

Consumer Goods Ad Hoc Insights



Problem Overview

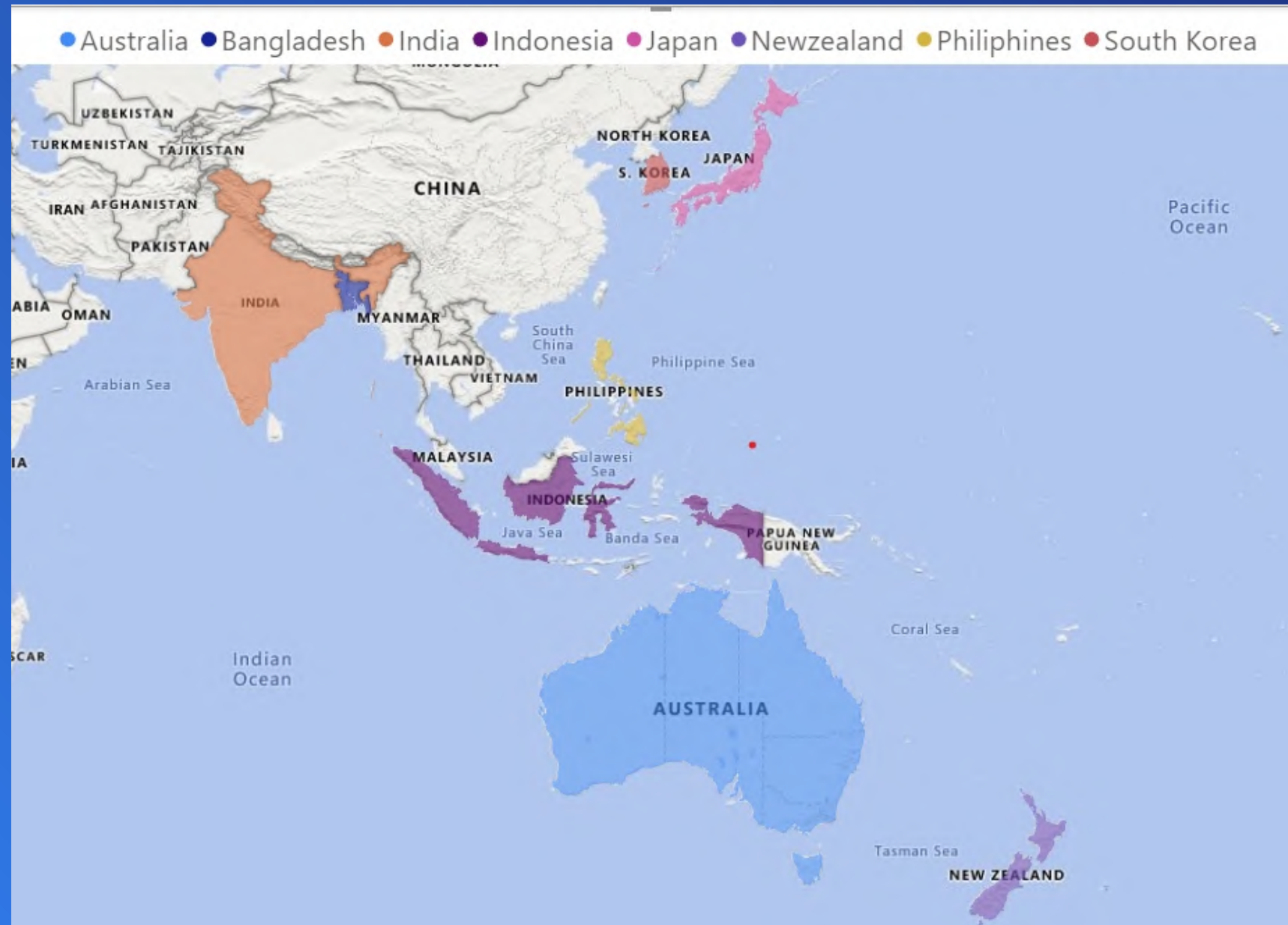
Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in India and well expanded in other countries too.

However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions.

Task

Help the management from Atliq Hardware and Run SQL queries to answer several questions related to which the management needs insights.

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



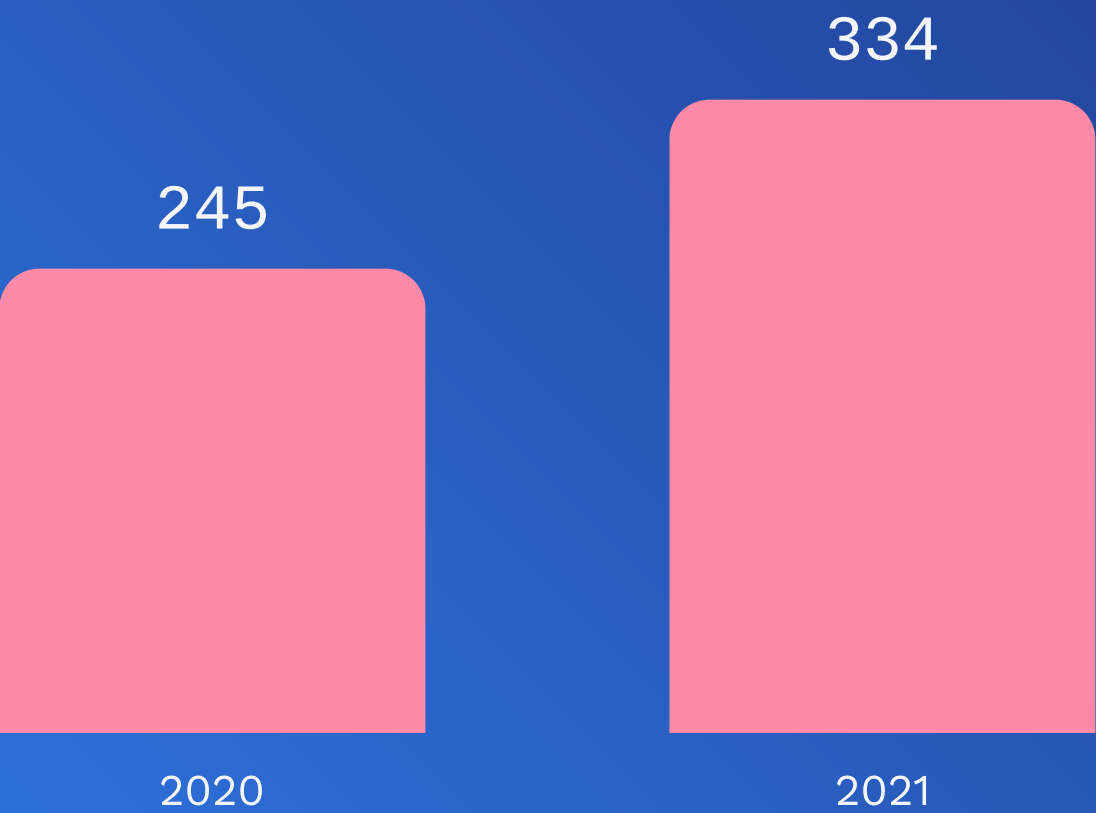
Atliq Exclusive is operating from the following 8 countries in the APAC region:

1. India
2. Indonesia
3. Japan
4. Philippines
5. South Korea
6. Australia
7. New Zealand
8. Bangladesh

There are two more regions in APAC region but Atliq Exclusive store does not have a presence in those countries.

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

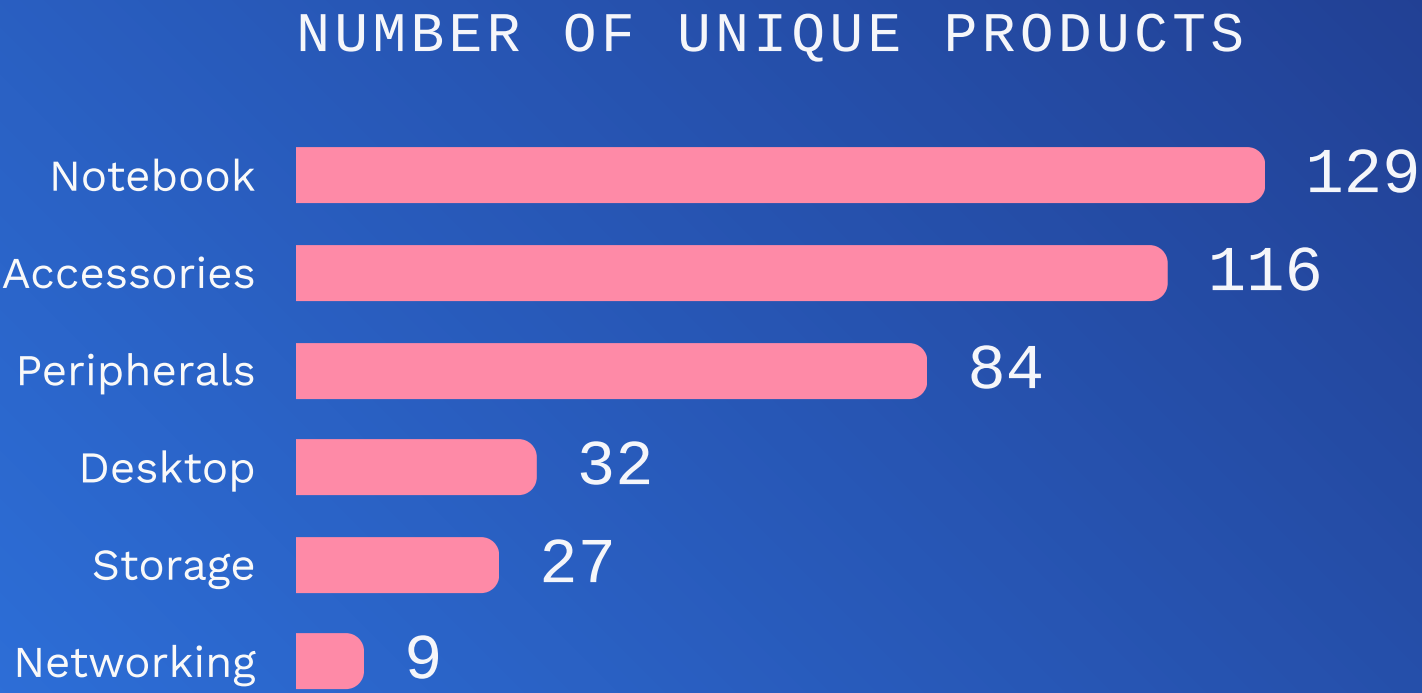
NUMBER OF UNIQUE PRODUCTS



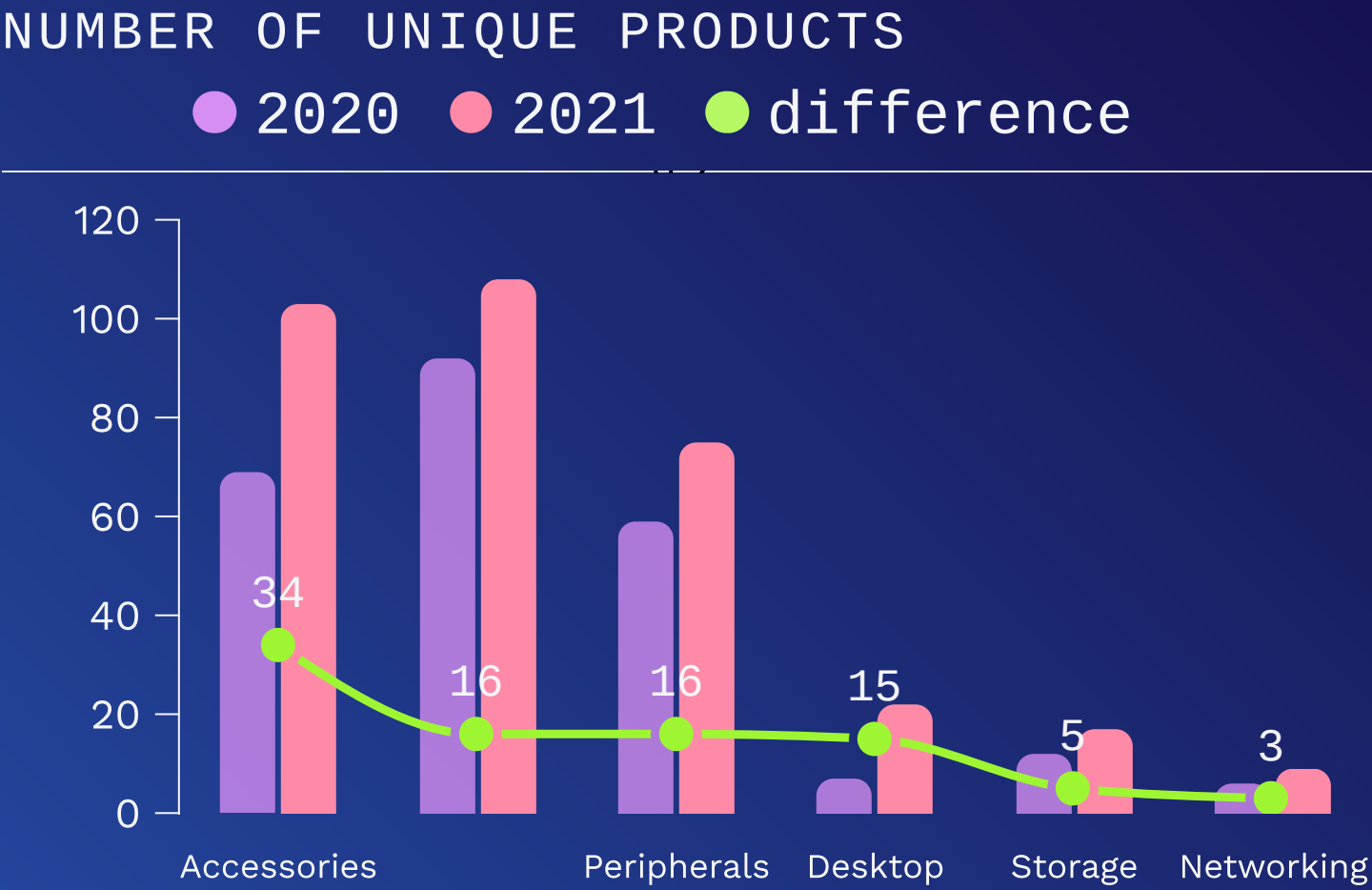
The number of unique products increased from 245 in 2020 to 334 in 2021 which is a 36.33 % increase.

Out of these 334 products in FY 2021, 232 products were already present in 2020. So, Atliq Hardware removed 13 older products and introduced 102 newer products in the year 2021.

3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.



4. Which segment had the most increase in unique products in 2021 vs 2020?



The numbers don't add up when it comes to the unique products in notebooks. Although there are 129 different products, the distinct product count for notebooks in each of the two years is not 129. This is because some of the products are not sold in both years. Therefore, the second graph only shows the number of unique products that have been purchased at least once. This applies to other segments too.

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

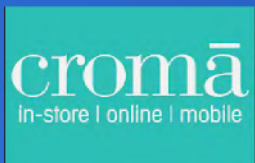
AQ HOME Allin1 Gen 2 has the highest manufacturing cost. It costs ~ \$ 240 to manufacture.
On the other hand, the AQ Master wired x1 Ms costs only ~ \$ 0.9 to manufacture.

6. 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 in Gross Sales:

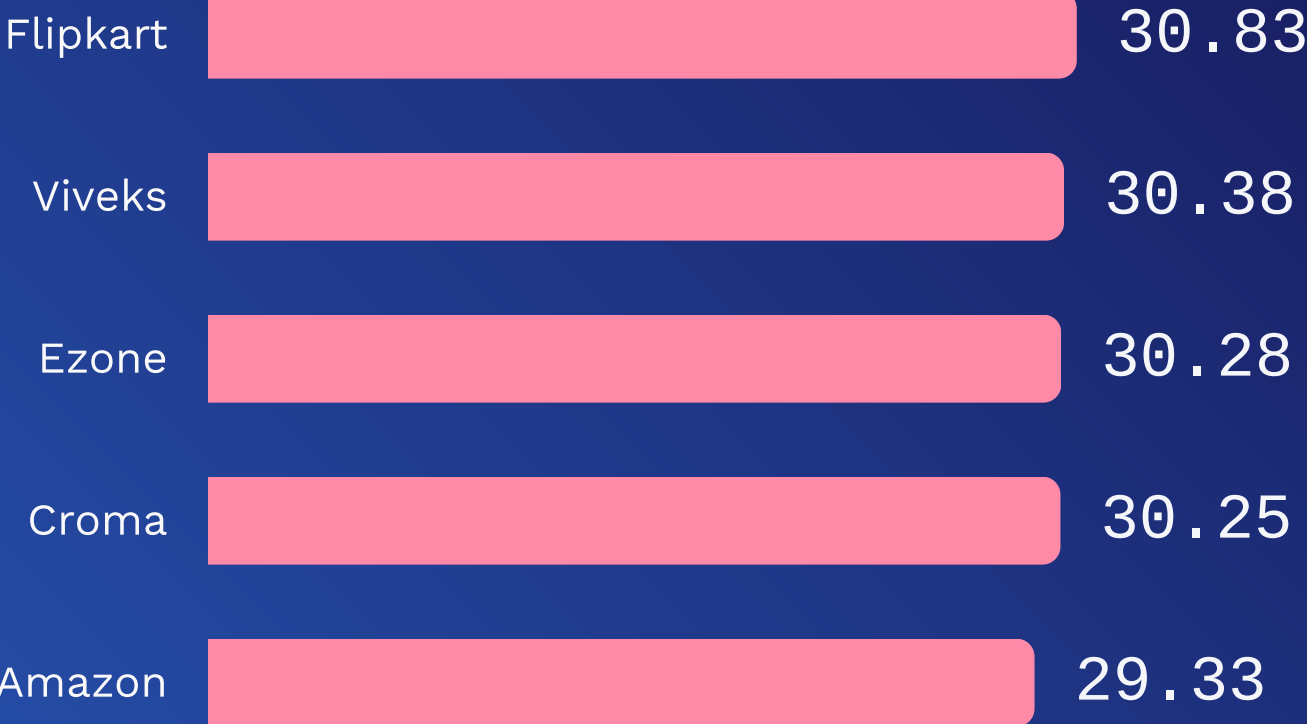


Top 10 in Gross Sales



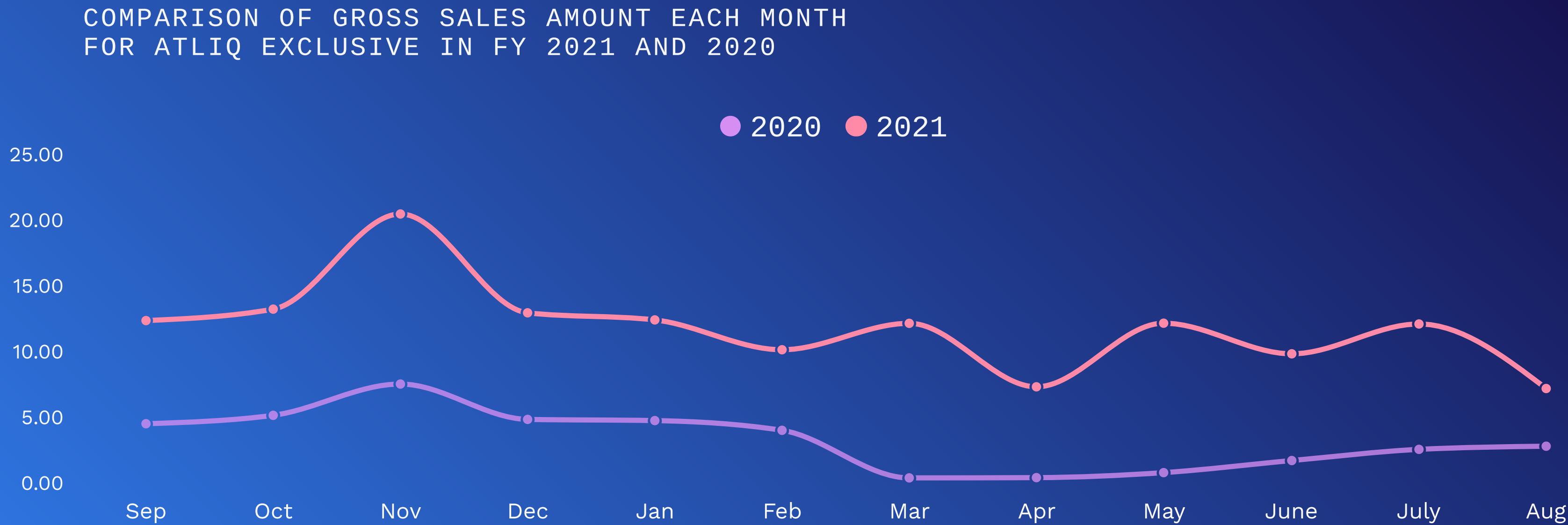
(Second Worst Performer but gross sales has grown 3x from 2020)

TOP 5 CUSTOMERS WITH THE HIGHEST PRE-INVOICE DISCOUNT % IN THE INDIAN MARKET FOR THE FY 2021



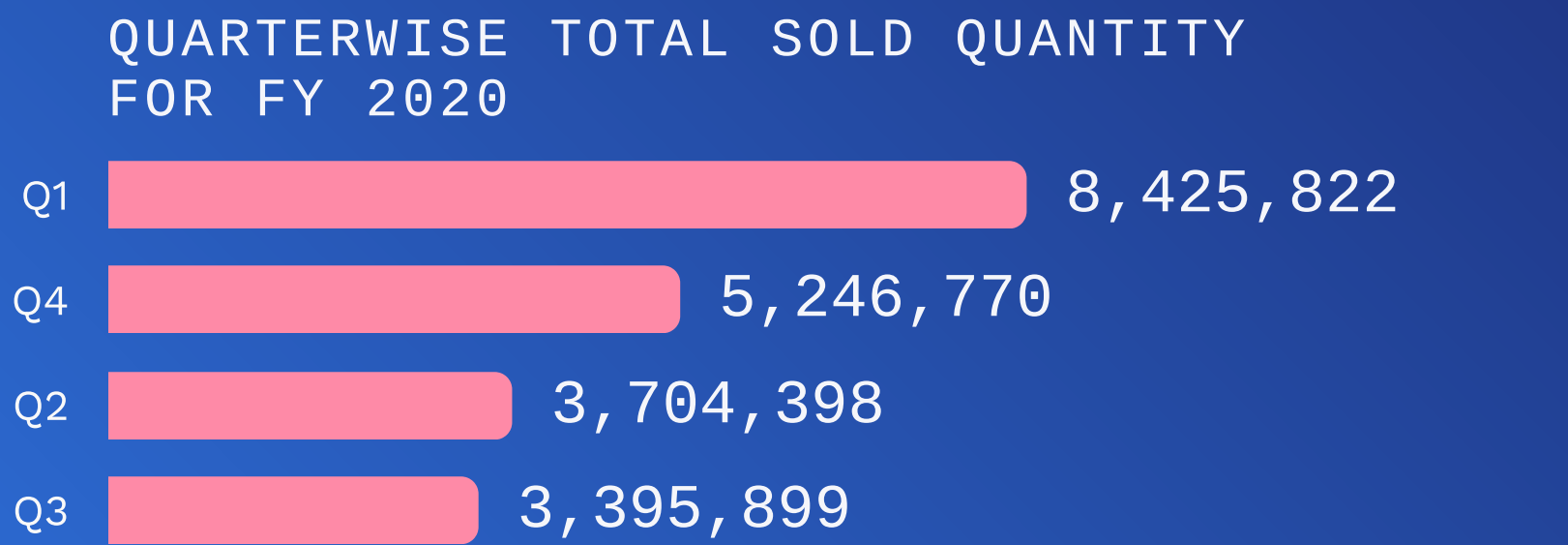
7. Get the complete report of the Gross sales amount for the customer

“Atliq Exclusive” for each month.

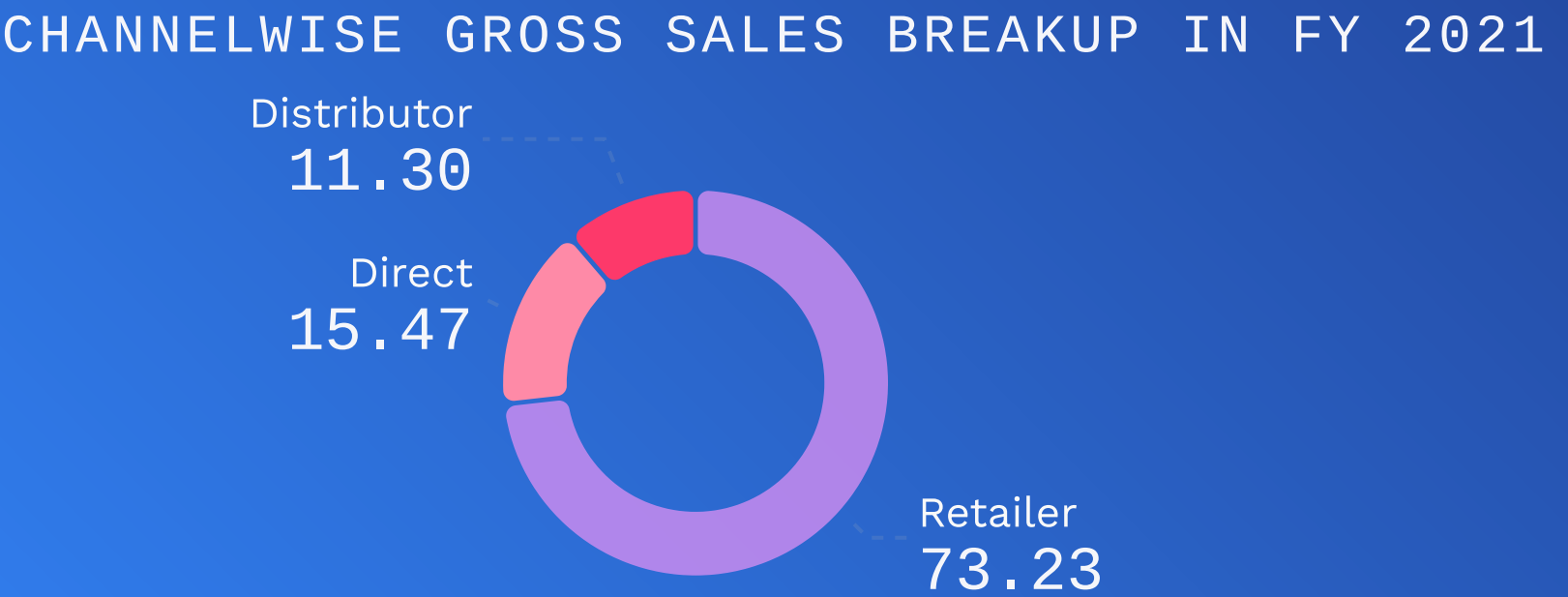


The sales of Atliq Exclusive store has peaked in the month of Nov and then reached a state of decline from Dec to Apr before starting to rise. This has been the trend that has been observed for the FY 2020 and FY 2021.

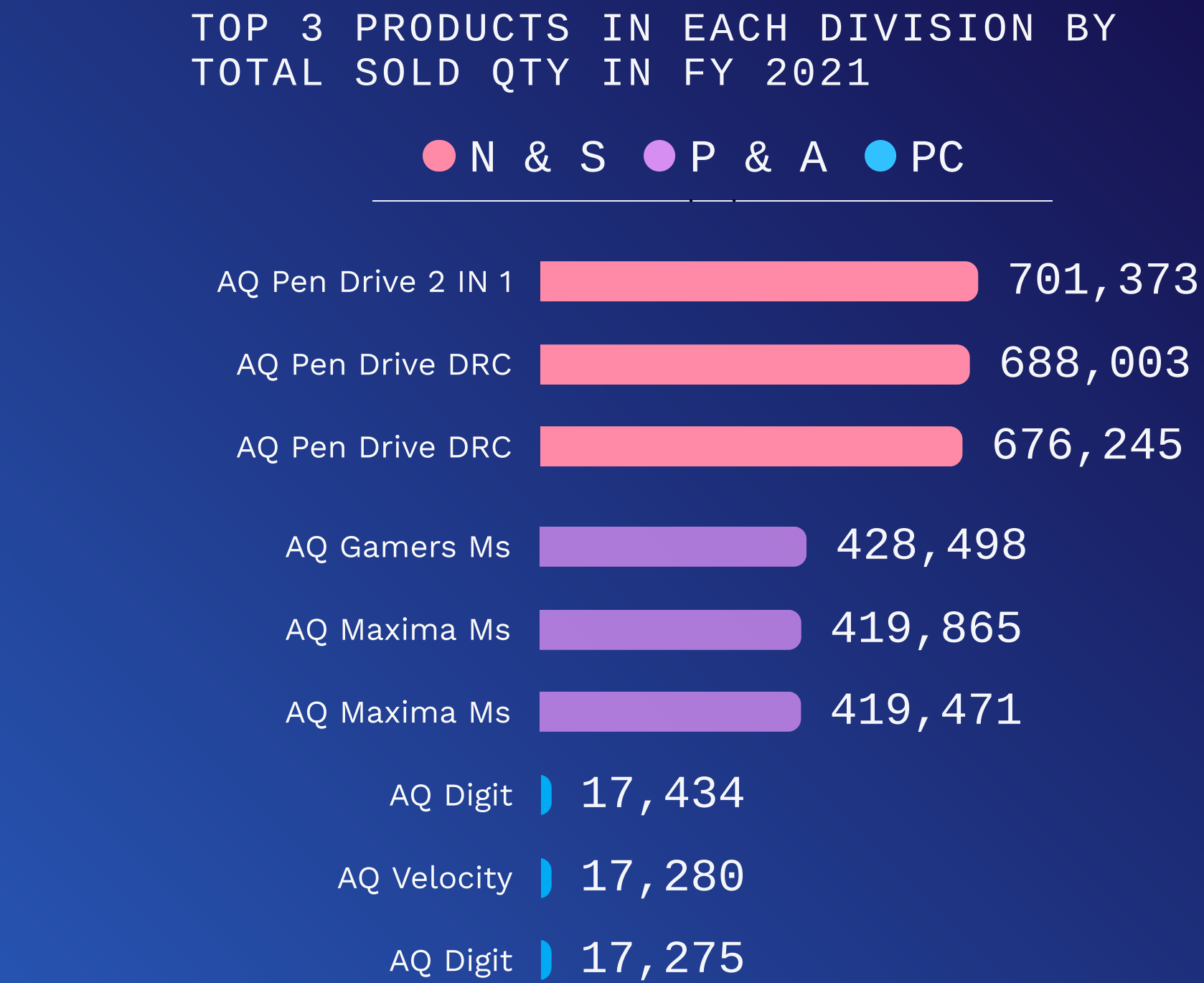
8. In which quarter of 2020, got the maximum total_sold_quantity?



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



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



Summary

- Atliq Hardware's sales have gone up in FY 2021
- Atliq Hardware introduced many new products to the market in FY 2021
- Almost 73% of gross sales in the last fiscal year is from the Retailer Channel.
- Atliq should be considerate when providing exuberant discounts to stores.
- Atliq Hardware can boost sales during non-seasonal time by running special discounts and promotions.

Github Repository Link:

To access my SQL queries and results, [click here](#)