So goin on to the dataset Atlique ran 2 promotional campaigns one which is named Diwali during the the Indian festival Diwali between 12th to 18th Nov and also in Sankranti between 10th jan to 16th jan.

They have many products of various categries namely Grocery and staples , Home care,Personal Care,Home appliances and also combo in which they sell similar products together.

They have their stores in southern part of India in cities such as Bengaluru , Hyderabad , Vishakapatnam and many other.

There are 1500 records in the fact table.

Atlique have applied various types of promotional offers such as cashbacks of 500 and discounts like 50% off etc.

Recommended insights

* Top 10 stores incremental\_revenue

From the graph we can see the store 1 of Mysuru has significant sales of 9.98 ml

Followed by store 4 of Chennai with sales of 9.8 million

* Top cities by revenue

Major cities of India as shown starting from Bengaluru with 83.7 million ,Chennai with 66.7 million and Hyderabad with 53.1 million and so on.

This is because Bengaluru ,Hyderabad , Chennai have more number of stores from all the stores and also the population of these cities is much higher as they are state capitals

* Bottom 10 stores by units solds

Store 0 of mangalore , store 1 of Trivandrum have done lesser sales wrt to units sold in the promotional time.

**Imp**

The average units sold per store in cities such as Mangalore, Vijayawada, Trivandrum, and Madurai exhibit promising figures. There is a potential for improvement in these cities, and this improvement can be achieved by increasing the number of stores.

Promotion performance

* Top campaigns

During Diwali, Atlique generated a revenue of 173.8 million, while during Sankranti (also known as Pongal in South India), the revenue was 127.0 million, contributing 42% of the total revenue generated during the promotional period.

Diwali is a much bigger festival celebrated throughout India, which is reflected in the significantly higher sales during that period.

* Top promotion types

People typically prefer purchasing products in combos or together, often showing a preference for items offered in buy one, get one free promotions. This buying behavior has led to significantly higher sales compared to other promotional offers.

* Bottom promotion types by sold quantity

Promotional offers such as 50% and 25% off have resulted in lower unit sales compared to others, specifically 28.1 thousand and 28.2 thousand units, respectively.

* Is there a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions?

During Diwali and Sankranti, people commonly purchase home appliances and home care products as they decorate their houses with lights and new items. The availability of offers such as buy one, get one free and cashbacks provided by atlique on these categories has significantly boosted their sales due to increased demand.

* Cities and respective campaign

In all cities where Atlique has its marts, the Diwali campaign has yielded higher revenue, particularly outperforming the state capitals. This success can be attributed to the larger population in these cities, contributing to increased sales during the festive season.

* Cities and respective promo type

Analyzing these graphs, it becomes evident that offers such as 50% and 25% off haven't yielded significant results across all cities. On the contrary, promotions like cashback and buy one get one free (BOGOF) have proven more attractive to customers. Therefore, I recommend implementing cashback or BOGOF offers on a broader range of products, if feasible. Additionally, creating combos could be beneficial, considering people's tendency to prefer bundled offerings.

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

Categories such as Grocery and Staples, particularly Combo1, have demonstrated stronger sales during the promotional period. Notably, Combo1 has exhibited a remarkable 40% increase in sales compared to non-promotional periods. This surge can be attributed to the cultural practice during festivals, where people engage in extensive cooking of traditional festive foods like thattai, vadai, butter murukku, and more quantities as they share with other relatives , close people etc and thus we can see these 2 categories have much larger sales.

Unlikely Category such as personal care has show lower sales during promotional time as people usually buy Home accessories and other stuff.

* Are there specific products that respond exceptionally well or poorly to promotions?

Products such as home essential combo ,sonammasuri rice and atta along with double bedsheets have shown more sales during promotional period as discussed earlier to create festive foods such products are taken and in Diwali as people decorate their houses with new things such as bedsheets curtains etc.

Sales of personal care products, including lotions, soaps, dishwashes, etc., tend to be higher before the promotional period than after. This could be indicative of a consumer behavior trend where individuals prefer to stock up on personal care items in anticipation of upcoming festivities or promotional events.

More the price greater is the offer for example combo has a base price of 3000 upon which after discount the price is 500 and this applies to everyone.

* Are there specific products that respond exceptionally well or poorly to promotions?

50% off is only available on personal care products like lotion but as we discussed earlier products like these are not seen to be taken during the promotional time and thus even though the offer is high these products are not take.

My suggestion would be to apply 50% off on materialistic products like curtains etc.

* Top products sold in each campaign

Same as above

* Top performing cities in each campaign

Bengaluru ,Chennai,Hyderabad which are the state capitals are the top cities performing in both campaigns.State captials usually perform better due to their population.

* Top products each city