NOVY MART ANALYSIS

Problem Statement

Novy 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 of India) on their Novy branded products. Now the Sales director wants to understand which promotion did well and which did not so they can make informed decision for their next promotional period.

Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF'(BUY ONE GET ONE FREE). This information will help us identify high value products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.

Product Name
▶ Novy_Double_Bedsheet_set
Novy_waterproof_Immersion_Rod

Novy Double Bedsheet set and **Novy waterproof Immersion Rod** are the products where base price greater than 500 and that are featured in promo type pf 'BOGOF'(BUY ONE GET ONE FREE).

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BASICS

Generate a report that provides an overview of the number of stores in each city. The result will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence. The report includes two essential field: city and store count, Which will assist in optimizing our retail operations.

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

➢ **Bengaluru** has the highest number of stores which is **10**.

➢ Followed by **Chennai** which is second highest, has **8 stores.**

➢ Followed by **Hyderabad** which is third highest, has **7 stores**.

➢ Followed by **Coimbatore, Visakhapatnam, Madurai, Mysuru, Mangalore, Trivandrum, Vijayawada** have between **2 and 5** no. of stores.

Generate a report that displays each campaign along with total revenue generated before and after the campaign? The report include three key fields: Campaign -Name, Total - Revenue (Before -Promotion),Total Revenue (After-Promotion). This report should help in evaluating the financial impact of our campaigns. (Display the values in millions).

Campaign Name	Total_Revenue_Before_Promotion	Total_Revenue_After_Promotion
Diwali	82.57	207.46
Sankranti	58.13	140.40

➢In **Diwali Campaign,** the company has generated Total Revenue Before Promotion which is **82.57 Million** and Total Revenue After Promotion which is **207.46 Million**, It represents after promotion the company sees **growth**.

➢In **Sankranti Campaign**, the company has generated Total Revenue Before Promotion which is **58.13 Million** and Total Revenue After Promotion which is **140.40 Million**, It represents after promotion the company sees **growth.**

Produce a report that calculates incremental sold quantity(ISU%) for each category during the Diwali Campaign. Additionally, provide rankings for the category based on their ISU%. The report will include three key fields: category, ISU%, Rank Order.
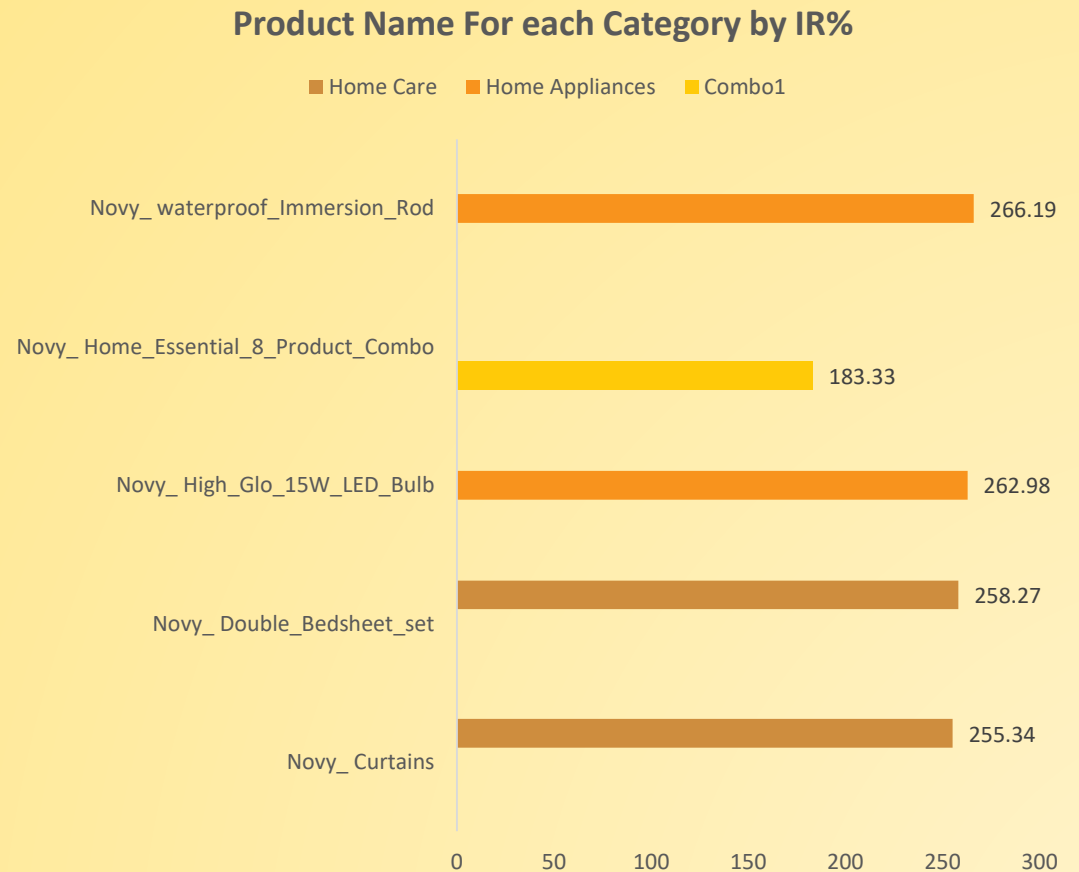
Category	ISU %	RankS
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

➢ In category of **Home Appliances** has made the highest **ISU%** which is **244.23%**.

➢ Followed by **Combo1** has made the **second highest ISU%** which is **202.36%.**

➢ Followed by **Home Care** has made the **third highest ISU%** which is **79.63%.**

➢ Followed by **Personal Care** has made the **fourth highest ISU%** which is **31.06%**.

➢ Followed by **Grocery & Staples** has made the **fifth highest ISU%** which is **18.05%**.

Create a report featuring the Top 5 products ,ranked by Incremental Revenue Percentage(IR%),across all campaigns. The report will provide essential information including product name, category and IR%. This analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimization.

Product_Name	Category	IR %
Novy_waterproof_Immersion_Rod	Home Appliances	266.19
Novy_High_Glo_15W_LED_Bulb	Home Appliances	262.98
Novy_Double_Bedsheet_set	Home Care	258.27
Novy_Curtains	Home Care	255.34
Novy_Home_Essential_8_Product_Combo	Combo1	183.33

Product Name For each Category by IR%

■ Home Care   ■ Home Appliances   ■ Combo1

Thank You !