



ATLIQ HARDWARES

Ad Hoc Insights

Domain : Consumer Goods



AGENDA

INTRODUCTION TO COMPANY

ATLIQ BUSINESS MODEL

INPUTS PROVIDED

REQUESTED AD-HOC INSIGHTS

ATLIQ HARDWARES



Company Overview

Atliq hardware is a company that specializes in manufacture and distribution of computer hardware across four key regions



Problem

The management at Atliq has observed a lack of sufficient insights to enable quick and smart data-driven decisions.



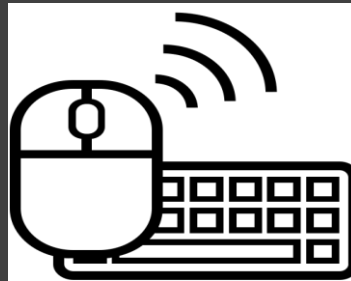
Ultimate goal

They plan to expand their data analytics team with junior analysts. To assess both technical and soft skills, Tony Sharma, the data analytics director, decided to conduct a SQL challenge.

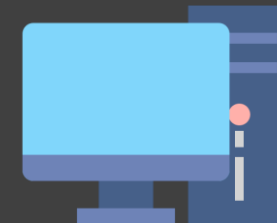
DIVISIONS :



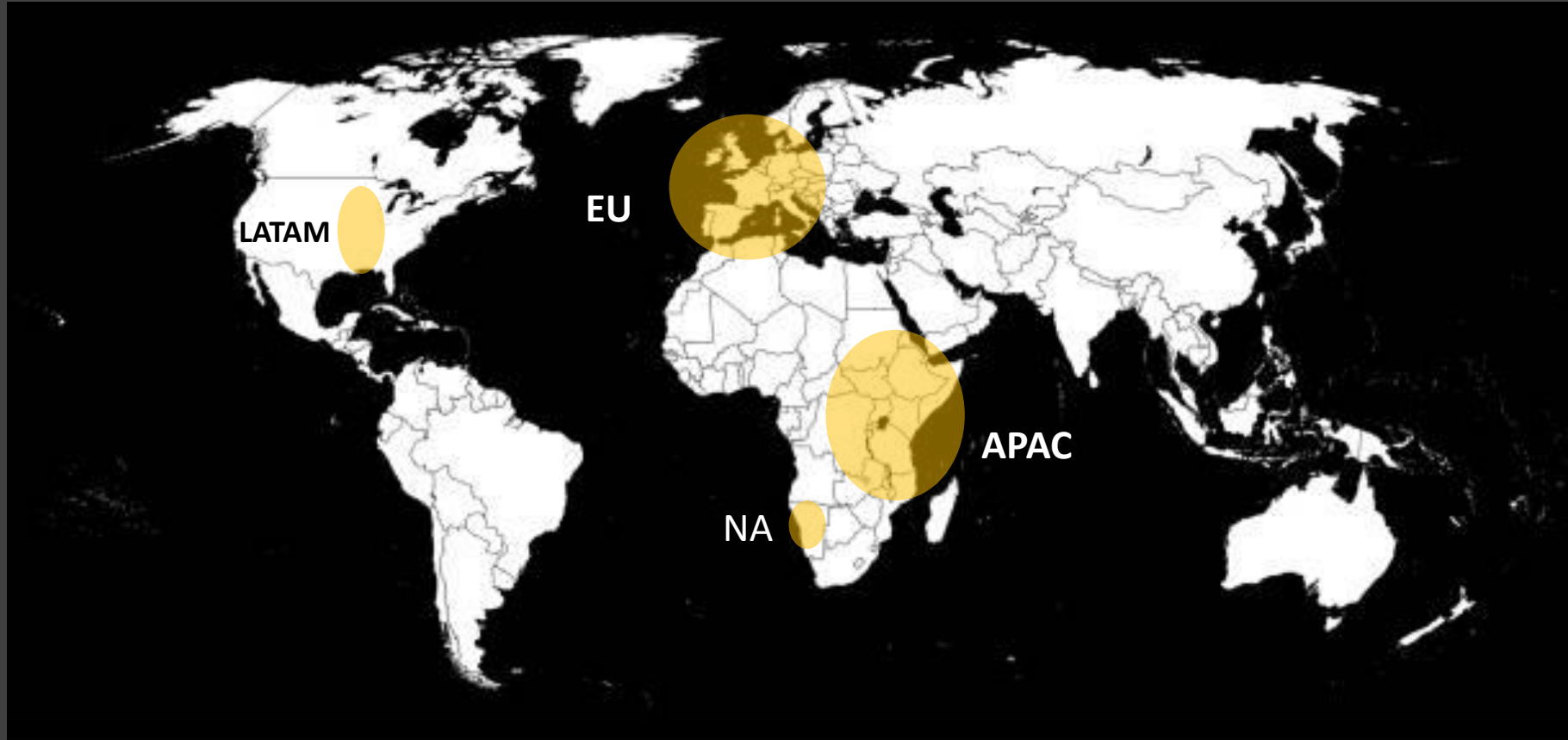
Networking &
Storage



Peripherals &
Accessories



Personal
Computers



REGIONS

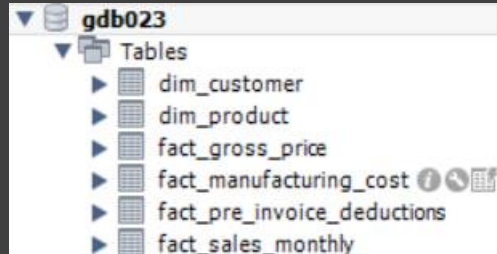
Fiscal Year 2020

Sep 2019 – Aug 2020

Fiscal Year 2021

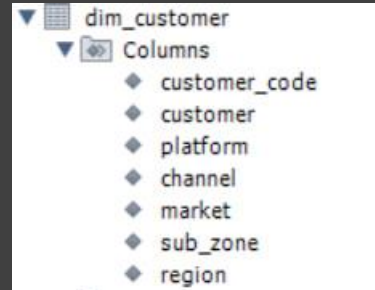
Sep 2020 – Aug 2021

INPUTS PROVIDED



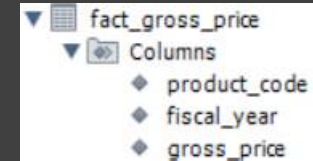
gdb023

Tables
dim_customer
dim_product
fact_gross_price
fact_manufacturing_cost
fact_pre_invoice_deductions
fact_sales_monthly



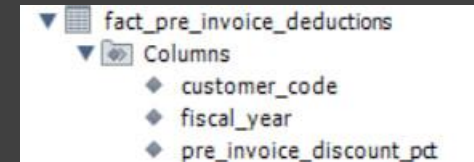
dim_customer

Columns
customer_code
customer
platform
channel
market
sub_zone
region



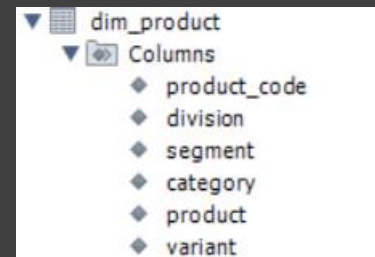
fact_gross_price

Columns
product_code
fiscal_year
gross_price



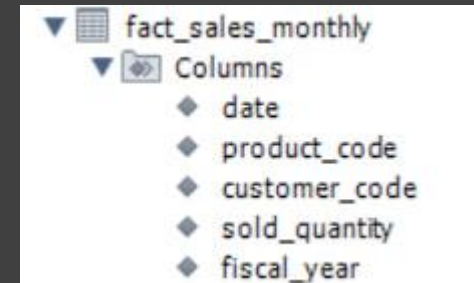
fact_pre_invoice_deductions

Columns
customer_code
fiscal_year
pre_invoice_discount_pct



dim_product

Columns
product_code
division
segment
category
product
variant



fact_sales_monthly

Columns
date
product_code
customer_code
sold_quantity
fiscal_year

REQUESTED AD-HOC INSIGHTS

Request – 1 :

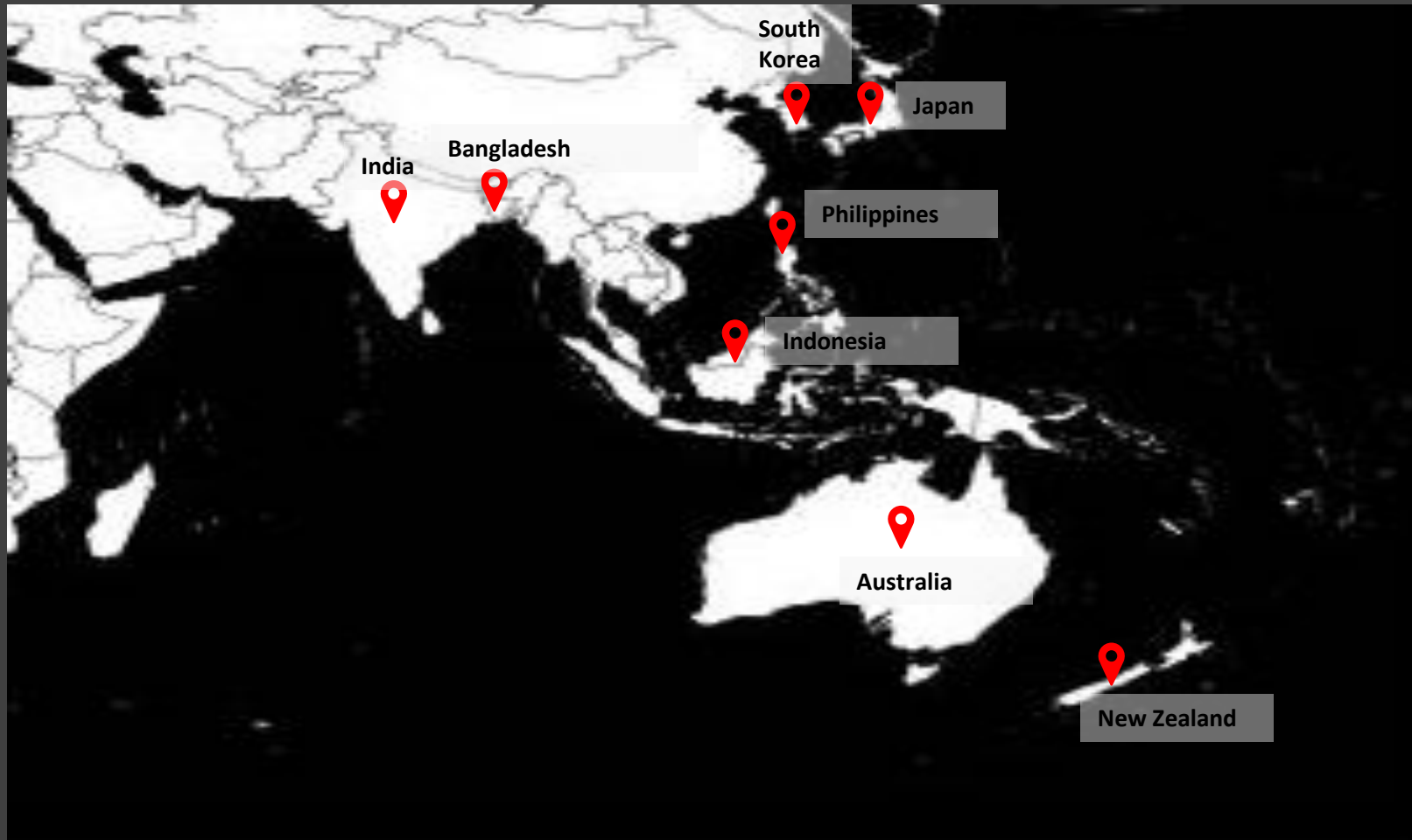
Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Output

Result Grid 	
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Insight :

In APAC region, our exclusive store has established it's presence in 8 major markets.



Request – 2 :

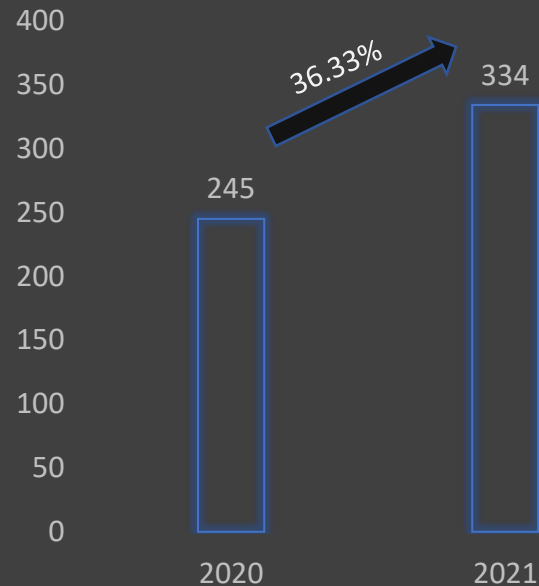
What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields :

unique_products_2020
unique_products_2021
percentage_chg

Output

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Insight



Request – 3 :

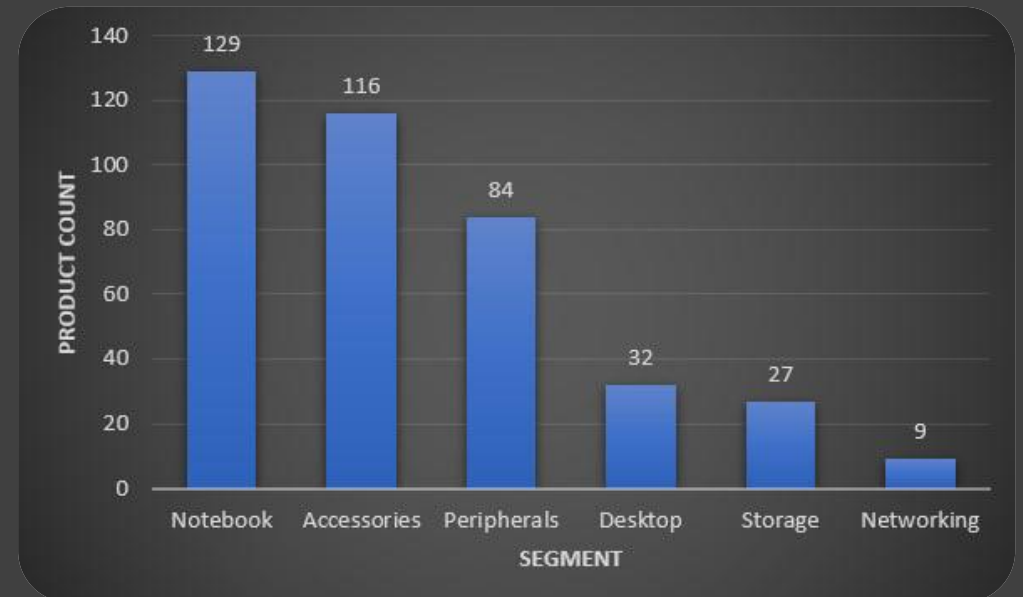
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields

segment
product_count

Output

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

Insight



Request – 4 :

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?
The final output contains these fields

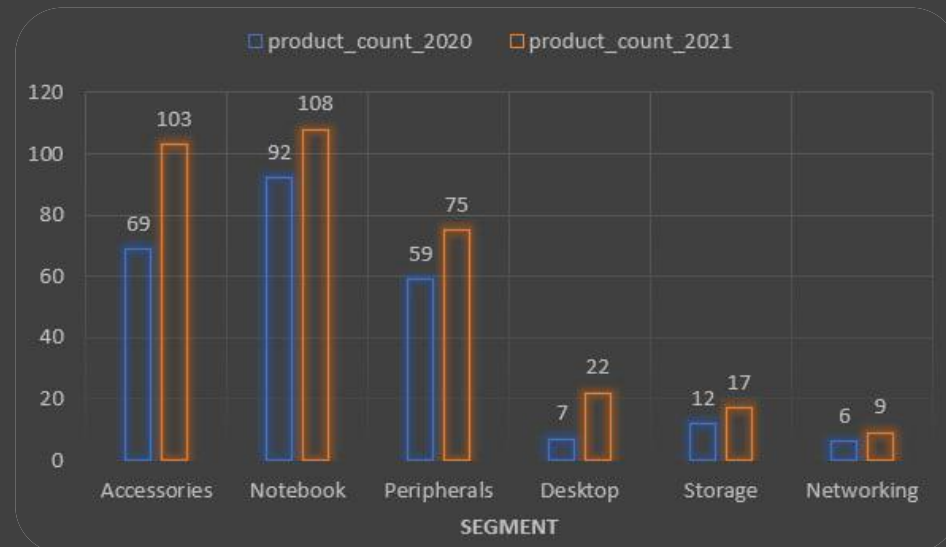
```
segment  
product_count_2020 product_count_2021  
difference
```

Output

	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

Low production growth comparatively with other segments

Insight



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

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 contains these fields

customer_code

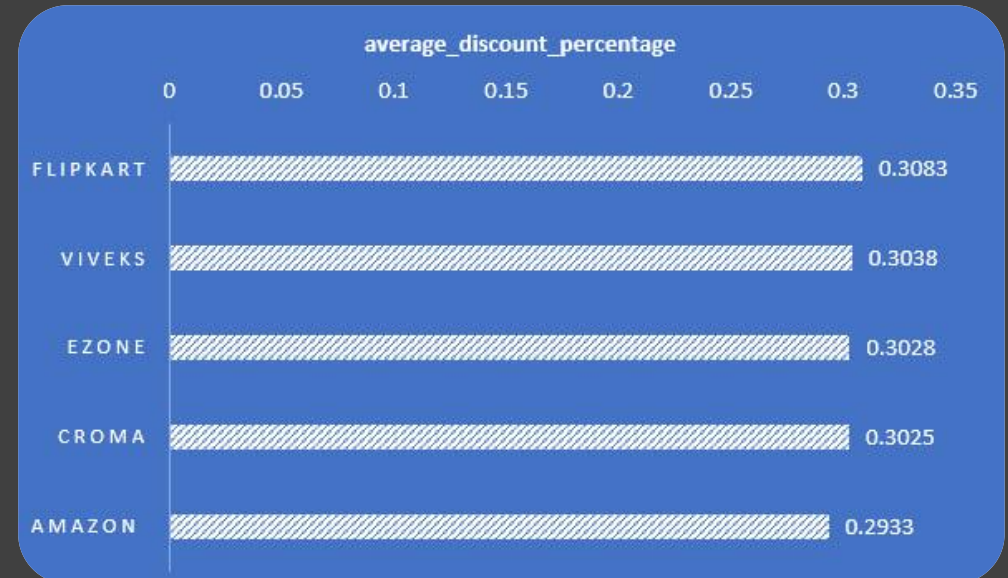
customer

average_discount_percentage

Output

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

Insight



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

date	month	monthname	fiscal_year	gross_sales_amount
2019-09-01	9	September	2020	9.09M
2019-10-01	10	October	2020	10.38M
2019-11-01	11	November	2020	15.23M
2019-12-01	12	December	2020	9.76M
2020-01-01	1	January	2020	9.58M
2020-02-01	2	February	2020	8.08M
2020-03-01	3	March	2020	0.77M
2020-04-01	4	April	2020	0.80M
2020-05-01	5	May	2020	1.59M
2020-06-01	6	June	2020	3.43M
2020-07-01	7	July	2020	5.15M
2020-08-01	8	August	2020	5.64M
2020-09-01	9	September	2021	19.53M
2020-10-01	10	October	2021	21.02M
2020-11-01	11	November	2021	32.25M
2020-12-01	12	December	2021	20.41M
2021-01-01	1	January	2021	19.57M
2021-02-01	2	February	2021	15.99M
2021-03-01	3	March	2021	19.15M
2021-04-01	4	April	2021	11.48M
2021-05-01	5	May	2021	19.20M
2021-06-01	6	June	2021	15.46M
2021-07-01	7	July	2021	19.04M
2021-08-01	8	August	2021	11.32M

Insight



March 2020
April 2020
May 2020
June 2020
July 2020
August 2020



Request – 8 :

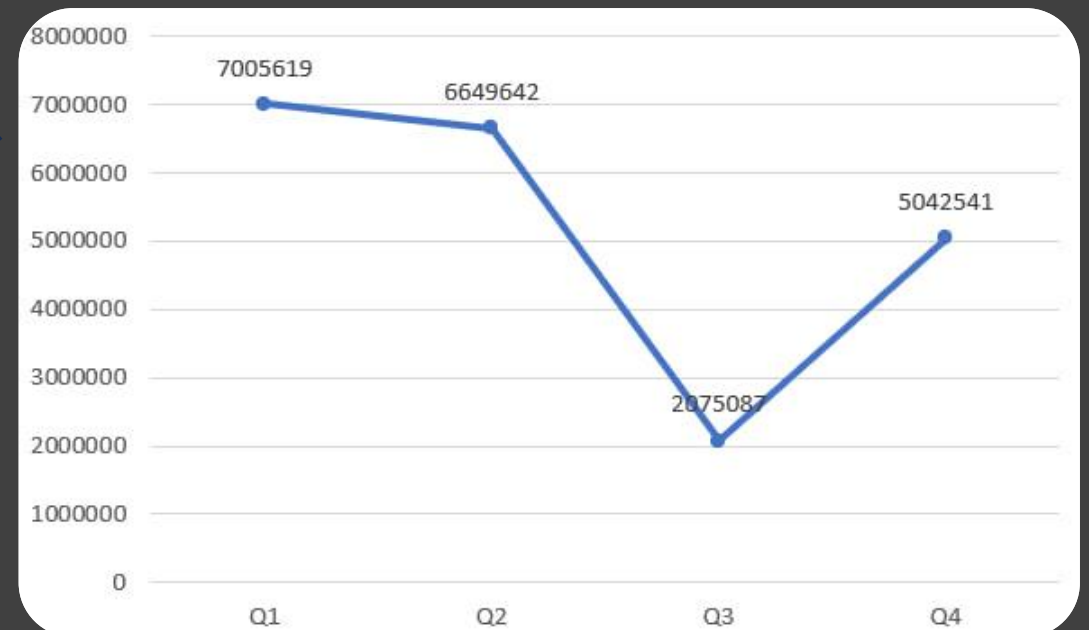
In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,

Quarter
total_sold_quantity

Output

quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Insight



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

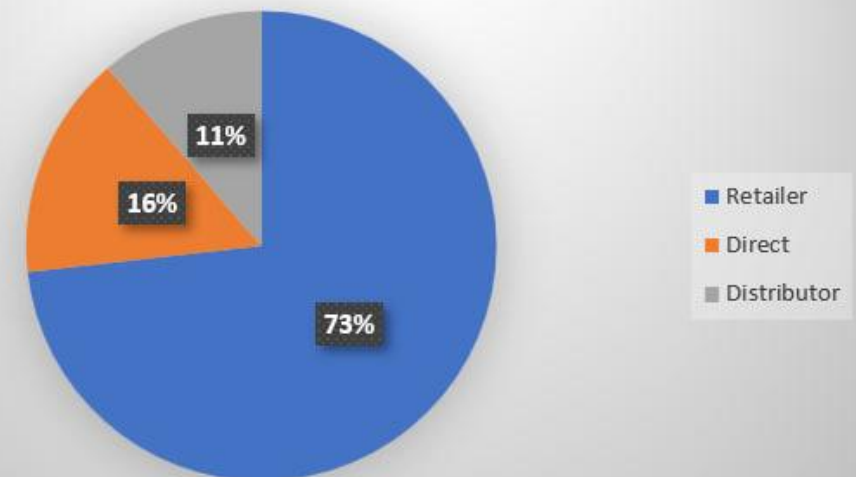
channel
gross_sales_mln
percentage

Output

channel	gross_sales_mln	gross_sales_pct
Retailer	1924.17 M	73.22 %
Direct	406.69 M	15.47 %
Distributor	297.18 M	11.31 %

Insight

gross_sales_contribution_2021



Request – 10 :

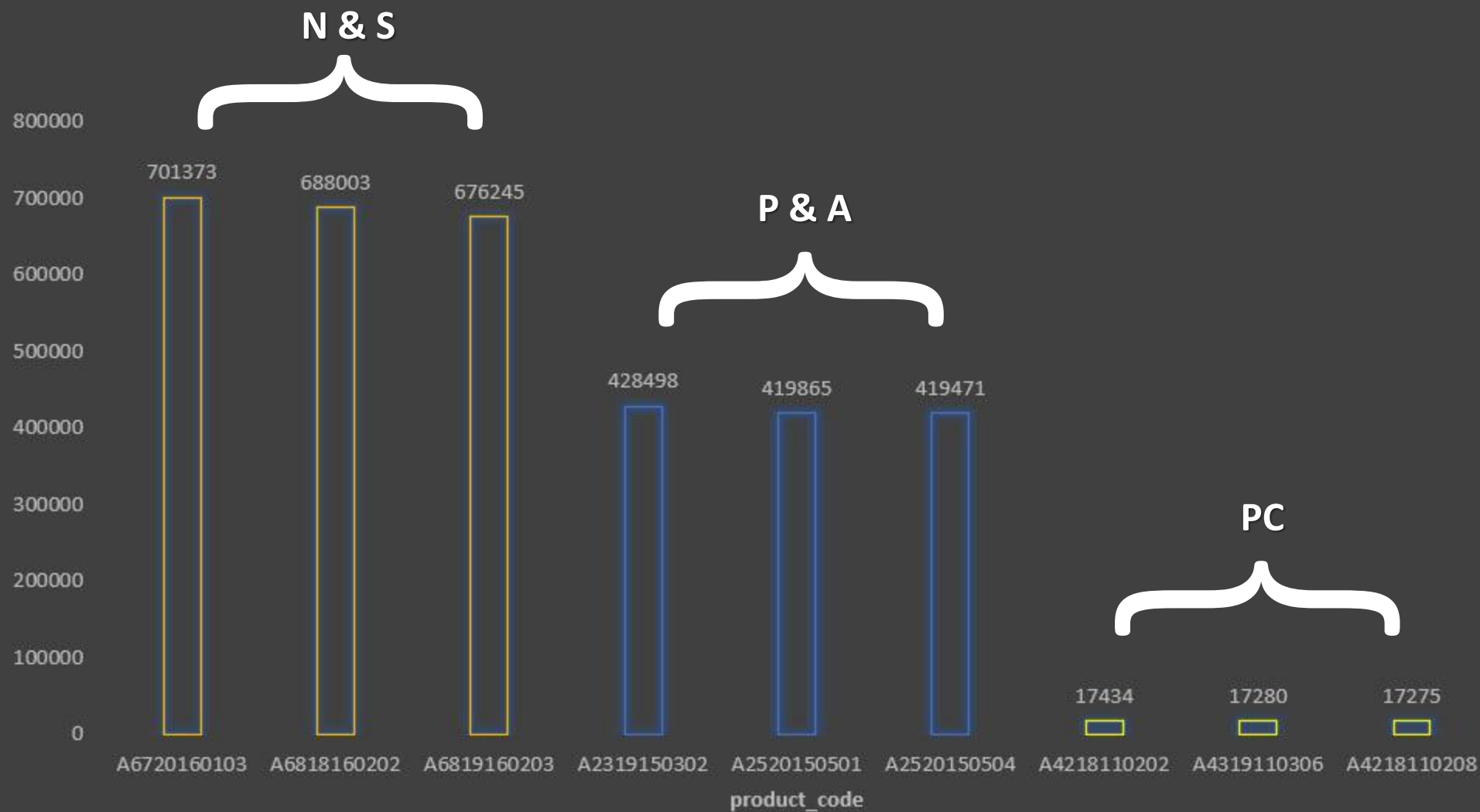
Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields :

division
product_code
Product
total_sold_quantity
rank_order

Output

division	product_code	product	Total_Sold_Qty	ranking
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

Insight



Thank you

