

PROVIDE INSIGHTS TO MANAGEMENT IN CONSUMER GOODS DOMAIN

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Codebasics project
challenge

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

Here we listed all the markets which has 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? The final output contains these fields,

unique_products_2020

unique_products_2021

percentage_chg

Unique products in year 2020 is 245

Unique product year in 2021 is 334

Percentage increases is 36.3265

	unique_product_2020	unique_product_2021	perc_increase
▶	245	334	36.3265

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

The query result has 6 segment and
there product count
(used COUNT aggregate function)

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

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

We have product count and difference between the year 2020 & 2021 for each segment

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 should contain these fields,
product_code
product
manufacturing_cost

In this query we found
product_code,product with
max and min
manufacturing_cost by using
the aggregate function

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364

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

Found the top 5 customer who received discount in fiscal year 2021. Used Limit to get Top 5

customer_code	customer	average_discount	avg_disc_percent
90002009	Flipkart	0.30830000	30.83
90002006	Viveks	0.30380000	30.38
90002003	Ezone	0.30280000	30.28
90002002	Croma	0.30250000	30.25
90002016	Amazon	0.29330000	29.33

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

Here we have a calculated Gross sales amount for each month in a Year. In the query used multiple join

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	1605316.601

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

In this query main change is extract year and quarter from the date column & find the maximum total sold quantity in year 2020

quarter	total_sold_quantity
2020-Q4	17447125

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

The channel Retailer brought more gross sales in the fiscal year 2021 and the percentage is 1702390.843

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?
The final output contains these fields,
Division
product_code
product
total_sold_quantity
rank_order

Used window function (rank) top
3 product in each division and
calculated total sold quantity
accordingly

division	product_code	product	total_sold	ranking_sold
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

Thank you