

Code Basics Project 9 - AtliQ Mart Sales Analysis

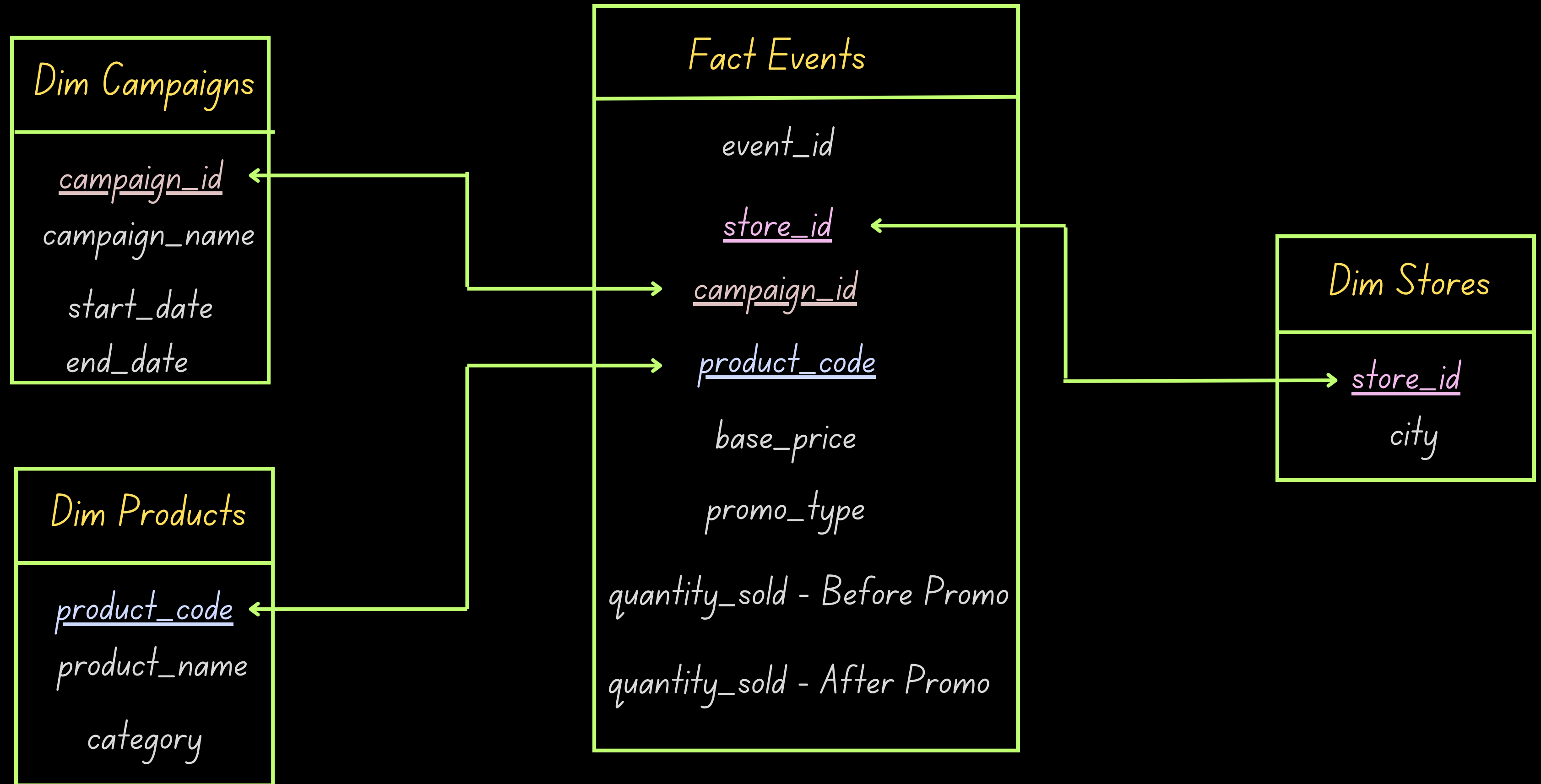
Analyse Promotions and Provide Tangible Insights to Sales Director

Tools Used - Tableau , Python , Canva

Objectives :

- Analysis of Incremental Revenue before and after Promotion*
- Understanding the changes in Sold units Quantity before and after Promotion*
- Conducting analyses on a store-by-store and city-by-city basis*
- Understanding better Promotion Types which led to better Revenue*

Datasets



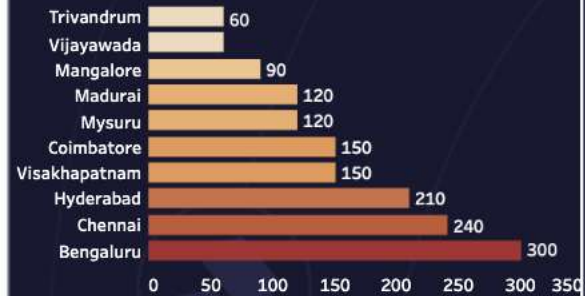
Insights

- Campaigns held were Diwali (12 Nov - 18 Nov 2023) & Sankranti (10 Jan - 16 Jan 2024)
- Different categories of items sold were Grocery & Staples, Home Care, Personal Care, Home Appliances, Combos
- On total, there are 50 Stores. Bengaluru, Chennai, Hyderabad have more number of Stores
- Promotion types Offered were BOGOF, 50% off, 33% off, 25% off, 500 Cashback
- More Incremental Revenue is being generated from Bengaluru, Chennai, Mysuru
- In Sankranti, more Quantity Sold was observed in the categories of Grocery & Staples, Home Appliances
- In Diwali, more Quantity Sold was observed in the categories of Grocery & Staples, Combos
- Most Profitable Promo types were 500 Cashback, BOGOF

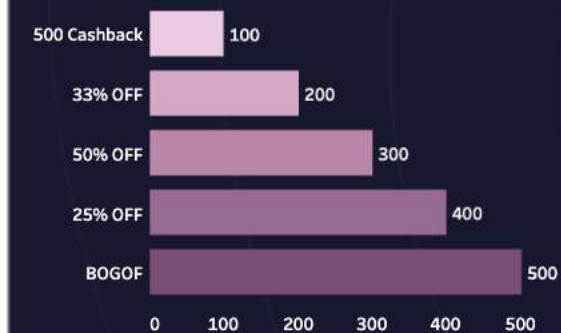
Dashboard also includes insights of

- *Top N Stores based on Incremental Revenue*
- *Store-wise Total Incremental Revenue & Sold Quantity Units Change*
- *Category-wise Sold Quantity Units Before & After Promo*
- *Category-wise & Promo type-wise Incremental Revenue*
- *Item-wise Incremental Revenue*

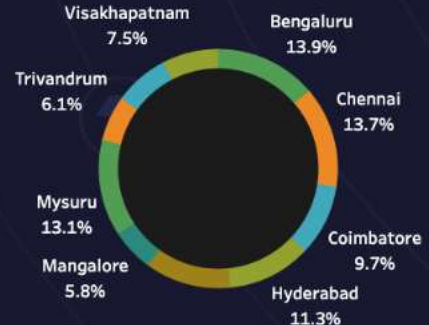
City Value Counts



Promo Type Value Counts



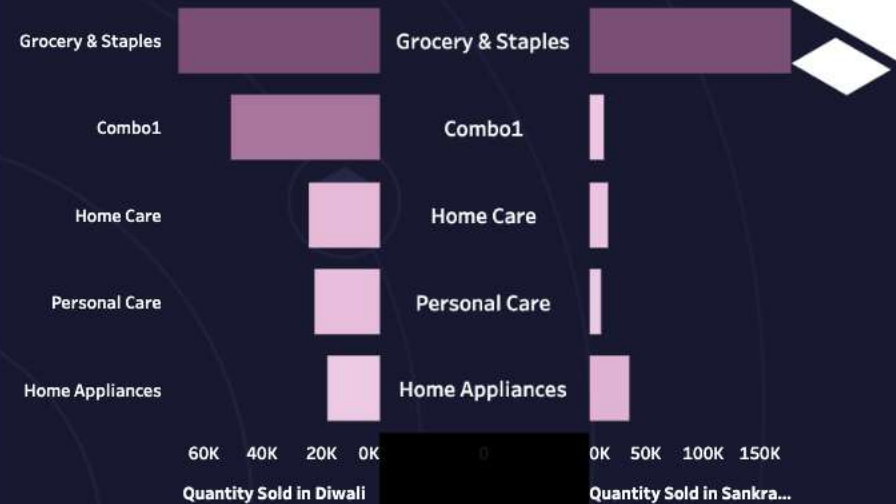
Total Incremental Revenue City Wise



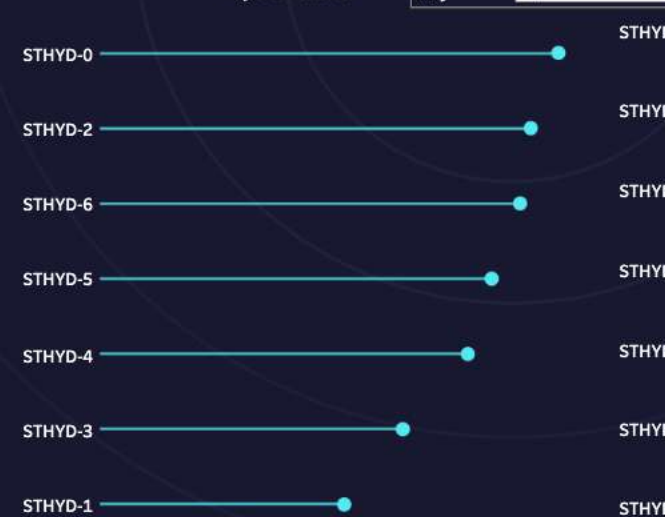
Top 50 Stores based on Incremental Revenue



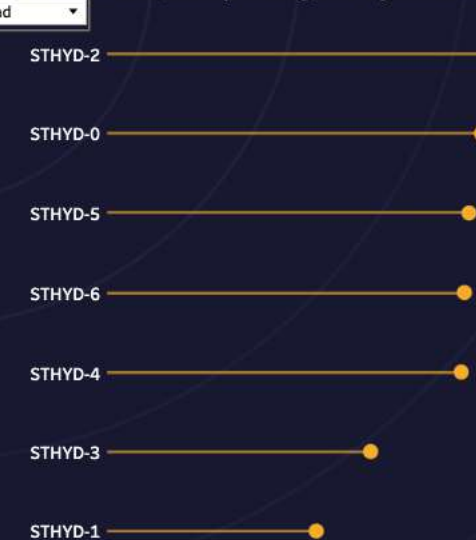
Category_wise Quantity Sold in both Campaigns



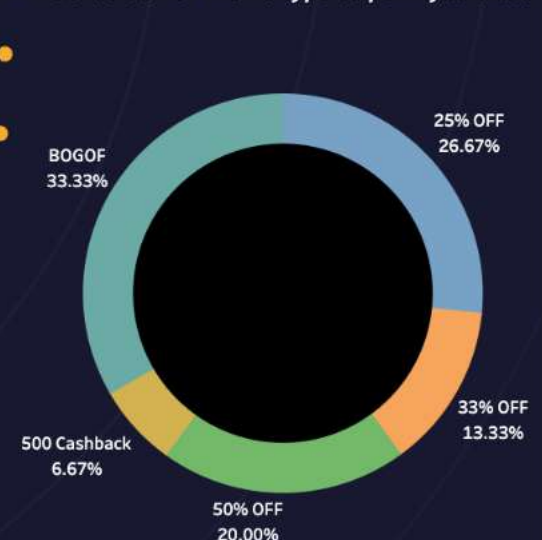
Store_wise Total Incremental Revenue for Hyderabad



Store-wise Quantity Change in Hyderabad

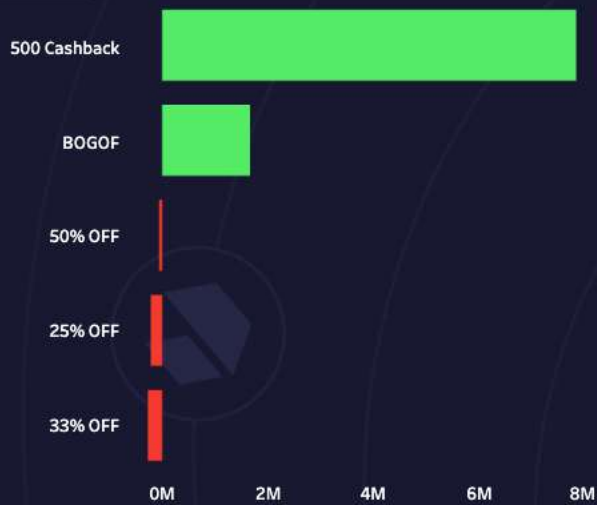


Distribution of Promo type as per Hyderabad



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Total IR as per Promo type in Madurai

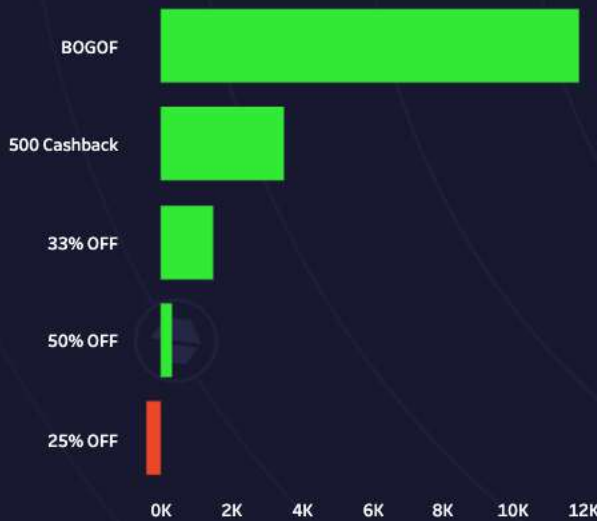


City

Madurai

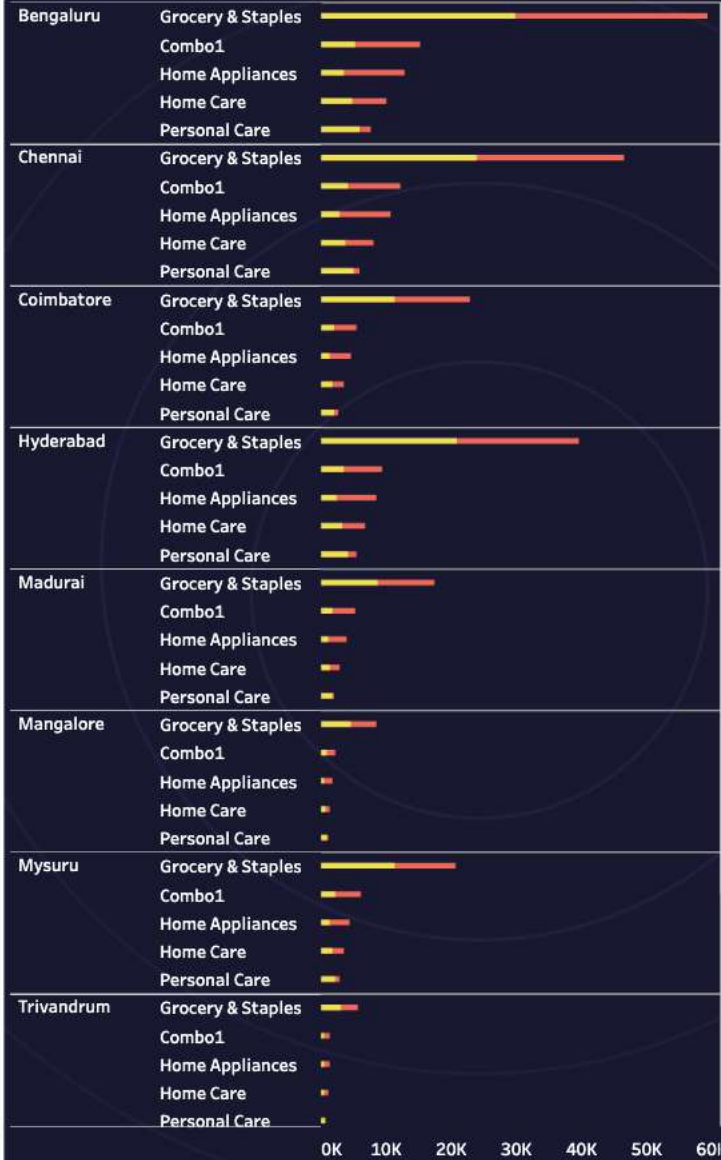
Incremental Revenue ₹

Total ISU based on Promo Type in Madurai



ISU ₹

City & Category wise Sold Units Before and After Promo



Total IR as per Category & Promo_Type



Campaign...

Diwali

Item-wise IR per Category

City

Vijayawada

Combo1	Atliq_Home_Essential_8..	2,069,000
Grocery & Staples	Atliq_Sonamasuri_Rice (1..	-843
	Atliq_Masoor_Dal (1KG)	-2,645
	Atliq_Suflower_Oil (1L)	-20,397
	Atliq_Farm_Chakki_Atta ..	-31,538
Home Appliances	Atliq_waterproof_Immer..	34,680
	Atliq_High_Glo_15W_LE..	20,825
Home Care	Atliq_Double_Bedsheet_...	40,460
	Atliq_Curtains	12,900
	Atliq_Scrub_Sponge_For..	-2,118
	Atliq_Fusion_Container_...	-13,903
Personal Care	Atliq_Lime_Cool_Bathing..	-2,697
	Atliq_Cream_Beauty_Bat..	-2,795
	Atliq_Body_Milk_Nourish..	-3,245
	Atliq_Doodh_Kesar_Body..	-6,175