**Consumer Goods Analytics Ad-Hoc Insights in SQL**

Project Details:

In the "Consumer Goods Domain" project , I worked on database of Atliq Hardwares. Facing the challenge of data-informed decisions, I answered ten ad-hoc requests to extract actionable insights.

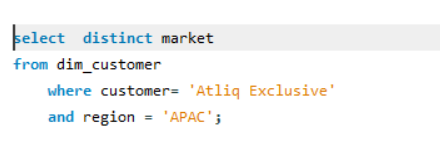
Findings revealed a substantial increase in unique products, a dominant 'Notebook' segment, and a flourishing 'Accessories' category. Sales seasonality and the pivotal role of the 'Retailer' channel were uncovered.

Key learnings included the transformative potential of data analytics for informed decisions, the consumer goods market's dynamic nature, the value of product diversity, the significance of seasonality awareness, and the role of distribution channels in shaping sales outcomes.

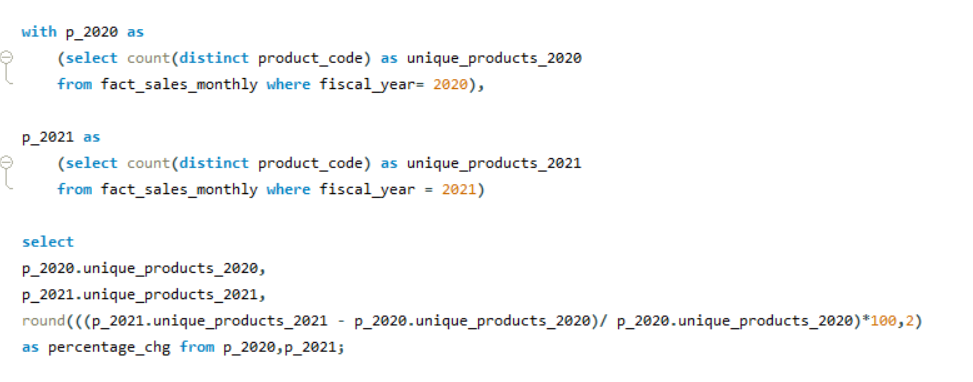
The project enhanced my data analysis, problem-solving, and communication skills, contributing to my growth as a data analyst.

Following are the 10 Ad-Hoc requests

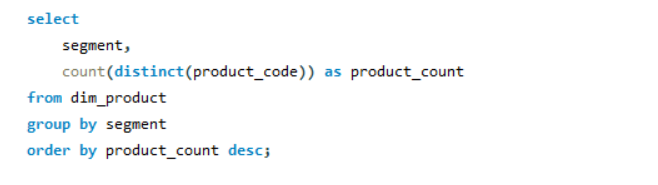
1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.



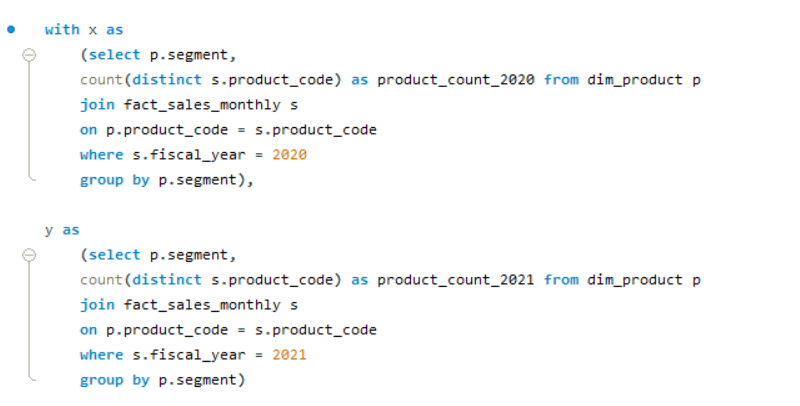
2.What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique\_products\_2020 unique\_products\_2021 percentage\_chg

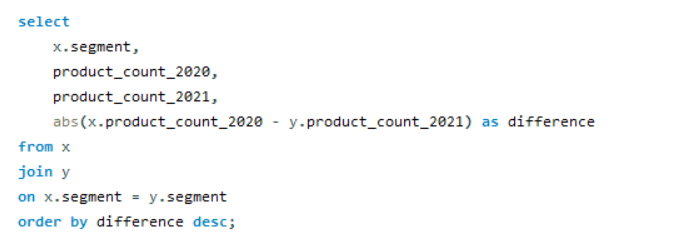


3.Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment product\_count

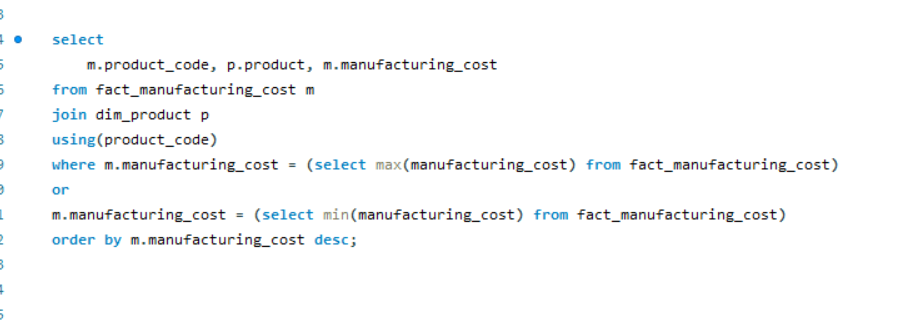


4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product\_count\_2020 product\_count\_2021 difference

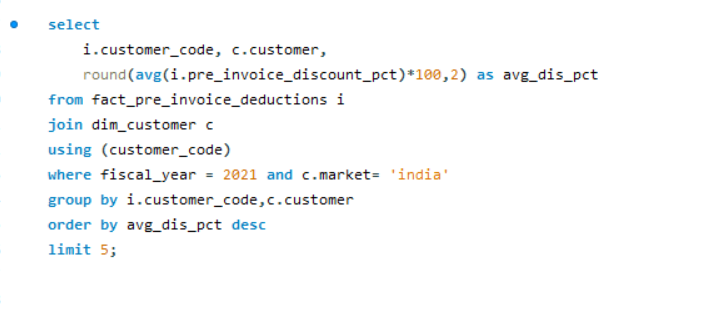




5.Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost



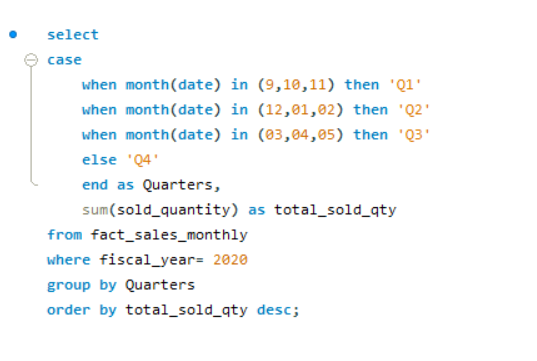
6. Generate a report which contains the top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer\_code customer average\_discount\_percentage



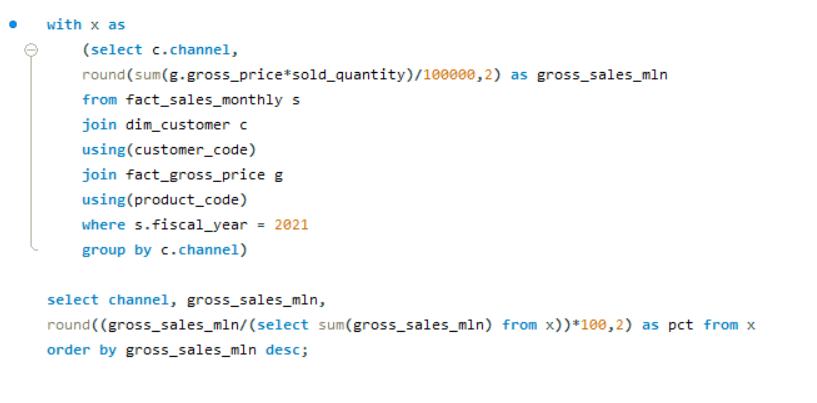
7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount



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\_mln 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 , product total\_sold\_quantity rank\_order

