Analyzing the Success of AtliQ Mart's Festive Campaigns

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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.

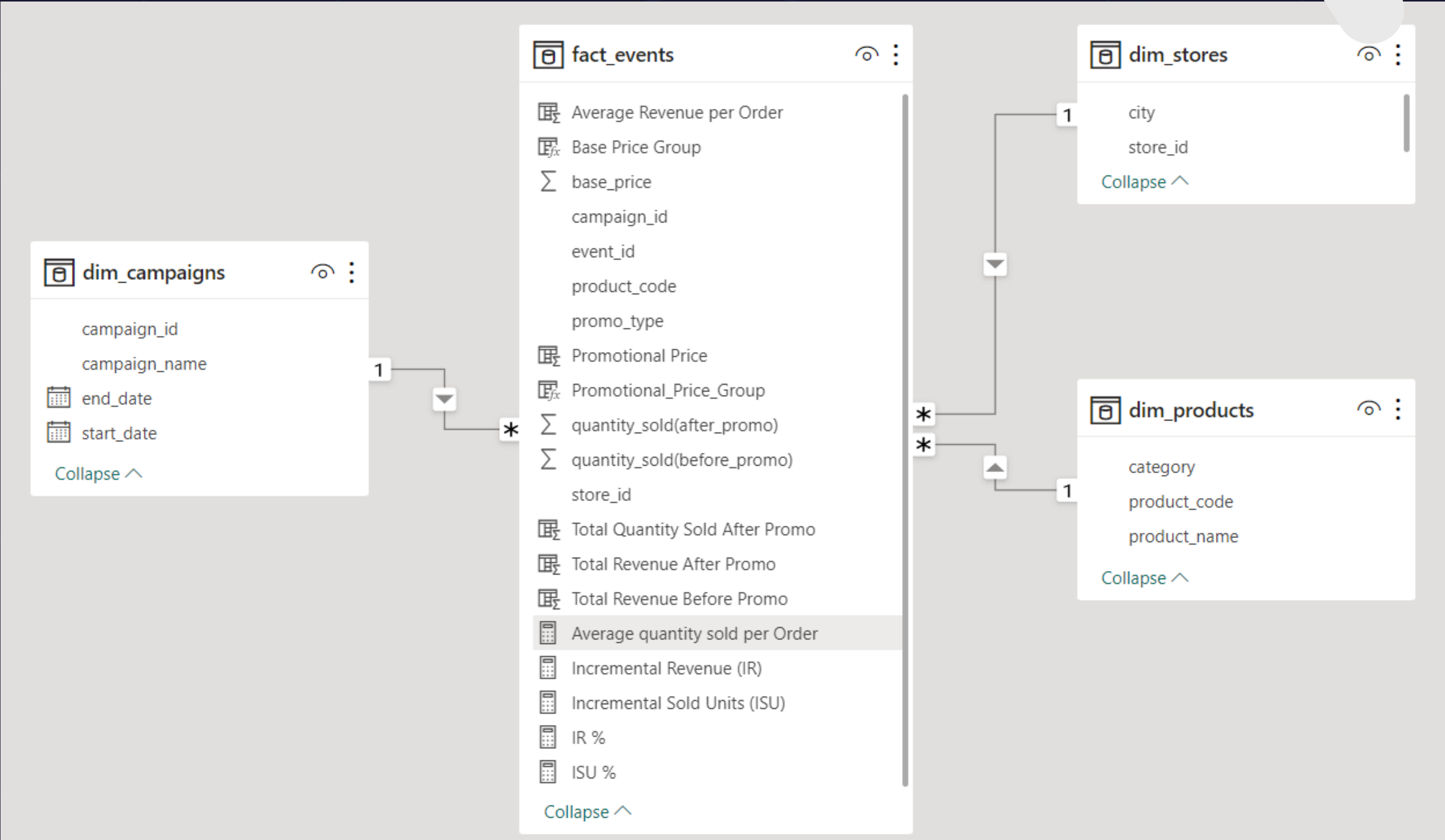**50 Stores**

Project`s Objective

AtliQ Mart offered fantastic deals and discounts to make shopping even more exciting during these festive times. We're going to dig into the numbers to see just how successful and fun these promotions were. Let's explore the facts and figures that show how AtliQ Mart made these festive seasons extra special for their customers.

Campaign	Start Date	End Date
Diwali	12-11-2023	18-11-2023
Sankranti	10-01-2024	16-01-2024

Incremental Revenue

Data Overview

Insights & Recommendations

1. Stores & Campaigns Performance Analysis

Diwali vs. Sankranti Campaign

Both Diwali and Sankranti campaigns attracted a similar number of customers, each accounting for 50% of the total. However, 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.

Top vs. Bottom Performing 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.

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.

Insights & Recommendations

2. Promotion Type & Product Price Analysis

Dominant Price Segment	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.
Cashback offers	Generating the highest Total Revenue After Promotions despite representing a smaller customer base (7%) and it is offered Products in the higher price range 2500-3000.
Discount offers (25%, 33%, 50%)	Generating negative IR, consider offering BOGOF promotions as an alternative to traditional discount-based promotions. BOGOF promotions can appeal to customers seeking value and incentivize larger purchases.

Insights & Recommendations

3. Product Category & Products Analysis

Combo1 dominant product

Combo1 drives high revenue despite low customer reach. Although representing only 7% of customers, the "Combo1" category contributes the most to total revenue due to its high price point. This suggests it's a valuable product offering, but reaching a wider audience could further elevate its impact.

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 dspite having equal customer base as Grocery & Staples, Home Care.

Product Category & Promotion type effectiveness

Different promotion types have varying impacts on revenue generation across product categories. For example, the "BOGOF" promotion type appears to be highly effective for categories like "Grocery & Staples," "Home Appliances," and "Home Care," driving substantial revenue.

- 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

product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

- 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.
- Assess the effectiveness of the BOGOF promotion for these high-value products. Consider whether the current discount aligns with business objectives and profitability targets, else consider offering bundled discounts, loyalty rewards, or value-added services instead of BOGOF.

2. List Number of Stores in each City

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

- 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.

Business Requests

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

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

- 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).

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

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

- 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.

Business Requests

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

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

- The top-performing products span across various categories, including Grosery & 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.

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

- Consider expanding the range of products within each category which can significantly enhance sales and offerings, catering to customer's preferences and needs.

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

- Diwali campaign has higher average revenue per order as compared to the Sankranti campaign. However, the average quantity sold per order is significantly lower for the Diwali campaign (290) compared to the Sankranti campaign (577), Indicating that customers may be purchasing higher-value products

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

- The Atliq_Home_Essential_8_Product_Combo stands out as the top-performing product in terms of average revenue per order, indicating its popularity and profitability. Analyze the composition of this combo pack and identify the key drivers of its success to replicate strategies to offer similar combo deals for other product categories to capitalize on the success of Combo1 and potentially increase average order value.

- Products like Sonamasuri Rice and Farm Chakki Atta, demonstrate strong performance in terms of quantity sold per order, highlighting the consistent demand for essential food items. Consider offering more grocery products to capitalize on consumer preferences for staple goods.

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 Applances	241587	474
Atliq_High_Glo_15W_LED_Bulb	Home Applances	104748	599

- Implement bundling options for products within same category to encourage customers to explore additional items and increase their overall purchase value.

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.
- Stores like STMLR-0 and STVSK-4 lag in sales and engagement, requiring additional support.
- 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.

Summarized key findings & Recommendations

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.

Summarized key findings & Recommendations

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.

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

Summarized key findings & Recommendations

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.
- Conduct a detailed market analysis to identify growth opportunities based on city-specific demand, demographics, and consumer behavior.
- Capitalize on the effectiveness of Home Appliances in driving incremental sales by expanding product range or launching targeted promotions in this category.
- Optimize sales in the Grocery & Staples category by implementing personalized marketing campaigns, competitive pricing, and ensuring product availability to meet customer demand effectively.

Summarized key findings & Recommendations

5. Research Questions:

- Expanding the range of products within each category can significantly enhance sales and offerings, catering to customer preferences and needs.
- The Diwali campaign has a higher average revenue per order compared to Sankranti, indicating potential higher-value purchases during Diwali.
- The Atliq_Home_Essential_8_Product_Combo is the top-performing product in terms of average revenue per order, suggesting its popularity and profitability.
- Products like Sonamasuri Rice and Farm Chakki Atta demonstrate strong performance in terms of quantity sold per order, indicating consistent demand for essential food items.

- Analyze the composition of the top-performing combo pack to replicate successful strategies and offer similar bundle deals for other product categories to increase average order value.
- Consider expanding the range of grocery products to capitalize on consumer preferences for staple goods.
- Implement bundling options for products within the same category to encourage customers to explore additional items and increase their overall purchase value.

THANK YOU

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