



AtliQ Mart

Promotional Sale Analysis Report

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AtliQ Mart

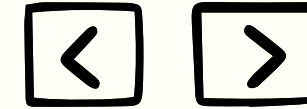
Domain : (FMCG)

Using **SQL** Database – MySQL

SALE



Presentation Overview -



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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**.



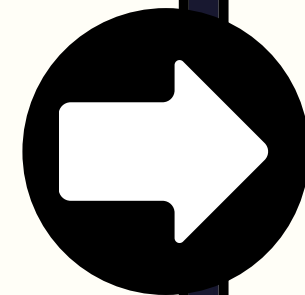
AtliQ Mart

Domain is : FMCG

DataSet Overview

Meta information regarding the columns.

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



1.

✓	dim_campaigns
	campaign_id
	campaign_name
	end_date
>	start_date

2.

	dim_products
	category
	product_code
	product_name

3.

	dim_stores
	Cites
	city
	store_id

4.

✓	fact_events
	Σ base_price
	campaign_id
	event_id
	IR
	ISU
	product_code
	promo_type
	Σ quantity_sold(after_promo)
	Σ quantity_sold(before_promo)
	Revenue after promo
	Revenue befor promo
	store_id
	Total Revenue
	Total Sold Qt

Question 1

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.

Answer -

SQL query -

```
SELECT distinct(product_name), base_price FROM dim_products AS P
INNER JOIN fact_events AS E ON P.PRODUCT_CODE = E.PRODUCT_CODE
WHERE E.base_price > 500 AND promo_type = "BOGOF"
```

Result -

Result Grid			Filter Rows:	Export:
	product_name	base_price		
▶	Atliq_Double_Bedsheet_set	1190		
	Atliq_waterproof_Immersion_Rod	1020		



Question 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, 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.

Answer -

SQL query. -

```
SELECT city , COUNT(store_id) as store_count FROM dim_stores
GROUP BY city
ORDER BY store_count desc;
```

Result -

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



Question 3

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, total revenue(before_promotion), total revenue(after_promotion). This report should help in evaluating the financial impact of our promotional campaigns. (Display the values in millions)

Answer -

SQL_query -

```
SELECT campaign_name, ROUND(sum(base_price * `quantity_sold(before_promo)`)/1000000,2) as  
'Total_Revenue(before_promo) in M'  
, ROUND(sum(base_price * `quantity_sold(after_promo)`)/1000000,2) as 'Total_Revenue(after_promo) in M'  
FROM dim_campaigns as cp  
INNER JOIN fact_events as fe ON cp.campaign_id = fe.campaign_id  
group by campaign_name
```

Result -

Result Grid Filter Rows: Export: Wrap Cell Content:			
	campaign_name	Total_Revenue(before_promo) in M	Total_Revenue(after_promo) in M
▶	Sankranti	58.13	140.40
	Diwali	82.57	207.46



Question 4



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.

Answer -

SQL query -

```
SELECT category, ROUND(((sum(`quantity_sold(after_promo)`) - sum(`quantity_sold(before_promo)`) ) /  
sum(`quantity_sold(before_promo)`) ) * 100, 2) as 'ISU%'  
, RANK () OVER (order by ((sum(`quantity_sold(after_promo)`) - sum(`quantity_sold(before_promo)`) ) /  
sum(`quantity_sold(before_promo)`) ) desc) AS rnk  
FROM dim_products as p  
INNER JOIN fact_events as f ON p.product_code = f.product_code  
INNER JOIN dim_campaigns as c ON f.campaign_id = c.campaign_id  
WHERE campaign_name = "Diwali"  
group by category
```

Result -

Result Grid   Filter Rows: <input type="text"/>			
	category	ISU%	rnk
▶	Home Appliances	244.23	1
	Combo1	202.36	2
	Home Care	79.63	3
	Personal Care	31.06	4
	Grocery & Staples	18.05	5



Question 5

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.

Answer -

SQL query -

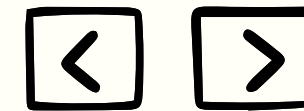
```
SELECT distinct(product_name), (category),  
((base_price*(`quantity_sold(after_promo)`)) - (base_price*  
(`quantity_sold(before_promo)`)) ) *100 / (base_price*  
(`quantity_sold(before_promo)`)) ) as 'IR%',  
RANK () OVER (ORDER BY ((base_price*  
(`quantity_sold(after_promo)`)) - (base_price*  
(`quantity_sold(before_promo)`)) ) *100 / (base_price*  
(`quantity_sold(before_promo)`)) ) DESC ) AS RNK  
FROM dim_products as p  
INNER JOIN fact_events as f ON p.product_code = f.product_code  
INNER JOIN dim_campaigns as c ON f.campaign_id = c.campaign_id  
LIMIT 5
```

Result -

product_name	category	IR%	RNK
Atliq_waterproof_Immersion_Rod	Home Appliances	344.1441	1
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	343.8710	2
Atliq_Double_Bedsheet_set	Home Care	342.8571	3
Atliq_waterproof_Immersion_Rod	Home Appliances	341.7722	4
Atliq_Double_Bedsheet_set	Home Care	341.3043	5



Thank You



The entire team @codebasics. 🌟



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Report -

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