

Atliq Hardware Consumer Goods

AD-HOC-INSIGHTS

Presented by: Prafful Sharma

Company's Overview

- ▶ Atliq hardware is a well known hardware manufacturing company.
- ▶ It's business is spread all around the globe.
- ▶ It is currently doing business in 27 countries.
- ▶ It has major market share in hardware industry.
- ▶ Atliq has 3 divisions Peripherals & Accessories, Personal Computers, and Networking & Storage.
- ▶ Atliq hardware generates business from three ways. The one is from Brick & Mortar Customers another one is distributors and the other is from their own stores.



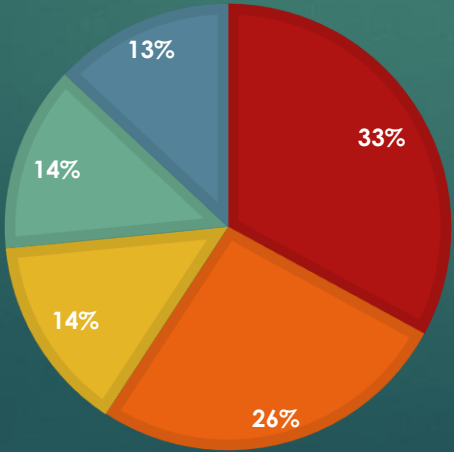
Objectives

- ▶ The management noticed that they are not getting enough insights to make quick and smart decisions.
- ▶ So in order to that they expand their data analyst team and hire Tony Sharma as Senoir Data Analyst and Peter Pandey as Junior data analyst.
- ▶ Now they perform data analysis in various domains using SQL.
- ▶ They perform Financial Analytics, Supply chain analytics, Top customer, product, market analysis.
- ▶ Data Analytics team has to present the insights to Key Stakeholders.
- ▶ Now, we come to the requirements generated by the stakeholders and present the Key insights from the data.



1. Manager wants a report for Top 5 customers in India with respect to net sales in millions in financial year 2021.

| Result Grid | | | Filter Rows: |
|-------------|------------------|----------------|--------------|
| | customer | net_sales_Mlln | |
| ▶ | Amazon | 30.00 | |
| | Atliq Exclusive | 23.98 | |
| | Flipkart | 12.96 | |
| | Electricalsocity | 12.31 | |
| | Propel | 11.86 | |



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

| Result Grid | | | | |
|--------------|-------------|---------------|-----------------|--------|
| Filter Rows: | | | | |
| Exports | | | | |
| | market | customer_code | customer | region |
| | India | 70002017 | Atliq Exclusive | APAC |
| | Indonesia | 70003181 | Atliq Exclusive | APAC |
| ▶ | Japan | 70004069 | Atliq Exclusive | APAC |
| | Philippines | 70006157 | Atliq Exclusive | APAC |
| | South Korea | 70007198 | Atliq Exclusive | APAC |
| | Australia | 70008169 | Atliq Exclusive | APAC |
| | Newzealand | 70009133 | Atliq Exclusive | APAC |
| | Bangladesh | 70010047 | Atliq Exclusive | APAC |



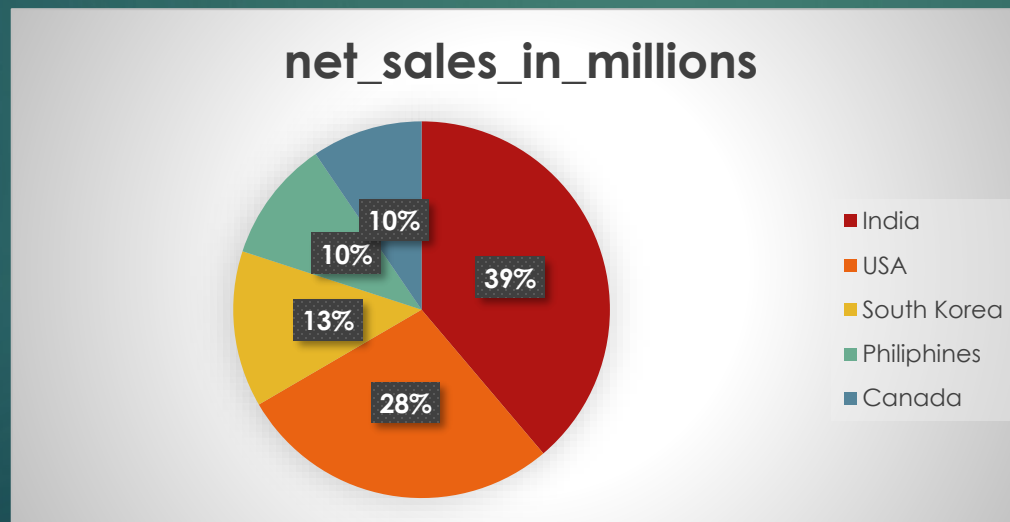
4. Manager wants a report for Top 5 markets in a region by gross sales in millions in financial year 2021.

| Result Grid | | Filter Rows: | Export: | |
|-------------|----------------|--------------|----------------|------|
| | market | region | gross_sale_mln | drnk |
| ▶ | India | APAC | 139.70 | 1 |
| | South Korea | APAC | 50.78 | 2 |
| | Philippines | APAC | 30.15 | 3 |
| | Australia | APAC | 23.81 | 4 |
| | Indonesia | APAC | 14.85 | 5 |
| | United Kingdom | EU | 22.32 | 1 |
| | France | EU | 19.36 | 2 |
| | Italy | EU | 14.24 | 3 |
| | Germany | EU | 13.74 | 4 |
| | Portugal | EU | 11.41 | 5 |
| | Brazil | LATAM | 2.33 | 1 |
| | Mexico | LATAM | 1.84 | 2 |
| | Chile | LATAM | 0.19 | 3 |
| | Columbia | LATAM | 0.03 | 4 |
| | USA | NA | 90.32 | 1 |
| | Canada | NA | 29.11 | 2 |



2. Manager wants a report for Top 5 Markets by net sales in millions in financial year 2020.

| Result Grid | | | Filter Rows: |
|-------------|-------------|---------------|--------------|
| | market | net_sales_Mln | |
| ▶ | India | 64.73 | |
| | USA | 46.35 | |
| | South Korea | 22.38 | |
| | Philippines | 17.45 | |
| | Canada | 15.87 | |



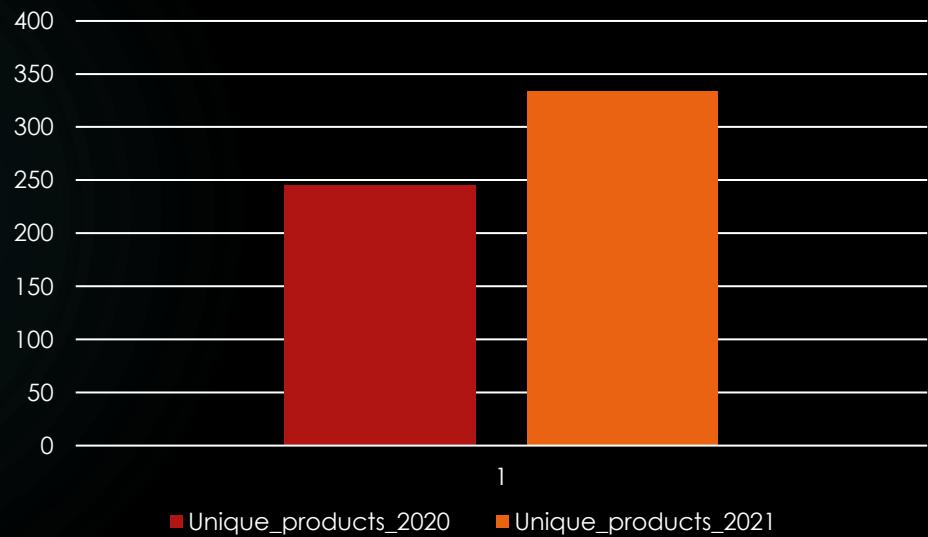
5. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment product count.

| Result Grid | | | Filter Rows: |
|-------------|-------------|---------------|--------------|
| | segment | product_count | |
| ▶ | Notebook | 129 | |
| | Accessories | 116 | |
| | Peripherals | 84 | |
| | Desktop | 32 | |
| | Storage | 27 | |
| | Networking | 9 | |



6. 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 change.

| Result Grid | | | |
|--------------------|----------------------|----------------------|-------------------|
| Filter Rows: | | Export: | |
| Wrap Cell Content: | | | |
| | unique_products_2020 | unique_products_2021 | percentage_change |
| ▶ | 245 | 334 | 36.33 |



7. Manager wants to know which badge (Gold, Silver) will USA market belongs to in financial year 2021.

If Sold quantity>500000 then the market is Gold else it is Silver.

| Result Grid | | Filter Rows: |
|-------------|------------|--------------|
| | @out_badge | |
| ▶ | SILVER | |



8. Manager wants to get Gross sales report for monthly product transaction.

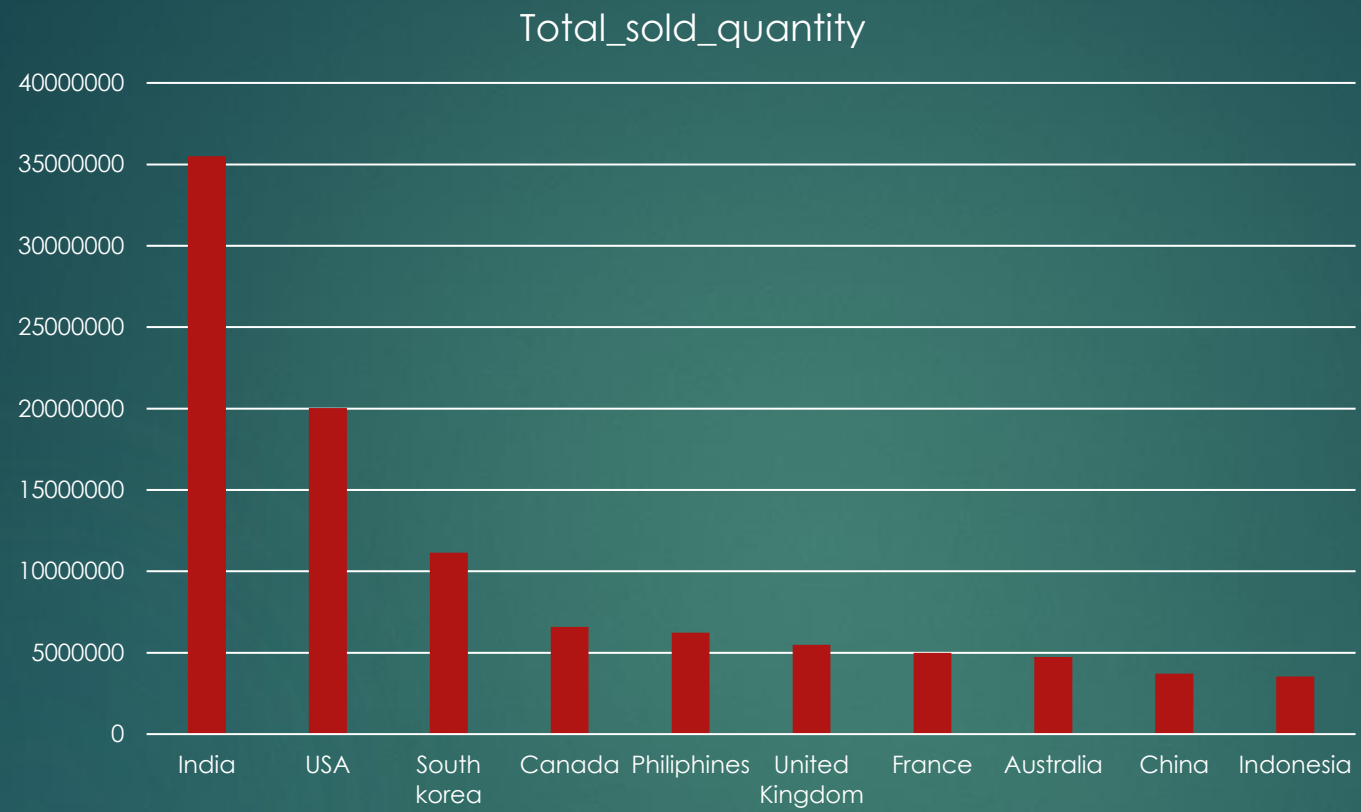
| Result Grid | | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: | | | | |
|-------------|------------|--------------|----------------------------------|--------------------|---------------|-------------|-------------|-------------------|-----------------|
| | date | product_code | product | variant | sold_quantity | market | gross_price | gross_price_total | pre_invoice_dis |
| ▶ | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 248 | India | 19.0573 | 4726.21 | 0.0703 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 240 | India | 19.0573 | 4573.75 | 0.2061 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 31 | Indonesia | 19.0573 | 590.78 | 0.0974 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 37 | Indonesia | 19.0573 | 705.12 | 0.2065 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 7 | Japan | 19.0573 | 133.40 | 0.1068 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 12 | Japan | 19.0573 | 228.69 | 0.2612 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 17 | Pakistan | 19.0573 | 323.97 | 0.2471 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 60 | Philippines | 19.0573 | 1143.44 | 0.0858 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 34 | Philippines | 19.0573 | 647.95 | 0.2450 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 24 | South Korea | 19.0573 | 457.38 | 0.0736 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 88 | South Korea | 19.0573 | 1677.04 | 0.2105 |
| | 2020-09-01 | A0118150101 | AQ Dracula HDD – 3.5 Inch SAT... | Standard | 49 | Australia | 19.0573 | 933.81 | 0.0793 |




9. Manager wants to get a report on total sold quantity in different markets in descending order.

| Result Grid | | | Filter Rows: |
|-------------|----------------|---------------------|--------------|
| | market | Total_sold_quantity | |
| ▶ | India | 35504360 | |
| | USA | 20025226 | |
| | South Korea | 11149871 | |
| | Canada | 6595120 | |
| | Philippines | 6241282 | |
| | United Kingdom | 5491343 | |
| | France | 4985584 | |
| | Australia | 4730355 | |
| | China | 3714595 | |
| | Indonesia | 3546680 | |





10. 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.

| Result Grid | | | | |
|-------------|-------------|--------------------|--------------------|---------------------------------------------------------------------------------------------------------------|
| | | Filter Rows: | | Export:  Wrap Cell Content |
| | 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 |



11. 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.

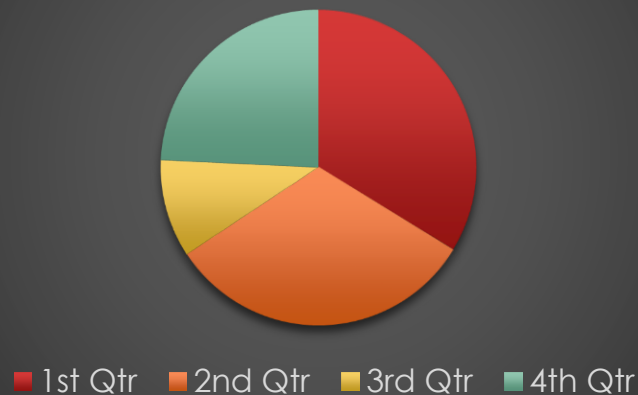
| Result Grid | | Filter Rows: | Export: |
|-------------|-------------|-------------------------|------------|
| | channel | gross_sales_in_millions | percentage |
| ▶ | Retailer | 1924.17 | 73.22 |
| | Direct | 406.69 | 15.47 |
| | Distributor | 297.18 | 11.31 |



12. 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.

| Result Grid | | | Filter Rows: | |
|-------------|---------|---------------------------------|--------------|--|
| | quarter | total_sold_quantity_in_millions | | |
| ▶ | Q1 | 7.01 | | |
| | Q2 | 6.65 | | |
| | Q4 | 5.04 | | |
| | Q3 | 2.08 | | |

Total sold Quantity



13. 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.

| Result Grid | | Filter Rows: | |
|-------------|-----------|--------------|-------------|
| | months | year | gross_sales |
| ▶ | December | 2019 | 9.76M |
| | November | 2019 | 15.23M |
| | October | 2019 | 10.38M |
| | September | 2019 | 9.09M |
| | April | 2020 | 0.80M |
| | August | 2020 | 5.64M |
| | December | 2020 | 20.41M |
| | February | 2020 | 8.08M |



THANKS
FOR
WATCHING

