

# INTRODUCTION

Atliq Hardwares is one of the leading computer hardware producers in India and well expanded in other countries too.

However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions. They want to get help from their data analytics team

A brief info about the company:

Fiscal year starts from the month of September

All amounts are in \$

Data is generated from date FY 2020 - FY 2021

These reports are generated from SQL queries

The target audience of this dashboard is top level management

*Presented by*

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## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q1.** Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

market	sub_zone	customer	region
Australia	ANZ	Atliq Exclusive	APAC
Bangladesh	ROA	Atliq Exclusive	APAC
India	India	Atliq Exclusive	APAC
Indonesia	ROA	Atliq Exclusive	APAC
Japan	ROA	Atliq Exclusive	APAC
Newzealand	ANZ	Atliq Exclusive	APAC
Philiphines	ROA	Atliq Exclusive	APAC
South Korea	ROA	Atliq Exclusive	APAC

**Q2.** What is the percentage of unique product increase in 2021 vs. 2020?



## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q3.** Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

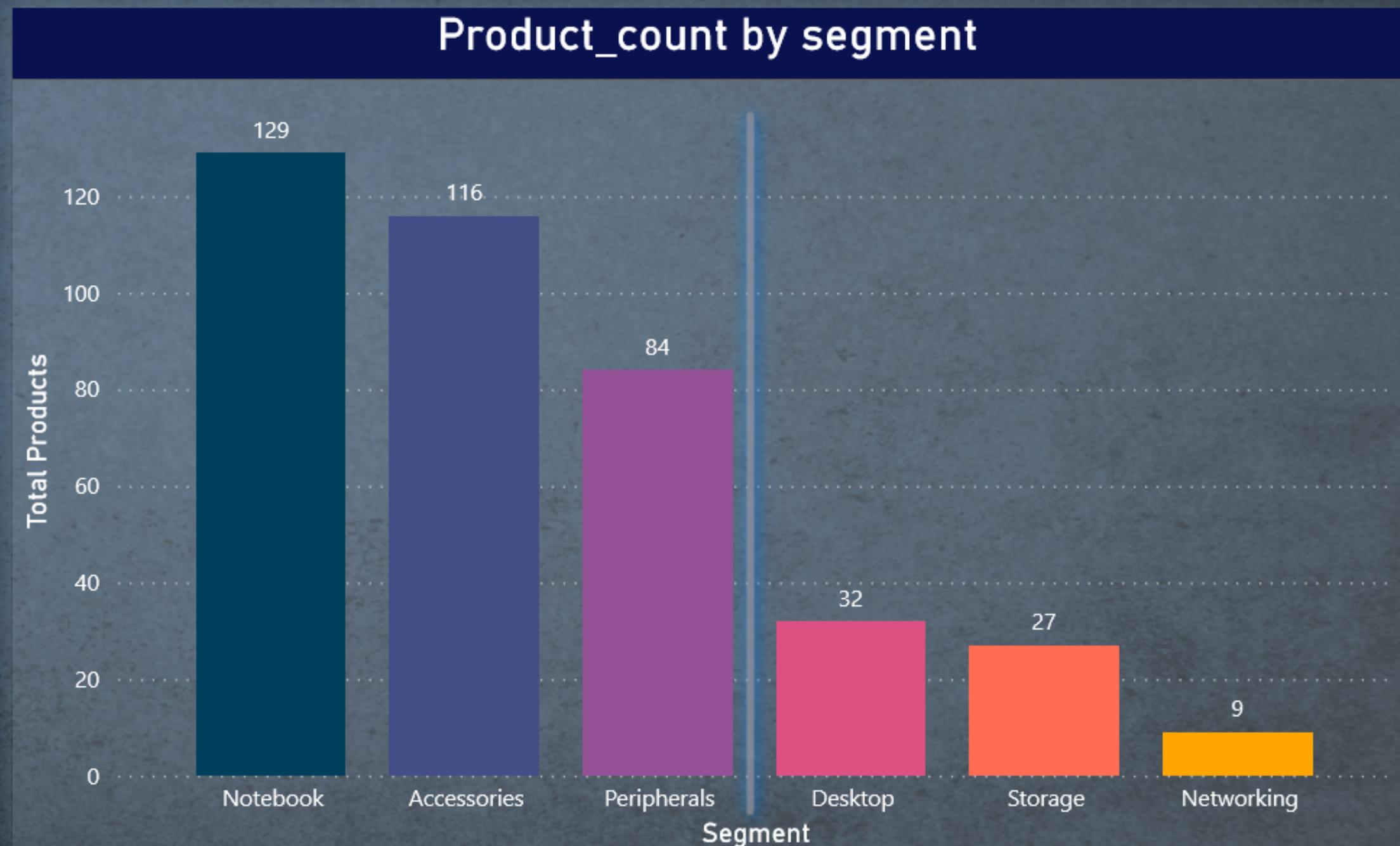
### Insights

More than **80%** of the total product counts come only from 3 segments

We can see that the SKUs are not spread equivalently

This is strategically significant as, Manufacturing cost of Desktop , Storage and Networking is greater than that of Notebook, Accessories and Peripherals

Hence the diversification of products in these segments



**Q4.** Which segment had the most increase in unique products in 2021 vs 2020?

## Insights

All 4 of the total product segments have shown a significant increase in new products in 2021, especially **Accessories**

However, we can see that in the storage and networking sections there has been very minimal new product development.

This can mean either of two things:

- a. Cost to profit ratio in these segments is less compared to the other 4
- b. Atliq is able to capture the market and create a brand presence with these units only, i.e existing product feedback is **GOOD**

Segment	Unique_Products_2020	Unique_Products_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

## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q5.** Get the products that have the highest and lowest manufacturing costs.

Top and Bottom 5 products respectively by Manufacturing cost

### Insights

All Manufacturing costs for Desktops (AQ Home) is the highest in all segments

Likewise, for the peripherals segment, Manufacturing cost is strictly on the bottom side

This is one of the prime reasons why Peripherals has a lot more unique product count (84), whereas Desktop has only 32 unique products in its segment

We would require to check on the gross sales figures to get an idea which segments is performing best in the market

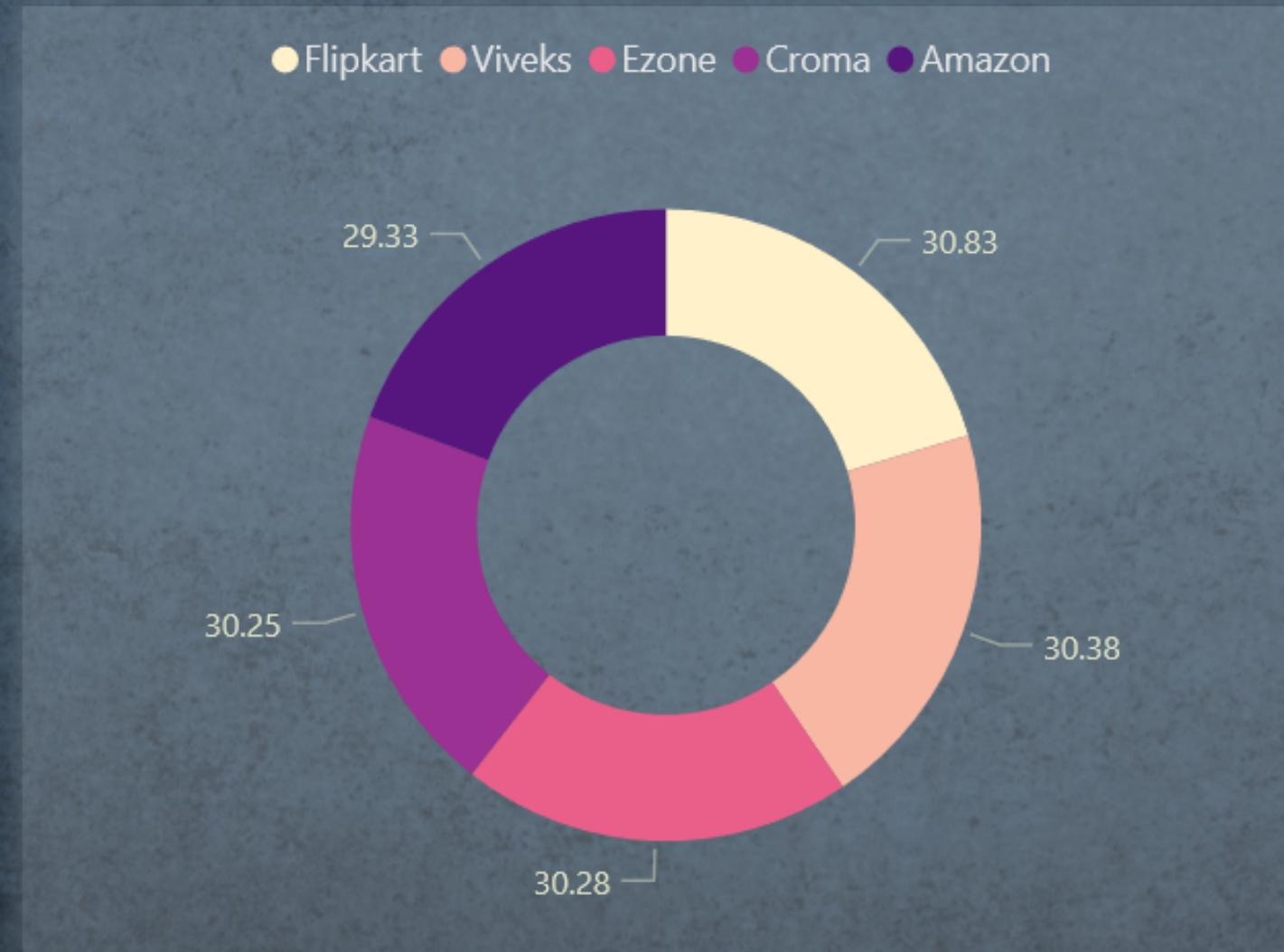
Product	Product Code	Manufacturing Cost
AQ HOME Allin1 Gen 2	A6120110206	\$240.54
AQ HOME Allin1 Gen 2	A6120110205	\$240.31
AQ HOME Allin1 Gen 2	A6119110204	\$238.77
AQ HOME Allin1 Gen 2	A6119110203	\$238.62
AQ HOME Allin1 Gen 2	A6119110202	\$238.24
AQ Master wired x1 Ms	A2118150102	\$1.05
AQ Master wired x1 Ms	A2118150101	\$0.92
AQ Pen Drive DRC	A6818160201	\$0.92
AQ Pen Drive DRC	A6818160201	\$0.90
AQ Master wired x1 Ms	A2118150101	\$0.89

## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q6.** Generate a report which contains the top 5 customers who received an average high pre invoice discount % for the fiscal year 2021 and in the Indian market.

### Top 5 customers by Average discount %

customer	Customer_Code
Amazon	90002016
Flipkart	90002009
Viveks	90002006
Ezone	90002003
Croma	90002002



### Insights

All these customers have almost a similar pre invoice discount of ~ 30%

However the channels are different:

Flipkart, Amazon, Viveks being E-commerce giants, Ezone and Croma being offline retailers

We can conclude that Atliq is trying to expand its business via multiple channels with strategic discounts so as to capture the market share

## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q7.** Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

### Insights

Sales took a hit on March 2020, due to spreading of Covid-19

November 2020 saw the highest spike in sales.

This trend is seen worldwide due to covid limiting everyone to homes and increase of online education

**Record PC sales in 2020 as COVID limits work, education to homes**

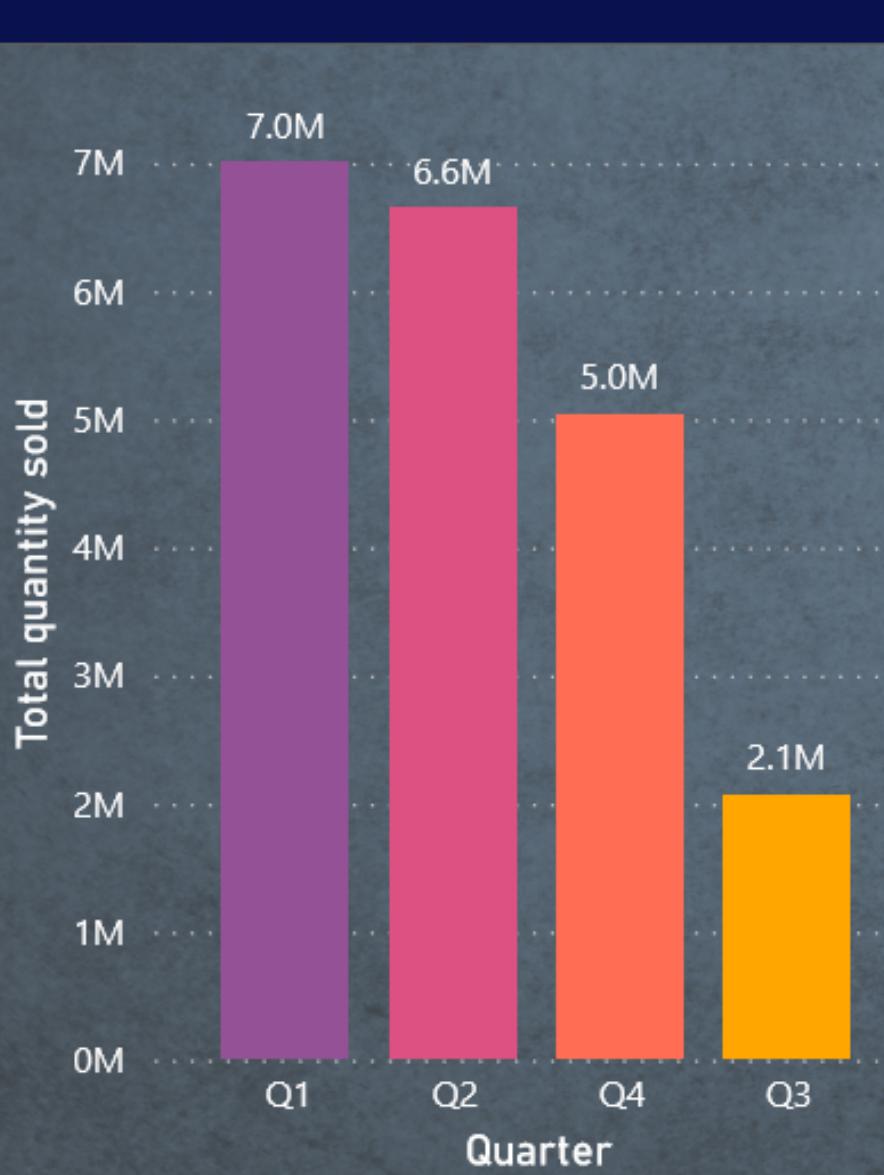
According to the latest data by research firm Canalys, the shipments across desktop, notebook, and workstations increased by 25 per cent from a year ago to reach a record 90.3 million units in Q4 of 2020



## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q8. In which quarter of 2020, we got the maximum total sold quantity?**

Total quantity sold by Quarter



Total Quantity - Month and Quarter



**Q9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?**

## Insights

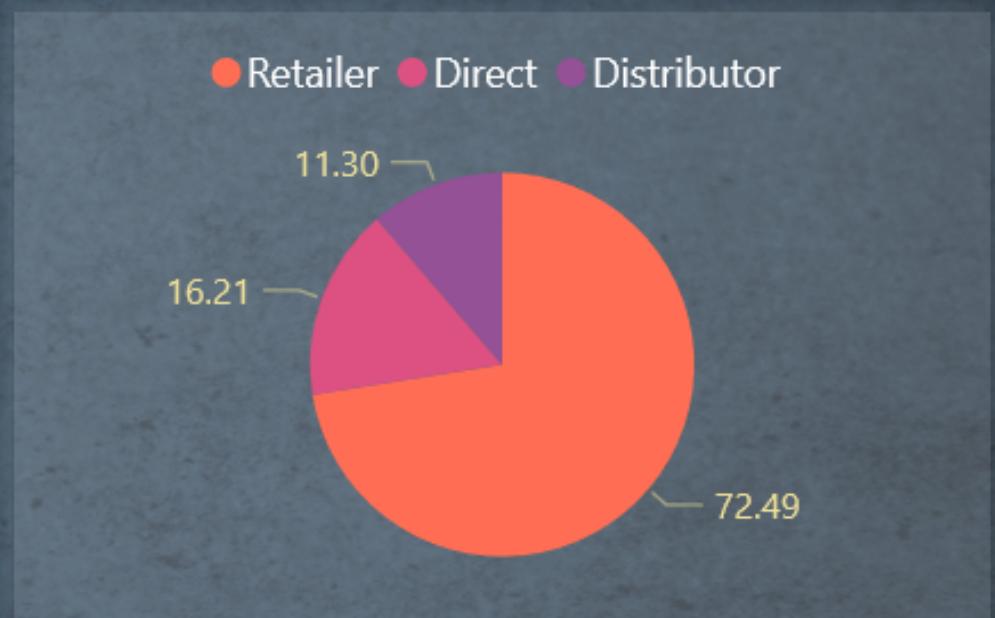
Retailers like Amazon, Flipkart, Croma contribute primarily towards Gross sales with more than 72% of the overall contribution

Direct Channel refers to Atliq Exclusive & Atliq e Store and we can observe that they are growing significantly as seen in Gross Sales contribution (16%)

Distributors refer to Neptune, Synthetic, Novus, Sage & Leader and are prevalent in China, Philippines and South Korea

**Distribution of Gross Sales by Channel**

Channel	Gross sales in \$ Mil.	% contribution
Retailer	\$2,690.56	72.49
Direct	\$601.71	16.21
Distributor	\$419.45	11.30



## CHALLENGE #4 - Provide insights to management in FMCG Domain

**Q10. Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021**

### Insights

This data reflects the top 3 products per division based on total sales quantity in FY 2021

Network and Storage although have seen less new product changes in FY 2021 have successfully become the most sold items of Atliq Hardwares

**Top 3 Products Sold in 2021 per Division**

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