



Atliq Hardware

CONSUMER
GOODS:PROVIDE
INSIGHTS-ADHOC
REQUESTANALYZE



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AGENDA

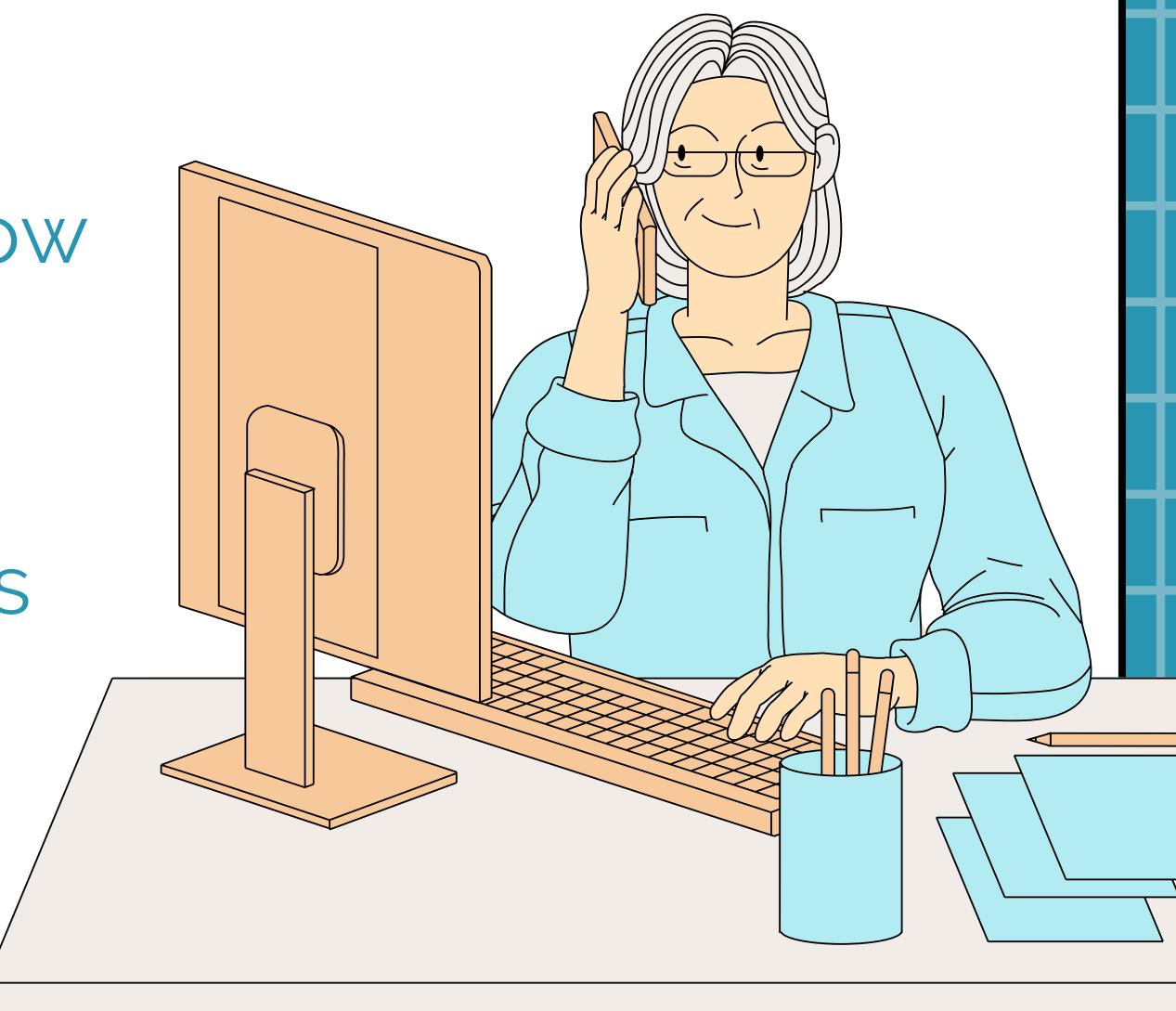
Project Overview:--Explain company overview, Business Model & Problem Statement.

Purpose & Responsibility:--Discuss the goal of this project, what is the Role & Tasks are given.

Data Processing:--Describe the Data Overview and show Data Model, implemented for this project.

Result & Insights:--Present the Query output as Results and highlight the Insights for decision-making.

Recommendations:--Analyze data trends to provide actionable and data-driven recommendations.



ABOUT ATLIQ

AtliQ Hardware, a premier computer hardware company in India with a significant presence globally, specializes in a B2B business model offering products like PCs, mice, printers, and keyboards. While maintaining a strong focus on high-quality products, the company is seeking to enhance its data-driven decision-making processes. Additionally, AtliQ operates through distributors in countries with restricted trade, such as Neptune, to expand its market reach.



PURPOSE & RESPONSIBILITY

The primary objective of this project is to **deliver actionable insights for 10 specific business questions** to enhance **executive decision-making** at Atliq Hardwares.

As a **Junior Data Analyst**, my role involves analyzing business data using **SQL** and presenting insights in a way that top-level management can easily understand and utilize.

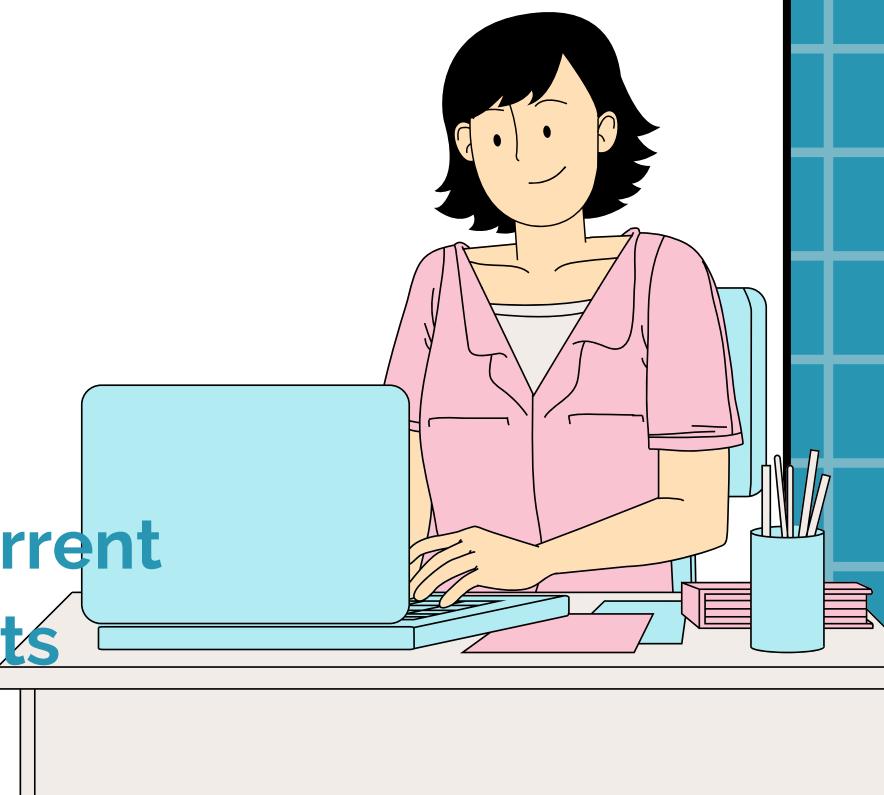
The core tasks include:

- Running **SQL queries** to address the 10 ad hoc business requests.
- Analyzing the data to extract **key insights**.
- Creating a clear, **executive-friendly presentation**.

Key Deliverables for this project are:

- Accurate **SQL query outputs**.
- A comprehensive **data insights report**.
- A polished **presentation** tailored for senior executives.

This project is strategically important for Atliq Hardwares, as it aims to **address the current gap in data-driven decision-making** and support the company's initiative to **expand its analytics team**.



DATA PROCESSING

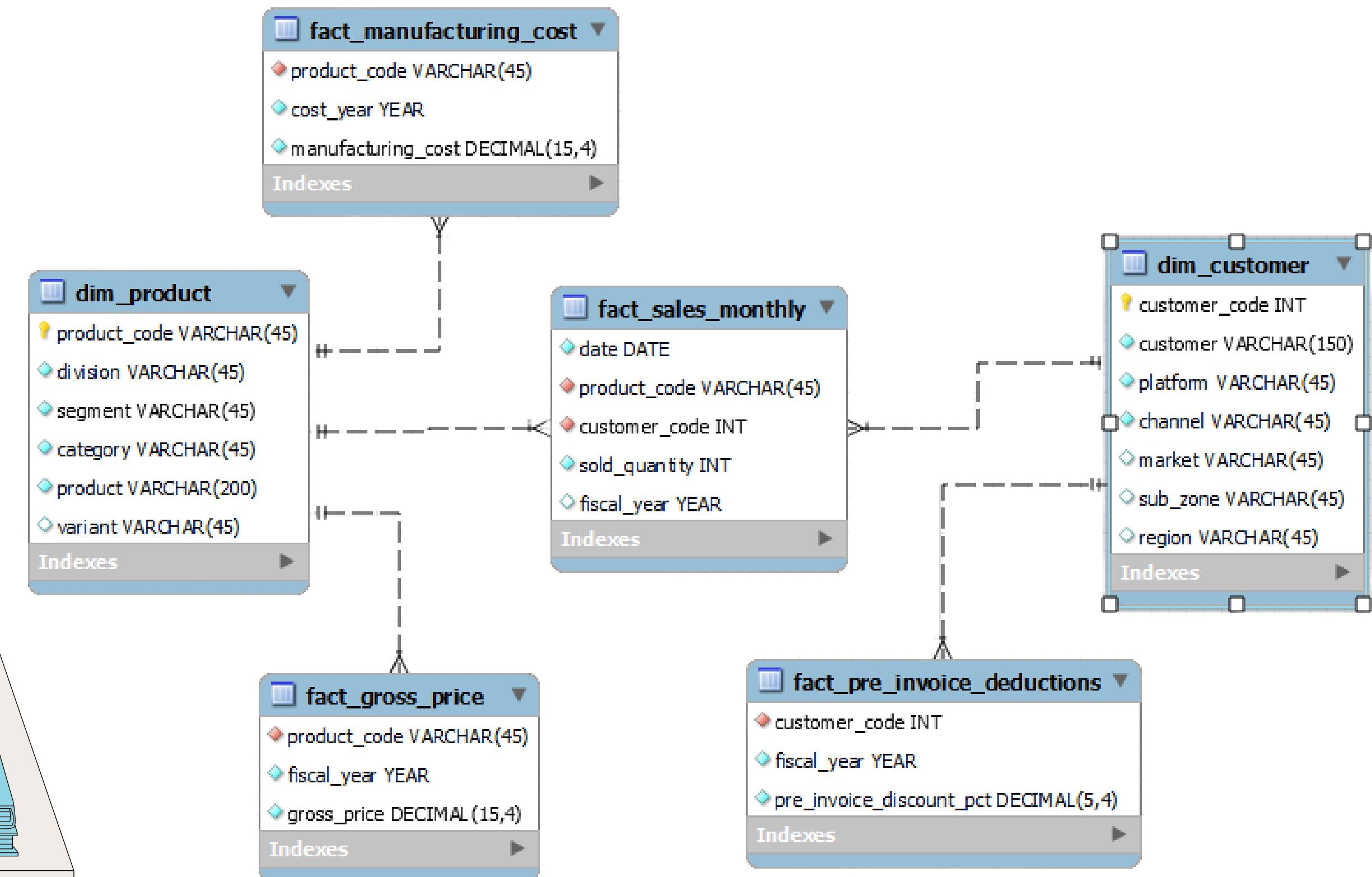
Dataset Overview

dim_customer	contains customer-related data
dim_product	contains product-related data
fact_gross_price	contains gross price information for each product
fact_manufacturing_cost	contains the cost incurred in the production of each product
fact_pre_invoice_deductions	contains pre-invoice deductions information for each product
fact_sales_monthly	contains monthly sales data for each product.

Data are available for Fiscal Year 2023 and 2024. At Atliq Hardware fiscal year starts from September month of calendar year.

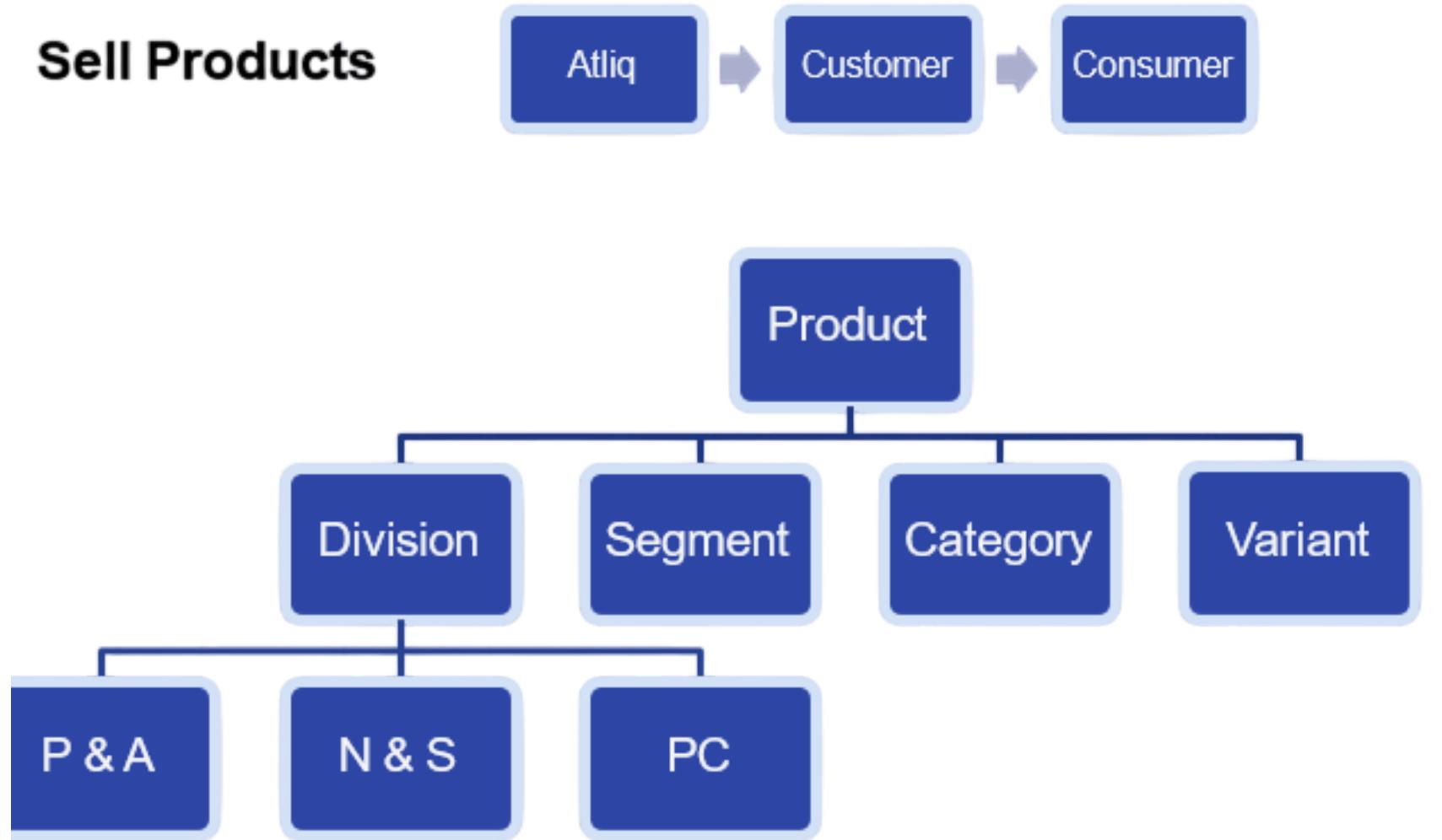


DATA MODEL

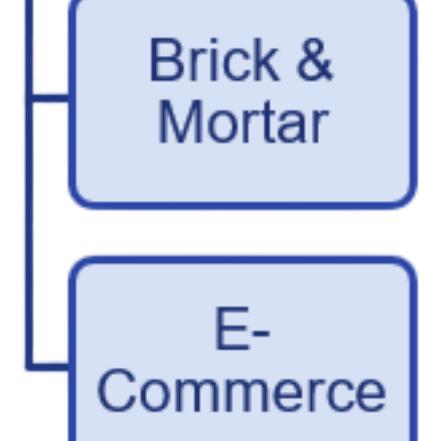


BUSINESS MODEL

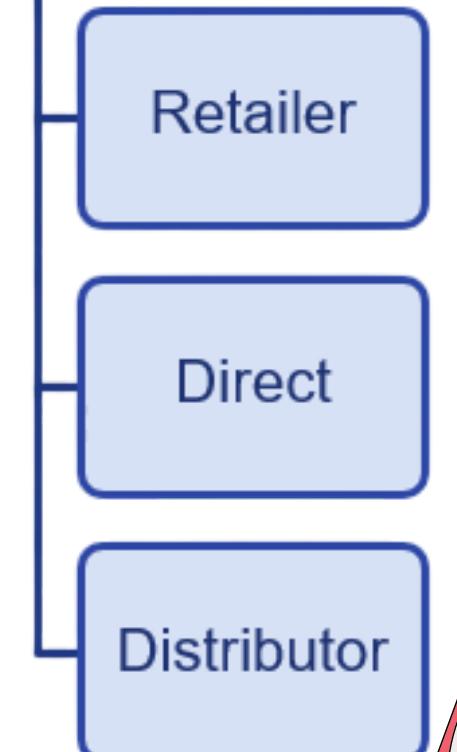
Sell Products



Platform



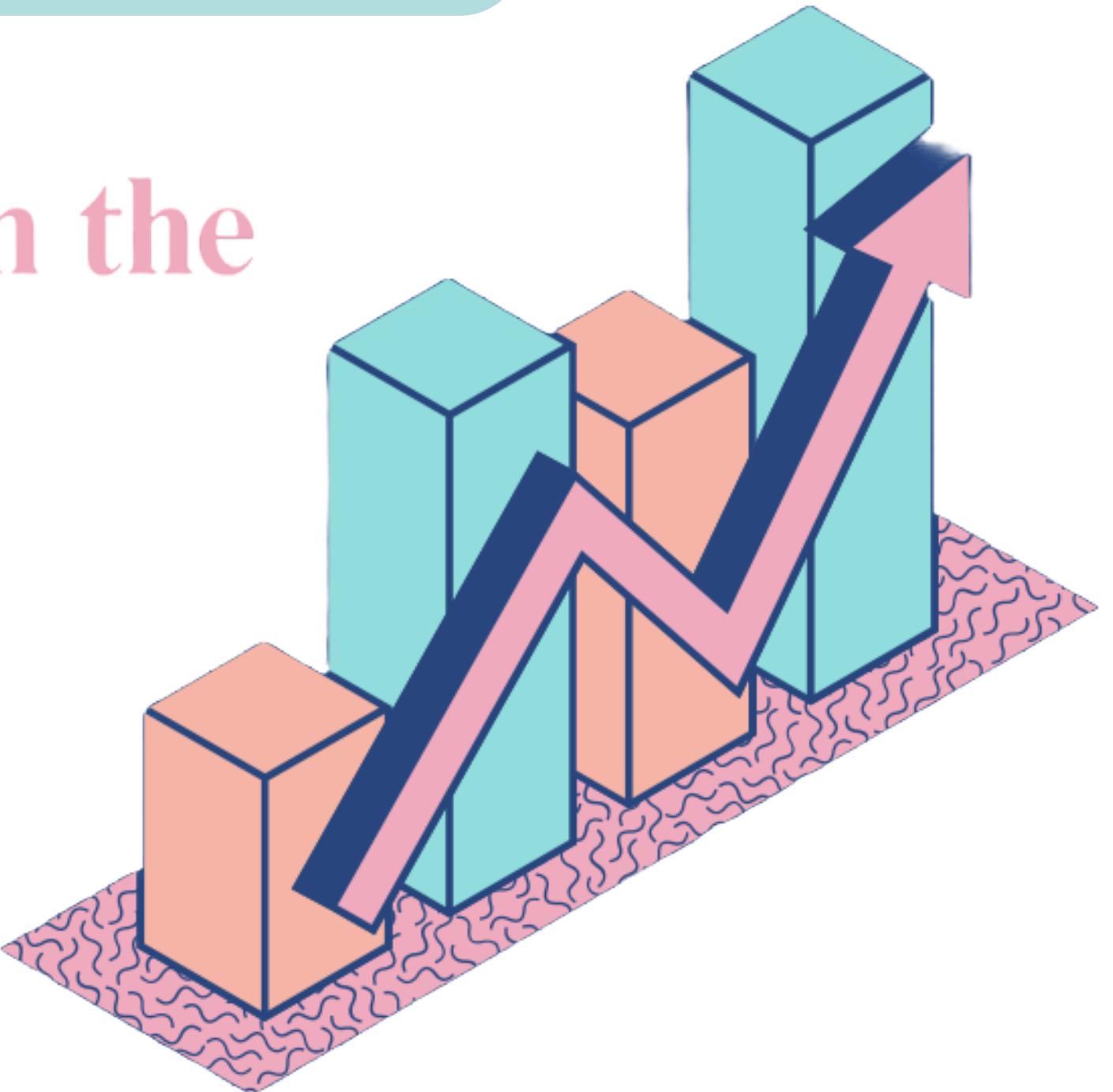
Channel



RESULT & INSIGHTS

Ad-hoc requests along with the

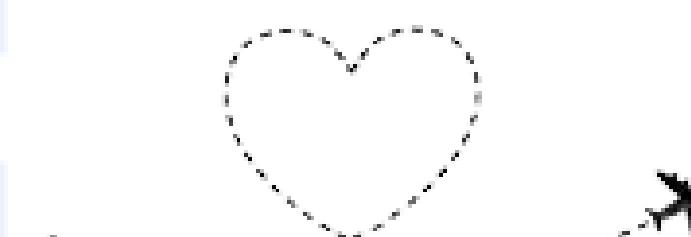
- Queried results
- visualizations
- Insights



REQUEST 1

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

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



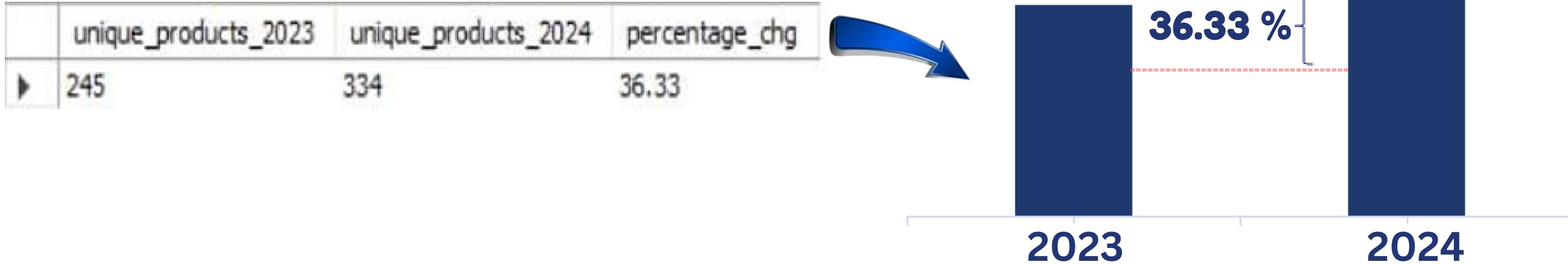
Insight

- Atliq Exclusive has built a foot hold in 8 significant markets in the APAC region.
- Broad Market Presence in APAC
- Opportunities in Emerging Markets
- Potential for Market-Specific Strategies.



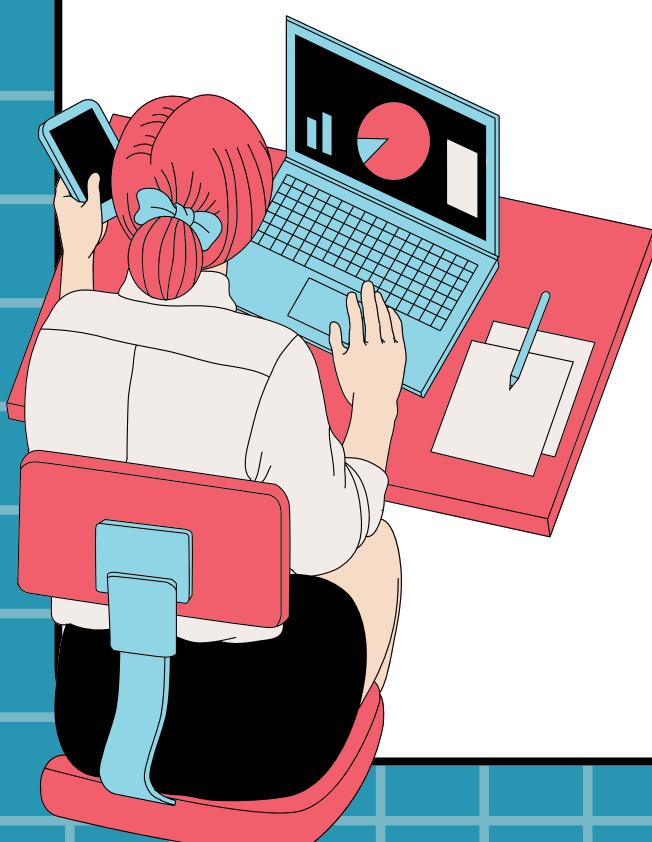
REQUEST 2

What is the percentage of unique product increase in 2024 vs. 2023?



Insight

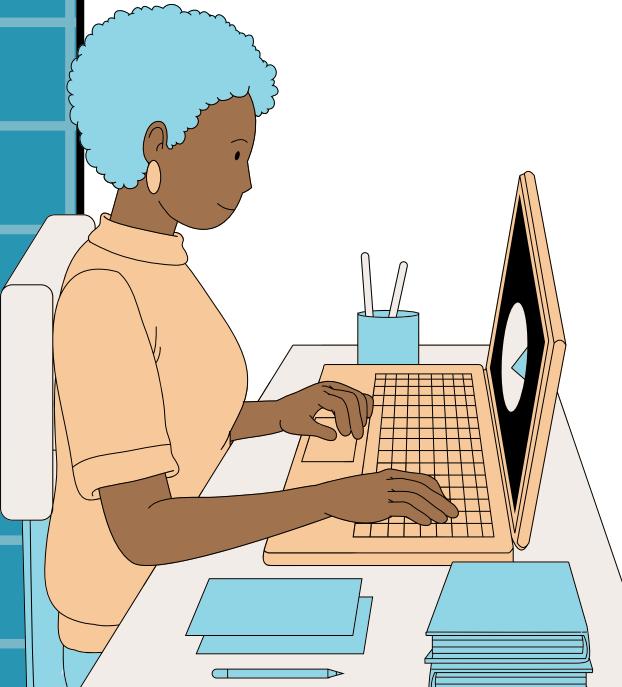
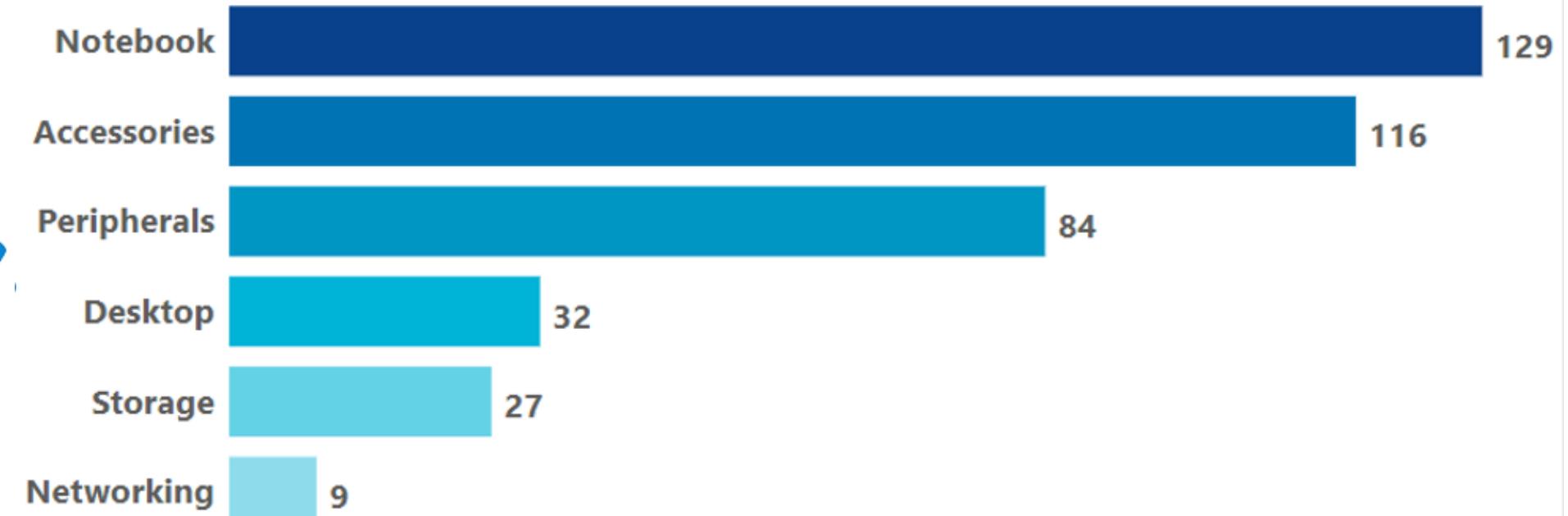
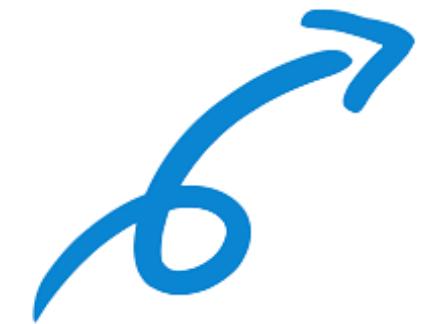
- Atliq's product portfolio grew significantly, with a 36.33% increase from 245 products in FY 2023 to 334 products in FY 2024.
- This highlights the company's focus on product expansion and its potential for market growth



REQUEST 3

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

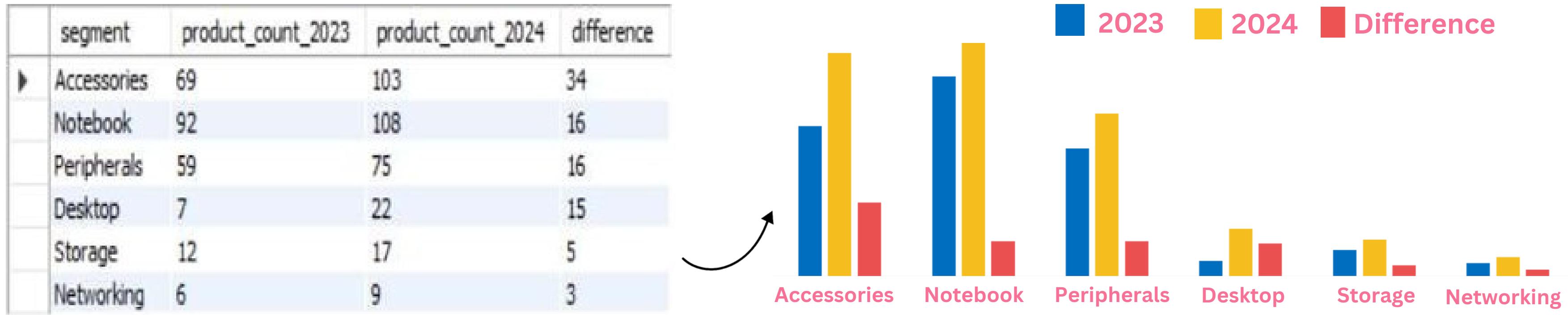
	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



Atliq Hardware excels in **Notebooks, Peripherals, and Accessories** but should **expand into Desktop, Networking, and Storage markets** to capture more market share.
Recommendation: Focus on **Notebooks and Accessories** for high demand while adding **Storage and Networking products** to meet untapped opportunities.

REQUEST 4

Which segment had the most increase in unique products in 2024 vs 2023?



Insights

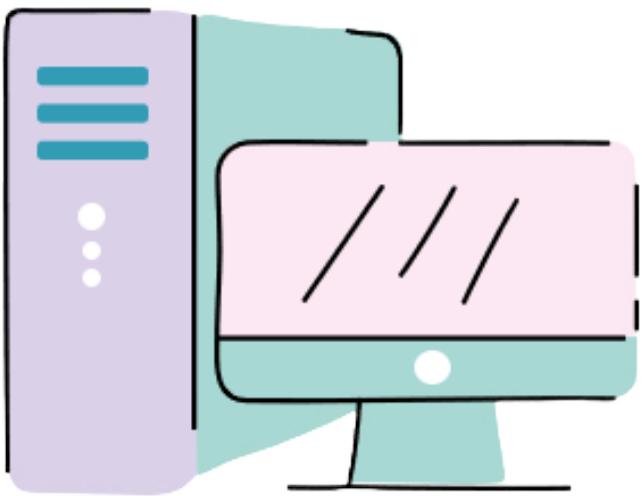
- Atliq Hardware saw strong growth in **Accessories (+34)** and steady demand in **Notebooks and Peripherals (+16 each)**, marking these as high-potential segments for further investment. **Desktop growth (+15)** indicates rising interest, while **Storage and Networking** may require reassessment for optimization.
- In 2024, Atliq Hardware focused on expanding the Accessories market, launching 34 new products in this segment.



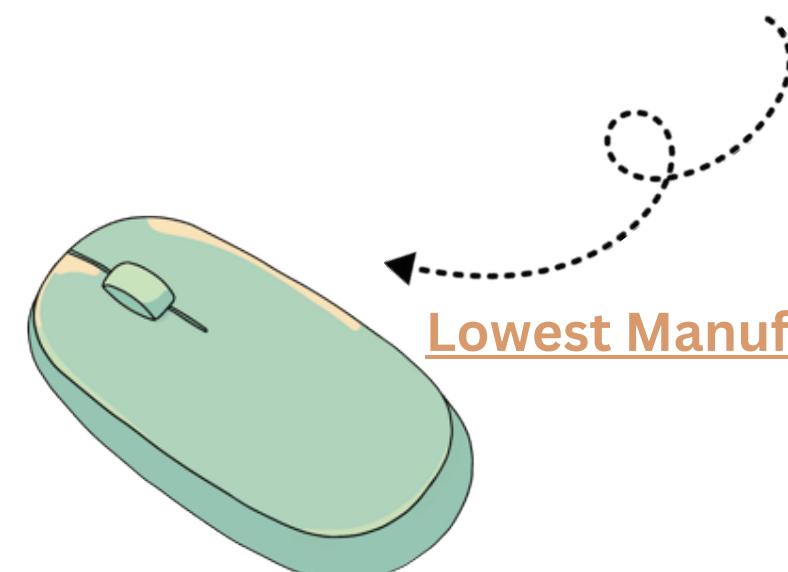
REQUEST 5

Get the products that have the highest and lowest manufacturing costs

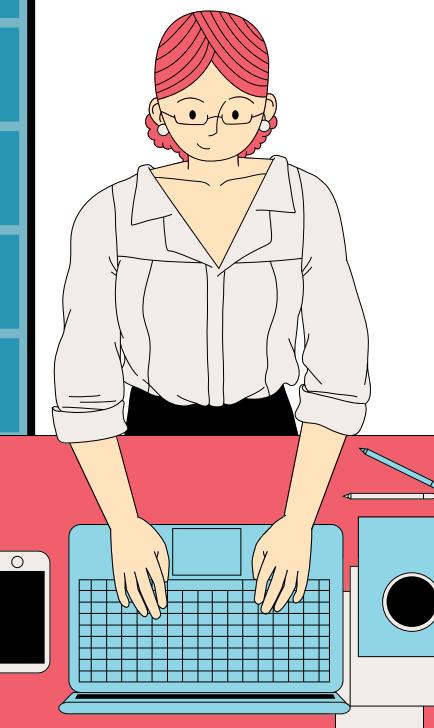
	product_code	product	manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	240.5364
	A2118150101	AQ Master wired x1 Ms	0.8920



Highest Manufacturing cost -Personal Desktop(204\$)



Lowest Manufacturing cost -AQ Master wired x1 Mouse(0.8\$)



Insight:-

Evaluate high-cost products like the **AQ HOME All-in-1 Gen 2** for potential **cost-saving measures in manufacturing**. Additionally, review **pricing strategies** to ensure profitability across the product lineup.

REQUEST 6

GENERATE A REPORT WHICH CONTAINS THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE INVOICE DISCOUNT % FOR THE FISCAL YEAR 2024 AND IN THE INDIAN MARKET

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

Croma	90002002	30.25%
Ezone	90002003	30.28%
Flipkart	90002009	30.83%
Vijay Sales	90002004	27.53%

Insight:-

Major customers, including Flipkart (highest discount at **30.83%**), Viveks, and Ezone, receive over **30% discounts**, boosting sales volume but potentially impacting profit margins.

Recommendation:-

Link discounts to **sales performance** or **long-term contracts** to optimize revenue. Focus on balancing profitability while maintaining competitive pricing, particularly for key clients like Amazon and Croma.

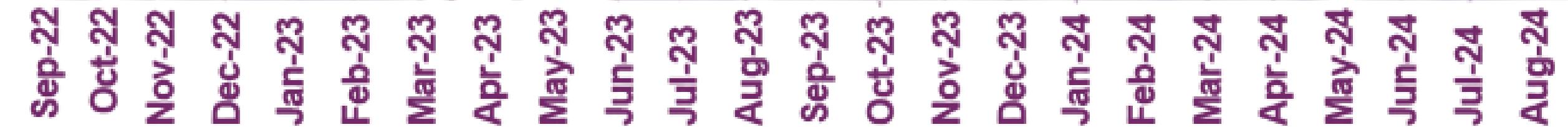


REQUEST 7



Get the complete report of the Gross sales amount for the customer Atliq Exclusive for each month.

	month	year	gross_sales_amount
▶	September	2022	4.50M
	October	2022	5.14M
	November	2022	7.52M
	December	2022	4.83M
	January	2023	4.74M
	February	2023	4.00M
	March	2023	0.38M
	April	2023	0.40M
	May	2023	0.78M
	June	2023	1.70M
	July	2023	2.55M
	August	2023	2.79M
	September	2023	12.35M
	October	2023	13.22M
	November	2023	20.46M
	December	2023	12.94M
	January	2024	12.40M
	February	2024	10.13M
	March	2024	12.14M
	April	2024	7.31M
	May	2024	12.15M
	June	2024	9.82M
	July	2024	12.09M
	August	2024	7.18M



Insight:-

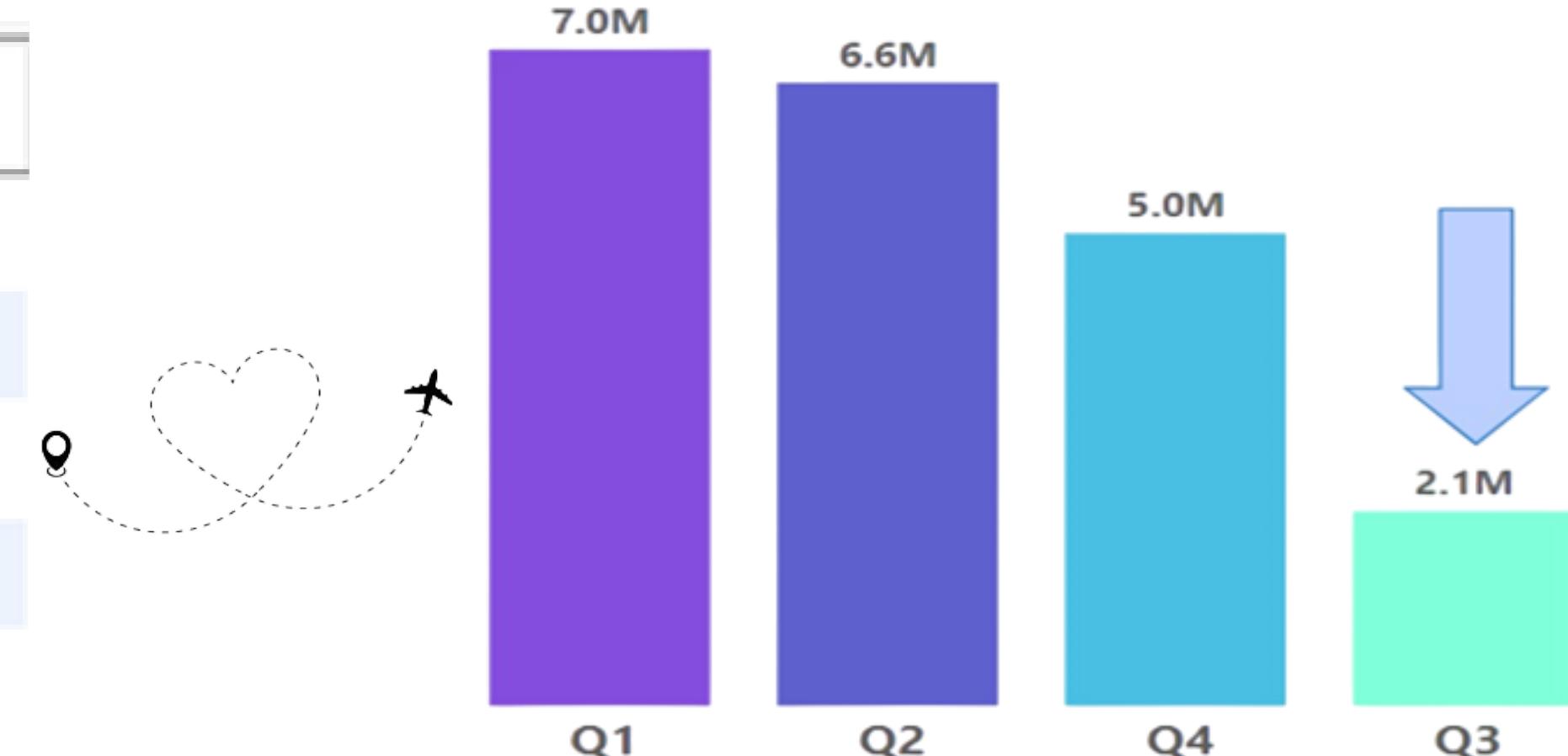
- Atliq Exclusive achieved its highest sales in **November 2023**, with the lowest in **March 2023**.
- Fluctuations in sales during early 2023 can be attributed to **market seasonality** and **consumer spending trends**.
- However, sales have shown **steady growth through 2024**, indicating **strong market demand** and **effective business strategies**.



REQUEST 8

In which quarter of 2023, got the maximum total sold quantity?

	Quarter	Total_sold_quantity
▶	Q1	7.01
	Q2	6.65
	Q4	5.04
	Q3	2.08



Insight:-

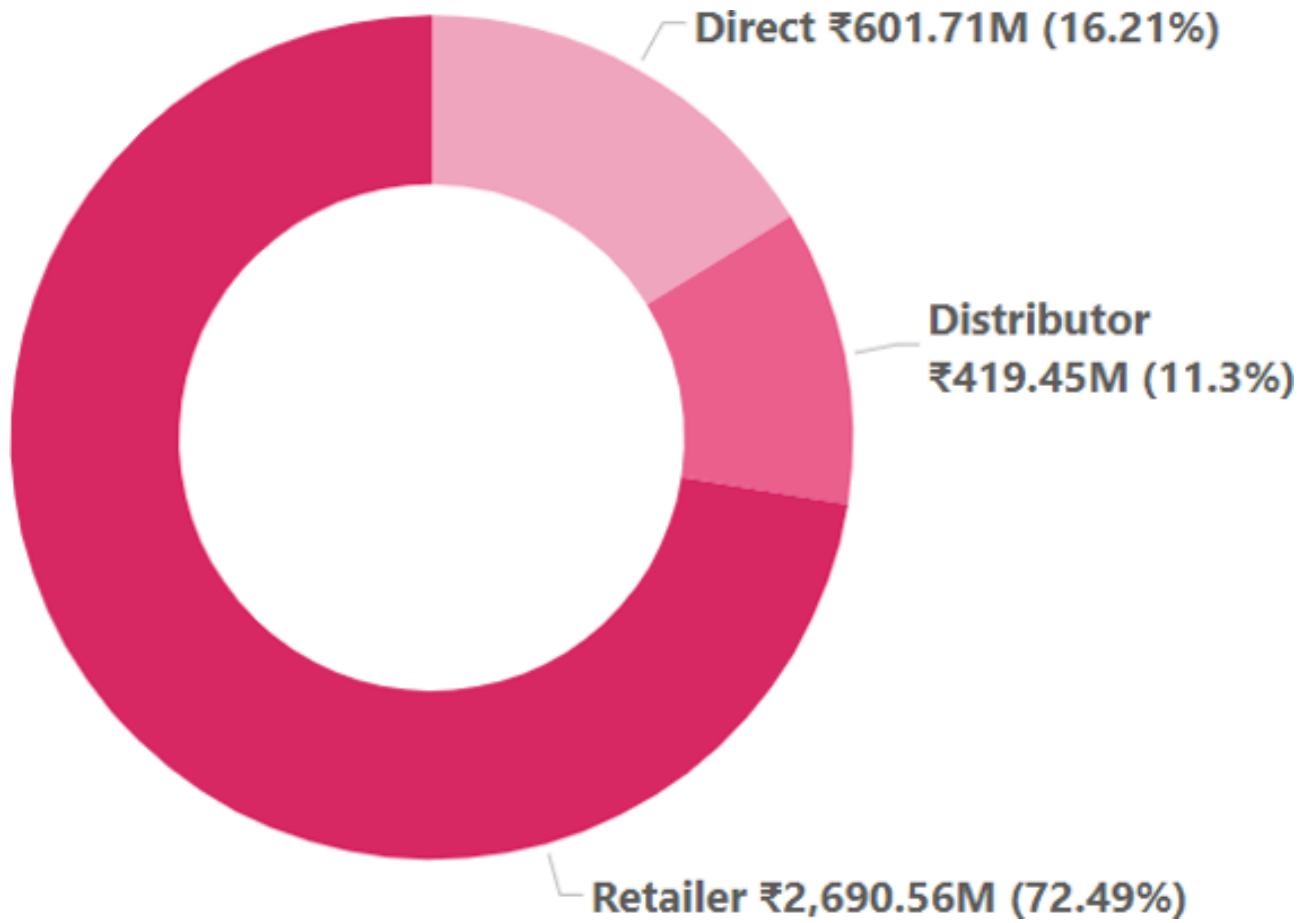
- **Q1 achieved the highest total sold quantity at 7.01 million units**, showcasing strong sales performance at the start of the year.
- Sales **declined in Q2, Q4, and dropped significantly in Q3**, potentially due to factors like **economic uncertainty, market saturation, and retail/distribution challenges**.
- This trend highlights the need for **better inventory and marketing strategies** to align with seasonal demand.
- During Q3, sales fell to **2.1 million units**, suggesting specific challenges during this period. However, the demand for **computer accessories** surged later, driven by remote learning, contributing to a **rebound in Q4**.



REQUEST 9

Which channel helped to bring more gross sales in the fiscal year 2024 and the percentage of contribution?

channel	gross_sales_mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30



Insights:-

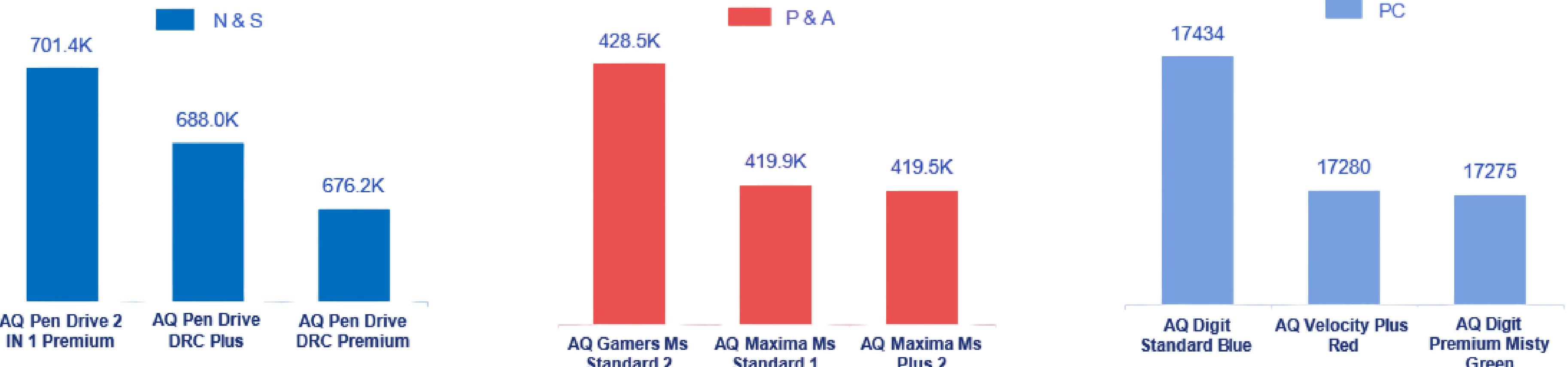
- 73% of Atliq's total sales were made through retailers, making it the dominant sales channel.
- The retailer channel generated \$1,219.08 million, contributing 73.23% of total gross sales, underscoring its crucial role in revenue generation.
- To optimize performance, strengthen relationships with retailers for better promotions and explore strategies to boost sales through direct and distributor channels to diversify revenue streams.

REQUEST 10

Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2024?

	division	product_code	product_name	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1 Premium	701373	1
	N & S	A6818160202	AQ Pen Drive DRC Plus	688003	2
	N & S	A6819160203	AQ Pen Drive DRC Premium	676245	3
	P & A	A2319150302	AQ Gamers Ms Standard 2	428498	1
	P & A	A2520150501	AQ Maxima Ms Standard 1	419865	2
	P & A	A2520150504	AQ Maxima Ms Plus 2	419471	3
	PC	A4218110202	AQ Digit Standard Blue	17434	1
	PC	A4319110306	AQ Velocity Plus Red	17280	2
	PC	A4218110208	AQ Digit Premium Misty Green	17275	3





Insights:-

- The **top-selling products are pen drives and gaming mice**, reflecting **strong consumer preference** in these categories. This highlights opportunities to **expand product offerings** and **intensify marketing efforts** in these areas.
- Low sales in the PC division** suggest the need for **more variety and targeted marketing** to align with consumer demand.
- Top 3 selling products by category:**
 1. **PC:** Personal laptops
 2. **P&A:** Mouse
 3. **N&S:** Pen drives



RECOMMENDATIONS FOR ENHANCING ATLIQ'S SALES PERFORMANCE

Enhance product offerings to meet market demands.

Develop a strong brand identity and communicate your value.

Provide excellent customer service to build lasting relationships.

Implement a robust marketing strategy across various channels.

Offer competitive pricing and attractive promotions.

Invest in sales team training for improved performance.

Gather customer feedback for continuous improvement.





THANK YOU!

Feel free to share your feedback in the comment section

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DATA ANALYSIS - SQL PROJECT

