



AtliQ Martina Sales Promotion Analysis

Welcome to the comprehensive analysis of AtliQ Martina's festive promotions during Diwali 2023 and Sankranti 2024. This presentation aims to provide the Sales Director with actionable insights into the performance of various promotional strategies implemented across 50 supermarkets in Southern India. We will explore which promotions excelled and which did not, to guide future sales initiatives effectively.

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Metadata Analysis and Dataset Overview

The foundation of our analysis begins with a thorough examination of the metadata and datasets. Understanding the intricacies of the data helps us in crafting a narrative that is both accurate and insightful. By dissecting the information at hand, we can pinpoint trends, anomalies, and opportunities that will inform our strategic decisions moving forward.

1

Metadata Scrutiny

Metadata provides context to the raw data, enabling us to understand the dimensions and measures that will be crucial in our analysis.

2

Dataset Integrity

Ensuring the datasets are complete and accurate is paramount to deriving reliable insights.

3

Pattern Identification

Recognizing patterns within the data can lead to identifying successful promotion types and high-performing products.

Dashboard Design for Metrics and Analysis

The dashboard is designed to be intuitive and self-explanatory, providing at-a-glance insights into the performance of promotional campaigns. It serves as a visual representation of complex data, transformed into easily digestible metrics that highlight key areas of success and opportunities for improvement.

User-Friendly Interface

Our dashboard is crafted to ensure that the user can navigate through the metrics seamlessly, making the analysis accessible to all stakeholders.

Real-Time Data

With real-time data integration, the dashboard reflects the most current state of sales and promotions, allowing for timely decision-making.

Actionable Metrics

Each metric is chosen for its direct correlation to business outcomes, ensuring that the insights provided lead to actionable strategies.

SQL-Based Report Generation

Addressing the ad-hoc requests from senior executives, we have crafted SQL queries to generate reports that answer specific business questions. These reports are pivotal in understanding the nuances of our promotional strategies and their impact on sales performance.

| High-Value Products | Store Counts by City | Campaign Revenue Analysis |
|--|---|---|
| Identifying products with base prices over 500 and BOGOF promotions. | Sorting cities by the number of stores to optimize retail operations. | Comparing total revenue before and after each campaign. |

Store Performance and Promotion Type Analysis

Our analysis dives deep into the performance of individual stores and the effectiveness of different promotion types. This section will reveal the top and bottom performers and examine the disparity in promotion type outcomes.

1

Top 10 Stores

Identifying the stores with the highest Incremental Revenue generated from promotions.

2

Bottom 10 Stores

Examining stores with the least Incremental Sold Units during the promotional period.

3

Promotion Type Efficacy

Comparing the top 2 and bottom 2 promotion types in terms of Incremental Revenue and Sold Units.

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Product and Category Lift Analysis

Understanding which product categories experienced the most significant sales lift during the promotions is crucial. We will explore the relationship between product response to promotions and the correlation with promotion type effectiveness.

1

Category Sales Lift

Highlighting categories with the most substantial sales increase due to promotions.

2

Product Response

Identifying specific products that showed exceptional or poor response to promotional activities.

3

Promotion Type Correlation

Analyzing the effectiveness of promotion types across different product categories.

Incremental Sales and Revenue Insights

This section focuses on the Incremental Sold Quantity (ISU) and Incremental Revenue (IR) metrics, providing a clear picture of the impact of our promotions on sales and revenue across various product categories and campaigns.

1

ISU Analysis

Calculating and ranking categories based on their ISU% during the Diwali campaign.

2

IR Analysis

Featuring the Top 5 products ranked by Incremental Revenue Percentage across all campaigns.

Conclusion and Recommendations

In conclusion, our analysis has provided a wealth of insights into the performance of AtliQ Martina's promotional strategies. We have identified key areas of success and opportunities for optimization, which will guide future promotional efforts and contribute to the company's growth.

Strategic Decisions

Our recommendations are tailored to inform strategic decisions, ensuring that future promotions are both effective and efficient.

Performance Enhancement

By leveraging the insights gained, we can enhance the performance of underperforming stores and promotions.

Future Planning

The insights provided will serve as a foundation for planning upcoming promotional campaigns, with a focus on maximizing sales and revenue.