



AtliQ Supermarket Sales Promotions Analysis



CodeBasics Resume Challenge #9

Dashboard Overview



Atliq Mart

Filters

Campaign

Diwali

Sankranti

Offer

- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

City

All

Category

All

Clear all slicers

ISU: Incremental Sold Units
IR: Incremental Revenue

Total Revenue

₹436.3M

City presence

10

Store count

50

Total sold quantity

860K

Home

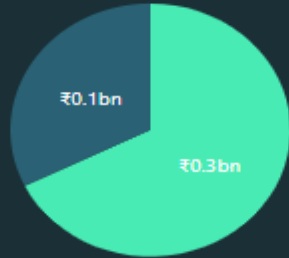
Store

Promotion

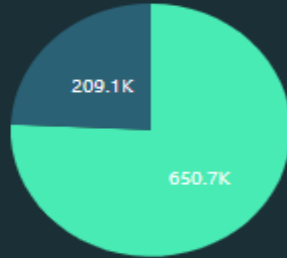
Category

Revenue and Sold Quantity Generated Before and After Promotion

● Total_revenue_after_pr... ● Total_revenue_b...



● Sold Quantity After Pr... ● Sold Quantity Bef...

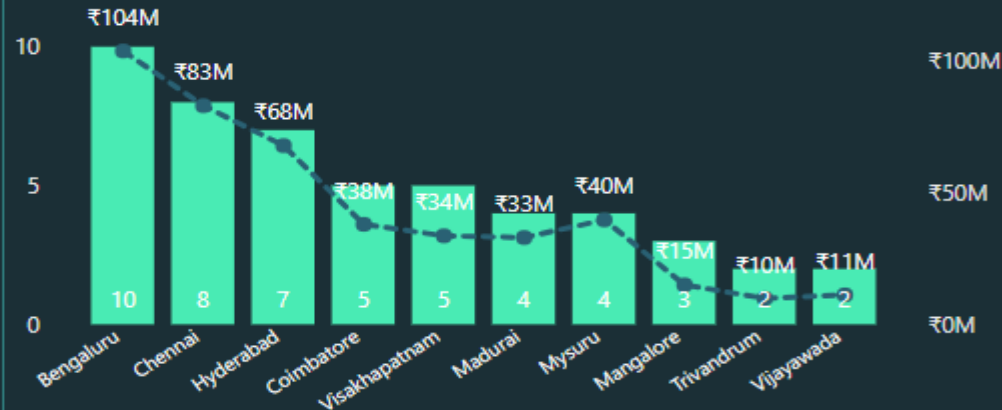


Store Analysis by City

City	Revenue before promotion	Revenue after promotion	IR%	Sold quantity before promotion	Sold quantity after promotion	ISU%
Bengaluru	₹32.9M	₹71.2M	116.1%	49.2K	157.3K	220.0%
Chennai	₹26.3M	₹57.0M	116.8%	39.5K	125.6K	218.0%
Coimbatore	₹12.2M	₹25.9M	111.4%	18.2K	58.7K	223.7%
Hyderabad	₹22.7M	₹45.4M	100.1%	34.4K	103.1K	200.1%
Madurai	₹10.3M	₹22.7M	120.0%	14.5K	47.0K	225.1%
Mangalore	₹5.0M	₹10.0M	98.8%	7.5K	22.4K	197.0%
Mysuru	₹12.9M	₹26.8M	107.3%	18.6K	54.7K	194.4%
Trivandrum	₹3.2M	₹6.7M	109.2%	4.8K	15.2K	214.7%
Vijayawada	₹3.6M	₹7.6M	112.7%	5.3K	16.5K	210.9%
Visakhapatnam	₹11.5M	₹22.3M	94.4%	17.2K	50.2K	192.1%
Total	₹140.7M	₹295.6M	110.1%	209.1K	650.7K	211.3%

Revenue Generated By City and Store Count

● Store count — Total Revenue



Top 10 Stores by IR

Store_id	City	IR
STMYS-1	Mysuru	4,919.3K
STCHE-4	Chennai	4,828.0K
STBLR-0	Bengaluru	4,759.6K
STBLR-7	Bengaluru	4,717.6K
STCHE-7	Chennai	4,647.7K
STBLR-6	Bengaluru	4,610.2K
STCHE-3	Chennai	4,408.7K
STMYS-3	Mysuru	4,402.3K
STCHE-6	Chennai	4,035.8K
STBLR-3	Bengaluru	3,942.4K

Bottom 10 Stores by ISU

Store_id	City	ISU
STCBE-4	Coimbatore	5942
STVJD-0	Vijayawada	5870
STMLR-1	Mangalore	5481
STMLR-2	Mangalore	5374
STTRV-0	Trivandrum	5306
STVJD-1	Vijayawada	5302
STTRV-1	Trivandrum	5072
STVSK-4	Visakhapatnam	4988
STVSK-3	Visakhapatnam	4553
STMLR-0	Mangalore	3978

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Category

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Clear all slicers

ISU: Incremental Sold Units

IR: Incremental Revenue

Revenue Before
Promotion

₹140.7M

Revenue After
Promotion

₹295.6M

Sold Quantity Before
Promotion

209.1K

Sold Quantity After
Promotion

650.7K

Home

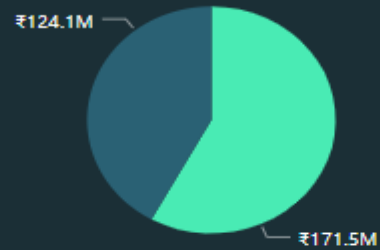
Store

Promotion

Category

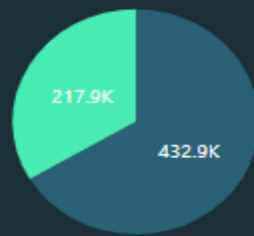
Revenue Generated by Campaign

● Diwali ● Sankranti



Sold Quantity by Campaign

● Sankranti ● Diwali

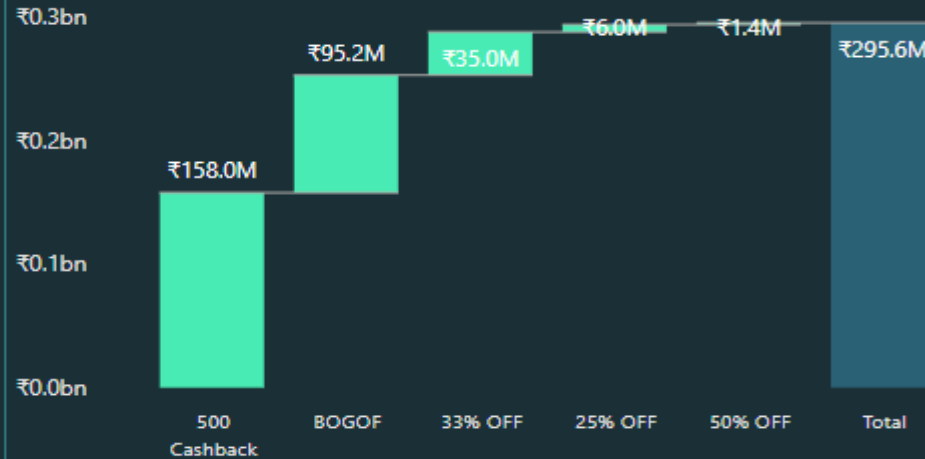


Before Vs After Promotion Analysis

Promo Details	Revenue before promotion	Revenue after promotion	IR%	Sold quantity before promotion	Sold quantity after promotion	ISU%
25% OFF	₹9.2M	₹6.0M	-34.6%	44.0K	38.3K	-13.0%
33% OFF	₹36.5M	₹35.0M	-4.3%	63.3K	90.6K	43.0%
50% OFF	₹2.2M	₹1.4M	-33.6%	21.2K	28.2K	32.6%
500 Cashback	₹66.9M	₹158.0M	136.1%	22.3K	63.2K	183.3%
BOGOF	₹25.9M	₹95.2M	267.4%	58.2K	430.5K	640.0%
Total	₹140.7M	₹295.6M	110.1%	209.1K	650.7K	211.3%

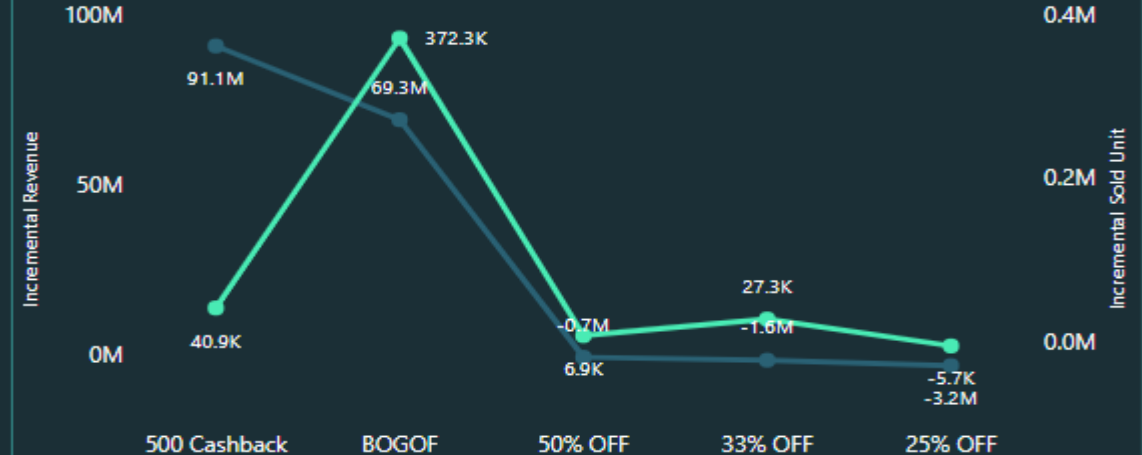
Revenue Distribution by Promotion

● Increase ● Decrease ● Total



Increment Revenue and Incremental Sold Unit By Promotion

● Incremental Revenue ● Incremental Sold Unit



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City

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Category

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ISU: Incremental Sold Units

IR: Incremental Revenue

Revenue After
Promotion

₹295.6M

IR%

110.1%

Sold Quantity After
Promotion

650.7K

ISU%

211.28%

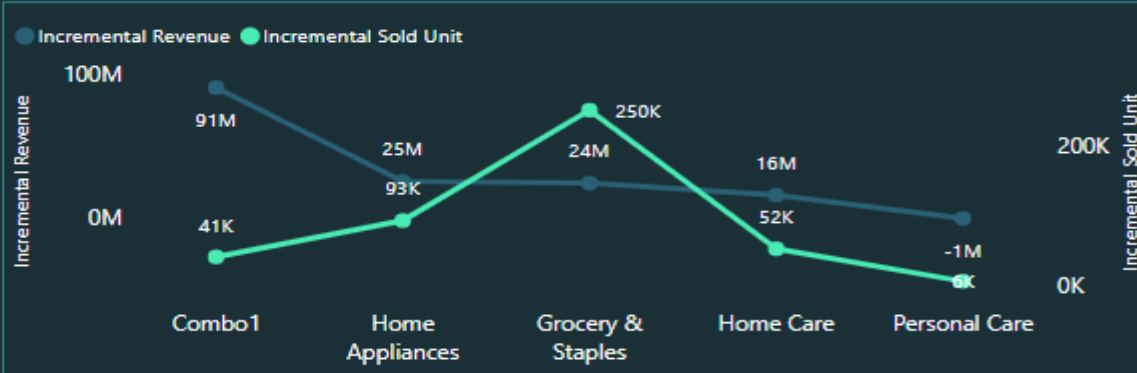
Home

Store

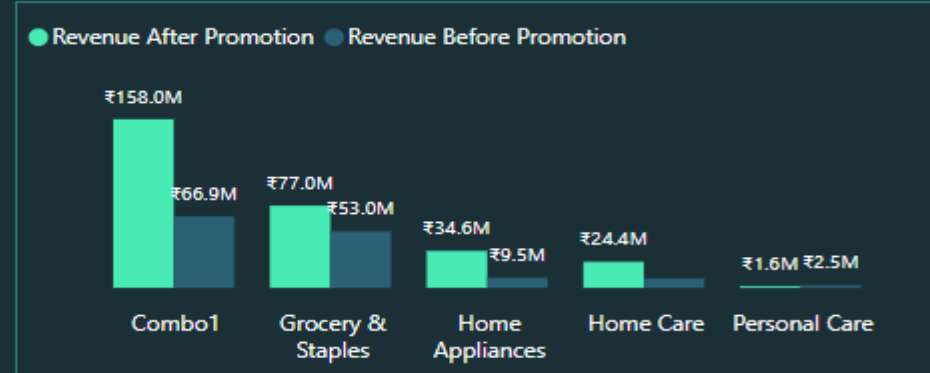
Promotion

Category

Incremental Revenue and Incremental Sold Unit by Category



Revenue Generated After & Before Promotion by Category



Product Performance During Diwali and Sankranti Campaign

Campaign Name Product Name	Diwali					Sankranti				
	Base Price	Promo Type	Promotion Price	ISU	IR	Base Price	Promo Type	Promotion Price	ISU	IR
Atliq_Body_Milk_Nourishing_Lotion (120ML)	₹ 110	50% OFF	₹55.0	1.0K	-0.1M	₹ 90	25% OFF	₹67.5	-0.5K	-0.1M
Atliq_Cream_Beauty_Bathing_Soap (125GM)	₹ 65	50% OFF	₹32.5	1.6K	-0.1M	₹ 50	25% OFF	₹37.5	-0.3K	0.0M
Atliq_Curtains	₹ 300	BOGOF	₹150.0	15.7K	2.0M	₹ 300	BOGOF	₹150.0	12.3K	1.6M
Atliq_Doodh_Kesar_Body_Lotion (200ML)	₹ 190	50% OFF	₹95.0	1.0K	-0.2M	₹ 190	50% OFF	₹95.0	0.8K	-0.1M
Atliq_Double_Bedsheet_set	₹ 1,190	BOGOF	₹595.0	12.4K	6.1M	₹ 1,190	BOGOF	₹595.0	13.5K	6.8M
Atliq_Farm_Chakki_Atta (1KG)	₹ 290	25% OFF	₹217.5	-1.7K	-1.4M	₹ 370	BOGOF	₹185.0	119.7K	18.7M
Atliq_Fusion_Container_Set_of_3	₹ 415	25% OFF	₹311.3	-0.5K	-0.6M	₹ 415	25% OFF	₹311.3	-0.3K	-0.2M
Atliq_High_Glo_15W_LED_Bulb	₹ 350	BOGOF	₹175.0	18.9K	2.7M	₹ 350	BOGOF	₹175.0	32.7K	4.8M
Atliq_Home_Essential_8_Product_Combo	₹ 3,000	500 Cashback	₹2,500.0	34.0K	76.5M	₹ 3,000	500 Cashback	₹2,500.0	6.9K	14.5M
Atliq_Lime_Cool_Bathing_Bar (125GM)	₹ 62	50% OFF	₹31.0	1.6K	-0.1M	₹ 62	50% OFF	₹31.0	0.9K	0.0M
Atliq_Masoor_Dal (1KG)	₹ 172	33% OFF	₹115.2	6.4K	0.0M	₹ 172	33% OFF	₹115.2	4.9K	-0.2M
Atliq_Scrub_Sponge_For_Dishwash	₹ 55	25% OFF	₹41.3	-0.6K	-0.1M	₹ 55	25% OFF	₹41.3	-0.2K	0.0M
Atliq_Sonamasuri_Rice (10KG)	₹ 860	33% OFF	₹576.2	7.6K	-0.1M	₹ 860	33% OFF	₹576.2	8.4K	-1.3M
Atliq_Suflower_Oil (1L)	₹ 156	25% OFF	₹117.0	-1.8K	-0.8M	₹ 200	BOGOF	₹100.0	106.1K	9.0M
Atliq_waterproof_Immersion_Rod	₹ 1,020	BOGOF	₹510.0	11.9K	5.0M	₹ 1,020	BOGOF	₹510.0	29.0K	12.5M

Ad-hoc Requests



Business Request 1

-- base price greater than 500 and featured in the promo type of 'BOGOF' (buy one get one free)

Query

```
SELECT distinct
  p.product_code,
  p.product_name,
FROM
  dim_products p
JOIN
  fact_events e
ON p.product_code = e.product_code
WHERE
  e.base_price > 500 and e.promo_type =
'BOGOF';
```



Output

	product_code	product_name
▶	P08	Atliq_Double_Bedsheet_set
	P14	Atliq_waterproof_Immersion_Rod

Ad-hoc Requests

Business Request 2

-- Numer of stores in each city (Result in descending order of store count)

Query

```
select  
city, count(*) as count  
from dim_stores  
group by city  
order by count desc;
```



Output

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

Ad-hoc Requests



Business Request 3

-- Report to generate each campaign along with total revenue generated before and after campaign

Query

```
with cte1 as( select
c.campaign_name,
e.promo_type,
sum(base_price*`quantity_sold(before_promo)`)) as sales_before_promo,
case
    when promo_type='50% off' then
round(sum((base_price*0.5)*`quantity_sold(after_promo)`),1)
    when promo_type='25% off' then
round(sum((base_price*0.75)*`quantity_sold(after_promo)`),1)
    when promo_type='33% off' then
round(sum((base_price*0.67)*`quantity_sold(after_promo)`),1)
    when promo_type='BOGOF' then
round(sum((base_price*0.5)*2*`quantity_sold(after_promo)`),1)
    when promo_type='500 cashback' then round(sum((base_price-
500)*`quantity_sold(after_promo)`),1)
    else round(sum(base_price*`quantity_sold(after_promo)`),1) end as
sales_after_promo
from fact_events e
inner join dim_campaigns c
on
c.campaign_id=e.campaign_id
group by campaign_name,promo_type)
select
campaign_name,
round(sum(sales_before_promo)/1000000,2) as total_revenue_bf_promo_mln,
round(sum(sales_after_promo)/1000000,2) as revenue_af_promo_mln
from cte1
group by campaign_name;
```



Output

	campaign_name	total_revenue_bf_promo_mln	revenue_af_promo_mln
▶	Sankranti	58.13	124.15
	Diwali	82.57	171.46



Ad-hoc Requests

Business Request 4

-- Calcuates incremental sold quantity(ISU%) for each category during diwali campaign. Provide ranking for categories based on ISU%

Query

```
with cte2 as(
select
p.category,
sum(`quantity_sold(after_promo)`) as quantity_after_promo,
sum(`quantity_sold(before_promo)`)as quantity_before_promo
from fact_events e
join dim_products p
on p.product_code=e.product_code
where campaign_id="CAMP_DIW_01"
group by category)

select
        category,
        round(((quantity_after_promo - quantity_before_promo)
/quantity_before_promo)*100,2) as ISU_percent ,
        rank() over( order by (quantity_after_promo - quantity_before_promo)
/quantity_before_promo Desc ) as ISU_percent_rank_order
FROM cte2;
```

Output

Result Grid	Filter Rows:	Export:
category	ISU_percent	ISU_percent_rank_order
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

Ad-hoc Requests



Business Request 5

-- Report featuring Top 5 product based on Increment revenue percentage(IR%) across all campaign

Query

```
with cte3 as(
select
    p.product_name,
    p.category,
    e.base_price,
    `quantity_sold(after_promo)` as quantity_after_promo,
    `quantity_sold(before_promo)` as quantity_before_promo,
case
    when promo_type = "50% off" then base_price * 0.50
    when promo_type = "25% off" then base_price * 0.75
    when promo_type = "bogof" then base_price * 0.50
    when promo_type = "500 cashback" then (base_price - 500)
    when promo_type = "33% off" then base_price * 0.67
    else base_price
end as new_promo_price
from fact_events e
join dim_products p
on p.product_code=e.product_code
),
cte4 as(
select
    product_name,
    category,
    sum(base_price*quantity_before_promo) as revenue_before,
    sum(new_promo_price*quantity_after_promo) as revenue_after
from cte3
group by category,product_name),
cte5 as (
select
    category,
    product_name,
    round((revenue_after - revenue_before)/1000000,1) as ir_mln,
    round(((revenue_after - revenue_before)/ revenue_before)*100,1) as ir_per
    from cte4
)
select
*,
rank () over(order by IR_per desc) as ir_rank from cte5 limit 5;
```



Output

	category	product_name	ir_mln	ir_per	ir_rank
▶	Combo1	Atliq_Home_Essential_8_Product_Combo	91.1	136.1	1
	Home Appliances	Atliq_waterproof_Immersion_Rod	5.5	83.1	2
	Home Appliances	Atliq_High_Glo_15W_LED_Bulb	2.4	81.5	3
	Home Care	Atliq_Double_Bedsheet_set	4.0	79.1	4
	Home Care	Atliq_Curtains	1.1	77.7	5