



# Analyzing the Success of AtliQ Mart's Festive Campaigns

- M a n a s K u m a r S a h u -



# Agenda

1. Overview of AtliQ Mart
2. Objective of the Project
3. Data Overview Clients
4. Stores & Campaigns Performance
5. Promotion Type & Price Analysis
6. Product & Category Analysis
7. Insights from Ad-Hoc Requests
8. Research Questions
9. Insights & Recommendations

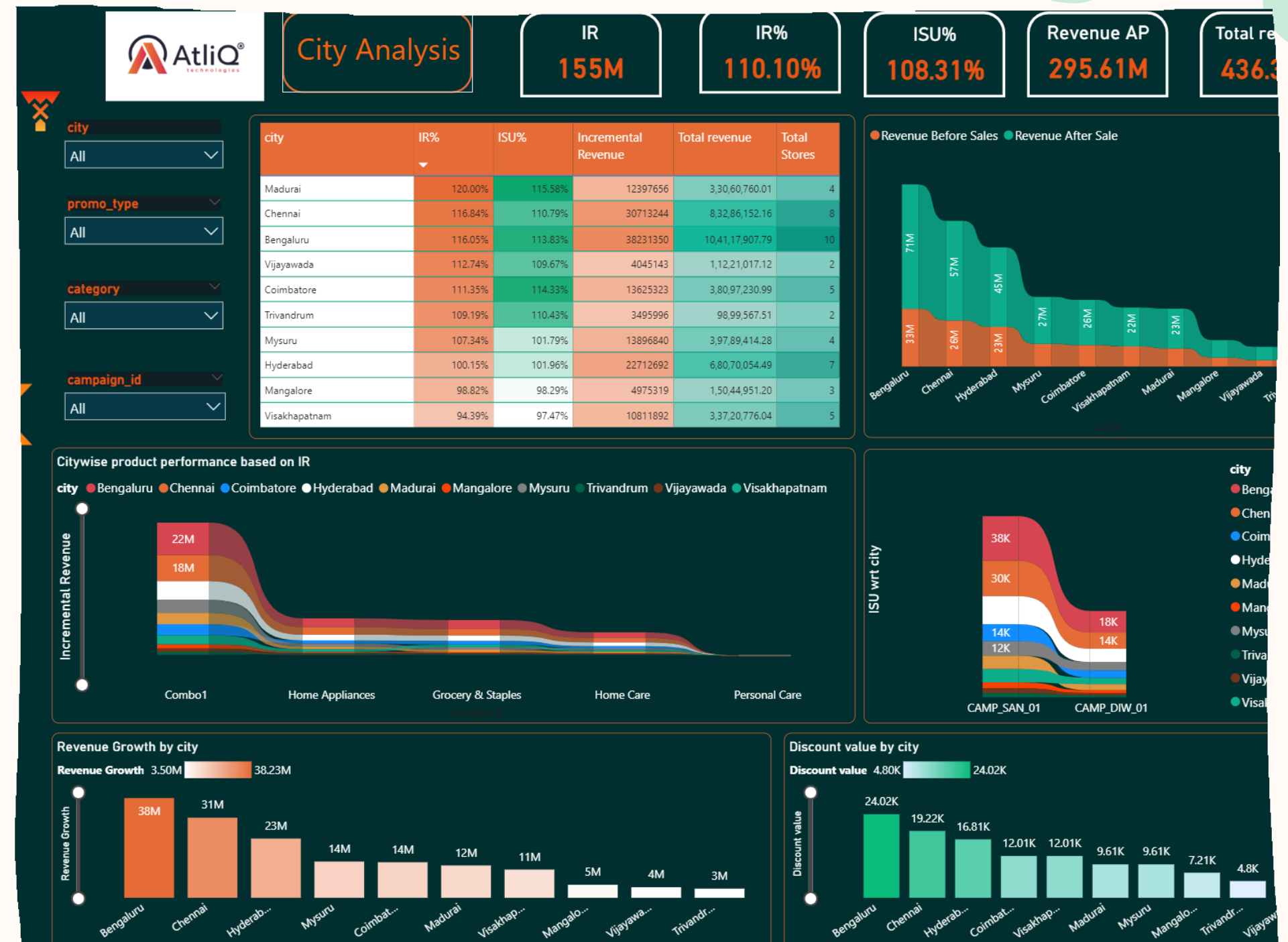


# AtliQ Mart Overview

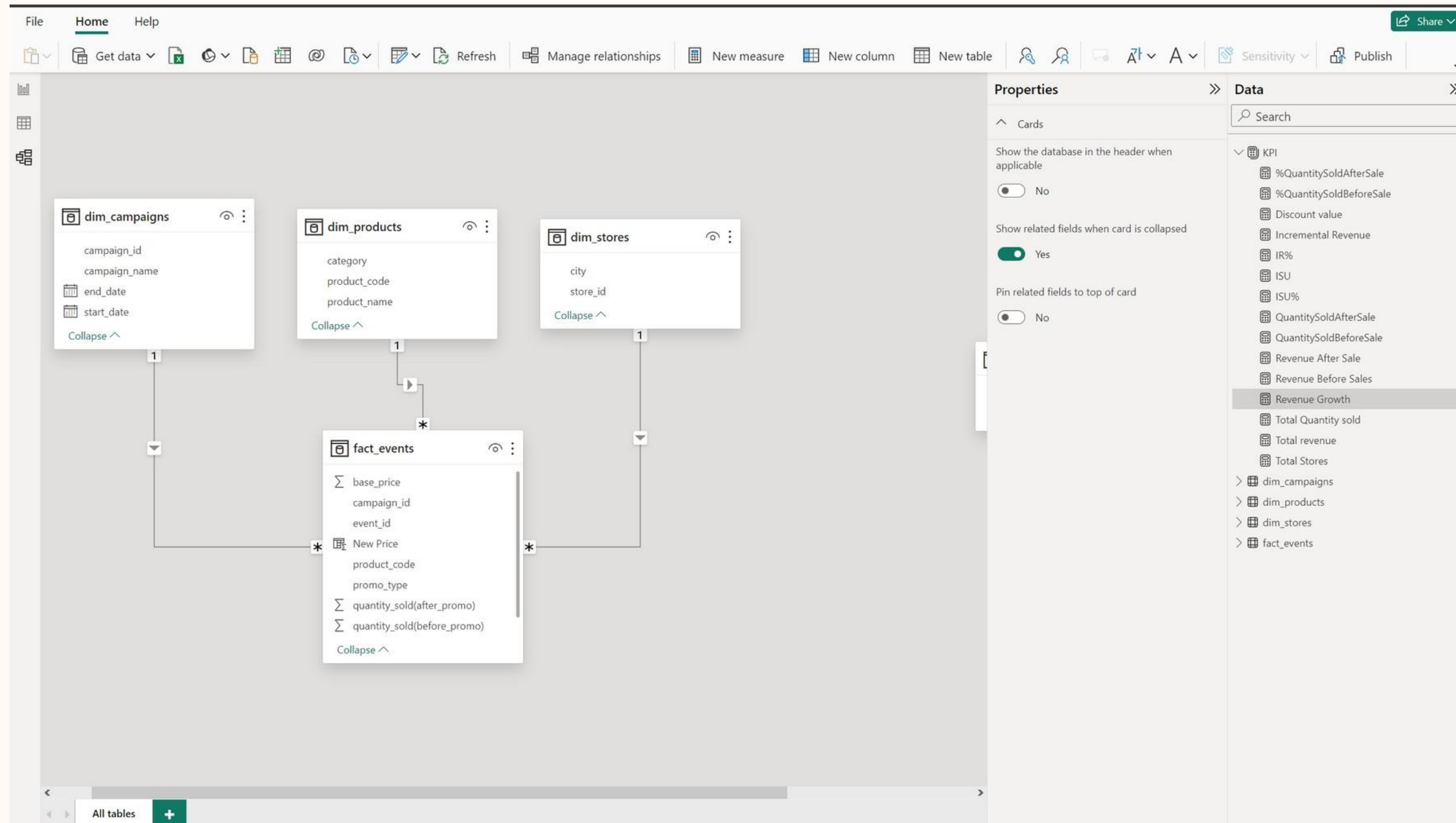
AtliQ Mart is a big retail company with more than 50 stores in the southern part of India. All 50 stores got into the festive spirit during Diwali 2023 and Sankranti 2024. They put on a huge promotion for their special AtliQ branded products.

# objective

AtliQ Mart introduced enticing deals and discounts to enhance the shopping experience during the festive period. We'll delve into the data to assess the effectiveness and enjoyment of these promotions. Let's examine the statistics that demonstrate how AtliQ Mart elevated the festive seasons for its customers.



# Data overview





# Insights & recommendation

## 1. DIWALI VS. SANKRANTI CAMPAIGN

Both the Diwali and Sankranti campaigns attracted an equal number of customers, each comprising 50% of the total.

The Sankranti campaign outperformed the Diwali campaign in terms of total quantities sold by 37%.

Despite the Diwali campaign having a lower number of total quantities sold, it generated 38% more revenue as compared to the Sankranti campaign. This is potentially due to higher sales of Home essential combo product during Diwali Campaign.



## CITY AND STORE IMPACT

Cities with a higher number of stores, such as Bengaluru and Chennai, attracted more customers and generated higher incremental revenue and sold more units. Conversely, cities with fewer stores, such as Vijayawada and Trivandrum, had lower customer engagement and sales.

Increase marketing investments and product offerings in top performing cities to capitalize on the high potential for sales growth.



## TOP VS. BOTTOM PERFORMING CITY AND STORE IMPACT STORES

Stores in Bengaluru, Chennai city occupy most positions in the top 10, while STMYS-1 lead in both IR and ISU. Also, Mysore City shows promising IR despite lower customer base, their ISU suggests potential for further unit sales growth by opening new stores. Bottom-performing stores such as STMLR-0 and STVSK-4 lag behind in both revenue and customer engagement.

Provide additional training or support to bottom-performing stores to enhance their sales and customer service capabilities

## 2 . PROMOTION TYPE & PRODUCT PRICE ANALYSIS

The majority of customers (73%) belong to the 0-500 price group, contributing significantly to both total revenue and quantity sold. This suggests a strong market presence in the budget-conscious segment.

BOGOF (Buy One Get One Free) offer Drives the highest Incremental Revenue (IR) and Incremental Sold Units (ISU), suggesting its effectiveness in attracting new customers and boosting sales volume.

### 3 . PRODUCT CATEGORY & PRODUCTS ANALYSIS

#### **Combo1 dominant product**

Despite having a smaller customer base, Combo1 emerges as the dominant product, driving significant revenue. While it only accounts for 7% of customers, the "Combo1" category contributes the most to total revenue, primarily because of its higher price point.

This highlights its value as a product offering, yet expanding its reach to a broader audience could amplify its impact even further.

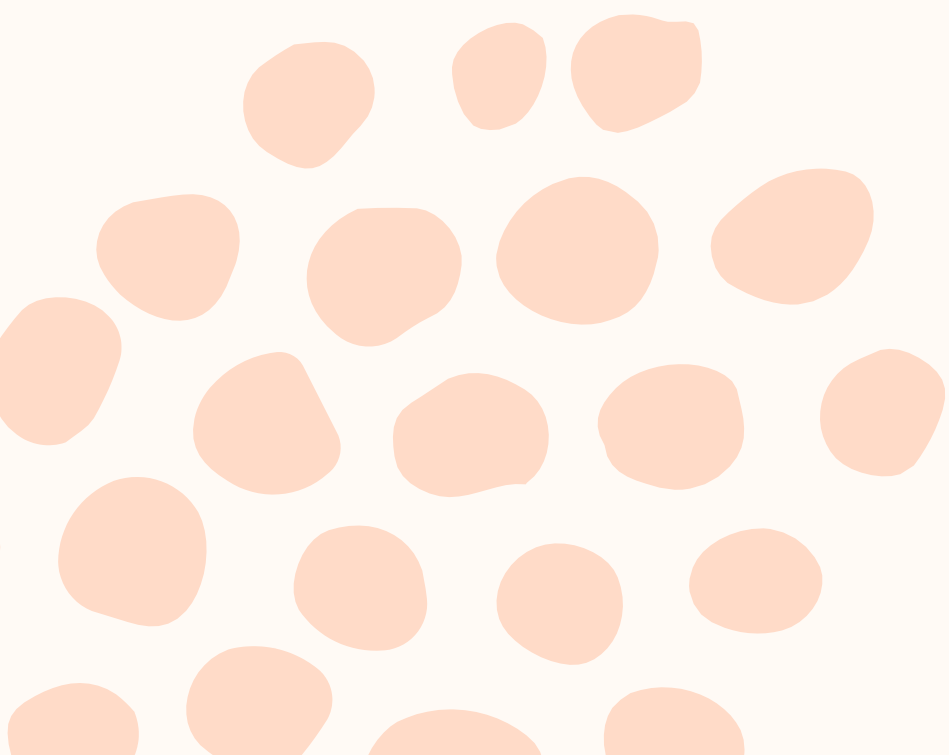
#### **Top and Bottom Performing Product Category**

The Combo1 product category generated the highest total revenue, followed by Grocery & Staples, Home Appliances. While Personal Care product category showing Lowest revenue despite having equal customer base as Grocery & Staples, Home Care.

#### **Recommendation**

Allocate additional resources and marketing efforts towards promoting products in the "Combo1" category, as they have demonstrated strong revenue potential. Consider offering similar combo deals for other product categories to capitalize on the success of Combo1 and potentially increase average order value.

# Business Requests





# 1. List of Products with base price greater than 500 and featured in 'BOGOF' promo type

The high-value products "Atliq Double Bedsheet Set" and "Atliq Waterproof Immersion Rod" are currently being offered as part of a BOGOF (Buy One Get One Free) promotion. This promotion significantly reduces the effective price per unit, potentially impacting revenue and profit margins.

product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

## 2. List Number of Stores in each City

Bengaluru having the highest number of stores (10) and Vijayawada and Trivandrum having the lowest (2 each)..

Conduct a detailed market analysis to understand the potential demand and competition in each city. Consider factors such as population demographics, economic indicators, and consumer behavior to identify growth opportunities

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

### 3. List Campaigns with Total Revenue generated before and after campaigns

Both Diwali and Sankranti campaigns attracted a similar number of customers, each accounting for 50% of the total. Diwali campaign generated 38% more revenue (171M) as compared to the Sankranti campaign (124M).

Campaign	Total_Revenue_before_Promo	Total_Revenue_after_Promo
Sankranti	58M	124M
Diwali	83M	171M

#### 4. List ranking of product categories based on their Incremental Sold Units(ISU%) during Diwali Campaign

Home Appliances are evidently driving incremental sales effectively With a highest ISU percentage of 588. To capitalize on this trend, consider expanding the range of Home Appliance products or launching targeted promotions to further boost sales in this category.

Despite having a relatively lower ISU percentage of 18, Grocery & Staples remain essential products for customers. To optimize sales in this category, consider implementing personalized marketing campaigns, offering competitive pricing, and ensuring product availability to meet customer demand effectively

Rank_No	category	ISU_percentage
1	Home Appliances	588
2	Home Care	203
3	Combo1	202
4	Personal Care	31
5	Grocery & Staples	18



5. List Top 5 products with their rank based on their Incremental Revenue Percentage across all campaigns

The top-performing products span across various categories, including Groserly & Staples (Atliq\_Sunflower\_Oil and Atliq\_Farm\_Chakki\_Atta), home appliances (Atliq\_waterproof\_Immersion\_Rod and Atliq\_High\_Glo\_15W\_LED\_Bulb), and home care (Atliq\_Double\_Bedsheet\_set). This diversity in product offerings indicates that the campaign appealed to a wide range of customer needs and preferences

Rank_No	campaign_name	product_name	IR_percentage
1	Sankranti	Atliq_Suflower_Oil (1L)	276
1	Sankranti	Atliq_waterproof_Immersion_Rod	276
3	Sankranti	Atliq_High_Glo_15W_LED_Bulb	275
3	Sankranti	Atliq_Farm_Chakki_Atta (1KG)	275
5	Sankranti	Atliq_Double_Bedsheet_set	274

# Research Questions



1. List Total numer products available in each category.

category	Total_unique_products
Combo1	1
Grocery & Staples	4
Home Appliances	2
Home Care	4
Personal Care	4

2. List Campaigns by Average revenue and Average quantity sold per Order.

campaign_name	Average_revenue_per_Order	Average_quantity_sold_per_order
Diwali	229K	290
Sankranti	166K	577

### 3. List Top 5 products based on Average revenue and Average quantity sold per Order.

product_name	category	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Home_Essential_8_Product_Co...	Combo1	1579500	632
Atliq_Sonamasuri_Rice (10KG)	Grocery & Staples	306634	532
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	282214	1504
Atliq_waterproof_Immersion_Rod	Home Appliances	241587	474
Atliq_Double_Bedsheet_set	Home Care	179190	301



#### 4. List Top 5 products in each product category based on Average revenue and Average quantity sold per Order.

product_name	category	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Sonamasuri_Rice (10KG)	Grocery & Staples	306634	532
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	282214	1504
Atliq_Suflower_Oil (1L)	Grocery & Staples	137923	1357
Atliq_Masoor_Dal (1KG)	Grocery & Staples	42942	373

product_name	category	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Double_Bedsheet_set	Home Care	179190	301
Atliq_Curtains	Home Care	48951	326
Atliq_Fusion_Container_Set_of_3	Home Care	13908	45
Atliq_Scrub_Sponge_For_Dishwash	Home Care	2044	50

product_name	category	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Doodh_Kesar_Body_Lotion (20...	Personal Care	6671	70
Atliq_Body_Milk_Nourishing_Lotion (1...	Personal Care	3862	65
Atliq_Lime_Cool_Bathing_Bar (125GM)	Personal Care	3187	103
Atliq_Cream_Beauty_Bathing_Soap (...)	Personal Care	2597	77

product_name	category	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_waterproof_Immersion_Rod	Home Appliances	241587	474
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	104748	599



## 5. List Top 5 products in each base price group by Average revenue and Average quantity sold per Order

product_name	base_price_group	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Farm_Chakki_Atta (1KG)	0-500	282214	1504
Atliq_Suflower_Oil (1L)	0-500	137923	1357
Atliq_High_Glo_15W_LED_Bulb	0-500	104748	599
Atliq_Curtains	0-500	48951	326
Atliq_Masoor_Dal (1KG)	0-500	42942	373

product_name	base_price_group	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Sonamasuri_Rice (10KG)	500-1000	306634	532

product_name	base_price_group	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_waterproof_Immersion_Rod	1000-1500	241587	474
Atliq_Double_Bedsheet_set	1000-1500	179190	301

product_name	base_price_group	Avg_revenue_per_order	Avg_quantity_sold_per_order
Atliq_Home_Essential_8_Product_Combo	2500-3000	1579500	632



# Summarized key findings & Recommendations





# 1. Stores & Campaigns Performance Analysis


Despite similar customer participation, Sankranti campaign outpaced Diwali in total quantities sold, showing a 37% increase.

Diwali campaign drove significantly higher revenue, 38% more than Sankranti, largely due to sales of the Home essential combo product.

Stores in Bengaluru and Chennai dominate the top 10, with STMYS-1 leading in revenue and units sold.

Mysore City presents promising incremental revenue potential, suggesting room for further unit sales growth.

Cities with more stores, such as Bengaluru and Chennai, exhibit higher customer engagement and revenue.







Conversely, cities with fewer stores like Vijayawada and Trivandrum show lower customer engagement and sales potential.

Focus on enhancing product offerings and marketing in top-performing cities to maximize sales potential.

Provide extra training and support to underperforming stores to boost sales and customer satisfaction.

Consider expanding store presence in promising cities like Mysore to capitalize on revenue growth opportunities.

Continuously monitor campaign performance and adjust strategies to optimize revenue and engagement.







## 2. Promotion Type & Product Price Analysis

The 0-500 price group accounts for the majority of customers (73%), contributing significantly to total revenue and quantity sold, indicating a strong presence in the budget-conscious segment.

BOGOF promotion type drives the highest Incremental Revenue (IR) and Incremental Sold Units (ISU), highlighting its effectiveness in attracting new customers and boosting sales volume.


Cashback offers (500 Cashback Promotion Type) generate the highest Total Revenue After Promotions despite representing a smaller customer base (7%) and targeting higher-priced products in the 2500-3000 range.





Consider offering BOGOF promotions as an alternative to traditional discount-based promotions due to their ability to generate positive IR and ISU, attracting value-seeking customers and encouraging larger purchases.

Explore strategies to further capitalize on the strong market presence in the 0-500 price group, potentially by introducing targeted promotions or expanding product offerings in this segment.






### 3. Product Category & Products Analysis

Combo1 drives high revenue despite low customer reach: Although only 7% of customers purchase from the "Combo1" category, it contributes the most to total revenue due to its high price point, indicating its value. However, expanding its reach could further enhance its impact.

The Combo1 product category generated the highest total revenue, followed by Grocery & Staples and Home Appliances. Conversely, the Personal Care category generated the lowest revenue despite having an equal customer base as Grocery & Staples and Home Care.

Different promotion types have varying impacts on revenue generation across product categories. For instance, the "BOGOF" promotion type is highly effective for categories like "Grocery & Staples," "Home Appliances," and "Home Care," driving significant revenue.






## 4. Business Requests


The high-value products "Atliq Double Bedsheet Set" and "Atliq Waterproof Immersion Rod" are being offered under a BOGOF promotion, potentially impacting revenue and profit margins due to reduced effective price per unit.

Home Appliances drive incremental sales effectively with the highest ISU percentage of 588, indicating significant potential for further growth.

Despite a relatively lower ISU percentage of 18, Grocery & Staples remain essential products for customers, suggesting the need for optimization strategies.








Top-performing products span various categories, including Grocery & Staples, Home Appliances, and Home Care, indicating broad appeal to customer needs and preferences.

Assess the effectiveness of the BOGOF promotion for high-value products and consider alternative promotional strategies aligned with business objectives and profitability targets

Optimize sales in the Grocery & Staples category by implementing personalized marketing campaigns, competitive pricing, and ensuring product availability to meet customer demand effectively





Thanks