

ATLIQ MART

PROMOTION PERFORMANCE ANALYSIS SUMMARY

KASUN SACHINTHA

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- STORE PERFORMANCE
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ABOUT [ATLIQMART]

ATLIQMART IS A PROMINENT RETAIL GIANT WITH A STRONG PRESENCE ACROSS THE SOUTHERN REGION OF INDIA. WITH OVER 50 SUPERMARKETS, ATLIQMART HAS ESTABLISHED ITSELF AS A LEADING PLAYER IN THE RETAIL INDUSTRY. OUR COMMITMENT TO DELIVERING QUALITY PRODUCTS AND EXCEPTIONAL CUSTOMER SERVICE SETS US APART IN THE MARKET.



Mission

Our mission at AtliQMart is to provide customers with a diverse range of high-quality products at competitive prices. We strive to create an unparalleled shopping experience that exceeds expectations and builds lasting relationships with our customers.



Vision

Driven by innovation and excellence, our vision is to be the preferred choice for consumers seeking premium retail solutions. We aim to continually adapt and evolve to meet the dynamic needs of our customers while upholding our core values of integrity, transparency, and customer-centricity.



Meet the Team

- Sales Director: Bruce Haryal
- Analytics Manager: Tony Sharma
- Data Analyst: Peter Pandey



INTRODUCTION

INTRODUCTION

Welcome to the Promotion Performance Analysis Presentation for AtliQMart. In this session, we will delve into the insights derived from the analysis of the Diwali 2023 and Sankranti 2024 promotions conducted across our 50 supermarkets in the southern region of India.

At AtliQMart, we are committed to delivering exceptional value to our customers through strategic promotions and tailored marketing initiatives. The analysis presented today aims to provide actionable insights that will inform our decision-making process and drive future promotional strategies.

Led by Sales Director Bruce Haryal and supported by Analytics Manager Tony Sharma, our team has conducted a comprehensive review of the promotional activities during these festive periods. Our dedicated Data Analyst, Peter Pandey, has meticulously analyzed the sales data and identified key trends and performance indicators to guide our next steps.

Through this presentation, we aim to:

- 1. Uncover the performance of different promotion types during Diwali 2023 and Sankranti 2024.**
- 2. Identify top-performing stores and cities, as well as areas for improvement.**
- 3. Recommend actionable strategies for optimizing future promotional campaigns and maximizing revenue growth.**

We believe that informed decision-making is crucial for achieving our organizational objectives and maintaining our competitive edge in the retail industry. With a data-driven approach and a commitment to excellence, we are poised to elevate our promotional strategies and drive sustainable growth for AtliQMart.

Let's dive into the analysis and explore the insights that will shape our future endeavors.

KEY FINDINGS

STORE PERFORMANCE:

PROJECT 1

Discovering the Top 10 Stores Driving Incremental Revenue Through Promotions



Most Stores Achieve 16,000+ Product Sales

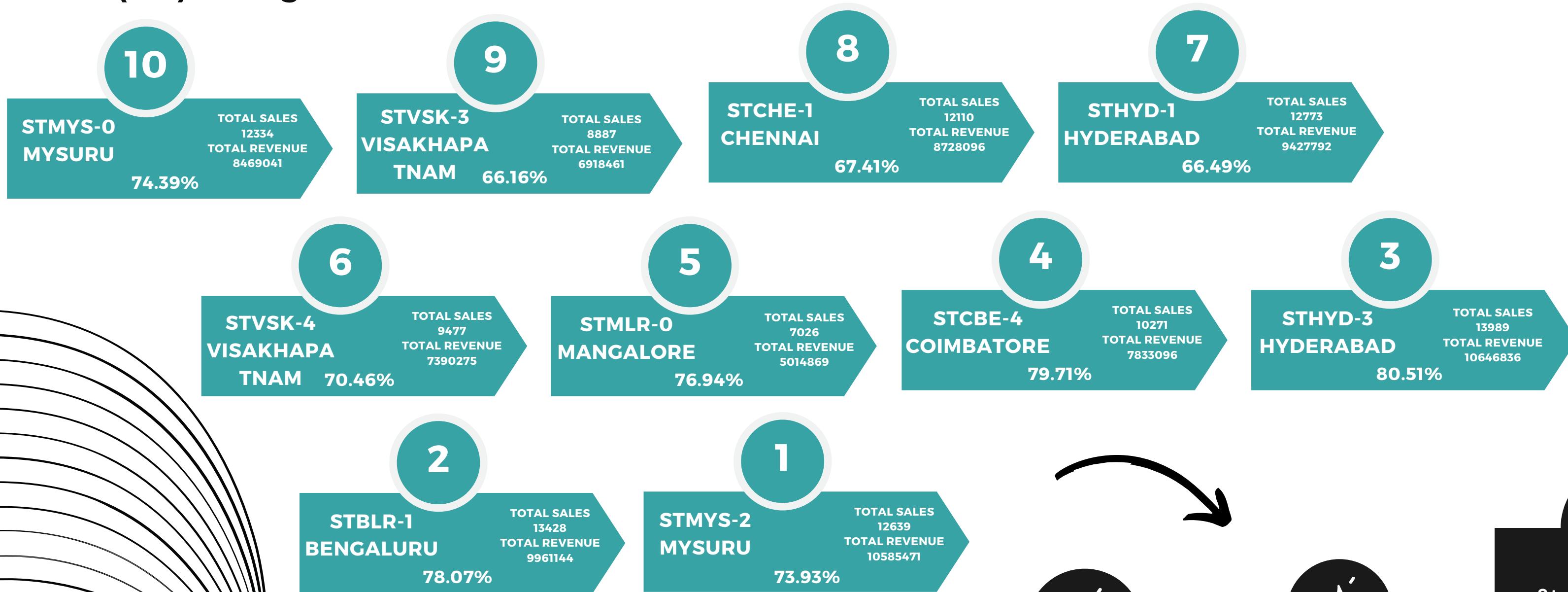
Impressive Performance of Madurai (STMDU-0) and Coimbatore (STCBE-2) Stores
LOW SALES, HIGH TOTAL REVENUE

Majority of Stores Achieve Total Revenues of 12,000,000 or Above

Notable Standouts Include Mysuru, Madurai, Bengaluru, Coimbatore, and Chennai

PROJECT 2

Exploring the Bottom 10 Stores in Incremental Sold Units (ISU) During Promotions



Majority of Stores Achieve Normal Product Sales but Low Revenue

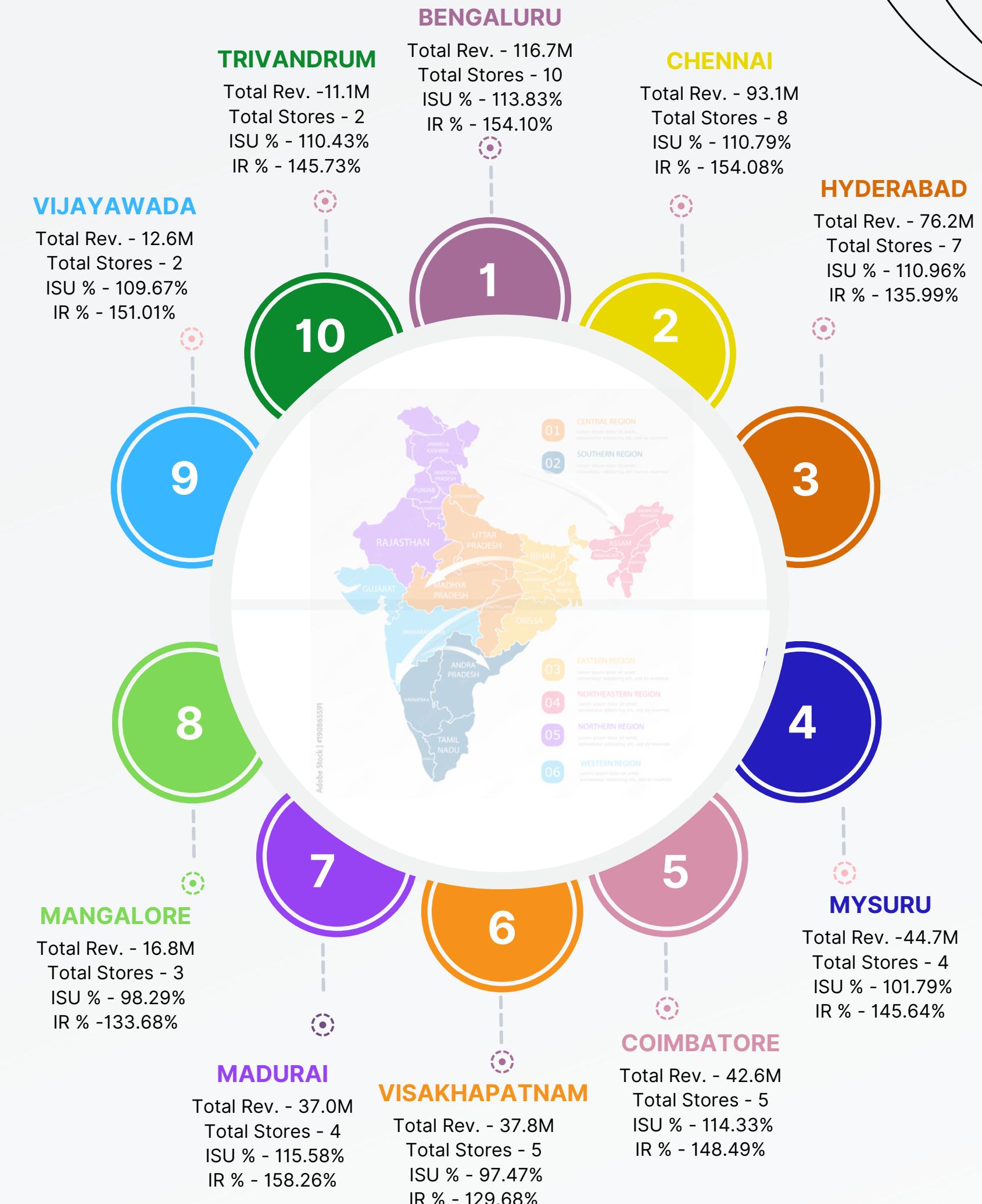
Majority of Stores Achieve Total Revenues of 10,000,000 or Below

Stores with Minimal Product Sales and Low Revenue -

- Mangalore (STMLR-0)
- , Visakhapatnam (STVSK-4 & STVSK-3)
- Hyderabad (STHYD-1)
- Chennai (STCHE-1)

PROJECT 3

City-wise Performance Uncovering Patterns and Common Traits Among Top-Performing Stores



PROMOTION PERFORMANCE:

PROJECT 1

Unveiling the Top and Bottom Performing Promotion Types for Incremental Revenue and Sold Units



276.35%

BOGOF

Total_Qty_Sold_BP - 58180
Total_Qty_Sold_AP - 430506
Rev_BP - 25927230
Rev_AP - 95244220

183.33%

Progress one

Total_Qty_Sold_BP - 22299
Total_Qty_Sold_AP - 63180
Rev_BP - 66897000
Rev_AP - 189540000



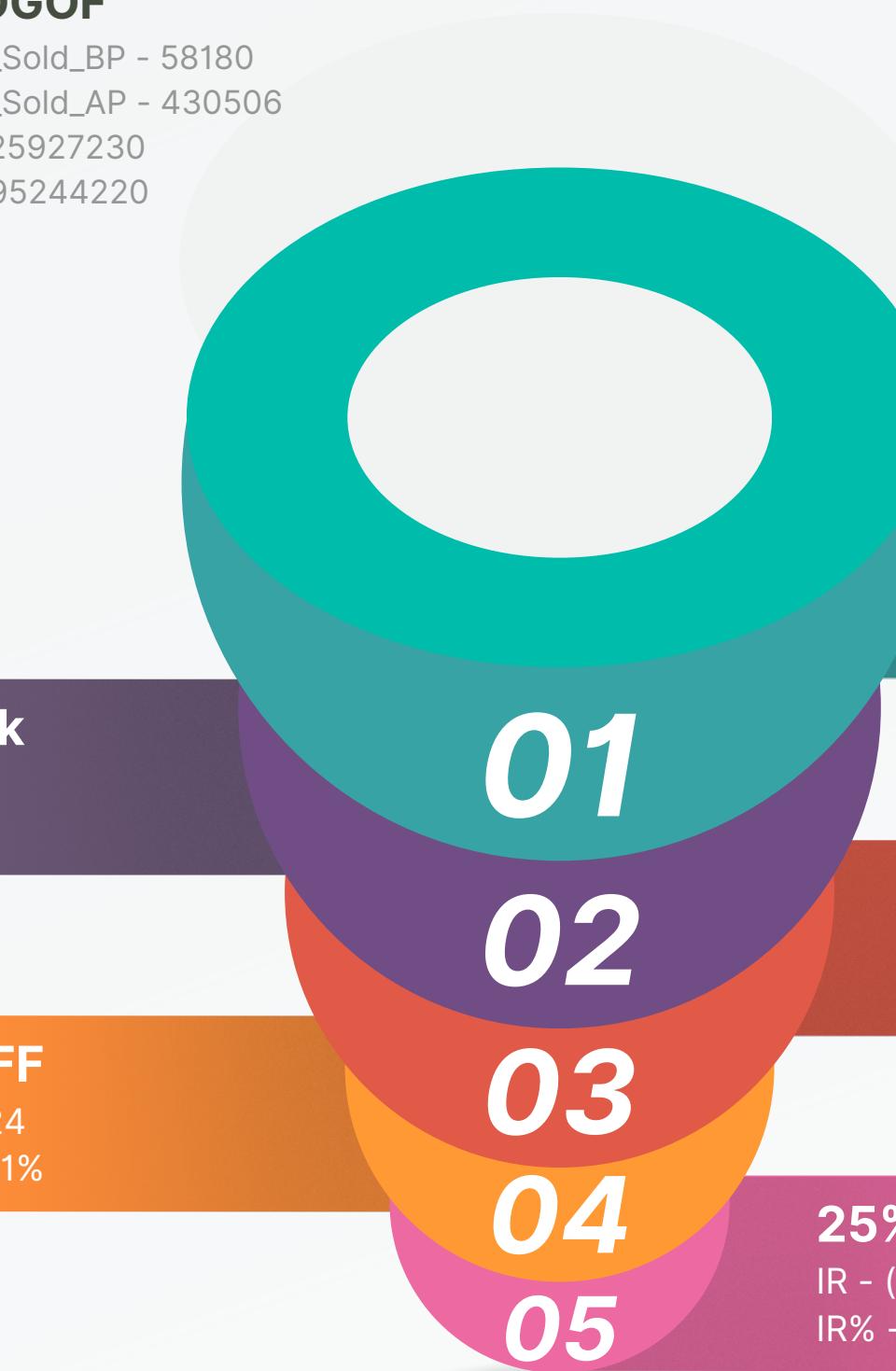
500 Cashback

IR - 122643000
IR% - 183.33%



50% OFF

IR - 709624
IR% - 32.81%



32.81%

50% OFF

Total_Qty_Sold_BP - 21243
Total_Qty_Sold_AP - 28174
Rev_BP - 2162951
Rev_AP - 2872575



-12.99%

25% OFF

Total_Qty_Sold_BP - 44007
Total_Qty_Sold_AP - 38290
Rev_BP - 9173467
Rev_AP - 7998603



BOGOF

IR - 69316990
IR% - 276.35%



33% OFF

IR - 15664212
IR% - 42.87%

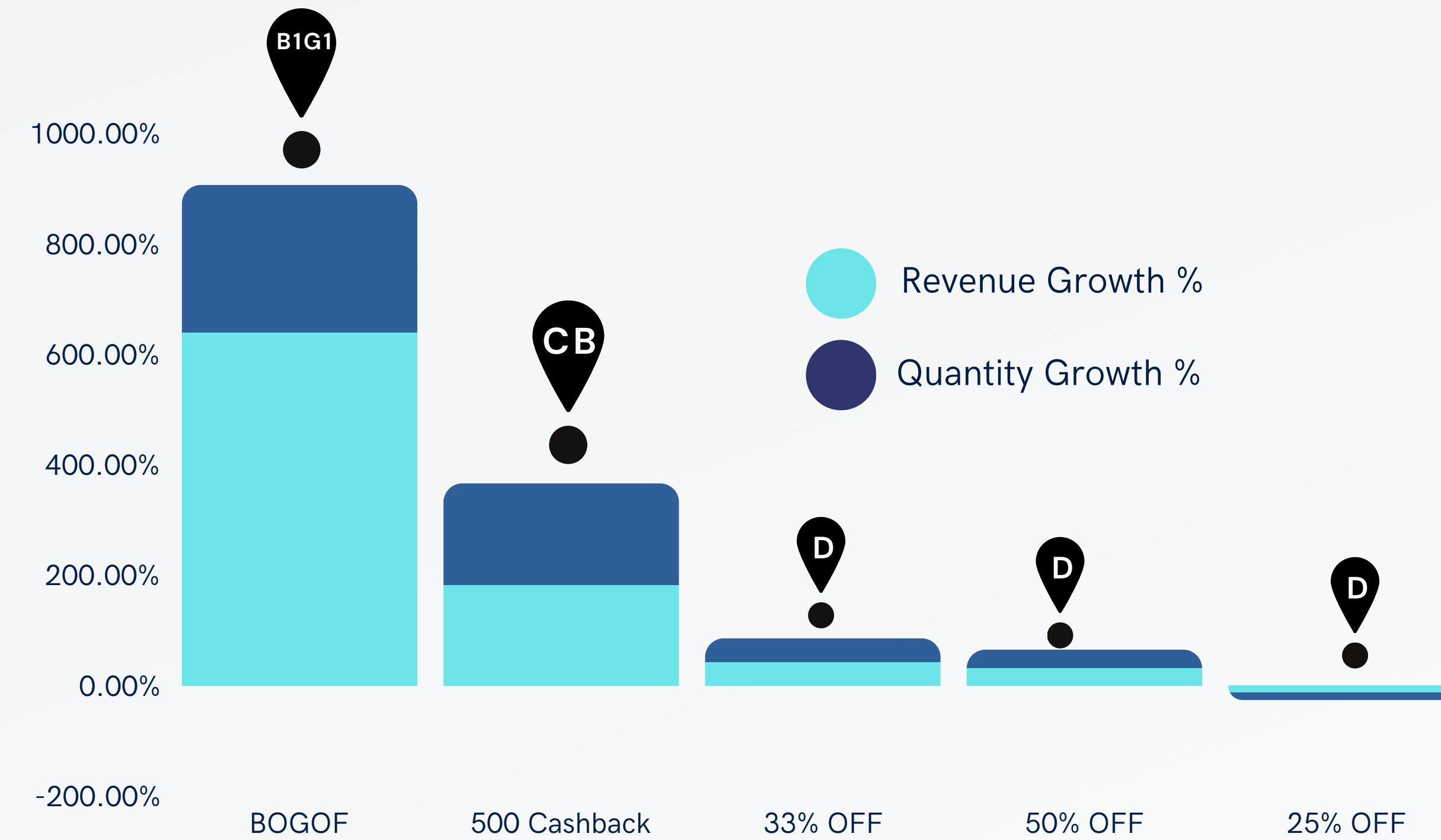


25% OFF

IR - (- 1174864)
IR% - (-12.99)%

PROJECT 2

Contrasting Discount-Based, BOGOF, and Cashback Promotions for Optimal Incremental Sold Units and Margin

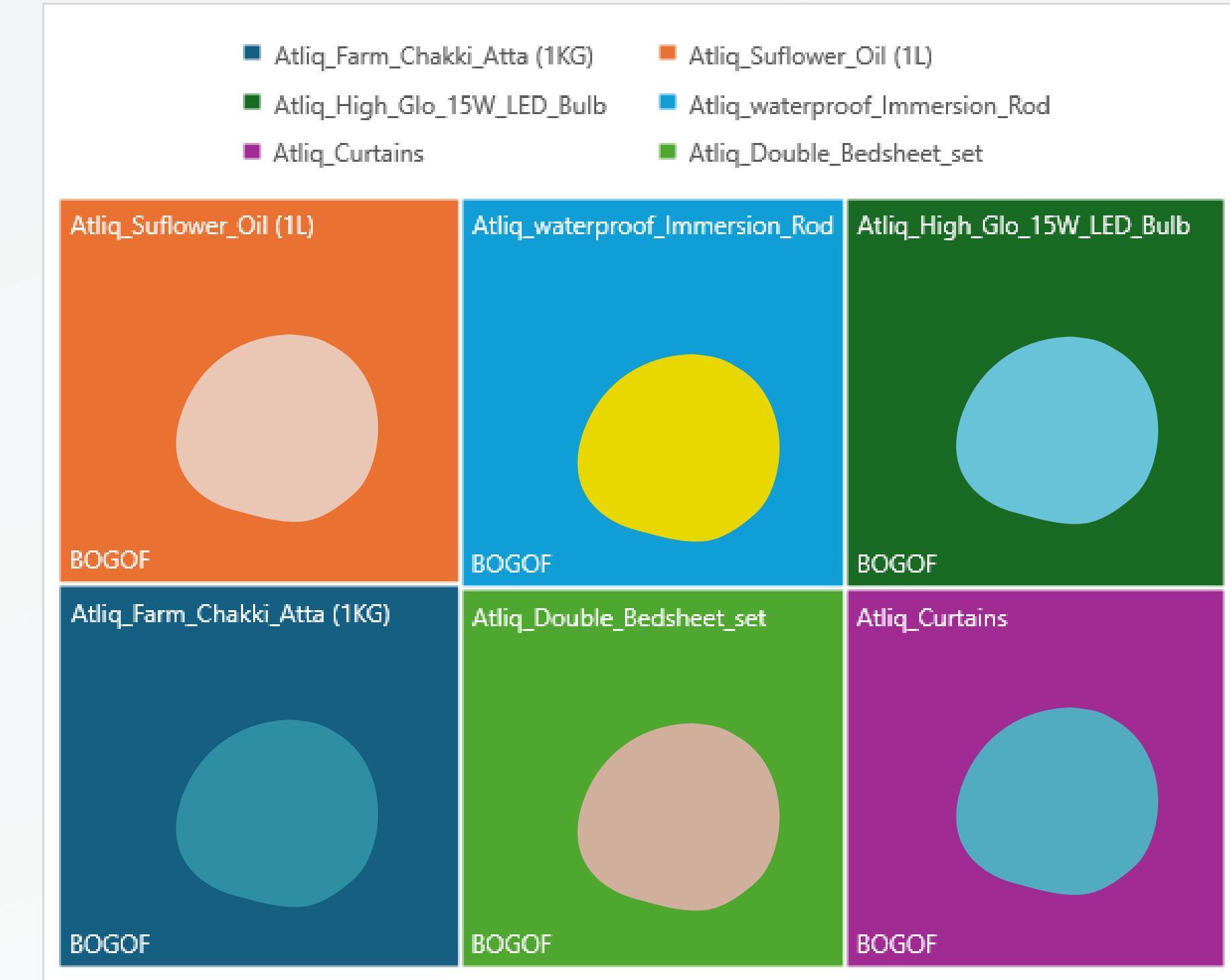




PRODUCT AND CATEGORY PERFORMANCE:

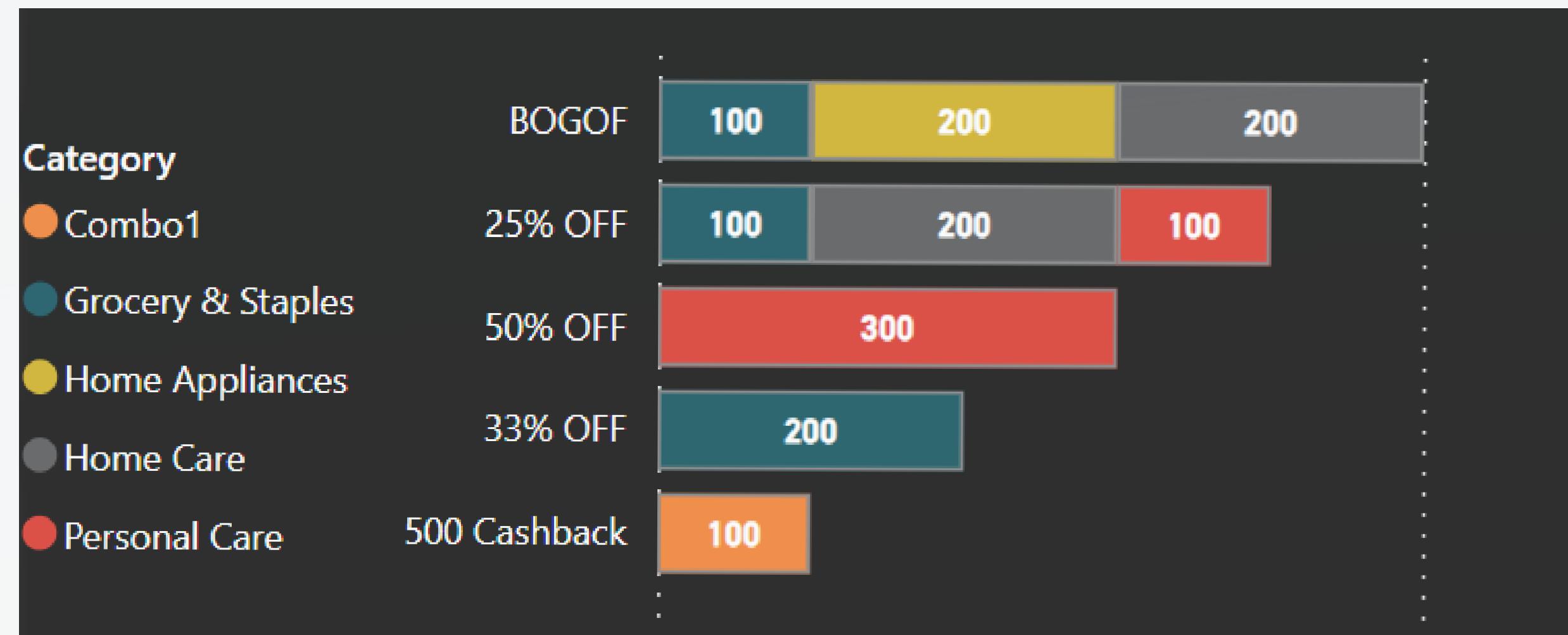
PROJECT 1

Evaluating Sales Shifts Across Product Categories and Identifying Product-Specific Promotion Responses



PROJECT 2

Exploring the Correlation Between Product Categories and Promotion Type Effectiveness



ACTIONABLE INSIGHTS

01

SPECIAL ATTENTION REQUIRED CITIES

- Hyderabad
- Visakhapatnam
- Mangalore
- Vijayawada
- Trivandrum

02

PRIME LOCATION FOR NEW STORES:

Mysuru

Prime for Growth
Low Store Count,
High Revenue Potential

03

TO DECREASE PRICE SENSITIVITY

Avoid 25% OFF
Promotions, Encourage
Buy One Get One
or
Cashback Offers

04

ENHANCING HUMAN CAPITAL DEVELOPMENT

- Training for Attention-
Required Cities Managers
Under Supervision of Industry
Experts
- Encouragement for Mysuru,
Showroom Managers

CONCLUSION

CONCLUSION

As we conclude our Promotion Performance Analysis Presentation, it's evident that the insights derived from the analysis of the Diwali 2023 and Sankranti 2024 promotions provide valuable guidance for our future promotional strategies at AtliQMart.

Through a meticulous examination of sales data, promotion types, store performance, and customer behavior, we have uncovered key trends and patterns that will inform our decision-making process and drive our business forward.

Key Takeaways:

1. Performance Insights: We have gained valuable insights into the performance of different promotion types, identifying those that resonate most with our customers and drive incremental revenue growth.
2. Store and City Performance: By analyzing store and city-level performance, we have identified top-performing locations as well as areas for improvement, allowing us to optimize our promotional strategies and allocation of resources.
3. Product and Category Analysis: Our analysis of product categories has revealed shifts in consumer preferences and sales trends, enabling us to capitalize on high-performing products and refine our product offerings.

Actionable Recommendations:

- Focus on Successful Promotion Types: Double down on promotion types that have demonstrated high levels of effectiveness and customer engagement.
- Optimize Store and City Strategies: Leverage insights from top-performing stores and cities to tailor promotional strategies and enhance market penetration in key areas.
- Emphasize Product Categories: Prioritize product categories that have shown significant sales growth and customer interest, aligning our promotional efforts with consumer demand.

Next Steps:

Moving forward, we will collaborate closely with our marketing and sales teams to implement the recommended strategies and monitor their impact on our promotional performance. We remain committed to innovation, excellence, and customer satisfaction as we continue to elevate the AtliQMart brand and drive sustainable growth in the retail industry.

**THANK'S FOR
WATCHING**

