

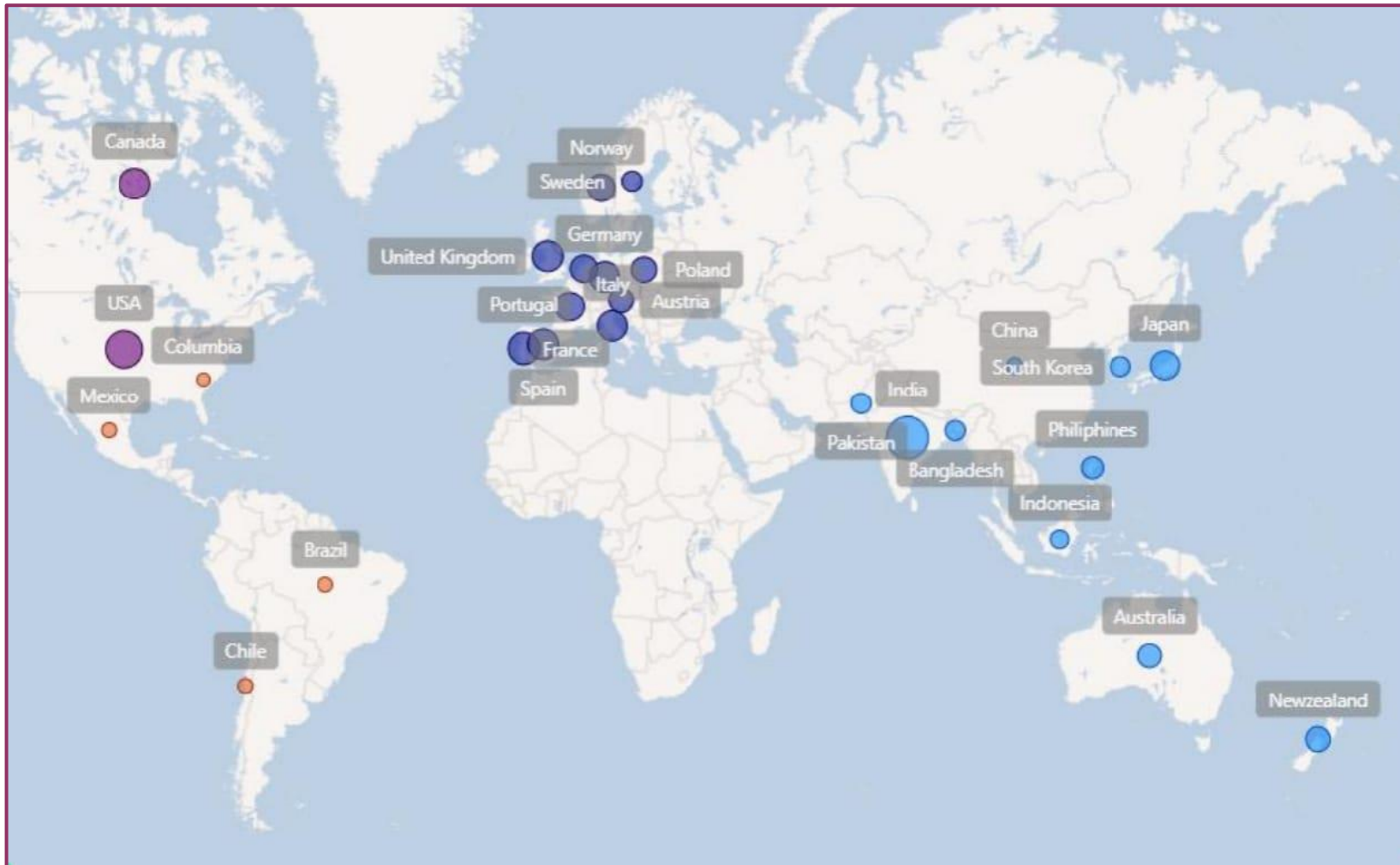
# ATLIQ HARDWARE'S CONSUMER GOODS AD-HOC INSIGHTS

Presented by - Manthan Mehar



SQL Project Challenge

# Getting Familiar With Atliq's Worldwide Market



# Getting Familiar With Atliq's Business: Atliq's product lines

- Desktops
- Notebooks
- Peripherals (Graphic cards, Motherboard etc.)
- Accessories (Keyboard, Mouse etc.)
- Networking & Storage

# Ad -Hoc Requests, Queried Results, Insights And Visualization

## REQUEST I-

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  |

**INSIGHTS:** In the APAC region, our Exclusive store has established its presence in 8 major markets.

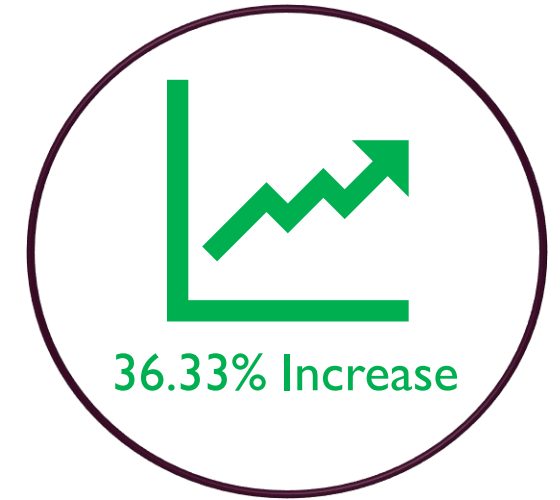


## REQUEST 2 -

What is the percentage of unique product increase in 2021 vs. 2020?.

## OUTPUT -

|   | unique_products_2020 | unique_products_2021 | percentage_change |
|---|----------------------|----------------------|-------------------|
| ▶ | 245                  | 334                  | 36.33             |



**INSIGHTS:** It's a good sign that we are continuously innovating and introducing new products to the market. In FY 2020, we had a total of 245 products, but in FY 2021, our count increased by 36% to 334 products.

## REQUEST 3 -

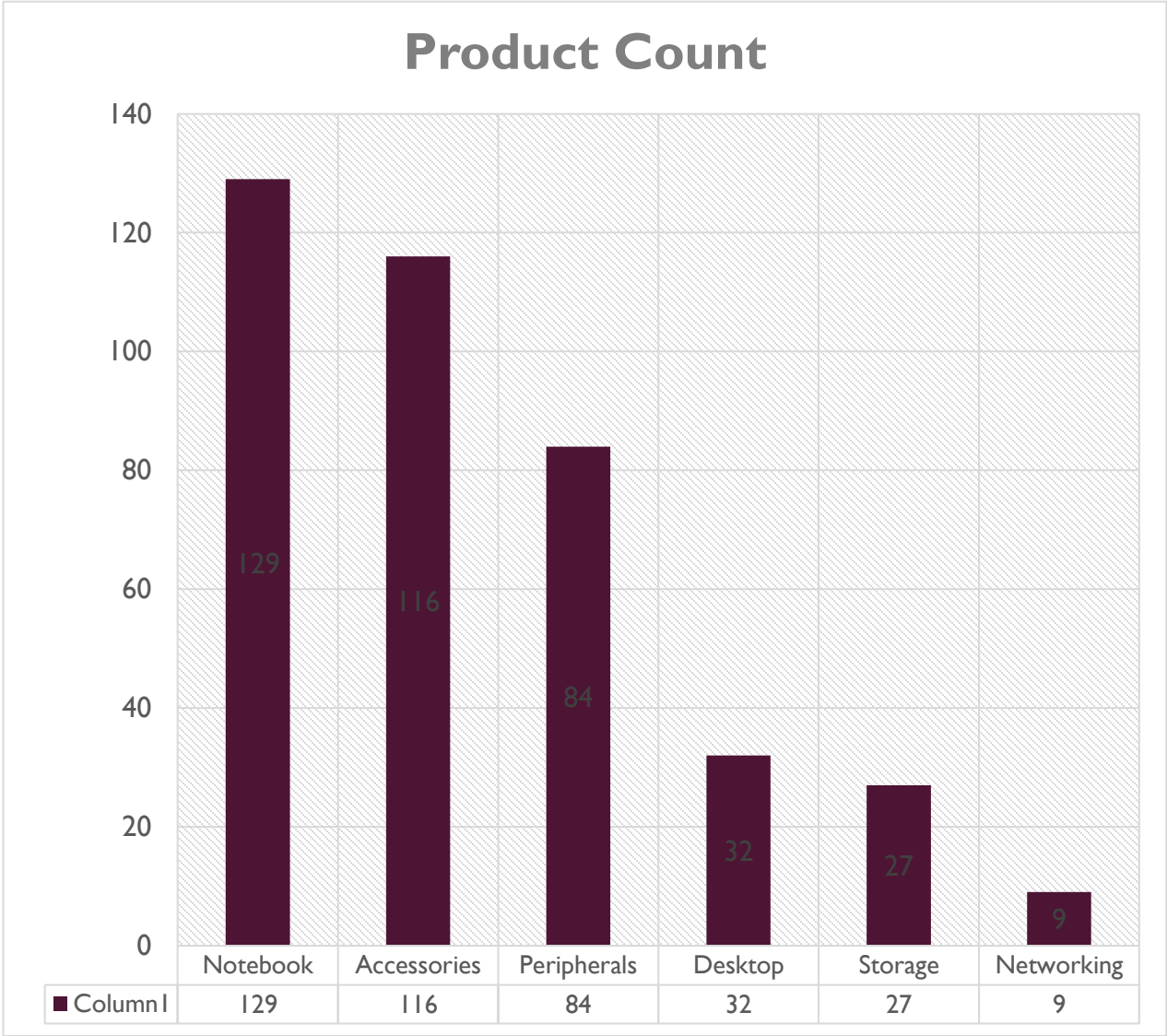
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

## OUTPUT -

|   | segment     | product_count |
|---|-------------|---------------|
| ► | Notebook    | 129           |
|   | Accessories | 116           |
|   | Peripherals | 84            |
|   | Desktop     | 32            |
|   | Storage     | 27            |
|   | Networking  | 9             |

# INSIGHTS:

We provide a wide range of products under the segments Notebook, Peripherals, and Accessories, with an average of 110 products in each segment. However we still need to diversify our production in the Desktop, Networking, and Storage segments, where there are just an average of only 23 products per segment





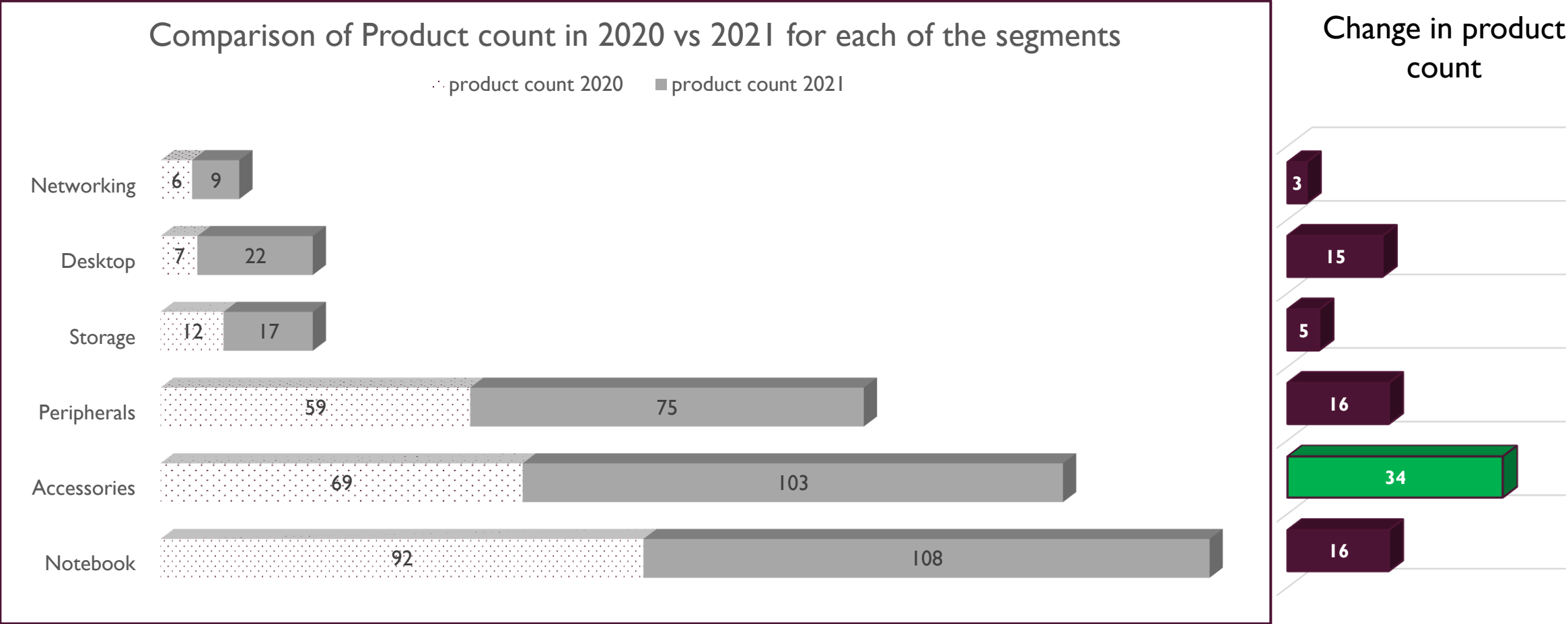
## REQUEST 4 -

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?

## OUTPUT -

|   | 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          |

**INSIGHTS-** In 2021, we were mainly focusing on diversifying our accessories segment. We introduced **34** new products to the market in accessories.



## REQUEST 5 -

Get the products that have the highest and lowest manufacturing costs.

## OUTPUT -

|   | product_code | product                            | cost_year | manufacturing_cost |
|---|--------------|------------------------------------|-----------|--------------------|
| ➤ | A6120110206  | AQ HOME Allin1 Gen 2 (Plus 3)      | 2021      | 240.5364           |
|   | A2118150101  | AQ Master wired x1 Ms (Standard 1) | 2020      | 0.8920             |

## INSIGHTS -

- AQ HOME Allin1 Gen 2 (Plus 3) has the highest manufacturing cost – 240.53\$
- AQ Master wired x1 Ms (Standard 1) has the lowest manufacturing cost – 0.89\$

## REQUEST 6 -

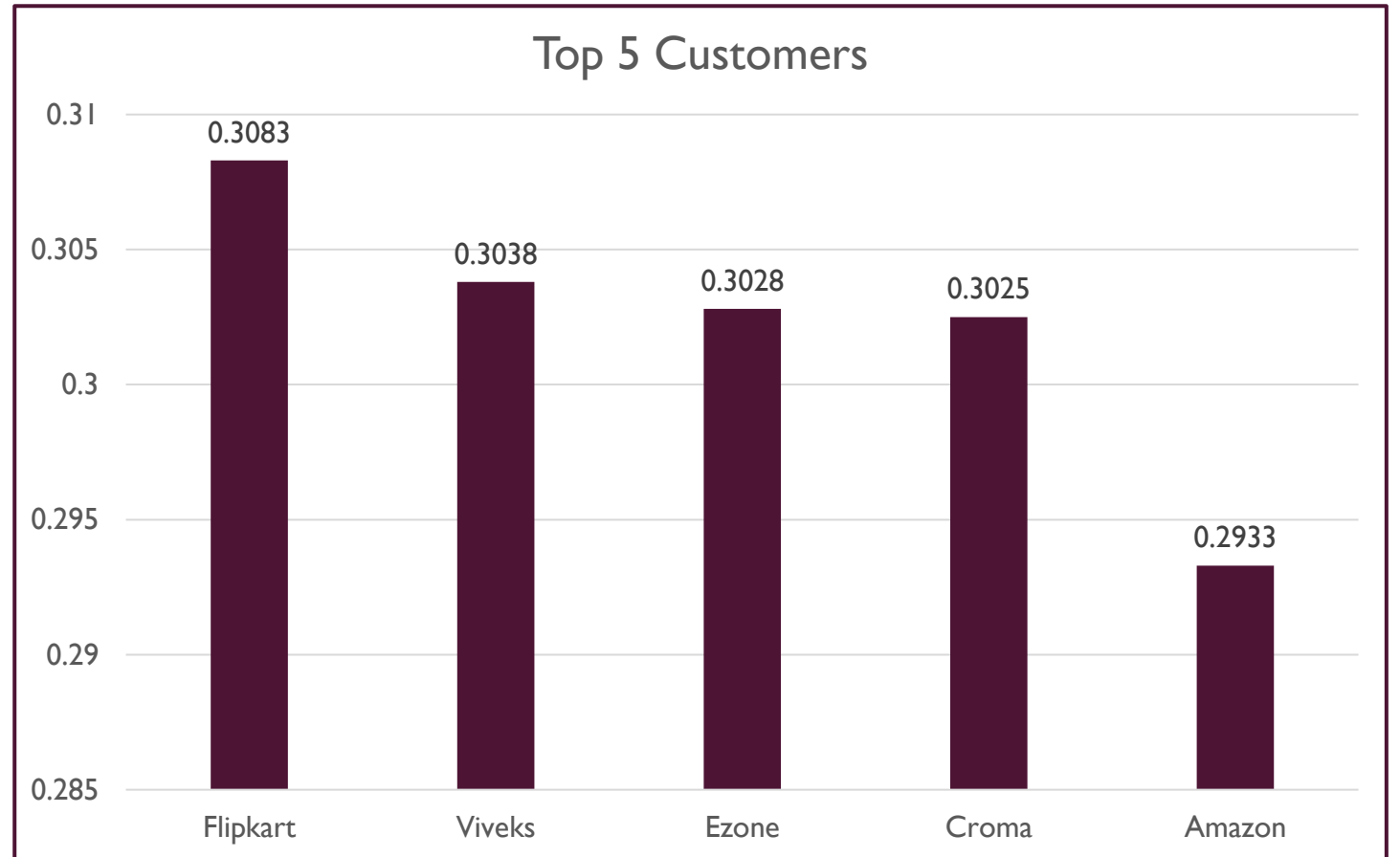
Generate a report which contains the top 5 customers who received an average high pre\_invoice discount\_pct for the fiscal year 2021 and in the Indian market.

## OUTPUT -

|   | 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                      |

## INSIGHTS:

In 2021, we offered nearly equal pre-invoice discount percentages to each of our top 5 customers, given that Flipkart is the most discounted customer in the Indian market, which equals 30.83%.



## 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 highperforming months and take strategic decisions.

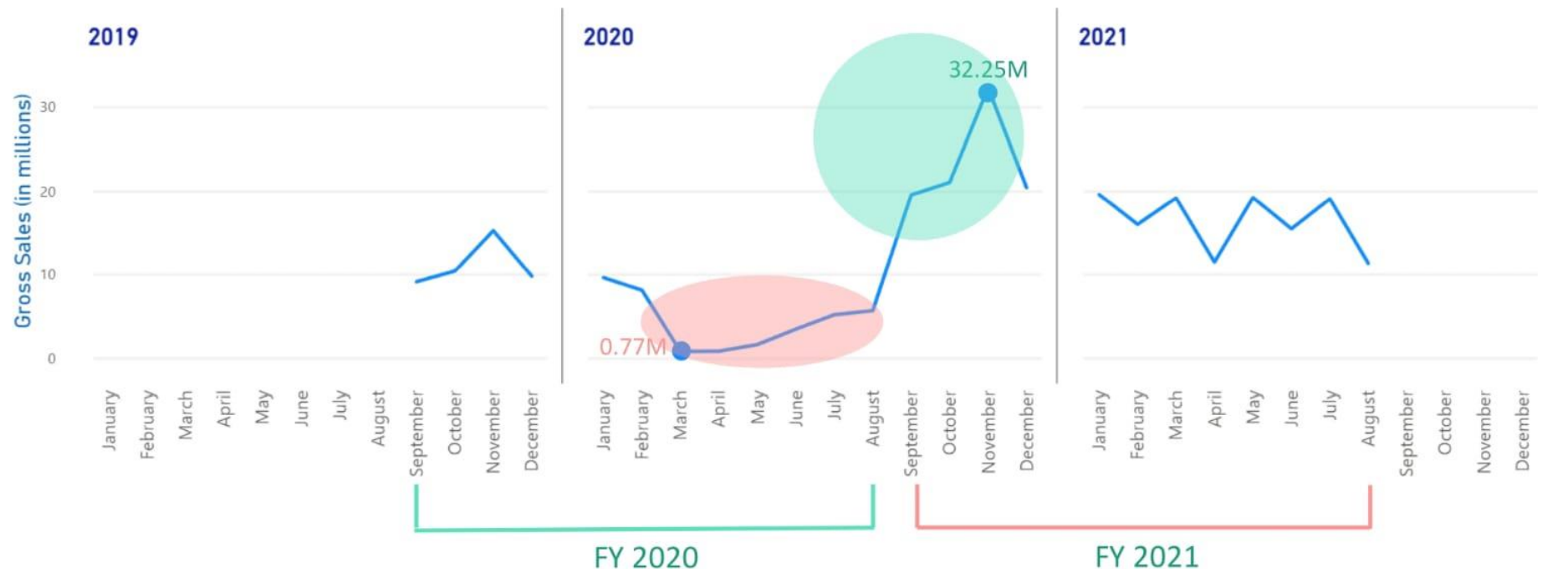
## OUTPUT:

|   | months    | year | gross_sales |
|---|-----------|------|-------------|
| ▶ | September | 2019 | 9.09M       |
|   | October   | 2019 | 10.38M      |
|   | November  | 2019 | 15.23M      |
|   | December  | 2019 | 9.76M       |
|   | January   | 2020 | 9.58M       |
|   | February  | 2020 | 8.08M       |
|   | March     | 2020 | 0.77M       |
|   | April     | 2020 | 0.80M       |
|   | May       | 2020 | 1.59M       |
|   | June      | 2020 | 3.43M       |
|   | July      | 2020 | 5.15M       |
|   | August    | 2020 | 5.64M       |
|   | September | 2020 | 19.53M      |
|   | October   | 2020 | 21.02M      |
|   | November  | 2020 | 32.25M      |
|   | December  | 2020 | 20.41M      |
|   | January   | 2021 | 19.57M      |
|   | February  | 2021 | 15.99M      |
|   | March     | 2021 | 19.15M      |
|   | April     | 2021 | 11.48M      |
|   | May       | 2021 | 19.20M      |
|   | June      | 2021 | 15.46M      |
|   | July      | 2021 | 19.04M      |
|   | August    | 2021 | 11.32M      |

## INSIGHTS:

For Atliq Exclusive, November 2020 marked the highest sales, and March 2020 marked the lowest gross sales. It's very evident that the lower sales between March and August are because of COVID-19. However, it's a very good sign that the sales increased quickly after August and reached the highest level since the last two years in November.

### Atliq's Exclusive Sales Trend



Total Sales of 303.92M

In FY 2020, Sales = 79.50M

In FY 2021, Sales = 224.42M

## REQUEST 8:

IN WHICH QUARTER OF 2020, GOT THE MAXIMUM TOTAL\_SOLD\_QUANTITY?

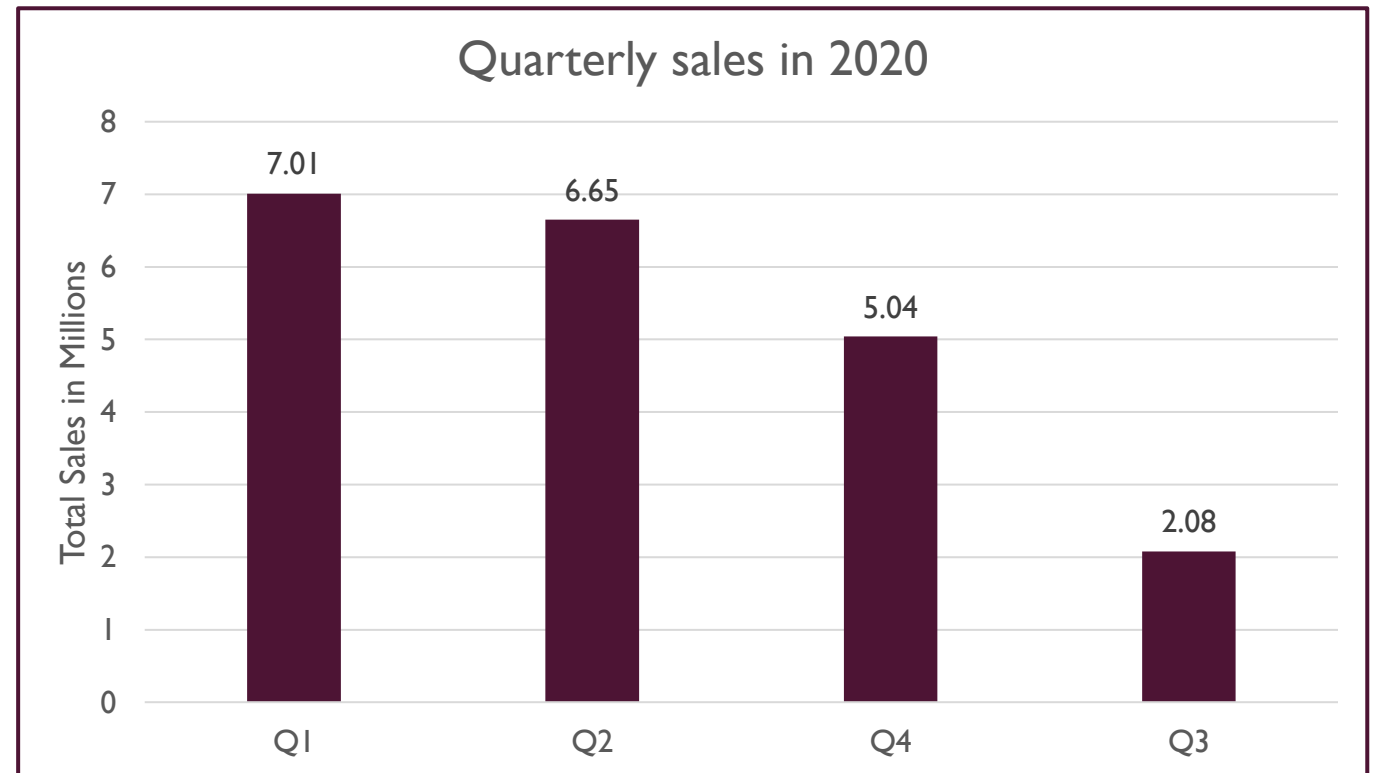
|  | quarter | total_sold_quantity_in_millions |
|--|---------|---------------------------------|
|  | Q1      | 7.01                            |
|  | Q2      | 6.65                            |
|  | Q4      | 5.04                            |
|  | Q3      | 2.08                            |



## INSIGHTS:

This again complements the previous insight. That is the effect of COVID-19 on our sales. The sold quantity decreased to 2.1 million in quarter 3 of FY 2020, which was actually March, April, and May when COVID-19 was at its peak.

But we started recovering very early despite the continuance of the pandemic. This early recovery during **quarter 4** is probably because of the increased need for hardware like desktops and notebooks as majority of the students began or continued to do their coursework online during this time, and there was a huge demand for computer accessories during this period.



## REQUEST 9 -

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

## OUTPUT -

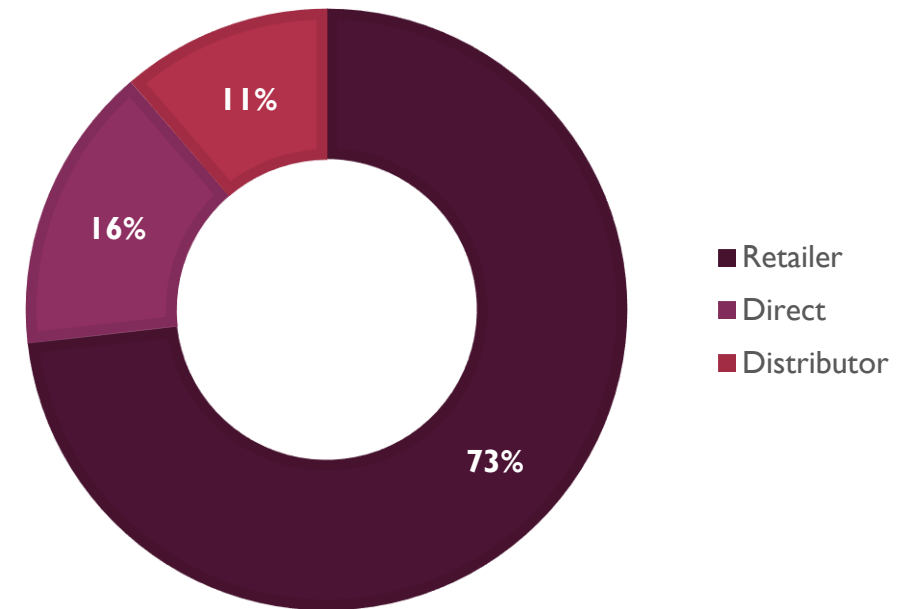
|   | channel     | gross_sales_in_millions | percentage |
|---|-------------|-------------------------|------------|
| ▶ | Retailer    | 1924.17                 | 73.22      |
|   | Direct      | 406.69                  | 15.47      |
|   | Distributor | 297.18                  | 11.31      |

## SALES FY 2021

In FY 2021, How are our sales distributed among the different channels through which we sell our products?

### INSIGHTS –

The majority of our sales took place via retailers, which is 75% of the total sales. Only a very small percentage of our sales happened through direct and distributor channels.



## REQUEST 10 -

Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?

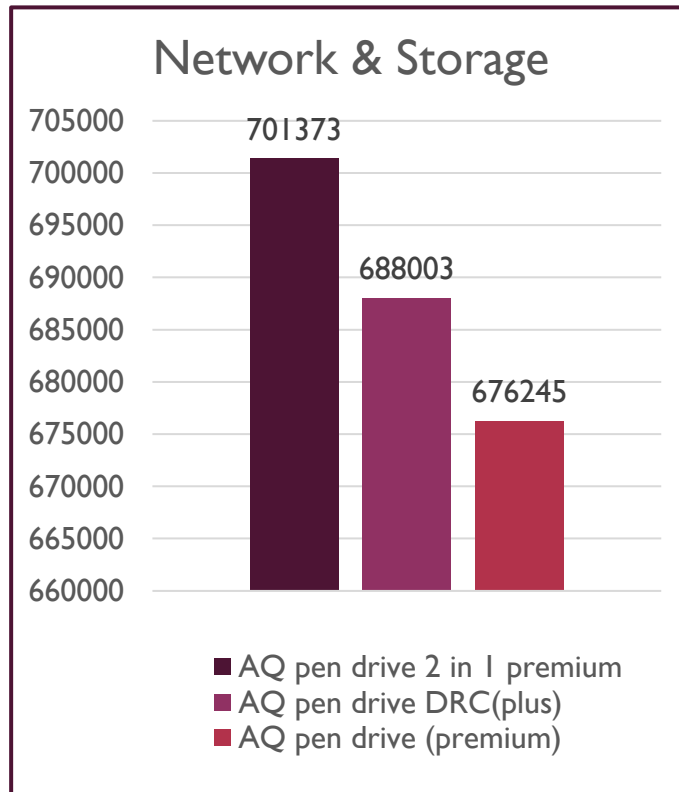
## OUTPUT -

|   | division | product_code | product                       | total_sold_quantity | rank_order |
|---|----------|--------------|-------------------------------|---------------------|------------|
| ▶ | N & S    | A6720160103  | AQ Pen Drive 2 IN 1(Premium)  | 701373              | 1          |
|   | N & S    | A6818160202  | AQ Pen Drive DRC(Plus)        | 688003              | 2          |
|   | N & S    | A6819160203  | AQ Pen Drive DRC(Premium)     | 676245              | 3          |
|   | P & A    | A2319150302  | AQ Gamers Ms(Standard 2)      | 428498              | 1          |
|   | P & A    | A2520150501  | AQ Maxima Ms(Standard 1)      | 419865              | 2          |
|   | P & A    | A2520150504  | AQ Maxima Ms(Plus 2)          | 419471              | 3          |
|   | PC       | A4218110202  | AQ Digit(Standard Blue)       | 17434               | 1          |
|   | PC       | A4319110306  | AQ Velocity(Plus Red)         | 17280               | 2          |
|   | PC       | A4218110208  | AQ Digit(Premium Misty Green) | 17275               | 3          |

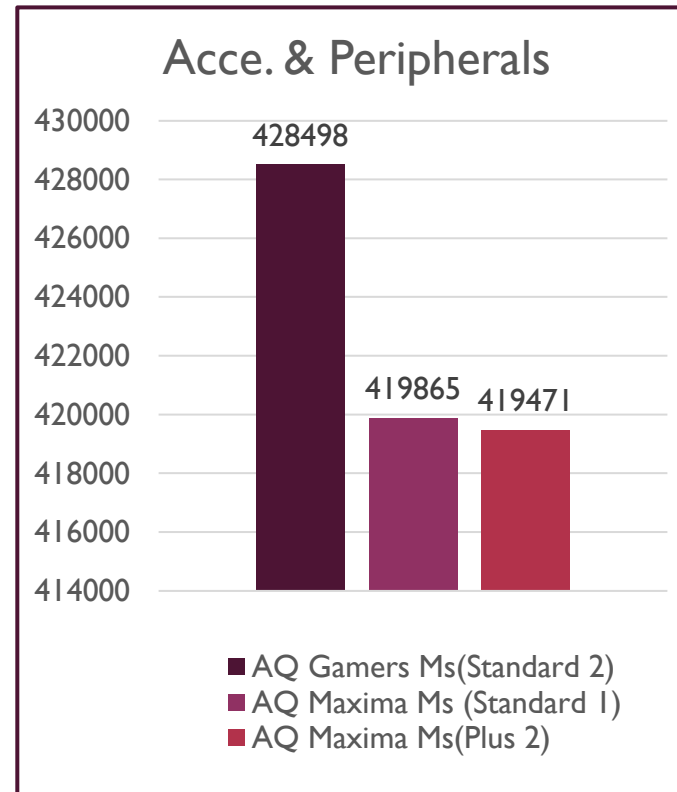
## INSIGHTS –

Which are the top 3 selling products in each of Atliq's product lines in FY 2021?

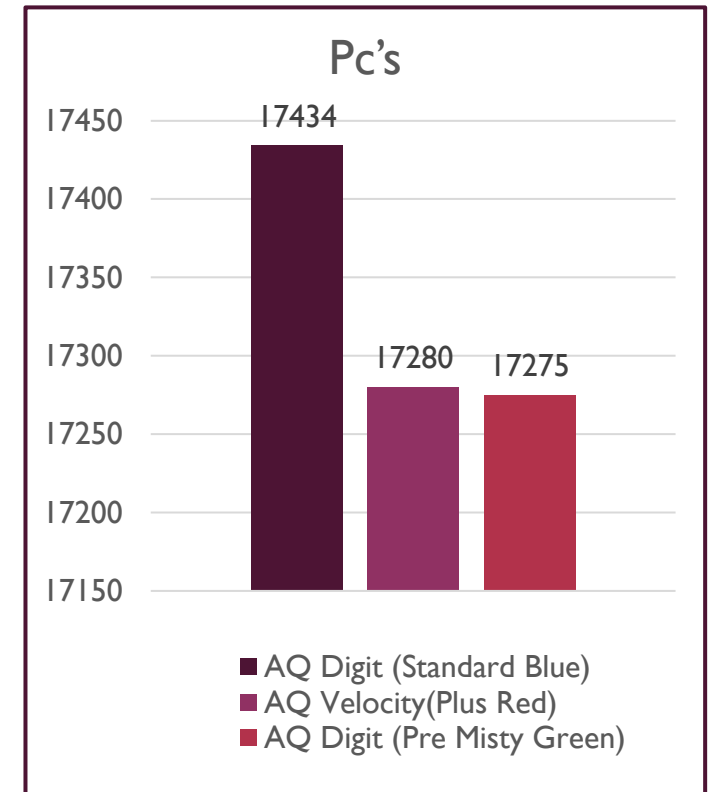
The top 3 selling products in N&S were pen drives, which were around 7 lakh in quantity.



The top 3 selling products in P&A were mouse, which were around 4 lakh in quantity.



The top 3 selling products in PC were personal laptops, which were around 17,000 in quantity.



THANK YOU!

