



INSIGHT OF CONSUMER GOODS DOMAIN

-Karan Vaghela



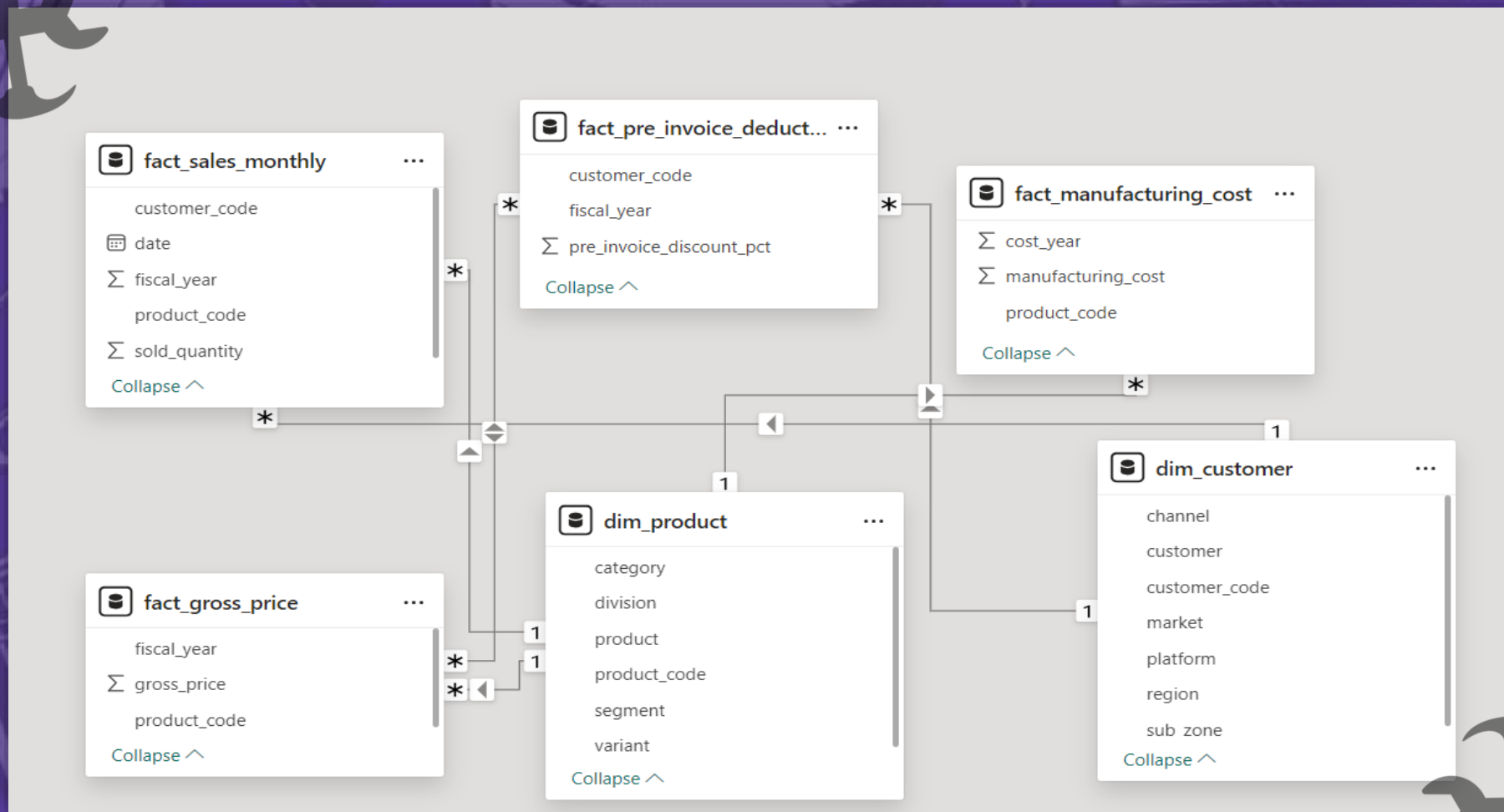
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Company and Problem statement

- **Company** – Leading Computer hardware producers in India and well expanded in other countries.
- **Problem Statement** – There are not enough insights to make quick and smart informed Decision.
 1. Expand data analytics team by adding several junior data analyst.
 2. Decided to conduct a SQL challenge to hire junior data analyst

DATABASE SCHEMA



Question 1

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

	customer	market	region
►	Atliq Exclusive	India	APAC
	Atliq Exclusive	Indonesia	APAC
	Atliq Exclusive	Japan	APAC
	Atliq Exclusive	Philippines	APAC
	Atliq Exclusive	South Korea	APAC
	Atliq Exclusive	Australia	APAC
	Atliq Exclusive	Newzealand	APAC
	Atliq Exclusive	Bangladesh	APAC

Question 2

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

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Question 3

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

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

Question 4

Which segment had the most increase in unique products in 2021 vs 2020?

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

Question 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

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 ?

customer_code	customer	avg_customer_discount
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

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 ?

Month	Year	Gross sales Amount
May	2020	1.59m
July	2020	5.15m
August	2020	5.64m
September	2020	19.53m
November	2020	32.25m
December	2020	20.41m
January	2021	19.57m
March	2021	19.15m
April	2021	11.48m
May	2021	19.2m
July	2021	19.04m
August	2021	11.32m
October	2019	10.38m
February	2020	8.08m
June	2020	3.43m
October	2020	21.02m
February	2021	15.99m
June	2021	15.46m

Question 8

In which quarter of 2020, got the maximum total_sold_quantity ?

Quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Question 9

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

channel	gross_sales_mln	percentage
Retailer	1219.082	73.23%
Direct	257.532	15.47%
Distributor	188.026	11.3%

Question 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_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