Atliq Exclusive Markets

Question

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

Output

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

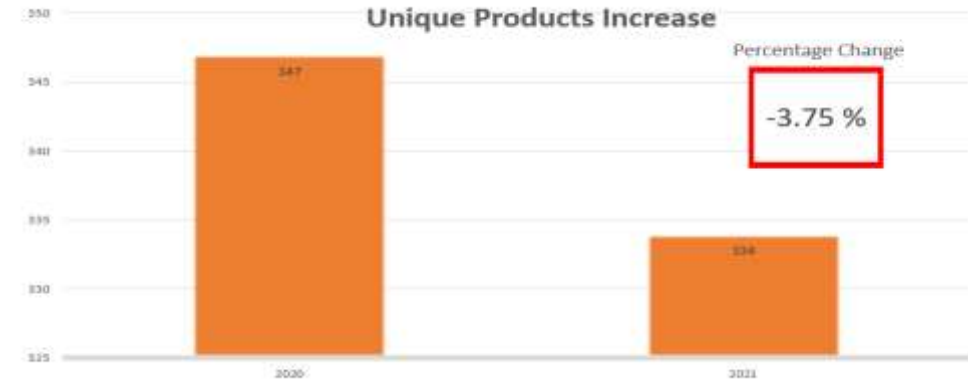# 2020 vs. 2021: The Surge of Unique Products

Question

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.

Output

unique_products_2020	unique_products_2021	percentage_chg
347	334	-3.75

Conversion of Output to visual

Insights

1. Results shows the number of products decreased by 3.7 % over the period of 2020 and 2021.
2. More efforts are needed to be made for more Unique Products.

# Segmentation Secretes: Unveiling Unique Products

Question

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

Conversion of Output to visual
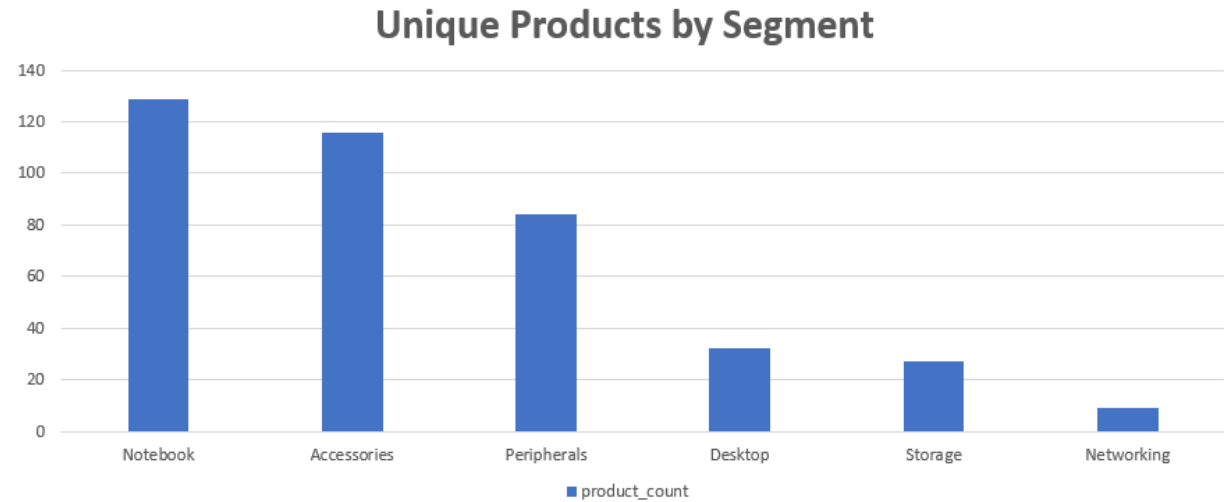
Insights

1. The results show that Notebook segment is the most sold products in Atliq while Networking is the least product.

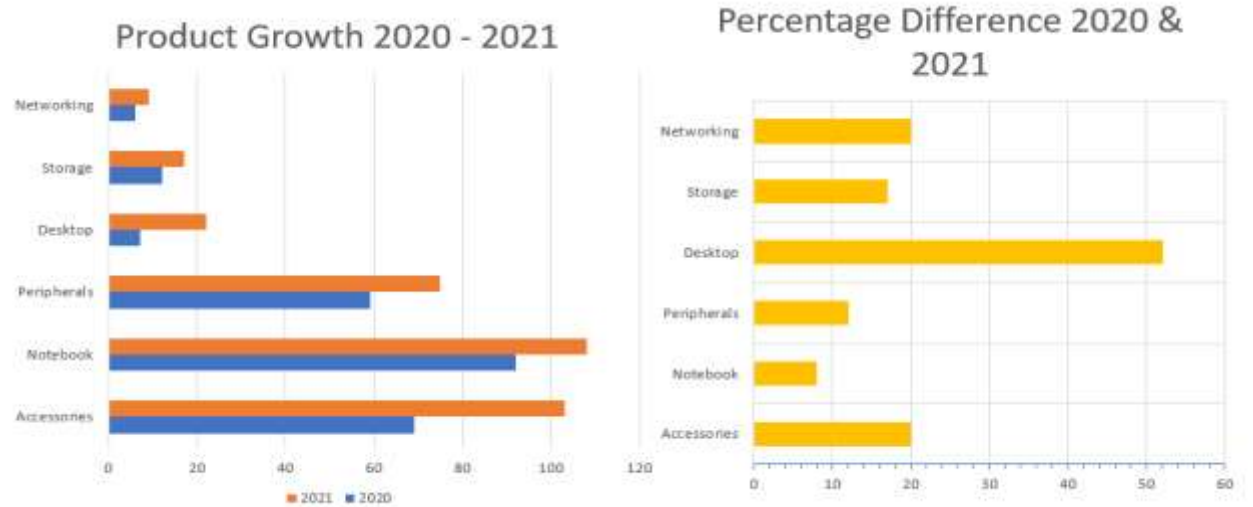# Segment Soars: Unique Products Growth Spree

Question

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, percentage.

Output

segment	product_count_2020	product_count_2021	difference	percentage
Accessories	69	103	34	20
Notebook	92	108	16	8
Peripherals	59	75	16	12
Desktop	7	22	15	52
Storage	12	17	5	17
Networking	6	9	3	20

Conversion of Output to visual

segment	product_count_2020	product_count_2021	difference	percentage
Accessories	69	103	34	20
Notebook	92	108	16	8
Peripherals	59	75	16	12
Desktop	7	22	15	52
Storage	12	17	5	17
Networking	6	9	3	20

Insights

1. Results show Desktop segment had the highest product increase of 52%
2. This show that Desktop is more loved.
3. Notebook segment shows a slight product increase of 8%.
4. Overall products in Atliq had a product increase in the period 2020 - 2021.

Product Manufacturing Cost

Question

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

Output

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

Discount Stars: Top 5 Customers of 2021

Question

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

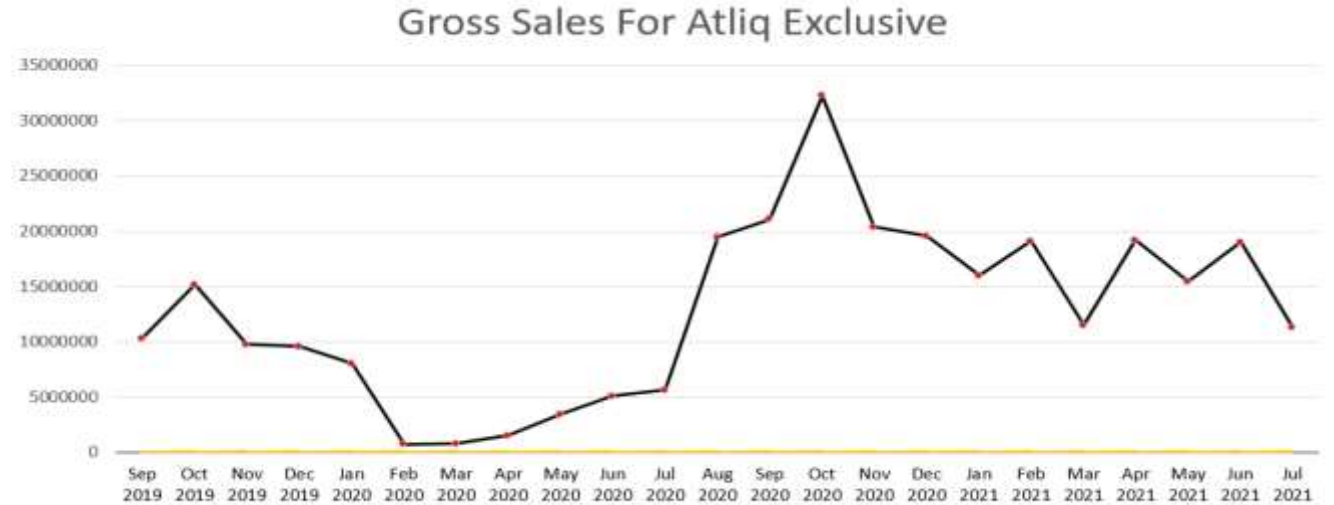| customer_code	customer	average_discount_percentage
90002009	Flipkart	0.31
90002002	Croma	0.30
90002003	Ezone	0.30
90002006	Viveks	0.30
90002016	Amazon	0.29

Atliq Exclusive: The Sales Saga

Question

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.

Output

Month	Year	Gross Sales Amount
9	2019	9092670.3392
10	2019	10378637.5961
11	2019	15231894.9669
12	2019	9755795.0577
1	2020	9584951.9393
2	2020	8083995.5479
3	2020	766976.4531
4	2020	800071.9543
5	2020	1586964.4768
6	2020	3429736.5712
7	2020	5151815.4020
8	2020	5638281.8287
9	2020	19530271.3028
10	2020	21016218.2095
11	2020	32247289.7946
12	2020	20409063.1769
1	2021	19570701.7102

Conversion of Output to visual

Month	Year	Gross Sales Amount
9	2019	9092670.3392
10	2019	10378637.5961
11	2019	15231894.9669
12	2019	9755795.0577
1	2020	9584951.9393
2	2020	8083995.5479
3	2020	766976.4531
4	2020	800071.9543
5	2020	1586964.4768
6	2020	3429736.5712
7	2020	5151815.4020
8	2020	5638281.8287
9	2020	19530271.3028
10	2020	21016218.2095
11	2020	32247289.7946
12	2020	20409063.1769
1	2021	19570701.7102

Insights

1. The results show that the peak of the gross sales was on October 2020.
2. The gross sales fluctuate and there is no clear patten of gross sales as we head to August 2021.
3. Also the insights show that during the month of February and March experienced the worst Gross sales.

Quarterly Triumph: 2020's Sales Champion

Question

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
4	17447125

Insights

1. We see that during the last quarter (4th quarter) of the year 2020 had the highest sales.

Channel Chronicles: Gross Sales in 2021
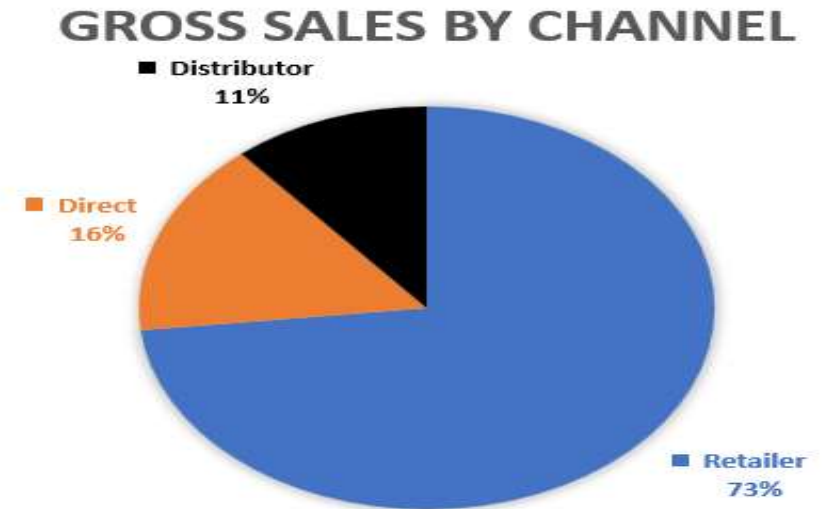
Question

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_mln	percentage
Retailer	1113959553.9114	73.24
Direct	237724525.4835	15.63
Distributor	169225139.8337	11.13

Conversion of Output to visual

channel	gross_sales_mln	percentage
Retailer	1113959553.9114	73.24
Direct	237724525.4835	15.63
Distributor	169225139.8337	11.13

GROSS SALES BY CHANNEL

- Distributor 11%
- Direct 16%
- Retailer 73%

Insights

1. The insights reveal that Retailers are the largest Gross sellers compared to other Channels with 73%.

Division Dominance: Top 3 Products of 2021

Question

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.

Output

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	400257	1
N & S	A6819160203	AQ Pen Drive DRC	396461	2
N & S	A6818160202	AQ Pen Drive DRC	396380	3
P & A	A2520150504	AQ Maxima Ms	245822	1
P & A	A2520150501	AQ Maxima Ms	244337	2
P & A	A2420150406	AQ Lite Ms	243914	3
PC	A4620110608	AQ Gen Y	10110	1
PC	A4419110408	AQ Elite	10030	2
PC	A4218110202	AQ Digit	9997	3

Yearly report for 'croma' customer

Question

Generate a yearly report for 'croma' customer where the output contains these fields: fiscal_year, yearly_gross_sales.
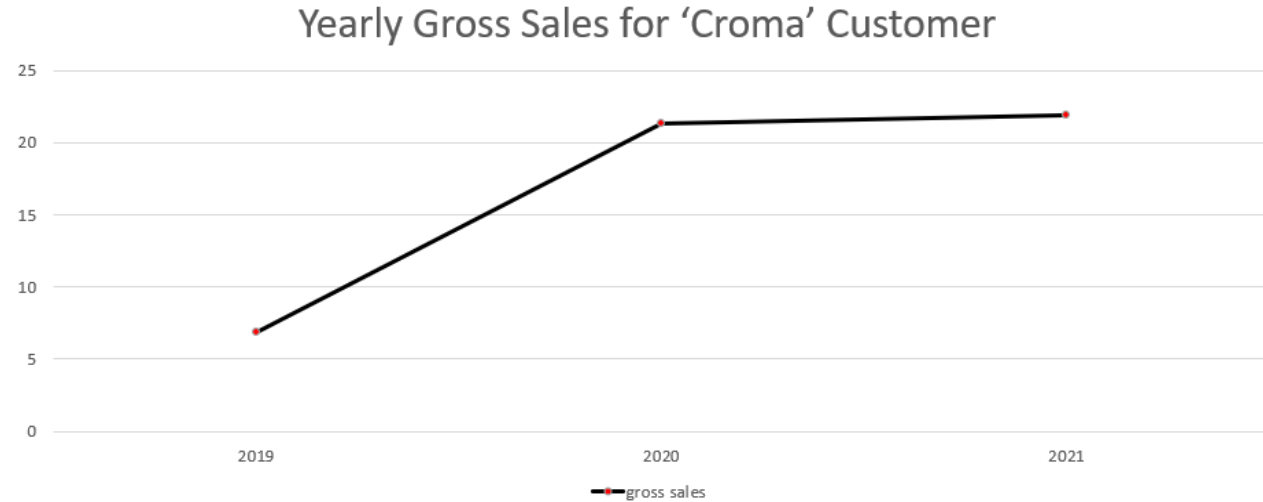
yearly_gross_sales are in millions (divide the total by 1000000).

Output

fiscal_year	yearly_gross_sales
2019	6.85320124
2020	21.37041018
2021	21.93643461

Conversion of Output to visual

fiscal_year	yearly_gross_sales
2019	6.85320124
2020	21.37041018
2021	21.93643461

Yearly Gross Sales for 'Croma' Customer

→ gross sales

Insights

1. Croma's gross sales are steadily growing at a rate of over 200-300% annually

2. Strategic decisions are positively impacting revenue generation for that customer.

3. So Croma is considered as valuable customer.

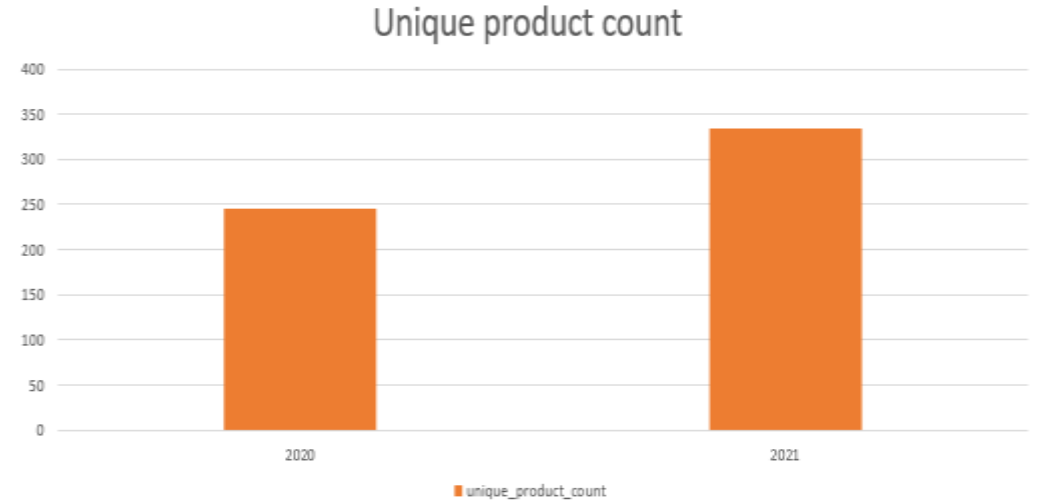# Yearly Product growth Analysis

Question

Generate a report which contains the fiscal year and also the number of unique products sold in that year. This helps Atliq Hardware's regarding the development of new products and its growth year on year.

Output

fiscal_year	unique_product_count
2020	245
2021	334

Conversion of Output to visual

Insights

1. Results indicate Atliq Hardware's are competitive by introducing new products.
2. Atliq Hardwares are focused on increasing revenue by improving product strengths and creating in-demand products.

THE END