



**PROVIDE INSIGHTS TO MANAGEMENT IN  
CONSUMER GOODS DOMAIN**

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

Output

	market
▶	Australia
	Bangladesh
	India
	Indonesia
	Japan
	New Zealand
	Philippines
	South Korea

Insights

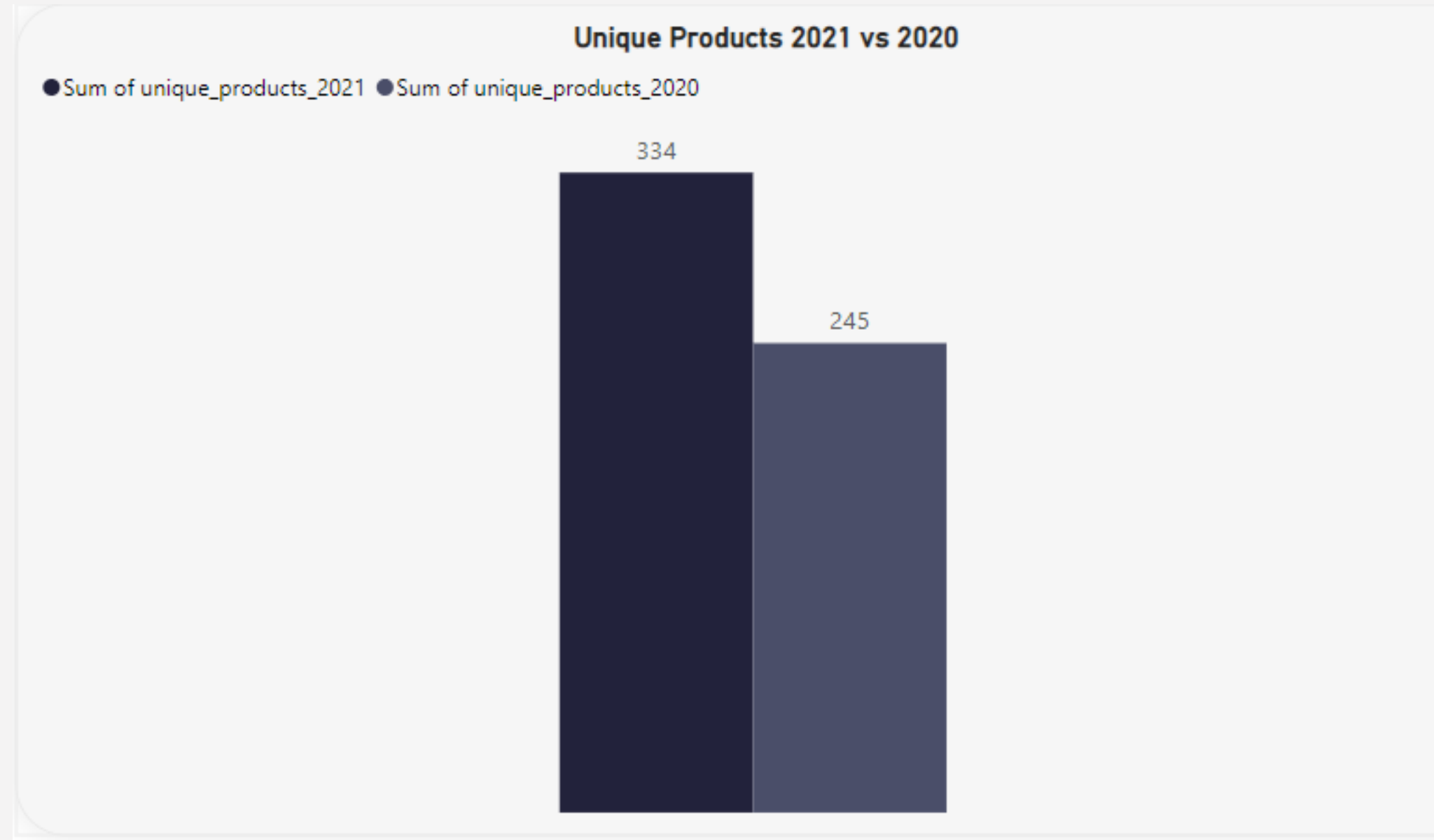
- The customer 'Atliq Exclusive' operates in 3 regions - APAC, EU, NA.
- In APAC region it operates its business in - Australia, Bangladesh, India, Indonesia, Japan, New Zealand, Philippines and South Korea.

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

Output

	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.33%

## Output to visual



## Insights

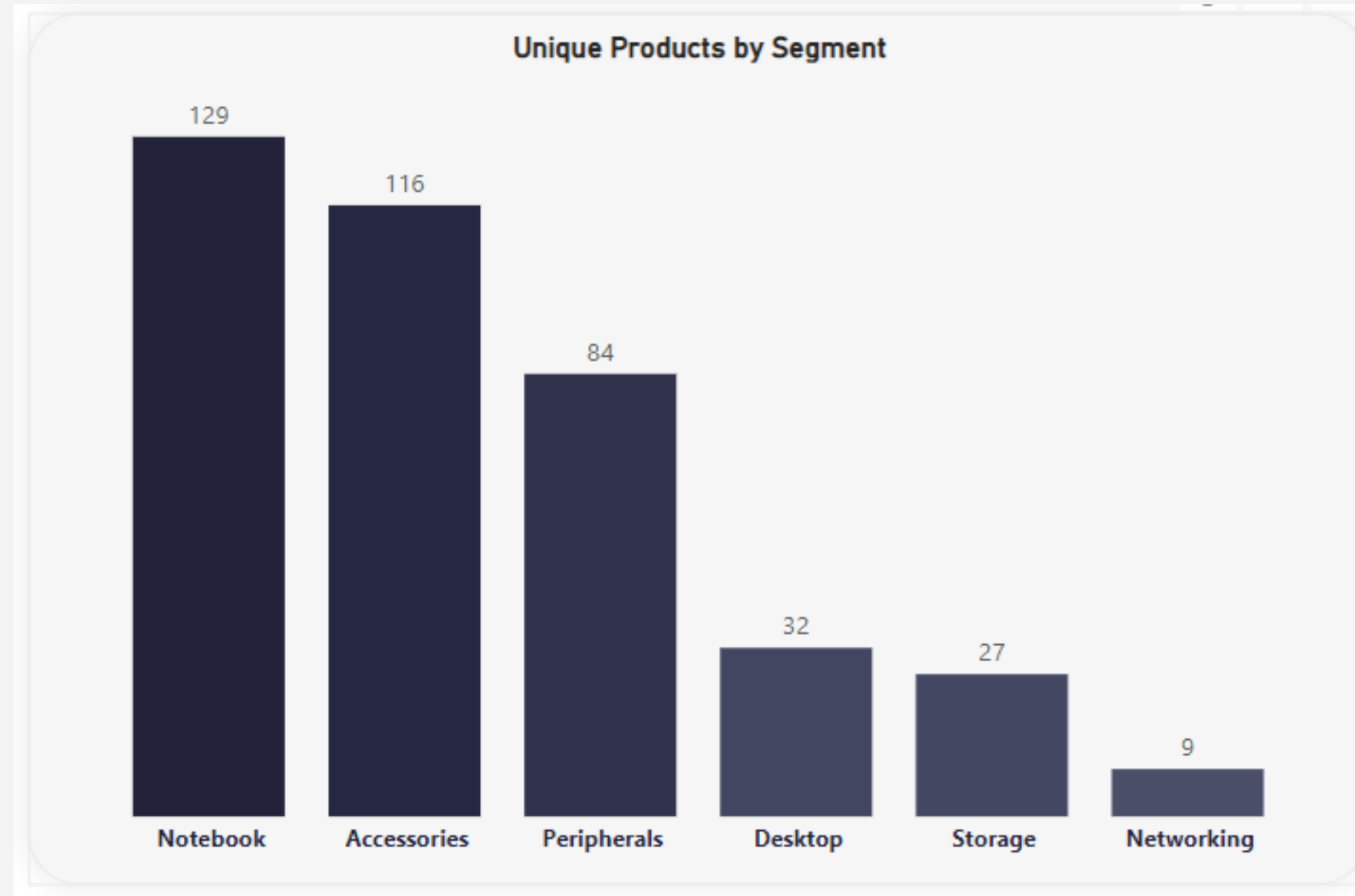
- The percentage of unique product increase in 2021 vs. 2020 is 36.33%.
- 89 unique products were added in 2021.

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

Output

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

## Output to visual



## Insights

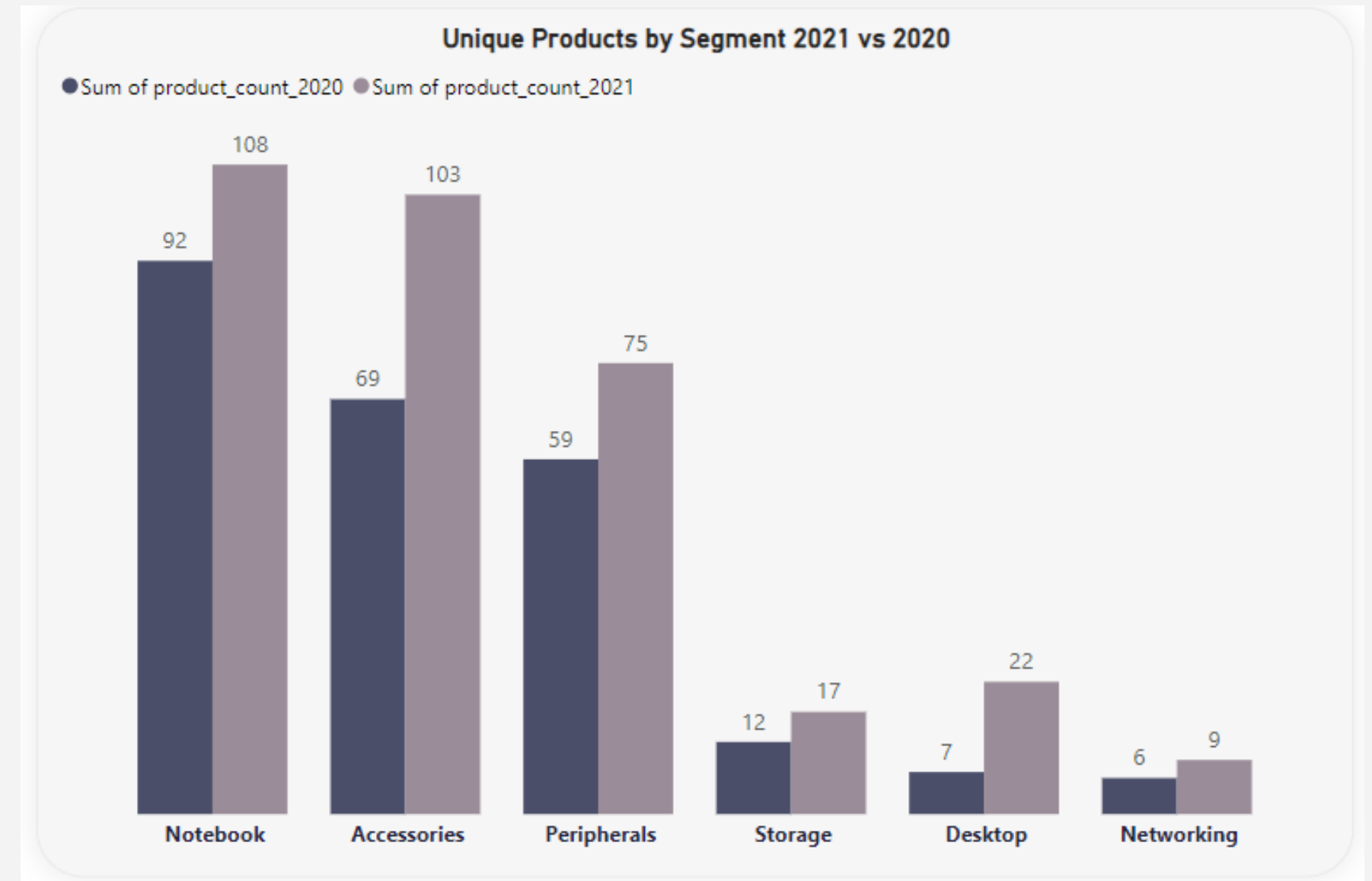
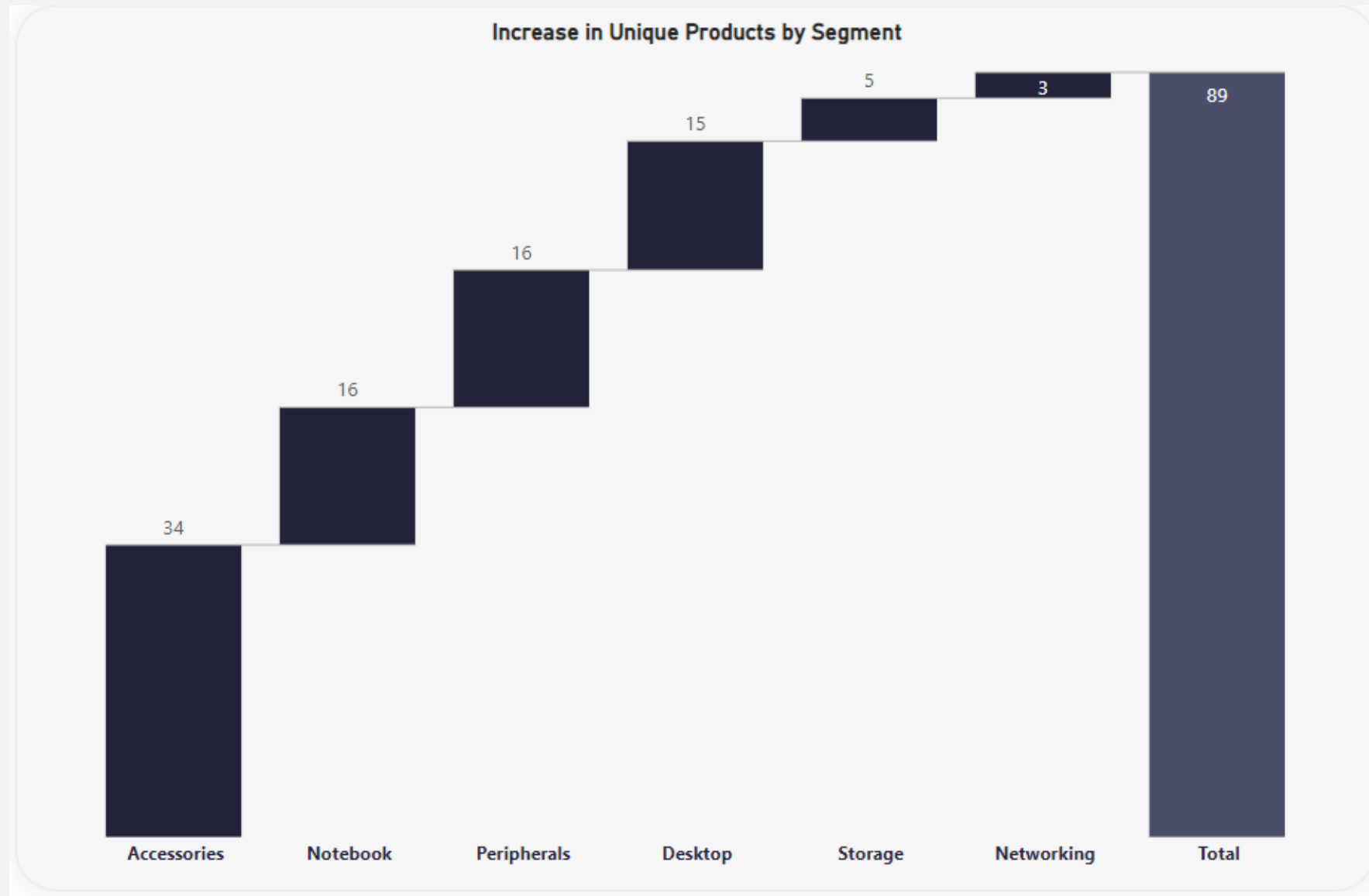
- The products are divided into 6 segments - Notebook, Accessories, Peripherals, Desktop, Storage and Networking.
- Notebook, Accessories and Peripherals are the top 3 segments by unique product count.

4) Follow-up: 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

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

## Output to visual



## Insights

- Overall 89 unique products were added in 2021.
- Accessories segment has the most increase and Networking segment has the least increase in unique products in 2021 vs 2020.



5) Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost

### Output

	Cost	product_code	product	manufacturing_cost
►	Highest	A6120110206	AQ HOME Allin1 Gen 2	240.54
	Lowest	A2118150101	AQ Master wired x1 Ms	0.89

### Insights

- 'AQ HOME Allin1 Gen 2' has highest manufacturing cost and 'AQ Master wired x1 Ms' has lowest manufacturing cost.

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

### Output

	customer_code	customer	average_discount_percentage
▶	90002009	Flipkart	0.31%
	90002006	Viveks	0.30%
	90002003	Ezone	0.30%
	90002002	Croma	0.30%
	90002016	Amazon	0.29%

### Insights

- Top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market are - Flipkart, Viveks, Ezone, Croma, Amazon.

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 these columns:

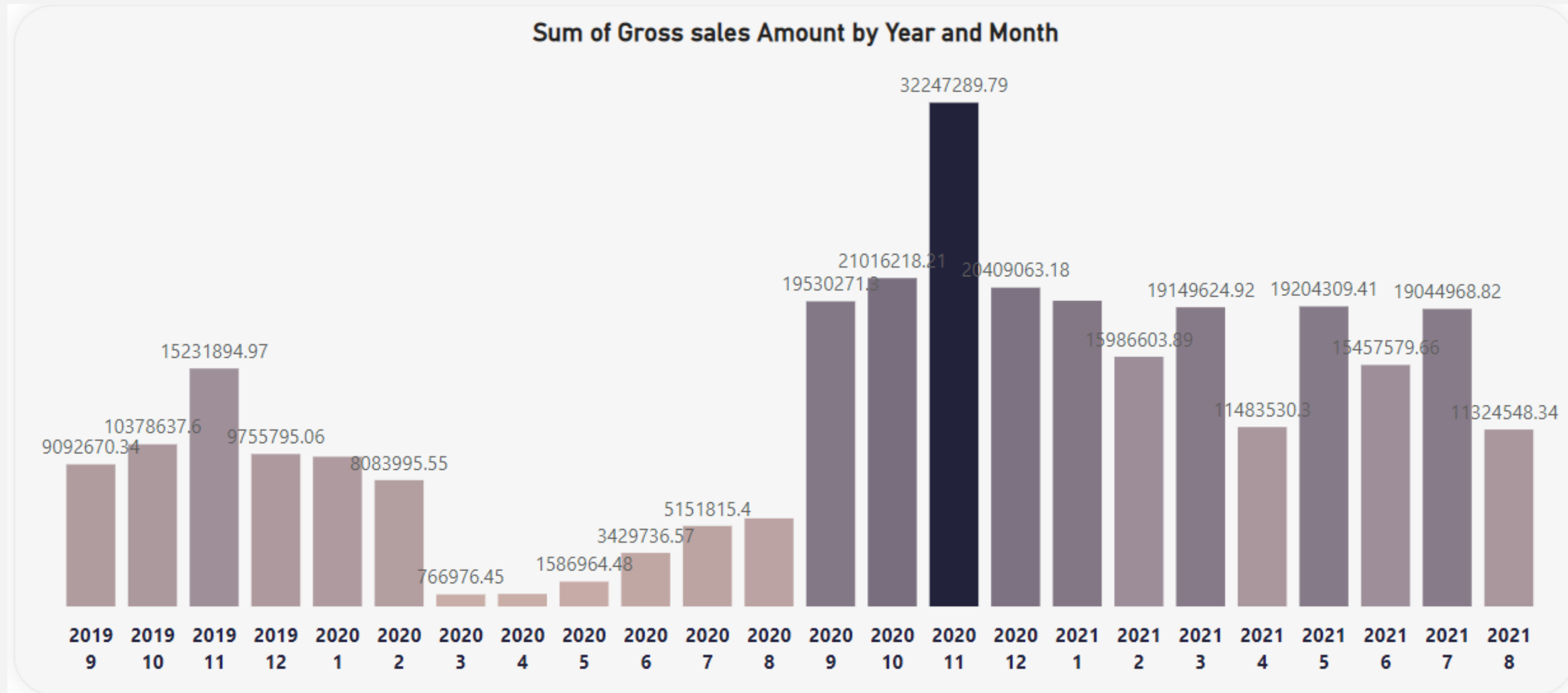
Month Year Gross sales Amount

## Output

	Month	Year	Gross sales Amount
►	1	2020	9584951.94
	1	2021	19570701.71
	2	2020	8083995.55
	2	2021	15986603.89
	3	2020	766976.45
	3	2021	19149624.92
	4	2020	800071.95
	4	2021	11483530.30
	5	2020	1586964.48
	5	2021	19204309.41
	6	2020	3429736.57
	6	2021	15457579.66
	7	2020	5151815.40
	7	2021	19044968.82
	8	2020	5638281.83
	8	2021	11324548.34
	9	2019	9092670.34
	9	2020	19530271.30
	10	2019	10378637.60
	10	2020	21016218.21

11	2019	15231894.97
11	2020	32247289.79
12	2019	9755795.06
12	2020	20409063.18

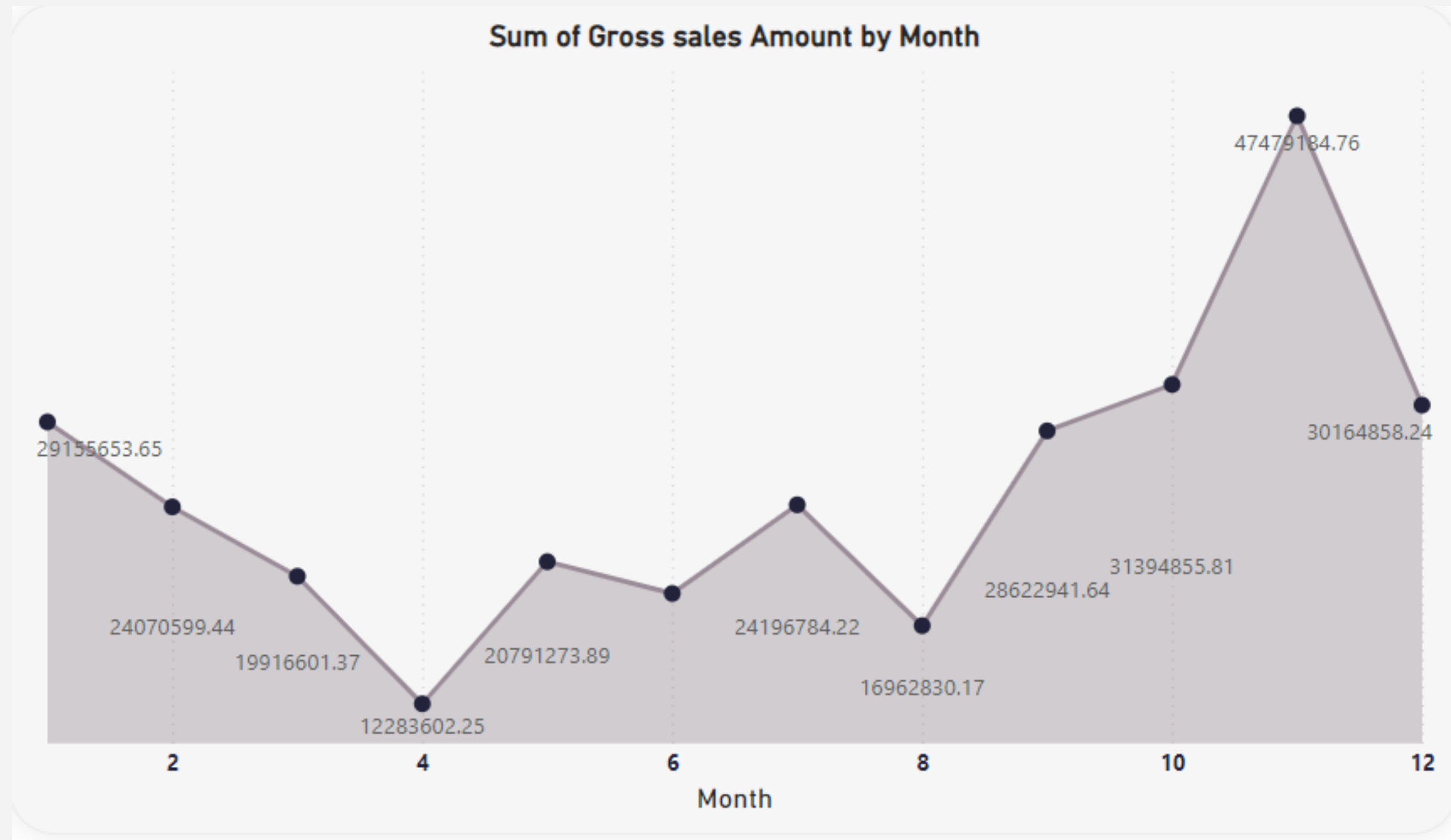
## Output to visual



## Insights

- For the fiscal year, 2020, March was the least performing month and November was the highest performing month.

## Output to visual



## Insights

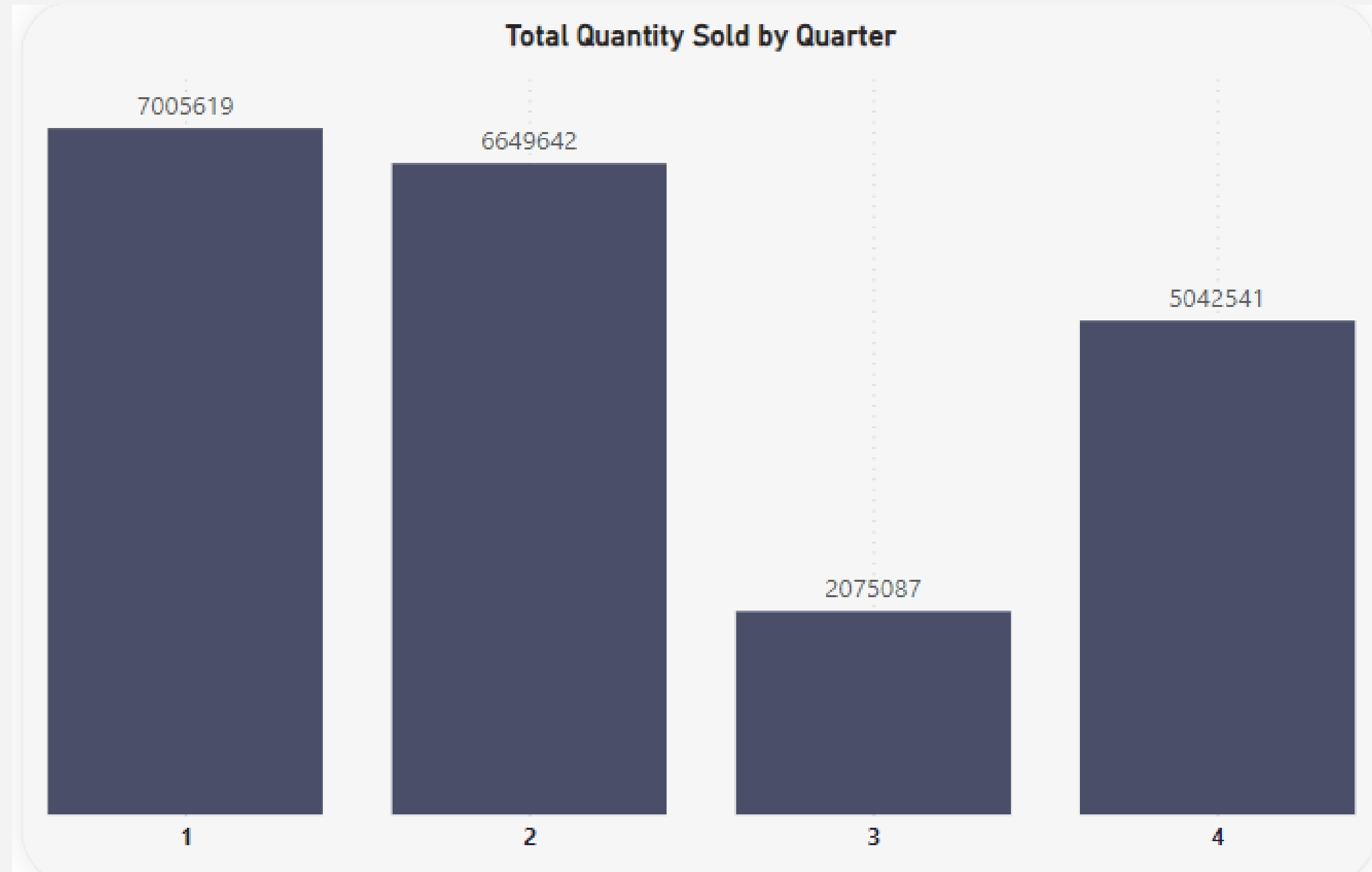
- Overall for 2019, 2020 and 2021, April was the least performing month and November was the highest performing month.

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

Output

	Quarter	total_sold_quantity
▶	1	7005619
	2	6649642
	4	5042541
	3	2075087

## Output to visual



## Insights

- Quarter 1 ('September','October','November') got the maximum total sold quantity.
- Quarter 3 ('March','April','May') got the minimum total sold quantity.

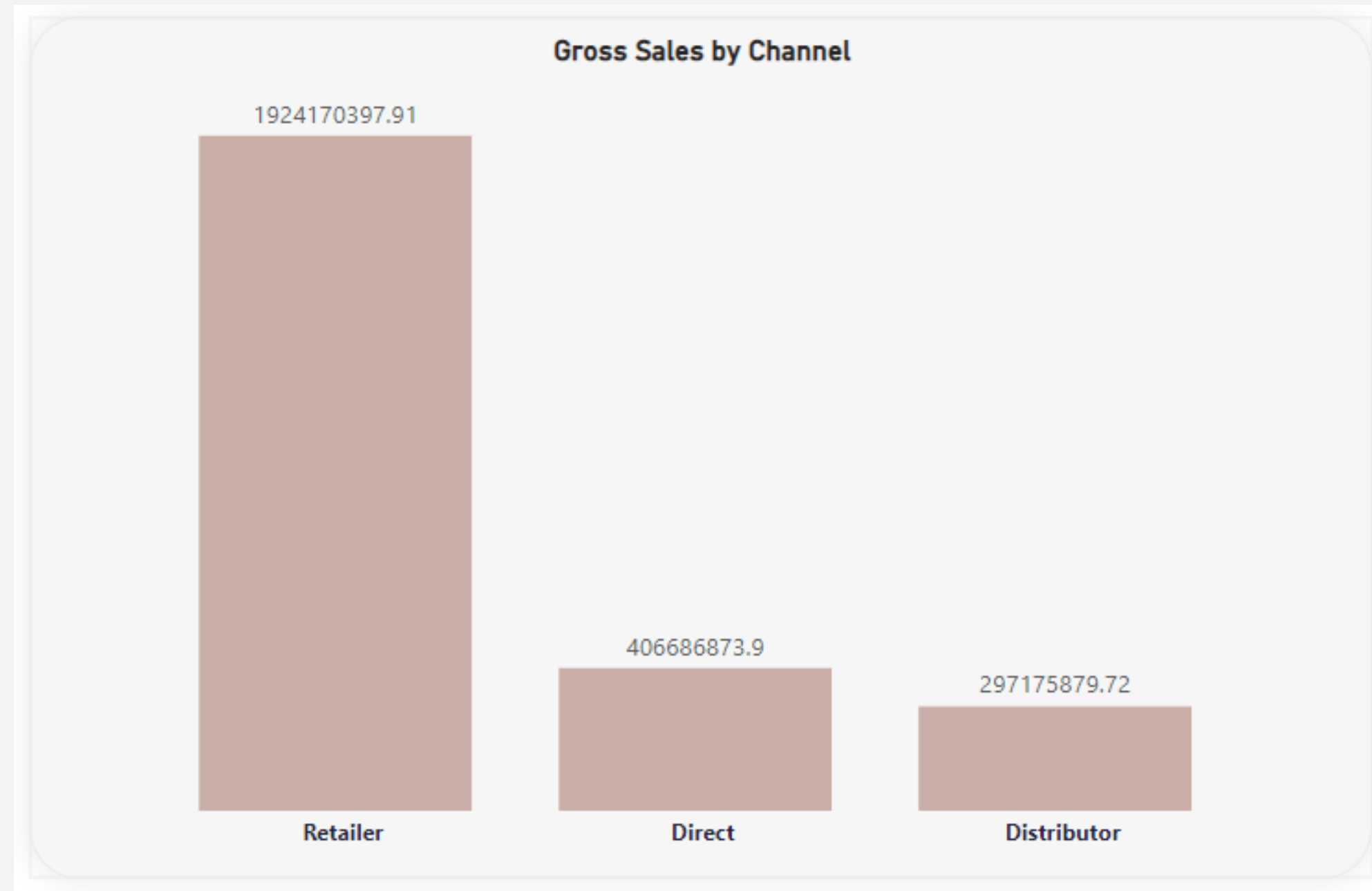
9) Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,  
channel gross\_sales\_mln percentage

Output

	channel	gross_sales_mln	percentage
►	Direct	406686873.90	15.47%
	Distributor	297175879.72	11.31%
	Retailer	1924170397.91	73.22%
	Total	2628033151.53	100.00%



## Output to visual



## Insights

- 'Retailer' channel helped to bring most gross sales i.e, 73.22%, in the fiscal year 2021.

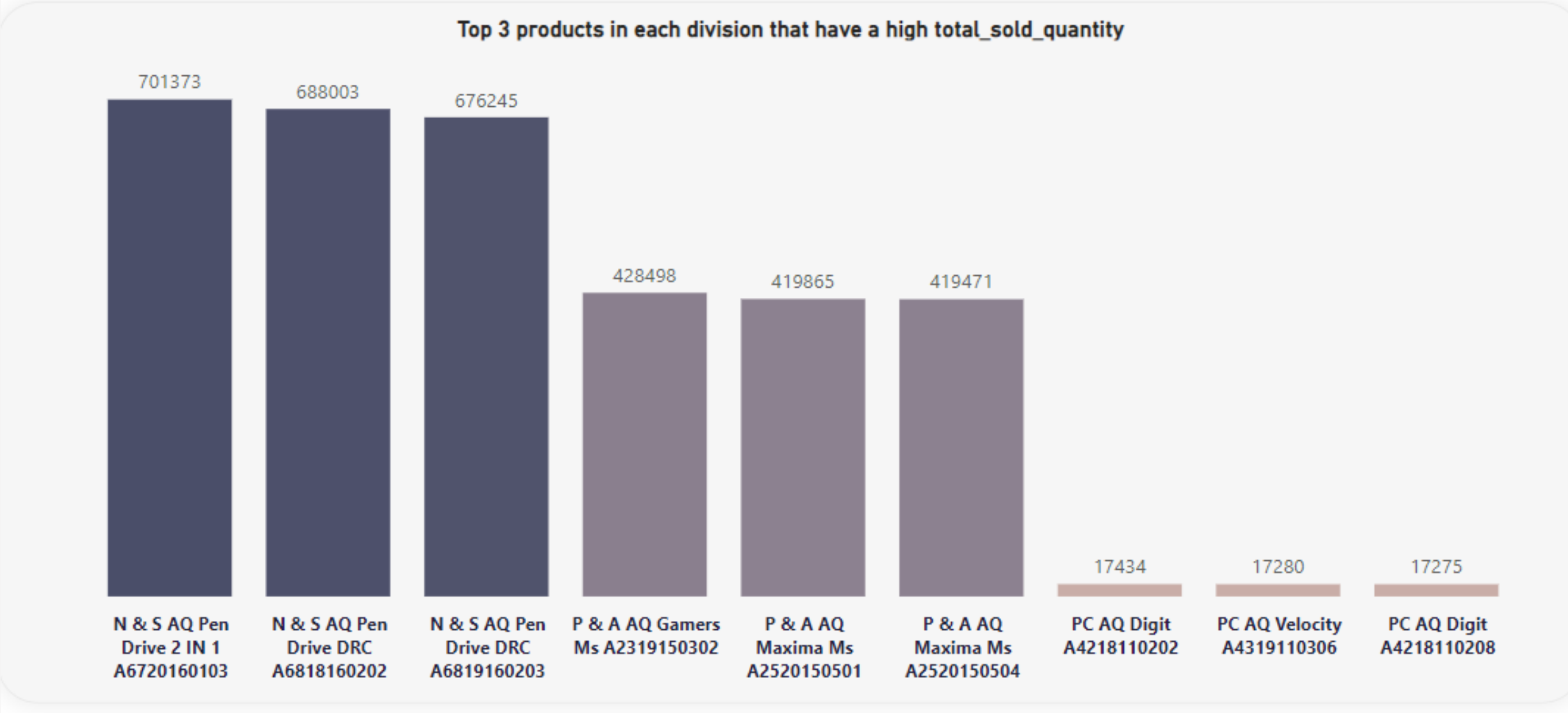
**10) Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields,**

**division product\_code product total\_sold\_quantity rank\_order**

### Output

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

# Output to visual



## Insights

For fiscal year 2021, 'N & S' division have the highest total sold quantity with products 'AQ Pen Drive 2 IN 1', 'AQ Pen Drive DRC' (Plus) and 'AQ Pen Drive DRC' (Premium) being the top 3 products that have a high total sold quantity.

**Thank You!**