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

Answer :

|  |  |  |
| --- | --- | --- |
| **market** | **customer** | **region** |
| India | Atliq Exclusive | APAC |
| Indonesia | Atliq Exclusive | APAC |
| Japan | Atliq Exclusive | APAC |
| Philiphines | Atliq Exclusive | APAC |
| South Korea | Atliq Exclusive | APAC |
| Australia | Atliq Exclusive | APAC |
| Newzealand | Atliq Exclusive | APAC |
| Bangladesh | Atliq Exclusive | APAC |

1. **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**

Answer :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **unique\_product\_2020** | **unique\_product\_2021** | **percentage\_change** | |  |
| 245 | 334 | 36.3265 |  |  |

1. **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**

Answer :

|  |  |
| --- | --- |
| **segment** | **product\_counts** |
| Accessories | 20 |
| Peripherals | 20 |
| Notebook | 17 |
| Storage | 9 |
| Desktop | 4 |
| Networking | 3 |

|  |
| --- |
|  |
|  |

1. **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**

Answer :

|  |  |  |  |
| --- | --- | --- | --- |
| **segment** | **product\_count\_2020** | **product\_count\_2021** | **difference** |
| Notebook | 92 | 108 | -16 |
| Accessories | 69 | 103 | -34 |
| Peripherals | 59 | 75 | -16 |
| Storage | 12 | 17 | -5 |
| Desktop | 7 | 22 | -15 |
| Networking | 6 | 9 | -3 |

1. **Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost**

Answer :

|  |  |  |  |
| --- | --- | --- | --- |
| **product\_code** | **product** | **T\_manufacturing\_cost** | |
| A6018110103 | AQ Home Allin1 | 454.2621 |  |
| A6818160202 | AQ Pen Drive DRC | 1.1494 |  |

1. **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**

Answer :

|  |  |  |  |
| --- | --- | --- | --- |
| **customer\_code** | **customer** | **high\_avg\_discount\_pct** | |
| 90002009 | Flipkart | 0.3083 |  |
| 90002006 | Viveks | 0.3038 |  |
| 90002003 | Ezone | 0.3028 |  |
| 90002002 | Croma | 0.3025 |  |
| 90002016 | Amazon | 0.2933 |  |

1. **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**

|  |  |  |
| --- | --- | --- |
| **month** | **year** | **Gross\_sales\_Amount** |
| 9 | 2019 | 9092670.339 |
| 10 | 2019 | 10378637.6 |
| 11 | 2019 | 15231894.97 |
| 12 | 2019 | 9755795.058 |
| 1 | 2020 | 9584951.939 |
| 2 | 2020 | 8083995.548 |
| 3 | 2020 | 766976.4531 |
| 4 | 2020 | 800071.9543 |
| 5 | 2020 | 1586964.477 |
| 6 | 2020 | 3429736.571 |
| 7 | 2020 | 5151815.402 |
| 8 | 2020 | 5638281.829 |
| 9 | 2020 | 19530271.3 |
| 10 | 2020 | 21016218.21 |
| 11 | 2020 | 32247289.79 |
| 12 | 2020 | 20409063.18 |
| 1 | 2021 | 19570701.71 |
| 2 | 2021 | 15986603.89 |
| 3 | 2021 | 19149624.92 |
| 4 | 2021 | 11483530.3 |
| 5 | 2021 | 19204309.41 |
| 6 | 2021 | 15457579.66 |
| 7 | 2021 | 19044968.82 |
| 8 | 2021 | 11324548.34 |

1. **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**

Answer :

|  |  |
| --- | --- |
| **Quarter** | **total\_sales\_quantity** |
| 4 | 25872947 |

1. **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**

Answer :

|  |  |  |
| --- | --- | --- |
| **channel** | **gross\_sales\_mln** | **Percentage** |
| Retailer | 1924170398 | 73.22 |
| Direct | 406686873.9 | 15.47 |
| Distributor | 297175879.7 | 11.31 |

1. **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 |