



# AtliQ Mart

Promotional Insights - FMCG domain





# Agenda

- About AtliQ Mart
- Problem statement
- Input data
- Ad-hoc insights
- Recommended insights

# About AtliQ Mart



- AtliQ mart is a retail giant with over 50 supermarkets in the southern region of India.
- All 50 stores ran a massive promotion during Diwali 2023 & Sankranti 2024.
- This is the festive time in India.
- The company offers a range of products in following categories:
  - Combo 1
  - Grocery & Staples
  - Home Appliances
  - Home Care
  - Personal Care

# Problem Statement

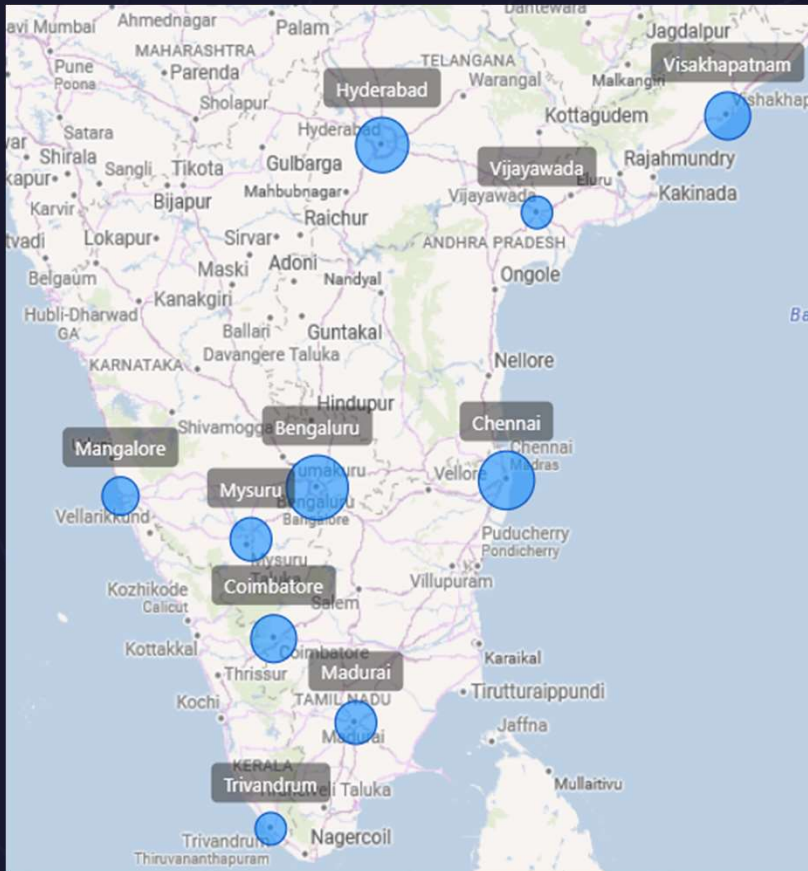




# The Challenge

- The sales director Mr. Bruce Haryali wants to evaluate performance of each promotions ran during the festive season.
- This insights can help the company to make informed decisions for the next promotional period.
- There are 5 ad-hoc requests for which senior executives needs insights.
- These ad-hoc requests are answered by SQL queries.
- Tony Sharma – the analytics manager also provided some recommendations for the insights.
- These insights are answered through a dashboard.

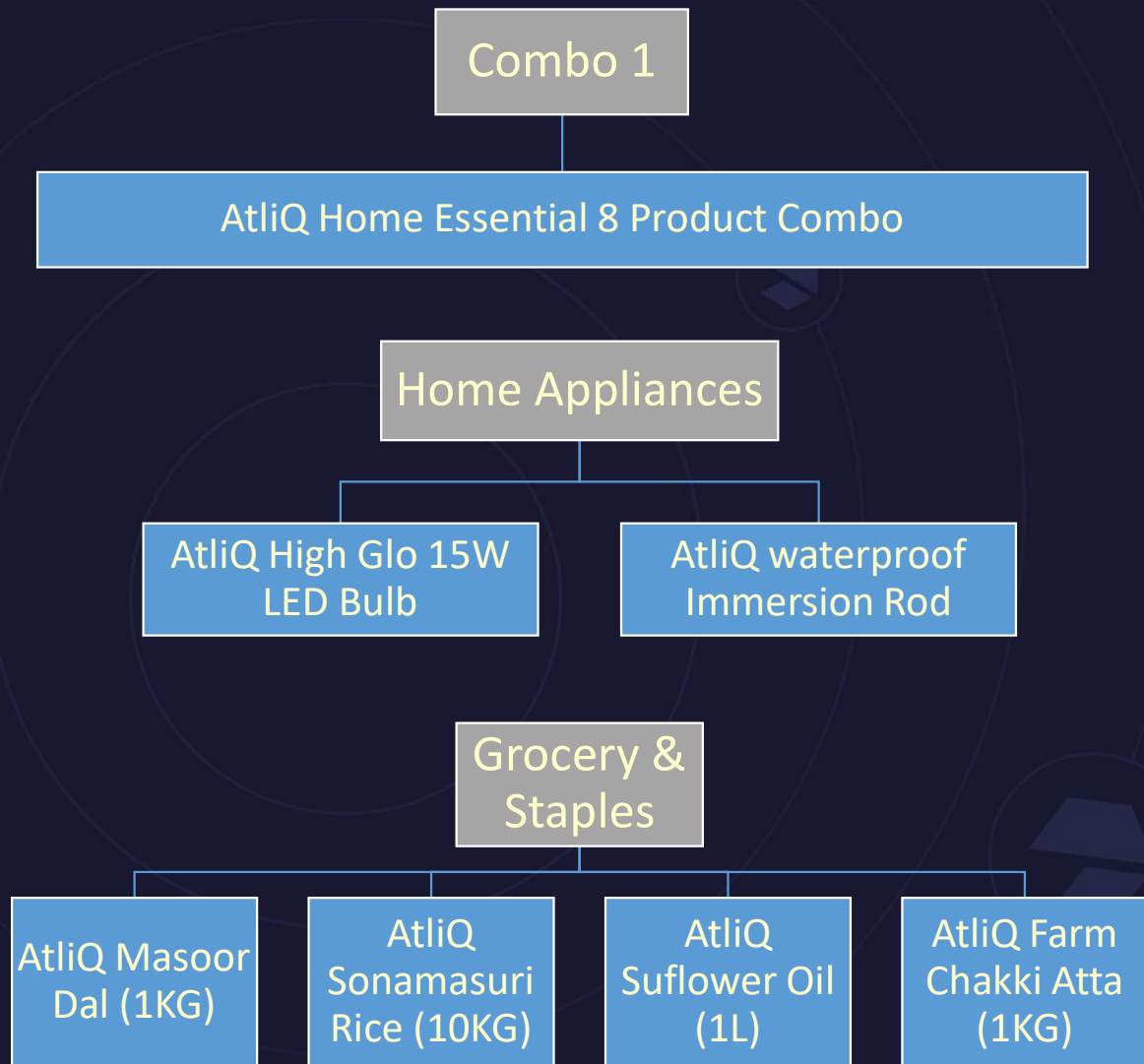
# AtliQ's Market



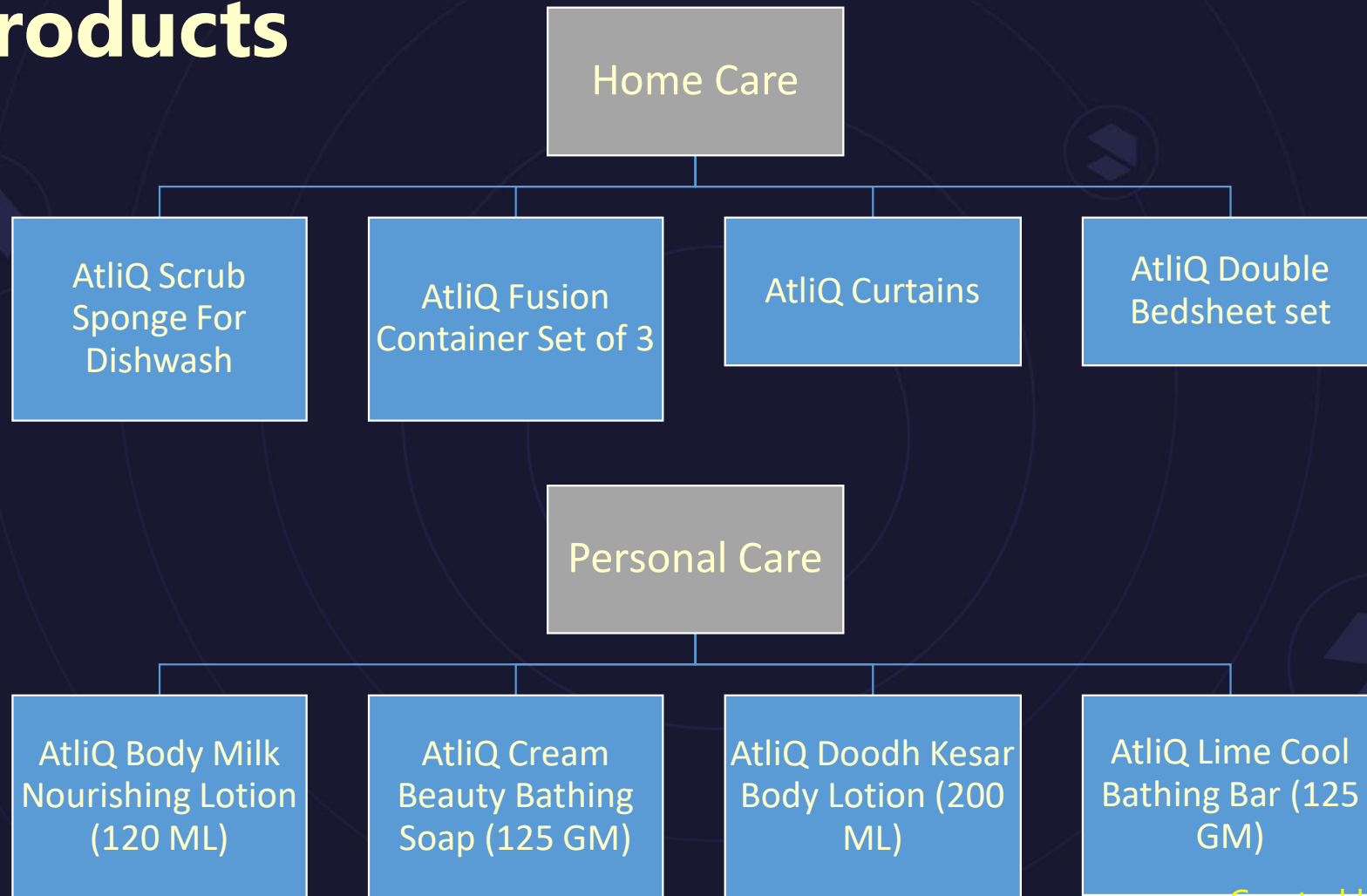
AtliQ Mart has its presence in following cities:

- ✓ Bengaluru
- ✓ Chennai
- ✓ Hyderabad
- ✓ Coimbatore
- ✓ Visakhapatnam
- ✓ Madurai
- ✓ Mysuru
- ✓ Mangalore
- ✓ Trivandrum
- ✓ Vijayawada

# Products

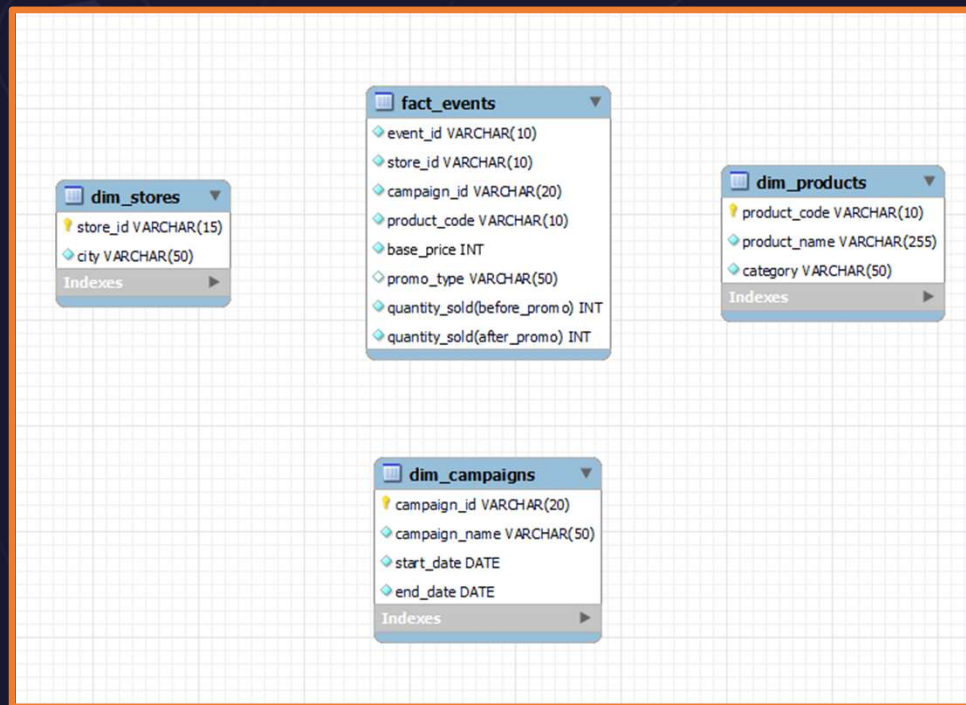


# Products





# Input Data



- The input data consists of store information, product information, information about campaigns and transactions.

# Ad-hoc Requests



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# Request 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).

## ➤ OUTPUT:

product_code	product_name	category	total_sold_quantity_before_promo	total_sold_quantity_after_promo
P08	Atliq_Double_Bedsheet_set	Home Care	4203	15058
P14	Atliq_waterproof_Immersion_Rod	Home Appliances	6468	23685

✓ These two are the high-value products that are currently being heavily discounted.

## Request 2:

- ✓ Generate a report that provides an overview of the number of stores in each city.

### ➤ OUTPUT:

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

- ✓ Bengaluru has the highest number of stores.
- Possible reasons:
  - ✓ Major metropolitan city
  - ✓ Commercial hub

- ✓ Trivandrum & Vijayawada with significantly fewer stores.
- Possible Reasons:
  - ✓ Lower levels of commercial activities
  - ✓ Smaller market size compared to major metropolitan cities

# Request 3:

- ✓ Generate a report that displays each campaign along with the total revenue generated before and after the campaign.

## ➤ OUTPUT:

campaign_name	total_revenue_before_promo	total_revenue_after_promo
Sankranti	58.13 M	124.15 M
Diwali	82.58 M	171.46 M

- ✓ Diwali campaign - November 12<sup>th</sup>, 2023 to November 18<sup>th</sup>, 2023.
- ✓ Sankranti campaign - January 10<sup>th</sup>, 2024 to January 16<sup>th</sup>, 2024

- ✓ Both Sankranti and Diwali campaigns have significantly boosted revenue.
- ✓ This indicates their effectiveness in driving sales and attracting customers.
- ✓ This helps in assessing the return of investment (ROI) of marketing efforts.

# Request 4:

- ✓ Produce a report that calculates the Incremental Sold Quantity (**ISU%**) for each category during Diwali campaign.

## ➤ OUTPUT:

category	sold_quantity_before_promo	sold_quantity_after_promo	incremental_sold_quantity_pct	rank_order
Home Appliances	5230	18003	244.23	1
Combo1	16791	50769	202.36	2
Home Care	13326	23938	79.63	3
Personal Care	16843	22074	31.06	4
Grocery & Staples	58129	68620	18.05	5

- ✓ Higher ISU% for Home appliances and Combo1 categories suggests that these products are popular choices for consumers during Diwali.
- ✓ Grocery & Staples, being essential items, saw a comparatively smaller increase in sales.

# Request 5:

✓ Create a report featuring the **Top 5** products, ranked by Incremental Revenue Percentage (**IR%**), across all campaigns.

## ➤ OUTPUT:

product_code	product_name	category	total_revenue_before_promo	total_revenue_after_promo	total_incremental_revenue	incremental_revenue_pct	rank_order
P14	Atliq_waterproof_Immersion_Rod	Home Appliances	6.60 M	24.16 M	17.56 M	266.06	1
P13	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	2.89 M	10.47 M	7.59 M	262.63	2
P08	Atliq_Double_Bedsheet_set	Home Care	5.00 M	17.92 M	12.92 M	258.4	3
P07	Atliq_Curtains	Home Care	1.38 M	4.90 M	3.52 M	255.07	4
P04	Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	10.85 M	28.22 M	17.36 M	160	5

✓ Presence of Chakki Atta in the **TOP 5** highlights the importance of essential grocery items even during campaign periods.



# Recommended Insights





# Store Performance Analysis



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# Store Performance Analysis



## Top 10 stores by IR

store_id	city	IR
STMYS-1	Mysuru	4.92M
STCHE-4	Chennai	4.83M
STBLR-0	Bengaluru	4.76M
STBLR-7	Bengaluru	4.72M
STCHE-7	Chennai	4.65M
STBLR-6	Bengaluru	4.61M
STCHE-3	Chennai	4.41M
STMYS-3	Mysuru	4.40M
STCHE-6	Chennai	4.04M
STBLR-3	Bengaluru	3.94M

## Bottom 10 stores by ISU

store_id	city	ISU
STVJD-0	Vijayawada	3046
STCBE-4	Coimbatore	2927
STMLR-1	Mangalore	2784
STVJD-1	Vijayawada	2763
STTRV-0	Trivandrum	2733
STMLR-2	Mangalore	2664
STTRV-1	Trivandrum	2604
STVSK-4	Visakhapatnam	2469
STVSK-3	Visakhapatnam	2209
STMLR-0	Mangalore	1952

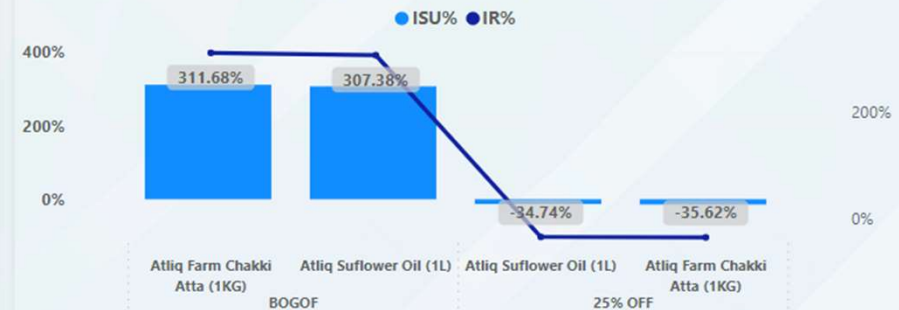
ISU  
226K

Sold QTY before promo 209K  
Sold QTY after promo 435K

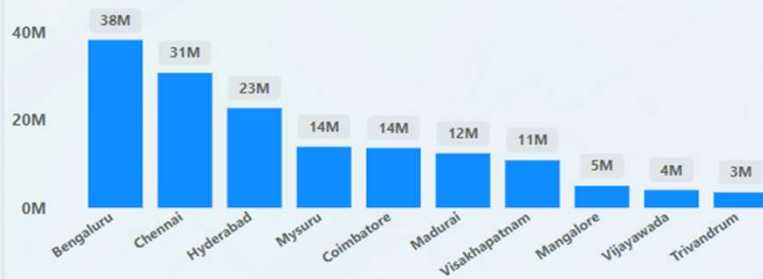
IR  
154.91M

Revenue before promo 141M  
Revenue after promo 295.61M

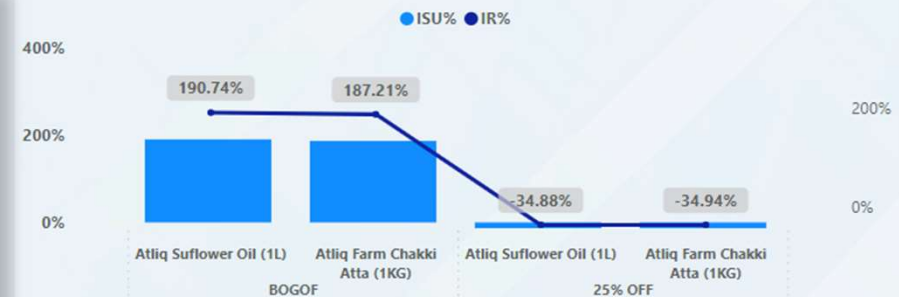
## Key highlights for Top 10 Stores



## Incremental Revenue by City

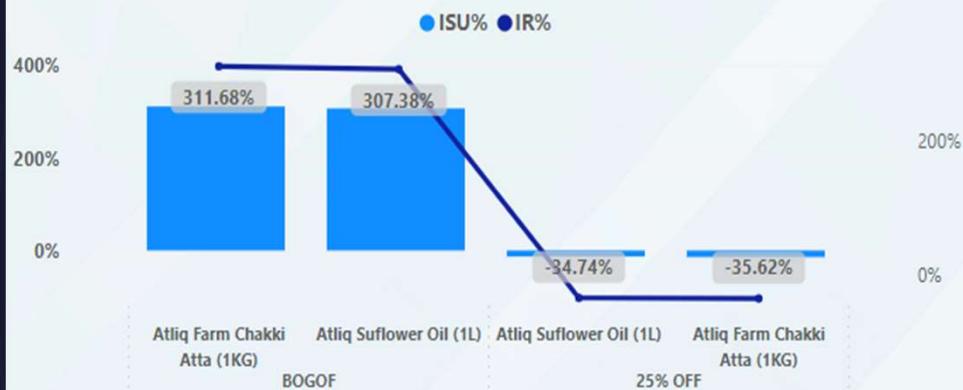


## Key highlights for Bottom 10 Stores

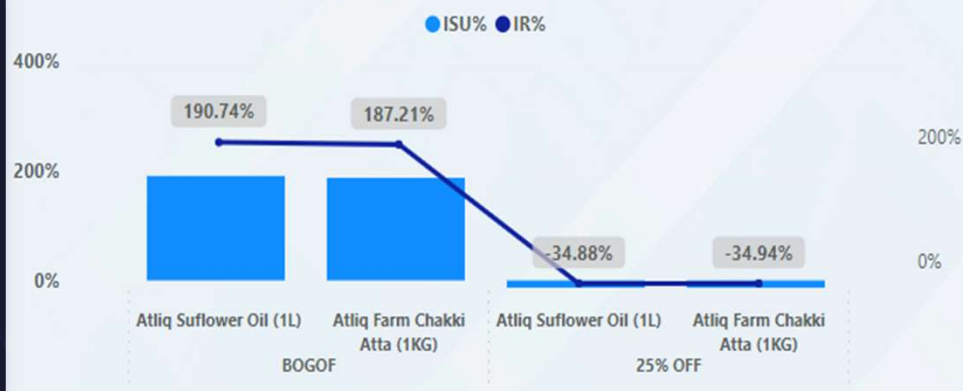




### Key highlights for Top 10 Stores



### Key highlights for Bottom 10 Stores



- Top-performing stores demonstrate a clear advantage in sales during BOGOF promo type for Chakki Atta & Suflower oil.
- Disparity in sales between BOGOF & 25% OFF promo types for these items suggests that low performing stores should strategically prioritize BOGOF promotions in the next promotional period.
- There may be specific practices common among top-performing stores, such as:
  - ✓ Effective promotion execution
  - ✓ Superior customer service
  - ✓ Strategic product placement

# Promotion Type Analysis



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# Promotion Type Analysis



**ISU**  
**226K**

Sold QTY before promo **209K**  
Sold QTY after promo **435K**

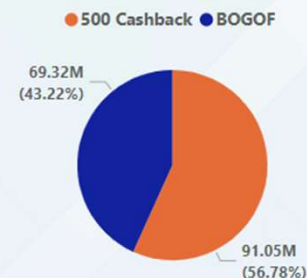
**IR**  
**154.91M**

Revenue before promo **141M**  
Revenue after promo **295.61M**

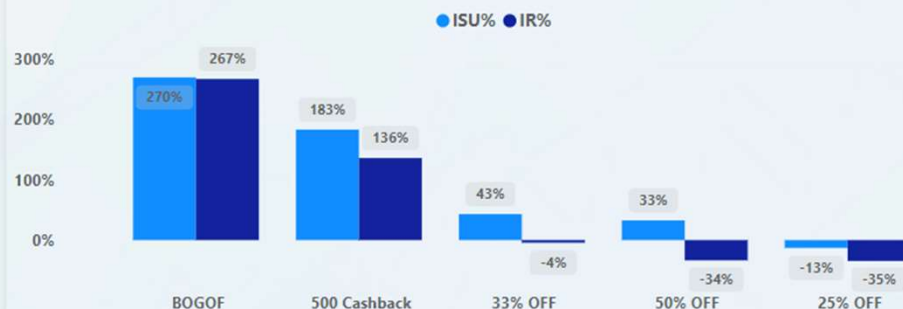
### Revenue wise performance



### Top 2 Promo type by IR



### ISU% & IR% by Promotions



### Bottom 2 Promo type by ISU





### Revenue wise performance

● Revenue before promo ● Revenue after Promo

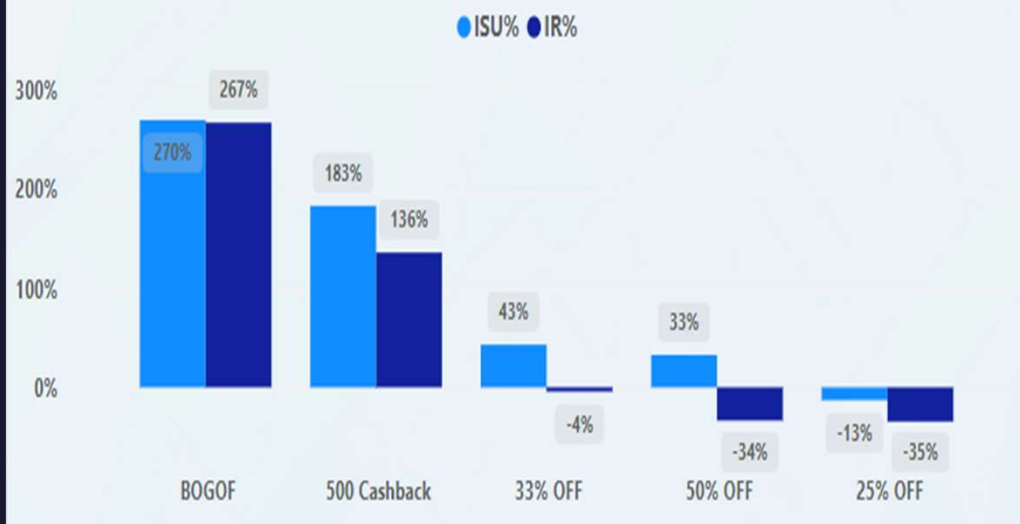


- Cashback and BOGOF promotions, which offer added value to customers either through direct cashback or free product incentives.
- This appears to resonate more strongly with consumers.
- Results in High revenue gains.
- Discount-based promotions, while attractive in principle, may not always translate into substantial revenue increase.





ISU% & IR% by Promotions



- BOGOF (Buy One Get One Free) promotion strikes the best balance between **ISU**(Incremental Sold Quantity)% & **IR**(Incremental Revenue)%.
- Discount-based promotions result in negative IR%, indicating a potential decrease in revenue and possibly unhealthy margins.
- Discount-based promotions can attract customers, the company needs to carefully assess their impact on margins and overall profitability.

# Product & Category Analysis



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# Product & Category Analysis



25% OFF

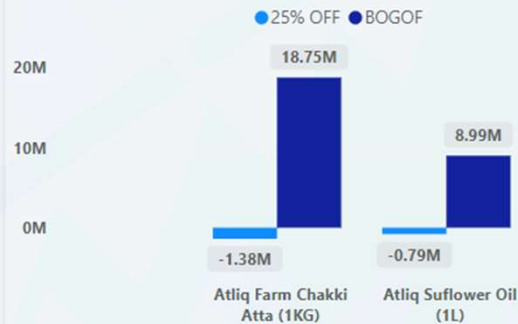
33% OFF

50% OFF

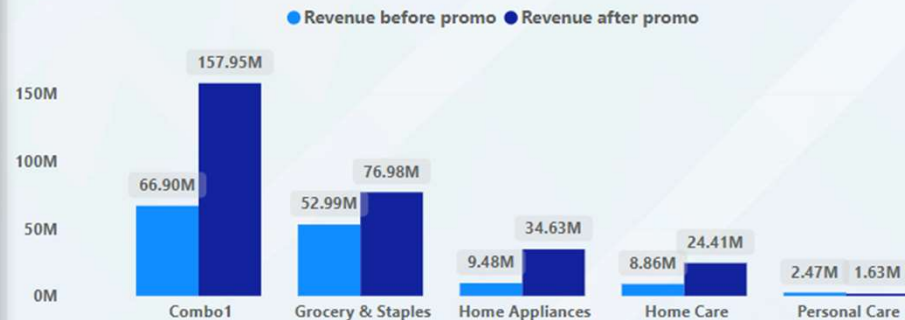
500  
Cashback

BOGOF

## Product response to Promotions



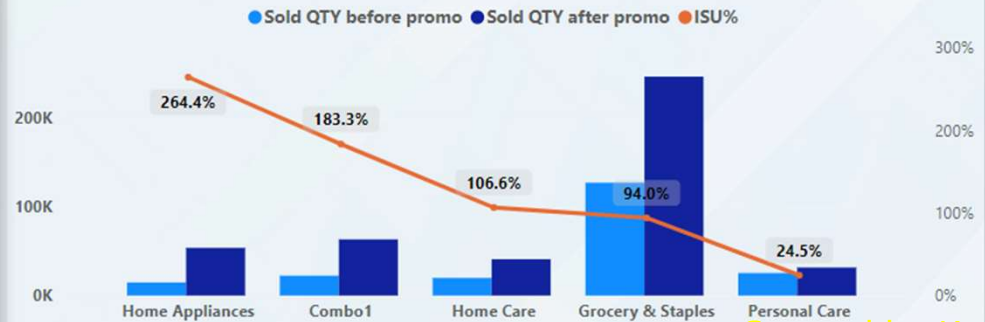
## Category wise Revenue



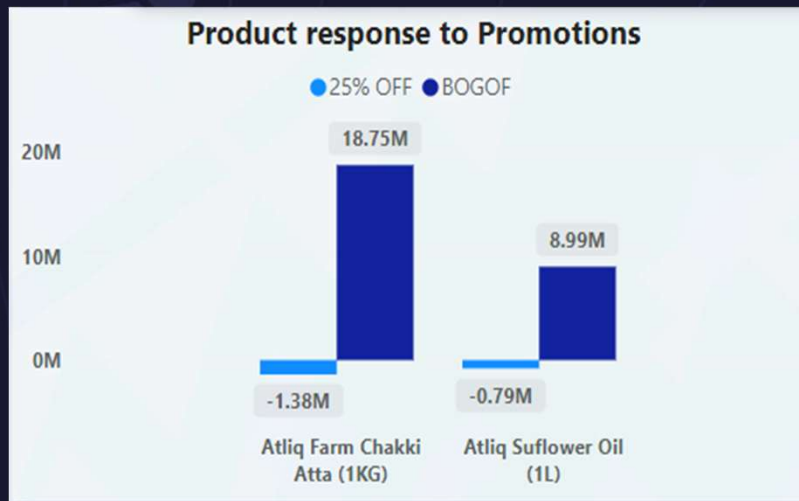
## IR by category



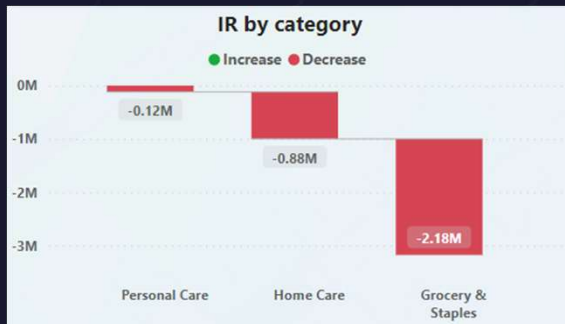
## Category wise sold Quantity



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- AtliQ Farm Chakki Atta (1 KG) & AtliQ Suflower Oil (1L) responded exceptionally well to BOGOF promo type as compared to 25% OFF promo type.



**25% OFF**



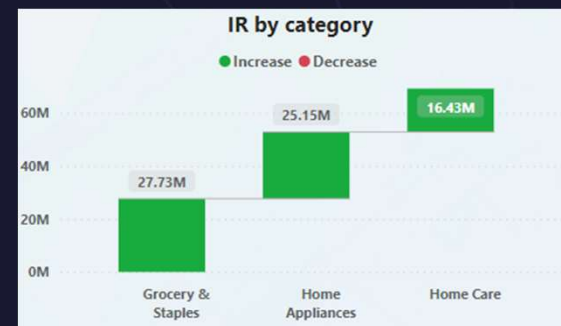
**33% OFF**



**50% OFF**



**500 Cashback**



**BOGOF**

- Certain promotion type may be more effective for specific product categories.
- BOGOF appear to be highly effective for Grocery & Staples & Home Care as compared to discount-based promotions.
- Personal care shows negative incremental revenue for both promo types, suggesting limited effectiveness in driving sales for this category.

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# Thank You!

**Kandarp Desai**

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