



***ATLIQ MART***

## ***PROMOTIONS ANALYSIS***

*Presented By Kaushal Mishra*

## About:-

- **ATLIQ Mart** is a retail giants 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 the AtliQ branded products.

## Problem statement :-

- **Mr. Bruce Haryali (Sales director)** want to understand which promotions did well and which did not so that they can make informed decisions for their next promotional period.

## Task :-

Imagining myself as Peter Pandey, I completed the following tasks:

- Developed a dashboard featuring key metrics and data analysis, providing crucial insights to the Sales Director for informed decision-making regarding future promotions.
- Incorporated insights from the "Recommendation Insights.pdf" document to enhance the interactivity of the dashboard.
- Generated SQL-based reports based on significant business questions outlined by senior executives in the provided document "ad-hoc-request.pdf"

## ***Tool Utilized in the Project :-***

- Power BI was utilized for creating insightful data visualizations.
- MySQL Workbench was employed for generating Ad-Hoc Insights.
- Excel was used to import and organize the provided data, which was then integrated into Power BI.
- Microsoft PowerPoint was utilized for the presentation of findings.
- GitHub served as the repository for storing the entire project.
- Utilized SQL Carbon for formatting SQL queries accurately.



# Dashboard Homepage View:-



## AtliQ Mart Promotions Analysis

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### Store Performance Analysis View

In this view, we'll obtain detailed insights into the store's performance both pre- and post-promotion, as well as the incremental business at both store and city levels.

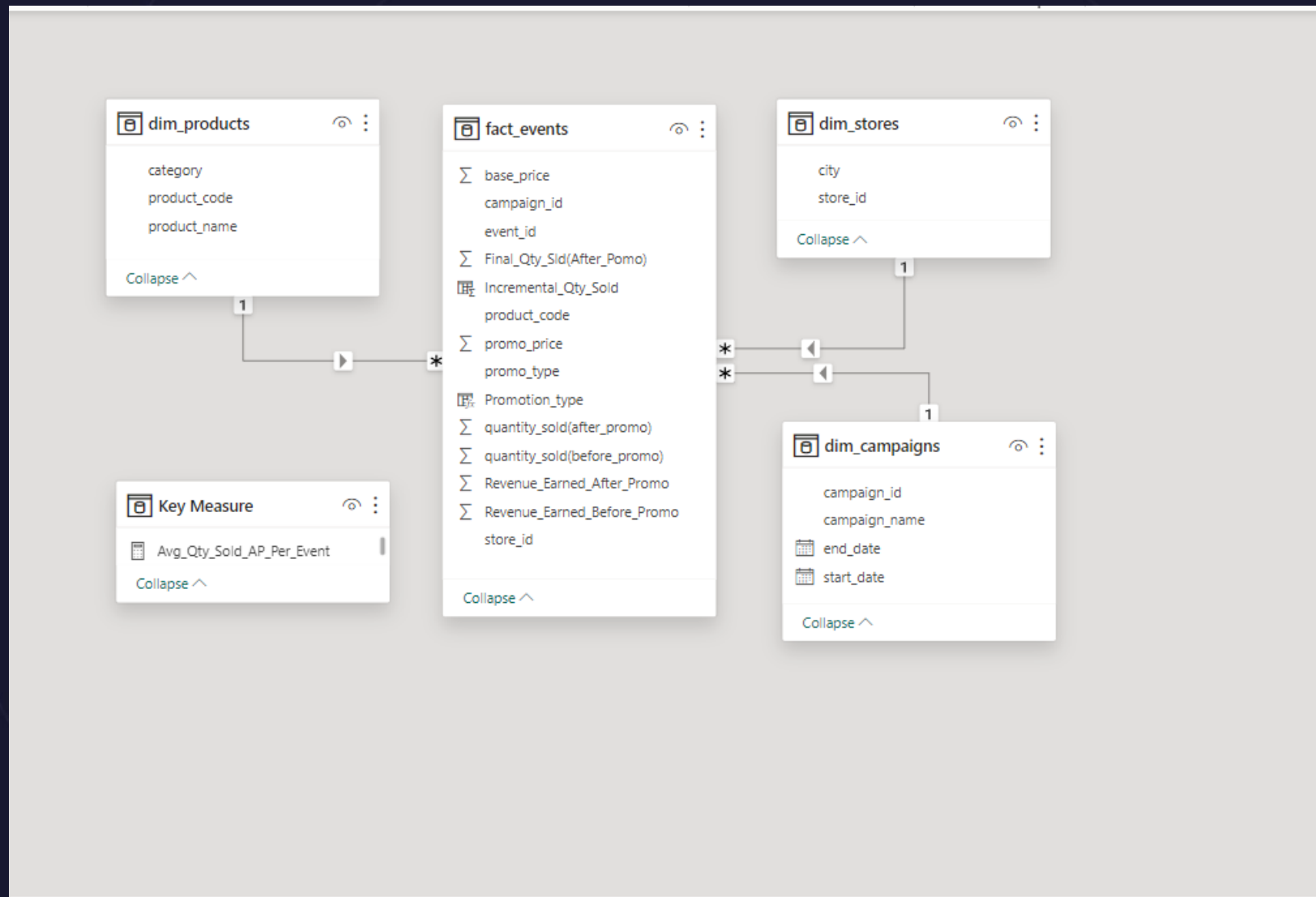
### Promotional Analysis View

In this perspective, we'll explore the efficacy of promotions implemented throughout the campaigns.

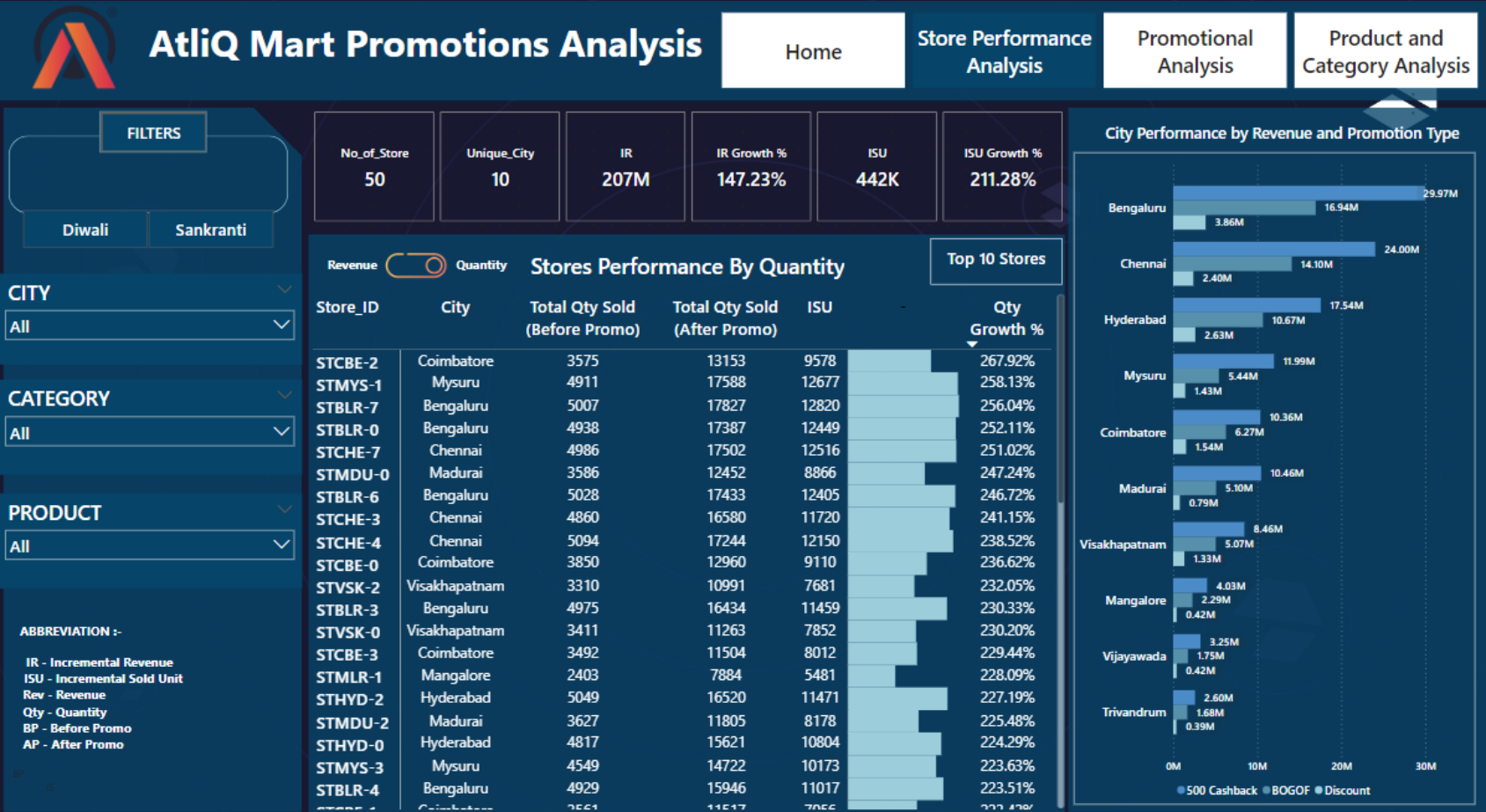
### Product and Category Analysis View

In this view, we'll obtain detailed performance insights for individual products and product categories both before and after promotional activities, including the incremental business generated during the campaign.

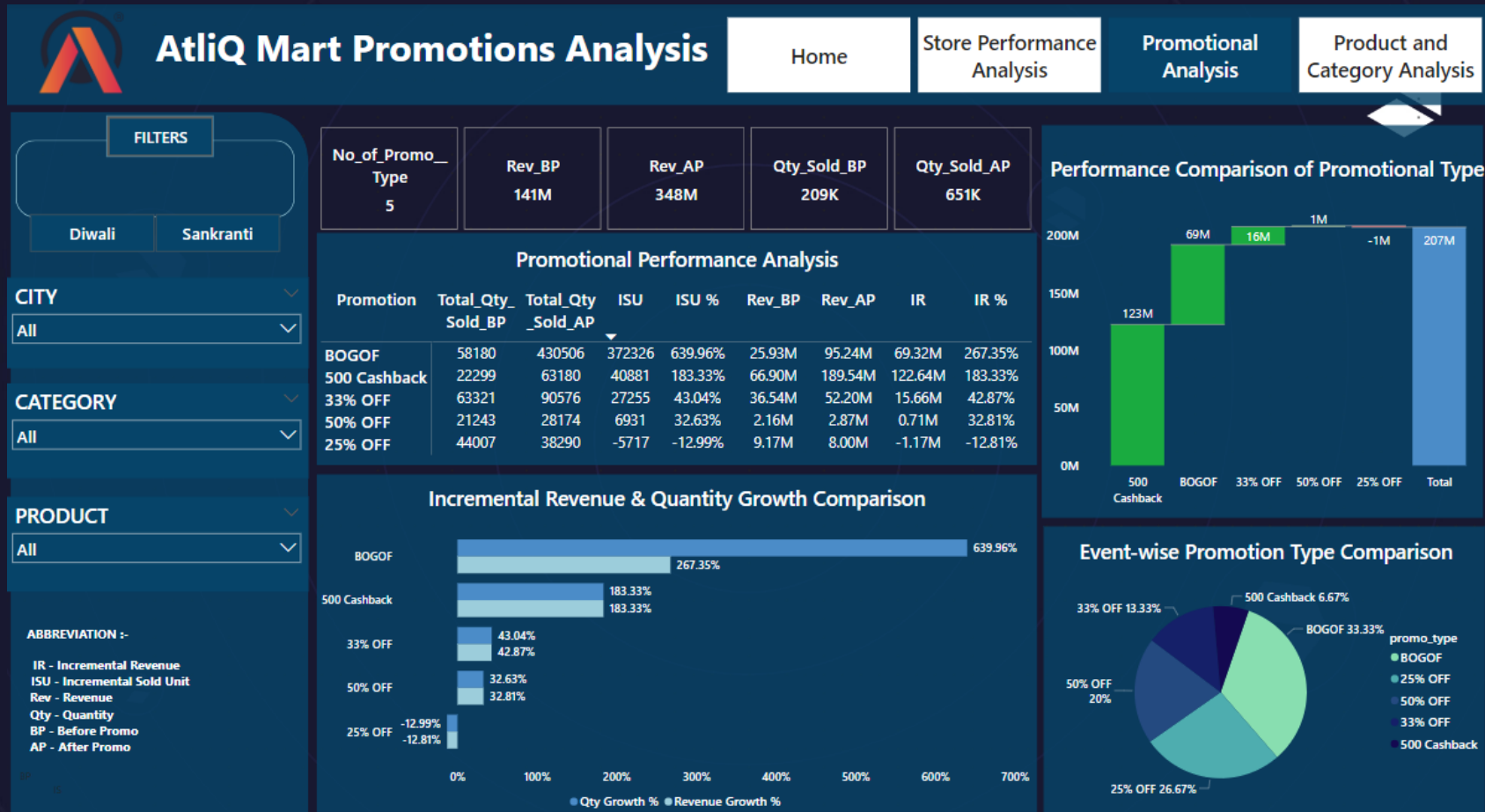
## Data Model View :-



# Store Performance Analysis View:-

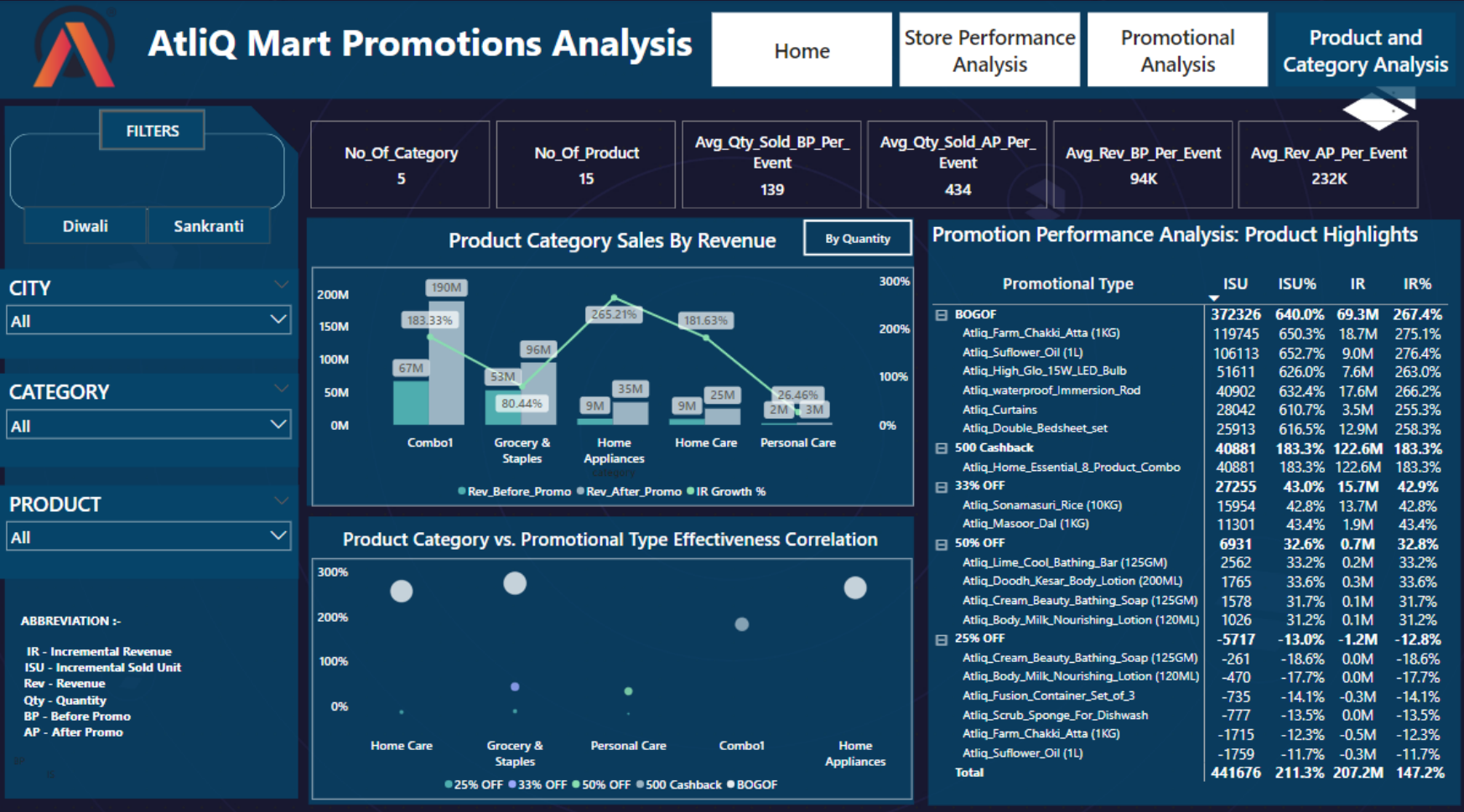


# Promotional Analysis View:-





# Product and Category Analysis View:-





# INSIGHTS



- During the festival season, AtliQ Mart experienced a significant increase in overall Incremental Revenue (IR), soaring by 147% to reach a total of 207 million compared to previous sales prior to the promotional campaign. Moreover, Incremental Sold Units (ISU) surged by 211.28%, representing an increase of 442K units from pre-promotion sales levels, attributable to the conducted promotional activities.
- Further analysis underscores the superior performance of the Diwali campaign over the Sankranti campaign, with a notable Incremental Revenue increase of 125 million, equating to 151.24% growth. In contrast, the Sankranti campaign yielded an Incremental Revenue of 82 million, accounting for 141.55% of the overall incremental business.
- However, the analysis highlights a notable trend: during the Sankranti festival, there was a considerable surge in Incremental Sold Units (ISU), contributing significantly more to the overall Incremental business with an additional 334K units, marking a substantial growth of 338.42%. In contrast, during Diwali, the Incremental Sold Units totaled 108K units, representing 97.49% of the overall incremental business.

## Overall Incremental Business

IR	IR Growth %	ISU	ISU Growth %
207M	147.23%	442K	211.28%

## Incremental Revenue Diwali

IR	IR Growth %
125M	151.24%

## Incremental Revenue Sankranti

IR	IR Growth %
82M	141.55%

## Incremental Sold Unit Sankranti

ISU	ISU Growth %
334K	338.42%

## Incremental Sold Unit Diwali

ISU	ISU Growth %
108K	97.49%

## INSIGHTS (Cont.)

- Top 10 stores in terms of Incremental Revenue (IR) generated from the promotions

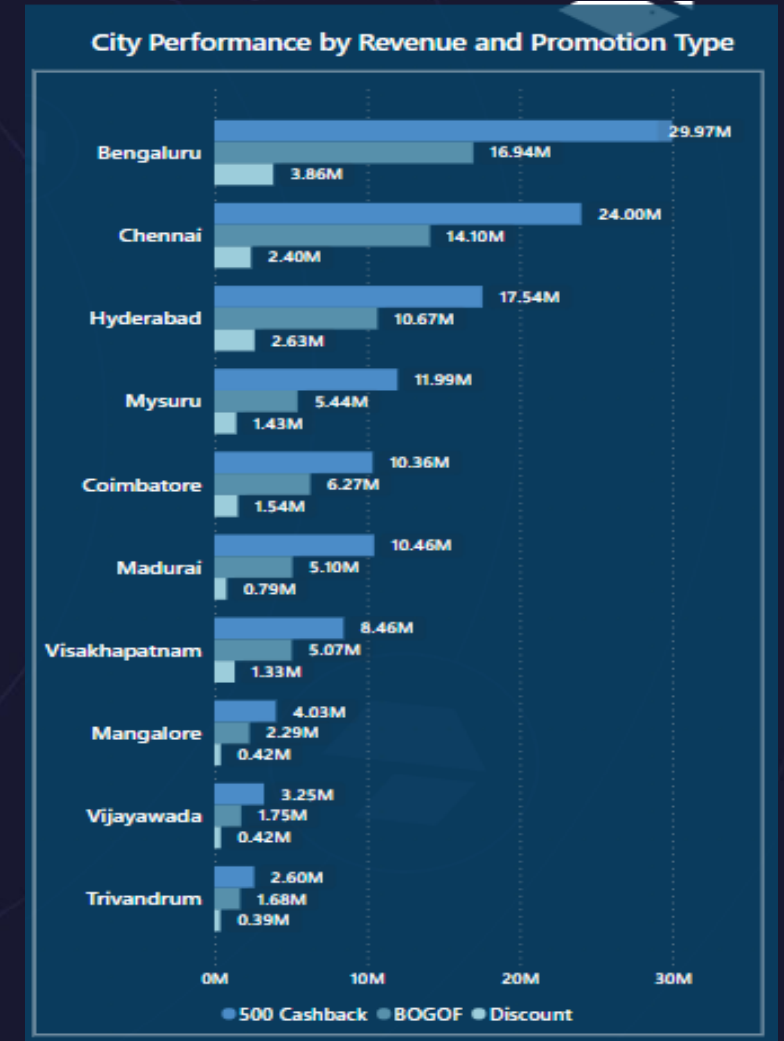
Top 10 Stores By Incremental Revenue					
Store_ID	City	Revenue_Before _Promo	Revenue_After _Promo	IR	Revenue Growth %
STCHE-7	Chennai	3.26M	9.26M	6.00M	184.14%
STBLR-7	Bengaluru	3.36M	9.48M	6.12M	182.54%
STMYS-1	Mysuru	3.54M	9.99M	6.45M	182.15%
STBLR-0	Bengaluru	3.40M	9.56M	6.16M	181.09%
STCHE-4	Chennai	3.56M	9.87M	6.32M	177.62%
STMYS-3	Mysuru	3.22M	8.94M	5.72M	177.53%
STCHE-3	Chennai	3.22M	8.93M	5.71M	177.07%
STBLR-6	Bengaluru	3.40M	9.41M	6.01M	176.51%
STBLR-3	Bengaluru	3.36M	8.57M	5.21M	155.00%
STCHE-6	Chennai	3.57M	8.89M	5.32M	149.24%

Bottom 10 Stores by Incremental Quantity					
Store_ID	City	Total Qty Sold (Before Promo)	Total Qty Sold (After Promo)	ISU	Qty Growth %
STVSK-3	Visakhapatnam	3339	7892	4553	136.36%
STVSK-4	Visakhapatnam	3504	8492	4988	142.35%
STMLR-0	Mangalore	2537	6515	3978	156.80%
STCBE-4	Coimbatore	3672	9614	5942	161.82%
STVJD-1	Vijayawada	2592	7894	5302	204.55%
STMLR-2	Mangalore	2589	7963	5374	207.57%
STTRV-1	Trivandrum	2373	7445	5072	213.74%
STTRV-0	Trivandrum	2460	7766	5306	215.69%
STVJD-0	Vijayawada	2705	8575	5870	217.01%
STMLR-1	Mangalore	2403	7884	5481	228.09%

- Bottom 10 stores in terms of Incremental Sold Units (ISU) generated from the promotions

## INSIGHTS (Cont.)

- 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?
  - Bengaluru, Chennai and Hyderabad emerge as top-performing cities, with significantly higher total incremental revenue across all promotion types compared to other cities.
  - These leading cities have used a mix of promotions, including "500 cashback offers", BOGOF (Buy One Get One Free), and discounts ( 33%, 50%, and 25% off). "500 Cashback" offers & "BOGOF" have been the most important offer in making these stores successful.
  - One common thing we noticed is that customers are buying more products in the "Combo1" category and also when "500 Cashback Offer" & "BOGOF" Offer is available at store. So, to improve the performance of stores in other cities, we should introduce more these type of offers and expand the range of combo products. This could help boost sales in different cities.



## INSIGHTS (Cont.)

- What are the top 2 promotion types that resulted in the highest Incremental Revenue?

- "500 Cashback offers" have the highest impact on incremental business, contributing 122.64 million, followed by BOGOF with 69.32 million.

Promotional Type	Incremental_Revenue
500 Cashback	122.64M
BOGOF	69.32M

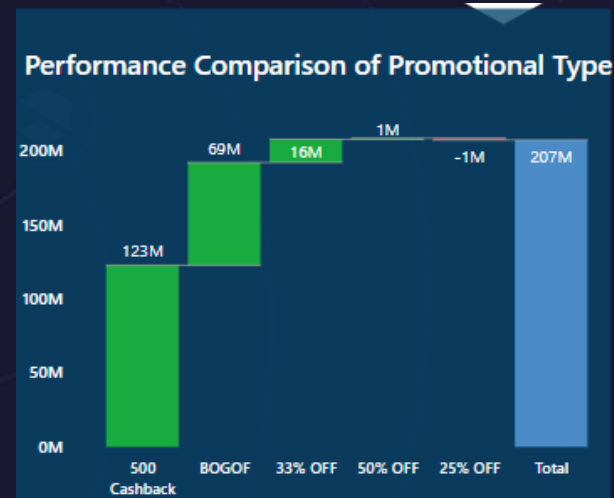
- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

- 50% OFF Promotion type has positive impact in incremental sold unit.
- 25% OFF Promotion type has negative impact in incremental sold unit.

Promotional Type	Incremental_Qty
25% OFF	-5717
50% OFF	6931

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

-A big difference is clear to see. The "500 Cashback" and "BOGOF" (Buy One Get One Free) promotions have notably excelled, driving an impressive 93% increase, totaling 192 million in incremental revenue for the overall business. Following closely behind were the discount promotions offering 33% Off and 55% Off. However, it's worth noting that the 25% Off discount promotion had a negative impact on incremental business.



## INSIGHTS (Cont.)

- Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

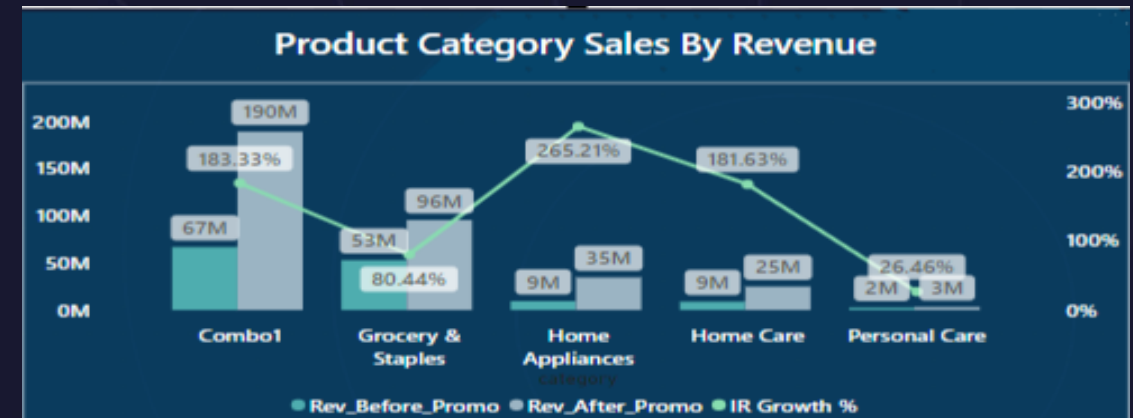
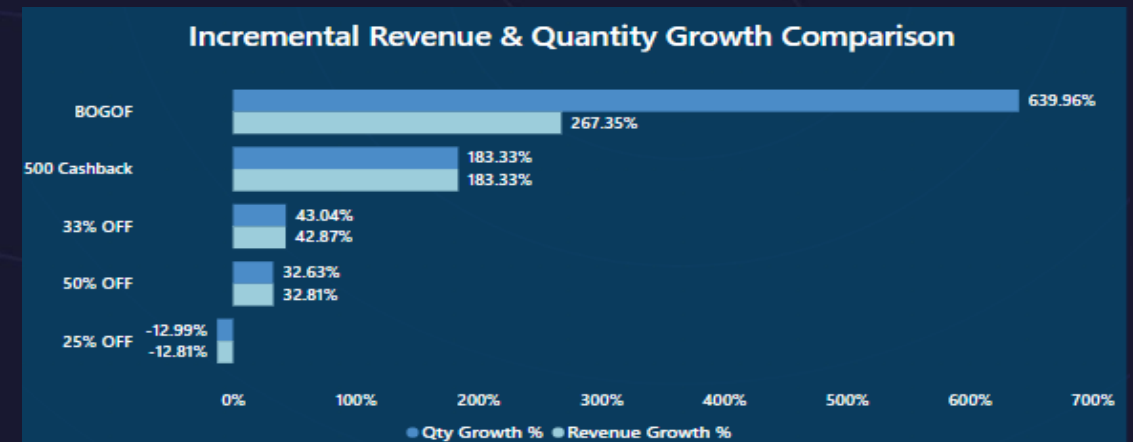
-BOGOF (Buy One Get One Free) & "500 Cashback" maintain the best balance between Incremental Sold Unit & Healthy margin.

-33% OFF and 50% OFF promotions also demonstrate respectable growth in both sold units and revenue. While these promotions might lead to lower margins due to the discount percentage, they still achieve a balance between volume-driven sales and maintaining acceptable profitability.

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

- The promotion has led to a significant rise in sales for both the "Combo1" and "Grocery & Staples" product categories, resulting in more revenue.

-Additionally, there has been a considerable increase in the number of products sold within the "Grocery & Staples" category due to the promotion.





## INSIGHTS (Cont.)

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

-The promotion significantly increased sales of the "Atliq Home Essential 8 Product Combo," contributing 122.6 million, which represents 183.3% of the total incremental revenue, and contributed 40.89 K incremental units sold, accounting for 183.3% of the overall incremental sold units.

-The promotions for "Atliq Farm Chakki Atta (1KG)," "Atliq Fusion Container Set of 3," and "Atliq Sunflower Oil (1L)" have mostly led to a decrease in sales, impacting both the revenue earned and the quantity of items sold the most.

### Promotion Performance Analysis: Product Highlights

Promotional Type	ISU	ISU%	IR	IR%
<b>BOGOF</b>	<b>372326</b>	<b>640.0%</b>	<b>69.3M</b>	<b>267.4%</b>
Atliq_Farm_Chakki_Atta (1KG)	119745	650.3%	18.7M	275.1%
Atliq_Sunflower_Oil (1L)	106113	652.7%	9.0M	276.4%
Atliq_High_Glo_15W_LED_Bulb	51611	626.0%	7.6M	263.0%
Atliq_waterproof_Immersion_Rod	40902	632.4%	17.6M	266.2%
Atliq_Curtains	28042	610.7%	3.5M	255.3%
Atliq_Double_Bedsheet_set	25913	616.5%	12.9M	258.3%
<b>500 Cashback</b>	<b>40881</b>	<b>183.3%</b>	<b>122.6M</b>	<b>183.3%</b>
Atliq_Home_Essential_8_Product_Combo	40881	183.3%	122.6M	183.3%
<b>33% OFF</b>	<b>27255</b>	<b>43.0%</b>	<b>15.7M</b>	<b>42.9%</b>
Atliq_Sonamasuri_Rice (10KG)	15954	42.8%	13.7M	42.8%
Atliq_Masoor_Dal (1KG)	11301	43.4%	1.9M	43.4%
<b>50% OFF</b>	<b>6931</b>	<b>32.6%</b>	<b>0.7M</b>	<b>32.8%</b>
Atliq_Lime_Cool_Bathing_Bar (125GM)	2562	33.2%	0.2M	33.2%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	1765	33.6%	0.3M	33.6%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	1578	31.7%	0.1M	31.7%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	1026	31.2%	0.1M	31.2%
<b>25% OFF</b>	<b>-5717</b>	<b>-13.0%</b>	<b>-1.2M</b>	<b>-12.8%</b>
Atliq_Cream_Beauty_Bathing_Soap (125GM)	-261	-18.6%	0.0M	-18.6%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	-470	-17.7%	0.0M	-17.7%
Atliq_Fusion_Container_Set_of_3	-735	-14.1%	-0.3M	-14.1%
Atliq_Scrub_Sponge_For_Dishwash	-777	-13.5%	0.0M	-13.5%
Atliq_Farm_Chakki_Atta (1KG)	-1715	-12.3%	-0.5M	-12.3%
Atliq_Sunflower_Oil (1L)	-1759	-11.7%	-0.3M	-11.7%
<b>Total</b>	<b>441676</b>	<b>211.3%</b>	<b>207.2M</b>	<b>147.2%</b>

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

- It has been noticed that when stores offer "500 Cashback" or "BOGOF (Buy One Get One Free)," sales effectiveness is higher.

- Conversely, when discount offers (33% OFF, 50% OFF, and 25% OFF) are provided, sales effectiveness tends to be lower.

### Product Category vs. Promotional Type Effectiveness Correlation



## *Ad-Hoc-Request*

- The Senior Executive has asked questions that need answers in a report created using SQL
- So attached is the presentation which includes Request , SQL Query and Output.



Ad-Hoc Insights (ATLIQ MART Promotions Analysis).pdf





***THANK YOU!***

***HOW TO CONNECT ME?***



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