



FINANCE AND SUPPLY CHAIN ANALYTICS OF ATLIQ HARDWARES

SQL PROJECT

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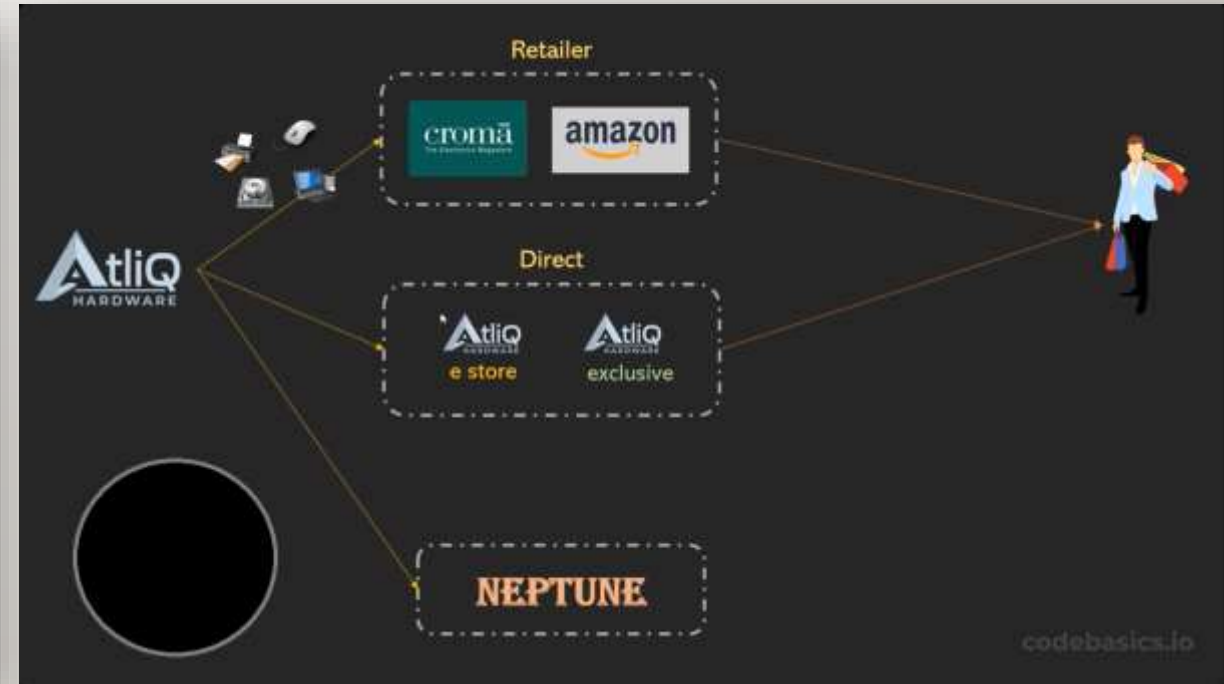
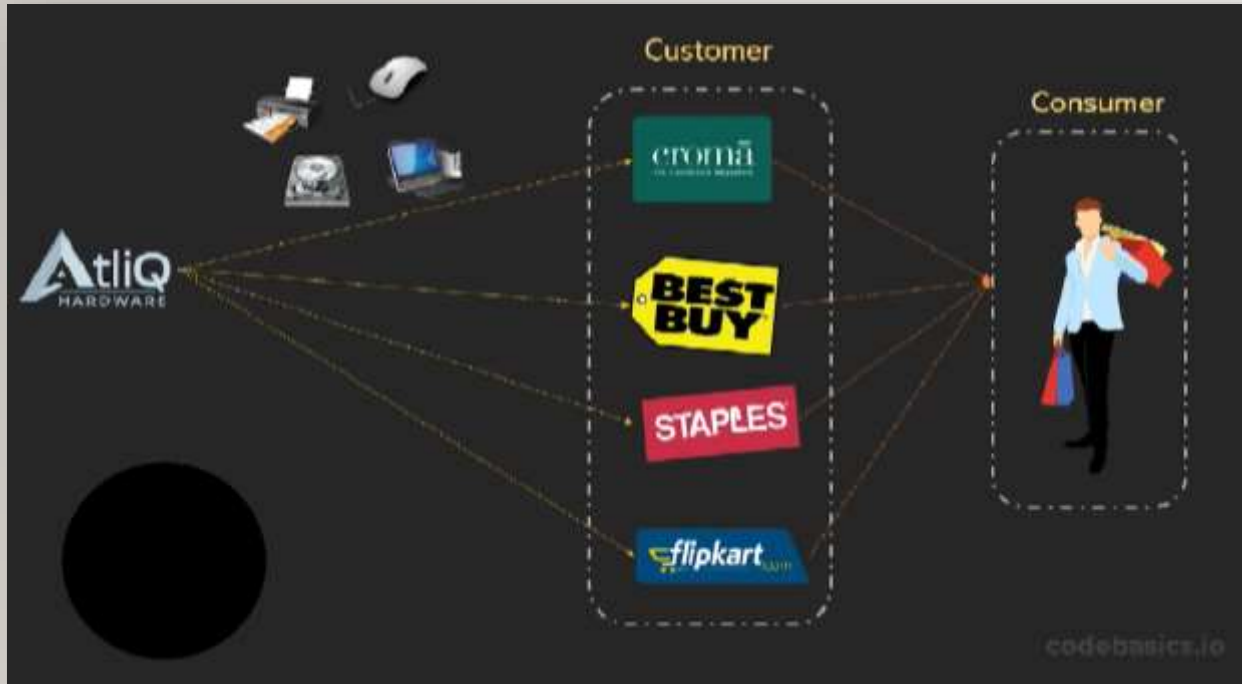
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ABOUT ATLIQ HARDWARES



- Atliq Hardwares is a top global company in electronics manufacturing. It is specialized in the production and distribution of an extensive range of high quality hardware products including personal computers, printers, mouse, and various other computer accessories meeting the needs of customers around the globe.

BUSINESS MODEL



PROBLEM STATEMENT



- Atliq Hardwares is currently facing performance problems due to its increasing size and complexity of excel files.

Atliq Hardwares has launched a project to tackle this issue by assembling a team of data analysts. They will utilize MySQL as their database management system to extract meaningful insights from data. These insights will empower the company to enhance the decision making and optimize the operations, eventually boosting the overall performance.

PROJECT OVERVIEW



- This project is designed to analyze and extract valuable insights from the provided database. The database contains the information about sales, products, customers, post invoice deductions, pre invoice deductions of Atliq Hardwares. The primary goal is to derive actionable insights regarding sales performance, market dynamics, customer behaviour and to forecast supply chain trends.



TASK I – TO GENERATE A REPORT DETAILING THE INDIVIDUAL PRODUCT SALES FOR CROMA INDIA FOR THE FISCAL YEAR 2021

SQL QUERY

```
NEW CODE*  SQL File 4*  SQL File 5* x
Limit to 1000 rows
1 • select
2   s.date,
3   s.product_code,
4   p.product,
5   p.variant,
6   s.sold_quantity,
7   g.gross_price,
8   ROUND((s.sold_quantity*g.gross_price),2) AS gross_price_total
9 from fact_sales_monthly s
10 join dim_product p
11 using (product_code)
12 join fact_gross_price g
13 on g.fiscal_year=get_fiscal_year(s.date)
14 and g.product_code=s.product_code
15 where customer_code=90002002
16 and get_fiscal_year(s.date)=2021
17 order by s.date asc
```

OUTPUT SHEET

Result Grid							
Filter Rows:							
Export: Wrap Cell Content: Fetch rows:							
	date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
▶	2020-09-01	A0118150101	AQ Dracula HDD – 3.5 Inc...	Standard	202	19.0573	3849.57
	2020-09-01	A4419110403	AQ Elite	Standard Red	16	288.288.0503	608.80
	2020-09-01	A2720150701	AQ Trigger Ms	Standard 1	822	17.0917	14049.38
	2020-09-01	A4218110204	AQ Digit	Plus Grey	27	232.1038	6266.80
	2020-09-01	A5419110205	AQ Gamer 2	Plus Cool Blue	7	570.7578	3995.30
	2020-09-01	A5419110206	AQ Gamer 2	Plus Black	4	601.6398	2406.56
	2020-09-01	A3220150401	AQ Lite	Standard 1	197	18.4943	3643.38
	2020-09-01	A5419110204	AQ Gamer 2	Plus Firey Red	5	602.9200	3014.60
	2020-09-01	A2620150606	AQ Qwerty Ms	Premium 2	688	16.7850	11548.08
	2020-09-01	A0118150102	AQ Dracula HDD – 3.5 Inc...	Plus	162	21.4565	3475.95
	2020-09-01	A4319110304	AQ Velocity	Plus Grey	40	267.0636	10682.54
	2020-09-01	A5419110207	AQ Gamer 2	Premium Black	5	599.2302	2996.15
	2020-09-01	A2721150702	AQ Trigger Ms	Standard 2	171	17.2368	2947.49
	2020-09-01	A2021150503	AQ MB Lito 2	Plus 2	17	45.4377	772.44
	2020-09-01	A5419110208	AQ Gamer 2	Premium Mist...	4	608.4070	2433.63
	2020-09-01	A3718150103	AQ LION x1	Plus 2	28	17.5697	491.95
	2020-09-01	A3920150305	AQ LION x3	Premium	66	27.4546	1812.00
	2020-09-01	A5419110203	AQ Gamer 2	Standard Black	14	595.5711	8338.00
	2020-09-01	A0118150103	AQ Dracula HDD – 3.5 Inc...	Premium	193	21.7795	4203.44
	2020-09-01	A6818160202	AQ Pen Drive DRC	Plus	855	3.8531	3294.40



TASK 2 – TO GENERATE A GROSS MONTHLY SALES REPORT FOR CROMA INDIA

SQL QUERY

```
1. select monthname(s.date) as month,  
2  ROUND(sum(s.sold_quantity*g.gross_price),2) as gross_price_total  
3  from fact_sales_monthly s  
4  join fact_gross_price g  
5  on g.product_code=s.product_code  
6  and g.fiscal_year=get_fiscal_year(s.date)  
7  where customer_code = 90002002  
8  group by s.date  
9  order by s.date asc  
10
```

OUTPUT SHEET

4 join fact_gross_price g

month	gross_price_total
September	122407.56
October	162687.57
December	245673.80
January	127574.74
February	144799.52
April	130643.90
May	139165.10
June	125735.38
August	125409.88
September	343337.17
October	440562.08
December	653944.75
January	359025.02
February	356607.17
April	379549.69
May	340152.23
June	343792.04
August	338108.88
September	808250.44
October	1092622.20

Result 4 ×

Output



TASK 3 – TO GENERATE YEARLY GROSS SALES REPORT FOR CROMA INDIA

SQL QUERY

```
1. select g.fiscal_year as fiscal_year,  
2  ROUND(sum(s.sold_quantity*g.gross_price),2) as gross_yearly_sales  
3  from fact_sales_monthly s  
4  join fact_gross_price g  
5  on s.product_code=g.product_code  
6  and get_fiscal_year(s.date)=g.fiscal_year  
7  where customer_code= 90002002  
8  group by g.fiscal_year
```

OUTPUT SHEET

Result Grid		Filter Rows:
fiscal_year	gross_yearly_sales	
2018	1324097.44	
2019	3555079.02	
2020	6502181.91	
2021	23216512.22	
2022	44638198.92	



TASK 4- TO GENERATE A REPORT OF TOP 5 CUSTOMERS BY NET SALES FOR FISCAL YEAR 2021

SQL QUERY

```
1 select c.customer,  
2 ROUND(sum(net_sales)/1000000,2) as net_sales_mln  
3 from net_sales s  
4 join dim_customer c  
5 using (customer_code)  
6 where fiscal_year = 2021  
7 group by customer  
8 order by net_sales_mln desc  
9 limit 5
```

OUTPUT SHEET

Result Grid			Filter Rows:
	customer	net_sales_mln	
▶	Amazon	109.03	
	Atliq Exclusive	79.92	
	Atliq e Store	70.31	
	Sage	27.07	
	Flipkart	25.25	

TASK 5- TO GENERATE A REPORT OF TOP 5 MARKETS BY NET SALES FOR FISCAL YEAR 2021



SQL QUERY

```
1 select market,  
2 ROUND(sum(net_sales)/1000000,2) as net_sales_mln  
3 from net_sales  
4 where fiscal_year=2021  
5 group by market  
6 order by net_sales_mln desc  
7 limit 5  
8
```

OUTPUT SHEET

Result Grid			Filter Rows:	Export
	market	net_sales_mln		
▶	India	210.67		
	USA	132.05		
	South Korea	64.01		
	Canada	45.89		
	United Kingdom	44.73		



TASK 6 – TO GENERATE A REPORT OF NET SALES % SHARE FOR DIFFERENT CUSTOMERS IN “APAC” REGION

SQL QUERY

```
1 with cte as (  
2  
3 select customer,  
4      sum(net_sales) as net_sales  
5 from net_sales s  
6 join dim_customer c  
7 using (customer_code)  
8 where s.fiscal_year=2021  
9 and c.  
10 region = "APAC"  
11 group by customer  
12 order by net_sales desc  
13 )  
14  
15 select customer, ROUND(net_sales*100/sum(net_sales) over(),2) as net_sales_percent  
16 from cte  
17 limit 10
```

OUTPUT SHEET

Result Grid Filter Rows: <input type="text"/>		
	customer	net_sales_percent
▶	Amazon	12.99
	Atliq Exclusive	11.67
	Atliq e Store	8.36
	Leader	5.55
	Sage	5.17
	Neptune	4.75
	Electricalsociety	3.68
	Propel	3.20
	Synthetic	3.20
	Flipkart	2.93



TASK 7 – TO GENERATE A REPORT OF TOP 3 PRODUCTS SOLD IN EVERY DIVISION BY TOTAL QUANTITY

SQL QUERY

```
1 with cte1 as (  
2   select p.division,  
3         p.product,  
4         sum(sold_quantity) AS total_qty  
5   from fact_sales_monthly s  
6   join dim_product p  
7   using (product_code)  
8   where fiscal_year=2021  
9   group by p.product,p.division  
10  ),  
11  
12  cte2 as (select *,dense_rank() over(partition by division order by total_qty desc ) as drnk  
13            from cte1)  
14  
15  select * from cte2 where drnk <=3
```

OUTPUT SHEET

Result Grid					Filter Rows:	Export:	W
	division	product	total_qty	drnk			
▶	N & S	AQ Pen Drive DRC	2034569	1			
	N & S	AQ Digit SSD	1240149	2			
	N & S	AQ Clx1	1238683	3			
	P & A	AQ Gamers Ms	2477098	1			
	P & A	AQ Maxima Ms	2461991	2			
	P & A	AQ Master wireless x1 Ms	2448784	3			
	PC	AQ Digit	135092	1			
	PC	AQ Gen Y	135031	2			
	PC	AQ Elite	134431	3			

CONCLUSION



- ➔ • CROMA INDIA REGISTERED THEIR HIGHEST SALES IN THE FISCAL YEAR OF 2022 (44.6 MLN)
- ➔ AMAZON GENERATED THE HIGHEST NET SALES AMONG ALL CUSTOMERS IN THE FISCAL YEAR OF 2021
- ➔ INDIAN MARKET GENERATED MAXIMUM NET SALES WITH 210.67 MLN FOLLOWED BY USA 132.05 MLN
- ➔ TALKING ABOUT SALES IN APAC REGION AMAZON CONTRIBUTED HIGHEST FOLLOWED BY ATLIQ EXCLUSIVE AND ATLIQ E-STORE
- ➔ IN APAC REGION, “AQ PEN-DRIVE DRC” OF “N&S DIVISION” , “AQ GAMERS ME” OF “P&A” DIVISION AND “AQ DIGIT” OF “PC DIVISION” SOLD HIGHEST IN 2021.