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## **Ad-Hoc Insights**

### **Consumer goods**

1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.  
**Insight-**AtliQ Exclusive operates in eight countries within the APAC region, demonstrating a significant regional market presence.
2. 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  
**Insight-1.**The number of unique products grew from 245 in 2020 to 334 in 2021, marking a 36.33% increase.  
2. This significant increase highlights the company's commitment to innovation and meeting diverse customer needs
3. 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  
**Insight-1.** AtliQ shines in Notebooks, Accessories, and Peripherals segment, accounting for a whopping 82.87% of product variety.  
2. Desktops, Storage, and Networking currently hold a minor share (17.13%) of AtliQ's product portfolio.  
3. In Desktops, Storage, and Networking segment AtliQ should focus on products that align with current customer trends and industry demands
4. 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  
**Insight-1.** Accessories have the most increased products from 2020 to 2021, with an increase of 34 new products.  
2. Desktop products production increased drastically by approximately 214% from 2020 to 2021.

3. Storage and Networking segments are producing the least new products from 2020-2021

5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost

**Insight-**Highest Manufacturing Cost Product: AQ Home Allin1 Gen2

Lowest Manufacturing Cost Product: AQ Master Wired x1 MS

6. 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

**Insight-1.**Flipkart leads the list with the highest average discount percentage at 30.83%.

2. AtliQ has provided relatively uniform discount percentages to its top 5 customers, with a narrow range of discounts from 29.33% to 30.83%.

7. 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

**Insight-1.** March, April, May recorded the lowest sales in 2020, likely due to the COVID-19 pandemic. Sales began to recover after June 2020.

2. November generated the highest sales for 2020, with around 15.23 million.

3. Sales figures in 2021 show significant growth compared to 2020.

4. In 2021, the lowest sales were in August, accounting for 11.32 million, while the highest sales were in November, reaching 32.25 million.

8. 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

**Insight-1.** Q1 (2020) saw the highest sales volume, reaching around 7 million units, indicating strong performance early in the year.

2. AtliQ experienced a significant decline in sales during Q3 (March, April,

May), possibly due to the COVID-19 pandemic, reflecting challenging market conditions and shifting consumer behavior

9. 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

**Insight-1.** The majority of AtliQ's sales come from retailers, accounting for a substantial 73.22% of the total gross sales.

2. Direct and distributor channel together contributes only 26.79% of the total sales

10. 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

**Insight-1.** In the N & S division, pen drives dominate the top three spots, showcasing their popularity and high sales performance.

2. The P & A division's top three products are exclusively mouse, reflecting a clear demand for these devices.

3. The PC division's bestsellers are all personal laptops

## Final Recommendations

1. Focus on desktops, Storage, and Networking segment.
2. Emphasizes multi-channel marketing.
3. Combine pricing strategies with attractive promotions.
4. Continuously improve based on customer feedback.
5. Invest in sales team training for improved performance