



AtliQ Sales Insights

Ad-Hoc Insights

Presented By : Mahi Agarwal



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About the Company

- ◆ AtliQ Hardware is a Computer Hardware and Accessory Manufacturer
- ◆ The Company manufactures product under 3 major divisions i.e., Networking and Storage, PC, Peripherals and Accessories
- ◆ AtliQ Hardware is operational in NA, LATAM, EU and APAC regions



Objectives



AtliQ Hardware is one of the major computer hardware manufacturers in India, with a strong presence in other nations.



Nevertheless, the management did note that they do not have sufficient insights to make prompt, wise, and data-informed judgments.



Plan to expand the data analytics team by adding junior data analysts.



The company seeks insights for 9 ad hoc requests.



To assess candidates, Data analytics director, Tony Sharma plans to conduct a SQL Challenge to evaluate both tech and soft skills.

Company's Market

AtliQ Hardware operates across four major regions: North America (NA), Latin America (LATAM), Europe (EU), and Asia Pacific (APAC). This global presence allows AtliQ to serve diverse customer needs with products in Networking and Storage, PCs, Peripherals and Accessories.

In NA and EU, AtliQ benefits from strong demand for Advanced Computing Solutions. LATAM and APAC, with their growing economies, offer Significant Opportunities for Expansion. This strategic positioning ensures AtliQ's sustained growth and customer satisfaction worldwide.



- 1) Provide a sales report for Croma India for the financial year 2021, including all products, their variants, quantities sold, and total gross revenue.

```
SELECT s.date,p.product,p.variant,s.sold_quantity,
g.gross_price, ROUND((sold_quantity*gross_price),2) AS gross_price_total
FROM fact_sales_monthly AS s
JOIN dim_product AS p
ON p.product_code = s.product_code
JOIN fact_gross_price AS g
ON g.product_code = s.product_code AND g.fiscal_year = get_fiscal_year(s.date)
WHERE customer_code = 90002002 AND
get_fiscal_year(date) = 2021
ORDER by date ASC;
```

	date	product	variant	sold_quantity	gross_price	gross_price_total
▶	2020-09-01	AQ Dracula HDD – 3.5 Inc...	Standard	202	19.0573	3849.57
	2020-09-01	AQ Dracula HDD – 3.5 Inc...	Plus	162	21.4565	3475.95
	2020-09-01	AQ Dracula HDD – 3.5 Inc...	Premium	193	21.7795	4203.44
	2020-09-01	AQ Dracula HDD – 3.5 Inc...	Premium Plus	146	22.9729	3354.04
	2020-09-01	AQ WereWolf NAS Interna...	Standard	149	23.6987	3531.11
	2020-09-01	AQ WereWolf NAS Interna...	Plus	107	24.7312	2646.24
	2020-09-01	AQ WereWolf NAS Interna...	Premium	123	23.6154	2904.69
	2020-09-01	AQ Zion Saga	Standard	146	23.7223	3463.46
	2020-09-01	AQ Zion Saga	Plus	236	27.1027	6396.24
	2020-09-01	AQ Zion Saga	Premium	137	28.0059	3836.81
	2020-09-01	AQ Mforce Gen X	Standard 3	23	19.5235	449.04
	2020-09-01	AQ Mforce Gen X	Plus 1	82	19.9239	1633.76
	2020-09-01	AQ Mforce Gen X	Plus 2	86	20.0766	1726.59
	2020-09-01	AQ Mforce Gen X	Plus 3	48	19.9365	956.95
	2020-09-01	AQ Mforce Gen Y	Standard 1	138	22.3984	3090.98

Key Insights

- The *AQ Dracula HDD (Standard Variant)* contributed **₹3,849.57** in total gross revenue during FY 2021.
- A total of **202 units** were successfully sold, reflecting consistent demand for mid-range internal storage solutions.

2) Provide an aggregated monthly gross sales report for Croma India.

```
SELECT s.date,
       ROUND(SUM(sold_quantity*gross_price),2) AS gross_price_total
FROM fact_sales_monthly AS s
JOIN fact_gross_price AS g
ON g.product_code = s.product_code AND
   g.fiscal_year AND get_fiscal_year(s.date)
WHERE customer_code = 90002002
GROUP BY s.date
ORDER BY s.date ASC;
```

Year	Maximum Monthly Gross Revenue
------	-------------------------------

2017	1,173,098.31	Gross revenue shows a consistent upward trend from 2017 to 2021.
2018	3,022,766.25	
2019	5,629,655.65	The most significant increase occurred between 2020 and 2021 , where maximum monthly revenue surged from ₹12.55 million to ₹53.11 million.
2020	12,553,037.40	
2021	53,116,138.93	Such growth indicates strong market expansion and improved sales performance across product categories.

	date	gross_price_total
▶	2017-09-01	601043.20
	2017-10-01	803154.00
	2017-12-01	1173098.31
	2018-01-01	616204.53
	2018-02-01	697151.38
	2018-04-01	623349.66
	2018-05-01	671809.79
	2018-06-01	606766.52
	2018-08-01	607773.60
	2018-09-01	1594729.76
	2018-10-01	2051804.16
	2018-12-01	3022766.25
	2019-01-01	1674980.43
	2019-02-01	1662052.88
	2019-04-01	1740050.06

3) Create a stored procedure for monthly gross sales report.

```
• CREATE DEFINER=`root`@`localhost` PROCEDURE
  `get_monthly_gross_sales_for_customer`(
    in_customer_codes TEXT)
  BEGIN
    SELECT s.date,
           ROUND(SUM(s.sold_quantity*g.gross_price),2) AS monthly_sales
    FROM fact_sales_monthly AS s
    JOIN fact_gross_price AS g
    ON g.product_code = s.product_code AND
       g.fiscal_year AND get_fiscal_year(s.date)
    WHERE find_in_set(s.customer_code,in_customer_codes) > 0
    GROUP BY s.date;
  END
```

To avoid repeatedly running the same SQL query every time we need the monthly gross sales figures, we created a stored procedure that automates the entire process. Instead of manually calculating the monthly totals for each year, the stored procedure fetches, aggregates, and returns the monthly gross sales in a single execution.

4) Create a stored procedure to determine the market badge. If the total sold quantity is greater than 5 million, the market should be considered Gold; otherwise, it should be considered Silver.

```
CREATE DEFINER='root'@'localhost' PROCEDURE `get_market_badge` (  
  IN in_market VARCHAR(45),  
  IN in_fiscal_year YEAR,  
  OUT out_badge VARCHAR(45))  
BEGIN  
  DECLARE qty INT DEFAULT 0;  
  IF in_market = "" THEN  
    SET in_market = "India";  
  end if;  
  SELECT SUM(sold_quantity) INTO qty  
  FROM fact_sales_monthly AS s  
  JOIN dim_customer AS c  
  ON c.customer_code = s.customer_code  
  WHERE get_fiscal_year(s.date) = in_fiscal_year AND  
    c.market = in_market  
  GROUP BY c.market;
```

A stored procedure is created to assign a market badge based on total sold quantity. If sales exceed 5 million units, the market is marked Gold; otherwise, it receives Silver

For example, in FY 2021, India crossed the 5-million mark and therefore received a Gold badge.

Call stored procedure gdb0041.get_market_badge

Enter values for parameters of your procedure and click <Execute> to create an SQL editor and run the call:

in_market	<input type="text"/>	[IN]	VARCHAR(45)
in_fiscal_year	<input type="text"/>	[IN]	YEAR
out_badge	<input type="text"/>	[OUT]	VARCHAR(45)

Execute Cancel

```
1 • set @out_badge = '0';  
2 • call gdb0041.get_market_badge('India', 2021, @out_badge);  
3 • select @out_badge;  
4  
5 |
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

@out_badge
Gold

5) Identify the top market, top selling products, top customers based on net sales.

Top Market

```
SELECT market,  
       ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
FROM gdb0041.net_sales  
WHERE fiscal_year = 2021  
GROUP BY market  
ORDER BY net_sales_mln DESC  
LIMIT 5;
```



market	net_sales_mln
India	210.67
USA	132.05
South Korea	64.01
Canada	45.89
United Kingdom	44.73

Top Market: India with net sales of ₹210.67


Top Customer

```
SELECT c.customer,  
       ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
FROM gdb0041.net_sales AS n  
JOIN dim_customer AS c  
ON n.customer_code=c.customer_code  
WHERE fiscal_year = 2021  
GROUP BY c.customer  
ORDER BY net_sales_mln DESC  
LIMIT 5;
```



customer	net_sales_mln
Amazon	109.03
Atliq Exclusive	79.92
Atliq e Store	70.31
Sage	27.07
Flipkart	25.25

Top Customer: Amazon with net sales of ₹109.03



```
SELECT p.product,  
       ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
FROM gdb0041.net_sales AS n  
JOIN dim_product AS p  
ON n.product_code=p.product_code  
WHERE fiscal_year = 2021  
GROUP BY p.product  
ORDER BY net_sales_mln DESC  
LIMIT 5;
```

Top Product



	product	net_sales_mln
▶	AQ BZ Allin1	33.75
	AQ Qwerty	27.84
	AQ Trigger	26.95
	AQ Gen Y	23.58
	AQ Maxima	22.32

Top Product: AQ BZ Allin1
with net sales of ₹33.75

6) Create a stored procedure to return the top N markets, customers, products based on net sales.

```
CREATE DEFINER='root'@'localhost' PROCEDURE `get_top_n_markets_by_net_sales`(  
    in_fiscal_year INT,  
    in_top_n INT)  
BEGIN  
    SELECT market,  
        ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
    FROM gdb0041.net_sales  
    WHERE fiscal_year = in_fiscal_year  
    GROUP BY market  
    ORDER BY net_sales_mln DESC  
    LIMIT in_top_n;  
END
```

```
CREATE DEFINER='root'@'localhost' PROCEDURE `top_n_products_by_net_sales`(  
    in_fiscal_year INT,  
    in_top_n INT)  
BEGIN  
    SELECT product,  
        round(sum(net_sales)/1000000,2) as net_sales_mln  
    FROM net_sales  
    WHERE fiscal_year = in_fiscal_year  
    LIMIT in_top_n;  
END
```

A stored procedure is created to quickly return the top N markets, customers, and products based on net sales. This eliminates the need to manually write separate SQL queries each time and provides an easy way to fetch the highest-performing markets, customers, or products instantly.

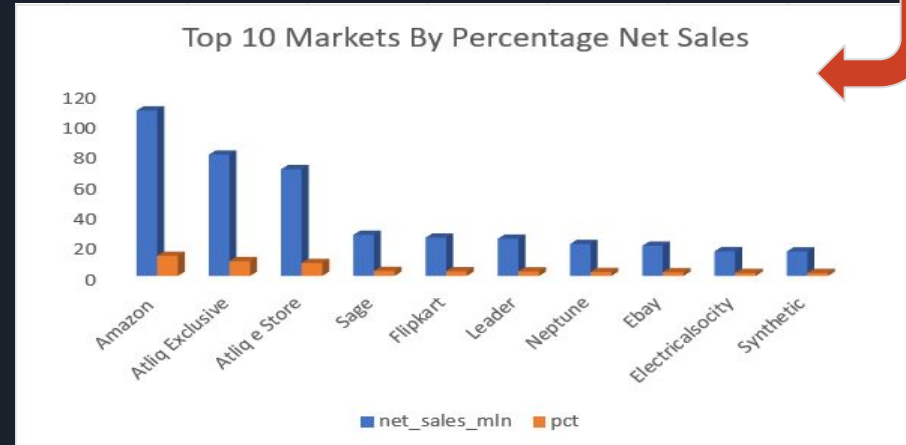
```
CREATE DEFINER='root'@'localhost' PROCEDURE `get_top_n_customers_by_net_sales`(  
    in_market VARCHAR(45),  
    in_fiscal_year INT,  
    in_top_n INT  
)  
BEGIN  
    SELECT c.customer,  
        ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
    FROM gdb0041.net_sales AS s  
    JOIN dim_customer AS c  
    ON s.customer_code=c.customer_code  
    WHERE s.fiscal_year = in_fiscal_year AND  
        s.market = in_market  
    GROUP BY c.customer  
    ORDER BY net_sales_mln DESC  
    LIMIT in_top_n;  
END
```

7) Provide a bar chart report for the top 10 customers based on percentage net sales for the financial year 2021.

```
WITH CTE1 AS (  
  SELECT c.customer,  
         ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln  
  FROM gdb0041.net_sales AS s  
  JOIN dim_customer AS c  
  ON s.customer_code=c.customer_code  
  WHERE s.fiscal_year = 2021  
  GROUP BY c.customer)  
SELECT *,  
       net_sales_mln*100/SUM(net_sales_mln) OVER() AS pct  
FROM CTE1  
ORDER BY net_sales_mln DESC  
LIMIT 10;
```

	customer	net_sales_mln	pct
▶	Amazon	109.03	13.233402
	Atliq Exclusive	79.92	9.700206
	Atliq e Store	70.31	8.533803
	Sage	27.07	3.285593
	Flipkart	25.25	3.064692
	Leader	24.52	2.976089
	Neptune	21.01	2.550067
	Ebay	19.88	2.412914
	Electricalsocity	16.25	1.972327
	Synthetic	16.10	1.954121

Amazon emerges as the top customer with net sales of ₹109.03 million, representing 13.23% of the total net sales. Atliq Exclusive follows in second place with a 9.7% share, while Synthetic ranks lowest among the top 10, contributing 1.95% of net sales. The chart provides a clear view of each customer's contribution, making it easy to identify the major revenue drivers.

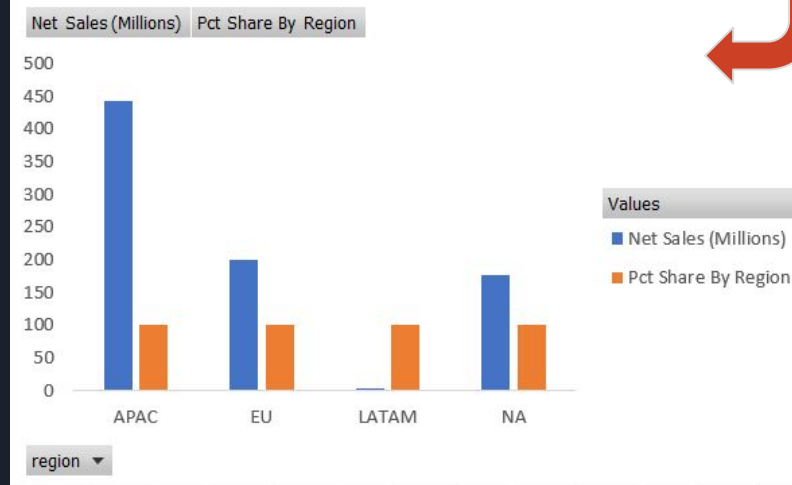


8) Provide a region-wise percentage net sales breakdown by customers for the financial year 2021.

```
WITH CTE1 AS(
SELECT c.customer,
       c.region,
       ROUND(SUM(net_sales)/1000000,2) AS net_sales_mln
FROM gdb0041.net_sales AS s
JOIN dim_customer AS c
ON s.customer_code=c.customer_code
WHERE s.fiscal_year = 2021
GROUP BY c.customer,c.region)
SELECT *,
net_sales_mln*100/SUM(net_sales_mln) OVER(PARTITION BY region) AS pct_share_by_region
FROM CTE1
ORDER BY region,net_sales_mln;
```

customer	region	net_sales_mln	pct_share_by_region
Info Stores	APAC	0.89	0.201357
Flawless Stores	APAC	0.90	0.203620
Electricalsbea Stores	APAC	0.95	0.214932
All-Out	APAC	1.06	0.239819
Nomad Stores	APAC	1.55	0.350679
Control	APAC	1.62	0.366516
Path	APAC	1.92	0.434389
Epic Stores	APAC	1.93	0.436652
Logic Stores	APAC	2.21	0.500000
Surface Stores	APAC	2.78	0.628959
Sound	APAC	3.44	0.778281
Insight	APAC	3.61	0.816742
Forward Stores	APAC	3.83	0.866516
Dinimarket	APAC	3.97	0.898190

In the APAC region, Amazon accounted for 12.99% of net sales. In the EU, Atliq e Store led with a 9.87% share. For LATAM, Amazon dominated with 48.73%, while in North America, Amazon contributed 17% of the region's net sales.



9) Create a stored procedure to identify the top N products in each division based on quantity sold for a given FY such as 2021.

```
CREATE DEFINER='root'@'localhost' PROCEDURE `get_top_n_products_per_division_by_qty_sold`(  
    in_fiscal_year INT,  
    in_top_n INT)  
BEGIN  
    WITH CTE1 AS(  
        SELECT p.division,  
               p.product,  
               SUM(sold_quantity) as qty_sold  
        FROM fact_sales_monthly AS s  
        JOIN dim_product AS p  
        ON s.product_code = p.product_code  
        WHERE fiscal_year = in_fiscal_year  
        GROUP BY p.division,p.product),  
    CTE2 AS(  
        SELECT *,  
               dense_rank()OVER(PARTITION BY division ORDER BY qty_sold DESC) AS drnk  
        FROM CTE1)  
    SELECT *  
    FROM CTE2  
    WHERE drnk<=in_top_n;  
END
```

A stored procedure is created to identify the top N products in each division based on quantity sold for a given financial year, such as 2021. This automates the process and makes it easy to retrieve the top-performing products without manually running multiple queries.

Thank You

