



# CONSUMER GOODS AD\_HOC INSIGHTS

PRESENTED BY- LOVE KUMAR



## INTRODUCTION-

- ATLIQ HARDWARES IS ONE OF THE LEADING COMPUTER HARDWARE PRODUCERS IN INDIA AND WELL EXPANDED IN OTHER COUNTRIES TOO.
- HOWEVER, THE MANAGEMENT NOTICED THAT THEY DO NOT GET ENOUGH INSIGHTS TO MAKE QUICK AND SMART DATA-INFORMED DECISIONS. THEY WANT TO EXPAND THEIR DATA ANALYTICS TEAM BY ADDING SEVERAL JUNIOR DATA ANALYSTS.
- TONY SHARMA, THEIR DATA ANALYTICS DIRECTOR WANTED TO HIRE SOMEONE WHO IS GOOD AT BOTH TECH AND SOFT SKILLS. HENCE, HE DECIDED TO CONDUCT A SQL CHALLENGE WHICH WILL HELP HIM UNDERSTAND BOTH THE SKILLS.

## TASKS PERFORMED TO COMPLETE THIS CHALLENGE-

- UNDERSTANDING THE ISSUES FACED BY COMPANY.
- LOADING THE DATA IN **MYSQL WORKBENCH** AND STUDYING DIFFERENT TABLES AND THEIR RELATIONSHIP.
- WRITING SQL QUERYS TO PROVIDE SOLUTION FOR 10 AD-HOC REQUESTS AND EXPORT RECORDSET.
- LOAD RECORDSET AND CONVERT IT INTO DASHBOARD USING **TABLEAU**.



# DATABASE SCHEMAS

Table	Column	Type
dim_customer	◇ channel	varchar(45)
dim_customer	◇ customer	varchar(150)
dim_customer	◇ customer_code	int unsigned
dim_customer	◇ market	varchar(45)
dim_customer	◇ platform	varchar(45)
dim_customer	◇ region	varchar(45)
dim_customer	◇ sub_zone	varchar(45)
dim_product	◇ category	varchar(45)
dim_product	◇ division	varchar(45)
dim_product	◇ product	varchar(200)
dim_product	◇ product_code	varchar(45)
dim_product	◇ segment	varchar(45)
dim_product	◇ variant	varchar(45)
fact_gross_price	◇ fiscal_year	year
fact_gross_price	◇ gross_price	decimal(15,4) unsig...
fact_gross_price	◇ product_code	varchar(45)
fact_manufacturing_cost	◇ cost_year	year
fact_manufacturing_cost	◇ manufacturing_cost	decimal(15,4) unsig...
fact_manufacturing_cost	◇ product_code	varchar(45)
fact_pre_invoice_deducti...	◇ customer_code	int unsigned
fact_pre_invoice_deducti...	◇ fiscal_year	year
fact_pre_invoice_deducti...	◇ pre_invoice_discount_...	decimal(5,4)
fact_sales_monthly	◇ customer_code	int unsigned
fact_sales_monthly	◇ date	date
fact_sales_monthly	◇ fiscal_year	year
fact_sales_monthly	◇ product_code	varchar(45)
fact_sales_monthly	◇ sold_quantity	int unsigned

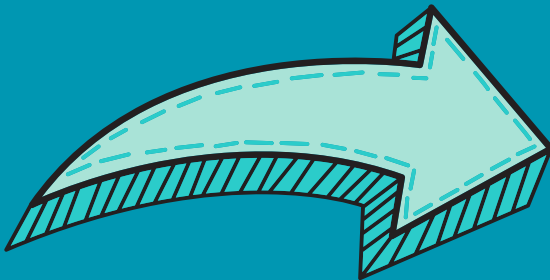
**THE DATABASE CONSISTS OF 6 TABLES.**

- **DIM\_CUSTOMER**
- **DIM\_PRODUCT**
- **FACT\_GROSS\_PRICE**
- **FACT\_MANUFACTURING\_COST**
- **FACT\_PRE\_INVOICE\_DEDUCTION**
- **FACT\_SALES\_MONTHLY**

**THIS DATABASE IS USED IN MYSQL FOR DATA ANALYSIS AND  
TABLEAU IS USED FOR VISUALISATION OF DATA.**

**LIST OF MARKETS WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION:**

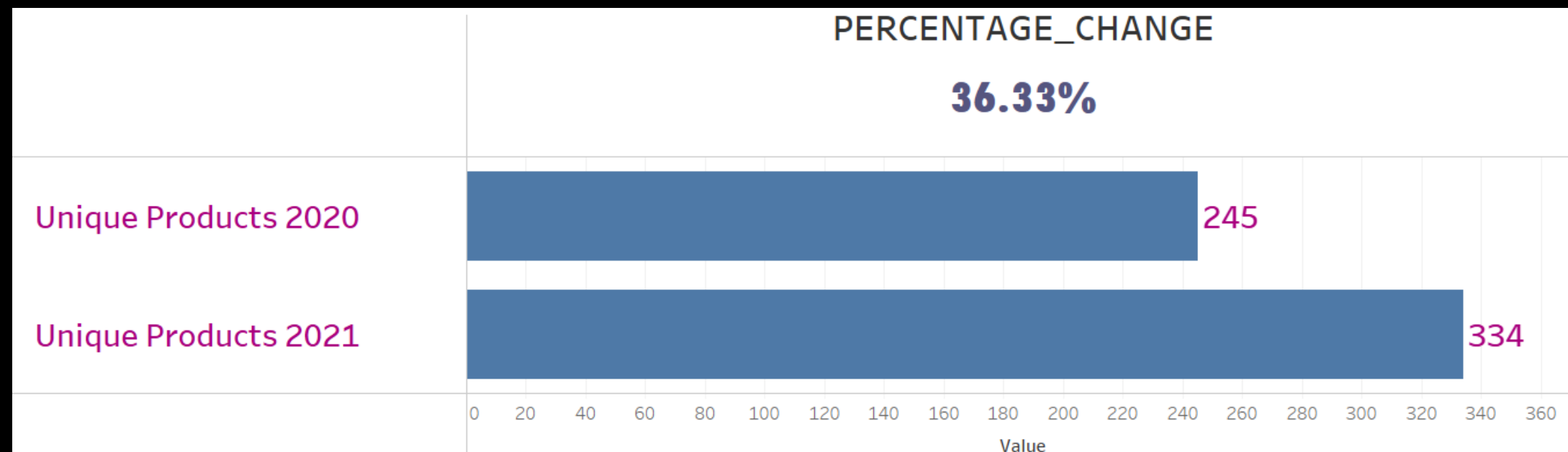
market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh



**INSIGHTS—**

- **ATLIQ EXCLUSIVE IS DOING BUSINESS IN 8 COUNTRIES IN APAC REGION.**

## INCREASE IN UNIQUE PRODUCTS- 2020 VS 2021 :



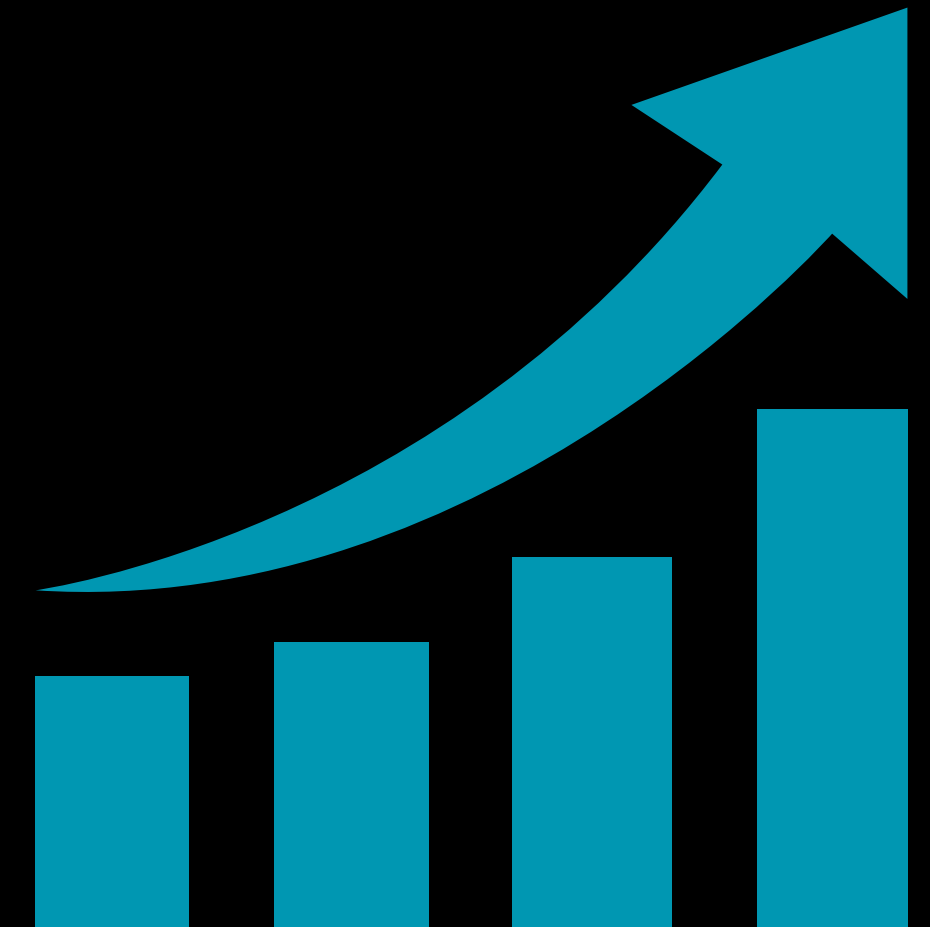
## PERCENTAGE OF UNIQUE PRODUCT INCREASE IN 2021 VS. 2020:

	unique_products_2021	unique_products_2020	percentage_chg
▶	334	245	36.3265



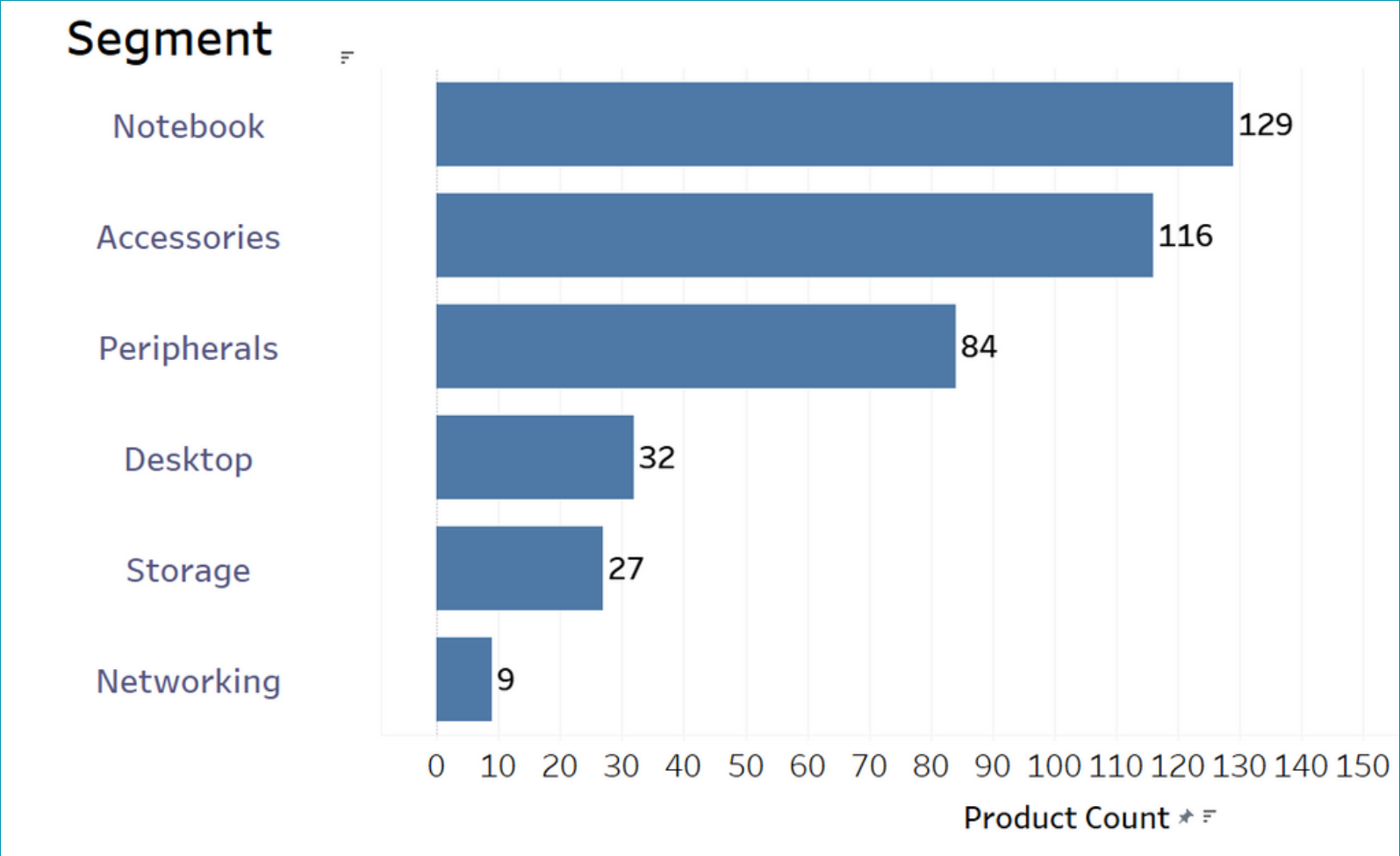
## INSIGHTS-

- IN YEAR 2021, TOTAL 89 UNIQUE PRODUCT INCREASED WRT 2020.
- INCREASING DEMAND OF UNIQUE PRODUCTS WILL BRING MORE OPPORTUNITY.
- WITH INCREASE IN PRODUCT VARIETY, DELIVERING LARGE VOLUME OF PRODUCT WILL BE A CHALLENGE FOR COMPANY.



REPORT WITH ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT:

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



INSIGHTS-

- MORE THAN 61% OF TOTAL UNIQUE PRODUCT COMES FROM NOTEBOOK AND ACCESSORIES SEGMENT ONLY.
- COMPANY NEED TO FOCUS MORE ON DESKTOP, STORAGE AND NETWORKING SEGMENTS AS PER MARKET DEMAND.

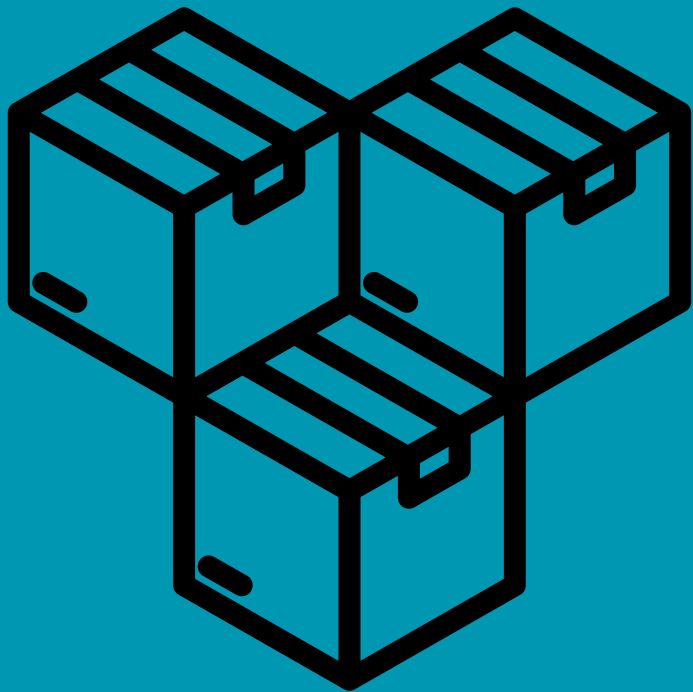
THE SEGMENT WITH THE MOST INCREASE IN UNIQUE PRODUCTS IN 2020-2021:

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

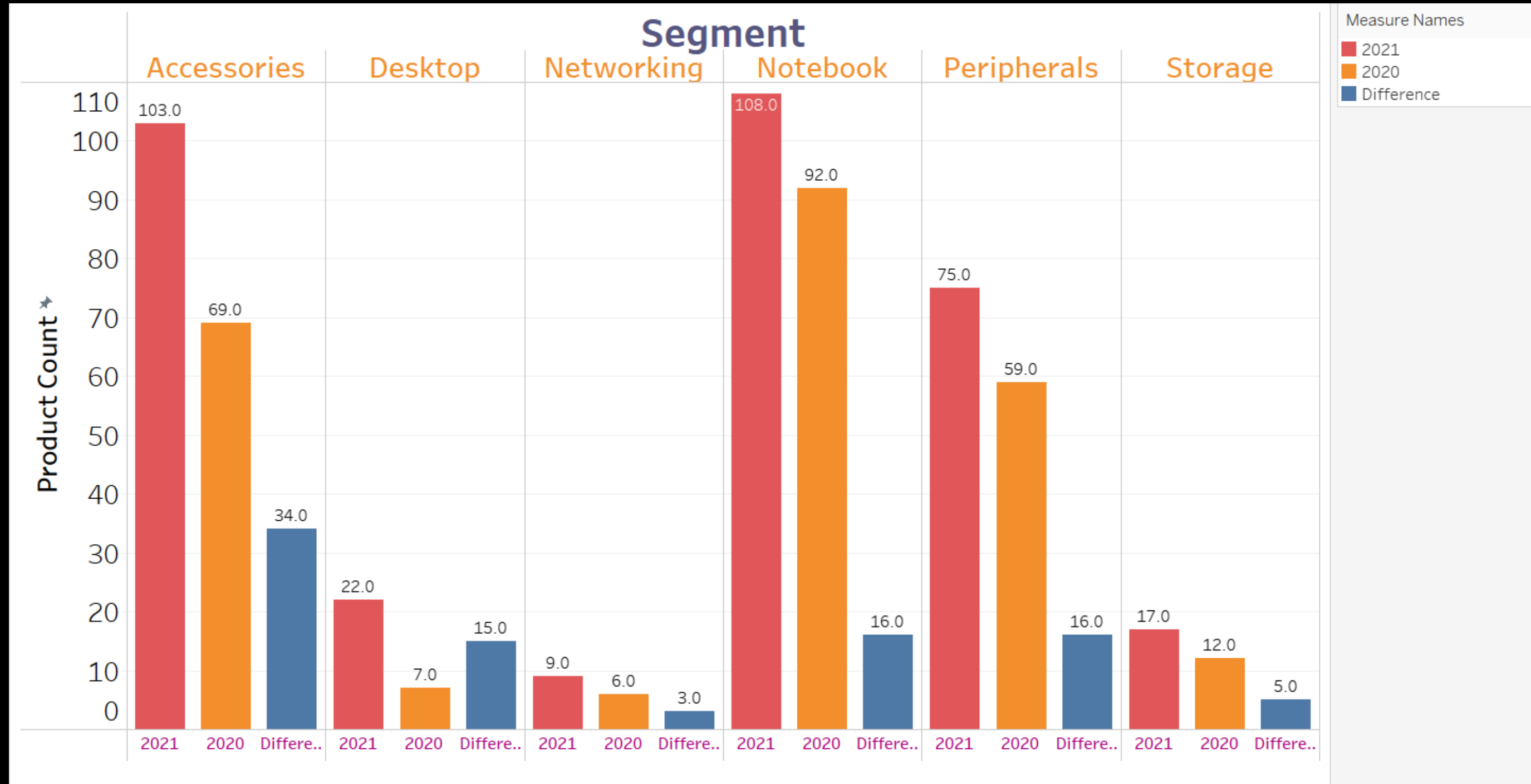
INSIGHTS—



- DESKTOP SEGMENT HAD THE HIGHEST 214% INCREASE AND ACCESSORIES SEGMENT HAD THE HIGHEST 34 PRODUCT COUNT INCREASE.
- NETWORKING AND STORAGE HAD INCREASED AT A SLOWER PACE.



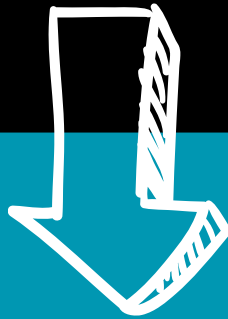
# UNIQUE PRODUCTS IN EACH SEGMENT- 2021 VS 2020:





THE PRODUCTS HAVING THE HIGHEST AND LOWEST MANUFACTURING COSTS:

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



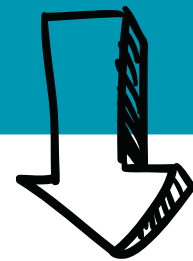
INSIGHTS—

- DESKTOP AQ HOME ALLIN GEN 2 HAS THE MAXIMUM MANUFACTURING COST.
- MOUSE AQ MASTER WIRED X1 MS HAS THE LOWEST MANUFACTURING COST.



## THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE\_INVOICE\_DISCOUNT\_PCT FOR THE FISCAL YEAR 2021 AND IN THE INDIAN MARKET:

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

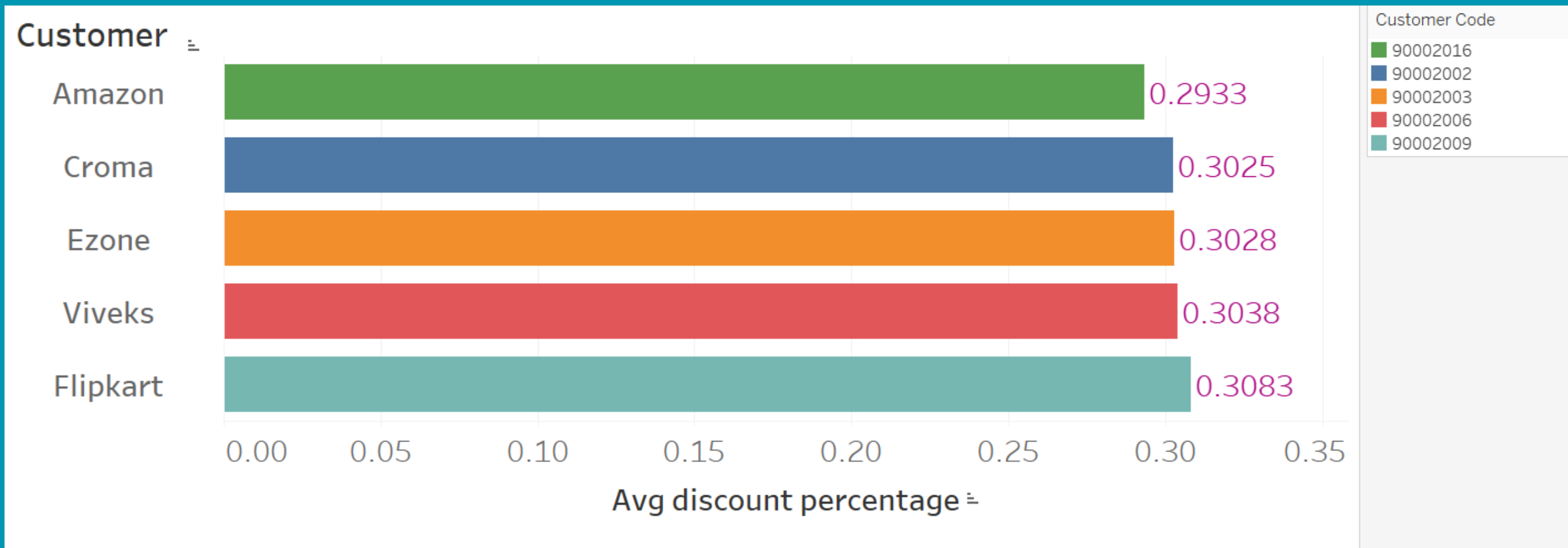


### INSIGHTS—

- THE HIGHEST PRE\_INVOICE\_DISCOUNT\_PCT WAS RECEIVED BY FLIPKART.
- THE LOWEST PRE\_INVOICE\_DISCOUNT\_PCT WAS RECEIVED BY AMAZON.



## TOP 5 CUSTOMERS:

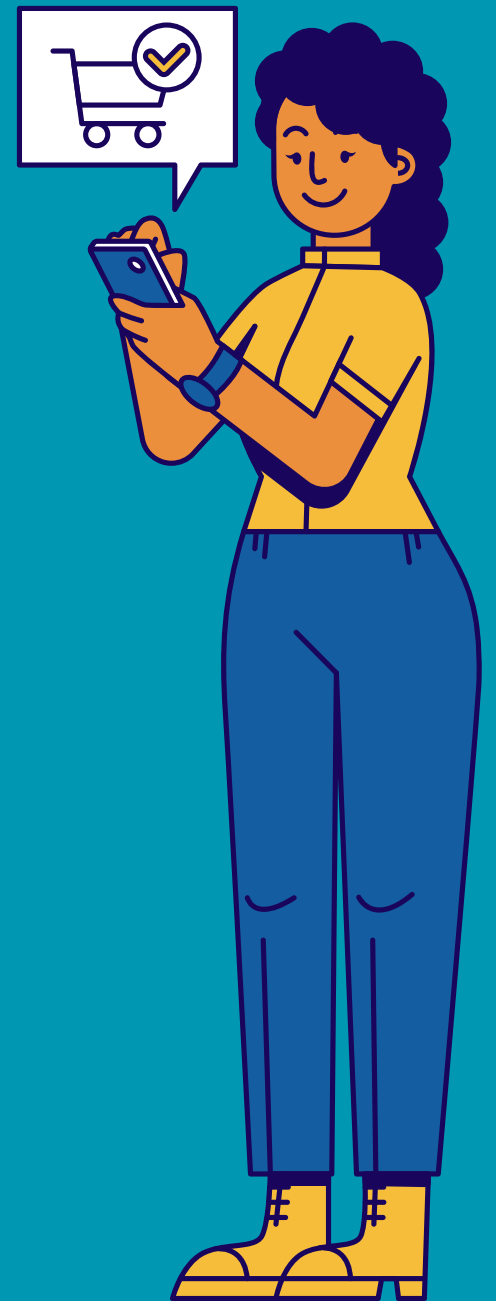
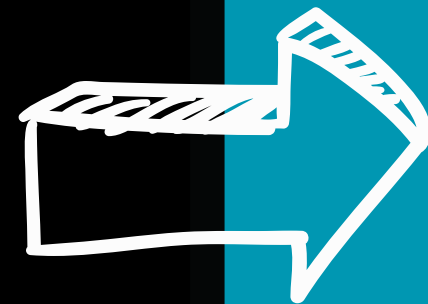


	Gross_sales_amount	month	year
▶	9092670.3392	9	2019
	10378637.5961	10	2019
	15231894.9669	11	2019
	9755795.0577	12	2019
	9584951.9393	1	2020
	8083995.5479	2	2020
	766976.4531	3	2020
	800071.9543	4	2020
	1586964.4768	5	2020
	3429736.5712	6	2020
	5151815.4020	7	2020
	5638281.8287	8	2020
	19530271.3028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

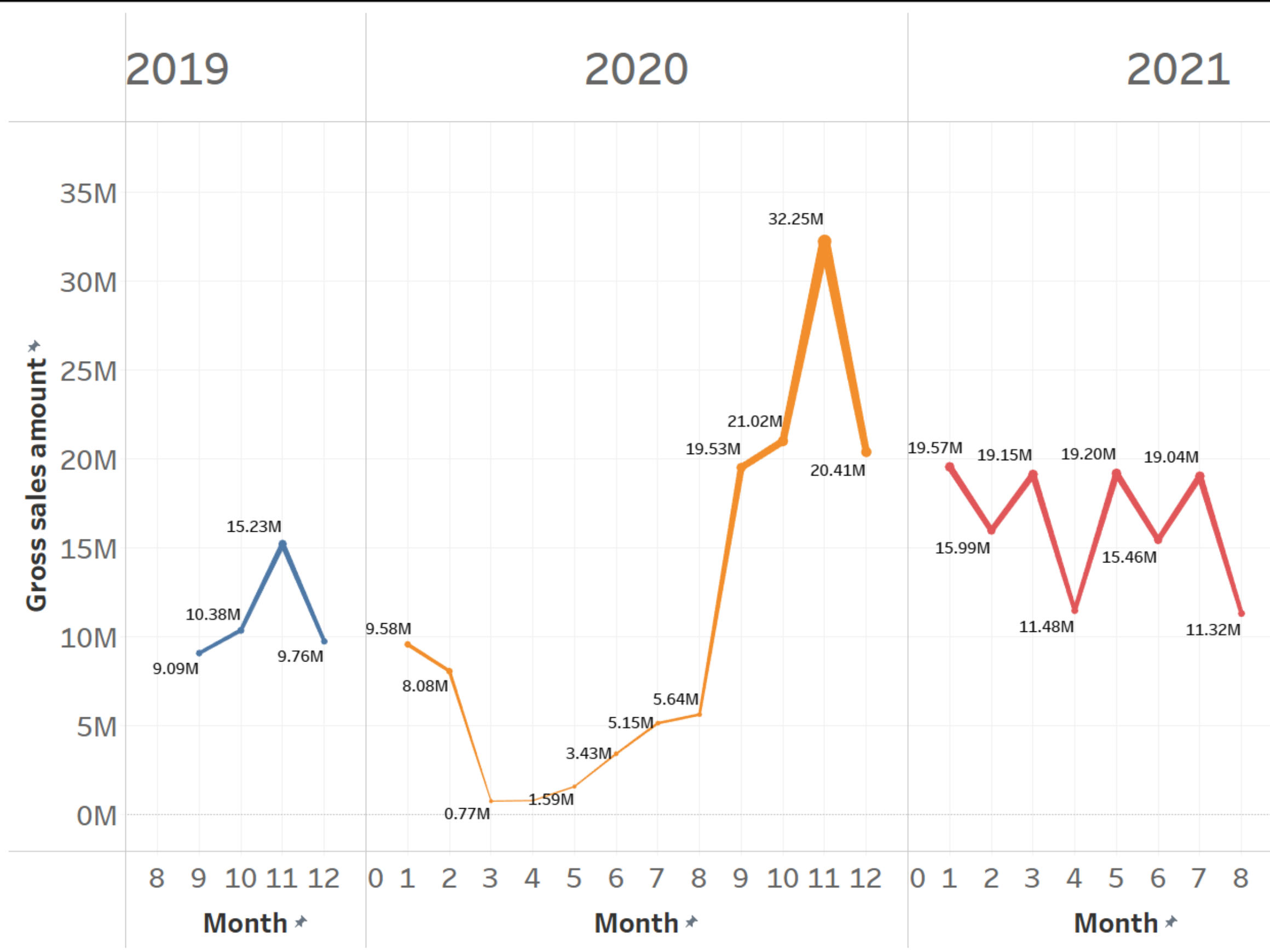
## THE COMPLETE REPORT OF THE GROSS SALES AMOUNT FOR THE CUSTOMER “ATLIQ EXCLUSIVE” FOR EACH MONTH:

### INSIGHTS

- IN YEAR 2020 DURING COVID SALES AMOUNT DROPPED SHARPLY BUT AFTER AUGUST IT INCREASED RAPIDLY AND TOUCHED 32.25M IN NOVEMBER.
- DURING 2021 GROSS SALES AMOUNT FLUCTUATED BETWEEN 11M TO 20M.

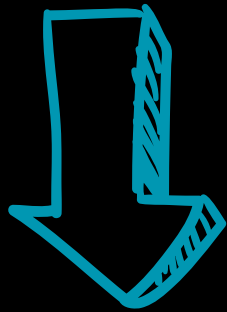


# GROSS SALES AMOUNT FOR THE CUSTOMER “ATLIQ EXCLUSIVE” :



THE QUARTER OF 2020 GETTING THE MAXIMUM  
TOTAL\_SOLD\_QUANTITY:

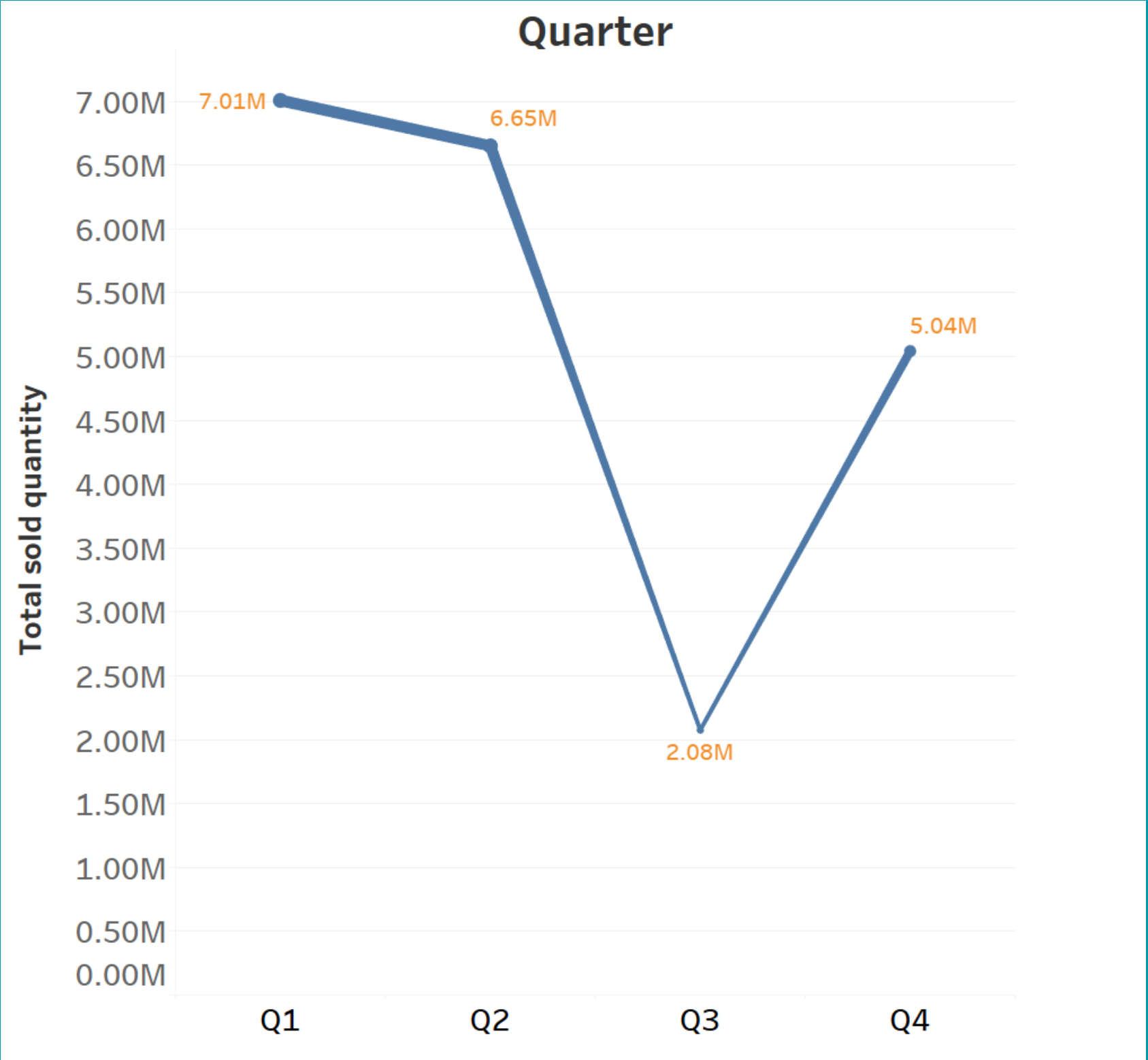
	Quarter	Total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q3	2075087
	Q4	5042541



INSIGHTS-

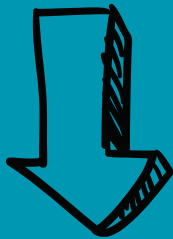
- SALES WAS HIGHEST IN QUARTER 1 OF FISCAL YEAR 2020.
- QUARTER 3RD SALES WAS LOWEST BUT AFTER THAT GOOD GROWTH IS OBSERVED IN QUARTER 4TH.

TOTAL SOLD QUANTITY PER QUARTER:



# TOP CHANNELS WHICH HELPED TO BRING MORE GROSS SALES IN THE FISCAL YEAR 2021 AND THE PERCENTAGE OF CONTRIBUTION:

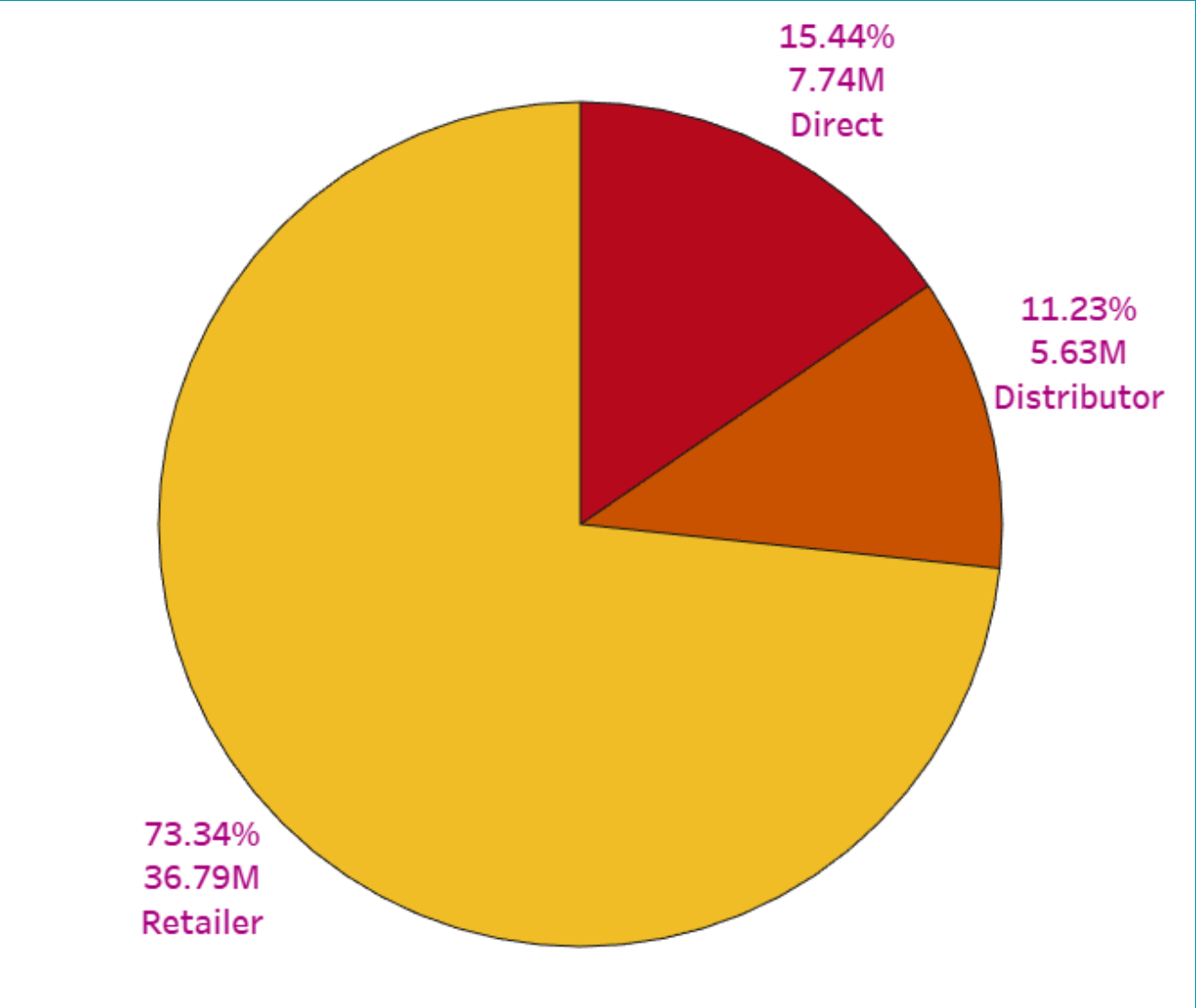
	Quantity_sold	Percentage	channel
▶	7743451	15.44	Direct
	5632386	11.23	Distributor
	36788745	73.34	Retailer



## INSIGHTS-

- HIGHEST GROSS SALES OF 73.3% IS ACHIEVED BY RETAILER FOLLOWED BY DIRECT AND DISTRIBUTOR CHANNEL.

## GROSS SALES AND PERCENT CONTRIBUTION:



THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGH  
TOTAL\_SOLD\_QUANTITY IN THE FISCAL\_YEAR 2021:

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

INSIGHTS-

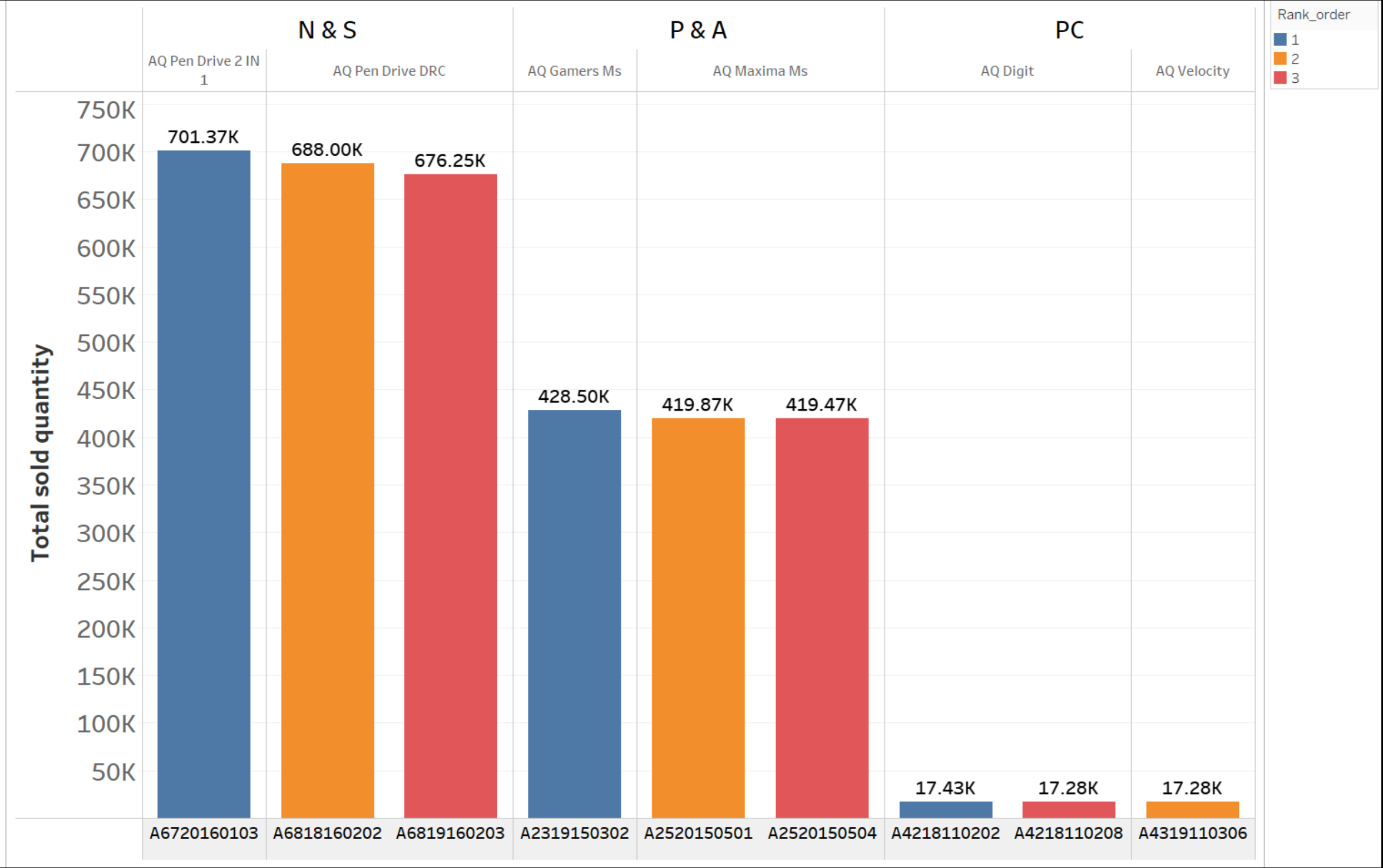


- AQ PEN DRIVE 2 IN 1 IS THE TOP SOLD PRODUCT OF N&S DIVISION.
- AQ GAMERS MOUSE IS THE TOP SOLD PRODUCT OF P&A DIVISON.
- AQ DIGIT IS THE TOP SOLD PRODUCT OF PC DIVISION.





TOP 3 PRODUCTS IN EACH DIVISION:



# THANK YOU!

