



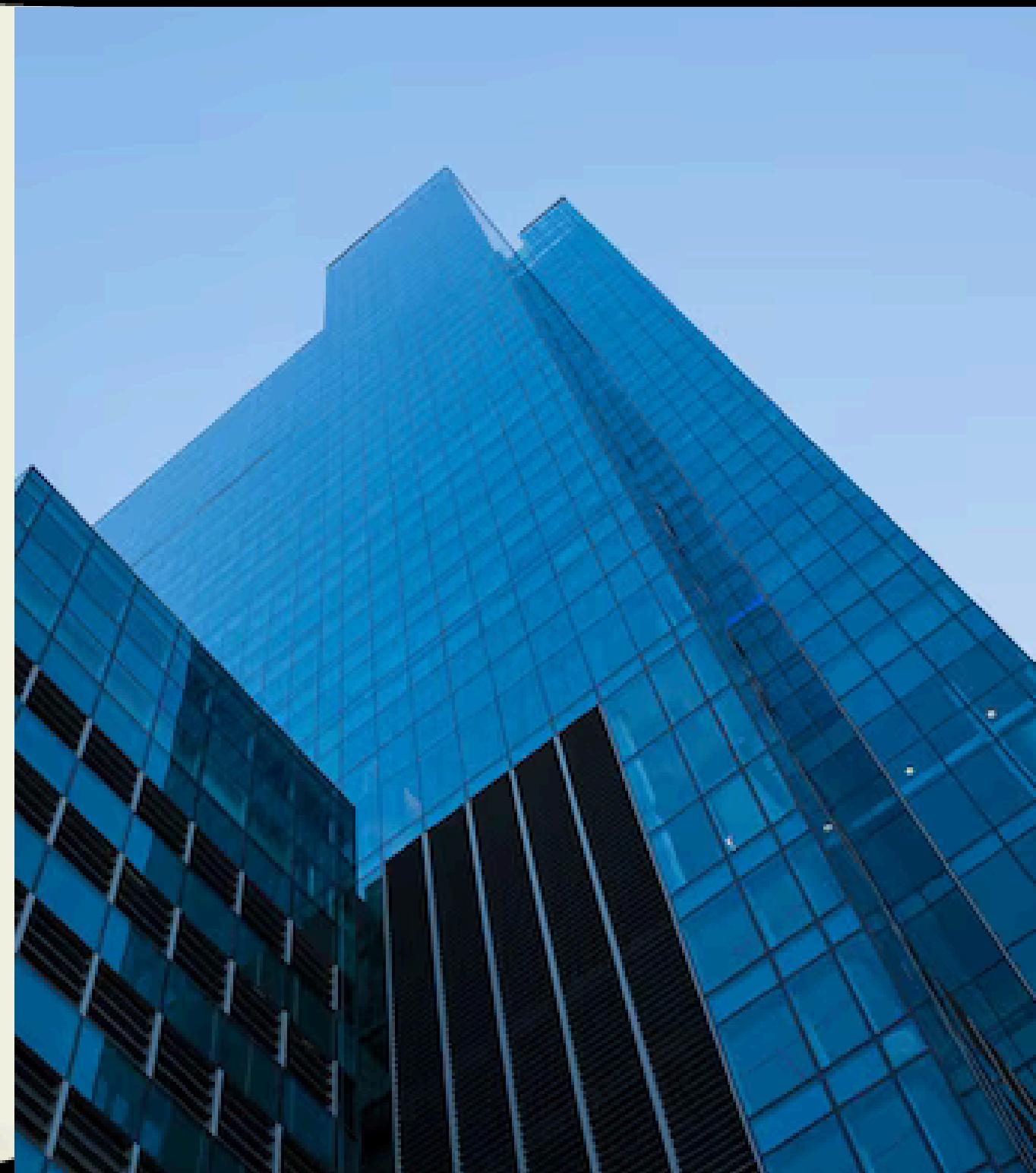
CONSUMER GOODS ADHOC INSIGHTS





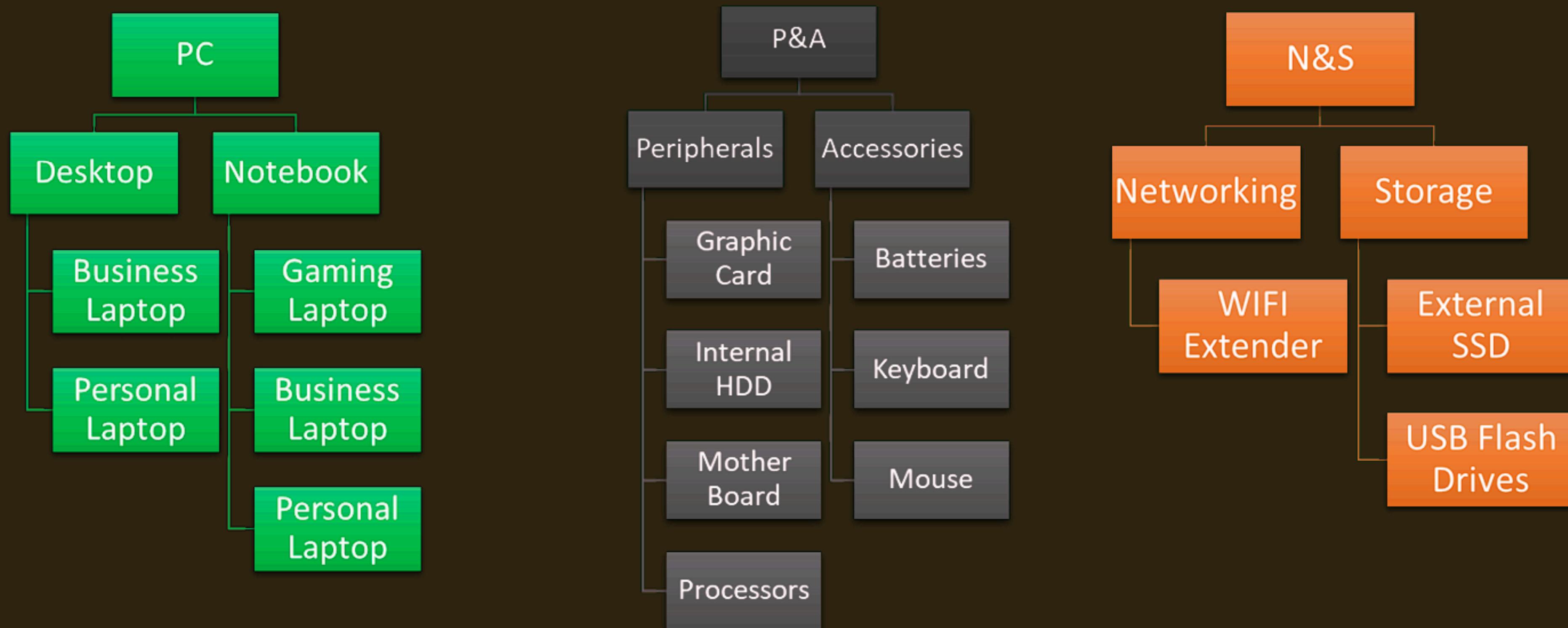
ATLIQ HARDWARE

- Atliq Hardwares company is one of the leading computer hardware producers in India and well expanded in 26 countries too.
- They are Indonesia, Japan, Pakistan, South Korea, Australia, Newzealand, Bangladesh France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain, , weden, Austria, United Kingdom, USA, Canada, Mexico, Brazil, China, Chile,Columbia, Philiphines

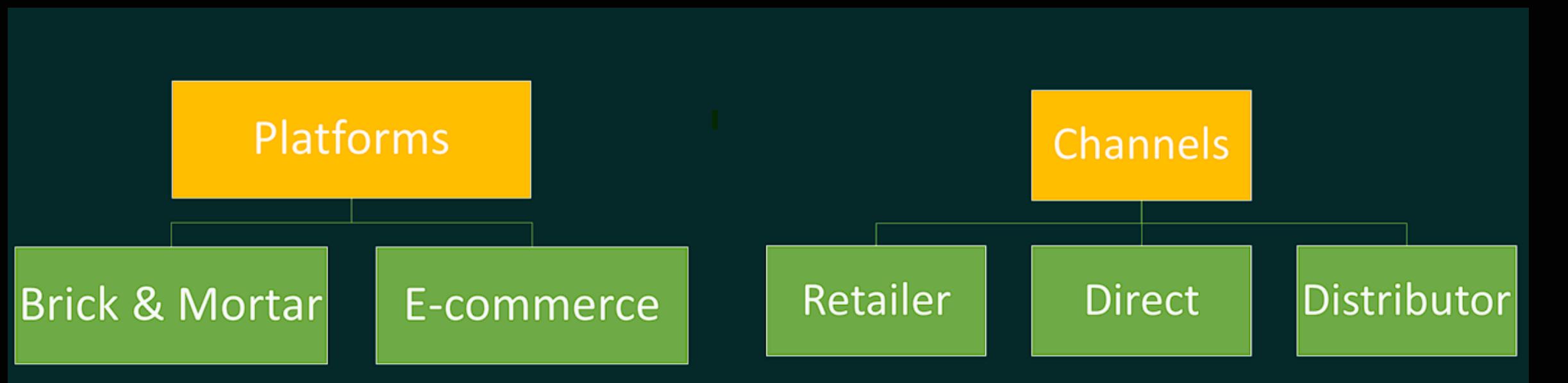


AtliQ Product Line

AtliQ manufactures products under 3 major division



ATLIQ CUSTOMER'S & CHANNELS



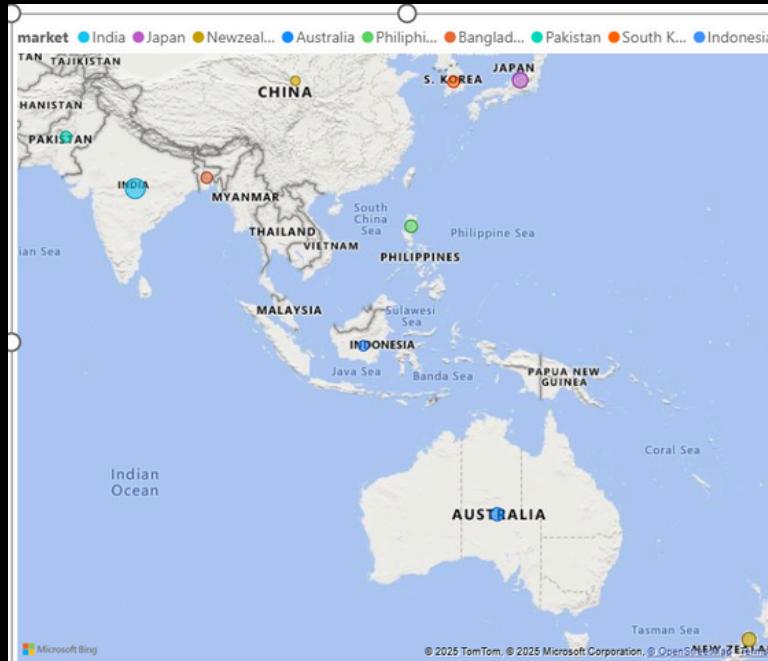
Brick & Mortar: These are offline stores.

E-Commerce: These are online stores.

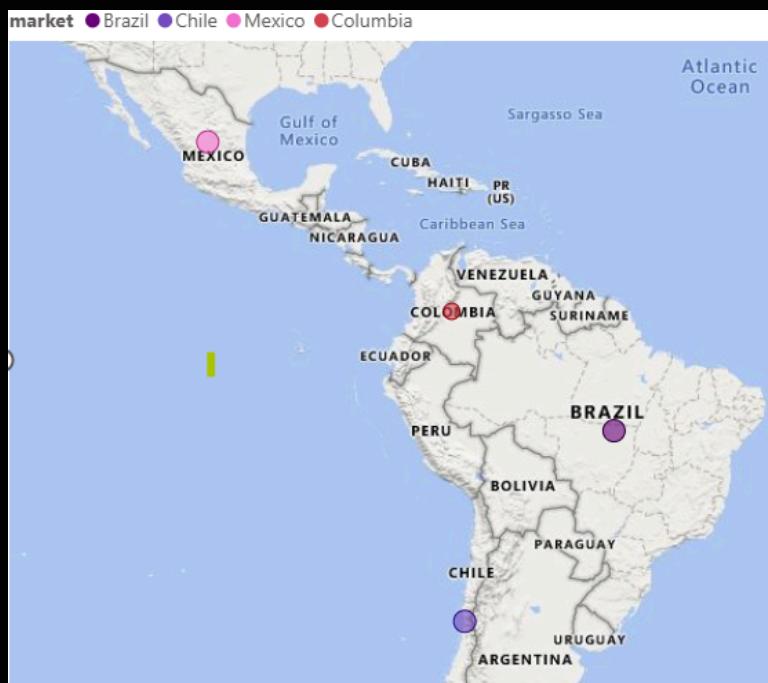


REGIONS

APAC



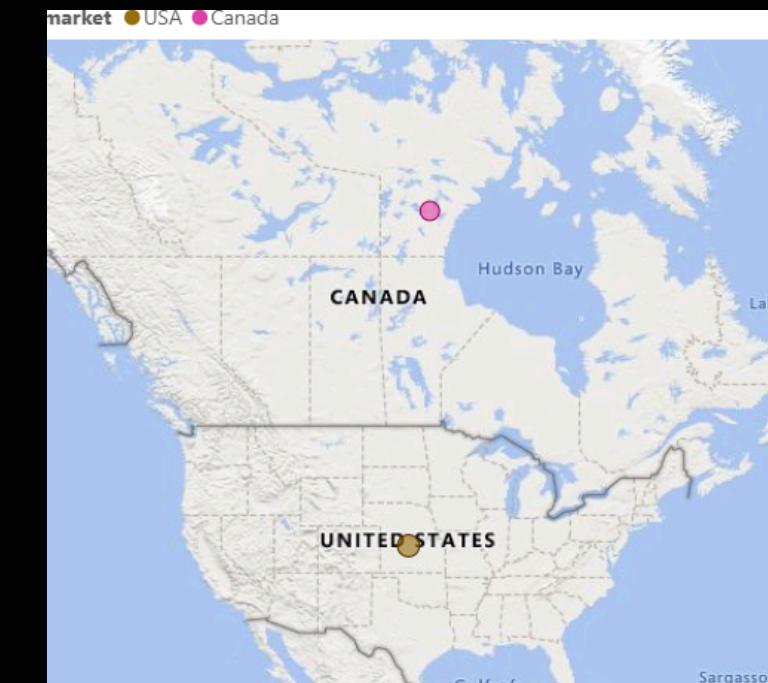
LATAM



EU



NA



ATLIQ HARDWARE



SEPTEMBER

AUGUST

FISCAL YEAR

PROBLEM STATEMENT



THE MANAGEMENT REALIZED THEY AREN'T GETTING ENOUGH INSIGHTS TO MAKE QUICK, INFORMED DECISIONS. TO FIX THIS, THEY WANT TO HIRE MORE JUNIOR DATA ANALYSTS. TONY SHARMA, THE DIRECTOR OF DATA ANALYTICS, IS LOOKING FOR CANDIDATES WITH BOTH TECHNICAL AND SOFT SKILLS. SO, HE'S DECIDED TO HOLD A SQL CHALLENGE TO TEST THESE ABILITIES.



OBJECTIVE

- EXECUTE SQL QUERIES TO EXTRACT RELEVANT DATA AND RESPOND TO SPECIFIC BUSINESS REQUESTS.
- DEVELOP A PRESENTATION TO EFFECTIVELY CONVEY INSIGHTS AND RECOMMENDATIONS TO TOP-LEVEL MANAGEMENT.



DATA SET

TABLES:

- **DIM_CUSTOMER DIM_PRODUCT**
- **FACT_SALES_MONTHLY**
- **FACT_PRE_INVOICE_DEDUCTION**
- **FACT_GROSS_PRICE**
- **FACT_MANUFACTURING_COST**



THE INPUT DATA COVERS THE FISCAL YEARS FY 2020 AND FY 2021



ADHOC REQUESTS



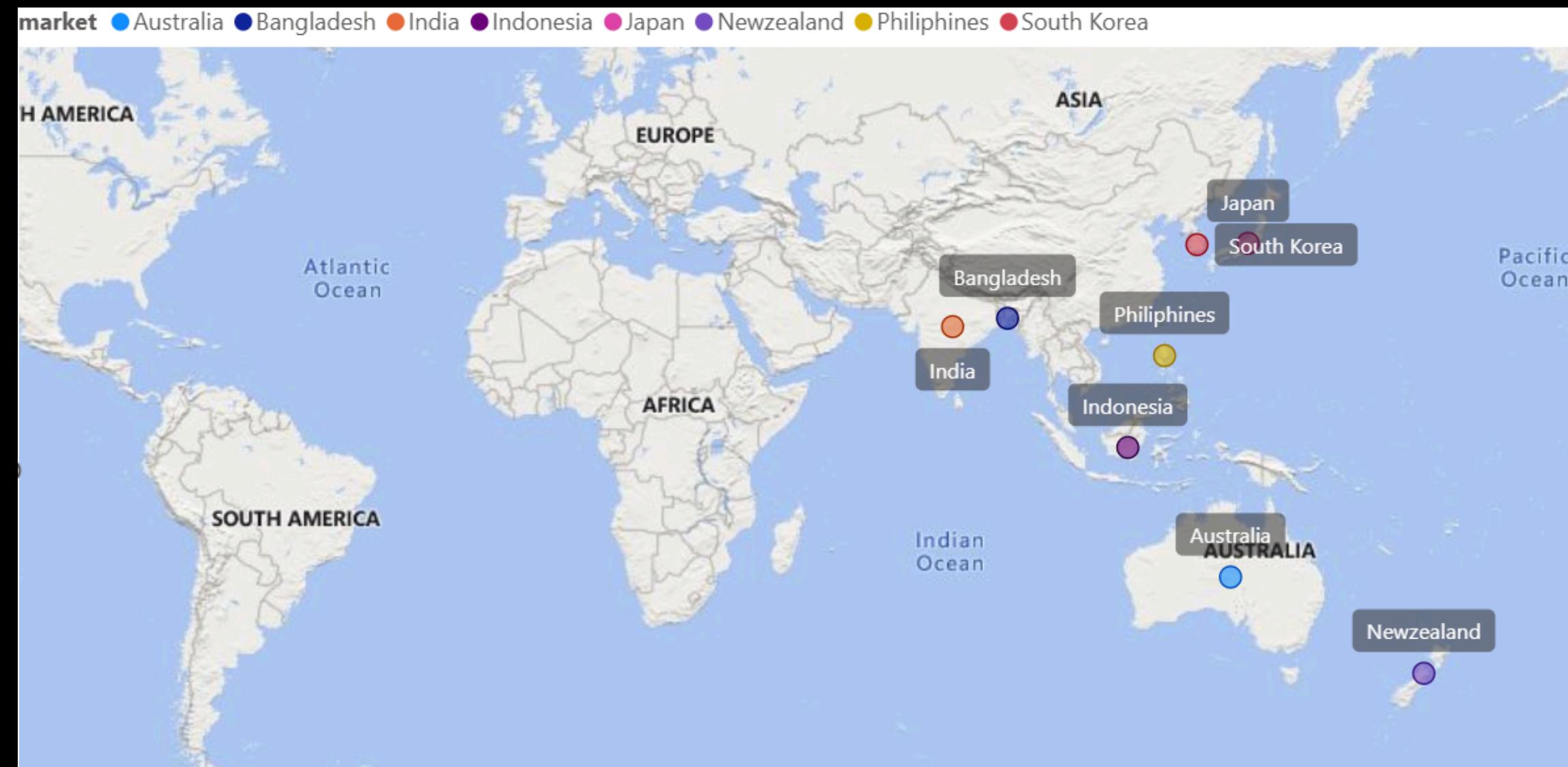
1. PROVIDE THE LIST OF MARKETS IN WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION.

OUTPUT:

| market |
|-------------|
| India |
| Indonesia |
| Japan |
| Philippines |
| South Korea |
| Australia |
| Newzealand |
| Bangladesh |



INSIGHTS:



THE CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS ACROSS 8 KEY MARKETS
WITHIN THE APAC REGION.

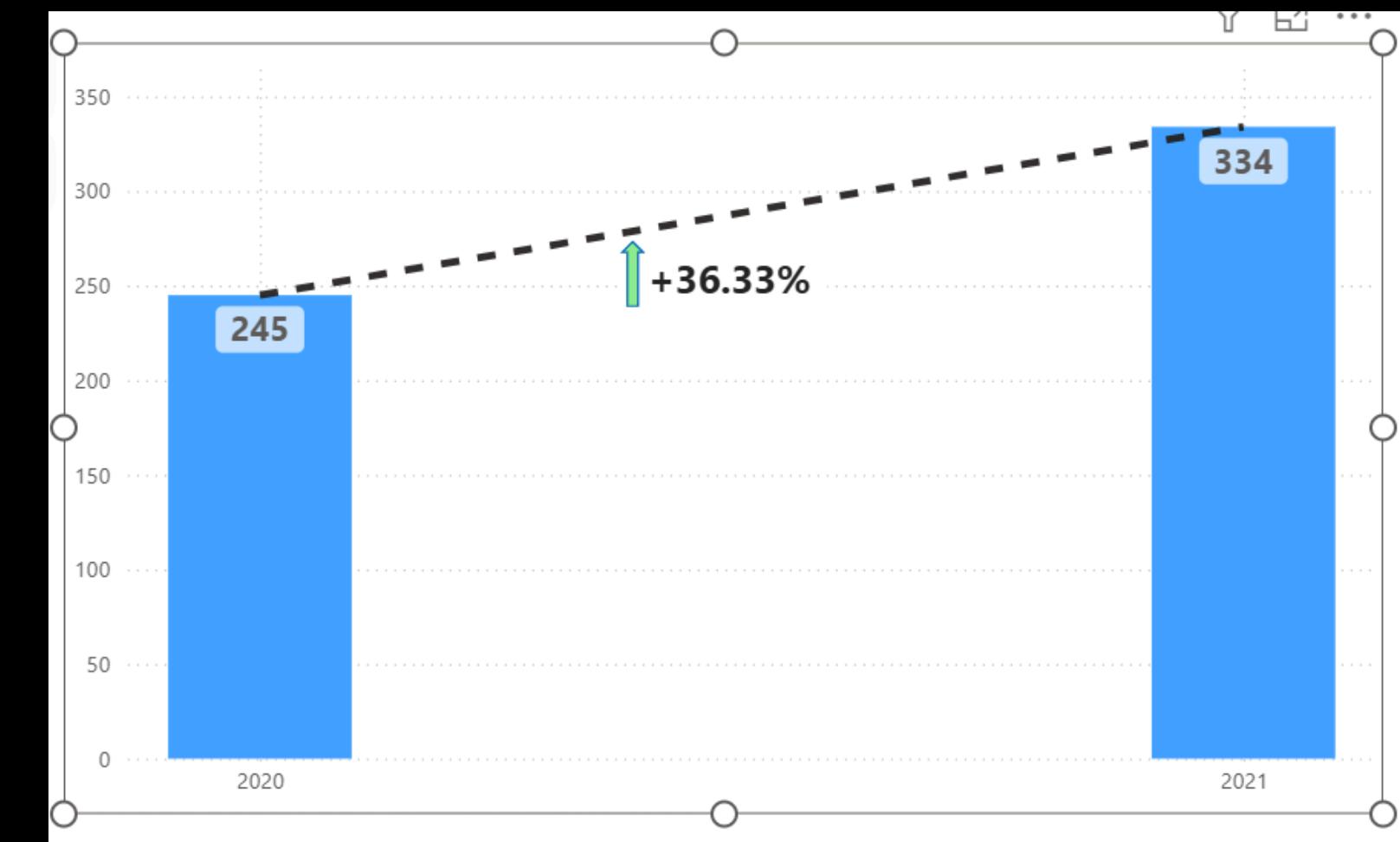
2. WHAT IS THE PERCENTAGE OF UNIQUE PRODUCT INCREASE IN 2021 VS 2020?

OUTPUT:

| | unique_products_2020 | unique_products_2021 | percentage_chg |
|--|----------------------|----------------------|----------------|
| | 245 | 334 | 36.33 |



INSIGHTS:



THE NUMBER OF UNIQUE PRODUCTS INCREASE FROM 245 IN FY 2020 TO 334 IN FY 2021, SHOWING A CLEAR 36.33% INCREASE IN THE PRODUCT RANGE OVER THE YEAR.

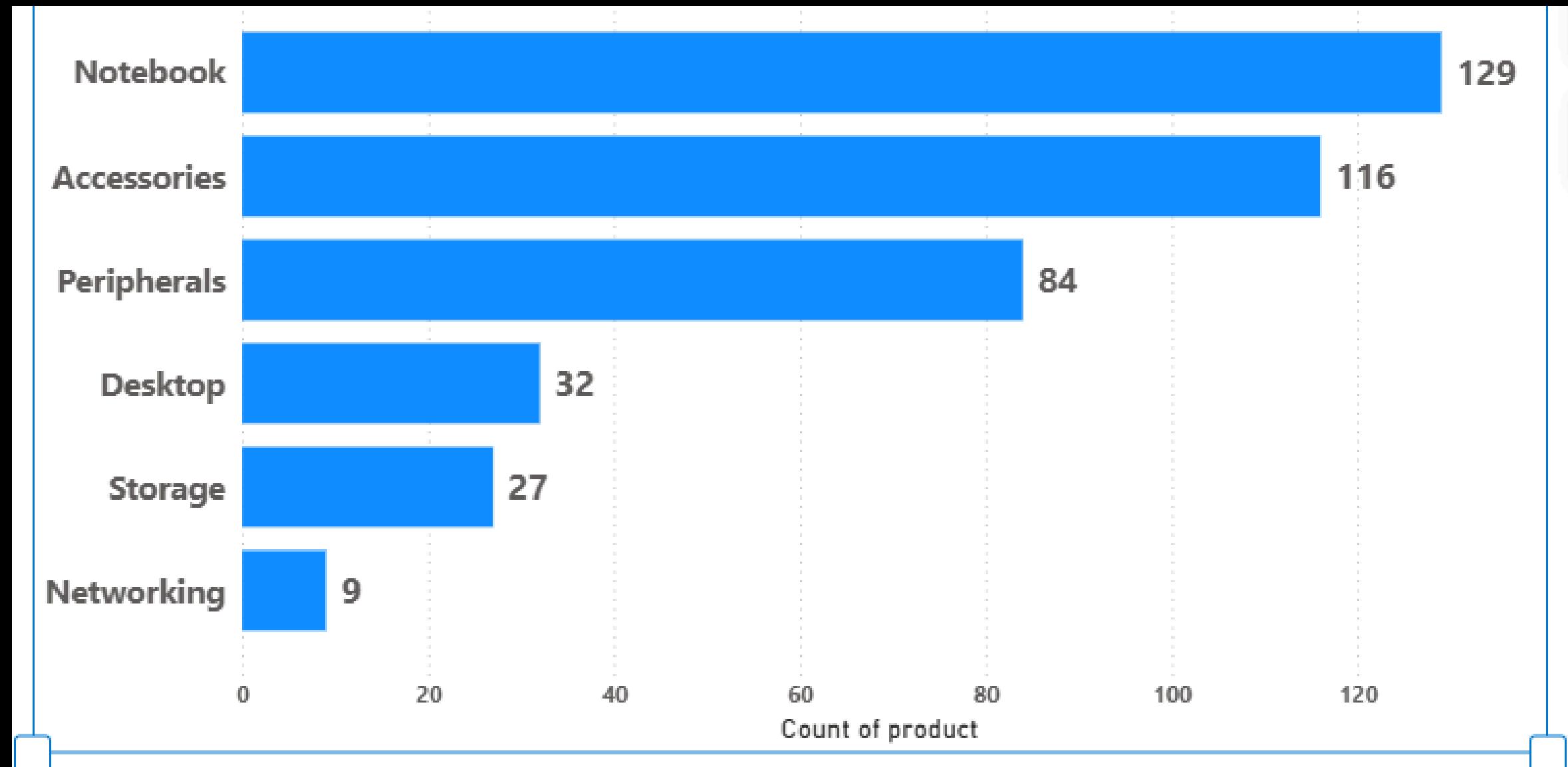
3. PROVIDE A REPORT WITH ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT AND SORT THEM IN DESCENDING ORDER OF PRODUCT COUNTS.

OUTPUT:



INSIGHTS:

| segment | unique_product_count |
|-------------|----------------------|
| Notebook | 129 |
| Accessories | 116 |
| Peripherals | 84 |
| Desktop | 32 |
| Storage | 27 |
| Networking | 9 |



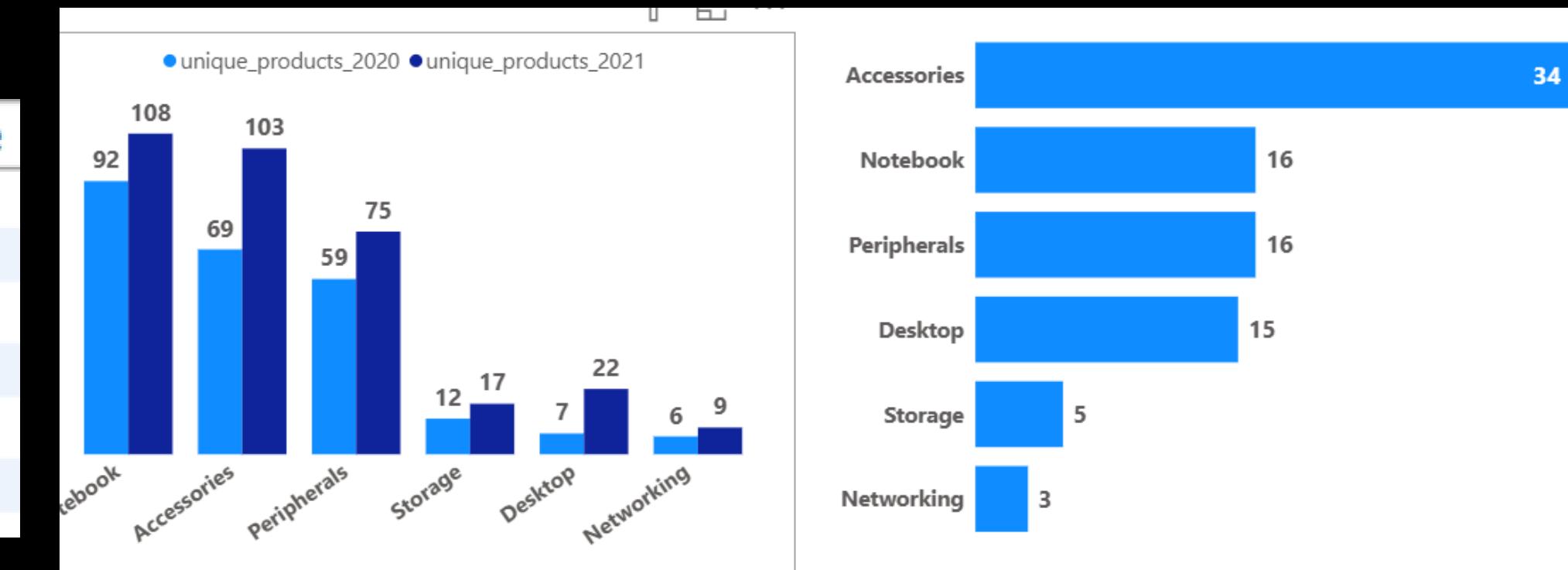
NOTEBOOKS, ACCESSORIES, AND PERIPHERALS PRODUCED 129, 116, AND 84 PRODUCTS, WHILE DESKTOPS, STORAGE, AND NETWORKING PRODUCED ONLY 32, 27, AND 9 PRODUCTS. THIS SHOWS THAT THE FIRST THREE SEGMENTS ARE MUCH MORE PRODUCTIVE

4. WHICH SEGMENT HAD THE MOST INCREASE IN UNIQUE PRODUCTS IN 2021 VS 2020?

OUTPUT:

| 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 |

INSIGHTS:



IN THE ACCESSORIES SEGMENT, THERE WAS AN INCREASE OF 34 UNIQUE PRODUCTS IN 2021 COMPARED TO 2020

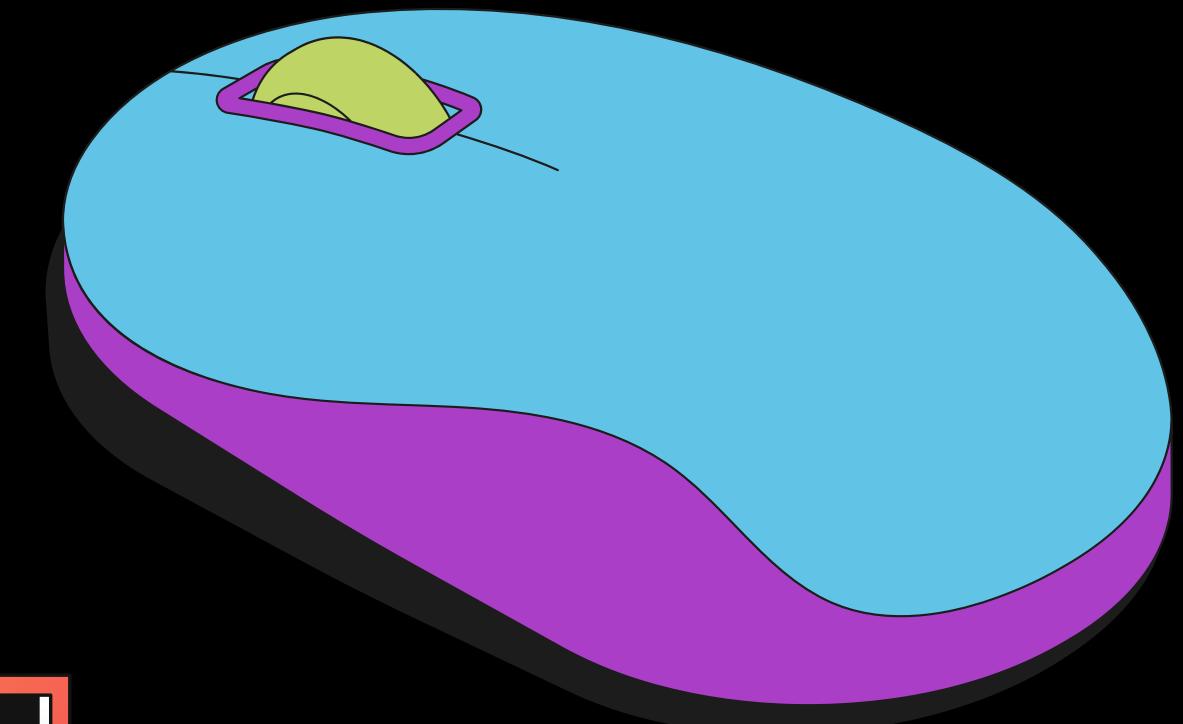
5. GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS.

OUTPUT:

| | product_code | product | manufacturing_cost |
|---|--------------|-----------------------|--------------------|
| ▶ | A6120110206 | AQ HOME Allin1 Gen 2 | 240.5364 |
| | A2118150101 | AQ Master wired x1 Ms | 0.8920 |



LOWEST MANUFACTURING COST: 089 \$



HIGHEST MANUFACTURING COST: \$ 241



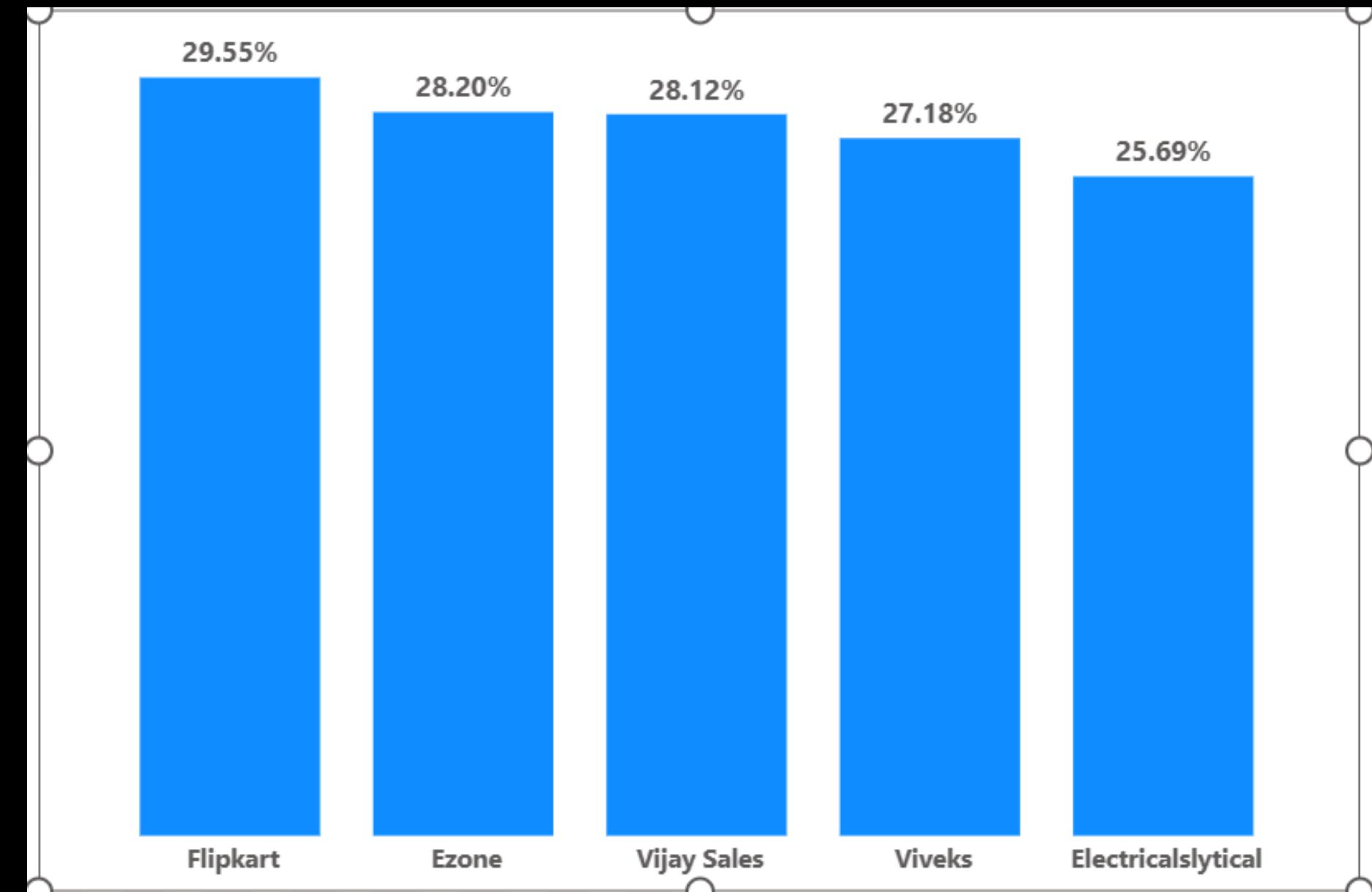
6.GENERATE A REPORT WHICH CONTAINS THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE_INVOICE_DISCOUNT_PCT FOR THE FISCAL YEAR 2021 AND IN THE INDIAN MARKET.

OUTPUT:



INSIGHTS:

| customer_code | customer | average_discount_pct |
|---------------|----------|----------------------|
| 90002009 | Flipkart | 0.31% |
| 90002006 | Viveks | 0.30% |
| 90002002 | Croma | 0.30% |
| 90002003 | Ezone | 0.30% |
| 90002016 | Amazon | 0.29% |



IN FY 2021, ATLIQ HARDWARE OFFERED THE HIGHEST PRE-INVOICE DISCOUNTS TO FLIPKART (30.83%), VIVEKS (30.38%), EZONE (30.28%), CROMA (30.25%), AND AMAZON (29.33%). THE DISCOUNTS WERE QUITE SIMILAR ACROSS THESE TOP 5 CUSTOMERS, WITH ONLY SMALL DIFFERENCES IN THE PERCENTAGES.

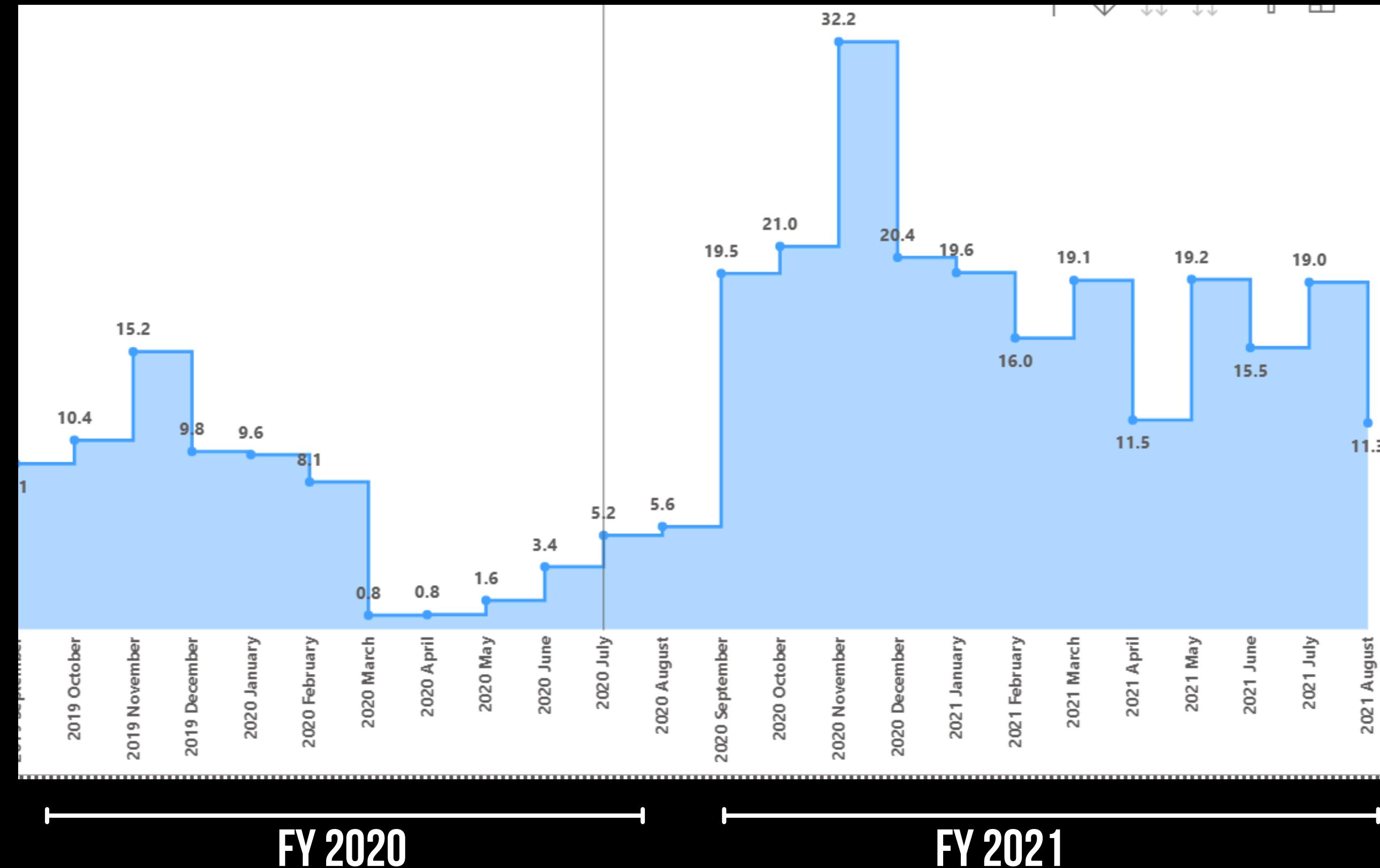
7. GET THE COMPLETE REPORT OF THE GROSS SALES AMOUNT FOR THE CUSTOMER “ATLIQ EXCLUSIVE” FOR EACH MONTH. THIS ANALYSIS HELPS TO GET AN IDEA OF LOW AND HIGH PERFORMING MONTHS AND TAKE STRATEGIC DECISIONS.



OUTPUT:

| MONTH | Year | gross_sales_mln |
|-----------|------|-----------------|
| September | 2019 | 9.09M |
| November | 2019 | 15.23M |
| December | 2019 | 9.76M |
| January | 2020 | 9.58M |
| March | 2020 | 0.77M |
| April | 2020 | 0.80M |
| May | 2020 | 1.59M |
| July | 2020 | 5.15M |
| August | 2020 | 5.64M |
| September | 2020 | 19.53M |
| November | 2020 | 32.25M |
| December | 2020 | 20.41M |
| January | 2021 | 19.57M |
| March | 2021 | 19.15M |
| April | 2021 | 11.48M |
| May | 2021 | 19.20M |
| July | 2021 | 19.04M |
| August | 2021 | 11.32M |
| October | 2019 | 10.38M |
| February | 2020 | 8.08M |

INSIGHTS:



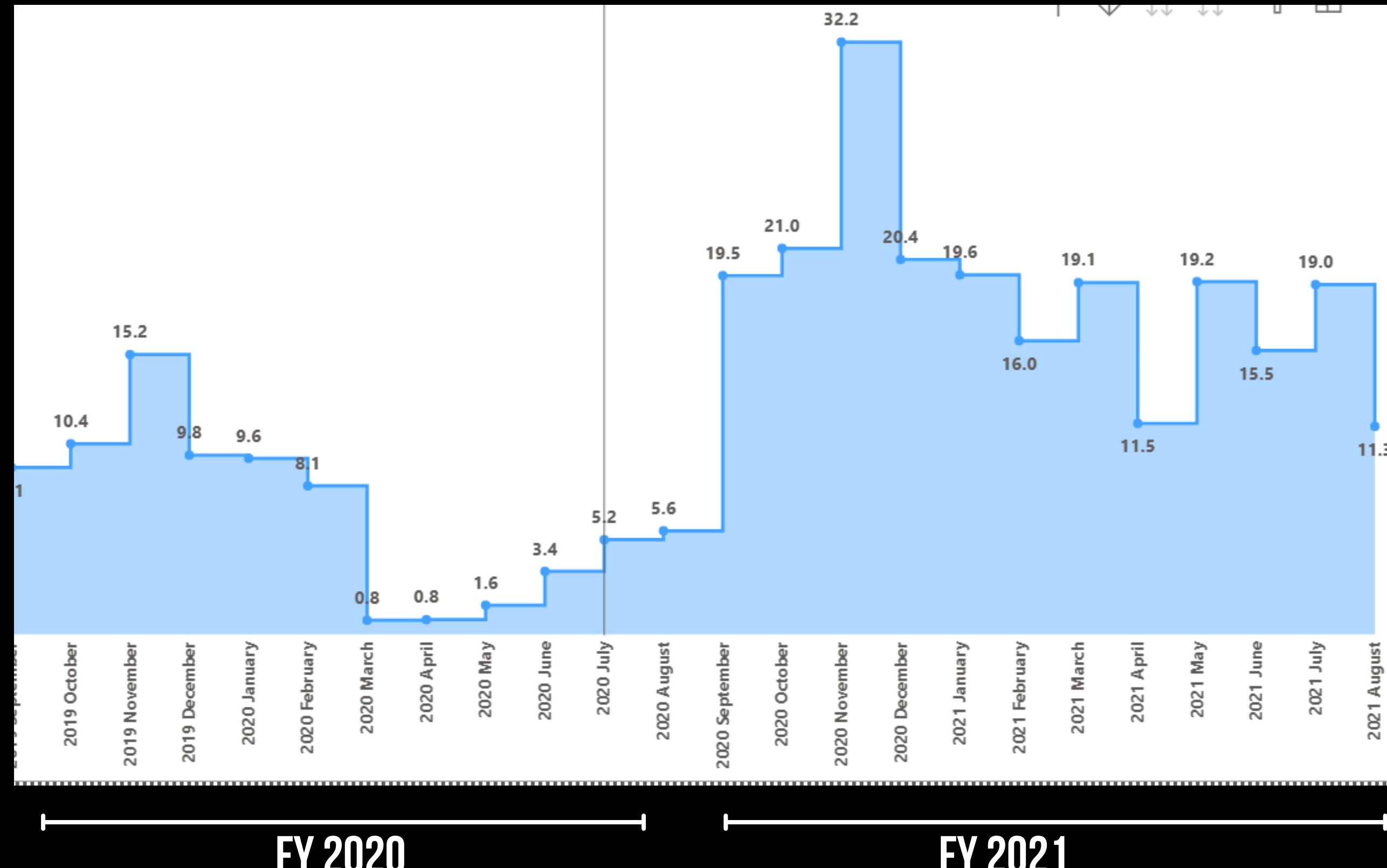
7. GET THE COMPLETE REPORT OF THE GROSS SALES AMOUNT FOR THE CUSTOMER "ATLIQ EXCLUSIVE" FOR EACH MONTH. THIS ANALYSIS HELPS TO GET AN IDEA OF LOW AND HIGH PERFORMING MONTHS AND TAKE STRATEGIC DECISIONS.



OUTPUT:

SALES FOR "ATLIQ EXCLUSIVE" WERE LOWEST IN MARCH AND APRIL 2020, WITH JUST 1 MILLION. SALES STARTED TO RISE FROM SEPTEMBER 2020, SHOWING A POSITIVE TREND.

INSIGHTS:



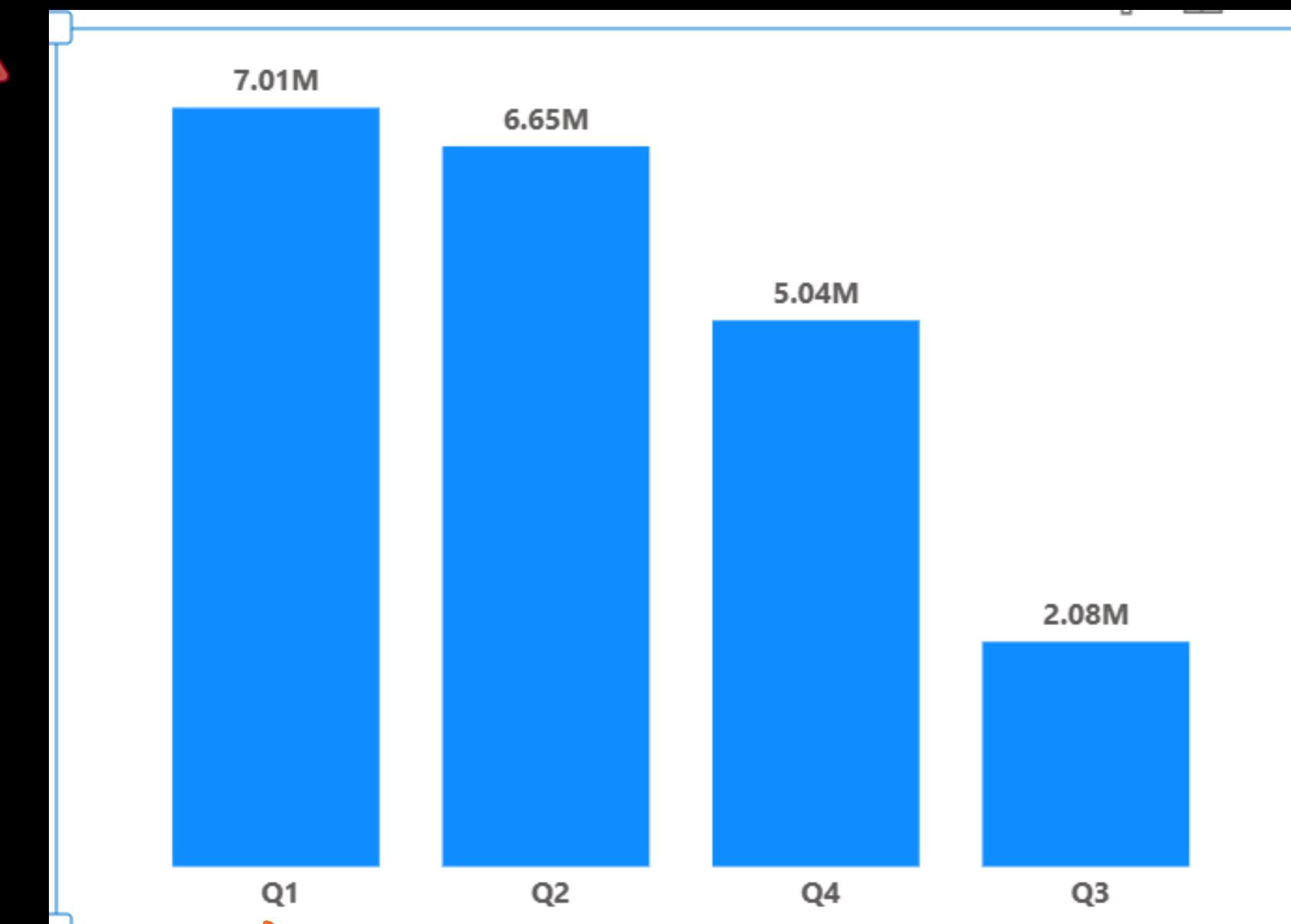
8. IN WHICH QUARTER OF 2020, GOT THE MAXIMUM TOTAL_SOLD_QUANTITY?

INSIGHTS:

OUTPUT:



| Quarter | total_sold_quantity |
|---------|---------------------|
| Q1 | 7005619 |
| Q2 | 6649642 |
| Q4 | 5042541 |
| Q3 | 2075087 |



MAXIMUM TOTAL SOLD QUANTITY Q1

MINIMUM TOTAL SOLD QUANTITY Q3

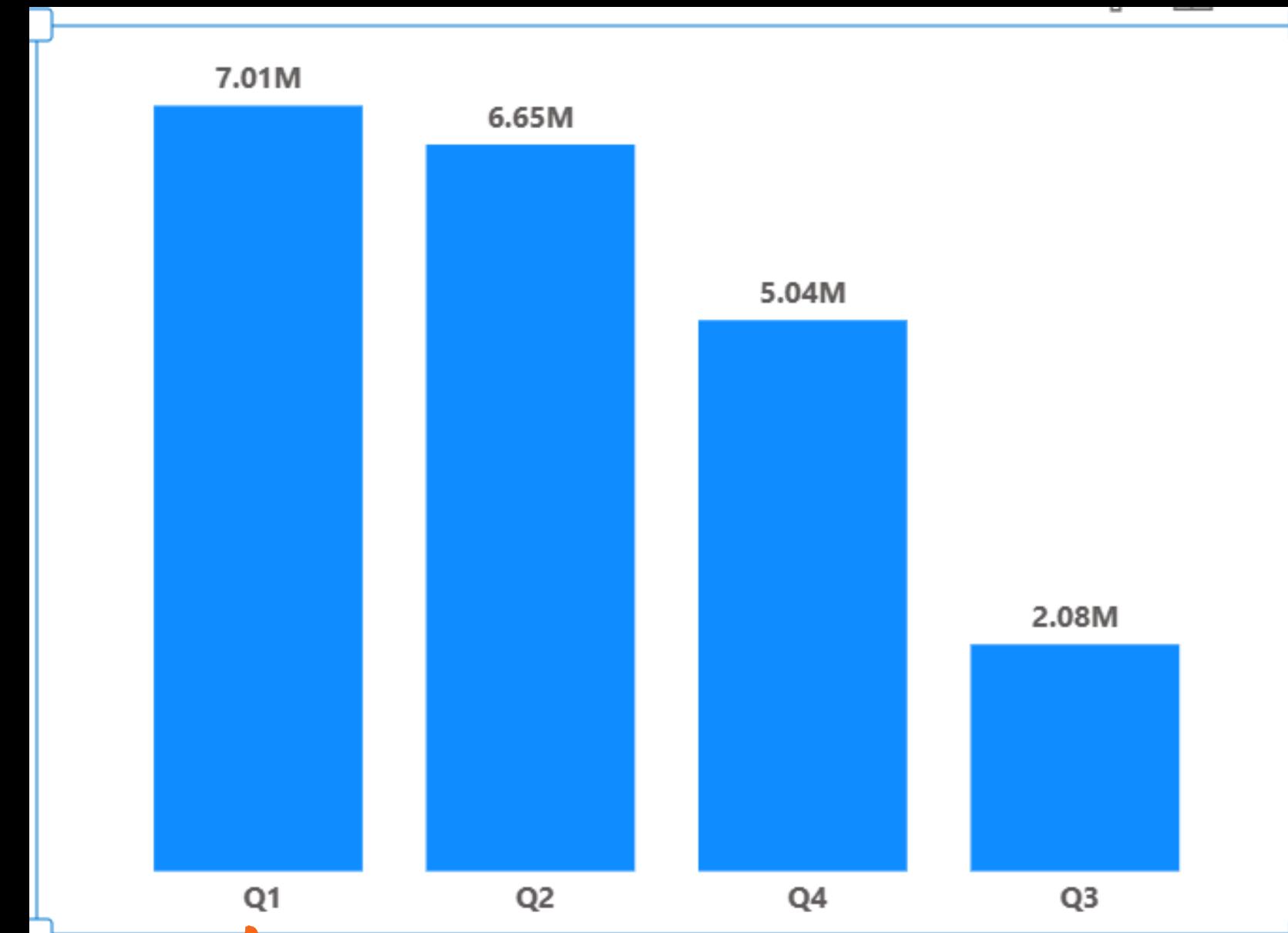
8. IN WHICH QUARTER OF 2020, GOT THE MAXIMUM TOTAL_SOLD_QUANTITY?

OUTPUT:



INSIGHTS:

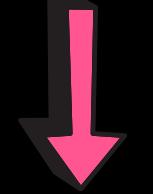
SALES WERE HIGHEST IN THE FIRST QUARTER AT \$7.01 MILLION AND SLIGHTLY LOWER IN THE SECOND QUARTER AT \$6.65 MILLION. HOWEVER, IN THE THIRD QUARTER (MARCH, APRIL, MAY), SALES DROPPED SIGNIFICANTLY TO \$2.08 MILLION AND \$5.04 MILLION BECAUSE OF THE COVID-19 PANDEMIC. FORTUNATELY, SALES IMPROVED IN THE FOURTH QUARTER, SHOWING A RECOVERY FROM THE PANDEMIC'S IMPACT.



MAXIMUM TOTAL SOLD QUANTITY Q1



MINIMUM TOTAL SOLD QUANTITY Q3



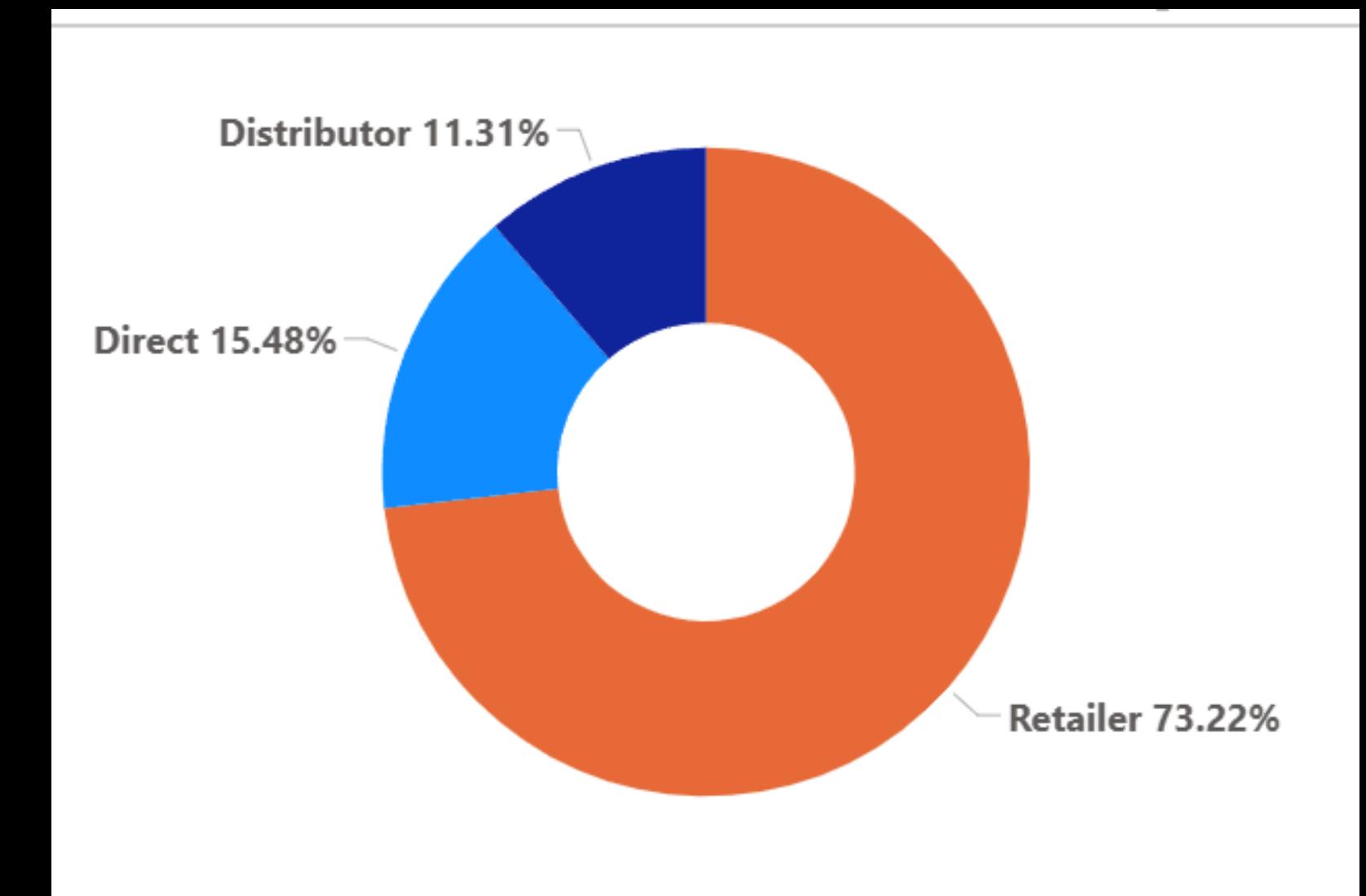
9. WHICH CHANNEL HELPED TO BRING MORE GROSS SALES IN THE FISCAL YEAR 2021 AND THE PERCENTAGE OF CONTRIBUTION?

OUTPUT:

| channel | gross_sales_mln | percentage |
|-------------|-----------------|------------|
| Retailer | 1924.17 | 73.22% |
| Direct | 406.69 | 15.47% |
| Distributor | 297.18 | 11.31% |



INSIGHTS:



IN THE FISCAL YEAR 2021, THE RETAILER CHANNEL CONTRIBUTED THE MOST TO GROSS SALES, CONTRIBUTING FOR 73.2% OF THE TOTAL. THE DIRECT CHANNEL CONTRIBUTED 15.5%, AND THE DISTRIBUTOR CHANNEL CONTRIBUTED 11.31%.

10. GET THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGHEST TOTAL_SOLD_QUANTITY IN THE FISCAL YEAR 2021

OUTPUT:

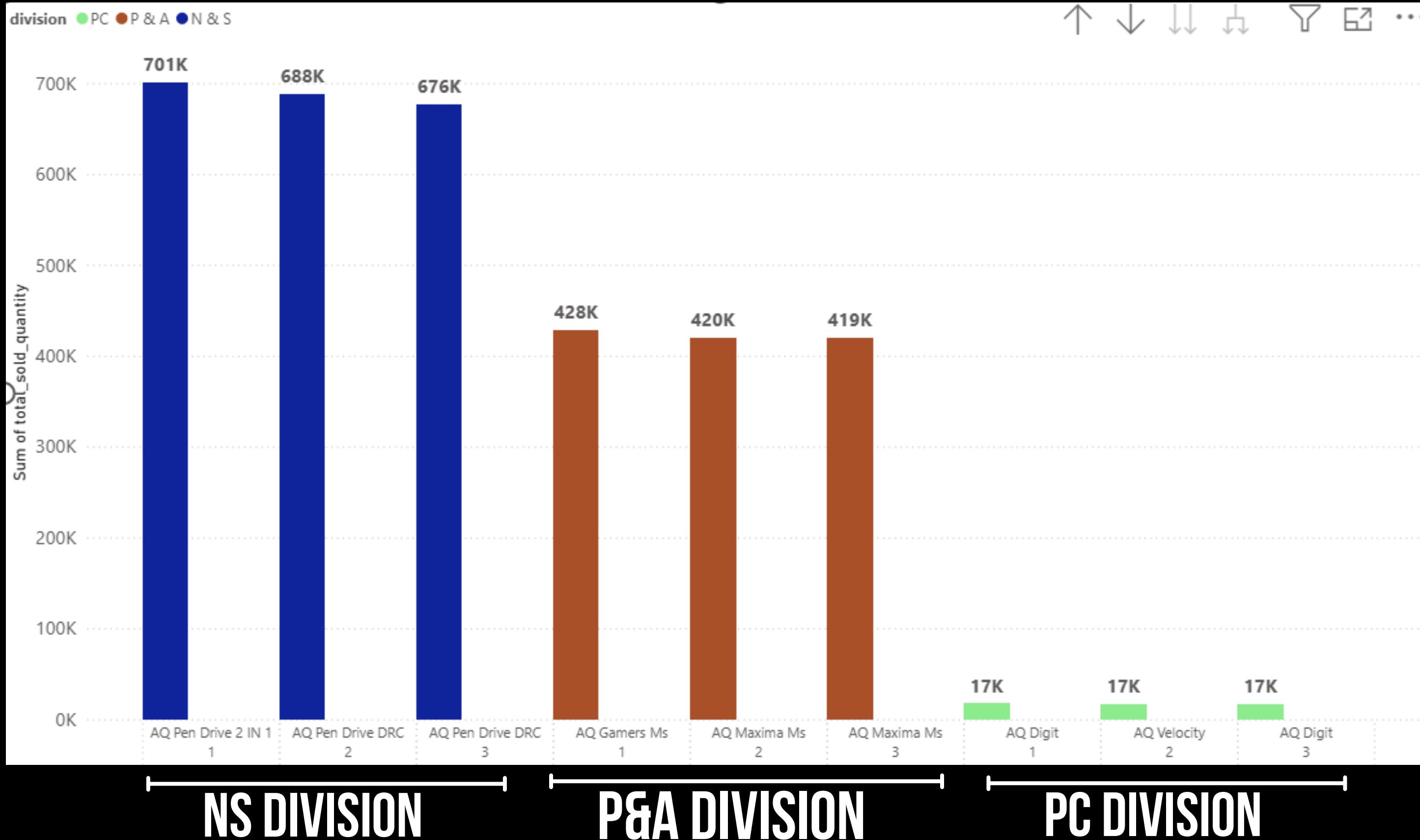
| | division | product_code | product | total_sold_quantity | rank_order |
|---|----------|--------------|---------------------|---------------------|------------|
| ▶ | N & S | A6720160103 | AQ Pen Drive 2 IN 1 | 701373 | 1 |
| | N & S | A6818160202 | AQ Pen Drive DRC | 688003 | 2 |
| | N & S | A6819160203 | 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 |



IN THE FISCAL YEAR 2021, THE AQ PEN DRIVE 2 IN 1 PREMIUM WAS THE BEST-SELLING PRODUCT IN THE N & SDIVISION. IN THE P & A DIVISION, THE TOP PRODUCT WAS THE AQ GAMERS MS (STANDARD 2), AND IN THE PC DIVISION, IT WAS THE AQ DIGIT (STANDARD BLUE). THESE PRODUCTS HAD THE HIGHEST SALES IN THEIR RESPECTIVE DIVISIONS.



TOP 3 PRODUCTS FROM EACH DIVISION



PRESENTED BY :
NEELESH RUDRA

