



ATLIQ MART PROMOTIONS ANALYSIS

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Problem Statement



AtliQ Mart, a retail giant operates over 50 supermarkets in Southern region of India.



During Diwali 2023 and Sankranti 2024, AtliQ Mart ran promotional campaigns for its AtliQ branded products across all 50 Stores.



The purpose of these promotions was to gauge their effectiveness and inform decisions for future promotional periods. Evaluation is needed to determine which promotions performed well and which ones did not meet expectations.



Analyzing the outcomes will enable AtliQ Mart to make informed decisions for upcoming promotional activities



Objective



Evaluate the performance of promotional campaigns during Diwali 2023 and Sankranti 2024 for AtliQ Mart's branded products.



Use the findings to inform decision-making for future promotional activities.



Identify successful strategies employed during the promotions. Determine areas for improvement in the promotional campaigns.



Aim to enhance the effectiveness and efficiency of future marketing efforts.



Dashboard





AtliQ Mart Sales Analysis

**STORE****PROMOTION****PRODUCT**

city

All

category

All

product_name

All

campaign

☐ Diwali☐ Sankranti

Total Stores

50

Total Product

15

Total sales

645K

Total Revenue

489M

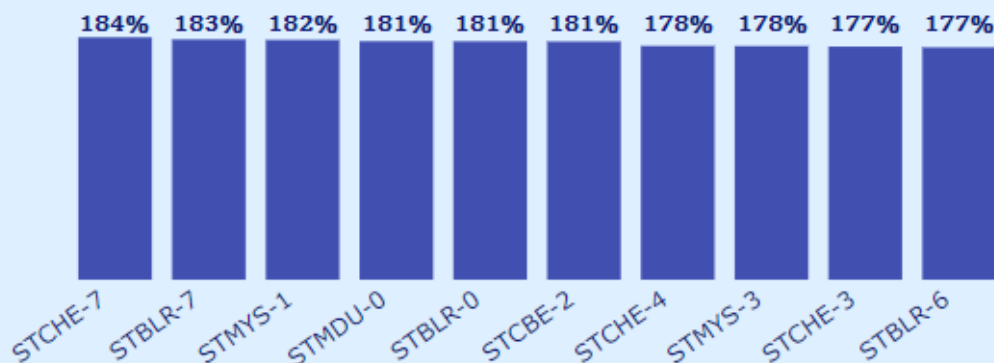
IR %

147.23%

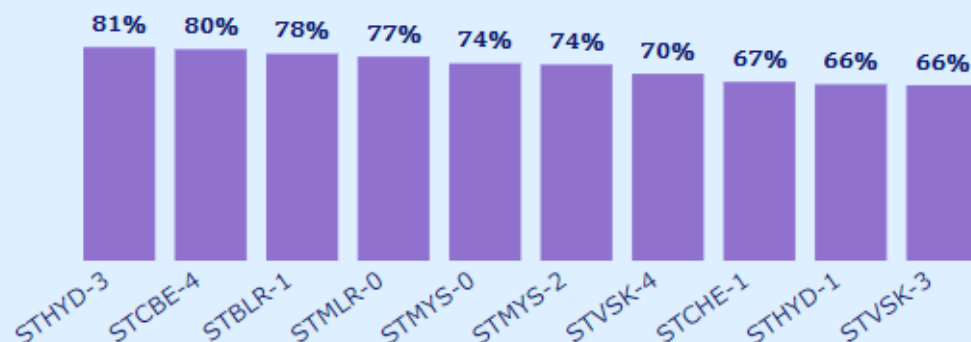
ISU %

108.31%

Top 10 Stores by IR% (Incremental Revenue %)

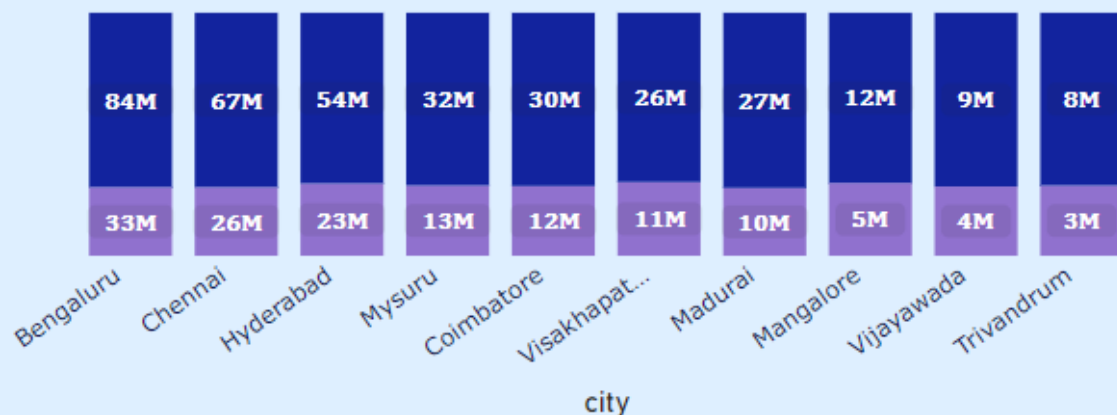


Bottom 10 Stores by ISU% (Incremental sold unit %)



Total Revenue by city

● Total Revenue (before Promo) ● Total Revenue (after Promo)



store_id	city	Total sales	Total Revenue	ISU %	IR %
STCHE-7	Chennai	17K	13M	131.57%	184.14%
STBLR-7	Bengaluru	17K	13M	136.99%	182.54%
STMYS-1	Mysuru	17K	14M	139.73%	182.15%
STMDU-0	Madurai	12K	10M	131.73%	181.15%
STBLR-0	Bengaluru	16K	13M	131.37%	181.09%
STCBE-2	Coimbatore	12K	9M	138.74%	180.91%
STCHE-4	Chennai	17K	13M	126.68%	177.62%
STMYS-3	Mysuru	14K	12M	116.16%	177.53%
STCHE-3	Chennai	16K	13M	125.00%	177.07%
Total		645K	489M	108.31%	147.23%



AtliQ Mart Sales Analysis

**STORE****PROMOTION****PRODUCT**

city

All

category

All

promo_type

All

campaign

☐ Diwali☐ Sankranti

Total sales

645K

Total Revenue

489M

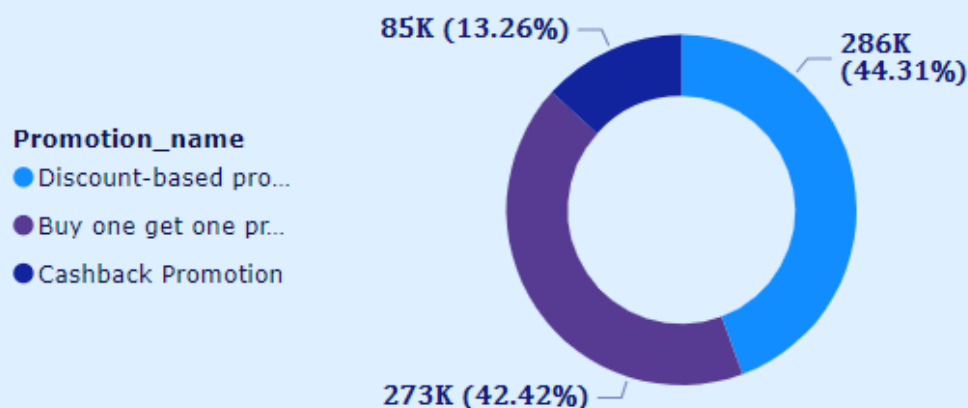
IR %

147.23%

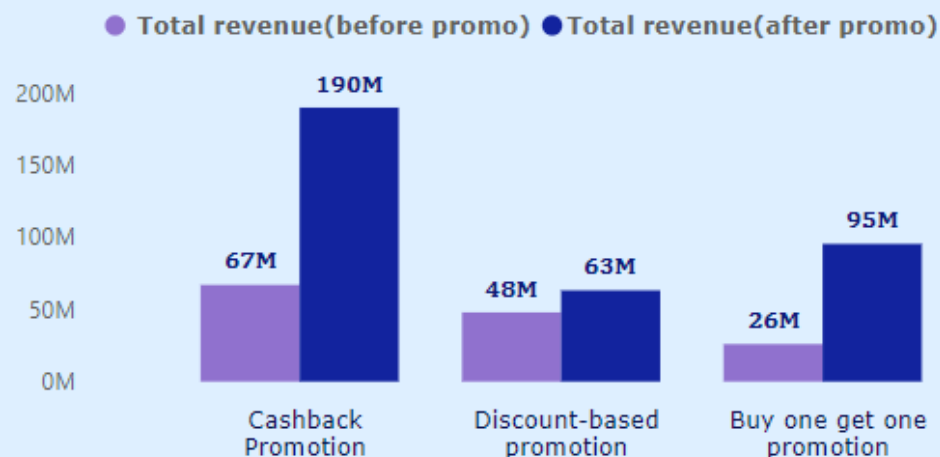
ISU %

108.31%

Total sales by Promotion_name



Total revenue by Promo_Type



promo_type	IR %	ISU %	Sales % (before Promo)	Sales % (after Promo)	Total Revenue (before Promo)	Total Revenue (after Promo)	Total quantity sold before promo	Total quantity sold after promo
25% OFF	-12.81%	-12.99%	53.47%	46.53%	9M	8M	44K	38K
33% OFF	42.87%	43.04%	41.15%	58.85%	37M	52M	63K	91K
50% OFF	32.81%	32.63%	42.99%	57.01%	2M	3M	21K	28K
500 Cashback	183.33%	183.33%	26.09%	73.91%	67M	190M	22K	63K
BOGOF	267.35%	269.98%	21.28%	78.72%	26M	95M	58K	215K
Total	147.23%	108.31%	32.43%	67.57%	141M	348M	209K	435K



AtliQ Mart Sales Analysis

**STORE****PROMOTION****PRODUCT**

city



All



category



All



product_name



All



campaign

☐ Diwali☐ Sankranti

Total sales

645K

Total Revenue

489M

IR %

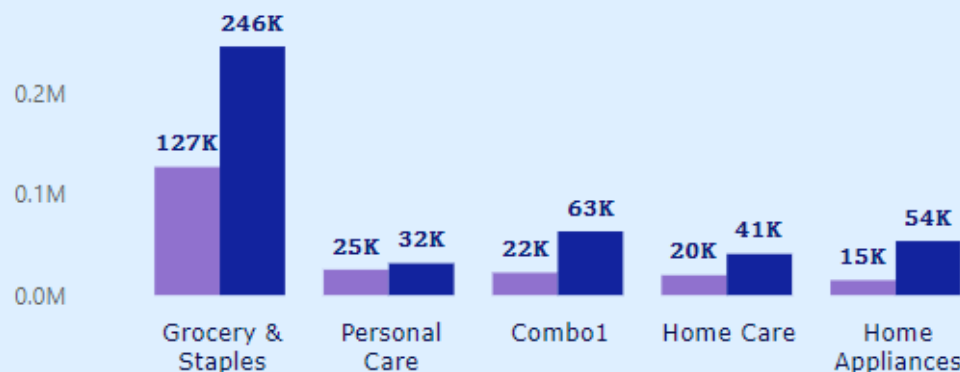
147.23%

ISU %

108.31%

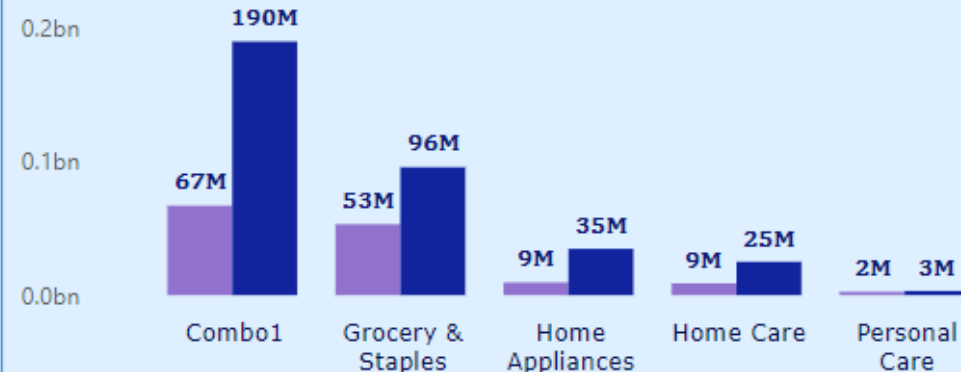
Total sales by category

● Total sales (before Promo) ● Total sales (after Promo)



Total Revenue by category

● Total Revenue (before Promo) ● Total Revenue (after Promo)



category

products

promo_type

Base_price

Sales %
(before Promo)Sales %
(after Promo)Revenue %
(before Promo)Revenue %
(after Promo)

IR %

ISU %

Personal Care	Atliq_Cream_Beauty_Bathi ng_Soap (125GM)	25% OFF	2500	55.12%	44.88%	55.12%	44.88%	-18.58%	-18.58%
Personal Care	Atliq_Body_Milk_Nourishi ng_Lotion (120ML)	25% OFF	4500	54.85%	45.15%	54.85%	45.15%	-17.70%	-17.70%
Home Care	Atliq_Fusion_Container_Se t_of_3	25% OFF	41500	53.80%	46.20%	53.80%	46.20%	-14.12%	-14.12%
Total			827950	32.43%	67.57%	28.80%	71.20%	147.23%	108.31%



Ad-Hoc Business Request







Business Request -1



- At AtliQ Mart, the Double Bedsheet Set (₹1190) and Waterproof Immersion Rod (₹1020) are highlighted as high-value items. These products are currently available at substantial discounts through 'BOGOF' (Buy One, Get One Free) promotions.

Result Grid  Filter Rows: <input type="text"/> Export: 			
	Product	Base_Price	Promo_Type
▶	Atliq_waterproof_Immersion_Rod	1020	BOGOF
	Atliq_Double_Bedsheet_set	1190	BOGOF



Business Request -2



- Bangalore, Chennai, and Hyderabad, the leading three cities, together account for 50% of all stores in the southern region of India

Result Grid			Filter Rows:	Export:
	City	Store_Count		
▶	Bengaluru	10		
	Chennai	8		
	Hyderabad	7		
	Visakhapatnam	5		
	Coimbatore	5		
	Mysuru	4		
	Madurai	4		
	Mangalore	3		
	Vijayawada	2		
	Trivandrum	2		



Business Request -3



- The Diwali campaign saw a remarkable surge in total revenue, soaring from 83 million to 207 million after the promotion, indicating an impressive 151% increase.
- Following the Sankranti campaign, the total revenue surged from 58 million to 140 million after the promotion, showcasing a notable 141% increase.

Result Grid			
Filter Rows:		Export:	
Campaign_Name	Revenue_Before_Campaign	Revenue_after_Campaign	
Diwali	82.57 M	207.46 M	
Sankranti	58.13 M	140.40 M	



Business Request -4



- ISU% quantifies the percentage change in items sold post-promotion in comparison to pre-promotion levels.

Result Grid				Filter Rows:	Export:
	category	ISU_Percentage	Rank_order		
▶	Home Appliances	244.23	1		
	Combo1	202.36	2		
	Home Care	79.63	3		
	Personal Care	31.06	4		
	Grocery & Staples	18.05	5		



Business Request -5



- IR% represents the percentage variance in revenue after a promotion compared to before the promotion

Result Grid				Filter Rows:	Export:	Wrap Cell Content:
	Product	IR_Percentage	Rank_Order			
▶	Atliq_waterproof_Immersion_Rod	266.19	1			
	Atliq_High_Glo_15W_LED_Bulb	262.98	2			
	Atliq_Double_Bedsheet_set	258.27	3			
	Atliq_Curtains	255.34	4			
	Atliq_Home_Essential_8_Product_Combo	183.33	5			



Recommendations



- ❖ Optimize retail operations in Bengaluru, Chennai, and Hyderabad cities to maximize profitability. Explore expansion opportunities in other promising cities while maintaining focus on top-performing locations.
- ❖ Focus on customer engagement and retention strategies in Bengaluru, Chennai, and Hyderabad to further enhance sales and revenue. Enhance operational efficiency in these cities to streamline processes and reduce costs.
- ❖ Invest in impactful promotional campaigns during festive seasons to capitalize on increased consumer spending.
- ❖ Analyze campaign strategies to identify successful tactics for replication in future campaigns. Allocate resources and marketing efforts towards categories with higher Incremental Sales Uplift (ISU%) to capitalize on seasonal demand.
- ❖ Prioritize top-performing products in promotional activities and ensure sufficient stock availability to meet increased demand and maximize sales potential.



THANK
YOU

