



AtliQ^{mart}

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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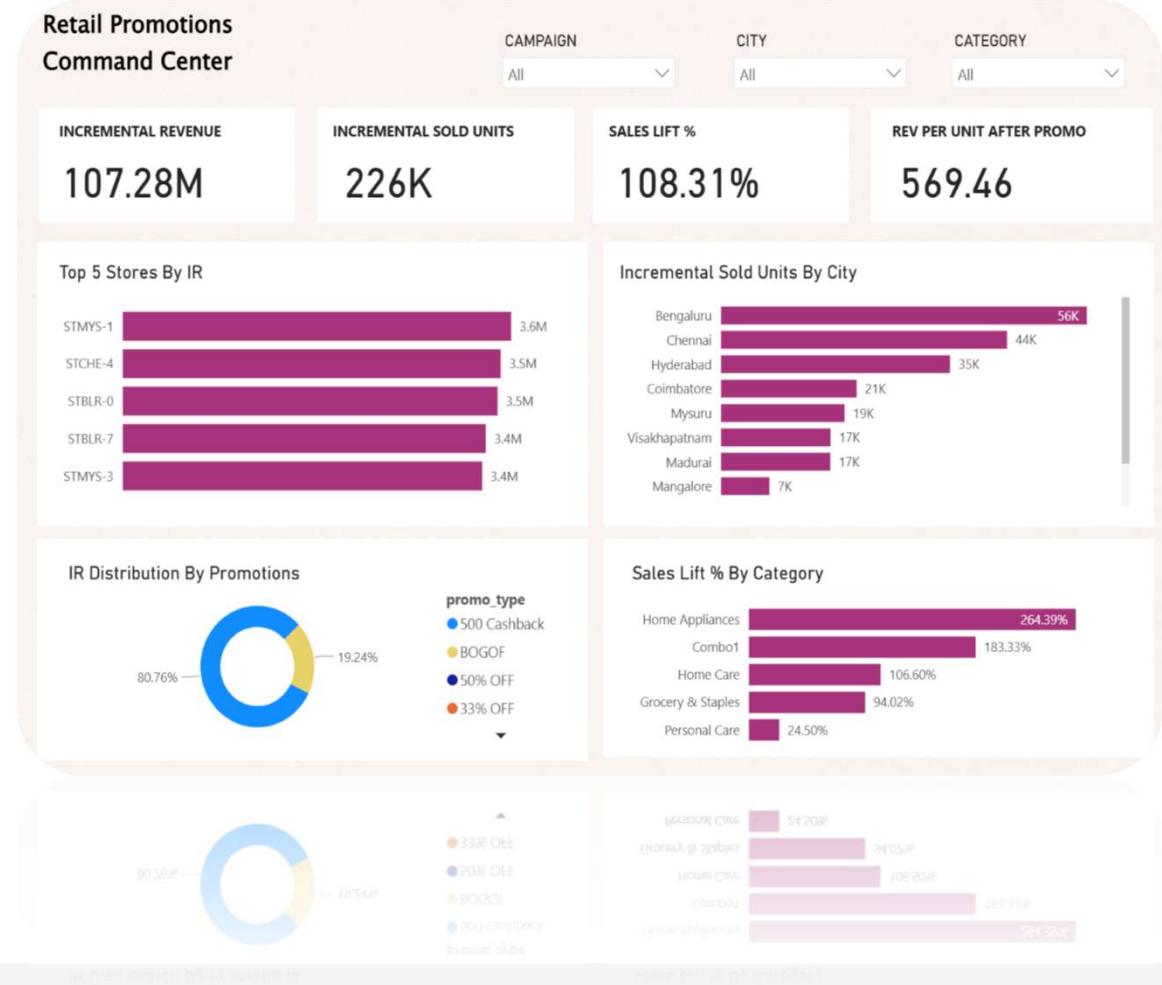
Objective

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
- REVENUE
- Recommendations for future promotions
 - Which product categories drove maximum revenue



Exploratory Data Analysis



Store & City Insights

Top Cities

Bengaluru

Revenue: 26.342M

Note: Highest revenue with 118.33% lift

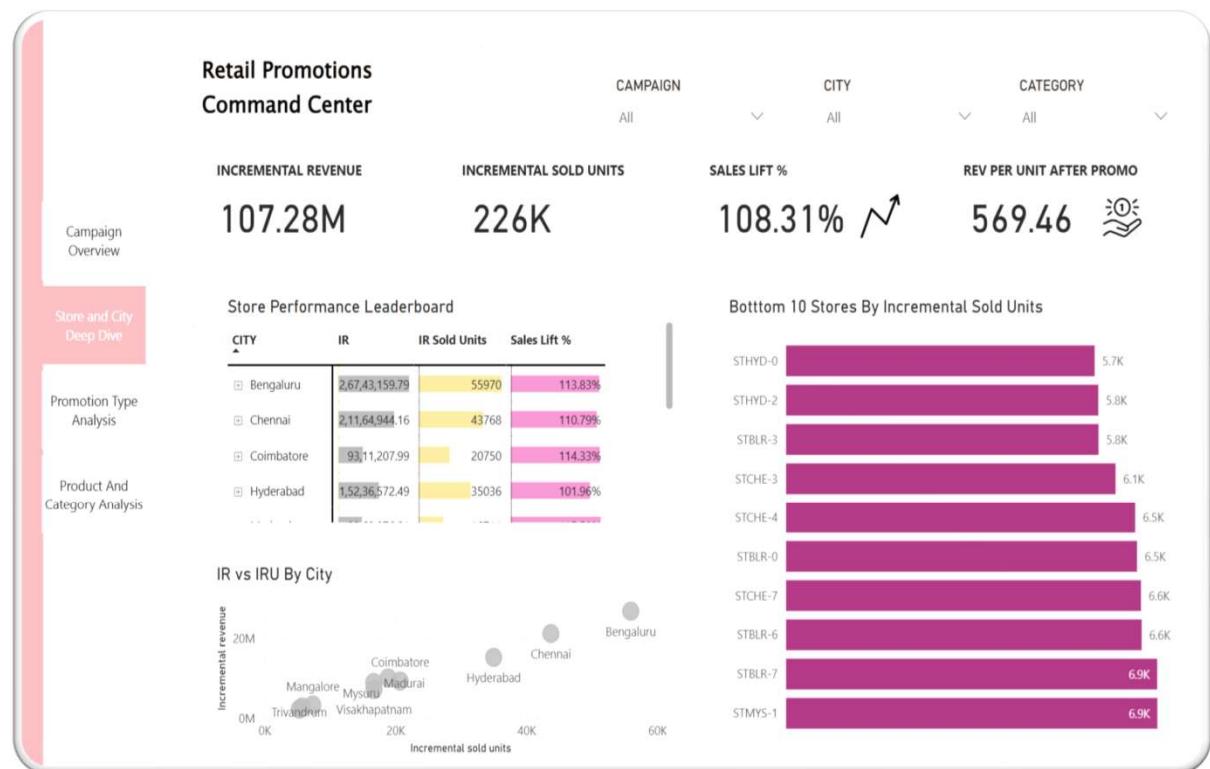
Chennai

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

Retail Promotions Command Center

CAMPAIGN	CITY	CATEGORY	REV PER UNIT AFTER PROMO
All	All	All	569.46

INCREMENTAL REVENUE	INCREMENTAL SOLD UNITS	SALES LIFT %	REV PER UNIT AFTER PROMO
107.28M	226K	108.31%	569.46

Product Performance Table:

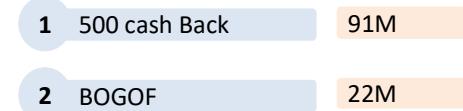
Product Name	Category	IR	ISU	Sales Lift %
Atliq_Home_Essential_8_Product_Combo	Combo1	9,10,53,000.00	40881	183.33%
Atliq_waterproof_Immersion_Rod	Home Appliances	54,81,990.00	17217	266.19%
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	45,83,675.00	48950	151.36%
Atliq_Double_Bedsheet_set	Home Care	39,57,940.00	10855	258.27%

Category & Promotion Synergy

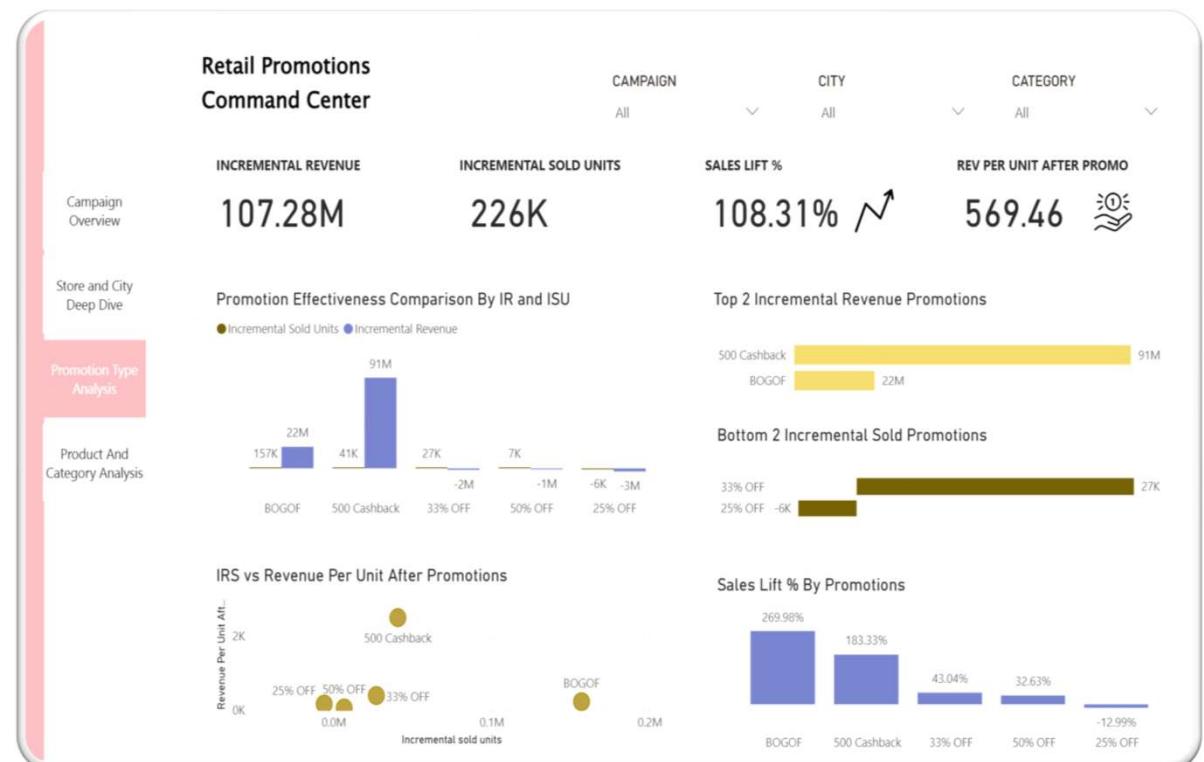
category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF
Combo1				9,10,53,000.00	
Grocery & Staples	-21,75,406.00	-15,63,356.16			88,33,350.00
Home Appliances					78,33,640.00

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.