



Consumer Goods Ad-Hoc Insights



Designed by
[Archana B](#)





LET'S GET
STARTED!

AtliQ Business Model

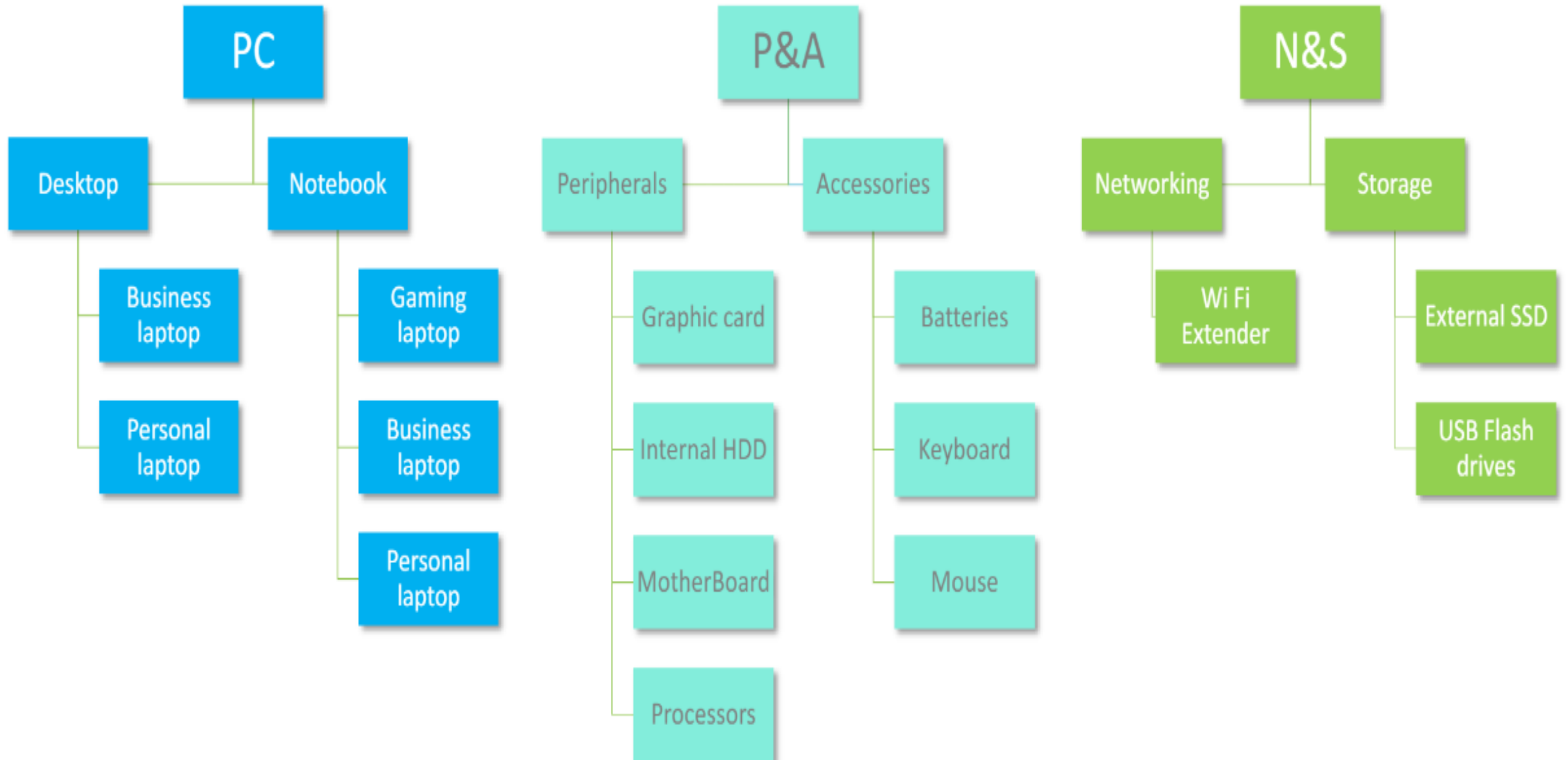
- AtliQ Hardwares (imaginary company) is one of the leading Computer hardware producers in India and well expanded in other countries too.
- AtliQ's Fiscal Year
(September 2019 – August 2019) – **FY 2020**
(September 2020 – August 2020) – **FY 2021**



AtliQ's Market



Division - Segment - Category



Problem Statement

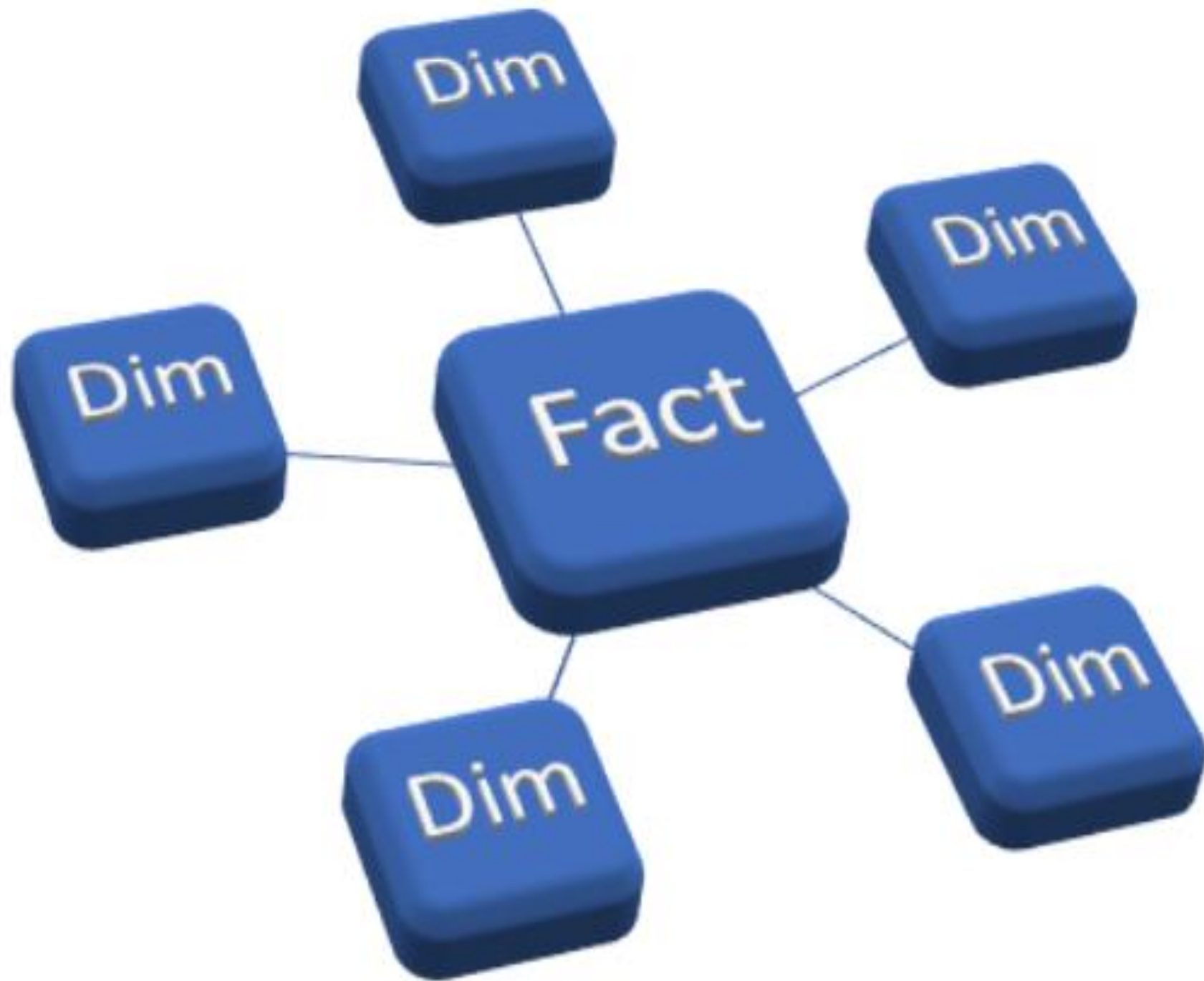
- Management noticed that they have insufficient insights to make quick and smart data-informed decisions. They want to expand their data analytics team by adding several junior data analysts.

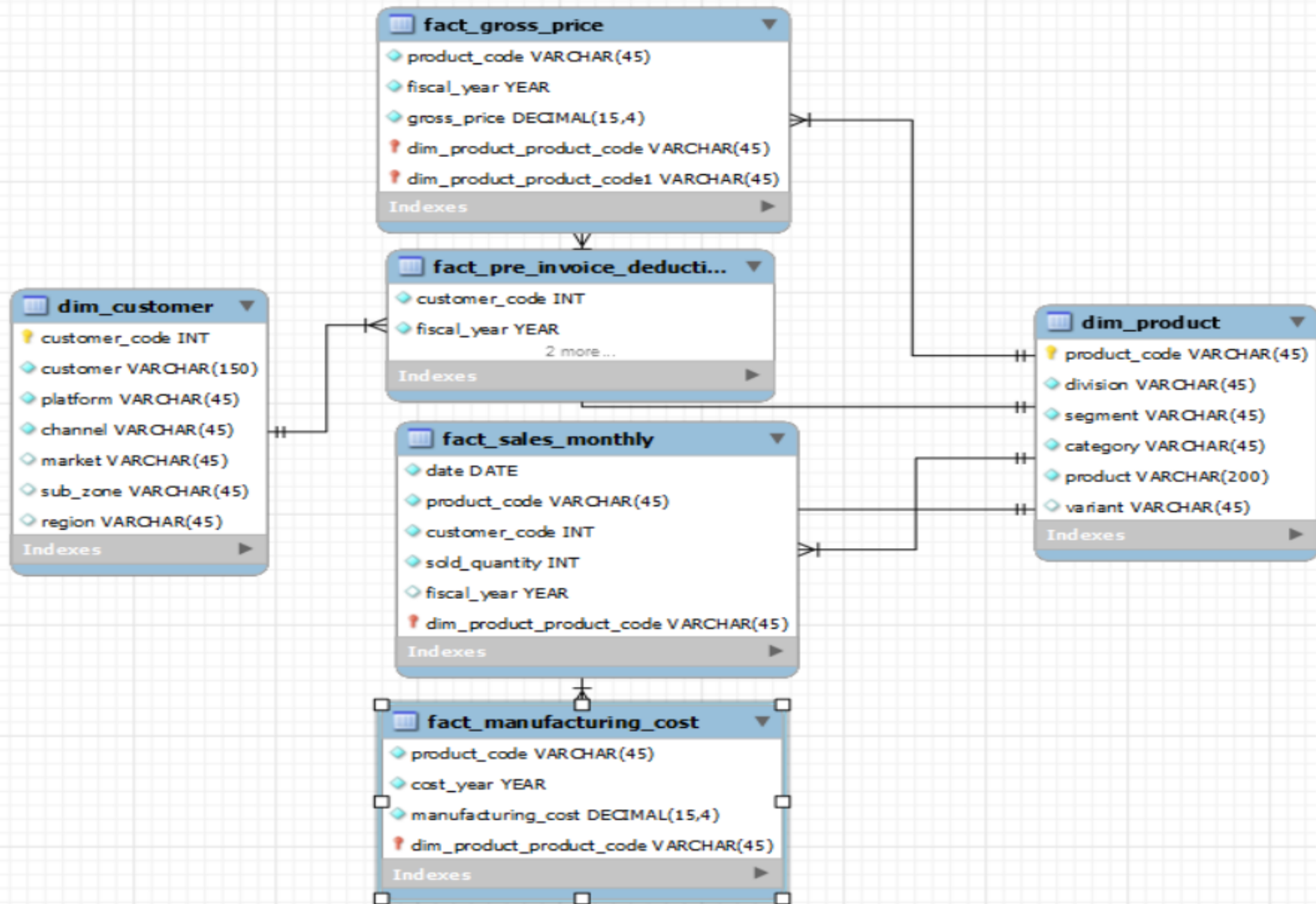


Approach

- They provide 10 Ad-hoc-Requests and asked us to solve using SQL Query ,convert SQL output into visualization and present Insights to Top-Level-Management.







#TASK 1

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

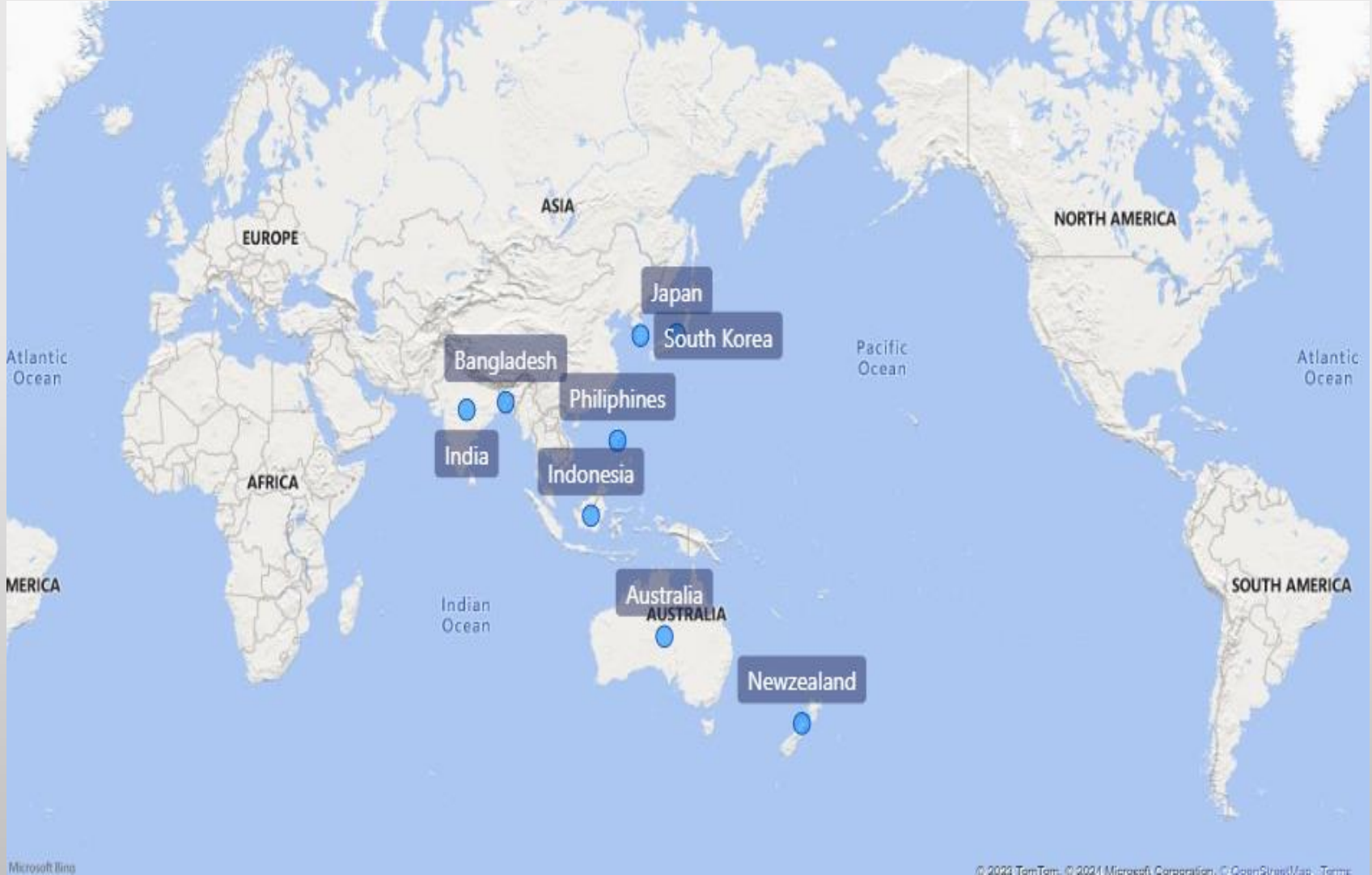


	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



➤ AtliQ Exclusive store operates its Business in **8 major markets in the APAC region**

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



#TASK 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_product_2020	unique_product_2021	Percentage_chg
▶	245	334	36.33

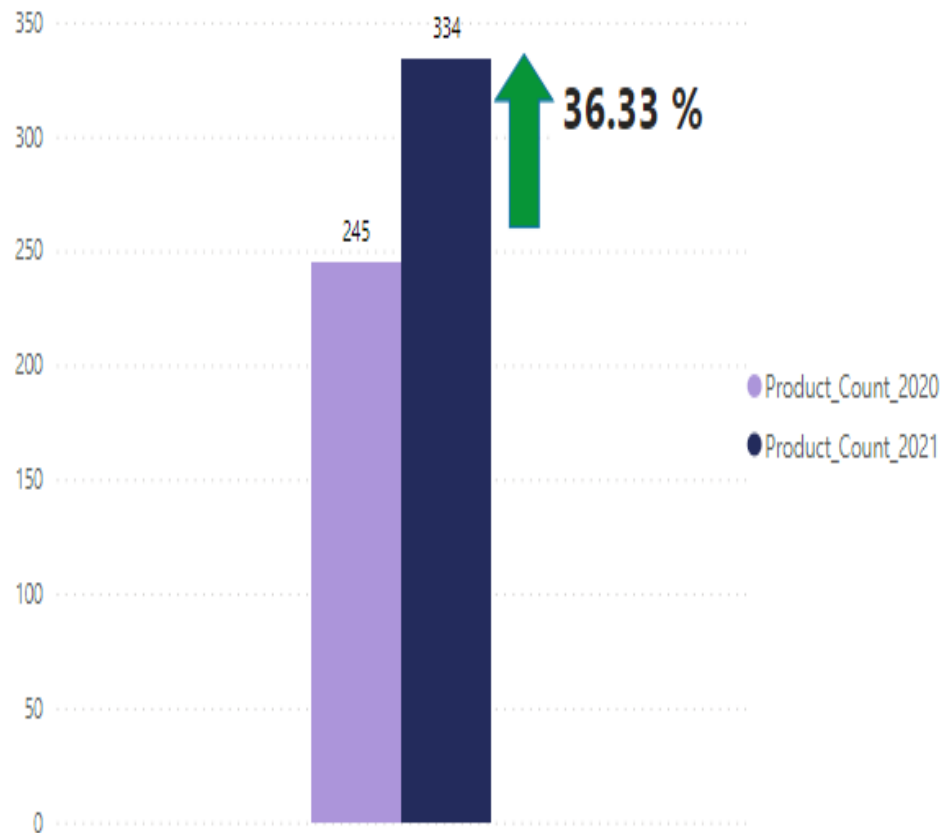


	unique_product_2020	unique_product_2021	Percentage_chg
▶	245	334	36.33



- FY 2020 - 245 Products
- FY 2021 – 334 Products
- Product count increase – **36.33%** compared to FY 2020

Percentage of unique product increase in 2021 vs 2020



#TASK 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.



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

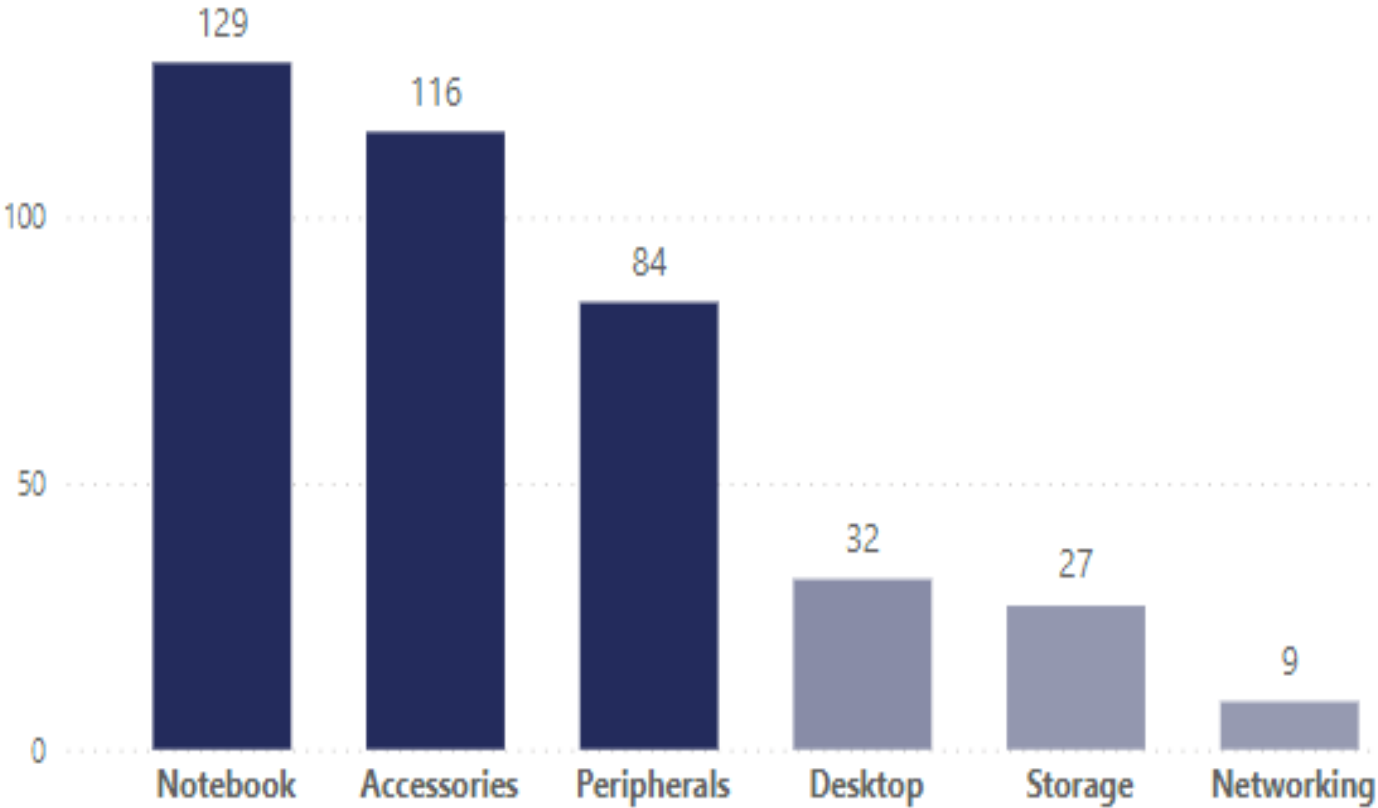


- The number of products we sell under the segment Notebook, Accessories & Peripherals are higher.
- We need to increase our sales and production in the Desktop, Networking & Storage segments by providing some discounts.

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



Segment Product Count



#TASK 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.

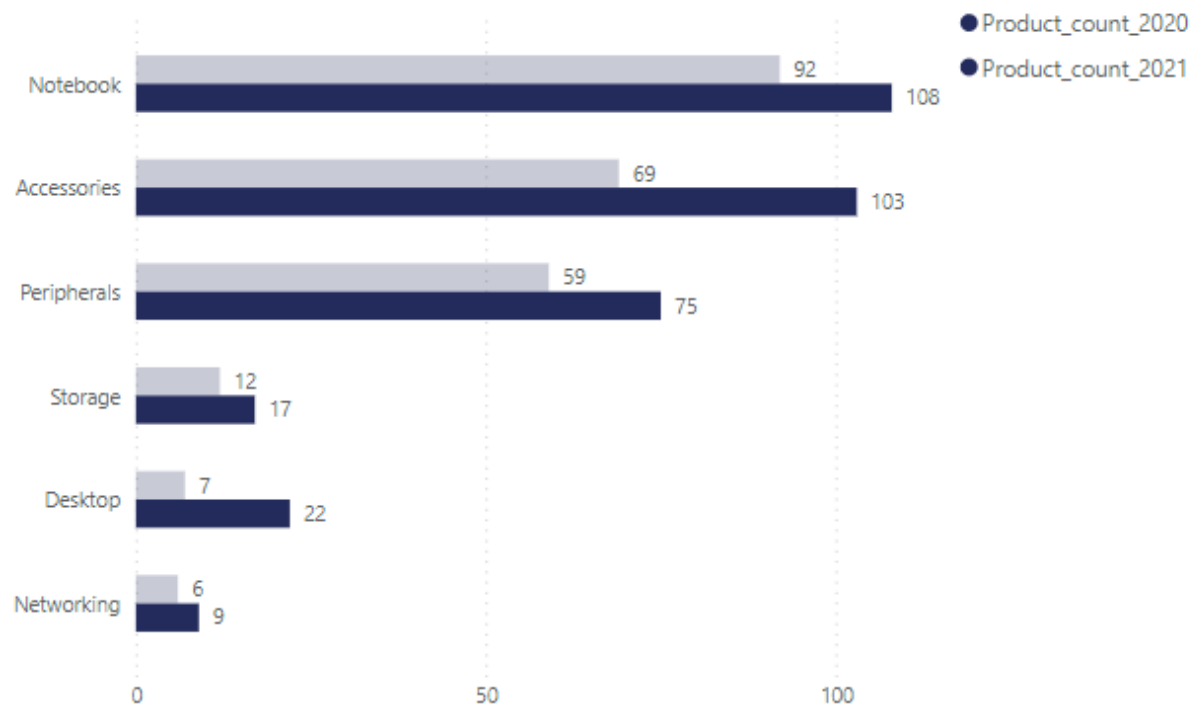


segment	product_count_2020	product_count_2021	Difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

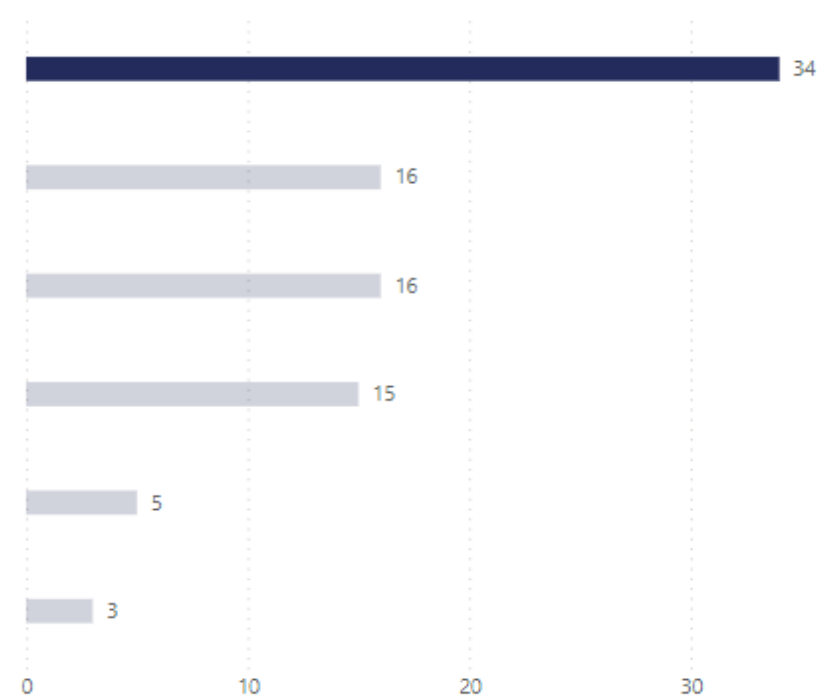


- The Accessories segment had the most unique product increase in 2021 compared to 2020, with 234 new products.

Comparison of Product count 2021 vs 2020



Accessories segment with max new products



#TASK 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

Highest Manufacturing Cost



AQ HOME Allin1 Gen 2 (Personal Desktop)

\$ 0.89

Lowest Manufacturing Cost



AQ Master wired x1 Ms (Mouse)

#TASK 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_pct.

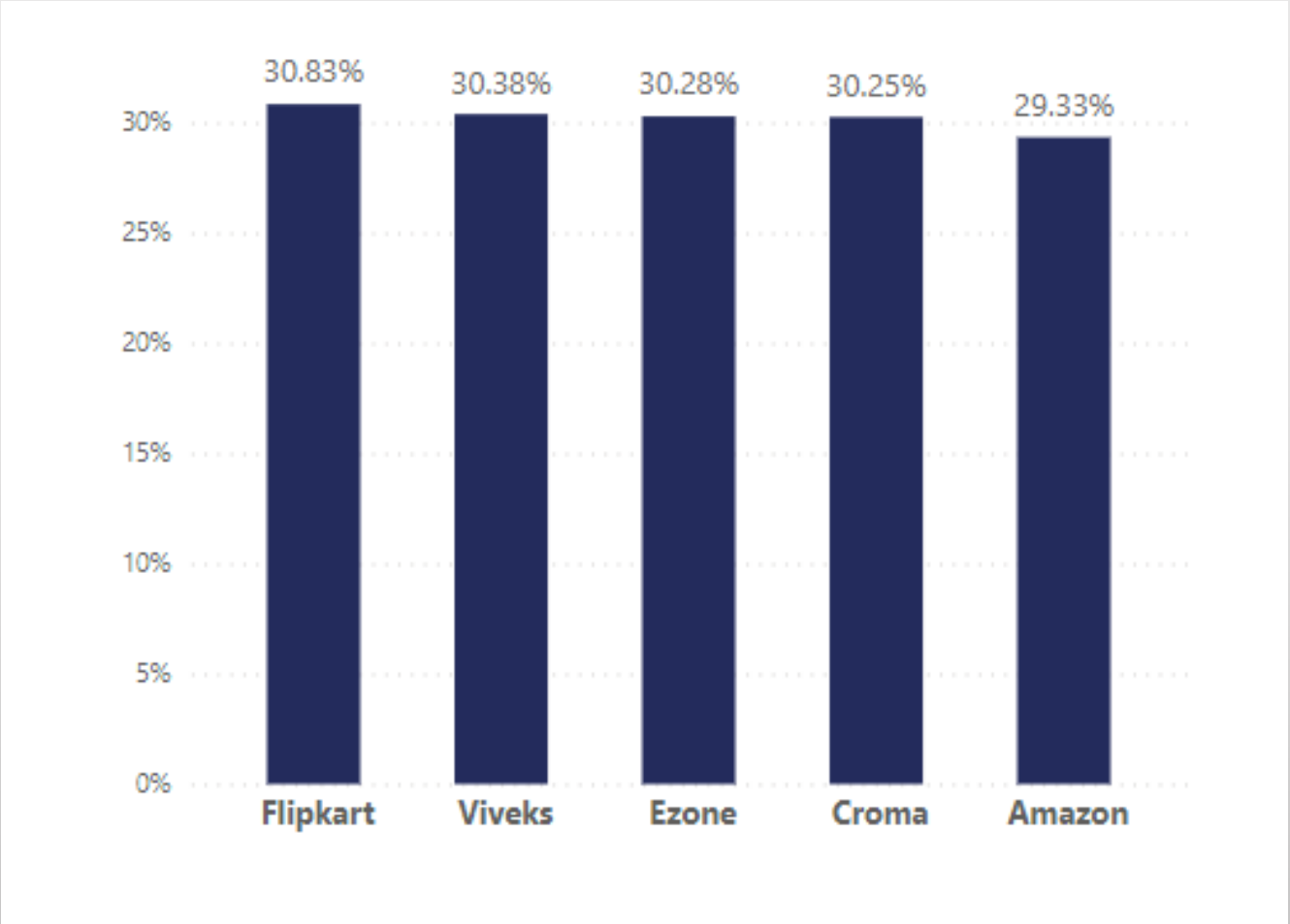


customer_code	customer	Avg_Discount_Pct
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



➤ In FY 2021, the top 5 customers were offered nearly equal pre-invoice discount percentages. Among them, Flipkart received the highest discount at 30.83%.

customer_code	customer	Avg_Discount_Pct
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



#TASK 7

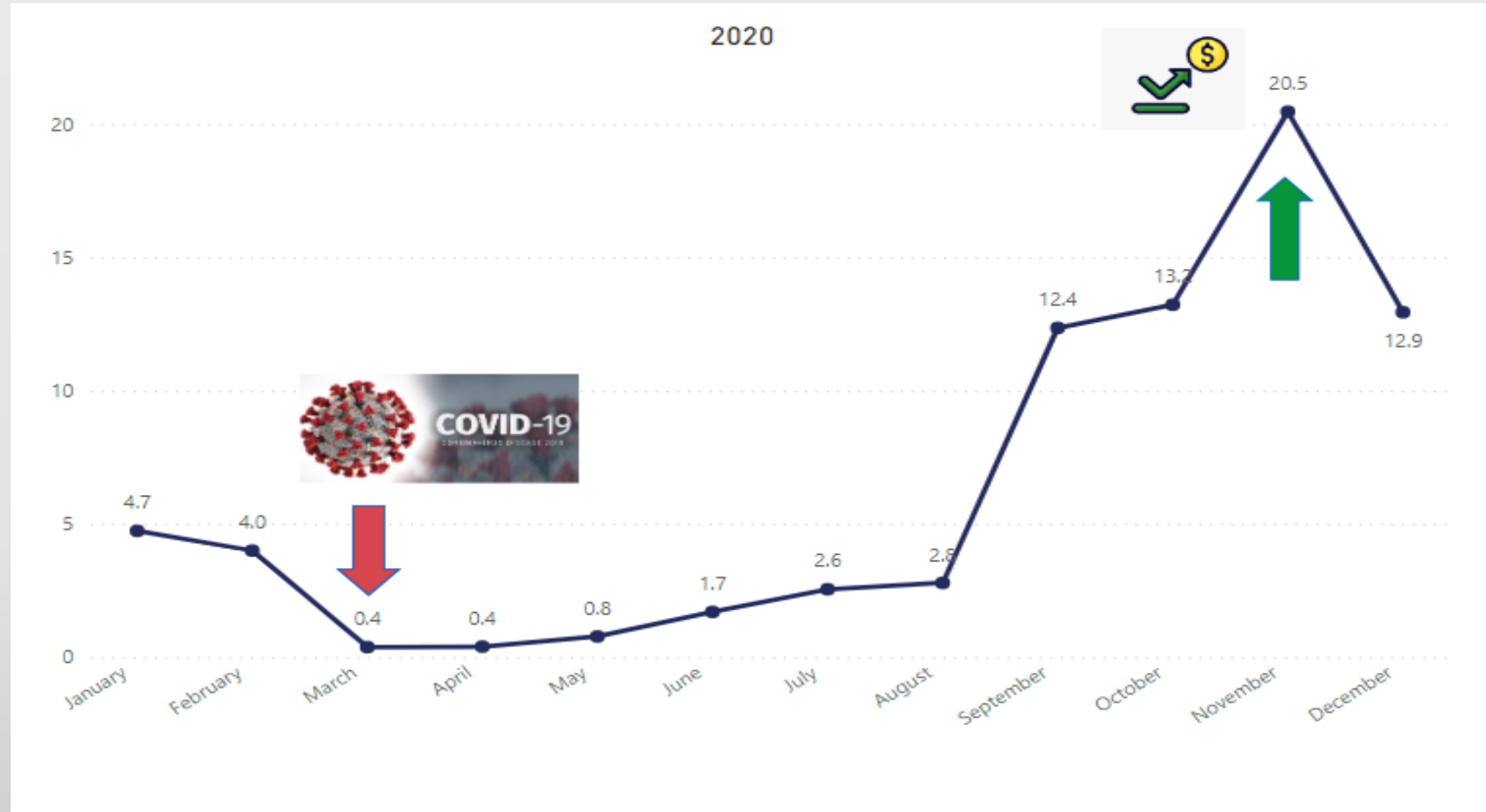
Get the complete report of the Gross sales amount for the customer “**Atliq Exclusive**” for each month.This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount



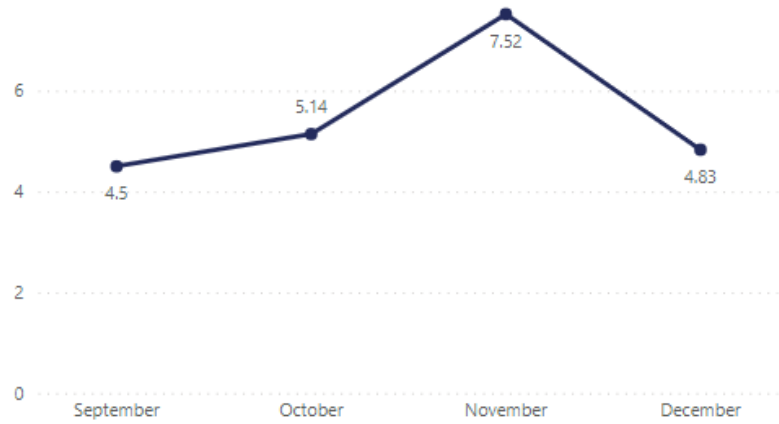
Month	Year	Gross_Sales_Amount
September (2019)	2020	4.50M
October (2019)	2020	5.14M
November (2019)	2020	7.52M
December (2019)	2020	4.83M
January (2020)	2020	4.74M
February (2020)	2020	4.00M
March (2020)	2020	0.38M
April (2020)	2020	0.40M
May (2020)	2020	0.78M
June (2020)	2020	1.70M
July (2020)	2020	2.55M
August (2020)	2020	2.79M
September (2020)	2021	12.35M
October (2020)	2021	13.22M
November (2020)	2021	20.46M
December (2020)	2021	12.94M
January (2021)	2021	12.40M
February (2021)	2021	10.13M
March (2021)	2021	12.14M
April (2021)	2021	7.31M



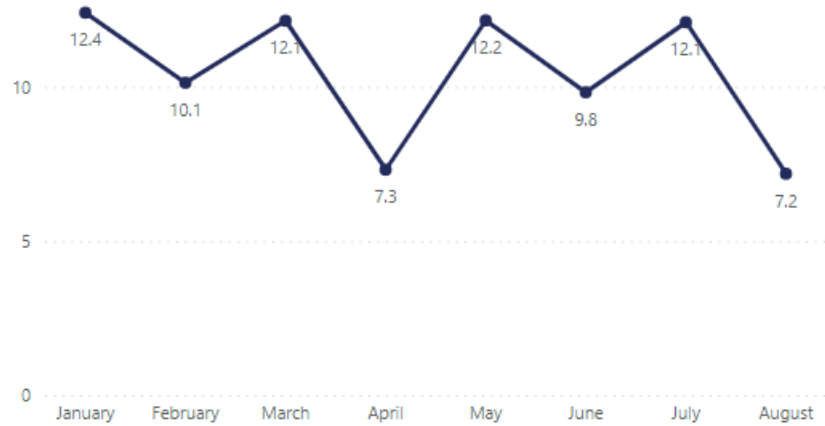
- Highest Sales : **November 2020**
- Lowest Sales : **March 2020**
- Due to COVID, sales were at their lowest in March, and they bounced back in November with sales reaching 20.46 million, the highest ever compared to the previous year's data



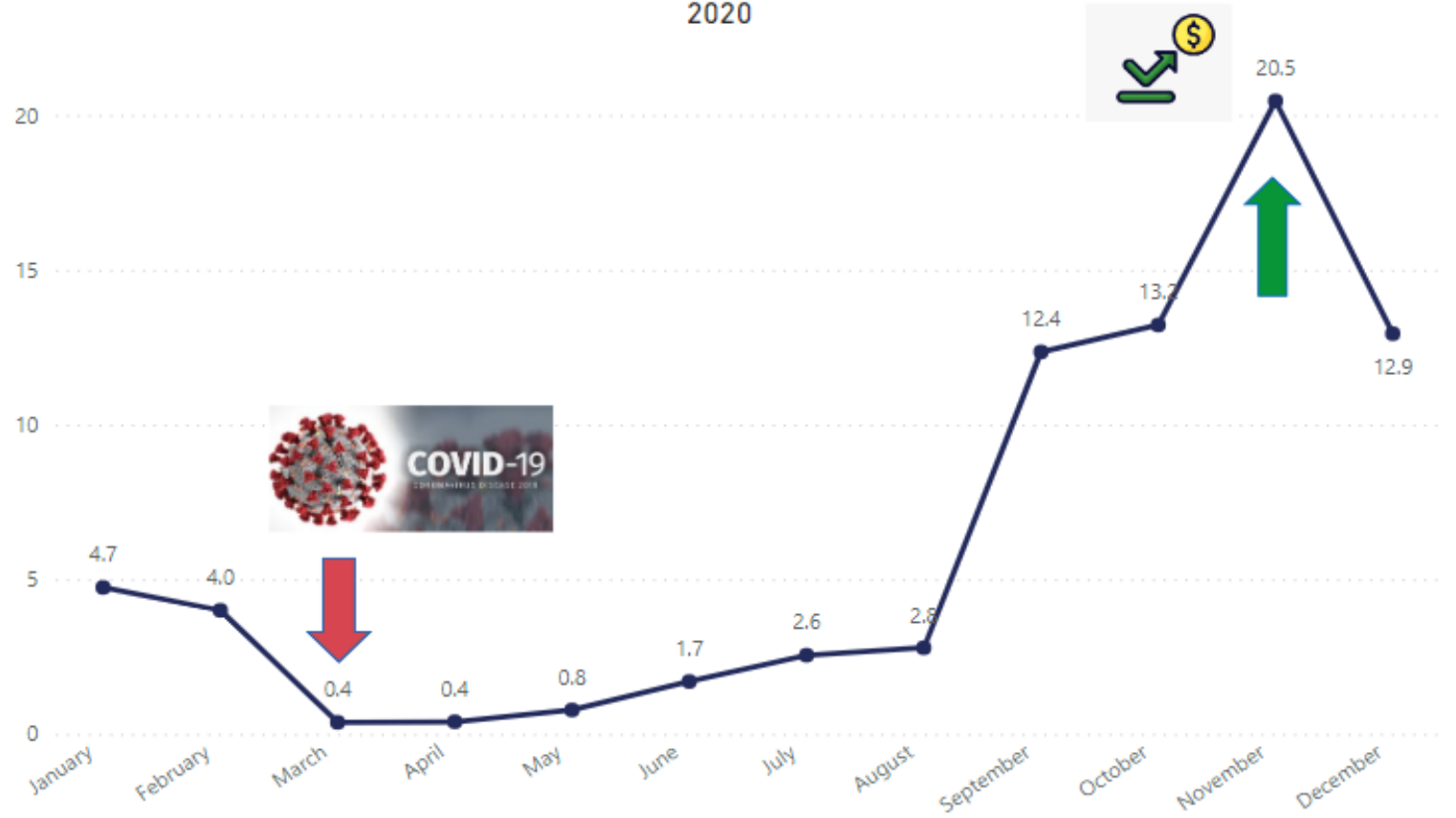
2019



2021



2020



#TASK 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 .

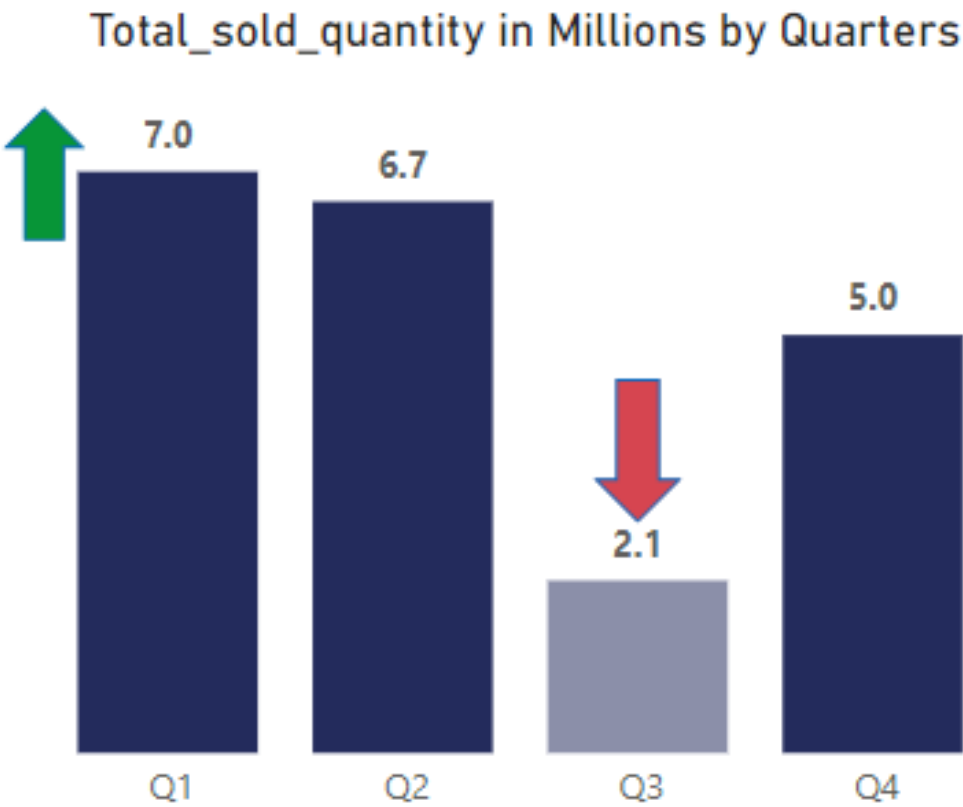


Quarters	Total_sold_quantity_mln
Q1	7.01M
Q2	6.65M
Q3	2.08M
Q4	5.04M



- Highest Sold Quantity in 2020 – Quarter 1
- Lowest Sold Quantity in 2020 – Quarter 3
- Quarter 3 – March, April , May for AtliQ Hardwares
- Covid was at its peak during that time

Quarters	Total_sold_quantity_mln
Q1	7.01M
Q2	6.65M
Q3	2.08M
Q4	5.04M



#TASK 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.

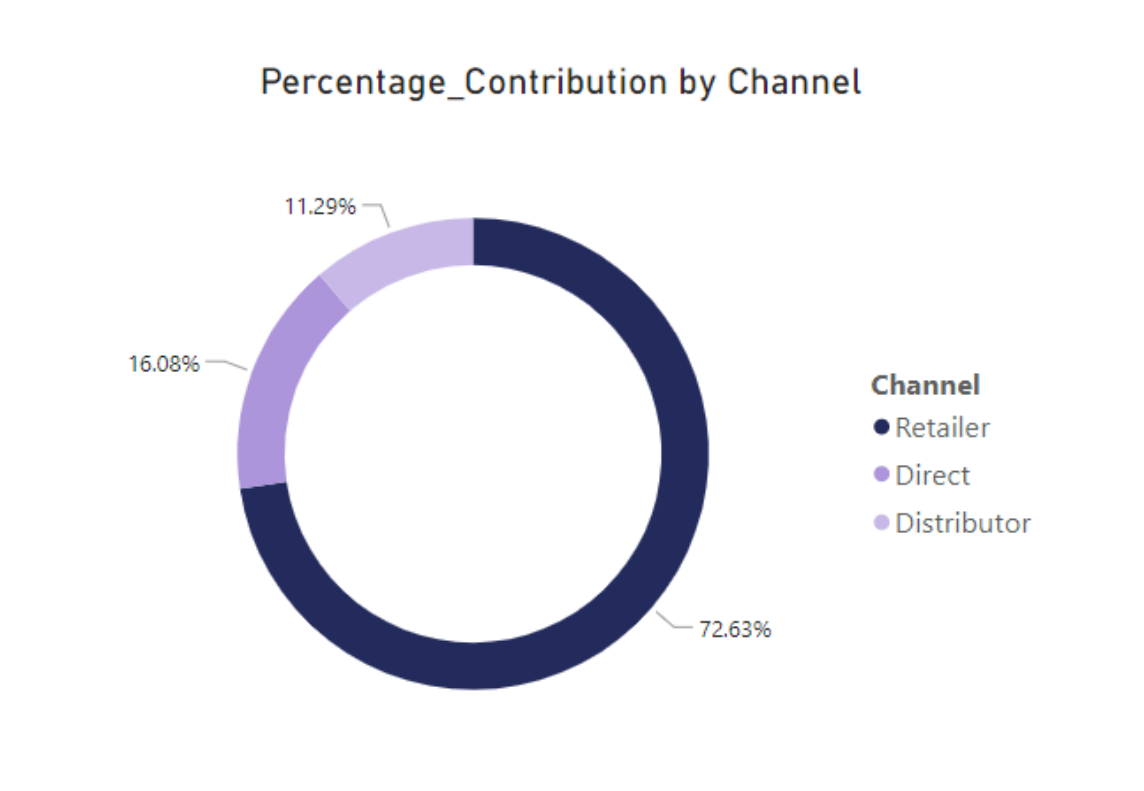


channel	Gross_Sales_Mln	Percentage_Contribution
Retailer	1598.16M	72.62%
Distributor	248.47M	11.29%
Direct	353.96M	16.08%



- Retailer is the highest contributor in Gross_Sales with 72.62%
- Distributor and Direct is the remaining 25% contribution

channel	Gross_Sales_Mln	Percentage_Contribution
Retailer	1598.16M	72.62%
Distributor	248.47M	11.29%
Direct	353.96M	16.08%



#TASK 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.



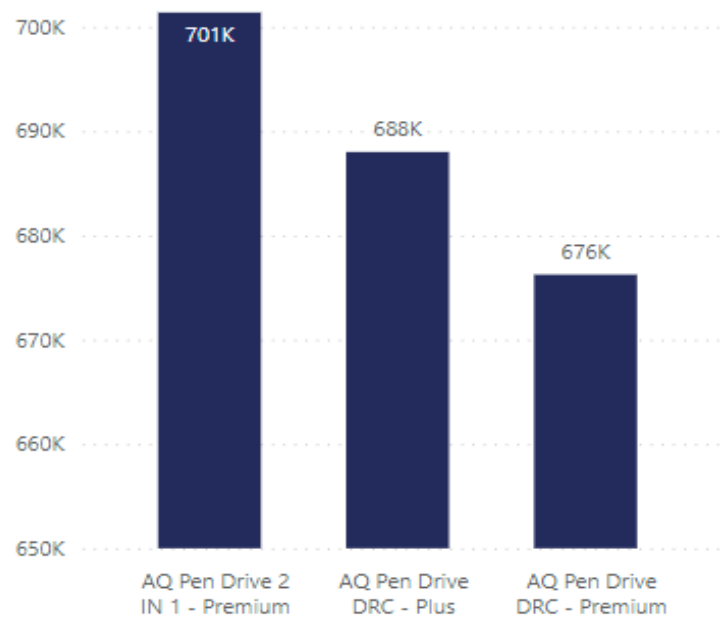
division	product_code	product	Total_sold_quantity	rnk
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471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

TOP 3

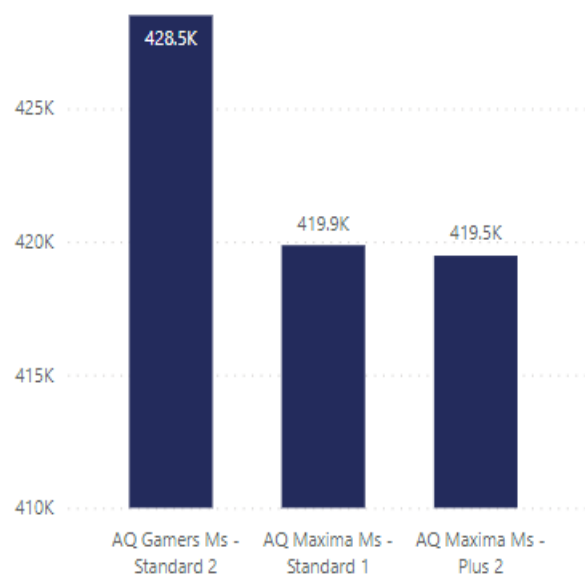




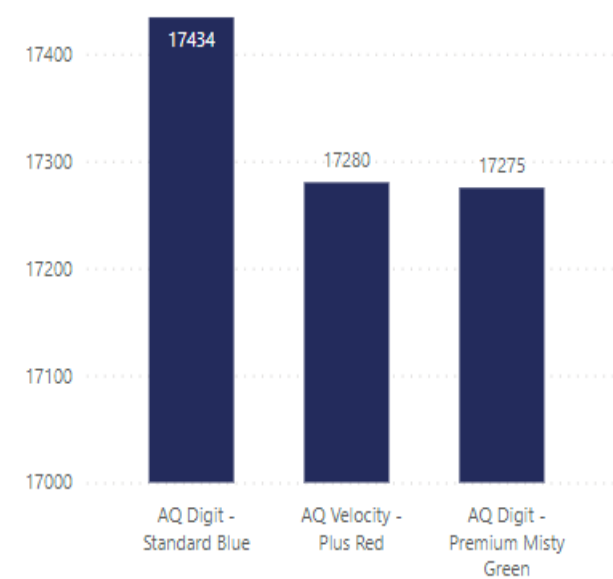
Top 3 Products of N & S

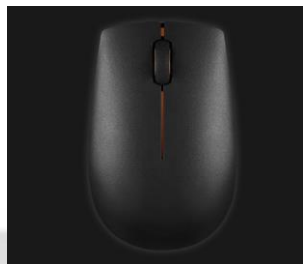


Top 3 Products of P & A



Top 3 Products of PC







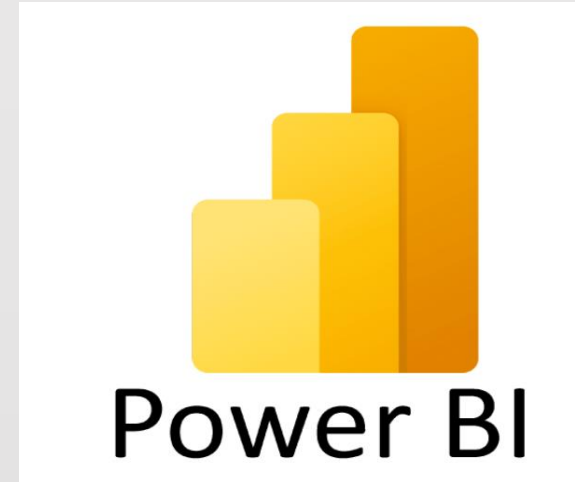
Wait!

IT'S NOT
OVER YET

Take a look at my



&





[Project Link](#)

Finance & Sales Analytics

AtliQ Hardwares



Filters

market All
region All
division All
customer All

P & L by Fiscal Year

All values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.43%	37.28%	36.43%	-2.3%

AtliQ Hardwares



Filters

region All
division All
customer All

Top 10 Products

Values in USD

Product	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%



BUSINESS INSIGHTS 360



AtliQ Business Insights 360

Last Refreshed: 24/01/2024 19:01

Sales data Loaded Until : Dec 21

Information



Finance View

Get **P & L statement** for any customer /product / country or aggregation of the above over any time period and More.



Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Values are in Dollars & Millions



FILTERS

Select Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with Power BI



Home Finance View Sales View Marketing View Supply Chain View Executive View

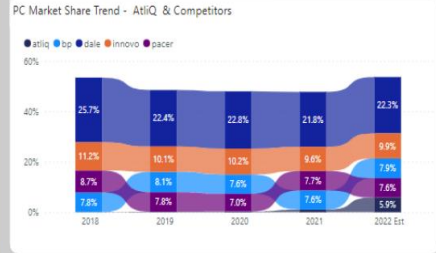
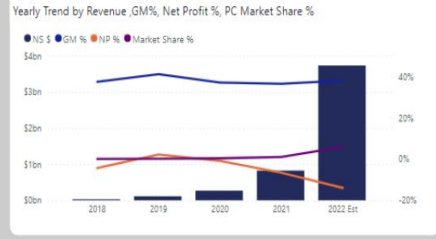
NS \$
\$4.97bn
BM: 3.81Bn | 30.51% ▲

GM %
37.83%
BM: 38.34% | -1.31% ▼

NP %
-11.64%
BM: -14.19% | -18% ▼

Forecast Accuracy %
79.83%
LY: 79.26% | 0.72% ▲

Reset Filters



TOP 5 Customers			TOP 5 Products		
Customer	RC %	GM %	Product	RC %	GM %
Sage	3.4%	32.45% ▼	AQ Smash 2	3.4%	37.37% ▼
Amazon	13.6%	36.76% ▼	AQ Smash 1	3.3%	37.47% ▼
AtliQ e Store	8.4%	37.13% ▼	AQ HOME All...	4.4%	38.04% ▼
Flipkart	3.6%	39.78% ▲	AQ BZ Allin1 ...	1.1%	38.51% ▲
AtliQ Exclusive	8.2%	47.16% ▲	AQ BZ Allin1	3.5%	37.55% ▼
Total	37.3%	39.03%	Total	18.7%	37.83%

Sub-Region Performance							
Sub Zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
SE	\$446.41M	9.0%	37.59%	-1.32%	89.67%	EI	6.6%
India	\$1,271.22M	25.6%	35.14%	-22.03%	71.11%	EI	5.1%
ROA	\$1,077.36M	21.7%	35.42%	-2.30%	76.83%	EI	3.2%
NE	\$604.60M	12.2%	34.05%	-14.26%	87.88%	EI	2.5%
NA	\$1,290.74M	26.0%	43.45%	-13.40%	78.34%	EI	1.8%
ANZ	\$257.15M	5.2%	42.51%	-3.17%	94.73%	EI	0.5%
LATAM	\$21.00M	0.4%	35.33%	-0.78%	99.48%	EI	0.1%
Total	\$4,968.48M	100.0%	37.83%	-11.64%	-1.97%	OOS	2.3%



**THE
END**

A rectangular sign with a black border and a white background is hanging from a silver chain. The chain is attached to a small silver ring at the top center. The sign has a slight shadow on the grey background it is hanging from. The text 'THE' is in black and 'END' is in red, both in a bold, sans-serif font.



Thank
You