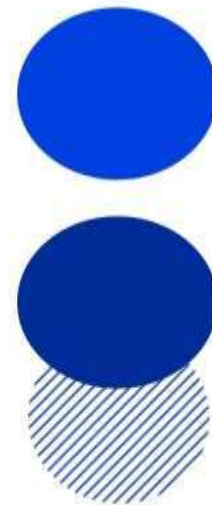


# CONSUMERGOODS AD-HOCINSIGHTS



Presented by Iqra Baloch



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# 01

## Introduction to Atliq's Business

### Overview:

Atliq Hardwares is a prominent computer hardware producer in India, renowned for its innovative solutions.

### Challenges:

Despite its success, Atliq Hardwares faces a critical challenge: the lack of timely insights hindering quick and informed decision-making.

### Approach:

To address this challenge, Atliq Hardwares has embarked on a strategic approach leveraging SQL queries and visualization techniques.

### Objectives:

The primary objective is to respond effectively to 10 ad-hoc requests, providing actionable insights for top-level management.

### Execution:

Utilizing SQL queries, data will be transformed into insightful visualizations, facilitating swift comprehension and strategic decision-making.

### Outcome:

By converting raw data into visually compelling representations, Atliq Hardwares aims to empower its leadership with the insights needed for agile and informed decision-making.

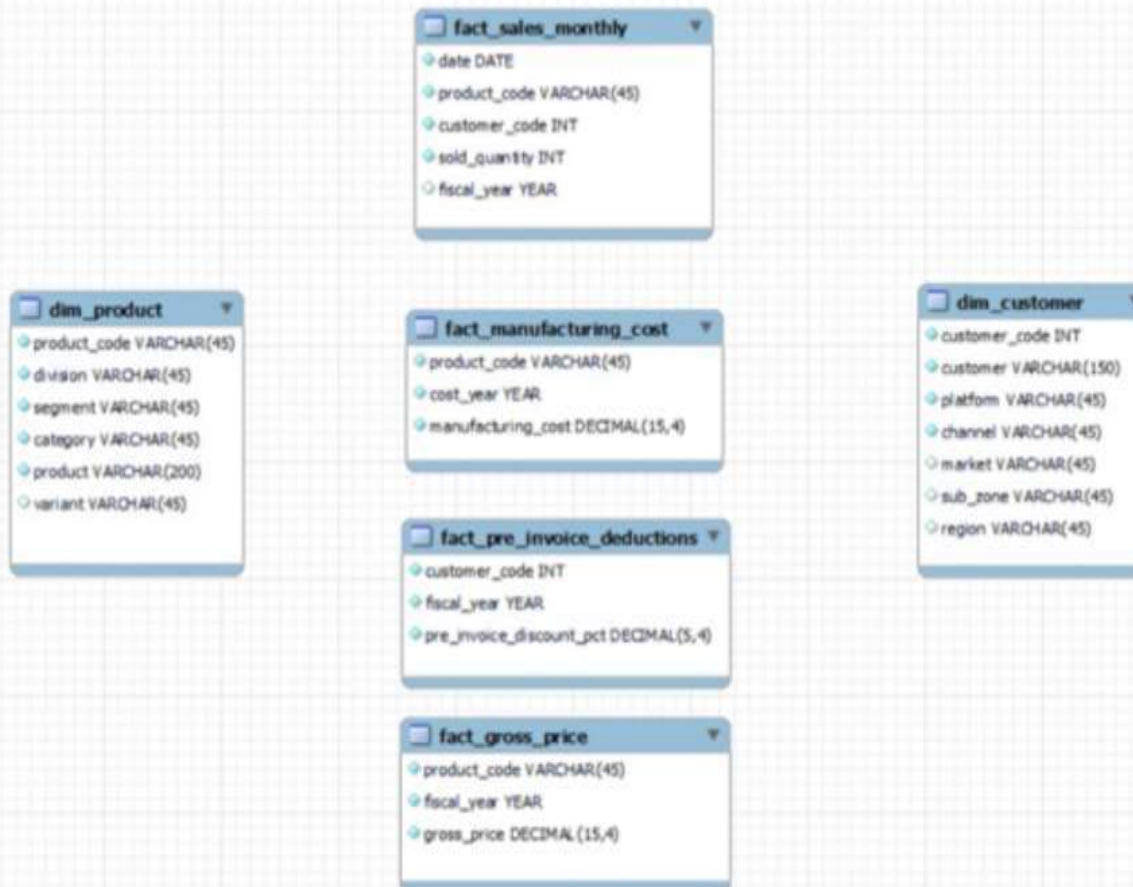
## Atliq's Markets



## Atliq's Product Lines



The available data encompasses sales records spanning fiscal years 2020 and 2021, supplemented by various dimension tables such as customer details, product details, and more.



# 04

**Ad-hoc requests,  
queried results, Insights  
and visualization**





### REQUEST1:

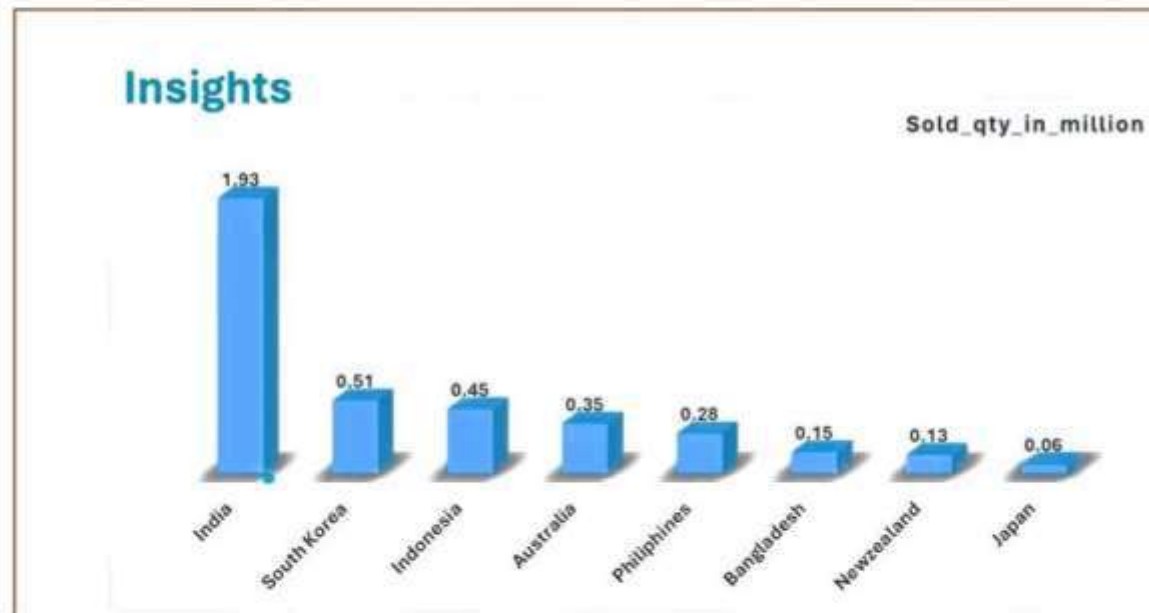
Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

### OUTPUT:

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

## Insights

Within the APAC region, our exclusive store has solidified its footprint across eight key markets.





## REQUEST 2:

## OUTPUT:

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

The final output contains these

fields:

unique\_products\_2020

unique\_products\_2021

percentage\_chg

	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33

## Insights

The ongoing innovation and introduction of new products underscore our commitment to growth. In FY2020, our product portfolio comprised 245 items. Remarkably, this figure surged by 36% in FY2021, reaching a total of 334 products.

### OUTPUT

	unique_products_2020	unique_products_2021	percentage_increase
▶	245	334	36.3265

36.33%



### REQUEST 3:

**Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields:**  
**Segment product\_count**

### OUTPUT:

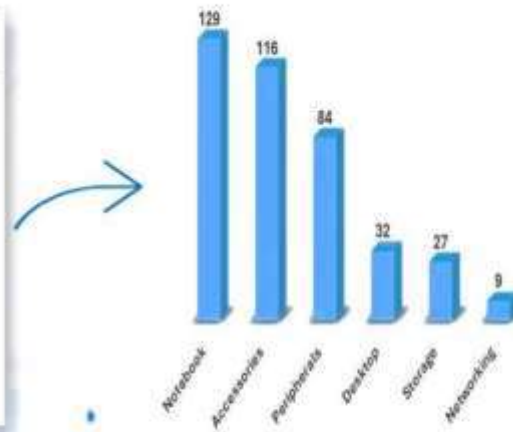
	segment	product_count
►	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9

## Insights

Our product offerings span across diverse segments, including Notebook, Peripherals, and Accessories, each boasting an average of 110 products. Despite this breadth, there's a clear opportunity for diversification in segments like Desktop, Networking, and Storage, where the current average stands at just 23 products per segment.

### OUTPUT

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



#### REQUEST 4:

#### OUTPUT:

**Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields:**

- segment**
- product\_count\_2020**
- product\_count\_2021**
- difference**

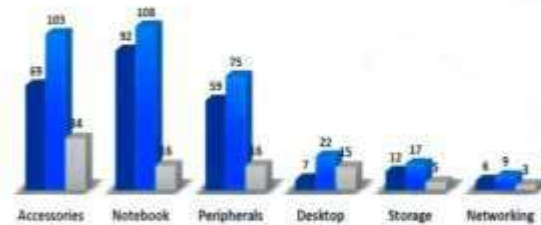
	segment	product_count_2020	product_count_2021	difference
▶	Accessories	69	103	34
	Notebook	92	108	16
	Peripherals	59	75	16
	Desktop	7	22	15
	Storage	12	17	5
	Networking	6	9	3

## Insights

In the year 2021, our primary focus was on broadening our accessories segment. A total of 34 new products were introduced to enrich this particular market segment.

### OUTPUT

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



### REQUEST 5:

### OUTPUT:

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields:  
**product\_code**  
**product**  
**manufacturing\_cost**

product_code	product	cost_year	manufacturing_cost
A6120110206	AQ HOME All-in-1 Gen 2 (Plus 3)	2021	240.5364
A2118150101	AQ Master wired x1 Mo (Standard 1)	2020	0.8920



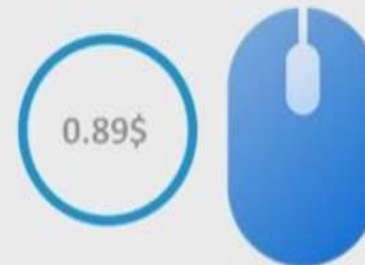
## Insights

Which of four products has  
the highest manufacturing cost?



AQHOMEAllin1Gen2(Plus3)  
Personal Desktop

Which of four products has  
the lowest manufacturing cost?



AQMasterwiredx1Ms(Standard1)  
Mouse

### REQUEST 6:

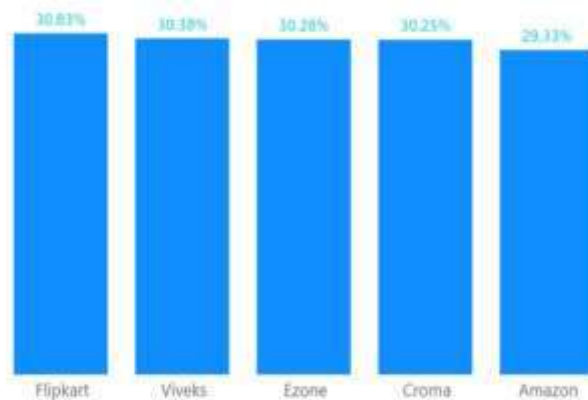
Generate a report which contains the top 5 customers who received an average high pre\_invoice discount\_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields:  
customer\_code  
customer  
average\_discount\_percentage

### OUTPUT:

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

## Insights

In 2021, we extended nearly identical pre-invoice discount rates to each of our top 5 customers. It's worth noting that Flipkart, being a prominent player in the Indian market, received the highest discount percentage at 30.83%.



### REQUEST 7:

Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns:

**Month Year**

**GrosssalesAmount**

### OUTPUT:

	months	year	gross_sales
▶	September	2019	9.09M
▶	October	2019	10.38M
▶	November	2019	15.23M
▶	December	2019	9.76M
▶	January	2020	9.58M
▶	February	2020	8.08M
▶	March	2020	0.77M
▶	April	2020	0.80M
▶	May	2020	1.59M
▶	June	2020	3.43M
▶	July	2020	5.19M
▶	August	2020	5.64M
▶	September	2020	19.53M
▶	October	2020	21.02M
▶	November	2020	32.29M
▶	December	2020	20.42M
▶	January	2021	19.57M
▶	February	2021	15.99M
▶	March	2021	19.19M
▶	April	2021	11.46M
▶	May	2021	19.20M
▶	June	2021	15.46M
▶	July	2021	19.04M
▶	August	2021	11.32M

## Insights

Atliq Exclusive experienced its peak sales in November 2020, while March 2020 recorded the lowest gross sales. The dip in sales from March to August can be attributed to the impact of the COVID-19 pandemic. Encouragingly, sales rebounded swiftly after August, culminating in a notable surge, reaching the highest levels observed in the past two years by November.



#### REQUEST 8:

In which quarter of 2020, got the maximum total\_sold\_quantity?  
The final output contains these fields:  
sorted by the total\_sold\_quantity:  
Quarter total\_sold\_quantity

#### OUTPUT:

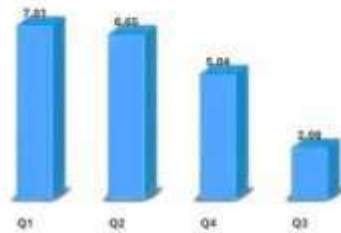
	quarter	total_sold_quantity_in_milli
▶	Q1	7.01
	Q2	6.65
	Q4	5.04
	Q3	2.08

## Insights

Once more, this reinforces the impact of COVID-19 on our sales. In Quarter 3 of FY2020, corresponding to March, April, and May, when the pandemic was at its peak, our sold quantity dropped to 2.1 million. However, we swiftly initiated recovery despite the ongoing challenges posed by the pandemic. This early rebound during Quarter 4 could be attributed to the heightened demand for hardware such as desktops and notebooks, as many students either commenced or continued their coursework online. Consequently, there was a notable surge in demand for computer accessories during this period.

### Insights

total\_sold\_quantity\_in\_millions



months	Quarter	Total sold quantity	
September	Q1	7.21	1794882
October	Q1		2781781
November	Q1		3003426
December	Q2	6.65	3184208
January	Q2		1763482
February	Q2		1702785
March	Q3	2.08	238881
April	Q3		818858
May	Q3		1216179
June	Q4	5.04	1855773
July	Q4		1883335
August	Q4		1792183



## REQUEST 9:

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields:  
channel  
gross\_sales\_mln  
percentage

## OUTPUT:

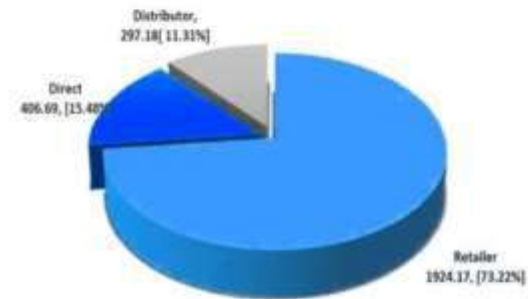
	channel	gross_sales_in_millions	percentage
►	Retailer	1924.17	73.22
	Direct	406.69	15.47
	Distributor	297.18	11.31

## Insights

A significant portion, accounting for 75% of our total sales, was conducted via retailers. In contrast, only a minimal percentage of our sales occurred through direct and distributor channels.

### OUTPUT

channel	gross_sales_in_milions	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



## REQUEST 10:

**Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year2021? The final output contains these fields:**  
**division**  
**product\_code**  
**Product**  
**total\_sold\_quantity**  
**rank\_order**

## OUTPUT:

	division	product_code	product	total_sold_quantity	rank_s
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
	N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
	N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
	P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
	P & A	A2520150501	AQ Maxima Ms(standard 1)	419865	2
	P & A	A2520150504	AQ Maxima Ms(Plus 2)	419471	3
	PC	A4218110202	AQ Digit(Standard Blue)	17434	1
	PC	A4319110306	AQ Velocity(Plus Red)	17280	2
	PC	A4218110208	AQ Digit(Premium Misty Green)	17275	3

# Insights

In the North and South regions, the top three best-selling products were pen drives, with approximately 700,000 units sold.

For the Peripherals and Accessories category, the leading products were mice, totaling around 400,000 units in sales.

Within the Personal Computers segment, personal laptops emerged as the top performers, with approximately 17,000 units sold.

## Insights

