

So how is our company performing?



Well we are becoming one of the leading computer hardware producers in India and well expanding in other countries too!



BRAINSTORM

Well that's great news !



But we are noticing that we do not get enough insights to make smart data driven **INFORMED** decisions



BRAINSTORM

I think we should expand
the data analytics team &
hire someone who is good at
both tech & soft skills

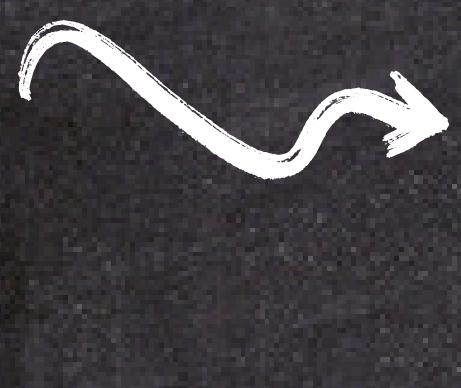


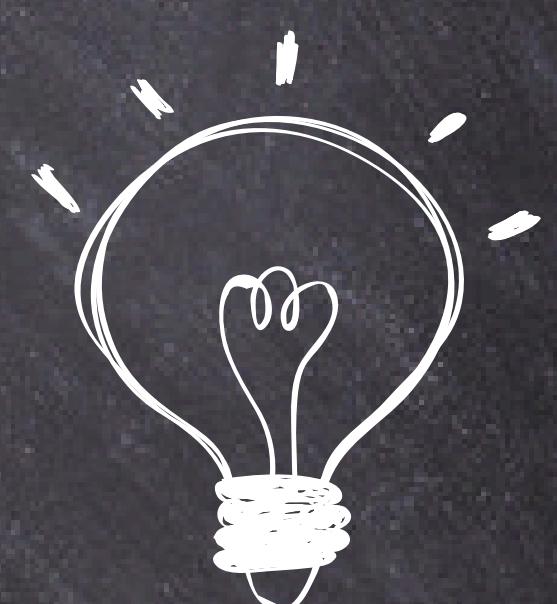
Yes let's conduct a SQL
challenge which will help us
understand both the skills
and hire accordingly



BRAINSTORM

CONSUMER GOODS AD-HOC INSIGHTS

 **BUSINESS MODEL**



 **DATA SET & AD-HOC REQUESTS**

**PRESENTED BY :NEHA
PANJABI**

on ● APAC ● EU ● LATAM ● NA



ATLIQ'S PRODUCT LINE

PERIPHERAL &
ACCESSORIES



PC



NETWORKING
AND STORAGE

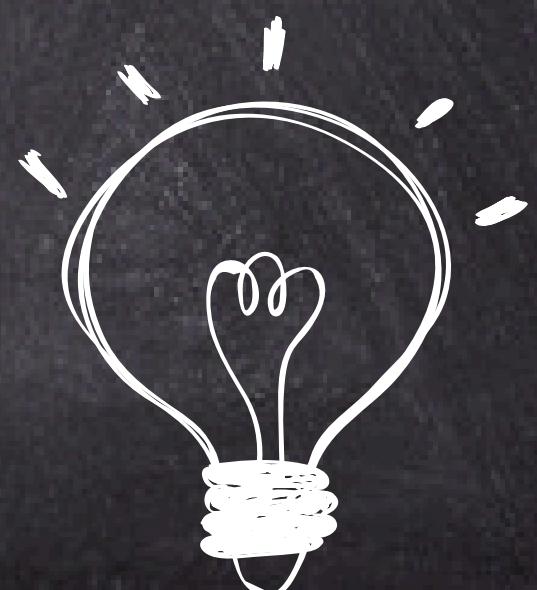


HOW ATLIQ OPERATES

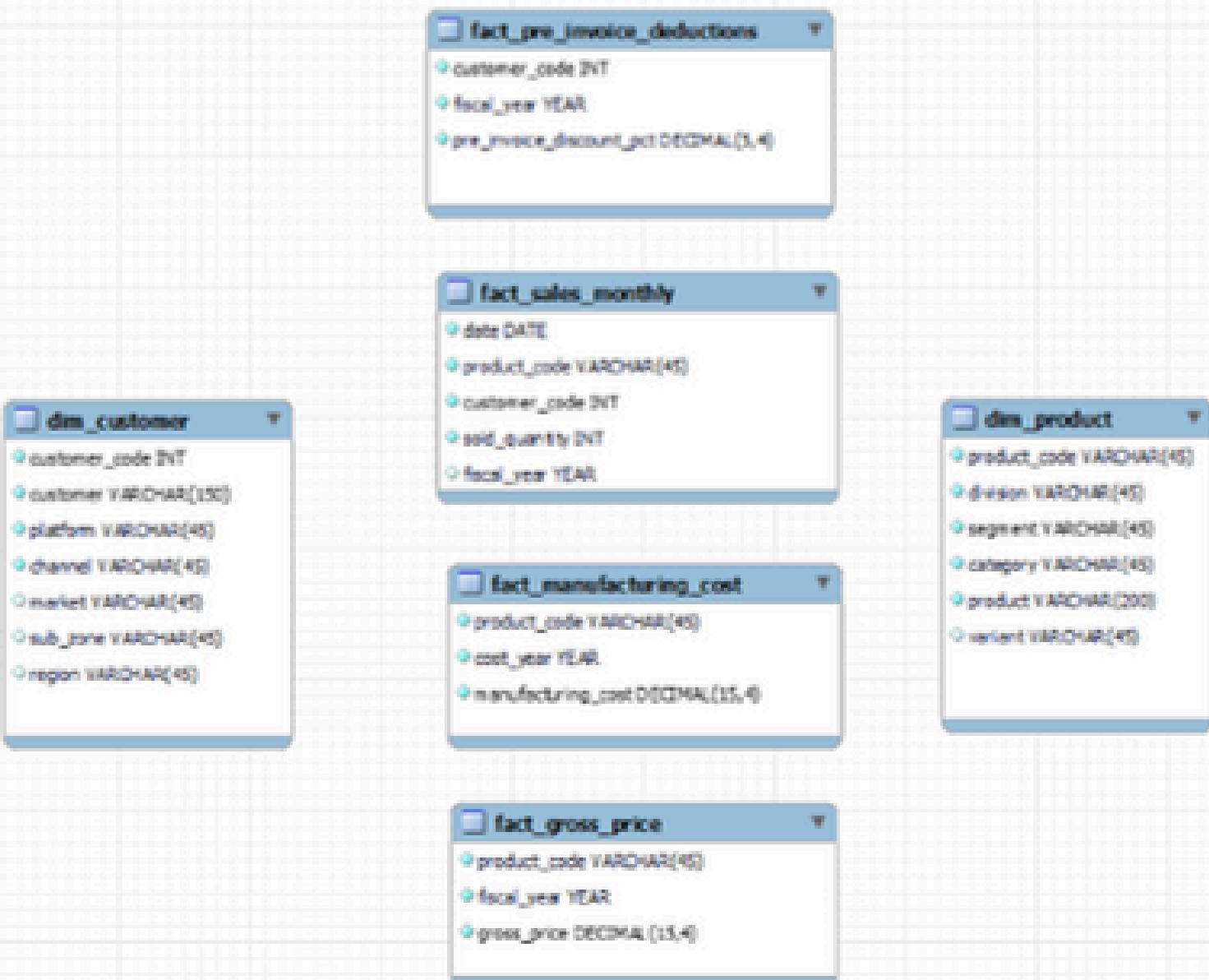
→ THE FISCAL YEAR FOR ATLIQ STARTS FROM 1ST SEPT AND ENDS ON 31 AUG EACH YEAR

→ SEPT 2019 - AUG 2020 → FY 2020
SEPT 2020 - AUG 2021 → FY 2021

→ THE SALES DATA IS AVAILABLE FOR FY 2020 TO 2021



DATA SET



AD-HOC REQUESTS

Codebasics SQL Challenge

Requests:

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

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

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

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

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

product_code
product
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 India market. The final output contains these fields,

customer_code
customer
average_discount_percentage

7. Get the complete report of the Gross sales amount for the customer "Adig 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

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

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_min
percentage

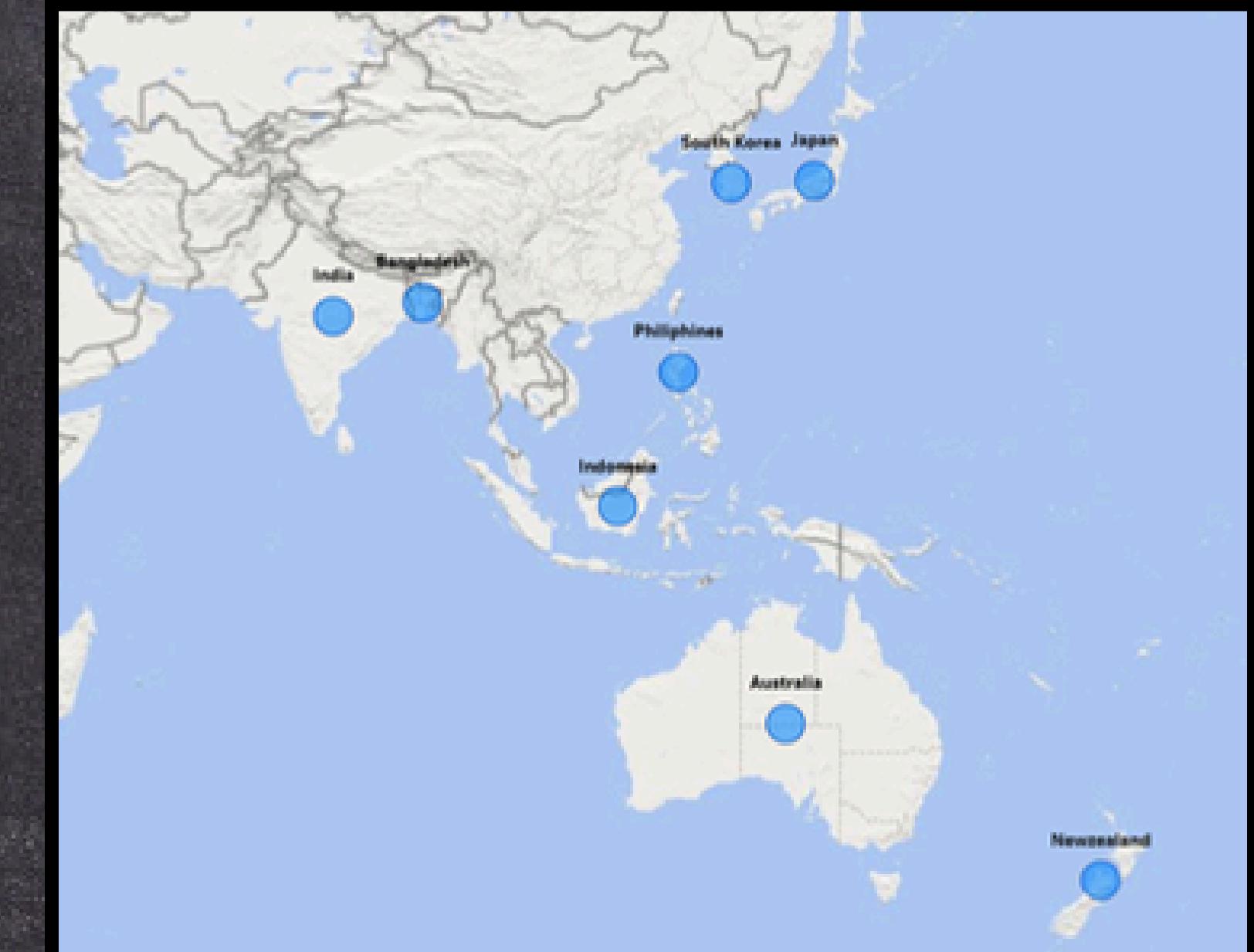
10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal year 2021? The final output contains these fields,

division
product_code

REQUEST

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

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



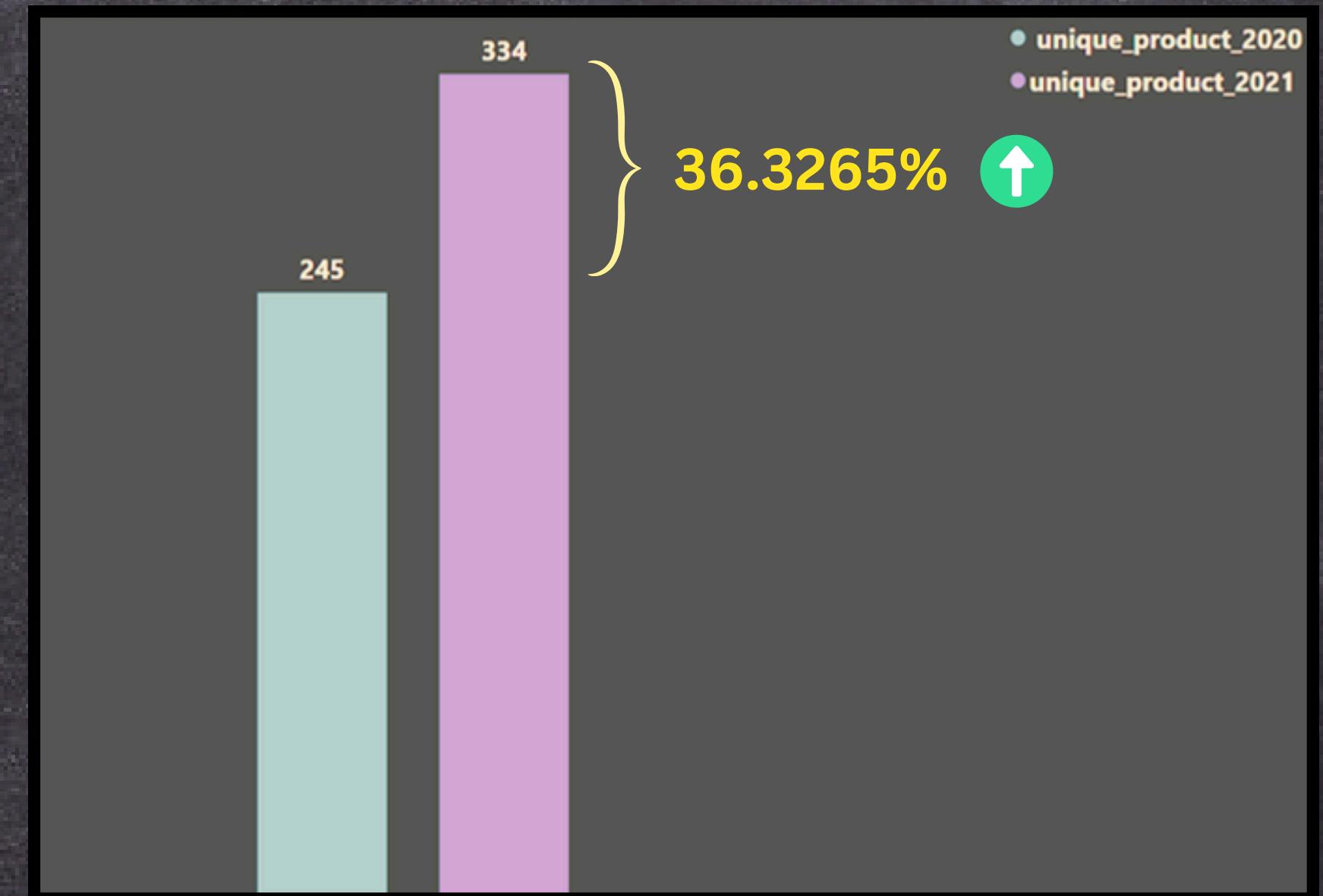
INSIGHTS: AtliQ Exclusive has established a strong market presence across eight countries in the APAC region.

**REQUEST
2**

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



unique_product_2020	unique_product_2021	pct_change
245	334	36.3265

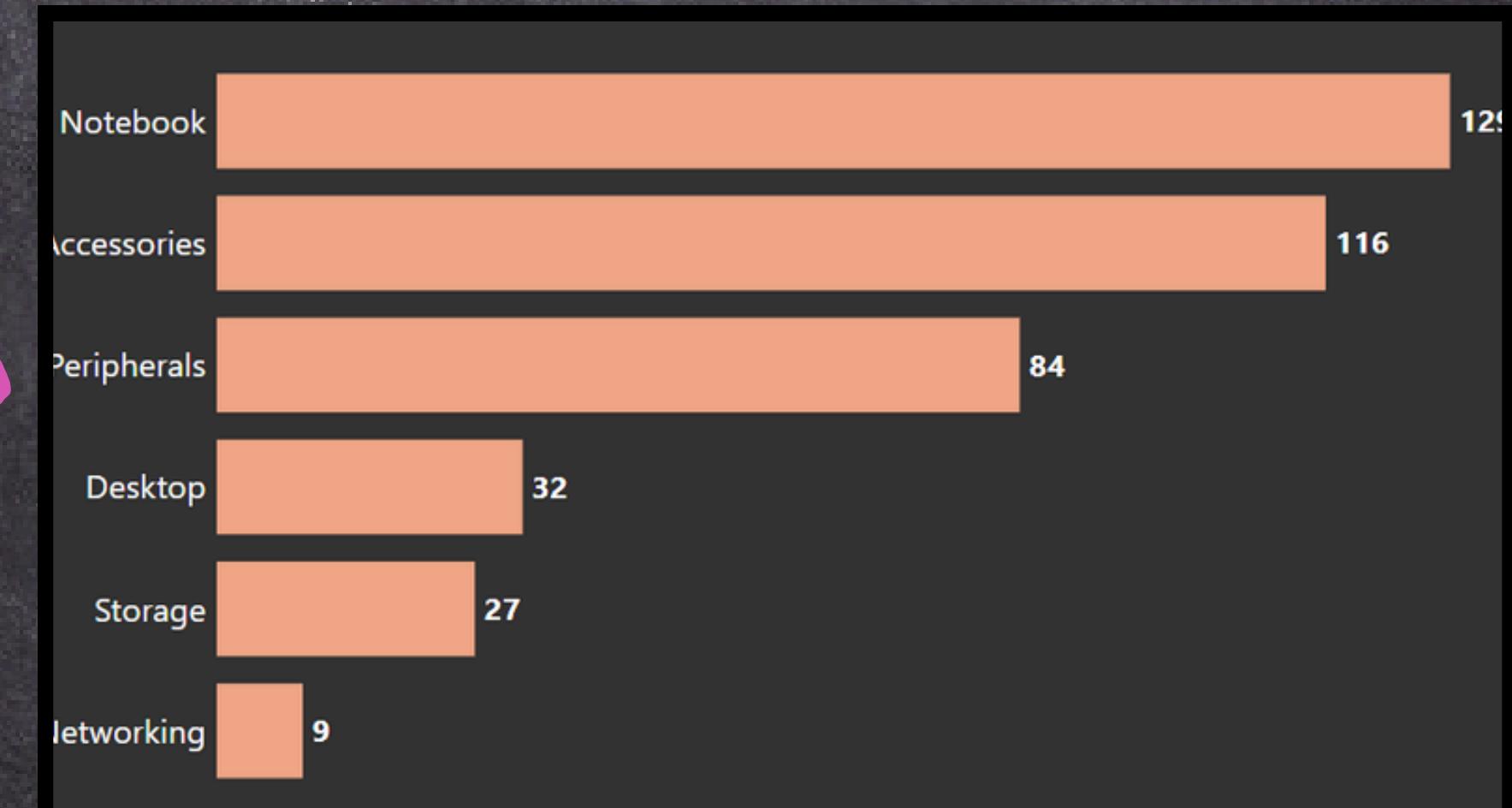


INSIGHTS: Our unique products saw an impressive 36.33% sales growth in the 2021 fiscal year compared to the previous year.

REQUEST 3

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

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



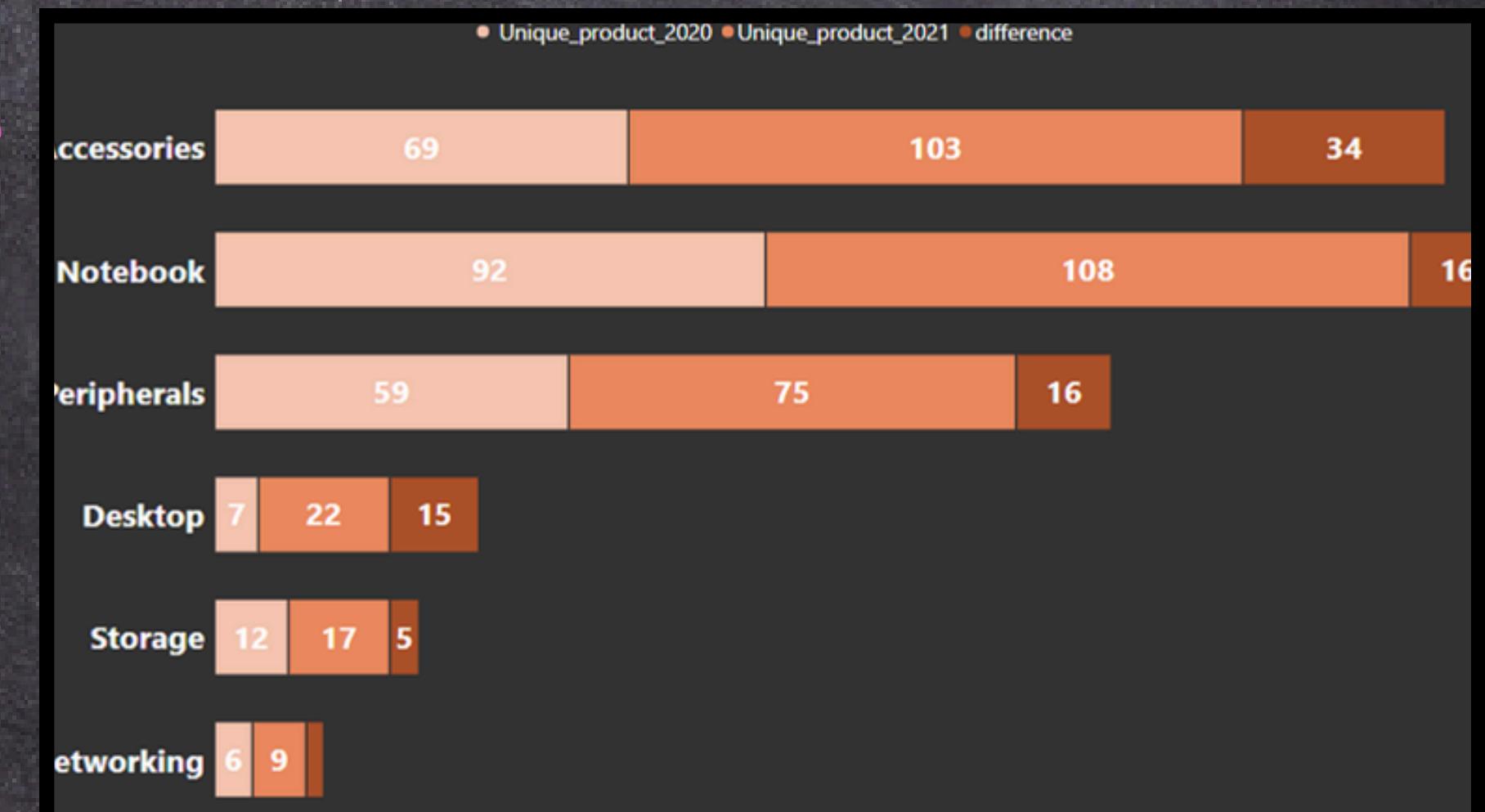
INSIGHTS :

AtliQ excels in the Notebooks, Accessories, and Peripherals segment, which makes up an impressive 82.87% of its product range. Meanwhile, Desktops, Storage, and Networking contribute a smaller portion, accounting for just 17.13% of AtliQ's overall product range.

REQUEST 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

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 saw the highest growth in new products from 2020 to 2021, with an addition of 34 items.

Desktop product production surged significantly, increasing by around 214% during the same period. On the other hand, the Storage and Networking segments introduced the fewest new products from 2020 to 2021.

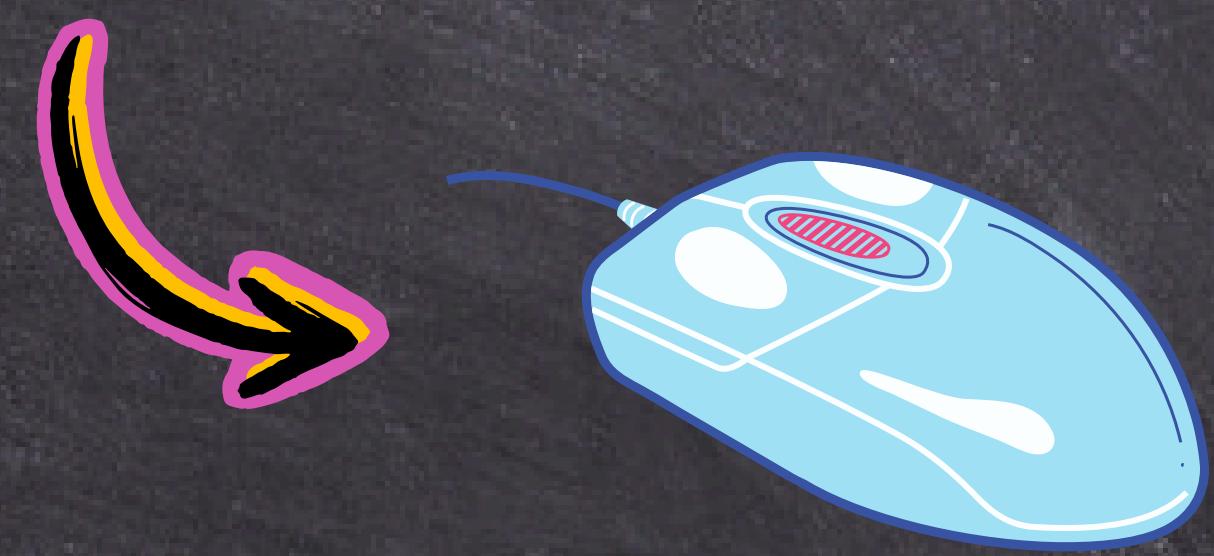
**REQUEST
5**

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	240.5364
A2118150101	AQ Master wired x1 Ms	0.8920



Higest
manufacturing
cost product



Lowest
manufacturing
cost product

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_code	customer	avg_discount_pct
▶	90002009	Flipkart	30.83%
	90002006	Viveks	30.38%
	90002003	Ezone	30.28%
	90002002	Croma	30.25%
	90002016	Amazon	29.33%

INSIGHTS : Flipkart tops the list with the highest average discount rate of 30.83%. AtliQ, on the other hand, has offered fairly consistent discounts to its top five customers, with the percentages ranging narrowly between 29.33% and 30.83%.

REQUEST

7

FY
2020

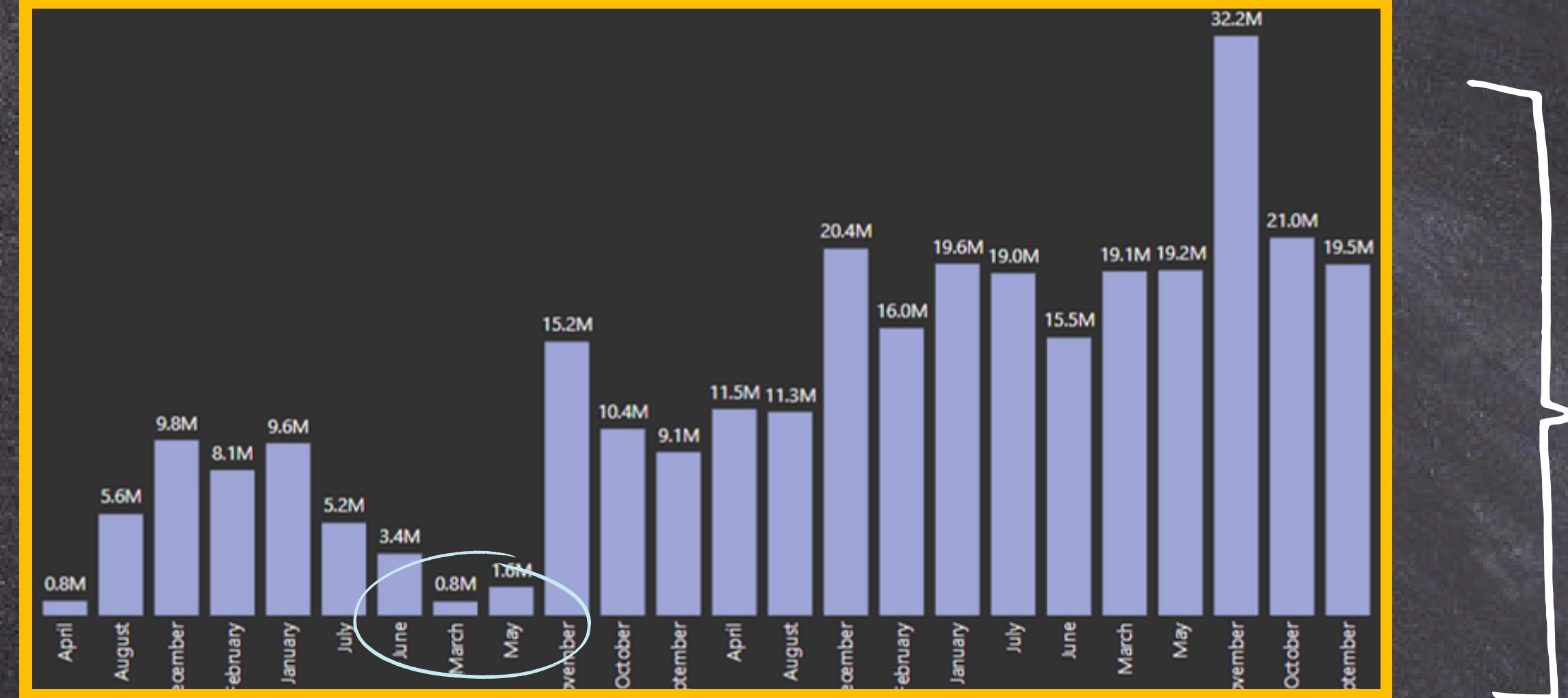
FY
2021

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

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



INSIGHTS :

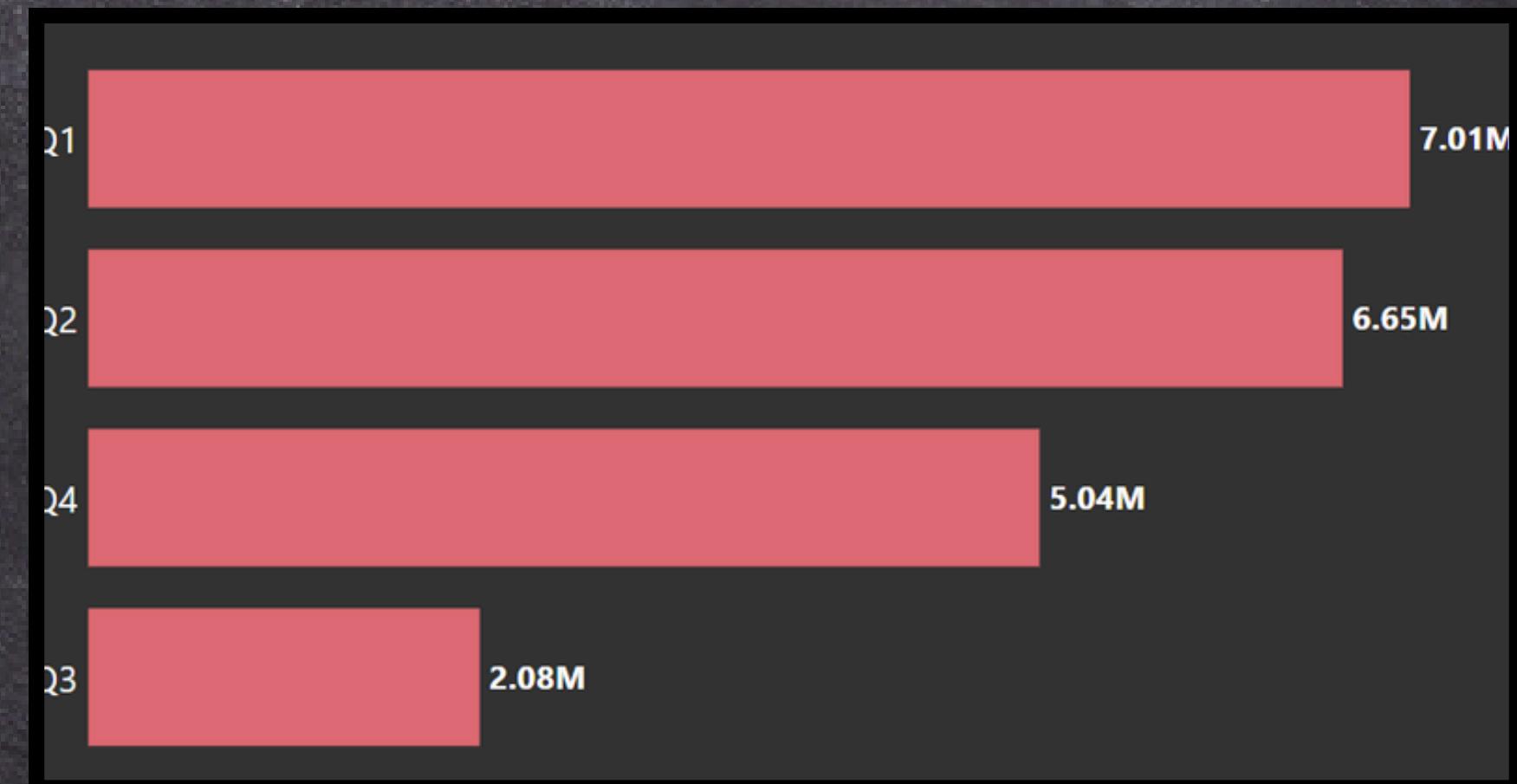


- Sales in March, April, and May 2020 were the lowest, likely due to the impact of the COVID-19 pandemic. However, sales started to rebound after June 2020.
- November 2020 saw the highest sales of the year, reaching approximately 15.23 million.
- Sales in 2021 showed significant growth compared to 2020.
- In 2021, August recorded the lowest sales at 11.32 million, while November saw the highest, with 32.25 million.

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

Quarter	total_sold_qty
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087



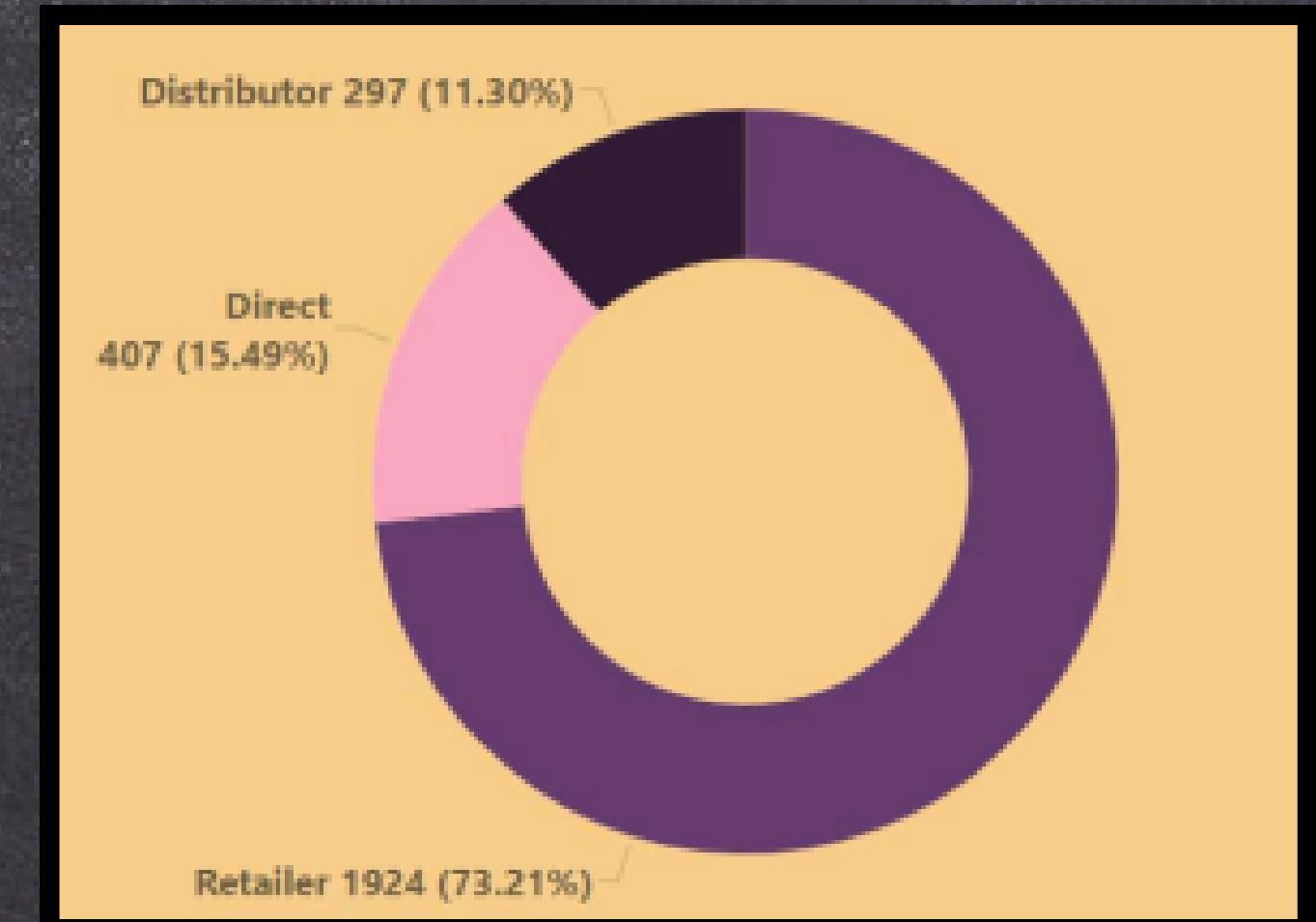
INSIGHTS :

- In Q1 of 2020, AtliQ achieved its peak sales volume, reaching approximately 7 million units, highlighting a robust performance at the beginning of the year.
- During Q3 (March, April, May), AtliQ faced a substantial drop in sales, likely attributed to the COVID-19 pandemic, which underscored the difficult market conditions and changes in consumer behavior.

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

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



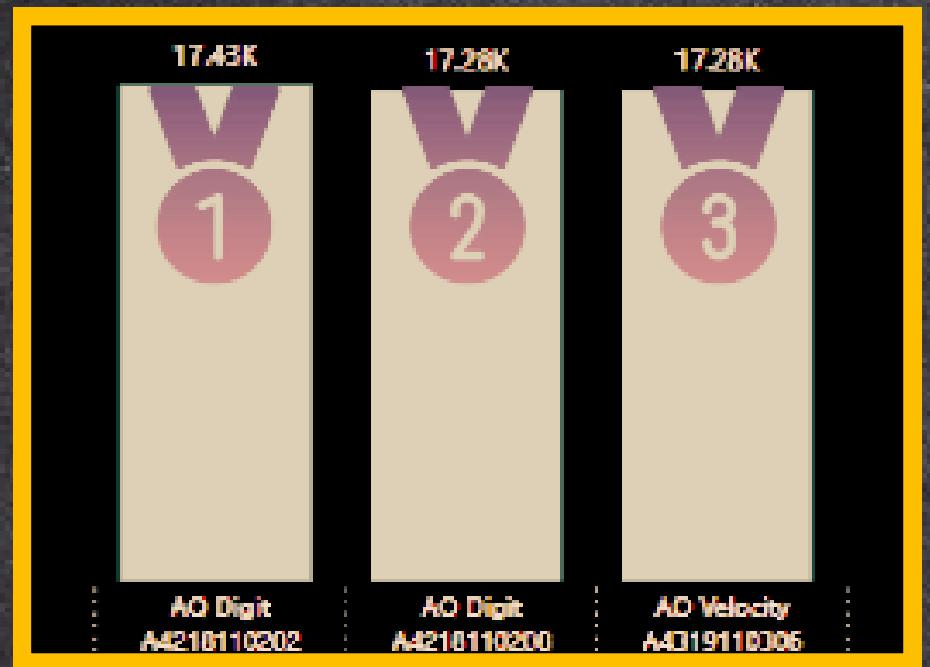
INSIGHTS :

- Retailers generate the majority of AtliQ's sales, comprising a significant 73.22% of total gross sales.
- In contrast, the combined contributions from direct and distributor channels account for just 26.79% of total sales.

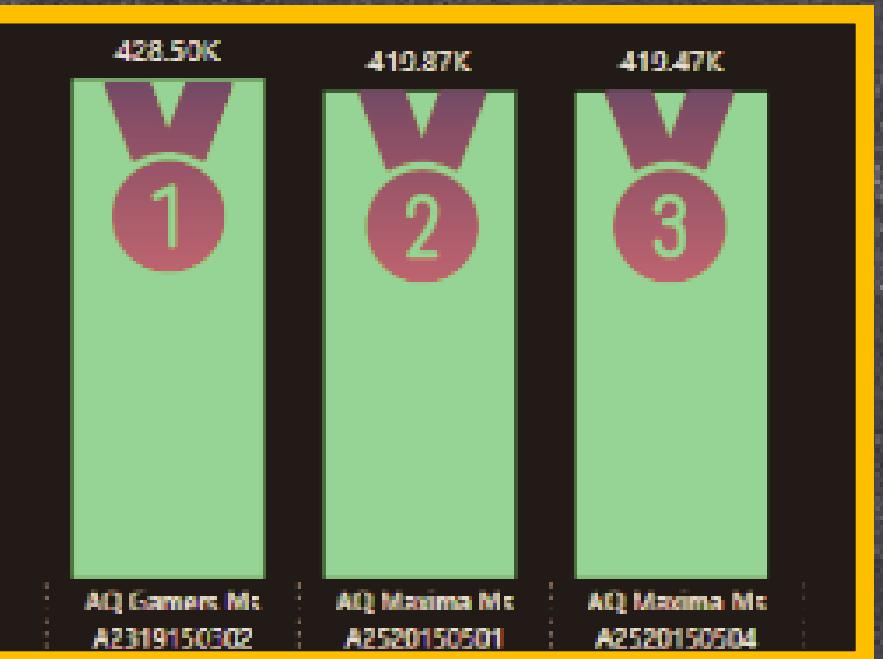
REQUEST 10

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

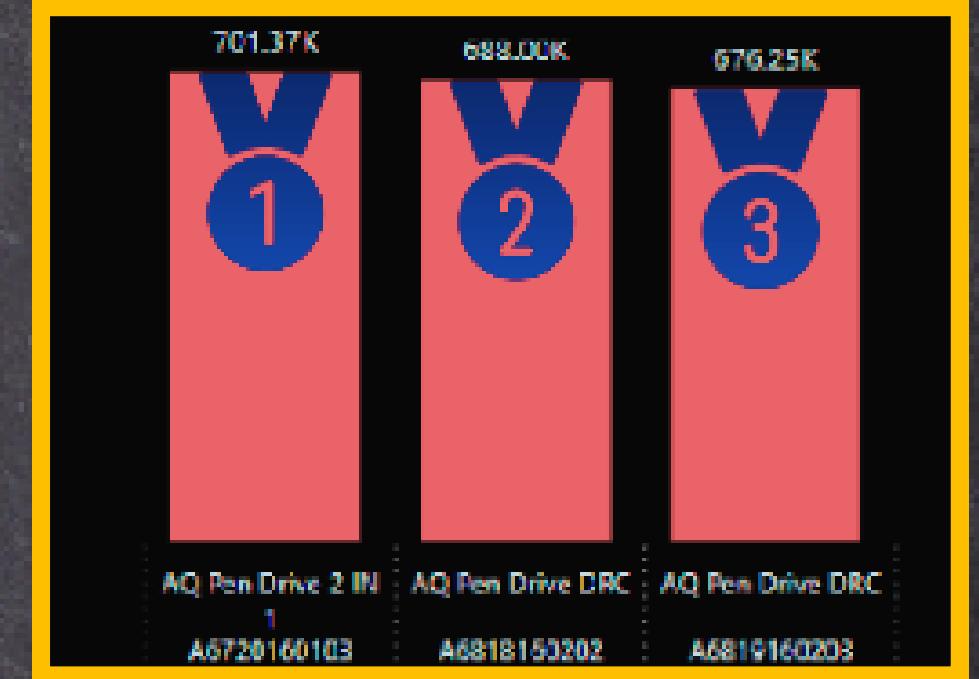
division	product_code	product	total_sold_qty	rank_order
H & S	A6720160103	AQ Pen Drive 2 IN 1 (Premium)	701373	1
	A6818160202	AQ Pen Drive DRC (Plus)	688003	2
	A6819160203	AQ Pen Drive DRC (Premium)	676245	3
P & A	A2319150302	AQ Gamers Ms (Standard 2)	428498	1
	A2520150501	AQ Maxima Ms (Standard 1)	419865	2
	A2520150504	AQ Maxima Ms (Plus 2)	419471	3
PC	A4218110202	AQ Digit (Standard Blue)	17434	1
	A4319110306	AQ Velocity (Plus Red)	17280	2
	A4218110208	AQ Digit (Premium Misty Green)	17275	3



Division - PC



Division - P&A

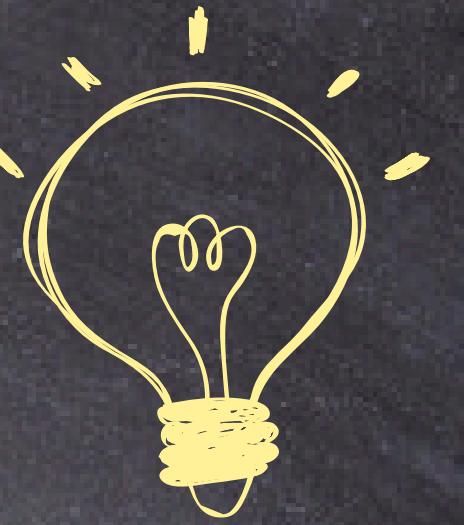


Division - NES

INSIGHTS :

1. In the N & S division, pen drives hold the top three positions, highlighting their popularity and strong sales performance.
2. The P & A division features only mouse among its top three products, indicating a distinct demand for these devices.
3. The PC division's top sellers consist entirely of personal laptops.

RECOMMENDATIONS



1. Try to tweak discount rates to encourage customers to bring in more gross sales for the company.
2. In Desktops, Storage, and Networking segment AtliQ should focus on products that align with current customer trends and industry demands.
3. Emphasize a multi-channel marketing approach, leveraging digital, social media, and traditional platforms to expand reach. Combine effective pricing strategies with attractive promotions to drive customer engagement.
4. Regularly gather and implement customer feedback to enhance offerings and customer experience. Invest in ongoing training for the sales team to boost performance and align with the latest market trends and technologies.

THANK YOU

