



ATLIQ MART

PROMOTIONS ANALYSIS

AD-HOC REQUEST

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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.
- The Senior Executive has asked questions that need answers in a report created using SQL.

Objectives

- The objective is to leverage SQL queries to address specific business questions and generate insightful reports based on the 'retail_events_db' database in MySQL Workbench. These reports aim to provide actionable insights for optimizing pricing, promotion strategies, retail operations, evaluating promotional campaign effectiveness, and identifying successful products across campaigns. The key objectives for each query are as follows:



INPUT DATA



<div><div>dim_products</div><div><div>product_code VARCHAR(10)</div><div>product_name VARCHAR(255)</div><div>category VARCHAR(50)</div></div><div>Indexes</div></div>	<div><div>fact_events</div><div><div>event_id VARCHAR(10)</div><div>store_id VARCHAR(10)</div><div>campaign_id VARCHAR(20)</div><div>product_code VARCHAR(10)</div><div>base_price INT</div><div>promo_type VARCHAR(50)</div><div>quantity_sold(before_promo) INT</div><div>quantity_sold(after_promo) INT</div><div>Revenue_Earned_Before_Promo DECIMAL(10,2)</div><div>Promo_Price INT</div><div>Revenue_Earned_After_Promo DECIMAL(10,2)</div></div></div>	<div><div>dim_stores</div><div><div>store_id VARCHAR(15)</div><div>city VARCHAR(50)</div></div><div>Indexes</div></div>
<div><div>dim_campaigns</div><div><div>campaign_id VARCHAR(20)</div><div>campaign_name VARCHAR(50)</div><div>start_date DATE</div><div>end_date DATE</div></div><div>Indexes</div></div>		

REQUEST 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).

- **QUERY**

```
1 SELECT
2     A.product_code,
3     P.product_name,
4     A.base_price,
5     A.promo_type
6 FROM
7     fact_events A
8 LEFT JOIN
9     dim_products P ON P.product_code = A.product_code
10 WHERE
11     A.base_price > 500
12     AND A.promo_type = "BOGOF"
13 GROUP BY
14     A.product_code,
15     P.product_name,
16     A.base_price,
17     A.promo_type;
```

- **OUTPUT**

	product_code	product_name	base_price	promo_type
▶	P08	Atliq_Double_Bedsheet_set	1190	BOGOF
	P14	Atliq_waterproof_Immersion_Rod	1020	BOGOF

REQUEST 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.-

- **QUERY**

```
1 SELECT
2     city AS "City",
3     COUNT(store_id) AS "No of Store"
4 FROM
5     dim_stores
6 GROUP BY
7     city
8 ORDER BY
9     COUNT(store_id) DESC;
```

- **OUTPUT**

	City	No of Store
▶	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2

REQUEST 3

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

- **QUERY**

```
1 SELECT
2     C.campaign_name As "Campaign_name",
3     CONCAT(ROUND(SUM(Revenue_Earned_Before_Promo) / 1000000, 2), ' M') AS "Rev_Earned_Before
   Promotion",
4     CONCAT(ROUND(SUM(Revenue_Earned_After_Promo) / 1000000, 2), ' M') AS "Rev_Earned_After
   Promotion"
5 FROM
6     fact_events A
7 LEFT JOIN
8     dim_campaigns C ON C.campaign_id = A.campaign_id
9 GROUP BY
10    C.campaign_name;
```

- **OUTPUT**

Campaign_name	Rev_Earned_Before Promotion	Rev_Earned_After Promotion
Sankranti	58.13 M	140.40 M
Diwali	82.57 M	207.46 M

REQUEST 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%.

- QUERY**

```
1 SELECT
2     Category,
3     `ISU %`,
4     RANK() OVER (ORDER BY `ISU %` DESC) AS Ranking
5 FROM
6     (
7         SELECT
8             P.category,
9             ROUND((((SUM(`quantity_sold(after_promo)`) - SUM(`quantity_sold(before_promo)`) /
10             SUM(`quantity_sold(before_promo)`) * 100), 2) AS "ISU %"
11         FROM
12             fact_events A
13         LEFT JOIN
14             dim_products P ON P.product_code = A.product_code
15         WHERE
16             `campaign_id` = "CAMP_DIW_01"
17         GROUP BY
18             P.category
19     ) AS subquery;
```

- OUTPUT**

	Category	ISU %	Ranking
▶	Home Appliances	588.45	1
	Home Care	203.14	2
	Combo1	202.36	3
	Personal Care	31.06	4
	Grocery & Staples	18.05	5

REQUEST 5

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

- **QUERY**

```
1 SELECT
2     Product_name,
3     Category,
4     `IR %`,
5     RANK() OVER (ORDER BY `IR %` DESC) AS Ranking
6 FROM (
7     SELECT
8         P.product_name,
9         P.category,
10        ROUND((((SUM(`Revenue_Earned_After_Promo`) - SUM(`Revenue_Earned_Before_Promo`)) /
11        SUM(`Revenue_Earned_Before_Promo`)) * 100), 2) AS "IR %"
12 FROM
13     fact_events A
14 LEFT JOIN
15     dim_products P ON P.product_code = A.product_code
16 GROUP BY
17     P.product_name,
18     P.category
19 ) AS subquery
20 ORDER BY
21     Ranking ASC
22 LIMIT 5;
```

- **OUTPUT**

	Product_name	Category	IR %	Ranking
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.19	1
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98	2
	Atliq_Double_Bedsheet_set	Home Care	258.27	3
	Atliq_Curtains	Home Care	255.34	4
	Atliq_Home_Essential_8_Product_Combo	Combo1	183.33	5



THANK YOU!

HOW TO CONNECT ME?



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