

# SQL PROJECT

Finance and Supply Chain Analytics at  
AtliQ Hardware



PRESENTATION



# AGENDA



## About Company

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Briefly describe about the company and describe the main problem or challenge that your project addresses.

**01** Agenda One

## Business Model

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Provide a brief overview of your business model and explain how the organization generates, delivers, and captures value

**02** Agenda Two

## Data sets

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For our analysis, we will be utilizing multiple data sets. The sources of the data and their relevant characteristics will also be mentioned

**03** Agenda Three

## Ad – Hoc Request

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Presentations are communication tools that can be used as speeches, reports, and more.

**04** Agenda four

## 01 Agenda One

01

ABOUT ATLIQ

### Short description :

AtliQ Hardware is a global company that specializes in manufacturing PCs, printers, mice, and computers.

02

PROBLEM STATEMENT

AtliQ Hardware is facing performance issues due to the increased size of Excel files. To address this, the company has formed a team of data analysts who will be using MySQL to extract valuable insights from the data, leading to enhanced overall performance.

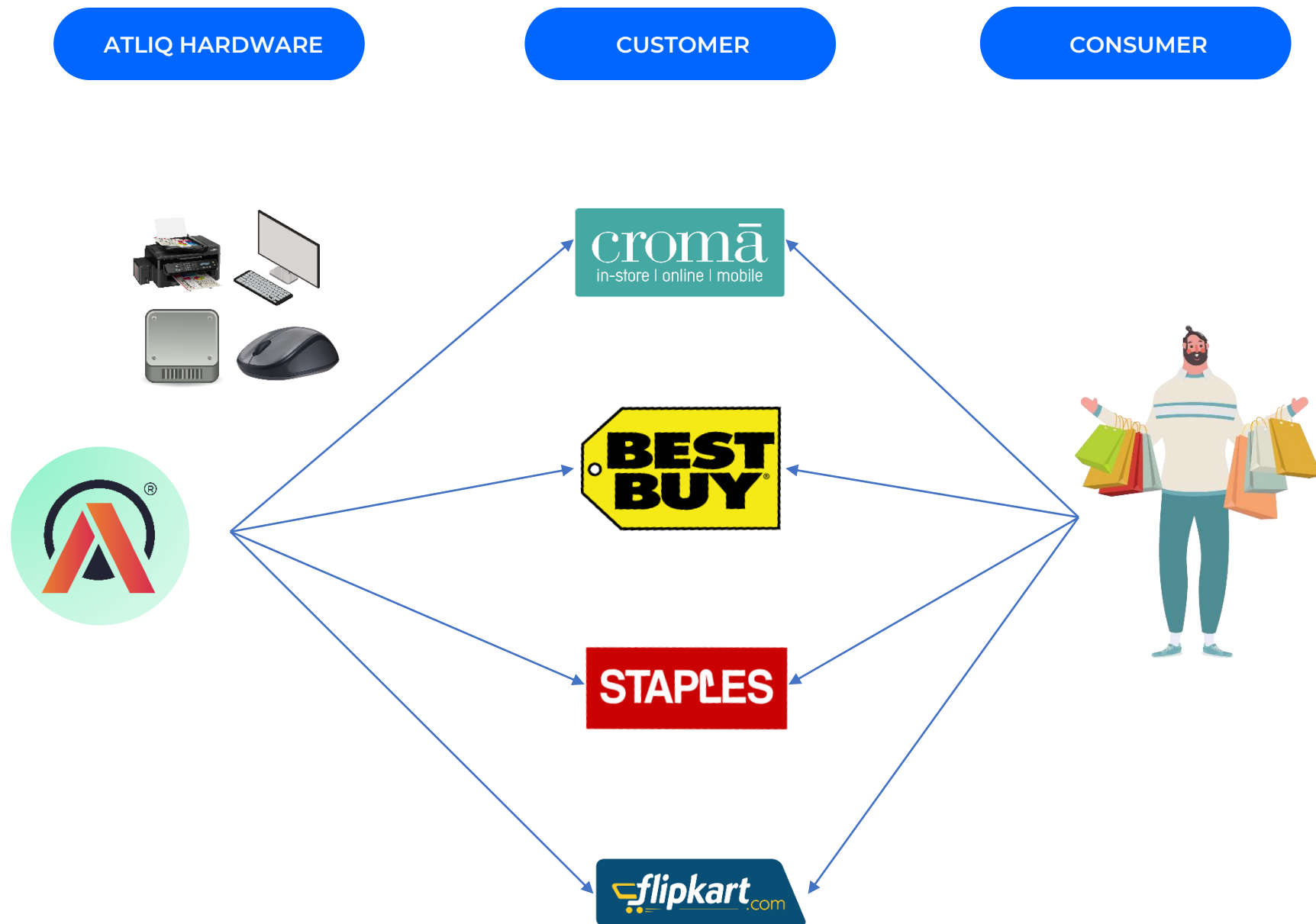
03

PROJECT OVERVIEW

For this project, I will analyze Atliq Hardware's database to derive valuable insights and address specific inquiries related to sales, market analysis, customer behavior and supply chain forecasting.

# AtliQ Business Model :

Provide a brief overview of your business model and explain how the organization generates, delivers, and captures value



# AtliQ Business Model :

Provide a brief overview of your business model and explain how the organization generates, delivers, and captures value

## PLATFORMS

### BRICK AND MOTOR

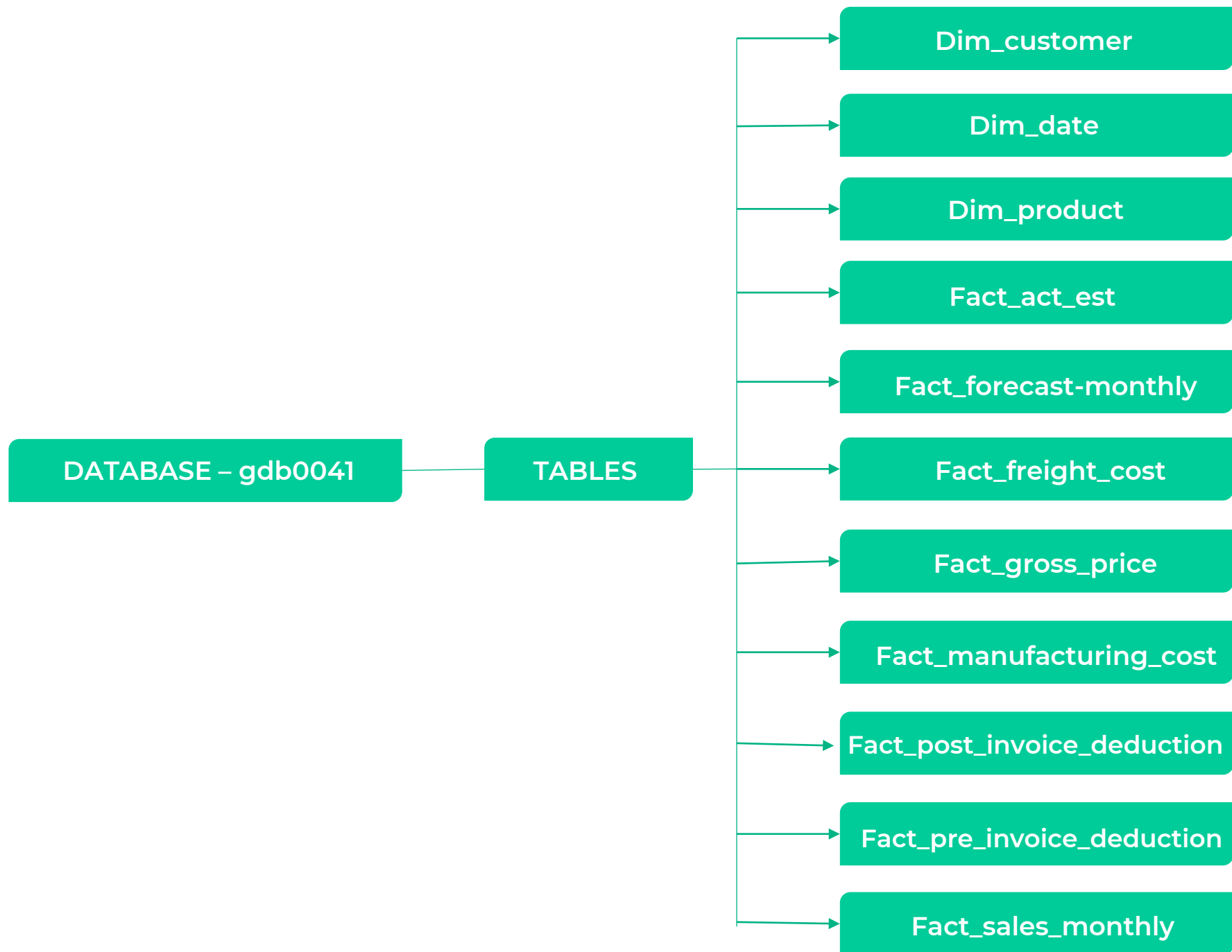


### E - COMMERCE



# DATA SETS :

For our analysis, we will be utilizing multiple data sets. The sources of the data and their relevant characteristics will also be mentioned



# COULD YOU PLEASE PROVIDE A DETAILED REPORT OF PRODUCT-WISE SALES FOR CROMA INDIA THROUGHOUT THE FISCAL YEAR 2021?

## SQL QUERY

```
SELECT
    s.date,
    s.product_code,
    p.product,
    p.variant,
    s.sold_quantity,
    g.gross_price,
    ROUND(s.sold_quantity*g.gross_price,2) as gross_price_total
FROM fact_sales_monthly s
JOIN dim_product p
    ON s.product_code=p.product_code
JOIN fact_gross_price g
    ON g.fiscal_year=get_fiscal_year(s.date)
    AND g.product_code=s.product_code
WHERE
    customer_code=90002002 AND
    get_fiscal_year(s.date)=2021
LIMIT 1000000;
```

## OUTPUT

date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
01-09-2020	A0118150101	AQ Dracula	Standard	202	19.0573	3849.57
01-09-2020	A0118150102	AQ Dracula	Plus	162	21.4565	3475.95
01-09-2020	A0118150103	AQ Dracula	Premium	193	21.7795	4203.44
01-09-2020	A0118150104	AQ Dracula	Premium Plus	146	22.9729	3354.04
01-09-2020	A0219150201	AQ WereWo	Standard	149	23.6987	3531.11
01-09-2020	A0219150202	AQ WereWo	Plus	107	24.7312	2646.24
01-09-2020	A0220150203	AQ WereWo	Premium	123	23.6154	2904.69
01-09-2020	A0320150301	AQ Zion Sag	Standard	146	23.7223	3463.46
01-09-2020	A0321150302	AQ Zion Sag	Plus	236	27.1027	6396.24
01-09-2020	A0321150303	AQ Zion Sag	Premium	137	28.0059	3836.81
01-09-2020	A0418150103	AQ Mforce C	Standard 3	23	19.5235	449.04
01-09-2020	A0418150104	AQ Mforce C	Plus 1	82	19.9239	1633.76
01-09-2020	A0418150105	AQ Mforce C	Plus 2	86	20.0766	1726.59
01-09-2020	A0418150106	AQ Mforce C	Plus 3	48	19.9365	956.95
01-09-2020	A0519150201	AQ Mforce C	Standard 1	138	22.3984	3090.98
01-09-2020	A0519150202	AQ Mforce C	Standard 2	72	24.9298	1794.95
01-09-2020	A0519150203	AQ Mforce C	Standard 3	38	26.5871	1010.31
01-09-2020	A0519150204	AQ Mforce C	Plus 1	149	26.1081	3890.11
01-09-2020	A0519150205	AQ Mforce C	Plus 2	29	29.7008	861.32
01-09-2020	A0519150206	AQ Mforce C	Plus 3	28	31.2439	874.83
01-09-2020	A0519150207	AQ Mforce C	Premium 1	171	32.4427	5547.7
01-09-2020	A0519150208	AQ Mforce C	Premium 2	118	30.5816	3608.63
01-09-2020	A0619150301	AQ Mforce C	Standard 1	51	30.4696	1553.95
01-09-2020	A0619150302	AQ Mforce C	Standard 2	191	34.0973	6512.58
01-09-2020	A0620150303	AQ Mforce C	Standard 3	167	34.2412	5718.28
01-09-2020	A0620150304	AQ Mforce C	Plus 1	122	37.5826	4585.08

## INSIGHT :

Analyzing monthly sales trends, product performance, revenue contribution, customer preferences, and year-on-year comparisons can reveal valuable insights for strategic decision-making and identifying opportunities in product sales and marketing strategies.

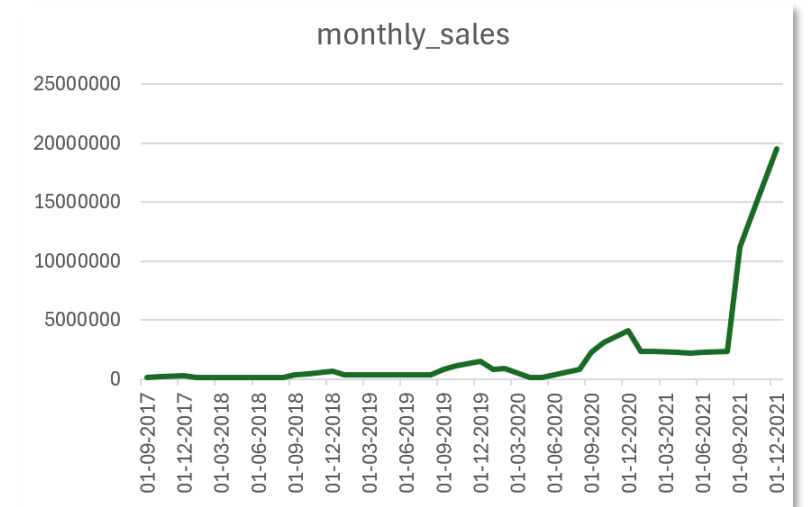
## SQL QUERY

```
SELECT
    s.date,
    SUM(ROUND(s.sold_quantity*g.gross_price,2)) as monthly_sales
FROM fact_sales_monthly s
JOIN fact_gross_price g
    ON g.fiscal_year=get_fiscal_year(s.date) AND g.product_code=s.product_code
WHERE
    customer_code=90002002
GROUP BY date;
```

## OUTPUT

date	monthly_sales
01-09-2017	122407.57
01-10-2017	162687.56
01-12-2017	245673.84
01-01-2018	127574.73
01-02-2018	144799.54
01-04-2018	130643.92
01-05-2018	139165.06
01-06-2018	125735.36
01-08-2018	125409.9
01-09-2018	343337.14
01-10-2018	440562.1
01-12-2018	653944.72
01-01-2019	359025.06
01-02-2019	356607.19
01-04-2019	379549.74
01-05-2019	340152.29
01-06-2019	343792.08
01-08-2019	338108.87
01-09-2019	808250.42
01-10-2019	1092622.3

## INSIGHTS



## INSIGHT :

Analyzing the aggregate monthly sales report for Croma India enables product owners to effectively track the generated sales volume, facilitating informed decision-making and relationship management with Croma as a valued client.



COULD YOU KINDLY COMPILE A REPORT SUMMARIZING THE TOTAL GROSS SALES AMOUNT FROM CROMA INDIA FOR EACH FISCAL YEAR, WITH TWO COLUMNS INDICATING THE "FISCAL YEAR" AND "TOTAL GROSS SALES AMOUNT"?

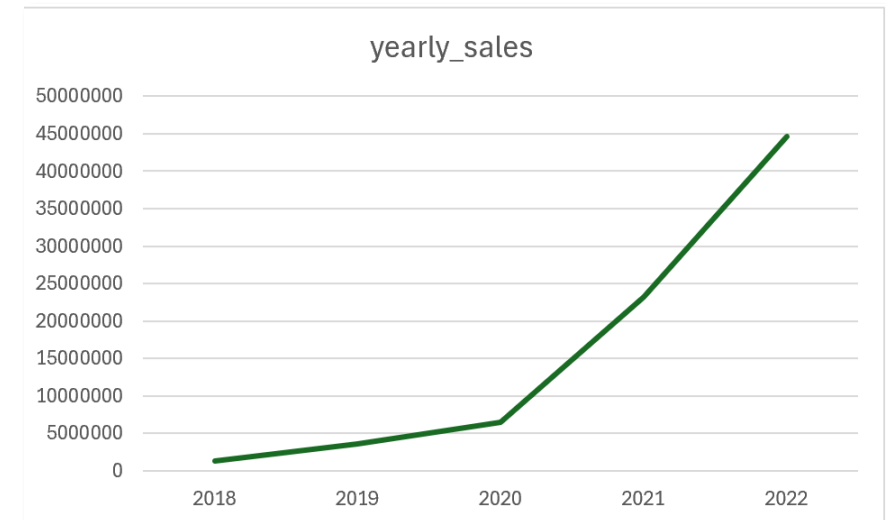
### SQL QUERY

```
select
    get_fiscal_year(date) as fiscal_year,
    sum(round(sold_quantity*g.gross_price,2)) as yearly_sales
from fact_sales_monthly s
join fact_gross_price g
on
    g.fiscal_year=get_fiscal_year(s.date) and
    g.product_code=s.product_code
where
    customer_code=90002002
group by get_fiscal_year(date)
order by fiscal_year;
```

### OUTPUT

fiscal_year	yearly_sales
2018	1324097.48
2019	3555079.19
2020	6502182.12
2021	23216512.73
2022	44638199.11

### INSIGHTS



#### INSIGHT :

The yearly report for Croma India reveals the total gross sales amount for each fiscal year, providing a comprehensive overview of the company's revenue performance over time..

# COULD YOU PLEASE RETRIEVE THE TOP 5 MARKETS BY NET SALES (IN MILLION) FOR THE FINANCIAL YEAR 2021 USING SQL?

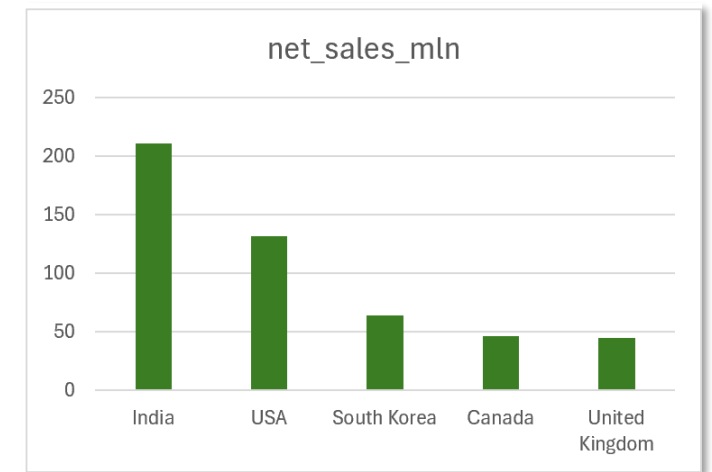
## SQL QUERY

```
SELECT
    market,
    round(sum(net_sales)/1000000,2) as net_sales_mln
FROM gdb0041.net_sales
where fiscal_year=2021
group by market
order by net_sales_mln desc
limit 5;
```

## OUTPUT

market	net_sale
India	210.67
USA	132.05
South Korea	64.01
Canada	45.89
United Kingdom	44.73

## INSIGHTS



### INSIGHT :

Analyzing top 5 markets by net sales in FY 2021 using SQL offers insights into geographical sales performance, identifies growth opportunities, and enables strategic decision-making for market expansion and sales optimization .

# COULD YOU PLEASE RETRIEVE THE TOP 5 CUSTOMER BY NET SALES (IN MILLION) FOR THE FINANCIAL YEAR 2021 USING SQL?

## SQL QUERY

```
select
    c.customer,
    round(sum(net_sales)/1000000,2) as net_sales_mln
from gdb0041.net_sales n
join dim_customer c
    on n.customer_code=c.customer_code
where fiscal_year=2021
group by c.customer
order by net_sales_mln desc
limit 5;
```

## OUTPUT

customer	net_sales_mln
Amazon	109.03
Atliq Exclusiv	79.92
Atliq e Store	70.31
Sage	27.07
Flipkart	25.25

## INSIGHTS



### INSIGHT :

Key insights from the top 5 customers in FY 2021 include understanding revenue concentration, analyzing customer behavior for growth opportunities, evaluating sales strategy effectiveness, informing targeted marketing efforts through market segmentation, and mitigating dependency risks

COULD YOU PLEASE RETRIEVE THE DATA TO DETERMINE THE NET SALES PERCENTAGE CONTRIBUTION OF EACH CUSTOMER FOR THE FINANCIAL YEAR?

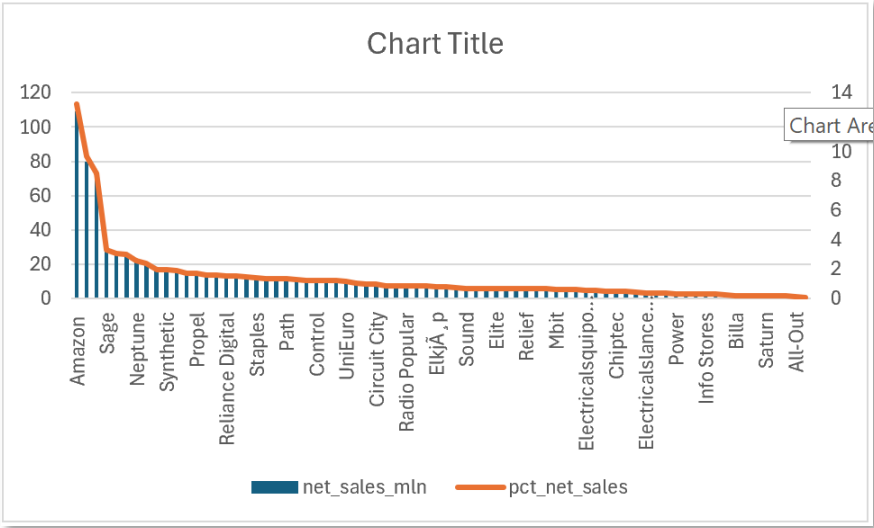
SQL QUERY

```
with cte1 as (  
    select  
        customer,  
        round(sum(net_sales)/1000000,2) as net_sales_mln  
    from net_sales s  
    join dim_customer c  
        on s.customer_code=c.customer_code  
    where s.fiscal_year=2021  
    group by customer)  
select  
    *,  
    net_sales_mln*100/sum(net_sales_mln) over() as pct_net_sales  
from cte1  
order by net_sales_mln desc
```

OUTPUT

customer	net_sales_mln	pct_net_sales
Amazon	109.03	13.233402
Atliq Exclusive	79.92	9.700206
Atliq e Store	70.31	8.533803
Sage	27.07	3.285593
Flipkart	25.25	3.064692
Leader	24.52	2.976089
Neptune	21.01	2.550067
Ebay	19.88	2.412914
Electricalsociety	16.25	1.972327
Synthetic	16.1	1.954121
Electricalslytical	15.64	1.898289
Acclaimed Stores	14.32	1.738075
Propel	14.14	1.716228
Novus	12.91	1.566938
Expression	12.9	1.565724
Reliance Digital	12.75	1.547518
walmart	12.63	1.532953
Costco	12.19	1.479548
Stanley	11.49	1.394587

INSIGHTS



INSIGHT :

Analyzing the net sales percentage contribution of each customer unveils key insights for strategic decision-making, including customer segmentation, profitability assessment, risk management, and performance tracking.

# COULD YOU PLEASE RETRIEVE THE DATA SHOWING THE DISTRIBUTION OF NET SALES PER REGION FOR EACH CUSTOMER FOR THE FINANCIAL YEAR 2021?

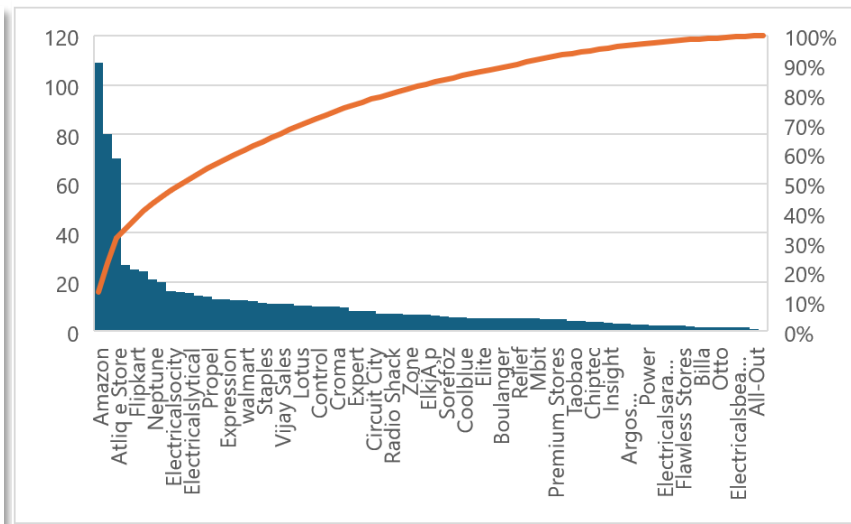
## SQL QUERY

```
with cte1 as (  
  select  
    c.customer,  
    c.region,  
    round(sum(net_sales)/1000000,2) as net_sales_mln  
  from gdb0041.net_sales n  
  join dim_customer c  
    on n.customer_code=c.customer_code  
  where fiscal_year=2021  
  group by c.customer, c.region)  
select  
  *,  
  net_sales_mln*100/sum(net_sales_mln) over (partition by region) as pct_share_region  
from cte1  
order by region, pct_share_region desc
```

## OUTPUT

customer	region	net_sales_mln	pct_share
Amazon	APAC	57.41	12.98869
Atliq Exclus	APAC	51.58	11.66968
Atliq e Store	APAC	36.97	8.364253
Leader	APAC	24.52	5.547511
Sage	APAC	22.85	5.169683
Neptune	APAC	21.01	4.753394
Electricals	APAC	16.25	3.676471
Propel	APAC	14.14	3.199095
Synthetic	APAC	14.14	3.199095
Flipkart	APAC	12.96	2.932127
Novus	APAC	12.91	2.920814
Expression	APAC	12.9	2.918552
Girias	APAC	11.3	2.556561
Vijay Sales	APAC	11.27	2.549774
Ebay	APAC	11.14	2.520362
Reliance Di	APAC	11.1	2.511312
Electricals	APAC	11.08	2.506787
Lotus	APAC	10.53	2.382353
Ezone	APAC	10.3	2.330317
Viveks	APAC	10.09	2.282805
Croma	APAC	9.88	2.235294

## INSIGHTS



## INSIGHT :

Analyzing the distribution of net sales per region for each customer in FY 2021 offers insights into regional performance, customer preferences, market opportunities, sales strategy effectiveness, and competitive positioning.

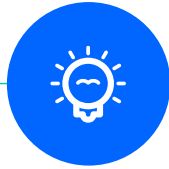
# CONCLUSION

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01

Net sales of Amazon is highest with 109.03M in fiscal year 2021 followed by AtliQ Exclusive with 79.92M



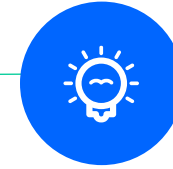
02

Market in India generated maximum net sales with 210.67M in fiscal year 2021 followed by USA with 132.05M



03

Amazon generated 13.23% of total net sales among all customers in fiscal year 202



04

In APAC region, Amazon contributed maximum net sales % of 12.99 % among rest customers in 2021.



05

India secures the top spot in total gross sales within the APAC region

# Thank you For Watching



Finance and Supply Chain Analytics at AtliQ Hardware

PRESENTATION