

# AD-HOC-REQUESTS

Based on Codebasics.io dataset

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- ▶ Analyze sales trends across years 2020 and 2021
- ▶ Compare product performance by gross sales
- ▶ Identify products with highest and lowest sales
- ▶ Calculate and visualize percentage change in revenue
- ▶ Provide insights using interactive Power BI visuals

## OVERVIEW OF ANALYSIS

- ▶ • Australia
- ▶ • Bangladesh
- ▶ • India
- ▶ • Indonesia
- Japan
- New Zealand
- Philippines
- South Korea

ATLIQ OPERATES IN THE FOLLOWING APAC MARKETS:

A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.

**334**

**Unique Products 2020**

IC1

**245**

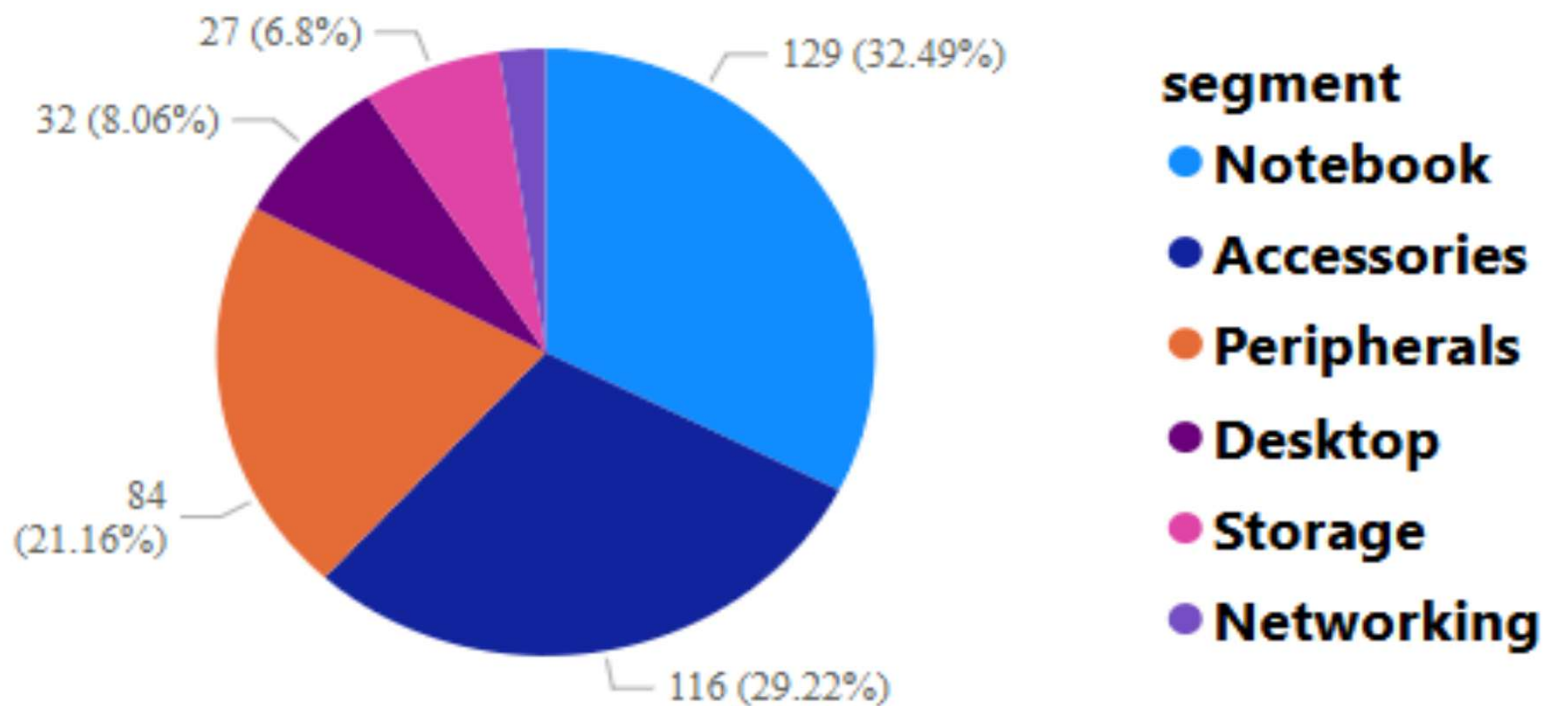
**Unique Products 2021**

**36.33**

**% Change**

IC1 ghghg  
Ifediba Chimdalù, 2025-04-21T22:57:54.727

## UNIQUE PRODUCT COUNT BY SEGMENT



segment	Sum of product_count_2020	Sum of product_count_2021	Sum of 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
<b>Total</b>	<b>245</b>	<b>334</b>	<b>89</b>

GROWTH IN UNIQUE PRODUCTS BY  
SEGMENT (2020 VS 2021)

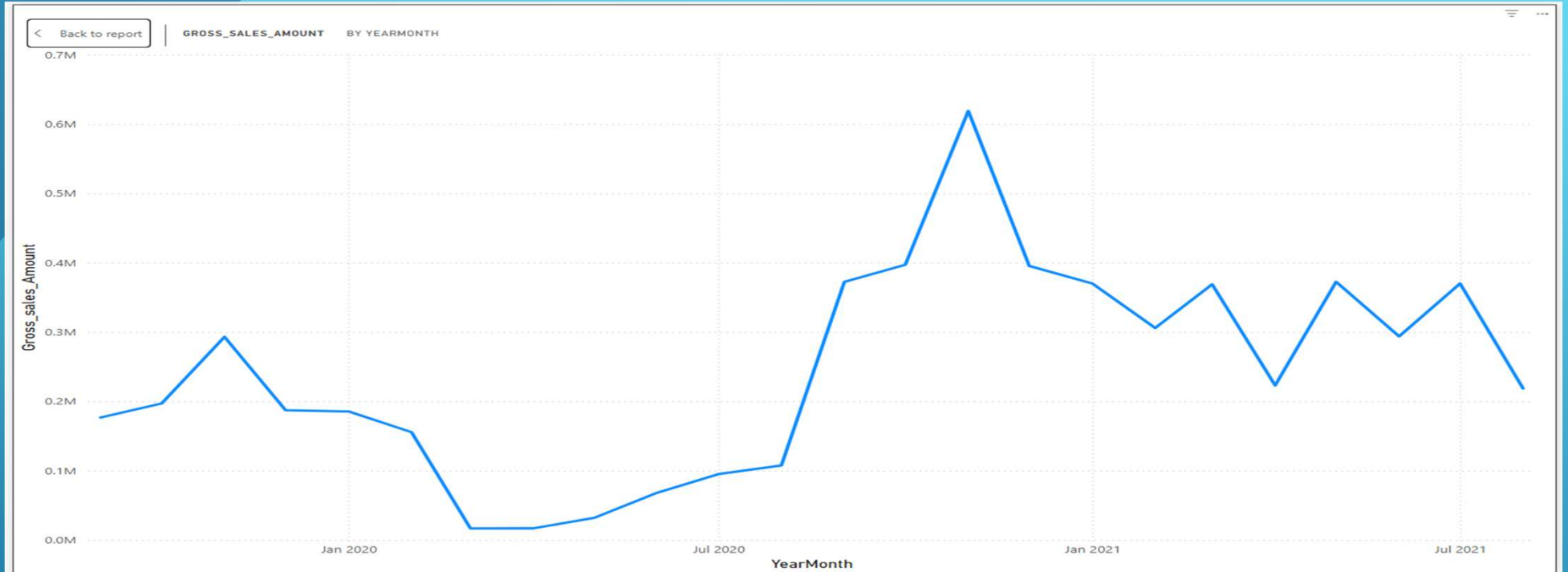
product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

PRODUCTS WITH HIGHEST & LOWEST  
MANUFACTURING COSTS"

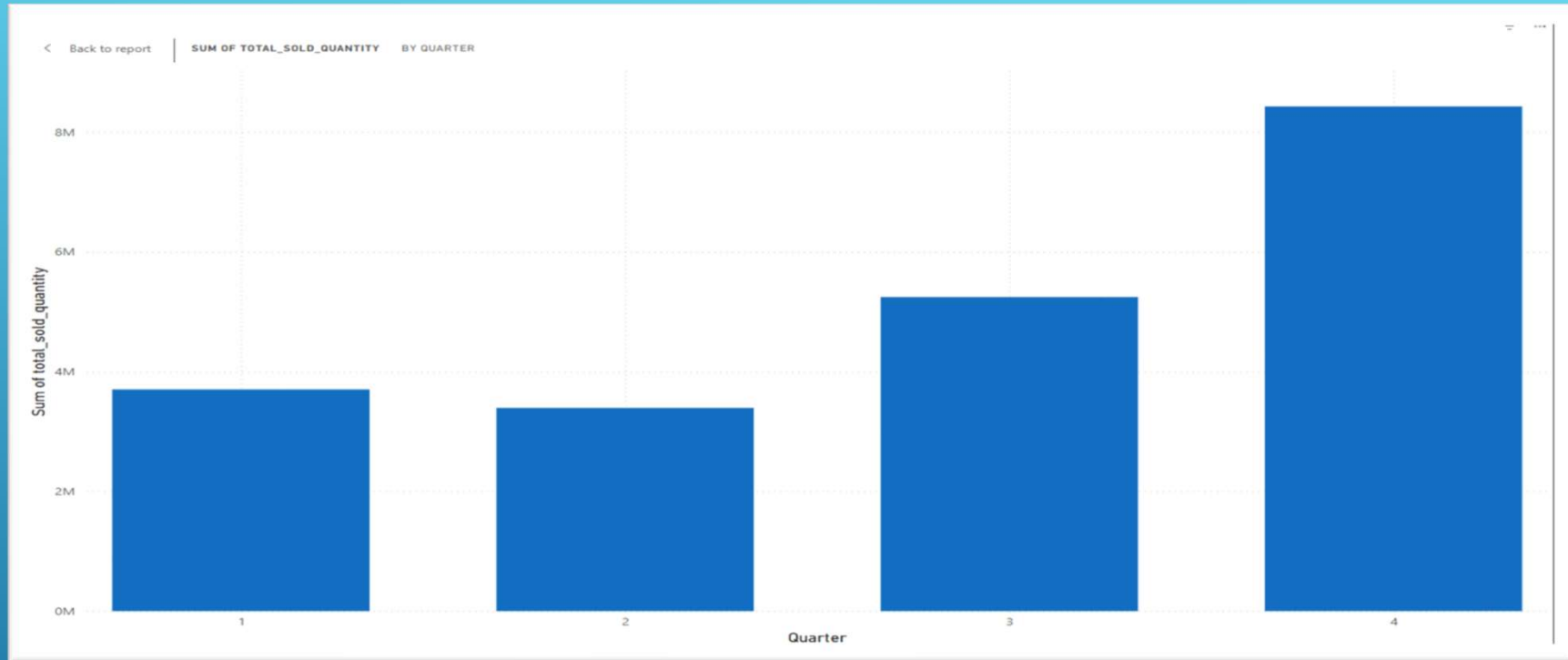


customer_code	customer	average_discount_percentage
90002009	Flipkart	0.31
90002006	Viveks	0.30
90002003	Ezone	0.30
90002002	Croma	0.30
90002016	Amazon	0.29

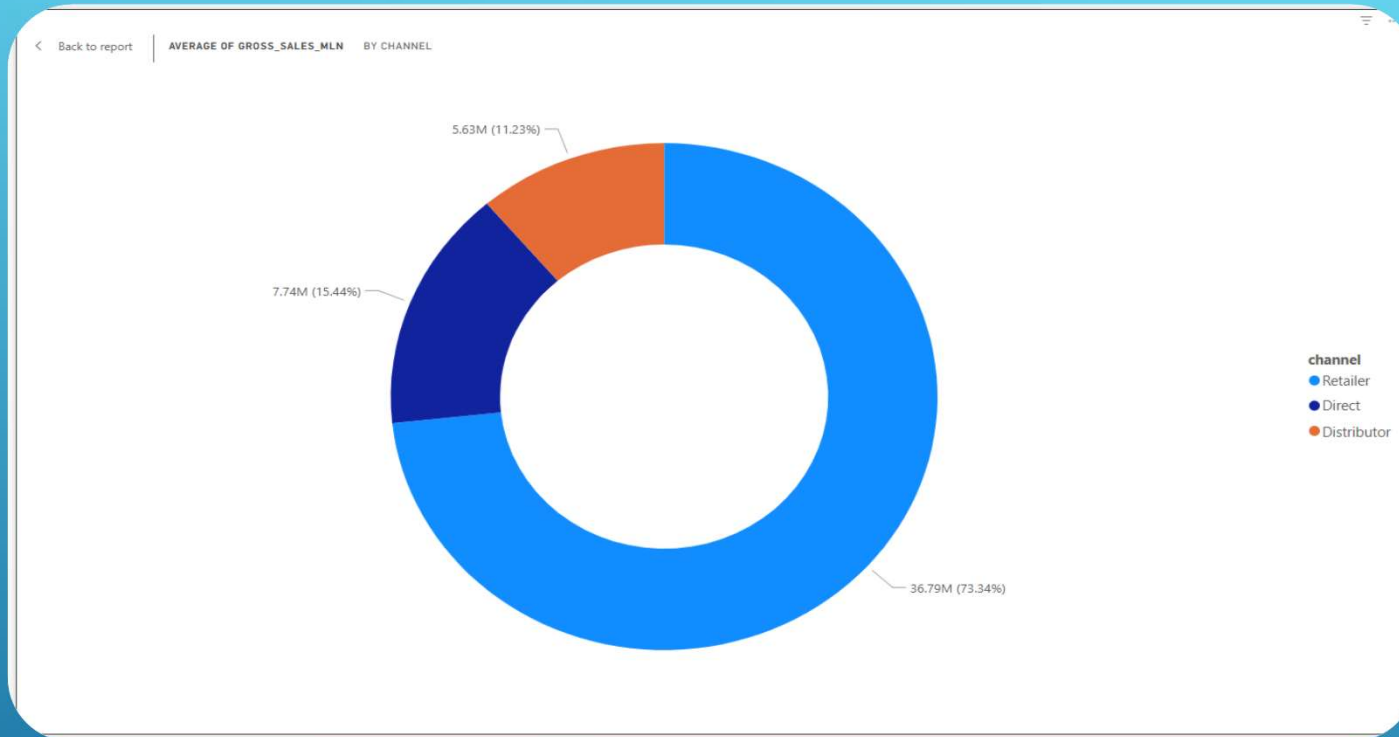
TOP 5 CUSTOMERS BY AVERAGE PRE-  
INVOICE DISCOUNT (INDIA, FY 2021)



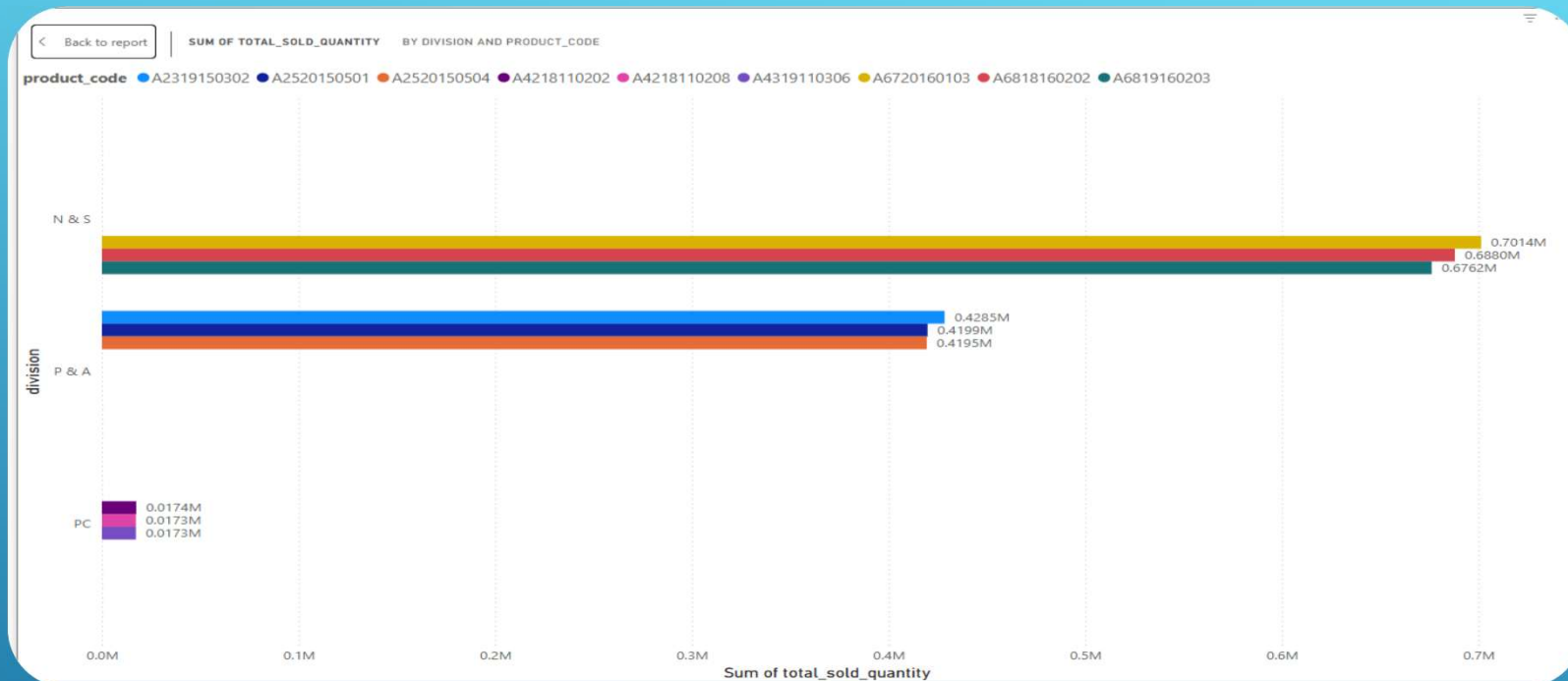
# MONTHLY GROSS SALES – ATLIQ EXCLUSIVE



HIGHEST SOLD QUANTITY BY QUARTER – 2020



## SALES CONTRIBUTION BY CHANNEL – FY 2021



TOP 3 SELLING PRODUCTS BY DIVISION – FY 2021”