





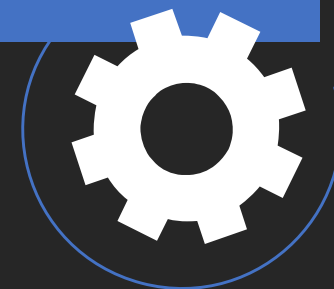
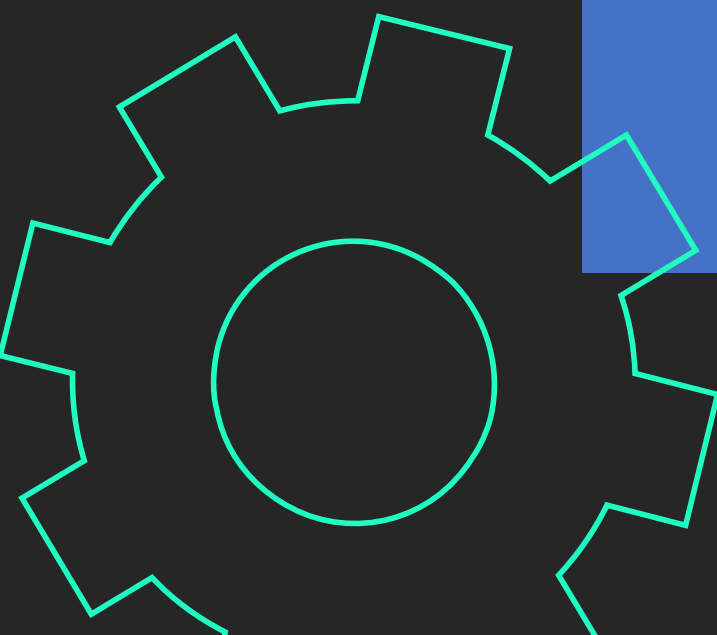
ATLIQ
HARDWARE

CONSUMER GOODS

AD-HOC INSIGHTS



Atliq Hardwares is one of the
leading computer hardware
producers in India and well
expanded in other countries too.



Market list for 'Atliq Exclusive' in APAC region

Question 1 :

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

Conversion of Output to visual

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



1. India
2. Indonesia
3. Japan
4. Philippines
5. South Korea
6. Australia
7. New Zealand
8. Bangladesh

Insights:

List of **Markets** in which Customer "**Atliq Exclusive**" operates its business in **APAC** region are **India**, **Indonesia**, **Japan**, **Philippines**, **South Korea**, **Australia**, **New Zealand** and **Bangladesh**.

Increase in % of unique product

Question 2 :

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

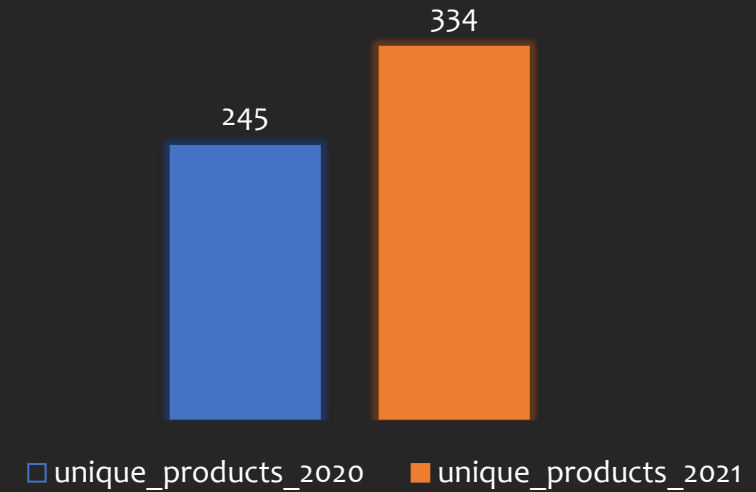
unique_products_2020
unique_products_2021
percentage_chg

Output :

	unique_products_2020	unique_products_2021	prcntChange
►	245	334	36.33

Conversion of Output to visual

	unique_products_2020	unique_products_2021	prcntChange
►	245	334	36.33



Insights

1. Total Unique Product Count in 2020 is **245**.
2. Total Unique Product Count in 2021 is **334**.
3. Increase in % of Product Count is **36.33%**.

Increase in % of unique product

Question 3 :

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 two fields,

segment

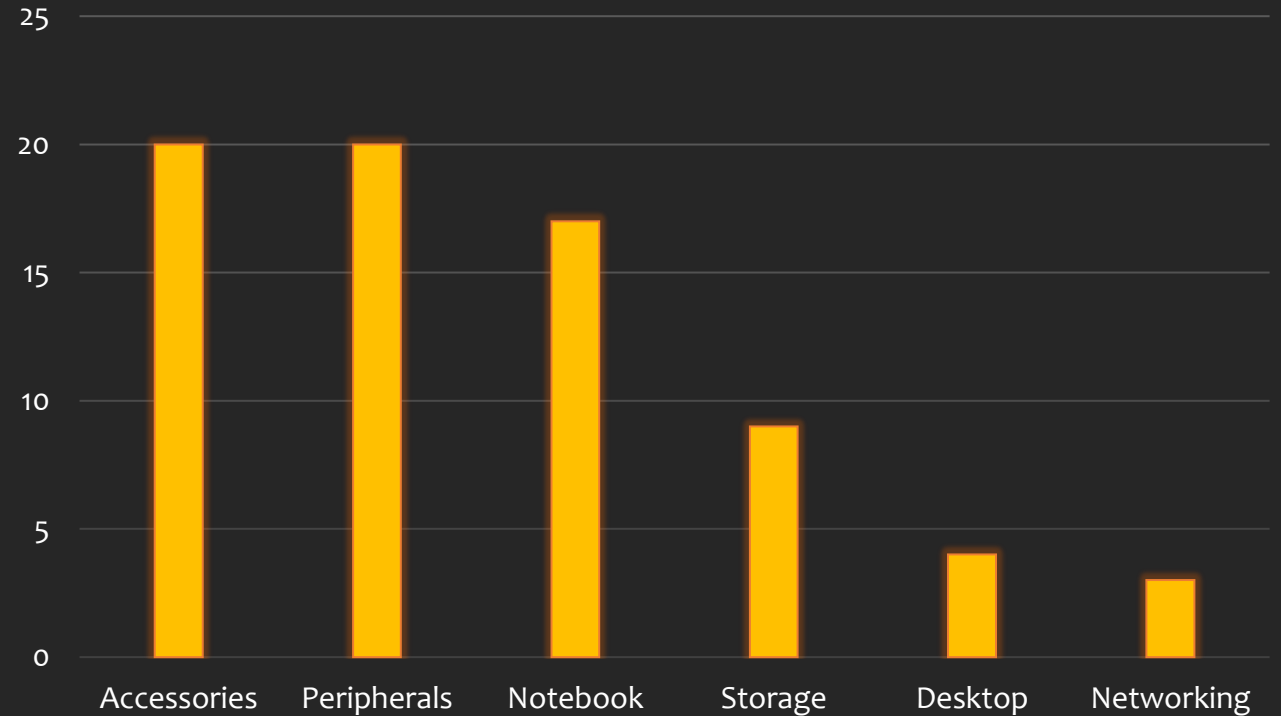
product_count

Output :

	segment	product_count
►	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3

Conversion of Output to visual

	segment	product_count
▶	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3



Insights

In total we have 6 segments and **Accessories** and **Peripherals** hold the maximum unique product count

List of Product count by segment and by year

Question 4 :

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

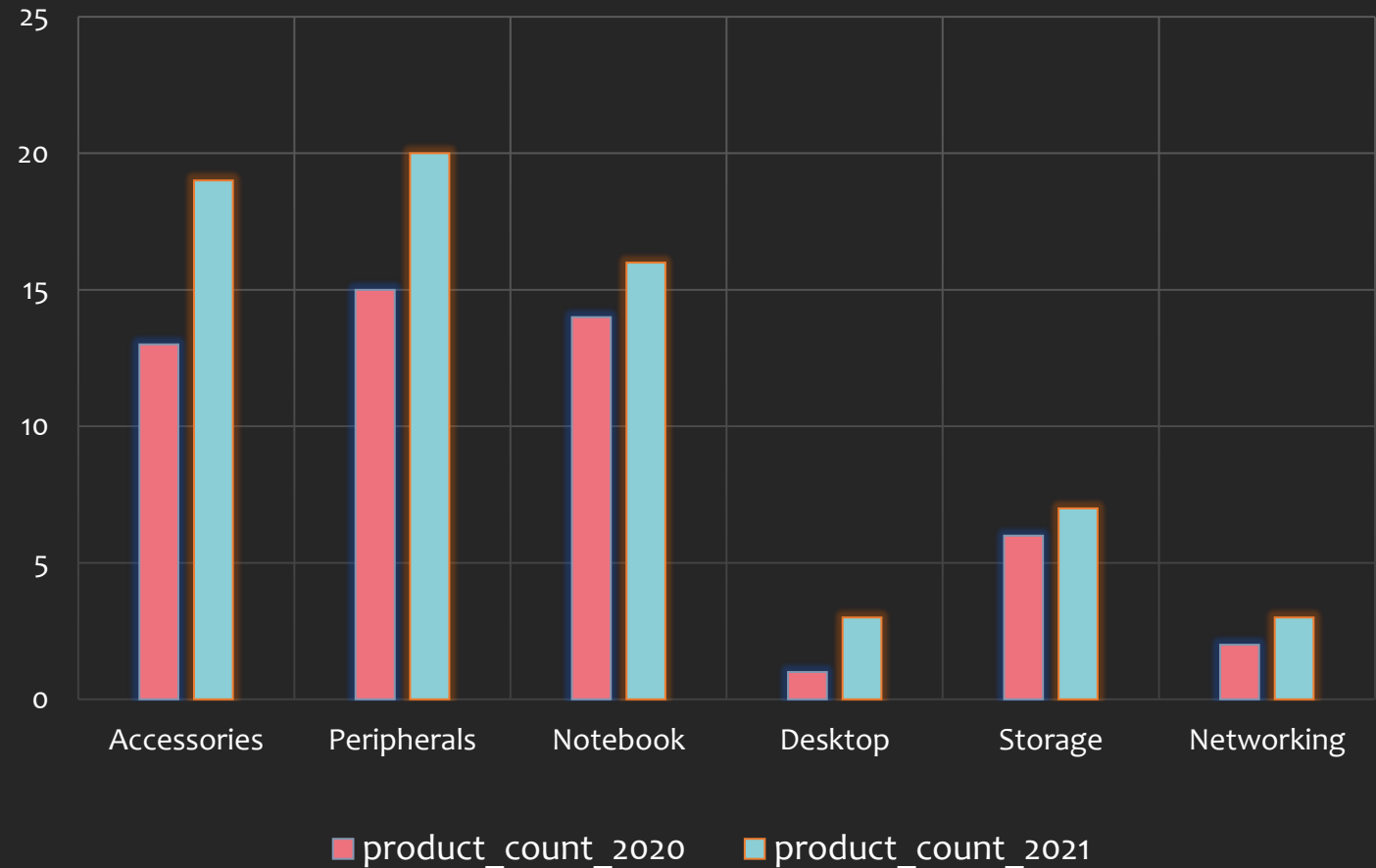
difference

Output :

	segment	product_count_2020	product_count_2021	difference
►	Accessories	13	19	6
	Peripherals	15	20	5
	Notebook	14	16	2
	Desktop	1	3	2
	Storage	6	7	1
	Networking	2	3	1

Conversion of Output to visual

	segment	product_count_2020	product_count_2021	difference
▶	Accessories	13	19	6
	Peripherals	15	20	5
	Notebook	14	16	2
	Desktop	1	3	2
	Storage	6	7	1
	Networking	2	3	1



Insights

Accessories segment has the most increase in unique product in 2021 vs 2020.

List of Product with Manufacturing Costs

Question 5 :

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

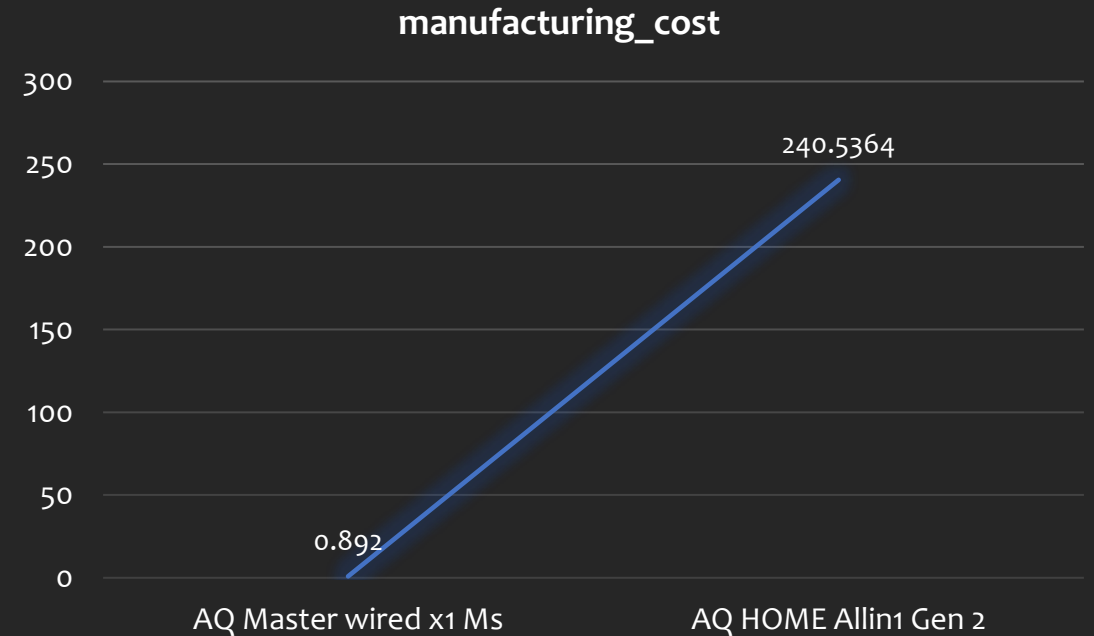
product_code
product
manufacturing_cost

Output :

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

Conversion of Output to visual

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



Insights

'AQ Master Wired x1 Ms' has the **highest** manufacturing cost while

'AQ HOME Allin 1 Gen 2' has the **lowest** manufacturing cost.

Report of customer with average pre_invoice discount

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. The final output contains these fields,

customer_code

customer

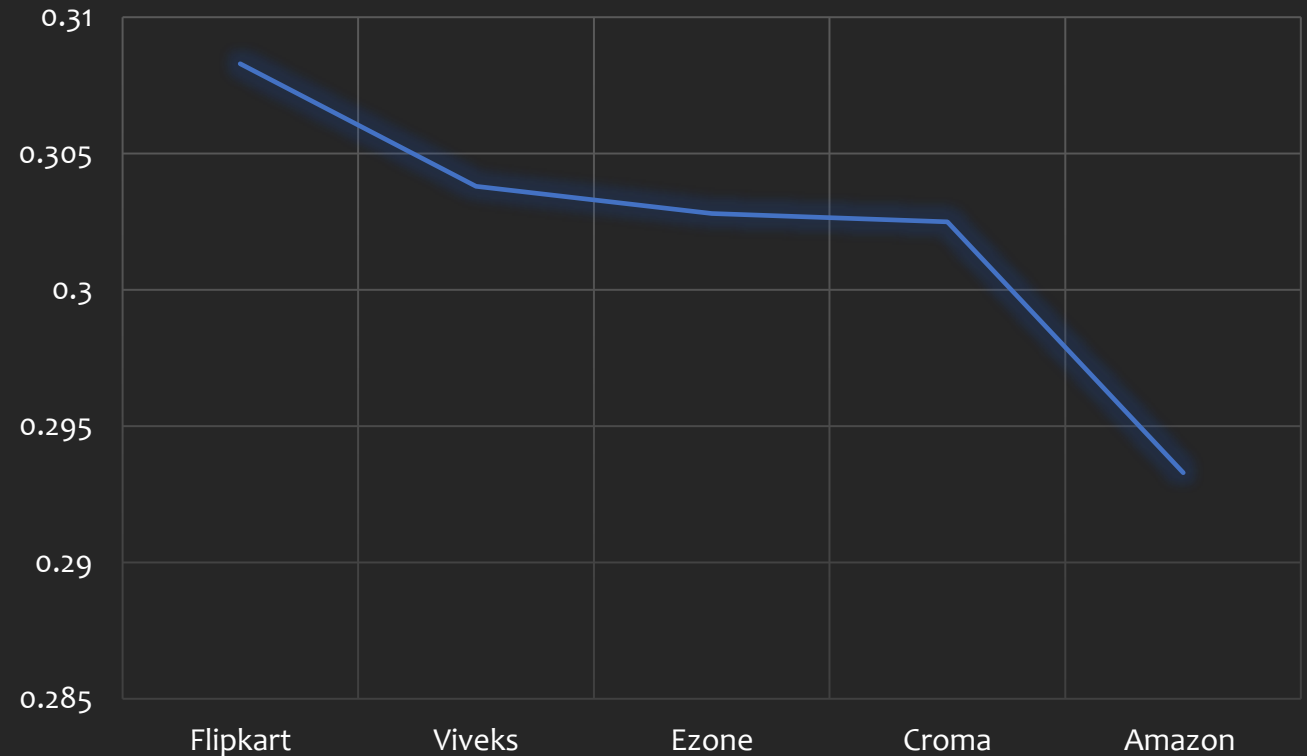
average_discount_percentage

Output :

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

Conversion of Output to visual

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



Insights

Top 5 customers who received an average high 'Pre Invoice Discount' for the fiscal year 2021 and in the Indian market are: **Flipkart, Viveks, Ezone, Croma, Amazon.**

Report of Gross Sales for 'Atliq Exclusive' customer

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. The final report contains these columns:

Month

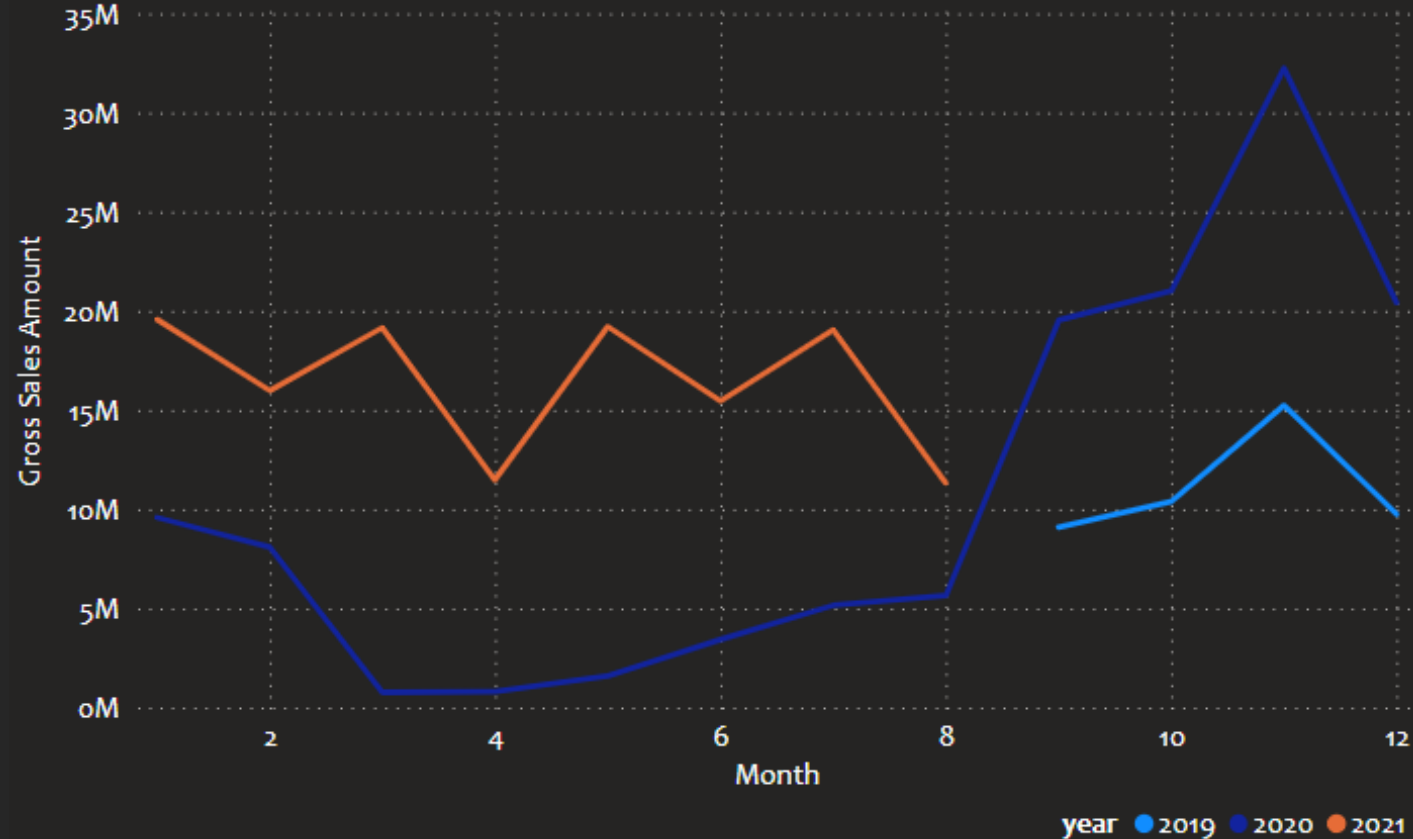
Year

Gross sales Amount

Output :

Conversion of Output to visual

	month	year	gross_sales_amount
▶	9	2019	9092670.3392
	10	2019	10378637.5961
	11	2019	15231894.9669
	12	2019	9755795.0577
	1	2020	9584951.9393
	2	2020	8083995.5479
	3	2020	766976.4531
	4	2020	800071.9543
	5	2020	1586964.4768
	6	2020	3429736.5712
	7	2020	5151815.4020
	8	2020	5638281.8287
	9	2020	19530271.3028
	10	2020	21016218.2095
	11	2020	32247289.7946
	12	2020	20409063.1769
	1	2021	19570701.7102
	2	2021	15986603.8883
	3	2021	19149624.9239
	4	2021	11483530.3032
	5	2021	19204309.4095
	6	2021	15457579.6626
	7	2021	19044968.8164
	8	2021	11324548.3409



Insights

Nov 2020 has the **highest** while **March 2020** has the **lowest** Gross sales for the customer 'Atliq Exclusive'.

Total Sold quantity by Quarter of 2020

Question 8 :

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

Quarter

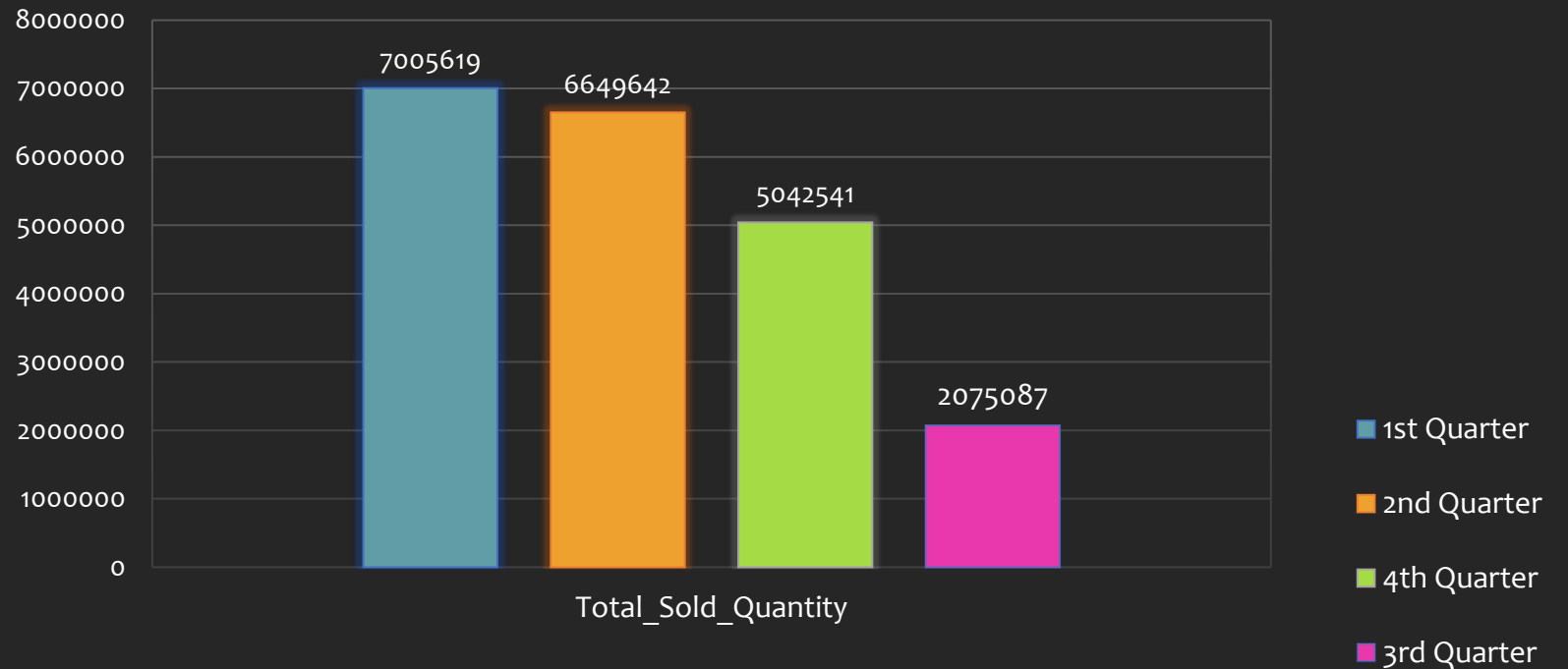
total_sold_quantity

Output :

	Quarter	Total_Sold_Quantity
►	1st Quarter	7005619
	2nd Quarter	6649642
	4th Quarter	5042541
	3rd Quarter	2075087

Conversion of Output to visual

Quarter	Total_Sold_Quantity
1st Quarter	7005619
2nd Quarter	6649642
4th Quarter	5042541
3rd Quarter	2075087



Insights

1st Quarter of 2020 i.e. {**Sept, Oct, Nov**} has the **maximum** Total Sold Quantity.

Report of Gross sales by Channel in 2021

Question 9 :

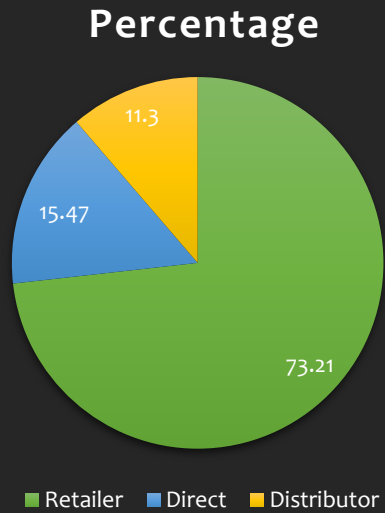
Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,

channel
gross_sales_mln
percentage

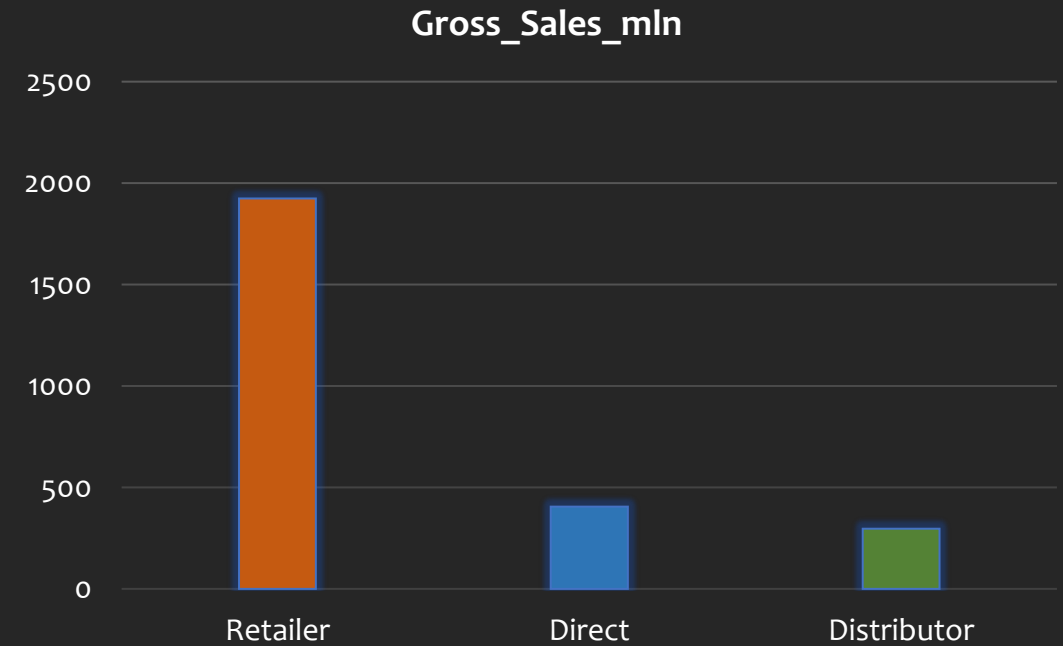
Output :

	Channel	Gross_Sales_mln	Percentage
►	Retailer	1924.17	73.216922
	Direct	406.69	15.475031
	Distributor	297.18	11.308047

Conversion of Output to visual



	Channel	Gross_Sales_mln	Percentage
▶	Retailer	1924.17	73.216922
	Direct	406.69	15.475031
	Distributor	297.18	11.308047



Insights

Channel **'Retailer'** helped to bring more **Gross Sales** in the fiscal year **2021** with the total of **73%** contribution.

Top 3 products by division & sold quantity

Question 10 :

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

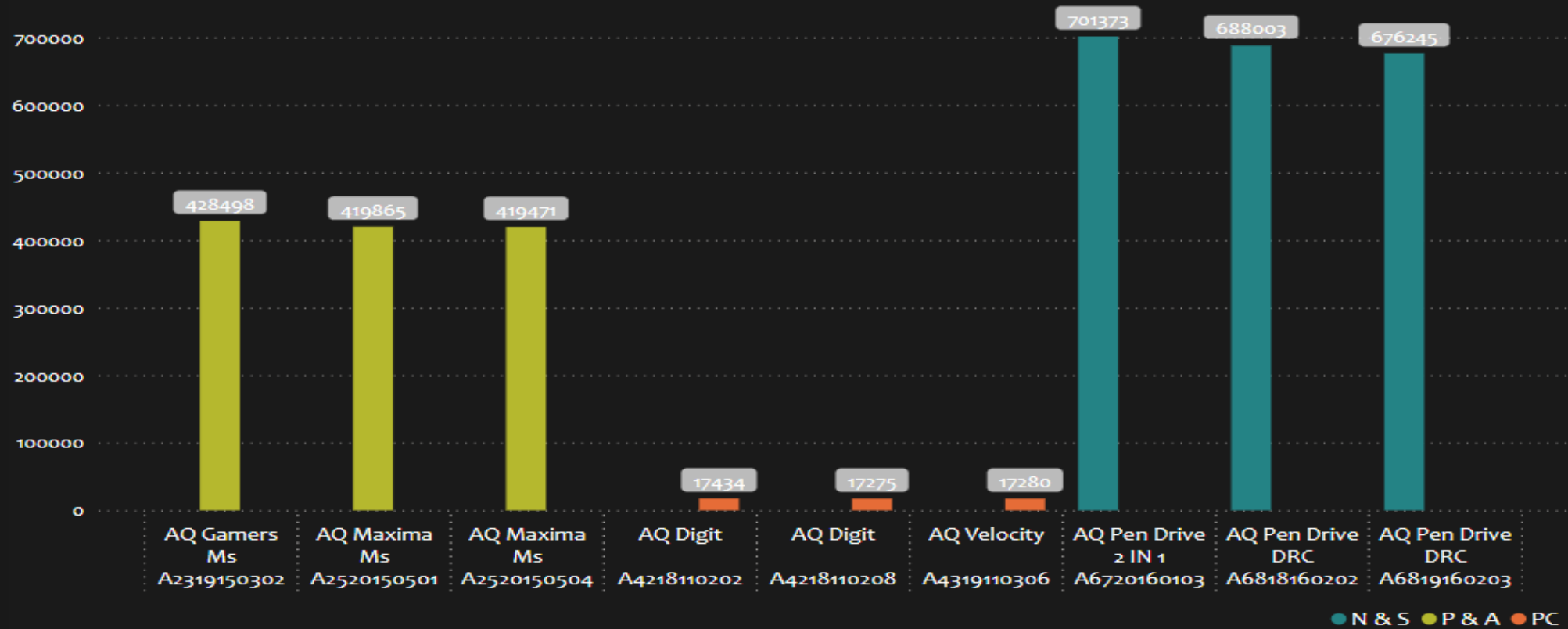
total_sold_quantity

rank_order

Output :

	division	product_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

Conversion of Output to visual



Insights

Top 3 products in each division (N&S, P&A, PC) that have a high **Total Sold Quantity** in the Fiscal Year 2021 are shown in the chart.

	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



THANK YOU
