

ATLIQ HARDWARE

SALES INSIGHTS FROM AD-HOC REQUESTS

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AGENDA

Introduction	Introduction and Background of company
Primary Goals and Solutions	What are the goals and their solutions
Product Line-Up	What types of products Atliq Hardware is selling
Schema and Data Structure	Structure of Data and Database Schema
Ad-Hoc Requests	Solutions of Ad-Hoc requests and insights



INTRODUCTION:

Atliq Hardware is a leading provider of hardware and peripherals in India and the Asia Pacific region with a commitment to delivering high-quality products and outstanding customer service, Atliq Hardware is dedicated to helping businesses and individuals to optimize their technology solutions.

BACKGROUND:

The management of Atliq Hardware informed the data analytics team to generate some insights regarding customer behaviors to make some data-driven decisions.

GOALS & SOLUTION:

Atliq Hardware wants to do ad-hoc analysis therefore analytical team assigned us a task to generate a report by running 10 ad-hoc requests.

We ran 10 ad-hoc requests using SQL to present meaningful insights to our stakeholders which will help our company to make data-driven decisions for their business's growth.



PRODUCT CATEGORIES

Peripherals and Accessories (P & A)

Keyboard

Mouse

Monitor

Cases

Cooling Solutions

Power Supplies

Network and Storage (N & S)

Hard Disks

SSDs, external
storage

Router

Switches

Modems

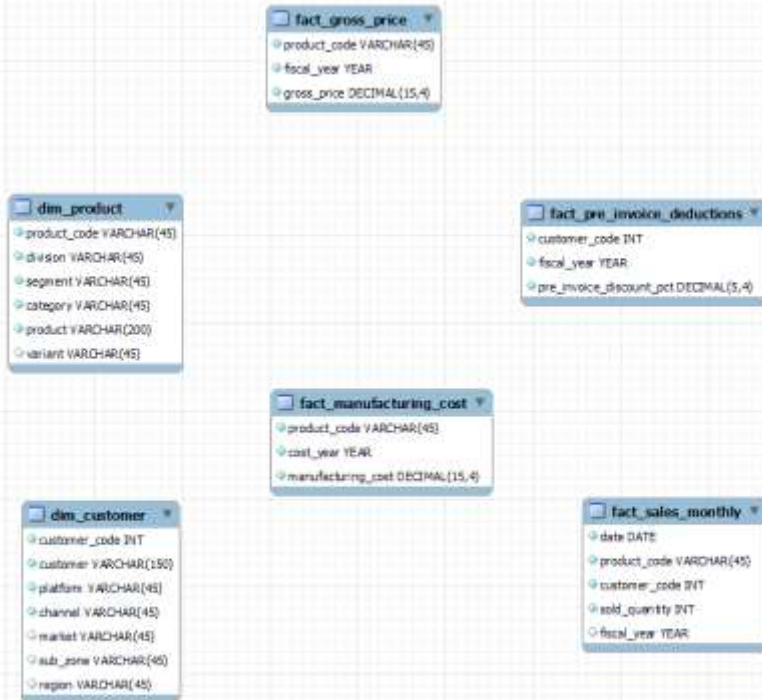
Personal Computer (PC)

Desktop

Laptop

Notebooks

DATA STRUCTURE & SCHEMA



Dim_customer: Data related to customers.

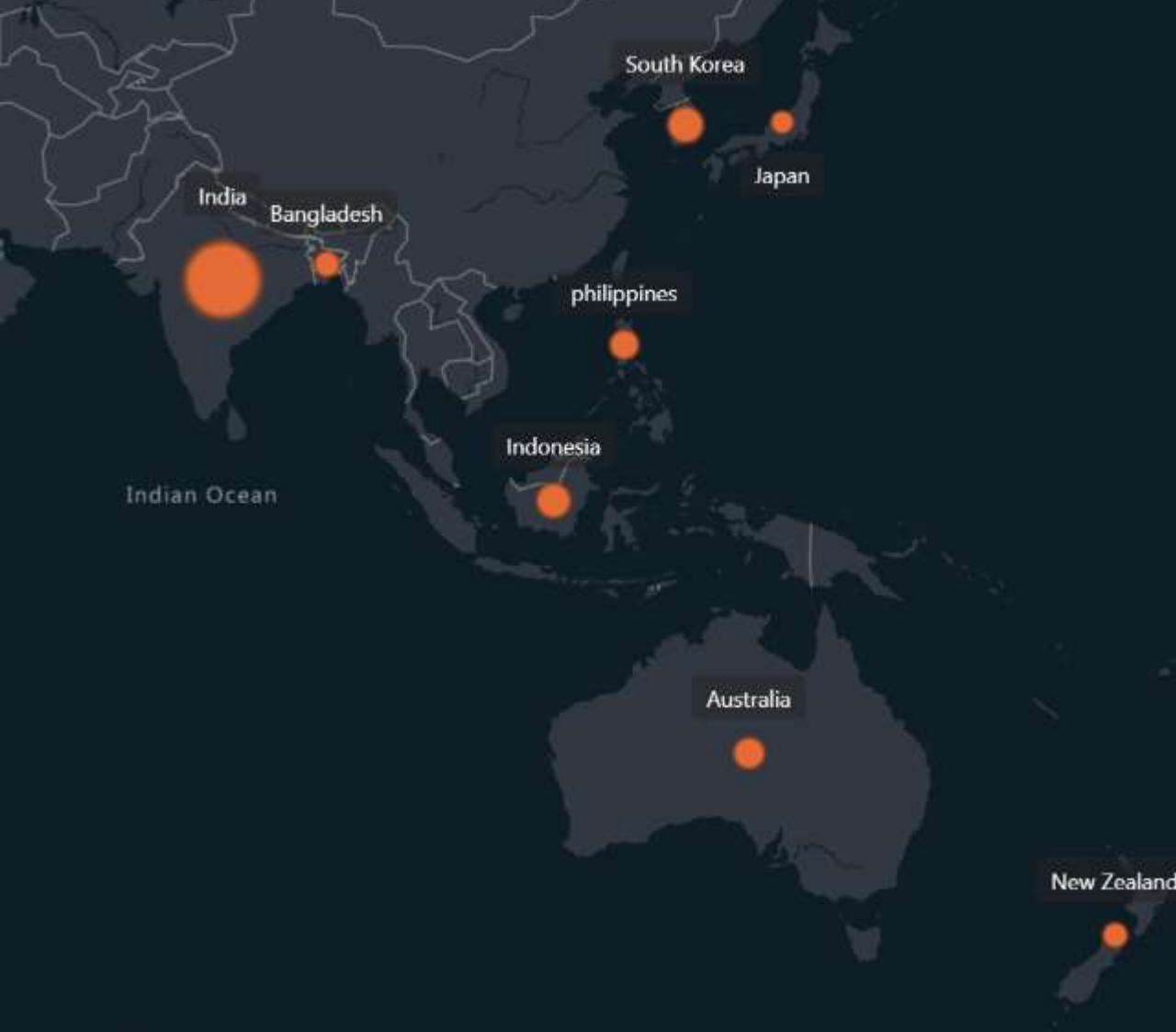
Dim_product: Data related to products.

Fact_gross_price: Gross price of each product.

Fact_manufacturing_cost: Manufacturing cost of each product during production.

Fact_pre_invoice_deduction: Pre invoice deduction of each product.

Fact_sales_monthly: This table contains monthly sales of each product.



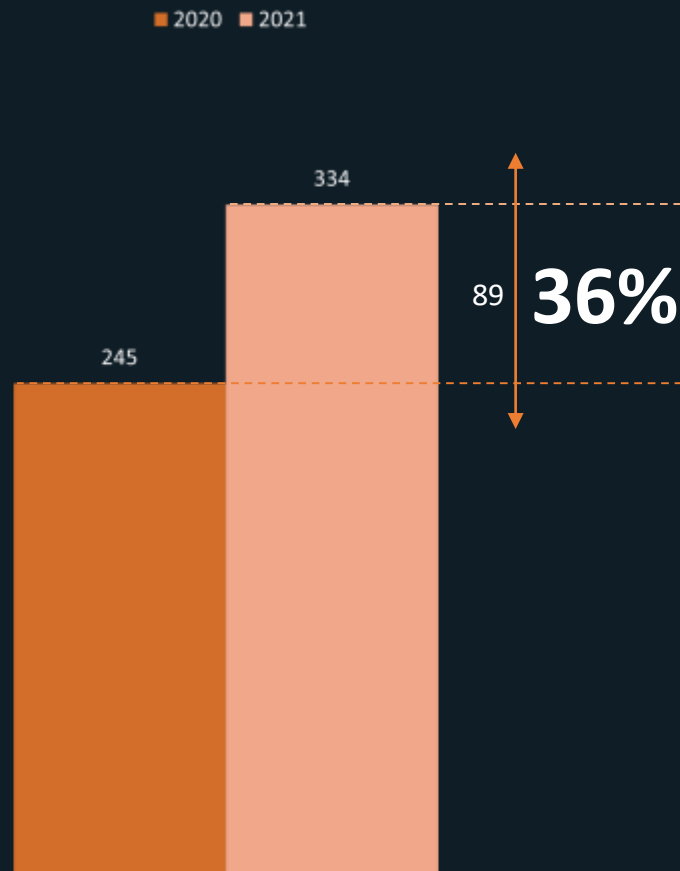
INSIGHTS

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

Market	Customer	Region
India	Atliq Exclusive	APAC
South Korea	Atliq Exclusive	APAC
Indonesia	Atliq Exclusive	APAC
Australia	Atliq Exclusive	APAC
Philippines	Atliq Exclusive	APAC
Bangladesh	Atliq Exclusive	APAC
New Zealand	Atliq Exclusive	APAC
Japan	Atliq Exclusive	APAC

ATLIQ EXCLUSIVE a customer of Atliq Hardware operates in 8 countries of APAC region in the world. In terms of Gross Sales India is the leading country followed by South Korea, Indonesia, Australia, and others.

Increase in unique products 2020 vs 2021



INSIGHTS

2. WHAT IS THE **PERCENTAGE** OF UNIQUE PRODUCT INCREASE IN **2021** VS. **2020**?

unique_prod_2020	unique_prod_2021	percent_change
245	334	36

We observe **36% increase** in unique products of Atliq Hardware in comparison of 2020 vs 2021 which means Atliq is meeting their customers need with the passage of time.

In **2021** Atliq Hardware has produced **89** more unique products than the previous year.

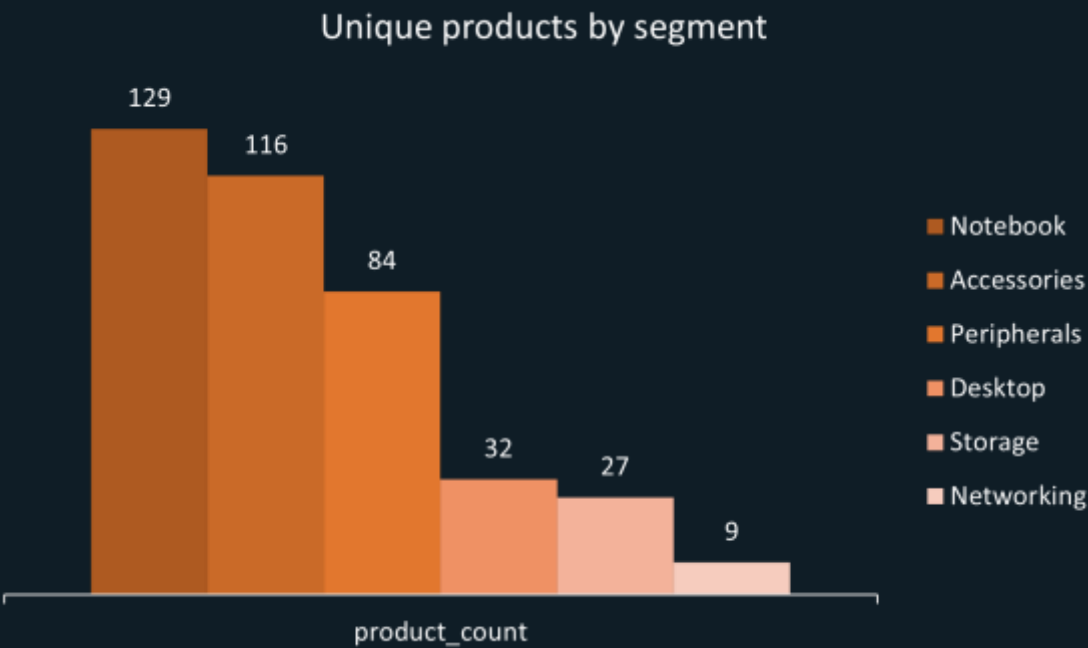
INSIGHTS

3. PROVIDE A REPORT WITH ALL THE **UNIQUE PRODUCT** COUNTS FOR EACH **SEGMENT** AND SORT THEM IN DESCENDING ORDER OF PRODUCT COUNTS.

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

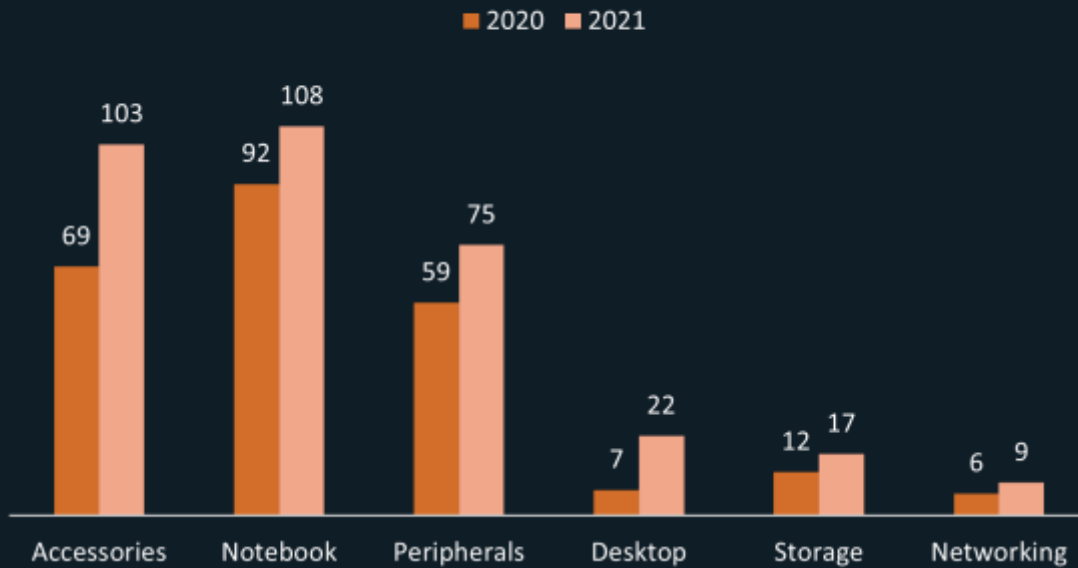
Top 3 segments of Atliq Hardware are **Notebook**, **Accessories**, and **Peripherals** with an average of **110** unique products in each segment.

Storage and **Networking** are the segments where the Atliq Hardware can research on current trends to add the new products.



INSIGHTS

Difference in unique products 2020 vs 2021



4. WHICH SEGMENT HAD THE MOST **INCREASE** IN UNIQUE PRODUCTS IN 2021 VS 2020?.

Segment	Prod_cnt_2020	Prod_cnt_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

Accessories is the leading segment in terms of increase in number of unique products with the highest difference of **34** followed by **Notebook**, **Peripherals**, and **Desktop**.

Where **Storage** and **Networking** are the segments Atliq Hardware must pay close attention.

INSIGHTS

Manufacturing cost by products

■ AQ HOME Allin1 Gen 2 ■ AQ Master wired x1 Ms



5. GET THE **PRODUCTS** THAT HAVE THE **HIGHEST** AND **LOWEST** MANUFACTURING COSTS.

Prod_code	product	Manufct_cost
A6120110206	AQ HOME Allin1 Gen 2	\$240.50
A2118150101	AQ Master wired x1 Ms	\$0.89



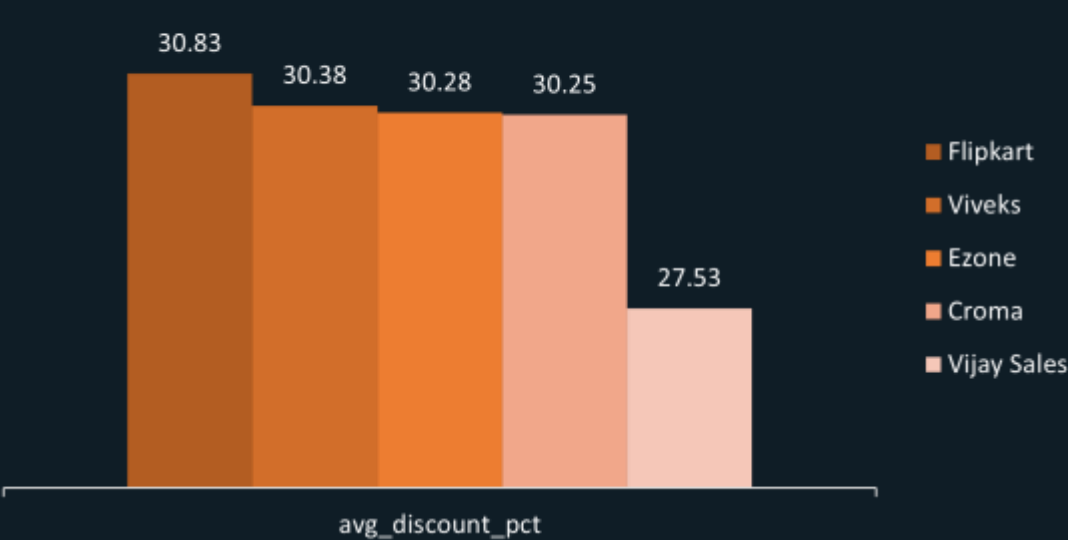
AQ HOME Allin1 Gen 2 has the maximum manufacturing cost.



AQ Master wired x1 Ms has the minimum manufacturing cost.

INSIGHTS

Customers Receiving High Average Discounts



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.

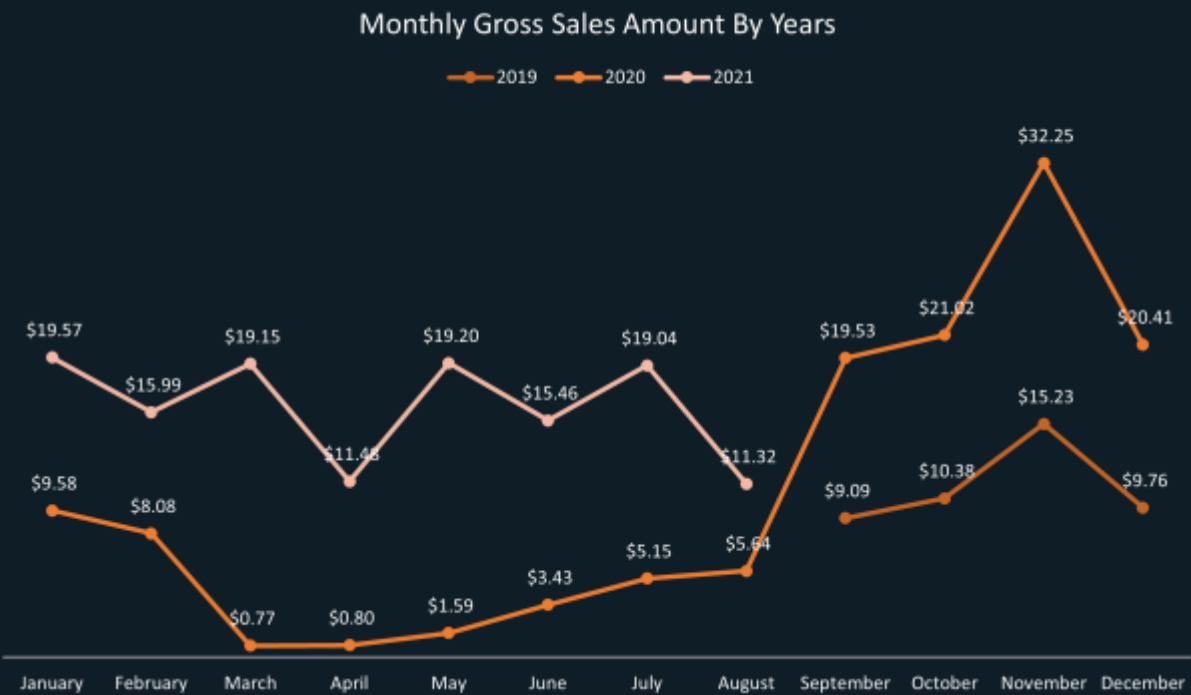
Prod_code	customer	Avg_discount_pct
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002004	Vijay Sales	27.53

In **Fiscal Year 2021** **Flipkart** has received **maximum** average discount followed by Viveks, Ezone, and Croma in the targeted market **Indian**.

This **discount strategy** of Atliq Hardware performing very well with their customer.

INSIGHTS

7. GET THE COMPLETE REPORT OF THE **GROSS SALES AMOUNT** FOR THE CUSTOMER **“ATLIQ EXCLUSIVE”** FOR EACH MONTH.



Month	Year	Gross_sales_mln
September	2019	9.09
October	2019	10.38
November	2019	15.23
December	2019	9.76
January	2020	9.58
February	2020	8.08
March	2020	0.77
April	2020	0.80
May	2020	1.59
June	2020	3.43
July	2020	5.15
August	2020	5.64
September	2020	9.09
October	2020	10.38
November	2020	15.23
December	2020	9.76
January	2021	19.57
February	2021	15.99
March	2021	19.15
April	2021	11.48
May	2021	19.20
June	2021	15.46
July	2021	19.04
August	2021	11.32

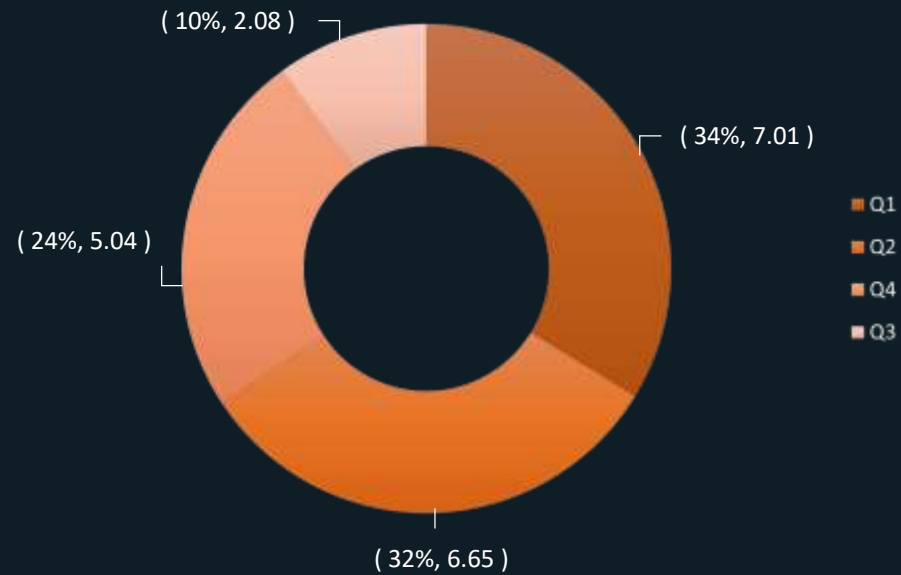
In **Fiscal Year 2020** ATLIQ EXCLUSIVE has achieved highest gross sales from **\$19.53 M** to **\$32.25 M** in the months September, October, and November.

In **Fiscal Year 2021** ATLIQ EXCLUSIVE has achieved **100%** growth from **January** followed by onward months till August.

The **Gross Sales** has increased after pandemic and remain constantly high than the previous year.

INSIGHTS

Total Sold Quantity In 2020 By Quarter



8. IN WHICH QUARTER OF 2020, GOT THE **MAXIMUM** TOTAL SOLD QUANTITY?.

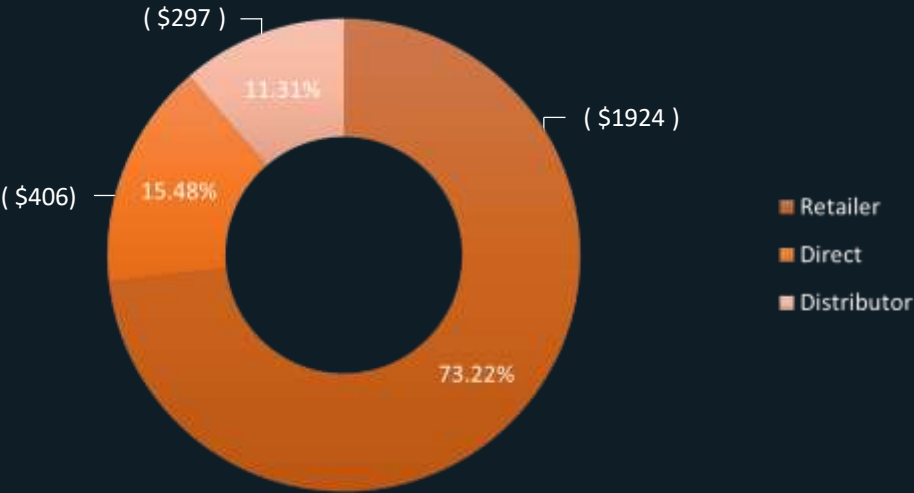
Quarter	Total_sold_qty_mln
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08

In **Fiscal Year 2020** most of the product's sold quantity was in **Q1 (34%)** followed by **Q2 (32%)** which is nearly equal to Q1.

We saw a sudden drop in sales in Q3 and Q4 because of COVID-19.

INSIGHTS

Gross Sales By Channel (In Millions)



9. WHICH **CHANNEL** HELPED TO BRING MORE GROSS SALES IN THE **FISCAL YEAR 2021** AND THE **PERCENTAGE** OF CONTRIBUTION?

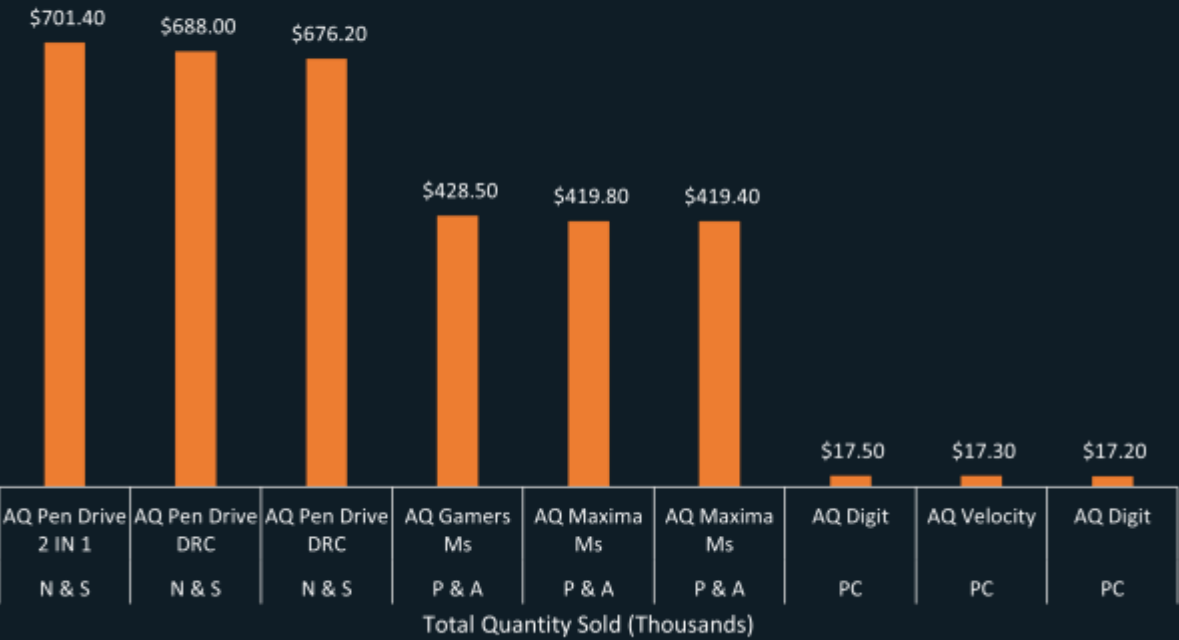
Channel	Gross_sales_mln	Percentage
Retailer	1924.17	73.22
Direct	406.69	15.48
Distributor	297.18	11.31

Majority of the gross sales (**73%**) comes from **Retailers** because Atliq Hardware itself is a **B2B** (Business to Business).

While **15%** gross sales comes from **B2C** (Business to Customer) and rest of the sales comes from **Distributor Channel (12%)**.

INSIGHTS

Top 3 Products In Each Division 2021



10. GET THE **TOP 3 PRODUCTS** IN EACH DIVISION THAT HAVE A HIGH **TOTAL_SOLD_QUANTITY** IN THE **FISCAL_YEAR 2021**?

Division	Prod_code	product	T_qty_sold	Rank
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

In **N & S** division the product which is ranked **No. 1** by sold quantity is **“AQ Pen Drive 2 IN 1”** followed by **“AQ Pen Drive DRC”**.

While in **P & A** division **“AQ Gamers Ms”** is a Hero and ranked as a **No. 1** product by sold quantity and **PC** division has significantly lower sales compare to N & S and P & A.

END
THANK YOU