



CONSUMER GOODS AD HOC INSIGHTS FOR ATLIQ HARDWARES

CODE BASICS QUERY CHALLENGE





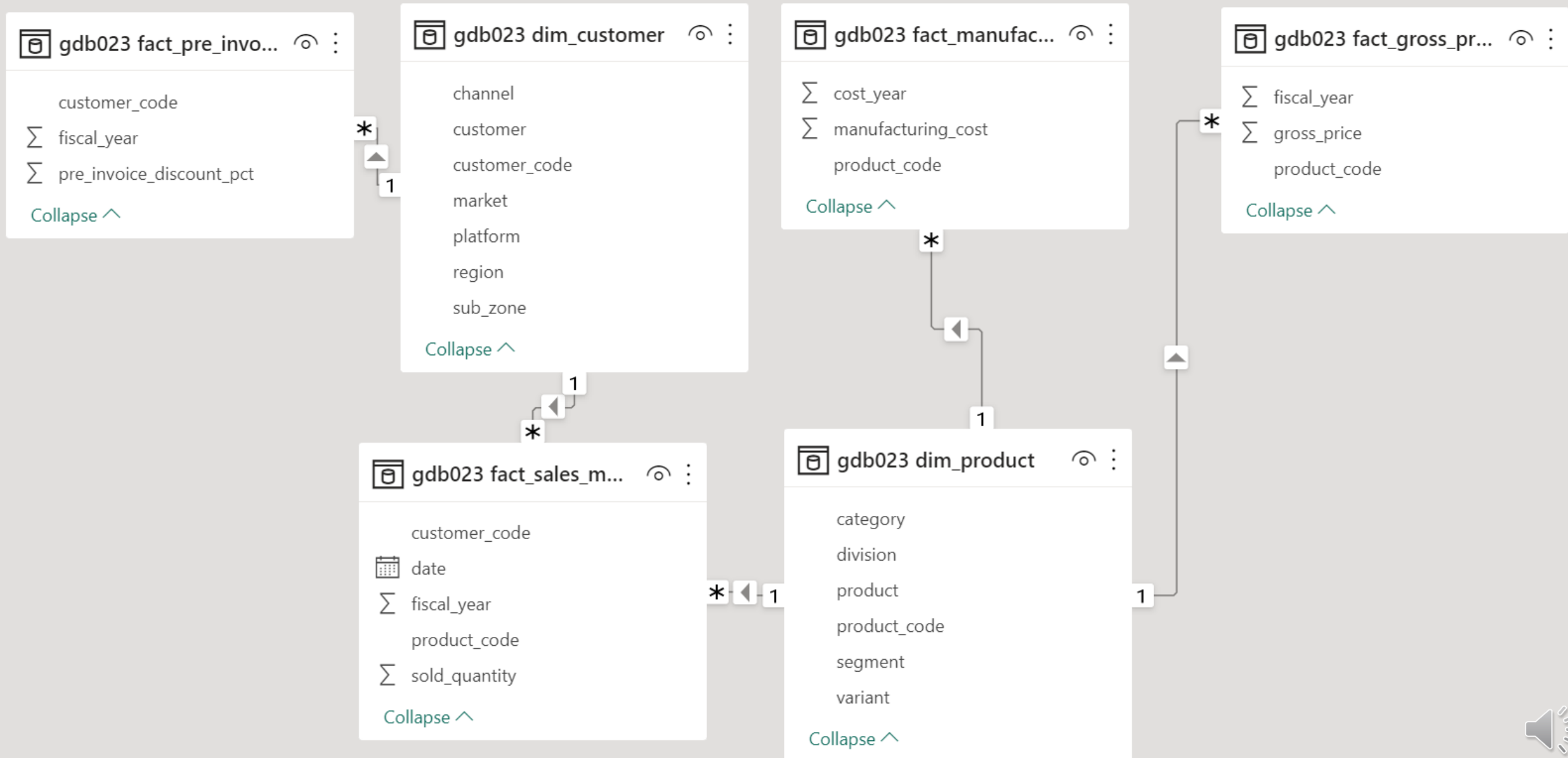
INTRODUCTION

'Atliq Hardware' is a computer hardware manufacturing company and it is running their site in Gujarat.

This company has number of clients in southern and northern parts of India. Now they are increasing their clients all over the world, now they are having more clients in Asian regions and few clients Australia and Europe countries.



DATA MODEL



Customer Atliq Exclusive's business in APAC region

Q1. Provide the list of markets in which customer “Atliq Exclusive” operates its business in the “APAC” region

Output

	market	sub_zone
▶	India	India
	Indonesia	ROA
	Japan	ROA
	Philippines	ROA
	South Korea	ROA
	Australia	ANZ
	Newzealand	ANZ
	Bangladesh	ROA

Insights

- This result shows ‘Atliq exclusive’ operates more business in ‘Rest of Asia’





- Australia
- Bangladesh
- India
- Indonesia
- Japan
- Newzealand
- Philiphines
- South Korea



Q2. What is the percentage of unique product increase in 2021 vs. 2020? The final output contains,

Unique products,

SoldQty_2020

SoldQty_2021

Percentage_chg

Output

Result Grid				Filter Rows:		Export:	Wra
	unique_products_2021	unique_products_2020	Percentage_chg				
▶	334	245	36.33				



36.33 %

89

New products in 2021

245

334

2020 2021

Insights

- Results shows that the company has introduced 89 new products in the financial year 2021
- Company is proving their skills in the industry by introducing the new products



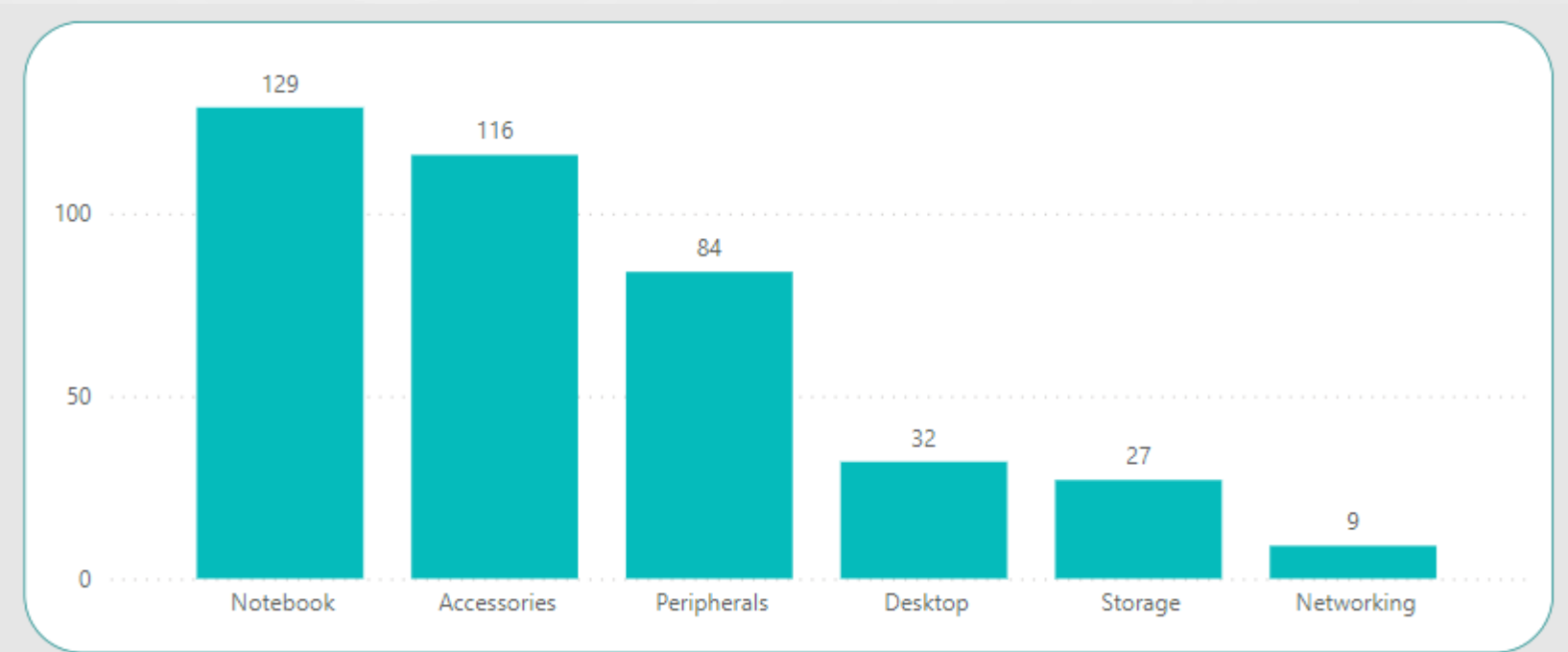
Q3. Provide a report with all unique product count for each segment and sort them in descending order of product counts. The final output contains

Segment

Product_count

Output

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



Q4. Which segment had the most increase in unique products in 2021 vs. 2020? The final output contains,

Segment

Product_count_2020

Product_count_2021

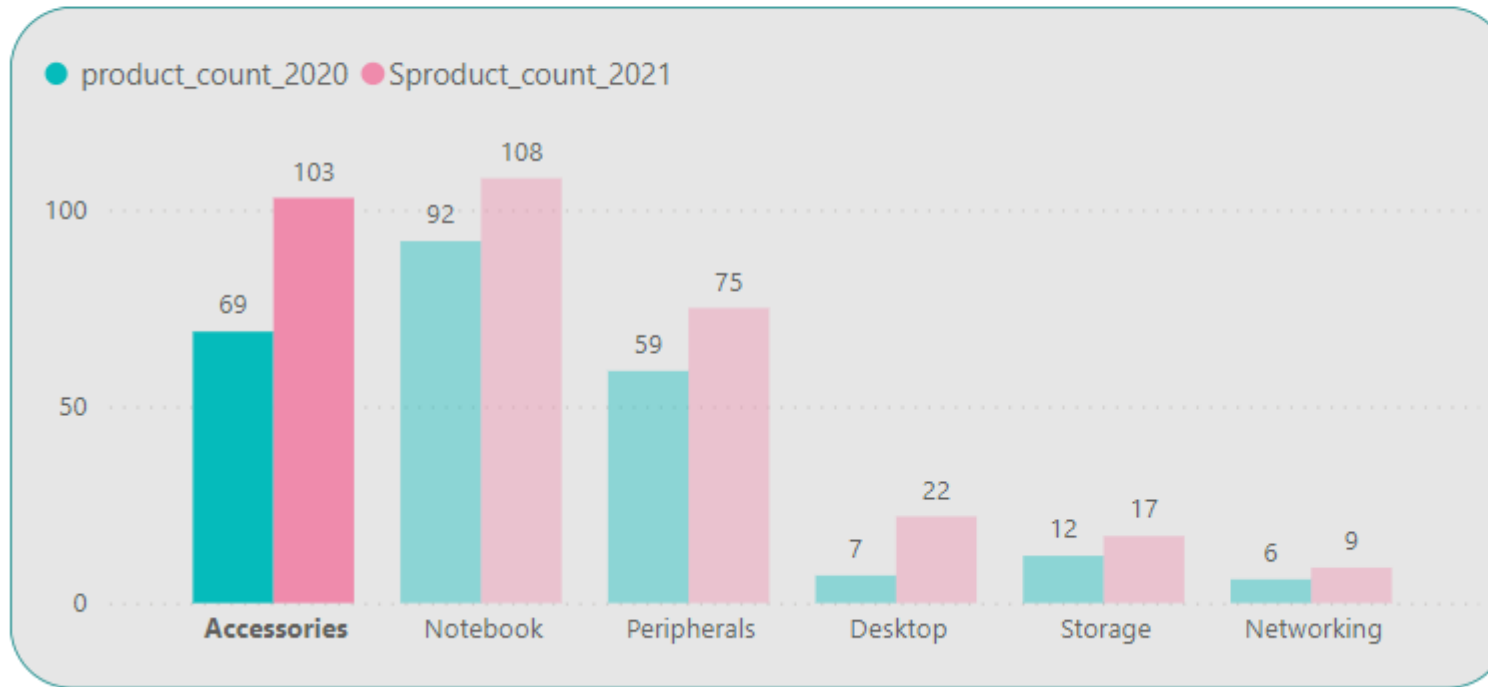
Difference

Output

	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



Unique products increase in 2021 vs. 2020 in each segment



34

New Products

- 'Accessories' segment had introduced more new products than the others
- Report shows, that company has increasing their production in all the segments



Q5. Get the products that have the highest and lowest manufacturing costs.
The final output contains

product_code
product
manufactring_cost

Output:

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



Q6. Generate the 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,

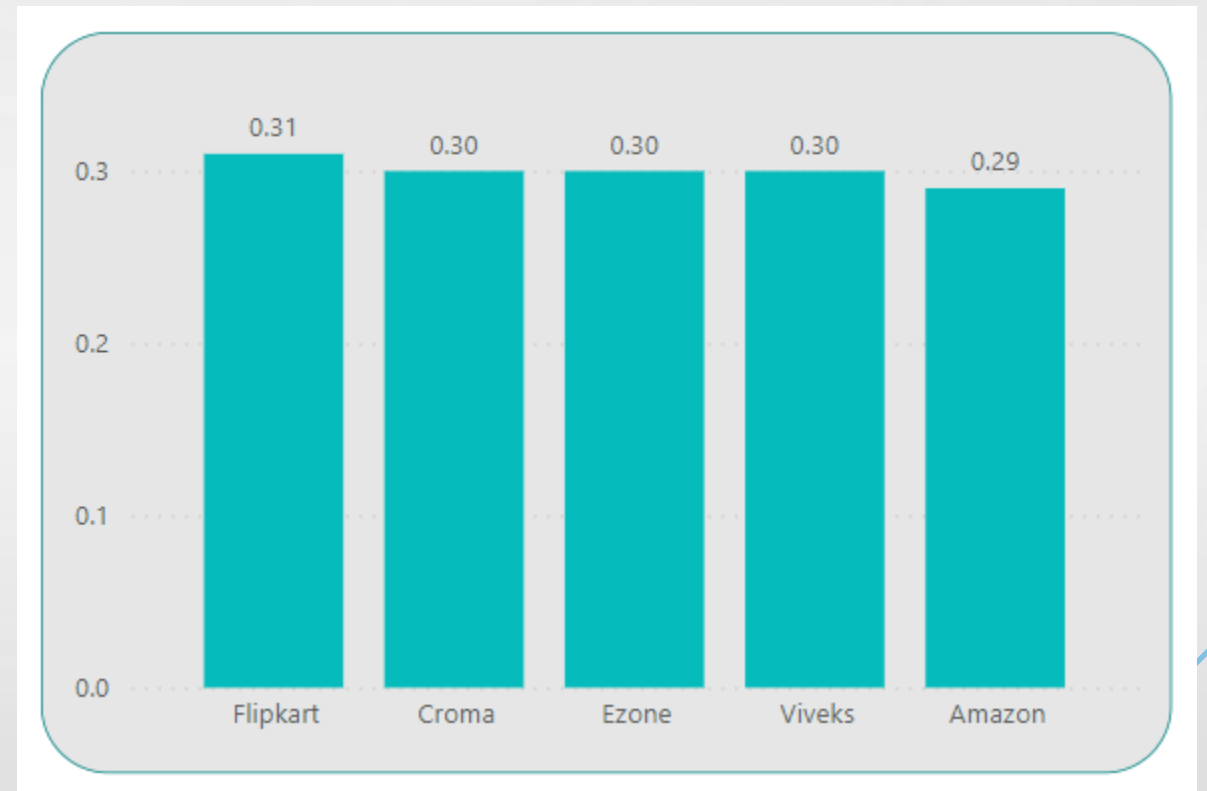
customer_code

customer

average_discount_percentage

Output:

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



Q7. 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 output contains

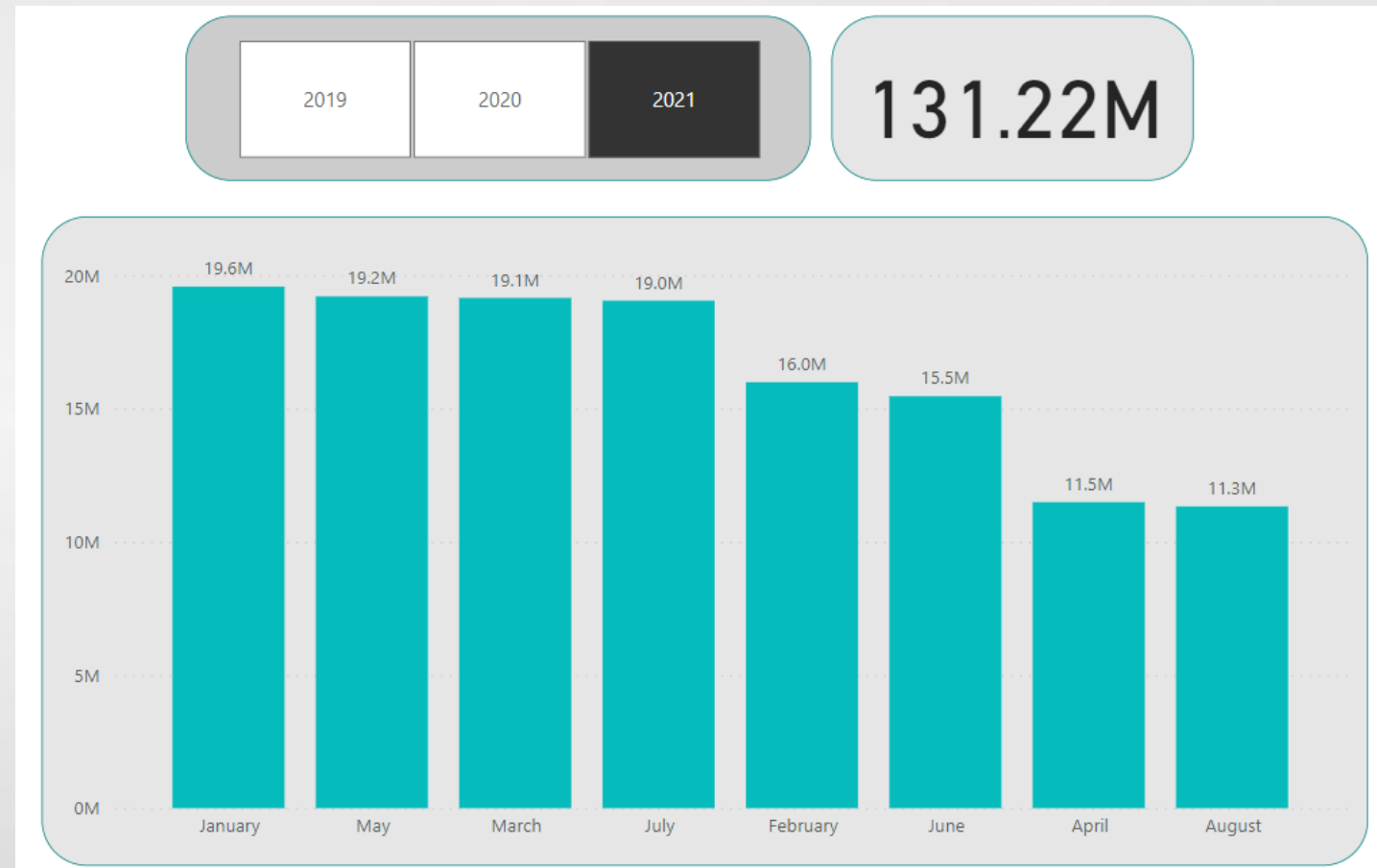
Month

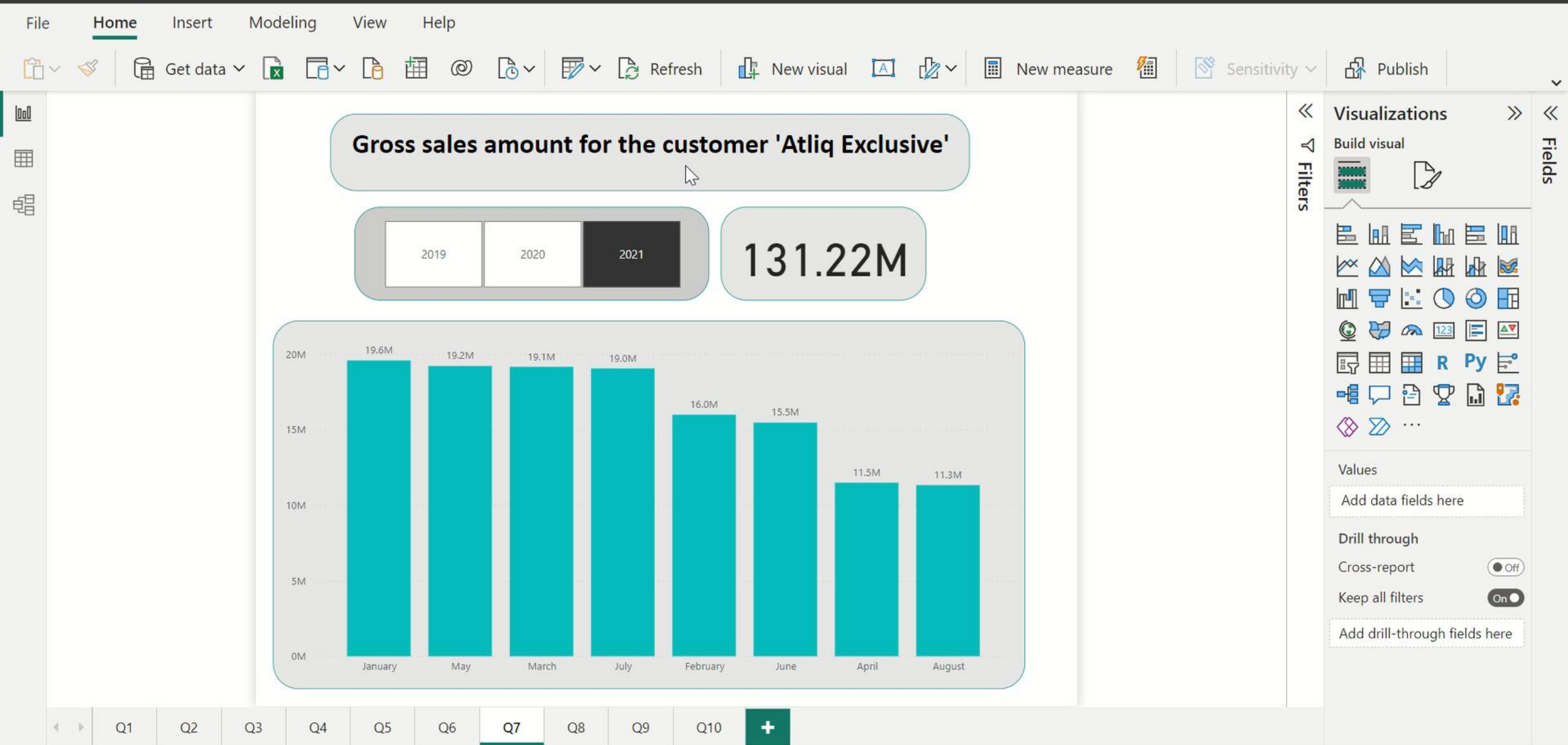
Year

Gross sales

Output:

	Month ▲	year	gross sales amount
	September	2019	9092670.3392
	November	2019	15231894.9669
	December	2019	9755795.0577
	October	2019	10378637.5961
	January	2020	9584951.9393
	March	2020	766976.4531
	April	2020	800071.9543
	May	2020	1586964.4768





Q8. 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:

Result Grid			Filter Rows:
	Quater	total_sold_quantity	
▶	1	7005619	

1st Quater

7005619

Insights

- Here the result indicates that the company has sold maximum number of products in their first quarter of 2020



Q9. 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

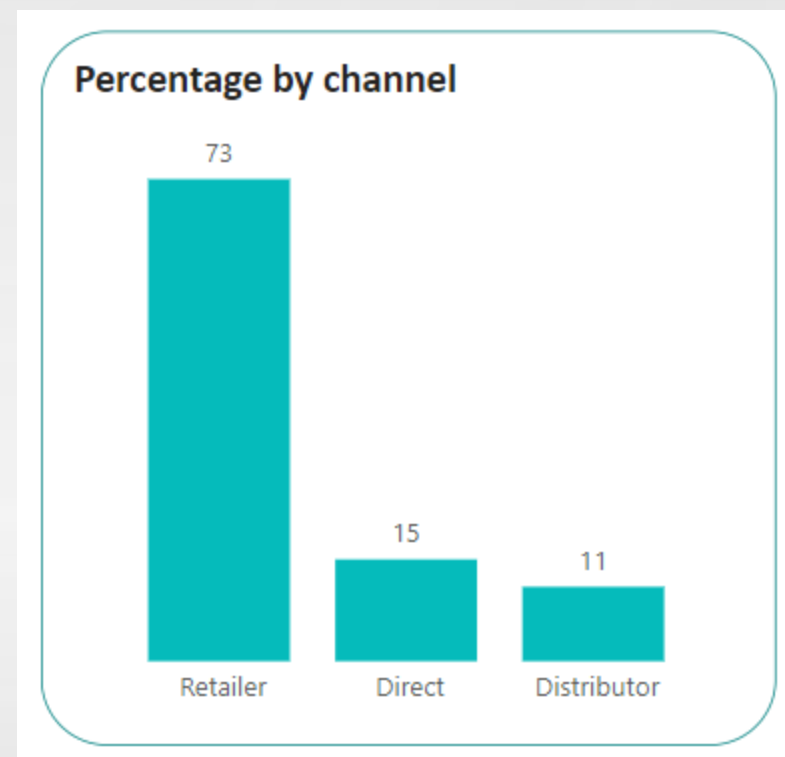
percentage

Output:

	channel	total_gross_sales	Percentage
▶	Retailer	1924170397.91	73.22
	Direct	406686873.90	15.47
	Distributor	297175879.72	11.31

Insights

- Here the result shows the channel 'Retailer' helped to bring more gross sales to the company



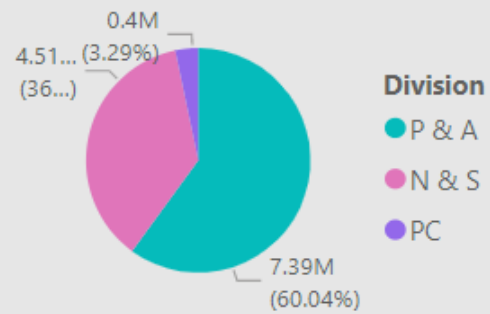
Q10. Get the top 3 products in each division that have a high total_sold_quantity in the fiscal year 2021? The final output contains these fields,

Division , Product_code, Product, Total_sold_quantity, Rank_order

Output:

	Division	Product	Total_sold_quantity	Rank_order
▶	N & S	AQ Pen Drive DRC	2034569	1
	N & S	AQ Digit SSD	1240149	2
	N & S	AQ Clx1	1238683	3
	P & A	AQ Gamers Ms	2477098	1
	P & A	AQ Maxima Ms	2461991	2
	P & A	AQ Master wireless x1 Ms	2448784	3
	PC	AQ Digit	135092	1
	PC	AQ Gen Y	135031	2
	PC	AQ Elite	134431	3

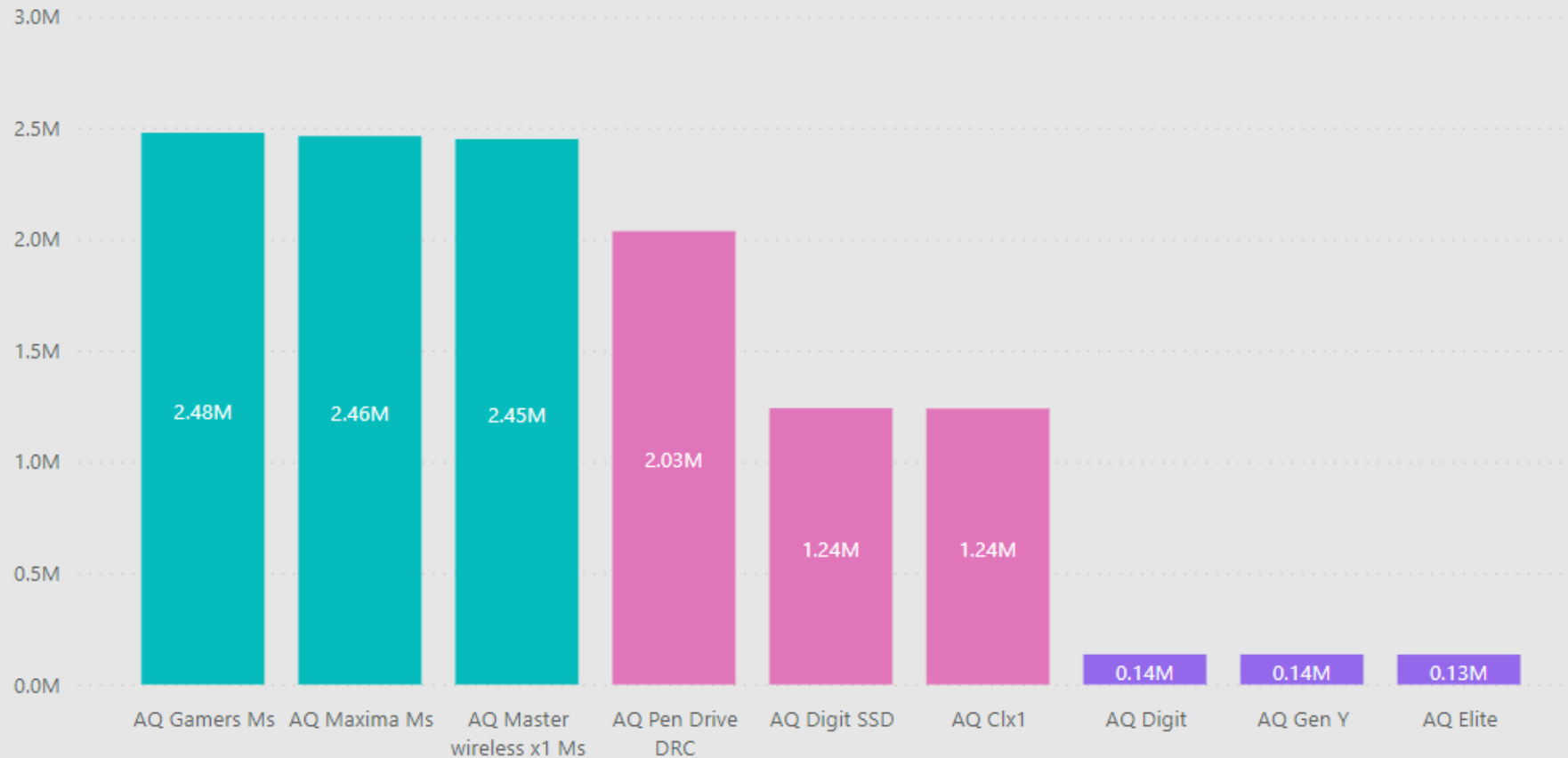




. Top 3 products in 2021 by each division that have highest sales quantity

12.31M

Division ● N & S ● P & A ● PC



Thank you
for listening this presentation !

