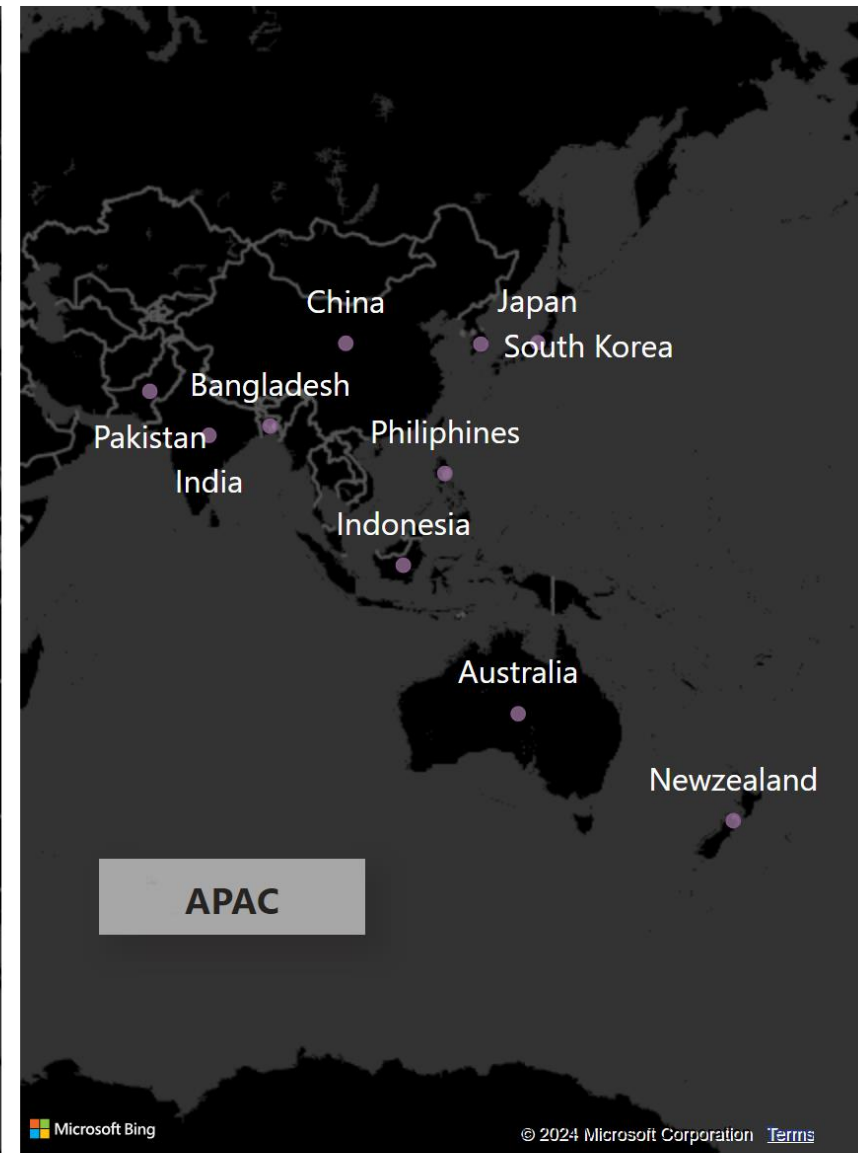
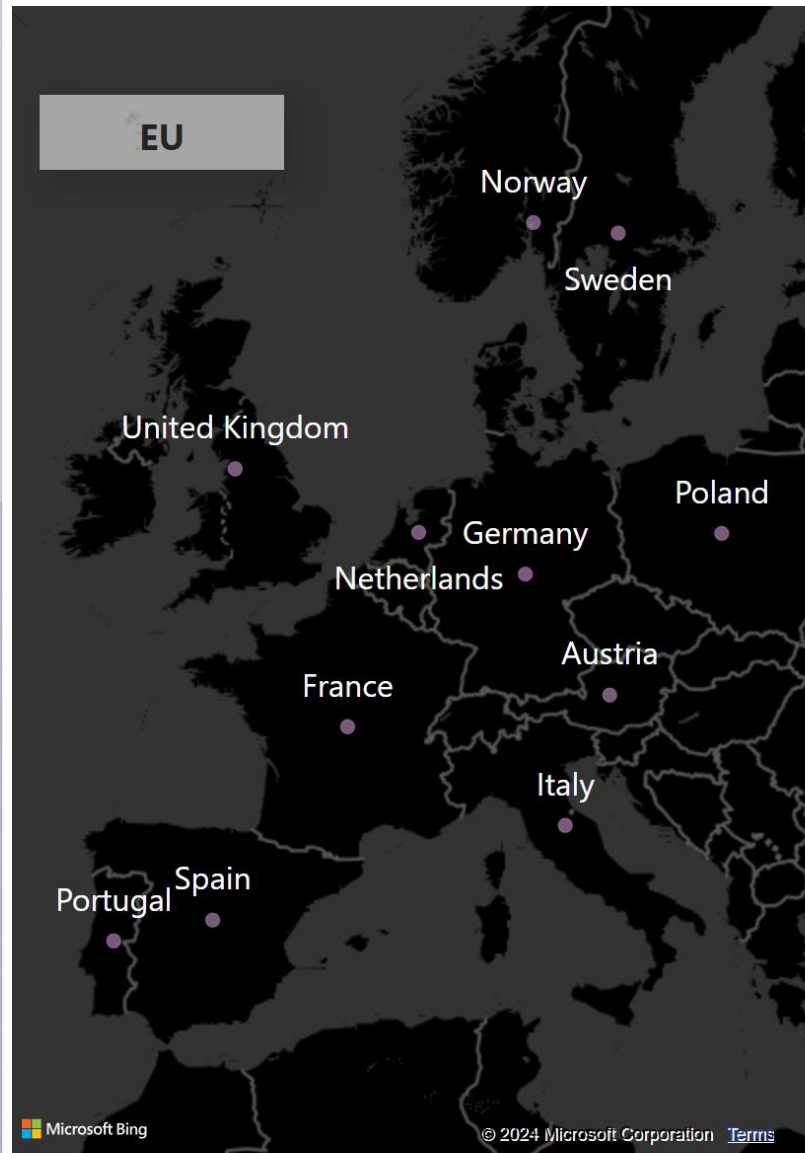
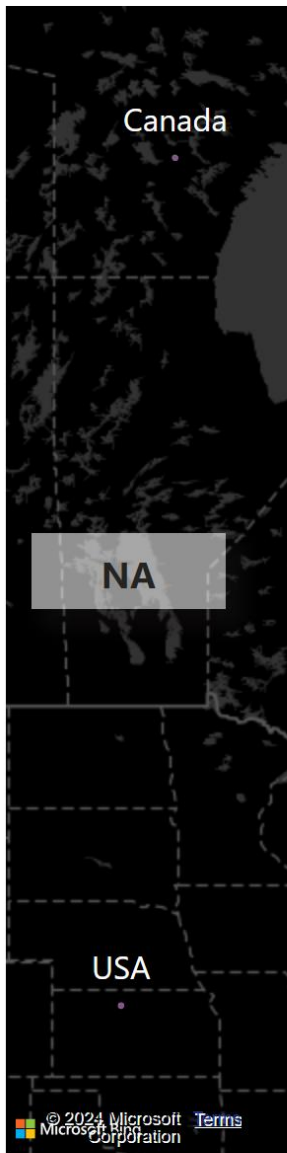




Atliq Hardware Market



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

*The Fiscal Year for Atliq Hardwares starts in **September**

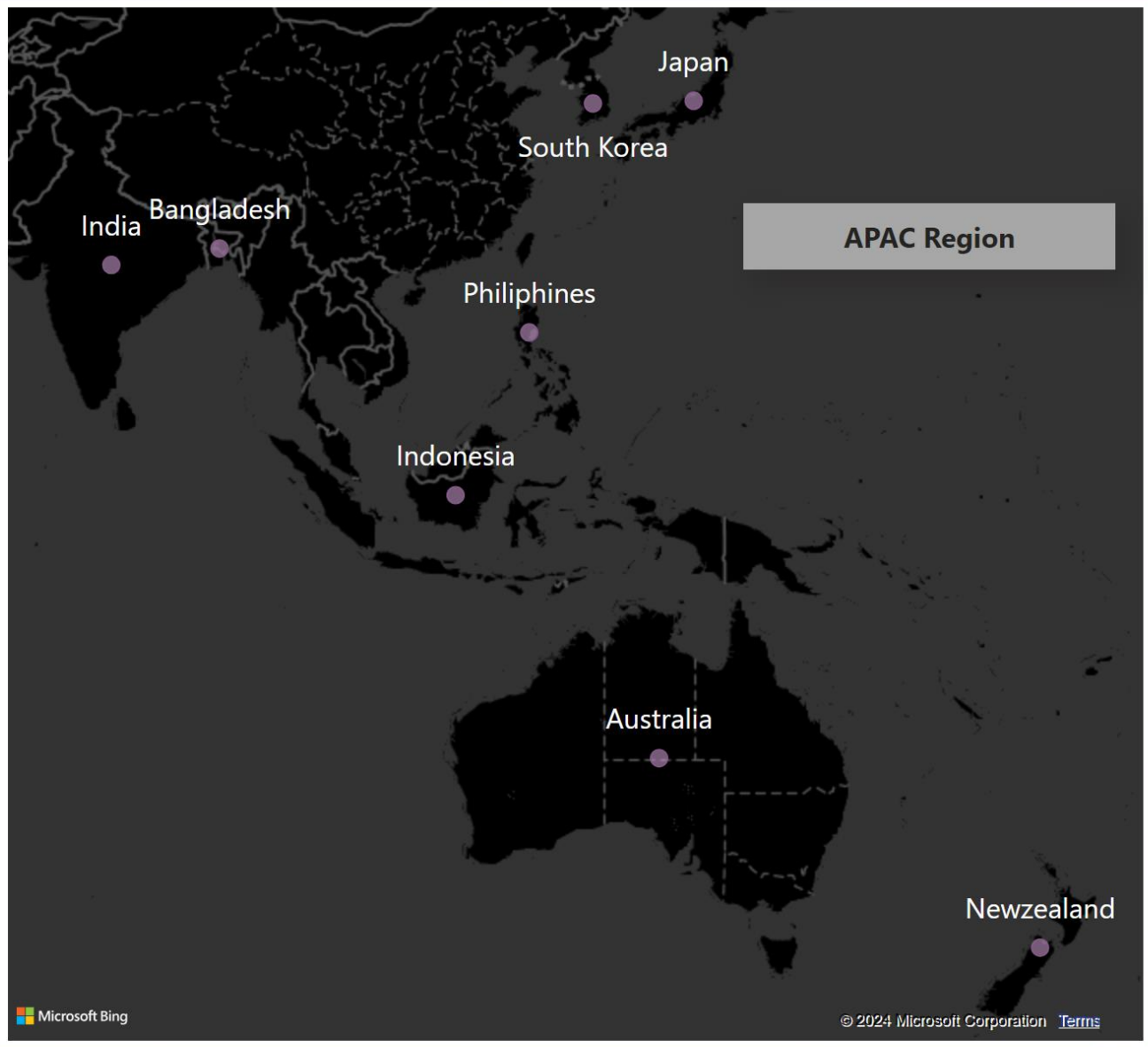
September(2019) - August (2020)
FY 2020

September(2020) - August (2021)
FY 2021



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

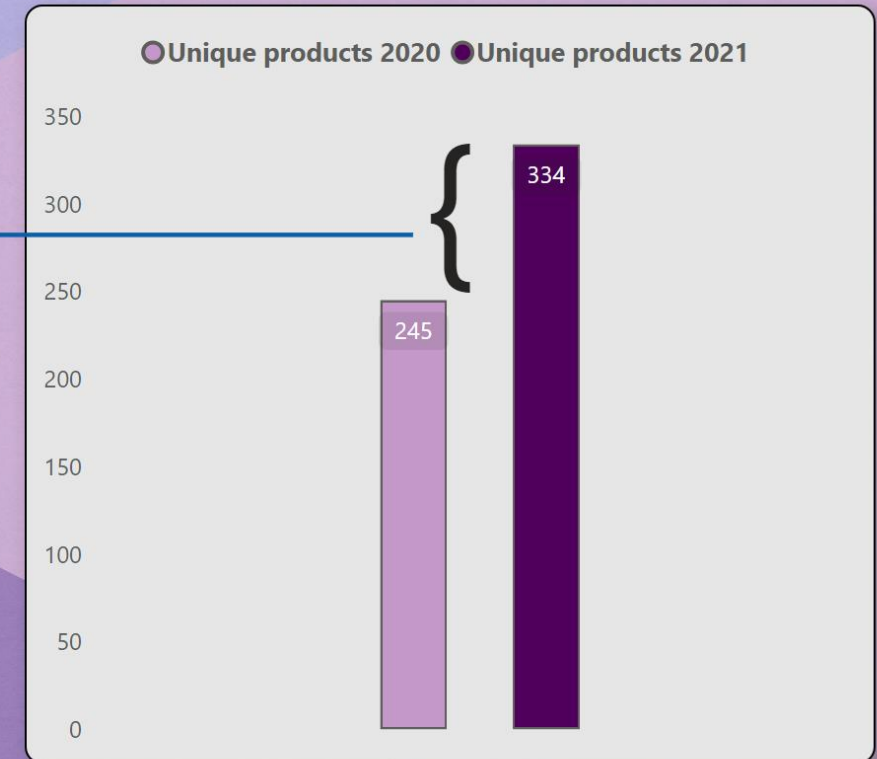


2. What is the percentage of unique product increase in 2021 vs. 2020?

unique_products_2020
unique_products_2021
_percentage_chg

unique_products_2020	unique_products_2021	pct_chg
245	334	36.33

36.33%



Demand and Production increased over the year.

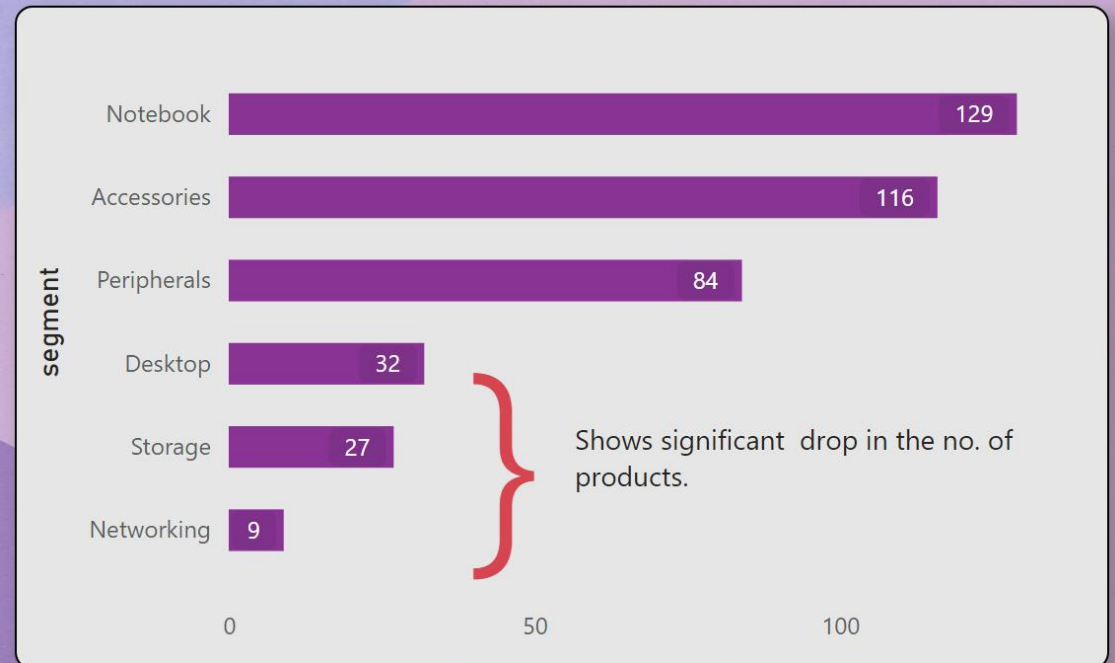
3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

segment
product count

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



Unique Product Count for each Segment



1. Notebook, Accessories & Peripherals constitute major (83%) of total manufactured products.
2. Desktop, Storage & Networking have a significantly lower product count.

4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?

segment
_product count 2020
product count 2021
difference



segment	product_count2020	product_count2021	difference
Notebook	92	108	16
Accessories	69	103	34
Peripherals	59	75	16
Storage	12	17	5
Desktop	7	22	15
Networking	6	9	3

Segment	Unique products 2020	Unique products 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	↑

1. Accessories has the largest growth in production.
2. Storage and Networking segment do not exhibit much production growth.

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

product_code
product
manufacturing_cost

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



\$240.54

AQ HOME Allin1 Gen 2
A6120110206



\$0.892

AQ Master wired x1 Ms
A2118150101

Personal Desktop: **AQ HOME Allin1 Gen 2** ([A6120110206](#)) has the highest manufacturing cost.

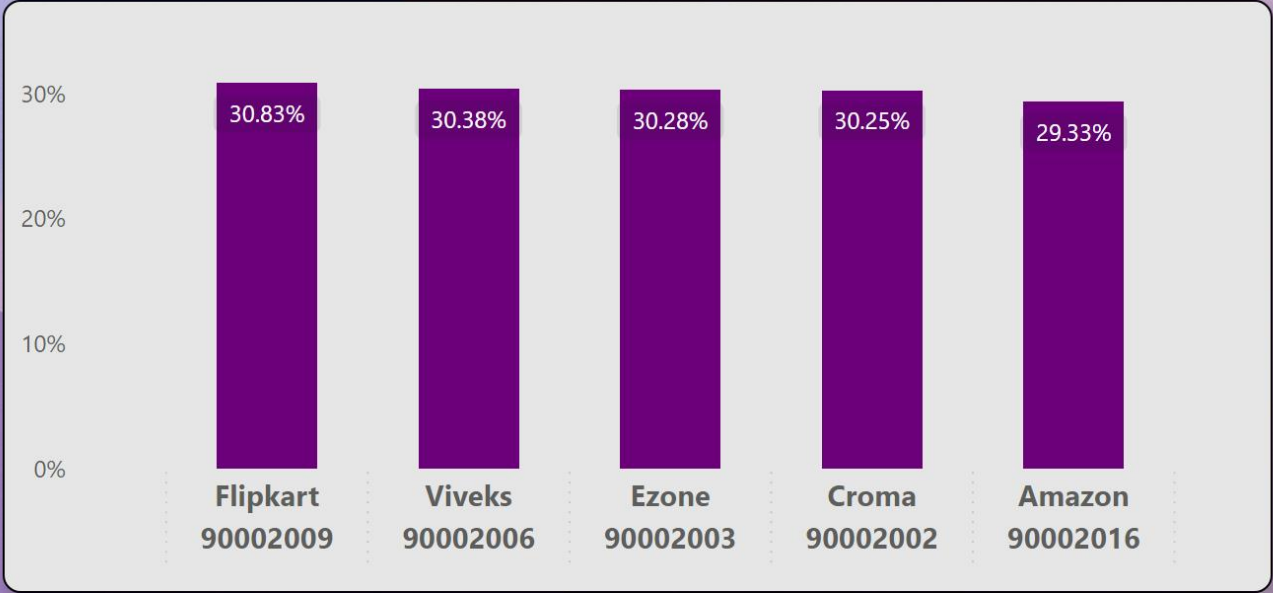
Mouse: **AQ Master wired x1 Ms** ([A2118150101](#)) has the lowest manufacturing cost.

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.

customer code
customer
average discount percentage

customer_code	customer	avg_discount_pct
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

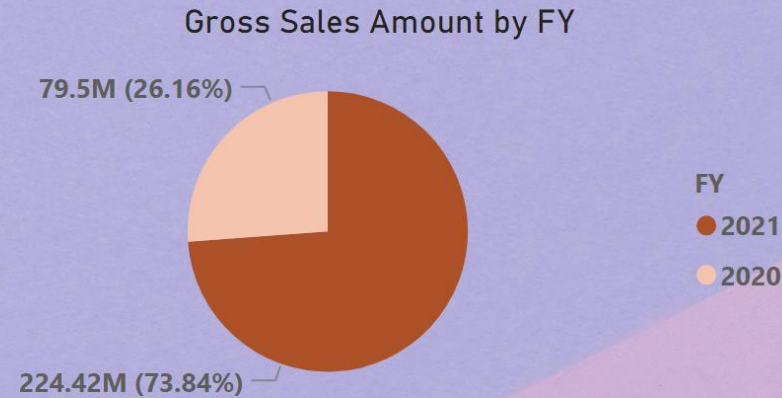
Top 5 Customers with highest average pre invoice discount % for Indian market in FY 2021



The largest average pre-invoice discount was given to **Flipkart**.
The least average pre-invoice discount was given to **Amazon**.

7. Get the complete report of the Gross sales amount for the customer "**Atliq Exclusive**" for each month .

Month
Year
Gross sales Amount



Month	fiscal_year	Gross_Sales_Amount
September (2019)	2020	9092670.34
October (2019)	2020	10378637.60
November (2019)	2020	15231894.97
December (2019)	2020	9755795.06
January (2020)	2020	9584951.94
February (2020)	2020	8083995.55
March (2020)	2020	766976.45
April (2020)	2020	800071.95
May (2020)	2020	1586964.48
June (2020)	2020	3429736.57
July (2020)	2020	5151815.40
August (2020)	2020	5638281.83
September (2020)	2021	19530271.30
October (2020)	2021	21016218.21
November (2020)	2021	32247289.79
December (2020)	2021	20409063.18
January (2021)	2021	19570701.71
February (2021)	2021	15986603.89
March (2021)	2021	19149624.92
April (2021)	2021	11483530.30
May (2021)	2021	19204309.41
June (2021)	2021	15457579.66
July (2021)	2021	19044968.82
August (2021)	2021	11324548.34

The lowest Gross Sales for both FY is accounted in **March 2020**

The highest Gross Sales for both FY is accounted in **November 2020**

Major contribution to Gross Sales is in FY 2021 (**73.84%**)



WHY?

- ➡ Onset of Global pandemic (**COVID -19**)
- ➡ Increase in global demand and disruptions in supply, logistics resulting in global chip shortage

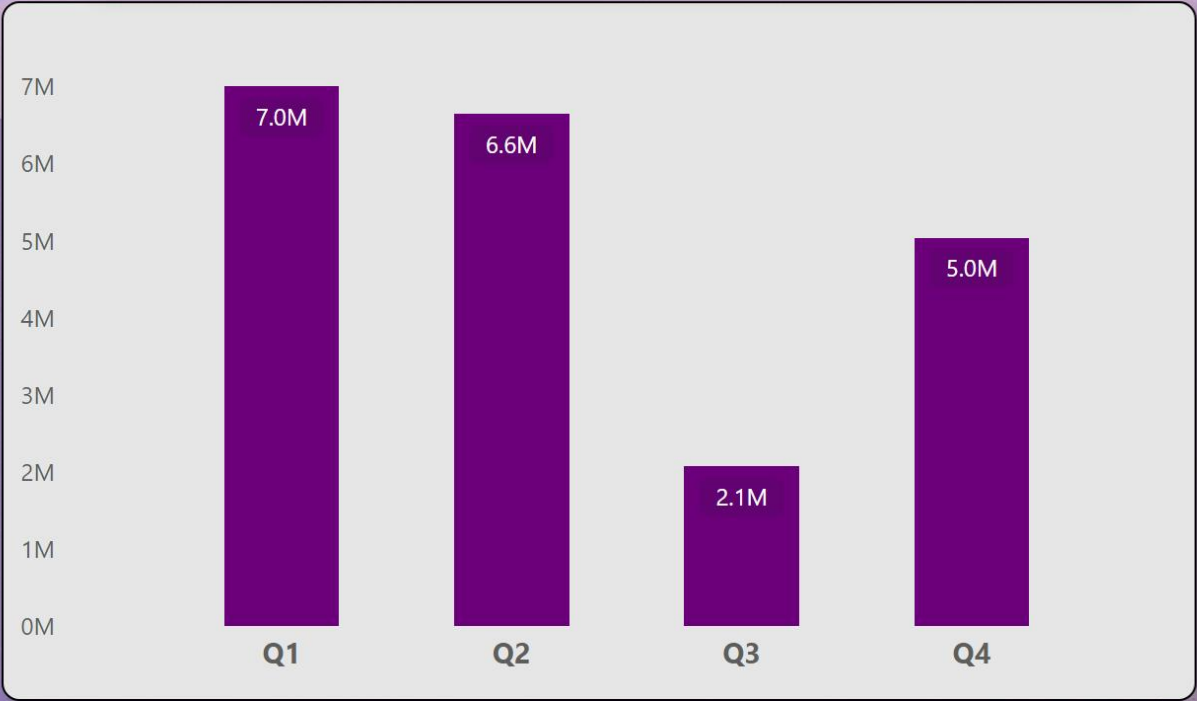
8. In which quarter of 2020, got the maximum total sold quantity?

Quarter
total_sold_quantity

Quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Month	First quarter	Sold Qty
September	Q1	1.76M
October	Q1	2.19M
November	Q1	3.05M
January	Q2	1.76M
February	Q2	1.70M
December	Q2	3.18M
March	Q3	0.24M
April	Q3	0.82M
May	Q3	1.02M
June	Q4	1.56M
July	Q4	1.69M
August	Q4	1.79M

Total Sold Quantity in FY 2020 by Quarter

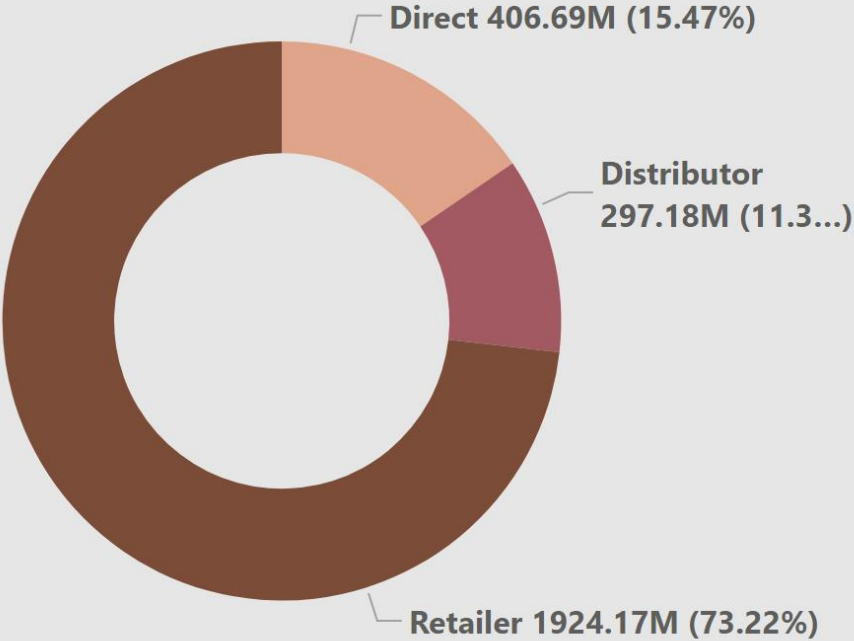


9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

channel
gross_sales_mln
percentage

channel	Gross_sales_mln	pct_contribution
Retailer	1924.17M	73.22%
Direct	406.69M	15.48%
Distributor	297.18M	11.31%

Gross Sales Amount and contribution (%) by Channel



The Channel **Retailer** brings maximum sales to the company (73.22 %)

The Channel **Distributor** contributes minimum to the sales of the company (11.31 %)

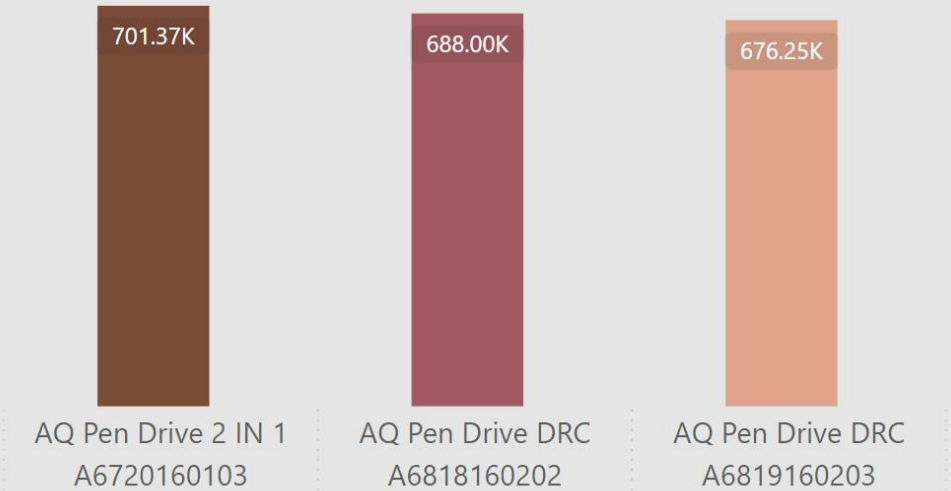
10. Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021?

division
product_code
product
total_sold_quantity
rank_order

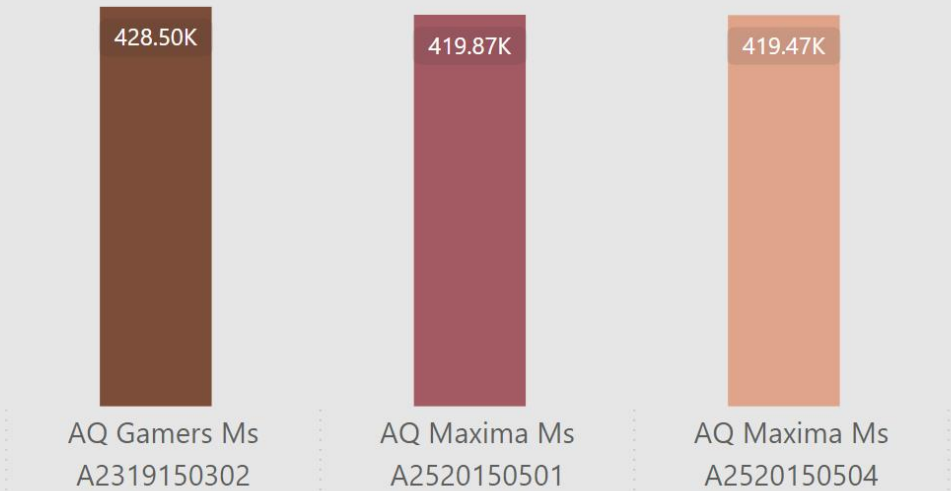
product_code	product	division	total_sold_quantity	ranking
A6720160103	AQ Pen Drive 2 IN 1	N & S	701373	1
A6818160202	AQ Pen Drive DRC	N & S	688003	2
A6819160203	AQ Pen Drive DRC	N & S	676245	3
A2319150302	AQ Gamers Ms	P & A	428498	1
A2520150501	AQ Maxima Ms	P & A	419865	2
A2520150504	AQ Maxima Ms	P & A	419471	3
A4218110202	AQ Digit	PC	17434	1
A4319110306	AQ Velocity	PC	17280	2
A4218110208	AQ Digit	PC	17275	3

Top 3 Products with highest sold quantity within each Division

Division N & S



Division P & A



Division PC

