

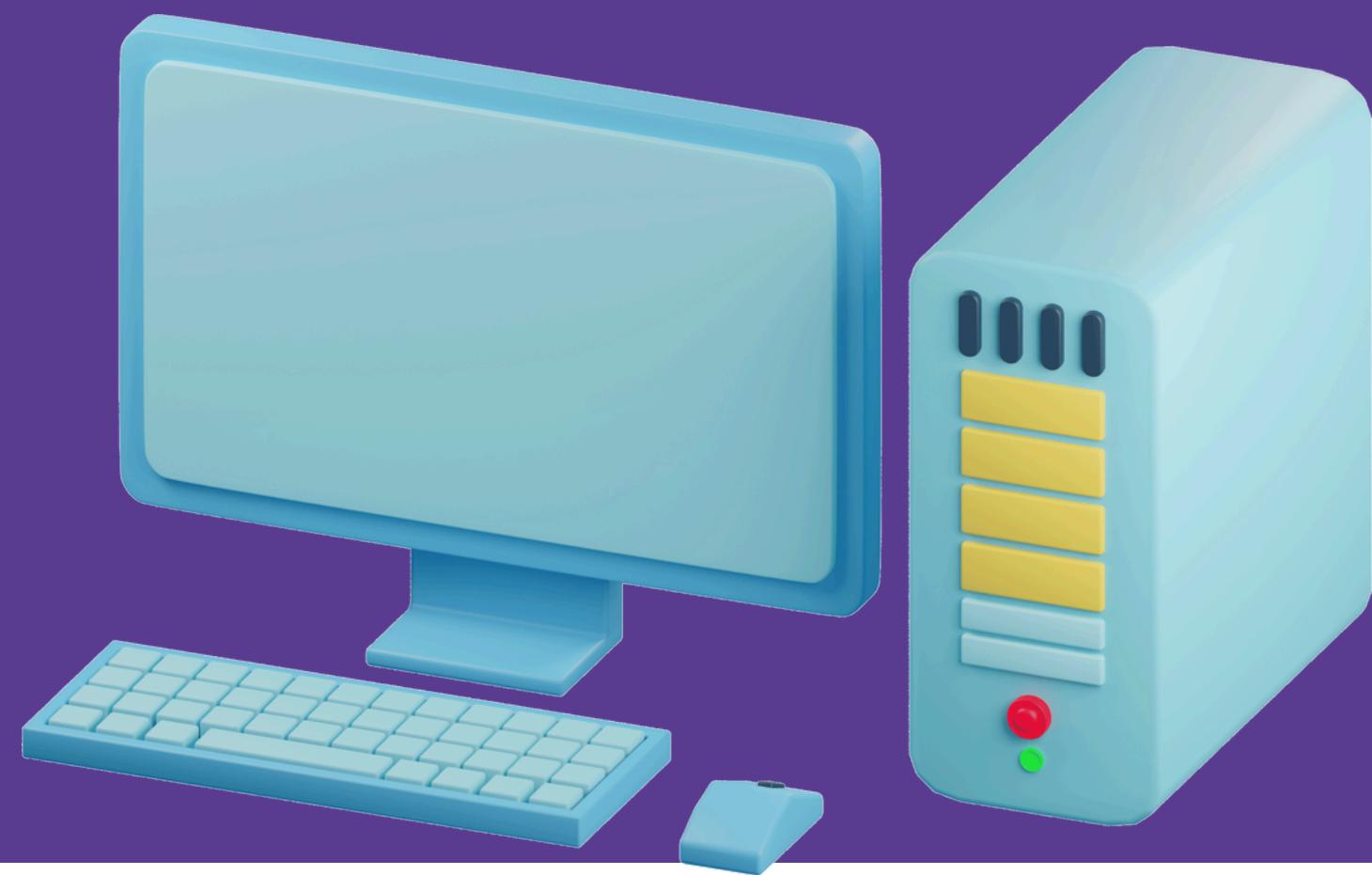
CUSTOMER GOODS AD-HOC INSIGHTS

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BUSINESS MODEL OF **ATLIQ HARDWARES**

AtliQ Hardwares is a leading consumer electronics company with a global footprint. It manufactures and sell hardware components like PC, mouse, keyboard etc to customers across the world.



PROBLEM STATEMENT

AtliQ Hardwares has noticed that they lack sufficient insights for quick and informed decision-making at the top management level. They have recognized the power of data and want to harness it to their advantage.

They have provided 10 ad-hoc requests and asked us to analyze them using SQL, then present the results as visuals to the top management.



QUESTION ONE

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

OUTPUT:



market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

- market**
- India
 - Indonesia
 - Japan
 - Philippines
 - South Korea
 - Australia
 - Newzealand
 - Bangladesh



Atliq Exclusive operates its business in 8 markets in the APAC region.

QUESTION TWO

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_chg

OUTPUT:

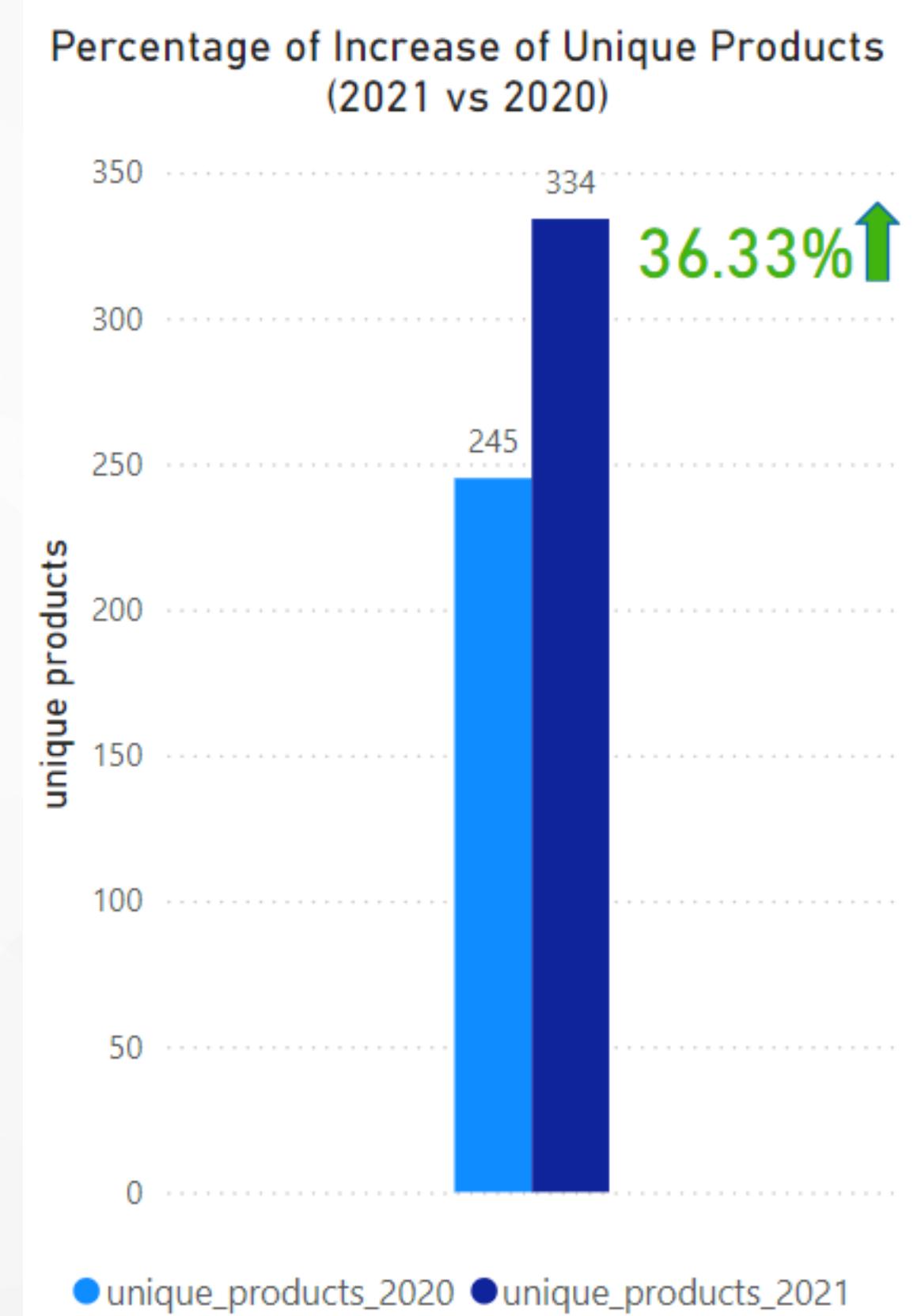
unique_products_2020	unique_products_2021	percentage_change
245	334	36.33



unique_products_2020	unique_products_2021	percentage_change
245	334	36.33



- In the year 2020, the count of unique products produced by AtliQ Hardwares was **245** whereas in the year 2021, it increased by 99 products to **344**.
- There was a **36.33%** increase in the production of unique products from the year 2020 to 2021 which can be very profitable to AtliQ Hardwares.



QUESTION THREE

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

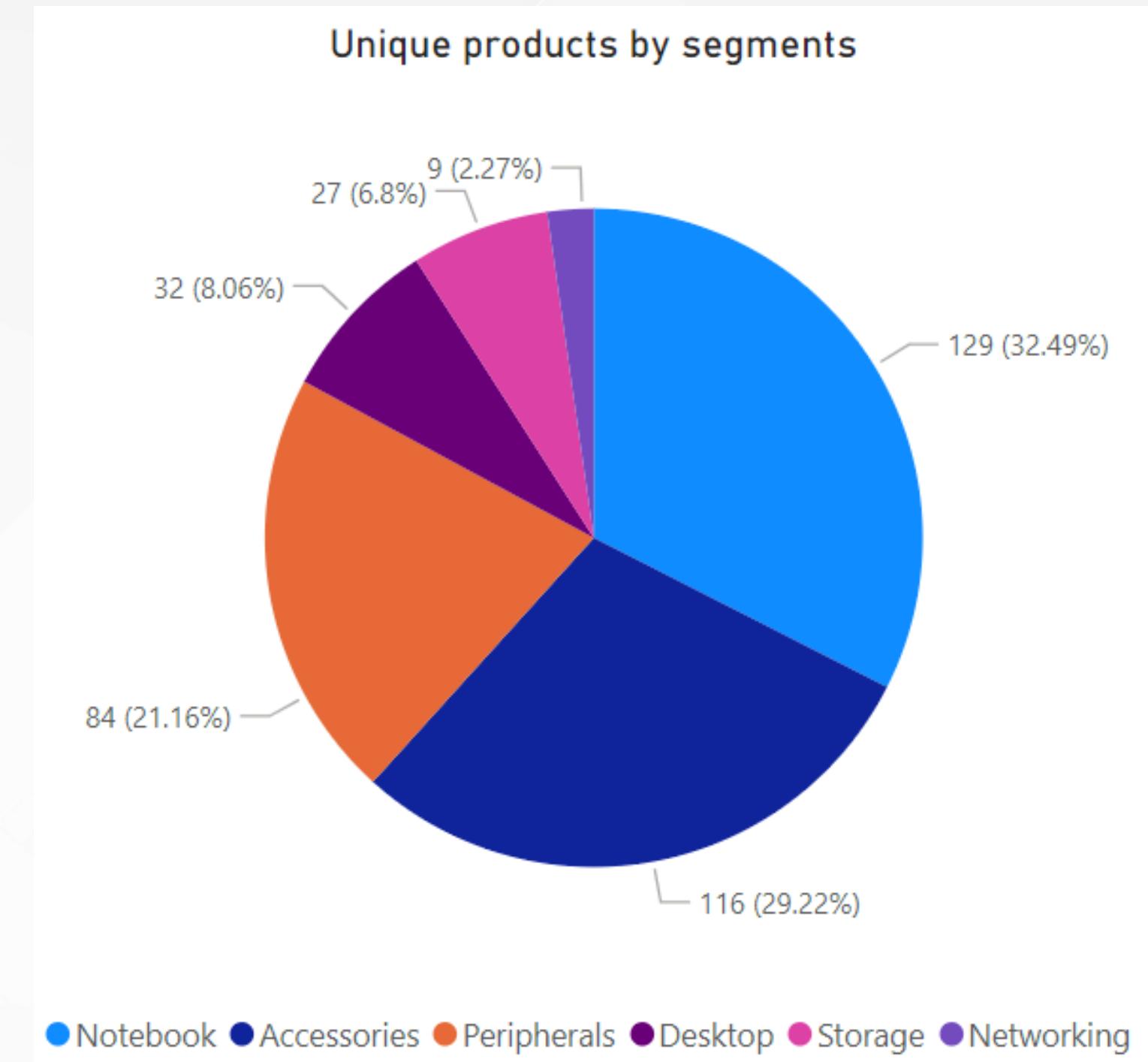
product_count

OUTPUT:



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

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



- Segments categorize products further within the division.
- For AtliQ Hardwares, there are 6 segments in total - Notebook, Accessories, Peripherals, Desktop, Storage and Networking.
- Out of all the segments, Notebooks are produced the most(129) whereas Networking devices such as routers, switches, modems are manufactured the least(9). Notebooks, Accessories and Peripherals constitute 83% of the production in AtliQ Hardwares.

QUESTION FOUR

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:

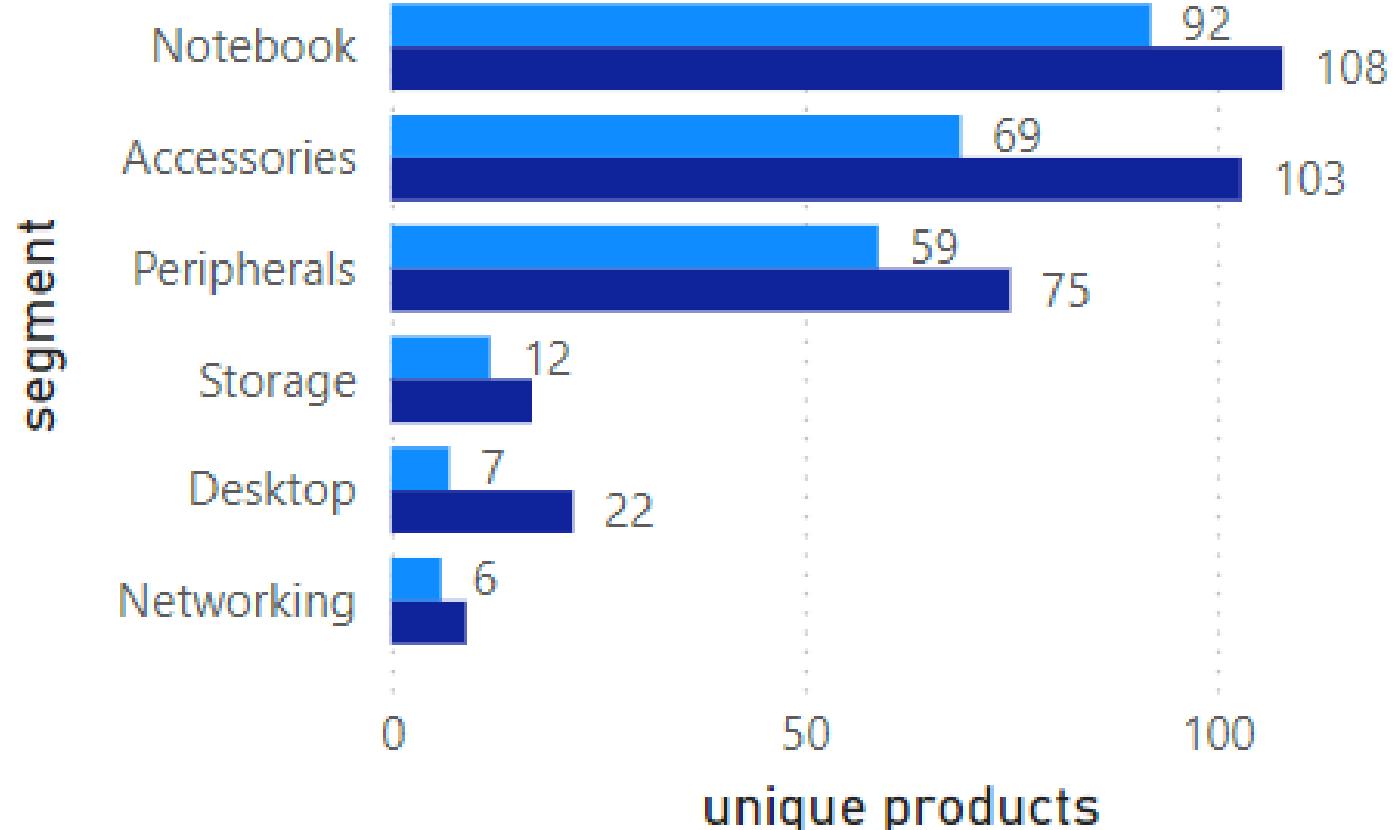


segment	unique_products_2020	unique_products_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

segment	unique_products_2020	unique_products_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

Segment wise production 2020 vs 2021

● unique products 2020 ● unique products 2021



- In comparison to the production in the year 2020, there is an increase in the production in all the segments.
- In the segment of accessories, we observed the highest difference in production of the years 2020 and 2021.
- There is slow production in the segments of storage and networking in comparison to other segments.

QUESTION FIVE

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	category	manufacturing_cost
A6121110208	AQ HOME Allin1 Gen 2	Personal Desktop	263.4207
A2118150101	AQ Master wired x1 Ms	Mouse	0.8654

product_code	product	category	manufacturing_cost
A6121110208	AQ HOME Allin1 Gen 2	Personal Desktop	263.4207
A2118150101	AQ Master wired x1 Ms	Mouse	0.8654



Personal Desktop
AQ HOME Allin1 Gen 2
263.4207

Mouse
AQ Master wired x1 Ms
0.8654

- The product having highest manufacturing cost is AQ HOME Alin 1 Gen 2 which is a Desktop and the product with least manufacturing cost is AQ Master wired x1 Ms which is a Mouse.
- AtliQ Hardwares must focus on reducing the manufacturing cost of AQ HOME Alin 1 Gen 2 in order to maximize their profits.

QUESTION SIX

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_

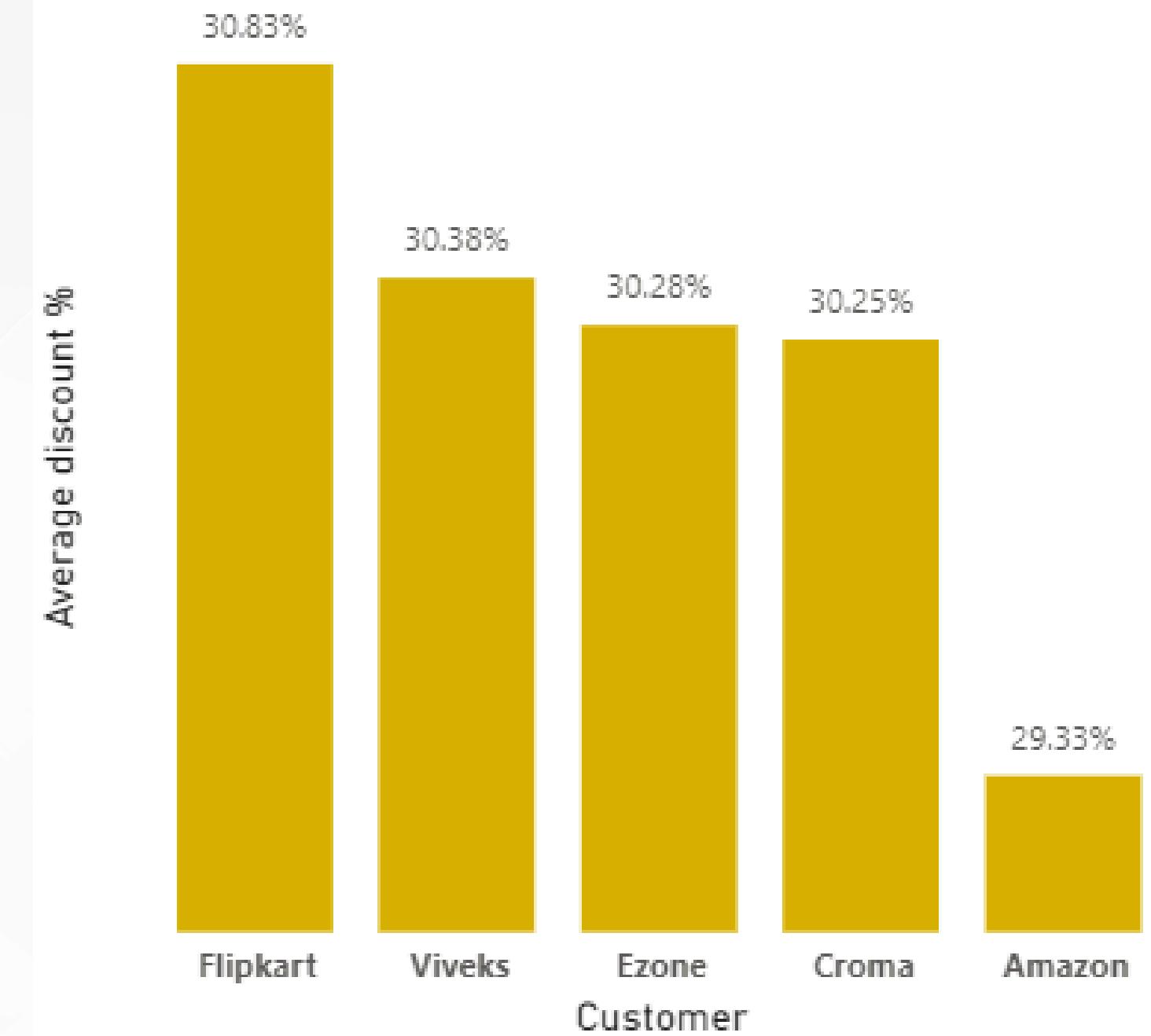
OUTPUT:



customer_code	customer	average_discount_percentage
90002009	Flipkart	30.83%
90002006	Viveks	30.38%
90002003	Ezone	30.28%
90002002	Croma	30.25%
90002016	Amazon	29.33%

Average discount % by customer

customer_code	customer	average_discount_percentage
90002009	Flipkart	30.83%
90002006	Viveks	30.38%
90002003	Ezone	30.28%
90002002	Croma	30.25%
90002016	Amazon	29.33%



- The top 5 customers receiving average high pre invoice discount % for the year 2021 in India are = Flipkart, Viveks, Ezone, Croma, Amazon.
- Among the top 5 customers of India in the year 2021, Flipkart was given the highest pre invoice discount and Amazon was given the least pre invoice discount.

QUESTION SEVEN

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

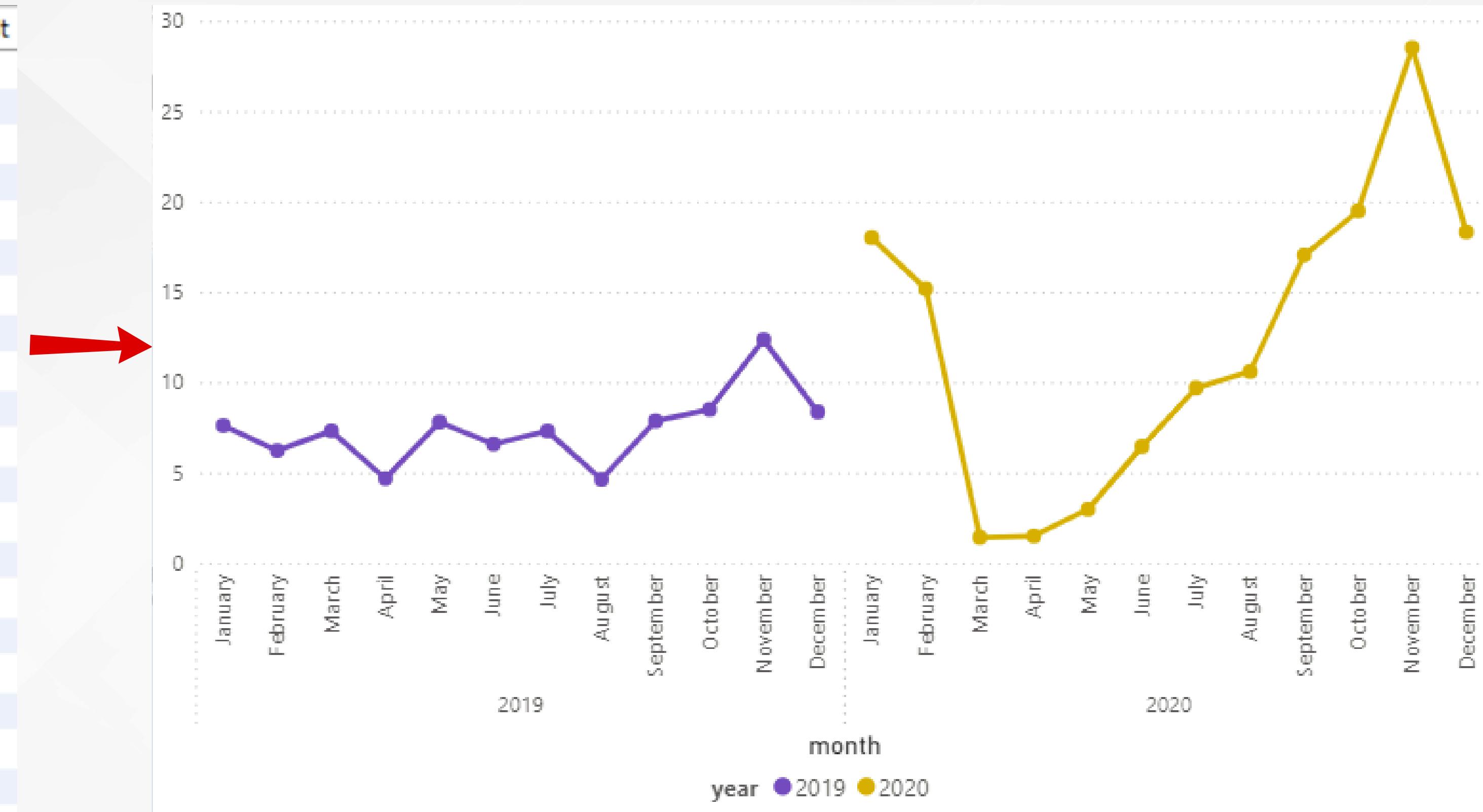
Gross sales Amount

OUTPUT:



month	year	gross_sales_amt
August	2019	4.63M
September	2019	7.86M
October	2019	8.50M
November	2019	12.36M
December	2019	8.36M
January	2020	18.01M
February	2020	15.17M
March	2020	1.42M
April	2020	1.49M
May	2020	2.97M
June	2020	6.45M
July	2020	9.69M
August	2020	10.60M
September	2020	17.04M

month	year	gross_sales_amt
January	2019	7.61M
February	2019	6.22M
March	2019	7.31M
April	2019	4.68M
May	2019	7.80M
June	2019	6.58M
July	2019	7.30M
August	2019	4.63M
September	2019	7.86M
October	2019	8.50M
November	2019	12.36M
December	2019	8.36M
January	2020	18.01M
February	2020	15.17M
March	2020	1.42M
April	2020	1.49M
May	2020	2.97M
June	2020	6.45M
July	2020	9.69M
August	2020	10.60M
September	2020	17.04M
October	2020	19.48M
November	2020	28.51M
December	2020	18.32M



- The line chart shows comparison between the gross sales amount obtained in the years 2019 vs 2020.
- The highest gross sales was generated during November 2020 and the lowest was in march 2020, which could be due to the significant impact of COVID-19

QUESTION EIGHT

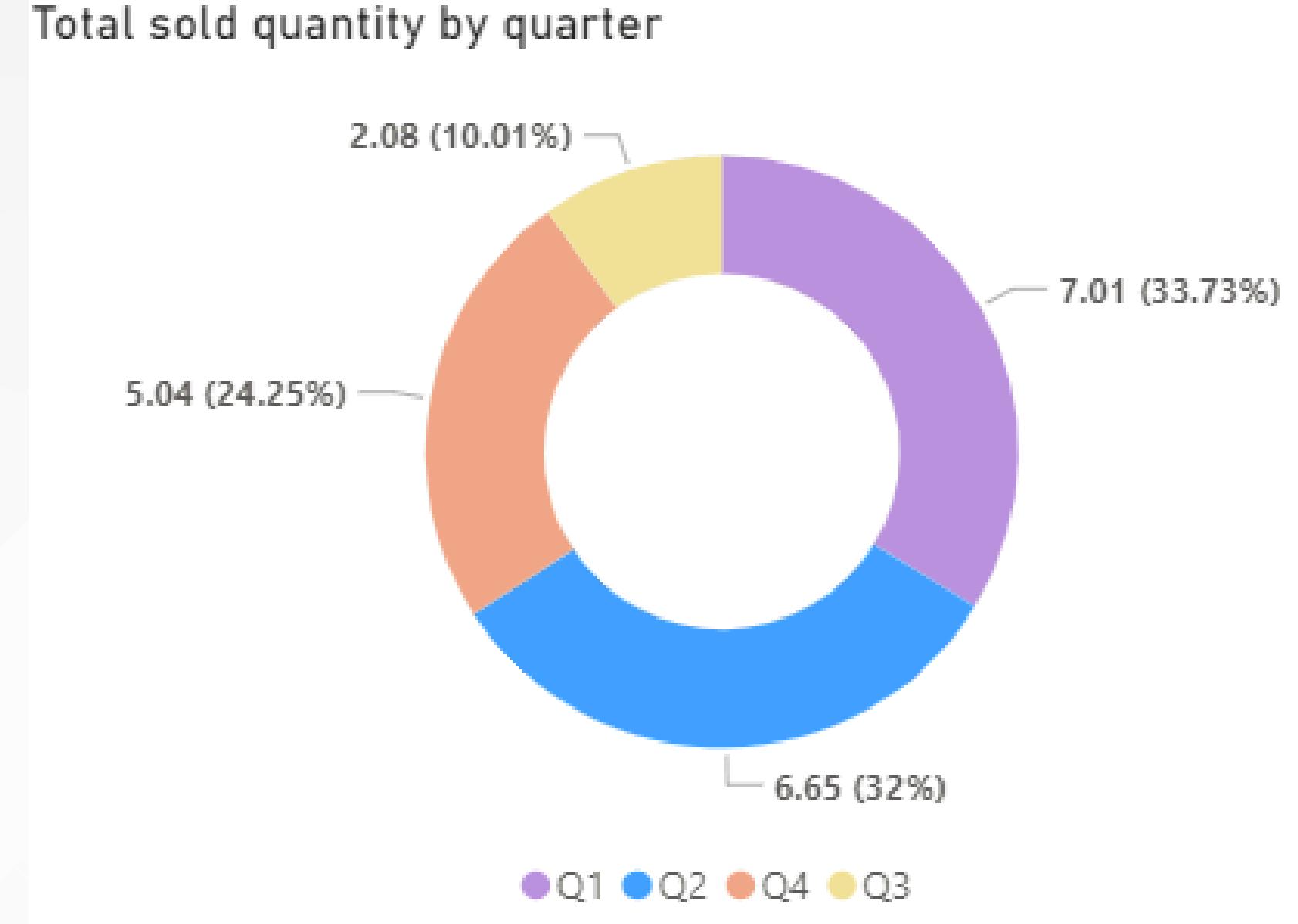
In which quarter of 2020, got the maximum total_sold_quantity?
The final output contains these fields sorted by the
total_sold_quantity,
Quarter
total_sold_quantity

OUTPUT:



quarter	total_sold_quanity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08

quarter	total_sold_quantity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08



- The fiscal year of AtliQ Technologies starts from September. And therefore, the FY2020 is from September 2019 to August 2020.
- In FY2020, maximum sales happened during quarter 1 i.e, during the months of September, October and November.
- The least sales were during the third quarter i.e during the months of March, April and May.

QUESTION NINE

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:

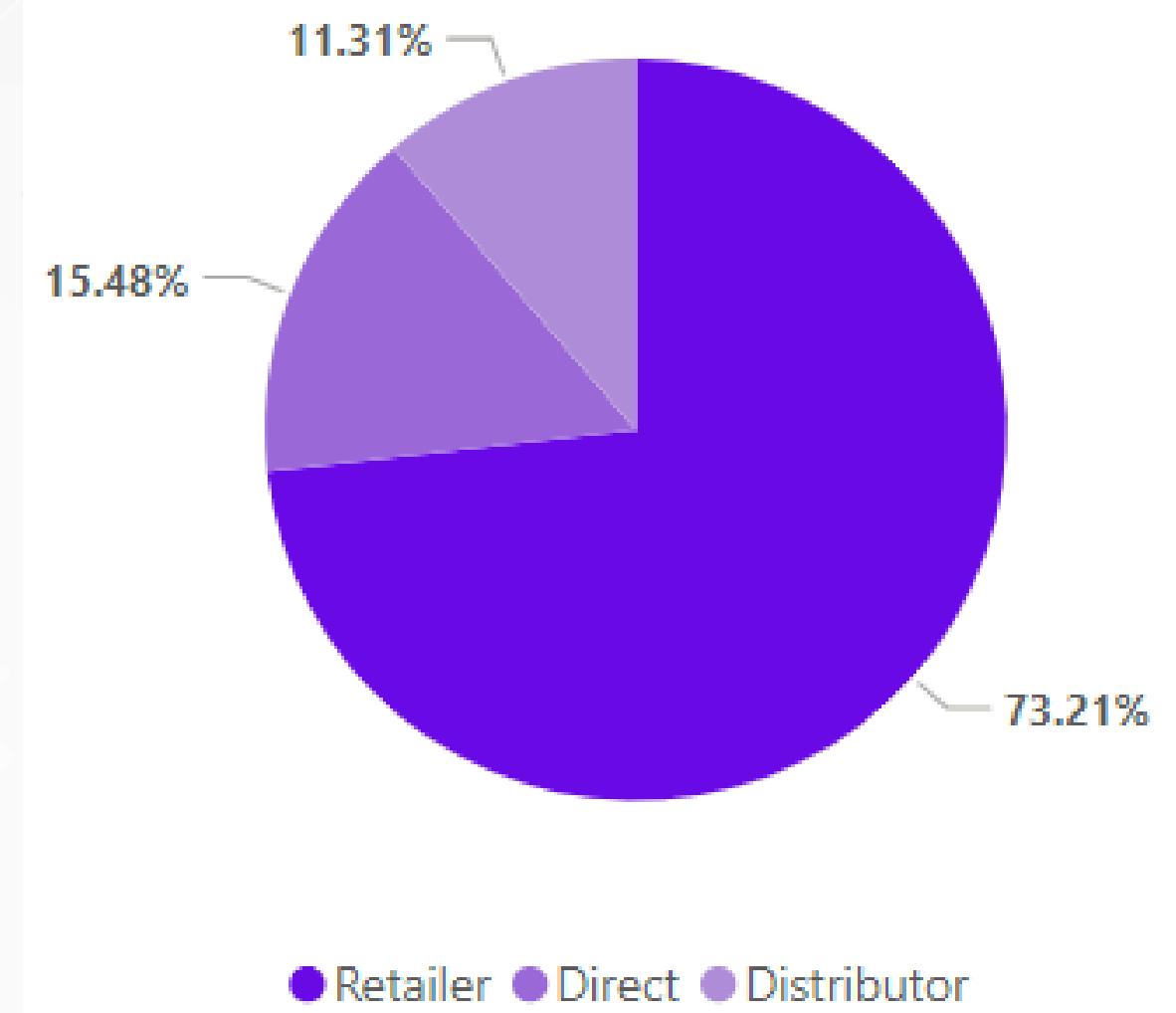


channel	gross_sales_mln	pct_contribution
Retailer	3708.46	73.21
Direct	784.14	15.48
Distributor	572.86	11.31

channel	gross_sales_mln	pct_contribution
Retailer	3708.46	73.21
Direct	784.14	15.48
Distributor	572.86	11.31



Contribution by each channel



- The retailers contributed the most towards gross sales in the FY2021. It constitutes around 73.21% on the whole.
- The Distributors are the ones who contributed the least towards gross sales in the FY2021.

QUESTION TEN

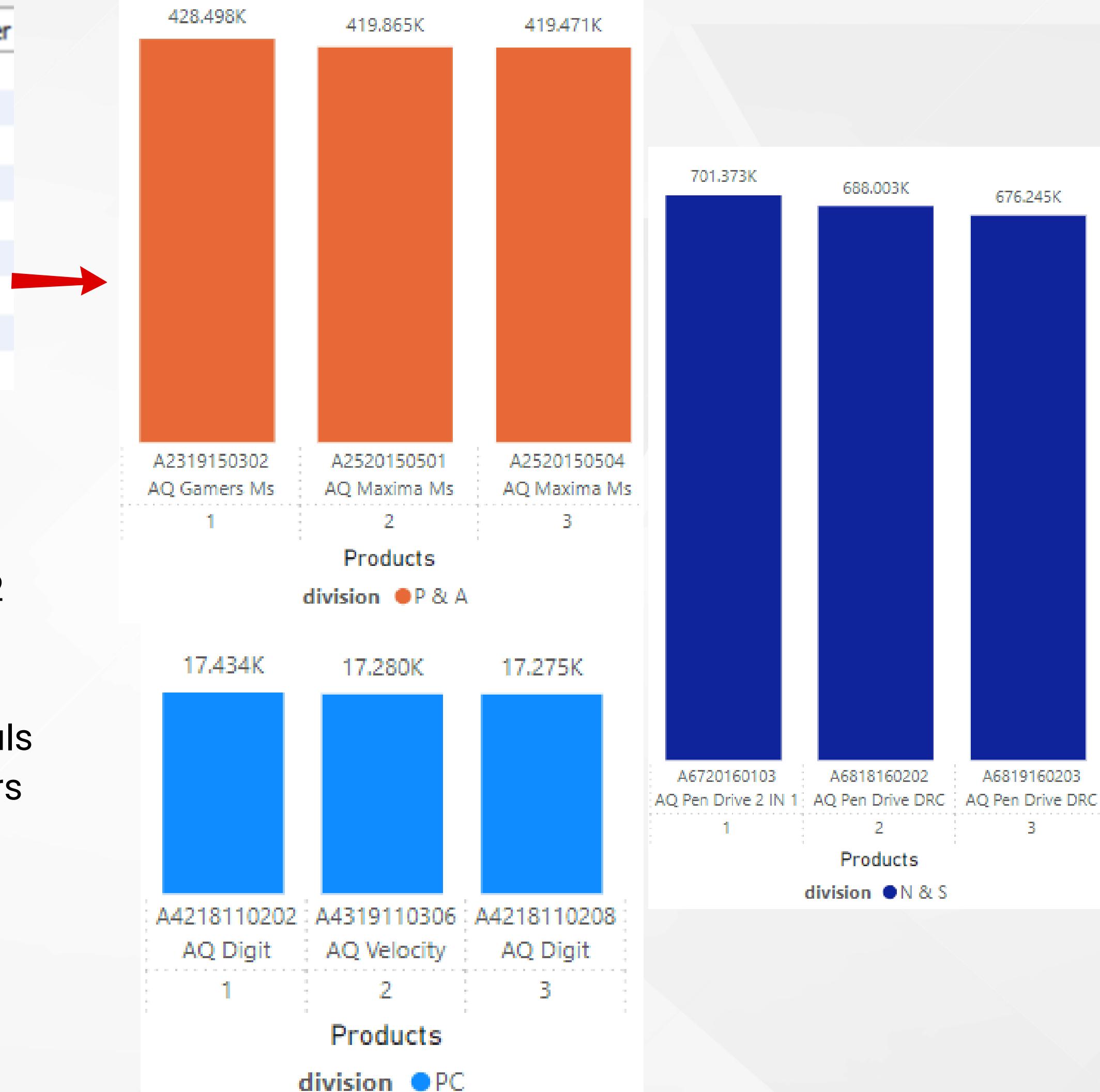
Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields,
division
product_code

OUTPUT:



division	product_code	product	total_sold_qty	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	A6818160202	AQ Pen Drive DRC	688003	2
	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
	A4319110306	AQ Velocity	17280	2
	A4218110208	AQ Digit	17275	3

division	product_code	product	total_sold_qty	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



- The top performing product in the Network and Storage (N&S) division is AQ Pen Drive 2 IN 1 with total sales of 701273 in FY2021.
- The top performing product in the Peripherals and Accessories (P&A) division is AQ Gamers MS with total sales of 428298 in FY2021.
- The top performing product in the Personal Computer (PC) division is AQ Digit with total sales of 17434 in FY2021.