



Challenge #9: Analyse Promotions and Provide Tangible Insights to Sales Director

# AtliQ Mart

## Sales & Promotion Analysis



**Domain:** FMCG

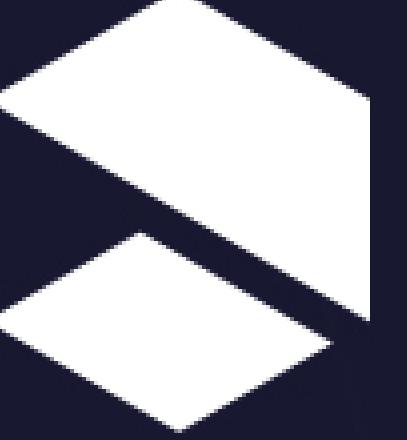
**Function:** Sales / Promotions

PRESENTED BY

SHASHANK KUMAR YADAV



# Agenda



Introduction

Objective

About  
Company

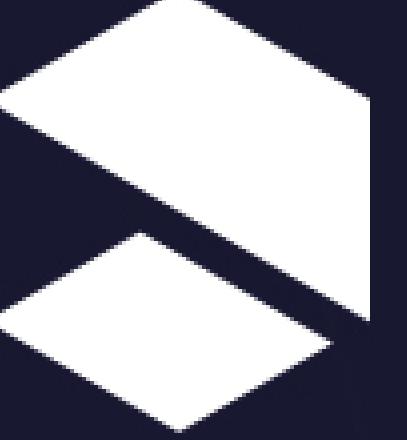
AD-Hoc  
Request

Insights

Dashboard

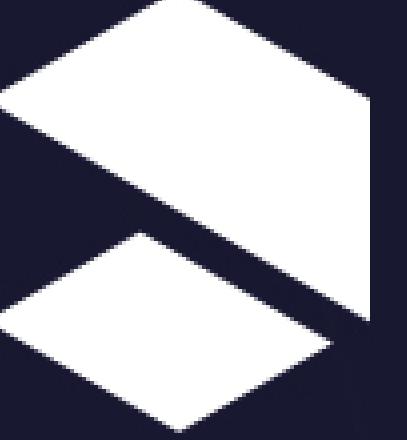
Conclusion

# Introduction



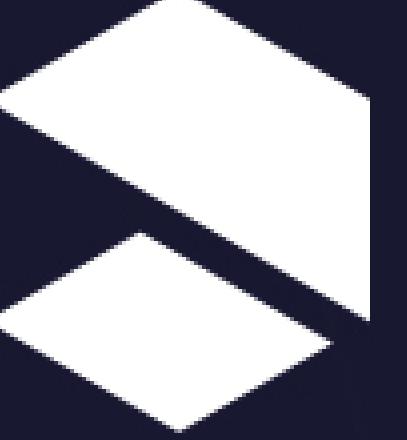
- **AtliQ Mart** is a retail giant with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during the **Diwali 2023** and **Sankranti 2024** (festive time in India) on their AtliQ branded products.
- Now the **sales director** wants to understand which promotions did well and which did not so that they can make informed decisions for their next promotional period.
- Sales director **Bruce Haryali** wanted this immediately but the analytics **manager Tony** is engaged on another critical project.
- Tony decided to give this work to **Peter Pandey** who is the curious data analyst of AtliQ Mart.
- Since these insights will be directly reported to the sales director, Tony also provided some notes to Peter to support his work.

# Objectives



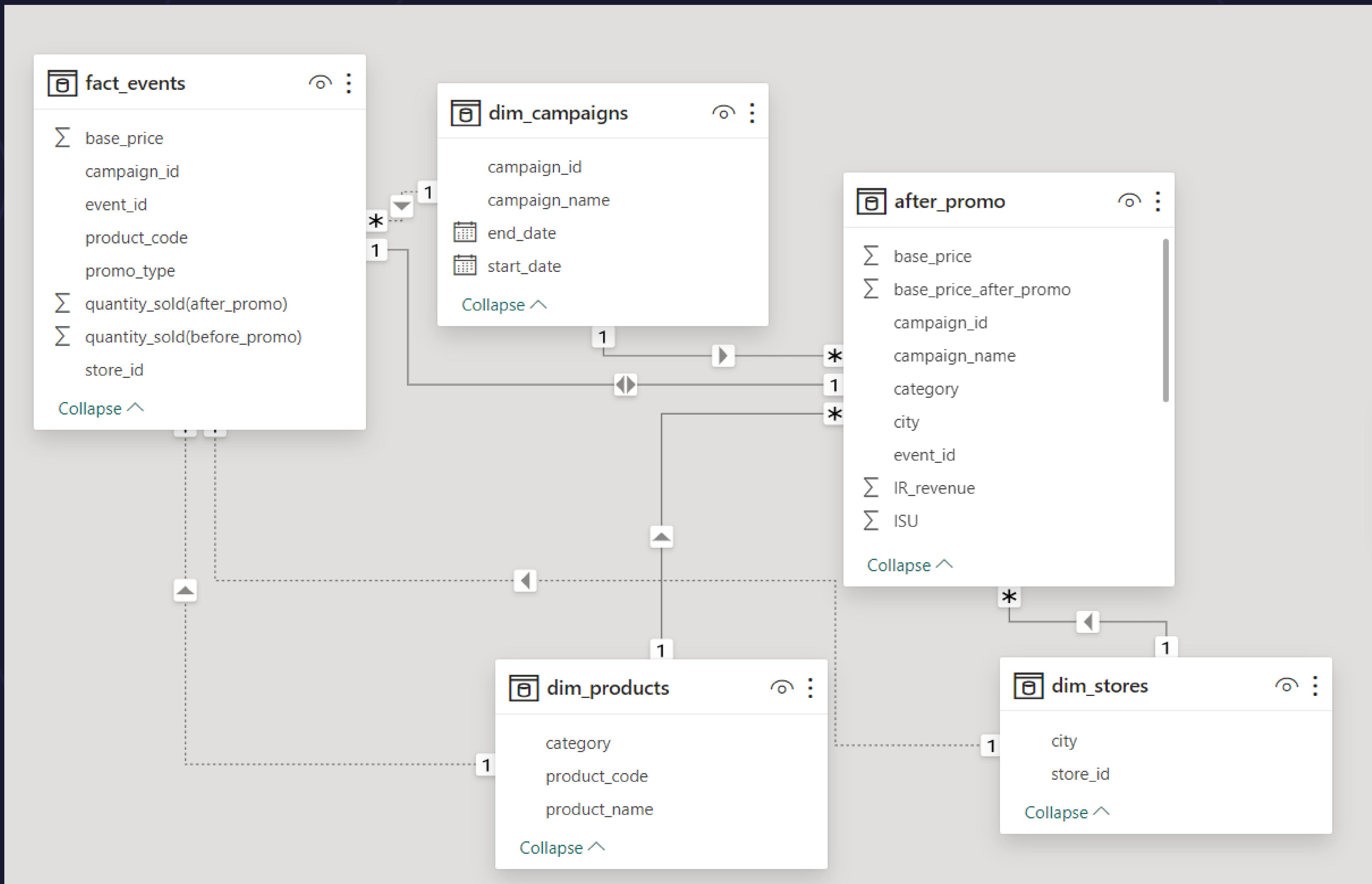
- Conduct a comprehensive examination of the **metadata** to gain a deep understanding of the datasets. This foundational step will set the stage for informed **decision-making** and **insights extraction**.
- Utilize insights provided by **Manager Tony**, as outlined in the "**Recommended Insights.pdf**" document. These recommendations will serve as key considerations in our analysis and subsequent dashboard design.
- Develop a **user-friendly** and self-explanatory dashboard incorporating relevant metrics and analysis. The goal is to facilitate easy comprehension for **stakeholders**, enabling them to derive actionable insights effortlessly.
- Address critical business questions raised by senior executives, as documented in the "**ad-hoc-requests.pdf**" file. Generate SQL-based reports to provide timely and accurate responses to these inquiries, ensuring alignment with organizational goals.

# About Company



- **AtliQ Mart**, a retail powerhouse with a commanding presence in the southern region of India, operates over **50 supermarkets**, strategically positioned to serve the diverse needs of local communities.
- The company recently executed an extensive promotional campaign during the festive seasons of **Diwali 2023** and **Sankranti 2024**, placing a spotlight on their exclusive AtliQ branded products.
- With a deliberate **geographic focus**, AtliQ Mart has entrenched itself in a vibrant and populous market, showcasing a commitment to brand building through a **range of diverse offerings**.
- The simultaneous execution of promotions across all **50 stores** underscores a strategic approach, ensuring a **broad impact and cohesive brand experience**.
- AtliQ Mart's supermarkets stand not only as retail spaces but also as community hubs, offering a **one-stop destination** for diverse consumer needs and contributing to a positive shopping experience.

# Data Model



# Business Requests



## Business Requests

### Note:

- Start by importing the 'retail\_events\_db' database into MySQL Workbench. Craft SQL queries to address the specified business questions. Save these queries in an SQL file and upload it to GitHub. Share the GitHub link and include query outputs in your presentation.

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.
2. Generate 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 cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.
3. 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 values in millions)
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. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

Note: ISU% (Incremental Sold Quantity Percentage) is calculated as the percentage increase/decrease in quantity sold (after promo) compared to quantity sold (before promo)

codebasics.io



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

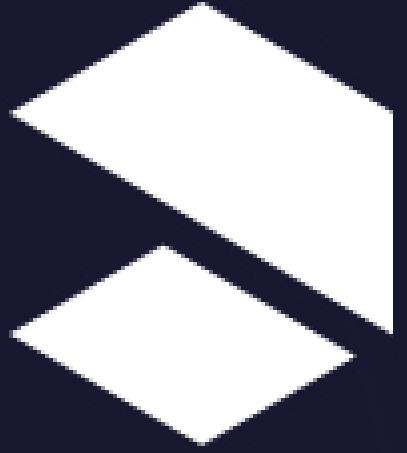
**Note:** The submissions are evaluated based on the query readability, logic, and also presentation of the results.



```
CREATE VIEW `after_promo` AS
WITH Promotions AS (
    SELECT
        event_id,
        base_price,
        promo_type,
        CASE
            WHEN promo_type = '50% OFF' THEN ROUND(base_price * 0.5, 2)
            WHEN promo_type = '25% OFF' THEN ROUND(base_price * 0.75, 2)
            WHEN promo_type = 'BOGOF' THEN ROUND(base_price / 2, 2)
            WHEN promo_type = '500 Cashback' THEN ROUND(base_price - 500, 2)
            WHEN promo_type = '33% OFF' THEN ROUND(base_price * 0.67, 2)
        END AS base_price_after_promo,
        CASE
            WHEN promo_type = 'BOGOF' THEN ROUND(`quantity_sold(after_promo)` * 2, 2)
            ELSE ROUND(`quantity_sold(after_promo)`, 2)
        END AS quantity_sold_after_promo
    FROM fact_events
),
RevenueCalculation AS (
    SELECT
        fe.event_id,
        fe.store_id,
        ds.city,
        fe.campaign_id,
        dc.campaign_name,
        fe.product_code,
        dp.product_name,
        dp.category,
        fe.base_price,
        fe.`quantity_sold(before_promo)`,
        fe.promo_type,
        p.quantity_sold_after_promo,
        p.base_price_after_promo,
        ROUND(fe.base_price * fe.`quantity_sold(before_promo)`, 2) AS revenue_before_promo,
        ROUND(p.base_price_after_promo * p.quantity_sold_after_promo, 2) AS revenue_after_promo
    FROM fact_events fe
    JOIN Promotions p ON fe.event_id = p.event_id
    JOIN dim_campaigns dc ON fe.campaign_id = dc.campaign_id
    JOIN dim_products dp ON fe.product_code = dp.product_code
    JOIN dim_stores ds ON fe.store_id = ds.store_id
)
SELECT
    rc.*,
    (rc.revenue_after_promo - rc.revenue_before_promo) as IR_revenue,
    (quantity_sold_after_promo - rc.`quantity_sold(before_promo)`) as ISU
    FROM RevenueCalculation rc;
```

## Created view

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.



### Query :

```
Select  
    distinct(product_name),  
    base_price,  
    promo_type  
from  
    after_promo  
where  
    base_price > "500" and promo_type like "BOGOF"  
order by  
    base_price
```

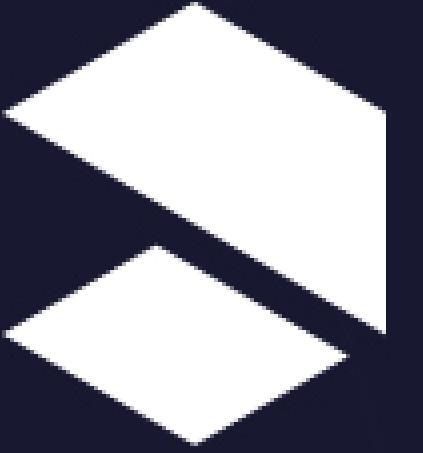
product_name	promo_type	base_price
Atliq_Double_Bedsheet_set	BOGOF	1190
Atliq_waterproof_Immersion_Rod	BOGOF	1020

### Insight:

- Both the **Atliq Waterproof Immersion Rod** and **Atliq Double Bedsheet Set** have base prices exceeding 500, indicating that these are considered high-value items.
- The products are currently featured in a '**BOGOF**' promotion, buy-one-get-one-free offer. This promotion strategy aims to attract customers by providing additional value and encourages higher purchase quantities.



2. Generate 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 cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.



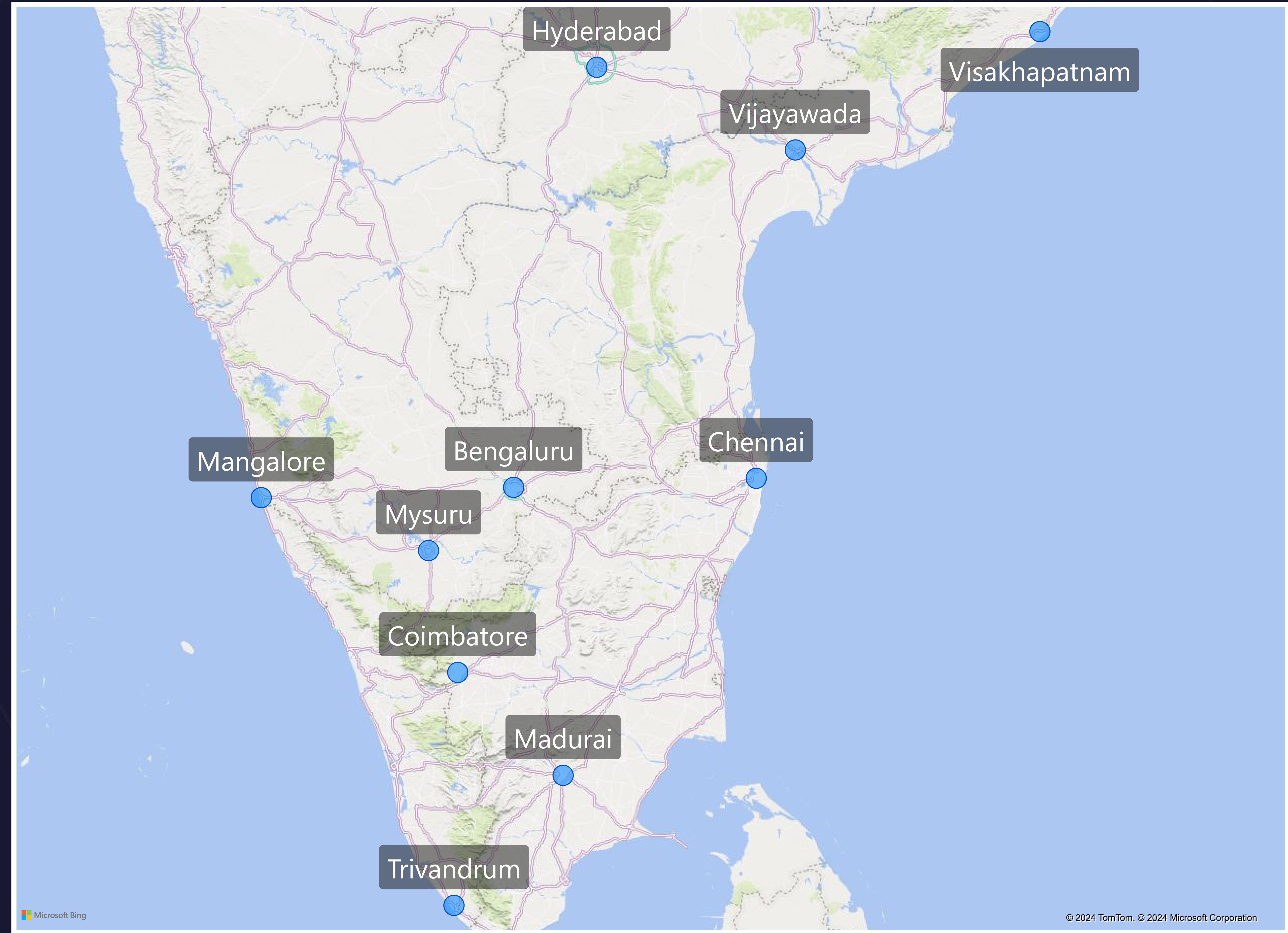
### Query:

```
select
    city,
    count(distinct store_id) as store_count
from
    after_promo
group by
    city
order by
    store_count desc;
```

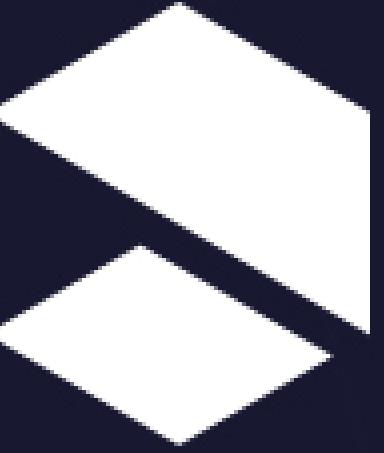
city	Store_count
Bengaluru	10
Chennai	8
Coimbatore	5
Hyderabad	7
Madurai	4
Mangalore	3
Mysuru	4
Trivandrum	2
Vijayawada	2
Visakhapatnam	5

### Insight:

- **Bengaluru** emerges as the city with the highest store presence, boasting **10 stores**. This suggests a robust retail footprint in the city, aligning with its status as a major urban center.
- **Chennai and Hyderabad** follow closely, with 8 and 7 stores respectively. These metropolitan areas showcase a significant concentration of retail outlets.
- Coimbatore, Visakhapatnam, Madurai, and Mysuru **exhibit a moderate** yet substantial store count, indicating a well-distributed retail presence across regions.
- The presence of stores in cities like Mangalore, Trivandrum, and Vijayawada reflects **strategic expansion into areas** with considerable market potential.



3. 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.



### Query:

```
SELECT
    campaign_name,
    ROUND(SUM(revenue_before_promo)/1000000,2) AS
    total_revenue_before_promo,
    ROUND(SUM(revenue_after_promo)/1000000,2) AS
    total_revenue_after_promo
FROM
    after_promo
GROUP BY
    campaign_name;
```

campaign_name	total_revenue_before_promo	total_revenue_after_promo
Diwali	82.57M	171.46M
Sankranti	58.13M	124.15M

### Insight:

- The **Sankranti campaign** led to a substantial increase in total revenue, highlighting its effectiveness in driving sales and customer engagement.
- The **Diwali campaign** resulted in a significant boost in total revenue, indicating a successful promotional strategy during this festive period.

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. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.



### Query:

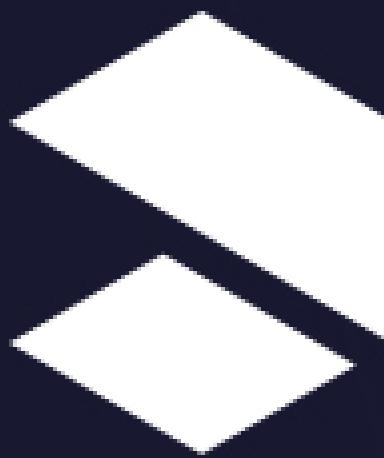
```
WITH RankedISU AS (
  SELECT
    category,
    ROUND(SUM(isu) / NULLIF(SUM(`quantity_sold(before_promo)`), 0) * 100, 2) AS
    ISU_Pct
  FROM after_promo
  WHERE campaign_name = 'diwali'
  GROUP BY category
)
SELECT
  category,
  ISU_Pct,
  RANK() OVER (ORDER BY ISU_Pct DESC) AS rank_
FROM RankedISU;
```

category	ISU_%	Rank_
Home Appliances	588.45%	1
Home Care	203.14%	2
Combo1	202.36%	3
Personal Care	31.06%	4
Grocery & Staples	18.05%	5

### Insight:

- **Home Appliances** emerged as the top-performing category with a significant **588.45 ISU%**, indicating substantial incremental sold quantity during the Diwali campaign.
- **Home Care** secured the second position with a notable **203.14 ISU%**, reflecting a substantial increase in sold quantity during the campaign.
- **Combo1** achieved the third position, demonstrating a substantial 202.36 ISU% and contributing to incremental sales during Diwali.
- **Personal Care** exhibited a moderate **31.06 ISU%**, indicating a positive impact on sold quantity during the campaign.
- **Grocery & Staples** secured the fifth position with a modest **18.05 ISU%**, suggesting a moderate increase in sold quantity during the Diwali campaign.

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



### Query:

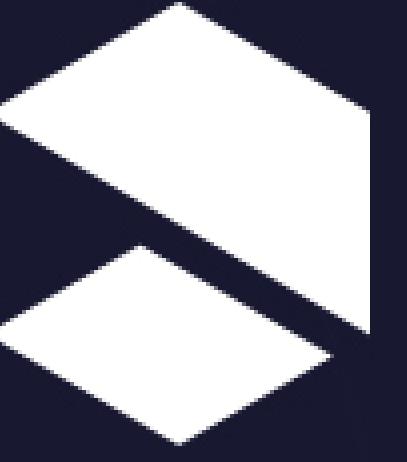
```
SELECT
    product_name, category,
    ROUND(SUM(IR_revenue) / NULLIF(SUM(revenue_before_promo), 0) * 100, 2) AS IR%
FROM after_promo
GROUP BY product_name, category
ORDER BY IR_Pct DESC
LIMIT 5;
```

product_name	category	IR_%
Atliq_waterproof_Immersion_Rod	Home Appliances	266.19%
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98%
Atliq_Double_Bedsheet_set	Home Care	258.27%
Atliq_Curtains	Home Care	255.34%
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	160.01%

### Insight:

- **Atliq\_waterproof\_Immersion\_Rod:** This product leads the list with an impressive **IR% of 266.19%**, indicating significant incremental revenue across campaigns. The waterproof feature likely contributed to its success in the Home Appliances category.
- **Atliq\_High\_Glo\_15W\_LED\_Bulb:** Following closely is the LED bulb with an **IR% of 262.98%**. Energy-efficient lighting solutions remain popular in the Home Appliances category, driving incremental revenue.
- **Atliq\_Double\_Bedsheet\_set:** In the Home Care category, the double bedsheets set holds the third position with strong IR% of **258.27%**. The demand for home decor and bedding items seems to have positively impacted incremental revenue.
- **Atliq\_Curtains:** Another Home Care product, curtains, secures the fourth spot with an **IR% of 255.34%**. This suggests that customers are inclined towards enhancing their home interiors, contributing to incremental revenue.
- **Atliq\_Farm\_Chakki\_Atta (1KG):** In the Grocery & Staples category, the farm chakki atta claims the fifth position with a noteworthy **IR% of 160.01%**. Essential food items continue to drive incremental revenue, showcasing a balance between necessity and optimization.

# Insights



# Store Performance Analysis:

- Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?

city	store_id	IR_revenue
Mysuru	STMYS-1	4.92M
Chennai	STCHE-4	4.83M
Bengaluru	STBLR-0	4.76M
Bengaluru	STBLR-7	4.72M
Chennai	STCHE-7	4.65M
Bengaluru	STBLR-6	4.61M
Chennai	STCHE-3	4.41M
Mysuru	STMYS-3	4.40M
Chennai	STCHE-6	4.04M
Bengaluru	STBLR-3	3.94M

- Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?



city	store_id	IR_revenue
Mangalore	STMLR-0	1.22M
Visakhapatnam	STVSK-3	1.59M
Trivandrum	STTRV-1	1.69M
Visakhapatnam	STVSK-4	1.77M
Trivandrum	STTRV-0	1.81M
Mangalore	STMLR-1	1.87M
Mangalore	STMLR-2	1.89M
Mysuru	STMYS-0	1.90M
Coimbatore	STCBE-4	1.94M
Vijayawada	STVJD-1	2.00M

- How does the performance of stores vary by city? Are there any common characteristics among the top-performing stores that could be leveraged across other stores?



city	Count	IR_revenue	IR_%	ISU	ISU_%
Bengaluru	10	38.23M	116.05%	108.16K	219.97%
Chennai	8	30.71M	116.84%	86.13K	218.01%
Coimbatore	5	13.63M	111.35%	40.60K	223.68%
Hyderabad	7	22.71M	100.15%	68.76K	200.11%
Madurai	4	12.40M	120.00%	32.55K	225.12%
Mangalore	3	4.98M	98.82%	14.83K	197.01%
Mysuru	4	13.90M	107.34%	36.10K	194.42%
Trivandrum	2	3.50M	109.19%	10.38K	214.73%
Vijayawada	2	4.05M	112.74%	11.17K	210.91%
Visakhapatnam	5	10.81M	94.39%	33.00K	192.11%

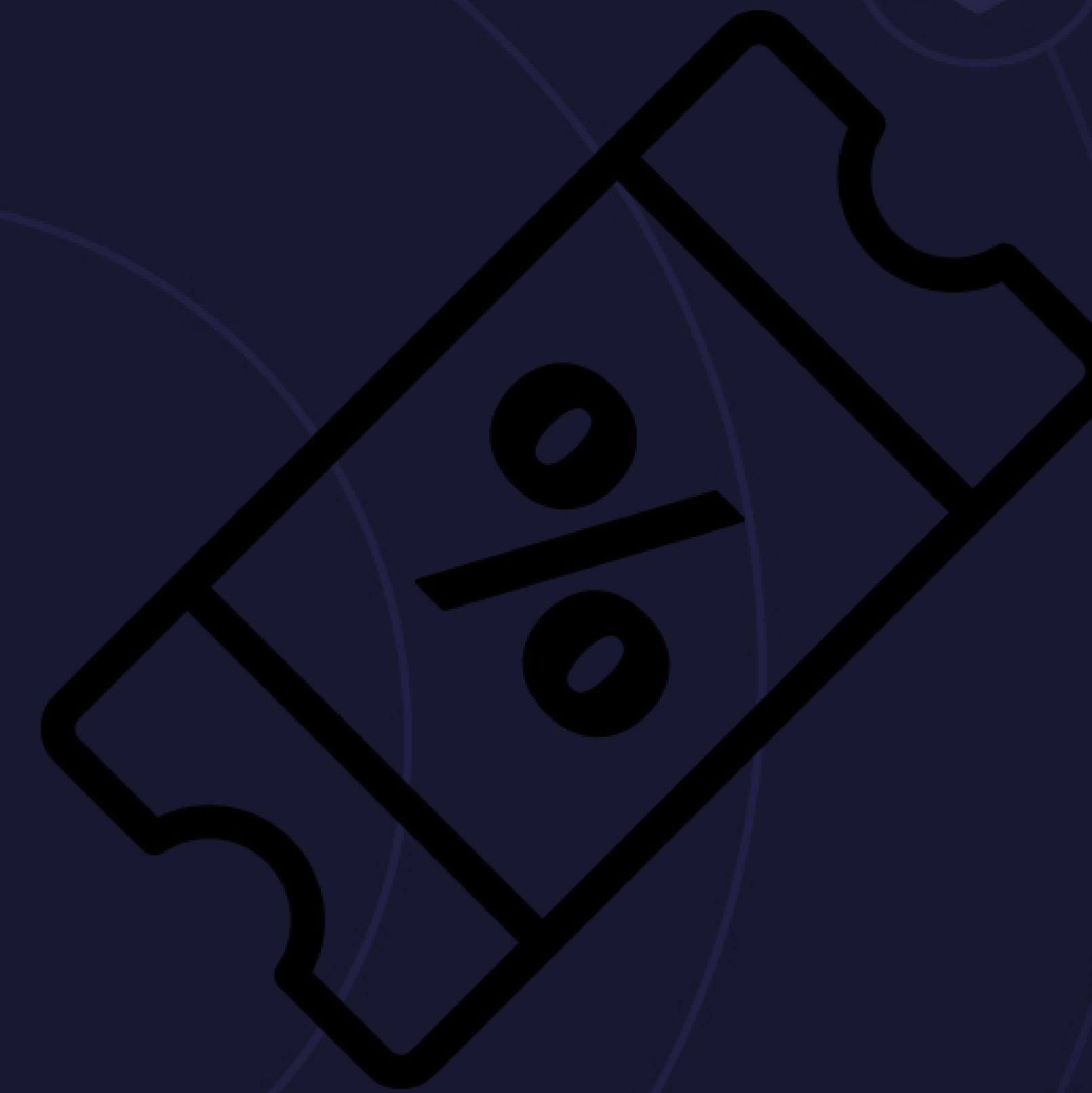
### Insight:

- **Bengaluru, Chennai, and Hyderabad** have higher store counts and substantial **incremental revenue**.
- Cities with a **higher count of stores** tend to have higher total incremental revenue and sold units.
- Madurai has a relatively lower count of stores but shows exceptional performance in terms of incremental revenue and sold units, **suggesting efficiency**.
- Coimbatore and Trivandrum have a smaller count of stores but strong performance in terms of **IR% and ISU%**.
- Larger cities with more stores tend to **have higher** overall incremental revenue.
- Cities with a lower count of stores might demonstrate **higher efficiency** and **stronger performance** metrics per store.

# Promotion Type Analysis:

- What are the top 2 promotion types that resulted in the highest Incremental Revenue?

promo_type	IR_revenue
500 Cashback	91.05M
BOGOF	69.32M



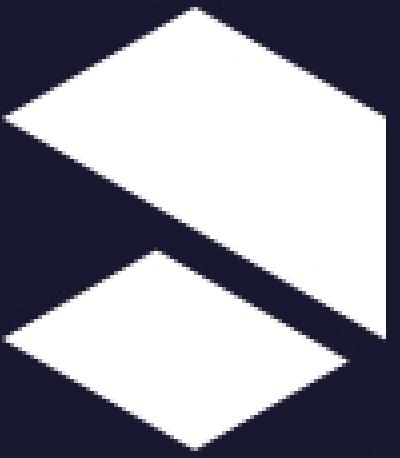
- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

promo_type	ISU
50% OFF	6.93K
25% OFF	-5.72K



%  
**PROMO**

- Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?



promo_type	IR_revenue	IR_%	ISU	ISU_%
BOGOF	69.32M	267.35%	372.33K	639.96%
500 Cashback	91.05M	136.11%	40.88K	183.33%
50% OFF	-0.73M	-33.60%	6.93K	32.63%
33% OFF	-1.56M	-4.28%	27.26K	43.04%
25% OFF	-3.17M	-34.61%	-5.72K	-12.99%

### Insight:

- **BOGOF** and **500 Cashback** promotions have positive incremental revenues, indicating a profit.
- **BOGOF** has a higher incremental revenue percentage (**267.35%**) compared to **500 Cashback** (**136.11%**).
- **BOGOF** also leads in **incremental sold units**, with a higher percentage increase.
- **50% Off**, **33% Off**, and **25% Off** promotions have negative incremental revenues, implying a loss.
- Among the discount promotions, 50% Off has the highest negative impact on both incremental revenue and incremental sold units.
- In conclusion **BOGOF** and **500 Cashback** promotions seem to be more effective in generating incremental revenue and increasing sold units compared to percentage-based discounts. **BOGOF** particularly stands out with the highest incremental revenue and sold units percentages.

- Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

promo_type	ISU
BOGOF	372326
500 Cashback	40881
33% OFF	27255
50% OFF	6931
25% OFF	-5717

Promotion Type	ISU-to-Revenue Ratio
500 Cashback	0.00045
BOGOF	0.00537
50% OFF	-0.00952
33% OFF	-0.01745
25% OFF	0.00180

### Insight:

- **BOGOF** has a higher ratio (0.00537), indicating a better balance between generating additional sales and maintaining healthy margins.

# Product & category Analysis

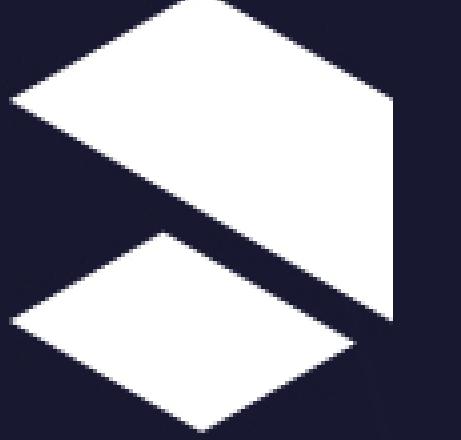
- Which product categories saw the most significant lift in sales from the promotions?

category	IR revenue	ISU	IR_%	ISU_%
Home Appliances	25.15M	92.51K	265.21%	628.78%
Home Care	15.55M	52.44K	175.62%	265.35%
Combo1	91.05M	40.88K	136.11%	183.33%
Grocery & Staples	23.99M	249.64K	45.28%	196.61%
Personal Care	-0.85M	6.20K	-34.20%	24.50%

### Insight:

- **Home appliances** saw the most significant lift in sales, followed by Home care and Combo1.

- Are there specific products that respond exceptionally well or poorly to promotions?



product_name	IR_revenue	IR_%
Atliq_waterproof_Immersion_Rod	17.56M	266.19%
Atliq_Double_Bedsheet_set	12.92M	258.27%
Atliq_Farm_Chakki_Atta (1KG)	17.36M	160.01%
Atliq_Suflower_Oil (1L)	8.19M	146.31%
Atliq_Home_Essential_8_Product_Combo	91.05M	136.11%

# TOP

product_name	IR_revenue	IR_%
Atliq_Masoor_Dal (1KG)	-0.18M	-3.92%
Atliq_Sonamasuri_Rice (10KG)	-1.39M	-4.33%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	-0.33M	-33.21%
Atliq_Fusion_Container_Set_of_3	-0.77M	-35.59%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	-0.22M	-35.95%

# BOTTOM

product_name	ISU	ISU_%
Atliq_waterproof_Immersion_Rod	40.90K	632.37%
Atliq_High_Glo_15W_LED_Bulb	51.61K	625.97%
Atliq_Farm_Chakki_Atta (1KG)	118.03K	364.97%
Atliq_Suflower_Oil (1L)	104.35K	333.30%
Atliq_Home_Essential_8_Product_Combo	40.88K	183.33%

product_name	ISU	ISU_%
Atliq_Fusion_Container_Set_of_3	-0.74K	-14.12%
Atliq_Scrub_Sponge_For_Dishwash	-0.78K	-13.48%
Atliq_Body_Milk_Nourishing_Lotion (120ML)	0.56K	9.35%
Atliq_Cream_Beauty_Bathing_Soap (125GM)	1.32K	20.64%
Atliq_Doodh_Kesar_Body_Lotion (200ML)	1.77K	33.57%

## Insight:

- **Atliq\_waterproof\_Immersion\_Rod** responded exceptionally well to promotions in terms of IR and ISU.
- **Atliq\_Masoor\_dal(1kg)** responded exceptionally poor to promotions in terms of IR .
- **Atliq\_Fusion\_Container\_Set\_of\_3** responded exceptionally poor to promotions in terms of ISU .

- What is the correlation between product category and promotion type effectiveness?

category	IR revenue	ISU	IR_%	ISU_%
<b>Home Appliances</b>				
BOGOF	25.15M	92.51K	265.21%	628.78%
<b>Home Care</b>				
BOGOF	16.43M	53.96K	257.63%	613.47%
25% OFF	-0.88M	-1.51K	-35.53%	-13.78%
<b>Combo1</b>				
500 Cashback	91.05M	40.88K	136.11%	183.33%
<b>Grocery &amp; Staples</b>				
BOGOF	27.73M	225.86K	275.53%	651.41%
33% OFF	-1.56M	27.26K	-4.28%	43.04%
25% OFF	-2.18M	-3.47K	-34.06%	-11.99%
<b>Personal Care</b>				
50% OFF	-0.73M	6.93K	-33.60%	32.63%
25% OFF	-0.12M	-0.73K	-38.42%	-18.00%

## Insight:

- **BOGOF** promotions are most effective for Grocery & Staples and Home Appliances in terms of both **IR revenue** and **ISU**.
- **500 Cashback** promotions are effective for **Combo1** in driving IR revenue, but not as effective for ISU.
- Discount promotions (**25% OFF, 33% OFF, 50% OFF**) are generally not effective for any category, resulting in negative **IR revenue** and **ISU** in most cases.

# Dashboard



# Conclusion



# Conclusion

- **Bengaluru emerges** as the city with the highest store presence, boasting 10 stores. This suggests a robust retail footprint in the city, aligning with its status as a major urban center.
- The presence of stores in cities like **Mangalore, Trivandrum, and Vijayawada** reflects strategic expansion into areas with considerable market potential.
- The analysis of incremental revenue indicates that promotions have varying impacts on sales. "**500 Cashback**" and "**BOGOF**" promotions have positive incremental revenues, while "**50% OFF**," "**33% OFF**," and "**25% OFF**" show negative values, suggesting a decrease in revenue.
- **Home Appliances** emerged as the top-performing category with a significant **588.45 ISU%**, indicating substantial incremental sold quantity during the Diwali campaign.
- The **top-performing products** span different categories, including Home Appliances, Home Care, and Grocery & Staples. This diversity suggests that incremental revenue can be achieved across various product segments.
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# Conclusion

- **Home Improvement Trend:**

Products related to home improvement, such as the waterproof immersion rod and LED bulb, dominate the top positions. This indicates a potential trend where customers are investing in home appliances and lighting solutions, possibly driven by a focus on energy efficiency and comfort.

- **Home Decor Influence:**

Home Care products, specifically the double bedsheets set and curtains, showcase the influence of home decor on incremental revenue. Customers seem inclined towards enhancing the aesthetics of their living spaces, contributing significantly to overall sales.

- **Essential Grocery Continues to Perform:**

The presence of **Atliq\_Farm\_Chakki\_Atta (1KG)** in the top 5 highlights the enduring demand for essential grocery items. This suggests that even in the midst of diverse product offerings, staple food items remain crucial contributors to incremental revenue.

- **Consumer Preferences for Quality:**

The high Incremental Revenue Percentages for each product indicate that customers are willing to pay a premium for quality products. This insight emphasizes the importance of maintaining product quality and ensuring that the offerings align with customer expectations.

# Conclusion

- **Marketing and Product Optimization Opportunities:**

Analyzing the success factors of these top products can uncover valuable insights for marketing and product optimization strategies. Understanding why certain products excel can guide **promotional efforts, pricing strategies**, and potential improvements for other products.

- **Balancing Necessity and Lifestyle:**

The mix of essential grocery items with home decor and appliances suggests a **balance between** meeting basic needs and fulfilling lifestyle aspirations. This insight can guide inventory management and marketing strategies to align with customer preferences.

- **Continuous Monitoring and Adaptation:**

While these products currently lead in **incremental revenue**, market dynamics can change. Continuous monitoring of trends, **customer feedback**, and **competitor activities** is essential for adapting strategies to evolving consumer preferences.

# Conclusion

- The analysis of **Incremental Sold Units (ISU) and ISU-to-Revenue** Ratios for each promotion type provides insights into the balance between generating additional sales and maintaining healthy margins. "**BOGOF**" stands out with a higher positive ratio, indicating a more favorable balance.
- The **Sankranti campaign** led to a substantial increase in total revenue, highlighting its effectiveness in driving sales and customer engagement.
- The **Diwali campaign** resulted in a significant boost in total revenue, indicating a successful promotional strategy during this festive period.
- **In conclusion**, these analyses provide valuable insights into the effectiveness of promotions, their impact on sales, and factors influencing store performance. Adjustments to promotional strategies and operational tactics can be made based on these findings to optimize sales and enhance overall retail performance for **AtliQ Mart**.



# THANK YOU

