

Retail Insights Report

Promotional Performance Analysis

Examine the promotions run by Atliq Mart during Diwali 2023 and Sankranti 2024 to evaluate their effectiveness. This analysis will help in making informed decisions for future promotional activities.

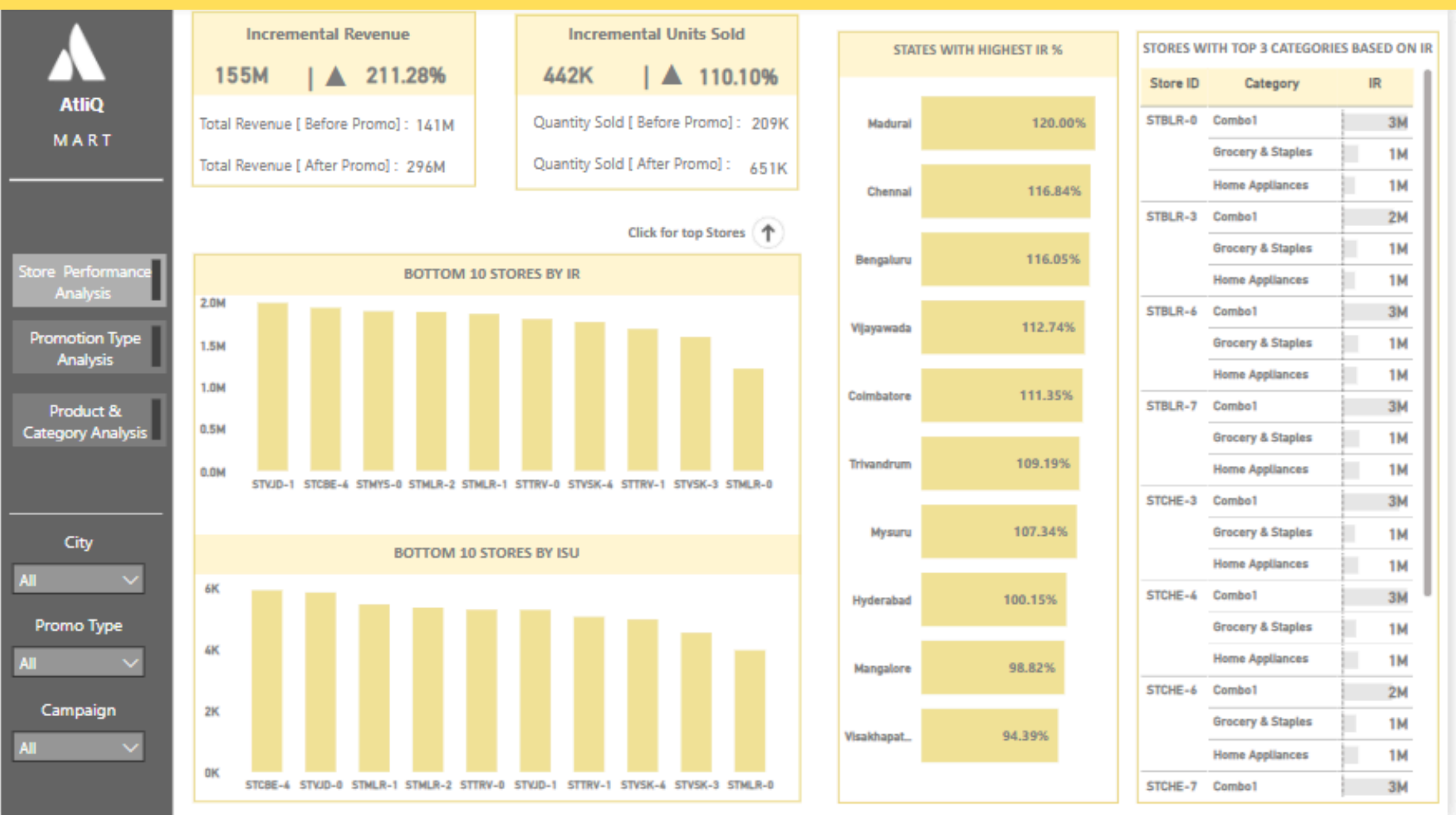
Skills Used:

Power BI for visualization

Some of desired insights from this analysis are as follows:

- Which state witnessed the highest increase in revenue?
- Which promotion resulted in the highest incremental revenue and sales?
- Which promotion resulted in the lowest incremental revenue and sales?
- Which product showed the highest and lowest lift in sales and revenue?

Store Performance Analysis

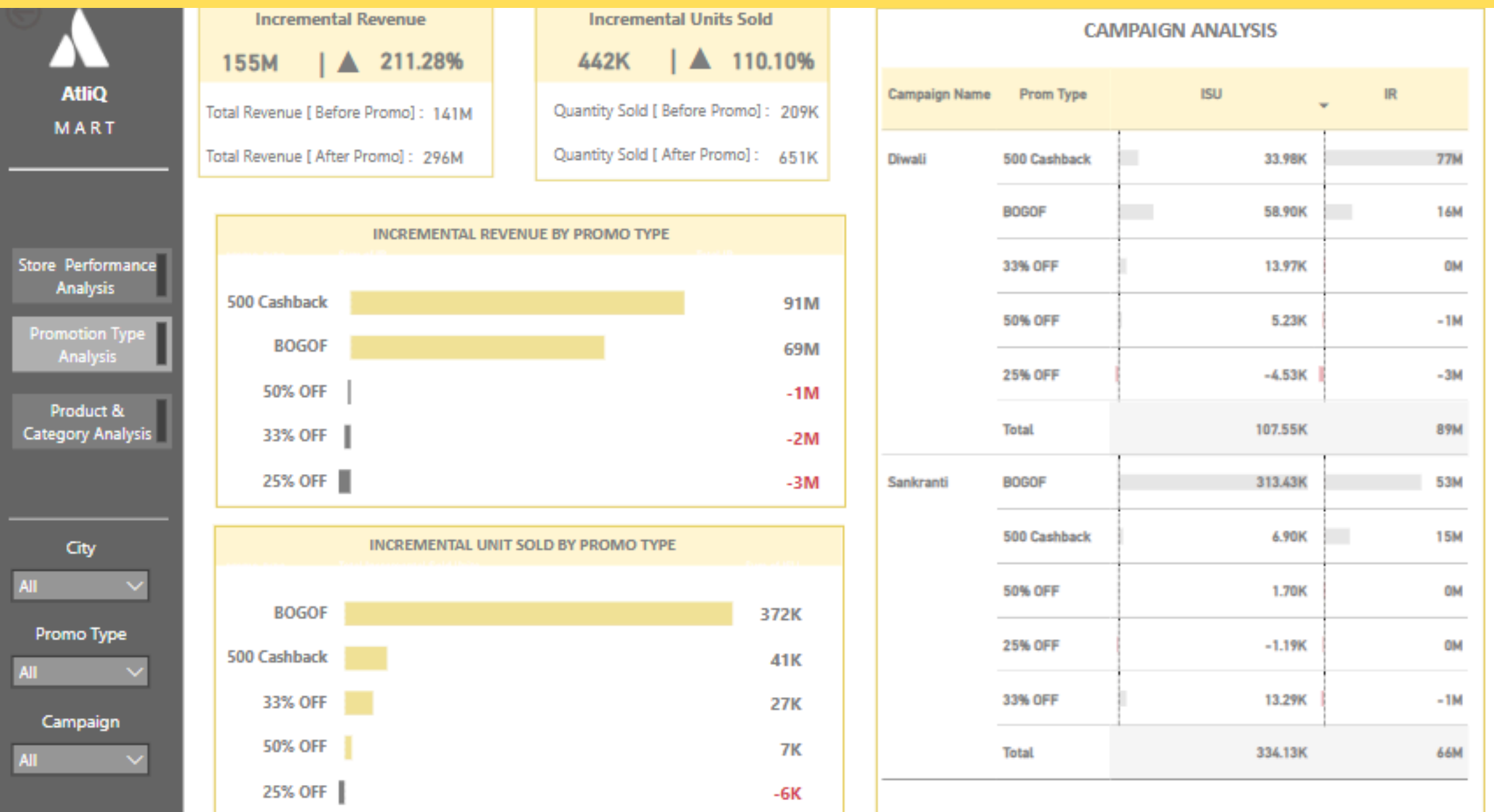


Incremental Revenue, **155M**
Incremental Unit Sold, **442K**

Madurai followed by **Chennai** has
highest IR%

Mangalore and **Vishakapatnam**
has lowest IR%

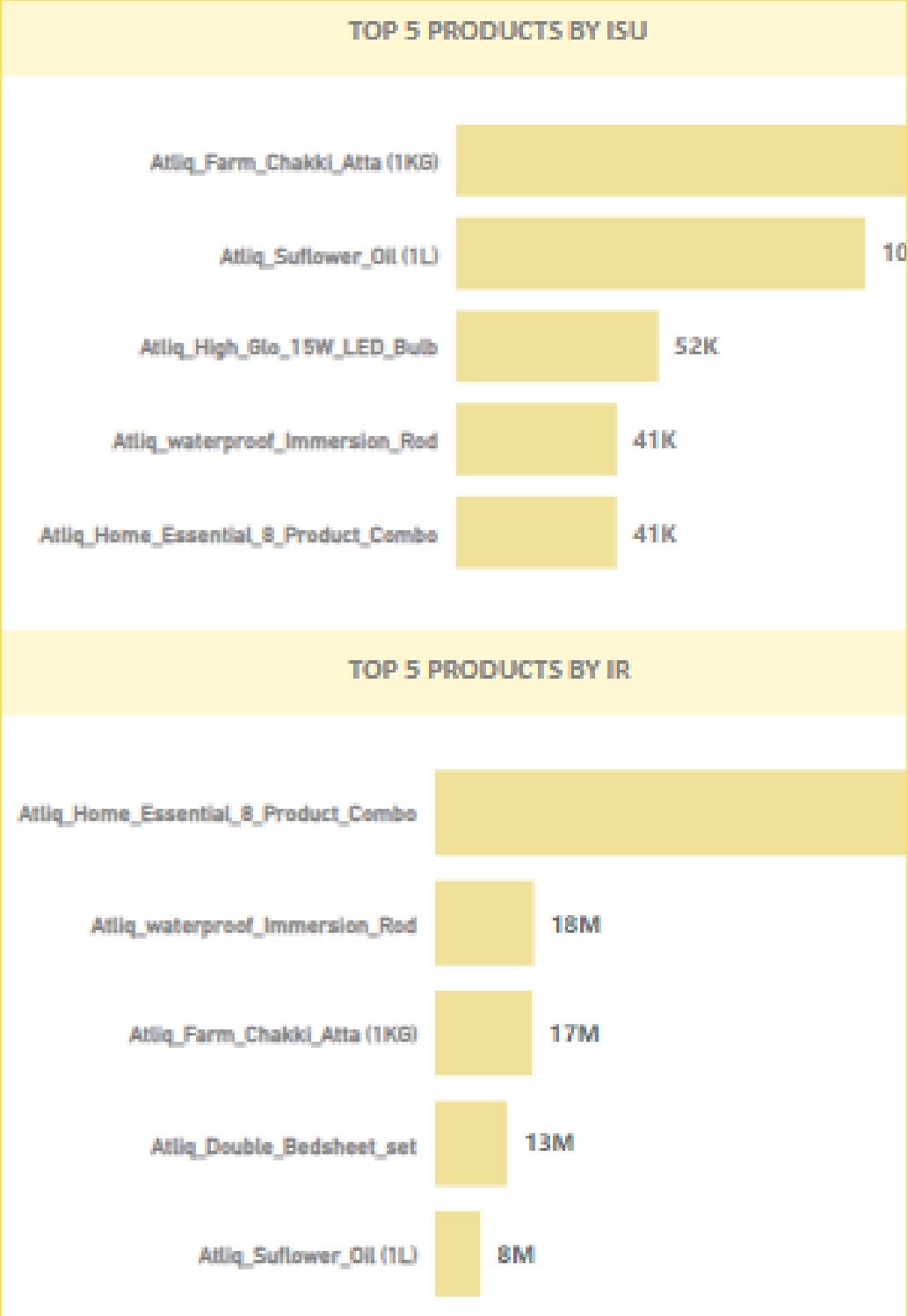
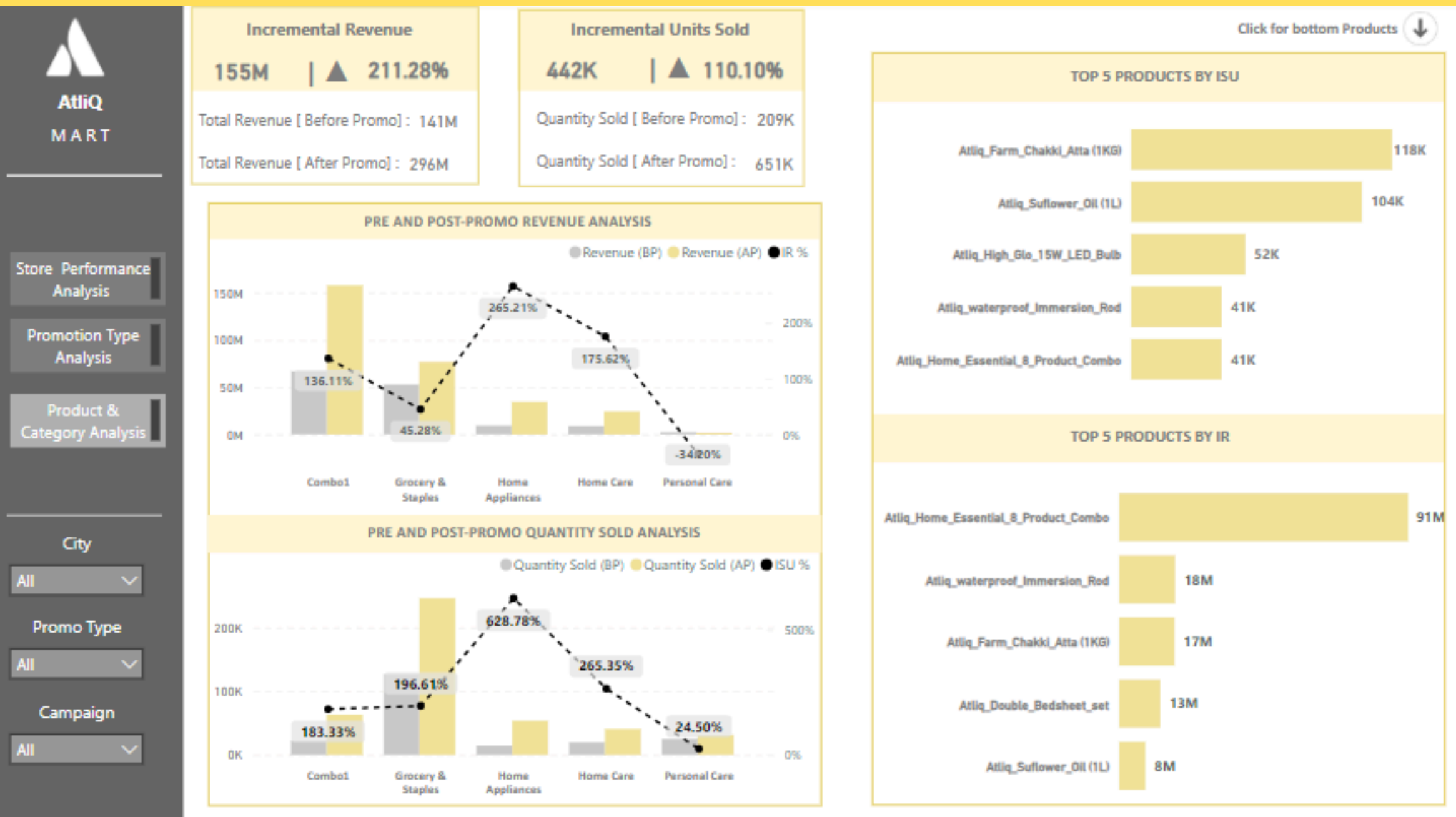
Promotion Type Analysis



500 Cashback and **BOGOF** has highest IR and ISU.

50%, 33% and 25% has significantly no benefits in IR and ISU.

Product and Category Analysis



Home Appliances and Home Care has highest IR and ISU growth.

CONCLUSION

STORES INSIGHTS

- **FOCUS EFFORTS ON HIGH IR STORE CATEGORIES:** PRIORITIZE CATEGORIES WITH THE HIGHEST INCREMENTAL REVENUE (IR), INCLUDING COMBO1, GROCERY, STAPLES, AND HOME APPLIANCES.
- **TARGET KEY CITIES:** CONCENTRATE EFFORTS ON CITIES WITH THE HIGHEST INCREMENTAL REVENUE %, SUCH AS MADURAI, CHENNAI, AND BENGALURU.

PROMOTION TYPE INSIGHTS:

- **LEVERAGE EFFECTIVE PROMOTION TYPES:** CAPITALIZE ON PROMOTIONS LIKE 500 CASHBACK AND BOGOF (BUY ONE GET ONE FREE) DUE TO THEIR POSITIVE IMPACT ON INCREMENTAL REVENUE AND UNIT SALES.
- **AVOID INEFFECTIVE DISCOUNTS:** STEER CLEAR OF DISCOUNT PROMOTIONS, ESPECIALLY 25% OFF AND 33% OFF, AS THEY HAVE SHOWN LIMITED EFFECTIVENESS IN DRIVING REVENUE.
- **OPTIMIZE SEASONAL PROMOTIONS:** FOCUS ON MAXIMIZING REVENUE DURING DIWALI COMPARED TO SANKRANTI BY REFINING PROMOTIONAL STRATEGIES FOR THIS KEY PERIOD.

PRODUCT AND CATEGORY ANALYSIS:

- **MAXIMIZE REVENUE FROM HIGH-PERFORMING CATEGORIES:** ALLOCATE RESOURCES TOWARDS CATEGORIES WITH THE HIGHEST INCREMENTAL REVENUE GROWTH, SUCH AS HOME APPLIANCES AND HOME CARE.
- **PROMOTE TOP REVENUE GENERATING PRODUCTS:** FOCUS ON PRODUCTS LIKE THE ATLIQ WATERPROOF IMMERSION ROD, ATLIQ LED BULB AND ATLIQ DOUBLE BEDSHEET SET TO CAPITALIZE ON THEIR STRONG REVENUE CONTRIBUTIONS.