



AtliQ Hardwares

CONSUMER GOODS AD-HOC INSIGHTS



Presented By : Esha Bhatpagar

AGENDA

- 1. Company Background** ➤ Overview of AtliQ and its industry presence.
- 2. AtliQ's Operational Framework** ➤ Sales channels and business strategies.
- 3. Market & Product Analysis** ➤ Industry trends, consumer behavior, and product performance.
- 4. Dataset Overview** ➤ Data sources, structure, and key metrics.
- 5. Ad-Hoc Requests** ➤ Custom analysis and business recommendations.

COMPANY BACKGROUND

- AtliQ Hardware, a leading computer hardware manufacturer, operates across multiple global markets.
- The company struggles with limited data visibility, making it difficult to make fast, data-driven decisions.
- To address this challenge, the Data Analytics Director, Tony Sharma, is conducting a SQL Challenge to:
 - Evaluate candidates based on technical & analytical skills.
 - Identify potential hires for their growing data analytics team.
 - Generate insights for 10 critical business questions.

ATLIQ'S OPERATIONAL FRAMEWORK

- AtliQ Hardware's fiscal year follows a September to August cycle:
 - FY 2020: Sep 2019 – Aug 2020
 - FY 2021: Sep 2020 – Aug 2021
- The dataset includes sales data from FY 2020 to FY 2021.

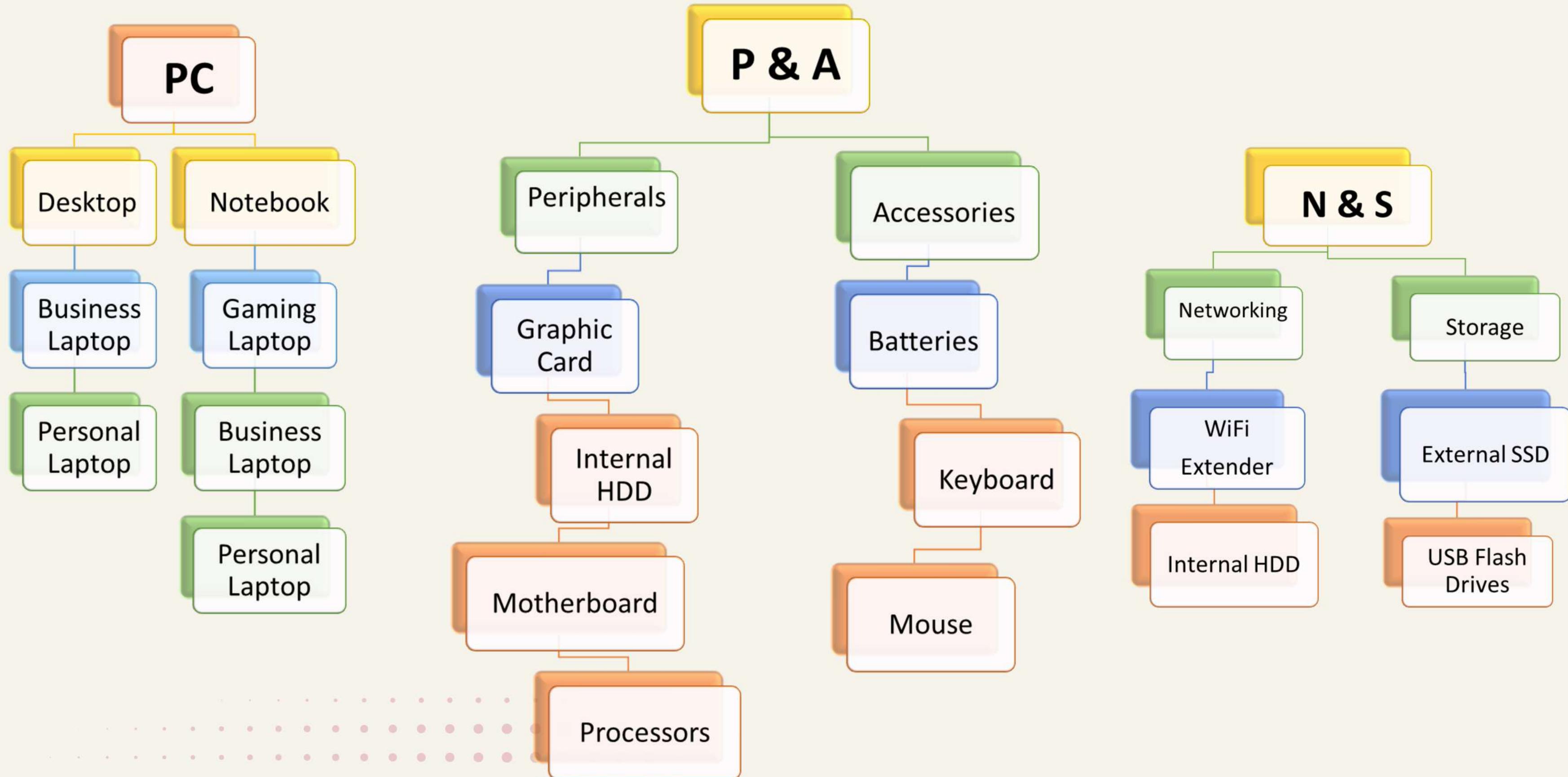


MARKET VIEW

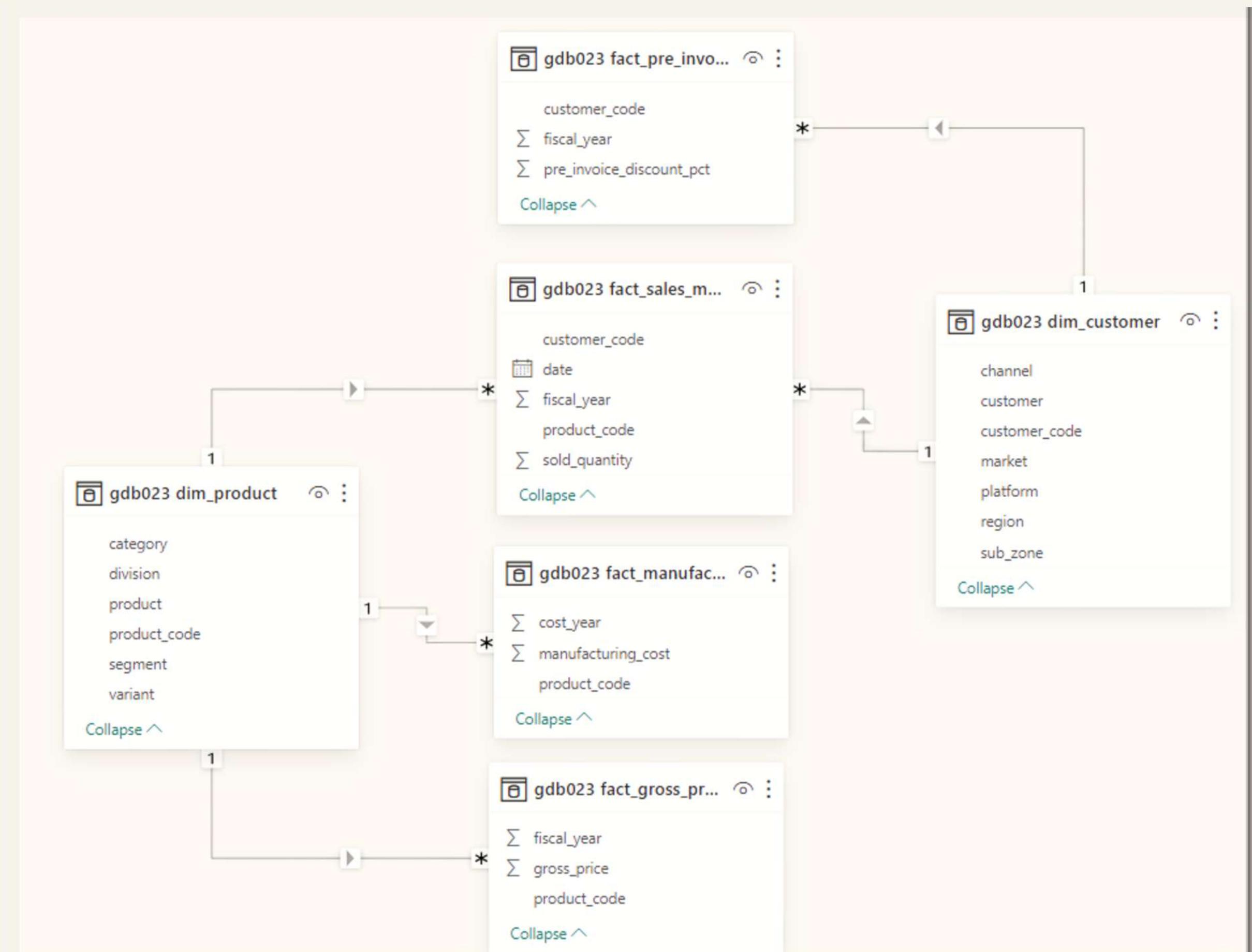
5



ATLIQ'S PRODUCT LINE



DATASET



AD-HOC REQUESTS

Codebasics SQL Challenge



Requests:

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

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
```

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 2fields,

```
segment
product_count
```

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
```

5. Get the products that have the highest and lowest manufacturing costs.

The final output should contain these fields,

```
product_code
product
manufacturing_cost
```

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
```

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

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

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,

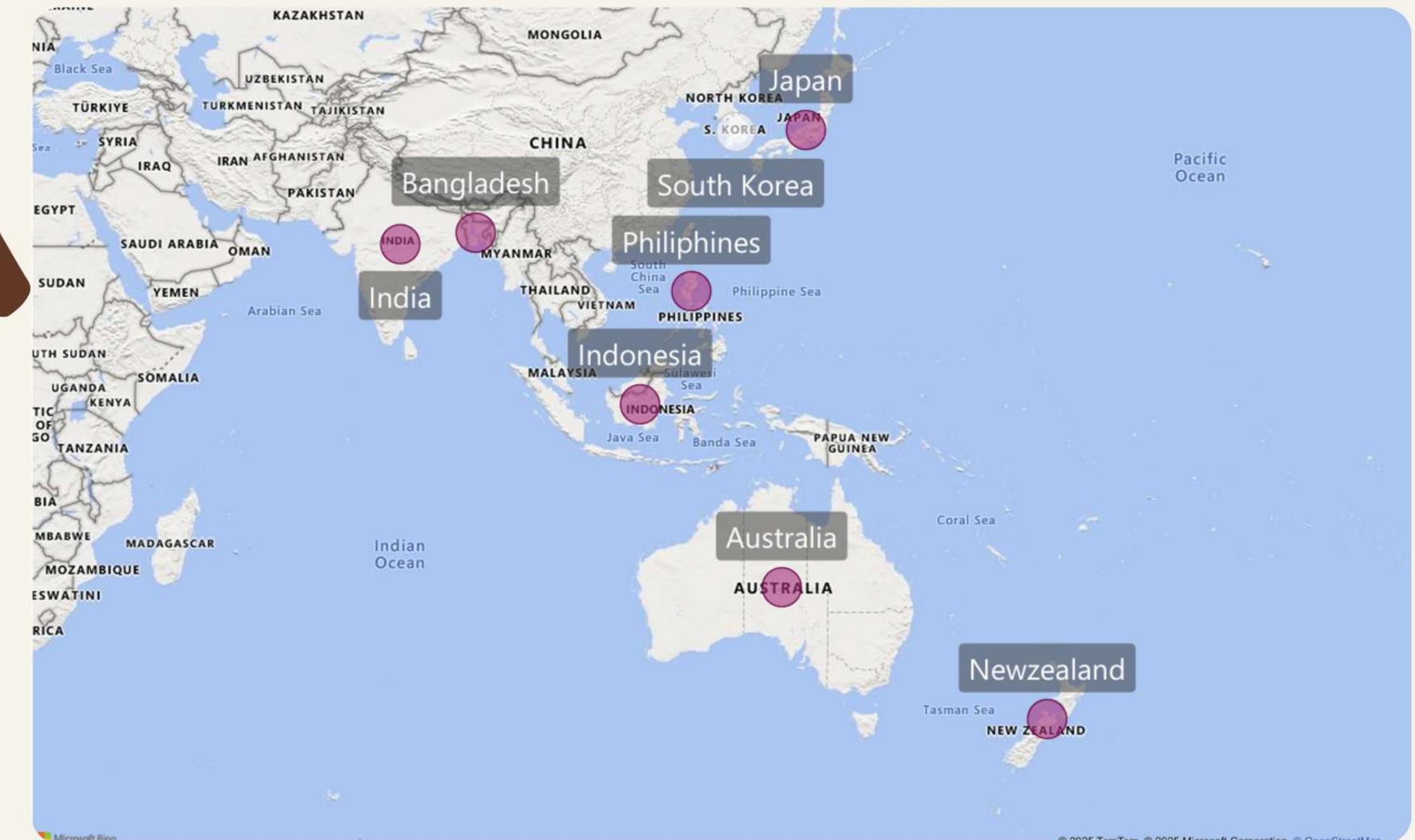
channel
gross_sales_mln
percentage

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
product_code	total_sold_quantity
	rank_order

I. PROVIDE THE LIST OF MARKETS IN WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION.

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea



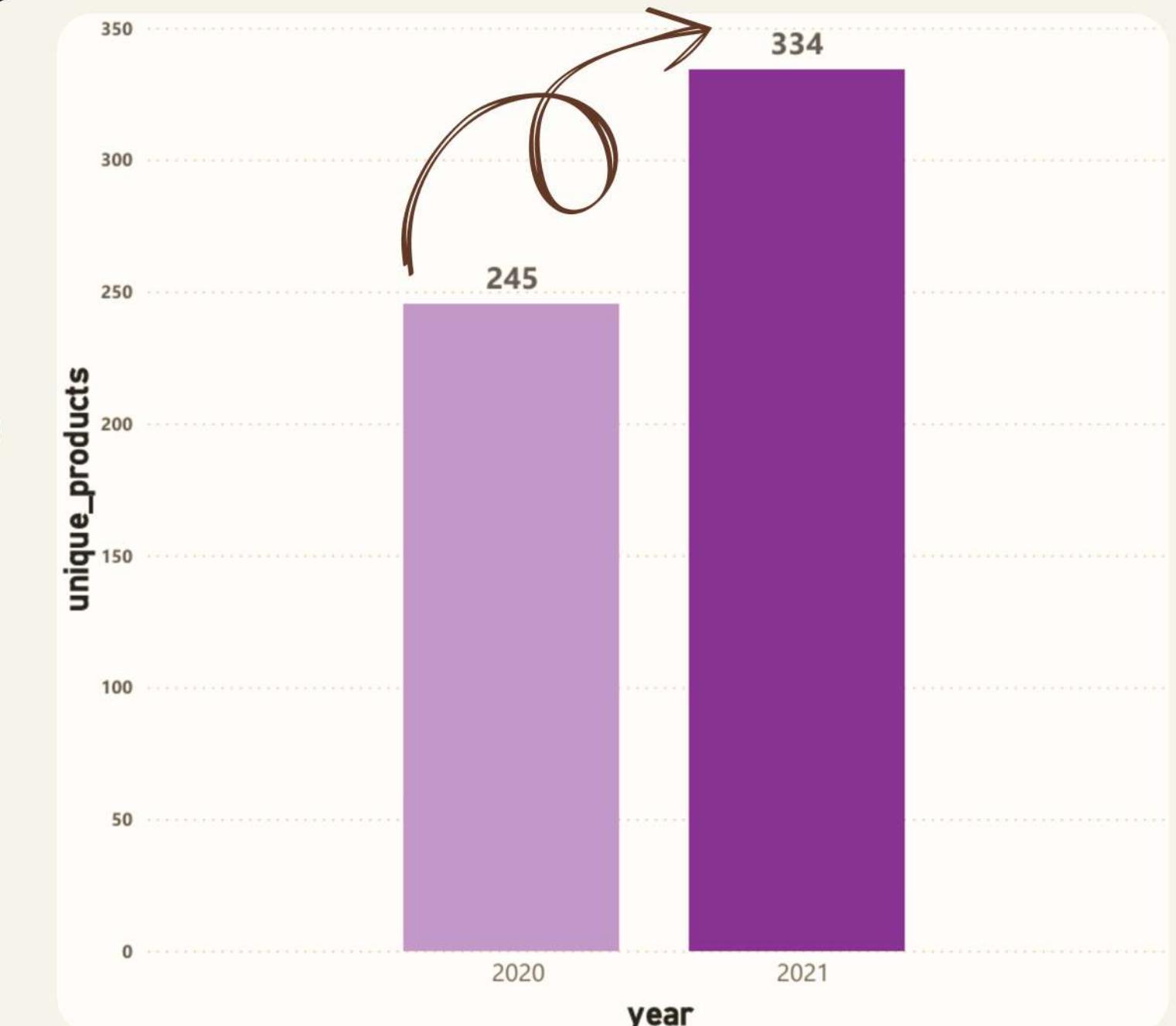
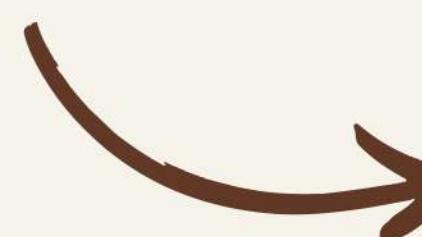
INSIGHTS : Atliq Exclusive operates in eight countries across the APAC region, showcasing its strong market presence and expansion strategy.

REQUEST 2

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_cng
245	334	36.33

36.33%
increase

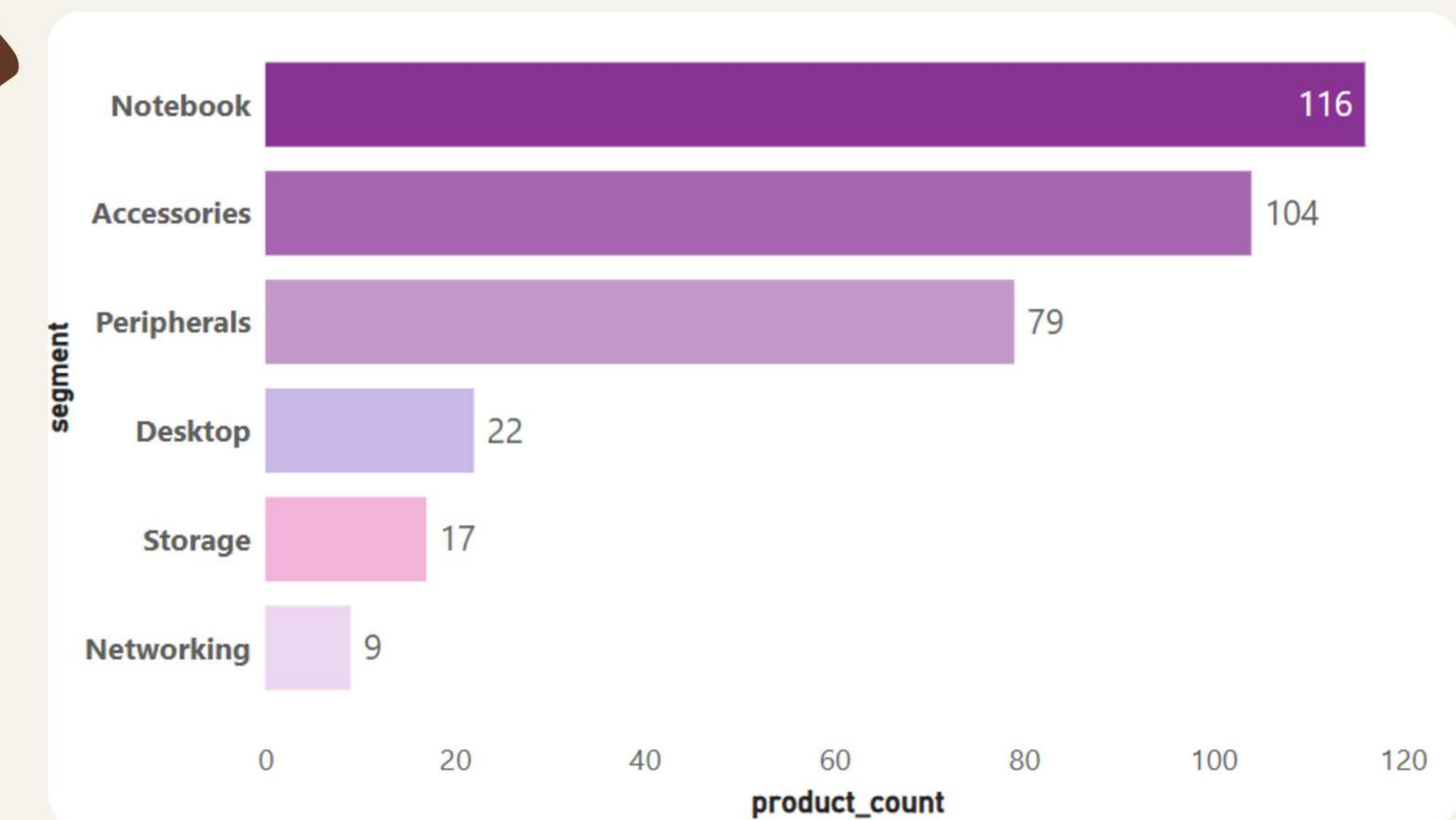


INSIGHTS : It's a positive indicator that we are consistently innovating and launching new products. In FY 2020, we had 245 products, which grew by 36% to reach 334 in FY 2021.

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

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



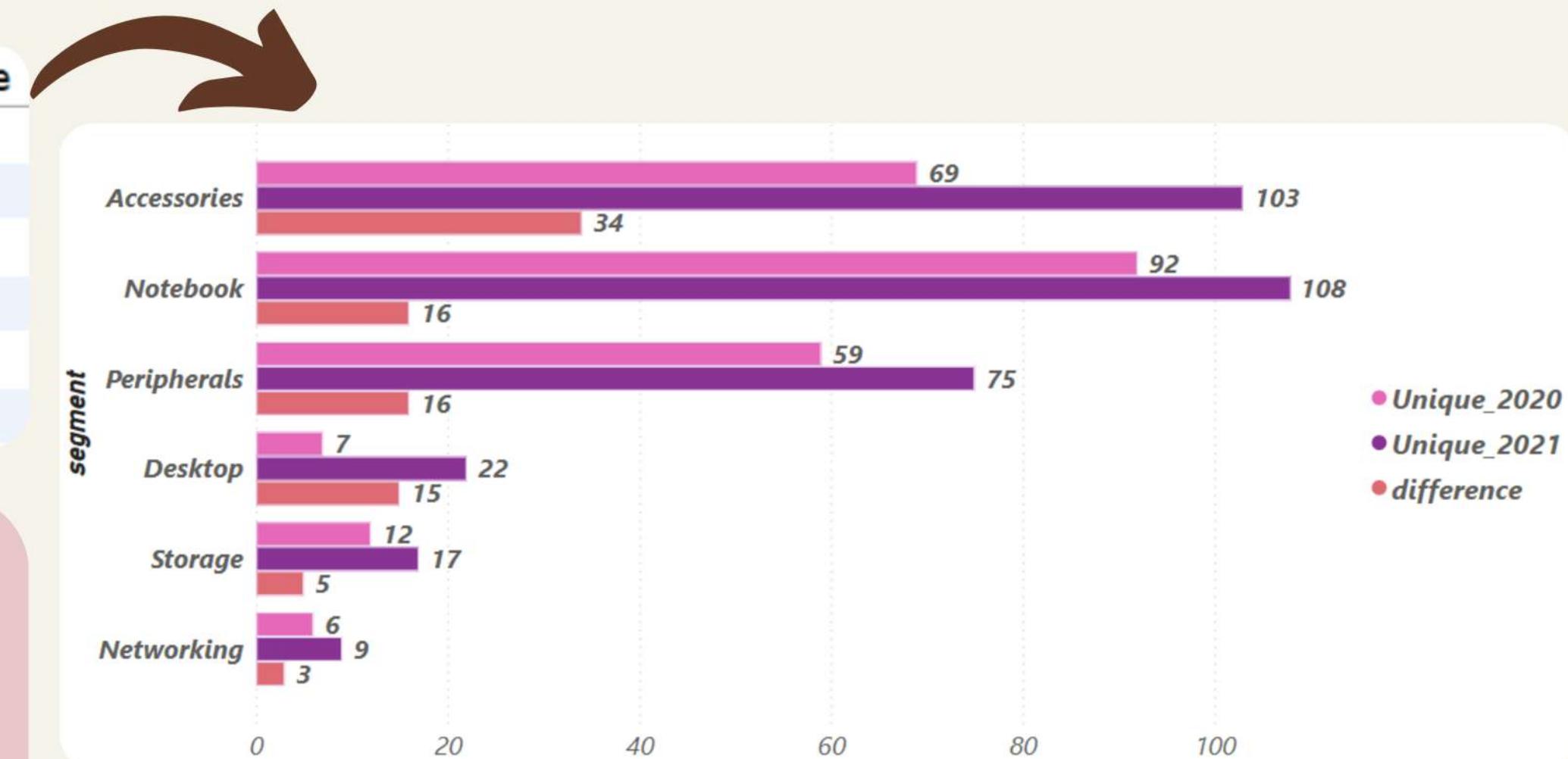
Insight: The manufacturing of notebooks, accessories, and peripherals is growing significantly, comprising 83% of total production, whereas desktops, storage, and networking represent a smaller share at 17.13% of Atliq's product portfolio.

REQUEST 4

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
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 : From FY 2020 to FY 2021, Accessories saw the highest growth (34), while Notebooks and Peripherals (16 each) and Desktops also expanded well. In contrast, Storage and Networking had the least growth

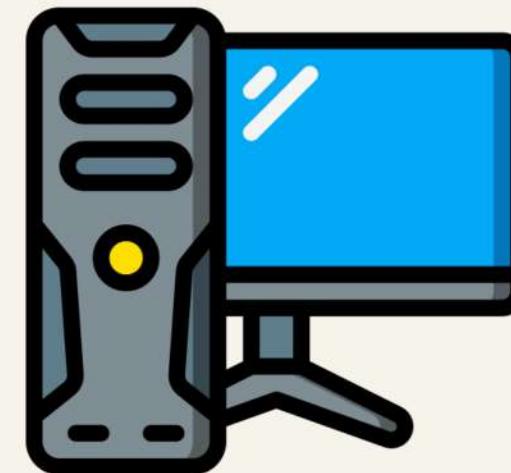


5. GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS. THE FINAL OUTPUT SHOULD CONTAIN THESE FIELDS, **PRODUCT_CODE PRODUCT MANUFACTURING_COST**

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



Highest manufacturing cost



AQ HOME Allin1 Gen 2 (Plus 3) Category: Personal
Desktop
\$240.54



Lowest manufacturing cost



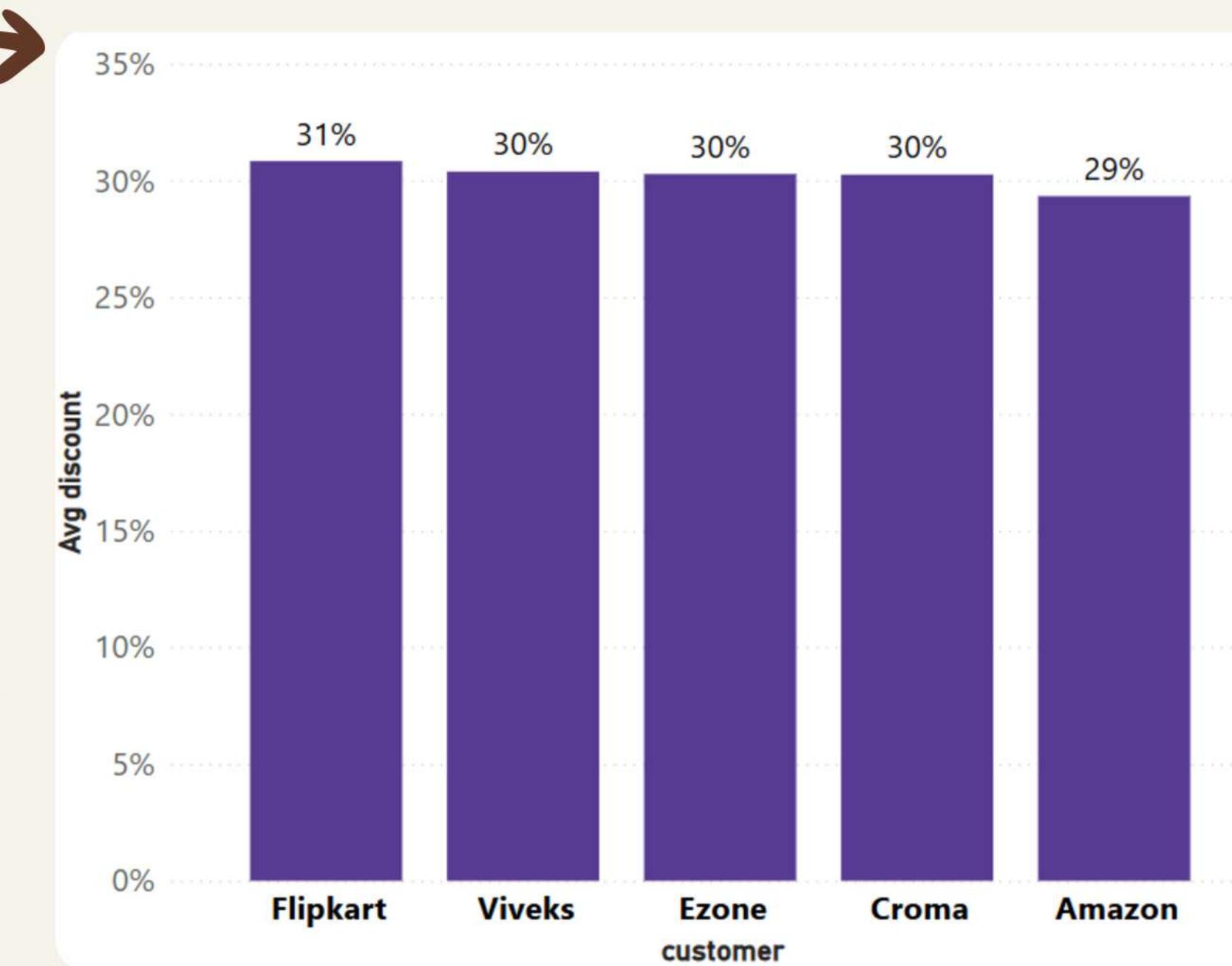
AQ Master wired x1 Ms (Standard 1) Category:
Mouse
\$0.89

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	avg_discount_pct
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33

Insights:

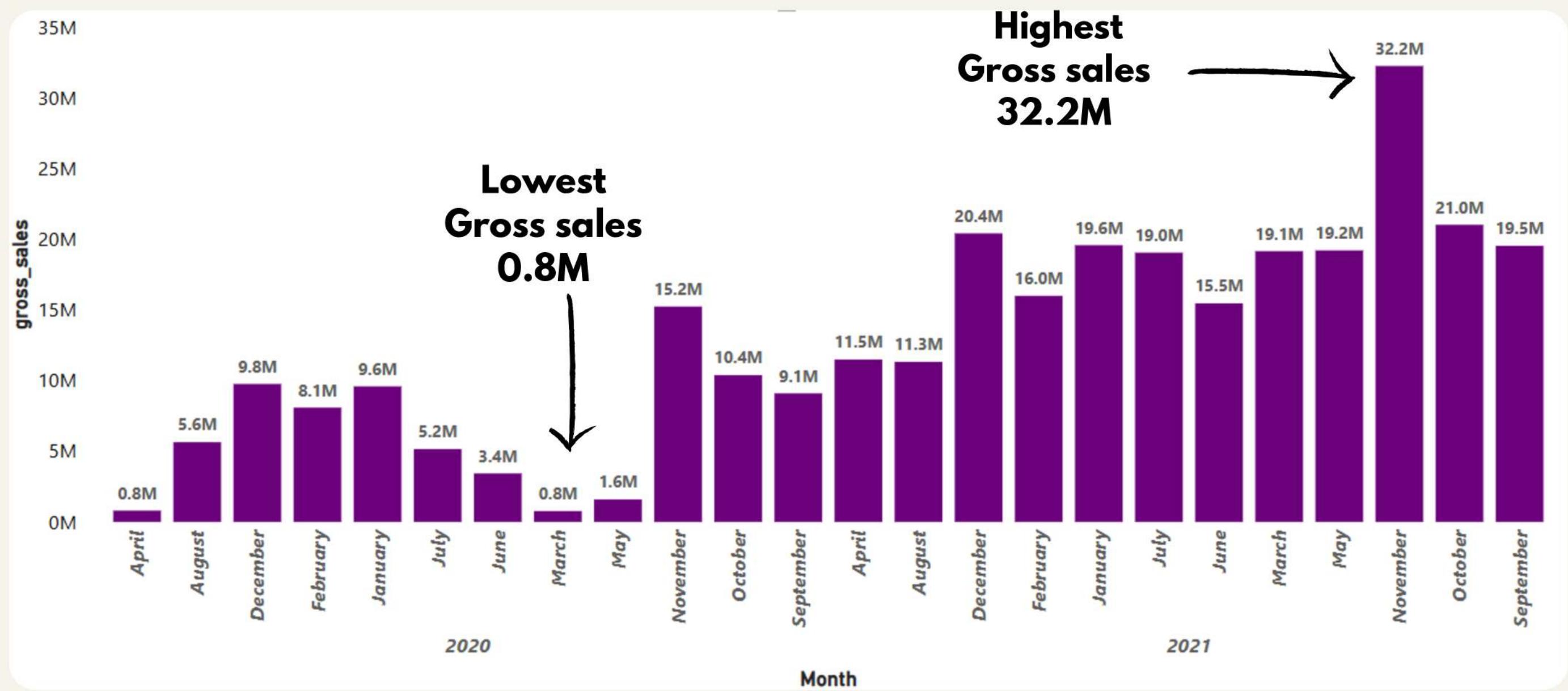
1. Flipkart gives the highest average discount (30.83%).
2. Amazon gives the lowest average discount (29.33%).
3. All customers offer around 30% discount on average.
4. Top 3 highest discounts: Flipkart, Viveks, and Ezone.



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

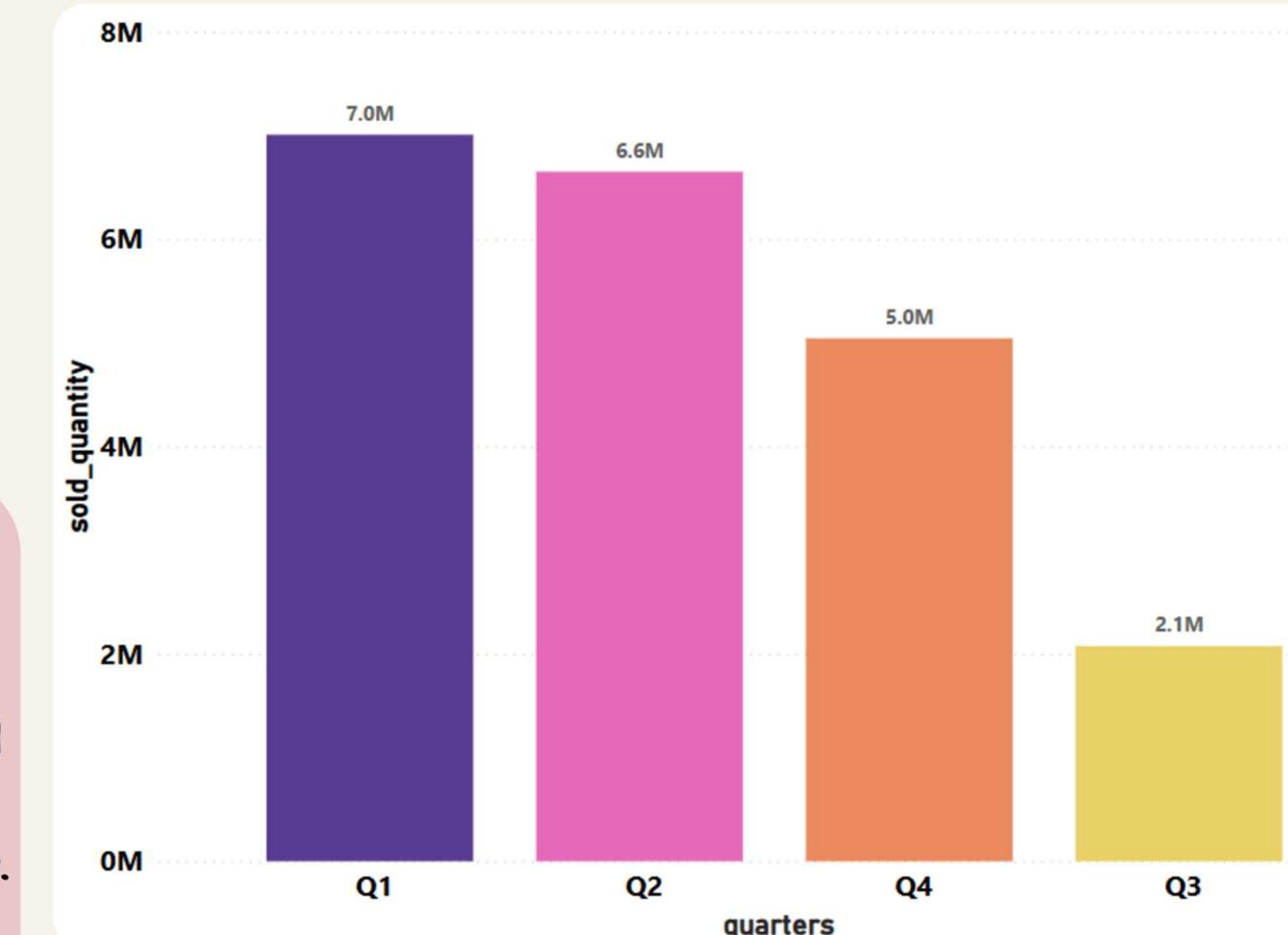
month	fiscal_year	gross_sales_amount
September (2019)	2020	9092670.34
October (2019)		10378637.60
November (2019)		15231894.97
December (2019)		9755795.06
January (2020)		9584951.94
February (2020)		8083995.55
March (2020)		766976.45
April (2020)		800071.95
May (2020)		1586964.48
June (2020)		3429736.57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



INSIGHTS : Sales in 2021 experienced notable growth compared to 2020. The highest sales of the year occurred in November, reaching 32.25 million, while August recorded the lowest at 11.32 million. In 2020, sales dropped to their lowest in March, April, and May, likely due to the impact of the COVID-19 pandemic. However, they began to recover from June onwards. November 2020 saw the highest sales of the year at approximately 15.23 million.

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

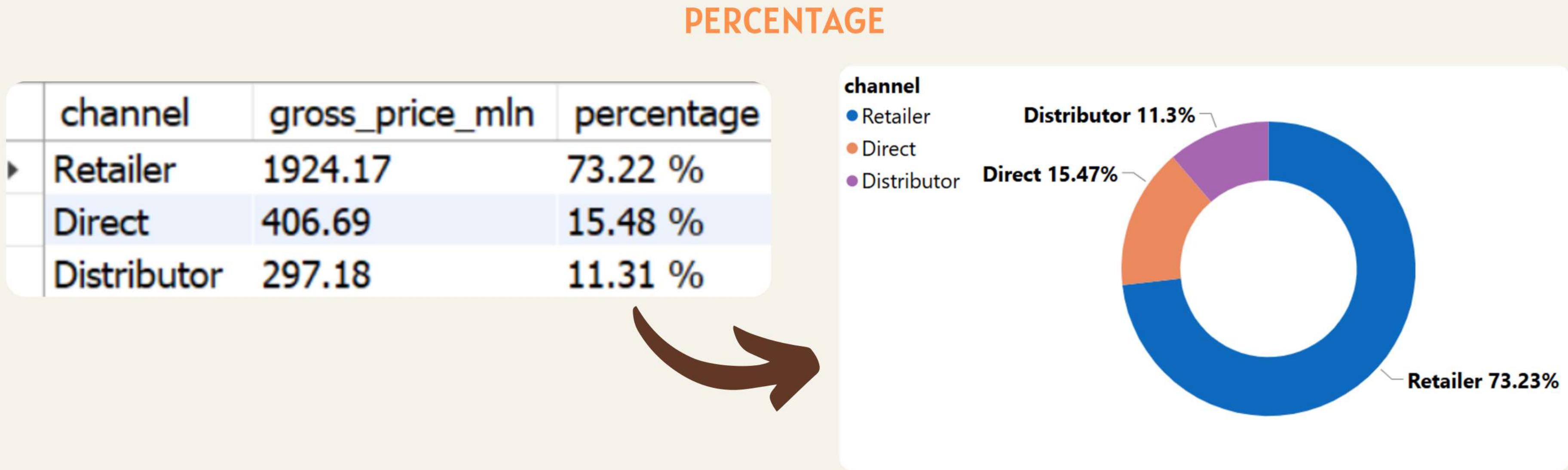
total_sold_qty	Quarters
7005619	1
6649642	2
2075087	3
5042541	4



INSIGHTS

- **Q1 (September–November):** Recorded the highest sales volume for FY 2020.
- **Q2 (December–February):** Experienced a slight decline but maintained strong sales performance.
- **Q3 (March–May):** Faced a significant drop in sales due to the pandemic.
- **Q4 (June–August):** Showed a recovery with an increase in sales.

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**

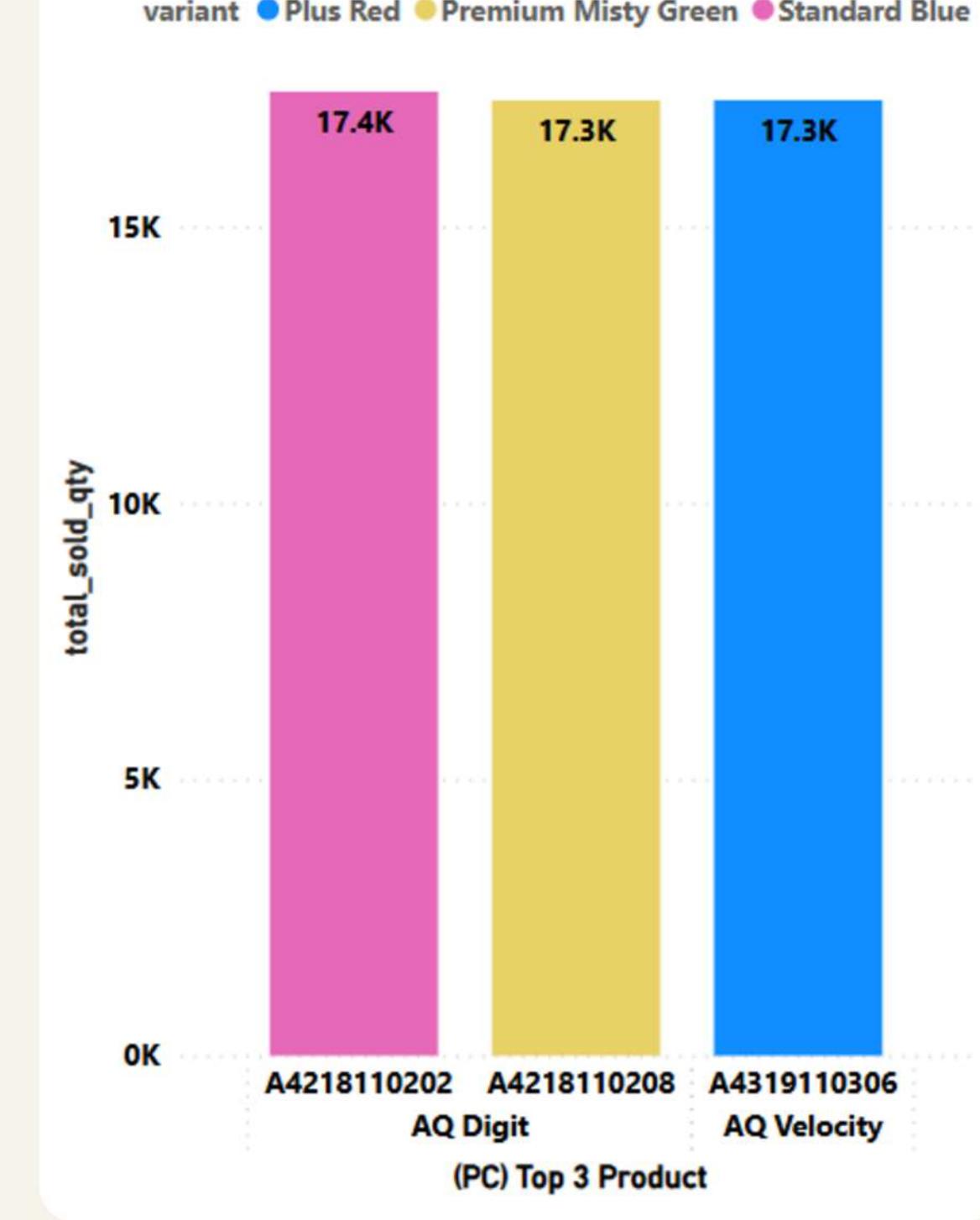
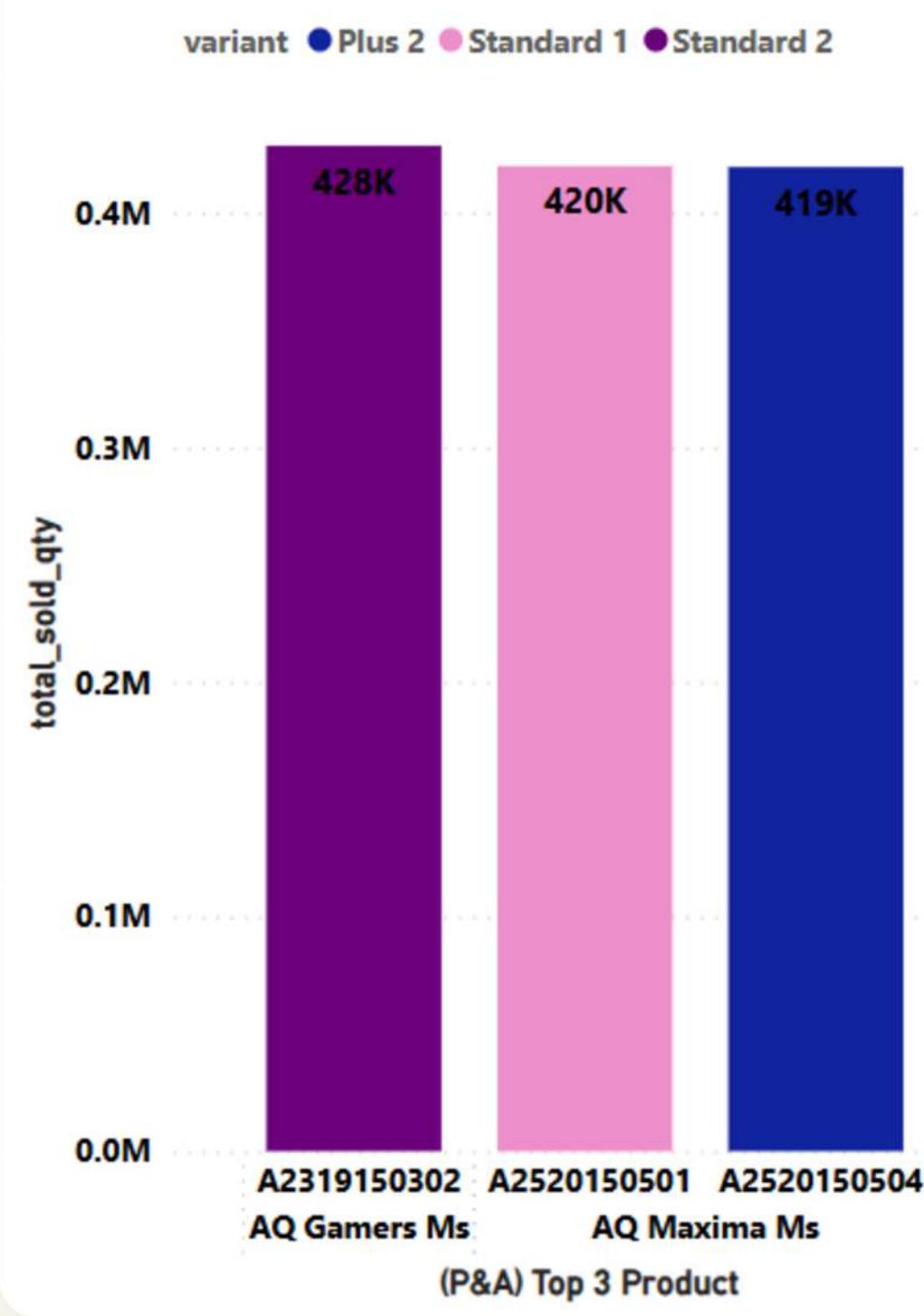
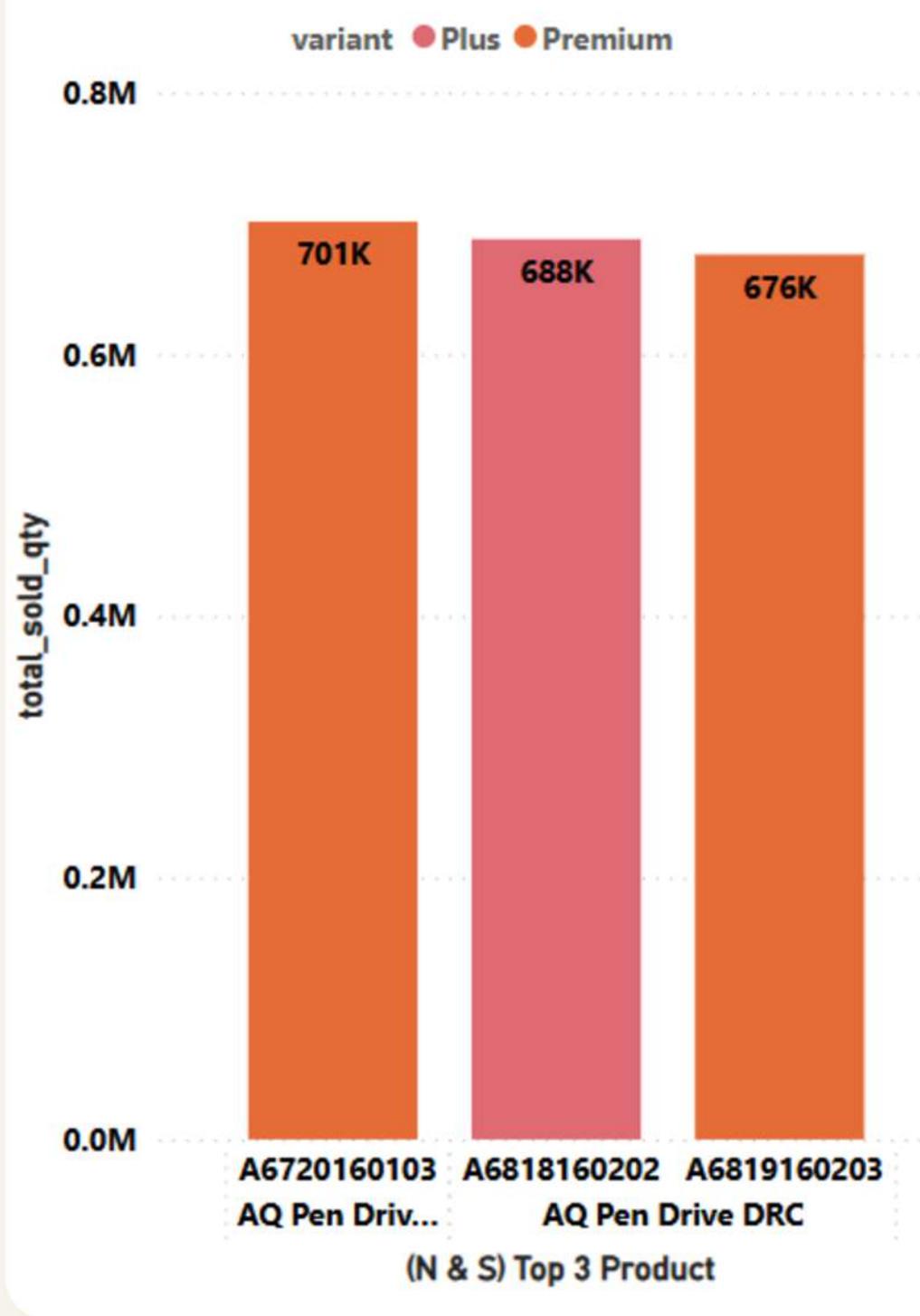


INSIGHTS

- **Retailers contributed the highest revenue, generating 1,924.17 million and accounting for 73.22% of total gross price.**
- **Direct sales accounted for 15.48%, with a revenue of 406.69 million.**
- **Distributors had the lowest share, contributing 297.18 million (11.31%)**

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_qty	rnk
▶	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

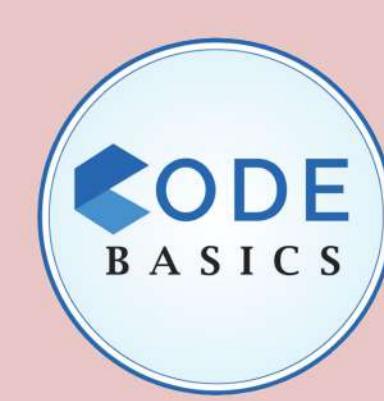


INSIGHTS

- The highest-selling product is AQ Pen Drive 2 IN 1, with 701,373 units sold, followed by AQ Pen Drive DRC in second and third place.
- The N & S division leads in sales volume, with pen drives dominating the top three positions.
- P & A division's top product, AQ Gamers Ms, sold 428,498 units, while AQ Maxima Ms secured the second and third spots with nearly identical sales.
- PC division has significantly lower sales, with AQ Digit and AQ Velocity selling under 18,000 units each, indicating a weaker market presence.

RECOMMENDATIONS

1. **Expand Multi-Channel Marketing:** Utilize digital, social media, and traditional platforms to maximize reach. Combine competitive pricing with strategic promotions to boost customer engagement.
2. **Enhance Channel Strategies:** Strengthen retailer partnerships and optimize distributor and direct sales to drive balanced revenue growth.
3. **Optimize Discount Strategies:** Adjust discount rates strategically to encourage higher customer spending and increase gross sales.
4. **Leverage Customer Insights & Sales Training:** Regularly gather feedback to improve offerings and invest in sales team training to stay aligned with market trends and technologies.
5. **Focus on Market Trends in Key Segments:** Prioritize products in the Desktops, Storage, and Networking segments that align with current customer preferences and industry demands.



THANK YOU

