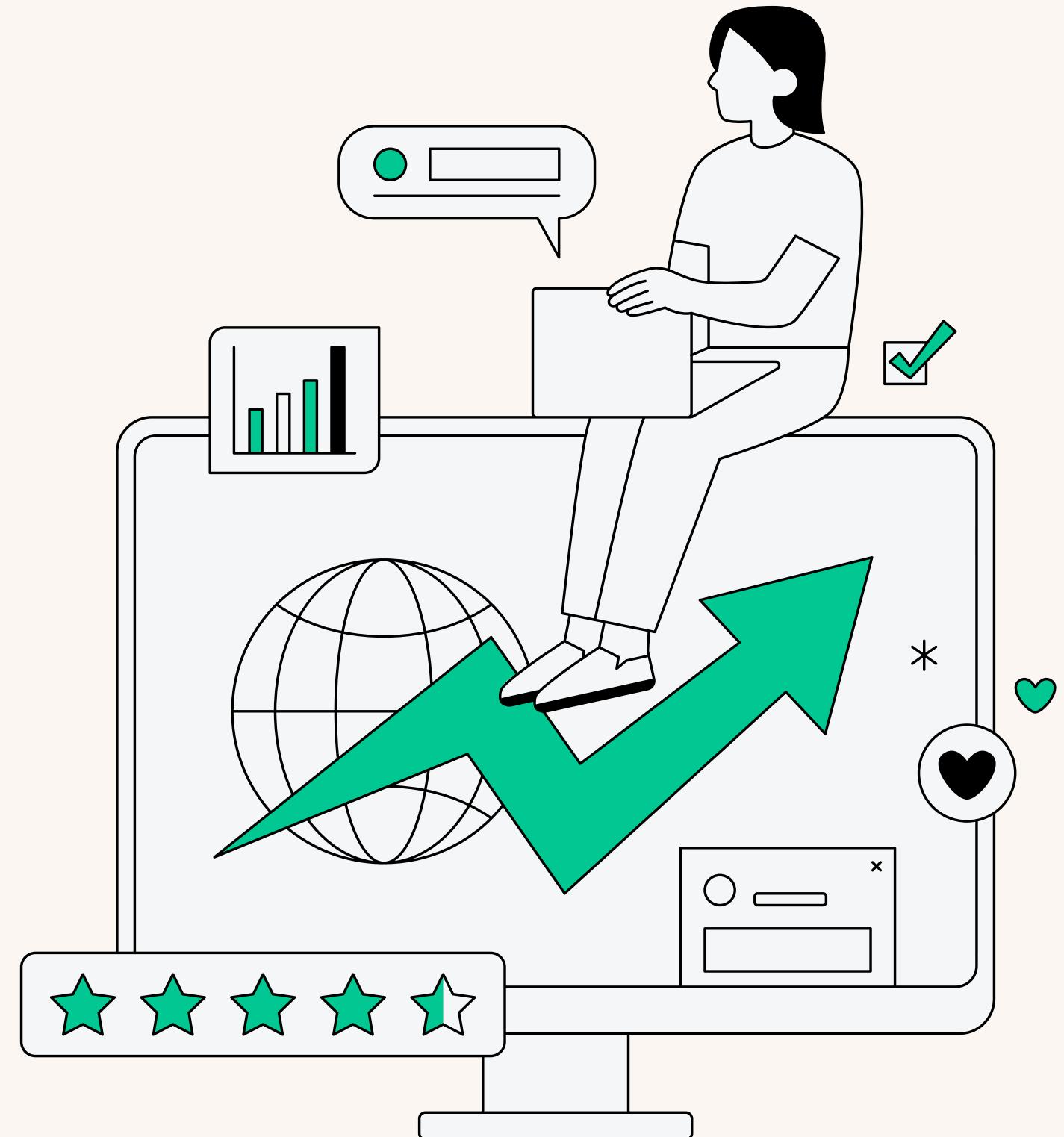


Codebasic's Resume Project Challenge 4



Atliq hardwares
Provide Insights to
Management in
Consumer Goods Domain

Presented by: Monica Nalawade

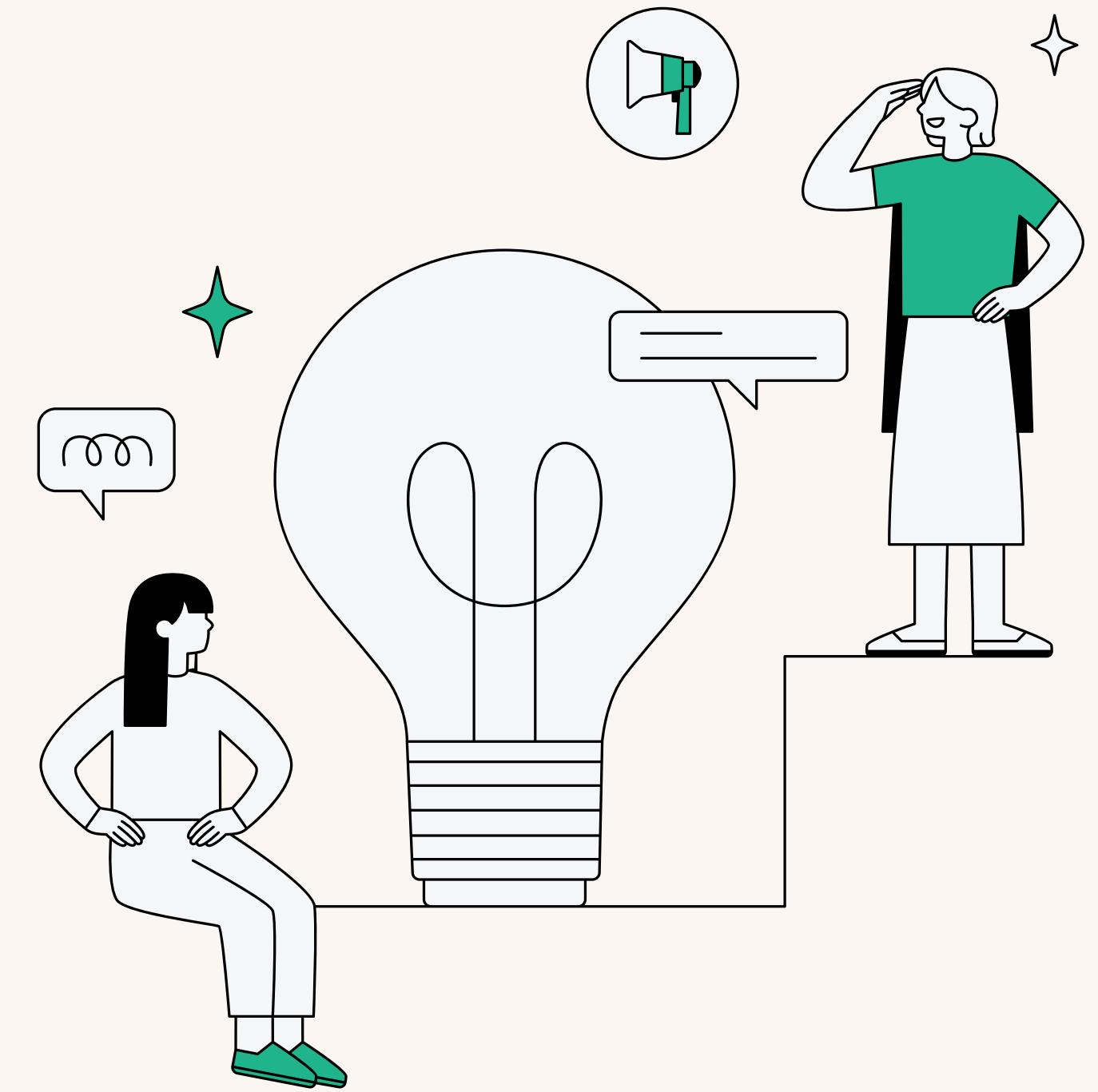


AGENDA

1 BACKGROUND

2 INPUT DATA

**3 Ad-hoc requests,
Queried results,
visualization and Insights**



BACKGROUND

Company

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

Background

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

Data analytics director wanted to hire someone who is good at both tech and soft skills to help them in data driven decision making

BACKGROUND

Task:

There are 10 ad hoc requests for which the business needs insights.

Approach:

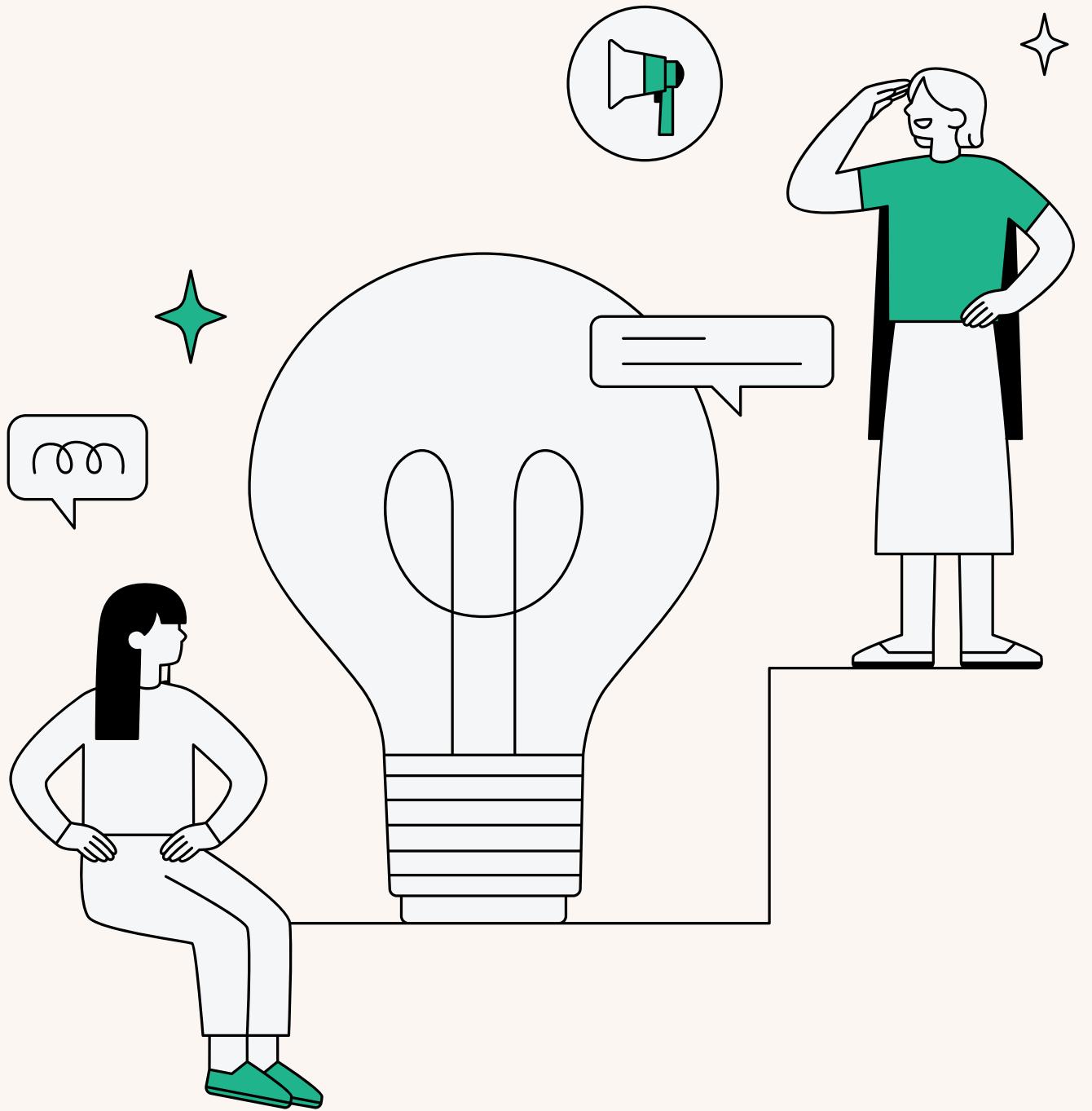
Run SQL queries to answer these questions.

Convert query results into visualization and present it to top-level management.

Let's look into input data



Ad-hoc requests, Queried results, visualization and Insights



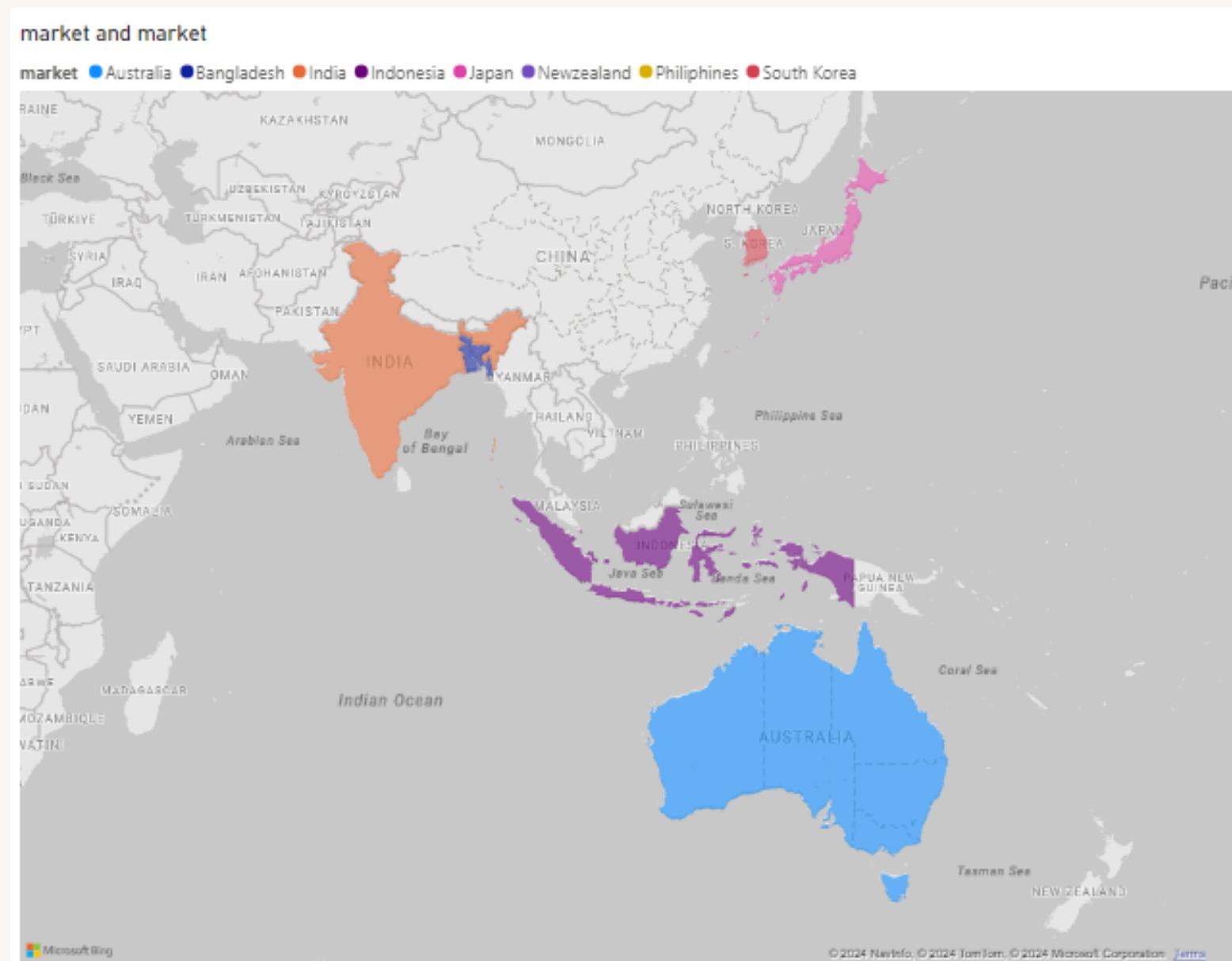
Request 1

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

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

Insights

Atliq exclusive is present in 8 major countries of APAC region.



Request 2

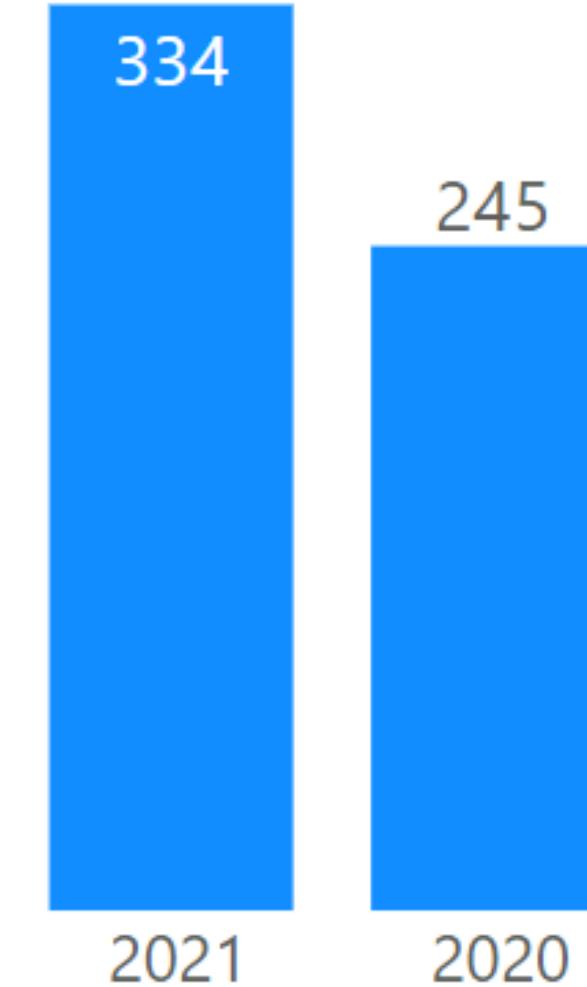
What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique_products_2020 unique_products_2021 percentage_chg.

	unique_products_2020	unique_products_2021	Percentage_change
▶	245	334	36.33

Insights

In 2021 we launched 89 unique products which is 36% rise.

36.32
%



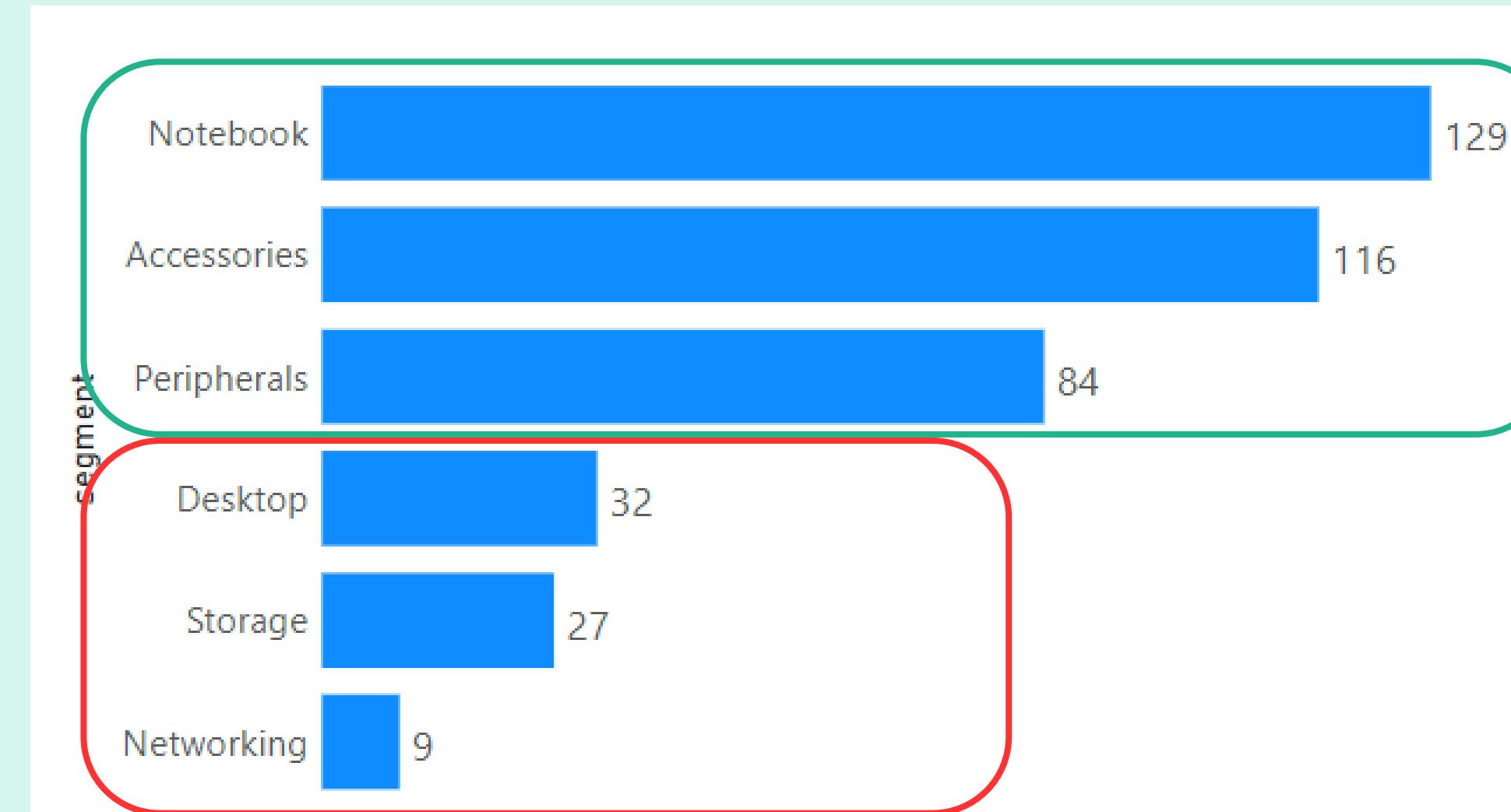
Request 3

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

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

Insights



Segments like Notebook, Accessories and Peripherals have wide range of unique products. But segments like desktop, storage and networking have comparatively less variety of products. it shows space for growth

Request 4

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

The final output contains:

segment

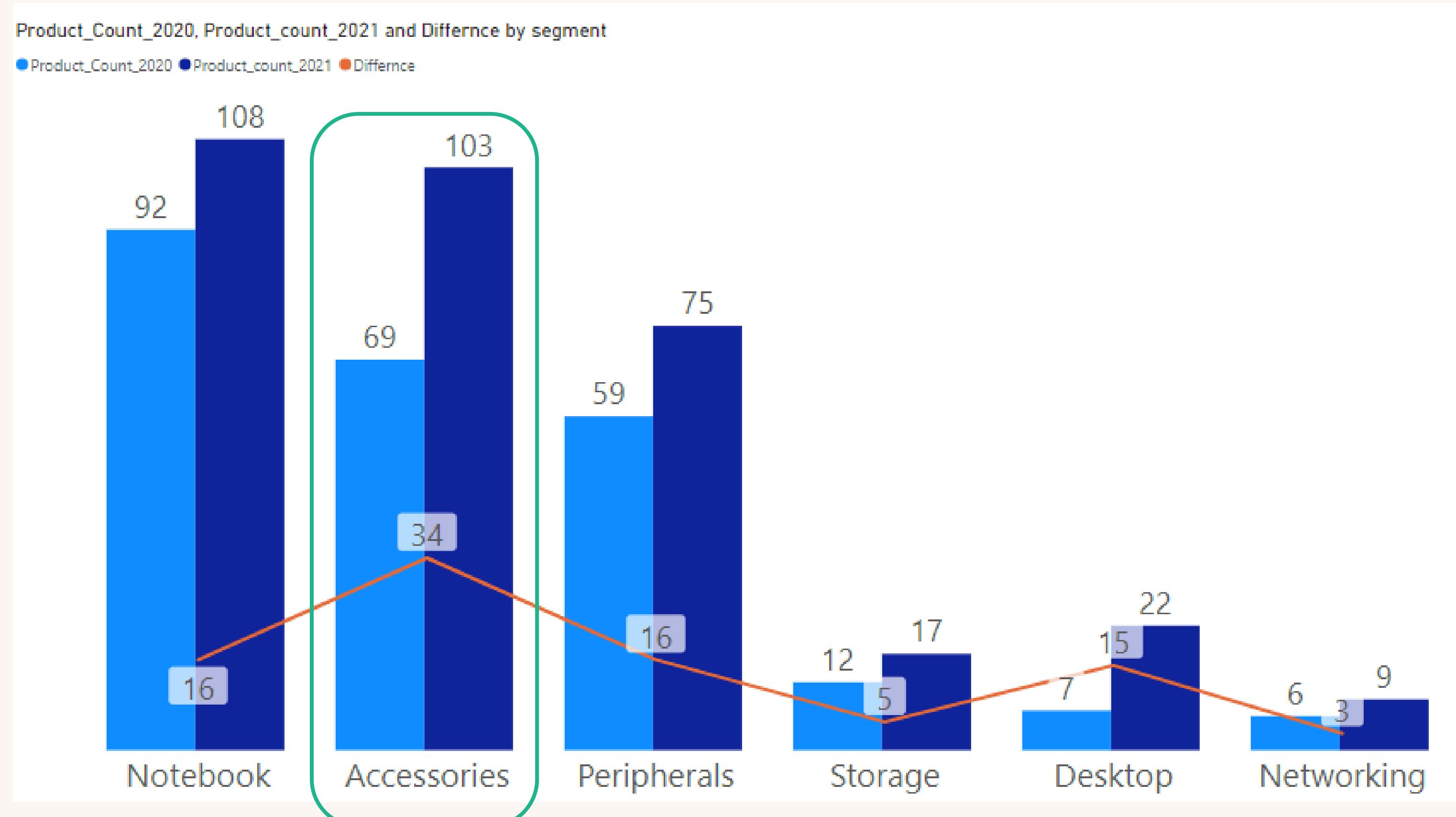
product_count_2020

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

Insights



Request 5

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

The final output should contain:

`product_code`

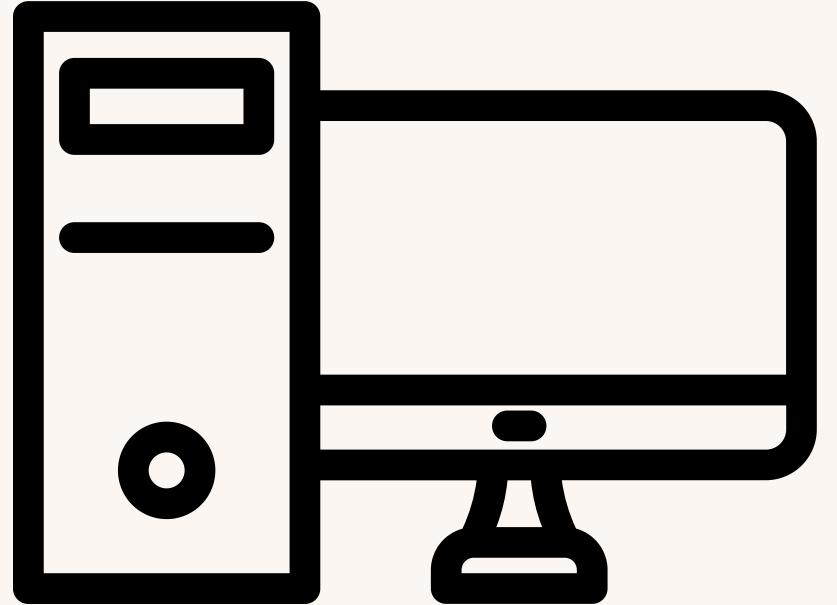
`product`

`manufacturing_cost`

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

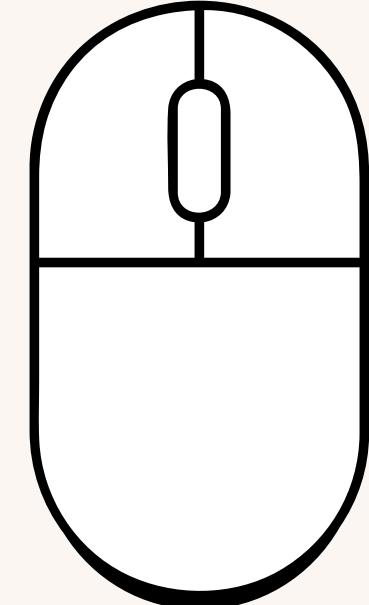
Insights

\$ 240.53



AQ HOME Allin1 Gen 2

\$ 0.89



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 :

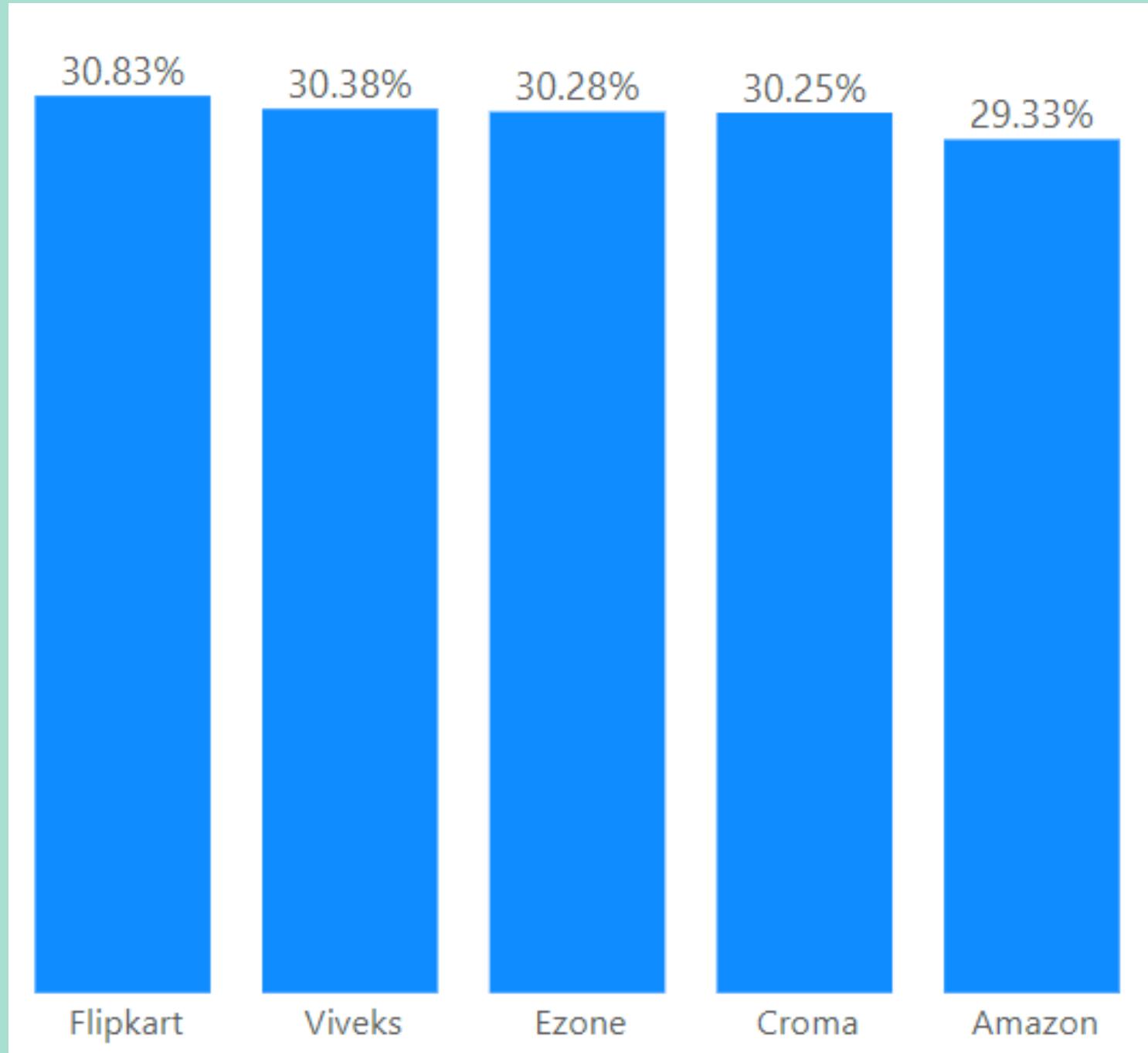
`customer_code`

`customer`

`average_discount_percentage`

	<code>customer_code</code>	<code>customer</code>	<code>AVG_Pre_Invoice_Disc_Perc</code>
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933

Insights



**All 5 customers have almost same pre invoice discounts.
Flipkart got highest pre invoice discounts.**

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:

Month

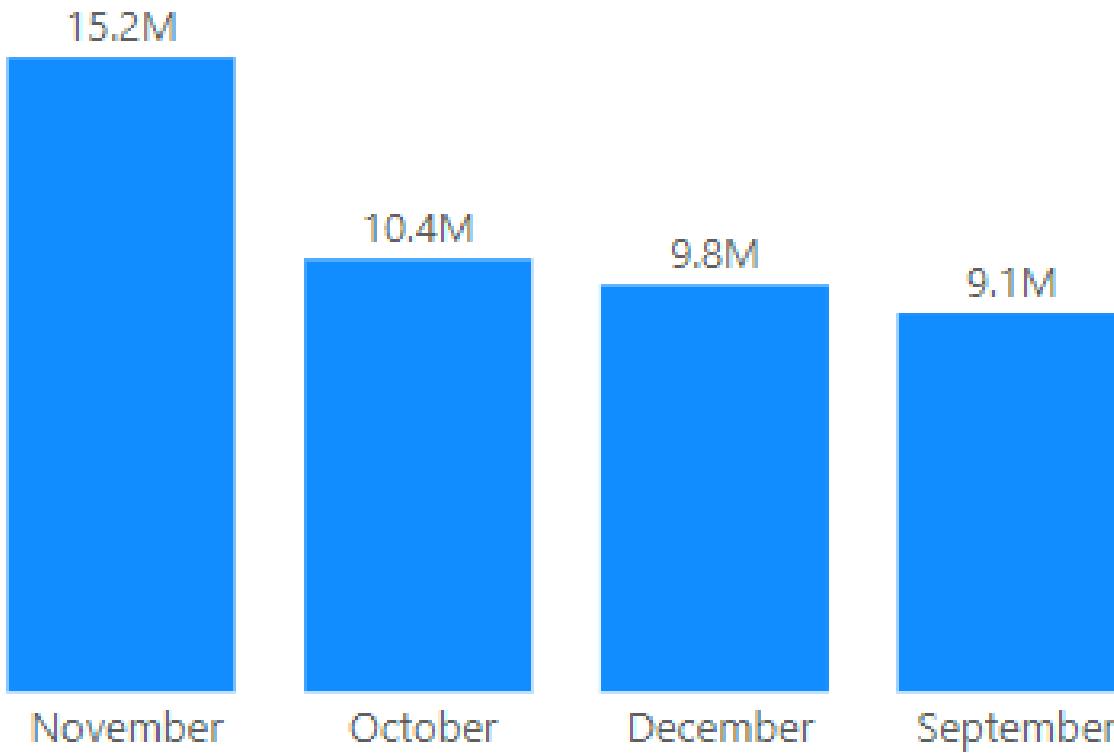
Year

Gross sales Amount

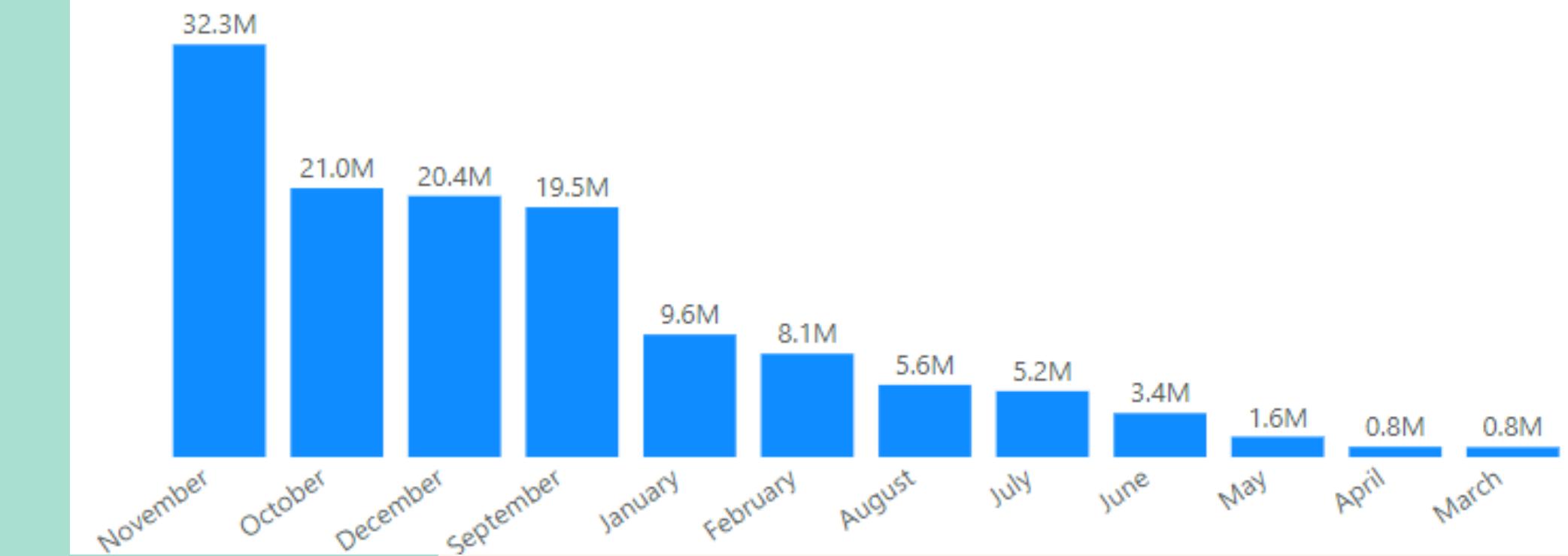
	Year	Month	Gross_Sale
▶	2019	December	9.76M
	2019	November	15.23M
	2019	October	10.38M
	2019	September	9.09M
	2020	April	0.80M
	2020	August	5.64M
	2020	December	20.41M
	2020	February	8.08M
	2020	January	9.58M
	2020	July	5.15M
	2020	June	3.43M
	2020	March	0.77M
	2020	May	1.59M
	2020	November	32.25M
	2020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

Insights

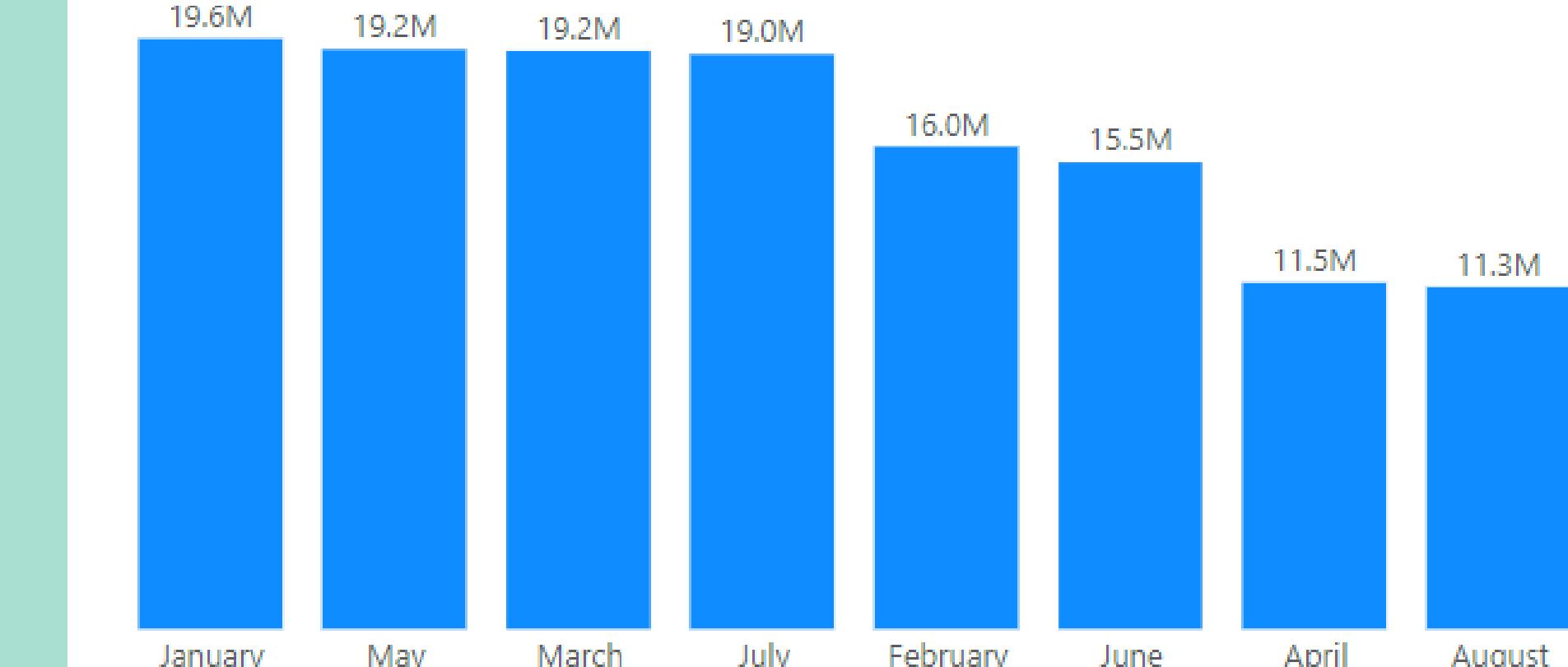
2019



2020



2021

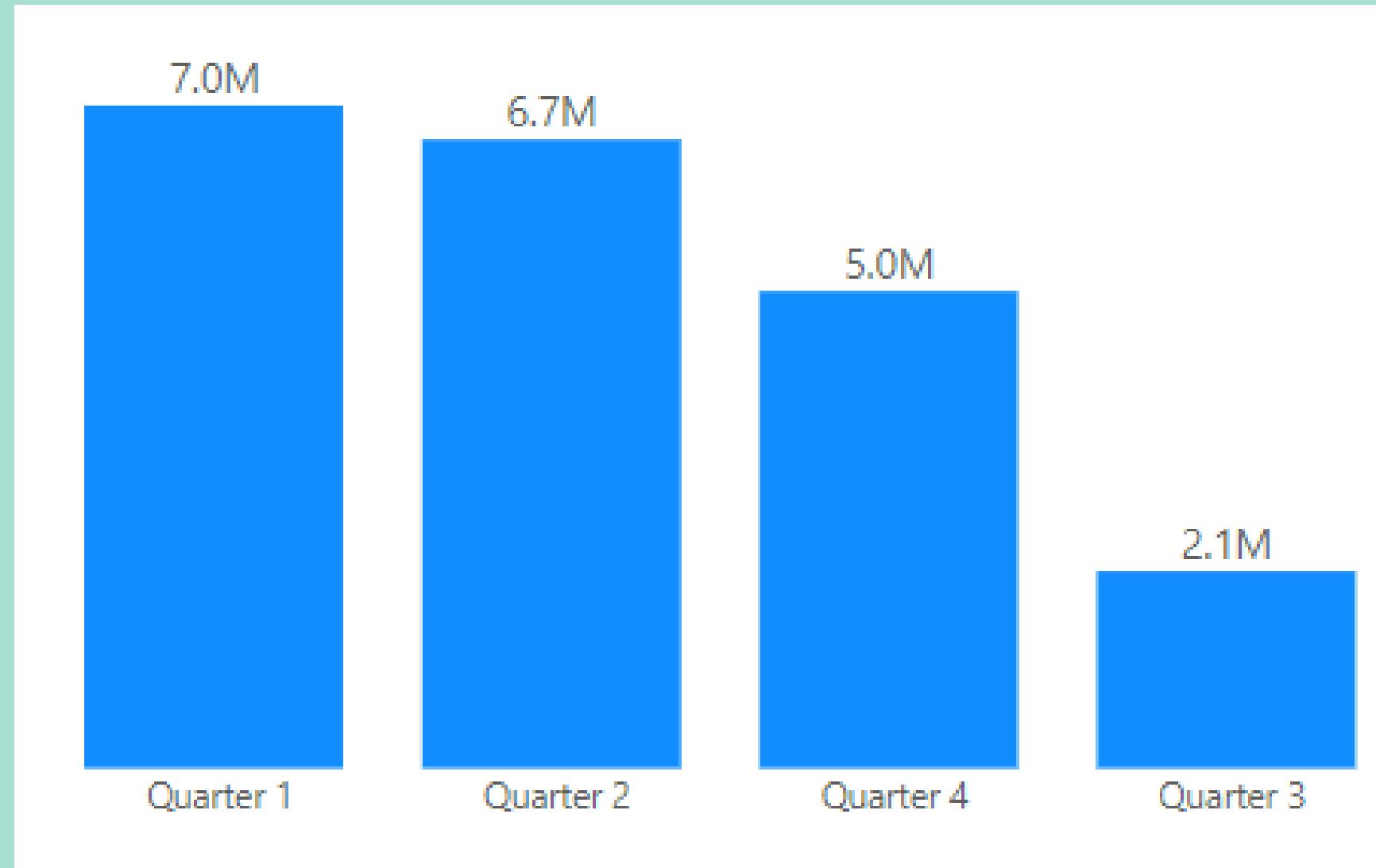


Request 8

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

	Quarters	Total_Sold_Quantity
▶	Quarter 1	7.01 M
	Quarter 2	6.65 M
	Quarter 4	5.04 M
	Quarter 3	2.08 M

Insights



For year 2020 Quarter 1 have highest sold quantity

Request 9

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

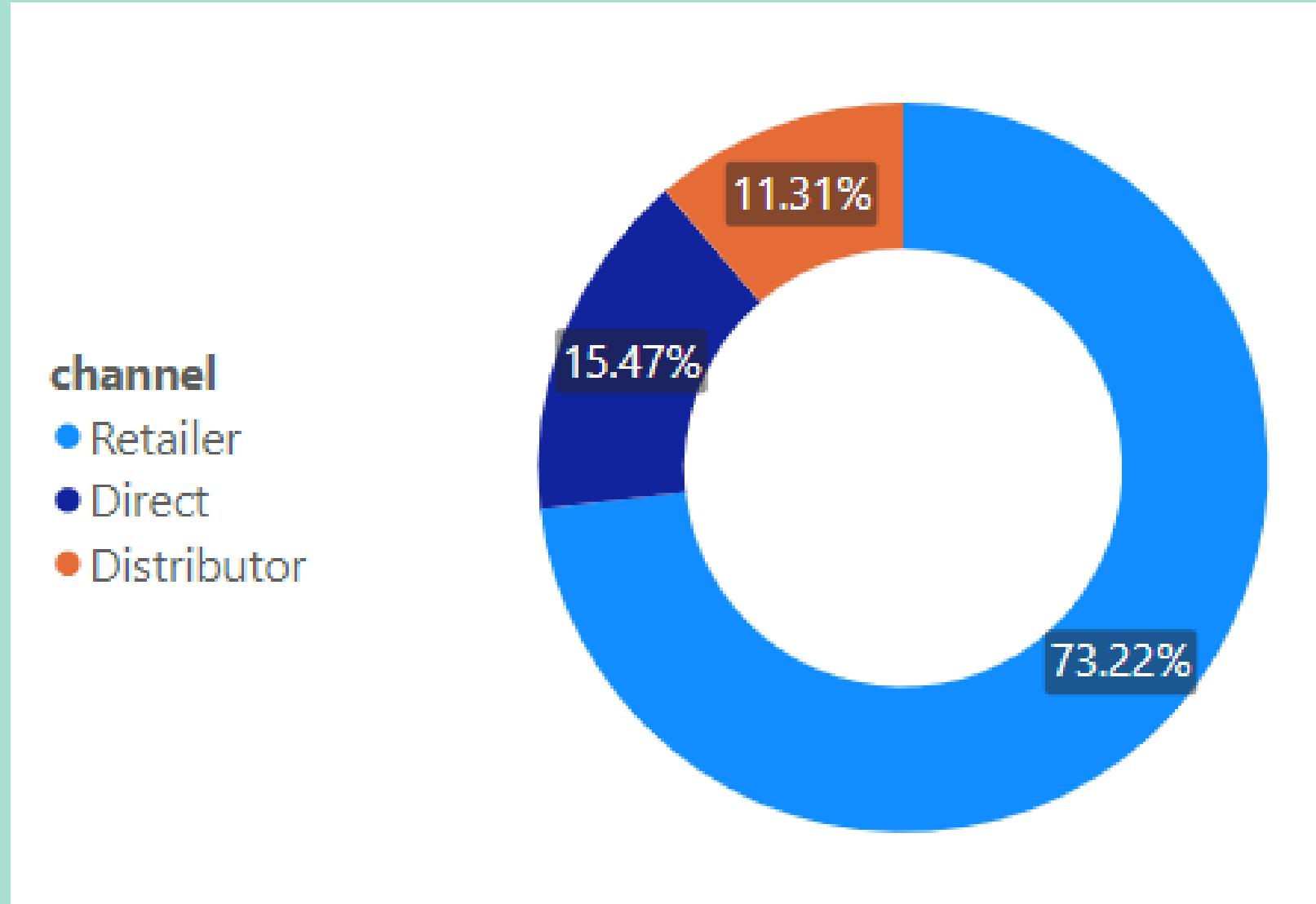
The final output contains :

channel

gross_sales_mln percentage

channel	Total_Sale_Millions	Percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31

Insights



Retailer channel brought maximum gross sales(73%).
Direct and distributor channel have very less share as compared retailor channel.

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 :

division

product_code

product

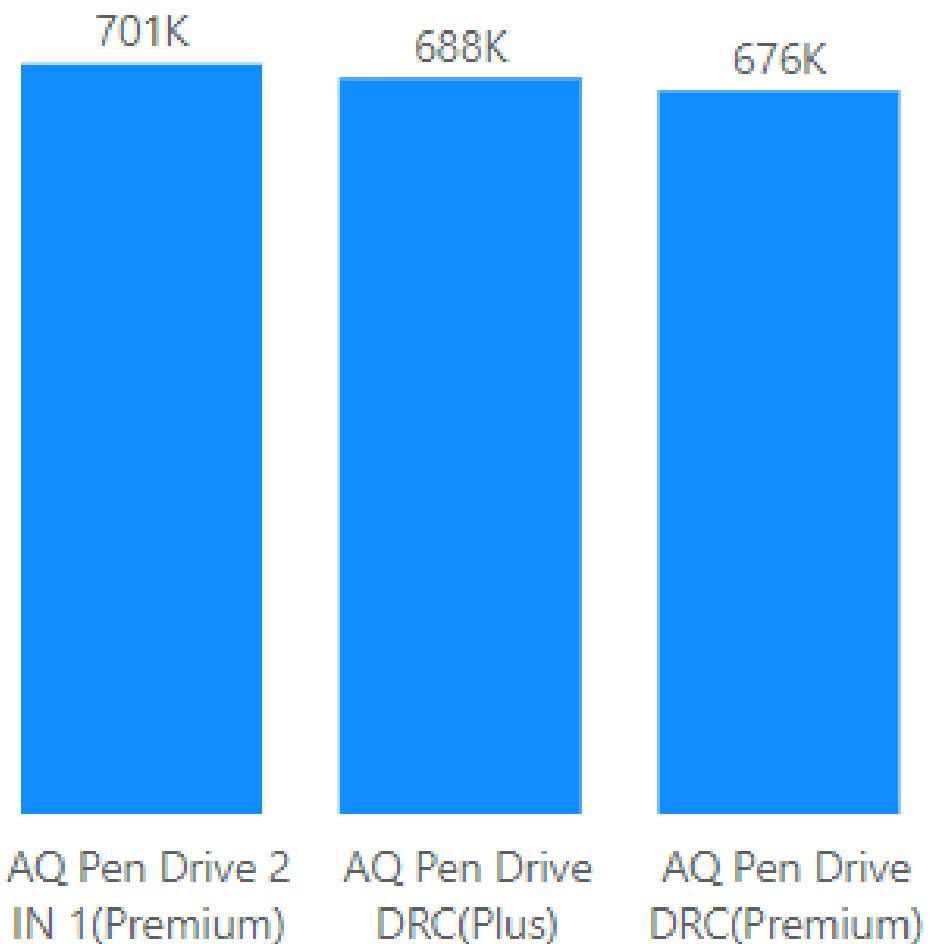
total_sold_quantity

rank_order

division	product_code	Product	Total_sold	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

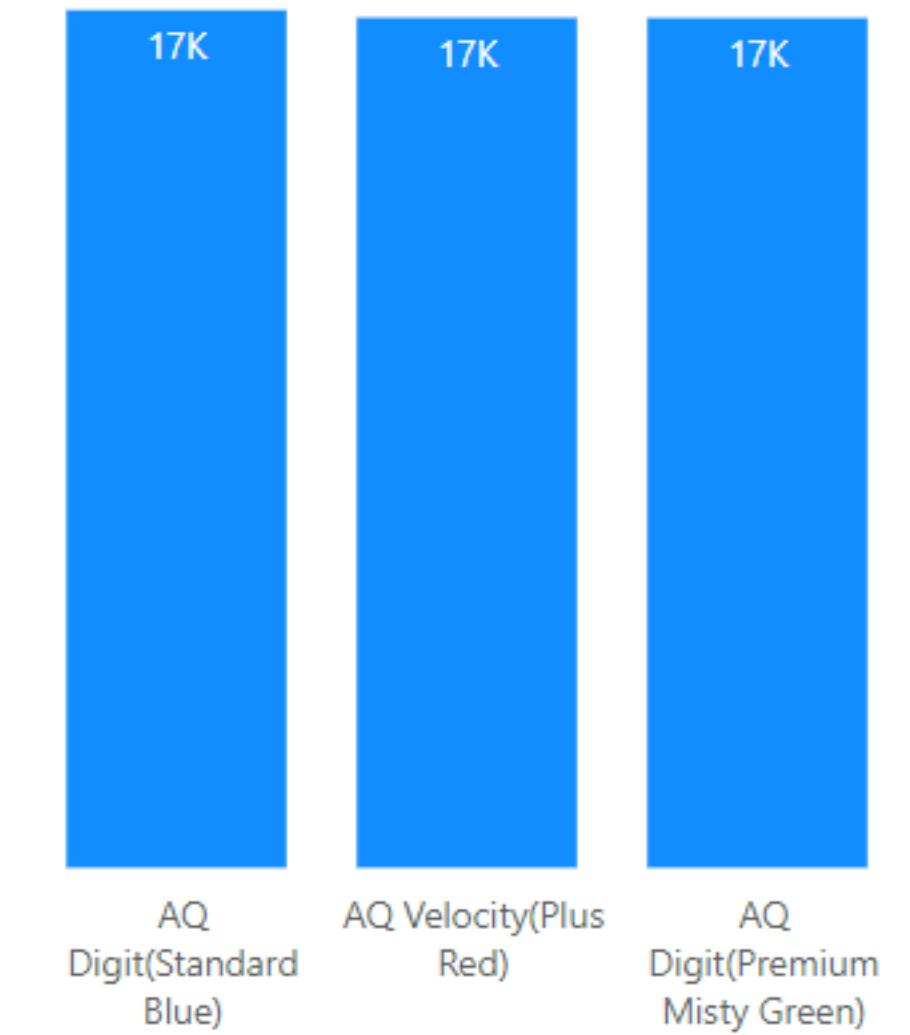
N&S



P & A



PC



Pen drive

mouse

personal laptops

Thank
you very
much!

