

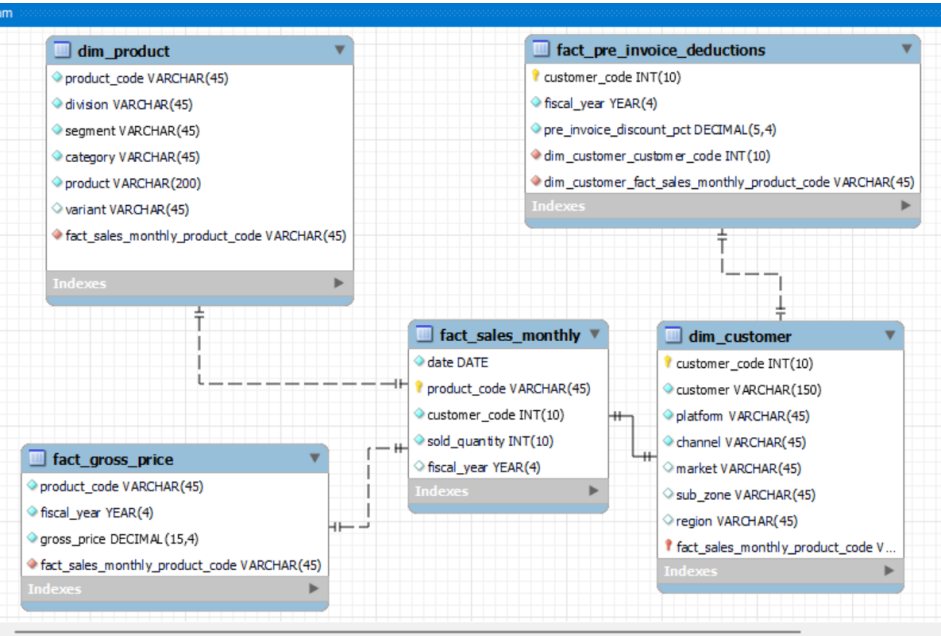
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# WELCOME TO ATLIQ HARDWARES

ATLIQ HARDWARES IS ONE OF THE LEADING COMPUTER HARDWARE PRODUCERS IN INDIA AND WELL EXPANDED IN OTHER COUNTRIES TOO.

## WHAT CLIENT WANT

- 1)CHECK 'AD-HOC-REQUESTS.PDF' - THERE ARE 10 AD HOC REQUESTS FOR WHICH THE BUSINESS NEEDS INSIGHTS.
- 2.)YOU NEED TO RUN A SQL QUERY TO ANSWER THESE REQUESTS.
- 3) THE TARGET AUDIENCE OF THIS DASHBOARD IS TOP-LEVEL MANAGEMENT - HENCE YOU NEED TO CREATE A PRESENTATION TO SHOW THE INSIGHTS."



My PNG Image

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Atliq Exclusive operates in 8 out of 27 unique markets in the APAC region.

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

	unique_market_list
0	Australia
1	Bangladesh
2	India
3	Indonesia
4	Japan
5	Newzealand
6	Philiphines
7	South Korea

## Observations

OUT OF 27 UNIQUE MARKETS ATLIQ EXCLUSIVE OPERATES IN 16 MARKETS IN APAC REGION WHICH ARE DISPLAYED ABOVE IN TABLE

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The number of unique products has increased from 245 in 2020 to 334 in 2021, a 36% increase.

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_2020	unique_2021	percentage_change
0	245	334	36.3265

## Observations

IN 2020 THERE WERE 245 UNIQUE PRODUCTS AND WHICH HAS BEEN INCREASED BY 89 MORE PRODUCTS IN 2021. NOW IN 2021 THE PRODUCT COUNT HAS BEEN INCREASED TO 334 WHICH IS 36% INCREASED AS COMPARED TO PREVIOUS YEAR WHICH IS 2020

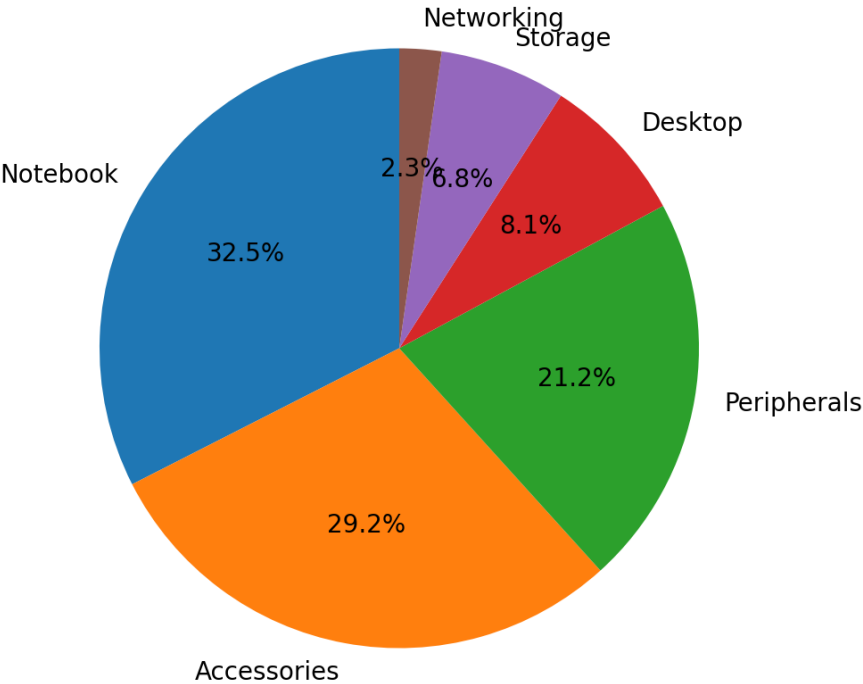
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Notebooks and Accessories account for approximately 61.3% of the products sold by the company.

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
0	Notebook	129
1	Accessories	116
2	Peripherals	84
3	Desktop	32
4	Storage	27
5	Networking	9

## %Unique product count based of segment



## Observations

OUT OF TOTAL 407 UNIQUE PRODUCTS 120 UNIQUE PRODUCTS ARE NOTEBOOKS AND 116 PRODUCTS

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ARE ACCESORIES, APPROXIMATELY 61.25 PERCENT OF PRODUCTS WHICH IS GETTING SOLD BY US IS  
NOTEBOOK PLUS ACCESORIES,NETWORKING IS THE SEGMENT WHERE WE HAVE MINIMUM UNIQUE  
PRODUCTS WHICH COUNTS TO 9

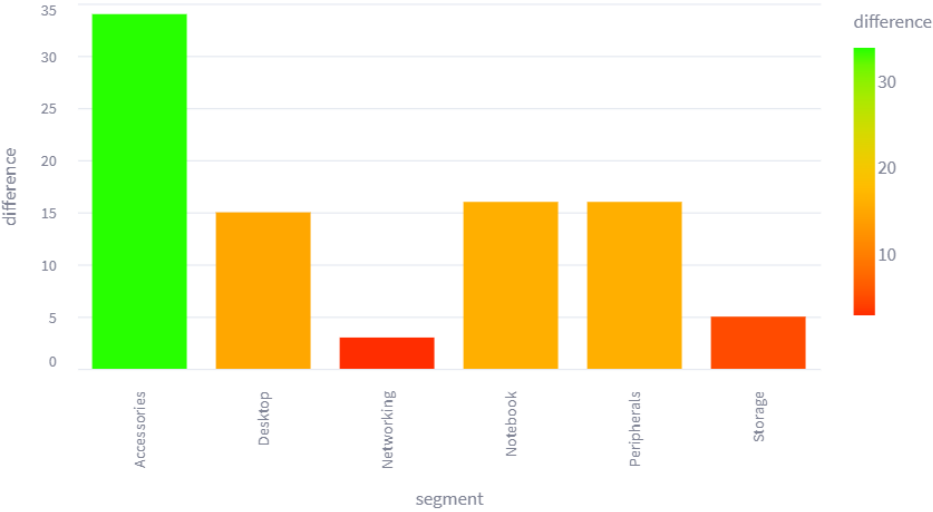
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Accessories have seen the highest increase in unique product count from 69 in 2020 to 103 in 2021.

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

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



## Observations

ACCESSORIES IS THE SEGMENT WHERE DIFFERENCE IS HIGHER AS COMPARED TO OTHER SEGMENT IN 2020 UNIQUE PRODUCT COUNT WAS 69 AND NOW IN 2021 THE UNIQUE PRODUCT COUNT HAS INCREASED BY 34 UNIQUE PRODUCT WHICH SUMS TO 103 UNIQUE PRODUCT IN 2021.

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The product with the lowest manufacturing cost is AQ Master wired x1 Ms and the highest is AQ HOME Allin1 Gen 2.

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
0	A6120110206	AQ HOME Allin1 Gen 2	240.5364
1	A2118150101	AQ Master wired x1 Ms	0.892

## Observations

AQ Master wired x1 Ms IS THE PRODUCT NAME WHICH HAS LOWEST MANUFACTURING COST ,WHICH IS 0.892 AND AQ HOME Allin1 Gen 2 IS THE PRODUCT WHICH HAS HIGHEST MANUFACTURING COST WHICH IS 240.53

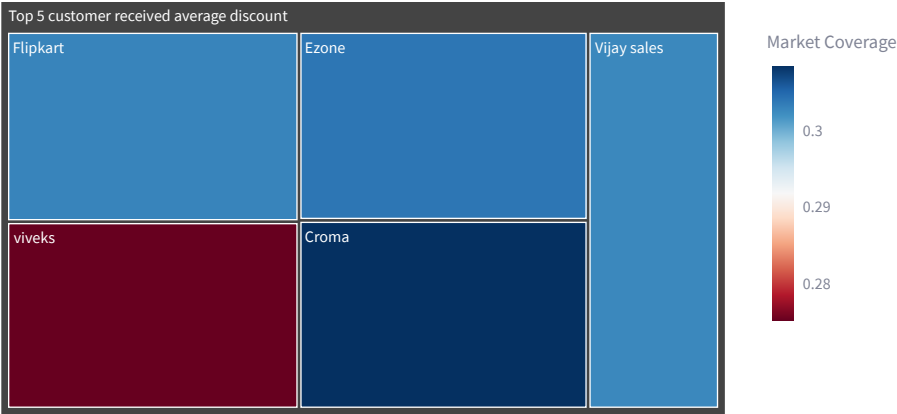
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Flipkart gets the maximum average discount, while Vijay Sales gets the minimum.

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\_percentag

	customer_code	customer	avg_discount_percentage
0	90,002,009	Flipkart	30.83
1	90,002,006	Viveks	30.38
2	90,002,003	Ezone	30.28
3	90,002,002	Croma	30.25
4	90,002,004	Vijay Sales	27.53

Top 5 customer based on average discount



## Observations

AS WE CAN HAVE A LOOK AT THE ABOVE TREEMAP FLIPKART IS GETTING MAXIMUM AVERAGE DISCOUNT AND VIJAY SALES IS GETTING MINIMUM AVERAGE DISCOUNT

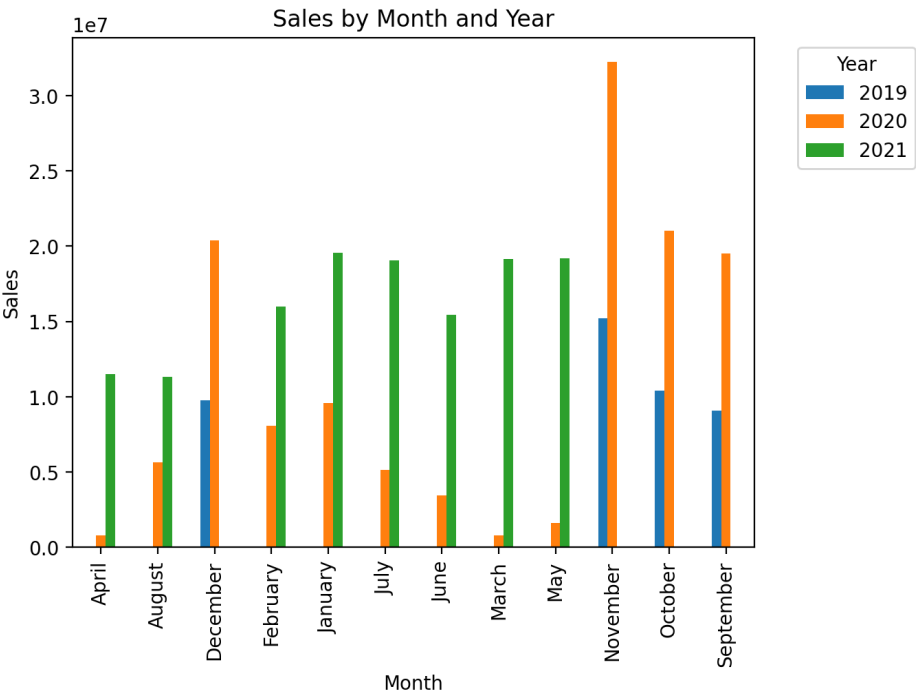


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is sales figures were recorded in November 2020, while the lowest were recorded in March 2020 due to the impact of the COVID-19 pandemic.

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
0	September	2,019	9,092,670.3392
1	October	2,019	10,378,637.5961
2	November	2,019	15,231,894.9669
3	December	2,019	9,755,795.0577
4	January	2,020	9,584,951.9393
5	February	2,020	8,083,995.5479
6	March	2,020	766,976.4531
7	April	2,020	800,071.9543
8	May	2,020	1,586,964.4768
9	June	2,020	3,429,736.5712



# Observations

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A few observations can be made from this data: There is a general trend of increasing gross sales over time. The highest gross sales figures were recorded in November 2020, at over 32 million. The lowest gross sales figures were recorded in March 2020, at under 800,000. This is likely due to the impact of the COVID-19 pandemic on business activity.

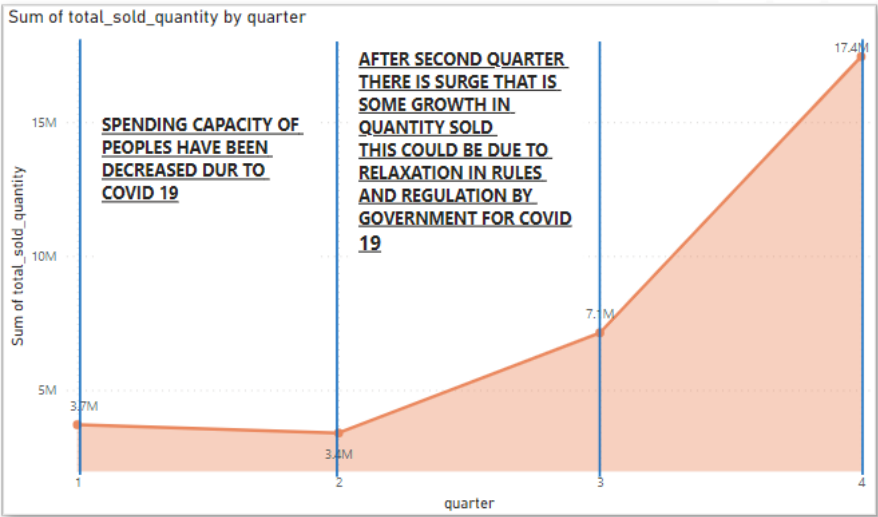
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Q4 (October to December) had the highest sales quantity, likely due to the holiday shopping season.

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
0	4	17,447,125
1	3	7,137,551
2	1	3,704,398
3	2	3,395,899



## Observations

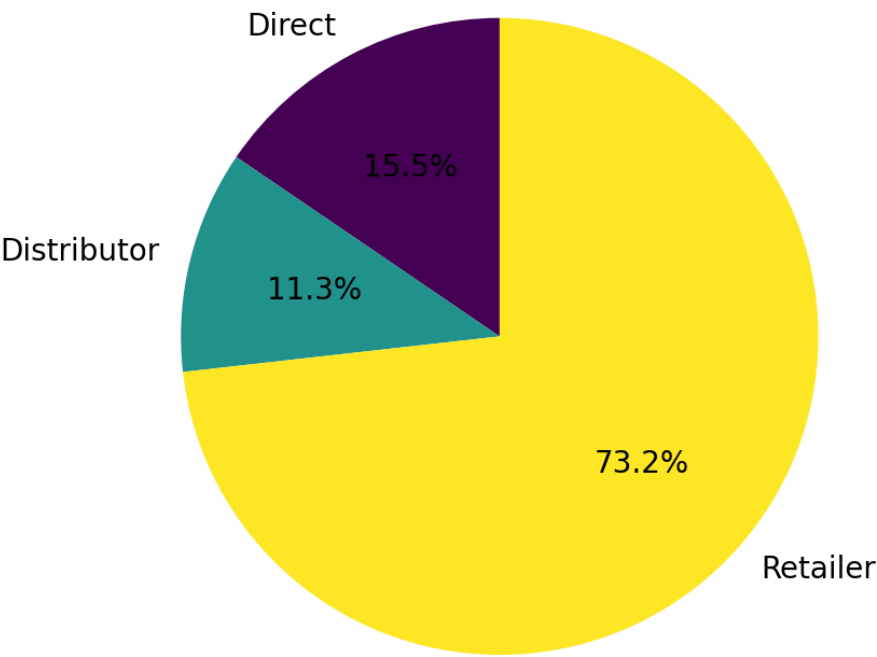
Q1 (January to March) had the lowest sales quantity, with only 3,704,398 units sold. This could be due to the post-holiday slump or any other seasonal factors. Q2 (April to June) had slightly higher sales quantity than Q1, with 3,395,899 units sold. This could be due to the impact of COVID-19 pandemic on consumer behavior and supply chain disruptions. Q3 (July to September) saw a significant increase in sales quantity, with 7,137,551 units sold. This could be due to the relaxation of lockdowns and other pandemic-related restrictions in many regions, leading to an uptick in economic activity. Q4 (October to December) had the highest sales quantity, with 17,447,125 units sold. This could be due to the holiday shopping season, which typically sees a surge in consumer spending.

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Retail sales contribute significantly to the total gross sales of the company.

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	total_gross_sales	percentage_contribution
0	Direct	406,686,873.9033	15.475
1	Distributor	297,175,879.7188	11.3079
2	Retailer	1,924,170,397.9096	73.2171



## Observations

The "Direct" channel has the second highest gross sales of 406,686,873.9033, accounting for 15.475% of the total gross sales. This suggests that the company has a significant direct sales force or online sales platform. The "Distributor" channel has the lowest gross sales of 297,175,879.7188, accounting for 11.3079% of the total gross sales. This indicates that the company is selling its products to other

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businesses which are acting as intermediaries in the distribution process. The "Retailer" channel has the highest contribution to the total gross sales at 73.2171% with gross sales of 1,924,170,397.9096. This indicates that the company's products are mainly sold through retail outlets, such as physical stores or online marketplaces. Overall, the data suggests that the company has a diverse distribution strategy, with a mix of direct, distributor, and retailer channels, and that retail sales contribute significantly to the total gross sales.

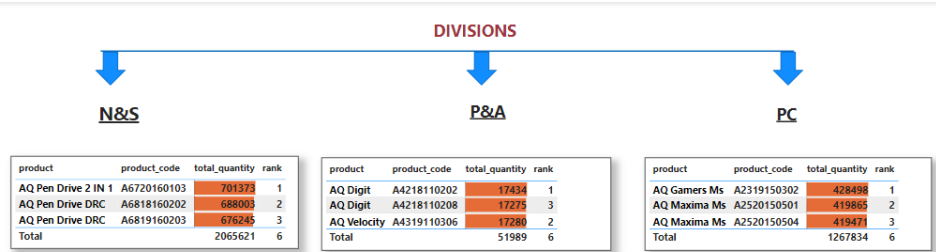
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he "N & S" division has sold the highest quantity of a single product, while the "PC" division has sold the lowest total quantity of products.

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

	↑ division	product_code	product	total_sold_quantity	rank_order
0	N & S	A6720160103	AQ Pen Drive 2 IN 1	701,373	1
1	N & S	A6818160202	AQ Pen Drive DRC	688,003	2
2	N & S	A6819160203	AQ Pen Drive DRC	676,245	3
3	P & A	A2319150302	AQ Gamers Ms	428,498	1
4	P & A	A2520150501	AQ Maxima Ms	419,865	2
5	P & A	A2520150504	AQ Maxima Ms	419,471	3
6	PC	A4218110202	AQ Digit	17,434	1
7	PC	A4218110208	AQ Digit	17,275	3
8	PC	A4319110306	AQ Velocity	17,280	2



# Observations

There are a total of 7 unique products listed, including pen drives, gaming mice, and a product called "AQ Digit." Each product has a unique code.

The fourth column represents the quantity sold for each product. The numbers range from 17,434 to 701,373, indicating that there is a significant variation in sales volume across the different products.

The final column lists the rank of each product within its respective division, based on the quantity sold. For example, in the N & S division, the product with code A6720160103 ("AQ Pen Drive 2 IN 1") had the highest quantity sold and was therefore ranked number 1.