



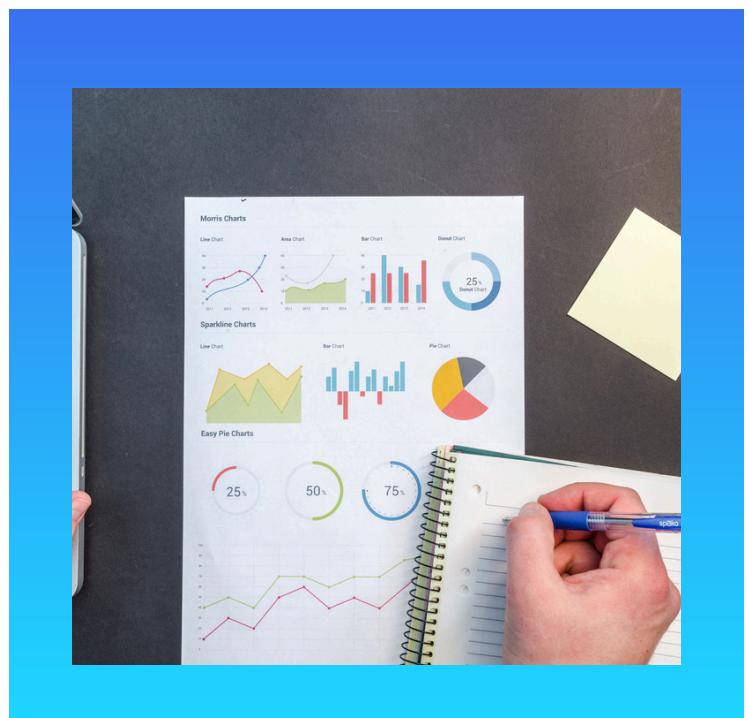
CodeBasics Resume Project Challenge



SALES AND PROMOTION ANALYSIS FOR ATLIQ MART



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Ishika Gaikwad



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- Problem Statement
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AtliQ Mart

**AtliQ Mart is a retail giant with
over 50 supermarkets in the
southern region of India.**



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(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.



Purpose of Analysis

The sales director wants to understand which promotion did well and which did not so that they can make informed decisions for their next promotional period



Goal

My goal is to analyze the sample data, create impactful metrics and visuals, and develop a user-friendly dashboard for Sales and Promotion Analysis for AtliQ Mart



About Data

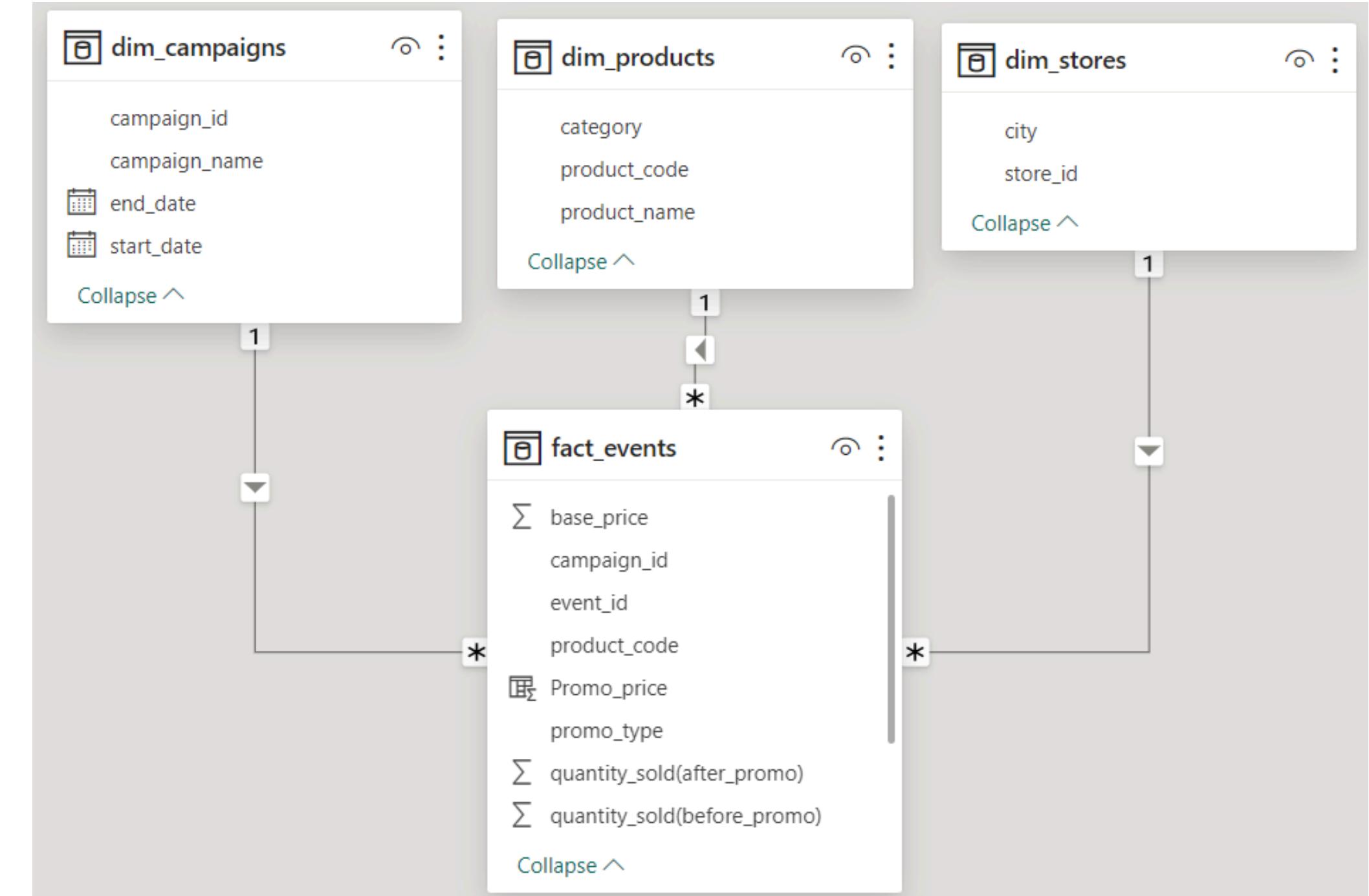


dim_campaigns

dim_product

dim_store

Fact_events



Preliminary Research Questions

Business Requests

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Business Requests

Note:

- Start by importing the 'retail_events_db' database into MySQL Workbench. Craft SQL queries to address the specified business questions. Save these queries in an SQL file and upload it to GitHub. Share the GitHub link and include query outputs in your presentation.

1. 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). This information will help us identify high-value products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.
2. Generate a report that provides an overview of the number of stores in each city. The results will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.
3. Generate a report that displays each campaign along with the total revenue generated before and after the campaign? The report includes three key fields: campaign_name, total_revenue(before_promotion), total_revenue(after_promotion). This report should help in evaluating the financial impact of our promotional campaigns. (Display the values in millions)
4. 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%. The report will include three key fields: category, isu%, and rank order. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

Note: ISU% (Incremental Sold Quantity Percentage) is calculated as the percentage increase/decrease in quantity sold (after promo) compared to quantity sold (before promo)

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Recommended Insights

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Recommended Insights

Store Performance Analysis:

- Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?
- Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?
- How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?

Promotion Type Analysis:

- What are the top 2 promotion types that resulted in the highest Incremental Revenue?
- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?
- Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?
- Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

Product and Category Analysis:

- Which product categories saw the most significant lift in sales from the promotions?
- Are there specific products that respond exceptionally well or poorly to promotions?
- What is the correlation between product category and promotion type effectiveness?

Note: The above insight ideas are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.

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1] 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).

product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF



- The Atliq Double Bedsheet Set and Atliq Waterproof Immersion Rod, priced at 1190 and 1020 they considered high-value products.
- Both items are currently featured in the BOGOF (Buy One Get One Free) offer, especially given their base prices exceeding 500.

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

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

Atliq has a strong presence in Bengaluru, Chennai, and Hyderabad, with 10, 8, and 7 stores count

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

	campaign_name	total_revenue_before_promotion	total_revenue_after_promotion
▶	Sankranti	58127429	140403941
	Diwali	82573759	207456209

During the Sankranti and Diwali campaigns, the total revenue increased Significantly from 59M and 82M to 140M and 207M



4] 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%.

category	ISU%	rank
Home Appliances	244.23 %	1
Combo 1	202.36 %	2
Home Care	79.63 %	3
Personal Care	31.06 %	4
Grocery & Staples	18.05 %	5

The Incremental Sold Quantity(ISU%) for each category during the Diwali Campaign and provides rankings based on their ISU%. The top-categories is Home Appliances and Cambo 1.

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

category	product_name	IR_perc
Combo 1	Atiq_Home_Essential_8_Product_Combo	136.11
Home Appliances	Atiq_waterproof_Immersion_Rod	83.09
Home Appliances	Atiq_High_Glo_15W_LED_Bulb	81.49
Home Care	Atiq_Double_Bedsheet_set	79.13
Home Care	Atiq_Curtains	77.67



The report highlights the Top 5 products, ranked by Incremental Revenue percentages(IR%), across all campaigns.

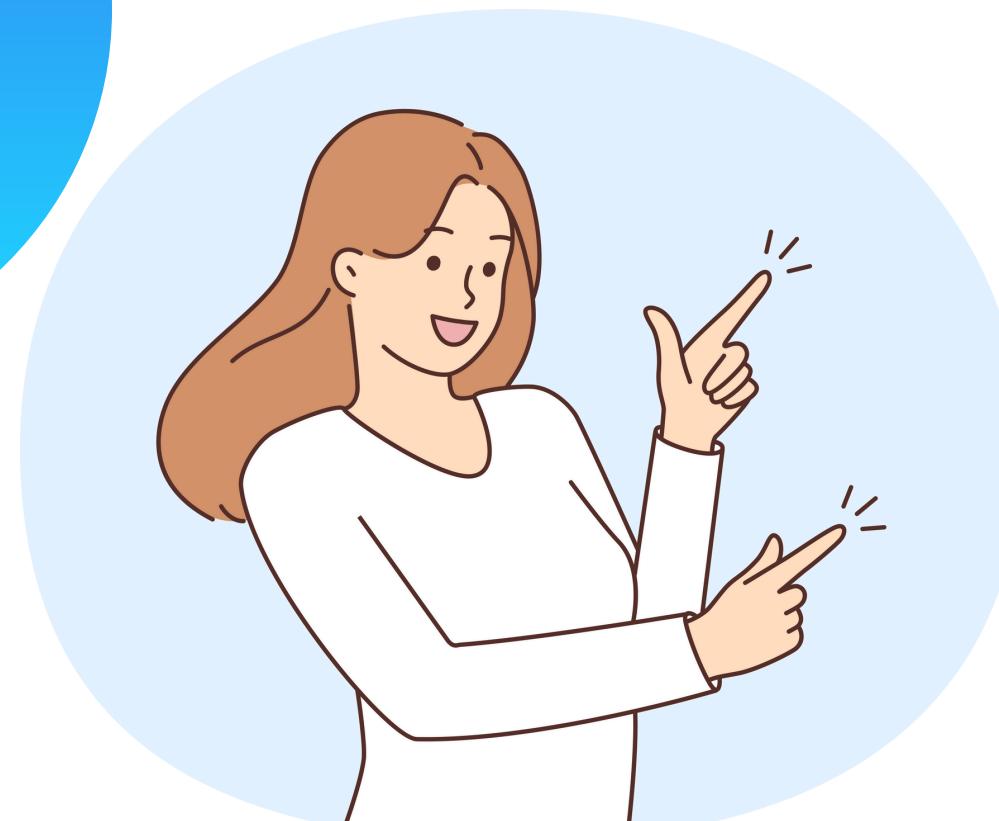
Recommended Insights



Store Performance Analysis

Promotion Type Analysis

Product & Category Analysis



Recommended Insights

Store Performance Analysis:

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Promotion Type Analysis:

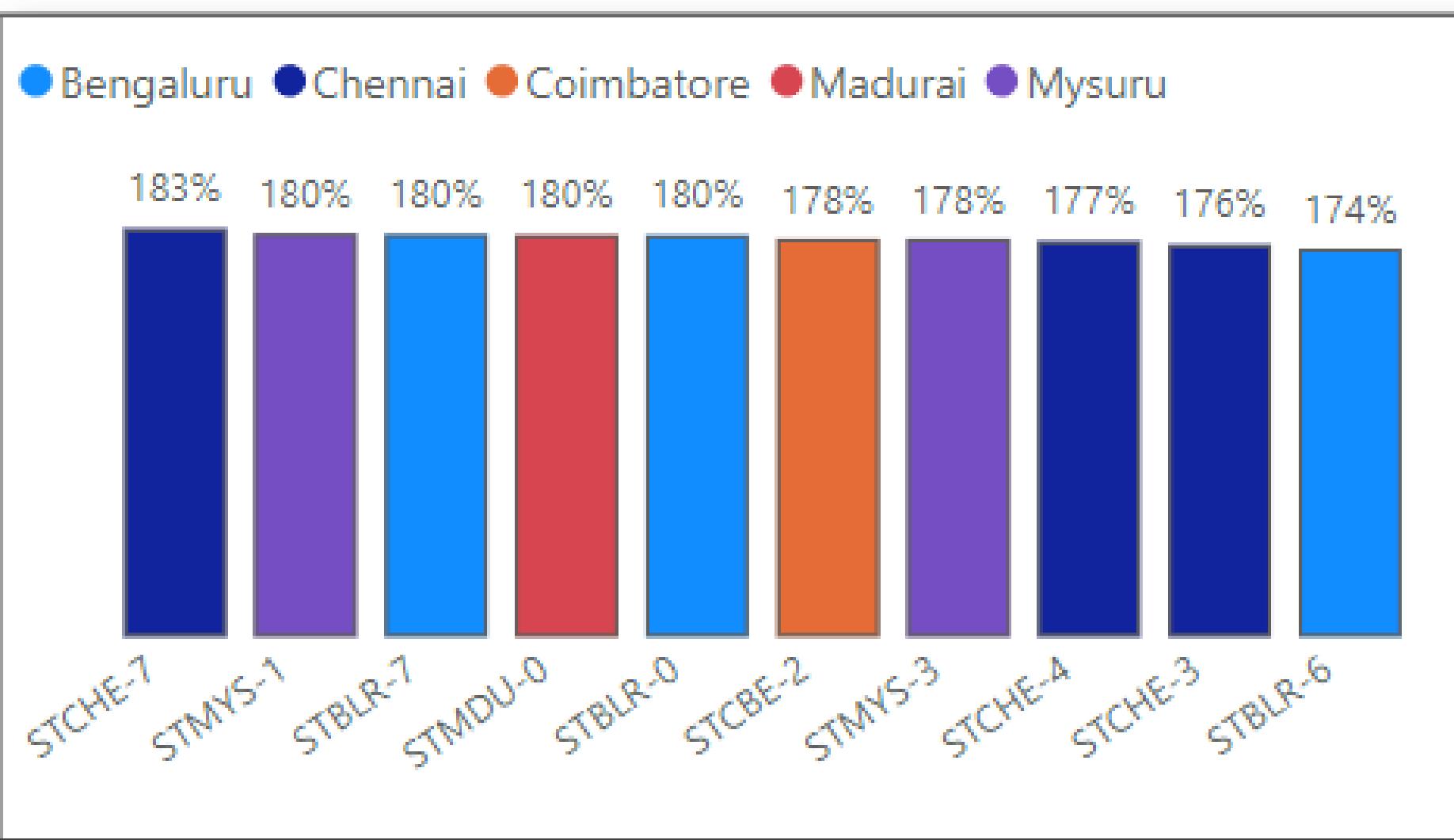
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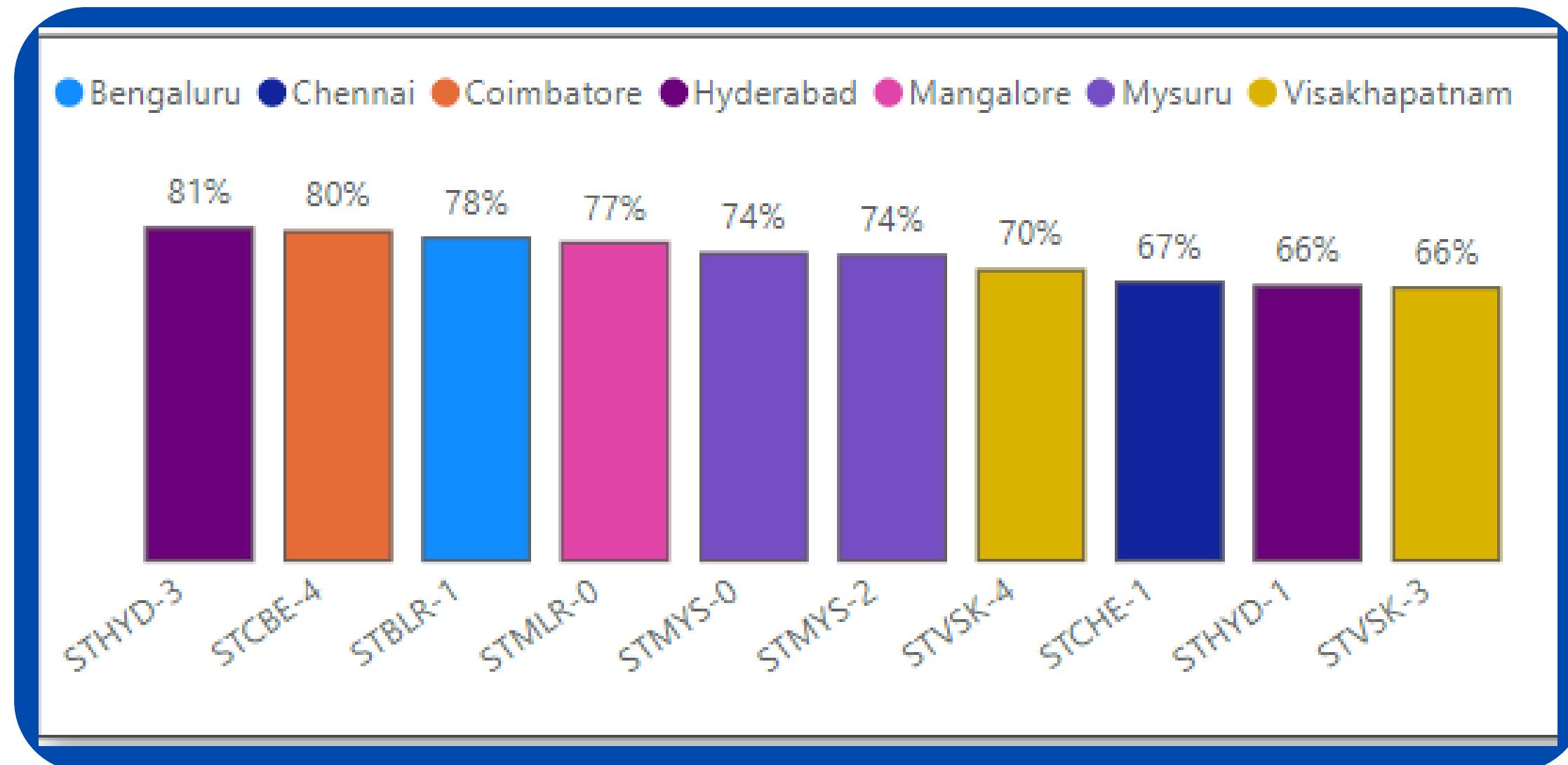
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The top 10 stores in terms of Incremental Revenue (IR) Generated from the Promotions

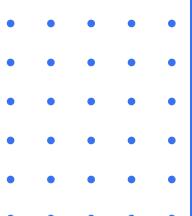
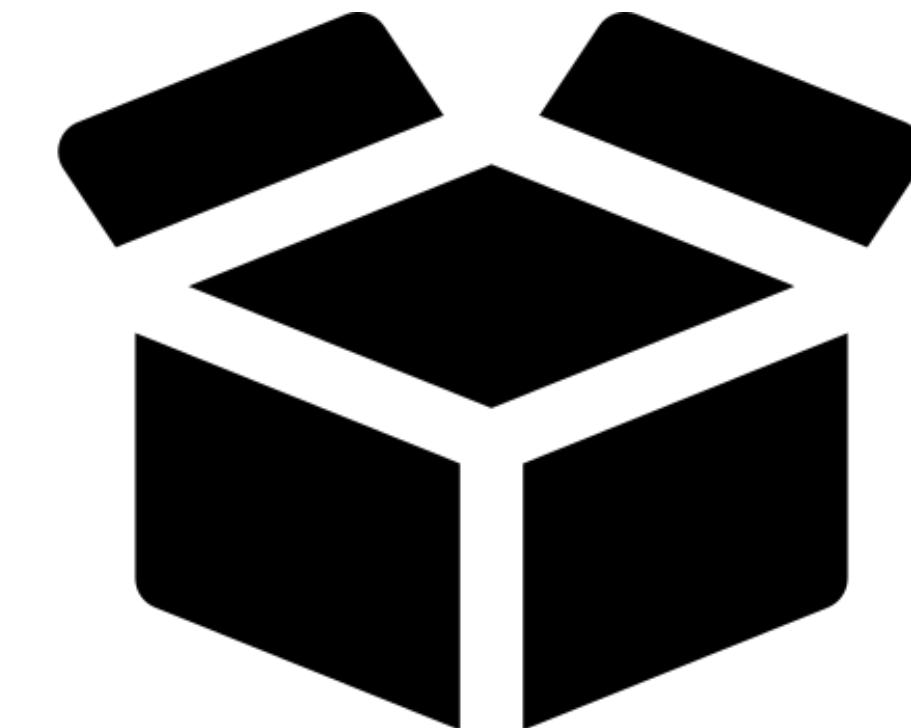


Store id STCHE-7,STMYS-1,STBLR-7
From Chennai,Mysore and
Bengaluru are
showing significant
incremental revenue

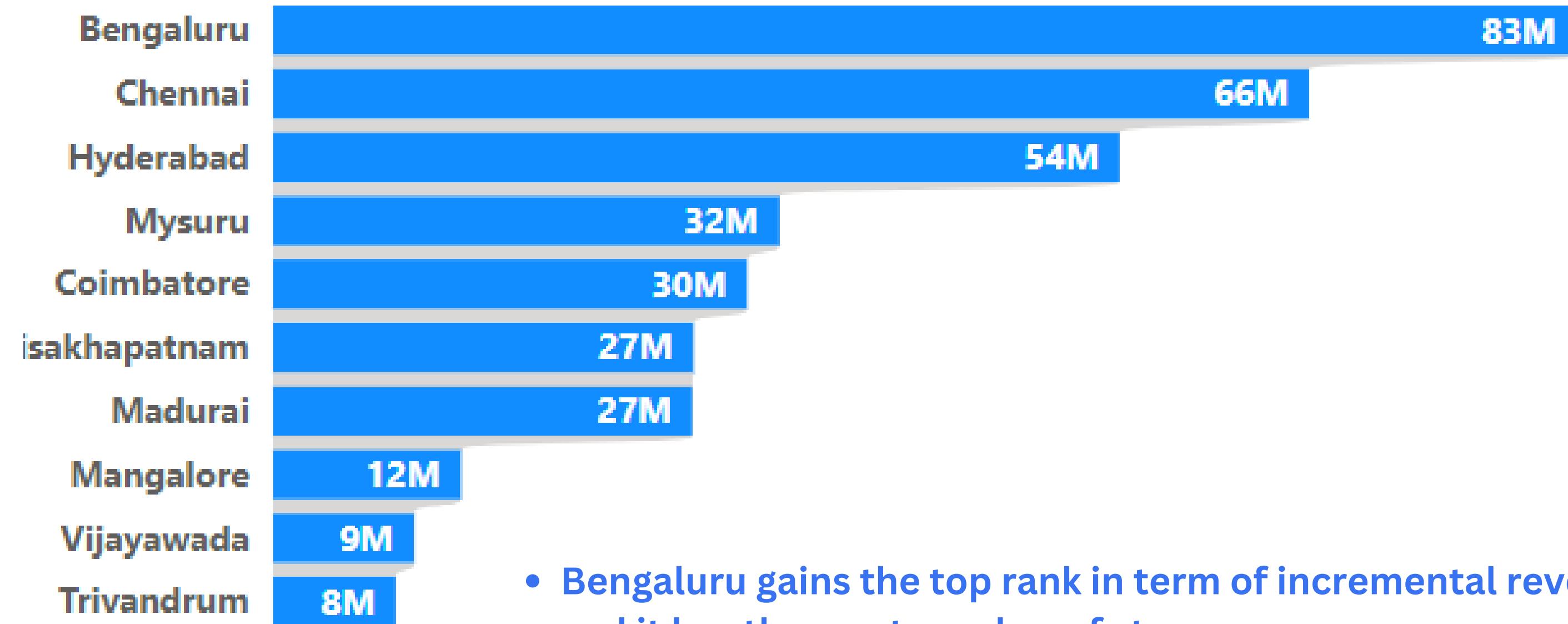
The Bottom 10 stores when it comes to incremental sold unit (ISU) during the promotional period



Store id of STVSK-3,STHYD-1,
and STCHE-1 from Visakhapatnam,
Hyderabad, and Chennai
are not performing well
in their incremental sold unit(ISU%)

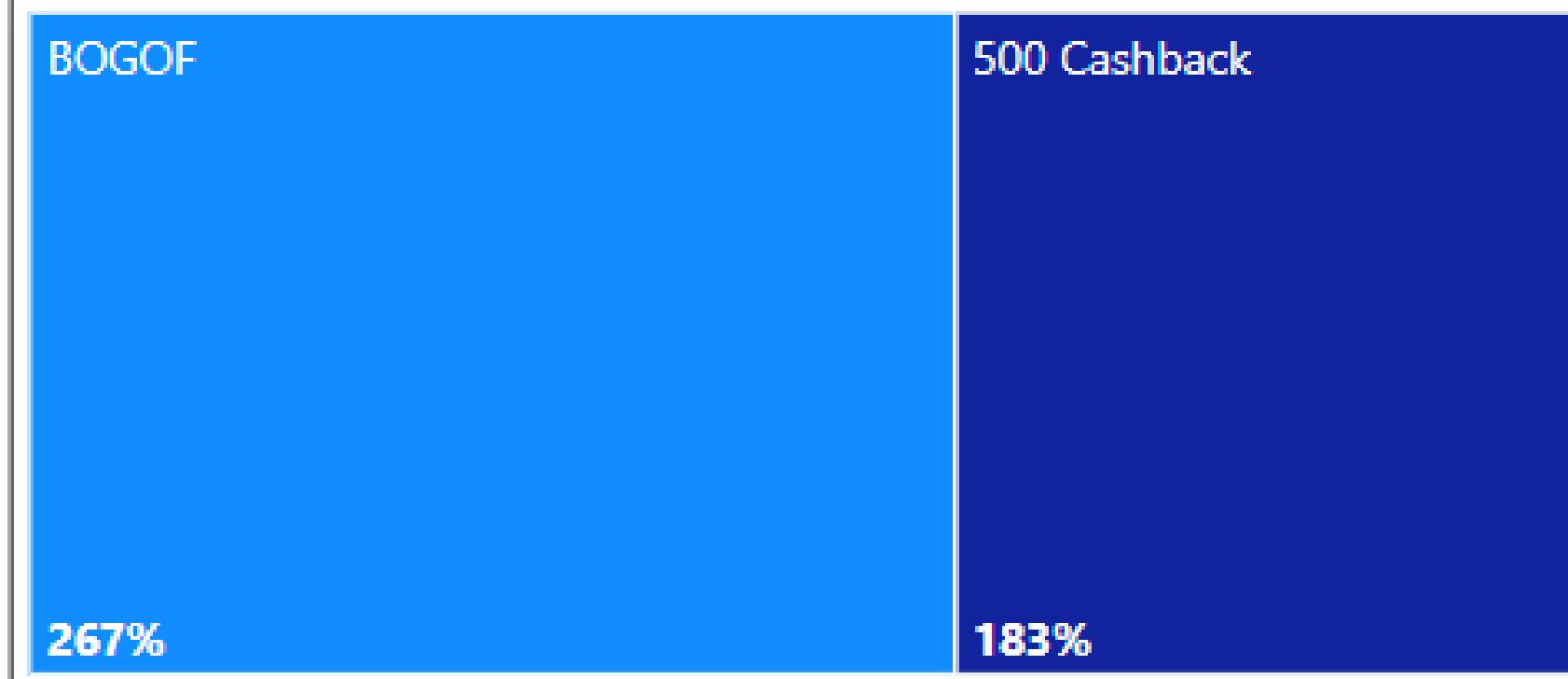


How does the performance of stores vary by city



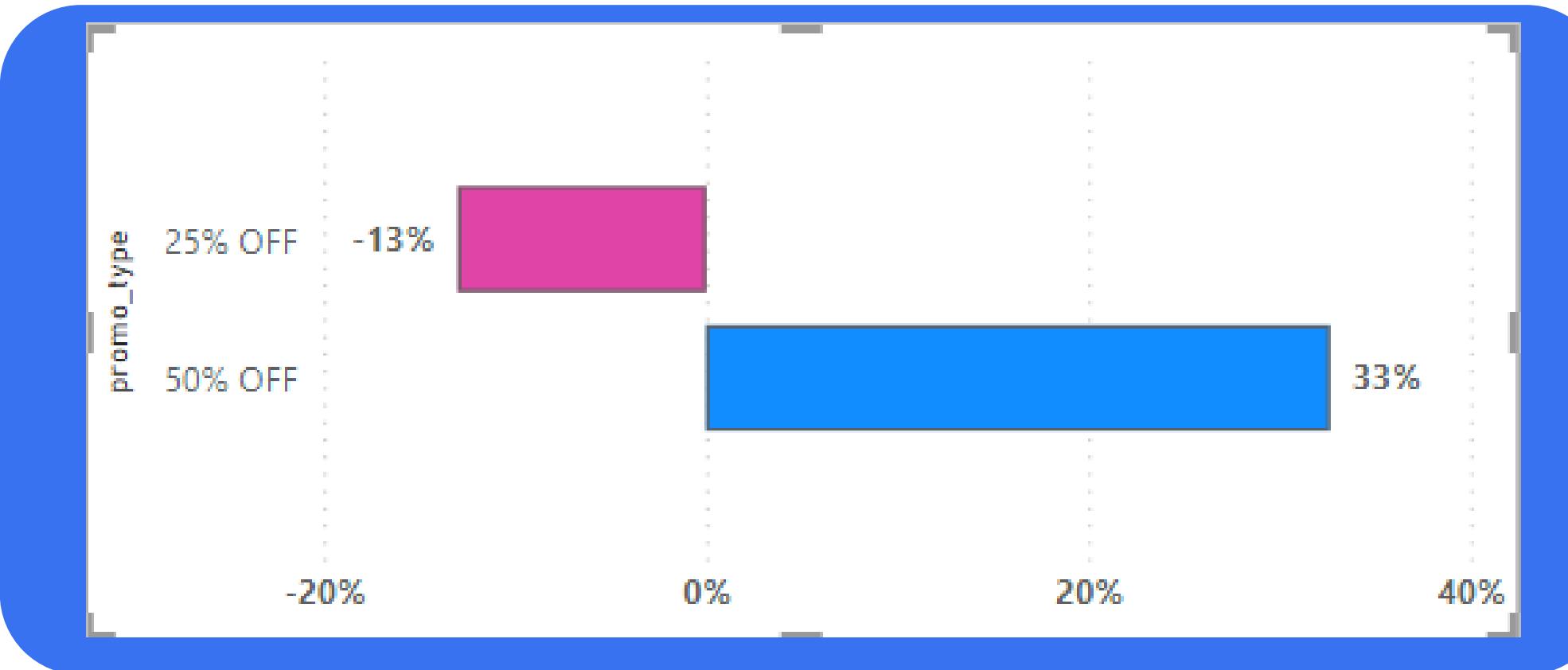
- Bengaluru gains the top rank in term of incremental revenue and it has the most number of stores
- Vijayawada and Trivandrum rank lowest in terms of incremental revenue and they also have the lowest number of stores

The top 2 promotion types that resulted in the highest incremental revenue



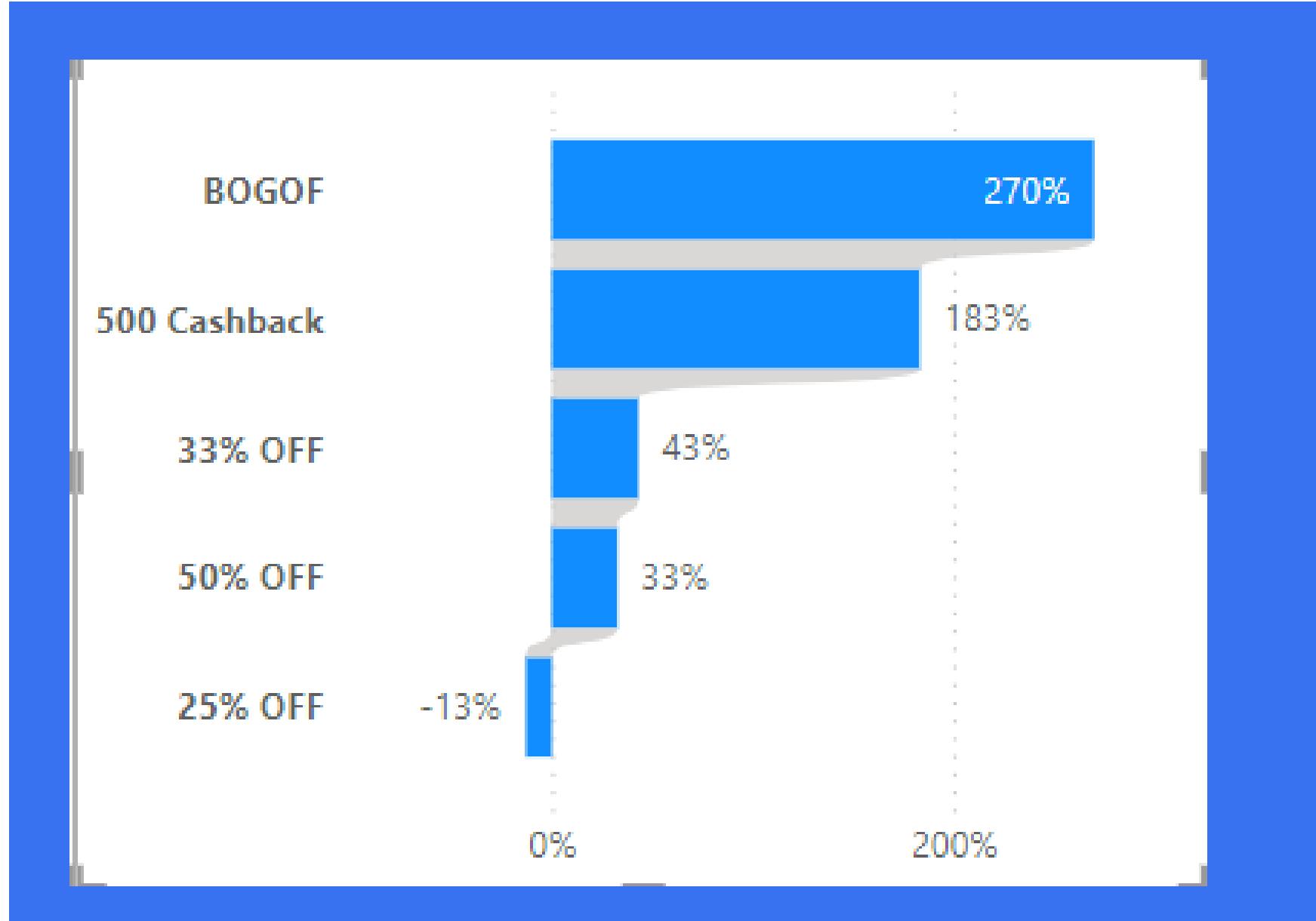
The top 2 promotion types that resulted in the highest IR are BOGOF(Buy One Get One Free) and 500 Cashback

The Bottom 2 promotion types in term of their impact on incremental sold units(ISU%)



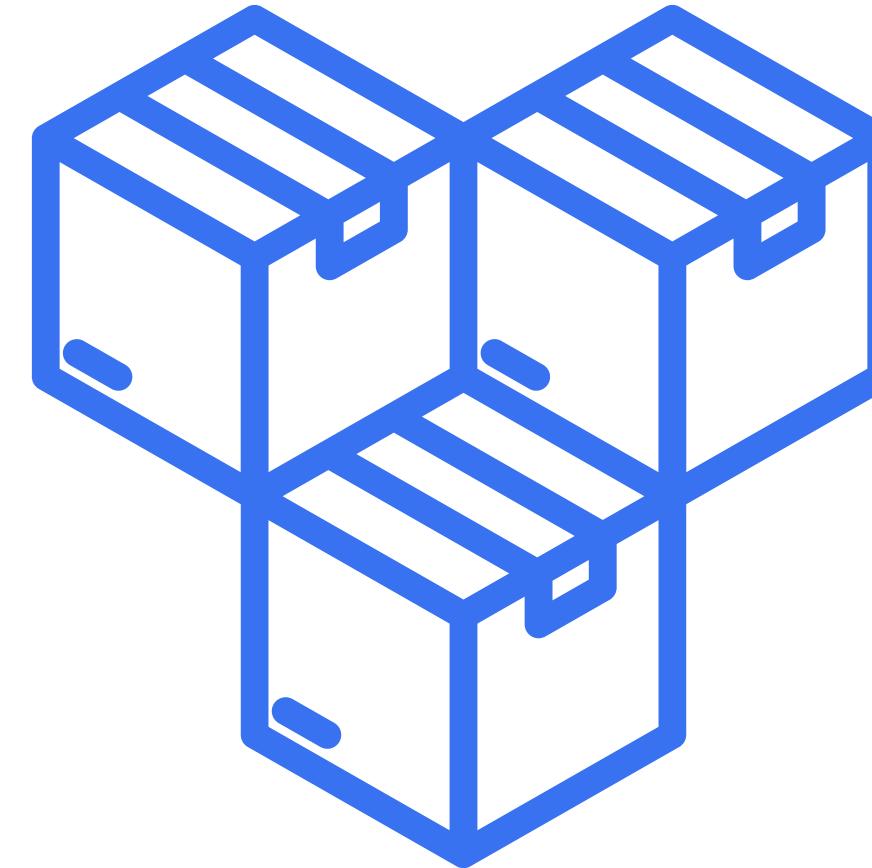
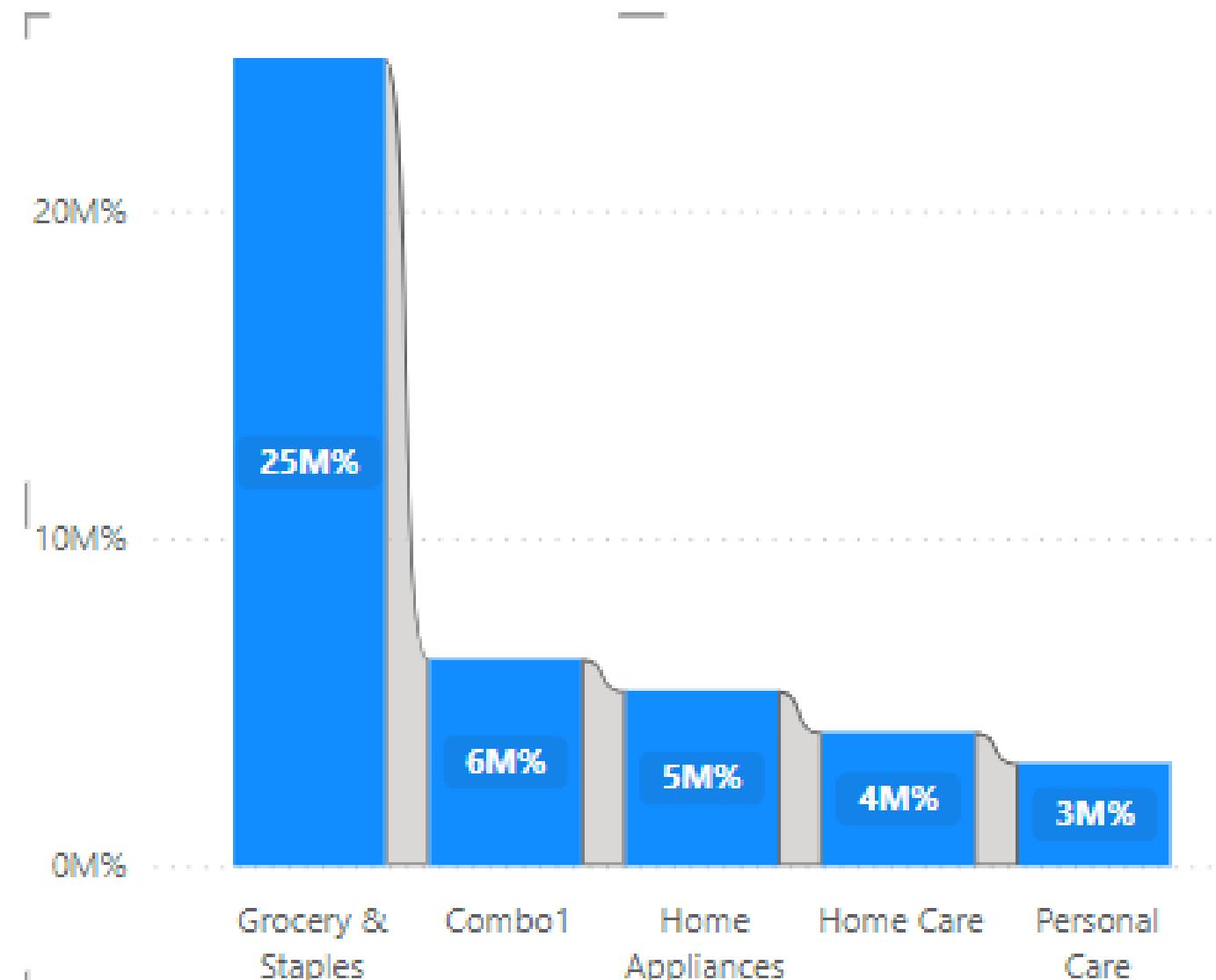
The Bottom 2 promotion types that resulted in the lowest ISU% are 25% off and 50% off

Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions



- Promo-type BOGF and 500 cashback are the major contributors to incremental sold units
- BOGOF consists of 270% of Incremental Sold Unit(ISU%)
- 500 Cashback consists of 183% of Incremental Sold Unit(ISU%)

Which product categories saw the most significant lift in sales from the promotions?



In category wise **Grocery & staples** and **Combo 1** has the highest number of sales i.e. **25M & 6M**

Are there specific products that respond exceptionally well or poorly to promotions?



- Farm chakki atta, Sunflower oil, Home essential products are the top 3 selling products in this sale
- Fusion Container, Scrub, Body milk lotion are the top 3 poor seeing product in this sale

What is the correlation between product category and promotion type effectiveness?

category	promo_type	IR%
Combo1	500 Cashback	183%
Grocery & Staples	25% OFF	-12%
Grocery & Staples	33% OFF	43%
Grocery & Staples	BOGOF	276%
Home Appliances	BOGOF	265%
Home Care	25% OFF	-14%
Home Care	BOGOF	258%
Personal Care	25% OFF	-18%
Personal Care	50% OFF	33%



- **Grocery & Staples with BOGOF gain the top incremental revenue**
- **Home Appliances with BOGOF gives the second incremental revenue**

Recommendations

- **Expand stores in the Mangalore, Trivandrum, and Vijayawada as they have very less stores when compared to top cities like Bengaluru, Chennai and Hyderabad.**
- **During the opening of new shop BOGOF and 500 cashback promotion can be used for quick customer recovery and sales.**
- **Discount promotion types are not performing good as there IR% and ISU% are very less. reason behind these promo type to avoid mistakes and gain success in future campigns.**