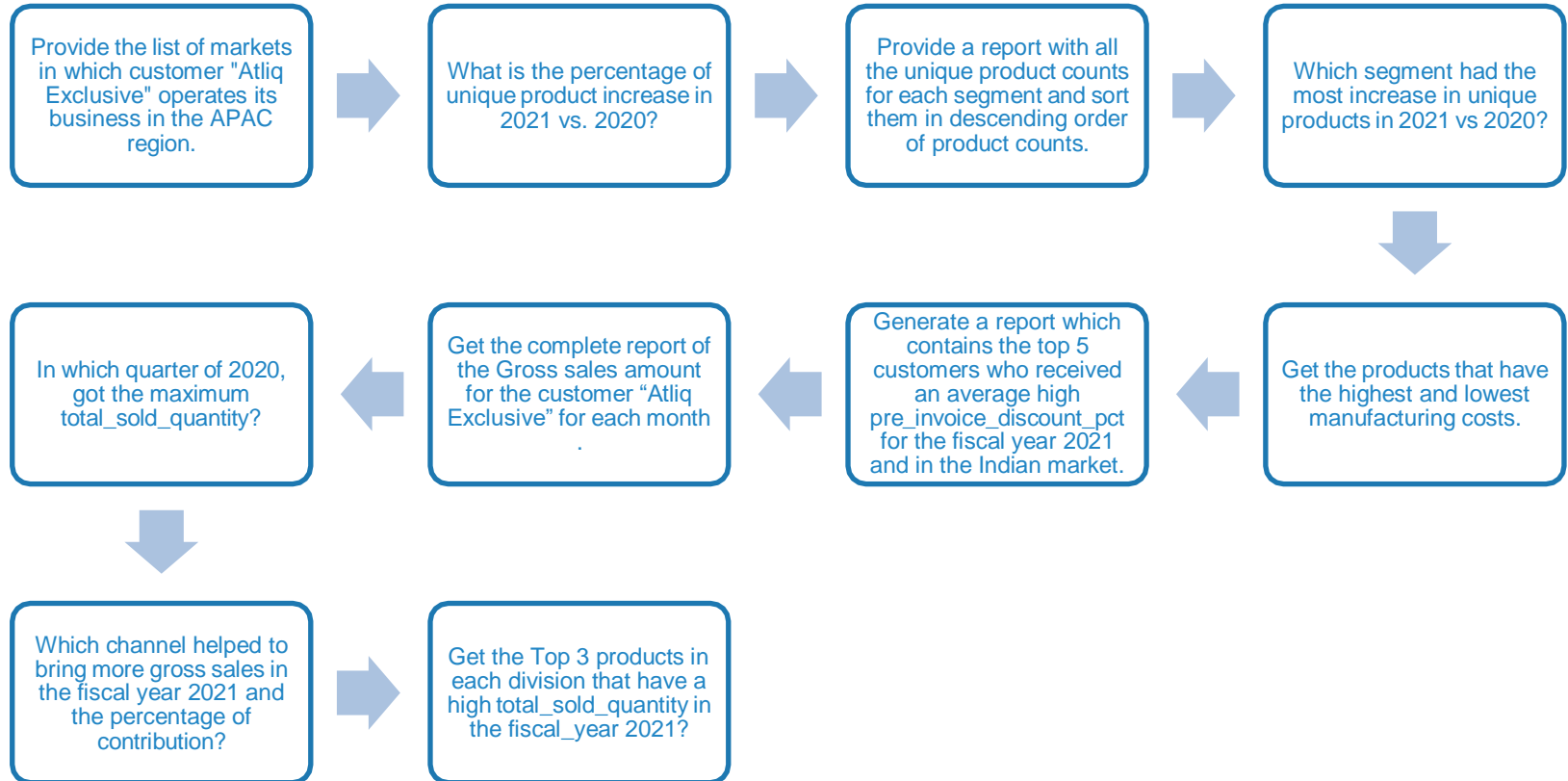




INSIGHTS TO MANAGEMENT IN CONSUMER GOODS DOMAIN

By
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Overview



MySQL

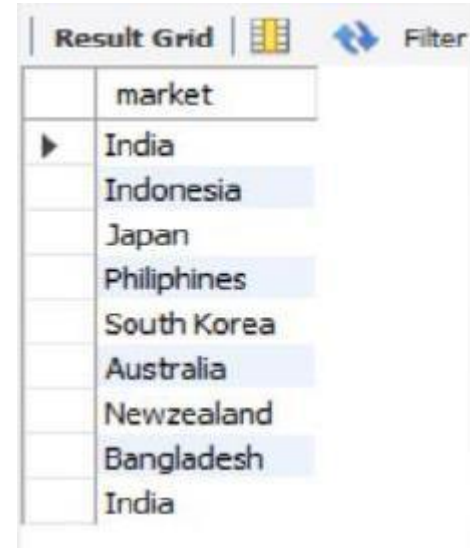
Relational Database Management System Used For The Project

1.

PROVIDE THE LIST OF MARKETS IN WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION.

“

List of the markets which have customers named 'Atliq Exclusive' in the 'APAC region' by simply using WHERE clause



	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh
	India

2.

WHAT IS THE PERCENTAGE OF UNIQUE PRODUCT INCREASE IN 2021 VS. 2020?



Result Grid			Filter Rows:	Export:	Wr
	unique_products_2020	unique_products_2021	percentage_chg		
▶	245	334	36.3265		

Percentage increase of unique products is 36.32% Where Unique products in year. 2020 was 245 & Unique products in year 2021 was 334.

3.

PROVIDE A REPORT WITH ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT AND SORT THEM IN DESCENDING ORDER OF PRODUCT COUNTS.



There are 6 segments with each segment's product_count (used COUNT aggregate function)

The screenshot shows a database interface with a 'Result Grid' tab selected. It displays a table with two columns: 'segment' and 'product_count'. The data is sorted in descending order of product count. The rows are: Accessories (20), Peripherals (20), Notebook (17), Storage (9), Desktop (4), and Networking (3). The table has a light blue header and alternating row colors (white and light blue). Above the table, there are icons for a grid, a refresh button, and a 'Filter Rows:' label.

	segment	product_count
▶	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3

4.

WHICH SEGMENT HAD THE MOST INCREASE IN UNIQUE PRODUCTS IN 2021 VS 2020?



Here we have calculated the product count difference between year 2020 & 2021 for each segment.

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

5.

GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS. THE FINAL OUTPUT CONTAIN THE SE FIELDS,



Result Grid  Filter Rows: <input type="text"/> Export: 			
	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364

Here the product_code with maximum & minimum manufacturing_cost by using the aggregate function is got in the output.

6.

GET THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE_INVOICE_DISCOUNT_PCT FOR THE FISCAL YEAR 2021 FOR INDIAN MARKET.



Used LIMIT to get Top 5 customers who received discounts in fiscal year 2021.



Result Grid				Filter Rows:	Export:
	customer_code	customer	average_discount_percentage		
▶	90002009	Flipkart	0.30830000		
	90002006	Viveks	0.30380000		
	90002003	Ezone	0.30280000		
	90002002	Croma	0.30250000		
	90002016	Amazon	0.29330000		

7.

GET THE COMPLETE REPORT OF THE GROSS SALES AMOUNT FOR THE CUSTOMER “ ATLIQ EXCLUSIVE” FOR EACH MONTH.



Here, we have calculated the gross sales amount for each month in the year by using Multiple Joins here

Result Grid   Filter Rows: <input type="text"/>			
	Month	Year	Gross_Sales_Amount
▶	9	2019	4496259.672
	10	2019	5135902.347
	11	2019	7522892.561
	12	2019	4830404.729
	1	2020	4740600.161
	2	2020	3996227.766
	3	2020	378770.970
	4	2020	395035.354
	5	2020	783813.424
	6	2020	1695216.601
	7	2020	2551159.158
	8	2020	2786648.260
	9	2020	12353509.794

8.

IN WHICH QUARTER OF 2020, GOT THE MAXIMUM
TOTAL_SOLD_QUANTITY ?

“

With the extraction of year and quarter from the date column, maximum total sold quantity was formulated for 2020

Result Grid			Filter Rows:
	quarter	total_sold_quantity	
▶	2020-Q4	17447125	

9.

IN WHICH QUARTER OF 2020, GOT THE MAXIMUM
TOTAL_SOLD_QUANTITY ?



The channel 'RETAILER' bought more gross sales in the fiscal year 2021 with a percentage contribution of 1702390.843

Result Grid   Filter Rows: <input type="text"/>			
	channel	gross_sales_mln	percentage
▶	Retailer	1219081639.947	1702390.843

10.

GET THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGH TOTAL_SOLD_QUANTITY IN THE FISCAL_YEAR 2021?



Used window function for top 3 products in each division & calculated total sold quantity accordingly.

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

Thankyou