



UNVEILING THE  
IMPACT  
*ATLIQMART'S PROMOTIONAL*  
*CAMPAIGN ANALYSIS*



# AGENDA

- **Introduction**  
Overview of our study
- **Questions**  
Research questions we explored
- **Dashboards**  
Tools for data collection and analysis
- **Findings**  
Key insights from our study
- **Conclusion**  
Implications for professionals.

# INTRODUCTION

Atliq Mart, a prominent retail giant with 50 supermarkets situated in the southern region of India, recently executed a massive promotional campaign during Diwali 2023 and Sankranti 2024. Ascertaining the efficacy of the campaign, the sales director of Atliq Mart is keen on identifying which of the promotions were successful and which ones were not.



# QUESTIONS

## Promotion Type Analysis

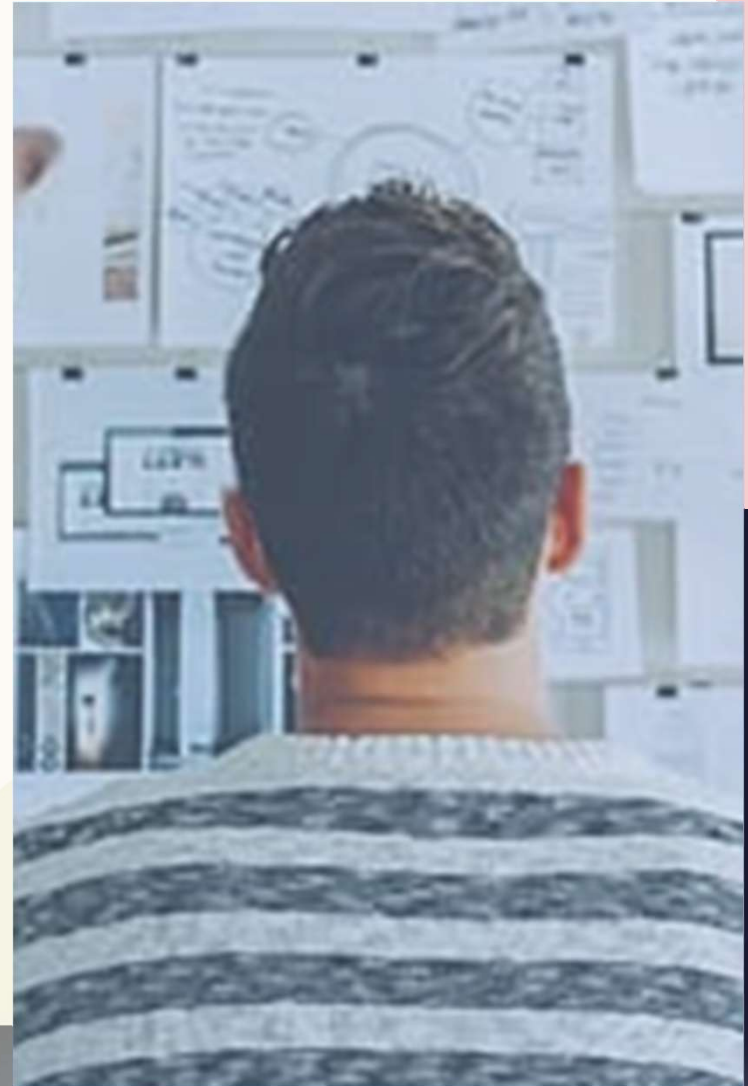
- Which types of promotion works better in Diwali & Sankranti?

## Store Performance Analysis

- Highest performing stores in each cities

## Product Analysis

- highest performing product and category



# DASHBOARD

[https://public.tableau.com/views/AtliQMartsInsights/AtliQMart?:language=en-US&:sid=&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/AtliQMartsInsights/AtliQMart?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link)

# TABLES

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## Average Revenue Based on Categories

category	promo_type	avg_revenue
Combo1	500 Cashback	1226430
Grocery & Staples	BOGOF	277316.5
Grocery & Staples	33% OFF	78321.06
Grocery & Staples	25% OFF	-7717.54
Home Appliances	BOGOF	125752
Home Care	BOGOF	82174.75
Home Care	25% OFF	-1738.8
Personal Care	50% OFF	2365.41
Personal Care	25% OFF	-553.5

## Change in Revenue Before and After Campaign

campaign_id	campaign_name	revenue_before_campaign	revenue_after_campaign
CAMP_SAN_01	Sankranti	58127429	140403941
CAMP_DIW_01	Diwali	82573759	207456209

## Incremental Sales unit Percentage and Ranking

category	TQS before promotion	TQS after promotion	Incremental sales unit (%)	Category wise Rank
Home Appliances	5230	18003	244.2256	1
Combo1	16791	50769	202.3584	2
Home Care	13326	23938	79.6338	3
Personal Care	16843	22074	31.0574	4
Grocery & Staples	58129	68620	18.0478	5

## Impact of Promotion



# TABLES

## Top 3 and Bottom 3 Products of Atliq Mart

category	product_name	avg_revenue	performance_ratio
Combo1	Atliq_Home_Essential_8_Product_Combo	1226430	8.8803544
Grocery &	Atliq_Farm_Chakki_Atta (1KG)	182487	1.32135485
Home Appliances	Atliq_waterproof_Immersion_Rod	175613.4	1.27158438
Personal Care	Atliq_Body_Milk_Nourishing_Lotion (120ML)	705.6	0.00510912
Home Care	Atliq_Scrub_Sponge_For_Dishwash	-427.35	-0.00309436
Home Care	Atliq_Fusion_Container_Set_of_3	-3050.25	-0.0220863

## Top 3 and Bottom 3 Stores of Atliq Mart

store_id	avg_revenue	performance_ratio
STMYS-1	214898.7	1.56
STCHE-4	210590.37	1.52
STBLR-0	205296.87	1.49
STVSK-3	77781.77	0.56
STTRV-1	74995.43	0.54
STMLR-0	58435.9	0.42

## Highest Performing Product in each city

city	product_name	total_sales
Bengaluru	Atliq_Farm_Chakki_Atta (1KG)	11976
Chennai	Atliq_Farm_Chakki_Atta (1KG)	9815
Coimbatore	Atliq_Farm_Chakki_Atta (1KG)	4822
Hyderabad	Atliq_Farm_Chakki_Atta (1KG)	7279
Madurai	Atliq_Farm_Chakki_Atta (1KG)	3721
Mangalore	Atliq_Farm_Chakki_Atta (1KG)	1725
Mysuru	Atliq_Home_Essential_8_Product_Combo	3995
Trivandrum	Atliq_Suflower_Oil (1L)	1089
Vijayawada	Atliq_Farm_Chakki_Atta (1KG)	1258
Visakhapatnam	Atliq_Farm_Chakki_Atta (1KG)	3703

## Least Performing Product in each city

city	product_name	total_sales
Bengaluru	Atliq_Scrub_Sponge_For_Dishwash	-193
Chennai	Atliq_Scrub_Sponge_For_Dishwash	-139
Coimbatore	Atliq_Scrub_Sponge_For_Dishwash	-68
Hyderabad	Atliq_Fusion_Container_Set_of_3	-133
Madurai	Atliq_Scrub_Sponge_For_Dishwash	-50
Mangalore	Atliq_Scrub_Sponge_For_Dishwash	-29
Mysuru	Atliq_Fusion_Container_Set_of_3	-70
Trivandrum	Atliq_Fusion_Container_Set_of_3	-9
Vijayawada	Atliq_Scrub_Sponge_For_Dishwash	-19
Visakhapatnam	Atliq_Fusion_Container_Set_of_3	-79



## FINDING

- Grocery and Staples and combo are highest selling categories and Home care is least performing category.
- STMYS-1(Mysore) is highest performing store and Atliq Farm Chakki Atta 1kg is highest selling product is this store.
- STMLR-0(Mangalore) is least performing store and Atliq Fusion Container Set of 3 is least selling product is this store.
- Average revenue increased 1.41 times after Sankranti campaign and 1.52 times after Diwali campaign.





## CONCLUSION

- ❑ It has come to our attention that Atliq Mart is facing challenges in meeting the expected performance standards in *Visakhapatnam*. We believe that it is important to address this issue and take the necessary measures to improve the situation.
- ❑ Our findings indicate that the categories of *Home care* and *Personal care* necessitate improvement as certain products within these segments are underperforming. To enhance the quality of products and services, we must identify and address areas that require attention. Our research suggests that this is a critical step toward improving customer satisfaction and loyalty.
- ❑ The promotional tactic of offering a free item with the purchase of another and providing customers with a cashback of INR 500 has demonstrated a significant increase in revenue, surpassing all other promotional strategies. Notably, stores located in Bangalore, Chennai, and Mysore have exhibited commendable performance across all categories.

The background features a dark navy blue field. On the left, a large, light cream-colored circle is partially visible. On the right, a large, light pink circle overlaps the cream one. Within the pink circle, there are several concentric white circles of varying radii. The text is positioned on the left side of the image.

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**GitHub LINK:** <https://github.com/kngr99sagnik/CodeBasic-Challenge-9>

**Thank  
you**