

# ATLIQ MART PROMOTION ANALYSIS

Domain: FMCG

# Overview

## Company

AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India.

## Context

All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 on their AtliQ branded products.

## Problem statement

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.

# Challenges deep-dive

## Challenge 1

### **Store Performance Analysis**

We will evaluate store performance and track key performance indicators (KPIs) which are essential for retail success.

## Challenge 2

### **Promotion Analysis**

We will evaluate success or failure of a promotion using past time series data.

## Challenge 3

### **Product & Category Analysis**

We will assess product & categories to understand better the many elements that influence the demand for a product line.

# Store Performance Analysis

- The Findings

Top 10 stores in term of incremental revenue

	store_id	promo_type	totalSale
1	STMYS-1	25% OFF	19972488
2	STCHE-4	BOGOF	19749142
3	STBLR-0	BOGOF	19119942
4	STBLR-7	BOGOF	18959434
5	STBLR-6	25% OFF	18824722
6	STCHE-7	BOGOF	18513886
7	STMYS-3	BOGOF	17889950
8	STCHE-3	25% OFF	17860790
9	STCHE-6	50% OFF	17785728
10	STBLR-3	25% OFF	17139950

- Insights/Recommendation

- Top stores most commonly seem to have the promotions '25% OFF' and 'BOGOF'.
- The firm should keep these insights in mind while designing future promotions as they seem to be rewarding.

# Store Performance Analysis

- The Findings

Bottom 10 stores in term of Incremental Sold Units

	store_id	promo_type	totalUnit
1	STMLR-0	25% OFF	8978
2	STTRV-1	25% OFF	9954
3	STMLR-1	50% OFF	10374
4	STTRV-0	33% OFF	10386
5	STMLR-2	50% OFF	10506
6	STVJD-1	BOGOF	10710
7	STVSK-3	BOGOF	11096
8	STVJD-0	BOGOF	11502
9	STVSK-4	33% OFF	11946
10	STCBE-4	BOGOF	13198

- Insights/Recommendation

- None of the stores offering promotion “500 Cashback” have ended in the bottom stores.
- In Future this promotion can be considered a safe option when designing plan for promotions

# Store Performance Analysis

- The Findings

City wise Number of stores and the Incremental revenue they made

	city	TotalSaleDifference	total_stores	Mean
1	Bengaluru	101528684	10	10152868
2	Chennai	81002004	8	10125250
3	Mysuru	37710954	4	9427738
4	Hyderabad	61680694	7	8811527
5	Madurai	32701664	4	8175416
6	Coimbatore	36337412	5	7267482
7	Visakhapatnam	29708428	5	5941685
8	Vijayawada	10836606	2	5418303
9	Trivandrum	9332120	2	4666060
10	Mangalore	13479358	3	4493119

- Insights/Recommendation

- Bengaluru has been the most profitable city followed by Chennai.
- While Hyderabad has made more IR than Mysuru , Mysuru seem to be performing better on average terms with 4 stores.
- Mysuru seems to have a lot of potential and the firm can consider expanding its operations there.

# Promotion Analysis

- The Findings

Incremental Revenue by each promotion

	promo_type	diff_in_sale
1	500 Cashback	245286000
2	BOGOF	138633980
3	33% OFF	31328424
4	50% OFF	1419248
5	25% OFF	-2349728

- Insights/Recommendation

- '500 Cashback' has been the most profitable promo.
- '25% OFF' promo has made a loss ,the firm can avoid this promotion technique in order to maintain their profits.

# Promotion Analysis

- The Findings

Incremental Sold Unit by each promotion

	promo_type	diff_in_units
1	25% OFF	-11434
2	50% OFF	13862
3	33% OFF	54510
4	500 Cashback	81762
5	BOGOF	314146

- Insights/Recommendation

- 'BOGOF' seems to be the most famous promotion amongst customers.
- '25% off' promo has failed to grab customers attention.



# Promotion Analysis

- The Findings

The balance struck by promos can be seen by the times of return on its IR/ISU

	promo_type	times_return
1	25% OFF	=205
2	33% OFF	574
3	50% OFF	102
4	500 Cashback	3000
5	BOGOF	441

- Insights/Recommendation

- Most times return was made on '500 Cashback' followed by 'BOGOF'
- '25% off' promo should be avoided as it has given 205 times loss than 102 times profit made on '50% Cashback'

# PROMOTION Analysis

- The Findings

Most transactions by city based on the promotion type

	city	promo_type	max(no_of_trans)
1	Bengaluru	BOGOF	100
2	Chennai	BOGOF	80
3	Coimbatore	BOGOF	50
4	Hyderabad	BOGOF	70
5	Madurai	BOGOF	40
6	Mangalore	BOGOF	30
7	Mysuru	BOGOF	40
8	Trivandrum	BOGOF	20
9	Vijayawada	BOGOF	20
10	Visakhapatnam	BOGOF	50

- Insights/Recommendation

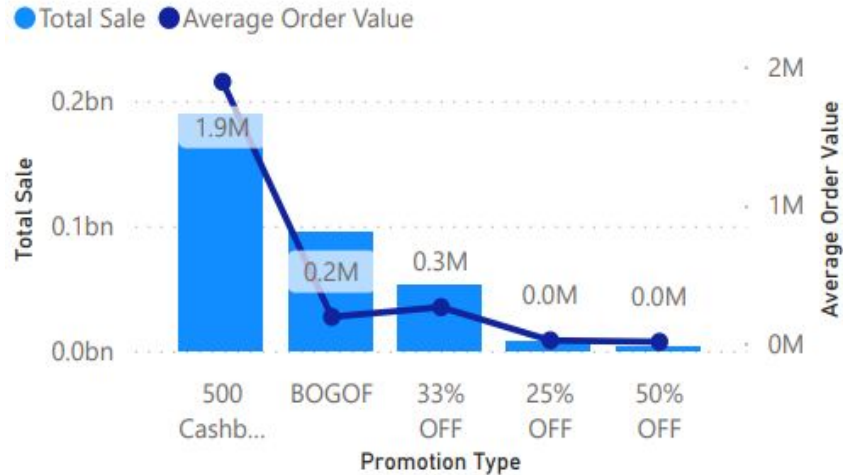
- The promotion “BOGOF” attracted the maximum transactions out of all promo type available.

# PROMOTION Analysis

- The Findings

Average order value for every promotion

Total Sale, Average Order Value and Average Order Value by Promotion Type



- Insights/Recommendation

- 33% OFF has a better AOV than BOGOF despite BOGOF making more revenue

# Store & Promotion Analysis

418.10K

Units Before Promotion

281M

Sales Before Promotion

870.95K

Units After Promotion

696M

Sales After Promotion

## Top 10 Stores with Highest sales

promo\_type 25% OFF 50% OFF BOGOF



City	Total Sale	Total Stores	Mean Sale of City
Bengaluru	167415242	10	1,67,41,524.20
Chennai	133574912	8	1,66,96,864.00
Mysuru	63603528	4	1,59,00,882.00
Hyderabad	107038056	7	1,52,91,150.86
Madurai	53364768	4	1,33,41,192.00
Coimbatore	60809320	5	1,21,61,864.00
Visakhapatnam	52617312	5	1,05,23,462.40
Vijayawada	18012480	2	90,06,240.00
Trivandrum	15735692	2	78,67,846.00
Mangalore	23548990	3	78,49,663.33

## Times Return on Promotions based on change in revenue and units sold



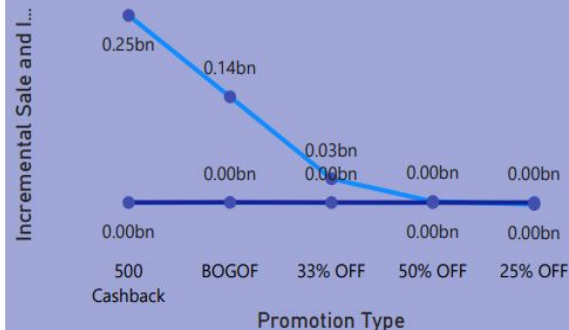
## Bottom 10 stores with Lowest Units sold

promo\_type 25% OFF 33% OFF 50% OFF BOGOF



## Promtion Performance in Terms of Highest Incremental Sales

Incremental Sale Incremental Units



## Total Sale, Average Order Value and Average Order Value by Promotion Type

Total Sale Average Order Value



# Category Analysis

- The Findings

ISU% by category

Category	ISU%
Combo1	183.3310911
Grocery & Staples	94.01748445
Home Appliances	264.3920343
Home Care	106.5978547
Personal Care	24.50205501

- Insights/Recommendation

- Home Appliances has been the most in demand category followed by Combo 1

# Category Analysis

- The Findings

Category performance

	category	BeforetotalSale	AftertotalSale	diff
1	Combo1	66897000	189540000	122643000
2	Grocery & Staples	52991852	95615960	42624108
3	Home Appliances	9483110	34633500	25150390
4	Home Care	8856985	24944175	16087190
5	Personal Care	2472241	3126515	654274

- Insights/Recommendation

- Combo 1 has generated the most revenue even with Home Appliance being the most famous category
  - In future a balance should be found between these two to generate most profit and attract more customers.
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# Category Analysis

- The Findings

ISU% by category

Category	ISU%
Combo1	183.3310911
Grocery & Staples	94.01748445
Home Appliances	264.3920343
Home Care	106.5978547
Personal Care	24.50205501

- Insights/Recommendation

- Home Appliances has been the most in demand category followed by Combo 1

# Product Analysis

- The Findings

Products performance based on IR

	product_code	product_name	BeforetotalSale	AftertotalSale	diff
1	P15	Atliq_Home_Essential_8_Product_Co...	66897000	189540000	122643000
2	P04	Atliq_Farm_Chakki_Atta (1KG)	10851800	29100500	18248700
3	P14	Atliq_waterproof_Immersion_Rod	6597360	24158700	17561340
4	P02	Atliq_Sonamasuri_Rice (10KG)	32061660	45782100	13720440
5	P08	Atliq_Double_Bedsheet_set	5001570	17919020	12917450
6	P03	Atliq_Suflower_Oil (1L)	5599512	14310708	8711196
7	P13	Atliq_High_Glo_15W_LED_Bulb	2885750	10474800	7589050
8	P07	Atliq_Curtains	1377600	4895100	3517500
9	P01	Atliq_Masoor_Dal (1KG)	4478880	6422652	1943772
10	P11	Atliq_Doodh_Kesar_Body_Lotion ...	998830	1334180	335350
11	P12	Atliq_Lime_Cool_Bathing_Bar (125GM)	478516	637360	158844
12	P10	Atliq_Cream_Beauty_Bathing_Soap ...	393625	483145	89520
13	P09	Atliq_Body_Milk_Nourishing_Lotion ...	601270	671830	70560
14	P05	Atliq_Scrub_Sponge_For_Dishwash	316910	274175	-42735
15	P06	Atliq_Fusion_Container_Set_of_3	2160905	1855880	-305025

- Insights/Recommendation

- P 15 made the most profit while P 06 performed the worst



# Product Analysis

- The Findings

We were asked to find List of product with price greater than 500 featured in 'BOGOF'

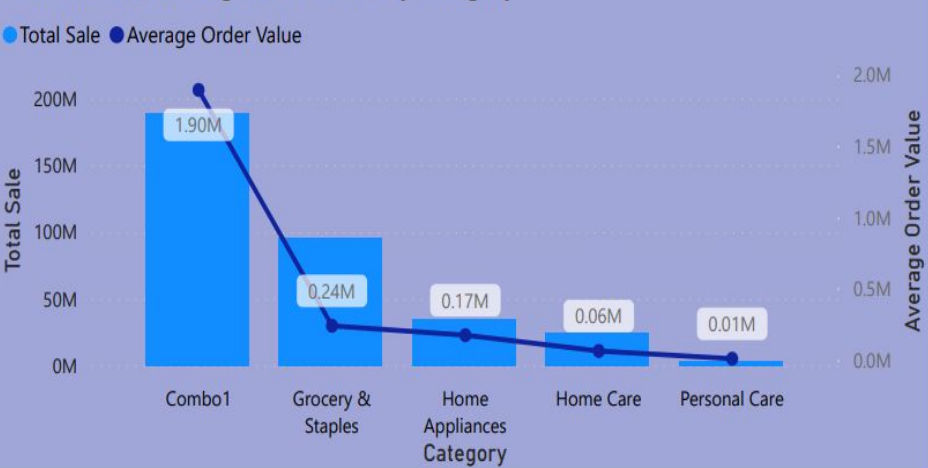
	product_code	product_name	category	base_price
1	P08	Atliq_Double_Bedsheet_set	Home Care	1190
2	P14	Atliq_waterproof_Immersion_Rod	Home Appliances	1020

- Insights/Recommendation

- High value products that are being highly discounted have been identified
  - Will help in evaluating Pricing and promotion strategies
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# PRODUCT AND CATEGORY ANALYSIS

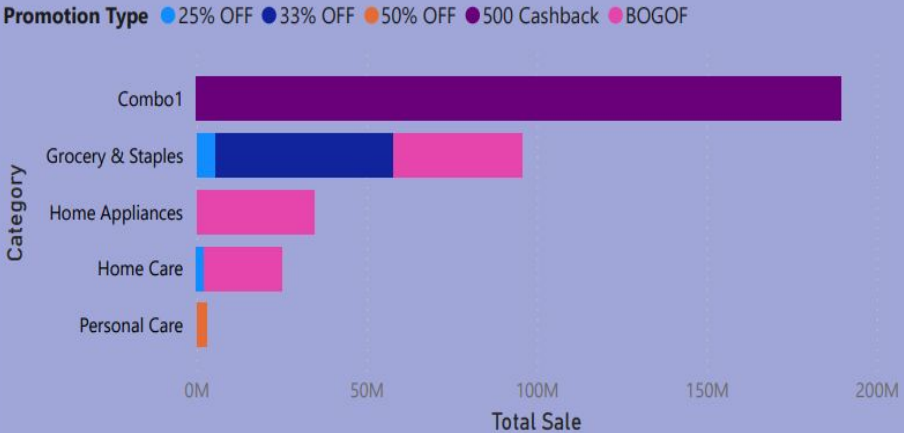
Total Sale and Average Order Value by Category



Category	ISU%
Combo1	183.3310911
Grocery & Staples	94.01748445
Home Appliances	264.3920343
Home Care	106.5978547
Personal Care	24.50205501

Product Code	Category	IR%
P01	Grocery & Staples	43.39861751
P02	Grocery & Staples	42.79391647
P03	Grocery & Staples	155.5706283
P04	Grocery & Staples	168.1628854
P05	Home Care	-13.48490108
P06	Home Care	-14.1156136
P07	Home Care	255.3353659
P08	Home Care	258.2679039
P09	Personal Care	11.73516058
P10	Personal Care	22.74245792

Total Sale by Category and Promotion Type



# Sales Performance

Diwali

Sankranti

## City

- ☐ Bengaluru
- ☐ Chennai
- ☐ Coimbatore
- ☐ Hyderabad
- ☐ Madurai
- ☐ Mangalore
- ☐ Mysuru
- ☐ Trivandrum

## Product Code

- ☐ P01
- ☐ P02
- ☐ P03
- ☐ P04
- ☐ P05

## Store ID

- ☐ STBLR-0
- ☐ STBLR-1
- ☐ STBLR-2
- ☐ STBLR-3
- ☐ STBLR-4
- ☐ STBLR-5

## Category

Combo1

Grocery & Staples

Home Appliances

Home Care

Personal Care

220.64K

Units Before Promotion

165M

Sales Before Promotion

366.81K

Units After Promotion

415M

Sales After Promotion

50

Distinct Stores

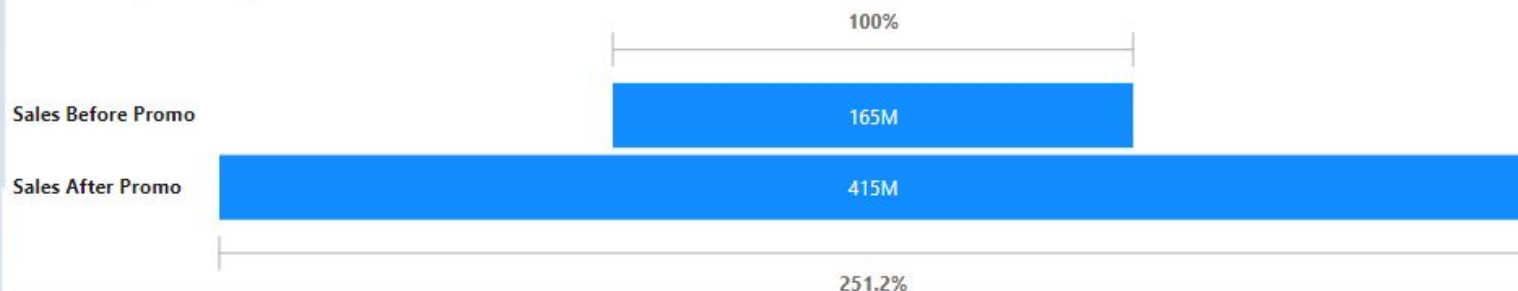
1.89

Times change in Units

1.89

Times change in Sales

## Percentage Change In Before & After Promotion Sales



## Promotion Type

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

# Sales Performance

Diwali

Sankranti

## City

- ☐ Bengaluru
- ☐ Chennai
- ☐ Coimbatore
- ☐ Hyderabad
- ☐ Madurai
- ☐ Mangalore
- ☐ Mysuru
- ☐ Trivandrum

## Product Code

- ☐ P01
- ☐ P02
- ☐ P03
- ☐ P04
- ☐ P05

## Store ID

- ☐ STBLR-0
- ☐ STBLR-1
- ☐ STBLR-2
- ☐ STBLR-3
- ☐ STBLR-4
- ☐ STBLR-5

## Category

Combo1

Grocery & Staples

Home Appliances

Home Care

Personal Care

197.46K

Units Before Promotion

116M

Sales Before Promotion

504.14K

Units After Promotion

281M

Sales After Promotion

50 Distinct Stores

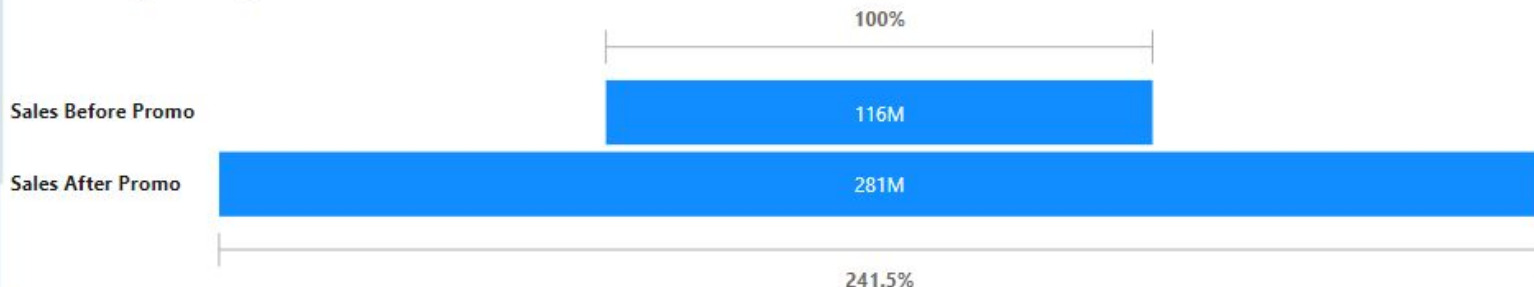
2.23

Times change in Units

2.23

Times change in Sales

## Percentage Change In Before & After Promotion Sales



## Promotion Type

25% OFF

33% OFF

50% OFF

500 Cashback

BOGOF

# Campaign Analysis

- The Findings

From last 2 slides

- Diwali Campaign has a 251% revenue of sales before promotion
- Sankranti Campaign has a 241% revenue of sales before promotion

- Insights/Recommendation

- Diwali seems to be the more profitable campaign
  - In future more budget can be allocated while coming up with a diwali campaign as it gives a higher return.
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