



# Novy Mart Analysis



# Problem Statement.

Novy 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 of India) on their Novy 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.



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.

|   | Product Name                  |
|---|-------------------------------|
| ▶ | Novy_Double_Bedsheet_set      |
|   | Novy_waterproof_Immersion_Rod |

**Novy Double Bedsheet Set and Novy Waterproof Immersion Rod**, these are the two products where base price is greater than 500 and promo type is 'BOGOF' (Buy One Get One Free.).



Generate a report that provides an overview of the number of stores in each city. The result will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence.

|   | City          | Count of Stores |
|---|---------------|-----------------|
| ► | Bengaluru     | 10              |
|   | Chennai       | 8               |
|   | Hyderabad     | 7               |
|   | Coimbatore    | 5               |
|   | Visakhapatnam | 5               |
|   | Madurai       | 4               |
|   | Mysuru        | 4               |
|   | Mangalore     | 3               |
|   | Trivandrum    | 2               |
|   | Vijayawada    | 2               |

- **Bengaluru** has the highest no of stores **which is 10**.
- Followed by **Chennai** which has the second highest no of stores **which is 8**.
- Followed by **Hyderabad** which has the second highest no of stores **which is 7**.
- And the remaining Cities which are **Coimbatore, Visakhapatnam, Madurai, Mysuru, Mangalore, Trivandrum and Vijayawada** come **between 2 and 5** in terms of no of stores.



Generate a report that displays each campaign along with the total revenue generated before and after the campaign ? The report includes three 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).

|   | Campaign Name | Total_Revenue_Before_Promotion | Total_Revenue_After_Promotion |
|---|---------------|--------------------------------|-------------------------------|
| ► | Diwali        | 82.57                          | 207.46                        |
|   | Sankranti     | 58.13                          | 140.40                        |

- In **Diwali Campaign**, Novy Mart has generated total revenue of **82.57 M** before promotion while **207.46 M** after the promotion meaning a significant **increase 152% in revenue**.
- In **Sankranti Campaign**, Novy Mart has generated total revenue of **58.13 M** before the promotion while **140.40 M** after the promotion meaning a significant **increase 141% in revenue**.



Produce a report that calculates the incremental sold quantity (ISU %) for each category during the Diwali campaign. Additionally, provide rankings for the category based on their ISU %. The report will include three key fields: Category, ISU%, Rank Order.

|   | Category          | ISU %  | RankS |
|---|-------------------|--------|-------|
| ▶ | Home Appliances   | 244.23 | 1     |
|   | Combo1            | 202.36 | 2     |
|   | Home Care         | 79.63  | 3     |
|   | Personal Care     | 31.06  | 4     |
|   | Grocery & Staples | 18.05  | 5     |

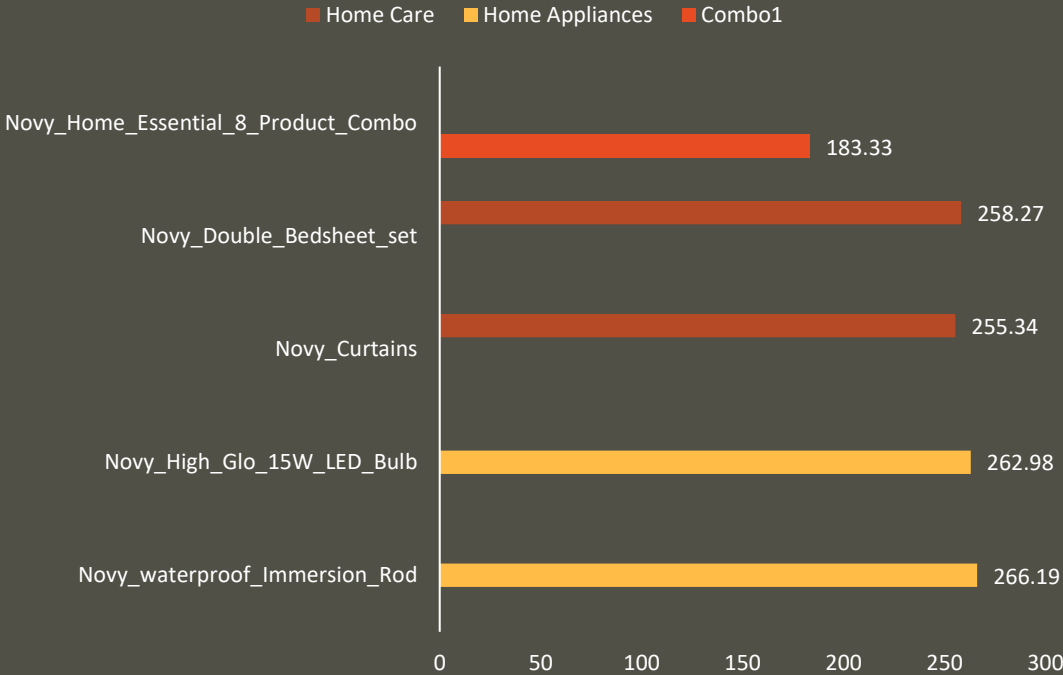
- In Category **Home Appliances** has contributed the highest **ISU % i.e. 244.23 %**.
- Followed by **Combo1** which has contributed the second highest i.e. **202.36 %**.
- Followed by **Home Care** Category which comes 3rd i.e. **79.63 %**.
- Followed by **Personal Care** which comes 4th i.e. **31.06 %**.
- And **Grocery & Staples** which comes 5th which is **18.05 %**.



Create a report featuring the Top 5 Products, ranked by Incremental Revenue Percentage (IRP %), across all campaigns. The report will provide essential information including Product Name, Category, IR %.

|   | Product_Name                        | Category        | IR %   |
|---|-------------------------------------|-----------------|--------|
| ▶ | Novy_waterproof_Immersion_Rod       | Home Appliances | 266.19 |
|   | Novy_High_Glo_15W_LED_Bulb          | Home Appliances | 262.98 |
|   | Novy_Double_Bedsheet_set            | Home Care       | 258.27 |
|   | Novy_Curtains                       | Home Care       | 255.34 |
|   | Novy_Home_Essential_8_Product_Combo | Combo1          | 183.33 |

Product Name by IR % for each Category





Thank You !