



ATLIQ HARDWARE

Consumer Goods

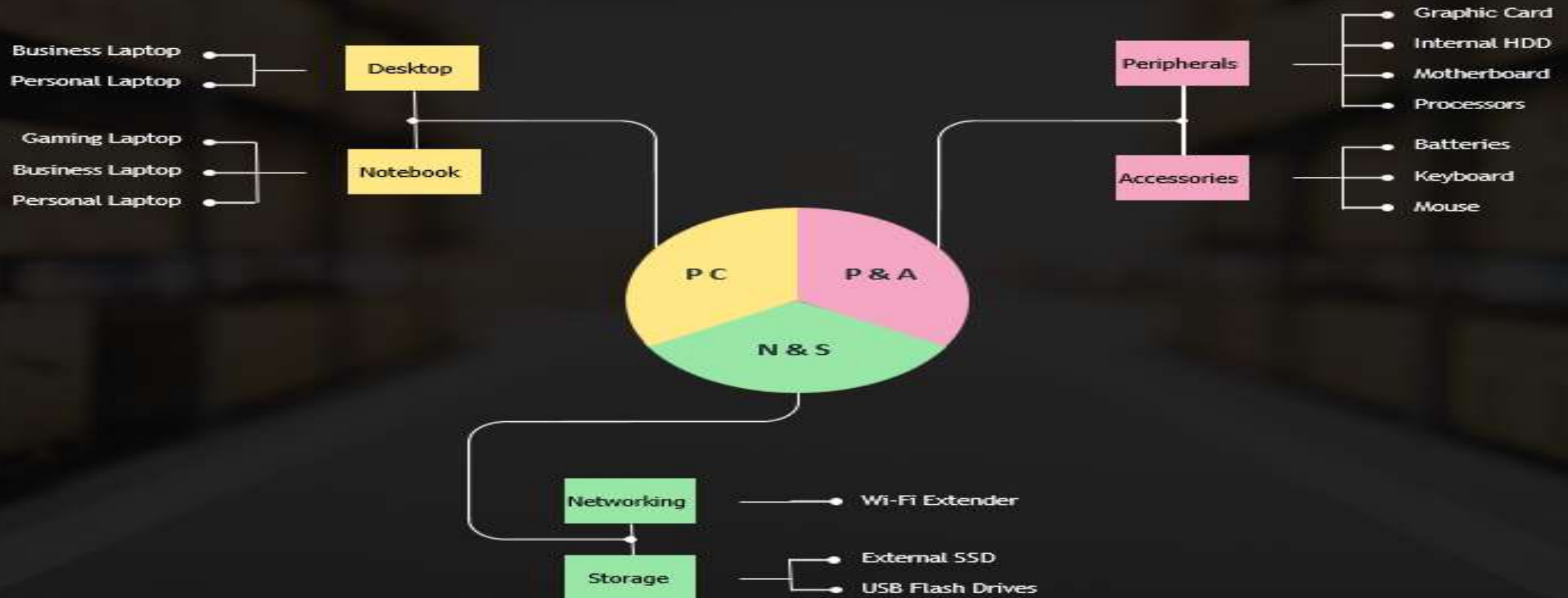
AD- Hoc Insights

Presented by :- Manthan Wahane

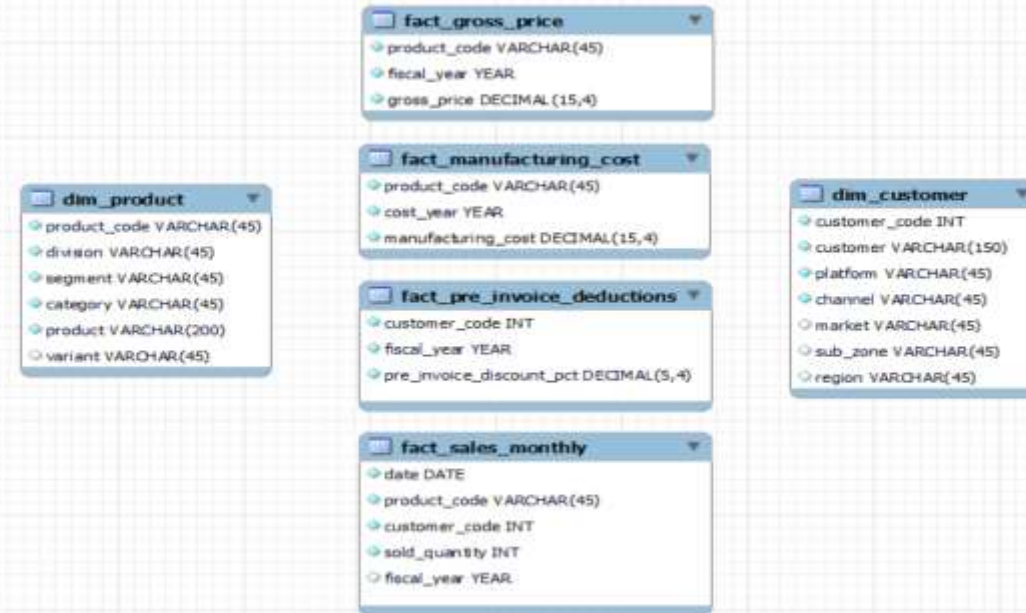
Objectives :-

- ◆ Atliq Hardware, a fictional corporation, stands out as a major computer hardware manufacturer in India and has a robust global presence.
- ◆ Despite its prominence, the management recognizes a need for more timely and informed decisions backed by data insights.
- ◆ There's a strategic initiative to enhance the data analytics team by onboarding junior data analysts.
- ◆ In order to evaluate potential candidates comprehensively, Tony Sharma, the Director of Data Analytics, plans to organize a SQL challenge. This challenge will assess both technical skills and soft skills.
- ◆ The company has identified 10 specific ad hoc requests for which they are seeking valuable insights.

Atliq Hardwares Product Line:-



Input Date



The input dataset comprises sales information for the fiscal years 2020 and 2021, complemented by various dimension tables such as customer details, product details, and more.

AD-HOC REQUESTS ALONG WITH THE

◆ QUERIED RESULTS

◆ VISUALIZATIONS

◆ INSIGHTS

REQUEST 1

Provide the list of markets in which customer "Atliq Exclusive" operates its business in the A P A C region.

OUTPUT

	market
▶	India
	Indonesia
	Japan
	Philiphines
	South Korea
	Australia
	Newzealand
	Bangladesh



INSIGHT

Atliq Exclusive has established a presence in eight key markets within the A P A C region.

- It reflects a robust market presence and adaptability to different cultural and economic contexts in the Asia-Pacific region.

REQUEST 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

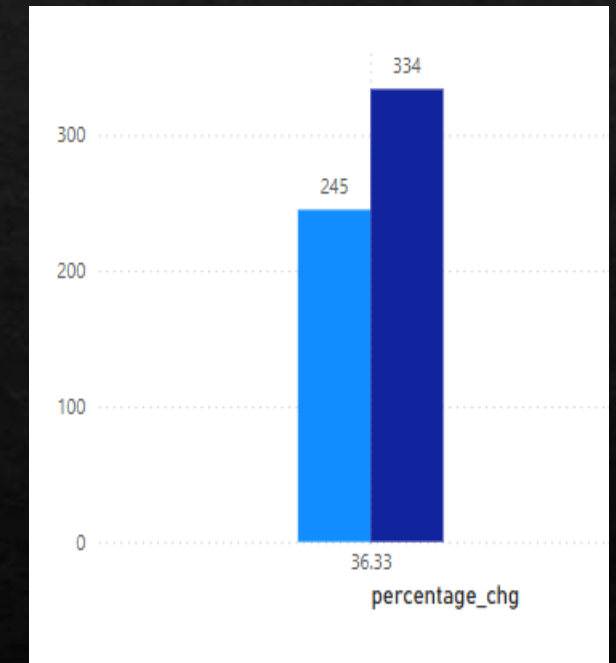
percentage_chg.

OUTPUT

	unique_products_2020	unique_products_2021	pct_change
►	245	334	36.33

INSIGHT

In FY 2020, we had a total of 245 products, and in FY 2021, the number increased to 334, reflecting a 36% growth.



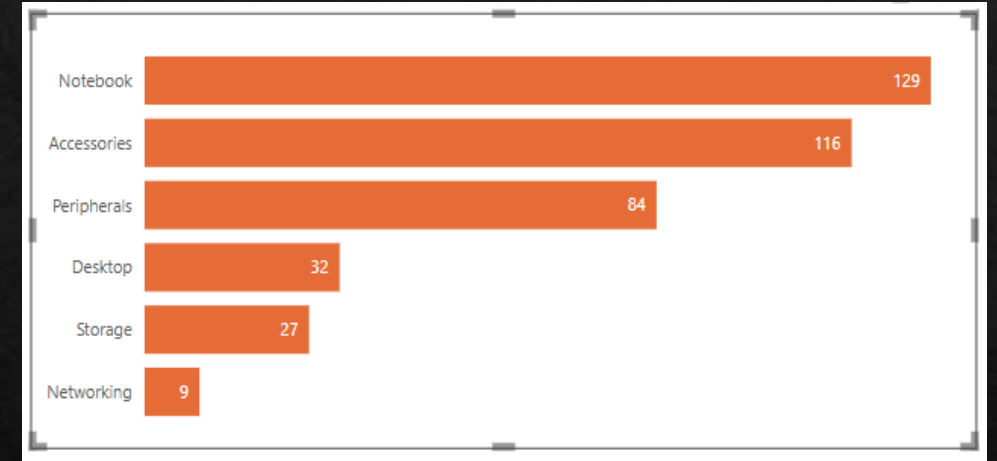
REQUEST 3

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 2 fields,

segment,
product_count

OUTPUT

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



- Atliq Hardware presents an extensive array of products across the Notebook, Peripherals, and Accessories sectors.
- There is a strategic need to broaden the product portfolio within the desktop, networking, and storage markets.
- To address this, Atliq Hardware has the opportunity to introduce Trending Products in these specific markets.

REQUEST 4

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

segment

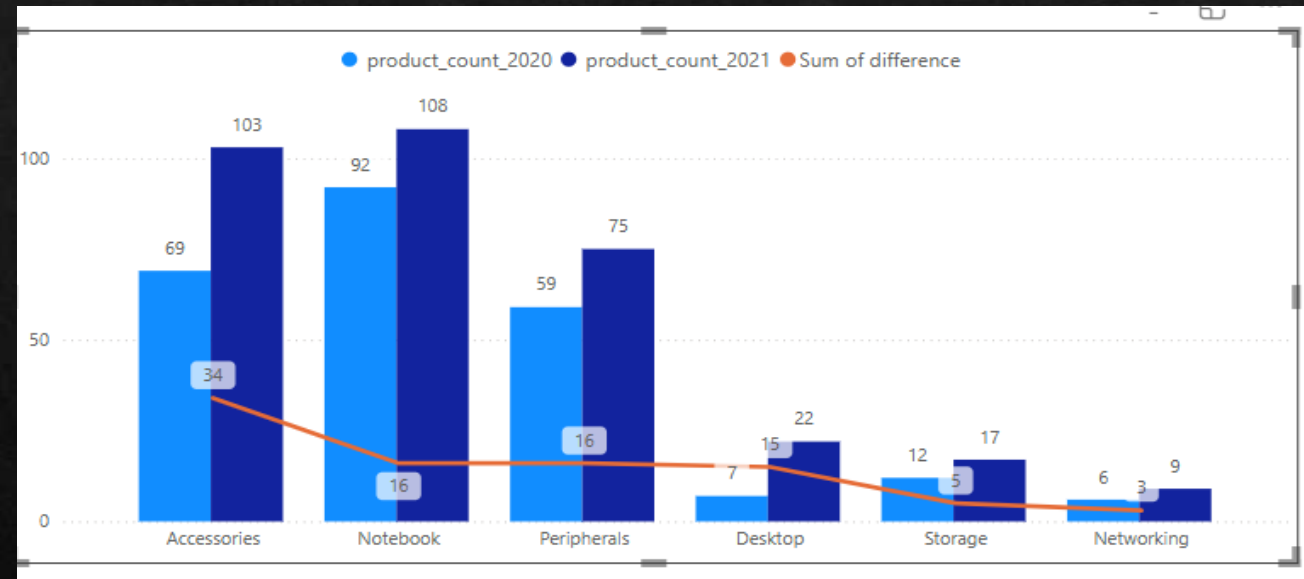
product_count_2020

product_count_2021

difference

OUTPUT

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



INSIGHTS

- The "Accessories" segment saw a significant increase in product counts, with 34 more products in 2021 compared to 2020.
- These insights suggest a general trend of product portfolio growth, particularly in the "Accessories" and "Notebook" segments, which can indicate a strategy to cater to a broader range of customer preferences.
- The growth in product variety may enhance market competitiveness and offer customers more choices.

REQUEST 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
/INSIGHTS

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

Highest Manufacturing
Cost Product
AQ HOME Allin GEN 2

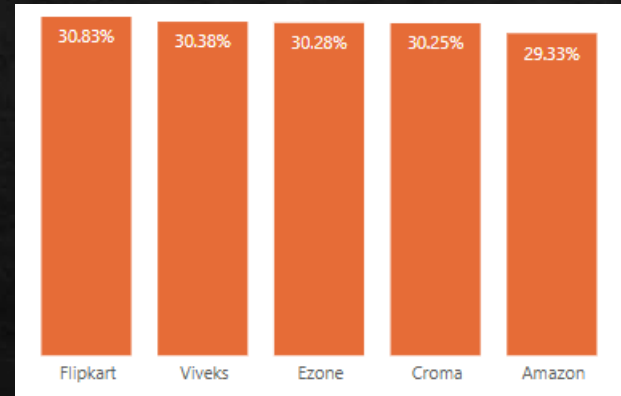
Lowest Manufacturing
Cost Product
AQ Master wired X1 MS

REQUEST 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	averag_discount_percentage
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



INSIGHT

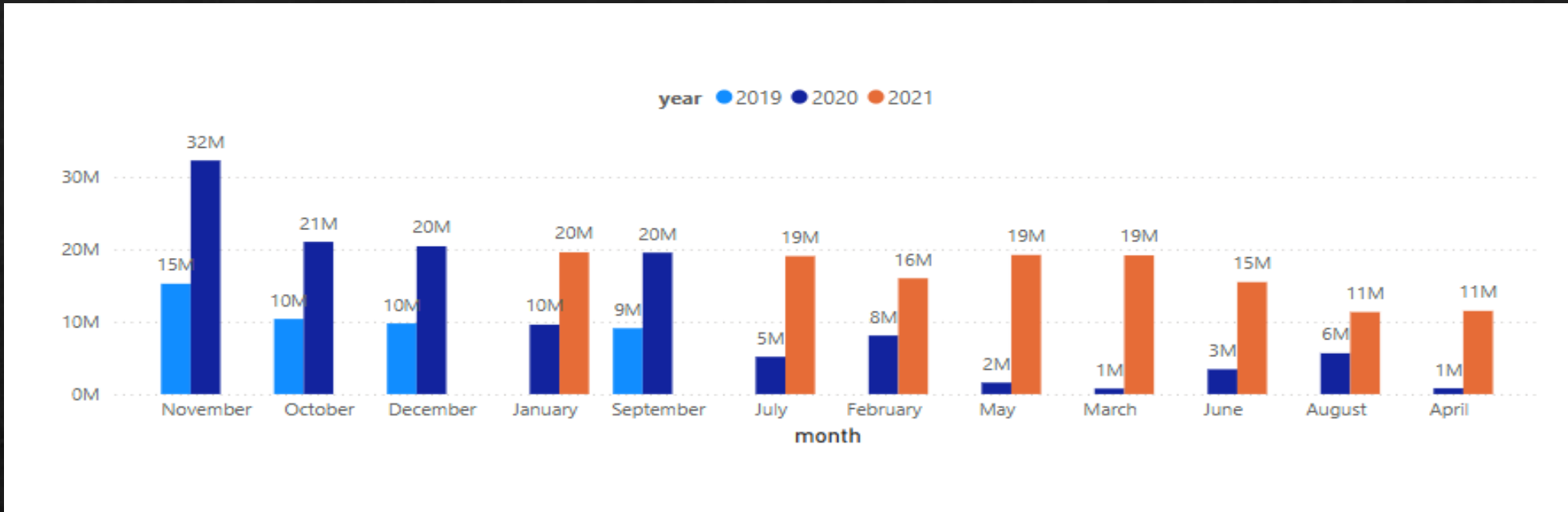
Considering Flipkart holds the position of the most heavily discounted customer in the Indian market, with a pre-invoice discount percentage of 30.83%, Atliq extended approximately similar pre-invoice discount percentages to each of its top 5 clients in 2021.

REQUEST 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

	month	fiscal_year	gross_sales_amount
▶	September (2019)	2020	9092670.34
	October (2019)	2020	10378637.60
	November (2019)	2020	15231894.97
	December (2019)	2020	9755795.06
	January (2020)	2020	9584951.94
	February (2020)	2020	8083995.55
	March (2020)	2020	766976.45
	April (2020)	2020	800071.95
	May (2020)	2020	1586964.48
	June (2020)	2020	3429736.57
	July (2020)	2020	5151815.40
	August (2020)	2020	5638281.83
	September (2020)	2021	19530271.30
	October (2020)	2021	21016218.21
	November (2020)	2021	32247289.79
	December (2020)	2021	20409063.18
	January (2021)	2021	19570701.71
	February (2021)	2021	15986603.89
	March (2021)	2021	19149624.92
	April (2021)	2021	11483530.30
	May (2021)	2021	19204309.41
	June (2021)	2021	15457579.66
	July (2021)	2021	19044968.82
	August (2021)	2021	11324548.34



INSIGHTS

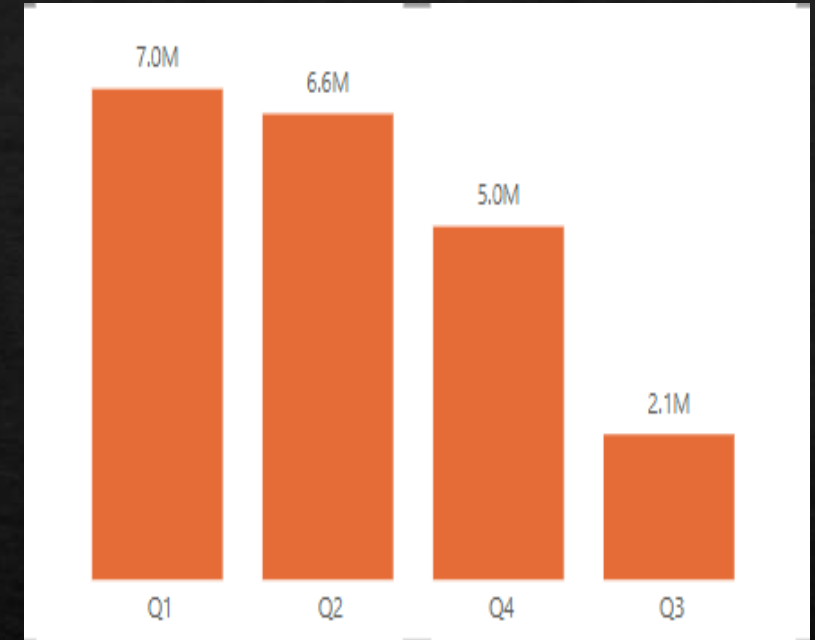
- Atliq Exclusive experienced its highest sales in November 2020, whereas March 2020 recorded the lowest sales.
- The decline in sales between March and August can be attributed to the impact of COVID - 19. However, there is optimism as sales have consistently rebounded since the pandemic, remaining robust and surpassing the levels seen in 2020.

REQUEST 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

	quarters	total_sold_quantity_in_mln
▶	Q1	7.01
	Q2	6.65
	Q4	5.04
	Q3	2.08



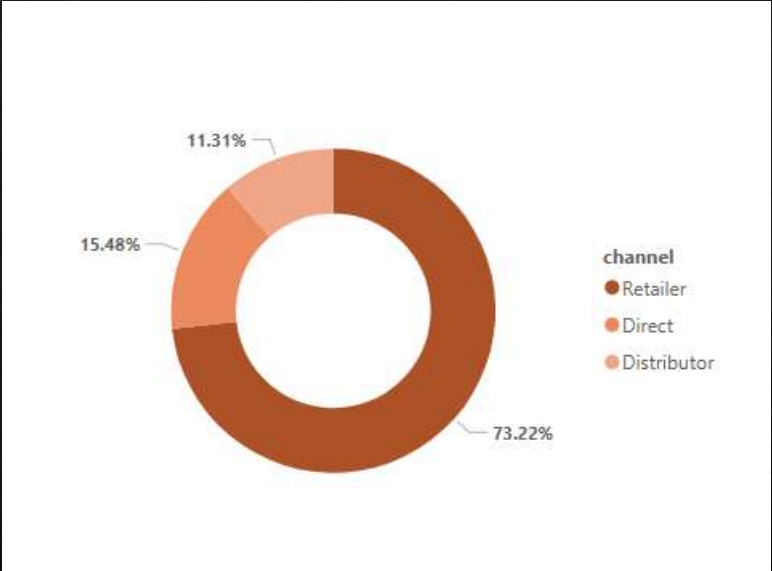
- In the third quarter of fiscal year 2020 (March, April, and May), marked by the peak of COVID - 19 and widespread lockdowns impacting businesses, the sold quantity plummeted to 2.1 million.
- Notably, there was a significant demand for computer accessories during this period as a large number of students commenced or persisted in completing their coursework online. This heightened demand likely contributed to the early rebound observed in the fourth quarter.

REQUEST 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_in_mln	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.47
	Distributor	297.18	11.31



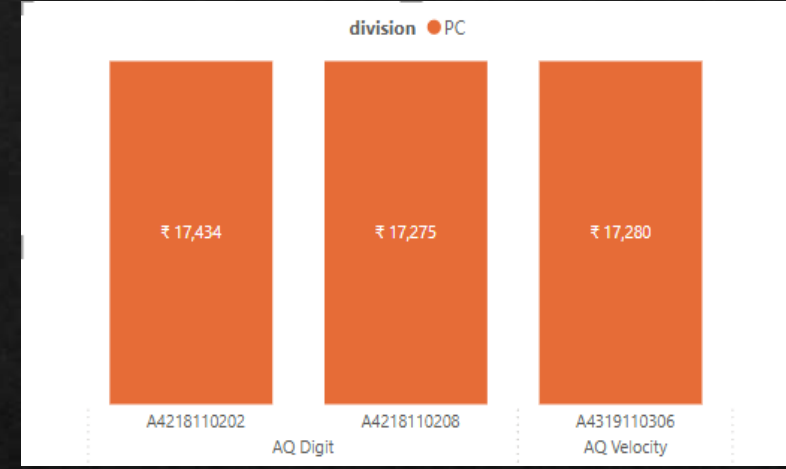
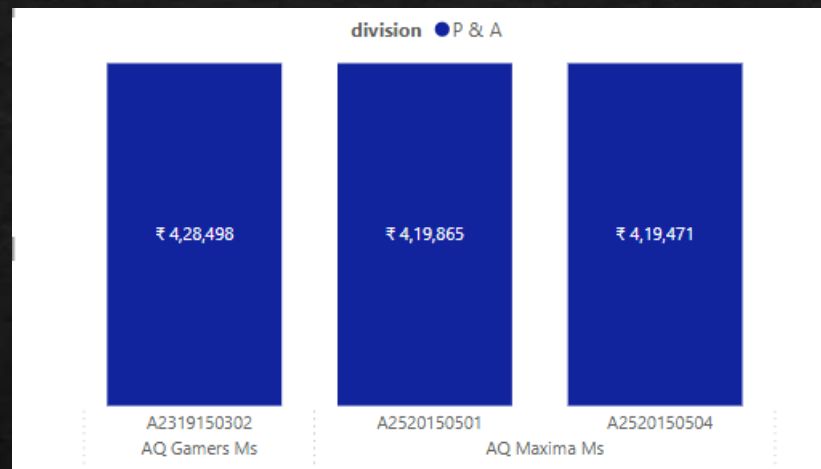
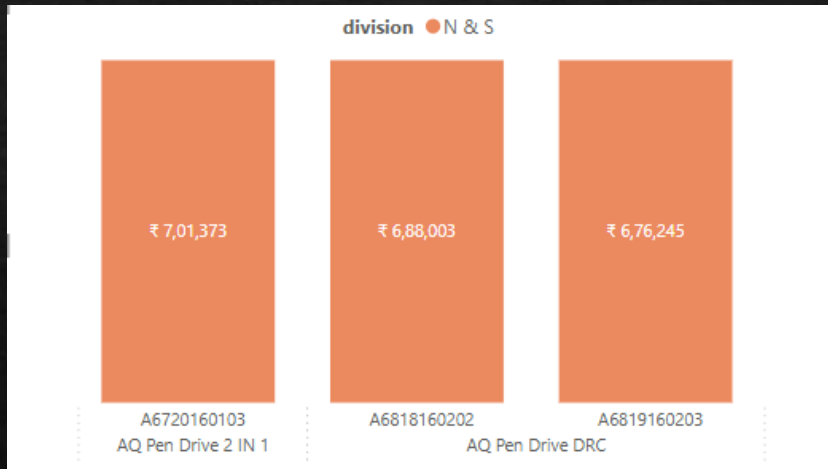
A substantial 73% of Atliq's total sales were conducted through retailers, constituting the majority of its overall sales. In contrast, sales through direct and distributor channels made up a comparatively modest portion of the total revenue

REQUEST 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



- The three best-selling products in the N & S division were pen drives.
- The three best-selling products in the P & A division were pen mouse.
- The three best-selling products in the PC division were laptops.

Recommendations for enhancing Atliq's sales performance

- ◆ Provide excellent customer service and build lasting relationships.
- ◆ Implement an effective marketing strategy across various channels. Develop a strong brand identity and communicate your unique value. Invest in sales team training for improved performance.
- ◆ Offer competitive pricing and attractive promotions. Enhance your product offerings to meet market demands. Gather customer feedback to continuously improve.

Thank You...!

HOW TO REACH ME ?

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