



Which promotion works the best?



Atliq Mart Promotional Analysis

Problem Statement:

- AtliQ Mart is a retail giant with 50 supermarkets in the 10 cities of India.
- During Festive time, all the stores ran promotional offers like “Buy 1 Get 1 Free”, Discounts (25% OFF, 33% OFF, 50% OFF), “500Rs. Cashback” on their branded products.
- Let’s dive deep to understand the performance of each offer.

Operating Cities



Metrics:

Incremental Revenue: Difference in Revenue after promotions and before promotions 

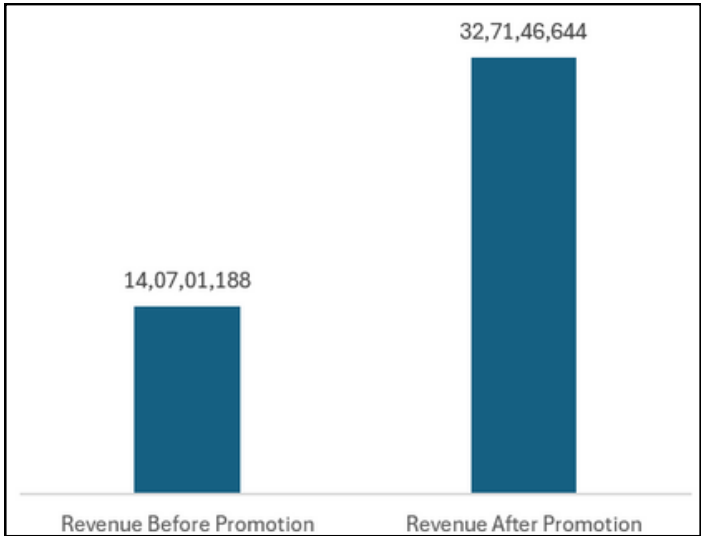
Incremental Sold Units: Difference in number of units sold after promotions and before promotions



Stores Performance Analysis

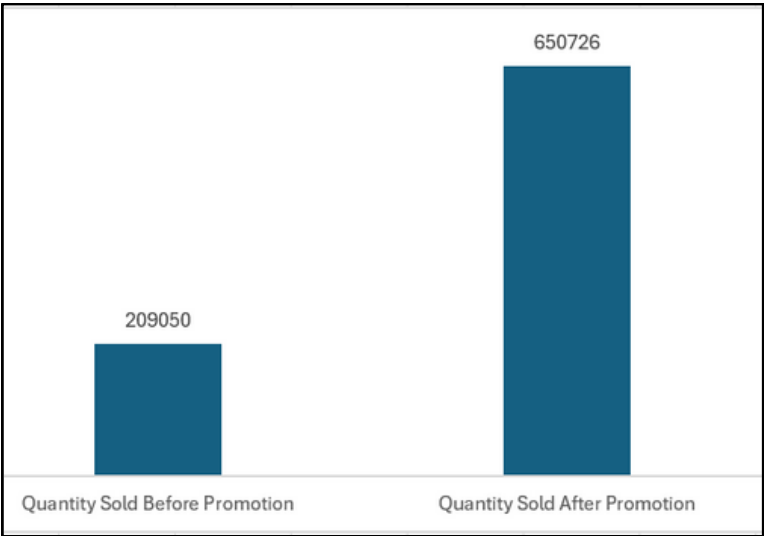
Incremental revenue (IR)

- Total IR for the mart is Rs. 186,45M (Change of 132.5%)
- Bengaluru, Chennai, Hyderabad, Mysuru record highest IR



Incremental Sold Units (ISU)

- Total ISU for the mart is 441.68K (Change of 211.3%)
- Bengaluru, Chennai, Hyderabad, Coimbatore record Highest ISU

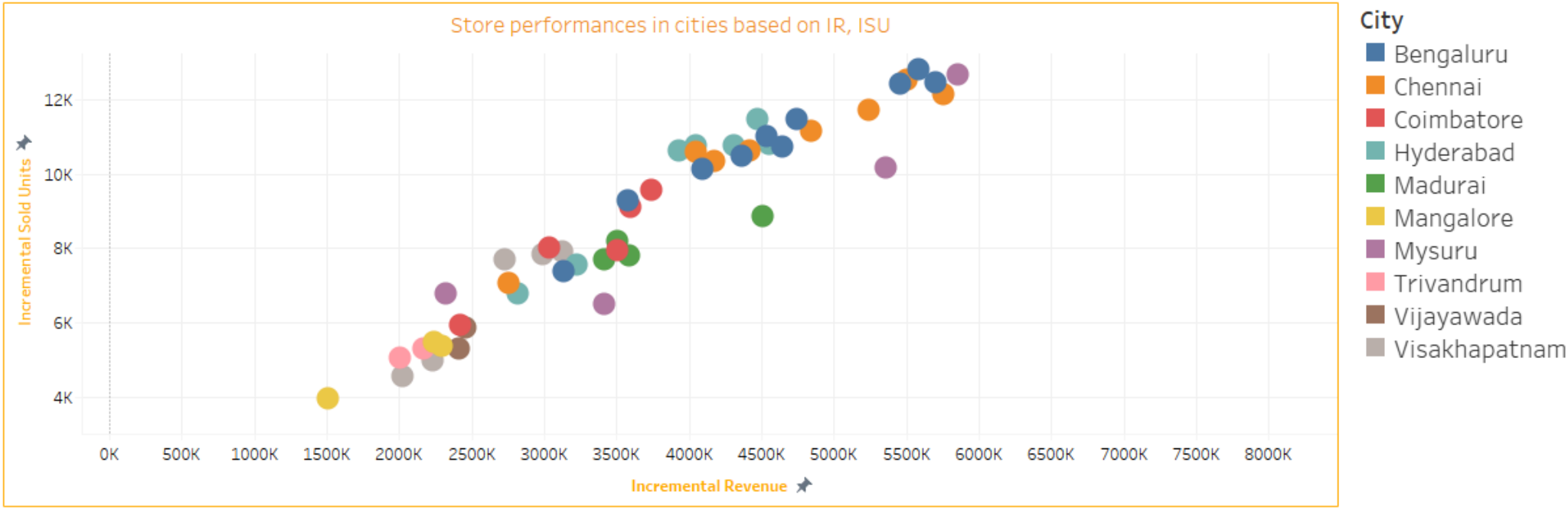


Balance between IR, ISU

Few stores from Bengaluru, Chennai, Mysuru tops the list of stores w.r.t IR, these stores strike the best balance between IR and ISU

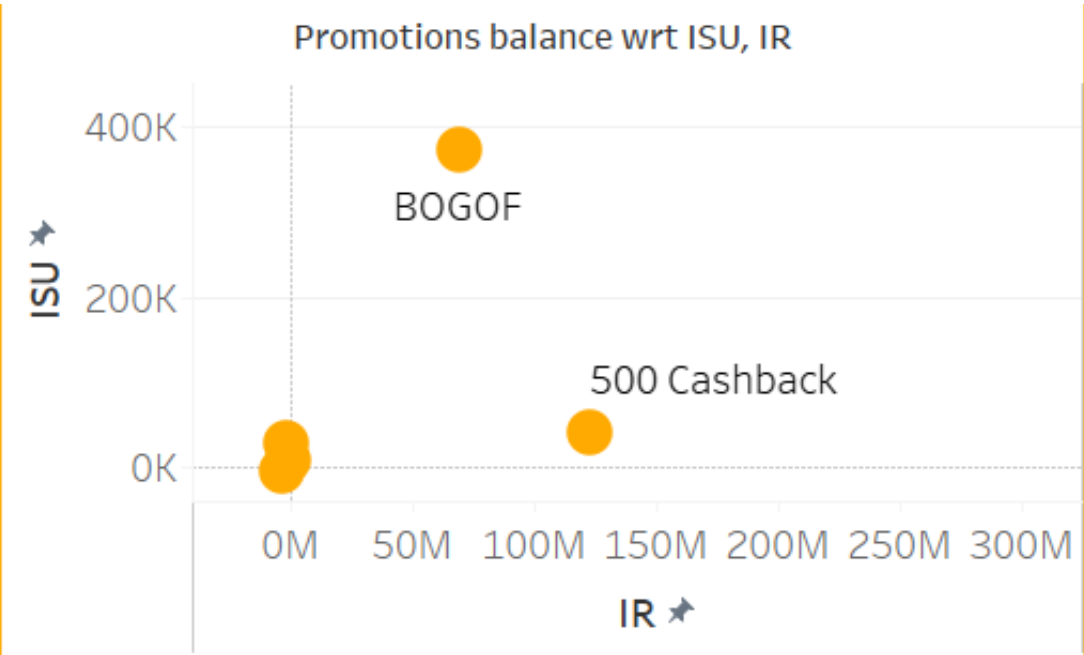
Few stores from Vijayawada, Coimbatore, Mangalore, Trivandrum, Visakhapatnam are not performing well in terms of ISU. Stores from these cities are not performing well in terms of IR and ISU.

Store Wise Balance between I.R and I.S.U (Plot showing balance between I.R and I.S.U for all the 50 Stores)



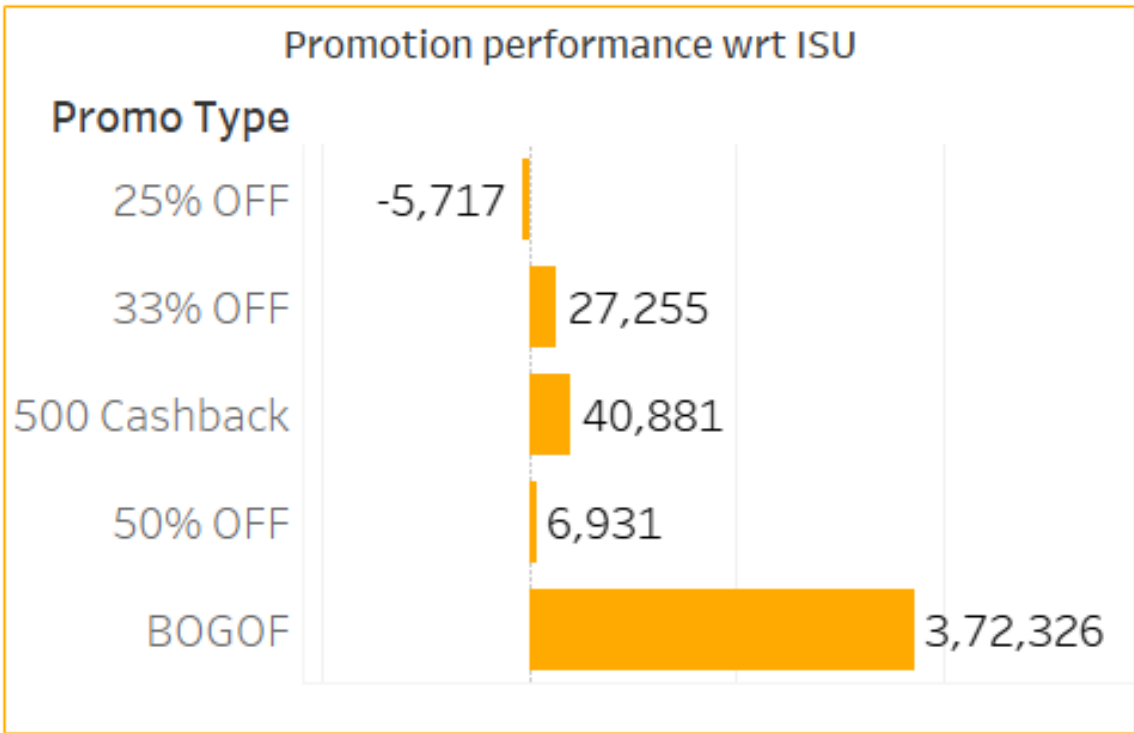
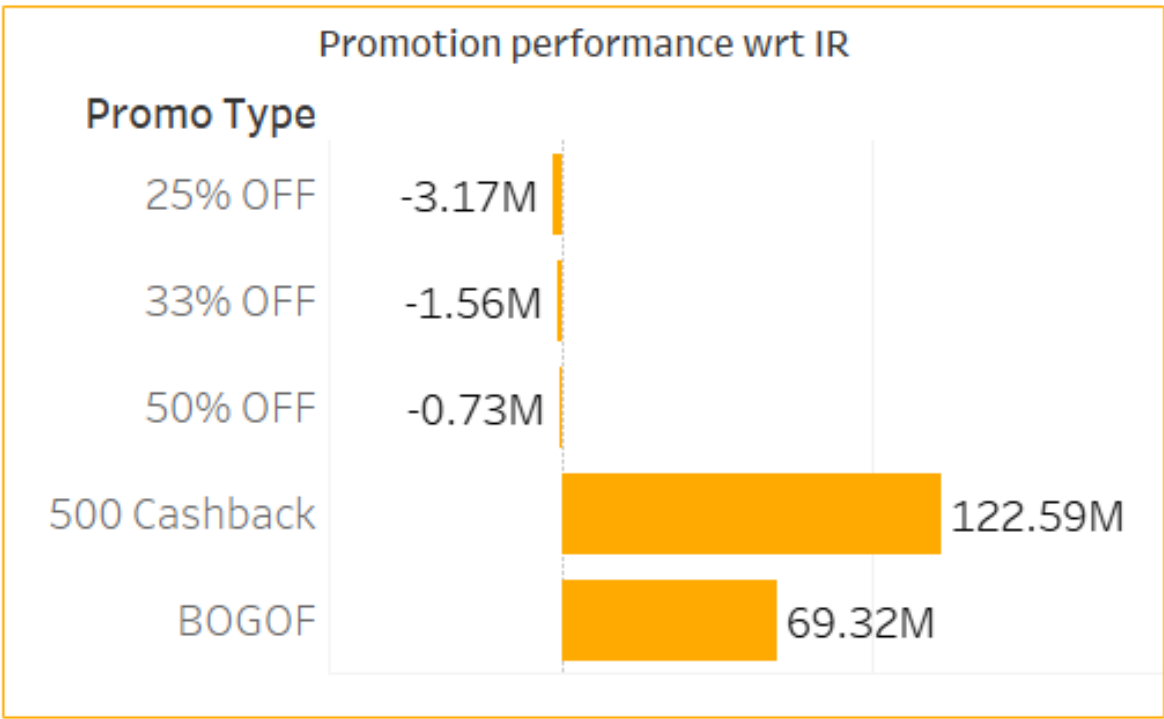
Promotion performance analysis

Balance between IR and ISU



- Buy 1 Get 1 free promotion strikes the best balance between IR and ISU.
- Discount promotions like 25% OFF, 50% OFF, 33% OFF are having low values of IR and ISU

Performance based on IR and ISU



- Among all the promotions “25% OFF” has the negative values of IR and ISU
- We need to understand the performance of this promotion in detail by analyzing it **city** and **product wise**.

25% OFF promotion performance analysis

Performance of promotions based on IR and ISU across various cities

Promotion performance city wise based on IR					
City	IR				
	25% OFF	33% OFF	Promo Type 50% OFF	500 Cashback	BOGOF
Bengaluru	-0.75M	-0.14M	-0.16M	29.96M	16.94M
Chennai	-0.58M	-0.61M	-0.16M	24.00M	14.10M
Coimbatore	-0.27M	0.00M	-0.05M	10.35M	6.27M
Hyderabad	-0.54M	-0.18M	-0.11M	17.53M	10.67M
Madurai	-0.21M	-0.27M	-0.06M	10.45M	5.10M
Mangalore	-0.11M	-0.13M	-0.03M	4.03M	2.29M
Mysuru	-0.28M	-0.12M	-0.07M	11.98M	5.44M
Trivandrum	-0.06M	-0.02M	-0.02M	2.60M	1.68M
Vijayawada	-0.08M	-0.03M	-0.02M	3.24M	1.75M
Visakhapatnam	-0.29M	-0.06M	-0.06M	8.45M	5.07M

Promotion performance city wise based on ISU					
City	ISU				
	25% OFF	33% OFF	Promo Type 50% OFF	500 Cashback	BOGOF
Bengaluru	-1.35K	6.93K	1.81K	9.99K	90.77K
Chennai	-0.97K	4.34K	1.05K	8.00K	73.70K
Hyderabad	-0.94K	4.70K	1.29K	5.85K	57.87K
Visakhapatnam	-0.62K	2.39K	0.65K	2.82K	27.76K
Mysuru	-0.53K	2.58K	0.62K	4.00K	29.44K
Coimbatore	-0.51K	2.67K	0.67K	3.45K	34.32K
Madurai	-0.38K	1.48K	0.31K	3.49K	27.65K
Mangalore	-0.22K	0.79K	0.20K	1.34K	12.72K
Vijayawada	-0.13K	0.71K	0.18K	1.08K	9.33K
Trivandrum	-0.06K	0.66K	0.16K	0.87K	8.76K

This promotion is not performing well in cities like Bengaluru, Hyderabad, Chennai, Visakhapatnam, Mysuru in terms of IR and ISU.

Performance of discount promotions based on IR and ISU across various stores and product categories

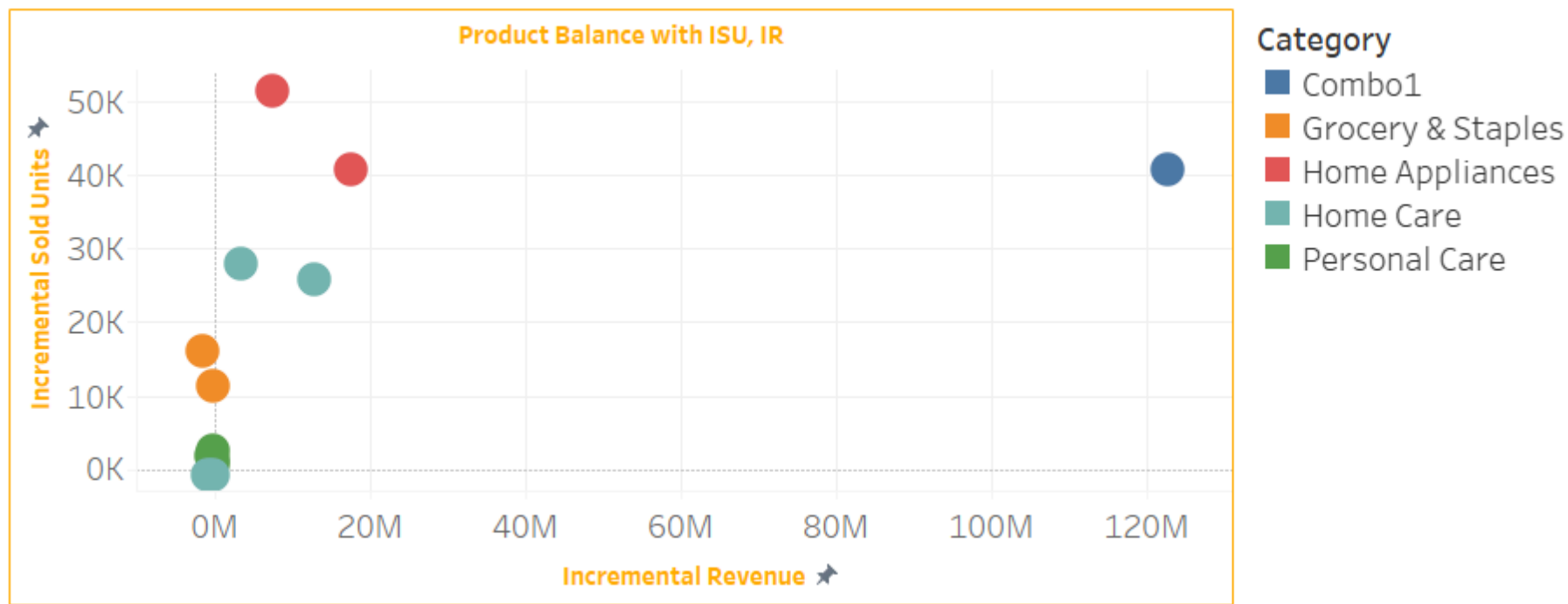
Discounts performance Store, Product Category wise					
Store ..	IR				
	Combo1	Grocery & St..	Home Applia..	Home Care	Personal Care
STBLR-0	3.93M	0.77M	0.61M	0.41M	-0.02M
STBLR-1	2.17M	0.31M	0.40M	0.28M	-0.02M
STBLR-2	2.24M	0.49M	0.57M	0.31M	-0.02M
STBLR-3	3.17M	0.69M	0.57M	0.33M	-0.02M
STBLR-4	2.93M	0.65M	0.63M	0.35M	-0.02M
STBLR-5	2.84M	0.60M	0.57M	0.38M	-0.02M
STBLR-6	3.50M	0.73M	0.72M	0.54M	-0.01M
STBLR-7	3.59M	0.77M	0.78M	0.45M	-0.02M
STBLR-8	3.06M	0.63M	0.57M	0.40M	-0.02M
STBLR-9	2.53M	0.51M	0.64M	0.43M	-0.02M
STCHE-0	2.59M	0.60M	0.63M	0.38M	-0.02M
STCHE-1	1.95M	0.22M	0.39M	0.22M	-0.03M
STCHE-2	2.51M	0.58M	0.63M	0.36M	-0.03M

25% OFF performance Store, Product Category wise			
Store Id (Dim Sto..	ISU		
	Grocery & Staples	Home Care	Personal Care
STBLR-3	-155	-56	-22
STCHE-6	-151	-68	-30
STBLR-8	-143	-55	-23
STHYD-2	-135	-61	-28
STHYD-3	-133	-66	-22
STVSK-4	-123	-46	-15
STVSK-1	-108	-38	-19
STMYS-1	-98	-50	-21
STBLR-6	-89	-34	-19
STMYS-3	-85	-30	-13
STBLR-0	-84	-41	-15
STHYD-6	-84	-37	-15
STBLR-5	-83	-34	-18

Among these cities, products under categories like Grocery and Staples, Personal Care are not performing well.

Products and Product Category Analysis

Balance between IR and ISU



- a. Products under Home Appliances category strike the best balance between IR and ISU.
- b. Products under categories like Groceries and Staples, Personal Care needs more sales to improve IR.
- c. Few products under Home Care need significant improvement in IR, ISU.

Variation of IR and ISU across different product categories and promotions

Variation of IR across different products and promos					IR	
Category	Product Name	Promo Type				
		25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1	Atliq_Ho..				122.59M	
Grocery & Staples	Atliq_Far..	-1.38M				18.75M
	Atliq_Ma..		-0.18M			
	Atliq_Son..		-1.39M			
	Atliq_Suf..	-0.79M				8.99M
Home Appliances	Atliq_Hig..					7.59M
	Atliq_wat..					17.56M
Home Care	Atliq_Cur..					3.52M
	Atliq_Dou..					12.92M
	Atliq_Fus..	-0.77M				
	Atliq_Scr..	-0.11M				
Personal Care	Atliq_Bod..	-0.09M		-0.12M		
	Atliq_Cre..	-0.03M		-0.11M		
	Atliq_Doo..			-0.33M		
	Atliq_Lim..			-0.16M		

Variation of ISU across different products and promos					ISU	
Category	Product Name	Promo Type				
		25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1	Atliq_Ho..				40,881	
Grocery & Staples	Atliq_Far..	-1,715				1,19,745
	Atliq_Ma..		11,301			
	Atliq_Son..		15,954			
	Atliq_Suf..	-1,759				1,06,113
Home Appliances	Atliq_Hig..					51,611
	Atliq_wa..					40,902
Home Care	Atliq_Cur..					28,042
	Atliq_Do..					25,913
	Atliq_Fus..	-735				
	Atliq_Scr..	-777				
Personal Care	Atliq_Bo..	-470		1,026		
	Atliq_Cre..	-261		1,578		
	Atliq_Do..			1,765		
	Atliq_Lim..			2,562		

Insights to Management

- Management should replicate strategies from top stores in Bengaluru, Chennai, Mysuru to other low performing cities.
- Increase marketing efforts and resources towards BOGOF promotions as they have good balance between IR and ISU.
- Consider reviewing or discontinuing the discount promotions to improve the Incremental Revenue by 3% and Incremental Sold Units by 2% .
- Sales efforts for products under “Home Care”, “Personal Care” category to improve their IR and ISU.