



CONSUMER *GOODS*

***AD-HOC* ANALYSIS**

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OVERVIEW



Objective



About Company



Data Required



Tools used



Insights



Recommendation



OBJECTIVE

- Atliq Hardware, a major computer hardware producer in India, is expanding globally.
- Management noticed a need for quicker insights and plans to grow the data analytics team.
- Tony Sharma, the Data Analytics Director, aims to hire junior analysts who are good with technology and people
- To check both skills, he's organizing a SQL challenge.
- The goal is to strengthen the team and enable fast decision-making for the company's growth.



RETAILER

Croma,
Amazon

DIRECT

Atliq stores
& e-store

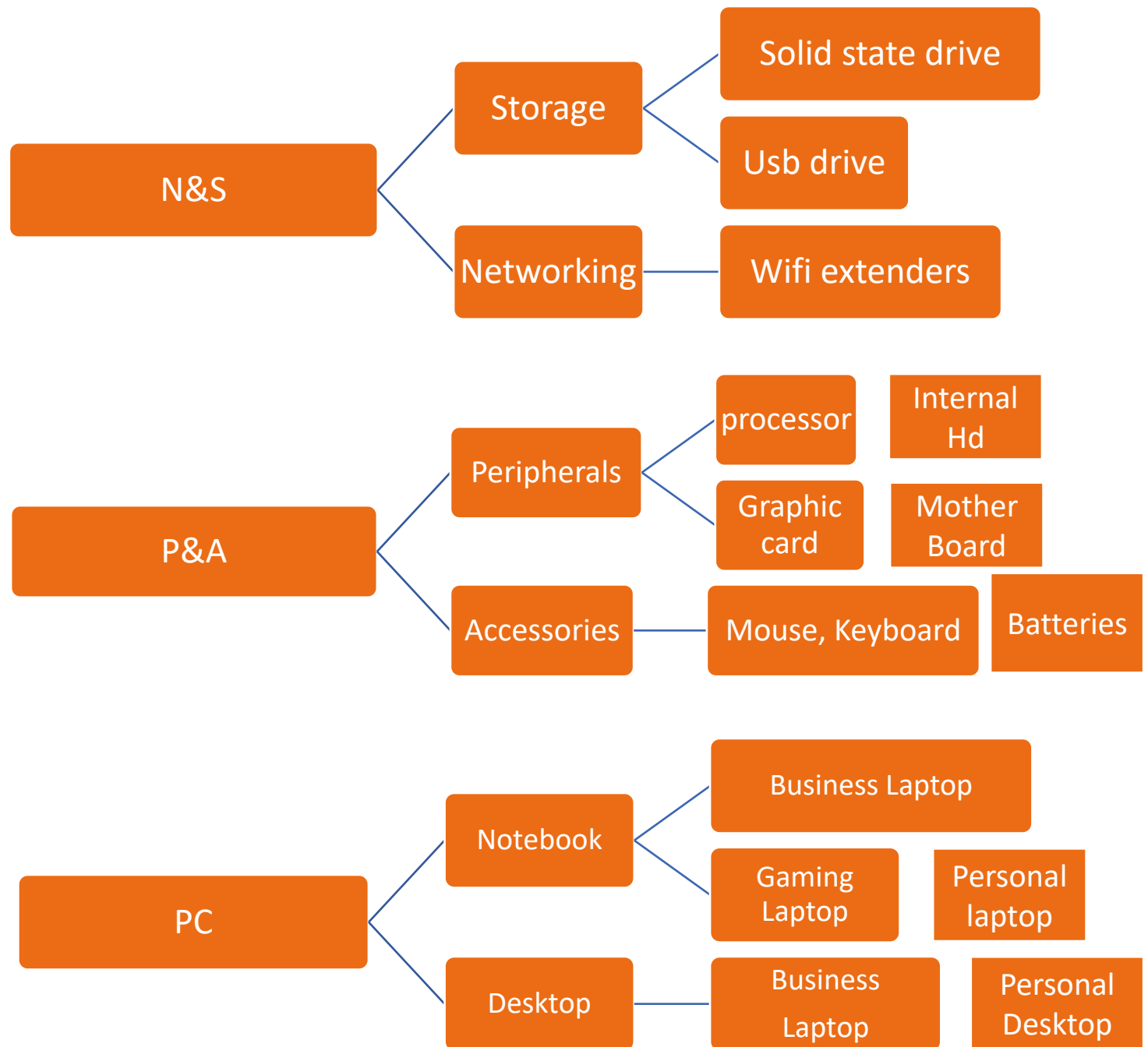
DISTRIBUTOR

Neptune

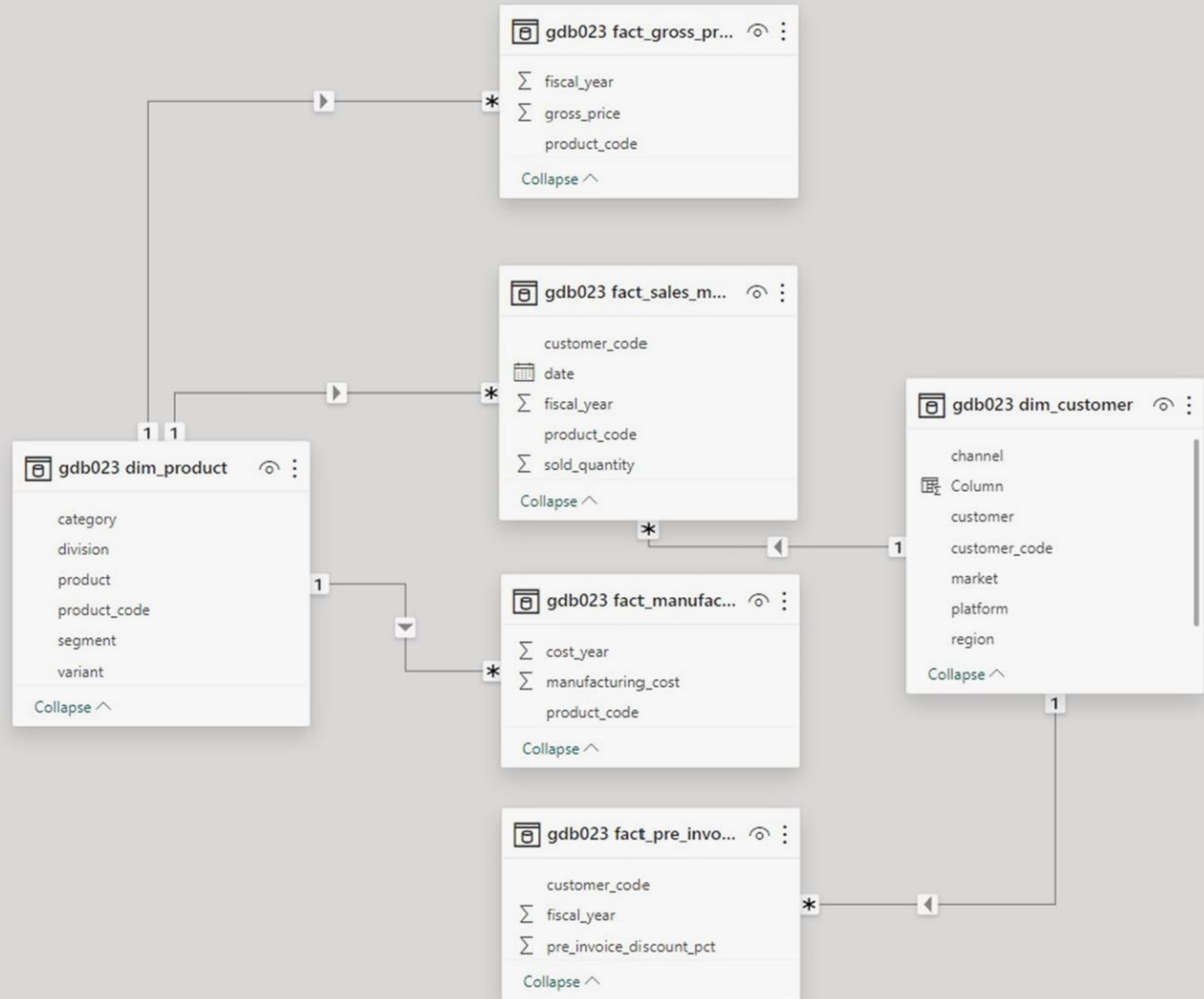
Local-store

CONSUMER

PRODUCTS



**Data
provided**



1

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

Result :-

Result Grid	
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Visuals:-









Atliq Exclusive is spread across 8 countries in 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

Result :-

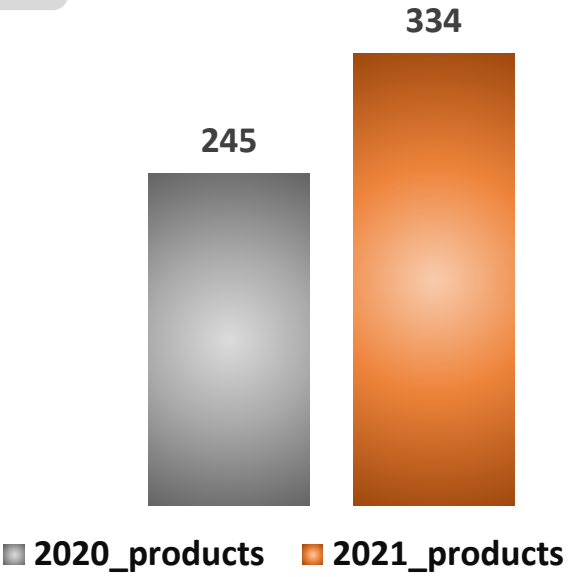
Result Grid  Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 			
	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.3265



INSIGHT

36% growth for unique product in 2021 compared to 2020

Visuals:-



Distinct_Product Count_comparision_by_Year

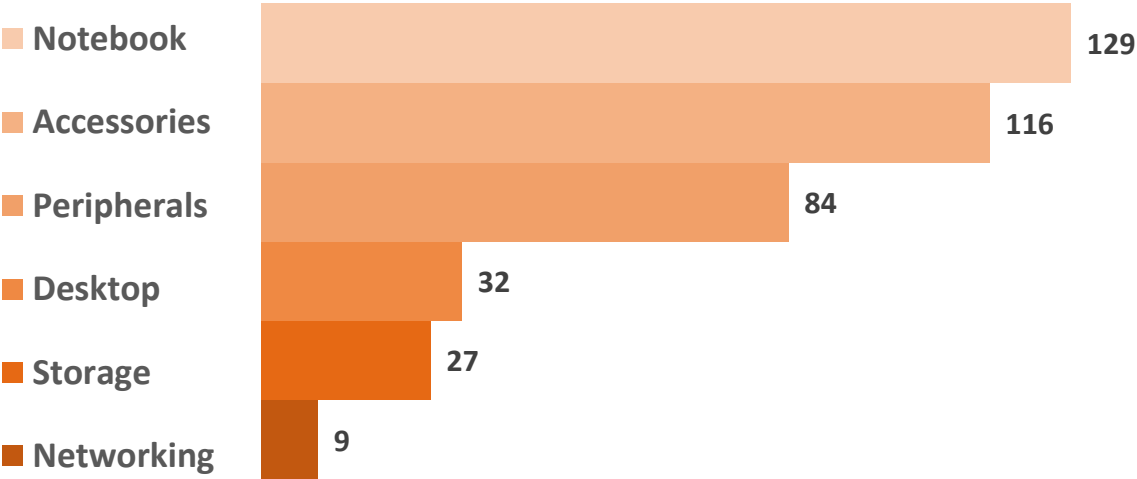
3

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

Result :-

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

Visuals:-



Distinct_Product Count_for_each_segment



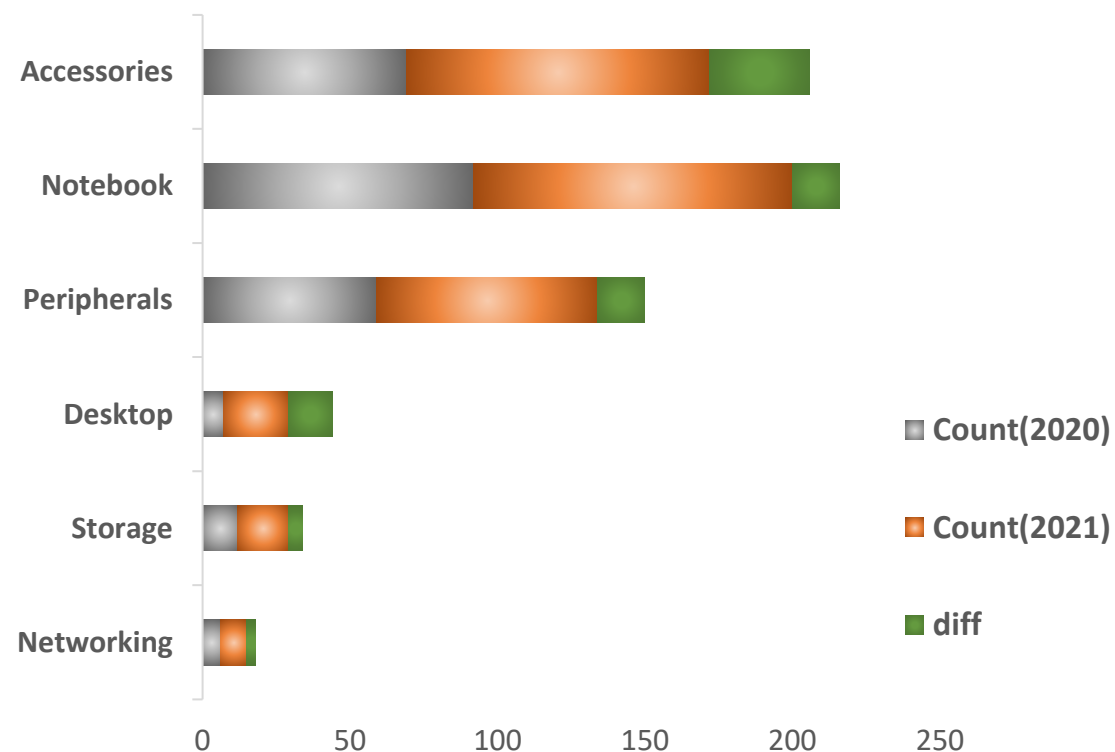
There is variety of **accessories**, **notebooks**, and **peripherals** available compared to **desktops**, **networking** and **storage** devices.

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

Result :-

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
segment	product_count_2020	product_count_2021	diff
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

Visuals:-



Distinct_Product Count_in_ each _segment_by_Year



*Atliq appears to focus more on the variety of **accessories** they offer compared to other segments.*

5

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product_code, product manufacturing_cost

Result :-

Result Grid			
Filter Rows: <input type="text"/>			
Export: <input type="button" value=""/>			
Wrap Cell Contents			
	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364



The manufacturing cost is **highest** for **AQ HOME Allin 1 Gen2 (Desktop)** and **lowest** for **AQ Master wired x1 Ms (Mouse)**.



240\$

AQ HOME Allin 1 Gen2
(Desktop)



0.9\$

AQ Master wired x1 Ms
(Mouse)

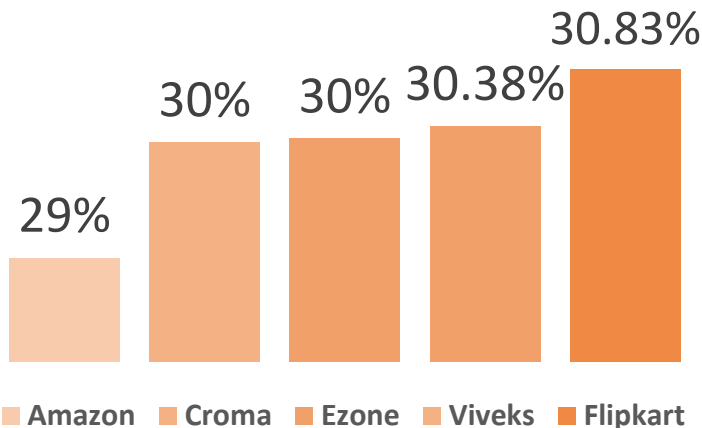
6

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

Result :-

Result Grid			
Filter Rows: <input type="text"/>			
Export: <input type="button" value="Export"/>			
Wrap			
	customer_code	customer	pre_invoice_discount_pct
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933

Visuals:-



Top discounted customers



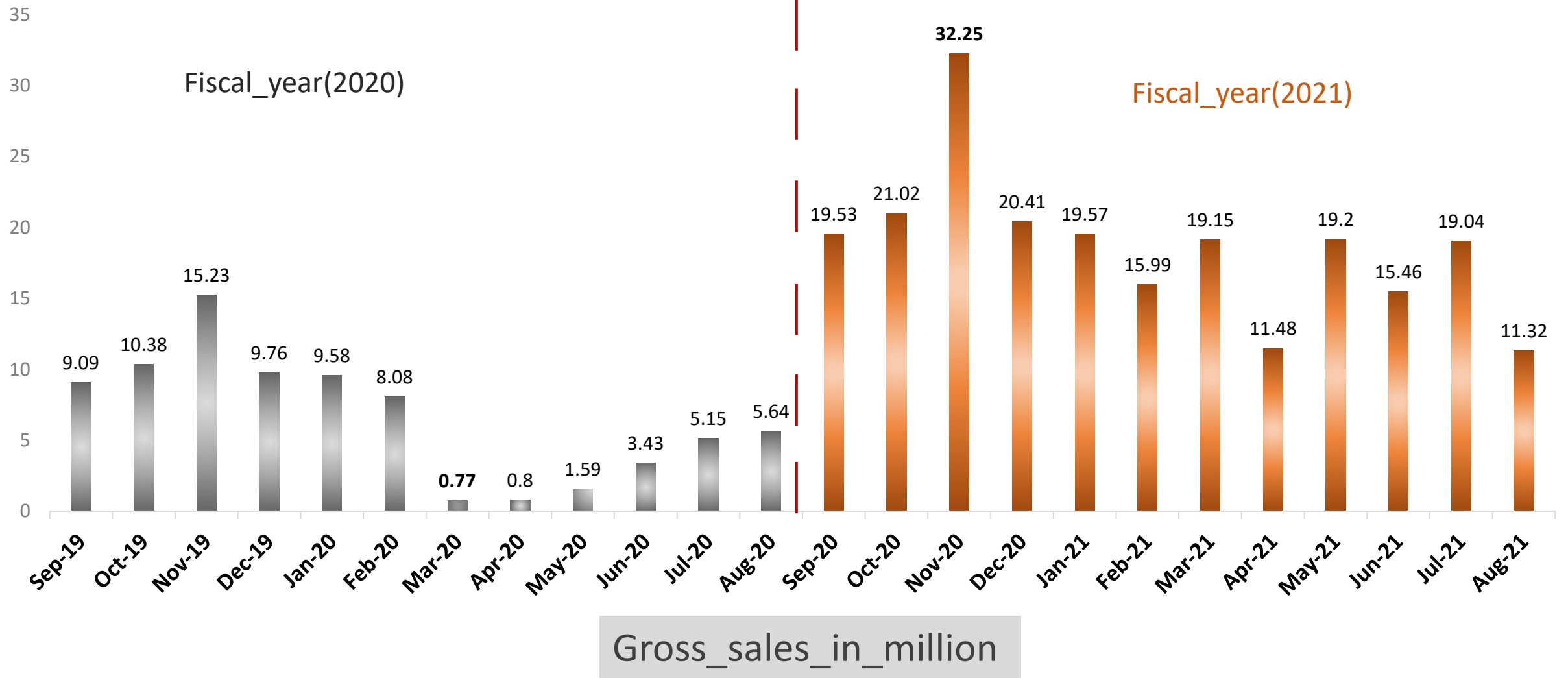
Atliq offered an impressive **30%** discount to its top 5 customers with **Flipkart** taking the lead

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**

Result :-

Result Grid	Filter Rows:	Export
month	fiscal_year	gross_sales_in_mil
► Sep 2019	2020	9.09
Oct 2019	2020	10.38
Nov 2019	2020	15.23
Dec 2019	2020	9.76
Jan 2020	2020	9.58
Feb 2020	2020	8.08
Mar 2020	2020	0.77
Apr 2020	2020	0.80
May 2020	2020	1.59
Jun 2020	2020	3.43
Jul 2020	2020	5.15
Aug 2020	2020	5.64
Sep 2020	2021	19.53
Oct 2020	2021	21.02
Nov 2020	2021	32.25



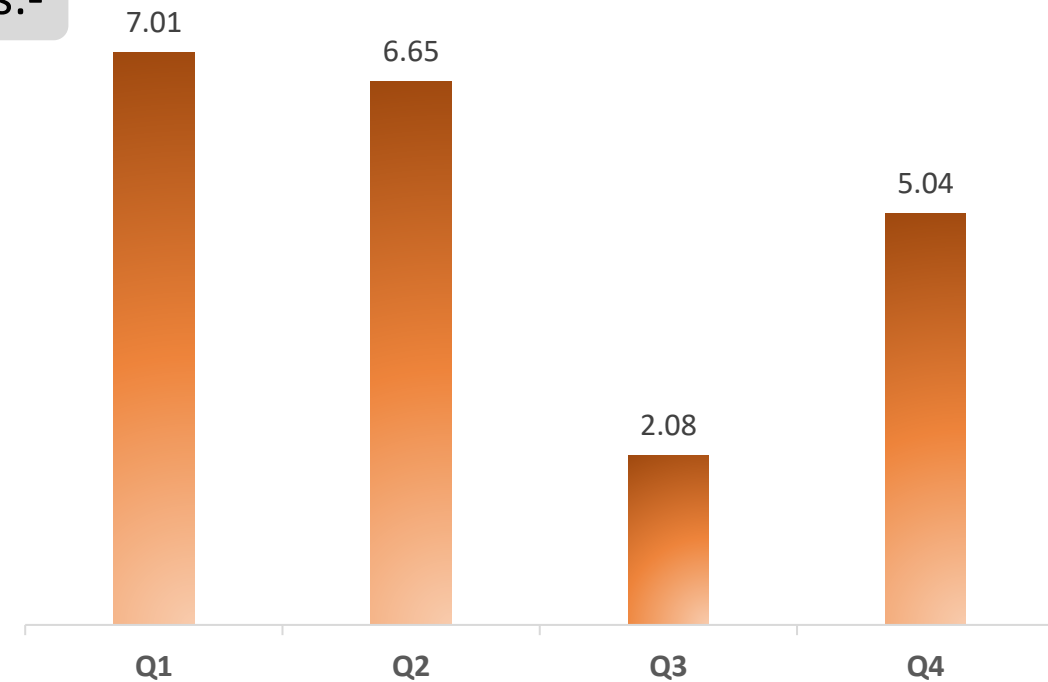
*Atliq Exclusive had the **least** sales in **March** 2020 and the **highest** in **November** 2020, mainly because of the effects of the COVID-19 pandemic.*

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 :-

Result Grid			Filter Rows:
	Quarters	sold_quantity_in_mil	
▶	Q1	7.0056	
	Q2	6.6496	
	Q3	2.0751	
	Q4	5.0425	

Visuals:-



■ Sales_by_quarter_in_million(2020)



*Atliq reached its **peak** sales in the **first quarter** but hit the **lowest** point in the **third quarter***

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

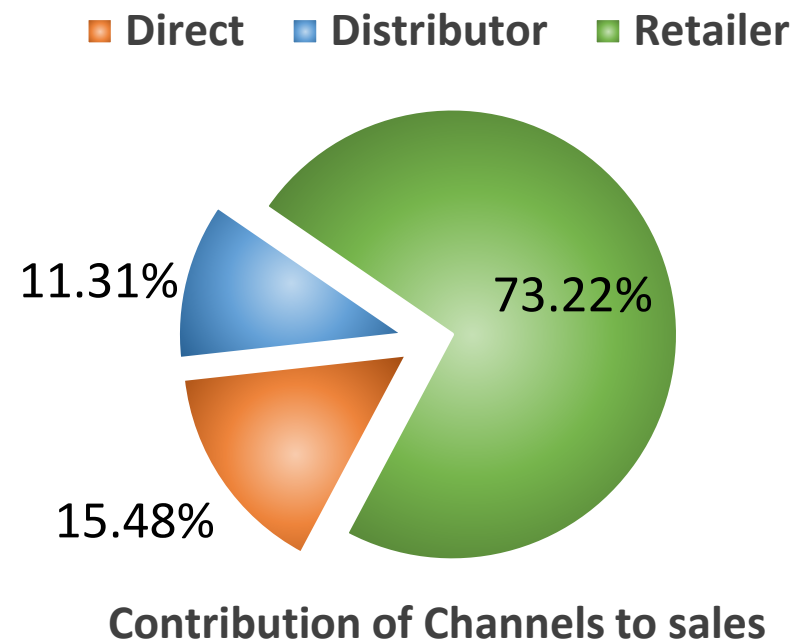
Result :-

Result Grid	Filter Rows:	Export:
channel	gross_sales_in_mil	percentage
Direct	406.69	15.48
Distributor	297.18	11.31
Retailer	1924.17	73.22






The **Retailer** channel holds market **dominance**, whereas the limited number of **distributors** results in the **lowest gross sales** for them.

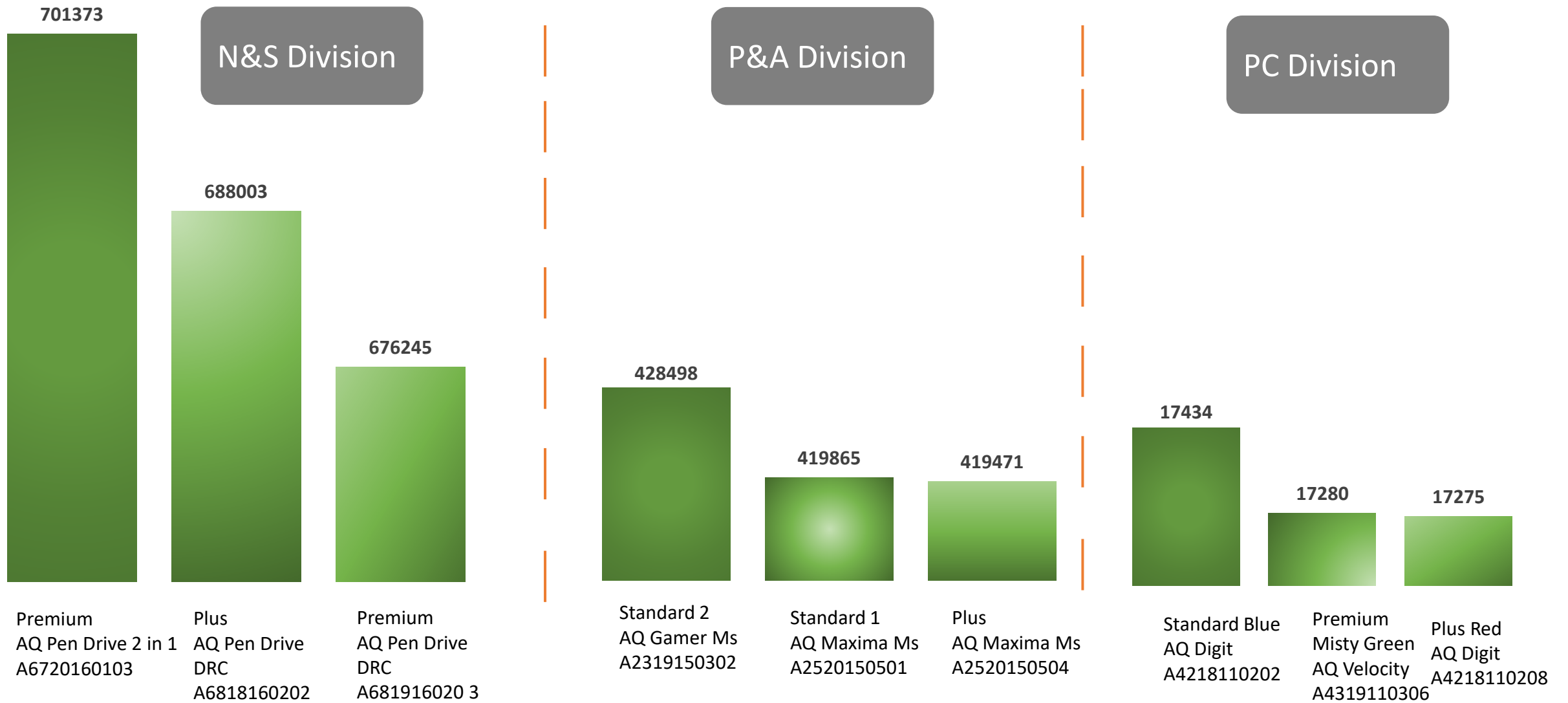
Visuals:-



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

Result :-

Result Grid  Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 					
	division	product_code	product	tot_sold_qty	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110202	AQ Digit	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digit	17275	3



***Pen Drives, Mouse and Laptops** are most selling products in their respective domain*



Recommendation

- **Invest in marketing and promotions**
- **Analyze customer behavior and preferences**
- **Prioritize customer service**
- **Ignite Innovation: Charting the Course for New Products**
- **Invest in research and development**

THANK YOU!

for watching



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