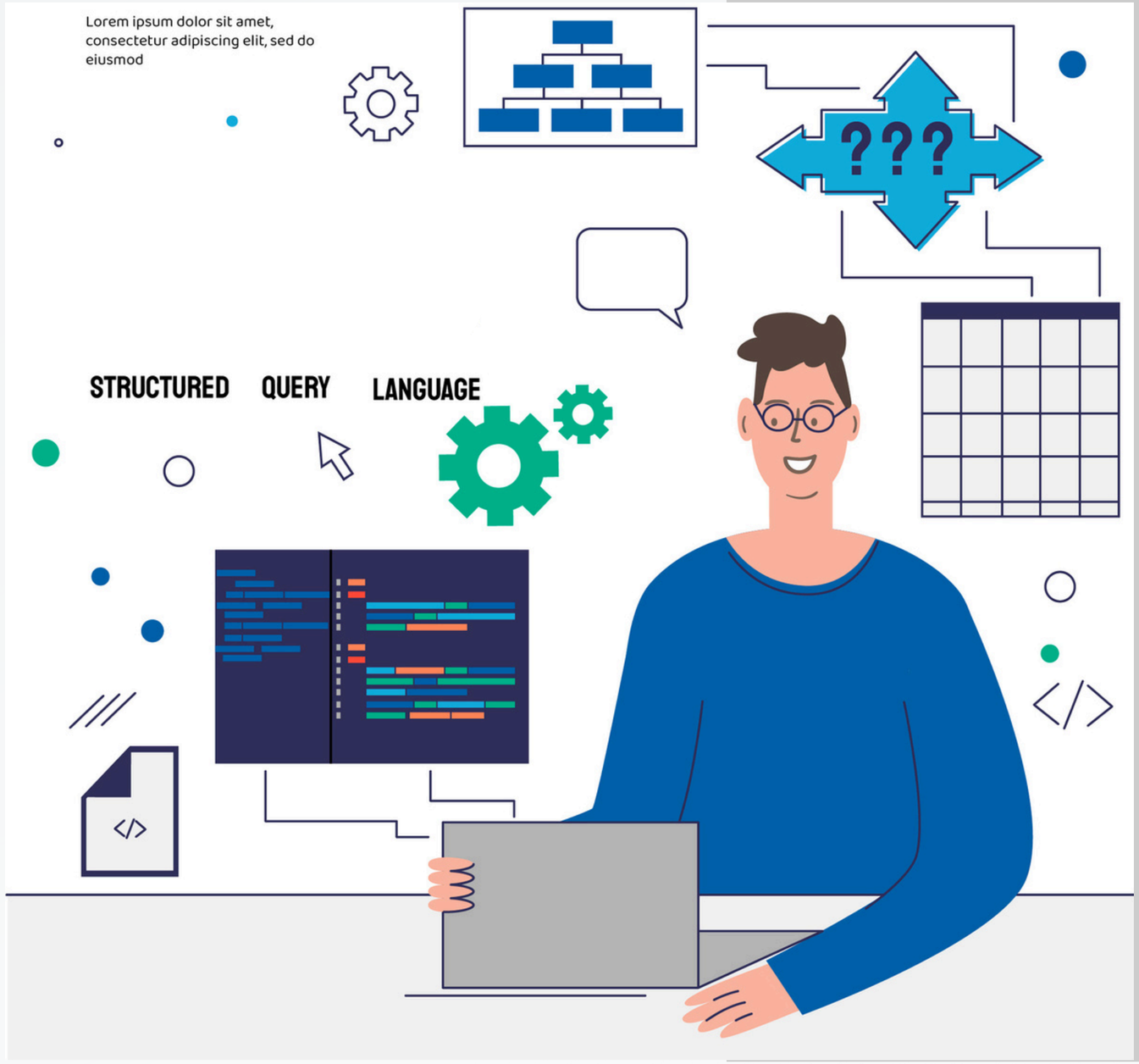
SQL-FINANCE & SUPPLY CHAIN ANALYTICS

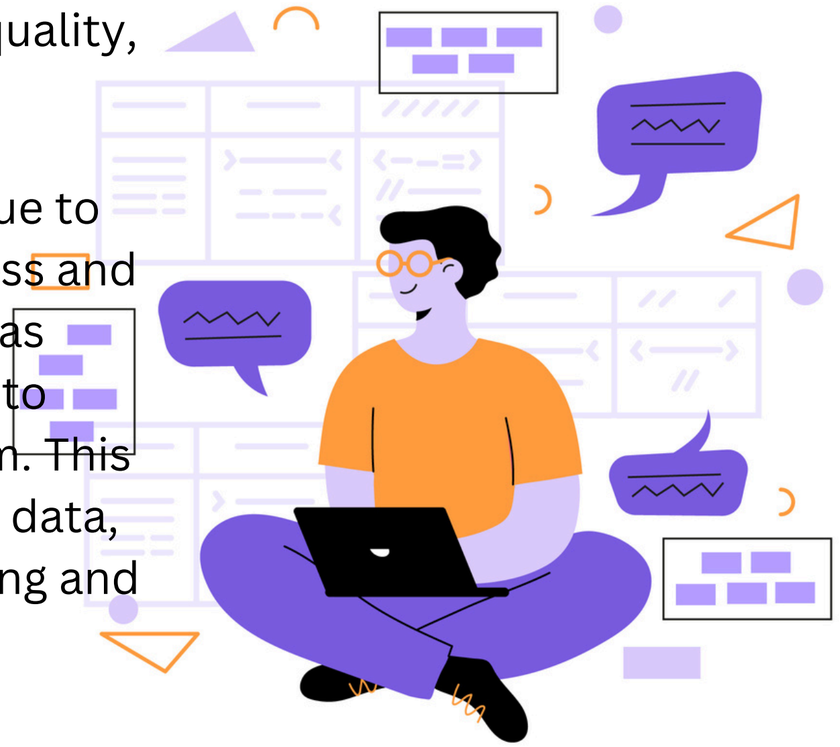
OF ATIQ HARDWARE



About AtliQ Hardware & Problem Statement

- AtliQ Hardware is a prominent player in the hardware industry known for its printers, mice, and computers. They have a global presence and are trusted for their high-quality, innovative products.

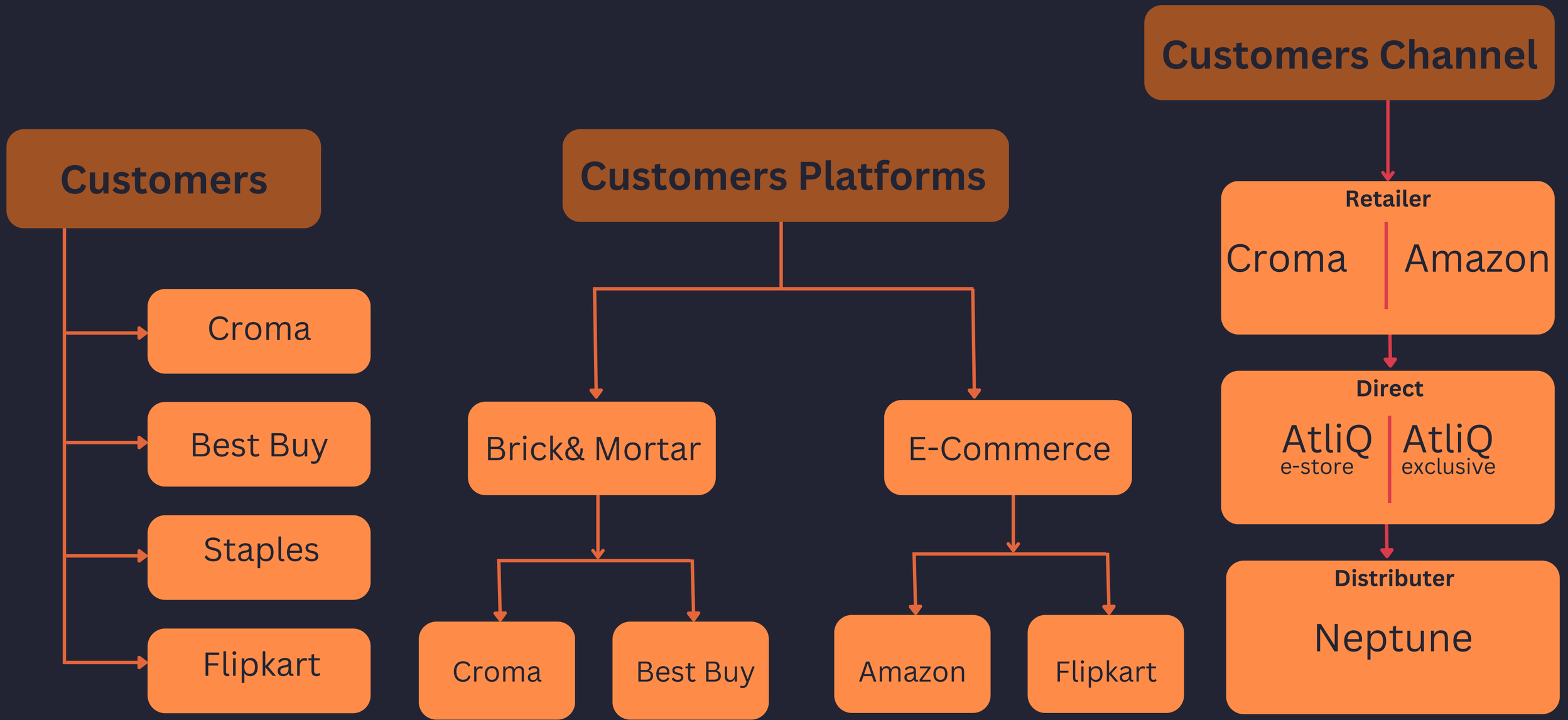
- Atliq Hardware faces significant performance issues due to the growing size of Excel files, causing unresponsiveness and inefficiency. To address this challenge, the company has initiated a project, assembling a team of data analysts to leverage MySQL as their database management system. This approach aims to extract meaningful insights from the data, empowering Atliq Hardware to enhance decision-making and improve overall performance.



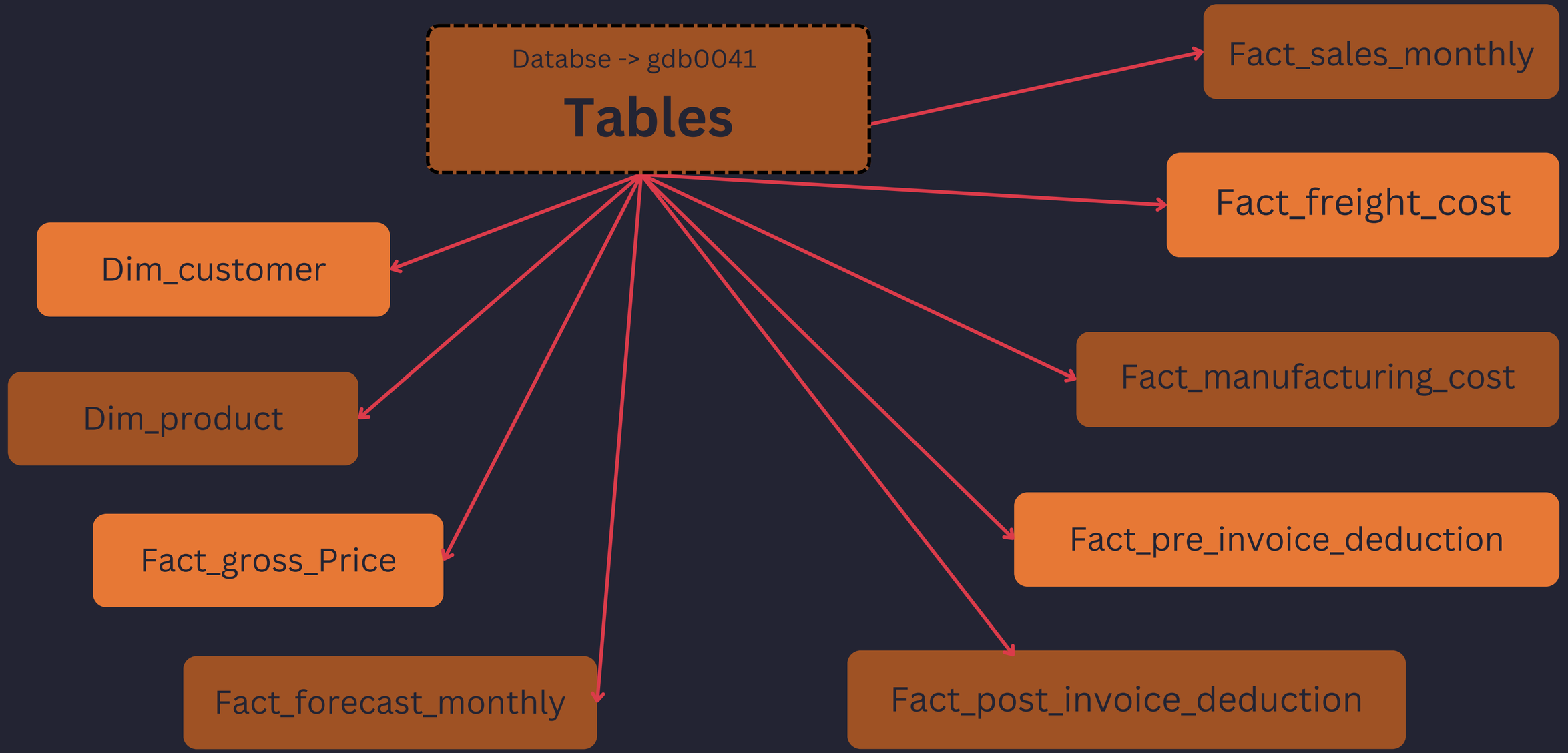
Project Overview

This project aims to analyze and extract valuable insights from Atliq Hardware's comprehensive database, which includes detailed information on sales, products, customers, and regions. The objective is to address key questions related to sales reports, market analysis, customer behavior, and supply chain forecasting. By leveraging this data, we seek to provide in-depth insights that will enhance decision-making, optimize market strategies, and improve overall business performance for Atliq Hardware.

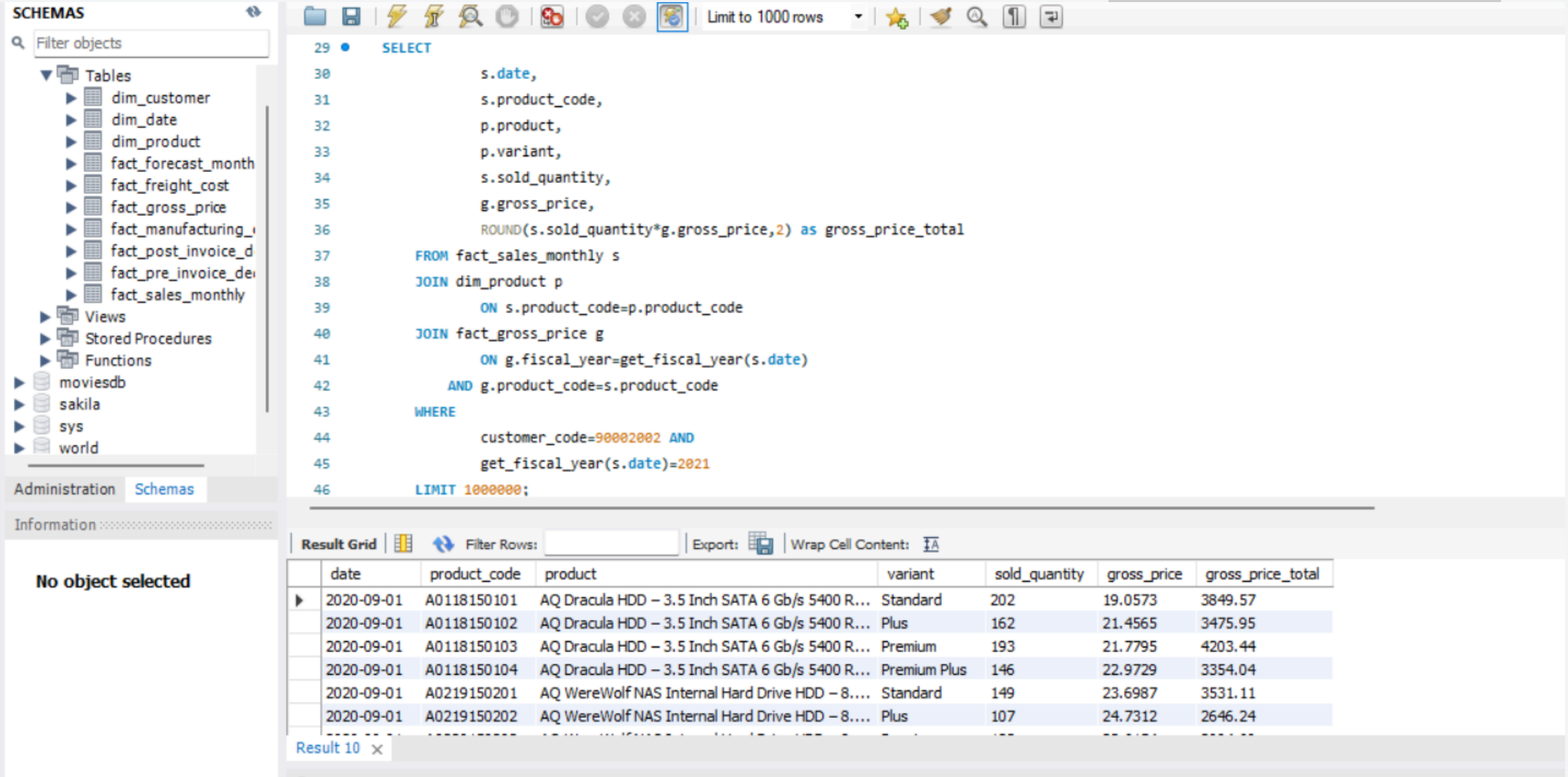
AtliQ Hardwares- Business Model



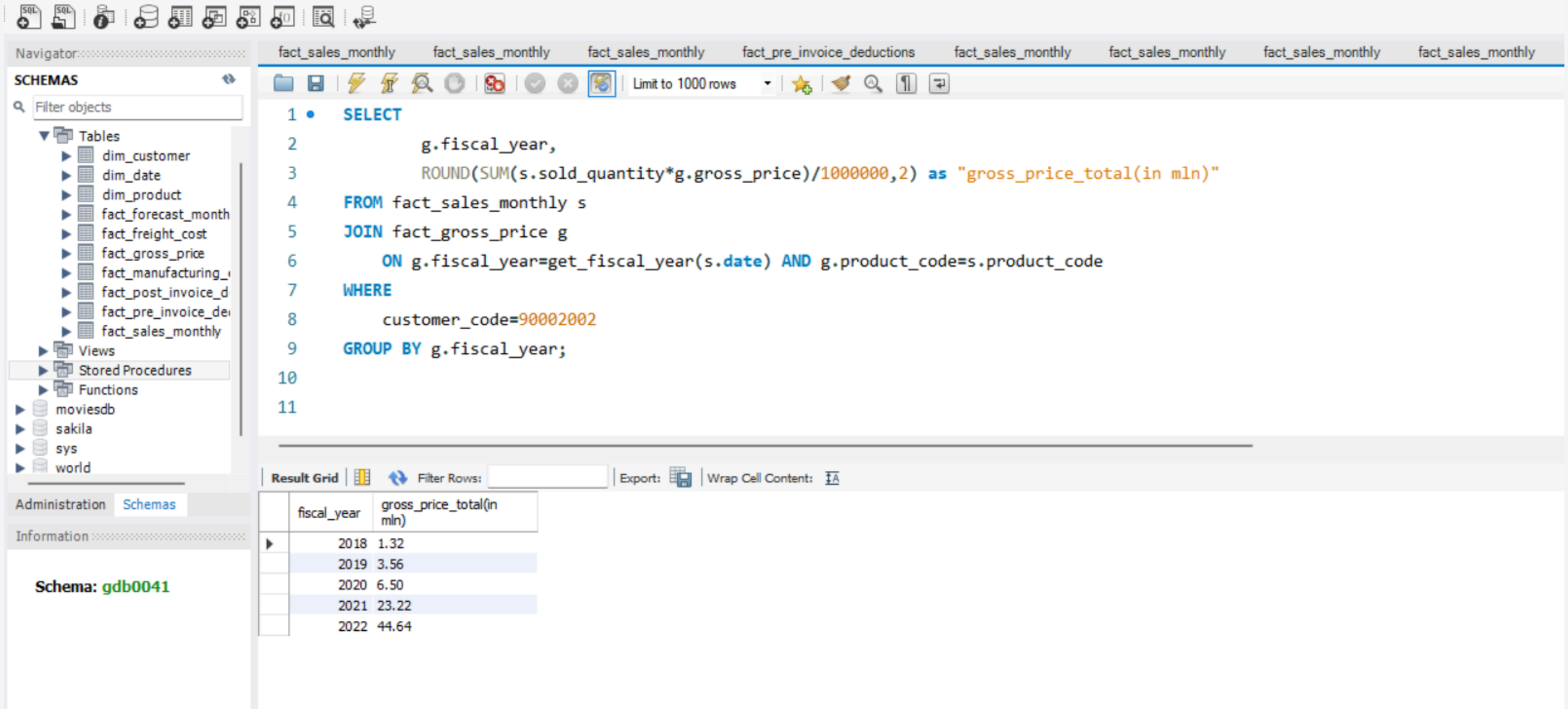
Data Sets


Databse -> gdb0041
Tables
Fact_sales_monthly
Fact_freight_cost
Dim_customer
Fact_manufacturing_cost
Dim_product
Fact_pre_invoice_deduction
Fact_gross_Price
Fact_forecast_monthly
Fact_post_invoice_deduction

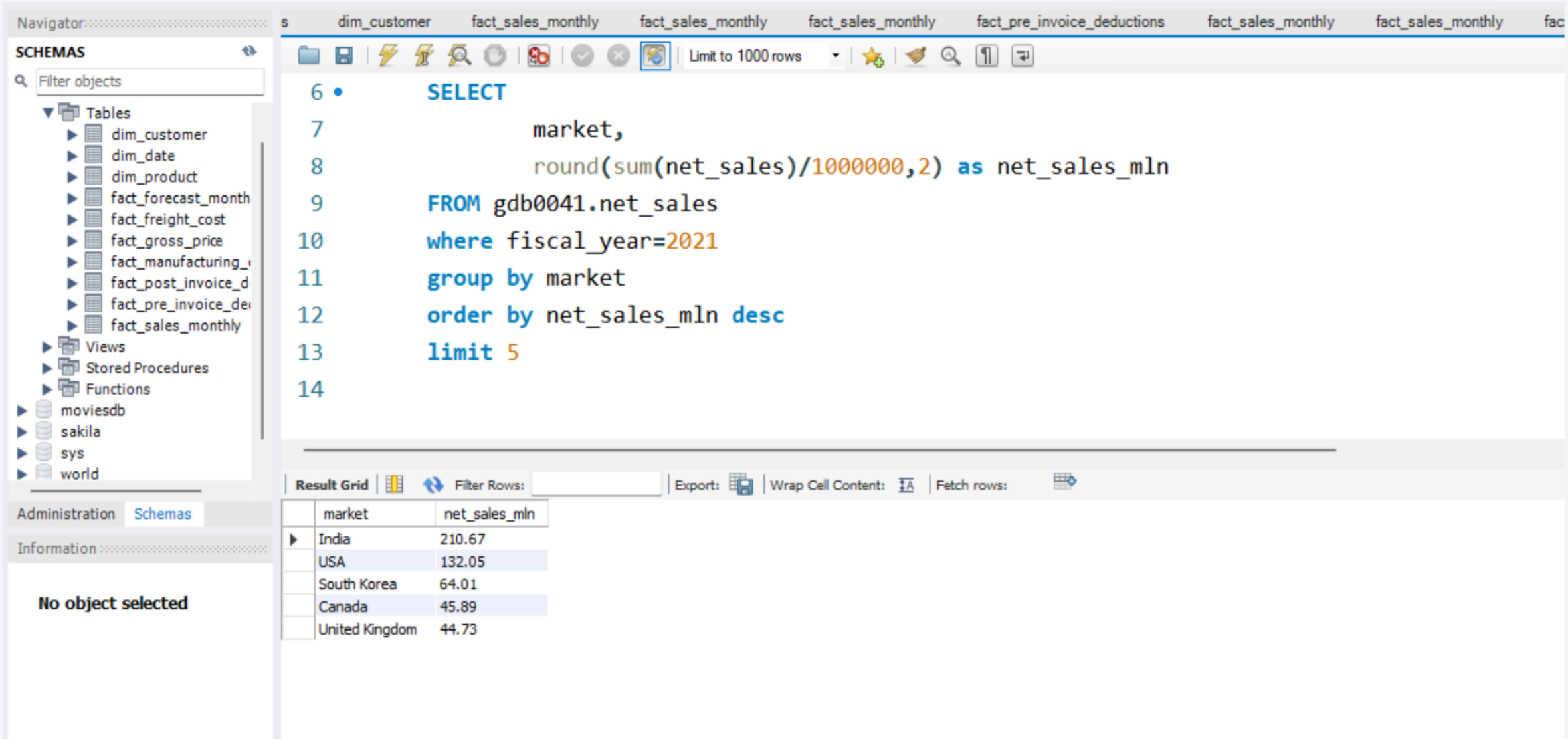
- **Croma India product wise sales report Fiscal year - 2021**



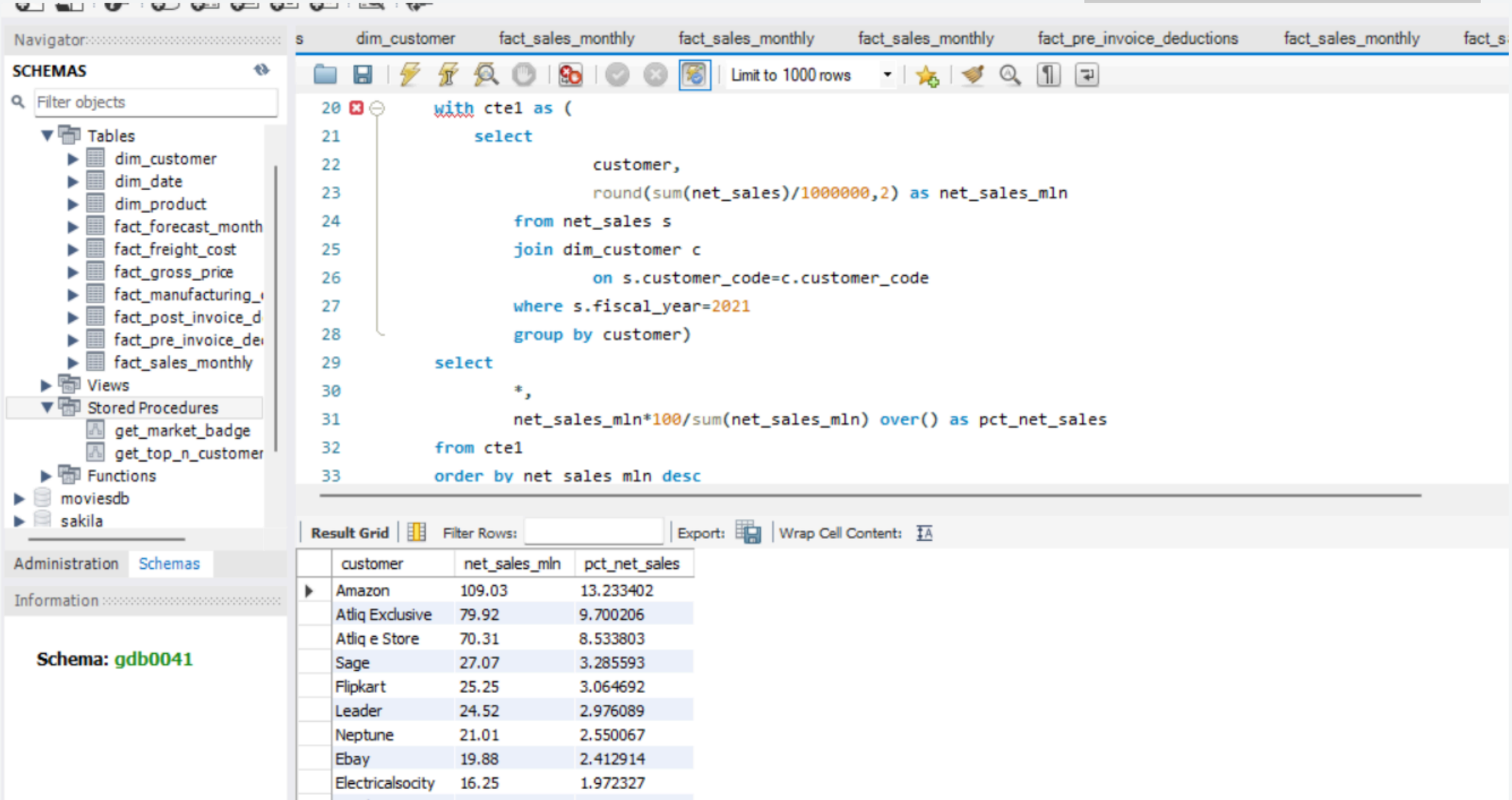
- **Yearly Gross sales report for Croma India**



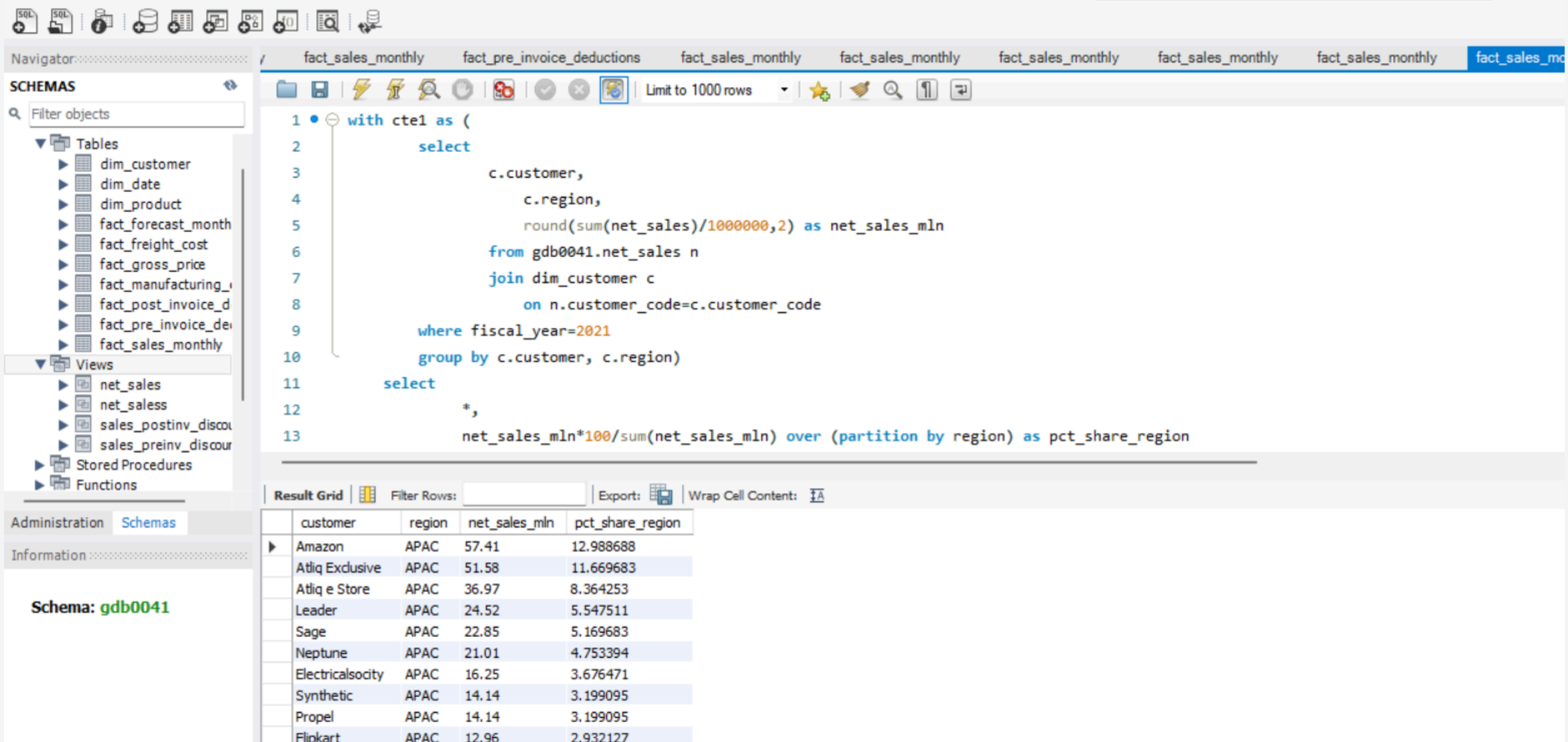
- **Top markets and customers for a financial year “2021”**



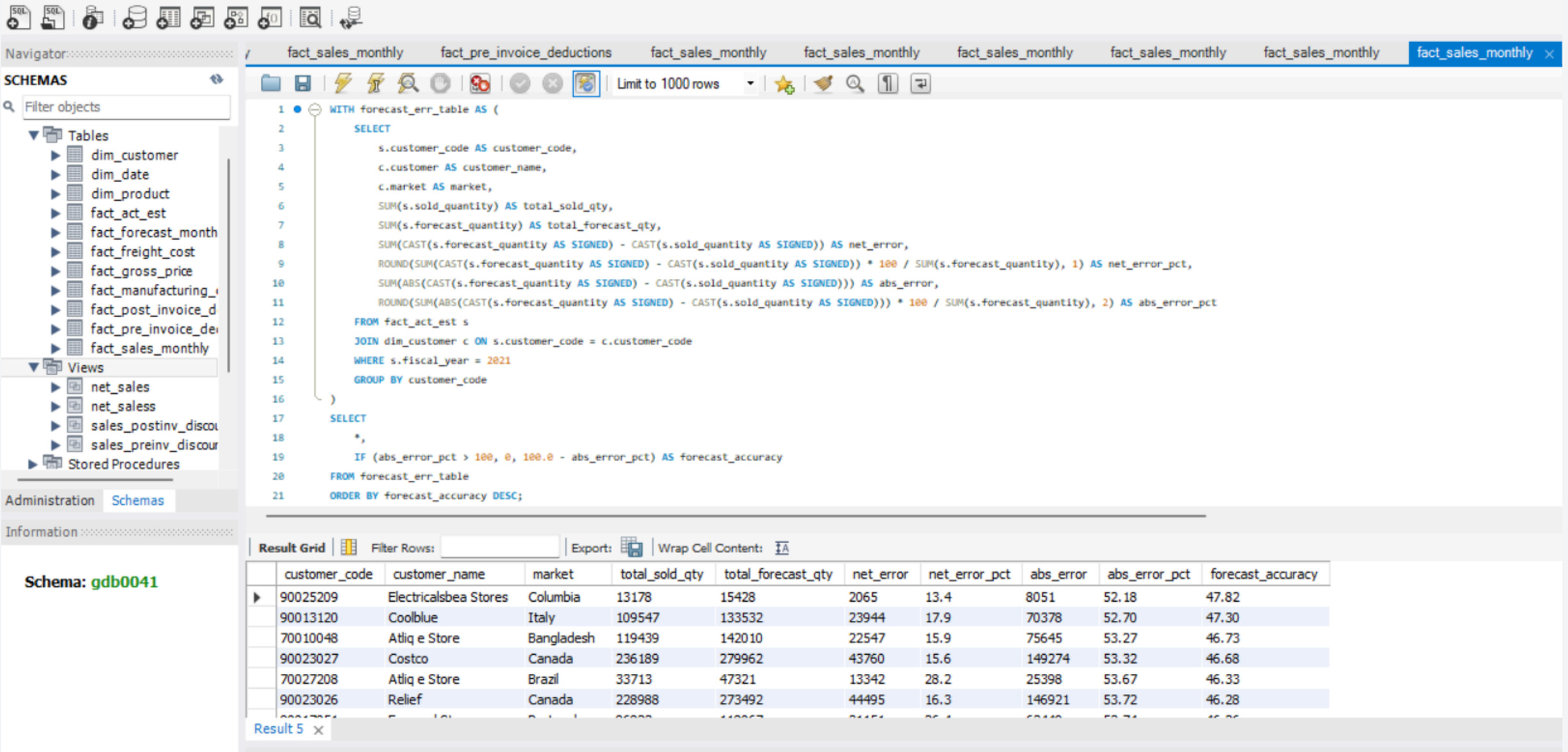
- **Net Sales % share by customers**



- **Net Sales % share by Region - “APAC”**



- **Supply Chain - Forecast Quantity**



Key Findings:

- Amazon Leads Net Sales: In the fiscal year 2021, Amazon achieved the highest net sales with $109.03M, followed by Atliq Exclusive with $79.92M.
- Top Markets: India generated the highest net sales at $210.67M, followed by the USA with $132.05M in the fiscal year 2021.
- Amazon's Market Share: Amazon contributed 13.23% of the total net sales among all customers in the fiscal year 2021.
- APAC Region Performance: In the APAC region, Amazon led with the highest net sales percentage, contributing 12.99% among all customers in 2021.
- India's Dominance in APAC: Within the APAC region, India ranked first in terms of total gross sales.