

# Business Case Study and Report

ATLIQ HARDWARE



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HARDWARE

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# Problem Statement

The Management of Atliq Hardware do not have enough insights to make quick decisions. As a result they want hire a data analyst to analyse the sales data for the fiscal year 2020 and 2021.

# Goal

The goal of this project:

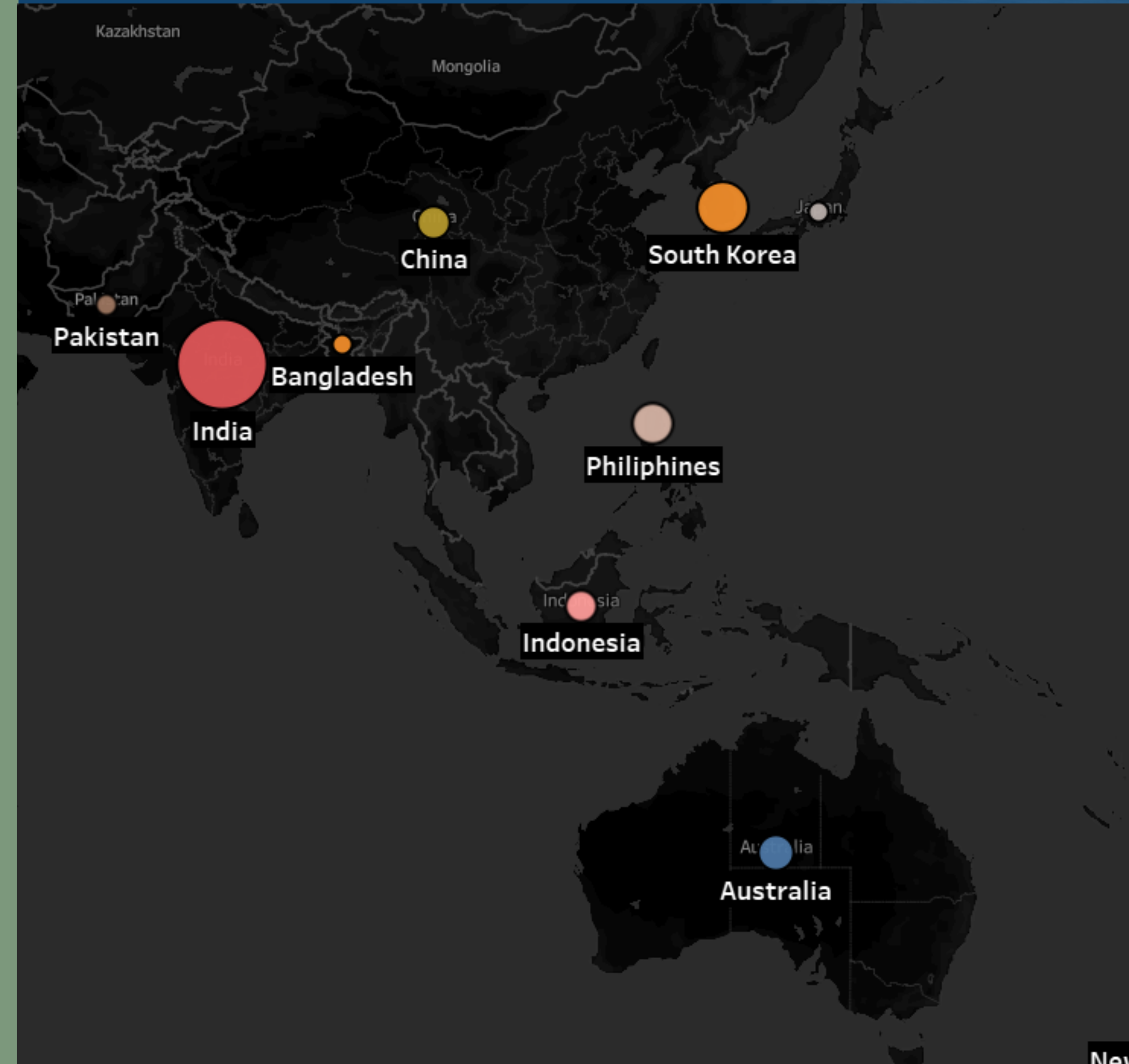
- Analyse 10 ad-hoc request to give management insights to make informed decisions using SQL .
- Additionally a Tableau Dashboard was built to analyse the sales data for the fiscal year 2020 and 2021.

# INSIGHTS

Atliq exclusive of operates in 8 markets in the APAC region

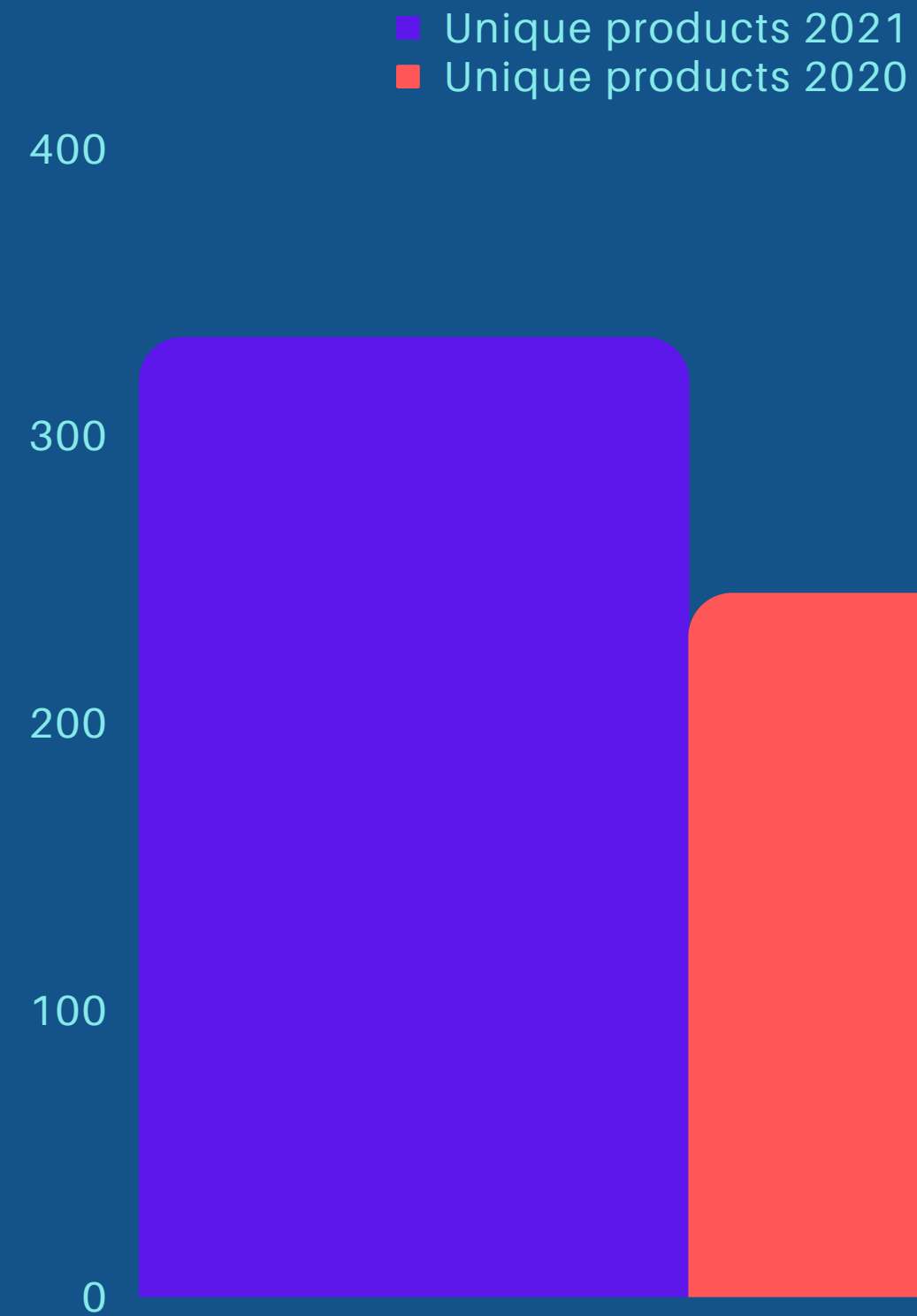
The size of the circle represents the size of the market base on sales

- India
- south Korea
- Philippines
- Austrilia
- China
- Indonasia
- Pakistan
- Bangladesh



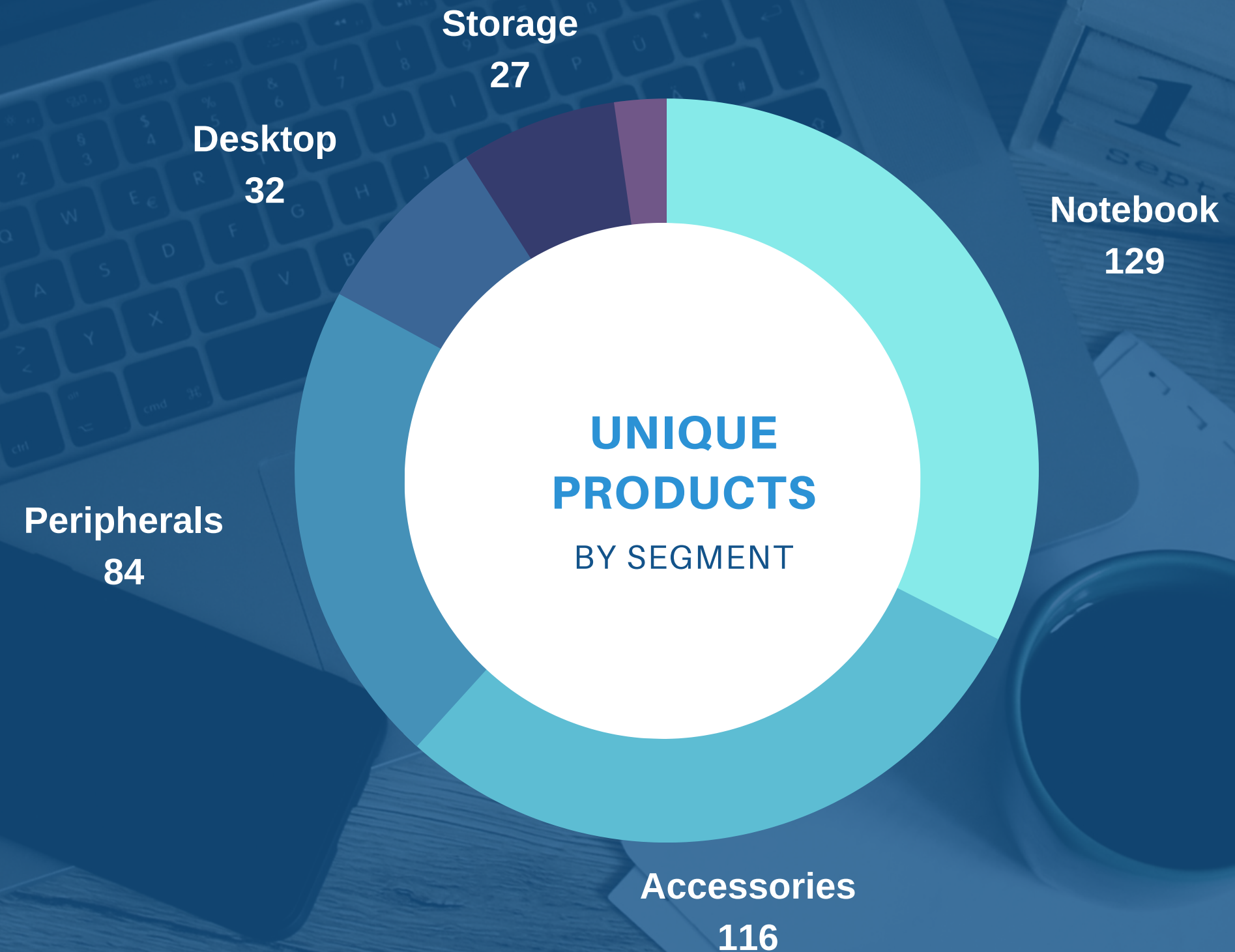
# Unique products

Between fiscal year 2021 and 2020  
89 new products where introduced  
representing 36.33% in increase in unique  
products.

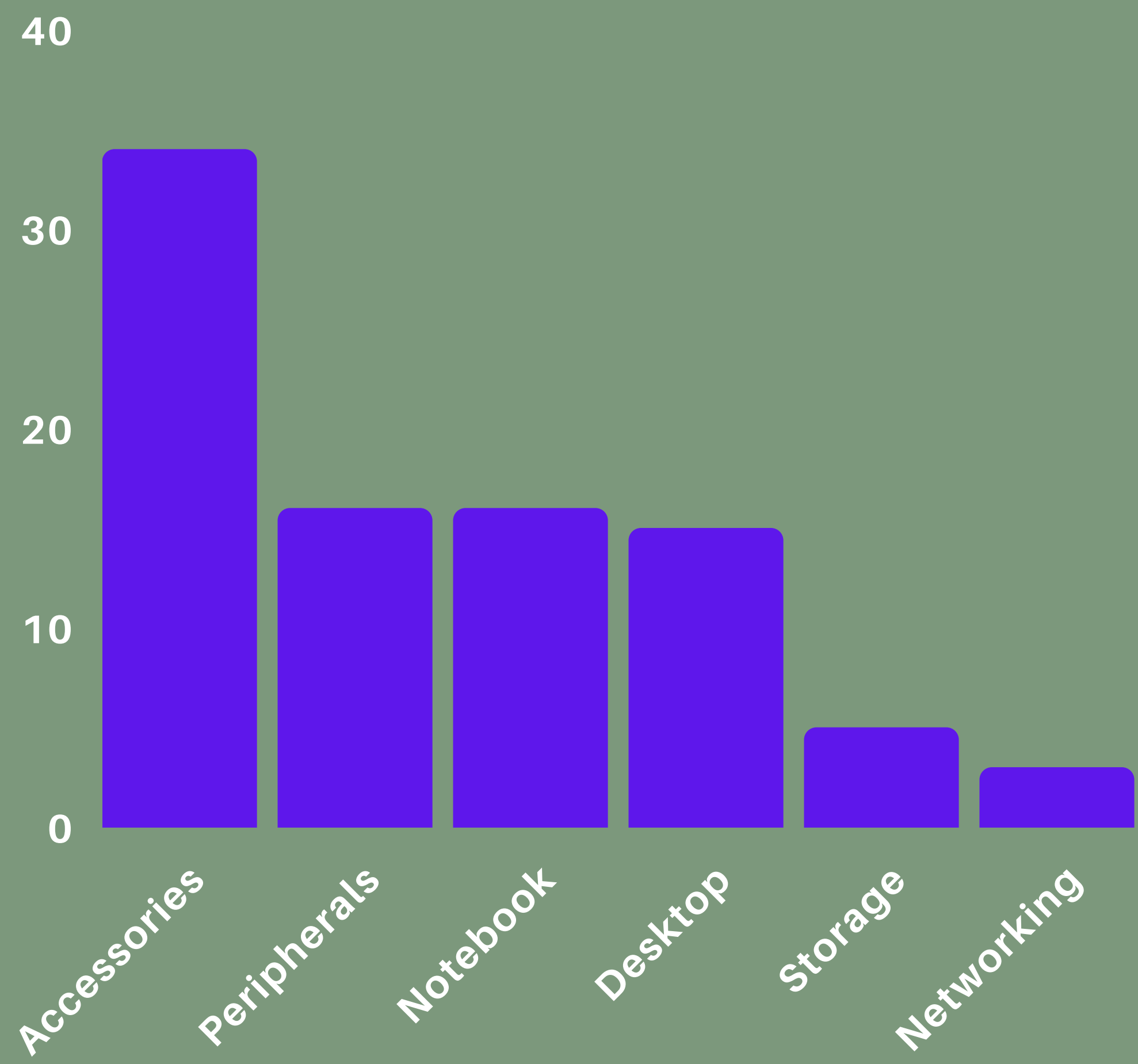


# Unique product counts for each segment

- Atliq Hardware are having competitive advantage by introducing new products which are the main driver of its revenue.
- Notebook had the highest sales of ₹540m with 1.35m quantities sold.
- Accessories made ₹490m with 32.36m quantities sold.
- Destop made ₹90m with the least quantity of sales of 130k.



# Increase in Unique products 2021 vs 2020





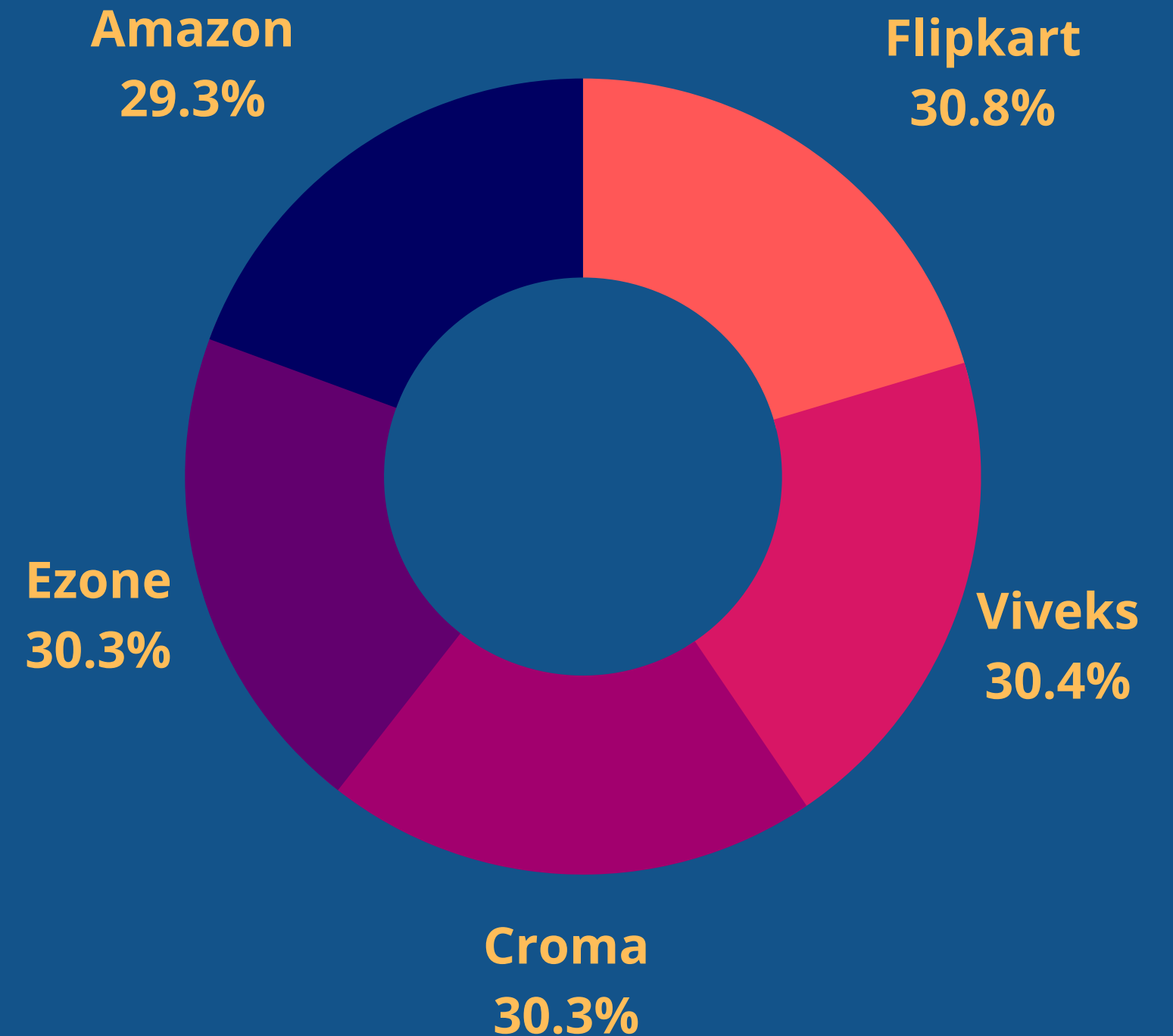
# Products that have the highest and lowest manufacturing costs

	product_code	product	segment	Manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	Desktop	240.5364
	A2118150101	AQ Master wired x1 Ms	Accessories	0.8920



# Average Pre-Discount %

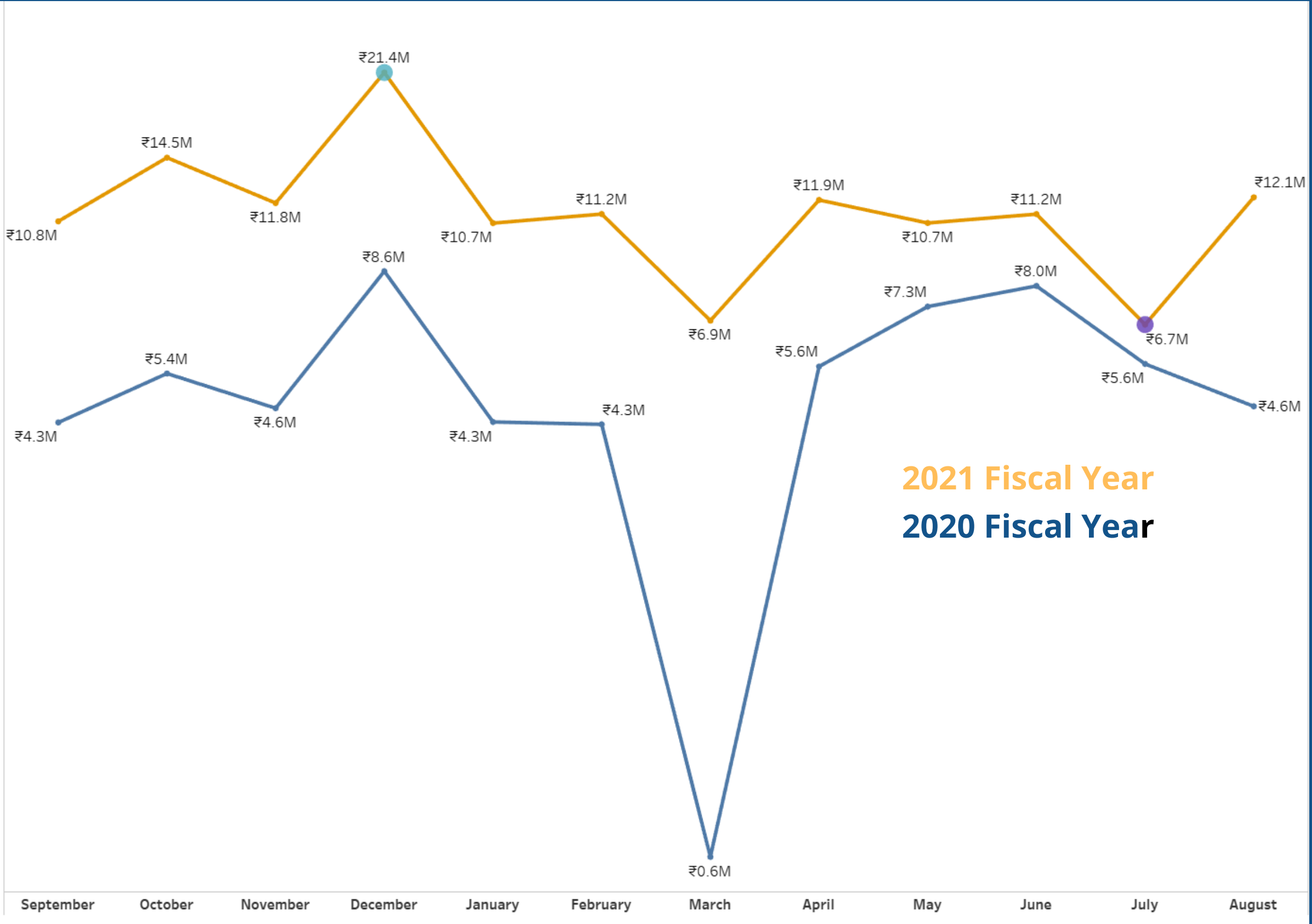
Even though Amazon received the least average pre discount percentage it was the number customer of Aliq with a purchase of ₹224.3 million



# 2021 FY vs 2020 FY

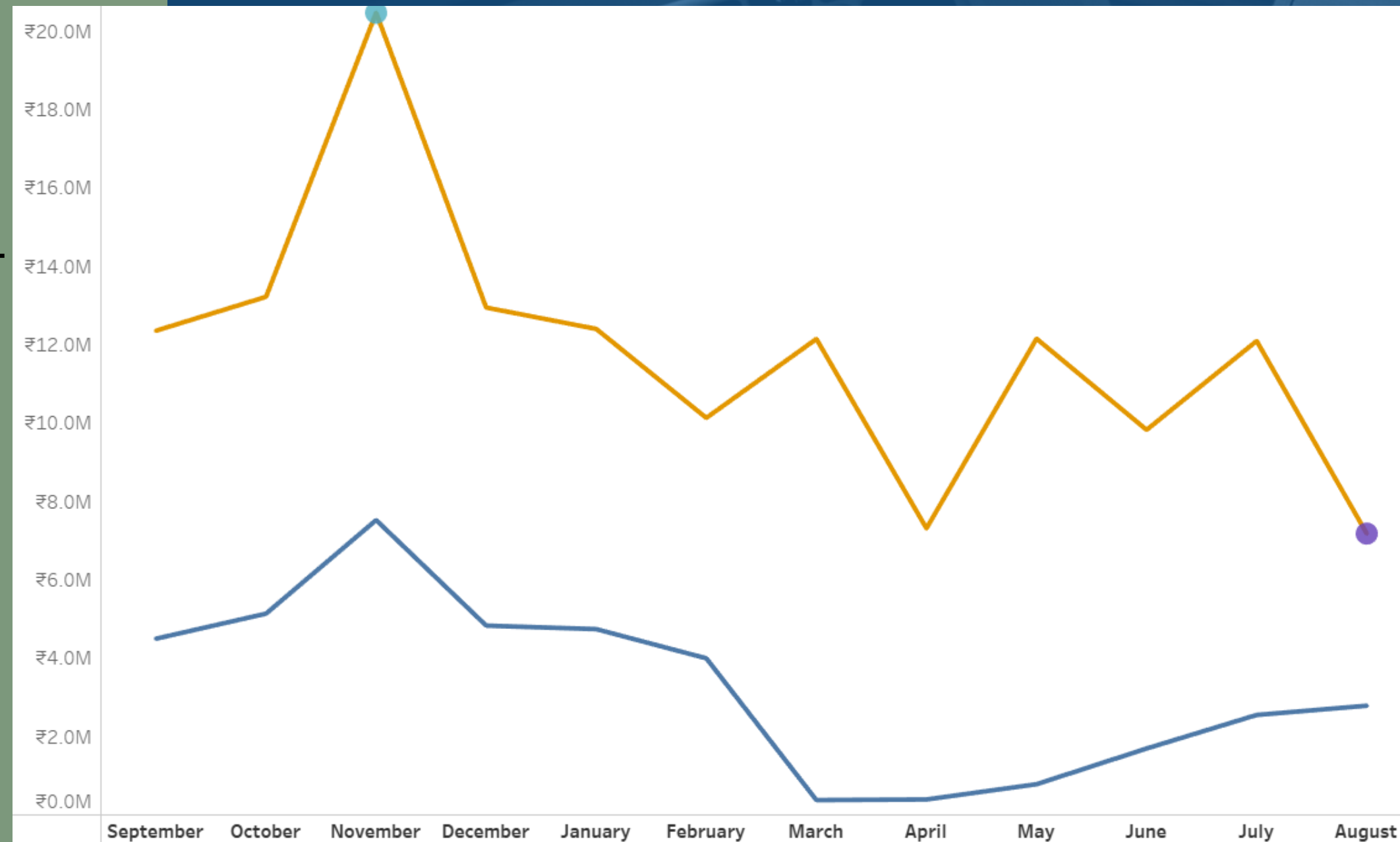
Compared to 2020, 2021 fiscal year general performed better than 2020.

It can be observed that in both year the maximum and minimum sales occurred in December and March respectively.



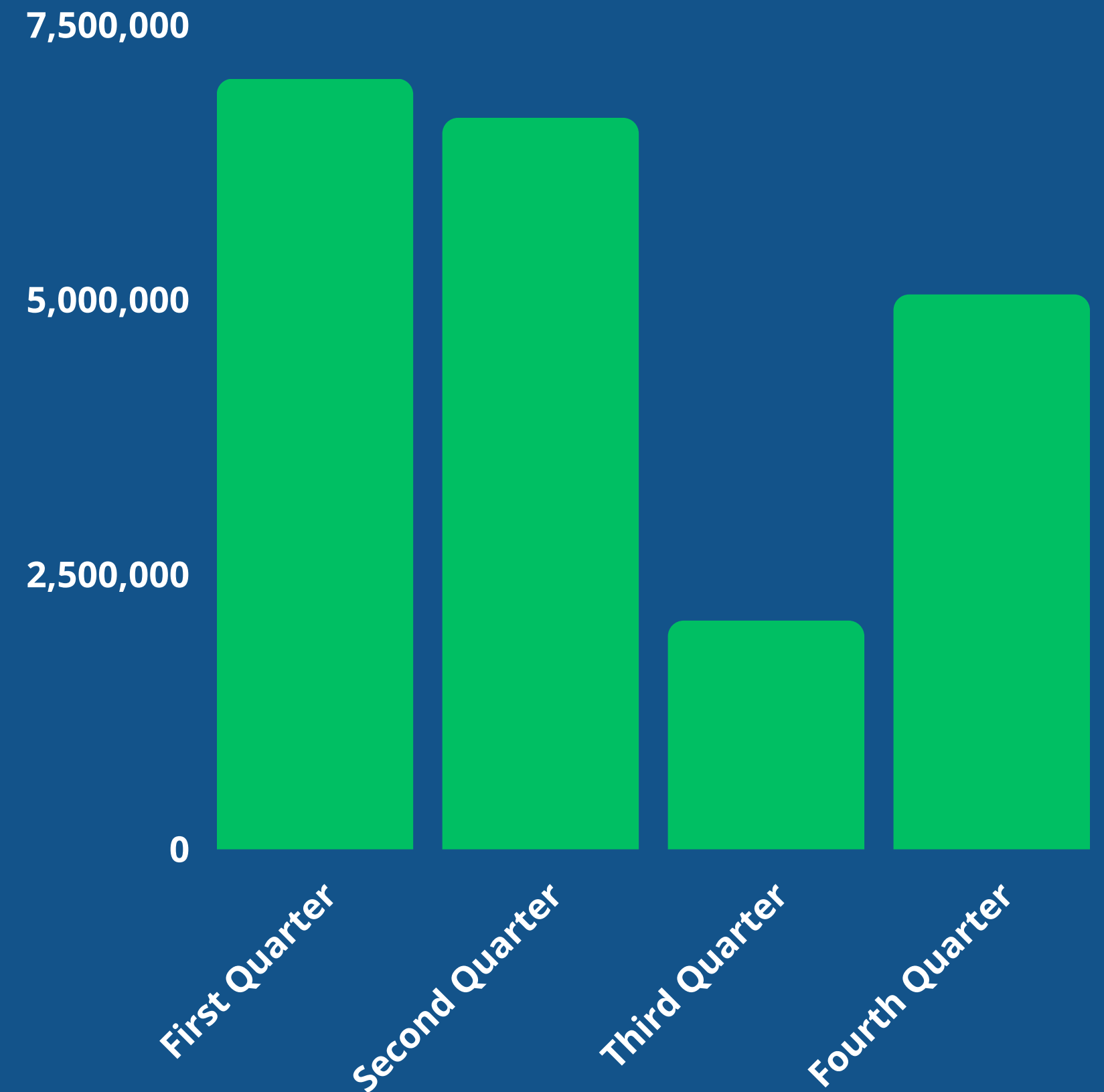
# Atliq Exclusive low and High performing months

- High-performing months for 2021 and 2020 fiscal year was in November
- Low-performing months for 2021 and 2020 fiscal year was in August and March respectively



# Total Quantity sold

First quarter had the highest total quantity sold.



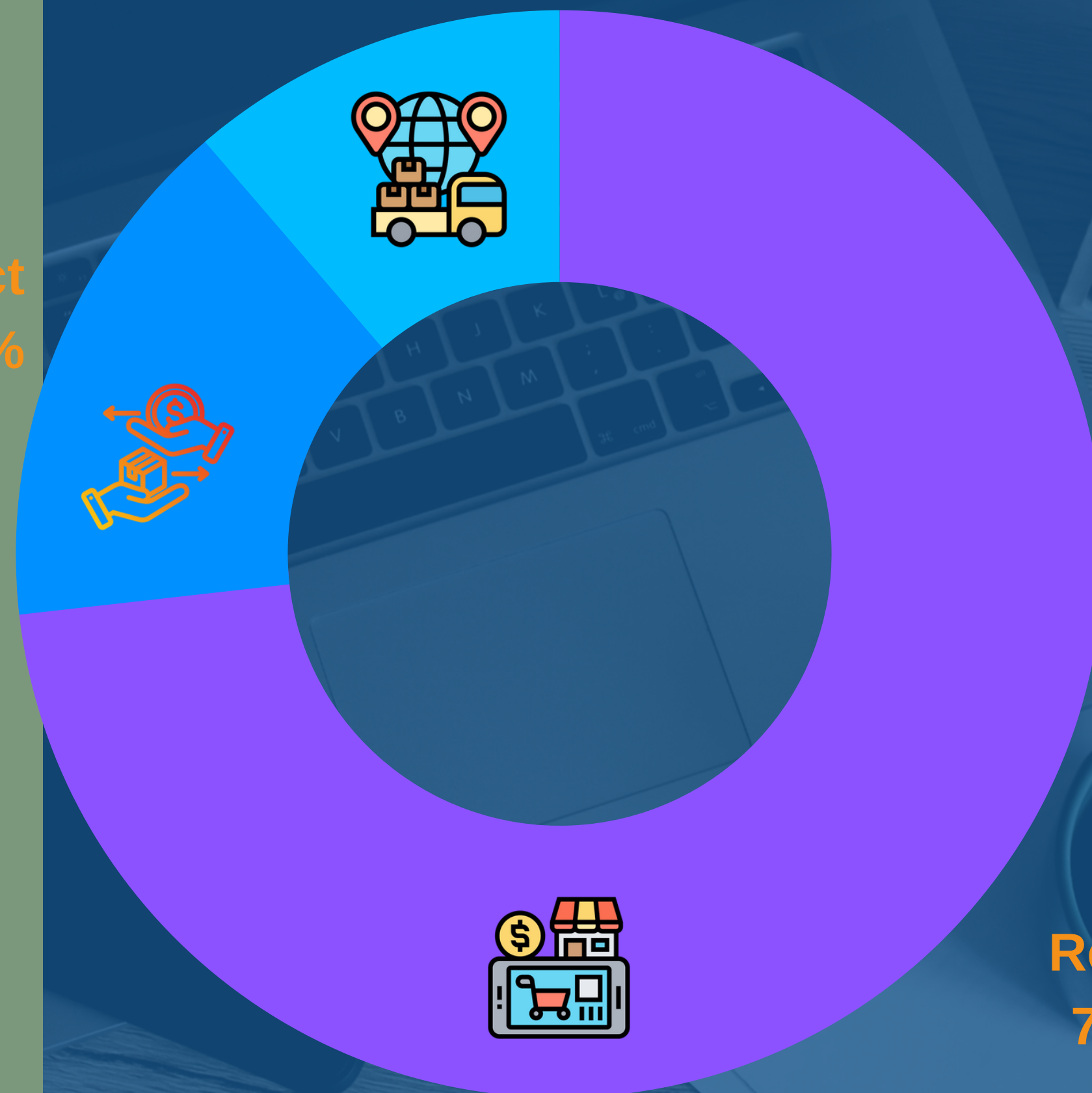
# Channel contribution to Gross sales

Retailer is the highest contributor to gross sales of Atliq hardware both in the 2021 and 2020 fiscal years. Amazon is its top customer in retail outlets.

Direct  
15.5%

Distributor  
11.3%

Retailer  
73.2%



# Top 3 products in each division

product	product_code	division	Total_quantity_sold	top_rank
AQ Pen Drive 2 IN 1	A6720160103	N & S	701373	1
AQ Pen Drive DRC	A6818160202	N & S	688003	2
AQ Pen Drive DRC	A6819160203	N & S	676245	3
AQ Gamers Ms	A2319150302	P & A	428498	1
AQ Maxima Ms	A2520150501	P & A	419865	2
AQ Maxima Ms	A2520150504	P & A	419471	3
AQ Digit	A4218110202	PC	17434	1
AQ Velocity	A4319110306	PC	17280	2
AQ Digit	A4218110208	PC	17275	3