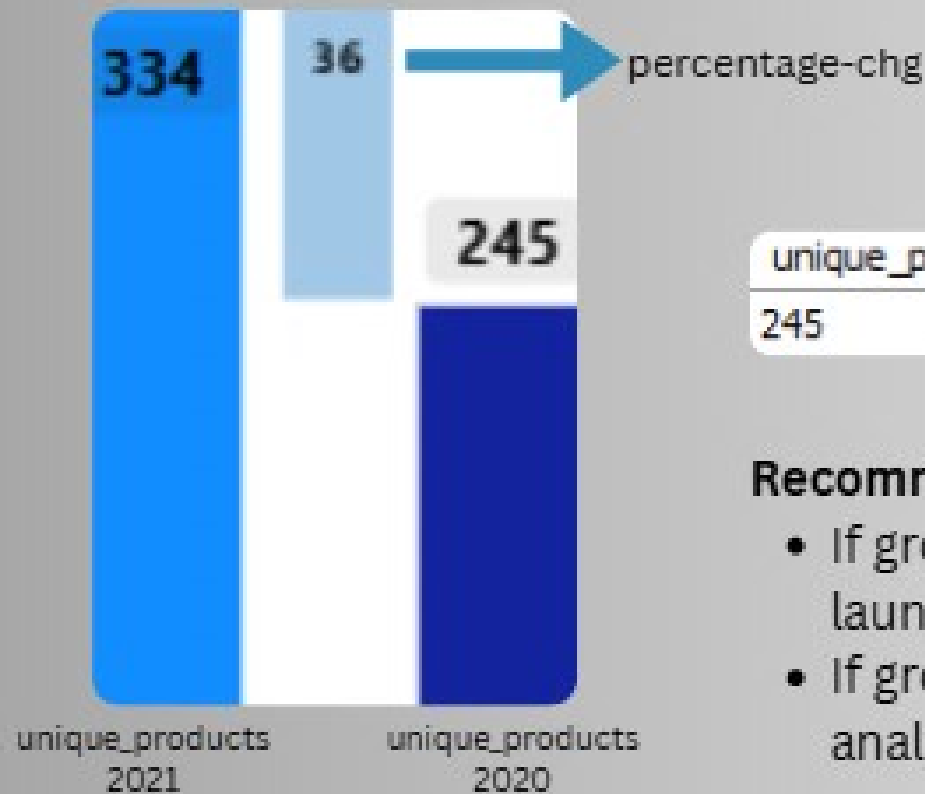


Q2: What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique_products_2020 unique_products_2021 percentage_chg



unique_products_2020	unique_products_2021	new_products	pct_change
245	334	89	36.33

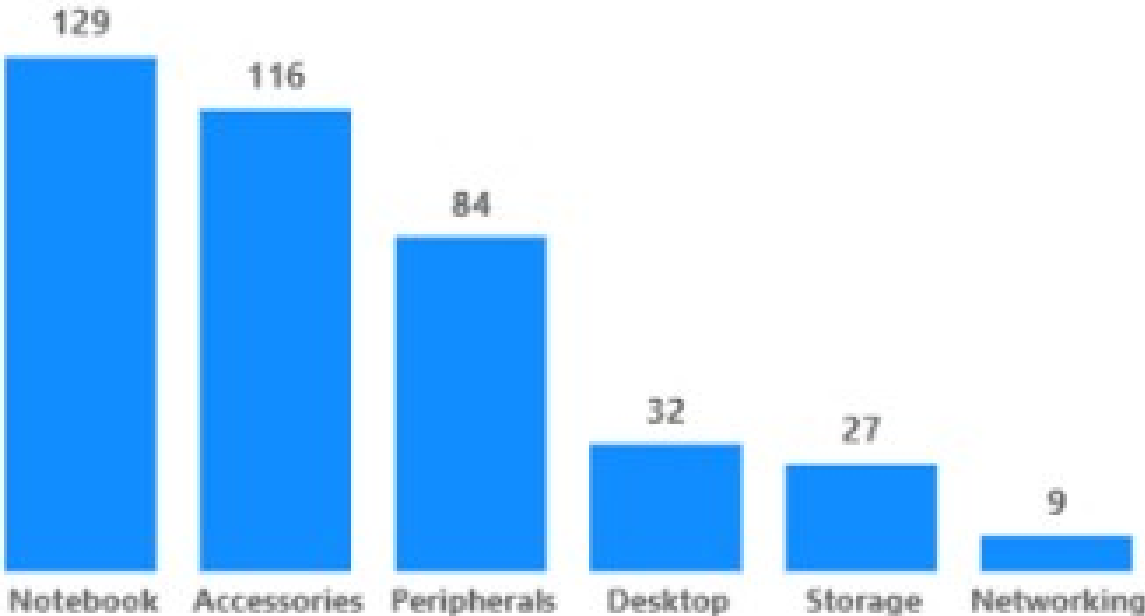
Recommendations:

- If growth is low → Boost R&D & product launches
- If growth is high → Track top contributors & analyze market response

Unique Products ↑ 36% (2020-2021) | Key Indicator of Portfolio Growth & Market Responsiveness

Q3. 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



Recommendations:

- **Prioritize Largest Segments:** Strengthen R&D, marketing, and distribution in top-performing categories.
- **Explore Smaller Segments:** Assess demand and expand product lines to unlock growth potential.

Q.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

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 :

- **Accessories** had the largest increase in production.
- **Storage and networking** are experiencing slower production growth than other segments.

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

Q5. Get the products that have the highest and lowest manufacturing costs.

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

Insights:

- **Mouse:** AQ Master wired x1 Ms (Variant: Standard 1) has the lowest manufacturing cost.
- **Personal Desktop:** AQ Home Allin1 Gen2 (Variant: Plus 3) has the highest manufacturing cost.



AQ Home All1
Gen 2

\$240.54

AQ Master Wired
X1 MS

\$0.89

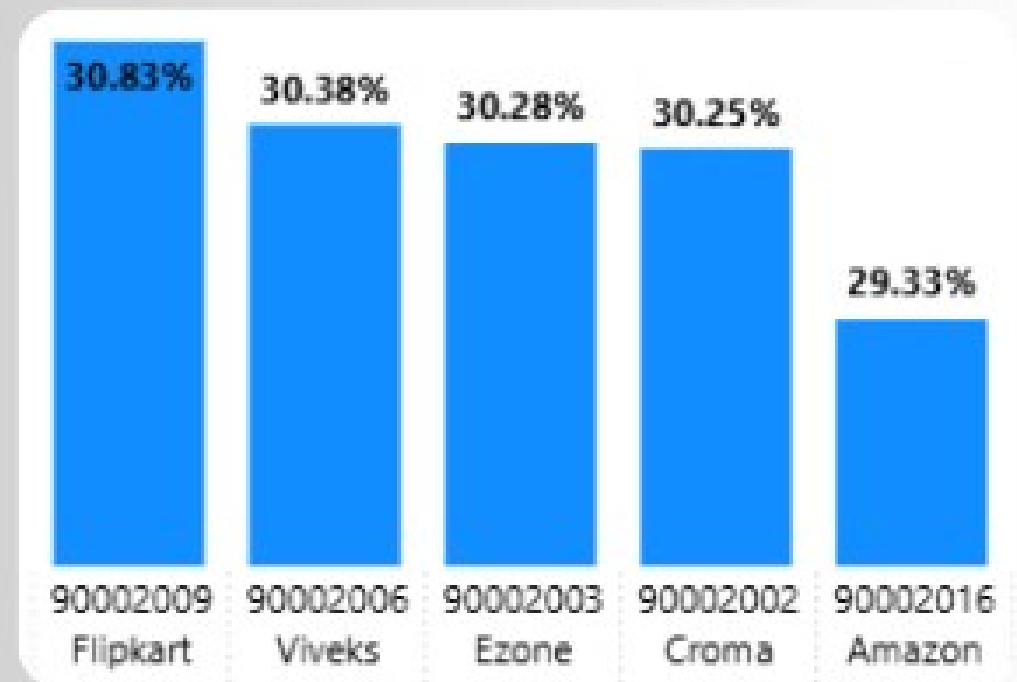
Q6. Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

Top 5 Indian customers with highest average discount percentage for FY 2021

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

Insights:

- The largest average pre-invoice discount was given to **Flipkart**.
- The least average pre-invoice discount was given to **Amazon**.

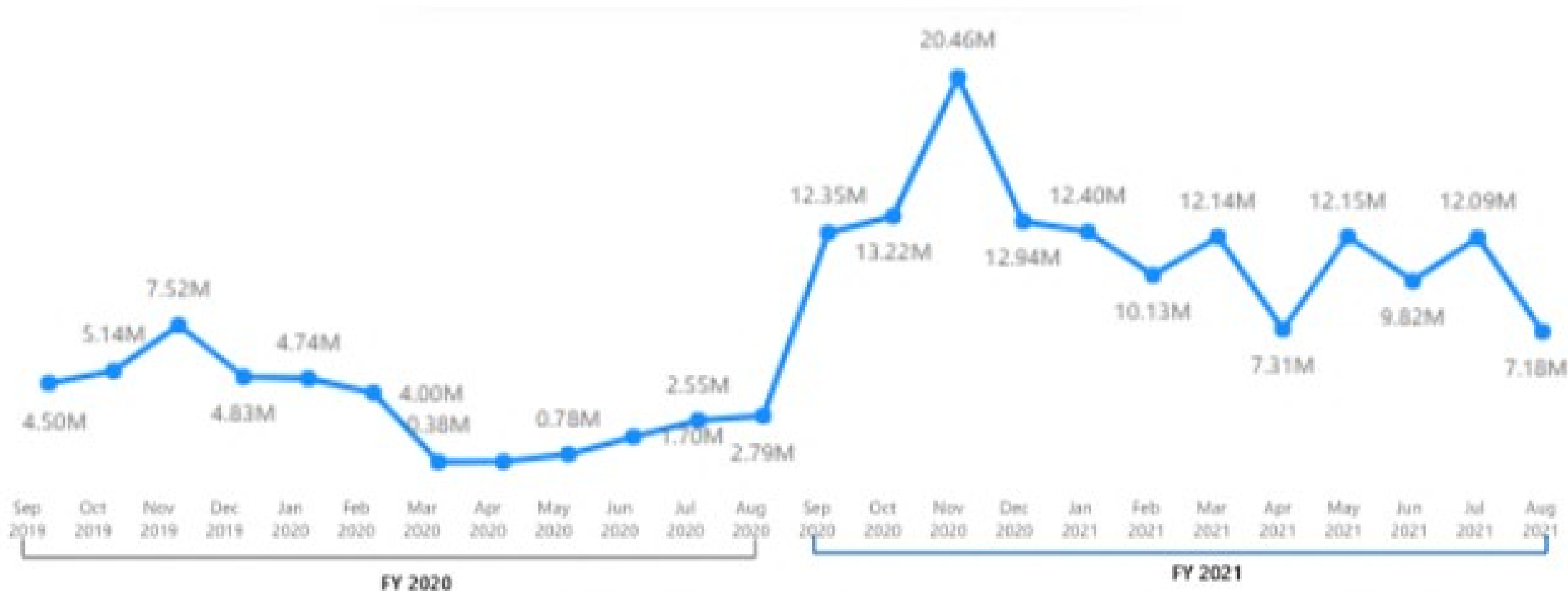


Q7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

Insights:

- The lowest Gross sales total for both fiscal years is in **March** (2020).
- The highest Gross sales total for both fiscal years is in **November** (2020).

year	month	gross_sales
2020	11	20464999.1
2020	10	18218836.2
2020	12	12944659.65
2021	1	12399392.98
2020	9	12353509.79
2021	5	12150225.01
2021	3	12144061.25
2021	7	12092346.32
2021	2	10129735.57
2021	6	9824521.01
2019	11	7522892.56
2021	4	7311999.95
2021	8	7178707.59
2019	10	5135902.35
2019	12	4830404.73
2020	1	4740600.16
2019	9	4496259.67
2020	2	3996227.77
2020	8	2786648.26
2020	7	2551159.16
2020	6	1695216.6
2020	5	783813.42
2020	4	395035.35
2020	3	378770.97

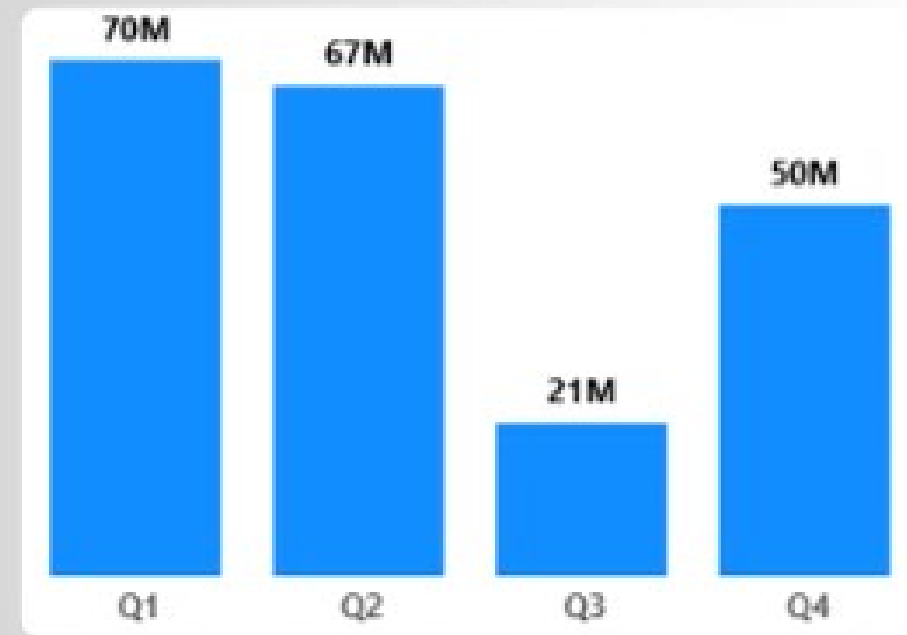


Insights:

- Mar–Aug 2020: Sales dropped due to **Covid-19** and **Global chip shortage**.
- From Sep 2020: Sales picked up with eased restrictions and festival season.

Q8. In which quarter of 2020, got the maximum total_sold_quantity?

Quarters	total_sold_quantity
Q1	70.06m
Q2	66.50m
Q4	50.43m
Q3	20.75m

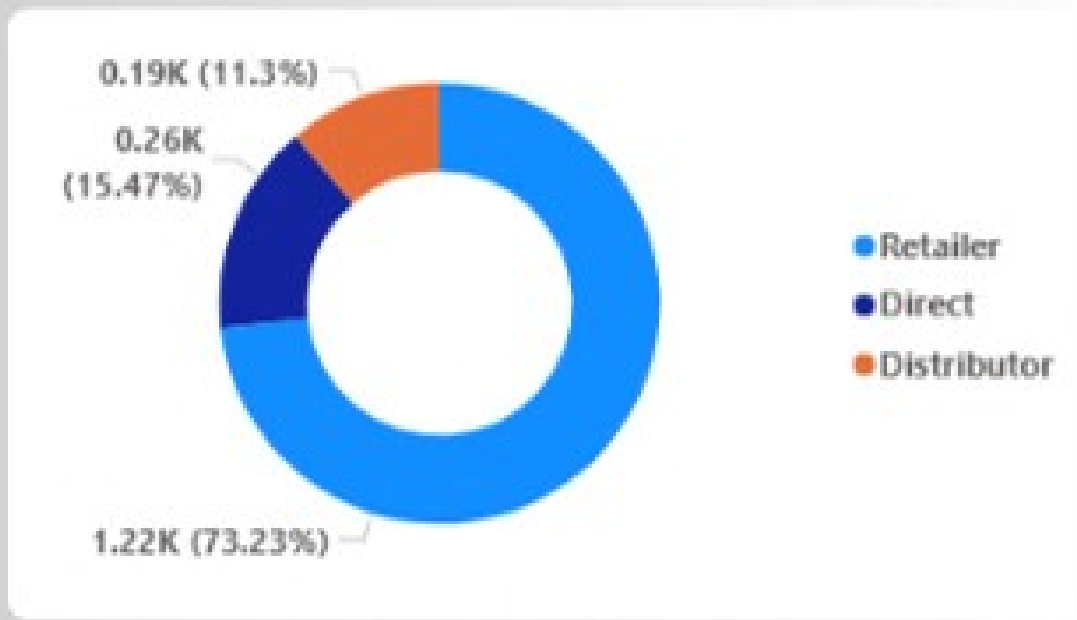


Insights :

- Q1 (Sep-Nov) was **peak** sales quarter in FY20.
- Q3 (Mar-May): Sales **dropped** due to Covid-19 peak.
- Q4 (Jun-Aug) : Early recovery driven by high demand for desktops, notebooks, and accessories as students shifted to online learning.

Q9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

channel	gross_sales_mln	pct
Retailer	1219.08163995	73.23
Direct	257.53200265	15.47
Distributor	188.02563093	11.30



Insights :

- **Retailer** channel drove maximum sales (73.22% contribution).
- **Distributor** channel made the least contribution (11.31%).

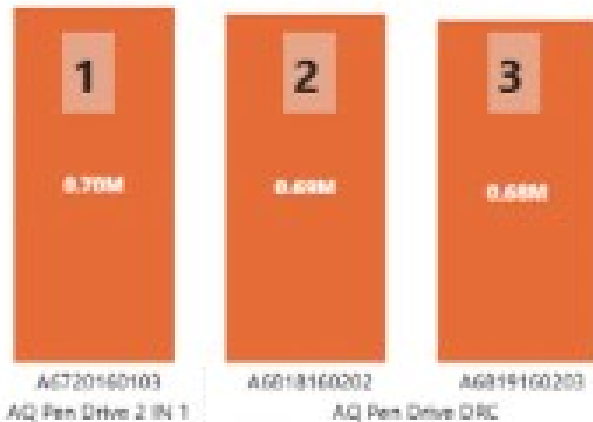
Q10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

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

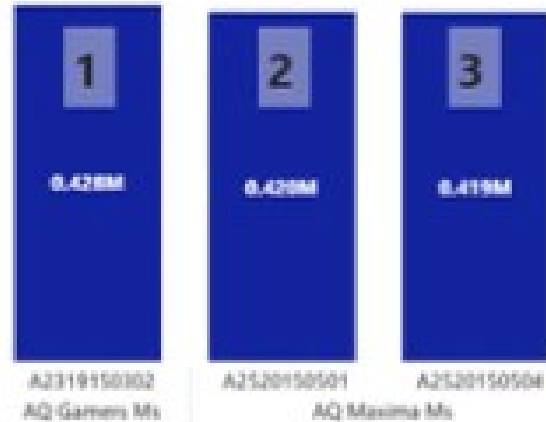
Insight :

Each division's top 3 includes a product with multiple variants.

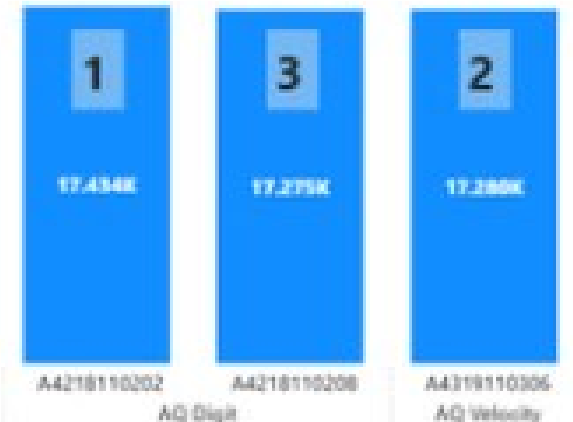
N & S



P & A



PC



Insights :

- N&S Top Seller: **Pen drives** (~700K units).
- P&A Top Seller: **Mouse** (~400K units).
- PC Top Seller: **Personal laptops** (~17K units).



THANK YOU FOR YOUR TIME

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**DHAVAL
PATEL**

Founder



**HEMANAND
VADIVEL**

Co founder



ATLIQ
HARDWARE

CONSUMER GOODS AD-HOC INSIGHTS

Presented by CHIRANJIVI V

● [linkedin.com/in/chiranjiviv](https://www.linkedin.com/in/chiranjiviv)

 **ODE**
BASICS



OBJECTIVE

- Understand AtliQ Hardwares' business
- Products and Market lines
- Analyze sales, products, markets, and channels using SQL
- Visualize insights with Power BI
- Provide actionable recommendations for decision-making





ATLIQ.COM



ABOUT OUR COMPANY

- AtliQ Hardwares is a leading producer of computer hardware and peripherals, serving a wide range of clients across India and international markets.
- In recent years, the company has achieved rapid growth and expanded globally, while strategically adopting advanced data analytics and business intelligence tools to drive smarter decision-making and maintain its competitive edge.

OUR PRODUCTS

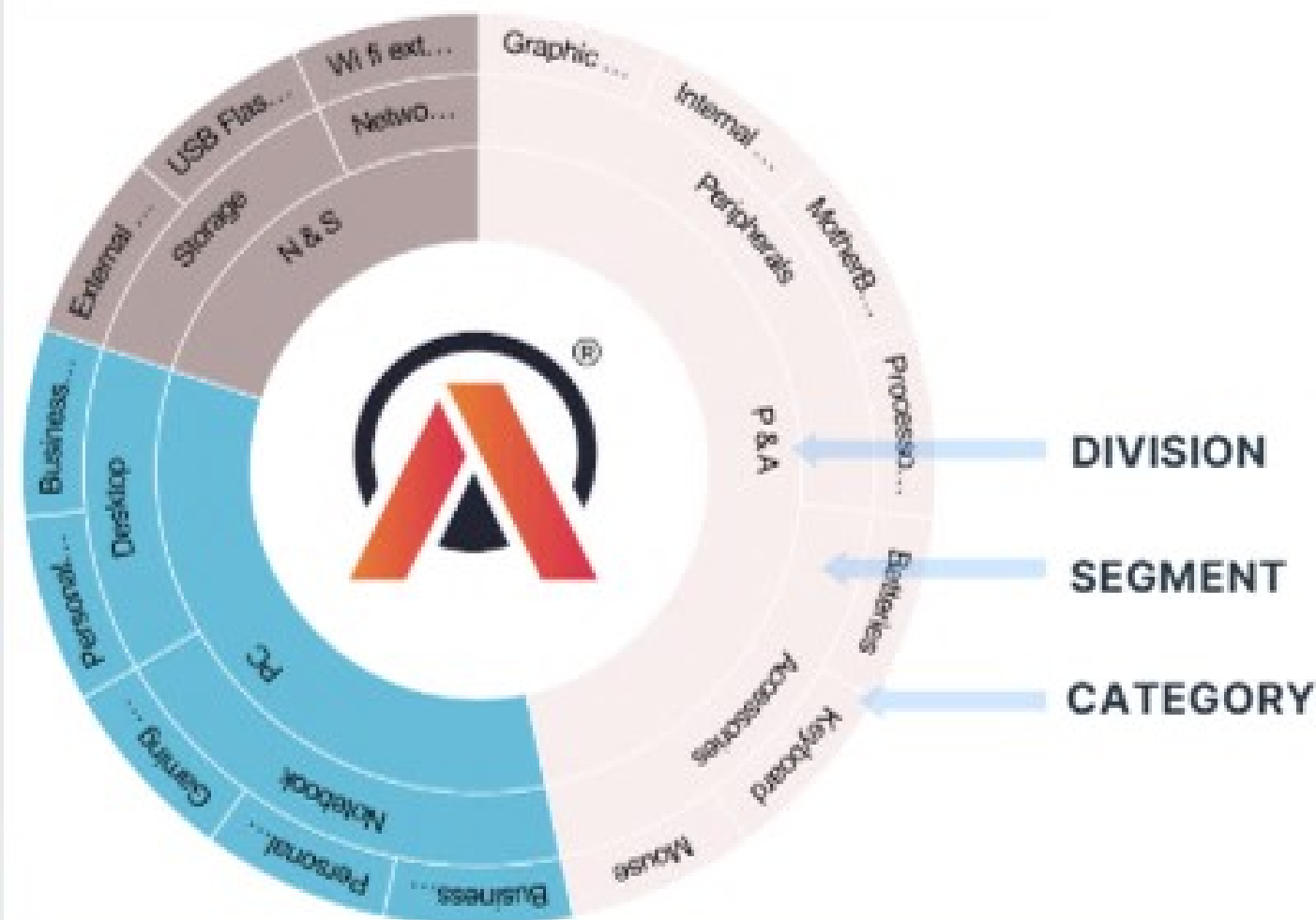
FISCAL YEAR

SEP 2019 - AUG 2020

FY 2020

SEP 2020 - AUG 2021

FY 2021





Data, Requests and Tools

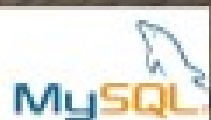


Codebasics SQL Challenge

Requests:

1. Provide the list of markets in which customer "Atiq Exclusive" operates its business in the APAC region.
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`
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 3 fields,
`segment`
`product_count`
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`
5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
`product_code`
`product`
`manufacturing_cost`

6. Generate a report which contains the top 5 customers who received an average high `gross_invoice_discount_pct` for the fiscal_year 2021 and in the India market. The final output contains these fields,
`customer_code`
`customer`
`average_discount_percentage`
7. Get the complete report of the Gross sales amount for the customer "Atiq 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`
8. In which quarter of 2020, get the maximum `total_sold_quantity`? The final output contains these fields sorted by the `total_sold_quantity`,
`Quarter`
`total_sold_quantity`
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_min`
`percentage`
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`



Data Analysis



Power BI

Data
Visualisation

Q1: Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea



Top Gross Sales Market in APAC: India