



AtliQ Hardwares

Consumer Goods Ad-hoc-insights

About AtliQ

- Atliq Hardwares is one of the leading computer hardware producers in India and well expanded in other countries too.

Problem Statement

- Not getting enough insights to make quick and smart data-informed decision

Provided Datasets

- Dim_customer
- Dim_product
- Fact_gross_price
- Fact_manufacturing_cost
- Fact_pre_invoice_deduction
- Fact_sales_monthly

Request 1.0

Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Output

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

Request 2.0

What is the percentage of unique product increase in 2021 vs. 2020?

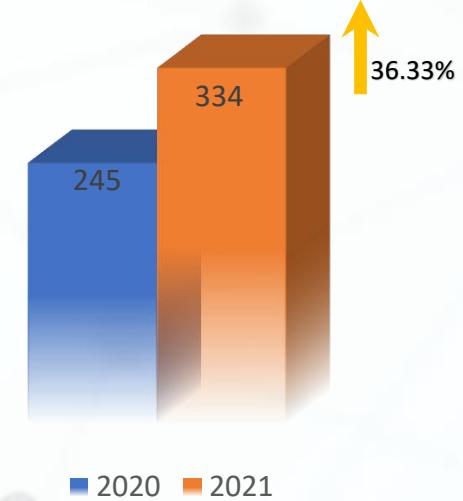
The final output contains these fields,
unique_products_2020
unique_products_2021 percentage_chg .

Output

	unique_products_2020	unique_products_2021	pct_chg
▶	245	334	36.33

Insights

PRODUCT COUNT 2020 VS 2021



AdliQ Hardwares expanded its product lineup by 33.36% from 2020 to 2021, reflecting strategic growth and an effort to meet increasing market demand

Request 3.0

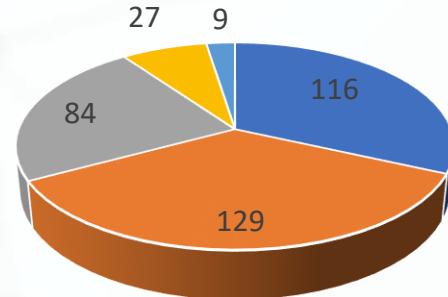
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment product_count

Output

segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Insights

Product Count by Segment



- Accessories
- Notebooks
- Peripherals
- Storage
- Networking

'Notebook' segment leads with 129 unique products, followed by 'Accessories' with 116, and 'Peripherals' with 84. This descending order highlights that the company's strongest focus areas are in notebooks and accessories, reflecting where the most variety and likely demand is. This insight can help guide future inventory and marketing strategies.

Request 4.0

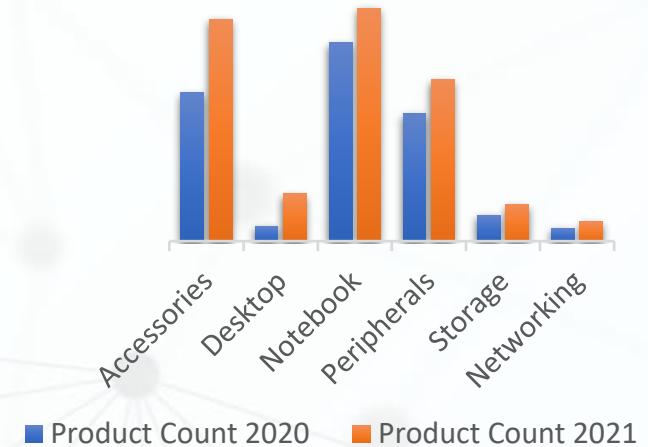
Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product_count_2020 product_count_2021 difference

Output

	segment	product_count_2020	product_count_2021	difference
▶	Accessories	69	103	34
	Desktop	7	22	15
	Networking	6	9	3
	Notebook	92	108	16
	Peripherals	59	75	16
	Storage	12	17	5

Insights

Product Count 2020 vs 2021



The company expanded its product range across all segments from 2020 to 2021.

Desktop saw the highest growth (+214%), followed by Accessories (+49%) and Networking (+50%).

Notebook remained the largest segment despite moderate growth (+17%).

Overall, the balanced growth reflects a strategic focus on diversification and demand alignment.

Request 5.0

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product_code product manufacturing_cost

Output

	product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364	
A2118150101	AQ Master wired x1 Ms	0.8920	

Insights

AQ HOME Allin 1 Gen2 has the highest manufacturing cost, indicating it may be a high-end or feature-rich product.

AQ Master Wired x1 MS has the lowest manufacturing cost, suggesting it's likely an entry-level or budget-friendly offering.

Request 6.0

Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer_code customer average_discount_percentage

Output

	customer_code	customer	avg_dct_pct
▶	90002009	Flipkart	29.55
	90002003	Ezone	28.20
	90002004	Vijay Sales	28.12
	90002011	Atliq Exclusive	27.25
	90002006	Viveks	27.18

Insights



Flipkart offers the highest average customer discount at 29.55% among all platforms.

Other platforms like Ezone (28.20%) and Vijay Sales (28.12%) follow closely.

The discount percentages are tightly clustered, suggesting strong pricing competition.

Flipkart's aggressive discounting may aim to attract more price-sensitive buyers.

Request 7.0

Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month

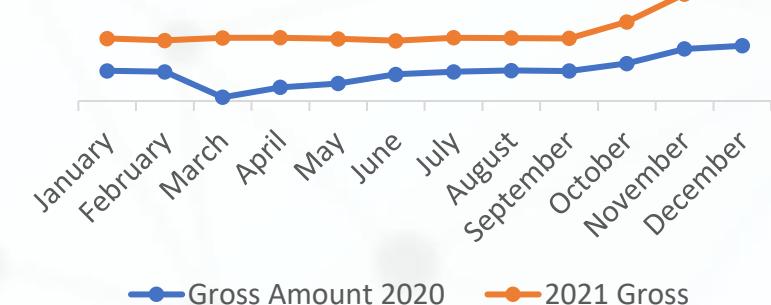
Year Gross sales Amount

Output

	month	fiscal_year	gross_amount
▶	September	2020	91320542.42
	October	2020	114700230.89
	November	2020	159112674.12
	December	2020	168812491.41
	January	2020	91783169.98
	February	2020	88886540.27
	March	2020	11293915.25
	April	2020	41699282.45
	May	2020	53044063.57
	June	2020	81063812.44
	July	2020	89166652.01
	August	2020	92799404.01
	September	2021	191333691.23
	October	2021	241634754.83
	November	2021	327053339.85
	December	2021	347102146.40
	January	2021	190680740.52
	February	2021	184991106.39
	March	2021	192720657.27
	April	2021	193386298.70
	May	2021	189968832.88
	June	2021	184075785.01
	July	2021	193051361.08
	August	2021	192034437.38

Insights

Gross Amount 2020 vs 2021



Overall growth is observed across all months in 2021 compared to 2020, indicating strong year-over-year financial performance.

The largest increases in gross wealth occurred during November and December, suggesting high seasonal performance or year-end boosts.

Early months (Jan–July) also show consistent growth, but the gap between 2020 and 2021 widens sharply from August onward.

The trend reflects a steady upward trajectory, possibly due to post-pandemic recovery, increased customer activity, or expanded business operations in 2021.

Request 8.0

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, Quarter total_sold_quantity

Insights



Output

Quarter	total_sold_qty
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Q1 recorded the highest sold quantity at 7,005,619 units, indicating a strong start to the year. Q2 followed closely with 6,649,642 units, showing continued high demand. A significant drop occurred in Q3, with sales falling to 2,075,087 units — nearly 70% lower than Q1. Q4 recovered slightly to 5,042,541 units, but did not match the performance of the first half.

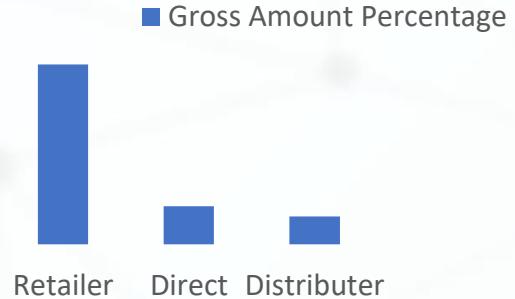
Request 9.0

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel gross_sales_mln percentage

Output

	channel	gross_amount_mln	gross_amount_pct
▶	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31

Insights



Retailers contribute the majority of gross revenue, accounting for ₹1924.17 million (73.22%), indicating a strong reliance on retail partnerships. The Direct channel brings in ₹406.69 million (15.48%), showing a secondary but significant stream. Distributors contribute ₹297.18 million (11.31%), the smallest share among all. The data highlights that over 70% of revenue depends on retailers, suggesting a centralized sales strategy with an opportunity to diversify across other channels for risk balance.

Request 10.0

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields, division product_code product total_sold_quantity rank_order

Insights

Output

division	product_code	product	total_sold_qty	rnk_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	1159222	1
N & S	A6818160201	AQ Pen Drive DRC	1128104	2
N & S	A6419160301	AQ Clx1	729696	3
P & A	A2319150302	AQ Gamers Ms	683634	1
P & A	A2219150204	AQ Master wireless x1 Ms	682321	2
P & A	A2319150306	AQ Gamers Ms	681531	3
PC	A4218110202	AQ Digit	26012	1
PC	A4319110306	AQ Velocity	25978	2
PC	A4118110107	AQ Aspiron	25963	3

N & S division dominates sales, driven by high-performing pen drives selling over 1.1M units each.

P & A division shows steady demand for gaming accessories with closely competing top products (~680K units).

PC division lags significantly, with sales under 30K units, indicating potential area for market improvement.

Thank you