



AtliQ Hardware

CONSUMER GOODS AD-HOC INSIGHTS

Presented by Ratnakara



SQL Project Challenge

About Company

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

Problem Statement

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.

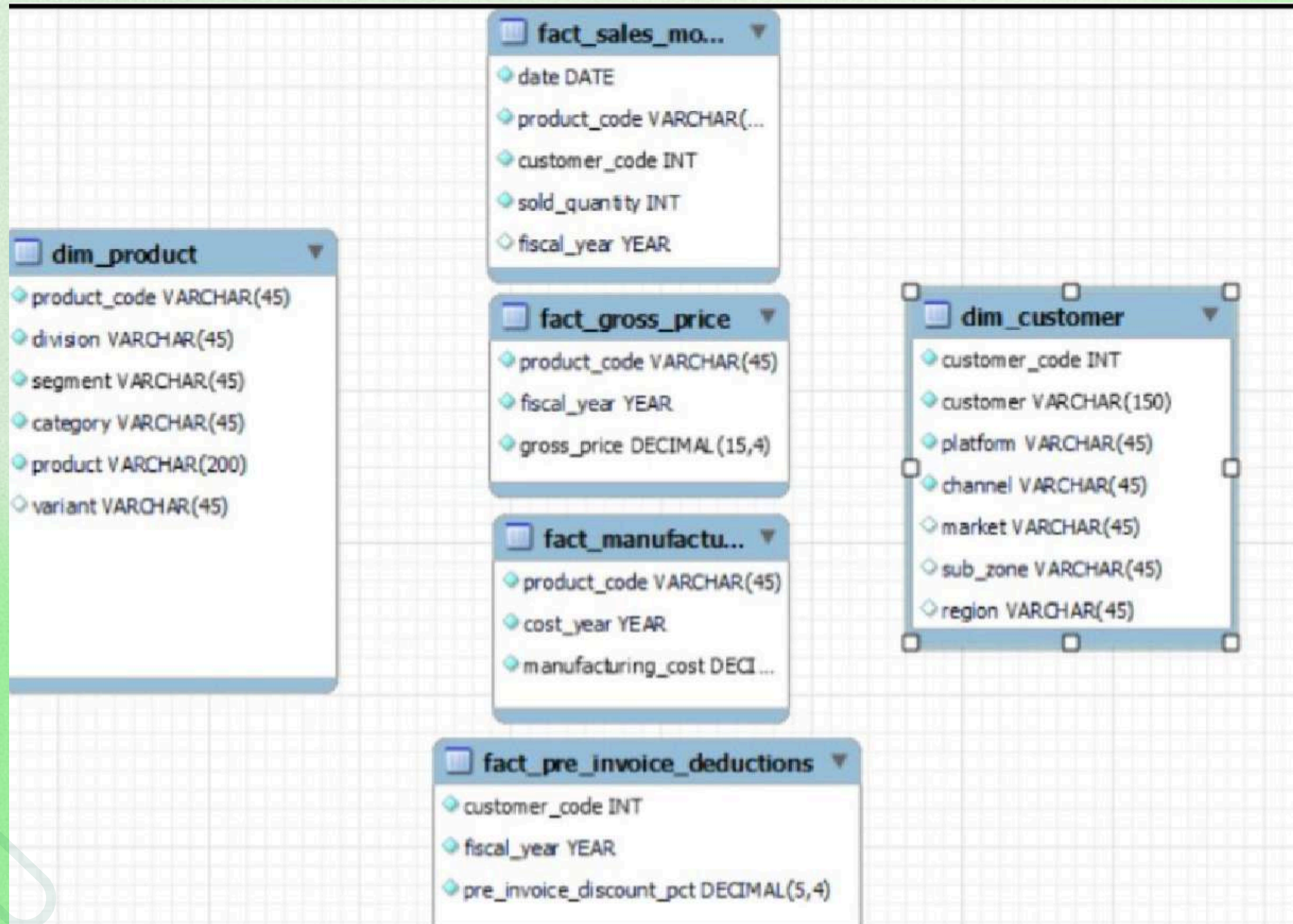
Approach

Run a SQL query to answer these requests. Convert into visualization and present the Insights.

AtliQ's Market



AtliQ's Dataset





Ad-hoc-requests, queried results, Insights and Visualizations



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

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



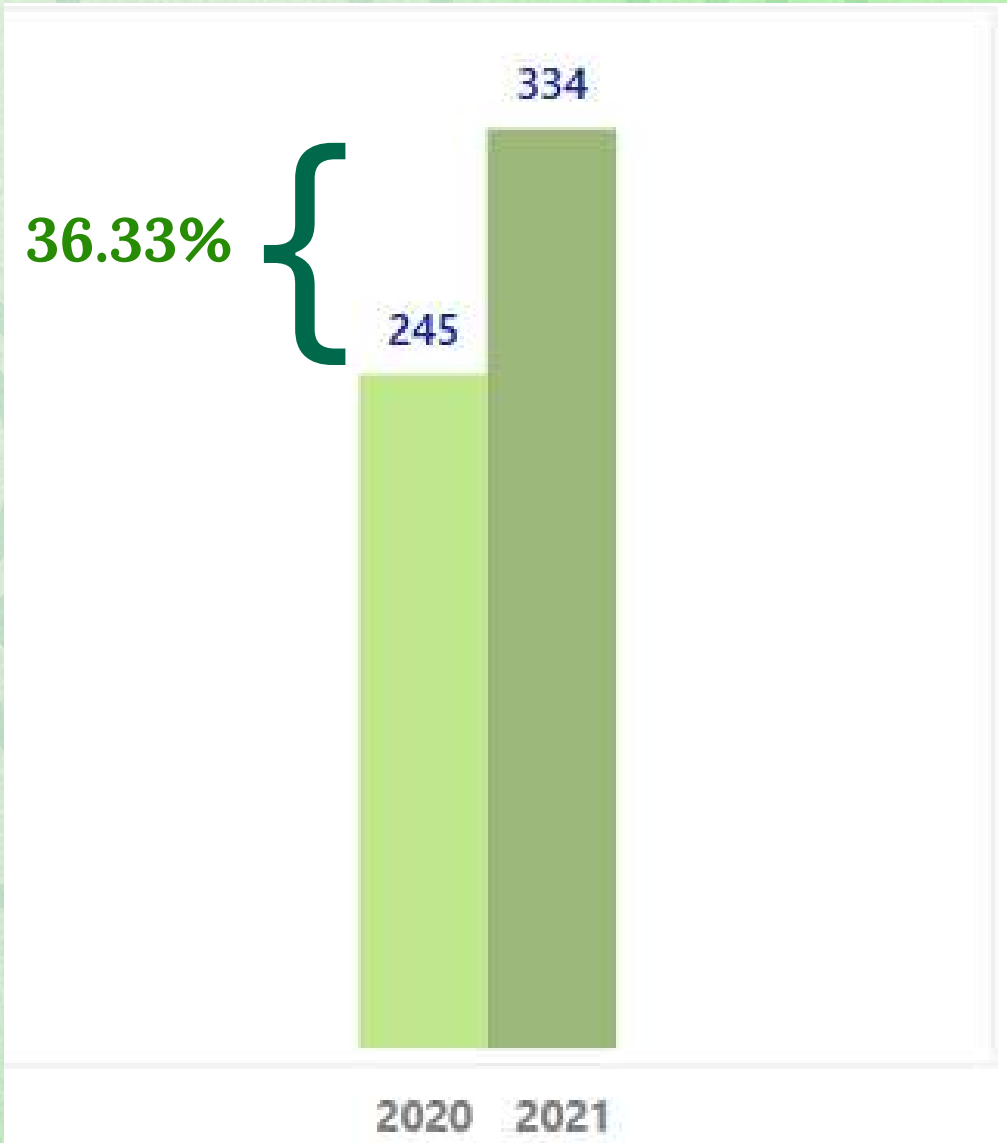
Insights:

APAC region , Atliq Exclusive" operates its business in 8 major markets.

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 Grid			
Filter Rows:		Export: 	
unique_products_2020		unique_products_2021	percentage_chg
245		334	36.33

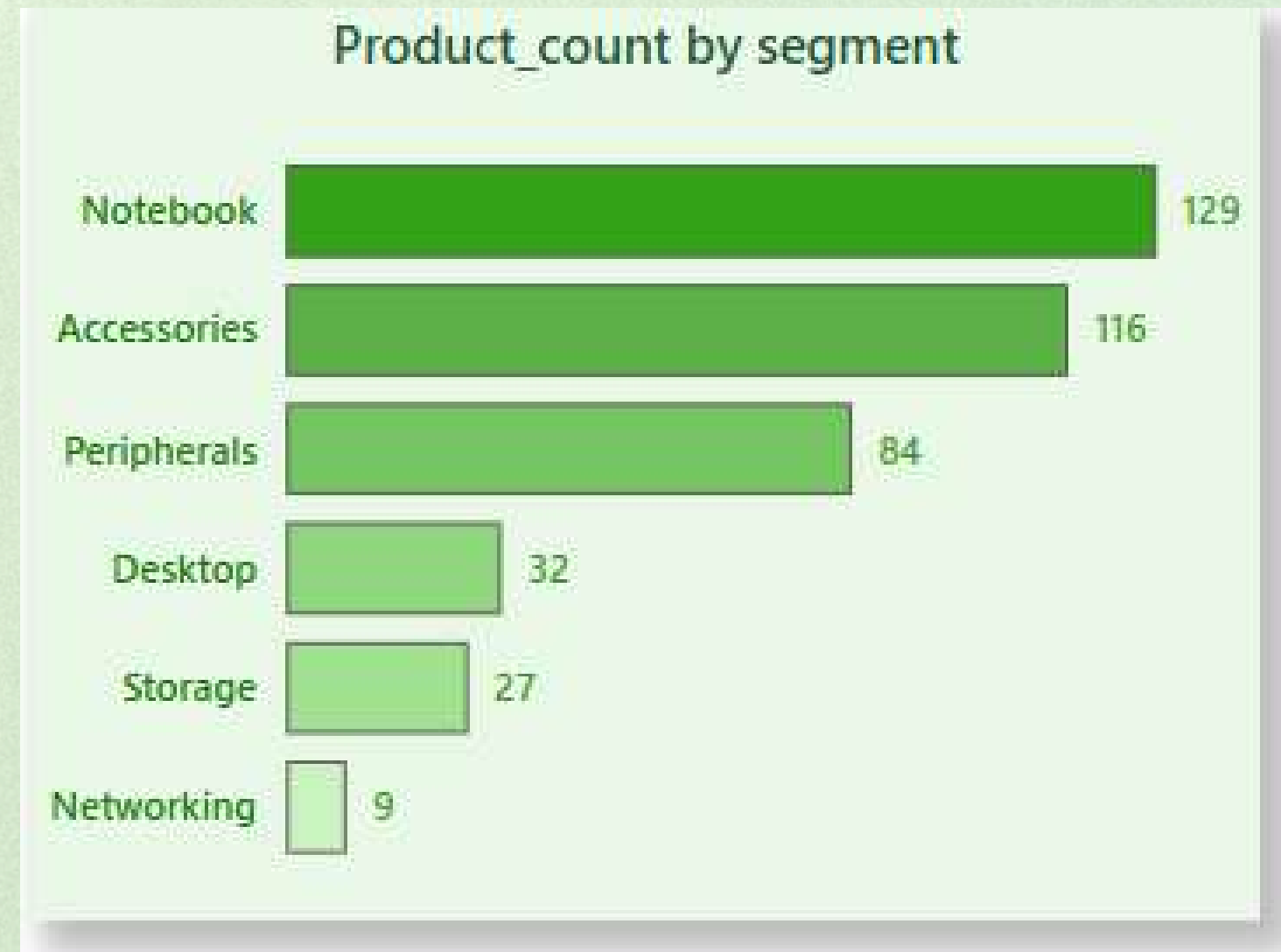
Insights:

In FY 2020 , we had 245 total products, but in FY 2021 it increased by 36% to 334 products.

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



Insights:

Notebook, Accessories, Peripherals are showing significant growth as compared to Desktops, Storages, Networking.

4. 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 Grid	Filter Rows:	Export:	Wrap Cell Con
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



Insights:

Accessories had the largest increase in production, Storages and Networking are experiencing slower production growth than 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



\$240.53

Result Grid	Filter Rows:	Export:	Wrap Cell
product_code	product	manufacturing_cost	
A6120110206	AQ HOME Allin1 Gen 2 (Plus 3)	240.5364	
A2118150101	AQ Master wired x1 Ms (Standard 1)	0.8920	

Product	Product_code	Manufacturing_cost
AQ HOME Allin1 Gen 2 (Plus 3)	A6120110206	240.54
AQ Master wired x1 Ms (Standard 1)	A2118150101	0.89



\$0.892

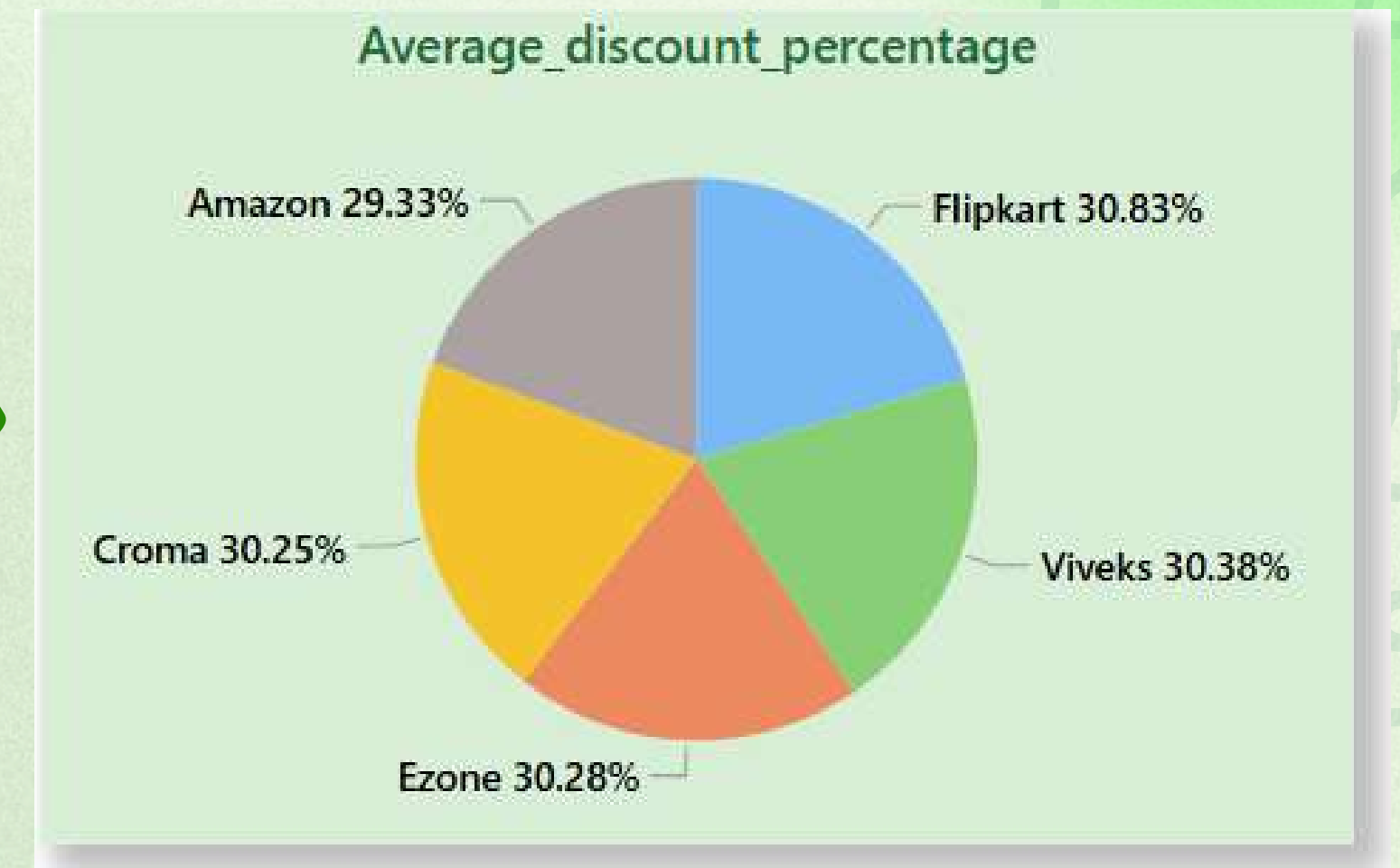
Insights:

Mouse: AQ Master wired xl Ms (Standard 1) has the lowest manufacturing cost.
Personal Laptop: AQ Home Allin1 Gen2 (Plus 3) has the lowest manufacturing cost.

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 Grid			
		Filter Rows:	Export:
	customer	customer_code	average_discount_percentage
▶	Flipkart	90002009	0.3083
	Viveks	90002006	0.3038
	Ezone	90002003	0.3028
	Croma	90002002	0.3025
	Amazon	90002016	0.2933



Insights:

AtliQ Hardware has offered nearly equal pre invoice discount percentage to each of its 5 customers. The largest average discount % is given to Flipkart and least avg discount % is given to Amazon.

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



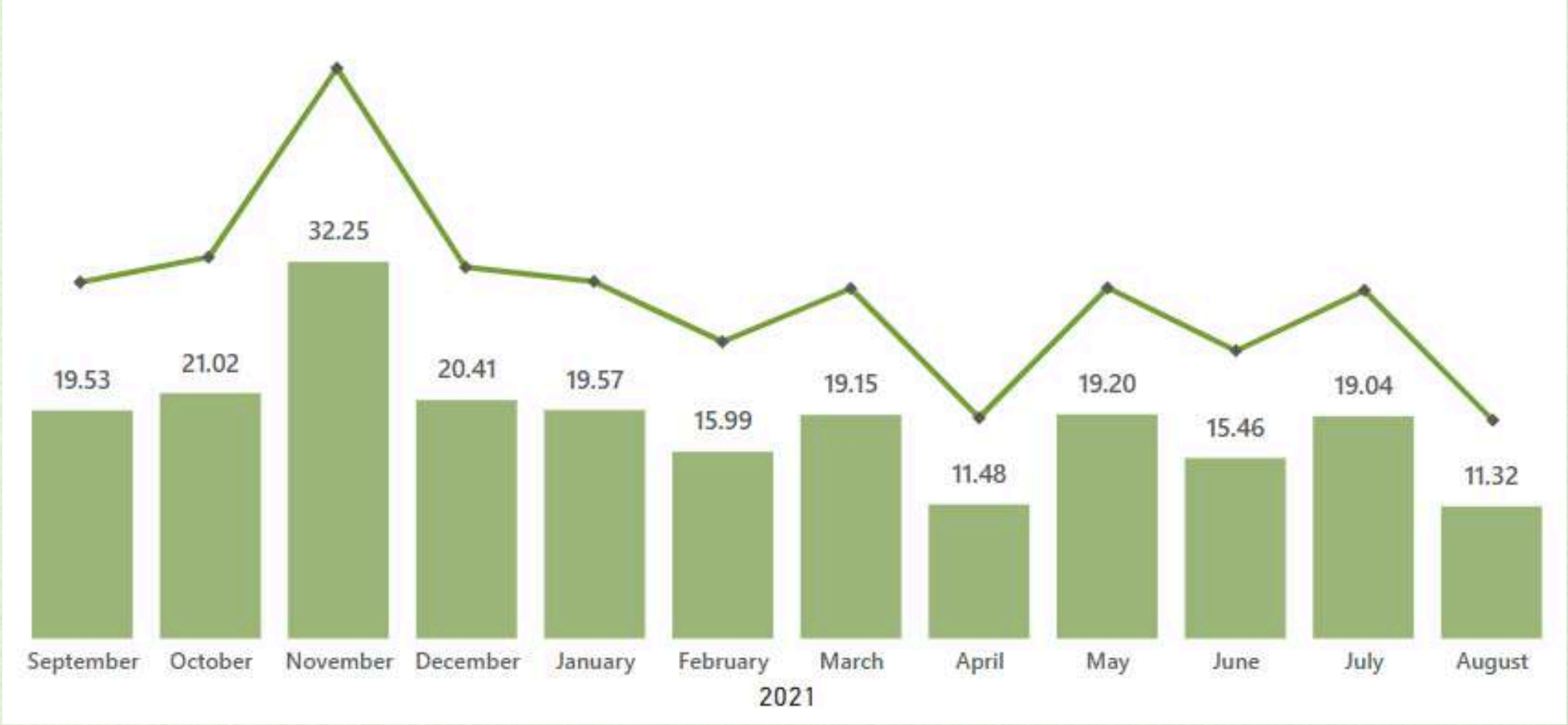
Result Grid  Filter Rows: <input type="text"/>			
	months	fiscal_year	gross_sales
▶	September (2019)	2020	9.09M
	October (2019)	2020	10.38M
	November (2019)	2020	15.23M
	December (2019)	2020	9.76M
	January (2020)	2020	9.58M
	February (2020)	2020	8.08M
	March (2020)	2020	0.77M
	April (2020)	2020	0.80M
	May (2020)	2020	1.59M
	June (2020)	2020	3.43M
	July (2020)	2020	5.15M
	August (2020)	2020	5.64M
	September (2020)	2021	19.53M
	October (2020)	2021	21.02M
	November (2020)	2021	32.25M
	December (2020)	2021	20.41M
	January (2021)	2021	19.57M
	February (2021)	2021	15.99M
	March (2021)	2021	19.15M
	April (2021)	2021	11.48M
	May (2021)	2021	19.20M
	June (2021)	2021	15.46M
	July (2021)	2021	19.04M
	August (2021)	2021	11.32M

FY 2020
79.5M

FY 2021
224.42M

Insights:

For AtliQ Exclusive , November FY 2020 shows highest & March FY 2020 shows lowest gross sales due to Covid-19.However sales began to recover after june.



In FY 2021 the lowest sales are in August and highest sales are in November

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

Result Grid			Filter Rows:
	Quarter	total_sold_quantity	
▶	Q1	7.01 M	
	Q2	6.65 M	
	Q4	5.04 M	
	Q3	2.08 M	



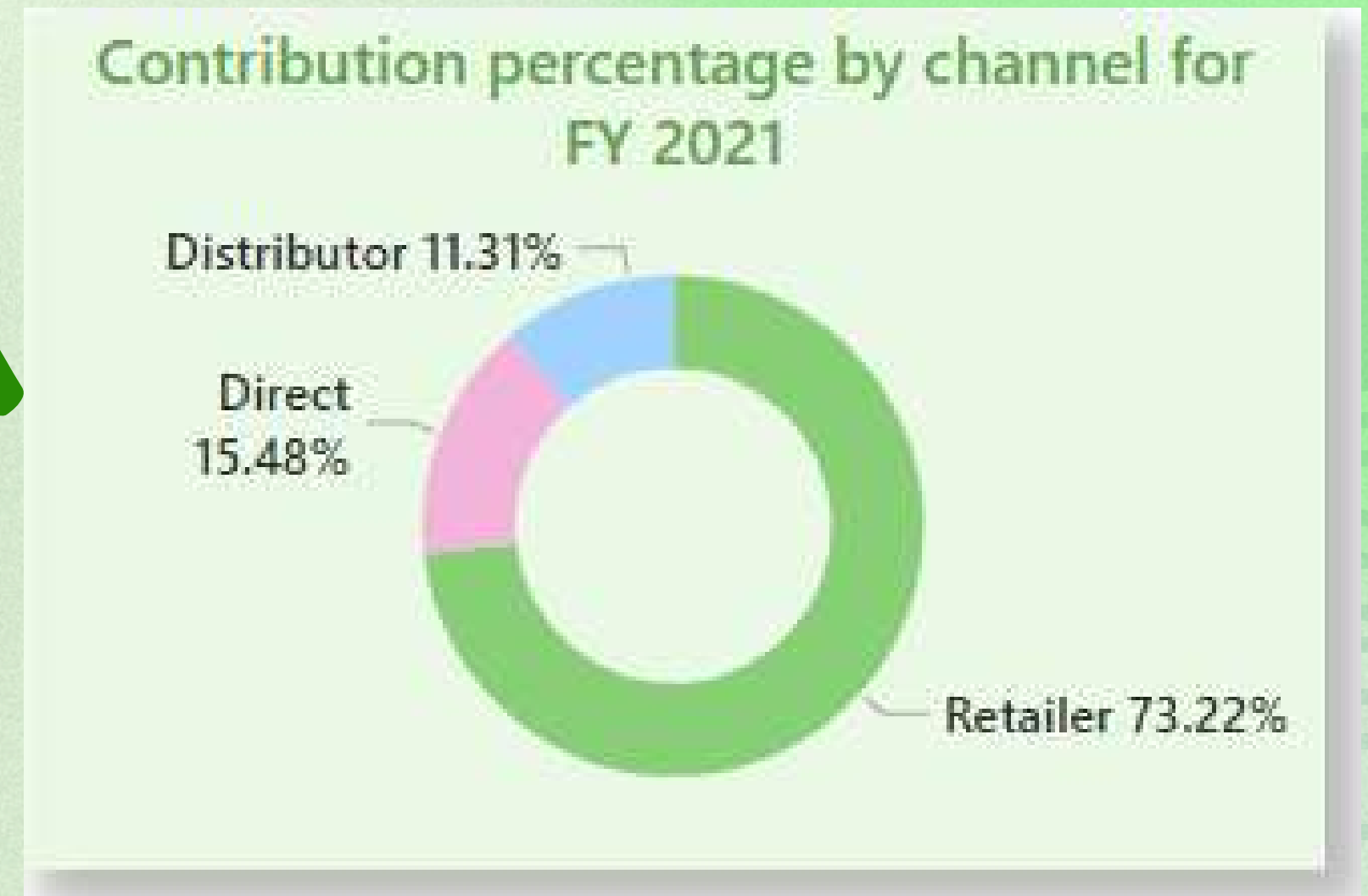
Insights:

IN 2020, Q1 has the maximum sold quantity and Q3 has minimum sold quantity compared to Q2, Q4. Atliq experienced significant decline in Q3 (March, April, May) possibly due to Covid-19 pandameic.

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

Result Grid		Filter Rows:	
	channel	gross_sales_mln	percentage
▶	Retailer	1924.17 M	73.22 %
	Direct	406.69 M	15.47 %
	Distributor	297.18 M	11.31 %




Insights:


The majority of sales, 73.22%, came through retailers, while direct and distributor channels contributed significantly less, at 15.48% and 11.31%, respectively.


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

Result Grid

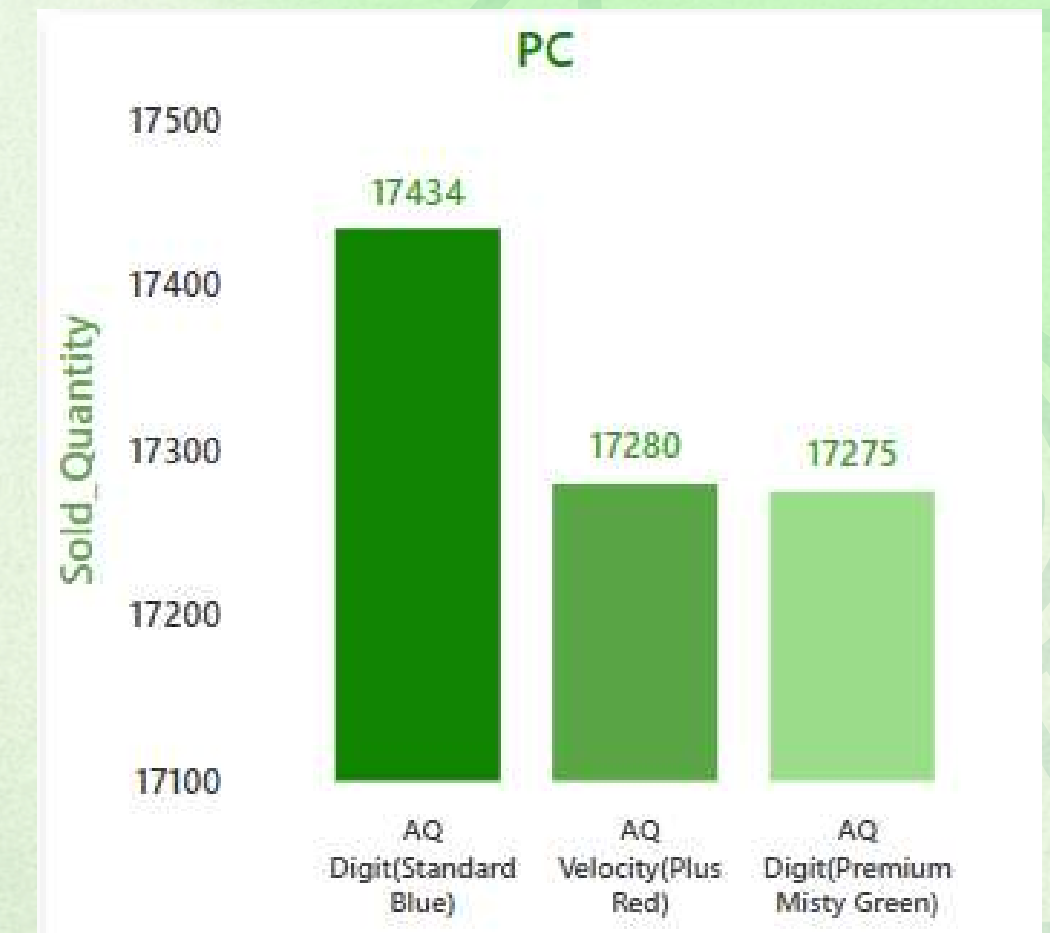
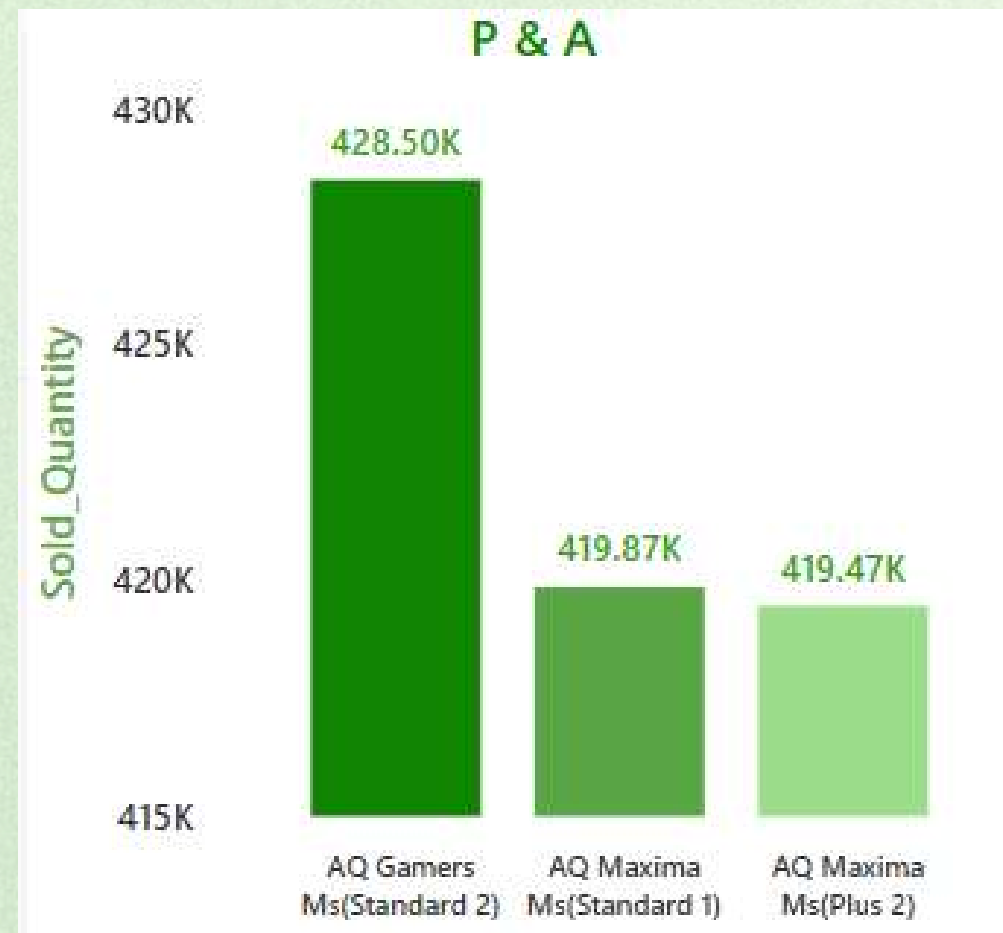
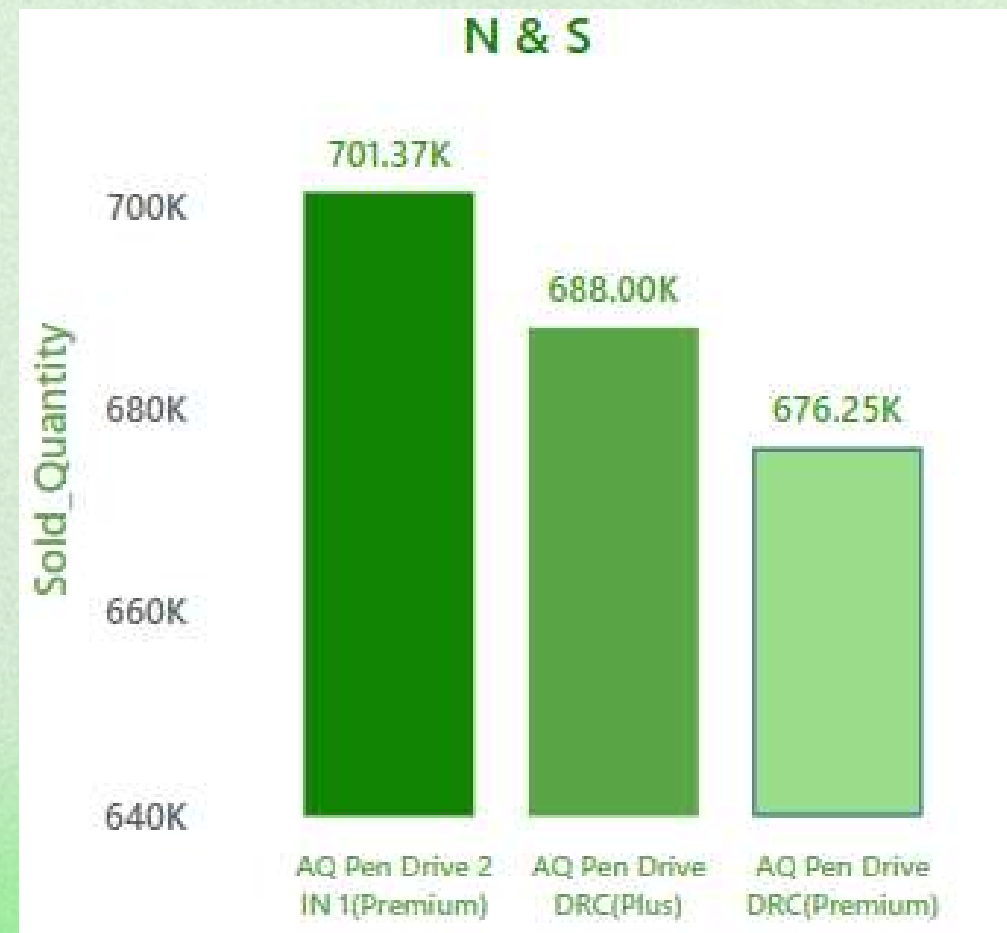
 Filter Rows:

Export: 

Wrap Cell Content: 

	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
	N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
	N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
	P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
	P & A	A2520150501	AQ Maxima Ms(Standard 1)	419865	2
	P & A	A2520150504	AQ Maxima Ms(Plus 2)	419471	3
	PC	A4218110202	AQ Digit(Standard Blue)	17434	1
	PC	A4319110306	AQ Velocity(Plus Red)	17280	2
	PC	A4218110208	AQ Digit(Premium Misty Green)	17275	3





Insights:

Pen drives were the top sellers in the N & S divisions, with around 7 lakh units sold, while mouse led in the P & A divisions at 4 lakh units. In the PC division, personal laptops were the best sellers, totaling 17,000 units.



THANK YOU!

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