AtliQ Mart

Promotional sales analysis reports

Analyse Promotions and Provide Tangible Insights to Sales Director

Domain: FMCG

Function: Sales / Promotions

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.

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.

```sql
select
        distinct p.product_name,
        f.base_price
from dim_products p
join fact_events f
using (product_code)
where base_price > 500 and
      promo_type = 'BOGOF'
```

	product_name	base_price
▶	Atliq_Double_Bedsheet_set	1190
	Atliq_waterproof_Immersion_Rod	1020

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.

```sql
select
    count(store_id) as store_count,
    city from dim_stores
group by city
order by store_count desc
```

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

Generate a report that displays each campaign along with the total revenuegenerated 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 financialimpact of our promotional campaigns. (Display the values in millions)

```
select campaign_name,
round(sum(base_price*`quantity_sold(before_promo)`/1000000),2) as 'total revenue(before_promotion) in M',
round(sum((case
when promo_type = '25% OFF' then base_price/4*`quantity_sold(after_promo)`
when promo_type = '50% OFF' then base_price/2*`quantity_sold(after_promo)`
when promo_type = '33% OFF' then base_price/0.33*`quantity_sold(after_promo)`
when promo_type = 'BOGOF' then (base_price*`quantity_sold(after_promo)`)/2
when promo_type = '500 Cashback' then (base_price-500)*`quantity_sold(after_promo)`
else "no"
end)/1000000),2) as 'total revenue(after_promotion) in M'
from fact_events f
join dim_campaigns c
on f.campaign_id=c.campaign_id
group by campaign_name;
```

	campaign_name	total revenue(before_promotion) in M	total revenue(after_promotion) in M
▶	Sankranti	58.13	155.25
	Diwali	82.58	211.95

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.

```
select category,
ROUND(((sum(`quantity_sold(after_promo)`) - sum(`quantity_sold(before_promo)`) ) / sum(`quantity_sold(before_promo)`) )* 100,2) as 'ISU%',
rank () over (order by ((sum(`quantity_sold(after_promo)`)-sum(`quantity_sold(before_promo)`))/sum(`quantity_sold(before_promo)`))  desc) as 'rank'
from fact_events f
join dim_products p
on f.product_code=p.product_code
where campaign_id = 'CAMP_DIW_01'
group by category;
```

	category	ISU%	rank
▶	Home Appliances	244.23	1
	Combo1	202.36	2
	Home Care	79.63	3
	Personal Care	31.06	4
	Grocery & Staples	18.05	5

Create a report featuring the Top 5 products, ranked by Incremental Revenue Percentage (IR%), across all campaigns. The report will provide essential information including product name, category, and ir%. This analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimization.

```
select distinct (product_name), (category),
((base_price*(`quantity_sold(after_promo)`)) - (base_price*(`quantity_sold(before_promo)`) ) )*100 / (base_price*(`quantity_sold(before_promo)`) ) as 'IR%',
rank () over (order by ((base_price*(`quantity_sold(after_promo)`)) - (base_price*(`quantity_sold(before_promo)`) ) )*100 / (base_price*(`quantity_sold(before_promo)`) ) desc ) as 'rank'
from dim_products as p
join fact_events f using (product_code)
join dim_campaigns using (campaign_id)
limit 5
```

product_name	category	IR%	rank
Atliq_waterproof_Immersion_Rod	Home Appliances	344.1441	1
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	343.8710	2
Atliq_Double_Bedsheet_set	Home Care	342.8571	3
Atliq_waterproof_Immersion_Rod	Home Appliances	341.7722	4
Atliq_Double_Bedsheet_set	Home Care	341.3043	5

Thank you

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