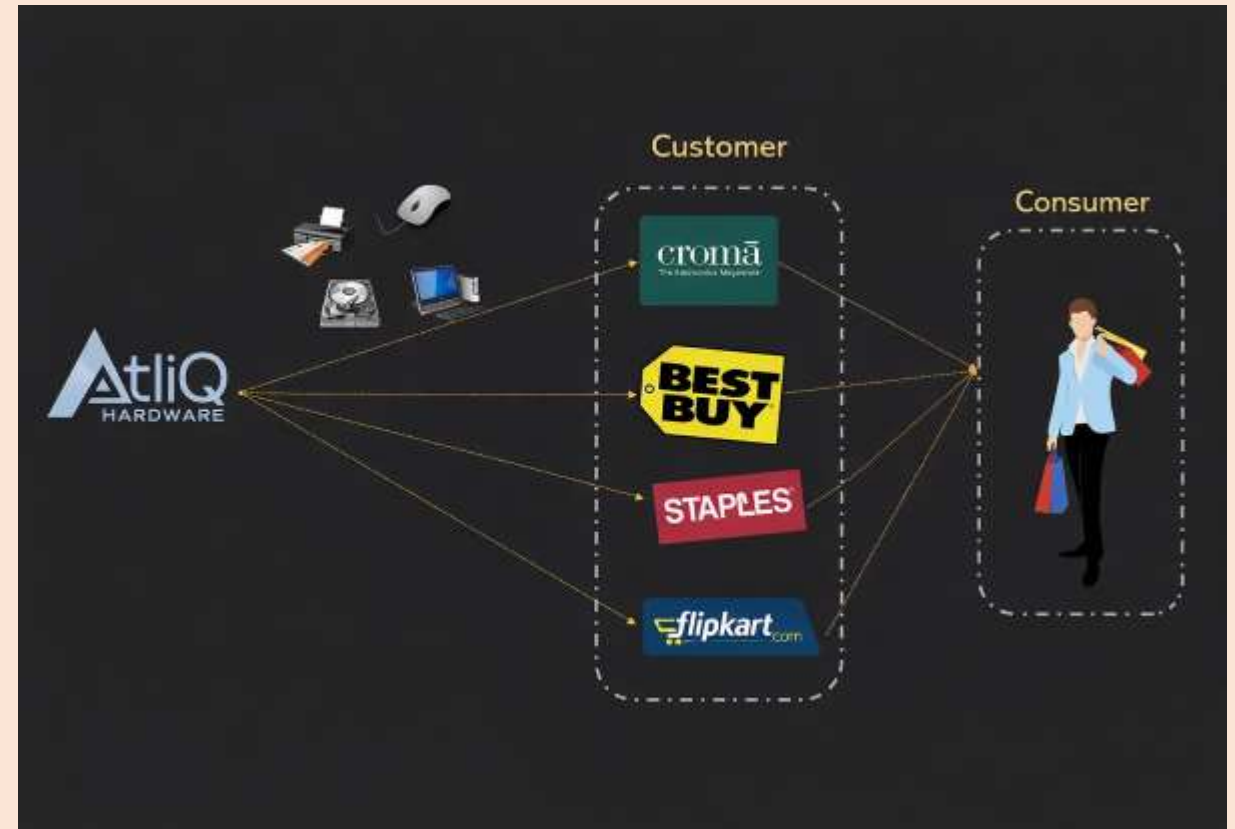


ATLIQ HARDWARE AND BUSINESS MODEL

Atliq Hardware is a global electronics manufacturing company that designs and distributes a wide range of hardware products, including laptops, printers, mice, and other computer accessories. The company serves customers worldwide through retail partners, distributors, and direct-to-consumer channels, supporting operations across multiple regions.



Presented by:
Poojitha Kolli

1. Top 5 markets by net sales

-- Get top 5 market by net sales in fiscal year 2021

```
SELECT
    market,
    round(sum(net_sales)/1000000,2) as net_sales_mln
FROM gdb0041.net_sales
where fiscal_year=2021
group by market
order by net_sales_mln desc
limit 5
```

	market	net_sales_mln
▶	India	210.67
	USA	132.05
	South Korea	64.01
	Canada	45.89
	United Kingdom	44.73

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2. Monthly Gross sales report

-- Generate monthly gross sales report for Croma India for all the years

```
-- Generate monthly gross sales report for Croma India for all the years
SELECT
    s.date,
    SUM(ROUND(s.sold_quantity*g.gross_price,2)) as monthly_sales
FROM fact_sales_monthly s
JOIN fact_gross_price g
    ON g.fiscal_year=get_fiscal_year(s.date) AND g.product_code=s.product_code
WHERE
    customer_code=90002002
GROUP BY date;
```

	date	monthly_sales
▶	2017-09-01	122407.57
	2017-10-01	162687.56
	2017-12-01	245673.84
	2018-01-01	127574.73
	2018-02-01	144799.54
	2018-04-01	130643.92
	2018-05-01	139165.06
	2018-06-01	125735.36
	2018-07-01	125400.00

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3. net sales % report

-- Generate a net sales % report of customers in different regions.

```
WITH cte1 AS (SELECT
    c.customer,
    c.region,
    ROUND(SUM(n.net_sales) / 1000000, 2) AS net_sales_mln
FROM net_sales n
JOIN dim_customer c
    ON c.customer_code = n.customer_code
WHERE n.fiscal_year = 2021
GROUP BY c.customer, c.region)

SELECT *,
    ROUND(
        net_sales_mln * 100
        / SUM(net_sales_mln) OVER (PARTITION BY region),
        2) AS pct_share_region
FROM cte1
ORDER BY region, net_sales_mln DESC;
```

customer	region	net_sales_mln	pct_share_region
Amazon	APAC	57.41	12.99
Atliq Exclusive	APAC	51.58	11.67
Atliq e Store	APAC	36.97	8.36
Leader	APAC	24.52	5.55
Sage	APAC	22.85	5.17
Neptune	APAC	21.01	4.75
Electricalsociety	APAC	16.25	3.68
Propel	APAC	14.14	3.20
Synthetic	APAC	14.14	3.20
Flipkart	APAC	12.96	2.93
Novus	APAC	12.91	2.92
Expression	APAC	12.90	2.92
Girias	APAC	11.30	2.56
Vijay Sales	APAC	11.27	2.55
Ebay	APAC	11.14	2.52
Reliance Digital	APAC	11.10	2.51
Electricalslytical	APAC	11.08	2.51
Lotus	APAC	10.53	2.38

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4. Forecast accuracy

-- Get forecast accuracy of FY 2021.

```
with forecast_err_table as (select
    s.customer_code as customer_code,
    c.customer as customer_name,
    c.market as market,
    sum(s.sold_quantity) as total_sold_qty,
    sum(s.forecast_quantity) as total_forecast_qty,
    sum(s.forecast_quantity-s.sold_quantity) as net_error,
    round(sum(s.forecast_quantity-s.sold_quantity)*100/sum(s.forecast_quantity),1) as net_error_pct,
    sum(abs(s.forecast_quantity-s.sold_quantity)) as abs_error,
    round(sum(abs(s.forecast_quantity-s.sold_quantity))*100/sum(s.forecast_quantity),2) as abs_error_pct
from fact_act_est s
join dim_customer c
on s.customer_code = c.customer_code
where s.fiscal_year=2021
group by customer_code)

select *,
    if (abs_error_pct > 100, 0, 100.0 - abs_error_pct) as forecast_accuracy
from
    forecast_err_table
order by forecast_accuracy desc;
```

	customer_code	customer_name	market	total_sold_qty	total_forecast_qty	net_error	net_error_pct	abs_error	abs_error_pct	forecast_accuracy
▶	90013120	Coolblue	Italy	109547	133532	24009	18.0	70443	52.75	47.25
	70010048	Atiq e Store	Bangladesh	119439	142010	22592	15.9	75690	53.30	46.70
	90023027	Costco	Canada	236189	279962	43781	15.6	149295	53.33	46.67
	90023026	Relief	Canada	228988	273492	44513	16.3	146939	53.73	46.27
	90017051	Forward Stores	Portugal	86823	118067	31257	26.5	63555	53.83	46.17
	90017058	Mbit	Portugal	86860	110195	23351	21.2	59457	53.96	46.04
	90023028	walmart	Canada	239081	283323	44247	15.6	153053	54.02	45.98

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