



AtliQ Hardware Consumer Goods Ad-Hoc Insights

Presented by Nandini



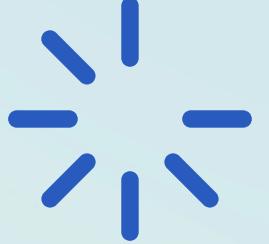
SQL Project Challenge

Agenda

- Introduction & Business Background
- Market Overview
- Dataset & Model
- Ad-hoc requests & Insights
- Recommendations



Company Overview



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

The Challenge:

Lack of real-time, data-driven decision-making capabilities, impacting efficiency and profit.

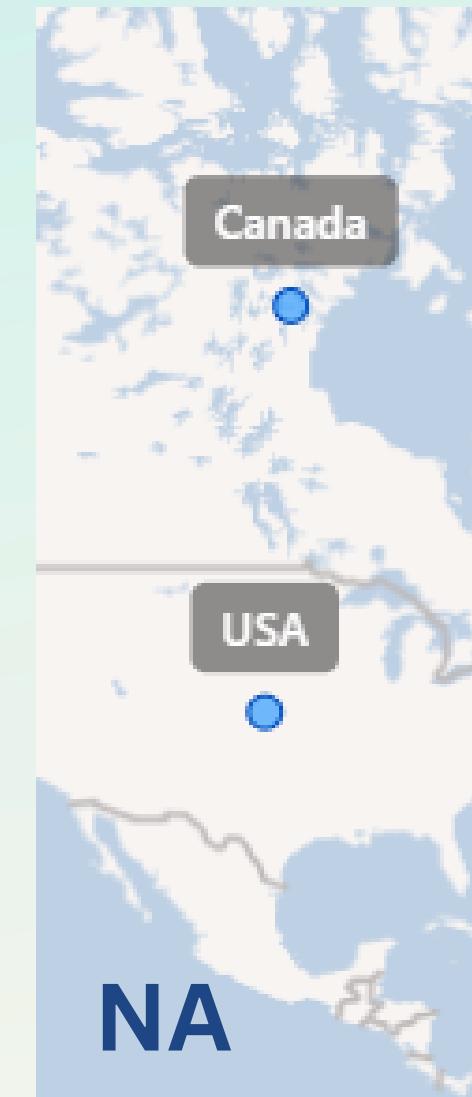
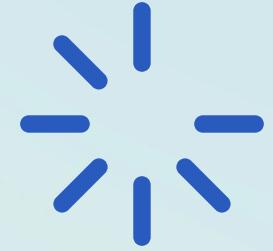
There are 10 ad hoc requests for which the company needs insights.

Approach

Run a SQL query to extract insights and improve decision-making.



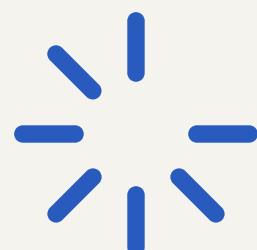
Atliq's Market



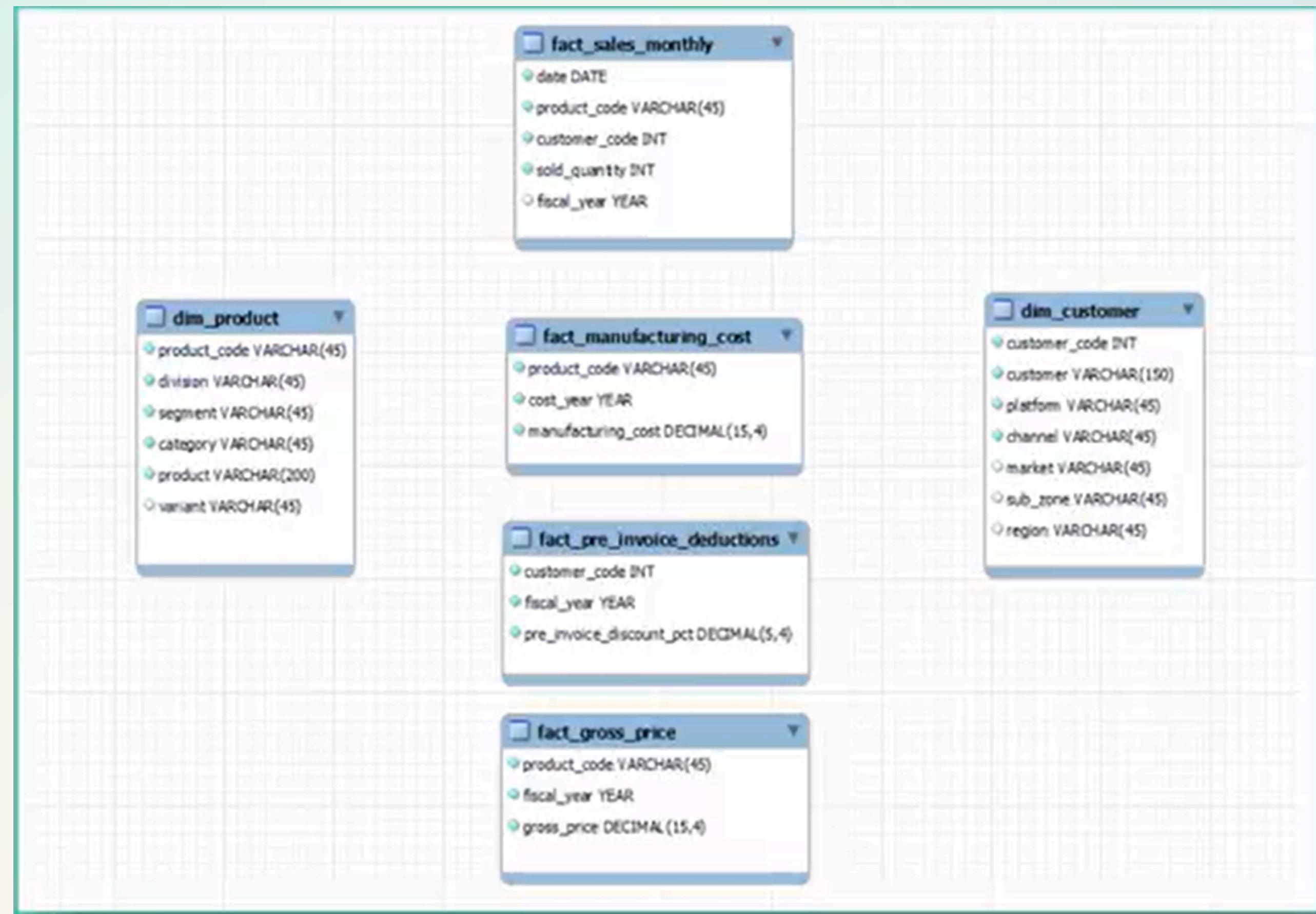
Geographical Reach: Operations in multiple regions, including India, APAC, and beyond.

Customer Segments: Retailers, Distributors, and Direct Customers.

Competitive Landscape: Growing competition requiring smarter decision-making

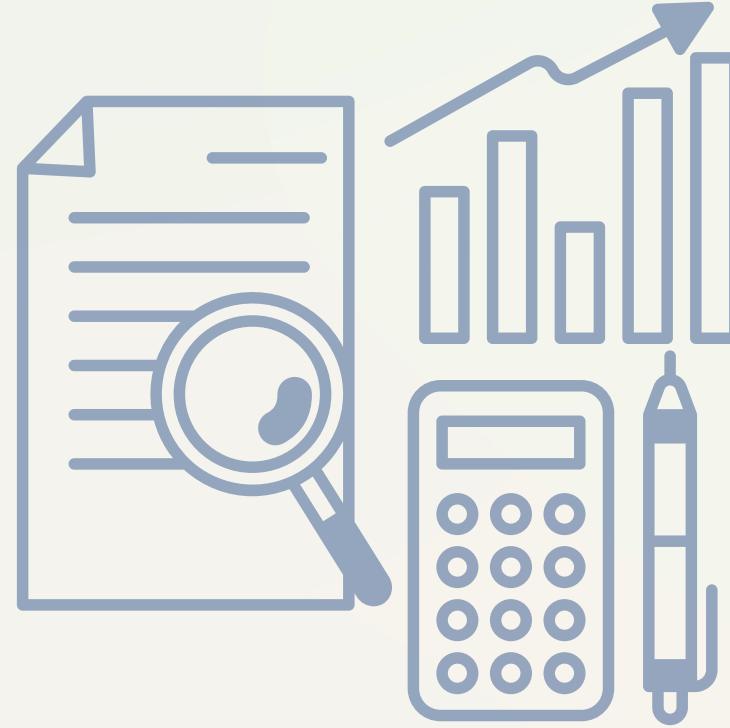


Data Set & Model





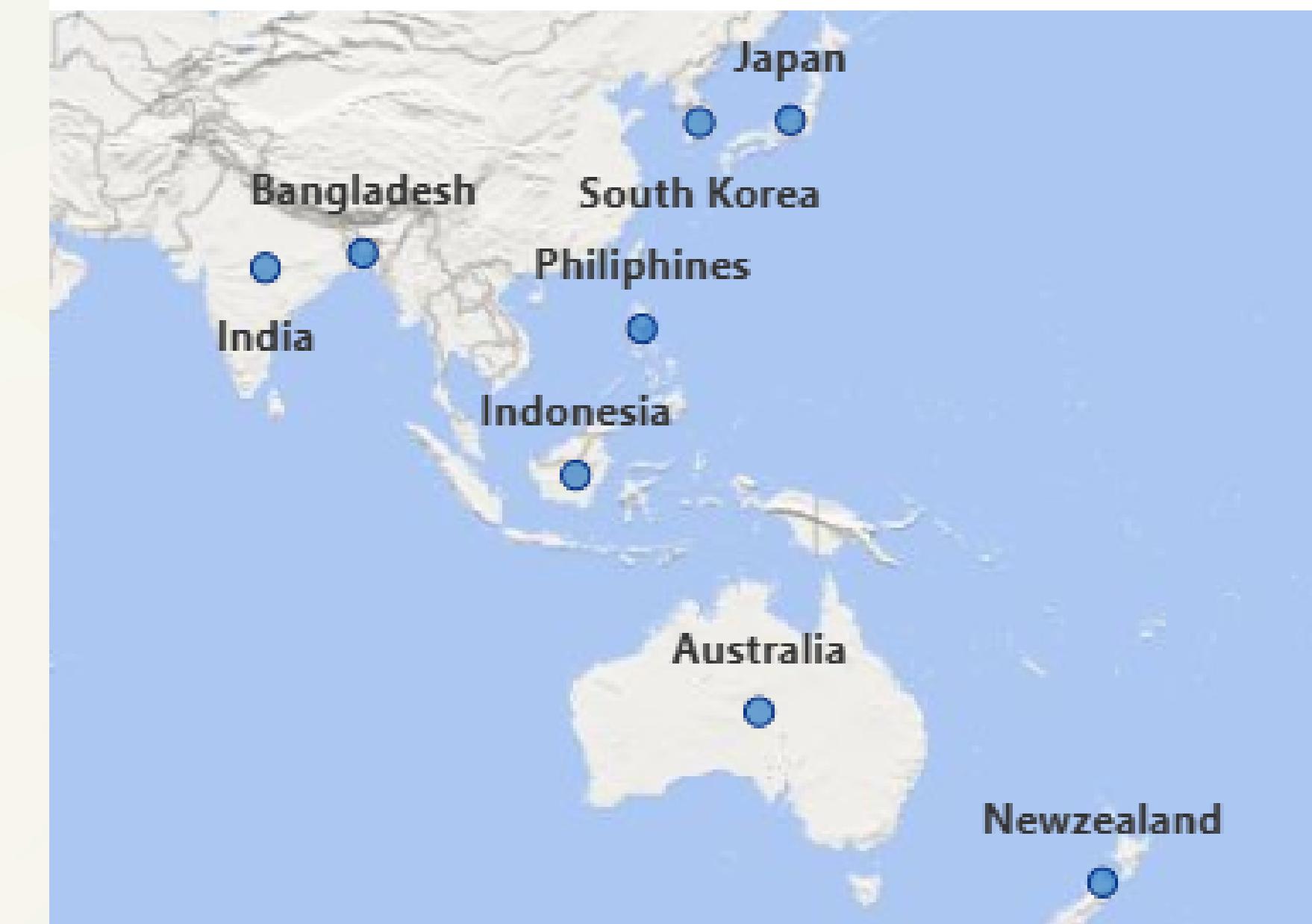
Ad-hoc-requests, queried results, Insights and Visualizations



REQUEST 1

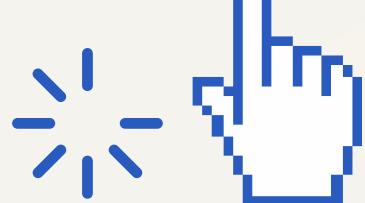
Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Result Grid	
	market
▶	India
	Indonesia
▶	Japan
	Philippines
	South Korea
▶	Australia
	Newzealand
	Bangladesh



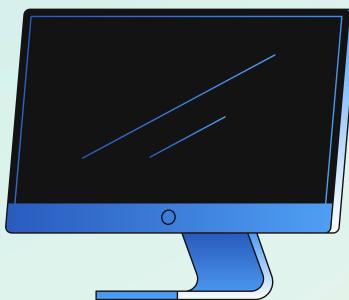
Insights:

APAC region , Atliq Exclusive" operates its business in 8 major markets.



REQUEST 2

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



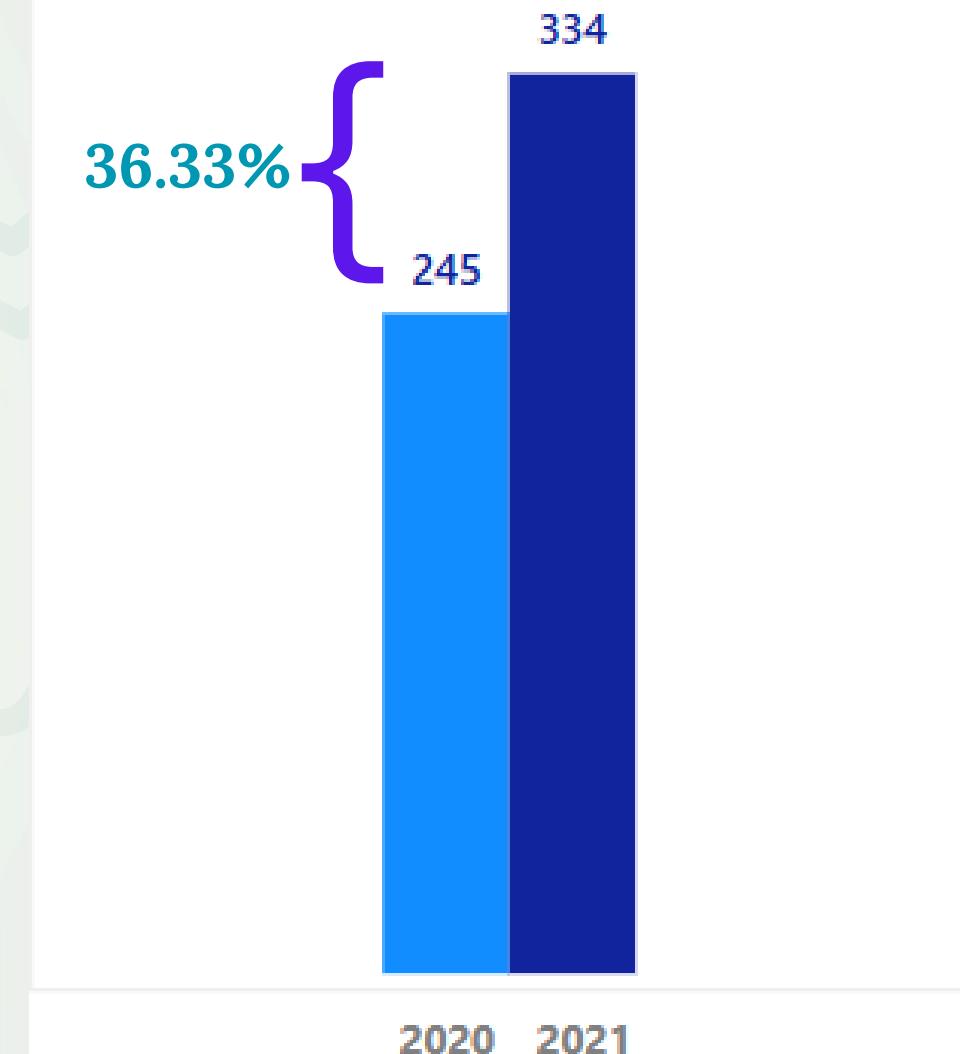
unique_products_2020
unique_products_2021
percentage_chg

Result Grid		
	unique_products_2020	unique_products_2021
	245	334
	percentage_change	36.33 %



Insights:

In FY 2020 , we had 245 total products, but in FY 2021 it increased by 36% to 334 products.



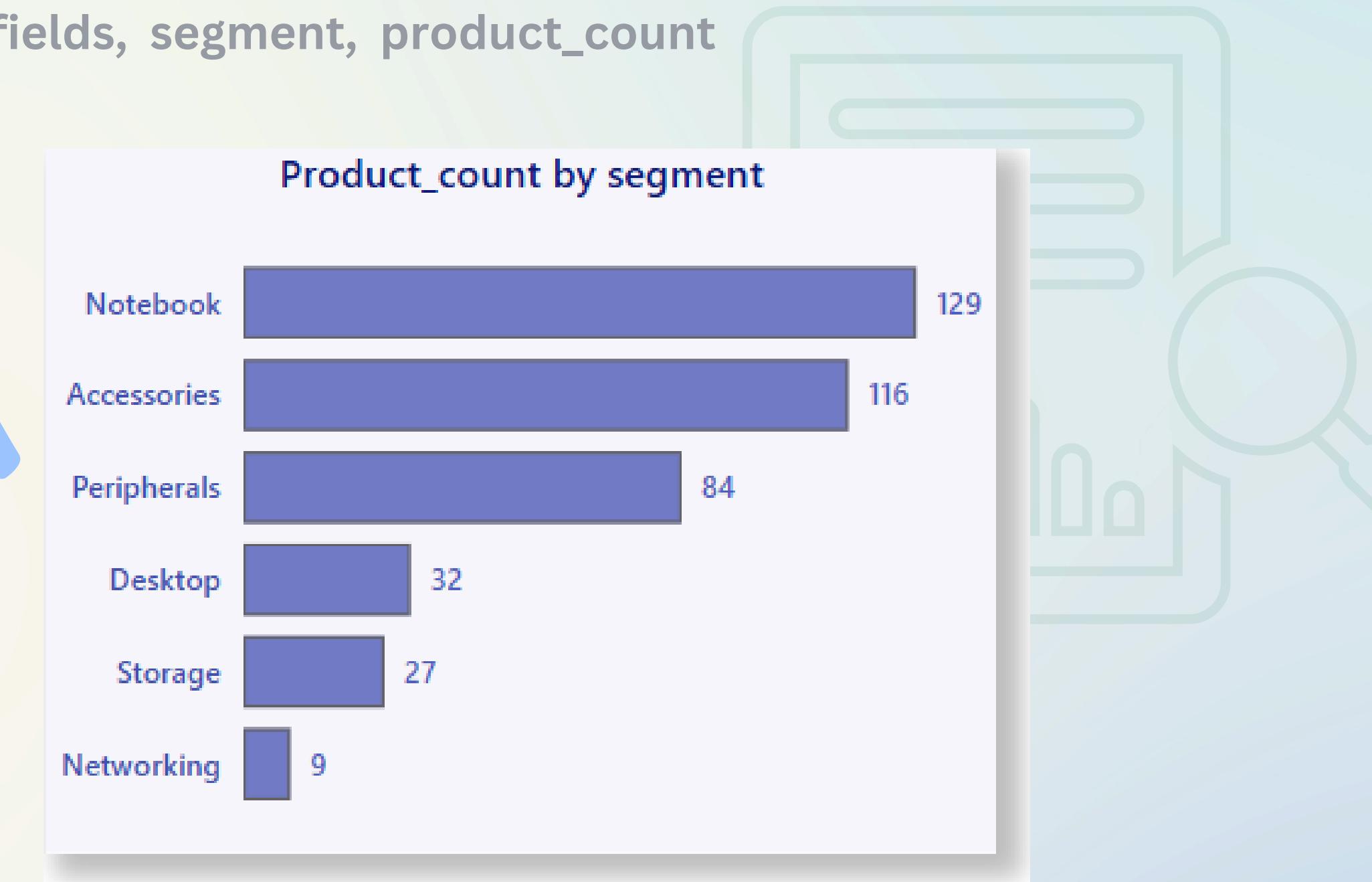
REQUEST 3

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

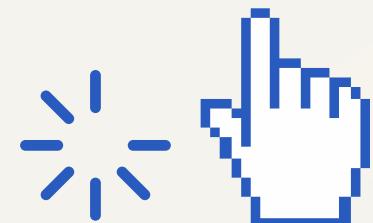
Result Grid | Filter Rows:

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



Insights:

Notebook, Accessories, Peripherals are showing significant growth as compared to Desktops, Storages, Networking.



REQUEST 4

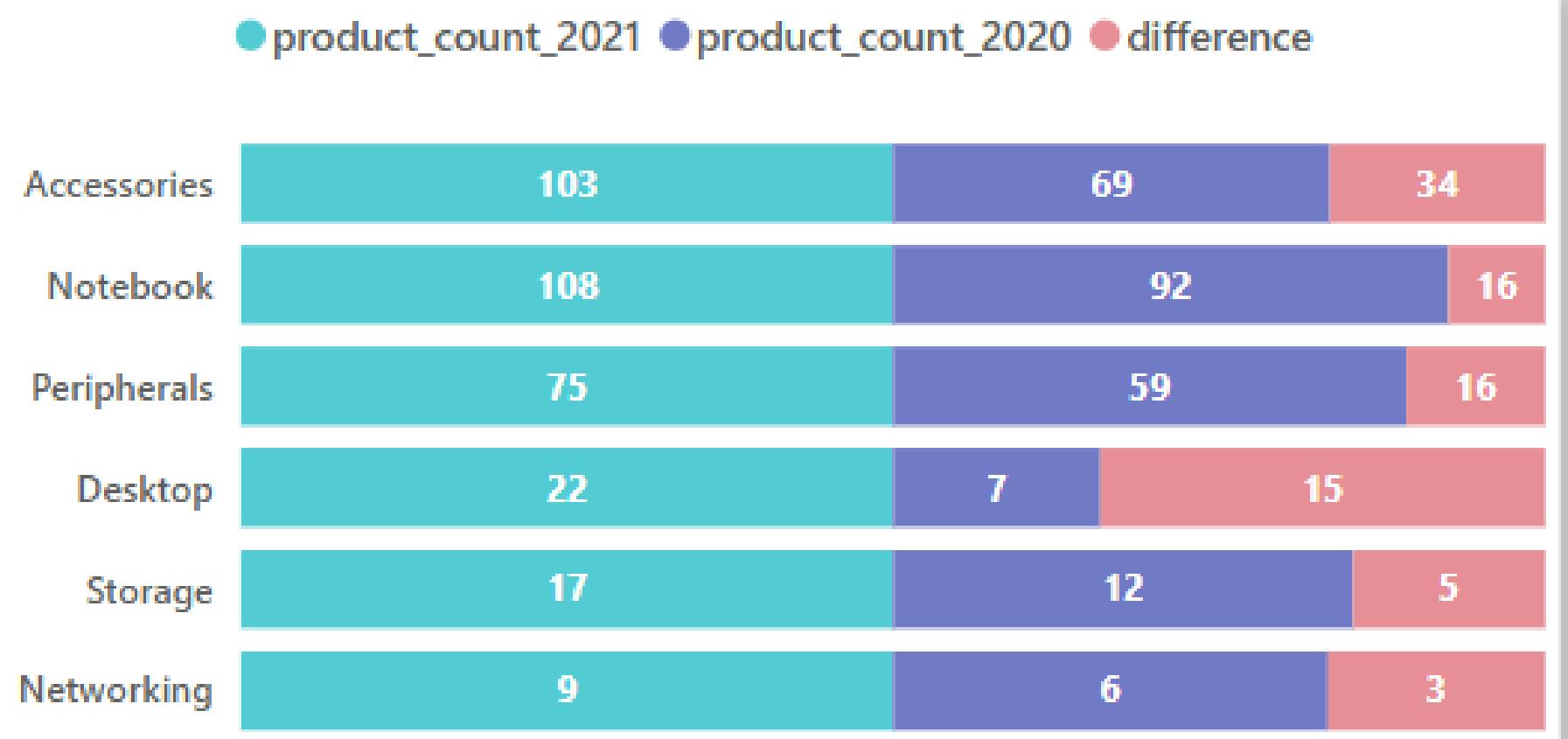
Which segment had the most increase in unique products in 2021 vs 2020?
The final output contains these fields,

segment , product_count_2020,
product_count_2021 , difference



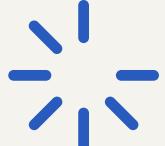
Result Grid | Filter Rows: _____ | Export: | Wrap Cell Con

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



Insights:

Accessories had the largest increase in production, Storages and Networking are experiencing slower production growth than other segments.



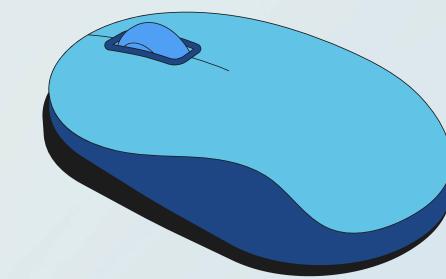
REQUEST 5

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

product_code , product, manufacturing_cost



	product_code	product	manufacturing_cost
↑	A6120110206	AQ HOME Allin1 Gen 2 (Plus 3)	240.5364
↓	A2118150101	AQ Master wired xl Ms (Standard 1)	0.8920



\$240.53

\$0.892

Insights:

Mouse: AQ Master wired xl Ms (Standard 1) has the lowest manufacturing cost.

Personal Laptop: AQ Home Allin1 Gen2 (Plus 3) has the lowest manufacturing cost.

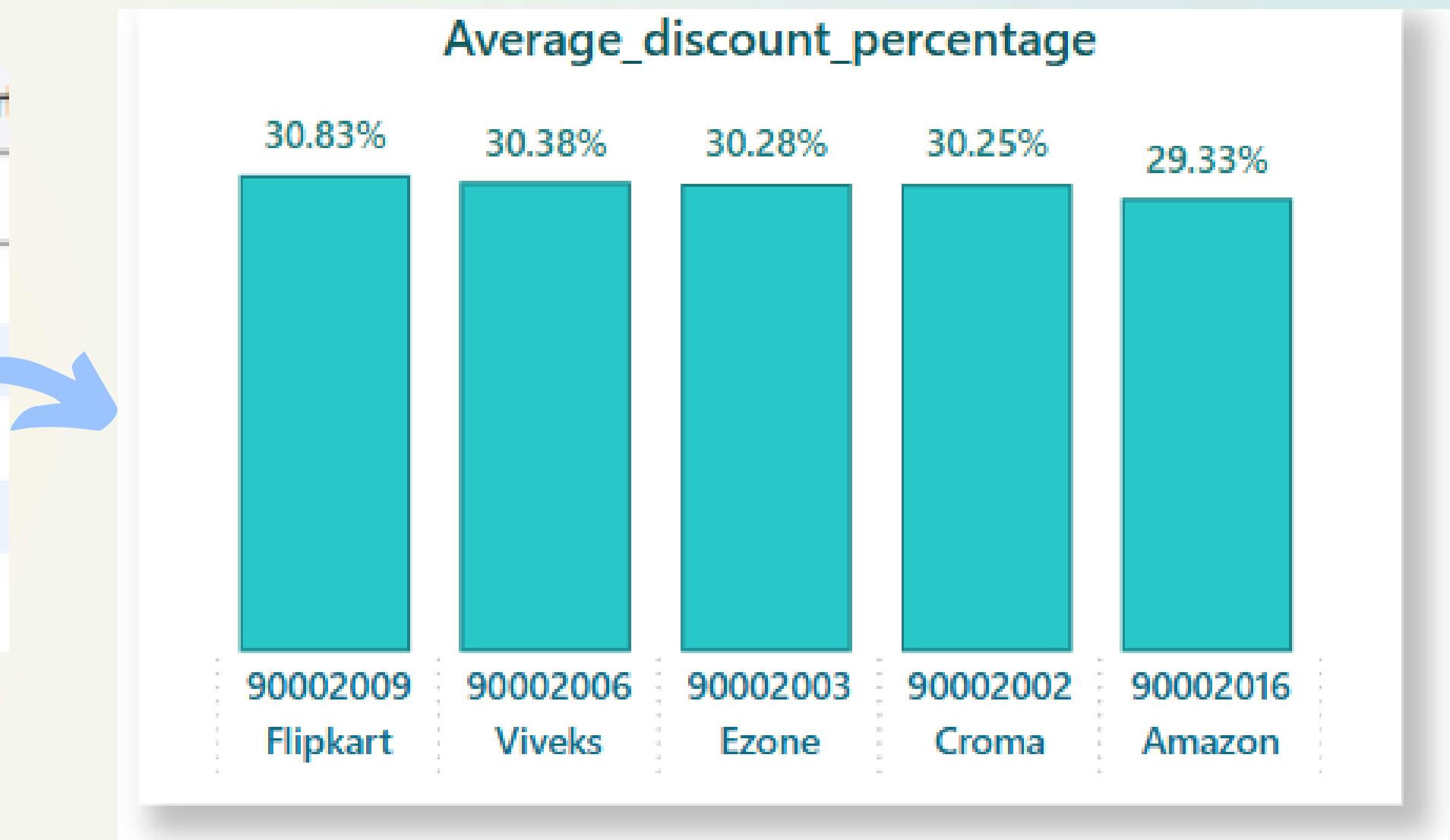


REQUEST 6

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 these fields,

customer_code , customer average_discount_percentage

customer	customer_code	average_discount_pct
Flipkart	90002009	30.83 %
Viveks	90002006	30.38 %
Ezone	90002003	30.28 %
Croma	90002002	30.25 %
Amazon	90002016	29.33 %



Insights:

AtliQ Hardware has offered nearly equal pre invoice discount percentage to each of its 5 customers. The largest average discount % is given to Flipkart and least avg discount % is given to Amazon.



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 these columns:
Month,
Year,
Gross sales Amount



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

FY 2020
79.5M

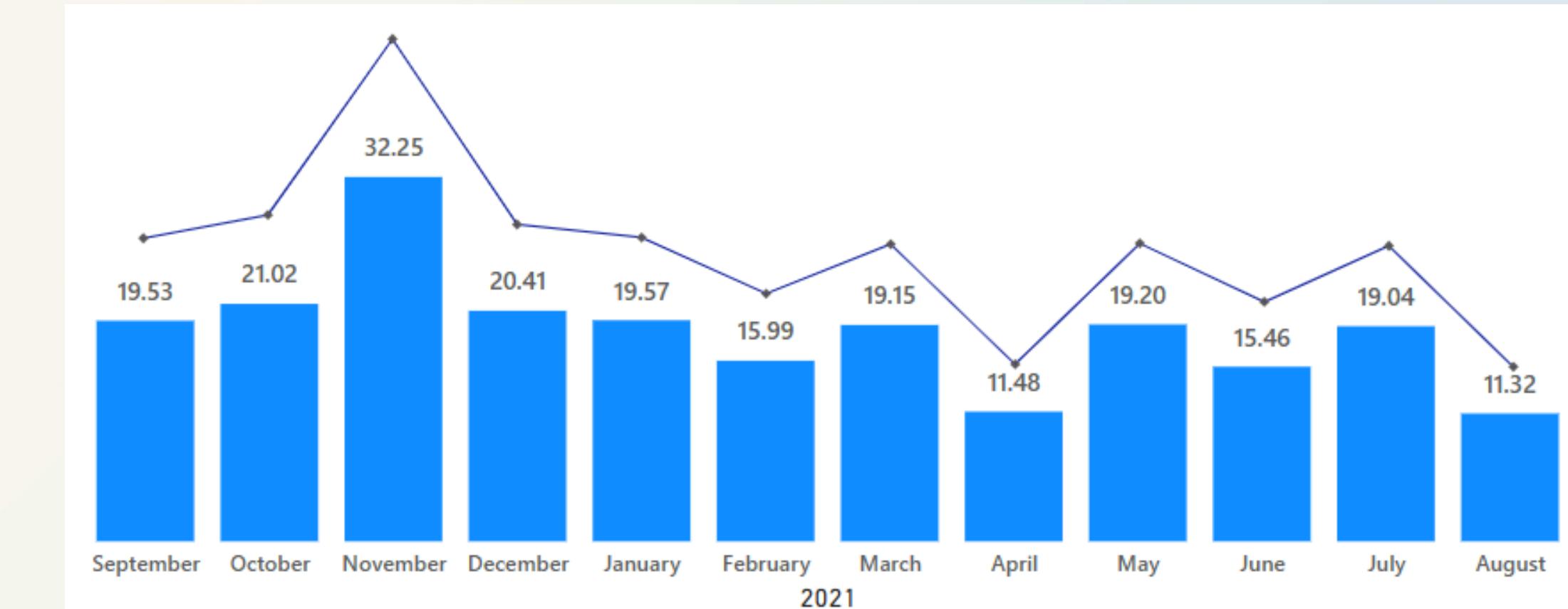
FY 2021
224.42M



REQUEST 7

Insights:

- For AtliQ Exclusive , November FY 2020 shows highest & March FY 2020 shows lowest gross sales.
- The sales are lowest between march to august are due to Covid-19.However sales began to recover after june.
- In FY the lowest sales are in August and highest sales are in November



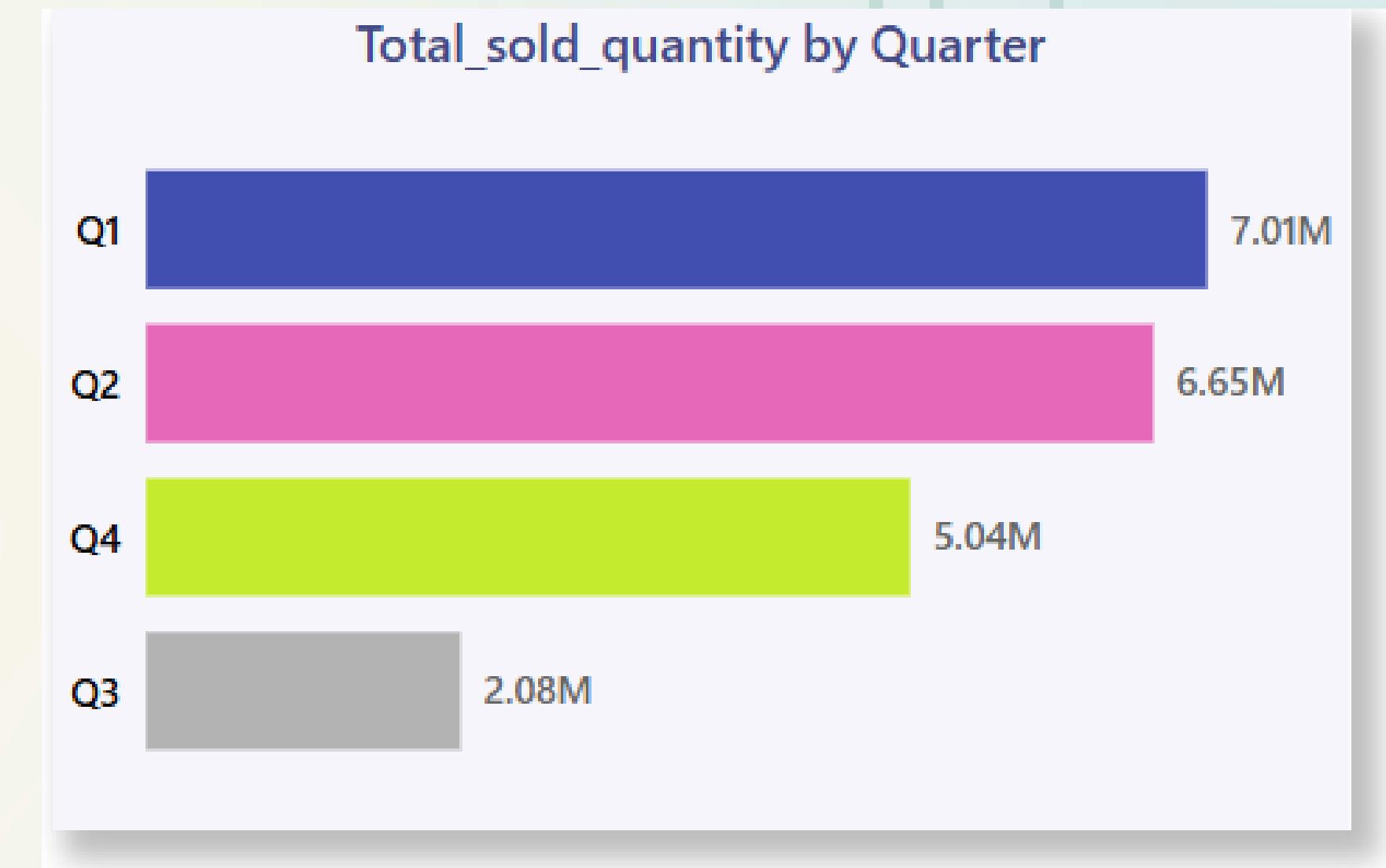
REQUEST 8

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

Result Grid | Filter Rows:

	Quarter	total_sold_quantity
▶	Q1	7.01 M
	Q2	6.65 M
	Q4	5.04 M
	Q3	2.08 M



Insights:

IN 2020, Q1 has the maximum sold quantity and Q3 has minimum sold quantity compared to Q2, Q4. Atliq experienced significant decline in Q3 (March, April, May) possibly due to Covid-19 pandemic.



REQUEST 9

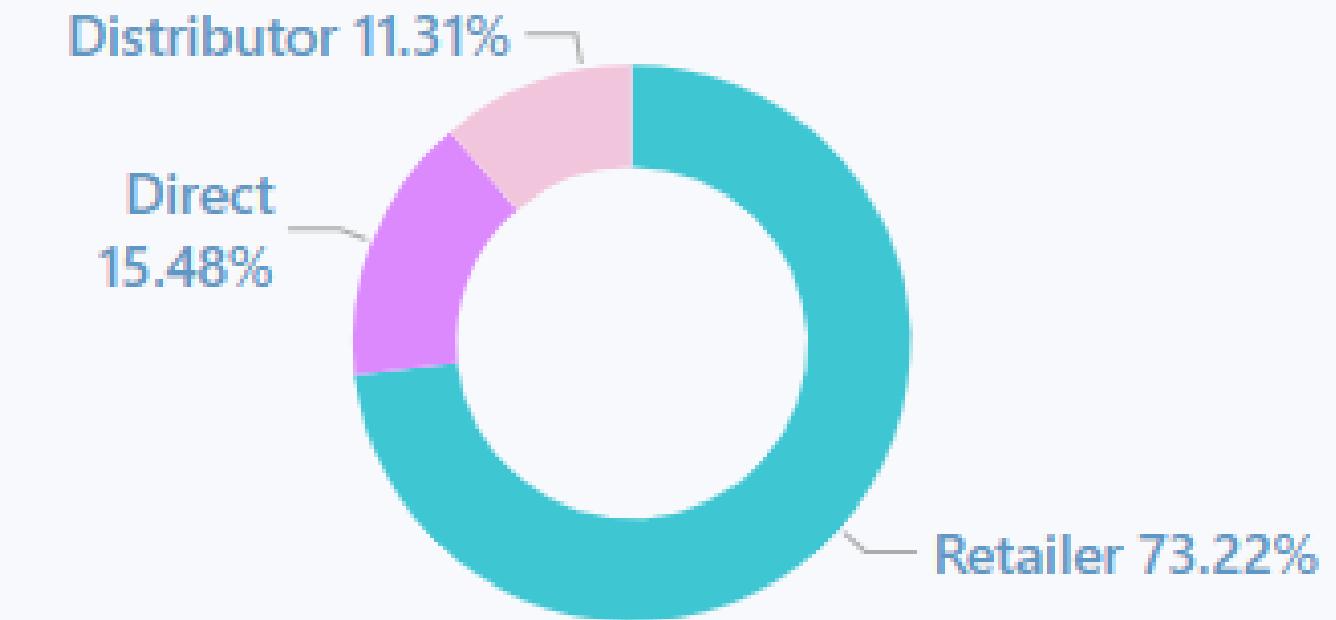
Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel , gross_sales_mln , percentage

Result Grid | Filter Rows:

	channel	gross_sales_mln	percentage
▶	Retailer	1924.17 M	73.22 %
	Direct	406.69 M	15.47 %
	Distributor	297.18 M	11.31 %



Contribution percentage by channel for FY 2021



Insights:

The majority of sales, 73.22%, came through retailers, while direct and distributor channels contributed significantly less, at 15.48% and 11.31%, respectively.



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 these fields, division , product_code , product , total_sold_quantity , rank_order

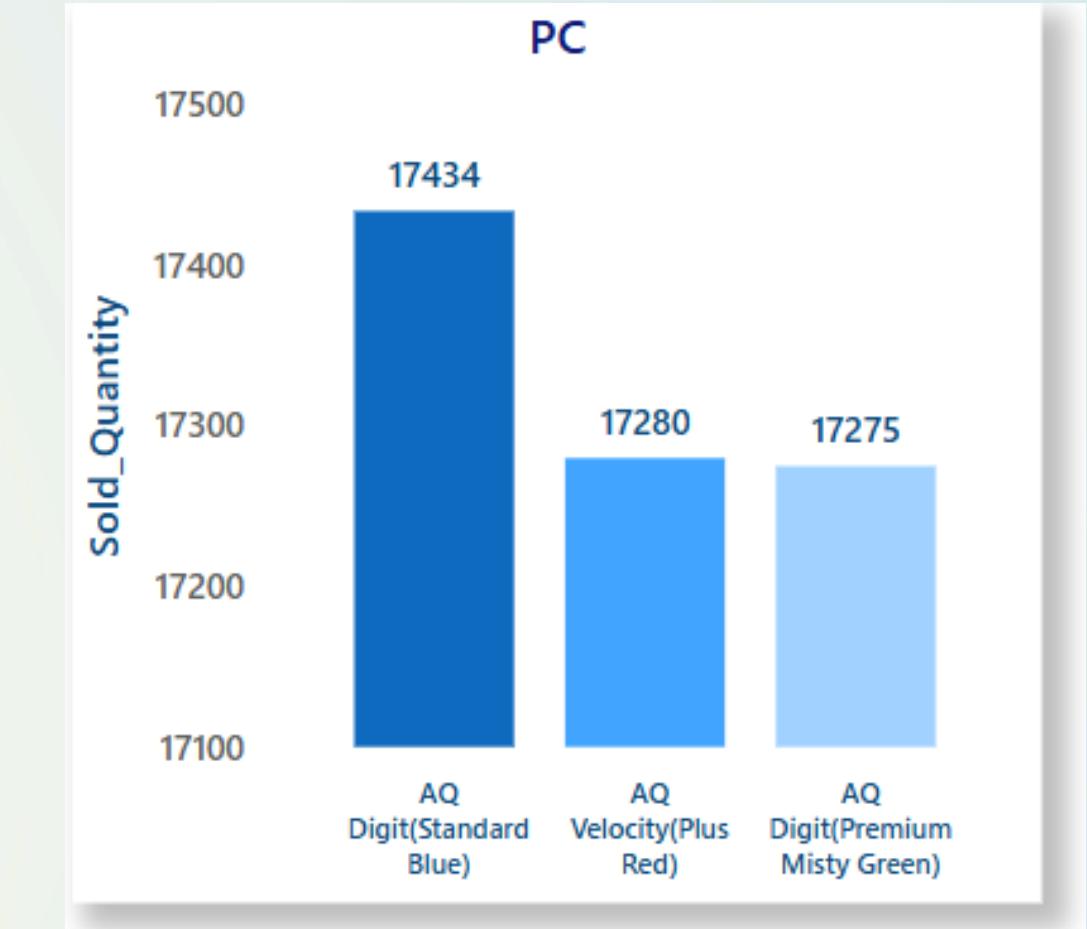
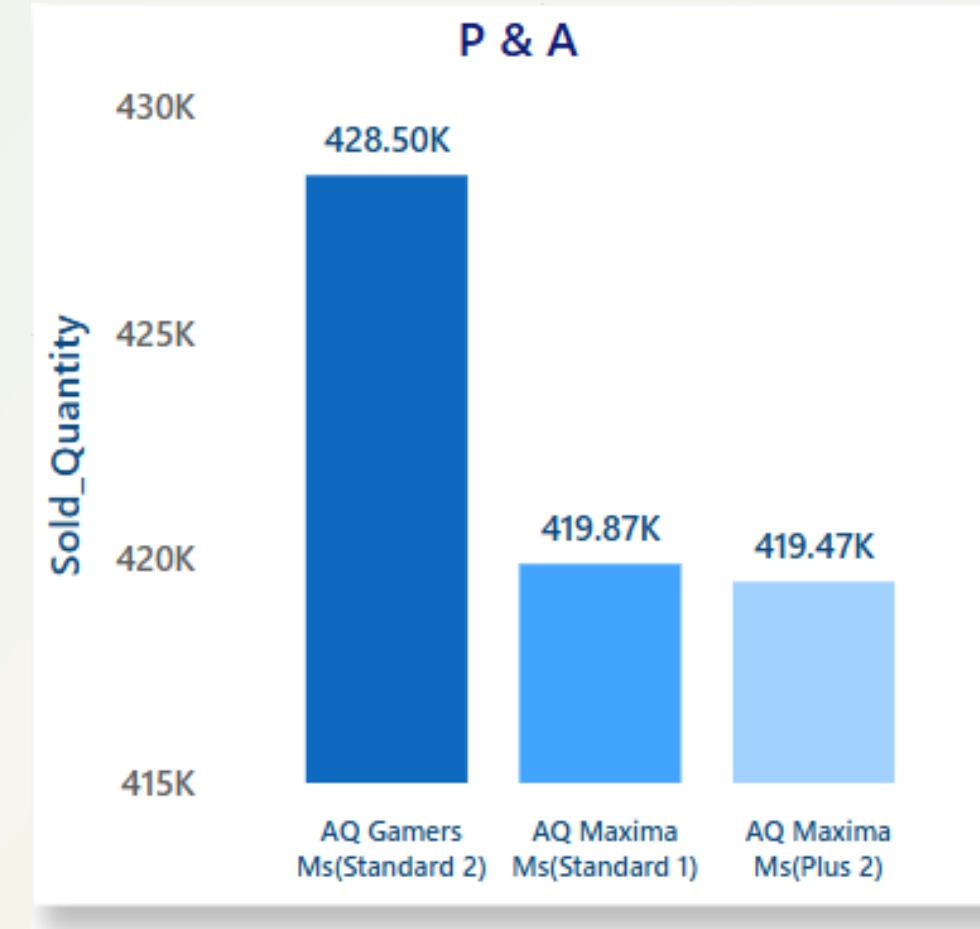
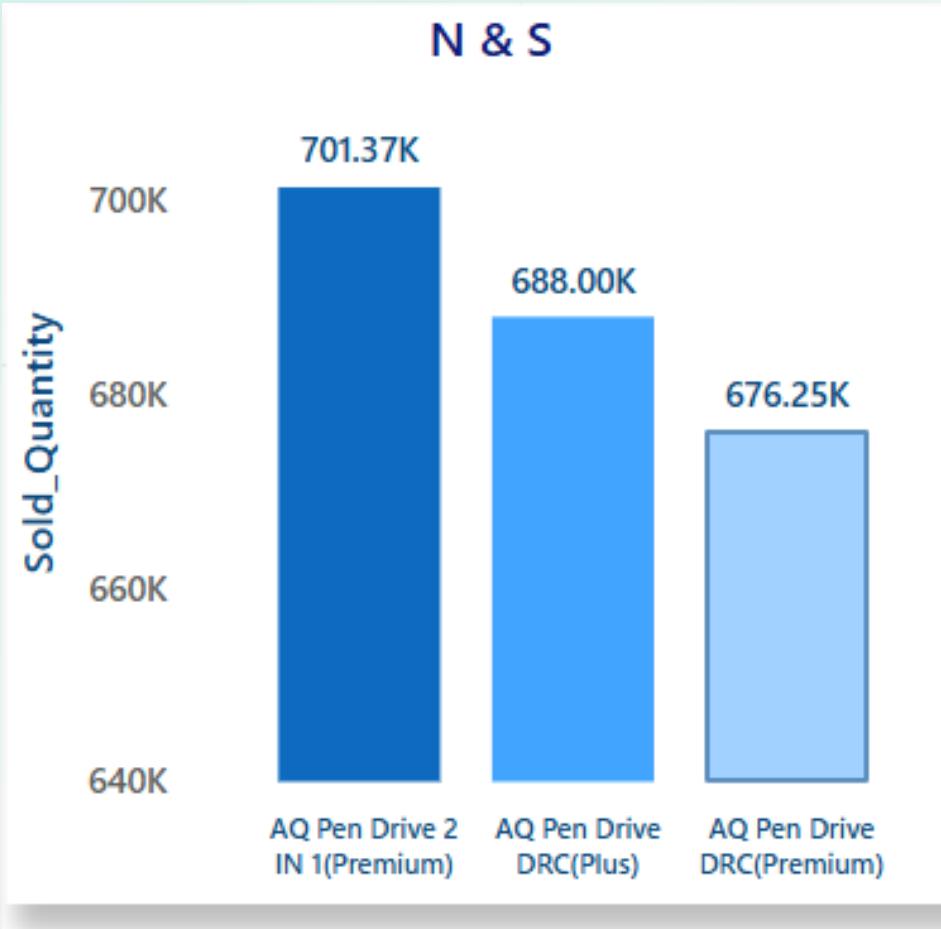
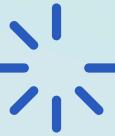


Result Grid | Filter Rows: | Export: | Wrap Cell Content:

	division	product_code	product	total_sold_quantity	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



REQUEST 10



Insights:

Pen drives were the top sellers in the N & S divisions, with around 7 lakh units sold, while mouse led in the P & A divisions at 4 lakh units. In the PC division, personal laptops were the best sellers, totaling 17,000 units.





Recommendations

- Increase production for high-demand products.
- Optimize pricing strategies based on sales trends.
- Improve supplier efficiency to reduce costs.
- Identify and address low-performing product categories.
- Enhance promotional strategies based on seasonal sales data.
- Improve customer segmentation for targeted marketing.
- Continuously improve based on customer feedback.





THANK YOU!

