



AtliQ Mart

Festival Sale Analysis

Presented By:
Kavyasri



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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) 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.





Data Visualisation



Store Performance Analysis

 **187bn**
IR

 **226K**
ISU

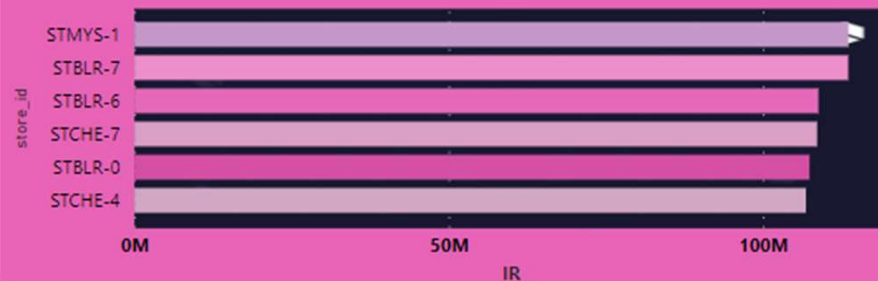
Campaign Ty...
All

promo_ty...
All

51
No of stores

828K
Total IR

Top 10 Stores by Incremental Revenue(IR)



city and city



Bottom 10 Stores by Incremental Solid Unit(ISU)

ISU	store_id
2927	STCBE-4
1952	STMLR-0
2784	STMLR-1
2664	STMLR-2
2733	STTRV-0
2604	STTRV-1
3046	STVJD-0
26151	

IR = Incremental Revenue
ISU = Incremental Solid unit



Promotion Type Analysis

 **187bn**
IR

 **226K**
ISU

Top 2 Promotion Types by IR

promo_type	IR
BOGOF	49399458500
500 Cashback	12264300000
Total	121642733000

Bottom 2 Promotion Types by ISU

promo_type	ISU
50% OFF	6931
25% OFF	-5717
Total	1214

IR = Incremental Revenue
ISU = Incremental Solid unit

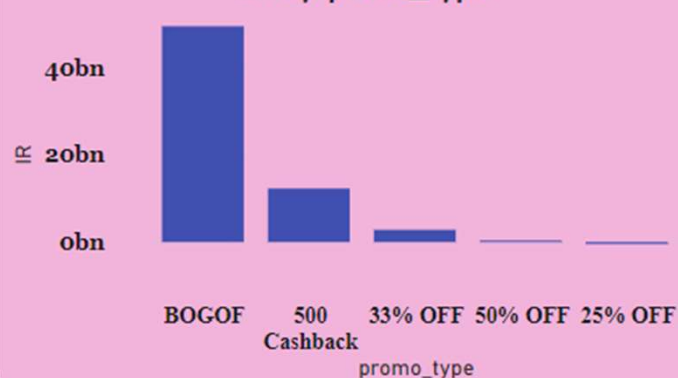
Campaign Ty... ▾

All ▾

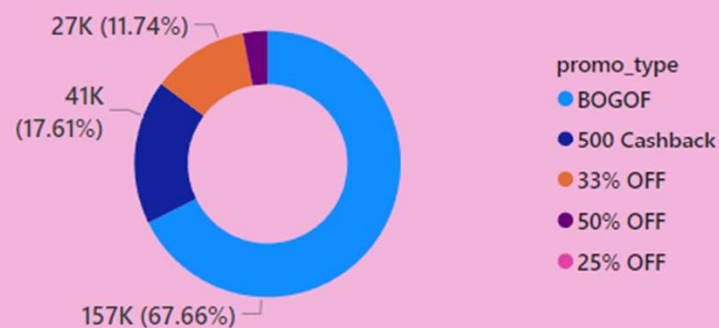
promo_type

All ▾

IR by promo_type



ISU by promo_type






Product & Category Analysis

 **187bn**
IR

 **226K**
ISU

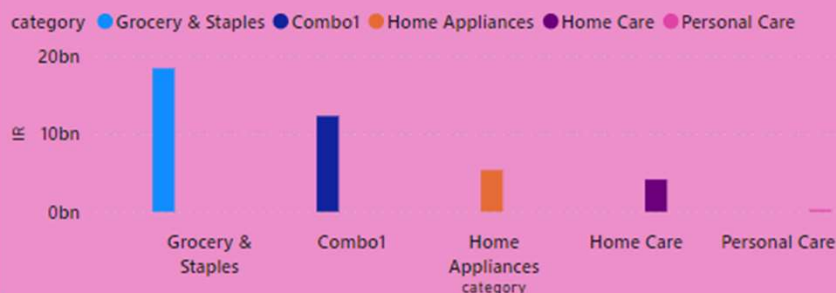
Campaign Ty... 

All 

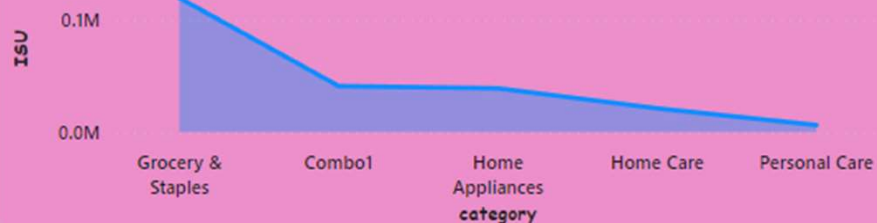
promo_ty... 

All 

IR by product category



ISU by product category



ISU by Product name

product_name	ISU
Atliq_Body_Milk_Nourishing_Lotion (120ML)	556
Atliq_Cream_Beauty_Bathing_Soap (125GM)	1317
Atliq_Curtains	11725
Atliq_Doodh_Kesar_Body_Lotion (200ML)	1765
Atliq_Double_Bedsheet_set	10855
Atliq_Farm_Chakki_Atta (1KG)	48950
Atliq_Fusion_Container_Set_of_3	-735
Atliq_High_Glo_15W_LED_Bulb	21683
Atliq_Home_Essential_8_Product_Combo	40881
Total	226423

IR by Product name

IR	product_name
5560000	Atliq_Body_Milk_Nourishing_Lotion (120ML)
7572750	Atliq_Cream_Beauty_Bathing_Soap (125GM)
351750000	Atliq_Curtains
33535000	Atliq_Doodh_Kesar_Body_Lotion (200ML)
1291745000	Atliq_Double_Bedsheet_set
1615350000	Atliq_Farm_Chakki_Atta (1KG)
-30502500	Atliq_Fusion_Container_Set_of_3
758905000	Atliq_High_Glo_15W_LED_Bulb
4088100000	Atliq_Home_Essential_8_Product_Combo
187466922850	

Ad – Hoc Requests

The bottom of the slide features decorative particle trails. On the left, a series of vertical teal lines are overlaid with a pattern of small white dots. To the right, a bright, glowing arc of white dots curves across the frame, ending in a small cluster of dots on the far right.

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.

Results		Messages
	product_name	base_price
1	Atliq_Double_Bedsheet_set	1190
2	Atliq_waterproof_Immersion_Rod	1020

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.

Results		Messages
	City	Total_stores
1	Bengaluru	10
2	Chennai	8
3	Hyderabad	7
4	Coimbatore	5
5	Visakhapatnam	5
6	Mysuru	4
7	Madurai	4
8	Mangalore	3
9	Trivandrum	2
10	Vijayawada	2

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)

Results		Messages	
	campaign_name	total_revenue_before_promotion	total_revenue_after_promotion
1	Diwali	82M	171.500000M
2	Sankranti	58M	124.100000M

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.

Results Messages			
	category	ISU_pct	rank_order
1	Home Appliances	588.500000000000%	1
2	Home Care	203.100000000000%	2
3	Combo1	202.400000000000%	2
4	Grocery & Staples	18.000000000000%	4
5	Personal Care	31.100000000000%	4

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 campaigns, assisting in product optimization.

Results Messages			
	Product	IR_Percentage	Rank_Order
1	Atliq_waterproof_Immersion_Rod	266.190000	1
2	Atliq_High_Glo_15W_LED_Bulb	262.980000	2
3	Atliq_Double_Bedsheet_set	258.270000	3
4	Atliq_Curtains	255.340000	4
5	Atliq_Home_Essential_8_Product_Combo	183.330000	5

CONCLUSION

Atliq Mart's Festival Sale exhibited remarkable success, with an impressive average Increase in Revenue Percentage (IRP) of 15% across diverse product categories. This robust performance is attributed to strategic pricing and effective promotional campaigns. Top-selling products saw a surge in sales, contributing significantly to overall revenue. The success of this festival sale underscores the effectiveness of Atliq Mart's marketing strategies and highlights the potential for continued growth and customer engagement in future events.



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