



WELCOME TO

Consumer Goods Ad_Hoc Insights Project



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INTRODUCTION



- Atliq Hardware, one of the leading computer hardware producers in India with customers worldwide, wants to gain insights into company product sales to make data-informed decisions.





1. List of Markets in APAC Region for "Atliq Exclusive"

```
SELECT DISTINCT market
```

```
FROM dim_customer
```

```
WHERE customer = 'Atliq Exclusive' AND region = 'APAC';
```

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

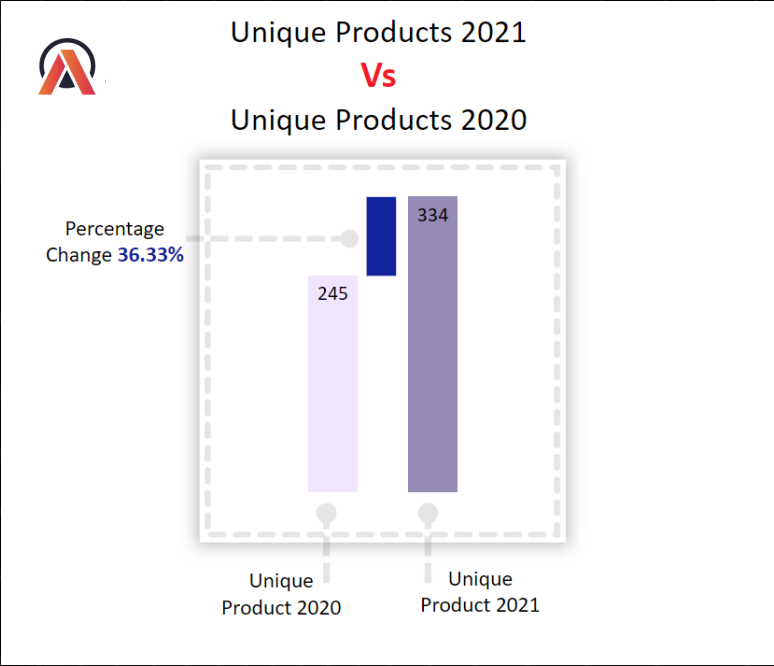




2. Percentage of Unique Product Increase in 2021 vs. 2020

I use Common Table Expressions (CTEs) to first calculate the unique products for 2020 and 2021. Then, we calculate the percentage change based on these counts.

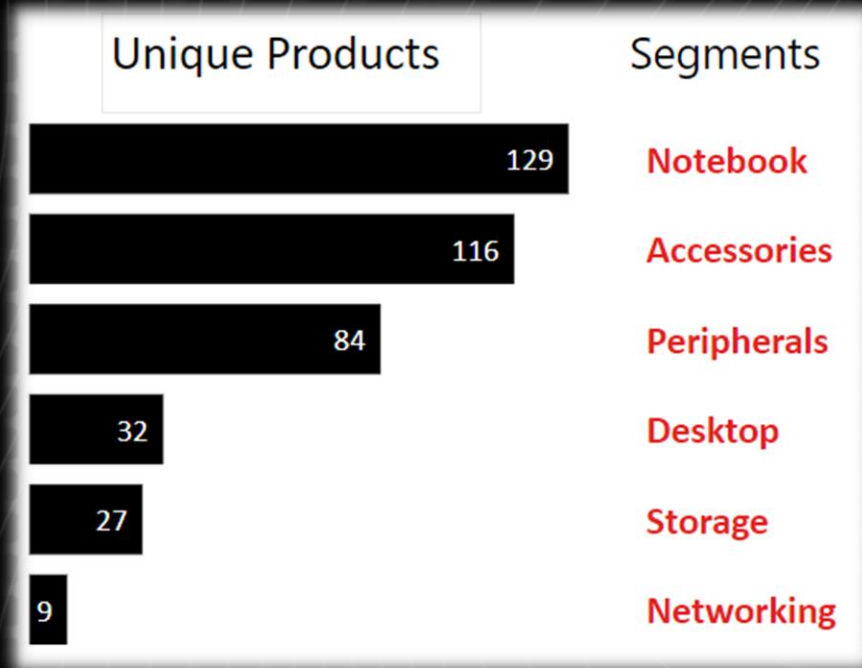
	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33



3. Unique Product Counts by Segment

Here, I join the dim_product and fact_sales_monthly tables, group by the segment, and count distinct product_code values to get the unique product count for each segment, sorted in descending order.

```
SELECT segment,  
COUNT(DISTINCT product_code) AS product_count  
FROM dim_product dp  
JOIN fact_sales_monthly fsm  
ON dp.product_code = fsm.product_code  
GROUP BY segment  
ORDER BY product_count DESC;
```



4. Segment with the Most Increase in Unique Products (2021 vs. 2020)

- This query uses two CTEs to calculate the unique products for each segment in 2020 and 2021. Then, it calculates the difference in product count between the two years and sorts the segments based on the most increase in unique products.

Segment	Product Count 2020	Product Count 2021	Difference
Accessories	69	103	34 ↑
Desktop	7	22	15 ↑
Networking	6	9	3 ↑
Notebook	92	108	16 ↑
Peripherals	59	75	16 ↑
Storage	12	17	5 ↑

5. Products with Highest and Lowest Manufacturing Costs

- Here, I join the dim_product and fact_manufacturing_cost tables, and use subqueries to find the maximum and minimum manufacturing costs.

```
SELECT product_code, product, manufacturing_cost
```

```
FROM dim_product dp
```

```
JOIN fact_manufacturing_cost fmc ON
```

```
dp.product_code = fmc.product_code WHERE manufacturing_cost = (SELECT  
MAX(manufacturing_cost)
```

```
FROM fact_manufacturing_cost) OR manufacturing_cost = (SELECT MIN(manufacturing_cost)
```

```
FROM fact_manufacturing_cost);
```

product_code	product	manufacturing_cost
A6121110208	AQ HOME Allin1 Gen 2	263.4207
A2118150101	AQ Master wired x1 Ms	0.8654



6. Top 5 Customers with High Pre-Invoice Discount in 2021 (Indian Market)

- This query joins the fact_pre_invoice_deductions and dim_customer tables, calculates the average discount for each customer, and filters by the Indian market.

```
SELECT TOP 5 customer_code, customer, AVG(pre_invoice_discount_pct) AS  
average_discount_percentage
```

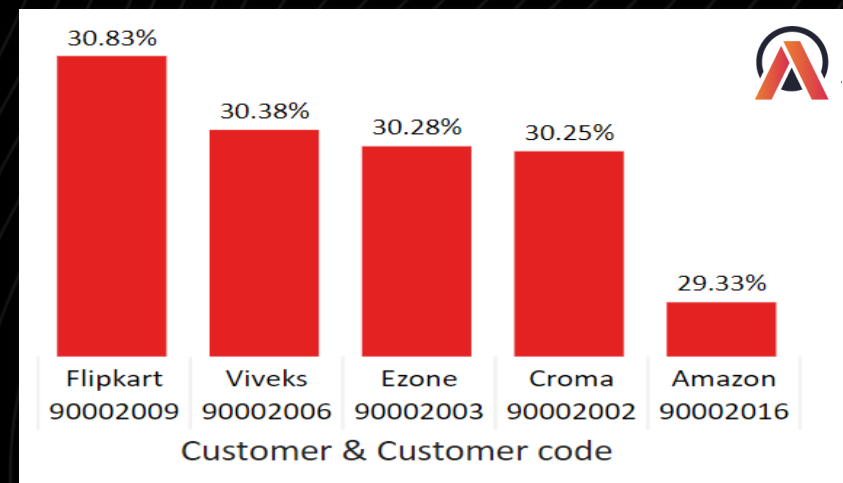
```
FROM fact_pre_invoice_deductions fpd
```

```
JOIN dim_customer dc ON fpd.customer_code = dc.customer_code
```

```
WHERE fpd.fiscal_year = 2021 AND dc.market = 'India'
```

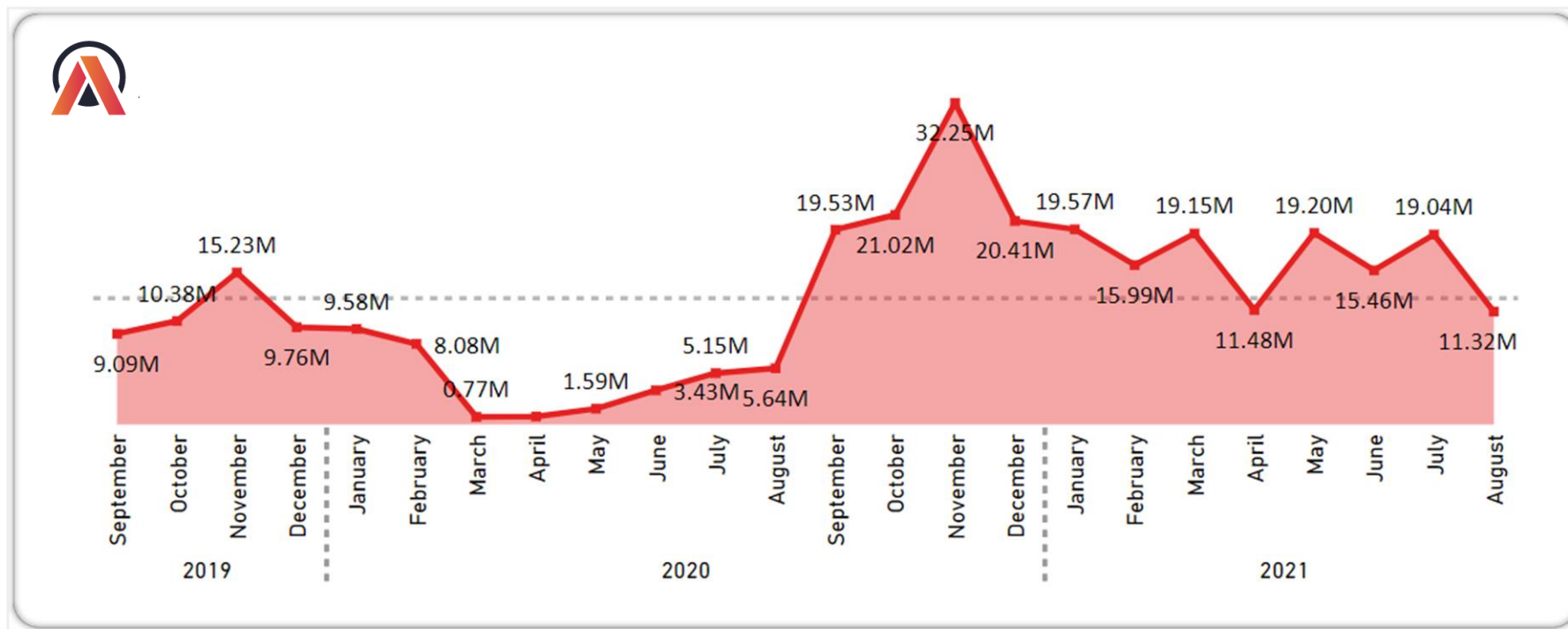
```
GROUP BY customer_code, customer
```

```
ORDER BY average_discount_percentage DESC;
```



7. Gross Sales Amount for “Atliq Exclusive” by Month

- In this query, I calculate the gross sales by multiplying the gross price by the sold quantity for each month. We also group the data by year and month.



Gross sales amount report for Atliq Exclusive by month



8. Quarter with Maximum Total Sold Quantity in 2020

- This query uses a CASE statement to assign months to quarters and calculates the total sold quantity for each quarter in 2020. It then sorts the results to find the quarter with the highest total amount sold.

Month	Quarter	Total sold quantity	
September	Q1	1.76M	
October	Q1	7.01M	
November	Q1	3.05M	
January	Q2	1.76M	
February	Q2	6.65M	
December	Q2	3.18M	
March	Q3	0.24M	
April	Q3	2.08M	
May	Q3	1.02M	
June	Q4	1.56M	
July	Q4	5.04 M	
August	Q4	1.79M	

Total sold quantity in **FY 2020** by **Quarter**

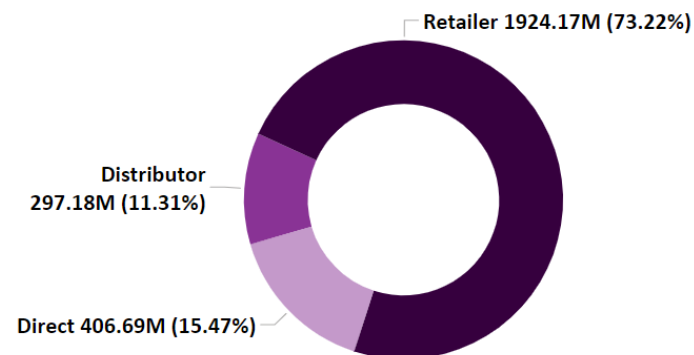


9. Channel with Highest Gross Sales in 2021

```
SELECT channel,
        ROUND(SUM(gp.gross_price * fsm.sold_quantity), 2) AS gross_sales_mln,
        ROUND((SUM(gp.gross_price * fsm.sold_quantity) / (SELECT SUM(gross_price *
sold_quantity) FROM fact_sales_monthly WHERE fiscal_year = 2021)) * 100, 2) AS
percentage
FROM fact_sales_monthly fsm
JOIN dim_customer dc ON fsm.customer_code = dc.customer_code
JOIN fact_gross_price gp ON fsm.product_code = gp.product_code
WHERE fsm.fiscal_year = 2021
GROUP BY channel
ORDER BY gross_sales_mln DESC
LIMIT 1;
```



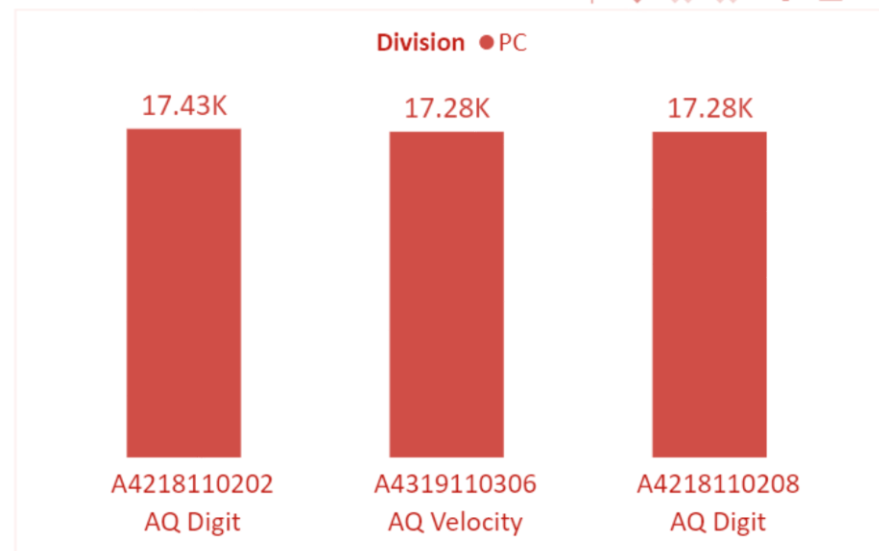
Gross sales and contribution percentages by
Channels for FY 2021



10. Top 3 Products in Each Division with High Total Sold Quantity in 2021

I use the RANK() window function to rank products by their total sold quantities in each division. It selects the top 3 products from each division.

Top 3 highest-selling products by Division
for FY 2021





THANK YOU