



ATLIQ MART ANALYTICS

BUSINESS REQUIREMENTS AND ITS SOLUTIONS



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Project Summary

Domain: FMCG

Function: Sales / Promotions

AtliQ Mart, with over 50 stores in South India, ran major promotions during Diwali 2023 and Sankranti 2024 on its own branded products. The sales director, Bruce Haryali, wants quick insights into which campaigns performed well. As the analytics manager is busy, the task is handed over to Peter Pandey, a curious data analyst, to deliver actionable insights directly for leadership decisions.

BUSINESS REQUEST

Business Request - 1:

High-Value 'BOGOF' Products Over ₹500

product_code	product_name	category	base_price	promo_type
P08	Atliq_Double_Bedsheet_set	Home Care	1190	BOGOF
P14	Atliq_waterproof_Immersion_Rod	Home Appliances	1020	BOGOF

Insights:

- Only 2 high-value products (base price > ₹500) were offered under BOGOF promotions.
- Both fall under Home Care and Home Appliances—categories with premium pricing.

Recommendations:

- Monitor margins closely on BOGOF for high-priced items.
- Evaluate demand uplift to ensure profitability.
- Consider alternative promotions (e.g., % discounts) for better control over revenue impact.

Business Request - 2:

City-wise Store Distribution Report

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

Insights:

- Bengaluru (10 stores) leads, followed by Chennai (8) and Hyderabad (7) — strong urban presence.
- Mid-tier cities like Coimbatore and Visakhapatnam (5 each) show growth potential.
- Low coverage in Trivandrum and Vijayawada (2 each) suggests untapped markets.

Recommendations:

- Leverage top cities for premium launches and campaigns.
- Expand strategically in mid-tier cities.
- Analyze low-store cities for growth potential.
- Optimize resources based on store distribution

Business Request - 3:

Campaign Revenue Performance Report – Before vs After Promotion

campaign_name	Total_Revenue(Before_Promotion)	Total_Revenue(After_Promotion)
Sankranti	58.13M	124.15M
Diwali	82.57M	171.46M

Insights:

- Both Diwali and Sankranti campaigns more than doubled revenue post-promotion.
- Diwali led with the highest revenue before (₹82.57M) and after promotion (₹171.46M), indicating strong customer engagement.

Recommendations:

- Replicate successful strategies from the Diwali campaign in future promotions.
- Analyze category-level contributions to maximize ROI during future festive periods.
- Continue leveraging seasonal events for high-impact promotions.

Business Request - 4:

Diwali Campaign Category-wise Incremental Sales Performance (ISU%)

campaign_name	category	ISU%	ISU%_Rank
Diwali	Home Appliances	588.45	1
Diwali	Home Care	203.14	2
Diwali	Combo1	202.36	3
Diwali	Personal Care	31.06	4
Diwali	Grocery & Staples	18.05	5

Insights:

- Home Appliances showed the highest incremental growth with an impressive ISU% of 588.45%, indicating a massive boost in demand during the Diwali campaign.
- Home Care and Combo1 categories also performed exceptionally well, both achieving over 200% growth, highlighting strong promotional impact.
- Personal Care and Grocery & Staples saw modest increases, suggesting stable demand but limited uplift.

Recommendations:

- **Double down on promotional efforts for Home Appliances, Home Care, and Combo1 in future campaigns—they demonstrate high responsiveness to promotions.**
- **Re-evaluate promotion strategies for Personal Care and Grocery & Staples—consider bundling, targeted ads, or discount refinement to drive more impact.**
- **Use this ranking to prioritize category investment for the next festive cycle.**

Business Request - 5:

Top 5 High-Performing Products by Incremental Revenue Percentage (IR%) Across Campaigns

product_name	category	IR	IR%	rank_ir
Atliq_waterproof_Immersion_Rod	Home Appliances	17561340.00	266.19	1
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	7589050.00	262.98	2
Atliq_Double_Bedsheet_set	Home Care	12917450.00	258.27	3
Atliq_Curtains	Home Care	3517500.00	255.34	4
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	17363475.00	160.01	5

Insights:

- Home Appliances and Home Care dominate the top spots, indicating strong customer response to these categories.
- The Atliq Waterproof Immersion Rod led with a 266.19% IR%, showing exceptional campaign impact.
- Even daily essentials like Chakki Atta performed well, suggesting effective promotion even for staples.

Recommendations:

Prioritize Home Appliances and Home Care for future promotions to maximize returns.

Replicate successful campaign strategies used for these top-performing products.

Consider bundling or cross-promoting these products to further boost revenue.

Store Performance Analysis

Promo Performance Summary

- Incremental Revenue (IR): ₹155M ▲ 211.28%

Total Revenue:

- Before Promo: ₹141M
- After Promo: ₹296M
- Incremental Units Sold (ISU): 442K ▲ 110.10%

Quantity Sold:

- Before Promo: 209K
- After Promo: 651K

Top Performing Stores

By Incremental Revenue (IR):

- Top Store: STMYS-1 (~₹4.5M)
- Others: STCHE-4, STBLR-0, STBLR-7, STCHE-7...

By Incremental Units Sold (ISU):

- Top Store: STBLR-7 (~11K units)
- Others: STMYS-1, STCHE-7, STBLR-0...

Bottom Performing Stores

By IR:

- Lowest Store: STMLR-0 (~₹1M)
- Others: STVJD-1, STCBE-4, STMLR-2...

By ISU:

- Lowest Store: STMLR-0 (~3K–4K units)
- Others: STCBE-4, STVJD-0, STMLR-1...

Top Performing States by IR %

- Madurai – 120.00%
- Chennai – 116.84%
- Bengaluru – 116.05%
- Vijayawada – 112.74%
- Coimbatore – 111.35%

Top Categories in Top Stores

- Dominant Category: Combo1 (₹2M–₹3M/store)
- Other Key Categories: Grocery & Staples (₹1M), Home Appliances (₹1M)

Promotional Type Analysis

Overall Promo Impact



Incremental Revenue by Promo Type

- ₹91M – 500 Cashback 
- ₹69M – BOGOF 

Discounts underperformed:

- 50% OFF: -₹1M
- 33% OFF: -₹2M
- 25% OFF: -₹3M

Incremental Units Sold by Promo Type

- BOGOF: 372K 
- 500 Cashback: 41K
- 33% OFF: 27K
- 50% OFF: 7K
- 25% OFF: -6K 

🕯 Campaign-wise Summary

Diwali Campaign

- Top Performer: 500 Cashback → ₹77M IR, 34K ISU
- BOGOF: ₹16M IR, 59K ISU
- Discounts (25–50%) led to net losses
- Total Impact: ₹89M IR | 108K ISU ✓

Sankranti Campaign

- Top Performer: BOGOF → ₹53M IR, 313K ISU ✨
- 500 Cashback: ₹15M IR, 7K ISU
- Discounts again showed poor returns
- Total Impact: ₹66M IR | 334K ISU ✓

🔍 Key Insights

- BOGOF = Best for volume
- 500 Cashback = Best for revenue
- % Discounts = Underperforming → reconsider or optimize

Product and category analysis

Top Performing Products

By Units Sold (ISU)

- Chakki Atta (1KG) – 118K
- Sunflower Oil (1L) – 104K
- LED Bulb 15W – 52K
- Immersion Rod – 41K
- 8-Product Combo – 41K

By Revenue (IR)

- 8-Product Combo – ₹91M
- Immersion Rod – ₹18M
- Chakki Atta – ₹17M
- Bedsheet Set – ₹13M
- Sunflower Oil – ₹8M

Bottom Performing Products

By Units Sold (ISU)

- Lowest: Scrub Sponge – -0.8K
- Others: Fusion Container, Body Lotions, Bathing Soap

By Revenue (IR)

- Lowest: Sonamasuri Rice (10KG) – -₹1.4M
- Others: Fusion Container, Lotions, Masoor Dal

Category-wise Performance

Incremental Revenue %

Top Gainer: Home Appliances – +265.21%

- Combo1 – 136.11%
- Home Care – 175.62%
- Grocery & Staples – 45.28%
- Decline: Personal Care – -34.20% ✗

Incremental Units Sold %

Top Gainer: Home Appliances – +628.78% 🔥

- Grocery & Staples – 196.61%
- Home Care – 265.35%
- Combo1 – 183.33%
- Personal Care – 24.50%

Key Takeaways

- Combo1, Grocery & Home Appliances = Big winners ✨
- Personal Care underperformed in both sales & revenue ✗

Focus more on value bundles & essential categories

FINAL STRATEGIC RECOMMENDATIONS

✓ 1. Refine Promotion Strategy

Double Down on:

- BOGOF – Drives highest volume (+372K units)
- ₹500 Cashback – Delivers highest revenue (₹91M)

Reconsider or Optimize:

- % Discount Offers (25–50%) – Net loss in both revenue & volume
- Focus on value-driven instead of margin-eating discounts

📊 2. Target High-Potential Stores & States

Replicate success models from:

- Top stores: STMYS-1, STBLR-7, STCHE-4
- Top states: Madurai, Chennai, Bengaluru

Support low performers with:

- Localized promotions
- Better product assortment
- Inventory & display optimizations

3. Focus on High-Impact Categories

Push More:

- Home Appliances – +628% in volume, +265% in revenue
- Combo1 & Grocery – Strong performance across all metrics

Reduce Focus or Reposition:

- Personal Care – Negative IR (-34%), weak engagement
- Consider bundling or product reformulation

4. Product-Level Optimization

Boost Inventory & Visibility for:

- Chakki Atta, Sunflower Oil, Immersion Rods, LED Bulbs

Reevaluate or Phase Out:

- Underperformers like Sonamasuri Rice (₹-1.4M), Fusion Containers, Low-turnover lotions

5. Campaign Planning Insights

- Diwali: Focus on high-revenue cashback promotions
- Sankranti: Focus on volume-based offers like BOGOF
- Use historical campaign-product fit to fine-tune future planning