



AtliQ Mart Analysis

Ad-Hoc-Requests

Q1. Provide a list of products with a base price greater than 500 and that are featured in promotion type of BOGOF (Buy One Get One Free). This information will help us identifying high-value Products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.



product_name
Atliq_Double_Bedsheet_set
Atliq_waterproof_Immersion_Rod

Q2. Generate a report that provides an overview of the number of stores in each city. The results will be stored in descending order of store counts, allowing us to identify the cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.

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

Q3.Generate a report that displays each campaign along with the total revenue generated before and after the campaign ? The report includes three key fields: campaign_name , total_revenue(before_promotion), total_revenue (after_promotion).This report should help in evaluating the financial impact of our promotional campaigns.(Display the value in million).



campaign_name	total_revenue(before_promo)	total_revenue(after_promotion)
Sankranti	5.8127	12.414687
Diwali	8.2574	17.145978



Q4. Produce a report that calculates the Incremental Sold Quantity(ISU%) for each category during the Diwali campaign. Additionally, provide ranking for the categories based on their ISU%. The Report will include three key fields: category, ISU% and rank order. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

Note-ISU% is calculated as the percentage increase/decrease in quantity sold(after promo) compared to quantity sold(before promo).

category	ISU%	rank_order	category	ISU%	rank_order
Home Appliances	588.5	1	Home Appliances	244.226	1
Home Care	203.1	2	Combo1	202.358	2
Combo1	202.4	3	Home Care	79.6338	3
Personal Care	31.06	4	Personal Care	31.0574	4
Grocery & Staples	18.05	5	Grocery & Staples	18.0478	5

Note-Second Result is valid if in Promotion type BOGOF(Buy One Get One Free) two product counted as one

Q5.create a report featuring the top 5 Products ranked by incremental revenue percentage(ir%), across all campaigns. The report will provide essential information including product name ,category and IR%. This analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimization.



product_name	category	IR%
Atliq_waterproof_Immersion_Rod	Home Appliances	266
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	263
Atliq_Double_Bedsheet_set	Home Care	258
Atliq_Curtains	Home Care	255
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	160



Thanks For Watching

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