```
SELECT
  DISTINCT market
FROM
  dim_customer
WHERE
  customer = "Atliq Exclusive"
AND
  region = "APAC";
```

market

India

Indonesia

Japan

Philiphines

South Korea

Australia

Newzealand

Bangladesh

- "Atliq Exclusive" operates in 8 key markets across the APAC region.
- Presence includes major economies such as India, Japan, an South Korea.
- Expansion into emerging markets like Bangladesh and Philippines indicates a diversified growth strategy.

products_2020	products_2021	percentage_chg
245	334	36.33

- The number of unique products increased from **245 in 2020** to **334 in 2021**.
- This represents a **36.33% growth** in product variety year-over-year.
- The growth suggests a strong focus on expanding the product portfolio to meet market needs.

```
SELECT
  DISTINCT segment,
  COUNT(DISTINCT product_code) AS product_count
FROM
  dim_product
GROUP BY
  segment
ORDER BY
  product_count DESC;
```

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

- Notebook segment has the highest number of unique products (129 products).
- Accessories and Peripherals also have strong product ranges with 116 and 84 products respectively.
- Segments like **Networking** and **Storage** have relatively fewer products, indicating potential opportunities for expansion.

```
WITH segment_counts AS
  SELECT
    COUNT(DISTINCT CASE WHEN fsm.fiscal_year = 2020 THEN fsm.product_code END) AS
product_count_2020,
    COUNT(DISTINCT CASE WHEN fsm.fiscal_year = 2021 THEN fsm.product_code END) AS
product_count_2021,
    dp.segment
  FROM
  fact_sales_monthly fsm
  JOIN
 dim_product dp
  ON
  fsm.product_code = dp.product_code
  GROUP BY
  dp.segment
SELECT
  segment,
  product_count_2020,
  product_count_2021,
  product_count_2021 - product_count_2020 AS difference
FROM
  segment_counts
ORDER BY
 difference DESC;
```

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

- The Accessories segment recorded the highest increase, adding 34 new unique products.
- Notebook and Peripherals segments followed closely, with 16 additional products each.
- Desktop segment also showed a notable rise, adding 15 new products compared to 2020.

```
WITH ranked_costs AS
 SELECT
   mc.product_code,
    dp.product,
   mc.manufacturing_cost,
    RANK() OVER (ORDER BY mc.manufacturing_cost ASC) AS min_rank,
    RANK() OVER (ORDER BY mc.manufacturing_cost DESC) AS max_rank
  FROM
 fact_manufacturing_cost mc
 JOIN
 dim_product dp
 ON
 mc.product_code = dp.product_code
SELECT
  product_code,
 product.
  ROUND(manufacturing_cost, 2) AS manufacturing_cost
FROM
 ranked_costs
WHERE
 min_rank = 1
OR
 max_rank = 1;
```

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

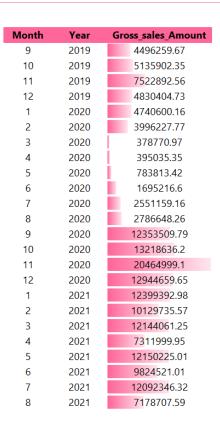
- The product with the highest manufacturing cost is AQ HOME Allin1 Gen 2 at ₹240.54.
- The product with the lowest manufacturing cost is AQ Master wired x1 Ms at just ₹0.89.
- There is a significant cost gap between the highest and lowest manufacturing products.

SELECT id.customer_code, dc.customer, ROUND(AVG(pre_invoice_discount_pct), 2) AS avg_high FROM fact_pre_invoice_deductions id JOIN dim_customer dc ON id.customer_code = dc.customer_code WHERE $id.fiscal_year = 2021$ AND dc.market = "India" GROUP BY id.customer_code, dc.customer ORDER BY avg_high DESC LIMIT 5;

customer_code	customer	avg_high
90002009	Flipkart	0.31
90002006	Viveks	0.3
90002002	Croma	0.3
90002003	Ezone	0.3
90002016	Amazon	0.29

- In 2021, Flipkart received the highest average pre-invoice discount of 31% in the Indian market.
- Viveks, Croma, Ezone, and Amazon followed closely with average discounts between 29% to 30%.
- Discounts were highly competitive among top customers, indicating strong negotiations or strategic partnerships.





- Gross sales have shown **fluctuations** across months and years from 2019 to 2021.
- Highest sales observed in November 2020 (₹20.46 million).
- Lowest sales noted in March-April 2020 (₹0.38M-₹0.39M), likely due to COVID-19 lockdown impacts.
- Overall, sales rebounded strongly in late 2020 and remained relatively high in 2021.

```
SELECT

CASE

WHEN MONTH(date) IN (9, 10, 11) THEN "Q1"

WHEN MONTH(date) IN (12, 1, 2) THEN "Q2"

WHEN MONTH(date) IN (3, 4, 5) THEN "Q3"

WHEN MONTH(date) IN (6, 7, 8) THEN "Q4"

END AS Quater,

SUM(sold_quantity) AS total_sold_quantity

FROM

fact_sales_monthly

WHERE

fiscal_year = 2020

GROUP BY

Quater;
```

Quarter	total_sold_quantity	
Q1	7005619	
Q2	6649642	
Q3	2075087	
Q4	5042541	

- Q1 (Sep-Nov 2019) achieved the highest total sold quantity of 7.01 million units.
- Q2 (Dec 2019-Feb 2020) closely followed with 6.65 million units.
- Q3 (Mar-May 2020) had the lowest performance, significantly impacted (likely due to COVID-19 lockdowns).

```
WITH channel_sales AS
  SELECT
   dc.channel.
   ROUND(SUM(sm.sold_quantity * gp.gross_price) / 1000000, 2) AS gross_sales_mln
  FROM
   fact_sales_monthly sm
  JOIN
   fact_gross_price gp
    ON
    sm.product_code = gp.product_code
   sm.fiscal_year = gp.fiscal_year
  JOIN
   dim_customer dc
   sm.customer_code = dc.customer_code
  WHERE
   sm.fiscal\_year = 2021
  GROUP BY
   dc.channel
SELECT
  cs.channel,
  cs.gross_sales_mln,
  ROUND((cs.gross_sales_mln / SUM(gross_sales_mln) OVER()) * 100, 2) AS percentage
FROM
  channel_sales cs
ORDER BY
  cs.gross_sales_mln DESC;
```

channel	gross_sales_mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.3

- The Retailer channel contributed the highest gross sales in 2021 with ₹1,219 million, accounting for 73.23% of total sales.
- Direct channel contributed 15.47%, while Distributor channel contributed
 11.30%.
- A heavy dependence on the Retailer channel is observed.

```
WITH product_sales AS
  SELECT
   dp.division,
    sm.product_code,
   dp.product.
   SUM(sm.sold_quantity) AS total_sold_quantity,
   RANK() OVER (PARTITION BY dp.division ORDER BY SUM(sm.sold_quantity) DESC) AS rank_order
  FROM
   fact_sales_monthly sm
  JOIN
   dim_product dp
    ON
   sm.product_code = dp.product_code
  WHERE
   sm.fiscal\_year = 2021
  GROUP BY
   dp.division, sm.product_code, dp.product
SELECT
  division.
  product_code,
  product,
  total_sold_quantity,
  rank_order
FROM
  product_sales
WHERE
  rank_order <= 3
ORDER BY
 division, rank_order;
```

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 N & S Division, "AQ Pen Drive 2 IN 1" sold the most with 701,373 units.
- In the P & A Division, "AQ Gamers Ms" led with 428,498 units sold.
- In the PC Division, "AQ Digit" achieved the highest sales at 17,434 units.
- Division-specific product champions are clearly identifiable for focused marketing and stock optimization.