

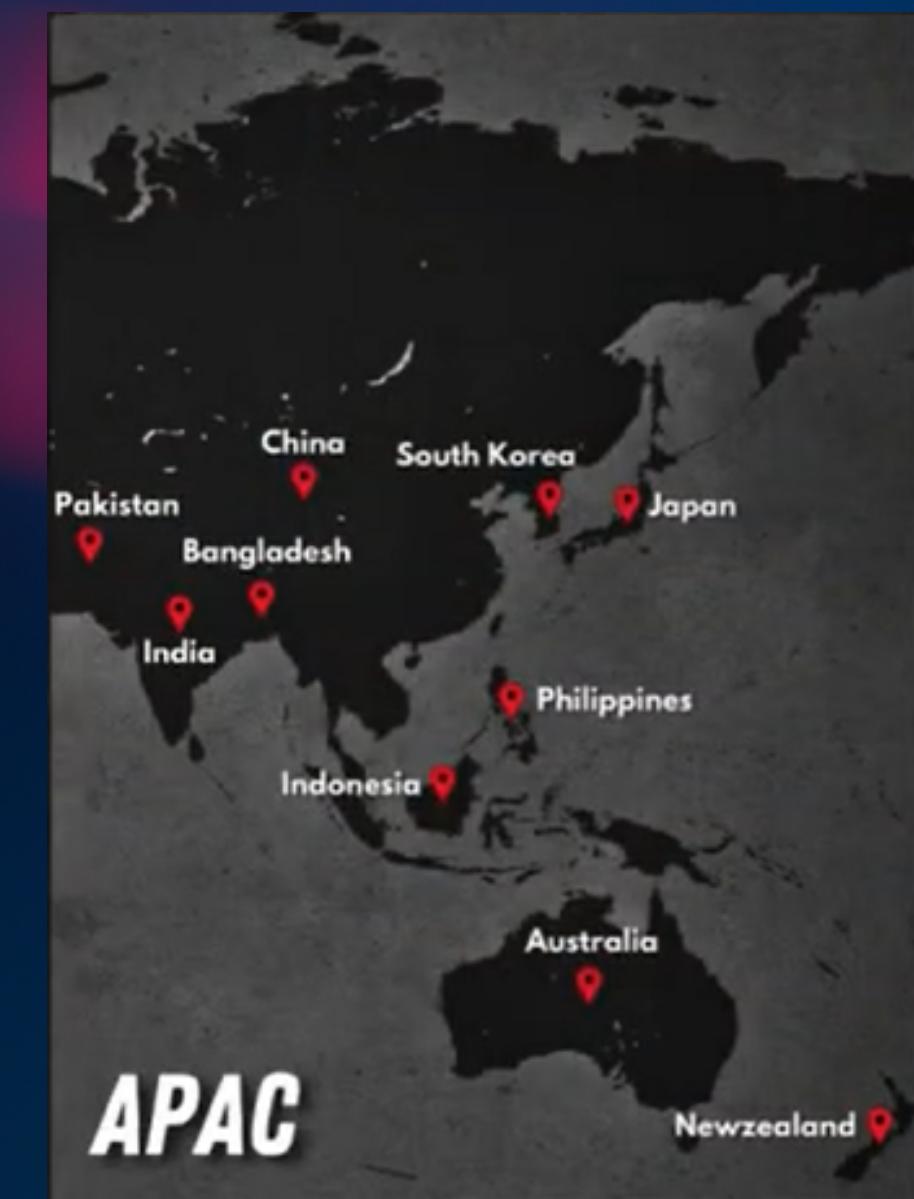
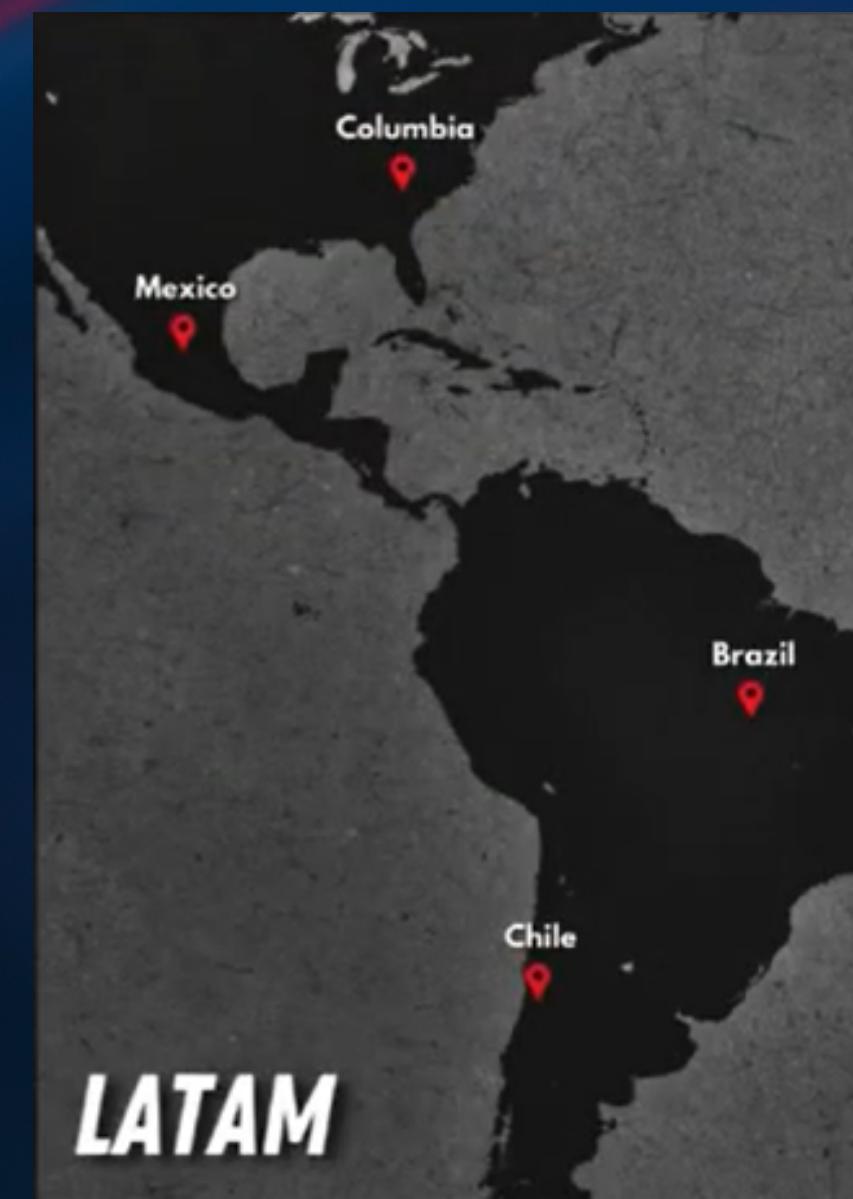
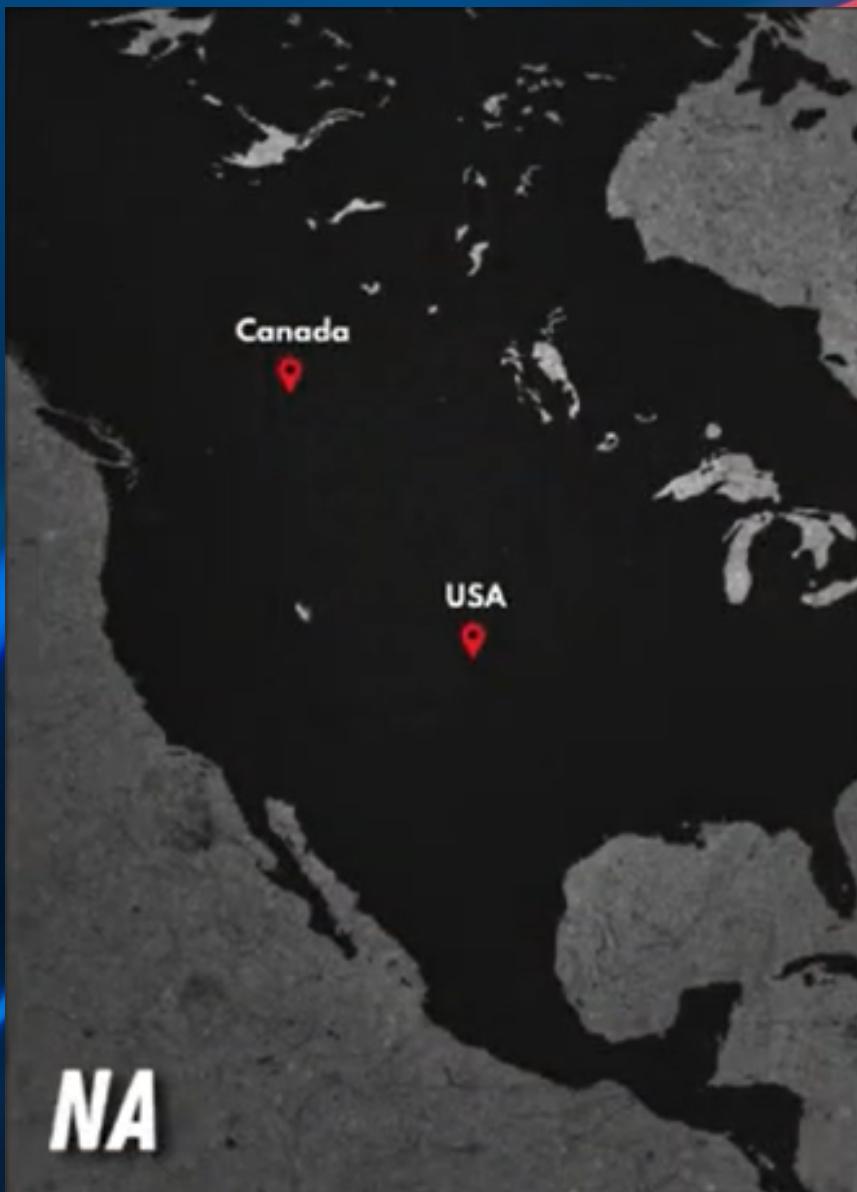
AtliQ Hardware

CONSUMER GOODS AD-HOC INSIGHTS

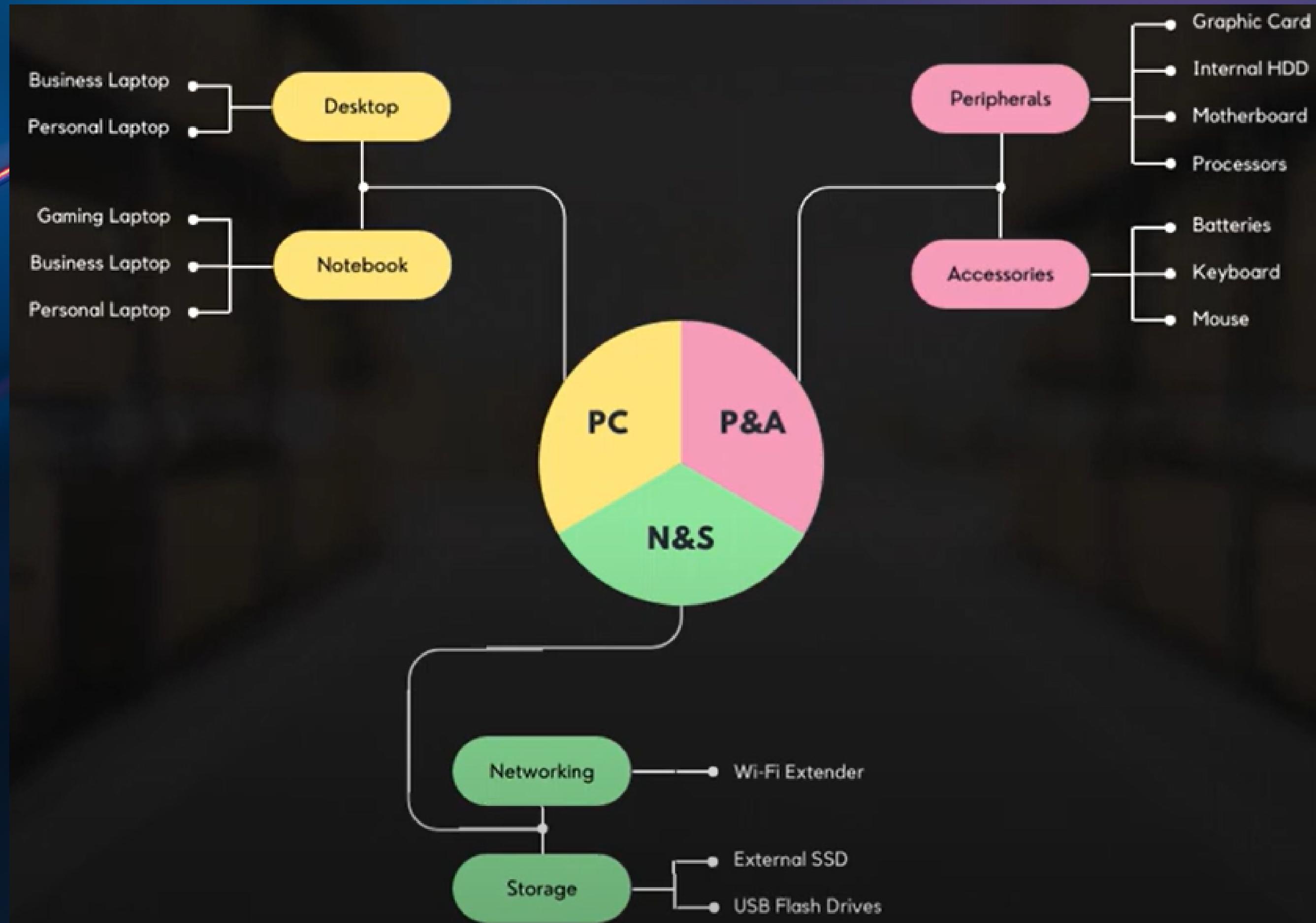
Objective

- An Atliq Hardware, a fictional corporation, stands out as a major computer hardware manufacturer in India and has a robust global presence.
- Despite its prominence, the management recognizes a need for more timely and informed decisions backed by data insights.
- There's a strategic initiative to enhance the data analytics team by onboarding junior data analysts.
- In order to evaluate potential candidates comprehensively, Tony Sharma, the Director of Data Analytics, plans to organize a SQL challenge. This challenge will assess both technical skills and soft skills.
- The company has identified 10 specific ad hoc requests for which they are seeking valuable insights.

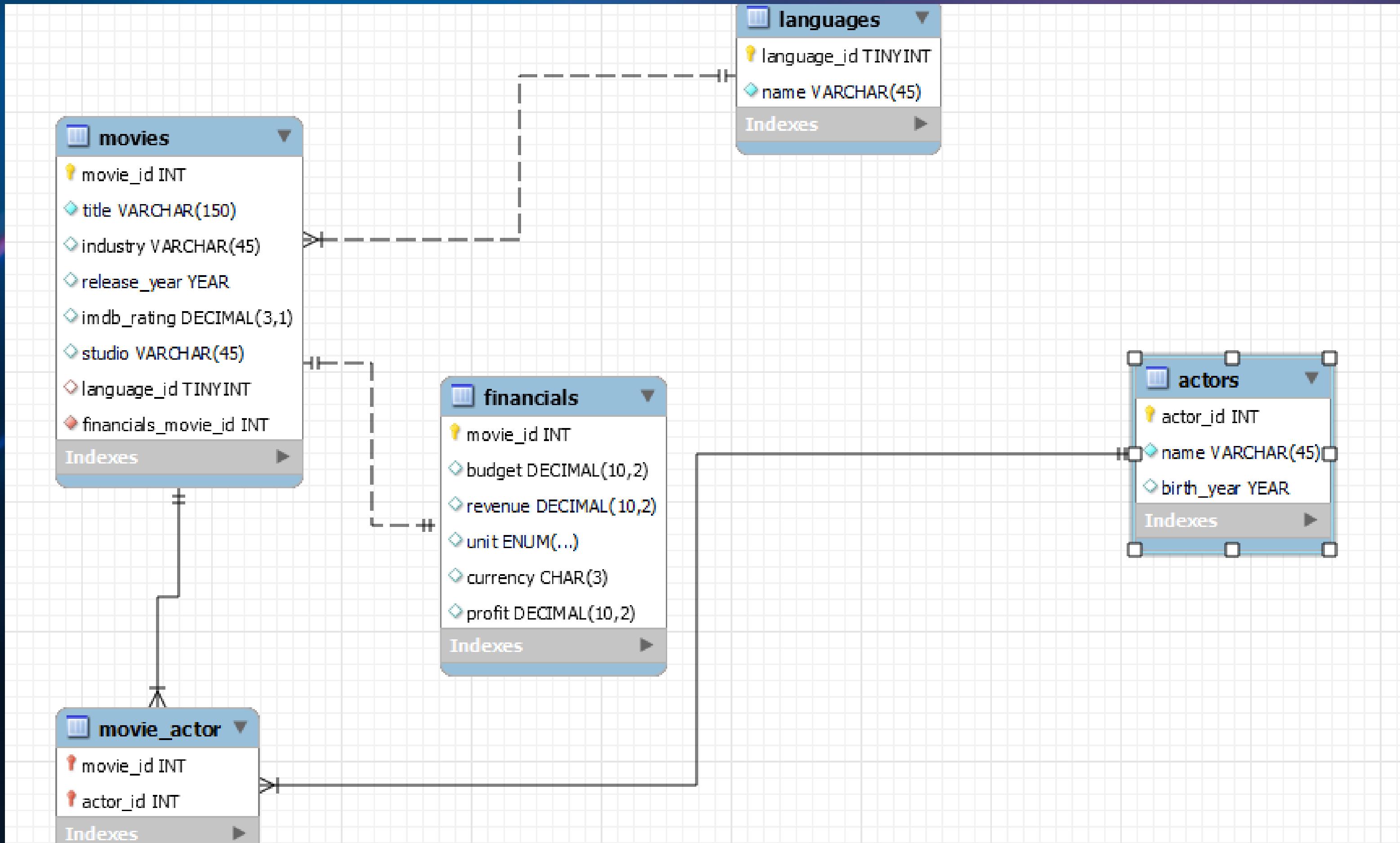
AtliQ Hardware Markets



AtliQ Hardware product Lines



Input data



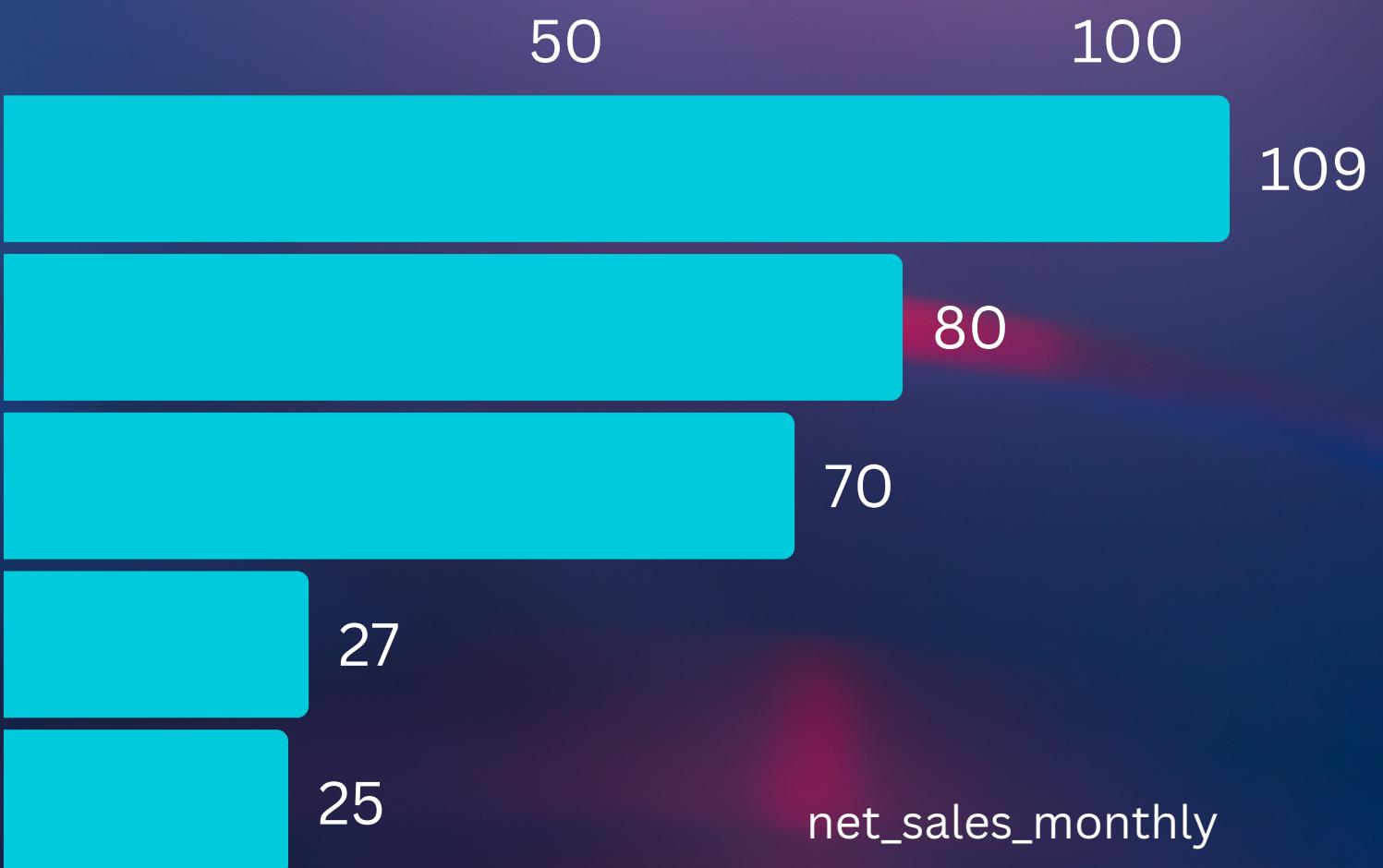
AD-HOC REQUESTS

along with the

- Query Results
- Visualization and
- Insights

Request1

who are the top 5 customers that made more profit for AtliQ Hardware?



Output

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

Insights

Above shown are the top 5 customers of AtliQ Hardware 2021.

Request 2

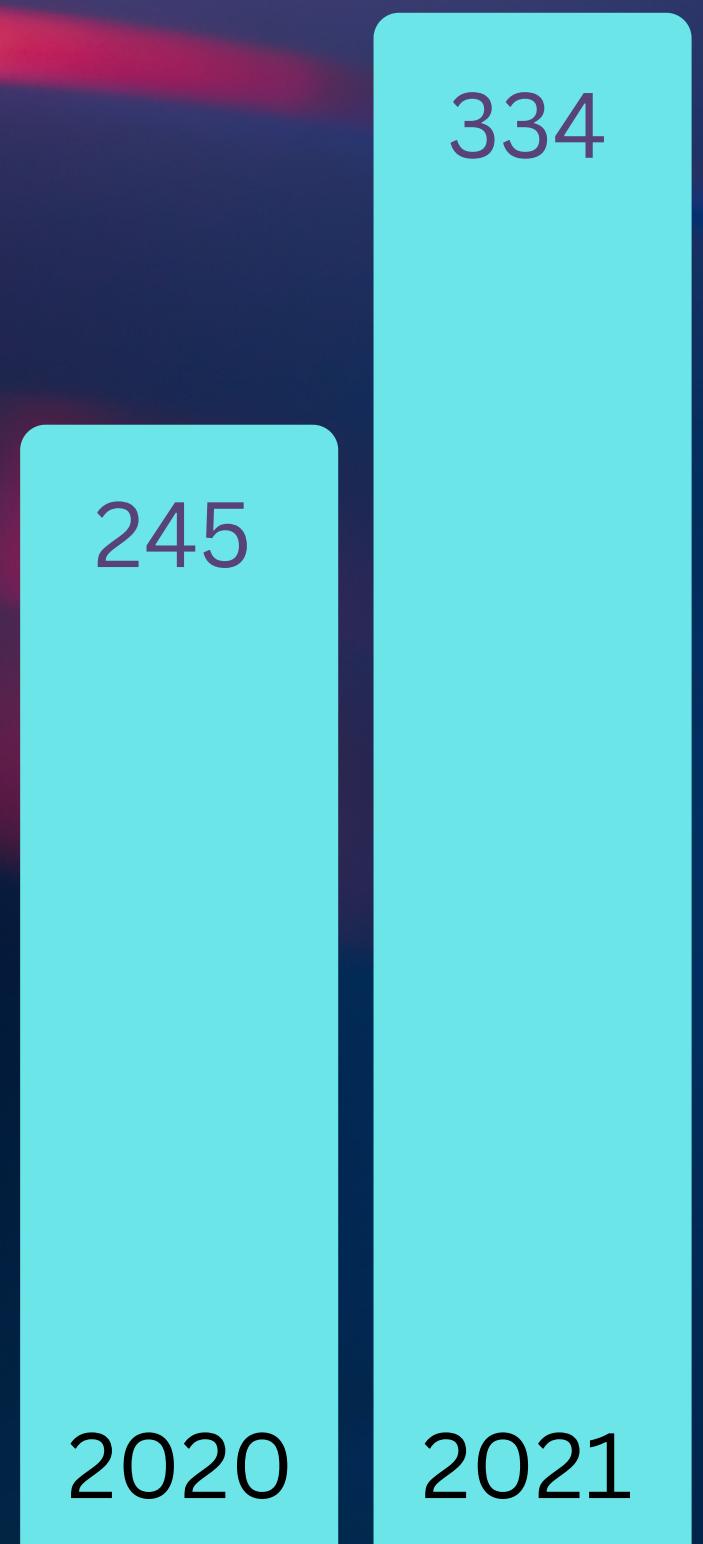
what is the percentage of unique product increase in 2020 vs 2021?

Output

	unique_products_2020	unique_products_2021	pct_change
▶	245	334	36.33

Insights

In FY, we had a 245 products and increasing to 334 products reflectings growth is 36%

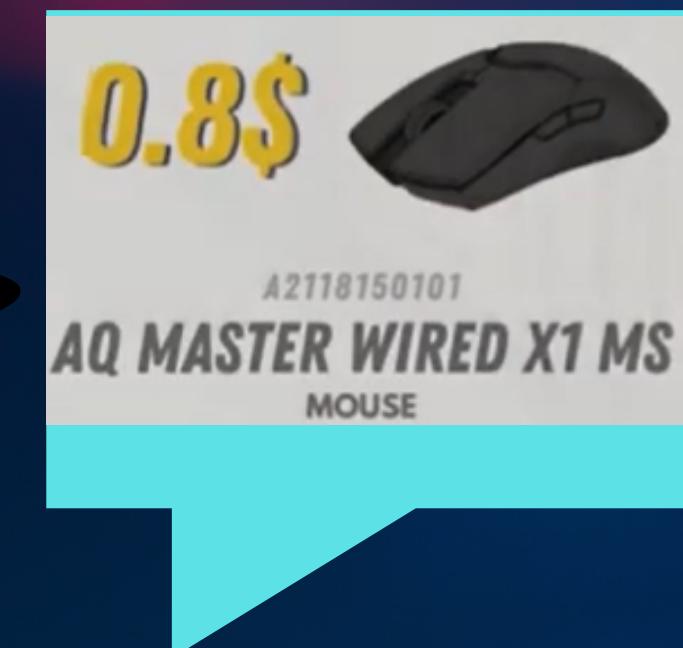


Request 3

Get the report of the products that have highest and lowest manufacturing costs.

Output

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



Request 4

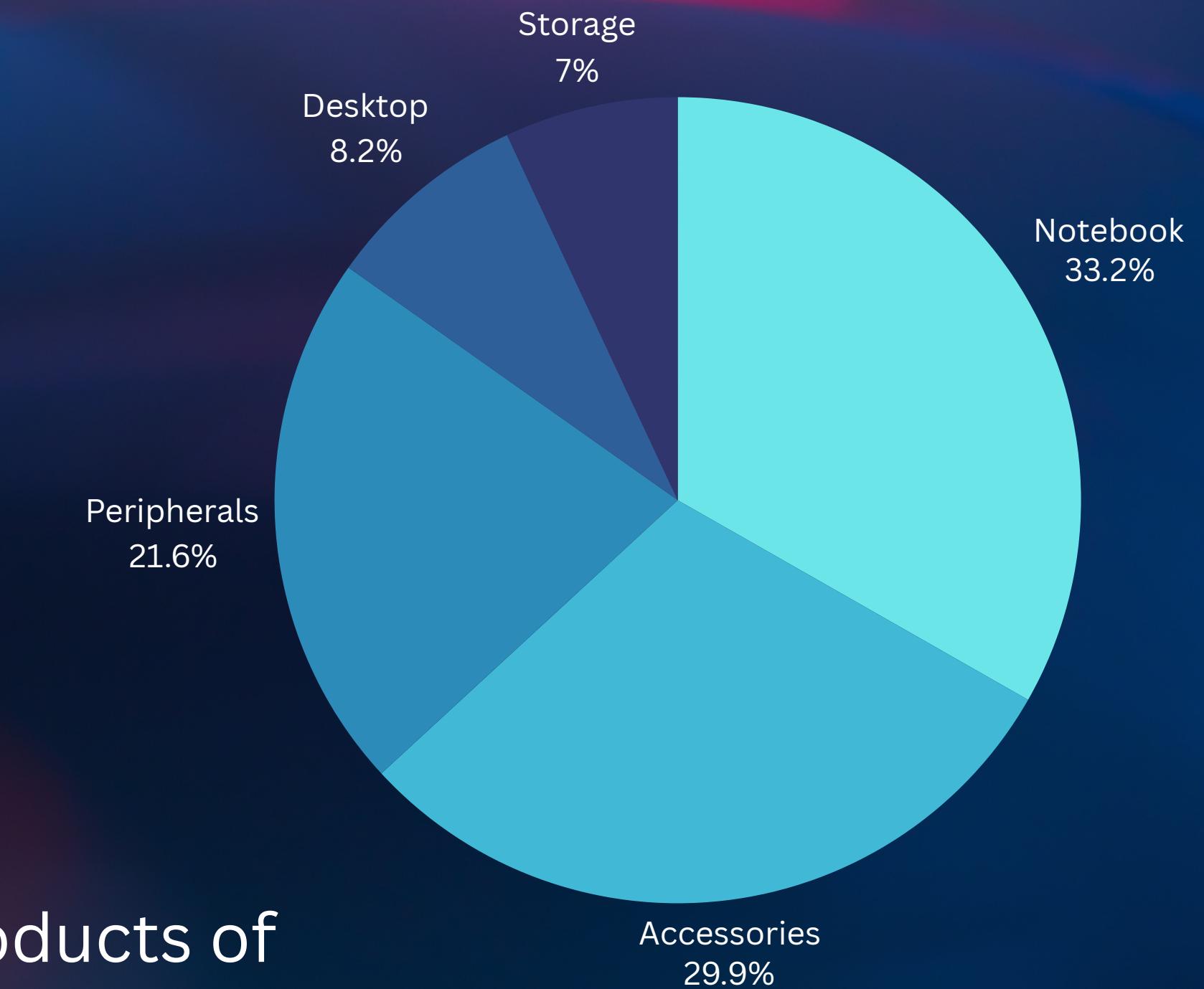
Provide a report with all unique product count for each segment and sort them in highest to lowest of product count

Output

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

Insights

AtliQ Hardware presents an extensive products of Notebook, Accessories.



Request 5

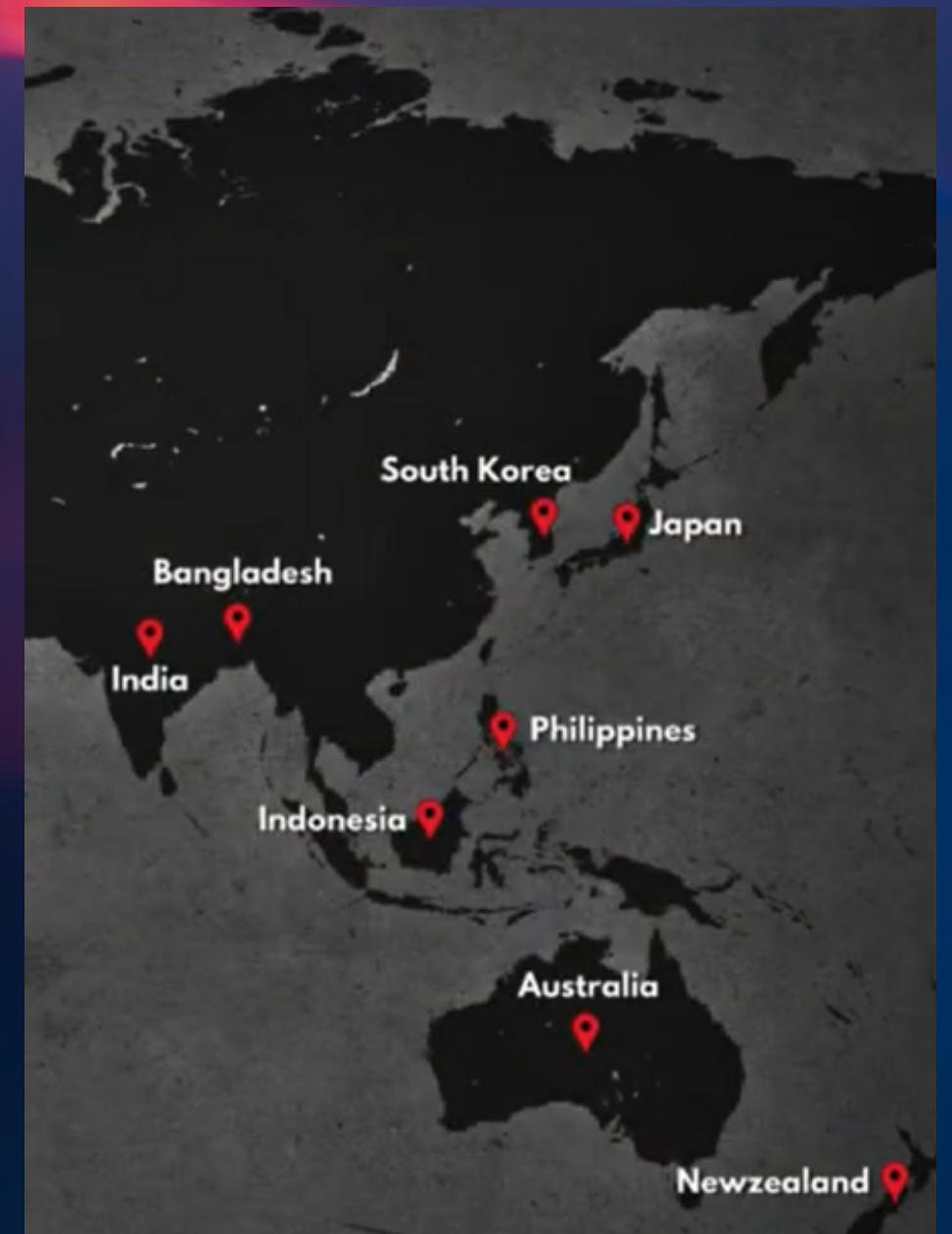
Provide the list of market in which customer “Atliq Exclusive” operates its business in the APAC region.

Output

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

Insights

AtliQ provides their products in these exclusive markets in APAC region.



Request 6

Get the complete report of the Gross Sales amount for the customer “Atliq Exclusive”for each month

(note: This analysis helps you to understand the low and high performing and take strategic decision.

Insights

These report shows that the highest sales were well versed in Nov 2020 and the lowest were March 2020.

Output

month	fiscal_year	gross_sales_amount
September (2019)	2020	9092670.34
October (2019)	2020	10378637.60
November (2019)	2020	15231894.97
December (2019)	2020	9755795.06
January (2020)	2020	9584951.94
February (2020)	2020	8083995.55
March (2020)	2020	766976.45
April (2020)	2020	800071.95
May (2020)	2020	1586964.48
June (2020)	2020	3429736.57
July (2020)	2020	5151815.40
August (2020)	2020	5638281.83
September (2020)	2021	19530271.30
October (2020)	2021	21016218.21
November (2020)	2021	32247289.79
December (2020)	2021	20409063.18
January (2021)	2021	19570701.71
February (2021)	2021	15986603.89
March (2021)	2021	19149624.92
April (2021)	2021	11483530.30
May (2021)	2021	19204309.41
June (2021)	2021	15457579.66
July (2021)	2021	19044968.82
August (2021)	2021	11324548.34

Request 7

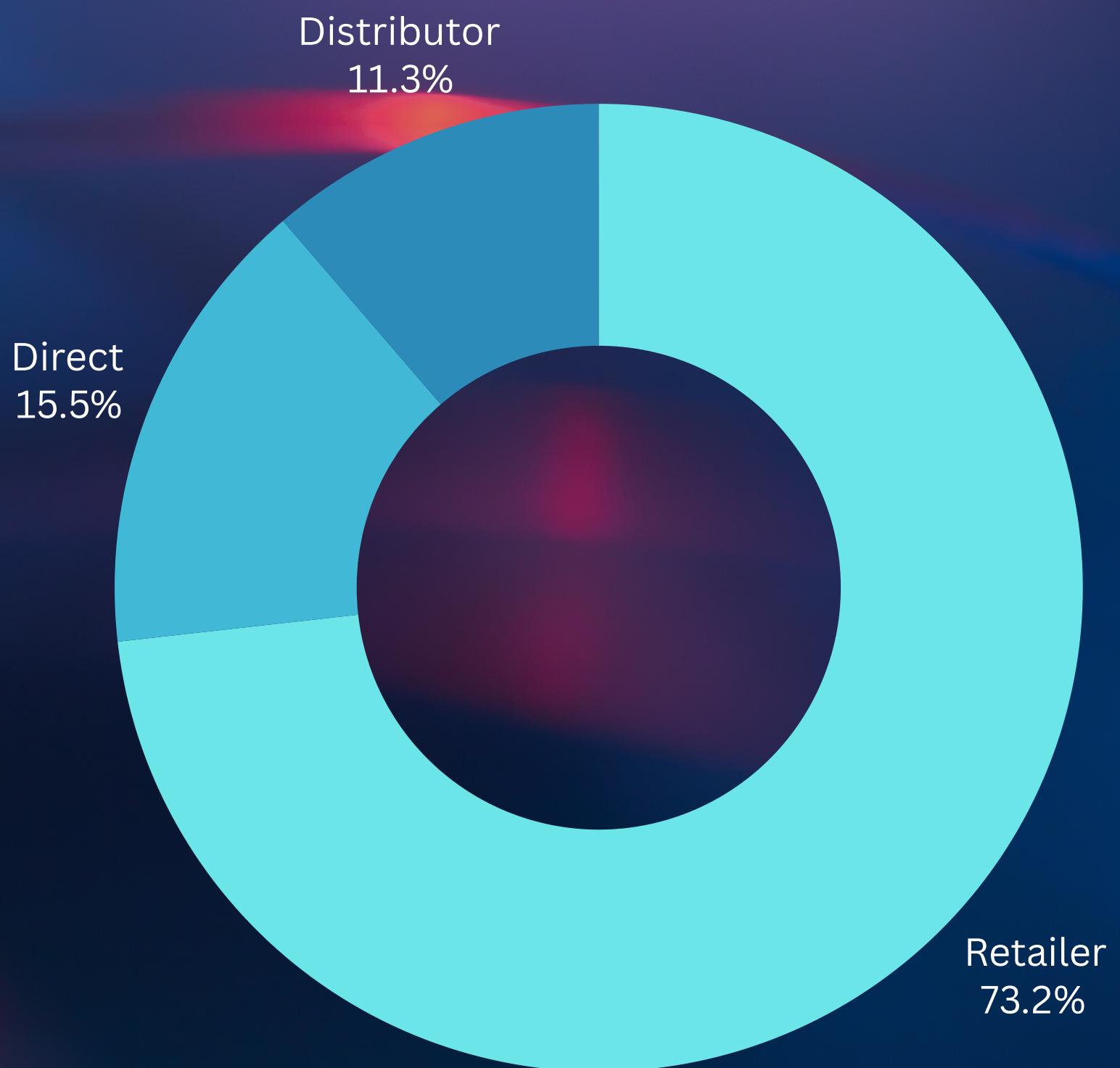
Which channel helped to bring more gross sale in FY 2021 and the percentage of the contribution?

Output

channel	gross_sales_in_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31

Insights

A substantial 73% of extreme high sales of AtliQ were conducted through retailers.



RECOMMENDATIONS FOR ENHANCING ATLIQ'S SALESPERFORMANCE

- Provide excellent customer service and build lasting relationships.
- Implement an effective marketing strategy across various channels. Develop a strong brand identity and communicate your unique value
- Invest in sales team training for improved performance.
- Offer competitive pricing and attractive promotions.. Enhance your product offerings to meet market demands.
- Gather customer feedback to continuously improve.