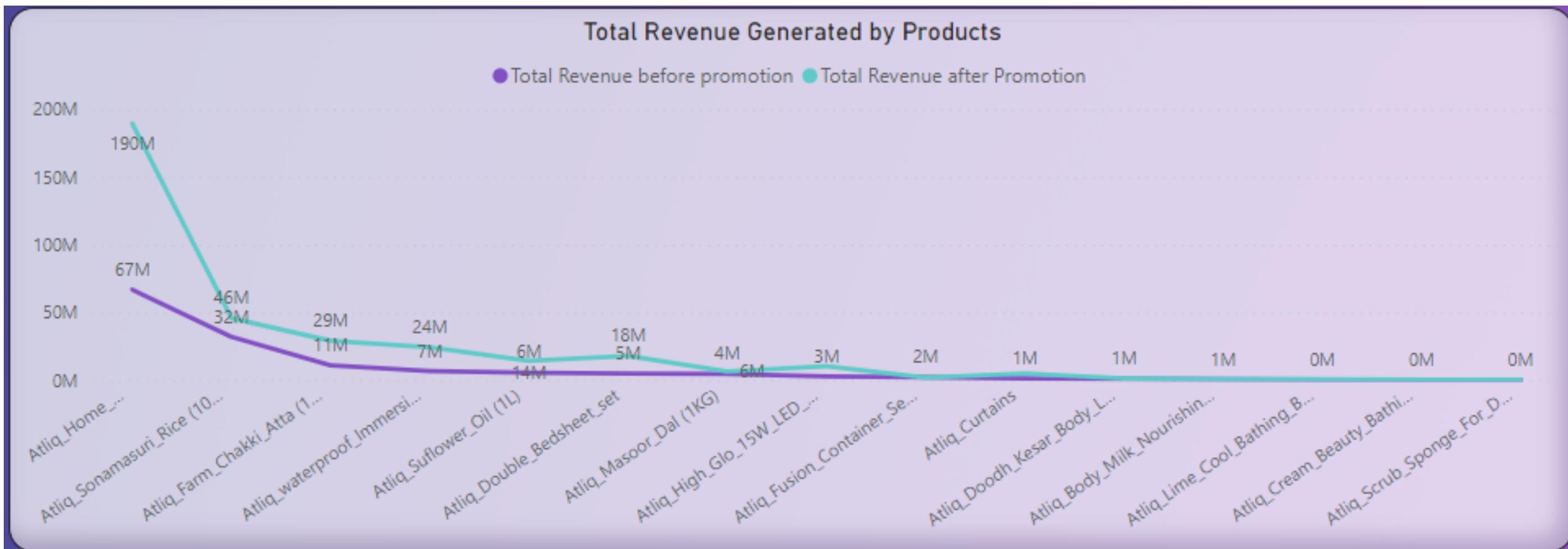
The analysis highlights **strong post-promotion performance in categories like Home Appliances, Combo 1, and Homecare, with significant revenue increase and heightened consumer demand. Combo 1 and Groceries & Staples also contribute notably to post-promotion revenue.** These insights underscore the impactful role of promotions in driving sales, particularly in these key product categories.



Product and Category Analysis



2. Analyzing Product Performance: Identifying Items with Exceptional or Subpar Responses to Promotional Campaigns



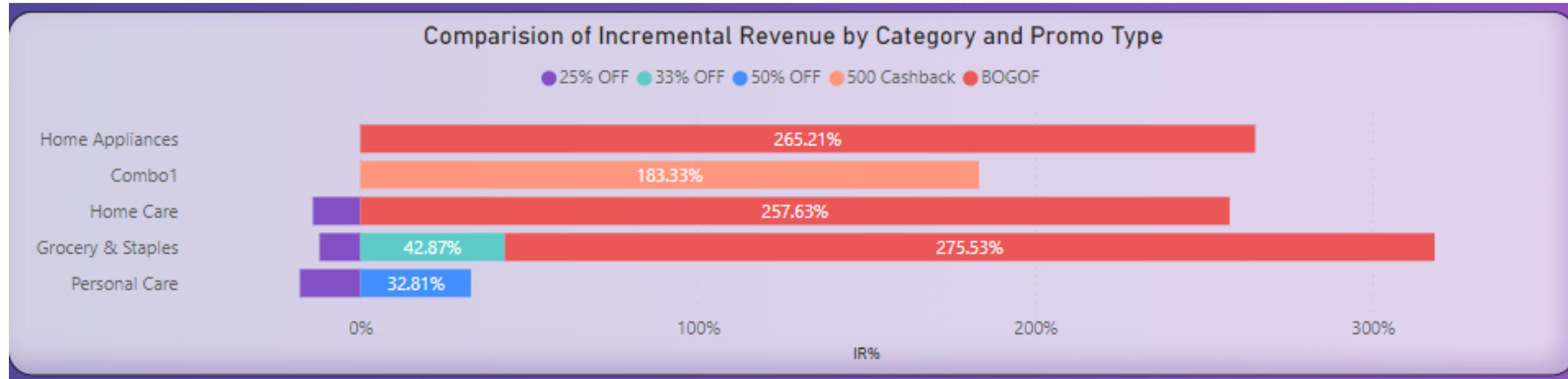
- **High Flyers:** Atliq Home Essentials 8 Product Combo, Atliq Sonamasuri Rice, and Atliq Farm Chakki Atta soar with remarkable sales post-promotion.
- **Lagging Behind:** Atliq Lime Cool Bathing Bar, Atliq Cream Beauty Bathing Soap, and Atliq Scrub Sponge Dishwash struggle to take off, showing minimal response to promotions.



Product and Category Analysis



3. Evaluating the Relationship Between Product Categories and Promotion Type Effectiveness



The correlation between product category and promotion type is evident: **Home Appliances, Homecare, and Groceries & Staples predominantly see sales generated from BOGOF promotions, while Combo 1 products are primarily driven by 500 cashback offers.** This clear alignment underscores the effectiveness of specific promotion types within distinct product categories.



RECOMMENDATIONS



Based on the analysis conducted, it appears that the Diwali campaign performed better overall compared to the Sankranti campaign. Here's a summary of the key findings supporting this conclusion:

- **Incremental Revenue Generation:**

The Diwali campaign likely generated higher incremental revenue compared to the Sankranti campaign, as evidenced by the revenue growth observed before and after each campaign

- **Store Performance:**

Stores in cities such as Chennai, Bengaluru, and Hyderabad, which typically perform well, showed consistent success during both campaigns. However, the Diwali campaign have contributed more significantly to their overall performance, given the higher incremental revenue generated.





RECOMMENDATIONS



- **Promotion Type Effectiveness:**

Analysis of promotion types suggests that certain promotions, such as BOGOF and 500 cashback, consistently outperformed others in driving incremental revenue. These promotions may have been more prominently featured or strategically utilized during the Diwali campaign, leading to its higher effectiveness.

- **Product Category Response:**

Product categories like Home Appliances, Homecare, and Groceries & Staples, which saw significant sales increases during both campaigns, may have experienced higher sales uplift during the Diwali campaign due to increased consumer spending and demand associated with the festive season.





CONCLUSION



In conclusion, our analysis reveals that the Diwali campaign significantly outperformed the Sankranti campaign in driving sales and revenue growth for AtliQ Mart. These insights underscore the importance of strategic promotional planning, particularly in leveraging festive seasons and selecting promotion types to maximize sales impact and profitability. Moving forward, these findings serve as valuable guidance for future promotional strategies, emphasizing the need for targeted planning and execution to achieve optimal results.



THANK YOU!

