



# *Welcome to* **AtliQ Mart**

A legacy of 50 stores across 10 cities of Southern India

## **Campaign Analysis Report**

## PROJECT OVERVIEW

AtliQ Mart conducted massive promotions during Diwali 2023 and Sankranti 2024. Now, the sales director Mr. Bruce Haryali seeks insights on urgent basis to optimize future promotions.

## KEY FIGURES

IR		ISU	
154.91M		442K	
Rev Before	140.70M	Sales Bef...	209K
Rev After	295.61M	Sales After	651K
IR%	110.10%	ISU%	211.28%

Store Count	Total Events	Products
50	1.5K	15



## AD-HOC REQUESTS



## AD-HOC REQUEST

### #1 LIST OF PRODUCTS WITH BASE PRICE>500 AND BOGOF PROMO

```
/*1.list of products with base_price > 500 and promo_type = 'BOGOF'*/
```

```
SELECT DISTINCT product_name, base_price, promo_type  
FROM retail_events_db.dim_products  
JOIN fact_events ON dim_products.product_code = fact_events.product_code  
WHERE base_price > 500 AND promo_type = 'BOGOF';
```

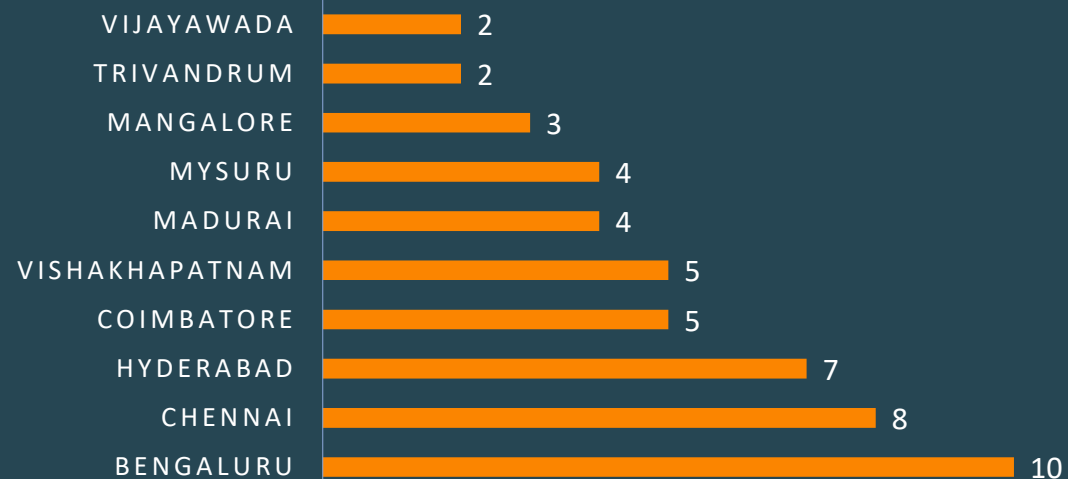
product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

## AD-HOC REQUEST

### #2 OVERVIEW OF THE NUMBER OF STORES IN EACH CITY

● ● ● /\*2.Report that provides overview of the number of stores in each city\*/

```
SELECT city, COUNT(store_id) AS store_count
FROM dim_stores
GROUP BY city;
```



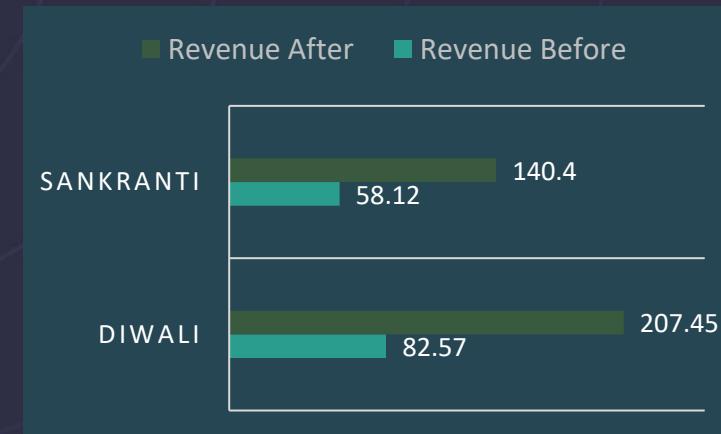
city	store_count
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2

## AD-HOC REQUEST

### #3 REVENUE GENERATED BEFORE AND AFTER EACH CAMPAIGN

```
/*3.Report showing campaign and revenue generated before and after campaign.*/  
  
SELECT  
    campaign_name,  
    SUM(`quantity_sold(before_promo)` * base_price) / 1000000 AS `revenue_before(Mn)`,  
    SUM(  
        CASE WHEN promo_type = 'BOGOF' THEN `quantity_sold(after_promo)` * 2 * promo_price  
        ELSE `quantity_sold(after_promo)`*promo_price END  
    ) / 1000000 AS `revenue_after(Mn)`  
FROM dim_campaigns  
JOIN fact_events ON dim_campaigns.campaign_id = fact_events.campaign_id  
GROUP BY campaign_name  
ORDER BY campaign_name;
```

campaign_name	revenue_before(Mn)	revenue_after(Mn)
Diwali	82.5738	171.459777
Sankranti	58.1274	124.146867





## AD-HOC REQUEST

# #4 ISU% FOR EACH CATEGORY DURING DIWALI CAMPAIGN

```
/*4.Report that calculates Incremental Sold Quantity (ISU%) for each category during Diwali.*/  
  
WITH DiwaliSales AS (  
    SELECT  
        category,  
        SUM(  
            CASE WHEN promo_type = 'BOGOF' THEN ((`quantity_sold(after_promo)` * 2 -  
            `quantity_sold(before_promo)`))  
            ELSE  
                ((`quantity_sold(after_promo)` - `quantity_sold(before_promo)`)) END) /  
        SUM(`quantity_sold(before_promo)`)*100 AS `isu%`  
    FROM dim_products  
    JOIN fact_events ON dim_products.product_code = fact_events.product_code  
    JOIN dim_campaigns ON fact_events.campaign_id = dim_campaigns.campaign_id  
    WHERE dim_campaigns.campaign_name = 'Diwali'  
    GROUP BY dim_products.category  
)  
  
SELECT  
    category,  
    `isu%`,  
    RANK() OVER (ORDER BY `isu%` DESC) AS rank_order  
FROM DiwaliSales;
```

category	isu%	rank_order
Home Appliances	588.4512	1
Home Care	203.1367	2
Combo1	202.3584	3
Personal Care	31.0574	4
Grocery & Staples	18.0478	5

## AD-HOC REQUEST

# #5 TOP 5 PRODUCTS BY IR% ACROSS ALL CAMPAIGNS

```
/*5.Report featuring top 5 products ranked by IR% across all campaigns.*/  
  
WITH IRPercentage AS (  
    SELECT  
        product_name,  
        category,  
        ((SUM(fact_events.`quantity_sold(after_promo)`) -  
SUM(fact_events.`quantity_sold(before_promo)`) /  
SUM(fact_events.`quantity_sold(before_promo)`) * 100 AS `ir%`  
    FROM dim_products  
    JOIN fact_events ON dim_products.product_code = fact_events.product_code  
    GROUP BY dim_products.product_name, dim_products.category  
)  
  
SELECT  
    product_name,  
    category,  
    `ir%`  
FROM IRPercentage  
ORDER BY `ir%` DESC  
LIMIT 5;
```

product_name	category	ir_percentage
Atliq_waterproof_Immersion_Rod	Home Appliances	266.1874
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.9836
Atliq_Double_Bedsheet_set	Home Care	258.2679
Atliq_Curtains	Home Care	255.3354
Atliq_Home_Essential_8_Product_Combo	Combo1	183.3311





## STORE PERFORMANCE

## STORE PERFORMANCE

### TOP 10 STORES BASED ON INCREMENTAL REVENUE

Store	City	IR	IR%	ISU	ISU%
STMYS-1	Mysuru	4.92M	138.99%	12.68K	258.13%
STCHE-4	Chennai	4.83M	135.74%	12.15K	238.52%
STBLR-0	Bengaluru	4.76M	139.95%	12.45K	252.11%
STBLR-7	Bengaluru	4.72M	140.60%	12.82K	256.04%
STCHE-7	Chennai	4.65M	142.66%	12.52K	251.02%
STBLR-6	Bengaluru	4.61M	135.43%	12.41K	246.72%
STCHE-3	Chennai	4.41M	136.78%	11.72K	241.15%
STMYS-3	Mysuru	4.40M	136.59%	10.17K	223.63%
STCHE-6	Chennai	4.04M	113.11%	11.14K	218.94%
STBLR-3	Bengaluru	3.94M	117.31%	11.46K	230.33%

In my analysis I found that top 10 stores are from 3 cities only.

- Mysuru
- Chennai
- Bengaluru

*Note that 2 out of 4 stores located in Mysuru are in top performing category*

## STORE PERFORMANCE

### BOTTOM 10 STORES BASED ON INCREMENTAL SOLD UNITS

Store	City	IR	IR%	ISU	ISU%
STMLR-0	Mangalore	1.22M	74.53%	3.98K	156.80%
STVSK-3	Visakhapatnam	1.59M	69.50%	4.55K	136.36%
STVSK-4	Visakhapatnam	1.77M	73.46%	4.99K	142.35%
STTRV-1	Trivandrum	1.69M	111.26%	5.07K	213.74%
STVJD-1	Vijayawada	2.00M	111.72%	5.30K	204.55%
STTRV-0	Trivandrum	1.81M	107.32%	5.31K	215.69%
STMLR-2	Mangalore	1.89M	107.64%	5.37K	207.57%
STMLR-1	Mangalore	1.87M	113.47%	5.48K	228.09%
STVJD-0	Vijayawada	2.05M	113.76%	5.87K	217.01%
STCBE-4	Coimbatore	1.94M	76.84%	5.94K	161.82%

It is more important to focus on our lower performing stores.

However all the stores from these 3 cities are in bottom performing.

- Mangalore
- Trivandrum
- Vijayawada

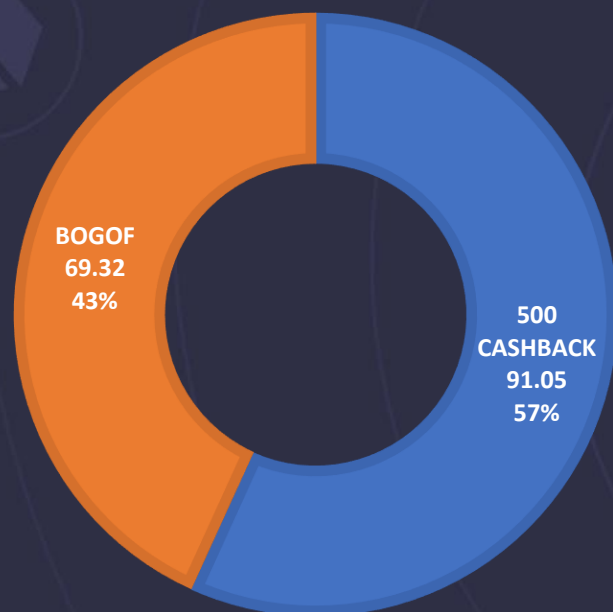
2 stores from Vishakhapatnam and 1 store from Coimbatore are also in this.



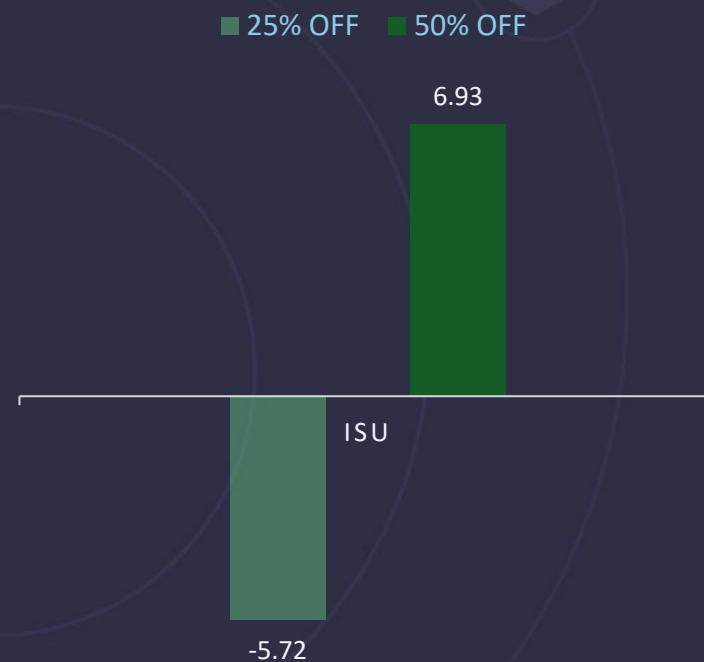
## PROMO PERFORMANCE

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### TOP 2 PROMO TYPES BY IR



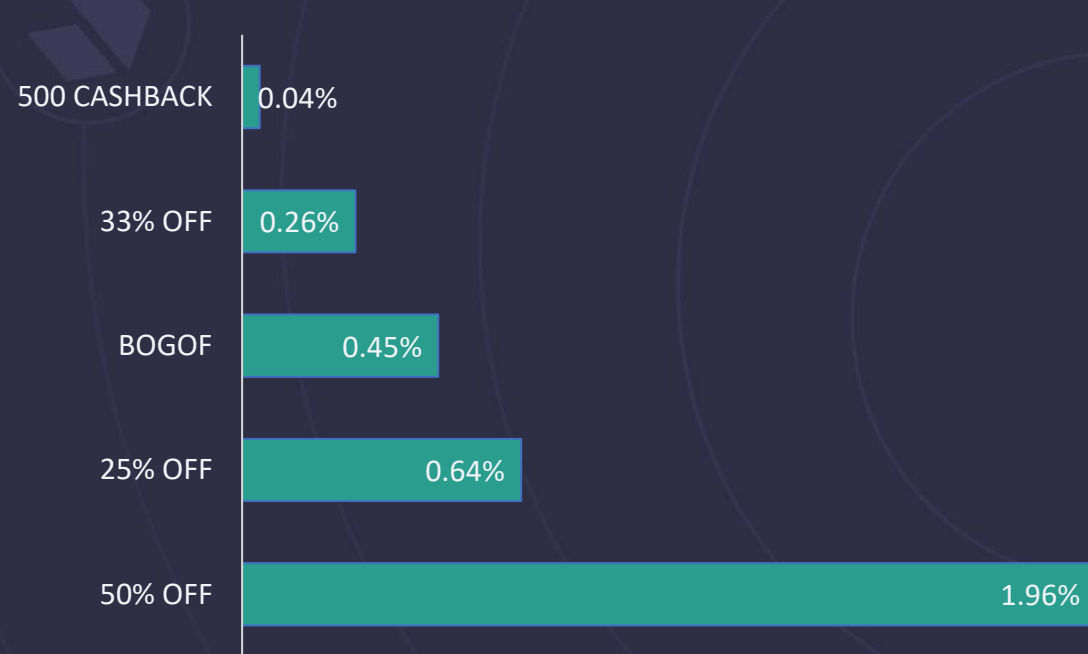
### BOTTOM 2 PROMO TYPES BY ISU





## PROMO PERFORMANCE

### QTY SOLD AND REVENUE GENERATION RATIO FOR PROMO TYPE



*Higher value indicates a better balance between quantity and revenue*

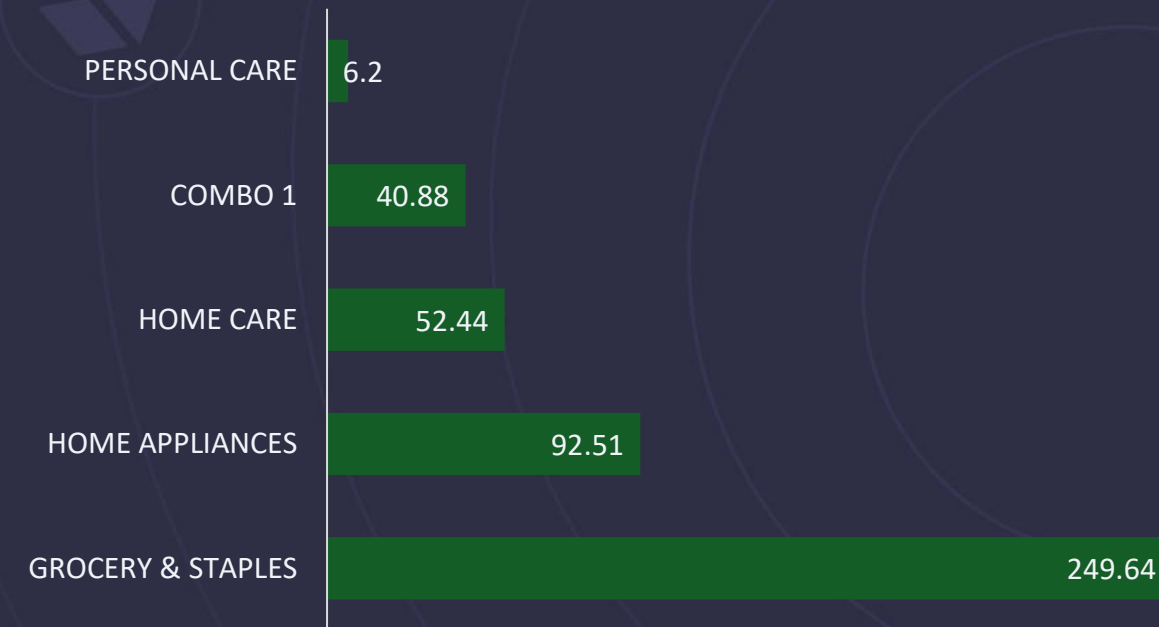




## PRODUCT PERFORMANCE

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### ISU FOR EACH PRODUCT CATEGORY



*GROCERY & STAPLES HAS SHOWN  
SIGNIFICANT LIFT IN SALES*

## PRODUCT PERFORMANCE

### DETAILED INFORMATION ON EACH PRODUCT

Product	Rev Before	Rev After	IR	IR%	Qty Before	Qty After	ISU	ISU%
Farm_Chakki_Atta (1KG)	10.85M	28.22M	17.36M	▲ 160.01%	32.34K	150.37K	118.03K	▲ 364.97%
Suflower_Oil (1L)	5.60M	13.79M	8.19M	▲ 146.31%	31.31K	135.66K	104.35K	▲ 333.30%
High_Glo_15W_LED_Bulb	2.89M	10.47M	7.59M	▲ 262.98%	8.25K	59.86K	51.61K	▲ 625.97%
waterproof_Immersion_Rod	6.60M	24.16M	17.56M	▲ 266.19%	6.47K	47.37K	40.90K	▲ 632.37%
Home_Essential_8_Product_Combo	66.90M	157.95M	91.05M	▲ 136.11%	22.30K	63.18K	40.88K	▲ 183.33%
Curtains	1.38M	4.90M	3.52M	▲ 255.34%	4.59K	32.63K	28.04K	▲ 610.67%
Double_Bedsheet_set	5.00M	17.92M	12.92M	▲ 258.27%	4.20K	30.12K	25.91K	▲ 616.54%
Sonamasuri_Rice (10KG)	32.06M	30.67M	-1.39M	▼ -4.33%	37.28K	53.24K	15.95K	▲ 42.79%
Masoor_Dal (1KG)	4.48M	4.30M	-0.18M	▼ -3.92%	26.04K	37.34K	11.30K	▲ 43.40%
Lime_Cool_Bathing_Bar (125GM)	0.48M	0.32M	-0.16M	▼ -33.40%	7.72K	10.28K	2.56K	▲ 33.20%
Doodh_Kesar_Body_Lotion (200ML)	1.00M	0.67M	-0.33M	▼ -33.21%	5.26K	7.02K	1.77K	▲ 33.57%
Cream_Beauty_Bathing_Soap (125GM)	0.39M	0.26M	-0.14M	▼ -35.00%	6.38K	7.70K	1.32K	▲ 20.64%
Body_Milk_Nourishing_Lotion (120ML)	0.60M	0.39M	-0.22M	▼ -35.95%	5.95K	6.51K	0.56K	▲ 9.35%
Fusion_Container_Set_of_3	2.16M	1.39M	-0.77M	▼ -35.59%	5.21K	4.47K	-0.74K	▼ -14.12%
Scrub_Sponge_For_Dishwash	0.32M	0.21M	-0.11M	▼ -35.11%	5.76K	4.99K	-0.78K	▼ -13.48%

FARM CHAKKI ATTA RESPONDED  
EXCEPTIONALLY WELL

HOME ESSENTIAL COMBO  
RESPONDED EXCEPTIONALLY WELL

BY IR

SONAMASURI RICE RESPONDED  
EXCEPTIONALLY POORLY

BY  
ISU

SCRUB SPNGE FOR DISHWASH  
RESPONDED EXCEPTIONALLY POORLY

## ADDITIONAL INSIGHTS

### DIWALI VS SANKRANTI CAMPAIGN OVERVIEW

Campaign	Rev Before	Rev After	IR	IR%	Qty Before	Qty After	ISU	ISU%
Diwali	82.57M	171.46M	88.89M	107.64%	110.32K	217.87K	107.55K	97.49%
Sankranti	58.13M	124.15M	66.02M	113.58%	98.73K	432.86K	334.13K	338.42%

*Sales are higher from Sankranti campaign yet revenue generated from Sankranti is much lower than Diwali campaign.*

## SUGGESTIONS

# DIWALI VS SANKRANTI CAMPAIGN OVERVIEW

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Based on our data analysis, we recommend the following strategies for our next campaign:

- **City Performance Improvement:** Mangalore, Trivandrum, and Vijayawada require focused efforts to boost their performance.
- **Promote Cashback and BOGOF Offers:** Customers are inclined towards products with Cashback and BOGOF offers. Expanding these promotions will drive sales.
- **Expansion Focused Strategy:** Some cities got the very good customer base due to high number of stores so we can focus on cities with lower customer base and offer them some loyalty reward to make strong customer base.
- **Qty/Rev Ratio Strategy:** We got the huge customer response in Sankranti campaign yet our Revenue was not up to the mark so while deciding on promotion offer consider discount cost also.

These targeted strategies aim to optimize our campaign performance and strengthen our market position.





# Thank You

For watching this presentation

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