



AtliQ Mart Promotion Analysis

(Diwali 2023 and Sankranti 2024)

Domain - FMCG



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. 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.

Business Ad Hoc Requests



- Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF' (Buy One Get One Free).

```
SELECT distinct(product_code), base_price, promo_type
FROM fact_events
WHERE base_price > 500 AND promo_type = 'BOGOF';
```



	product_code	base_price	promo_type
▶	P08	1190	BOGOF
	P14	1020	BOGOF

Business Ad Hoc Requests



- Generate a report that provides an overview of the number of stores in each city.

```
SELECT city, COUNT(*) AS no_of_stores
FROM dim_stores
GROUP BY city
ORDER BY no_of_stores DESC;
```



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



Business Ad Hoc Requests



- Generate a report that displays each campaign along with the total revenue generated before and after the campaign?

Query:

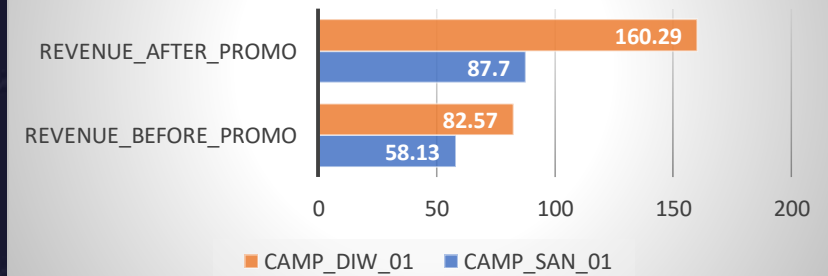
```
SELECT
  fe.campaign_id,
  ROUND(SUM(fe.base_price * fe.`quantity_sold(before_promo)`)/1000000,2) AS revenue_before_promo,
  ROUND(SUM(
    CASE
      WHEN fe.promo_type = '33% OFF' THEN (1 - 0.33) * fe.base_price
      WHEN fe.promo_type = '50% OFF' THEN fe.base_price / 2
      WHEN fe.promo_type = '25% OFF' THEN (1 - 0.25) * fe.base_price
      WHEN fe.promo_type = 'BOGOF' THEN fe.base_price / 2
      WHEN fe.promo_type = '500 Cashback' THEN fe.base_price - 500
      ELSE fe.base_price
    END * fe.`quantity_sold(after_promo)`
  )/1000000,2) AS revenue_after_promo
FROM
  fact_events fe
GROUP BY
  fe.campaign_id;
```

Output:

	campaign_id	revenue_before_promo	revenue_after_promo
▶	CAMP_SAN_01	58.13	87.70
	CAMP_DIW_01	82.57	160.29



Revenue before/after Promo in Millions




Business Ad Hoc Requests



- Produce a report that calculates the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%.

```
WITH isu_pct AS (  
    SELECT  
        p.category,  
        (SUM('quantity_sold(after_promo)') - SUM('quantity_sold(before_promo)')) / SUM('quantity_sold(before_promo)') * 100 AS 'ISU%'  
    FROM  
        fact_events fe  
    JOIN  
        dim_products p ON fe.product_code = p.product_code  
    WHERE  
        fe.campaign_id = 'CAMP_DIW_01'  
    GROUP BY  
        p.category  
)  
  
SELECT  
    category,  
    'ISU%',  
    RANK() OVER (ORDER BY 'ISU%' DESC) AS category_rank  
FROM  
    isu_pct;
```

Output:



	category	ISU%	category_rank
▶	Home Appliances	244.2256	1
	Combo1	202.3584	2
	Home Care	79.6338	3
	Personal Care	31.0574	4
	Grocery & Staples	18.0478	5

Business Ad Hoc Requests




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

Query:

```
WITH revenue_bf_af_promo AS
SELECT
  fe.*,
  (fe.base_price * fe.quantity_sold(before_promo) / 1000000) AS revenue_before_promo,
  (
    CASE
      WHEN fe.promo_type = '33% OFF' THEN (1 - 0.33) * fe.base_price
      WHEN fe.promo_type = '50% OFF' THEN fe.base_price / 2
      WHEN fe.promo_type = '25% OFF' THEN (1 - 0.25) * fe.base_price
      WHEN fe.promo_type = 'BOGOF' THEN fe.base_price / 2
      WHEN fe.promo_type = '500 Cashback' THEN fe.base_price - 500
      ELSE fe.base_price
    END * fe.quantity_sold(after_promo) / 1000000
  ) AS revenue_after_promo
FROM
  fact_events fe

SELECT
  p.product_code,
  p.product_name,
  ROUND((SUM(revenue_after_promo) - SUM(revenue_before_promo)) / SUM(revenue_before_promo) * 100, 2) AS 'IR%'
FROM
  revenue_bf_af_promo r
JOIN
  dim_products p ON r.product_code = p.product_code
GROUP BY
  p.product_code,
  p.product_name
ORDER BY
  'IR%' DESC
LIMIT 5;
```

Output:



	product_code	product_name	IR%
▶	P15	Atliq_Home_Essential_8_Product_Combo	136.11
	P14	Atliq_waterproof_Immersion_Rod	83.10
	P13	Atliq_High_Glo_15W_LED_Bulb	81.34
	P08	Atliq_Double_Bedsheet_set	79.11
	P07	Atliq_Curtains	77.67



Dashboard





AtliQ Mart Sales Analytics

Store Analysis

Promotion Analysis

Product Analysis

category
All

campaign_name
All

city
All

promo_type
All

Total Stores
50



REVENUE
₹ 247.98M



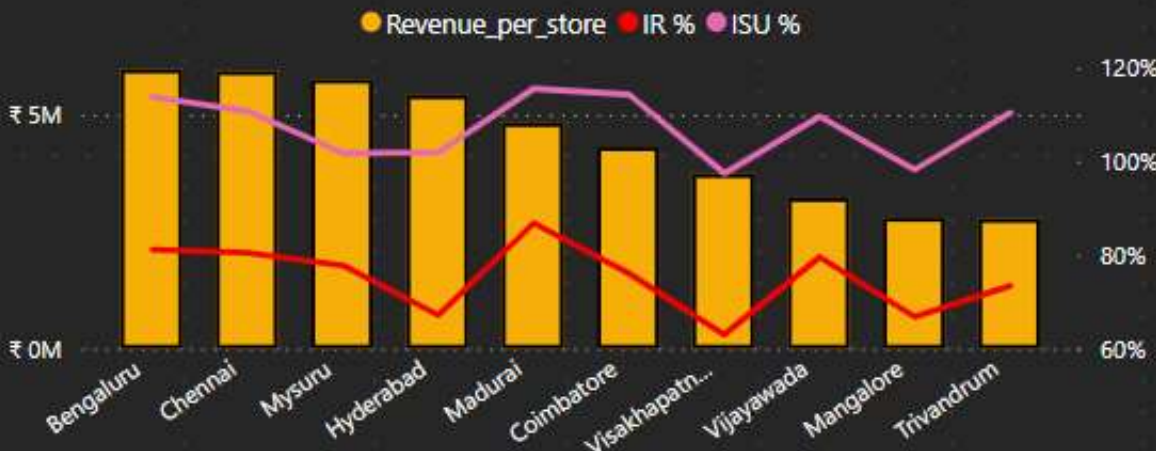
QTY SOLD
435.47K



Stores Performance

store_id	REVENUE	QTY	IR %	ISU %
STMYS-1	₹ 7.17M	11.77K	102.68%	139.73%
STCBE-2	₹ 4.50M	8.54K	96.23%	138.74%
STBLR-7	₹ 6.75M	11.87K	101.26%	136.99%
STMDU-0	₹ 5.51M	8.31K	105.64%	131.73%
STCHE-7	₹ 6.60M	11.55K	102.48%	131.57%
STBLR-0	₹ 6.91M	11.43K	103.11%	131.37%
STBLR-6	₹ 6.70M	11.60K	96.72%	130.73%
STCHE-4	₹ 7.09M	11.55K	99.43%	126.68%
STCHE-3	₹ 6.38M	10.95K	97.90%	125.33%
STCBE-0	₹ 4.79M	8.66K	78.60%	124.86%
STVSK-0	₹ 3.97M	7.53K	76.94%	120.67%
STCBE-3	₹ 3.96M	7.66K	77.08%	119.44%
STVSK-2	₹ 3.57M	7.25K	71.65%	119.15%
STHYD-0	₹ 5.95M	10.52K	81.41%	118.43%
STMYS-3	₹ 6.59M	9.83K	104.34%	116.16%
STBLR-3	₹ 6.14M	10.75K	82.72%	116.12%
Total	₹ 247.98M	435.47K	76.25%	108.31%

Performance by City



IR % ISU %

Performance by Promo Type





AtliQ Mart Sales Analytics

 Store Analysis

 Promotion Analysis

 Product Analysis

category

All

campaign_name

All

city

All

promo_type

All

REVENUE 
₹ 247.98M

QTY SOLD 
435.47K

IR %
76.25%

ISU %
108.31%

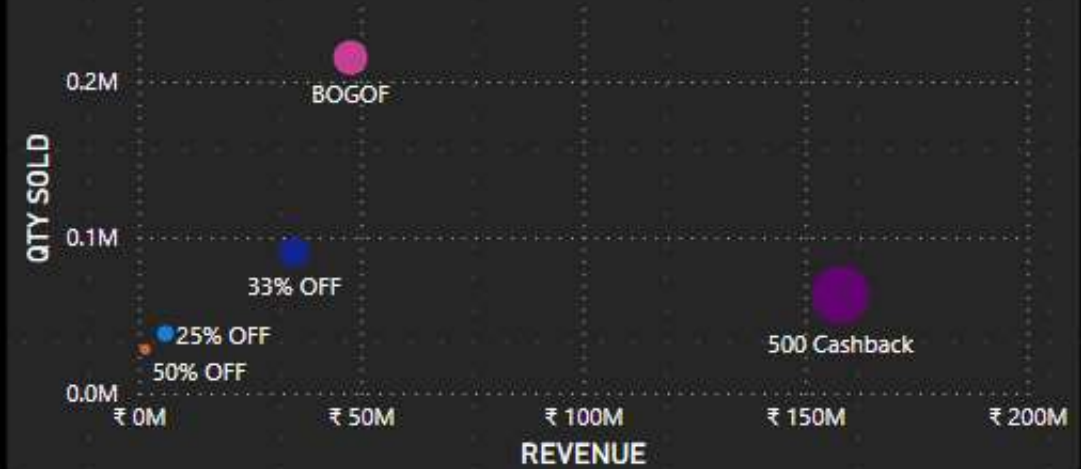
Revenue by Campaign



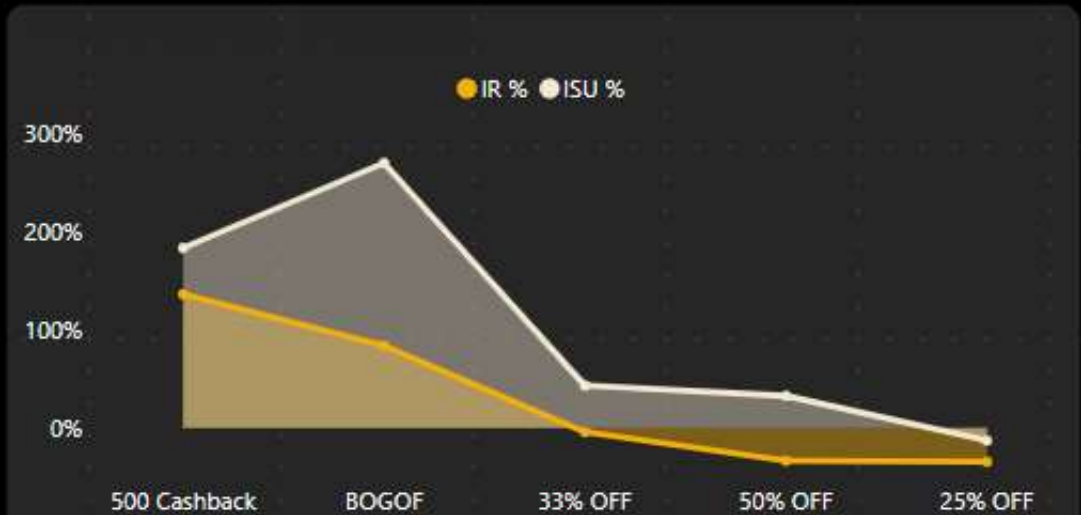
Promotion Performance

promo_type	REVENUE	QTY	IR	IR %	ISU	ISU %
BOGOF	₹ 47.62M	215.25K	₹ 21.69M	83.68%	157K	269.98%
33% OFF	₹ 34.98M	90.58K	₹ - 1.56M	-4.28%	27K	43.04%
500 Cashback	₹ 157.95M	63.18K	₹ 91.05M	136.11%	41K	183.33%
25% OFF	₹ 6.00M	38.29K	₹ - 3.17M	-34.61%	-6K	-12.99%
50% OFF	₹ 1.44M	28.17K	₹ - 0.73M	-33.60%	7K	32.63%
Total	₹ 247.98M	435.47K	₹ 107.28M	76.25%	226K	108.31%

Promotion performance by Revenue & Qty sold



IR & ISU performance by Promo type





AtliQ Mart Sales Analytics

Store Analysis

Promotion Analysis

Product Analysis

category

All

campaign_name

All

city

All

promo_type

All

REVENUE

₹ 247.98M

QTY SOLD

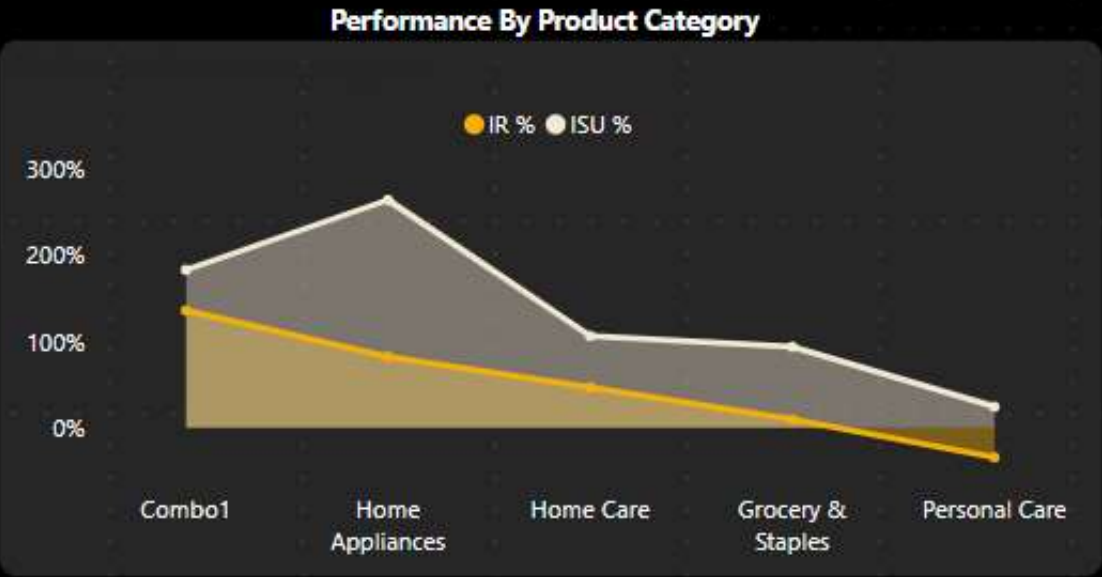
435.47K

IR %

76.25%

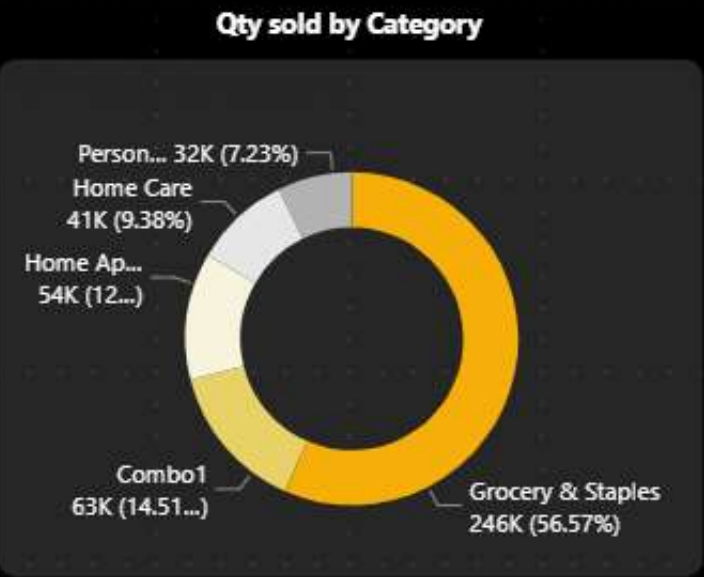
ISU %

108.31%



IR% by Category and Promo type

category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1				136.11%	
Grocery & Staples	-34.06%	-4.28%			87.76%
Home Appliances					82.61%
Home Care	-35.53%				78.82%
Personal Care	-38.42%		-33.60%		



Product Performance

product_name	REVENUE	QTY	IR	IR %	ISU	ISU %
Atliq_Home_Essential_8_Product_Combo	₹ 157.95M	63.18K	₹ 91.05M	136.11%	41K	183.33%
Atliq_Sonamasuri_Rice (10KG)	₹ 30.67M	53.24K	₹ - 1.39M	-4.33%	16K	42.79%
Atliq_Farm_Chakki_Atta (1KG)	₹ 15.44M	81.29K	₹ 4.58M	42.24%	49K	151.36%
Atliq_waterproof_Immersion_Rod	₹ 12.08M	23.69K	₹ 5.48M	83.09%	17K	266.19%
Atliq_Double_Bedsheet_set	₹ 8.96M	15.06K	₹ 3.96M	79.13%	11K	258.27%
Atliq_Suflower_Oil (1L)	₹ 7.67M	74.48K	₹ 2.07M	37.04%	43K	137.88%
Atliq_High_Glo_15W_LED_Bulb	₹ 5.24M	29.93K	₹ 2.35M	81.49%	22K	262.98%
Atliq_Masoor_Dal (1KG)	₹ 4.30M	37.34K	₹ - 0.18M	-3.92%	11K	43.40%
Atliq_Curtains	₹ 2.45M	16.22K	₹ 1.07M	77.57%	12K	255.34%
Total	₹ 247.98M	435.47K	₹ 107.28M	76.25%	226K	108.31%



Insights Generated From Analysis:

- Bengaluru has the highest no. of stores (10), followed by Chennai (8) and Hyderabad(7).
- Trivandrum and Vijayawada have the least no. of stores (2).
- Bengaluru, Chennai and Mysuru topped the list with highest revenue earned per store.
- Madurai showed the best IR % (86.81%) and ISU %(115.58%) .
- Visakhapatnam had the lowest IR % (63.02%) and ISU %(97.47%) out of every city.
- STMYS -1 (Mysuru) is the best performing store during the promotions having the best IR % (102.6%) and ISU %(139.73.58%).
- It was observed that the underperforming stores didn't show better numbers in the products that were having the most successful-promo offers(BOGOF & 500 cashback).



Insights Generated From Analysis:

- BOGOF & 500 Cashback were the most successful promo types.
- Diwali campaign generated the most revenue (160m) but more qty was sold in Sankranti campaign(252.07k).
- Atliq_Home_Essential_8_Product_Combo from Combo 1 category turned out to be the best product drawing 157.95m revenue with 136.11% IR & 183.33% ISU.
- Personal care was the worst performing category with negative IR (-38.42%) & ISU (-18%).
- Sales of Home Appliances saw the most upshift in sales with 264.39% ISU.
- It was observed that products that were sold with offers BOGOF and 500 CASHBACK performed better than the rest.