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About AtliQ Hardware and its Business Model

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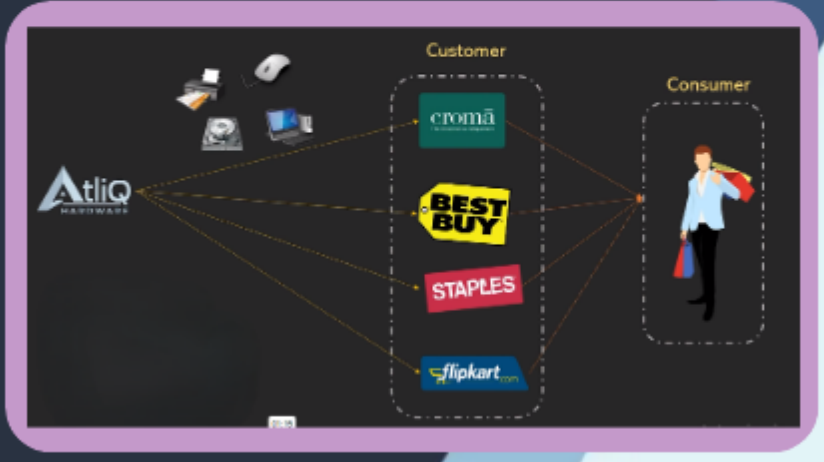
AtliQ Hardware is a distinguished global leader in electronics manufacturing, specializing in the production and distribution of an extensive range of high-quality hardware products. Our offerings include personal computers, printers, mice, and a variety of other computer peripherals, serving the diverse needs of customers worldwide.



Problem Statement and Project Overview

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Problem Statement

AtliQ Hardware is currently facing performance challenges due to the increasing size and complexity of its Excel files. To address this, the company has formed a dedicated team of data analysts to leverage MySQL for extracting valuable insights and enhancing operational efficiency.

Project Overview

The scope of this project entails conducting an in-depth analysis of the dataset provided by AtliQ Hardware. The primary goal is to derive actionable insights regarding sales performance, market dynamics, customer behavior, and to forecast supply chain trends.

Generate a report detailing the individual product sales for Croma India customer throughout the fiscal year 2021

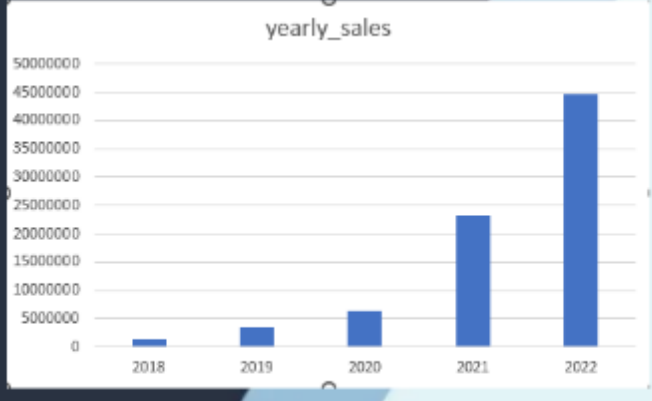
```sql
SELECT
    s.date, s.product_code, p.product, p.variant, s.sold_quantity,
    g.gross_price, ROUND(s.sold_quantity*g.gross_price,2) as gross_price_total
    FROM fact_sales_monthly s
    JOIN dim_product p
            ON s.product_code=p.product_code
    JOIN fact_gross_price g
            ON g.fiscal_year=get_fiscal_year(s.date)
        AND g.product_code=s.product_code
    WHERE
            customer_code=90002002 AND
            get_fiscal_year(s.date)=2021
    order by s.date asc
```

date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
2020-09-01	A0118150101	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Standard	202	19.0573	3849.57
2020-09-01	A0118150102	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Plus	162	21.4565	3475.95
2020-09-01	A0118150103	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Premium	193	21.7795	4203.44
2020-09-01	A0118150104	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 R...	Premium Plus	146	22.9729	3354.04
2020-09-01	A0219150201	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Standard	149	23.6987	3531.11
2020-09-01	A0219150202	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Plus	107	24.7312	2646.24
2020-09-01	A0220150203	AQ WereWolf NAS Internal Hard Drive HDD – 8....	Premium	123	23.6154	2904.69
2020-09-01	A0320150301	AQ Zion Saga	Standard	146	23.7223	3463.46
2020-09-01	A0321150302	AQ Zion Saga	Plus	236	27.1027	6396.24
2020-09-01	A0321150303	AQ Zion Saga	Premium	137	28.0059	3836.81
2020-09-01	A0418150103	AQ Mforce Gen X	Standard 3	23	19.5235	449.04
2020-09-01	A0418150104	AQ Mforce Gen X	Plus 1	82	19.9239	1633.76
2020-09-01	A0418150105	AQ Mforce Gen X	Plus 2	86	20.0766	1726.59
2020-09-01	A0418150106	AQ Mforce Gen X	Plus 3	48	19.9365	956.95
2020-09-01	A0519150201	AQ Mforce Gen Y	Standard 1	138	22.3984	3090.98
2020-09-01	A0519150202	AQ Mforce Gen Y	Standard 2	72	24.9298	1794.95

Generate a yearly report for Croma India where there are two columns 1. Fiscal Year 2. Total Gross Sales amount In that year from Croma

```sql
select
    get_fiscal_year(date) as fiscal_year,
    sum(round(sold_quantity*g.gross_price,2)) as yearly_sales
    from fact_sales_monthly s
    join fact_gross_price g
    on
        g.fiscal_year=get_fiscal_year(s.date) and
        g.product_code=s.product_code
    where
        customer_code=90002002
    group by get_fiscal_year(date)
    order by fiscal_year;
```

fiscal_year	yearly_sales
2018	1324097.48
2019	3555079.19
2020	6502182.12
2021	23216512.73
2022	44638199.11



Generate a report getting top 5 markets by net sales in fiscal year 2021

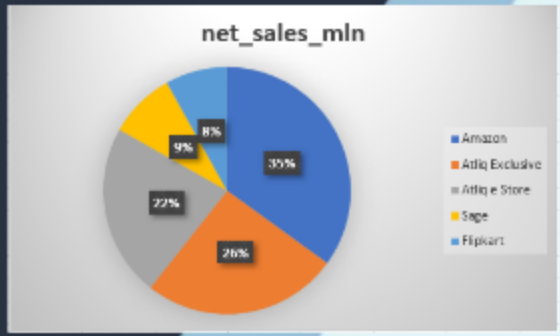
```sql
SELECT
        market,
        round(sum(net_sales)/1000000,2) as net_sales_mln
    FROM gdb0041.net_sales
    where fiscal_year=2021
    group by market
    order by net_sales_mln desc
    limit 5;
```

market	net_sales_mln
India	210.67
USA	132.05
South Korea	64.01
Canada	45.89
United Kingdom	44.73

Generate a report getting top 5 customers by Net Sales in fiscal year 2021

```sql
SELECT
 c.customer, round(sum(net_sales)/1000000,2) as net_sales_mln
 FROM gdb0041.net_sales n
 JOIN dim_customer c
 ON n.customer_code= c.customer_code
 WHERE fiscal_year = 2021
 GROUP BY c.customer
 ORDER BY net_sales_mln desc
 LIMIT 5;
```

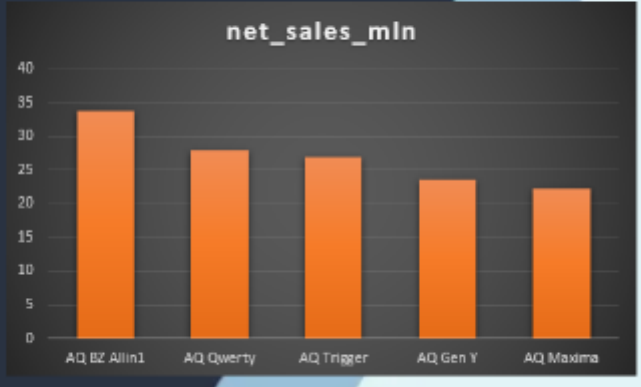
customer	net_sales_mln
Amazon	109.03
Atliq Exclusive	79.92
Atliq e Store	70.31
Sage	27.07
Flipkart	25.25



Generate a report getting top 5 Products by Net Sales in fiscal year 2021

```sql
SELECT
p.product, round(sum(net_sales)/1000000,2) as net_sales_mln
 FROM gdb0041.net_sales n
 JOIN dim_product p
 ON n.product_code= p.product_code
 WHERE fiscal_year = 2021
 GROUP BY p.product
 ORDER BY net_sales_mln desc
 LIMIT 5;
```

product	net_sales_mln
AQ BZ Allin1	33.75
AQ Qwerty	27.84
AQ Trigger	26.95
AQ Gen Y	23.58
AQ Maxima	22.32



Generate a Net Sales% report of customers in different region

```sql
WITH cte1 as(
SELECT
 c.customer,
 c.region ,
 round(sum(net_sales)/1000000,2) as net_sales_mln
 FROM net_sales s
 JOIN dim_customer c
 ON s.customer_code= c.customer_code
 WHERE s.fiscal_year = 2021
 GROUP BY c.customer, c.region )

 SELECT *,
round(net_sales_mln*100/sum(net_sales_mln) over (partition by region),2) as pct_share_region
 FROM cte1
 ORDER BY region, net_sales_mln desc
```

customer	region	net_sales_mln	pct_share_region
Amazon	APAC	57.41	12.99
Atliq Exclusive	APAC	51.58	11.67
Atliq e Store	APAC	36.97	8.36
Leader	APAC	24.52	5.55
Sage	APAC	22.85	5.17
Neptune	APAC	21.01	4.75
Electricalsocity	APAC	16.25	3.68
Propel	APAC	14.14	3.20
Synthetic	APAC	14.14	3.20
Flipkart	APAC	12.96	2.93
Novus	APAC	12.91	2.92
Expression	APAC	12.90	2.92
Girias	APAC	11.30	2.56
Vijay Sales	APAC	11.27	2.55
Ebay	APAC	11.14	2.52
Reliance Digital	APAC	11.10	2.51
Electricalslytical	APAC	11.08	2.51
Lotus	APAC	10.53	2.38
Ezone	APAC	10.30	2.33

Conclusion

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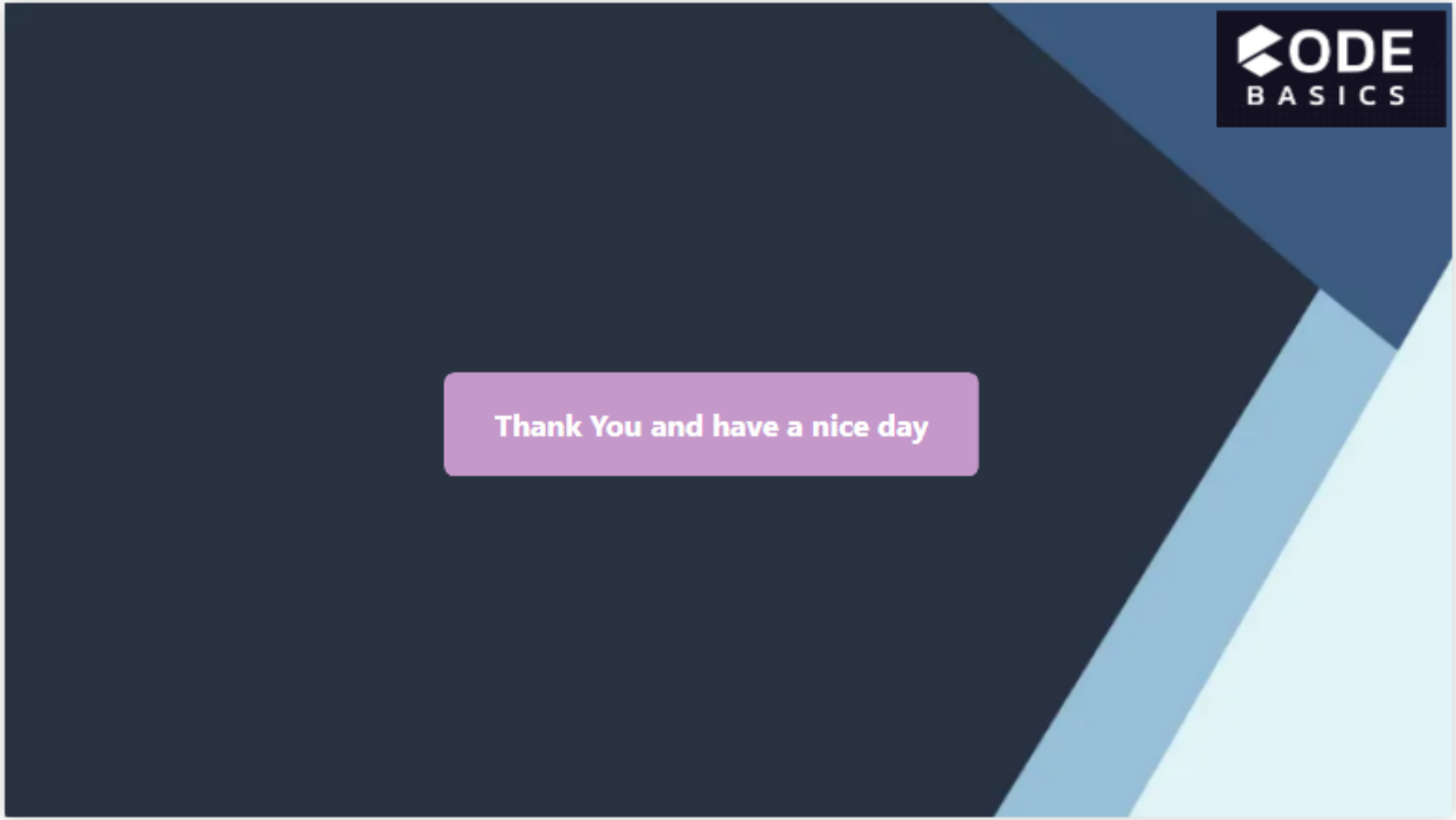
- AtliQ Hardware achieved record sales in 2022.
- India was the largest market in 2021 with sales of $210.67M.
- Amazon generated the highest net sales in 2021 with $109.03M.
- The AQ BZ All-in-One was the top-selling product in 2021 with sales of $33.75M.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Thank You and have a nice day