

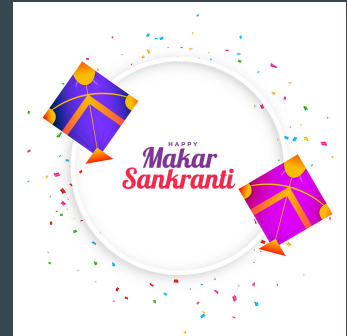
# Analyse Promotions and provide Tangible Insights to Sales Director

**INTRODUCTION :-** AtiQ is a 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 on their AtliQ branded products.

**PURPOSE:-** Analyse the Performance of Promotion if Promotion increase sales unit and revenue then promotion will again implement in future festivals and which type of Promotion do well.

# AtliQ Mart Store Promotion Festivals

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graph TD; A[AtliQ Mart Store Promotion Festivals] --> B[Diwali Festival Offers]; A --> C[Happy Makar Sankranti];
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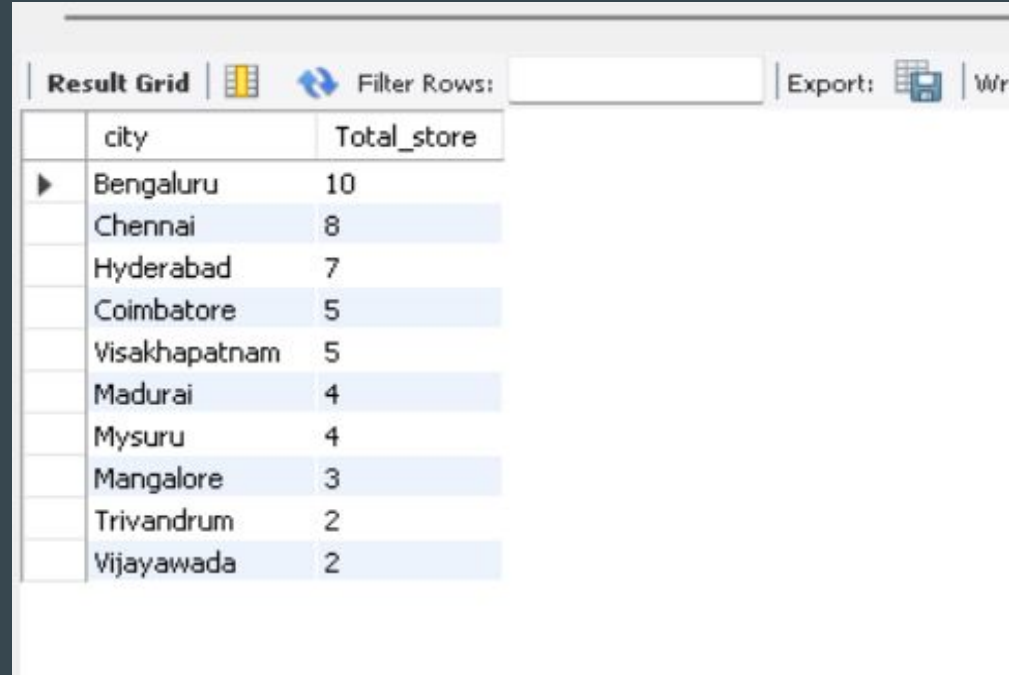


List of products with base ties greater than '500' and that are featured in Promo type of BOGOF(Buy One Get One Free).

|                    |                                |                 |            |
|--------------------|--------------------------------|-----------------|------------|
| Result Grid        |                                |                 |            |
| Filter Rows:       |                                |                 |            |
| Export:            |                                |                 |            |
| Wrap Cell Content: |                                |                 |            |
|                    | product_name                   | category        | base_price |
| ▶                  | Atliq_Double_Bedsheet_set      | Home Care       | 1190       |
|                    | Atliq_waterproof_Immersion_Rod | Home Appliances | 1020       |

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 city with the highest store presents.

- Highest No. of Store:- Bengaluru
- Lowest No. of Store:- Vijayawada



The screenshot shows a software interface with a 'Result Grid' tab. It includes a 'Filter Rows' search bar and an 'Export' button. The table below lists 12 cities with their corresponding total store counts, sorted from highest to lowest.

|   | city          | Total_store |
|---|---------------|-------------|
| ▶ | Bengaluru     | 10          |
|   | Chennai       | 8           |
|   | Hyderabad     | 7           |
|   | Coimbatore    | 5           |
|   | Visakhapatnam | 5           |
|   | Madurai       | 4           |
|   | Mysuru        | 4           |
|   | Mangalore     | 3           |
|   | Trivandrum    | 2           |
|   | Vijayawada    | 2           |

A report that calculates the incremental sold Unit(ISU) for each category during the Deepavali campaign additionally prohibit rankings for the category based on their ISU%.The report will include three fields: category ,ISU % ,Rank Order

| Result Grid  |               |                      |                     |              |
|--------------|---------------|----------------------|---------------------|--------------|
| Filter Rows: |               | Export:              | Wrap Cell Content:  | Fetch rows:  |
|              | campaign_name | before_promo_revenue | after_promo_revenue | promo_type   |
| ►            | Sankranti     | 6460                 | 9880                | 50% OFF      |
|              | Diwali        | 61308                | 50232               | 25% OFF      |
|              | Sankranti     | 6600                 | 25500               | BOGOF        |
|              | Diwali        | 987000               | 3000000             | 500 Cashback |
|              | Diwali        | 5940                 | 5115                | 25% OFF      |
|              | Diwali        | 17290                | 22040               | 50% OFF      |
|              | Sankranti     | 1550                 | 1300                | 25% OFF      |
|              | Diwali        | 25550                | 85750               | BOGOF        |
|              | Sankranti     | 35700                | 94010               | BOGOF        |
|              | Sankranti     | 63600                | 253000              | BOGOF        |
|              | Diwali        | 32370                | 29050               | 25% OFF      |
|              | Sankranti     | 378000               | 906000              | 500 Cashback |
|              | Diwali        | 9548                 | 12834               | 50% OFF      |
|              | Diwali        | 99470                | 78300               | 25% OFF      |
|              | Sankranti     | 299280               | 412800              | 33% OFF      |
|              | Sankranti     | 12900                | 50100               | BOGOF        |
|              | Sankranti     | 16185                | 13695               | 25% OFF      |
|              | Diwali        | 28208                | 40592               | 33% OFF      |
|              | Sankranti     | 9130                 | 6640                | 25% OFF      |
|              | Sankranti     | 16500                | 63900               | BOGOF        |
|              | Diwali        | 42840                | 171360              | BOGOF        |
|              | Diwali        | 29400                | 118300              | BOGOF        |
|              | Diwali        | 12540                | 16720               | 50% OFF      |
|              | Sankranti     | 35088                | 50052               | 33% OFF      |

I report that calculate the incremental sold quantity ISU %4 forcategory during the Diwali campaign additionally prohibit ranking poser category based on their ICU %.report will include three key fields category ISU percentand rank order this information will assist in the ascending order category why success can impact of Diwali compaign on incremental sales.

- Highest Sales category:-  
Home Appliances
- Lowest Sales category:-  
Home Care

| Result Grid  |                   |                       |                      |                    |          |
|--------------|-------------------|-----------------------|----------------------|--------------------|----------|
| Filter Rows: |                   | Export:               |                      | Wrap Cell Content: |          |
|              | category          | Quantity_before_promo | Quantity_after_promo | ISU_percentage     | rankings |
| ▶            | Home Appliances   | 5230                  | 36006                | 588.45%            | 1        |
|              | Home Care         | 4794                  | 32916                | 586.61%            | 2        |
|              | Combo1            | 16791                 | 50769                | 202.36%            | 3        |
|              | Grocery & Staples | 29152                 | 43117                | 47.90%             | 4        |
|              | Personal Care     | 16843                 | 22074                | 31.06%             | 5        |
|              | Grocery & Staples | 28977                 | 25503                | -11.99%            | 6        |
|              | Home Care         | 8532                  | 7480                 | -12.33%            | 7        |

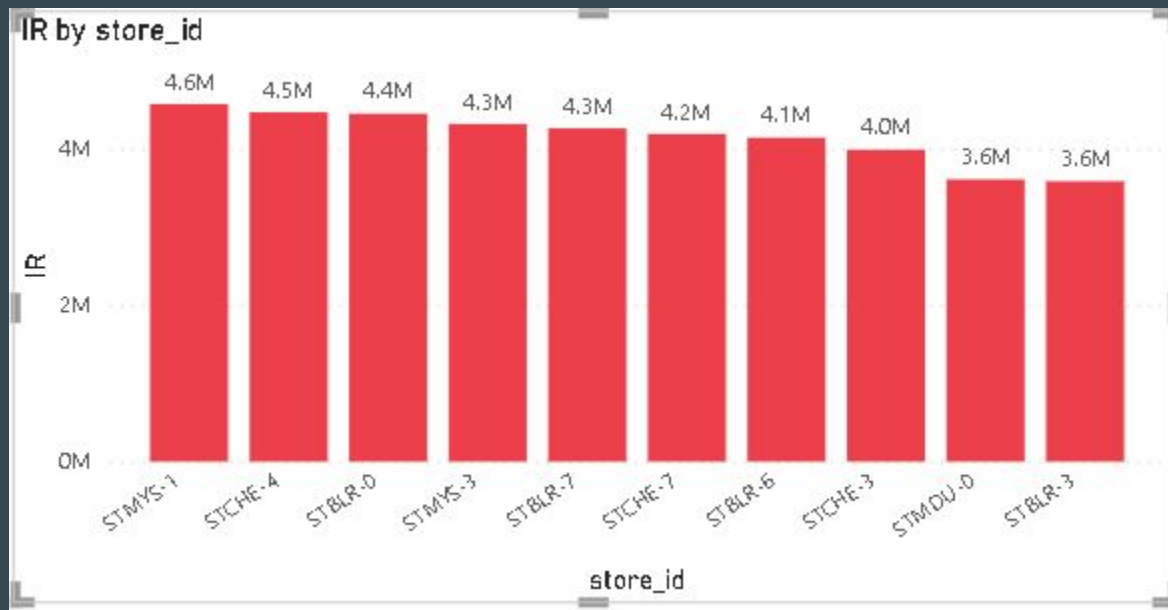
Create a report featuring the top five products ranked by incremental revenue percentage (IR %) across all campaigns the report will provide essential information including product ,name ,category and IR %.

| Result Grid  |                                |                   |                      |                     |         |
|--------------|--------------------------------|-------------------|----------------------|---------------------|---------|
| Filter Rows: |                                | Export:           |                      | Wrap Cell Content:  |         |
|              | Product_name                   | category          | Revenue_before_promo | Revenue_after_promo | IR      |
| ►            | Atliq_Suflower_Oil (1L)        | Grocery & Staples | 3251400              | 12237000.00         | 276.36% |
|              | Atliq_Farm_Chakki_Atta (1KG)   | Grocery & Staples | 6813550              | 25559600.00         | 275.13% |
|              | Atliq_waterproof_Immersion_Rod | Home Appliances   | 6597360              | 24158700.00         | 266.19% |
|              | Atliq_High_Glo_15W_LED_Bulb    | Home Appliances   | 2885750              | 10474800.00         | 262.98% |
|              | Atliq_Double_Bedsheet_set      | Home Care         | 5001570              | 17919020.00         | 258.27% |

- Highest Product IR %:- 276.36%
- Lowest Product IR % :-258.27 %

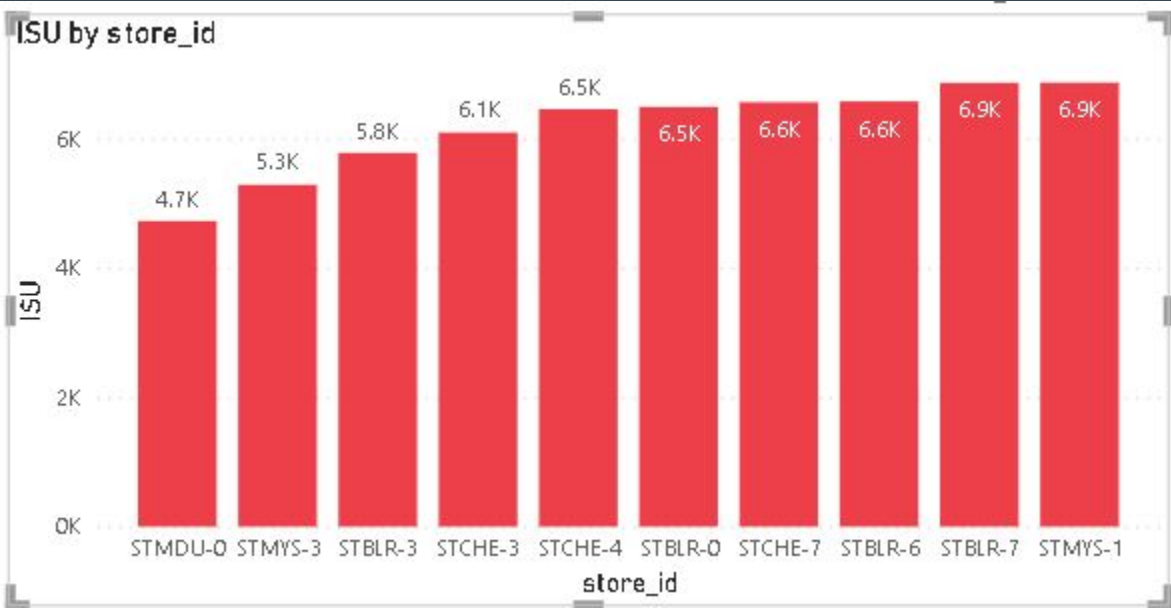
Which are the top 10 stores in term of incremental revenue generated from the promotions.

- Highest Revenue Of Store:- STMYS-1 -( 4.6 Million)
- Lowest Revenue of Store:- STBLR-3- (3.6 Million)





Which are the bottom 10 stores when it comes to incremental Sold unit (ISU) during the promotional Period.



How does the performance of stores Vary by city ? Are there any common characteristics among the top performing to that could be legit other stores.

- Highest Revenue Of Store city:-  
Bengaluru -( 304 Million)
- Lowest Revenue Of Store city:-  
Trivandrum- (3 Million)



What are the top two promotions types that resulted in the highest incremental Revenue.

TOP 2 PROMOTIONS :-

500 Cashback - IR( 123 M)

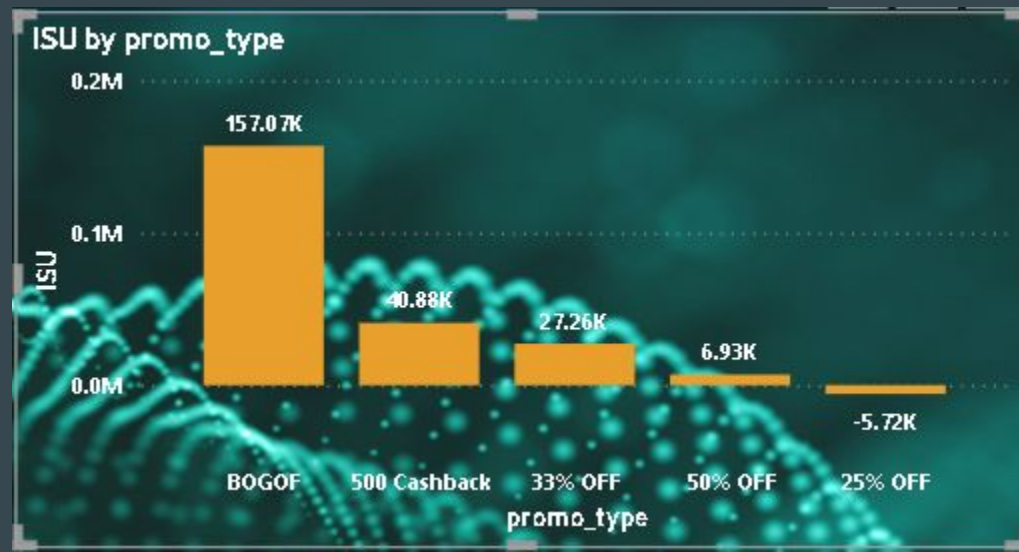
BOGOF - IR(22 M)



What are the bottom two promotions type in term of their impact on incremental sold units.

Bottom 2 PROMOTIONS A/C ISU :-

25% Off - ISU(-5.27K)  
50% Off -ISU(6.93K)



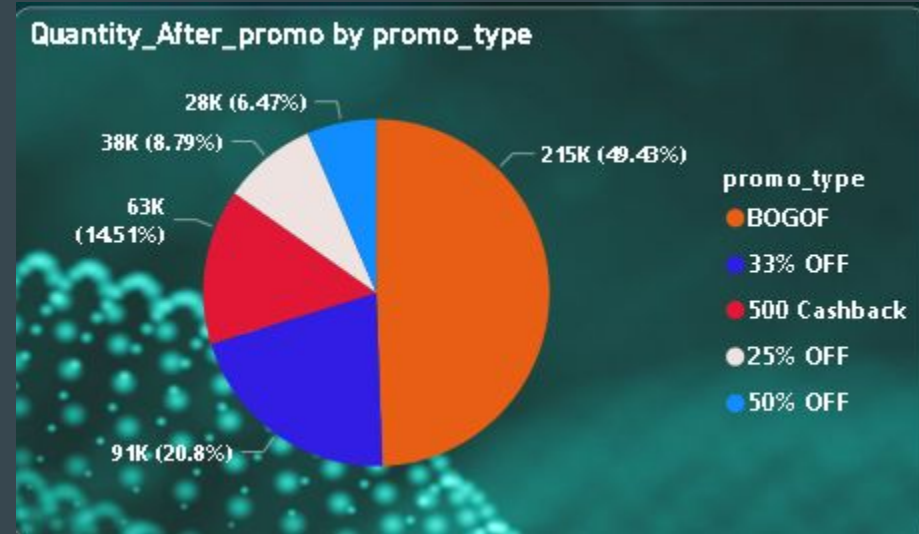
Is there a significant difference in the performance of discount based promotions vs BOGOF(Buy One Get One free) or cash back promotions.

Difference Between BOGOF vs cashback A/c to unit of sales:-

BOGOF - 215 K

500 Cashback - 63k

Difference = 152k



Which promotions we strike the best balance between incremental sold units and maintaining health margins?

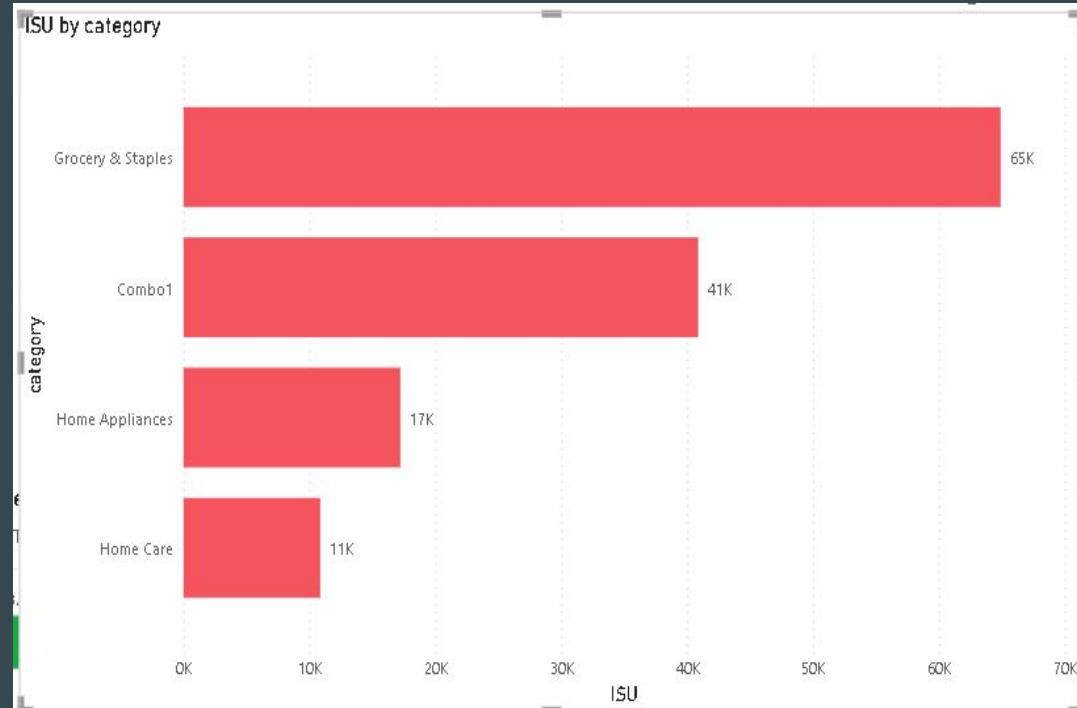
Balance Increamental Promotion ;-

33% off



Which product category so the most significant lived in sales from the promotion?

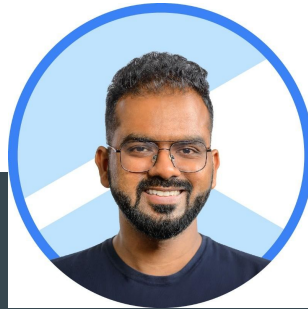
- Highest sales of Category:- Grocery & Staples(65 k )
- Lowest sales of Category:- Home care (11 k )



# Thank You



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Hemanand  
V., Co-founder and  
CEO of Codebasics.io



Codebasics.io all Team  
Member