

# Analyzing FMCG Promotions for Tangible Sales Insights



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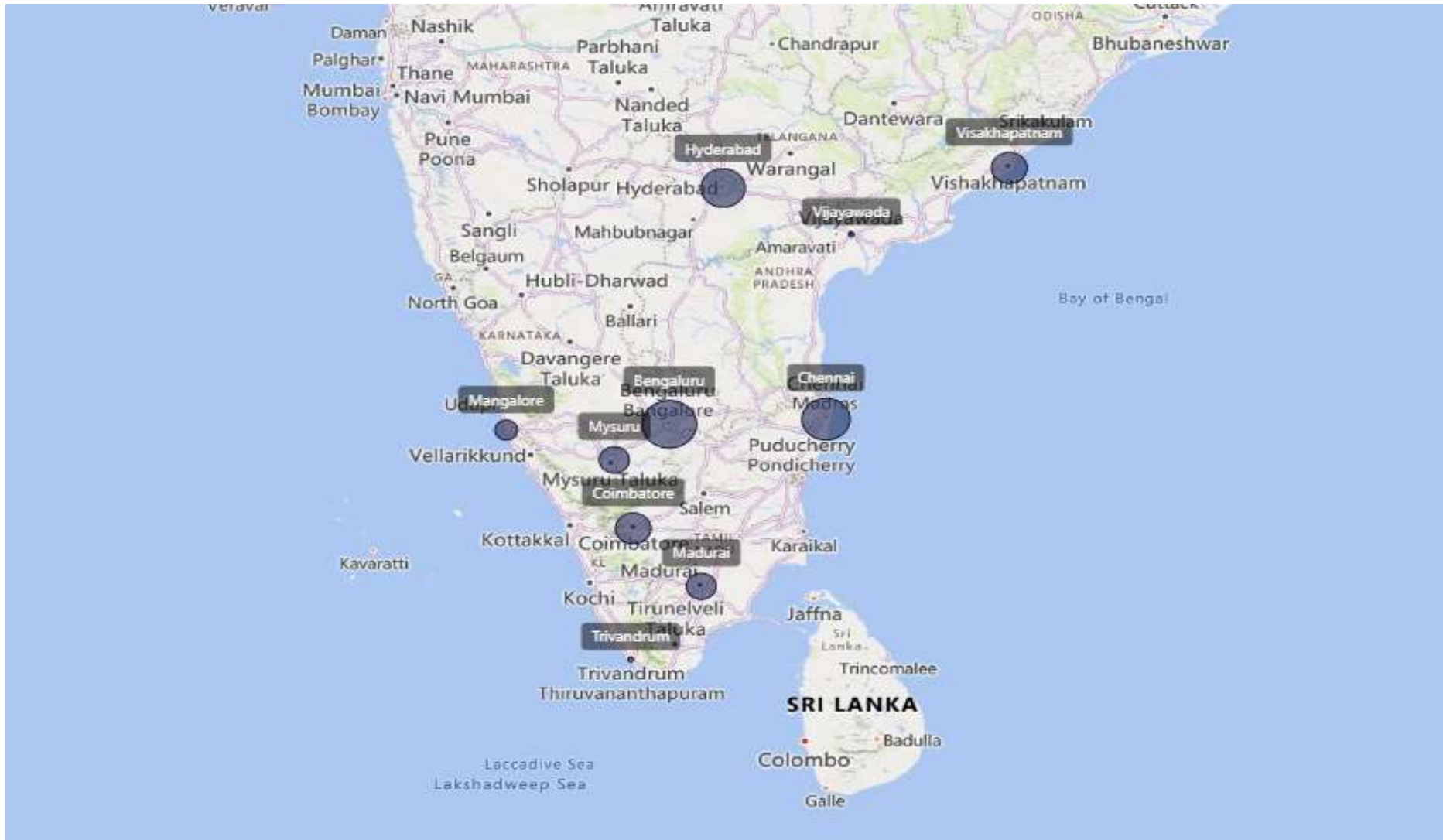
# AtliQ's Business Model



- **AtliQ Mart:** Leading retail giant with 50+ supermarkets in southern India.
- **Promotions:** All 50 stores conducted extensive promotions during **Diwali 2023 and Sankranti 2024.**
- **Objective:** Sales Director Bruce Haryali seeks insights into promotion performance for informed decisions.



# AtliQ's Stores



## Datasets provided by AtliQ's Data Engineers



dim\_campaigns



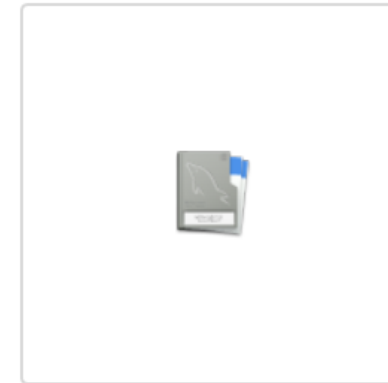
dim\_products



dim\_stores

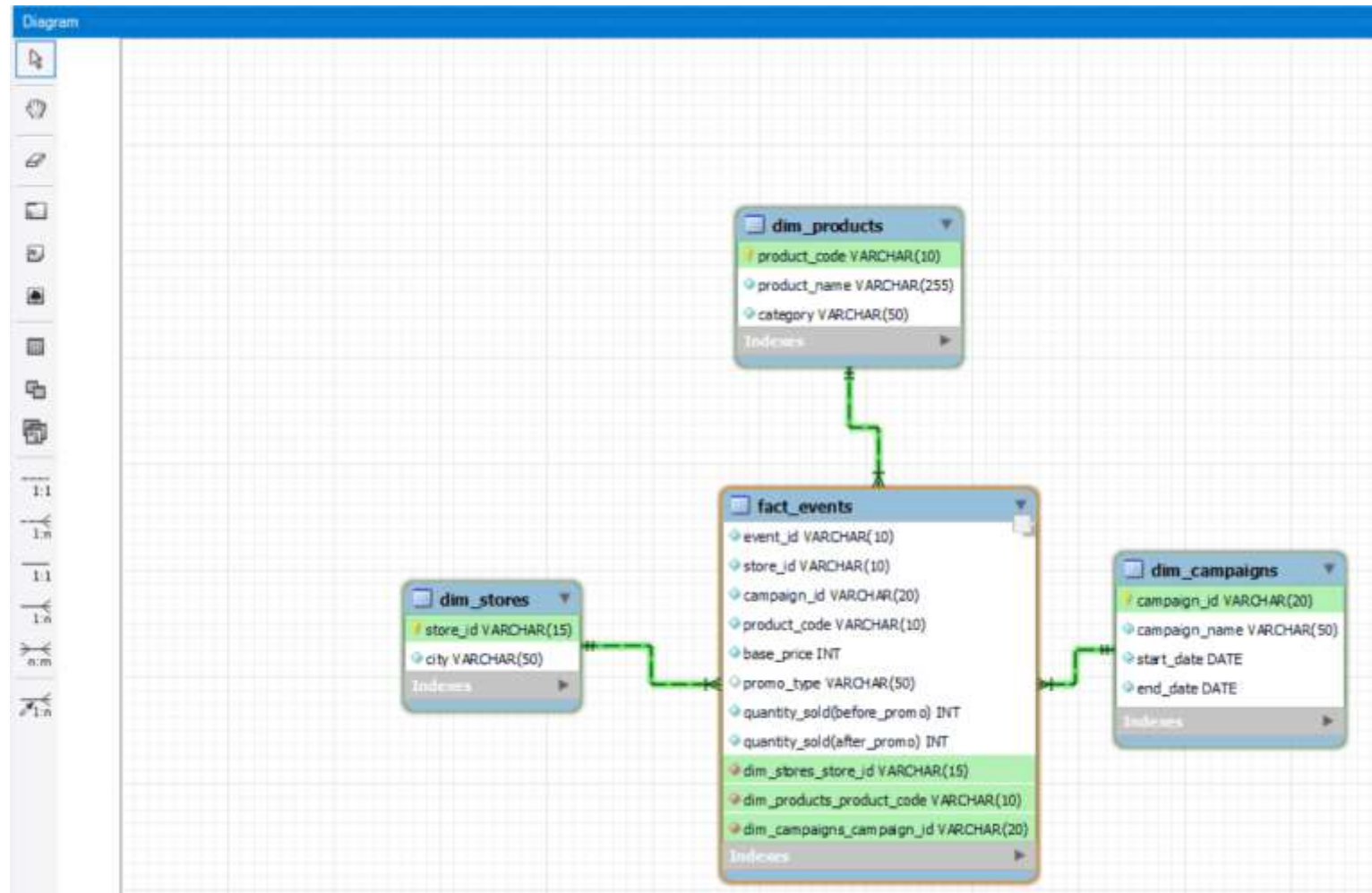


fact\_events



retail\_events\_db

# Entity-Relationship (ER) model



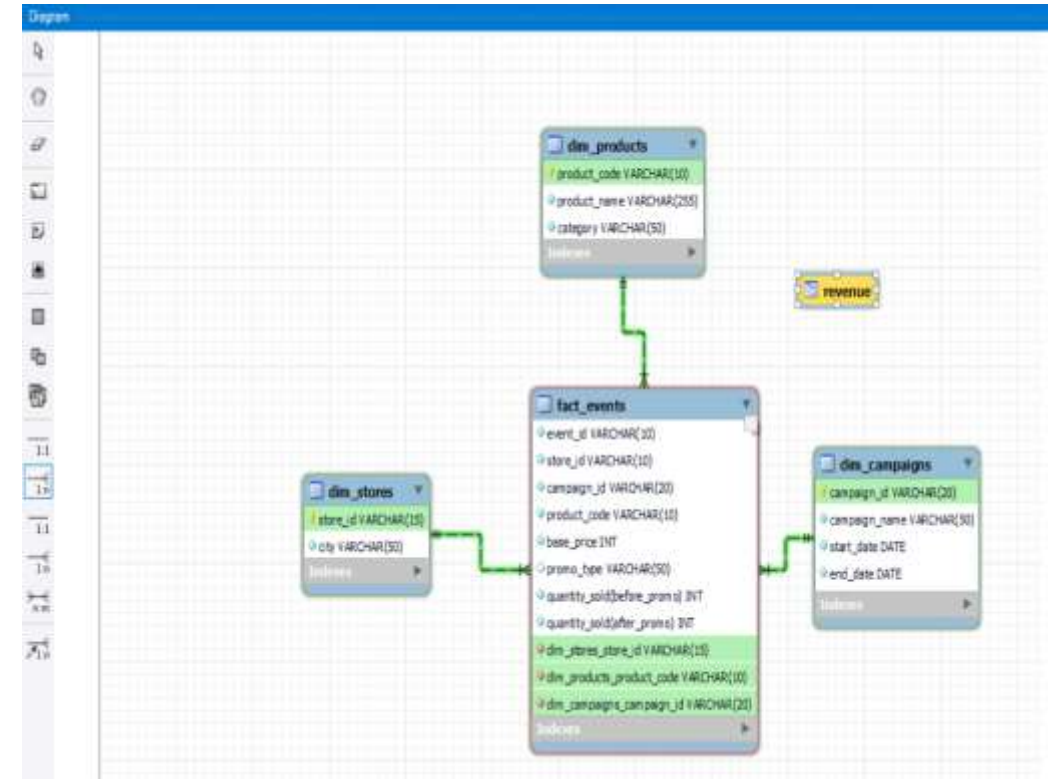
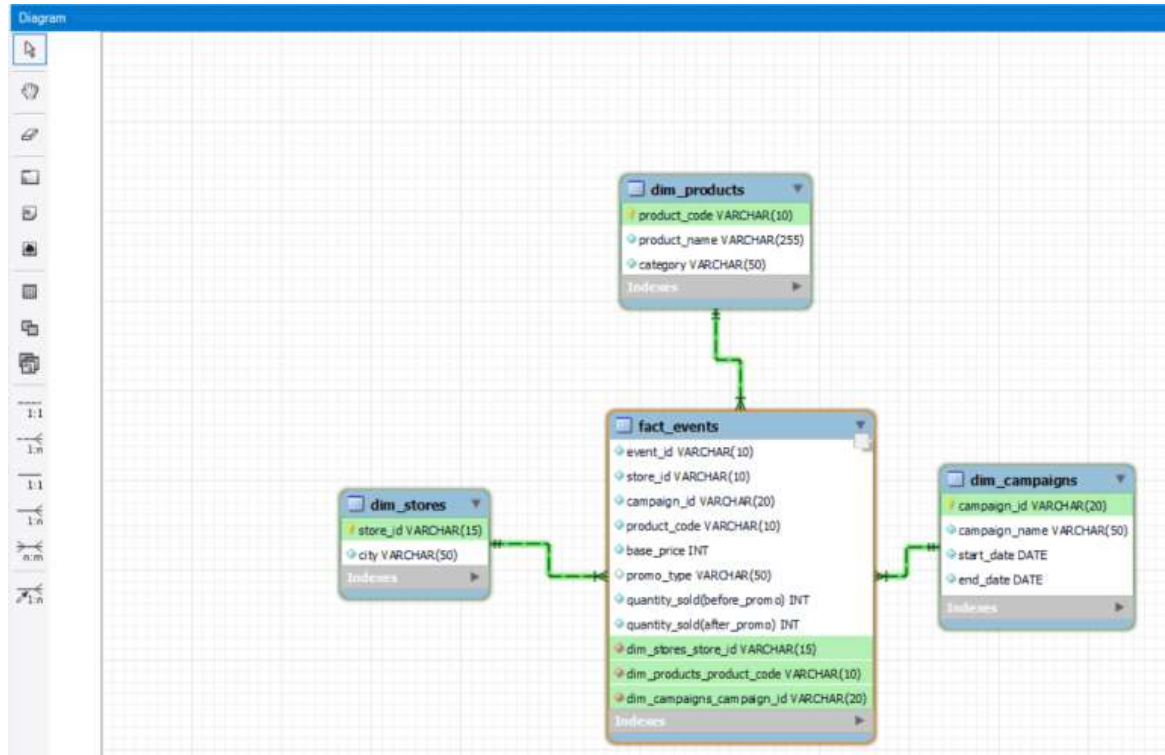
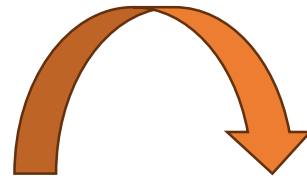
# View Query

```
CREATE VIEW 'Revenue' as
with cte1 as
(Select *,
  case
    when promo_type='50% OFF' then base_price*0.5
    when promo_type='25% OFF' then base_price*0.75
    when promo_type='BOGOF' then base_price/2
    when promo_type='500 Cashback' then base_price-500
    when promo_type='33% OFF' then base_price*0.67
  end as Base_price_after_promo,
  case
    when promo_type="BOGOF" then `quantity_sold(after_promo)`*2
    else `quantity_sold(after_promo)`
  end as Sales_After_Promo
From fact_events
),

cte2 as(
  Select e.event_id,e.store_id,s.city,e.campaign_id,c.campaign_name,e.product_code,p.product_name,
  p.category, e.base_price,e.`quantity_sold(before_promo)`,e.promo_type,ct.Sales_After_Promo,
  ct.Base_price_after_promo,
  e.Base_price *e.`quantity_sold(before_promo)` as Revenue_Before_Promo,
  ct.base_price_after_promo *ct.Sales_After_Promo as Revenue_After_Promo
From fact_events e
join dim_campaigns c
using(campaign_id)
join cte1 ct
using(event_id)
join dim_products p
on p.product_code=e.product_code
join dim_stores s
on e.store_id=s.store_id
)

Select cte2.*, (Revenue_after_promo - Revenue_before_promo) As IR,
(Sales_After_Promo - `quantity_sold(before_promo)` ) as ISU
From cte2
}
```





# View Table

| event_id | store_id | city          | campaign_id | campaign_name | product_code | product_name                       | category          | base_price |
|----------|----------|---------------|-------------|---------------|--------------|------------------------------------|-------------------|------------|
| 7f650b   | STCBE-2  | Coimbatore    | CAMP_SAN_01 | Sankranti     | P11          | Atiq_Doodh_Kesar_Body_Lotion (...) | Personal Care     | 190        |
| a21f91   | STBLR-8  | Bengaluru     | CAMP_DIW_01 | Diwali        | P03          | Atiq_Suflower_Oil (1L)             | Grocery & Staples | 156        |
| 78bc80   | STVJD-0  | Vijayawada    | CAMP_SAN_01 | Sankranti     | P07          | Atiq_Curtains                      | Home Care         | 300        |
| a1503f   | STCBE-1  | Coimbatore    | CAMP_DIW_01 | Diwali        | P15          | Atiq_Home_Essential_8_Product_C... | Combo1            | 3000       |
| 1091cf   | STBLR-6  | Bengaluru     | CAMP_DIW_01 | Diwali        | P05          | Atiq_Scrub_Sponge_For_Dishwash     | Home Care         | 55         |
| 8.02E+96 | STBLR-4  | Bengaluru     | CAMP_DIW_01 | Diwali        | P11          | Atiq_Doodh_Kesar_Body_Lotion (...) | Personal Care     | 190        |
| 73d86f   | STVSK-2  | Visakhapatnam | CAMP_SAN_01 | Sankranti     | P10          | Atiq_Cream_Beauty_Bathing_Soa...   | Personal Care     | 50         |
| fe3560   | STHYD-4  | Hyderabad     | CAMP_DIW_01 | Diwali        | P13          | Atiq_High_Glo_15W_LED_Bulb         | Home Appliances   | 350        |
| 6b2afc   | STCBE-4  | Coimbatore    | CAMP_SAN_01 | Sankranti     | P08          | Atiq_Double_Bedsheet_set           | Home Care         | 1190       |
| ce5851   | STMDU-2  | Madurai       | CAMP_SAN_01 | Sankranti     | P03          | Atiq_Suflower_Oil (1L)             | Grocery & Staples | 200        |
| dd6685   | STMYS-2  | Mysuru        | CAMP_DIW_01 | Diwali        | P06          | Atiq_Fusion_Container_Set_of_3     | Home Care         | 415        |
| 8f25a6   | STHYD-6  | Hyderabad     | CAMP_SAN_01 | Sankranti     | P15          | Atiq_Home_Essential_8_Product_C... | Combo1            | 3000       |
| 5c3c33   | STCHE-6  | Chennai       | CAMP_DIW_01 | Diwali        | P12          | Atiq_Lime_Cool_Bathing_Bar (125... | Personal Care     | 62         |
| d290a1   | STBLR-3  | Bengaluru     | CAMP_DIW_01 | Diwali        | P04          | Atiq_Farm_Chakki_Atta (1KG)        | Grocery & Staples | 290        |
| 635862   | STVSK-4  | Visakhapatnam | CAMP_SAN_01 | Sankranti     | P02          | Atiq_Sonamasuri_Rice (10KG)        | Grocery & Staples | 860        |

| quantity_sold(before_promo) | promo_type   | Sales_After_Promo | Base_price_after_promo | Revenue_Before_Promo | Revenue_After_Promo | IR           | ISU  |
|-----------------------------|--------------|-------------------|------------------------|----------------------|---------------------|--------------|------|
| 34                          | 50% OFF      | 52                | 95.0                   | 6460                 | 4940.0000           | -1520.0000   | 18   |
| 393                         | 25% OFF      | 322               | 117.00                 | 61308                | 37674.0000          | -23634.0000  | -71  |
| 22                          | BOGOF        | 170               | 150.0000               | 6600                 | 25500.0000          | 18900.0000   | 148  |
| 329                         | 500 Cashback | 1000              | 2500                   | 987000               | 2500000.0000        | 1513000.0000 | 671  |
| 108                         | 25% OFF      | 93                | 41.25                  | 5940                 | 3836.2500           | -2103.7500   | -15  |
| 91                          | 50% OFF      | 116               | 95.0                   | 17290                | 11020.0000          | -6270.0000   | 25   |
| 31                          | 25% OFF      | 26                | 37.50                  | 1550                 | 975.0000            | -575.0000    | -5   |
| 73                          | BOGOF        | 490               | 175.0000               | 25550                | 85750.0000          | 60200.0000   | 417  |
| 30                          | BOGOF        | 158               | 595.0000               | 35700                | 94010.0000          | 58310.0000   | 128  |
| 318                         | BOGOF        | 2530              | 100.0000               | 63600                | 253000.0000         | 189400.0000  | 2212 |
| 78                          | 25% OFF      | 70                | 311.25                 | 32370                | 21787.5000          | -10582.5000  | -8   |
| 126                         | 500 Cashback | 302               | 2500                   | 378000               | 755000.0000         | 377000.0000  | 176  |
| 154                         | 50% OFF      | 207               | 31.0                   | 9548                 | 6417.0000           | -3131.0000   | 53   |
| 343                         | 25% OFF      | 270               | 217.50                 | 99470                | 58725.0000          | -40745.0000  | -73  |
| 348                         | 33% OFF      | 480               | 576.20                 | 299280               | 276576.0000         | -22704.0000  | 132  |



# Analyzing Festive Promotions at AtliQ Mart

- Sales & Revenue Analysis
- Store Analysis
- Promotion Analysis
- Product & Category Analysis



# Sales & Revenue Analysis

## #Task 1

Identify products priced over 500 rupees featured in the 'BOGOF' (Buy One Get One Free) promotion type. This analysis will aid in recognizing high-value products currently under heavy discount, essential for evaluating pricing and promotion strategies.

```
Select distinct product_name,  
                base_price,promo_type  
From Revenue  
where base_price >500 and  
promo_type="BOGOF"
```



| Result Grid  |                                |            |                    |
|--------------|--------------------------------|------------|--------------------|
| Filter Rows: |                                | Export:    | Wrap Cell Content: |
|              | product_name                   | base_price | promo_type         |
| ▶            | Atliq_Double_Bedsheet_set      | 1190       | BOGOF              |
|              | Atliq_waterproof_Immersion_Rod | 1020       | BOGOF              |

| Result Grid | Filter Rows:                   | Export:    | Wrap Cell Content: <b>IA</b> |
|-------------|--------------------------------|------------|------------------------------|
|             | product_name                   | base_price | promo_type                   |
| ▶           | Atliq_Double_Bedsheet_set      | 1190       | BOGOF                        |
|             | Atliq_waterproof_Immersion_Rod | 1020       | BOGOF                        |



**Atliq Double Bedsheet set**

Base price : 1190



**Atliq waterproof Immersion Rod**

Base price : 1020

## #Task 2

Generate a report detailing the number of stores in each city, sorted in descending order of store counts. This overview, featuring essential fields like city and store count, will aid in optimizing retail operations by identifying cities with the highest store presence.

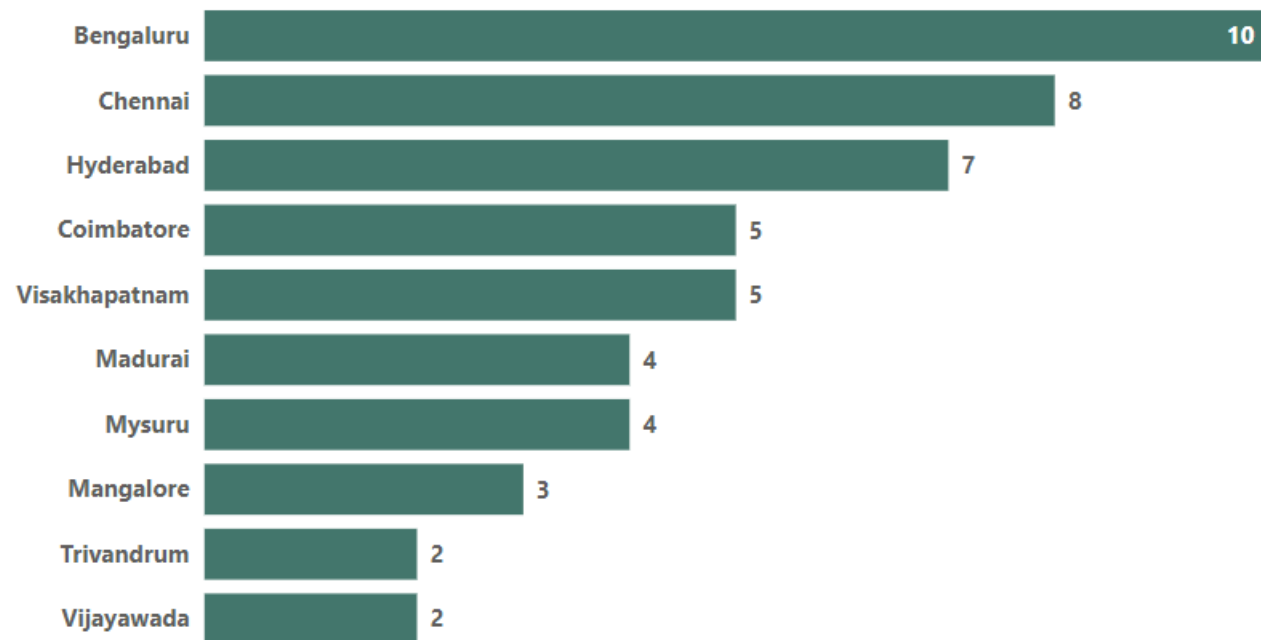
```
Select city,count(distinct store_id) as Store_count  
From Revenue  
group by city  
order by Store_count desc
```



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



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



### #Task 3

Generate a report on campaign performance, showcasing total revenue before and after each campaign. This analysis, featuring campaign names and revenue metrics in millions, helps evaluate the financial impact of our promotions.

```
Select campaign_name,  
concat(round(sum(Revenue_Before_Promo)/1000000,2), 'M') as Revenue_Before_Promotion,  
concat(round(sum(Revenue_After_Promo)/1000000,2), 'M') as Revenue_After_Promotion  
From Revenue  
group by campaign_name  
order by campaign_name asc
```



| Result Grid   Filter Rows:   Export:   Wrap Cell Content: |               |                          |                         |
|---|---------------|--------------------------|-------------------------|
|   | campaign_name | Revenue_Before_Promotion | Revenue_After_Promotion |
| ▶   | Diwali        | 82.57M                   | 171.46M                 |
|   | Sankranti     | 58.13M                   | 124.15M                 |

| Result Grid     Filter Rows: <input type="text"/>   Export:    Wrap Cell Content:  |               |                          |                         |
|--|---------------|--------------------------|-------------------------|
|  | campaign_name | Revenue_Before_Promotion | Revenue_After_Promotion |
| ▶  | Diwali        | 82.57M                   | 171.46M                 |
|  | Sankranti     | 58.13M                   | 124.15M                 |



Incremental Revenue : 88.89 M



Incremental Revenue : 66.02 M



## #Task 4

Produce a report calculating the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign and provide rankings based on ISU%. This assists in assessing category-wise success and impact, presenting category, ISU%, and rank order.

```
with cte1 as
(Select category,sum(ISU) as ISU,
round(sum(ISU)/sum('quantity_sold(before_promo)')*100,2) as 'ISU_%'
From revenue
where campaign_name='Diwali'
group by category
)

Select *,
rank() over(ORDER BY 'ISU_%' DESC) as ISU_rank
From cte1
order by 'ISU_%' desc
```



| Result Grid  |                   |   |        |          |
|--|-------------------|---|--------|----------|
| Filter Rows:   |                   | Export:  |        |          |
| Wrap Cell Content:  |                   |   |        |          |
|  | category          | ISU   | ISU_%  | ISU_rank |
| ▶  | Home Appliances   | 30776   | 588.45 | 1        |
|  | Home Care         | 27070   | 203.14 | 2        |
|  | Combo1            | 33978   | 202.36 | 3        |
|  | Personal Care     | 5231  | 31.06  | 4        |
|  | Grocery & Staples | 10491   | 18.05  | 5        |

1



2



3



4



5



| Result Grid       |       |         |                    |  |
|-------------------|-------|---------|--------------------|--|
| Filter Rows:      |       | Export: | Wrap Cell Content: |  |
| category          | ISU   | ISU_%   | ISU_rank           |  |
| Home Appliances   | 30776 | 588.45  | 1                  |  |
| Home Care         | 27070 | 203.14  | 2                  |  |
| Combo1            | 33978 | 202.36  | 3                  |  |
| Personal Care     | 5231  | 31.06   | 4                  |  |
| Grocery & Staples | 10491 | 18.05   | 5                  |  |



## #Task 5

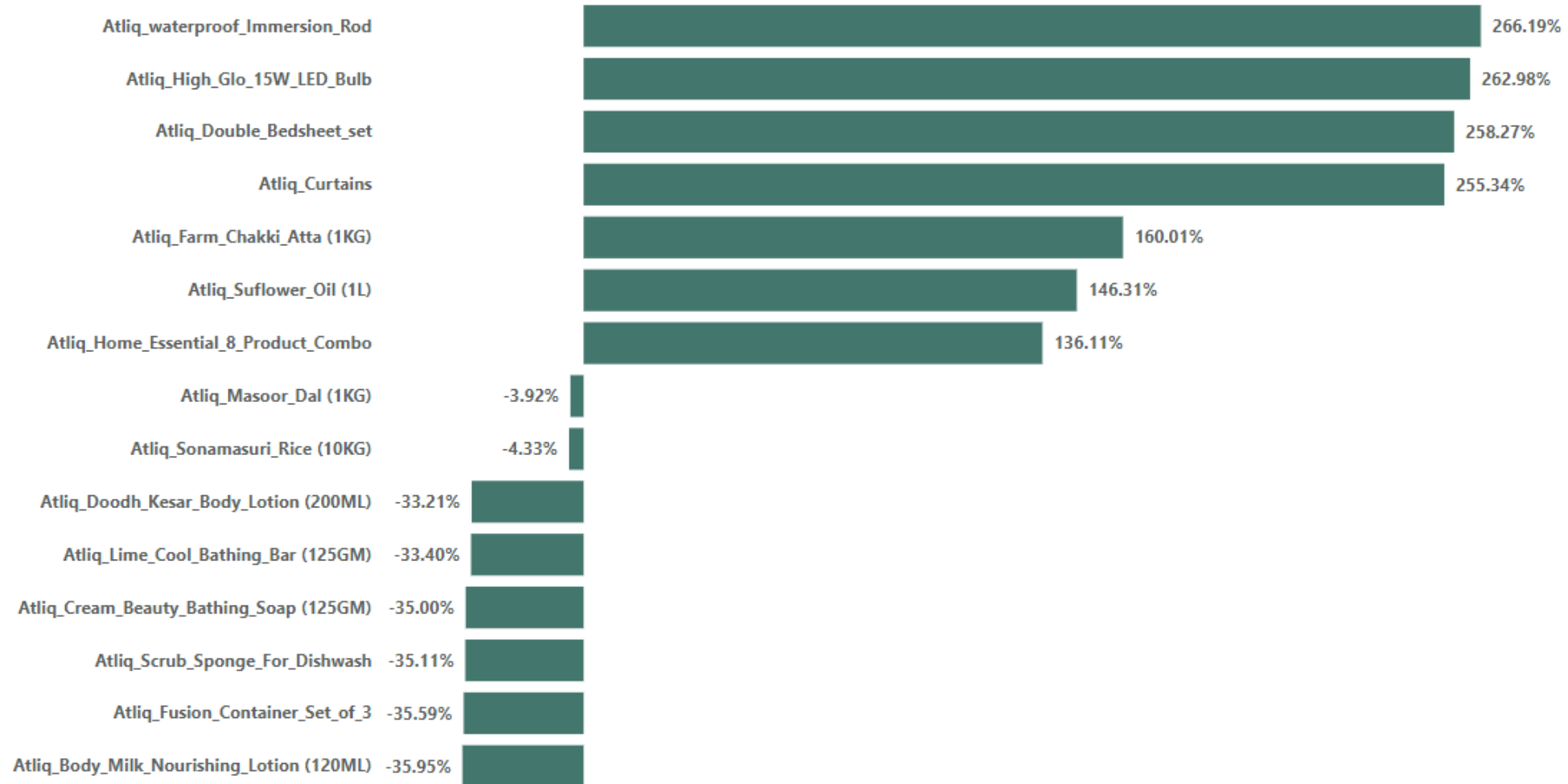
Generate a report showcasing the top 5 products ranked by Incremental Revenue Percentage (IR%) across all campaigns, displaying product name, category, and IR%. This analysis aids in identifying the most successful products in terms of incremental revenue, facilitating product optimization efforts.

```
Select product_name,category,  
round(SUM(IR)/SUM(Revenue_Before_Promo)*100,2) as 'IR%',  
rank() over(order by SUM(IR)/SUM(Revenue_Before_Promo)*100 desc) as ranking  
From Revenue  
group by product_name,category  
order by 'IR%' desc  
limit 5
```



| Result Grid                    |                   |         |                    |  |
|--------------------------------|-------------------|---------|--------------------|--|
| Filter Rows:                   |                   | Export: | Wrap Cell Content: |  |
| product_name                   | category          | IR%     | 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                  |  |

# Products by IR %



# Campaign Analysis

## ➤ Sankranti

- Sales increased by 334,130
- Revenue surged by 66.02M
- Sales uplift percentage: 338.42%
- Revenue increase percentage: 113.58%

## ➤ Diwali

- Sales increased by 107,546 units
- Revenue surged by 88.89M
- Sales uplift percentage: 97.49%
- Revenue increase percentage: 107.64%

Both campaigns significantly boosted sales and revenue, with Sankranti showing slightly higher percentage increases.

# Key Metrics of Revenue & Sales

|                                     |
|-------------------------------------|
| Revenue_Before_Promotion<br>140.70M |
| Revenue_After_Promotion<br>295.61M  |
| Incremental Revenue (IR)<br>154.91M |
| IR %<br>110.10%                     |
| Incremental Sold Unit (ISU)<br>442K |
| ISU %<br>211.28%                    |

# Store Analysis



# Top 10 stores by Incremental Revenue

```
Select store_id,city,  
concat(round(SUM(IR)/1000000,2),'M') as Incremental_Revenue  
From Revenue  
group by store_id,city  
order by Incremental_Revenue desc  
limit 10
```



| store_id | city      | Incremental_Revenue |
|----------|-----------|---------------------|
| STMYS-1  | Mysuru    | 4.92M               |
| STCHE-4  | Chennai   | 4.83M               |
| STBLR-0  | Bengaluru | 4.76M               |
| STBLR-7  | Bengaluru | 4.72M               |
| STCHE-7  | Chennai   | 4.65M               |
| STBLR-6  | Bengaluru | 4.61M               |
| STCHE-3  | Chennai   | 4.41M               |
| STMYS-3  | Mysuru    | 4.40M               |
| STCHE-6  | Chennai   | 4.04M               |
| STBLR-3  | Bengaluru | 3.94M               |

## Bottom 10 stores by Incremental Sold Unit

```
Select store_id,city,sum(ISU) as Incremental_Sold_Unit  
From Revenue  
group by store_id,city  
order by Incremental_Sold_Unit asc  
limit 10
```



| store_id | city          | Incremental_Sold_Unit |
|----------|---------------|-----------------------|
| STMLR-0  | Mangalore     | 3978                  |
| STVSK-3  | Visakhapatnam | 4553                  |
| STVSK-4  | Visakhapatnam | 4988                  |
| STTRV-1  | Trivandrum    | 5072                  |
| STVJD-1  | Vijayawada    | 5302                  |
| STTRV-0  | Trivandrum    | 5306                  |
| STMLR-2  | Mangalore     | 5374                  |
| STMLR-1  | Mangalore     | 5481                  |
| STVJD-0  | Vijayawada    | 5870                  |
| STCBE-4  | Coimbatore    | 5942                  |

## Store Insights

- **Top Performers:** Chennai, Bengaluru, and Mysuru lead in both sales quantity and revenue.
- **Revenue Generation:** Bengaluru stores generate the highest revenue.
- **Incremental Revenue:** Bengaluru stores, especially STBLR-0 and STBLR-7, show significant incremental revenue.
- **Promotional Impact:** Promotions generally boost sales across locations.
- **Areas for Improvement:**
  - Coimbatore and Madurai stores could improve sales and revenue.
  - Hyderabad and Visakhapatnam may benefit from refining promotional strategies.
  - Trivandrum and Mangalore stores show potential for growth.

# Promo Analysis

# Top 2 Promotions by Incremental Revenue



```
Select promo_type,  
       concat(round(SUM(IR)/1000000,2),'M') as Incremental_Revenue  
From Revenue  
group by promo_type  
order by Incremental_Revenue desc  
limit 2
```



| Result Grid |              |                     | Filter Rows: | Export: |
|-------------|--------------|---------------------|--------------|---------|
|             | promo_type   | Incremental_Revenue |              |         |
| ▶           | 500 Cashback | 91.05M              |              |         |
|             | BOGOF        | 69.32M              |              |         |



## Bottom 2 Promotions by Incremental Revenue



```
Select promo_type, SUM(ISU) as Incremental_Sold_Unit  
From Revenue  
group by promo_type  
order by Incremental_Sold_Unit asc  
limit 2
```







| Result Grid |            | Filter Rows:          | Export: |
|-------------|------------|-----------------------|---------|
|             | promo_type | Incremental_Sold_Unit |         |
| ▶           | 25% OFF    | -5717                 |         |
|             | 50% OFF    | 6931                  |         |

# Significant difference of promo type BOGOF vs 500 cashback

```
Select promo_type,  
       concat(round(SUM(IR)/1000000,2),'M') as Incremental_Revenue,  
       round(SUM(ISU),2) as Incremental_Sold_Unit  
From Revenue  
where promo_type in ('500 Cashback', 'BOGOF')  
group by promo_type  
order by Incremental_Revenue desc
```



| Result Grid     Filter Rows: <input type="text"/>   Export:    Wrap Cell Content:  |              |                     |                       |
|--|--------------|---------------------|-----------------------|
|  | promo_type   | Incremental_Revenue | Incremental_Sold_Unit |
| ▶  | 500 Cashback | 91.05M              | 40881                 |
|  | BOGOF        | 69.32M              | 372326                |

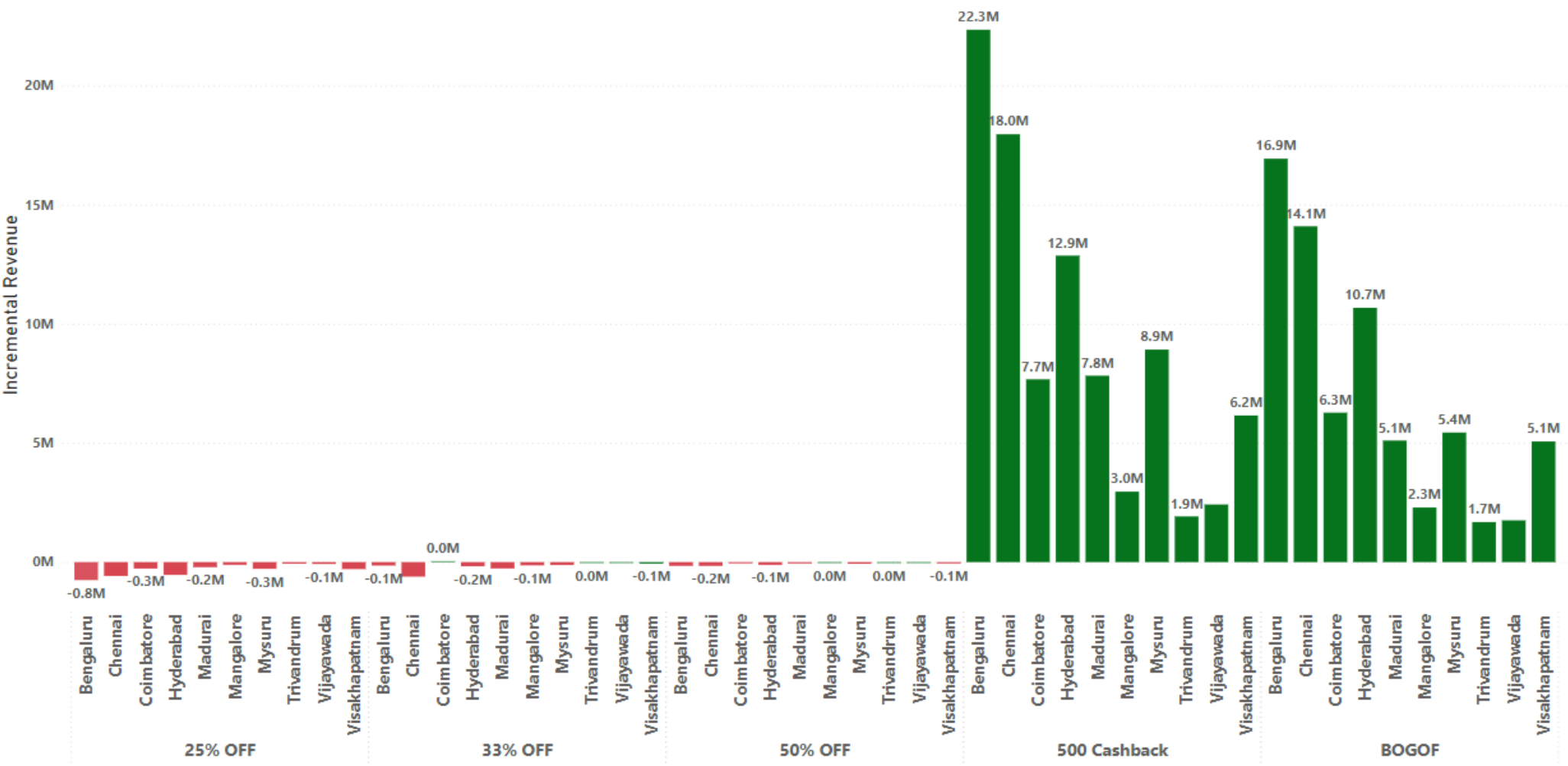
# Promotion strikes the balance between IR and ISU

```
Select promo_type,sum(ISU) as ISU,  
round(sum(ISU)/sum(`quantity_sold(before_promo)`)*100,2) as `ISU_%`,  
CONCAT(ROUND(sum(IR)/1000000,2),'M') AS IR,  
round(SUM(IR)/SUM(Revenue_Before_Promo)*100,2) as `IR%`  
From revenue  
group by promo_type  
order by IR desc,ISU desc
```



| Result Grid |              |        |        |        |        | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|--------------|--------|--------|--------|--------|--------------|---------|--------------------|
|             | promo_type   | ISU    | ISU_%  | IR     | IR%    |              |         |                    |
| ▶           | 500 Cashback | 40881  | 183.33 | 91.05M | 136.11 |              |         |                    |
|             | BOGOF        | 372326 | 639.96 | 69.32M | 267.35 |              |         |                    |
|             | 25% OFF      | -5717  | -12.99 | -3.17M | -34.61 |              |         |                    |
|             | 33% OFF      | 27255  | 43.04  | -1.56M | -4.28  |              |         |                    |
|             | 50% OFF      | 6931   | 32.63  | -0.73M | -33.60 |              |         |                    |

# Incremental Revenue of City by Promotions



# Promo Insights

## ➤ Sold Units Impact

- "BOGOF" and "500 Cashback" boost sales significantly.
- "50% OFF" and "33% OFF" also contribute positively, but "25% OFF" decreases sales.

## ➤ Revenue Impact

- "500 Cashback" and "BOGOF" generate the highest revenue.
- "50% OFF" and "33% OFF" result in revenue losses.

## ➤ Efficiency

- "BOGOF" and "500 Cashback" are highly effective in increasing sales and revenue.

# Product Analysis



# Product with significant lift in sales from the promotion

```
Select category,product_name,sum(`quantity_sold(before_promo)`) as Sales_Before_Promotion,  
      sum(Sales_After_Promo) as Sales_After_Promotion,sum(ISU) as ISU  
From revenue  
group by category,product_name  
order by ISU desc
```



| category          | product_name                              | Sales_Before_Promotion | Sales_After_Promotion | ISU    |
|-------------------|---|------------------------|-----------------------|--------|
| Grocery & Staples | Atliq_Farm_Chakki_Atta (1KG)              | 32340                  | 150370                | 118030 |
| Grocery & Staples | Atliq_Suflower_Oil (1L)                   | 31309                  | 135663                | 104354 |
| Home Appliances   | Atliq_High_Glo_15W_LED_Bulb               | 8245                   | 59856                 | 51611  |
| Home Appliances   | Atliq_waterproof_Immersion_Rod            | 6468                   | 47370                 | 40902  |
| Combo1            | Atliq_Home_Essential_8_Product_Combo      | 22299                  | 63180                 | 40881  |
| Home Care         | Atliq_Curtains                            | 4592                   | 32634                 | 28042  |
| Home Care         | Atliq_Double_Bedsheet_set                 | 4203                   | 30116                 | 25913  |
| Grocery & Staples | Atliq_Sonamasuri_Rice (10KG)              | 37281                  | 53235                 | 15954  |
| Grocery & Staples | Atliq_Masoor_Dal (1KG)                    | 26040                  | 37341                 | 11301  |
| Personal Care     | Atliq_Lime_Cool_Bathing_Bar (125GM)       | 7718                   | 10280                 | 2562   |
| Personal Care     | Atliq_Doodh_Kesar_Body_Lotion (200ML)     | 5257                   | 7022                  | 1765   |
| Personal Care     | Atliq_Cream_Beauty_Bathing_Soap (125GM)   | 6380                   | 7697                  | 1317   |
| Personal Care     | Atliq_Body_Milk_Nourishing_Lotion (120ML) | 5949                   | 6505                  | 556    |
| Home Care         | Atliq_Fusion_Container_Set_of_3           | 5207                   | 4472                  | -735   |
| Home Care         | Atliq_Scrub_Sponge_For_Dishwash           | 5762                   | 4985                  | -777   |

## Product Insights

- **Grocery & Staples:** Significant sales boosts seen for items like "Atliq\_Farm\_Chakki\_Atta" and "Atliq\_Suflower\_Oil" post-promotion.
- **Home Appliances:** Strong sales growth observed for products like LED bulbs and immersion rods.
- **Combo1:** "Atliq\_Home\_Essential\_8\_Product\_Combo" shows notable increase in sales.
- **Personal Care/Home Care:** Positive sales trends for items such as bathing bars, body lotions, curtains, and bedsheets.
- **Mixed Results:** Some products experienced decreased sales post-promotion, indicating variable effectiveness

**Visualized using  
Power BI**

## Analyzing FMCG Promotions for Tangible Sales Insights



Revenue & Sales



Revenue vs Sales

Store Analysis



Promo Analysis



Product Analysis



PRODUCTS



Archana Balasubramanian



## Revenue vs Sales



PROMOTION

PRODUCTS

Revenue\_Before\_Promotion

140.70M



Revenue\_After\_Promotion

295.61M



Incremental Revenue (IR)

154.91M



Incremental Sold Unit (ISU)

442K



Diwali

Sankranti

By Category

All

By City / Store\_Id

All

Promo Type

25% OFF

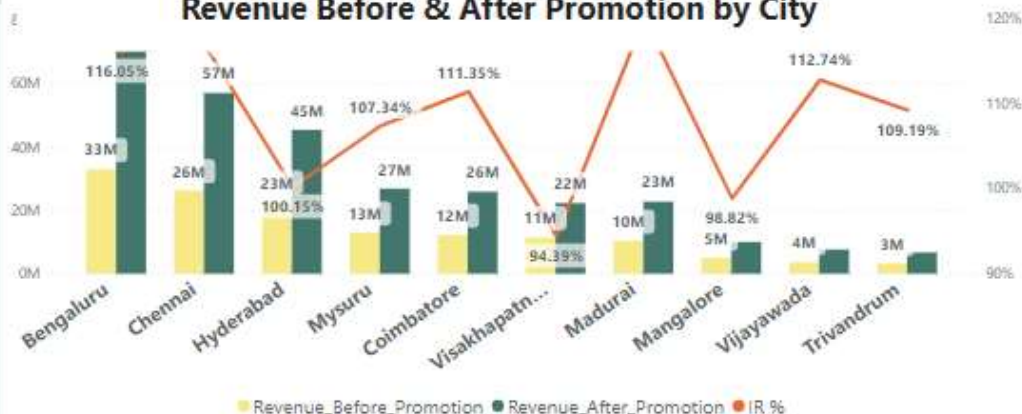
33% OFF

50% OFF

500 Cashback

BOGOF

Revenue Before & After Promotion by City



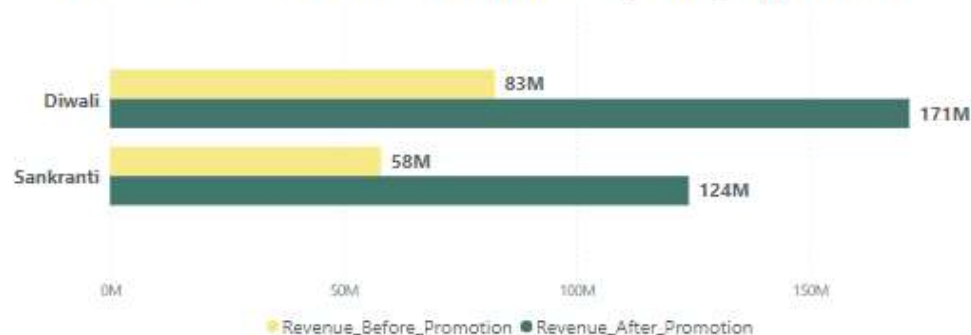
IR %



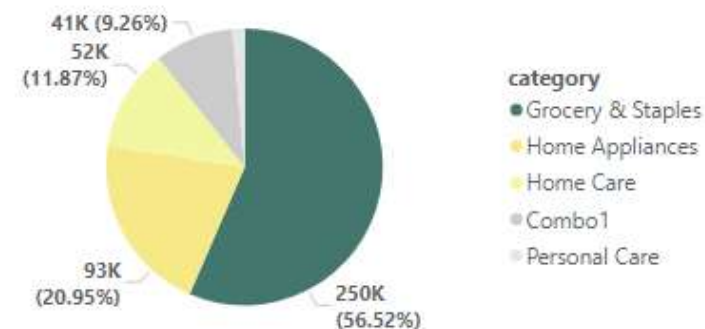
ISU %



Revenue Before & After Promotion by Campaign Name



ISU by Category







## Revenue vs Sales



PRODUCTS

Incremental Revenue (IR)

154.91M

IR %

110.10%



Incremental Sold Unit (ISU)

442K

ISU %

211.28%



Diwali | Sankranti

By Category

All

By City

All

Promo Type

25% OFF

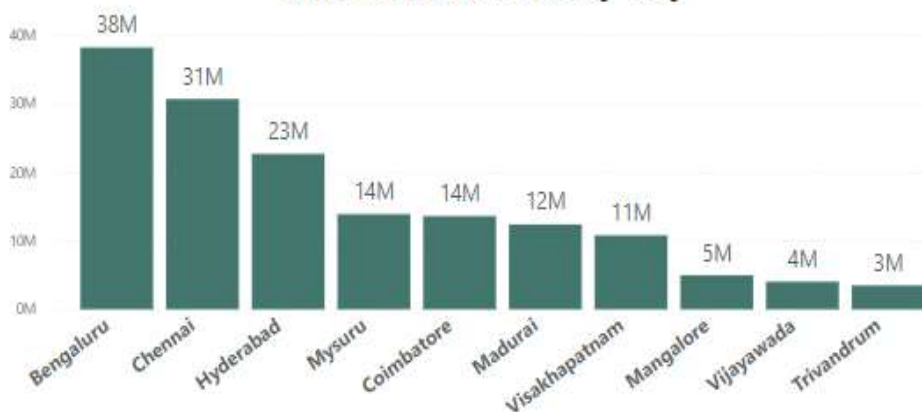
33% OFF

50% OFF

500 Cashback

BOGOF

Incremental Revenue by City



Store\_id City IR

|         |           |        |
|---------|-----------|--------|
| STMYS-1 | Mysuru    | 4.92M  |
| STCHE-4 | Chennai   | 4.83M  |
| STBLR-0 | Bengaluru | 4.76M  |
| STBLR-7 | Bengaluru | 4.72M  |
| STCHE-7 | Chennai   | 4.65M  |
| STBLR-6 | Bengaluru | 4.61M  |
| STCHE-3 | Chennai   | 4.41M  |
| STMYS-3 | Mysuru    | 4.40M  |
| STCHE-6 | Chennai   | 4.04M  |
| STBLR-3 | Bengaluru | 3.94M  |
| Total   |           | 45.27M |



Incremental  
Revenue

Incremental Revenue & ISU % by City



Store\_id City ISU

|         |               |       |
|---------|---------------|-------|
| STMLR-0 | Mangalore     | 3978  |
| STVSK-3 | Visakhapatnam | 4553  |
| STVSK-4 | Visakhapatnam | 4988  |
| STTRV-1 | Trivandrum    | 5072  |
| STVJD-1 | Vijayawada    | 5302  |
| STTRV-0 | Trivandrum    | 5306  |
| STMLR-2 | Mangalore     | 5374  |
| STMLR-1 | Mangalore     | 5481  |
| STVJD-0 | Vijayawada    | 5870  |
| STCBE-4 | Coimbatore    | 5942  |
| Total   |               | 51866 |



Incremental  
Sold  
Unit



## Revenue vs Sales



PROMOTION

PRODUCTS

Incremental Revenue (IR)

154.91M

IR %

110.10%



Incremental Sold Unit (ISU)

442K

ISU %

211.28%



Dhuli

Sankranti

By Category

All

By City

All

Promo Type

25% OFF

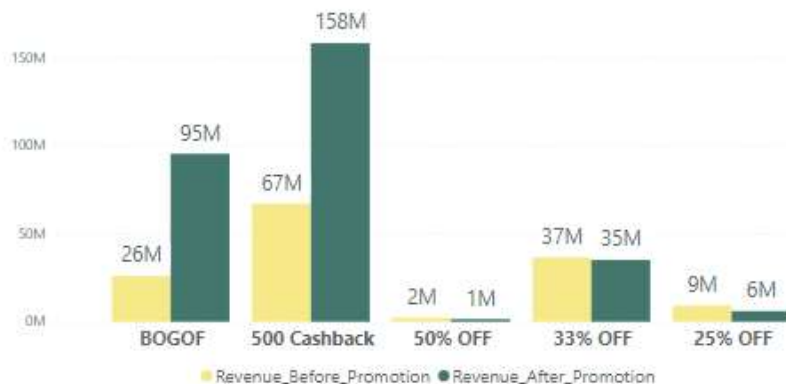
33% OFF

50% OFF

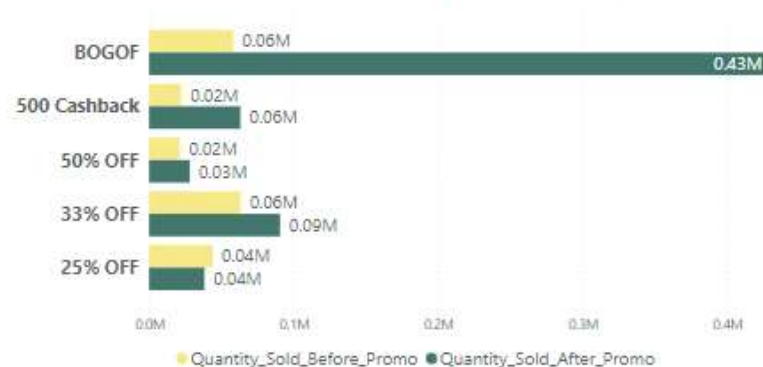
500 Cashback

BOGOF

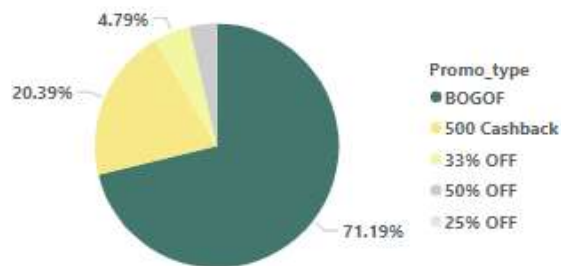
Revenue Before & After by Promo Type



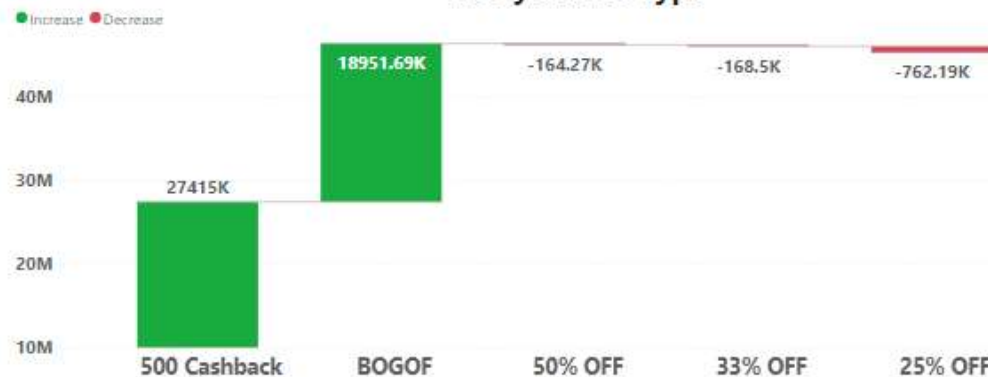
Sales Before & After by Promo Type



ISU % by Promo Type



IR by Promo Type







## Revenue vs Sales



PROMOTION

PRODUCTS



Divali

Sankranti

By Category

All

By City

All

Promo Type

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

| Category                                  | Revenue Before Promo | Revenue After Promo | Sales Before Promo | Sales After Promo | Inc. Revenue (IR) | IR %           | Incremental Sold Unit | ISU %          |
|---|----------------------|---------------------|--------------------|-------------------|-------------------|----------------|-----------------------|----------------|
| <b>Personal Care</b>                      | <b>2.47M</b>         | <b>1.63M</b>        | <b>25304</b>       | <b>31504</b>      | <b>-0.85M</b>     | <b>-34.20%</b> | <b>6200</b>           | <b>24.50%</b>  |
| Atliq_Body_Milk_Nourishing_Lotion (120ML) | 0.60M                | 0.39M               | 5949               | 6505              | -0.22M            | -35.95%        | 556                   | 9.35%          |
| Atliq_Cream_Beauty_Bathing_Soap (125GM)   | 0.39M                | 0.26M               | 6380               | 7697              | -0.14M            | -35.00%        | 1317                  | 20.64%         |
| Atliq_Lime_Cool_Bathing_Bar (125GM)       | 0.48M                | 0.32M               | 7718               | 10280             | -0.16M            | -33.40%        | 2562                  | 33.20%         |
| Atliq_Doodh_Kesar_Body_Lotion (200ML)     | 1.00M                | 0.67M               | 5257               | 7022              | -0.33M            | -33.21%        | 1765                  | 33.57%         |
| <b>Grocery &amp; Staples</b>              | <b>52.99M</b>        | <b>76.98M</b>       | <b>126970</b>      | <b>376609</b>     | <b>23.99M</b>     | <b>45.28%</b>  | <b>249639</b>         | <b>196.61%</b> |
| Atliq_Sonamasuri_Rice (10KG)              | 32.06M               | 30.67M              | 37281              | 53235             | -1.39M            | -4.33%         | 15954                 | 42.79%         |
| Atliq_Masoor_Dal (1KG)                    | 4.48M                | 4.30M               | 26040              | 37341             | -0.18M            | -3.92%         | 11301                 | 43.40%         |
| Atliq_Suflower_Oil (1L)                   | 5.60M                | 13.79M              | 31309              | 135663            | 8.19M             | 146.31%        | 104354                | 333.30%        |
| Atliq_Farm_Chakki_Atta (1KG)              | 10.85M               | 28.22M              | 32340              | 150370            | 17.36M            | 160.01%        | 118030                | 364.97%        |
| <b>Combo1</b>                             | <b>66.90M</b>        | <b>157.95M</b>      | <b>22299</b>       | <b>63180</b>      | <b>91.05M</b>     | <b>136.11%</b> | <b>40881</b>          | <b>183.33%</b> |
| Atliq_Home_Essential_8_Product_Combo      | 66.90M               | 157.95M             | 22299              | 63180             | 91.05M            | 136.11%        | 40881                 | 183.33%        |
| <b>Home Care</b>                          | <b>8.86M</b>         | <b>24.41M</b>       | <b>19764</b>       | <b>72207</b>      | <b>15.55M</b>     | <b>175.62%</b> | <b>52443</b>          | <b>265.35%</b> |
| Atliq_Fusion_Container_Set_of_3           | 2.16M                | 1.39M               | 5207               | 4472              | -0.77M            | -35.59%        | -735                  | -14.12%        |
| Atliq_Scrub_Sponge_For_Dishwash           | 0.32M                | 0.21M               | 5762               | 4985              | -0.11M            | -35.11%        | -777                  | -13.48%        |
| Atliq_Curtains                            | 1.38M                | 4.90M               | 4592               | 32634             | 3.52M             | 255.34%        | 28042                 | 610.67%        |
| Atliq_Double_Bedsheet_set                 | 5.00M                | 17.92M              | 4203               | 30116             | 12.92M            | 258.27%        | 25913                 | 616.54%        |
| <b>Home Appliances</b>                    | <b>9.48M</b>         | <b>34.63M</b>       | <b>14713</b>       | <b>107226</b>     | <b>25.15M</b>     | <b>265.21%</b> | <b>92513</b>          | <b>628.78%</b> |
| Atliq_High_Glo_15W_LED_Bulb               | 2.89M                | 10.47M              | 8245               | 59856             | 7.59M             | 262.98%        | 51611                 | 625.97%        |
| Atliq_waterproof_Immersion_Rod            | 6.60M                | 24.16M              | 6468               | 47370             | 17.56M            | 266.19%        | 40902                 | 632.37%        |
| <b>Total</b>                              | <b>140.70M</b>       | <b>295.61M</b>      | <b>209050</b>      | <b>650726</b>     | <b>154.91M</b>    | <b>110.10%</b> | <b>441676</b>         | <b>211.28%</b> |

# Overall Insights

## ➤ **Promotion Impact:**

- BOGOF" and "500 Cashback" drive significant sales and revenue growth.
- "50% OFF" and "33% OFF" have mixed impacts on sales and revenue".

## ➤ **Product Category & Promotion:**

- Grocery & Staples, Personal Care/Home Care benefit most from "BOGOF" and "500 Cashback."
- Home Appliances also see strong growth with these promotions.

## ➤ **Opportunities & Growth:**

- Capitalize on successful promotions for further growth.
- Tailor strategies based on category responsiveness.
- Expand store count, especially in cities like Vijayawada and Trivandrum.
- Focus on consistent positive sales trends in Grocery & Staples and Home Appliances for sustained growth.

# My Other Projects Link

**Excel Project :** [Finance & Sales Analytics](#)

**Power BI Project :** [Business Insights 360](#)

**SQL Project :** [Consumer Goods Ad-Hoc Insights](#)

**Thank You**

The bottom of the slide features two overlapping, wavy, horizontal bands. The front band is a vibrant blue and curves upwards from the left towards the right. Behind it is a darker teal band that also curves upwards but is positioned slightly higher and further to the right, creating a layered effect.