



# Presentation

Domain FMCG

Sales & Promotion

Insights of AtliQ Mart

Tools Used: MySQL, Power BI



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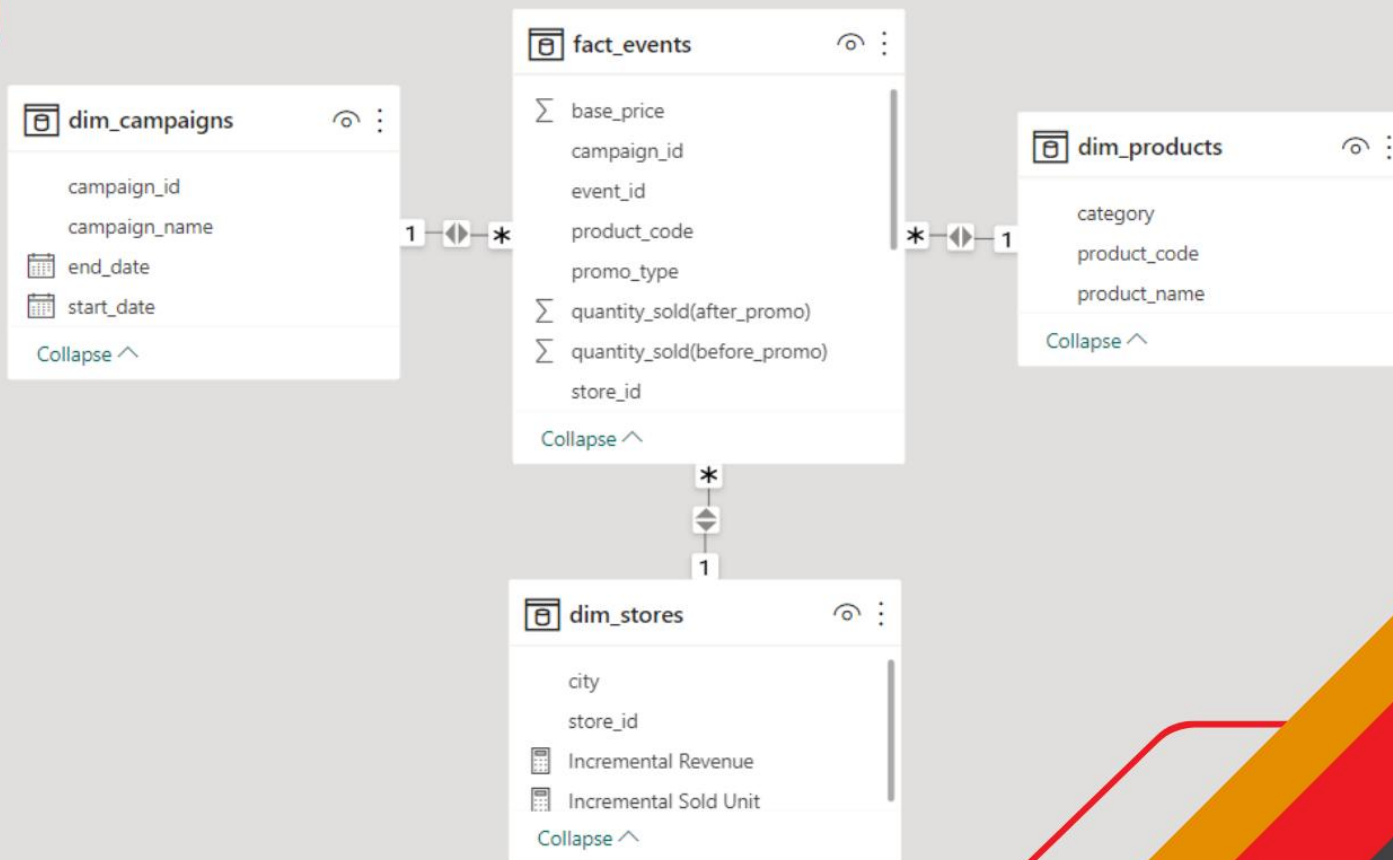


# PROBLEM STATEMENT

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 the 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.

# Tables



# Ad-Hoc Analysis

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).

```
SELECT Distinct p.product_name, e.base_price, e.promo_type
FROM events e
JOIN products p
ON e.product_code=p.product_code
WHERE base_price > 500 and promo_type = 'BOGOF';
```

	product_name	base_price	promo_type
▶	Atliq_waterproof_Immersion_Rod	1020	BOGOF
	Atliq_Double_Bedsheet_set	1190	BOGOF





# Ad-Hoc Analysis

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

```
SELECT city, count(*) AS store_count  
FROM stores  
GROUP BY city  
ORDER BY store_count Desc;
```

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



# Ad-Hoc Analysis

3) Generate a report that displays each campaign along with the total revenue generated before and after campaign? The report includes three key fields campaign\_name, total\_revenue(before\_promotion), total\_revenue(after\_promotion).

```
WITH cte as
(SELECT c.campaign_name,
      SUM(e.base_price * quantity_sold_before_promo)
      total_revenue_before_promotion,
      SUM(e.base_price * quantity_sold_after_promo)
      total_revenue_after_promotion
FROM events e
JOIN campaigns c
ON e.campaign_id = c.campaign_id
GROUP BY c.campaign_name)
```

```
SELECT campaign_name,
      CONCAT(ROUND((total_revenue_before_promotion/1000000),2), ' ', 'M')
      total_revenue_before_promotion,
      CONCAT(ROUND((total_revenue_after_promotion/1000000),2), ' ', 'M')
      total_revenue_after_promotion
FROM cte;
```

	campaign_name	total_revenue_before_promotion	total_revenue_after_promotion
▶	Sankranti	58.13 M	140.40 M
	Diwali	82.57 M	207.46 M

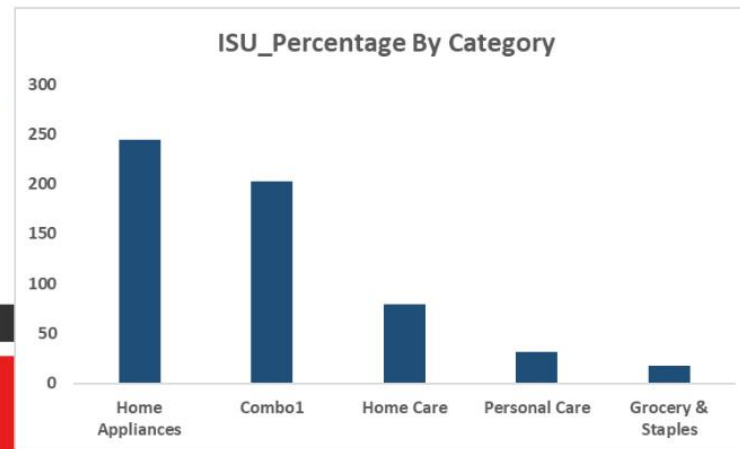
# Ad-Hoc Analysis

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.

```
WITH cte as
(SELECT p.category,
  ROUND((SUM(e.quantity_sold_after_promo) -
SUM(e.quantity_sold_before_promo)) /
  SUM(e.quantity_sold_before_promo) * 100,2) AS
ISU_Percentage
FROM events e
JOIN campaigns c
ON e.campaign_id = c.campaign_id
JOIN products p
ON e.product_code = p.product_code
WHERE c.campaign_name = 'diwali'
GROUP BY p. category)
```

```
SELECT *,
ROW_NUMBER() OVER(ORDER BY ISU_Percentage DESC) AS rank_order
FROM cte;
```

	category	ISU_Percentage	rank_order
▶	Home Appliances	244.23	1
	Combo1	202.36	2
	Home Care	79.63	3
	Personal Care	31.06	4
	Grocery & Staples	15.52	5

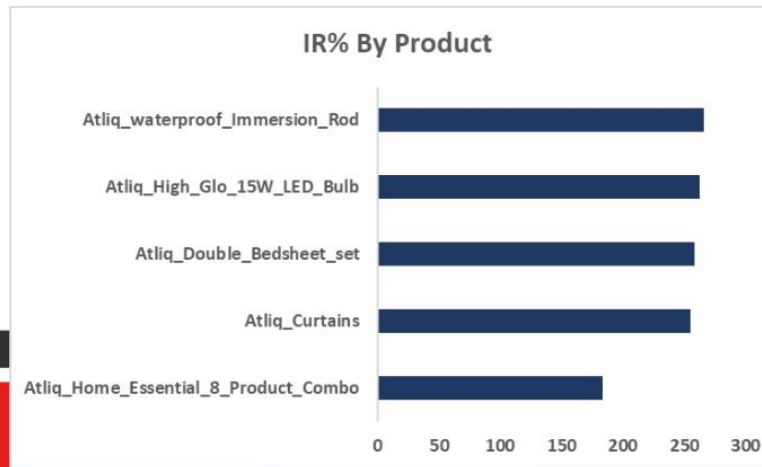


# Ad-Hoc Analysis

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%.

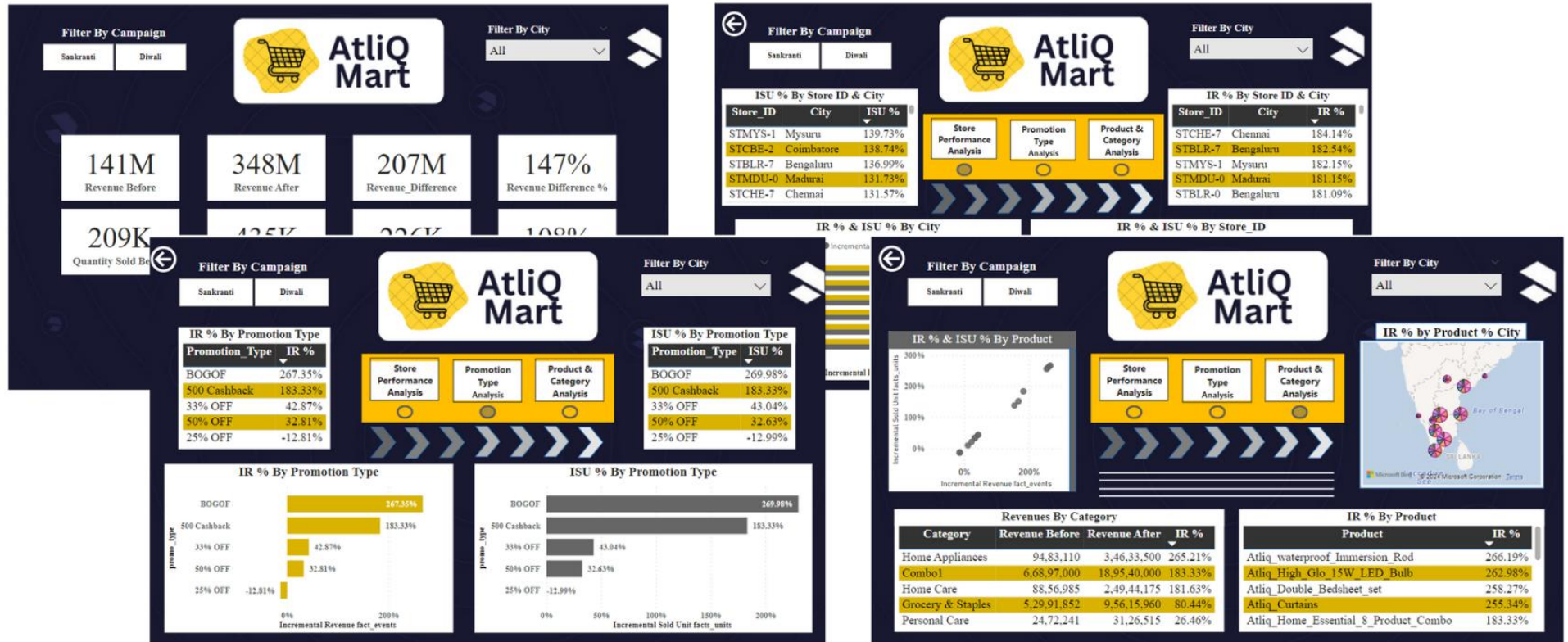
```
SELECT p.product_name, category,  
       ROUND((SUM(e.quantity_sold_after_promo *  
base_price) -  
       SUM(e.quantity_sold_before_promo *  
base_price))  
       /SUM(e.quantity_sold_before_promo *  
base_price)*100,2) AS ir_percentage  
FROM events e  
JOIN products p  
ON e.product_code = p.product_code  
GROUP BY p.product_name, p.category  
ORDER BY ir_percentage DESC  
LIMIT 5;
```

product_name	category	ir_percentage
Atliq_waterproof_Immersion_Rod	Home Appliances	266.19
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98
Atliq_Double_Bedsheet_set	Home Care	258.27
Atliq_Curtains	Home Care	255.24
Atliq_Home_Essential_8_Product_Combo	Home Care	185.24





# Power BI Dashboard



# Store Performance Analysis

**STMYS-1, STCBE-2, STBLR-7, STMDU-0, STCHE-7, STBLR-0, STBLR-6, STCHE-4, STCHE-3, STCBE-0** are the top 10 stores by Incremental Revenue

**STCHE-7, STBLR-7, STMYS-1, STMDU-0, STBLT-0, STCBE-2, STCHE-4, STMYS-3, STCHE-3, STBLR-6** are the top 10 stores by Incremental Sold Unit.

In both campaigns, **Madurai, Bengaluru, and Chennai** demonstrated outstanding sales and revenue performance.

# Promotion Type Analysis

**BOGOF & 500 Cashback** are the top 2 promotion types by Incremental Revenue.

**25%OFF & 50%OFF** are the bottom 2 Promotion types by Incremental Sold Unit, with 25%OFF experiencing a negative state of -12.99% ISU.

**BOGOF** promotion displays incredible performance, followed by **500 Cashback**, and then **Discount-Based** promotions.

**BOGOF** excels in both Incremental Revenue and Incremental Sold Unit performance.

# Product & Category Analysis

**Home Appliances** show a notable revenue increase of **265.21%**, followed by **Combo1** with a revenue increment of **183.33%**. Following these, **Home Care**, **Grocery & Staples**, and **Personal Care** also demonstrate revenue growth.

**Waterproof Immersion Rod** exhibits a significant revenue increase of **266.19%**, followed closely by **Led Bulb** with a revenue increment of **262.98%**. **Double Bedsheet Set**, **Curtains**, and the **House Essential 8 Product Combo** also show growth in revenue.



# Extra Analysis

Overall revenue **increased** by **147%**, from **141M** to **348M**, post-promotion, while total units sold rose by **108%**, from **209k** to **435k units**.

In the **Diwali** campaign, revenue **surged** by **151%**, reaching **207M**, outperforming the overall benchmark by **4 points**. Although quantity sold increased by **66%**, there was a significant revenue hike.

Conversely, the **Sankranti** campaign saw a **142% revenue increase**, slightly below the benchmark. However, **quantity sold surpassed the benchmark by 155%**.

**Madurai, Bengaluru, and Chennai** showcased exceptional sales and revenue performance in both campaigns.

# Recommendations

## 1. Store Performance Analysis:

- Focus on Madurai, Bengaluru, and Chennai for further sales growth.
- Investigate and address issues in underperforming stores like STMDU-0.

## 2. Promotion Type Analysis:

- Highlight BOGOF and 500 Cashback promotions.
- Reevaluate or optimize discount-based promotions.

## 3. Product and Category Analysis:

- Align product promotions with BOGOF and 500 Cashback offers.
- Tailor promotions to popular product categories.

## 4. Extra Analysis:

- Promotions significantly increased revenue and sales.
- Diwali campaign outperformed, optimize timing for future campaigns.
- Sankranti campaign showed potential for increasing average order value.



**Shailesh Jain** ✓ (He/Him)

Aspiring Data Scientist || SQL || Power BI || Python EDA || Excel || Dashboard || Story Telling

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