AtliQ Mart Festive Promotions Analysis: Diwali 2023 and Sankranti 2024

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About AtliQ Mart

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.

Power BI Dashboard

Dashboard

₹ 247.98M	76.25%	108.31%	435.47K	50	15	10
Revenue dur. Campaigns	Overall IR%	Overall ISU%	Units Sold dur. Campaigns	Stores	Products	Cities

IR% & ISU% across Promo Types
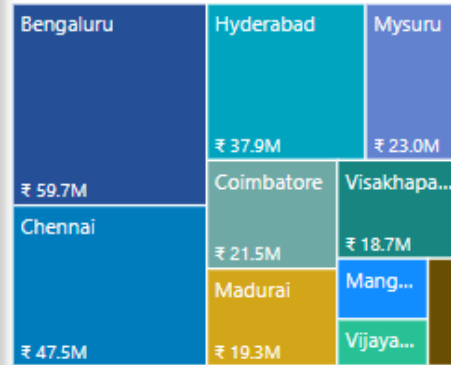
- IR%
- ISU%

Promo Type	IR%	ISU%
500 Cashback	136.11%	183.33%
BOGOF	83.68%	269.98%
33% OFF	-4.28%	43.04%
50% OFF	-33.60%	32.63%
25% OFF	-34.61%	-12.99%
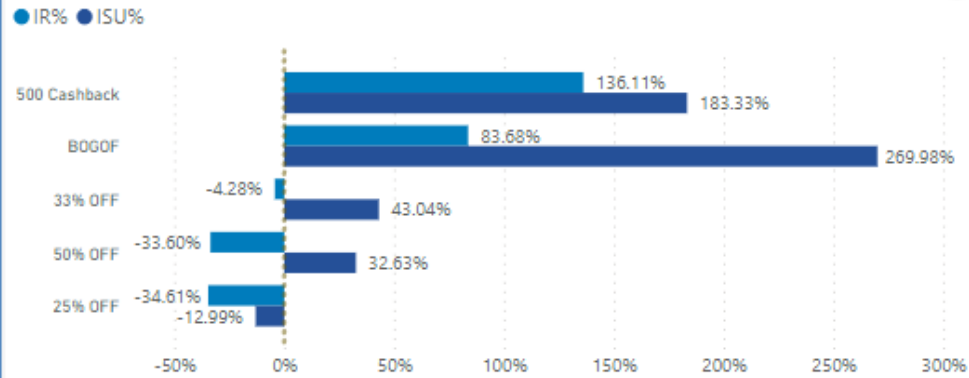
Revenue across Promo Types

Promo Type	Revenue
500 Cashback	₹ 158.0M
BOGOF	₹ 47.6M
33% OFF	₹ 35.0M
25% OFF	₹ 6.0M
50% OFF	₹ 1.4M
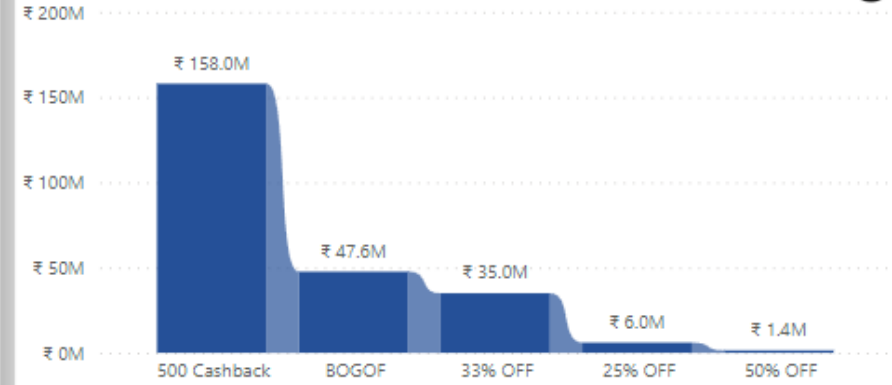
Revenue across Campaigns

- ₹ 87.70M (35.36%)
- ₹ 160.29M (64.64%)
- Diwali
- Sankranti

Revenue across Cities

City	Revenue
Bengaluru	₹ 59.7M
Chennai	₹ 47.5M
Hyderabad	₹ 37.9M
Mysuru	₹ 23.0M
Coimbatore	₹ 21.5M
Madurai	₹ 19.3M
Visakhapa...	₹ 18.7M
Mang...	
Vijaya...	
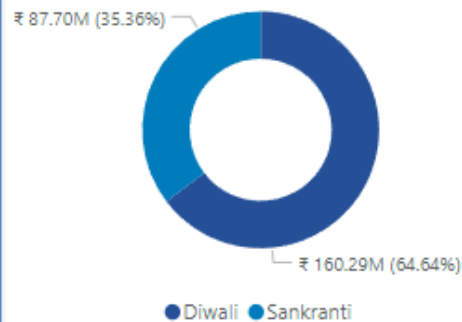
Product Analysis

Product	Rev. Before	Rev. After	IR%	ISU%
Home_Essential_8_Product_Combo	₹ 66.90M	₹ 157.95M	136.11%	183.33%
Sonamasuri_Rice (10KG)	₹ 32.06M	₹ 30.67M	-4.33%	42.79%
Farm_Chakki_Atta (1KG)	₹ 10.85M	₹ 15.44M	42.24%	151.36%
waterproof_Immersion_Rod	₹ 6.60M	₹ 12.08M	83.09%	266.19%
Double_Bedsheet_set	₹ 5.00M	₹ 8.96M	79.13%	258.27%
Suflower_Oil (1L)	₹ 5.60M	₹ 7.67M	37.04%	137.88%
High_Glo_15W_LED_Bulb	₹ 2.89M	₹ 5.24M	81.49%	262.98%
Masoor_Dal (1KG)	₹ 4.48M	₹ 4.30M	-3.92%	43.40%
Curtains	₹ 1.38M	₹ 2.45M	77.67%	255.34%
Fusion_Container_Set_of_3	₹ 2.16M	₹ 1.20M	25.59%	14.12%

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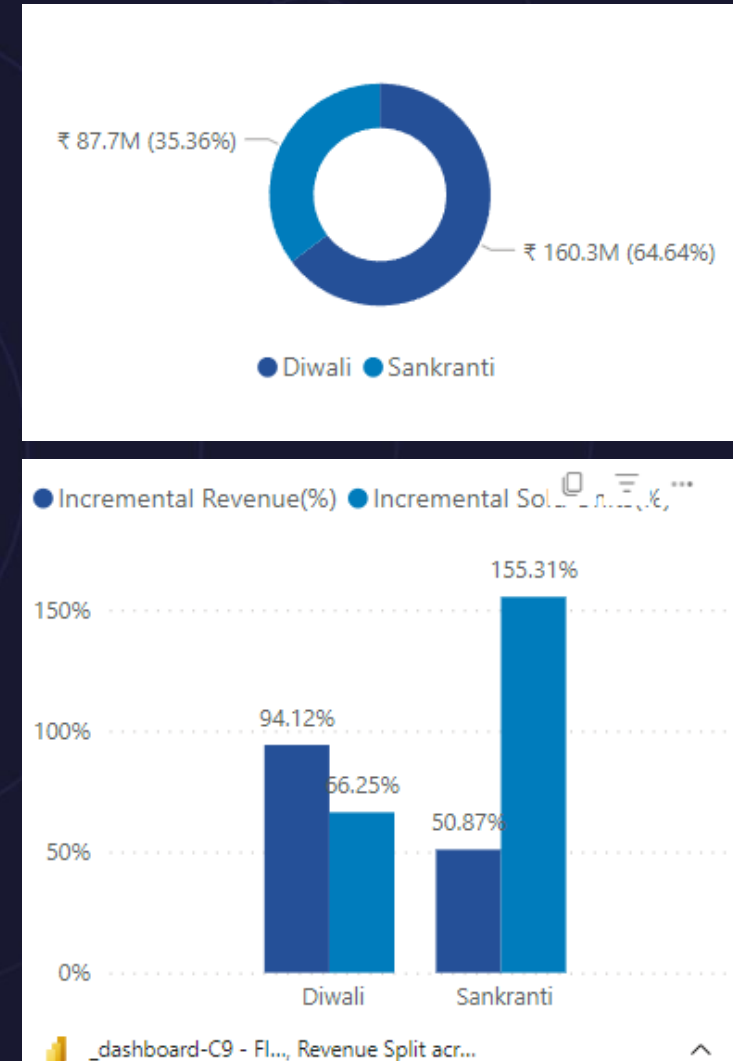Data updated on 6/3/24, 1:24 am

Promotion-level Analysis

Q1. How do two campaigns compare side-by-side?

The **Sankranti** campaign contributed to a notable increase in units sold; however, it was the **Diwali** campaign that propelled revenue to nearly **double** during its time.

Undoubtedly, the **Diwali** campaign played a pivotal role in bolstering the financial performance of the business, thereby yielding superior results when juxtaposed with the **Sankranti** campaign.

₹ 87.7M (35.36%)
₹ 160.3M (64.64%)

● Diwali ● Sankranti

● Incremental Revenue(%) ● Incremental Sol...

155.31%
150%
94.12%
100%
66.25%
50.87%
50%
0%
Diwali   Sankranti

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Q2. What are the top 2 promotion types that resulted in the highest Incremental Revenue?

In assessing the effectiveness of promotion types, it was observed that only '*500 cashback*' and '*BOGOF*' initiatives generated positive incremental revenue.

Hence, '*500 cashback*' and '*BOGOF*' are the promotional types yielding the highest incremental revenue.
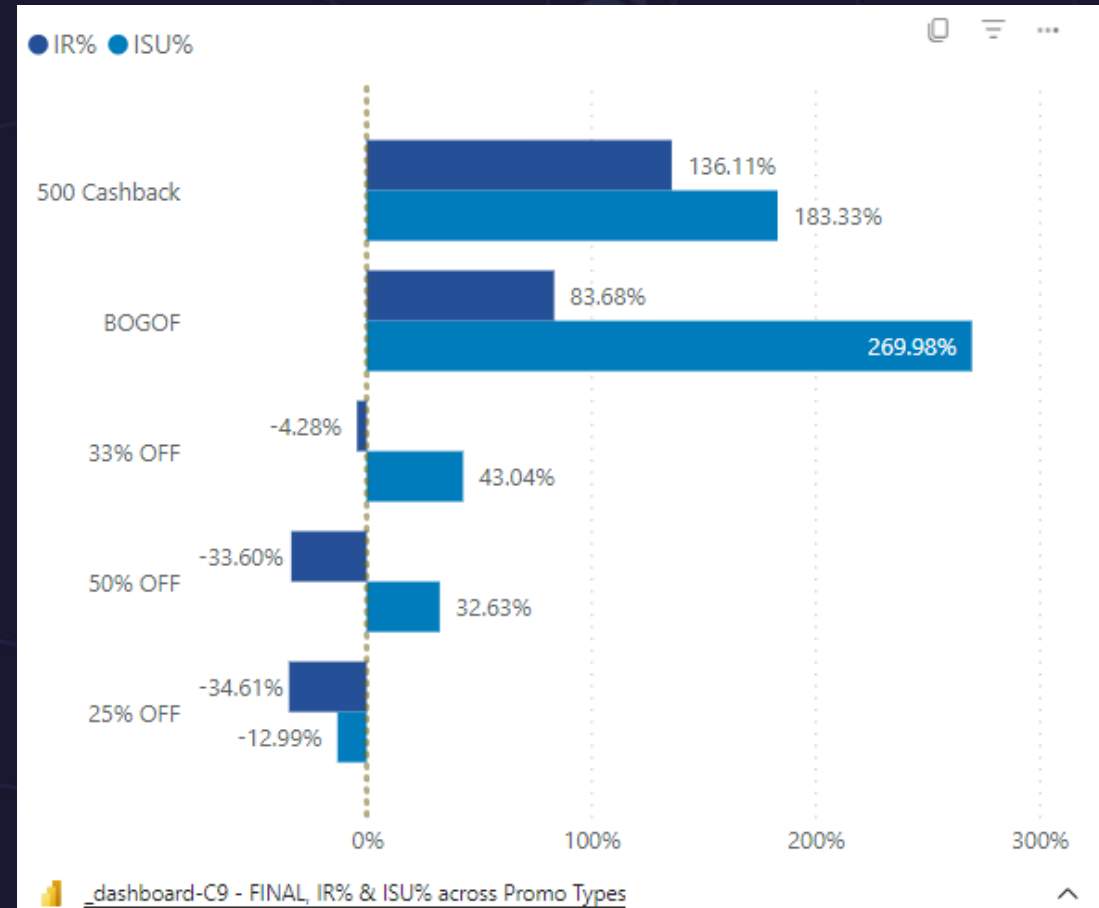
Q3. What are the bottom 2 promotion types in terms of their impact on Incremental Sold Units?

While the `25% OFF` promotion had adverse effects on the business, leading to a decrease in incremental units sold, the `50% OFF` promotion enabled a substantial increase in units sold by 32.63%
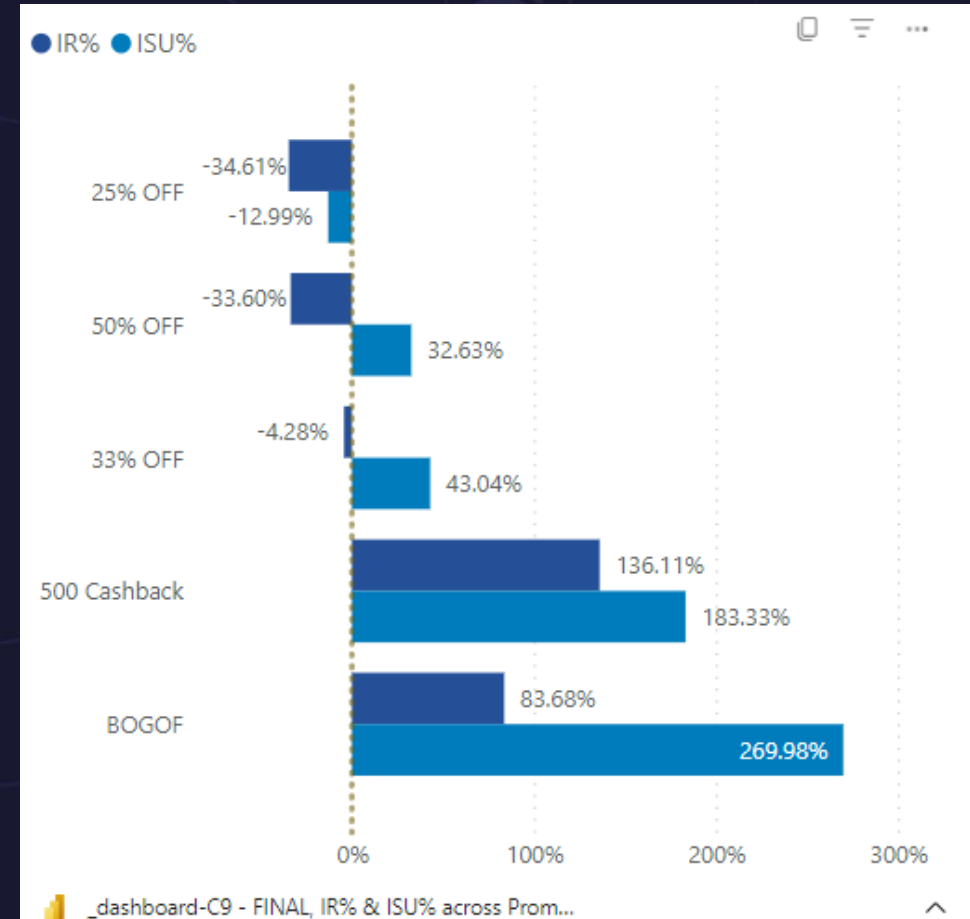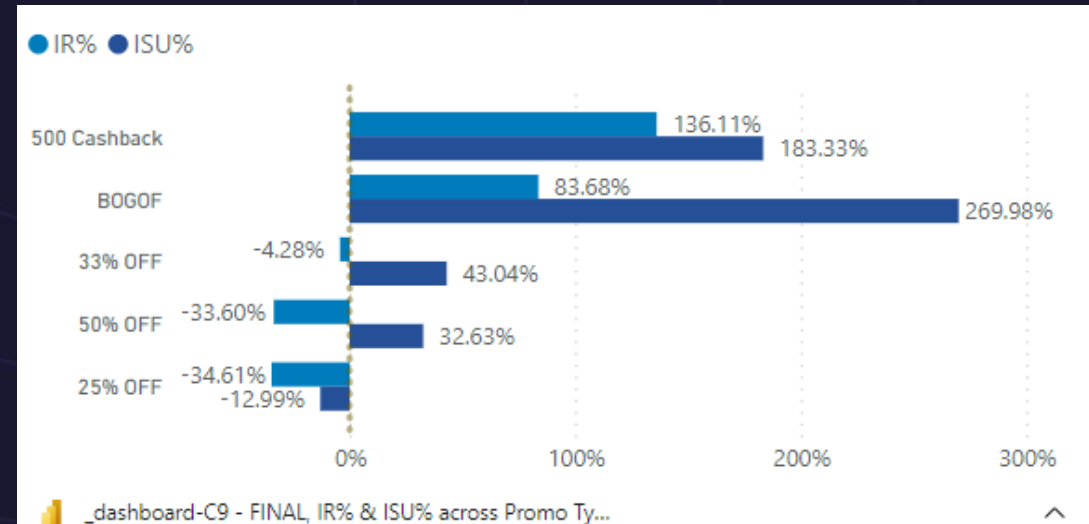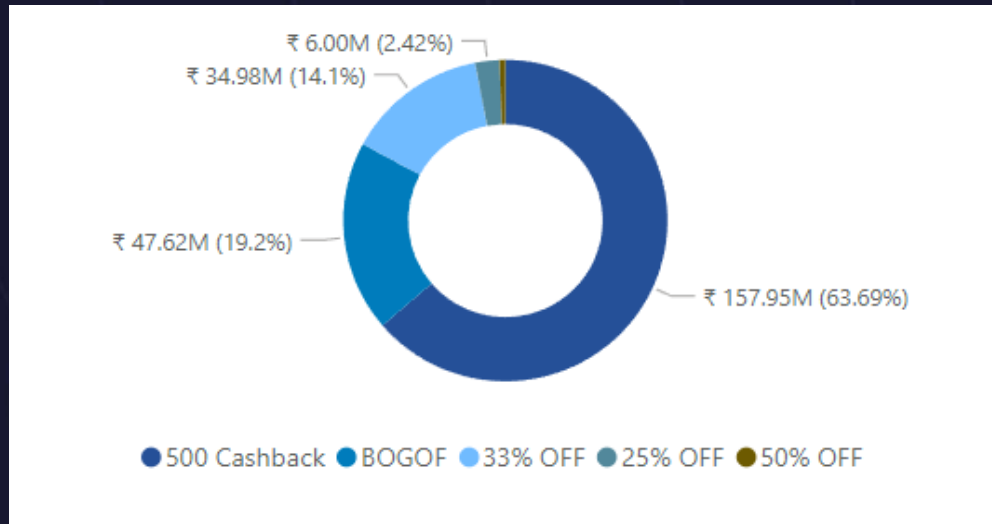
Q4. Is there a significant difference in the performance of discount-based promotions versus BOGOF or cashback promotions?

Despite being the third highest in terms of volume among the five promotion types, the product featured in the '*500 Cashback*' promotion garnered the highest revenue. This can be attributed to its significantly higher price compared to other products (being the costliest). Consequently, a substantial revenue gap exists between the *'500 Cashback'* promotion and other promotion types.

- ₹ 6.00M (2.42%)
- ₹ 34.98M (14.1%)
- ₹ 47.62M (19.2%)
- ₹ 157.95M (63.69%)

● 500 Cashback ● BOGOF ● 33% OFF ● 25% OFF ● 50% OFF

● IR% ● ISU%

Promo Type	IR%	ISU%
500 Cashback	136.11%	183.33%
BOGOF	83.68%	269.98%
33% OFF	-4.28%	43.04%
50% OFF	-33.60%	32.63%
25% OFF	-34.61%	-12.99%

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Q5. Which promotions strike the best balance between Incremental Sold Units and maintaining healthy margins?

As the objective of promotions is to enhance sales for the business, if the Incremental Sold Units (ISU) undergoes a significant increase without a proportional rise in Incremental Revenue (IR), it adversely affects the overall revenue.

Among the promotions assessed, *'500 Cashback*' stands out as the only one achieving a delicate equilibrium between increasing ISU while simultaneously maintaining healthy margins.
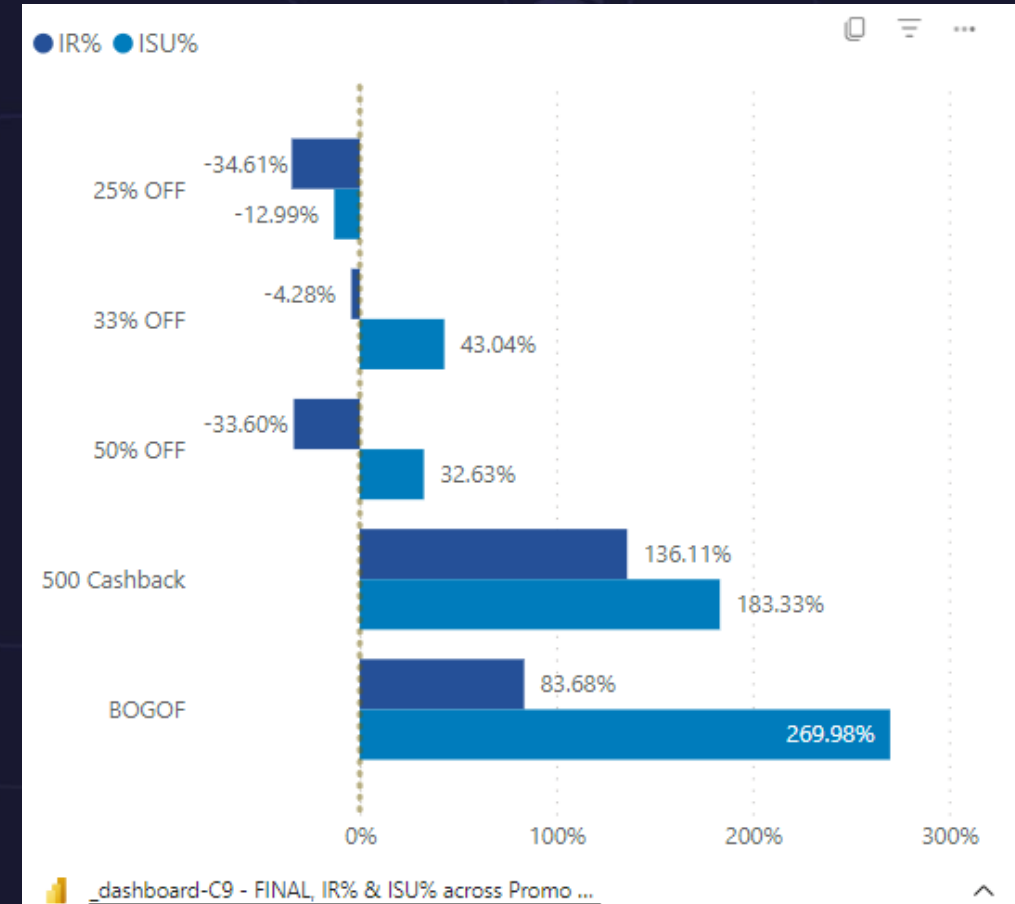
Product-level Analysis

# Q1. Which product categories saw the most significant lift in sales from the promotions?

The `*Combo1*` category experienced a significant surge in sales, nearly tripling the units sold and increasing revenue by almost 2.5 times, owing to the `*500 Cashback*` promotion. Following closely behind is the `*Grocery and Staples*` category, which also exhibited considerable sales growth.
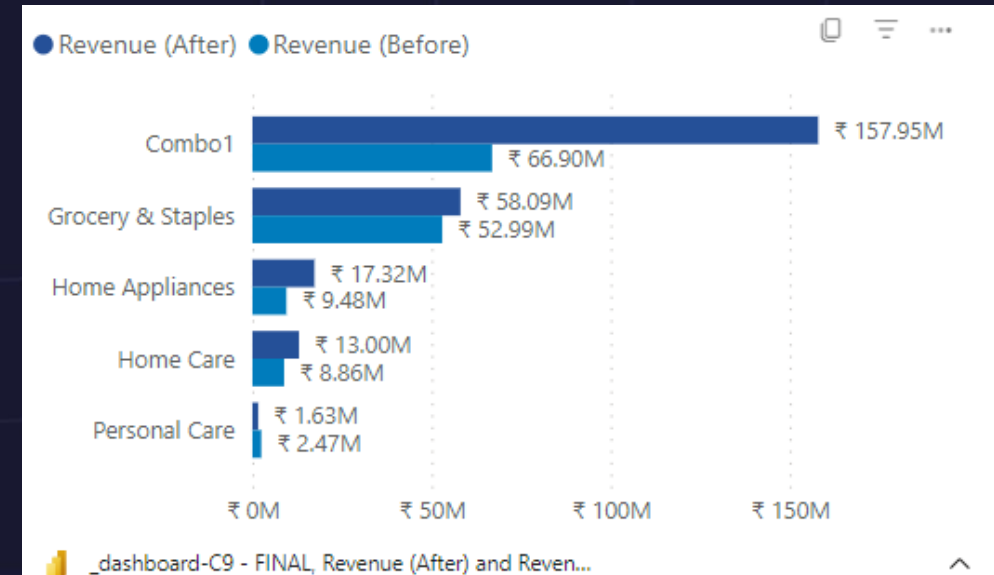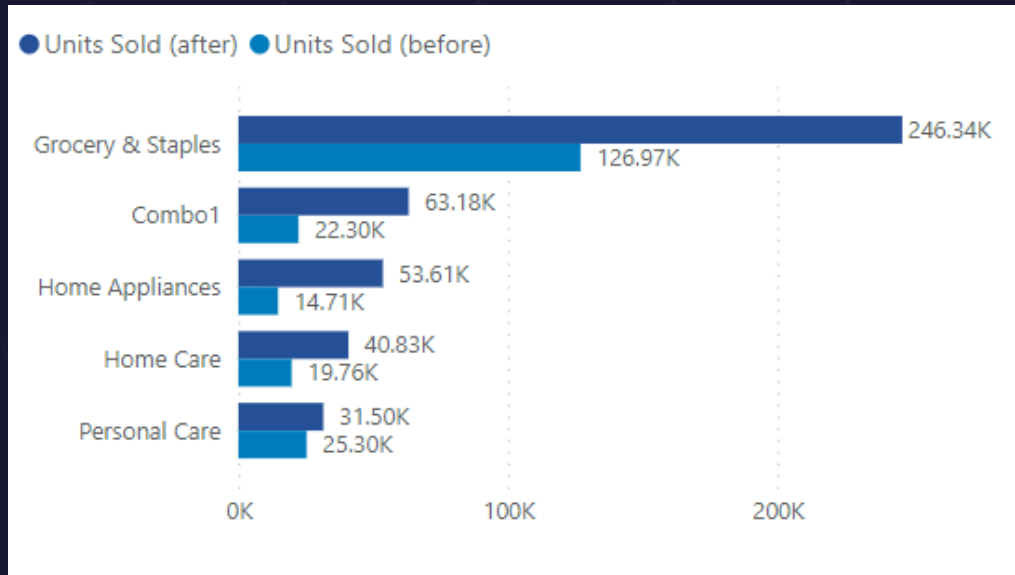
Q2. Are there specific products that respond exceptionally well or poorly to promotions?

Product that responded exceptionally well →

Product	Category	Rev. Before	Rev. After	IR%	ISU%
Home_Essential_8_Product_Combo	Combo1	₹ 66.90M	₹ 157.95M	136.11%	183.33%
waterproof_Immersion_Rod	Home Appliances	₹ 6.60M	₹ 12.08M	83.09%	266.19%
Double_Bedsheet_set	Home Care	₹ 5.00M	₹ 8.96M	79.13%	258.27%
High_Glo_15W_LED_Bulb	Home Appliances	₹ 2.89M	₹ 5.24M	81.49%	262.98%
Curtains	Home Care	₹ 1.38M	₹ 2.45M	77.67%	255.34%

Product	Category	Rev. Before	Rev. After	IR%	ISU%
Fusion_Container_Set_of_3	Home Care	₹ 2.16M	₹ 1.39M	-35.59%	-14.12%
Body_Milk_Nourishing_Lotion (120ML)	Personal Care	₹ 0.60M	₹ 0.39M	-35.95%	9.35%
Lime_Cool_Bathing_Bar (125GM)	Personal Care	₹ 0.48M	₹ 0.32M	-33.40%	33.20%
Cream_Beauty_Bathing_Soap (125GM)	Personal Care	₹ 0.39M	₹ 0.26M	-35.00%	20.64%
Scrub_Sponge_For_Dishwash	Home Care	₹ 0.32M	₹ 0.21M	-35.11%	-13.48%

← Product that responded exceptionally poorly

Q2. What is the correlation between product category and promotion type effectiveness?

In all three offered categories, `BOGOF` demonstrated strong performance, whereas `25% OFF` consistently underperformed even impacted the business to some extent.

The promotion `500 Cashback` emerged as the most successful among them.

category	IR% ▼	ISU%
⊟ **Combo1**		
500 Cashback	136.11%	183.33%
⊟ **Home Appliances**		
BOGOF	82.61%	264.39%
⊟ **Home Care**		
BOGOF	78.82%	256.74%
25% OFF	-35.53%	-13.78%
⊟ **Grocery & Staples**		
BOGOF	87.76%	275.71%
33% OFF	-4.28%	43.04%
25% OFF	-34.06%	-11.99%
⊟ **Personal Care**		
50% OFF	-33.60%	32.63%
25% OFF	-38.42%	-18.00%

Store-level Analysis

Q1. Which are the top 10 stores in terms of Incremental Revenue (IR) generated from the promotions?

Store_ID	City	Rev. Before	Rev. After	IR% ▼	ISU%
STMDU-0	Madurai	₹ 2.68M	₹ 5.51M	105.64%	131.73%
STMYS-3	Mysuru	₹ 3.22M	₹ 6.59M	104.34%	116.16%
STBLR-0	Bengaluru	₹ 3.40M	₹ 6.91M	103.11%	131.37%
STMYS-1	Mysuru	₹ 3.54M	₹ 7.17M	102.68%	139.73%
STCHE-7	Chennai	₹ 3.26M	₹ 6.60M	102.48%	131.57%
STBLR-7	Bengaluru	₹ 3.36M	₹ 6.75M	101.26%	136.99%
STCHE-4	Chennai	₹ 3.56M	₹ 7.09M	99.43%	126.68%
STCHE-3	Chennai	₹ 3.22M	₹ 6.38M	97.90%	125.33%
STBLR-6	Bengaluru	₹ 3.40M	₹ 6.70M	96.72%	130.73%
STCBE-2	Coimbatore	₹ 2.29M	₹ 4.50M	96.23%	138.74%

Q2. Which are the bottom 10 stores when it comes to Incremental Sold Units (ISU) during the promotional period?

Store_ID	City	Rev. Before	Rev. After	IR%	ISU%
STVSK-3	Visakhapatnam	₹ 2.29M	₹ 3.35M	46.04%	66.16%
STHYD-1	Hyderabad	₹ 3.10M	₹ 4.52M	45.92%	66.49%
STCHE-1	Chennai	₹ 3.06M	₹ 4.44M	45.00%	67.41%
STVSK-4	Visakhapatnam	₹ 2.41M	₹ 3.59M	48.88%	70.46%
STMYS-2	Mysuru	₹ 3.36M	₹ 5.33M	58.32%	73.93%
STMYS-0	Mysuru	₹ 2.82M	₹ 3.93M	39.43%	74.39%
STMLR-0	Mangalore	₹ 1.63M	₹ 2.42M	48.09%	76.94%
STBLR-1	Bengaluru	₹ 3.18M	₹ 4.87M	53.05%	78.07%
STCBE-4	Coimbatore	₹ 2.53M	₹ 3.81M	50.65%	79.71%
STHYD-3	Hyderabad	₹ 3.42M	₹ 5.19M	51.53%	80.51%

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Q3. How does the performance of stores vary by city? Are there any common characteristics among the top performing stores that could be leveraged across other stores?

Despite the top-selling product across all stores being the '*Combo1*' (P15), the stores located in *Mysore*, *Chennai*, and *Bangalore* are predominantly driving the majority of sales.

Store_ID	City	Rev. Before	Rev. After	IR%	ISU%	Top Selling
STMYS-1	Mysuru	₹ 3.54M	₹ 7.17M	102.68%	139.73%	P15
STCHE-4	Chennai	₹ 3.56M	₹ 7.09M	99.43%	126.68%	P15
STBLR-0	Bengaluru	₹ 3.40M	₹ 6.91M	103.11%	131.37%	P15
STBLR-7	Bengaluru	₹ 3.36M	₹ 6.75M	101.26%	136.99%	P15
STBLR-6	Bengaluru	₹ 3.40M	₹ 6.70M	96.72%	130.73%	P15
STCHE-7	Chennai	₹ 3.26M	₹ 6.60M	102.48%	131.57%	P15
STMYS-3	Mysuru	₹ 3.22M	₹ 6.59M	104.34%	116.16%	P15
STCHE-3	Chennai	₹ 3.22M	₹ 6.38M	97.90%	125.33%	P15
STCHE-6	Chennai	₹ 3.57M	₹ 6.31M	76.83%	110.83%	P15
STBLR-3	Bengaluru	₹ 3.36M	₹ 6.14M	82.72%	116.12%	P15
STBLR-8	Bengaluru	₹ 3.40M	₹ 6.08M	78.98%	110.32%	P15
STHYD-0	Hyderabad	₹ 3.28M	₹ 5.95M	81.41%	118.43%	P15
STBLR-4	Bengaluru	₹ 3.27M	₹ 5.90M	80.29%	114.51%	P15
STHYD-2	Hyderabad	₹ 3.37M	₹ 5.88M	74.36%	114.34%	P15
STBLR-5	Bengaluru	₹ 3.34M	₹ 5.83M	74.70%	109.54%	P15
STCHE-5	Chennai	₹ 3.30M	₹ 5.77M	74.84%	104.63%	P15
STHYD-6	Hyderabad	₹ 3.21M	₹ 5.66M	76.27%	111.67%	P15
STMDU-0	Madurai	₹ 2.68M	₹ 5.51M	105.64%	131.73%	P15
STBLR-9	Bengaluru	₹ 3.22M	₹ 5.51M	71.21%	108.51%	P15
STCHE-2	Chennai	₹ 3.28M	₹ 5.48M	67.00%	105.66%	P15

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Data updated on 5/3/24, 5:46 pm

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). 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.**

product_code	product_name
P08	Atliq_Double_Bedsheet_set
P14	Atliq_waterproof_Immersion_Rod

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.

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

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)

campaign_name	revenue_before_promo	revenue_after_promo
Sankranti	58.13M	78.01M
Diwali	82.57M	152.41M

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.

category	ISU%	rank_order
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

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.

product_name	category	IR%
Atliq_Home_Essential_8_Product_Co...	Combo1	136.11
Atliq_waterproof_Immersion_Rod	Home Appliances	83.09
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	81.49
Atliq_Double_Bedsheet_set	Home Care	79.13
Atliq_Curtains	Home Care	77.67

Summary of Findings

Revenue After Promo Split
- Diwali 2023: ₹160 million
- Sankranti 2024: ₹88 million

Top Performing Promotions:
- `500 Cashback`: Highest revenue generator
- `BOGOF` (Buy One Get One Free): Second highest revenue generator

Regional Dominance:
- Stores in Mysore, Bangalore, and Chennai dominated sales.

Product Performance:
- `Combo1` generated highest revenue due to 500 Cashback promotion.
- 25% OFF promotion resulted in negative impact on sales.

Promotion Impact:
- Only `500 Cashback` and `BOGOF` had positive impact on both Increase in Revenue Percentage (IR%) and Increase in Sales Units Percentage (ISU%).

Category Performance:
- `Combo1` and `Grocery and Staples` performed well compared to other categories.
- `Scrub Sponge for Dishwash` performed the worst in both IR% and ISU%.

Recommendations

- Focus on `*500 Cashback*` and `*BOGOF*` promotions for future campaigns.

- Evaluate regional performance and consider allocating resources accordingly.

- Review product pricing strategy, especially for high-cost items like `*Combo1*`.

- Avoid `*25% OFF*` promotion or reassess its implementation strategy on some categories.

- Invest in promoting categories with higher performance, such as `*Combo1*` and `*Grocery and Staples*`.

- Conduct a thorough analysis to understand reasons behind poor performance of products like `*Scrub Sponge for Dishwash*` and take corrective actions.

THANK YOU