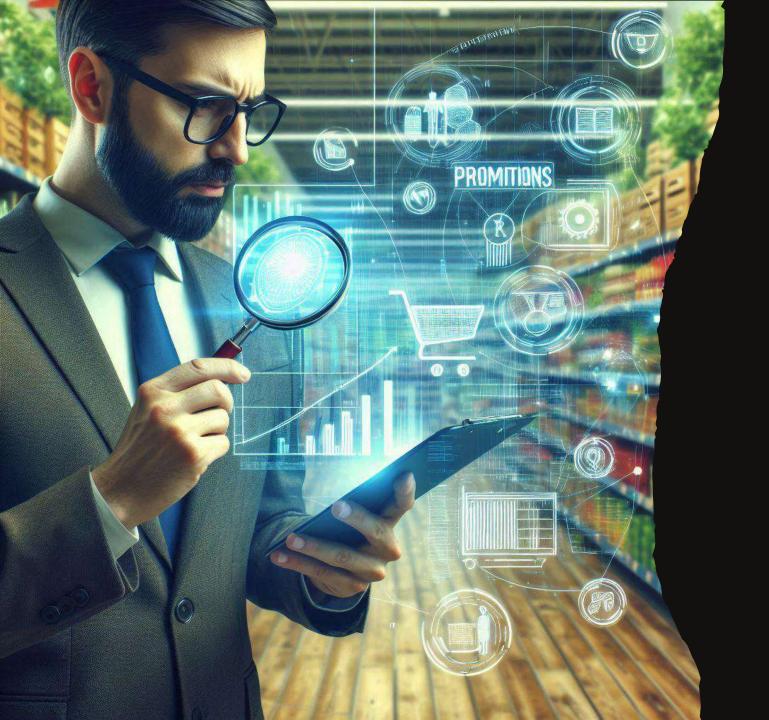


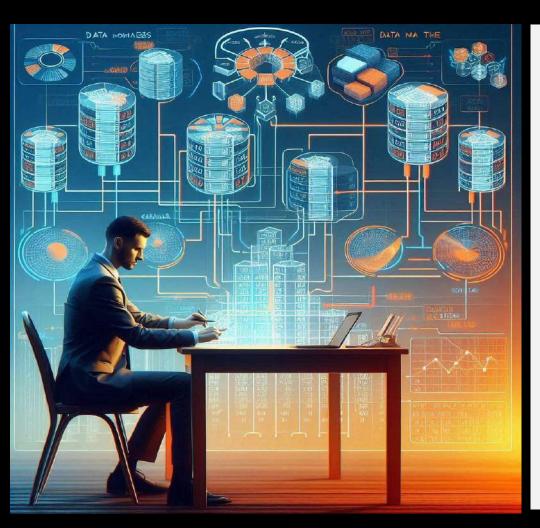
ALTIQ MART
PROMOTION
ANALYSIS

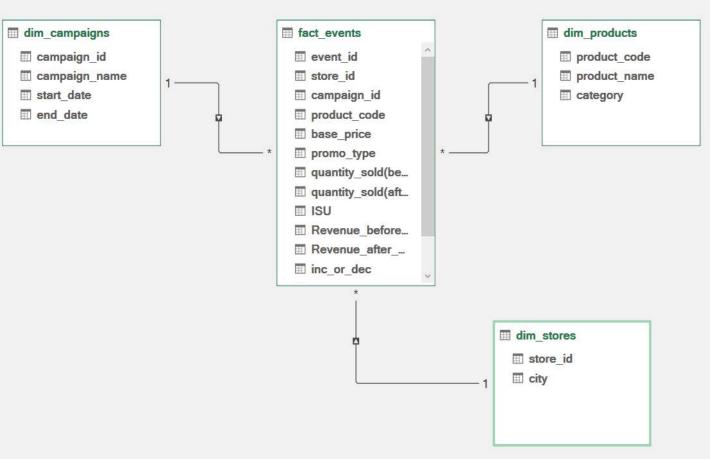


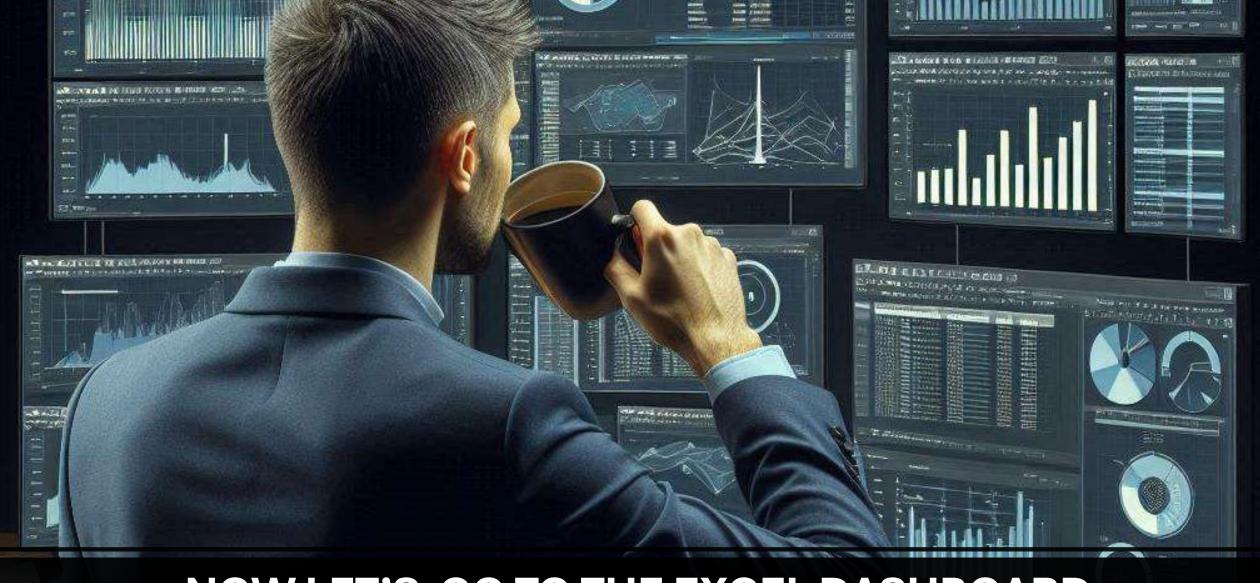
PROBLEM STATEMENT

- 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 on their AtliQ branded products.
- Now 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.

DATA MODEL







NOW LET'S GO TO THE EXCEL DASHBOARD



OBSERVATIONS

Store Wise Performance Analysis

Bengaluru has the most number of store, followed by the Chennai, Hyderabad, vishakapatnam and Coimbatore has equal stores and then Mysuru and Madhurai has 4 stores

- Top 10 stores by Incremental Revenue are from Bangalore, Chennai, Hyderabad, Mysore
- Bottom Stores By Incremental Revenue are Vijayawada, Coimbatore, Mangalore, Trivandr um, vishakapatnam
- Stores From Mangalore, Trivandrum, Vijayawada are not showing much sales after promotions

Sankranthi Diwali Sales 3.9% la la onio horanal or 3001 3011 2.69%

OBSERVATIONS

- Promotion Type Performance
- Top two Promotions which helped to increase the sales are 500 CASHBACK,BOGOF
- Bottom 2 Promotions in incremental sales are 33% OFF and 25% OFF is showing negative sales.
- All other Offers are showing a positive increase in the sales where 25% OFF is showing negative incremental sales

 The Best Margin Between Incremental Sales and Revenue is 500 CASH BACK



OBSERVATIONS

- Product and Category Analysis
- The Product Category that saw a high lift in the sales after the Promotions are Grocery and staples
- All the Products are showing the positive growth but dish washer combo & container set
- The Correlation b/w Product category and Promotion type are

in BOGOF Homeocare, Homeappliances, Grocery saw high sales

in 500 CASH BACK combo1 is highest sale s 50 % offer personal care is highest sales in 33% offer grocery is highest sales



REPORT TO THE SALES DIRECTOR

• BOGO, 500 CASH BACK ARE THE MOST WELL DID PROMOTION AMONG ALL THE OTHER

• FOLLOWED BY 33% OFF ,50% OFF