

AtliQ Mart : Analysis on promotions

CodeBasics Resume Project Challenge #9

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Presenter



Introduction to AtliQ Mart



Southern Supermarket Chain: AtliQ Mart

AtliQ mart is a well established retail giant with over 50 supermarkets around the southern regions of India.



AtliQ Mart Promotions: Featuring AtliQ Branded Products

Atliq branded products are ran on promotions across all the AtliQ mart stores.

Project goals



Objective

Analyze the performance of past promotional campaigns at AtliQ Mart.

Goals

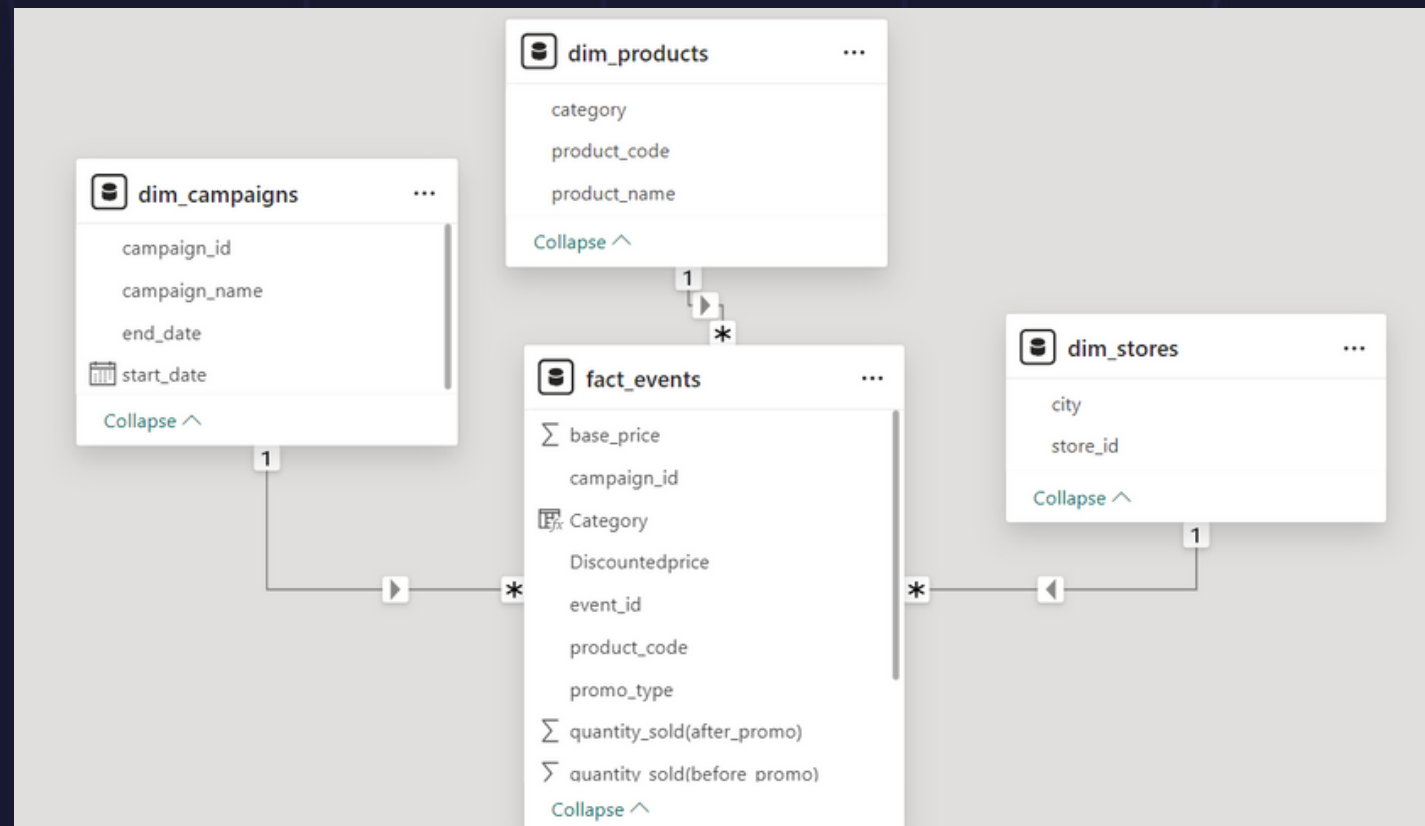
Identify successful and unsuccessful promotions to inform future strategies and maximize return on investment.

Tools used

Data analysis tools used

- POWER BI
- SQL

PROJECT DATA 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)

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Recommended Insights

Store Performance Analysis:

- Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?
- Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?
- 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?

Promotion Type Analysis:

- What are the top 2 promotion types that resulted in the highest Incremental Revenue?
- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?
- Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?
- Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

Product and Category Analysis:

- Which product categories saw the most significant lift in sales from the promotions?
- Are there specific products that respond exceptionally well or poorly to promotions?
- What is the correlation between product category and promotion type effectiveness?

Note: The above insight ideas are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.

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Ad-hoc-requests

1. 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) .

| Product_name | Promo_type | base_price |
|--------------------------------|------------|------------|
| Atliq_Double_Bedsheet_set | BOGOF | 1190 |
| Atliq_waterproof_Immersion_Rod | BOGOF | 1020 |

Suggestions

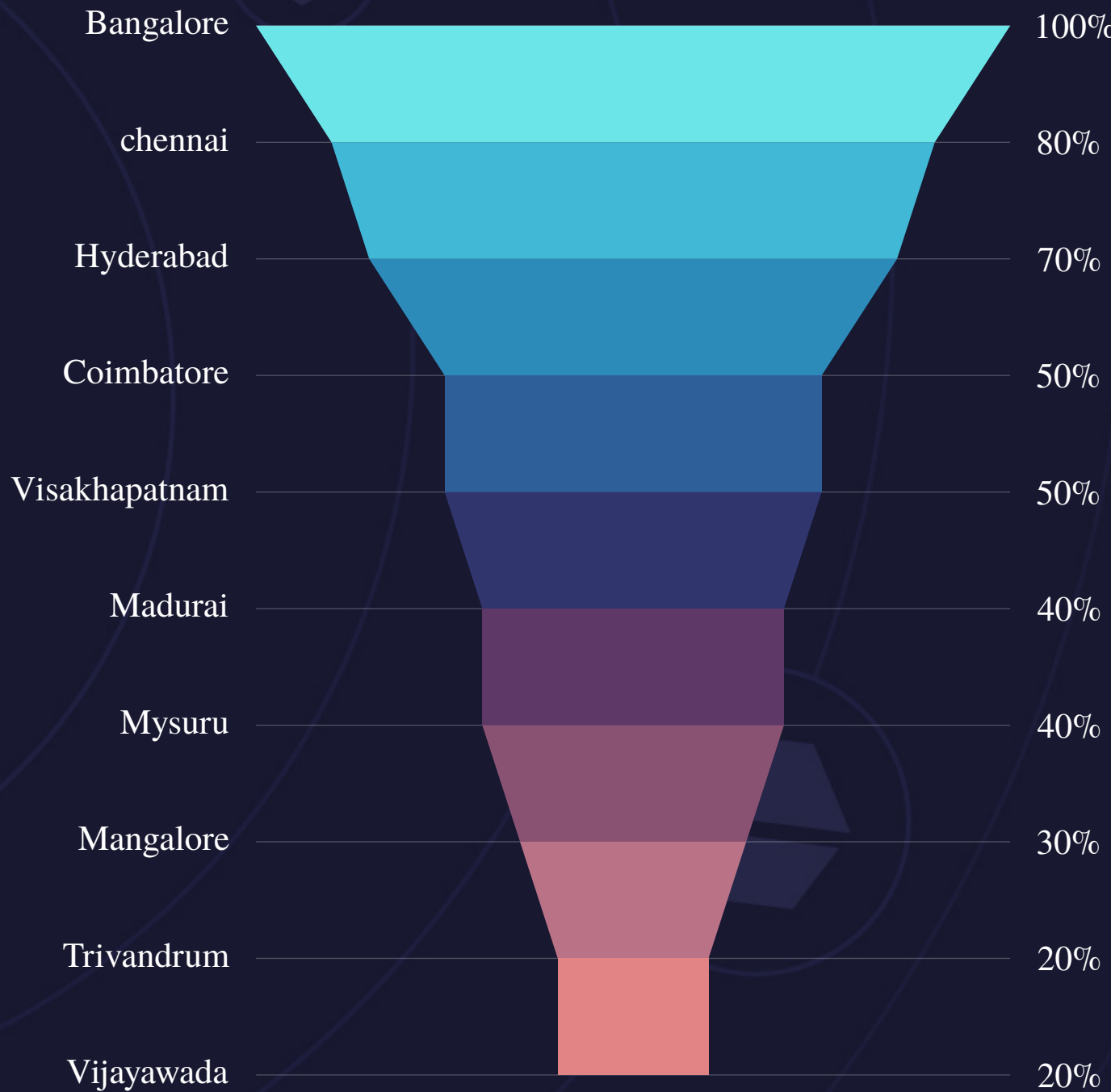
- Limited time offers
- complementary products mix
- Exclusive packaging
- dynamic pricing

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 .The report includes two essential fields : city and store count



| CITY | STORES |
|---------------|--------|
| Bangalore | 10 |
| chennai | 8 |
| Hyderabad | 7 |
| Coimbatore | 5 |
| Visakhapatnam | 5 |
| Madurai | 4 |
| Mysuru | 4 |

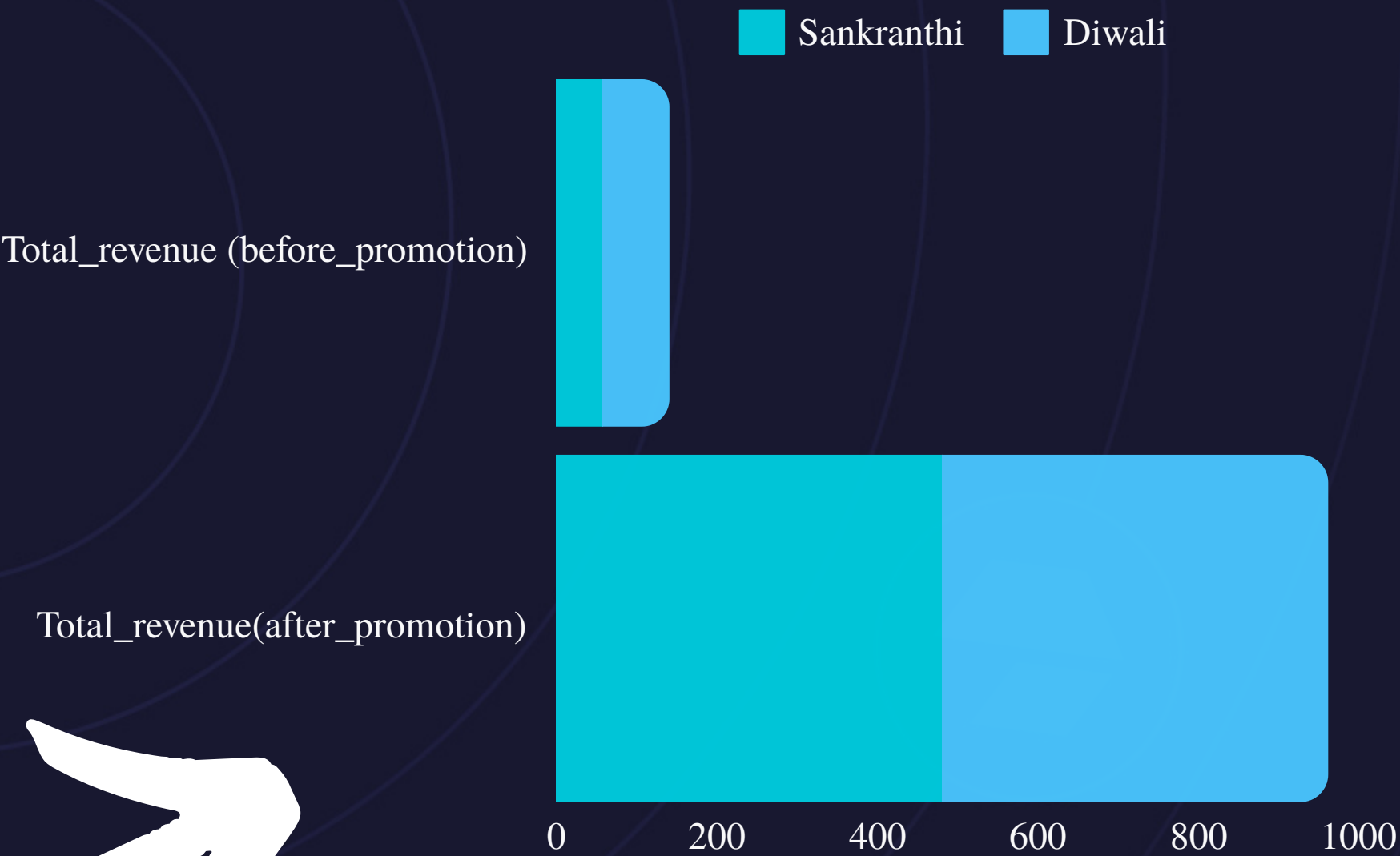
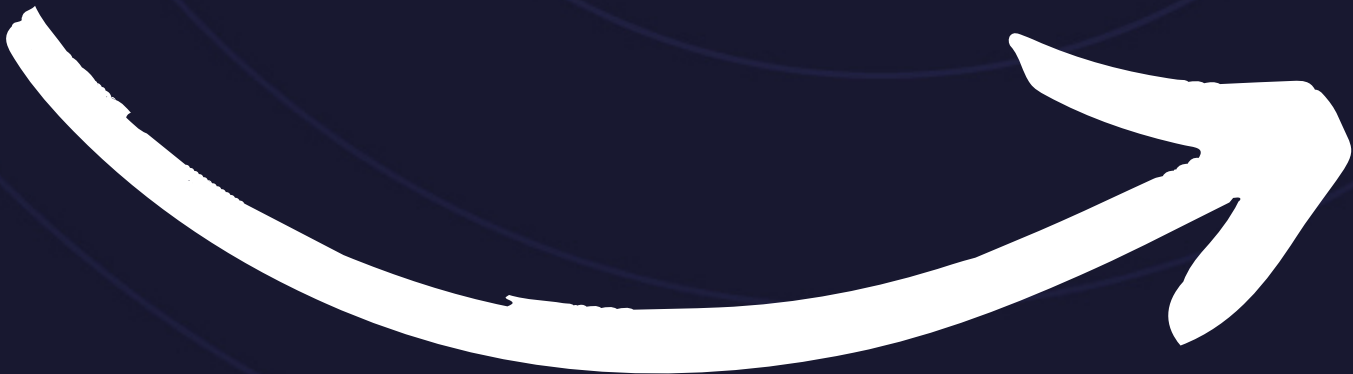
| CITY | STORES |
|------------|--------|
| Mangalore | 3 |
| Trivandrum | 2 |
| Vijayawada | 2 |



3. Generate a report that displays each campaign along with the total revenue generated before and after campaign ? The report includes three key fields: campaign_name, total_revenue (before_promotion), total_revenue(after_promotion) .Display the values in millions.



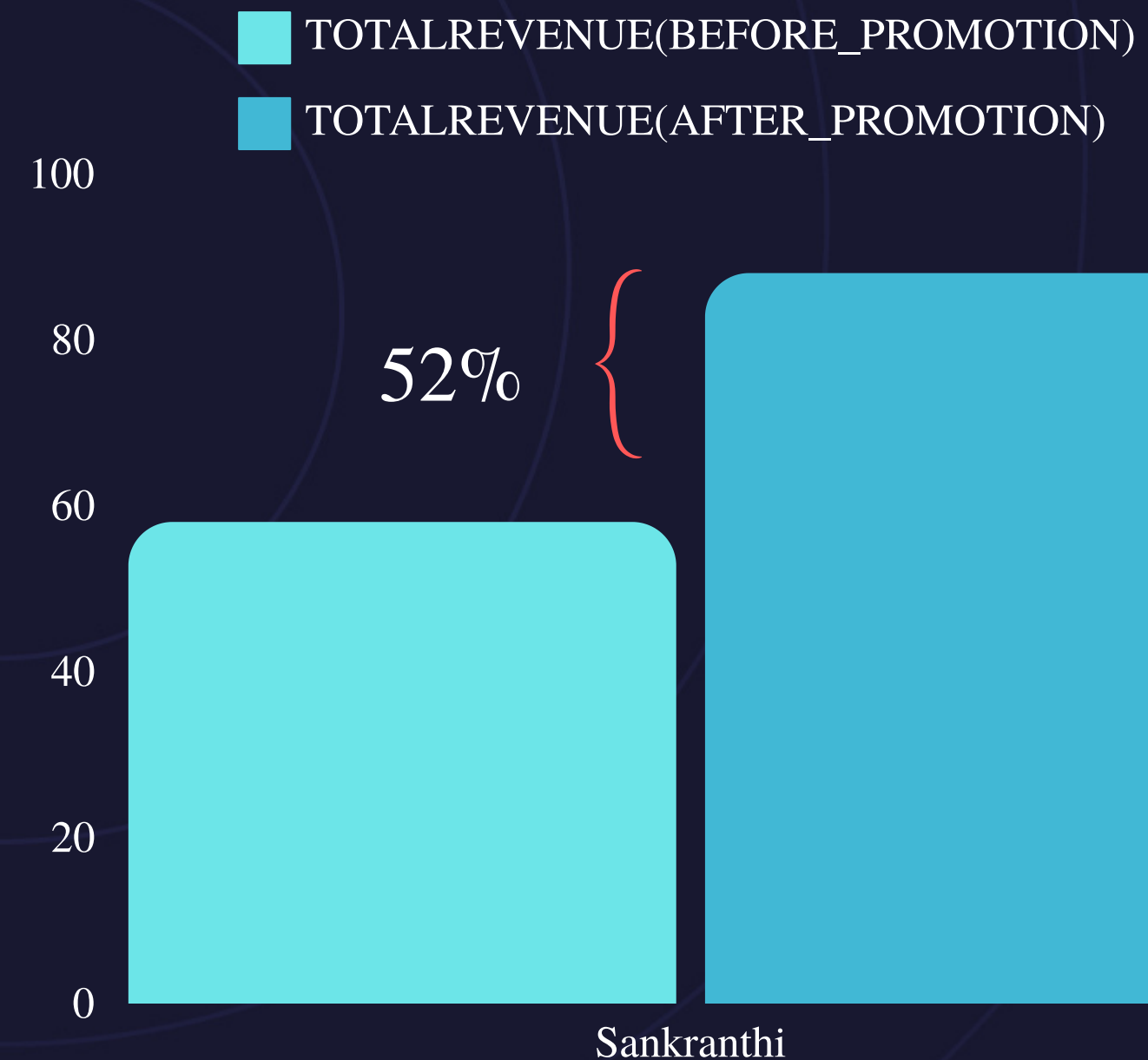
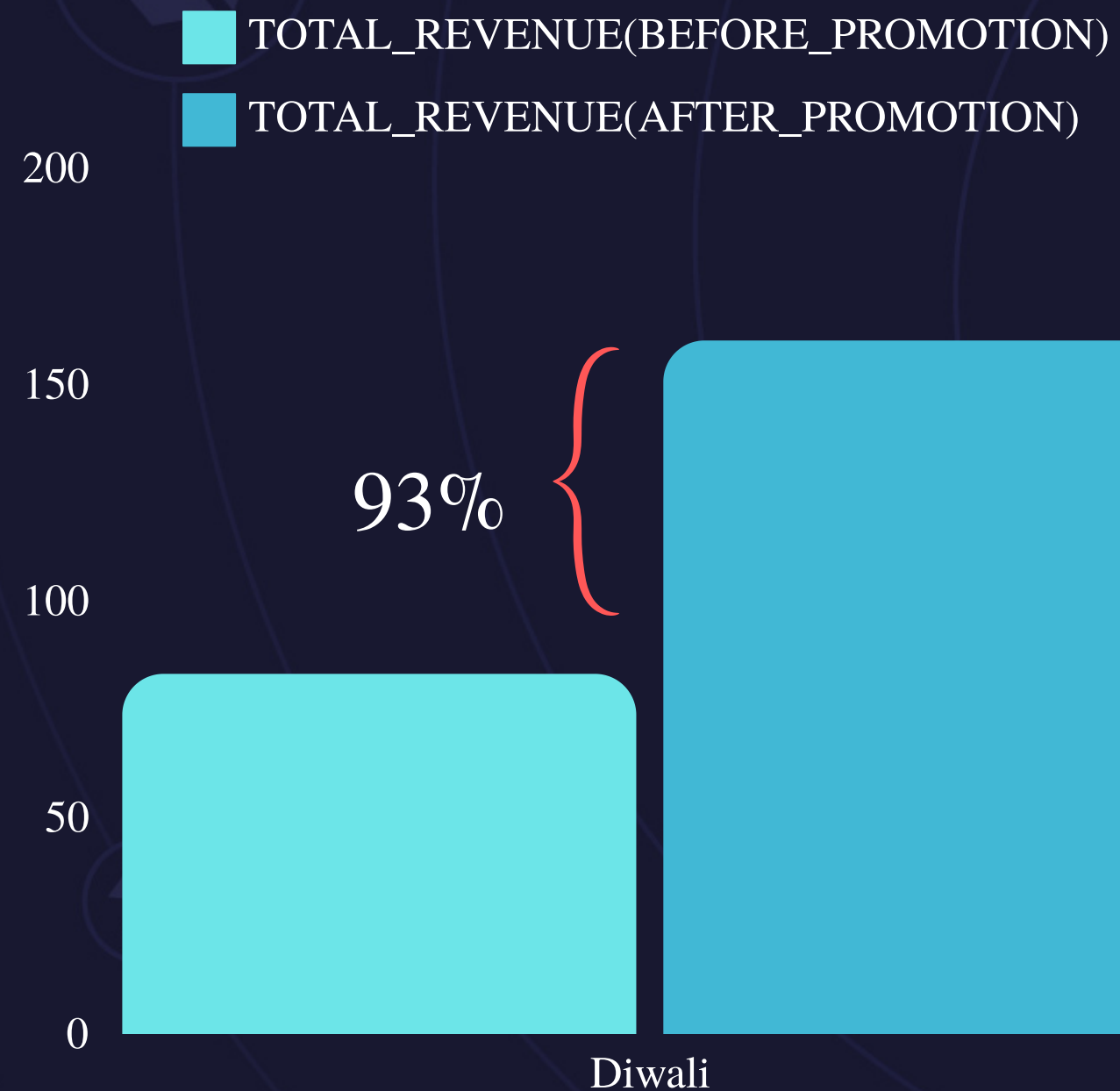
| Campaign_name | Total_revenue (before_promotion) | Total_revenue (after_promotion) |
|---------------|-------------------------------------|------------------------------------|
| Sankranti | 58M | 480M |
| Diwali | 83M | 480M |



Insights

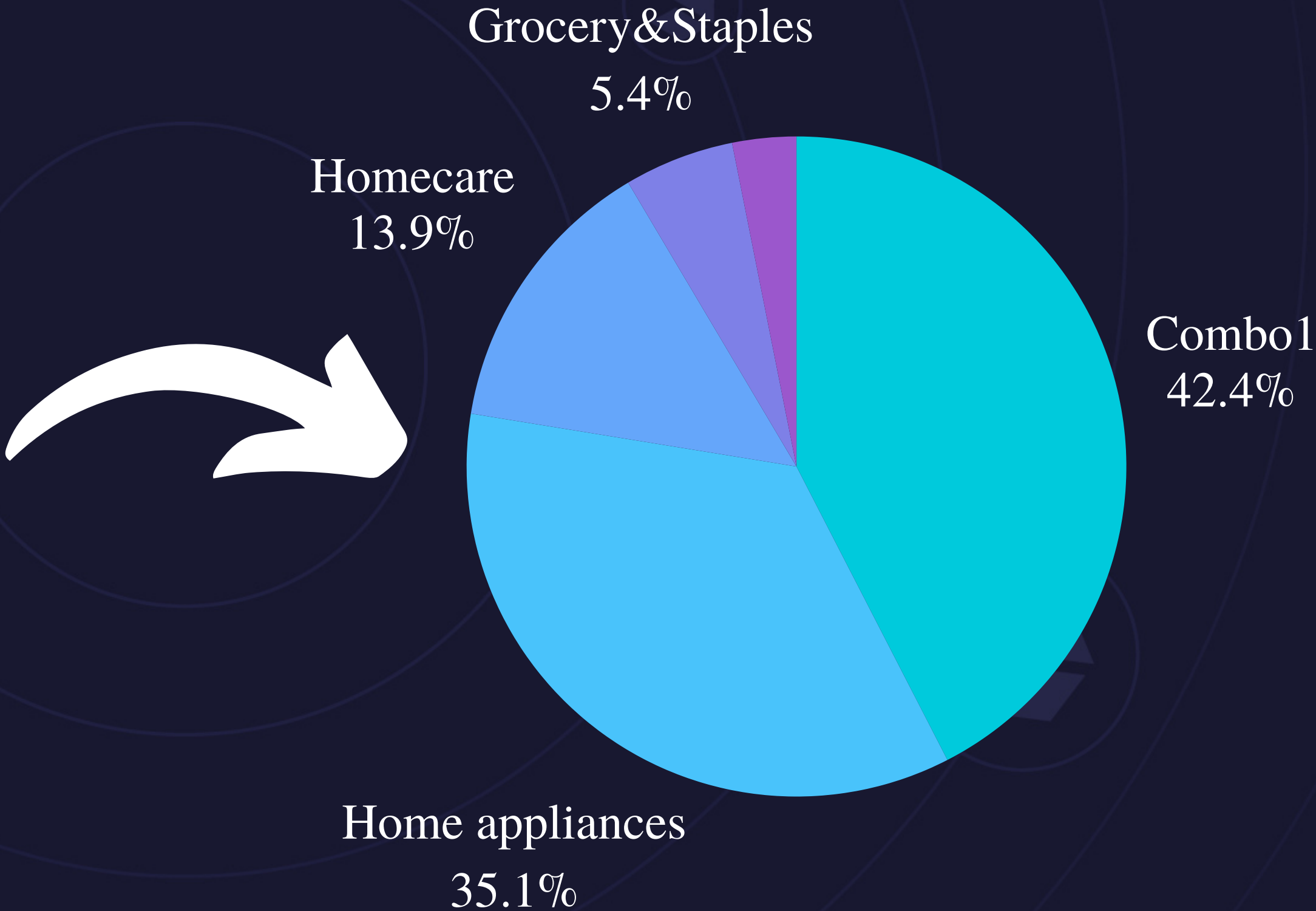


While the Diwali campaign achieved a significant 93% revenue boost, the Sankranti campaign also performed well, seeing a 52% increase.



4. Produce a report that calculates the incremental SoldQuantity(ISU%) for each category during the Diwali campaign. Additionally provide rankings fo the categories based on their ISU%. The report will include three key fields : category , isu% and rankorder .

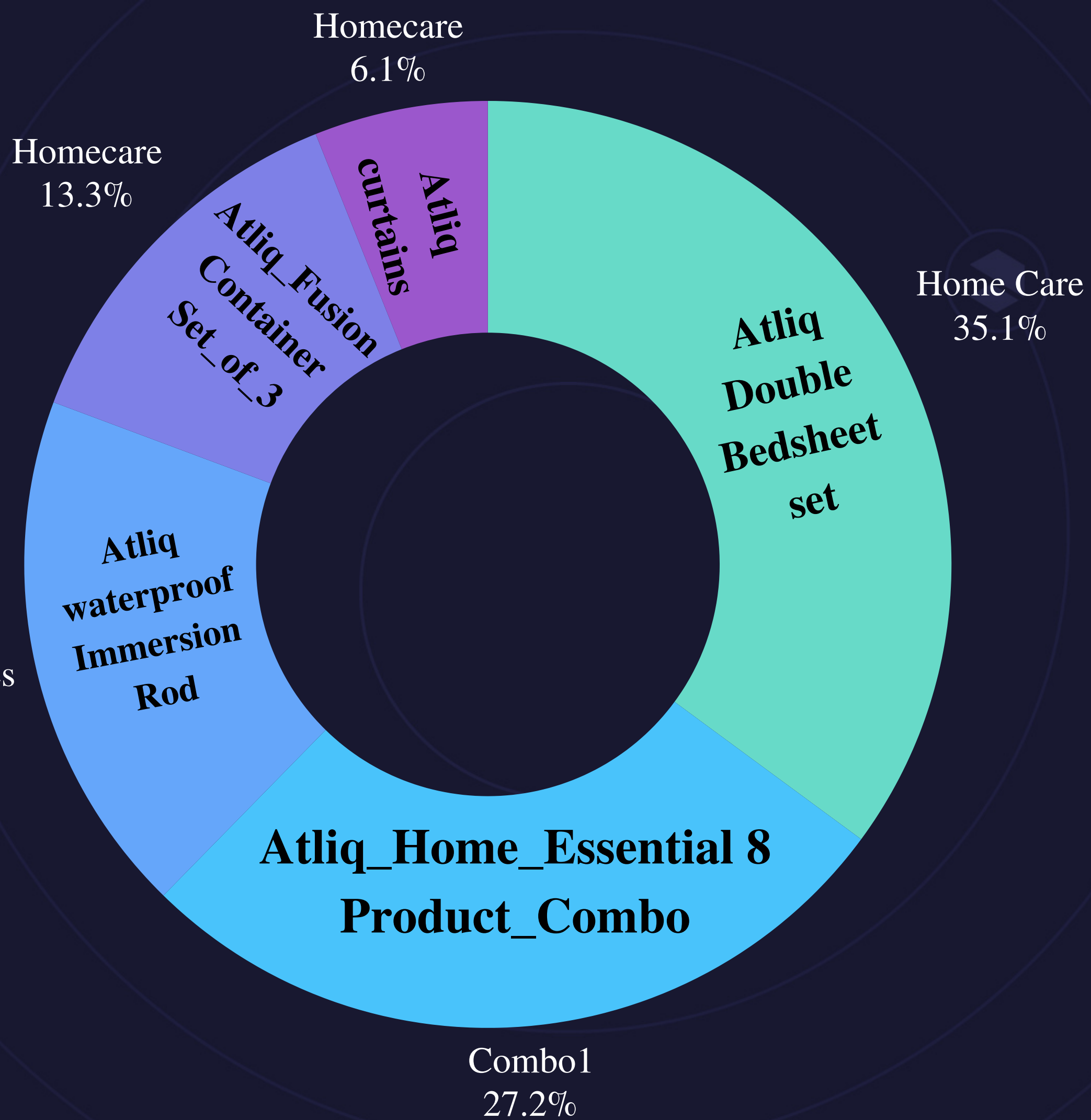
| Category | ISU% | Rankorder |
|-----------------|------|-----------|
| Combo1 | 244% | 1 |
| Home appliances | 202% | 2 |
| Homecare | 80% | 3 |
| Grocery&Staples | 31% | 4 |
| PersonalCare | 18% | 5 |



5.Create a report featuring the top 5 products, ranked by Increemental Revenue percentage (IR%) across all campaigns. The report will provide essential information including product name, category and IR%.



| PRODUCT_NAME | CATEGORY | IR% | RANKORDER |
|--|-----------------|-------|-----------|
| Atliq_Double_Beds heet_set | Home Care | 1316% | 1 |
| Atliq_Home_Essent ial_8_Product_Com bo | Combo1 | 1021% | 2 |
| Atliq_waterproof_I mmersion_Rod | Home Appliances | 688% | 3 |
| Atliq_Fusion_Contai ner_Set_of_3 | Homecare | 497% | 4 |
| Atliq_Curtains | Home Care | 227% | 5 |



STORE PERFORMANCE ANALYSIS

Insights



1. Top 10 stores in terms of incremental revenue(IR%)

- STMYS-1 store is the top performer with highest additional revenue of 36M and stores from chennai,Bangalore,madurai contributing over a range from 35M to 28M.

2. Bottom 10 stores interms of incremental sold units(ISU%)

- Stores from visakhapatnam,vijaywada,trivandrum,mangalore,coimbatore are bottom 10 stores contributing to isu% over a range of 3000 to 2000 units.

3. Performance of stores by city

- biggest Metropolitan cities chennai, bangalore,hyderabad which has the highest count of stores are major contributors to overall revenue and sales volume growth.



- No particular common characteristic is identifiable across top performing stores that could be leveraged to low performing stores.
- Consumer preferences and purchasing power across various cities can be a reason for this varied behaviour of performance across stores.

PROMOTION TYPE ANALYSIS



1. Top two promotion types that resulted in highest incremental revenue?

- 500 cashback stands high with 683M revenue followed by bogof offer of 112M.

2. Bottom two promotion types in terms of incremental sold units ?

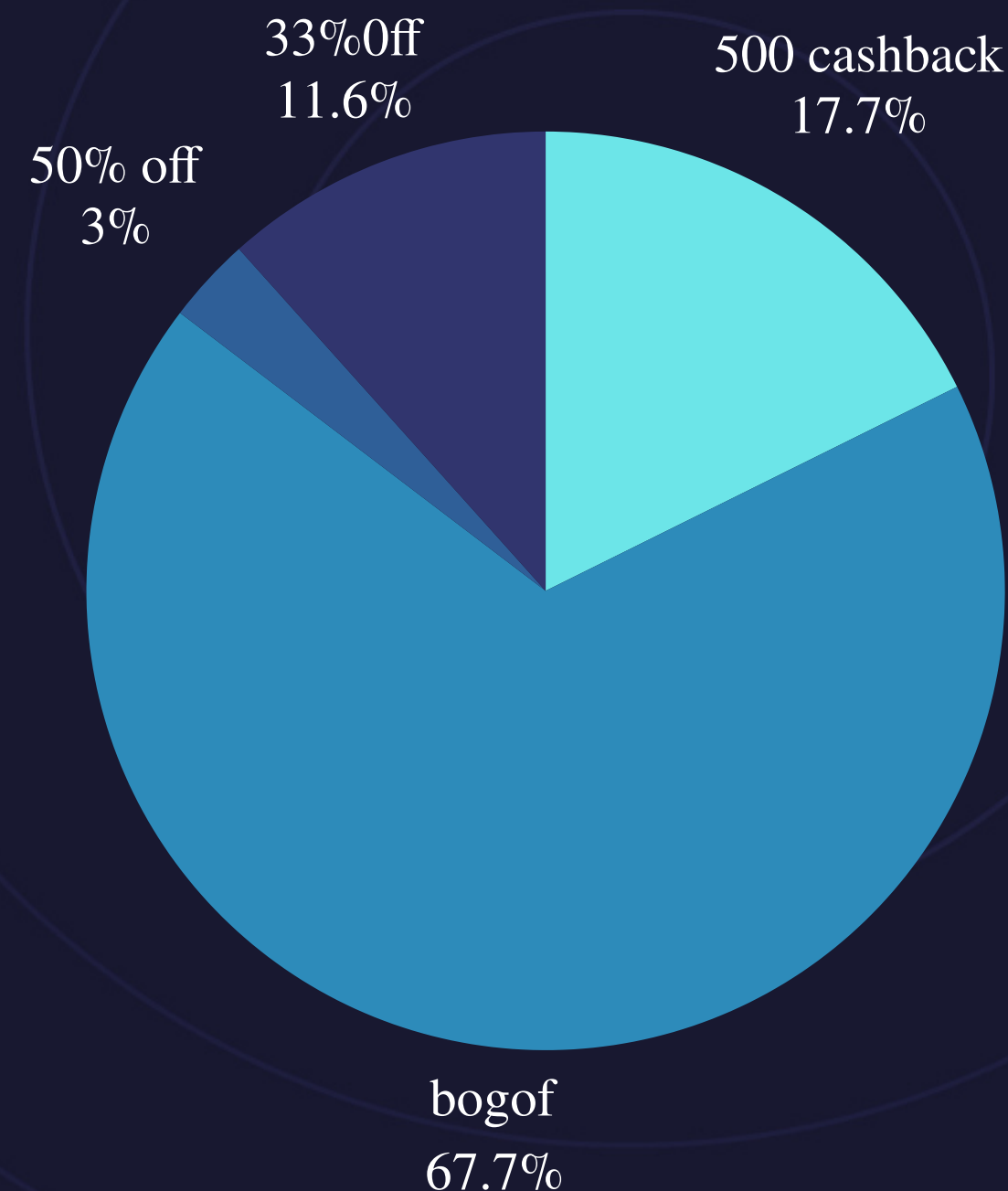
- 50%off discount contributes to 693k and 25%off leading to loss of units sold -571k.
- consumer expecting deep discounts could be the reason for loss in sales for the 25%discount promotion .

3. Is there a significant difference in the performance of discount based promotions versus bogof(buy one get one offer) or cashback promotions ?

- bogof and cashback promotions are the top performers in contrast discount based promotions which are 33% off ,50%off and 25% off resulted in low or loss in revenue.

4. Which promotion strike the best balance between incremental sold units and maintaining healthy margins?

- BOGOF discount maintains healthy margin between units sold and revenue by contributing incremental sales of 157,000 followed by 500 cashback.



PRODUCT AND CATEGORY ANALYSIS



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

- Combo1 had the biggest uplift in sales by 683M, followed by Grocery & Staples with 43M more in sales

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

- AtliQ_home_essentials_8_product_combo generated heavy revenue whopping to 683M well while Atliq_Lime_Cool_Bathing_bar_(125gm) with a loss of revenue of -291k.

3. Correlation between product category and promotion type effectiveness ?

- pvalue of 0 after taking chisquare test its evident that there is no relation between both.

Campaign Analysis



1. Which campaign performed well in terms of incremental revenue and sold units?

- Sankranti campaign helped in stock clearance with the uplift of units sold by 155% and diwali campaign uplifted sales by 66%.

2. Which promotions drove the best results in each campaign?

- The 500 cashback promotion proved effective during the Diwali campaign. In contrast, a BOGOF offer followed by a 500 cashback promotion boosted the performance of the Sankranti campaign.

3. Were there any promotions that negatively affected campaign performance?

- 25% off promotion had an immense negative impact followed by 33% off and 50% off promotion in each of the campaigns.

PROMOTION RECOMMENDATIONS



PERSONALIZED RECOMMENDATIONS

- Cross selling : When a customer purchases a discounted product, recommend complementary items that specifically enhance their chosen item.

PROMOTION CENTRIC RECOMMENDATIONS

Consumers are less likely to be swayed by discounts on lower-priced homecare products, with offers around 25% off showing minimal impact.

- Focus on gifting : During these festivals campaign, the focus might shift towards buying premium homecare products for gifting, rather than deals for personal use.
- deep discounts : Consumers expect big discounts especially on premium products.

Ensuring deep discounts without impacting profit margins would be a better strategy .



- Freemium promotion : offering a basic version of a product or service for free, with the premium version unlocking additional features and benefits at appropriate price.

CATEGORY CENTRIC PROMOTIONS

It is observed that bundled products had boosted up revenue after promotions in contrast personal care products generated drastic loss in revenue.

- Shelf-placement : Placing bundled products at high traffic areas or near complementary products can improve visibility and improve the chance for purchasing .
- Focus on product benefits : emphasizing on unique selling points of the product and benefits of the product can improve the chances of sales.