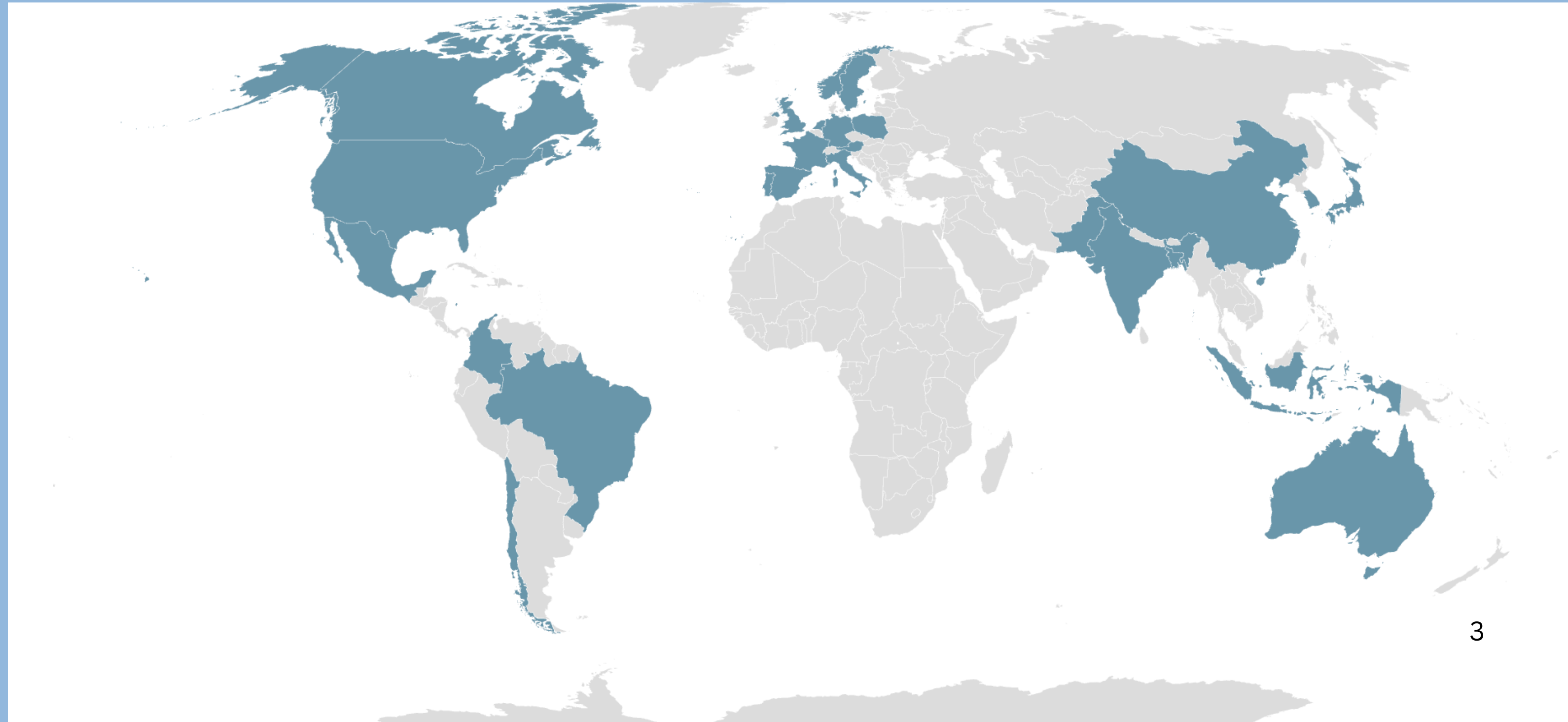# AtliQ Hardwares

SQL Project - 10 ad hoc requests

Introduction

Atliq Hardwares is a top computer hardware producer in India with global operations.

The company seeks insights on 10 ad-hoc requests to improve data-driven decision-making.

Markets

India
Indonesia
Japan
Pakistan
Philiphines
South Korea
Australia
Newzealand
Bangladesh
France
Germany
Italy
Netherlands
Norway
Poland
Portugal
Spain
Sweden
Austria
United Kingdom
USA
Canada
Mexico
Brazil
China
Chile
Columbia

3

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
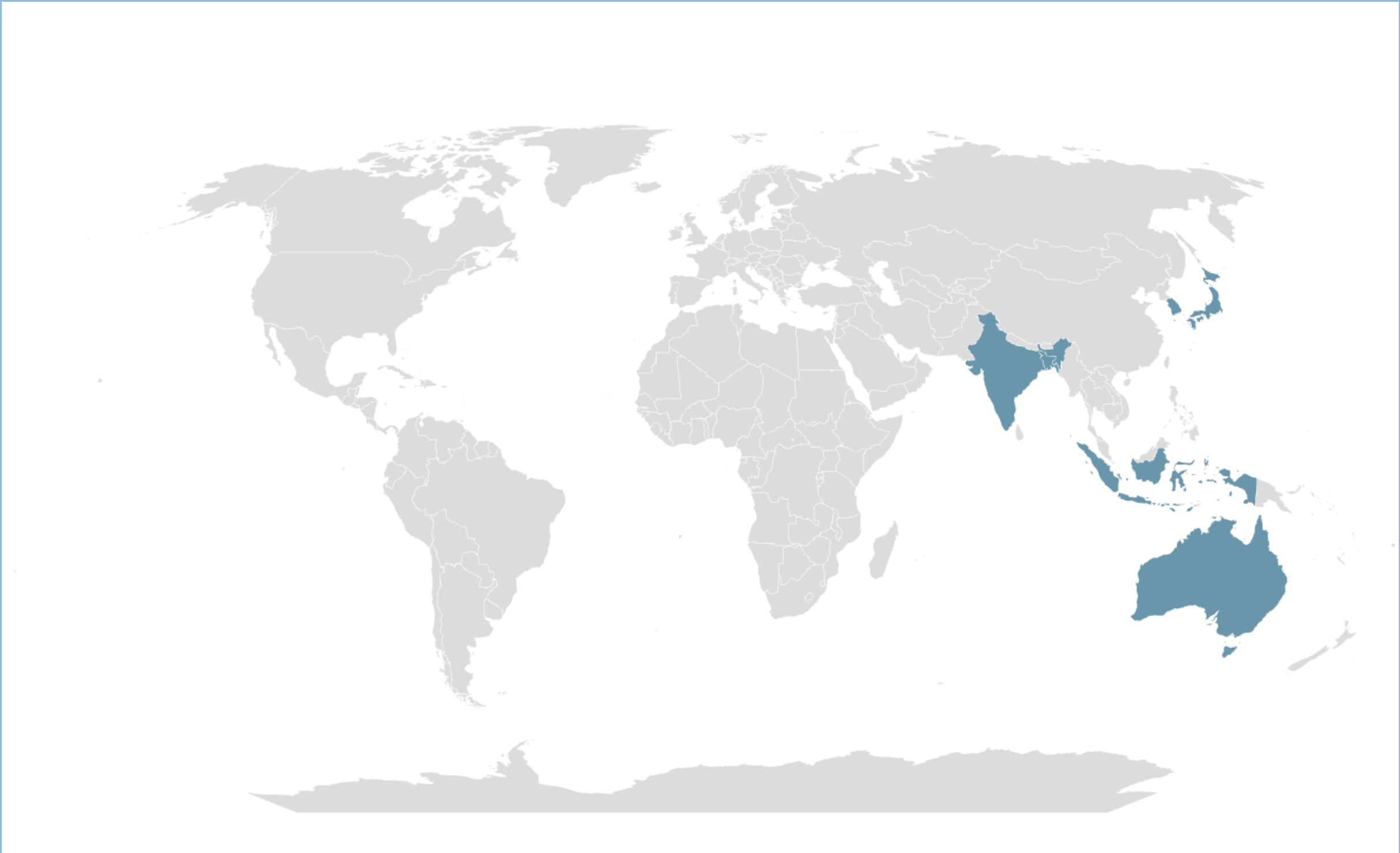
2. What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,
unique_products_2020
unique_products_2021
percentage-chg

| unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

Insight: Unique products increased by 36.33%, from 245 in 2020 to 334 in 2021, reflecting strong product growth

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

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

Number of Products

| Segment	Value
Networking	3
Desktop	4
Storage	9
Notebook	17
Peripherals	20
Accessories	20
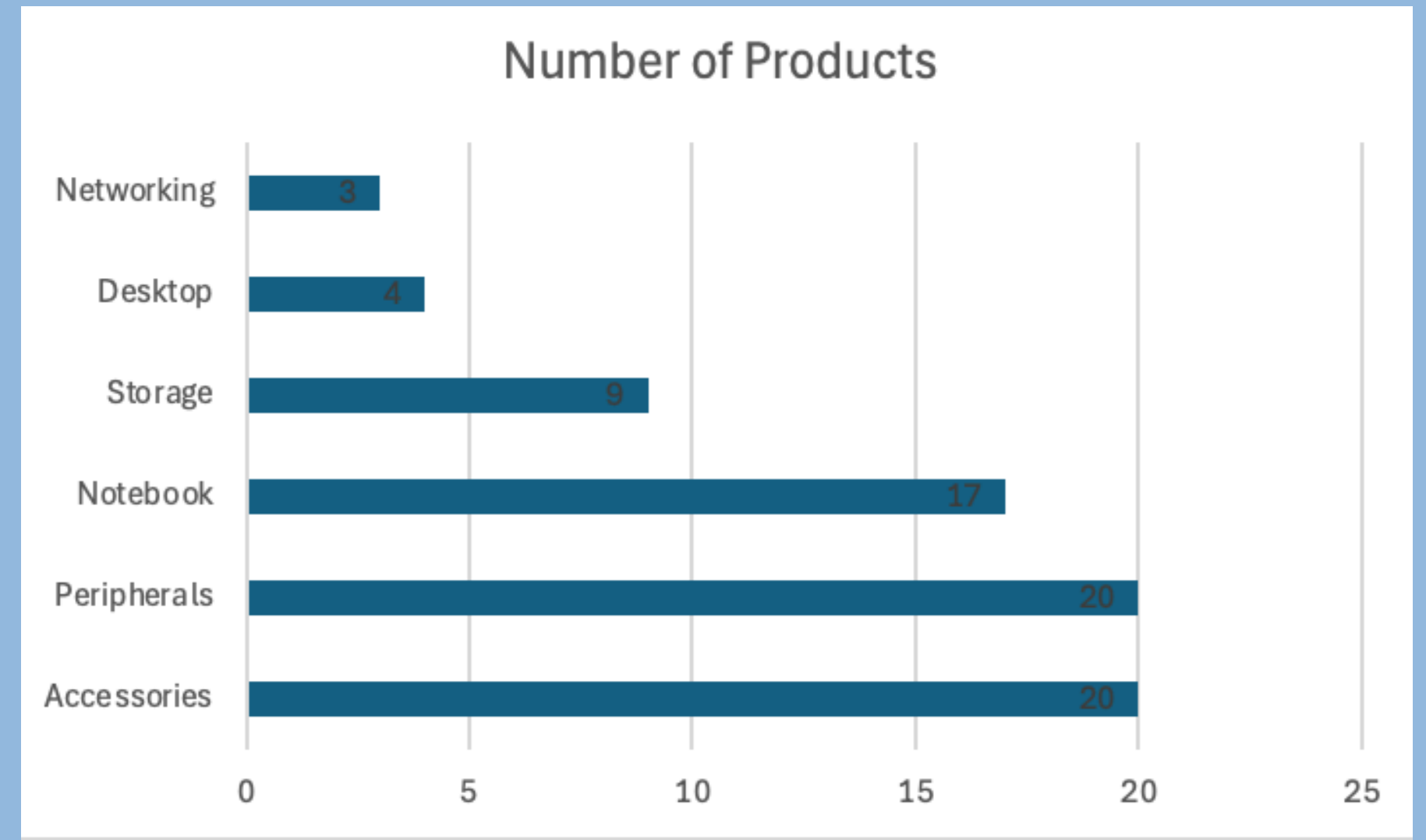
Insight: Accessories and Peripherals lead product counts, showing focus on high-demand segments. Notebooks are strong, while Storage, Desktop, and Networking have fewer products, highlighting growth opportunities.

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4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields: segment, unique_products_2020, unique_products_2021, difference

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
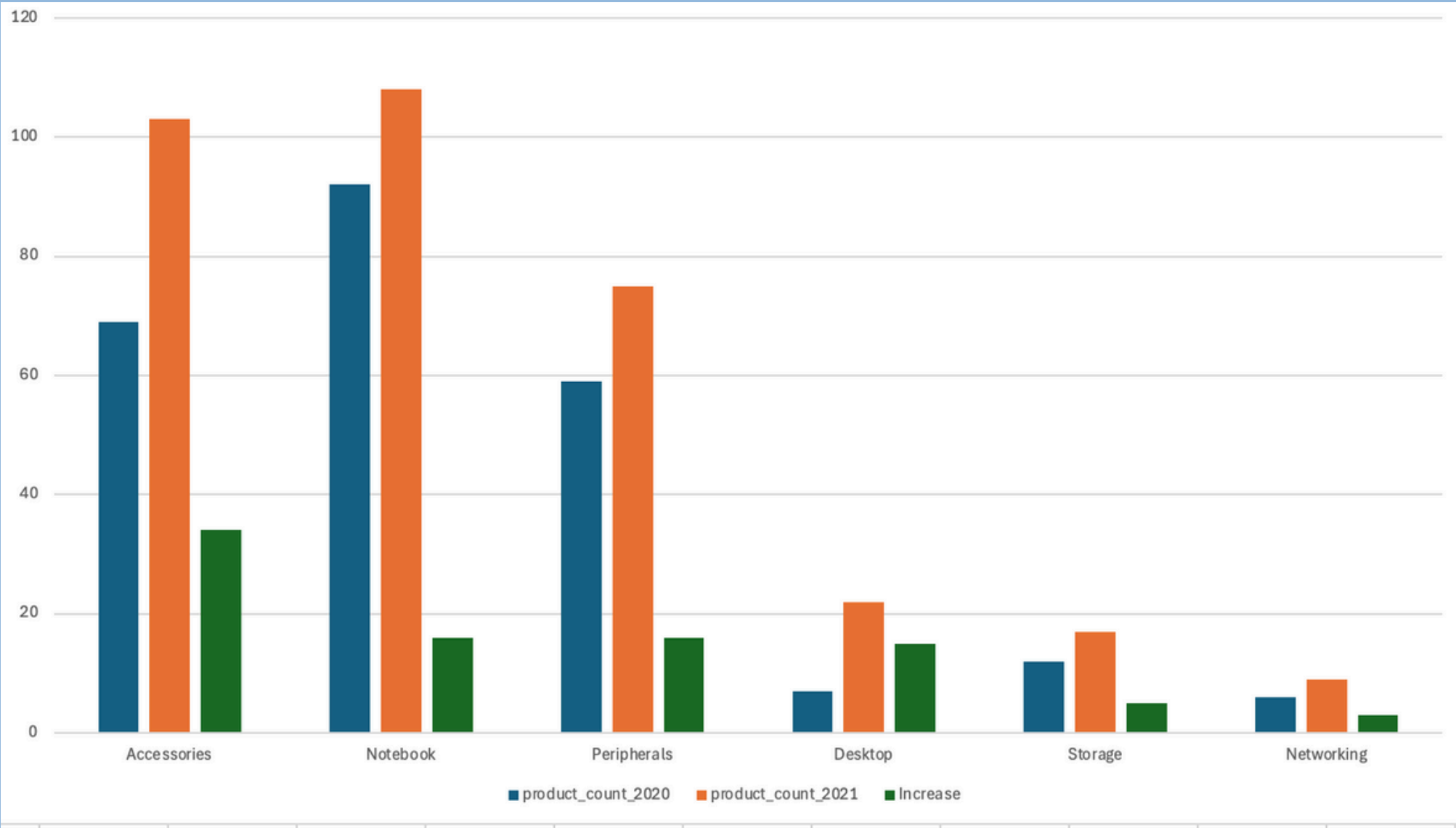
Insight: Accessories led growth with 34 new products in 2021, followed by Notebooks and Peripherals with 16 each. Desktop also showed strong growth (+15), while Storage and Networking expanded modestly

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5. Get the products that have the highest and lowest manufacturing costs.
The final output should contain these fields,
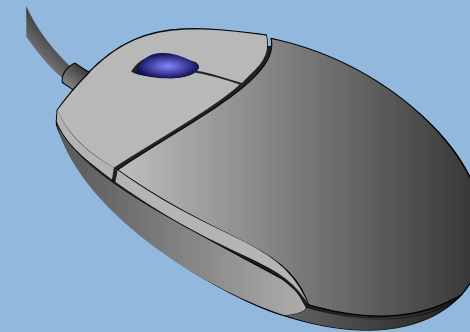### product_code
product
manufacturing_cost

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

$240.53
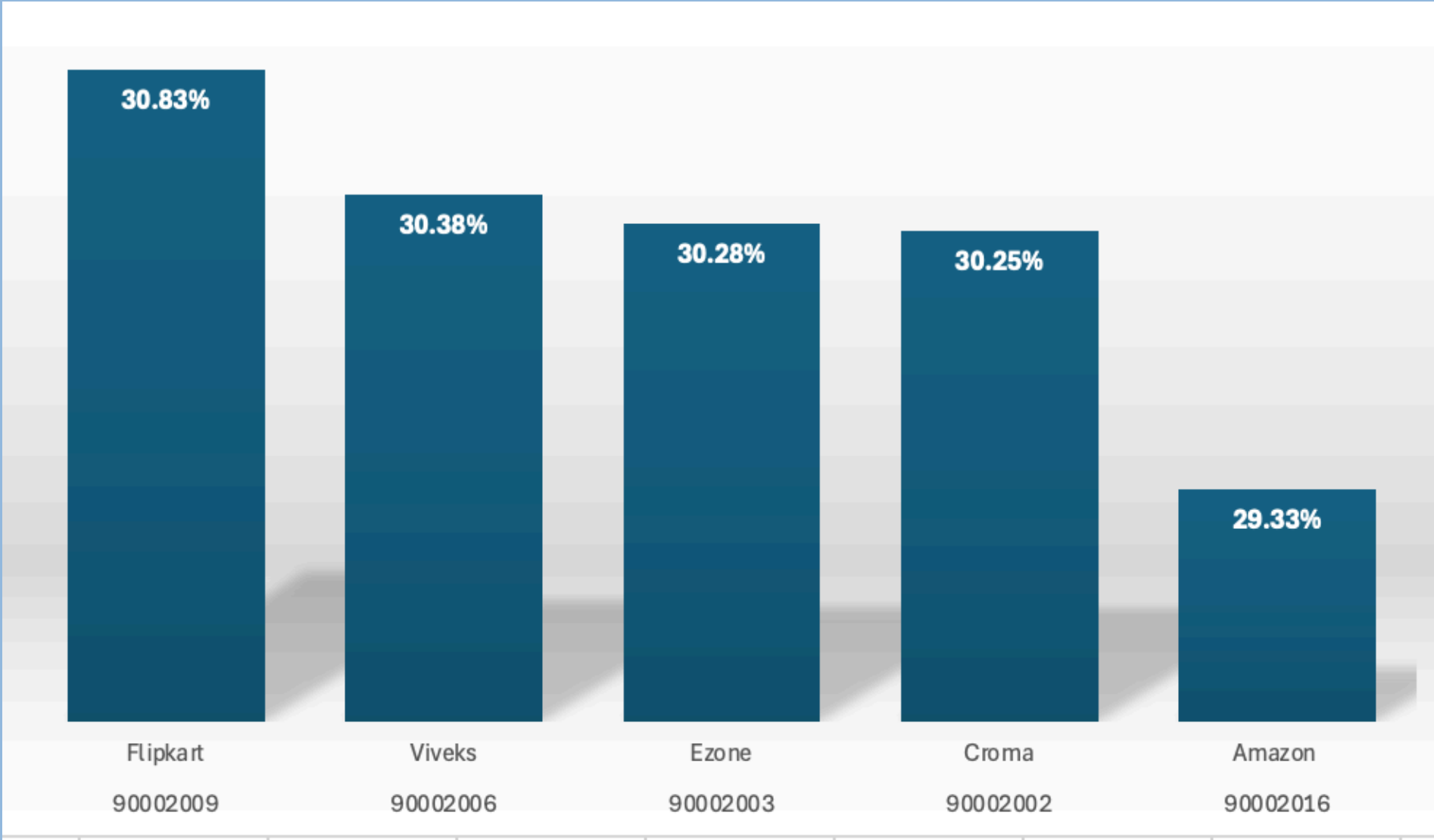
AQ HOME Allin1 Gen 2

$0.89

AQ Master wired x1 Ms

Insight: The desktop product AQ HOME Allin1 Gen 2 has the highest manufacturing cost at $240.54, while the mouse AQ Master wired x1 Ms has the lowest at $0.89, showing significant cost variation by product type.

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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

customer_code	customer	average_discount_percent...
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

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

Insight: Flipkart received the highest average pre-invoice discount at 30.83%, followed closely by Viveks, Ezone, and Croma with discounts around 30%. Amazon received slightly lower discounts at 29.33%. This indicates key customers benefit from significant price incentives.

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

Month	Year	Gross_sales_amou...
November	2020	20464999.10
October	2020	13218636.20
December	2020	12944659.65
January	2021	12399392.98
September	2020	12353509.79
May	2021	12150225.01
March	2021	12144061.25
July	2021	12092346.32
February	2021	10129735.57
June	2021	9824521.01
November	2019	7522892.56
April	2021	7311999.95
August	2021	7178707.59
October	2019	5135902.35
December	2019	4830404.73
January	2020	4740600.16
September	2019	4496259.67
February	2020	3996227.77
August	2020	2786648.26
July	2020	2551159.16
June	2020	1695216.60
May	2020	783813.42
April	2020	395035.35
March	2020	378770.97

Gross_sales_amount
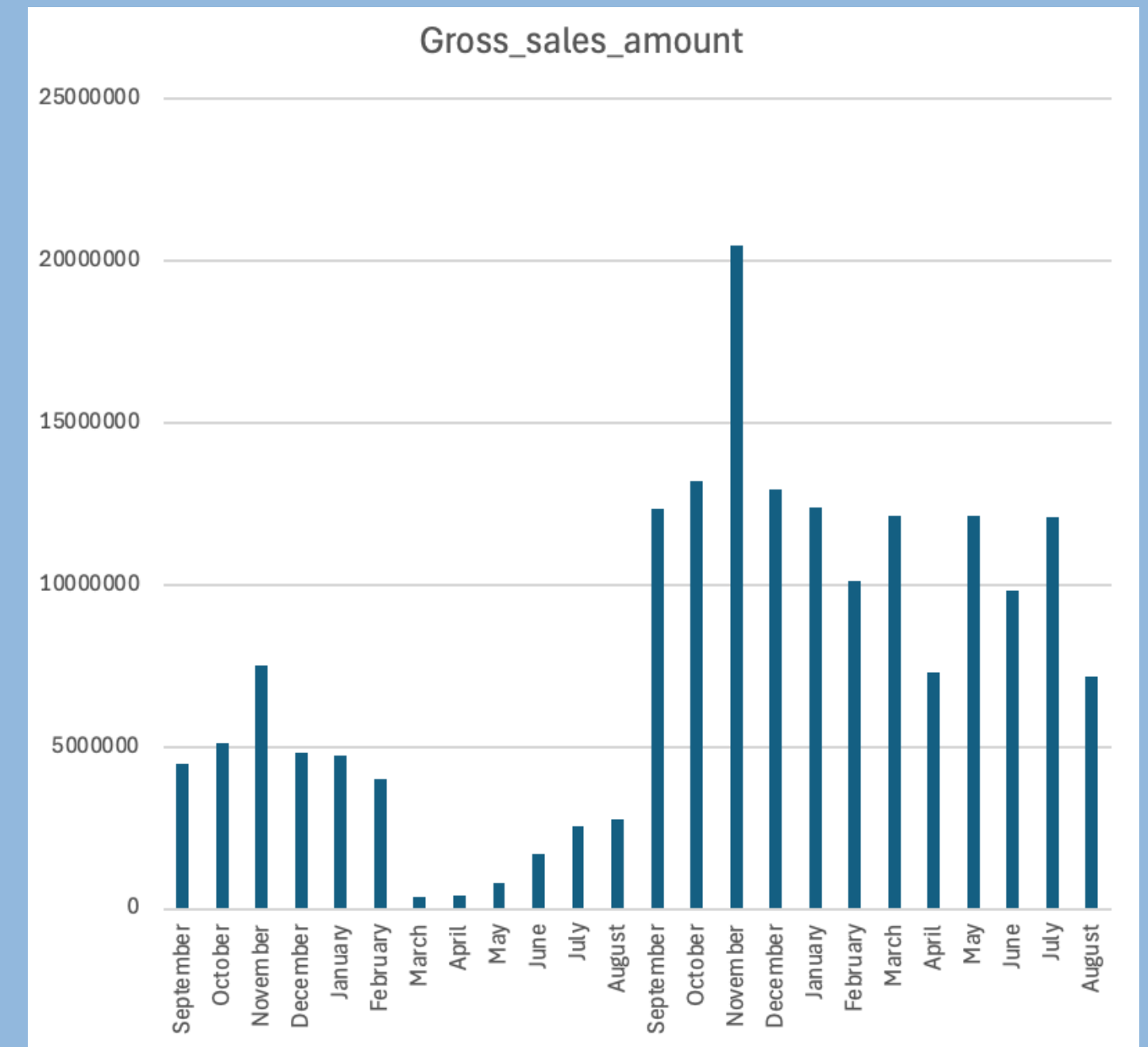
Insight: Sales dipped in early 2020, with the lowest in March–April. Peak performance was in November 2020 (₹20M+), followed by consistently high sales in early to mid-2021, indicating strong recovery and growth.

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

quarter	total_sold_quantity
Q1	14476194

Insight: Q1 of 2020 recorded the highest total sold quantity at 14.48 million units, indicating strong demand in the early part of the year.

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

channel	gross_price_mln	Percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30
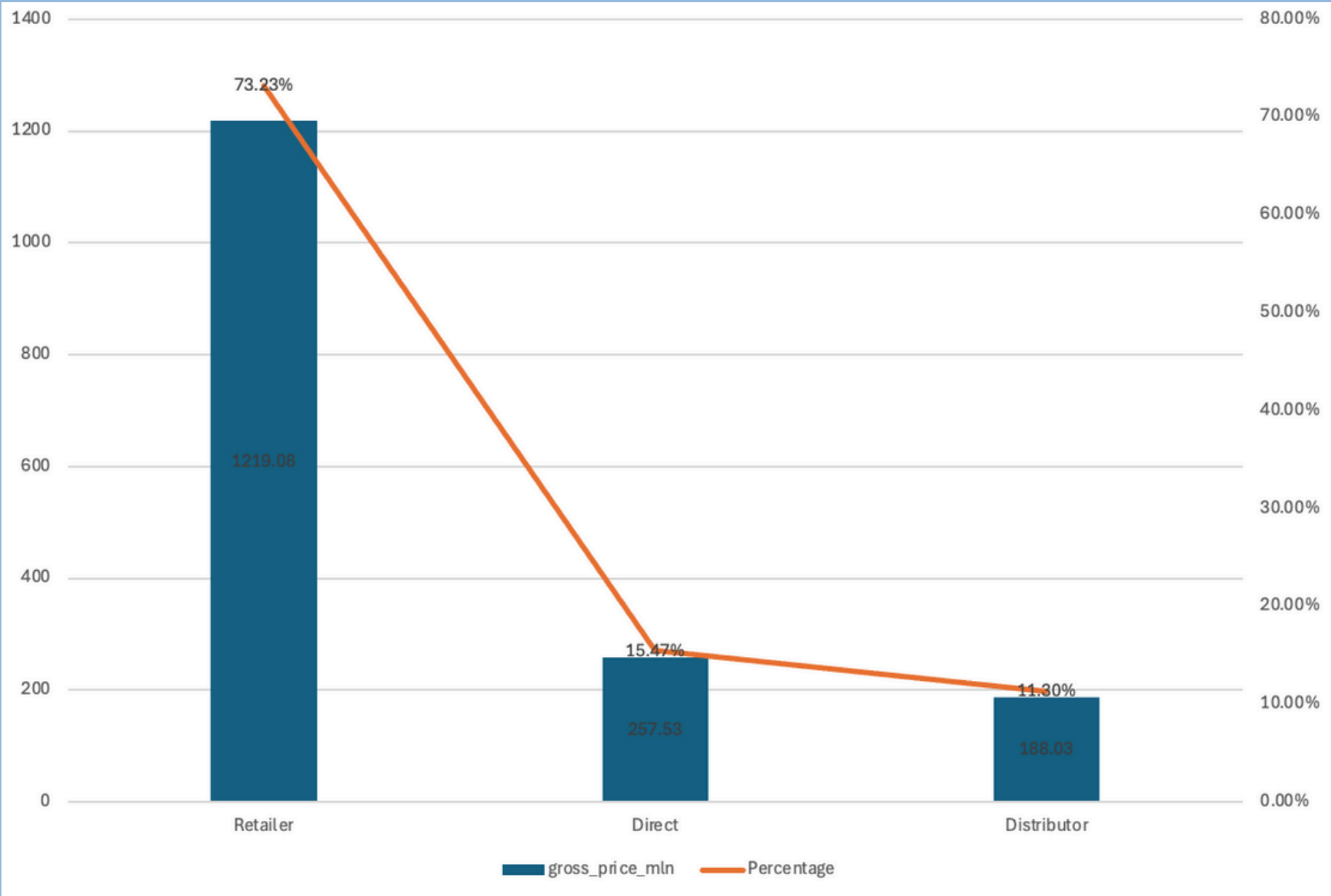
Insight: The Retailer channel contributed the highest to gross sales in FY 2021, generating $1219.08 million, which accounts for a dominant 73.23% of total sales.
This indicates that retailers were the primary revenue drivers compared to Direct and Distributor[12] channels.

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

division	product_code	product	total_sold_quantity	rnk_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

Insight: Top-selling products in FY 2021 highlight the N&S division's strength in premium USB flash drives, while P&A's success came from standard and plus variant gaming mouse. The PC division's top notebooks featured a mix of standard and premium designs catering to varied customer preferences.