

ATLIQ MARTS PRESENTATION

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AGENDA

1 Introduction

2 Objective

3 Background

4 Overview of Sample Dataset

5 Tools Used

6 Ad-Hoc Request

7 Store Performance Analysis

8 Promotion Type Analysis

9 Product and Category Analysis

10 Insights

INTRODUCTION



AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India.

01 Stores

Bengaluru → 10
Chennai → 8
Hyderabad → 7
Coimbatore → 5
Visakhapatnam → 5
Madurai → 4
Mysuru → 4
Mangalore → 3
Trivandrum → 2
Vijayawada → 2

03 Campaigns

- Diwali 2023
- Sankranti 2024

02 Product Category

- Grocery & Staples
- Home Care
- Personal Care
- Home Appliances
- Combo 1

04 Promotion Offers

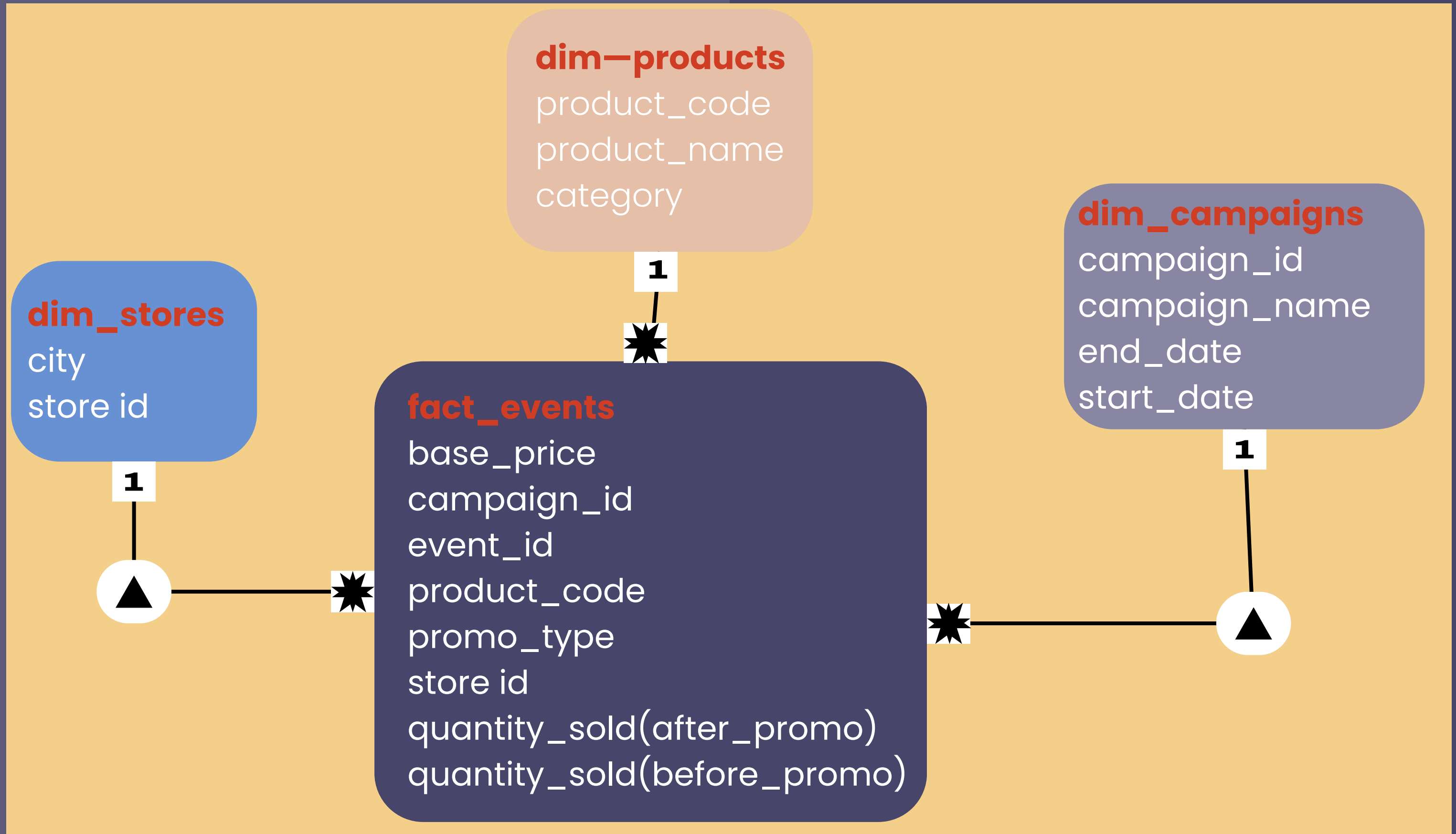
- BOGOF
- 500 Cashback
- 50% OFF
- 33% OFF
- 25% OFF

OBJECTIVE

- **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 **Diwali 2023 and Sankranti 2024 (festive time in India)** on their AtliQ branded products.
- Now the 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.



OVERVIEW OF SAMPLE DATASET



TOOLS USED



01 Power BI



02 SQL



03 Excel

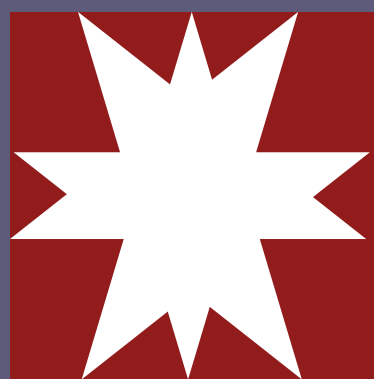


AD-HOC REQUESTS

**Crafting the SQL queries to
address the specified business
questions.**

The MySQL logo is positioned in the bottom right corner. It features the word "MySQL" in a stylized font, with "My" in blue and "SQL" in orange. A registered trademark symbol (®) is located at the end of the word. Above the logo, there is a large, stylized blue outline of a fish, which is the MySQL logo's iconic representation.

MySQL®



Create a view for discount price promo_discount

```
CREATE VIEW `promo_discount` AS
SELECT
    event_id,
    store_id,
    campaign_id,
    product_code,
    base_price,
    quantity_sold_before_promo,
    promo_type,
    (CASE
        WHEN promo_type LIKE '50% OFF' THEN ROUND(base_price * 0.5,2)
        WHEN promo_type LIKE '33% OFF' THEN ROUND(base_price * 0.67,2)
        WHEN promo_type LIKE '25% OFF' THEN ROUND(base_price * 0.75,2)
        WHEN promo_type LIKE 'BOGOF' THEN ROUND(base_price / 2,2)
        WHEN promo_type LIKE '500 Cashback' THEN ROUND(base_price - 500,2)
        ELSE base_price
    END) AS discount_price,
    quantity_sold_after_promo
FROM fact_events
```


01

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.

```
SELECT
    DISTINCT e.product_code,
    p.product_name,
    e.base_price
FROM fact_events e
JOIN dim_products p
    ON e.product_code = p.product_code
WHERE
    e.base_price > 500
    AND e.promo_type = 'BOGOF'
```

product_code	product_name	base_price
P08	Atliq_Double_Bedsheet_set	1190
P14	Atliq_waterproof_of_Immersion_Rod	1020

02

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, allowing us to identify the cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.

```
SELECT
    city,
    COUNT(*) AS store_count
FROM dim_stores
GROUP BY city
ORDER BY store_count DESC;
```

city	store_c ount	city	store_cou nt
Bengaluru	10	Madurai	4
Chennai	8	Mysuru	4
Hyderabad	7	Mangalore	3
Coimbatore	5	Trivandrum	2
Visakhapat nam	5	Vijayawada	2

03

Generate a report that displays each campaign along with the total revenue generated before and after the campaign ? The report includes three key fields: campaign_name, This report should help in evaluating the financial impact of our promotional campaigns. (Display the values in millions)

```
SELECT
    c.campaign_name,
    ROUND(SUM(pd.base_price * pd.quantity_sold_before_promo)/1000000, 2) AS
total_revenue_before_promotion_mln,
    ROUND(SUM(pd.discount_price * pd.quantity_sold_after_promo)/1000000, 2) AS
total_revenue_after_promotion_mln
FROM promo_discount pd
JOIN dim_campaigns c
    ON pd.campaign_id = c.campaign_id
GROUP BY c.campaign_name
ORDER BY c.campaign_name;
```

campaign_name	total_revenue_before_promotion_mln	total_revenue_after_promotion_mln
Diwali	82.57	160.29
Sankranti	58.13	87.7

04

Produce a report that calculates the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%. The report will include three key fields: category, isu%, and rank order. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

Note: ISU% (Incremental Sold Quantity Percentage) is calculated as the percentage increase/decrease in quantity sold (after promo) compared to quantity sold (before promo)

```
WITH isu_pct AS (  
  SELECT  
    p.category,  
    ROUND(  
      ((SUM(pd.quantity_sold_after_promo) - SUM(pd.quantity_sold_before_promo)) /  
SUM(pd.quantity_sold_before_promo)) * 100 ,2  
    ) AS isu  
  FROM promo_discount pd  
  JOIN dim_products p  
    ON pd.product_code = p.product_code  
  WHERE pd.campaign_id = 'CAMP_DIW_01'  
  GROUP BY p.category  
)  
  
SELECT  
  *,  
  RANK() OVER (ORDER BY isu DESC) AS rank_order  
FROM isu_pct  
ORDER BY isu DESC;
```

category	isu	rank_order
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

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.

```
SELECT
  p.product_name,
  p.category,
  ROUND((
    (
      SUM(
        pd.discount_price * pd.quantity_sold_after_promo
      ) - SUM(
        pd.base_price * pd.quantity_sold_before_promo
      )
    ) / SUM(
      pd.base_price * pd.quantity_sold_before_promo
    )
  ) * 100,2) AS incremental_revenue_percentage
FROM promo_discount pd
JOIN dim_products p
  ON pd.product_code = p.product_code
GROUP BY p.product_name, p.category
ORDER BY incremental_revenue_percentage DESC
LIMIT 5;
```

product_name	category	incremental_revenue_percentage
Atliq_Home_Essential_8_Product_Combo	Combo1	136.11
Atliq_waterproof_Immersion_Rod	Home Appliances	83.09
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	81.49
Atliq_Double_Bedsheet_set	Home Care	79.13
Atliq_Curtains	Home Care	77.67

STORE PERFORMANCE ANALYSIS

01

Abbreviations

02

Incremental Revenue OR) Performance by City

03

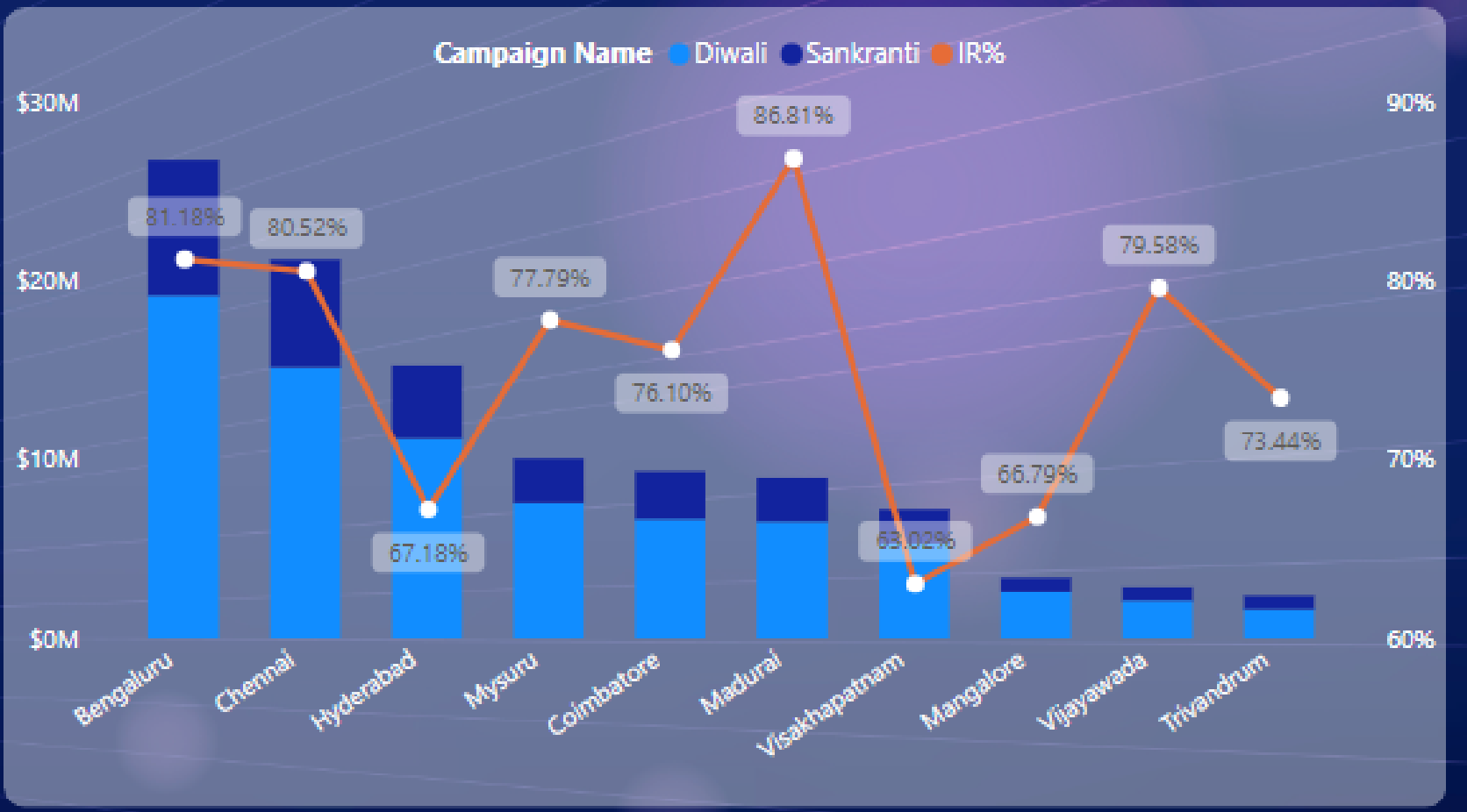
Top 10 Stores in Terms Of Incremental Revenue (IR) generated

01

ISLI – Incremental Sold units
IR – Incremental Revenue
BOGOF – Buy One Get One Free

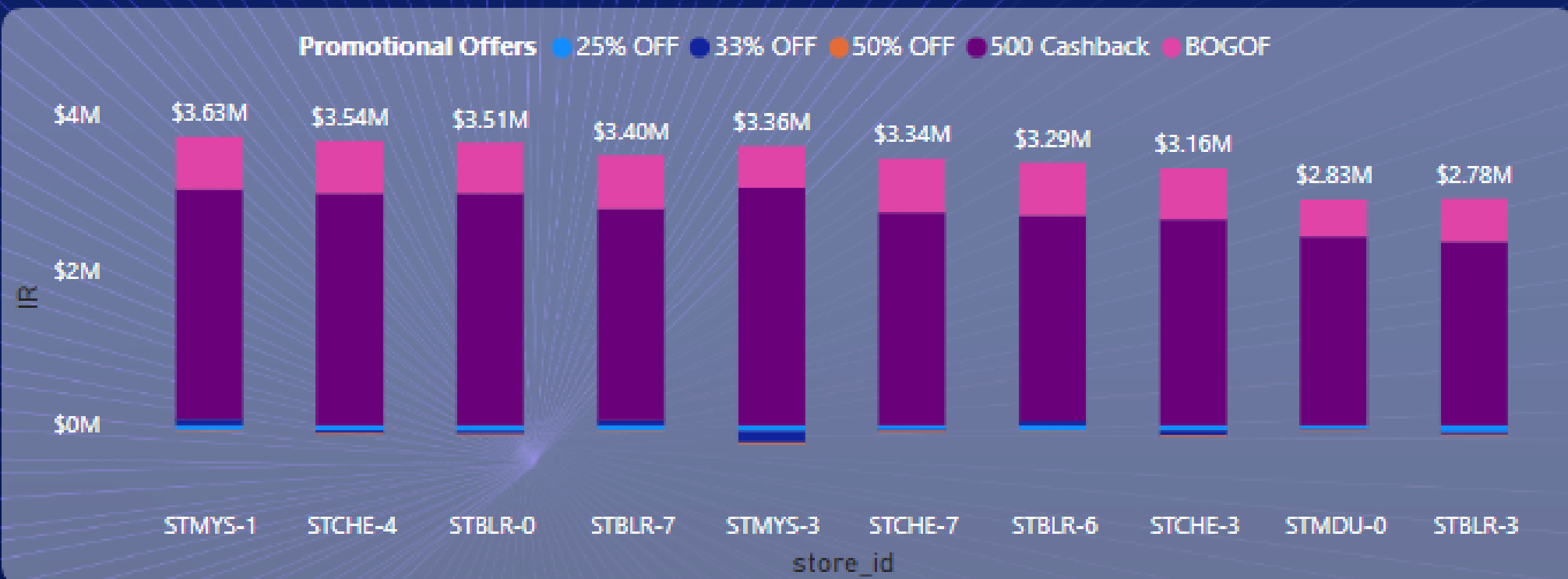
02

Incremental Revenue (IR) Performance by City



03

Top 10 Stores in Terms Of Incremental Revenue (IR) generated



STORE PERFORMANCE ANALYSIS

04 Abbreviations

05 Incremental Revenue OR) Performance by City

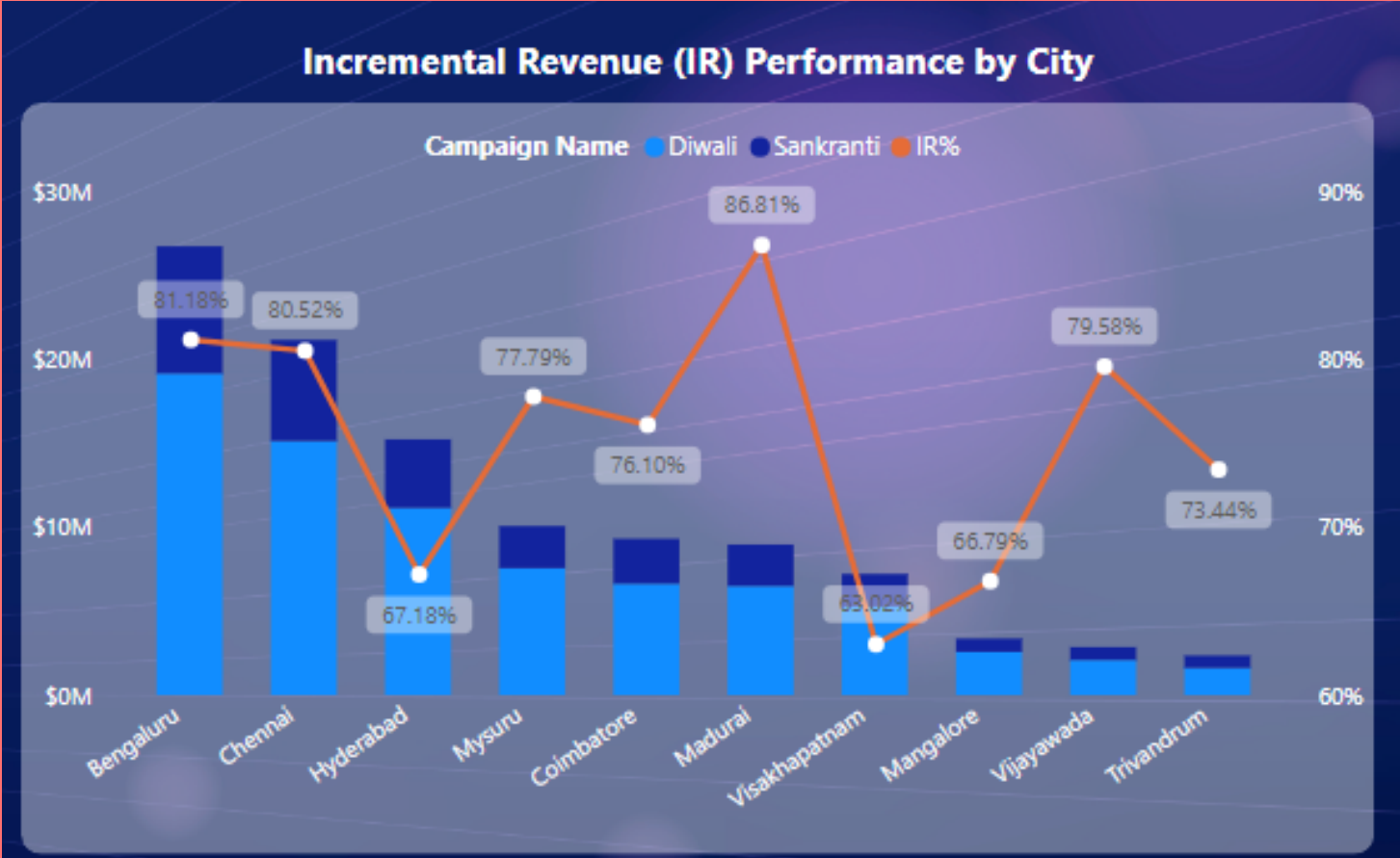
04

Incremental Revenue (IR) Performance by Promotional Offers								
Promotional Offers	QTY Before	QTY After	Revenue Before	Revenue After	ISU	ISU%	IR	IR%
BOGOF	58K	215K	26M	47.62M	157K	269.98%	\$21.69M	83.68%
500 Cashback	22K	63K	67M	157.95M	41K	183.33%	\$91.05M	136.11%
33% OFF	63K	91K	37M	34.98M	27K	43.04%	(\$1.56M)	-4.28%
50% OFF	21K	28K	2M	1.44M	7K	32.63%	(\$0.73M)	-33.60%
25% OFF	44K	38K	9M	6.00M	-6K	-12.99%	(\$3.17M)	-34.61%

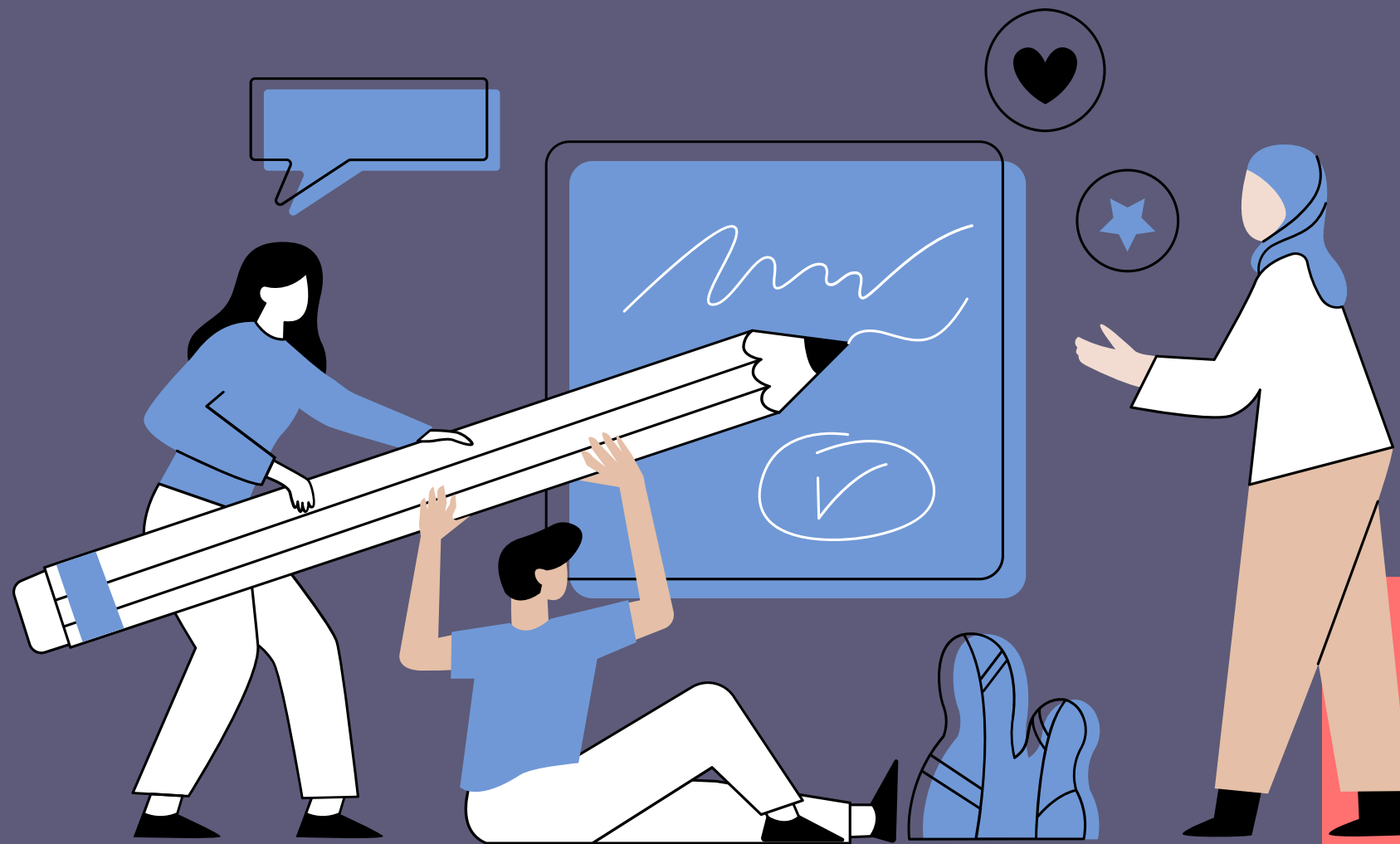
Note:-

1. More money is made with 500 Cashback.
2. In terms of sold quantity, BOGOF is best.
3. Sales volume rises when 33% and 50% off are applied, but revenue declines.
4. A 25% OFF deal failed to draw in any customers.

05



PROMOTIONAL ANALYSIS



A method for measuring how effective a retailer's promotions are at achieving their goals.



PROMOTIONAL ANALYSIS

01 Promotion Types with Highest Incremental Revenue

02 Bottom 2 promotion Types in Terms of Impact on ISU

ISU – Incremental Sold units
IR – Incremental Revenue
BOGOF – Buy One Get One Free

01

Promotion Types with Highest Incremental Revenue

promo_type	IR	ISU	revenue_after	revenue_before	IR%	ISU%
500 Cashback	\$27.56M	12K	43.86M	16M		
BOGOF	\$6.28M	42K	12.13M	6M		
33% OFF	(\$0.13M)	7K	8.16M	8M		
50% OFF	(\$0.16M)	2K	0.34M	1M		
25% OFF	(\$0.72M)	-1K	1.35M	2M		
Total	\$32.83M	62K	65.83M	33M	99.50%	128.66%

02

Bottom 2 Promotion Types in Terms of Impact on ISU

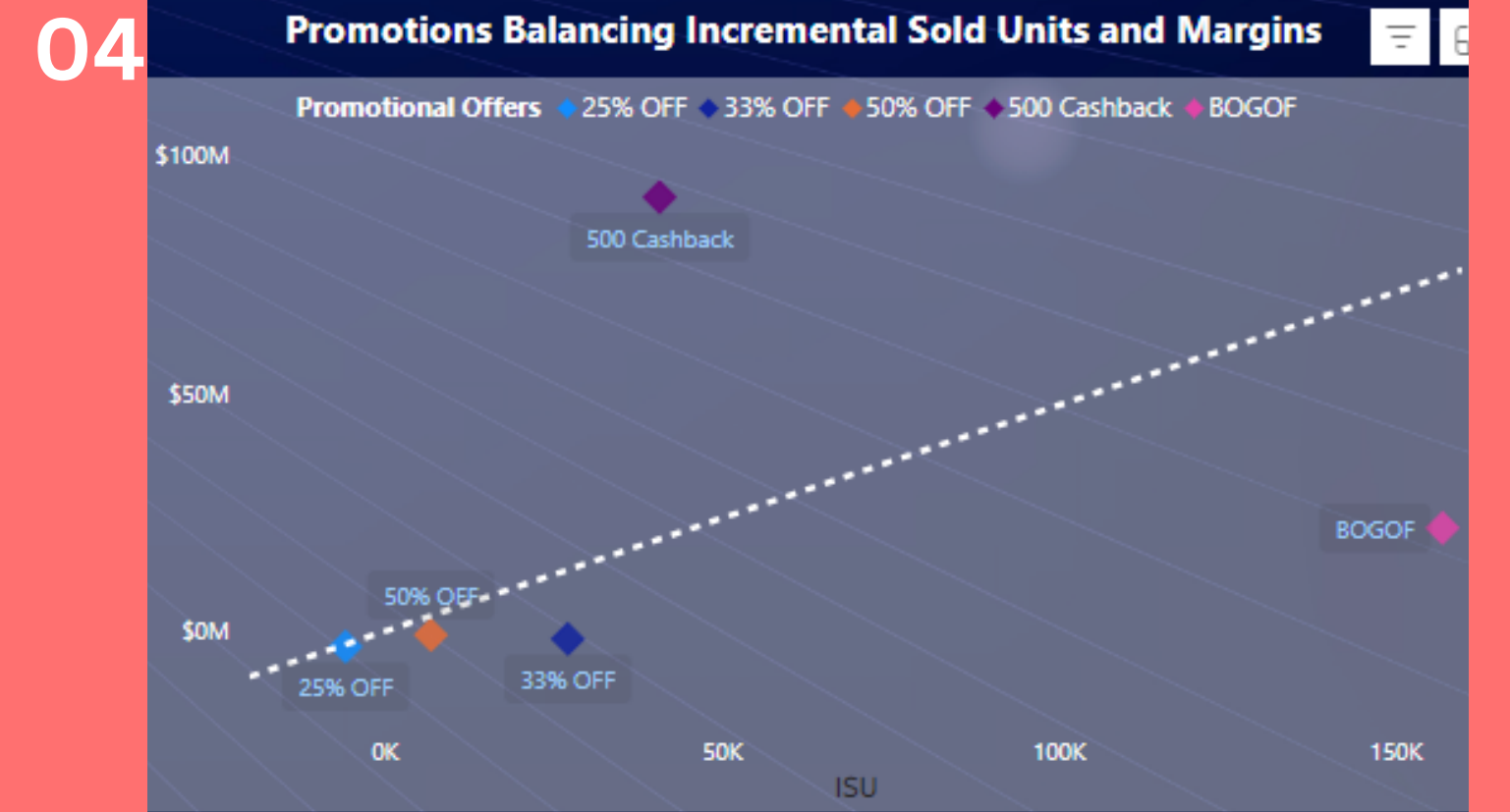
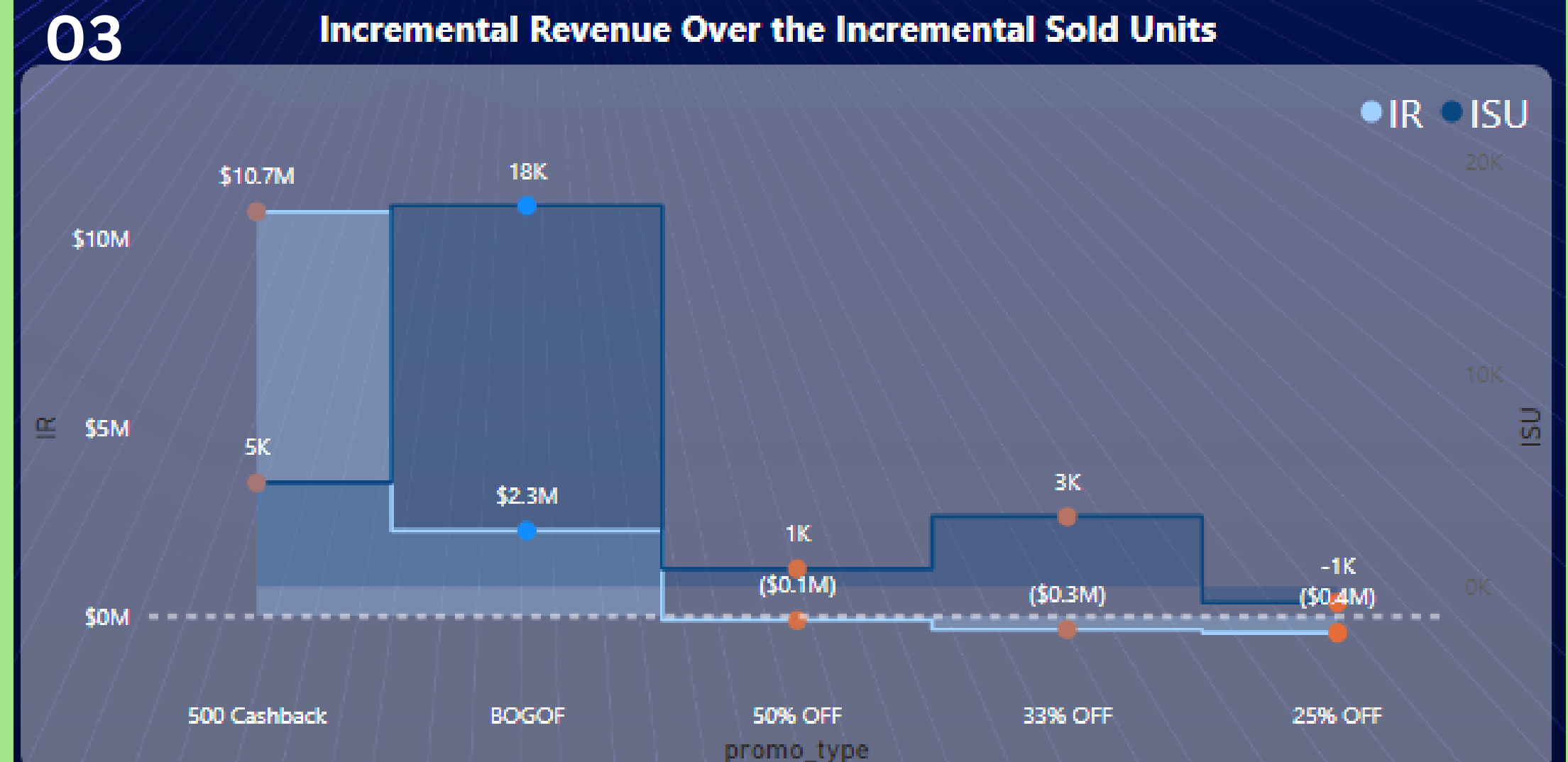


PROMOTIONAL ANALYSIS

03 Incremental Revenue Over the Incremental Sold Units

04 Promotions Balancing Incremental Sold Units and Margins

ISU – Incremental Sold units
IR – Incremental Revenue
BOGOF – Buy One Get One Free



PRODUCT AND CATEGORY ANALYSIS



To address the Product and Category Analysis to utilize various visualizations

PROMOTIONAL ANALYSIS

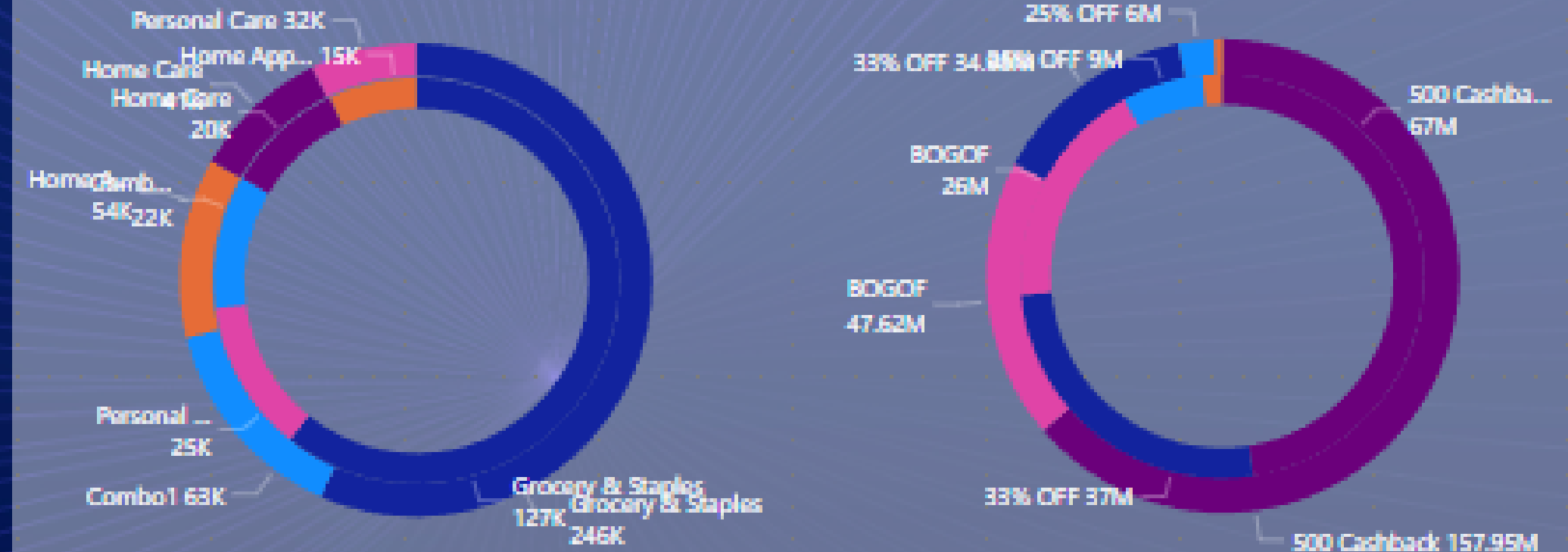
01 Revenue Over the Quantity

02 Promotion Types in Terms Of Impact on Category

ISL - Incremental Sold units
IR - Incremental Revenue
BOGOF - Buy One Get One Free

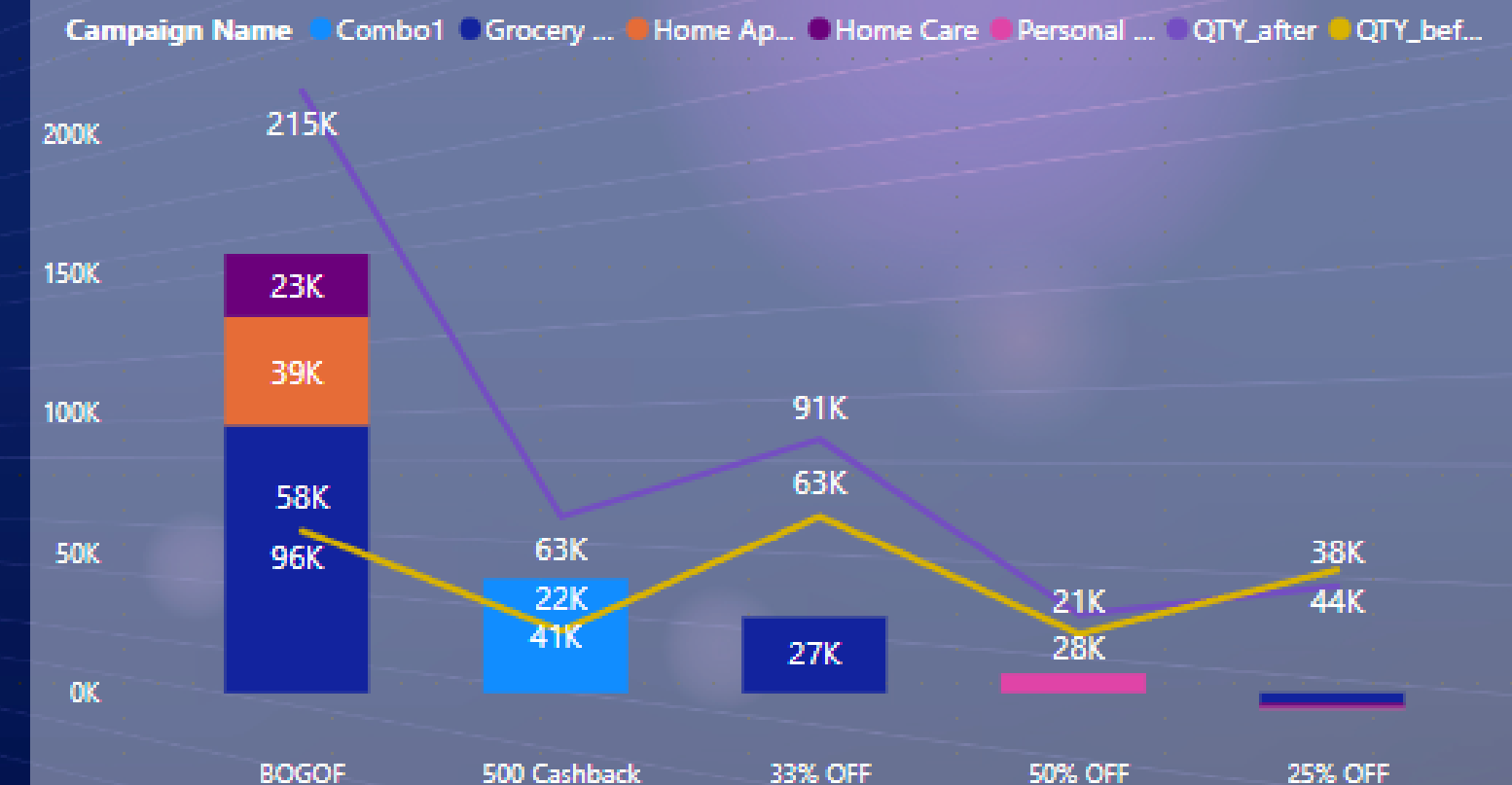
01

Revenue Over the Quantity



02

Promotion Types in Terms of Impact on Category



PROMOTIONAL ANALYSIS

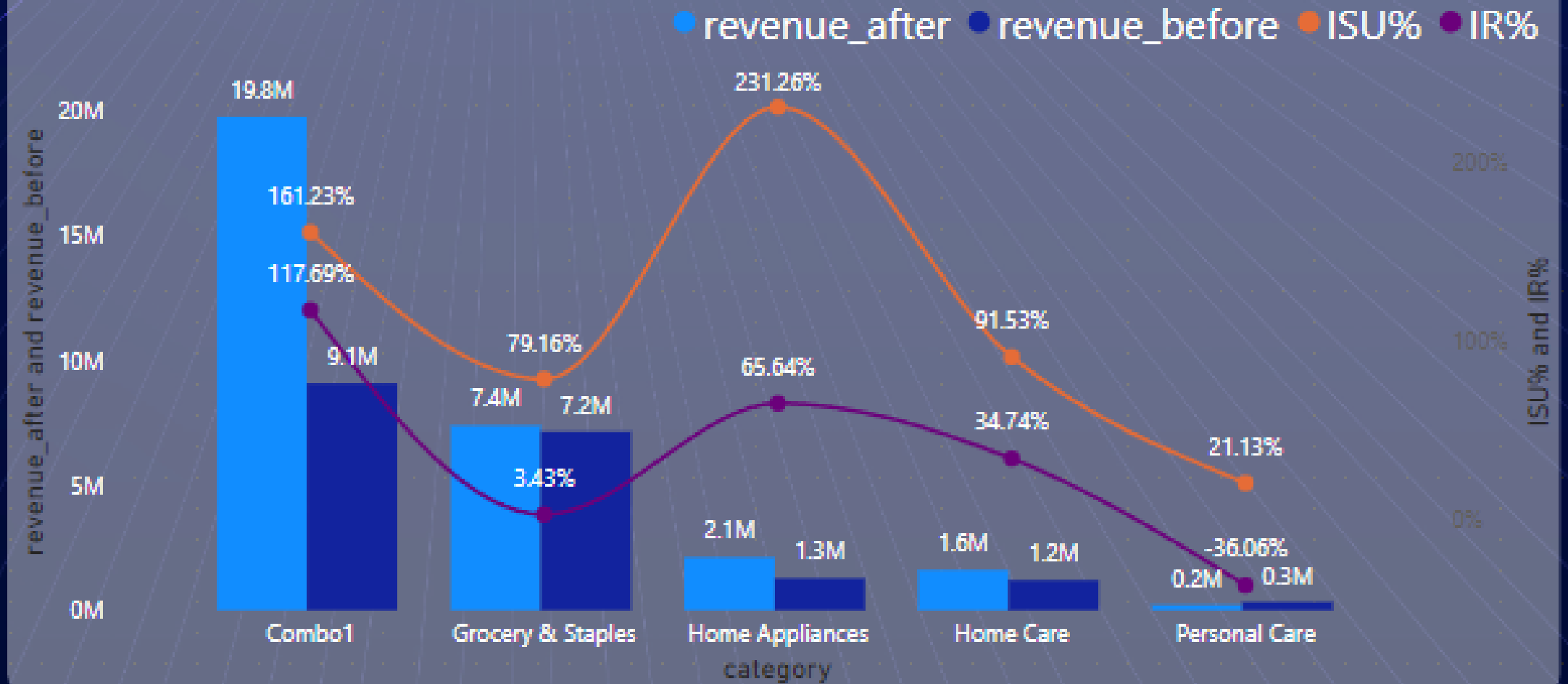
01 ISR% and IR% Over Category

02 Specific Products Resporue To Promotions

ISU – Incremental Sold units
IR – Incremental Revenue
BOGOF – Buy One Get One Free

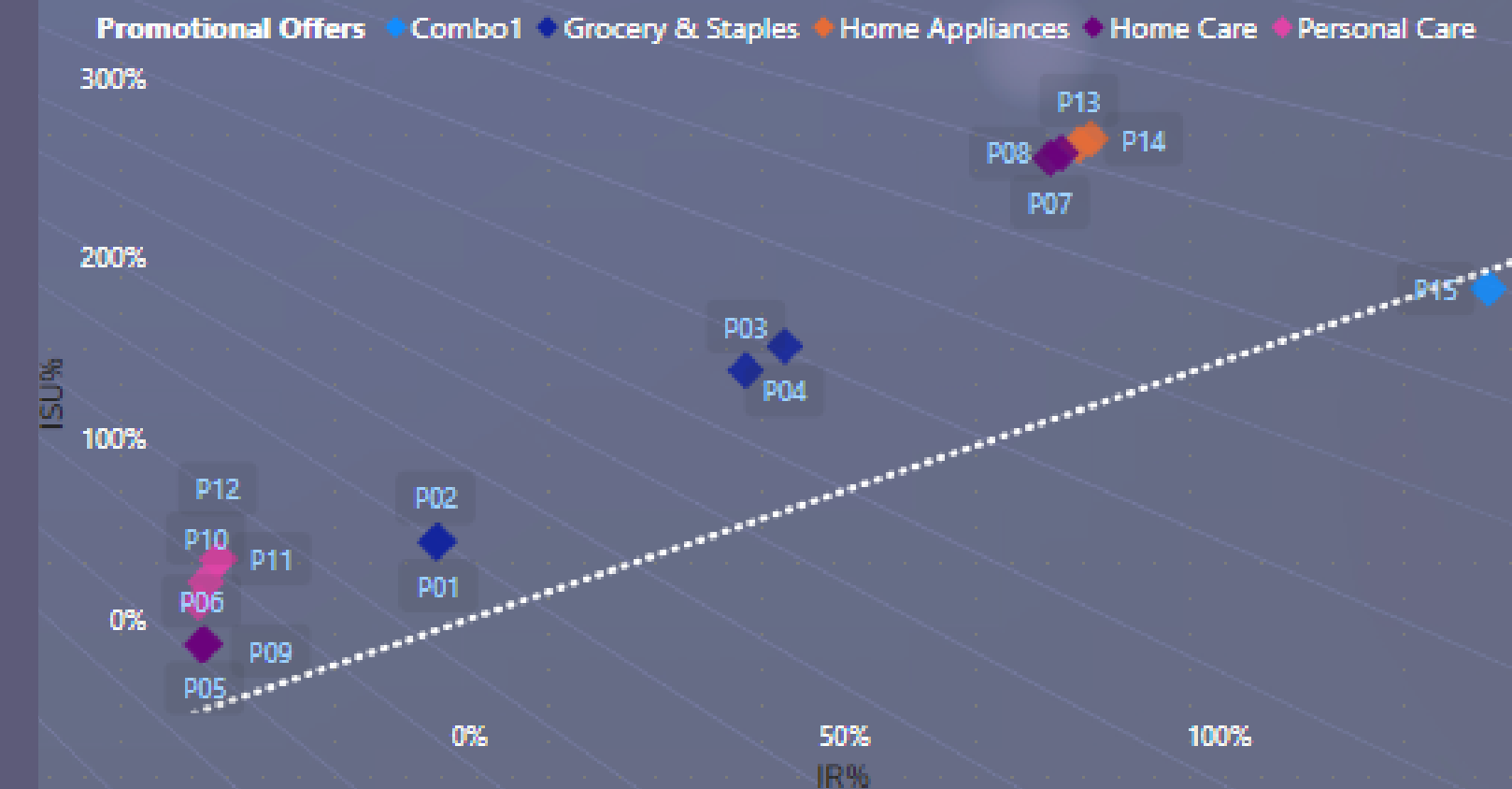
01

ISR% and IR% Over Category



02

Specific Products Response To Promotions



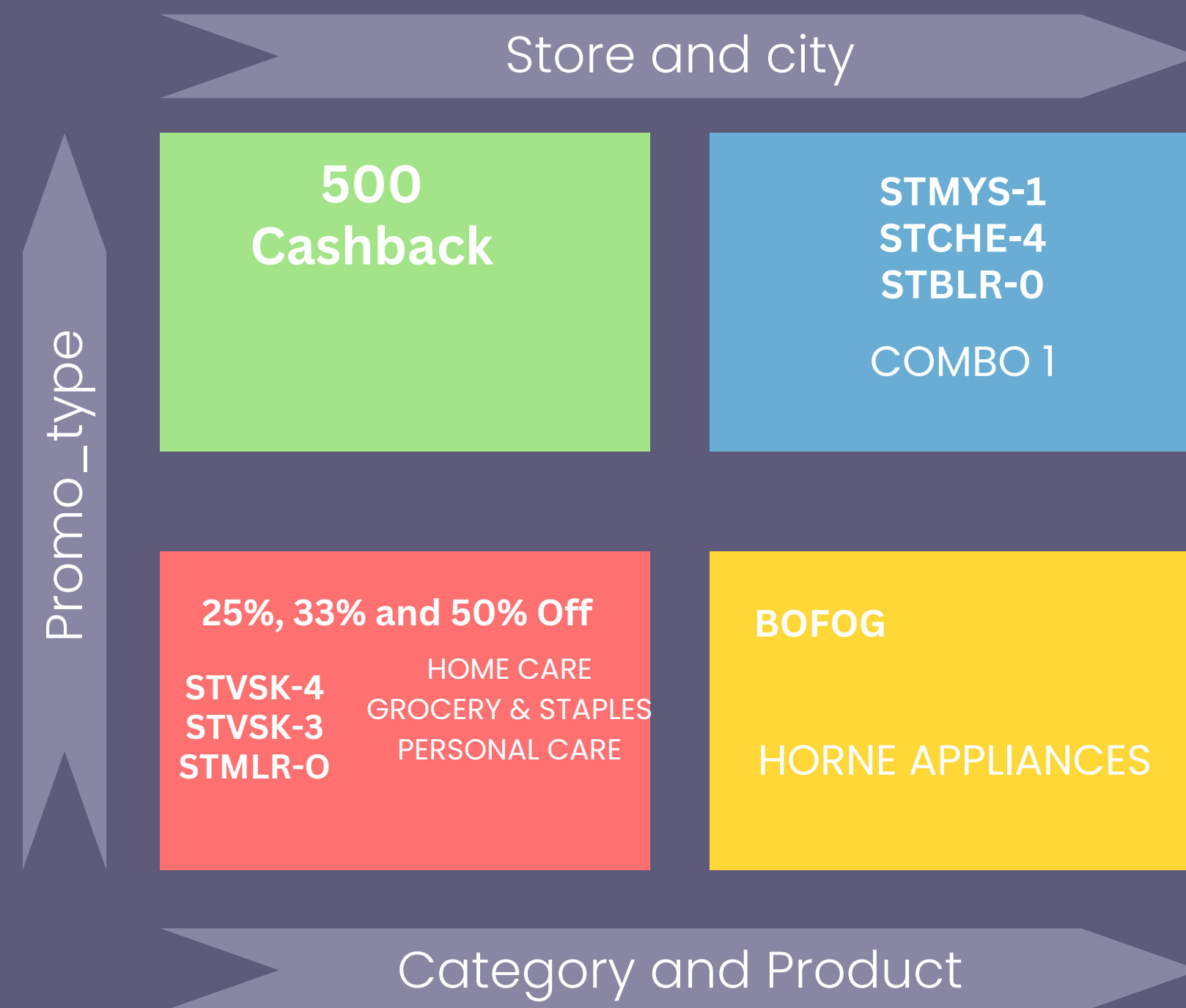
INSIGHTS AND CONCLUSION

01 Store
Performance

02 Promotional
Analysis

03 Category and
Product Analysis

- MORE MONEY IS MADE WITH 500 CASHBACK.
- IN TERMS OF SOLD QUANTITY, BOGOF IS BEST.
- SALES VOLUME RISES WHEN 33% AND 50% OFF ARE APPLIED, BUT REVENUE DECLINES.
- A 25% OFF DEAL FAILED TO DRAW IN ANY CUSTOMERS.



FEEDBACK

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FEEDBACK PLEASE

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