



Atliq Hardwares-Insights

By

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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.



Ad-hoc requests

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

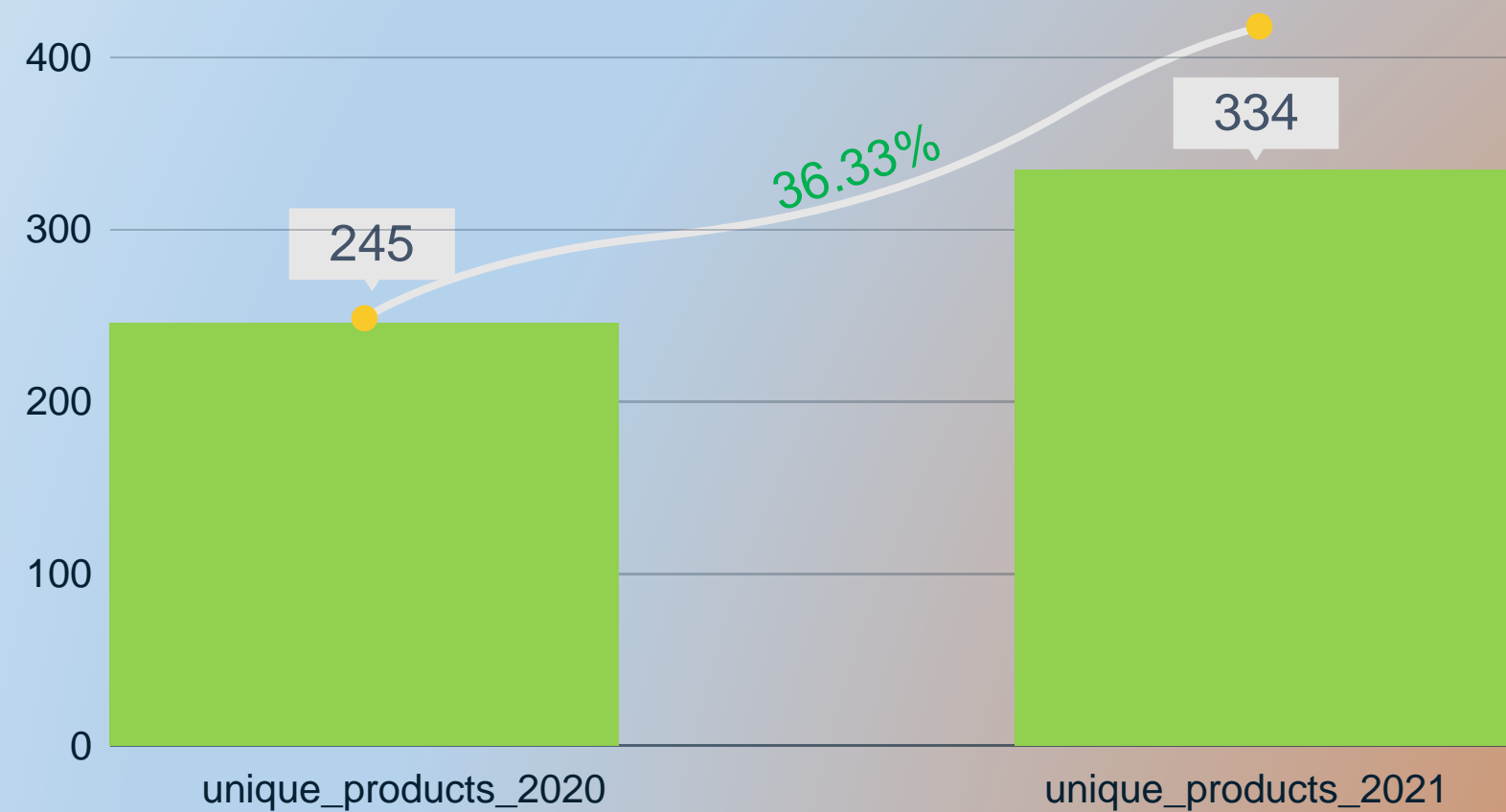


Atliq Exclusive operates in 8 countries in the APAC region.

- Australia
- Bangladesh
- India
- Indonesia
- Japan
- New Zealand
- Philippines
- South Korea

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philippines
South Korea

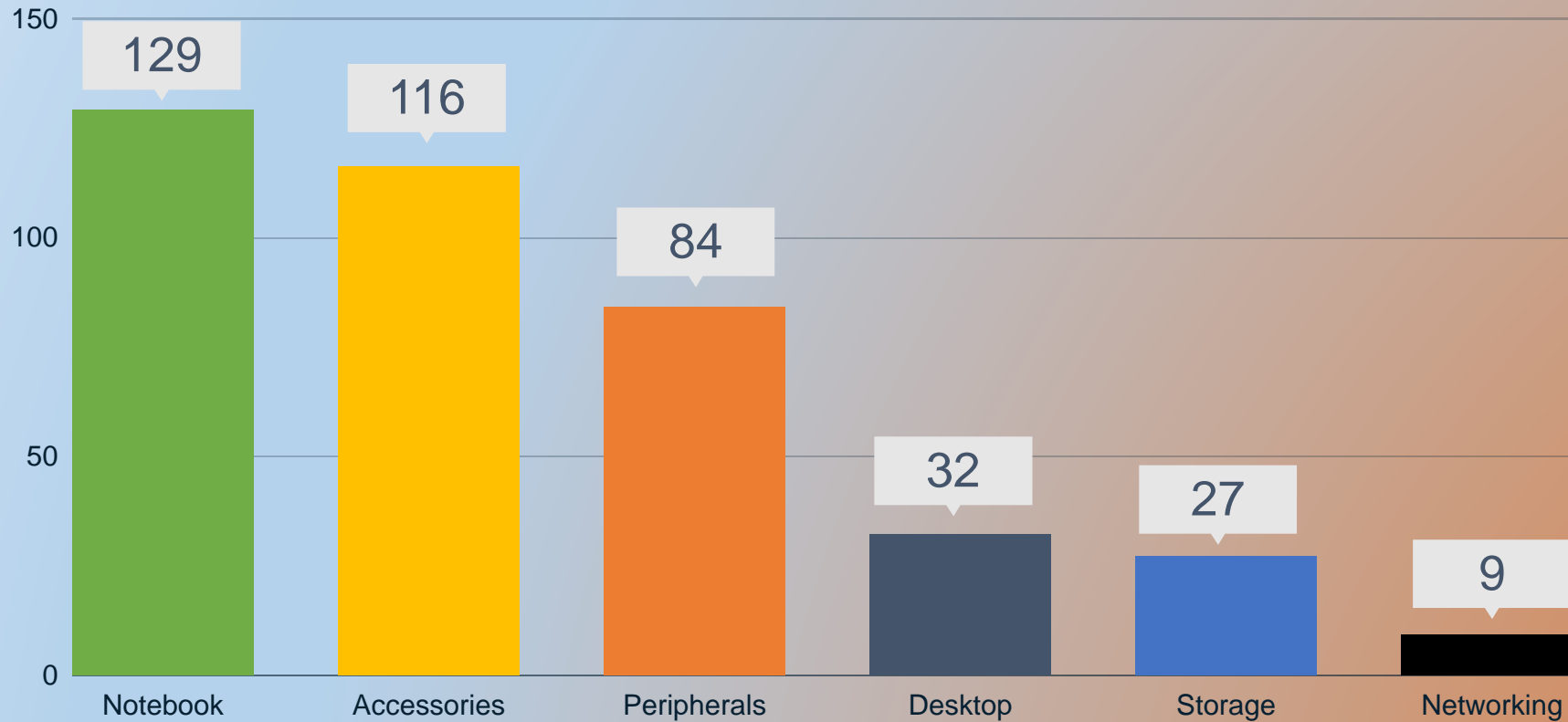
2. Percentage of unique product increase in 2020 vs 2021.



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

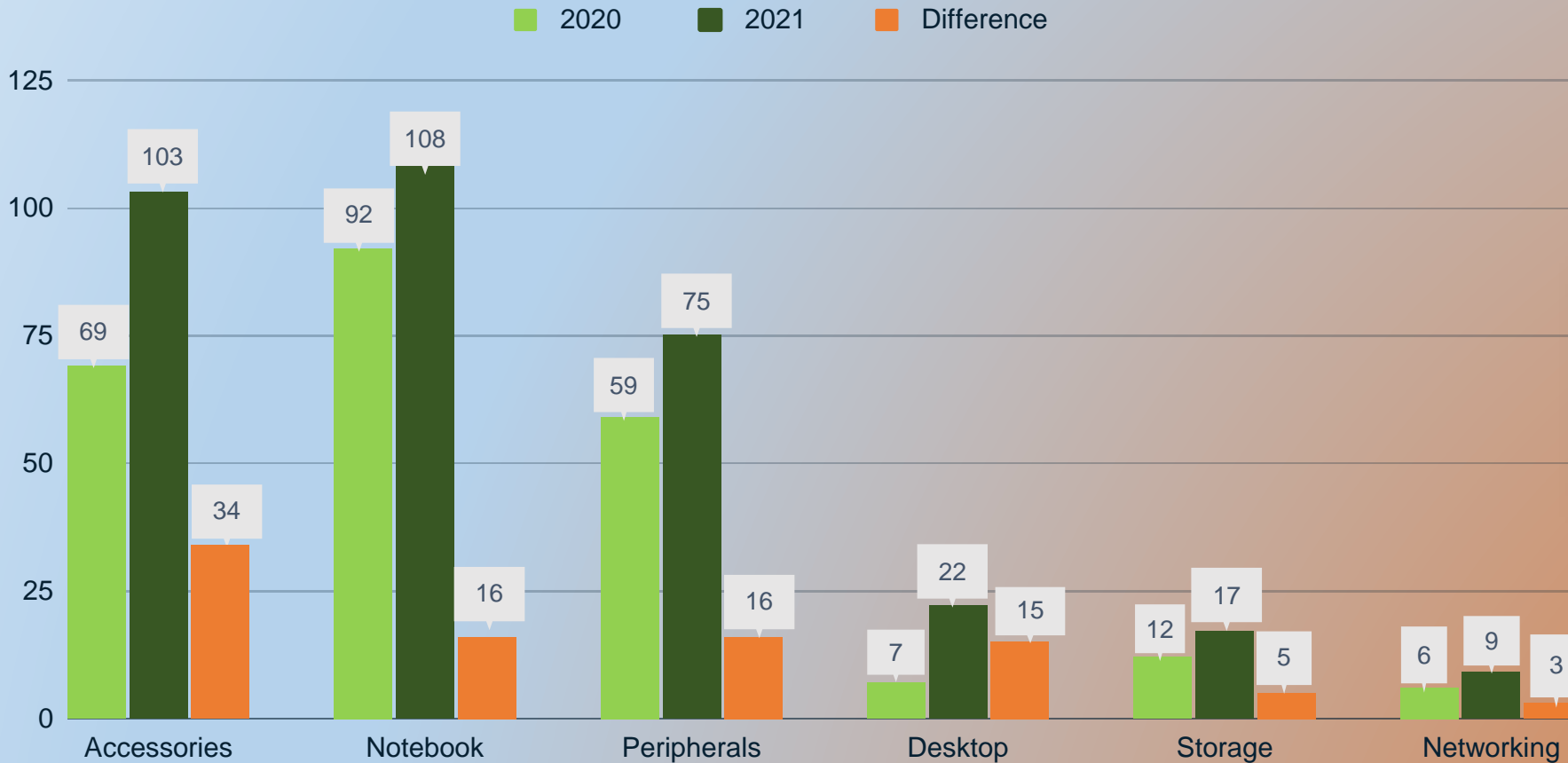
3. All the unique product counts for each segment.



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 2020 vs 2021.

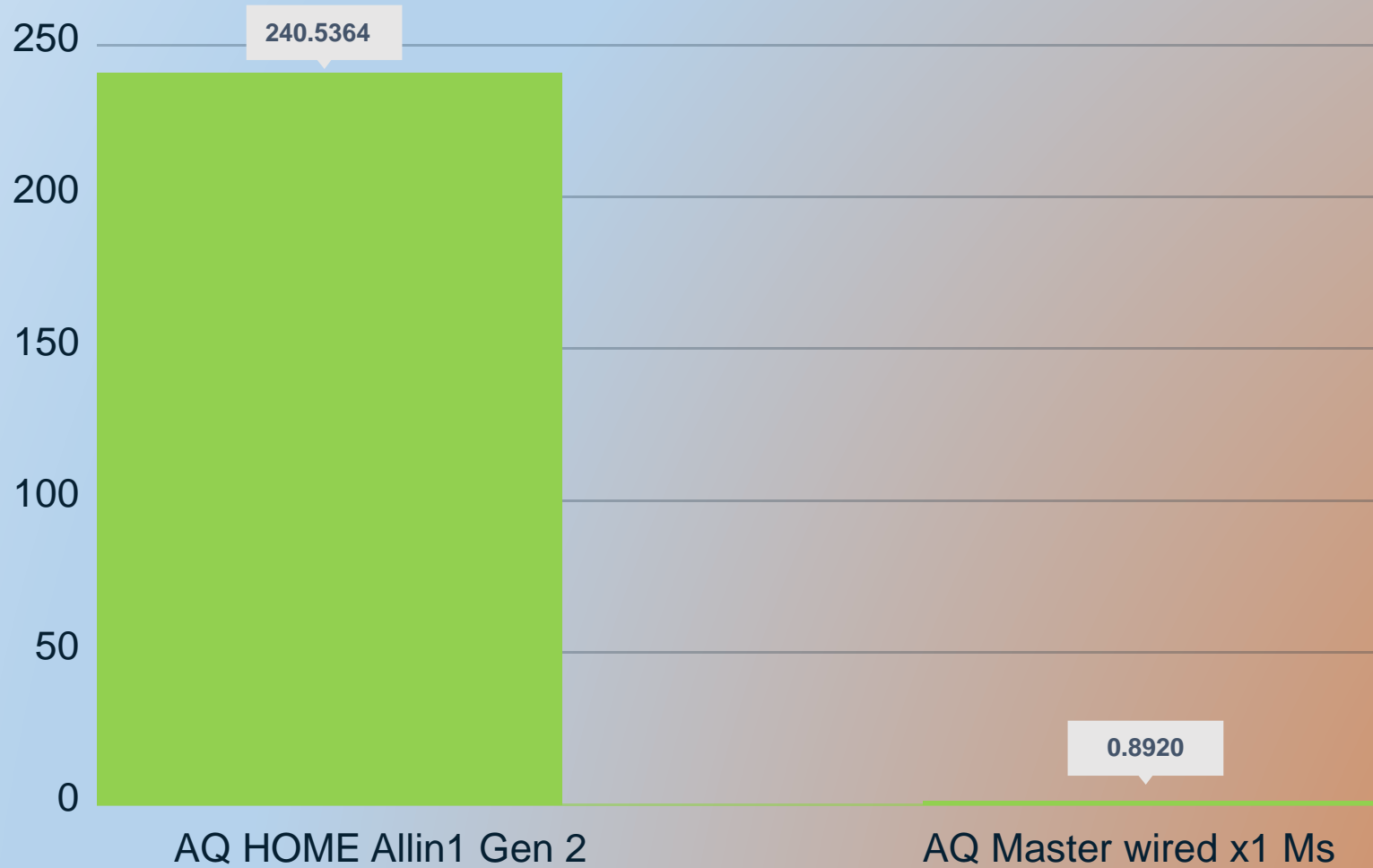


segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

- Accessories segment has the most increase in unique products.
- 34 new products were launched in Accessories segment.

- Networking segment had very low increase in new launched products.

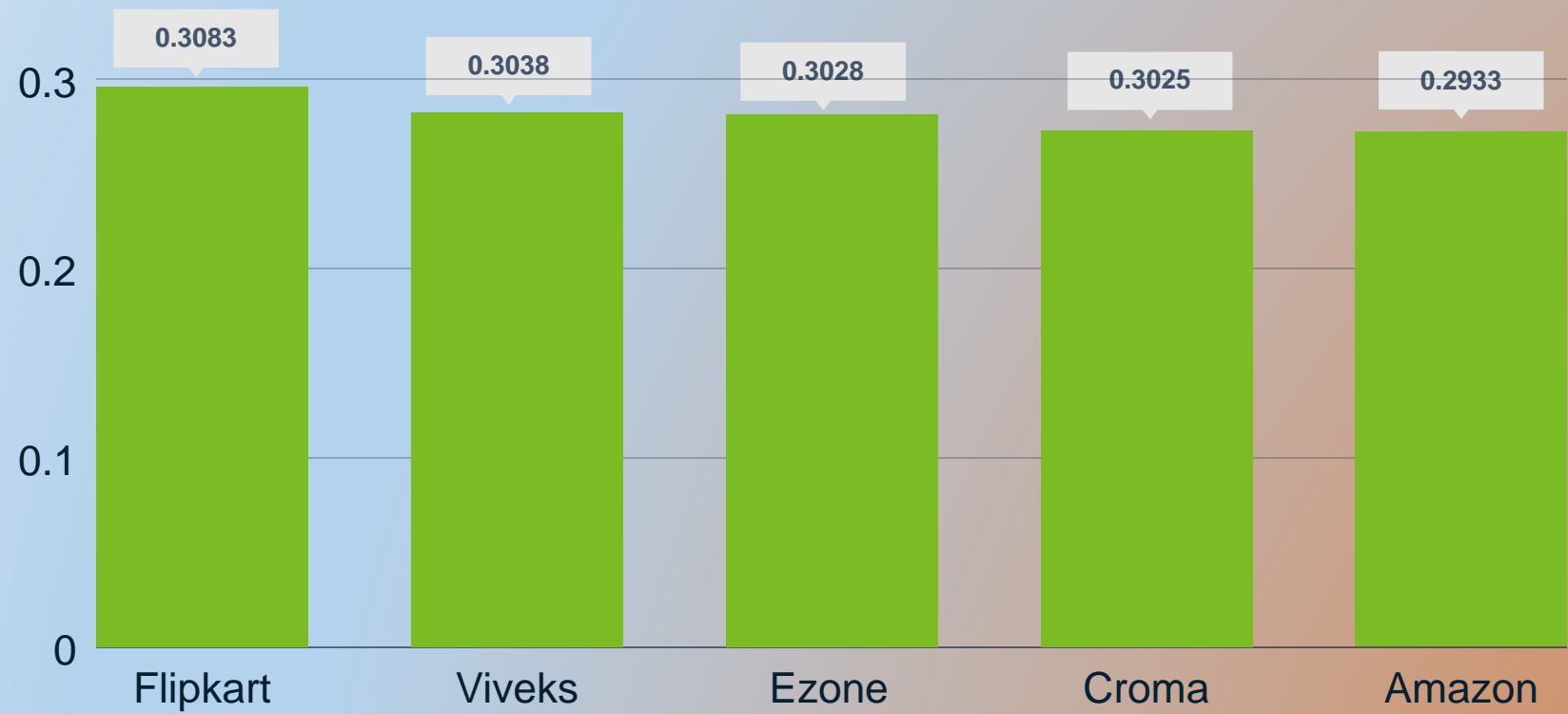
5. Products that have the highest and lowest manufacturing cost



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.

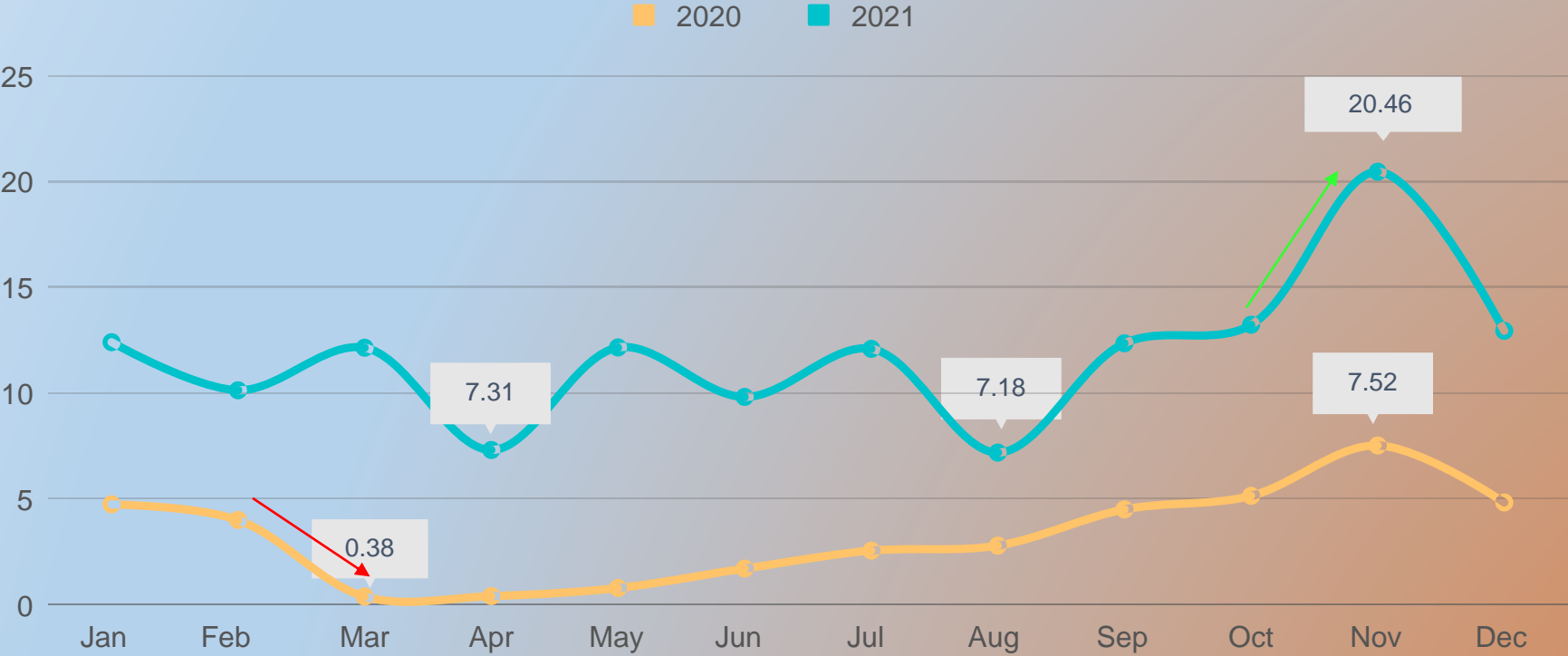
6. Top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.



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

- Flipkart receives the highest average pre invoice discount across all products followed by Viveks, Ezone, Croma and Amazon

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



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

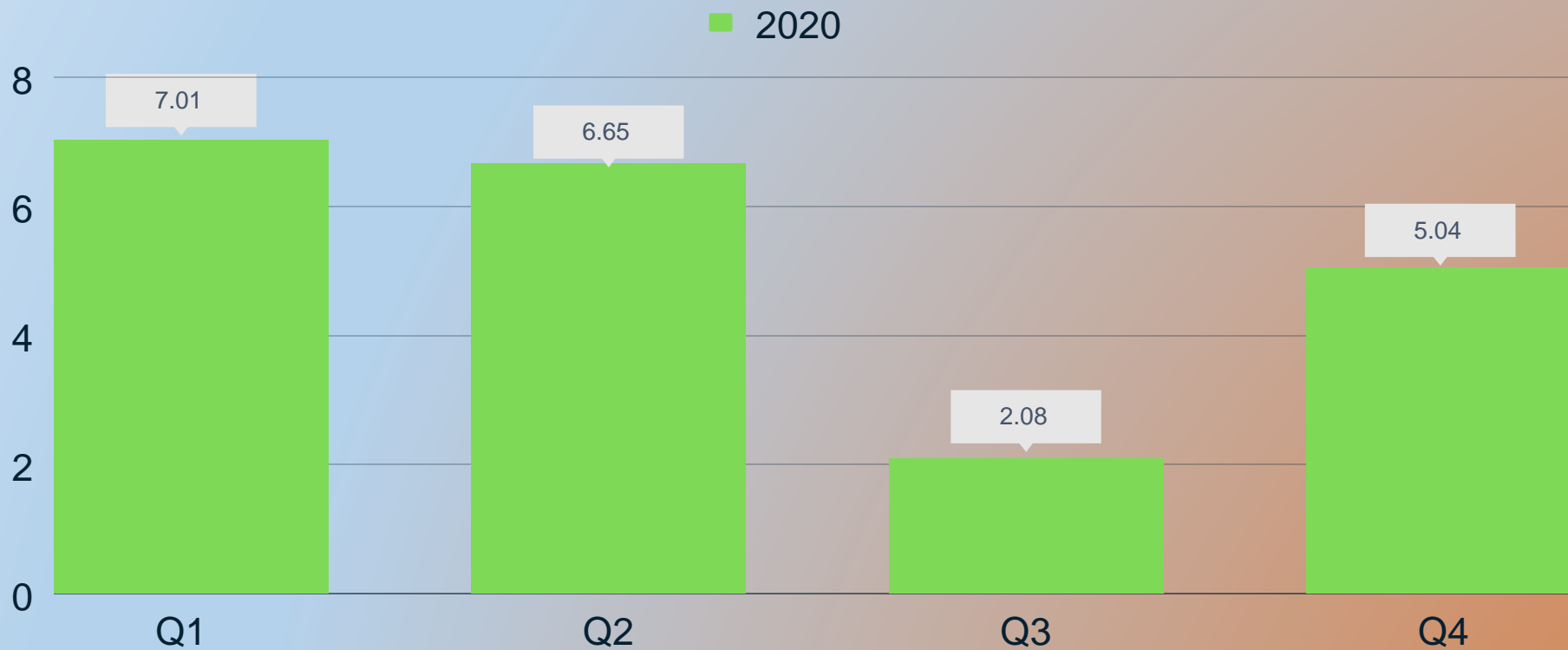
Year 2020

- 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 falling nearly 90% 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 amount, gross sales amount peaked during this time.

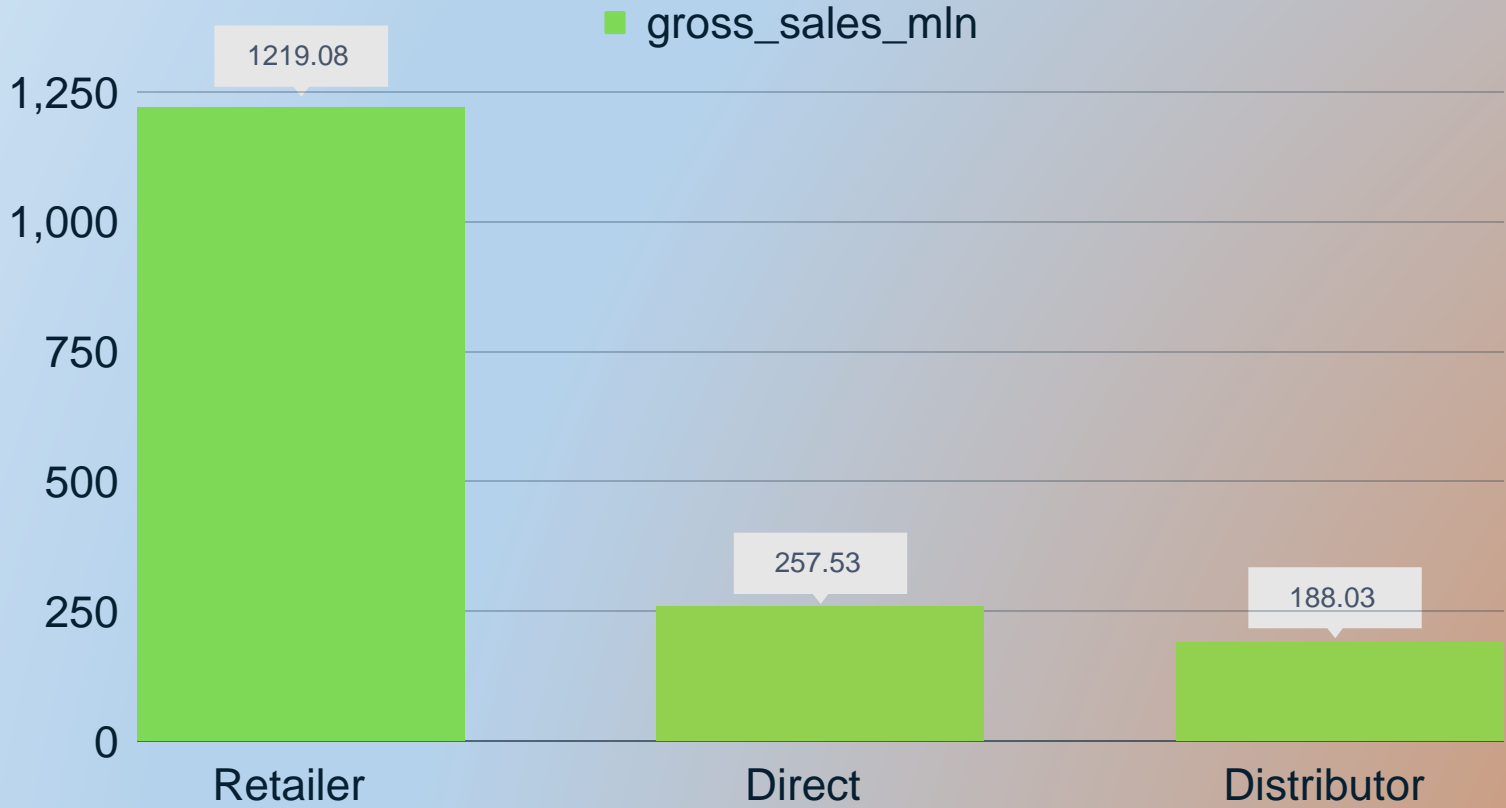
8. In which quarter of 2020, got the maximum total_sold_quantity?



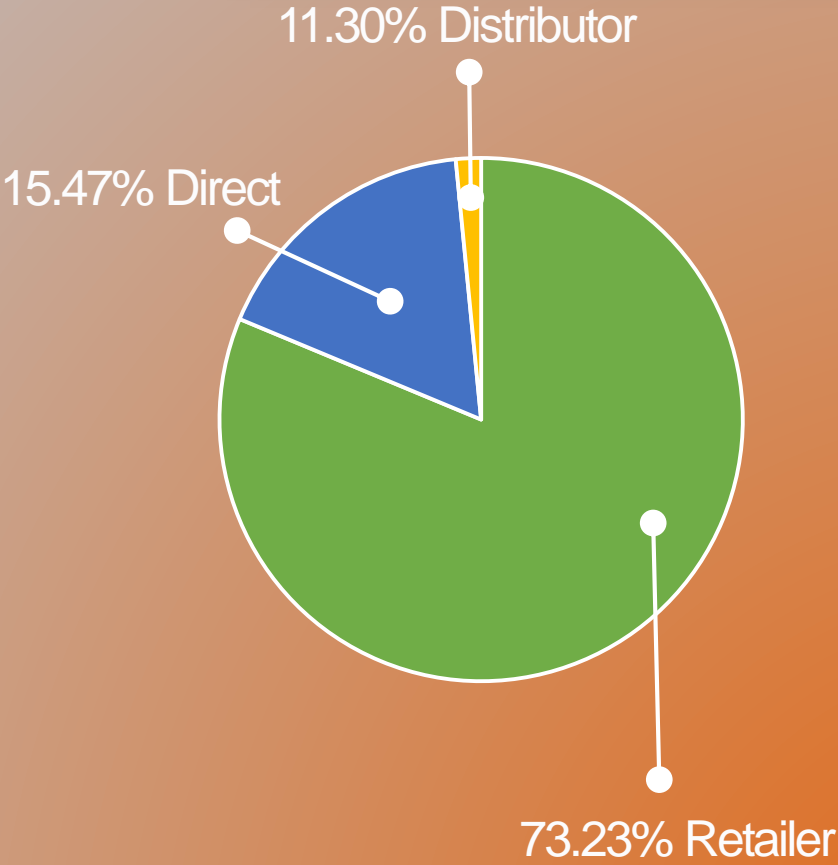
Quarter	Total_sold_quantity_mln
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04

- 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?

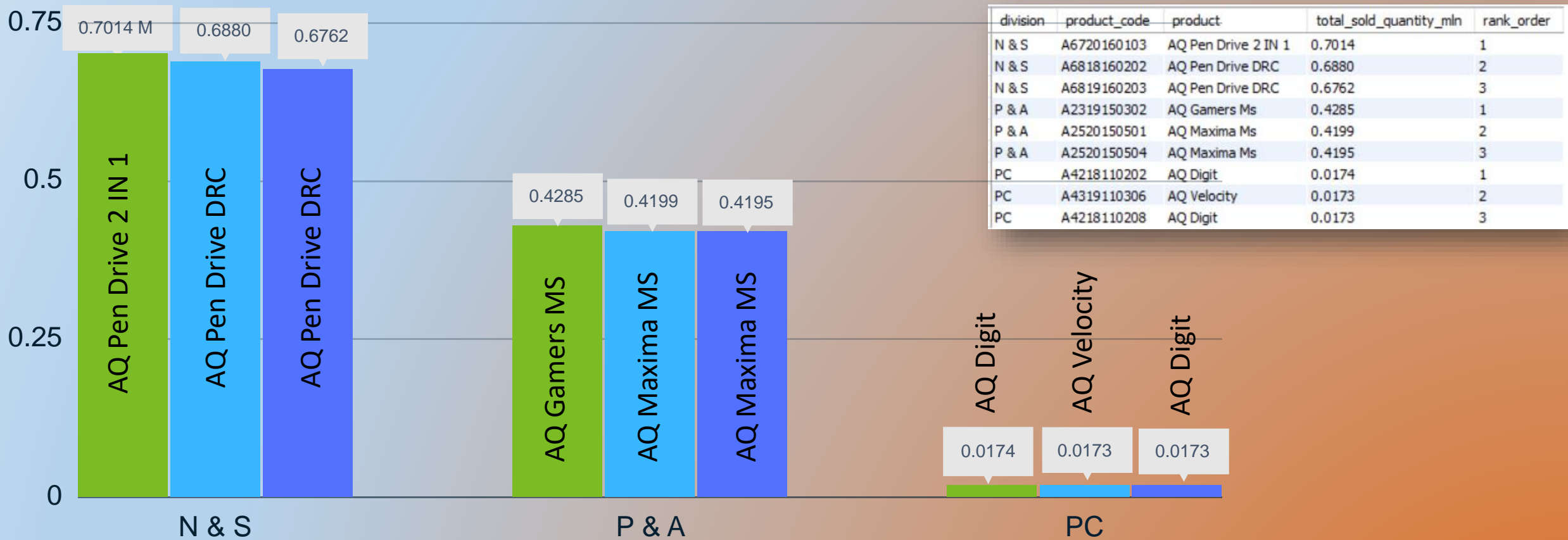


channel	gross_sales_mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30



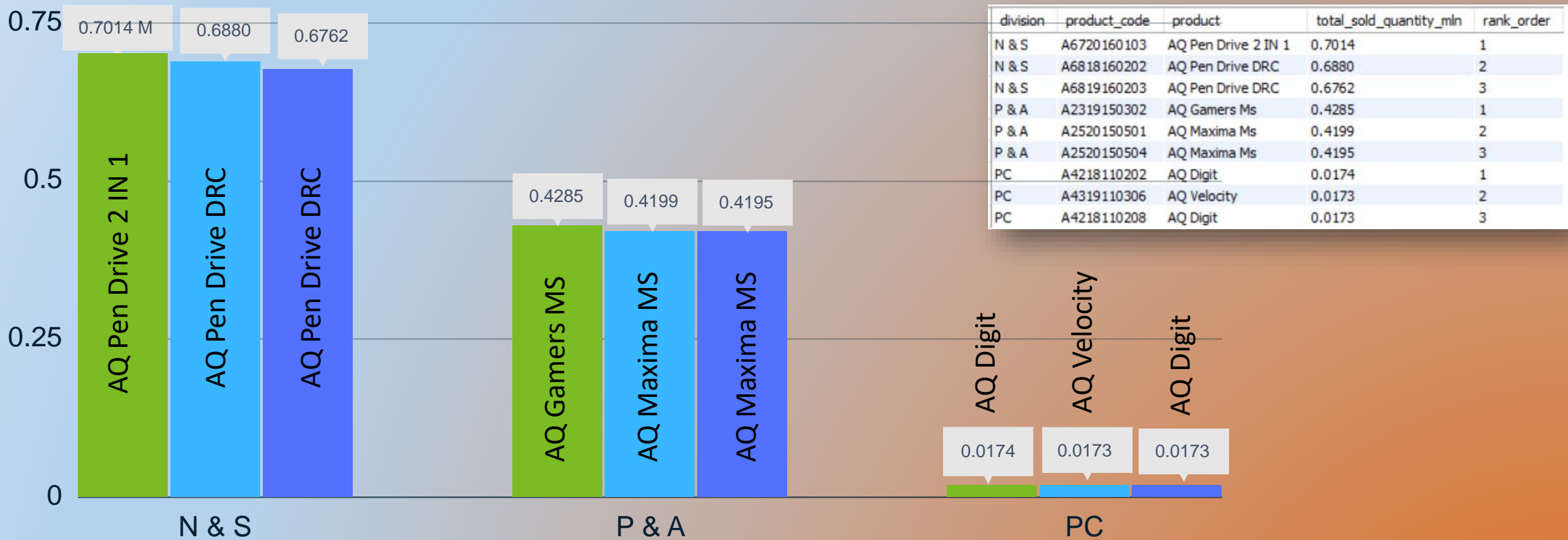
- Retailer channel contributes to the maximum number of sales in Atliq, followed by Direct and Distributor.

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

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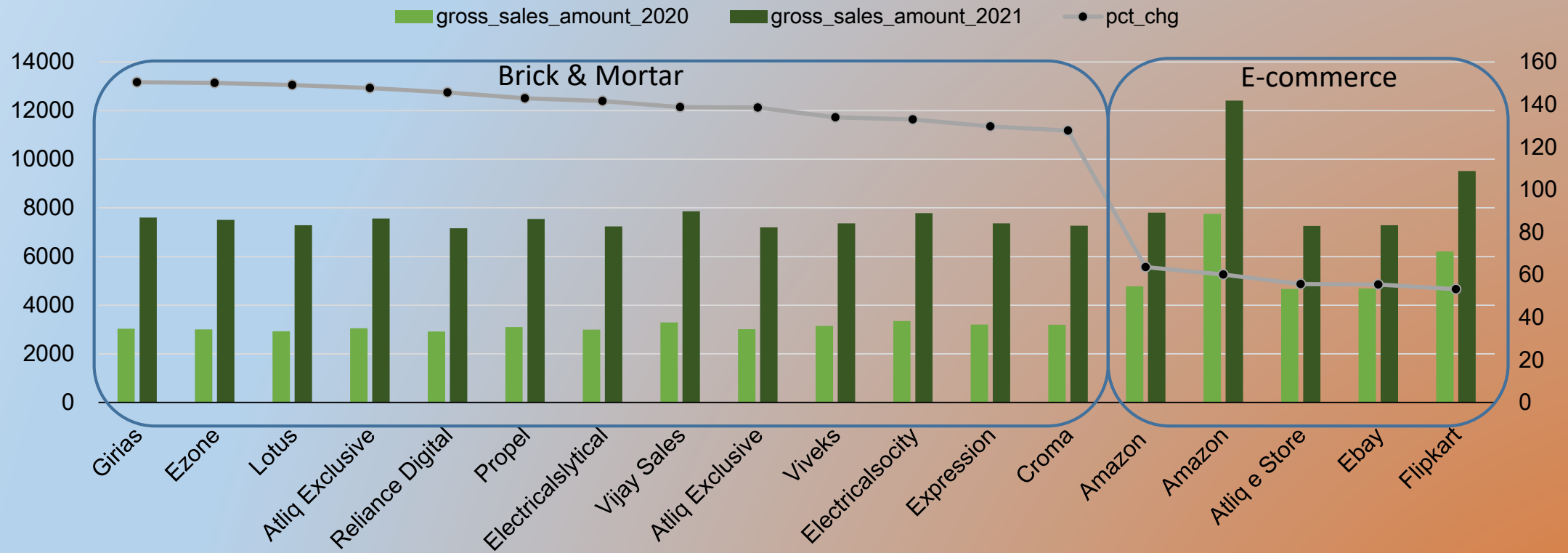


Additional insights

1. Average gross_sales_amount in 2020,in 2021 and percent change in Indian Market

customer	gross_sales_amount_2020	gross_sales_amount_2021	pct_chg	channel	platform
Girias	3034.43	7598.12	150.40	Retailer	Brick & Mortar
Ezone	3002.56	7510.02	150.12	Retailer	Brick & Mortar
Lotus	2926.14	7289.18	149.11	Retailer	Brick & Mortar
Atliq Exclusive	3053.89	7564.10	147.69	Retailer	Brick & Mortar
Reliance Digital	2914.02	7157.37	145.62	Retailer	Brick & Mortar
Propel	3103.31	7540.02	142.97	Retailer	Brick & Mortar
Electricalslytical	2995.78	7237.57	141.59	Retailer	Brick & Mortar
Vijay Sales	3291.03	7858.28	138.78	Retailer	Brick & Mortar
Atliq Exclusive	3017.35	7197.94	138.55	Direct	Brick & Mortar
Viveks	3145.99	7360.12	133.95	Retailer	Brick & Mortar
Electricalsocity	3343.02	7787.07	132.93	Retailer	Brick & Mortar
Expression	3204.21	7359.82	129.69	Retailer	Brick & Mortar
Croma	3191.30	7267.03	127.71	Retailer	Brick & Mortar
Amazon	4767.44	7801.25	63.64	Retailer	E-Commerce
Amazon	7751.30	12409.69	60.10	Retailer	E-Commerce
Atliq e Store	4663.11	7256.32	55.61	Direct	E-Commerce
Ebay	4690.58	7289.50	55.41	Retailer	E-Commerce
Flipkart	6209.18	9513.46	53.22	Retailer	E-Commerce

- Average Gross sales amount grew above 50 % across all customers.
- Particularly it grew above 100 % across all Brick & Mortar type customers.
- Brick & Mortar type platforms have shown maximum percentage increase in gross sales amount from the year 2020 to 2021.



- Girias tops the report with a 150.40% increase in gross sales amount.
- Flipkart is at the bottom with 53.22 % increase in gross sales amount
- Amazon has the highest average gross sales amount in the year.

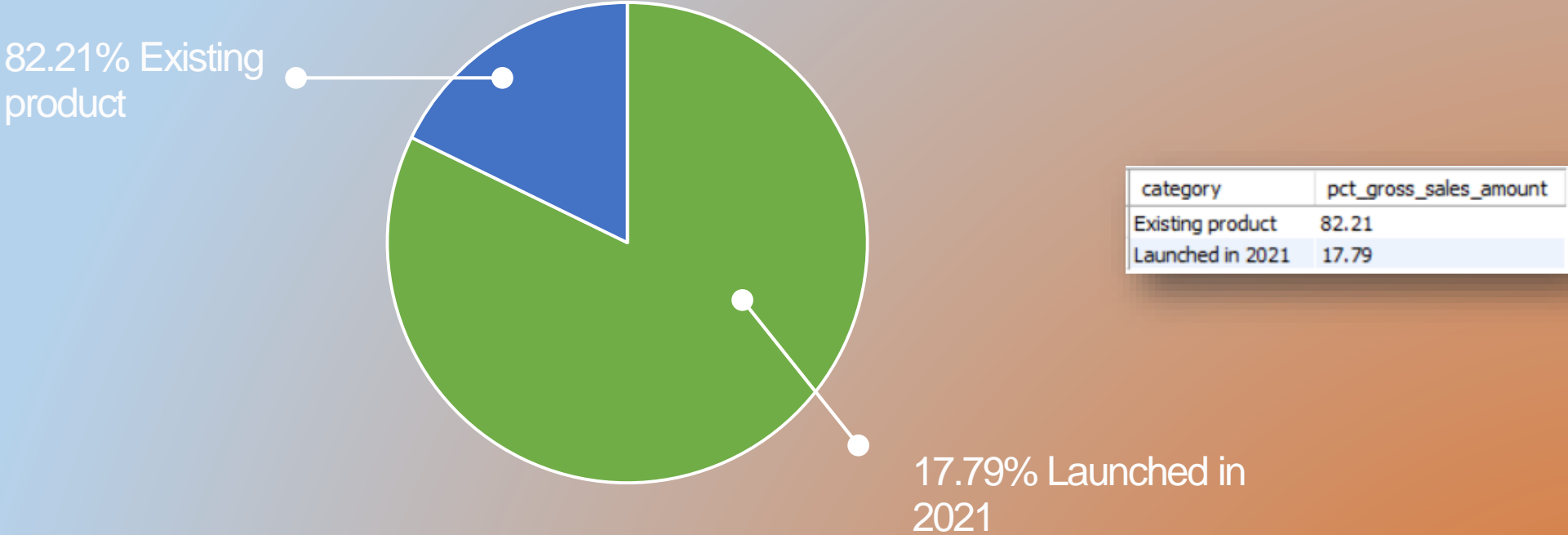
- Amazon leads the E-commerce platform and Girias leads the Brick & Mortar platform

2. Top 10 newly launched products in Indian market by gross sales amount in the year 2021

product	product_code	variant	category	segment	customer	platform	region	market	fiscal_year	launch	Total_gross_sales_amount
AQ Electron 3 3600 Desktop Processor	A1521150602	Plus	Processors	Peripherals	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	678597.77
AQ Electron 3 3600 Desktop Processor	A1521150601	Standard	Processors	Peripherals	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	617370.69
AQ Wi Power Dx3	A7321160303	Premium	Wi fi extender	Networking	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	597262.45
AQ Wi Power Dx3	A7321160301	Standard	Wi fi extender	Networking	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	542538.02
AQ Electron 3 3600 Desktop Processor	A1521150601	Standard	Processors	Peripherals	Atiq Exclusive	Brick & Mortar	APAC	India	2021	Launched in 2021	510998.13
AQ Electron 4 3600 Desktop Processor	A1421150503	Premium	Processors	Peripherals	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	509379.10
AQ Wi Power Dx3	A7321160302	Plus	Wi fi extender	Networking	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	488444.23
AQ Electron 4 3600 Desktop Processor	A1420150502	Plus	Processors	Peripherals	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	477650.72
AQ Trigger	A3521150705	Premium 1	Keyboard	Accessories	Amazon	E-Commerce	APAC	India	2021	Launched in 2021	462659.83
AQ Electron 4 3600 Desktop Processor	A1421150503	Premium	Processors	Peripherals	Atiq Exclusive	Brick & Mortar	APAC	India	2021	Launched in 2021	460858.41

- Top 10 products (newly launched) were in Peripherals, Networking and Accessories segment.
- 6 out of top 10 newly launched products in the year 2021 are Processors, 4 were Wifi extender and 1 was Keyboard.

3. Percentage of total gross sales amount contribution of Newly launched products and pre existing products in market India and in year 2021



- Newly launched products contributed 17.79% and existing products contributed 82.21% of Total gross sales amount

Thank you