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** both are products where the base price is greater than 500 and that are featured in promo type of BOGOF (Buy One Get One Free).

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.

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

➢ There are **10 Stores** in **Bengaluru City** which is **highest**.

➢ Followed by **Chennai city** which has **8 stores** which is **second highest**.

➢ Followed by **Hyderabad city** which has **7 stores** which is **Third highest**.

➢ Followed by **Coimbatore, Visakhapatnam, Madurai, Mysuru, Mangalore, Trivandrum, Vijayawada** which have no. of stores between **2 and 5.**

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)

Campaign Name	Total_Revenue_Before_Promotion	Total_Revenue_After_Promotion
Diwali	82.57	207.46
Sankranti	58.13	140.40

➢**In Diwali Campaign**, the company has generated the **total revenue before promotion which is 82.57m** and **the total revenue after promotion which is 207.46m**. It represents after promotion is **profitable.**

➢**In Sankranti Campaign**, the company has generated the **total revenue before promotion which is 58.13m** and **the total revenue after promotion which is 140.40m.** It represents after promotion is **profitable.**

CODE
B A S I C S

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.
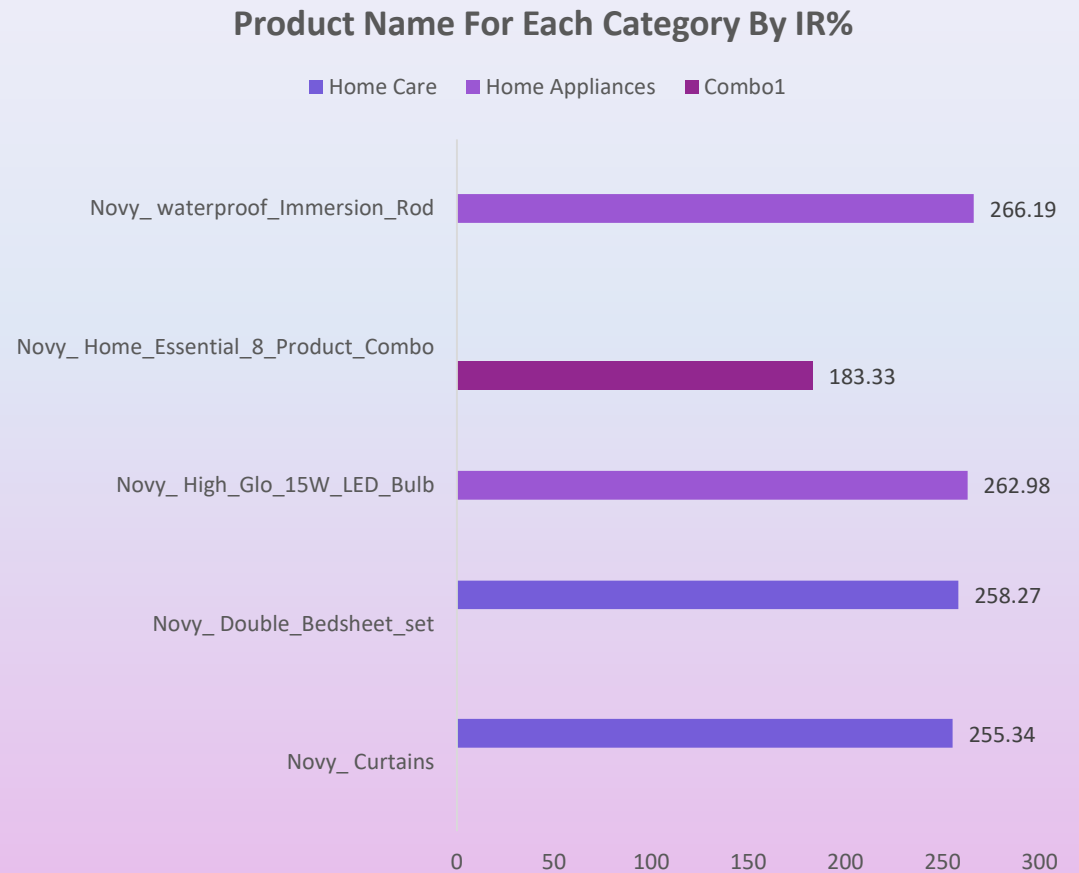
Category	ISU %	RankS
Home Appliances	244.23	1
Combo 1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

➢ In **Category Home Appliance** has generated **244.23 ISU%** which is **highest.**

➢ Followed by **Combo 1** has generated **202.36 ISU%** which is **second highest.**

➢ Followed by **Home Care** has generated **79.63 ISU%** which is **third highest.**

➢ Followed by **Personal Care** has generated **31.06 ISU%** which is **forth highest.**

➢ Followed by **Grocery & Staples** has generated **18.05 ISU%** which is **fifth highest.**

ODE
BASICS

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.

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 For Each Category By IR%

■ Home Care ■ Home Appliances ■ Combo1

Product	IR%
Novy_ waterproof_Immersion_Rod	266.19
Novy_ Home_Essential_8_Product_Combo	183.33
Novy_ High_Glo_15W_LED_Bulb	262.98
Novy_ Double_Bedsheet_set	258.27
Novy_ Curtains	255.34

Thank You !