



# AtliQ Mart



Presented By: Dipshikha Purkayastha



## Content:

1. Store Performance Analysis
2. Promotion Type Analysis
3. Product and Category 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 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.



### DISCOUNTS

25% OFF

33% OFF

50% OFF

500 CASHBACK

BOGOF





campaign_name	total_revenue(before_promotion)	total_revenue(after_promotion)
Sankranti	58.13 M	85.01 M
Diwali	82.57 M	150.32 M

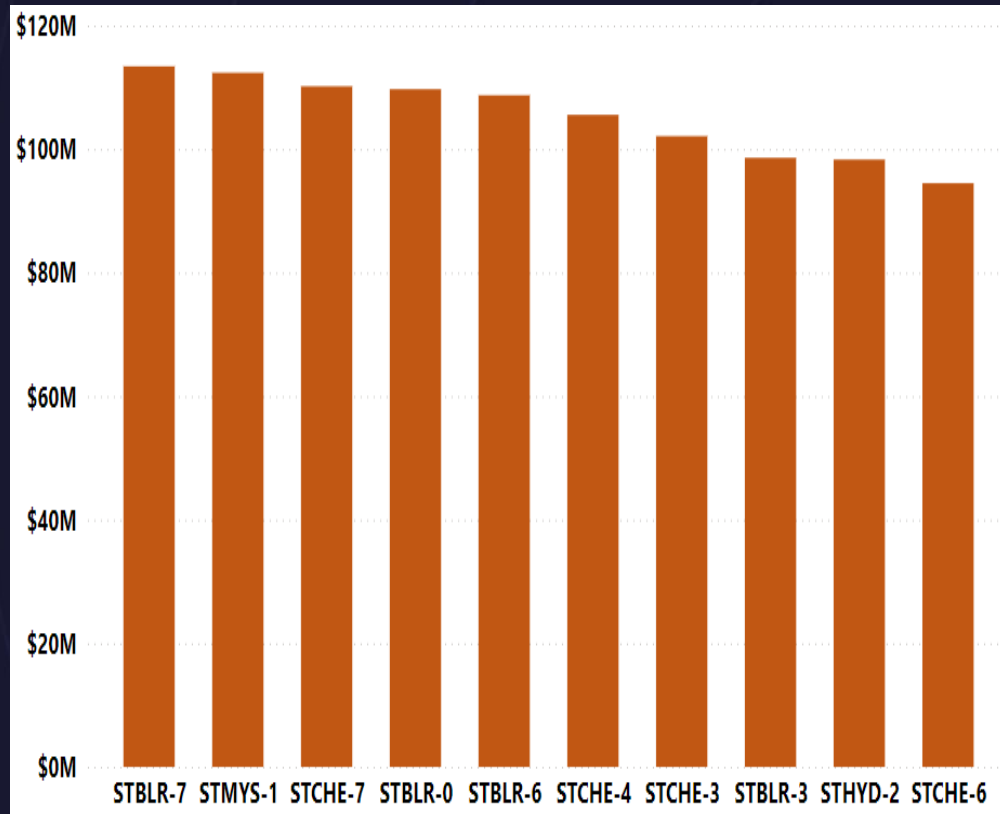
city	Total_store
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2

### OBSERVATION:

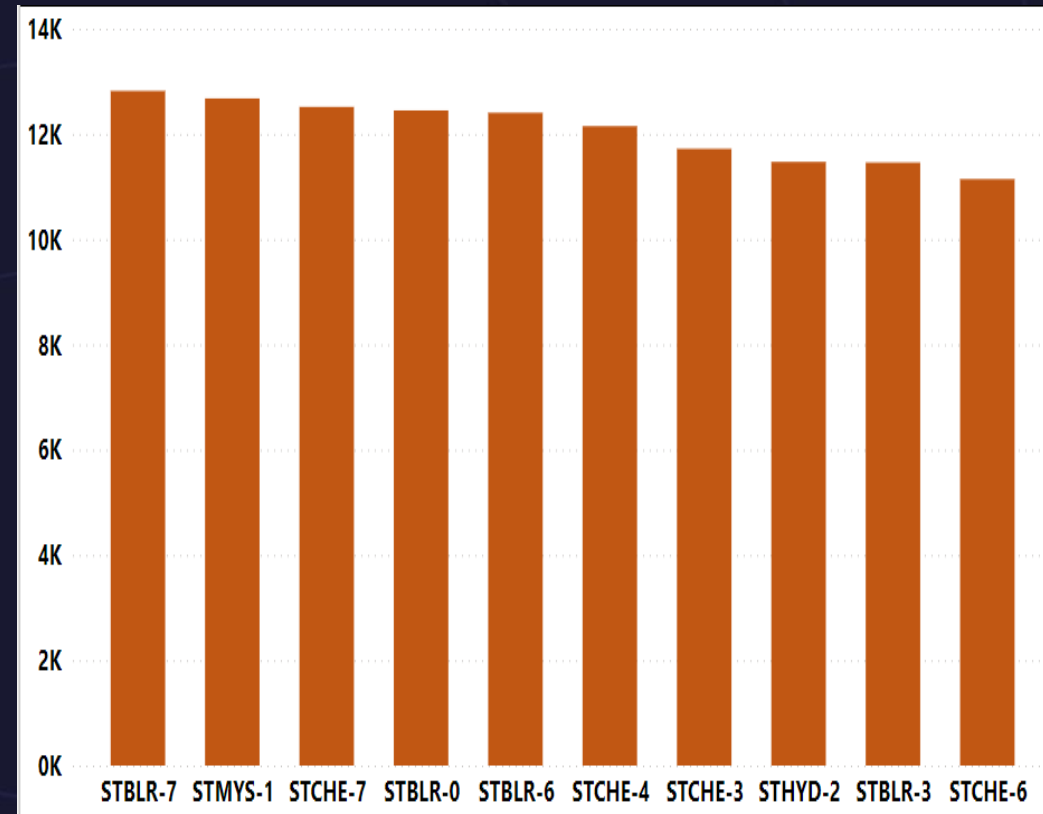
In the Sankranti sale, the revenue increased by 46% whereas in the Diwali sale revenue increased by 82%.

Store distribution

Top10 STORE BY IR



Top 10 STORE BY ISU



Store No. 7 in Bengaluru has the highest incremental Revenue and incremental sold units.



## PERFORMANCE OF STORE BY CITY

City	ISU	IR
Bengaluru	108K	\$9.18bn
Chennai	86K	\$5.83bn
Hyderabad	69K	\$3.97bn
Coimbatore	41K	\$1.73bn
Visakhapatnam	33K	\$1.34bn
Mysuru	36K	\$1.18bn
Madurai	33K	\$1.11bn
Mangalore	15K	\$0.36bn
Vijayawada	11K	\$0.19bn
Trivandrum	10K	\$0.17bn

City	%IncreaseInRevenue
Madurai	116.21%
Coimbatore	115.25%
Bengaluru	112.78%
Chennai	111.48%
Trivandrum	109.30%
Vijayawada	106.76%
Hyderabad	99.57%
Mangalore	97.52%
Mysuru	95.79%
Visakhapatnam	94.26%

Observation: Bengaluru has the highest ISU and incremental revenue.

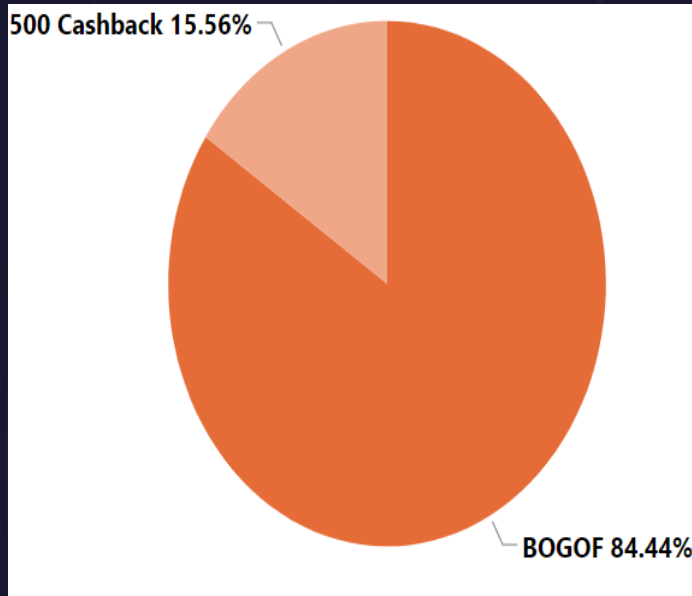
### Conclusion:

- We cannot compare the performance of these states based on ISU and IR as the number of stores in these states is different.
- If we compare these states based on the increased percentage of revenue after the promotion, the scenario will change as Bengaluru is 3<sup>rd</sup> in the table and Madurai is the star performer.

## ANALYZE THE OFFERS OF TOP 5 STORES BASED ON REVENUE

store_id	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF	Total
STBLR-7	(\$0.54M)	\$0.29M	(\$0.08M)	\$5.45M	\$28.62M	\$113.40M
STMYS-1	(\$0.50M)	\$0.30M	(\$0.08M)	\$5.92M	\$27.93M	\$112.36M
STCHE-7	(\$0.43M)	(\$0.08M)	(\$0.14M)	\$5.49M	\$28.59M	\$110.17M
STBLR-0	(\$0.57M)	(\$0.13M)	(\$0.11M)	\$5.97M	\$28.63M	\$109.70M
STBLR-6	(\$0.59M)	\$0.22M	(\$0.07M)	\$5.29M	\$27.74M	\$108.71M

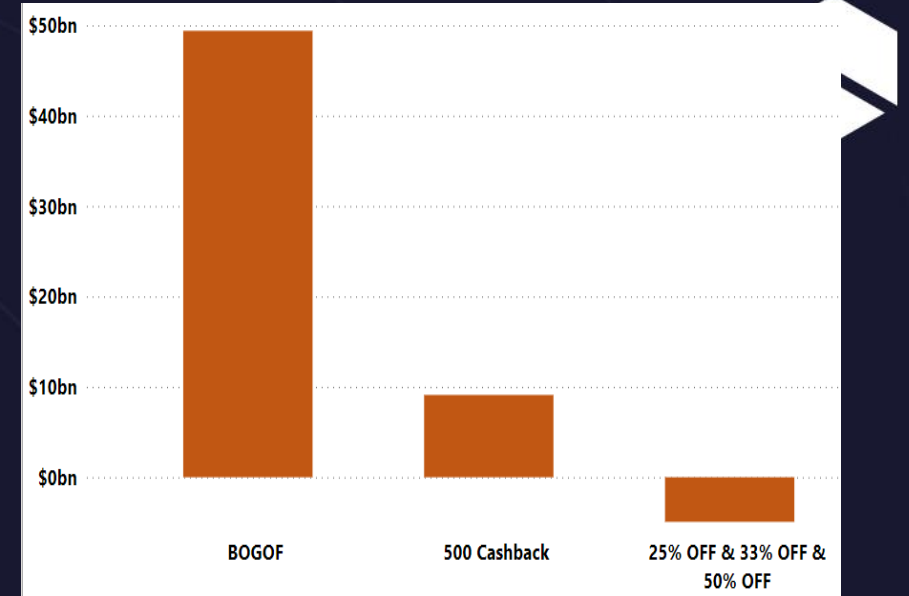
- 25% OFF and 50% OFF do not do well in any store.
- 33% OFF is also a risky option.
- 500 Cashback and Buy one get one free is doing well.



Top 2 OFFERS



BOTTOM 2 OFFER BASED ON ISU



INCREMENTAL REVENUE BY DISCOUNT



25% OFF & 50%OFF



500 CASHBACK  
&  
BOGOF





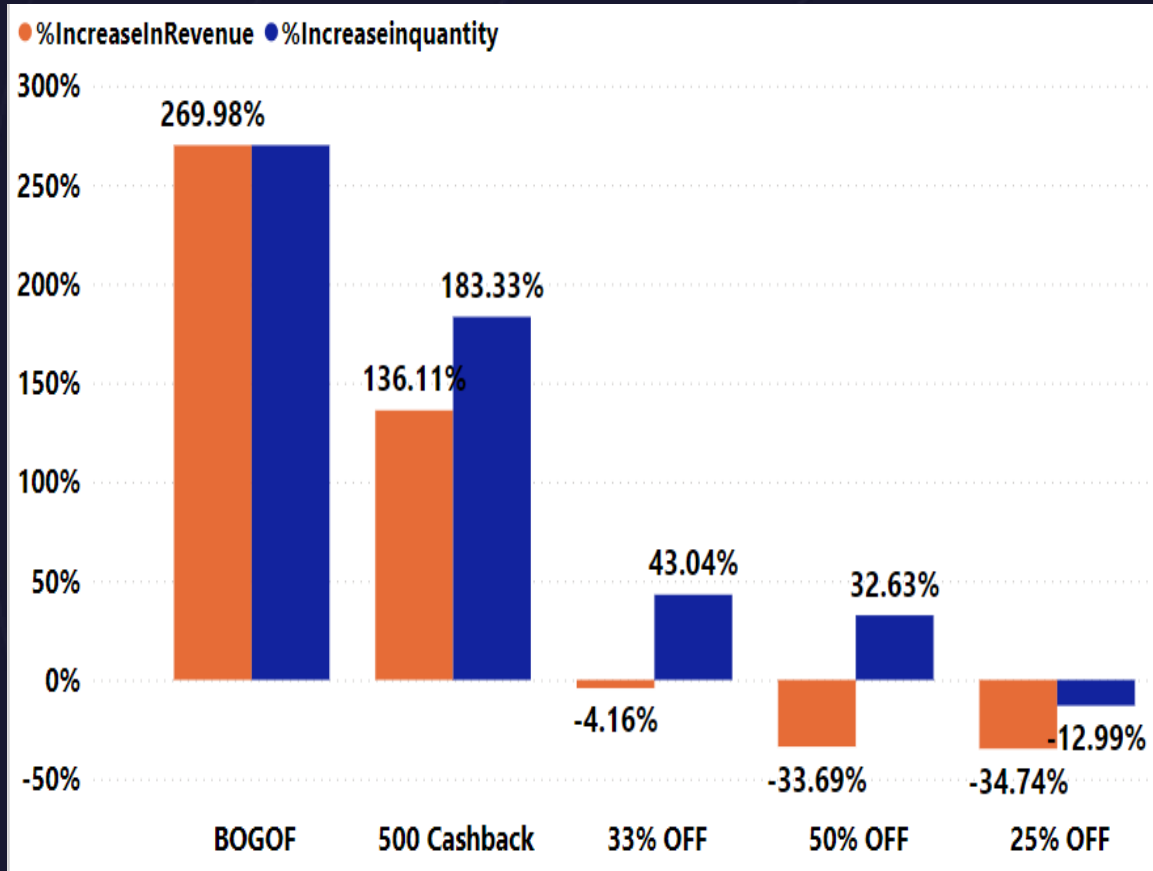
## High Price Products on sale

product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

**Observation:** After introducing BOGOF offer in high price products, sales increased by up to 300%.

**Conclusion:** AtliQ Mart has to find out why these products are not the first choice of customers.

## MOST SUCCESSFUL DISCOUNT



- **BOGOF strikes the best balance between Incremental Sold Units and maintaining a healthy margin.**
- **33% OFF and 50% OFF promotions help in increasing the sale of the number of items but revenue is decreased.**

product_code ▲	promo_type	%IncreaseInSales	%IncreaseInRevenue
P01	33% OFF	43.40%	-3.92%
P02	33% OFF	42.79%	-4.33%
P03	25% OFF	-11.69%	-33.76%
P03	BOGOF	276.36%	276.36%
P04	25% OFF	-12.32%	-34.24%
P04	BOGOF	275.13%	275.13%
P05	25% OFF	-13.48%	-35.11%
P06	25% OFF	-14.12%	-35.59%
P07	BOGOF	255.34%	255.34%
P08	BOGOF	258.27%	258.27%
P09	25% OFF	-17.70%	-38.27%
P09	50% OFF	31.16%	-34.42%
P10	25% OFF	-18.58%	-38.93%
P10	50% OFF	31.72%	-34.14%
P11	50% OFF	33.57%	-33.21%
P12	50% OFF	33.20%	-33.40%
P13	BOGOF	262.98%	262.98%
P14	BOGOF	266.19%	266.19%
P15	500 Cashback	183.33%	136.11%

- P03 saw the most significant lift in sales.
- P04, P07 & P08 responded exceptionally well whereas P09 & P10 responded exceptionally badly to promotion.
- Only BOGOF & 500 Cashback increased the sales and revenue both.



## Top 5 PRODUCTS BY INCREMENTAL REVENUE PERCENTAGE



product_name	category	IR_percentage	IR_percentage_rank
Atliq_Home_Essential_8_Product_Combo	Combo1	136.11	1
Atliq_waterproof_Immersion_Rod	Home Appliances	83.09	2
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	81.49	3
Atliq_Double_Bedsheet_set	Home Care	79.13	4
Atliq_Curtains	Home Care	77.67	5

category	ISU_%	ISU%_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

- In the Diwali campaign, most products are sold from the Home Appliances category.
- People tend to buy products that are in combo offer.



## Recommendations:

- **Madurai and Coimbatore have fewer stores than Bengaluru, Chennai, and Hyderabad, but surprisingly, they generate higher revenue. Explore the reasons behind this unexpected contrast.**
- **The introduction of the BOGOF offer on high-priced products resulted in a notable sales spike of up to 300%. However, AtliQ Mart is tasked with uncovering the reasons behind these products not being the primary choice for customers initially.**
- **Products in the Home Appliances category and combo offers are the most sold but grocery & staples is the category where focus should be shifted.**



The background of the central graphic features vibrant, abstract paint splashes and brush strokes in shades of green, blue, pink, and yellow. The text 'THANK YOU' is centered over these colorful elements. The word 'THANK' is on the top line and 'YOU' is on the bottom line, both in a bold, white, sans-serif font. The overall composition is dynamic and celebratory.

**THANK  
YOU**