



SQL PROJECT

FINANCE AND SUPPLY CHAIN ANALYTICS
AT ATLIQ HARDWARE

Presented To – AtliQ Hardware

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AGENDA



- About Company
- Business Model
- Problem Statement
- Project Overview
- Reports
- Conclusion

About AtliQ and Business Model

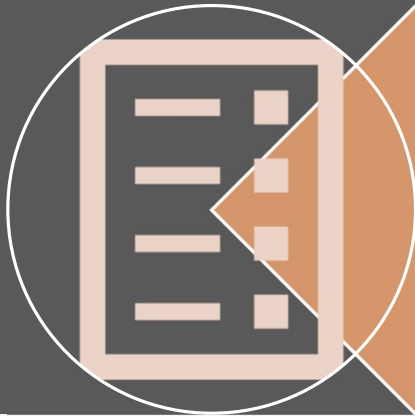
AtliQ Hardware is a global electronics company that manufacture and sell hardware like PC'S, Printers, Mouse and Computer.



Problem Statement & Project Overview



Problem Statement- Company is facing performance issues as the size of excel files has been increased. To solve the issue company has formed a team of data analyst who will be using MySQL to gain the insights which are valuable for the company.



Project Overview. For this project I will Analyze the dataset provided by AtliQ Hardware and will extract the valuable insights related to sales, market ,customer and supply chain forecasting.

Generate a report of Individual product sales for Croma India Customer for FY 2021

QUERY USED

```

1 • SELECT
2     s.date,s.product_code,P.product,p.variant,s.sold_quantity,g.gross_price,
3     round(s.sold_quantity*g.gross_price,2) as gross_price_total
4 FROM fact_sales_monthly s
5 Join dim_product p
6     ON s.product_code=p.product_code
7 JOIN fact_gross_price g
8     ON g.fiscal_year=s.fiscal_year
9 AND g.product_code=s.product_code
10 WHERE
11 s.customer_code=90002000 AND s.fiscal_year=2021
    
```

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 RPM 256 MB Cache	Standard	202	19.0573	3849.57
2020-09-01	A0118150102	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	Plus	162	21.4565	3475.95
2020-09-01	A0118150103	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	Premium	193	21.7795	4203.44
2020-09-01	A0118150104	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	Premium Plus	146	22.9729	3354.04
2020-09-01	A0219150201	AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	Standard	149	23.6987	3531.11
2020-09-01	A0219150202	AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	Plus	107	24.7312	2646.24
2020-09-01	A0220150203	AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	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
2020-09-01	A0519150203	AQ Mforce Gen Y	Standard 3	38	26.5871	1010.31
2020-09-01	A0519150204	AQ Mforce Gen Y	Plus 1	149	26.1081	3890.11
2020-09-01	A0519150205	AQ Mforce Gen Y	Plus 2	29	29.7008	861.32
2020-09-01	A0519150206	AQ Mforce Gen Y	Plus 3	28	31.2439	874.83
2020-09-01	A0519150207	AQ Mforce Gen Y	Premium 1	171	32.4427	5547.7
2020-09-01	A0519150208	AQ Mforce Gen Y	Premium 2	118	30.5816	3608.63

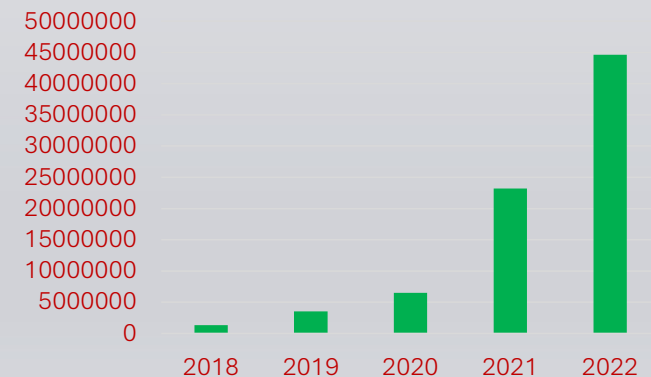
Insights: This report will give insights for strategic planning and help to know about the opportunities in product sales.

Generate a yearly report for Croma India with two columns fiscal year and sales

QUERY USED

```
1 • Select s.fiscal_year,sum(round(sold_quantity*gross_price,2))as year_sales
2 FROM
3     fact_sales_monthly s
4 JOIN
5     fact_gross_price g
6 ON
7 g.fiscal_year=s.fiscal_year AND
8 g.product_code=s.product_code
9 WHERE
10 s.customer_code=90002002
11 Group by s.fiscal_year
12 ORDER BY s.fiscal_year;
```

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



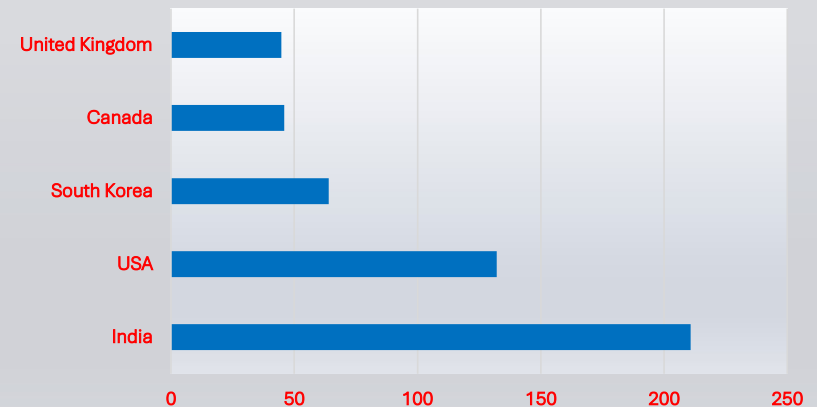
Insights: This report for Croma India gives yearly sales for each fiscal year and revenue for the company.

Generate a report for top 5 market by net sales for fiscal year 2021

QUERY USED

```
1 • SELECT
2   market ,round(sum(net_sales)/1000000,2)as net_sales_mln
3   from net_sales
4   where fiscal_year=2021
5   group by market
6   order by net_sales_mln desc
7   limit 5;
```

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



Insights: This report will give insights that in which market company has highest sales and give insight for strategic planning for market expansion and optimization of sales.

Generate a report for top 5 customer by net sales for fiscal year 2021

QUERY USED

```
1 • SELECT
2     c.customer,
3     round(sum(net_sales)/1000000,2)as net_sales_mln
4 FROM net_sales ns
5 JOIN dim_customer c
6 ON
7     ns.customer_code=c.customer_code
8 WHERE
9     fiscal_year=2021
10 group by c.customer
11 order by net_sales_mln desc
12 limit 5;
```

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



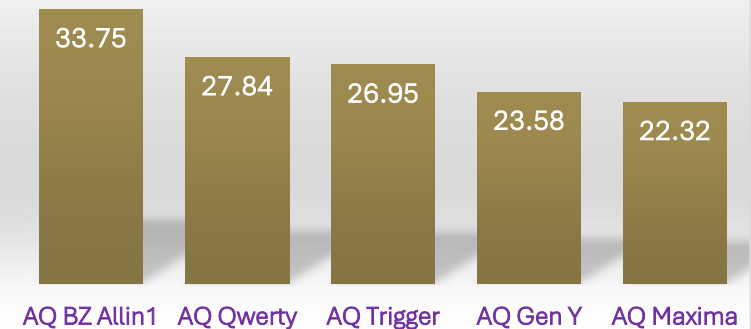
Insights: This report will give insights like revenue ,customer behavior, sales strategy.

Generate a report for top 5 product by net sales for fiscal year 2021

QUERY USED

```
1 • SELECT
2     p.product,
3     round(sum(net_sales)/1000000,2)as net_sales_mln
4 FROM net_sales ns
5 JOIN dim_product p
6 ON
7     ns.product_code=p.product_code
8 WHERE
9     fiscal_year=2021
10 group by p.product
11 order by net_sales_mln desc
12 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



Insights: This report will give insights like revenue from product, optimize supply , sales strategy.

Generate a net sales % report of customer in different region

QUERY USED

```
1 • with cte as
2 (SELECT c.customer,c.region,
3 round(sum(net_sales)/1000000,2)as net_sales_mln
4 FROM net_sales ns
5 JOIN dim_customer c
6 ON ns.customer_code=c.customer_code
7 where fiscal_year=2021
8 group by c.customer,c.region)
9 select
10 *,net_sales_mln*100/sum(net_sales_mln) over(partition by region)as pct_share
11 FROM
12 cte
13 order by region, pct_share_region desc
```

customer	region	net_sales_mln	pct_share_region
Amazon	APAC	57.41	12.988688
Atliq Exclusive	APAC	51.58	11.669683
Atliq e Store	APAC	36.97	8.364253
Leader	APAC	24.52	5.547511
Sage	APAC	22.85	5.169683
Neptune	APAC	21.01	4.753394
Electricalsocity	APAC	16.25	3.676471
Propel	APAC	14.14	3.199095
Synthetic	APAC	14.14	3.199095
Flipkart	APAC	12.96	2.932127
Novus	APAC	12.91	2.920814
Expression	APAC	12.9	2.918552
Girias	APAC	11.3	2.556561
Vijay Sales	APAC	11.27	2.549774
Ebay	APAC	11.14	2.520362
Reliance Digital	APAC	11.1	2.511312
Electricalstylycal	APAC	11.08	2.506787
Lotus	APAC	10.53	2.382353
Ezone	APAC	10.3	2.330317
Viveks	APAC	10.09	2.282805
Croma	APAC	9.88	2.235294
Zone	APAC	6.91	1.563348
Acclaimed Stores	APAC	5.79	1.309955
Taobao	APAC	4.31	0.975113
Digimarket	APAC	3.97	0.89819
Forward Stores	APAC	3.83	0.866516
Insight	APAC	3.61	0.816742
Sound	APAC	3.44	0.778281
Surface Stores	APAC	2.78	0.628959
Logic Stores	APAC	2.21	0.5
Epic Stores	APAC	1.93	0.436652

Insights: This report will give insights like revenue from product, optimize supply , sales strategy.

Conclusion

In year 2022 AtliQ Hardware make the maximum sale.

India was the biggest market for AtliQ hardware in year 2021.

Net sales of Amazon was highest in fiscal year 2021 and had approximately 12.99% share of net sales in APAC region.

AQ BZ Allin1 was the highest selling product with 33.75 million net sales in 2021.



THANK YOU