Atliq Mart Festive Promotional Analysis

Analyze Promotions and Provide Tangible Insights to Sales Director

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Problem Statement

Domain: FMCG   Function: Sales / Promotions

AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during Diwali 2023 and Sankranti 2024 (festive time in India) on their AtliQ 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.

Sales director Bruce Haryali wanted this immediately but the analytics manager Tony is engaged on another critical project. Tony decided to give this work to Peter Pandey who is the curious data analyst of AtliQ Mart. Since these insights will be directly reported to the sales director, Tony also provided some notes to Peter to support his work.

Business Requests

Tools Used:- My SQL,Excel,Power Point

Business Requests

Note:
- Start by importing the **'retail_events_db'** database into MySQL Workbench. Craft SQL queries to address the specified business questions. Save these queries in an SQL file and upload it to GitHub. Share the GitHub link and include query outputs in your presentation.

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). 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.

2. 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.

3. 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)

4. 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.

   Note: ISU% (Incremental Sold Quantity Percentage) is calculated as the percentage increase/decrease in quantity sold (after promo) compared to quantity sold (before promo)

5. 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.

Note: The submissions are evaluated based on the query readability, logic, and also presentation of the results.

Provide a list of products with a base price greater than 500 and that are featured in the promo type of 'BOGOF'(Buy One Get One Free). This information will help us identify high-value products that are currently heavily discounted, which can be useful for evaluating our pricing and promotion strategies.

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

Generate a report that displays each campaign along with the total revenue generated before and after the campaign. This report includes three key fields: campaign_name, total_revenue_before_promo, and total_revenue_after_promo. This report should help in evaluating the financial impact of our promotional campaigns

campaign_name	total_revenue_before_promo_inmillions	total_revenue_after_promo_inmillions
Sankranti	58.13	124.146867
Diwali	82.58	171.459777

Provide a report that calculates the Incremental Sold Quantity Percentage(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	total_quantity_sold_before_promo	total_quantity_sold_after_promo	isu_percentage	rank_order
Home Appliances	5230	18003	244.00	1
Combo1	16791	50769	202.00	2
Home Care	13326	23938	80.00	3
Personal Care	16843	22074	31.00	4
Grocery & Staples	58129	68620	18.00	5

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product_name	category	ir_percentage
Atliq_waterproof_Immersion_Rod	Home Appliances	266.1874
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.9836
Atliq_Double_Bedsheet_set	Home Care	258.2679
Atliq_Curtains	Home Care	255.3354
Atliq_Home_Essential_8_Product_Co...	Combo1	183.3311