

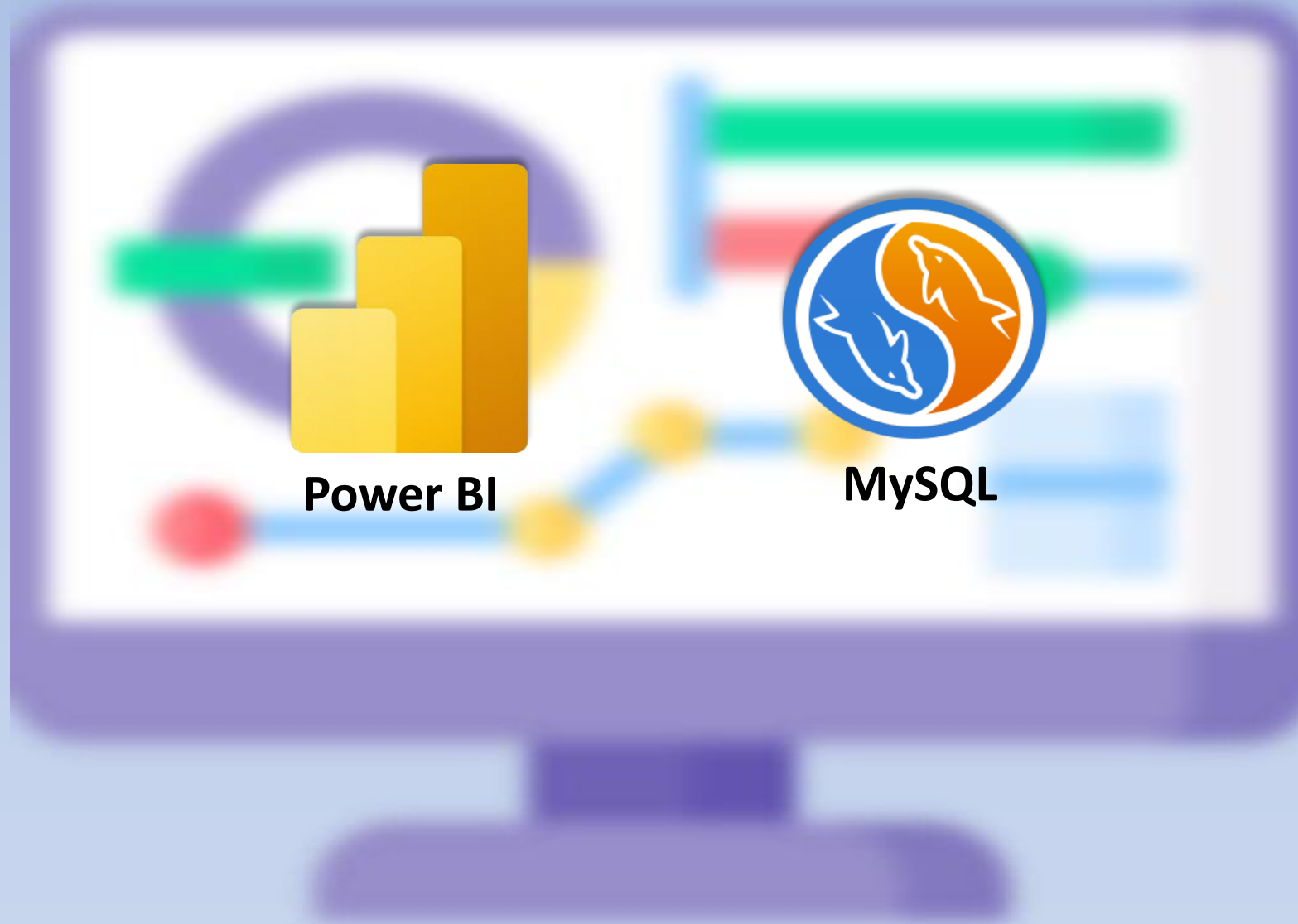
# AtliQ SUPERMARKET



# AtliQ Mart Sales & Promotion Analysis Report for Diwali & Sankranti Campaign

- *AtliQ Mart, a retail giant with over 50 supermarkets in the southern region of India, conducted promotions during Diwali 2023 and Sankranti 2024 on their AtliQ branded products.*
- *The sales director wants to assess the effectiveness of these promotions to make informed decisions for future promotional periods.*
- *However, due to the analytics manager being engaged in another critical project, the task has been delegated to ABC, a data analyst.*
- *ABC needs to analyze the data to understand which promotions performed well and which did not, in order to provide actionable insights to the sales director.*

# TOOL USED





Home

Store

Promotion

Product

Filters

Campaign

All

Category

All

Promo Type

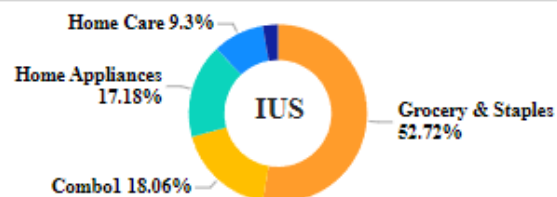
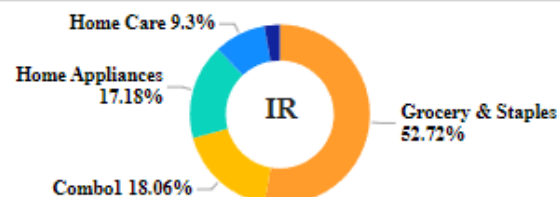
All

Product

All

## Product & Category Type's Analysis

### Category By IR & IUS



IR  
₹ 207.16M

IR%  
147.23

IUS  
226K

IUS%  
108.31

Qty Sold After...  
435K

Revenue After...  
₹ 347.86M

Qty Sold Before...  
209K

Revenue Before...  
140.70M

### Significant Lift in Sales After Promo

#### Combo1

₹ 189,540,000.00 40881 ₹ 122,643,000.00  
Sum of Revenue IUS IR  
63180  
Qty Sold After ...

#### Grocery & Staples

₹ 95,615,960.00 119374 ₹ 42,624,108.00  
Sum of Revenue IUS IR  
246344  
Qty Sold After ...

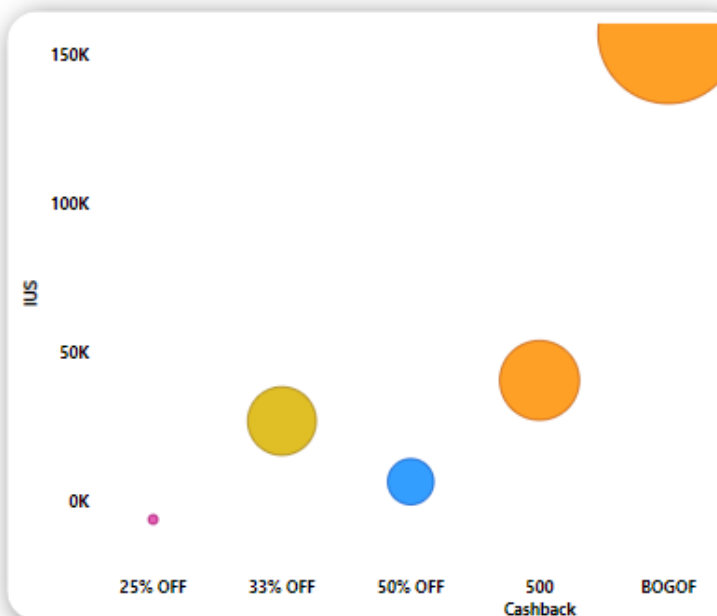
#### Home Appliances

₹ 34,633,500.00 38900 ₹ 25,150,390.00  
Sum of Revenue IUS IR  
53613  
Qty Sold After ...

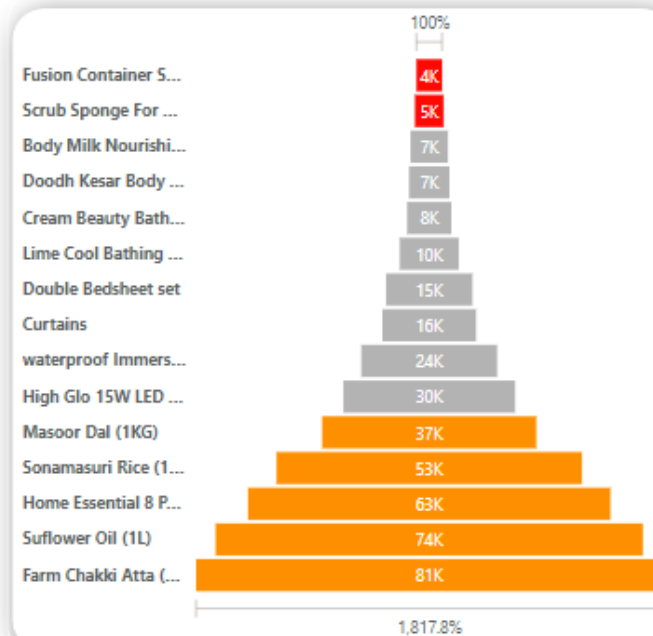
#### Home Care

₹ 24,944,175.00 21068 ₹ 16,087,190.00  
Sum of Revenue IUS IR  
10668  
Qty Sold After ...

### Correlation Between Product Category & Promotion Type



### Product Response to Promotion



# BUSINEES REQUEST

- 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.

| base_price | product_name           |
|------------|------------------------|
| 1190       | DoubleBedsheetset      |
| 1020       | waterproofImmersionRod |

# BUSINEES REQUEST

- 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.

| Total Store | City          |
|-------------|---------------|
| 10          | Bengaluru     |
| 8           | Chennai       |
| 7           | Hyderabad     |
| 5           | Visakhapatnam |
| 5           | Coimbatore    |
| 4           | Madurai       |
| 4           | Mysuru        |
| 3           | Mangalore     |
| 2           | Trivandrum    |
| 2           | Vijayawada    |

# BUSINEES REQUEST

- 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).

| Campaign Name | Total Revenue After Promo (Millions) | Total Revenue Before Promo (Millions) |
|---------------|--------------------------------------|---------------------------------------|
| Sankranti     | 140.40                               | 58.13                                 |
| Diwali        | 207.46                               | 82.57                                 |

# BUSINEES REQUEST

- 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.

| Campaign Name | Total Revenue After Promo (Millions) | Total Revenue Before Promo (Millions) |
|---------------|--------------------------------------|---------------------------------------|
| Sankranti     | 140.40                               | 58.13                                 |
| Diwali        | 207.46                               | 82.57                                 |



# BUSINEES REQUEST

- 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%.

| product_name               | category        | ir_percentage | rank_order |
|----------------------------|-----------------|---------------|------------|
| waterproofImmersionRod     | Home Appliances | 266.1874      | 1          |
| HighGlo 15WLED Bulb        | Home Appliances | 262.9836      | 2          |
| DoubleBedsheetset          | Home Care       | 258.2679      | 3          |
| Curtains                   | Home Care       | 255.3354      | 4          |
| HomeEssential8ProductCombo | Combo 1         | 183.3311      | 5          |