



Atliq Hardwares

Consumer Goods Ad_Hoc Insights

Presented by **Mayank Gupta**



AGENDA

1

Why ?

Company's Objective &
Background

2

What ?

Understanding Company's
Market , Product line & Data

3

How ?

Ad - hoc Request, Visualisation
and Insights

OUR COMPANY BACKGROUND & OBJECTIVE



Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in India and well expanded in other countries too



The management noticed that they do not get enough insights to make quick and smart data-informed decisions.



You need to run a SQL query to answer 10 ad hoc requests for which the business needs insights.



Run SQL queries to fetch data, create visualizations, and derive insights from the results.



WE PROVIDE
WORLDWIDE
SERVICES



Atliq's Markets

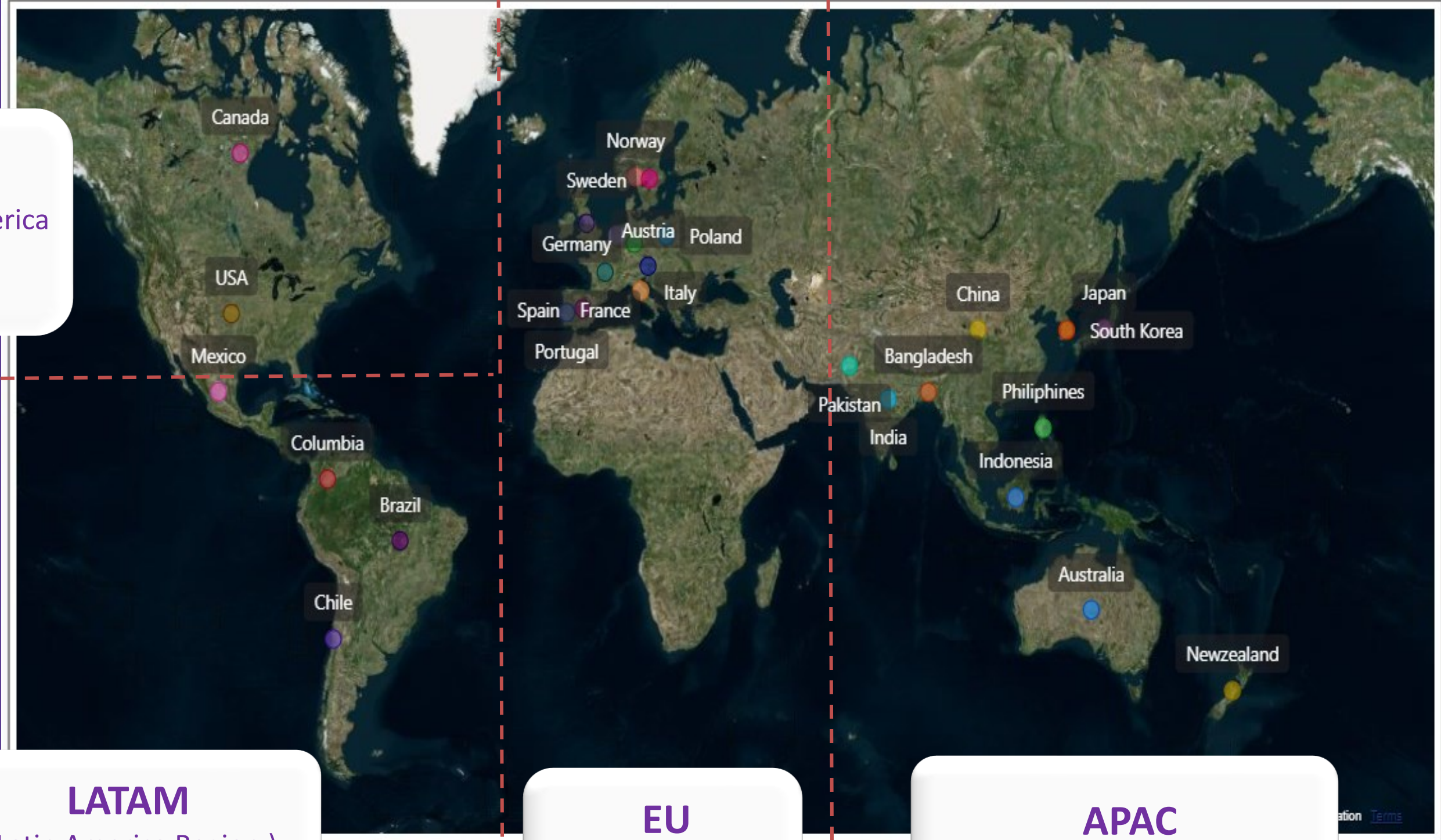


NA
(North America
Region)

LATAM
(Latin America Region)

EU
(European Middle
East Region)

APAC
(Asia Pacific Region)

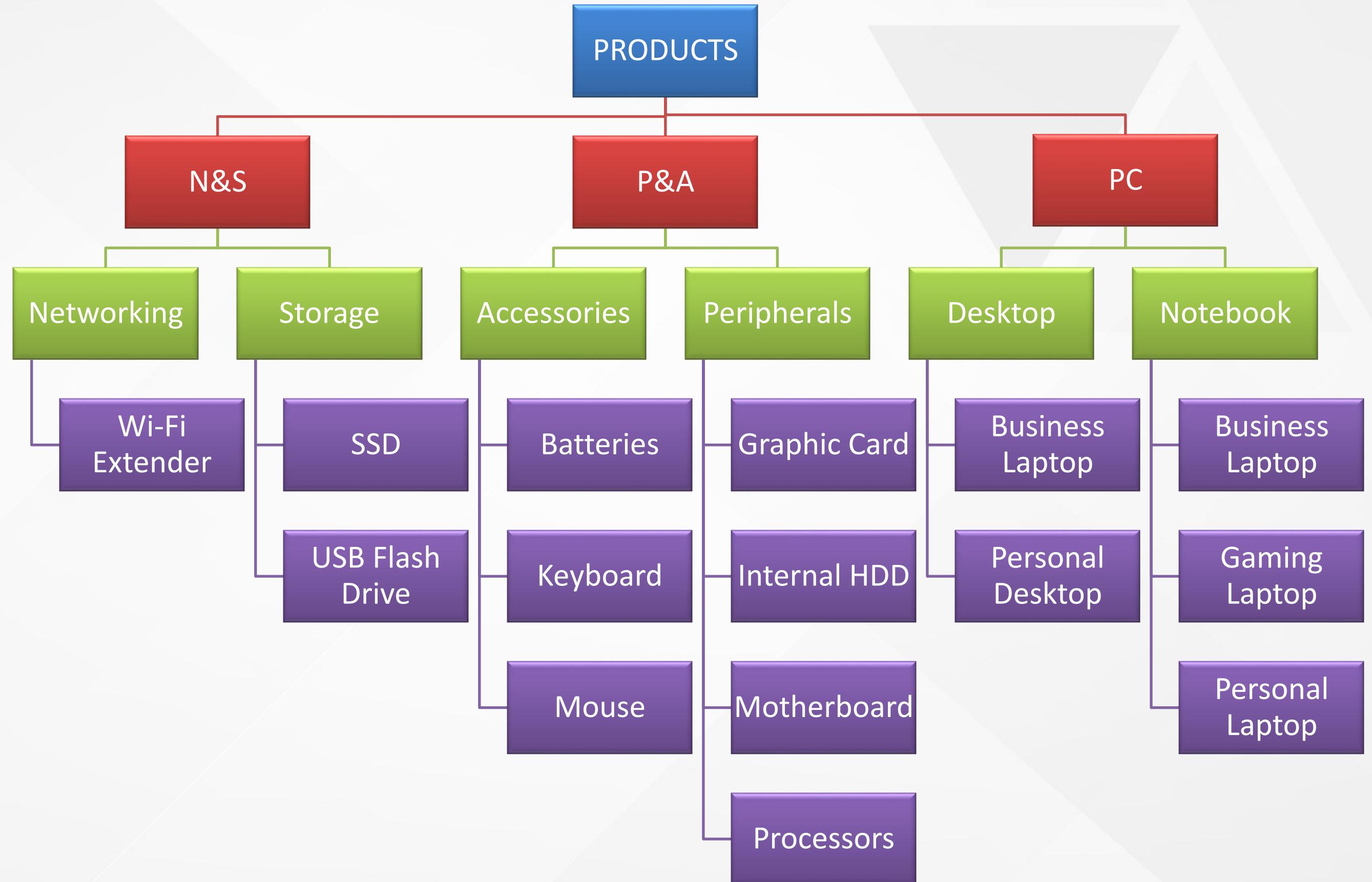


Atliq's Product Line

DIVISION

SEGMENT

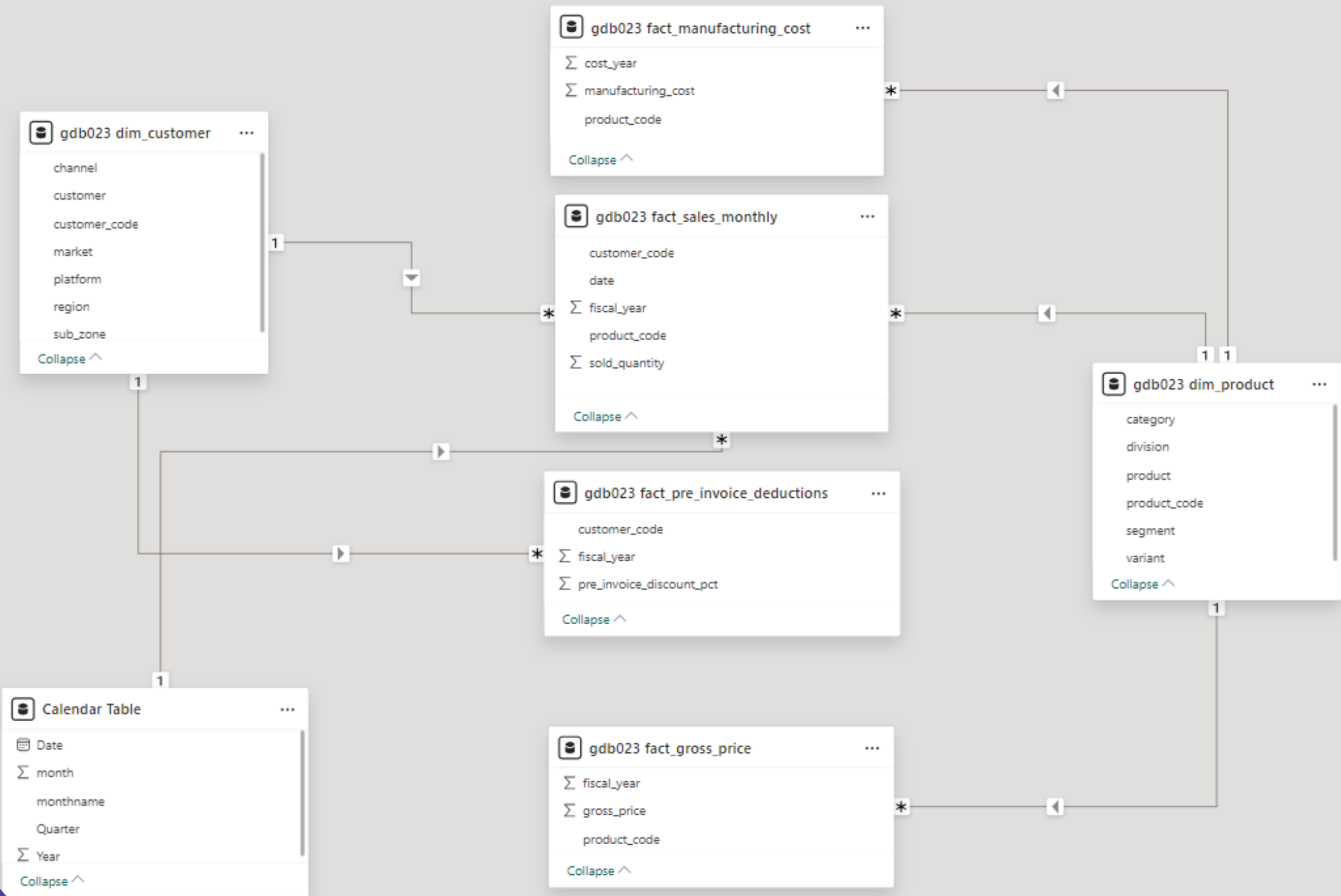
CATEGORY



Atliq's Schema

FY 2020
(September 2019 – August 2020)

FY 2021
(September 2020 – August 2021)

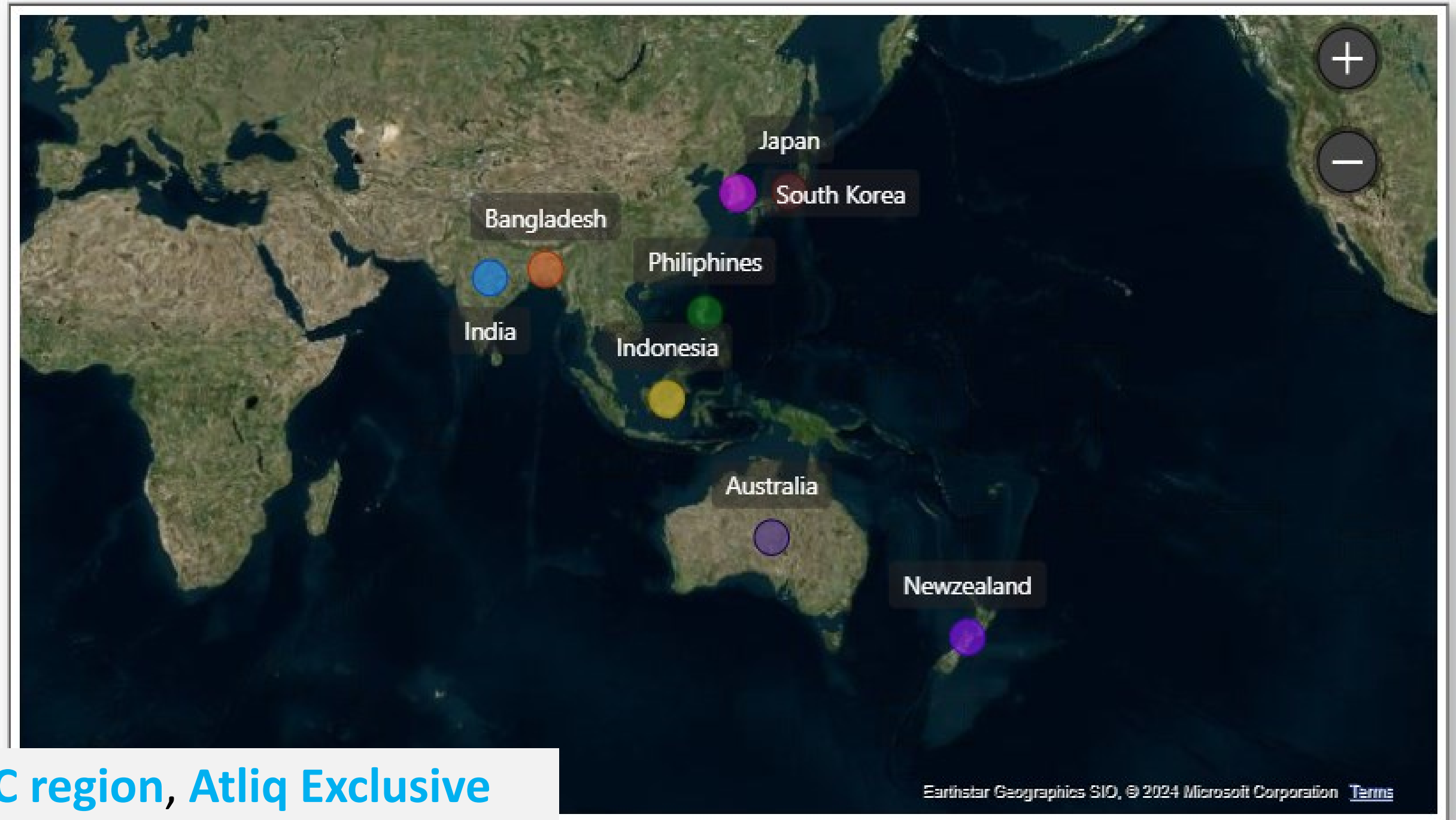
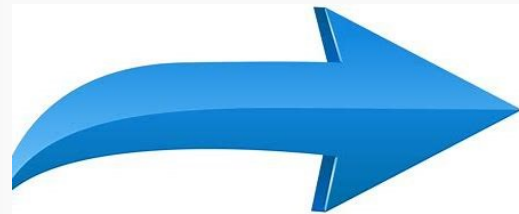


REQUEST 1

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

market

India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



INSIGHTS

In the **APAC region**, Atliq Exclusive operates in **8 markets**.

OUTPUT

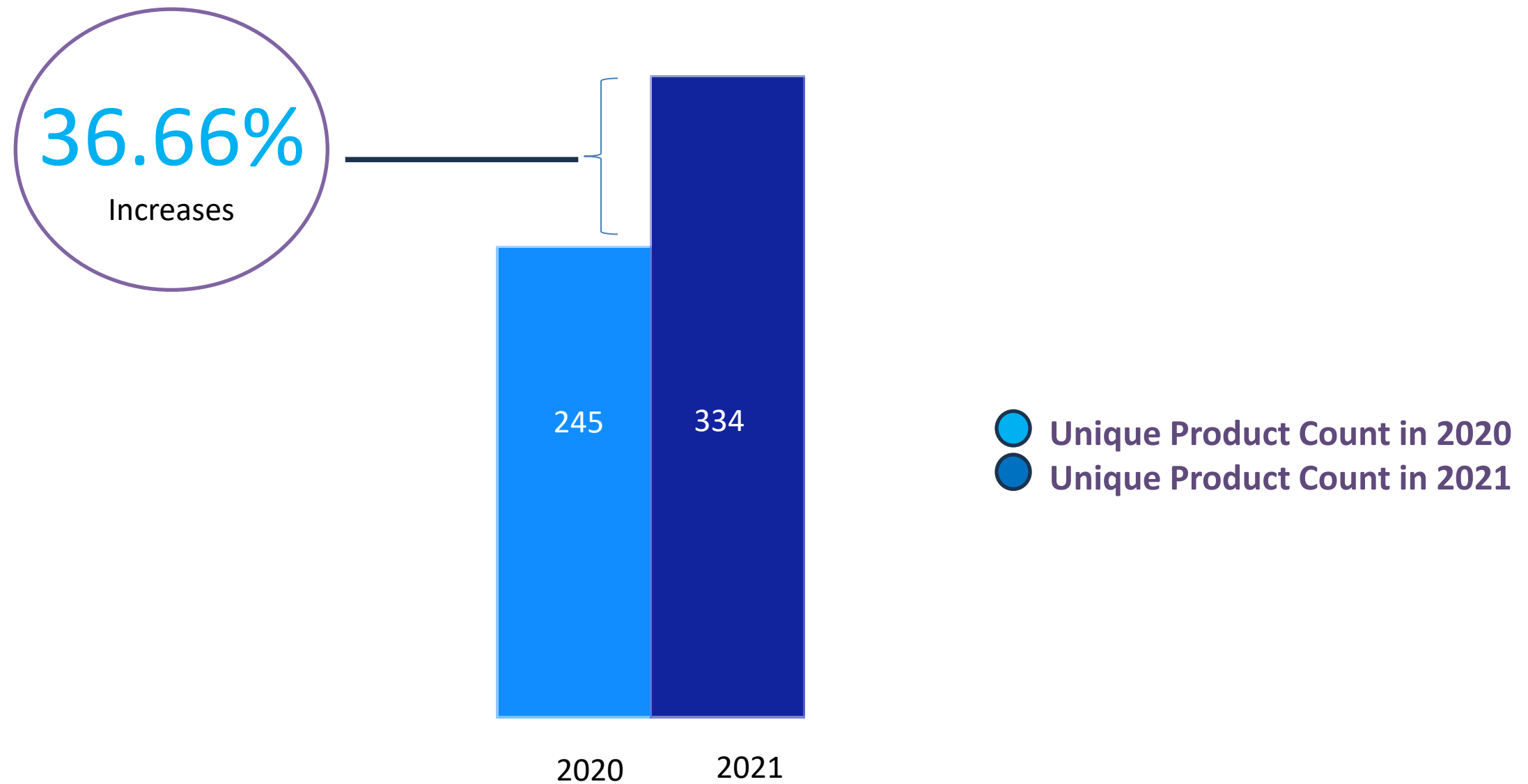
	unique_products_2020	unique_products_2021	percentage_growth
▶	245	334	36.3265

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_change

Insights



According to the Trends and Demand, It is good to introduce new product in the market.

In FY 2020, Total we have 245 unique products, but in FY 2021, it increases to 334 unique products.



OUTPUT

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

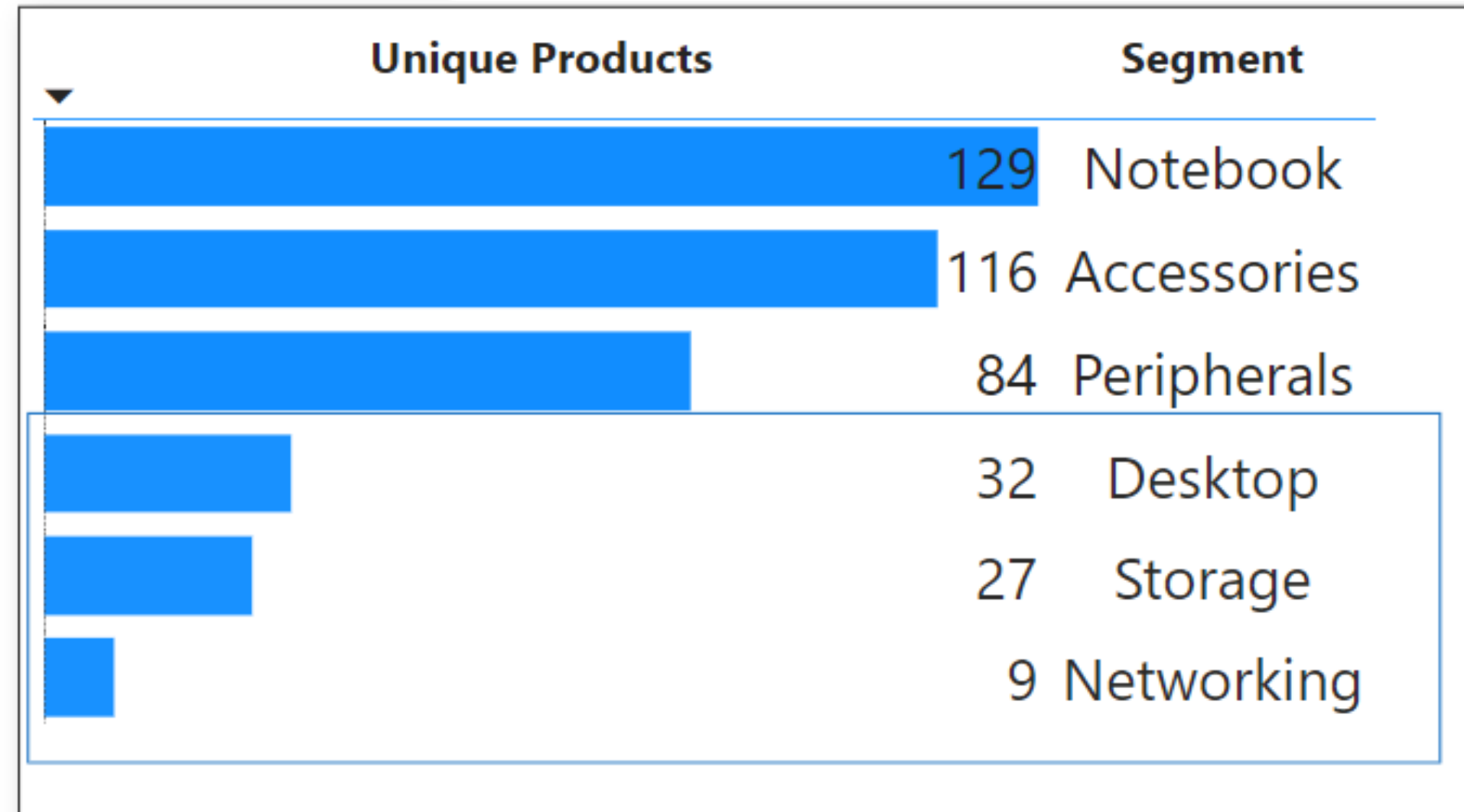
REQUEST 3

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 these fields,.
segment and product count

Insights

The highest number of unique products is in the "Notebook" segment with 129 unique products, followed by "Accessories" with 116, and "Peripherals" with 84. The "Networking" segment has the fewest unique products at 9.



Action:

Investigate why "Networking" has the least unique products.
Consider expanding the product variety in this segment to potentially increase market share.



OUTPUT

	segment	unique_product_2020	unique_product_2021	difference
▶	Accessories	69	103	34

REQUEST 4

Which segment had the most increase in unique products in 2020 vs 2021 ?

The final output contains these fields, .
segment,
unique products 2020,
unique products 2021, & difference

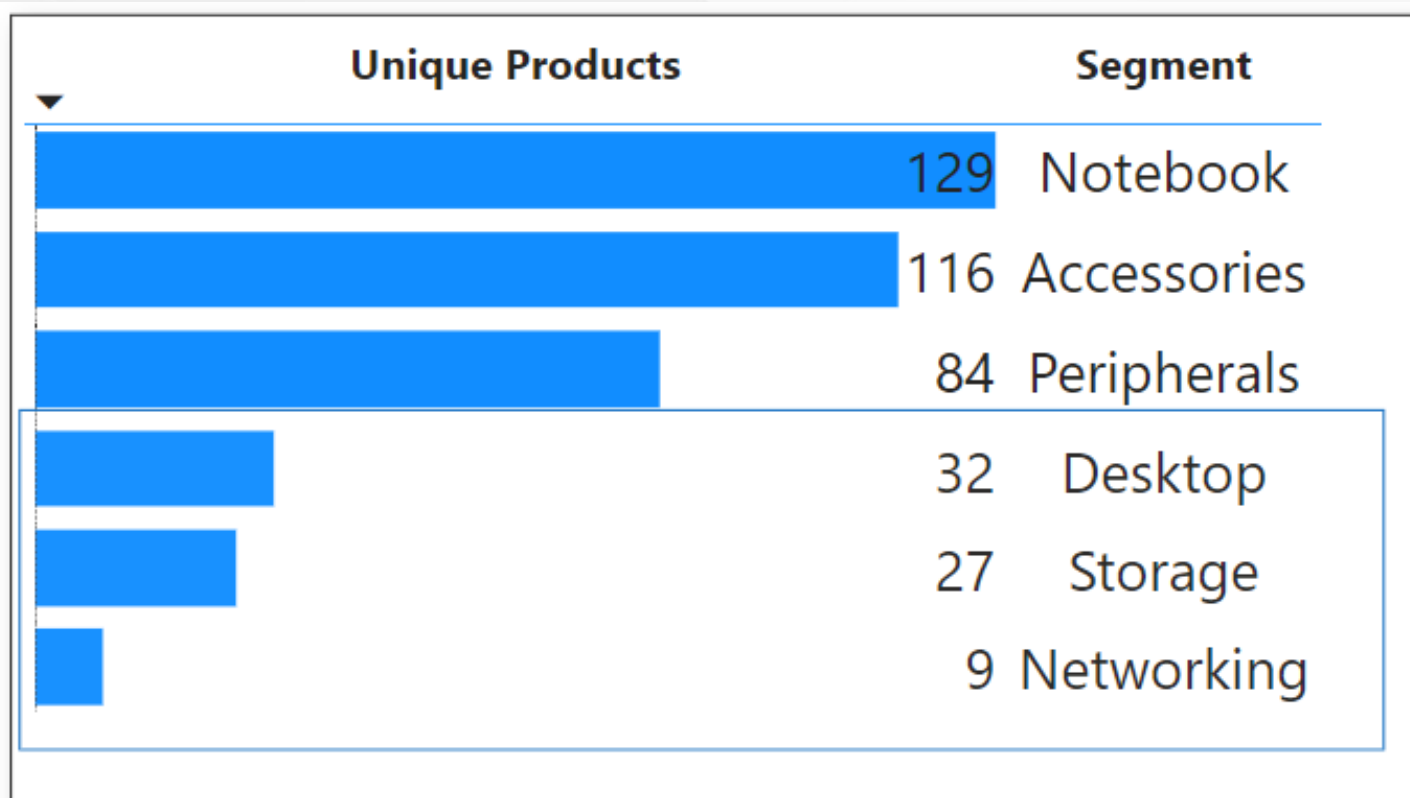
Insights

The "Accessories" segment has seen the most significant increase in unique products from 2020 to 2021, with a difference of 34 products. The "Notebook" and "Peripherals" segments also saw increases of 16 products each, while "Desktop" increased by 15 products.

segment	Unique product 2020	Unique product 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 ↑

Action:

Capitalize on the growth in the "Accessories" segment by further investing in this category. Consider conducting market research to identify trends and continue expanding the product line.



segment	Unique product 2020	Unique product 2021	Difference
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Notebook	92	108	16 ↑
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Desktop	7	22	15 ↑
Storage	12	17	5 ↑
Networking	6	9	3 ↑

segment	AVG MC	AVG GS	Gross Profit	Gross Margin
Desktop	\$224.88	\$752.51	\$527.63	70.12%
Notebook	\$129.55	\$433.59	\$304.04	70.12%
Peripherals	\$15.96	\$53.52	\$37.56	70.18%
Networking	\$10.06	\$33.83	\$23.77	70.25%
Accessories	\$4.62	\$15.41	\$10.79	70.03%
Storage	\$4.48	\$14.95	\$10.46	70.00%

Networking

Wi-Fi
Extender

Storage

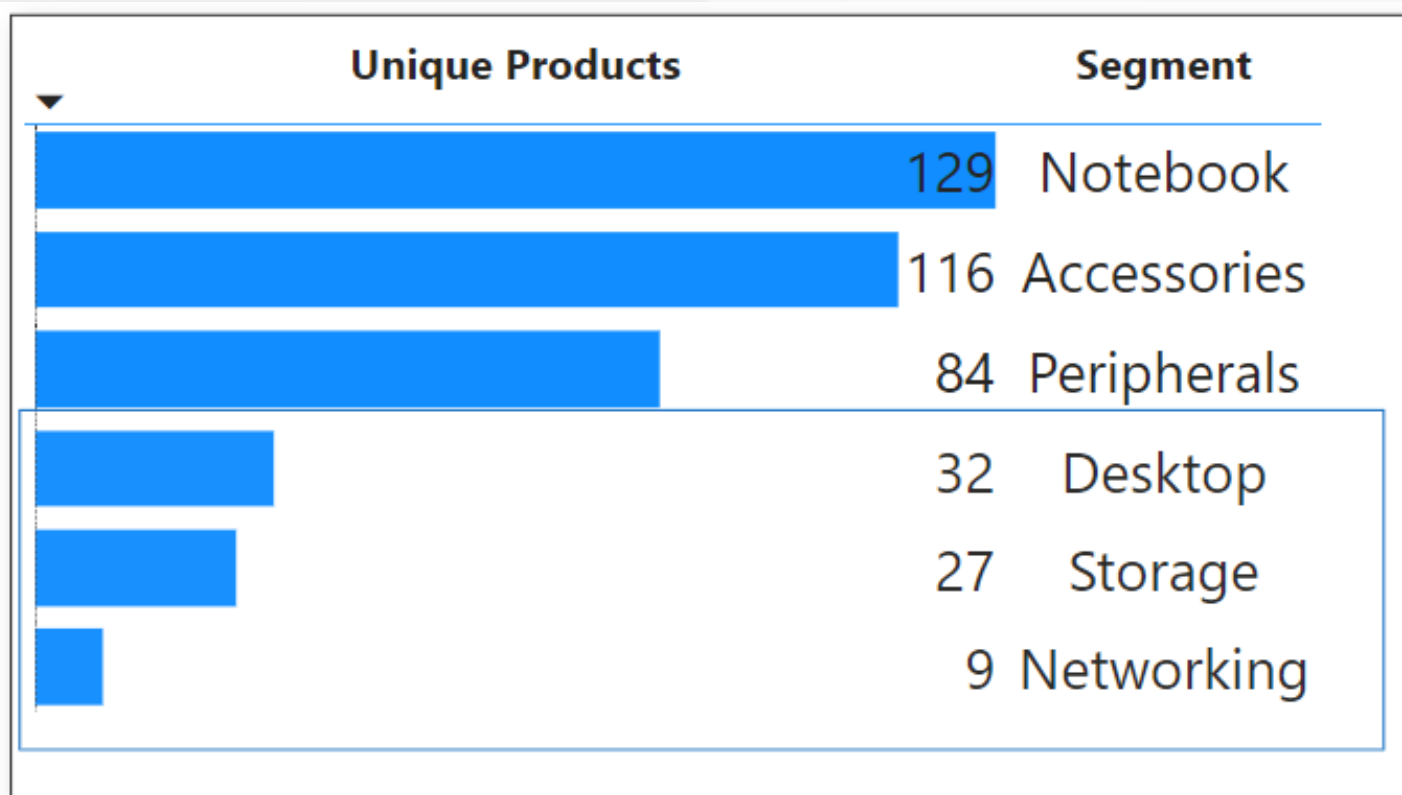
SSD

USB Flash
Drive

Desktop

Business
Laptop

Personal
Desktop

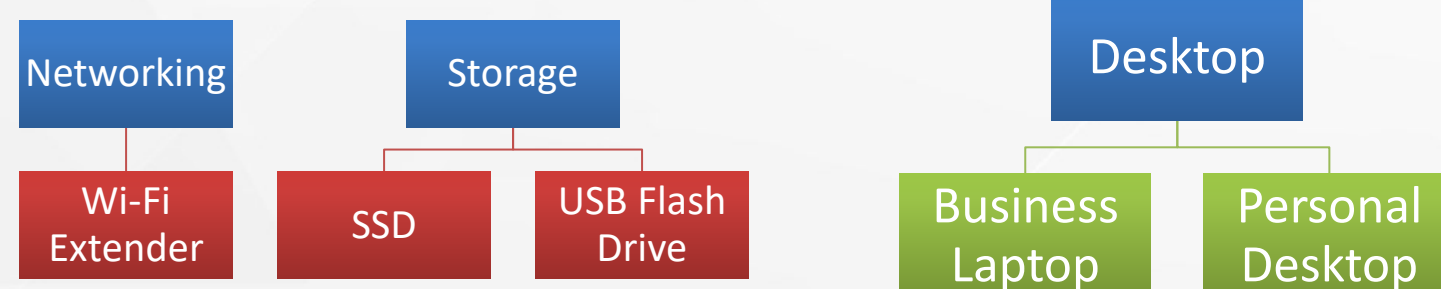


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Networking	\$10.06	\$33.83	\$23.77	70.25%
Accessories	\$4.62	\$15.41	\$10.79	70.03%
Storage	\$4.48	\$14.95	\$10.46	70.00%

Suggested Actions to Overcome Challenges:

- **Package Deal**
- **Free Vouchers**
- **Student Discount**
- **Cash back**
- **Increase Product Variety in Low-Performing Segments**



OUTPUT

	product_code	product	cost_year	manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	2021	240.5364
	A2118150101	AQ Master wired x1 Ms	2020	0.8920

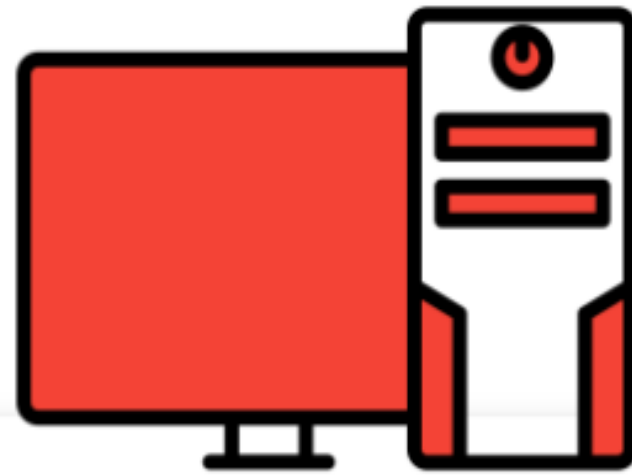
REQUEST 5

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

The
final output contains these fields,.
product code,
product, & manufacturing cost

Insights

which product of our has high
manufacturing cost ?



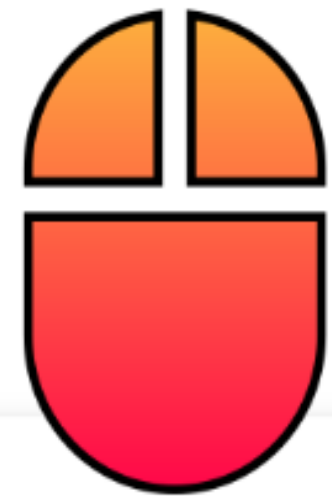
A6120110206

AQ HOME Allin1 Gen 2

Personal Desktop

\$240.5

which product of our has low
manufacturing cost ?



A2118150101

AQ Master wired x1 Ms

Mouse

\$0.892



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

REQUEST 6

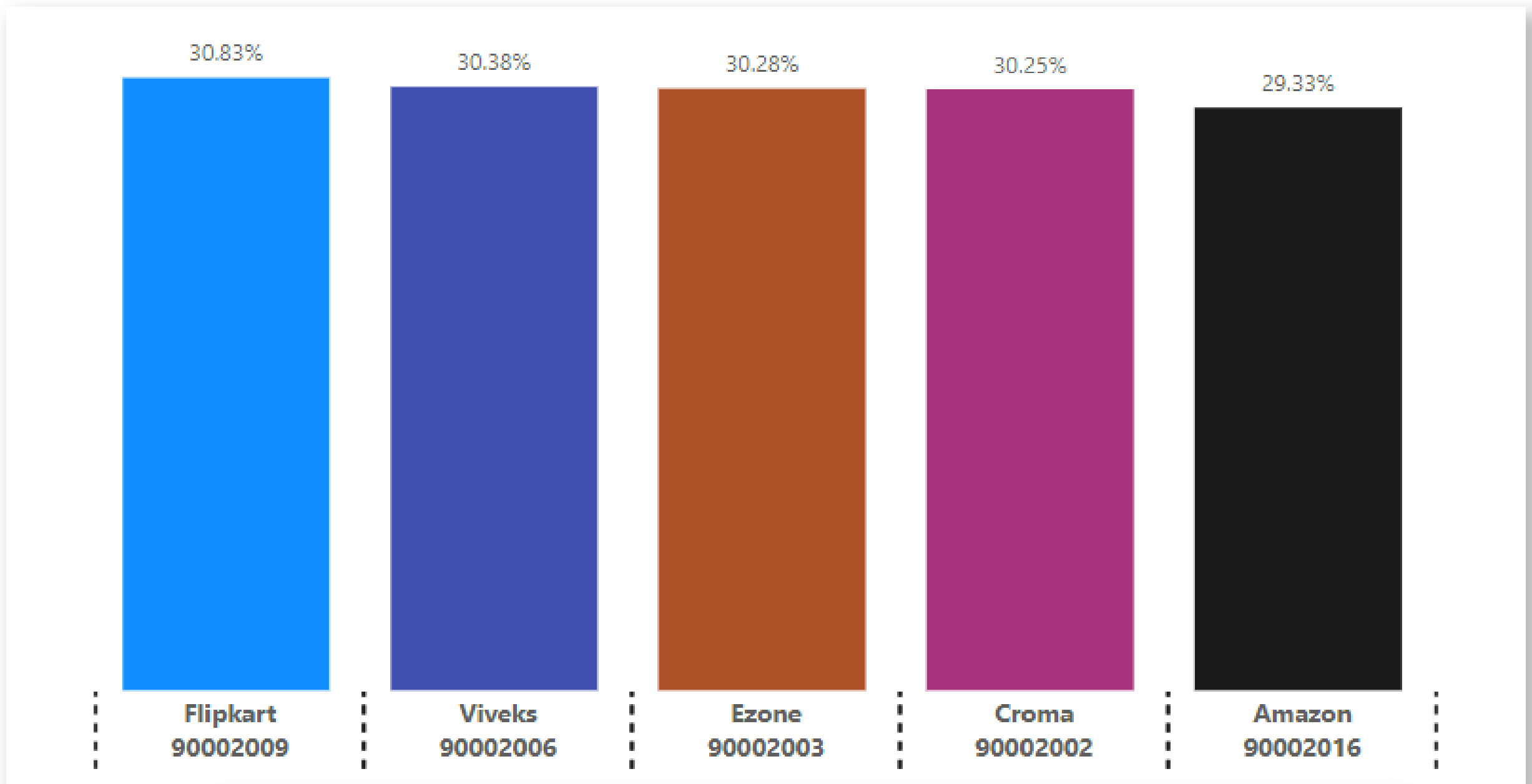
Generate a report which contains the top 5 customers who received an average high pre-invoice-discount-pct for the fiscal year 2021 and in the Indian market.

The
final output contains these fields,.
customer code, customer & average
discount percentage

Insights

In FY 2021, Flipkart, Vivek, Ezone, Croma, Amazon are the top customers who received highest Discount in the Indian Market.

Flipkart, received highest Discount of 30.8% and Amazon 5th highest discount of 29.33%.



Top 5 customers who received the highest discounts in the Indian market for FY 2021

OUTPUT

	months	years	gross_sales_amount
▶	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

REQUEST 7

Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

The
final output contains these fields,.
months,
year, &
sales amount

Insights

Overall Gross Sales

3.71

Billion

FY 2020 Sales

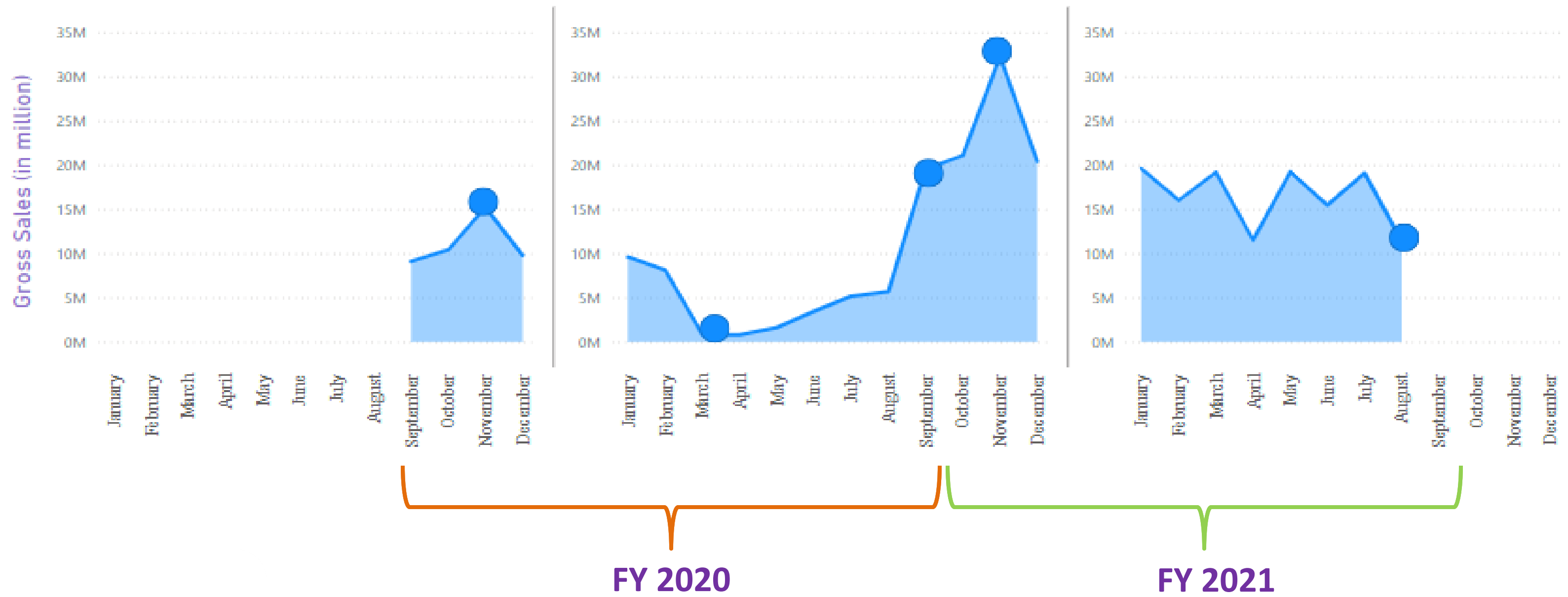
1.08

Billion

FY 2021 Sales

2.63

Billion



Reason:

- Covid
- Silicon Chip

In **Covid**, due to **work from home demand of laptop** got **increases** that why we can see **sales hike** in covid specially after **"August"**.

The first cases of COVID-19 in India were reported on 30 January 2020 in three towns of [Kerala](#), among three Indian medical students who had returned from [Wuhan](#), the epicenter of the pandemic.^{[10][11][12]} Lockdowns were announced in Kerala on 23 March, and in the rest of the country on 25 March. Infection rates started to drop in September.^[13] Daily cases peaked mid-September with over 90,000

That explosion in demand—unexpectedly goosed during the Covid-19 pandemic for certain industries like smartphones and PCs—has caused a near-term supply shock triggering an unprecedented global shortage.

China's Role: China is a major player in testing and packaging these chips. But here's the twist: heavy reliance on China creates supply risks. 🤖🤖

OUTPUT

	Quarter	total_sold_quantity
▶	Q1	7.01M
	Q2	6.65M
	Q3	2.08M
	Q4	5.04M

REQUEST 8

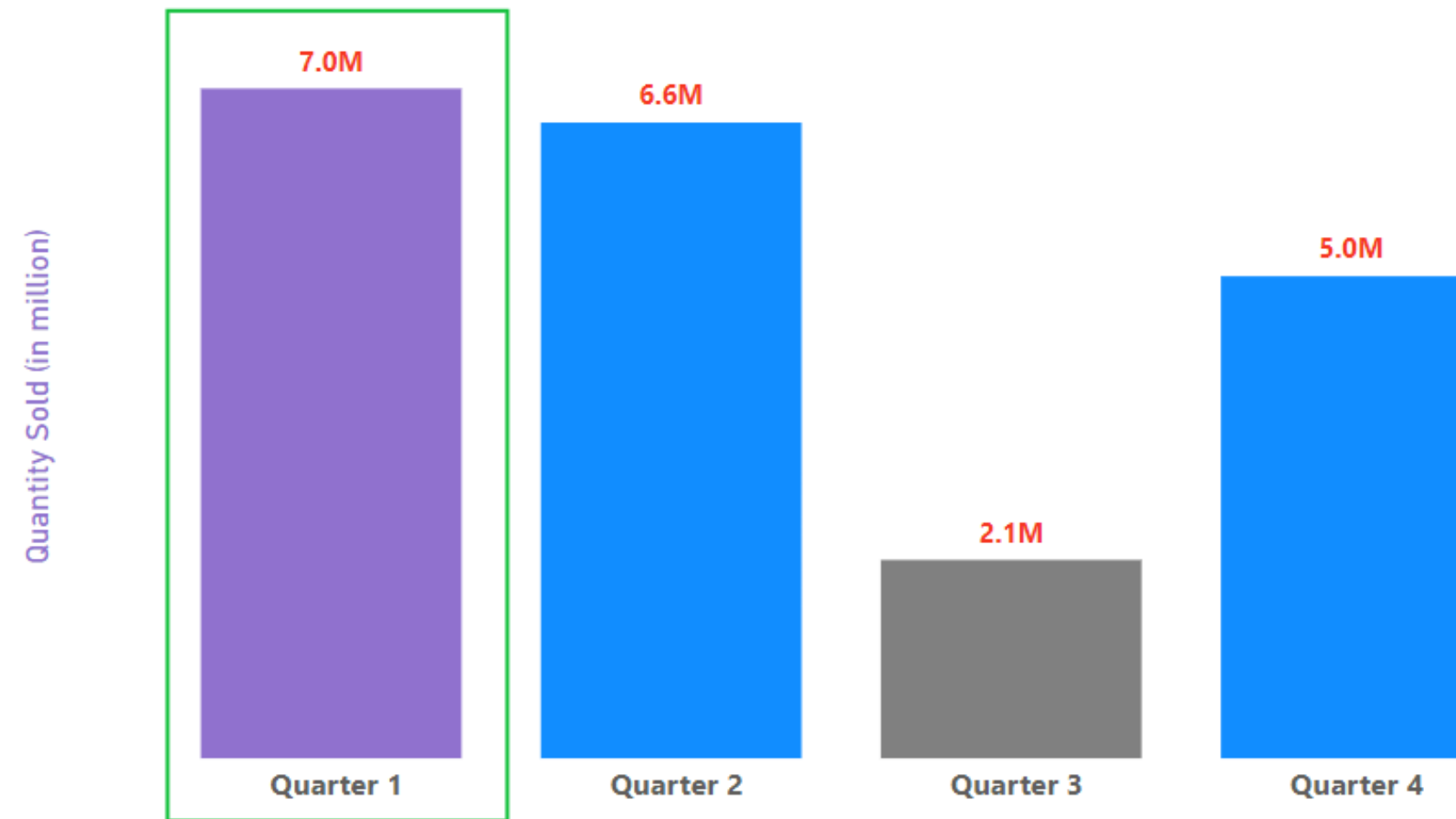
In which quarter of 2020, got the maximum total sold quantity?

The
final output contains these fields,.
Quarters, &
total-sold-quantity

Insights

FY 2020

(September 2019 – August 2020)



The data clearly shows the impact of the **COVID-19 pandemic** on **sales quantity**. The highest sales were recorded before the pandemic's impact was fully realized (Q1), followed by a gradual decline as the pandemic spread (Q2) and a significant drop during the peak of the crisis (Q3). The beginning of recovery is seen in Q4 as markets started to stabilize and adapt to the new circumstances.

OUTPUT

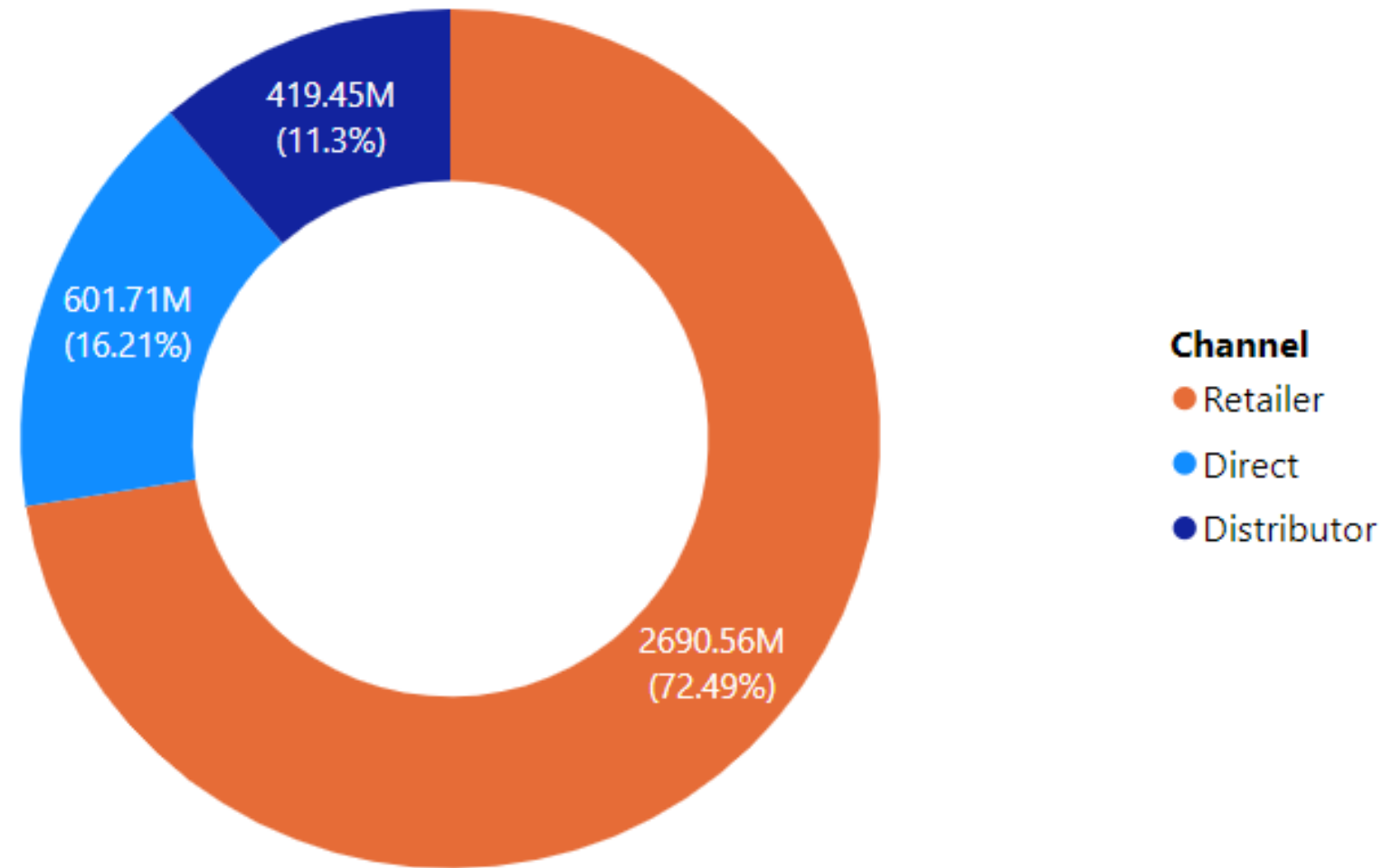
	channel	gross_sales_in_million	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31

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 in million, &
percentage

Insights



Strategic Implications:

- **Focus on Retailers:** Given that the Retailer channel is responsible for the majority of sales, the company should prioritize supporting this channel with targeted promotions, better supply chain management, and exclusive product offerings.
- **Growth of Direct Sales:** To reduce dependency on retailers and improve profit margins, the company could explore strategies to boost direct sales, such as enhancing online presence, direct marketing campaigns, or loyalty programs.
- **Optimizing Distributor Relationships:** Since distributors play a smaller but still significant role, the company should ensure these relationships are optimized for maximum reach and efficiency, possibly exploring new distributor partnerships in untapped regions.



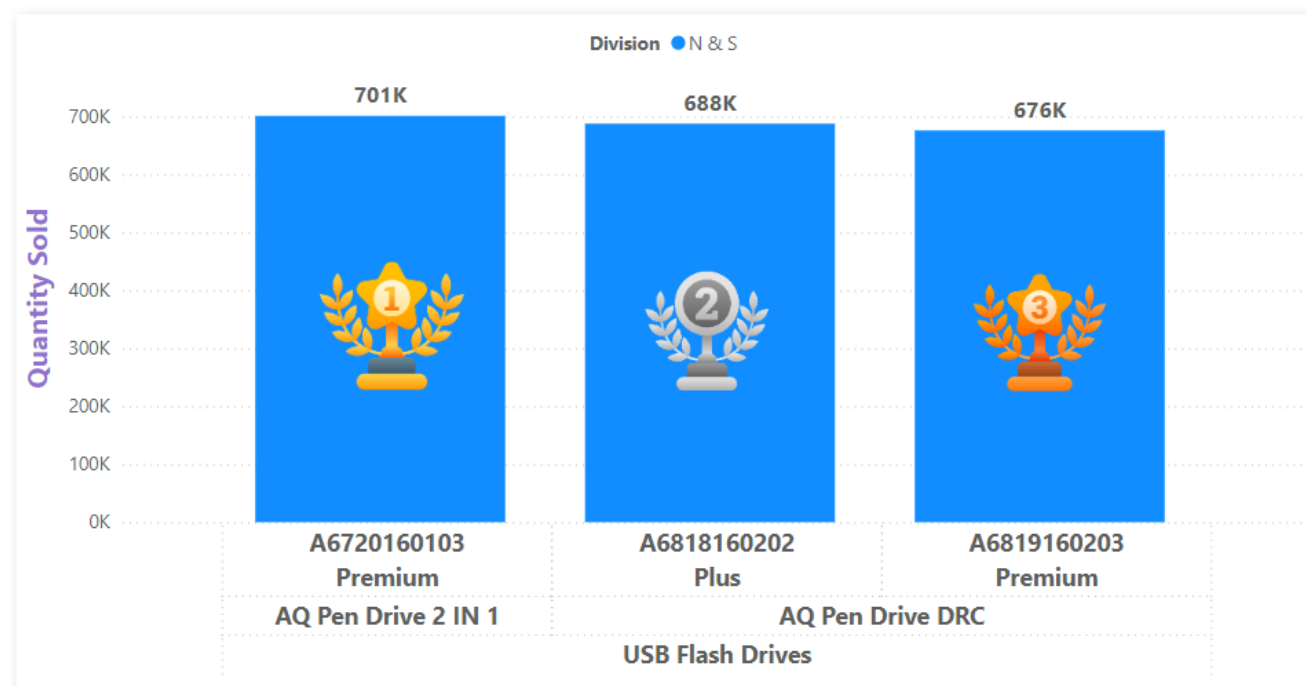
OUTPUT

	division	product_code	product	total_sold_quantity	mk
▶	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 Digt	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digt	17275	3

REQUEST 10

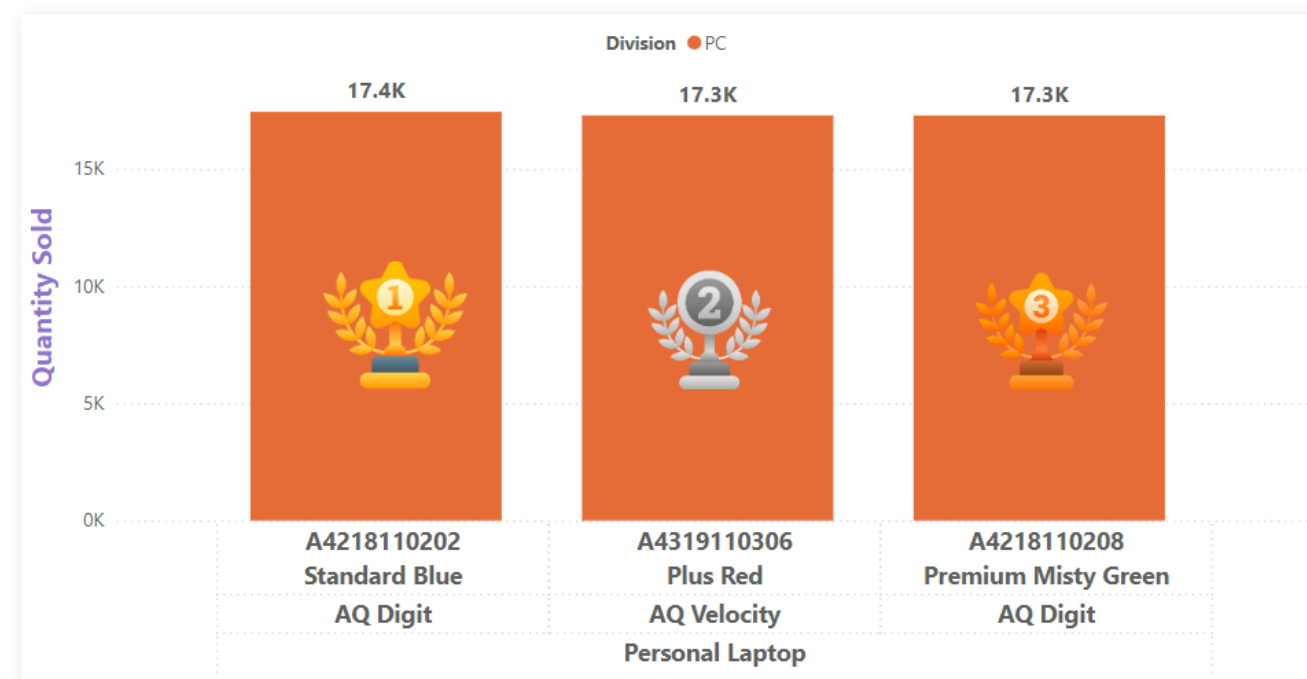
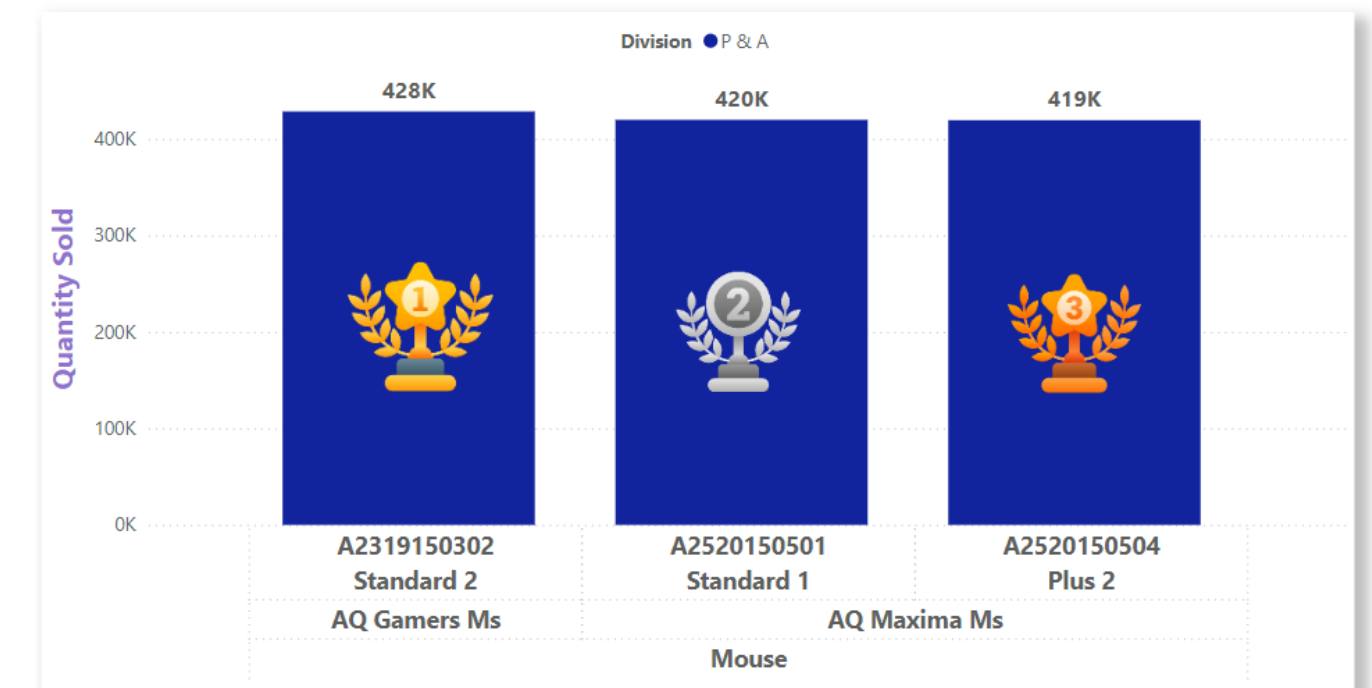
Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021?

The
final output contains these fields,.
division, product code,
product, total sold quantity, &
rank



Insight: The N & S division shows strong performance in the **USB Flash Drives category**, with **all top three products** being different variants of **AQ Pen Drives**. The **high sales numbers indicate a strong market demand** for these products, **particularly** the **Premium and Plus versions**.

Insight: The P & A division's top products are **all mouse variants**, with the **AQ Gamers** and **AQ Maxima** series **leading in sales**. The **close competition** in sales figures **between the top three products suggests** that there is **consistent demand across different mouse models**, **particularly in the gaming and high-performance segments**.



Insight: The **PC division's top-selling products** are from the **AQ Digit and AQ Velocity laptop series**, with **minimal difference** in the number of **units sold** among them. This **indicates** that **customers in the laptop segment** have a **nearly equal preference for different product variants**, **suggesting a balanced demand across multiple laptop configurations**.



THANK YOU



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