



SQL PROJECT

FINANCE AND SUPPLY CHAIN ANALYTICS AT ATLIQ HARDWARE

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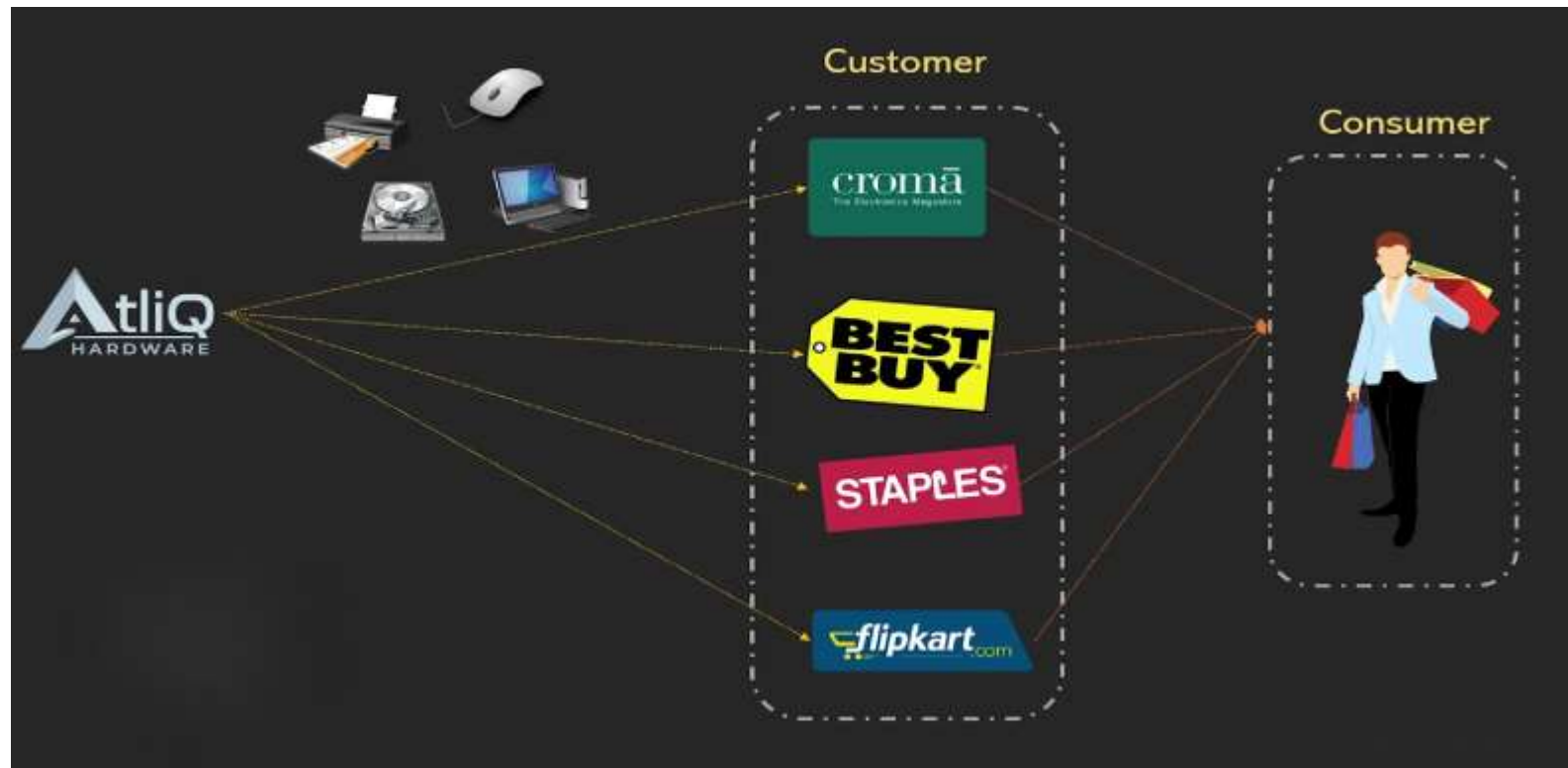
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ABOUT ATLIQ HARDWARE AND ITS BUSINESS MODEL

ATLIQ HARDWARE IS A DISTINGUISHED GLOBAL LEADER IN ELECTRONICS MANUFACTURING, SPECIALIZING IN THE PRODUCTION AND DISTRIBUTION OF AN EXTENSIVE RANGE OF HIGH-QUALITY HARDWARE PRODUCTS. OUR OFFERINGS INCLUDE PERSONAL COMPUTERS, PRINTERS, MOUSE, AND A VARIETY OF OTHER COMPUTER PERIPHERALS, SERVING THE DIVERSE NEEDS OF CUSTOMERS WORLDWIDE.





PROBLEM STATEMENT AND PROJECT OVERVIEW



PROBLEM STATEMENT

ATLIQ HARDWARE IS CURRENTLY FACING PERFORMANCE CHALLENGES DUE TO THE INCREASING SIZE AND COMPLEXITY OF ITS EXCEL FILES. TO ADDRESS THIS, THE COMPANY HAS FORMED A DEDICATION TEAM OF DATA ANALYSTS TO LEVERAGE MYSQL FOR EXTRACTING VALUABLE INSIGHTS AND ENHANCING OPERATIONAL EFFICIENCY.

PROJECT OVERVIEW

THE SCOPE OF THIS PROJECT ENTAILS CONDUCTING AN IN - DEPTH ANALYSIS OF THE DATASET PROVIDED BY ATLIQ HARDWARE. THE PRIMARY GOAL IS TO DERIVE ACTIONABLE INSIGHTS REGARDING SALES PERFORMANCE, MARKET DYNAMICS, CUSTOMER BEHAVIOUR, AND TO FORECAST SUPPLY CHAIN TRENDS.

GENERATE A REPORT DETAILING THE INDIVIDUAL PRODUCT SALES FOR CROMA INDIA CUSTOMER THROUGHOUT THE FISCAL YEAR 2021

```
select s.date,s.product_code,
p.product, p.variant, s.sold_quantity,g.gross_price,
ROUND(g.gross_price*s.sold_quantity,2) as gross_price_total
  from fact_sales_monthly s
join dim_product p
on p.product_code=s.product_code
join fact_gross_price g
on g.product_code=s.product_code and g.fiscal_year=get_fiscal_year(s.date)
where customer_code = 90002002 and
get_fiscal_year(date) = 2021
order by date asc
limit 1000000;
```

Result Grid							
Filter Rows: <input type="text"/> Export: <input type="button" value=""/> Wrap Cell Content: <input type="button" value=""/>							
	date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
▶	2020-09-01	A0118150101	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Standard	202	19.0573	3849.57
	2020-09-01	A0118150102	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Plus	162	21.4565	3475.95
	2020-09-01	A0118150103	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Premium	193	21.7795	4203.44
	2020-09-01	A0118150104	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Premium Plus	146	22.9729	3354.04
	2020-09-01	A0219150201	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Standard	149	23.6987	3531.11
	2020-09-01	A0219150202	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Plus	107	24.7312	2646.24
	2020-09-01	A0220150203	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Premium	123	23.6154	2904.69
	2020-09-01	A0320150301	AQ Zion Saga	Standard	146	23.7223	3463.46
	2020-09-01	A0321150302	AQ Zion Saga	Plus	236	27.1027	6396.24
	2020-09-01	A0321150303	AQ Zion Saga	Premium	137	28.0059	3836.81
	2020-09-01	A0418150103	AQ Mforce Gen X	Standard 3	23	19.5235	449.04
	2020-09-01	A0418150104	AQ Mforce Gen X	Plus 1	82	19.9239	1633.76
	2020-09-01	A0418150105	AQ Mforce Gen X	Plus 2	86	20.0766	1726.59

Result 1 x



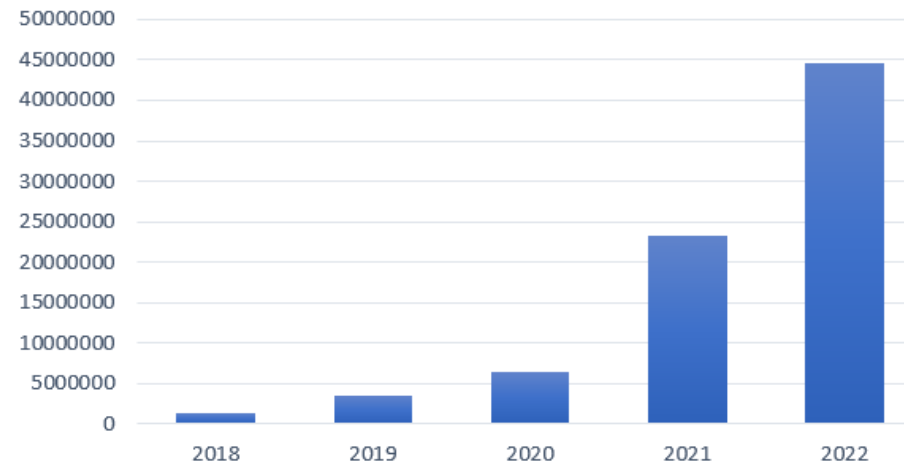


GENERATE A YEARLY REPORT FOR CROMA INDIA WHERE THERE ARE TWO COLUMNS 1. FISCAL YEAR 2. TOTAL GROSS SALES AMOUNT IN THAT YEAR FOR CROMA

```
select
    get_fiscal_year(date) as fiscal_year,
    sum(round(sold_quantity*g.gross_price,2)) as yearly_sales
from fact_sales_monthly s
join fact_gross_price g
on
    g.fiscal_year=get_fiscal_year(s.date) and
    g.product_code=s.product_code
where
    customer_code=90002002
group by get_fiscal_year(date)
order by fiscal_year;
```

Result Grid		Filter Rows:	Exports:	Wrap Cell Content:
fiscal_year	yearly_sales			
2018	1324097.48			
2019	3555079.19			
2020	6502182.12			
2021	23216512.73			
2022	44638199.11			

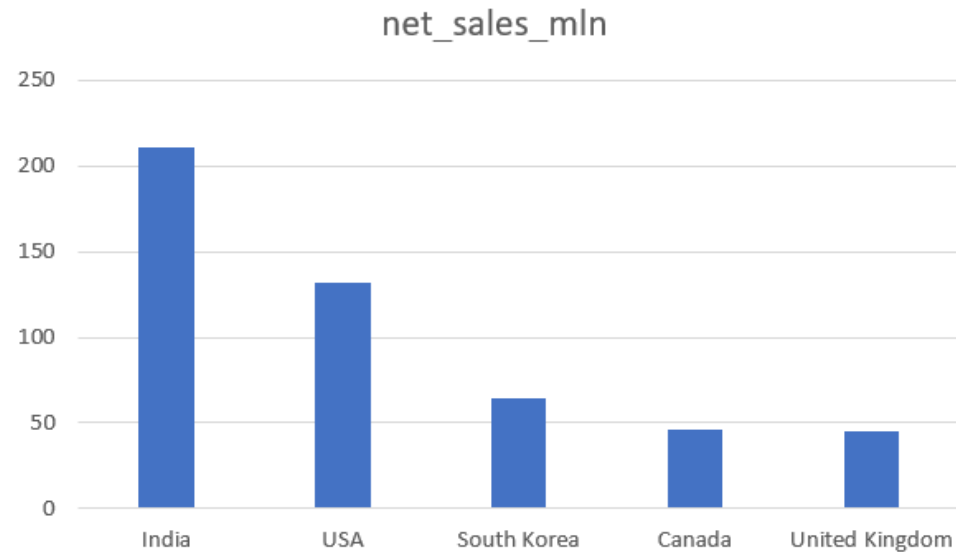
yearly_sales



GENERATE A REPORT GETTING TOP 5 MARKETS BY NET SALES IN FISCAL YEAR 2021

```
SELECT market,  
round(sum(net_sales)/1000000,2) as net_sales_mln  
FROM gdb0041.net_sales  
where fiscal_year=2021  
group by market  
order by net_sales_mln desc  
limit 5;
```

market	net_sales_mln
India	210.67
USA	132.05
South Korea	64.01
Canada	45.89
United Kingdom	44.73

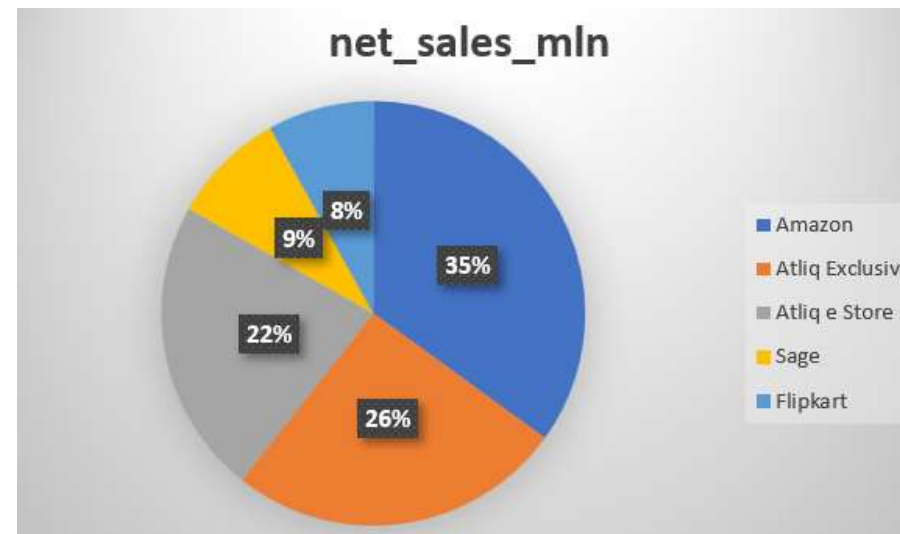


GENERATE A REPORT GETTING TOP 5 CUSTOMERS BY NET SALES IN FISCAL YEAR 2021

```
SELECT c.customer,  
round(sum(net_sales)/1000000,2) as net_sales_mln  
FROM gdb0041.net_sales n  
join dim_customer c on  
n.customer_code=c.customer_code  
where fiscal_year=2021  
group by c.customer  
order by net_sales_mln desc  
limit 5;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
customer	net_sales_mln				
Amazon	109.03				
Atliq Exclusive	79.92				
Atliq e Store	70.31				
Sage	27.07				
Flipkart	25.25				

Result 1 x

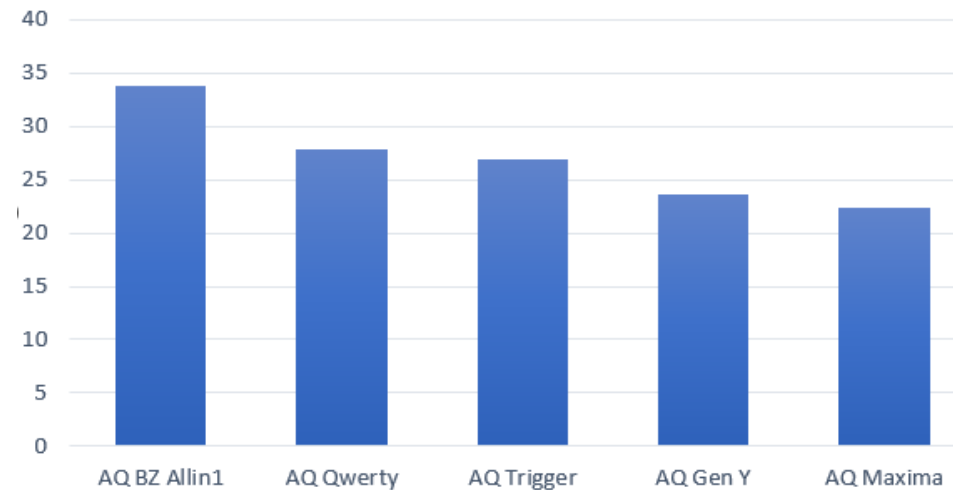


GENERATE A REPORT GETTING TOP 5 PRODUCTS BY NET SALES IN FISCAL YEAR 2021

```
select product,  
round(sum(net_sales)/1000000,2) as net_sales_mln  
from gdb0041.net_sales s  
join dim_product p on  
s.product_code=p.product_code  
where s.fiscal_year=2021  
group by product  
order by net_sales_mln desc  
limit 5;
```



product	net_sales_mln
AQ BZ Allin1	33.75
AQ Qwerty	27.84
AQ Trigger	26.95
AQ Gen Y	23.58
AQ Maxima	22.32

net_sales_mln



GENERATE A NET SALES % REPORT OF CUSTOMERS IN DIFFERENT REGION

```
with cte1 as (SELECT c.customer, c.region,  
round(sum(net_sales)/1000000,2) as net_sales_mln  
FROM net_sales s  
join dim_customer c on  
s.customer_code=c.customer_code  
where s.fiscal_year=2021  
group by c.customer, c.region)  
  
select *, net_sales_mln*100/sum(net_sales_mln) over(partition by region) as pct_share_region  
from cte1  
order by region, net_sales_mln desc;
```

Result Grid				
Filter Rows:		Export: 		
Wrap Cell Content: 				
	customer	region	net_sales_mln	pct_share_region
▶	Amazon	APAC	57.41	12.988688
	Atliq Exclusive	APAC	51.58	11.669683
	Atliq e Store	APAC	36.97	8.364253
	Leader	APAC	24.52	5.547511
	Sage	APAC	22.85	5.169683
	Neptune	APAC	21.01	4.753394
	Electricalsocity	APAC	16.25	3.676471
	Propel	APAC	14.14	3.199095
	Synthetic	APAC	14.14	3.199095
	Flipkart	APAC	12.96	2.932127
	Novus	APAC	12.91	2.920814
	Expression	APAC	12.90	2.918552
	Girias	APAC	11.30	2.556561

Result 1 ×





CONCLUSION



- ★ **ATLIQ HARDWARE ACHIEVED RECORD SALES IN 2022**
- ★ **INDIA WAS THE LARGEST MARKET IN 2021 WITH SALES OF \$210.67M.**
- ★ **AMAZON GENERATED THE HIGHEST NET SALES IN 2021 WITH \$109.03M.**
- ★ **THE AQ BZ ALL-IN-ONE WAS THE TOP-SELLING PRODUCT IN 2021 WITH SALES OF \$33.75M.**



THANK YOU AND HAVE A NICE DAY