

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.

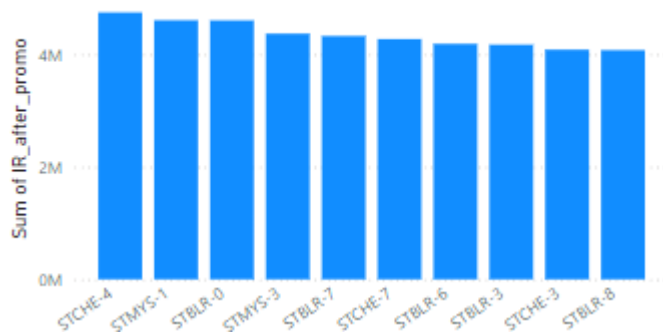
Sales director Bruce Haryali wanted this immediately but the analytics manager Tony is engaged on another critical project. Tony decided to give this work to Peter Pandey who is the curious data analyst of AtliQ Mart. Since these insights will be directly reported to the sales director, Tony also provided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

Recommended Insights

Performance analysis:

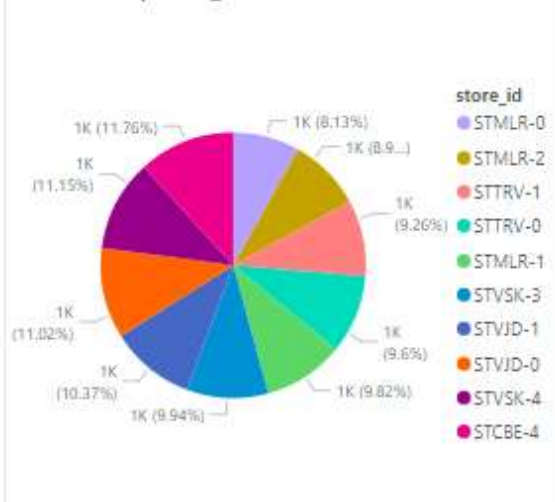
1. Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?

Sum of IR_after_promo by store_id



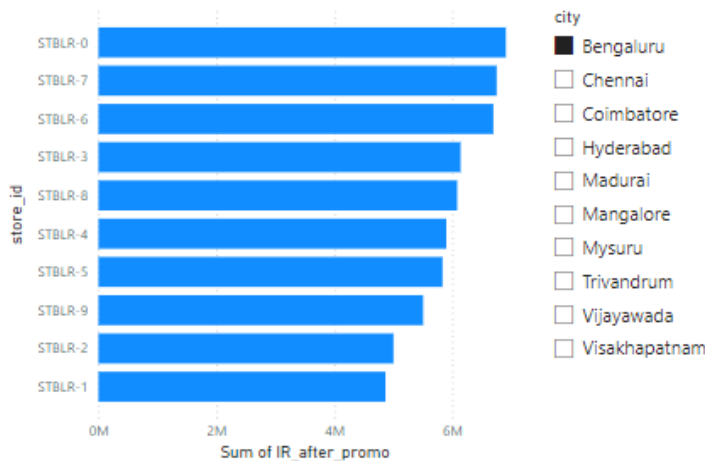
2. Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?

Sum of ISU by store_id

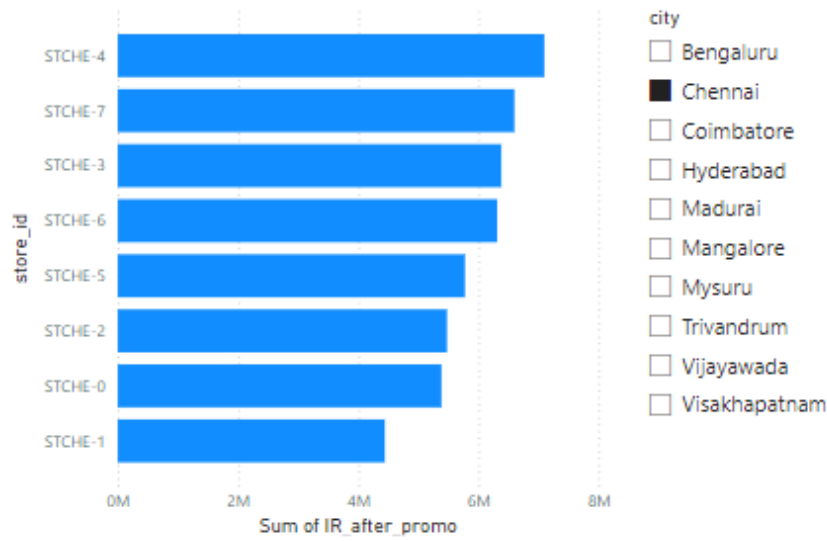


3. How does the performance of the stores vary by city?

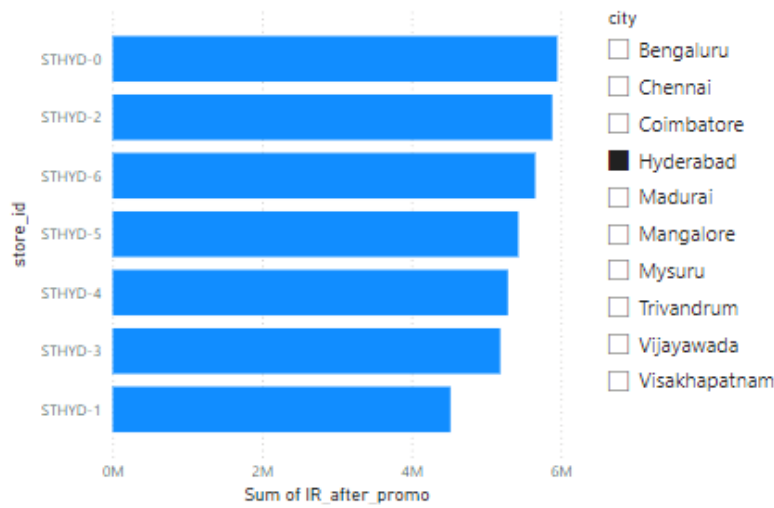
Sum of IR_after_promo by store_id



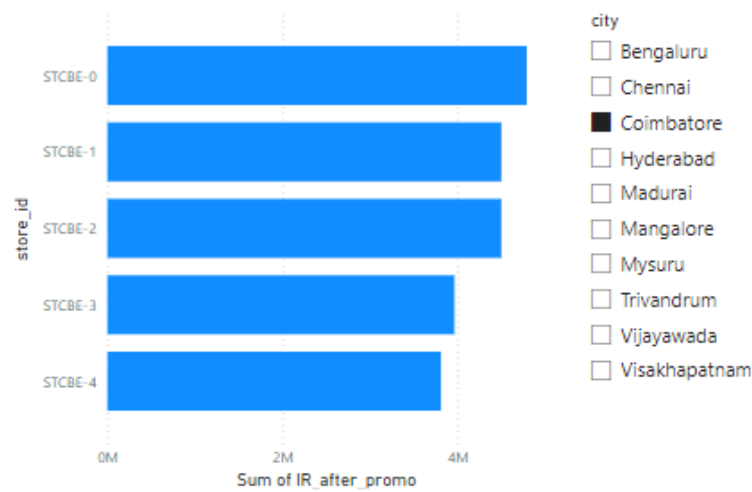
Sum of IR_after_promo by store_id



Sum of IR_after_promo by store_id



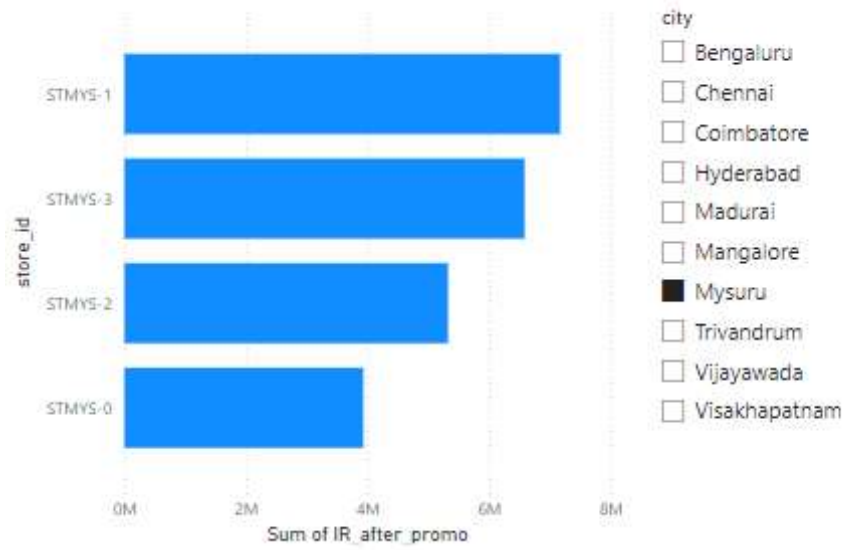
Sum of IR_after_promo by store_id



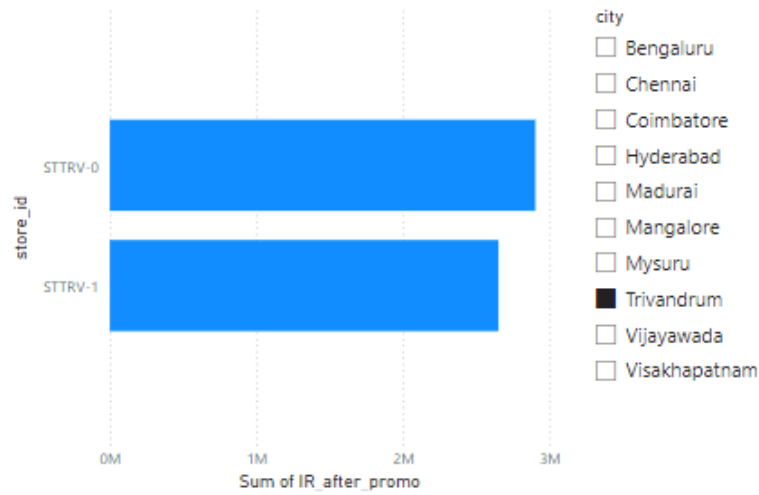
Sum of IR_after_promo by store_id



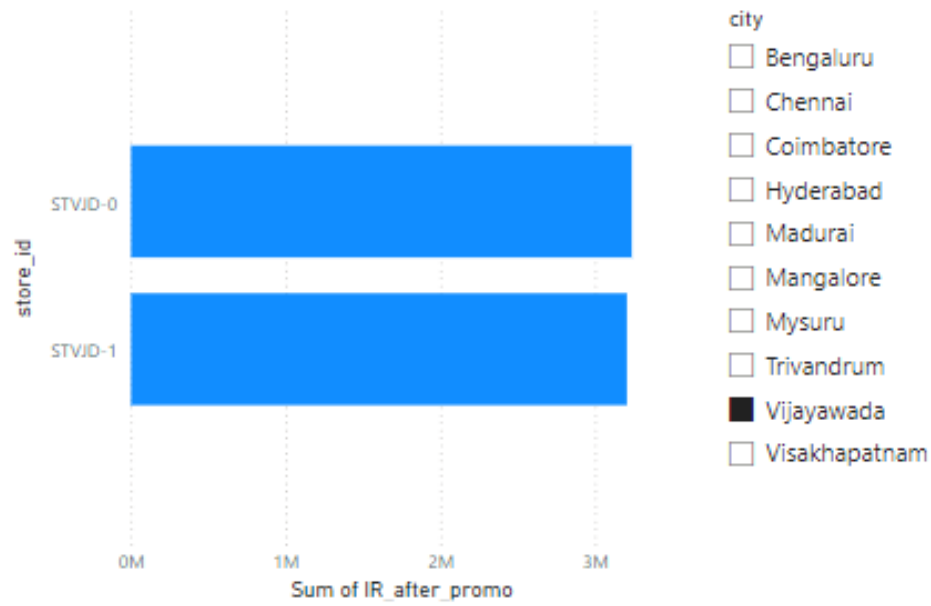
Sum of IR_after_promo by store_id



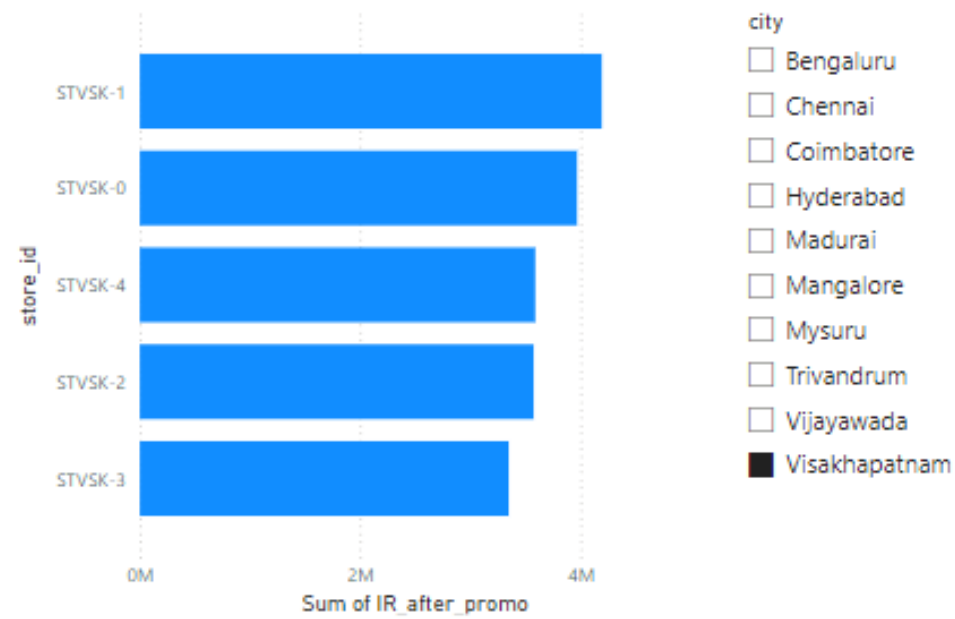
Sum of IR_after_promo by store_id



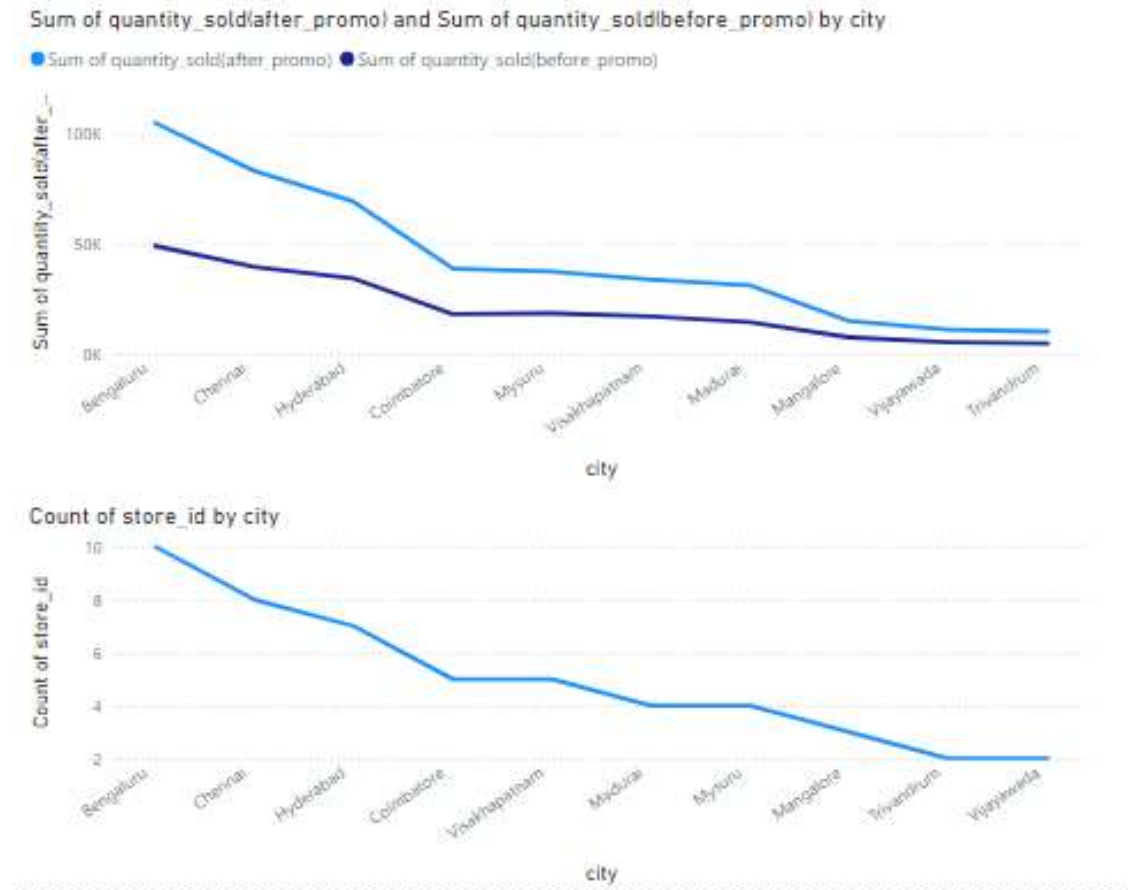
Sum of IR_after_promo by store_id



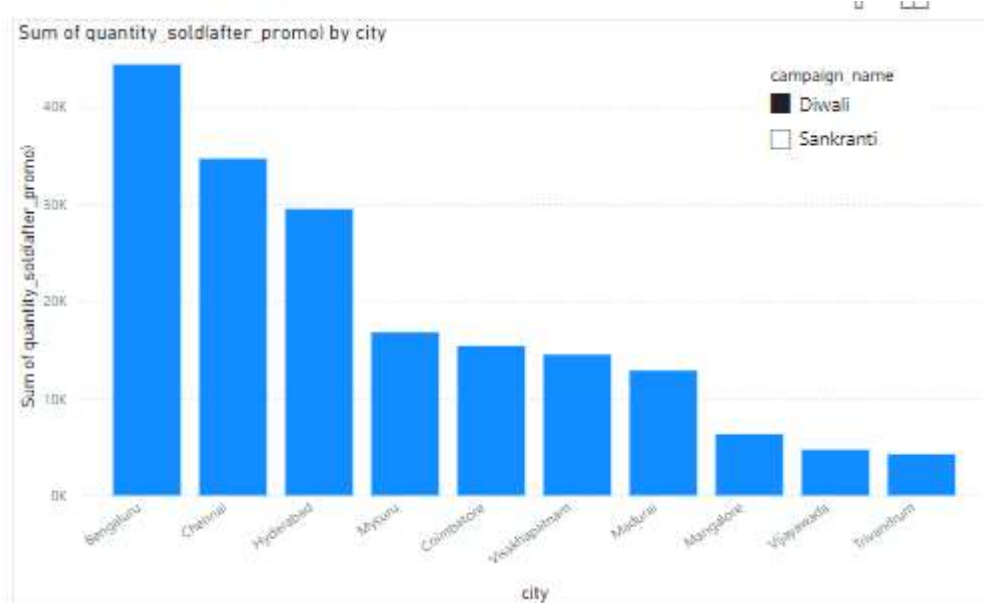
Sum of IR_after_promo by store_id

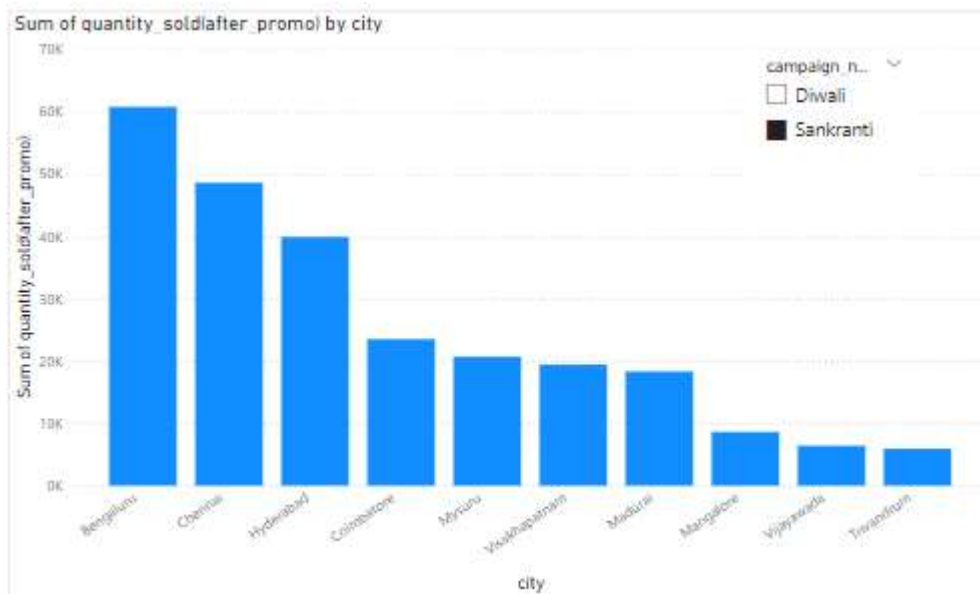


4. Is there any changes in sales after promo?



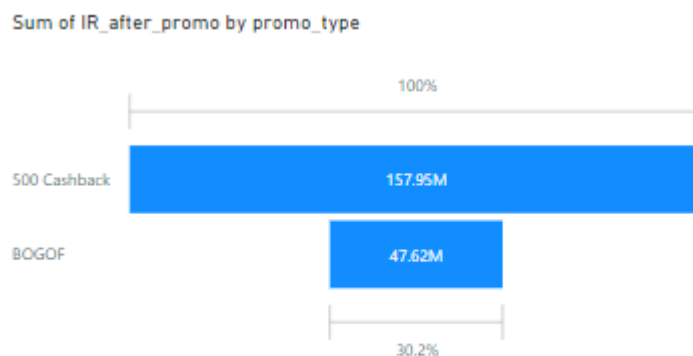
5. Is there any change in sales in each district wrt campaign?





Promotion type Analysis:

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

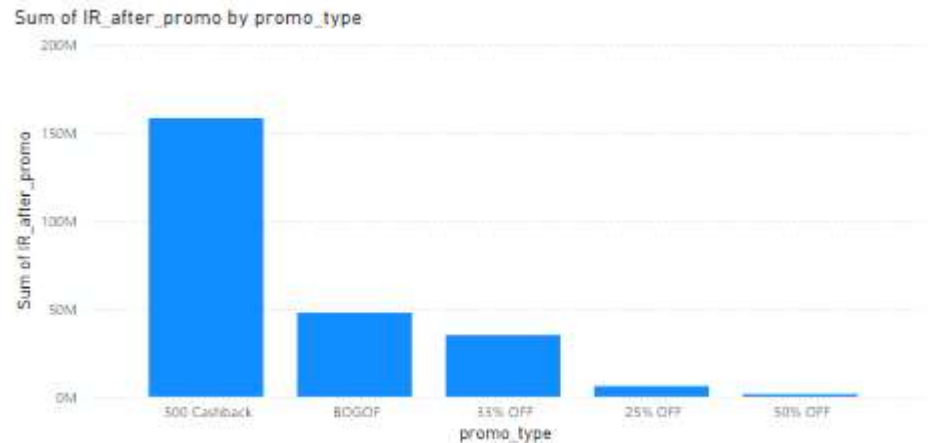


- What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

25% OFF
-5717
Sum of ISU

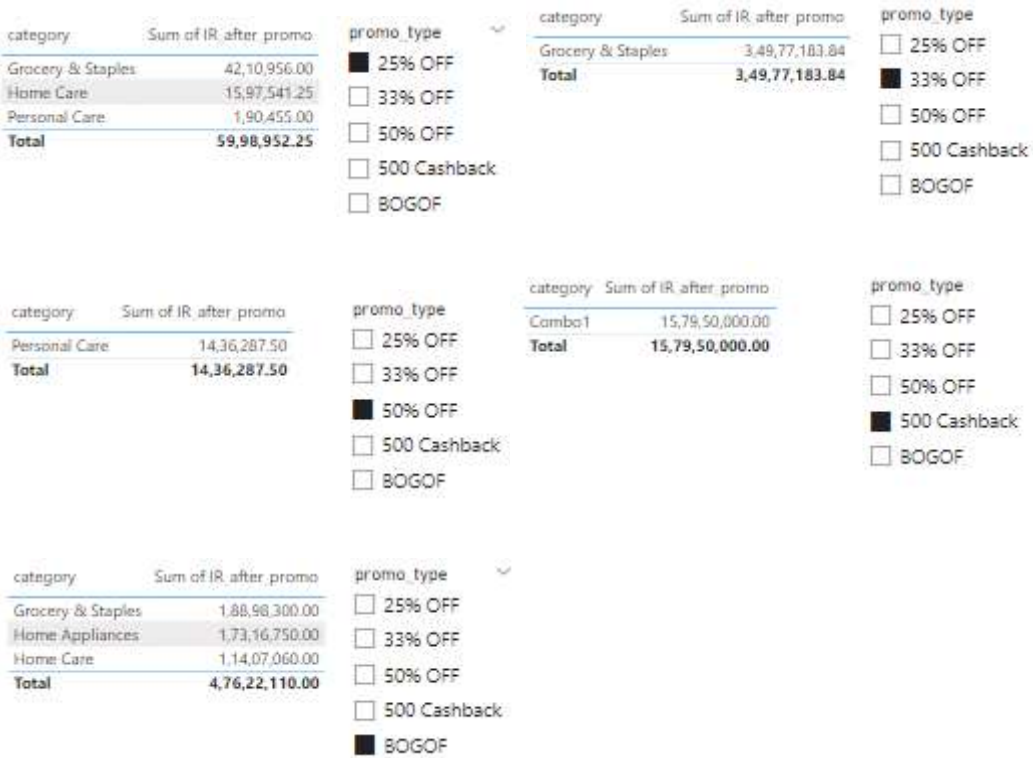
50% OFF
6931
Sum of ISU

- 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?



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

