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Atliq's Market

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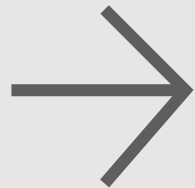
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AtliQ Hardware Ad-hoc Insights

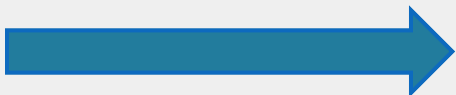
Domain: Consumer Goods





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

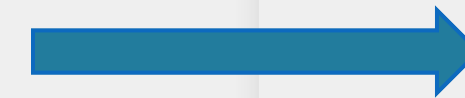
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



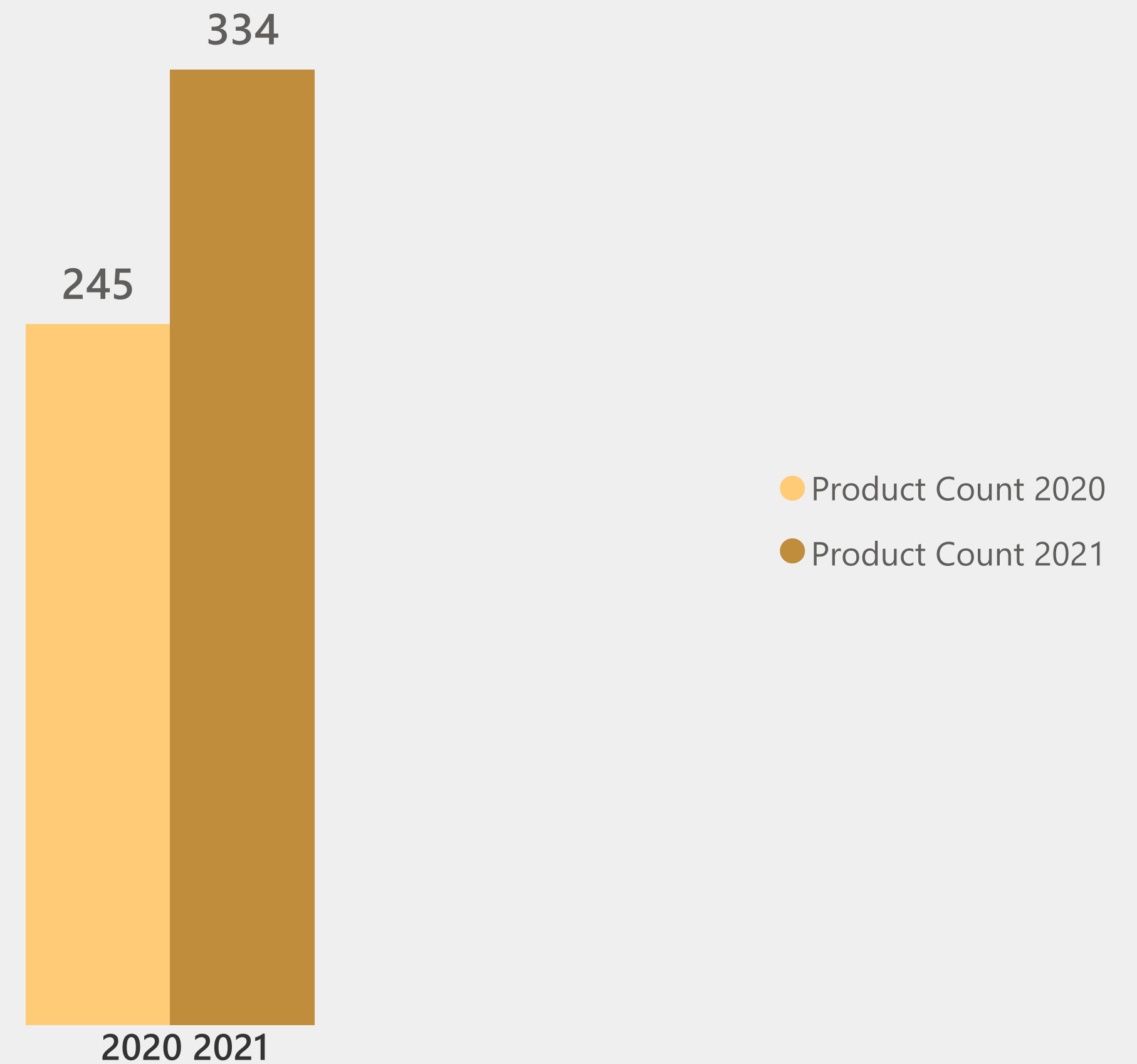


2.What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields: unique_products_2020, unique_products_2021 & percentage_chg

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33



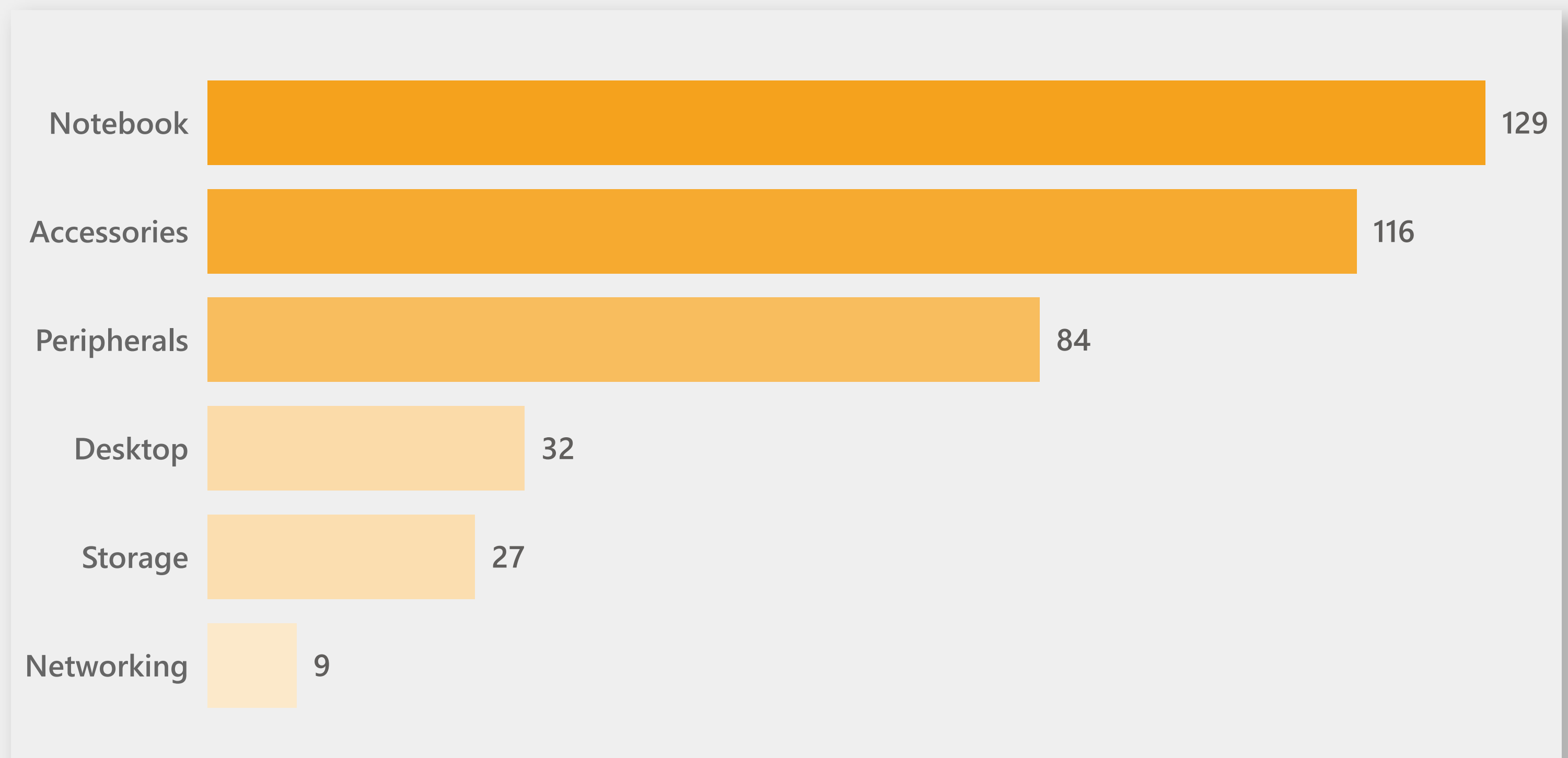
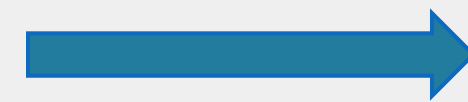
Unique Products 2020 Vs Unique Products 2021





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

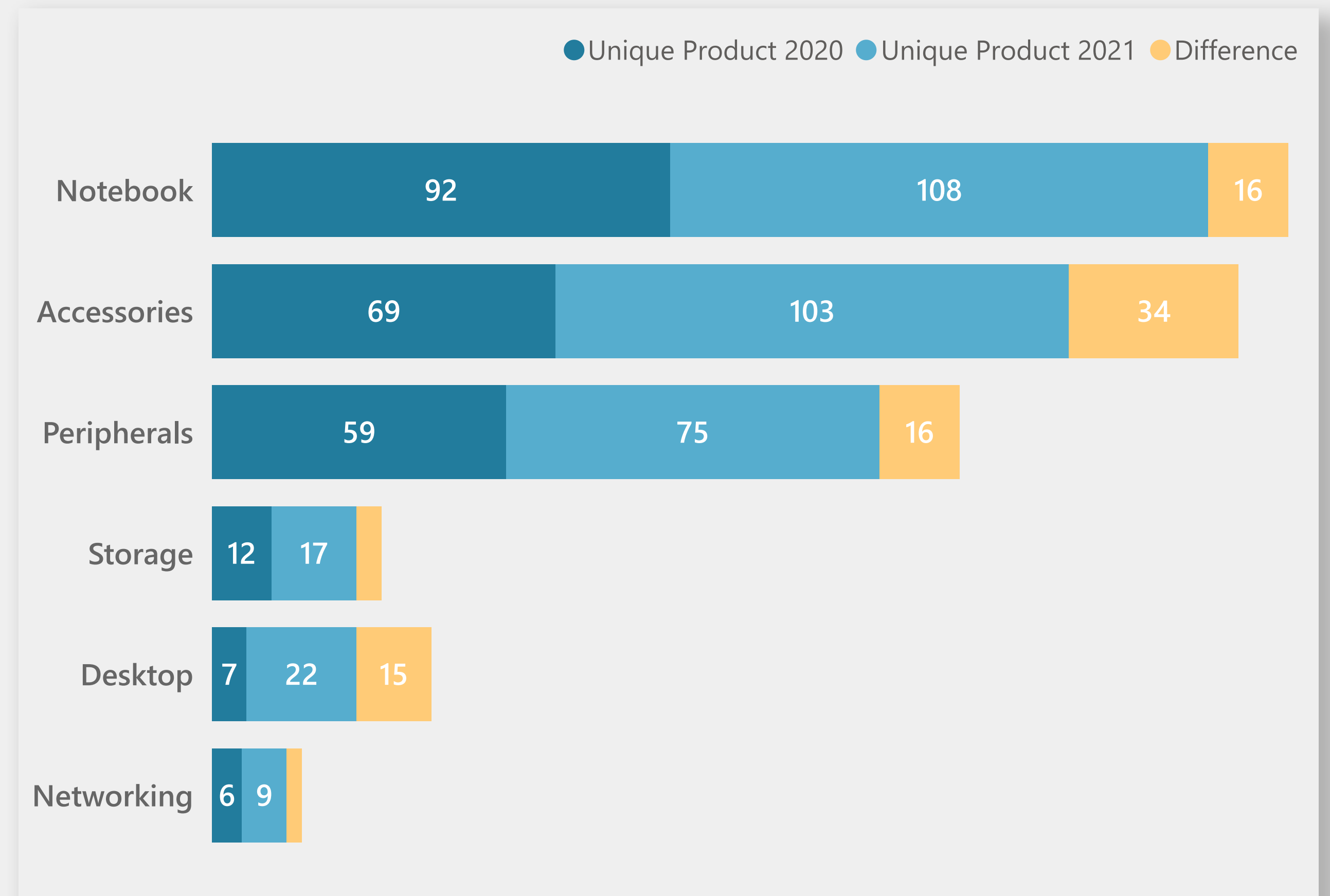
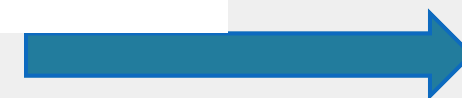
	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9





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

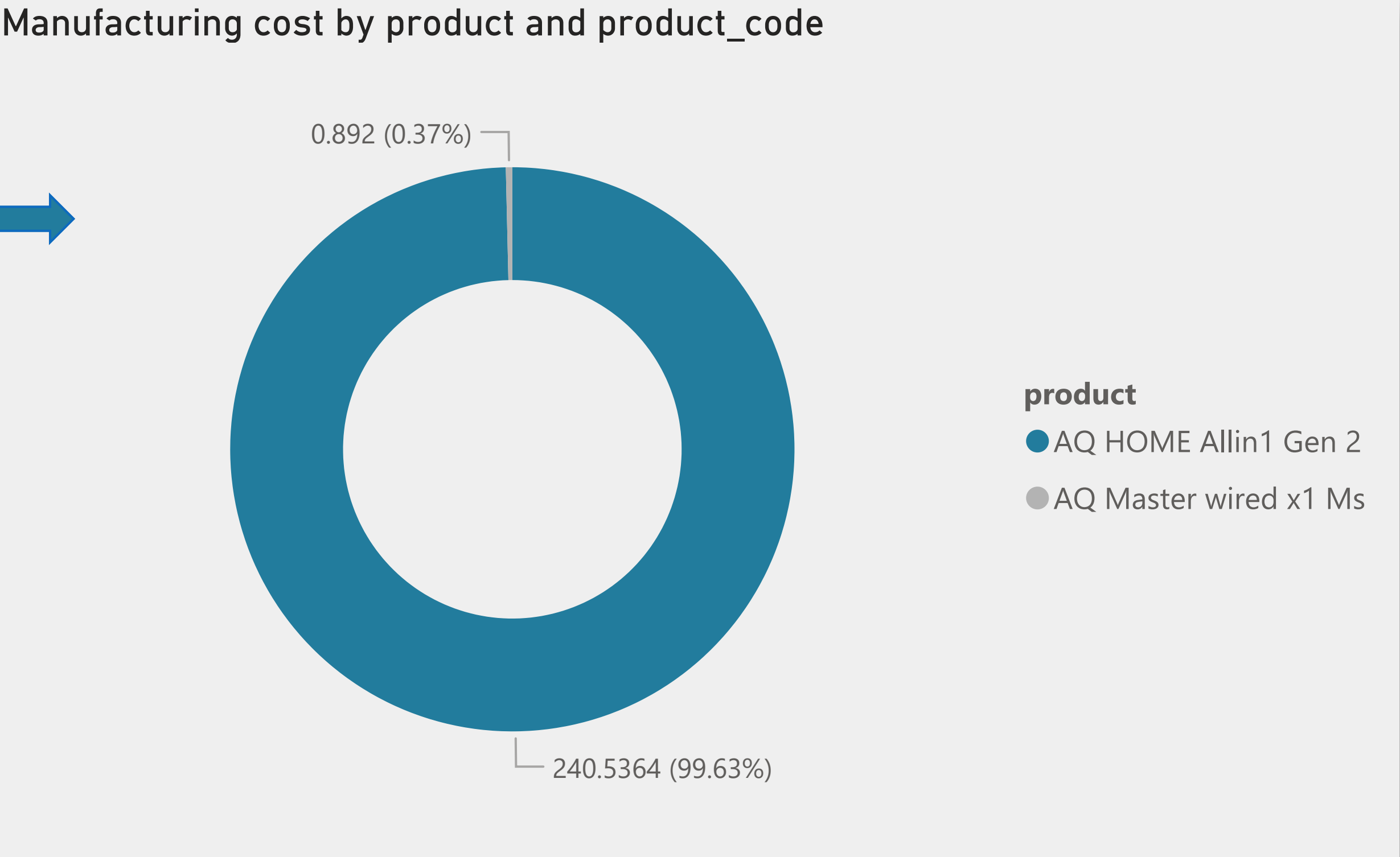
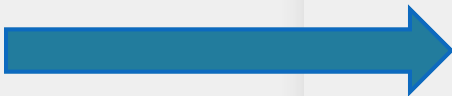
	segment	product_count_2020	product_count_2021	difference
	Notebook	92	108	16
	Accessories	69	103	34
	Peripherals	59	75	16
	Storage	12	17	5
	Desktop	7	22	15
	Networking	6	9	3





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

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

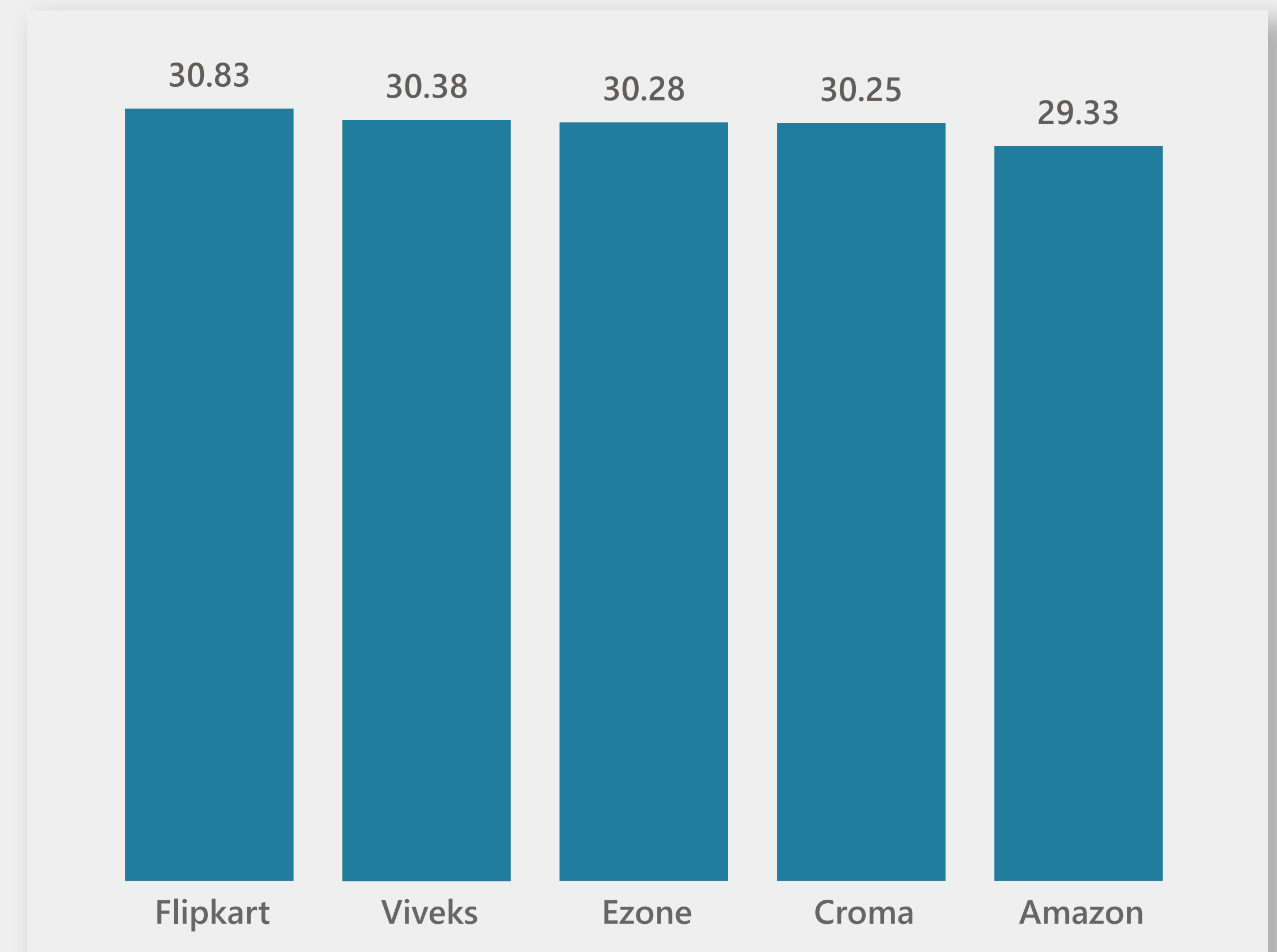
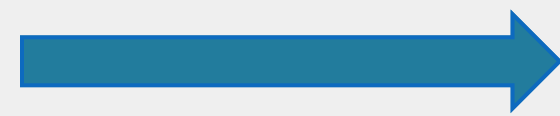




6. Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

The final output contains these fields: customer_code, customer & average_discount_percentage

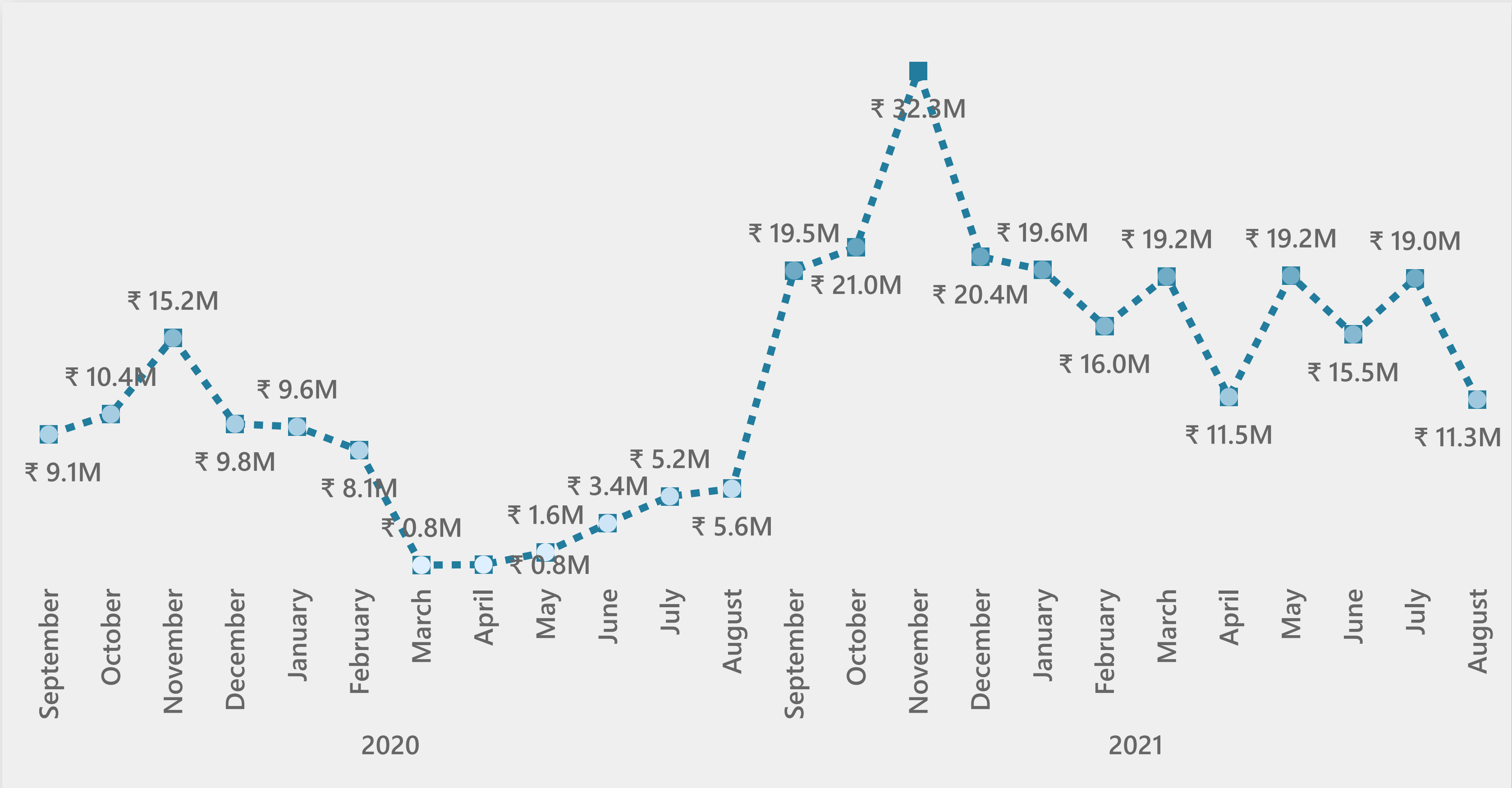
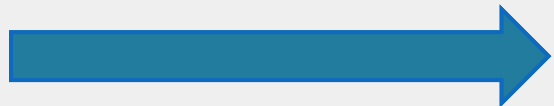
customer_code	customer	average_discount_percentage
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33





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

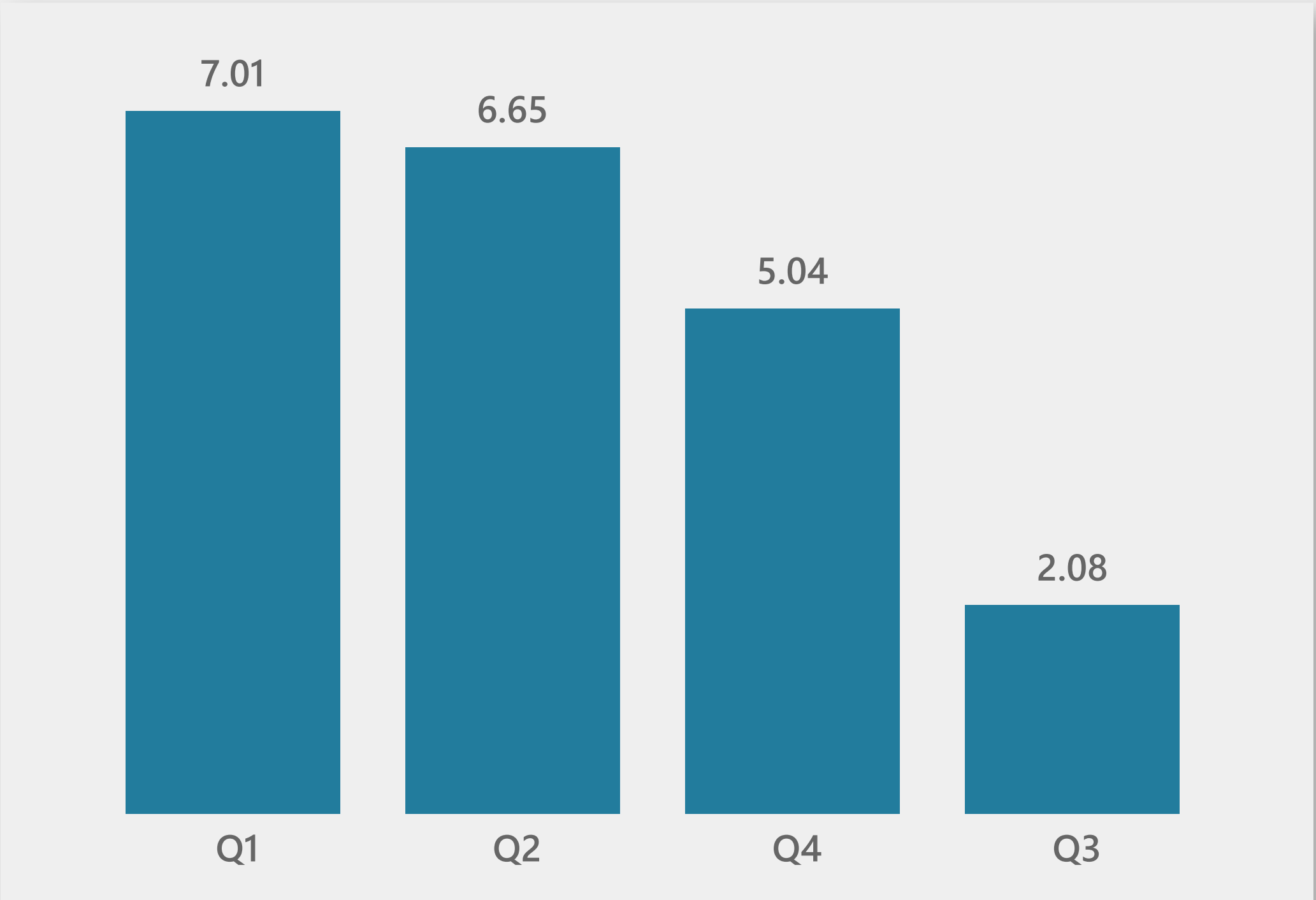
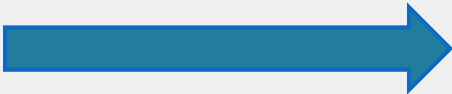
	MONTH	YEAR	Gross_Sales_Amount
	October	2020	10.38M
	November	2020	15.23M
	December	2020	9.76M
	January	2020	9.58M
	February	2020	8.08M
	March	2020	0.77M
	April	2020	0.80M
	May	2020	1.59M
	June	2020	3.43M
	July	2020	5.15M
	August	2020	5.64M
	September	2021	19.53M
	October	2021	21.02M
	November	2021	32.25M
	December	2021	20.41M
	January	2021	19.57M
	February	2021	15.99M
	March	2021	19.15M
	April	2021	11.48M
	May	2021	19.20M
	June	2021	15.46M
	July	2021	19.04M
	August	2021	11.32M





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 and total_sold_quantity

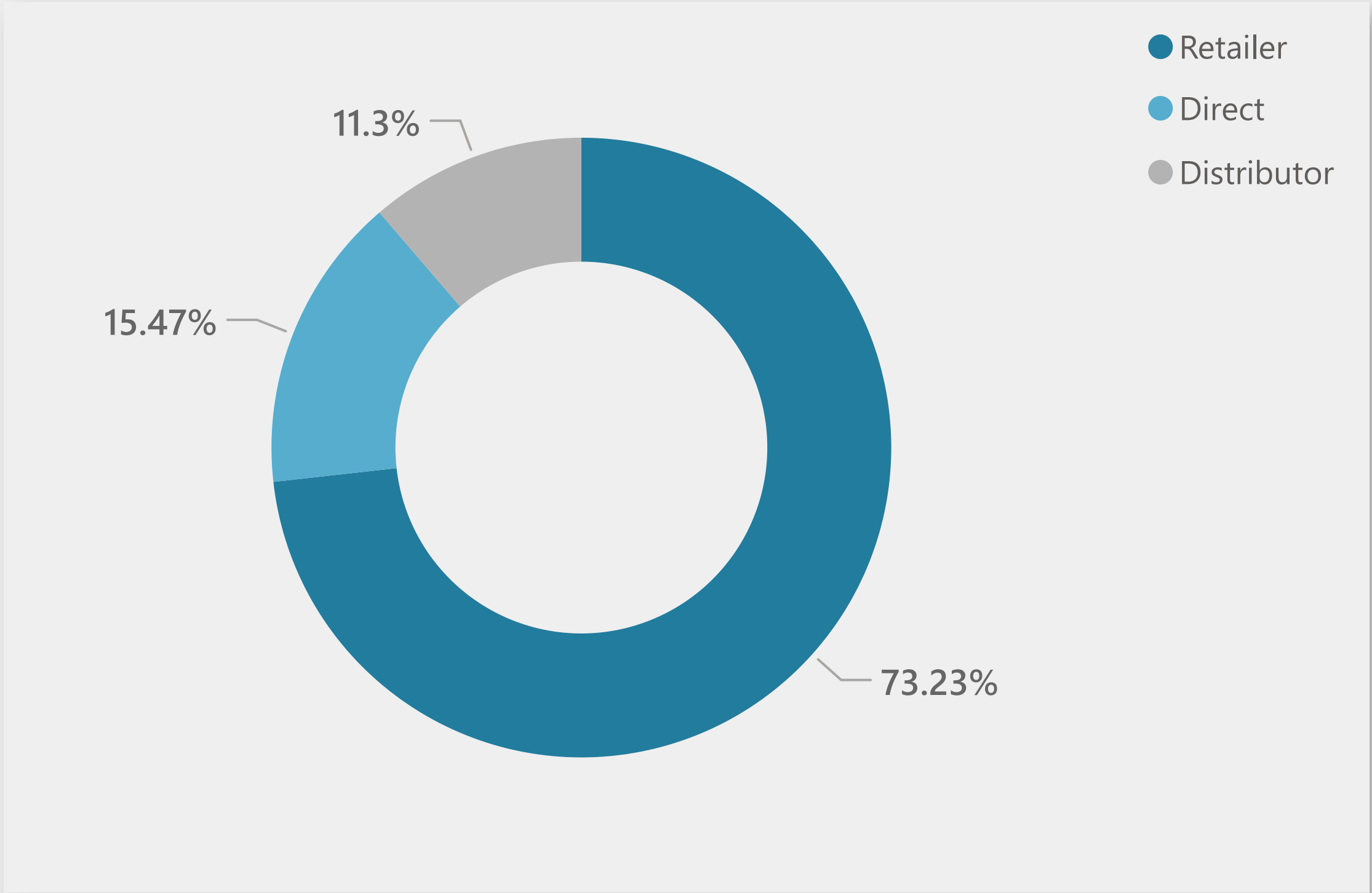
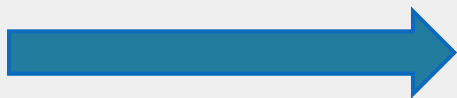
Quarters	total_sold_quantity_in_mln
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08





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

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



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 & rank_order

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	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

