



Ad_Hoc Insights

Customer Goods

BY
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ABOUT ATLIQ HARDWARES



Atliq Hardwares (imaginary company) is a leading computer hardware producer in India with a strong international presence.



MANDATES

- Management acknowledged a lack of sufficient data and insights to make timely, well-informed decisions.
- They plan to address this by expanding the data analytics team with junior analysts.
- To ensure the new hires have the necessary skills, the Data Analytics Director plans to conduct a SQL challenge to assess both technical and soft skills.
- The company is looking to gain insights from data to address **10 ad hoc requests**.



Ad Hoc REQUESTS AND *INSIGHTS*

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

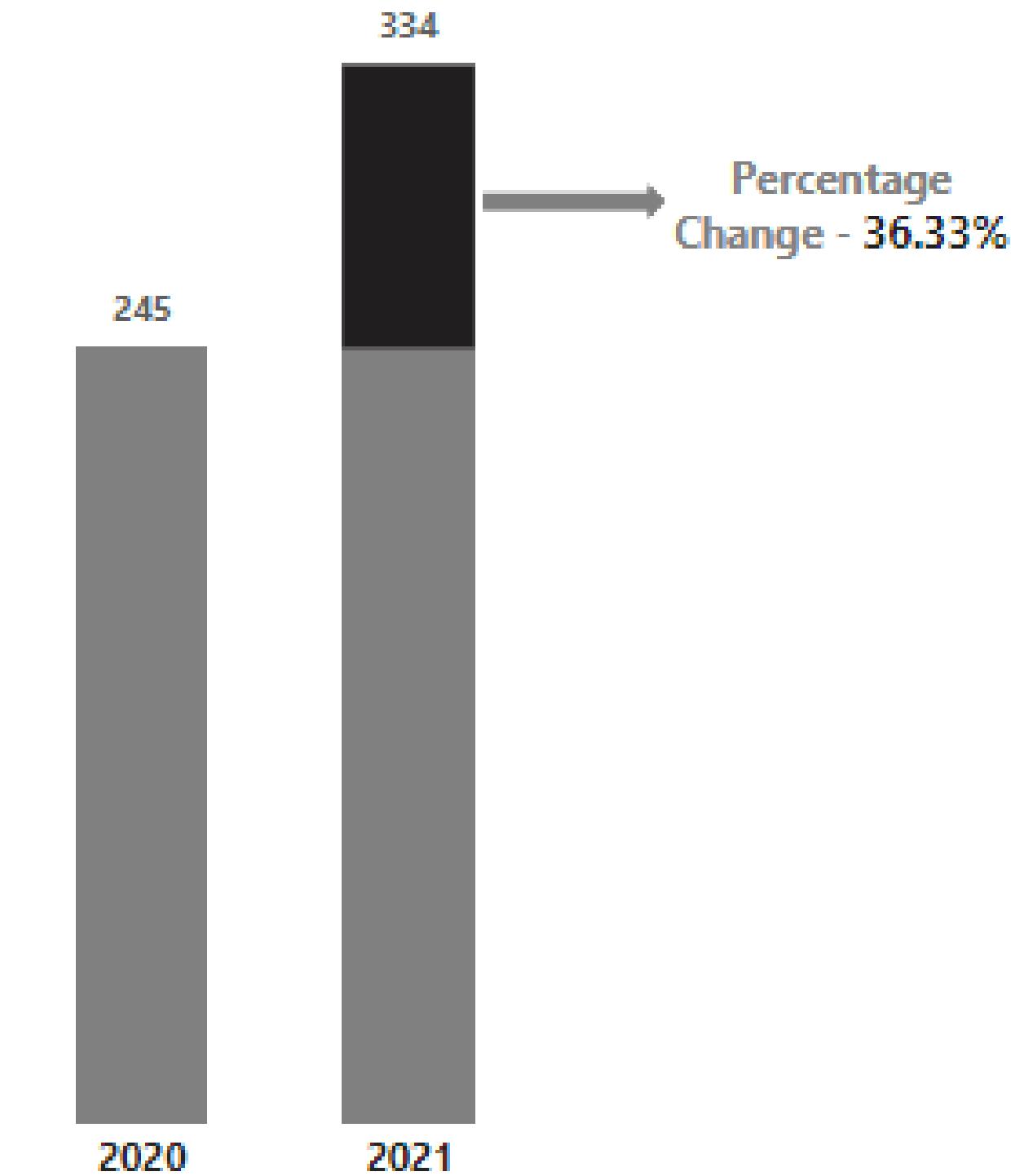
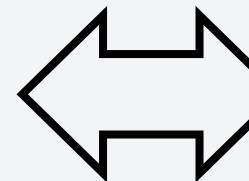


◆ What is the **percentage** of unique product increase in 2021 vs. 2020?

The final output contains these fields,

unique_products_2020, unique_products_2021, percentage_chg

unique_product_2020	unique_products_2021	percentage_chg
245	334	36.33

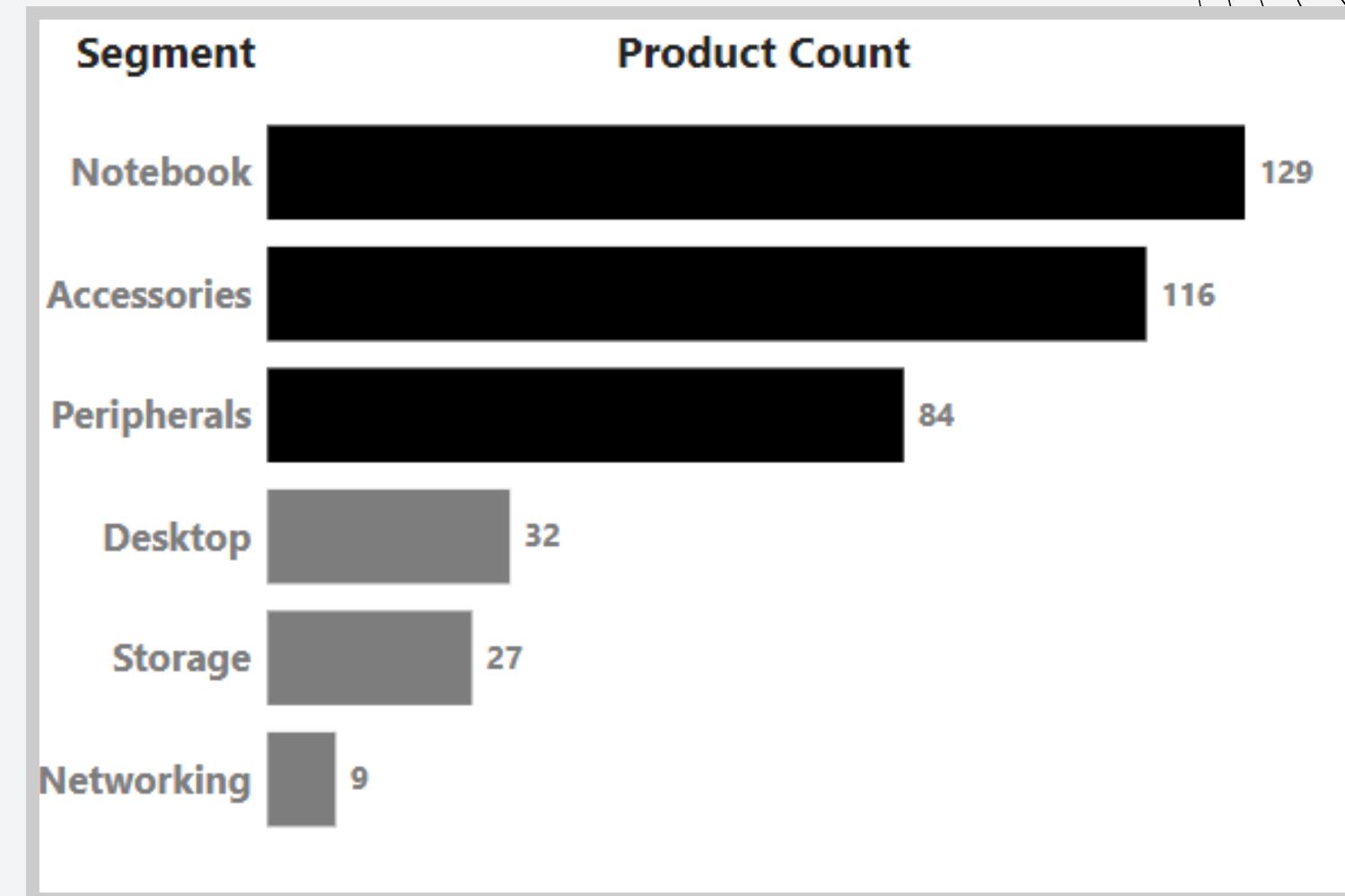


◆ Provide a report with all the **unique product counts** for each segment and sort them in descending order of product counts. The final output contains 2 fields,

segment, product_count

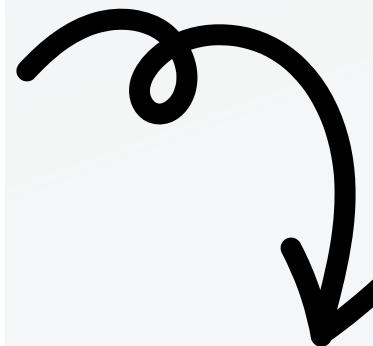


	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



◆ 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

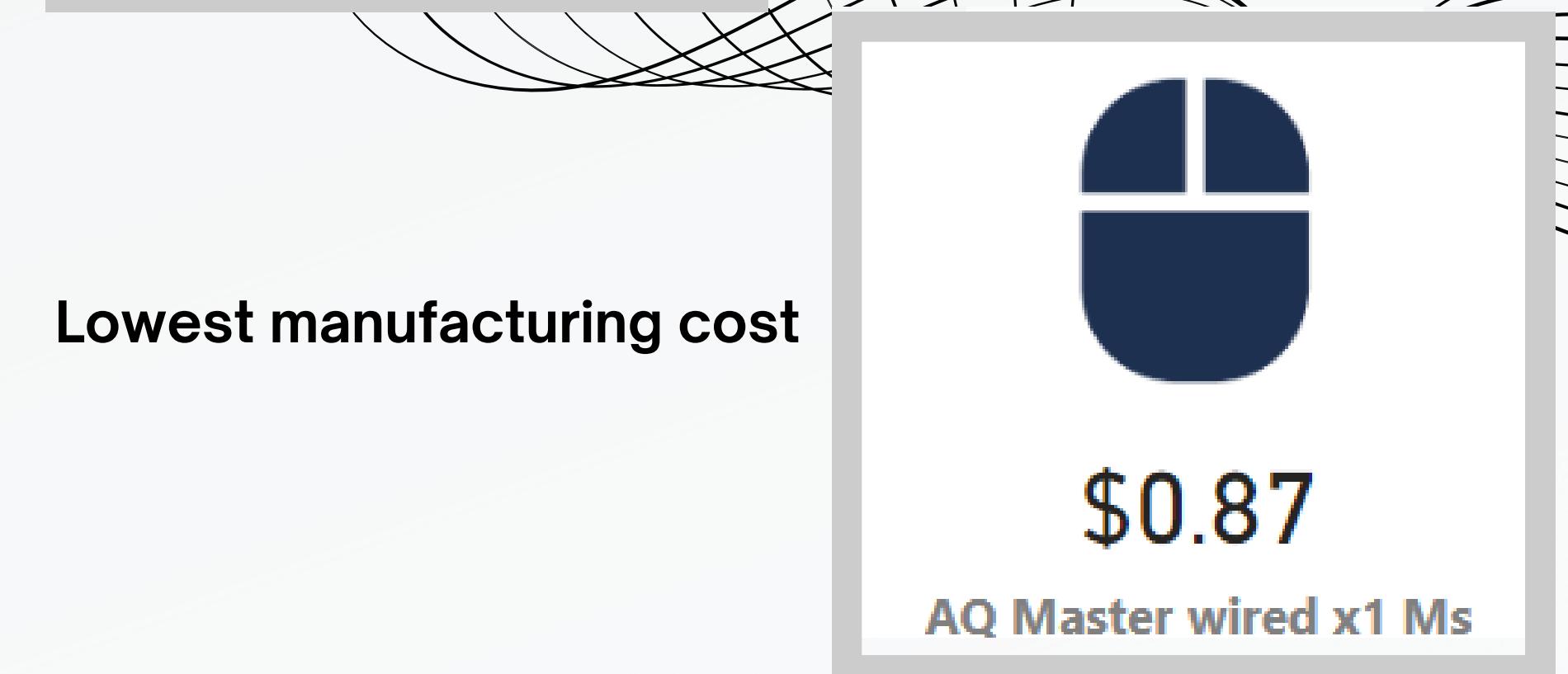
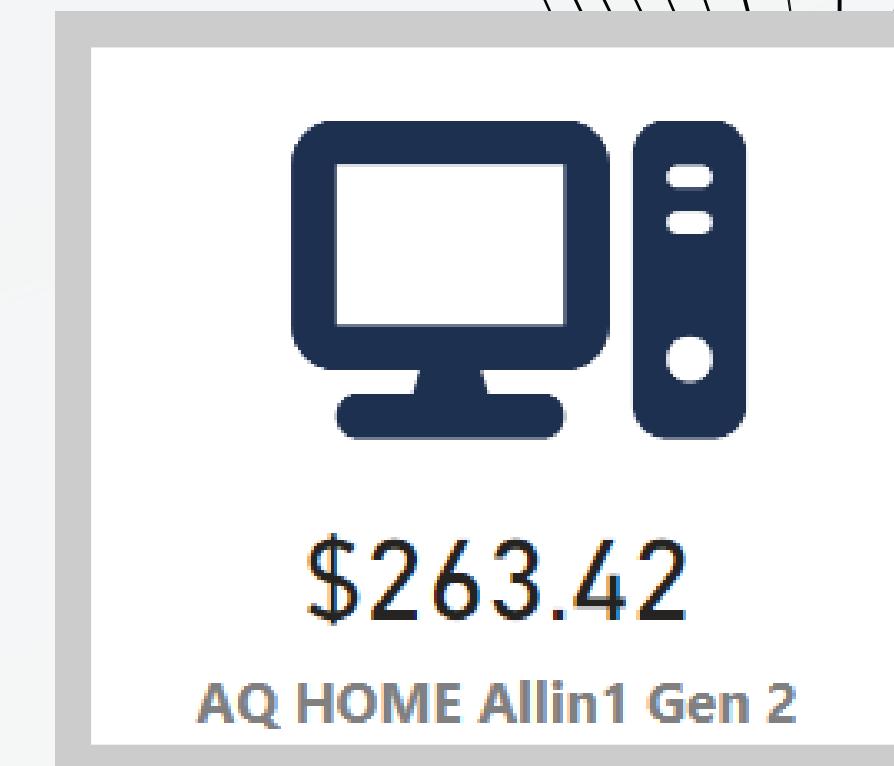
segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5



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

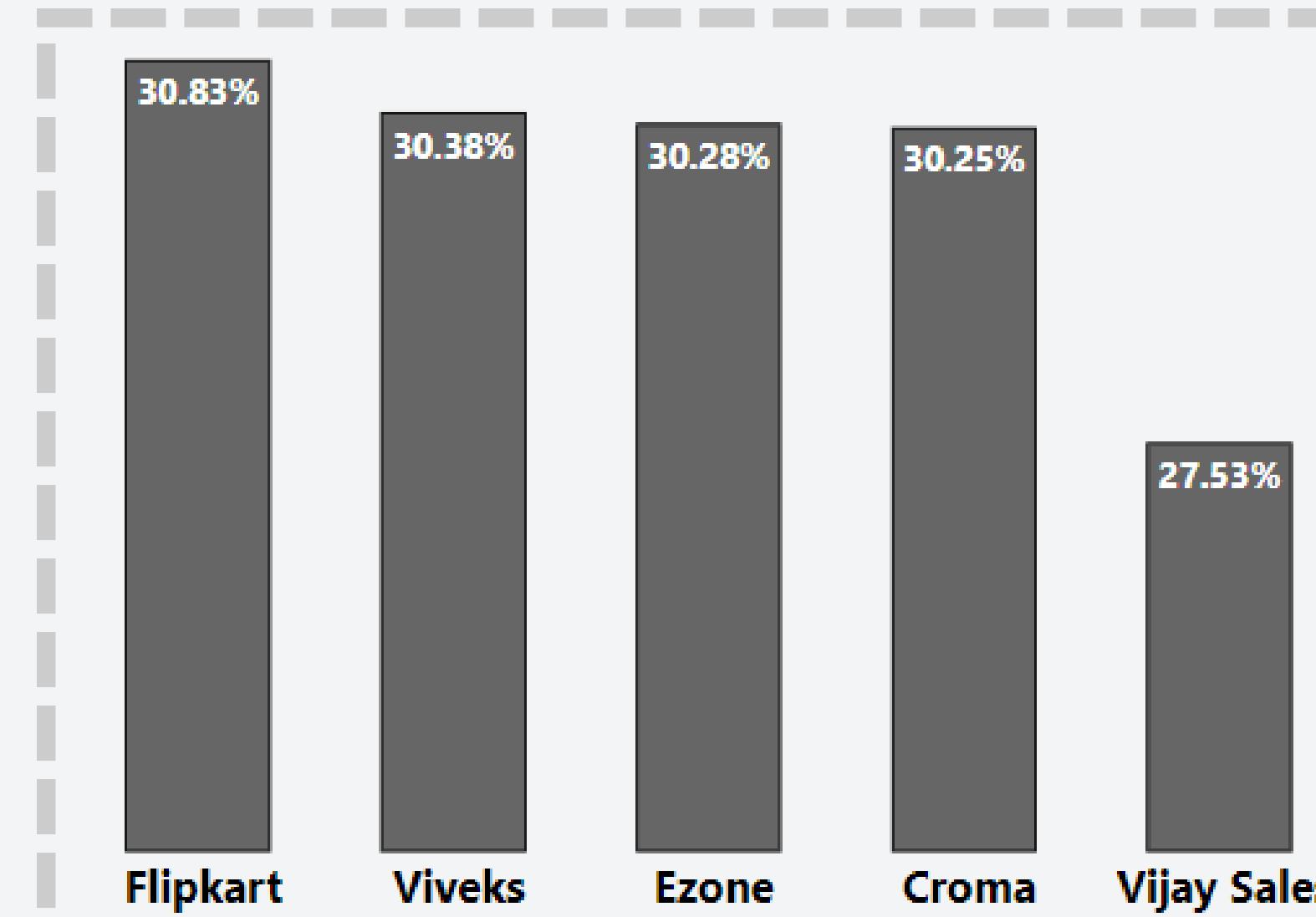
◆ Get the **products** that have the **highest and lowest manufacturing costs**. The final output should contain these fields, `product_code`, `product`, `manufacturing_cost`

	product_code	product	manufacturing_cost
▶	A6121110208	AQ HOME Allin1 Gen 2	263.42
	A2118150101	AQ Master wired x1 Ms	0.87



◆ 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

	customer_code	customer	avg_discount_pct
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002004	Vijay Sales	0.2753



Top 5 Customers in India with Highest
Average Discount Percentage

◆ Get the **complete report** of the **Gross sales amount** for the customer **Atliq Exclusive** for **each month** in fiscal_year 2020 and 2021. The final report contains these fields,

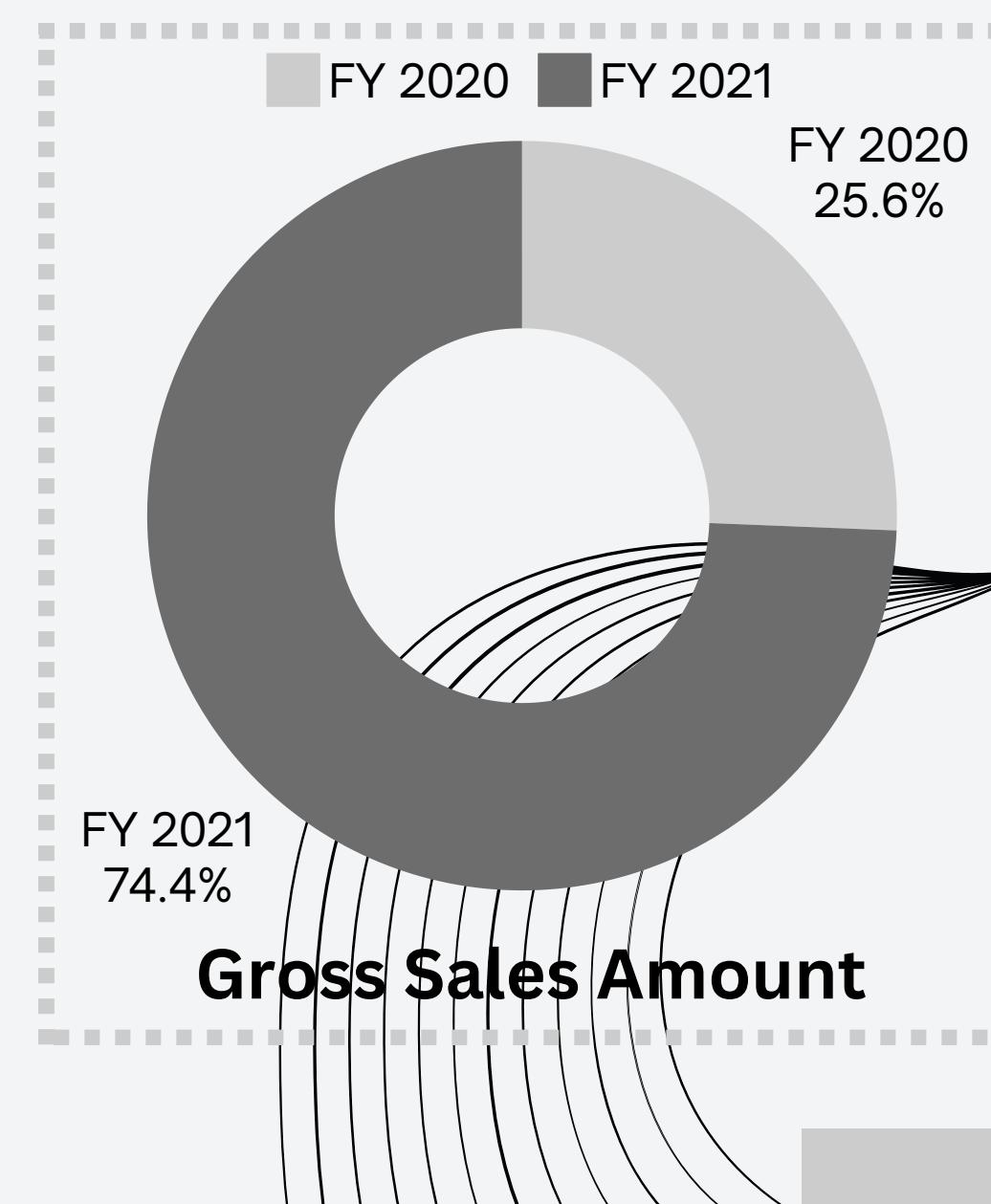
Month, Year, Gross sales Amount

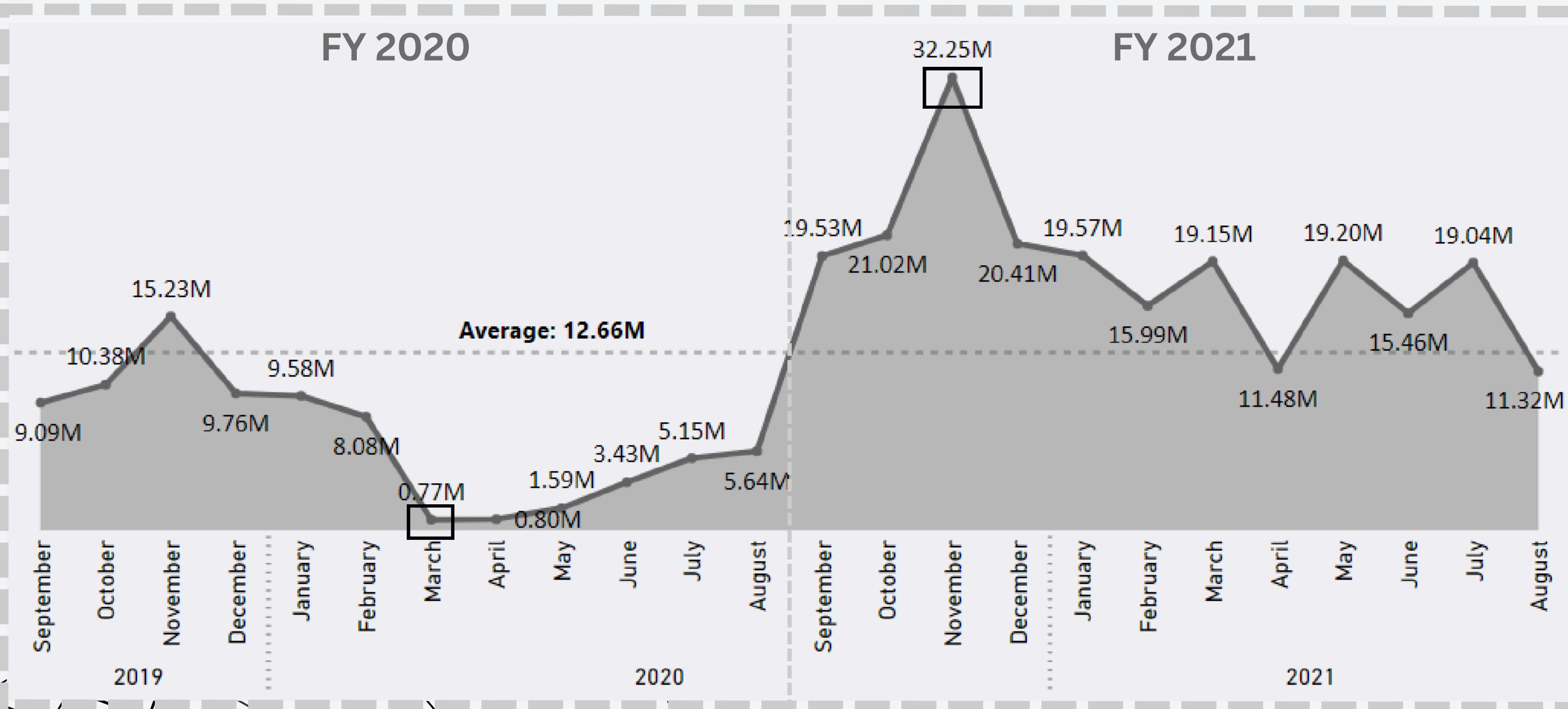
	month	fiscal_year	gross_sales_amount
►	September	2020	9092670.85
	October	2020	10378637.79
	November	2020	15231895.21
	December	2020	9755795.21
	January	2020	9584951.90
	February	2020	8083995.87
	March	2020	766976.28
	April	2020	800072.08
	May	2020	1586963.98
	June	2020	3429736.75
	July	2020	5151815.71
	August	2020	5638281.79
	September	2021	19530271.90
	October	2021	21016218.96
	November	2021	32247290.68
	December	2021	20409063.68
	January	2021	19570702.79
	February	2021	15986605.01
	March	2021	19149625.28
	April	2021	11483530.74
	May	2021	19204310.02
	June	2021	15457580.57
	July	2021	19044969.71
	August	2021	11324548.87

Q1

Q1

◆ In both these fiscal years the highest gross sales is marked during the first quarter.

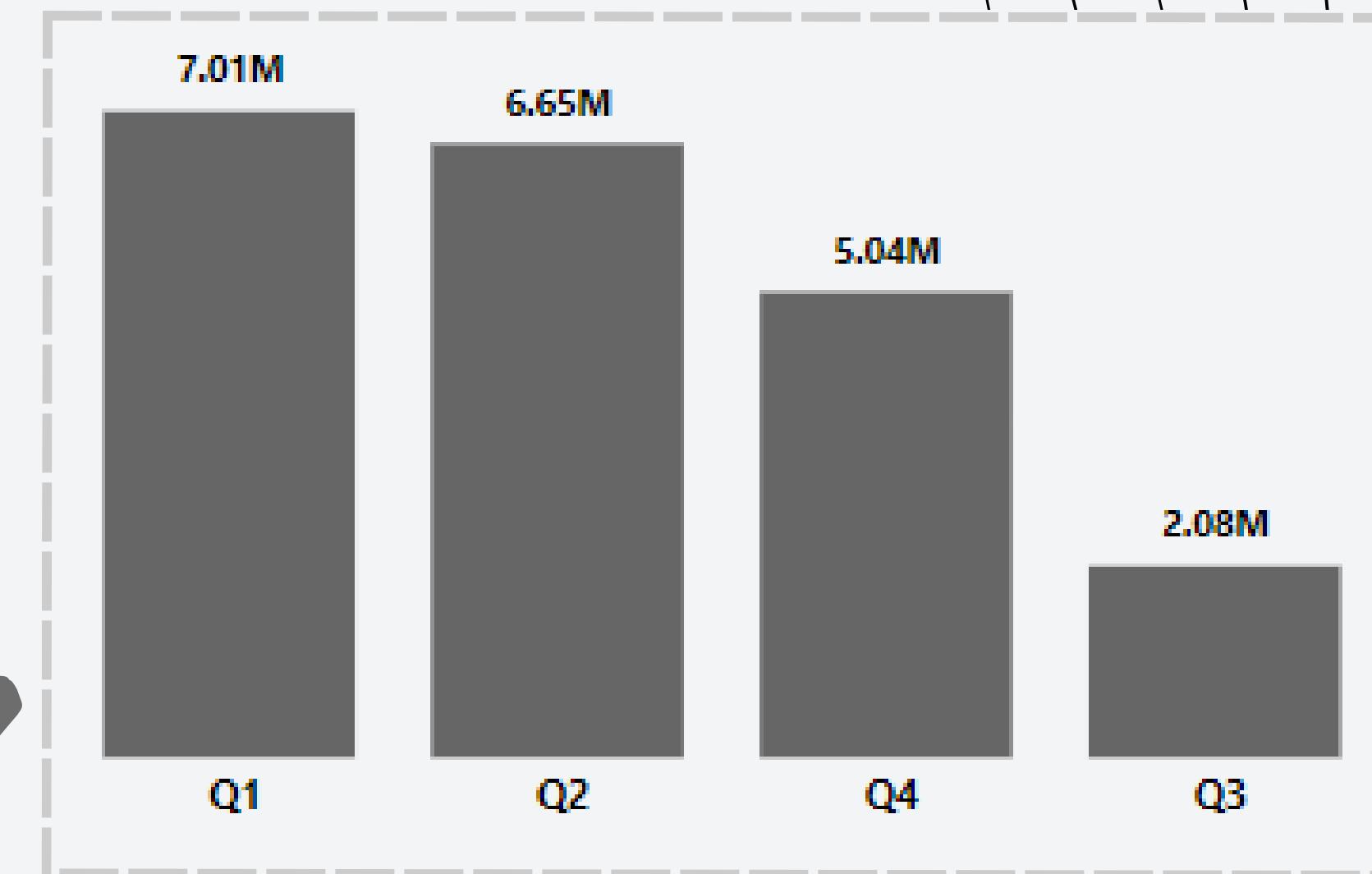




◆ In which **quarter** of 2020, got the maximum **total_sold_quantity**? The final output contains these fields sorted by the **total_sold_quantity**,

Quarter, total_sold_quantity

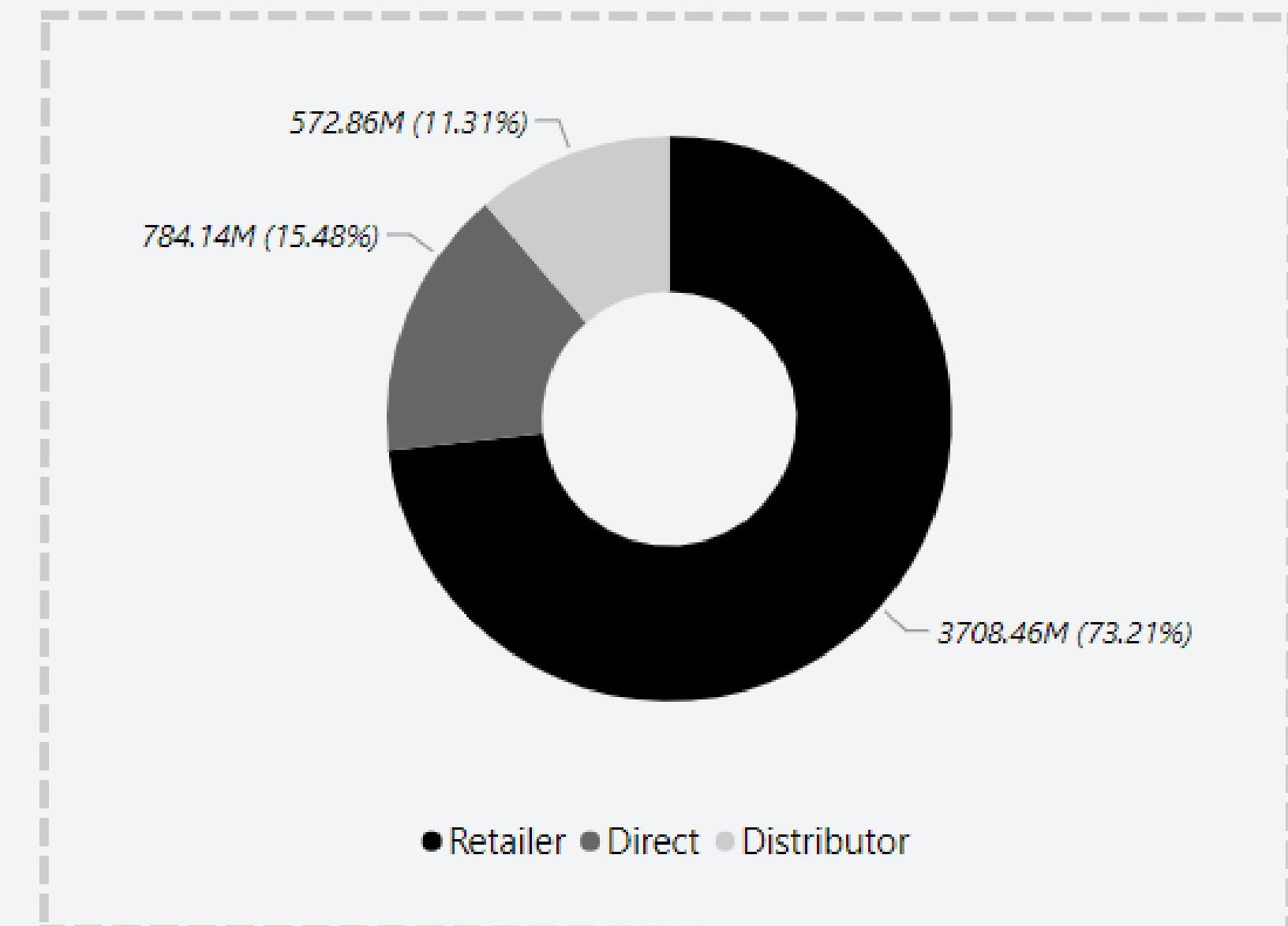
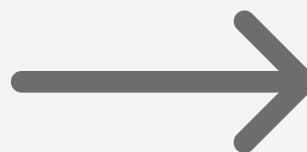
	quarter	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



◆ Which **channel** helped to bring more **gross sales** in the fiscal year 2021 and the **percentage of contribution**? The final output contains these fields,

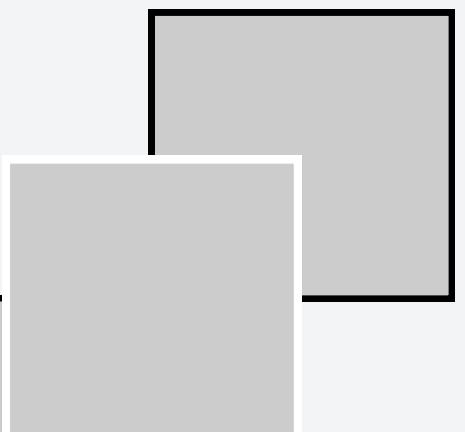
channel, gross_sales_mln, percentage

	channel	gross_sales_mln	percentage
▶	Retailer	3708.46	73.21
	Direct	784.14	15.48
	Distributor	572.86	11.31

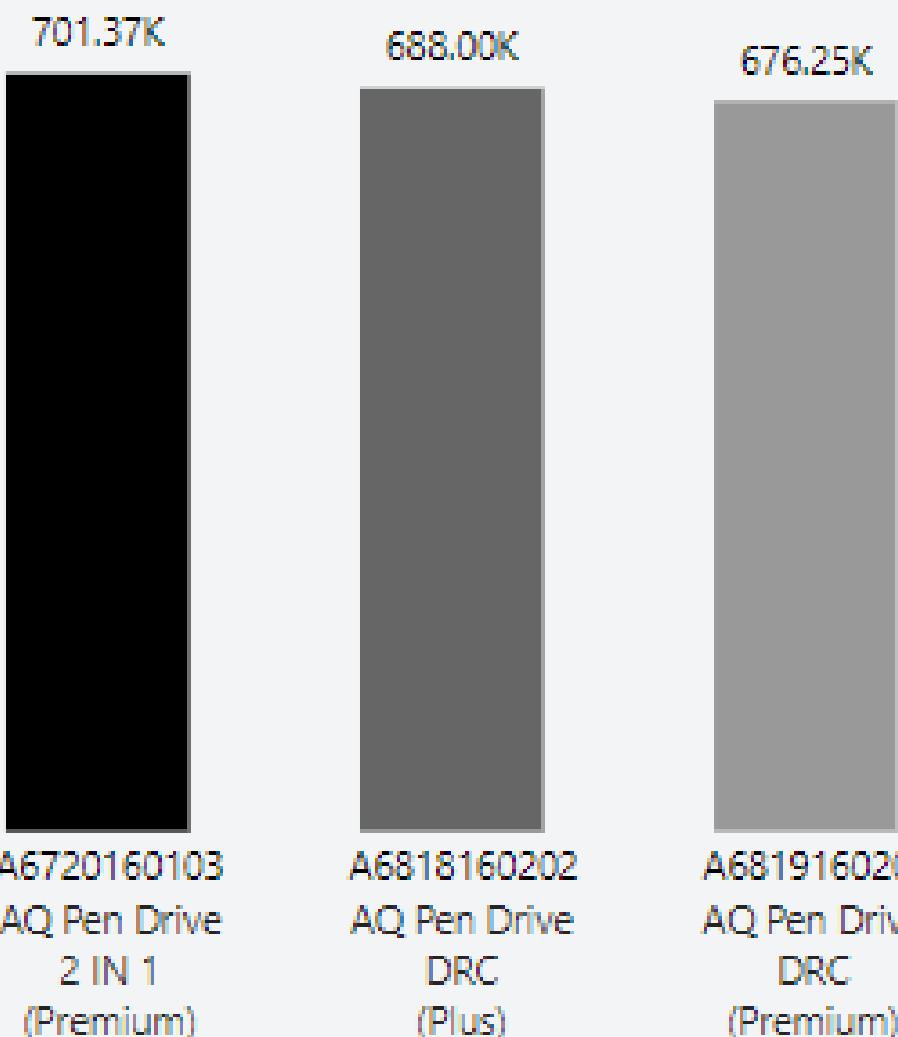


◆ Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields,
division, product_code, product, total_sold_quantity, rank_order

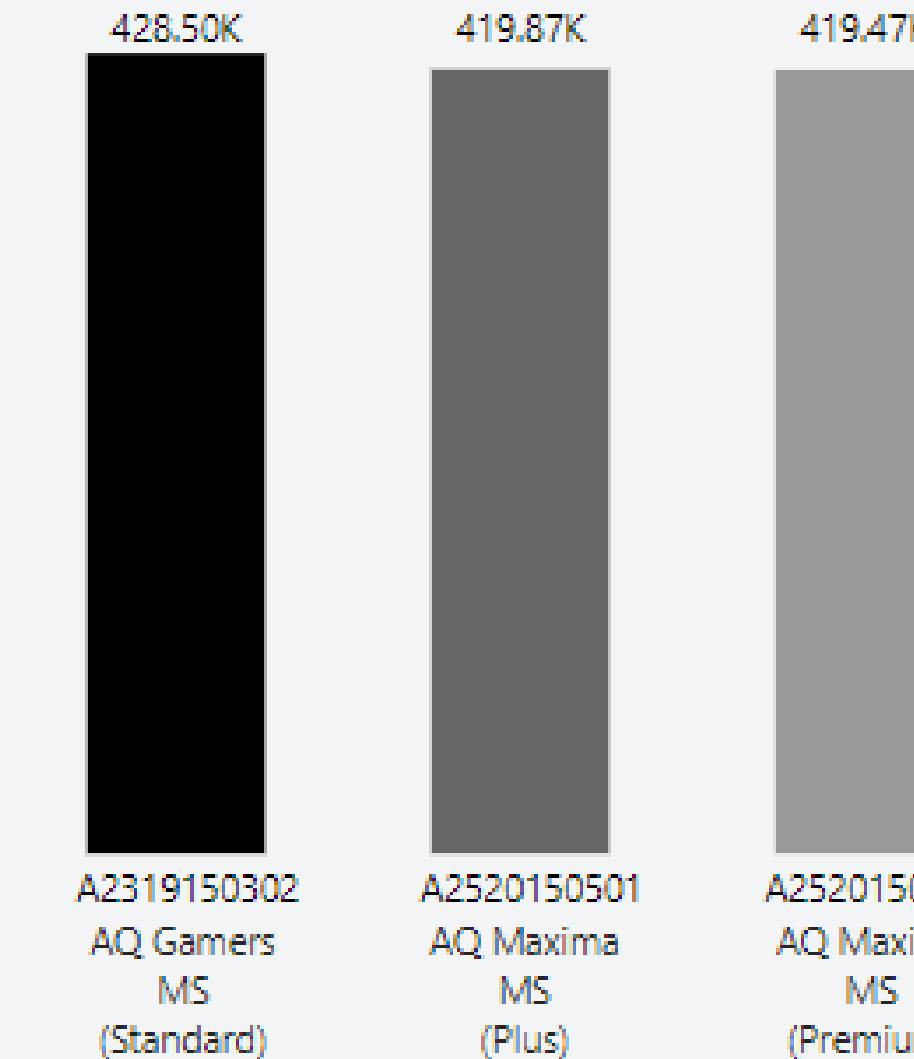
	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504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



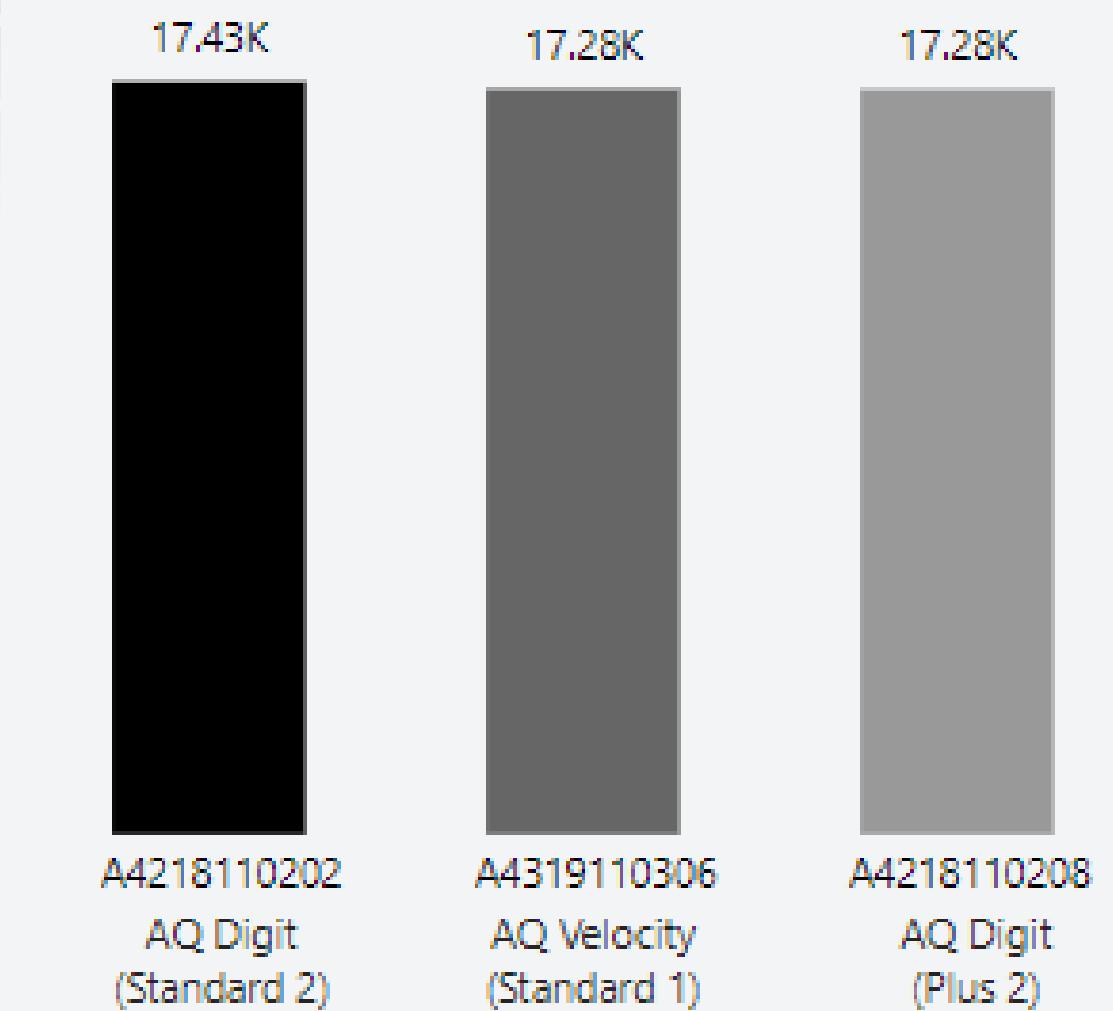
DIVISION: N & S



DIVISION: P & A



DIVISION: PC



**THANKS FOR
WATCHING**

