



# Consumer Goods

## Ad\_HOC\_insight

S

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# AGENDA

## A

- 1. Company Overview**
- 2. Problem Statement**
- 3. My Role & Data**
- 4. SQL Requests & Insights**
- 5. Recommendations / Conclusion**

# 1. Company Overview

“**Atliq Hardware** is an imaginary but realistic computer hardware company.

It operates across multiple markets, which means different countries.

Within each market, the business is further divided into regions.”

“Across these markets and regions, Atliq sells multiple products, which are organized into divisions, segments, and categories.”



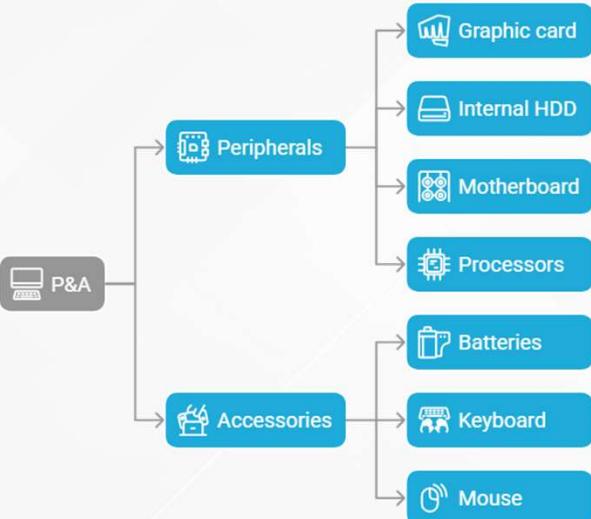


# PC

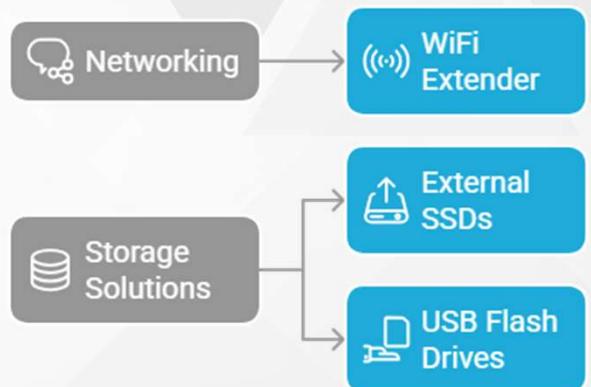


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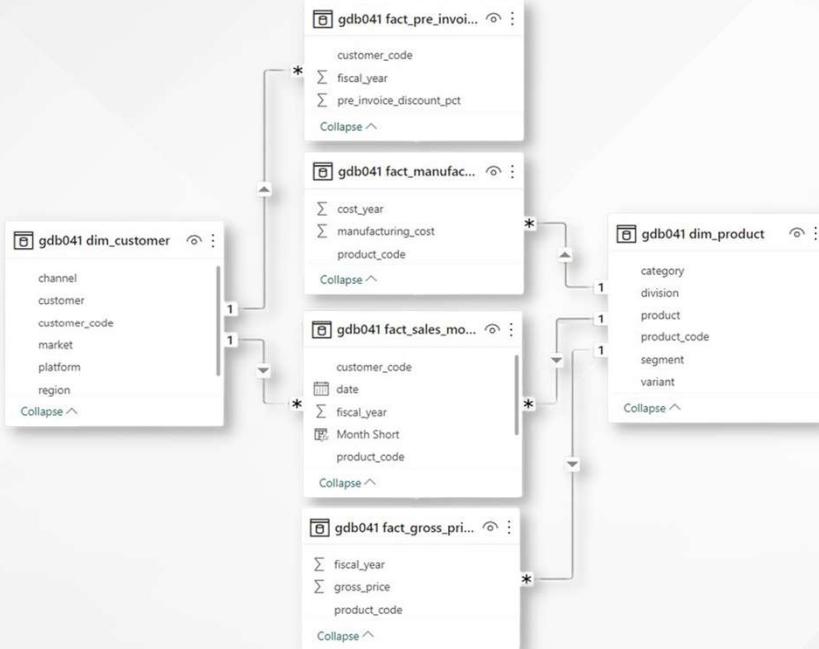
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# My Role & Data

I worked on this project as a junior data analyst.”

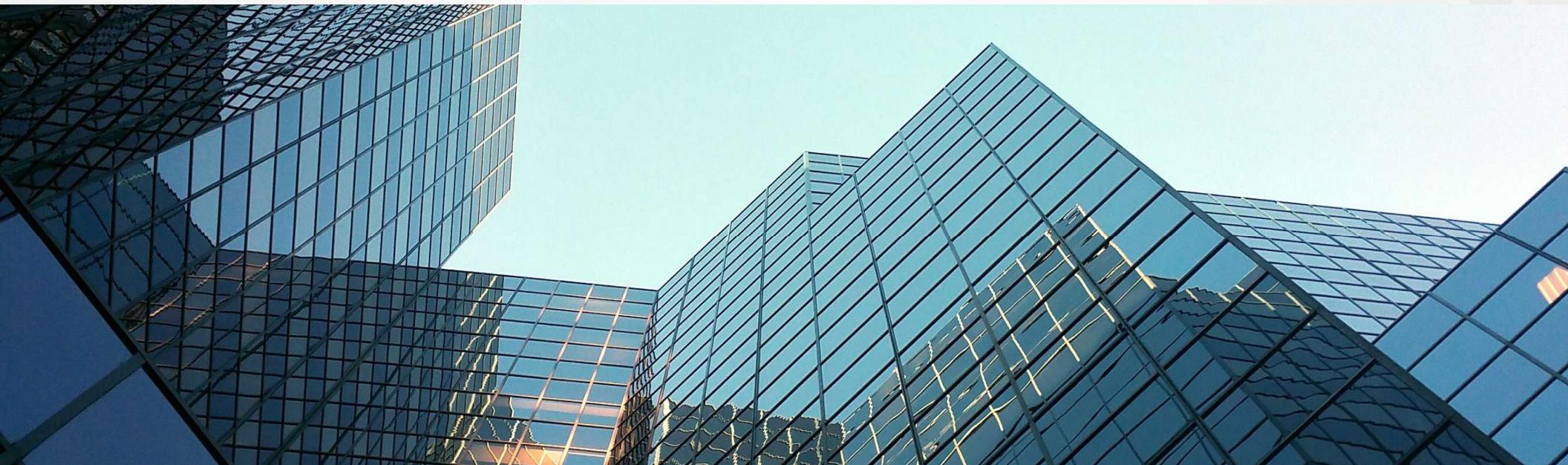
“I used Atliq Hardware’s sales **data from fiscal years 2020 and 2021.**”



# Problem Statement

“As **Atliq Hardwares** expanded across markets and regions, management realized they had a lot of data but not enough insights to make quick, data-informed decisions.”

“They wanted to hire junior data analysts who could work with SQL and also explain insights clearly to the business.”



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

market
▶ India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

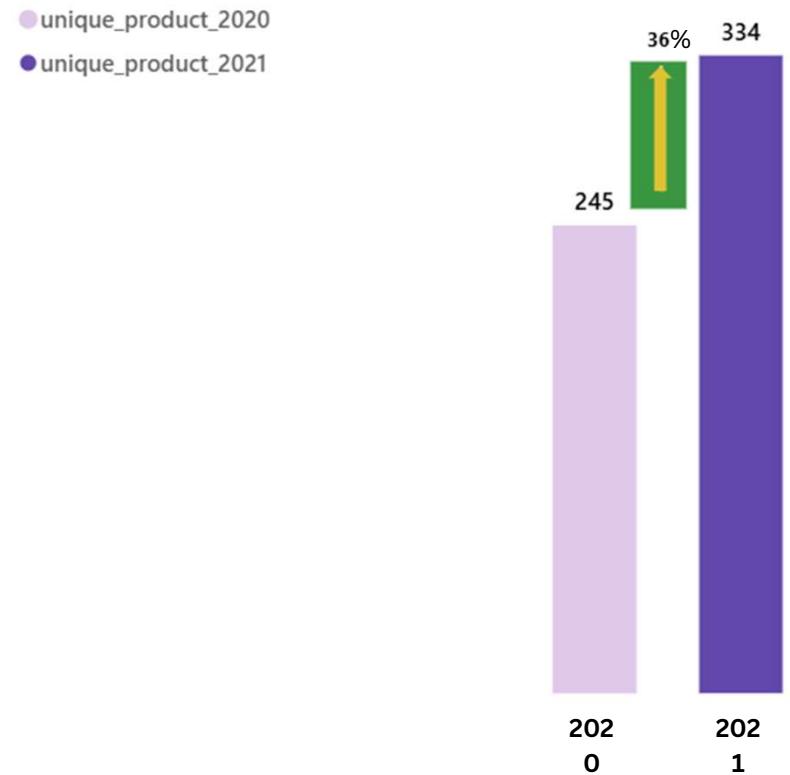


**INSIGHT:**This helps quickly understand **Atliq Exclusive** presence across APAC Region.

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

**unique\_products\_2020**  
**unique\_products\_2021**  
**percentage\_chg**

	unique_product_2020	unique_product_2021	percentage_chg
▶	245	334	36.3265



**INSIGHT:**These shows The Company Actively Launched New products in **2021**

A Growing product portfolio usually indicates business expansion and strong market share

3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

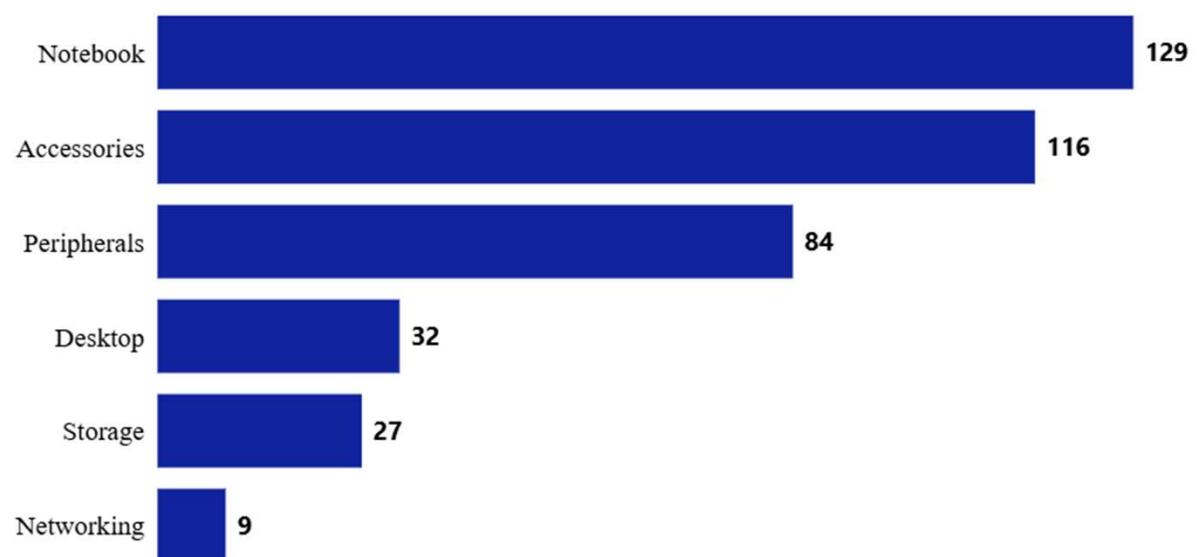
The final output contains 2 fields,

**segment product\_count**

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



**BUNDLE  
DEALS**



**INSIGHT:** Notebooks, accessories, peripherals make up most of the product portfolio with an average of 83%, whereas desktop, storage, networking are low. To improve low segments business can introduce bundle deals.

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**

	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	

**Product Sales Comparison**

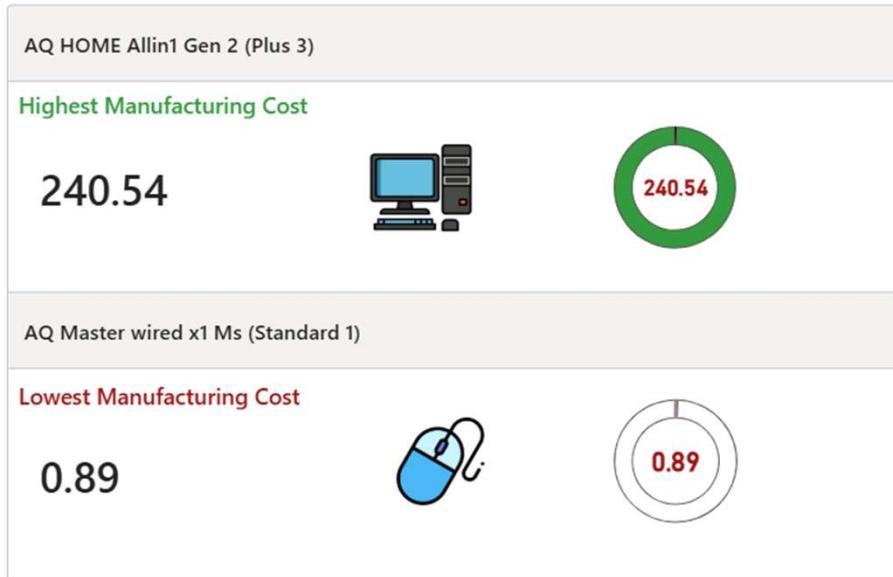
Product	Sales 2021	Sales 2022	Sales 2023
 Accessories	69	103	34
 Notebook	92	108	16
 Peripherals	59	75	16
 Desktop	7	22	15
 Storage	12	17	5
 Networking	6	9	3

**INSIGHT:**Accessories showed the highest growth with 34 new products in 2021.

This indicates the business focused more on expanding accessories than notebooks.

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

	category	product	product_code	manufacturing_cost
▶	Personal Desktop	AQ HOME Allin1 Gen 2 (Plus 3)	A6120110206	240.5364
	Mouse	AQ Master wired x1 Ms (Standard 1)	A2118150101	0.8920

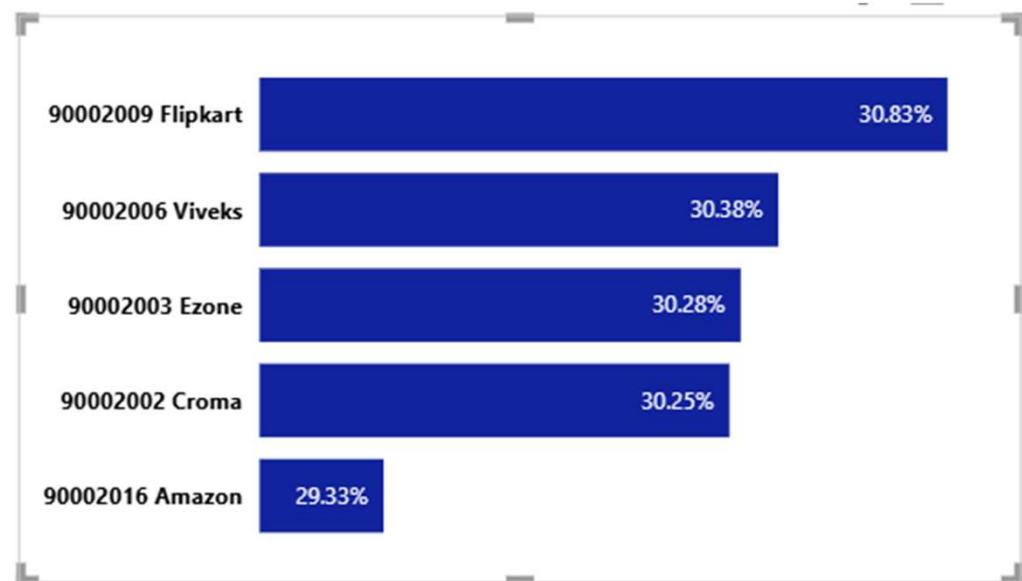


**INSIGHT:** Personal desktops have the highest manufacturing cost at 240.54, while a mouse has the lowest at 0.89. This shows PCs are cost-heavy products, whereas accessories are low-cost and easier to scale

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**

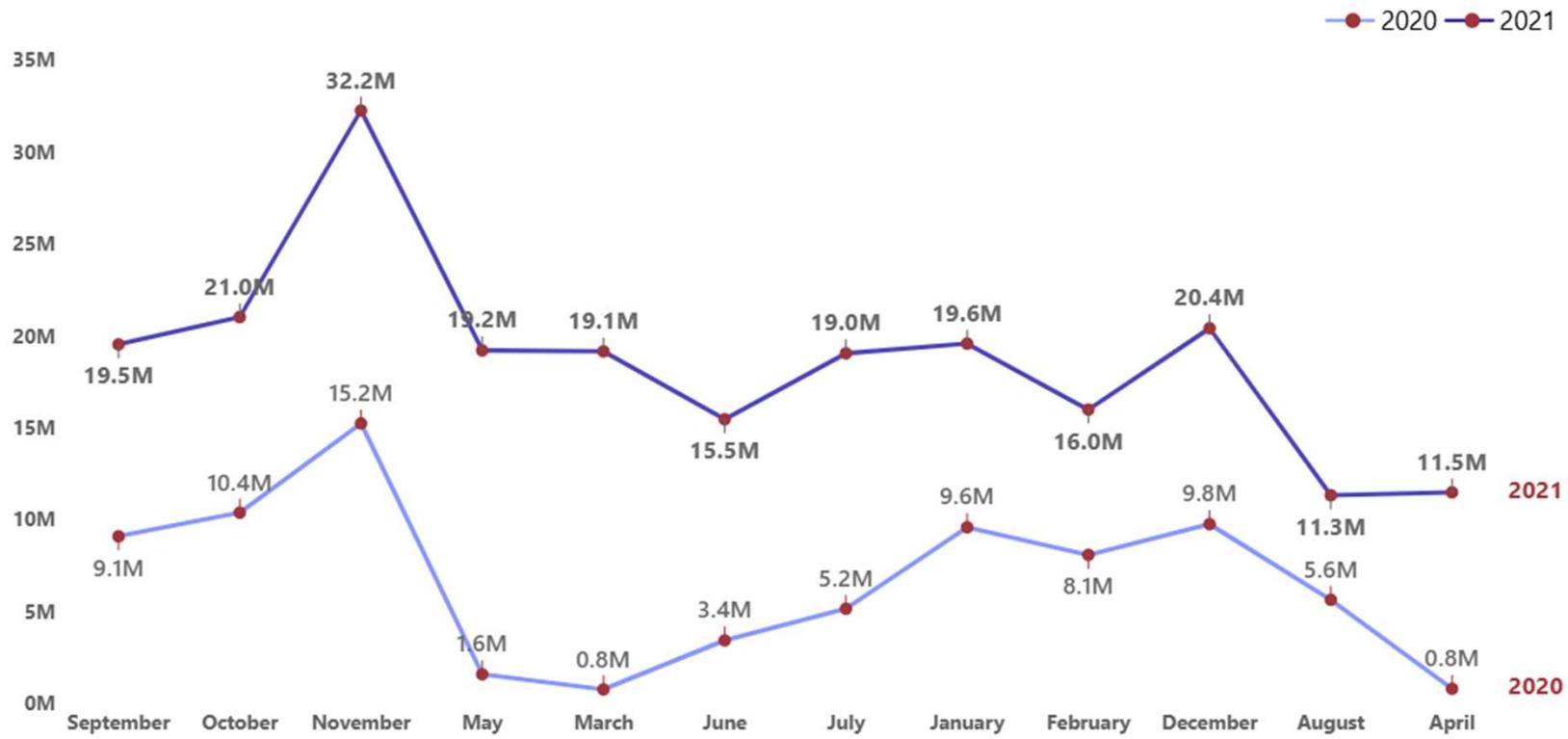
	customer_code	customer	avg
▶	90002009	Flipkart	0.30830000
	90002006	Viveks	0.30380000
	90002003	Ezone	0.30280000
	90002002	Croma	0.30250000
	90002016	Amazon	0.29330000



**INSIGHT:**In FY2021, the top 5 Indian customers received similar high invoice discounts, around 29–31%.

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**

	month	fiscal_year	gross_sales_amount
▶	September	2020	9092670.34
	October	2020	10378637.60
	November	2020	15231894.97
	December	2020	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2021	19530271.30
	October	2021	21016218.21
	November	2021	32247289.79
	December	2021	20409063.18
	January	2021	19570701.71
	February	2021	15986603.89
	March	2021	19149624.92
	April	2021	11483530.30
	May	2021	19204309.41
	June	2021	15457579.66
	July	2021	19044968.82
	August	2021	11324548.34

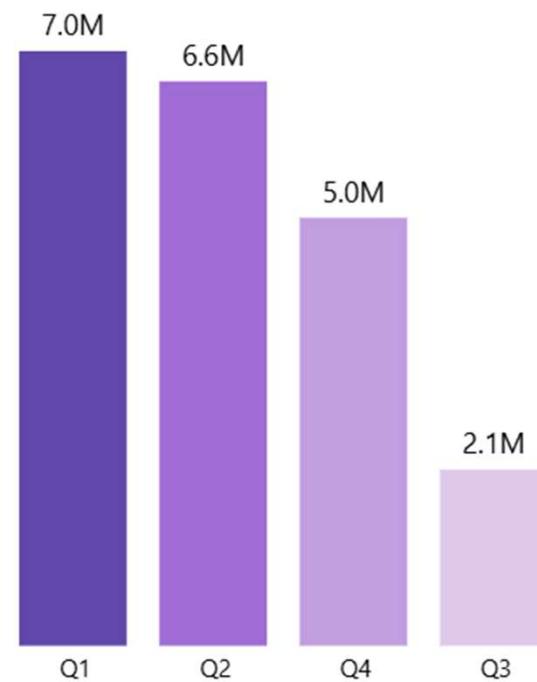


**INSIGHT:** This shows gross sales for each month in **FY2020 and FY2021**.

In 2020, sales were low in some months due to COVID-19, but in 2021, the business recovered and maintained consistent sales.

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

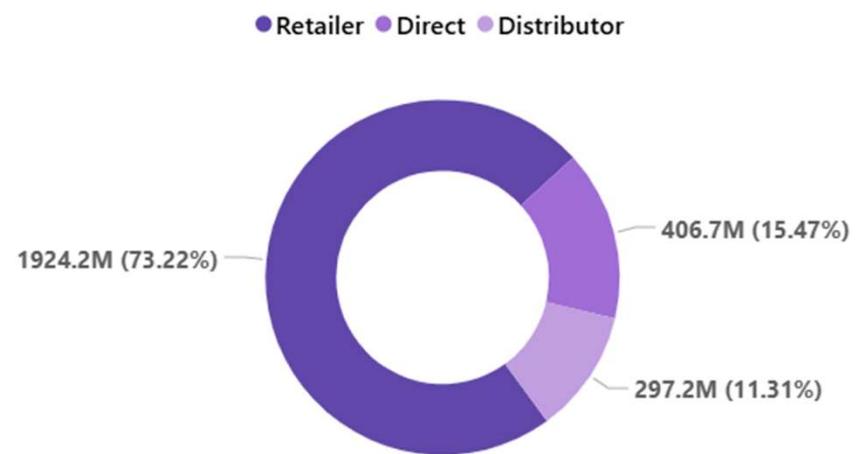
	quarter	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q3	2075087
	Q4	5042541



**INSIGHT:**Quarter 1 of 2020 had the highest 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

channel	gross_sales_mil	percentage
Retailer	1924170397.91	73.22
Direct	406686873.90	15.47
Distributor	297175879.72	11.31

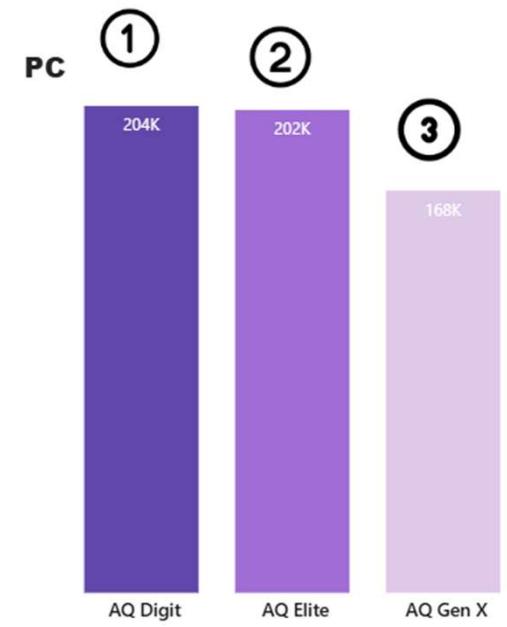
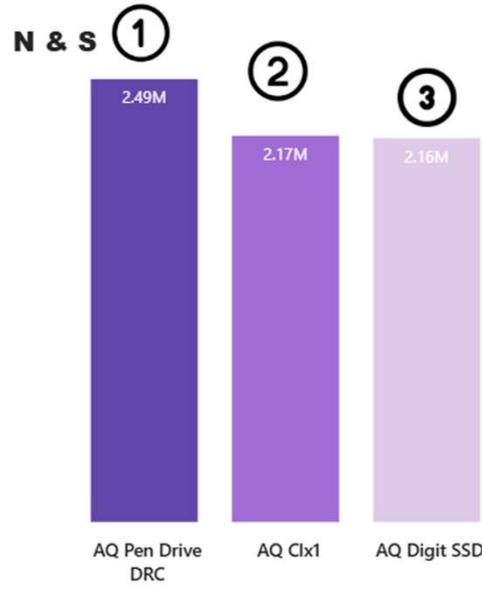


**INSIGHT:**Most of the company's gross sales come from the **retail channel**, making it the main revenue drive

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**

	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6818160201	AQ Pen Drive DRC	2492352	1
	N & S	A6419160301	AQ Clx1	2173811	2
	N & S	A6218160101	AQ Digit SSD	2160254	3
	P & A	A2319150301	AQ Gamers Ms	4043543	1
	P & A	A2118150101	AQ Master wired x1 Ms	4025721	2
	P & A	A2218150201	AQ Master wireless x1 Ms	4012628	3
	PC	A4218110201	AQ Digit	203954	1
	PC	A4419110401	AQ Elite	202272	2
	PC	A4519110501	AQ Gen X	168489	3



USB Flash drives  
& external SSD

Mouse

personal laptops