

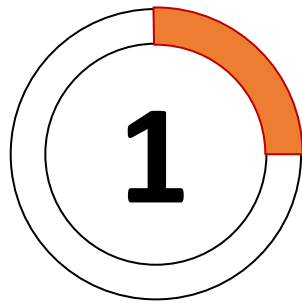
# AtliQ Mart

Analysis promotions and provide tangible insights to sales director.

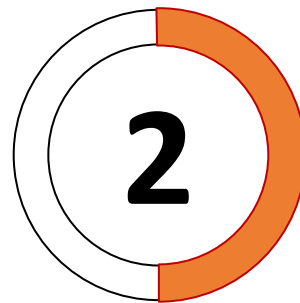




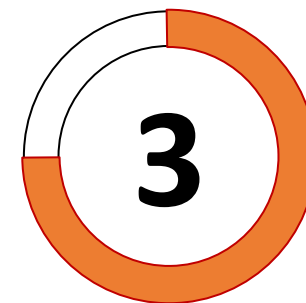
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# PREPARATION



# Introduce About Company & Problem Statement



## Introduce about Company

AtliQ Mart is at the forefront of retail innovation, consistently leveraging technology to deliver a seamless and modern shopping experience. With our intelligent supply chain management system, we ensure that you always have access to high-quality products at competitive prices, delivered promptly to your doorstep.

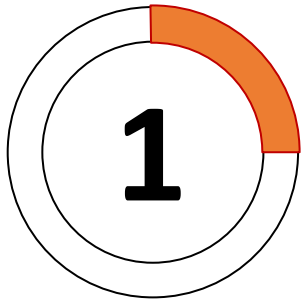
## Problem Statement

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.

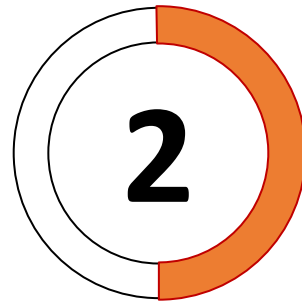




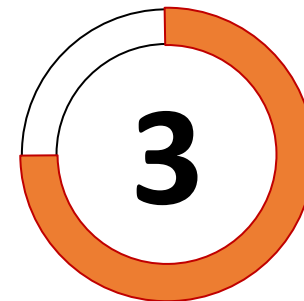
# Goal of the Study



To develop query capabilities, and optimize SQL queries.



To develop report design skills to easily track and analyze data.



To develop deeper data analysis capabilities.





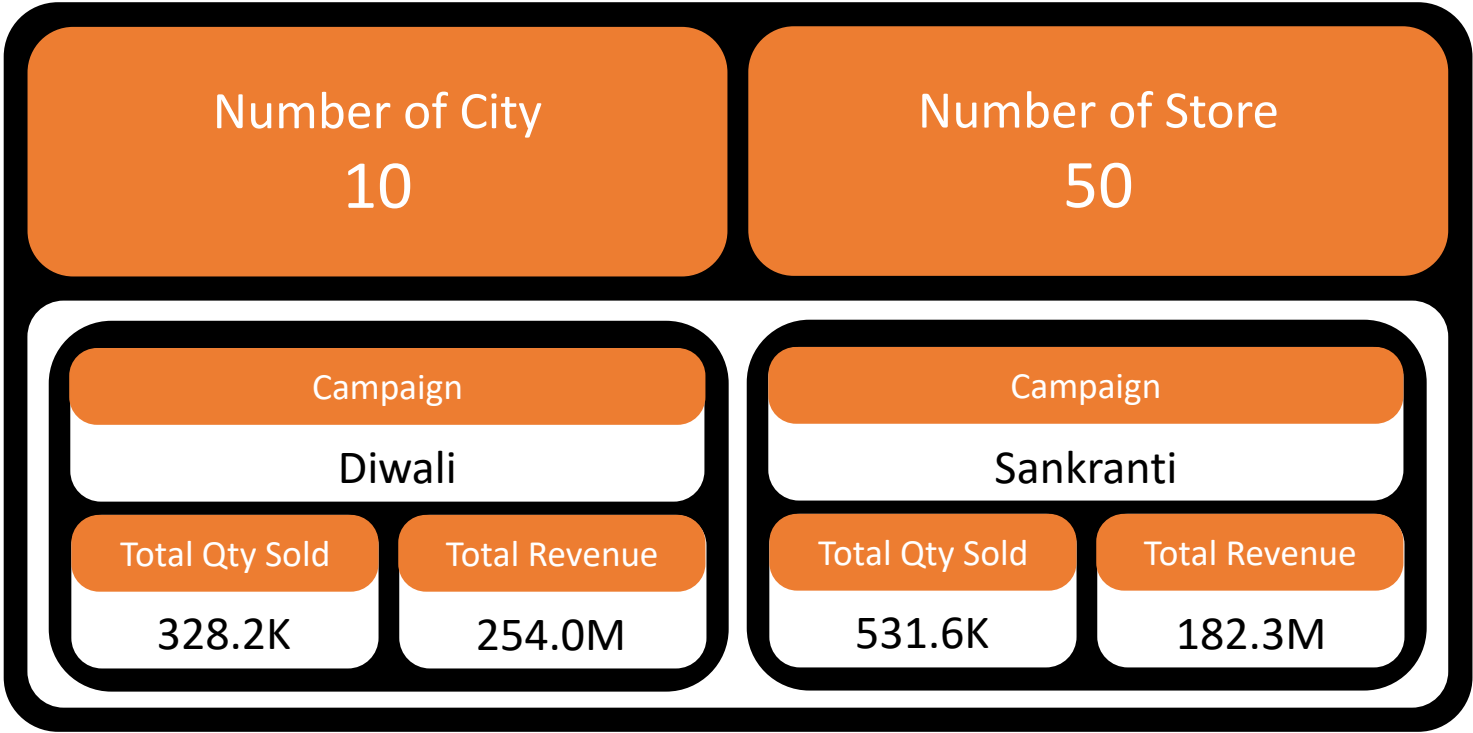
# STORE PERFORMANCE ANALYSIS





## Overview:

The company currently has 50 stores operating in 10 cities. Total revenue was 436.3 million, corresponding to 860 thousand units of products sold.



Number of Store by City:

The number of stores varies across cities. Key markets with a large number of stores include Bengaluru with 10 stores, Chennai with 8 stores, and Hyderabad with 7 stores. These are all major cities in southern India, highlighting the growth potential in this region.

However, cities with fewer stores, such as Mangalore, Trivandrum, and Vijayawada, could be potential markets for business expansion.

City	Bengaluru	Chennai	Hyderabad	Coimbatore	Visakhapatnam	Mysuru	Madurai	Mangalore	Trivandrum	Vijayawada
Number of Store	10	8	7	5	5	4	4	3	2	2





# Store Performance Analysis



## Total Revenue Before and After Promotion by City:

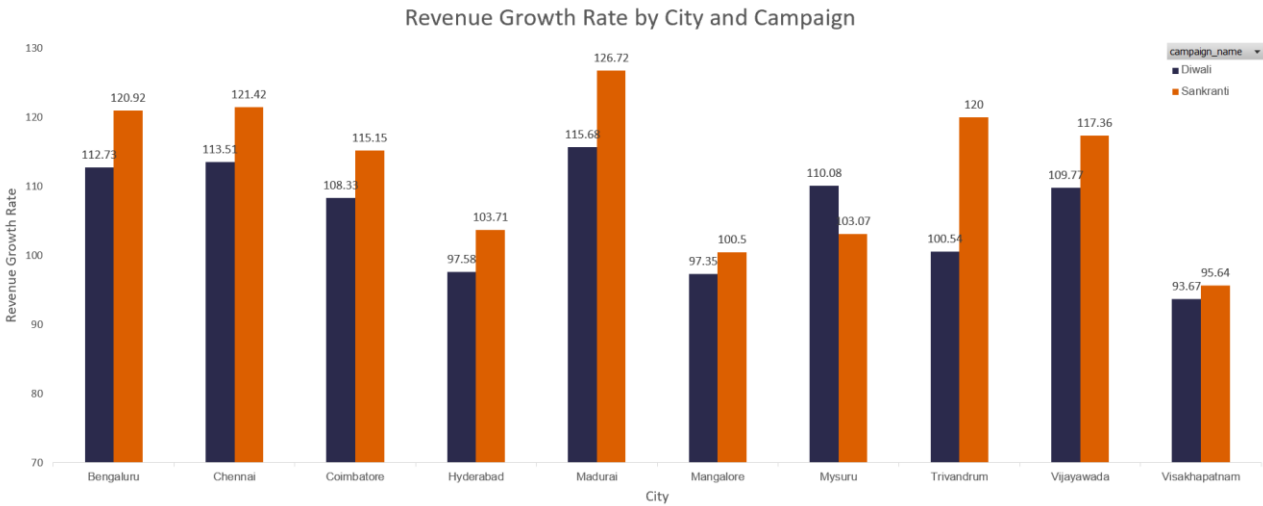
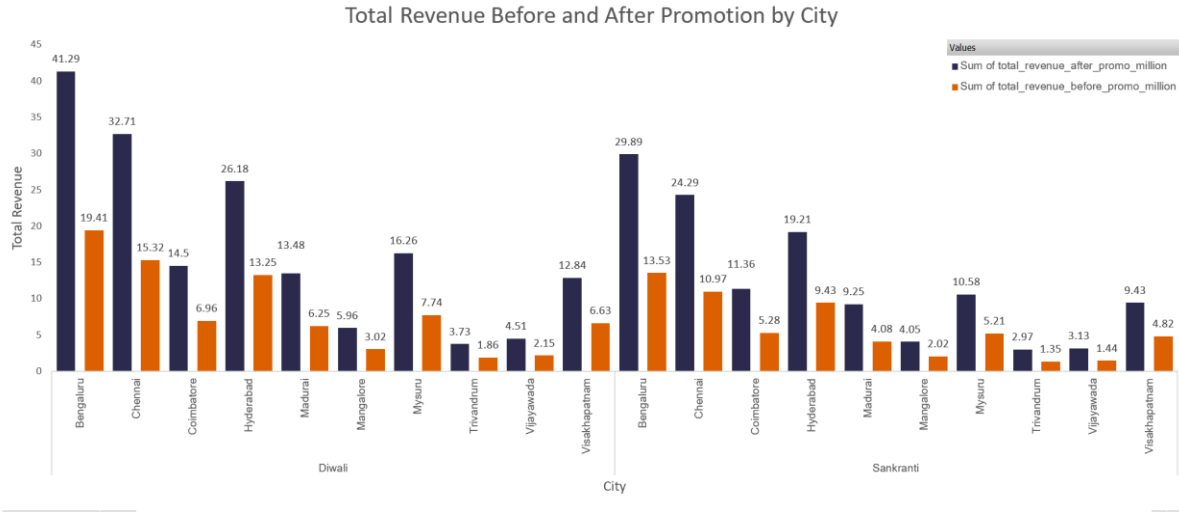
In both the Diwali and Sankranti campaigns, Bengaluru was the city with the highest post-promotion revenue (Diwali reached 41.29 million, and Sankranti reached 29.9 million), with revenue growth rates consistently above 110%.

Trivandrum and Vijayawada had the lowest revenues in both campaigns:

- Trivandrum had post-promotion revenue of 3.73 million for Diwali and 2.97 million for Sankranti.
- Vijayawada's revenue was 4.51 million for Diwali and 3.13 million for Sankranti.

However, both cities only have two stores each, so it is not reasonable to compare their revenues with larger cities like Bengaluru, which has 10 stores. Yet, in terms of revenue growth rate, both cities exceeded 100%.

Overall, all cities recorded impressive and fairly consistent revenue growth after the promotions, ranging from 93% to 126.72% across both campaigns. This demonstrates the strong effectiveness of the promotions in these cities.





# Store Performance Analysis



## Total Sales Volume Before and After Promotion by City:

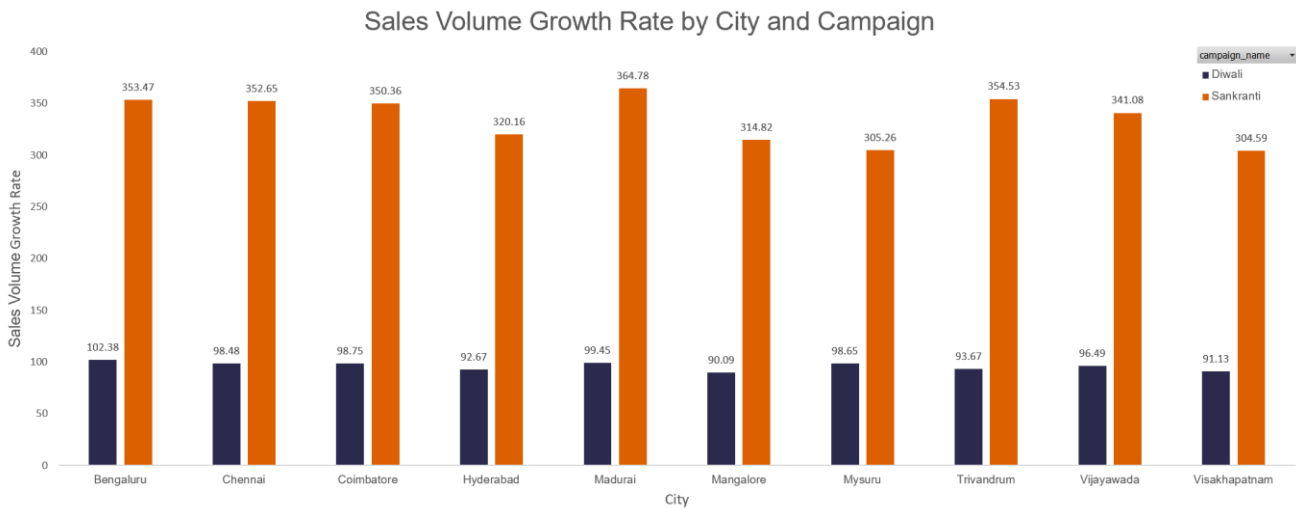
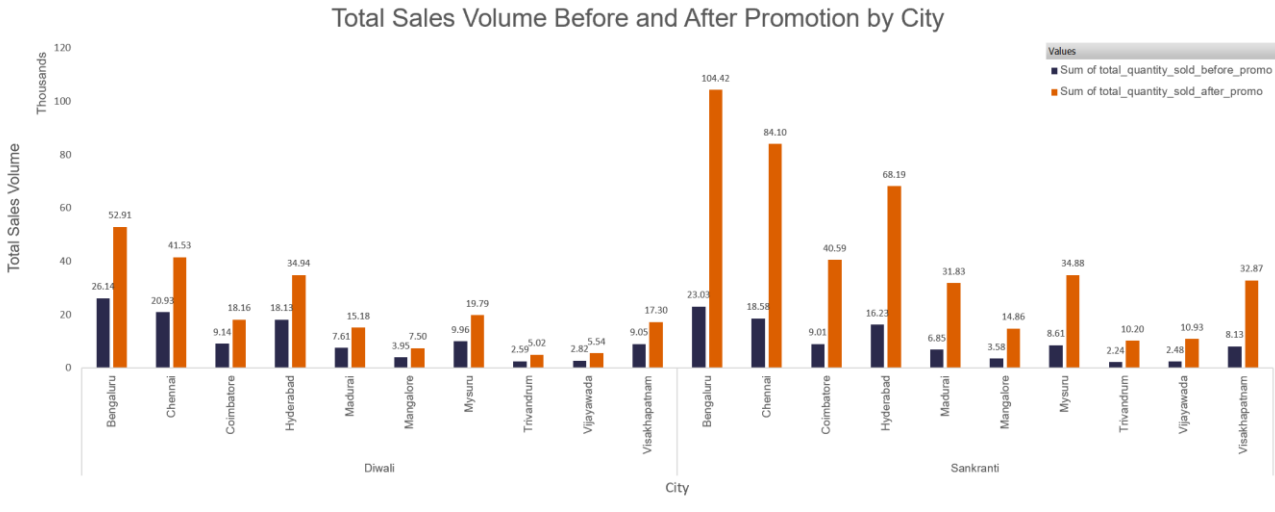
In both the Diwali and Sankranti campaigns, Bengaluru was the city with the highest number of products sold post-promotion. Diwali reached 52.91 thousand units, up by 102%, and Sankranti reached 104.42 thousand units, up by 353%.

Trivandrum and Vijayawada also had the lowest numbers of products sold in both campaigns:

- Trivandrum sold 5.02 thousand units after Diwali promotions and 10.2 thousand after Sankranti.
- Vijayawada sold 5.54 thousand units in Diwali and 10.93 thousand in Sankranti.

The growth rate in the number of products sold during Diwali was solid and consistent, ranging from 90% to 102%. However, the Sankranti campaign saw impressive growth, ranging from 304% to 365%.

Overall, the promotions were highly effective across these cities. Particularly, the Sankranti campaign was very successful in boosting product sales.





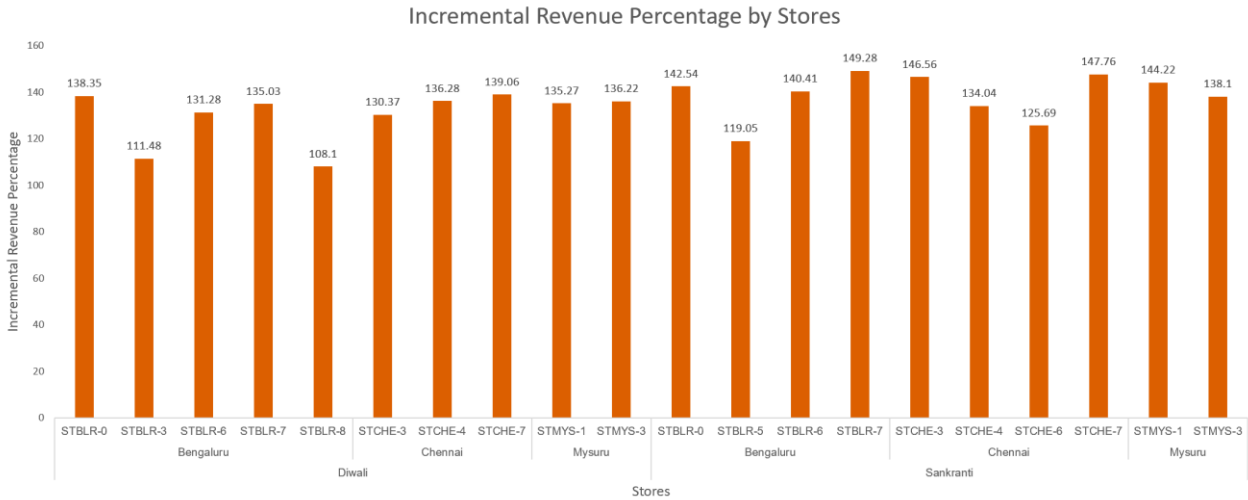
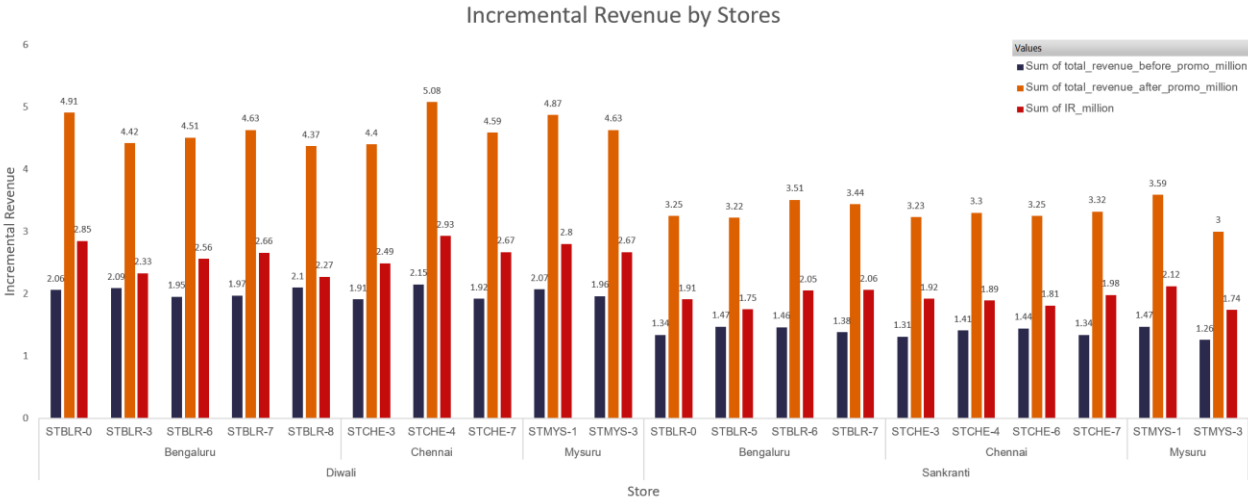
# Store Performance Analysis



## Top 10 Incremental Revenue by Store:

- Diwali Campaign:  
Among the 10 stores with the highest revenue growth (IR), STCHE-4, STBLR-0, and STMYS-1 were the top performers in executing the promotion, each achieving very high IR, ranging from 2.8 million to 2.93 million, with revenue growth rates (IR%) over 135%. The remaining stores, while having slightly lower IR, ranging from 2.27 million to 2.67 million, still demonstrated excellent revenue growth, all above 110%. This suggests that these stores likely excelled in promotional activities, sales efforts, and customer service.
- Sankranti Campaign:  
STMYS-1, STBLR-7, and STBLR-6 were the top three stores in revenue growth, with IR exceeding 2 million and IR% above 140%. The other stores had slightly lower revenue growth, but all achieved IRs over 1.7 million, with very strong revenue growth rates, ranging from a minimum of 119% to a maximum of 148%.

All of the top 10 stores with the highest revenue growth were located in three cities: Bengaluru, Chennai, and Mysuru. This reaffirms that these cities are key markets for expansion, with strong purchasing power from their residents.





# Store Performance Analysis

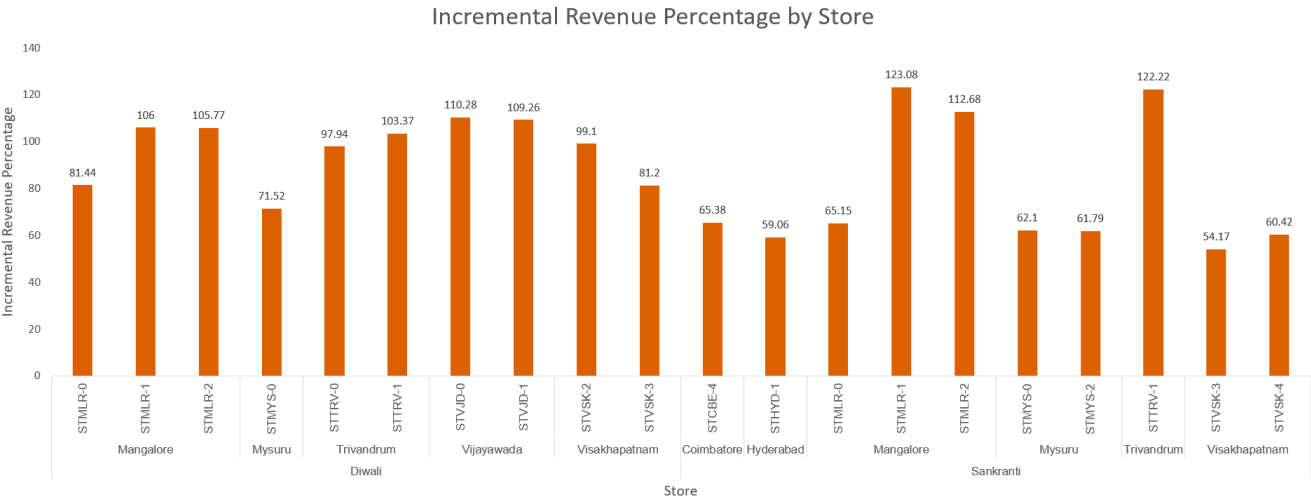
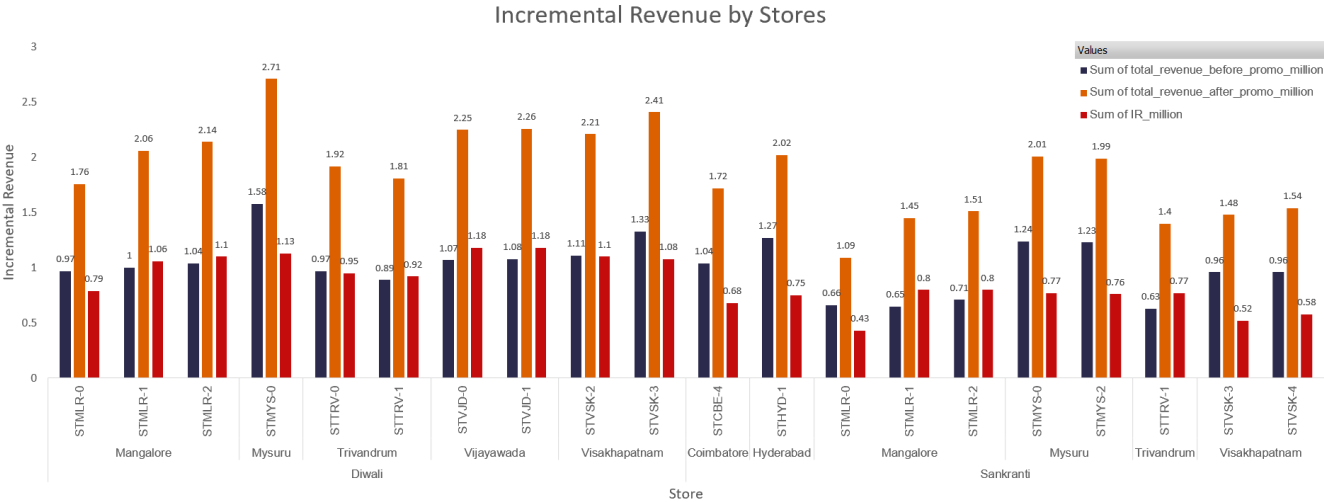


## Bottom 10 Incremental Revenue by Store:

- Diwali Campaign:  
Among the 10 stores with the lowest IR, STMLR-0, STTRV-1, and STTRV-0 had the lowest performance, all with IRs below 1 million. However, the revenue growth rates of these stores were still decent, ranging from a minimum of 81.5% to a maximum of 103%.
- Sankranti Campaign:  
STMLR-0, STVSK-3, and STVSK-4 were the three stores with the lowest IR during this campaign, with revenue growth ranging from just 430K to 580K.

In general, stores with lower IR—7 stores in total—showed revenue growth rates of only 54% to 65%. This could be due to less favorable store locations, promotional products not aligning with customer needs, or ineffective marketing activities.

NOTE:  
Since stores can vary in size, larger stores tend to generate higher revenues and also have greater potential for revenue growth. Therefore, we should evaluate the stores based on revenue growth rate (IR%) to gain a more objective perspective.





# Store Performance Analysis



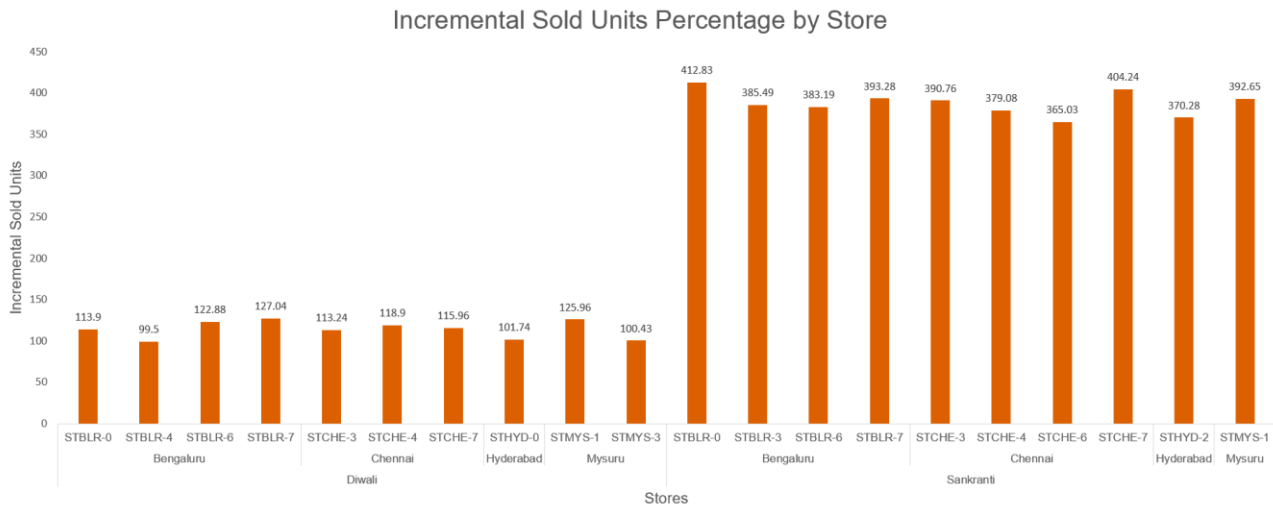
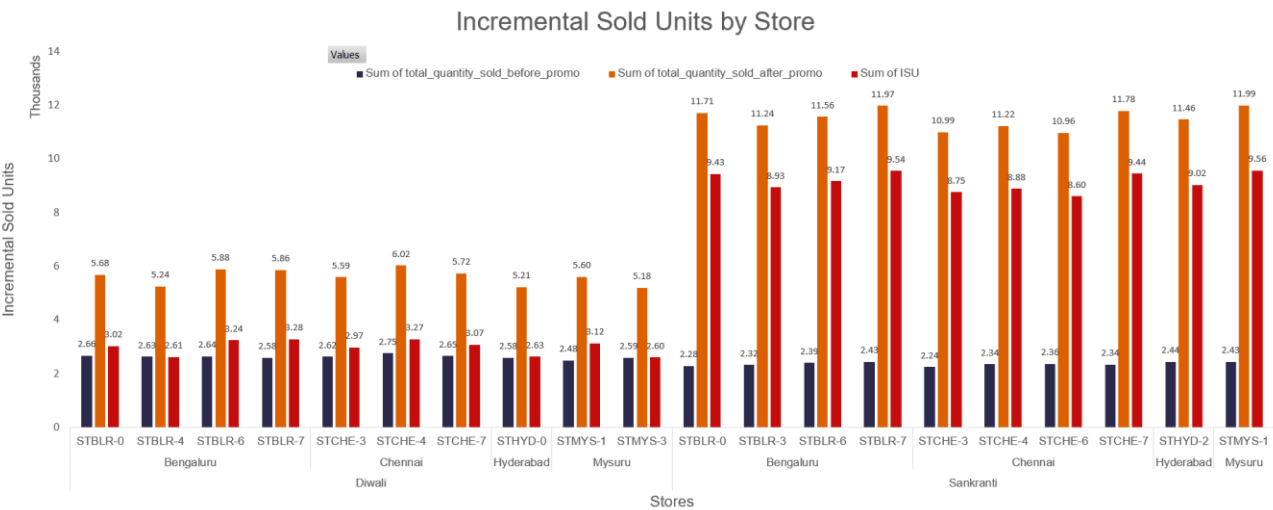
## Top 10 Incremental Sold Units by Store:

### - Diwali Campaign:

Among the 10 stores with the highest increase in units sold (ISU), STBLR-7, STCHE-4, and STBLR-6 performed exceptionally well in the promotion, with ISUs exceeding 3,200 and a growth rate of units sold (ISU%) over 119%. While the other stores had slightly lower ISUs, ranging from 2,600 to 3,100, their growth in units sold was still impressive, with all stores achieving ISU% of 100% or more.

### - Sankranti Campaign:

STMYS-1, STBLR-7, and STCHE-7 were the top three stores in terms of unit sales growth, each with ISUs over 9,400 and ISU% exceeding 392%. Although the remaining stores had slightly lower growth, all still achieved ISUs above 8,600, with strong growth rates ranging from a minimum of 365% to a maximum of 412%.







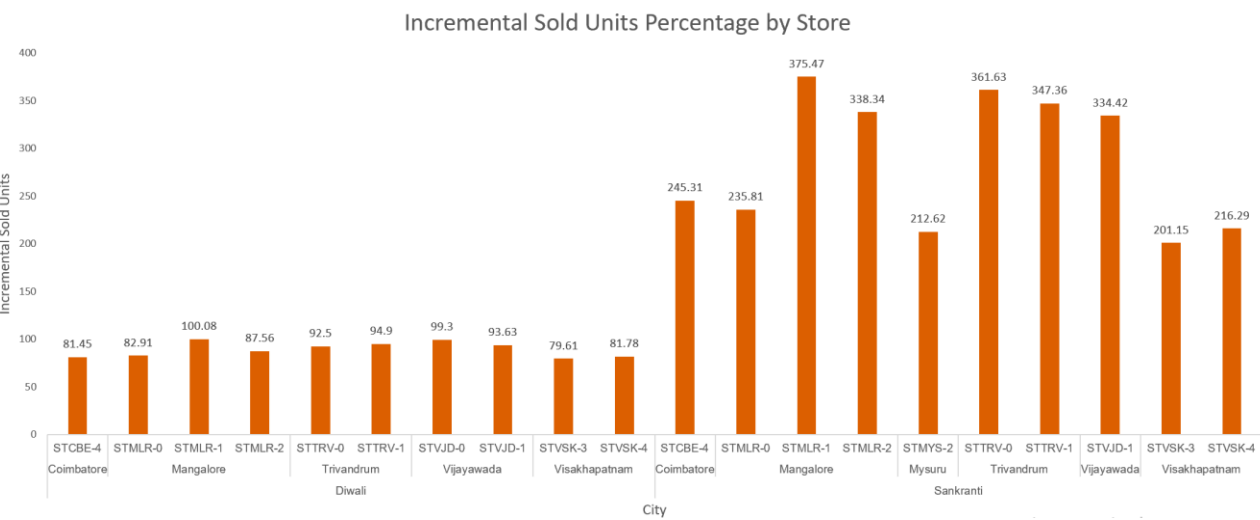
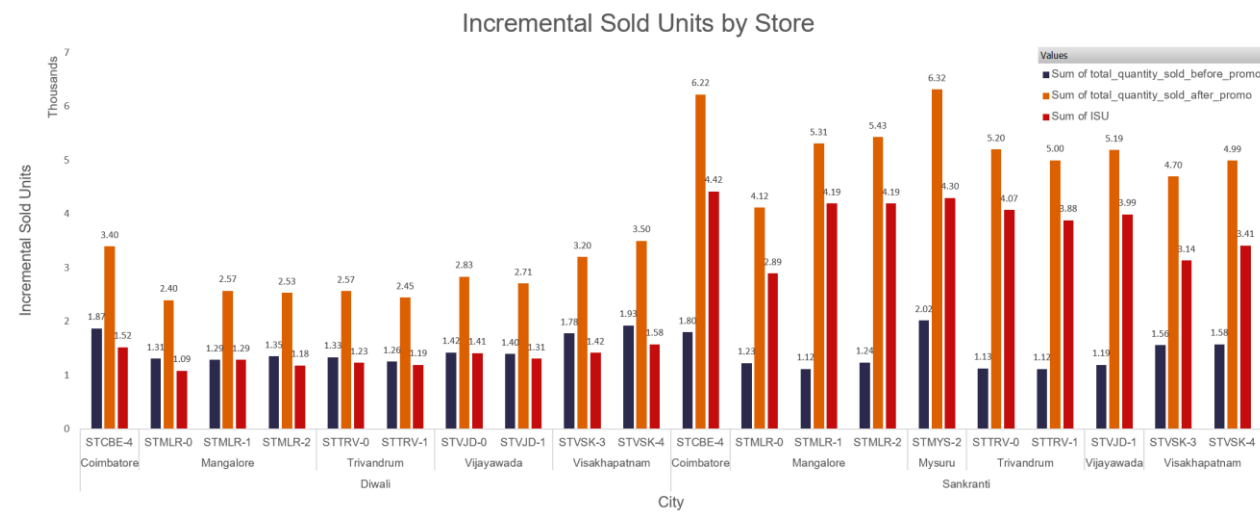
# Store Performance Analysis



## Bottom 10 Incremental Sold Units by Store:

- Diwali Campaign:  
Among the 10 stores with the lowest ISU, STMLR-0, STMLR-2, and STTRV-1 had the lowest performance, all with ISUs below 1,200. However, their revenue growth rates were still decent, ranging from a minimum of 83% to a maximum of 95%.
- Sankranti Campaign:  
STMLR-0, STVSK-3, and STVSK-4 had the lowest ISUs during this campaign, with ISUs ranging from 2,891 to 3,413.

However, when evaluated by ISU%, the unit sales growth rate in this campaign was very high across the board, with the lowest being 200% and the highest reaching 375%. This is an extremely positive result, demonstrating that the campaign was highly successful in stimulating consumer purchases.





# PROMOTION TYPE ANALYSIS



## Overview:

- Diwali Campaign:  
Before the promotion, the total number of products sold reached 110,319 units. After the promotion, this number increased to 217,865 units, with incremental sold units reaching 107,546.

Total revenue recorded was 171,459,776.98 in currency units, an increase of 88,886,017.98 compared to the pre-promotion figure of 82,573,759.

With an incremental sold units percentage of 97.49% and an incremental revenue percentage of 107.64%, this represents an impressive growth. It highlights the promotion's effectiveness in attracting a large number of customers, boosting product sales, and increasing revenue.

- Sankranti Campaign:  
Before the promotion, a total of 98,731 units were sold, and after the promotion, this number surged to 432,861 units, with incremental sold units reaching 334,130.

In line with the increase in units sold, total revenue also saw a significant rise, from 58,127,429 currency units to 124,146,866.61, with incremental revenue reaching approximately 66,019,437.61.

With an incremental sold units percentage of 338.42% and an incremental revenue percentage of 113.58%, this shows that product sales increased more than threefold compared to the pre-promotion period, confirming a strong growth in units sold. However, revenue only doubled compared to before, indicating that while the campaign succeeded in boosting sales volume, it was less impactful in driving a proportional increase in revenue.

	Diwali		Sankranti	
	Before	After	Before	After
Quantity Sold	110319	217765	98731	432861
Revenue	82.573.759	171.459.776,98	58.127.429	124.146.866,61

	ISU	ISU%	IR	IR%
Diwali	107546	97.49	88.886.017,98	107.64
Sankranti	334130	338.42	66.019.437,61	113.58



# Promotion Type Analysis



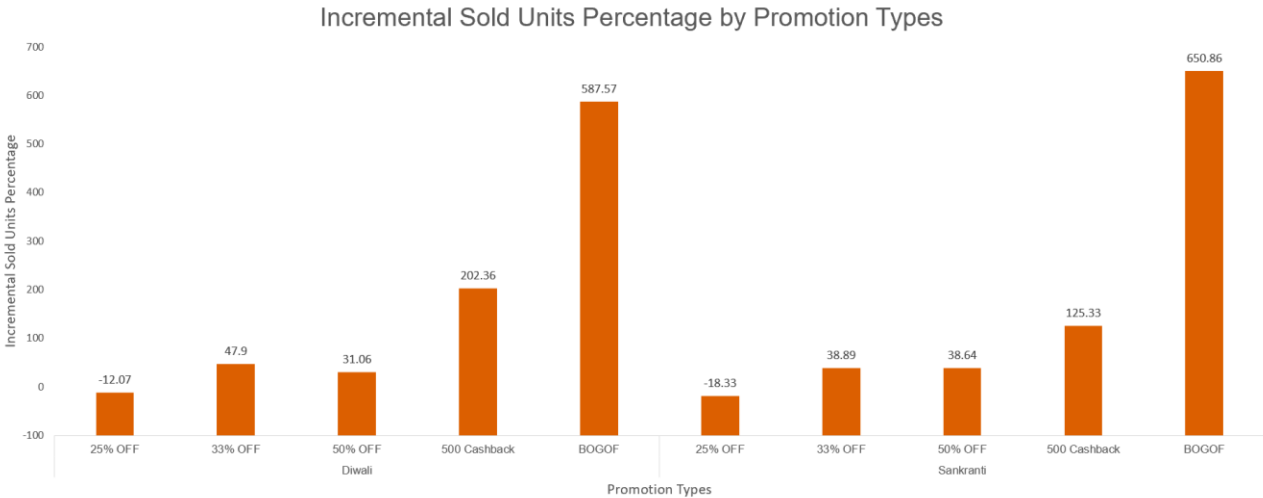
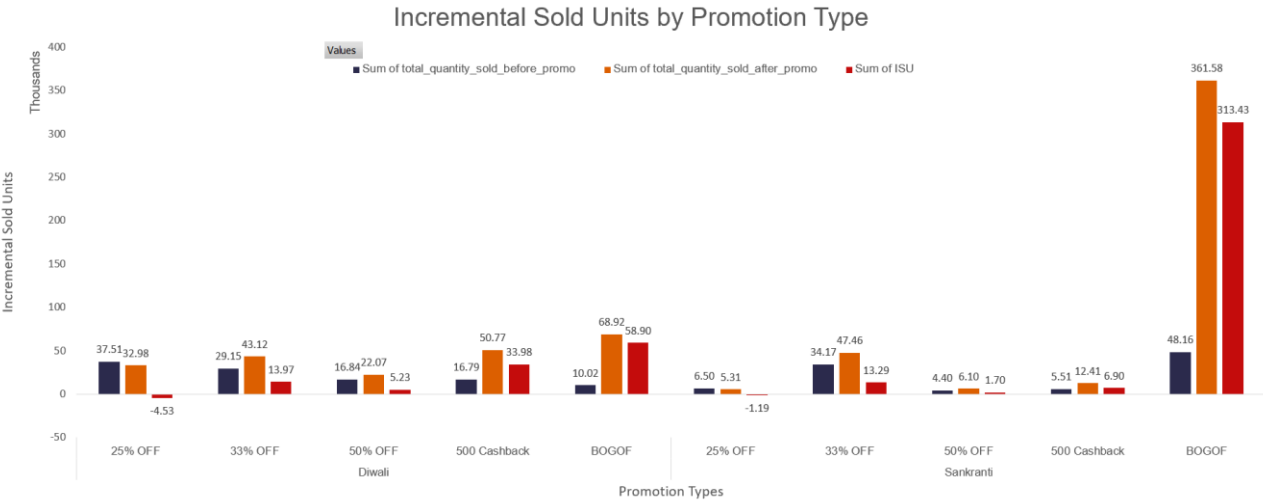
## Incremental Sold Units (and Percentage) by Promotion Types:

In both the Diwali and Sankranti campaigns, the “BOGOF” (Buy One Get One Free) promotion led to the highest post-promotion units sold, the highest growth in units sold (ISU), and the highest growth rate in units sold. This indicates that the “BOGOF” promotion was highly appealing to customers, encouraging them to purchase in larger quantities.

On the other hand, the “25% OFF” promotion was the only one that saw a decrease in post-promotion units sold compared to pre-promotion levels. It had negative growth rates in units sold (ISU%), with -12% in the Diwali campaign and -18% in the Sankranti campaign.

Additionally, the “500 Cashback” promotion, while having lower growth rates in units sold compared to the top-performing “BOGOF,” targets higher-priced product groups. With ISU% of 202% in the Diwali campaign and 125% in the Sankranti campaign, along with higher product prices, this promotion, along with “BOGOF,” could generate significant revenue for the company.

Other discount promotions, such as 33% OFF and 50% OFF, were less effective in boosting units sold compared to “BOGOF” and “500 Cashback.” Their growth rates in units sold were around 40%, which is not as impressive.





# Promotion Type Analysis



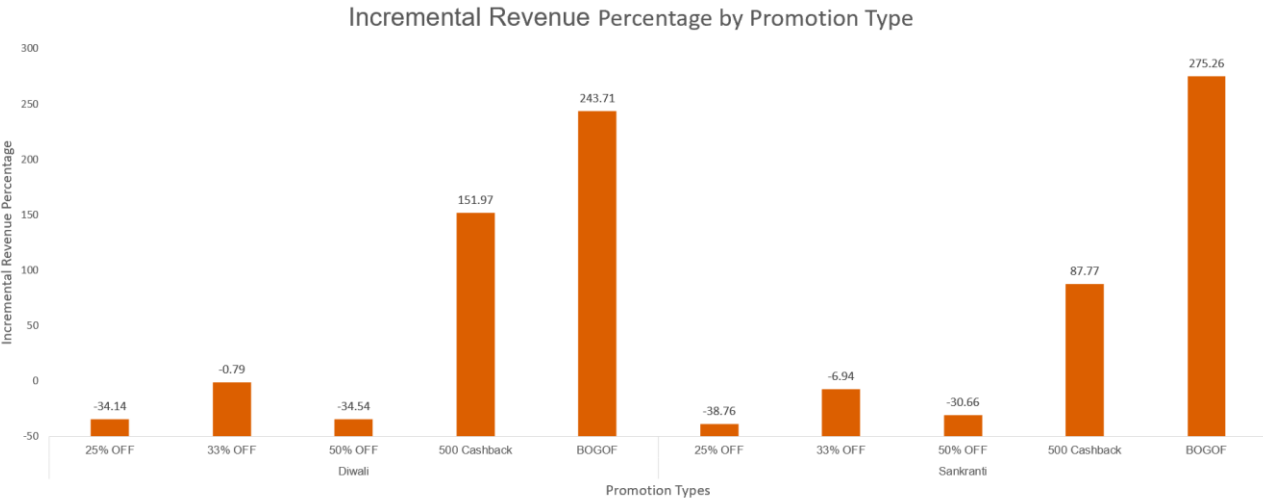
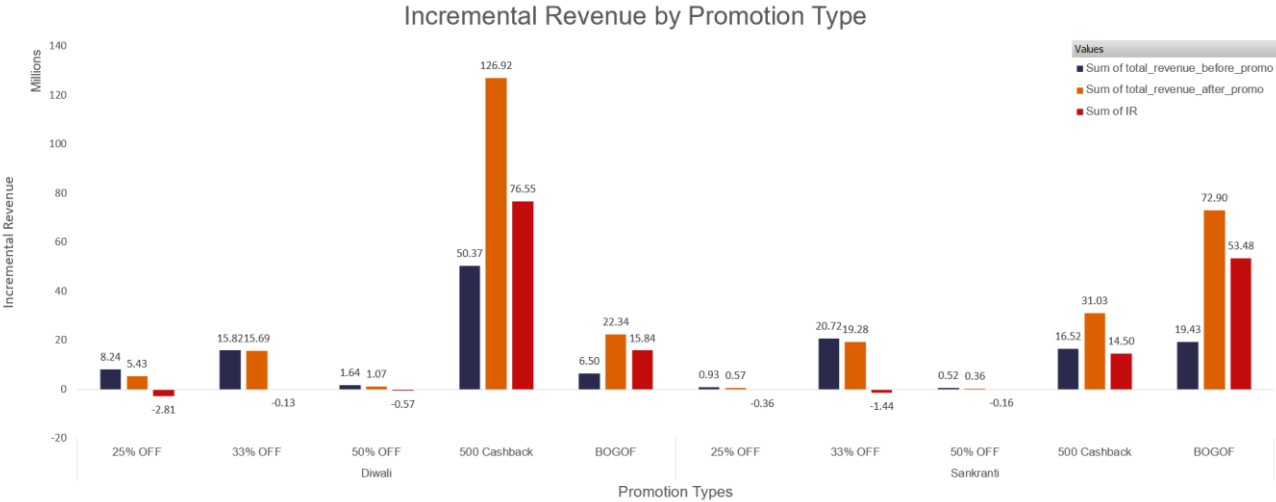
## Incremental Revenue (and Percentage) by Promotion Types:

In both campaigns, “BOGOF” led in revenue growth rate, followed by “500 Cashback.” However, there were notable differences in revenue and revenue growth between the two campaigns:

- Diwali Campaign: The top performer was “500 Cashback,” with post-promotion revenue reaching 126.92 million, nearly 7 times higher than the second place, “BOGOF,” and incremental revenue (IR) of 76.55 million, almost 5 times higher.
- Sankranti Campaign: “BOGOF” outperformed “500 Cashback” in all aspects. Post-promotion revenue for “BOGOF” was 72.9 million, twice as high, incremental revenue was 53.48 million, nearly 4 times higher, and revenue growth rate was 275.26%, more than 3 times higher.

In summary:

- The “BOGOF” promotion appears to be a highly effective strategy for attracting customers and encouraging large volume purchases. The “buy one, get one free” offer creates a clear and attractive incentive for customers.
- The “500 Cashback” promotion is effective in driving higher-value purchases, though careful consideration is needed regarding profit margins on each product when applying this promotion.
- Discount Promotions (25% OFF, 33% OFF, 50% OFF): All discount promotions did not perform well in terms of revenue growth, with negative growth rates. Specifically, the “25% OFF” promotion had a negative impact on both the number of units sold and revenue.







# Promotion Type Analysis



## Incremental Sold Units (and Percentage) by Promotion Types and Categories:

**BOGOF:** This promotion demonstrated superior growth across both campaigns. In the Sankranti campaign, BOGOF applied to Grocery & Staples achieved the highest ISU (225.86K) and ISU% (651.41%). It also performed exceptionally well in Home Appliances and Home Care, with very high ISU% (over 586% in Diwali and over 645% in Sankranti).

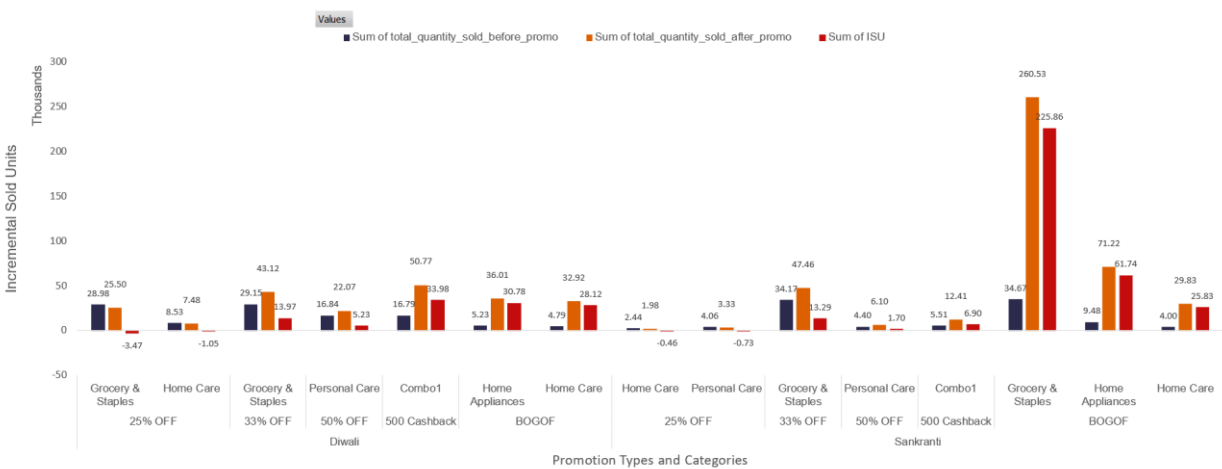
**500 Cashback:** Applied to Combo1, this promotion showed strong growth rates with ISU% of 202% in Diwali and 125% in Sankranti. It also had the highest post-promotion sales (50.77K) and the highest ISU (34K) in Diwali.

**33% OFF and 50% OFF:** These promotions, applied to Grocery & Staples and Personal Care respectively, yielded moderate growth rates ranging from 31% to 47%, depending on the category.

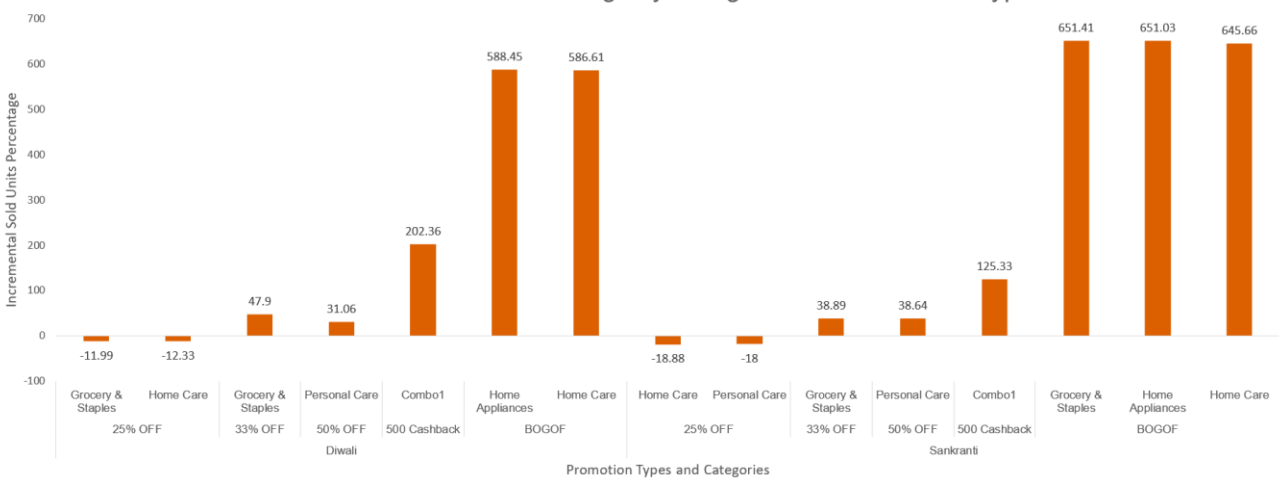
**25% OFF:** This promotion was the least effective in both campaigns. Applied to different categories in each campaign, it resulted in negative growth:

- Diwali: Grocery & Staples and Home Care had an ISU% of approximately -12%.
- Sankranti: Home Care and Personal Care had an ISU% of around -18%.

Incremental Sold Units by Categories and Promotion Types



Incremental Sold Units Percentage by Categories and Promotion Types





# Promotion Type Analysis



## Incremental Revenue (and Percentage) by Promotion Types and Categories:

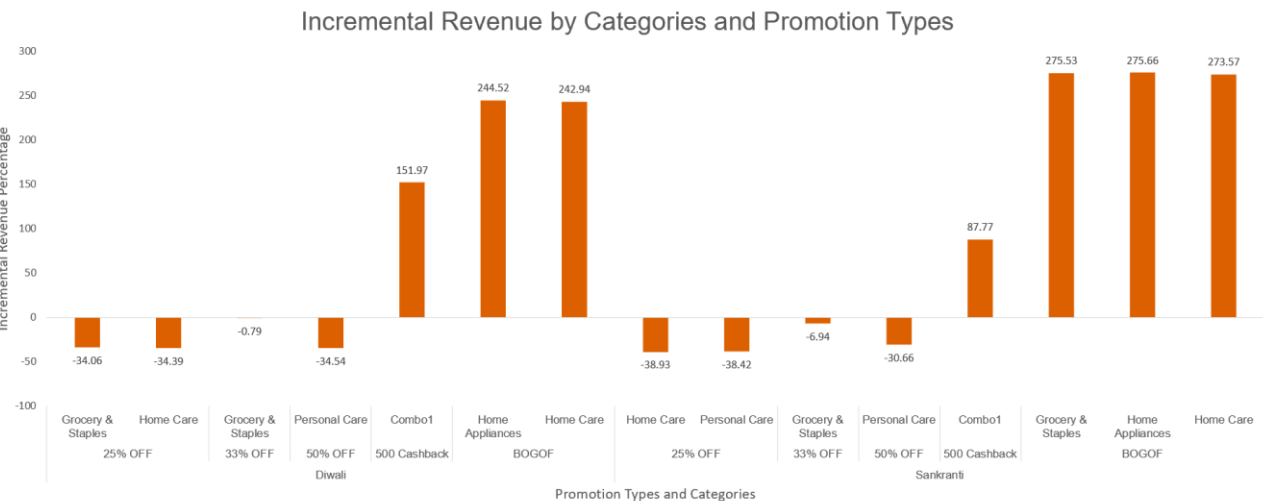
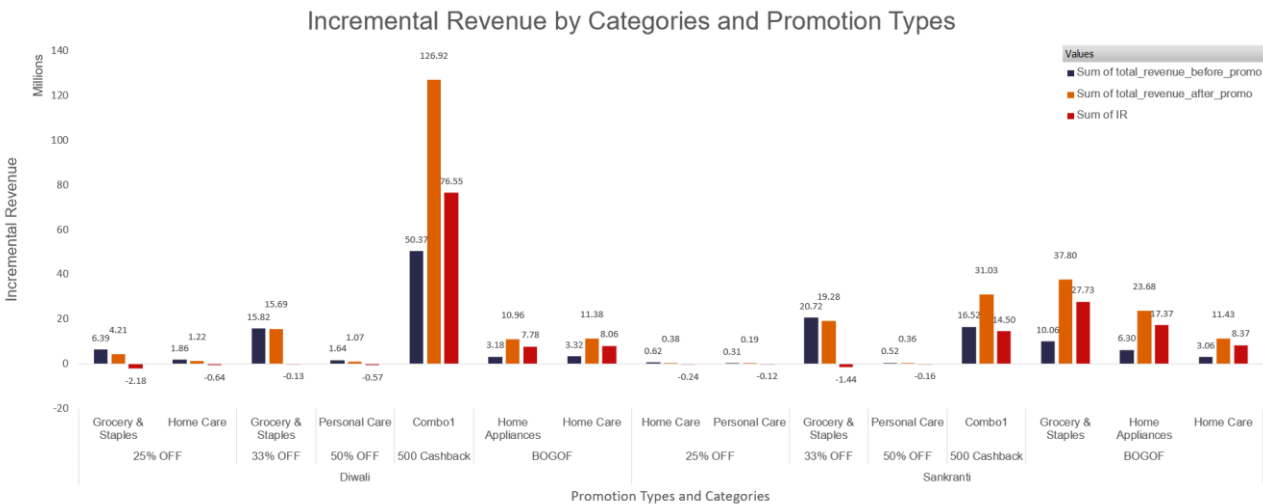
The "500 Cashback" promotion applied to Combo1 showed strong growth, with an IR% of 152% during the Diwali campaign and 88% during the Sankranti campaign. This category had the highest post-promotion revenue (127M) and the highest IR (76.55M).

The "BOGOF" promotion demonstrated exceptional growth across both campaigns. Notably, in the Sankranti campaign, "BOGOF" applied to Grocery & Staples achieved an IR% of approximately 275%, with the highest post-promotion revenue (37.8M) and IR (27.73M). For Home Appliances and Home Care, the IR% was also high, with Diwali over 242% and Sankranti over 273%.

Discount Promotions (25% OFF, 33% OFF, 50% OFF):

- Diwali:
  - 25% OFF applied to Grocery & Staples and Home Care, and 50% OFF applied to Personal Care, all had an IR% of around -34%.
  - 33% OFF applied to Grocery & Staples showed a slight decrease in revenue with an IR% of -1%.
- Sankranti:
  - 25% OFF applied to Home Care and Personal Care had an IR% of around -38.5%.
  - 33% OFF applied to Grocery & Staples had an IR% of -6.94%.
  - 50% OFF applied to Personal Care had an IR% of -30.66%.

Overall, the "500 Cashback" promotion showed stable effectiveness for Combo1 with an average IR% of around 120%. The "BOGOF" promotion had a significant impact on stimulating consumer purchases for Grocery & Staples, Home Appliances, and Home Care, with an average IR% of around 260%. Discount promotions generally showed poor effectiveness, possibly due to a mismatch with consumer needs or inappropriate application to categories.



# PRODUCT AND CATEGORY ANALYSIS





# Product And Category Analysis



## Overview:

AtliQ Mart currently has 5 categories with 15 products, including:

- Grocery & Staples: Essential food items such as flour, beans, rice, and cooking oil.
- Home Appliances: Electrical and water products like light bulbs and immersion heaters.
- Home Care: Household items such as curtains, bed linens, food storage containers, and dishwashing sponges.
- Personal Care: Personal care products like body lotion, bath soap, and skin lotion.
- Combo1: The single product "Atliq\_Home\_Essential\_8\_Product\_Combo," a set of 8 essential items for the home.

category	product_name
Combo1	Atliq_Home_Essential_8_Product_Combo
Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)
	Atliq_Masoor_Dal (1KG)
	Atliq_Sonamasuri_Rice (10KG)
	Atliq_Suflower_Oil (1L)
Home Appliances	Atliq_High_Glo_15W_LED_Bulb
	Atliq_waterproof_Immersion_Rod
Home Care	Atliq_Curtains
	Atliq_Double_Bedsheet_set
	Atliq_Fusion_Container_Set_of_3
	Atliq_Scrub_Sponge_For_Dishwash
Personal Care	Atliq_Body_Milk_Nourishing_Lotion (120ML)
	Atliq_Cream_Beauty_Bathing_Soap (125GM)
	Atliq_Doodh_Kesar_Body_Lotion (200ML)
	Atliq_Lime_Cool_Bathing_Bar (125GM)



# Product And Category Analysis

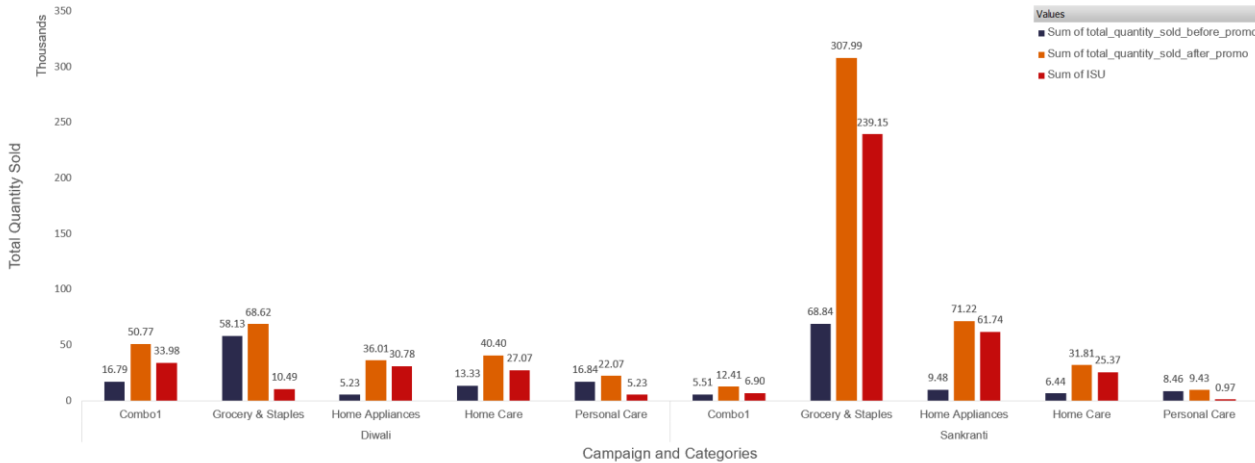


## Incremental Sold Units by Categories:

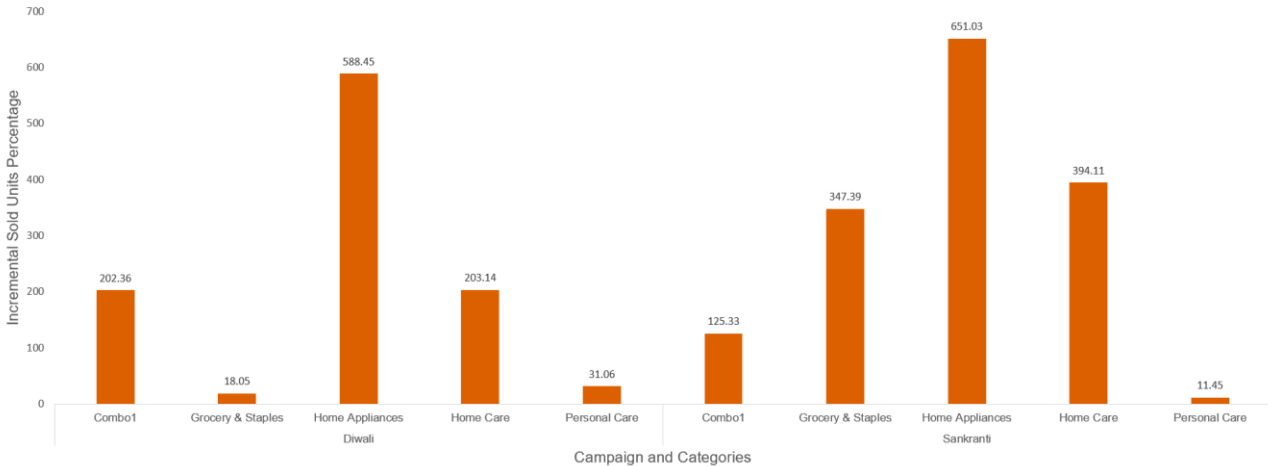
Across both the Diwali and Sankranti campaigns:

- **Grocery & Staples:** This category has the highest number of products sold post-promotion. While it had a significant base consumption, the growth in the number of products sold was only 18% during Diwali. However, during Sankranti, it saw a strong surge, becoming the leading category in terms of growth with an ISU of 239,148, marking a 347% increase.
- **Home Appliances:** Although this category did not stand out in terms of the number of products sold or ISU in each campaign, it has the highest growth rate of sold products post-promotion across both campaigns. The growth rate was 588% during Diwali and 651% during Sankranti.
- **Personal Care:** This category appears to have gained the least from the promotions. It had the lowest number of products sold and ISU in both campaigns, with growth rates of 31% in Diwali and only 11.45% in Sankranti.
- **Home Care and Combo1:** Both categories demonstrated good ISU% growth rates. During Diwali, they both had ISU% around 202%. However, in Sankranti, Home Care experienced a strong growth with an ISU% of 394%, while Combo1 had a more modest growth of 125%.

Incremental Sold Units by Categories



Incremental Sold Units Percentage by Categories







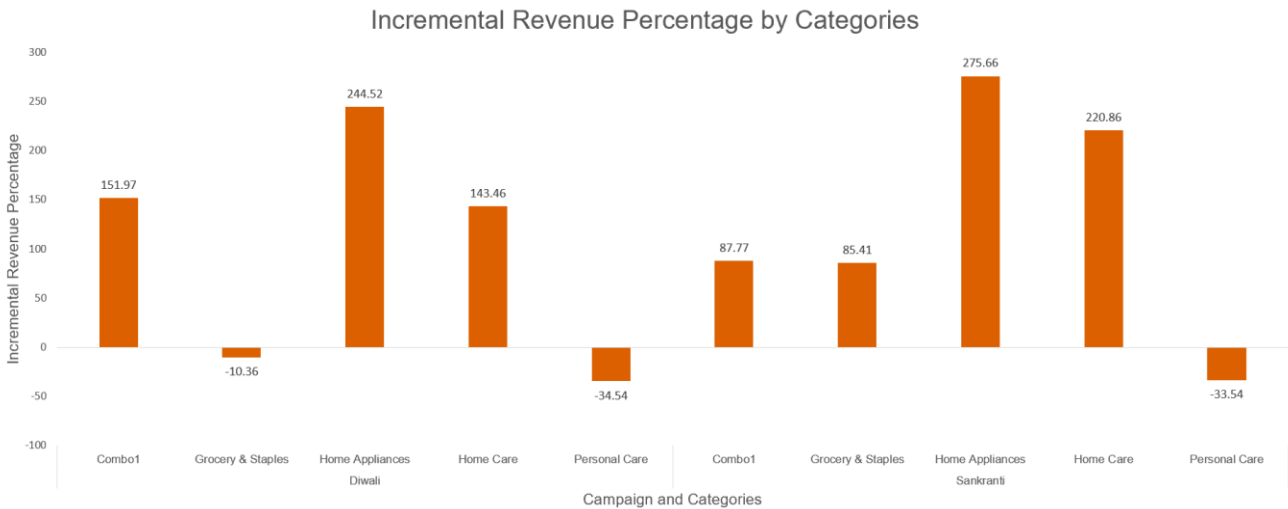
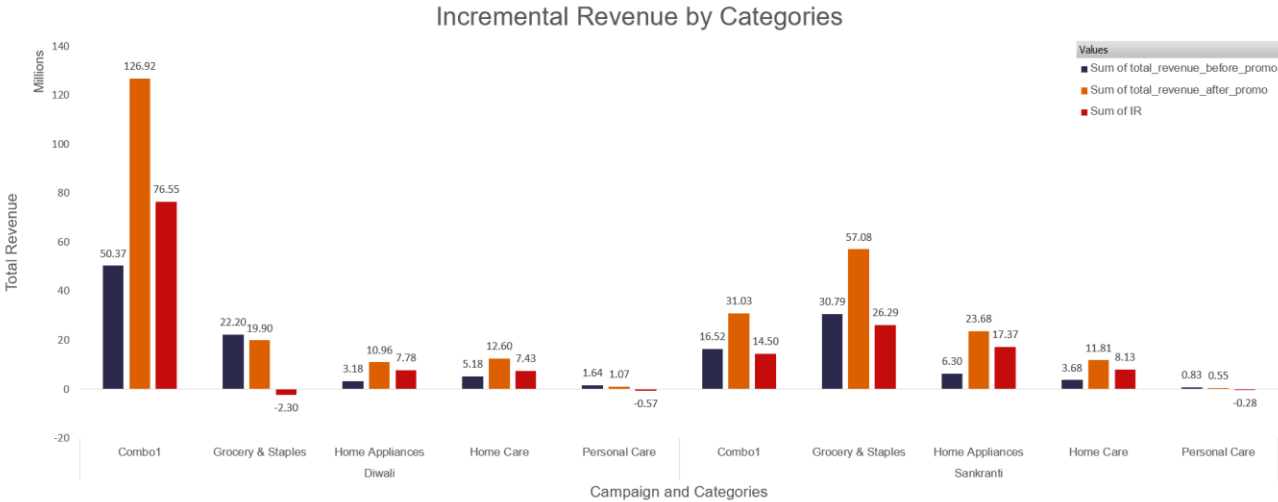
# Product And Category Analysis



## Incremental Revenue by Categories:

Across both the Diwali and Sankranti campaigns:

- Combo1: This category performed well in terms of revenue. Although its sales volume was not as high as "Grocery & Staples" or "Home Appliances," its high price point resulted in the highest revenue during Diwali, reaching 126.92 million with an IR of 76.55 million. Although revenue decreased during Sankranti, the IR% remained good at approximately 88%.
- Grocery & Staples: This category experienced a negative IR in Diwali (-2.3 million, about -10.36%). However, it saw strong growth during Sankranti, achieving 57.08 million in revenue and 26.29 million in IR, making it the category with the highest post-promotion revenue and IR.
- Home Appliances: While not particularly outstanding in each campaign individually, this category had the highest sales growth rate across both campaigns. The growth rate was 244.52% during Diwali and 275.66% during Sankranti.
- Personal Care: This category did not benefit effectively from the promotions. It had the worst revenue growth in both campaigns, with a decrease of around -34%.
- Home Care: This category had a good IR% growth rate. During Diwali, it achieved an IR% of approximately 143%, and experienced even stronger growth during Sankranti with an IR% of 221%.





# Promotion Type Analysis



## Incremental Sold Units (and Percentage) by Categories and Promotion Types:

Combo1: Applied the “500 Cashback” promotion with good growth rates. ISU% was 202% during the Diwali campaign and 125% during the Sankranti campaign. This category achieved the highest sales volume after the promotion (50.77K) and had the highest ISU (34K) during the Diwali campaign.

### Grocery & Staples:

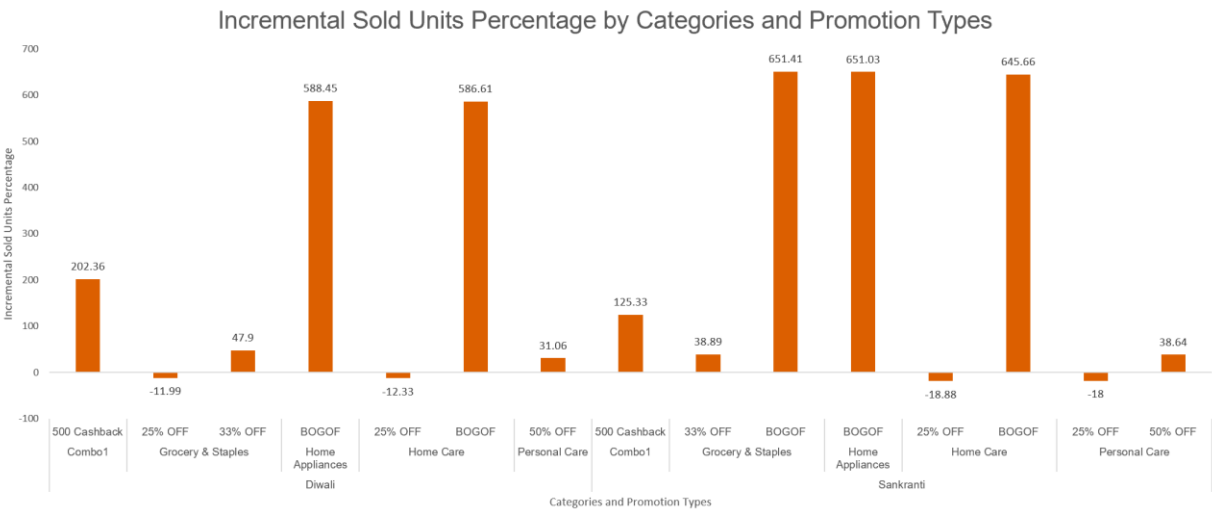
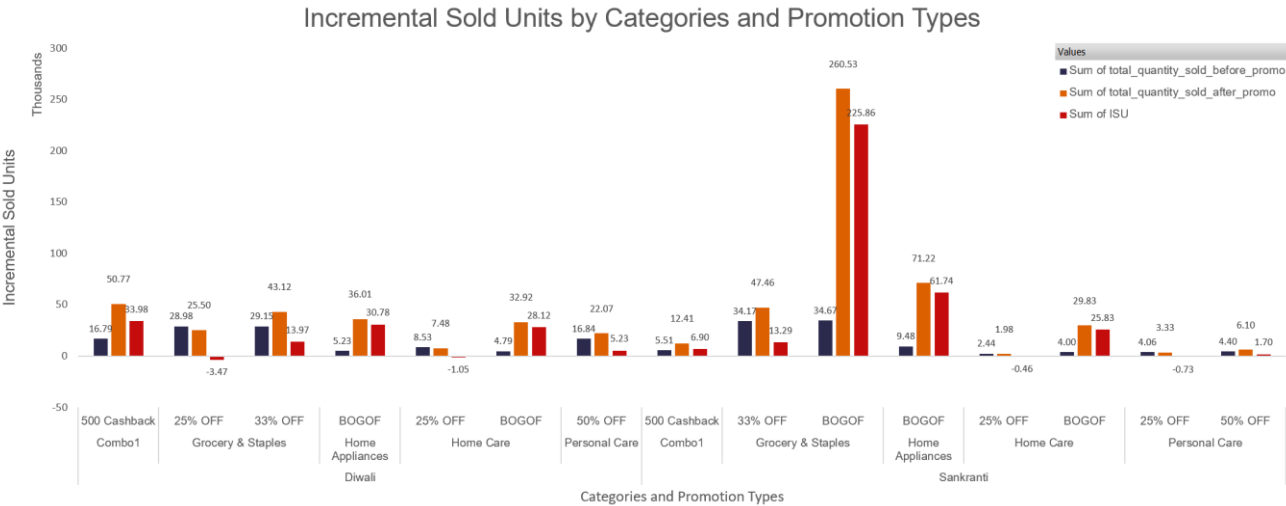
- Diwali Campaign: The promotions included 25% OFF and 33% OFF. The 25% OFF promotion had a negative impact on ISU, resulting in a decrease of about (-12%). The 33% OFF promotion led to an increase of 12.97K ISU, corresponding to 47.9%.
- Sankranti Campaign: The 25% OFF promotion was replaced with “BOGOF” due to its negative impact on ISU. BOGOF resulted in 260.53K units sold, 225.86K ISU, and an ISU% of 651.41%, which were the highest in this campaign. The 33% OFF promotion still showed decent growth with an ISU% of 39%.

Home Appliances: Applied the “BOGOF” promotion with extremely impressive growth rates. The ISU reached 588.45% during the Diwali campaign, the highest in this campaign, and 651.03% during the Sankranti campaign, slightly lower than Grocery & Staples with BOGOF by 0.38%.

Home Care: Applied both 25% OFF and BOGOF promotions. The 25% OFF promotion negatively affected ISU, decreasing it by (-12.33%) during Diwali and (-18.88%) during Sankranti. Conversely, BOGOF led to significant growth, with ISU% increasing to 586.61% during Diwali and 645.66% during Sankranti.

### Personal Care:

- Diwali Campaign: Applied the 50% OFF promotion with sales reaching 22.07K units and an ISU of 5.23K, resulting in a 31.06% increase.
- Sankranti Campaign: The addition of the 25% OFF promotion did not improve results, with ISU% decreasing by (-18%). The 50% OFF promotion still maintained a decent ISU% of 38.64%.





# Promotion Type Analysis



## Incremental Revenue (and Percentage) by Categories and Promotion Types:

Combo1: Applied the “500 Cashback” promotion with strong growth rates. The IR% was 152% during the Diwali campaign and 88% during the Sankranti campaign. This category achieved the highest post-promotion revenue (126.92 million) and the highest IR (76.55 million) during the Diwali campaign.

### Grocery & Staples:

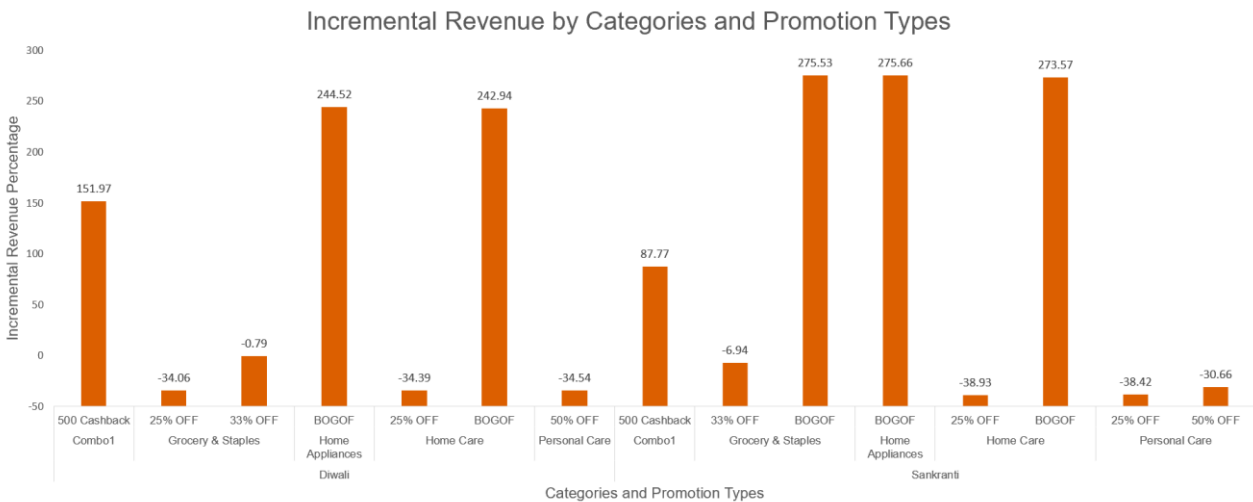
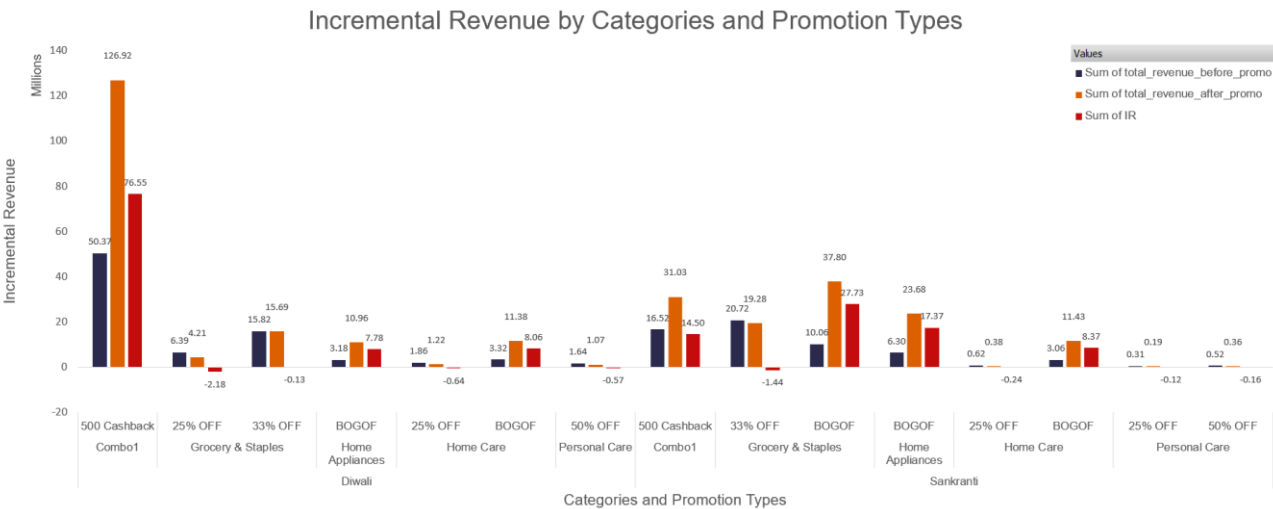
- Diwali Campaign: Applied both 25% OFF and 33% OFF promotions. Both had a negative impact on IR, with 25% OFF resulting in an IR% of (-34%) and 33% OFF resulting in an IR% of (-0.79%).
- Sankranti Campaign: The 25% OFF promotion was replaced by “BOGOF” due to its significant negative impact on IR. BOGOF resulted in 37.8 million in revenue and 27.73 million in IR, marking the highest revenue and IR for this category in this campaign, with an IR% increase of 275.53%. The 33% OFF promotion continued to negatively affect IR, with an IR% of (-6.94%).

Home Appliances: Applied the “BOGOF” promotion with impressive growth rates. The IR% was 244.52% during the Diwali campaign and 275.66% during the Sankranti campaign, making it the highest IR% for both campaigns.

Home Care: Applied both 25% OFF and BOGOF promotions. The 25% OFF promotion had a negative impact on IR, with a decrease of (-34.54%) during Diwali and (-38.93%) during Sankranti. In contrast, BOGOF significantly improved IR, with an IR% increase of 242.94% during Diwali and 273.57% during Sankranti.

### Personal Care:

- Diwali Campaign: Applied the 50% OFF promotion, resulting in a revenue decrease of (-34.54%).
- Sankranti Campaign: Added 25% OFF promotion which did not improve results, with an IR% decrease of (-38.42%). The 50% OFF promotion continued to show a decrease in IR% of (-30.66%).





# Product And Category Analysis



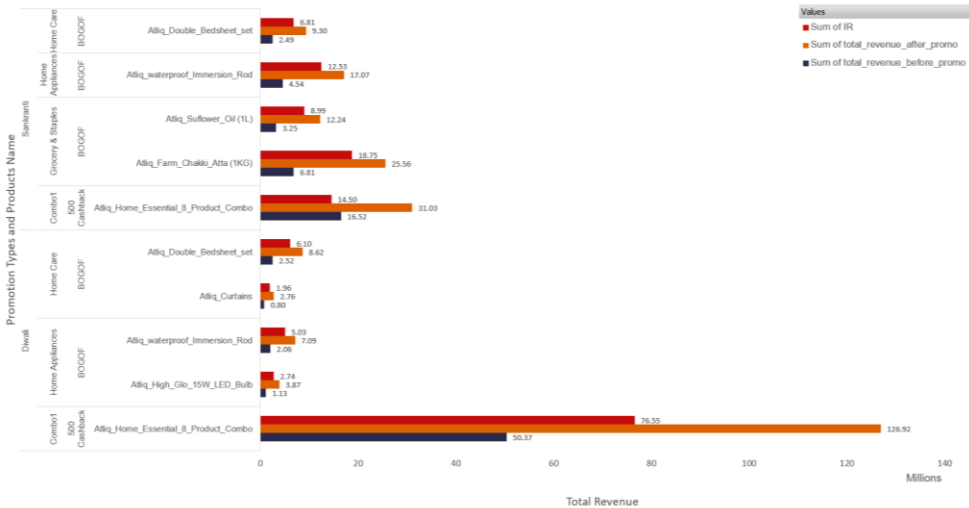
## Top 5 Incremental Revenue by Products:

Products with high IR are primarily those that applied the BOGOF promotion, indicating that this promotion is very effective in driving revenue growth. Additionally, the “500 Cashback” promotion significantly boosts consumer demand for high-priced items like combos.

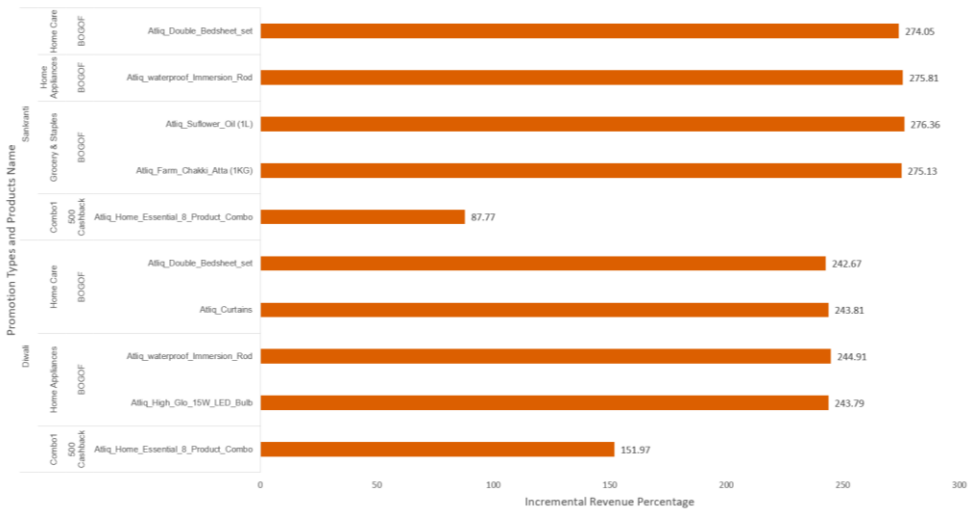
Some notable products include:

- Diwali Campaign:
  - Combo1: Atliq\_Home\_Essential\_8\_Product\_Combo.
  - Home Care: Atliq\_Double\_Bedsheet\_set, Atliq\_Curtains.
  - Home Appliances: Atliq\_waterproof\_Immersion\_Rod, Atliq\_High\_Glo\_15W\_LED\_Bulb.
- Sankranti Campaign:
  - Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG), Atliq\_Sunflower\_Oil (1L).
  - Combo1: Atliq\_Home\_Essential\_8\_Product\_Combo.
  - Home Appliances: Atliq\_waterproof\_Immersion\_Rod.
  - Home Care: Atliq\_Double\_Bedsheet\_set.

Top 5 Incremental Revenue by Products of Each Campaign



Incremental Revenue Percentage of Top 5 Products of Each Campaign





# Product And Category Analysis



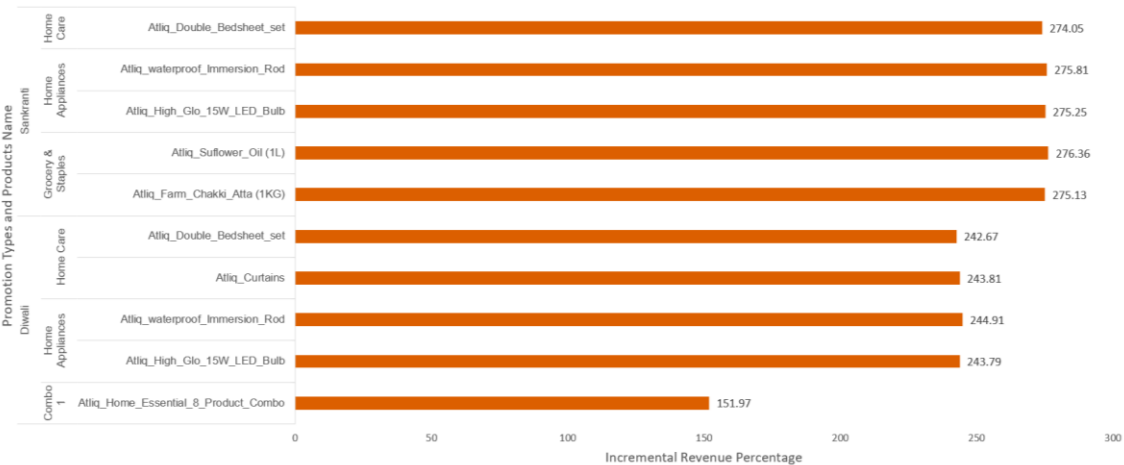
## Top 5 Incremental Revenue Percentage by Products :

Most of the top 5 products by IR% (9 out of 10) across both campaigns utilize the “BOGOF” promotion, demonstrating that this is a very effective strategy for increasing IR%.

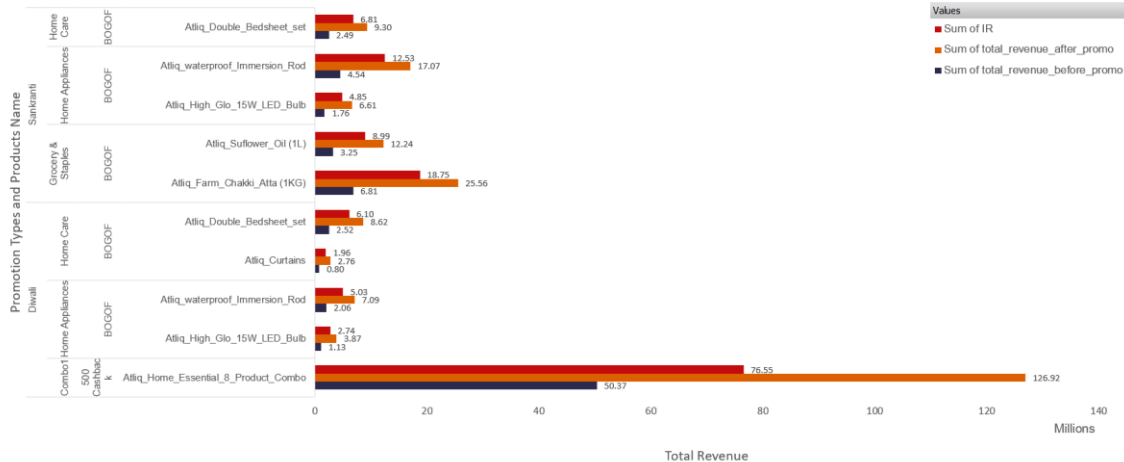
Notable products include:

- Diwali Campaign:
  - Combo1: Atliq\_Home\_Essential\_8\_Product\_Combo.
  - Home Care: Atliq\_Double\_Bedsheet\_set, Atliq\_Curtains.
  - Home Appliances: Atliq\_waterproof\_Immersion\_Rod, Atliq\_High\_Glo\_15W\_LED\_Bulb.
- Sankranti Campaign:
  - Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG), Atliq\_Sunflower\_Oil (1L).
  - Home Appliances: Atliq\_waterproof\_Immersion\_Rod, Atliq\_High\_Glo\_15W\_LED\_Bulb.
  - Home Care: Atliq\_Double\_Bedsheet\_set.

Top 5 Incremental Revenue Percentage by Products of Each Campaign



Incremental Revenue of Top 5 Products of Each Campaign







# Product And Category Analysis



## Bottom 5 Incremental Revenue by Products:

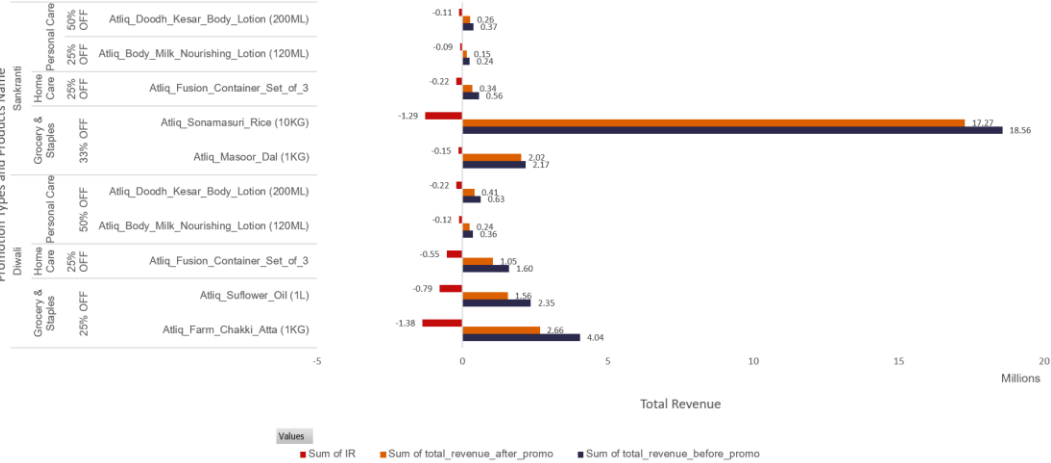
These products all applied discount promotions but ended up with negative IR, indicating that the promotions were ineffective in boosting revenue. This could be due to several factors, such as the promotional value not being compelling enough or the products not aligning with customer needs.

Notable products include:

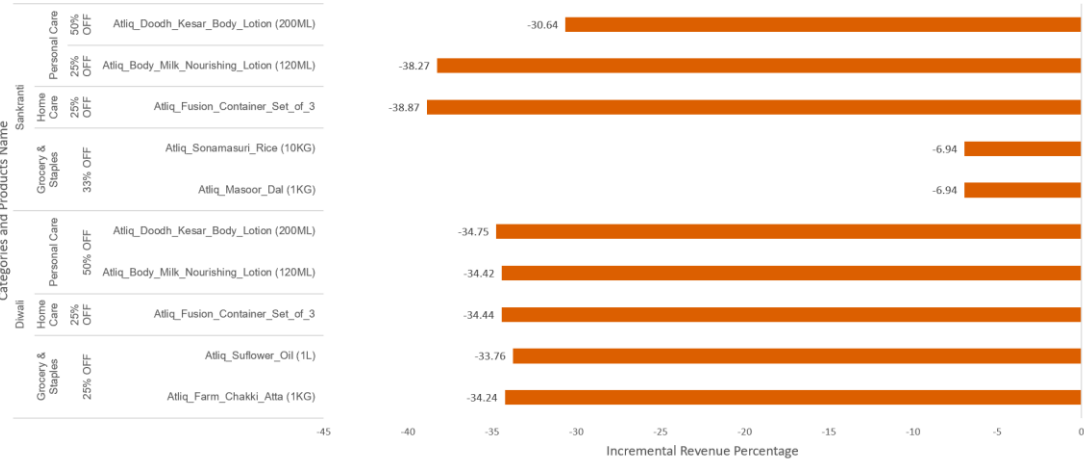
- Diwali Campaign:
  - Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG), Atliq\_Sunflower\_Oil (1L), and Atliq\_Masoor\_Dal (1KG).
  - Home Care: Atliq\_Fusion\_Container\_Set\_of\_3.
  - Personal Care: Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML), Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML).
- Sankranti Campaign:
  - Grocery & Staples: Atliq\_Sonamasuri\_Rice (10KG), and Atliq\_Masoor\_Dal (1KG).
  - Home Care: Atliq\_Fusion\_Container\_Set\_of\_3.
  - Personal Care: Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML), Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML).

For Grocery & Staples, products like Atliq\_Farm\_Chakki\_Atta (1KG) and Atliq\_Sunflower\_Oil (1L) experienced negative IR and IR% with the 25% OFF promotion during Diwali. However, when the BOGOF promotion was applied to these products in Sankranti, revenue increased significantly, resulting in positive IR and IR%. This suggests that the BOGOF promotion might be more suitable for these products.

Bottom 5 Incremental Revenue by Products of Each Campaign



Incremental Revenue Percentage of Bottom 5 Products of Each Campaign





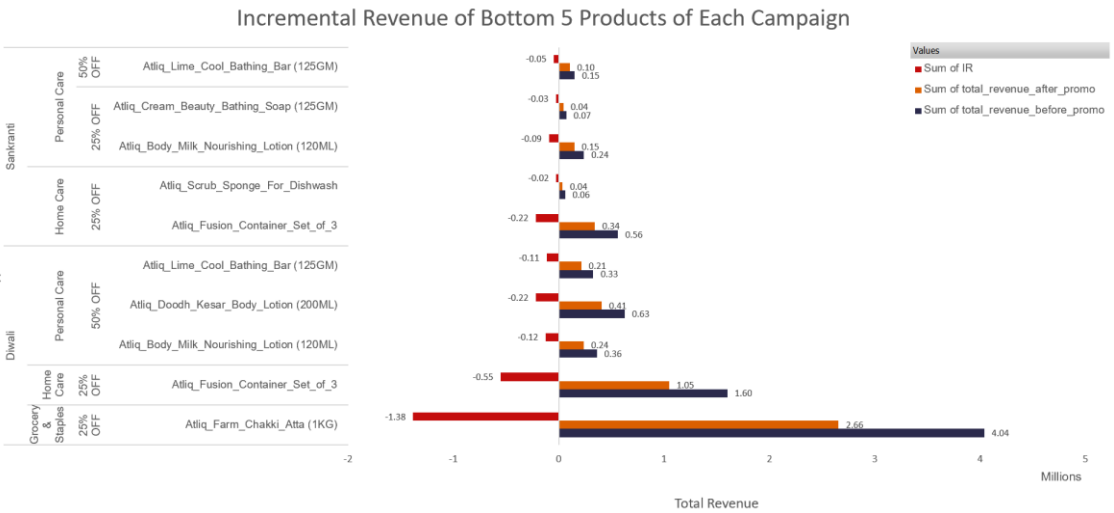
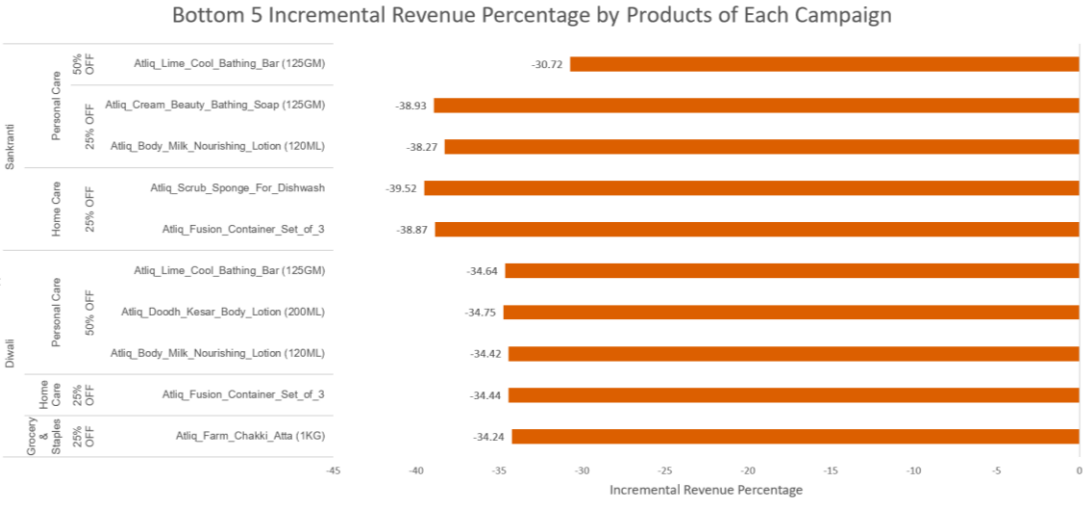
# Product And Category Analysis



## Bottom 5 Incremental Revenue Percentage by Products:

The discount promotions (25% OFF, 50% OFF) were ineffective in increasing revenue growth for these products. Specifically:

- Diwali Campaign:
  - Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG).
  - Home Care: Atliq\_Fusion\_Container\_Set\_of\_3.
  - Personal Care: Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML), Atliq\_Lime\_Cool\_Bathing\_Bar (125GM), and Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML).
- Sankranti Campaign:
  - Home Care: Atliq\_Scrub\_Sponge\_For\_Dishwash and Atliq\_Fusion\_Container\_Set\_of\_3.
  - Personal Care: Atliq\_Cream\_Beauty\_Bathing\_Soap (125GM), Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML), and Atliq\_Lime\_Cool\_Bathing\_Bar (125GM).





# Product And Category Analysis



## Top 5 Incremental Sold Units by Products:

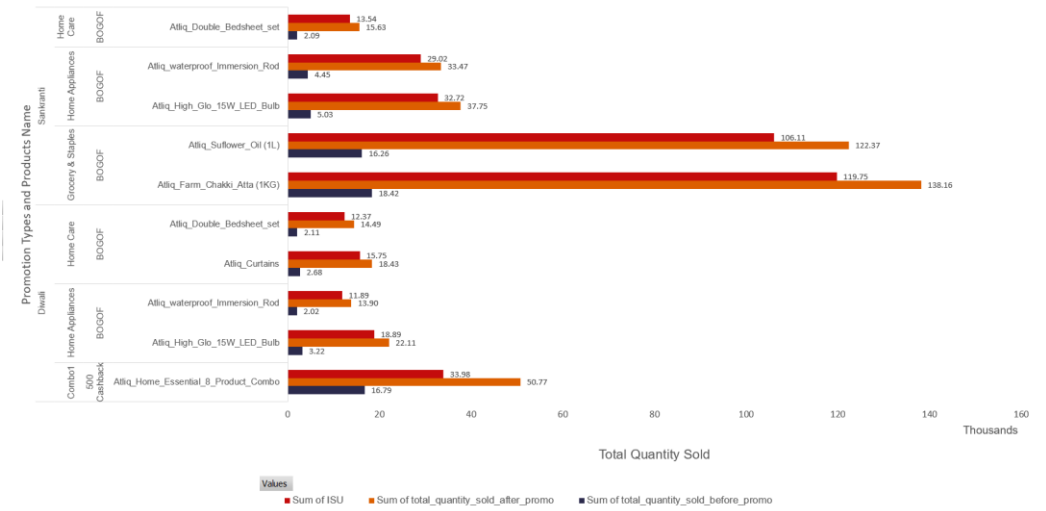
The "BOGOF" promotion delivered the highest effectiveness, appearing in 9 out of the top 10 products across both campaigns. This indicates that this promotion significantly boosts sales volume. Notable products include:

- Home Appliances: Atliq\_High\_Glo\_15W\_LED\_Bulb and Atliq\_waterproof\_Immersion\_Rod.
- Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG) and Atliq\_Sunflower\_Oil (1L).
- Home Care: Atliq\_Curtains and Atliq\_Double\_Bedsheet\_Set.

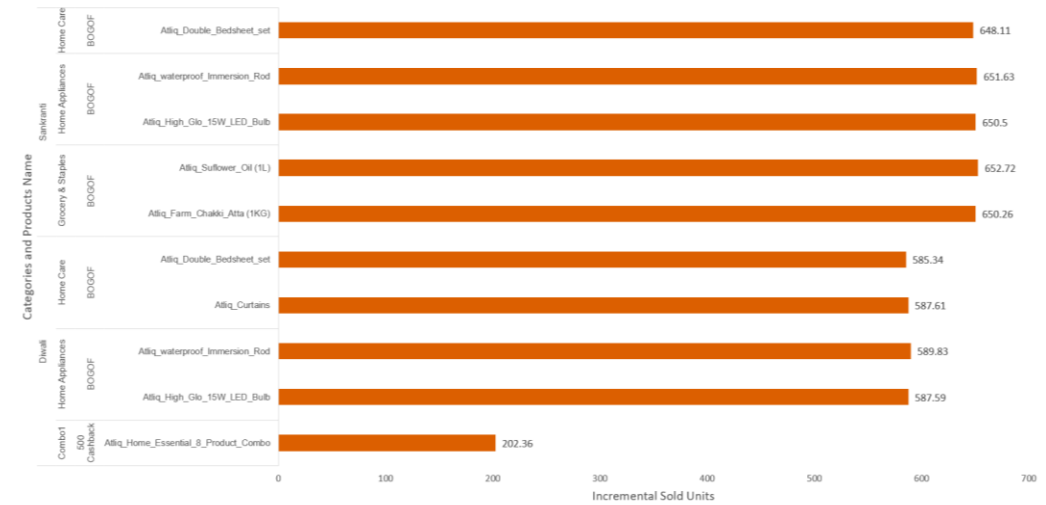
The "500 Cashback" promotion applied to Combo1 also showed good results. Notable product:

- Combo1: Atliq\_Home\_Essential\_8\_Product\_Combo.

Top 5 Incremental Sold Units by Products of Each Campaign



Incremental Sold Units Percentage of Top 5 Products of Each Campaign





# Product And Category Analysis



## Top 5 Incremental Sold Units Percentage by Products:

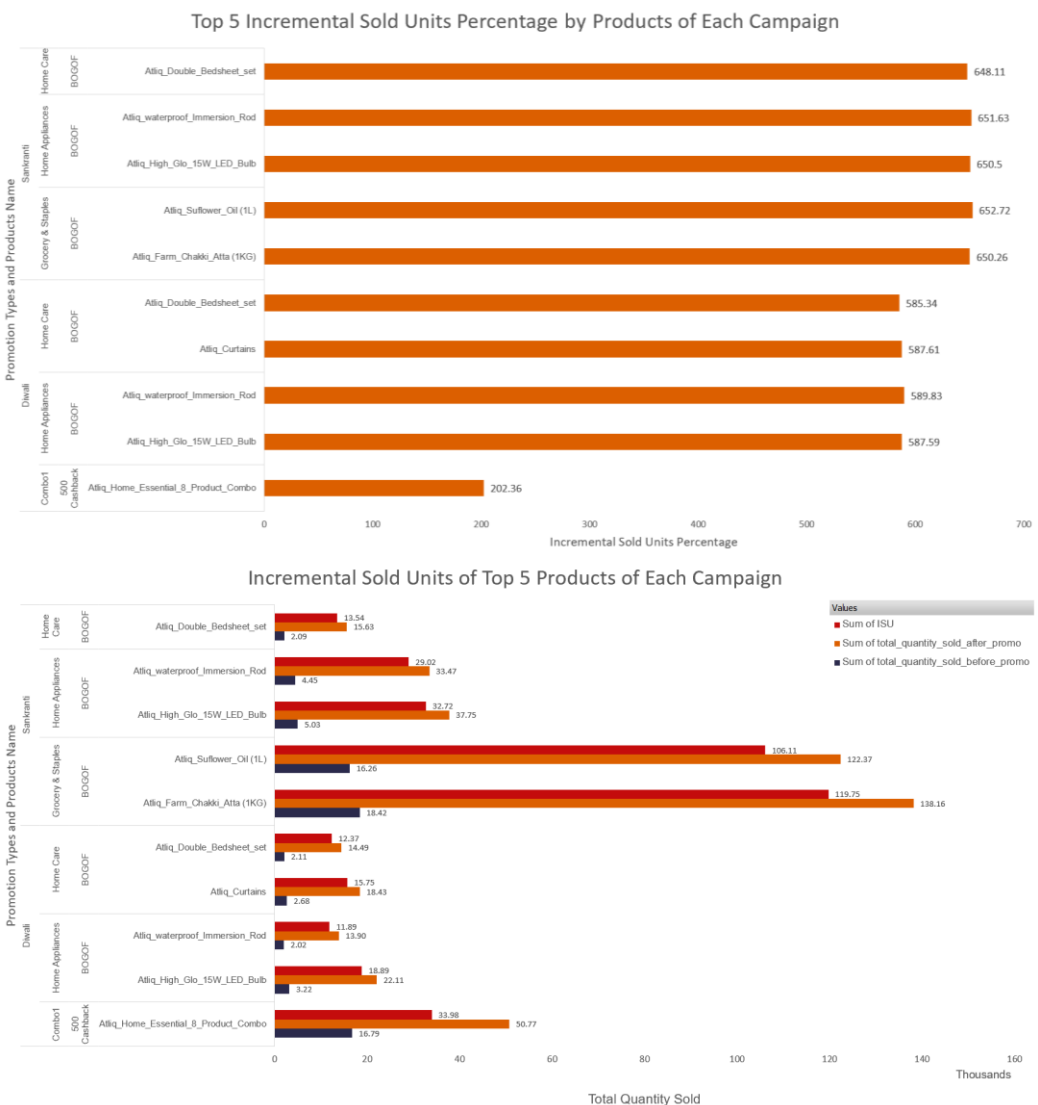
The "BOGOF" promotion continues to be the most effective, with 9 out of the top 10 products using this promotion. This indicates that "BOGOF" is highly effective in increasing the growth rate of the number of products sold. Notable products include:

- Home Appliances: Atliq\_High\_Glo\_15W\_LED\_Bulb and Atliq\_waterproof\_Immersion\_Rod.
- Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG) and Atliq\_Sunflower\_Oil (1L).
- Home Care: Atliq\_Curtains and Atliq\_Double\_Bedsheet\_Set.

Overall, all products with the BOGOF promotion have ISU% above 585%, demonstrating the strong impact of this promotion on increasing the number of products sold.

In addition, the "500 Cashback" promotion applied to Combo1 also shows good ISU%, though it is lower than other categories. Notable product:

- Combo1: Atliq\_Home\_Essential\_8\_Product\_Combo.





# Product And Category Analysis



## Bottom 5 Incremental Sold Units by Products:

Most products (8 out of 10) using the 25% OFF promotion experienced a significant decrease in sales rather than an increase. This suggests that the 25% OFF promotion is ineffective for boosting the number of products sold. Notable products include:

- Grocery & Staples: Atliq\_Sunflower\_Oil (1L) and Atliq\_Farm\_Chakki\_Atta (1KG).
- Home Care: Atliq\_Scrub\_Sponge\_For\_Dishwash and Atliq\_Fusion\_Container\_Set\_of\_3.
- Personal Care: Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML) and Atliq\_Cream\_Beauty\_Bathing\_Soap (125GM).

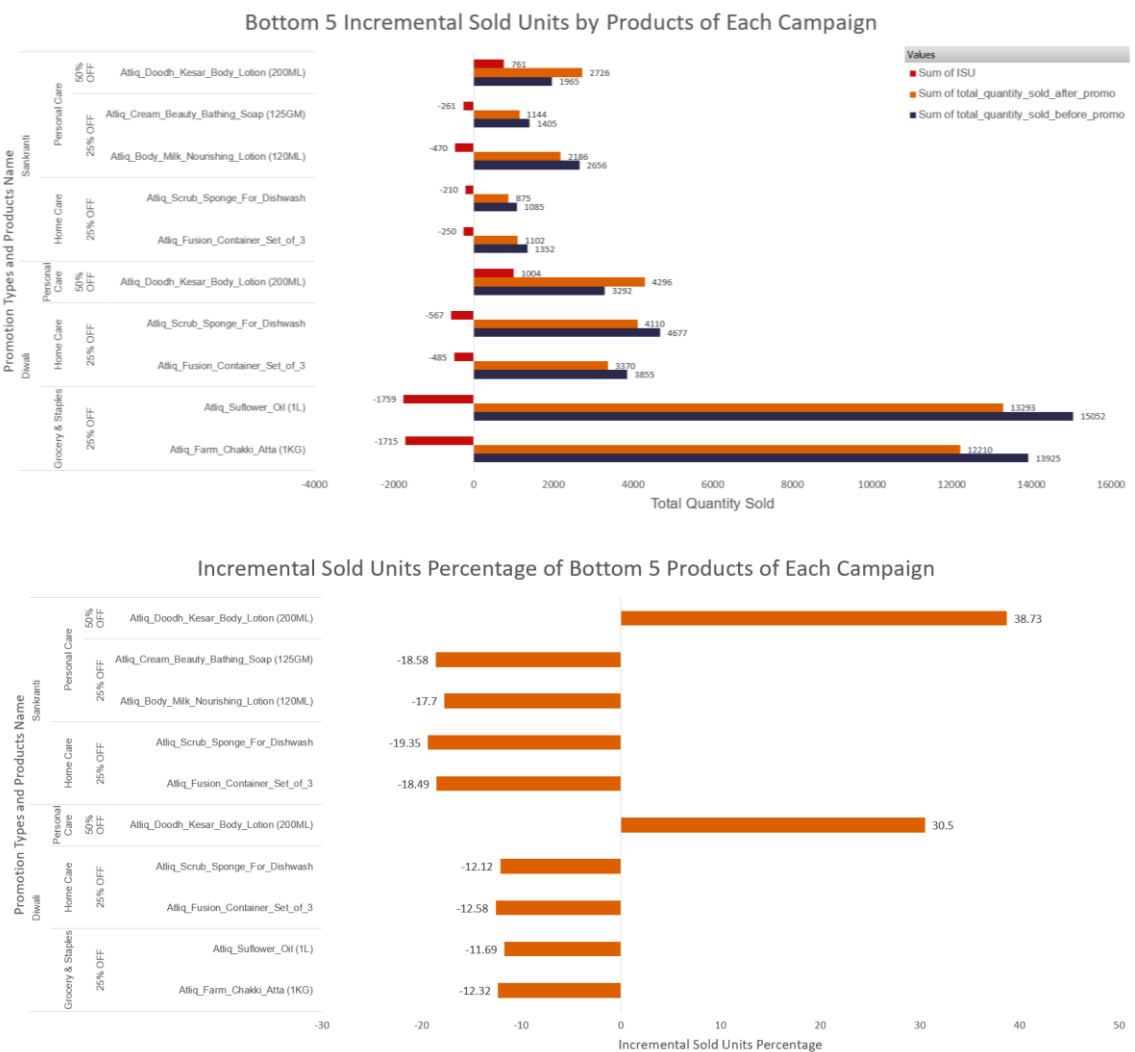
Additionally, the "50% OFF" promotion for Personal Care shows slightly better results. Specifically:

- Diwali Campaign: ISU increased by 1004, and ISU% increased by 30.5%.
- Sankranti Campaign: ISU increased by 761, and ISU% increased by 38.73%.

Notable product:

- Personal Care: Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML).

The business should consider other promotional strategies, such as BOGOF, or focus on improving product quality and customer experience to boost sales.





# Product And Category Analysis



## Bottom 5 Incremental Sold Units Percentage by Products:

Most products (8 out of 10) with the 25% OFF promotion saw a significant decrease in sales growth, indicating that this promotion is ineffective for boosting sales growth. Key products include:

- Home Care: Atliq\_Fusion\_Container\_Set\_of\_3 and Atliq\_Scrub\_Sponge\_For\_Dishwash.
- Grocery & Staples: Atliq\_Farm\_Chakki\_Atta (1KG) and Atliq\_Sunflower\_Oil (1L).
- Personal Care: Atliq\_Cream\_Beauty\_Bathing\_Soap (125GM) and Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML).

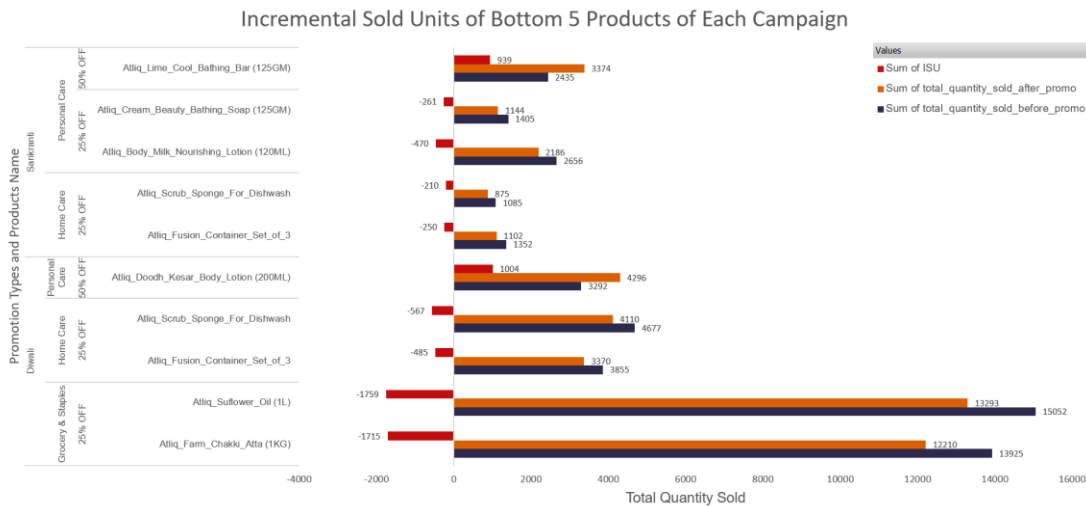
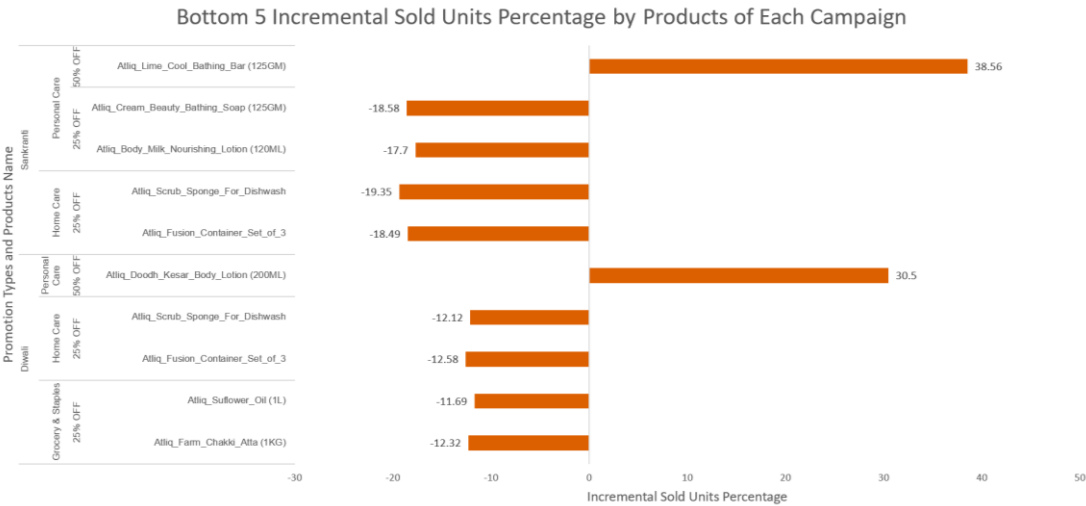
However, the "50% OFF" promotion for Personal Care yielded slightly better results. Specifically:

- Diwali Campaign: ISU increased by 1004, and ISU% increased by 30.5%.
- Sankranti Campaign: ISU increased by 939, and ISU% increased by 38.56%.

Notable products:

- Personal Care: Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML) and Atliq\_Lime\_Cool\_Bathing\_Bar (125GM).

The business might consider alternative promotional strategies such as "BOGOF" or focus on improving product quality to enhance customer experience and drive sales.







# SUMMARY AND RECOMMENDATIONS



# Summary And Recommendations



## Summary:

### Store:

- Bengaluru, Chennai, and Mysuru were the cities with the highest revenue during the Diwali and Sankranti campaigns, with Bengaluru leading. The revenue growth rates at stores in these cities were consistently over 110%. In contrast, Trivandrum and Vijayawada had the lowest revenue in both campaigns; however, their revenue growth rates remained above 100%. This could be due to the smaller number of stores in these cities, resulting in lower overall revenue.
- During the Diwali campaign, stores STCHE-4, STBLR-0, and STMYS-1 had the highest revenue growth. In the Sankranti campaign, STMYS-1, STBLR-7, and STBLR-6 led the way. Stores STMLR-0, STTRV-1, and STTRV-0 during Diwali, and STMLR-0, STVSK-3, and STVSK-4 during Sankranti, showed the lowest revenue growth.

### Promotion Types:

- “BOGOF” (Buy One Get One Free) was the promotion with the highest revenue growth (IR) and unit sales (ISU). This promotion demonstrated the greatest appeal in both campaigns. Additionally, “500 Cashback” appeared to be highly effective in encouraging customers to purchase higher-value products.
- “25% OFF” was the promotion with the lowest IR and ISU, even having a negative impact on both metrics.

### Products and Categories:

- The “Grocery & Staples,” “Home Appliances,” and “Home Care” categories performed well with the “BOGOF” promotion, showing significant growth rates. High-value products in the “Combo1” category were effectively promoted with “500 Cashback.”
- Products like Atliq\_Home\_Essential\_8\_Product\_Combo, Atliq\_waterproof\_Immersion\_Rod, Atliq\_Farm\_Chakki\_Atta (1KG), and Atliq\_Sunflower\_Oil (1L) showed the highest revenue growth.
- Products like Atliq\_Fusion\_Container\_Set\_of\_3, Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML), and Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML) had the lowest revenue.



# Summary And Recommendations



## Recommendations:

- **Enhance the “BOGOF” Promotion:** Continue using the “BOGOF” promotion for categories like “Grocery & Staples,” “Home Appliances,” and “Home Care” to maintain high revenue growth rates. Expand the application to other categories as well.
- **Stimulate High-Value Products with Cashback Offers Like “500 Cashback”:** Implement cashback promotions for high-value products such as “Combo1” to encourage consumers to purchase these items.
- **Reconsider Discount Promotions Like 25% OFF:** Adjust or limit the use of discount promotions due to their lack of effectiveness. Consider replacing them with other types of promotions or combining them with different strategies to improve results.
- **Optimize Products:** Review products like Atliq\_Fusion\_Container\_Set\_of\_3, Atliq\_Doodh\_Kesar\_Body\_Lotion (200ML), and Atliq\_Body\_Milk\_Nourishing\_Lotion (120ML) to improve marketing strategies or modify promotions to boost sales and increase revenue for these products.
- **Evaluate City Performance:** Focus on high-revenue cities such as Bengaluru, Chennai, and Mysuru, and expand marketing strategies and promotional activities to capitalize on growth opportunities. Consider increasing the number of stores in low-revenue cities like Trivandrum and Vijayawada, where there are currently fewer stores.



# Thanks!

**Do you have any questions?**  
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