ATLIQ RETAIL STORES

Promotion Analysis

Data Source

Data Analysis

Dashboard Creation

Presentation

Agenda

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 on their branded products.
- 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.

Analysis Goals

- Generate SQL-based report that answers important business questions posed by senior executives.
- Design a dashboard with important KPI metrics and analyze the performance based on various dimensions.
- Create a presentation and present to the sales director of Atliq Mart.

Adhoc report

```sql
-----------------------------------------------------------------------------------------
/* 1. Provide a list of products with a base price greater than 500 and that are featured in
promo type BOGOF("Buy One Get One Free)*/
SELECT DISTINCT(promo_type) from fact_events;
SELECT DISTINCT(p.product_name),f.base_price,f.promo_type
FROM fact_events f
JOIN
dim_products p
ON p.product_code=f.product_code
WHERE f.base_price>500
AND f.promo_type LIKE 'BOGOF';
-----------------------------------------------------------------------------------------
/* 2. Generate a report that provides an overview of the number of stores in each city.
The results will be sorted in descending order of store counts.*/
SELECT city,count(store_id) AS 'Store_count'
FROM dim_stores
GROUP BY CITY
ORDER BY Store_count DESC;
```

Adhoc report

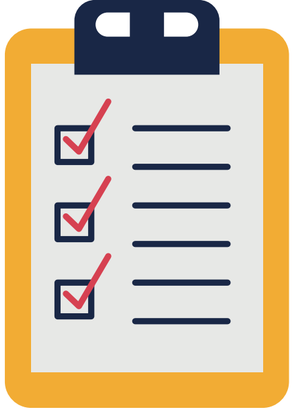
```sql
-----------------------------------------------------------------------------------------
/* 3. Generate a report that displays each campaign along with total revenue
 generated before and after campaign?*/
SELECT c.campaign_name,
SUM((f.base_price) * f.`quantity_sold(before_promo)`)/1000000 AS 'Total_revenue(before_promo)',
SUM(
CASE
WHEN promo_type <> 'BOGOF' THEN (f.promo_price) * f.`quantity_sold(after_promo)`
ELSE (f.base_price) * (f.`quantity_sold(after_promo)`/2)
END
)/1000000  AS 'Total_revenue(after_promo)'
FROM dim_campaigns c
JOIN fact_events f
ON c.campaign_id = f.campaign_id
GROUP BY c.campaign_name;
```

Adhoc report

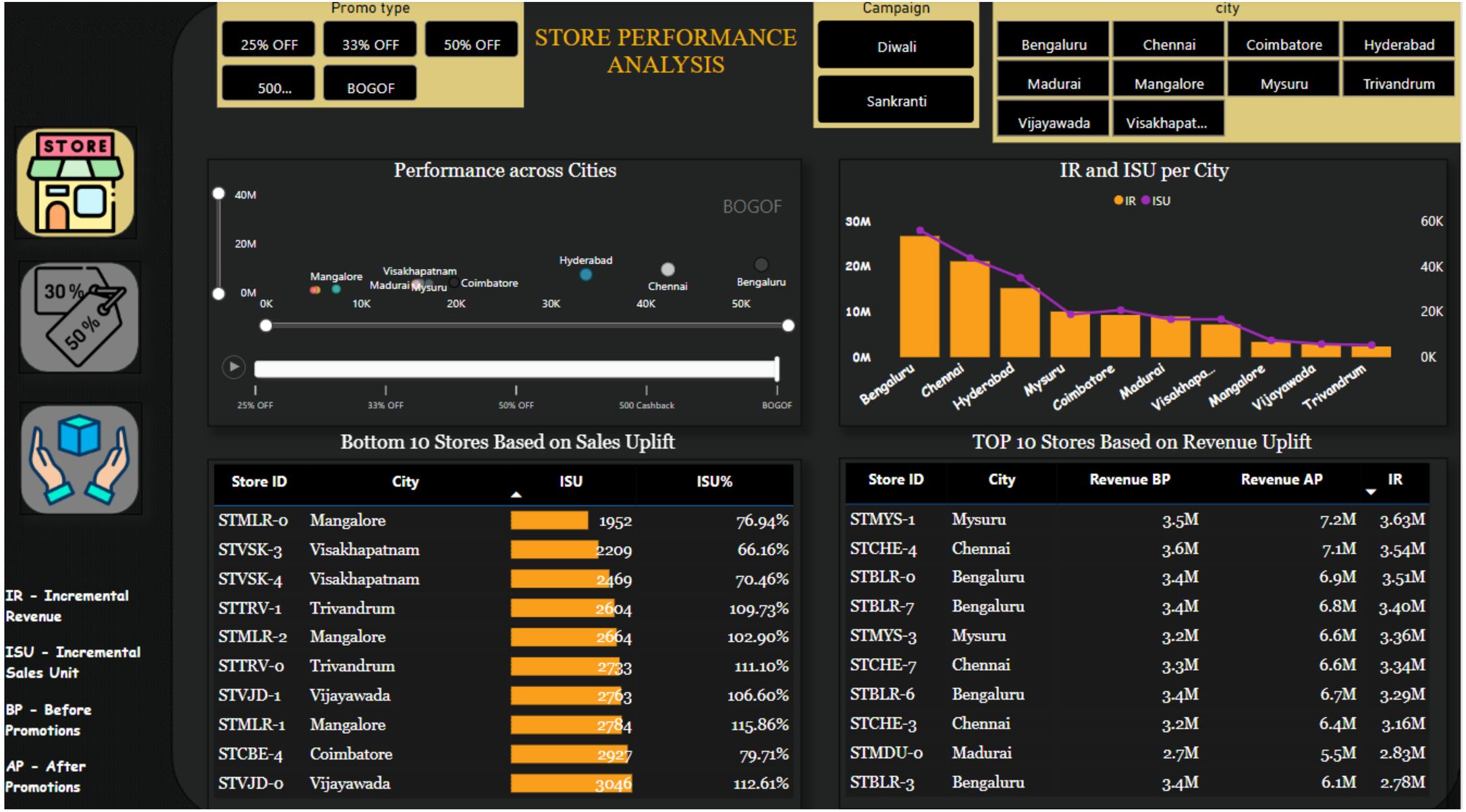
```sql
-----------------------------------------------------------------------------------------------
/*4. Produce a report that calculates the incremental sold quantity (ISU%) for each category
during the diwali campaign.
Provide rankings for the categories based on ISU % */

WITH QTY AS(
SELECT p.category,
(SUM(f.`quantity_sold(after_promo)`) - SUM(f.`quantity_sold(before_promo)`))
/(SUM(f.`quantity_sold(before_promo)`))*100 AS 'ISU%'
FROM fact_events f
JOIN dim_products p
ON p.product_code=f.product_code
JOIN dim_campaigns c ON
c.campaign_id=f.campaign_id
WHERE c.campaign_name='Diwali'
GROUP BY
p.category)
SELECT *,
RANK() OVER(ORDER BY `ISU%` DESC) AS 'rank_order'
FROM QTY;
-----------------------------------------------------------------------------------------------
```

Adhoc report

```
/* 5. Create a report featuring top  products, ranked by Incremental revenue percentage
IR% across all campaigns*/
WITH Revenue AS (
SELECT p.product_name,p.category,
(SUM(
CASE
WHEN promo_type <> 'BOGOF' THEN (f.promo_price) * f.`quantity_sold(after_promo)`
ELSE (f.base_price) * (f.`quantity_sold(after_promo)`/2)
END
)-
SUM((f.base_price) * f.`quantity_sold(before_promo)`))
/(SUM((f.base_price) * f.`quantity_sold(before_promo)`)) *100
AS 'IRU%'
FROM
fact_events f
JOIN dim_products p
ON p.product_code=f.product_code
GROUP BY p.product_name,p.category) ,
HIGH AS(
SELECT *,
RANK() OVER(ORDER BY `IRU%` DESC) AS rank_order
FROM Revenue)
SELECT product_name,category,`IRU%` FROM HIGH
WHERE rank_order<=5;
```



Store Performance Analysis:



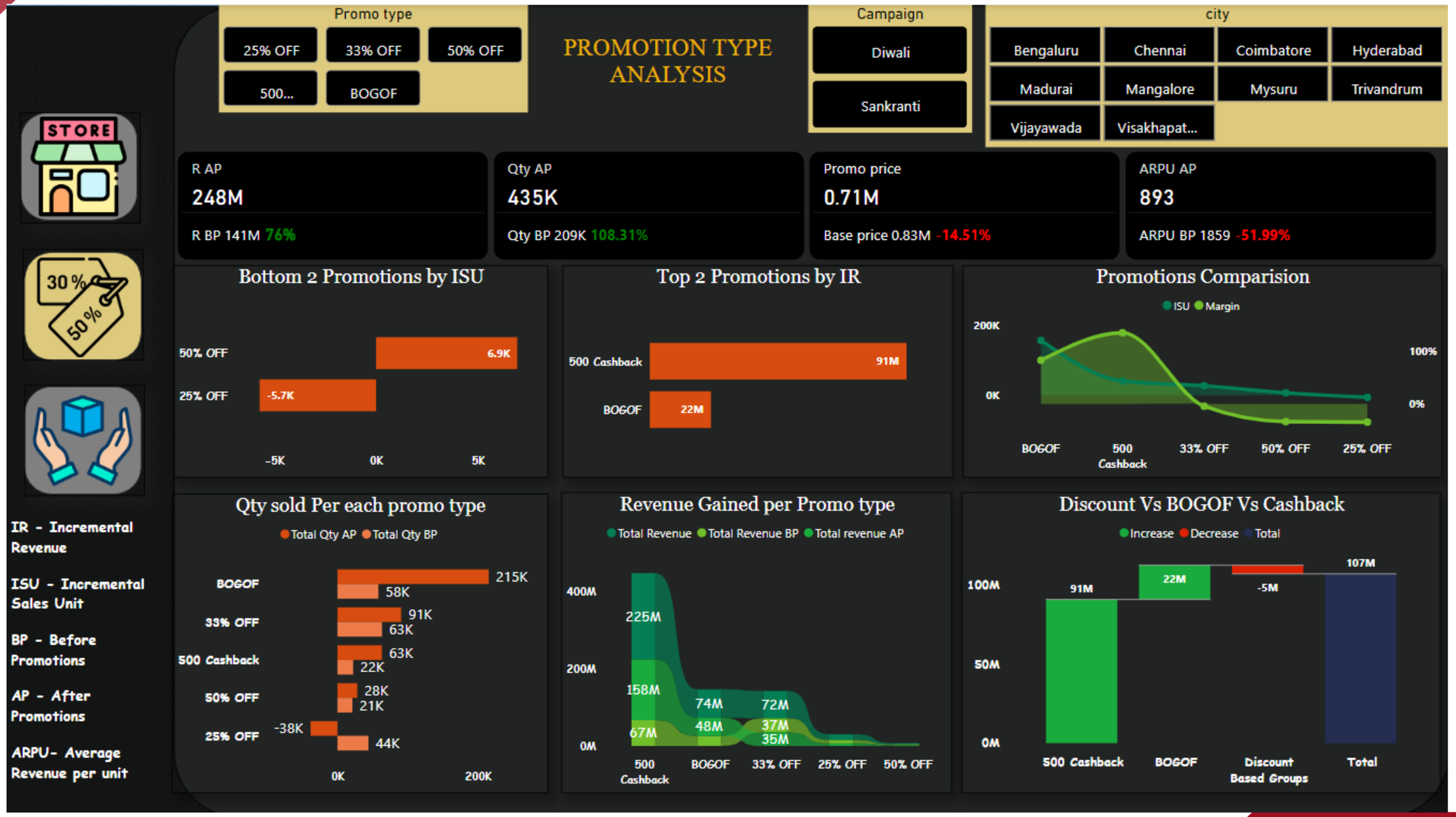
Bottom 10 Stores Based on Sales Uplift

Store ID	City	ISU	ISU%
STMLR-0	Mangalore	1952	76.94%
STVSK-3	Visakhapatnam	2209	66.16%
STVSK-4	Visakhapatnam	2469	70.46%
STTRV-1	Trivandrum	2604	109.73%
STMLR-2	Mangalore	2664	102.90%
STTRV-0	Trivandrum	2733	111.10%
STVJD-1	Vijayawada	2763	106.60%
STMLR-1	Mangalore	2784	115.86%
STCBE-4	Coimbatore	2927	79.71%
STVJD-0	Vijayawada	3046	112.61%

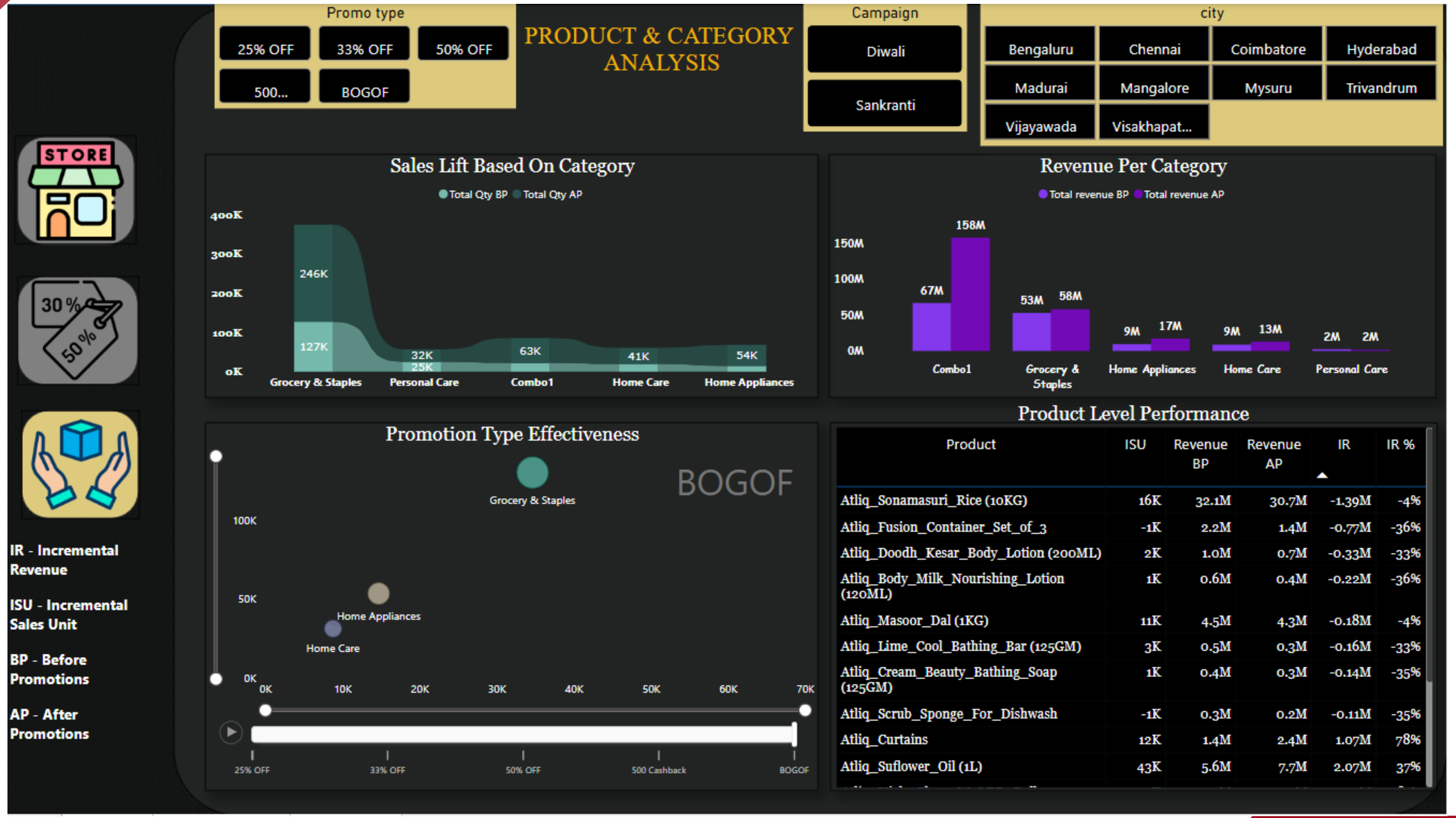
TOP 10 Stores Based on Revenue Uplift

Store ID	City	Revenue BP	Revenue AP	IR
STMYS-1	Mysuru	3.5M	7.2M	3.63M
STCHE-4	Chennai	3.6M	7.1M	3.54M
STBLR-0	Bengaluru	3.4M	6.9M	3.51M
STBLR-7	Bengaluru	3.4M	6.8M	3.40M
STMYS-3	Mysuru	3.2M	6.6M	3.36M
STCHE-7	Chennai	3.3M	6.6M	3.34M
STBLR-6	Bengaluru	3.4M	6.7M	3.29M
STCHE-3	Chennai	3.2M	6.4M	3.16M
STMDU-0	Madurai	2.7M	5.5M	2.83M
STBLR-3	Bengaluru	3.4M	6.1M	2.78M

Promotion Type Analysis:



Product Analysis:



Insights

- Bengaluru has the highest sales uplift, followed by Chennai and Hyderabad. It also has the highest IR (Incremental Revenue) uplift among the top 5 cities.

- One of the common characteristics among the top-performing stores is stores that provided more offers (especially 500 Cashback & BOGOF) had higher IR, ISU.

- 500 Cashback and BOGOF are the top 2 promotion types that resulted in the highest Incremental Revenue.

- 50% OFF and 25%OFF are the bottom 2 promotion types in terms of their impact on Incremental Sold Units.

- 500 Cashback strike the best balance between Incremental Sold Units and maintaining healthy margins.

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Insights

- There is a significant difference in the performance of discount-based promotions versus BOGOF (Buy One Get One Free) or cashback promotions, BOGOF and Cashback performs better than discount based promotions.

- Combo1 and Grocery & staples saw the most significant lift in sales from the promotions.

- Personal care product category respond poorly to promotions.

- BOGOF and Cashback was better than discount based promotions resulting in higher ISU and IR.

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Suggestions

- BOGOF and Cashback promotions can be focused more for optimal results as the customers respond well to these promotions

- Pomotions based on product categories can be given more importance, mainly Combo1 and Grocery & Staples .

- Discount-based promotions can be reconsidered, especially 50% OFF and 25% OFF, for better impact.

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