



ATLIQ HARDWARES

AD_HOC INSIGHTS
CONSUMER GOODS

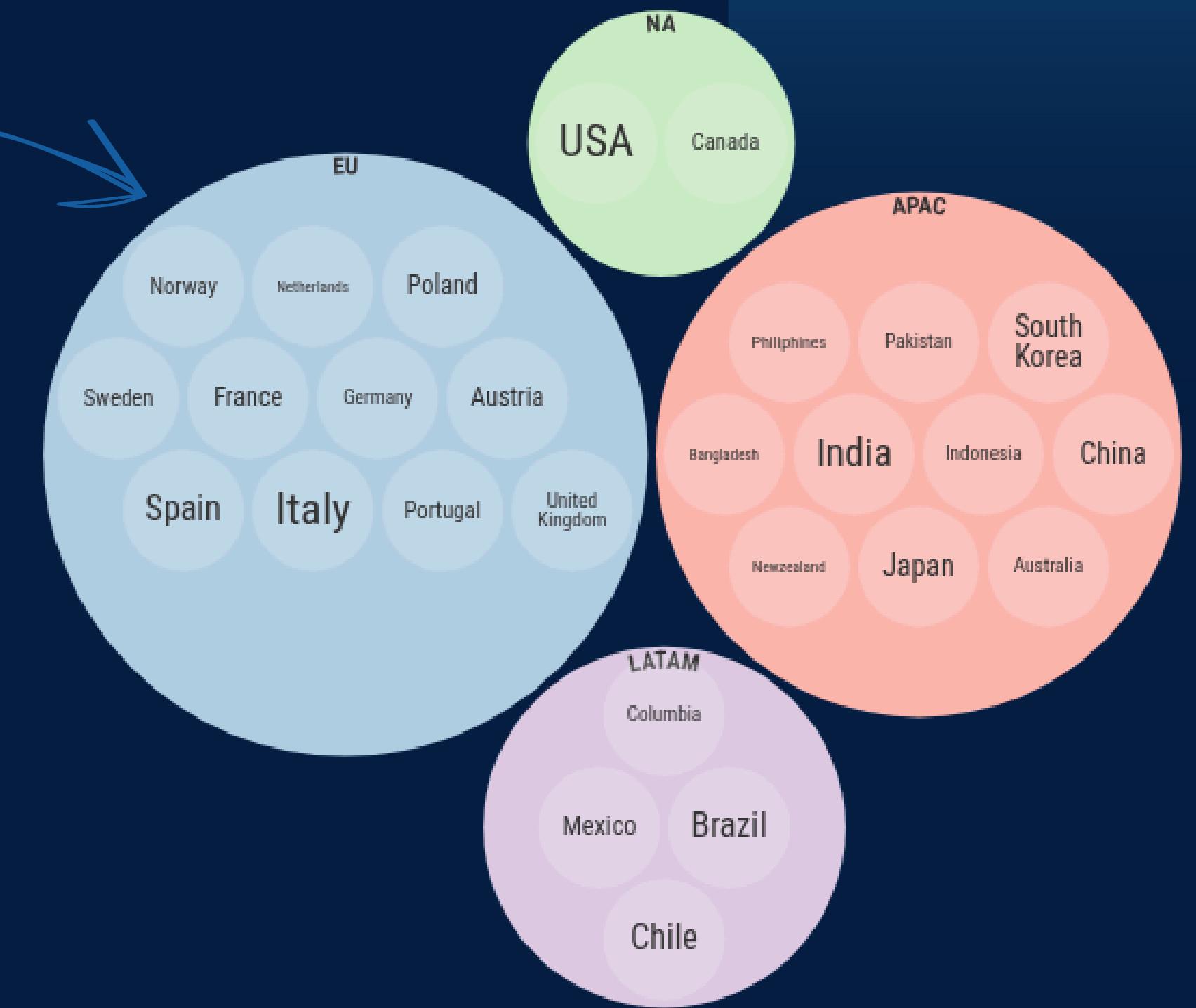
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About AtliQ Hardwares

- AtliQ Hardwares is one of the leading hardware manufacturing companies.
- The company specializes in a wide range of products including:
 - Accessories
 - Networking equipment
 - Desktops
 - Peripherals
 - Storage devices
- It has a global customer base, serving markets across multiple regions.

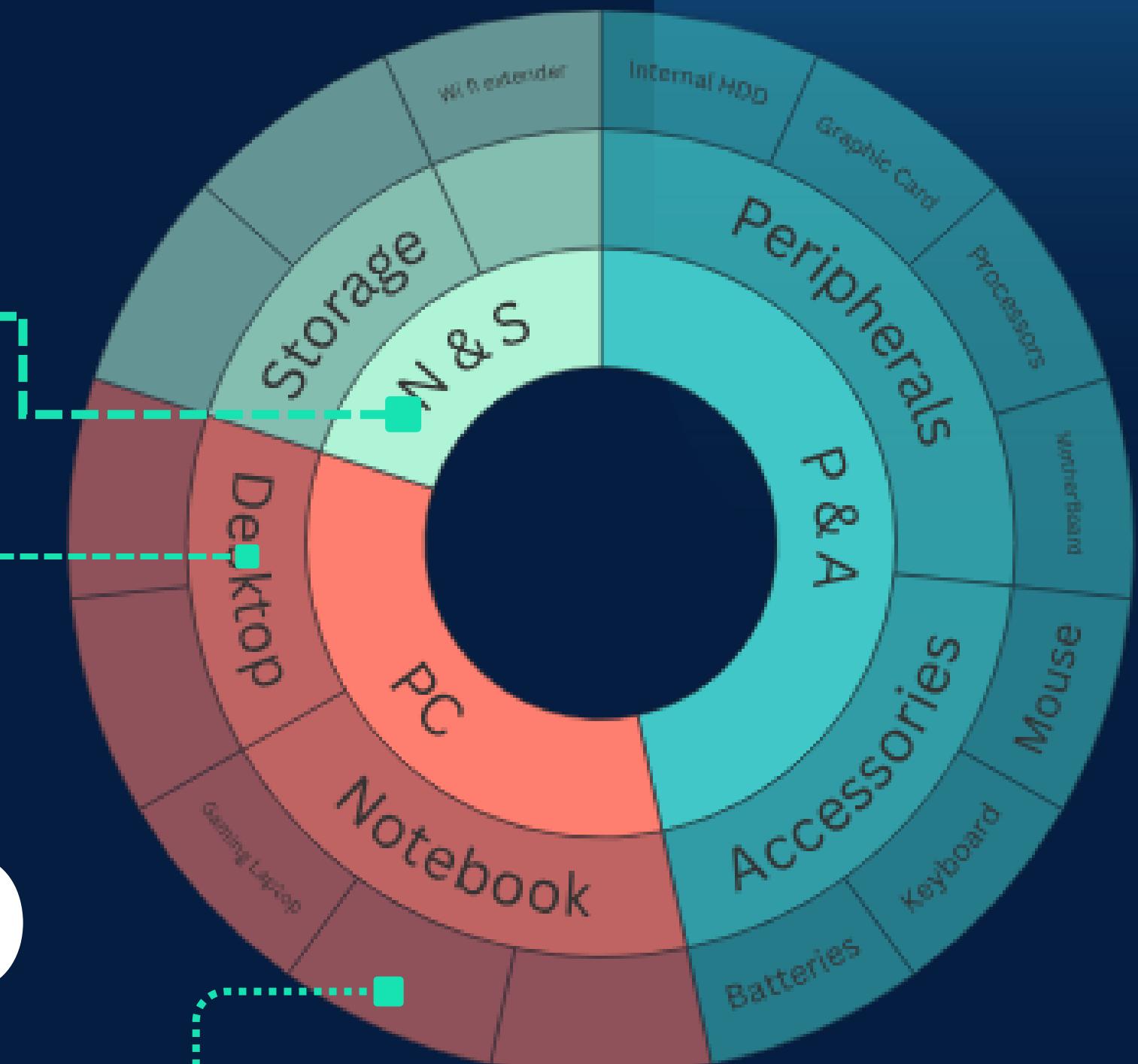
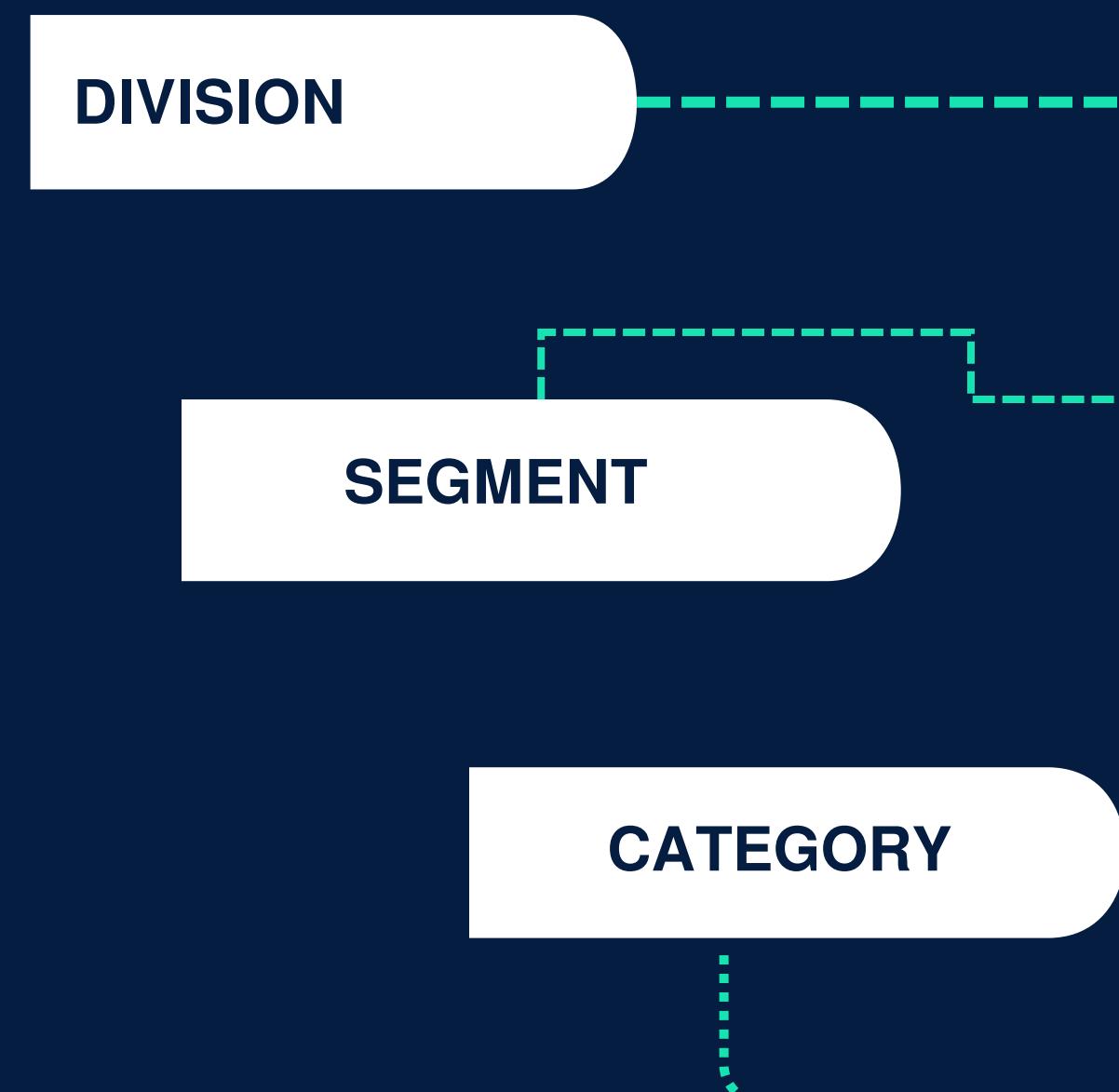
AtliQ Hardwares: Global Presence

The company has expanded its operations into 4 major regions and currently serves 27 countries worldwide.

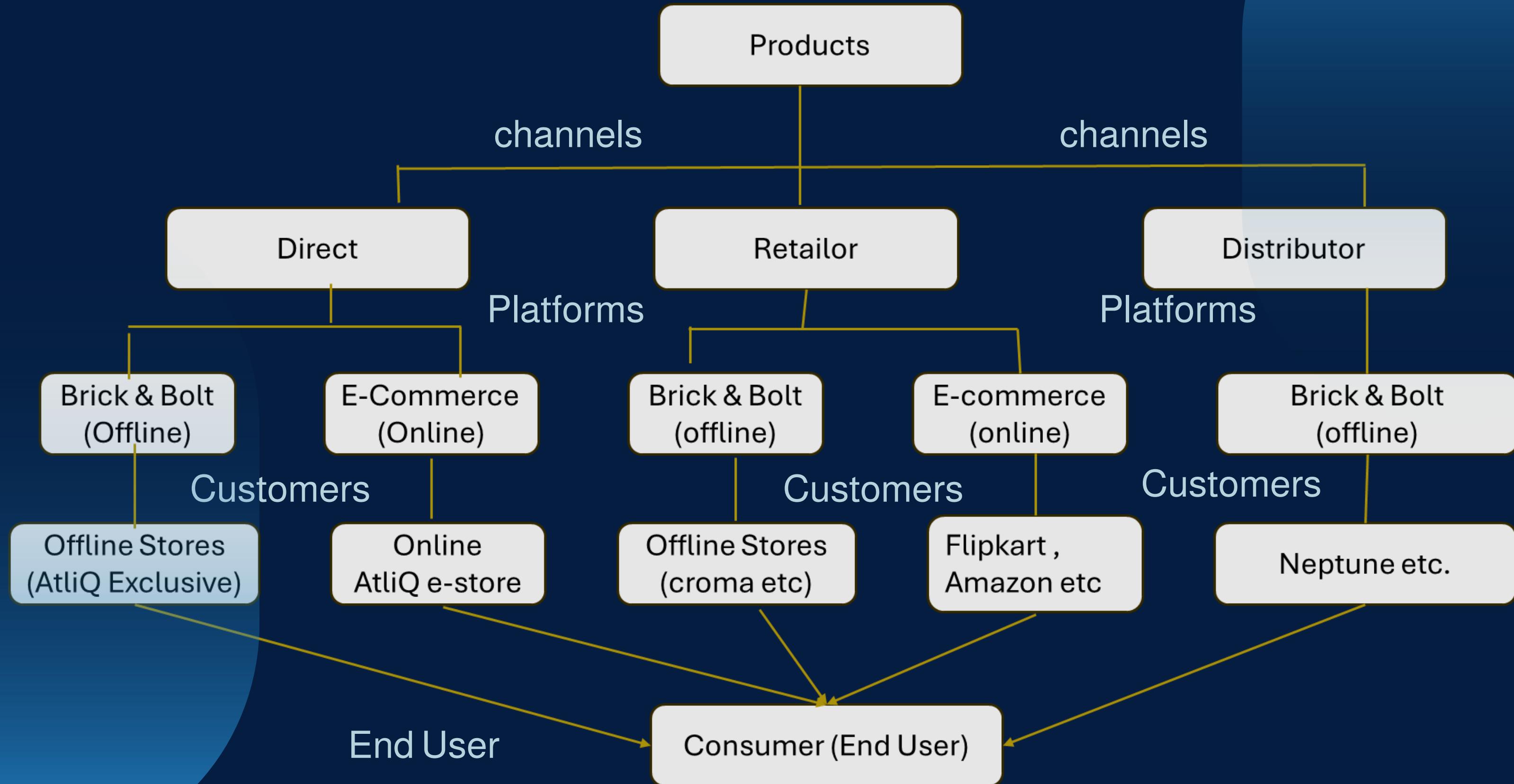


Lets Discusses About Products !!!

Here is the Products hierarchy



Production -to-end Consumer Flow Structure



Problem Statement

Atliq Hardwares, a leading computer hardware manufacturer with global presence, lacks timely and actionable business insights. The top management often faces delays in decision-making due to the absence of quick ad-hoc analysis from available data.

Objective

To address this gap, a data analysis project was initiated using SQL to solve 10 real-world ad-hoc business queries. The goal is to extract actionable insights that support executive decisions and showcase the impact of data-driven analysis.

ad-hoc-requests

Requests:

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

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

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

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

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

product_code
product
manufacturing_cost

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`

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

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

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

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

01

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

KEY POINTS

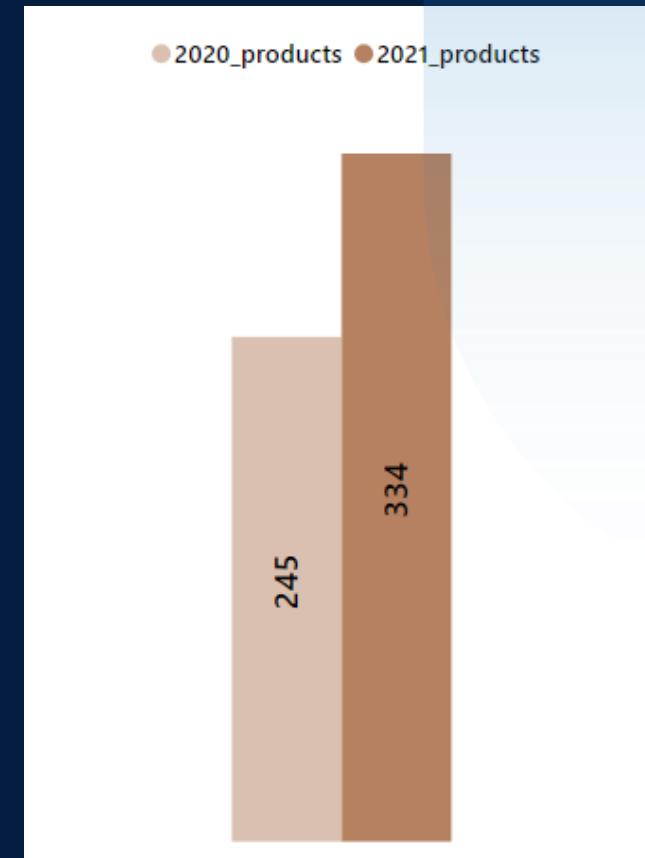
AtliQ Hardwares is present in 10 APAC countries, and '**AtliQ Exclusive**' is available in 8 of them

AtliQ Hardware has a global presence across 27 countries. Among these, **AtliQ Exclusive** stores operate in 16 countries — with 8 located in the APAC region alone — highlighting the brand's strong footprint in this Region

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

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

2020_products	2021_products	Growth pct
245	334	▲ 36.33%



KEY POINTS

AtliQ Hardware has introduced 36% more new products, increasing the total count from 245 in 2020 to 334 in 2021

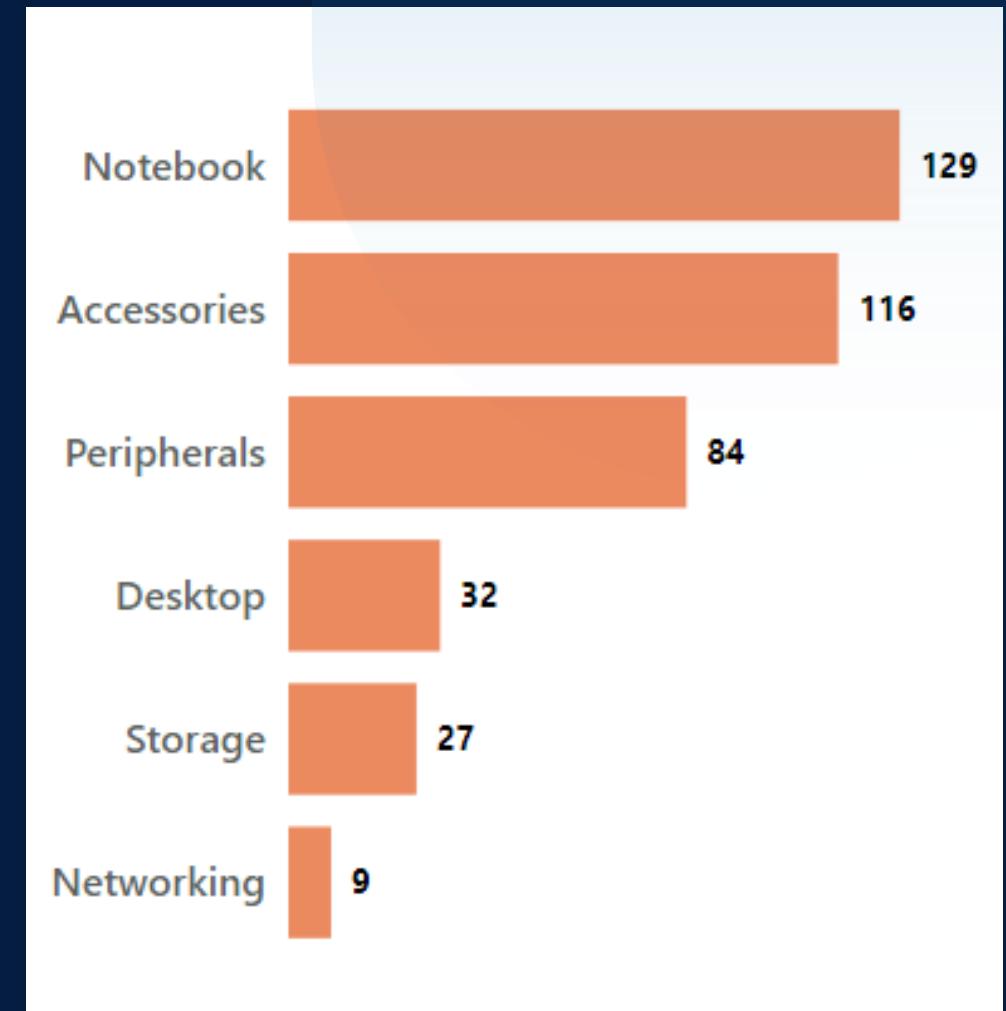
03

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

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

KEY POINTS

The company has a strong market presence in the notebook, accessories, and peripherals segments, offering unique products. However, it needs to strengthen its position in the desktop, storage, and networking segments.



04

Which segment had the most increase in unique products in 2021 vs 2020?

segment,product_count_2020,product_count_2021,difference

segment	2020_products	2021_products	difference	Variance %
Accessories	69	103	34	49.28%
Notebook	92	108	16	17.39%
Peripherals	59	75	16	27.12%
Desktop	7	22	15	214.29%
Storage	12	17	5	41.67%
Networking	6	9	3	50.00%
Total	245	334	89	36.33%



KEY POINTS

In the Accessories segment, they introduced 34 new products, marking a 49% growth compared to last year. This has helped strengthen their new product portfolio in accessories. In the Desktop segment, they launched 15 new products — a massive 210% increase from last year , bringing the total to 22. Network and Peripherals segments showed decent growth, while Storage and Networking still require significant improvement.

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

product_code product manufacturing_cost

product_code	product	min_Max_Cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

Min Cost

\$0.89



Mouse

Maximum Cost

\$240.54



Personal Desktop

KEY POINTS

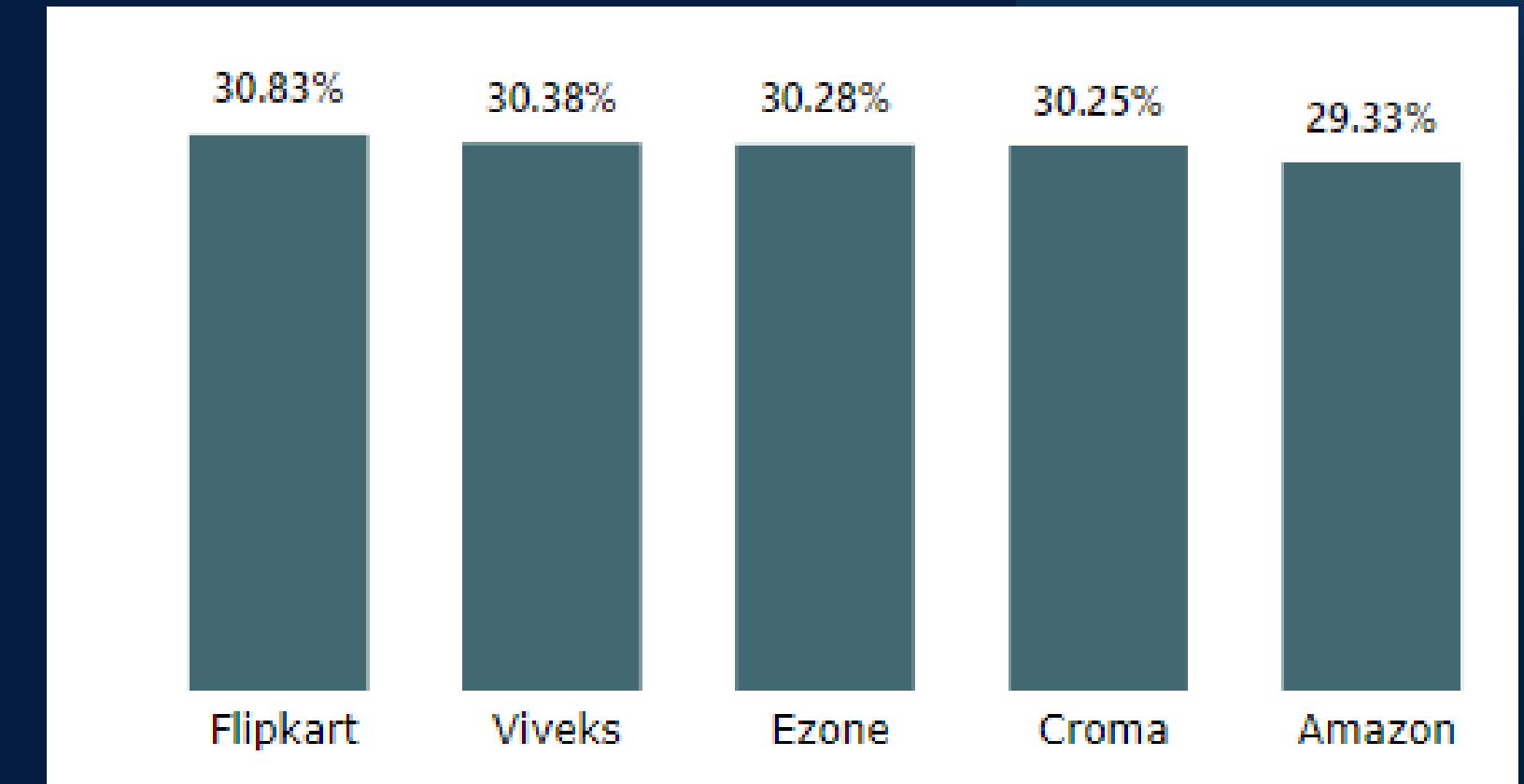
Minimum Cost : AQ Master wired x1 Ms from mouse Category has the lowest Manufacturing price

Maximum Cost: AQ HOME Allin1 Gen 2 from Personal Desktop has the Highest Manufacturing price

06

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.

customer_code	customer	avg_disc_pct
90002009	Flipkart	0.31
90002002	Croma	0.30
90002003	Ezone	0.30
90002006	Viveks	0.30
90002016	Amazon	0.29

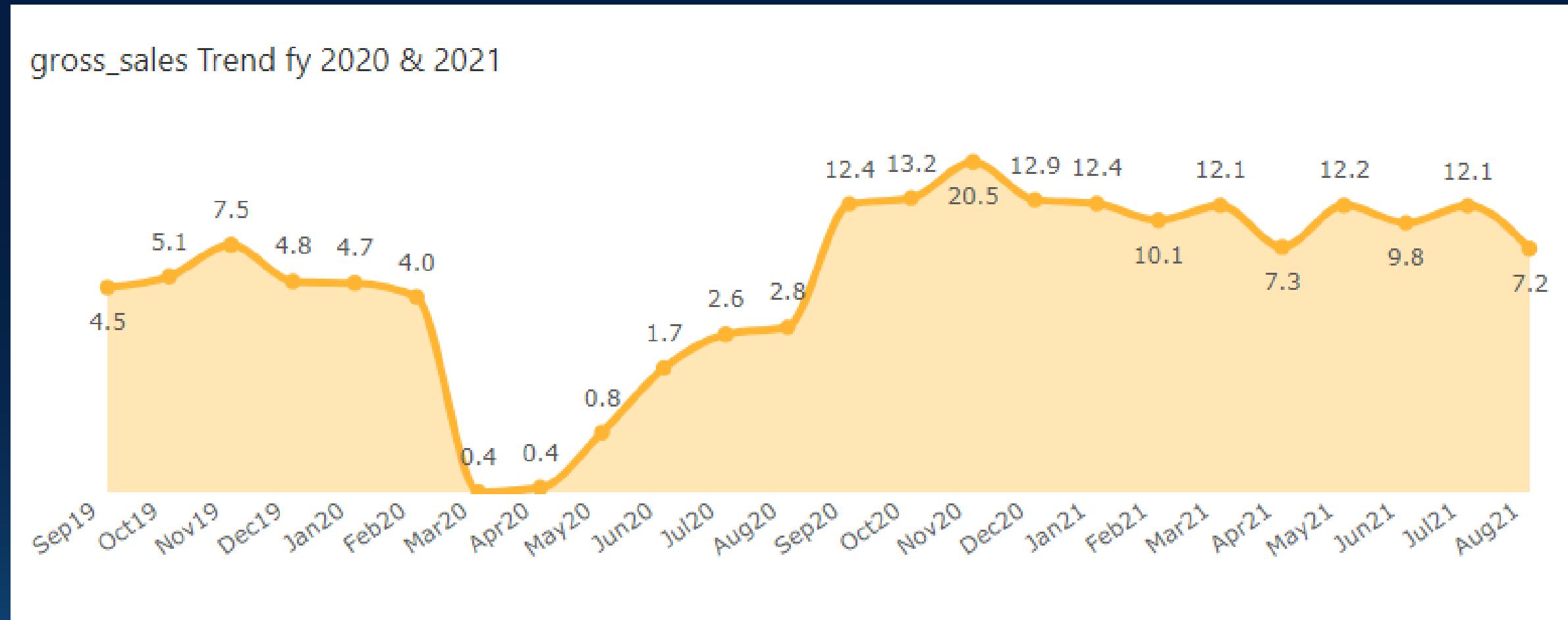


KEY POINTS

In the Indian market, there are a total of 16 customers. Among them, the top 5 customers have received the highest pre-invoice discounts, with Flipkart leading at 31% followed by Croma

07

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.



mmyy	fiscal_year	gross_sales(M)
Sep19	2020	4.50
Oct19	2020	5.14
Nov19	2020	7.52
Dec19	2020	4.83
Jan20	2020	4.74
Feb20	2020	4.00
Mar20	2020	0.38
Apr20	2020	0.40
May20	2020	0.78
Jun20	2020	1.70
Jul20	2020	2.55
Aug20	2020	2.79
Sep20	2021	12.35
Oct20	2021	13.22
Nov20	2021	20.46
Dec20	2021	12.94
Jan21	2021	12.40
Feb21	2021	10.13
Mar21	2021	12.14
Apr21	2021	7.31
May21	2021	12.15
Jun21	2021	9.82
Jul21	2021	12.09
Aug21	2021	7.18
Total	48492	181.52

KEY POINTS

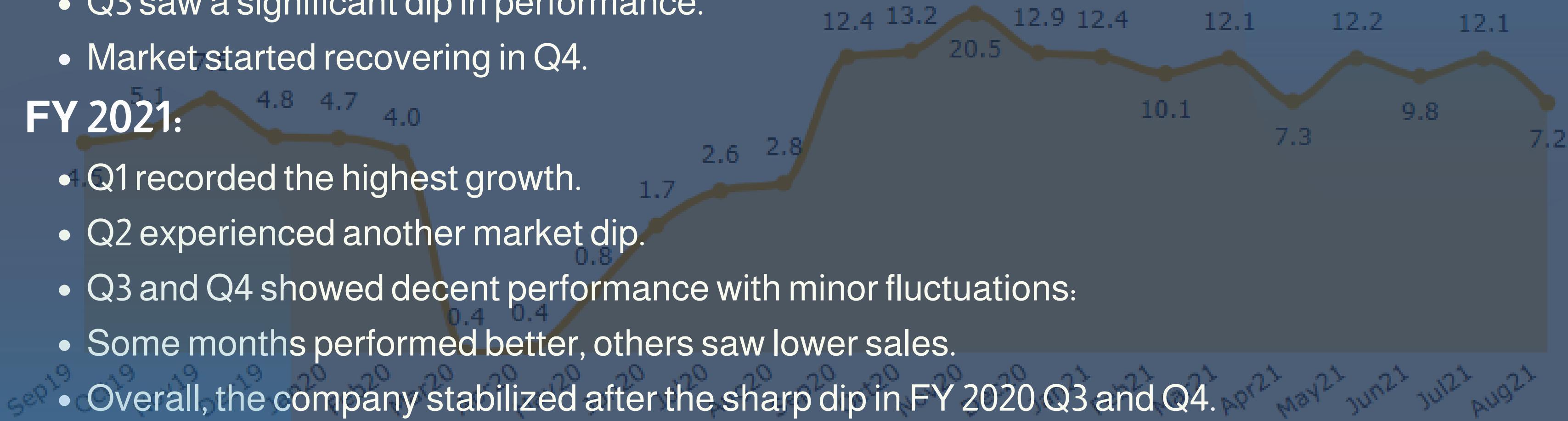
FY 2020:

gross_sales Trend fy 2020 & 2021

- Sales were steady in Q1 and Q2.
- Q3 saw a significant dip in performance.
- Market started recovering in Q4.

FY 2021:

- Q1 recorded the highest growth.
- Q2 experienced another market dip.
- Q3 and Q4 showed decent performance with minor fluctuations.
- Some months performed better, others saw lower sales.
- Overall, the company stabilized after the sharp dip in FY 2020 Q3 and Q4.



AtliQ Hardware Financial year : September -August

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In which quarter of 2020, got the maximum total_sold_quantity?

The final output contains these fields Quarter total_sold_quantity

KEY POINTS

- The company started strong in Q1 with a quantity of 7.01 million.
- Q2 saw a slight decline to 6.65 million.
- There was a significant dip in Q3, dropping to 2.08 million.
- Q4 showed slight recovery, reaching 5.04 million.

Quarter	Quantity
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04
Total	20.78

Fiscal Year: september -august, Q1: sept-oct-nov, Q2: dec-jan-feb, Q3:mar-apr-may, Q4: jun-july-Aug

09

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

KEY POINTS

CHANNEL	PCT_CONTRIBUTION
Distributor	11.30%
Direct	15.47%
Retailer	73.23%

- AtliQ Hardware uses three distribution channels: Retailers, Direct Sales, and Distributors.
- **Retailers** contribute the highest share with **73.23%** of total sales.
- **Direct Sales** account for **15.47%**.
- **Distributors** contribute the remaining **11.30%**.

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	Division	product_code	Total_quantity	Rank
AQ Pen Drive 2 IN 1	N & S	A6720160103	701373	1
AQ Pen Drive DRC	N & S	A6818160202	688003	2
AQ Pen Drive DRC	N & S	A6819160203	676245	3
AQ Gamers Ms	P & A	A2319150302	428498	1
AQ Maxima Ms	P & A	A2520150501	419865	2
AQ Maxima Ms	P & A	A2520150504	419471	3
AQ Digit	PC	A4218110202	17434	1
AQ Velocity	PC	A4319110306	17280	2
AQ Digit	PC	A4218110208	17275	3
Total			3385444	18

KEY POINTS

The top 3 best-selling products from each segment have been identified based on total quantity sold across

- Network & Storage
- Peripherals&Accessories
- and Personal Computers.

THANK YOU