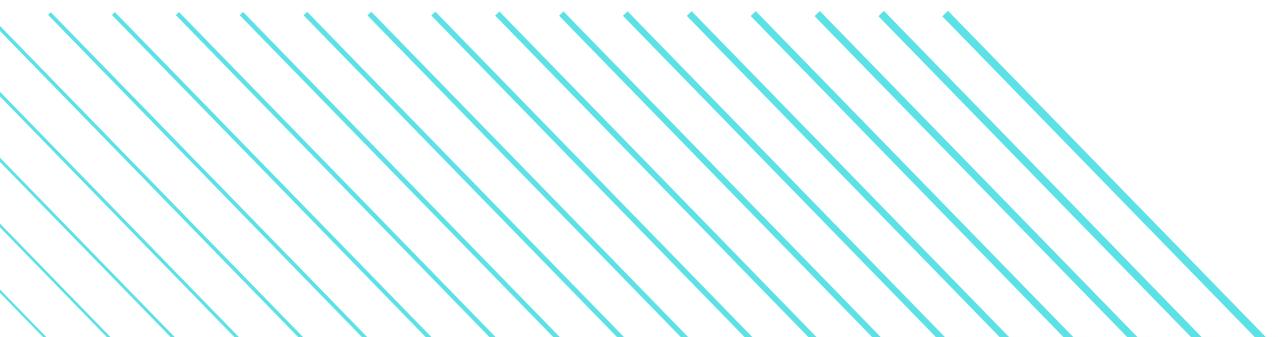
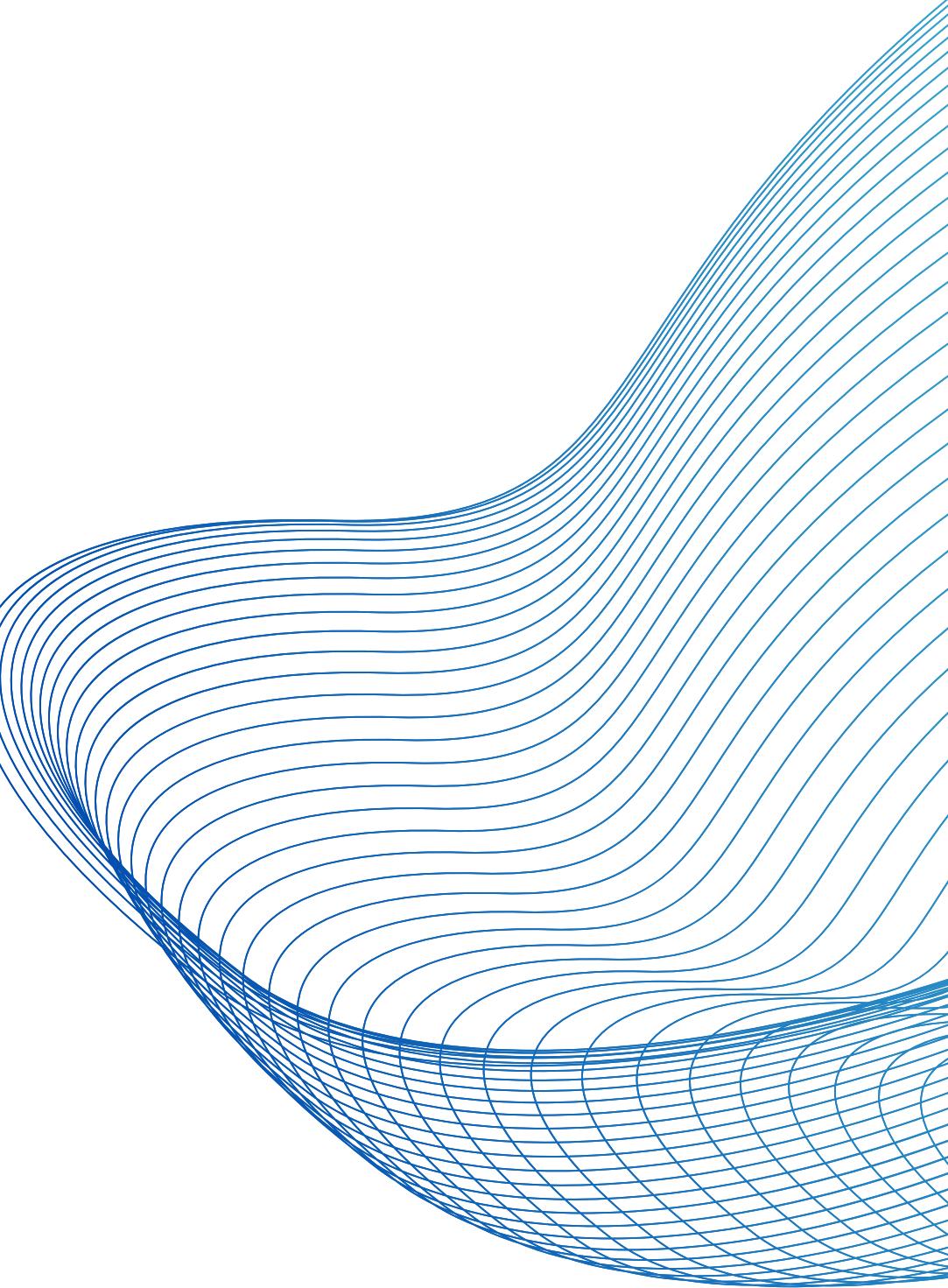




# ATLIQ HARDWARES

By Devesh Khilnani

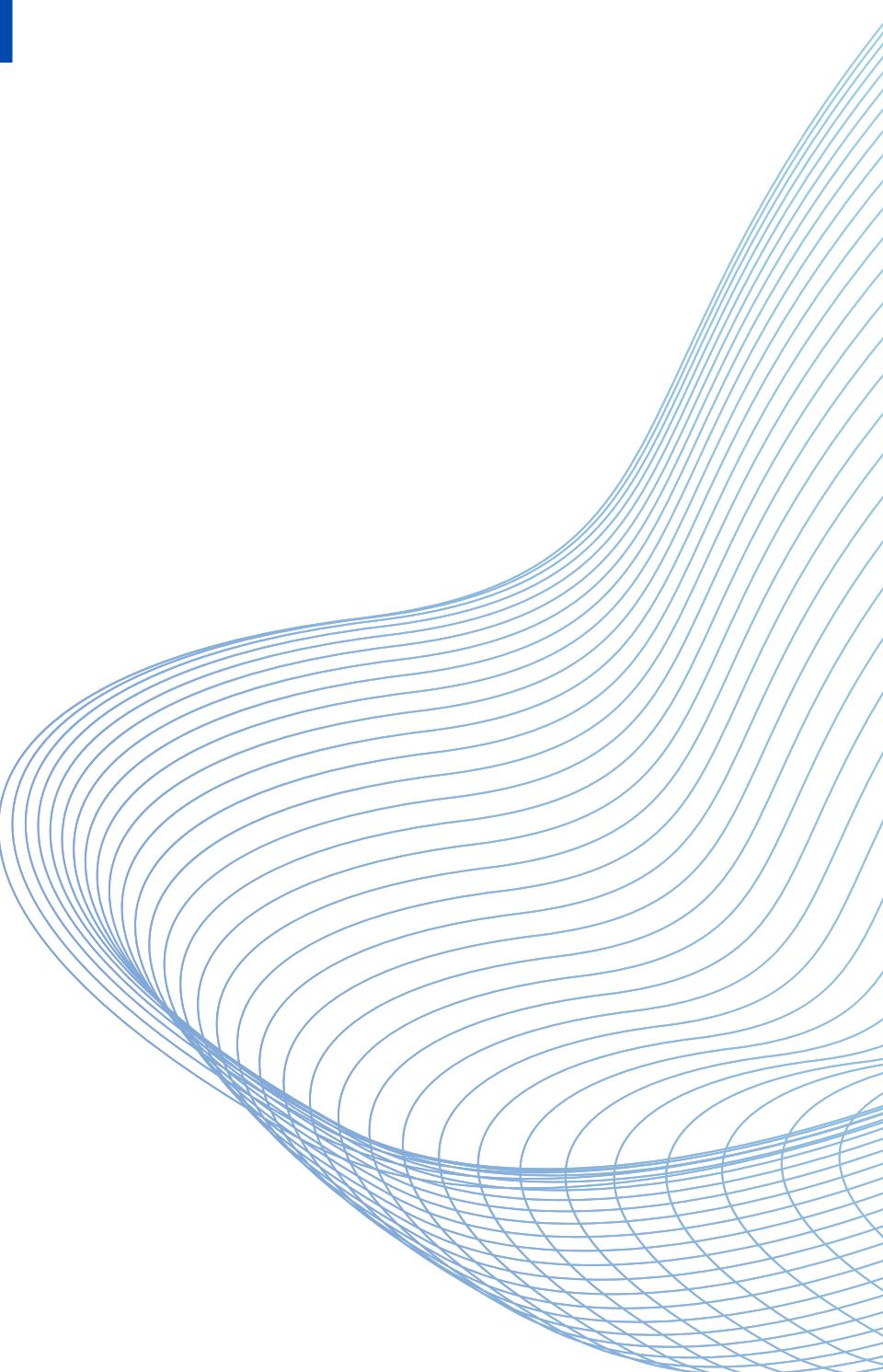


# PROBLEM STATEMENT

Atliq Hardwares 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. They want to expand their data analytics team by adding several junior data analysts.

They have hired you as a Data Analyst



# Atliq Hardware's Product Catalog

## PC

### Desktop

1. Personal
2. Business

### Notebook

1. Personal
2. Business
3. Gaming

## P&A

### Peripherals

1. Graphic Card
2. Internal HDD
3. Mother Board
4. Processors

### Accessories

1. Mouse
2. Batteries
3. Keyboard

## N&S

### Network

1. Wi-Fi Extender

### Storage

1. USB Flash
2. External Storage
3. State Device



# REQUESTS

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



# REQUESTS

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



# REQUESTS

- 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
- 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 and rank\_order.



# 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



## VISUAL





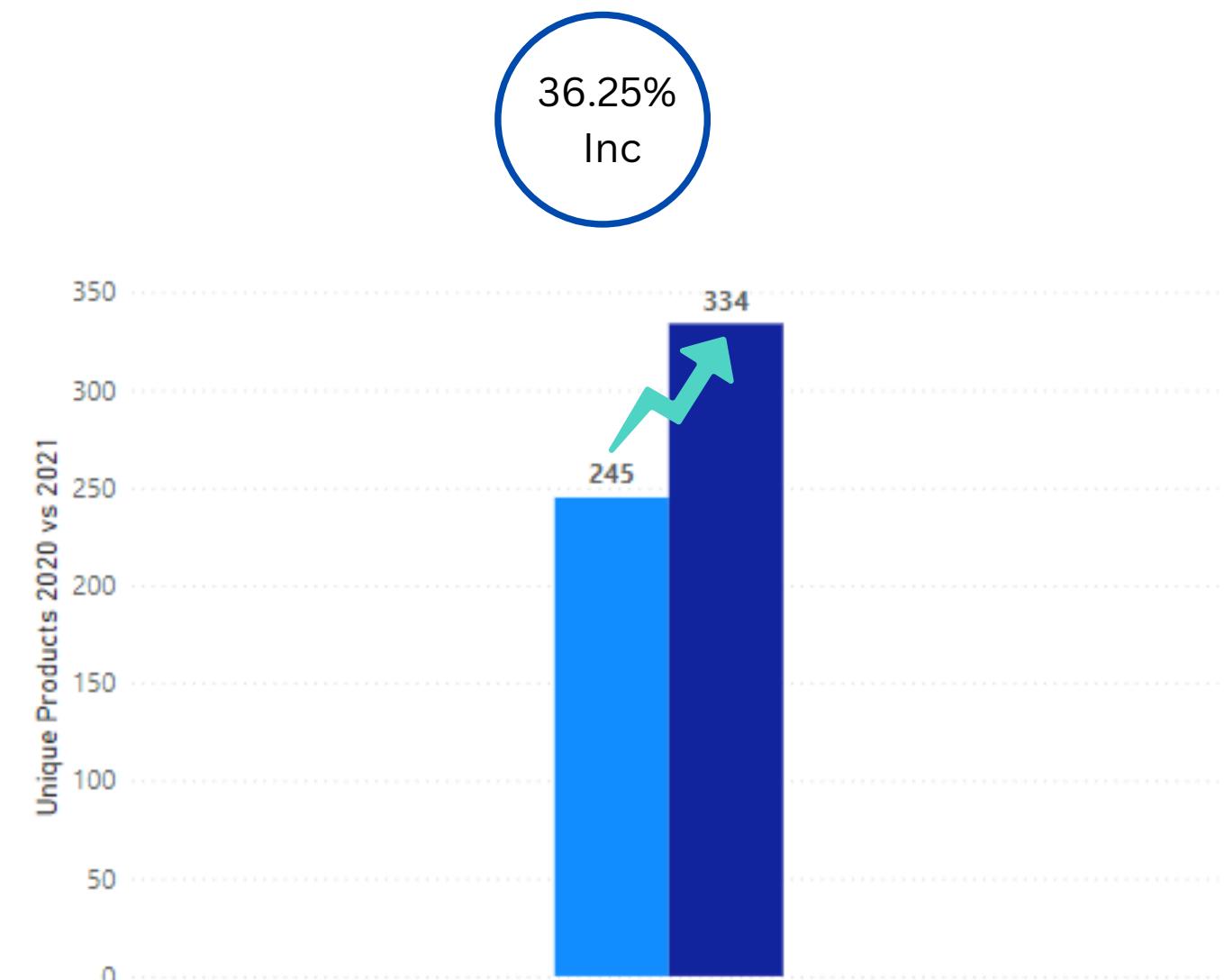
# REQUEST 2

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

2020_count	2021_count	INC_PERC
245	334	36.3265

## VISUAL





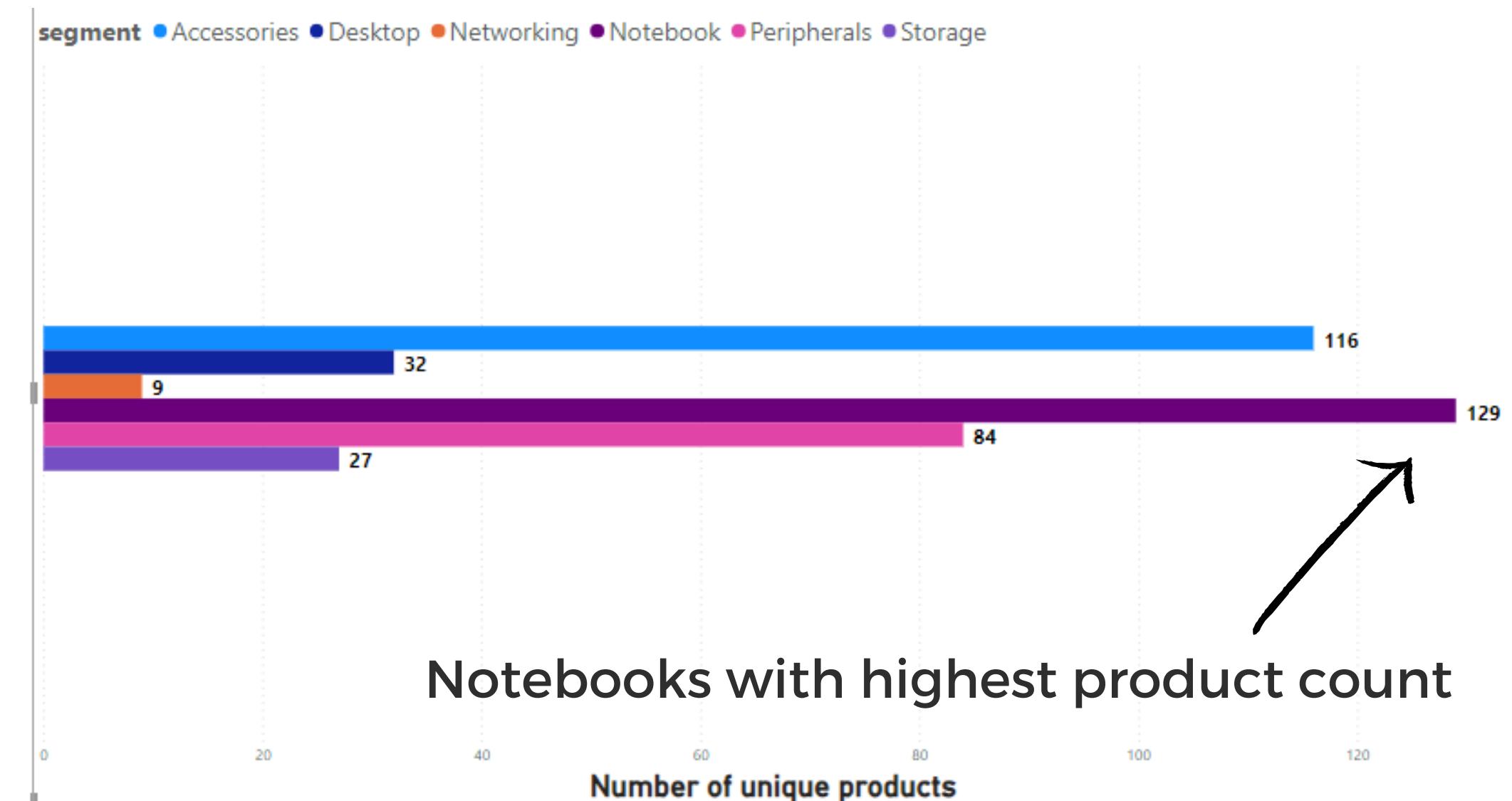
# REQUEST 3

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

## VISUAL





# REQUEST 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	Sum of prod_2020_count	Sum of prod_2021_count	Sum of diff
Accessories	69	103	34 ↑
Notebook	92	108	16 ↑
Peripherals	59	75	16 ↑
Desktop	7	22	15 ↑
Storage	12	17	5 ↑
Networking	6	9	3 ↑
Total	245	334	89

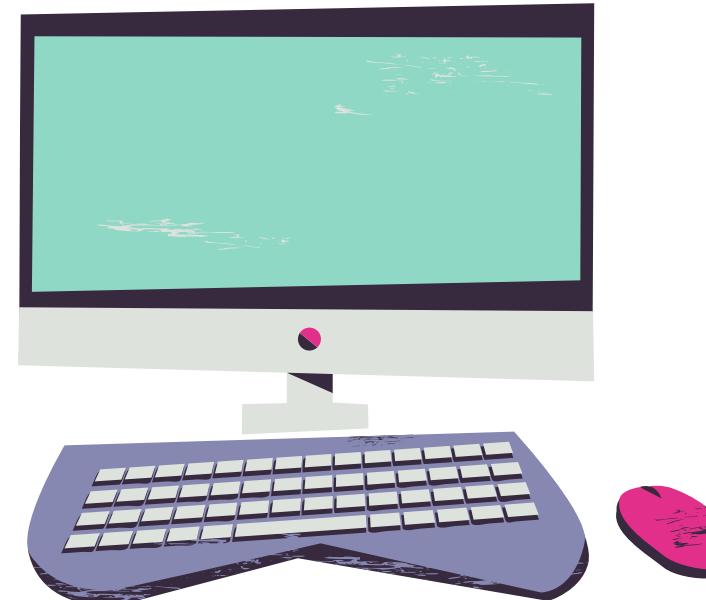


# REQUEST 5

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, `product_code` `product` `manufacturing_cost`.

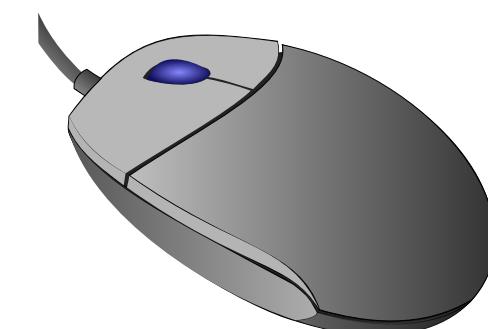
**Highest Manufacturing Cost**

AQ HOME  
Allin1 Gen 2  
**\$ 240.5**



**Lowest Manufacturing Cost**

AQ Master  
wired x1 Ms  
**\$ 0.9**





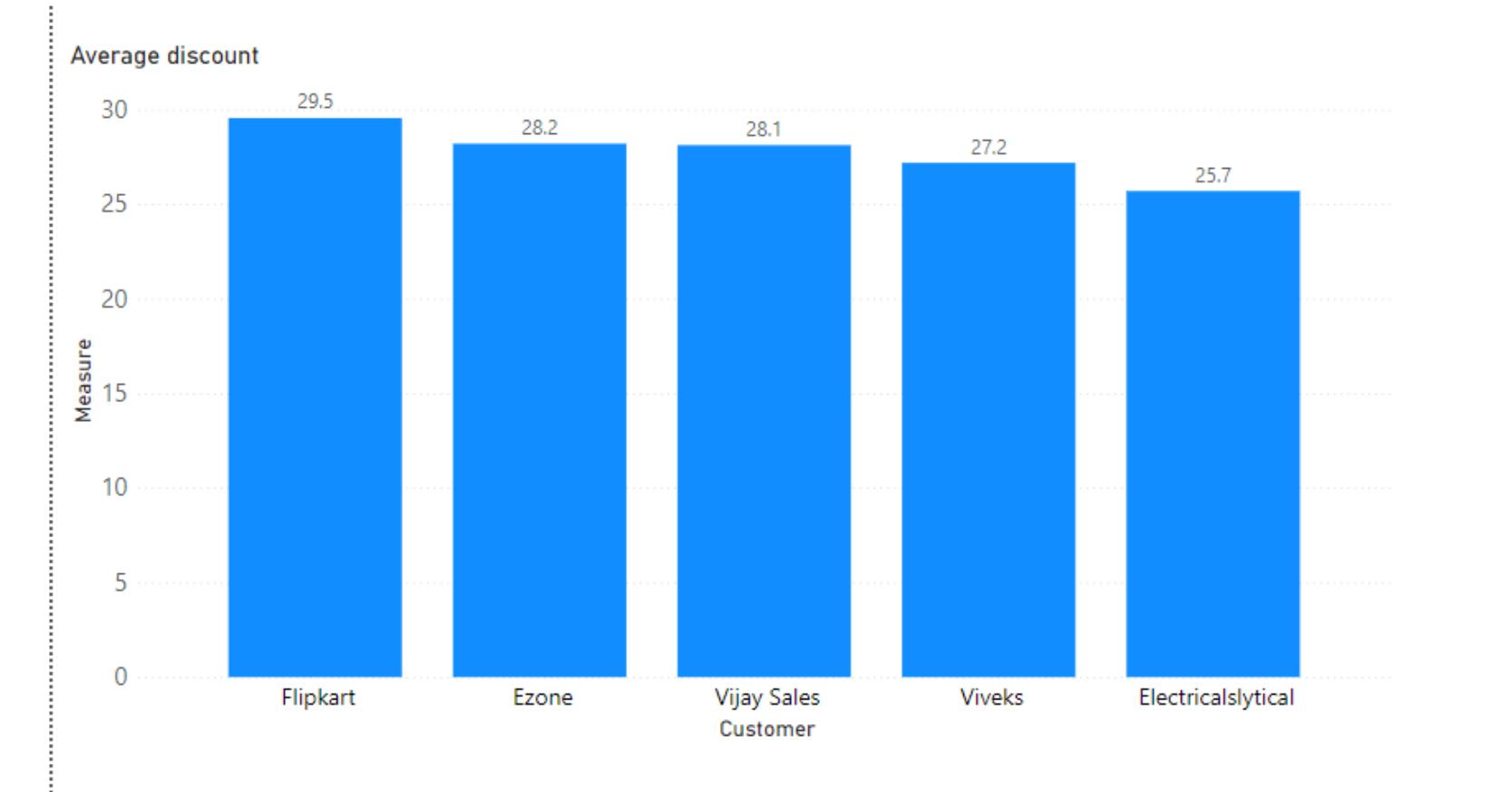
# REQUEST 6

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. The final output contains these fields, customer\_code customer average\_discount\_percentage

## OUTPUT

customer_code	customer	average_discount_percentage
90002009	Flipkart	29.54500000
90002003	Ezone	28.19500000
90002004	Vijay Sales	28.11500000
90002006	Viveks	27.18000000
90002013	Electricalslytical	25.69000000

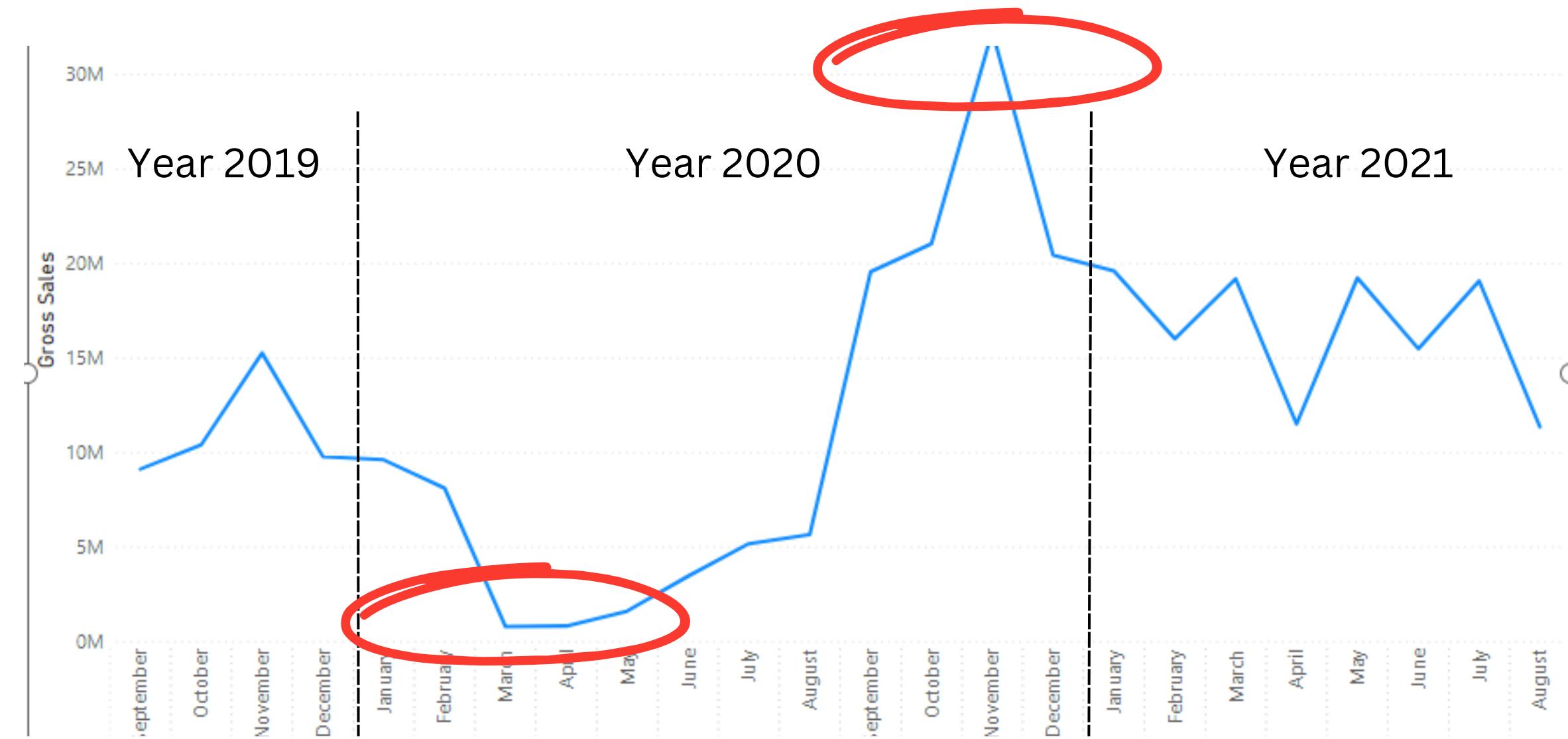
## VISUAL





# 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

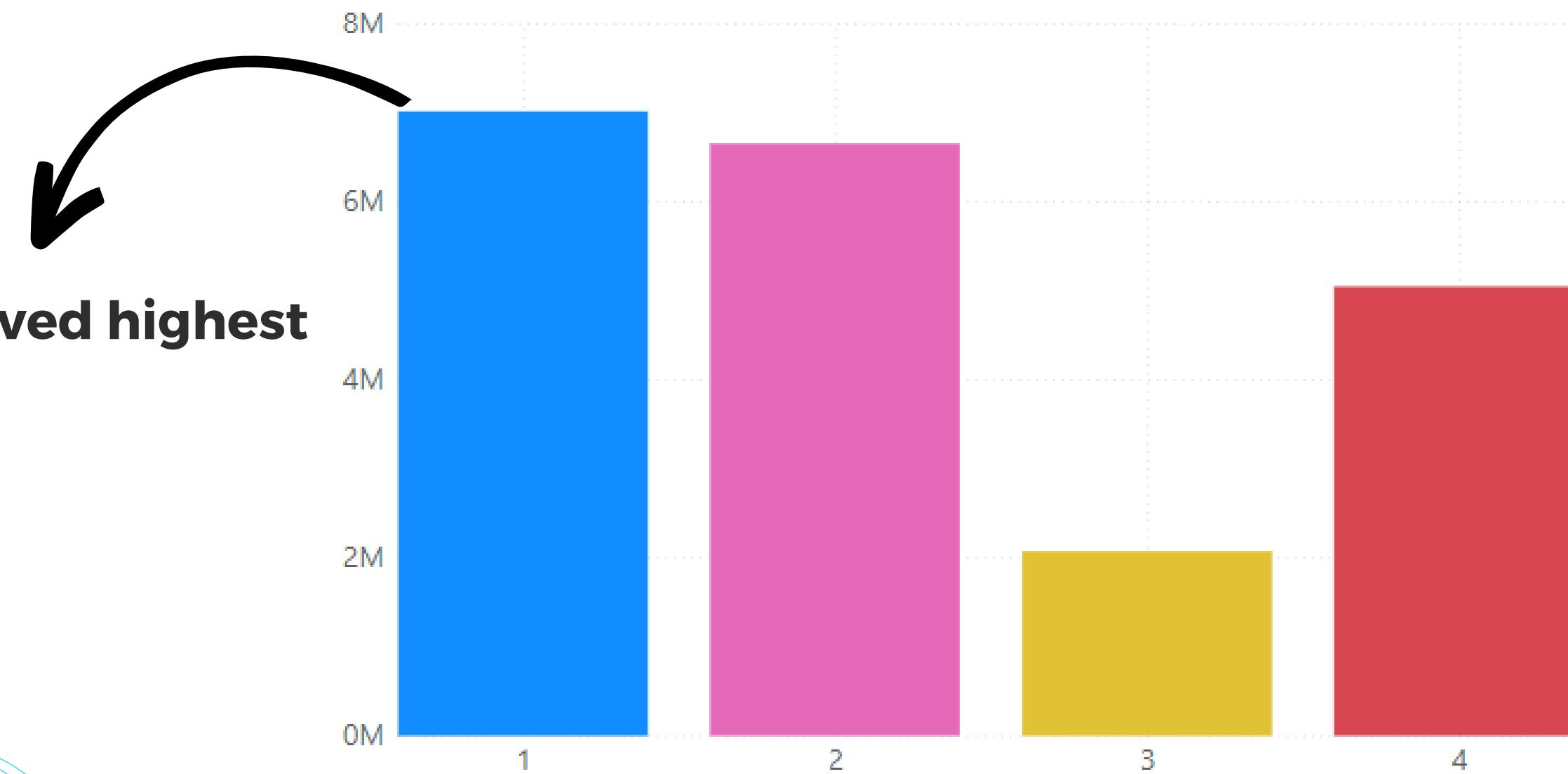




# REQUEST 8

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

**Quater 1 observed highest sales**





# 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

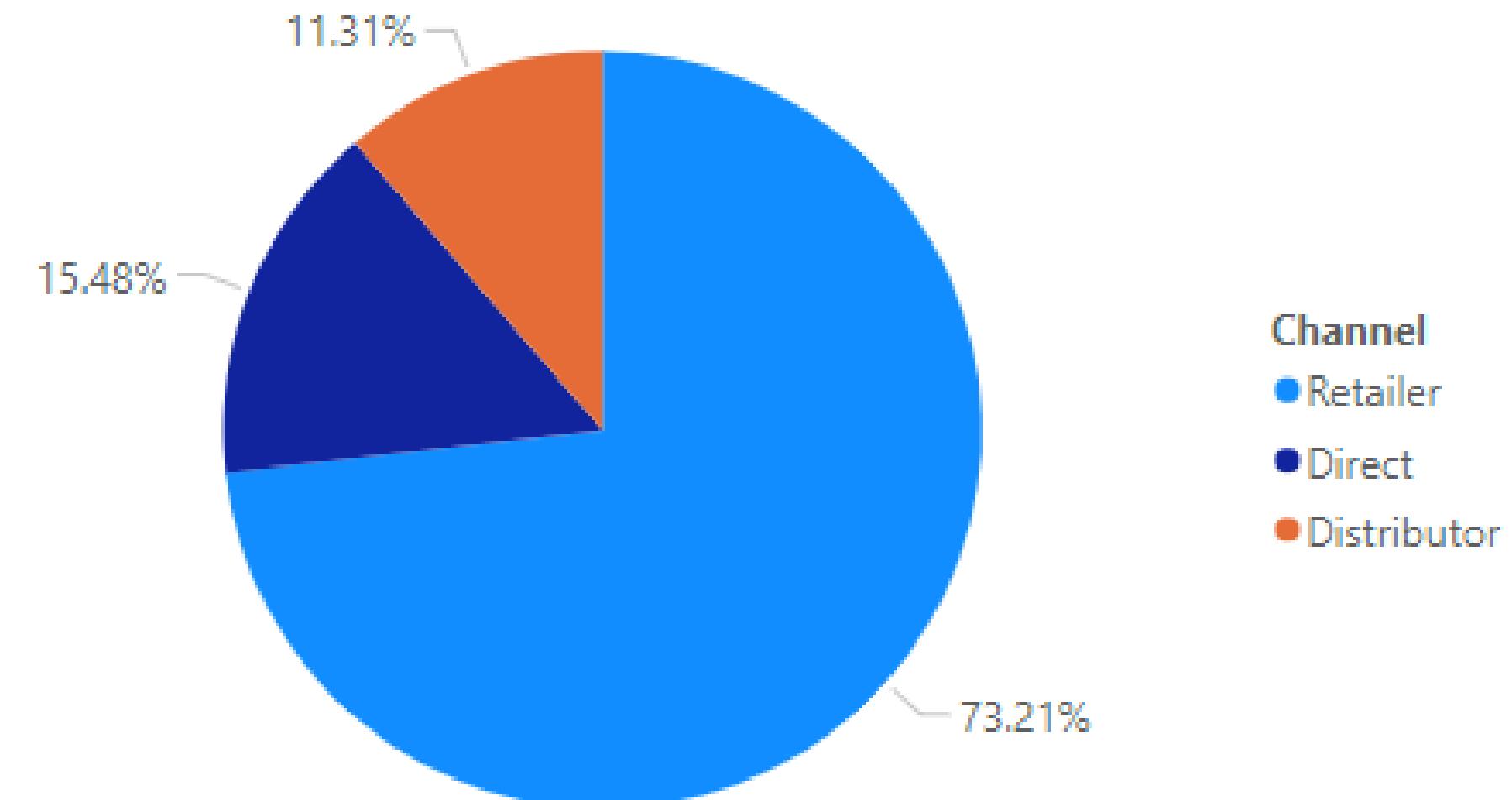
## OUTPUT

Result Grid | Filter Rows:  Export: Wrap Cell Content:

Channel	gross_sales_mln	Percent
Direct	406686873.9033	0.15474952
Distributor	297175879.7188	0.11307920
Retailer	1924170397.9096	0.73217128



**The majority of our sales** took place **via retailers**, which is **73.2%** of the total sales. Only a small percentage of our sales happened through direct and distributor channels.





# REQUEST 10

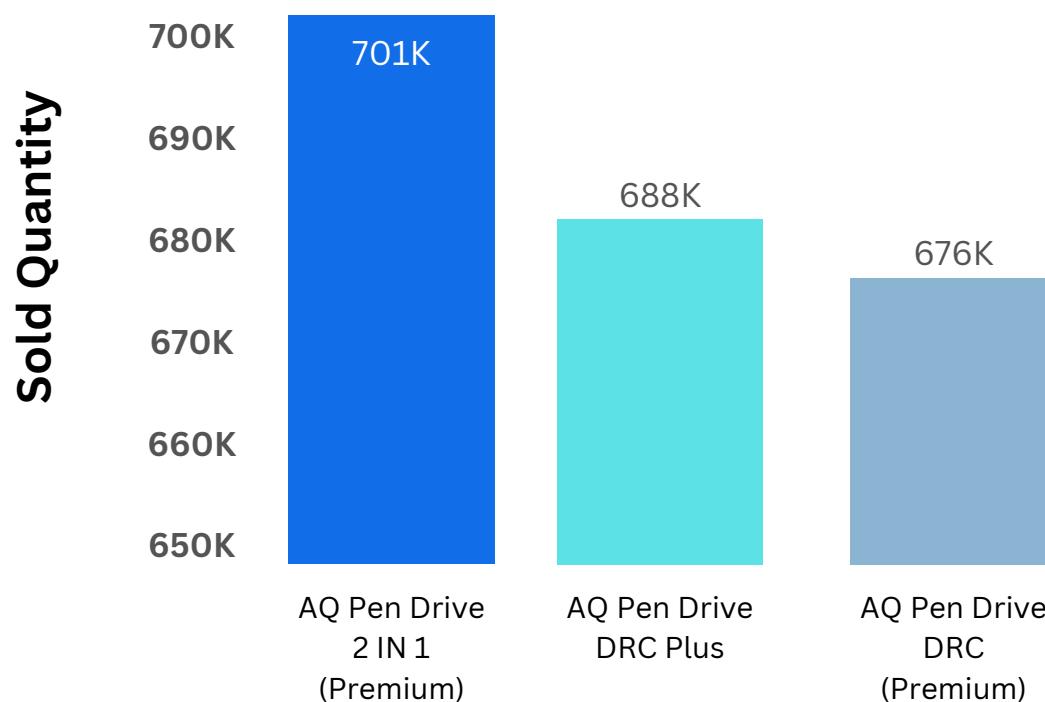
Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields: division, product\_code, product, total\_sold\_quantity and rank\_order

## OUTPUT

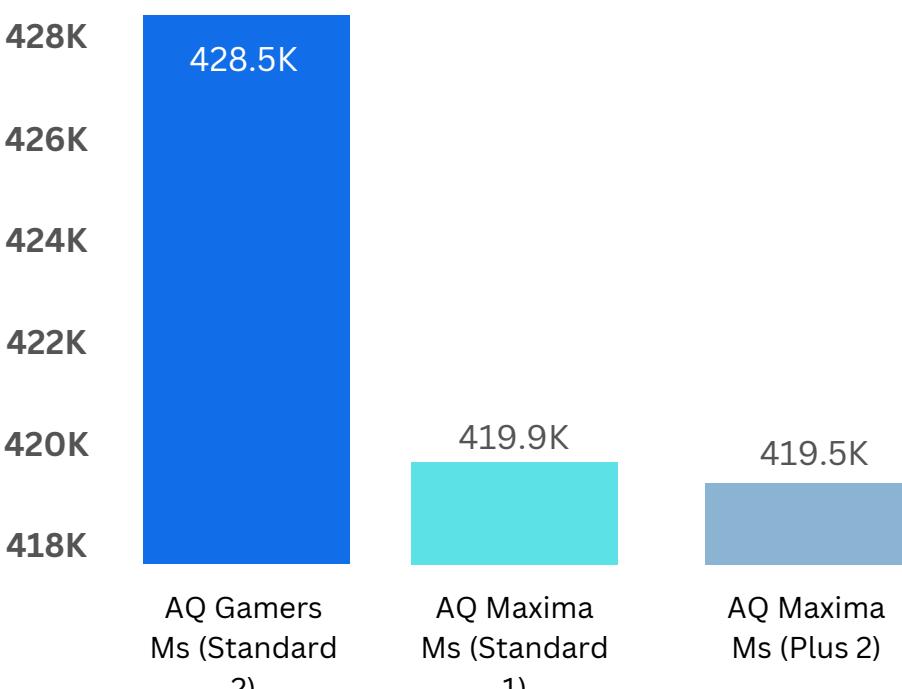
	division	product_code	product	total_sold_quantity	rk
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1	
	A6818160202	AQ Pen Drive DRC	688003	2	
	A6819160203	AQ Pen Drive DRC	676245	3	
P & A	A2319150302	AQ Gamers Ms	428498	1	
P & A	A2520150501	AQ Maxima Ms	419865	2	
P & A	A2520150504	AQ Maxima Ms	419471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



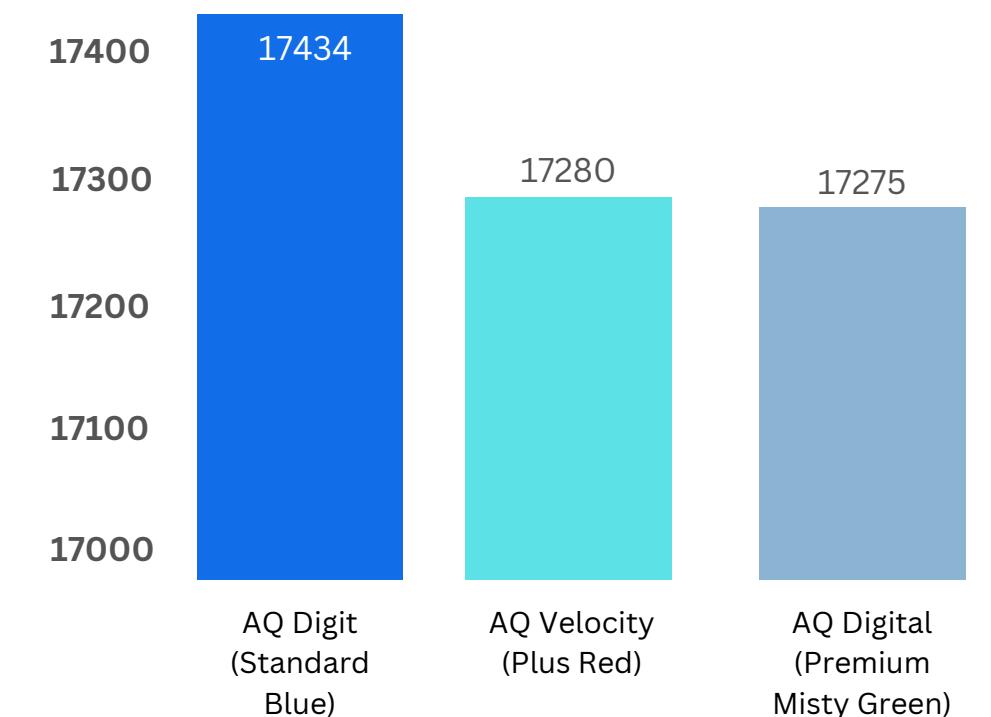
The top 3 selling products in N&S were **pen drives**, which were around **7 lakh** in quantity



The top 3 selling products in P&A were **mouse**, which were around **4 lakh** in quantity.



The top 3 selling products in PC were **personal laptops**, which were around **17000** in quantity.



**N&S**

**P&A**

**PC**



# BUSINESS INSIGHTS

- **Number of products** increased from year **2020 to 2021** by **36%** which is a good sign.
- In **2021** we mostly focused on diversifying **accessories segment** significantly as compared to other products.
- We gave almost equal average discounts to our customers with **Flipkart** with the most discounted (**29.54%**)
- November 2020 we observed **Highest sales** and in March 2020 the **Lowest sales** in this given time frame, this can be due to COVID but the positive point here is they have recovered immediately after the removal of lockdown.
- **Majority of our sales** was by the **retailers** which is around **73%** of the total sales.

# THANK YOU

