

# ALTIQ MART PROMOTION ANALYSIS



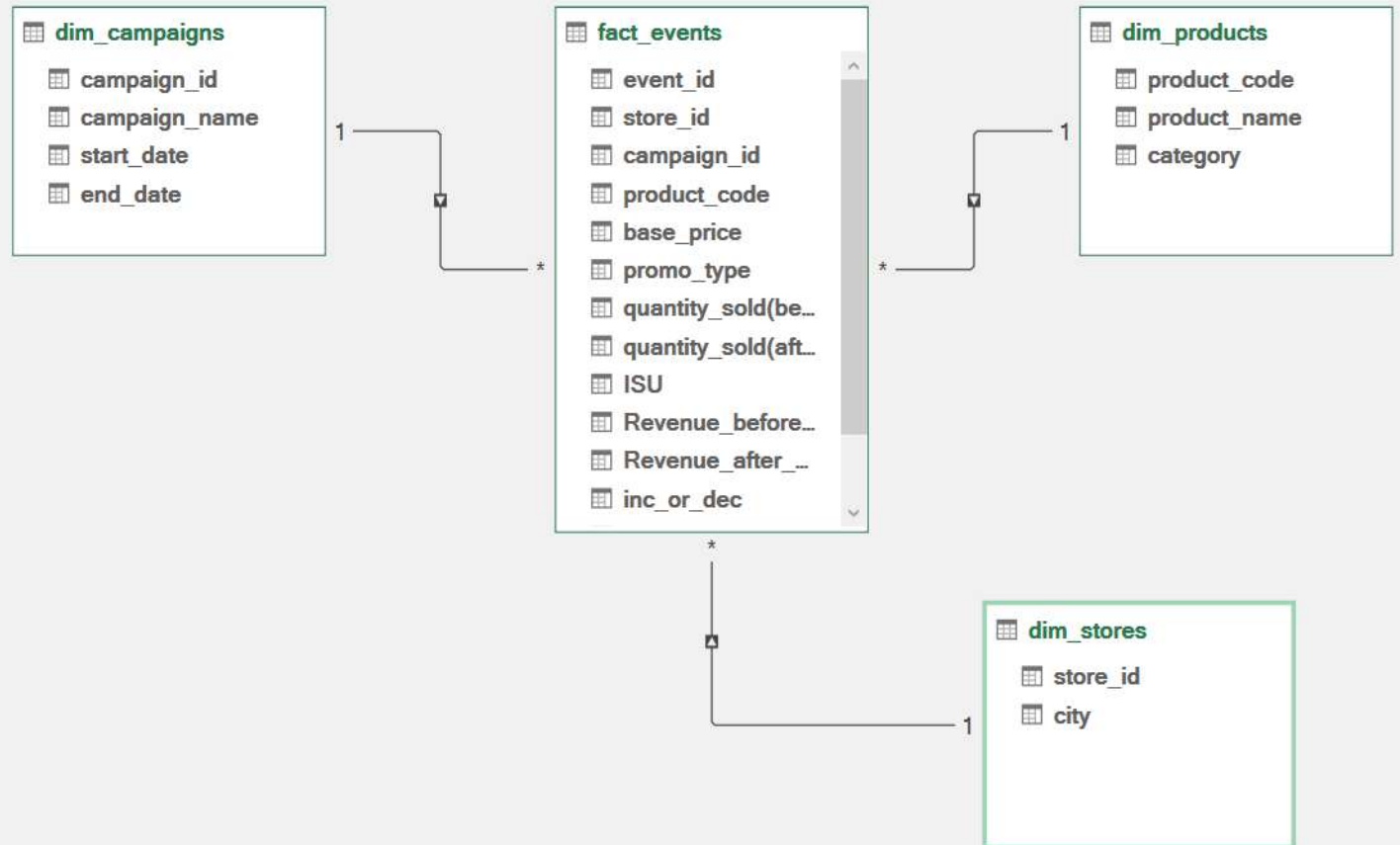


# PROBLEM STATEMENT

- 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, Trivandrum, vishakapatnam
- Stores From Mangalore, Trivandrum, Vijayawada are not showing much sales after promotions





# 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









# 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