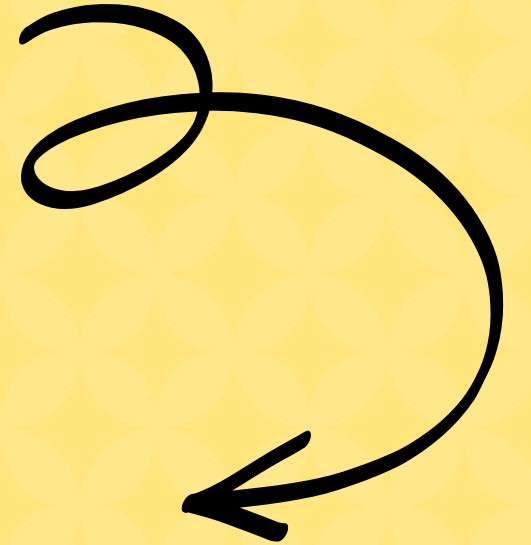
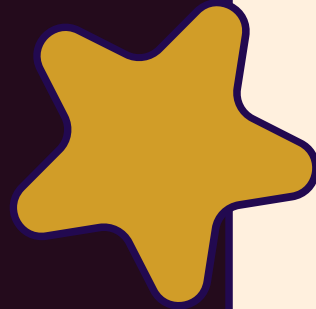




# ATILQ STORE ANALYSIS

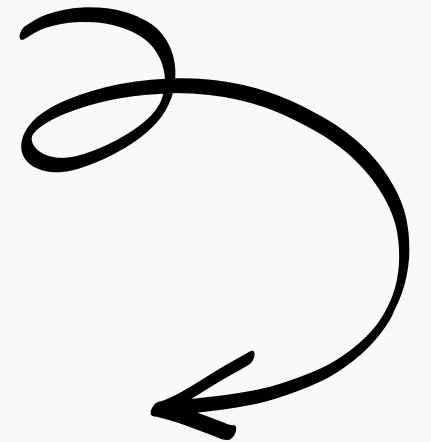
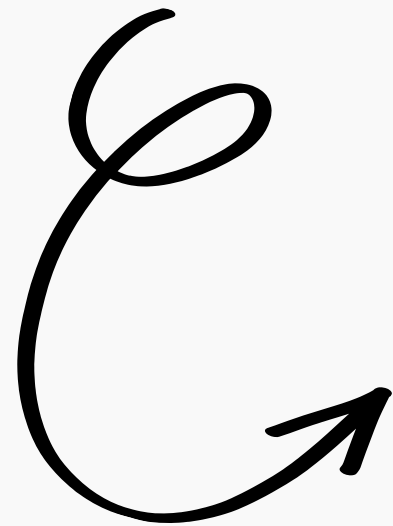
ANKITA PRADHAN





# INTRODUCTION

AtliQ Mart, a prominent retail chain with 50 supermarkets across southern India, recently conducted large-scale promotions during the Diwali 2023 and Sankranti 2024 festivals. These promotions primarily targeted AtliQ branded products. The next slides will be about the entire analysis performed on the data that we collected on the store in order to enhance the performance.



# PROBLEM STATEMENT



## PROBLEM

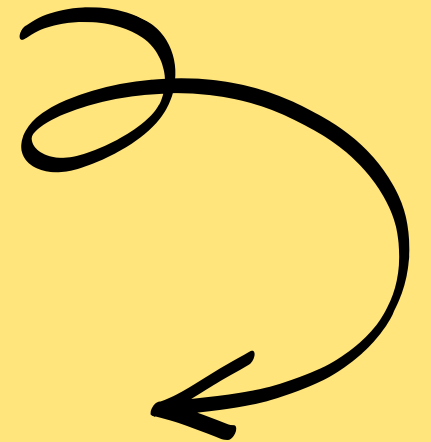
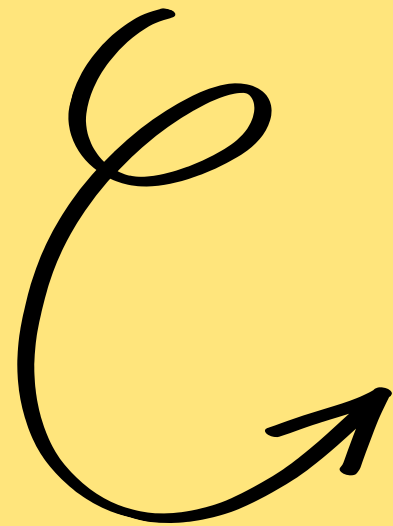
The problem statement revolves around evaluating the performance of AtliQ Mart's promotional campaigns conducted during the Diwali 2023 and Sankranti 2024 festivals. The objective is to provide insights into the effectiveness of these campaigns to the Sales Director, enabling informed decision-making for future promotional strategies.

# OBJECTIVES

Providing insights into which promotional campaigns performed well and which ones did not, identifying factors contributing to success or failure, and offering recommendations for improving future promotional strategies.

# GOALS

The analysis will rely on data collected from the promotional campaigns, including sales data, promotional expenses, product performance, customer engagement metrics, and any other relevant data points.



# TOOLS USED

## POWER BI

For Data modelling and Visualisaton



## EXCEL

For Data Cleaning and Preparation



## MYSQL

For AD\_hoc Question



# PROJECT RULES

01

## DIM DATASET

1. dim\_campaigns
2. dim\_products
3. dim\_stores

02

## FACT DATASET

event\_id.  
store\_id  
campaign\_id  
product\_code  
base\_price  
promo\_type  
quantity\_sold(before\_promo)  
quantity\_sold(after\_promo)

# Important terms and Formulae

Incremental revenue refers to the additional revenue generated as a direct result of a particular action or initiative.

Individual sold units refer to the quantity of individual items or products sold during a specific time period, such as a promotional campaign. It represents the number of units of a particular product that were purchased by customers.

Promo Type :

·25% Off :  $0.25 * \text{Base\_price}$

·33% Off :  $0.33 * \text{Base\_price}$

·50% Off :  $0.50 * \text{Base\_price}$

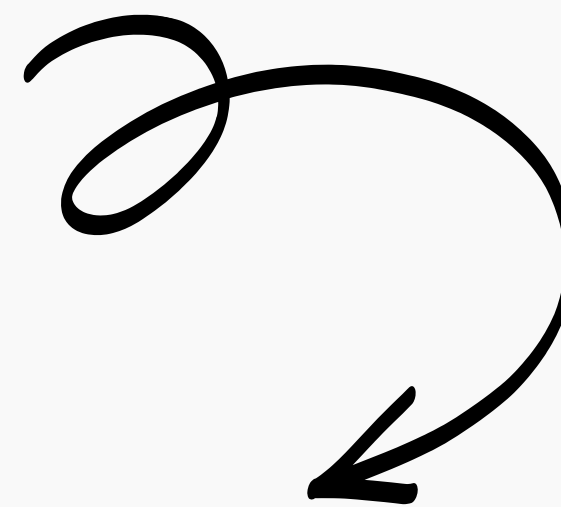
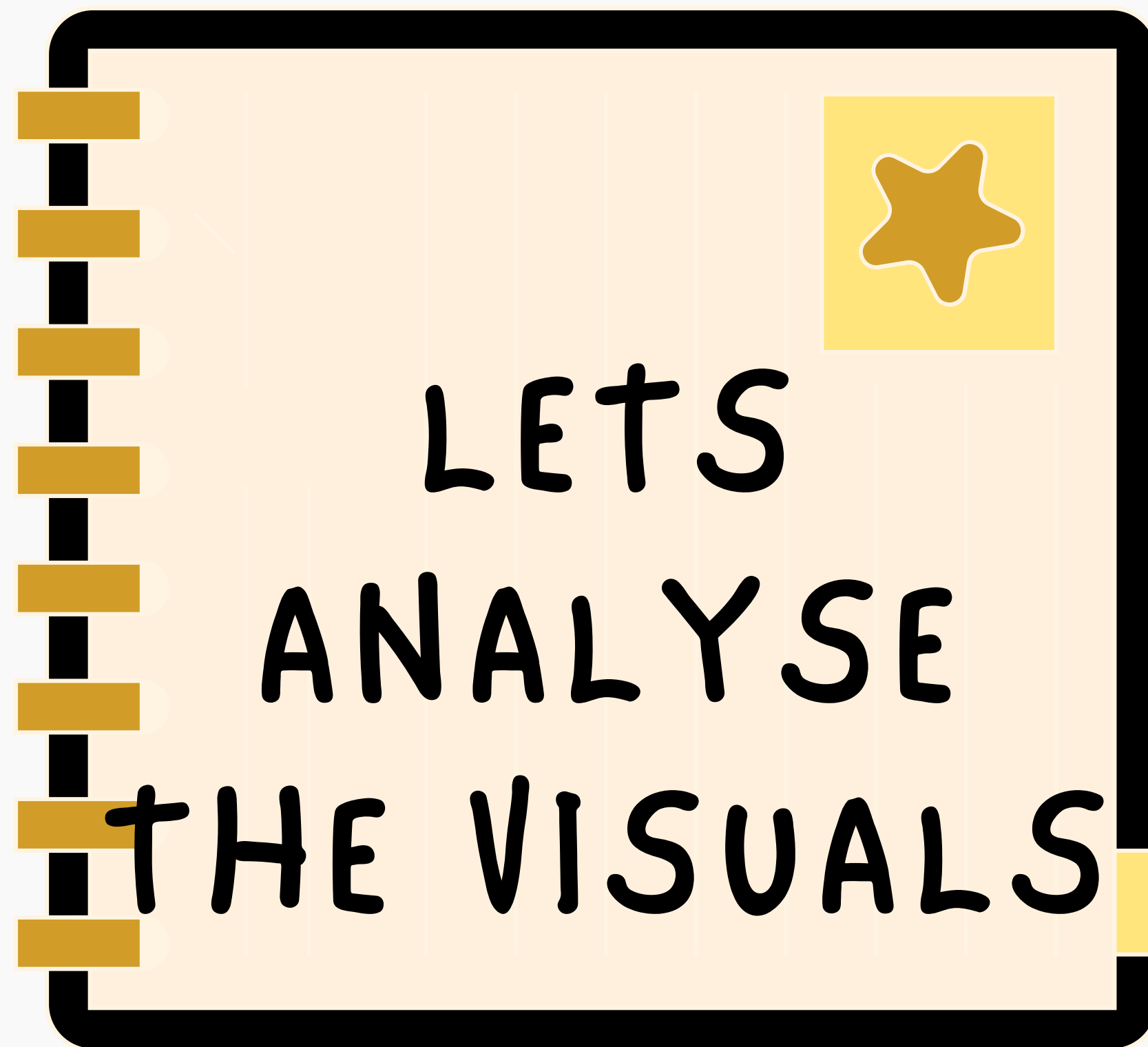
·500 Cashback :  $\text{Base\_price} - 500$

·BOGOF(Buy one get one free): Base price remains same, quantity doubles

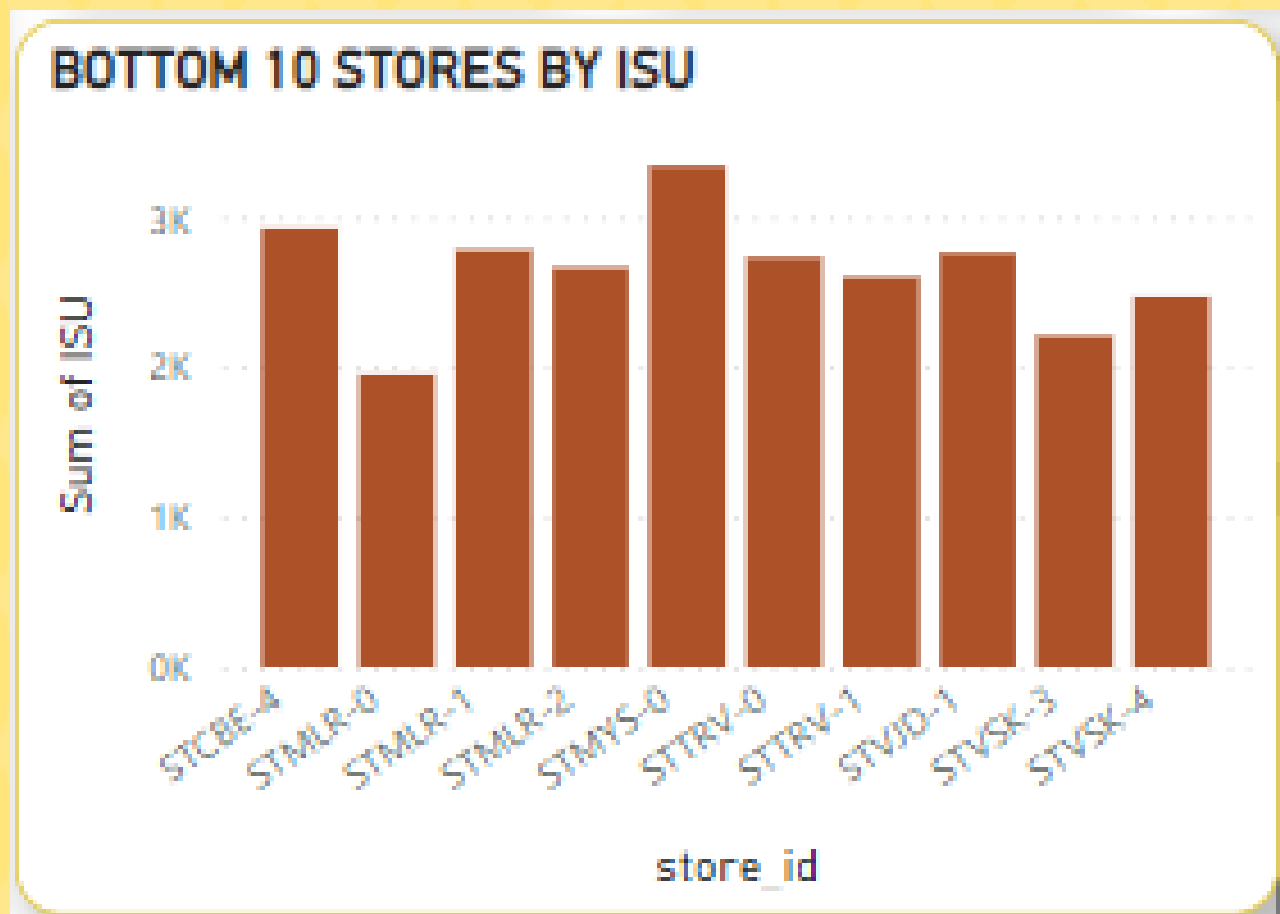
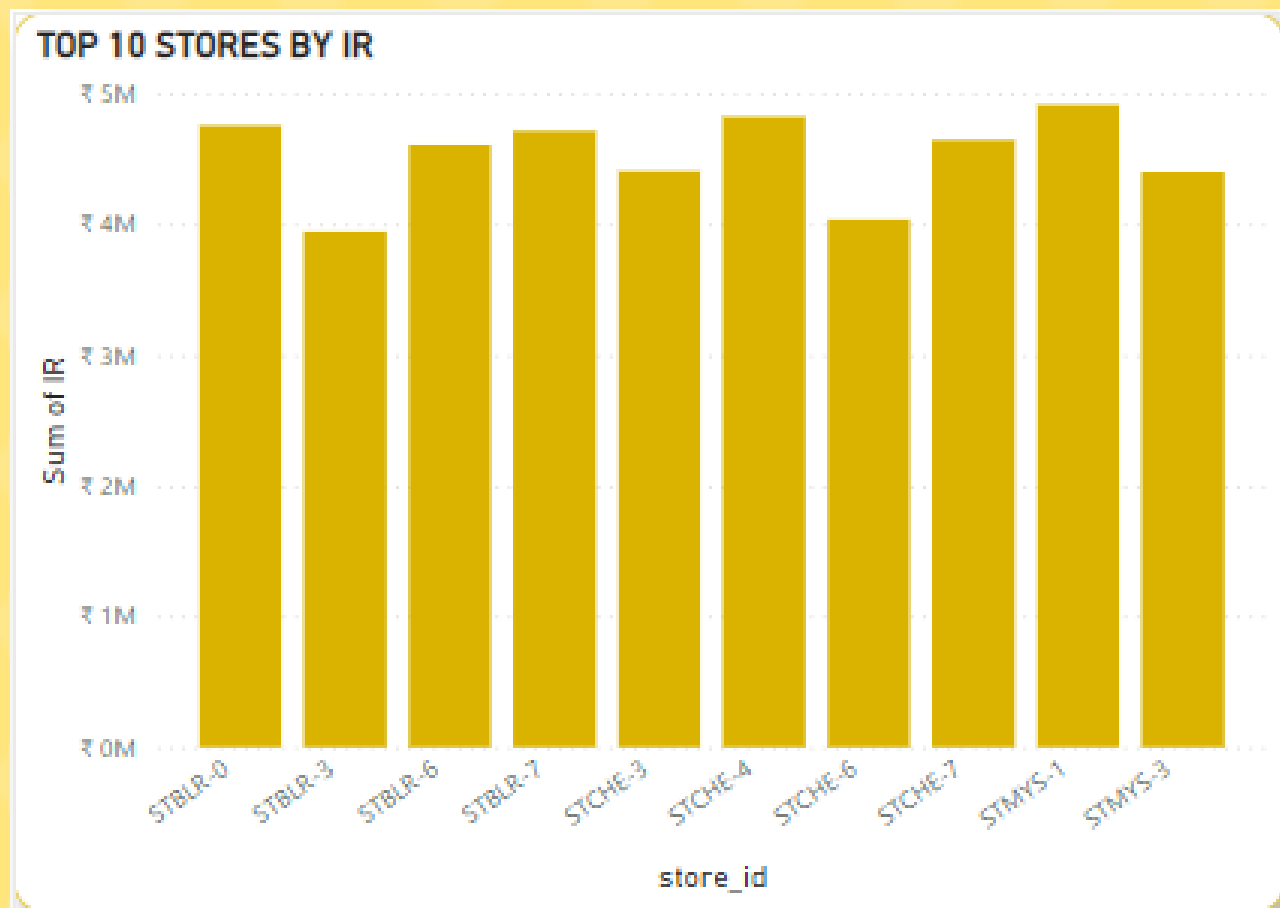
·IR (Incremental Revenue) :  $\text{Revenue\_AFTER\_promo} - \text{Revenue\_BEFORE\_promo}$

·IR% :  $(\text{Revenue\_AFTER\_promo} - \text{Revenue\_BEFORE\_promo} / \text{Revenue\_BEFORE\_promo}) * 100$

·ISU (Individual sales Unit) :  $(\text{quantity\_sold(after\_promo)} - \text{quantity\_sold(before\_promo)}) / \text{quantity\_sold(before\_promo)} * 100$







## TOP AND BOTTOM STORES IN TERMS OF IR AND ISU

From the analysis we can see that STMSY-1 is the top store that has more IR(Incremental Revenue) after the promo at around 49 Lakh indian rupees

Whereas STMLR-0 does not have much of growth after the promo, it lies the last in terms of ISU at just 1952 ISU.

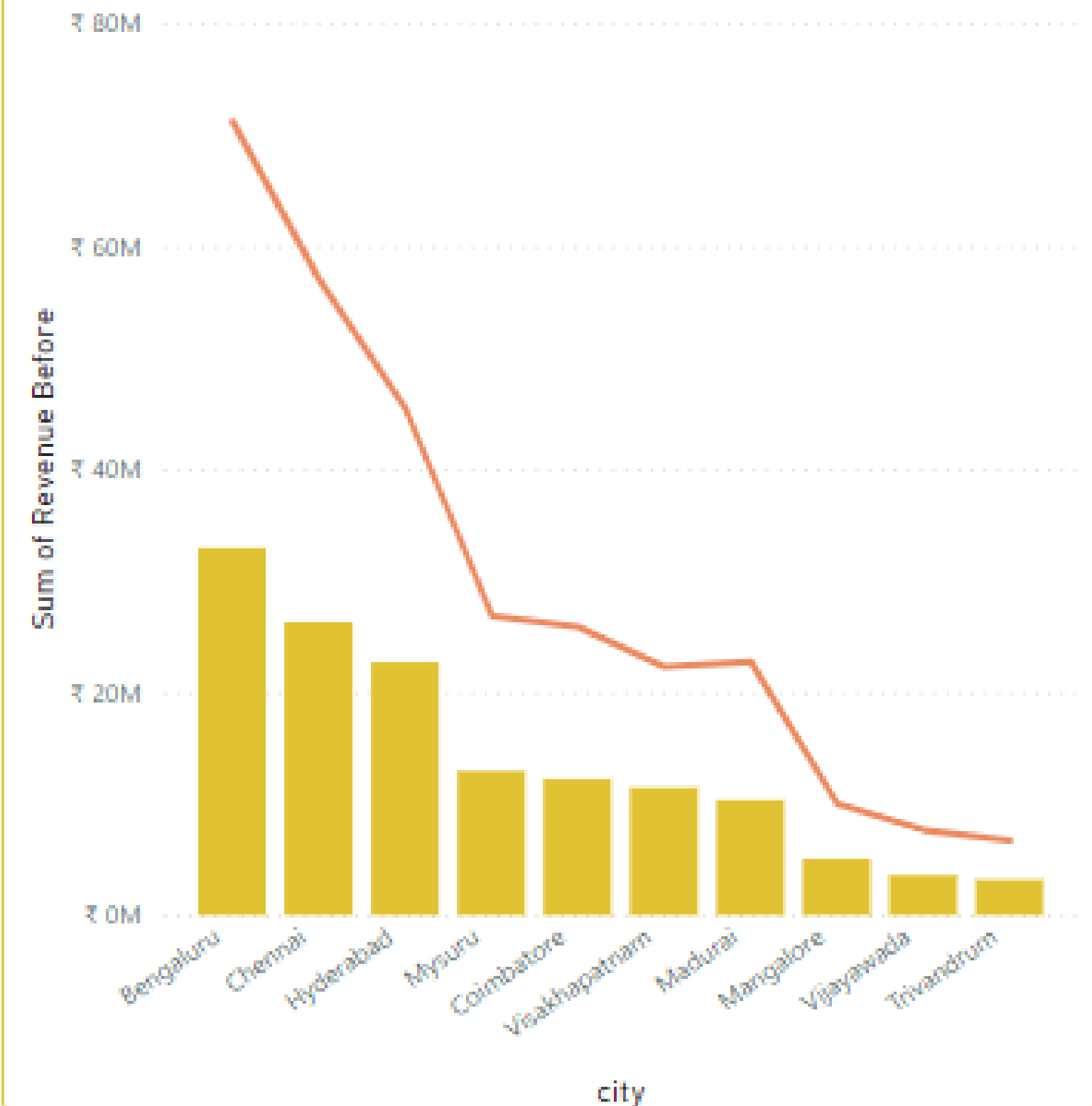
## REFERENCES

There is a significant change in the the revenue that generated before the promo and after the promo, the bar columns represent the revenue that was collected before the promo, and the line in the graph represents the growth line after promo.

This is an Cumulative analysis of the stores that are present in the cities.

### BEFORE VS AFTER PROMO REVENUE

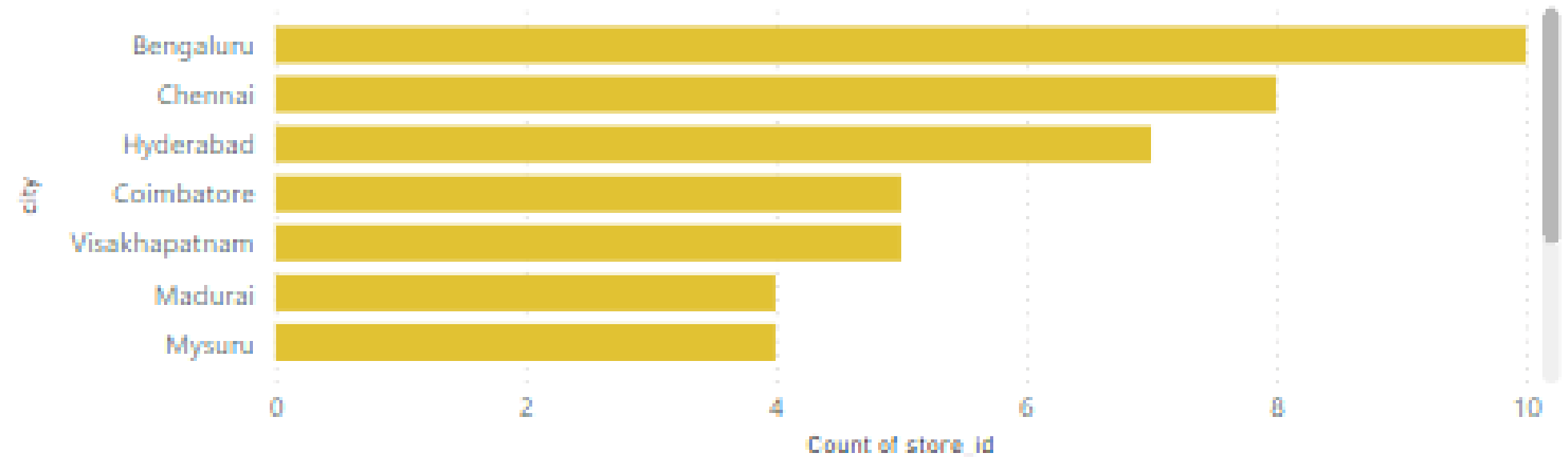
● Sum of Revenue Before ● Sum of Revenue After



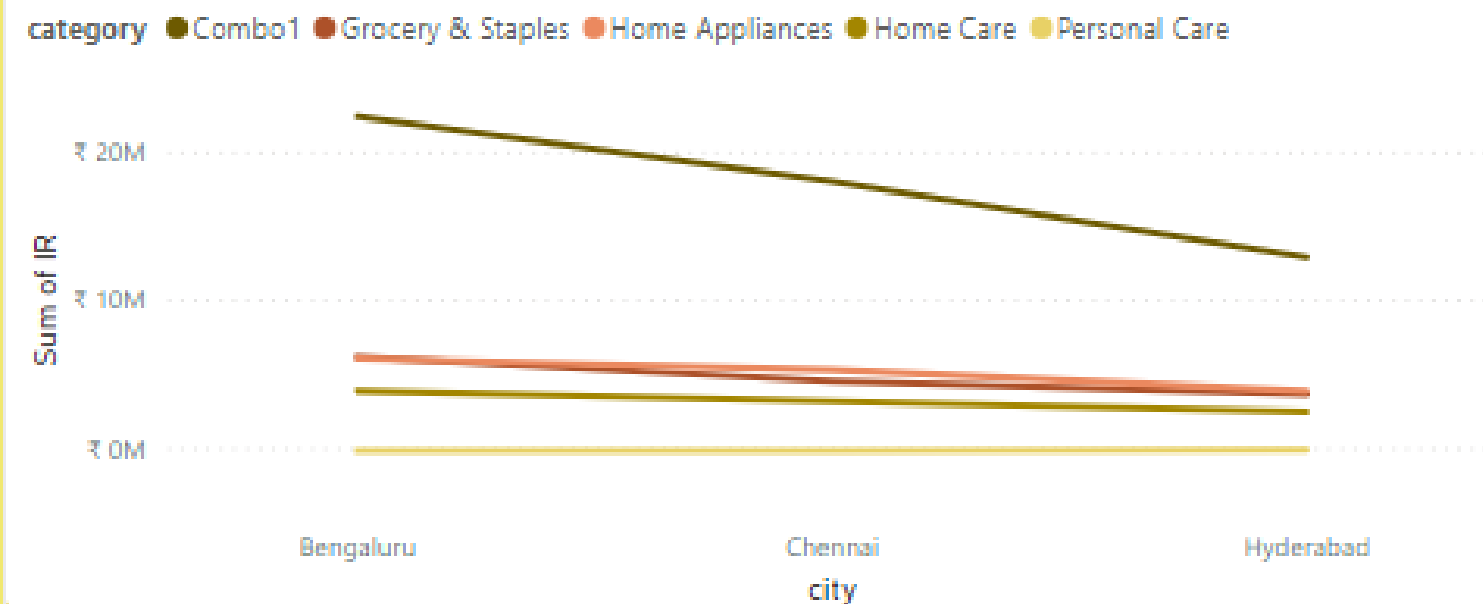
- The number of stores in bengaluru is more than the rest which is 10 stores, comparing that, the IR in the city is also high, given this we can say the the stores in the city received good response from the promo

- If we look at the revenue generated from the individual category of products, combo got the most amount of response and was sold the most, while **personal care sales were at the bottom.**

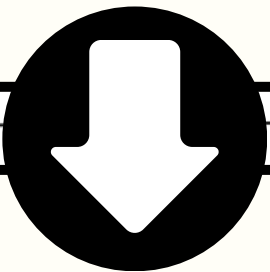
### STORES BY CITY



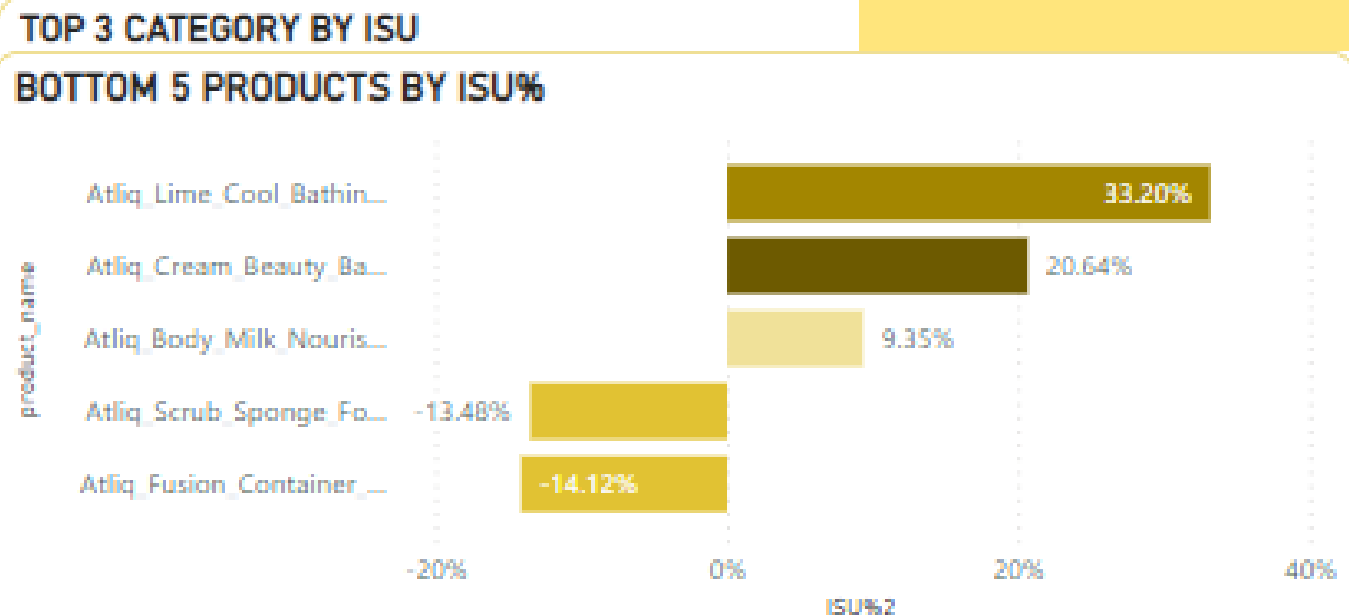
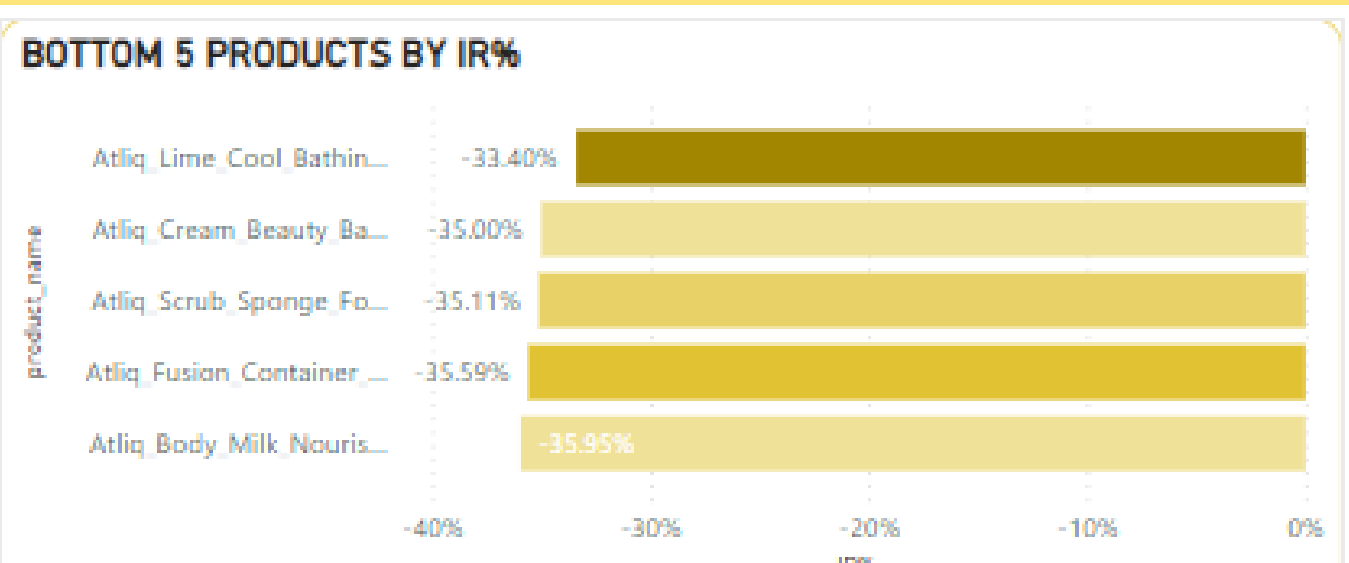
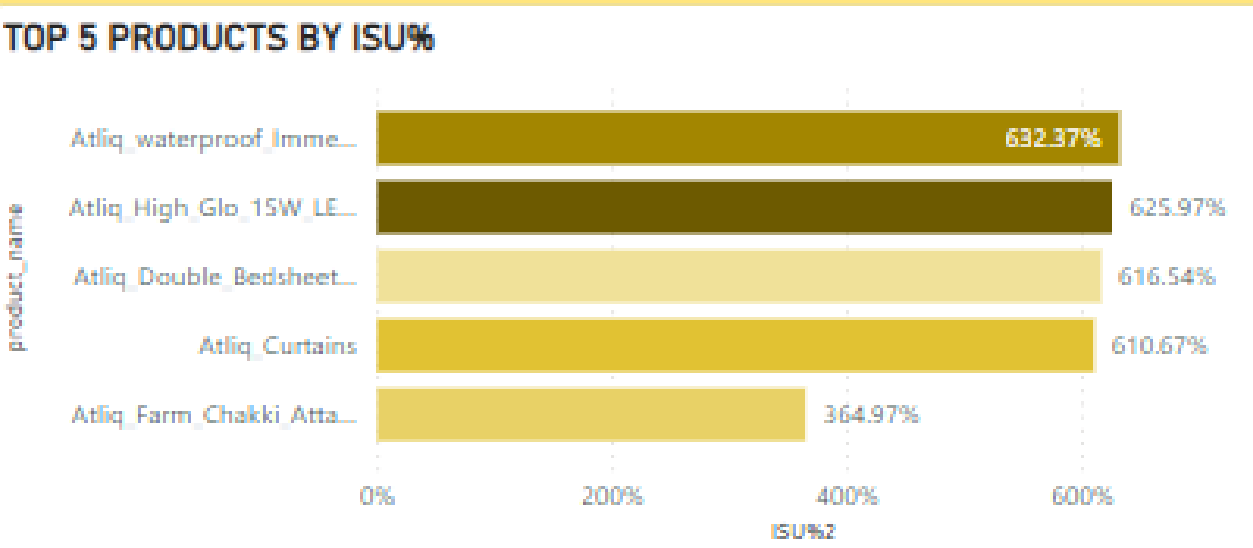
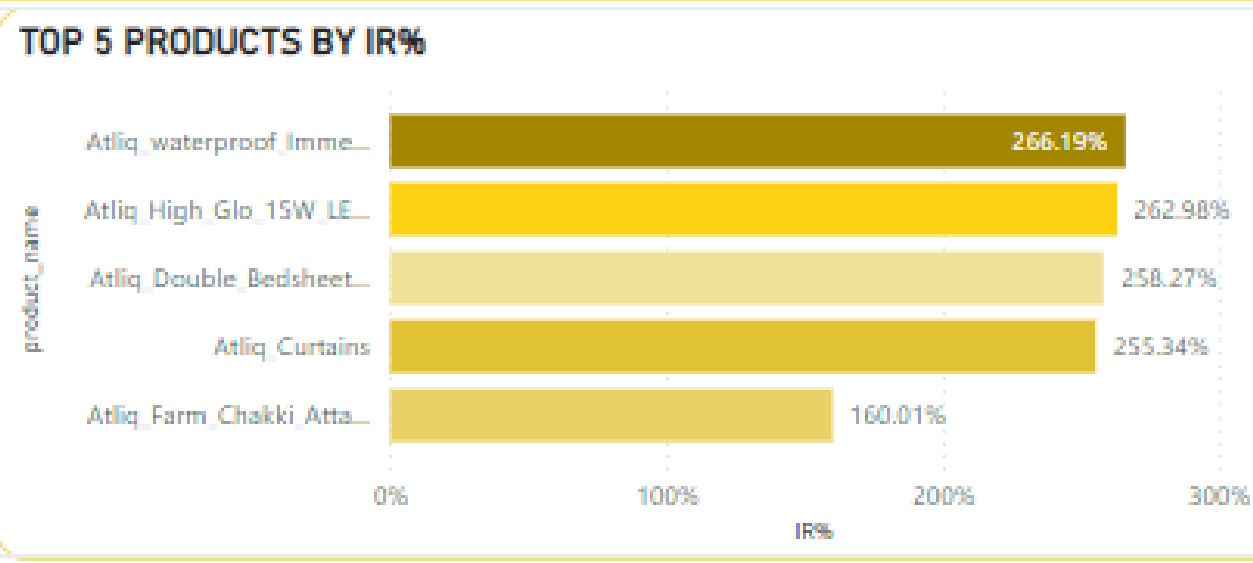
### INCREMENTAL REVENUE OF TOP 3 CITIES BY CATEGORY



The top and bottom products that were sold the most/least and generated most IR are shown in the graph with the most/least IR%



Products that received and did not received goof response in terms of ISU has been shown in the graph.

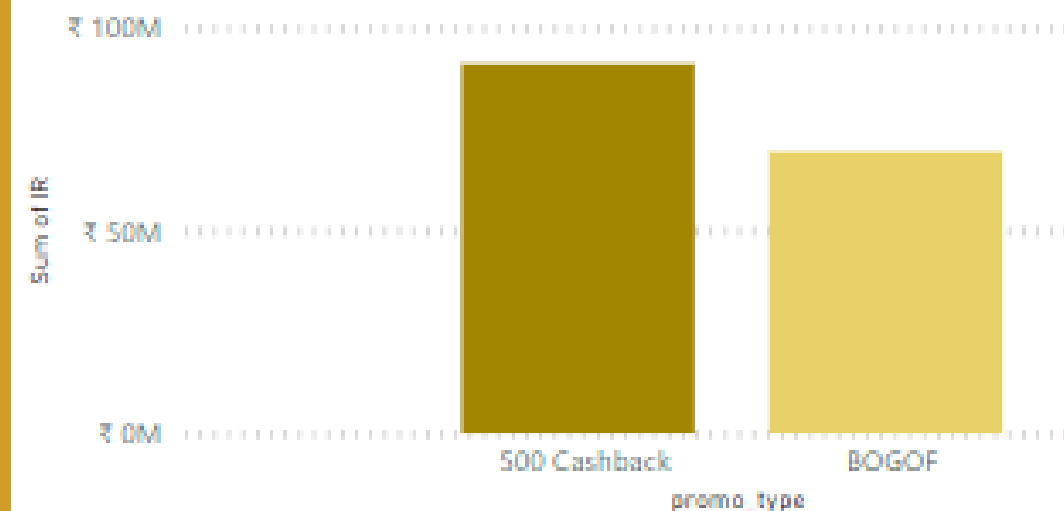


## PromoTypes that made the most impact on the unit sales

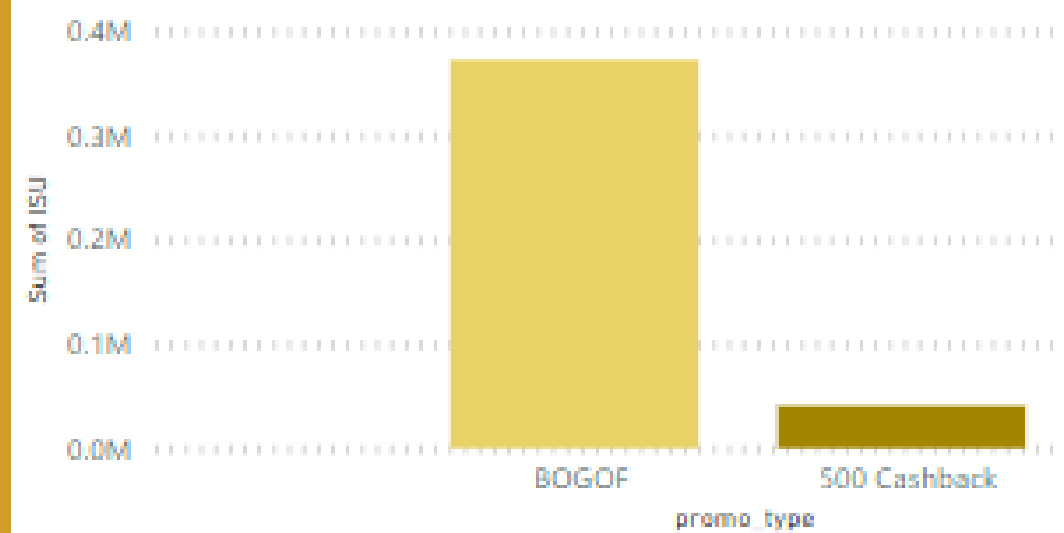
Most significant change in the unit sales was made by promo type Buy one get one free and 500 cashback, whereas 33% and 25% promo type were received just well enough by the customers,

Promo type Buy one get one free and 500 cashback generated the most IR, whereas 33% and 25% promo type were at the last in terms of IR

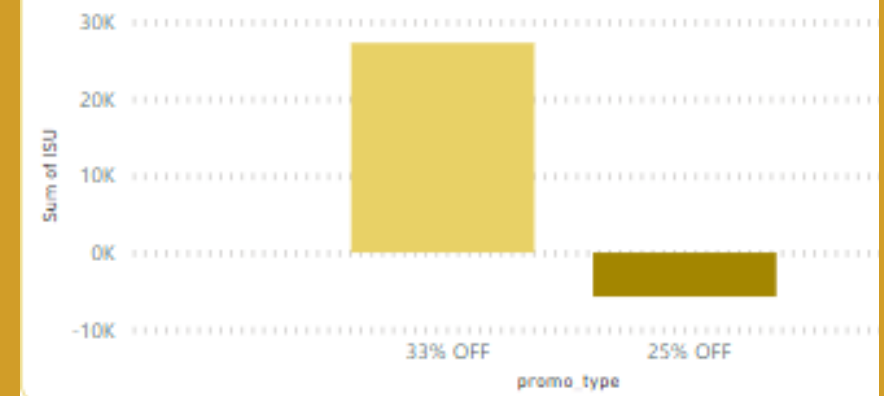
TOP 2 PROMO TYPE BY IR



TOP 2 PROMO TYPE BY ISU



BOTTOM 2 PROMO TYPE BY ISU



BOTTOM 2 PROMO TYPE BY IR

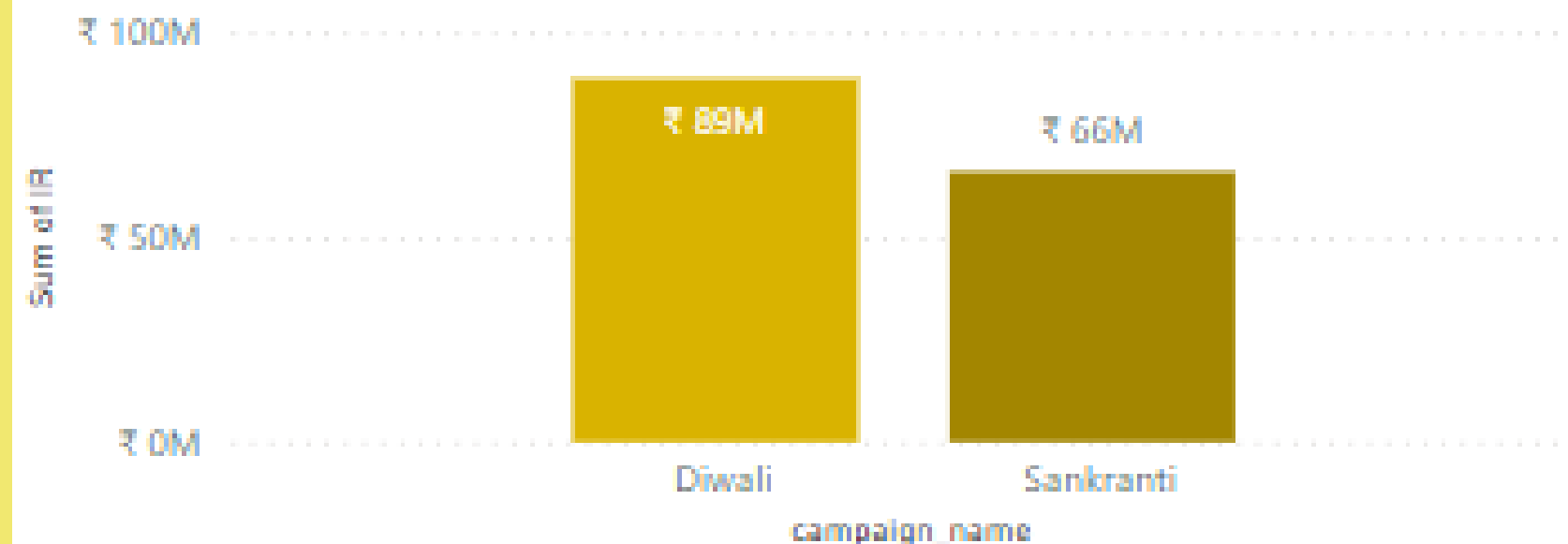


By looking at the chart the most amount of IR was generated after the diwali campaign and most number of ISU was acheived after sankranti

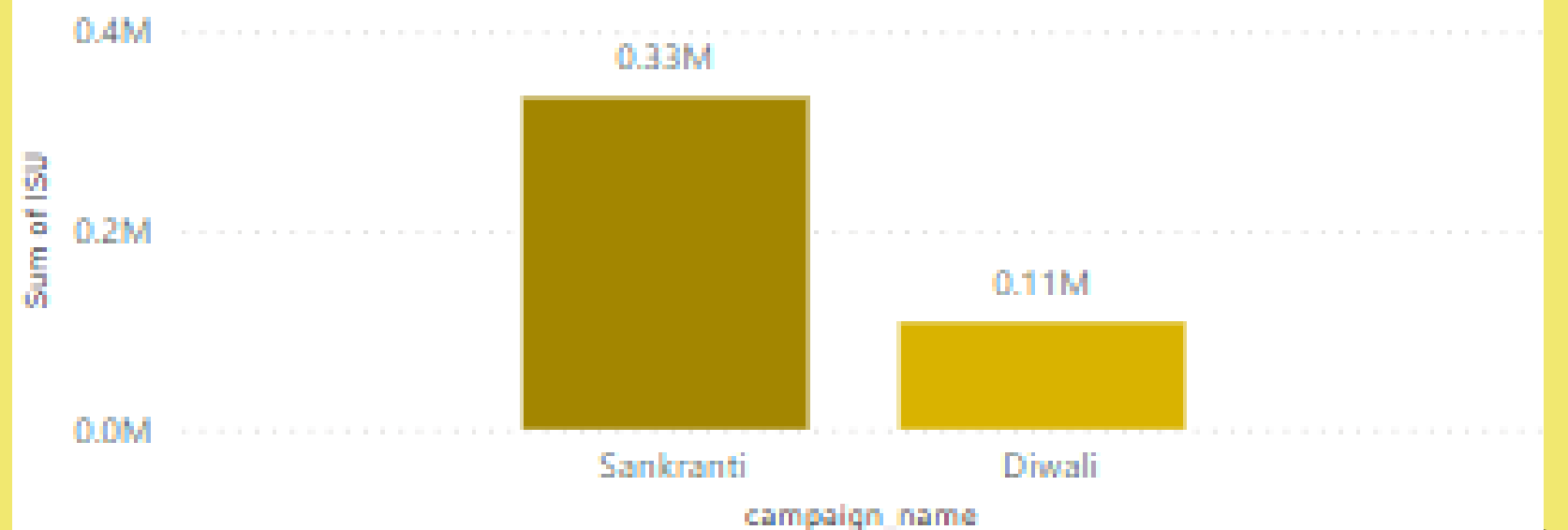
IR: 89M (Diwali)


ISU: 0.33M (Sankranti)

TOTAL IR BY CAMPAIGN



TOTAL ISU BY CAMPAIGN








**#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). This information will help us. identify high-value products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.**

```
SELECT distinct(a.product_name),  
b.base_price  
FROM dim_products a  
JOIN fact_events b ON  
a.product_code = b.product_code  
WHERE b.promo_type = "BOGOF"  
AND b.base_price > 500;
```



Result Grid     Filter Rows: <input type="text"/>		
	product_name	base_price
▶	Atiq_Double_Bedsheet_set	1190
	Atiq_waterproof_Immersion_Rod	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. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.**

```
SELECT COUNT(store_id) AS  
count_of_store_id, city  
FROM dim_stores  
GROUP BY city  
order by count_of_store_id asc;
```



Result Grid			Filter Rows:
	count_of_store_id	city	
▶	2	Trivandrum	
	2	Vijayawada	
	3	Mangalore	
	4	Madurai	
	4	Mysuru	
	5	Visakhapatnam	
	5	Coimbatore	
	7	Hyderabad	
	8	Chennai	
	10	Bengaluru	



**#3 Generate a report that displays each campaign along with the total revenue generated before and after the campaign? The report includes three key fields: campaign\_name, total\_revenue(before\_promotion), total\_revenue(after\_promotion). This report should help in evaluating the financial impact of our promotional campaigns. (Display the values in millions)**

```
SELECT campaign_name,  
       CONCAT(ROUND(SUM(revenue_before) /  
1000000, 2), 'M') AS Revenue_before,  
       CONCAT(ROUND(SUM(revenue_after) / 1000000,  
2), 'M') AS Revenue_after  
FROM fact_events  
JOIN dim_campaigns ON fact_events.campaign_id  
= dim_campaigns.campaign_id  
GROUP BY campaign_name;
```



Result Grid			
	campaign_name	Revenue_before	Revenue_after
	Sankranti	58.13M	124.15M
	Diwali	82.57M	171.46M

**#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%. The report will include three key fields: category, isu%, and rank order. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.**

```
with Diwali_sale as
(
  select category, sum(isu) as ISU,
    Concat(Round(SUM(isu)/ sum(quantity_sold_before_promo)*100,2), "%") as
ISU_Percentage
  from fact_events
 join dim_products ON fact_events.product_code = dim_products.product_code
 WHERE
   campaign_id = 'CAMP_DIW_01'
 GROUP BY
   category
)
select
category,
ISU_Percentage,
rank() over(order by isu desc) as Ranking
from
diwali_sale;
```



Result Grid			
Filter Rows:			
	category	ISU_Percentage	Ranking
	Combo1	202.36%	1
	Home Appliances	588.45%	2
	Home Care	203.14%	3
	Grocery & Staples	18.05%	4
	Personal Care	31.06%	5



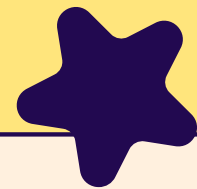
**#5 Create a report featuring the Top 5 products, ranked by Incremental Revenue Percentage (IR%), across all campaigns. The report will provide essential information including product name, category, and ir%, This analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimization.**

```
SELECT
  Product_name,
  Category,
  CONCAT(ROUND(SUM(IR) / SUM(Revenue_before) * 100, 2), '%') AS IR_Percentage,
  RANK() OVER (ORDER BY SUM(IR) / SUM(Revenue_before) * 100 DESC) AS Ranking
FROM
  fact_events
JOIN dim_products ON fact_events.product_code = dim_products.product_code
GROUP BY
  Product_name, Category
ORDER BY
  SUM(IR) / SUM(Revenue_before) DESC
LIMIT 5;
```



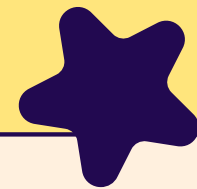
Result Grid					Filter Rows:	Export:	Wrap Cell Contents
	Product_name	Category	IR_Percentage	Ranking			
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.19%	1			
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98%	2			
	Atliq_Double_Bedsheet_set	Home Care	258.27%	3			
	Atliq_Curtains	Home Care	255.34%	4			
	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	160.01%	5			

# KEY INSIGHTS



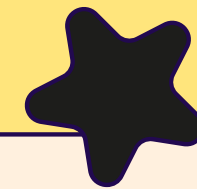
## CONCLUSION 1

- Bangalore emerges as the city with the highest number of sales among all locations, coinciding with its status as the city with the most stores within the retail chain.
- Total sales before the promotional campaign amounted to 141 million units, marking a substantial increase to 296 million units post-promotion.



## CONCLUSION 2

- Prior to the promotional period, 209,000 units were sold, with this figure rising to 251,000 units post-promotion.
- Analysis reveals that the Diwali campaign notably boosted Item Return (IR) metrics, while Sankranti witnessed the highest Item Sold Units (ISU) figures.



## CONCLUSION 3

- The top three selling categories identified are:
  - a. Groceries and staples
  - b. Home appliances
  - c. Home care

These concise points summarize the key findings of the analysis, focusing on the impact of the promotions on sales, customer engagement metrics, and category performance.

thank you!

Live PowerBi dashboard

