AtliQ Mart

Promotinos analysis

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Introduction of 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.

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Objective

. **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.**

As Data analyst we need to analyse the given data and find the answere of business question provided by management

And provided a better insight for decision making

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Dataset

1. **dim_campaigns**
2. **dim_products**
3. **dim_stores**
4. **fact_events**

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Business question

Q1- PROVID A LIST OF PRODUCTS WITH THE BASE PEICE GREATER THAN 500 AND THAT ARE FEATURED IN PROMO TYPE 'BOGOF'(BUY ONE GET ONE FREE)

	Product_name	base_price	promo_type
▶	Atliq_Double_Bedsheet_set	1190	BOGOF
	Atliq_waterproof_Immersion_Rod	1020	BOGOF

➡ This two high value product that are currently heavily discounted

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Business question

Generate a report that provide an overview of the number of stores in each city thats result will be stored in desc order of store counts allowing us to identify -- the cities with highest store presence.

city	Number of store
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2

We see that the highest store count is presence in ' Bengularu, channai , Hyderabad
And slightly less in Coimbatore, Visakhapatnam and so on

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Business Question

Q₃- Generate a report that displays each campaign along with the total revenue renerated before and after the campaign

|	campaign_name	Total revenue before promotion	Total revenue after promotion
▶	Diwali	82573759	207456209
	Sankranti	58127429	140403941

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Business Question

Q₄- PRODUCE A REPORT THAT CALCULATES THE INCERMENTAL SOLD QUANTITY (ISU %) FOR EACH CATAGORY DURING THE ' DIWALI ' CAMPAIGN ADDITIONALLY PROVIDE -- RANKING FOR THE CATAGORY BASED ON THEIR ISU %

	category	campaign_name	sale_before_promo	sale_after_promo	ISU_PERCENTAGE	CATEGORY_RANK
▶	Home Appliances	Diwali	5230	18003	244.23	1
	Combo1	Diwali	16791	50769	202.36	2
	Home Care	Combo1	13326	23938	79.63	3
	Personal Care	Diwali	16843	22074	31.06	4
	Grocery & Staples	Diwali	58129	68620	18.05	5
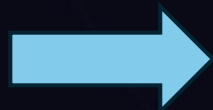
➡️ **This two category ' Home appliances and combo 1 ' perforam very well during Diwali campaign with ISU% 244.23% and 202.36%**

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Business Question

Q5- CREATE a report featuring the top 5 products ranked by incrimental revenue percentage IR% across all campaigns

product_name	category	IR_PERCENTAGE	product_RANK
Atliq_Suflower_Oil (1L)	Grocery & Staples	276.36	1
Atliq_waterproof_Immersion_Rod	Home Appliances	275.81	2
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	275.25	3
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	275.13	4
Atliq_Double_Bedsheet_set	Home Care	274.05	5

These are top 5 product which is top in performer during campaign and "Atliq sunflower oil(1L) is top product

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

TOP 10 STORE BY IR %

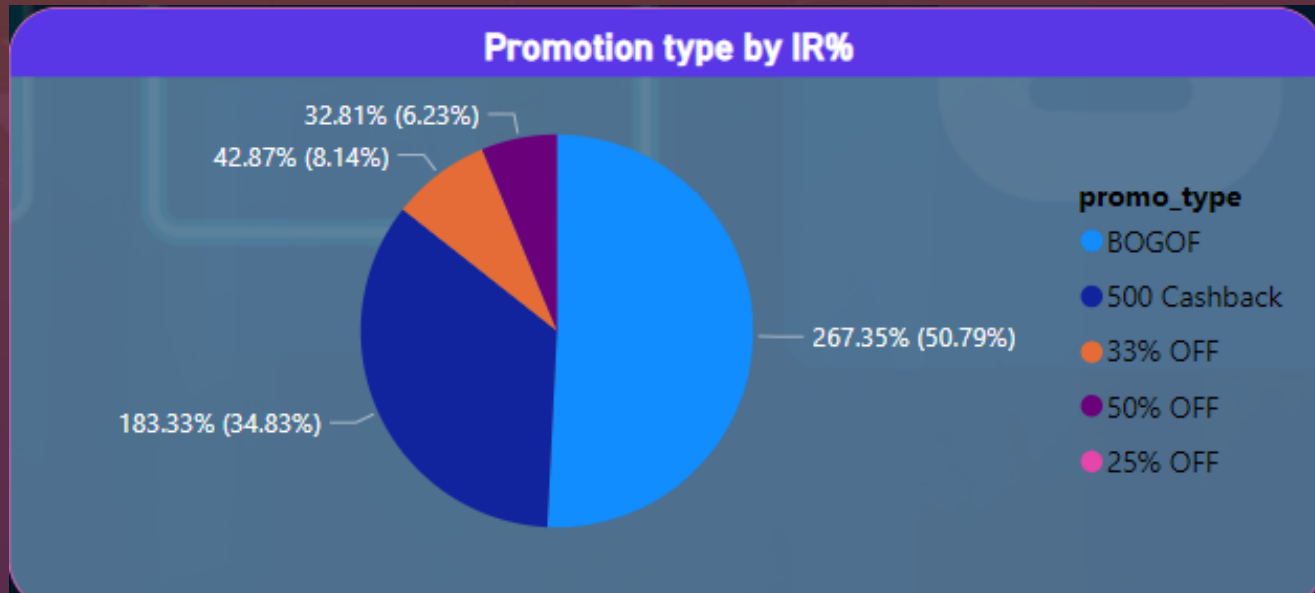| store_id	Sum of IR_PERCENTAGE	CITY
STCHE-7	184.14	Chennai
STBLR-7	182.54	Bengaluru
STMYS-1	182.15	Mysuru
STMDU-0	181.15	Madurai
STBLR-0	181.09	Bengaluru
STCBE-2	180.91	Coimbatore
STCHE-4	177.62	Chennai
STMYS-3	177.53	Mysuru
STCHE-3	177.07	Chennai
STBLR-6	176.51	Bengaluru
Total	1,800.71	

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

BOTTOM 10 STORE BY ISU%

store_id	Sum of ISU_PERCENTAGE	CITY
STVSK-3	66.16	Visakhapatnam
STHYD-1	66.49	Hyderabad
STCHE-1	67.41	Chennai
STVSK-4	70.46	Visakhapatnam
STMYS-2	73.93	Mysuru
STMYS-0	74.39	Mysuru
STMLR-0	76.94	Mangalore
STBLR-1	78.07	Bengaluru
STCBE-4	79.71	Coimbatore
STHYD-3	80.51	Hyderabad
Total	734.07	

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What are the top 2 promotion types that resulted in the highest incremental Revenue?

Promotion type by IR%

- 32.81% (6.23%)
- 42.87% (8.14%)
- 267.35% (50.79%)
- 183.33% (34.83%)

promo_type
- BOGOF
- 500 Cashback
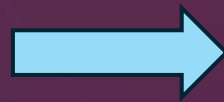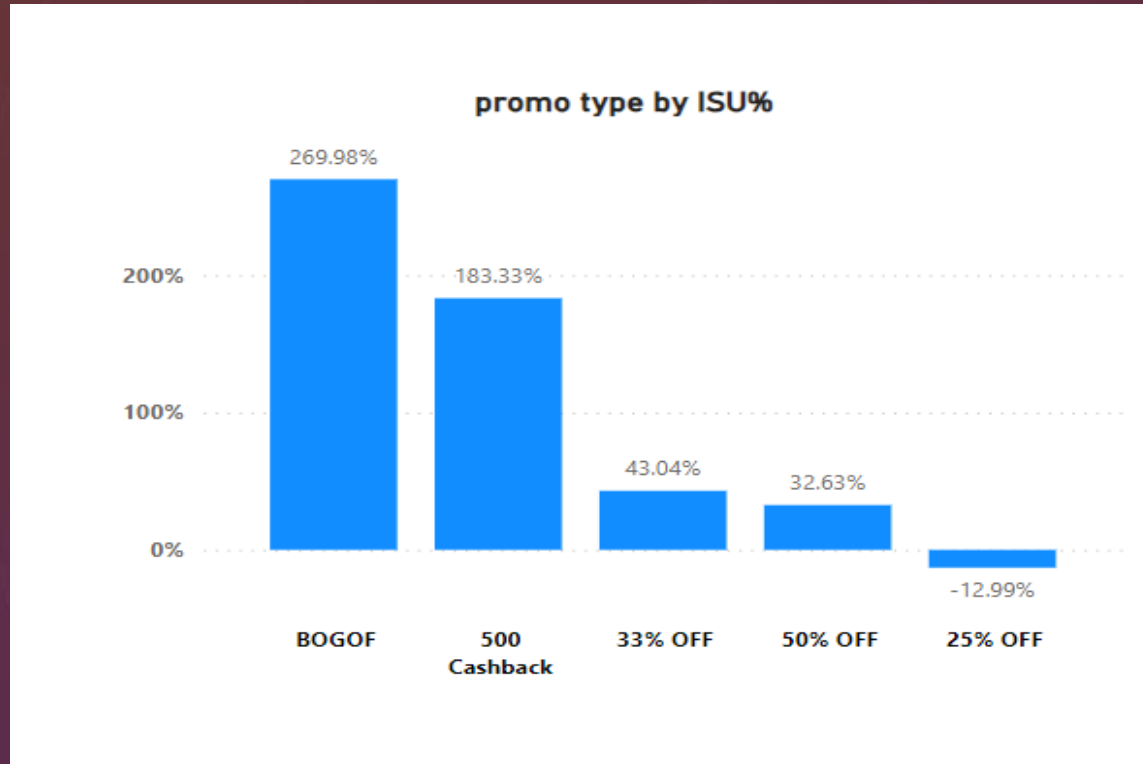- 33% OFF
- 50% OFF
- 25% OFF
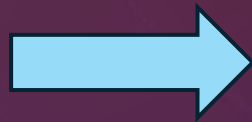
→ Promo type "BOGOF AND 500 CASHBACK I" 2 top promotion type with 267.35% and 183.33 IR% During all campaigns

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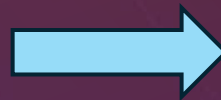# What are the bottom 2 promotion types in terms of their impact on incrementl Sold Units %?
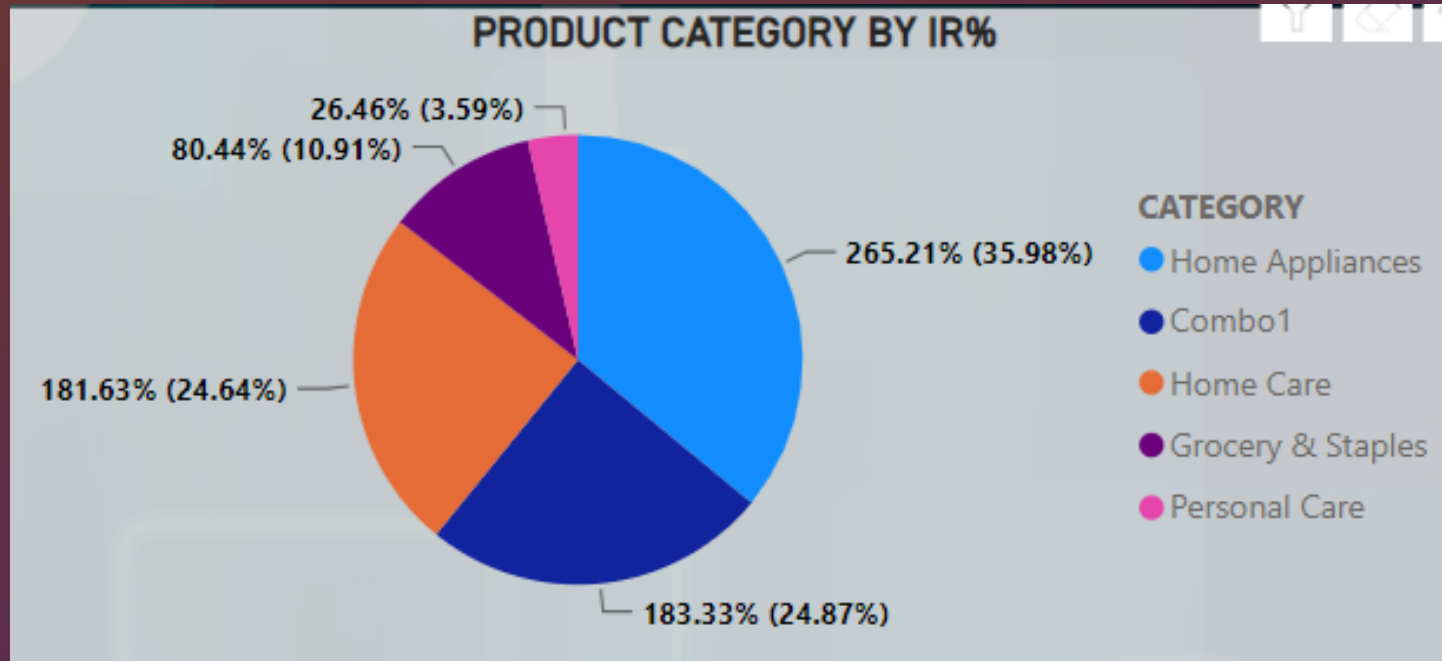

25% off and 50% off perform very bad in promotion according to ISU% also 25% off promotion type show negative increment in sold quantity during Promotion

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Are there specific products that respond exceptionally well or poorly to promotions?

BOTTOM 10 PRODUCT DURING PROMOTION		
PRODUCT_NAME	Sum of ISU_PERCENTAGE	CATEGORY
Atliq_Fusion_Container_Set_of_3	-14.12	Home Care
Atliq_Scrub_Sponge_For_Dishwash	-13.48	Home Care
Atliq_Body_Milk_Nourishing_Lotion (120ML)	9.35	Personal Care
Atliq_Cream_Beauty_Bathing_Soap (125GM)	20.64	Personal Care
Atliq_Lime_Cool_Bathing_Bar (125GM)	33.20	Personal Care
Atliq_Doodh_Kesar_Body_Lotion (200ML)	33.57	Personal Care
Atliq_Sonamasuri_Rice (10KG)	42.79	Grocery & Staples
Atliq_Masoor_Dal (1KG)	43.40	Grocery & Staples
Atliq_Suflower_Oil (1L)	137.88	Grocery & Staples
Atliq_Farm_Chakki_Atta (1KG)	151.36	Grocery & Staples
Total	444.59	

TOP 10 PRODUCT SALES DURING PROMOTION		
PRODUCT_NAME	Sum of ISU_PERCENTAGE	CATEGORY
Atliq_waterproof_Immersion_Rod	266.19	Home Appliances
Atliq_High_Glo_15W_LED_Bulb	262.98	Home Appliances
Atliq_Double_Bedsheet_set	258.27	Home Care
Atliq_Curtains	255.34	Home Care
Atliq_Home_Essential_8_Product_Combo	183.33	Combo1
Atliq_Farm_Chakki_Atta (1KG)	151.36	Grocery & Staples
Atliq_Suflower_Oil (1L)	137.88	Grocery & Staples
Atliq_Masoor_Dal (1KG)	43.40	Grocery & Staples
Atliq_Sonamasuri_Rice (10KG)	42.79	Grocery & Staples
Atliq_Doodh_Kesar_Body_Lotion (200ML)	33.57	Personal Care
Total	1,635.11	

Atliq_waterproof_Immersion_Rod, Atliq_High_Glo_15W_LED_Bulb, Atliq_Double_Bedsheet_set, Atliq_Curtains **these product perform very well wit ISU% 250%+**

But Atliq_Fusion_Container_Set_of_3 And Atliq_Scrub_Sponge_For_Dishwash saw **negative ISU% That's mean this two pproduct respond very bad in promotion**

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INSIGHTS

➢ All the campaign perform very well .

➢ Total incremental revenue = 147.23%

➢ Total sales growth after promotion = 108.31%

➢ Sankarnti campaign generate more revenue than Diwali

➢ BOGOF(BUY ONE GET ONE FREEE) and 500 cashback was best promotion type

➢ Bangluru has highest store count =10

➢ Madurai is top city according to incremental revenue

➢ Atliq sunflower oil (1L) is top product across all campaign

➢ Home appliance , combo1 , Home care is most demanding category during campaign

➢ Atliq farm chakki atta is best demanding product during campaign

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RECMMENDATION

➢ We need to focus on some store like store id LIKE STUSK-3, STHYD-1 To improve store

sales

➢ Promotion type 25%off is performing very bad in campaign we need to remove this

offer

➢ Madurai city showing very well sale increment in past campaign but there are only 4

store

we need to open some more store on there

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