



AtliQ Mart

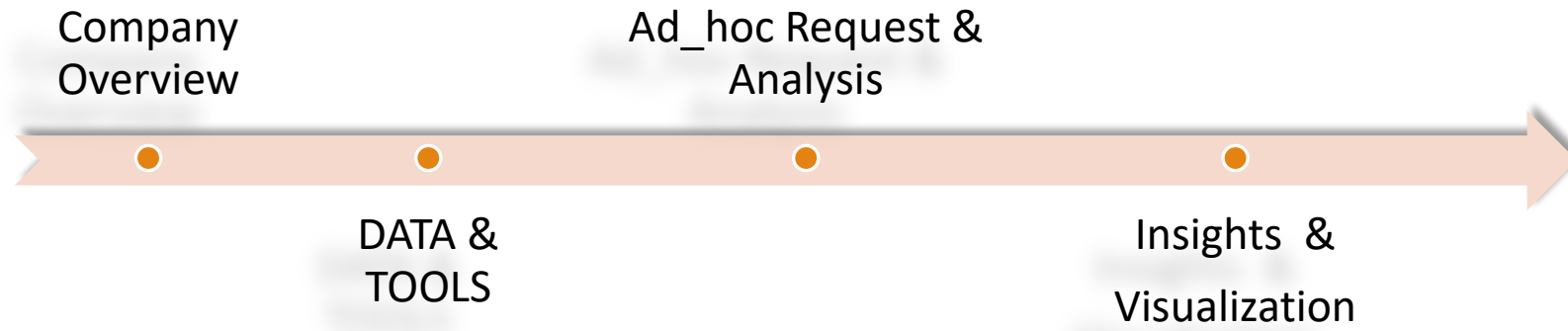
Promotional Campaign Analysis

Presented by Shakti Singh



SQL Resume Challenge

AGENDA



Company Overview :-

Intro :-

AtliQ Mart – A leading supermarket chain in the southern region of India, with over **50 supermarkets** serving customers across multiple cities.

Problem :-

AtliQ Mart ran large promotions on AtliQ-branded products during Diwali 2023 and Sankranti 2024.

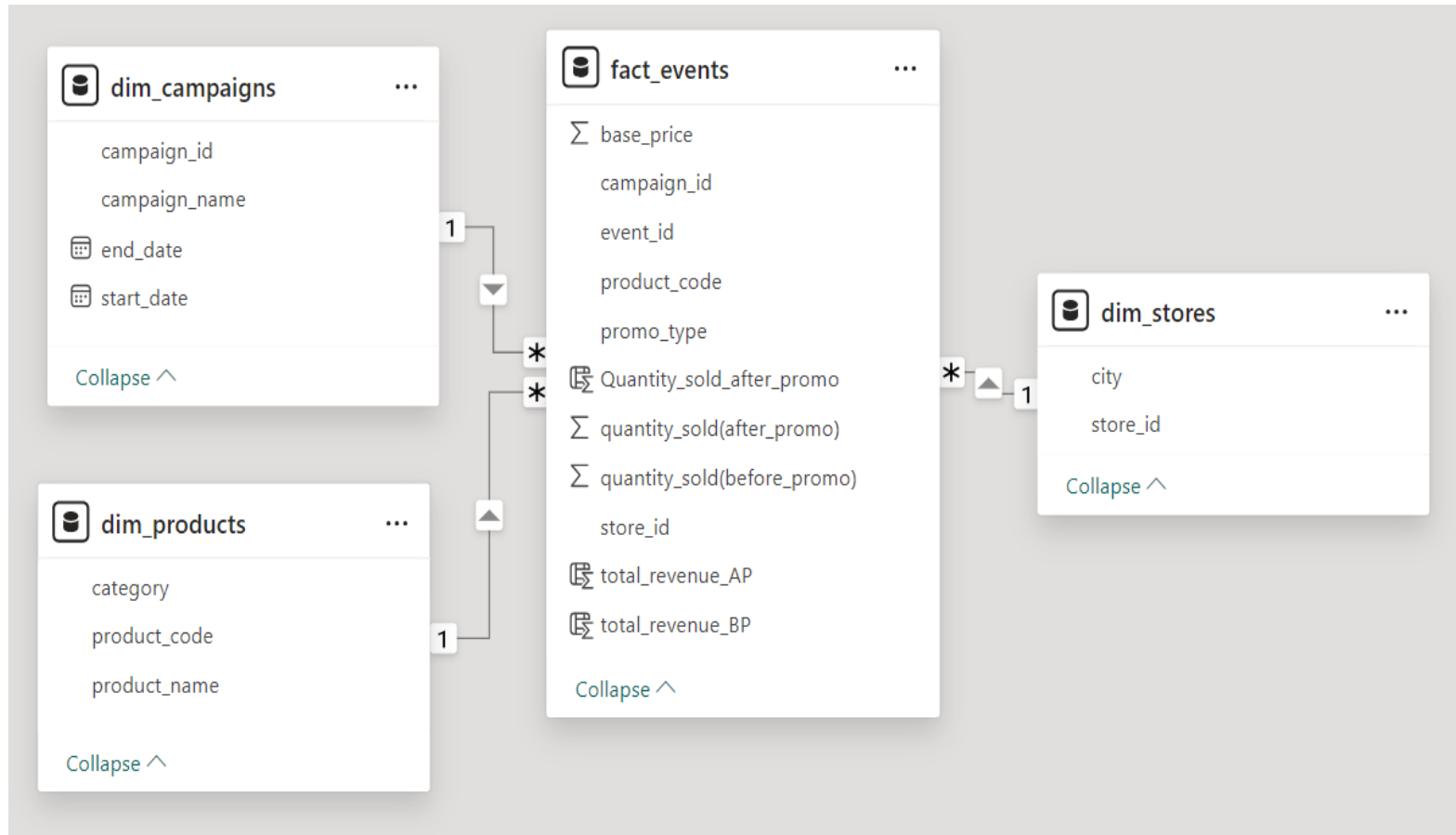
The Sales Director wants to analyze which promotions performed well and which didn't, to make informed decisions for future campaigns.

Approach :-

Sales Director Bruce Haryali requested the analysis urgently, but since Analytics Manager Tony is occupied with another project, he assigned the task to Peter Pandey, the data analyst at AtliQ Mart.

Tony also provided guidance to Peter to ensure the analysis meets the Sales Director's expectations.

DATA & TOOLS



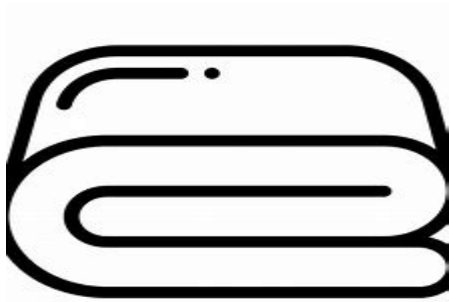
For Visualization



Ad_Hoc Request

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

	product_name	base_price	promo_type
▶	AtliQ_Double_Bedsheet_set	1190	BOGOF
	AtliQ_waterproof_Immersion_Rod	1020	BOGOF



Product_name :-
AtliQ_Double_Bedsheet_set
Price :- ₹ 1190



Product_name :-
AtliQ_Waterproof_Immersion_Rod
Price :- ₹ 1020

2.Generate a report that provides an overview of the number of stores in each city the results will be sorted descending order of stores 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

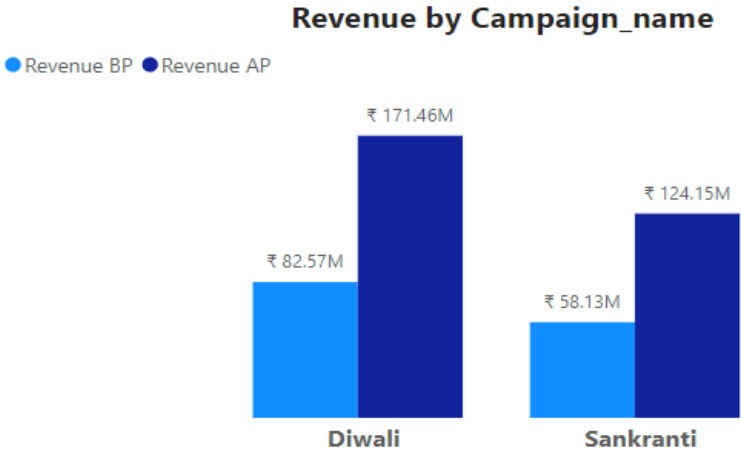


Insights :-

AtliQ Mart has most stores in Bengaluru with 10 & Chennai comes in second with 8 stores
Trivandrum & Vijayawada both have only 2 stores each

3.Generate report that displays each campaign along with the total revenue genearted 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.
(Dispaly the values in millions) .

	campaign_name	revenue_before_promo	revenue_after_promo
▶	Sankranti	58.13 M	124.15 M
	Diwali	82.57 M	171.46 M

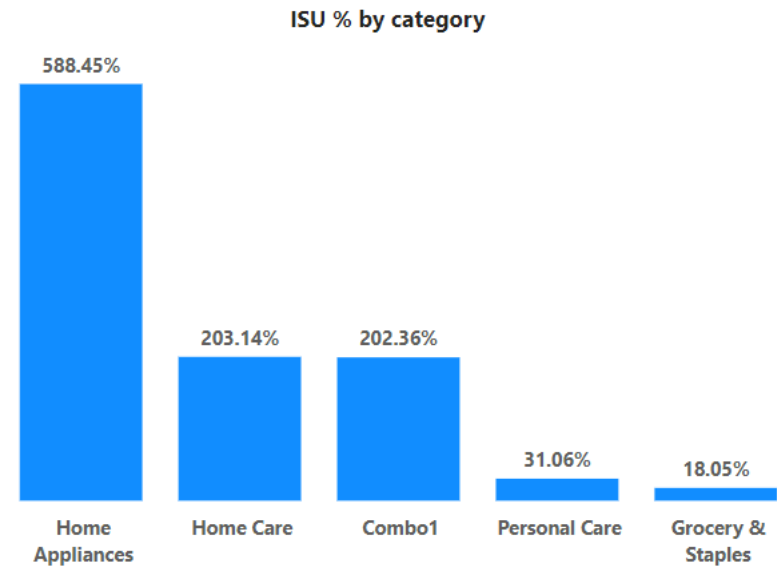


Insights :-

Festive Seasons (Diwali & Sankranti): Revenue increases after promotions, indicating that **festive promotions have a positive impact** on sales. Discounts and offers during these seasons drive **higher customer engagement** and **boosted sales**.

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

	campaign_name	category	ISU_pct	rank_order
▶	Diwali	Home Appliances	588.4512	1
	Diwali	Home Care	203.1367	2
	Diwali	Combo1	202.3584	3
	Diwali	Personal Care	31.0574	4
	Diwali	Grocery & Staples	18.0478	5

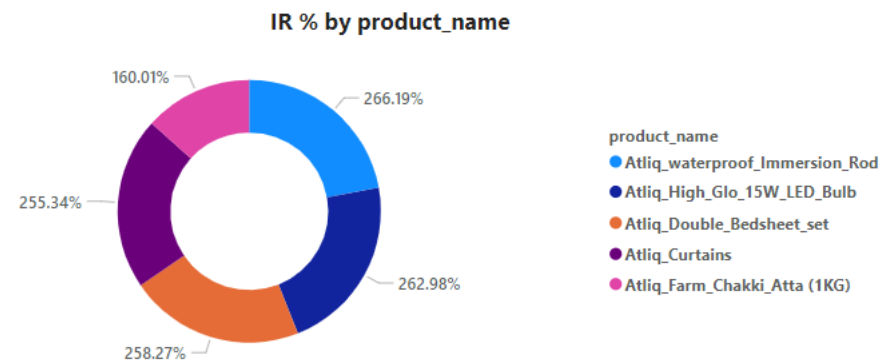


Insights :-

- Home Appliances & Homecare:** Contributed the most to incremental sold quantity (ISU%) during Diwali, showing a high demand for these products during the festive season.
- Personal Care & Grocery & Staples:** Contributed the least to incremental sold quantity (ISU%) , indicating lower growth in these categories during Diwali.

5. 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%.The analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in products optimization.

	product_name	category	IR	IR_pct	Rank_IR
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	17561340.00	266.187384	1
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	7589050.00	262.983626	2
	Atliq_Double_Bedsheet_set	Home Care	12917450.00	258.267904	3
	Atliq_Curtains	Home Care	3517500.00	255.335366	4
	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	17363475.00	160.005483	5



Insights :-

Home Appliances: Shows the highest **incremental revenue percentage (IR%)** during the festive season. **Waterproof Immersion Rod** contributed the most to revenue. **High Glo 15W LED Bulb** followed as the second-highest contributor.

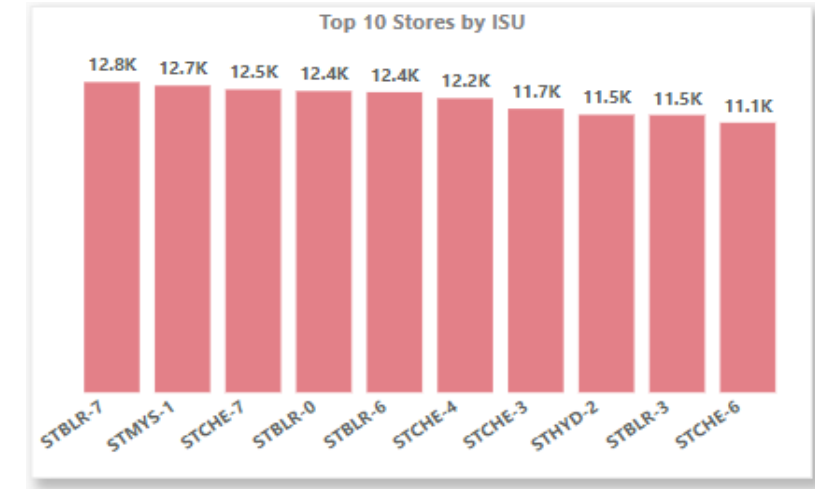
Insights & Visualization

STORE PERFORMANCE ANALYSIS

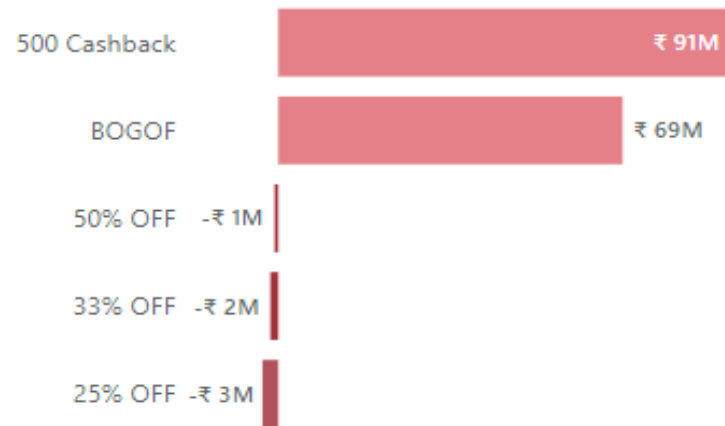


Mysore , Chennai , Bengaluru generated highest IR in promotional campaign
Vijayawada, Trivendrum , Mangaluru are the least generated IR during promotional campaig

Bengaluru, Mysore, Chennai and Hyderabad has the highest sold unit during promotional campaign
Vijayawada, Trivendrum , Mangalore stores are least sold unit duting promotional analysis.

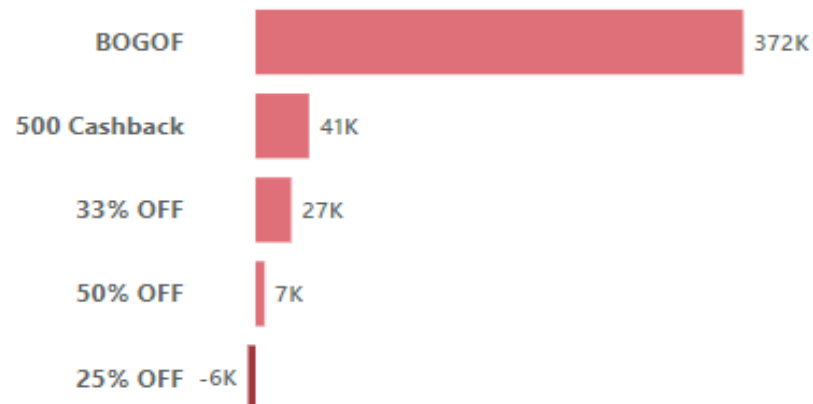


Promo type by IR



500 CashBack and BOGOF shows a significant impact in revenue during promotional campaign.

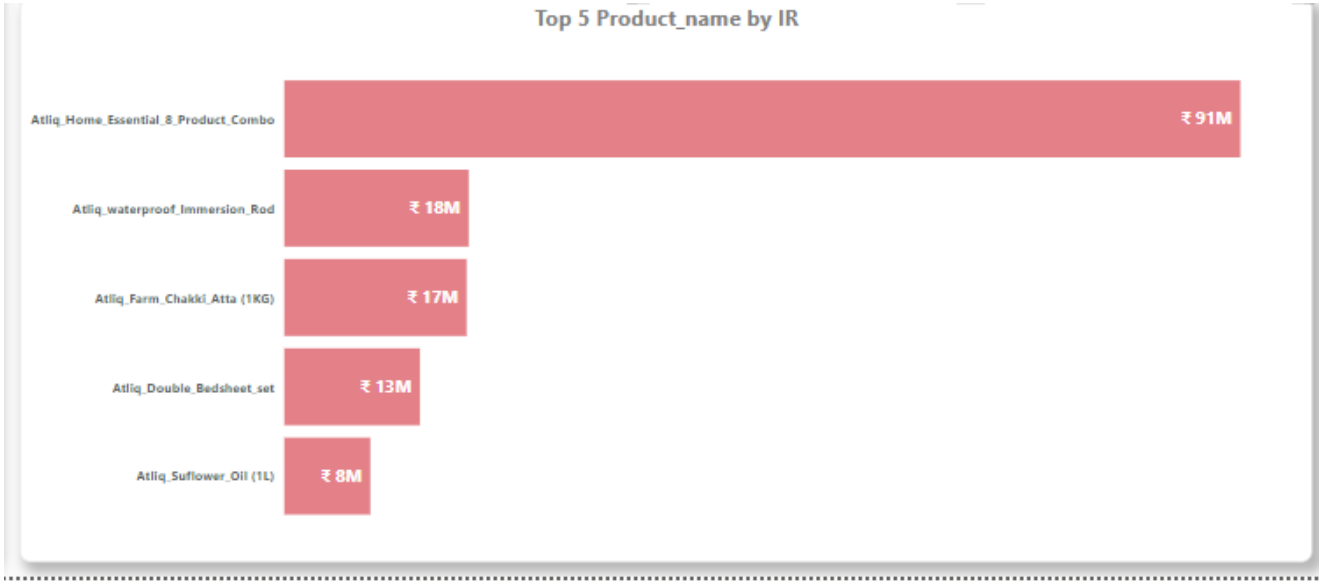
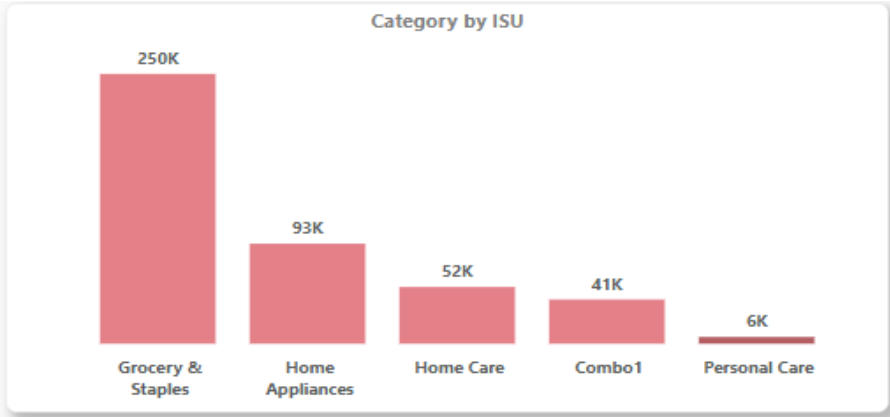
Promo type by ISU



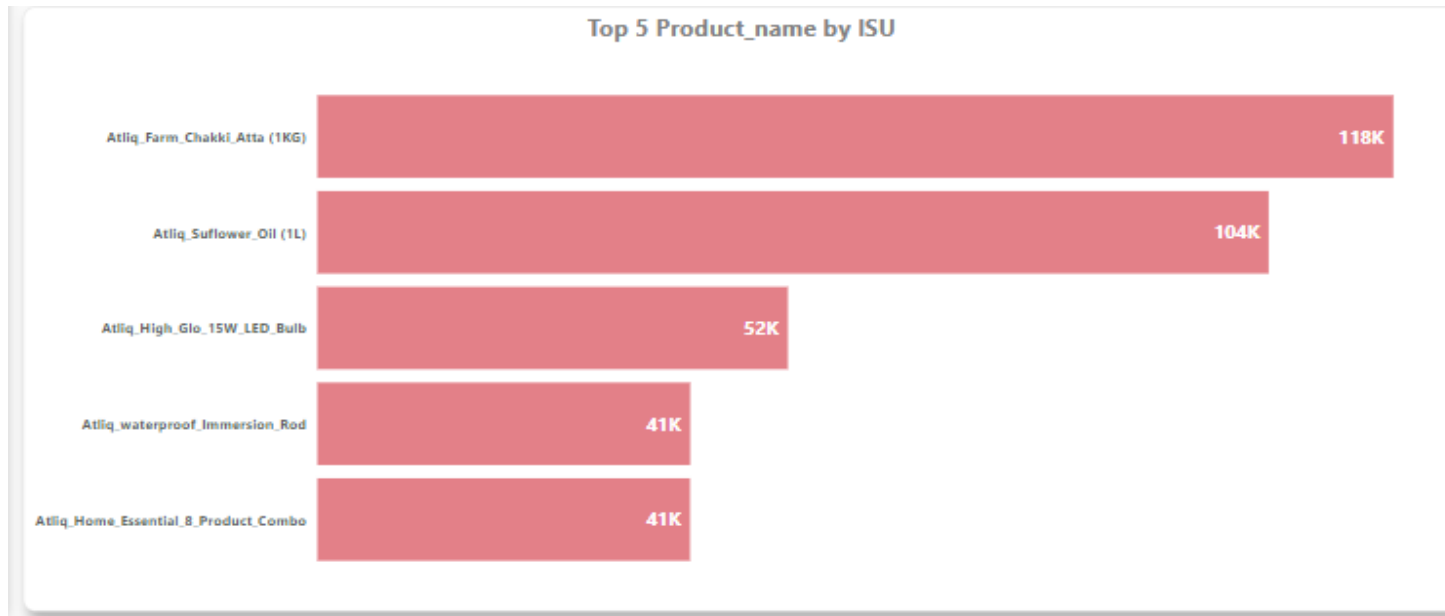
BOGOF and 500 CashBack has a highest incremental sold unit during promotional campaign

In both IR (Incremental Revenue) & ISU (Incremental sold Unit) Discount have less impact as compare to other promotions during promotional campaign

Grocery & Staples are the highest sold units during Promotional campaign followed by Home appliances, Home care
Personal care is the least sold units.



Top 5 product name by IR in promotional campaign are
Homeessential 8 product comobo
Waterproof immersion rod
Farmchakki atta 1kg



Top product by ISU are FarmChakki Atta 1kg
Sunflower Oil 1L
High Glo 15W LED Bulb
Waterproof Immersion Rod
Home Essential 8 product Combo

Thank You

