

Introduction

- Atliq Hardwares is one of the leading computer hardware producers in India and well expanded in other countries too.
- The task for the analytics team is to provide quick answers to the adhoc requests placed by the management.
- 1. Check 'ad-hoc-requests.pdf' - there are 10 ad hoc requests for which the business needs insights.
 2. You need to run a SQL query to answer these requests.
 3. The target audience of this dashboard is top-level management - hence you need to create a presentation to show the insights.

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

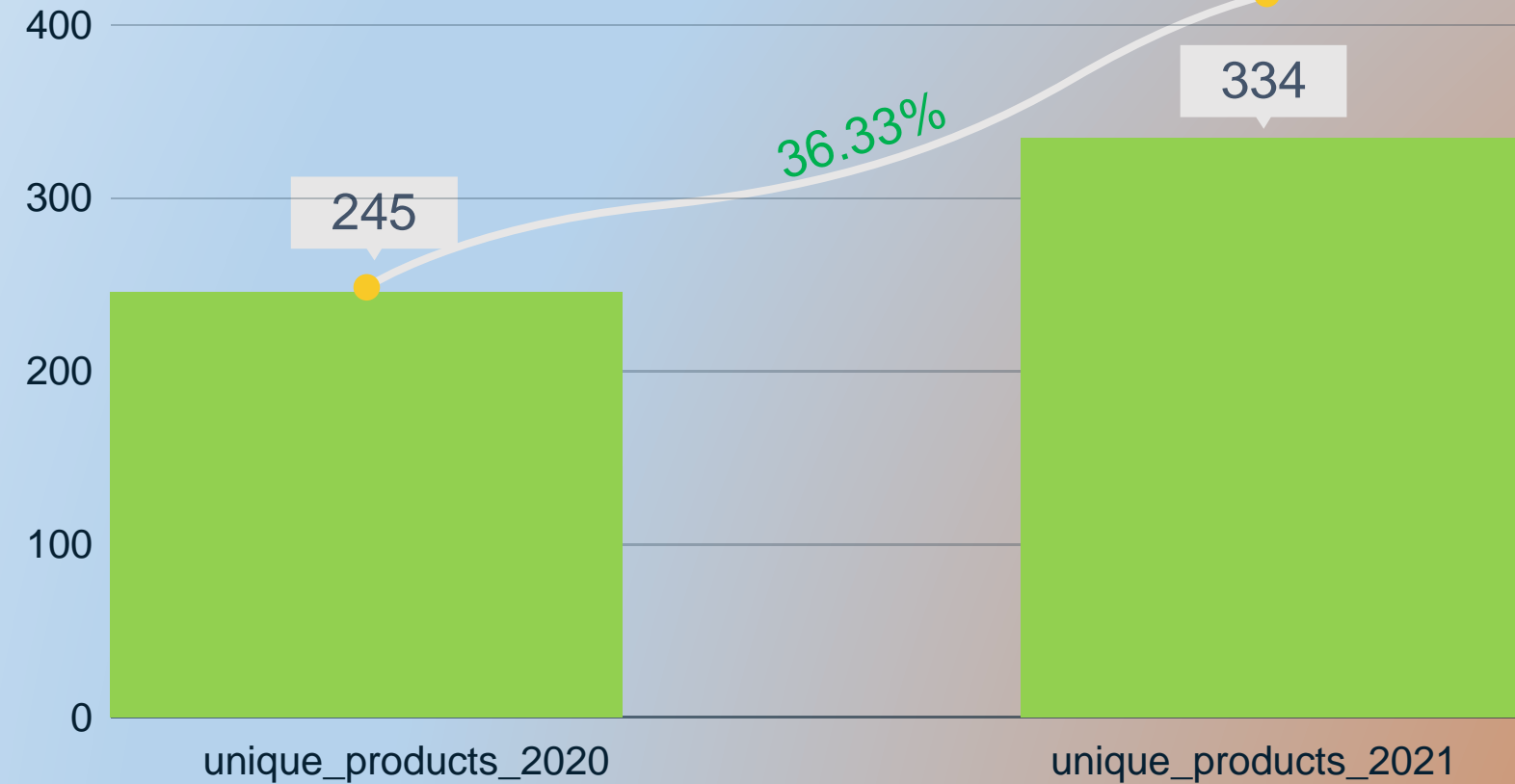


Atliq Exclusive operates in 8 countries in the APAC region.

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philippines
South Korea

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

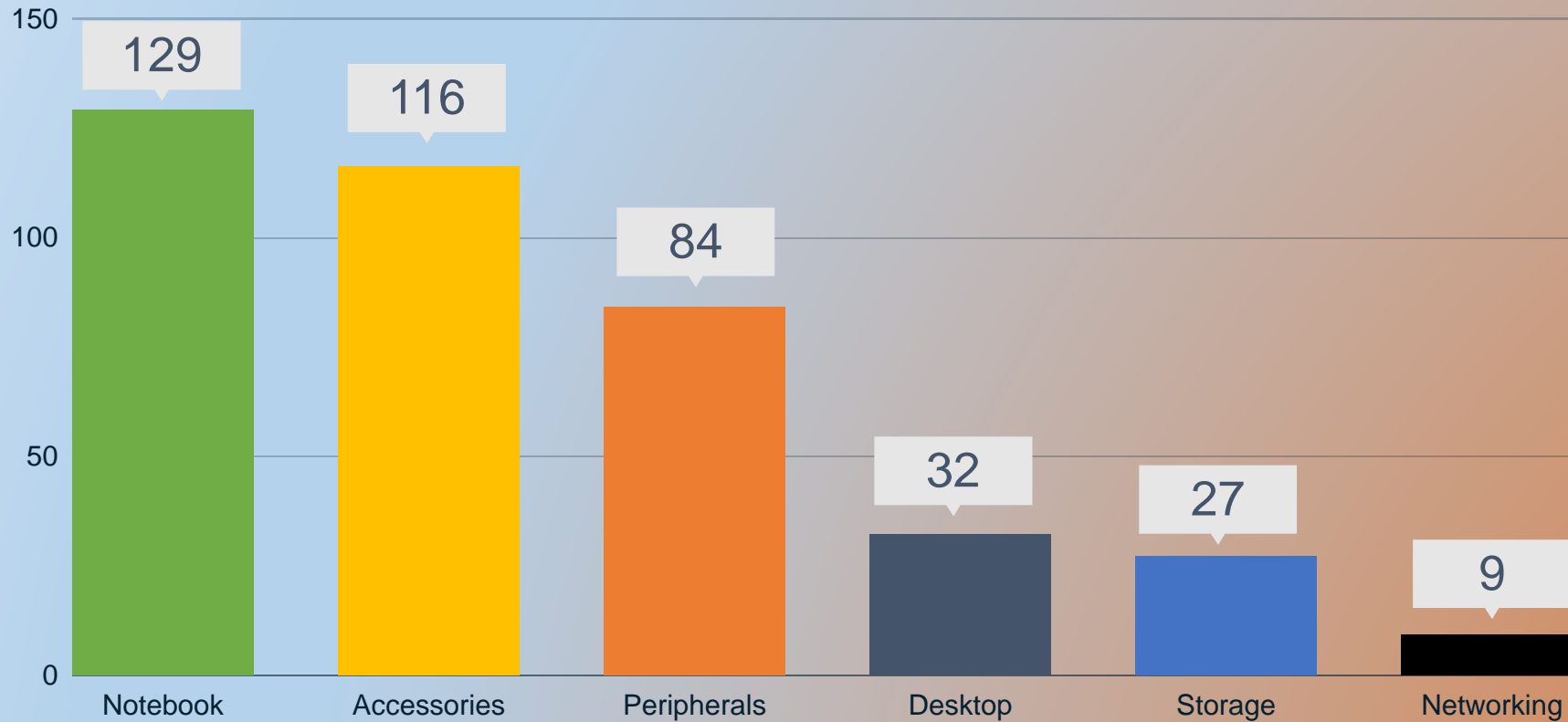
2. Percentage of unique product increase in 2021 vs 2020.



unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

- Number of Unique products showed a 36.33 % increased during the year 2020 and 2021

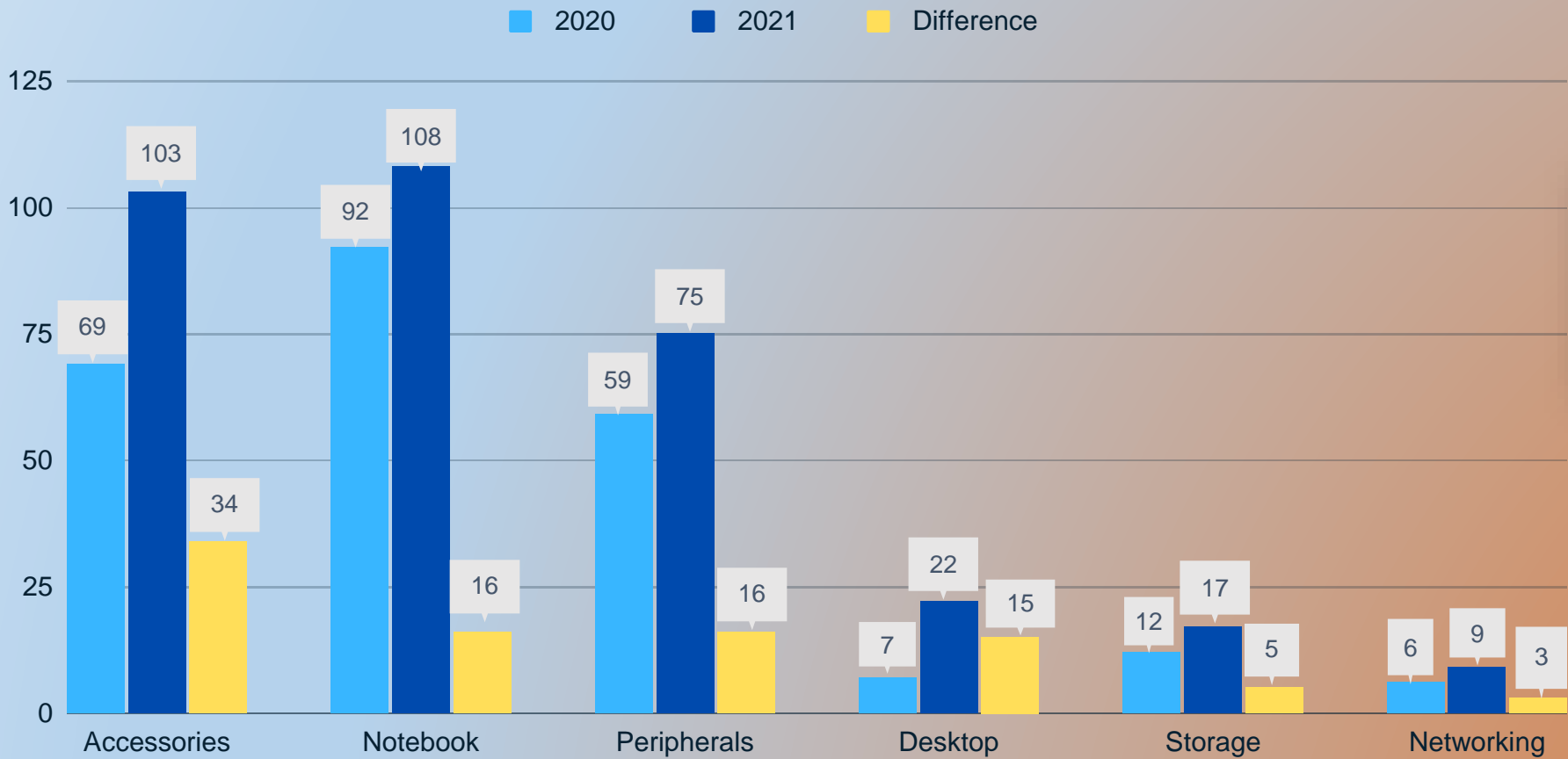
3. All the unique product counts for each segment and in descending order of product counts.



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

- Notebook has the most number of unique products where as Networking has the least number of unique products

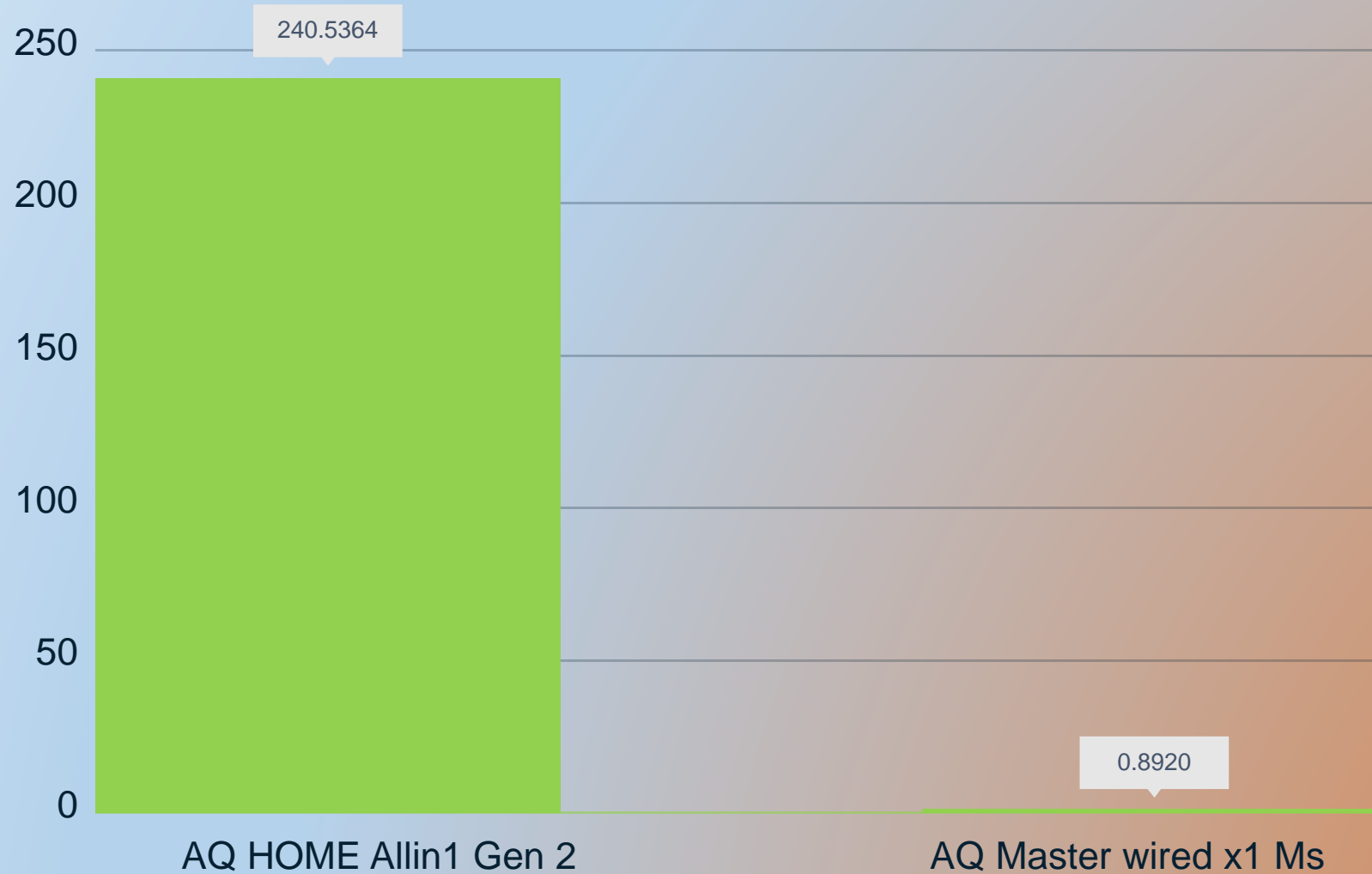
4. Segment which had the most increase in unique products in 2021 vs 2020.



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 segment launched few new products in the year 2020

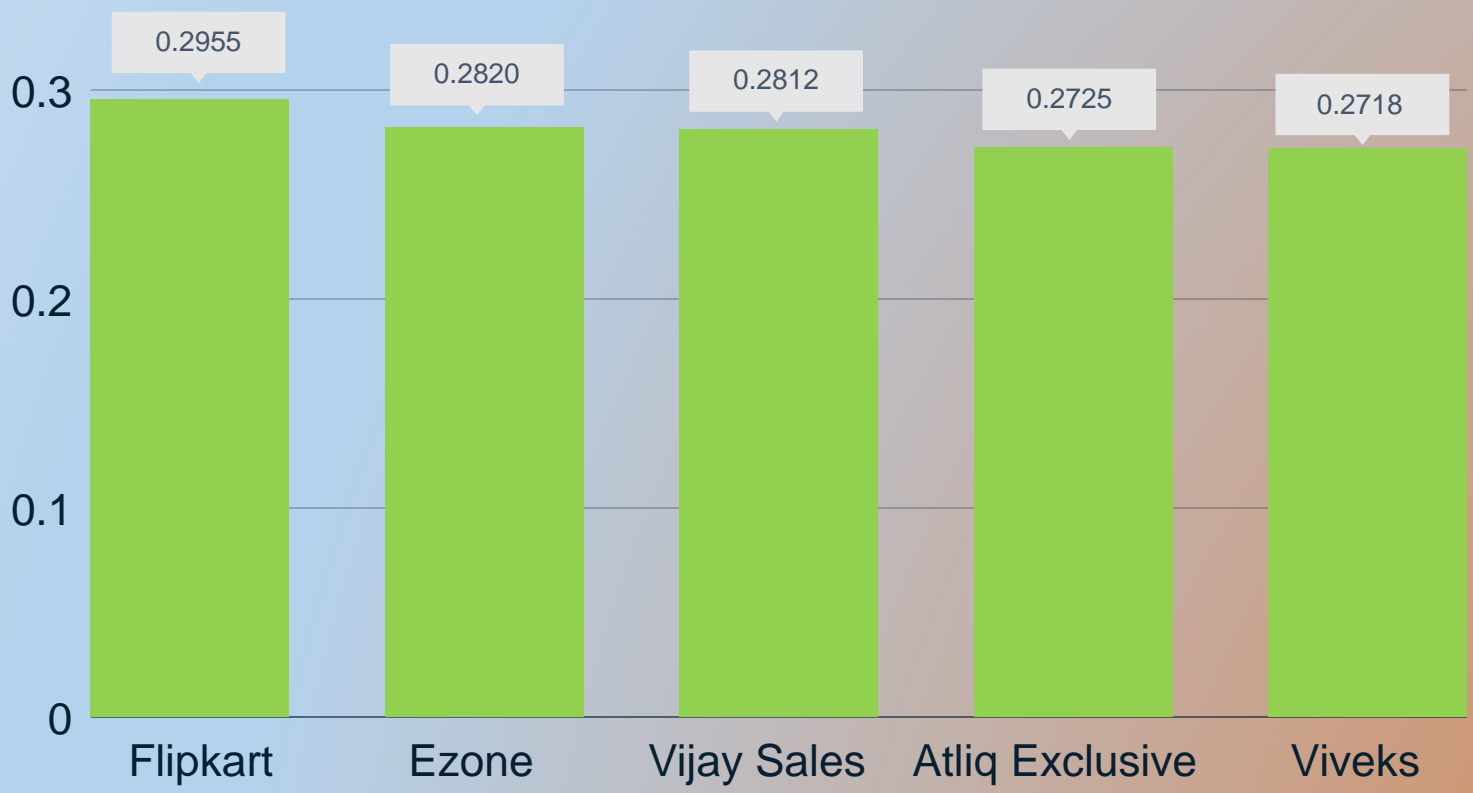
5. Products that have the highest and lowest manufacturing



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

- AQ Home Allin1 Gen 2 has the highest manufacturing cost.
- AQ Master wired x1 Ms has the lowest manufacturing cost.

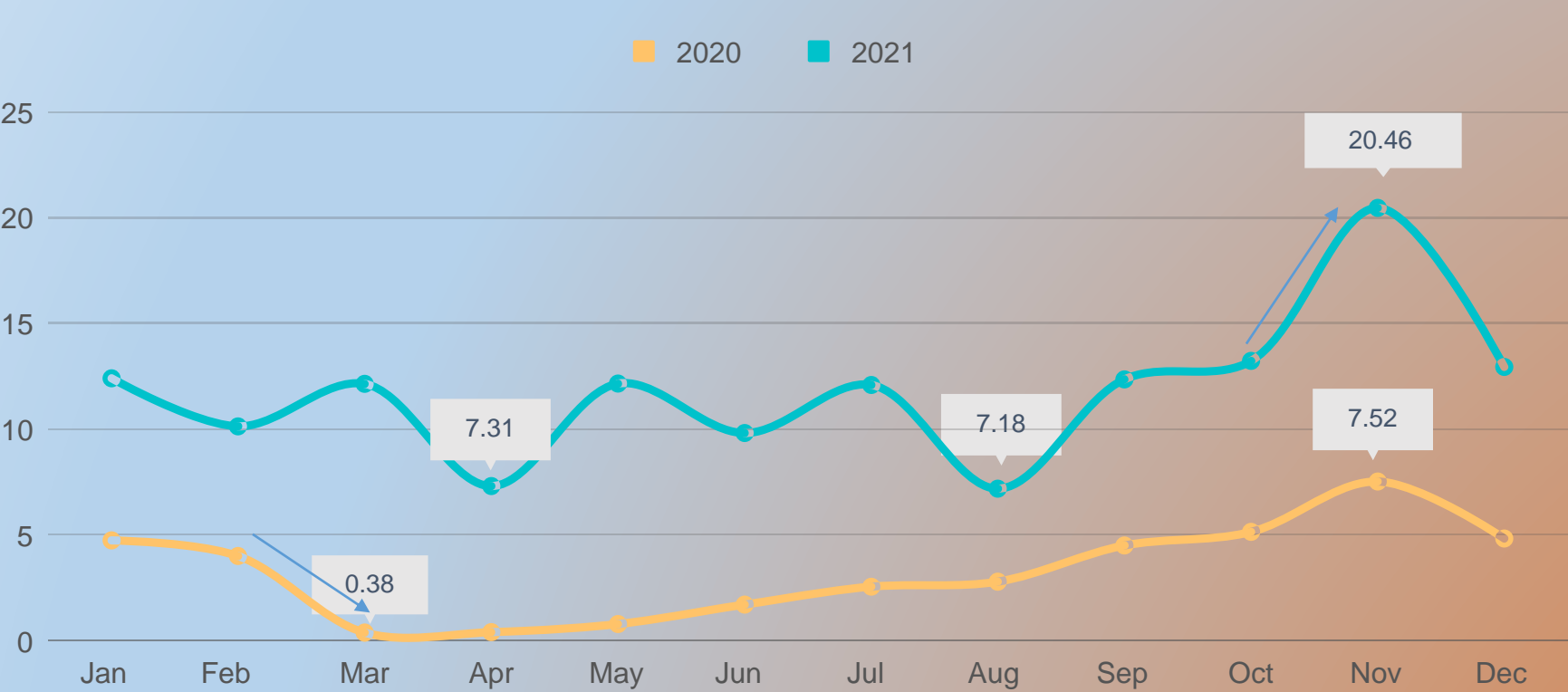
6. Top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.



customer_code	customer	average_discount_percentage
90002009	Flipkart	0.2955
90002003	Ezone	0.2820
90002004	Vijay Sales	0.2812
90002011	Atliq Exclusive	0.2725
90002006	Viveks	0.2718

- Flipkart receives the highest average pre invoice discount across all products followed by Ezone, Vijay Sales, Atliq Exclusive and Viveks.

7. Complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.



Year 2020

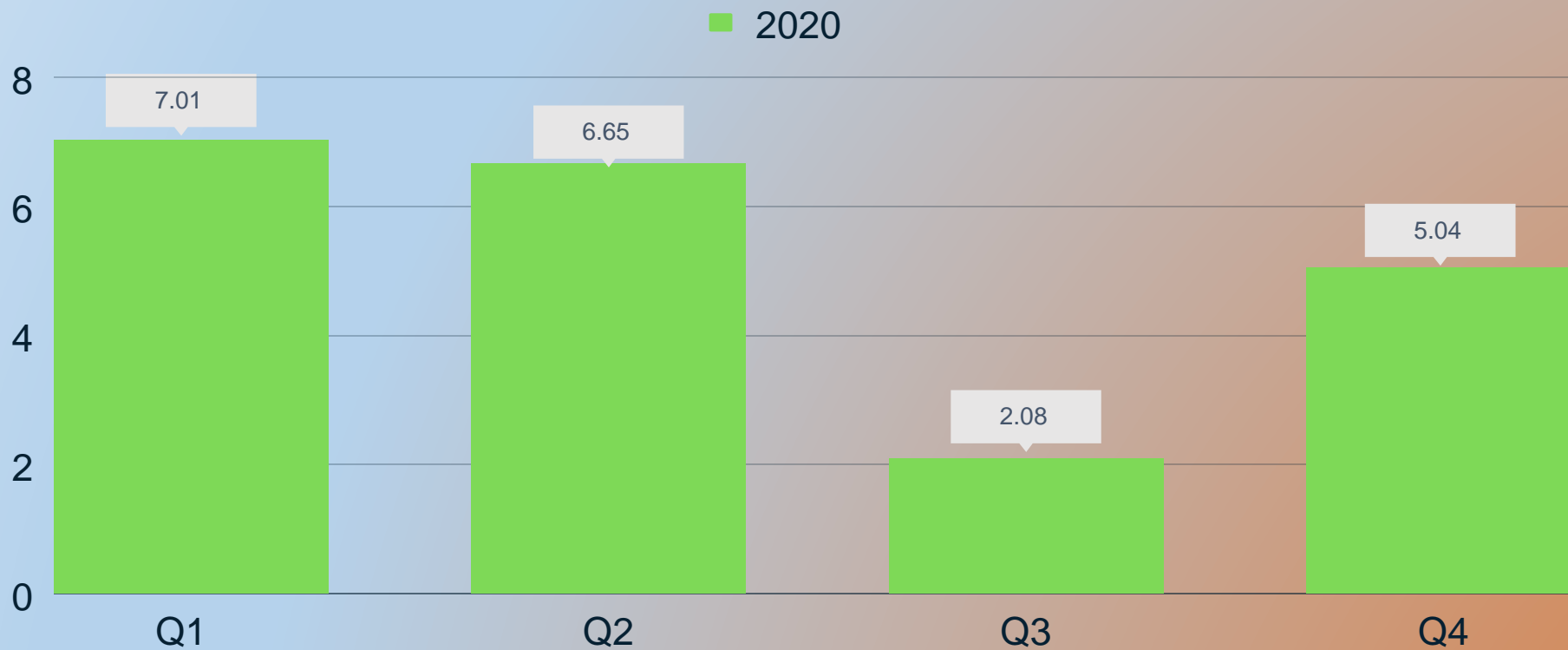
- Gross sales amount dropped to 0.38M from 4.00M in March and continued to stay below 1M mark.
- Sales started to break above 1M for the first time in May, after the 90.5% fall in March.

Year 2021

- Gross sales amount dropped lowest twice in April and in August, but immediately we could witness a rise in the next month.
- November had a 20.46M in gross sales time in sales peaked during this time.

Month	Year	gross_sales_amount_mln
1	2020	4.74
2	2020	4.00
3	2020	0.38
4	2020	0.40
5	2020	0.78
6	2020	1.70
7	2020	2.55
8	2020	2.79
9	2020	4.50
10	2020	5.14
11	2020	7.52
12	2020	4.83
1	2021	12.40
2	2021	10.13
3	2021	12.14
4	2021	7.31
5	2021	12.15
6	2021	9.82
7	2021	12.09
8	2021	7.18
9	2021	12.35
10	2021	13.22
11	2021	20.46
12	2021	12.94

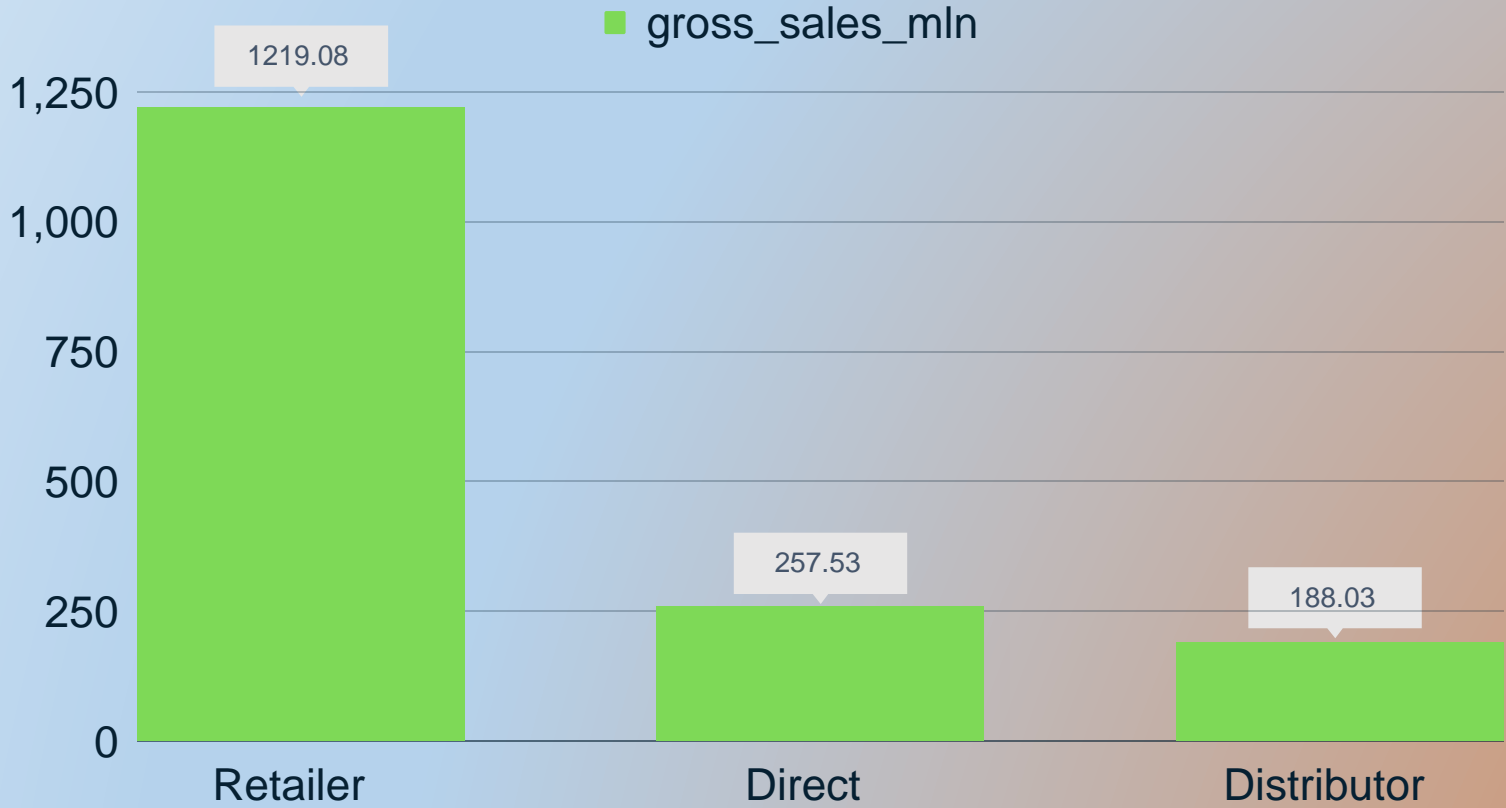
8. In which quarter of 2020, got the maximum total_sold_quantity?



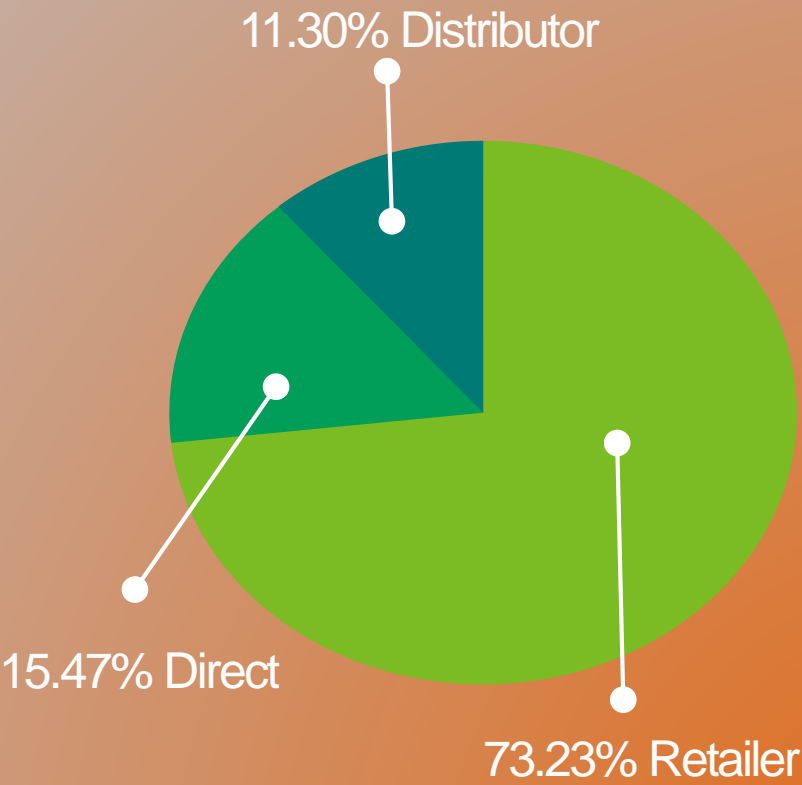
Quarter	Total_sold_quantity_mln
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04

- Maximum number of products were sold during the Q1 of 2020
- Least number of products were sold during Q3 of 2020

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

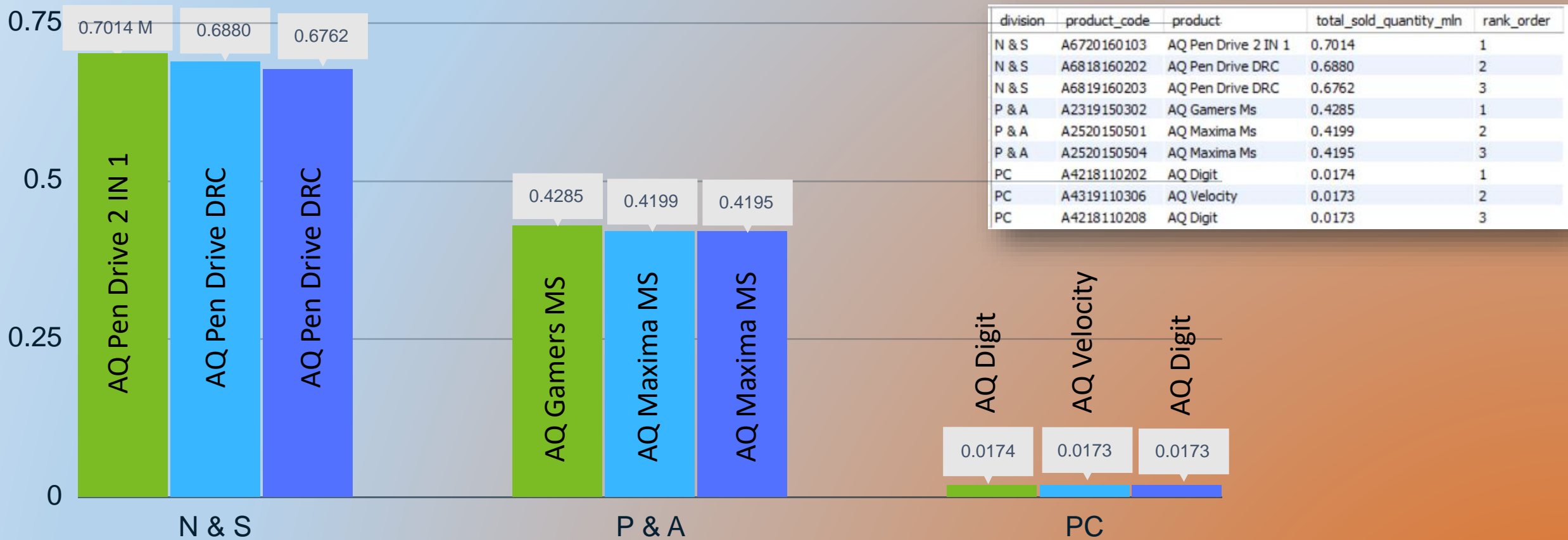


channel	gross_sales_mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30



- Retailer channel contributes to the maximum number of sales in Atliq, followed by Direct and Distributor.

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



- N&S segment products are the most sold followed by P&A and PC.
 - AQ Pen Drive 2 IN 1 is the most sold product from N&S segment, 0.7014 million units were sold in the fiscal year 2021
 - AQ Gamers Ms, is the most sold in P&A segment with 0.4285 million units
- PC segment is the least sold of all segments in Atliq Hardwares

Thank You