



PROJECT REPORT

Consumer Goods insights AtliQ Mart

PROJECT BY
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PROJECT OVERVIEW

Atliq Hardwares, a leading computer hardware producer in India, **aims** to enhance its data-driven decision-making capabilities. To support this initiative, the company is hiring **Junior Data Analysts**.

Tony Sharma, Director of Data Analytics, designed a comprehensive **SQL** challenge comprising **10 ad hoc requests** to evaluate candidates' technical and analytical skills , as well as their ability to derive actionable insights.

As part of this challenge , **I analyzed** raw data to uncover patterns, identify trends, and generate meaningful insights that can help Atliq Hardwares optimize its operations and drive business growth.

KEY POINTS

- Fiscal year starts from September 2019 – August 2020 (FY 2020)
- Fiscal year starts from September 2020 – August 2021 (FY 2021)

- Company has 3 divisions
 1. P&A
 2. N&S
 3. PC

1.

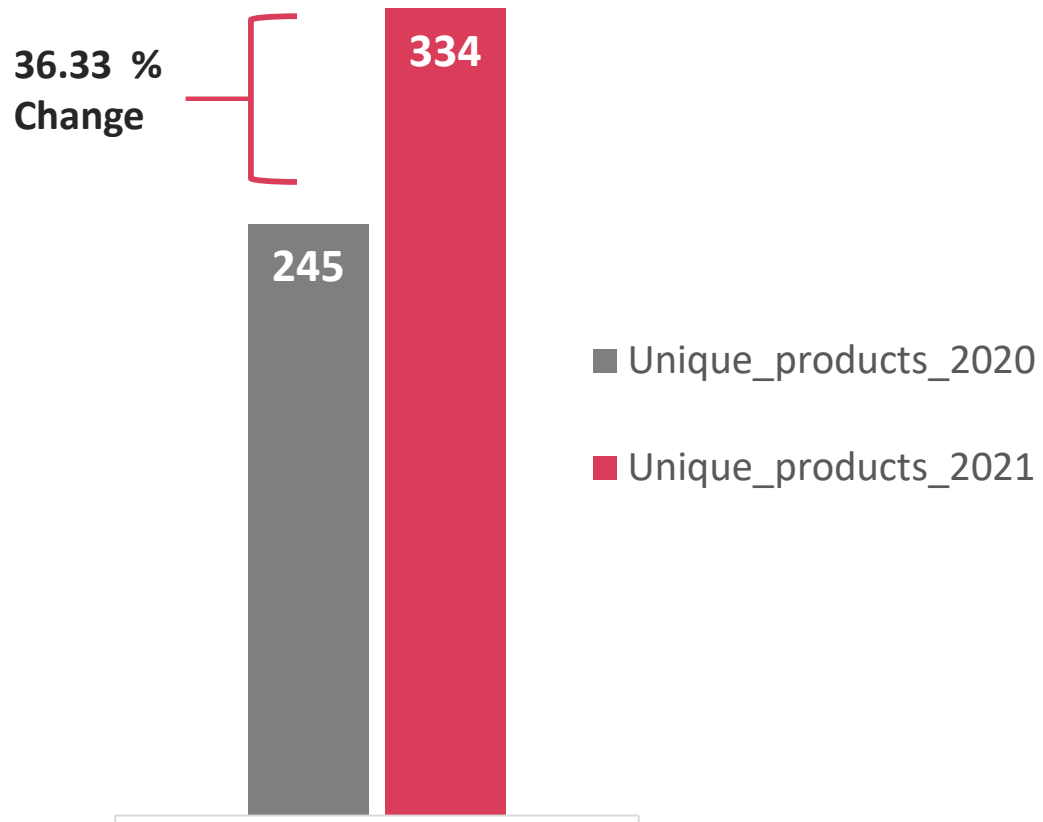
Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
New Zealand
Bangladesh

Atliq Exclusive market in the APAC region.

2.

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

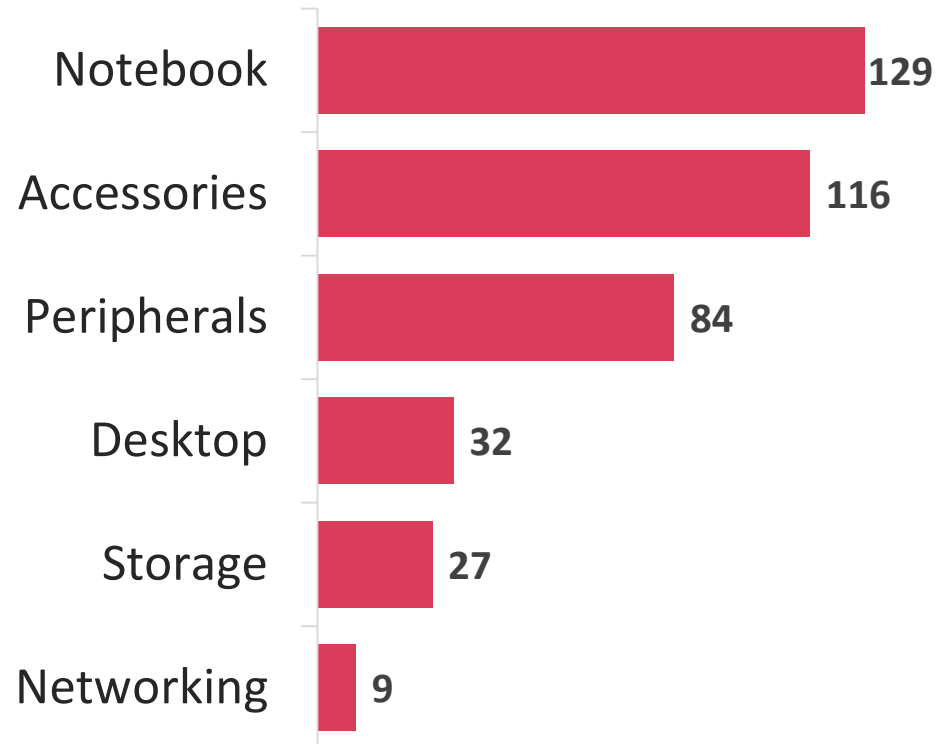


2020	2021	Percentage_chg
245	334	36.33

In FY 2021 there is increase in production by 36.33 %

3.

Provide a report with all the unique product counts for each segment and sort them in descending order of product counts .



Unique product count for each Segment

Notebook , Accessories & Peripherals have high product count as compare to the Desktop , Storage & Networking

4.

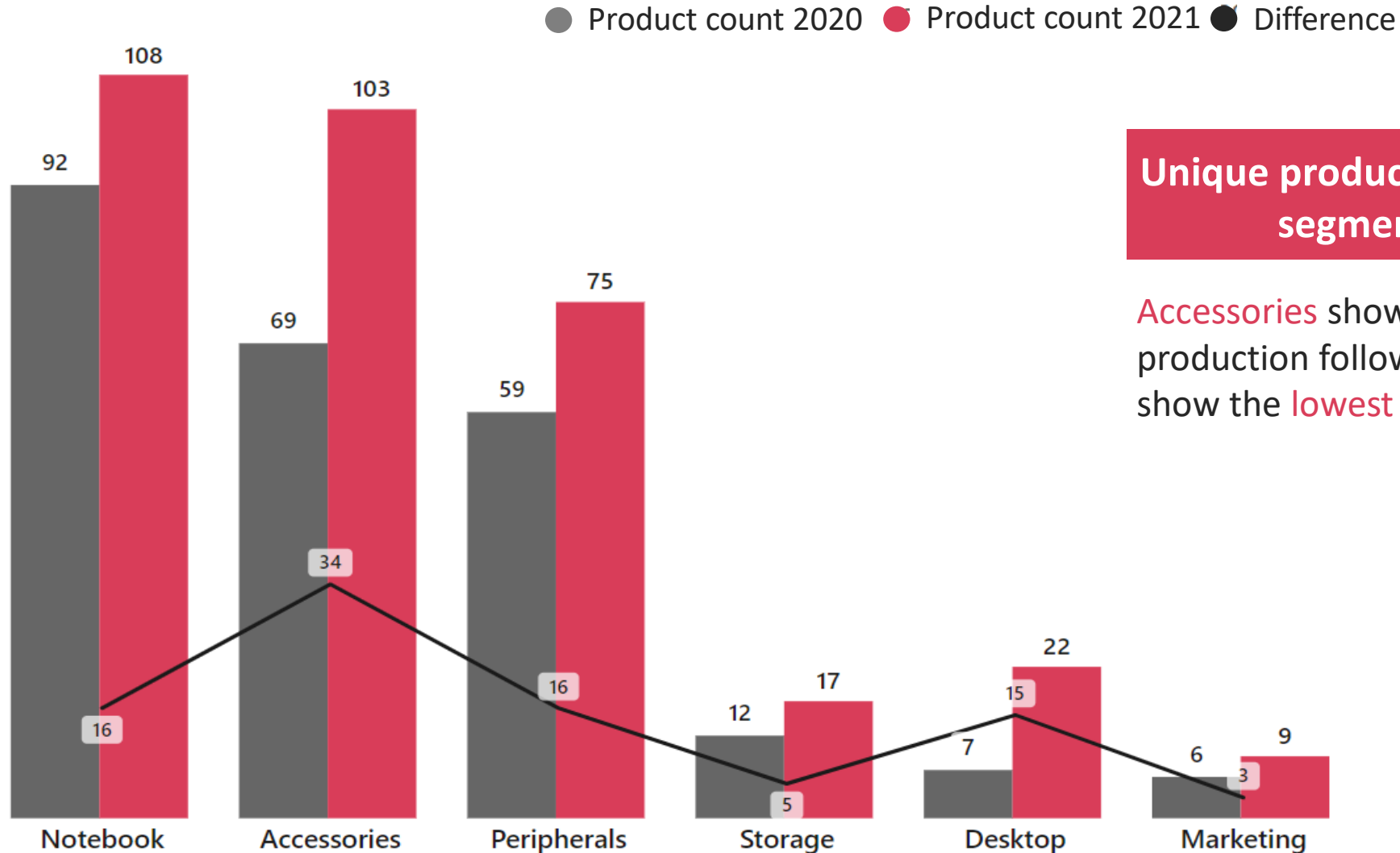
Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?

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

Accessories shows the highest increased in production followed by notebook and networking show the lowest increased in production .

4.

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?



Unique product count comparison for each segment in FY 2020 vs 2021

Accessories shows the highest increased in production followed by notebook and Marketing show the lowest increased in production .

5.

Get the products that have the highest and lowest manufacturing costs .

Product code	Product	Manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.892
A6120110206	AQ HOME Allin1 Gen 2	240.5364



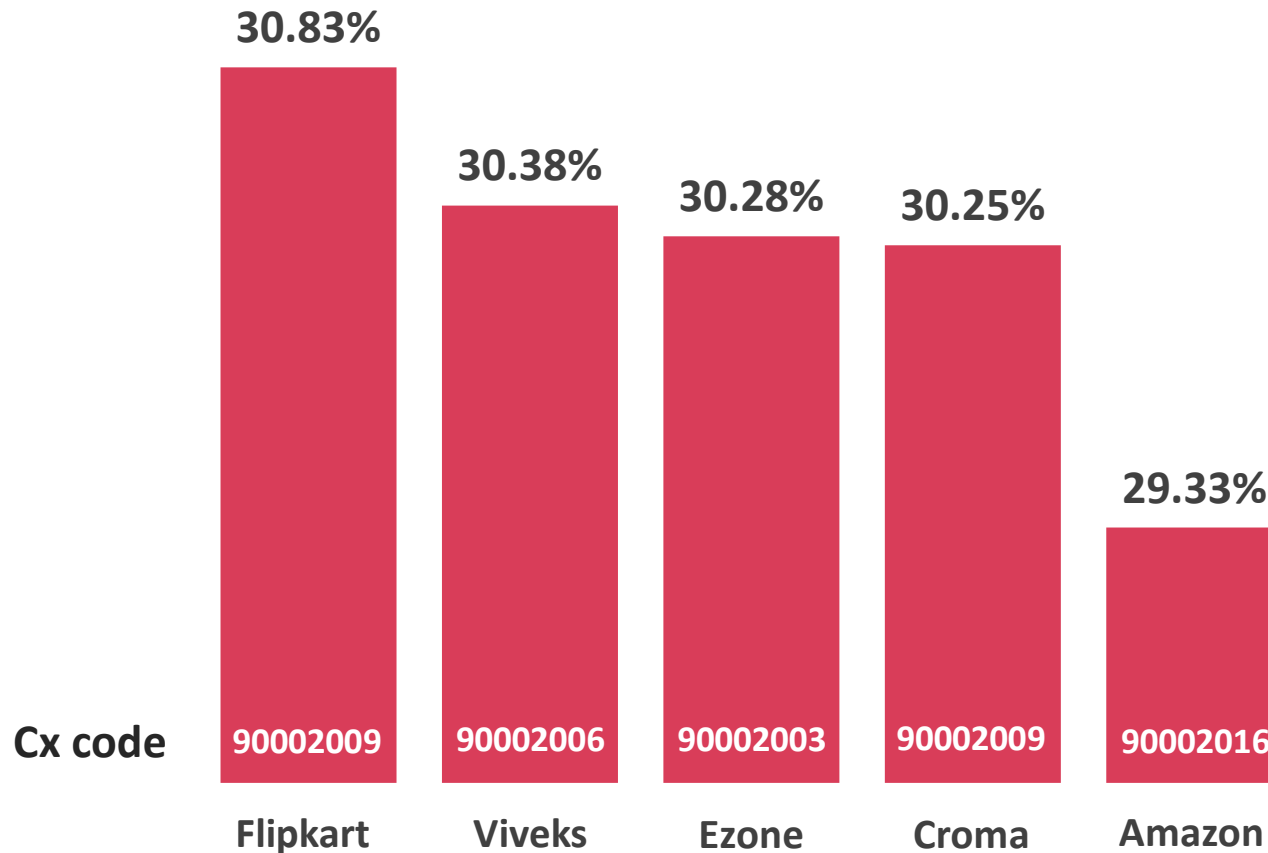
AQ HOME Allin1 Gen 2
has the **highest** manufacturing costs



AQ Master wired x1 Ms
has the **lowest** manufacturing costs

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.

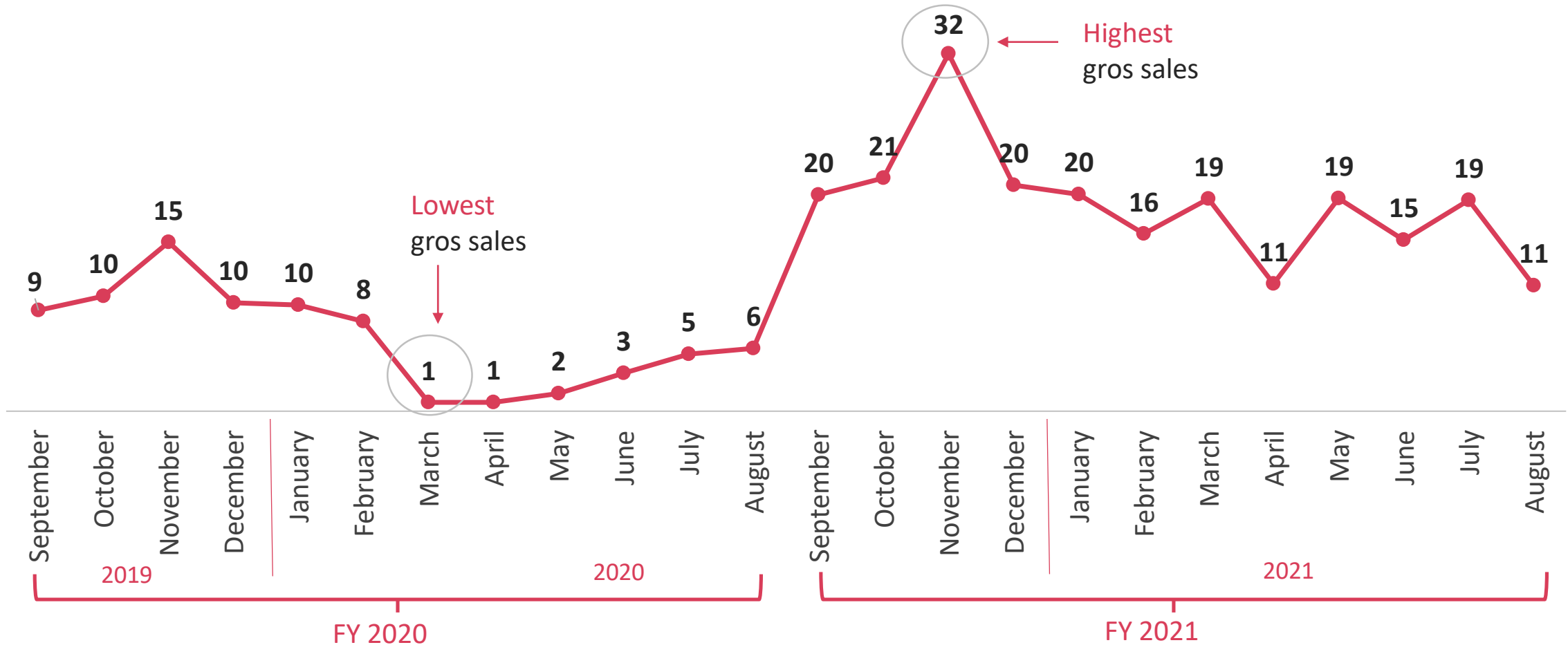


Top 5 customers with average high pre_invoice_discount_pct in FY 2021

Flipkart and Viveks gets the highest pre invoice discount and Amazon gets the lowest

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.

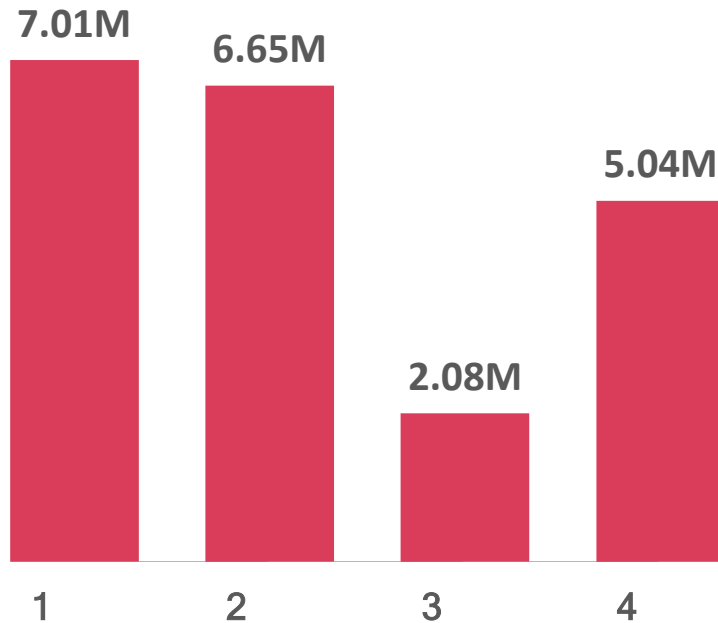


March show the lowest gross sales in FY 2020 and November shows the highest gross sales in FY 2021 . We can see the increase in sales in FY 2021 as compared to FY 2020

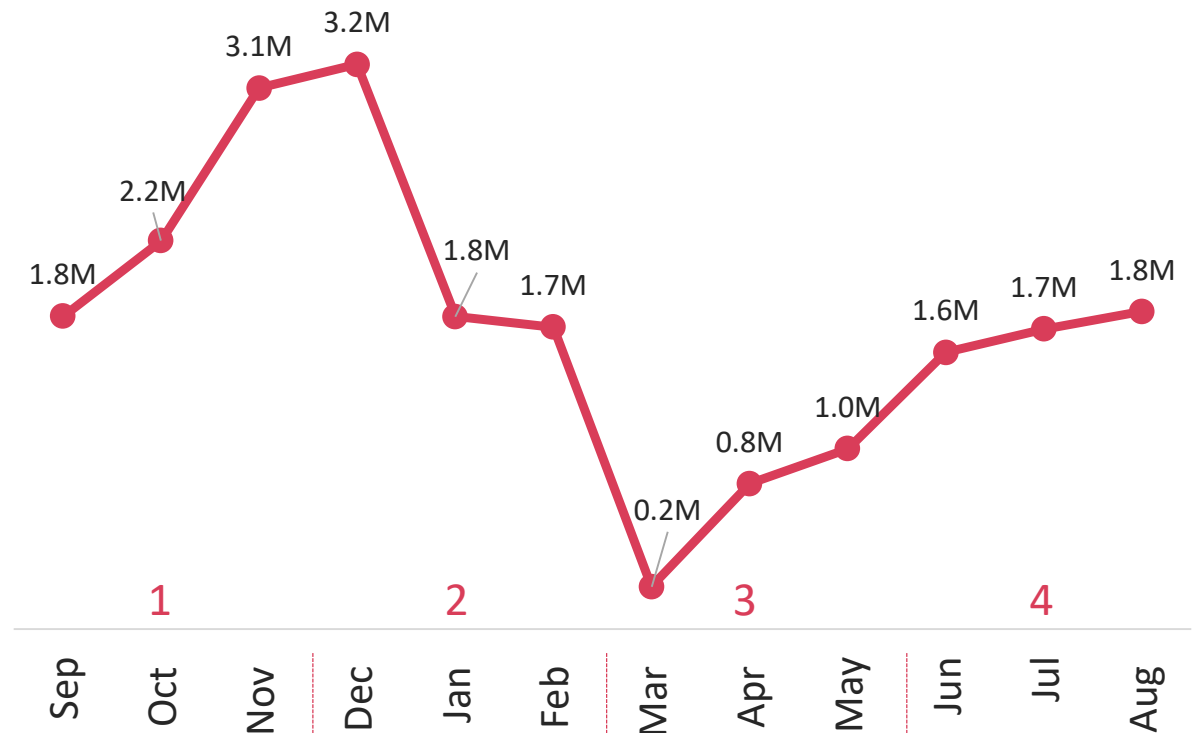
8.

In which quarter of 2020, got the maximum total_sold_quantity?

Sold qty in FY 2020 by Quarter



Sold qty in FY 2020 by Month



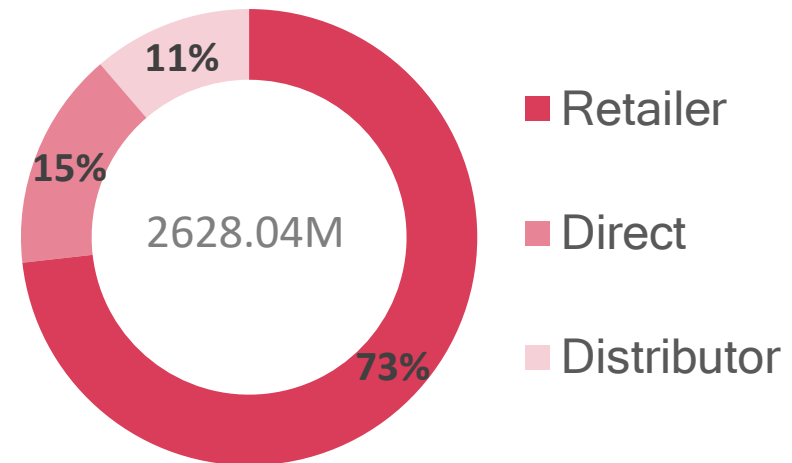
Quarter 1 shows the highest total sold quantity where as quarter 3 shows the least sales. And when it comes to month December shows the highest sold quantity where as march show the least total quantity sale .

9.

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

Contribution percentage by channel for FY 2021 Month

Channel	Gross sales (mln)	Percentage
Retailer	1924.17	73.22
Direct	406.69	15.48
Distributor	297.18	11.31



Channel Retailer shows the highest contributing percentage whereas Distributors shows the lowest contribution percentage in FY 2021

10.

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

Division	Product code	Product	Total sold qty	Rank order
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



THANK YOU

**Thank you for
listening**