



ATLIQ HARDWARES

CONSUMER GOODS AD_HOC INSIGHTS

BY:

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INTRODUCTION

Atliq Hardwares (imaginary company), a leading computer hardware producer in India with a global presence, faces a challenge in obtaining timely and insightful data for decision-making.



PROBLEM STATEMENT

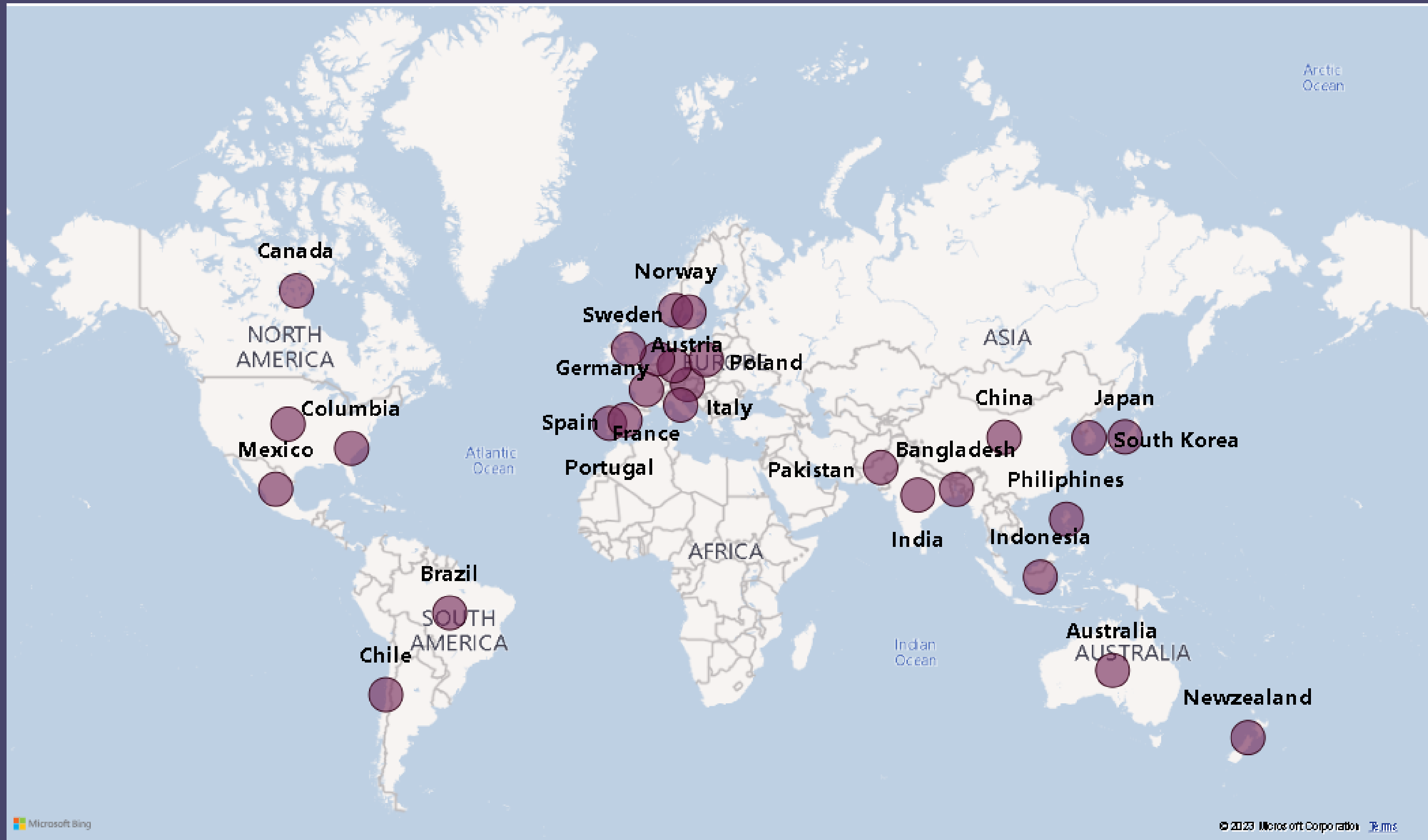
The management lacks quick and data-informed decision-making due to a lack of insights, To address this challenge, the task involves analyzing 10 ad-hoc requests to derive actionable insights for for top-level management.



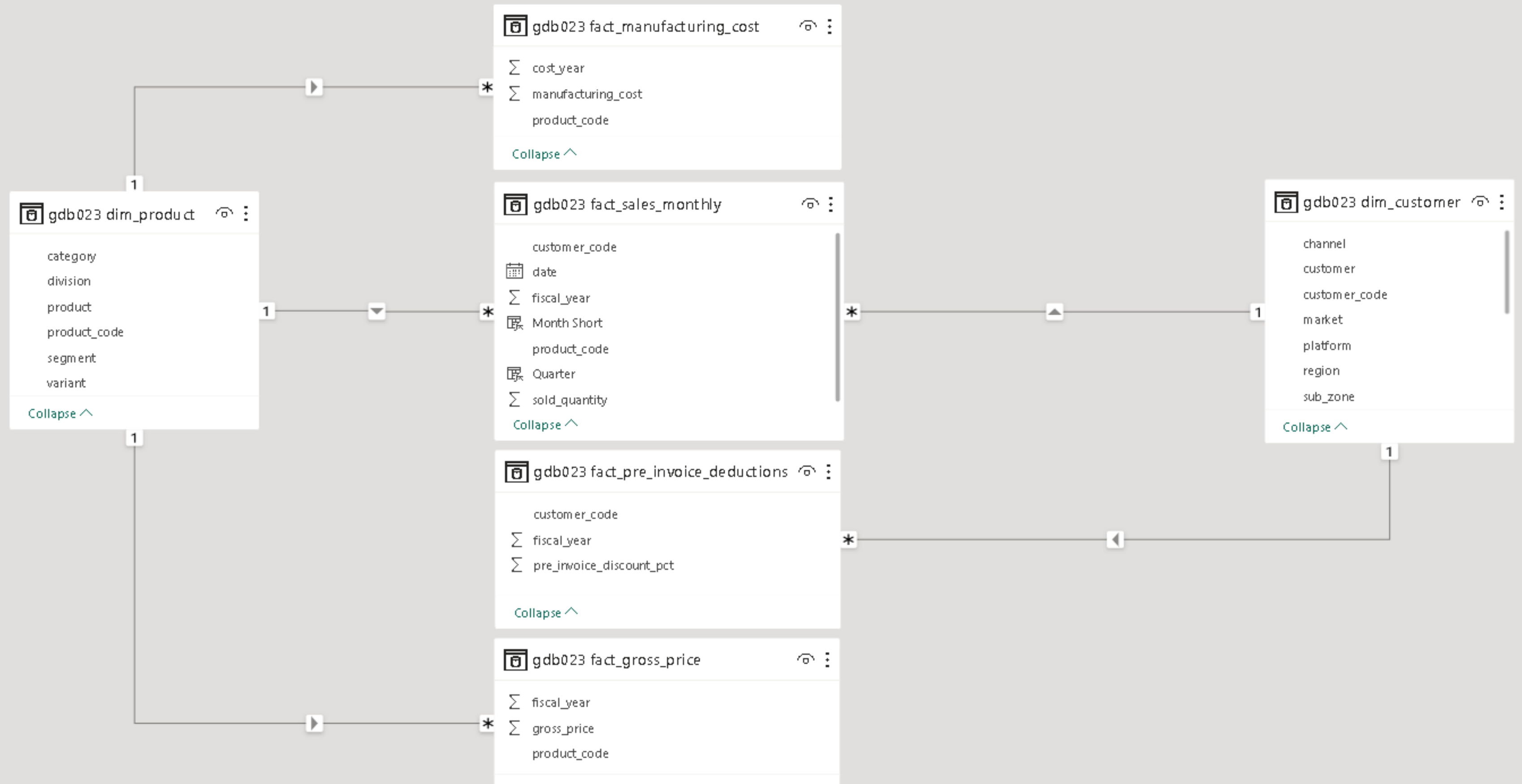
SOLUTION

Run SQL queries to address the ad-hoc requests. The derived insights will be creatively showcased through visualizations tailored for top-level management.

ATLIQ'S MARKET



OVERVIEW OF DATASET STRUCTURE





— UNLOCKING INSIGHTS:

NAVIGATING AD-HOC QUERIES,
RESULTS, AND VISUALS.

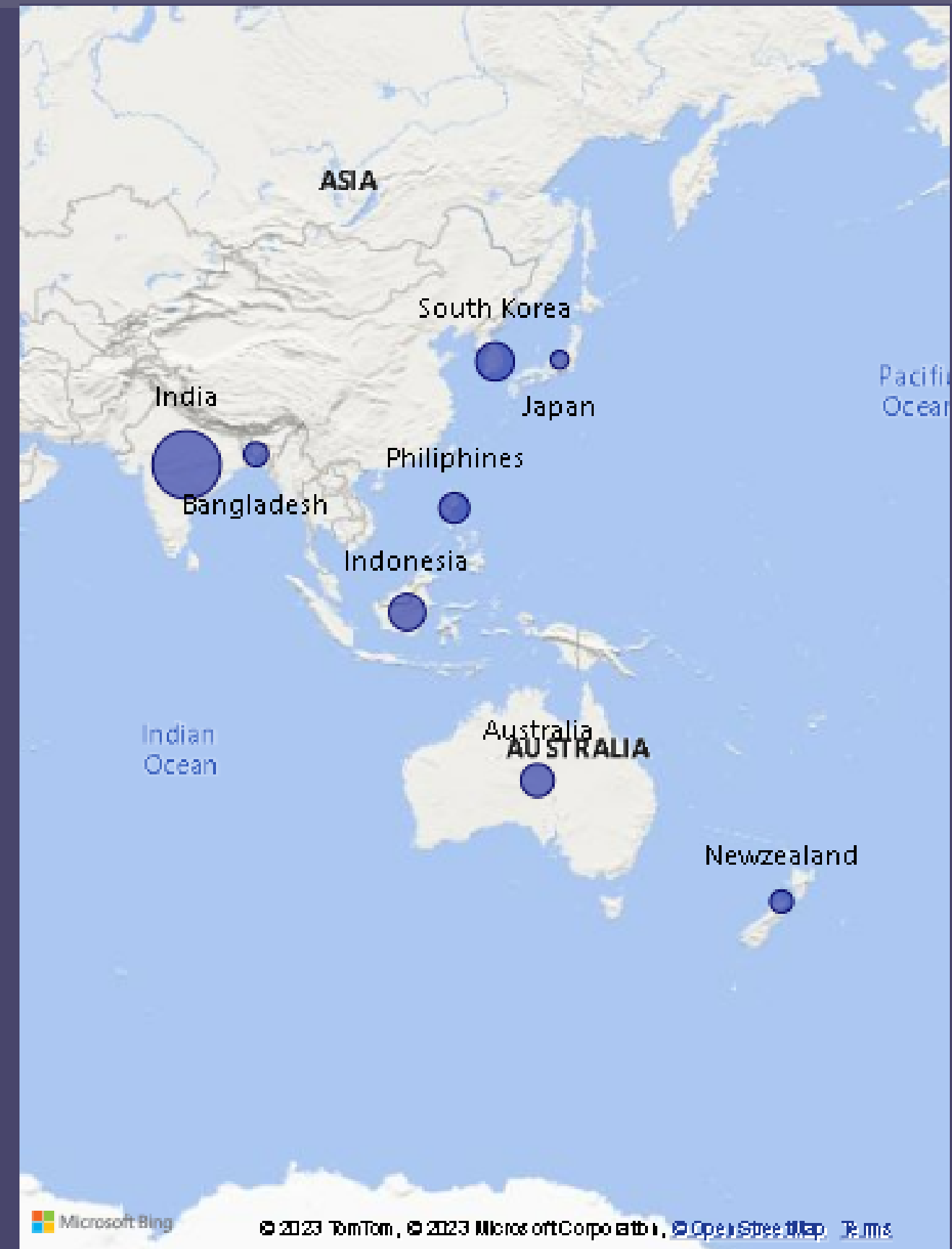
REQUEST 1:

LIST OF MARKETS WHERE CUSTOMER “ATLIQ EXCLUSIVE” OPERATES BUSINESS IN “ASIA PACIFIC” REGION.

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

INSIGHTS:

Atliq Exclusive has established a significant presence in 8 major markets within the Asia Pacific region. India emerges as the leading market for Gross Sales, surpassing South Korea, Indonesia, Australia, and others.



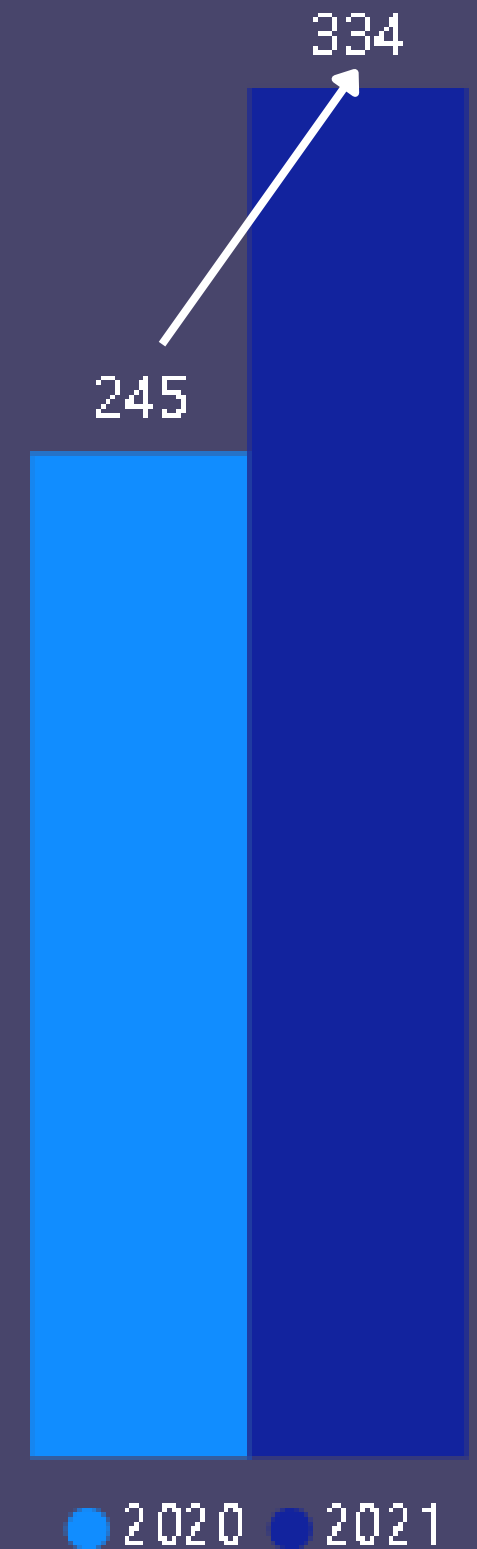
REQUEST 2:

THE PERCENTAGE OF UNIQUE PRODUCT INCREASE IN 2021 VS. 2020?

	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.33

INSIGHTS:

We've noticed a remarkable 36% increase in the number of unique products from 2020 to 2021. This presents an opportunity for Atliq Hardware to explore current trends and demands, allowing for the introduction of new products.



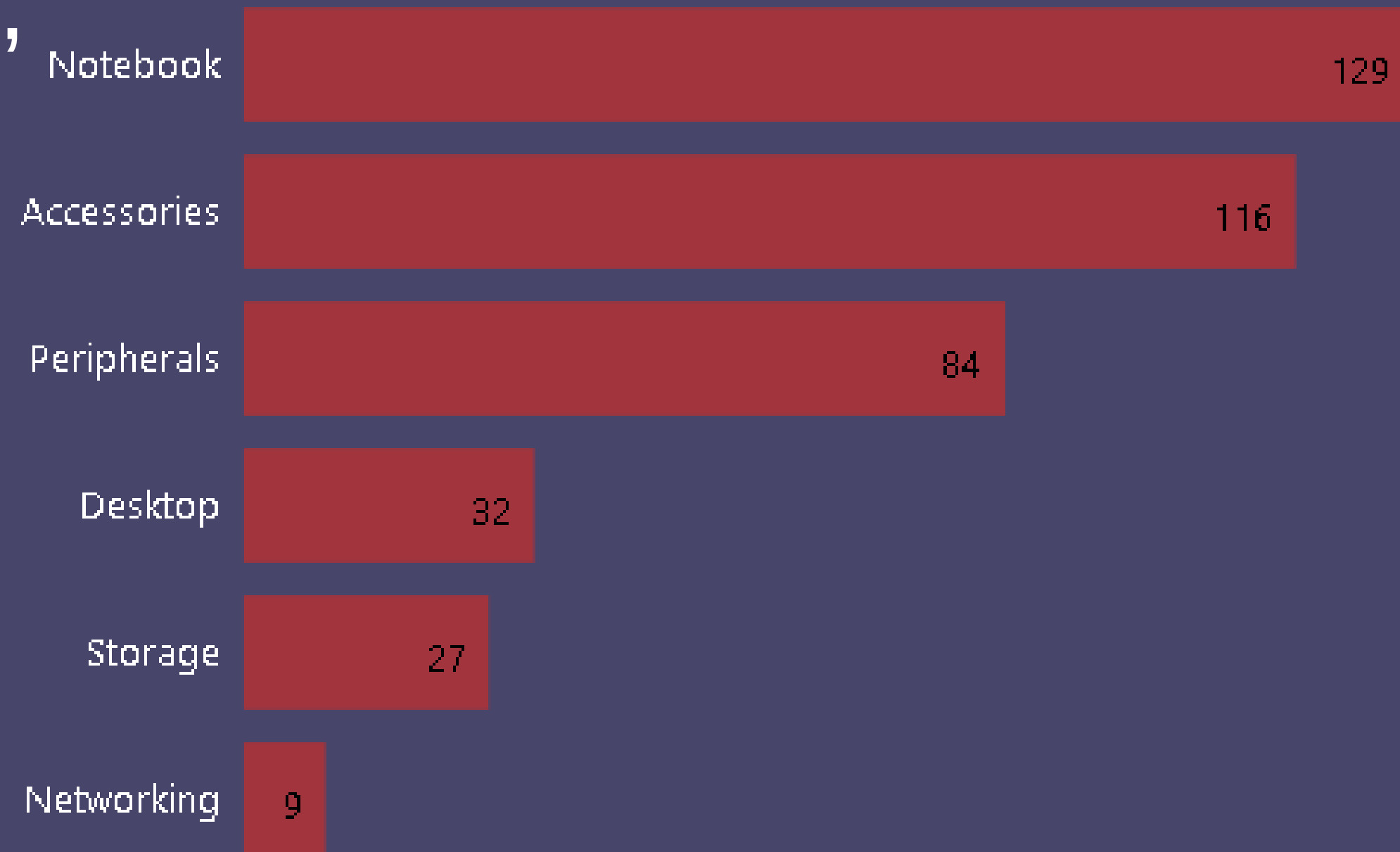
REQUEST 3:

ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT

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

INSIGHTS:

We offer an extensive range of products in the Notebook, Peripherals, and Accessories segments. However, there's an opportunity to diversify our production in the Desktop, Networking, and Storage segments.



REQUEST 4:

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

	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

INSIGHTS:

In 2021, we worked on offering more variety in our Accessories, introducing 34 new products.

segment	Product count 2020	Product count 2021	Difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5
Total	245	334	89

REQUEST 5:

GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS

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



240.54\$

0.89\$



REQUEST 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.

	customer_code	customer	avg_discount
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933

INSIGHTS:

In 2021, we extended nearly equal pre-invoice discount percentages to each of our top 5 customers. Notably, Flipkart, as the most discounted customer in the Indian market, with a discount percentage of 30.83%.

Flipkart

90002009

30.83%

Viveks

90002006

30.38%

Ezone

90002003

30.28%

Croma

90002002

30.25%

Amazon

90002016

29.33%

REQUEST 7:

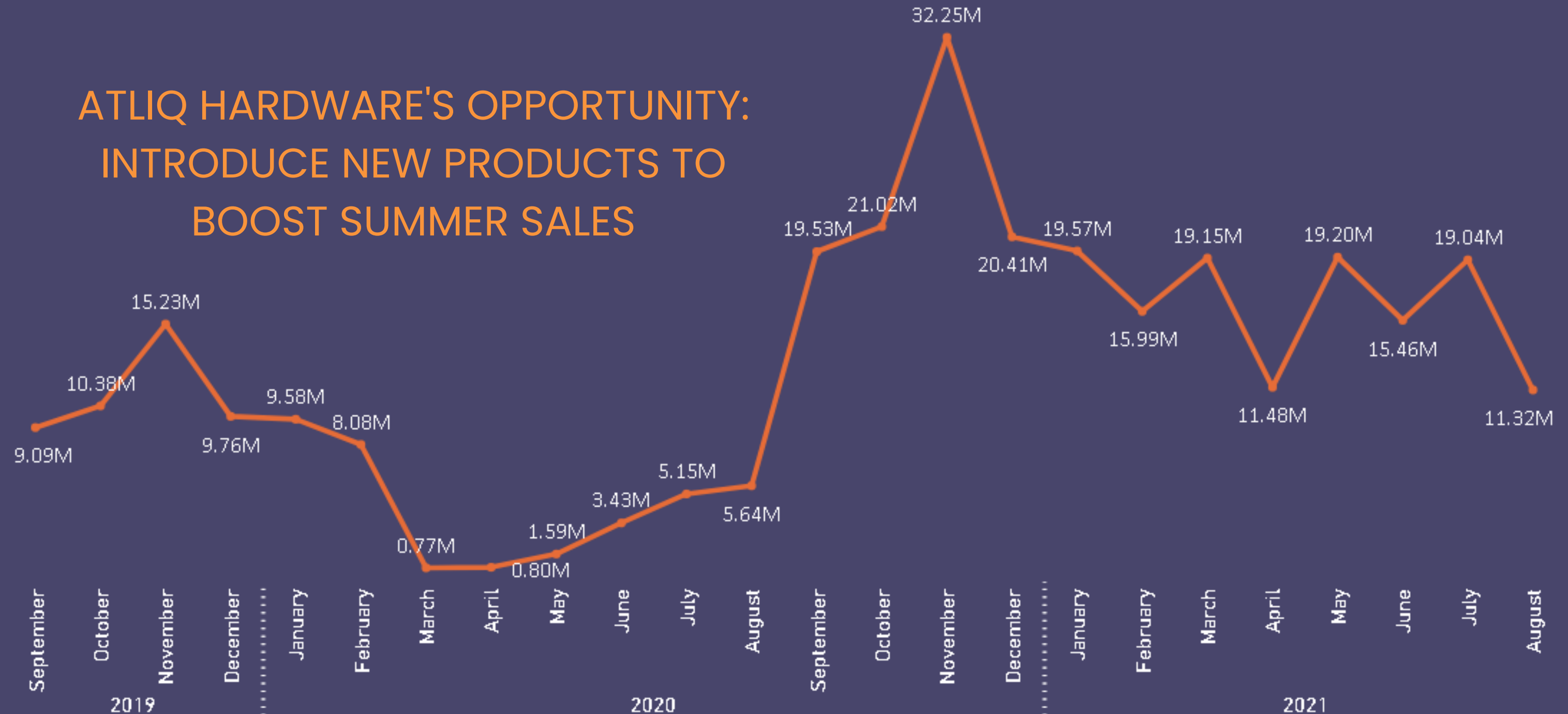
Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

	months	year	gross_sales
▶	December	2019	9.76M
	November	2019	15.23M
	October	2019	10.38M
	September	2019	9.09M
	April	2020	0.80M
	August	2020	5.64M
	December	2020	20.41M
	February	2020	8.08M
	January	2020	9.58M
	July	2020	5.15M
	June	2020	3.43M
	March	2020	0.77M
	May	2020	1.59M
	November	2020	32.25M
	October	2020	21.02M

INSIGHTS:

ATLIQ EXCLUSIVE: WE SAW THE HIGHEST SALES IN NOVEMBER 2020, BUT MARCH 2020 HAD THE LOWEST DUE TO COVID-19. SALES QUICKLY PICKED UP AFTER AUGUST AND REACHED THE HIGHEST POINT IN NOVEMBER, SHOWING A STRONG RECOVERY COMPARED TO THE LAST TWO YEARS.

ATLIQ HARDWARE'S OPPORTUNITY:
INTRODUCE NEW PRODUCTS TO
BOOST SUMMER SALES



REQUEST 8:

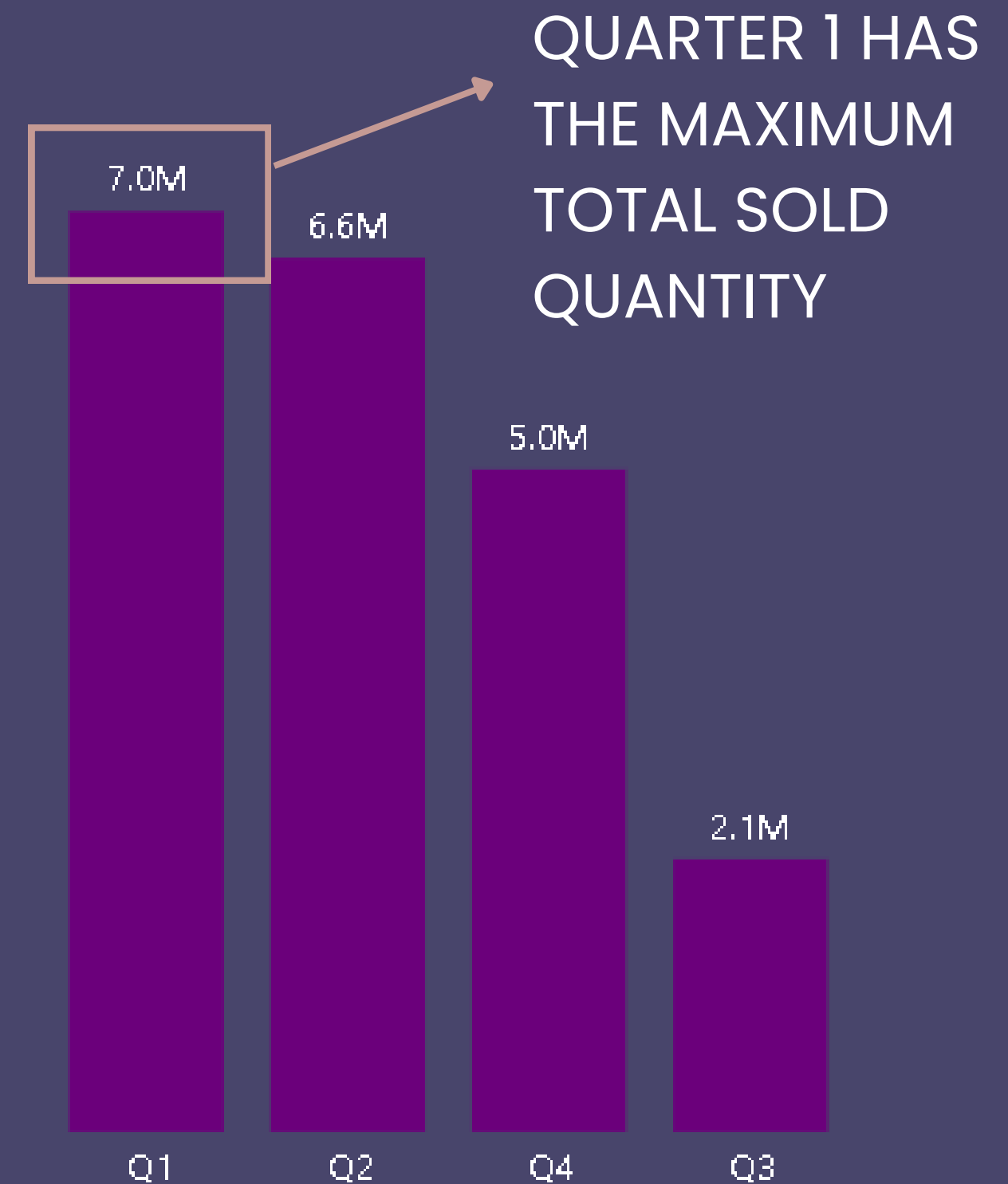
In which quarter of 2020, got the maximum total_sold_quantity?

	Quarters	total_sold_quantity
►	Q1	7.01 M
	Q2	6.65 M
	Q4	5.04 M
	Q3	2.08 M

INSIGHTS:

FISCAL YEAR 2020 SHOWED THAT Q3 HAD THE FEWEST PRODUCTS SOLD. RECOGNIZING THE USUAL DIP IN COMPUTER HARDWARE DEMAND DURING THE SUMMER, ATLIQ HARDWARE CAN BOOST SALES BY INTRODUCING OUTDOOR PRODUCTS LIKE **WATERPROOF SPEAKERS**.

BUILDING ON THIS, THE IMPACT OF COVID-19 ON OUR SALES IS EVIDENT. SOLD QUANTITY DROPPED TO 2.1 MILLION IN Q3 OF FY 2020 (MARCH, APRIL, AND MAY – PEAK COVID-19 PERIOD). HOWEVER, A NOTEWORTHY RECOVERY STARTED EARLY IN Q4.



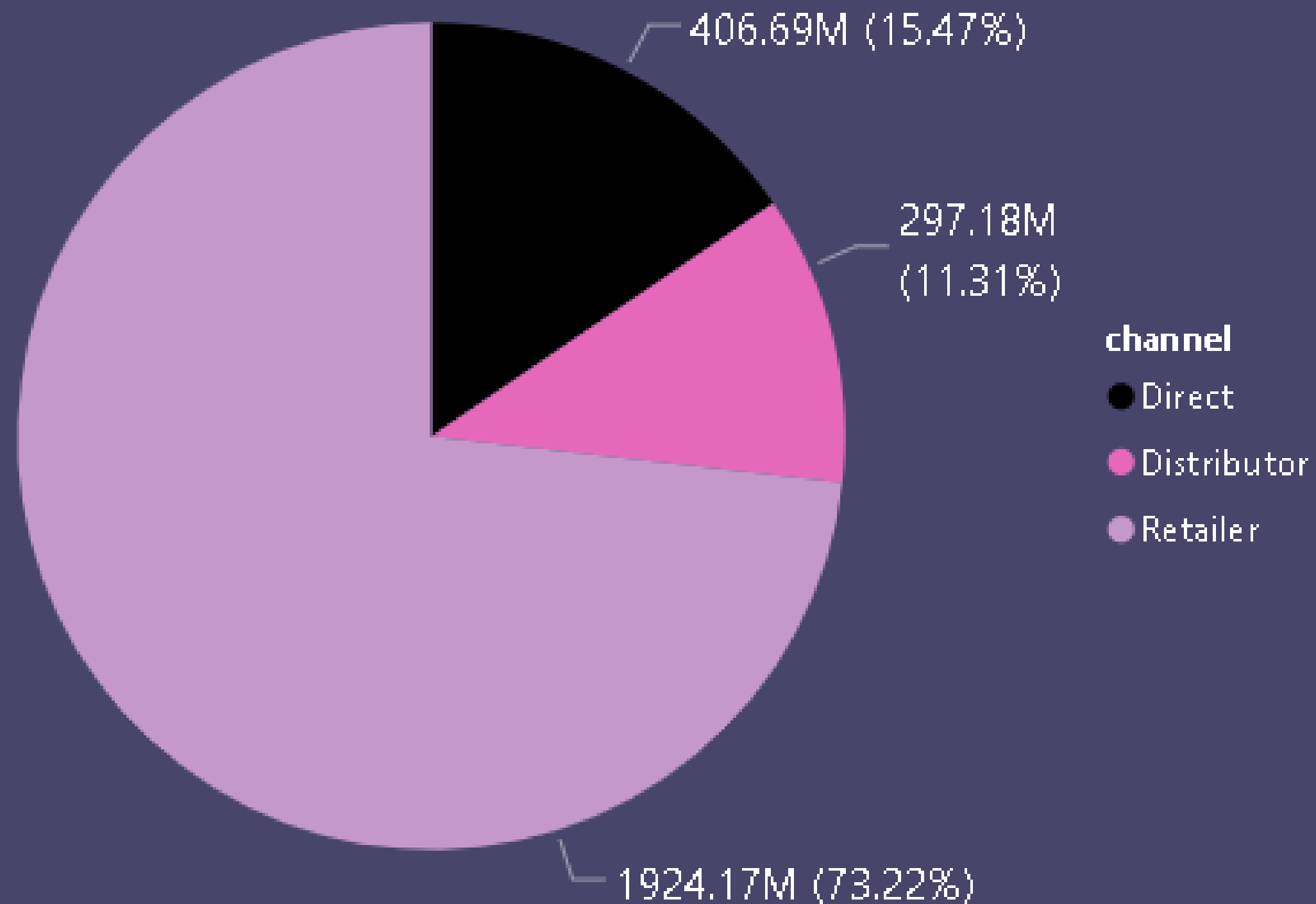
REQUEST 9:

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 M	73.22
	Direct	406.69 M	15.48
	Distributor	297.18 M	11.31

INSIGHTS:

THE MAJORITY OF OUR SALES TOOK PLACE VIA RETAILERS, WHICH IS 73% OF THE TOTAL SALES. ONLY A VERY SMALL PERCENTAGE OF OUR SALES HAPPENED THROUGH DIRECT AND DISTRIBUTOR CHANNELS.



REQUEST 9:

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

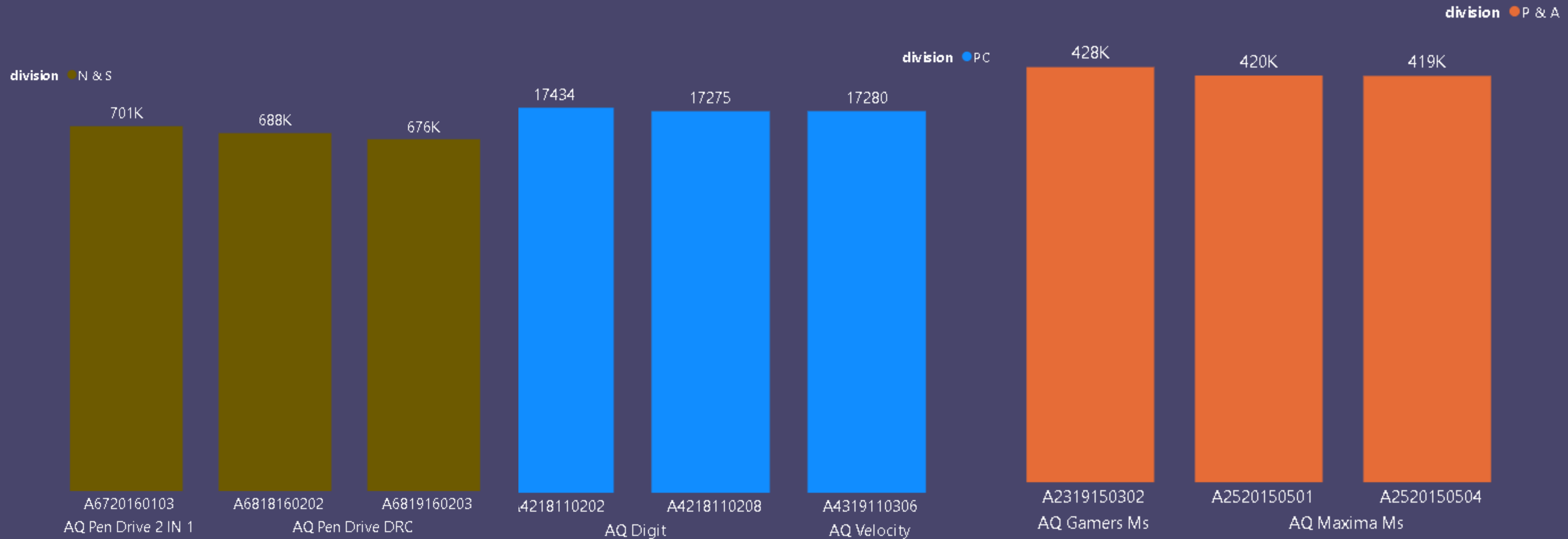
	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	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 TOP 3 SELLERS IN N&S WERE
PEN DRIVES, TOTALING AROUND
700K

THE TOP 3 SELLERS IN THE PC DIVISION ARE
PERSONAL LAPTOPS TOOK THE LEAD,
WITH AROUND 17,000 SOLD.

THE TOP 3 SELLERS IN P & A WERE MICE,
AMOUNTING TO AROUND 400 IN
QUANTITY.



END

THANK YOU

