

# Consumer Goods: Provide Insights—Adhoc Request Analyze

Created & Presented by Dipankar Raman



RPC#4





# Agenda

## 01 Project Overview

Explain company overview, Business Model & Problem Statement

## 03 Data Processing

Describe the Data Overview and show Data Model, implemented for this project

## 02 Purpose & Responsibility

Discuss the goal of this project, what is the Role & Tasks are given

## 04 Result & Insights

Present the Query output as Results and highlight the Insights for decision-making



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# 01 Project Overview



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# About Company

Atliq Hardware is a leading computer hardware company in India with operations in other countries. They focus on making high-quality products but want to improve their use of data to make faster, smarter decisions.

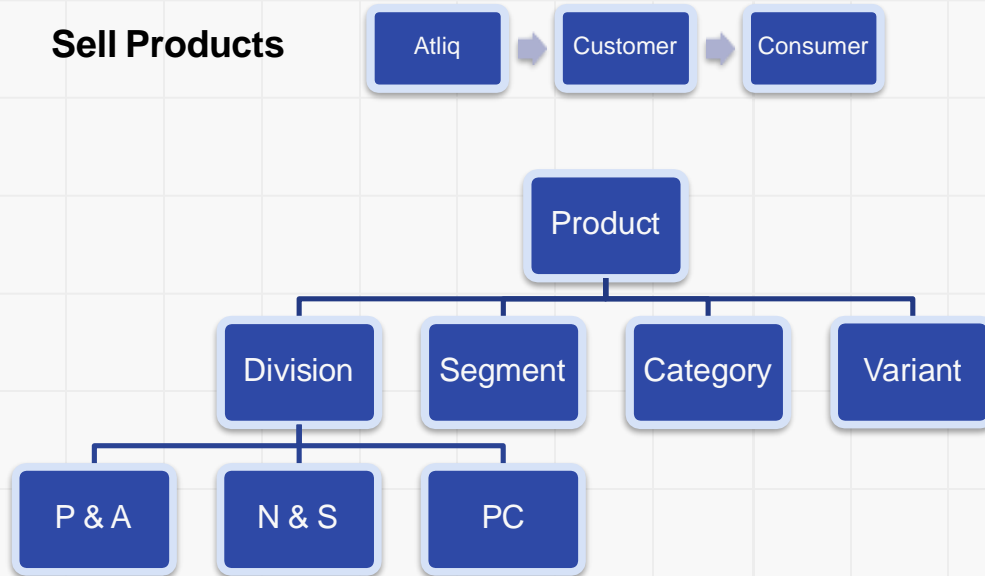


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# Business Model

## Sell Products



## Platform

Brick & Mortar

E-Commerce

## Channel

Retailer

Direct

Distributor



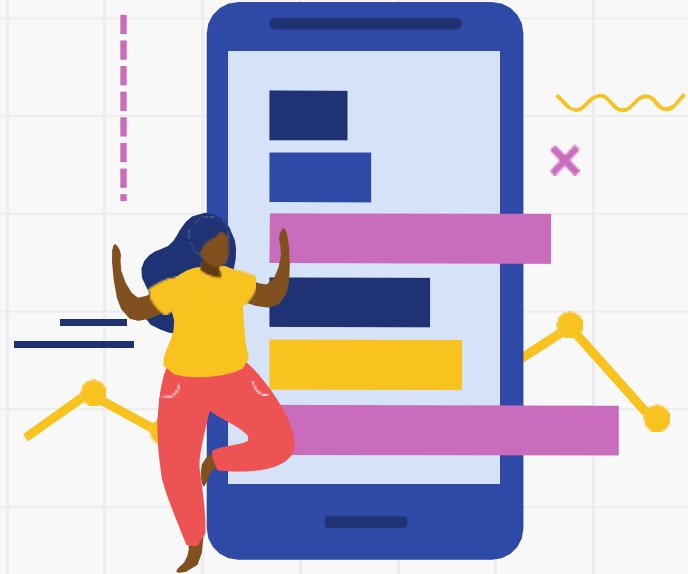
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# Problem Statement

Atliq's management noticed they lack the insights needed for quick decision-making. To fix this, they plan to hire junior data analysts who are skilled in both technology and communication.

Tony Sharma, the Data Analytics Director, has set up a SQL challenge to find the right candidates.



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02

# Purpose & Responsibility



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## Goal

The goal of this project is to provide clear and accurate insights for **10** specific business questions from the **ad hoc** requests. These insights will be used by **Executive** as top management to improve decision-making.

## Role

My role is to act as a **Junior Data Analyst** who is responsible for analyzing business data using SQL and presenting actionable insights to help top-level management make informed decisions.

## Task

- ✓ Run **SQL** queries to answer the **10 ad hoc business requests**.
- ✓ Analyze the data and identify key insights that respond to the needs of the business.
- ✓ Create a presentation that clearly shows these insights in a way that top-level management can easily understand and use for decision-making.







# 03 Data Processing



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# Dataset Overview

A comprehensive overview of the tables found in the **Atliq Hardware** database.

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

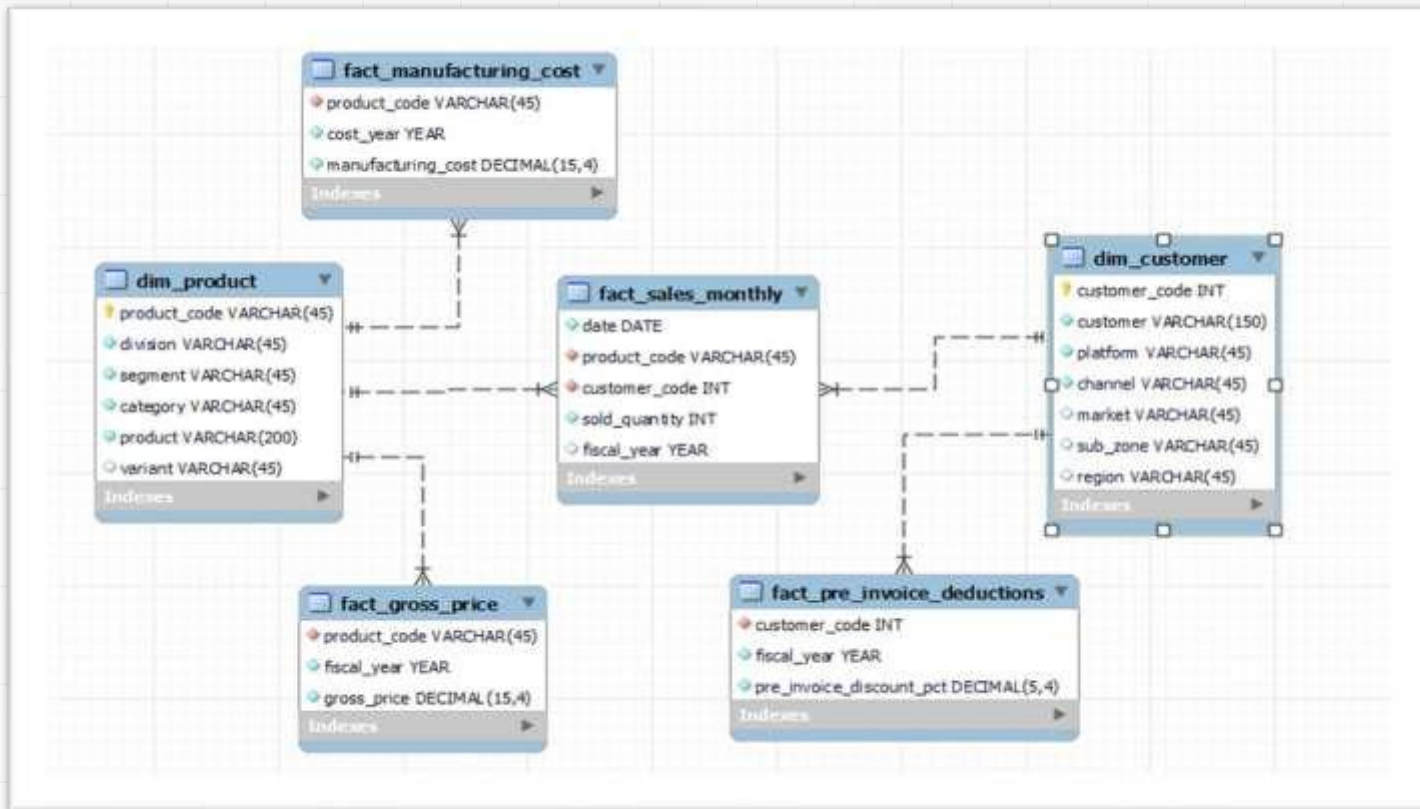
Data are available for **Fiscal Year 2023** and **2024**. At **Atliq Hardware** fiscal year starts from **September** month of calendar year.

You can check detailed info:  
[Github Project Documenttion](#)



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# Data Model



04

# Result & Insights



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# 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

- Broad Market Presence in APAC
- Opportunities in Emerging Markets
- Potential for Market-Specific Strategies



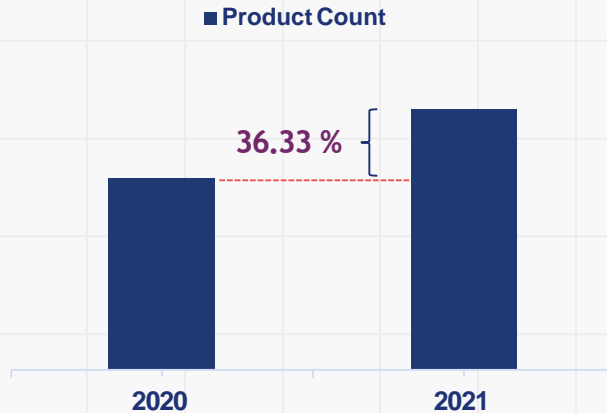
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# Request 2

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

	unique_products_2023	unique_products_2024	percentage_chg
▶	245	334	36.33



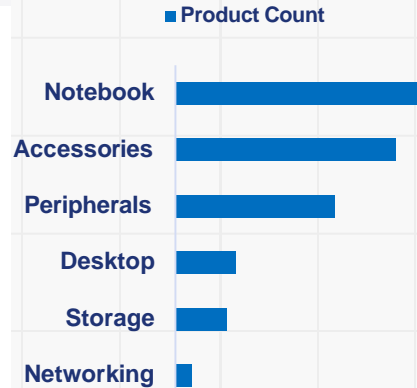
## Insight

- Atliq's product count grew by 36.33% from 245 in FY 2023 to 334 in FY 2021.
- indicating product expansion and potential market growth.

# Request 3

Provide a report with all the unique product counts for each segment.

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



## Insight

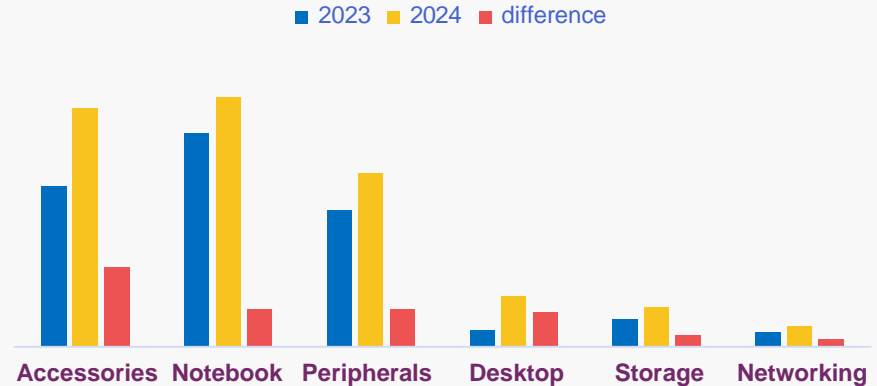
- Prioritize Notebooks and Accessories, as they have the most products and likely the most customer demand.
- Consider adding more products in Storage and Networking to capture more of the market in these areas.



# Request 4

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

	segment	product_count_2023	product_count_2024	difference
▶	Accessories	69	103	34
	Notebook	92	108	16
	Peripherals	59	75	16
	Desktop	7	22	15
	Storage	12	17	5
	Networking	6	9	3



## Insight

- Strong growth in Accessories (+34) and consistent demand in Notebooks and Peripherals (+16 each) highlight these as high-potential segments for further investment and development.
- Desktop's growth (+15) suggests rising interest, worth exploring. Meanwhile, reassess Storage and Networking for possible optimization or cost-saving opportunities.



# 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



## Insight

- Consider evaluating high-cost products like AQ HOME Allin1 Gen 2 for possible cost-saving measures in manufacturing.
- With a significant range in manufacturing costs, assess pricing strategies to ensure profitability across the product lineup.



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# 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



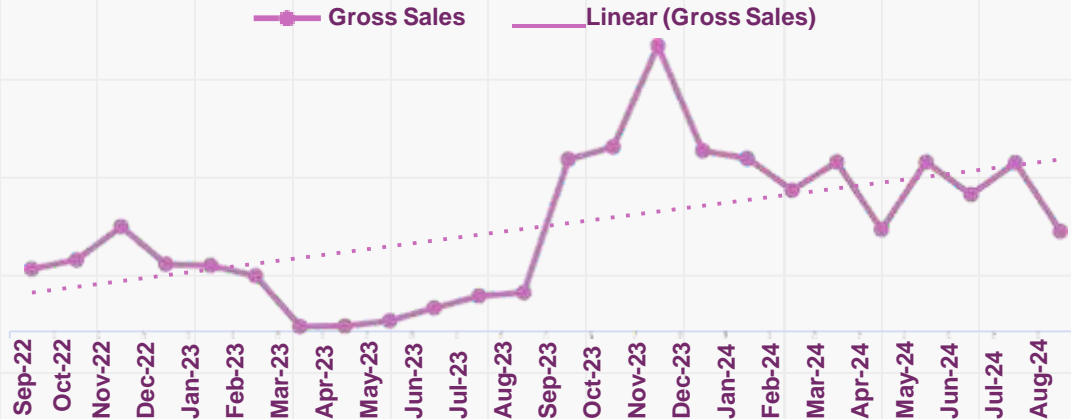
## Insight

- Major customers like Flipkart, Viveks, and Ezone receive discounts over 30%. While this boost sales volume, we need to ensure it doesn't hurt profit margins too much.
- Adjust discounts by linking them to sales performance or long-term contracts with top customers. This approach can help increase revenue while managing discounts better, especially for big clients like Amazon and Croma.



# Request 7

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



## Insight

- Atliq Exclusive achieved its peak sales in November 2023, with March 2023 marking the lowest point in sales.
- Nevertheless, there is a positive outlook as sales have steadily recovered post-pandemic, demonstrating resilience and surpassing the levels observed in 2023.

	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



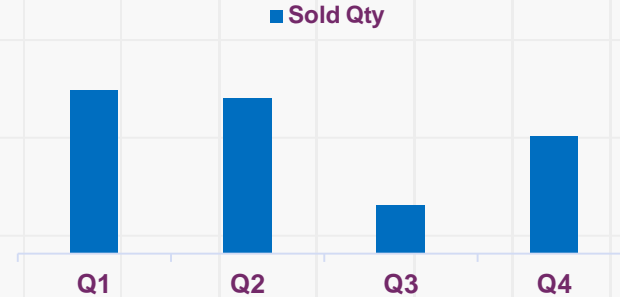
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# Request 8

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

- The Q1 achieved the highest total sold quantity at 7.01 million units, indicating strong sales performance at the beginning of the year.
- Sales decreased in Q2, Q4, and dropped significantly in Q3, suggesting potential challenges like Economic uncertainty, Market Saturation, Retail and Distribution Challenges affecting sales as the year progressed. This information is valuable for planning inventory and marketing strategies to align with seasonal demand.

Month

Q1 Q2 Q3 Q4



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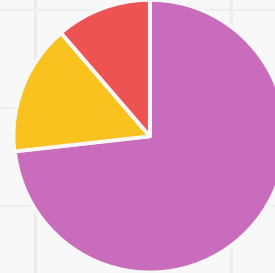


# Request 9

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

■ Retailer ■ Direct ■ Distributor



## Insight

- The retailer channel generated \$1,219.08 million, contributing 73.23% of total gross sales, highlighting its crucial role in revenue generation.
- Strengthen relationships with retailers for better promotions while exploring ways to enhance sales through direct and distributor channels to improve overall contributions.



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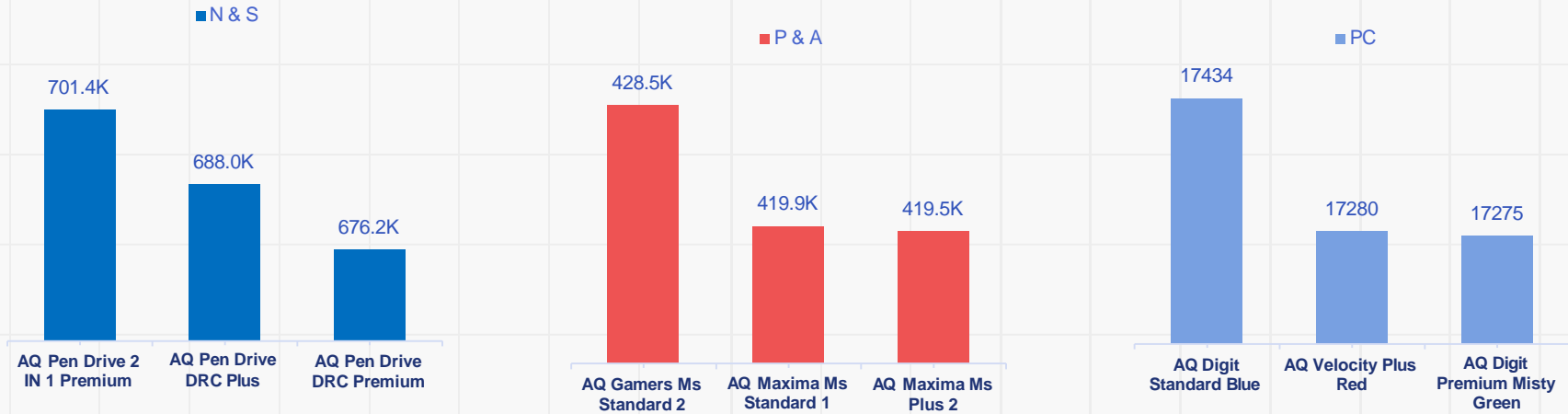
# Request 10

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, indicating a high consumer preference in these categories. This suggests opportunities to expand product offerings and marketing efforts in these areas.
- Low sales in the PC division highlight the need for more variety and targeted marketing to meet consumer demand.



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# RECOMMENDATIONS FOR ENHANCING ATLIQ'S SALES PERFORMANCE

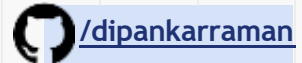
- Ensure top-notch customer service to foster lasting relationships.
- Deploy a robust marketing strategy across diverse channels.
- Cultivate a distinctive brand identity and convey your unique value proposition.
- Allocate resources to train the sales team for enhanced effectiveness.
- Provide competitive pricing and appealing promotional offers.
- Expand and improve product offerings to align with market demands.
- Regularly collect customer feedback for continuous improvement.





# Thank You!

Feel free to share your feedback  
in the comment section



Data Analysis – SQL Project

