

PROMOTION ANALYSIS

# Sales & Promotion Analysis Report for AtliQ Mart

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Insights from Diwali 2023 and Sankranti 2024 Promotions

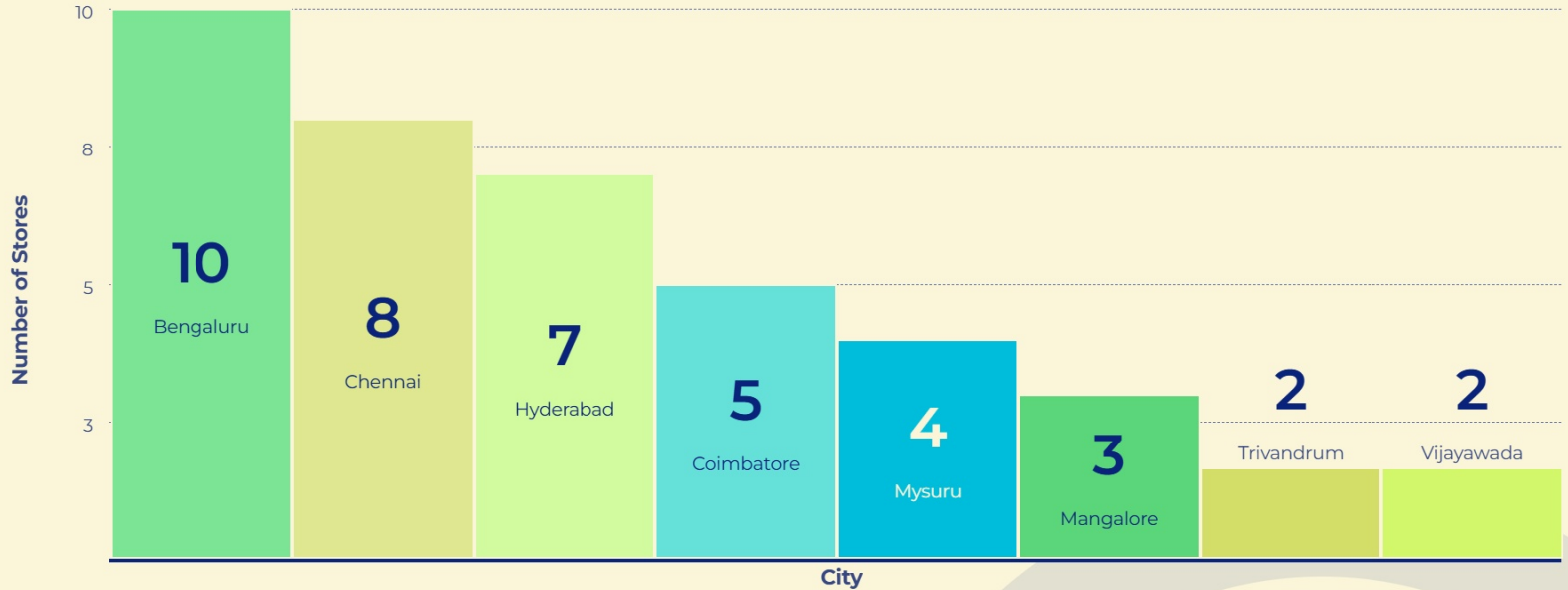
# Products with Base Price > 500 in BOGOF Promotions

Product Name	Base Price
Atliq Double Bedsheet Set	1190
Atliq Waterproof Immersion Rod	1020

## STORE DISTRIBUTION

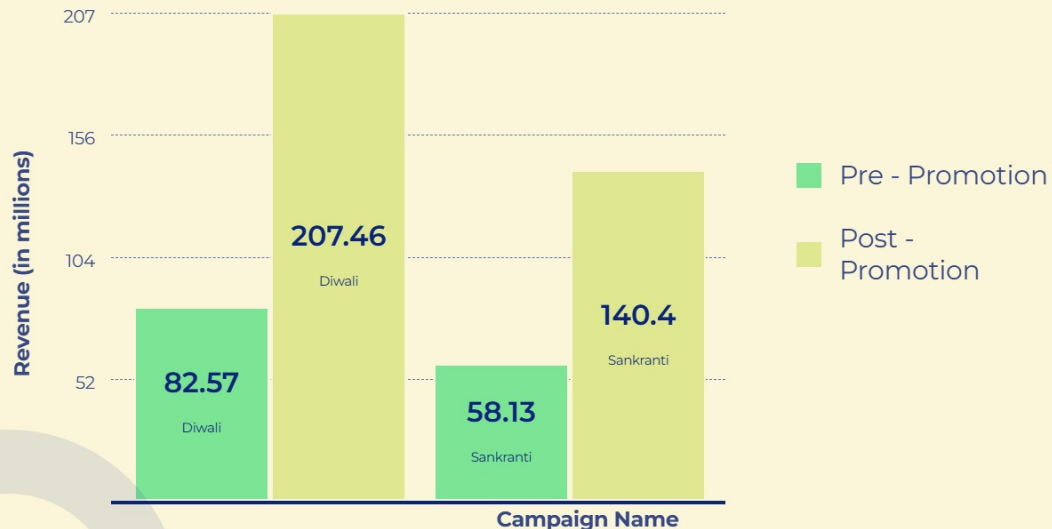
# Overview of Store Distribution by City

Number of Stores per City



# Campaign Performance - Revenue Before and After

Comparative Analysis of Revenue Pre- and Post-Promotion



Revenue after the Diwali campaign increased by 151.3% (from ₹82.57M to ₹207.46M), while Sankranti saw a 141.5% rise (from ₹58.13M to ₹140.40M). Diwali had a stronger impact on overall revenue growth.

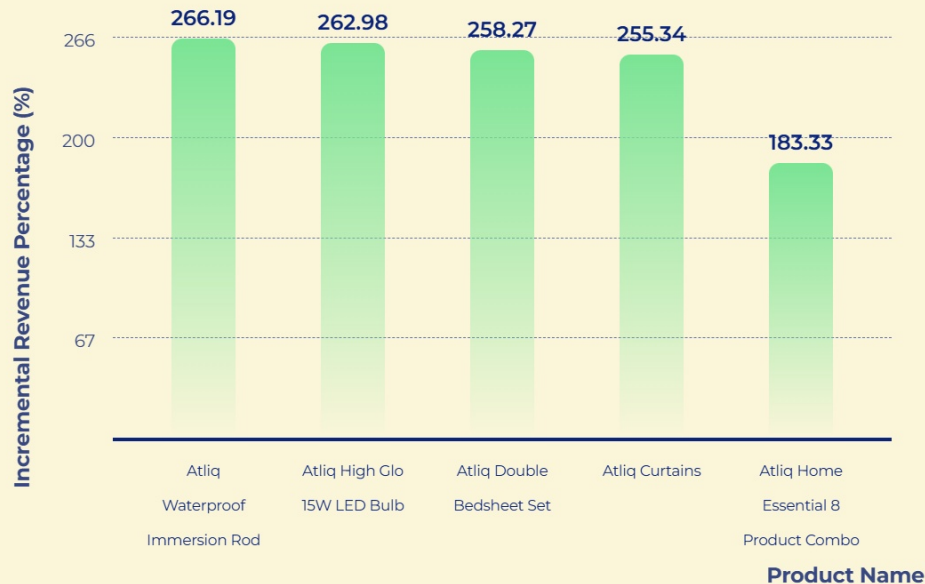
# Incremental Sold Quantity % by Category

Analysis of Incremental Sold Quantity (ISU%) by Product Category During the Diwali Campaign

Category	Incremental Sold Quantity Percentage	ISU Rank
Home Appliances	244.22%	1
Combo1	202.35%	2
Home Care	79.63%	3
Personal Care	31.05%	4
Grocery % Staples	18.04%	5

# Top Products by Incremental Revenue Percentage

Analyzing the top 5 products that significantly contributed to revenue growth during promotional campaigns



# STORE PERFORMANCE ANALYSIS

# Top 7 Stores by Incremental Revenue

Analysis of Incremental Revenue during Promotions across Major Stores

Store ID	City	Incremental Revenue (in Millions)
STMYS-1	Mysuru	6.44
STCHE-4	Chennai	6.32
STBLR-0	Bengaluru	6.16
STBLR-7	Bengaluru	6.12
STBLR-6	Bengaluru	6.01
STCHE-7	Chennai	6.00
STMYS-3	Mysuru	5.72



# Bottom 7 Stores by Incremental Sold Units

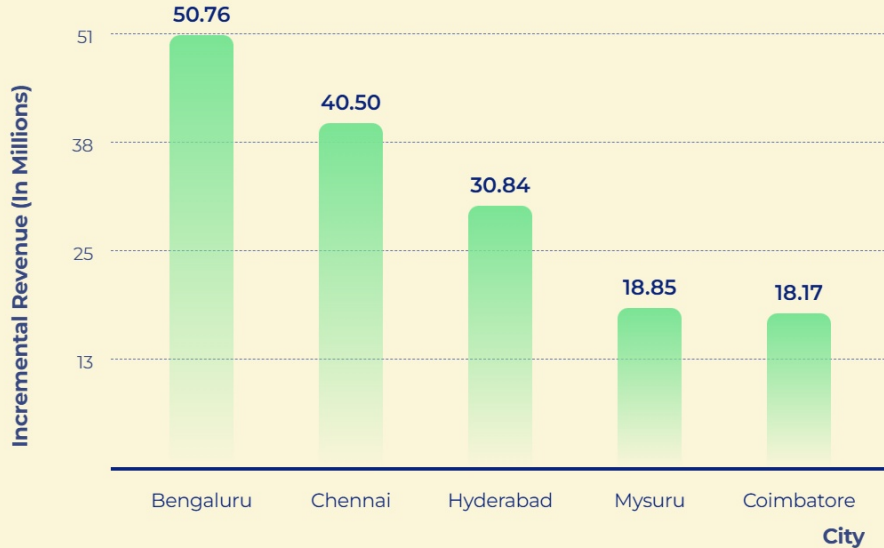
Analysis of Incremental Sold Units during Promotions across Major Stores

Store ID	City	Incremental Sold Units
STMLR-0	Mangalore	1952
STVSK-3	Visakhapatnam	2209
STVSK-4	Visakhapatnam	2469
STTRV-1	Trivandrum	2604
STMLR-2	Mangalore	2664
STTRV-0	Trivandrum	2733
STVJD-1	Vijayawada	2763

## STORE PERFORMANCE

# Store Performance by City

Analysis of Performance Variations Among Stores by City and Identifying Common Traits of Top-Performing Stores for Strategic Leveraging

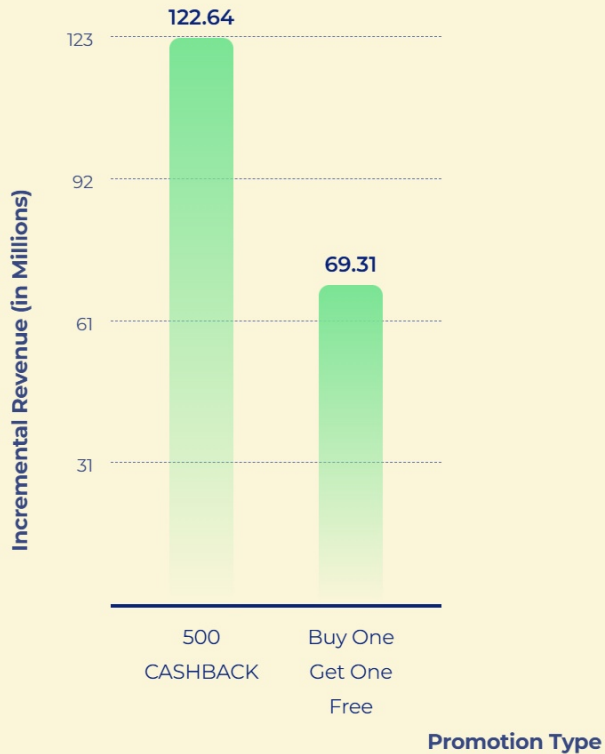


# PROMOTION TYPE ANALYSIS

PROMOTION REVENUE

# Promotion Types Analysis

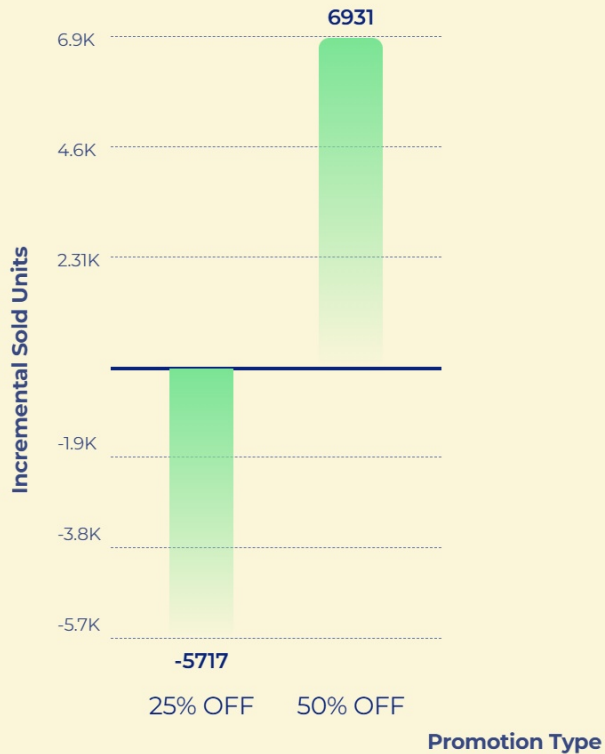
Top 2 by Incremental Revenue



PROMOTION REVENUE

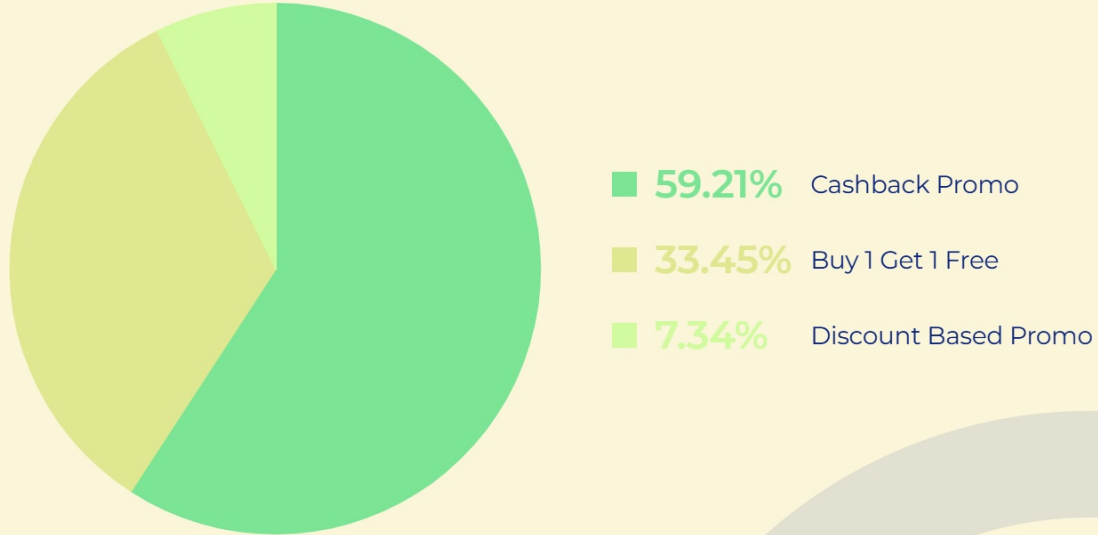
# Promotion Types Analysis

Bottom 2 by Incremental Sold Units



# Promotion Performance Analysis

Evaluating the Effectiveness of Discount-Based Promotions Compared to BOGOF (Buy One Get One Free) and Cashback Offers



## CONCLUSIONS

# Conclusion and Recommendations

Insights and Strategic Directions for Future Promotions



### High Impact Promotions

Cashback-based and BOGOF promotions were the standout strategies, leading to significant revenue and sales increases during the Diwali season.



### Top Performing Categories

Grocery and Home Appliances emerged as the leading categories, driving growth and capturing consumer interest effectively during the festive period.



### Focus Cities

Metro cities showed the highest engagement and sales, suggesting that future promotional efforts should concentrate on these urban areas for optimal results.



### Budget Allocation

Increased funding for successful promotions like '500 Cashback' is recommended to maximize impact and drive even higher sales in the upcoming campaigns.



### Expansion to Smaller Cities

Successful promotional campaigns should be expanded to smaller cities to tap into new markets and broaden the customer base effectively.



### Underperforming Store Analysis

A thorough examination of underperforming stores is necessary to identify and address specific issues, enhancing overall sales performance.

# Thank You

I'm grateful for your time and attention. Please feel free to connect with me for any questions, feedback, or further discussions.