

CONSUMERS GOODS AD-HOC INSIGHTS ATLIQ HARDWARES

Presented By Rejitha Das



SQL Challenge



01

PROJECT OVERVIEW

ABOUT COMPANY

Atliq Hardware is one of the **leading computer hardware producers** in India, with a growing presence in other countries.

PROBLEM STATEMENT

The **management team** has noticed that they are lacking **quick and smart data-informed decisions**, which could help them stay ahead of the competition. They have decided to expand their data analytics team by hiring several junior data analysts.

APPROACH

Tony Sharma, data analytics director is looking for candidates with **both technical and soft skills**. Hence, he has organized a **SQL challenge** as part of the recruitment process, where applicants will have to **answer ten ad hoc requests to provide insights for the business**. The objective is to evaluate the candidates' technical and soft skills and select the best fit for the team.

02

UNDERSTANDING DATA

1

dim_customer

Contains customer-related data

2

dim_product

Contains product-related data

3

fact_gross_price

Contains gross price
information for each product

4

fact_manufacturing_cost

Contains the cost incurred in the
production of each product

5

fact_pre_invoice_deductions

Contains pre-invoice deductions
information for each product

6

fact_sales_monthly

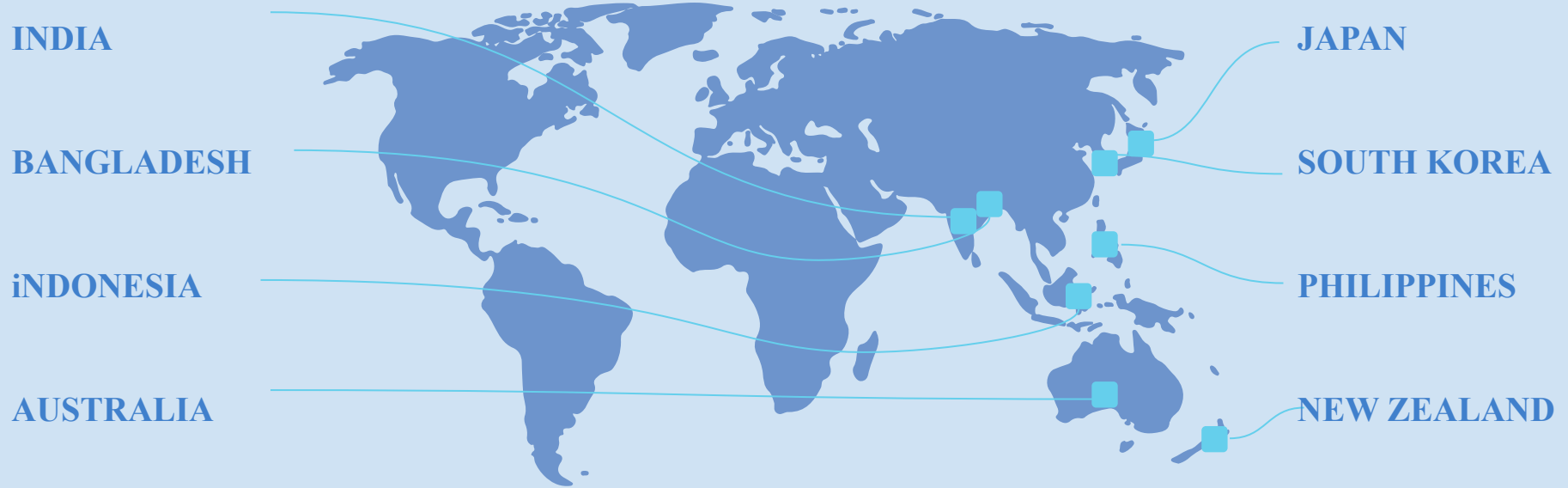
Contains pre-invoice deductions
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04

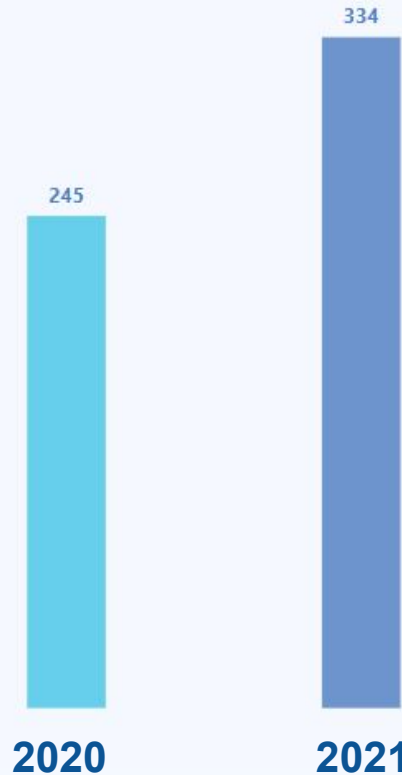
AD-HOC REQUESTS

01. ATLIQ EXCLUSIVE MARKET

The customer "Atliq Exclusive" operates its business in **eight markets** in the **Asia -Pacific region**.



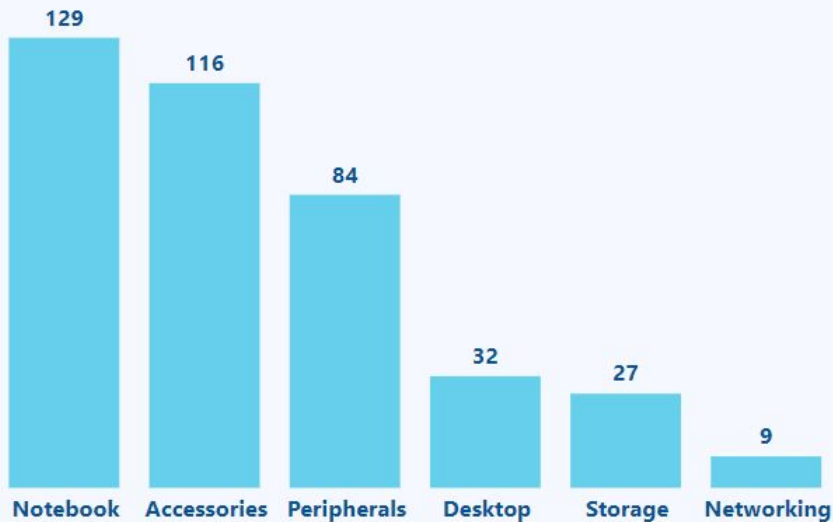
02. PRODUCT SALES TREND FROM 2020 TO 2021



There has been a significant **increase (36.33%)** in the number of products **sold in 2021 compared to 2020.**

“This increase indicate that the business is expanding its product offerings or experiencing increased demand from customers.”

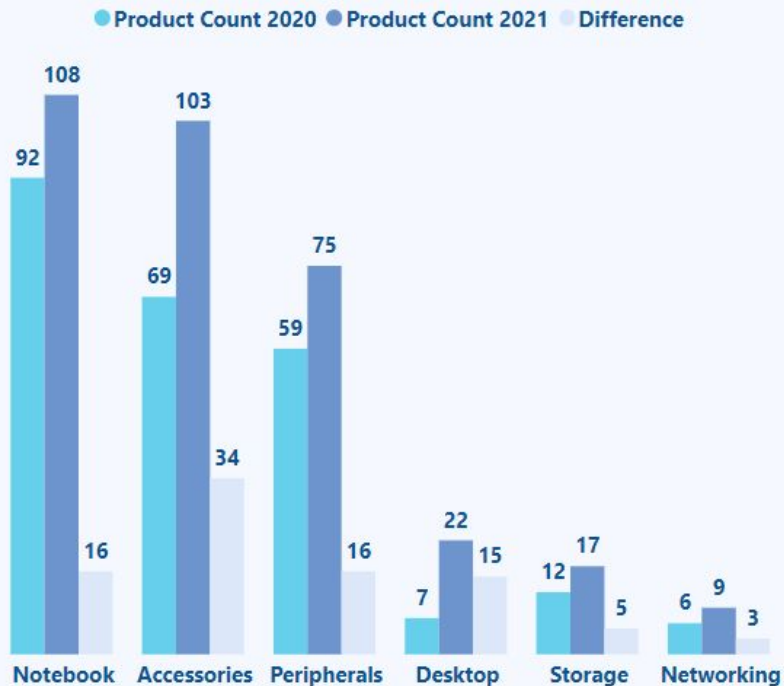
03. PRODUCT ANALYSIS BY SEGMENT



Notebook, Accessories, and Peripherals segments have the **most significant** number of unique products and **potential for growth**.

Storage and Networking segments have the **lowest** number of unique products, indicating a **potential opportunity for expansion**.

04. PRODUCT COMPARISON BY SEGMENT (2020 VS 2021)



The **Accessories** segment demonstrated the most **substantial growth** in unique products, while **Networking** had the least increase.

Notebooks, Peripherals, and Desktop segments also experienced **notable growth**, whereas the **Storage** segment had a **moderate increase**.

05. PRODUCT MANUFACTURING COST ANALYSIS



Highest Manufacturing Cost

\$ 240.54

**AQ HOME Allin1 Gen 2
Personal Desktop**

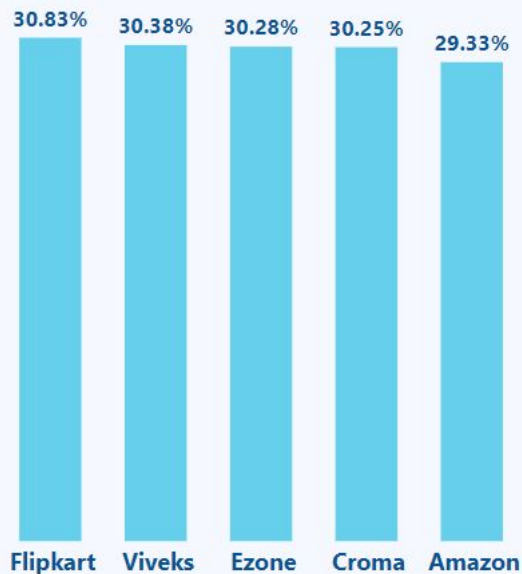


Lowest Manufacturing Cost

\$ 0.89

**AQ Master wired x1 Ms
Mouse**

06. INDIAN CUSTOMERS WITH HIGH PRE-INVOICE DISCOUNTS (FY 2021)



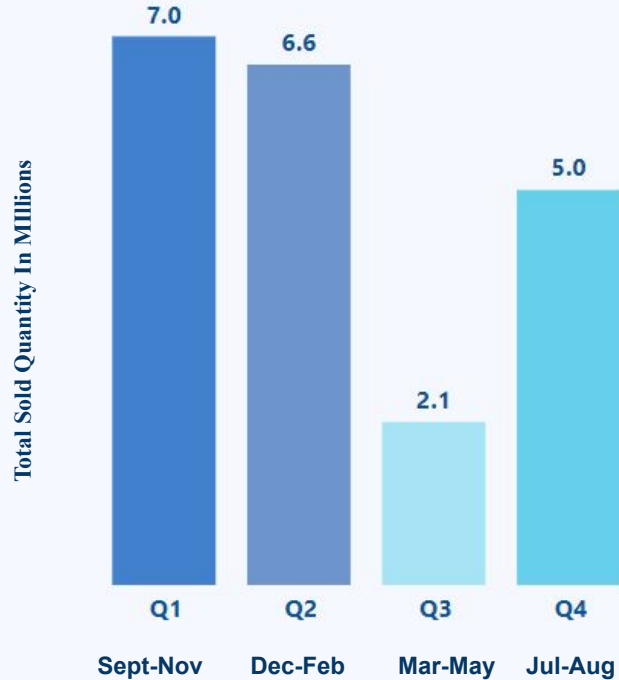
The **top 5 customers** in the **Indian market** for **FY 2021** who received the **highest average pre-invoice discount percentage** are **Flipkart, Viveks, Ezone, Croma, and Amazon**, with discount percentages ranging from **30.83% to 29.33%**. These customers received **nearly equal pre-invoice discounts** from the company

07. ANALYSIS OF ATLIQ EXCLUSIVE SALES

- Atliq Exclusive had its **highest gross sales in Nov 2020**, amounting to **\$32.25M** and its **lowest gross sales in Mar & Apr 2020**, amounting to **\$0.77M and \$0.80M**, respectively.
- The **decrease in sales in Mar & Apr 2020** was due to the **COVID-19 pandemic and lockdown** and the **increase in sales in Nov & Dec 2020** was due to the impact of the COVID-19 pandemic on consumer behavior, including **increased online shopping, work from home, and online classes**.



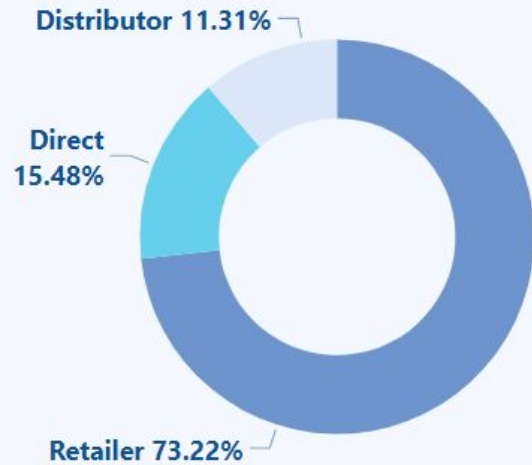
08. QUARTERLY SALES PERFORMANCE IN 2020



The first half of the year (**Q1 and Q2**) had a **higher total sold quantity** than the second half of the year (**Q3 and Q4**).

*“This suggests that the **company's sales** were affected by the **COVID-19 pandemic**, which started to have a significant **impact in the second half of the year.**”*

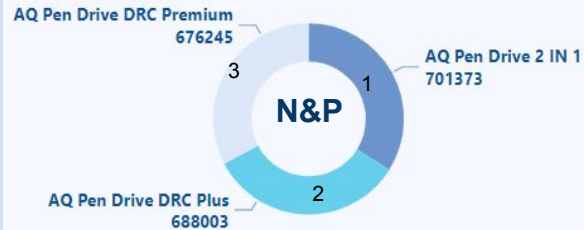
09. ANALYSIS OF GROSS SALES BY CHANNEL FY-2021



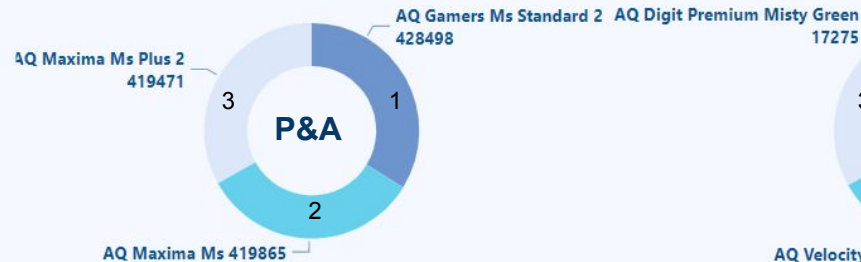
- **Retailer channel** was the **primary contributor** to the **gross sales** in the fiscal year 2021, with a total sales amount of **\$1924.17 M dollars**, accounting for over **73% of the total**.
- The **Direct channel** and **Distributor channel**, while also significant, accounted for a **smaller percentage of the gross sales**.
- This indicates that **Atliq Exclusive** should continue to **prioritize and invest in the Retailer channel** to maintain and **grow its sales**.

10. TOP SELLING PRODUCTS BY DIVISION (FY-2021)

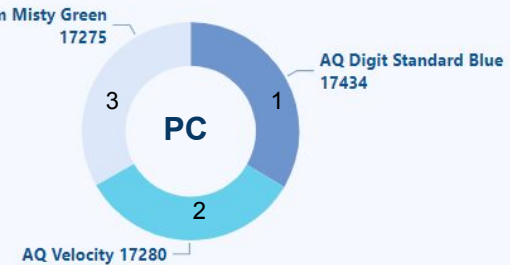
Pen Drives were the the top 3 selling product in **N&P** with total sold quantity around **7 lakh**



Mouses were the top 3 selling product in **P&A** with total sold quantity around **4 lakh**



Personal Laptops were the top 3 selling product in **PC** with total sold quantity around **17k**.



05

RECOMMENDATIONS

RECOMMENDATIONS

- **Expand the product offerings** in the **Notebook, Accessories, and Peripherals** segments, as these segments have the **most significant potential for growth**.
- **Invest in marketing and product development** strategies for the **top-selling products in each division** to maximize sales potential.
- **Explore opportunities** to **expand the Storage and Networking segments**, which have room for growth.
- **Continue to invest in the Retailer channel** to maintain and grow sales.
- Consider **offering pre-invoice discounts** strategically to **retain high-value customers** and maintain market share.
- **Monitor sales trends** regularly and adjust strategies accordingly to **stay competitive in the market**.

ATLIQ HARDWARES

THANK YOU



SQL CHALLENGE



LINKEDIN



GITHUB