



# AtliQ<sub>mart</sub>

## Promotion Campaign Analysis

# Problem Statement

AtliQ Mart is a retail giant with over 50 supermarkets across the southern region of India. During Diwali 2023 and Sankranti 2024, all 50 stores ran massive promotions on AtliQ branded products. These promotions were aimed at boosting sales and increasing brand visibility during the festive seasons.

Bruce Haryali, the Sales Director at AtliQ Mart, is keen to understand which of these promotions were effective. His goal is to use this insight to make informed decisions for future promotional campaigns.

To achieve this, Bruce assigned the task to Tony, the Analytics Manager. Tony then delegated the responsibility to Peter Pandey, a curious and detail-oriented data analyst at AtliQ Mart.

Tony also provided Peter with a set of notes to guide his analysis and ensure that the findings are actionable and aligned with business goals

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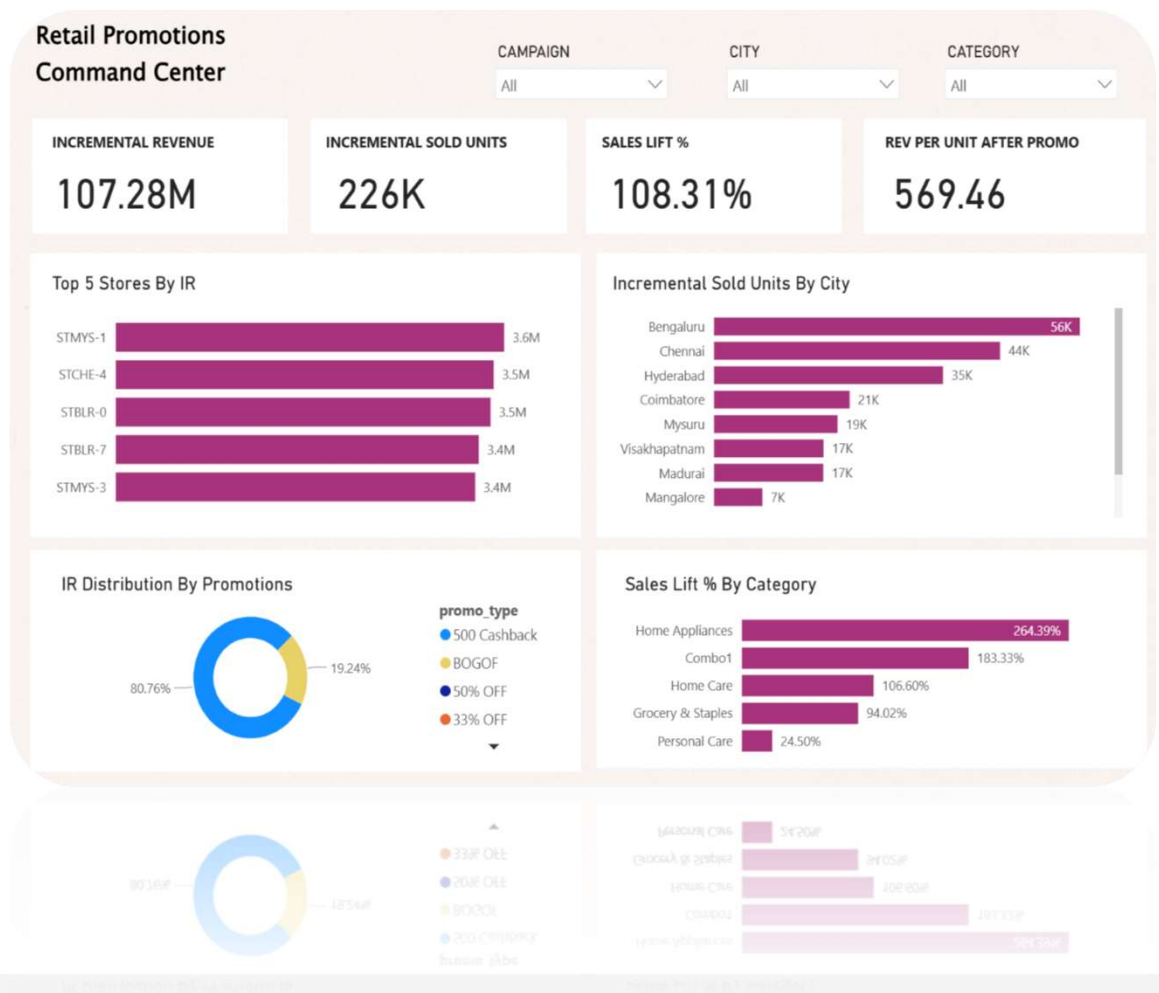
# Objective

The objective of this project is to **evaluate the effectiveness of various promotional strategies** used by AtliQ Mart during the **Diwali 2023** and **Sankranti 2024** campaigns. The goal is to identify:

- Which promotions worked best
  - Which cities and stores performed well
  - Which product categories drove maximum revenue
  - Recommendations for future promotions
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  - revenue
  - Which product categories drove maximum



# Exploratory Data Analysis



# Store & City Insights

## Top Cities

### Bengaluru

Revenue: 26.342M

Note: Highest revenue with 118.33% lift

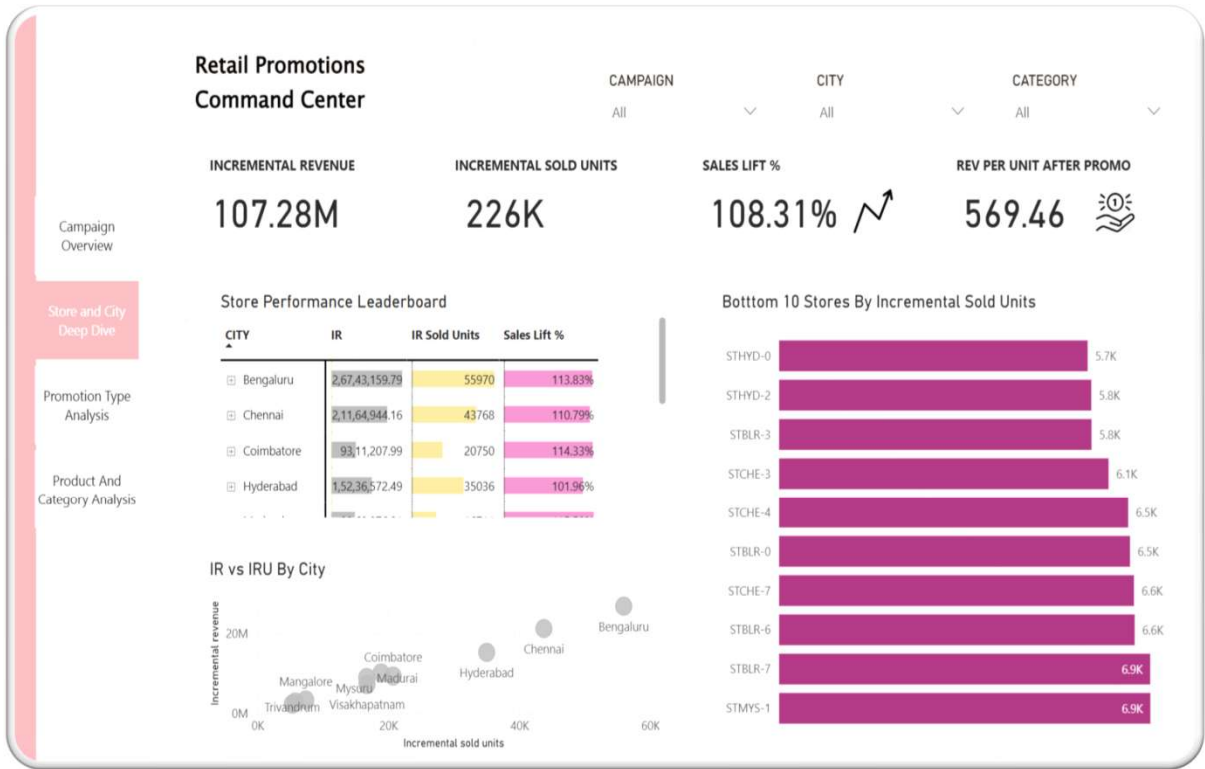
### Chennai

Revenue: 21.163M

Note: Second highest revenue with 110.29% lift

## Top Stores

STMS-1	3.6M
STCHE-4	3.5M
STRLRP-7	3.4M



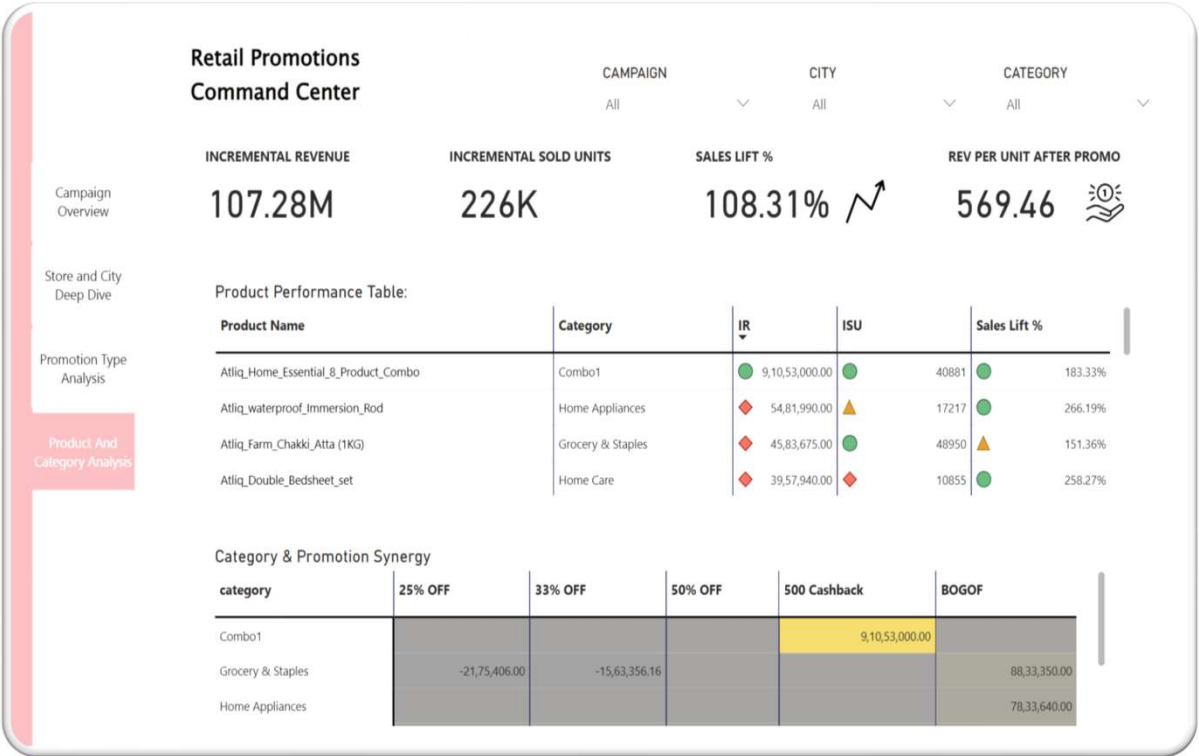
# Product & Category

## Top Categories by Performance Lift

Home Appliances	264.4% lift
Combo 1	183.3% lift
Home Care	106.6% lift

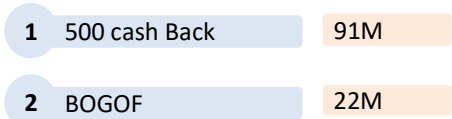
## Top Stores

Home Essential	91.05M
Immersion Rod	5.48M
Chakki Atta	4.58M

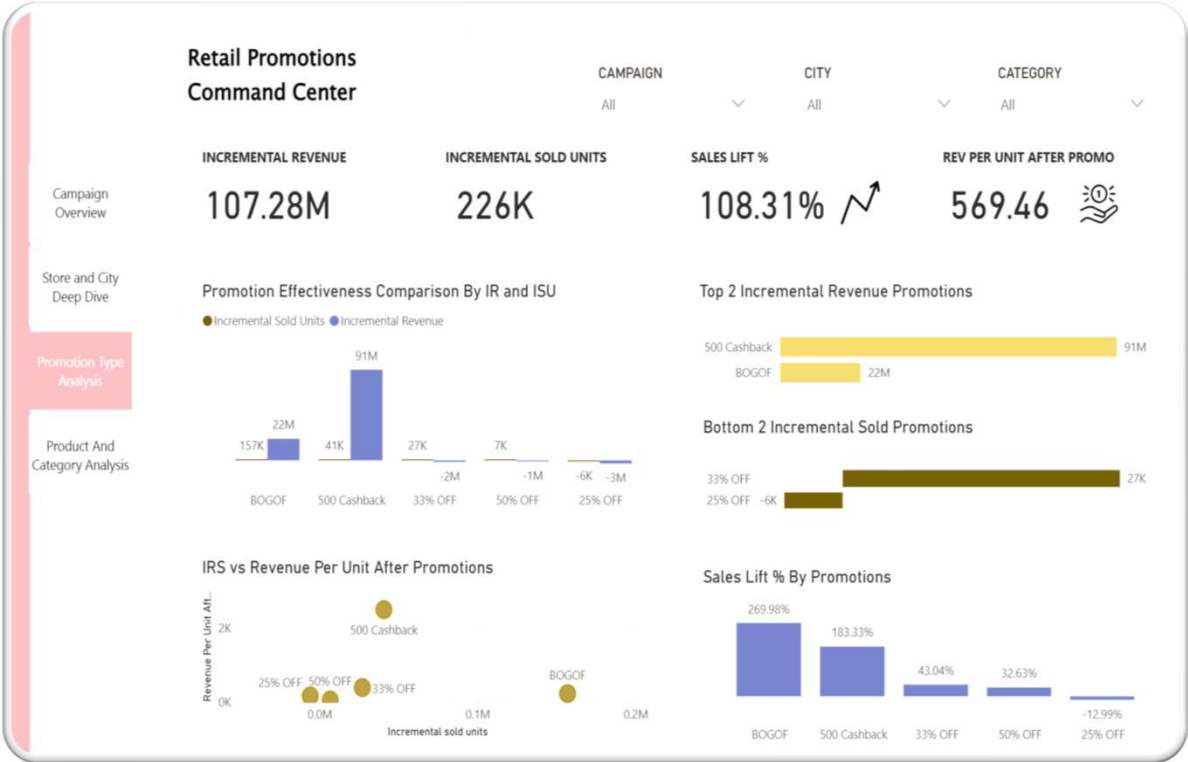


# Promotion Effectiveness

## Top Promotions



## Weak Promotions



# Recommendations

## Strategic Promotions

### Double Down

Focus on Cash Back & BOGOF promotions. Expand BOGOF for high margin SKUs and refine Cash Back Promotions

### Eliminate or Redesign

Get rid of or change the poorly performing 25% OFF offer.

### A/B Testing

Test a 33% OFF offer on selected SKUs using A/B testing



RECOMMENDATIONS







RECOMMENDATIONS

## Targeted Growth

### City-level strategy

#### Replicate Strategies

Apply successful strategies from Bengaluru and Chennai to improve performance.

#### Launch Pilot Promotions

Introduce customized bundles to test market response and boost sales.

### Store-level Optimization

#### Bottom 10 stores strategy

##### Localized Mini-Promos

Run small-scale promotions like Mini-BOGOF to attract local customers.

##### Geo-Targeted Advertising

Use location-based ads to reach specific customer segments near the stores.

## Product And Category Actions

1

### **Home Appliances**

Concentrate marketing efforts on home appliances. This will increase visibility and sales.

2

### **Combo Offer Design**

Create bundled offers with cashback for grocery items. This encourages customers to buy more.

3

### **Highlight Top SKUs**

Promote best-selling products across all channels. This will drive sales and brand awareness.

4

### **Optimize Supply Chain**

Improve inventory and supply chain for popular products. This ensures products are always available.