

# Consumer Goods Ad\_Hoc Insights



# INTRODUCTION TO THE PROJECT

Atliq Hardware is a leading manufacturer of computer hardware in India and other nations, but it struggles to make prompt and wise choices based on data.

The management noticed that they do not get enough insights to make quick and smart data-informed decisions.

There are 10 ad-hoc requests for which the company needs insights.



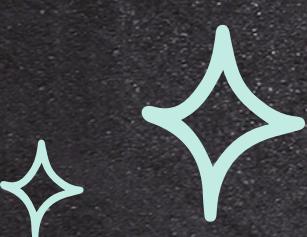
# QUESTION

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

## OUTPUT

| market      |
|-------------|
| India       |
| Indonesia   |
| Japan       |
| Philippines |
| South Korea |
| Australia   |
| Newzealand  |
| Bangladesh  |





## QUESTION

- 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

## OUTPUT

|   | unique_product_2020 | unique_products_2021 | percentage_chg |
|---|---------------------|----------------------|----------------|
| ▶ | 245                 | 334                  | 36.33          |

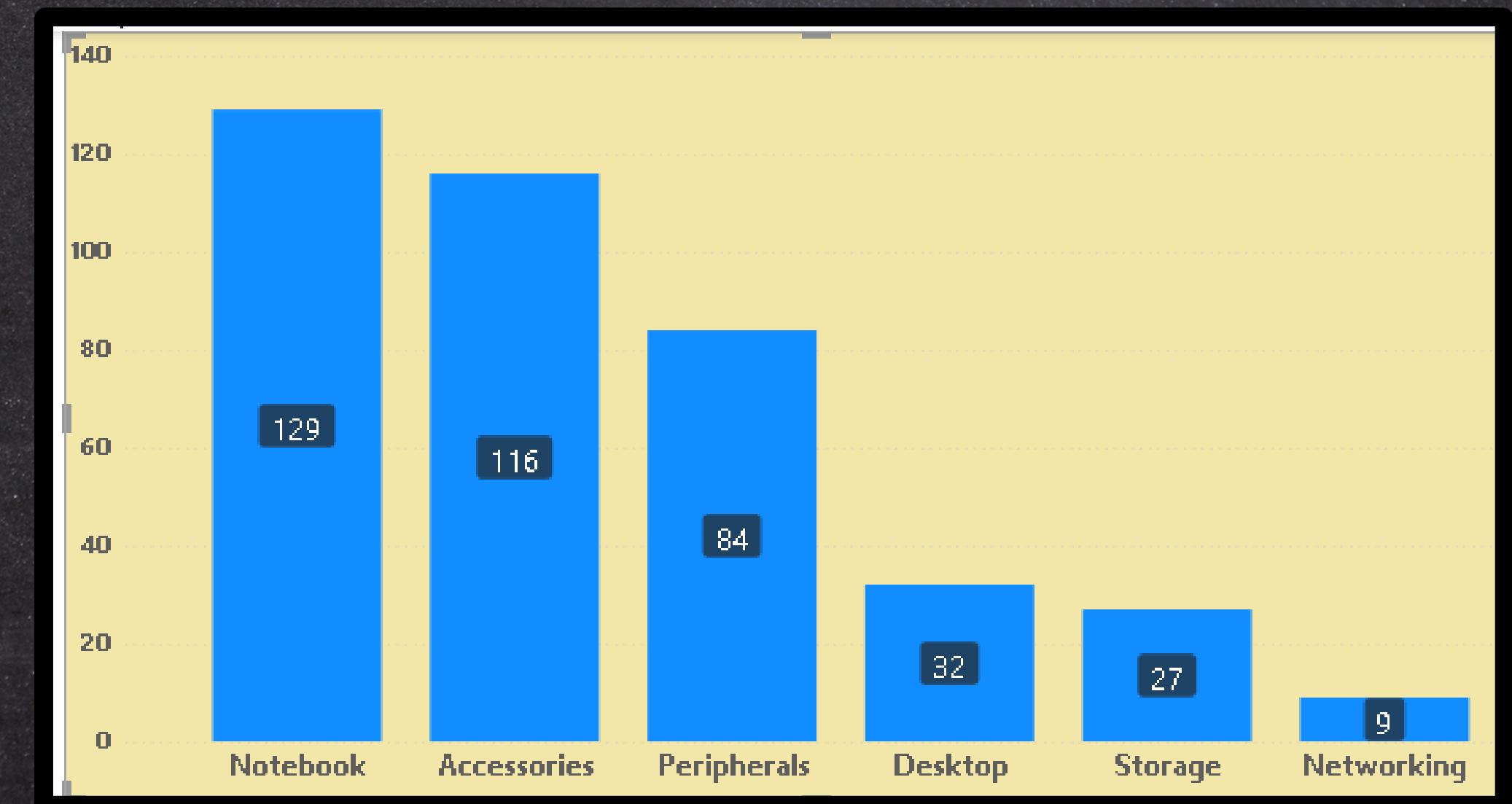


# QUESTION

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

## OUTPUT

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



# QUESTION

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

# OUTPUT

| 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          |

## QUESTION

Get the products that have the highest and lowest manufacturing costs.

The final output should contain these fields, product\_code, product manufacturing\_cost

## OUTPUT

|   | product_code | Product               | manufacturing_cost |
|---|--------------|-----------------------|--------------------|
| ▶ | A6120110206  | AQ HOME Allin1 Gen 2  | 240.5364           |
|   | A2118150101  | AQ Master wired x1 Ms | 0.8920             |

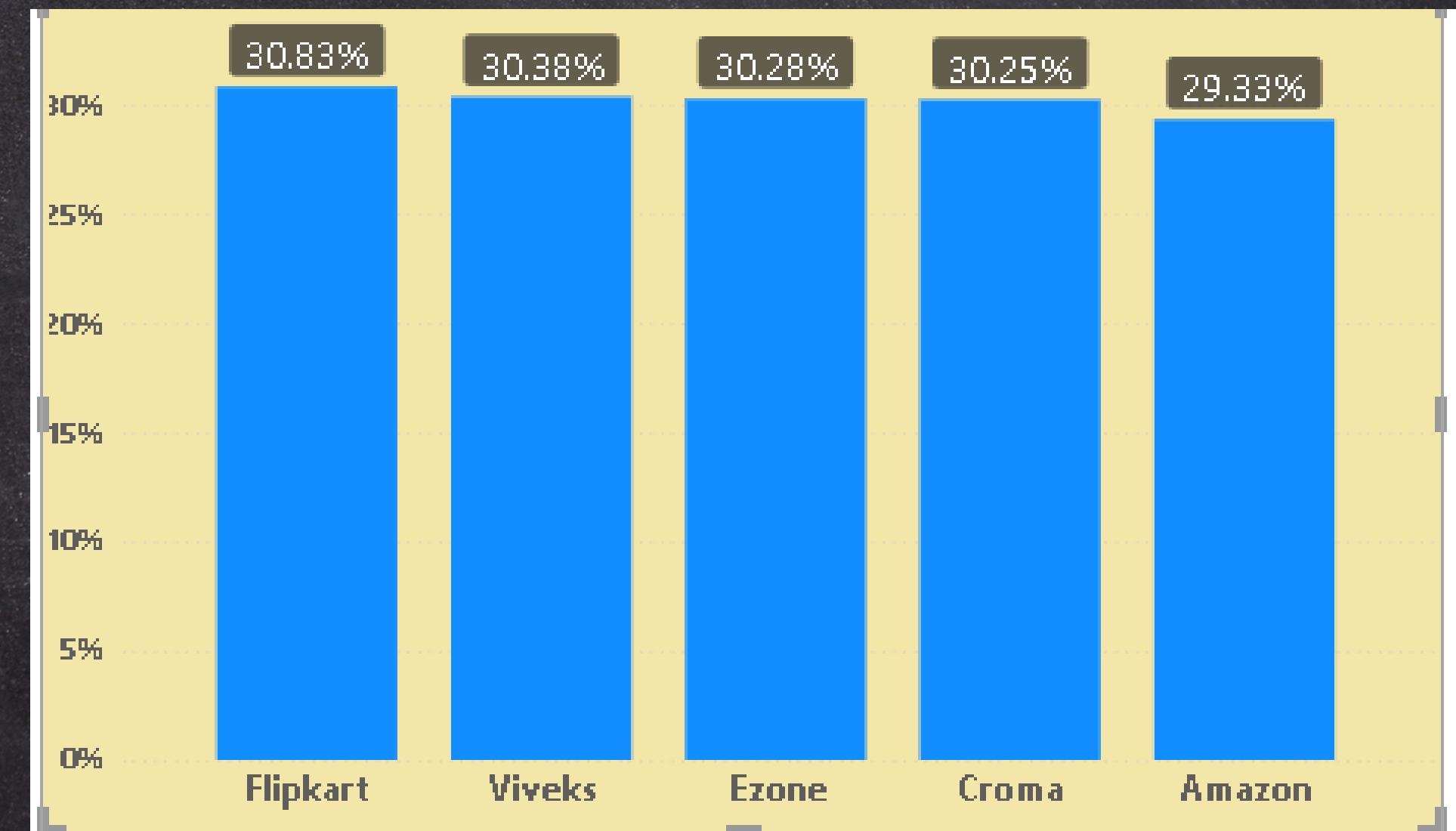
# QUESTION

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

## OUTPUT

| customer_code | customer | avg_discount_pct |
|---------------|----------|------------------|
| 90002009      | Flipkart | 0.3083           |
| 90002006      | Viveks   | 0.3038           |
| 90002003      | Ezone    | 0.3028           |
| 90002002      | Croma    | 0.3025           |
| 90002016      | Amazon   | 0.2933           |



# QUESTION

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

# OUTPUT

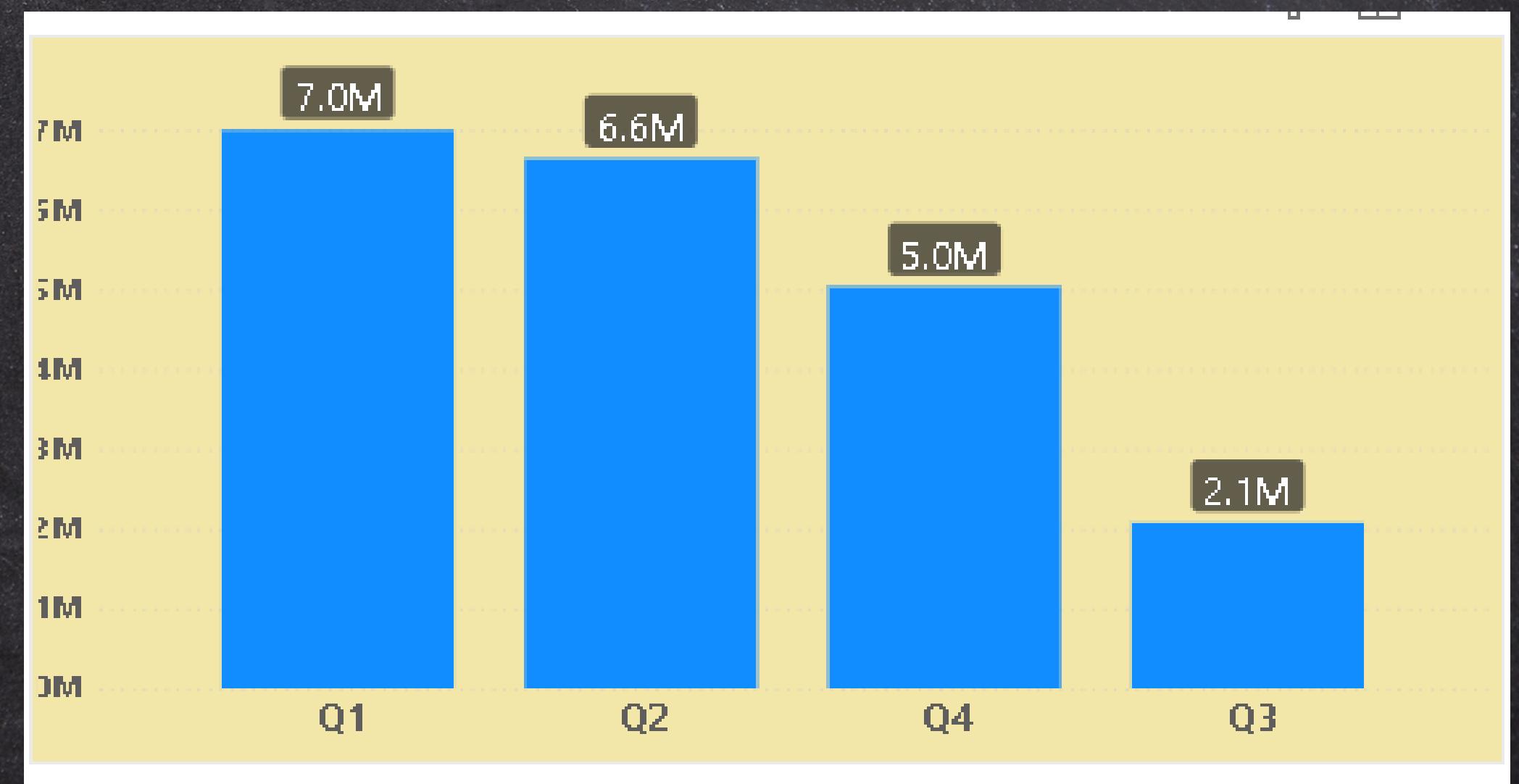
| months    | year | gross_sales |
|-----------|------|-------------|
| December  | 2019 | 9.76M       |
| November  | 2019 | 15.23M      |
| October   | 2019 | 10.38M      |
| September | 2019 | 9.09M       |
| April     | 2020 | 0.80M       |
| August    | 2020 | 5.64M       |
| December  | 2020 | 20.41M      |
| February  | 2020 | 8.08M       |
| January   | 2020 | 9.58M       |
| July      | 2020 | 5.15M       |
| June      | 2020 | 3.43M       |
| March     | 2020 | 0.77M       |
| May       | 2020 | 1.59M       |
| November  | 2020 | 32.25M      |
| October   | 2020 | 21.02M      |
| September | 2020 | 19.53M      |
| April     | 2021 | 11.48M      |
| August    | 2021 | 11.32M      |
| February  | 2021 | 15.99M      |
| January   | 2021 | 19.57M      |
| July      | 2021 | 19.04M      |
| June      | 2021 | 15.46M      |
| March     | 2021 | 19.15M      |
| May       | 2021 | 19.20M      |

# QUESTION

★ 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

# OUTPUT

|   | Quarters | total_sold_quantity |
|---|----------|---------------------|
| ▶ | Q1       | 7005619             |
|   | Q2       | 6649642             |
|   | Q4       | 5042541             |
|   | Q3       | 2075087             |

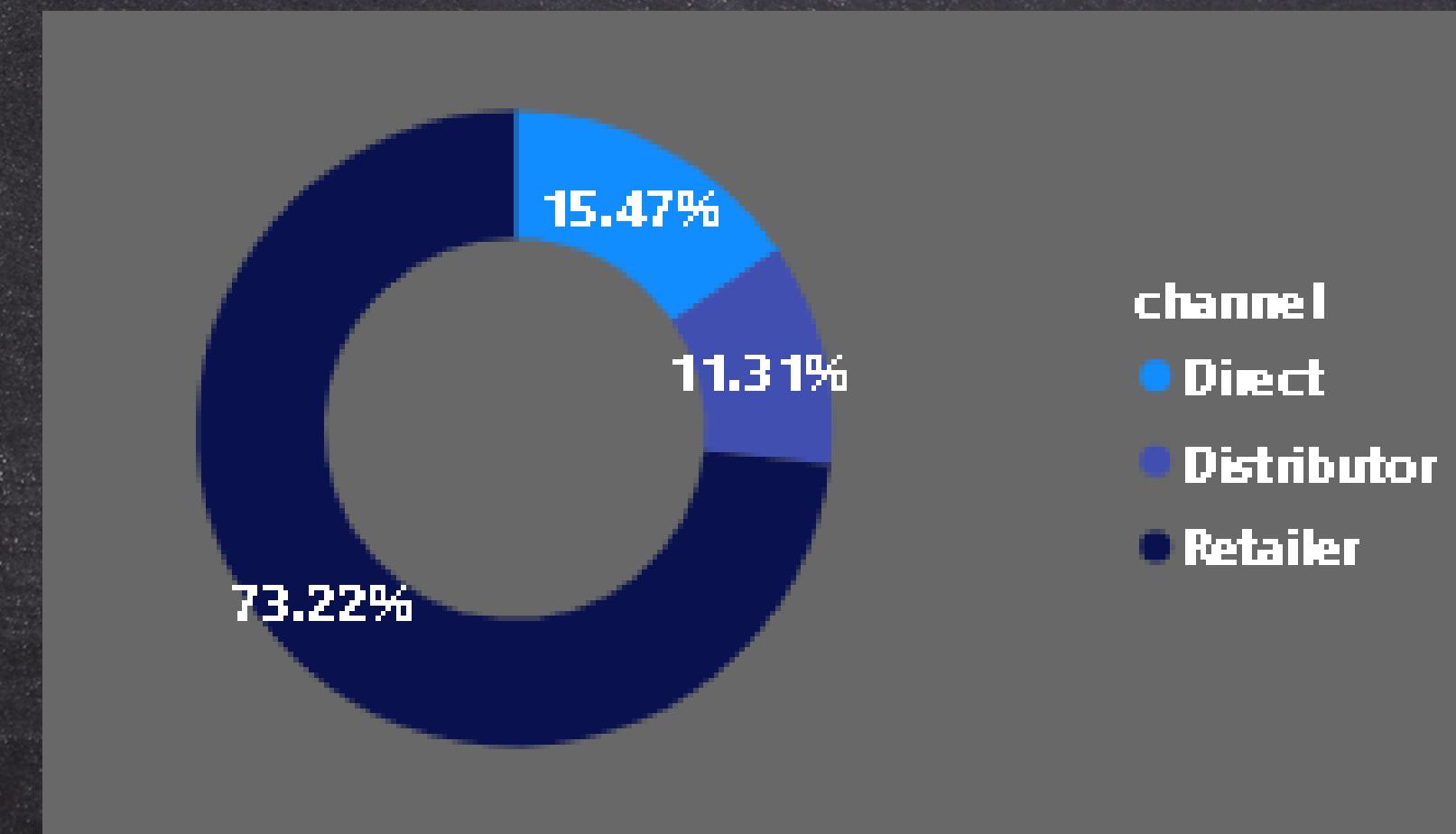


## QUESTION

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

## OUTPUT

| channel     | gross_sales_in_millions | percentage |
|-------------|-------------------------|------------|
| Retailer    | 1924.17                 | 73.22      |
| Direct      | 406.69                  | 15.47      |
| Distributor | 297.18                  | 11.31      |



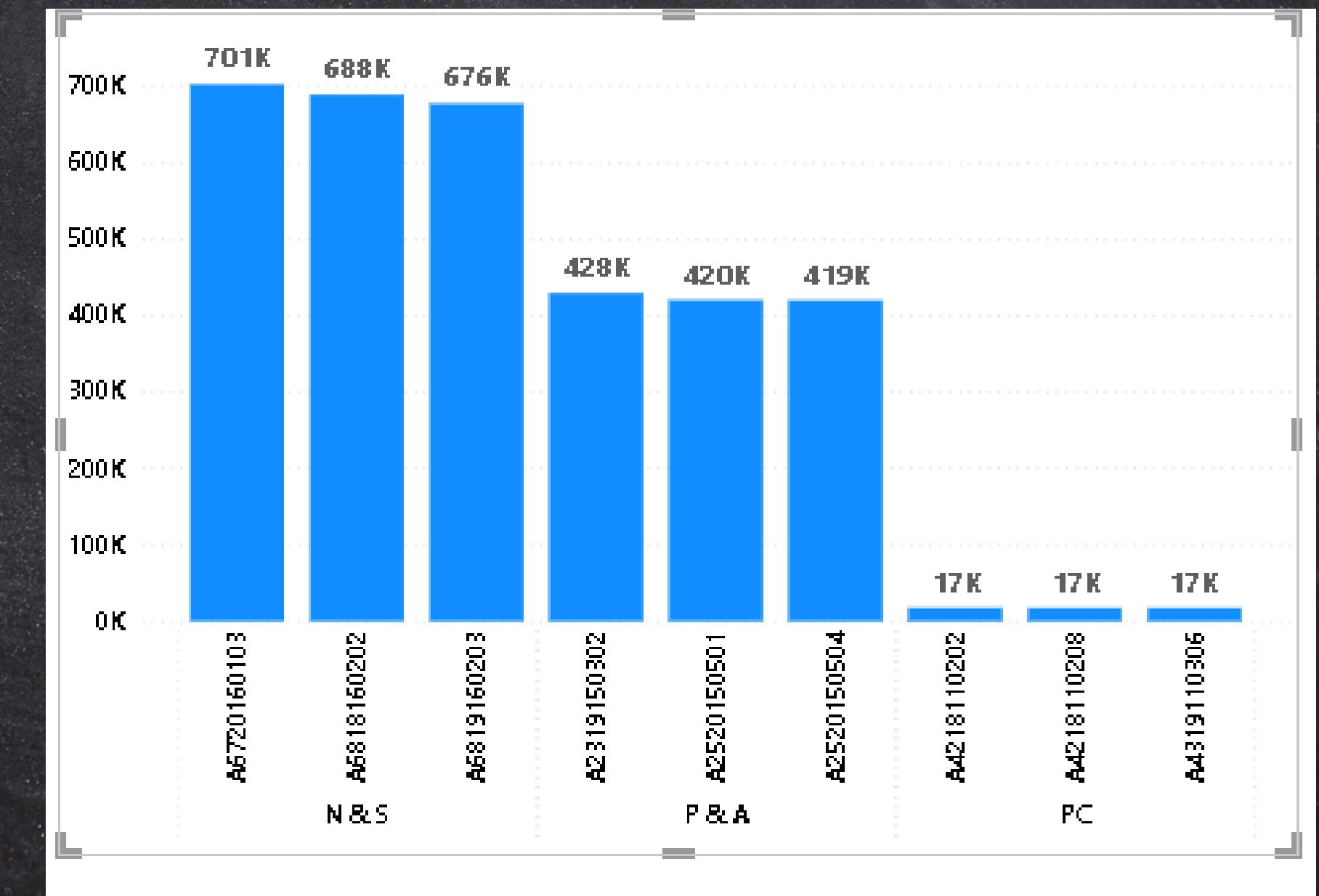
# QUESTION

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**

## OUTPUT

| division | product_code | total_sold_quantity | rank_order |
|----------|--------------|---------------------|------------|
| N & S    | A6720160103  | 701373              | 1          |
| N & S    | A6818160202  | 688003              | 2          |
| N & S    | A6819160203  | 676245              | 3          |
| P & A    | A2319150302  | 428498              | 1          |
| P & A    | A2520150501  | 419865              | 2          |
| P & A    | A2520150504  | 419471              | 3          |
| PC       | A4218110202  | 17434               | 1          |
| PC       | A4319110306  | 17280               | 2          |
| PC       | A4218110208  | 17275               | 3          |



# THANK YOU!



CHECKOUT