

# AtliQ Mart

Promotions Analysis (FMCG)

# Objectives of the project

- AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India.
- All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 (festive time in India) on their AtliQ branded products.
- The sales director wants to understand which promotions did well and which did not so that they can make informed decisions for their next promotional period.

# About AtliQ Mart

AtliQ Mart is a retail giant in FMCG domain

It operates across ten cities: Bengaluru, Chennai, Coimbatore, Hyderabad, Madurai, Mangalore, Mysuru, Trivandrum, Vijayawada, and Visakhapatnam.

AtliQ Mart operates a total of 50 stores across these ten cities.

AtliQ Mart offers a diverse range of products across five categories: Combo 1, Grocery & Staples, Home Appliances, Home Care, and Personal Care. In total, the company features 15 different products.

**Business  
ad hoc request**



# Request 1

Provide a list of products with base price greater than 500 and that are featured in promo type “BOGOF” (Buy one get one free).

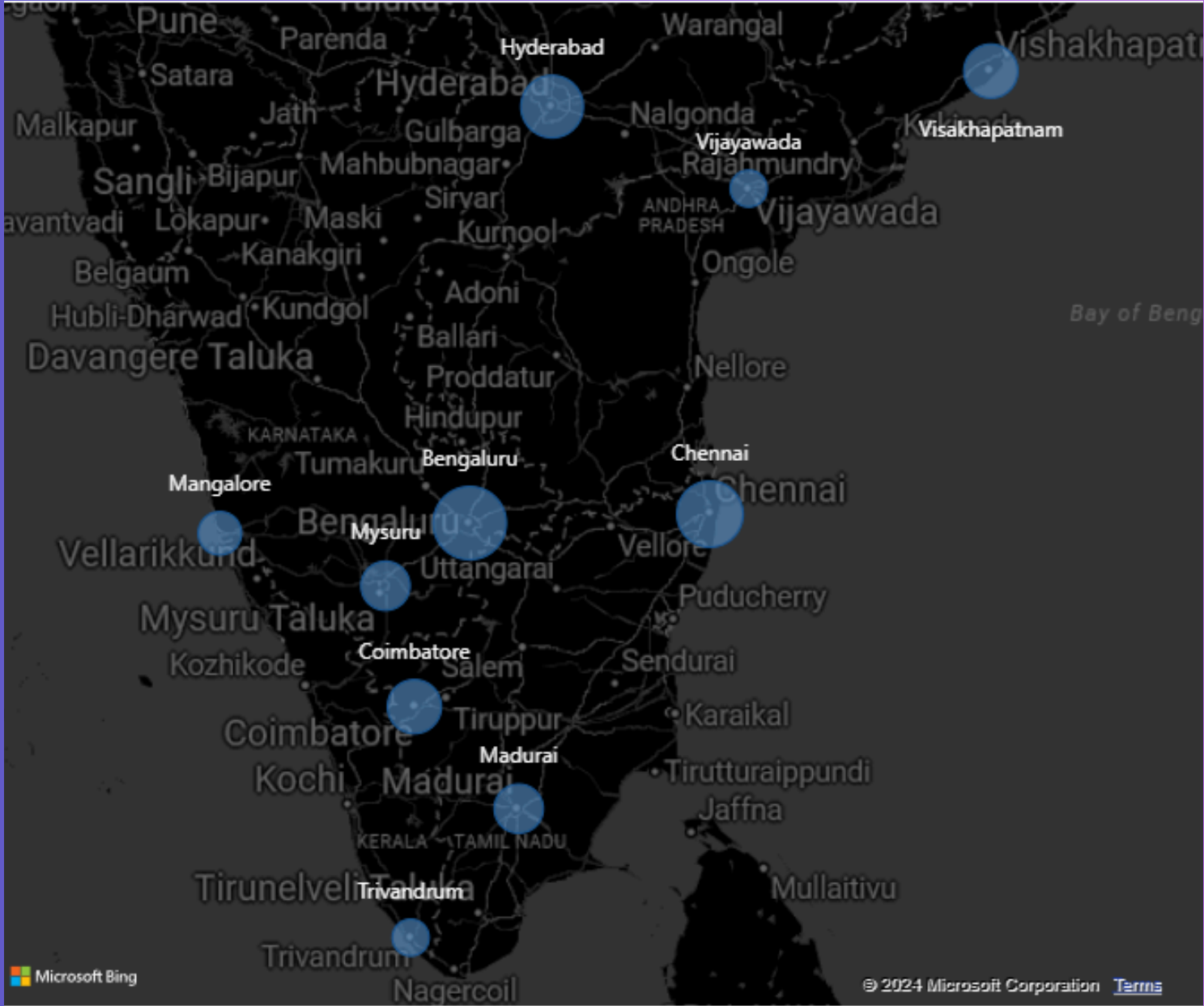
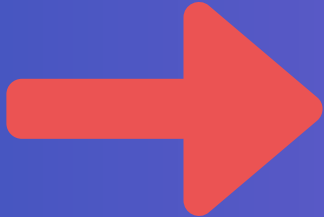
	product_name	product_code	promo_type	base_price
▶	Atliq_Double_Bedsheet_set	P08	BOGOF	1190
	Atliq_waterproof_Immersion_Rod	P14	BOGOF	1020

The AtliQ Double Bedsheet Set and the AtliQ Waterproof Immersion Rod are two products with a base price exceeding ₹500 that are featured in the Buy One Get One Free (BOGOF) promotion.

# Request 2

Generate a reports that shows an overview of the number of stores in each city.

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

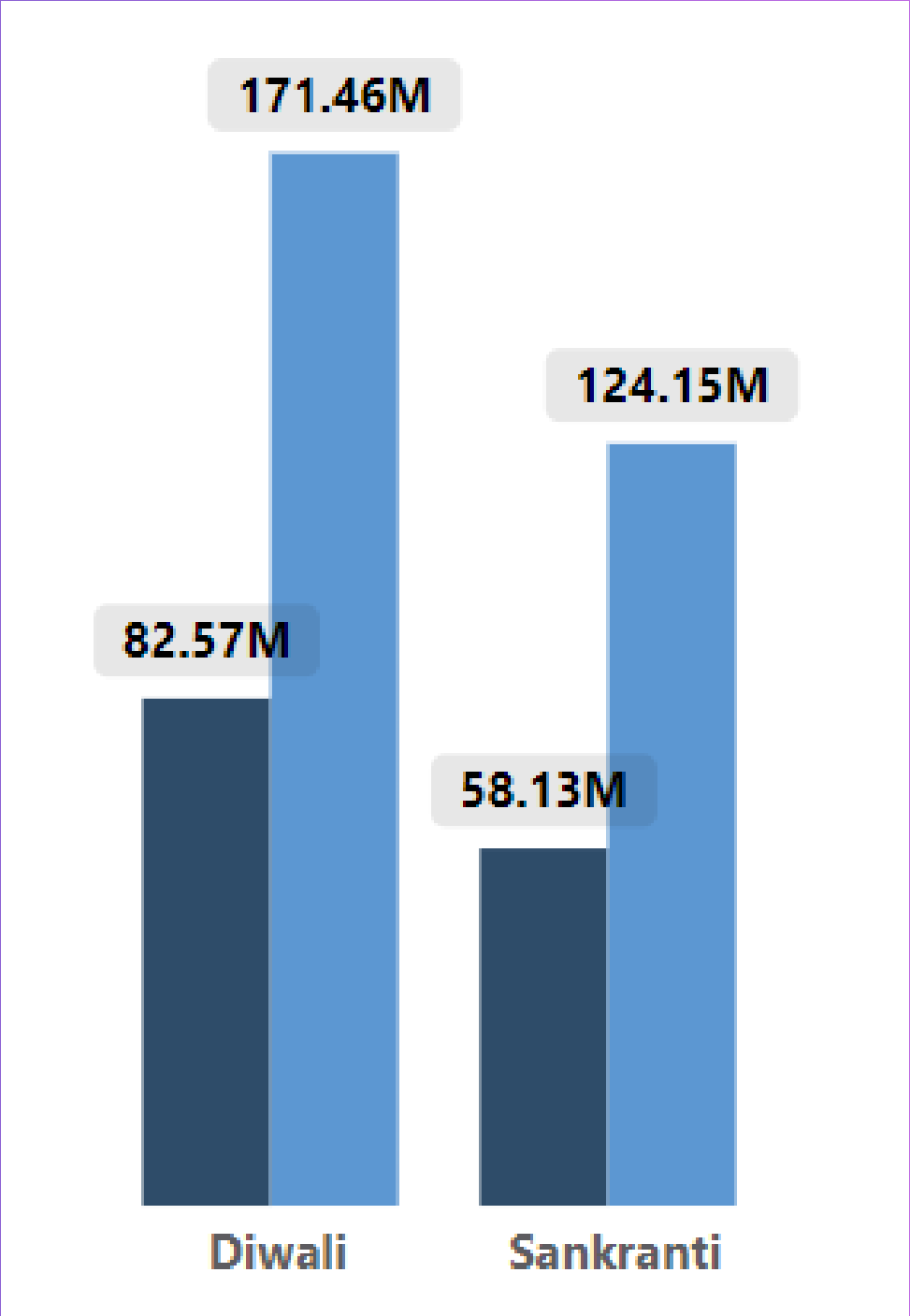


# Request 3

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

	campaign_name	revenue_before_promo	revenue_after_promo
▶	Sankranti	58.13M	124.15M
	Diwali	82.57M	171.46M

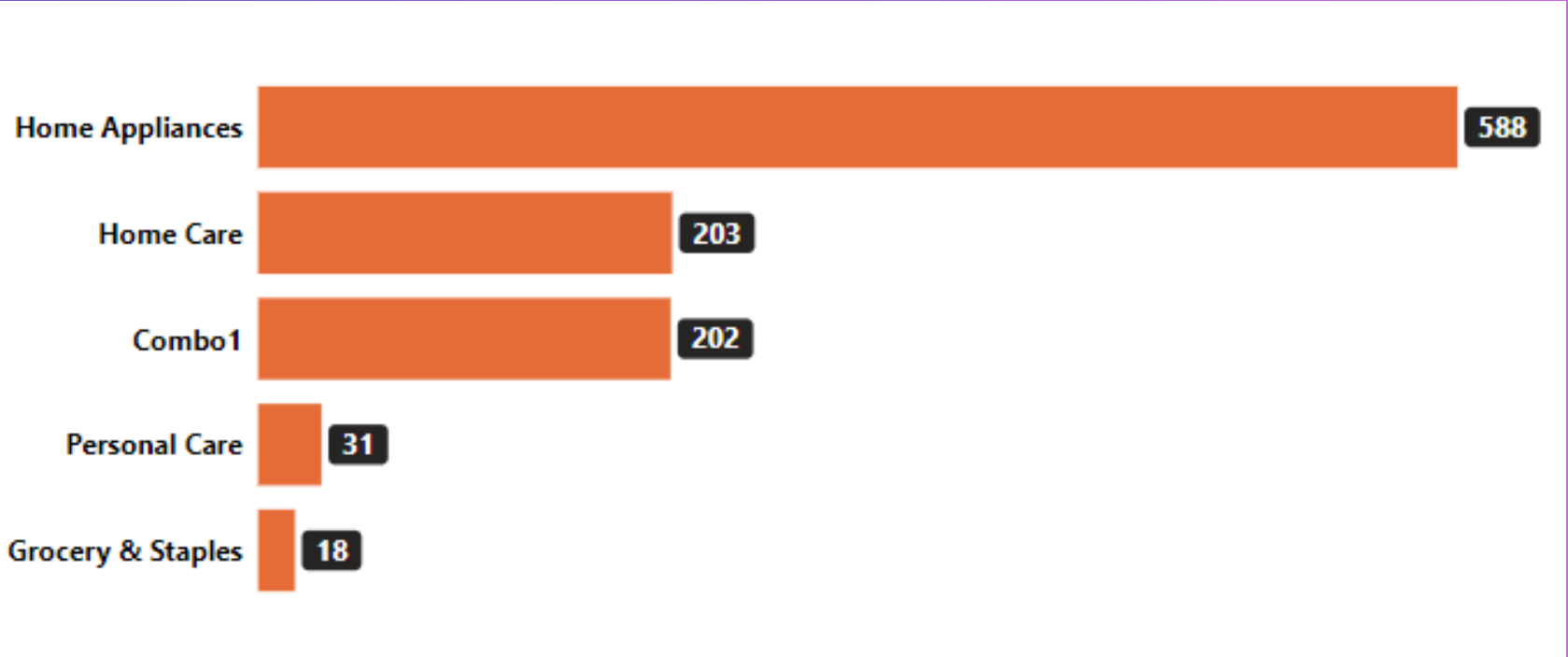
The Sankranti campaign increased revenue by ₹66.02 million (113.57%) compared to before the campaign, while the Diwali campaign boosted revenue by ₹88.89 million (107.65%).



# Request 4

Produce a report that calculated the incremental sold quantity (ISU %) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU %.

category	total_qty_sold_before_promo	total_qty_sold_after_promo	isu_pct	ranking
Home Appliances	5230	18003	588.45	1
Home Care	13326	23938	203.14	2
Combo1	16791	50769	202.36	3
Personal Care	16843	22074	31.06	4
Grocery & Staples	58129	68620	18.05	5



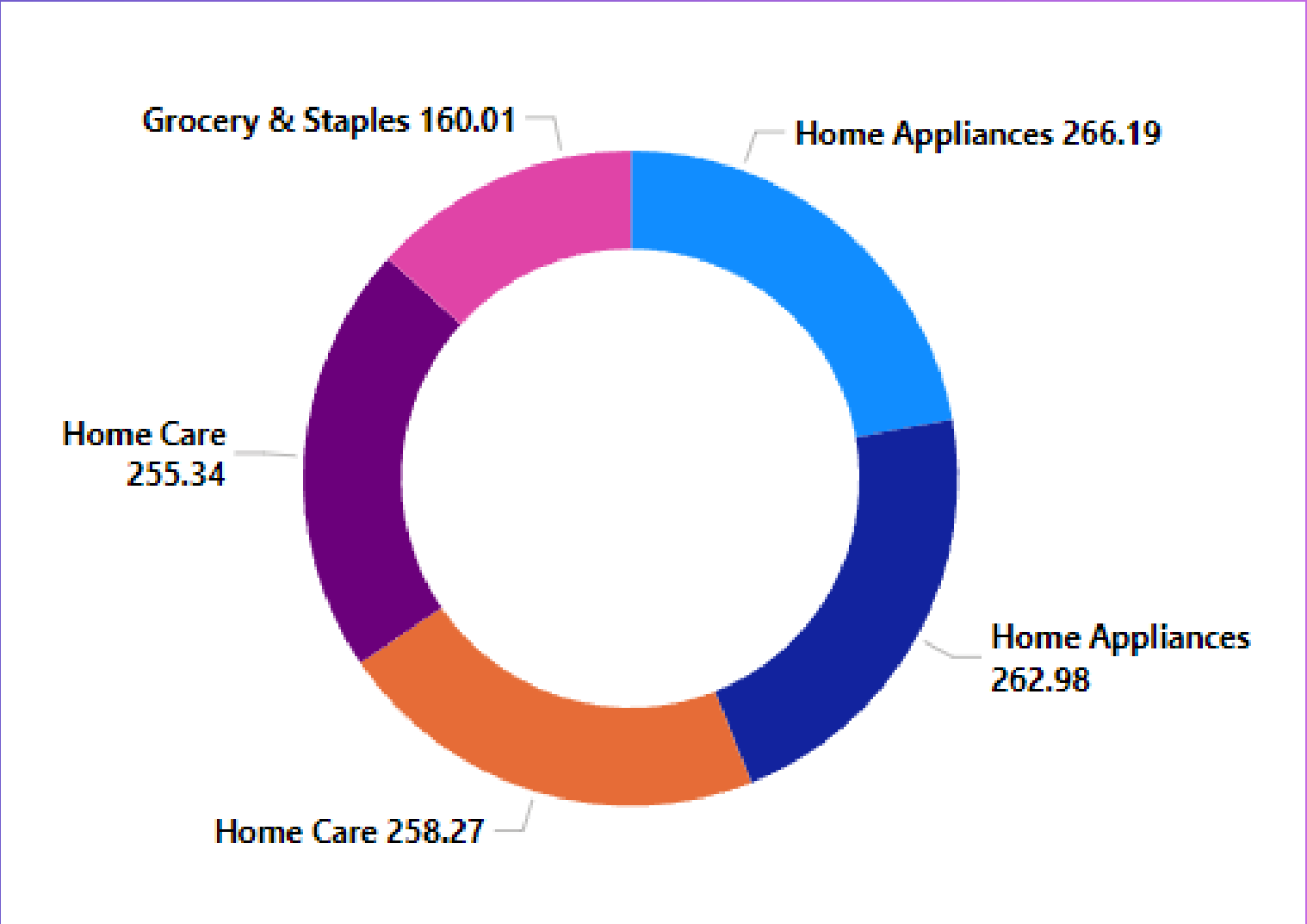
The Home Appliances category achieved the highest ISU percentage, reaching 588.45%, while the Grocery & Staples category recorded the lowest ISU percentage at 18.05%.



# Request 5

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

	product_name	category	ir_pct
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.19
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98
	Atliq_Double_Bedsheet_set	Home Care	258.27
	Atliq_Curtains	Home Care	255.34
	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	160.01



The Atliq Waterproof Immersion Rod achieved the highest IR % at 266.19%, whereas the Atliq Farm Chakki Atta (1KG) recorded the lowest IR % at 160.01%.

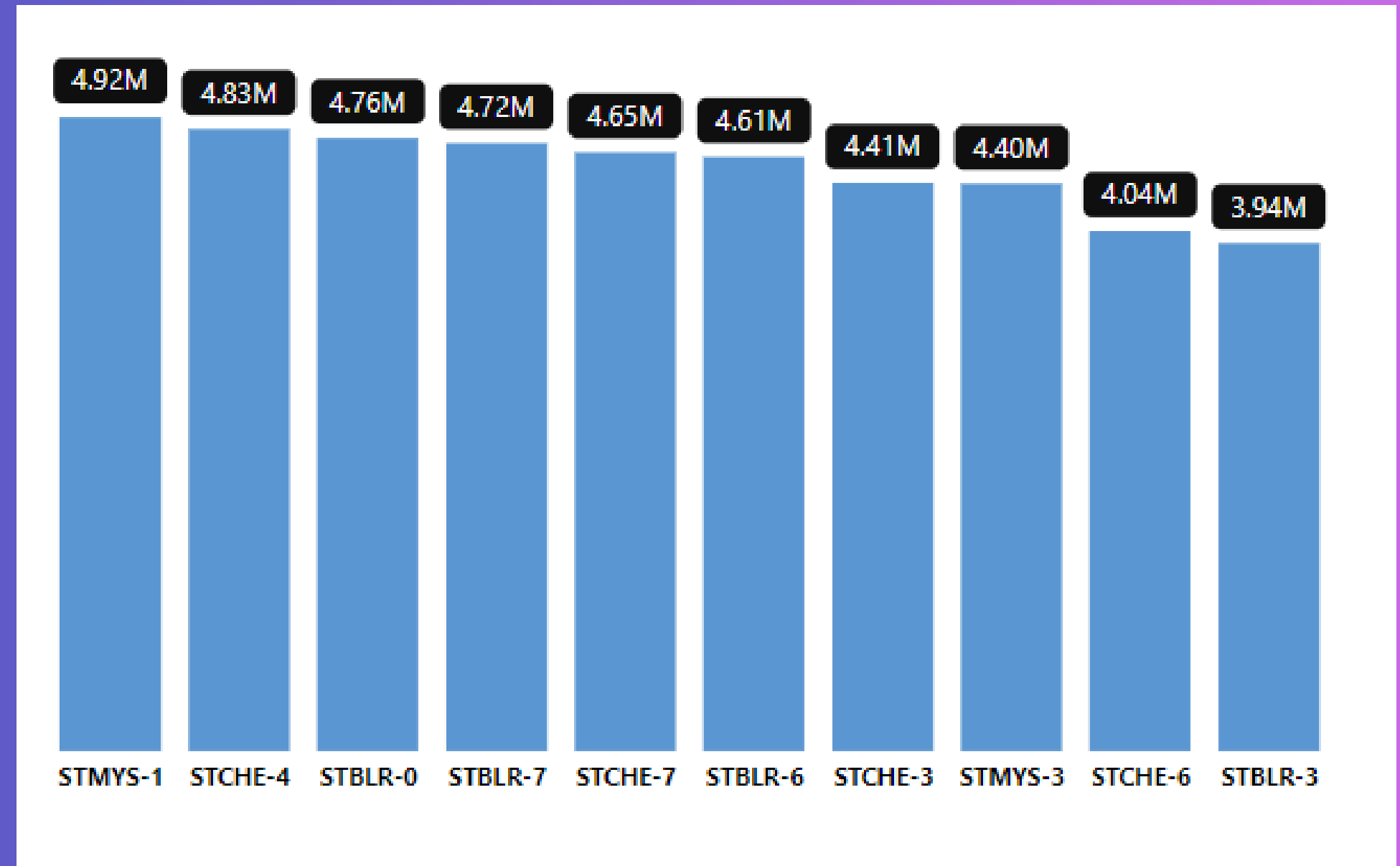


# Store Performance Analysis

# Insight 1

Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotion?

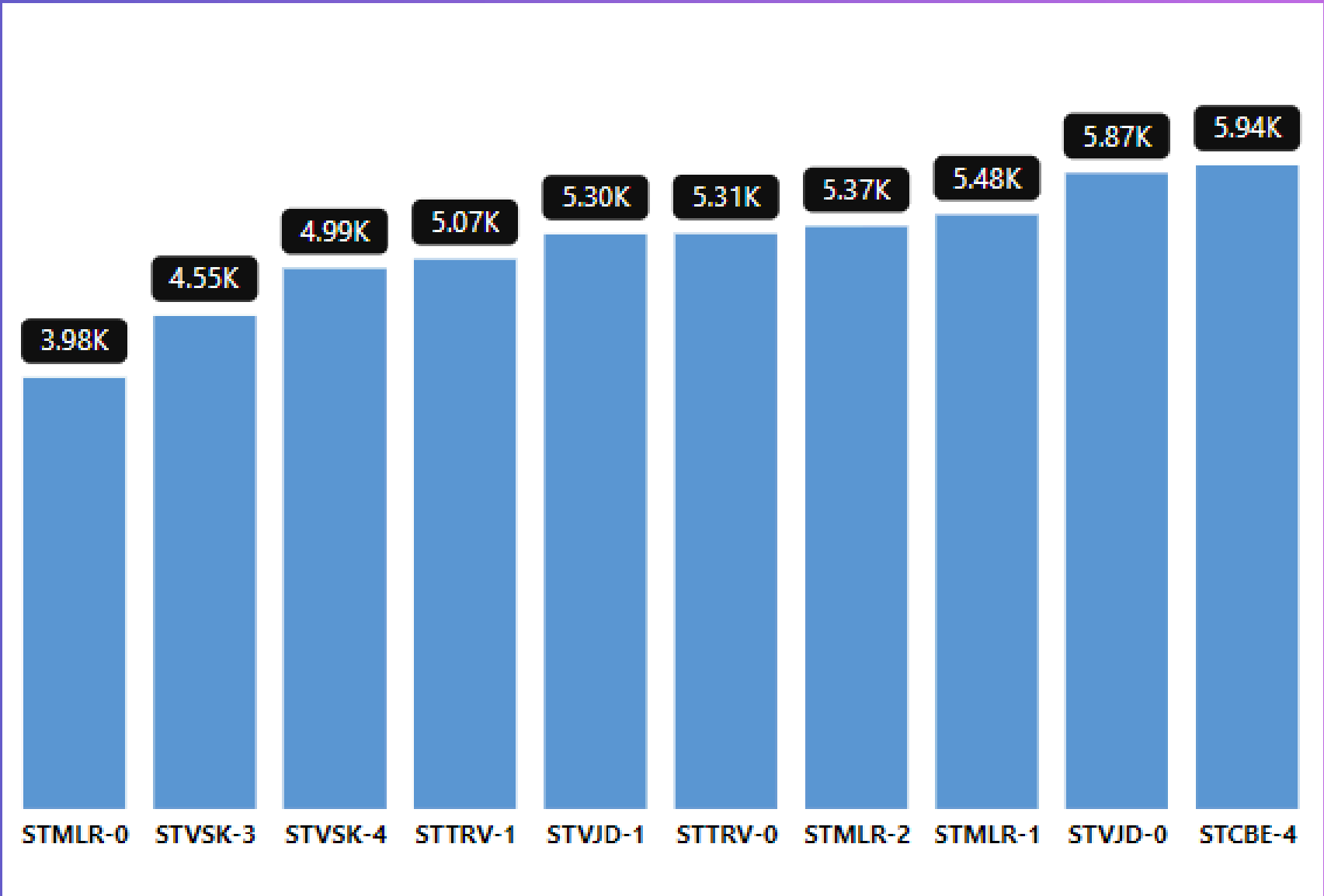
	store_id	city	Incremental_Revenue
▶	STMYS-1	Mysuru	4.92M
	STCHE-4	Chennai	4.83M
	STBLR-0	Bengaluru	4.76M
	STBLR-7	Bengaluru	4.72M
	STCHE-7	Chennai	4.65M
	STBLR-6	Bengaluru	4.61M
	STCHE-3	Chennai	4.41M
	STMYS-3	Mysuru	4.40M
	STCHE-6	Chennai	4.04M
	STBLR-3	Bengaluru	3.94M



# Insight 2

Which are the bottom 10 stores in terms of Incremental Sold Unit (ISU) generated from the promotion?

	store_id	city	Incremental_Sold_unit
▶	STMLR-0	Mangalore	3.98K
	STVSK-3	Visakhapatnam	4.55K
	STVSK-4	Visakhapatnam	4.99K
	STTRV-1	Trivandrum	5.07K
	STVJD-1	Vijayawada	5.30K
	STTRV-0	Trivandrum	5.31K
	STMLR-2	Mangalore	5.37K
	STMLR-1	Mangalore	5.48K
	STVJD-0	Vijayawada	5.87K
	STCBE-4	Coimbatore	5.94K



# Insight 3

**How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?**

Stores located in Bengaluru, Chennai, and Mysuru are outperforming those in other cities in terms of both incremental revenue and incremental units sold.

Promotion Types: Top-performing stores often utilize successful promotional strategies, such as Buy One Get One Free (BOGOF).

Revenue Potential: Implementing BOGOF promotions in underperforming stores could significantly enhance overall revenue and sales.

# Promotion Type Analysis



# Insight 1

What are the top 2 promotion types that resulted in the highest Incremental Revenue?

	promo_type	incremental_revenue
▶	500 Cashback	91.05M
	BOGOF	69.32M



Buy One Get One Free



500 Cashback

The promotions offering a ₹500 cashback and Buy One Get One Free (BOGOF) have proven to be the most effective in generating incremental revenue.

# Insight 2

What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

	promo_type	incremental_sold_qty
▶	25% OFF	-0.01M
	33% OFF	0.03M

Promotions offering 25% OFF and 33% OFF resulted in the lowest incremental sales in terms of units sold.

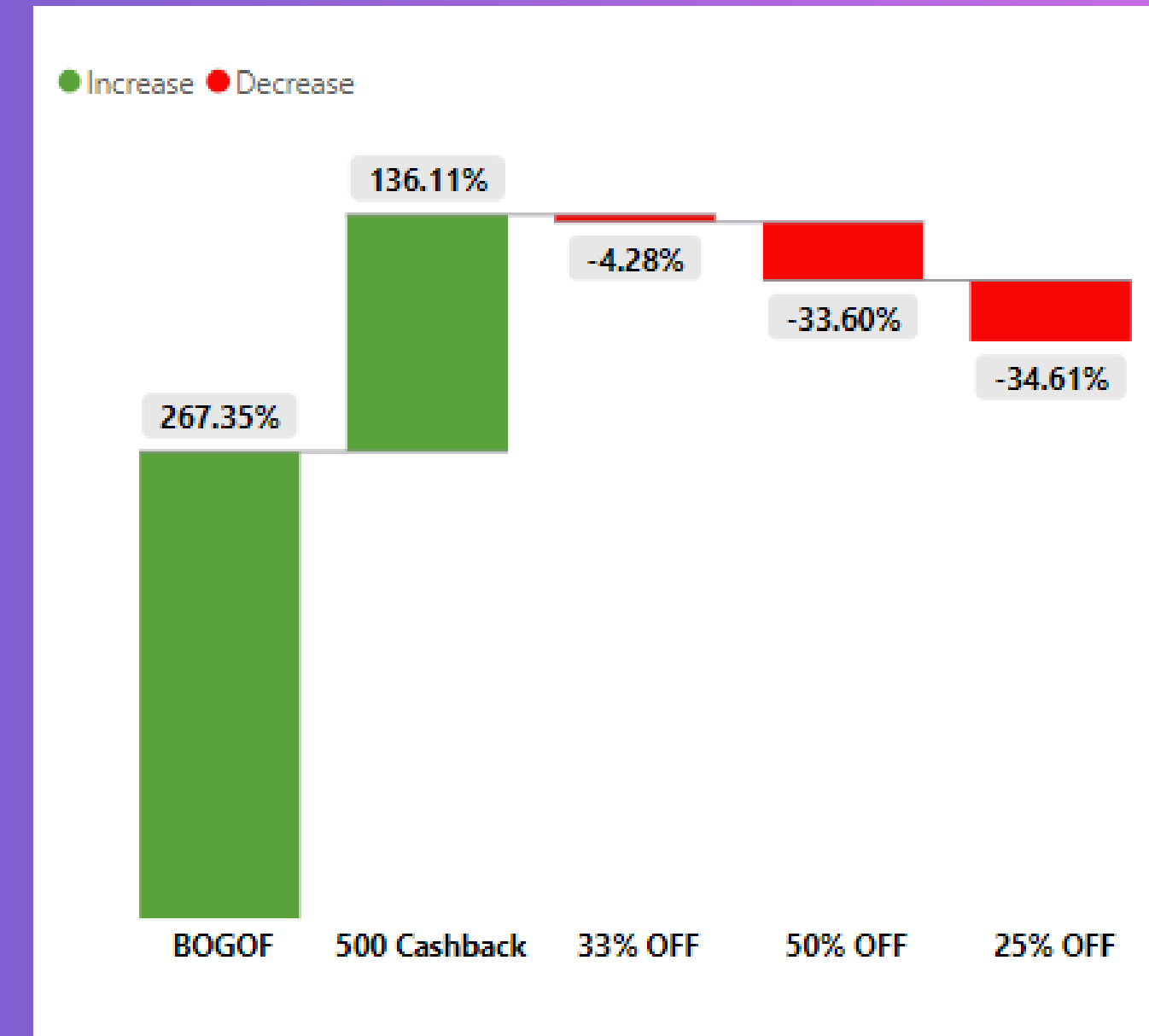


# Insight 3

Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?

	promo_type	sold_qty_incremental_percentage	revenue_incremental_percentage
▶	BOGOF	639.96	267.35
	500 Cashback	183.33	136.11
	33% OFF	43.04	-4.28
	50% OFF	32.63	-33.60
	25% OFF	-12.99	-34.61

- Discount-based promotions have led to a decrease in incremental sold Unit % and incremental revenue %.
- while non-discount-based promotions have resulted in higher increases in both incremental sold unit % and incremental revenue %.



# Insight 4

Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

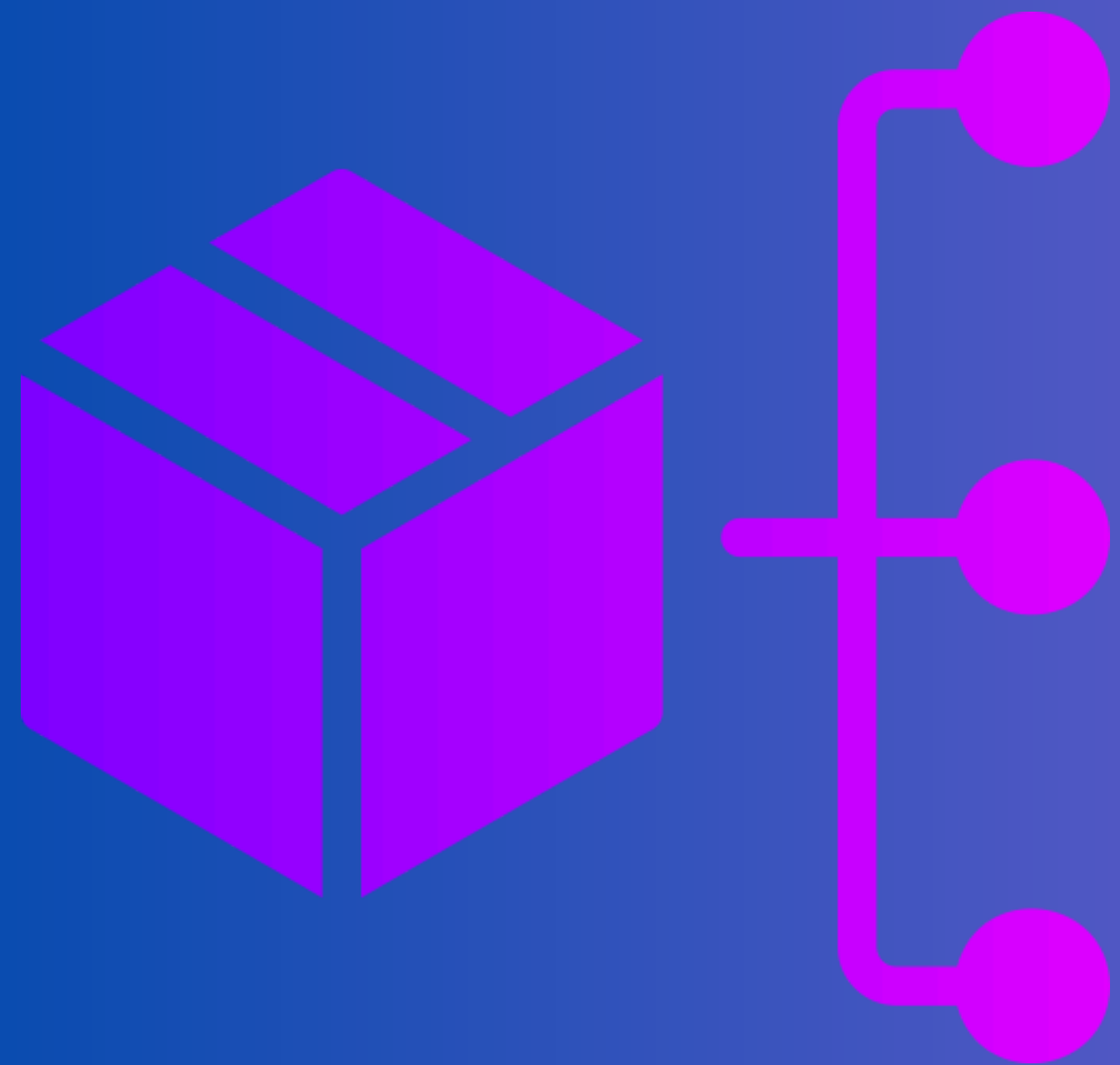
- BOGOF (Buy One Get One Free) and a \$500 cashback offer are the two promotions that achieve the best balance between increasing sales volume and maintaining revenue margins.



Buy One Get One Free



500 Cashback



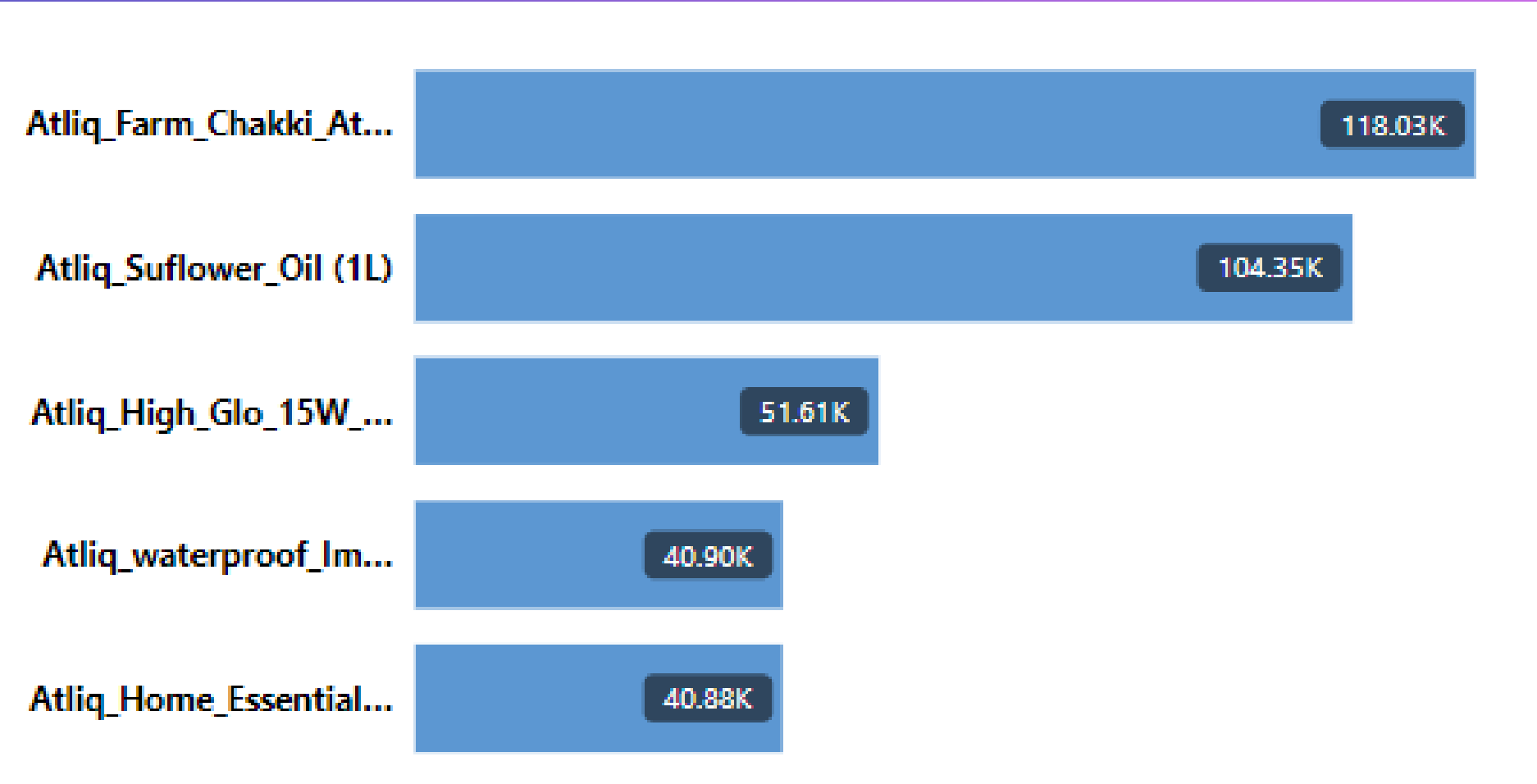
# Product & Category Analysis

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# Insight 1

Which product categories saw the most significant lift in sales from the promotions?

	product_name	category	incremental_sold_qty
▶	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	118.03K
	Atliq_Suflower_Oil (1L)	Grocery & Staples	104.35K
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	51.61K
	Atliq_waterproof_Immersion_Rod	Home Appliances	40.90K
	Atliq_Home_Essential_8_Product_Combo	Combo1	40.88K



# Insight 2

Are there Specific Products that respond exceptionally well or poorly to promotions?

## 01

The following products demonstrated exceptional responsiveness to the promotions:

- Atliq Home Essential 8 Product Combo: 91.05M
- Atliq Waterproof Immersion Rod: 17.56M
- Atliq Farm Chakki Atta (1KG): 17.36M

## 02

The following products showed exceptionally poor responsiveness to the promotions:

- Atliq Sonamasuri Rice (10KG): -1.39M
- Atliq Fusion Container Set of 3: -0.77M
- Atliq Doodh Kesar Body Lotion (200ML): -0.33M

	product_name	incremental_revenue
▶	Atliq_Home_Essential_8_Product_Combo	91.05M
	Atliq_waterproof_Immersion_Rod	17.56M
	Atliq_Farm_Chakki_Atta (1KG)	17.36M
	Atliq_Sonamasuri_Rice (10KG)	-1.39M
	Atliq_Fusion_Container_Set_of_3	-0.77M
	Atliq_Doodh_Kesar_Body_Lotion (200ML)	-0.33M

**Thank You**