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AtliQ Mart



AtliQ Mart

Domain : (FMCG)

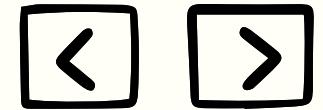
Promotional Sale Analysis Report -

Data Analyst - Ashish Kushwaha (Peter Pandey)





Presentation Overview -



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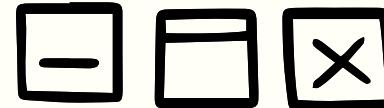
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Introduction

Atliq Mart is a retail **giant** and a distinguished supermarket store brand. they offer an extensive range of top-quality products with over **50 supermarket** outlet in the **southern region of india**.



AtliQ Mart

Domain is : FMCG



Problem Statement -



To Analyse Promotions and Provide Understandable Insights to Bruce Haryali (sales director).

During the festive seasons of Diwali 2023 and Sankranti 2024, they conducted extensive promotions on their branded products.

Over 50 SuperMarket they ran promotions during festival

The sales director, Bruce Haryali, is seeking key insights on sales trends during promotions to plan for the upcoming promotional period. This is very essential for understanding the effectiveness of their promotions.

My manager Tony was busy on another critical project so, i got this task to complete.

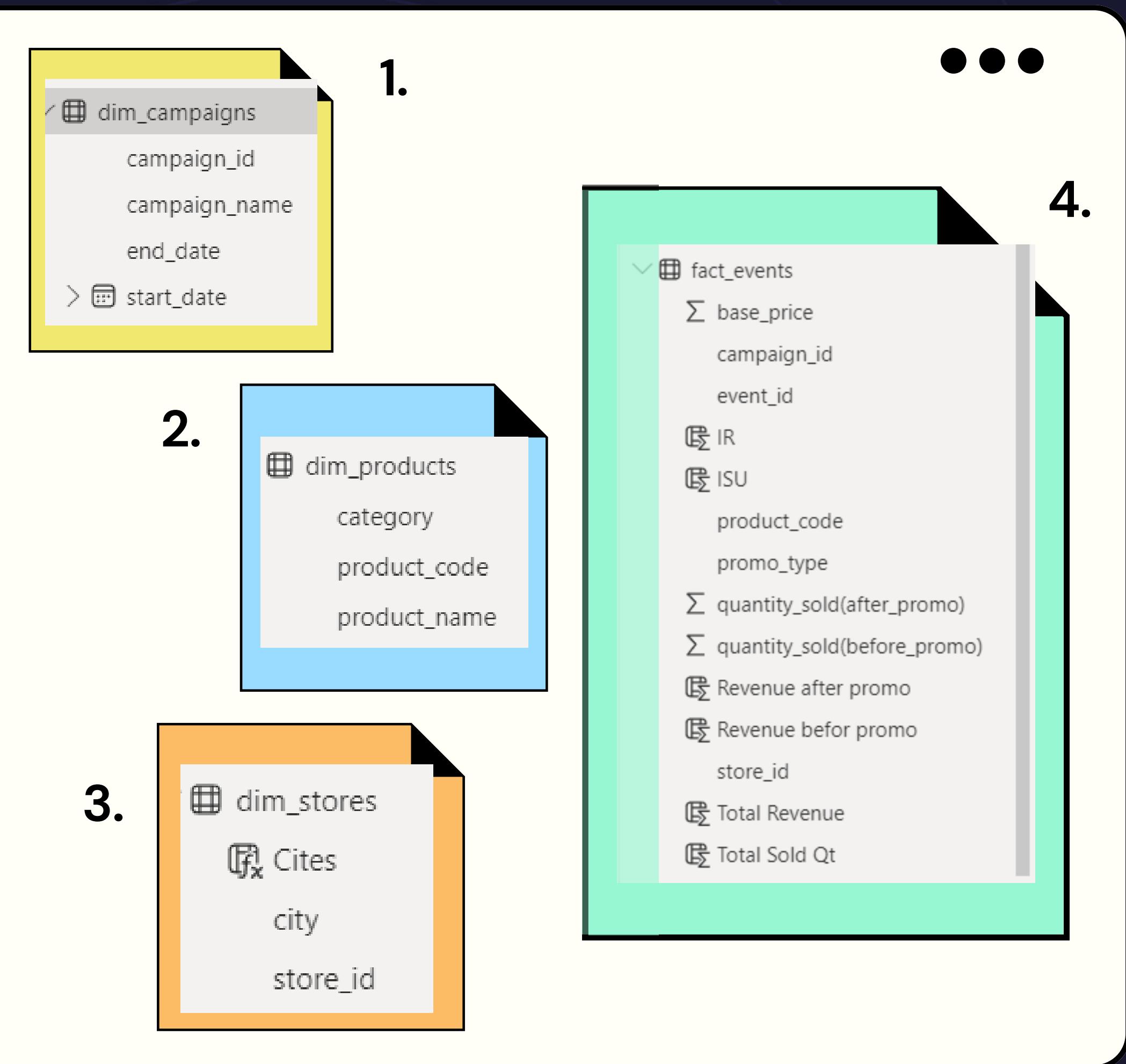
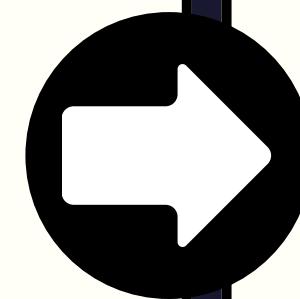
- I'm Peter Pandey



DataSet Overview

Meta information regarding the columns.

1. **dim_campaigns**
2. **dim_products**
3. **dim_stores**
4. **fact_events**



Insights & Metrics

Store Performance Analysis -

Metrics

IR - Incremental Revenue

IR = fact_events[Revenue after promo] - fact_events[Revenue before promo]

ISU - Incremental Sold Unit

ISU = fact_events[quantity_sold(after_promo)] - fact_events[quantity_sold(before_promo)]

1 - Top 10 stores who have high IR from promotions.

Sum of IR by store_id and city

STMYS-1	STBLR-0	STBLR-6	STMYS-3	STCHE-6
Mysuru 6.45M	Bengaluru 6.16M	Bengaluru 6.01M	Mysuru 5.72M	Chennai 5.32M
STCHE-4	STBLR-7	STCHE-7	STCHE-3	STBLR-3
Chennai 6.32M	Bengaluru 6.12M	Chennai 6.00M	Chennai 5.71M	Bengaluru 5.21M

2 - Bottom 10 stores in terms of ISU during promotion.

Sum of ISU by store_id and city

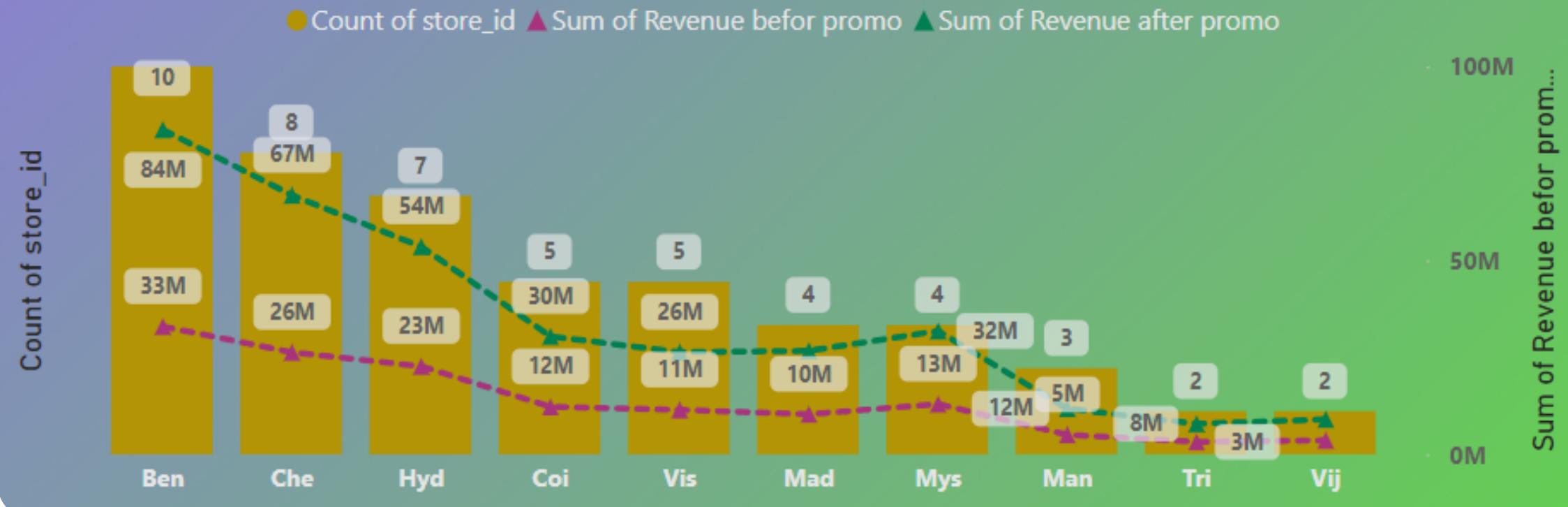
STVJD-0	STMLR-1	STTRV-0	STTRV-1	STVSK-3
Vijayawada 3.05K	Mangalore 2.78K	Trivandrum 2.73K	Trivandrum 2.60K	Visakhapatnam 2..
STCBE-4	STVJD-1	STMLR-2	STVSK-4	STMLR-0
Coimbatore 2.93K	Vijayawada 2.76K	Mangalore 2.66K	Visakhapatnam 2.47K	Mangalore 1.95K

Insights & Metrics

Store Performance Analysis -

3 - How does the store performance vary by city?.

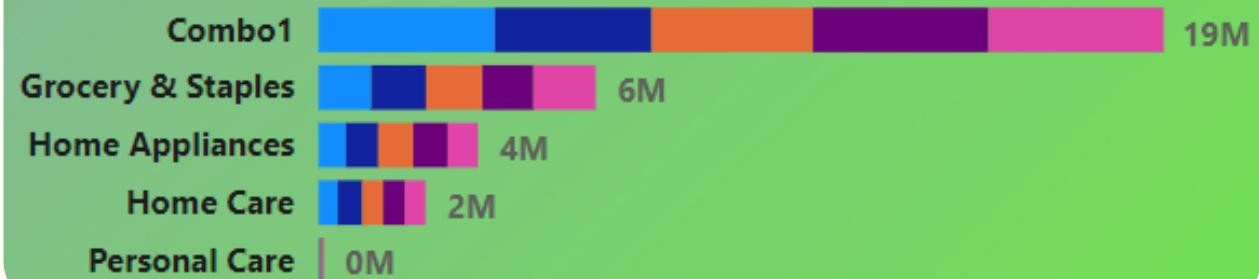
Count of store_id, Sum of Revenue before promo and Sum of Revenue after promo by Cities



4 - Is there any common characteristics btw the top performing stores?.

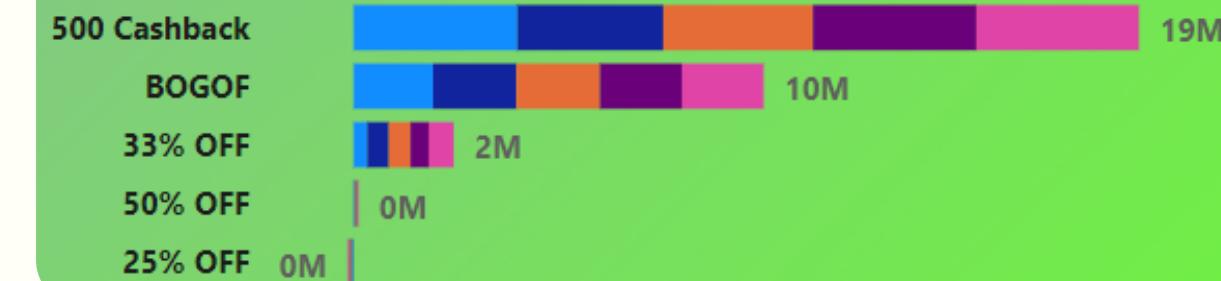
Sum of IR by category and store_id

store_id ● STBLR-0 ● STBLR-6 ● STBLR-7 ● STCHE-4 ● STMYS-1



Sum of IR by promo_type and store_id

store_id ● STBLR-0 ● STBLR-6 ● STBLR-7 ● STCHE-4 ● STMYS-1



Insights & Metrics

Store Performance Analysis -

- Total revenue and sold quantity during Diwali promotion.

207.46M
Sum of Revenue after...

183.40K
Sum of quantity_sold...

125M
Sum of IR

73K
Sum of ISU

- Total revenue and sold quantity during Sankranti promotion.

140.40M
Sum of Revenue after...

252.07K
Sum of quantity_sold...

82M
Sum of IR

153K
Sum of ISU

- Collective revenue and sold Qty. in both promotions.

347.86M
Sum of Revenue after...

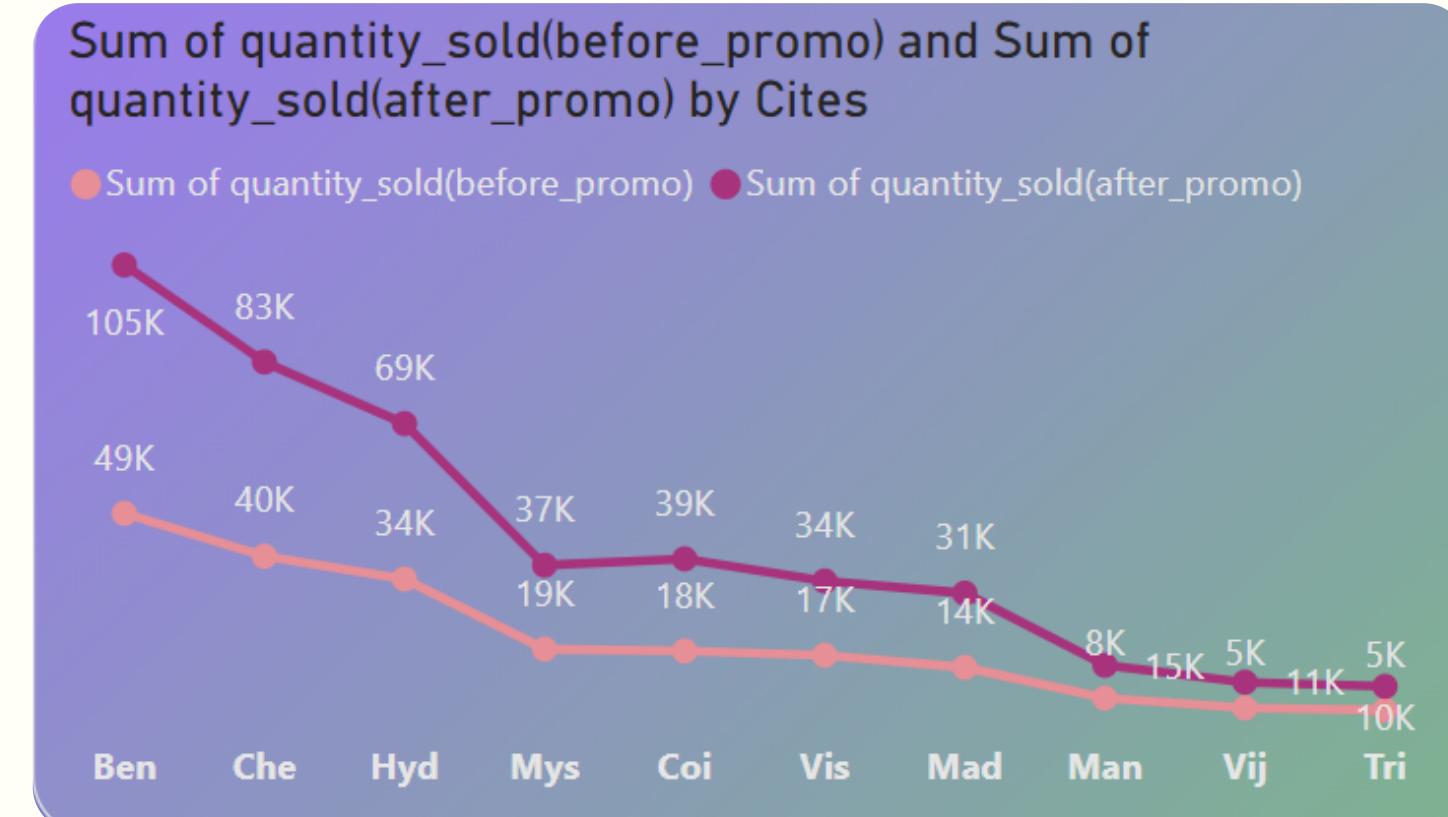
435.47K
Sum of quantity_sold...

207M
Sum of IR

226K
Sum of ISU

- Difference btw sold Qty. before and after the promotions by cities.

- Top performer cities** - Bangalore, Chennai, and Hyderabad followed by Mysuru in revenues and sales.
- Bottom performer cities** - Trivandpuram, Vijayawada, and Mangalore in sales and revenues.
- In Incremental revenue** - Mysuru - 1, Chennai - 1, and Bangalore - 3, stores in terms of incremental revenue
- In Bottom ISU** - Vijayawada, Coimbatore, and Mangalore
- Top IR stores** - STMYS-1 (Mysuru), STCHE-4 (Chennai), STBLR-0 (Bangalore)
- Top ISU stores** - STVJD-0 (Vijayawada), STCBE-4(Coimbatore), STMLR-1 (Mangalore).
- Around 100% difference is shown in sales across all the cities.

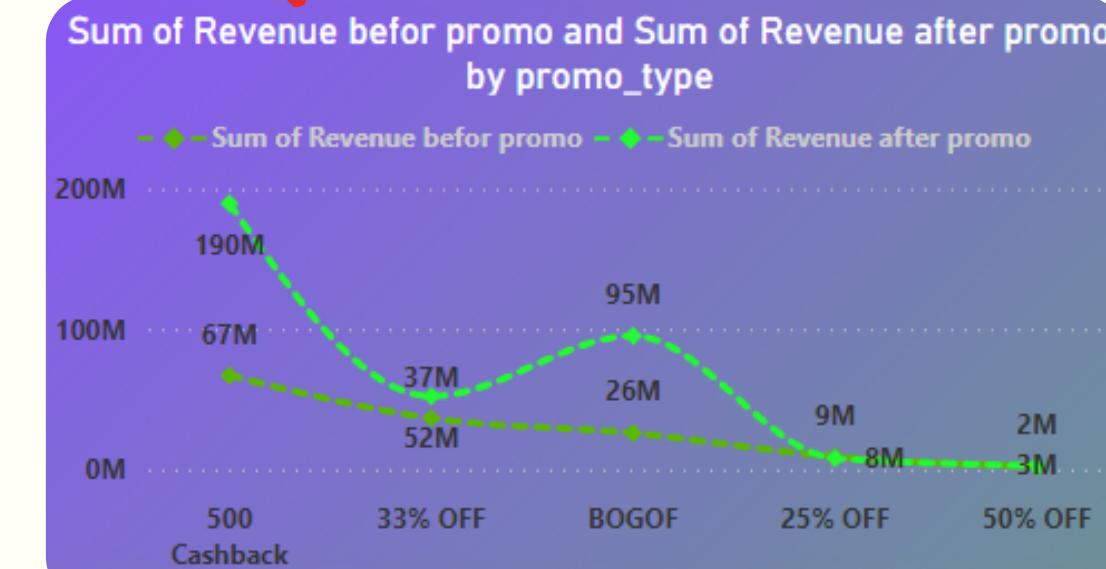


Insights & Metrics

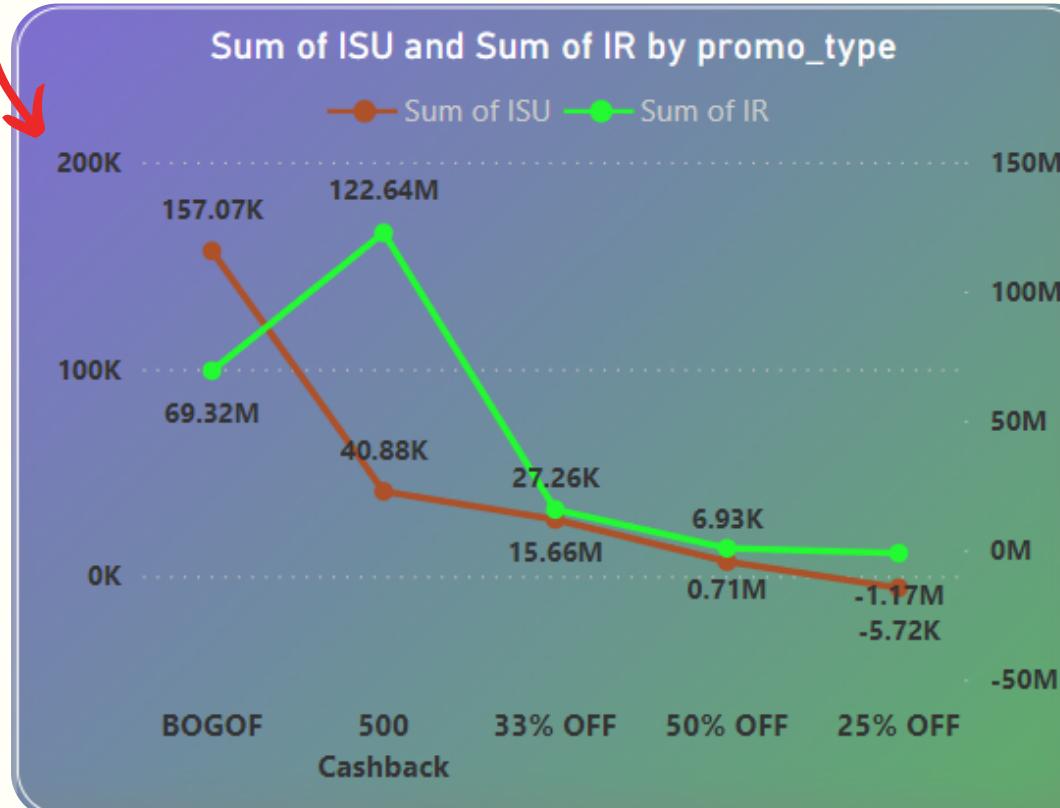
Promotional Analysis -

- 500 Cashback and BOGOF (buy one get one free) are the top performer promo type in IR followed by 33% off.

Top 2 performing promo type in term of IR



Bottom 2 performing promo type in terms of ISU



- Yes, 2 promo types fall badly in promotion in terms of ISU.
- **25% and 50%** discount promo were not very effective in the promotion so the suggestions will be to discontinue this problem in your next festive season.
- Customers showing more **interest** in BoGOF, than 500 cashback.

Noticeable difference in performance btw the promo type in promotions.

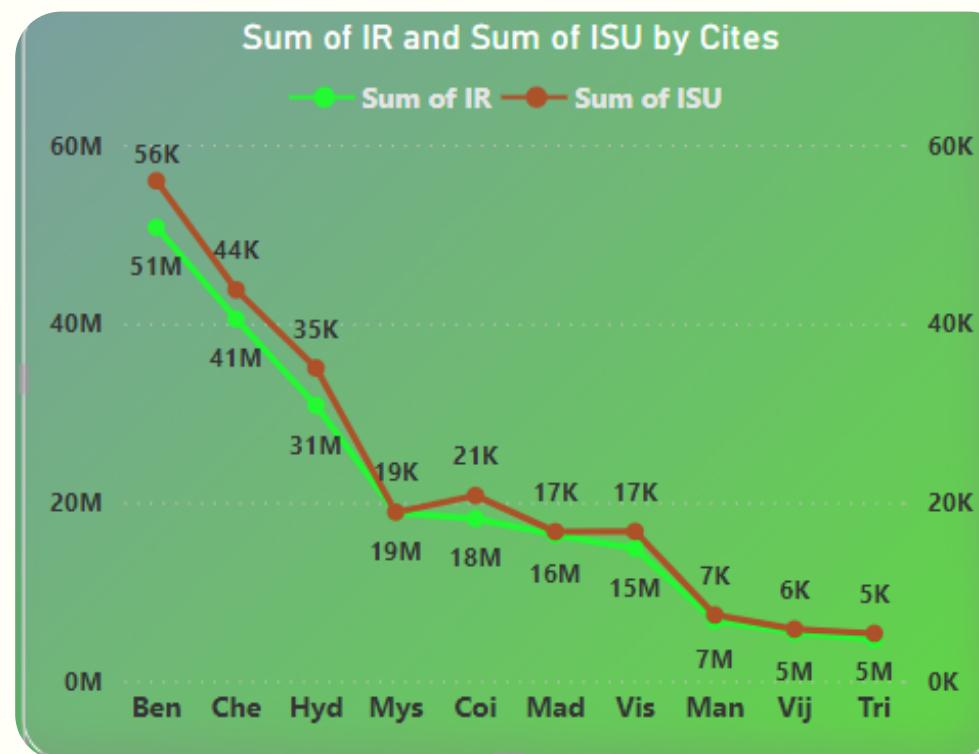
- BOGOF has a high **ISU** but less margin.
- CashBack promo has less **ISU** but the highest margin among the promo types.
- Discount-based promo types are the lowest performance in promotions.

(500 Cashback and BOGOF strikes best in maintaining high margin and incremental sold quantity.)

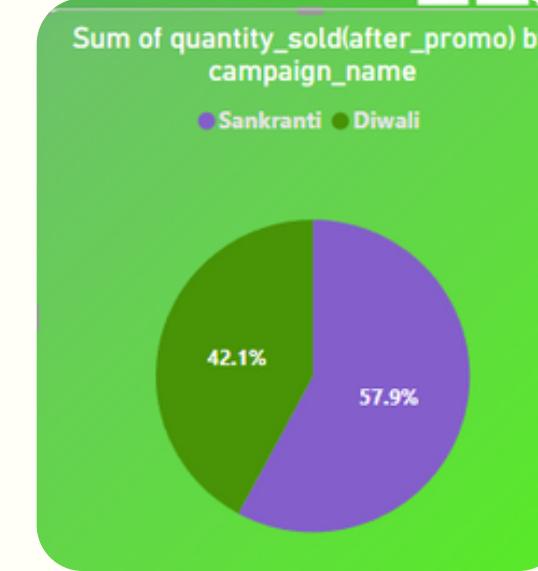
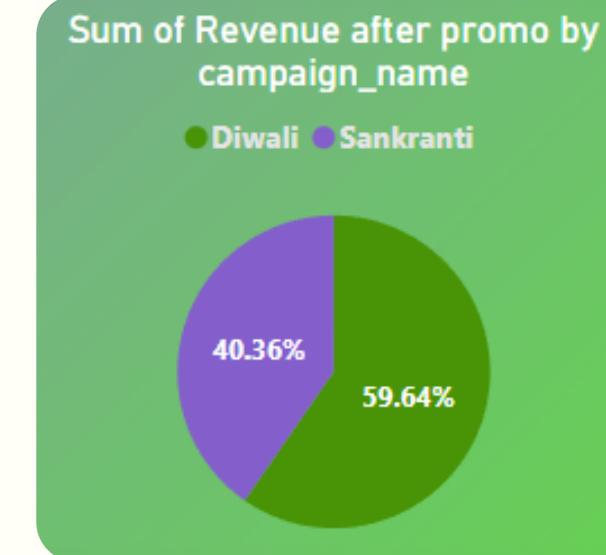
Insights & Metrics

Promotional Analysis -

- Diwali beats the Sankranti in terms of revenue during the promotional season.
- The Diwali campaign was led by highly-margin products with the help of 500 cashback promo type, which had fewer sold units.



Campaign revenue & sales after promotion -



- Bangalore, Chennai, and Hyderabad are the top-performing cities in terms of incremental revenue and sold units.

Suggestions -

- The placing of the product and section of these Promo types in your store can be a factor that decreases the performance of these promotional offers.
- Instead of a **discount** offer we can have hundred 200 and 300 **cashback** offers by replacing the discount it can be increased the **margin** and also the sold quantity.
- We should **increase** the margin of **BOGOF** in the next promotional period.
- Trivandrum, Vijayawada, and Mangalore have very small no. of stores, Open more stores in these cities.

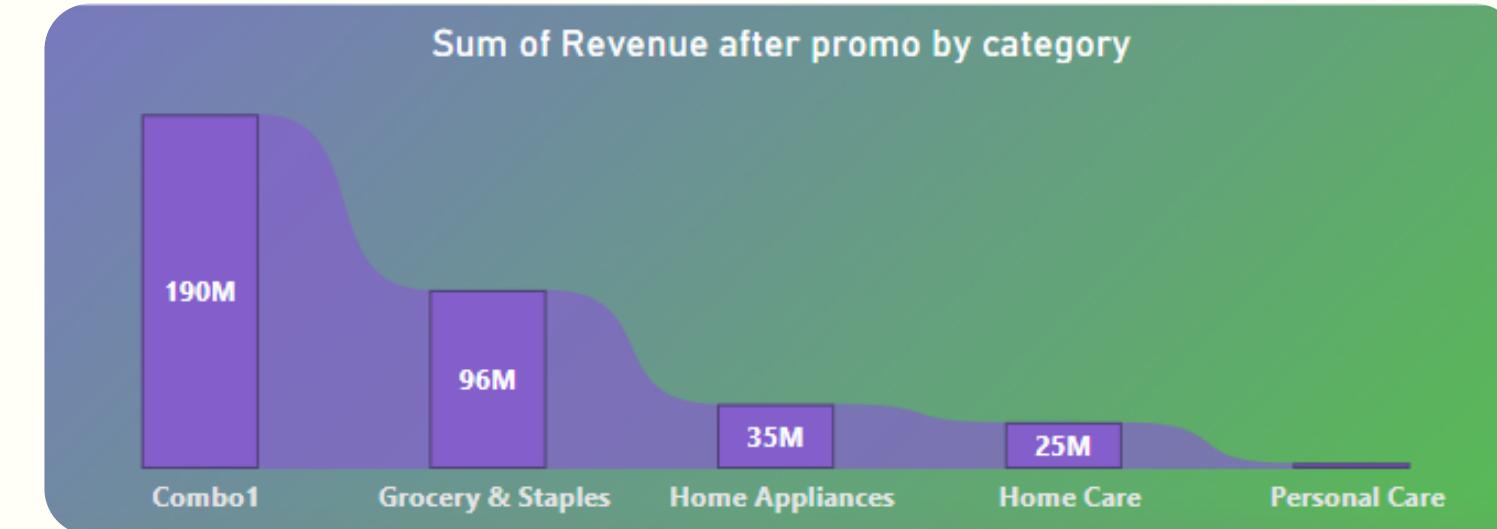
Insights & Metrics

Product & Category Analysis

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Which product category has the most significant lift in the promotional sale

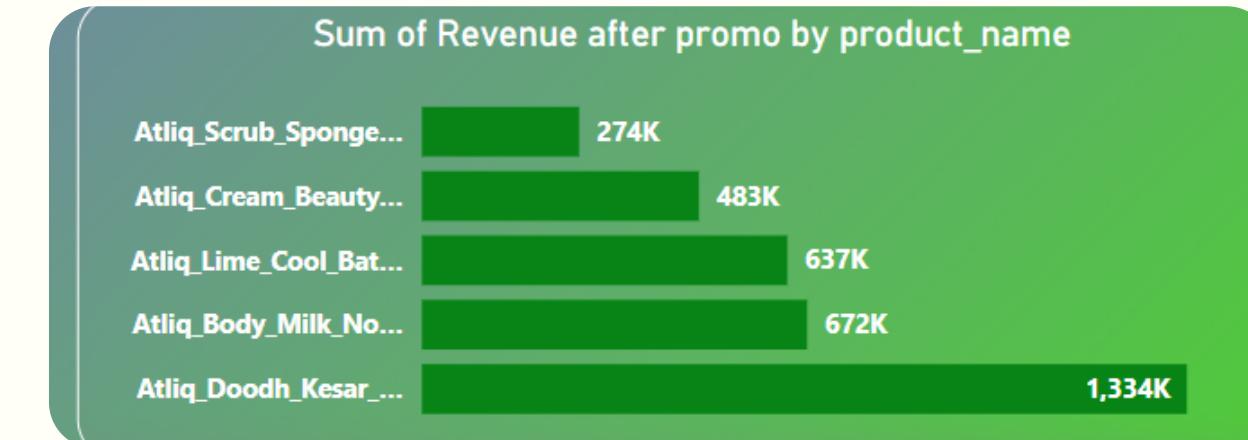
- Combo1 and Grocery & staples shows the highest lift during the promotions.
- Combo1 category has only one product (Atliq_Home_Essential_8_Product_Combo) which is leading in terms of revenue after the promotion.



Top performing products in the promotion



Poor performing products in the promotion



- After Home Essential 8, sonamasuri rice and farm chakki atta are high-revenue products
- Scrub sponge , cream beauty bathing soap 125gm and Cool lime bathing bar are poor performing in revenue.

Insights & Metrics

Product & Category Analysis

Correlation btw the category and the promo type.

- The Combo1 category was exclusively available in the 500 cashback promotion. With the highest revenue of 189 M.
- The grocery and staples category featured promotions with discounts of 25% off, 33% off, and buy one, get one free (BOGOF).
- Home appliances were exclusively promoted with a buy one, get one free (BOGOF) offer.
- The home care category had promotions offering discounts of 25% off and buy one, get one free (BOGOF).
- Lastly, the personal care category included promotions with discounts of 25% off and 50% off.

IR of promo types by category						
promo_type	Combo1	Grocery & Staples	Home Appliances	Home Care	Personal Care	Total
25% OFF		-0.37%		-0.17%	-0.03%	-0.57%
33% OFF		7.56%				7.56%
50% OFF					0.34%	0.34%
500 Cashback	59.20%					59.20%
BOGOF		13.39%	12.14%	7.93%		33.46%
Total	59.20%	20.58%	12.14%	7.77%	0.32%	100.00%

Revenue after promo of category by promo types						
category	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF	Total
Combo1				189.54M		189.54M
Grocery & Staples	5.61M	52.20M			37.80M	95.62M
Home Appliances					34.63M	34.63M
Home Care	2.13M				22.81M	24.94M
Personal Care	0.25M		2.87M			3.13M
Total	8.00M	52.20M	2.87M	189.54M	95.24M	347.86M

- The promotional offer of a 25% discount is perceived negatively within the categories of grocery & staples, home care, and personal care on the Incremental revenue
- Stop 25% OFF promo type and try to introduce with the cashback offer.
- 500 Cashback promo type shows 59% hike in combo1 category on IR.

••• Cashback Reward is much more effective than the discount.

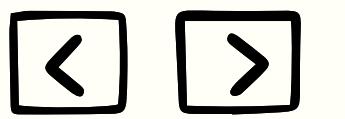
••• Discounts are hidden and indirect to customers but the cashback is direct and instant while purchasing

Conclusions & Recommendations



1. During Diwali, the 500 cashback promo type significantly boosts incremental revenue.
2. The Diwali campaign primarily featured the sale of high-margin products.
3. The (Home Essential8 product combo) stands as the sole product within the 500 cashback promo type.
4. The BOGOF and 33% OFF promotional types were the most lucrative in revenue during the Sankranti campaign.
5. Despite lower margins, the Sankranti campaign outperformed the Diwali campaign in terms of Sold Qty.
6. Utilize the 500 cashback promotional types, (for different products it can vary)
7. Mysuru city stores sell a higher quantity compared to the stores in Coimbatore, Madurai, and Vishakhapatnam. Despite having fewer stores than these cities, Mysore is performing exceptionally well. Consider opening more stores in the city to increase revenue.
8. Try to avoid % discount-based promo. instant of this flat discount or cashback promo type can be preferable.
9. BOGOF – Low margin and 500 Cashback – High margin promo type in the campaign.

Thank You



**Hemanand
Vadivel**

**Dhaval
Patel**

The entire team @codebasics. ↴

AtliQ Mart

Promotional Sale Analysis

Report -

Data Analyst - Ashish Kushwaha (Peter Pandey)

AtliQ Mart

Domain : (FMCG)