



ATLIQ MART SALES ANALYSIS

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1. INTRODUCTION



AtliQ Mart, a giant retail chain with over 50 supermarkets in India ran massive promotions during two festivals on their AtliQ branded products.



The sales director wants to know the performance of the promotions so that they can make informed decisions for future promotional periods.



2. ANALYSIS

Objective n° 1

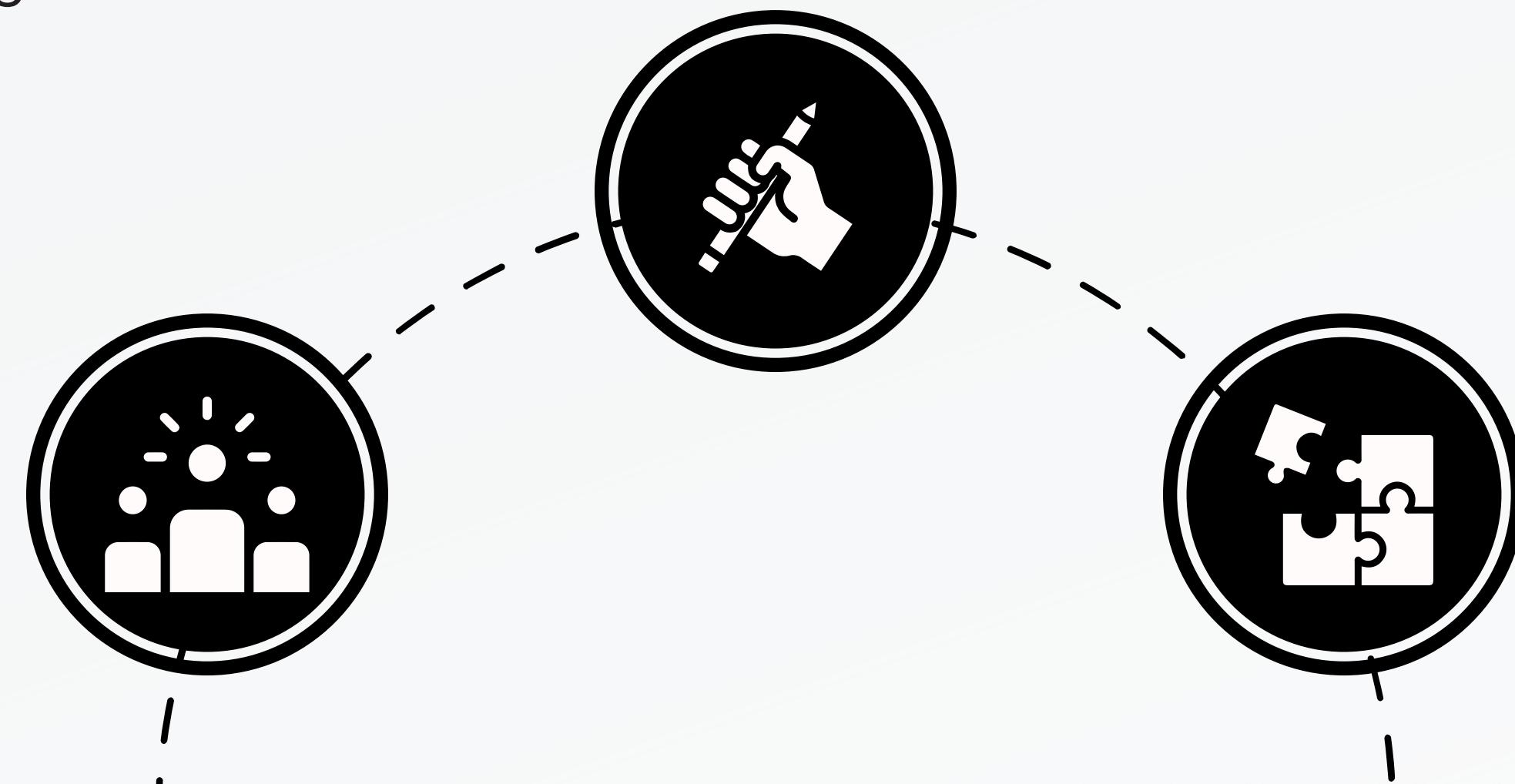
STORE
PERFORMANCE
ANALYSIS

Objective n° 2

PROMOTION
TYPE ANALYSIS

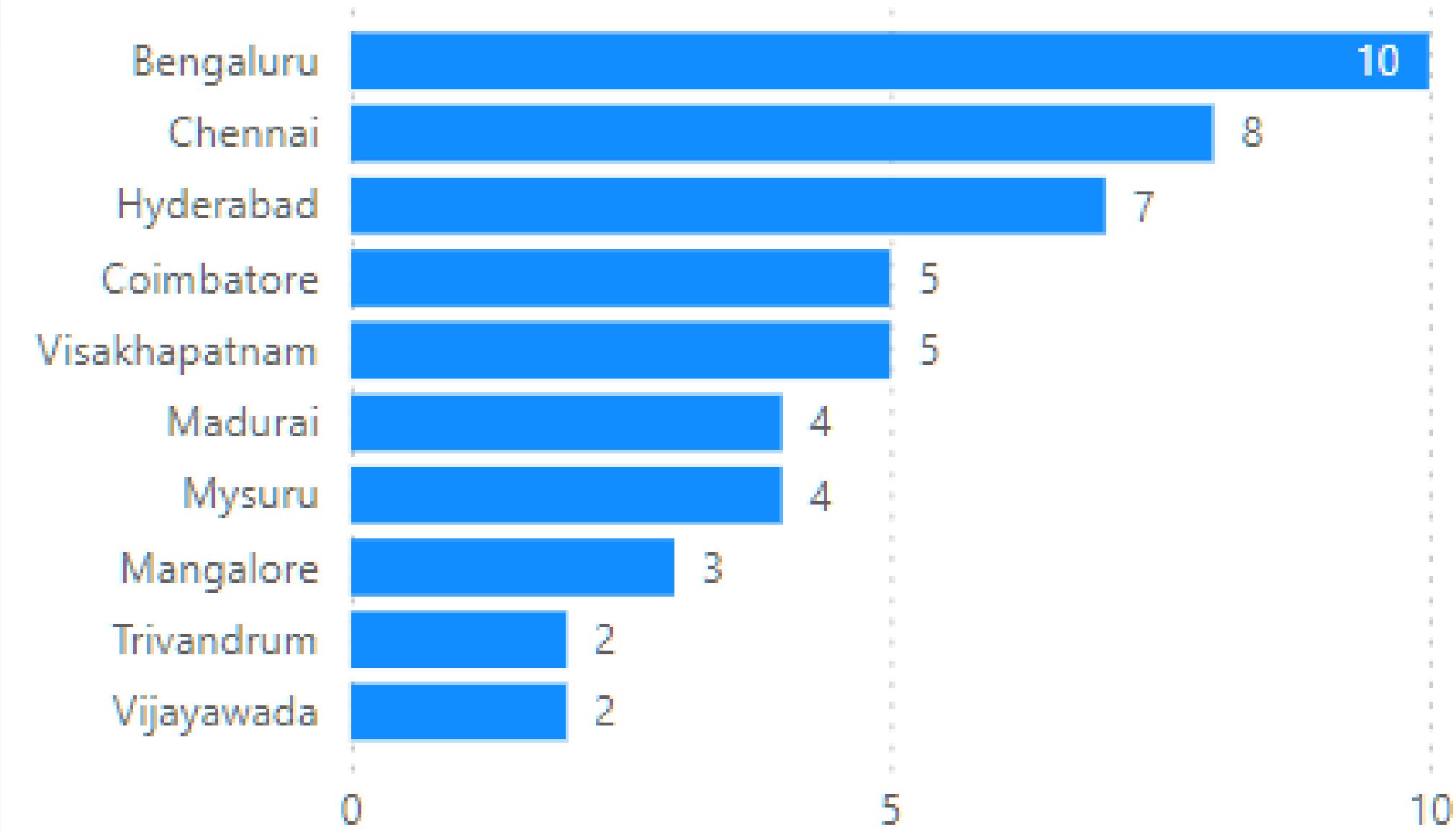
Objective n° 3

PRODUCT AND
CATEGORY
ANALYSIS



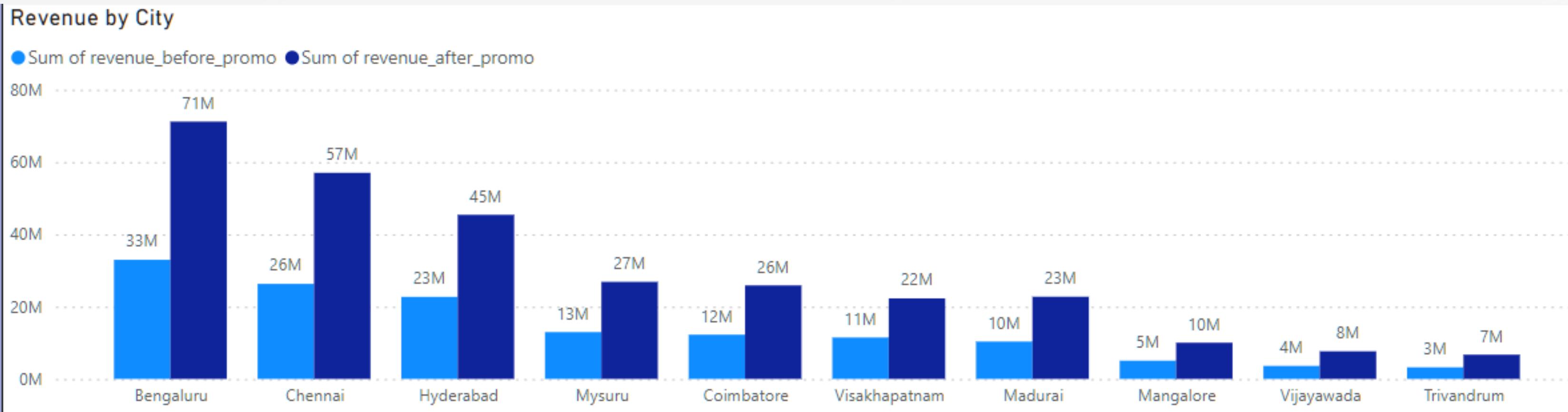
STORE PERFORMANCE ANALYSIS

Store number by City



- AtLiQ has 50 supermarket distributed over cities in the southern region of India.
- The city of Bengaluru had the most supermarkets with 10 stores, while Trivandrum and Vijayawada had the lowest number of 2.

STORE PERFORMANCE ANALYSIS



- The promotion campaigns all boosted the revenues of the supermarkets in the cities that have AtliQ's stores. The revenue's order is the same as the order of the number of stores in each city.
- The revenue after the promotions were all over twice the revenue before the promotion in respective cities.

STORE PERFORMANCE ANALYSIS

Top 10 Incremental Revenue		
store_id	city	IR
STMYS-1	Mysuru	4,919,313.54
STCHE-4	Chennai	4,828,030.03
STBLR-0	Bengaluru	4,759,623.65
STBLR-7	Bengaluru	4,717,587.33
STCHE-7	Chennai	4,647,725.72
STBLR-6	Bengaluru	4,610,220.29
STCHE-3	Chennai	4,408,650.33
STMYS-3	Mysuru	4,402,291.98
STCHE-6	Chennai	4,035,845.71
STBLR-3	Bengaluru	3,942,443.40
Total		45,271,731.98

Bottom 10 Incremental Revenue		
store_id	city	IR
STVJD-1	Vijayawada	1,998,546.70
STCBE-4	Coimbatore	1,941,561.95
STMYS-0	Mysuru	1,899,269.06
STMLR-2	Mangalore	1,891,949.08
STMLR-1	Mangalore	1,867,923.88
STTRV-0	Trivandrum	1,806,829.42
STVSK-4	Visakhapatnam	1,771,033.11
STTRV-1	Trivandrum	1,689,166.09
STVSK-3	Visakhapatnam	1,593,246.47
STMLR-0	Mangalore	1,215,446.24
Total		17,674,972.00

- The stores that have the highest incremental revenue after the promotions are from Chennai, Bengaluru and Mysuru.
- On the other hand, most of the stores with the lowest incremental revenue were from Mangalore, Visakhapatnam and Trivandrum. (these 3 have the lowest number of stores and revenues out of all cities.)

- A similar pattern can be seen in the incremental sold units (ISU).
- It can be inferred that the stores that performed well were from cities with a high number of AtliQ's stores and the reverse is true for the ones that performed poorly.

Bottom 10 Incremental Sold Units		
store_id	city	ISU
STBLR-7	Bengaluru	12,820
STMYS-1	Mysuru	12,677
STCHE-7	Chennai	12,516
STBLR-0	Bengaluru	12,449
STBLR-6	Bengaluru	12,405
STCHE-4	Chennai	12,150
STCHE-3	Chennai	11,720
STHYD-2	Hyderabad	11,471
STBLR-3	Bengaluru	11,459
STCHE-6	Chennai	11,144
Total		120,811

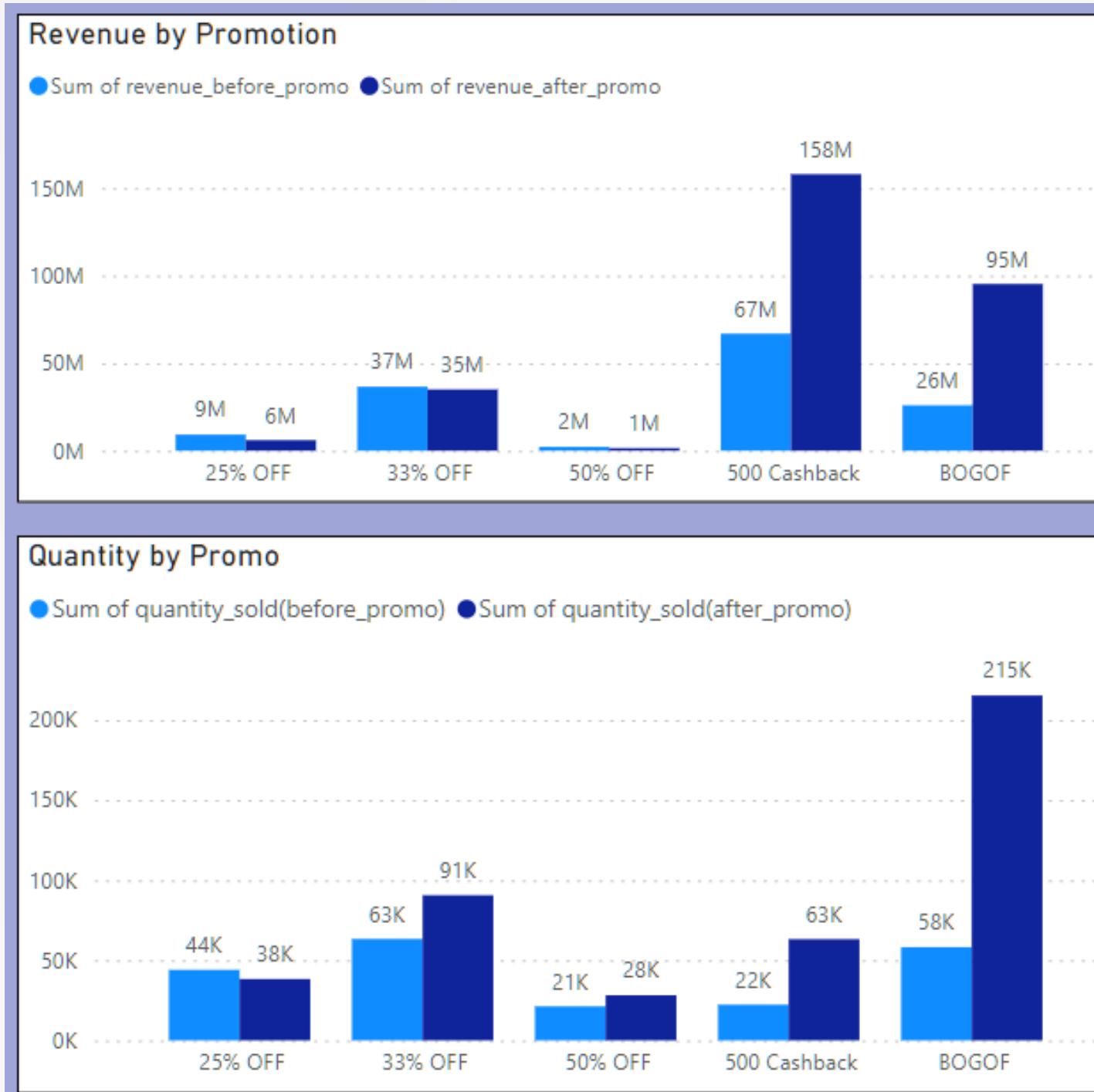
Bottom 10 Incremental Sold Units		
store_id	city	ISU
STCBE-4	Coimbatore	5,942
STVJD-0	Vijayawada	5,870
STMLR-1	Mangalore	5,481
STMLR-2	Mangalore	5,374
STTRV-0	Trivandrum	5,306
STVJD-1	Vijayawada	5,302
STTRV-1	Trivandrum	5,072
STVSK-4	Visakhapatnam	4,988
STVSK-3	Visakhapatnam	4,553
STMLR-0	Mangalore	3,978
Total		51,866

PROMOTION TYPE ANALYSIS

campaign_name	incremental_revenue	incremental_sold_units
Diwali	88,886,017.98	107,546
Sankranti	66,019,437.61	334,130
Total	154,905,455.59	441,676

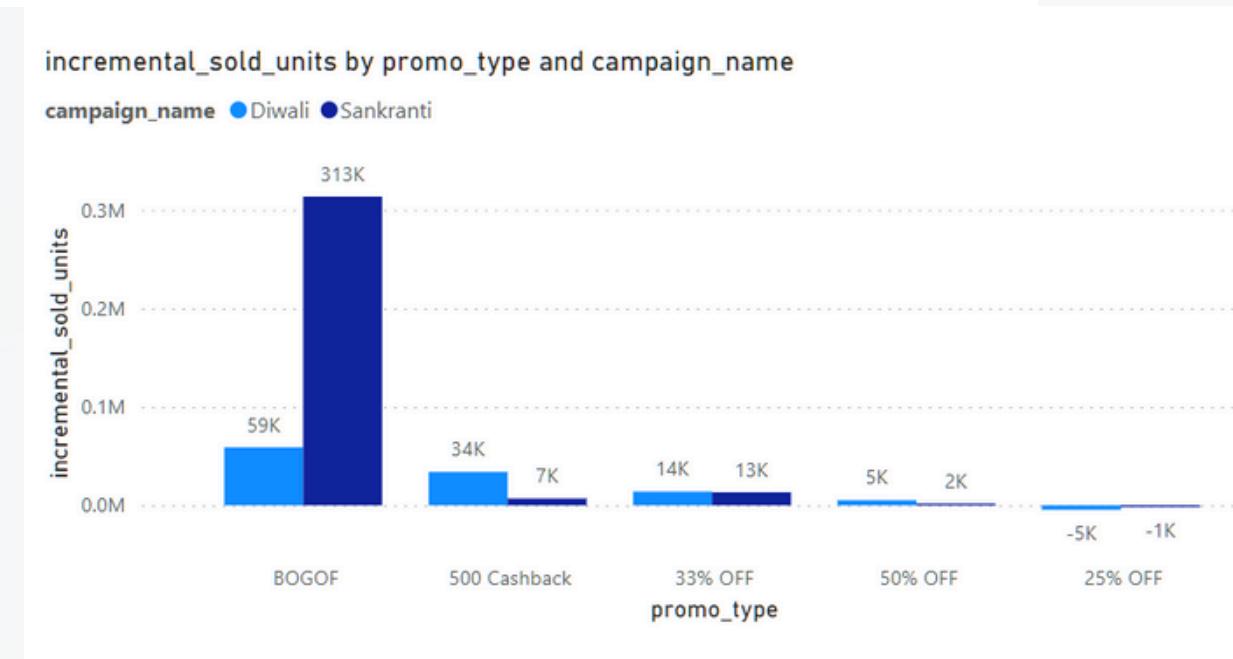
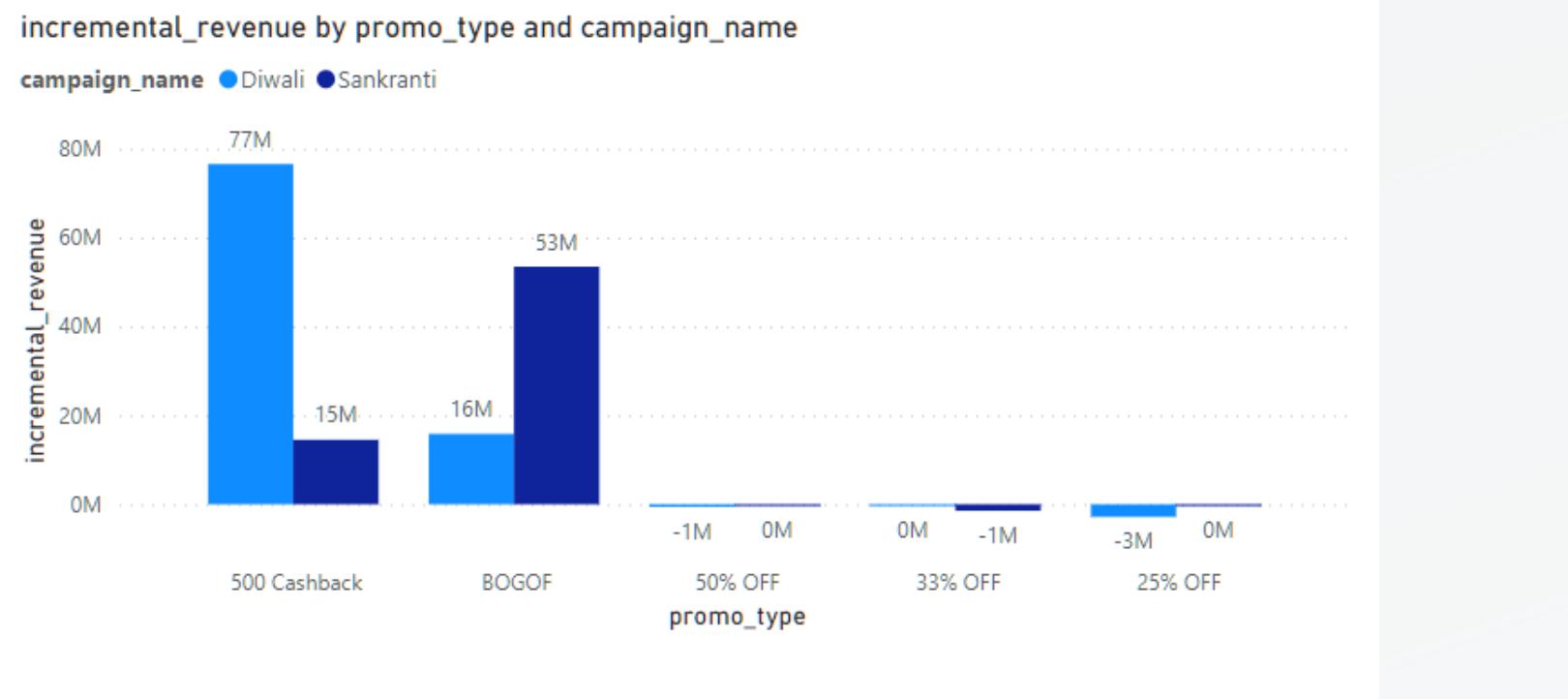
- The campaign for the Diwali festival (2023) brought more revenues, over 22000 rupees more than the Sankranti campaign.
- Meanwhile, the Sankranti festival (2024) campaign increased more sale quantity.

PROMOTION TYPE ANALYSIS



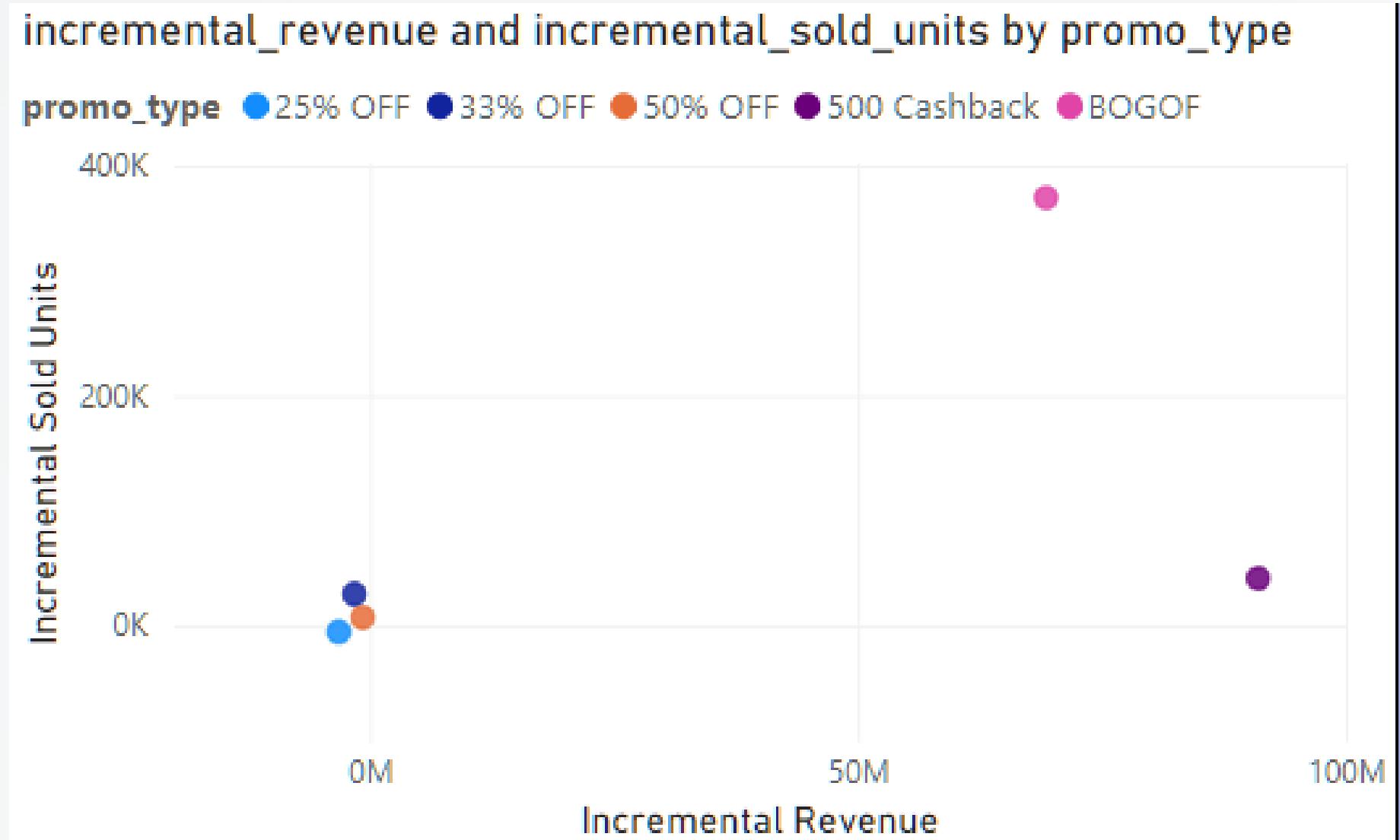
- For revenue, it can be seen that the “500 Cashback” and “BOGOF” promotions had positive incremental revenue, with the revenue after promotion multiple times higher than before (especially the 500 cashback promotion increased the revenue by almost 100 million rupees). Meanwhile, for the remaining percentage-based discount promotion, the revenue witnessed a slight decrease ranging from 1-3 million rupees.
- For quantity sold, all promotions except for “25% OFF” had a raise in quantity sold. Most significant in the increases was that brought about by “BOGOF” promotion.

PROMOTION TYPE ANALYSIS



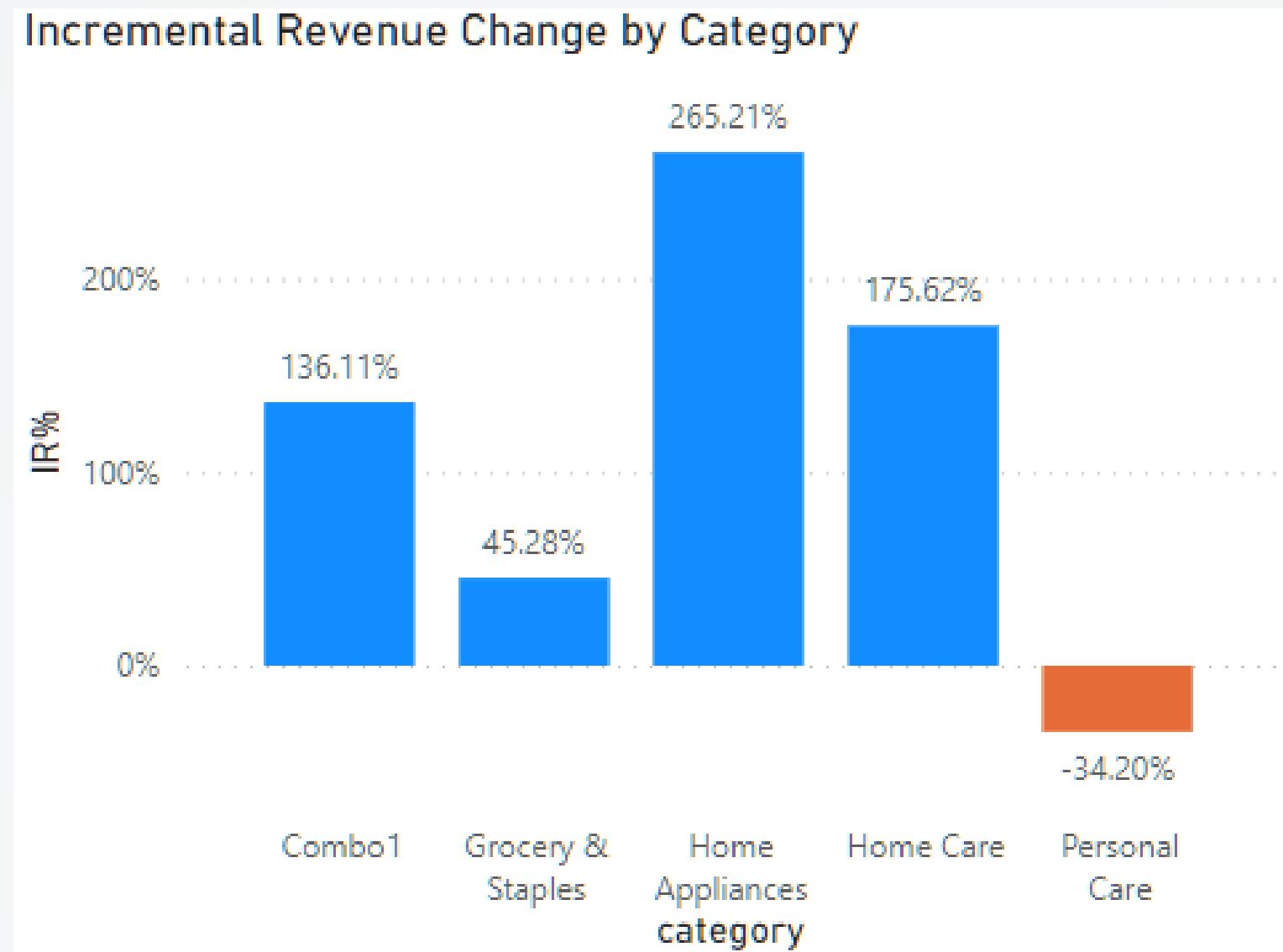
- Diving deeper, we can see that the best performing promotion revenue-wise for each campaign was different. For the Diwali campaign, it was “500 Cashback”. For the Sankranti campaign, it was “BOGOF”.
- Quantity-wise, BOGOF outperformed all other promotion types in both campaign.

PROMOTION TYPE ANALYSIS



- Looking at the plot, we can see that the percentage-based discount had both low IR and ISU. Meanwhile, BOGOF and 500 Cashback performed better. But the most balanced (both high ISU and high IR) out of all the promotions was BOGOF.

PRODUCT AND CATEGORY ANALYSIS

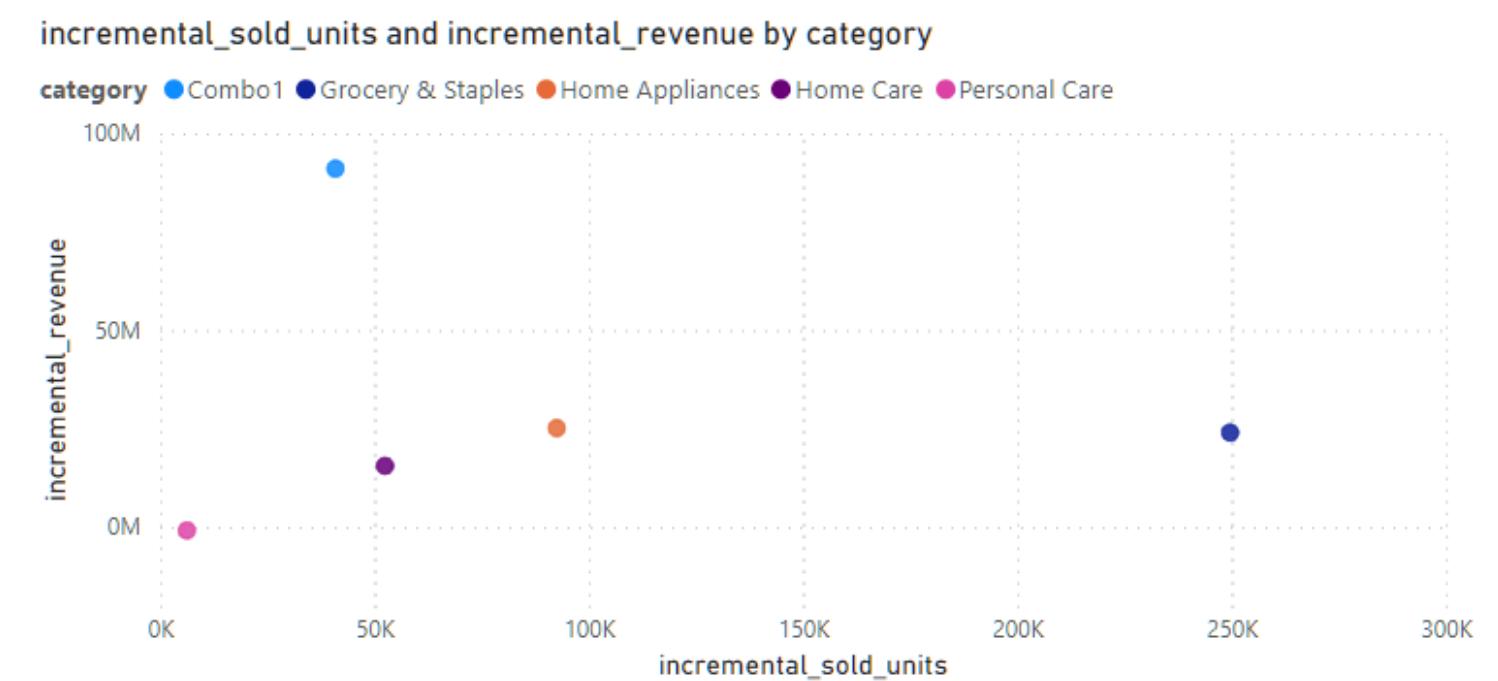


- All products except for Personal Care type witnessed an increase in revenue.
- The highest increase (percentage-wise) was that of Home Appliances, after that came Home Care, Combo1 and Grocery & Staples.

PRODUCT AND CATEGORY ANALYSIS

Category	Total Revenue (Before Promo)	Incremental Revenue	Total Revenue (After Promo)	Quantity (Before Promo)	Incremental Sold Units	Quantity (After Promo)
Combo1	66,897,000	91,053,000.00	157,950,000.00	22,299	40,881	63,180
Grocery & Staples	52,991,852	23,992,887.84	76,984,739.84	126,970	249,639	376,609
Home Appliances	9,483,110	25,150,390.00	34,633,500.00	14,713	92,513	107,226
Home Care	8,856,985	15,554,676.25	24,411,661.25	19,764	52,443	72,207
Personal Care	2,472,241	-845,498.50	1,626,742.50	25,304	6,200	31,504
Total	140,701,188	154,905,455.59	295,606,643.59	209,050	441,676	650,726

- All product except for Personal Care type witnessed an increase in revenue. The increase (number-wise) of Combo1 was the highest out of all of the product Categories.
- All categories had increased quantity sold. The highest increase in quantity of all category was that of Grocery & Staples.
- The poorest performing Category during the promotion campaigns was Personal Care



3. SUGGESTION



Due to the high sale revenue and quantity of stores in cities with high numbers, it is recommended that AtliQ focus more on the currently high performing cities.

SUGGESTION 1



For quantity-boosting campaigns, AtliQ should use the BOGOF promotion. If the goal is to boost revenue, the 500 Cashback promotion is the most optimal choice.

SUGGESTION 2



AtliQ should reduce the promotion effort for the Personal Care category as it would not increase revenue, but AtliQ should invest more in the promotion campaign for Home Appliances and Care (for revenue) and Grocery (for quantity)

SUGGESTION 3