



**ANALYSE PROMOTIONS AND
PROVIDE TANGIBLE INSIGHTS
TO SALES DIRECTOR FOR
ATLIQ MART**

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ABOUT COMPANY

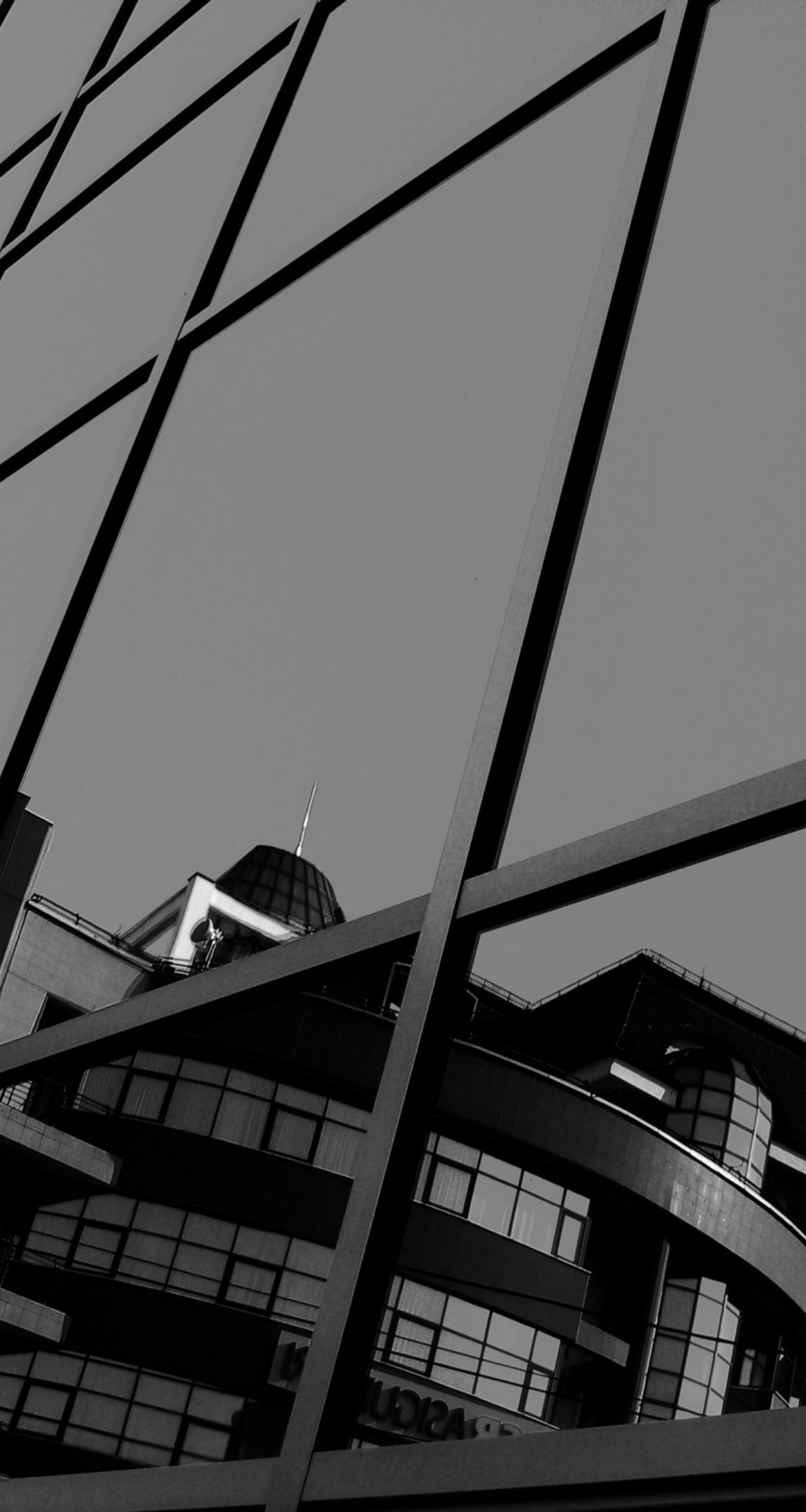


AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 (festive time in India) on their AtliQ branded products.



Problem Statement-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.





Business Requests

Q1- 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).

	product_name	base_price	promo_type
▶	Atliq_Double_Bedsheet_set	1190	BOGOF
	Atliq_waterproof_Immersion_Rod	1020	BOGOF

Insights

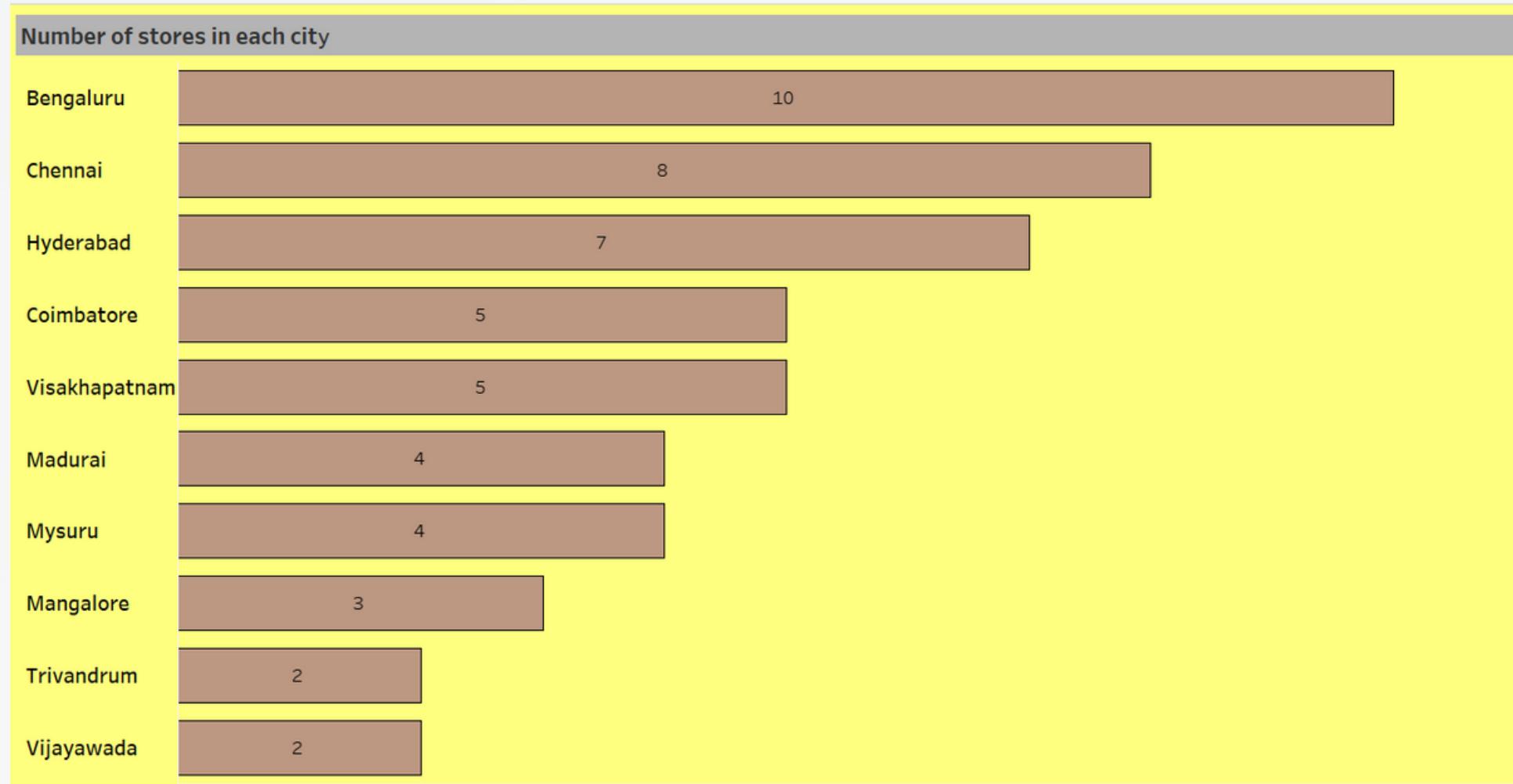
01 Products with a base price greater than 500 and under the BOGOF promotion type include **Atliq_Double_Bedsheet_set** and **Atliq_waterproof_Immersion_Rod**.



Q2- 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.

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

Low Numbers of stores



Insights

01 Bengaluru has the highest number of stores among all cities, with a **total of 10 stores**.

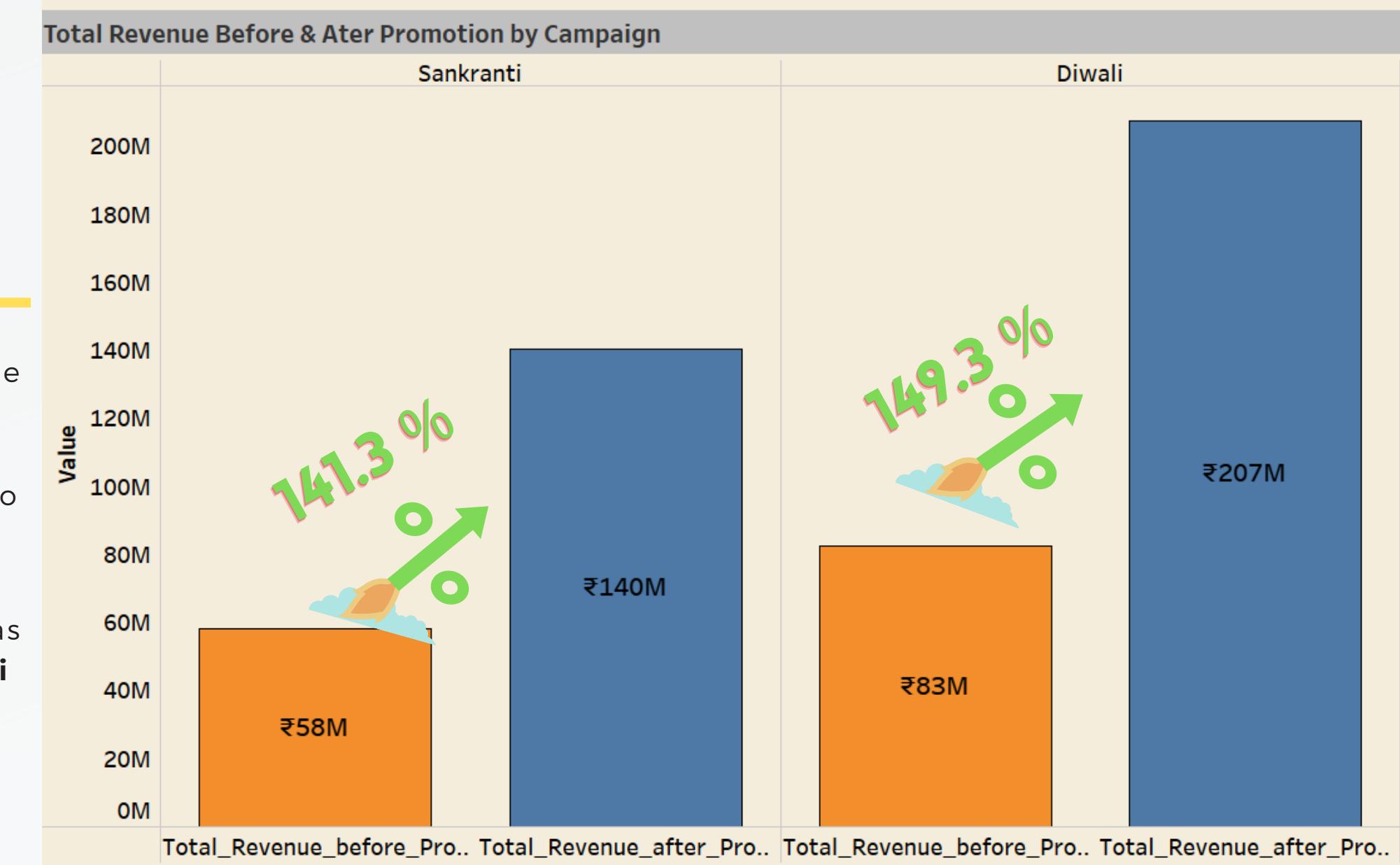
02 The combined number of stores in Bengaluru, Chennai, Hyderabad, Coimbatore, and Vishakapatnam account for **70% of the total stores**.

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).

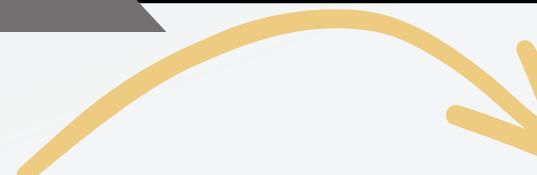
campaign_name	Total_revenue_before_promotion	Total_revenue_after_promotion
Sankranti	58 M	140 M
Diwali	83 M	207 M

Insights

- 01** During Sankranti, the company's total revenue **surged by 141.3%** due to the Sankranti promotions and discounts.
- 02** During Diwali, the company's total revenue **surged by 149.3%** due to the Diwali promotions and discounts.
- 03** The **Diwali Campaign is outperforming the Sankranti Campaign** as the company's **revenue has seen a greater increase during Diwali** compared to the Sankranti period.



Q4- 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.



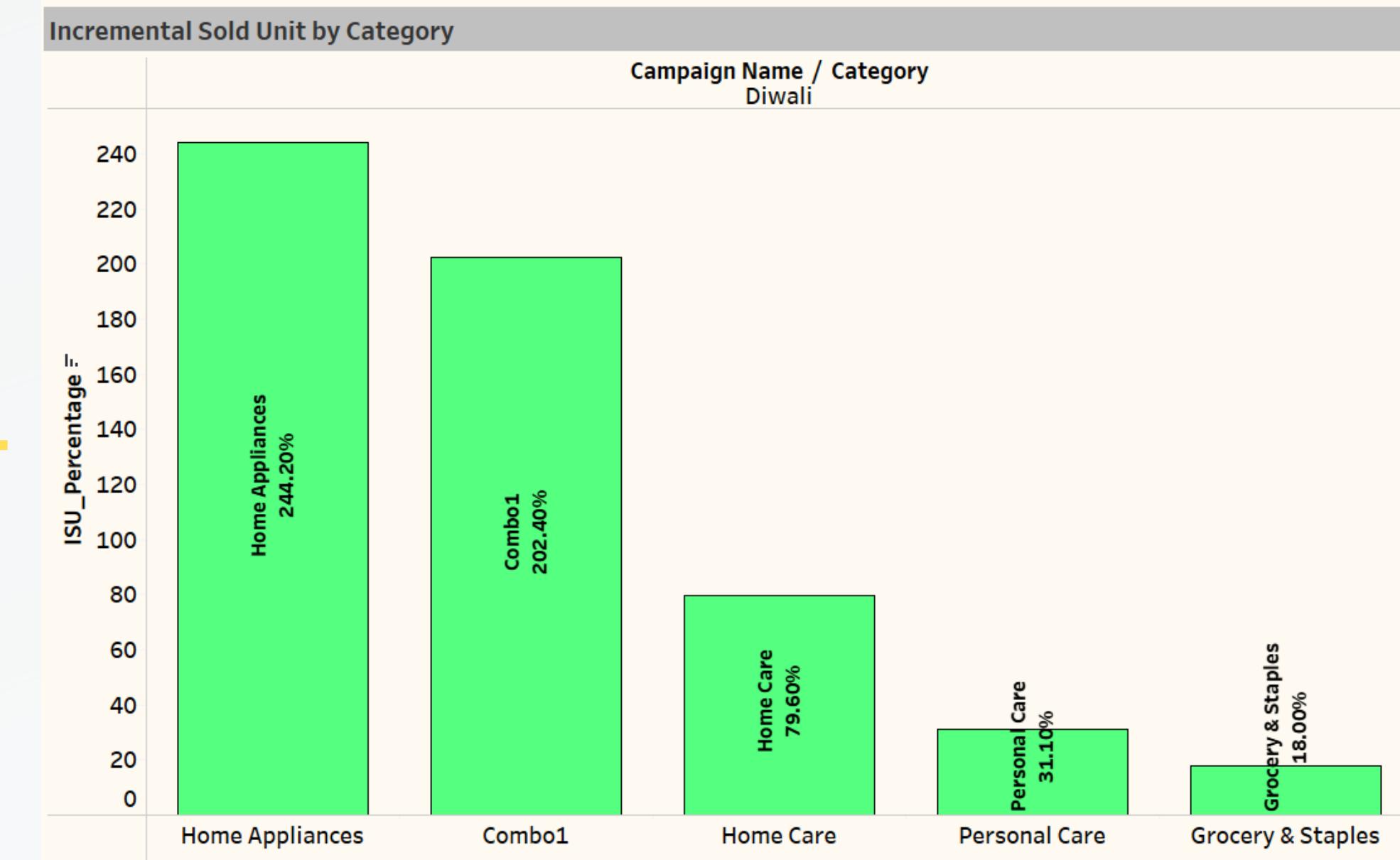
ISU_Percentage stands for Incremental Sold Units and is calculated by subtracting the total quantity sold before promotion from the total quantity sold after the promotion. The resulting number is then divided by the total quantity before the promotion to determine the ISU_Percentage.

category	ISU_Percentage	Rank_Order
Home Appliances	244.2 %	1
Combo1	202.4 %	2
Home Care	79.6 %	3
Personal Care	31.1 %	4
Grocery & Staples	18.0 %	5

Insights

01 During the Diwali campaign, **Home Appliances** ranked first among the five categories in terms of the incremental sold unit percentage, **with approximately a 244.2% increase**. This statistic suggests a strong preference for **purchasing home appliances during the Diwali season**.

02 During Diwali, **Grocery & Staples had the lowest** increase in sold units at **only 18%**, suggesting that people are **less interested in these items during the festive period**.



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%.

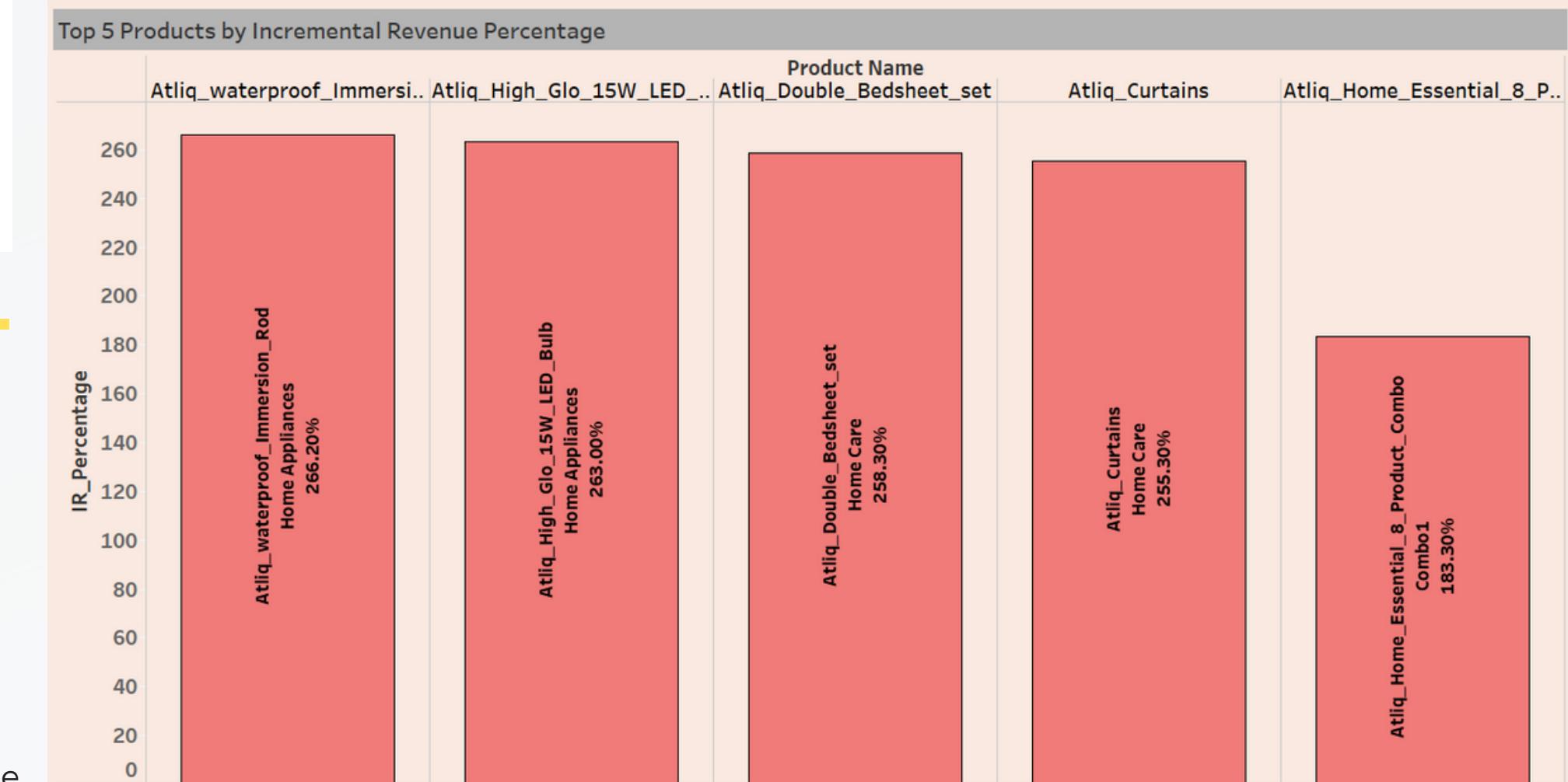
IR_Percentage stands for Incremental Revenue and is calculated by subtracting the total revenue before a promotion from the total revenue after the promotion. The resulting number is then divided by the total revenue before the promotion to determine the IR_Percentage.

product_name	category	IR_percentage
Atliq_waterproof_Immersion_Rod	Home Appliances	266.2 %
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	263.0 %
Atliq_Double_Bedsheet_set	Home Care	258.3 %
Atliq_Curtains	Home Care	255.3 %
Atliq_Home_Essential_8_Product_Combo	Combo1	183.3 %

Insights

01 During the campaign promotion, the product **Atliq_waterproof_Immersion_Rod**, which belongs to the **Home Appliances category**, has achieved the highest incremental revenue, indicating a strong demand for the product.

02 Among the top products by incremental revenue percentage, we have observed a strong demand for products belonging to either the **Home Appliances** or **Home Care categories**, highlighting the robust demand for these products during the festival.





Store Performance Analysis

Q1- WHICH ARE THE TOP 10 STORES IN TERMS OF INCREMENTAL REVENUE (IR) GENERATED FROM THE PROMOTIONS?

	store_id	Incremental_Revenue
▶	STMYS-1	6.45 M
	STCHE-4	6.32 M
	STBLR-0	6.16 M
	STBLR-7	6.12 M
	STBLR-6	6.01 M
	STCHE-7	6.00 M
	STMYS-3	5.72 M
	STCHE-3	5.71 M
	STCHE-6	5.32 M
	STBLR-3	5.21 M

Insights

01

In terms of Incremental Revenue, **store STMYS-1** has recorded the **highest Incremental Revenue at 6.45M**, indicating a substantial demand for the store's products.

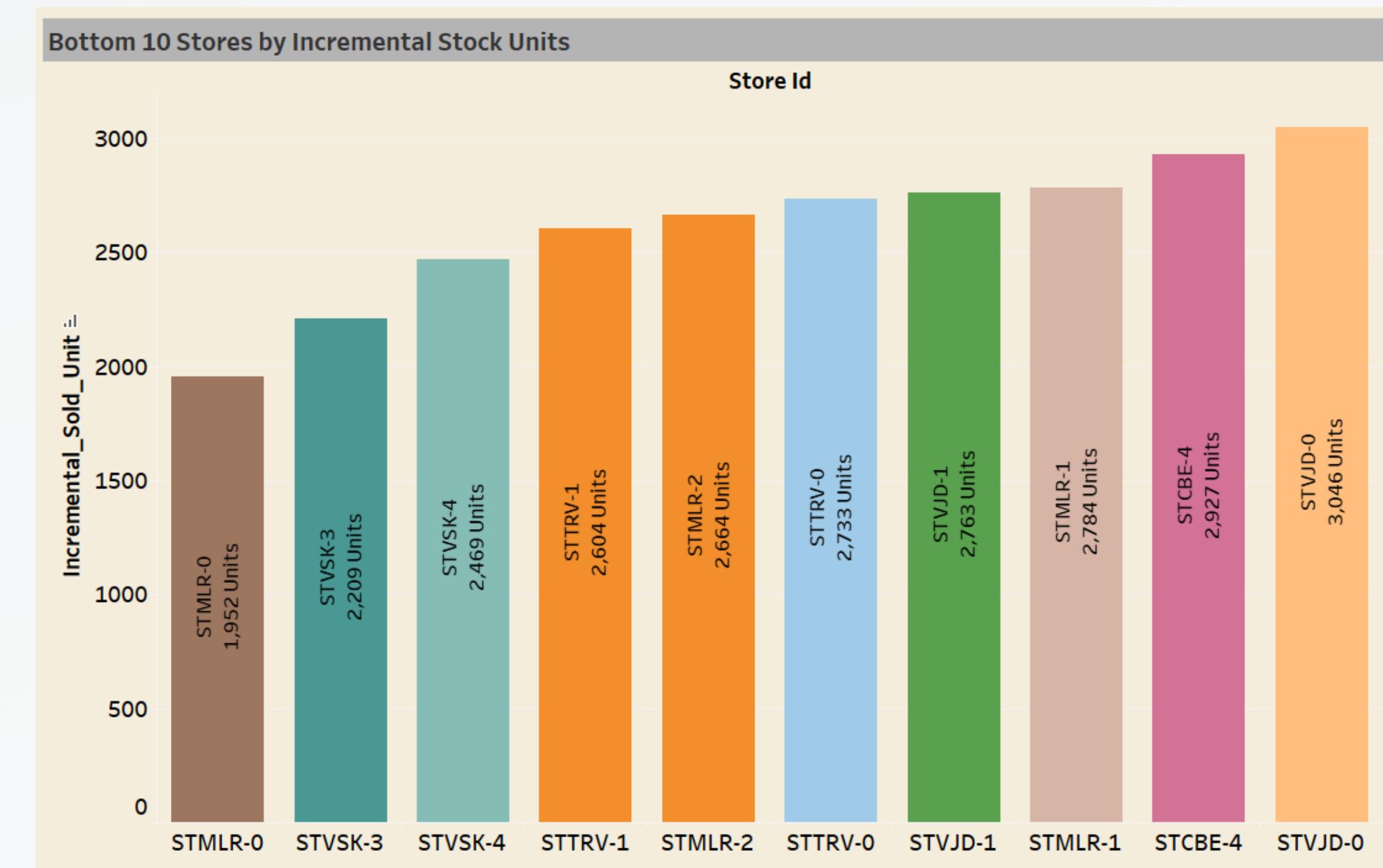


Q2- WHICH ARE THE BOTTOM 10 STORES WHEN IT COMES TO INCREMENTAL SOLD UNITS (ISU), DURING THE PROMOTIONAL PERIOD?

	store_id	Incremental_Sold_Units
▶	STMLR-0	1952 Units
	STVSK-3	2209 Units
	STVSK-4	2469 Units
	STTRV-1	2604 Units
	STMLR-2	2664 Units
	STTRV-0	2733 Units
	STVJD-1	2763 Units
	STMLR-1	2784 Units
	STCBE-4	2927 Units
	STVJD-0	3046 Units

Insights

- 01** In terms of Incremental Store Units, **store STMLR-0** has reported the **lowest Incremental Sold Units at 1952 Units**, indicating a lower demand for the store's products



Q3- 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	Total_Quantity_Sold
Bengaluru	105141
Chennai	83273
Hyderabad	69399
Coimbatore	38900
Mysuru	37470
Visakhapatnam	33916
Madurai	31169
Mangalore	14929
Vijayawada	11106
Trivandrum	10170

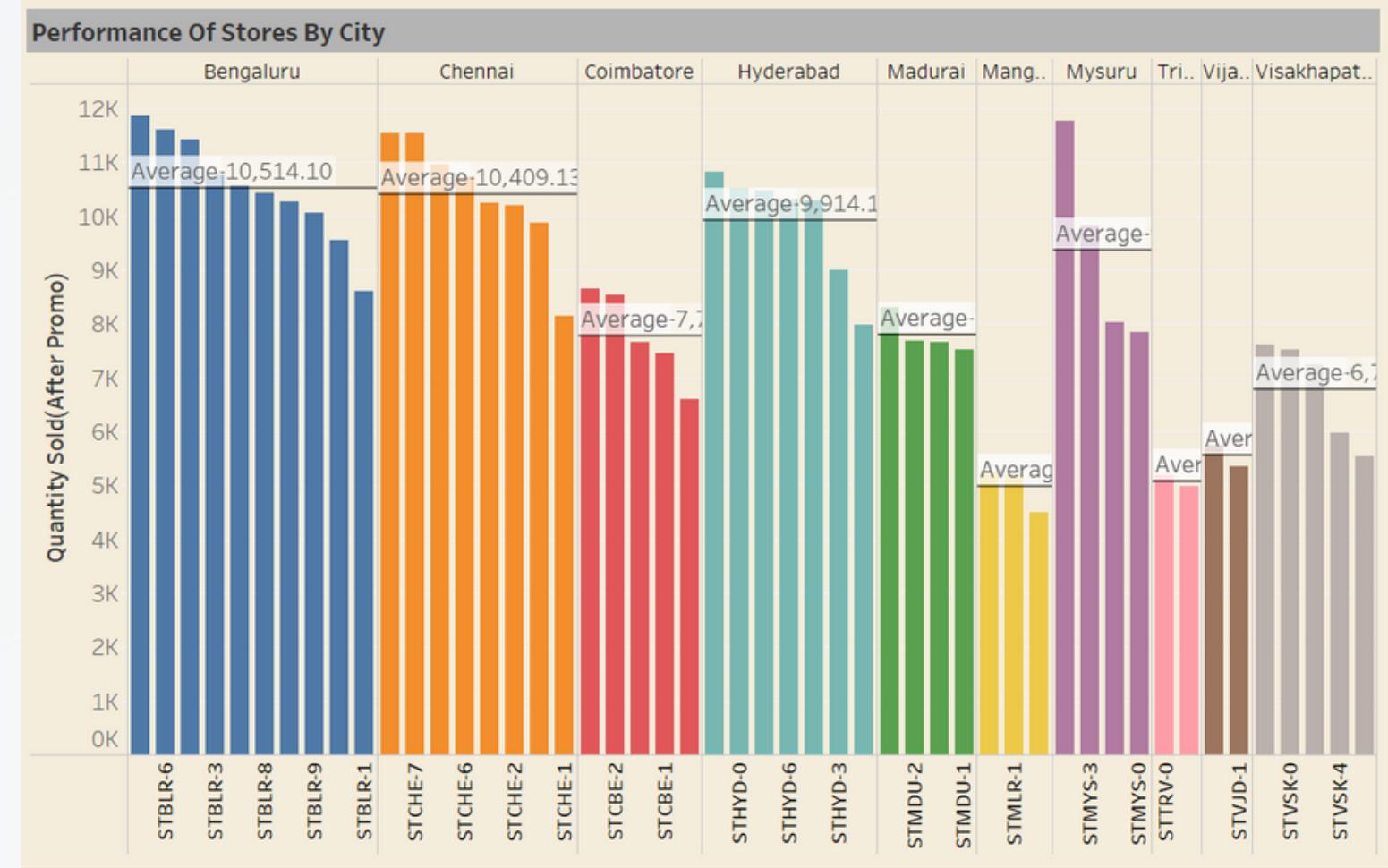
Insights

01

Store performance varies across different cities. **Cities like Bengaluru, Chennai, and Hyderabad create high demand for products**, leading to these stores selling a greater number of products and generating higher revenue compared to other cities.

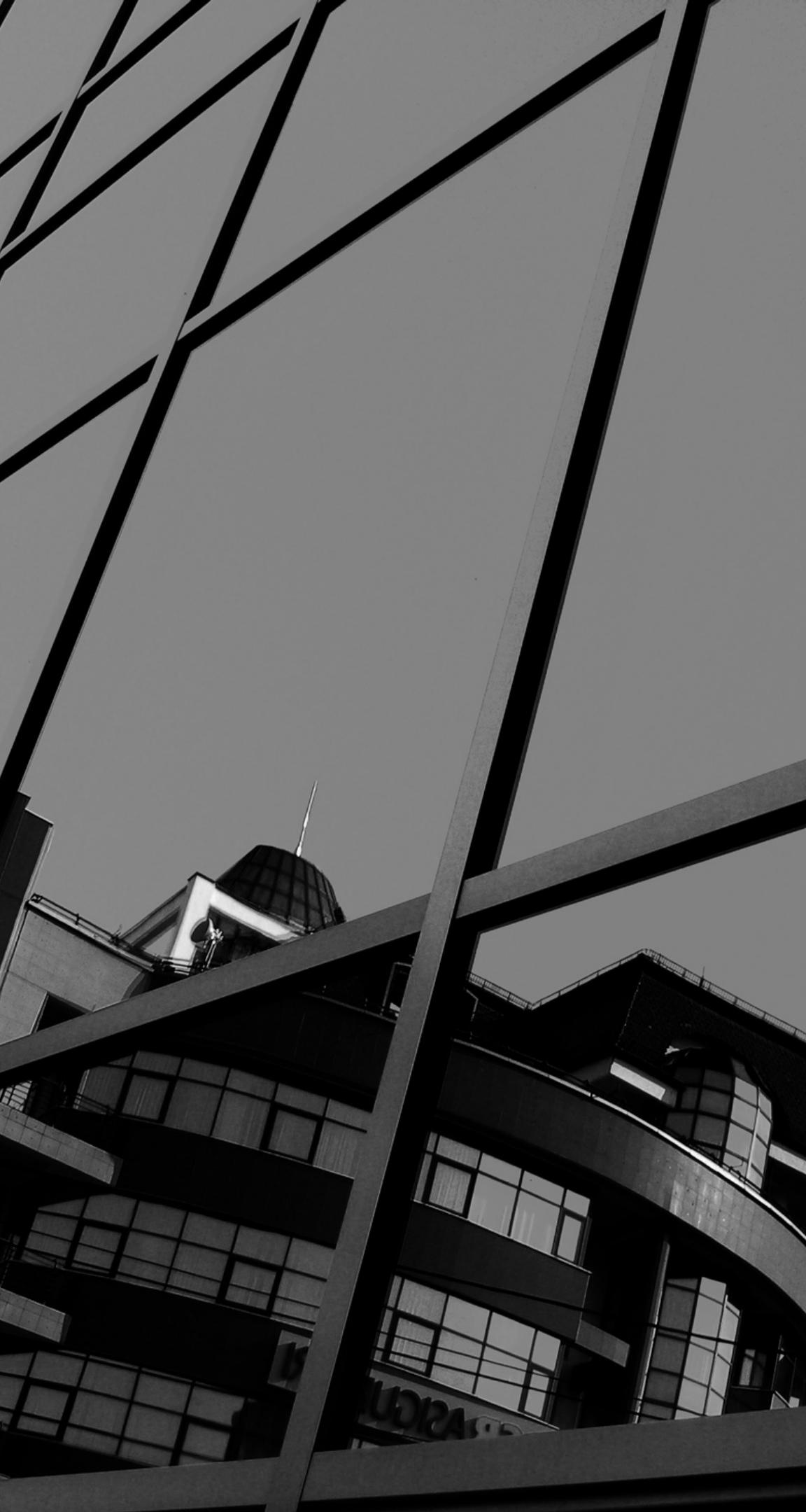
03

The common trait shared by the top stores in each city is that they sell a significantly higher quantity of products compared to the average number of products sold by each store in that city.



02

When comparing cities like **Coimbatore and Mysuru**, it is evident that although the average number of products sold per store is higher in Mysuru, Coimbatore sells more products **due to having an additional store**. If both cities had an **equal number of stores**, Mysuru would likely generate more revenue, **indicating a higher demand in Mysuru** compared to Coimbatore.



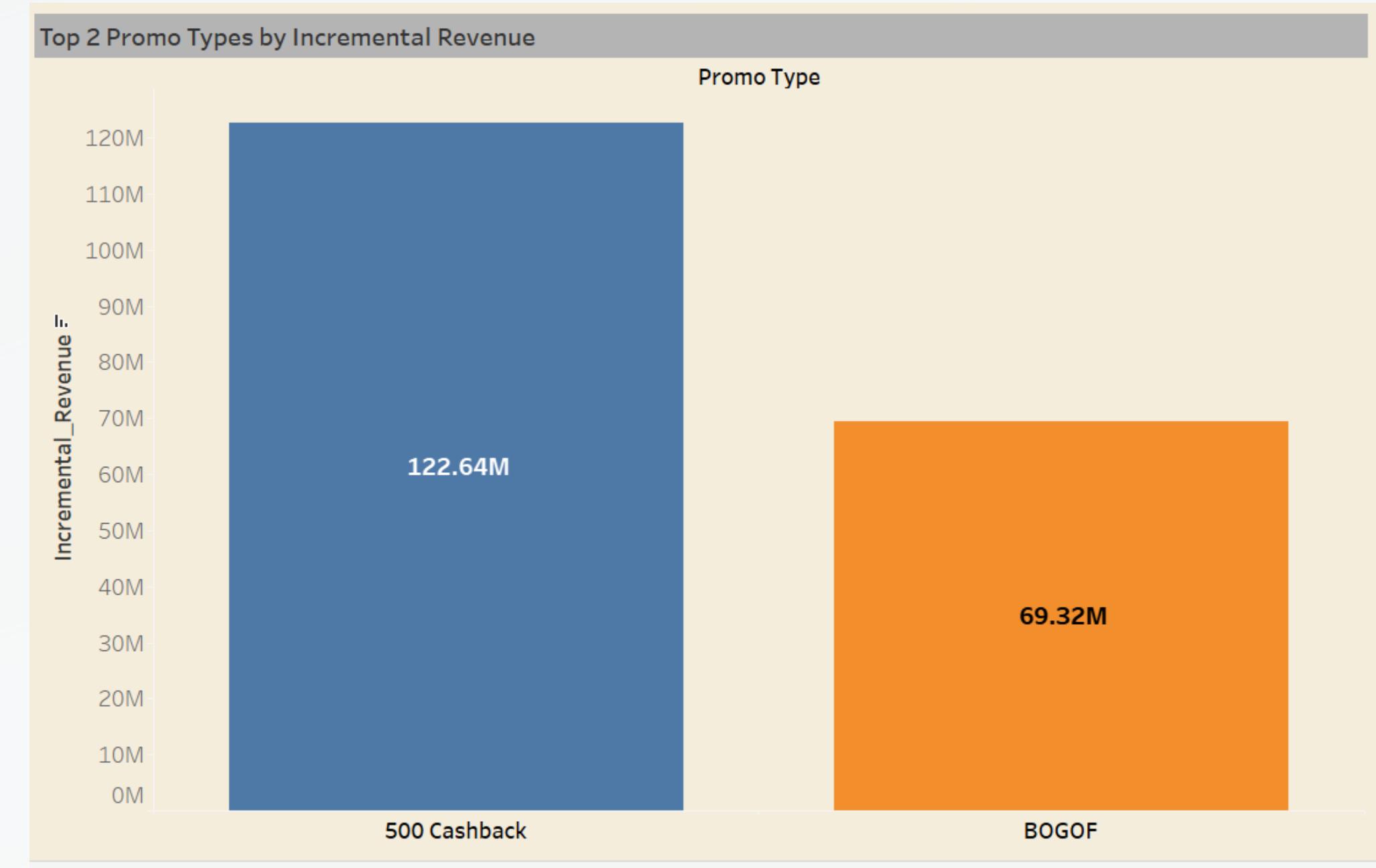
Promotion Type Analysis

Q1- WHAT ARE THE TOP 2 PROMOTION TYPES THAT RESULTED IN THE HIGHEST INCREMENTAL REVENUE?

	promo_type	Incremental_Revenue
▶	500 Cashback	122.6 M
	BOGOF	69.3 M

Insights

- 01 The promotion type '**500 Cashback**' is generating the **highest Incremental Revenue at 122.6M**, followed by BOGOF, which stands at 69.3M

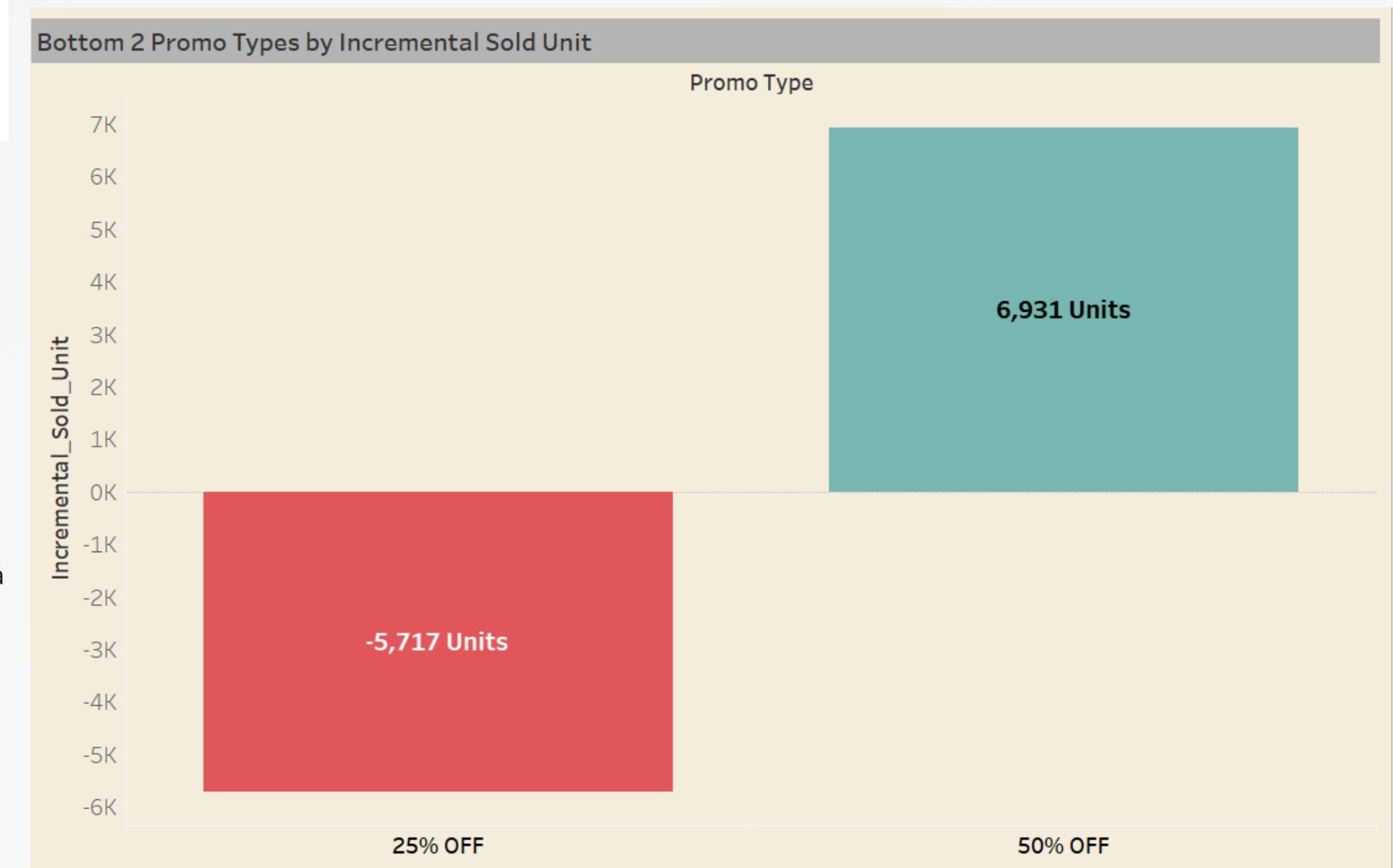


Q2- WHAT ARE THE BOTTOM 2 PROMOTION TYPES IN TERMS OF THEIR IMPACT ON INCREMENTAL SOLD UNITS?

	promo_type	Incremental_Sold_Unit
▶	25% OFF	-5717
	50% OFF	6931

Insights

- 01** The Promo type '**25% off**' is causing a **negative incremental quantity of -5717**, signifying that the 25% discount leads to a **reduced number of products sold** compared to instances where no discount is offered. Consequently, this negatively impacts the company's overall revenue.



Q3- IS THERE A SIGNIFICANT DIFFERENCE IN THE PERFORMANCE OF DISCOUNT-BASED PROMOTIONS VERSUS BOGOF (BUY ONE GET ONE FREE) OR CASHBACK PROMOTIONS?

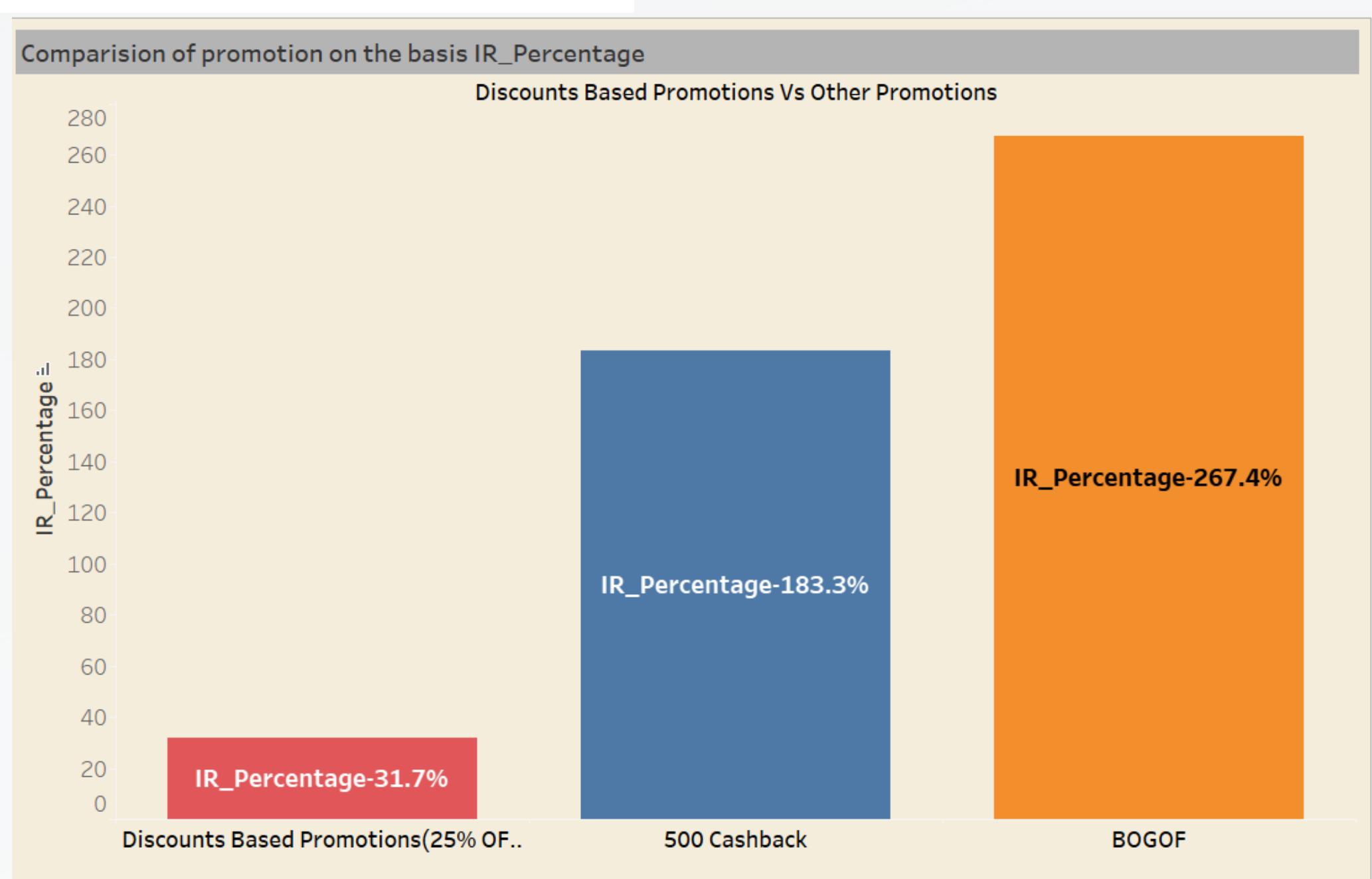
Promo_type	Revenue_Before_Promo	Revenue_After_Promo	Incremental_Revenue	IR_Percentage
Discounts Based Promotions(25% OFF,50% OFF,33% OFF)	47876958	63075930	15198972	31.7%
500 Cashback	66897000	189540000	122643000	183.3%
BOGOF	25927230	95244220	69316990	267.4%

Insights

01 If we compare Discount-based promotions with BOGOF, the **BOGOF promotion type outperforms** with a **higher IR_Percentage of 267.4%**, as opposed to the 31.7% generated by Discount-based promotions. Hence they are significantly different in terms of Promotion

02 If we compare Discount-based promotions with Cashback, the **Cashback promotion type outperforms** with a **higher IR_Percentage of 183.3%**, as opposed to the 31.7% generated by Discount-based promotions. Hence they are significantly different in terms of Promotion

03 To determine the effectiveness of promotions, it is crucial to compare them **based on the percentage change in incremental revenue** from when the discount was not offered to when it was, rather than comparing based solely on incremental revenue.

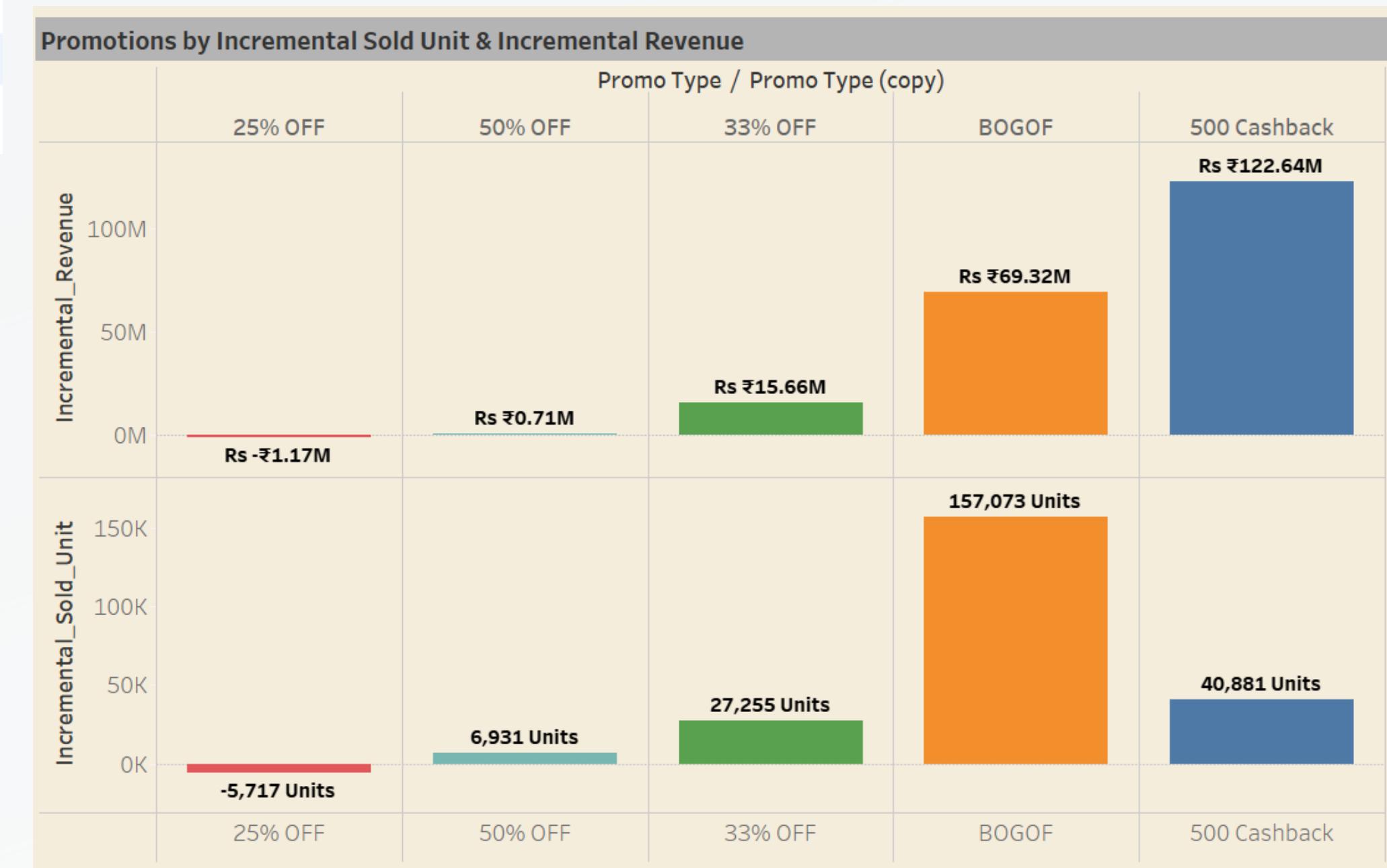


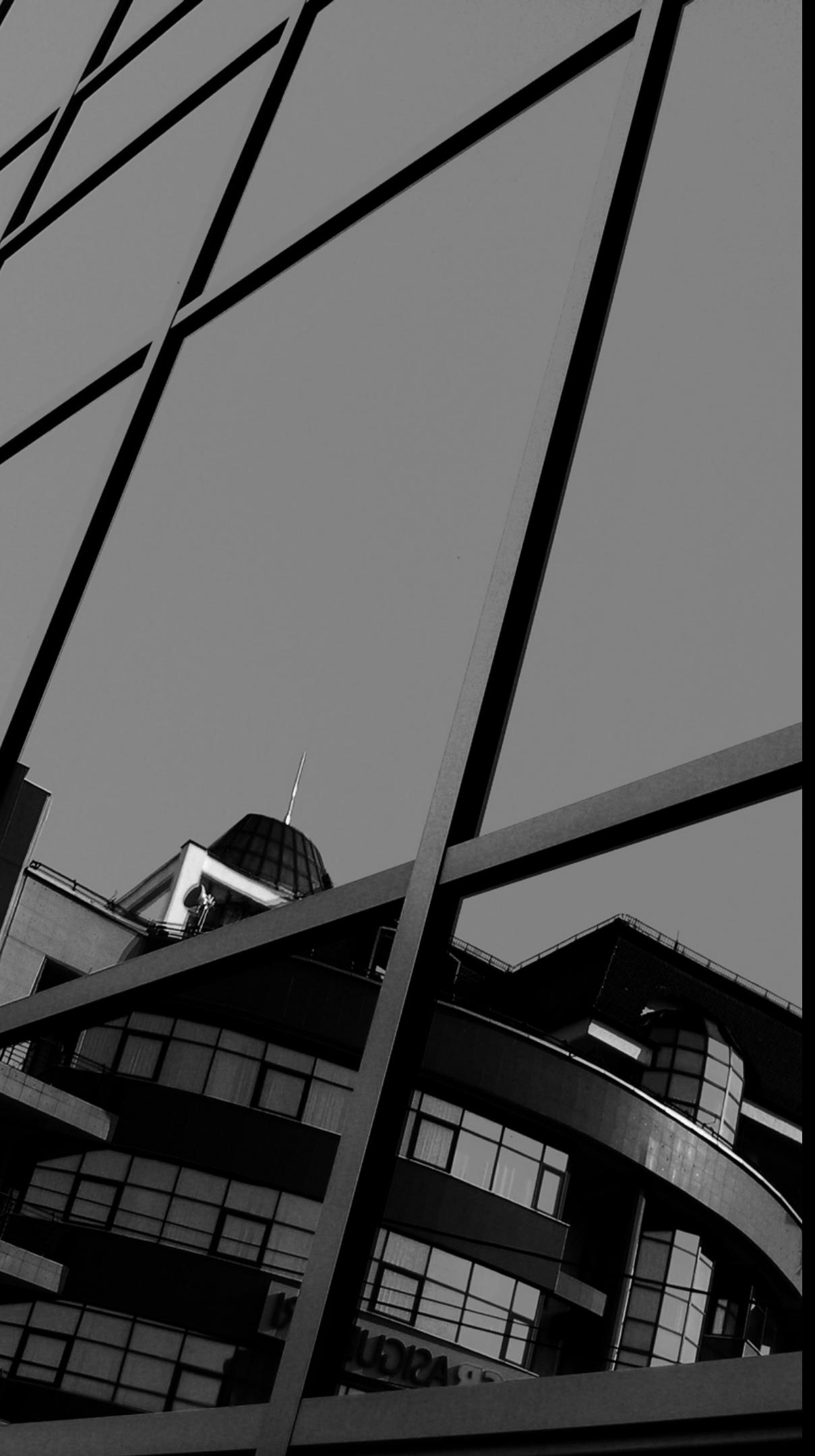
Q4- WHICH PROMOTIONS STRIKE THE BEST BALANCE BETWEEN INCREMENTAL SOLD UNITS AND MAINTAINING HEALTHY MARGINS?

	promo_type	Incremental_Sold_Unit	Incremental_Revenue
▶	25% OFF	-5717	-1174864
	50% OFF	6931	709624
	33% OFF	27255	15664212
	BOGOF	157073	69316990
	500 Cashback	40881	122643000

Insights

01 The Promo Type '**33%**' stands out as a promotion that effectively maintains a **balance between Incremental Sold Units and a healthy margin**. It has **increased sold quantity by 27,255 units and revenue by 15.66M**, distinguishing itself from other promotions that either underperform or outperform significantly.





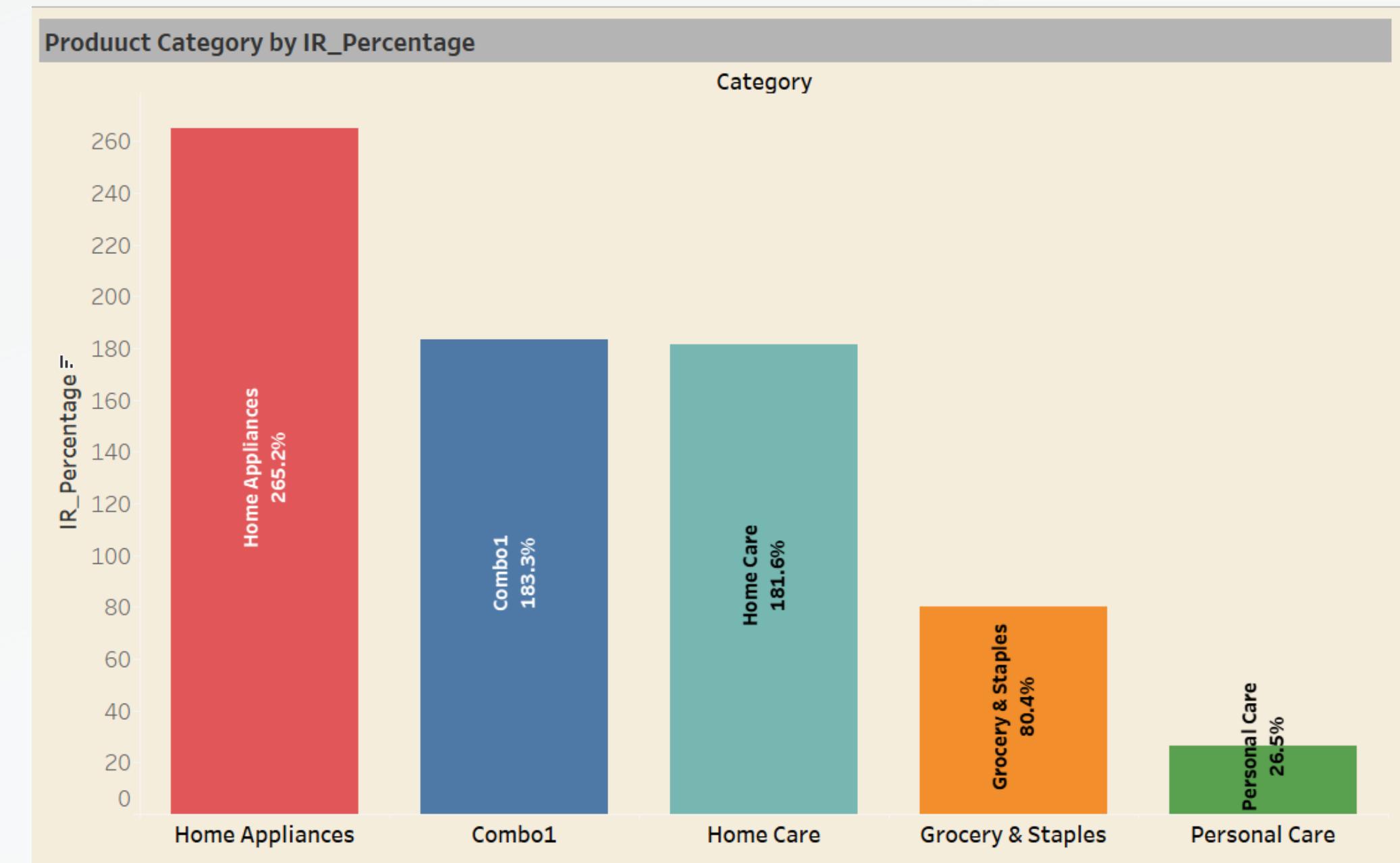
Product and Category Analysis

Q1- WHICH PRODUCT CATEGORIES SAW THE MOST SIGNIFICANT LIFT IN SALES FROM THE PROMOTIONS?

category	Incremental_Revenue_Percentage
Home Appliances	265.2%
Combo1	183.3%
Home Care	181.6%
Grocery & Staples	80.4%
Personal Care	26.5%

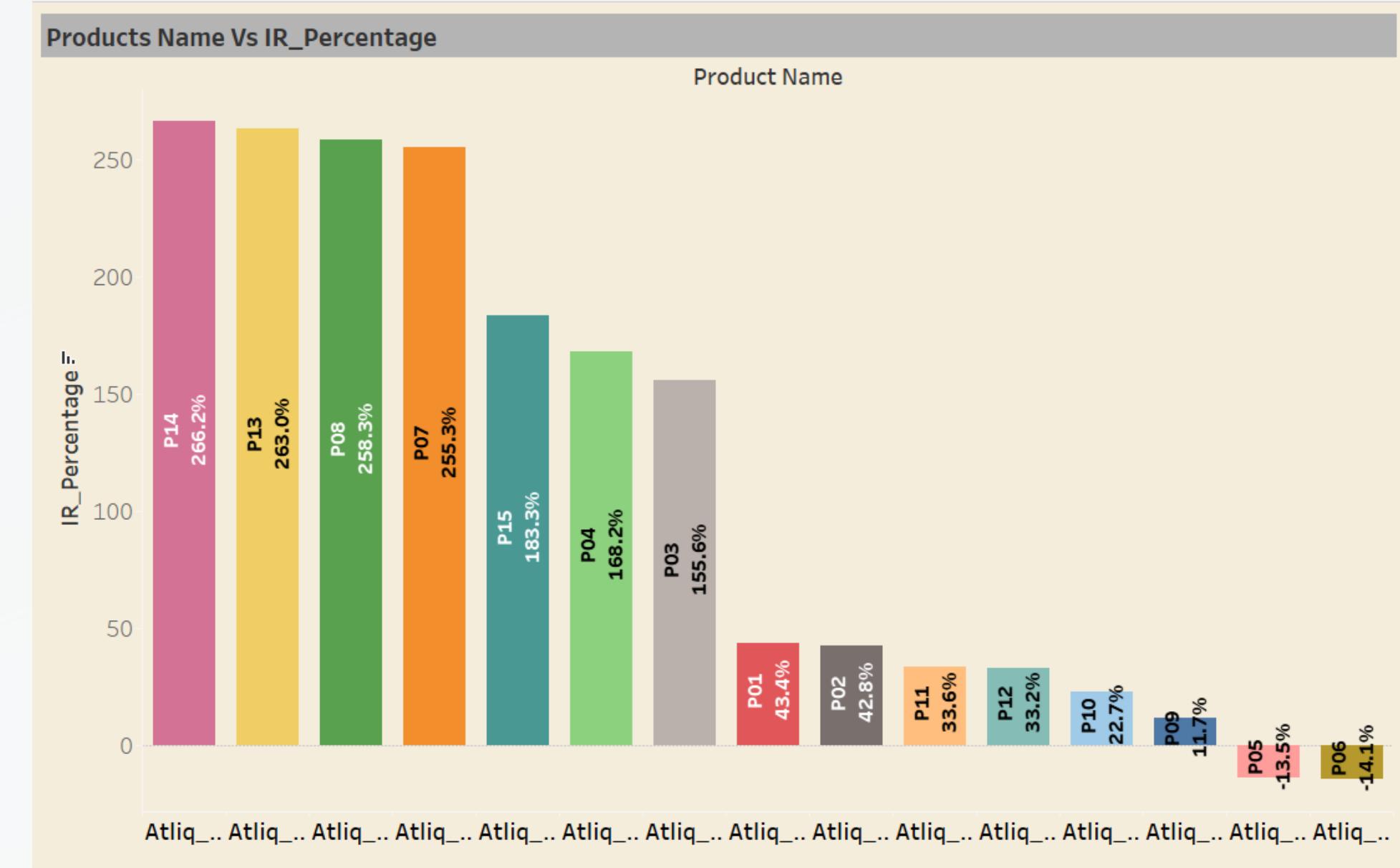
Insights

01 Out of 5 Product category, **Home Appliances** has recorded the **highest significant lift in sales** by increasing the incremental revenue percentage by **265.2%**.



Q2-ARE THERE SPECIFIC PRODUCTS THAT RESPOND EXCEPTIONALLY WELL OR POORLY TO PROMOTIONS?

product_code	product_name	Incremental_Revenue_Percentage
P14	Atliq_waterproof_Immersion_Rod	266.2%
P13	Atliq_High_Glo_15W_LED_Bulb	263.0%
P08	Atliq_Double_Bedsheet_set	258.3%
P07	Atliq_Curtains	255.3%
P15	Atliq_Home_Essential_8_Product_Combo	183.3%
P04	Atliq_Farm_Chakki_Atta (1KG)	168.2%
P03	Atliq_Suflower_Oil (1L)	155.6%
P01	Atliq_Masoor_Dal (1KG)	43.4%
P02	Atliq_Sonamasuri_Rice (10KG)	42.8%
P11	Atliq_Doodh_Kesar_Body_Lotion (200ML)	33.6%
P12	Atliq_Lime_Cool_Bathing_Bar (125GM)	33.2%
P10	Atliq_Cream_Beauty_Bathing_Soap (125...)	22.7%
P09	Atliq_Body_Milk_Nourishing_Lotion (120ML)	11.7%
P05	Atliq_Scrub_Sponge_For_Dishwash	-13.5%
P06	Atliq_Fusion_Container_Set_of_3	-14.1%



Insights

01 The products with codes **P14** and **P13** are responding exceptionally well to promotions, showing an increased incremental revenue percentage of **266.2%** and **263%**, respectively. On the other hand, products with codes **P05** and **P06** are responding poorly, experiencing a reduction in incremental revenue percentage by **-13.5%** and **-14.1%**, respectively.

Q3-WHAT IS THE CORRELATION BETWEEN PRODUCT CATEGORY AND PROMOTION TYPE EFFECTIVENESS?

	category	Promotion_Effectiveness
▶	Home Appliances	265.2%
	Combo 1	183.3%
	Home Care	181.6%
	Grocery & Staples	80.4%
	Personal Care	26.5%

	correlation
▶	-0.97

Insights

01 A **correlation of -0.97** signifies a strong relation between the category and the effectiveness of promotions.

02 With a correlation of -0.97, an **increase in the product category tends to decrease the effectiveness of the promotion.**



SUMMARY

- 
- 01** The **Diwali campaign has outperformed** the Sankranti campaign, with a **revenue increase of 149.3%** compared to Sankranti's 141.3%.
 - 02** Out of 5 Product category, **Home Appliances** has recorded the **highest significant lift in sales** by increasing the incremental revenue percentage by **265.2%**.
 - 03** The company should **discontinue offering the 25% off promotion** as it is causing a **decrease in revenue**. On the other hand, the **BOGOF promotion** type is **excelling** in comparison to all other types and generating substantial revenue for the company.



**THANK'S FOR
WATCHING**

