

The background features three vertical bars on the left: a wide pink bar, a medium blue bar, and a narrow beige bar. In the top right and bottom right corners, there are decorative patterns of small pink dots arranged in a grid-like fashion.

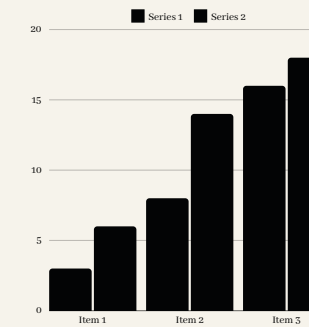
Consumer Goods Analytics

Presented By : Ishika Gaikwad

AGENDA



Overview of Company



About data



Objective



**Ad hoc request with
insights**

ABOUT ATLIQ

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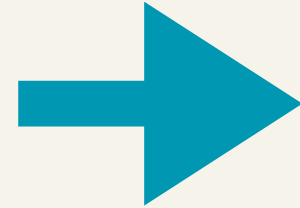
- **Atliq Hardware is one of the leading computer hardware producers in india as well as 26 other countries across the globe**
- **Manufactures products under 3 major divisions i.e Peripherals & Accessories, PC, Networking & Storage**
- **We have a total of 74 customers like Neptune , Stage Leader, Vijay Sales etc. across all markets/countries**

OBJECTIVE

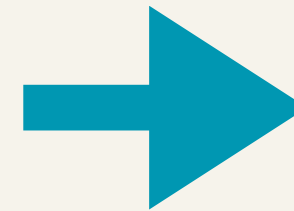
- **Assist the management team to gain more insights about the business**
- **Take data-driven decisions to scale business**

DATA-SET

Database-
gdb023



Tables



Dim_customer

Dim_product

Fact_gross_price

Fact_sales_monthly

Fact_manufacturing_cost

Fact_pre_invoice_deduction

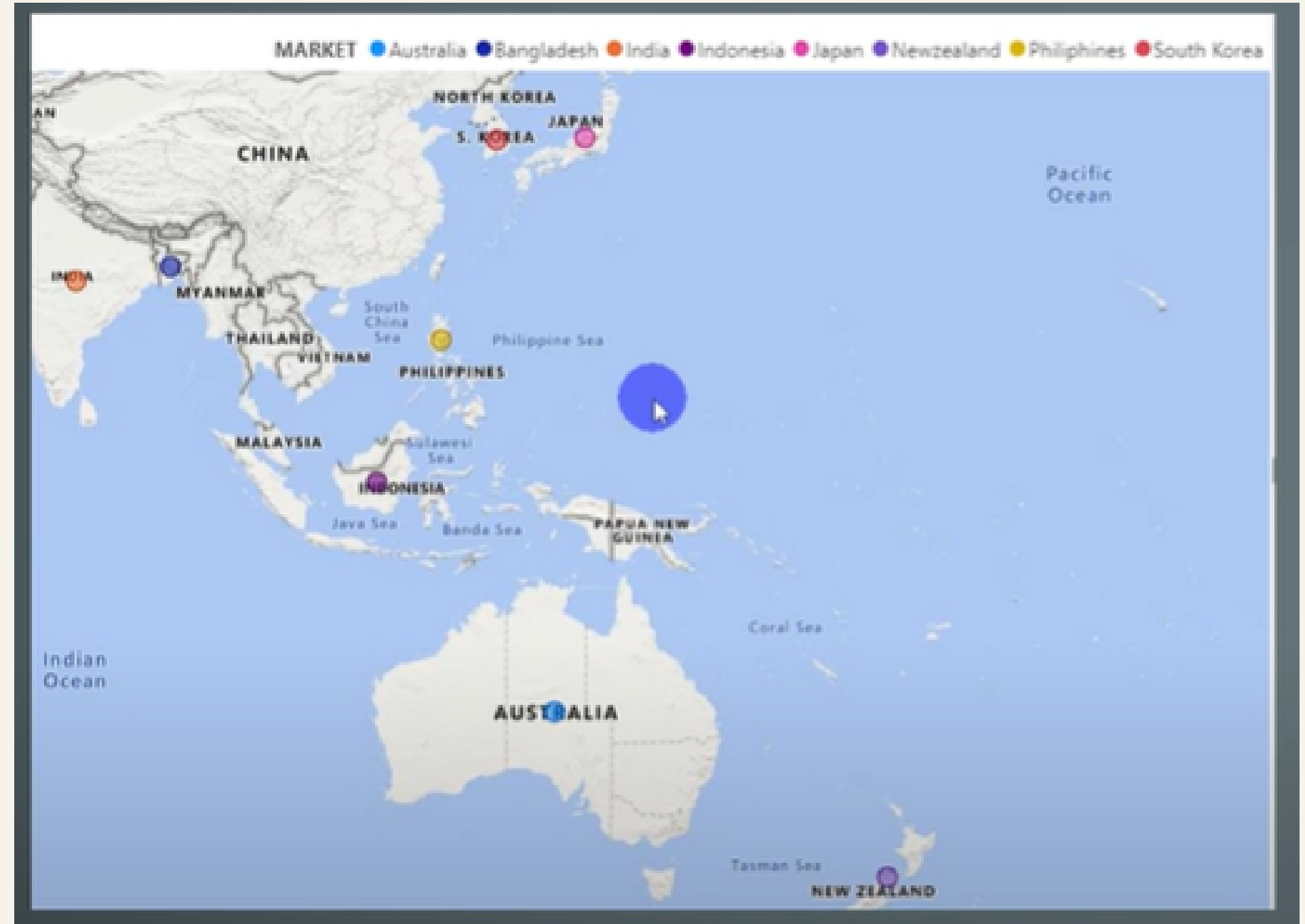
1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Insights

“Atliq Exclusive” has a presencs in severa countries across the APAC region, including india, Indonesia, Japan the Philippines, South Korea, Australia, New Zealand and Bengladesh.

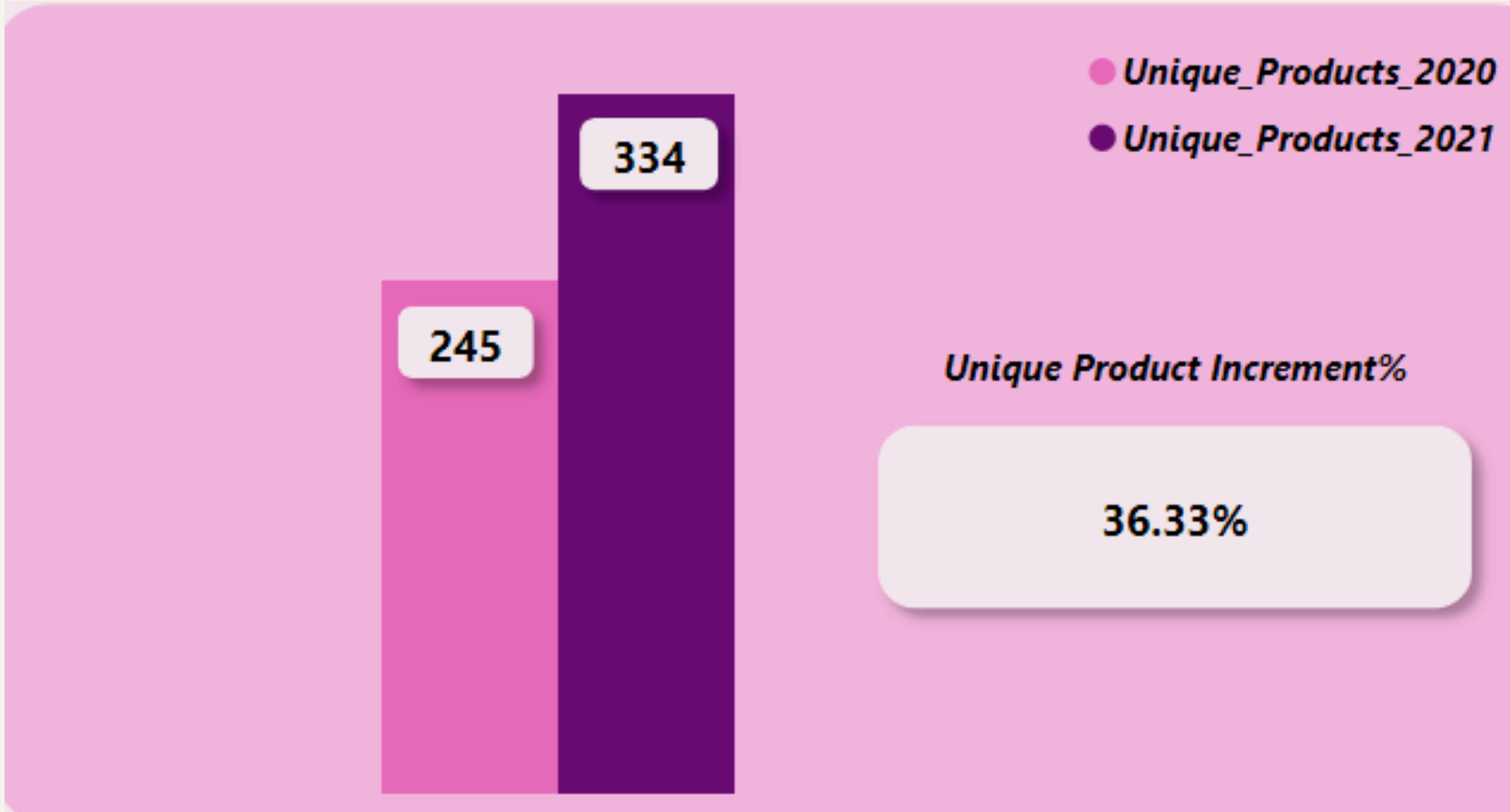
It reflects a robust market presence and adaptability to different cultural and economic contexts in the Asia-Pacific region.



2. 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

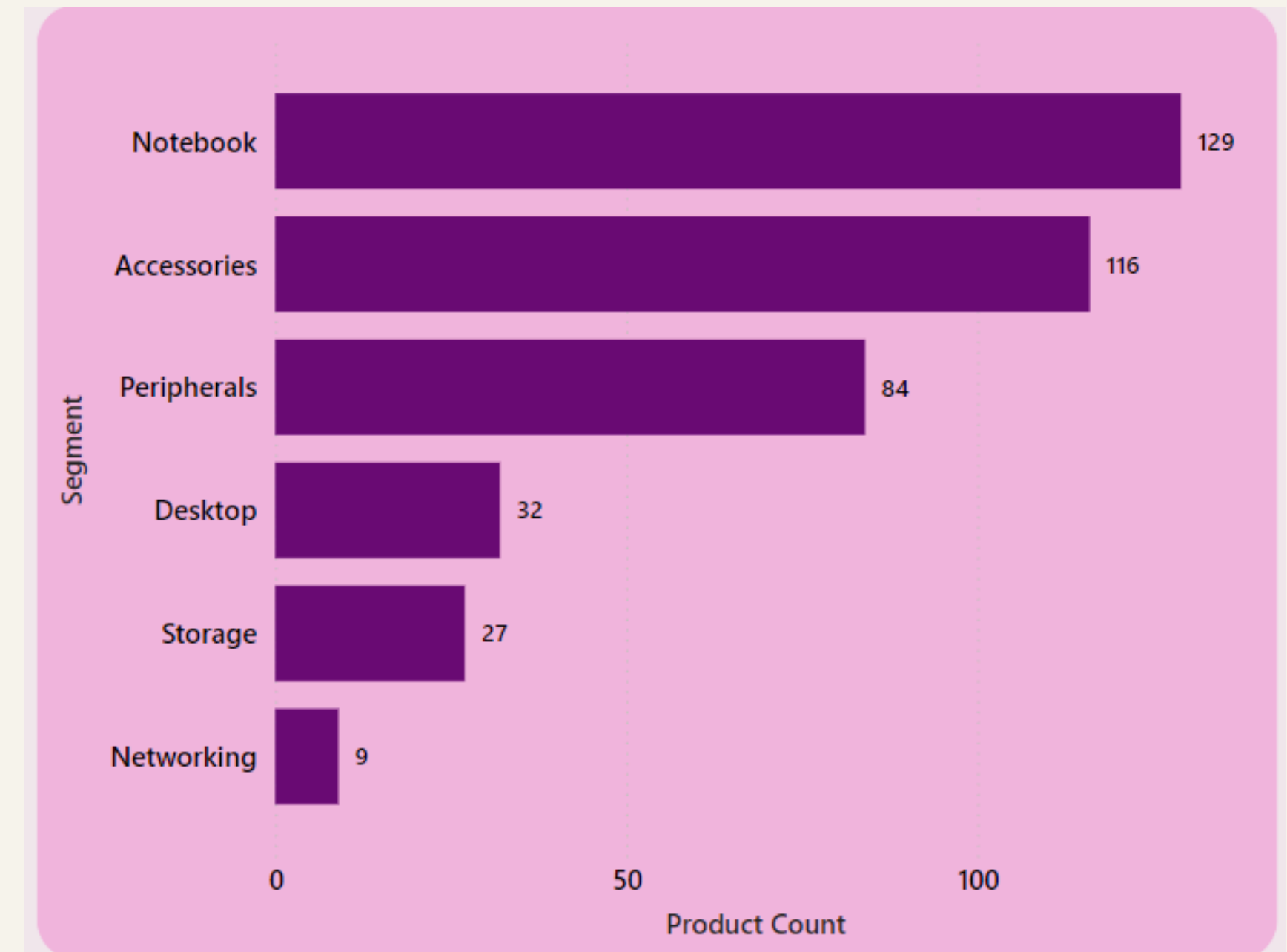
	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

- FY 2020 - 245 Products
- FY 2021 - 334 Products
- Product count increase - 36.33% compared to FY 2020



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

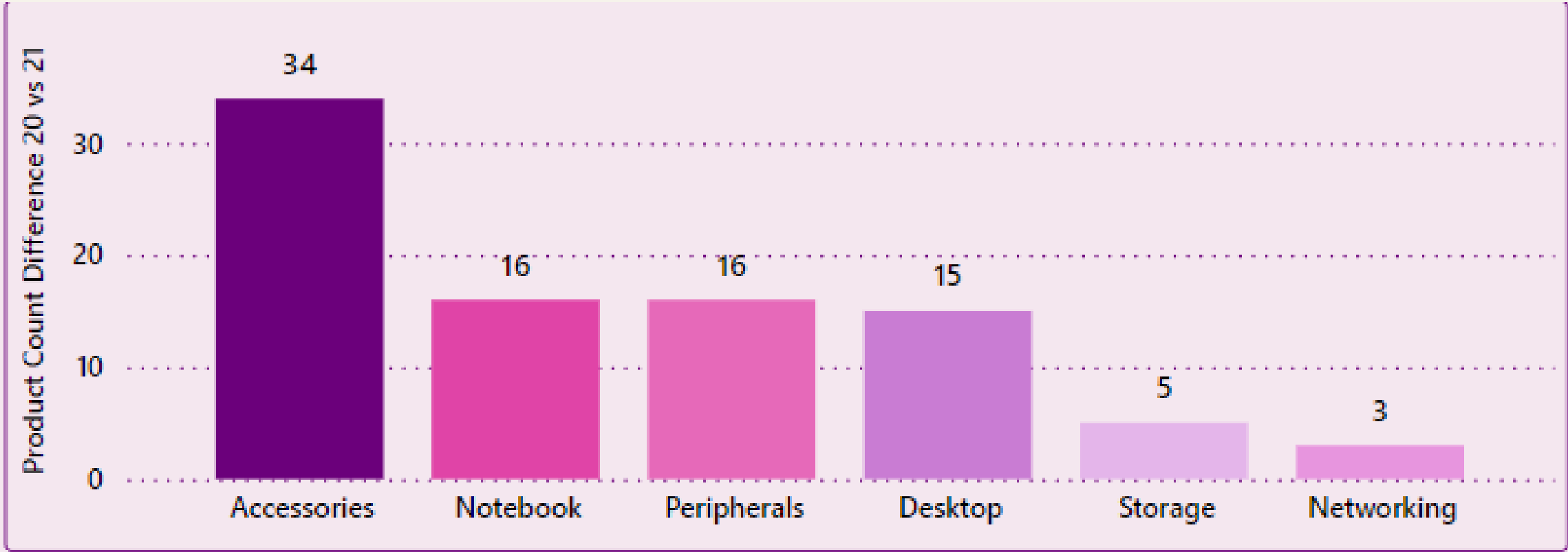
	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



- The number of product we sell under the segment Notebook, Accessories & Peripherals are higher.
- We need to increase our Sales and production in the Desktop, Networking & Storage segments by providing some discounts.

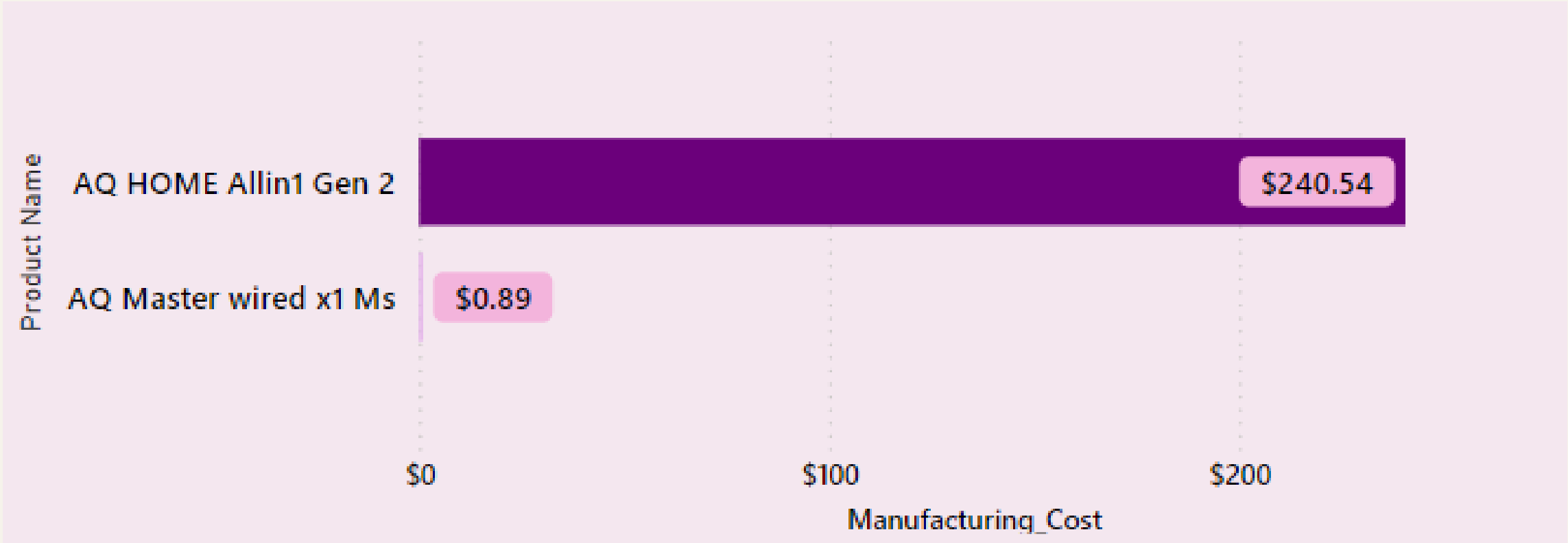
4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product_count_2020, product_count_2021 , difference

	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



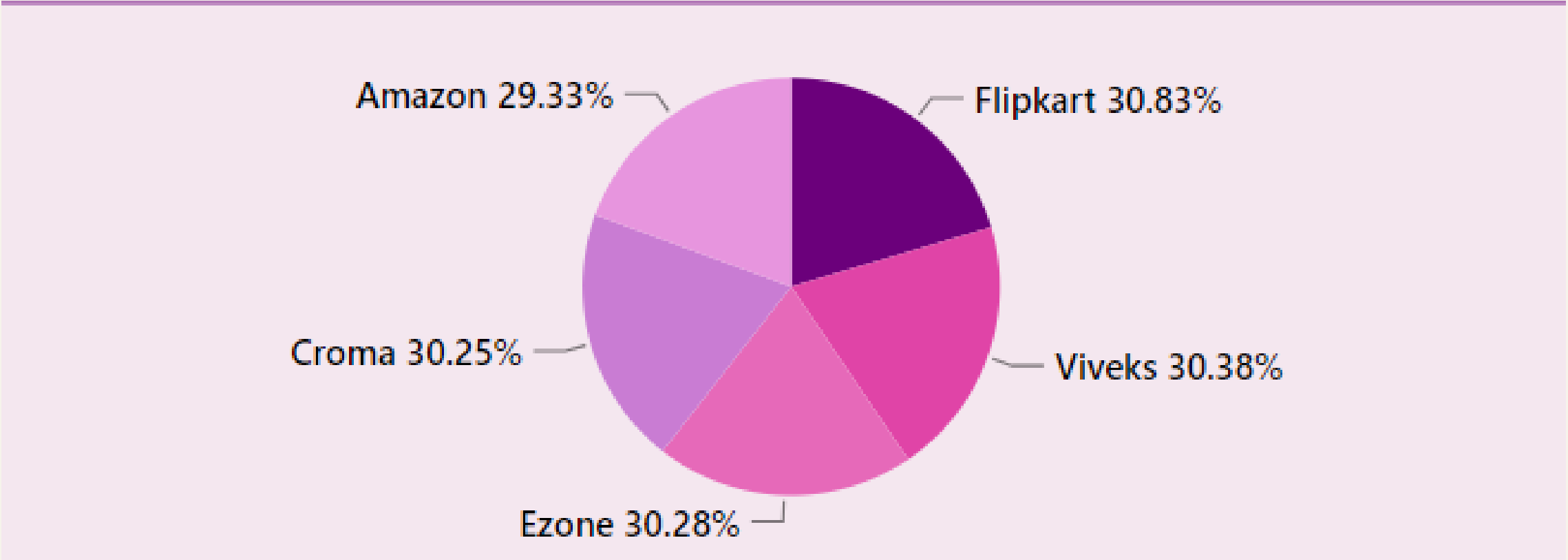
5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product_code , product manufacturing_cost

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



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

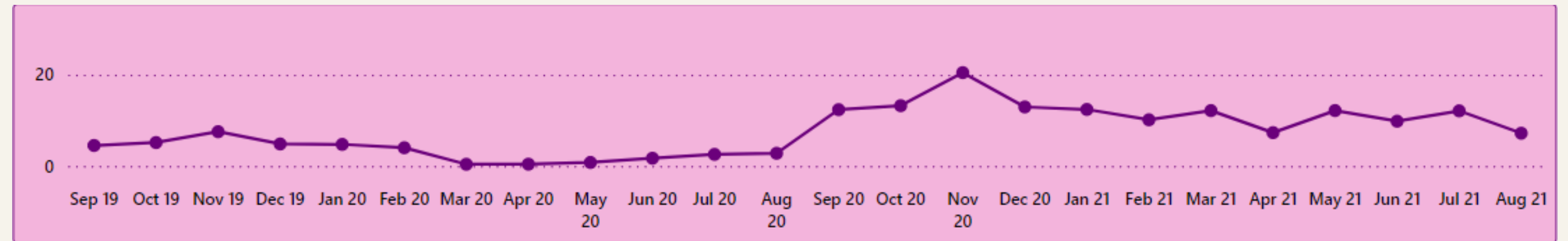
	customer_code	customer	avg_dis_pct
▶	90002009	Flipkart	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33



In FY 2021, the top 5 customers were offered nearly equal pre-invoice discount percentages. Among them Flipkart received the highest discount at 30.83%.

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 Gross sales Amount

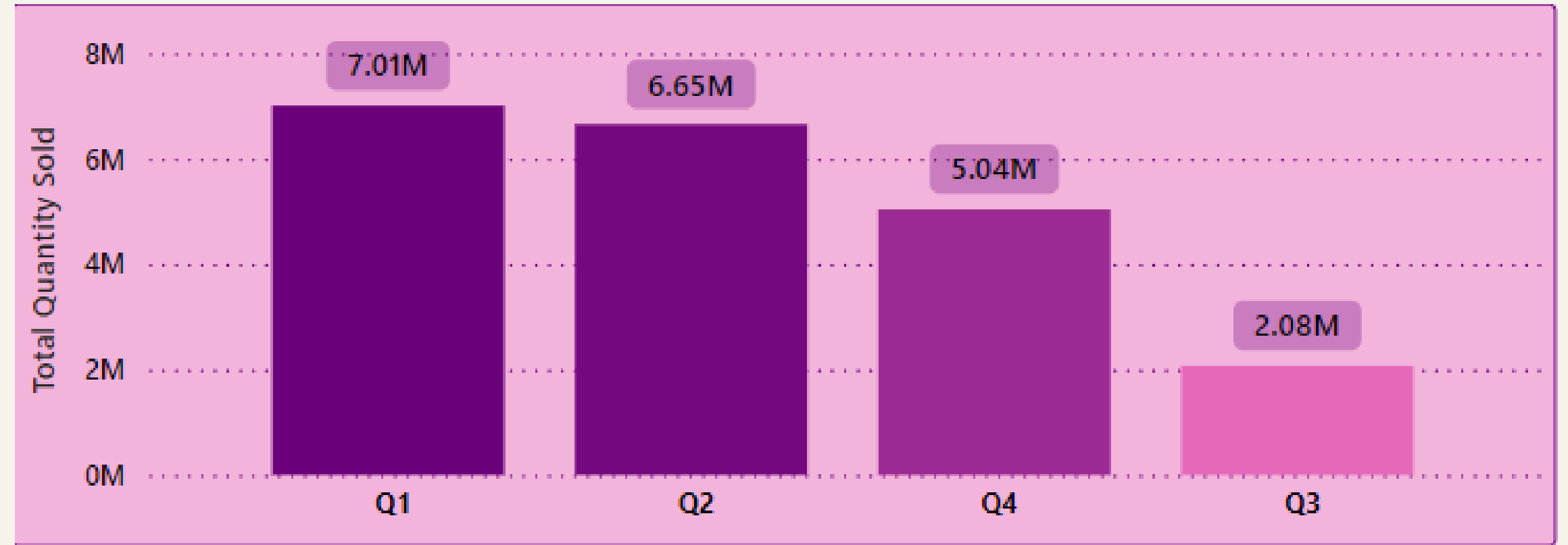
	month	fiscal_year	gross_sales_amt
►	September	2020	9092670.34
	October	2020	10378637.60
	November	2020	15231894.97
	December	2020	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2021	19530271.30
	October	2021	21016218.21
	November	2021	32247289.79
	December	2021	20409063.18
	January	2021	19570701.71
	February	2021	15986603.89
	March	2021	19149624.92
	April	2021	11483530.30
	May	2021	19204309.41
	June	2021	15457579.66
	July	2021	19044968.82
	August	2021	11324548.34



- The lowest Gross sales total for both fiscal years is in March(2020)
- The highest Gross sales total for both fiscal years is in November(2020)
- 73.8% of the total Gross sales figure is in FY2021

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

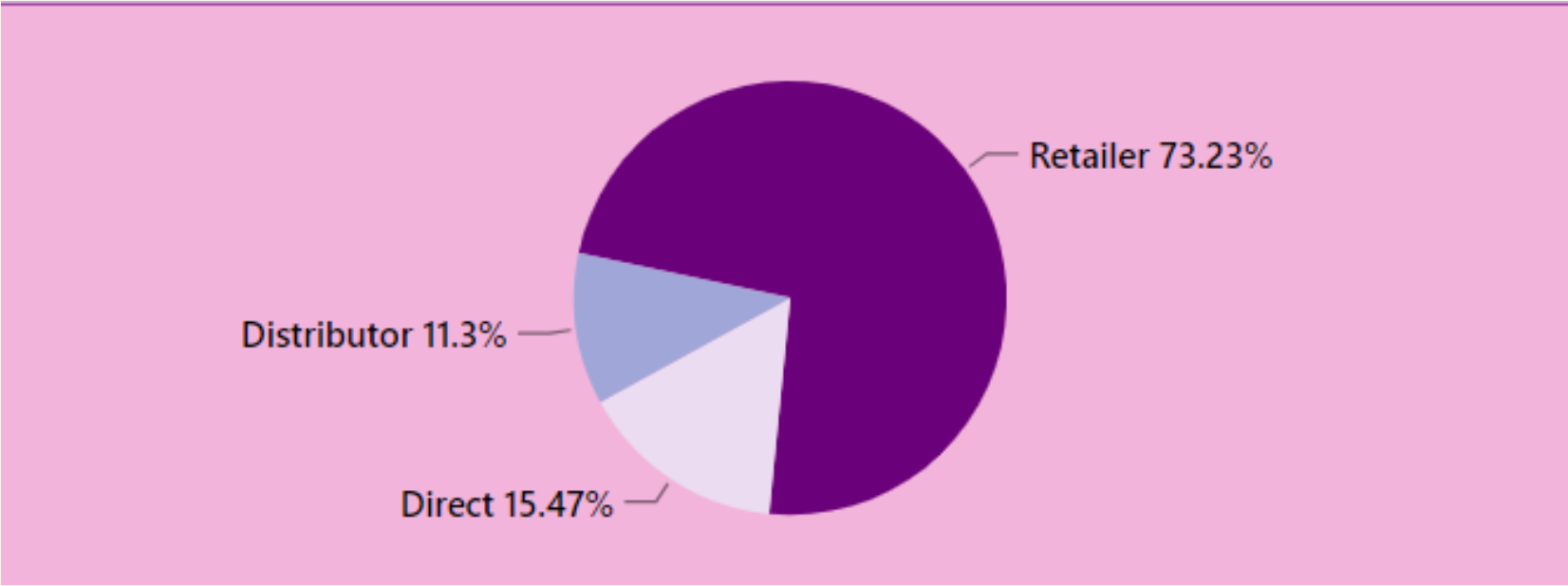
	Quarters	total_sold_qty
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



- Highest Sold Quantity in 2020 - Quarter 1
- Lowest Sold Quantity in 2020 - Quarter 3
- Quarter 3 - March, April, May for AtliQ Hardwares
- Covid was at its peak during that time

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

	channel	gross_sales_mln	pct
▶	Retailer	19241.70	73.22
	Direct	4066.87	15.47
	Distributor	2971.76	11.31



- Retailer is the highest contributor in Gross_Sales with 72.62%
- Distributor and Direct is the remaining 25% contribution

10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields, division, product_code, product, total_sold_quantity, rank_order

	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

- Every division has a product with different variants that appears twice in the top three product by division list**