AtliQ Hardware

AD-HOC-REQUEST

AGENDA

- COMPANY OVERVIEW
- ABOUT DATA
- OBJECTIVE
- ANALYSIS
- INSIGHTS

COMPANY

Atliq Hardwares is one of the leading computer hardware producers in India and well expanded Atliq hardware is a dynamic and continuously growing group of companies creating a buoyant economic climate. The group is focused on generating economic prosperity for the Stakeholders while growing harmoniously with the community and environment.
Leveraging business from an expanding product portfolio, Trident Limited, the flagship company of the group, is one among the top 5 global terry towel giants.

ABOUT DATA

It is sales data of Atlqi Hardware which holding information of 2020-2021.

It contain 5 tables.

- Dim_product
- Dim_customer
- Dim_fact_gross_price
- Dim_fact_sales_price
- dim_pre_invoice_discount
- Dim_monthly_sales

Objective

Squeezing data to give more and more information.

To take decisions on basis of Analysis.

QUESTION 1:

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

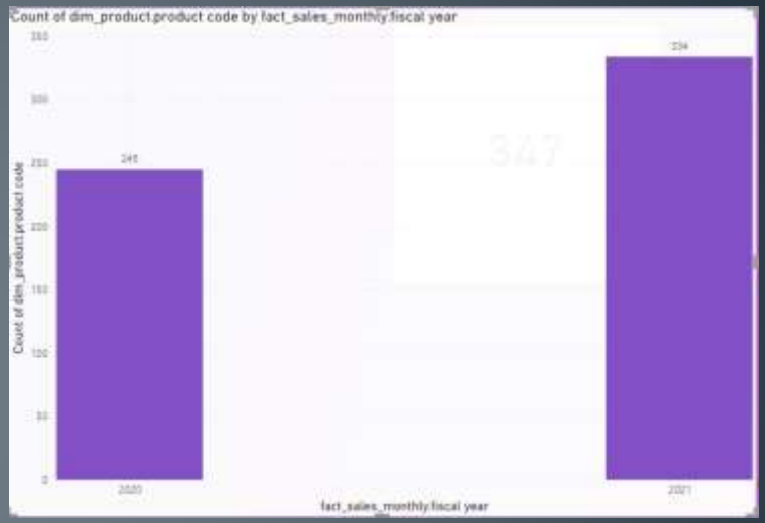
Code:

```
select market from
dim_customer where
customer="Atliq Exclusive";
```

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh
France
Germany
Italy
Netherlands
Norway
Poland
USA
Canada
India

QUESTION 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

- **CODE:**
- select a.twenty as"unique_product2020" ,b.twentyone as "unique_product_2021",((b.twentyone-a.twenty)/((a.twenty/100))) as "percent_change" from (select count(distinct(dp.product_code))as"twenty" from dim_product dp join fact_sales_monthly fm on dp.product_code = fm.product_code where fm.fiscal_year="2020")ajoin(select count(distinct(dp.product_code))as "twentyone" from dim_product dp join fact_sales_monthly fm on dp.product_code = fm.product_code where fm.fiscal_year="2021")b;



Result Grid | Filter Rows: | Export: | Wra

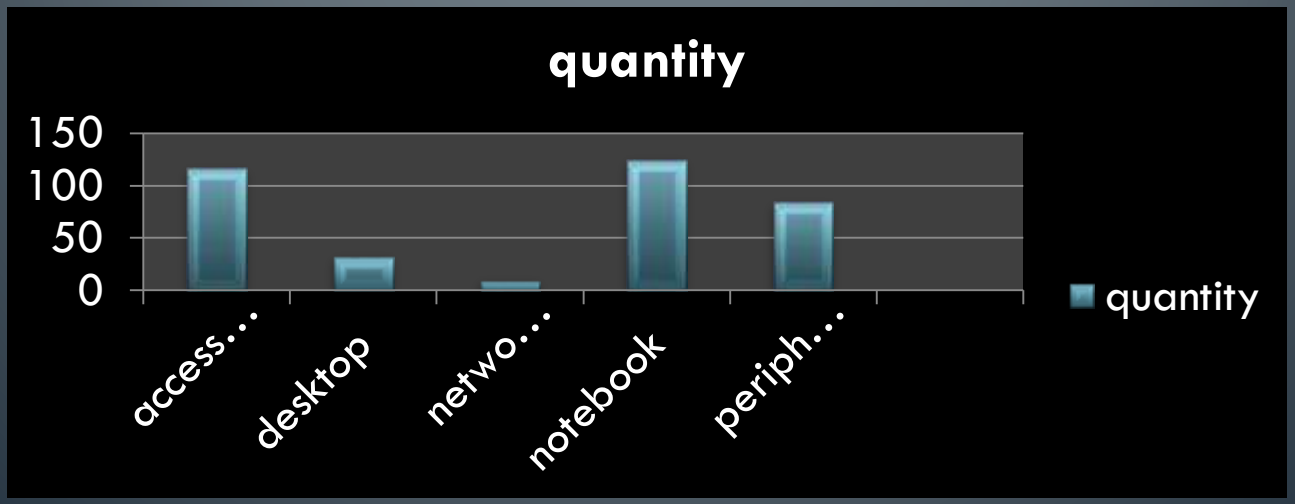
	unique_product2020	unique_product_2021	percent_change
▶	245	334	36.3265

QUESTION 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

- **CODE: select segment, count(distinct(product_code)) as "Product_count" from dim_product group by(segment) order by product_count DESC;**

Result Grid | Filter Rows:

segment	Product_count
Accessories	116
Desktop	32
Networking	9
Notebook	129
Peripherals	84



QUESTION 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

Code:

```
with productdiff as(select b.segment as
"segment",COUNT(distinct(case when fiscal_year = 2020 then
a.product_code end))
asproduct_count_2020,COUNT(distinct(case when fiscal_year
= 2021 then a.product_code end)) as product_count_2021
from fact_sales_monthly as a inner join dim_product as bON
a.product_code = b.product_codegroup by b.segment)select
segment as "segment", product_count_2021,
product_count_2021,(product_count_2021-
product_count_2020) AS "2020-2021"from productdifforder
by 2020-2021 desc;
```

Result Grid | Filter Rows: | Export:

segment	product_2020	product_2021	2020-2021
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16

QUESTION 5:

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

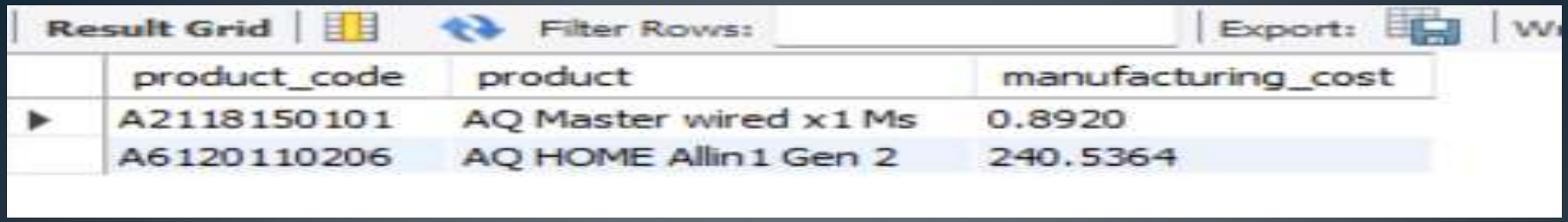
Product_code

product manufacturing_cost

CODE:

```
select min(manufacturing_cost) into @myvar from
fact_manufacturing_cost;
select max(manufacturing_cost) into @myvarmax from
fact_manufacturing_cost;


select p.product_code,p.product,mc.manufacturing_cost from dim_product
p
join fact_manufacturing_cost mc on p.product_code=mc.product_code
where mc.manufacturing_cost=@myvar
union
select p.product_code,p.product,mc.manufacturing_cost from dim_product
p
join fact_manufacturing_cost mc on p.product_code=mc.product_code
where mc.manufacturing_cost=@myvarmax;
```

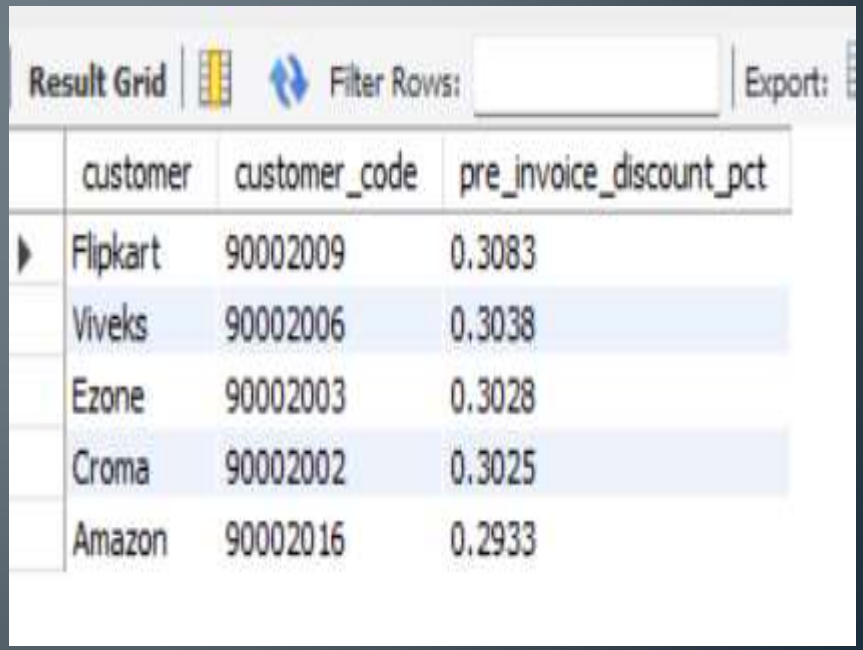

Result Grid | Filter Rows: | Export:

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

QUESTION 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

CODE:

```
select  c.customer,c.customer_code,(f.pre_i
nvoice_discount_pct) from dim_customer c
join fact_pre_invoice_deductions f on
c.customer_code=f.customer_code where
c.market="India" and
f.fiscal_year="2021" and
f.pre_invoice_discount_pct> @myvar
order by(f.pre_invoice_discount_pct) desc
limit 5;
```


Result Grid | Filter Rows: | Export:

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

QUESTION 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:

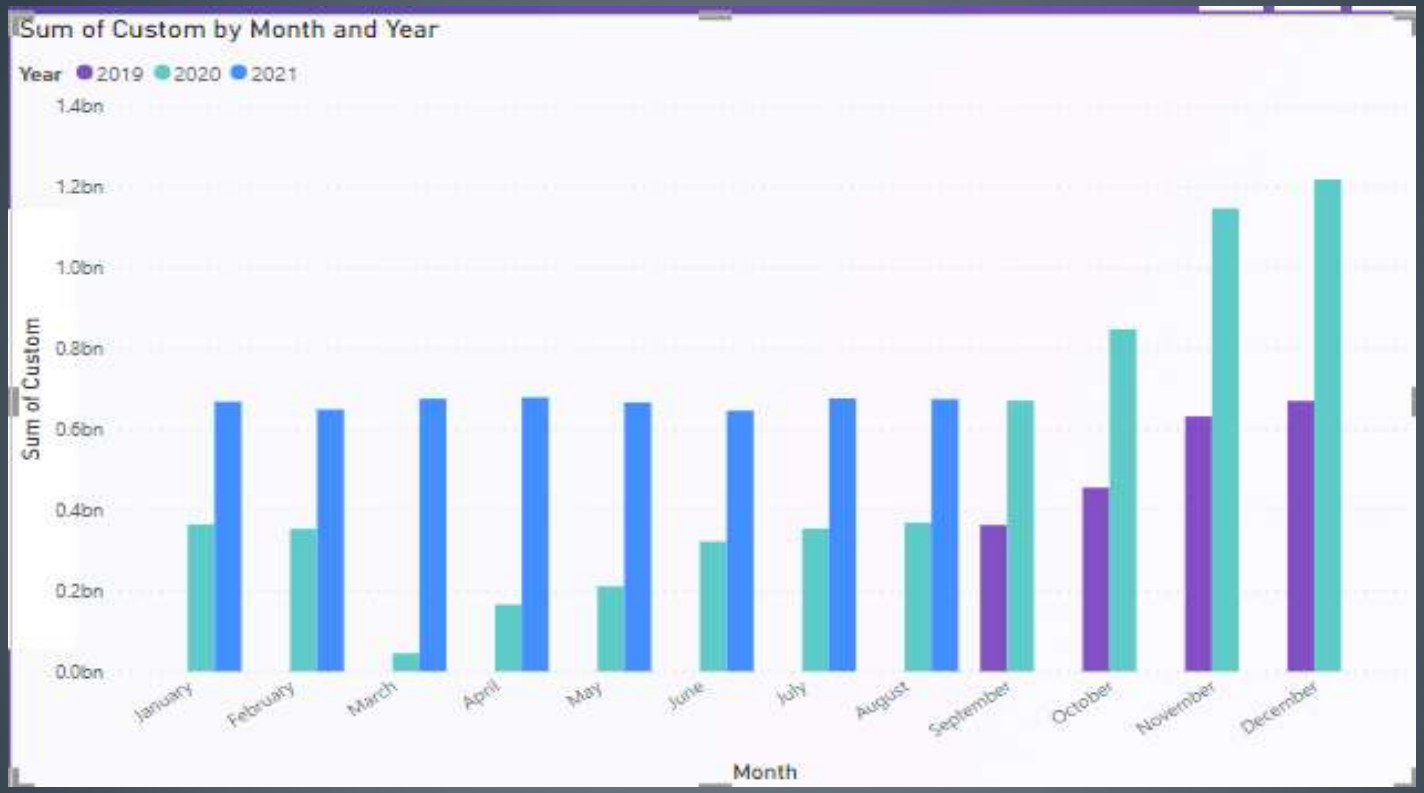
Month

Year

Gross sales Amount

```
CODE:  select  Monthname(fd.date) as
"monthnames", fd.fiscal_year as
"years",
sum(fd.sold_quantity*fg.gross_price)
as "gross_price"
from dim_customer c join
fact_sales_monthly fd on
c.customer_code=fd.customer_code
join fact_gross_price fg on
fd.product_code =fg.product_code
where c.customer = "Atliq Exclusive"
group by monthnames,years;
```

monthnames	years	gross_price
January	2020	9584951.9393
March	2020	766976.4531
April	2020	800071.9543
May	2020	1586964.4768
July	2020	5151815.4020
August	2020	5638281.8287
September	2021	19530271.3028
November	2021	32247289.7946
December	2021	20409063.1769
January	2021	19570701.7102
March	2021	19149624.9239
April	2021	11483530.3032
May	2021	19204309.4095
July	2021	19044968.8164
August	2021	11324548.3409
October	2020	10378637.5961
February	2020	8083995.5479
June	2020	3420736.5712


Sum of Custom by Month and Year
Year 2019 2020 2021
1.4bn
1.2bn
1.0bn
0.8bn
0.6bn
0.4bn
0.2bn
0.0bn
Sum of Custom
January
February
March
April
May
June
July
August
September
October
November
December
Month

QUESTION 8:

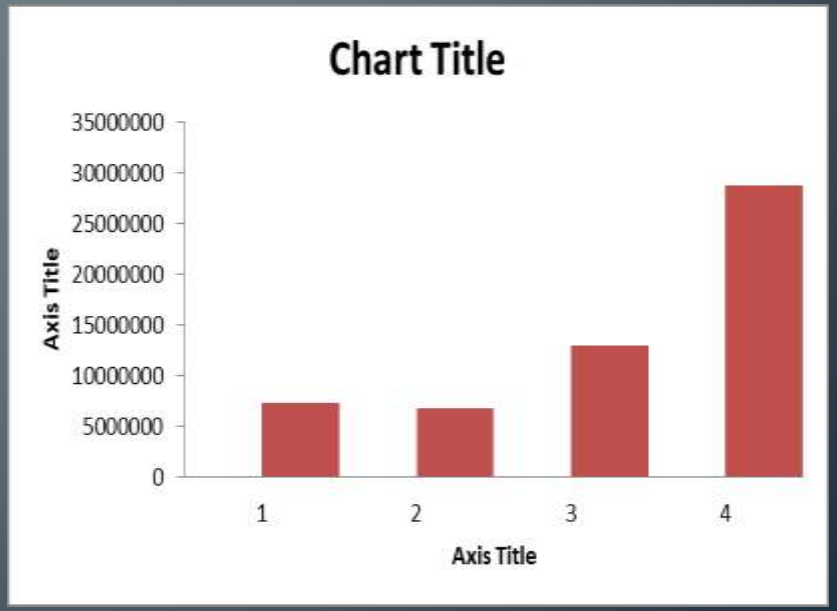
In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, Quarter total_sold_quantity

CODE:

```
select  quarter(fd.date) as "Quater" ,sum(fd.sold_quantity) as "quantity_sold"
from dim_customer c join fact_sales_monthly fd on c.customer_code=fd.customer_code
join fact_gross_price fg on fd.product_code =fg.product_code
where year(fd.date)=2021 group by(quarter(fd.date)) order by (quantity_sold) ;
```

Result Grid | Filter Rov

Quater	quantity_sold
2	6753841
1	7366571
3	12945015
4	28752739



QUESTION 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

CODE:

```
select  channel,
sum(fd.sold_quantity*fg.gross_price)/
1000000 as
"gross_sales_in_mln",((sum(fd.sold_
quantity*fg.gross_price)/1000000)*(1
00/3711.7159303301)) as
"Percentage"
from dim_customer c join
fact_sales_monthly fd on
c.customer_code=fd.customer_code
join fact_gross_price fg on
fd.product_code =fg.product_code
group by(channel) ;
```

channel	gross_sales_in_mln	Percentage
Direct	601.71053377	16.211114887569
Distributor	419.44909761	11.300678863366
Retailer	2690.55629896	72.488206249036

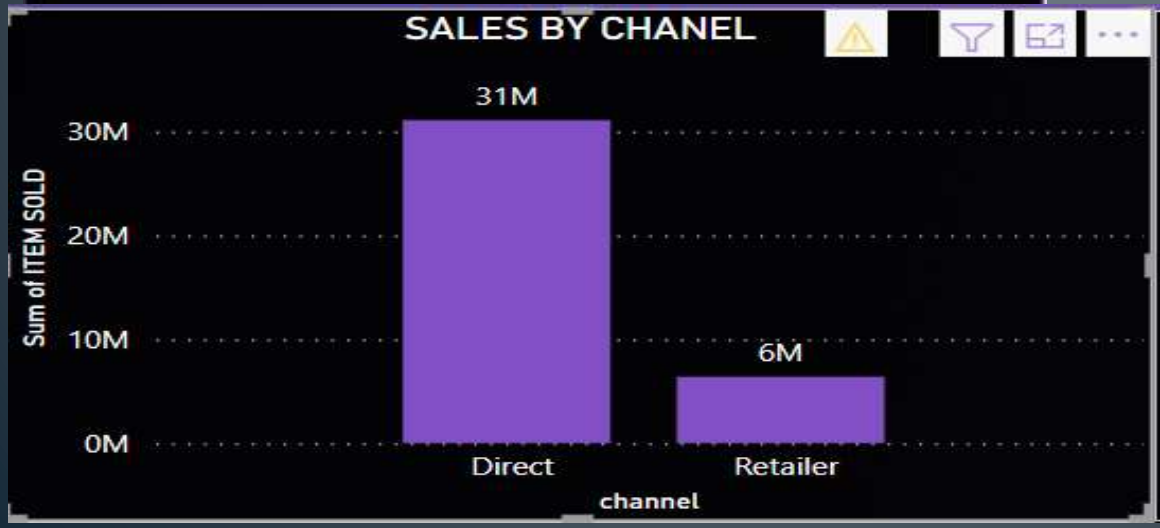
QUESTION 10: Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields,
division
product_code
product
Total_sold_quantity

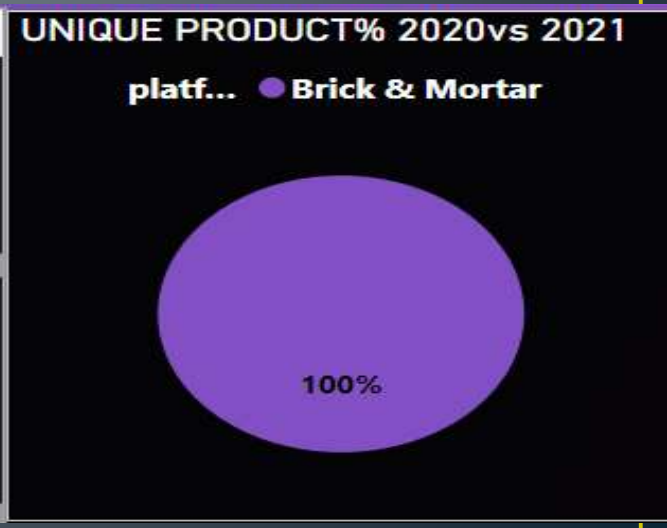
product_code	Division	product	sold_quantity	(fm.sold_quantity*gp.gross_price)	rank1
A6818160201	N & S	AQ Pen Drive DRC	1	2.9691	1
A6818160201	N & S	AQ Pen Drive DRC	1	2.9691	2
A6818160201	N & S	AQ Pen Drive DRC	1	2.9691	3
A2118150101	P & A	AQ Master wired x1 Ms	1	2.9168	1
A2118150101	P & A	AQ Master wired x1 Ms	1	2.9168	2
A2118150101	P & A	AQ Master wired x1 Ms	1	2.9168	3
A4118110101	PC	AQ Aspiron	1	154.0148	1
A4118110101	PC	AQ Aspiron	1	154.0148	2
A4118110101	PC	AQ Aspiron	1	154.0148	3

CODE: select * from
(select dp.product_code as "product_code",dp.division as "Division",dp.product,fm.sold_quantity as "sold_quantity",(fm.sold_quantity*gp.gross_price) ,row_number() over(partition by dp.division order by(fm.sold_quantity*gp.gross_price)) as "rank1" from dim_product dp
join fact_sales_monthly fm on dp.product_code=fm.product_code
join fact_gross_price gp on dp.product_code=gp.product_code)ranks
where rank1<=3;

- Atliq Exclusive operate in 16 countries.
- It get most of its sales from APAC region.
- Only operator in market of Atliq is Brick&Mortar.
- It get sales only by chanels retail and direct.

market	Count of ITEM SOLD	Sum of profit1
India	1101	252,586,484.00
USA	745	94,996,862.00
South Korea	578	68,241,364.00
Indonesia	545	60,254,888.00
Australia	448	47,119,272.00
Canada	425	41,516,038.00
Philiphines	376	37,609,832.00
France	364	35,047,810.00
Norway	291	23,623,456.00
Germany	228	20,753,128.00
Bangladesh	244	19,878,462.00
Italy	214	19,284,136.00
Newzealand	212	17,052,312.00
Netherlands	182	15,231,316.00
Poland	137	11,343,918.00
Japan	107	8,301,610.00
Total	**1177**	**772,840,888.00**

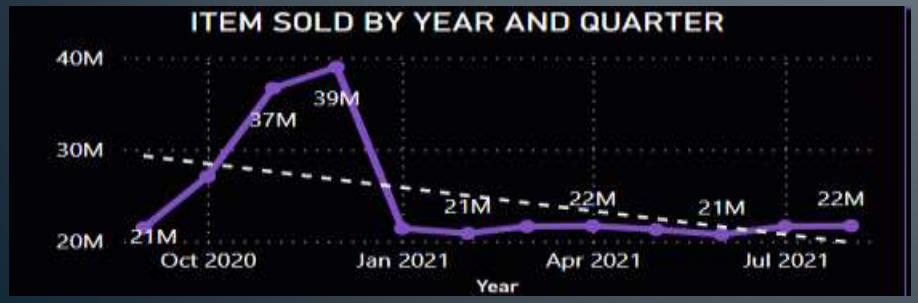




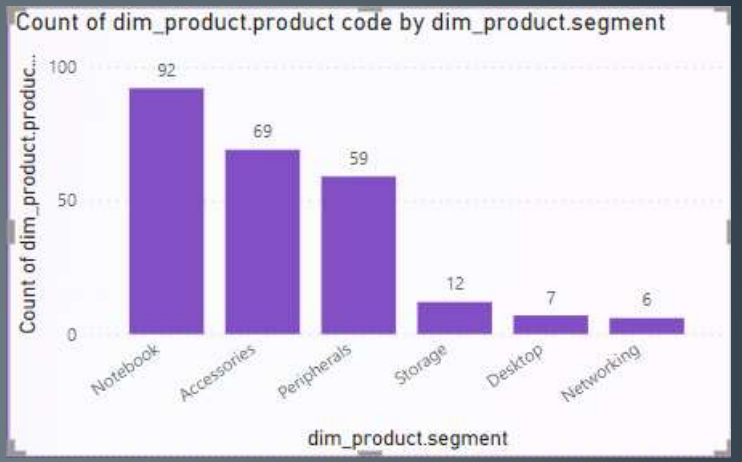
With year in 2020 to 2021 there is add on of 33% new product.
Over all sales from 2020 to 2021 was with positive trend.

In 2020 sales was with negative trend

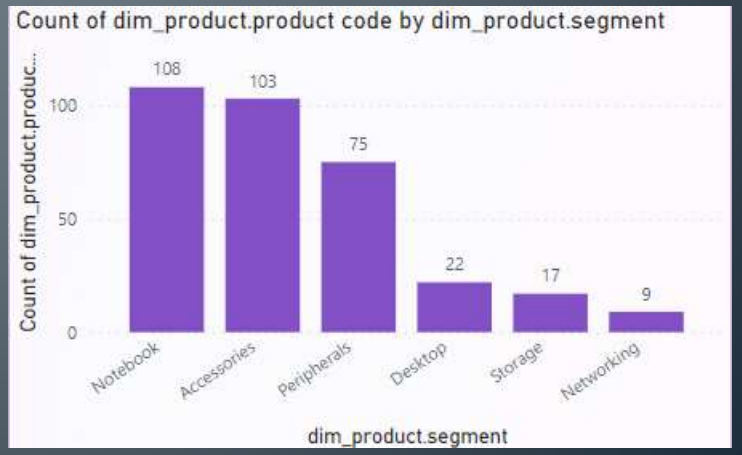
In 2021 sales was with negative trend



Product in 2020

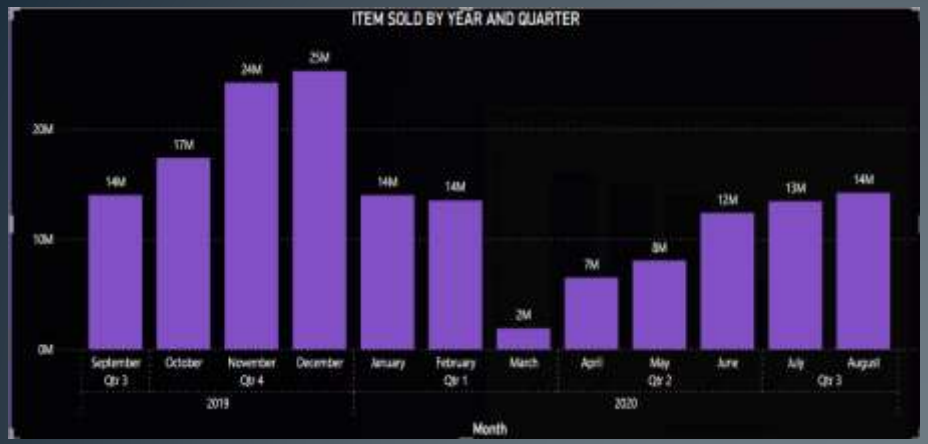


Product in 2021

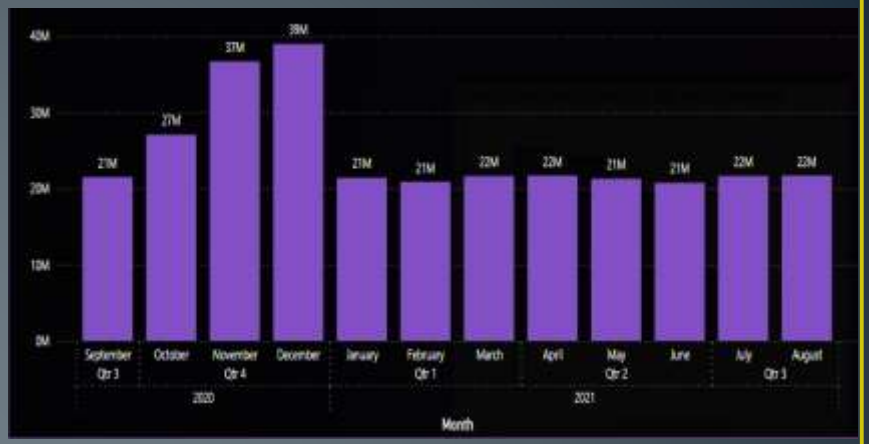


Quarter Analysis

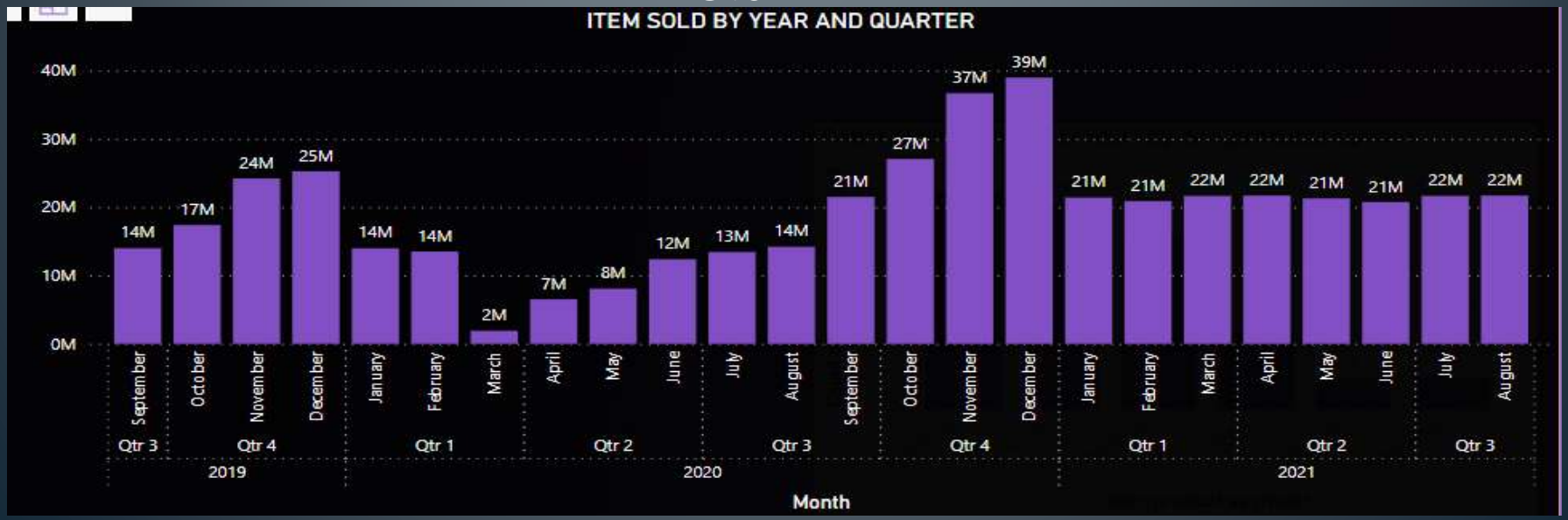
Quarter of 2020



Quarter of 2021



Over All



FOR MORE ANALYSIS AND VISUL PLS VISIT THE BELOW LINK

CLICK HERE TO VIEW RECORD