



MENU

ANALYSIS

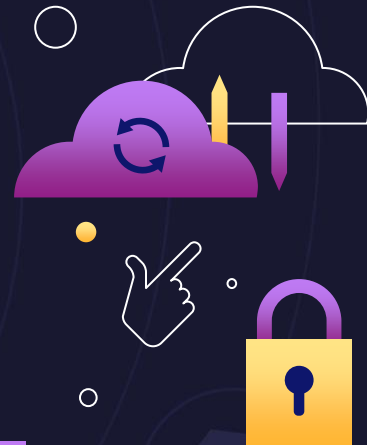
CONTACT

DATA ANALYSIS



FMCG PROMOTIONS CAMPIGEN ANALYSIS

Codebasics Resume Challenge #9



BUSINESS AND OBJECTIVE

- **AtliQ Mart** : Leading retail giant with 50+ supermarkets in southern India
- **Promotions** : AtliQ mart , All 50 stores conducted extensive promotions during Diwali 2023 and Sankranti 2024
- **Objective** : Sales Director Bruce Haryali seeks insights into promotion performance for informed decisions
- **Data Base Provide by company :**



dim_camgine



dim_products



dim_stores



dim_events



retail_events_db



01

STORE PERFORMANCE ANALYSIS :

02

PROMOTION TYPE ANALYSIS :

03

PRODUCT & CATEGORY ANALYSIS :

04

ACTION TO TAKE :

PROMOTION CAMPION COMPARISON :

	campaign_name	total_revenue_before_promotion_in_millions	total_revenue_after_promotion_in_millions	increase_percentage
▶	Sankranti	43.7951	103.0714	135.3492
	Diwali	54.8275	134.9448	146.1262

- As per above table Sankranti Performed Better than Diwali

STORE PERFORMANCE ANALYSIS :

By Incremental revenue

TOP 10 STORE

01

By incremental unit sold

BOTTOM 10 STORE

02

By each city distribution

PERFORMANCE BY CITY

03

04

SECRATE OF TOP STORES

By Considering other features

STORE PERFORMANCE ANALYSIS :

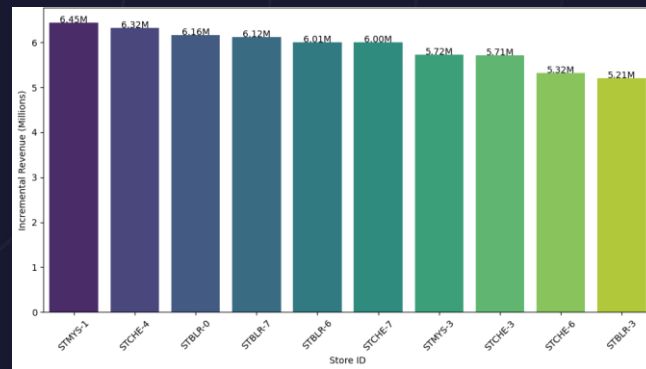


01

TOP 10 STORE BY INCREMENTAL REVENUE ?

Store ID	Incremental Revenue (Millions)
STMYS-1	6.446961
STCHE-4	6.317711
STBLR-0	6.158906
STBLR-7	6.124481
STBLR-6	6.008349
STCHE-7	5.999008
STMYS-3	5.721938
STCHE-3	5.707253
STCHE-6	5.324877
STBLR-3	5.209263

➤ There is **no huge difference** between top 10 high performing stores



STORE PERFORMANCE ANALYSIS :

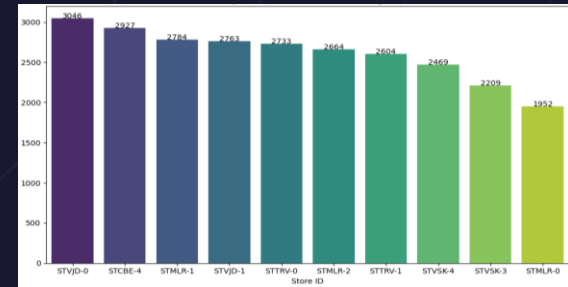


02

BOTTOM 10 STORE BY INCREMENTAL UNIT SOLD ?

Store ID	Incremental Sold Units
STMLR-0	1952
STVSK-3	2209
STVSK-4	2469
STTRV-1	2604
STMLR-2	2664
STTRV-0	2733
STVJD-1	2763
STMLR-1	2784
STCBE-4	2927
STVJD-0	3046

- There is **very few difference** between bottom 10 performing stores

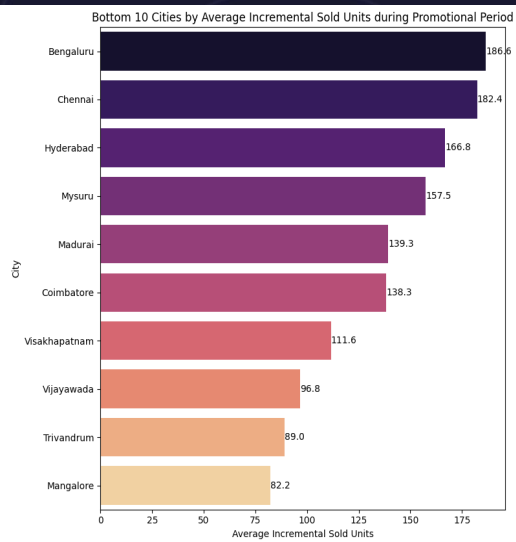
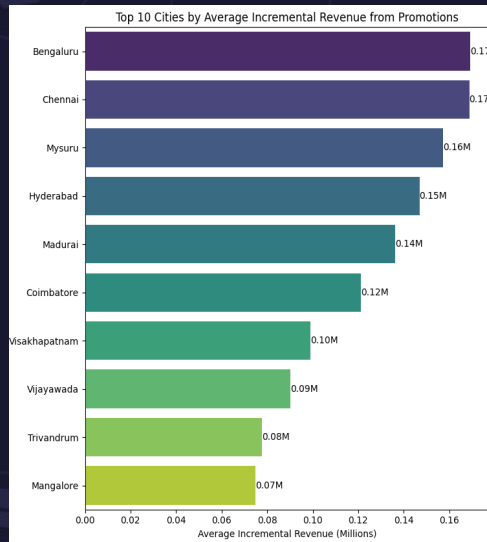


STORE PERFORMANCE ANALYSIS :



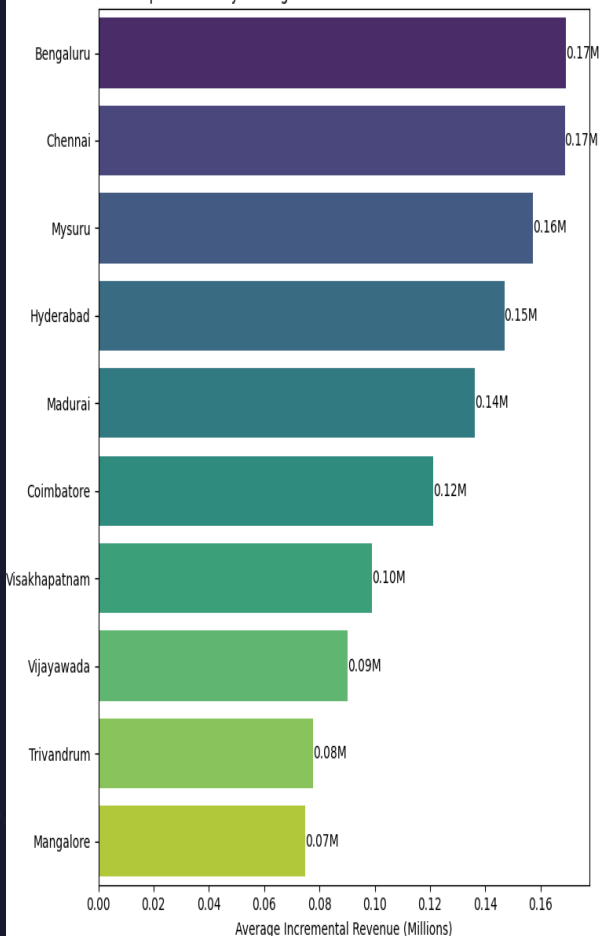
03

HOW DOES PERFORMANCE OF STORES VARY ON CITY ?

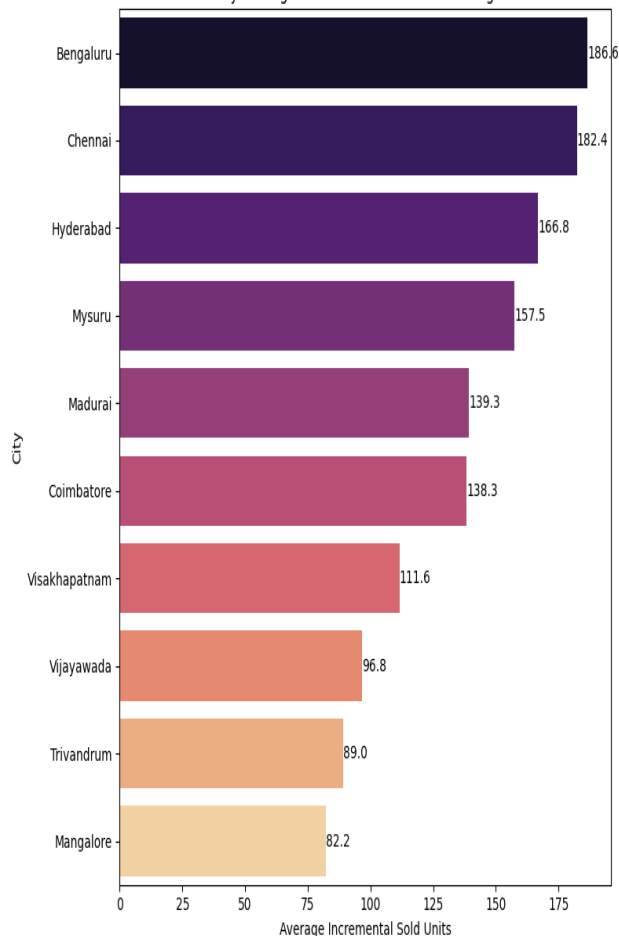


	city	store_count
▶	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2

Top 10 Cities by Average Incremental Revenue from Promotions



Bottom 10 Cities by Average Incremental Sold Units during Promotional Period



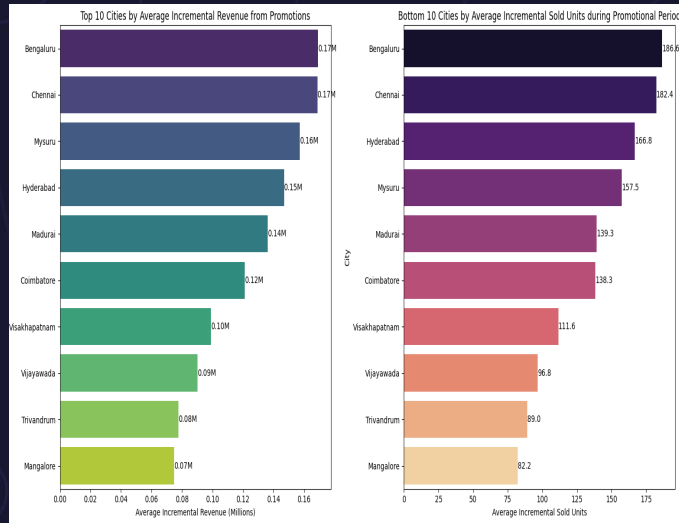
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STORE PERFORMANCE ANALYSIS :



03

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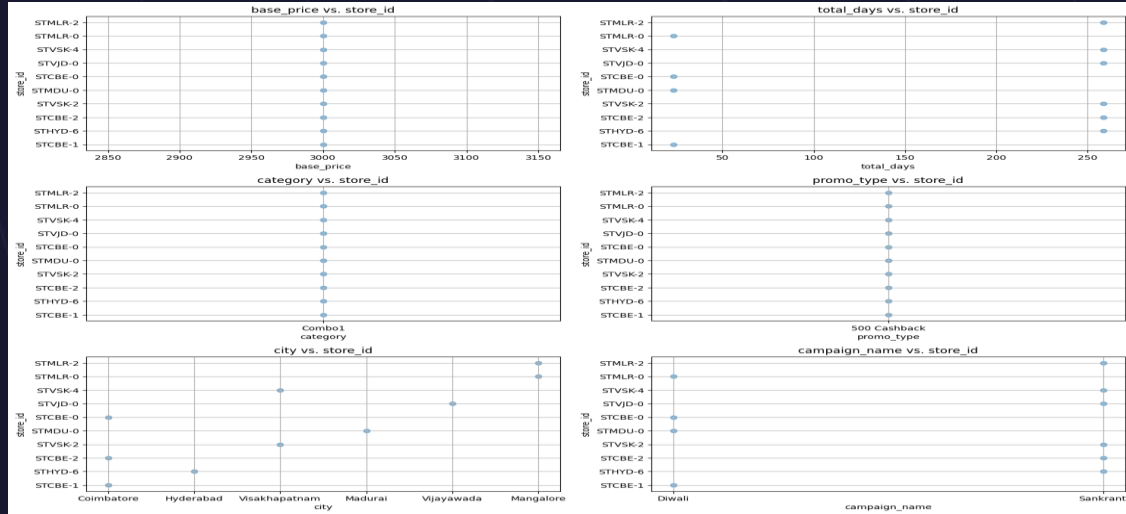
➤ Top 3 Highly Active city is

1. Bengaluru ,
2. Chennai,
3. Hyderabad
4. Mysuru

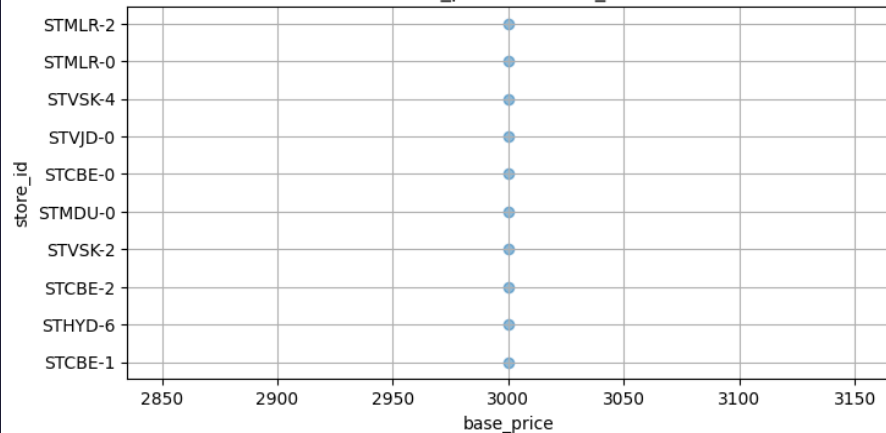
STORE PERFORMANCE ANALYSIS :

04

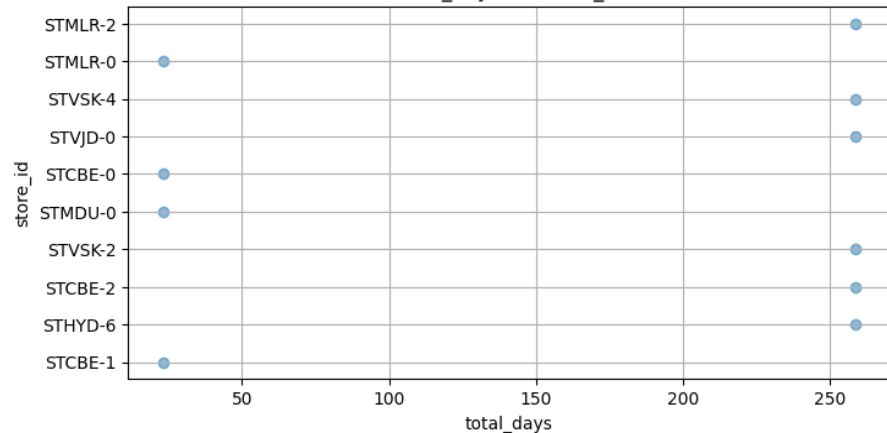
COMMON CHARACTERISTICS OF HIGH PERFORMING STORE ?



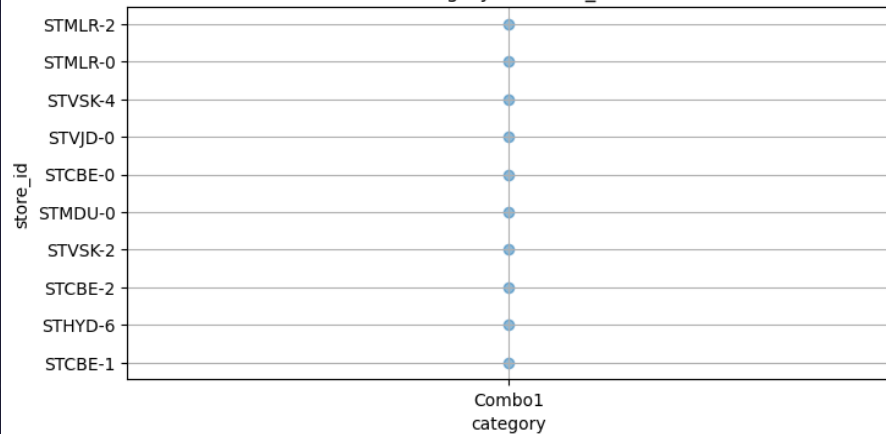
base_price vs. store_id



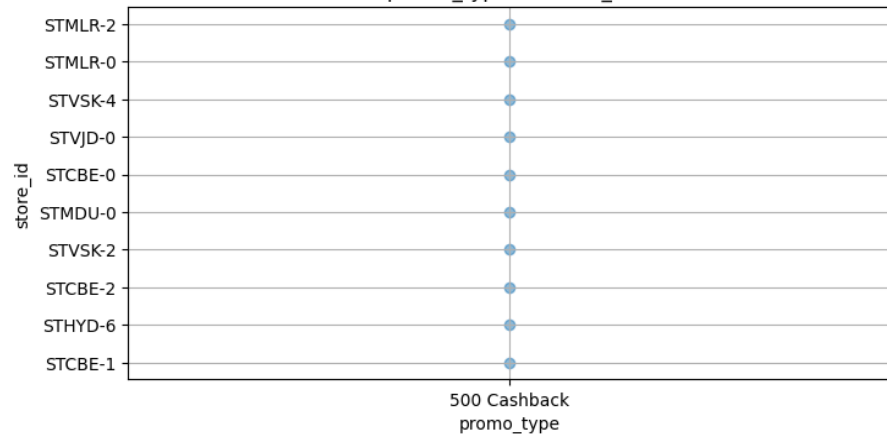
total_days vs. store_id



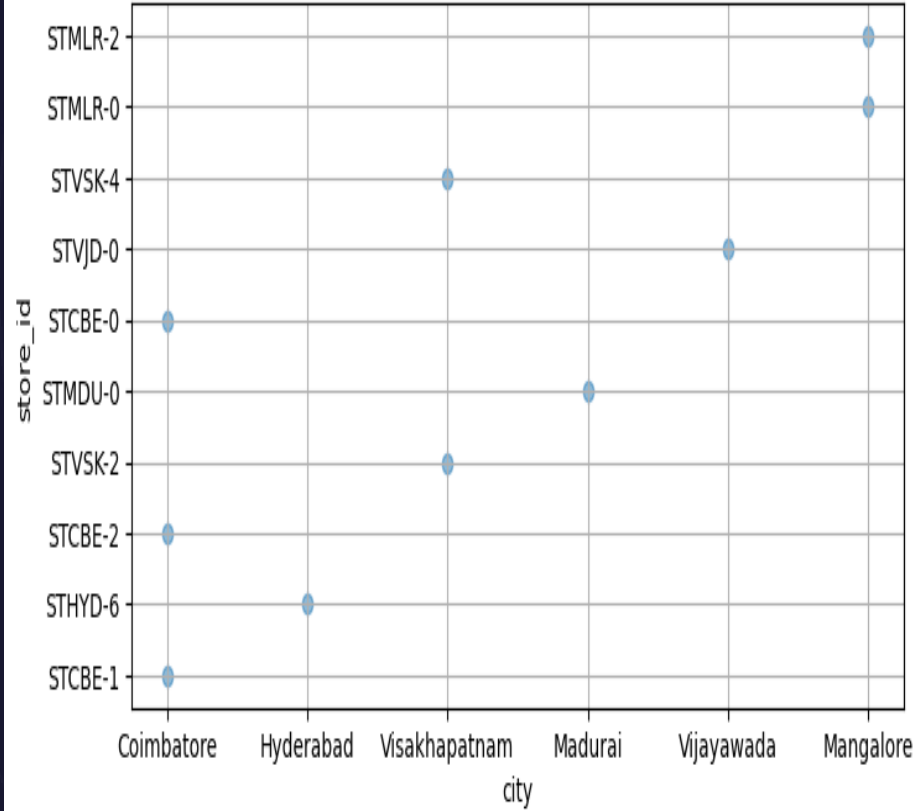
category vs. store_id



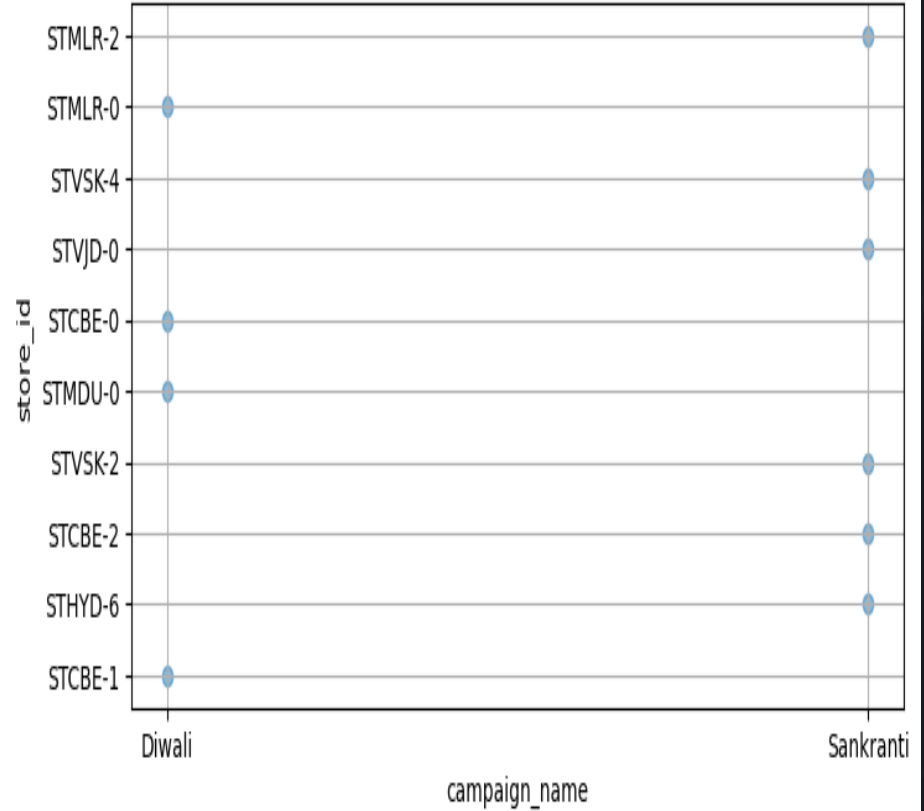
promo_type vs. store_id



city vs. store_id



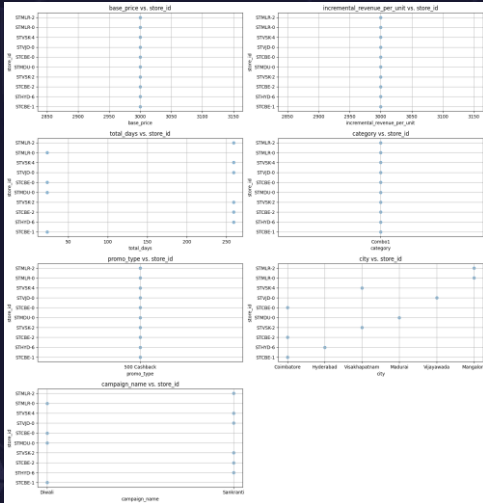
campaign_name vs. store_id



STORE PERFORMANCE ANALYSIS :

04

COMMON CHARACTERISTICS OF HIGH PERFORMING STORE ?



- **Base price** : Every single store has 3000 as base price.
- **Total Campine day** : 60% is 250+ day , 40 % is less than 50 day.
- **Category** : Every single store is under the combo category.
- **Promo-type**: Every single store has 500 cashback promo type.
- **Campine name** : 60% is Sankranti, 40 % is Diwali

PROMOTION TYPE ANALYSIS :

By Incremental revenue

TOP 2 PROMO

01

By incremental unit sold

BOTTOM 2 PROMO

02

By each feature

SIGNIFICANT DIFFERENCE

03

04

BALANCING PROMO

By Considering sold unit

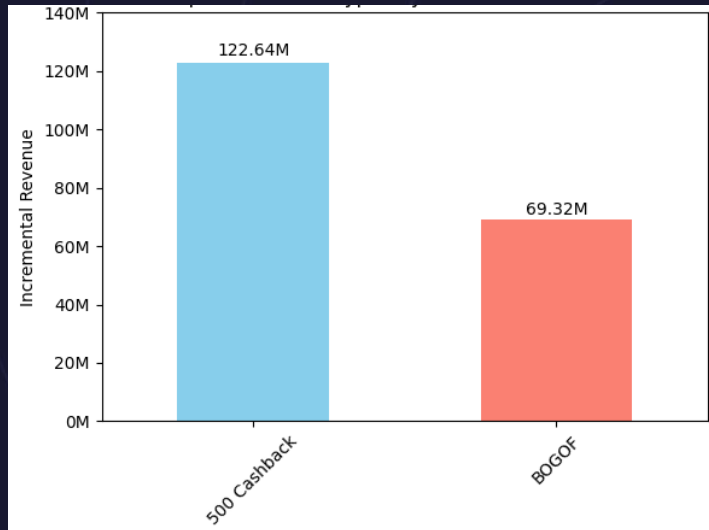


PROMOTION TYPE ANALYSIS :



01

TOP 2 PROMO BY HIGH INCREMENTAL REVENUE ?



➤ Top 2 Promotion type by Incremental revenue is

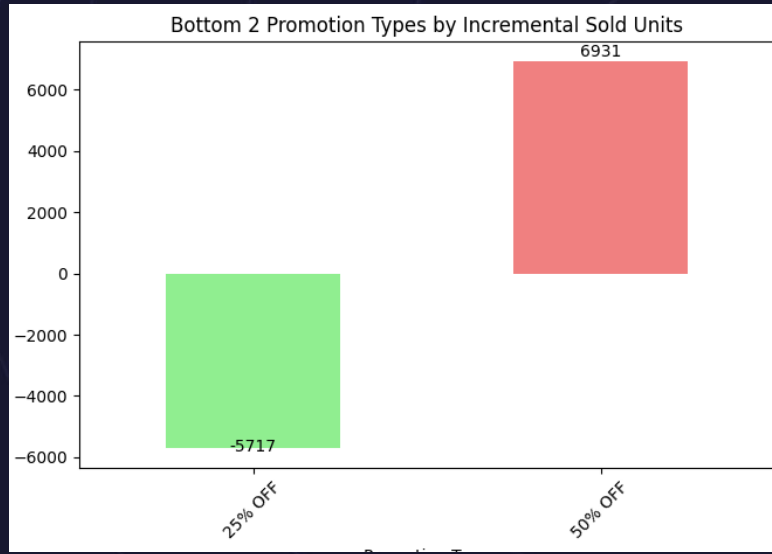
1. 500 cash back
2. BOGOF

PROMOTION TYPE ANALYSIS :

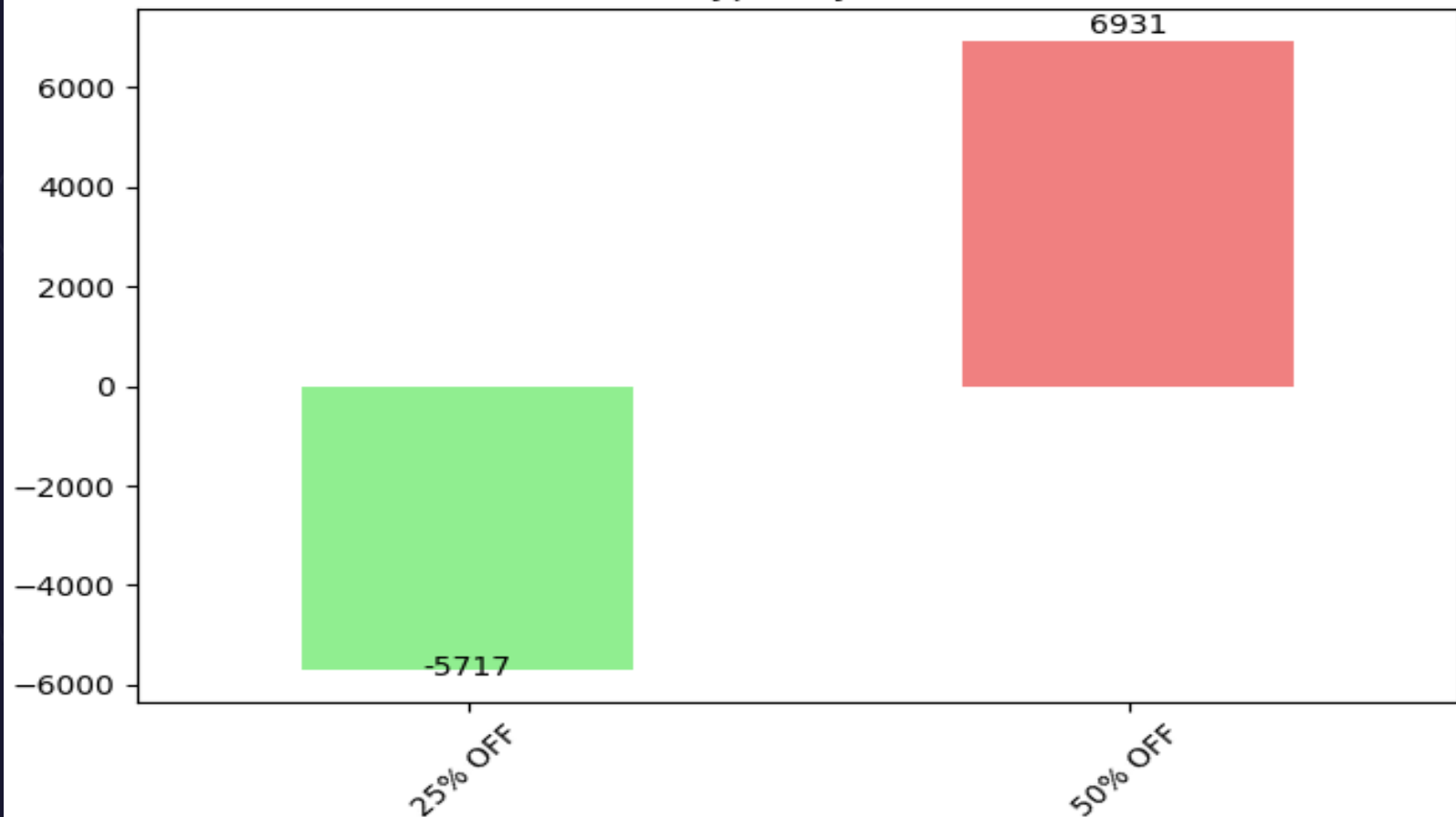


02

BOTTOM 2 PROMO BY HIGH INCREMENTAL SOLD UNIT?



Bottom 2 Promotion Types by Incremental Sold Units

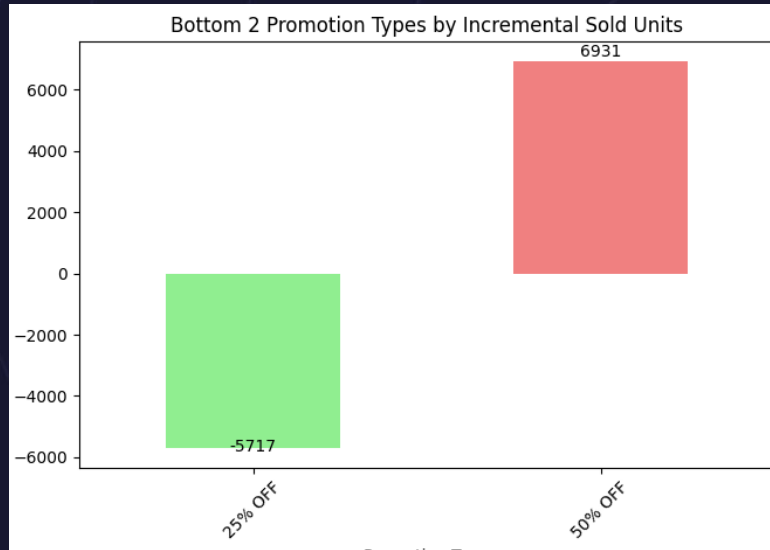


PROMOTION TYPE ANALYSIS :



02

BOTTOM 2 PROMO BY HIGH INCREMENTAL SOLD UNIT?



➤ Bottom 2 Promotion type by Incremental unit sold is

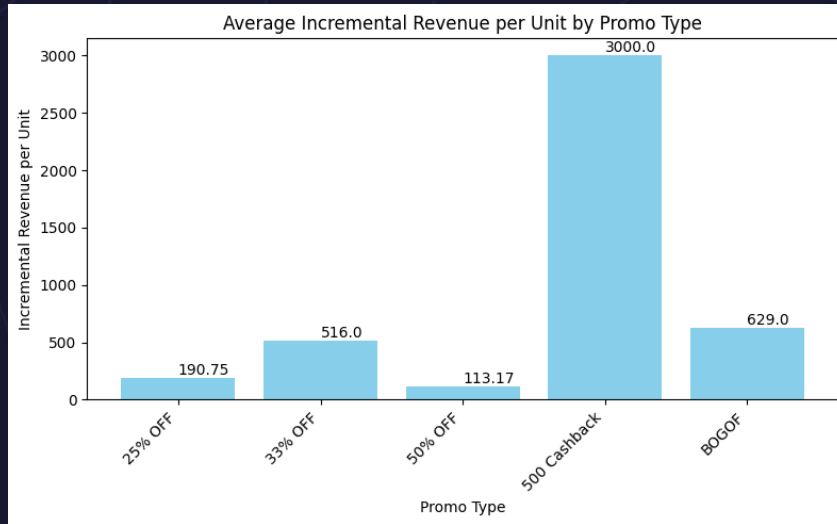
1. 25 % off
2. 50 % off

PROMOTION TYPE ANALYSIS :



03

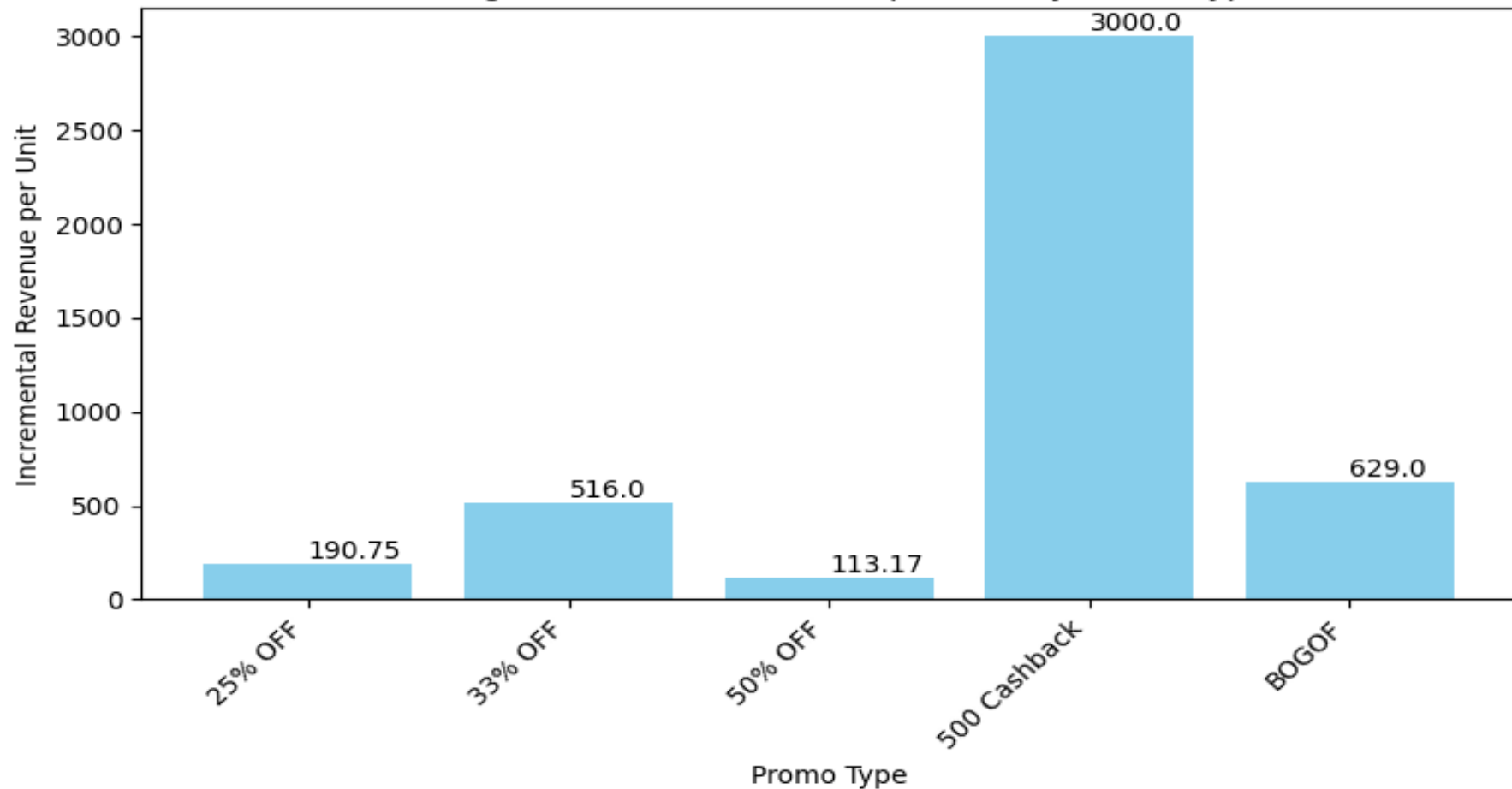
IS ANY SIGNIFICANT DIFFERENCE IN EACH PROMOTION ?



➤ It's consider **Incremental revenue per unite sold** which cover both matrices

1. Incremental revenue
2. Incremental unite sold

Average Incremental Revenue per Unit by Promo Type

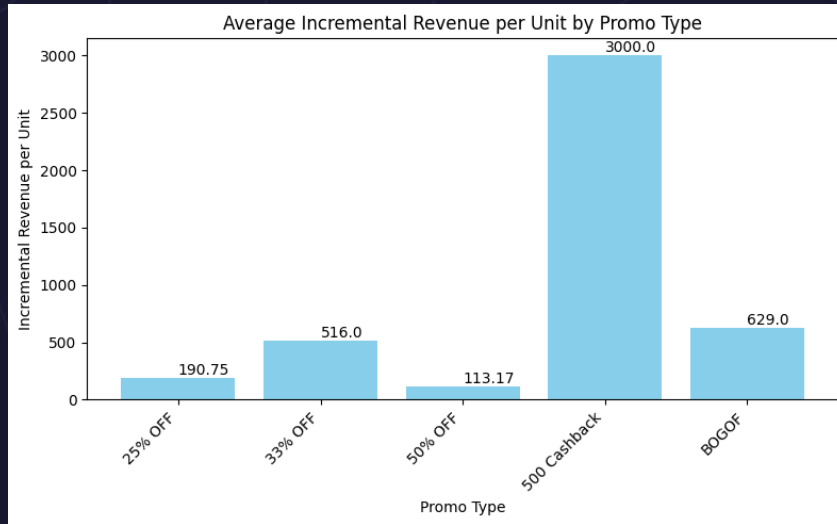


PROMOTION TYPE ANALYSIS :



03

IS ANY SIGNIFICANT DIFFERENCE IN EACH PROMOTION ?

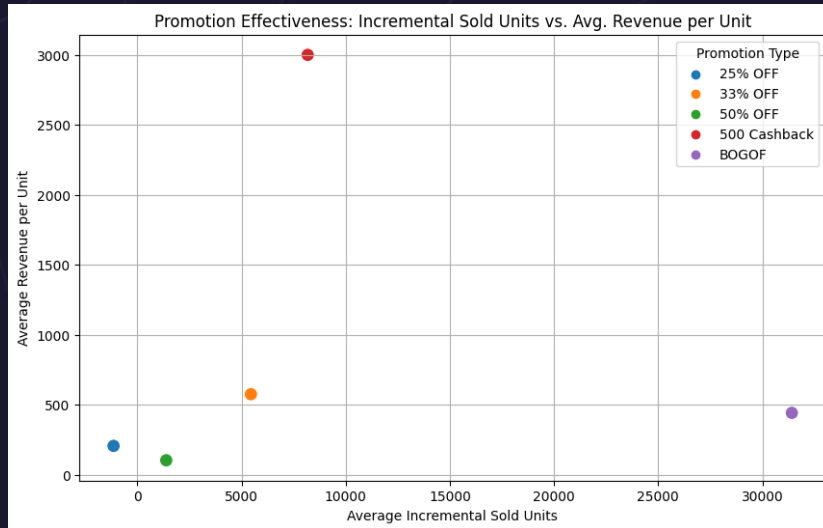


- It's consider **Incremental revenue per unite sold** which cover both matrices
- 1. Incremental revenue
- 2. Incremental unite sold
- Highly effective promotion type is **500 cashback**

PROMOTION TYPE ANALYSIS :

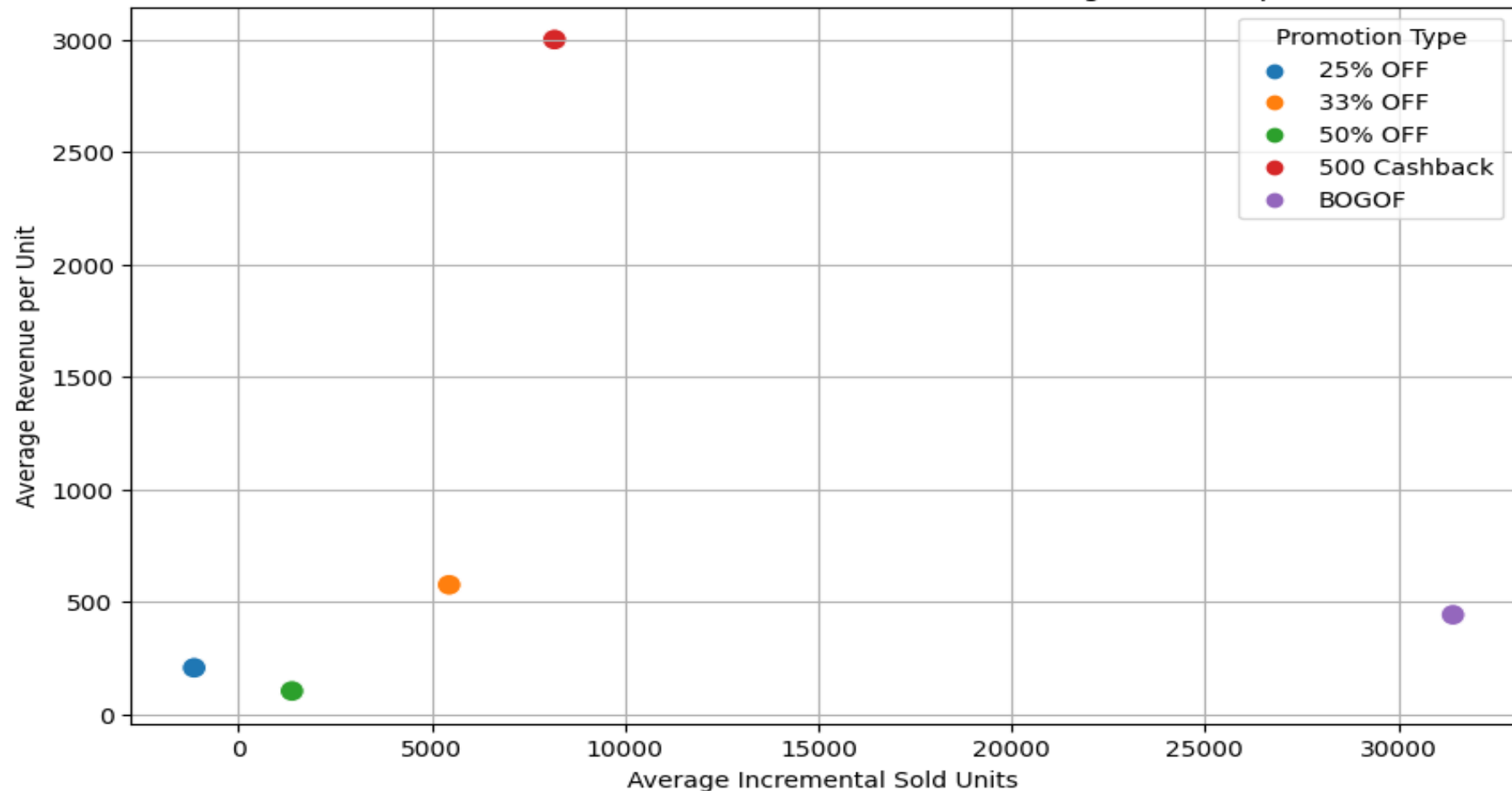
04

WHICH IS BEST PROMOTION THAT BALANCE REVENUE AND MARGIN ?



➤ It's consider Average Incremental unite sold v/s Average incremental revenue

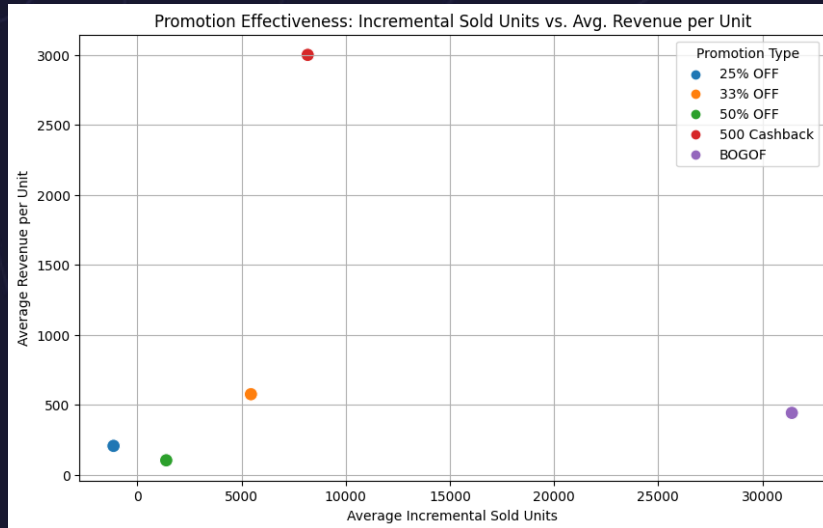
Promotion Effectiveness: Incremental Sold Units vs. Avg. Revenue per Unit



PROMOTION TYPE ANALYSIS :

04

WHICH IS BEST PROMOTION THAT BALANCE REVENUE AND MARGIN ?



➤ It's consider Average Incremental unite sold v/s Average incremental revenue

➤ Best Balancing Promotion type is 500 cash back

PRODUCT & CATEGORY ANALYSIS :

By Incremental revenue

HIGHEST SALE

01

By incremental revenue %

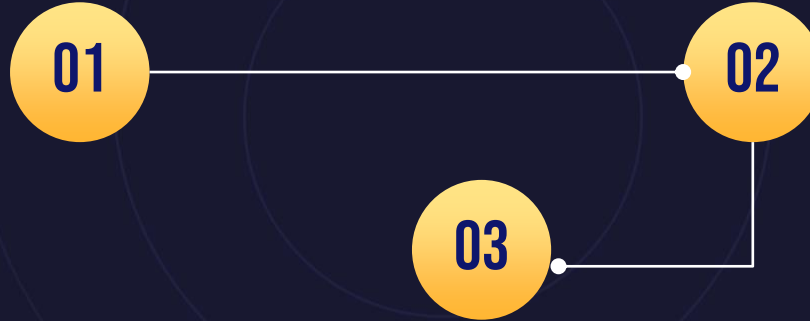
PRODUCT INSIGHTS

02

03

PROMOTION AND CATAGORY

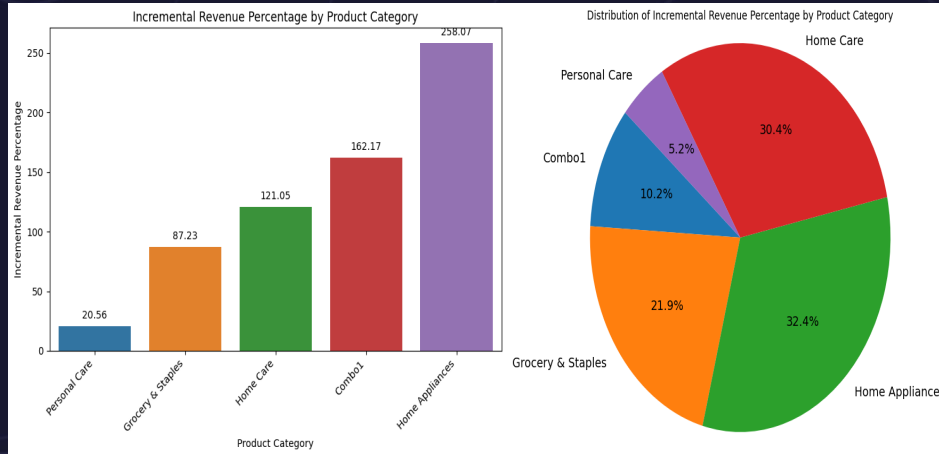
By Correlation



PRODUCT & CATEGORY ANALYSIS :

01

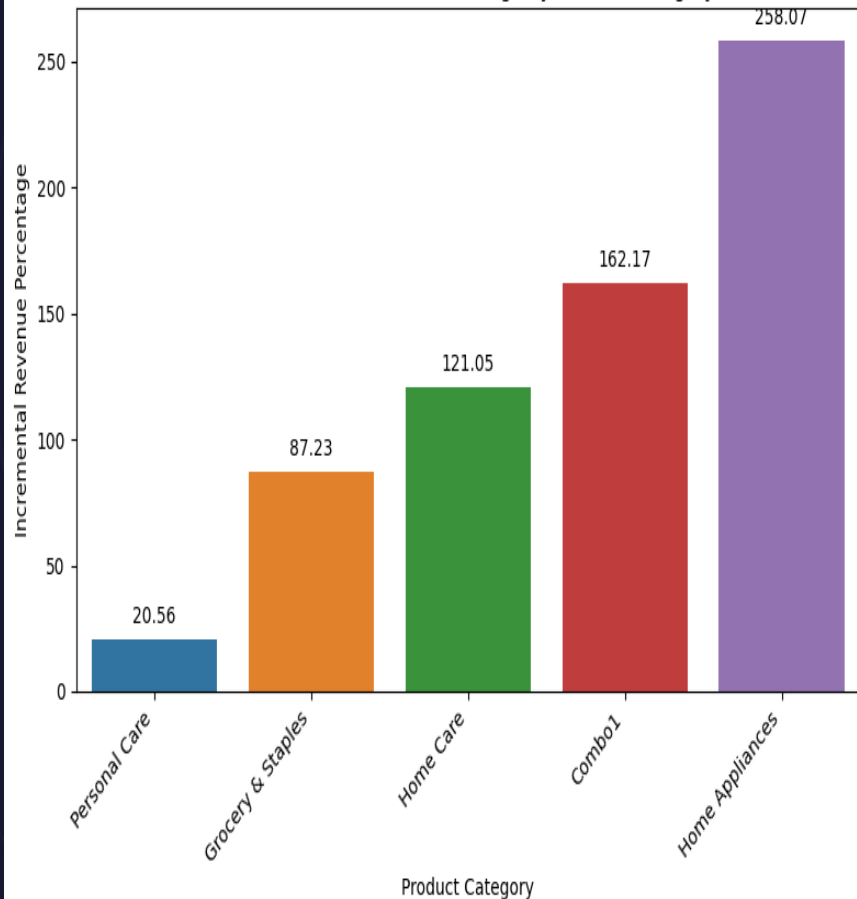
WHICH PRODUCT SHOW SIGNIFICANT SALE ?



➤ It's consider **Average Incremental revenue %** v/s **Each product category**

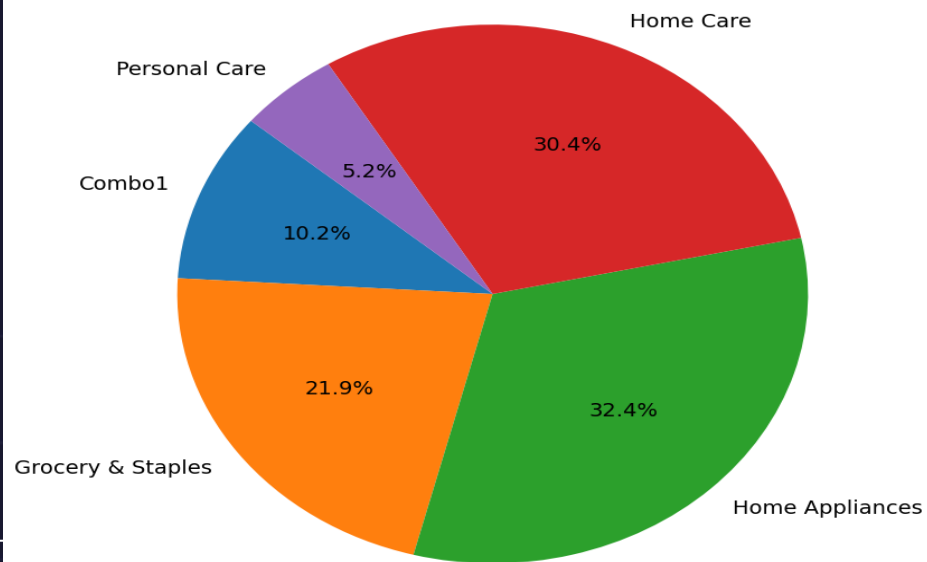
	category	isu_percentage	rank_order
▶	Home Appliances	244.2256	1
	Combo1	202.3584	2
	Home Care	79.6338	3
	Personal Care	31.0574	4
	Grocery & Staples	18.0478	5

Incremental Revenue Percentage by Product Category



	category	isu_percentage	rank_order
▶	Home Appliances	244.2256	1
	Combo1	202.3584	2
	Home Care	79.6338	3
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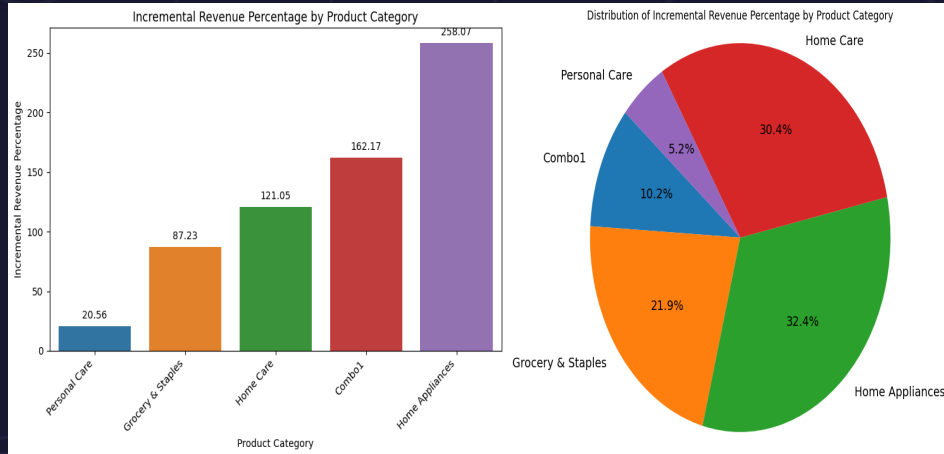
Distribution of Incremental Revenue Percentage by Product Category



PRODUCT & CATEGORY ANALYSIS :

01

WHICH PRODUCT SHOW SIGNIFICANT SALE ?



➤ It's consider **Average Incremental revenue %** v/s **Each product category**

➤ Top 3 Effective Category

1. Home Application
2. Combo1
3. Home Care

PRODUCT & CATEGORY ANALYSIS :

02

WHICH PRODUCT RESPONSE EXTREMELY WELL OR BAD ?

	product_name	promo_type	base_price
▶	Atliq_Double_Bedsheet_set	BOGOF	1190
	Atliq_waterproof_Immersion_Rod	BOGOF	1020

	product_name	category	ir_percentage
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.0684
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	261.0237
	Atliq_Double_Bedsheet_set	Home Care	258.7136
	Atliq_Curtains	Home Care	254.7755
	Atliq_Home_Essential_8_Product_Combo	Combo1	178.1549

	product_name	category	ir_percentage
▶	Atliq_Fusion_Container_Set_of_3	Home Care	-13.6546
	Atliq_Scrub_Sponge_For_Dishwash	Home Care	-13.0681
	Atliq_Body_Milk_Nourishing_Lotion (120ML)	Personal Care	11.2003
	Atliq_Cream_Beauty_Bathing_Soap (125GM)	Personal Care	23.6788
	Atliq_Lime_Cool_Bathing_Bar (125GM)	Personal Care	32.1761

➤ It's consider **Product performance**

	product_name	promo_type	base_price
▶	Atliq_Double_Bedsheet_set	BOGOF	1190
	Atliq_waterproof_Immersion_Rod	BOGOF	1020

	product_name	category	ir_percentage
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	Atliq_Lime_Cool_Bathing_Bar (125GM)	Personal Care	32.1761

➤ Top 3 Product

1. Atliq_waterproof_Immersion_Rod'
2. Atliq_High_Glo_15W_LED_Bulb
3. 'Atliq_Double_Bedsheet_set''

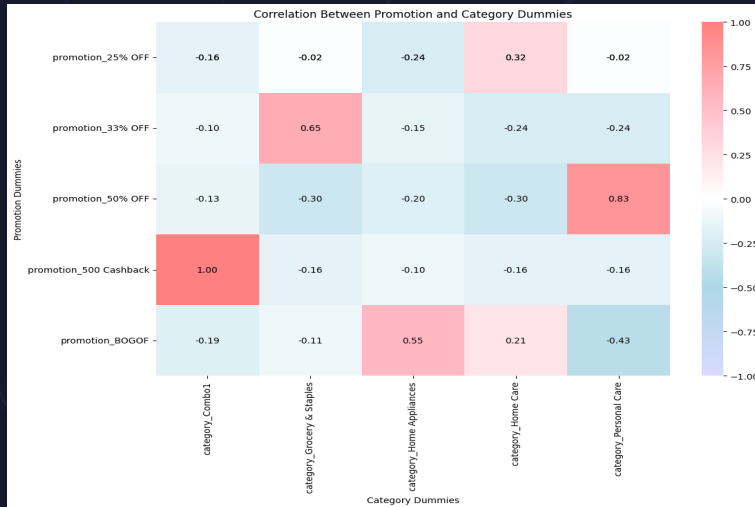
➤ Bottom 2 Product

1. 'Atliq_Fusion_Container_Set_of_3'
2. 'Atliq_Scrub_Sponge_For_Dishwash'

PRODUCT & CATEGORY ANALYSIS :

03

CORRELATION BETWEEN PROMOTION AND CATEGORY ?



➤ It's consider correlation of Promotion v/s Each product category

Correlation Between Promotion and Category Dummies

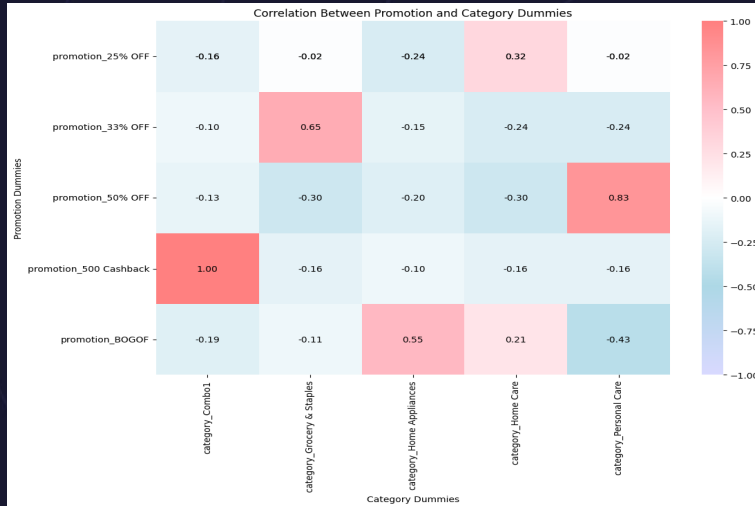
Promotion Dummies



PRODUCT & CATEGORY ANALYSIS :

03

WHICH PRODUCT SHOW SIGNIFICANT SALE ?



➤ It's consider Average Incremental revenue % v/s Each product category

	Category	Promotion
0	Combo1	500 Cashback
1	Grocery & Staples	33% OFF
2	Home Appliances	BOGOF
3	Home Care	Personal Care
4	Personal Care	50% OFF

STORE ACTION TO TAKE :



1. City :

- Focus on Bengaluru ,Hyderabad ,Chennai, Mysuru

2. Features :

- **Base price** : Every single store has 3000 as base price.
 - **Total Campine day** : 60% is 250+ day , 40 % is less than 50 day.
 - **Category** : Every single store is under the combo category.
 - **Promo-type**: Every single store has 500 cashback promo type.
 - **Campine name** : 60% is Sankranti, 40 % is Diwali
-



PROMOTIONS ACTION TO TAKE :



1. 500 Cashback :

- Most balancing type (for unit & margin)
- Highly effective for revenue

2. BOGOF :

- Highly effective for revenue
 - Second most effective for revenue
 - Primary focus must be on this type
 - Just Drop other type because it's very less effective and wasn't attract customer
-

PROMOTIONS ACTION TO TAKE :



1. Best Category to focus with there best promo combination :
 - Home application = **BOGOF**
 - Combo1 = **500 cash back**
 - Home Care = **25 % OFF**
 - Those category also **have high performing product(80% + revenue)**

2. Product to Drop (**Loss**) :
 - 'Atliq_Fusion_Container_Set_of_3'
 - 'Atliq_Scrub_Sponge_For_Dishwash'



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THANKS FOR WATCHING



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