



ATLIQ HARDWARES

CONSUMER GOODS AD-HOC INSIGHTS

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INTRODUCTION

Atliq Hardware, stands out as a major computer hardware manufacture in India and has a robust global presence. Atliq Hardware is eager to evaluate the overall performance of the year 2021 in comparison to the preceding year 2020.

BUSINESS PROBLEM

Despite their vigorous expansion endeavors, the management noticed that they do not get enough insights to make quick and smart data-informed decisions for the next year so they're eager to understand variations in sales figures, market segment, and customer behaviors between the two years.

GOAL

Leveraging historical sales data and customer insights, Atlia's executive management team aims to identify trends, patterns, and areas of opportunity.

Despite its prominence, the management recognizes a need for more timely and informed decisions backed by data insights.

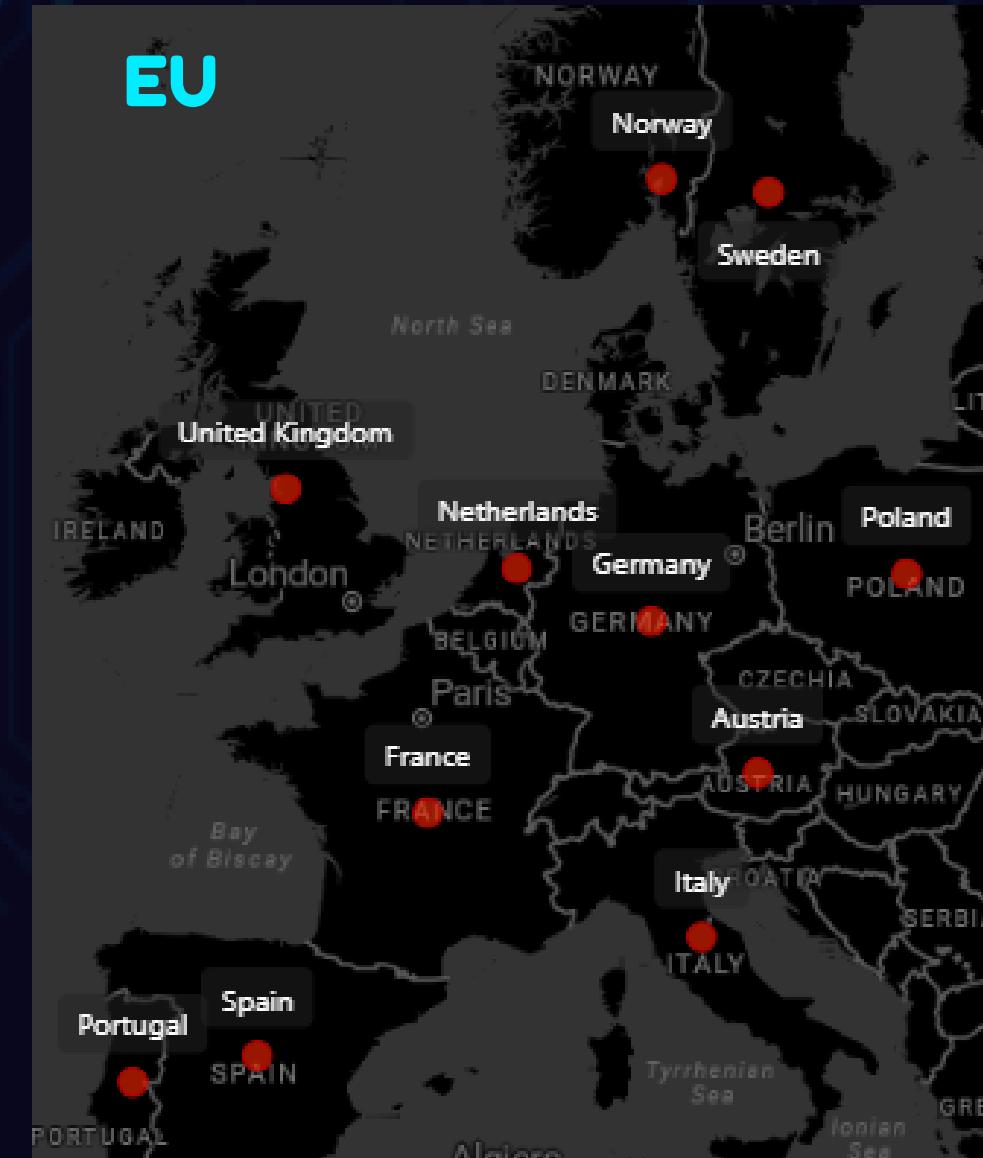
There's a strategic initiative to enhance the data analytics team by onboarding junior data analysts.

In order to evaluate potential candidates comprehensively, the Director of Data Analytics, plans to organize a SQL challenge. This challenge will assess both technical skills and soft skills.

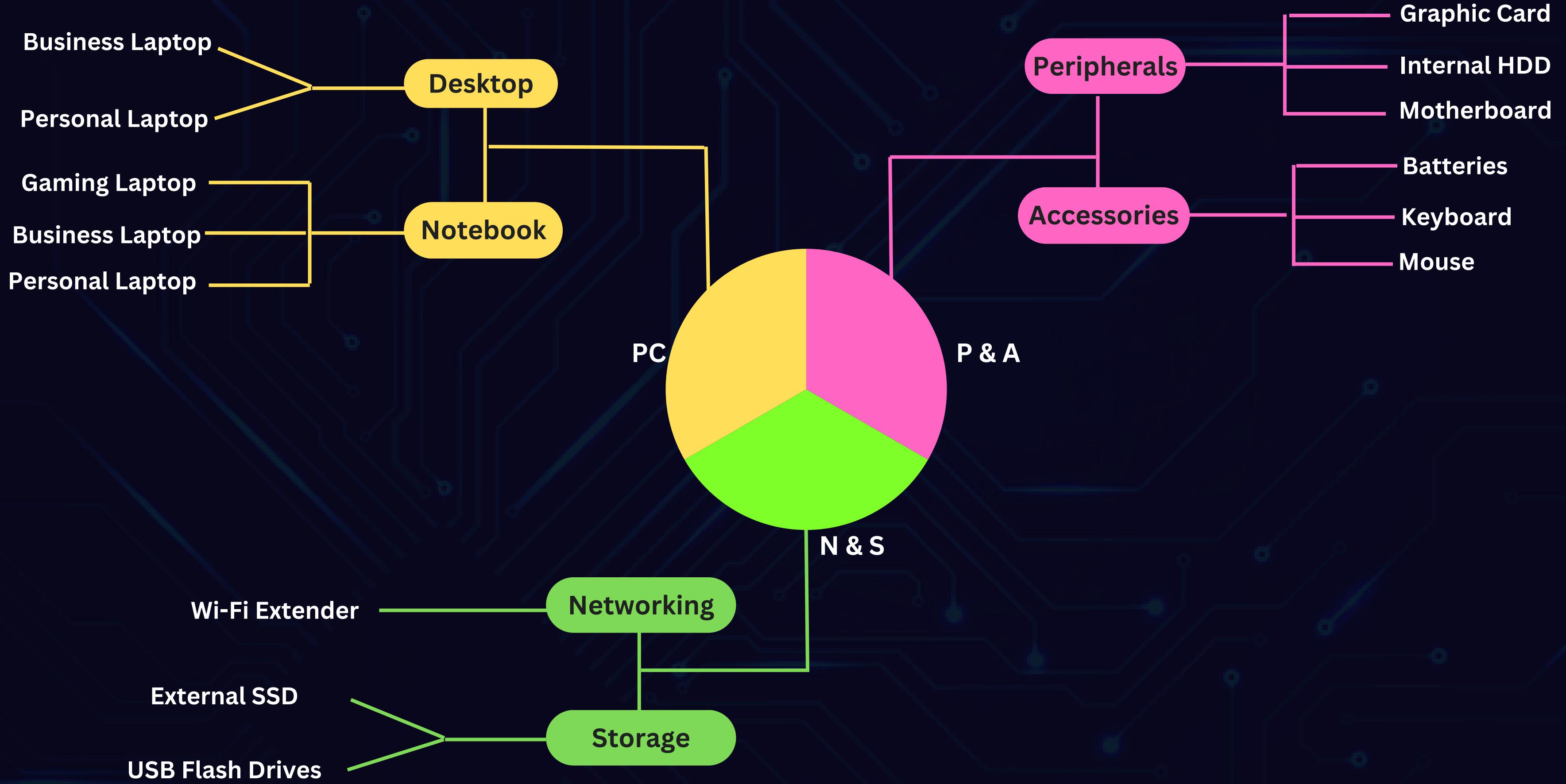
The company has identified 10 ad-hoc requests for which they are seeking valuable insights.

After this analysis, they seek to gain actionable insights that will drive strategic decision-making and enhance overall performance in the next year.

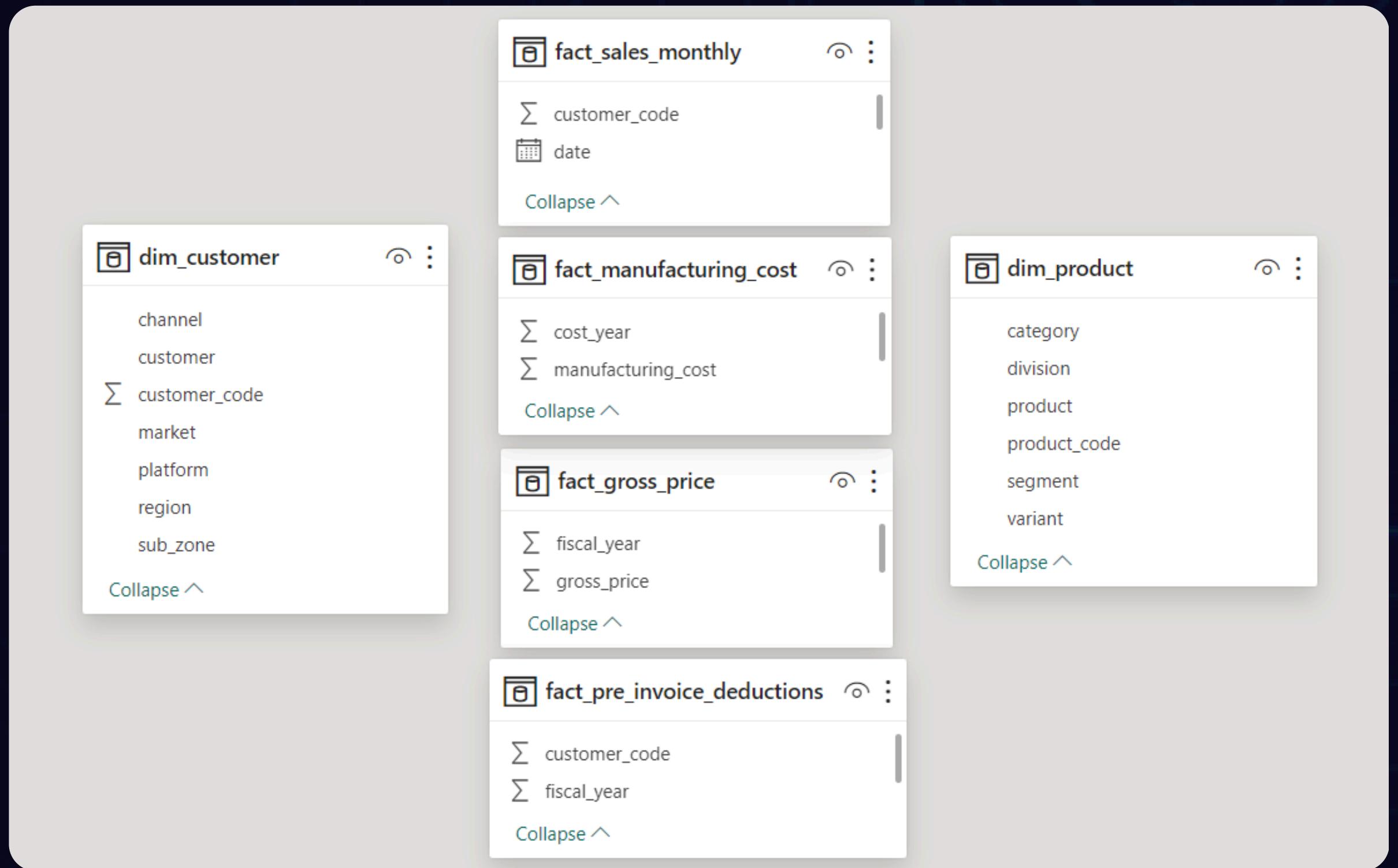
ATLIQ HARDWARE MARKETS



ATLIQ HARDWARE'S PRODUCT LINE



INPUT DATA



The input dataset comprises sales information for the fiscal years 2020 and 2021, complemented by various dimension tables such as customer details, product details, and more.

AD-HOC REQUESTS **ALONG WITH THE**

- Queries Results
- Visualizations with charts
- Insights & Recommendations

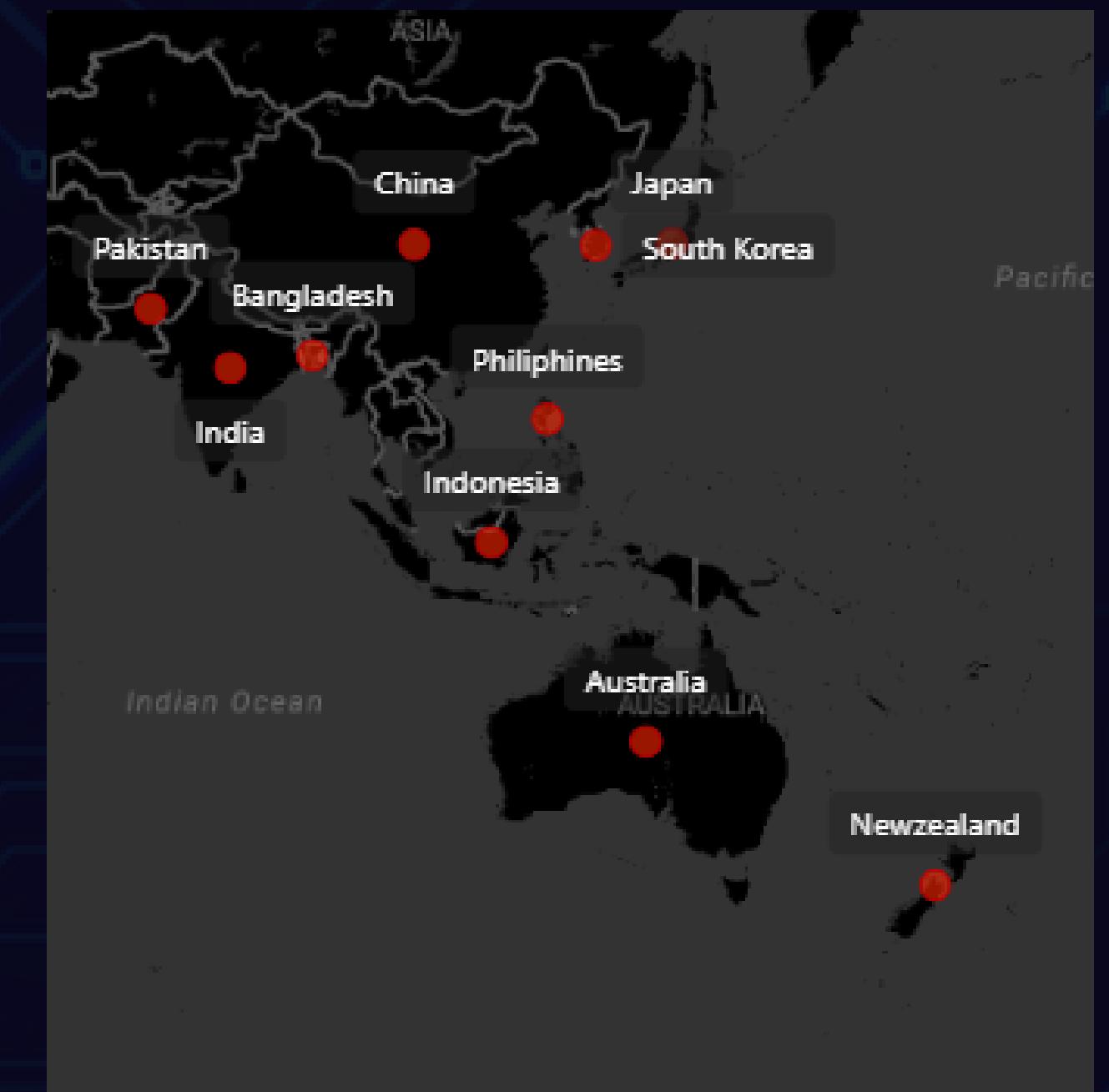


REQUEST - 1

Provide the list of markets in which customer “AtliQ Exclusive” operates its business in the APAC region.

OUTPUT

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



INSIGHTS

According to the first request, Atliq Exclusive has established a presence in eight key markets within the APAC region.

REQUEST - 2

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

The final output contains these fields,

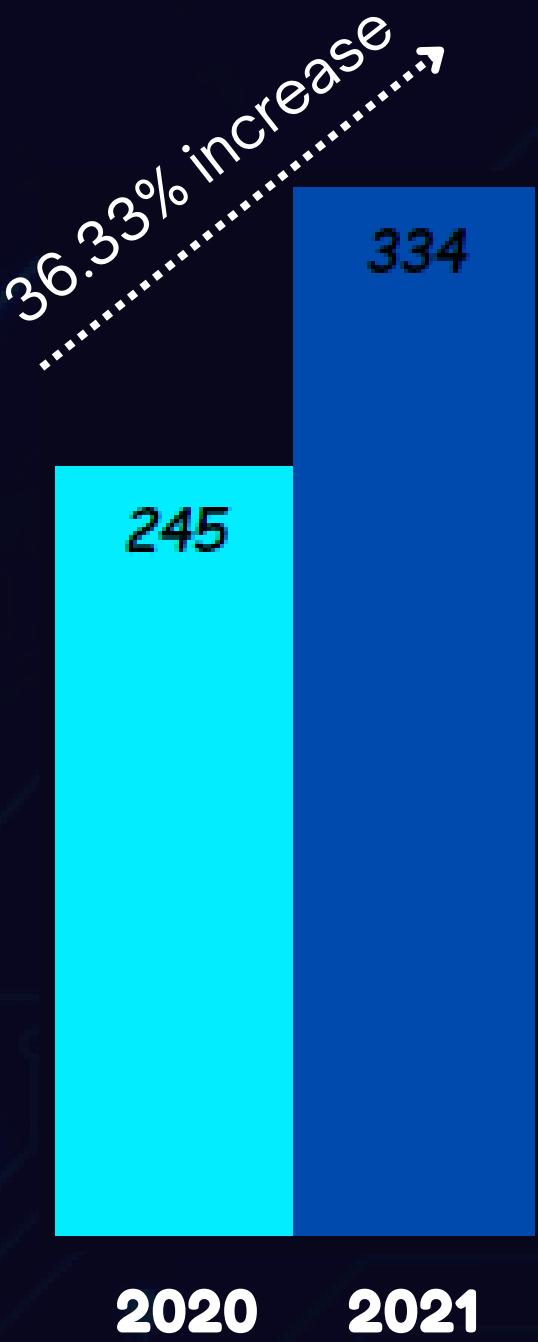
unique_products_2020

unique_products_2021

percentage_chg

OUTPUT

	unique_product_2020	unique_product_2021	percentage_chg
▶	245	334	36.3265



INSIGHTS

In the fiscal year 2020, we had a total of 245 unique products. This number rose to 334 in the fiscal year 2021, marking a 36% increase.

REQUEST - 3

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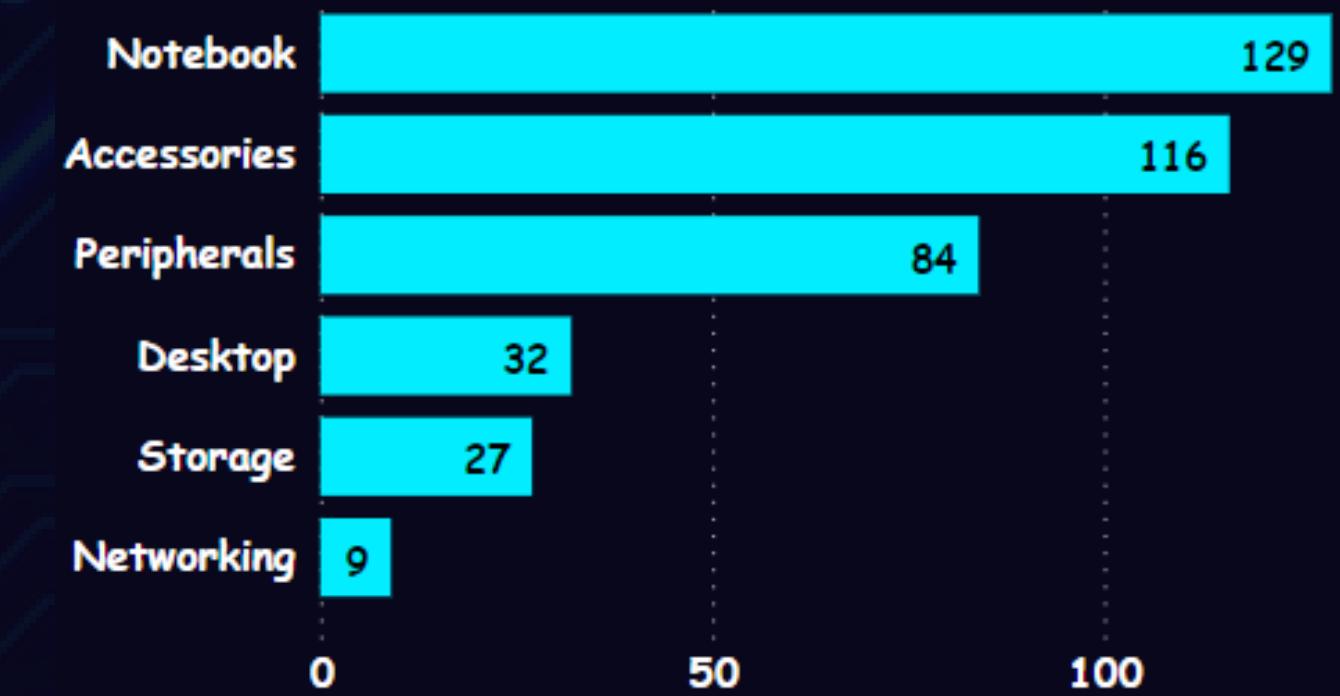
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final report contains 2 fields,

segment

product_count

OUTPUT

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



INSIGHTS

- Atliq Hardware offers a wide range of products in the Notebook, Peripherals, and Accessories categories.
- Strategically, there is a need to expand the product portfolio within the Desktop, Storage, and Networking sectors.
- To achieve this, Atliq Hardware has the opportunity to introduce popular products in these specific markets.

REQUEST - 4

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

OUTPUT

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

Segment	Product_count	Product_count	Difference
	2021	2020	
Networking	9	6	3 ↑
Storage	17	12	5 ↑
Desktop	22	7	15 ↑
Peripherals	75	59	16 ↑
Accessories	103	69	34 ↑
Notebook	108	92	16 ↑

INSIGHTS

In 2021, Atliq Hardware primarily focused on expanding its presence in the accessories market, introducing a total of 34 new accessory products to the market.

REQUEST - 5

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

The final output should contain these fields,

product_code

product

manufacturing_cost

OUTPUT

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

Highest Manufacturing Cost Product

204\$



A6120110206

AQ HOME ALLIEN1 GEN 2
PERSONAL DESKTOP

Lowest Manufacturing Cost Product

0.8\$



A2118150101

AQ MASTER WIRED X1 MS
MOUSE

REQUEST - 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 should contain these fields,

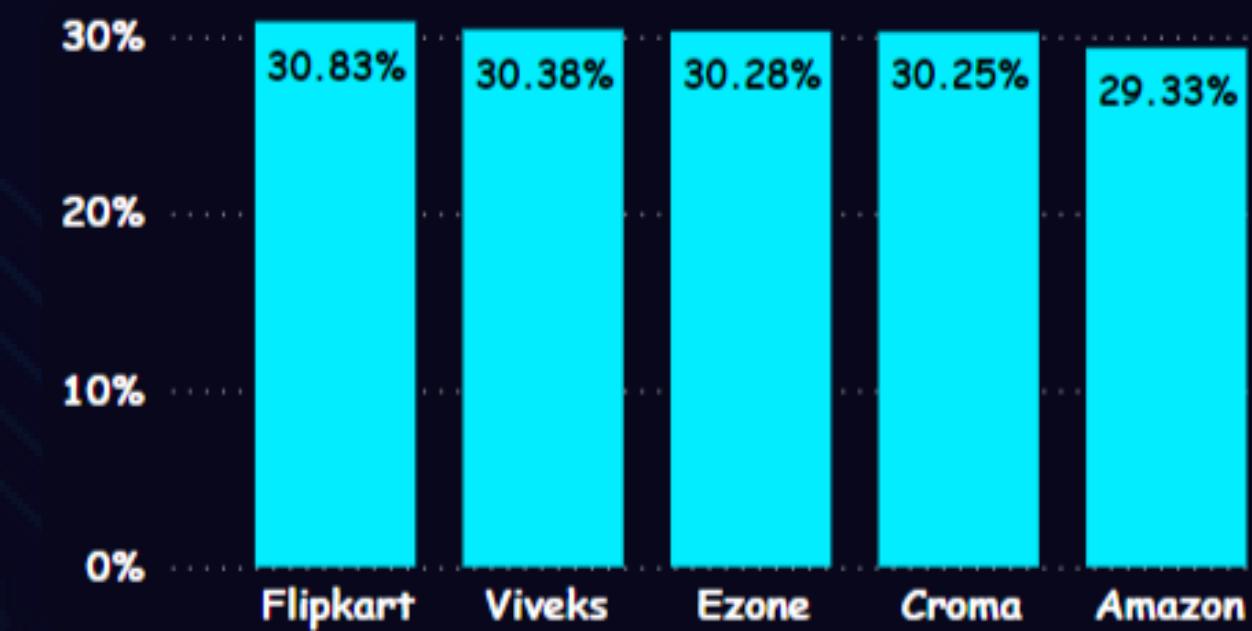
customer_code

customer

average_discount_percentage

OUTPUT

	customer_code	customer	average_discount_per
▶	90002009	Flipkart	0.30830000
	90002006	Viveks	0.30380000
	90002003	Ezone	0.30280000
	90002002	Croma	0.30250000
	90002016	Amazon	0.29330000



INSIGHTS

Given that Flipkart is the top recipient of discounts in the Indian market, with a pre-invoice discount rate of 30.83%, Atliq offered nearly equivalent pre-invoice discount rates to each of its top 5% clients in 2021.

REQUEST - 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

OUTPUT



INSIGHTS

- Atliq Exclusive experienced peak sales in November 2020, while March 2020 saw the lowest sales figures.
- The drop in sales between March and August can be linked to the effects of COVID-19. However, there is a positive outlook as sales have steadily recovered since the pandemic, consistently exceeding the levels observed in 2020.

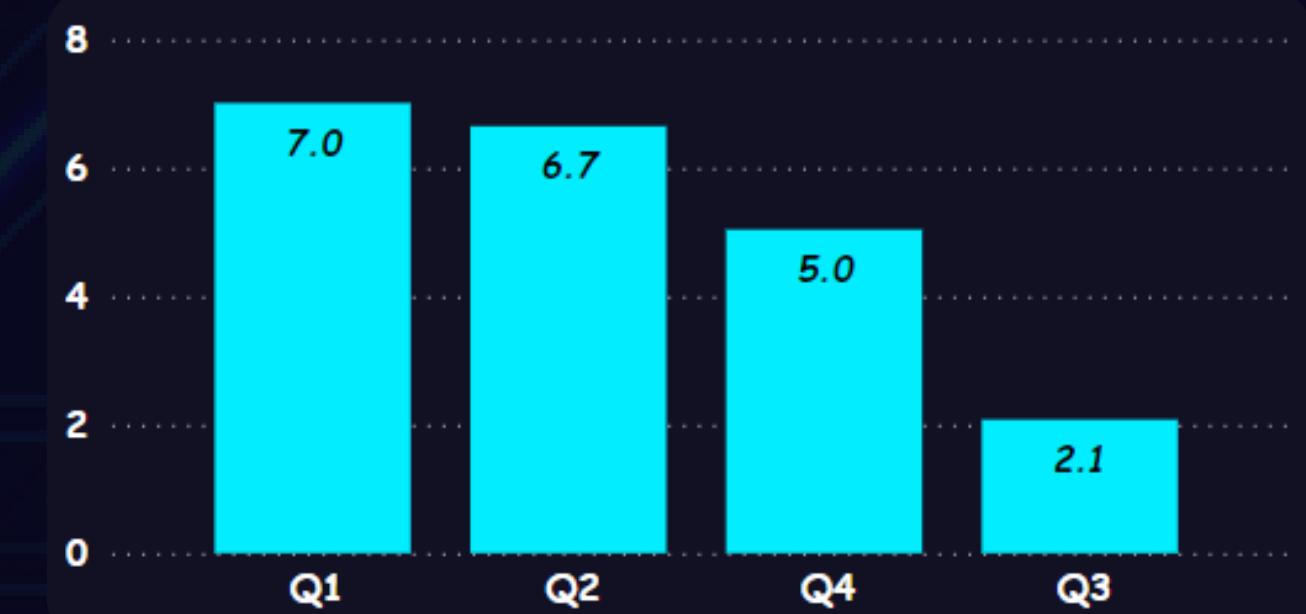
month	fiscal_year	gross_sales_amount
September (2019)	2020	9092670.3392
October (2019)	2020	10378637.5961
November (2019)	2020	15231894.9669
December (2019)	2020	9755795.0577
January (2020)	2020	9584951.9393
February (2020)	2020	8083995.5479
March (2020)	2020	766976.4531
April (2020)	2020	800071.9543
May (2020)	2020	1586964.4768
June (2020)	2020	3429736.5712
July (2020)	2020	5151815.4020
August (2020)	2020	5638281.8287
September (2020)	2021	19530271.3028
October (2020)	2021	21016218.2095
November (2020)	2021	32247289.7946
December (2020)	2021	20409063.1769
January (2021)	2021	19570701.7102
February (2021)	2021	15986603.8883
March (2021)	2021	19149624.9239
April (2021)	2021	11483530.3032
May (2021)	2021	19204309.4095
June (2021)	2021	15457579.6626
July (2021)	2021	19044968.8164
August (2021)	2021	11324548.3409

REQUEST - 8

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,
quarters
total_sold_quantity

OUTPUT

	Quarters	total_sold_quantity
▶	Q1	7.01
	Q2	6.65
	Q4	5.04
	Q3	2.08



INSIGHTS

- In the third quarter of the 2020 fiscal year (March, April, and May), during the height of COVID-19 and widespread lockdowns affecting businesses, the number of units sold dropped to 2.1 million.
- The fourth quarter marked as the maximum sold quantity in the fiscal year 2020.
- However, there was a big increase in demand for computer accessories during this time because many students started or continued doing their coursework online. This increased demand probably helped the sales start to recover early in the fourth quarter.

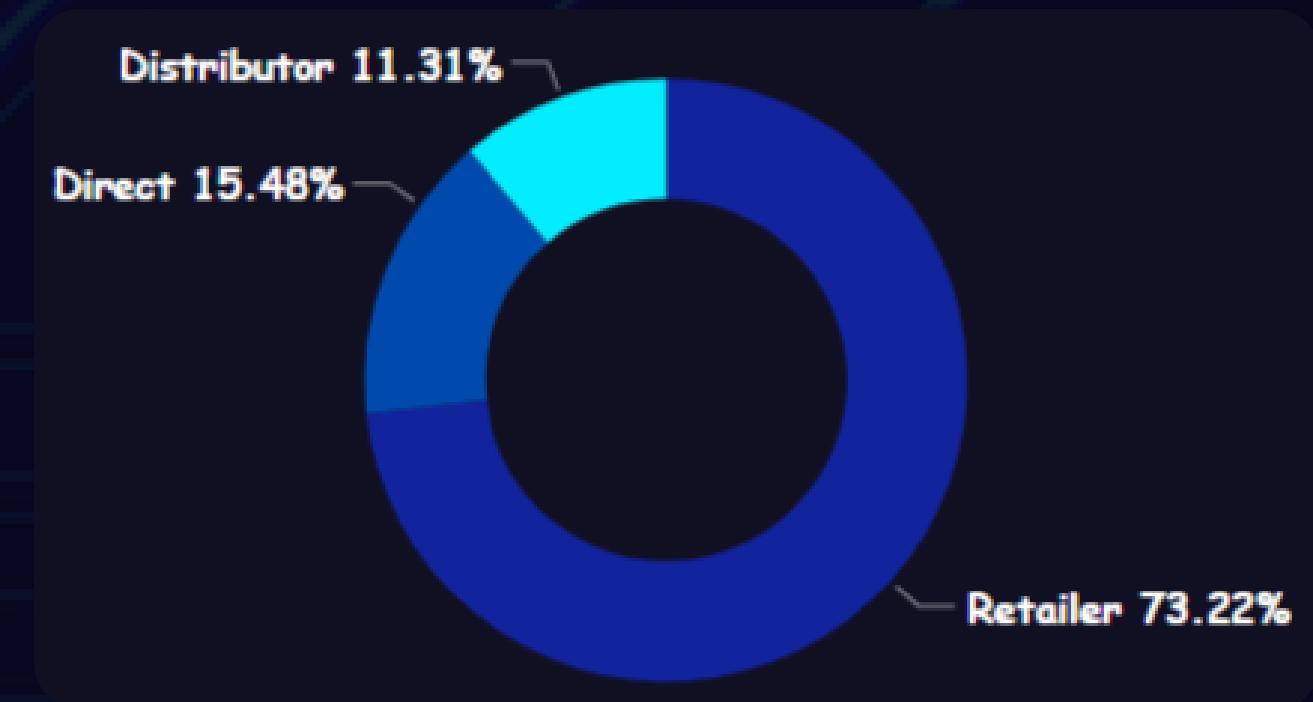
REQUEST - 9

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

OUTPUT

	channel	gross_sales_mln	percentage
▶	Direct	406.69	15.47
	Distributor	297.18	11.31
	Retailer	1924.17	73.22



INSIGHTS

A large 73% of Atliq's sales came from retailers, making up most of its overall sales. In comparison, sales through direct channels and distributors made up a smaller part of the total revenue.

REQUEST - 10

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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

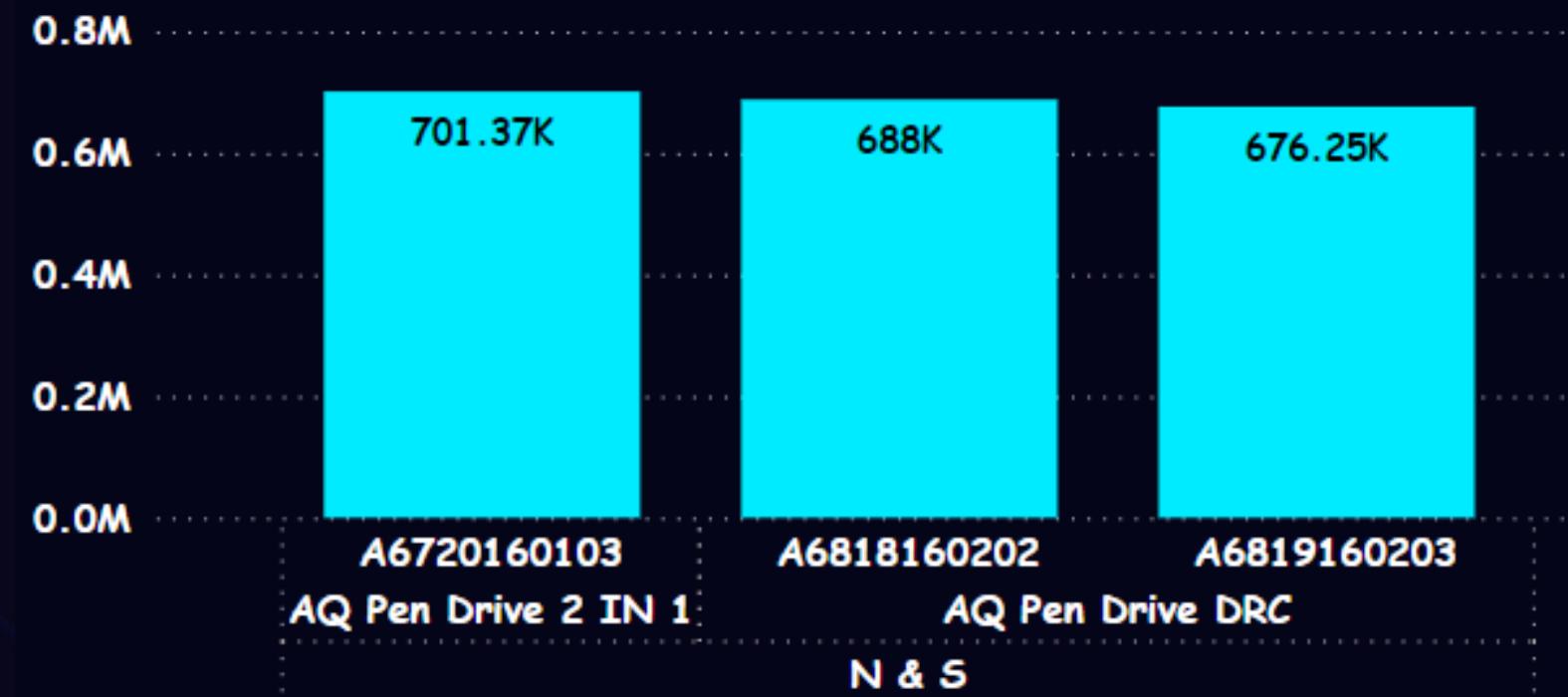
product

total_sold_quantity

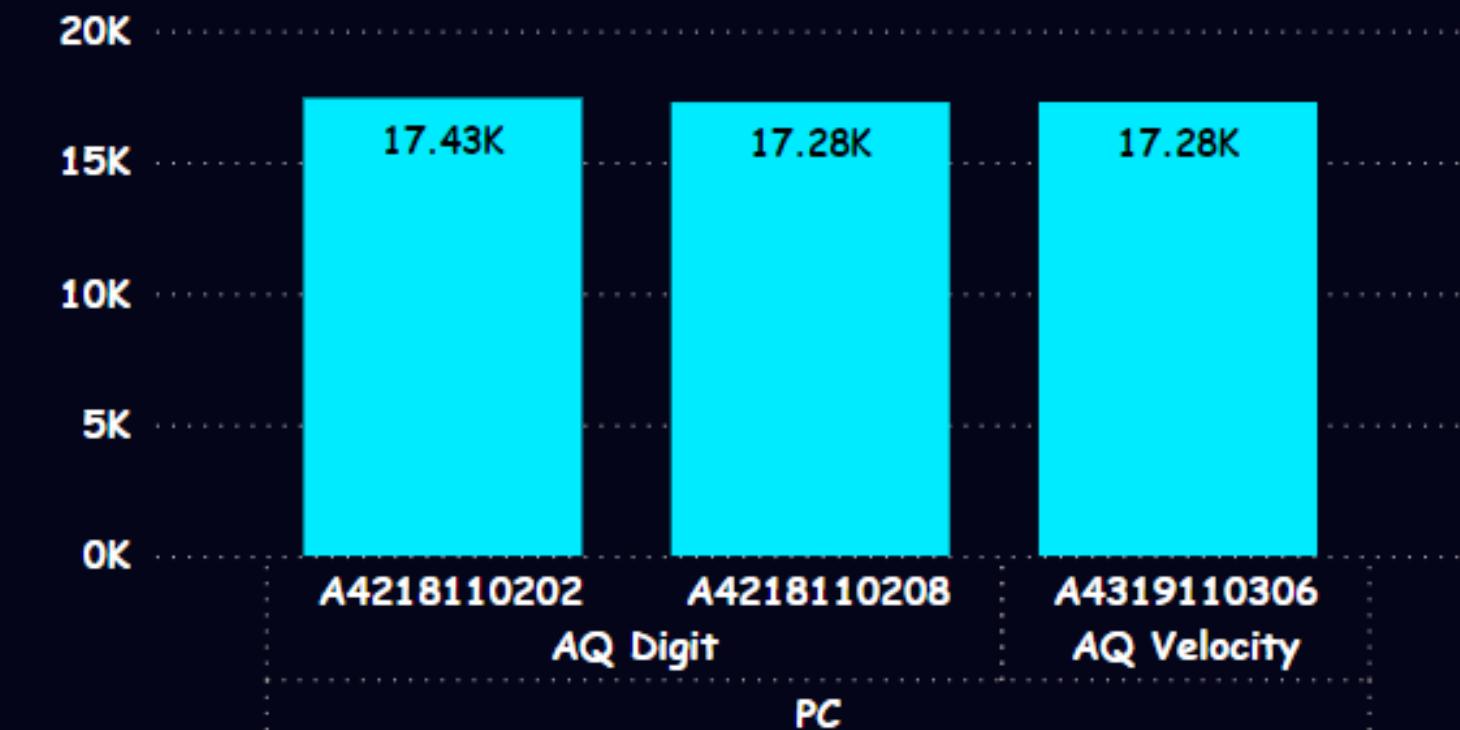
rank_order

OUTPUT

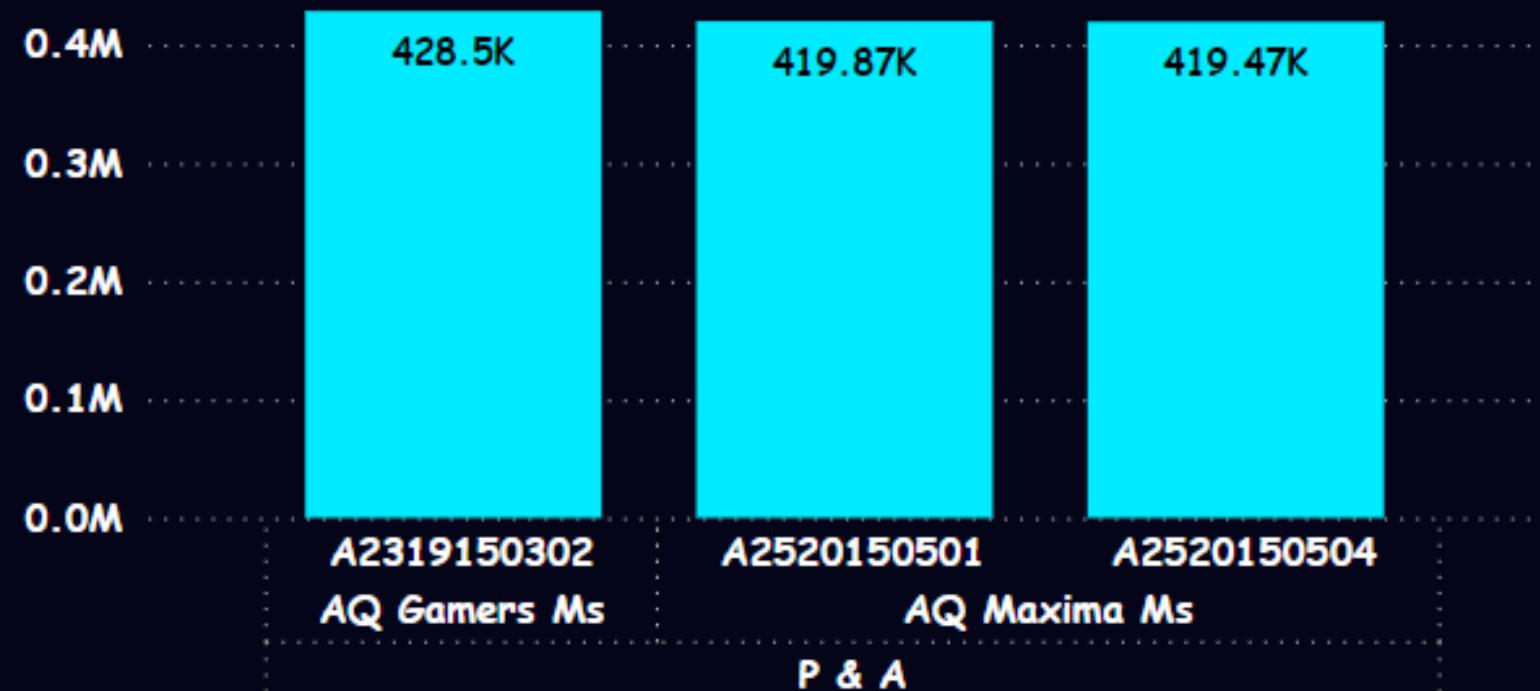
	division	product_code	product	total_sold_quantity	rnk
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110202	AQ Digit	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digit	17275	3



The three best-selling products in the N & S division were pen drives.



The three best-selling products in the PC division were laptops.



The three best-selling products in the NP & A division were pen mouse.

RECOMMENDATIONS FOR ENHANCING ATLIQ'S SALES PERFORMANCE

- Provide great customer service and build lasting relationships.
- Create an effective marketing strategy using different channels.
- Build a strong brand identity and share what makes you unique.
- Train your sales team to boost performance.
- Offer competitive prices and attractive promotions.
- Improve your products to meet market needs.
- Collect customer feedback to keep getting better.

THANK YOU

How to connect with me?

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