# Consumer Goods
# Adhoc Insights

# List of markets of "Atliq Exclusive"

## Question 1

List of markets in which customer "Atliq Exclusive" operates its business in the APAC region

## Output

| row_num | market |
|---------|--------|
| 1 | India |
| 2 | Indonesia |
| 3 | Japan |
| 4 | Philiphines |
| 5 | South Korea |
| 6 | Australia |
| 7 | Newzealand |
| 8 | Bangladesh |
| 9 | India |

# Percentage change of Unique Products

## Question 2

What is the percentage of unique product increase in 2021 vs. 2020? The final output contains the fields -

       unique_products_2020
       unique_products_2021
       percentage_chg

## Output

| pdt20 | pdt21 | pct_change |
|-------|-------|------------|
| 245   | 334   | 36.33      |

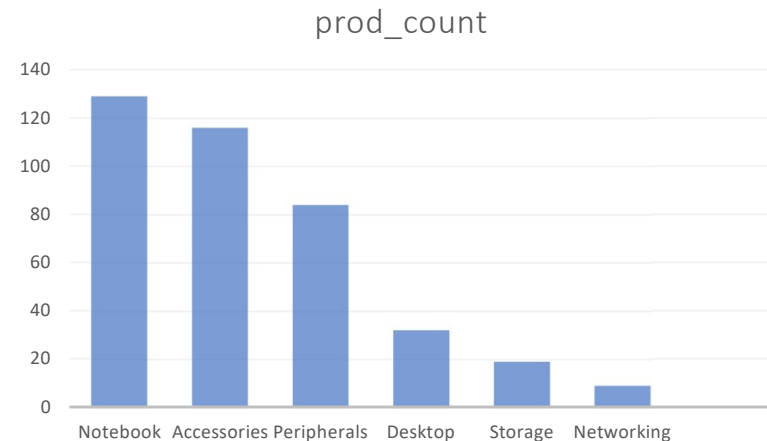# Unique Products in each Segment

## Question 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 the fields
    segment
    product_count

Output

| segment | prod_count |
|---|---|
| Notebook | 129 |
| Accessories | 116 |
| Peripherals | 84 |
| Desktop | 32 |
| Storage | 19 |
| Networking | 9 |



prod_count

# Increase in Unique Products

## Question 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

## Output

| segment | prod_count_2020 | prod_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 |

# Products with Maximum & Minimum Manufacturing Cost

## Question 5

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

## Output

| product_code | product | manufacturing_cost |
|---|---|---|
| A6121110208 | AQ HOME Allin1 Gen 2 | 263.4207 |
| A2118150101 | AQ Master wired x1 Ms | 0.8654 |

# Customers with High Pre Invoice Discount

## Question 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 the fields -
- customer_code
- customer
- average_discount_percentage

## Output

| customer_code | customer | avg_pre_discount |
|---|---|---|
| 80006155 | Amazon | 0.31 |
| 80006155 | Electricalslytical | 0.31 |
| 80006155 | Propel | 0.31 |
| 80006155 | Expression | 0.31 |
| 80006155 | Electricalsocity | 0.31 |

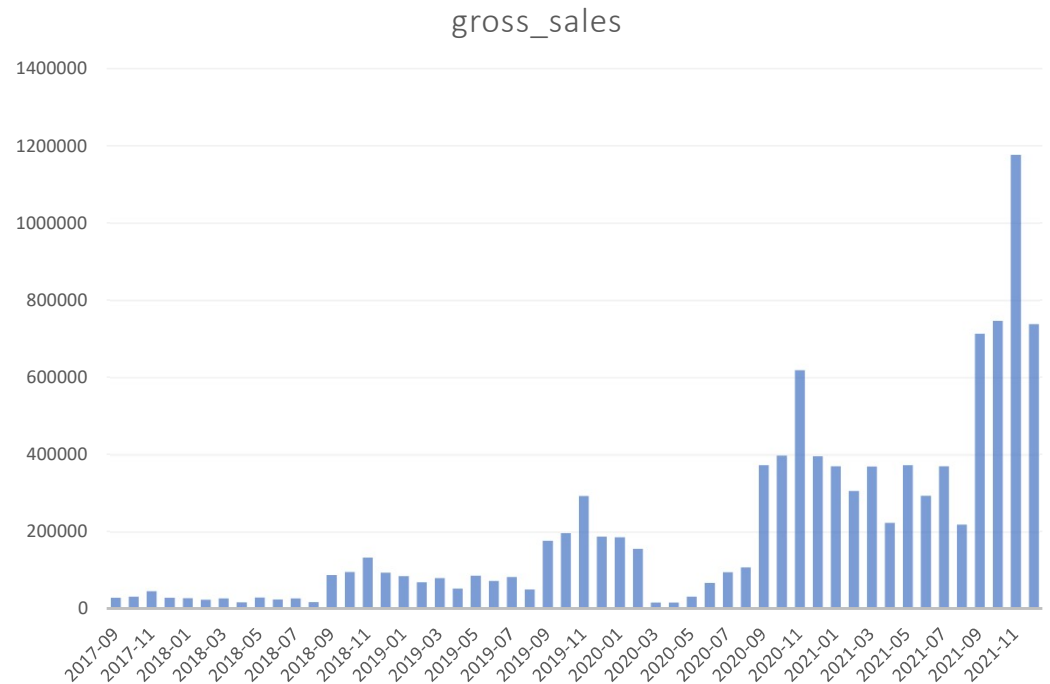# Gross Sales of "Atliq Exclusive"

## Question 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

## Output



gross_sales

# Sales by Quarter

## Question 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

| QTR | total_quantity |
|-----|----------------|
| Q4  | 17447125       |
| Q3  | 7137551        |
| Q1  | 3704398        |
| Q2  | 3395899        |

# Gross Sales by Channel

## Question 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,
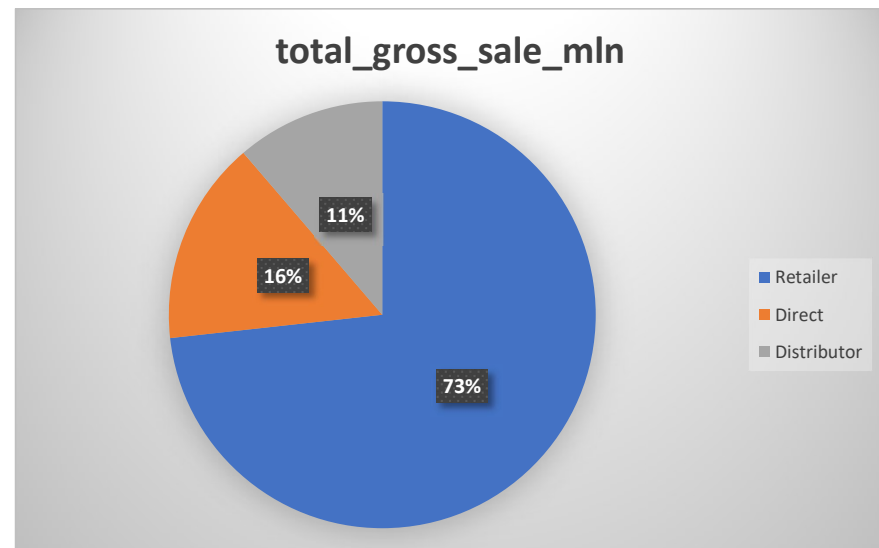
    channel
    gross_sales_mln
    percentage

## Output

| channel | total_gross_sale_mln | pct |
|---|---|---|
| Retailer | 1219.08 | 73.23 |
| Direct | 257.53 | 15.47 |
| Distributor | 188.03 | 11.30 |



total_gross_sale_mln

# Top 3 Products in each Division

## Question 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 the fields -
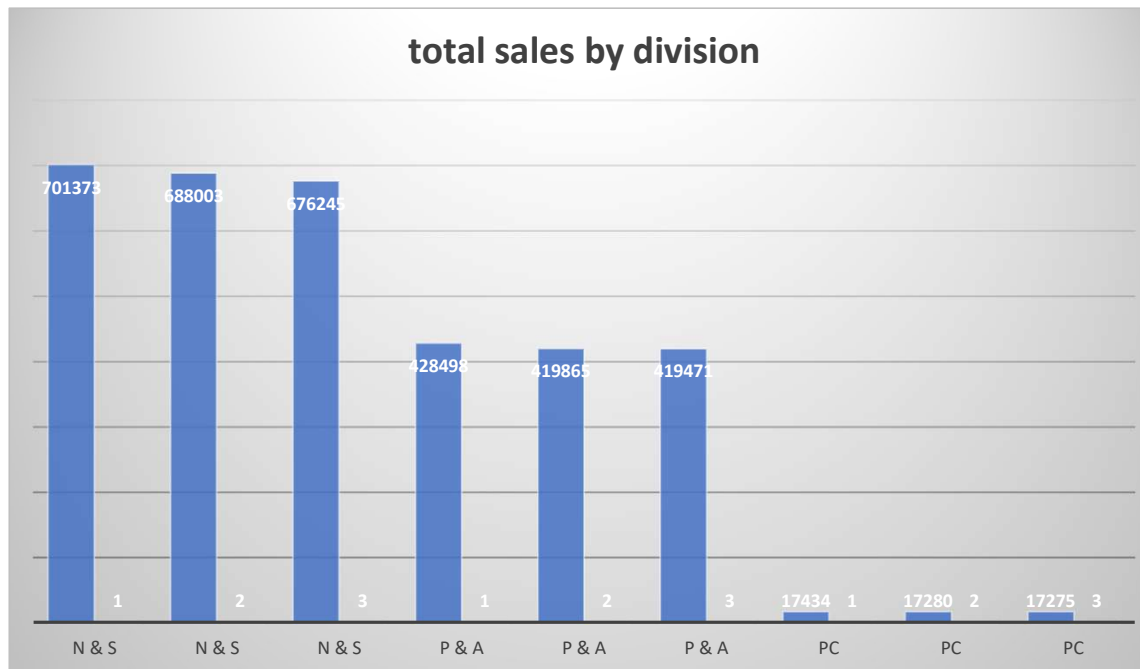
      division
      product_code

## Output

| division | product_code | product | total_sold_qty | rnk |
|---|---|---|---|---|
| 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



**total sales by division**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 701373 | 688003 | 676245 | 428498 | 419865 | 419471 | 17434 | 17280 | 17275 |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| N & S | N & S | N & S | P & A | P & A | P & A | PC | PC | PC |

- N&S division has highest sales.
- P&A comes second.
- Sales of PC, is the last in the division.
- More demand for N&S and P&A than PC.

# List of tables in the database:

- Dim_customer
- Dim_date
- Dim_product
- Fact_act_est
- Fact_forecast_monthly
- Fact_freight_cost
- Fact_gross_price
- Fact_manufacturing_cost
- Fact_post_invoice_deductions
- Fact_pre_invoice_deductions
- Fact_sales_monthly

# Thank You!…