

Analyze Promotions and Provide Tangible Insights to Sales Directory

Domain: FMCG

Function: Sales / Promotions

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.

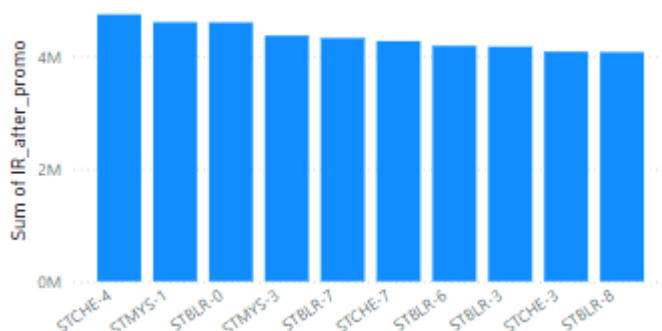
Sales director Bruce Haryali wanted this immediately but the analytics manager Tony is engaged on another critical project. Tony decided to give this work to Peter Pandey who is the curious data analyst of AtliQ Mart. Since these insights will be directly reported to the sales director, Tony also provided some notes to Peter to support his work.

Recommended Insights

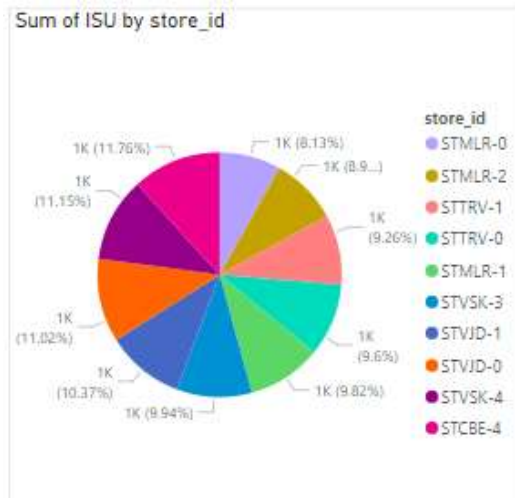
Store Performance analysis:

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

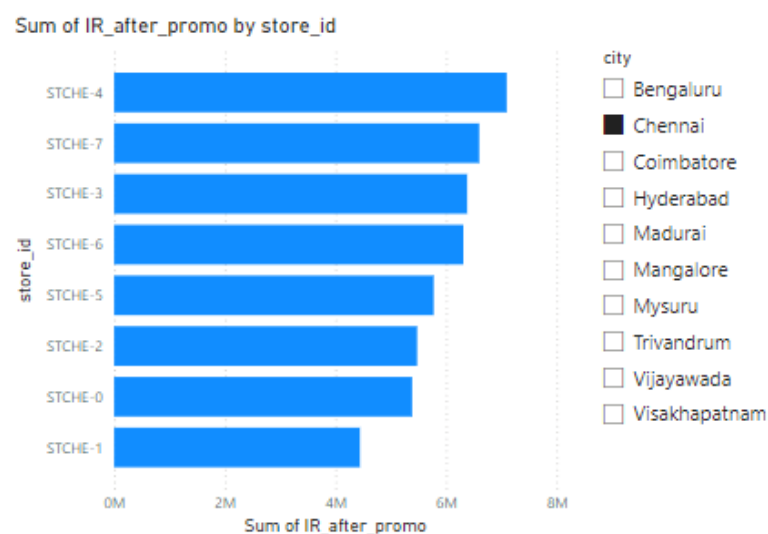
Sum of IR_after_promo by store_id



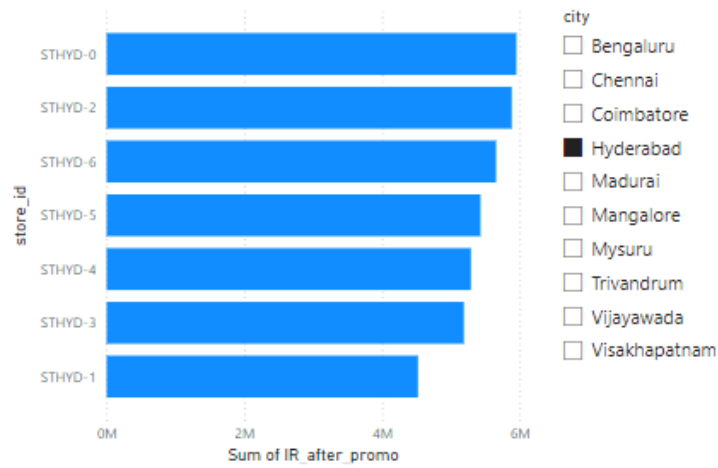
- Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?



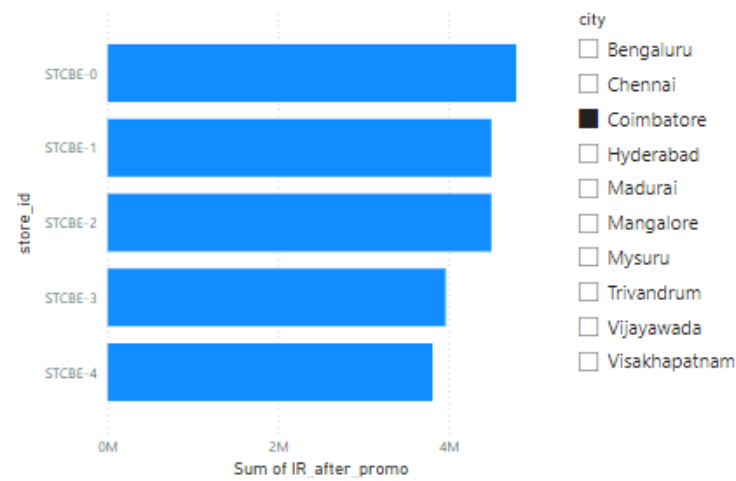
- How does the performance of the stores vary by city?



Sum of IR_after_promo by store_id

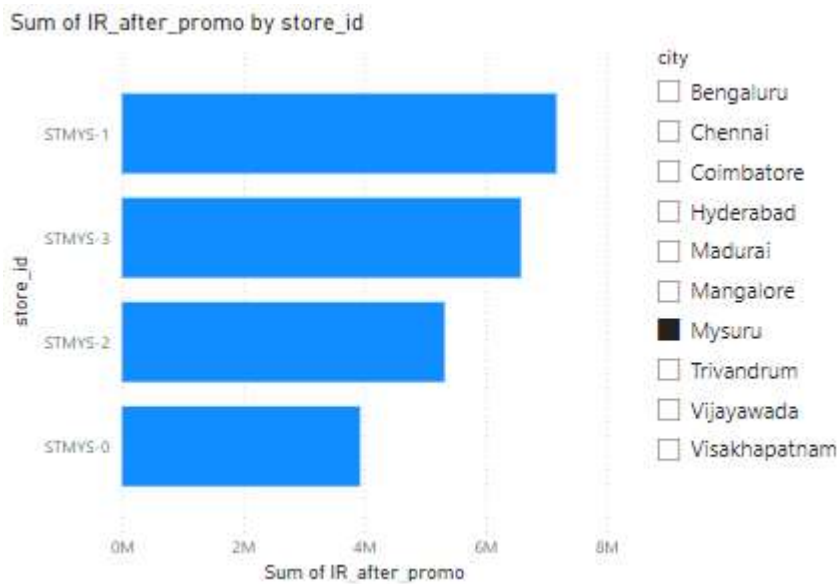


Sum of IR_after_promo by store_id



Sum of IR_after_promo by store_id

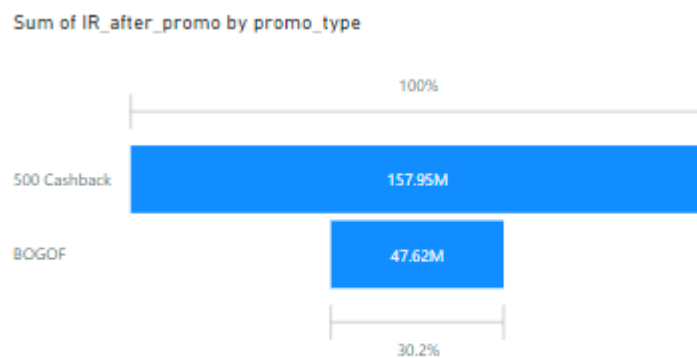






Promotion type Analysis:

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

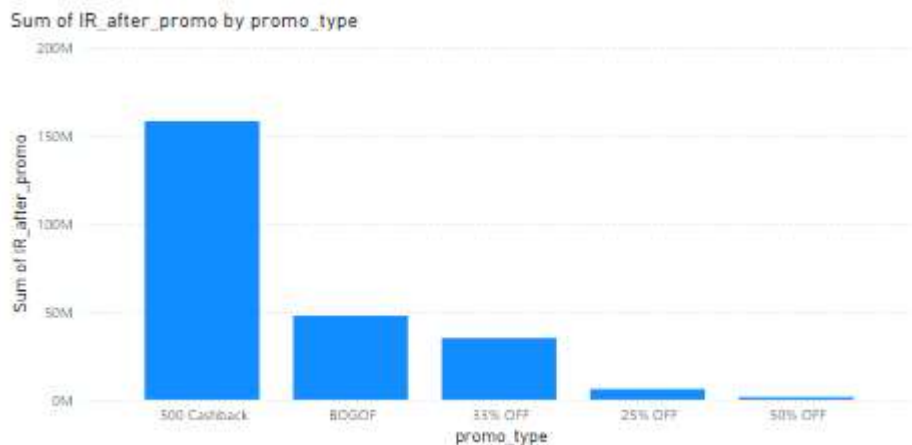


- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

25% OFF
-5717
Sum of ISU

50% OFF
6931
Sum of ISU

- Is there a significant difference in the performance of discount-based promotions vs BOGOF or Cashback promotions?



Product and Category Analysis:

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

category	Sum of IR_after_promo	promo_type	category	Sum of IR_after_promo	promo_type
Grocery & Staples	42,10,956.00	<input checked="" type="checkbox"/> 25% OFF	Grocery & Staples	3,49,77,183.84	<input type="checkbox"/> 25% OFF
Home Care	15,97,541.25	<input type="checkbox"/> 33% OFF	Total	3,49,77,183.84	<input checked="" type="checkbox"/> 33% OFF
Personal Care	1,90,455.00	<input type="checkbox"/> 50% OFF			<input type="checkbox"/> 50% OFF
Total	59,98,952.25	<input type="checkbox"/> 500 Cashback			<input type="checkbox"/> 500 Cashback
		<input type="checkbox"/> BOGOF			<input type="checkbox"/> BOGOF

category	Sum of IR_after_promo	promo_type	category	Sum of IR_after_promo	promo_type
Personal Care	14,36,287.50	<input type="checkbox"/> 25% OFF	Combo1	15,79,50,000.00	<input type="checkbox"/> 25% OFF
Total	14,36,287.50	<input type="checkbox"/> 33% OFF	Total	15,79,50,000.00	<input type="checkbox"/> 33% OFF
		<input checked="" type="checkbox"/> 50% OFF			<input type="checkbox"/> 50% OFF
		<input type="checkbox"/> 500 Cashback			<input checked="" type="checkbox"/> 500 Cashback
		<input type="checkbox"/> BOGOF			<input type="checkbox"/> BOGOF

category	Sum of IR_after_promo	promo_type	category	Sum of IR_after_promo	promo_type
Grocery & Staples	1,88,98,300.00	<input type="checkbox"/> 25% OFF			<input type="checkbox"/> 25% OFF
Home Appliances	1,73,16,750.00	<input type="checkbox"/> 33% OFF			<input type="checkbox"/> 33% OFF
Home Care	1,14,07,060.00	<input type="checkbox"/> 50% OFF			<input type="checkbox"/> 50% OFF
Total	4,76,22,110.00	<input type="checkbox"/> 500 Cashback			<input checked="" type="checkbox"/> BOGOF
		<input checked="" type="checkbox"/> BOGOF			

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

