

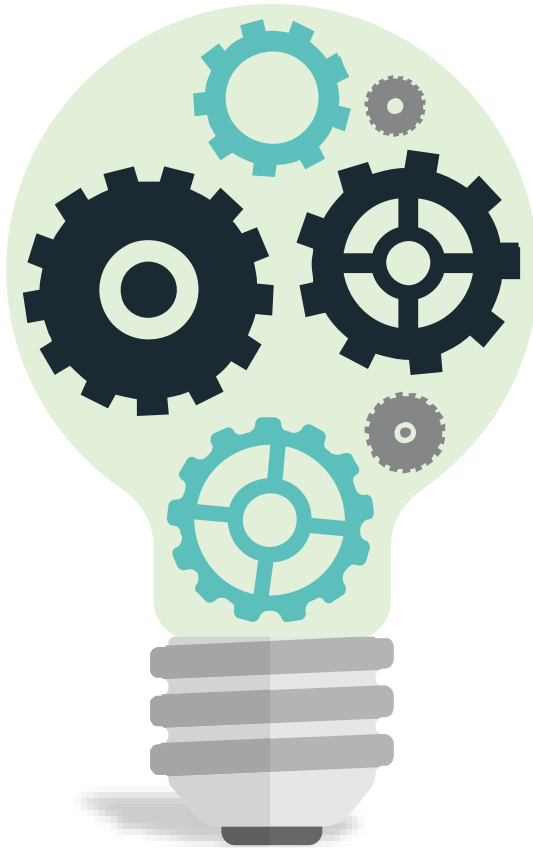
Project Report

Promotional Performance Analysis AtliQ Mart

Project by KAMESH



Promotional Performance Analysis AtliQ Mart



- **PROJECT OVERVIEW**
- **KEY POINTS**
- **AD – HOC
REQUEST**
- **DASHBOARD
OVERVIEW**
- **INSIGHTS**

PROJECT OVERVIEW

This project evaluates the promotional performance of **Atliq Mart's** branded products during the festive seasons of **Diwali 2023** and **Sankranti 2024**. Atliq Mart, operating with over 50 supermarkets in Southern India, aims to optimize its promotional strategies using actionable insights derived from data analysis.

Key contributions include:

- Imported a detailed dataset into **MySQL**.
- Run SQL queries to address Ad Hoc business requests efficiently.
- Built **Power BI** dashboards to visually present insights and recommendations requested by manager **Tony**.
- Delivered actionable insights to improve Atliq Mart's marketing strategies.

KEY POINTS

- IR = Incremental Revenue
- ISU = Incremental sold unit
- BOGOF = Buy one get one free
- AP = After promotion
- BP = Before promotion
- T & B = Top and Bottom

1.

List products priced over 500 that are featured in promo type 'BOGOF' to identify valuable items with big discounts, helping evaluate pricing and promotion strategies .

Products priced over 500 and featured in 'BOGOF' Promotion



Product : Atliq Waterproof Immersion Rod

Price : Rs 1190

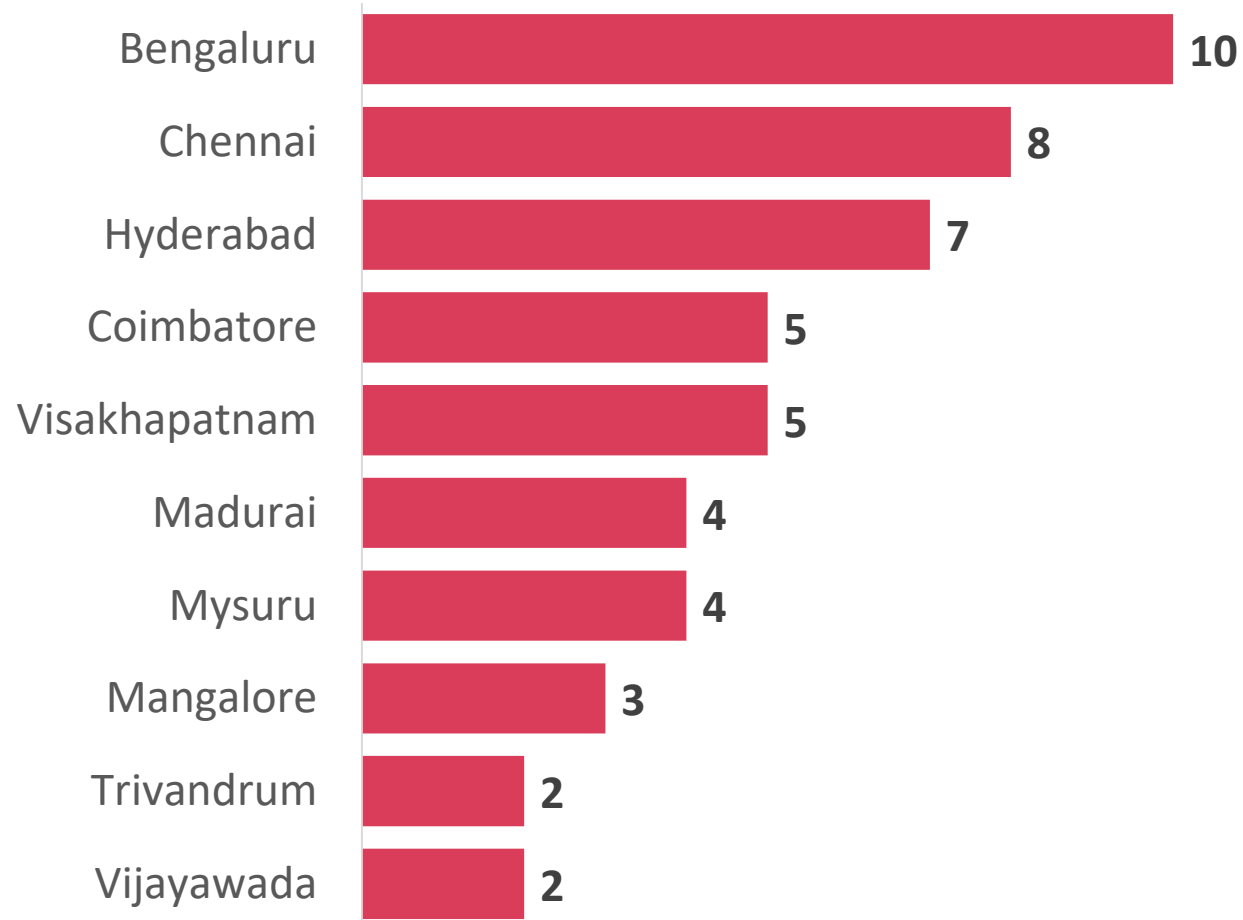


Product : Atliq Double Bedsheet set

Price : Rs 1020

2.

Generate a report listing cities and their respective store counts, sorted by descending order of store presence , to optimize retail operations.

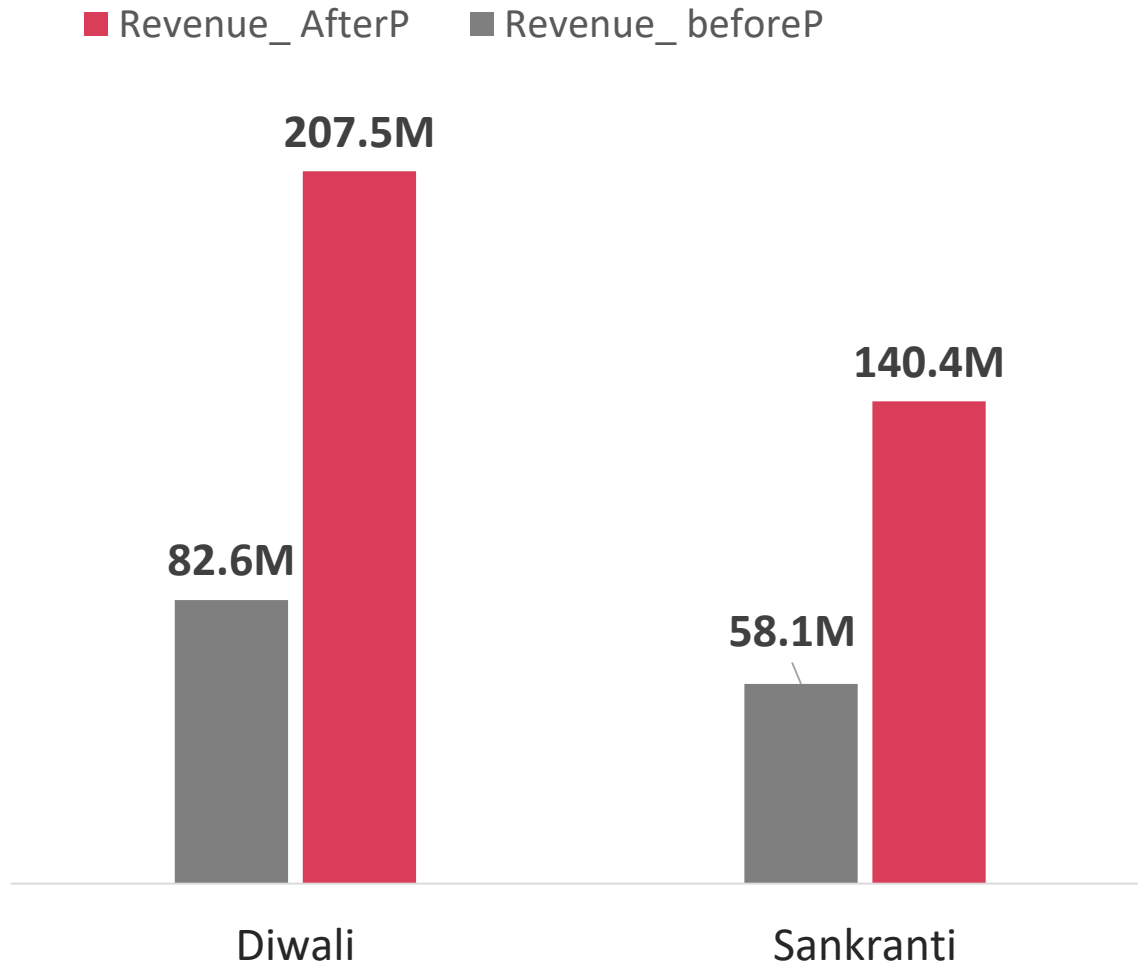


Store Distribution by City

Bengaluru has the **most** stores ,and Chennai has the second most ,In contrast, Trivandrum and Vijayawada have the **fewest** stores

3.

Generate a report showing each campaign's total revenue before and after promotion , helping assess the financial impact of promotional campaigns .



Campaign Revenue Analysis : Before and After Promotion

During both Diwali and Sankranti , there has been a significant **increase in revenue** , indicating a **positive impact of promotion** on sales during these festive periods

4.

Generate a report calculating ISU% for each category during the Diwali campaign, along with rankings ,This will help assess category-wise success and impact of the campaign on incremental sales

Category	ISU %	Rank Order
Home Appliances	264.39	1
Combo1	183.33	2
Home Care	106.60	3
Grocery & Staples	94.02	4
Personal Care	24.50	5

Category Analysis during Diwali Campaign based on ISU% and Ranking

Home Appliances and Combo1 have the Highest Incremental Sold quantity percentage (ISU%) , On the other hand ,the Personal Care category shows the lowest ISU% , indicating the smallest rise in units sold.

5.

Generate a report listing the Top 5 products by IR% across all campaigns, providing product name ,category, and IR% .This assists in identifying successfull products for optimization .

Category	Product name	IR%
Home Appliances	Atliq_waterproof_Immersi on_Rod	266.19
	Atliq_High_Glo_15W_LED _Bulb	262.98
Home Care	Atliq_Double_Bedsheet_s et	258.27
	Atliq_Curtains	255.34
Combo1	Atliq_Home_Essential_8_P roduct_Combo	183.33

Top 5 Products by IR% across ALL Campaigns

The **Atliq Waterproof Immerion Rod** shows the **highest** increase in revenue (IR%)



AtliQ
MART

Store
Performance...

Promotion Type
Analysis

Product &
Category...

City

All

Promo Type

All

Campaign

All

Incremental Revenue

207M



147.23%

Total Revenue [Before Promo] : 141M

Total Revenue [After Promo] : 348M

Incremental Units Sold

226K



108.31%

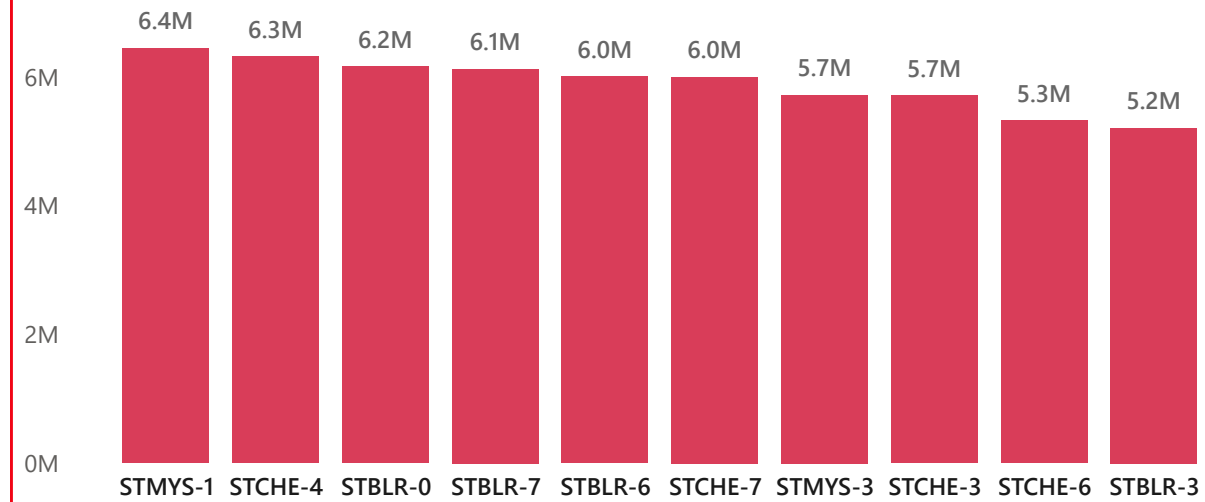
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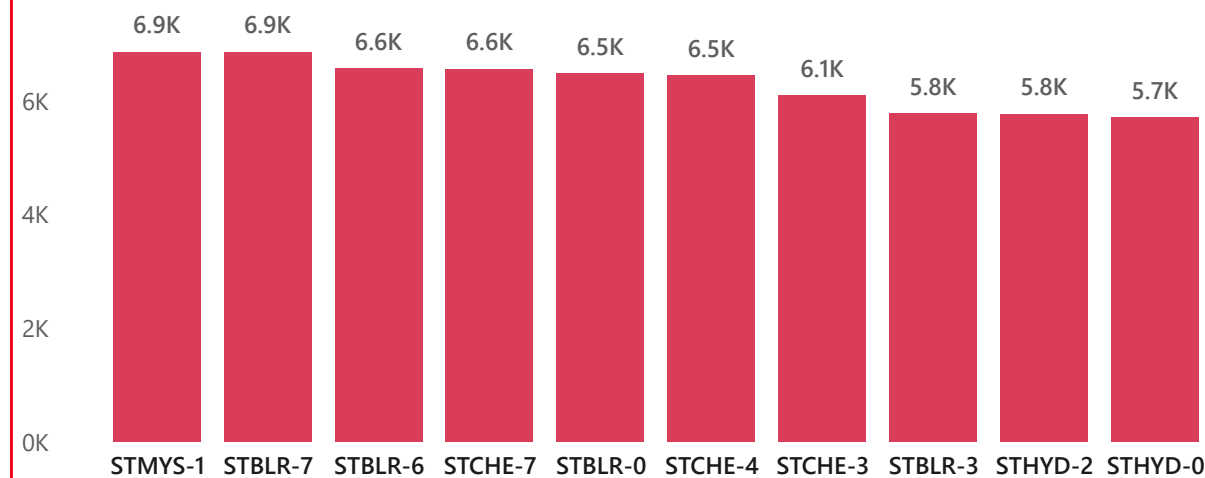
Top 10 Stores by IR

Bottom

Top



Top 10 Stores by ISU



City Performance

IR % ISU %

Madurai

158.26%

115.58%

Bengal...

154.10%

113.83%

Chennai

154.08%

110.79%

Vijaya...

151.01%

109.67%

Coimb...

148.49%

114.33%

Trivand...

145.73%

110.43%

Mysuru

145.64%

101.79%

Hydera...

135.99%

101.96%

Manga...

133.86%

98.29%

Visakh...

129.68%

97.47%

0%

200%

STORES WITH TOP 3 CATEGORIES BASED ON IR

Store	Category	IR
STBLR-0	Combo1	3.9M
STBLR-0	Grocery & Staples	1.2M
STBLR-0	Home Appliances	0.6M
STBLR-1	Combo1	2.2M
STBLR-1	Grocery & Staples	0.7M
STBLR-1	Home Appliances	0.4M
STBLR-2	Combo1	2.2M
STBLR-2	Grocery & Staples	0.9M
STBLR-2	Home Appliances	0.6M
STBLR-3	Combo1	3.2M
STBLR-3	Grocery & Staples	1.1M
STBLR-3	Home Appliances	0.6M
STBLR-4	Combo1	2.9M
STBLR-4	Grocery & Staples	1.1M
STBLR-4	Home Appliances	0.6M
STBLR-5	Combo1	2.8M
STBLR-5	Grocery & Staples	1.0M
STBLR-5	Home Appliances	0.6M
STBLR-6	Combo1	3.5M
STBLR-6	Grocery & Staples	1.2M
STBLR-6	Home Appliances	0.7M
STBLR-7	Combo1	3.6M
STBLR-7	Grocery & Staples	1.2M

IR : Incremental Revenue . ISU : Incremental sold unit



AtliQ
MART

Store Performance
Analysis

Promotion Type
Analysis

Product & Category
Analysis

City

All

Promo

All

Campaign

All

Incremental Revenue

207M |  147.23%

Total Revenue [Before Promo] : 141M

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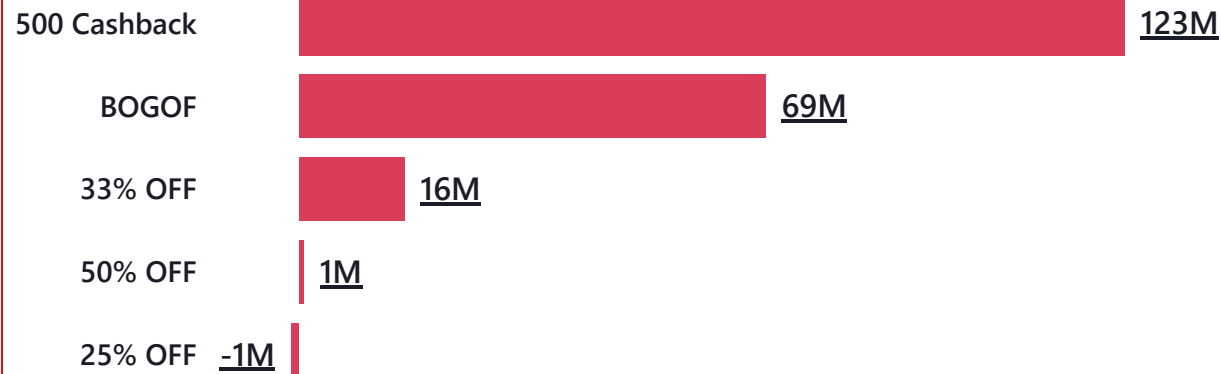
Incremental Units Sold

226K |  108.31%

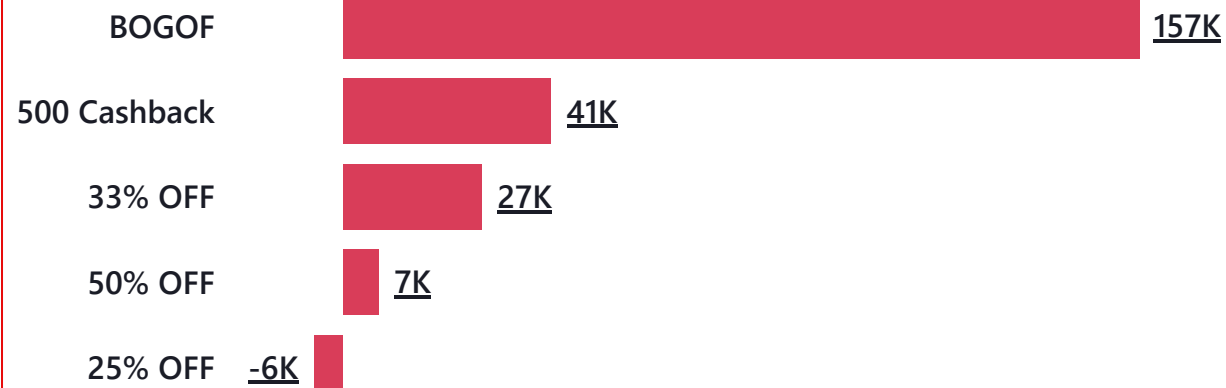
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INCREMENTAL REVENUE BY PROMO TYPE



INCREMENTAL UNIT SOLD BY PROMO TYPE



CAMPAIGN ANALYSIS

Campaign	Promo type	ISU	IR
Diwali	25% OFF	-5K	-1M
Diwali	33% OFF	14K	8M
Diwali	50% OFF	5K	1M
Diwali	500 Cashback	34K	102M
Diwali	BOGOF	24K	16M
Total		73K	125M
Sankranti	25% OFF	-1K	-0.2M
Sankranti	33% OFF	13K	8.1M
Sankranti	50% OFF	2K	0.2M
Sankranti	500 Cashback	7K	20.7M
Sankranti	BOGOF	133K	53.5M
Total		153K	82.3M

IR : Incremental Revenue , ISU : Incremental sold unit



AtliQ
MART

Store Performance
Analysis

Promotion Type
Analysis

Product & Category
Analysis

City

All

Promo Type

All

Campaign

All

Incremental Revenue

207M | 147.23%

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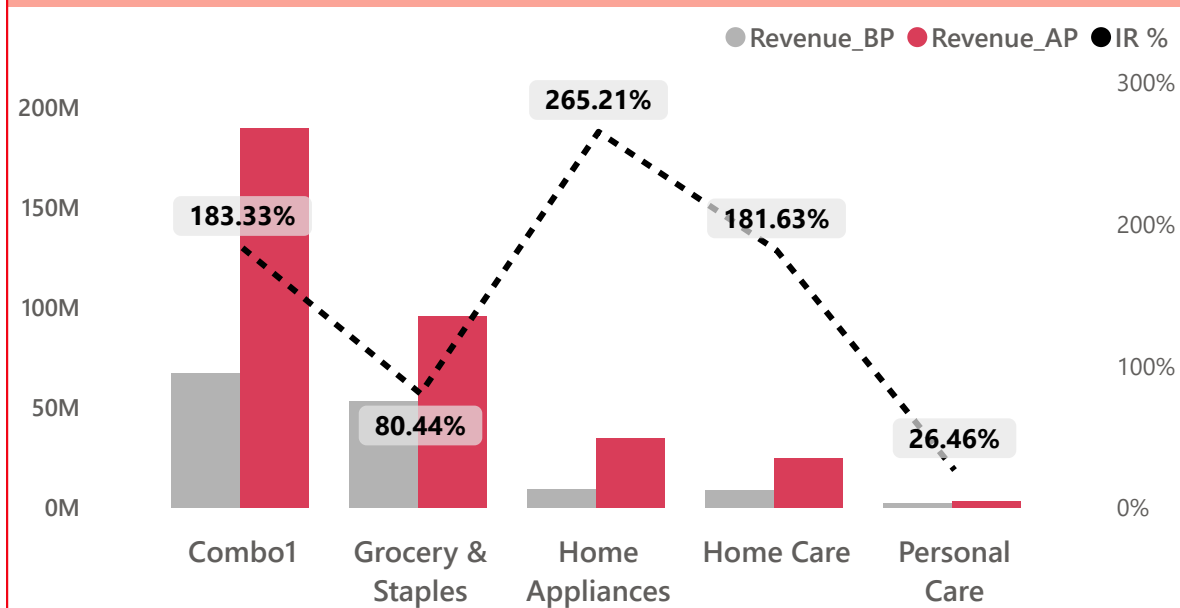
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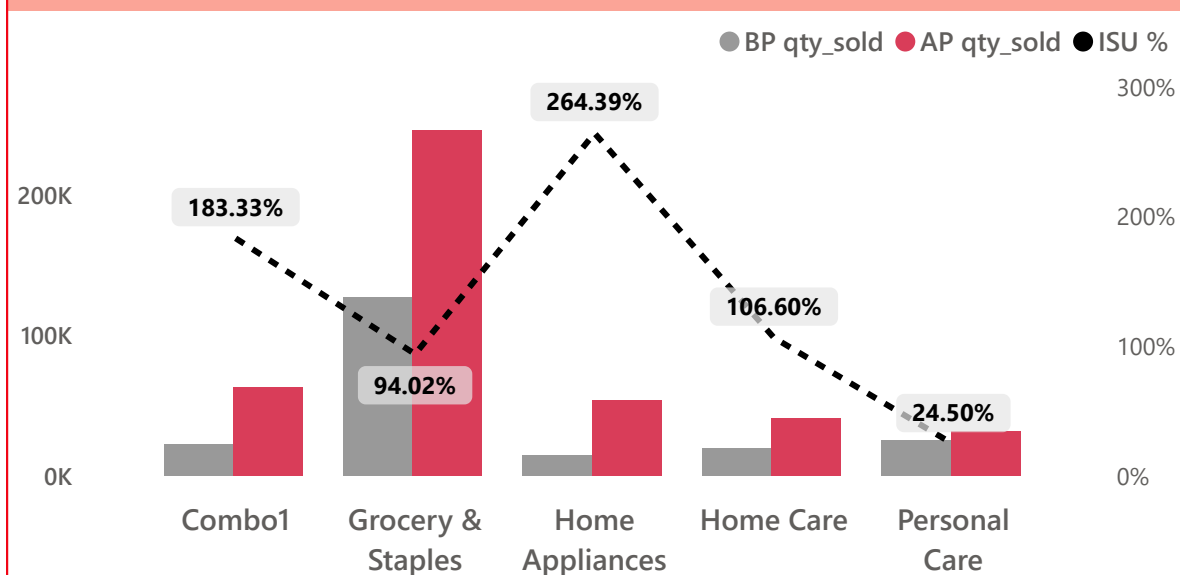
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PRE AND POST-PROMO REVENUE ANALYSIS



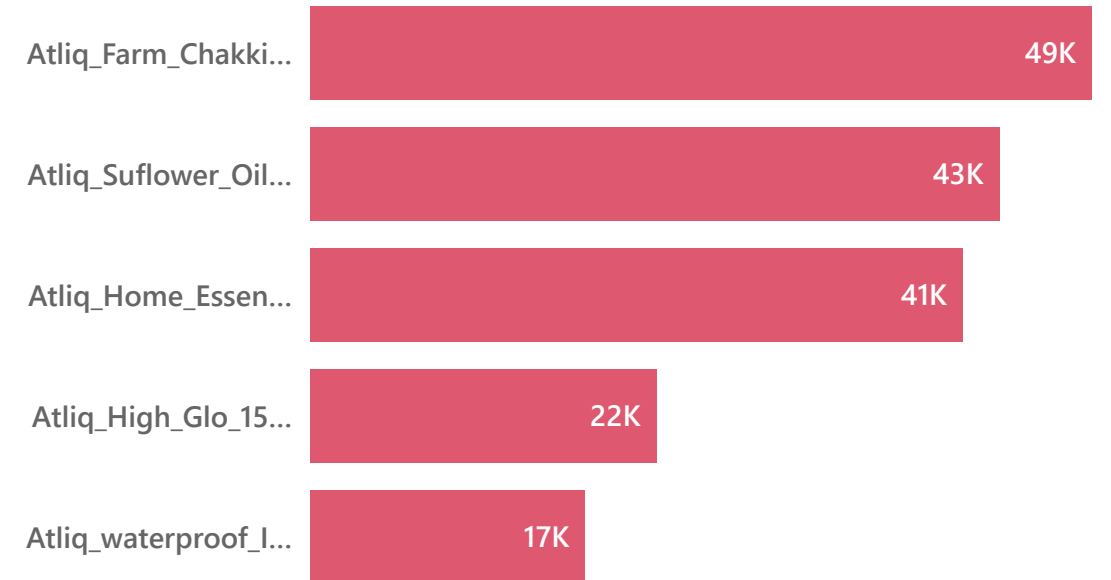
PRE AND POST-PROMO SALE ANALYSIS



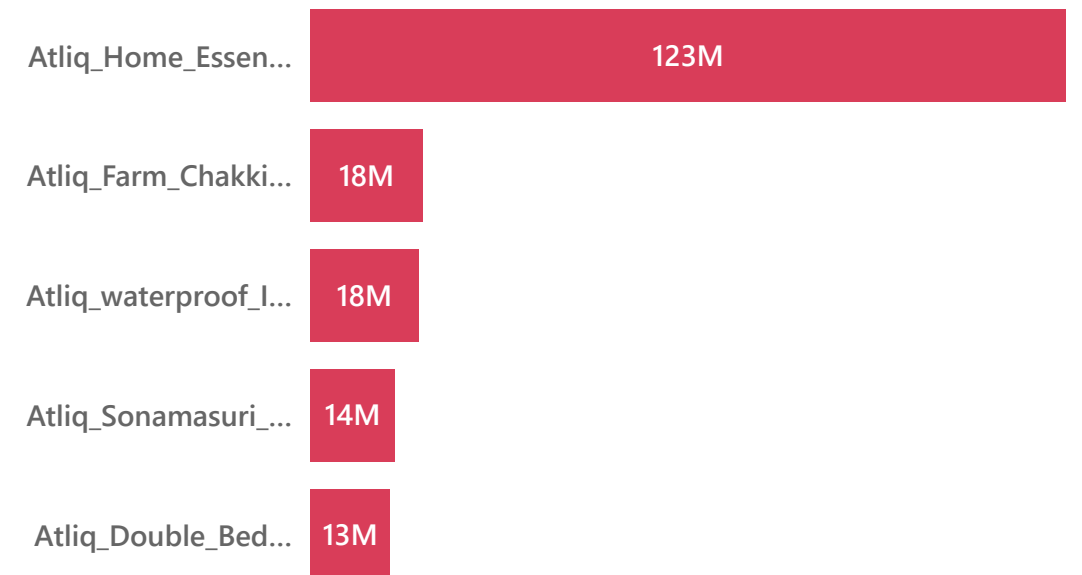
Bottom

Top

PRODUCT BY ISU



PRODUCT BY IR



IR : Incremental Revenue , ISU : Incremental sold unit , BP : Before Promotion , AP : After P



Store Insights

Focus on High Revenue-Driving Store Categories :

- Direct attention to categories that contribute significantly to overall revenue, including **Combo1** , **Grocery** , **Staples** , and **Home Appliances**.

Prioritize Cities with Strong Revenue Growth:

- Focus efforts on cities with the highest growth in incremental revenue, such as **Madurai** , **Chennai** , and **Bengaluru**.



Promotion Insights

Maximize Impactful Promotional Strategies:

- Leverage promotions like **₹500 Cashback** and Buy One Get One Free (**BOGOF**), which have proven to boost both revenue and unit sales.

Minimize Ineffective Discount Offers:

- Avoid heavy reliance on discount-based promotions, particularly **25% OFF** and **33% OFF**, as these have shown limited effectiveness in driving revenue.

Capitalize on Key Seasonal Campaigns:

- Focus on maximizing revenue during **Diwali** and refine promotional efforts during this period for better results compared to **Sankranti**.



Product and Category Analysis

Invest in High-Growth Categories:

- Allocate resources toward categories that show the greatest potential for revenue growth, especially **Home Appliances** and **Combo1**.

Promote Top-Selling Products:

- Emphasize products with strong revenue performance, such as : **Atliq_Home_Essential_8_Product_Combo** , **Atliq Waterproof Immersion rod** , **Atliq Double Bedsheet Set** , **Atliq_Farm_Chakki_Atta (1KG)** These items have demonstrated consistent revenue growth and should be prioritized in promotional efforts.