



AtliQ Mart

Sales/ Promotions Analysis



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Problem Statement



AtliQ Mart, a prominent retail giant, operates 50 supermarkets across the southern region of India.



During the festive periods of Diwali 2023 and Sankranti 2024, AtliQ Mart conducted extensive promotions on their AtliQ branded products across all 50 stores.



The Sales Director is seeking a comprehensive analysis to distinguish the success levels of these promotions.



The primary objective is to identify the promotions that performed well and those that did not, enabling informed decision-making for future promotional strategies.

Objective



Evaluate the success of AtliQ Mart's Diwali 2023 and Sankranti 2024 promotions.



Identify factors contributing to the effectiveness of each promotion.



Provide insights for informed decision-making in future promotional planning.



Optimize resource allocation based on the analysis for enhanced performance.

Dashboard



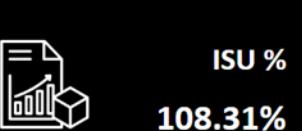
ATLIQ MART SALES ANALYSIS


[Overview](#)

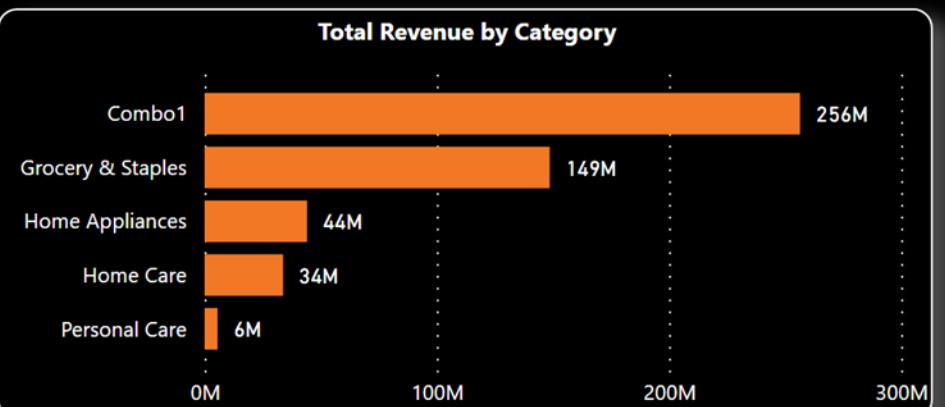
[Sales](#)

[Revenue](#)

City



Category

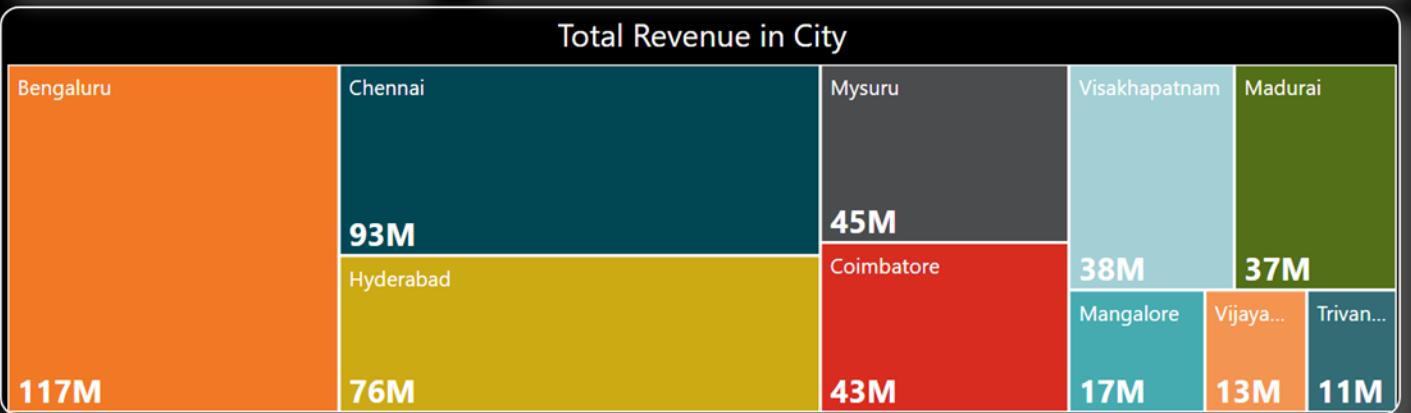


Product Name

Campaign

Diwali

Sankranti



IR % - Incremental Revenue (IR)% , ISU % - Incremental Sold Units (ISU) %

Store ID	City	Total sales	Total Revenue	ISU %	IR %
STCHE-7	Chennai	17K	13M	131.57%	184.14%
STBLR-7	Bengaluru	17K	13M	136.99%	182.54%
STMYS-1	Mysuru	17K	14M	139.73%	182.15%
STMDU-0	Madurai	12K	10M	131.73%	181.15%
STBLR-0	Bengaluru	16K	13M	131.37%	181.09%
STCBE-2	Coimbatore	12K	9M	138.74%	180.91%
STCHE-4	Chennai	17K	13M	126.68%	177.62%
STMYS-3	Mysuru	14K	12M	116.16%	177.53%
STCHE-3	Chennai	16K	12M	125.33%	177.07%
STBLR-6	Bengaluru	17K	13M	130.73%	176.51%
STHYD-0	Hyderabad	15K	12M	118.43%	155.08%
STBLR-3	Bengaluru	16K	12M	116.12%	155.00%
STMDU-1	Madurai	11K	9M	112.37%	154.40%
STBLR-4	Bengaluru	16K	12M	114.51%	153.60%
STCBE-3	Coimbatore	11K	8M	119.44%	152.74%
STCBE-1	Coimbatore	11K	9M	109.10%	152.06%
STVSK-0	Visakhapatnam	11K	8M	120.67%	151.99%
STVJD-0	Vijayawada	8K	6M	112.61%	151.97%
STCHE-0	Chennai	15K	11M	113.40%	151.55%
STMDU-2	Madurai	11K	9M	111.88%	150.97%
STBLR-8	Bengaluru	15K	12M	110.32%	150.37%
Total		645K	489M	108.31%	147.23%

ATLIQ MART SALES ANALYSIS



Overview



Sales



Revenue

City

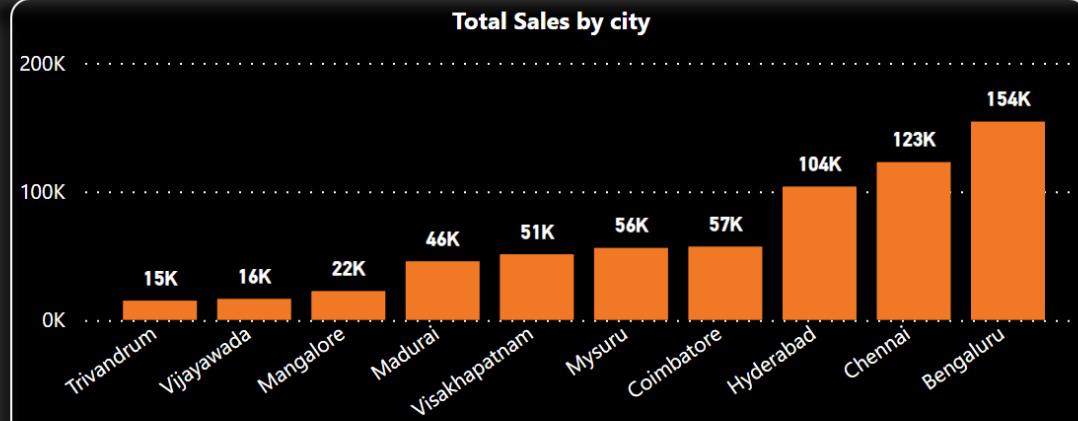


Category

Total Events by promo_type and category



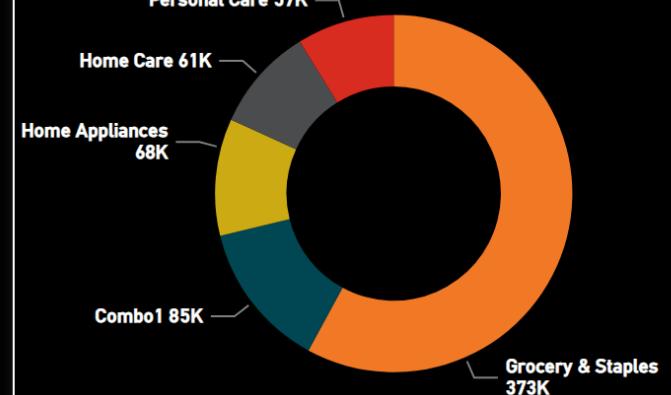
Product Name



Campaign

 Diwali
 Sankranti

Total Sales by category



Category	Product	Promo Type	Base Price	Sales % (before Promo)	Sales % (after Promo)	Revenue % (before Promo)	Revenue % (after Promo)	ISU %	IR %
Grocery & Staples	Atliq_Suflower_Oil (1L)	BOGOF	200	20.99%	79.01%	20.99%	79.01%	276.36%	276.36%
Grocery & Staples	Atliq_Farm_Chakki_Atta (1KG)	BOGOF	370	21.05%	78.95%	21.05%	78.95%	275.13%	275.13%
Home Appliances	Atliq_waterproof_Immersion_Rod	BOGOF	1020	21.45%	78.55%	21.45%	78.55%	266.19%	266.19%
Home Appliances	Atliq_High_Glo_15W_LED_Bulb	BOGOF	350	21.60%	78.40%	21.60%	78.40%	262.98%	262.98%
Home Care	Atliq_Double_Bedsheet_set	BOGOF	1190	21.82%	78.18%	21.82%	78.18%	258.27%	258.27%
Home Care	Atliq_Curtains	BOGOF	300	21.96%	78.04%	21.96%	78.04%	255.34%	255.34%
Combo1	Atliq_Home_Essential_8_Product_Combo	500 Cashback	3000	26.09%	73.91%	26.09%	73.91%	183.33%	183.33%
Total				32.43%	67.57%	28.80%	71.20%	108.31%	147.23%

ATLIQ MART SALES ANALYSIS



Overview



Sales



Revenue

City



Category

Promo Type	Total sales (before Promo)	Total sales (after Promo)	Sales % (before Promo)	Sales % (after Promo)	Total Revenue (before Promo)	Total Revenue (after Promo)	Revenue % (before Promo)	Revenue % (after Promo)	ISU %	IR %
BOGOF	58K	215K	21.28%	78.72%	26M	95M	21.40%	78.60%	269.98%	267.35%
500 Cashback	22K	63K	26.09%	73.91%	67M	190M	26.09%	73.91%	183.33%	183.33%
33% OFF	63K	91K	41.15%	58.85%	37M	52M	41.17%	58.83%	43.04%	42.87%
50% OFF	21K	28K	42.99%	57.01%	2M	3M	42.95%	57.05%	32.63%	32.81%
25% OFF	44K	38K	53.47%	46.53%	9M	8M	53.42%	46.58%	-12.99%	-12.81%
Total	209K	435K	32.43%	67.57%	141M	348M	28.80%	71.20%	108.31%	147.23%

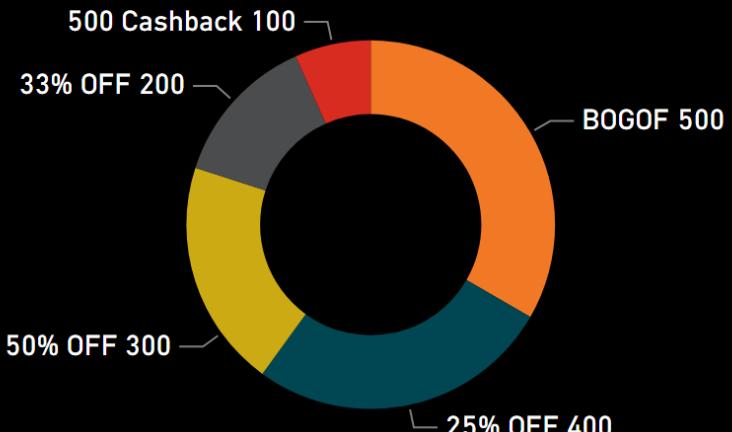
Product Name

Campaign

Diwali

Sankranti

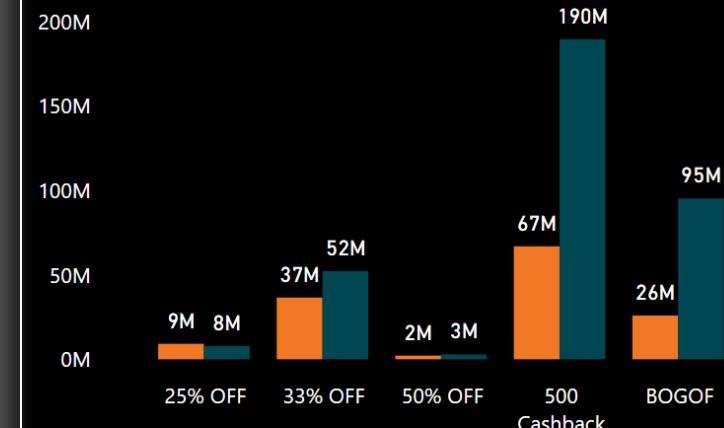
Total Events by Promo Type



● Total sales (before Promo) ● Total sales (after Promo)



● Total Revenue (before Promo) ● Total Revenue (after Promo)



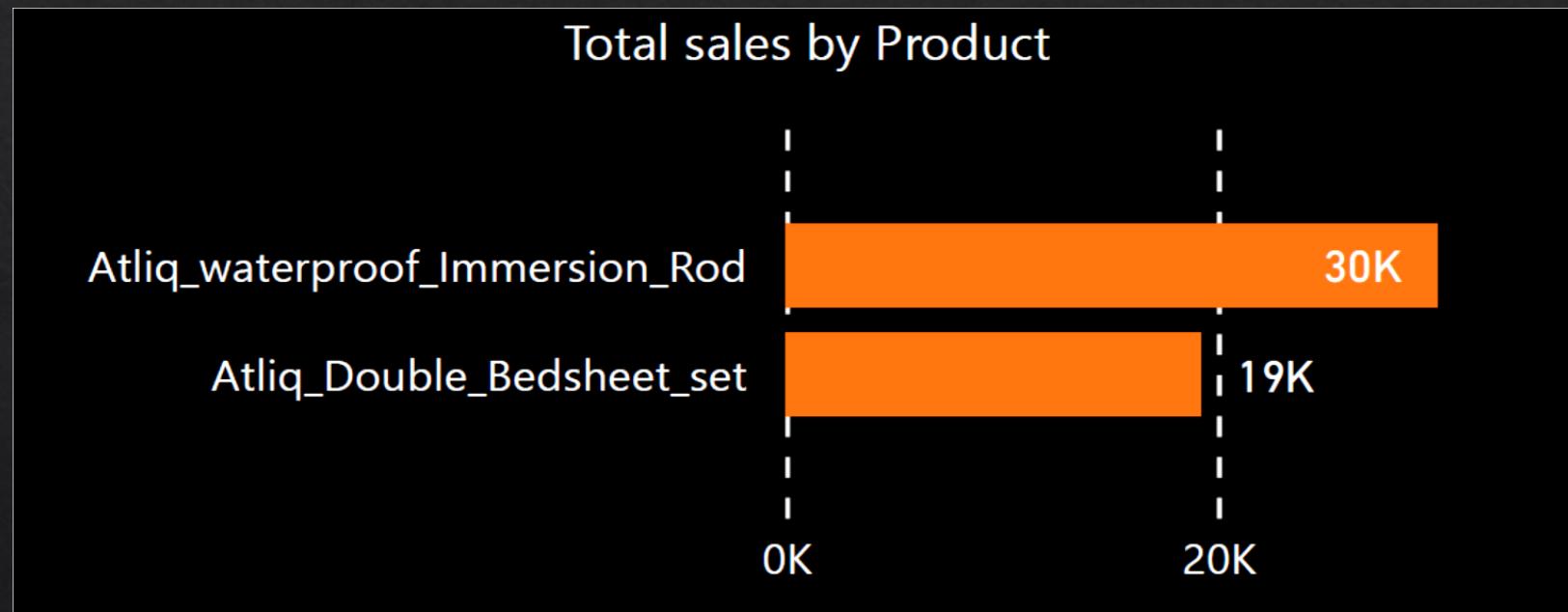
Ad-Hoc Business Requests



Business Requests 1

Within AtliQ Mart, the Double Bedsheet Set (₹1190) and Waterproof Immersion Rod (₹1020) stand out as high-value products, currently offered at significant discounts through 'BOGOF' promotions.

Product Name	Base Price	Promo Type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

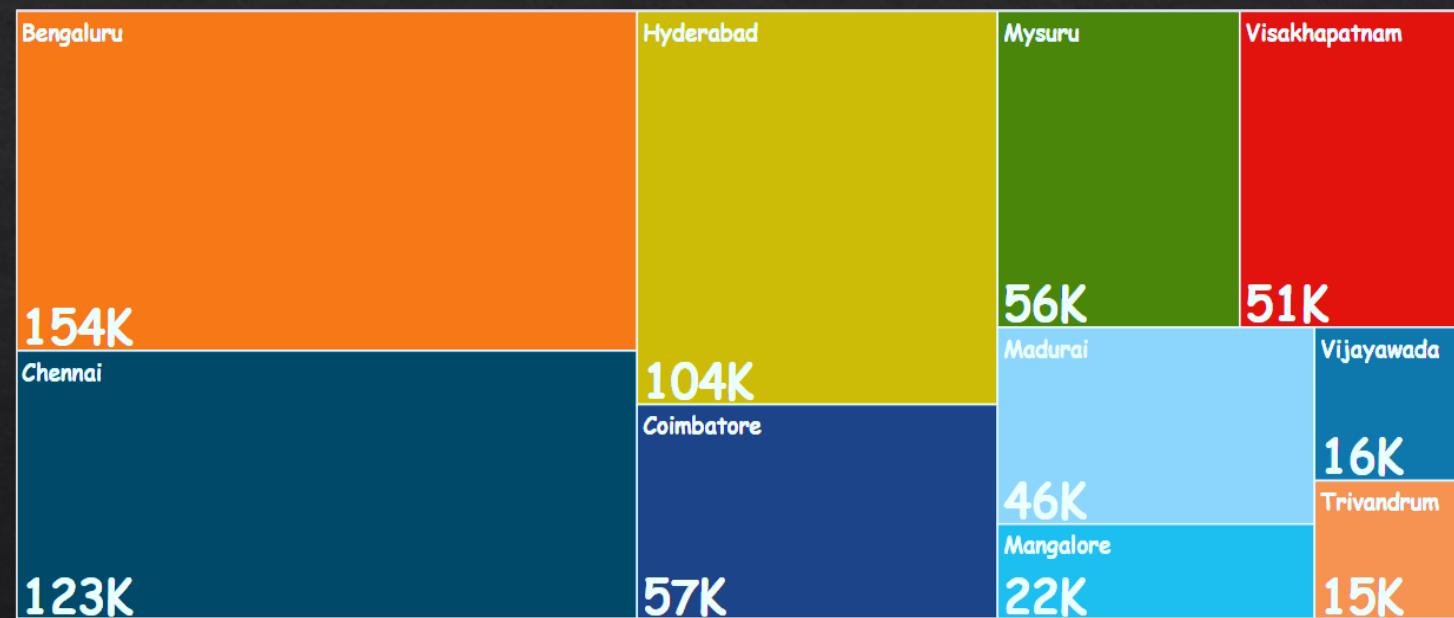


Business Requests 2

City	Total Stores
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2
Total	50

Bengaluru, Chennai, and Hyderabad, the top three cities, collectively make up 50% of the total stores in the southern region of India.

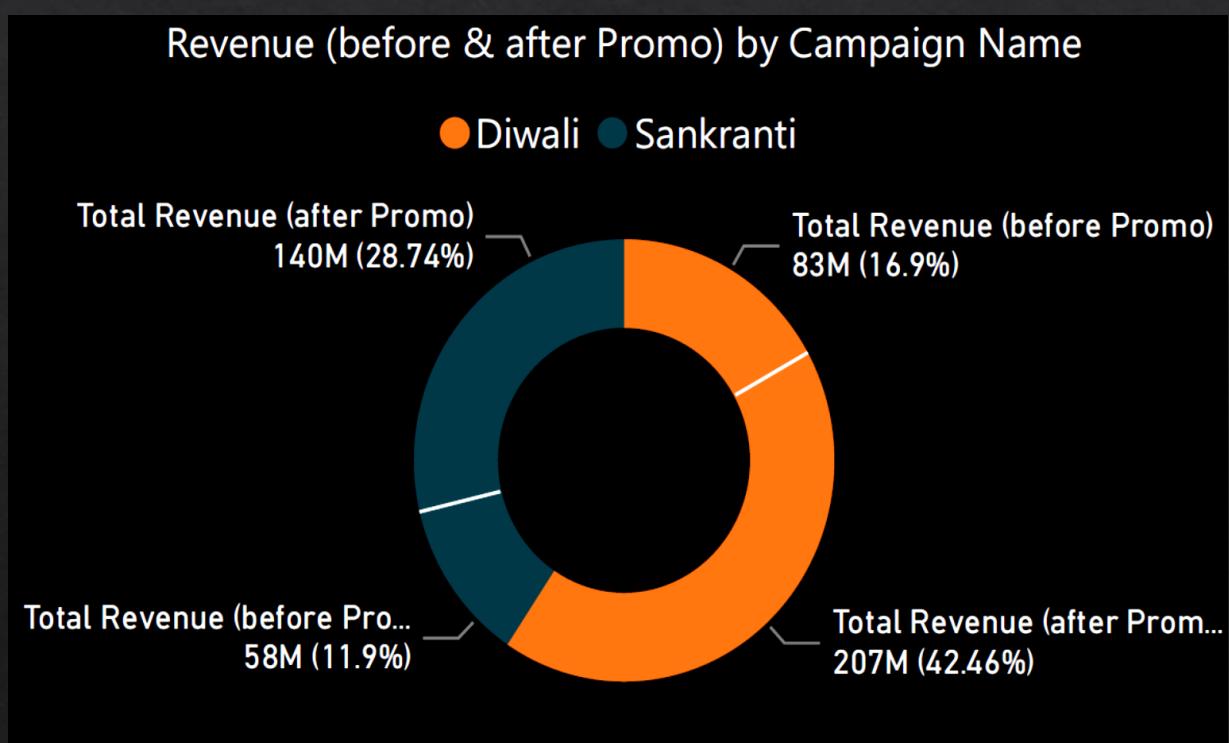
Total Sales in each Cities



Business Requests 3

- ❖ During Diwali campaign, the total revenue surged from 83M to 207M after the promo, marking a remarkable 151% increase.
- ❖ In the Sankranti campaign, total revenue jumped from 58M to 140M post-promo, showing a notable 141% boost.

campaign_name	Total Revenue (before Promo)	Total Revenue (after Promo)
Diwali	83M	207M
Sankranti	58M	140M

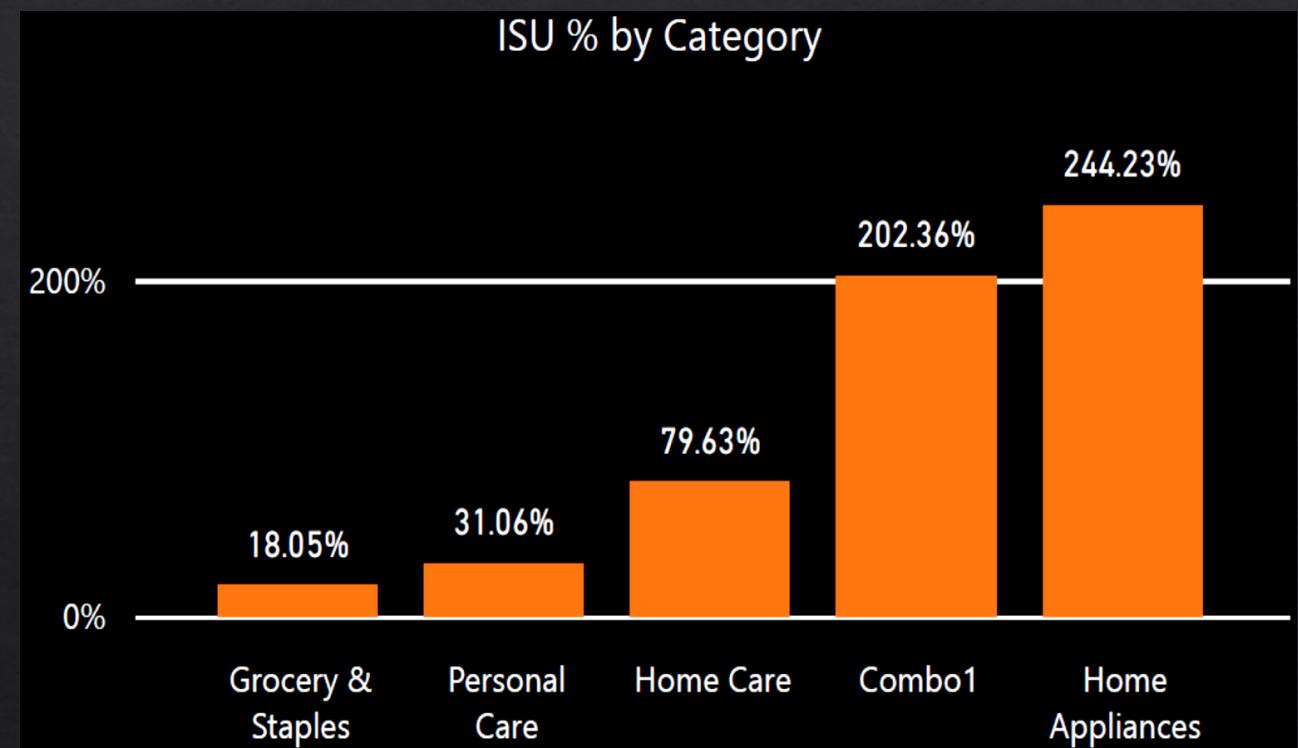


Business Requests 4

ISU% measures the percentage change in items sold after a promotion compared to before the promotion.

Category	ISU %
Home Appliances	244.23%
Combo1	202.36%
Home Care	79.63%
Personal Care	31.06%
Grocery & Staples	18.05%

ISU% for each category during the Diwali campaign

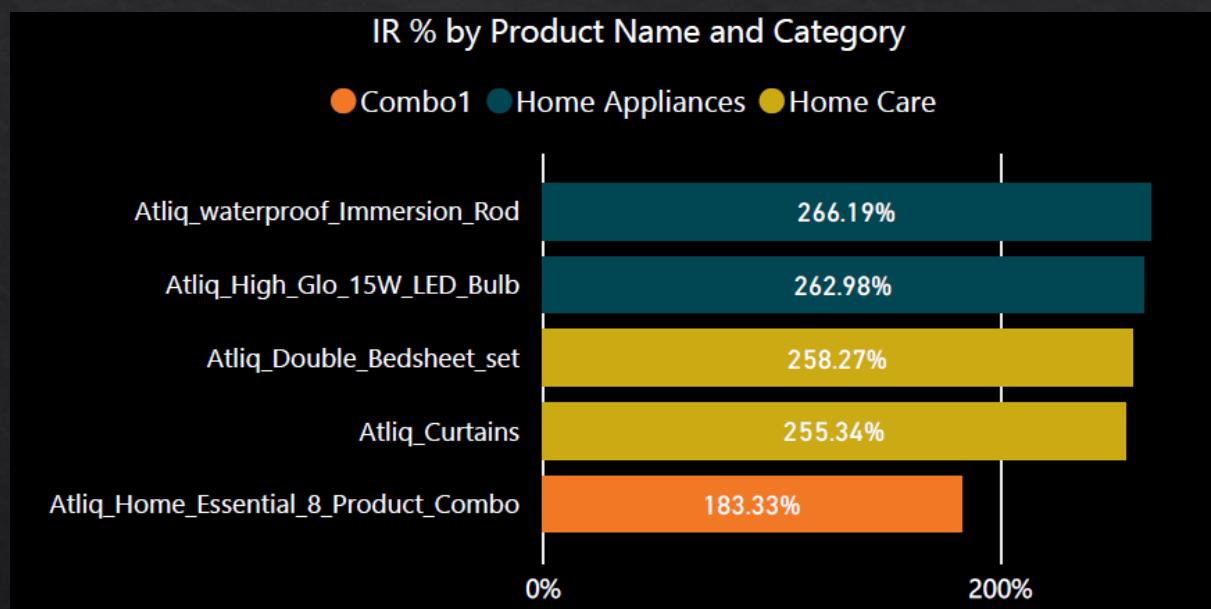


ISU% - Incremental Sold Quantity Percentage

Business Requests 5

IR% indicates the percentage difference in revenue after a promotion versus before the promotion.

Top 5 products in terms of IR% value across all campaigns



Product Name	Category	IR %
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	255.34%
Atliq_Home_Essential_8_Product_Combo	Combo1	183.33%

IR% - Incremental Revenue Percentage

Insights

- ② Bengaluru, Chennai, and Hyderabad are the top cities with the highest number of stores, collectively representing 50% of the total stores in the southern region of India.
- ② Total sales and revenue in Bengaluru, Chennai, and Hyderabad collectively contribute to more than 58% of the total sales and revenue in the southern region of India.
- ② Within the AtliQ Mart, the Double Bedsheet Set and Waterproof Immersion Rod are the high-value products having base price more than ₹ 1000/- offered at significant discounts through 'BOGOF' promotions.
- ② The Diwali and Sankranti campaigns resulted in substantial revenue increases, with revenue surging by 151% and 141% respectively.
- ② Home Appliances and Combo1 categories experienced the highest ISU% i.e. 244% & 202% respectively, indicating a significant increase in sales during the Diwali campaign.
- ② The Waterproof Immersion Rod, High Glo LED Bulb, Double Bedsheet set, Curtains and Home Essential 8 Product Combo are the top 5 products in the AtliQ Mart, generated substantial incremental revenue (IR%) percentages across all campaigns.

Recommendations

- ② Focus on optimizing retail operations in Bengaluru, Chennai and Hyderabad cities to maximize profitability, while also exploring expansion opportunities in other promising cities.
- ② Given the significant contribution from top 3 cities i.e. in Bengaluru, Chennai & Hyderabad, focus on customer engagement, retention strategies, and operational efficiency to further boost sales and revenue.
- ② Consider leveraging similar promotions for other high-value products to stimulate sales and attract customers.
- ② Continue investing in impactful promotional campaigns during festive seasons and analyze campaign strategies to replicate success in future campaigns.
- ② Allocate resources and marketing efforts towards categories with higher ISU% to capitalize on seasonal demand and maximize incremental sales.
- ② Prioritize the top-performing products in promotional activities and ensure sufficient stock availability to meet increased demand.

Thank You