



Store Analysis

Promotion Analysis

Product Analysis

Campaign Analysis

Cost Analysis

AtliQ Mart Promotions and Sales Insights

Domain: FMCG **Function:** Sales / Promotions

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. Sales director Bruce Haryali wanted this immediately but the analytics manager Tony is engaged on another critical project. Tony decided to give this work to Peter Pandey who is the curious data analyst of AtliQ Mart. Since these insights will be directly reported to the sales director, Tony also provided some notes to Peter to support his work.

ISU = Incremental Sold Units

IR = Incremental Revenue

BOGOF = Buy One Get One Free

ROI = Return on Investment



Campaign Analysis

City

All

Promo Type

All

Category

All

Promotion Analysis

Product Analysis

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Information

ISU

442K

IR

154.91M

ROI %

▲ 15.4%

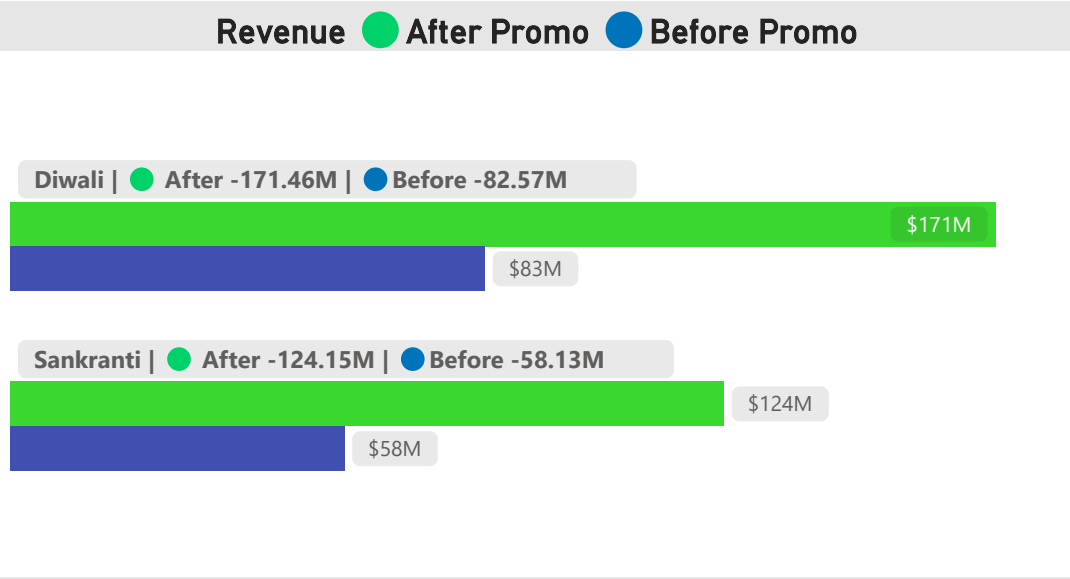
Promotion Profit

▲ 20.6M

Diwali

Sankranti

campaign_name	Qty Before	Qty After	Revenue Before	Revenue After	Total Discounts	IR %	ISU %	Promotion Profit
Diwali	110.3K	217.9K	\$82.6M	\$171.5M	\$58.3M	107.6%	97%	39.16M
Sankranti	98.7K	432.9K	\$58.1M	\$124.1M	\$89.2M	113.6%	338%	-18.54M





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City

All

Category

All

Promo Type

All

Diwali

Sankranti

store_id

IR

STMYS-1 49,19,313.54
STCHE-4 48,28,030.03
STBLR-0 47,59,623.65
STBLR-7 47,17,587.33
STCHE-7 46,47,725.72
STBLR-6 46,10,220.29
STCHE-3 44,08,650.33
STMYS-3 44,02,291.98
STCHE-6 40,35,845.71
STBLR-3 39,42,443.40

store_id

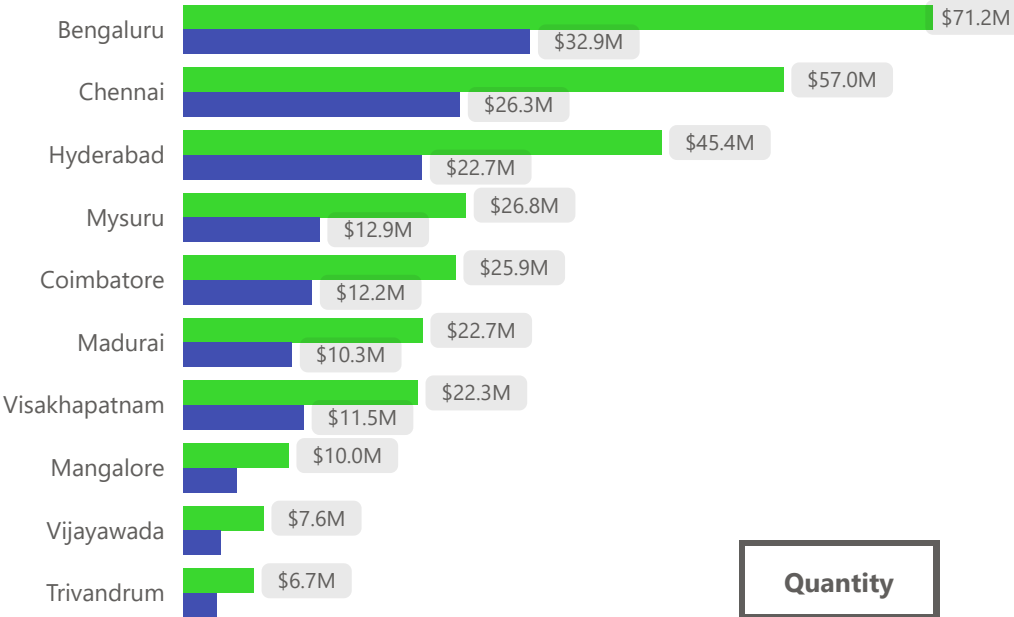
ISU

STBLR-7 12820
STMYS-1 12677
STCHE-7 12516
STBLR-0 12449
STBLR-6 12405
STCHE-4 12150
STCHE-3 11720
STHYD-2 11471
STBLR-3 11459
STCHE-6 11144

Top 10

Bottom 10

Revenue ● After Promo ● Before Promo



Quantity

store_id	Qty Before	Qty After	Revenue Before	Revenue After	Total Discounts	IR	IR %	ISU	ISU %	Promotion Profit	cost of promotion
STMYS...	4.5K	14.7K	\$3.2M	\$7.6M	\$3.4M	4.4M	136.6%	10.2K	224%	1,315.06K	3.1M
STMYS-1	4.9K	17.6K	\$3.5M	\$8.5M	\$4.1M	4.9M	139.0%	12.7K	258%	1,206.93K	3.7M
STBLR-0	4.9K	17.4K	\$3.4M	\$8.2M	\$3.9M	4.8M	139.9%	12.4K	252%	1,196.14K	3.6M
STCHE-4	5.1K	17.2K	\$3.6M	\$8.4M	\$4.1M	4.8M	135.7%	12.2K	239%	1,128.47K	3.7M
STMD...	3.6K	12.5K	\$2.7M	\$6.4M	\$2.9M	3.7M	139.2%	8.9K	247%	1,078.49K	2.6M
STBLR-7	5.0K	17.8K	\$3.4M	\$8.1M	\$4.0M	4.7M	140.6%	12.8K	256%	1,025.23K	3.7M



Product Analysis

City

All

Promo Type

All

Category

All

ISU

IR

Revenue After

Revenue Before

Quantity Sold After

Quantity Sold Before

442K

154.91M

\$295.6M

\$141M

651K

209K

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product_name

ISU

Atliq_Farm_Chakki_Atta (1KG)

118K

Atliq_Suflower_Oil (1L)

104K

Atliq_High_Glo_15W_LED_Bulb

52K

product_name

IR

Atliq_Home_Essential_8_Product_Combo

91.05M

Atliq_waterproof_Immersion_Rod

17.56M

Atliq_Farm_Chakki_Atta (1KG)

17.36M

Top 3

Diwali

Bottom 3

Sankranti

Product Name

category

Campaign Name

Promo Type

Qty Sold

IR %

ISU %

ROI %

promotion
_cost

Total Revenue

Atliq_Home_Essential_8_Product_Co...

Combo1

Diwali

500 Cashback

50769

→

152%

↓

202%

↑

277.0%

20307.6K

177.

Atliq_Home_Essential_8_Product_Co...

Combo1

Sankranti

500 Cashback

12411

→

88%

↓

125%

↑

192.2%

4964.4K

47.

Atliq_Sonamasuri_Rice (10KG)

Grocery & Staples

Sankranti

33% OFF

29970

↓

-7%

↓

39%

↘

-122.6%

5698.7K

35.

Atliq_Farm_Chakki_Atta (1KG)

Grocery & Staples

Sankranti

BOGOF

138160

↑

275%

↑

650%

→

-26.7%

25559.6K

32.

Atliq_Sonamasuri_Rice (10KG)

Grocery & Staples

Diwali

33% OFF

23265

↓

-1%

↓

48%

→

-102.3%

4423.7K

26.

Atliq_waterproof_Immersion_Rod

Home Appliances

Sankranti

BOGOF

33470

↑

276%

↑

652%

→

-26.6%

17069.7K

21.



Promotion Analysis

Category

All

City

All

Promo Type

All

ISU

IR

Revenue After

Revenue Before

Quantity Sold After

Quantity Sold Before

442K

154.91M

\$295.6M

\$141M

651K

209K

Promotion Analysis

Product Analysis

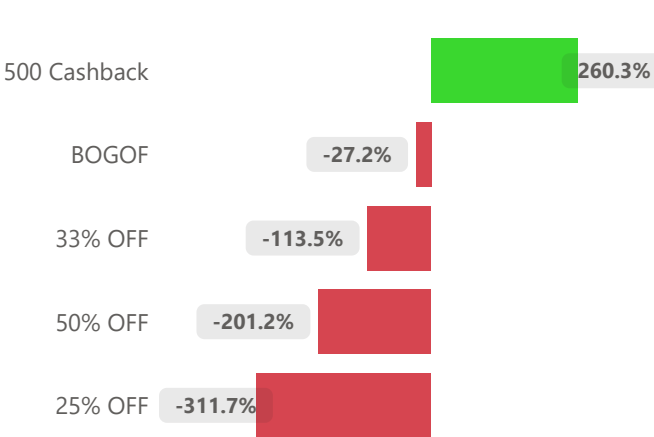
Store Analysis

Campaign Analysis

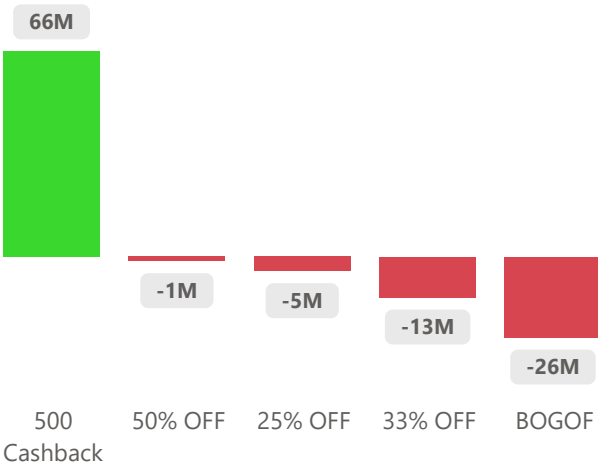
Cost Analysis

Information

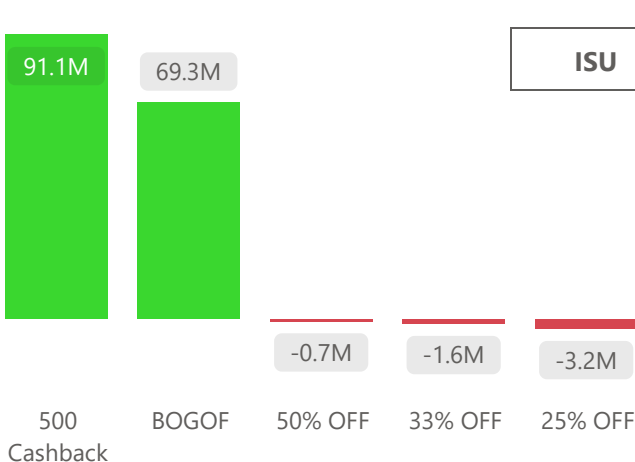
ROI % by promo_type



Promotion Profit by promo_type

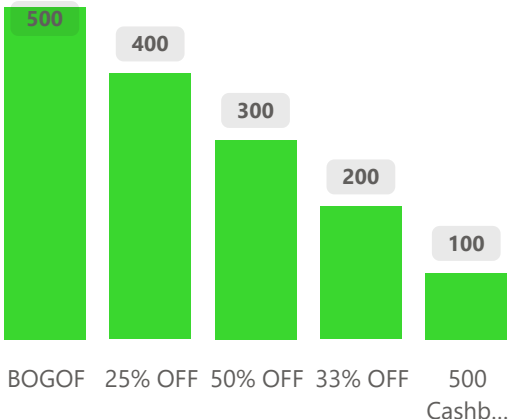


Incremental Revenue of promo_type



ISU

Frequency of promo_type



Promo Type	category	Campaign Name	Qty Sold	Revenue	IR %	ISU %	ISU	IR
BOGOF	Home Appliances	Sankranti	71220	\$23,676K	276%	651%	61737	1,73,73,390
BOGOF	Grocery & Staples	Sankranti	260530	\$37,797K	276%	651%	225858	2,77,31,650
BOGOF	Home Care	Sankranti	29834	\$11,430K	274%	646%	25833	83,70,050
BOGOF	Home Appliances	Diwali	36006	\$10,958K	245%	588%	30776	77,77,000
BOGOF	Home Care	Diwali	32916	\$11,385K	243%	587%	28122	80,64,900
500 Cashback	Combo1	Diwali	50769	\$1,26,923K	152%	202%	33978	7,65,49,500
500 Cashback	Combo1	Sankranti	12411	\$31,028K	88%	125%	6903	1,45,03,500
33% OFF	Grocery & Staples	Diwali	43117	\$15,693K	-1%	48%	13965	-1,25,459



Cost Analysis

Cost

Profit

ROI %

Promotion Profit

Promotion Cost

Promo Type

City

▲ 15.4%

▲ 20.6M

134.3M

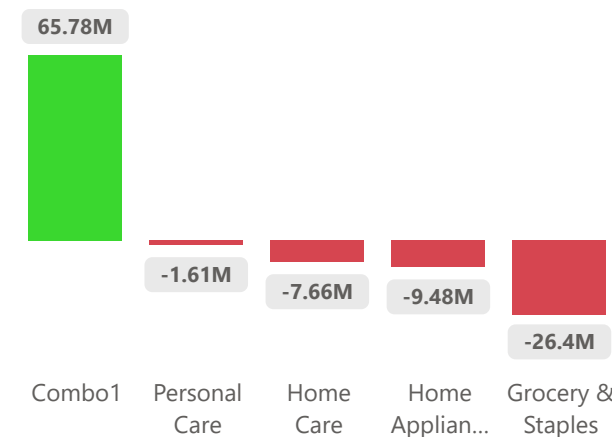
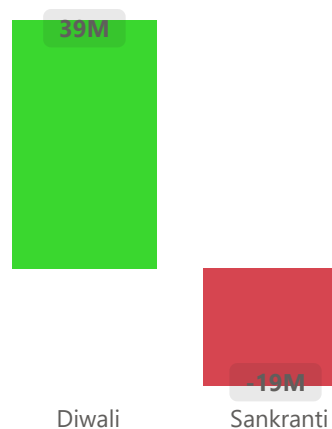
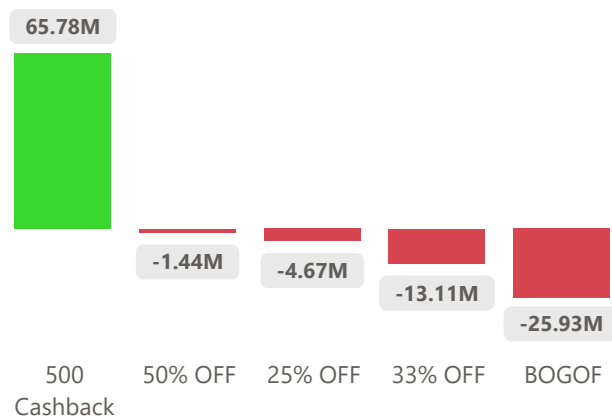
All

All

Promotion Profit by promo_type

Promotion Profit by campaign_name

Promotion Profit by category



campaign_name	product_name	category	Promotion_Cost	Promotion Profit	ROI %	Profit margin	Revenue before	Revenue after	Total Revenue
Diwali	Atliq_Home_Essential_8_Product_Combo	Combo1	20307600.0	5,62,41,900.00	277.0%	0.44	50M	126.92M	177.30M
	Atliq_waterproof_Immersion_Rod	Home Appliances	7089000.0	-20,55,300.00	-29.0%	-0.29	2M	7.09M	9.14M
	Atliq_Curtains	Home Care	2764200.0	-8,04,000.00	-29.1%	-0.29	1M	2.76M	3.57M
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	3868550.0	-11,25,250.00	-29.1%	-0.29	1M	3.87M	4.99M
	Atliq_Double_Bedsheet_set	Home Care	8620360.0	-25,15,660.00	-29.2%	-0.29	3M	8.62M	11.14M
	Atliq_Sonamasuri_Rice (10KG)	Grocery & Staples	4423746.7	-45,23,893.69	-102.3%	-0.34	14M	13.41M	26.91M
	Atliq_Masoor_Dal (1KG)	Grocery & Staples	754955.7	-7,80,267.20	-103.4%	-0.34	2M	2.29M	4.60M

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