



Consumer Goods Ad-hoc Insights

AGENDA



Context

Market In which Atliq operates

Getting familiar with dataset

Ad-hoc request & result

1. Context

About Company

Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in India and well expanded in other countries too.

Background

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

Requirement

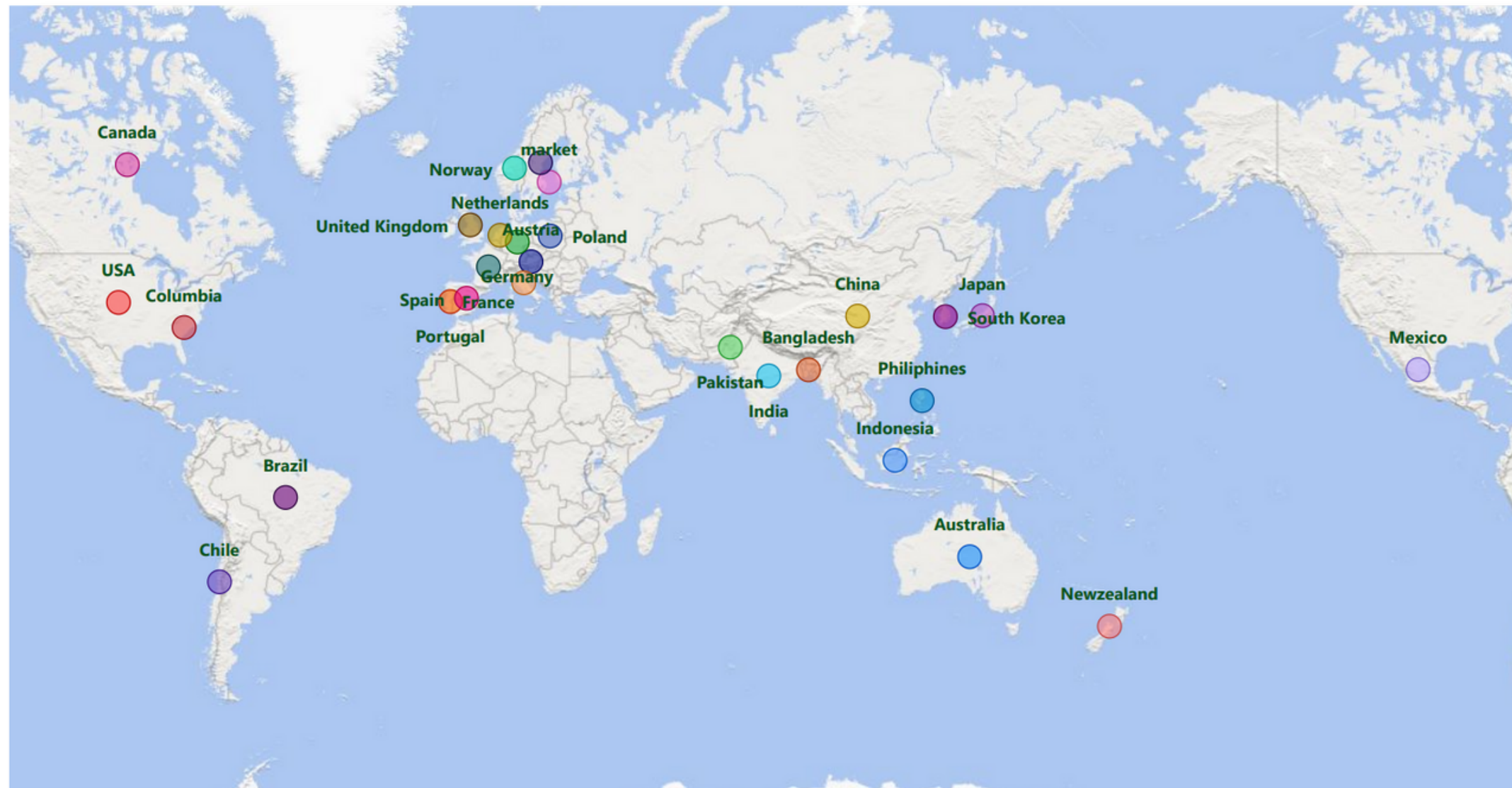
There are 10 ad hoc requests for which the business needs insights.

Strategy

Run SQL query to get the answer to the ad-hoc requests. convert the result into visuals and present the insights to the top-level management

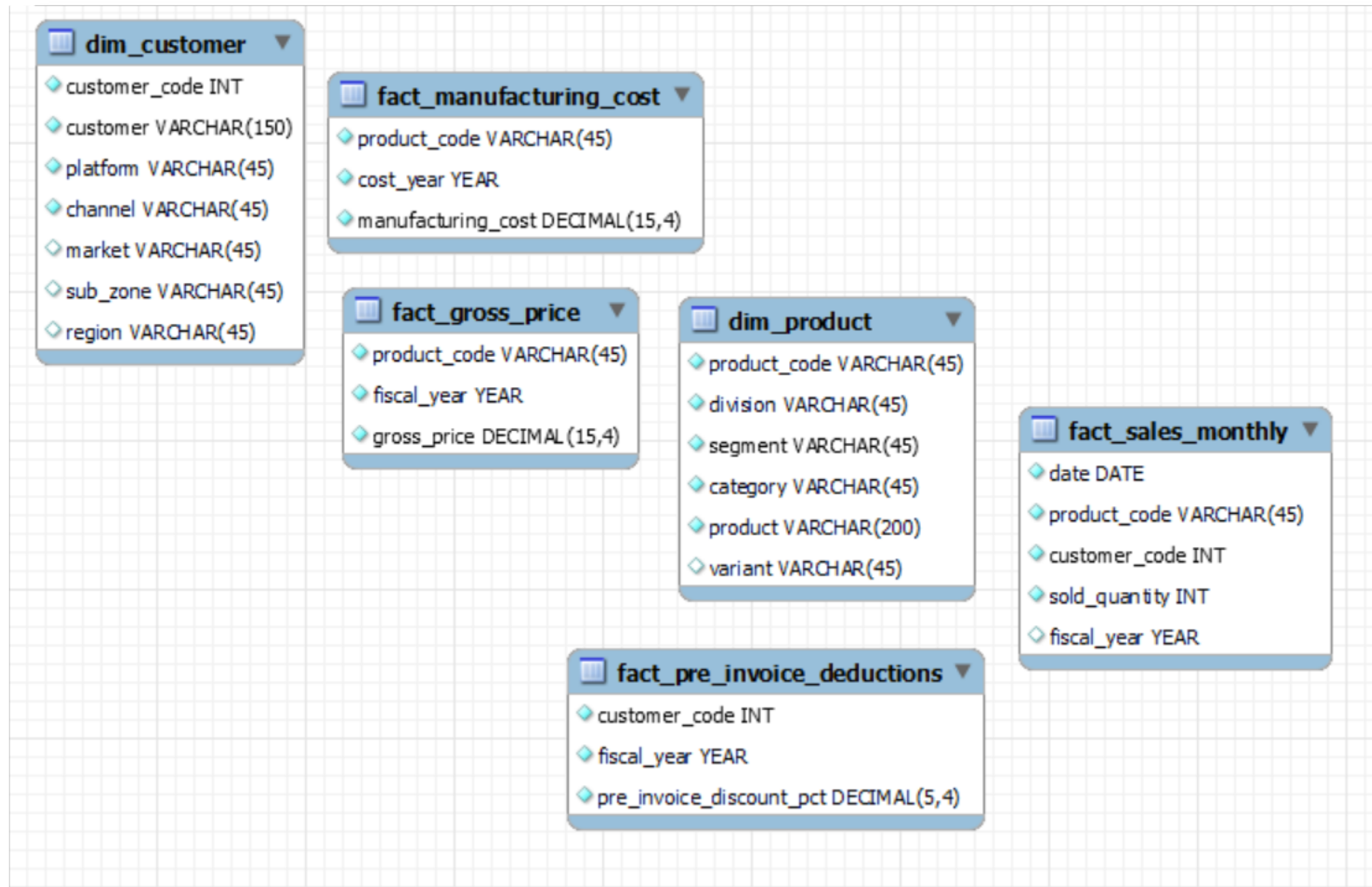


2. Markets In Which Atliq operates



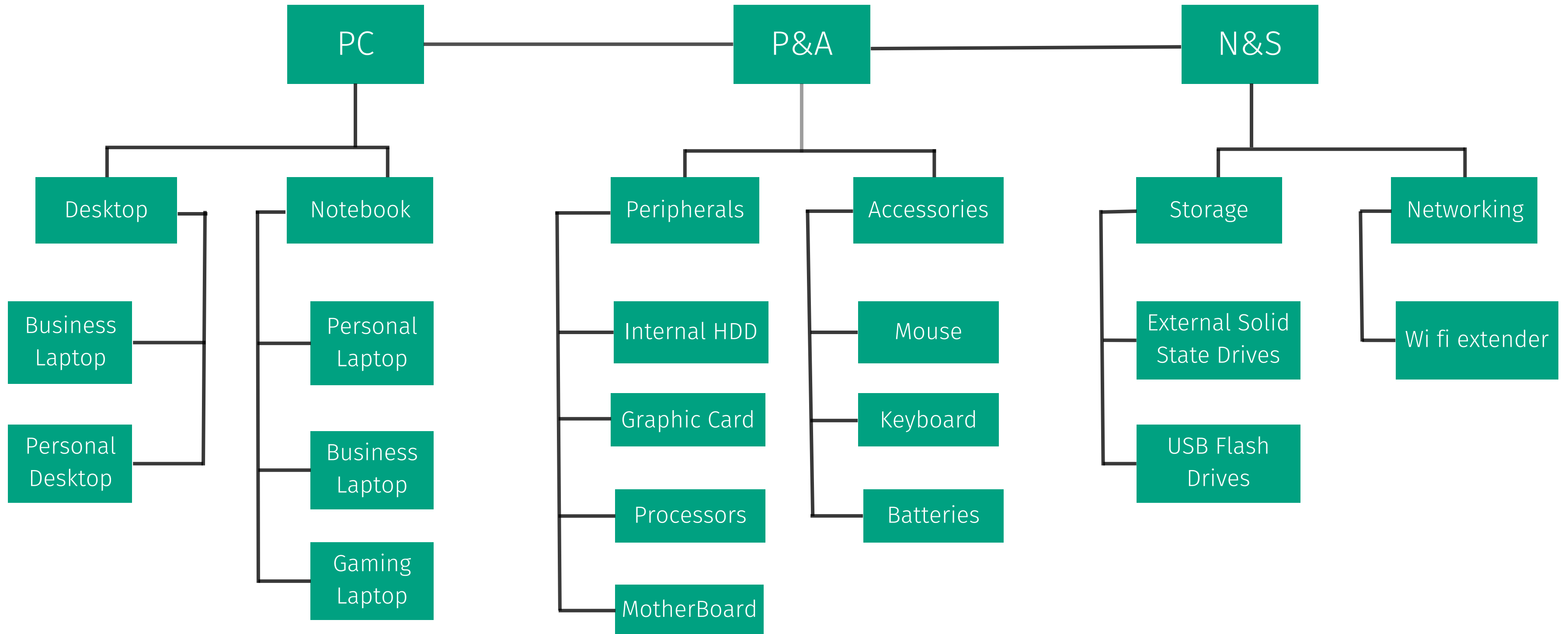
Atliq's Markets

3. Getting familiar with the dataset



The Atliq Hardware dataset comprises of customer, product and sales information for the fiscal years 2020 and 2021

Products



4. Ad-hoc requests & results

Query 1:

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

Insights

8 market are there in the APAC region where Atliq Hardware have their exclusive store.



Exploring the Markets of the Asia-Pacific Region

Query 2:

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

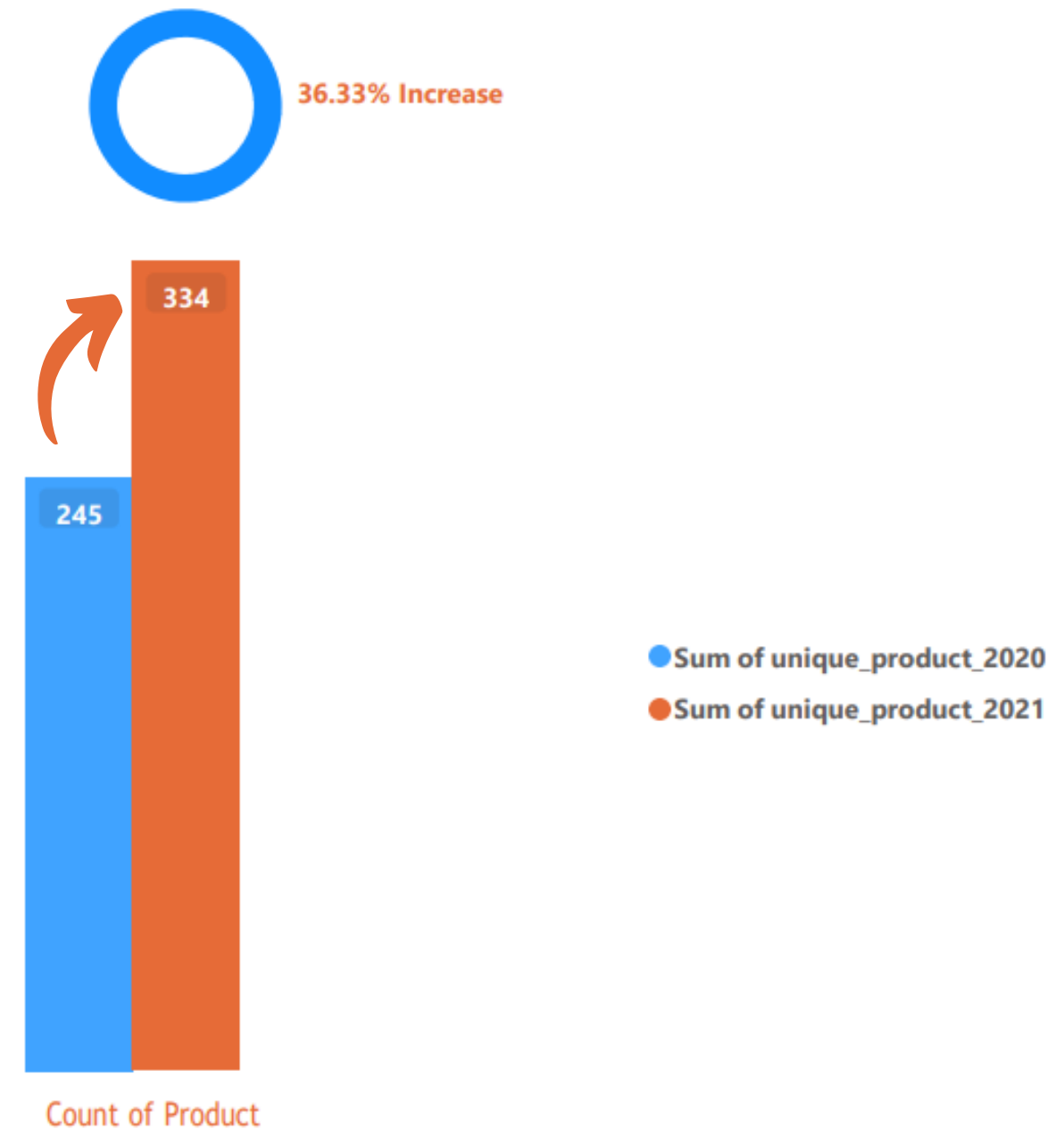
unique_products_2020
unique_products_2021
percentage_chg

OUTPUT

	unique_product_2020	unique_product_2021	percentage_chg
►	245	334	36.33

Insights

We produced **245 products in 2020** and added 87 more in 2021, an **increase of 36.33%**. This brings our total unique **products to 334 In 2021**, showing a continuous introduction of new products to the market.



Assessing the Increase of Unique Product Count in 2021 Compared to 2020

Query 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,

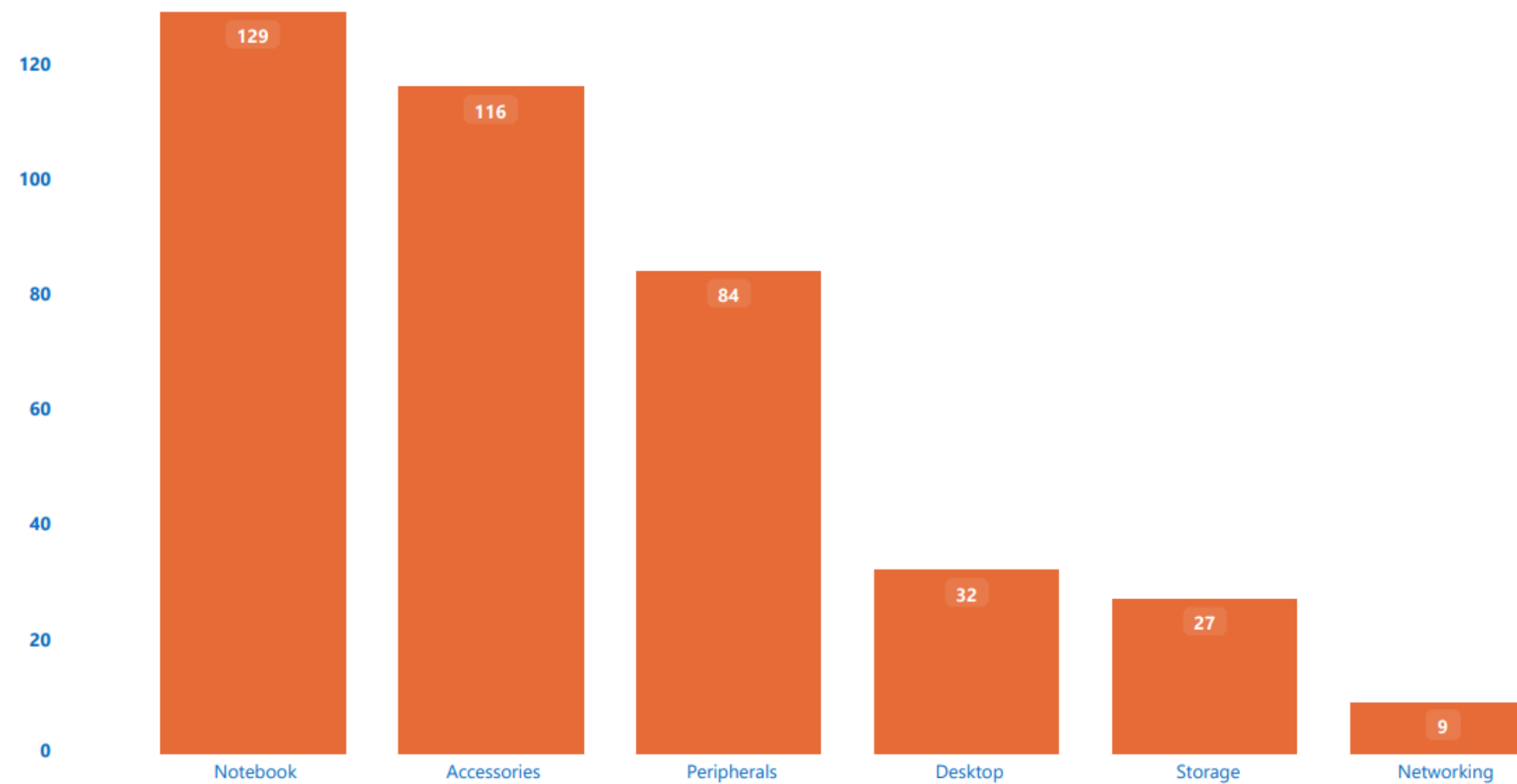
segment
product_count

OUTPUT

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

Insights

In the **notebook, accessories, and peripherals** segments, we offer a wide range of products. However, in the **desktop, storage, and network segments, our product offerings are more limited**. To better serve our customers and diversify our product line, we should consider expanding our production in these segments.



Total product In each segment

Query 4:

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

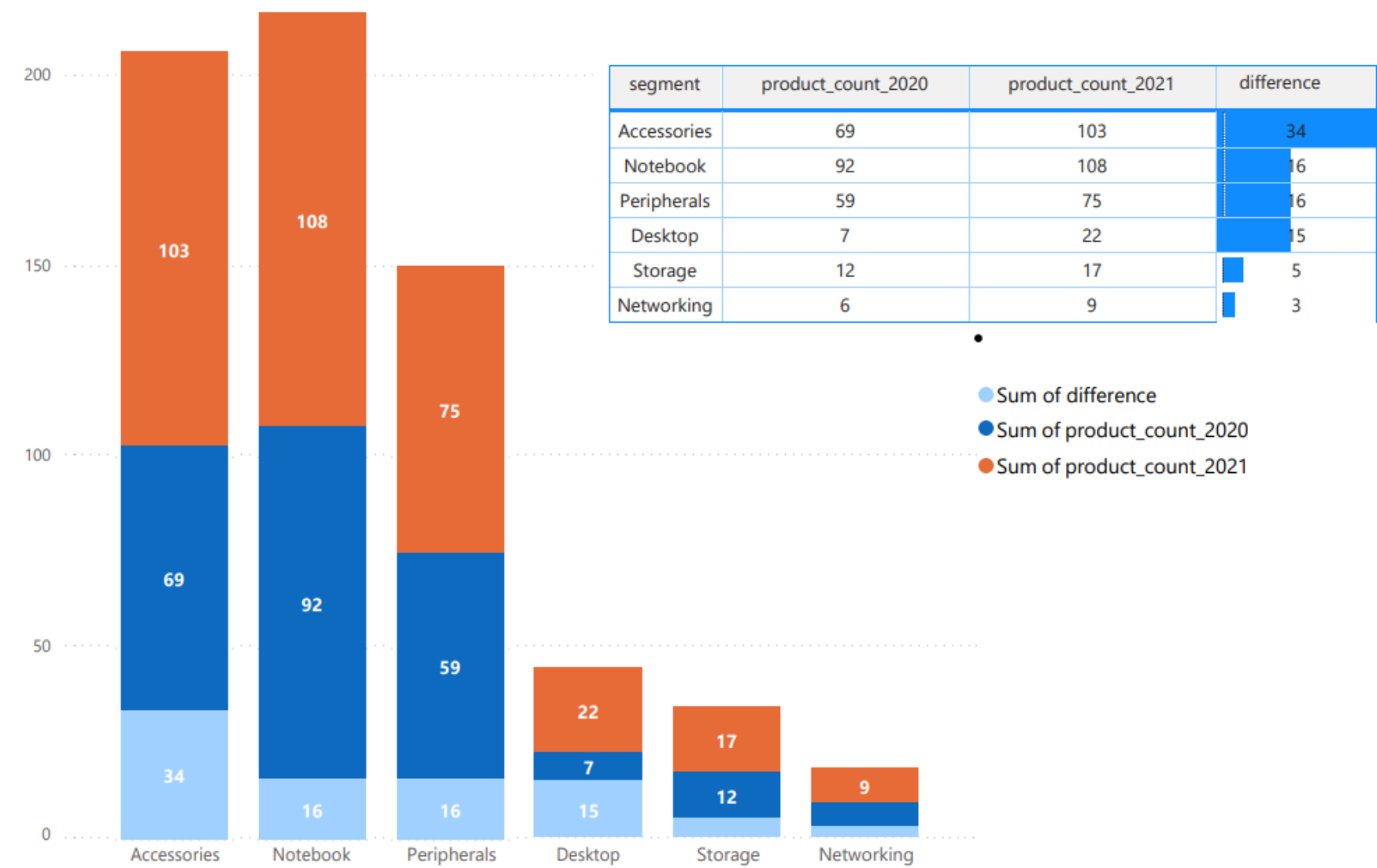
segment
product_count_2020
product_count_2021
difference

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

Insights

In 2021, we have placed a greater emphasis on **expanding our production of accessories**. As a result, we have successfully introduced **34 new products** in this segment.



Which segment has seen the greatest increase in unique products?

Query 5:

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
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364

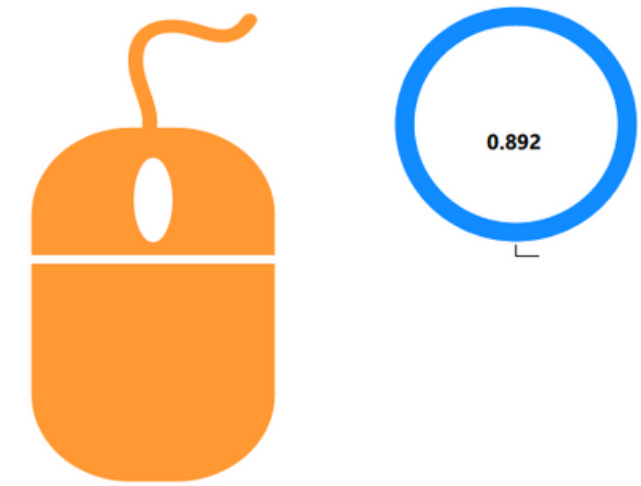
Insights

The product 'A6120110206', 'AQ HOME Allin1 Gen 2' has the highest manufacturing cost at 240.54.



'A6120110206', 'AQ HOME Allin1 Gen 2',

The product 'A2118150101', 'AQ Master wired x1 Ms', has the lowest manufacturing cost at 0.892.



'A2118150101', 'AQ Master wired x1 Ms', '

Which product has the highest and lowest manufacturing cost?

Query 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,

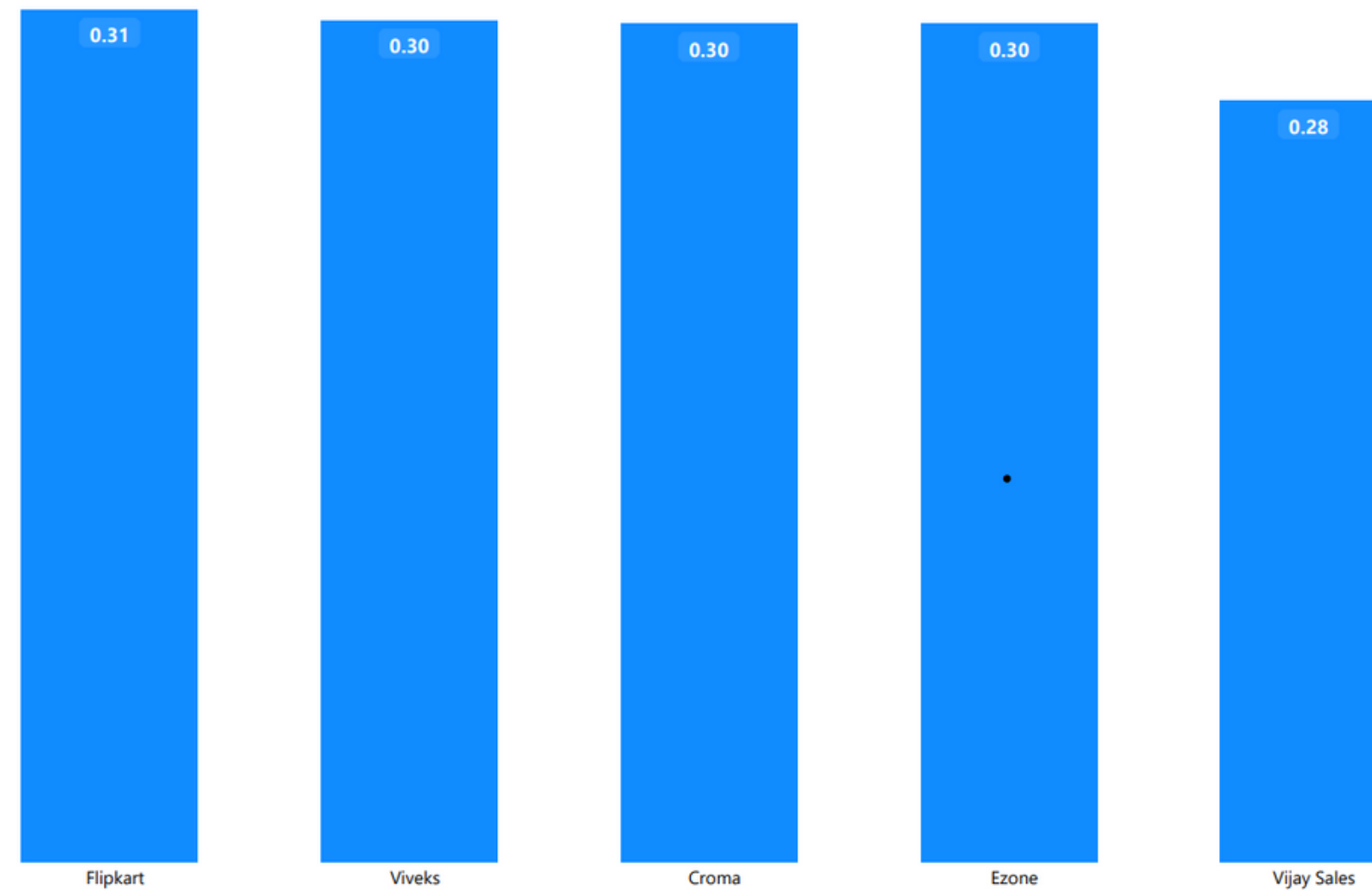
customer_code
customer
average_discount_percentage

OUTPUT

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.308
90002006	Viveks	0.304
90002002	Croma	0.303
90002003	Ezone	0.303
90002004	Vijay Sales	0.275

Insights

In India, **Flipkart, Viveks, Croma, Ezone and Vijay sales** have received the highest average pre-invoice discount percentage in 2021. **We have offered an equal pre-invoice discount to all these top five companies.**



Which customers in India received a high average pre-invoice discount in October 2021?

Query 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

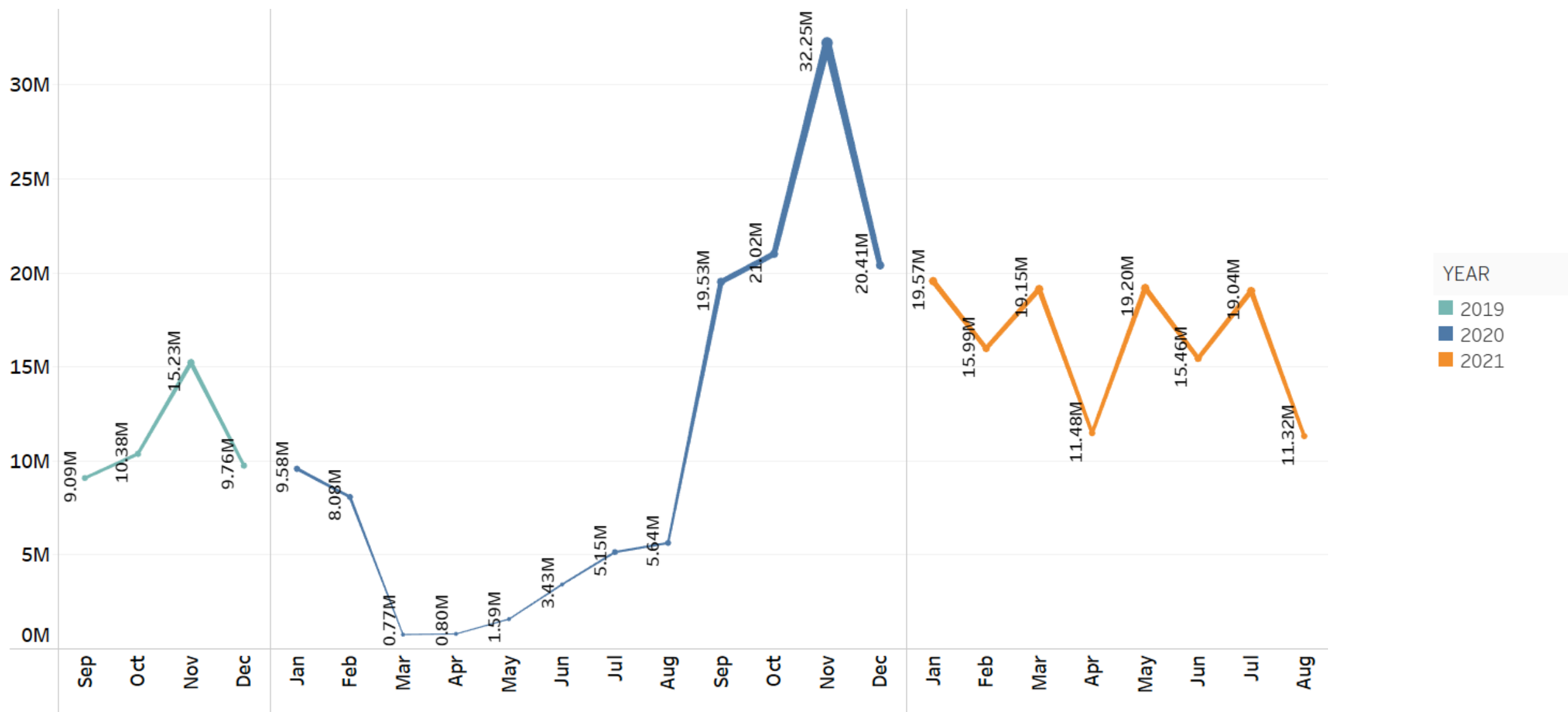
Gross sales Amount

OUTPUT

Year	Month	Gross_sales_Amount
2019	September	9092670.34
2019	October	10378637.60
2019	November	15231894.97
2019	December	9755795.06
2020	January	9584951.94
2020	February	8083995.55
2020	March	766976.45
2020	April	800071.95
2020	May	1586964.48
2020	June	3429736.57
2020	July	5151815.40
2020	August	5638281.83
2020	September	19530271.30
2020	October	21016218.21
2020	November	32247289.79
2020	December	20409063.18
2021	January	19570701.71
2021	February	15986603.89
2021	March	19149624.92
2021	April	11483530.30
2021	May	19204309.41
2021	June	15457579.66
2021	July	19044968.82
2021	August	11324548.34

Insights

In November 2020, Atliq hardware experienced a remarkable achievement with sales reaching an all-time high. However, the months from March to July 2020 proved to be a challenging period, with sales falling significantly below expectations. The ongoing global pandemic, which has greatly affected economies and consumer behavior, may have played a role in this fluctuation in sales.



Gross sales amount for customer “Atliq Exclusive”

Query 8:

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,

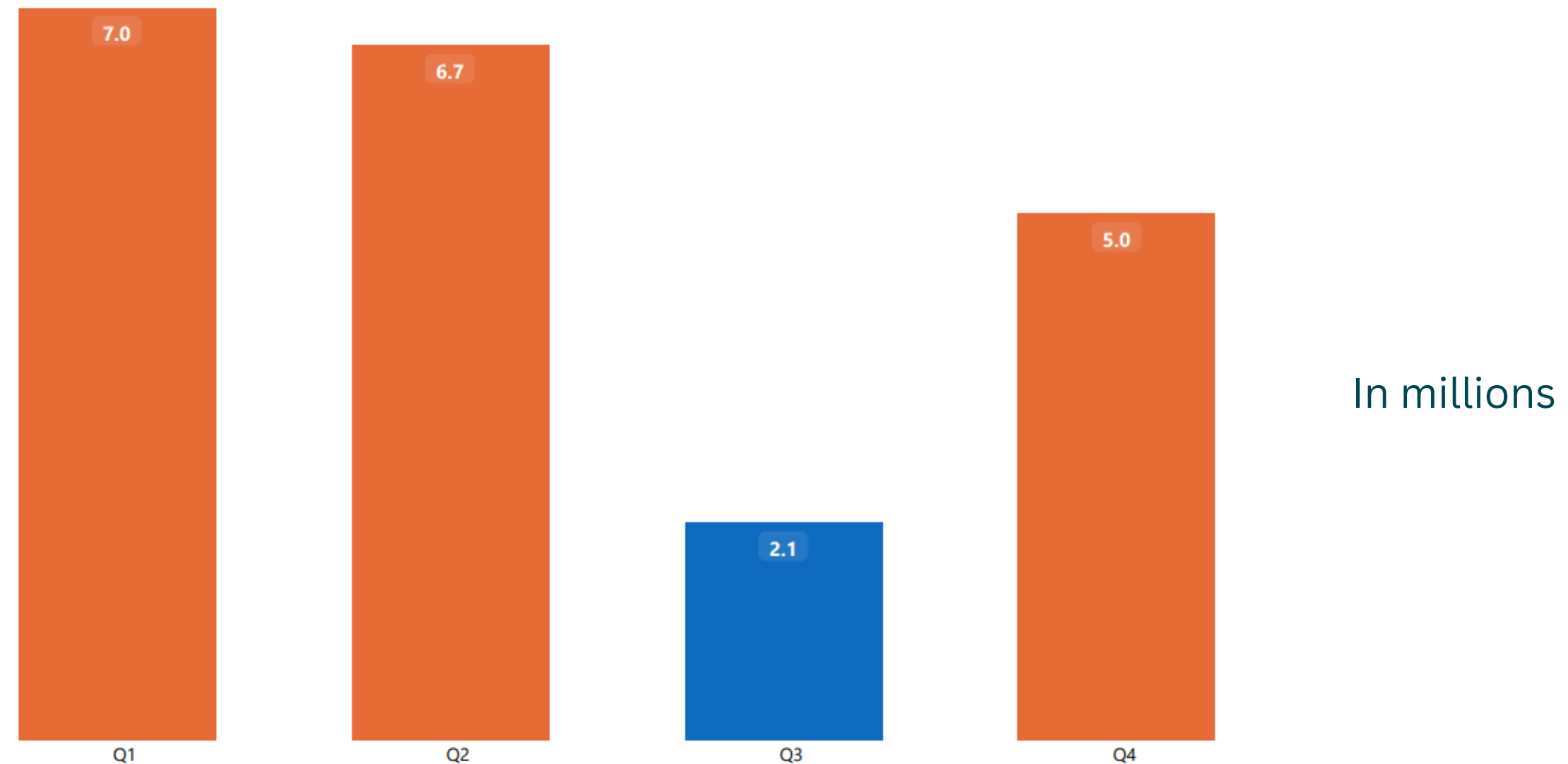
Quarter
total_sold_quantity

OUTPUT

Quarter	Total_Quantity_In_Million
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04

Insights

In the first **quarter of the year**, we were able to successfully sell **7 million products**. Despite a small decrease in the **second quarter, where we sold 6.7 million products**, we faced a significant setback in the **third quarter as a result of the pandemic** and the strict regulations imposed by the government. However, we were **able to bounce back in the fourth quarter**, where we once again saw growth in the number of products sold, indicating a recovery from the negative impact of the pandemic.



Which quarter has the highest sold quantity?

Query 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,

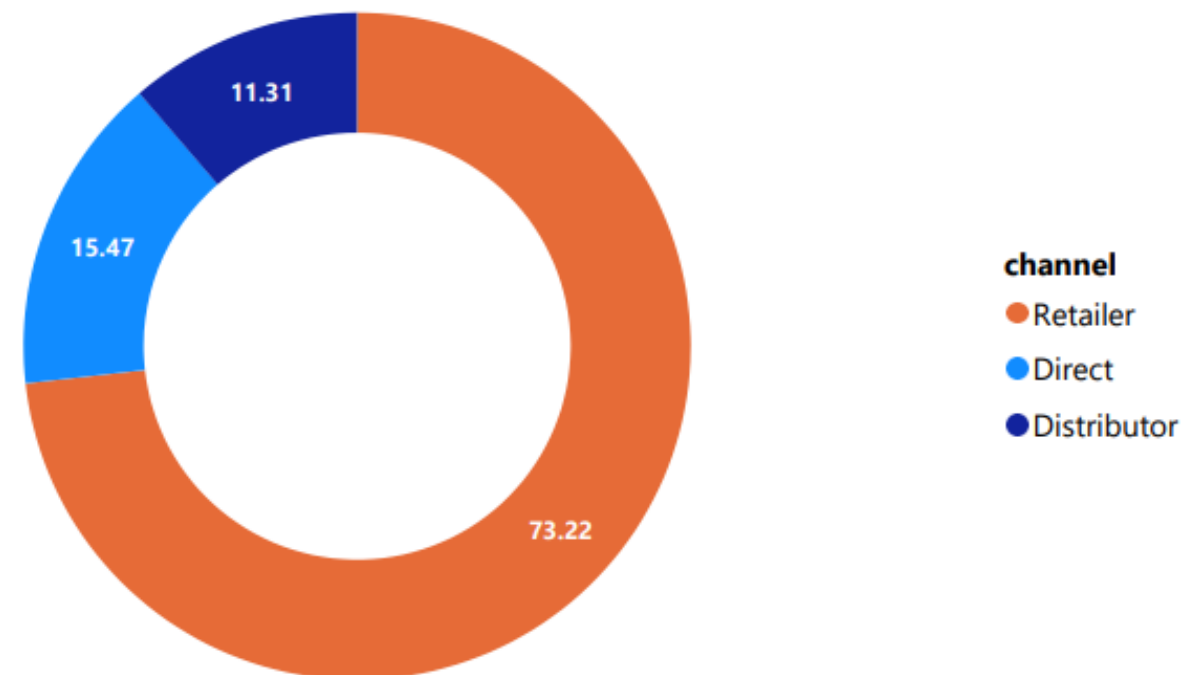
channel
gross_sales_mln
percentage

OUTPUT

channel	gross_sales	percentage
Retailer	1924170397.91	73.217128
Direct	406686873.90	15.474952
Distributor	297175879.72	11.307920

Insights

Retail channels have played a crucial role in driving our sales, accounting for a substantial **73.21% of our total sales**. While our direct and distributor channels also contributed to our overall sales performance, with 15% and 11% respectively, it is clear that our retail partnerships have been a key factor in achieving our sales goals.



Which channel helped us to achieve more sales?

Query 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,

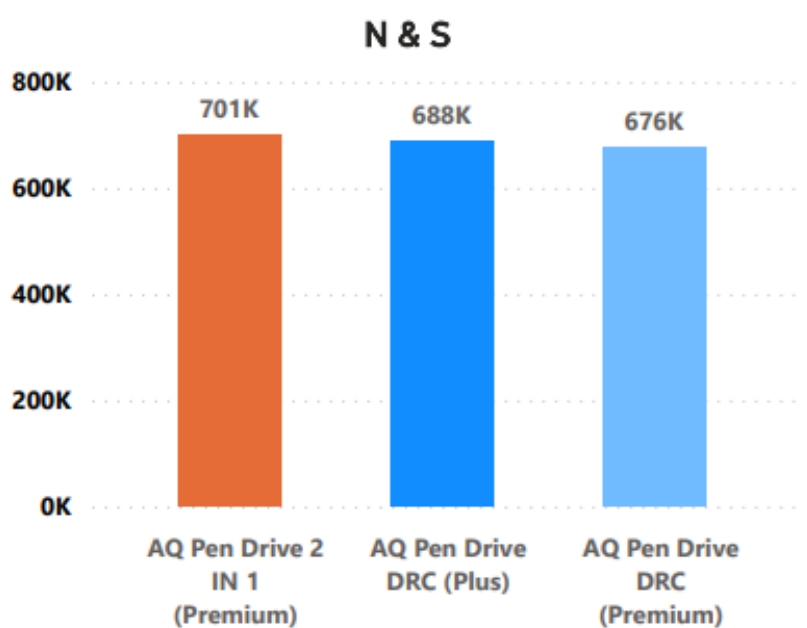
division
product_code
product
total_sold_quantity
rank_order

OUTPUT

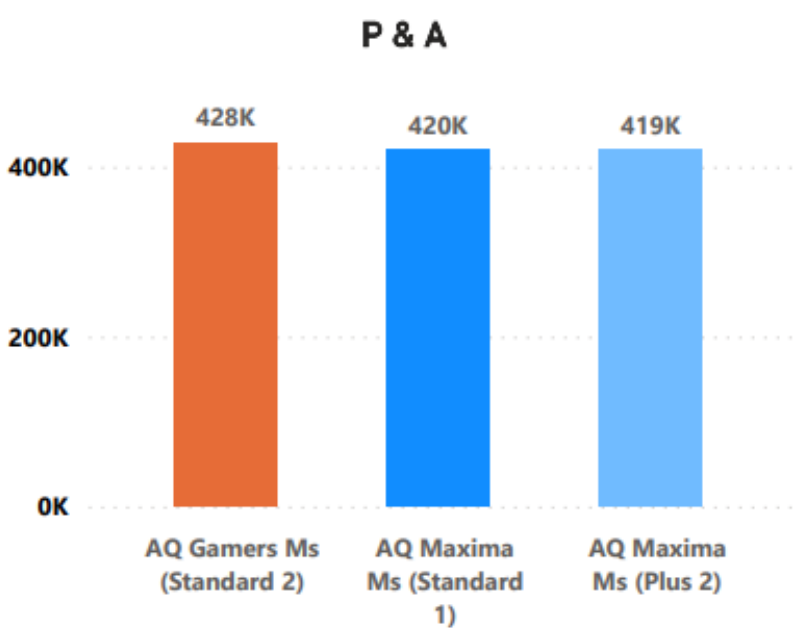
division	product	total_quantity	rank_order
N & S	AQ Pen Drive 2 IN 1	701373	1
N & S	AQ Pen Drive DRC	688003	2
N & S	AQ Pen Drive DRC	676245	3
P & A	AQ Gamers Ms	428498	1
P & A	AQ Maxima Ms	419865	2
P & A	AQ Maxima Ms	419471	3
PC	AQ Digit	17434	1
PC	AQ Velocity	17280	2
PC	AQ Digit	17275	3

Insights

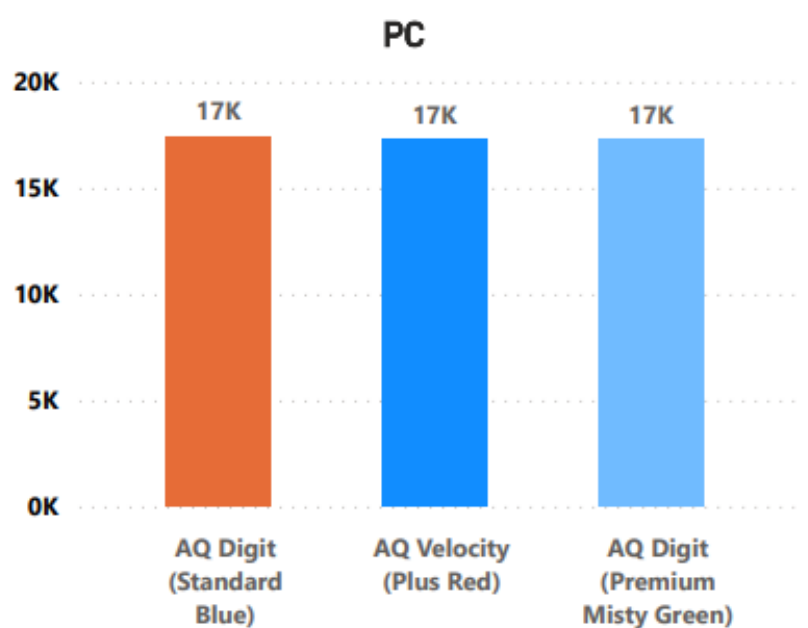
The **Pendrive** emerged as the top-selling product in the N&S division in the **year 2021**.



The **Mouse** emerged as the top-selling product in the N&S division in the **year 2021**.



Personal laptops emerged as the top-selling product in the N&S division in the **year 2021**.



Top three products in each division by sold quantity

Thank You!

