



ANALYZE PROMOTIONS AND PROVIDE TANGIBLE
INSIGHTS TO SALES DIRECTOR



Atliq Mart

PROJECT - 9

CODE BASICS



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ABOUT US



Welcome to AtliQ Mart, the premier destination for all your retail needs in southern India. With a network of over 50 supermarkets, we pride ourselves on offering a diverse selection of high-quality products at unbeatable prices.



At AtliQ Mart, our mission is to enhance the shopping experience for our customers by providing top-notch products, exceptional service, and a welcoming environment. We strive to exceed expectations and build lasting relationships with our valued patrons.



AD_HOC_REQUEST_INSIGHTS

1) The Products Greater than 500 and that are featured in promo type of 'BOGOF'. Identify the high-value products that are currently being heavily discounted

1. High Demand & Discounted Products: Atliq Mart's Atliq Double Bedsheet Set and Waterproof Immersion Rod are high-value items with quantities exceeding 500. They're currently being heavily discounted under the "BOGOF" promotion, indicating high demand and price sensitivity.
1. Effective Promotional Strategy: The "BOGOF" promotion boosts sales by offering customers attractive deals. This strategy enhances market competitiveness and attracts price-conscious shoppers.
1. Sales & Market Positioning: These promotions position Atliq Mart as a value-oriented retailer, effectively balancing customer demand with competitive pricing to drive revenue and market share.

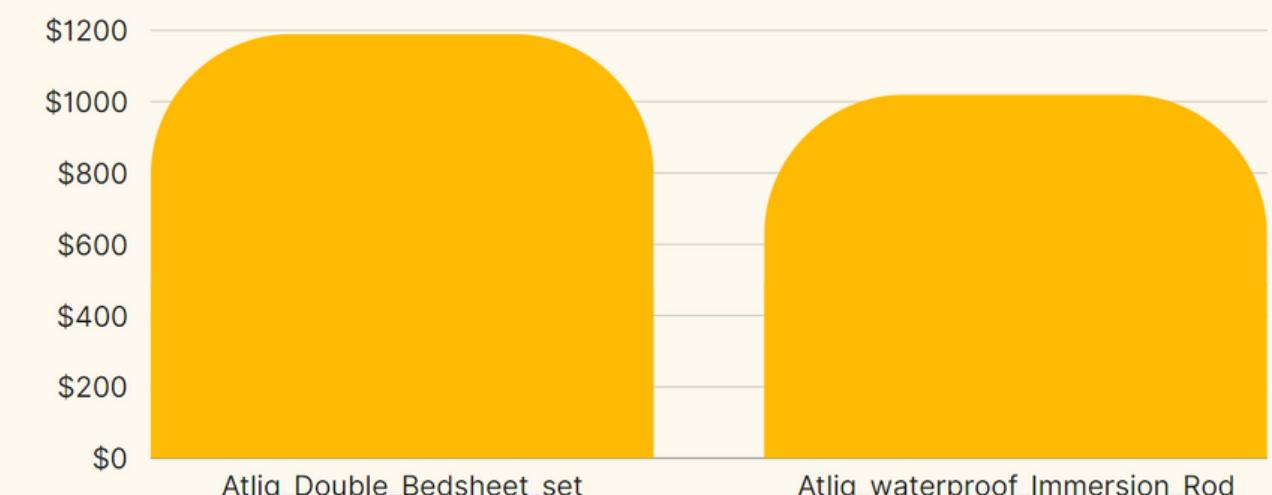
AD_HOC_REQUEST_RECOMMENDATIONS

- 1) The Products Greater than 500 and that are featured in promo type of 'BOGOF'. Identify the high-value products that are currently being heavily discounted

- 1. Monitor Stock & Sales:** Ensure sufficient inventory levels to meet demand and avoid stockouts. Track sales performance to assess promotion effectiveness and adjust stocking strategies accordingly.
- 2. Diversify Promotions:** Explore various promotional offers beyond "BOGOF" to cater to diverse customer preferences and drive sales across different product categories.

BUY ONE GET ONE < 500

	Product_code	product_name	base_price	promo_type
	P08	Atliq_Double_Bedsheet_set	1190	BOGOF
▶	P14	Atliq_waterproof_Immersion_Rod	1020	BOGOF



AD_HOC_REQUEST_INSIGHTS

2)Generate a post that Provides an overview of the number of Stores in each city the results will be stored in descending order of store counts, Allowing us to identify the cities with the highest store presence.

CITY DISTRIBUTION: *BENGALURU LEADS WITH THE HIGHEST STORE COUNT, FOLLOWED BY CHENNAI AND HYDERABAD, INDICATING ROBUST RETAIL ACTIVITY IN MAJOR URBAN CENTERS.*

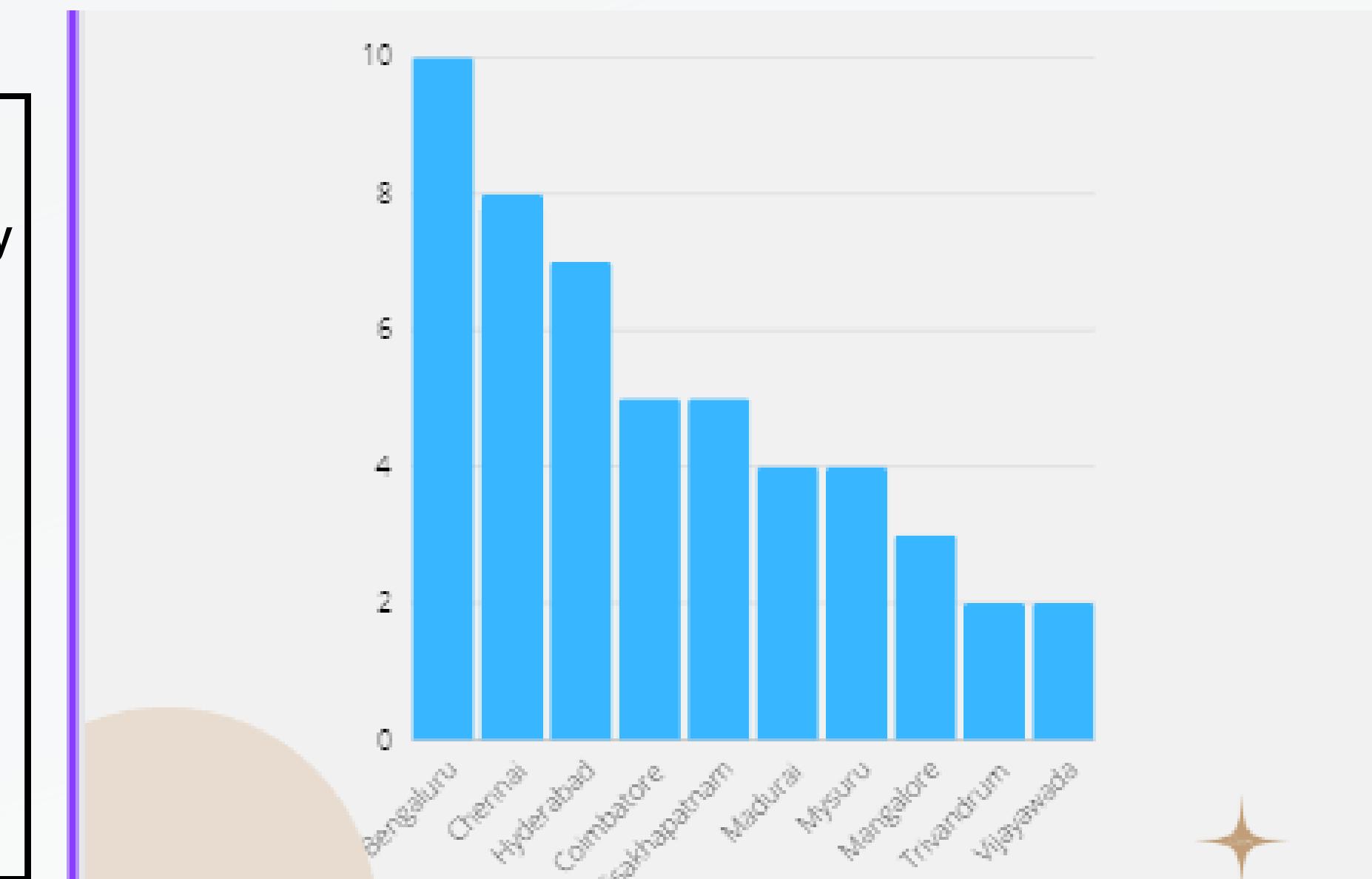
REGIONAL VARIATION: *TIER 2 CITIES LIKE COIMBATORE AND VISAKHAPATNAM ALSO SHOW SIGNIFICANT STORE PRESENCE, SUGGESTING GROWING RETAIL MARKETS BEYOND METROPOLITAN AREAS.*

MARKET POTENTIAL: *CITIES WITH MODERATE STORE COUNTS LIKE MYSURU AND MANGALORE PRESENT OPPORTUNITIES FOR EXPANSION AND MARKET PENETRATION.*

AD_HOC_REQUEST_RECOMMENDATIONS

2) Generate a post that Provides an overview of the number of Stores in each city the results will be stored in descending order of store counts, Allowing us to identify the cities with the highest store presence.

1. [Focus on Key Markets](#): Allocate resources strategically in Bengaluru, Chennai, and Hyderabad to maintain market dominance.
2. [Explore Tier 2 Cities](#): Invest in targeted marketing and localized strategies to capture market share in cities like Coimbatore and Visakhapatnam.
3. [Expand in Emerging Markets](#): Assess opportunities for growth in cities with moderate store counts such as Mysuru and Mangalore.



AD_HOC_REQUEST_INSIGHTS

3) Generate a report that displays each campaign along with the total revenue generated before and after the campaign?

1. **SANKRANTI CAMPAIGN:** REVENUE SAW A SIGNIFICANT INCREASE FROM \$58.13 BEFORE THE SANKRANTI CAMPAIGN TO \$166.78 AFTER ITS IMPLEMENTATION, INDICATING A SUCCESSFUL PROMOTIONAL EFFORT THAT EFFECTIVELY BOOSTED SALES DURING THE FESTIVE PERIOD.

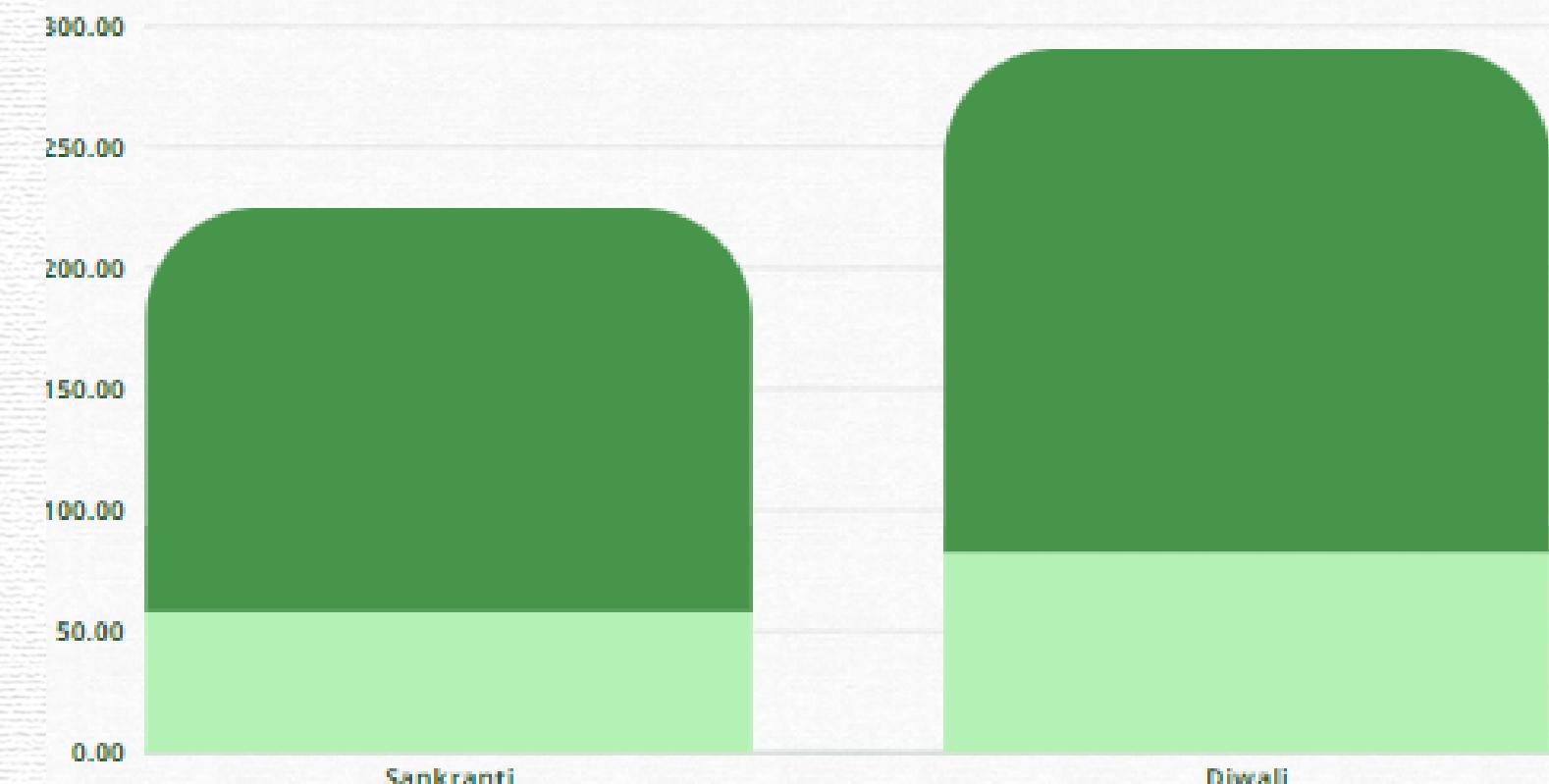
1. **DIWALI CAMPAIGN:** SIMILAR TO SANKRANTI, THE DIWALI CAMPAIGN RESULTED IN NOTABLE REVENUE GROWTH, RISING FROM \$82.57 BEFORE THE CAMPAIGN TO \$207.99 AFTERWARD. THIS DEMONSTRATES THE EFFECTIVENESS OF TARGETED PROMOTIONS DURING KEY FESTIVE SEASONS.

AD_HOC_REQUEST_RECOMMENDATIONS

3) Generate a report that displays each campaign along with the total revenue generated before and after the campaign?

1. **Strategic Promotions:** Implement targeted promotions aligned with key seasonal events to drive revenue growth and capitalize on increased consumer spending.
2. **Analytical Insights:** Utilize data-driven analysis to understand campaign performance and identify opportunities for optimization, ensuring maximum impact of promotional efforts.

**Revenue(Before_promo),
(After_promo)**



AD_HOC_REQUEST_INSIGHTS

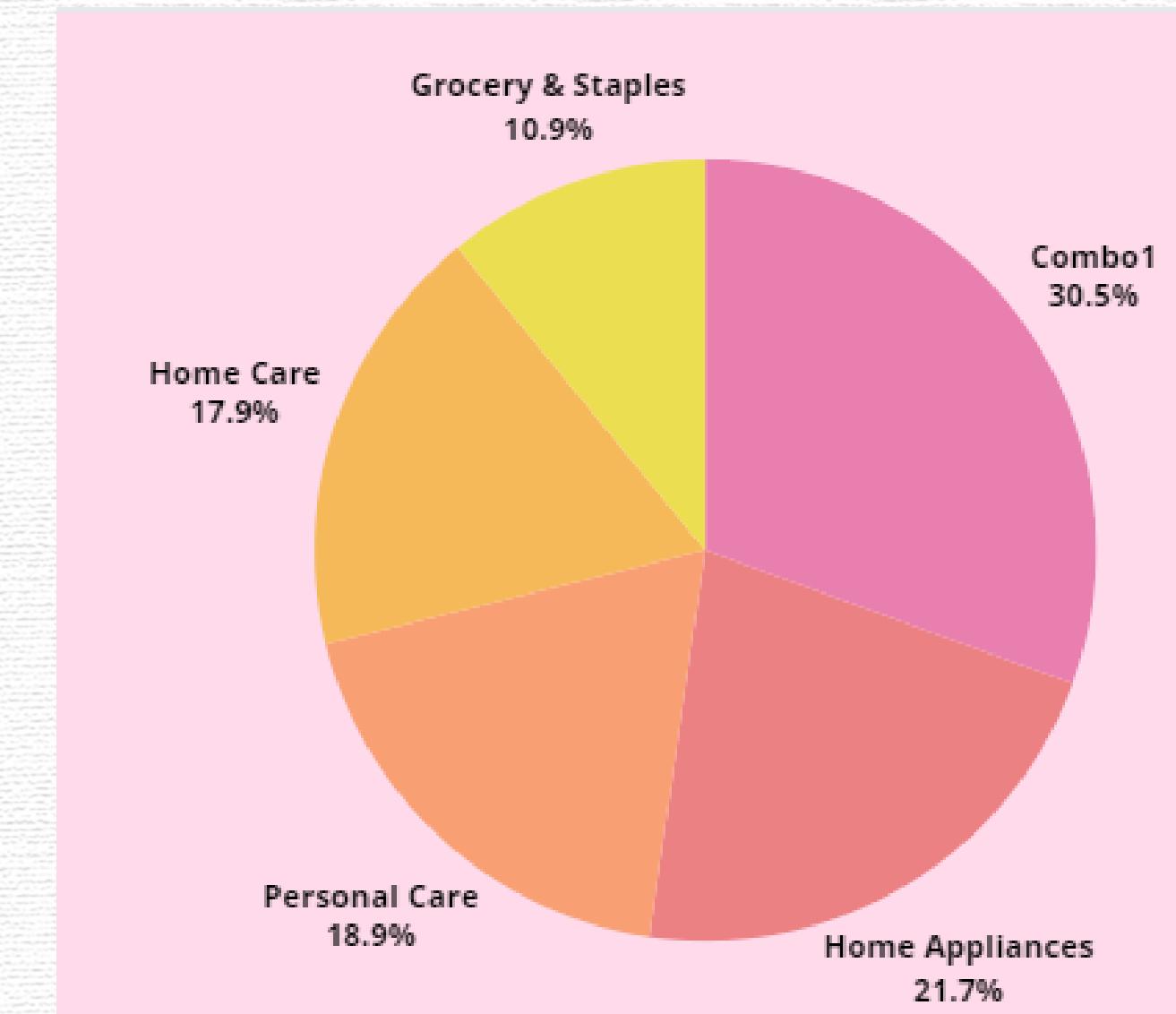
4) produce a report that calculates the incremental sold quantity for each category during the diwali campaign additionally provide rankings for the categories based on their ISU%.

1. **COMBO 1 DOMINANCE**: COMBO1 EMERGED AS THE TOP PERFORMER WITH THE HIGHEST ISU PERCENTILE, INDICATING EXCEPTIONAL SALES GROWTH AND EFFECTIVENESS DURING THE DIWALI CAMPAIGN.
2. **STRONG CATEGORIES**:
3. **HOME APPLIANCES**: SECURED THE SECOND POSITION, DEMONSTRATING SIGNIFICANT CONSUMER INTEREST AND SALES UPLIFT IN THIS CATEGORY.
4. **PERSONAL CARE**: RANKED THIRD, HIGHLIGHTING SUCCESSFUL PROMOTIONAL EFFORTS AND CONSUMER DEMAND FOR PERSONAL CARE PRODUCTS DURING THE CAMPAIGN.
5. **HOME CARE**: FOLLOWED CLOSELY BEHIND, INDICATING SUCCESSFUL MARKETING STRATEGIES AND CONSUMER ENGAGEMENT WITHIN THE HOME CARE SEGMENT.
6. **GROCERY & STAPLES**: DESPITE BEING IN FIFTH PLACE, THIS CATEGORY SHOWCASED STEADY GROWTH AND CONSUMER SPENDING, ESSENTIAL FOR EVERYDAY NEEDS.

AD_HOC_REQUEST_RECOMMENDATIONS

4) produce a report that calculates the incremental sold quantity for each category during the diwali campaign additionally provide rankings for the categories based on their ISU%.

1. Leverage Combo1 Success: Continue promoting Combo1 or similar bundled offers to sustain momentum and capitalize on consumer interest.
2. Optimize Home Appliances Promotion: Further invest in promotional strategies for home appliances to maintain consumer interest and drive sustained sales growth.



AD_HOC_REQUEST_INSIGHTS

5) Create a report featuring the top 5 products ranked by incremental revenue percentage, across all campaigns.

1. **COMBO1 DOMINANCE:** ATLIQ_HOME_ESSENTIAL_8_PRODUCT_COMBO EMERGED AS THE TOP PERFORMER, SHOWCASING EXCEPTIONAL SALES GROWTH ACROSS CAMPAIGNS.
2. **DIVERSE SUCCESS:** THE TOP PRODUCTS SPAN VARIOUS CATEGORIES, INDICATING THE EFFECTIVENESS OF DIFFERENT OFFERINGS IN DRIVING INCREMENTAL REVENUE.

AD_HOC_REQUEST_RECOMMENDATIONS

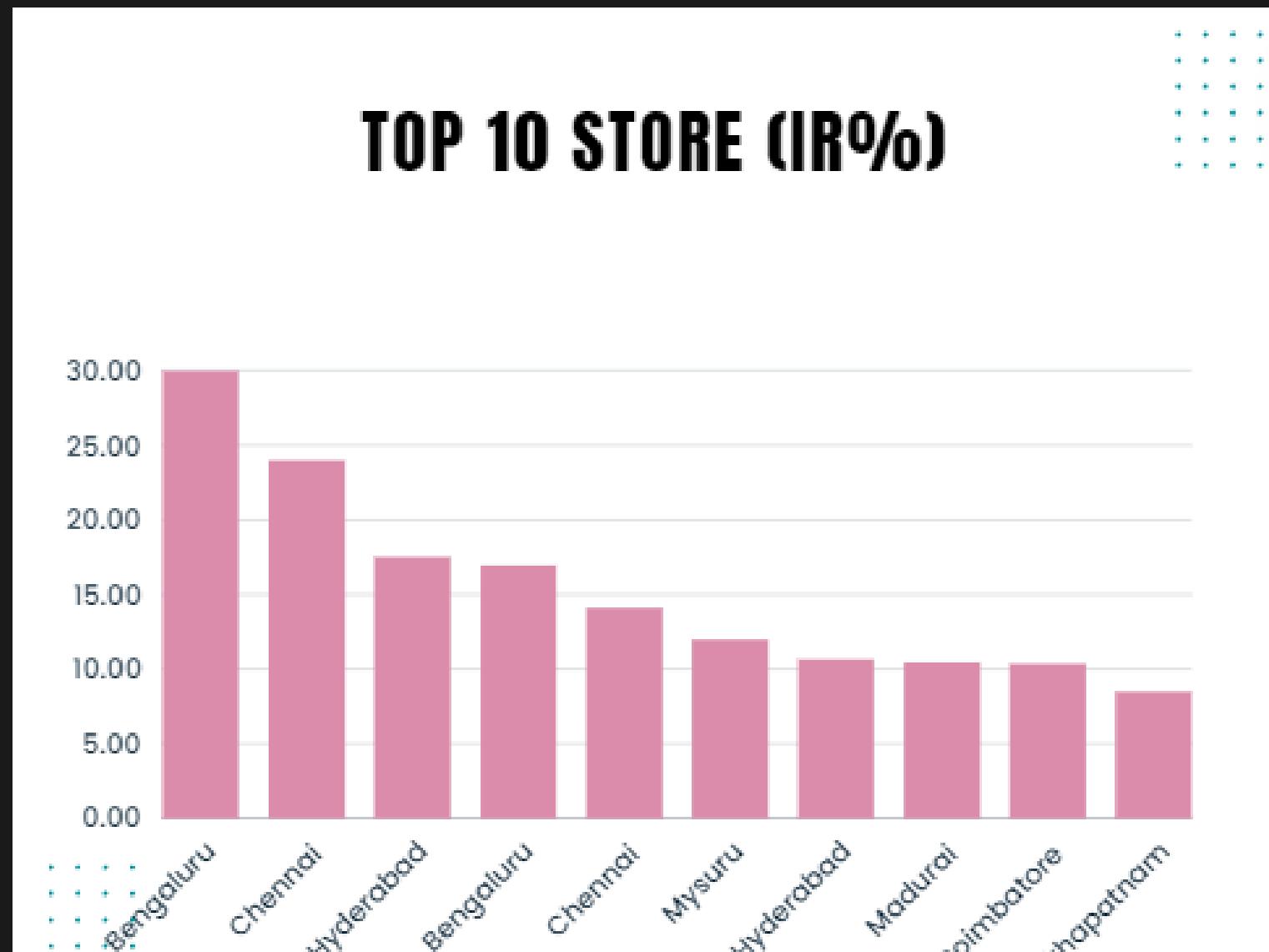
5) Create a report featuring the top 5 products ranked by incremental revenue percentage, across all campaigns.

Rank	product_name	category	IR_Percentile	TopProducts
1	Atliq_Home_Essential_8_Product_Combo	Combo1	101.93	1
2	Atliq_Home_Essential_8_Product_Combo	Combo1	20.71	2
3	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	18.75	3
4	Atliq_waterproof_Immersion_Rod	Home Appliances	12.53	4
5	Atliq_Sunflower_Oil (1L)	Grocery & Staples	8.99	5

Rank	product_name	category	IR_Percentile	TopProducts
1	Atliq_Home_Essential_8_Product_Combo	Combo1	101.93	1
2	Atliq_Home_Essential_8_Product_Combo	Combo1	20.71	2
3	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	18.75	3
4	Atliq_waterproof_Immersion_Rod	Home Appliances	12.53	4
5	Atliq_Sunflower_Oil (1L)	Grocery & Staples	8.99	5

STORE ANALYSIS

WHICH ARE THE TOP 10 stores in terms of incremental Revenue generated fromm the promotions.?



1. Bengaluru (IR_Percentile: 29.97)
2. Chennai (IR_Percentile: 24)
3. Hyderabad (IR_Percentile: 17.54)
4. Bengaluru (IR_Percentile: 16.94)
5. Chennai (IR_Percentile: 14.1)
6. Mysuru (IR_Percentile: 11.99)
7. Hyderabad (IR_Percentile: 10.67)
8. Madurai (IR_Percentile: 10.46)
9. Coimbatore (IR_Percentile: 10.36)
10. Visakhapatnam (IR_Percentile: 8.46)

STORE ANALYSIS

Which are the bottom 10 stores when it comes to incremental sold units(ISU) during the Promotional Period?



1. Vijayawada
2. Trivandrum
3. Mangalore
4. Mysuru
5. Madurai
6. Visakhapatnam
7. Coimbatore
8. Hyderabad
9. Chennai
10. Bengaluru

STORE ANALYSIS

how does the performance of stores vary by city? are there any common characteristics among the top performing stores that could be leveraged across other stores?

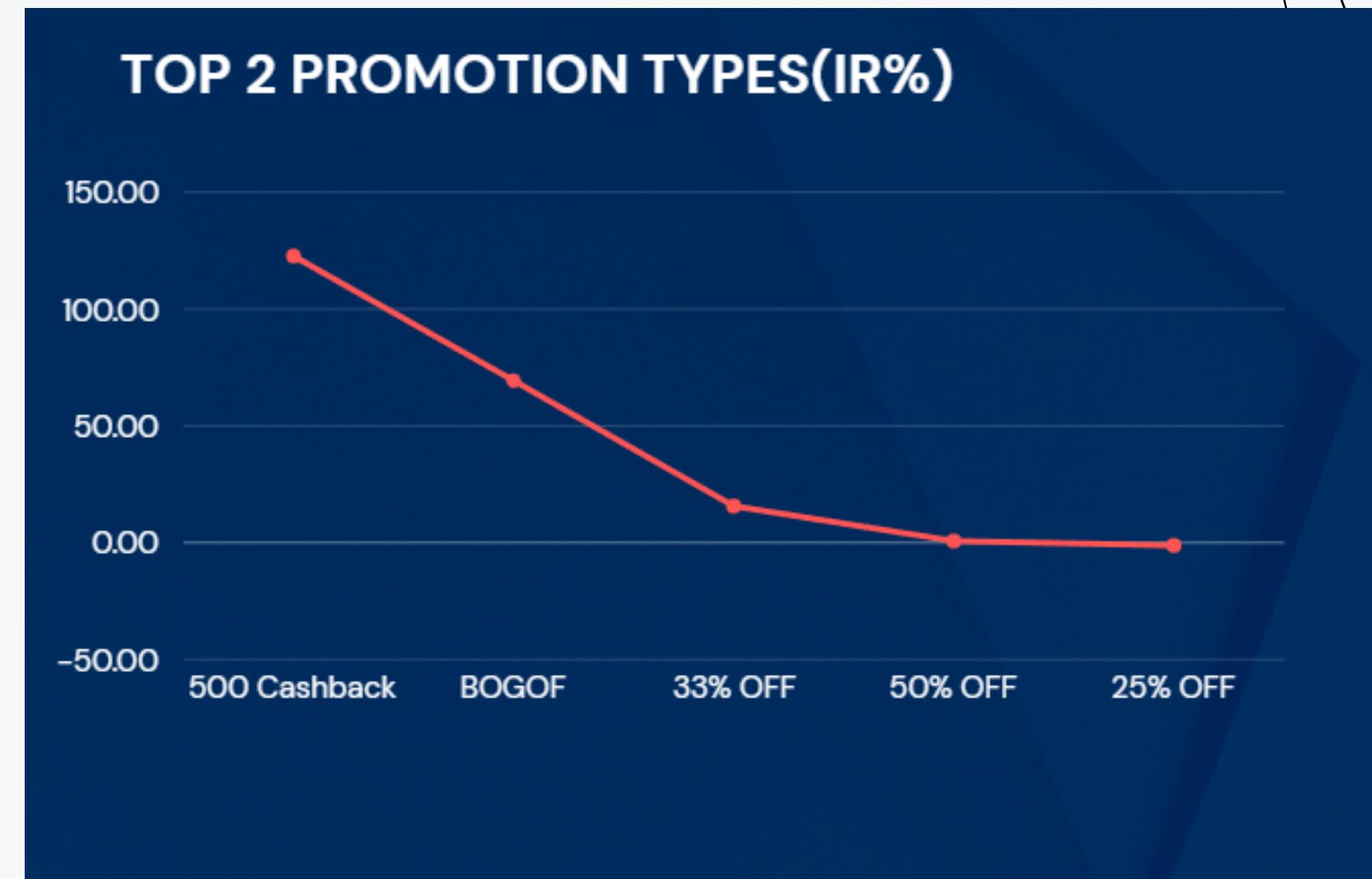
Identifying Common Characteristics among Top Performing Stores:

- Compare store size, location, layout, and product assortment among top performers.
- Analyze marketing strategies, including targeted advertising and in-store promotions.
- Assess customer engagement, satisfaction levels, and operational efficiency.
- Consider external factors such as competition and demographic trends.

PROMOTION TYPE ANALYSIS

What are the top 2 promotion types that resulted in the highest incremental Revenue?

500 cashback and BOGOF Promo types are performing Ver well

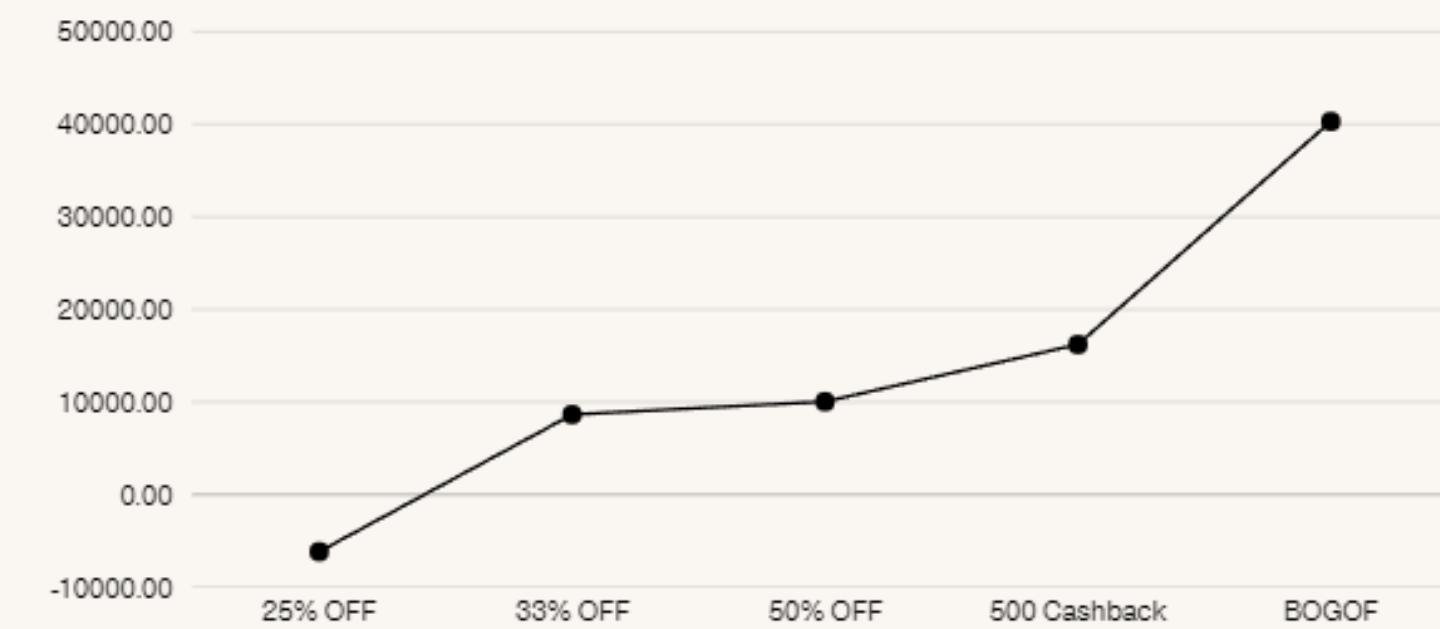


PROMOTION TYPE ANALYSIS

What are the bottom 2 promotion types in terms of their incremental Sold units?

25% and the 33% OFF promo types can perform the very low in the sales.

Bottom 2 promotion types(ISU%)



STRENGTHS



The 500 Cash back and BOGOF promotion types performed marvelously.

PROMOTIONS



Bengalore Location is the key location for making of Good Sales and Keep the Revenue in a Higher Standards.

DEMOGRAPHY



The Diwali Campaign is performing more effectively than the sankranthi campaign.

CAMPAIGN

THANK'S FOR WATCHING

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