Objectives

Atliq Hardware, a fictional corporation, stands out as a major computer hardware manufacturer in India and has a robust global presence.
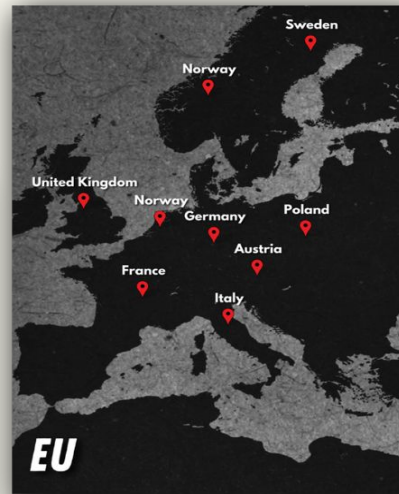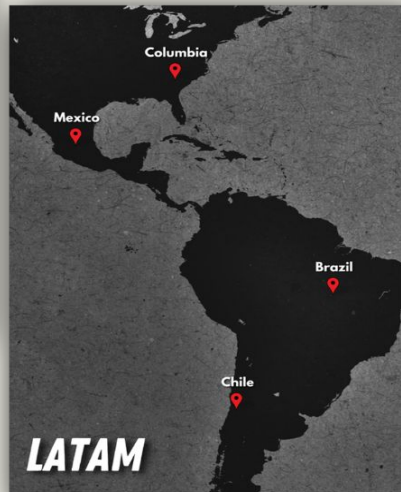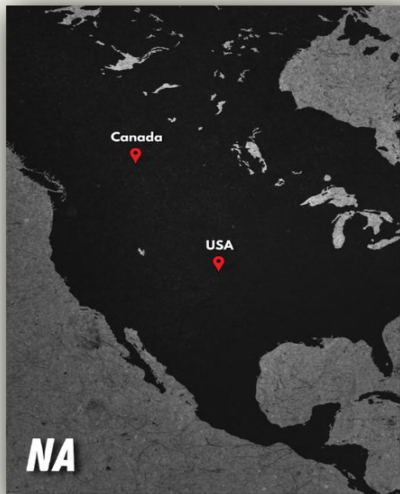
Despite its prominence, the management recognizes a need for more timely and informed decisions backed by data insights.

There's a strategic initiative to enhance the data analytics team by onboarding junior data analysts

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 Hardware Market

NA — Canada, USA

LATAM — Columbia, Mexico, Brazil, Chile

EU — Sweden, Norway, United Kingdom, Norway, Germany, Poland, France, Austria, Italy

APAC — China, South Korea, Japan, Pakistan, Bangladesh, India, Philippines, Indonesia, Australia, Newzealand

Atliq Hardware Product Line

Desktop

Peripherals
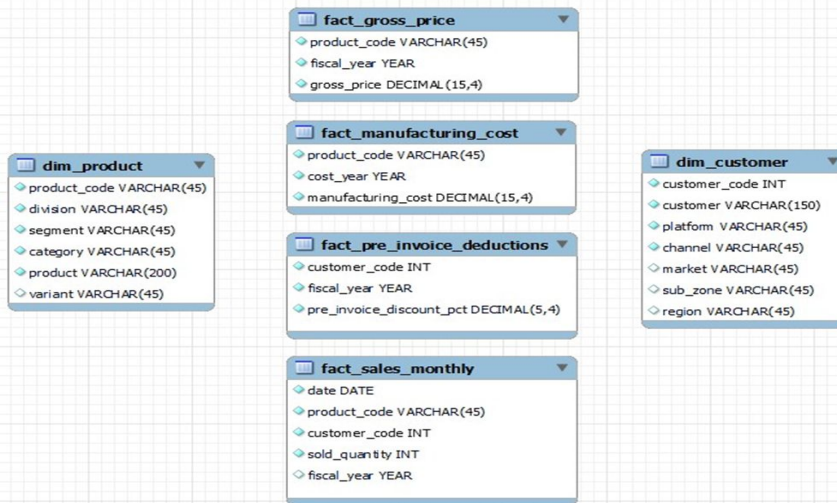
Business Laptop
Personal Laptop
Gaming Laptop batteries
Business Laptop keyboard
Personal Laptop Mouse

Graphic Card
Internal HDD
Motherboard
Processors

INPUT DATA

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.
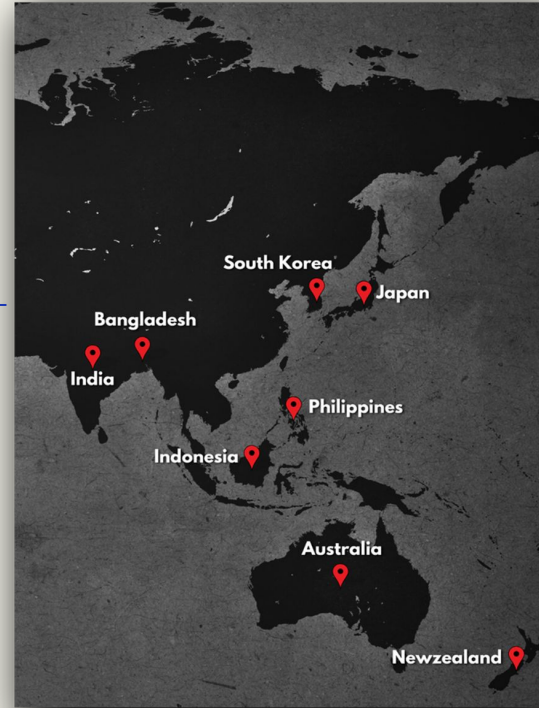
[AD-HOC](#) REQUESTS ALONG WITH THE

QUERIED RESULTS

VISUALIZATIONS

INSIGHTS

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

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

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

334

245
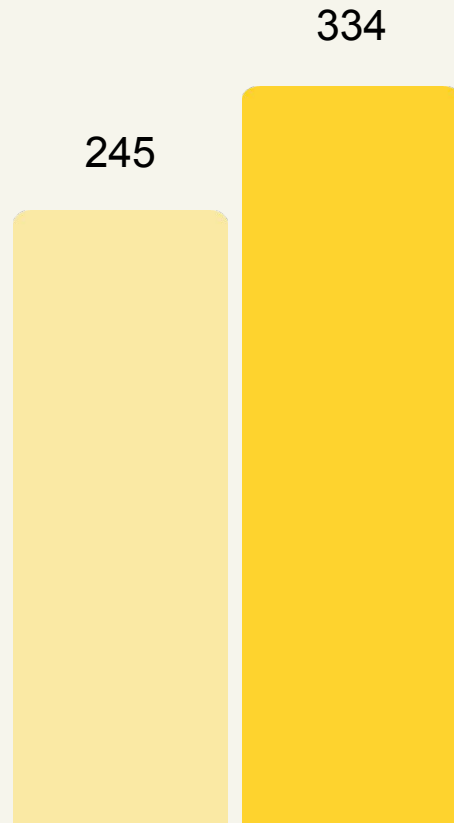
PCT_CHANGE

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?

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

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?

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

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 ⬆

Get the products that have the highest and lowest manufacturing costs. The final output should contain these Product_code , Product , Manufacturing_cost

OUTPUT

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

Lowest Manufacturing
Cost Product

0.8$

A2118150101

AQ MASTER WIRED X1 MS

MOUSE

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?

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

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**
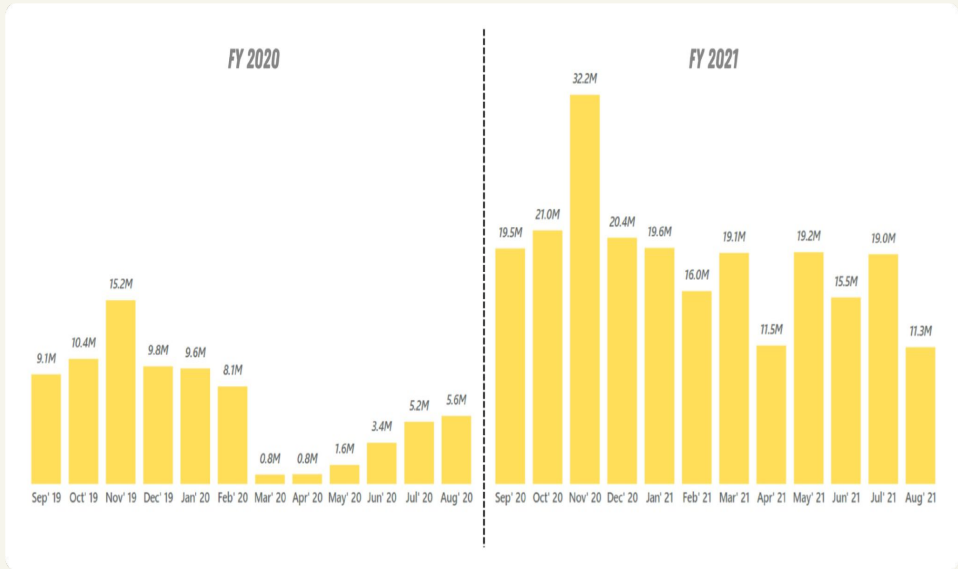
month	fiscal_year	gross_sales_amount
September (2019)	2020	9092670.34
October (2019)	2020	10378637.60
November (2019)	2020	15231894.97
December (2019)	2020	9755795.06
January (2020)	2020	9584951.94
February (2020)	2020	8083995.55
March (2020)	2020	766976.45
April (2020)	2020	800071.95
May (2020)	2020	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

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, quarters total_sold_quantity?

quarters	total_sold_quantity_in_mln
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08

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?

channel	gross_sales_in_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31

Distributor
11.31%

Direct
15.47%

Retailer
73.22%
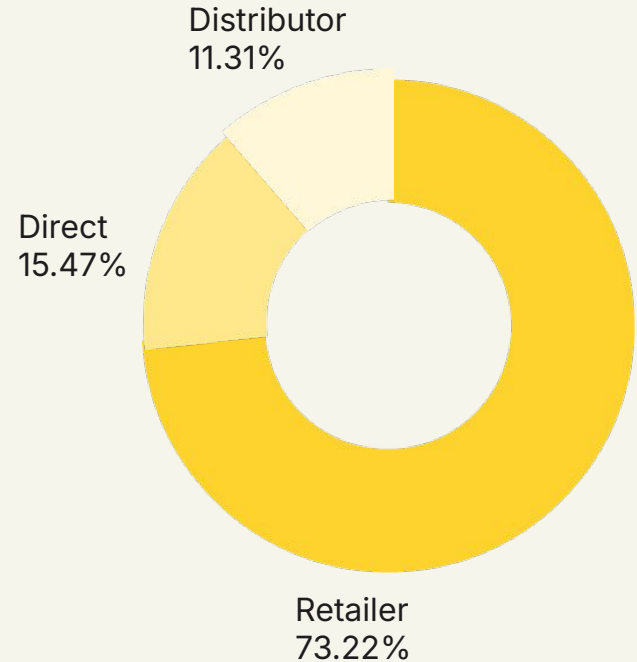
Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields, division?

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

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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