



ATLIQ HARDWARES



# Consumer Goods Ad-hoc Insights



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# Agenda

- Problem Statement and Overview
- Atliq's Business Model
- Dataset Details
- 10 Ad-Hoc Requests

# Overview

## Problem Statement

- Atliq Hardware, a prominent computer hardware manufacturer, is facing a significant challenge.
- To remain competitive in an ever-evolving market, the company requires quick, data-driven decision-making.
- However, the management has identified a gap—they are missing critical insights needed for strategic decision-making.

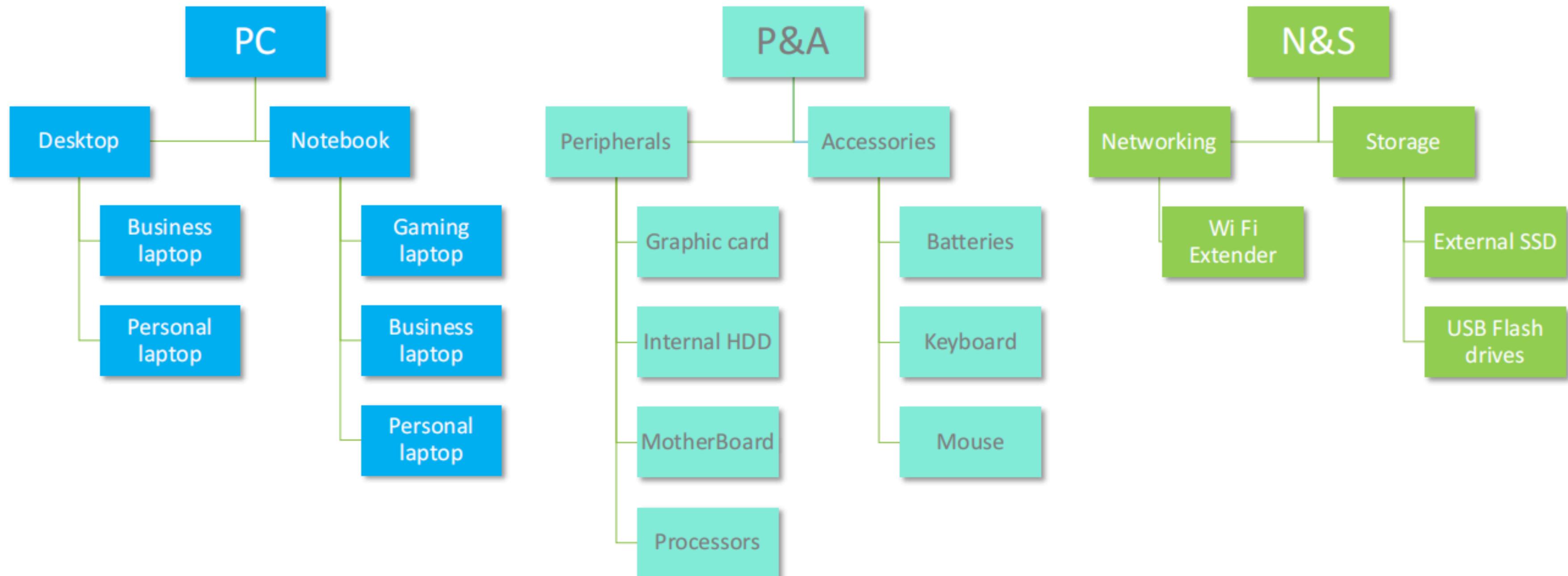
## Project Overview

- This project focuses on analyzing a consumer goods dataset to address this challenge.
- The objective is to resolve ten specific ad-hoc business queries using SQL, providing actionable insights to support Atliq Hardware's strategic moves.

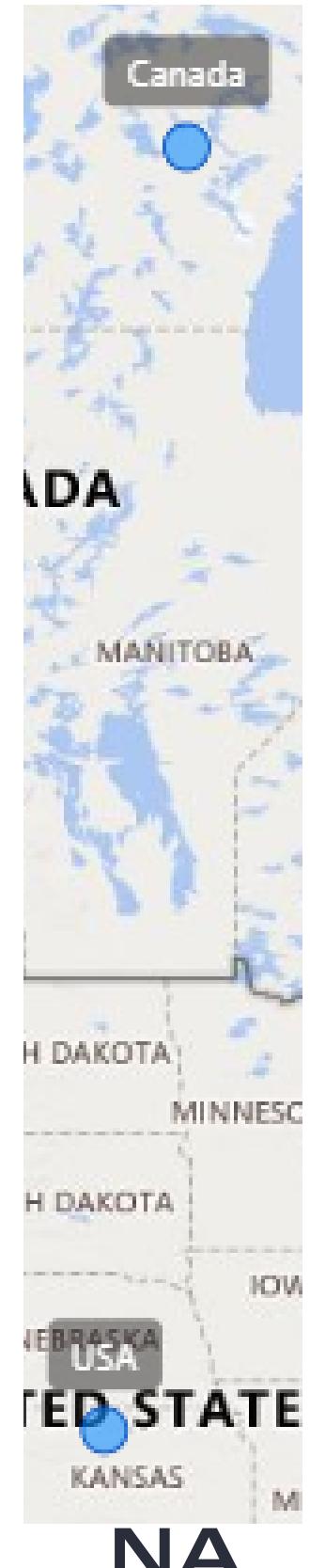
# OUR COMPANY

- Atliq Hardware is a top computer hardware manufacturer in India, with a presence in **26 countries** worldwide.
- We specialize in three major divisions:
  - Peripherals and Accessories
  - PC and
  - Networking and Storage.
- Our extensive customer base includes **74 prominent clients**, such as Neptune, Sage, Leader and Vijay Sales, spread across various global markets.

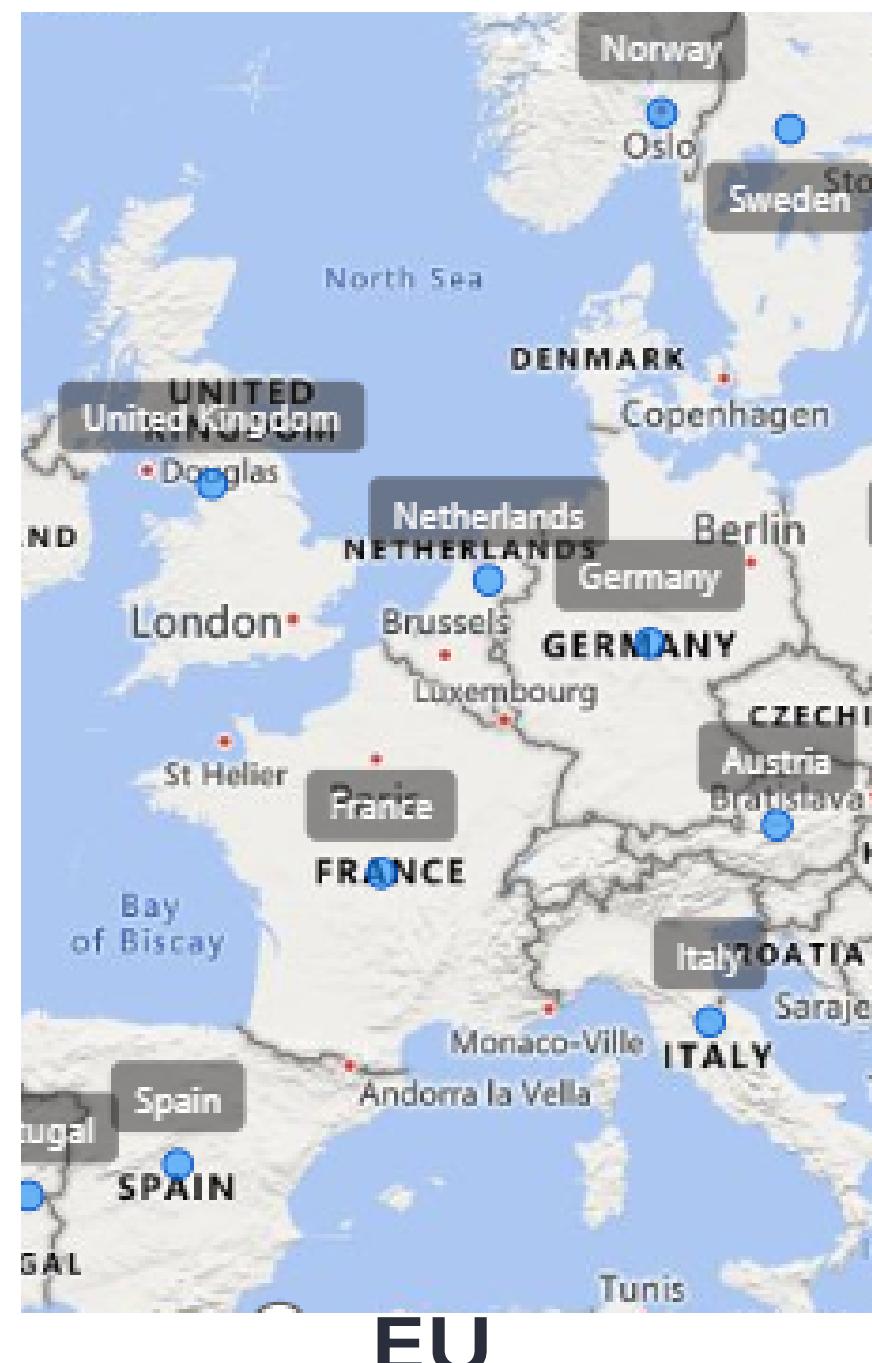
# Product Types



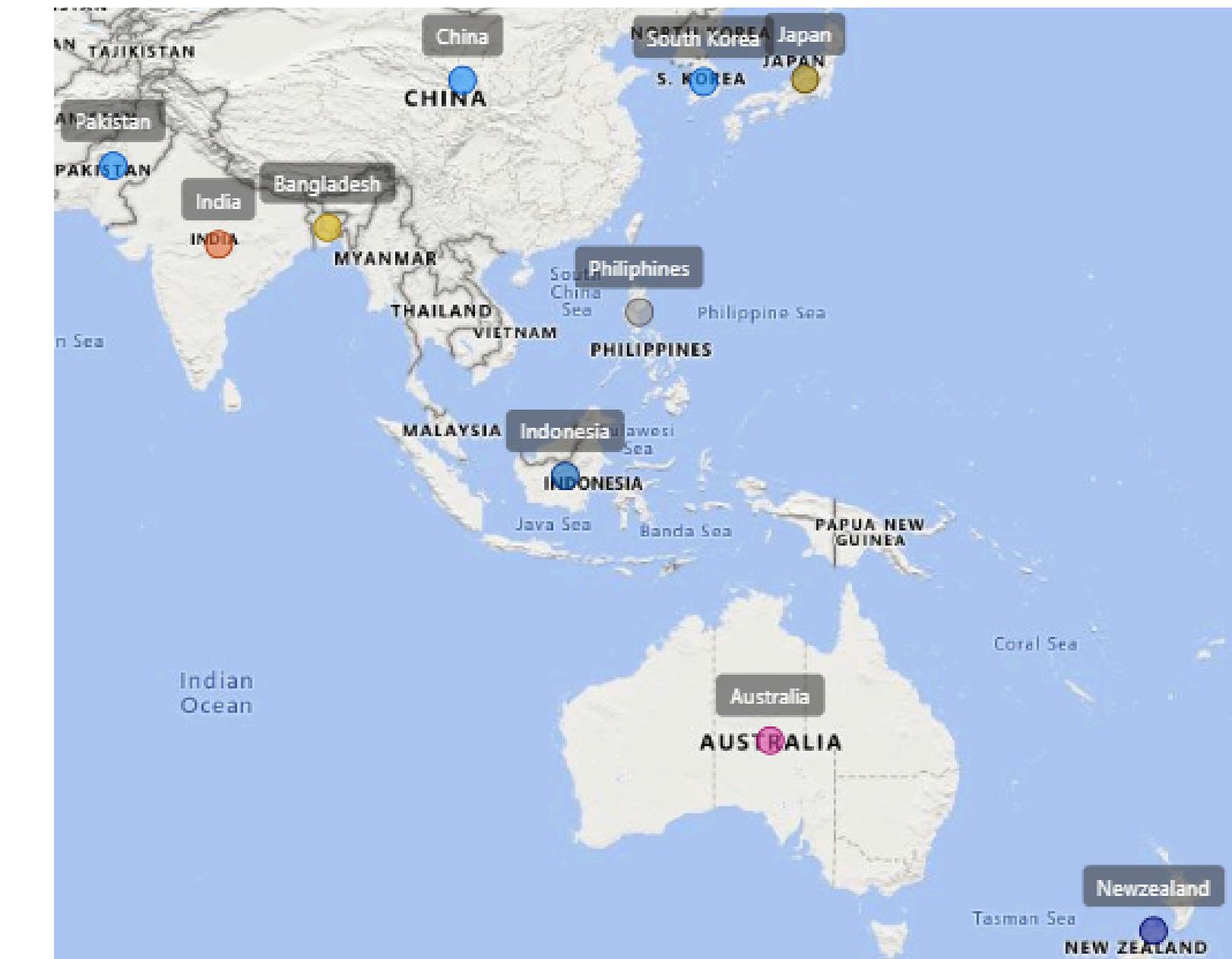
# Company's Market



LATAM



EU



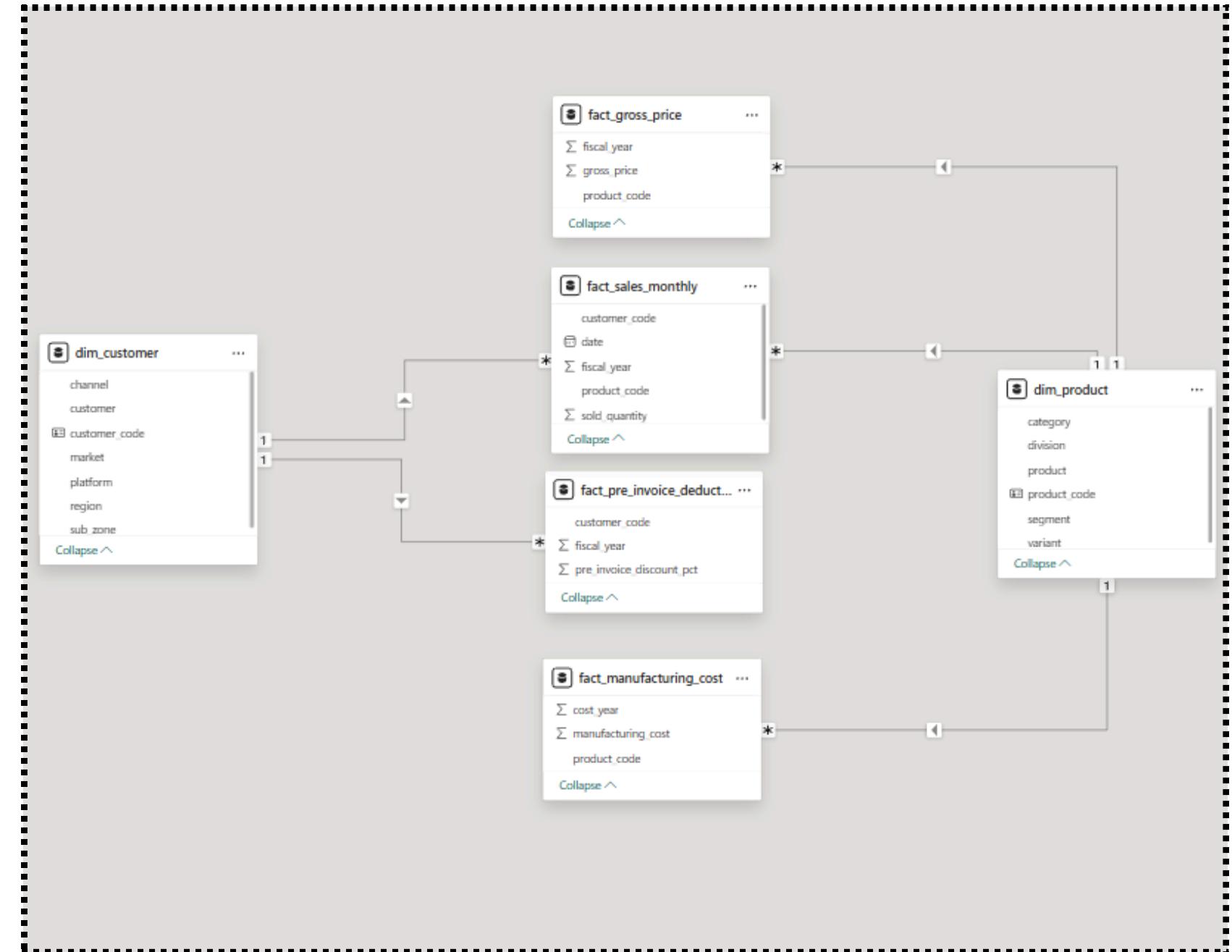
APAC

# About Data

Our data model includes:

- Fact Tables:
  - a.Sales Monthly
  - b.Manufacturing Cost
  - c.Pre-Invoice Deductions
  - d.Gross Price
  - e.Each table contains key measurable metrics.
- Dimension Tables:
  - f.Customer Details
  - g.Product Details

Atliq Hardware's fiscal year spans from **September 1 to August 31**, with sales data currently available for the **2020–2021** fiscal year.





# **Ad-hoc Requests, Query results, Insights and Visualizations**





# Output

## Request 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



# Insights

- **Atliq Exclusive** has a wide presence across the APAC region, including India, Indonesia, Japan, the Philippines, South Korea, Australia, New Zealand, and Bangladesh.
- Reflects significant market reach across the **Asia-Pacific region**.
- Demonstrates the ability to adapt to diverse cultural and economic environments.





# Output

## Request 2

Calculate the percentage increase in unique products from 2020 to 2021. The final output should include the following fields:

- unique\_products\_2020
- unique\_products\_2021
- percentage\_change

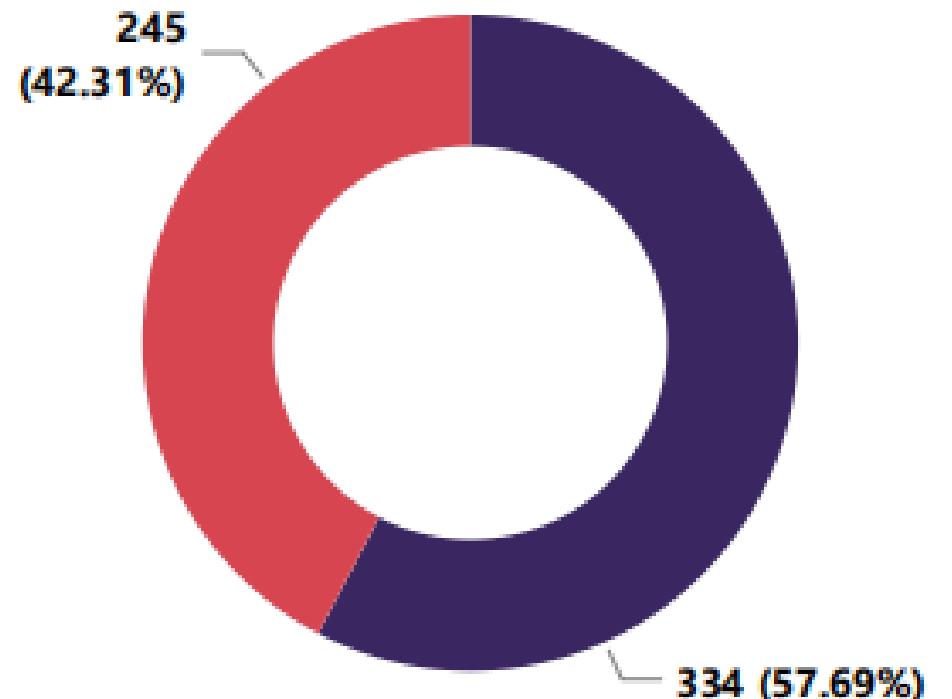
	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33



# Insights

- Unique products increased significantly, from **245** in 2020 to **334** in 2021.
- The percentage change shows a growth of **36.33%** in unique products year-over-year.
- This substantial increase indicates a focus on expanding the product range, which could attract a wider customer base and drive higher sales and revenue.

Rise in Unique Products (2020 vs 2021)





# Output

## Request 3

Generate a report with the unique product counts for each segment, sorted in descending order by product count. The final output should include the following fields:

- segment
- product\_count

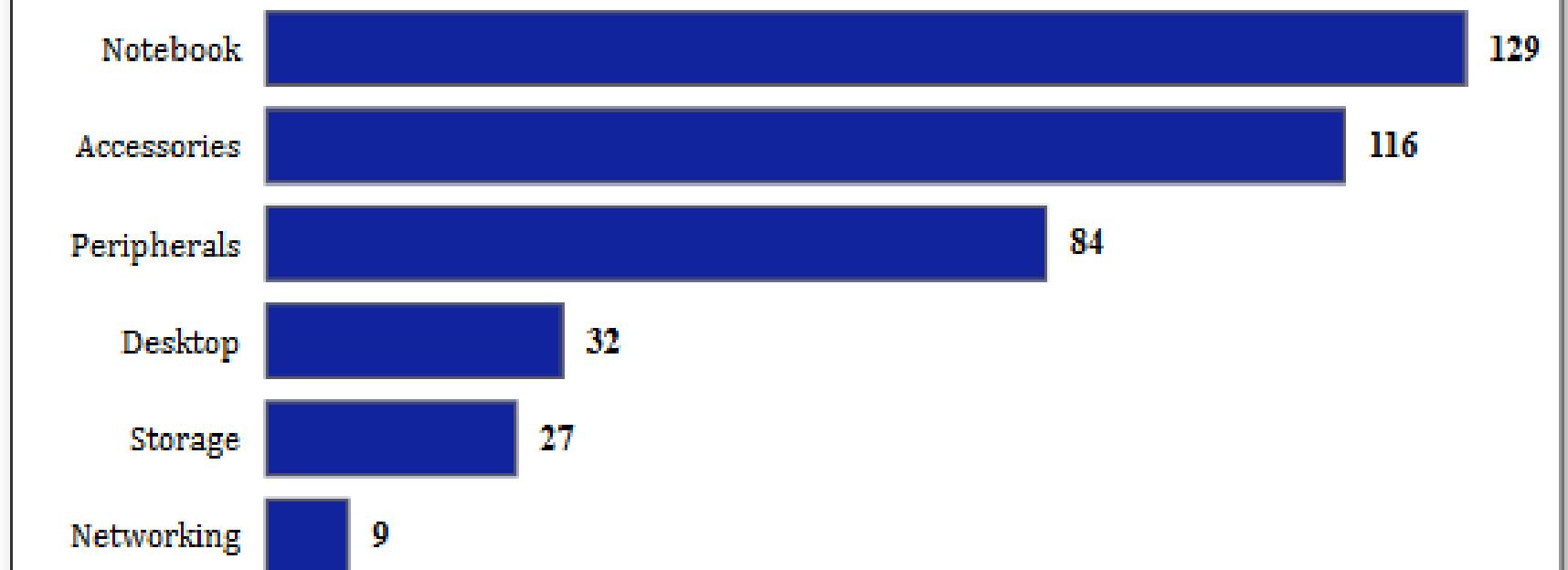
segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



# Insights

- The "**Notebook**" segment leads with the highest product count, offering **129** products.
- The "**Networking**" segment has the smallest product count, with just **9** products.

Total Products by Segement





# Request 4

Identify the segment with the **highest increase** in unique products from 2020 to 2021. The final output should

include the following fields:

- segment
- product\_count\_2020
- product\_count\_2021
- difference

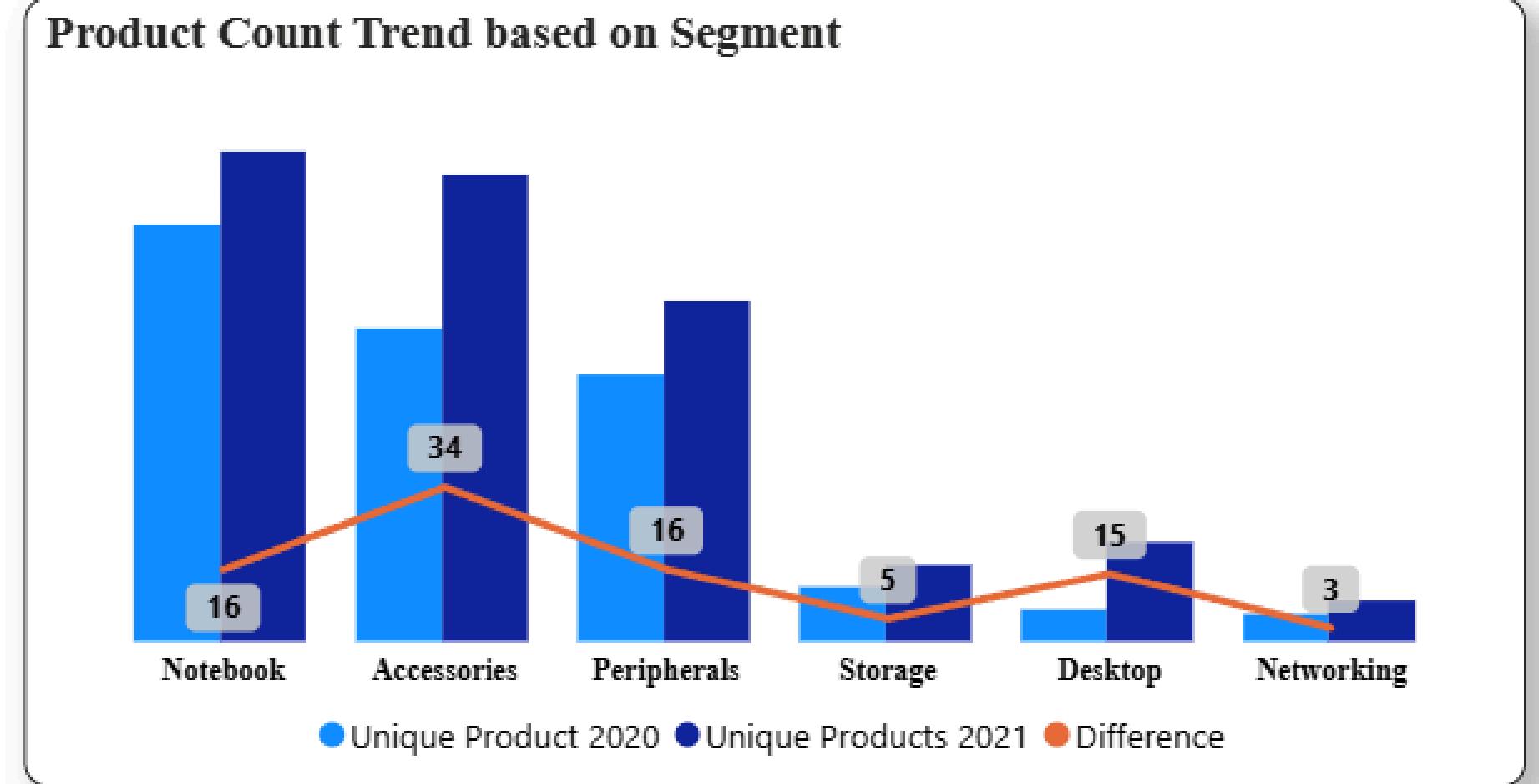
# Output

segment	unique_product_2020	unique_product_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



# Insights

- The "**Accessories**" segment experienced a notable increase, adding **34** more products in **2021** compared to **2020**.
- This trend highlights growth in the product portfolio, especially in the "**Accessories**" and "**Notebook**" segments, suggesting a **strategy to appeal to a wider range of customer preferences**





# Request 5

Retrieve the products with the **highest** and **lowest** manufacturing costs. The final output should include the following 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



# Request 6

Generate a report listing the **top 5 customers** in the **Indian market** who received the highest average pre-invoice discount percentage for the fiscal year **2021**. The final output should include the following fields:

- customer\_code
- customer
- average\_discount\_percentage

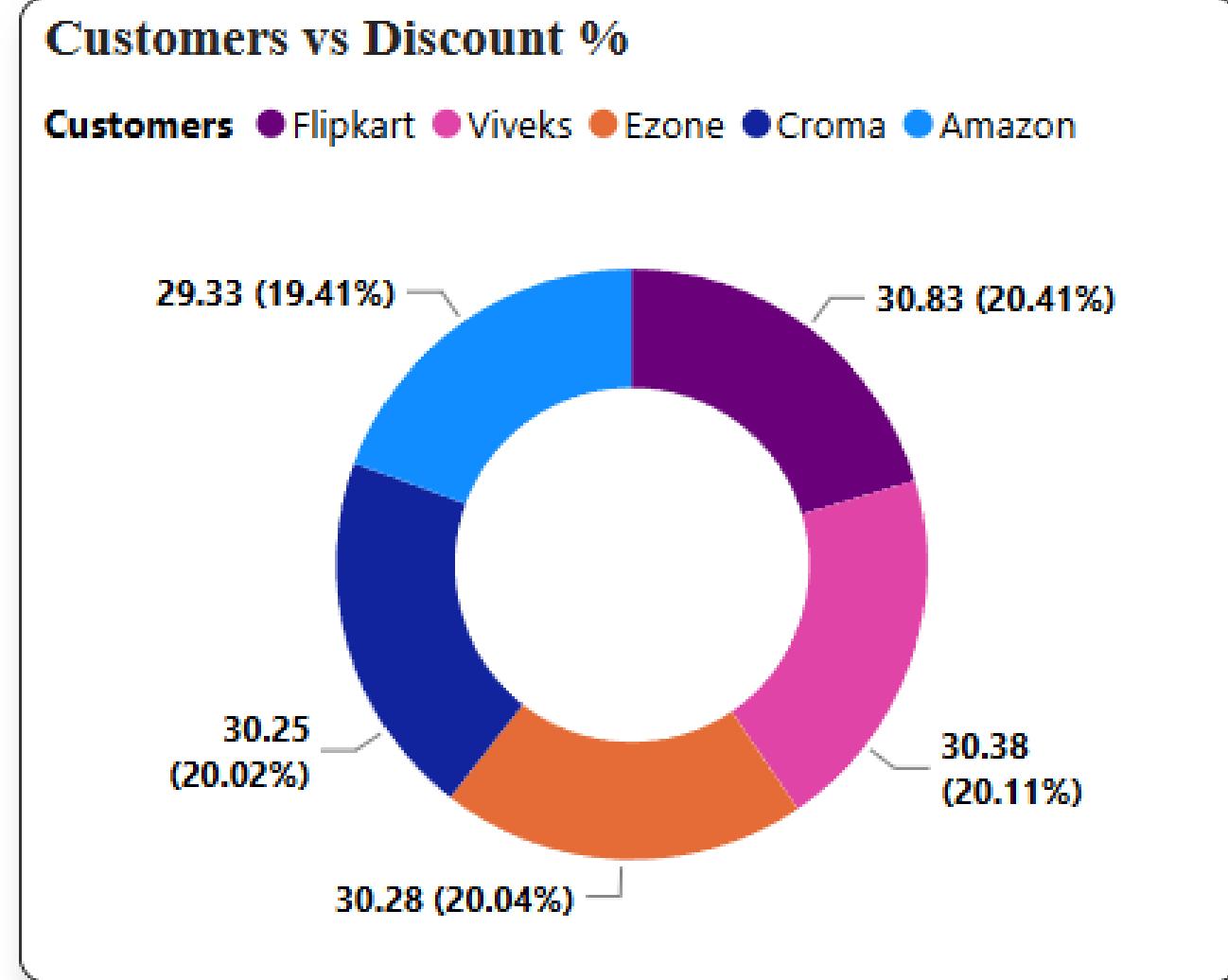
# Output

	customer_code	customer	discount_pct
▶	90002009	Flipkart	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33



# Insights

- **Flipkart** has the highest average pre-invoice discount percentage at **30.83%**.
- **Amazon** follows with a lower average discount of **29.33%**.
- These insights reflect differing discount strategies, with "Flipkart" and "Viveks" offering higher discounts, potentially appealing to price-sensitive customers.





# Output

## Request 7

Generate a complete report of the gross sales amount for the customer "**Atliq Exclusive**" by month. This analysis will help identify low and high-performing months, aiding in strategic decision-making. The final report should include the following columns:

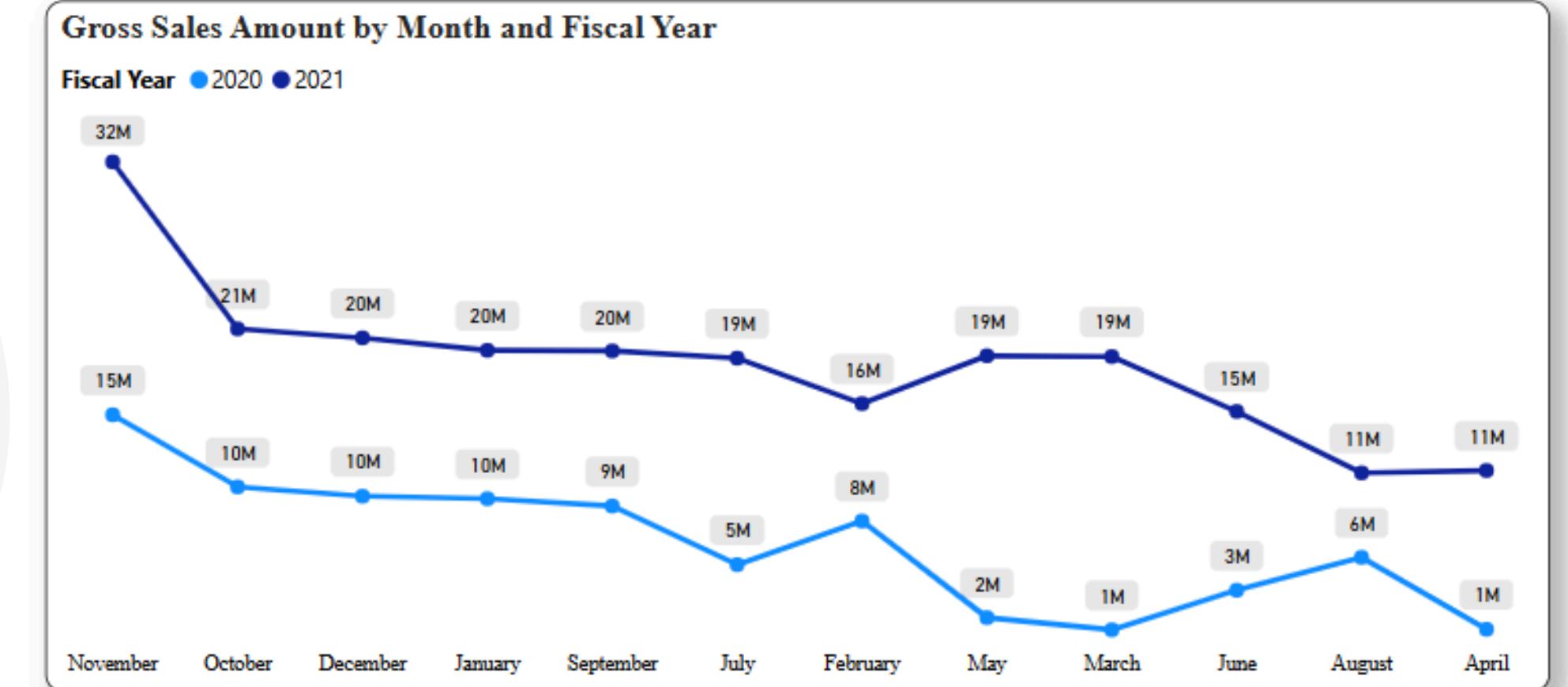
- Month
- Year
- Gross Sales Amount

month_name	fiscal_year	gross_sales
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



# Insights

- **November 2021** recorded the highest gross sales, reaching **\$32,247,289.79**
- The **fiscal year 2021** began with **lower sales** in September but saw a significant peak in November.
- Sales exhibit clear seasonality, with November consistently being a strong month.
- March and April of fiscal year 2020 saw relatively low sales, but these improved in fiscal year 2021.





# Output

## Request 8

Identify the quarter of 2020 with the highest total sold quantity. The final output should include the following fields, sorted by total sold quantity:

- Quarter
- Total\_sold\_quantity

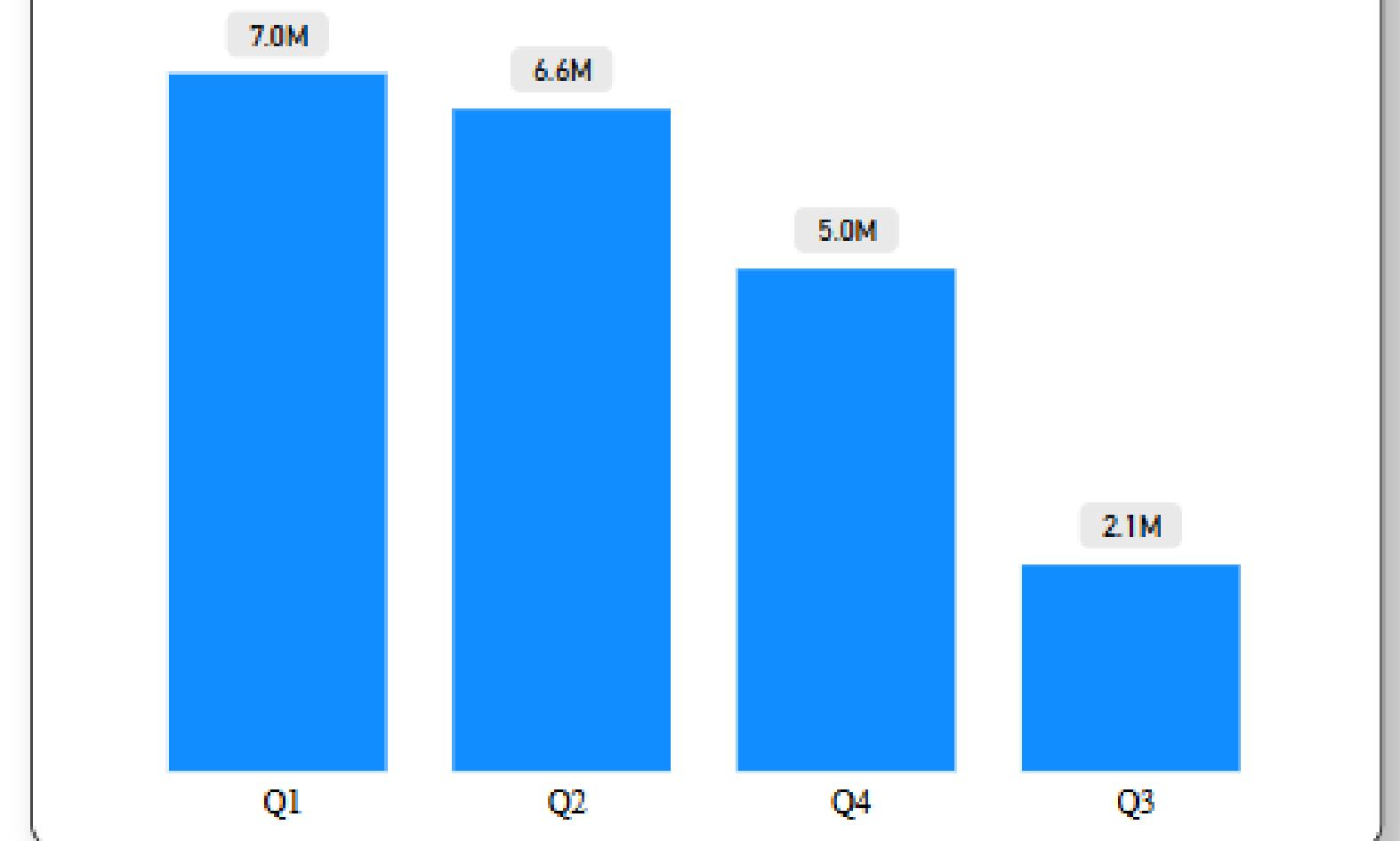
Quarters	quantity_sold
Q1	7005619
Q2	6649642
Q3	2075087
Q4	5042541



# Insights

- The highest total sold quantity occurred in **Q1**, with **7,005,619** units.
- These insights reveal seasonal sales variations, with Q1 and Q2 being the strongest, while Q3 is the weakest.
- This information is crucial for inventory and marketing planning to align with seasonal demand.

Quantity Sold by Quarters





# Output

## Request 9

Identify the channel that contributed the most to gross sales in fiscal year 2021 and its percentage of total sales. The final output should include the following fields:

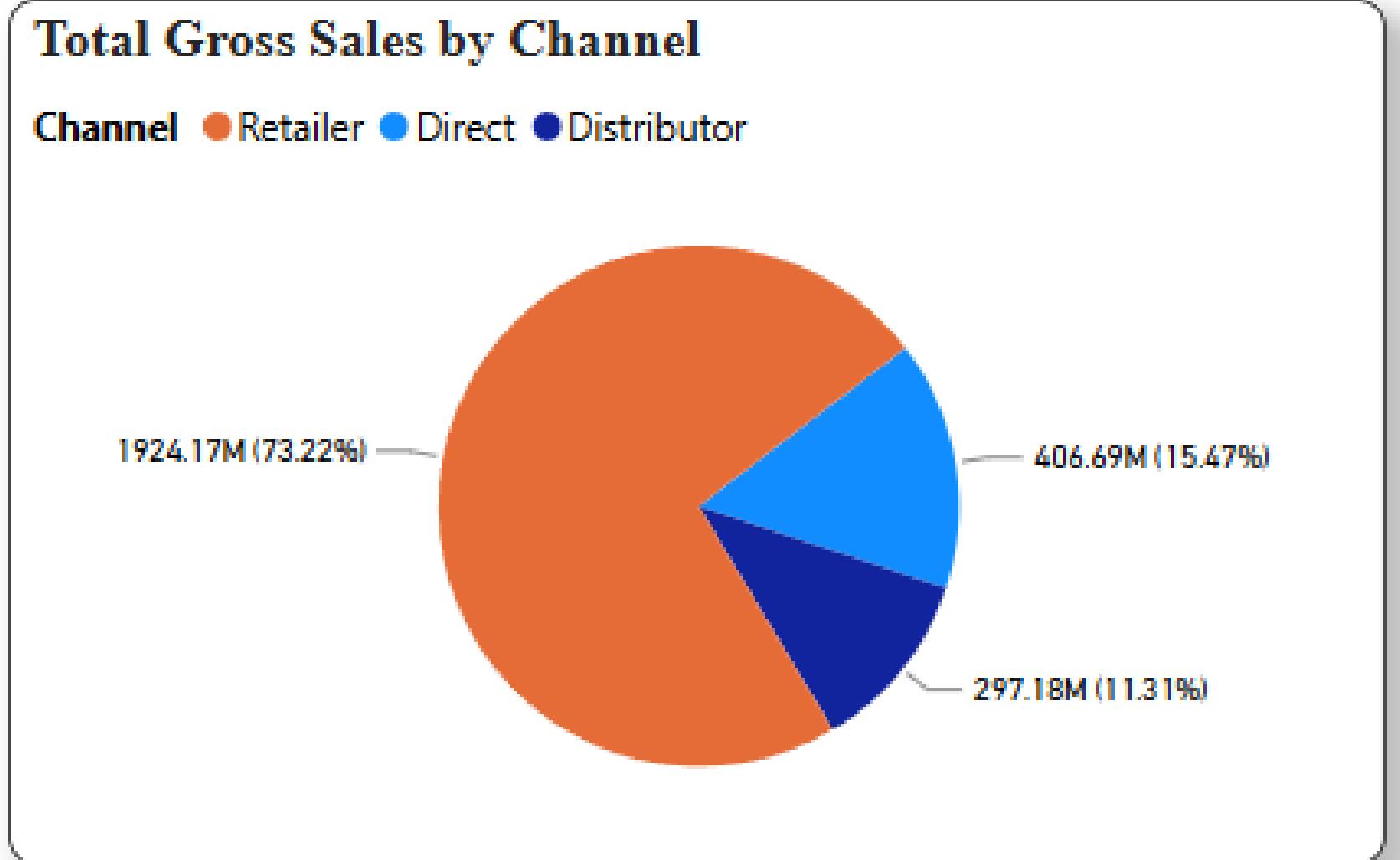
- channel
- gross\_sales\_mln
- percentage

channel	gross_sales	pct
Retailer	1924170397.9096	73.22
Direct	406686873.9033	15.47
Distributor	297175879.7188	11.31



# Insights

- The "**Retailer**" channel leads, contributing **73.22%** of gross sales.
- The "**Direct**" channel accounts for **15.47%** of gross sales.
- The "**Distributor**" channel contributes **11.31%** of gross sales.
- The strong performance of the "Retailer" channel indicates it is the primary revenue driver.





# Request 10

Retrieve the top 3 products in each division with the highest total sold quantity in fiscal year 2021. The final output should include the following fields:

- division
- product\_code
- product
- total\_sold\_quantity
- rank\_order

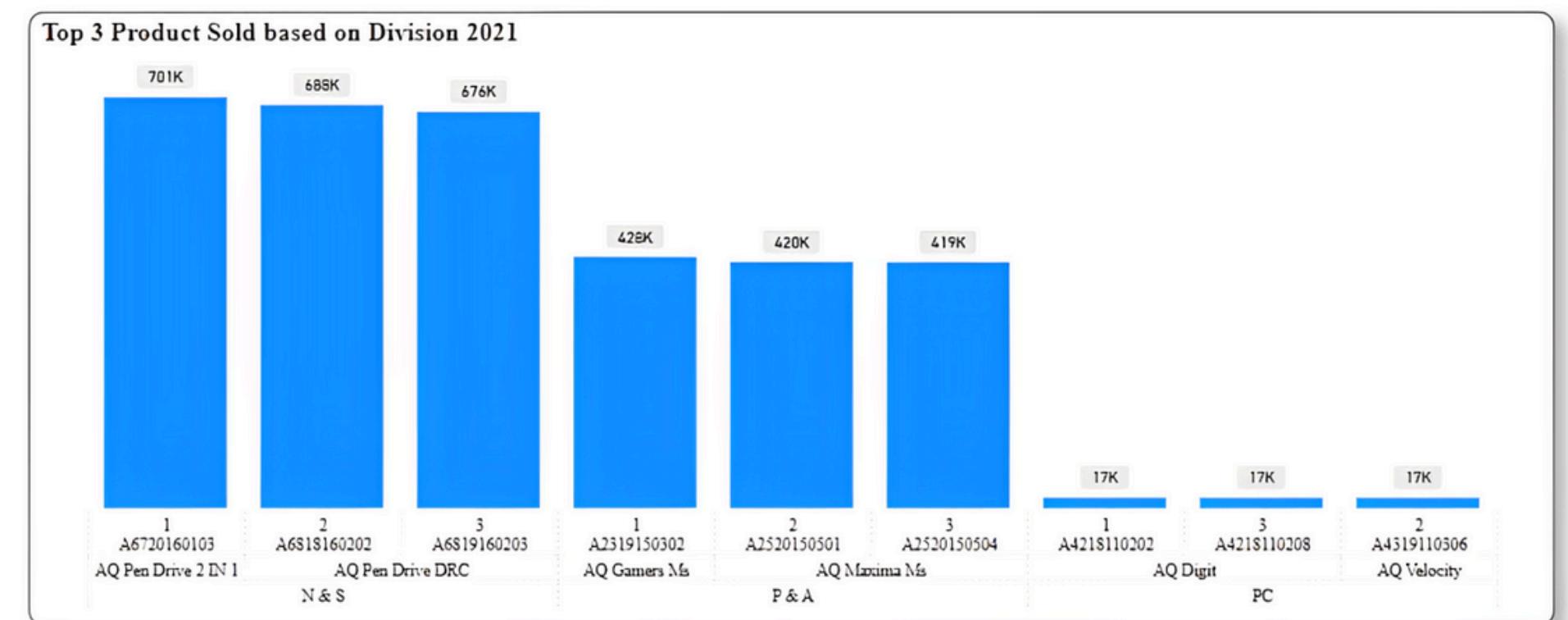
# Output

division	product_code	product	quantity_sold	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



# Insights

- The top three products are: "**AQ Pen Drive 2 IN 1**," "**"AQ Pen Drive DRC**," and another variant of "**AQ Pen Drive DRC**."
- There is a strong consumer preference for pen drives and related items in this division.
- The division leads in this market segment, highlighting growth potential.
- Efficient inventory management is essential for maintaining sustained success.





**THANK  
YOU**

By  
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