



Consumer goods

Ad_hoc Insights

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Business analysis of 'Atliq Exclusive'

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

Output:

	customer	market
▶	Atliq Exclusive	India
	Atliq Exclusive	Indonesia
	Atliq Exclusive	Japan
	Atliq Exclusive	Philippines
	Atliq Exclusive	South Korea
	Atliq Exclusive	Australia
	Atliq Exclusive	Newzealand
	Atliq Exclusive	Bangladesh
	Atliq Exclusive	India

Insights

Atlif exclusive has been purchasing products frequently in Asia Pacific (APAC) region.

Most of the purchase is from Indian market so it is a valuable customer from APAC region .

Growth of unique products

Q. What is the percentage of unique product increase in 2021 vs. 2020?

Output:

	fiscal_year	unique_products	percentage_chg
▶	2020	245	42.3143
	2021	334	57.6857

Insights

Percentage of unique products increased approximately 36% from 2020 to 2021

The growth of the business is positive.

Sort products by segments

Q. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

Output:

	product_count	segment
►	129	Notebook
	116	Accessories
	84	Peripherals
	32	Desktop
	27	Storage
	9	Networking

Insights

From notebook to networking the data is in **descending** order.

Notebook is the **highest** selling segment so the demand in the market is very high and
Networking is the **lowest** selling segment.

Difference of manufacturing cost

Q. Get the products that have the highest and lowest manufacturing costs.

Output:

	product	highest_manufacturing_cost
▶	AQ HOME Allin1 Gen 2	240.5364

	product	lowest_manufacturing_cost
▶	AQ Pen Drive 2 IN 1	1.3793

Insights

Product AQ HOME Allin1 Gen 2 costs the highest.

Product AQ Pen Drive2 IN 1 costs the lowest.

Top 5 discounted customers

Q. 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.

Output:

	customer	avg_pre_invoice_discount
►	Flipkart	0.30830000
	Viveks	0.30380000
	Ezone	0.30280000
	Croma	0.30250000
	Vijay Sales	0.27530000

Insights

Flipkart,Viveks,Ezone,Croma,Vijay Sales are the top 5 customers who got the maximum pre invoice discount.

Maximum average pre invoice discount is 0.3083.

Most Gross sales of channel

Q. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

Output:

	channel	gross_sales	percentage
▶	Retailer	2690556298.9562	72.48820625
	Direct	601710533.7666	16.21111489
	Distributor	419449097.6073	11.30067886

Insights

Retailer's gross gross sales is the highest in 2021 compare to others.

It contributed 72.48% in the gross sale which is pretty high.

So customers prefer to consume goods by retailer.

Division wise top sold products

Q.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.

Output:

	product	division	sold_quantity
▶	AQ Maxima Ms	P & A	3607
	AQ Gamers Ms	P & A	3599
	AQ Maxima Ms	P & A	3446

	product	division	sold_quantity
▶	AQ Pen Drive DRC	N & S	5832
	AQ Pen Drive DRC	N & S	5788
	AQ Pen Drive DRC	N & S	5646

	product	division	sold_quantity
▶	AQ Digit	PC	139
	AQ Aspron	PC	137
	AQ Digit	PC	137

Insights

Products from N & S division are sold highest and AQ Pen Drive DRC has the maximum sold quantity.

PC division has sold less than the other two divisions.