Meet My Team

Wanda Mishra
Product Owner

Wanda oversees the product vision, ensuring alignment between business goals and data-driven strategies. She collaborates with stakeholders to enhance data solutions and optimize performance

Tony Sharma
Senior Data Analyst

Tony leads data-driven decision-making by analyzing trends, creating dashboards, and deriving actionable insights. He mentors junior analysts and ensures data accuracy for strategic planning.

Peter Pandey
Junior Data Analyst II

Peter assists in data processing, reporting, and model building. He supports senior analysts by maintaining datasets and refining analytical workflows.
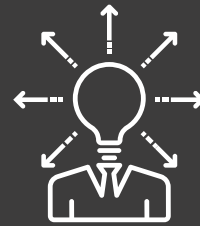
Akshay Raj
Junior Data Analyst I

Akshay is responsible for data collection, cleaning, and basic reporting. He contributes to data-driven projects and gains hands-on experience in analytics.

The AtliQ Story
Innovating with Data

ABOUT US

AtliQ Hardware is a leading computer hardware manufacturer in India with a strong global presence.

Leveraging Technology

Management lacks sufficient insights for quick, data-driven decisions.

Focus on People

AtliQ Hardware plans to expand its data analytics team. Tony Sharma will conduct an SQL challenge to assess candidates' tech and soft skills while addressing 10 ad hoc requests.
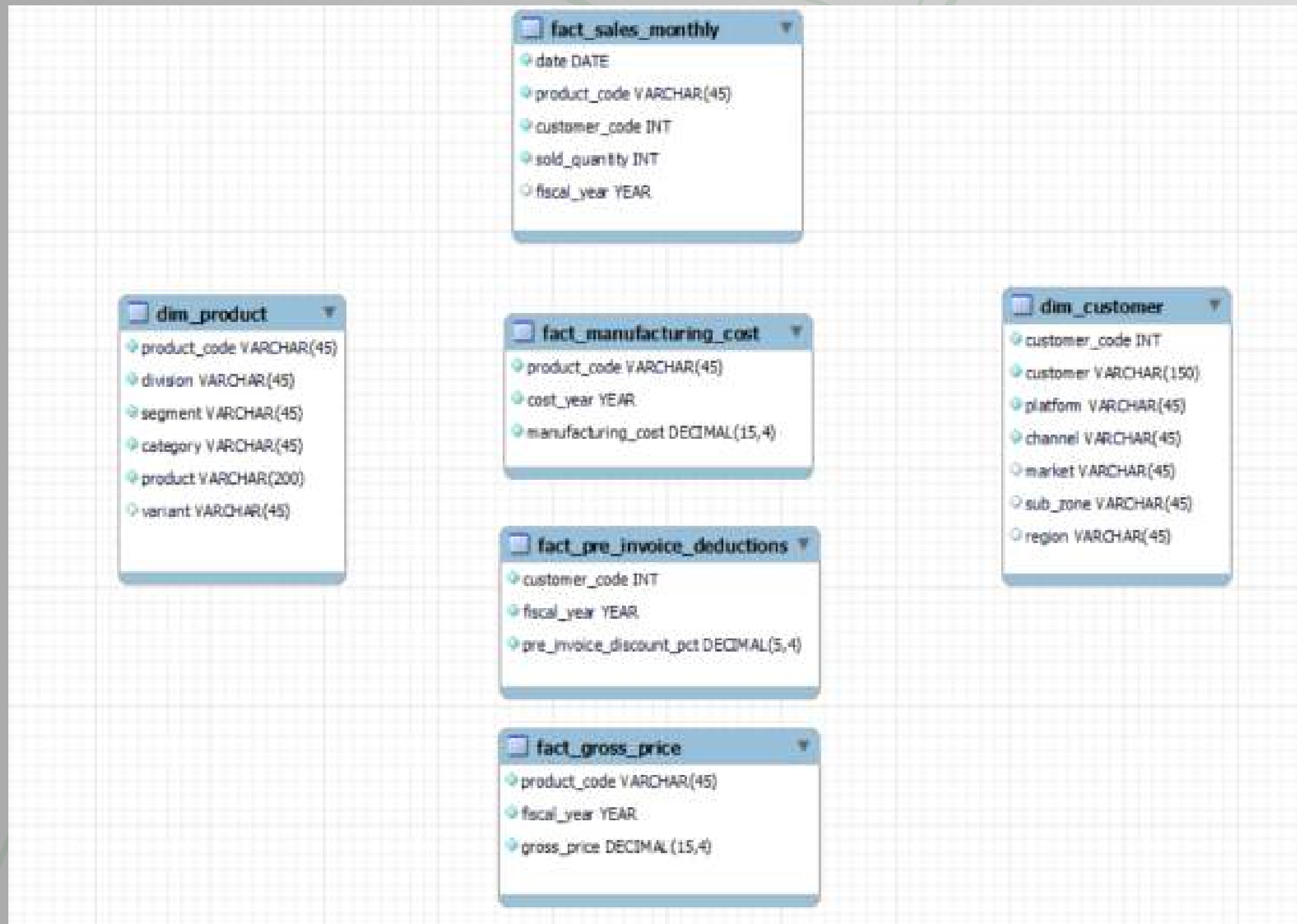
Market Presence

Product Breakdown

PC		P&A		N&S	
Desktop	**Notebook**	**Peripherals**	**Accessories**	**Networking**	**Storage**
Business Laptops	Gaming Laptops	Graphic card	Batteries	Wi Fi Extender	External SSD
Personal Laptops	Business Laptops	Internal HDD	Keyboard		Business Laptops
	Personal Laptops	Mother Board	Mouse		USB Flash drives
		Processors			

ERD DIAGRAM

Data Overview

The dataset includes dimension tables such as customer details, along with sales data from FY 2020 and FY 2021, helping us get familiar with the input data.

TASK-1

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

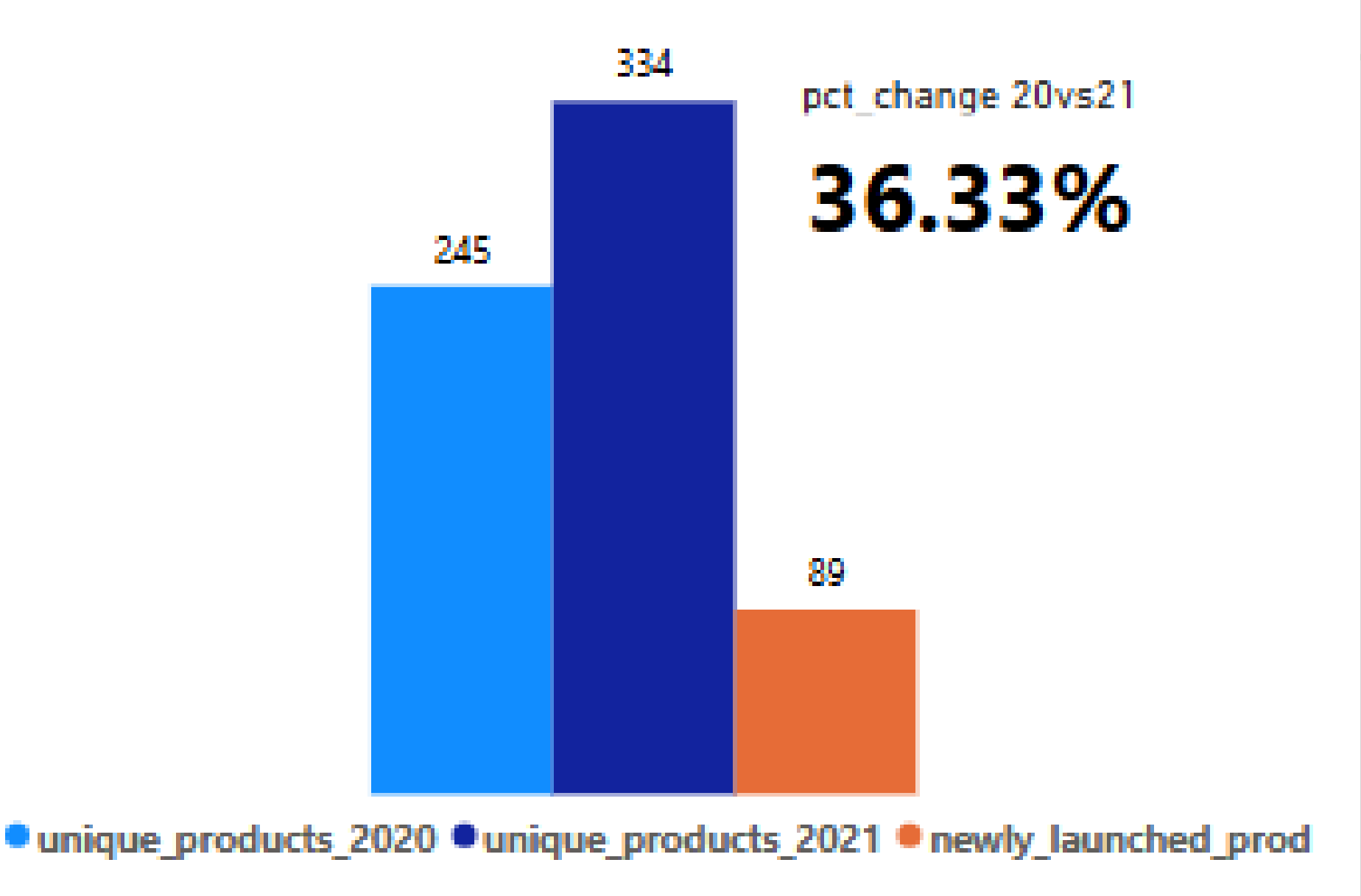| market |
| --- |
| India |
| Indonesia |
| Japan |
| Philiphines |
| South Korea |
| Australia |
| Newzealand |
| Bangladesh |

Insights:

In the **APAC** region, our Exclusive store has established its presence in **8** major markets.

View Query

TASK-2

Calculate the percentage increase in unique products from 2020 to 2021

	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33

Insights: The number of unique products grew significantly from **245** in 2020 to **334** in 2021, marking a **36.33%** increase—indicating an aggressive product expansion strategy and a strong focus on innovation or market diversification

View Query

TASK-3

Count unique products per segment in descending order

Insights:

High-Demand Segments: Notebooks (129) and Accessories (116) show strong, consistent demand, likely to remain stable and profitable.

Underperforming Segments: Networking (9) and Storage (27) have low product counts, indicating a niche market or a need for expansion and improvement.

View Query

TASK-4

Find the segment with the highest increase in unique products from 2020 to 2021

segment	unique_products_2020	unique_products_2021	difference	pct_change
Desktop	7	22	15	214.29
Networking	6	9	3	50.00
Accessories	69	103	34	49.28
Storage	12	17	5	41.67
Peripherals	59	75	16	27.12
Notebook	92	108	16	17.39

Insights:

Desktop and Networking are the standout growth areas, presenting a strong market opportunity.
Accessories and Storage also show healthy increases, driven by shifts in consumer behavior.
Notebooks and Peripherals experienced slower growth, which may indicate more stable markets but could still benefit from innovation or strategic marketing.

View Query

TASK-5

Identify products with the highest and lowest manufacturing costs

product_code	product	manufacturing_cost_max_min
A6121110208	AQ HOME Allin1 Gen 2	263.4207
A2118150101	AQ Master wired x1 Ms	0.8654

Insights:

It appears that the manufacturing cost for **AQ HOME Allin1Gen2** is significantly **higher** compared to **AQMaster**, which might indicate differences in the complexity or scale of production for these products.

View Query

TASK-6

Get top 5 customers in India (2021) by average pre-invoice discount percentage

| customer	customer_code	avg_discount_pct
Flipkart	90002009	30.83
Viveks	90002006	30.38
Ezone	90002003	30.28
Croma	90002002	30.25
Amazon	90002016	29.33

Insights:

- Management should review the impact of discounting on profitability and market share, considering whether higher discounts like **Viveks** and **Croma** are sustainable.
- Evaluate **Amazon's** strategy of lower discounts to assess if it can be leveraged for premium positioning and customer retention.
- Consider strategic adjustments to **Flipkart** and **Ezone's** discounting to stay competitive while protecting margins.

View Query

TASK-7

Identify products with the Calculate monthly gross sales for "Atliq Exclusive"and lowest manufacturing costs
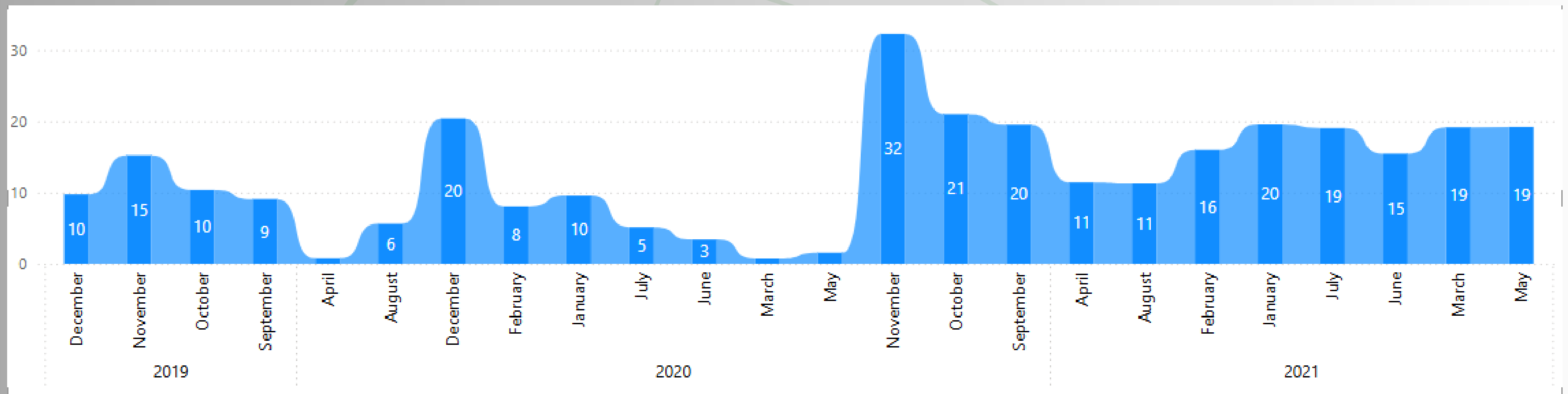
Sales at **Atliq Exclusive** dipped sharply during **COVID-19 (Mar–Aug 2020)** due to supply chain disruptions and chip shortages, but rebounded strongly post-August, peaking in Nov 2020 with **₹32.25M**—the highest in two years—showing strong recovery and market resilience.

View Query

TASK-8

Find the highest sold quantity quarter in 2020

quarter	total_sold_quanity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08

Quarter 1 of FY2020 recorded the highest units sold, while Quarter 3 had the lowest. December had the highest sales, while March had the lowest. Quarter 1 contributed to about 34% of the total sales for FY2020.

View Query

TASK-9

Find the top-performing sales channel in 2021 and its contribution percentage
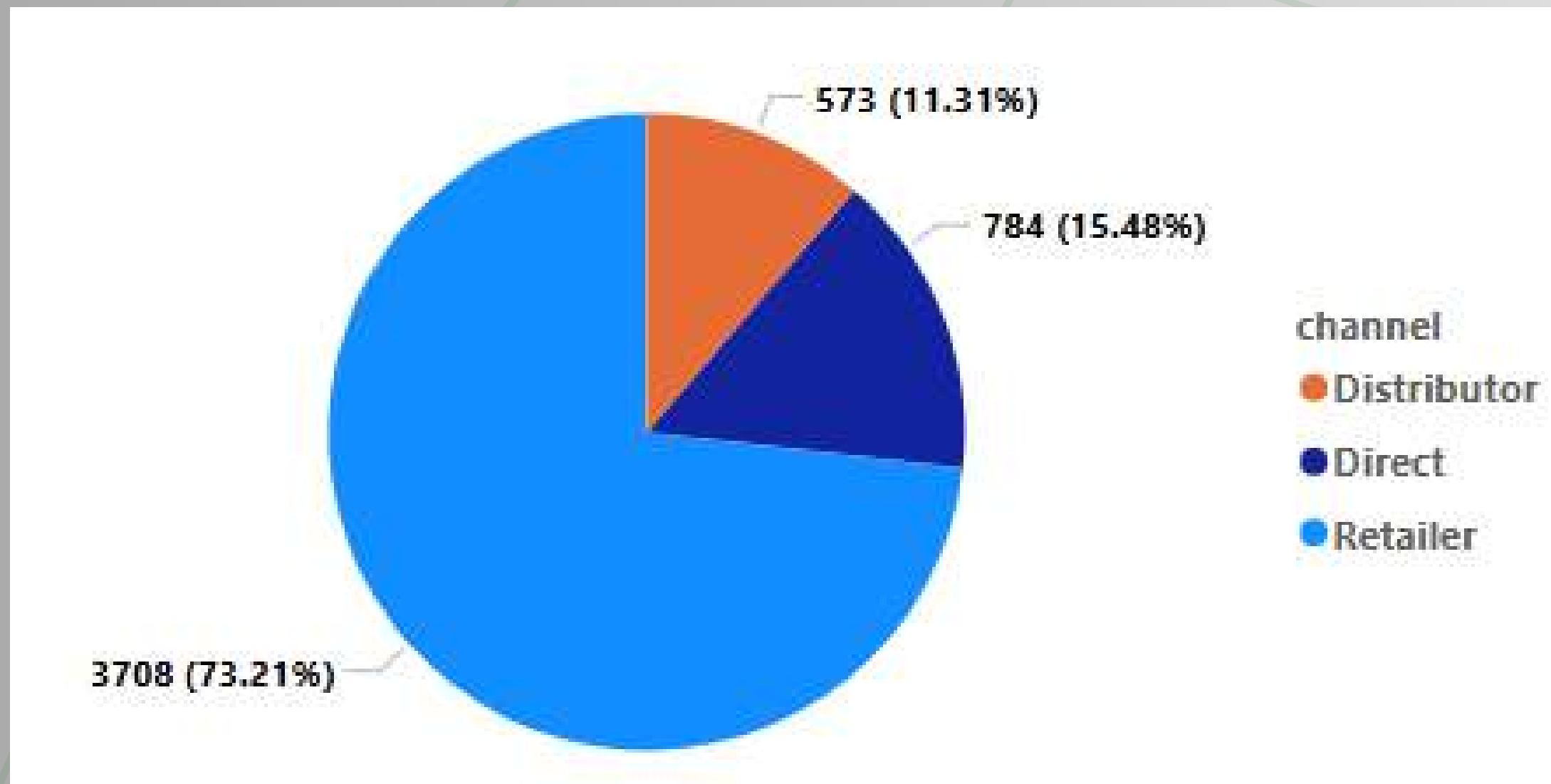
In 2021, **Retailer** was the top-performing sales channel, contributing **73.21%** of total sales (₹1924.17M), highlighting a strong dependency on retail partners, while Direct and Distributor channels contributed only **15.48%** and **11.31**% respectively, indicating potential areas for diversification and growth.

View Query

TASK-10

Identify the top 3 products in each division based on sales in 2021

product_code	product	division	total_sold_quantity	rank_order
A6720160103	AQ Pen Drive 2 IN 1	N & S	701373	1
A6818160202	AQ Pen Drive DRC	N & S	688003	2
A6819160203	AQ Pen Drive DRC	N & S	676245	3
A2319150302	AQ Gamers Ms	P & A	428498	1
A2520150501	AQ Maxima Ms	P & A	419865	2
A2520150504	AQ Maxima Ms	P & A	419471	3
A4218110202	AQ Digit	PC	17434	1
A4319110306	AQ Velocity	PC	17280	2
A4218110208	AQ Digit	PC	17275	3

View Query

Insights ››

TASK-10
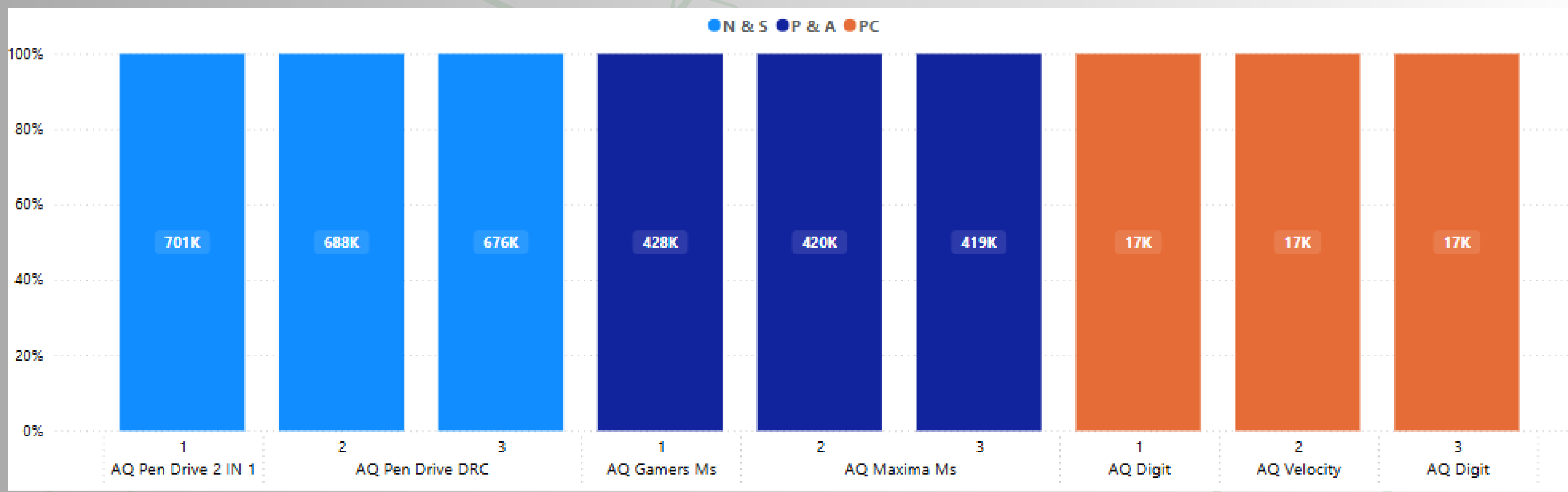
Every division has a product with different variants that appears more than once in the top 3 ranking.
The top 3 selling products in **N &** S were **pen drives**, with quantities around **7** lakh.
The top 3 selling products in **P & A** were **mouse devices**, with quantities around **4.2** lakh.
The top 3 selling products in **PC** were **AQ Digit and Velocity**, with quantities around **17,000**.

View Query

Thank you
for your attention.