

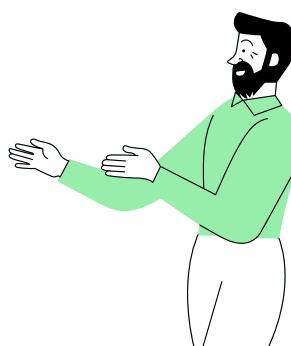
BEHIND THE NUMBERS

 AtliQ Mart's Promotional Impact

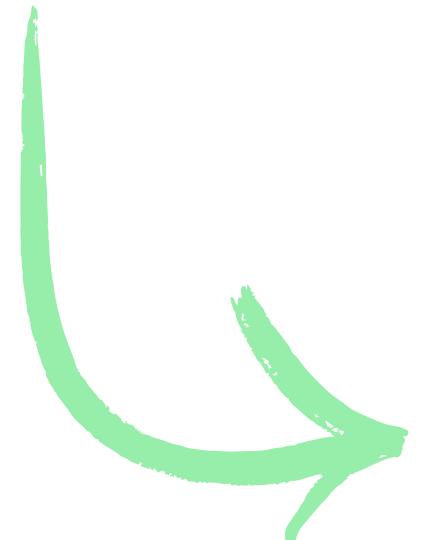
Presented by: **Vishal Dubey**



AtliQ Mart



Today's Agenda



1 Introduction

2 Problem

3 Ad-Hoc Solutions

4 Insights

5 Action Plan

Introduction

AtliQ Mart is a retail store giant with over 50 supermarkets in the southern region of India.



All their stores ran a massive promotion during the **Diwali** 2023 and **Sankranti** 2024 on their branded products.



AtliQ Mart

Problem

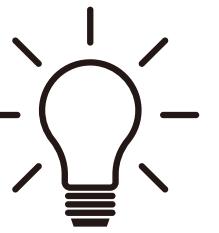


x x x x
x x x x
x x x x
x x x x

Our Sales Director, Mr. Bruce Hariyali,
wants to know which promotions did
a good job and which ones did not do
so well.

x x x x
x x x x
x x x x
x x x x

Ad-Hoc Solutions



High Value Products with BOGOF(Buy One Get One Free)



Double Bedsheet

Base Price: **1190 INR**

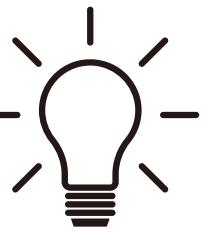


Waterproof Immersion Rod

Base Price: **1020 INR**

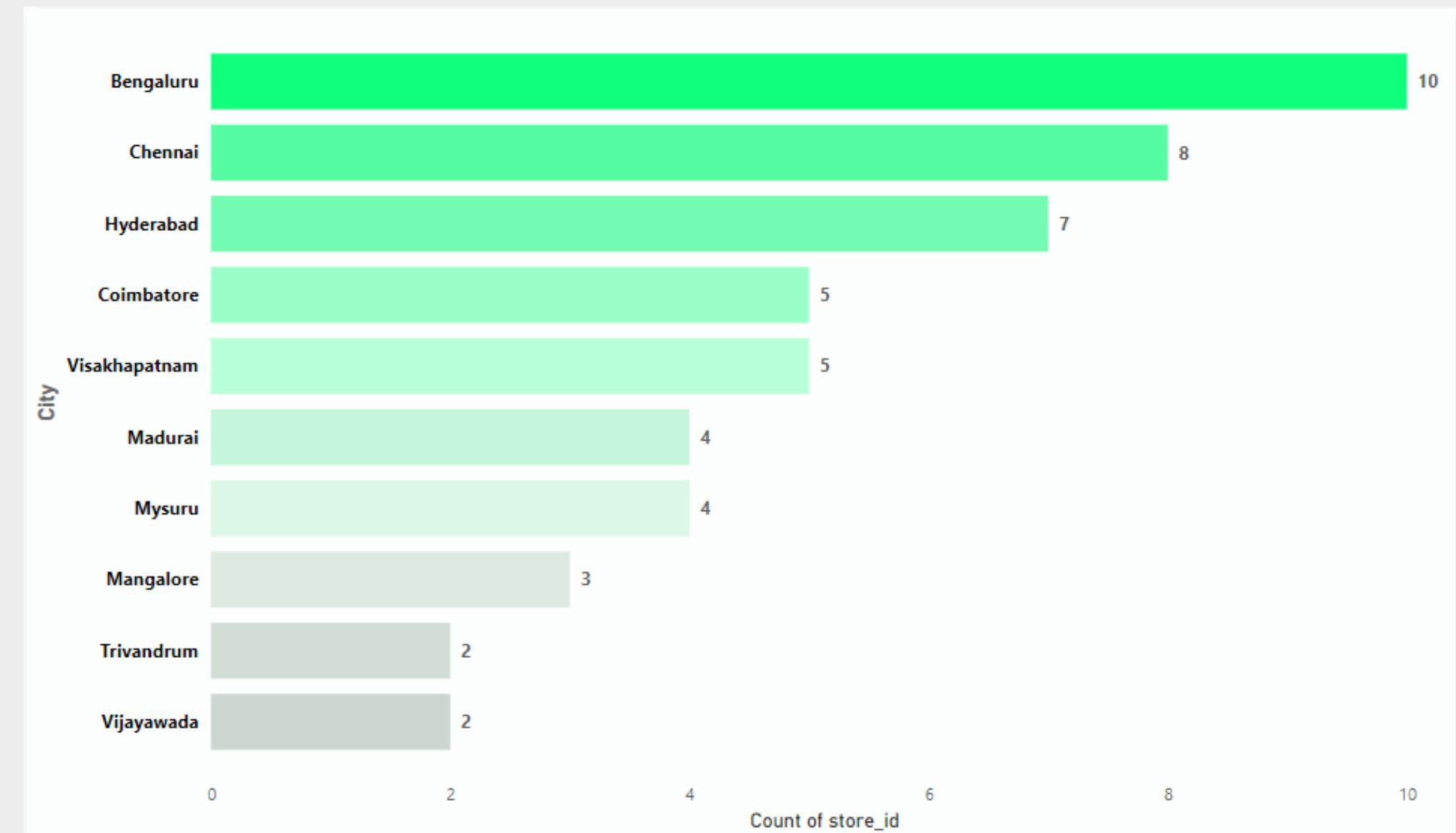
	Product_Name	Promo_Type	Base_Price
▶	Atliq_Double_Bedsheet_set	BOGOF	1190
	Atliq_waterproof_Immersion_Rod	BOGOF	1020

Ad-Hoc Solutions



Number of Stores in a specific city

	City	Store_Count
▶	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2



Ad-Hoc Solutions



Impact of the Campaigns



↗ 114.27 Millions Growth



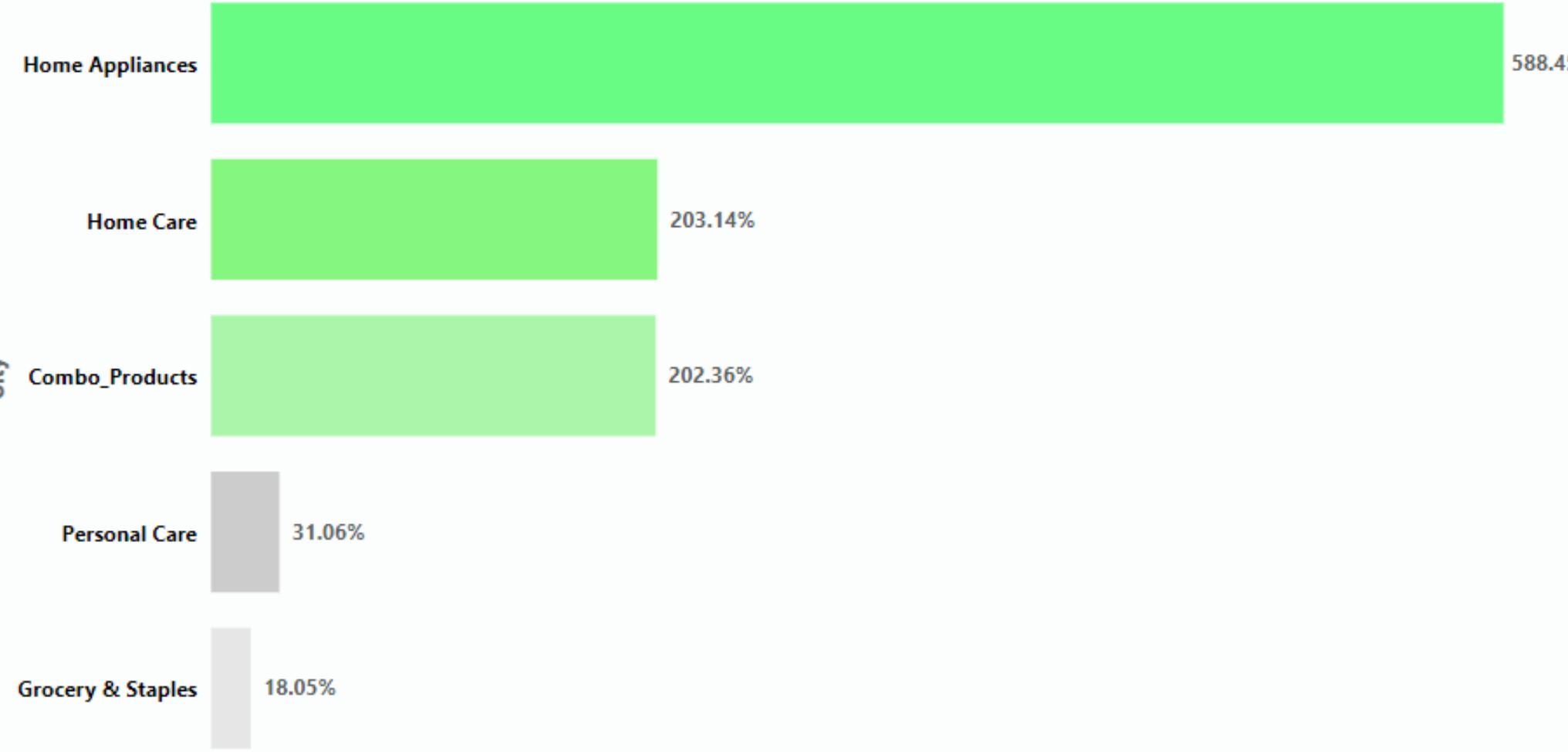
↗ 72.22 Millions Growth

campaign_name	Revenue_before_promo	Revenue_after_promo
Diwali	82.57 Millions	196.84 Millions
Sankranti	58.13 Millions	130.35 Millions

Ad-Hoc Solutions



Top Categories by Incremental Sold Units %



category	Quantity_before_promo	Quantity_after_promo	ISU_percentage	rankings
Home Appliances	5230	36006	588.45%	1
Home Care	4794	32916	586.61%	2
Combo1	16791	50769	202.36%	3
Grocery & Staples	29152	43117	47.90%	4
Personal Care	16843	22074	31.06%	5
Grocery & Staples	28977	25503	-11.99%	6
Home Care	8532	7480	-12.33%	7

Ad-Hoc Solutions



Top 5 Products by Incremental Revenue %

Product_name	category	Revenue_before_promo	Revenue_after_promo	IR_Percentage
Atliq_Suflower_Oil_(1L)	Grocery & Staples	3251400	12237000.00	276.36%
Atliq_Farm_Chakki_Atta_(1KG)	Grocery & Staples	6813550	25559600.00	275.13%
Atliq_waterproof_Immersion_Rod	Home Appliances	6597360	24158700.00	266.19%
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	2885750	10474800.00	262.98%
Atliq_Double_Bedsheet_set	Home Care	5001570	17919020.00	258.27%

Top 10 Stores by Incremental Revenue



Incremental Revenue(After Promo)



Common Cities



Stores: 10

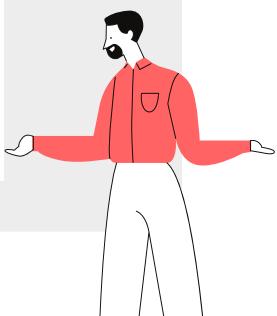
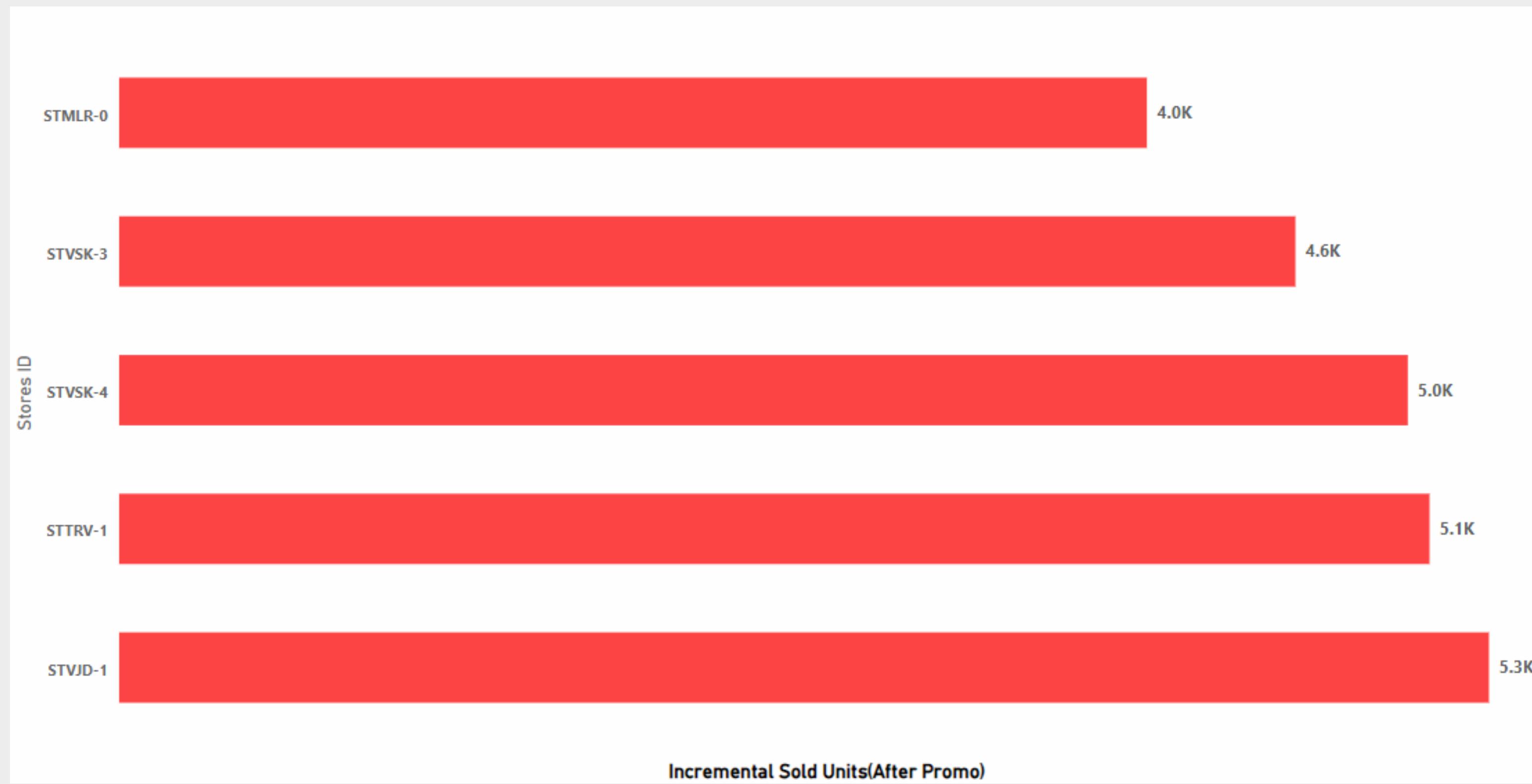


Stores: 08



Stores: 04

Bottom 5 Stores by Incremental Sold Units



Common Cities





Best Promotions by Incremental Revenue



Reasons?

Perceived value



Clear and simple message

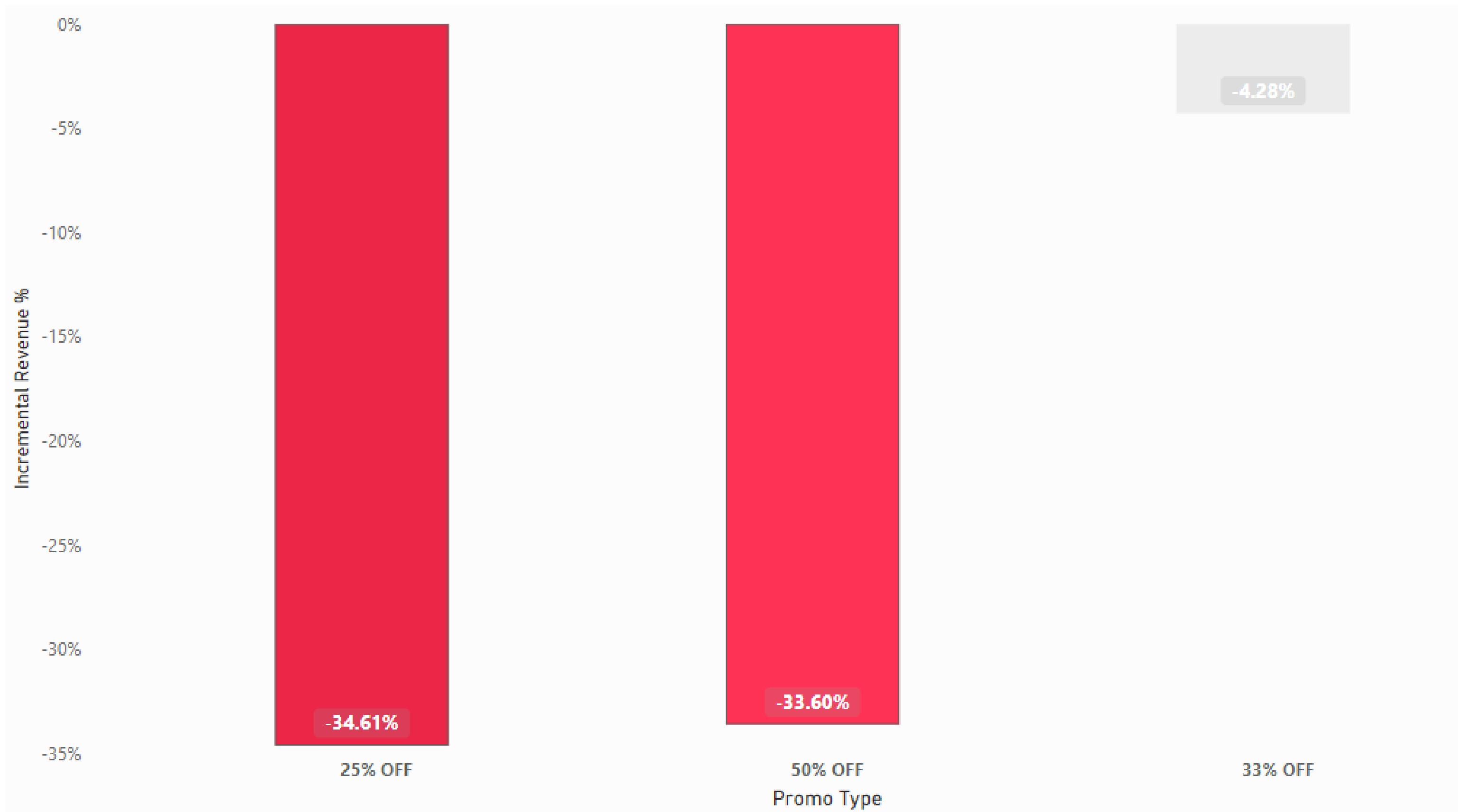


Psychological impact

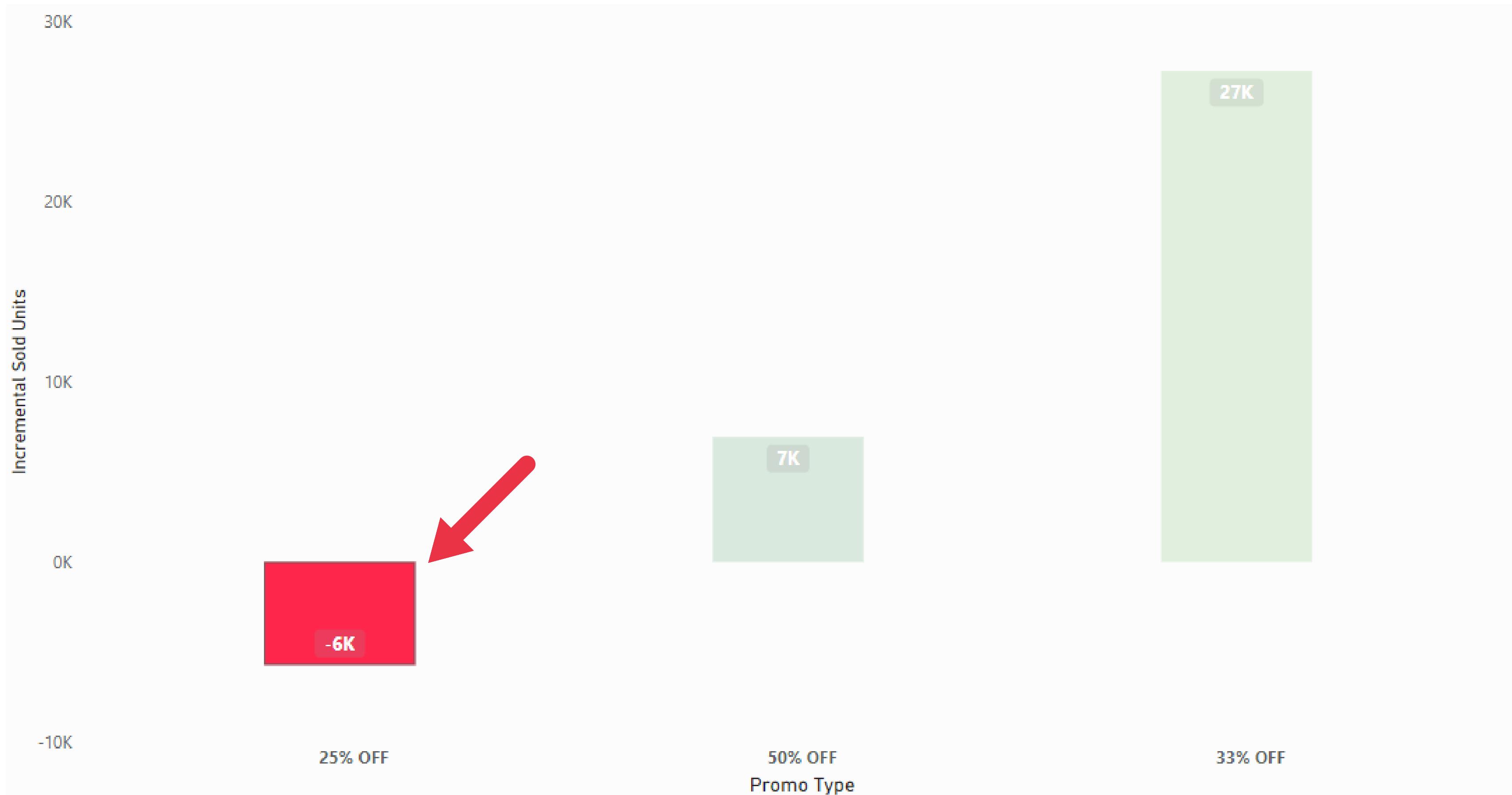




Flop Promotions by Incremental Revenue %



Discount Promotions by Incremental Sold Units





Discount Promotions vs BOGOF & 500 Cashback

SPECIAL
offer

Incremental Revenue %

- 11.41%

Incremental Revenue %

172.77%

→ 162%

Incremental Sold Units %

22.14%

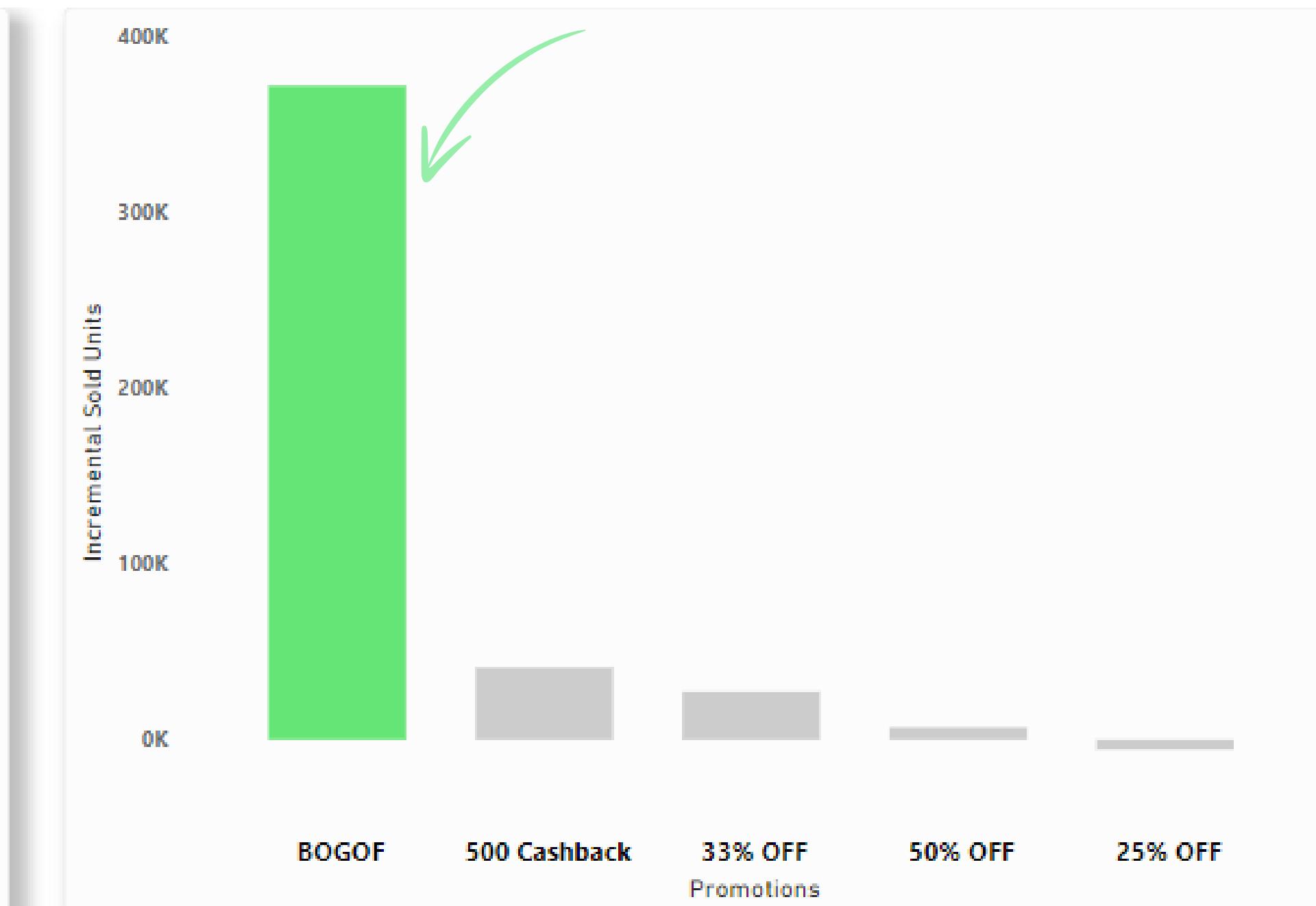
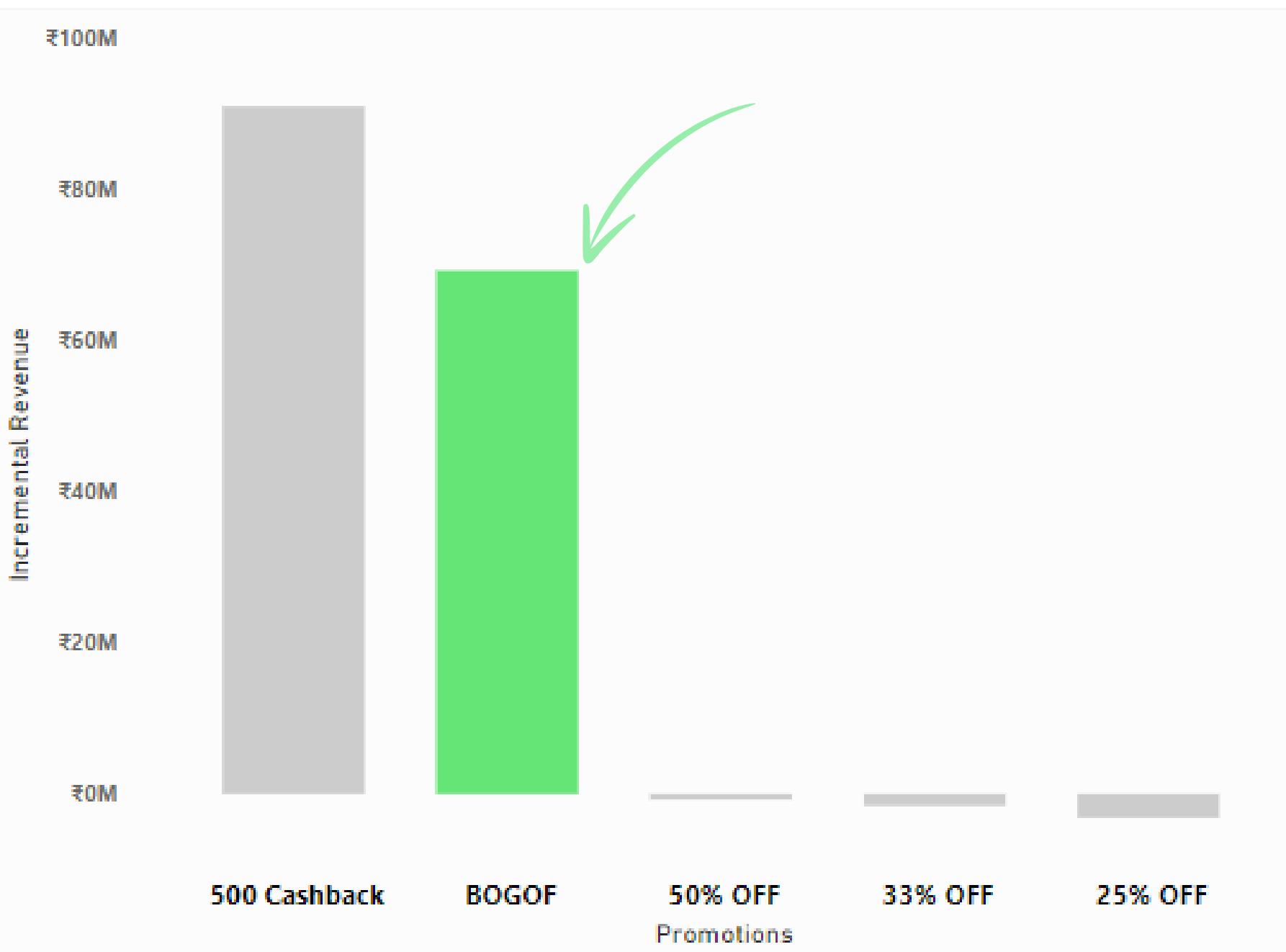
Incremental Sold Units %

513.43%

→ 492%



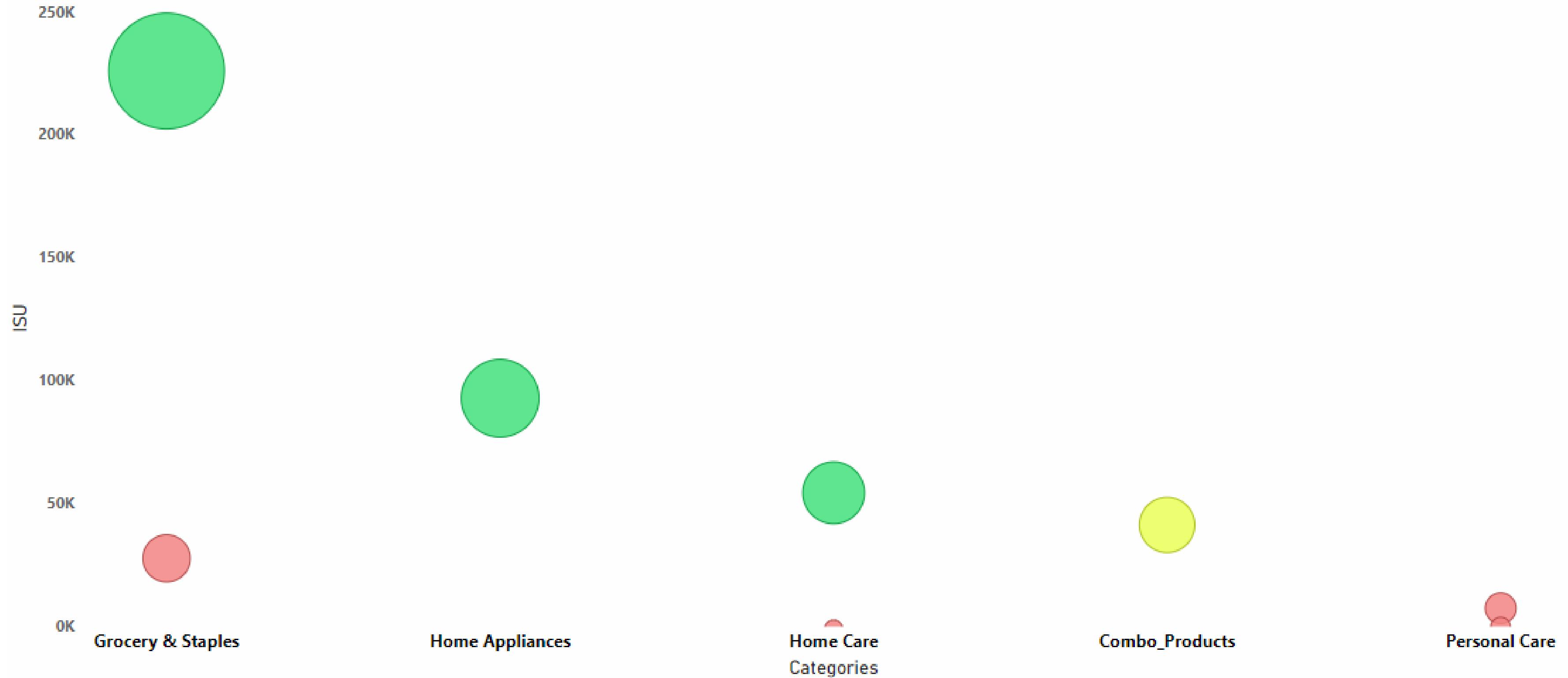
Top-Performing Promotion: Increased Revenue and Sales



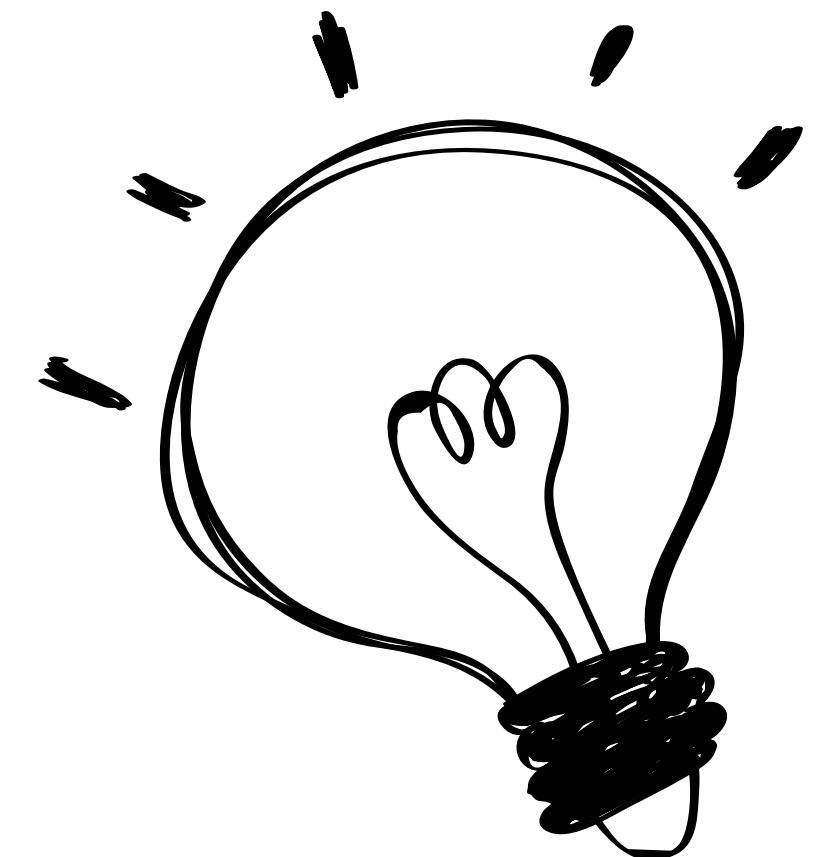
Promotional Impact by Categories



● BOGOF ● 500 Cashback ● 50% OFF ● 33% OFF ● 25% OFF

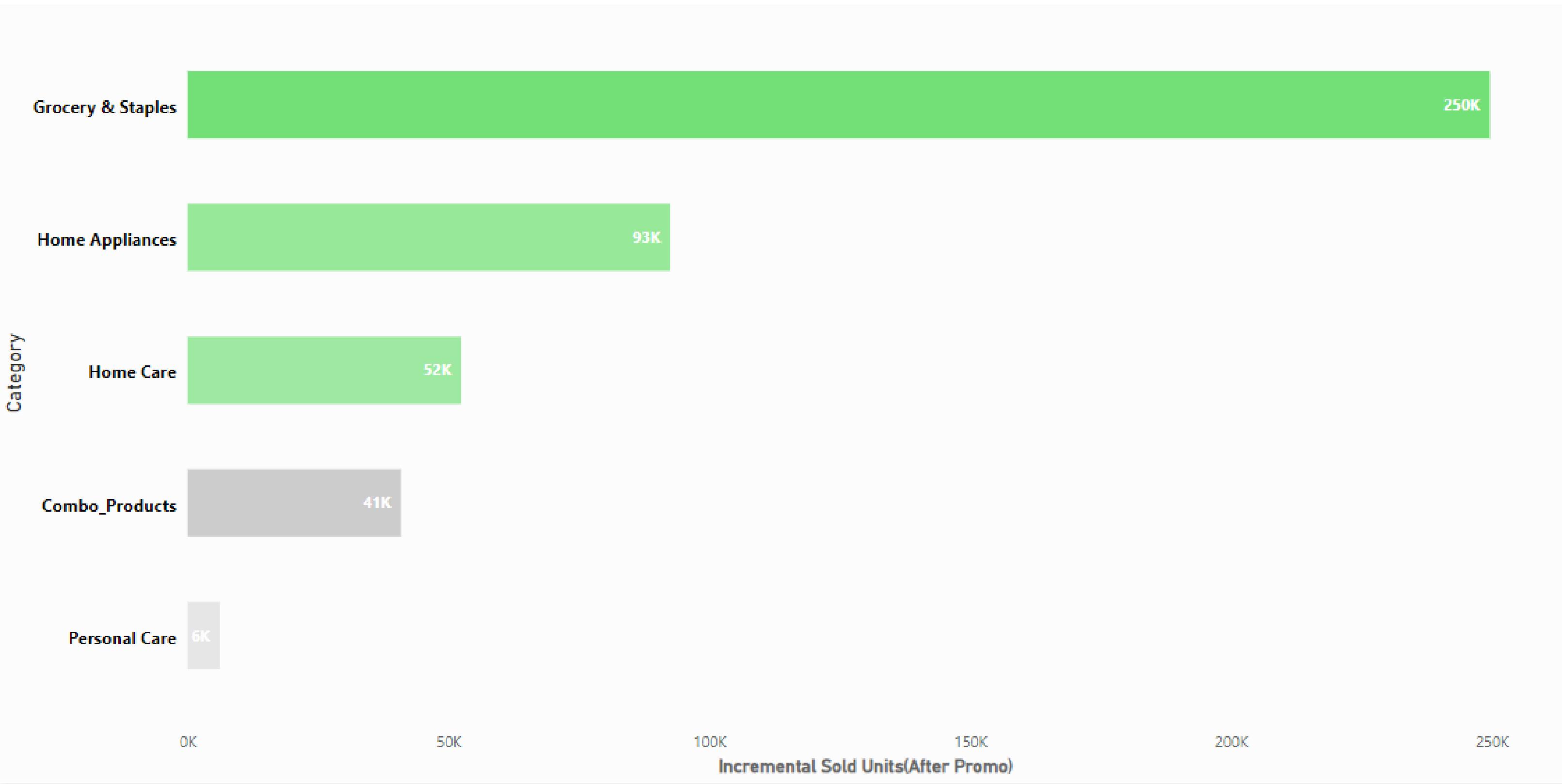


Bogof(Buy one get one free) is best for **Grocery & Staple, Home essentials** and 500 Cashback is the best for **combo products** in terms of Incremental sold units.

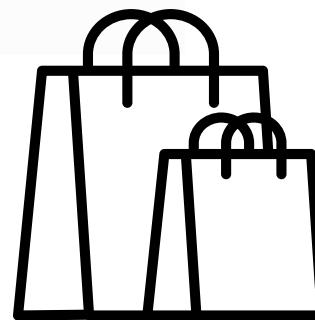
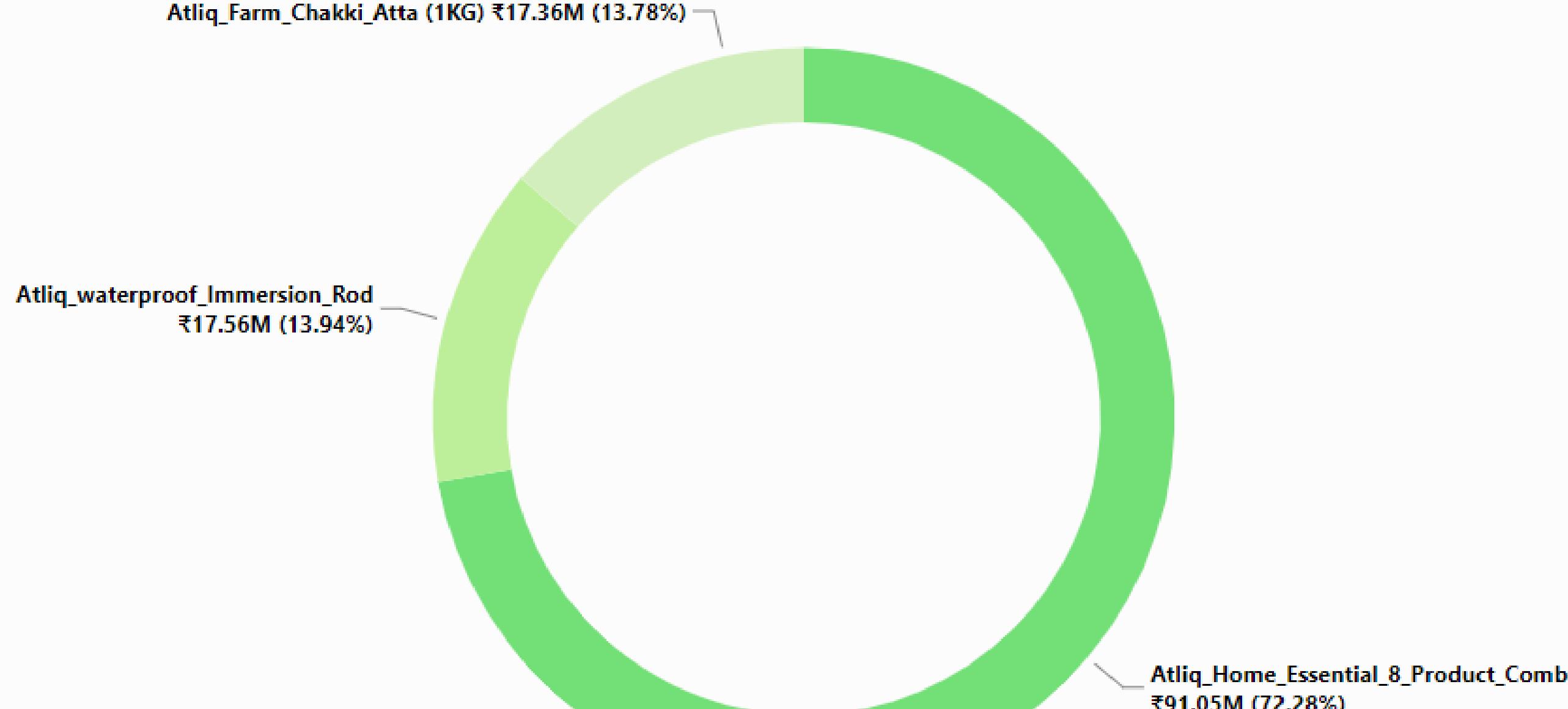




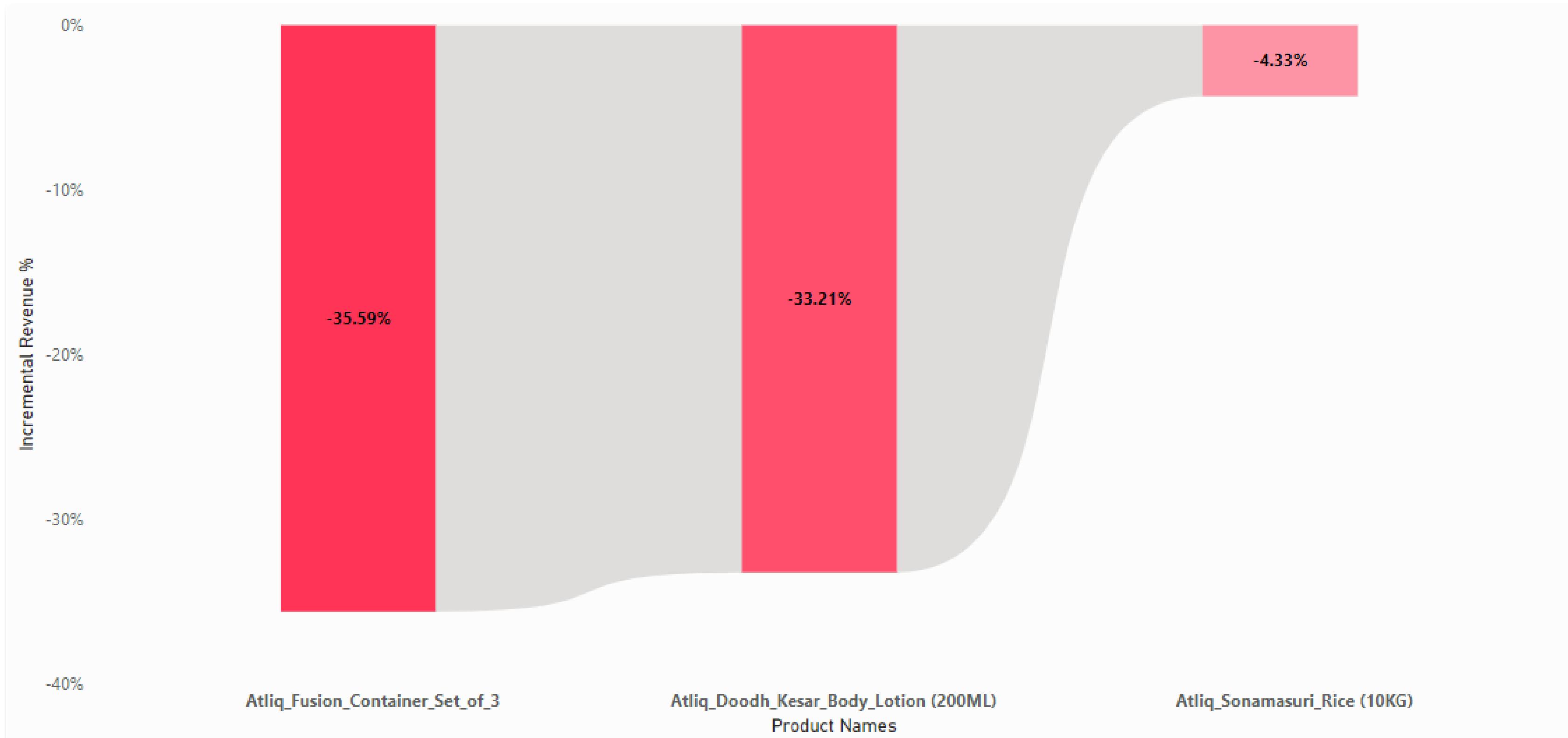
Top 5 Categories by Incremental Sold Units



Top 3 Products by Incremental Revenue



Bottom 3 Products by Incremental Revenue %



Dashboard For Our Sales Director



FILTERS

City: All

Store ID: All

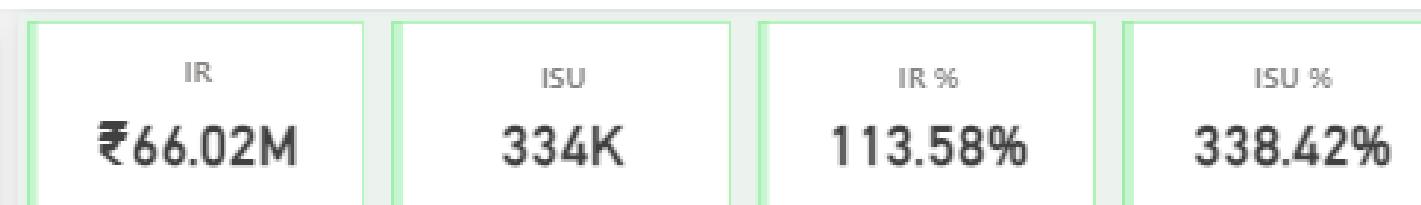
Promotions: All

Products: All

Campaigns: Sankranti

IR: Incremental Revenue

ISU: Incremental Sold Units



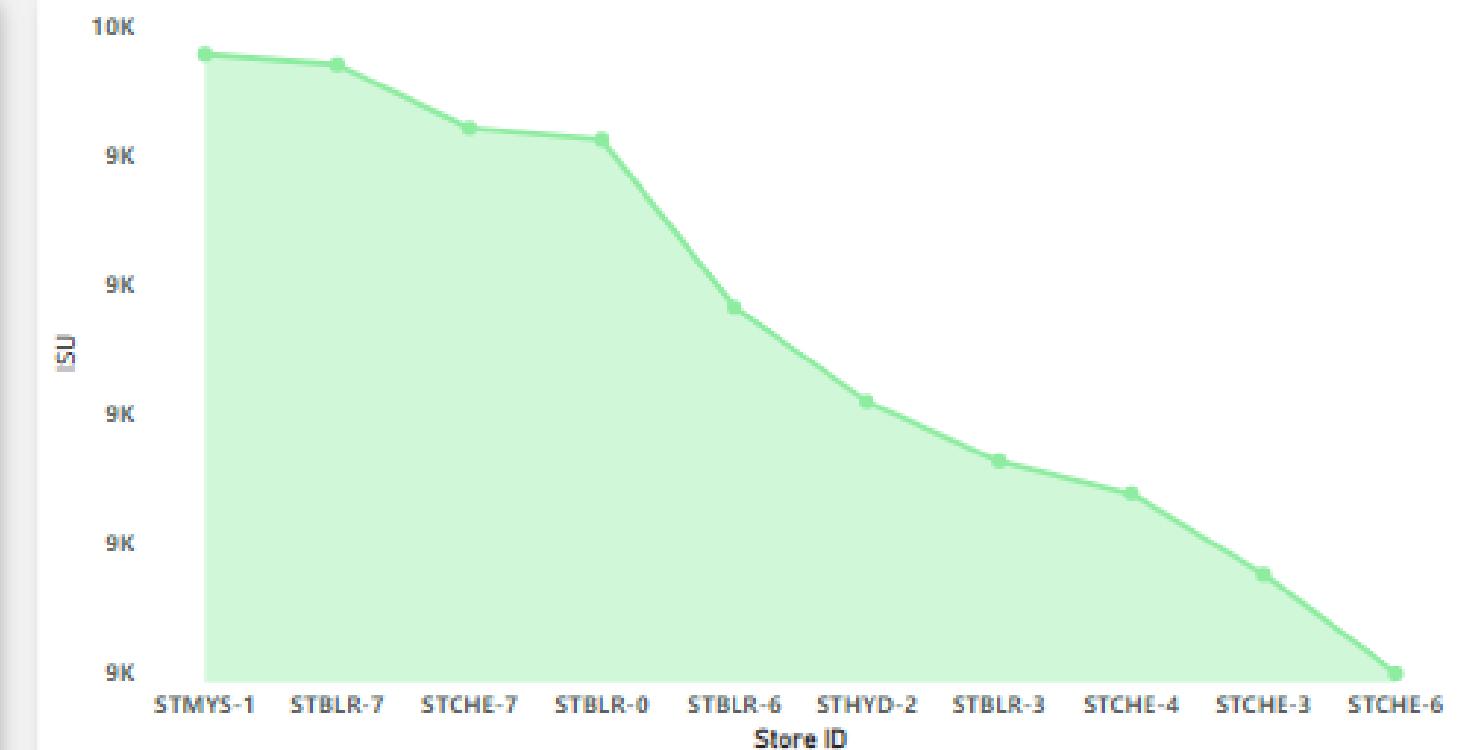
Promotional Impact Matrix: City, Store, Category, Product Sales Analysis

City	Quantity before promo	Quantity after promo	Revenue before promo	Revenue after promo	IR	ISU
Bengaluru	23K	104K	₹13.53M	₹29.89M	₹16.36M	81K
Chennai	19K	84K	₹10.97M	₹24.29M	₹13.32M	66K
Hyderabad	16K	68K	₹9.43M	₹19.21M	₹9.78M	52K
Coimbatore	9K	41K	₹5.28M	₹11.36M	₹6.08M	32K
Mysuru	9K	35K	₹5.21M	₹10.58M	₹5.37M	26K
Madurai	7K	32K	₹4.08M	₹9.25M	₹5.16M	25K
Visakhapatnam	8K	33K	₹4.82M	₹9.43M	₹4.60M	25K
Mangalore	4K	15K	₹2.02M	₹4.05M	₹2.03M	11K
Vijayawada	2K	11K	₹1.44M	₹3.13M	₹1.68M	8K
Trivandrum	2K	10K	₹1.35M	₹2.97M	₹1.62M	8K
Total	99K	433K	₹58.13M	₹124.15M	₹66.02M	334K

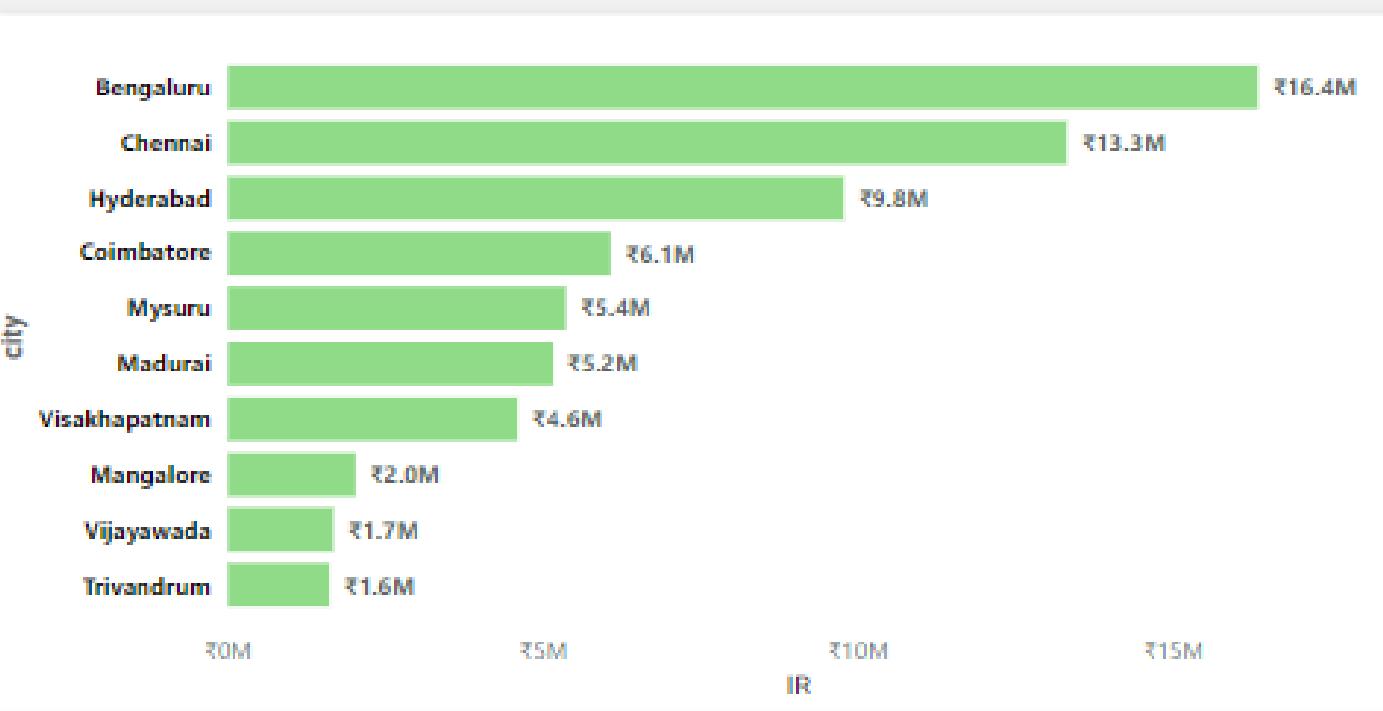
AtliQ Mart Promotional Analysis



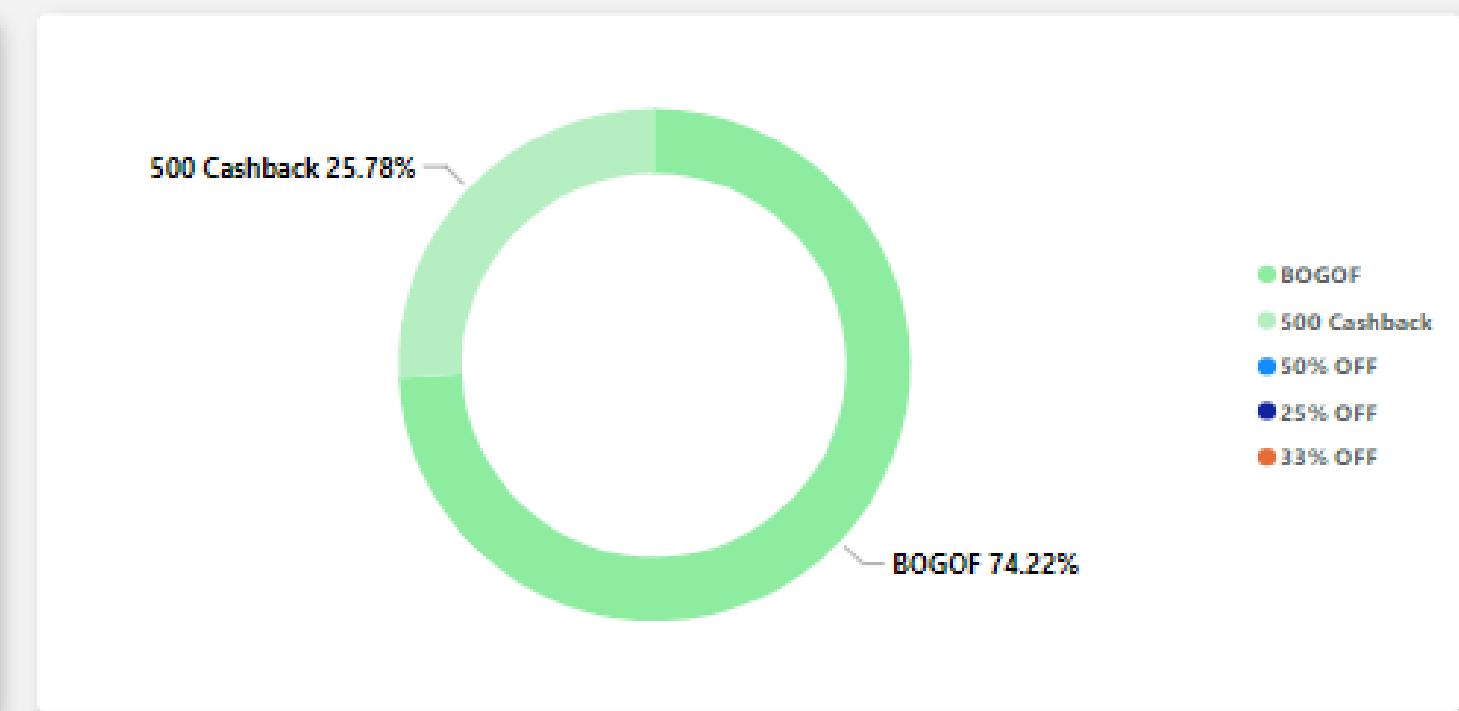
Incremental Sold Units by Top Stores



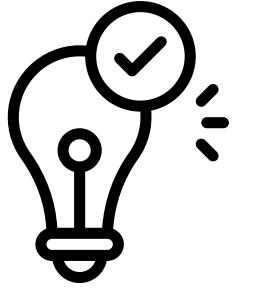
Incremental Revenue by City



Incremental Revenue by Promotions Type



Top Insights



1

Mysore stores were in the **top 10** by IR despite having just **4 stores**.



2

Grocery & Staples had the most positive impact after promotions.



3

BOGOF and **500 Cashback** were the best performing promotions

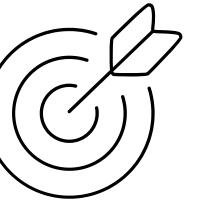
MEGA DEAL

4

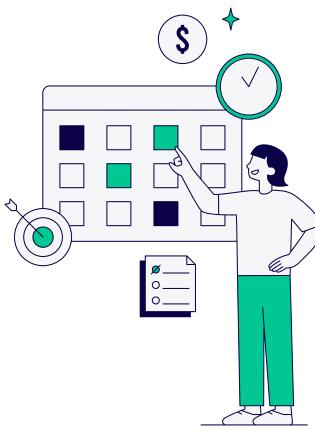
BOGOF promo was the most effective for both **sales and revenue**.



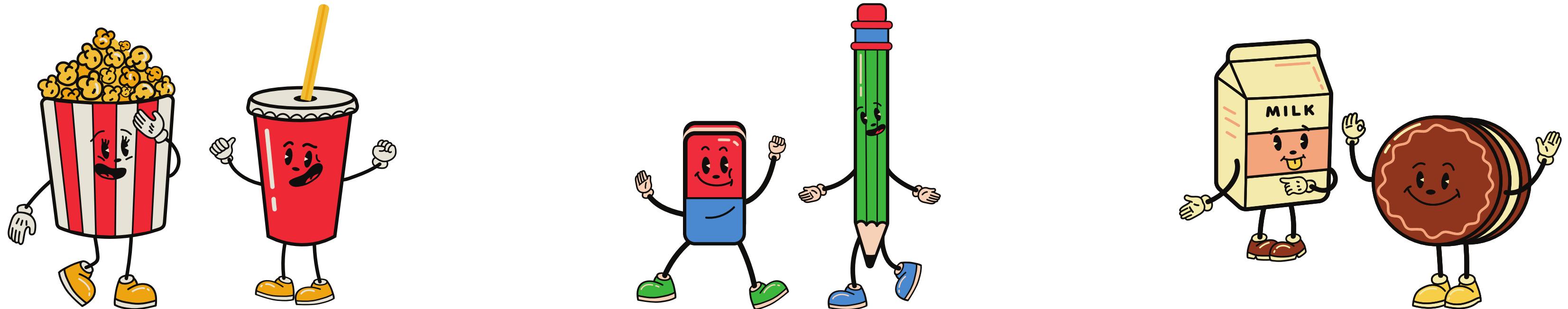
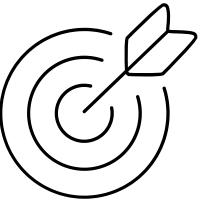
Action Plan



Discussion with **Sales team** and **store managers** across stores



Action Plan

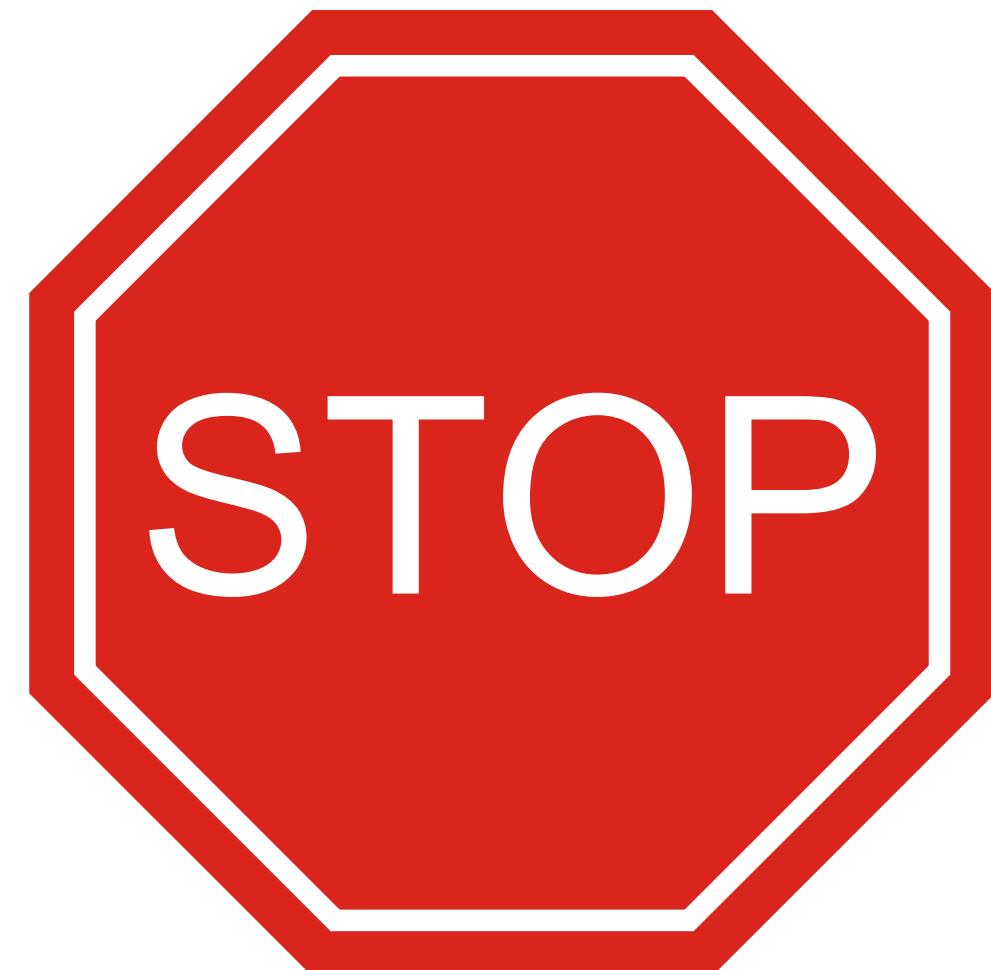
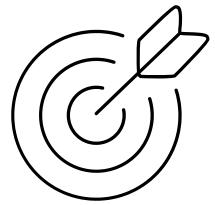


Combo Meal Deals

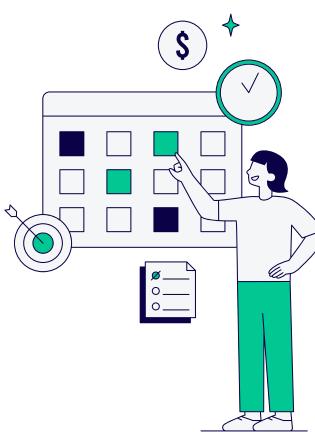
Purchase a **festive meal** combo including sweets, snacks, and beverages for ₹5000 and get discounts on **non-festive grocery** items worth ₹500 or more



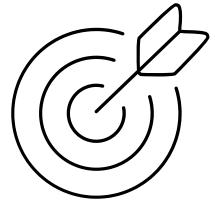
Action Plan



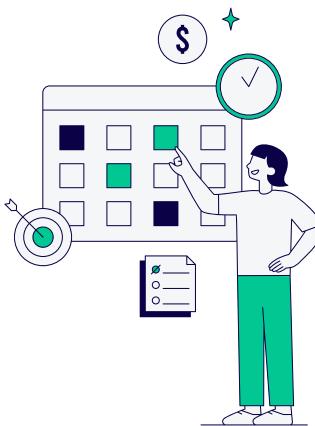
High value products with buy one get one free promo applied
Avoid offering buy one get one free promotions for products priced **above ₹500**.



Action Plan



Open new stores in **Mysore**





Hemanand Sir



Dhaval Sir

Thank You!





CODEBASICS TEAM

