

Analysis of Festive Promotions for AtliQ Branded Products

Evaluating the Effectiveness of Diwali 2023 and
Sankranti 2024 Promotions at AtliQ Mart.

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BUSINESS CONTEXT

- ▶ About AtliQ Mart:

A leading retail giant with AtliQ branded products.

- ▶ Festive Promotions:

Promotions conducted during Diwali 2023 and Sankranti 2024.

- ▶ Objective:

Evaluate the effectiveness of these promotions to guide future marketing strategies.

BUSINESS PROBLEM

- ▶ Problem Statement

Analyze the effectiveness of Diwali 2023 and Sankranti 2024 promotions on AtliQ branded products.

- ▶ Key Goals

Identify successful promotional strategies.
Understand sales performance metrics.

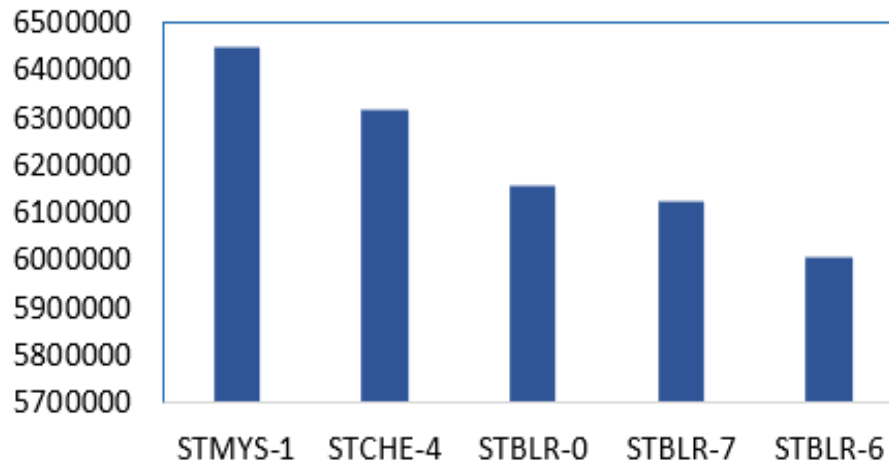
Performance and Promotion Analysis

- ▶ Store Performance Analysis
- ▶ Product and Category Analysis
- ▶ Promotion Type Analysis

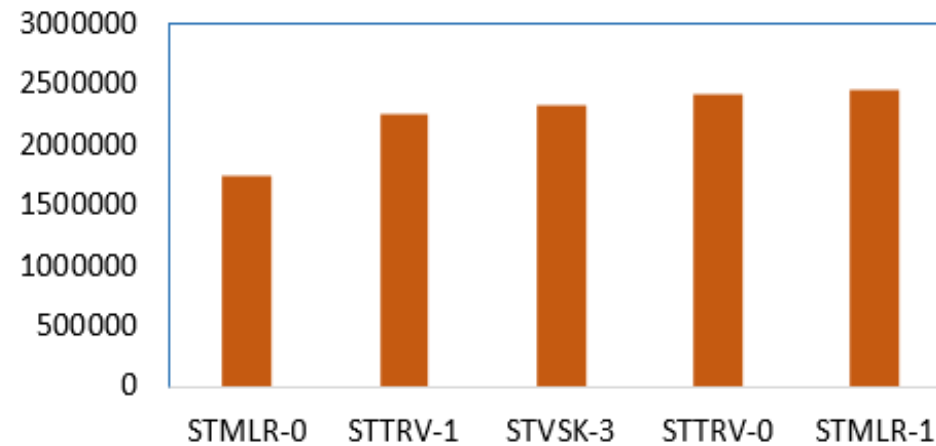
STORE PERFORMANCE ANALYSIS

Top and Bottom 5 Stores Based on Incremental Revenue

Top 5 Stores Based on Incremental Revenue

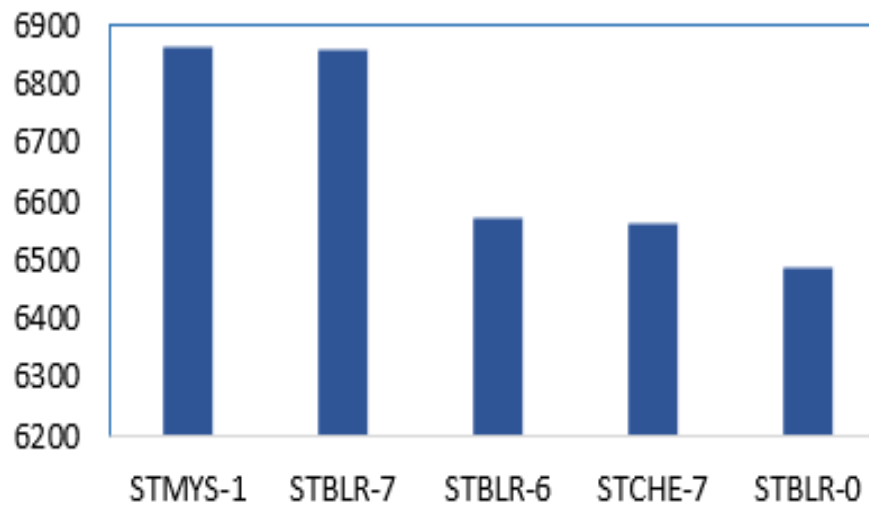


Bottom 5 Stores Based on Incremental Revenue

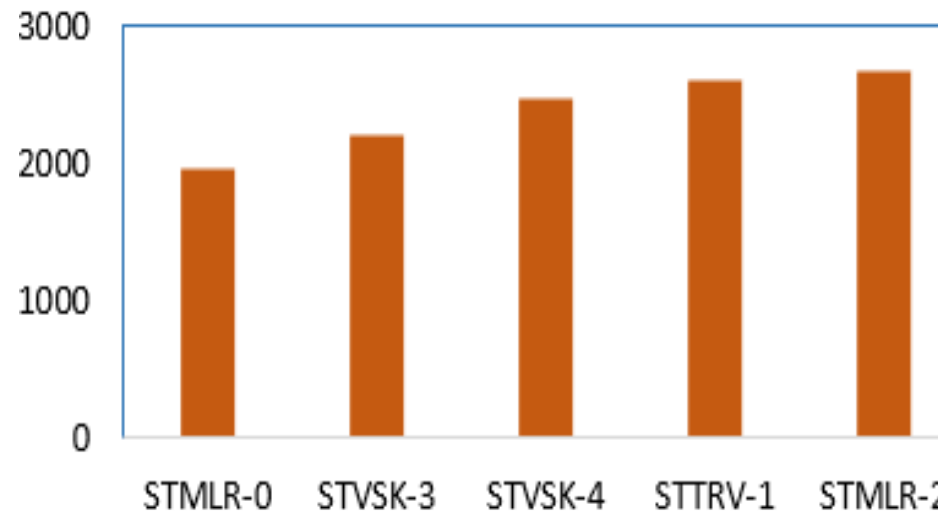


Top and Bottom 5 Stores Based on Incremental Sold Units

Top 5 Stores Based on Incremental Sold Units

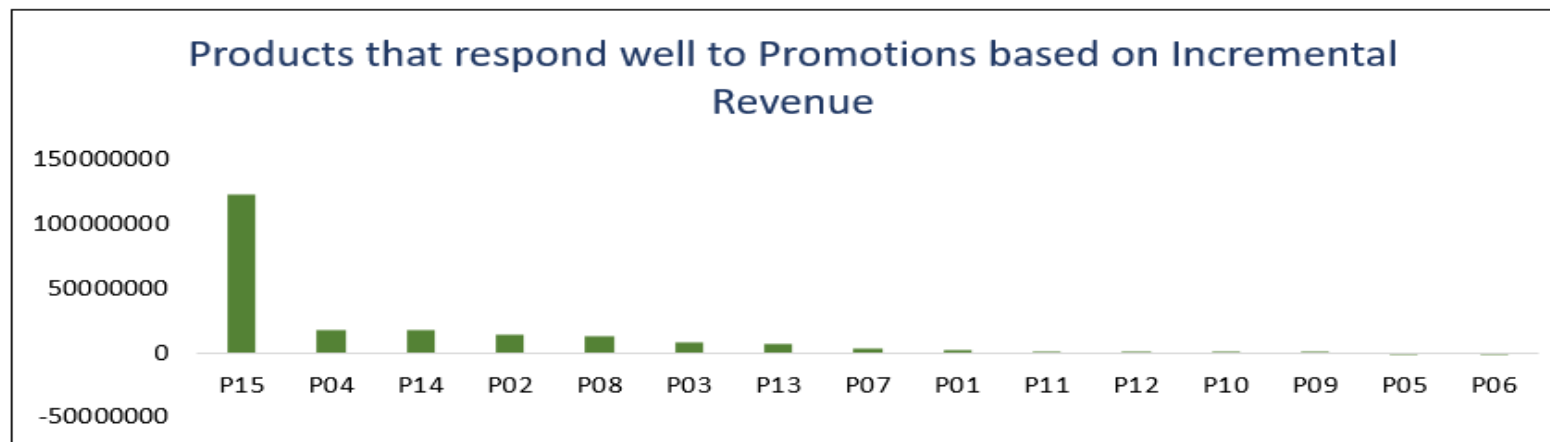
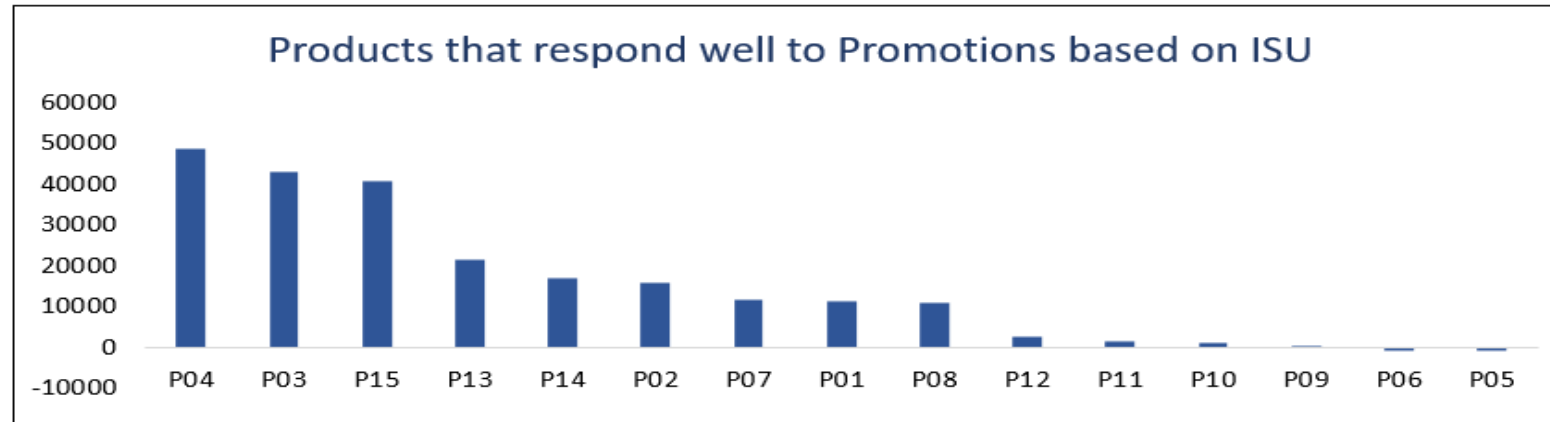


Bottom 5 Stores Based on Incremental Sold Units

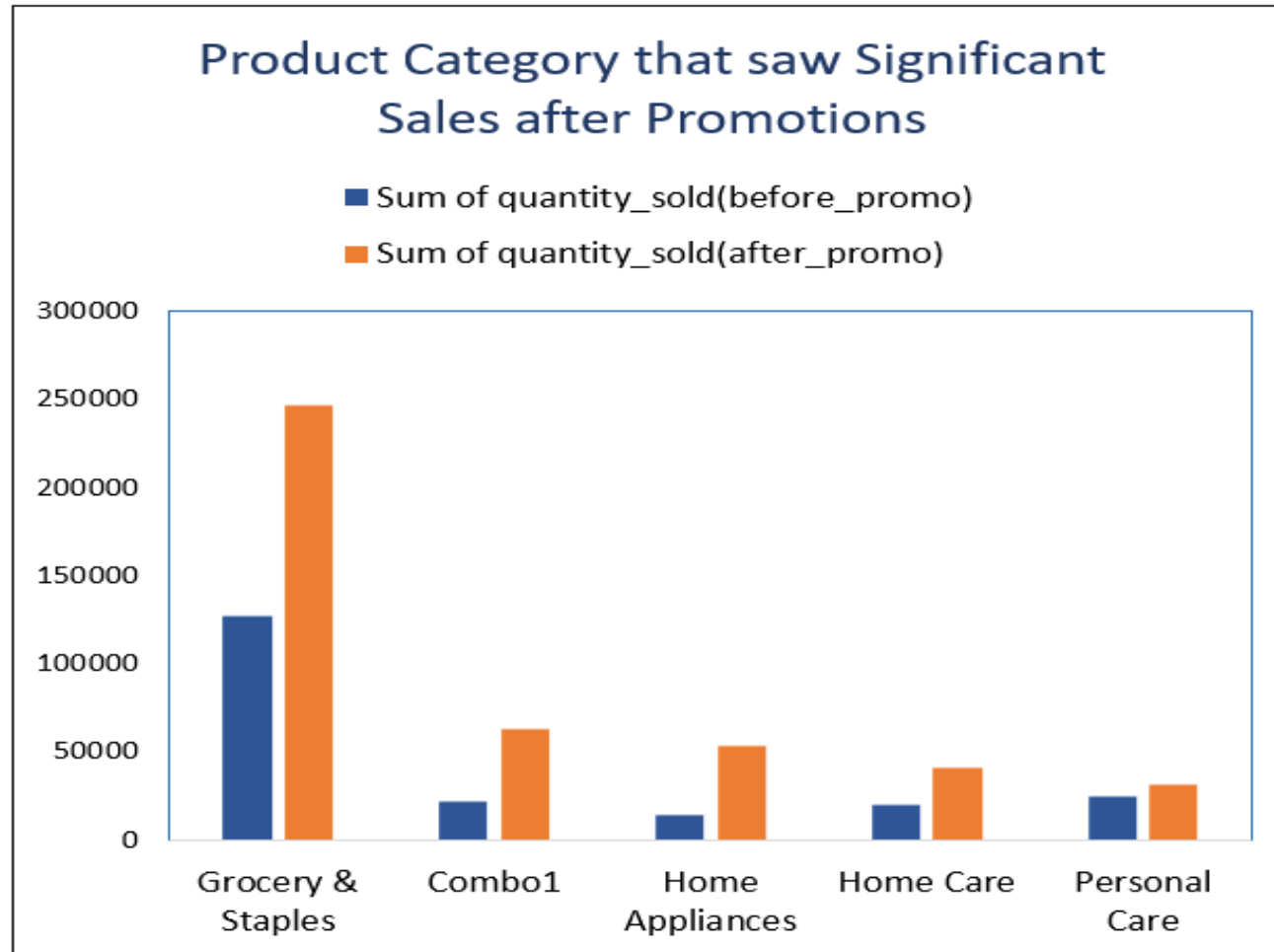


PRODUCT AND CATEGORY ANALYSIS

Products that respond well to Promotions Based on ISU and IR

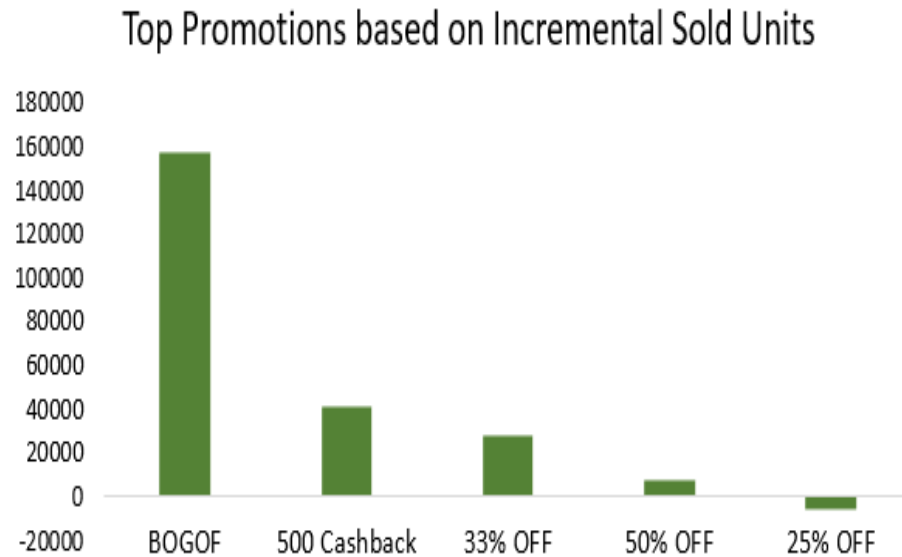
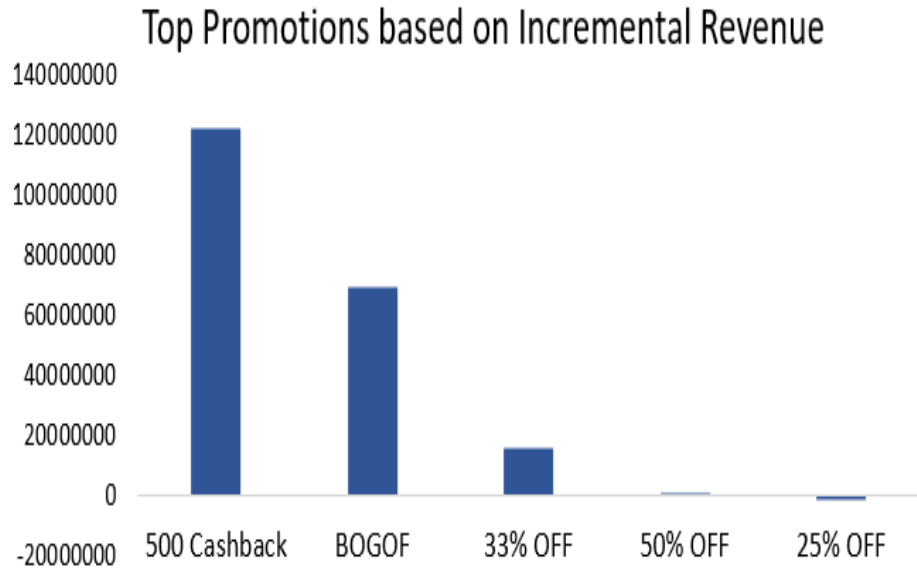


Product Category Analysis



Promotion Type Analysis

Promotions Based on IR and ISU



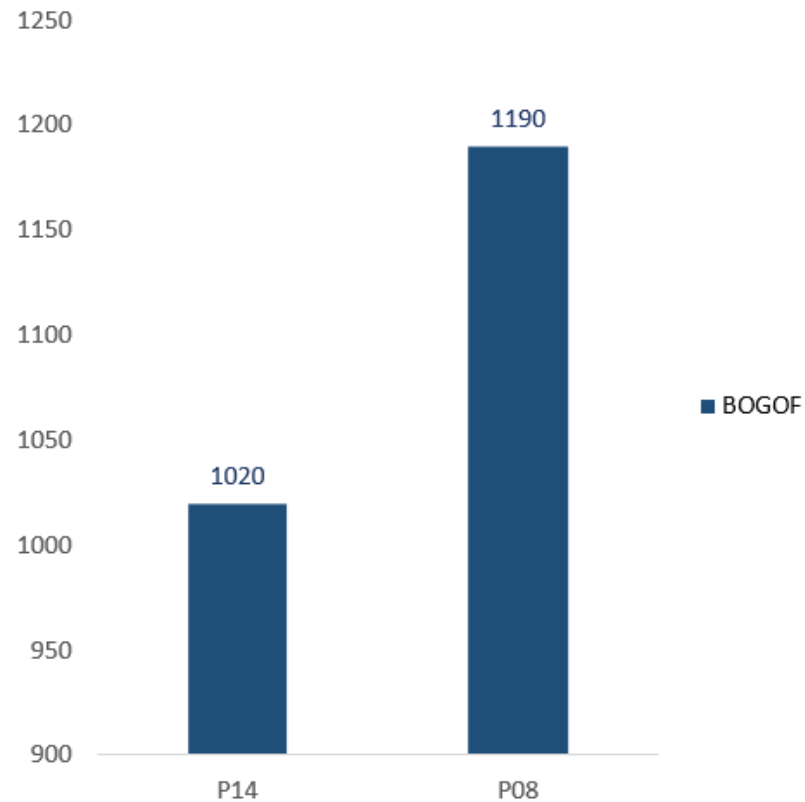
Recommended Insights

- ▶ **BOGOF** and **500 Cashback** were the most successful promotions so these Promotions should be emphasized in all Stores.
- ▶ Percentage-based discount like **25% OFF** underperformed in all stores so try to reduce the use of these type of Promotions.
- ▶ Add more products to top-performing categories like Grocery and Staples, Combo 1 and Home Appliances.
- ▶ Invest more on Products like P15,P04 and P14 as they are contributing very well to the Revenue and also Prioritize Products like P03 and P15 as they have good ISU Growth Rate.

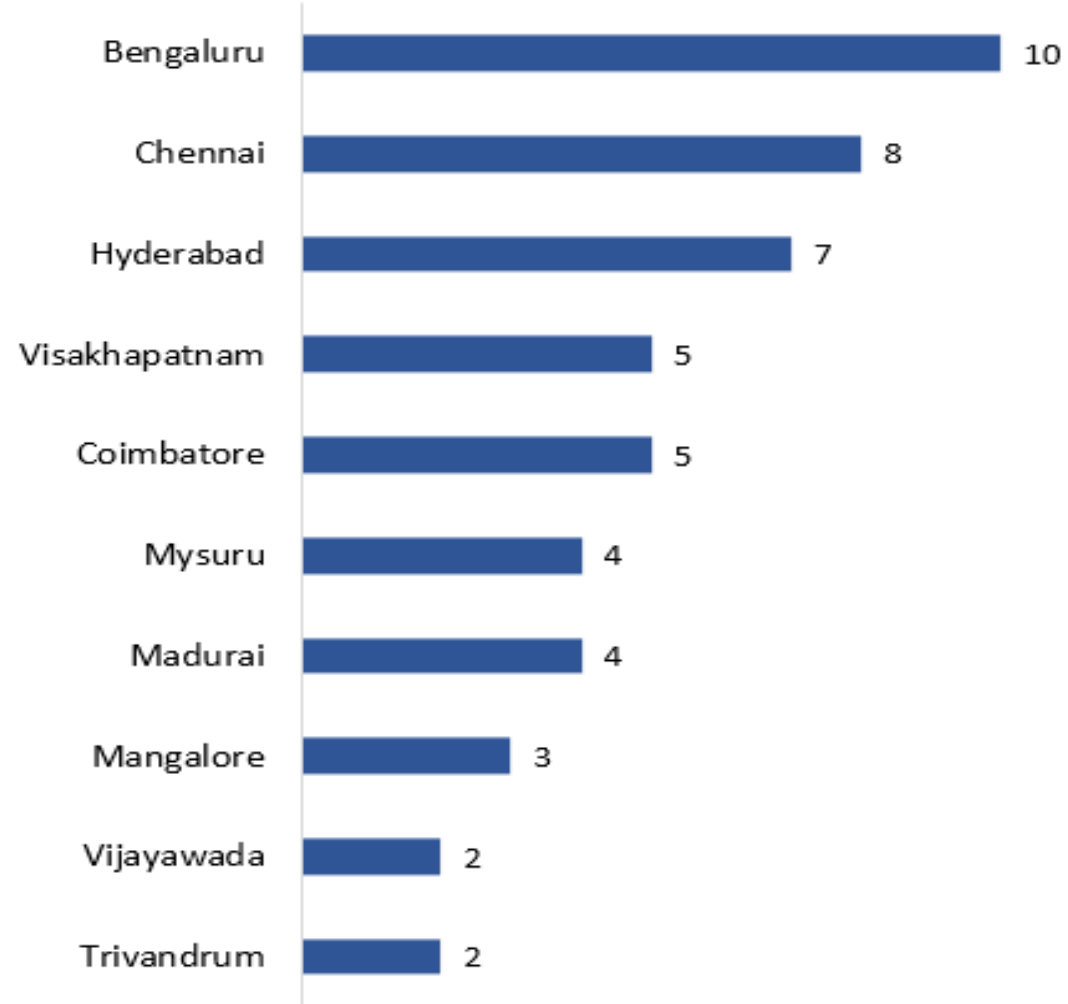
Ad-hoc Requests

- ▶ 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).
- ▶ 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.
- ▶ Generate a report that displays each campaign along with the total revenue generated before and after the Promotion?

products with a base price greater than 500 and
that are featured in promo type of 'BOGOF'



City Wise Store Count



Report that displays each campaign along with the total revenue generated before and after the Promotion?

Total Revenue Generated Before and After Promotion.

Campaign Name

Diwali

Sankranti

Before Pormotion

₹ 14,07,01,188

After Pormotion

₹ 34,78,60,150

Campaign Name

Diwali

Sankranti

Before Pormotion

₹ 8,25,73,759

After Pormotion

₹ 20,74,56,209

Campaign Name

Diwali

Sankranti

Before Pormotion

₹ 5,81,27,429

After Pormotion

₹ 14,04,03,941

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect. The shapes are concentrated on the right side of the frame, with some extending towards the left.

Thank You