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### Current Challenge:

## Analyse Promotions and Provide Tangible Insights to Sales Director

Every qualified submission gets 15% scholarship on our DA Bootcamp 2.0



**Deadline:** Mar 5, 2024 Online Event

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### Winners - Challenge #8



**1st**  
Saddam  
Ansari



**2nd**  
Karpagameenakshi  
Gurumoorthy



**3rd**  
Ankolla  
Srinath  
Mudhiraj



# Congratulations

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### Current Challenge

Challenge #9: Analyse Promotions and Provide Tangible Insights to Sales Director

Difficulty : 2.5/5 Active

**Domain:** FMCG **Function:** Sales / Promotions

**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 the 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.

Sales director Bruce Haryali wanted this immediately but the analytics manager Tony is engaged on another critical project. Tony decided to give this work to Peter Pandey who is the curious data analyst of AtliQ Mart. Since these insights will be directly reported to the sales director, Tony also provided some notes to Peter to support his work.

#### Task:

Imagine yourself as Peter Pandey and perform the following task to keep up the trust with your manager Tony Sharma.

1. Go through the metadata and analyze the datasets thoroughly. This is the most fundamental step.
  2. Check "Recommended Insights.pdf" – this document contains a few recommendations from your manager Tony.
  3. Design a dashboard with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.
  4. Check "ad-hoc-requests.pdf" - this document includes important business questions posed by senior executives, requiring SQL-based report generation.
- F You need to present this to the sales director – hence you need to create a convincing

### How to Get Started

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₹6300.00

### Data Analytics Bootcamp 2.0: With Practical Job Assistance...

Become a high paying AI enabled data analyst by learning the secrets of the industry taught by two data analysts...

### What will you get?

- ✓ A real-time data analytics project to add to your resume.
- ✓ An opportunity to learn data analytics using business use cases and datasets.

- 5. You need to present this to the sales director. Hence you need to create a convincing presentation with actionable insights.
- 6. You can add more research questions and answer them in your presentation that suits your recommendations.
- 7. Be creative with your presentation, audio/video presentation will have more weightage.

#### Other resources Provided:

- Dataset required to answer preliminary research questions.
- Metadata
- Supporting documents

#### Note:

- We recommend you create a video presentation of ideally 15 minutes or less for the business stakeholders. Additionally, make a LinkedIn post that includes relevant links, your video presentation, and a reflection on your experience while working on this challenge.
- You can check out this example presentation to gain some inspiration: [Sample Presentation Link](#)
- After completing your LinkedIn post, please submit the link in the input box provided below.

Download Problem Files

[Download Files Here](#)

Success and Datacenter.

- ✓ The top 3 submissions will get an attractive prize.
- ✓ Every qualified submission gets an appreciation certificate.
- ✓ Every qualified submission gets 15% scholarship on our premium Data Analytics Bootcamp 2.0

#### For General Queries

Reach out to the Codebasics team at  
the

 [Discord Channel](#)

## Past Challenges

- Challenge #8 : Provide Insights to the Product Strategy Team in the Banking Domain Difficulty : 2.5/5
- Challenge #7 : Analyse Growth and Present Insights to the Telangana Government Difficulty : 2.5/5
- Challenge #6 : Provide Insights to the Marketing Team in Food & Beverage Industry Difficulty : 2/5
- Challenge #5 : Provide Insights to Telangana Government Tourism Department Difficulty : 3/5
- Challenge #4 : Provide Insights to Management in Consumer Goods Domain Difficulty : 2.5/5
- Challenge #3 : Provide Insights to the Executive Team in the Telecom Domain Difficulty : 2.5/5
- Challenge #2 : Generate Insights to Solve a Supply Chain Issue in the FMCG domain Difficulty : 3/5
- Challenge #1 : Provide Insights to the Revenue Team in the Hospitality Domain Difficulty : 2.5/5



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