



Atliq Hardware

Consumer Goods Ad-hoc Insights

Presented by Pravu Chandan Rout



ODE
BASICS

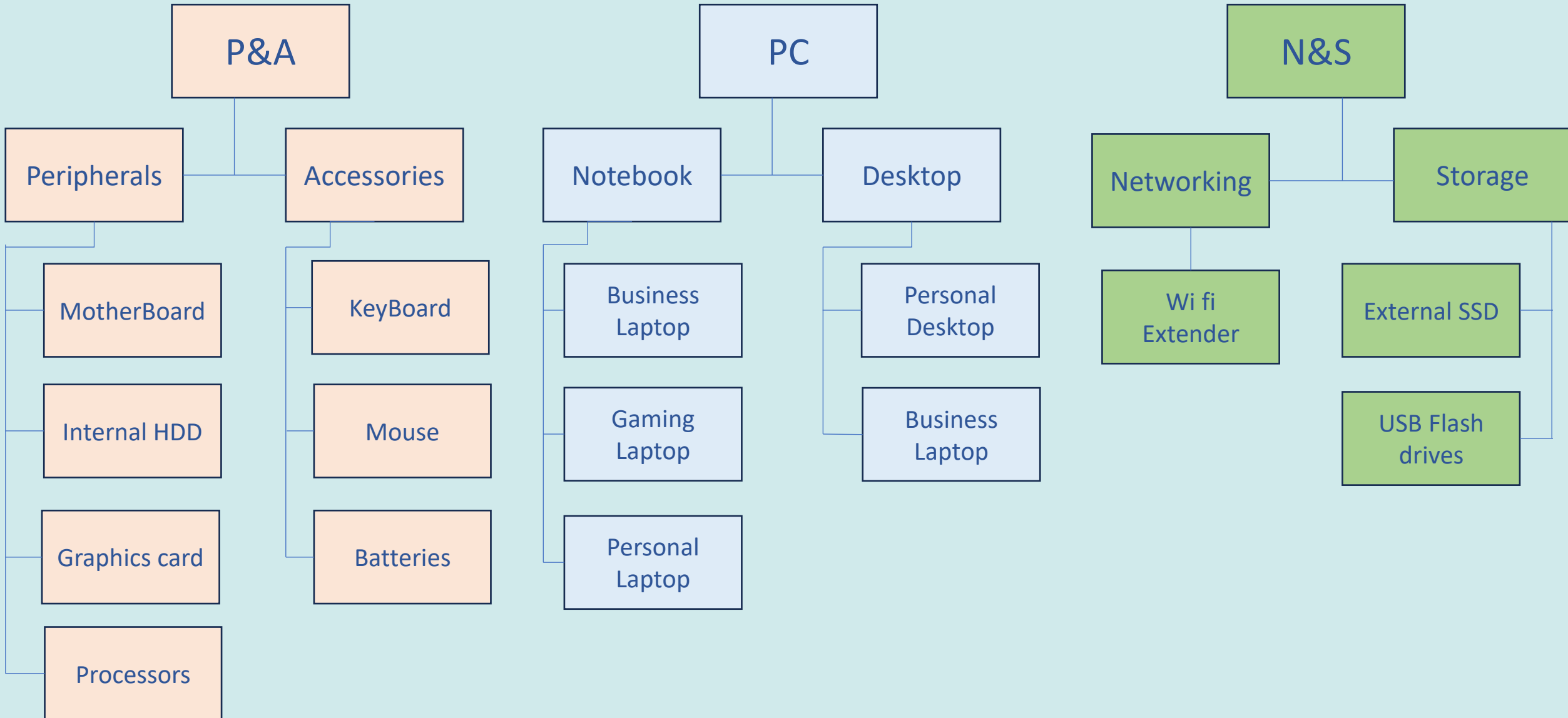
Resume Project
Challenge #4

Overview of Company

Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in 27 countries across NA, EU and APAC region



Atliq Hardwares Inventory



Regarding Data

- We have 2 Dimension table named dim_product which contains product details and dim_customer which contains customer details, 4 fact table fact_sales_monthly, fact_manufacturing_cost, fact_pre_invoice_deductions, fact_gross_price , which have measurable metrics
- Sales data is available for fiscal year 2020 and 2021
- Fiscal year for Atliq hardware starts from 1st September to 31st August each year

**Let's take a look
at Ad-hoc requests,
query results and insights**



Request 1:

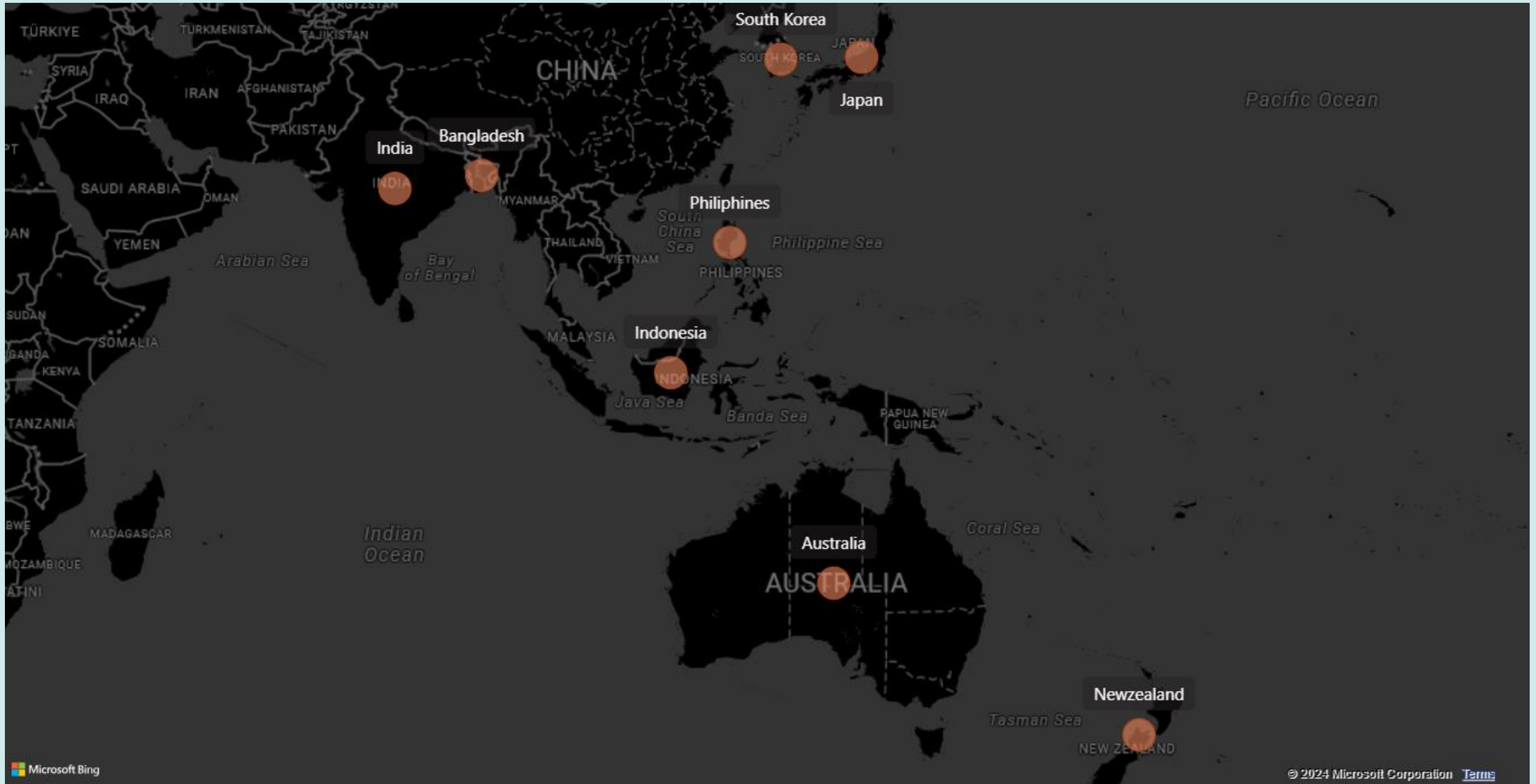
Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Output

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Insights

In the APAC region, the Atliq Exclusive store has successfully expanded its presence to eight major countries.



Request 2:

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

The final output contains these fields:

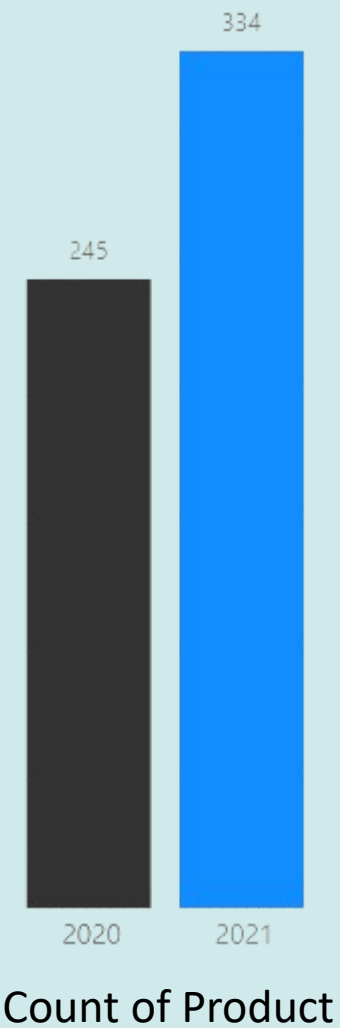
unique_products_2020
unique_products_2021
percentage_chg

Output

	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.33

Insights

Atliq Hardware's product portfolio grew by 36.33% from 245 to 334 items in the 2021 fiscal year, showcasing continuous innovation and market expansion.



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:

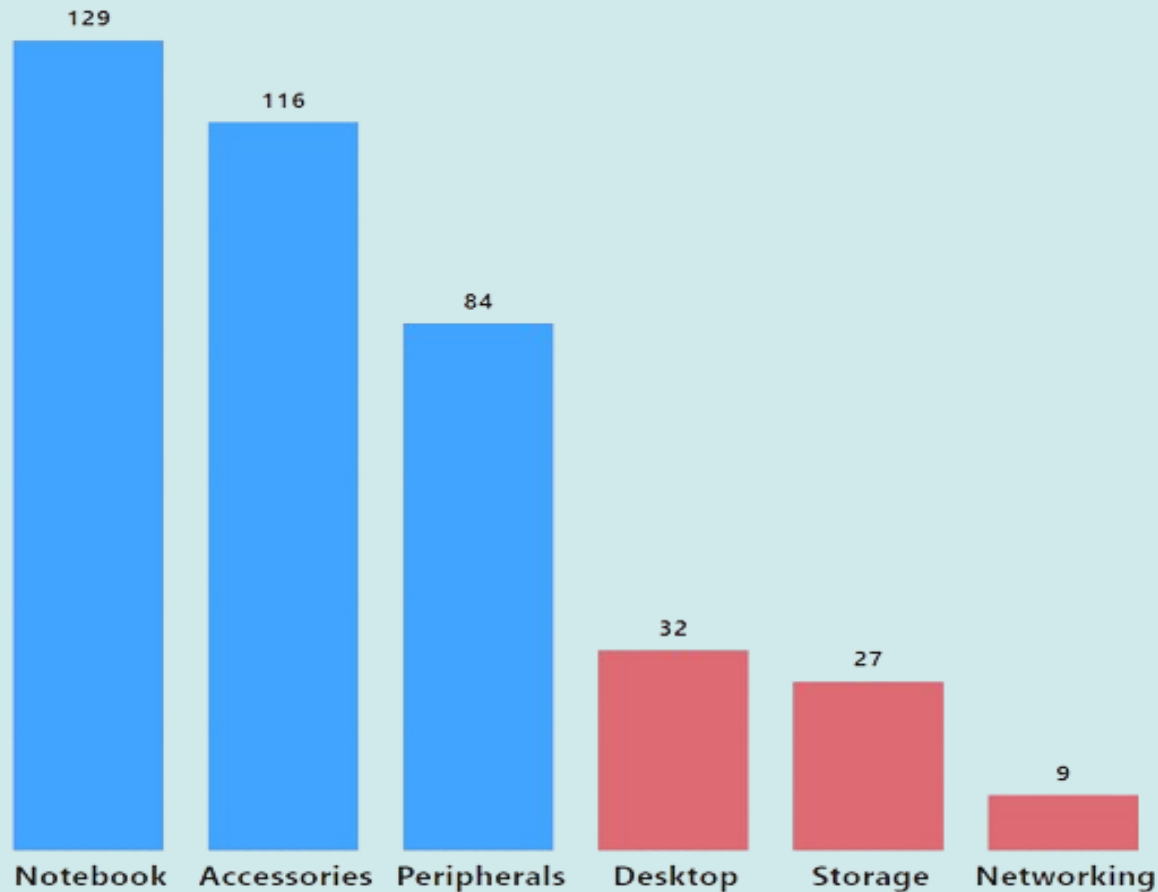
Segment
product_count

Output

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

Insights

Atliq Hardware offers a diverse product range in Notebook, Peripherals, and Accessories, averaging 110 products per segment. However, there's a need to enhance diversity in Desktop, Networking, and Storage, with only an average of 23 products in each segment.



Product count by segment

Request 4:

Output

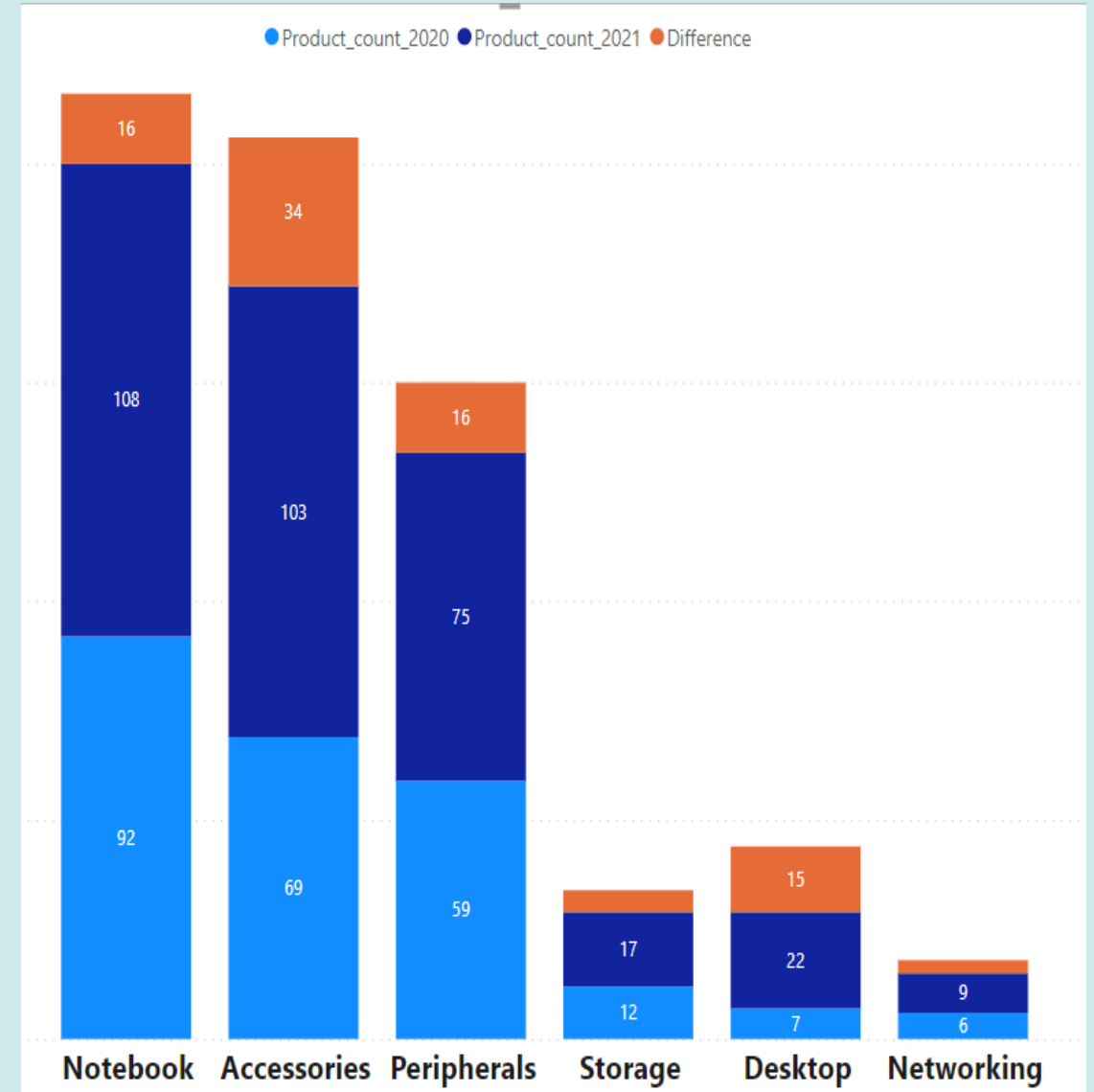
Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields:

Segment
product_count_2020
product_count_2021
difference

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

Insights

- The Accessories segment experienced the highest surge in unique products, with the introduction of 34 new items.
- Both the Notebook and Peripherals segments witnessed an increase of 16 new unique products each.
- The Product Development team excelled in the Desktop segment, elevating unique products from 7 to 22, showcasing effective efforts and improvement.
- Networking segment is at the bottom with 3 new products introduced since 2020



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

Insights

Highest manufacturing cost

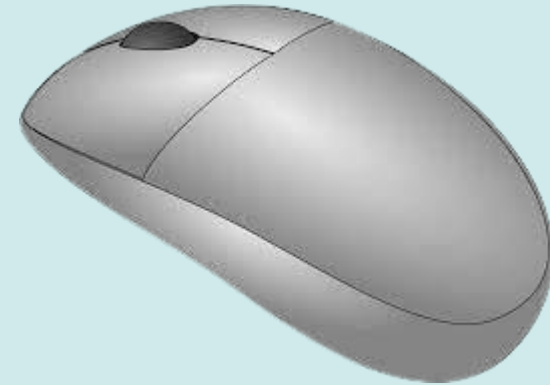


240.54\$

AQ HOME Allin1 Gen 2 (Plus 3)

Personal Desktop

lowest manufacturing cost



0.89\$

AQ Master wired x1 Ms (Standard 1)

Mouse

Request 6:

Output

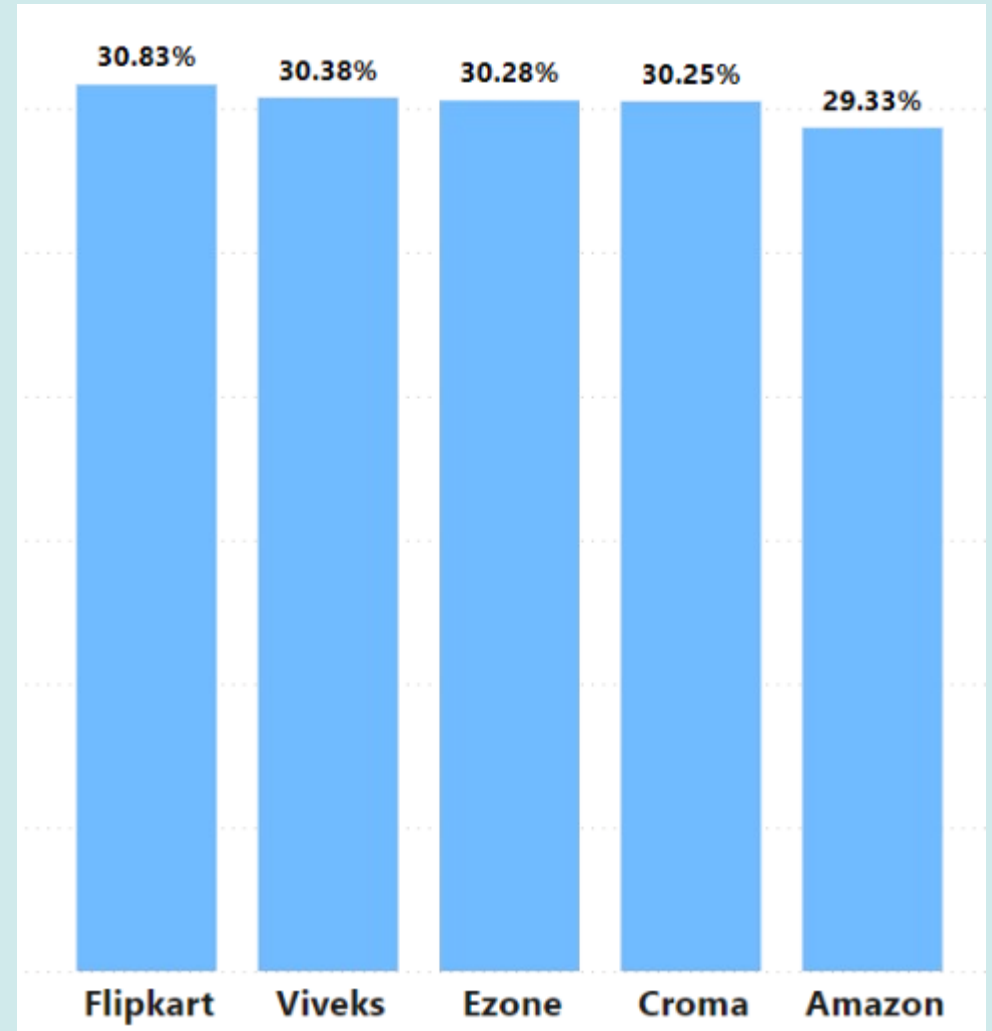
Generate a report which contains the top 5 customers who received an average high pre_invoice discount_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields:

customer_code
customer
average_discount_percentage

	customer_code	customer	avg_discount_pct
▶	90002009	Flipkart	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33

Insights

- Flipkart secured the highest pre-invoice discount percentage, which is 30.83%.
- The top 5 customers collectively have an average of approximately 30.21%.
- In FY 2021, the average discount offered to all customers in the Indian market was 24.16%.



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:

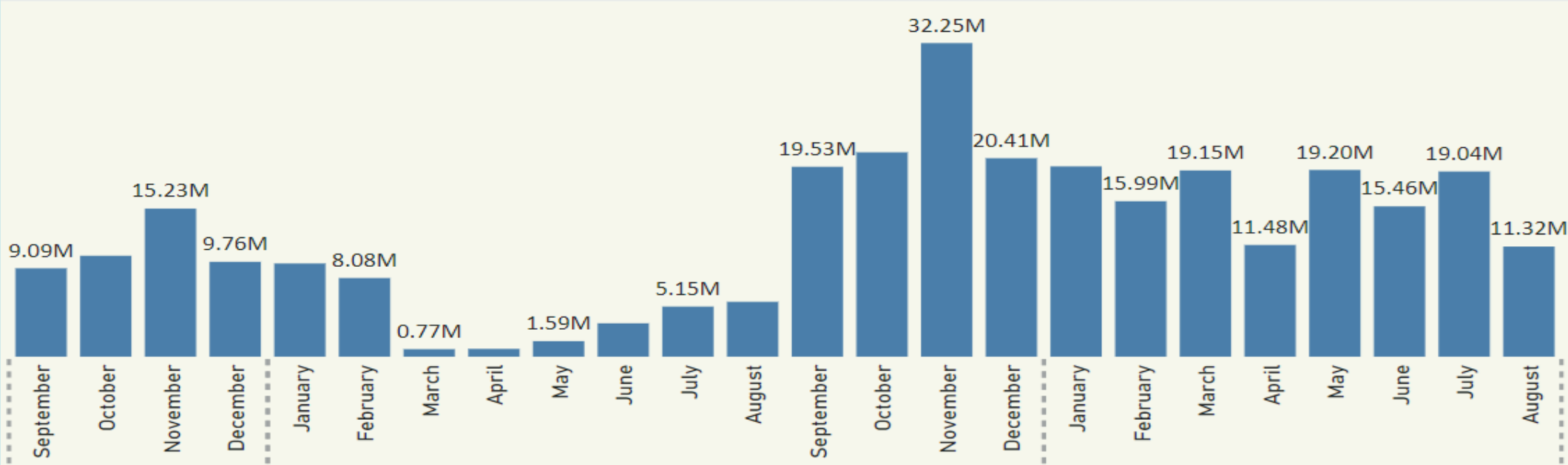
- Month
- Year
- Gross sales Amount

Output

	Month	year	Gross_sales_amount
▶	September	2020	9.09
	October	2020	10.38
	November	2020	15.23
	December	2020	9.76
	January	2020	9.58
	February	2020	8.08
	March	2020	0.77
	April	2020	0.80
	May	2020	1.59
	June	2020	3.43
	July	2020	5.15
	August	2020	5.64
	September	2021	19.53
	October	2021	21.02
	November	2021	32.25
	December	2021	20.41
	January	2021	19.57
	February	2021	15.99
	March	2021	19.15
	April	2021	11.48
	May	2021	19.20
	June	2021	15.46
	July	2021	19.04
	August	2021	11.32

Insights

November 2020 recorded the highest sales which is 32.25 million for Atliq Exclusive, while March 2020 marked the lowest gross sales which is 0.77 million. The notable increase post-August culminated in the highest sales in November, a positive trend over the last two years.



In FY 2020, our total sales amounted to 79.5 million.

In FY 2021, our total sales amounted to 224.4 million.

Request 8:

Output

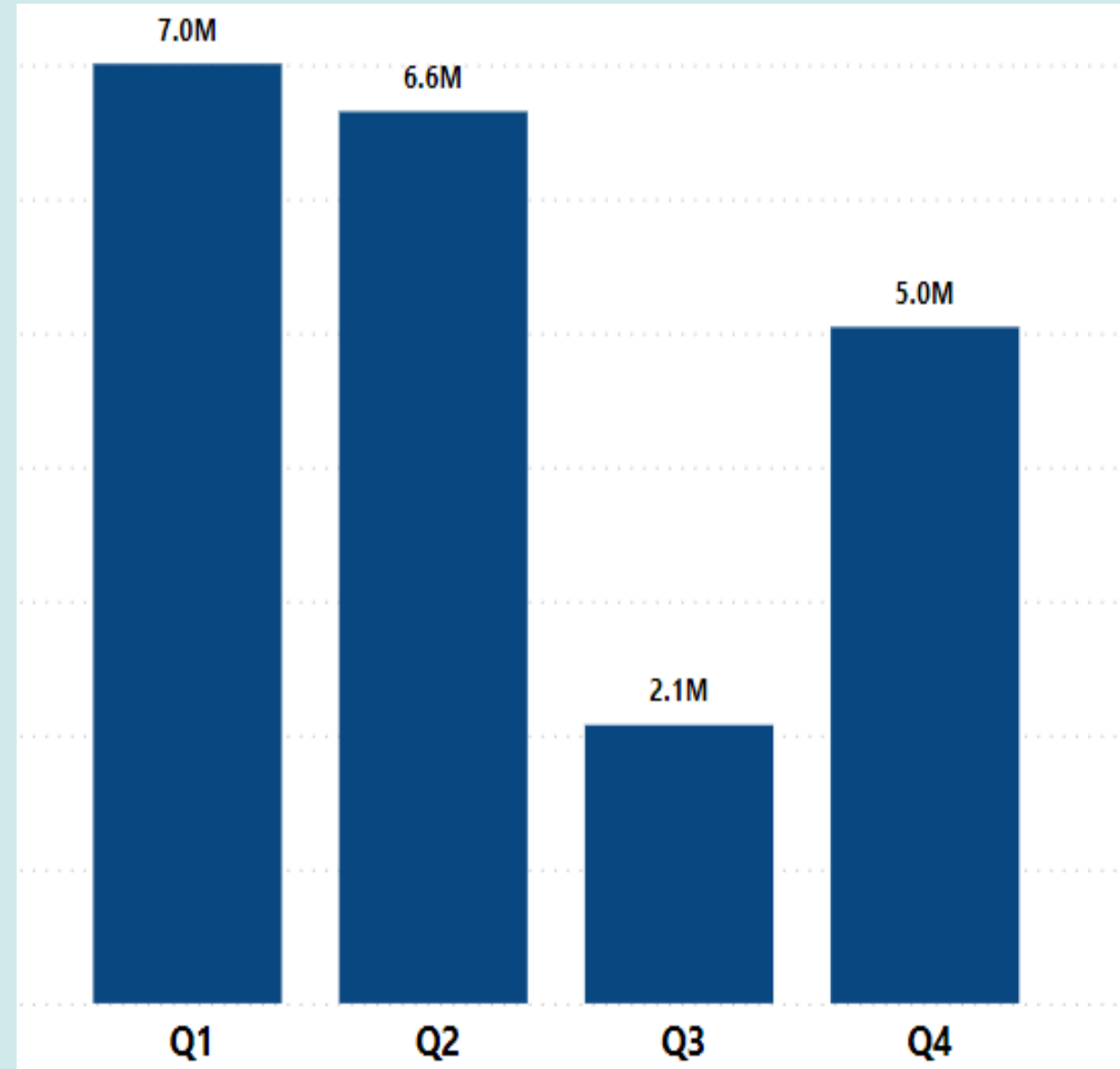
In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity:

Quarter
total_sold_quantity

	Quarters	total_sold_quantity
►	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087

Insights

- The highest quantity of products was sold in Q1 of FY 2020 which is around 7 million.
- The sales decline in Q3 was attributed to the impact of the pandemic.
- There was an increase in sales during Q4.



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:

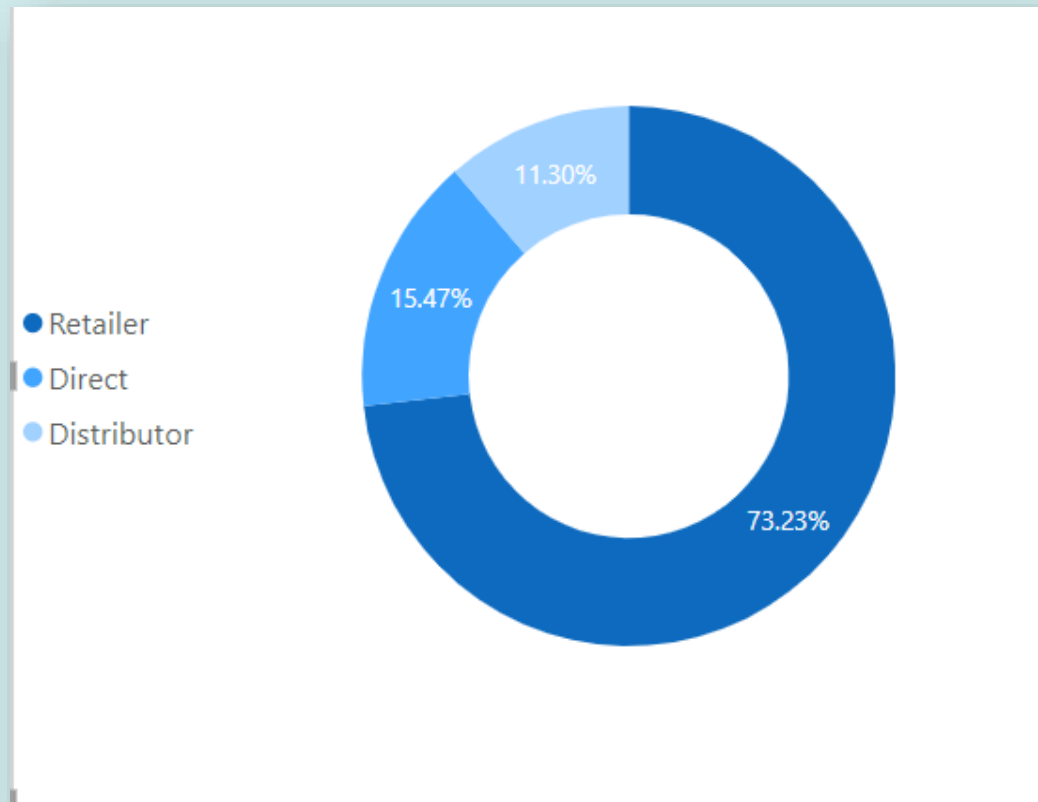
Channel
gross_sales_mln
percentage

Output

	channel	gross_sales_in_millions	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.47
	Distributor	297.18	11.31

Insights

Approximately 75% of our total sales occurred through retailers, with only a minimal percentage conducted through direct and distributor channels.



Sales % by Channels In FY 2021

Request 10:

Output

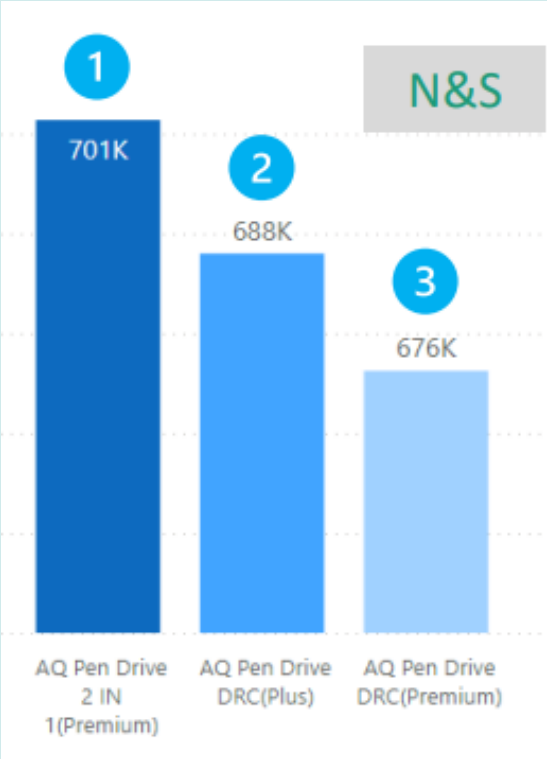
Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields:

Division
product_code
Product
total_sold_quantity
rank_order

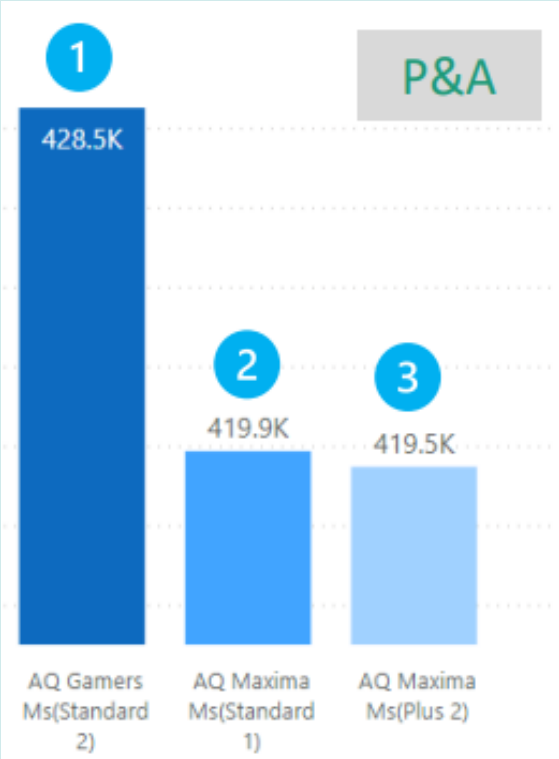
division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima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

Insights

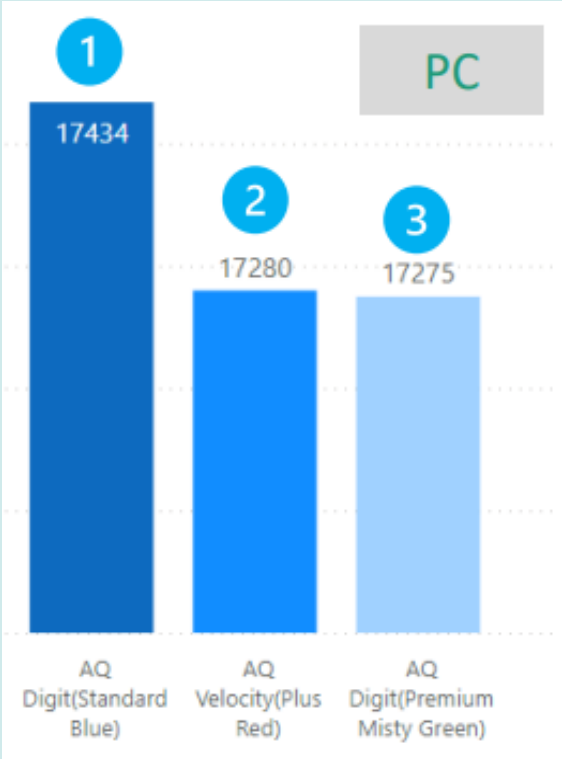
Pen drives emerged as the top three best-selling products in N&S, with a total quantity sold reaching approximately 700,000 units.



The three highest-selling products in P&A were mice, with a total quantity sold reaching approximately 400,000 units.



The leading three products in the PC category were personal laptops, with a total quantity sold of approximately 17,000 units.



The best-selling products within each of Atliq's product categories during the fiscal year 2021.

Thank You