AtliQ Mart Promotion Analysis

- Analyzed festive promotions (Diwali 2023 & Sankranti 2024) at **AtliQ Mart** to assess campaign effectiveness
- Evaluated impact of discounts, cashback, and BOGOF offers on **sales uplift, Incremental Revenue (IR & IR%), and Incremental Sold Units (ISU & ISU%)**
- Built an **interactive Power BI dashboard** to visualize promotion-level and store-level performance
- Identified **top-performing campaigns, underperforming offers, and regional sales variations**
- Provided **actionable insights** to help the Sales Director optimize future promotion strategies

AtliQ Mart

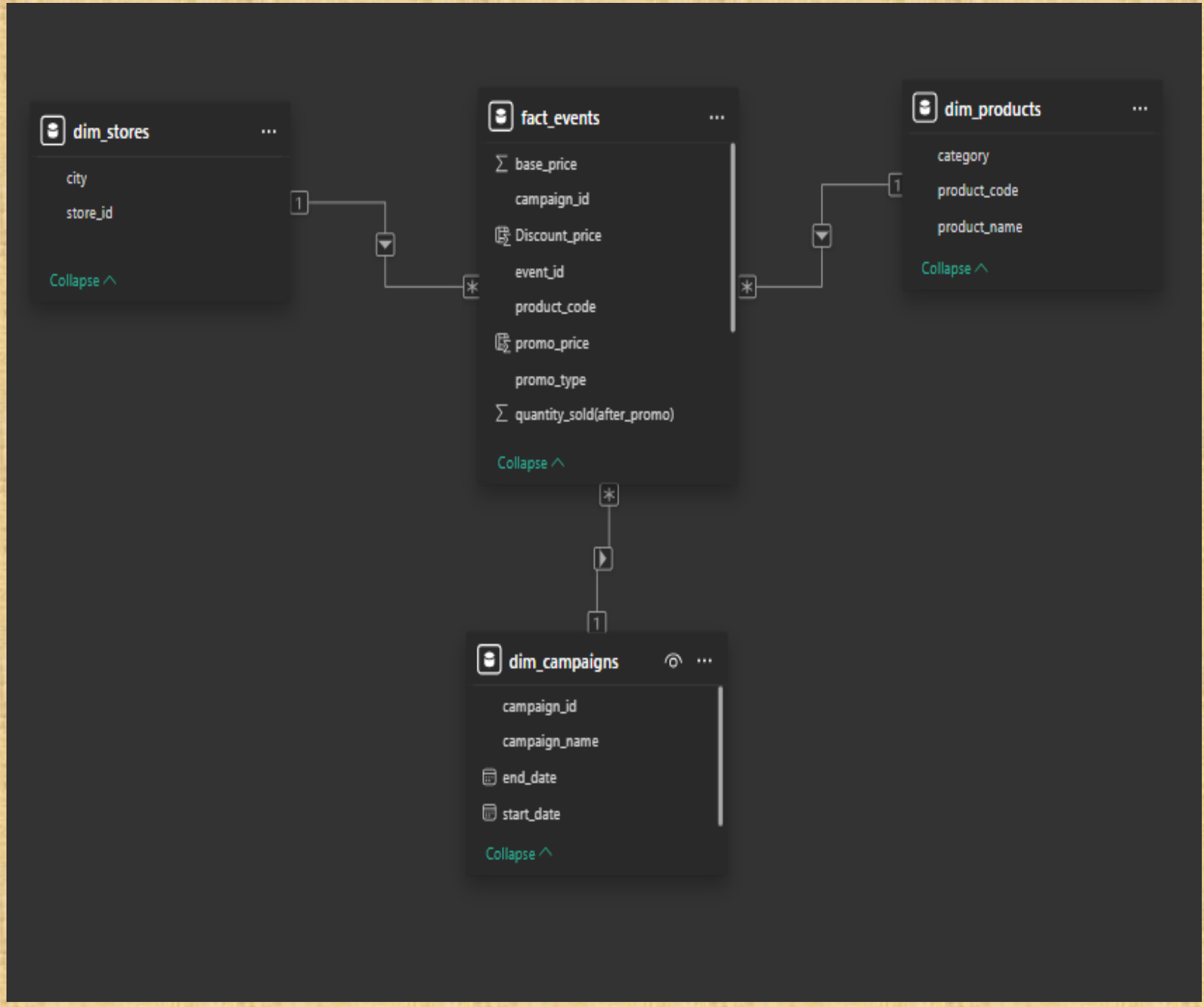
AtliQ Mart is a leading retail chain with over 50 supermarkets across South India, known for its strong presence in festive retailing. The company frequently launches large-scale promotional campaigns during major festivals such as Diwali and Sankranti to boost product sales and enhance customer engagement. With a strong emphasis on data-driven decision-making, AtliQ Mart consistently evaluates the effectiveness of these promotions by measuring key metrics like Incremental Revenue (IR%), Incremental Sold Units (ISU), and overall campaign performance. This continuous analysis enables the company to identify high-performing strategies, maximize revenue impact, and provide decision-makers with actionable insights that help AtliQ Mart maintain a competitive edge in India's dynamic retail market.

Project Goals :

- Analyze AtliQ Mart’s festive promotional campaigns (**Diwali 2023 & Sankranti 2024**)
- Evaluate the effectiveness of different promotion types (**discounts, BOGOF, cashback**)
- Assess store performance in terms of **IR & ISU**
- Identify **top-performing vs underperforming products/categories**
- Measure **IR%, and ISU%** to evaluate campaign effectiveness
- Recommend strategies to **optimize promotions, budget allocation, and sales impact**

Data Source:

1. dim_campaigns
2. dim_products
3. dim_stores
4. fact_events



Tools and Technology Used :

- Data extraction & transformation.
- Used **Joins, CTEs, Window Functions.**

- Interactive dashboards.
- Data Modeling → **Star Schema** (Fact: fact_events; Dims: products, stores, campaigns).
- DAX Measures → KPIs like **IR%, ISU%.**

- Version control & project sharing.

Ad-Hoc Analysis :

Q1: Provide a list of products with a base price greater than 500 and that are featured in a promo type of 'BOGOF'(Buy One Get One Free)

product_name
Atliq_Double_Bedsheet_set
Atliq_waterproof_Immersion_Rod

AtliQ Mart applied BOGOF promotions on premium products like **Double Bedsheet Sets** and **Waterproof Immersion Rods**, indicating a strategy to boost sales volume of higher-value items during festive campaigns.

Q2: Generate a report that provides an overview of the number of stores in each city

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

Bengaluru leads with the highest store presence (10), followed by Chennai (8) and Hyderabad (7), reflecting AtliQ Mart's strong foothold in major South Indian metros.

Ad-Hoc Analysis :

Q3: Generate a report that displays each campaign along with the total revenue generated before and after the campaign.

campaign_id	campaign_name	Total_revenue_before	Total_revenue_after
CAMP_SAN_01	Sankranti	58.13 Million	87.70 Million
CAMP_DIW_01	Diwali	82.57 Million	160.29 Million

Sankranti revenue grew by **51%,** while **Diwali** nearly doubled with a **94% increase**, making Diwali the stronger campaign.

Q4:Produce a report that calculates the Incremental Sold Unit % (ISU%) for each category during the Diwali campaign

category	ISU_prcnt	Rank_order
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

During the **Diwali** campaign, **Home Appliances (244%)** and **Combo Offers (202%)** drove the highest incremental sales, far outperforming Home Care, Personal Care, and Grocery categories.

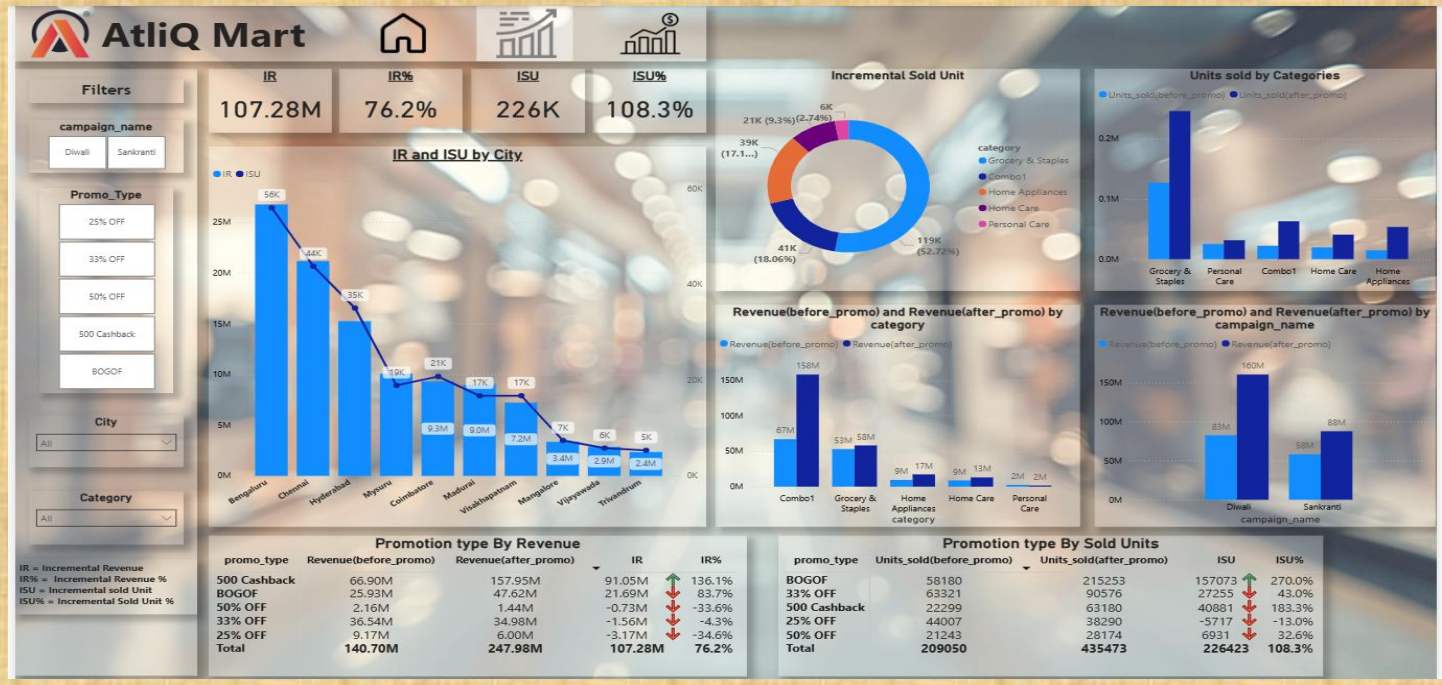
Ad-Hoc Analysis :

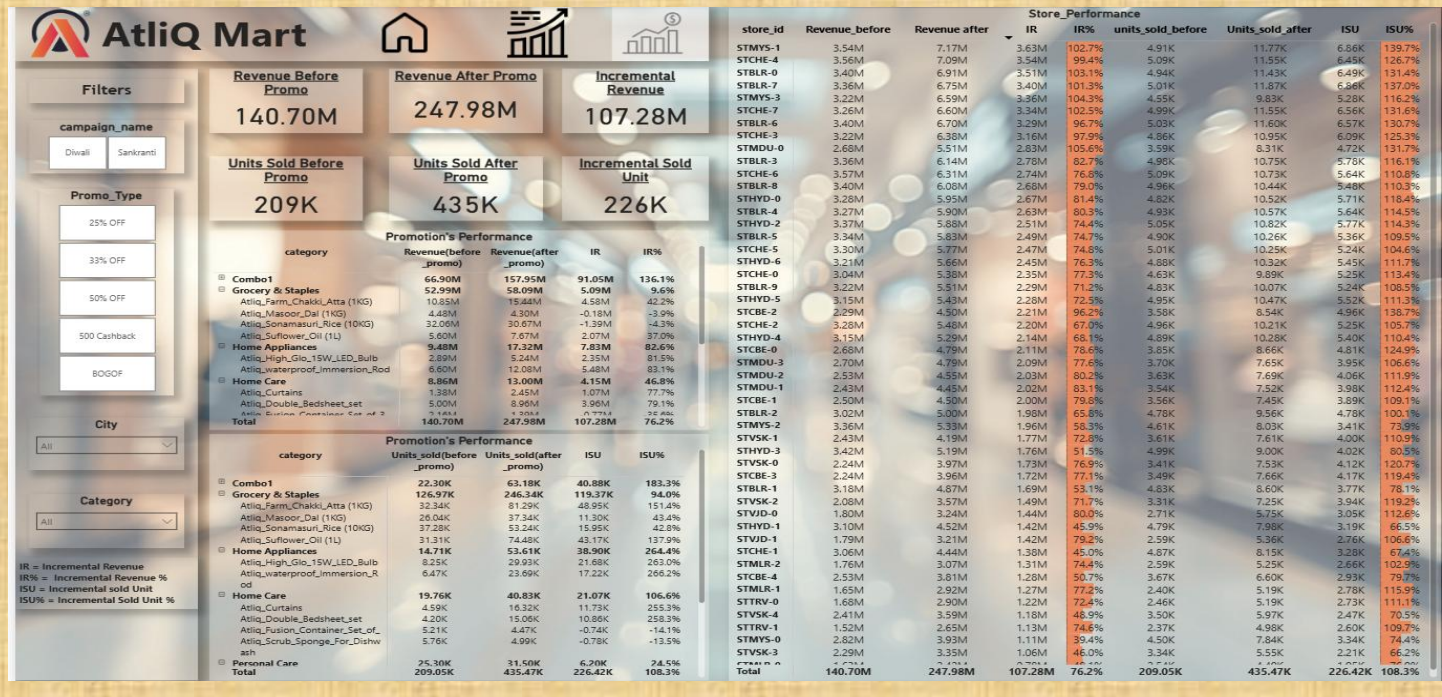
Q5: Create a report featuring the top 5 products ranked by Incremental Revenue % (IR%) for all campaigns.

product_name	category	IR_prcnt
Atliq_Home_Essential_8_Product_Combo	Combo1	136.11
Atliq_waterproof_Immersion_Rod	Home Appliances	83.09
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	81.49
Atliq_Double_Bedsheet_set	Home Care	79.13
Atliq_Curtains	Home Care	77.67

The **Atliq_Home_Essential_8_Product_Combo** outperformed all other products with a standout **IR% of 136.11**, indicating its exceptional impact across campaigns.

Dashboard Preview :





Insights :

1. Store Performance

-Top-performing cities: Bengaluru, Chennai, and Hyderabad contributed the highest IR & ISU. These cities alone added over **50%** of incremental **sales uplift**.
-Lower-performing stores: Stores like **STMLR-0, STVSK-3, STMYS-0** (Mangalore, Visakhapatnam, Mysuru) had lower IR%. Specific stores like **STVSK-3, STCHE-1, and STHYD-1** contributed ISU% below the campaign average (70%).
-Regional Trend: Metro cities outperformed smaller markets, showing urban customers are more promotion-sensitive, especially towards Cashback and BOGOF offers.

2. Promotion Type Effectiveness

-Most effective promotions: **500 Cashback → IR = 91M, IR% = 136.1%**; BOGOF → ISU = 157K, ISU% = 270%
-Underperforming discounts: 50% OFF → Negative IR (−0.73M), ISU% = 32.6%; **25% OFF → IR dropped (−3.17M), ISU% = −34.6%**

3. Product & Category Performance

-Best-performing: Combo1 bundles → +91M IR, IR% = 136%; Home Appliances → ISU% = 264.4%, making it the backbone of campaign success.
-Moderate growth: Grocery & Staples and Home Appliances delivered 81%+ IR%, showing strong promotion response.
-Weak performance: Personal Care had limited uplift (24.5% ISU%) and negative IR% (−34.2%), indicating weaker promotion sensitivity.

Recommendations:

- Scale up **Cashback & BOGOF** promotions across all **metro stores**, as they consistently delivered the strongest uplift in both revenue and units sold.
- **Reduce or phase out deep** discount campaigns (**25% & 50% OFF**) since they eroded margins and failed to generate meaningful sales uplift.
- Replicate the success of **Combo1 bundles & Home Appliances** promotions by expanding bundled deals and high-ticket product promotions in future campaigns.
- Prioritize metro markets (**Bengaluru, Chennai, Hyderabad**) for aggressive festive campaigns, while redesigning localized strategies for underperforming **tier-2 cities**.
- Reposition **Personal Care** promotions by exploring bundled offers or cross-category promotions to improve sales in this weak-performing segment.