

DATA ANALYST

CODEBASICS RESUME CHALLENGE

ATLIQ HARDWARE



ATLIQ HARDWARE

INTRODUCTION

ATLIQ HARDWARE is an hardware company manufacturing computer hardware and selling it all over the world, This challenge is about extracting insights from the data of the sales and manufacturing.



Description Of Dataset and challenge

ATLIQ HARDWARE

In this dataset we have 6 tables which gives us the information of the customers, products, the region and so on. The tables are named as below:

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 monthly sales data for each product.

In this challenge the Codebasics gave me a set of 10 questions ranging from easy to hard. Each question was asked by the management to get enough insights to make quick and smart data-informed decisions.

FINDING 1

List of Markets in APAC
which is dealt only for
"Atliq Exclusive"

Australia	Bangladesh
India	Indonesia
Japan	Newzealand
Philiphines	South Korea



Finding 2

This is about the changes in the product_code* range.

*This code is used to track and differentiate individual products within a database or system.

2020	2021	Percentage change
245	334	36.33



In 2020 we had 245 products and by 2021 we have launched more 89 products. So the percentage change of the products is 36.33%

FINDING 3

Segmentwise Unique product count

Hee we can see that overall there
are only 63 products.

And the in segments of Accessories and
Peripherals the products are high.

Segment	Unique Product
Accessories	20
Peripherals	20
Notebook	17
Storage	9
Desktop	4
Networking	3

Finding 4

Yearly Increase in Unique products

With respect of 2020 there has been significant increase in the segment of accessories in 2021



Segment	2020	2021	Difference
Accessories	13	19	6
Peripherals	15	20	5
Desktop	1	3	2
Notebook	14	16	2
Networking	2	3	1
Storage	6	7	1

Finding 5

Products with Minimum and maximum Manufacturing cost

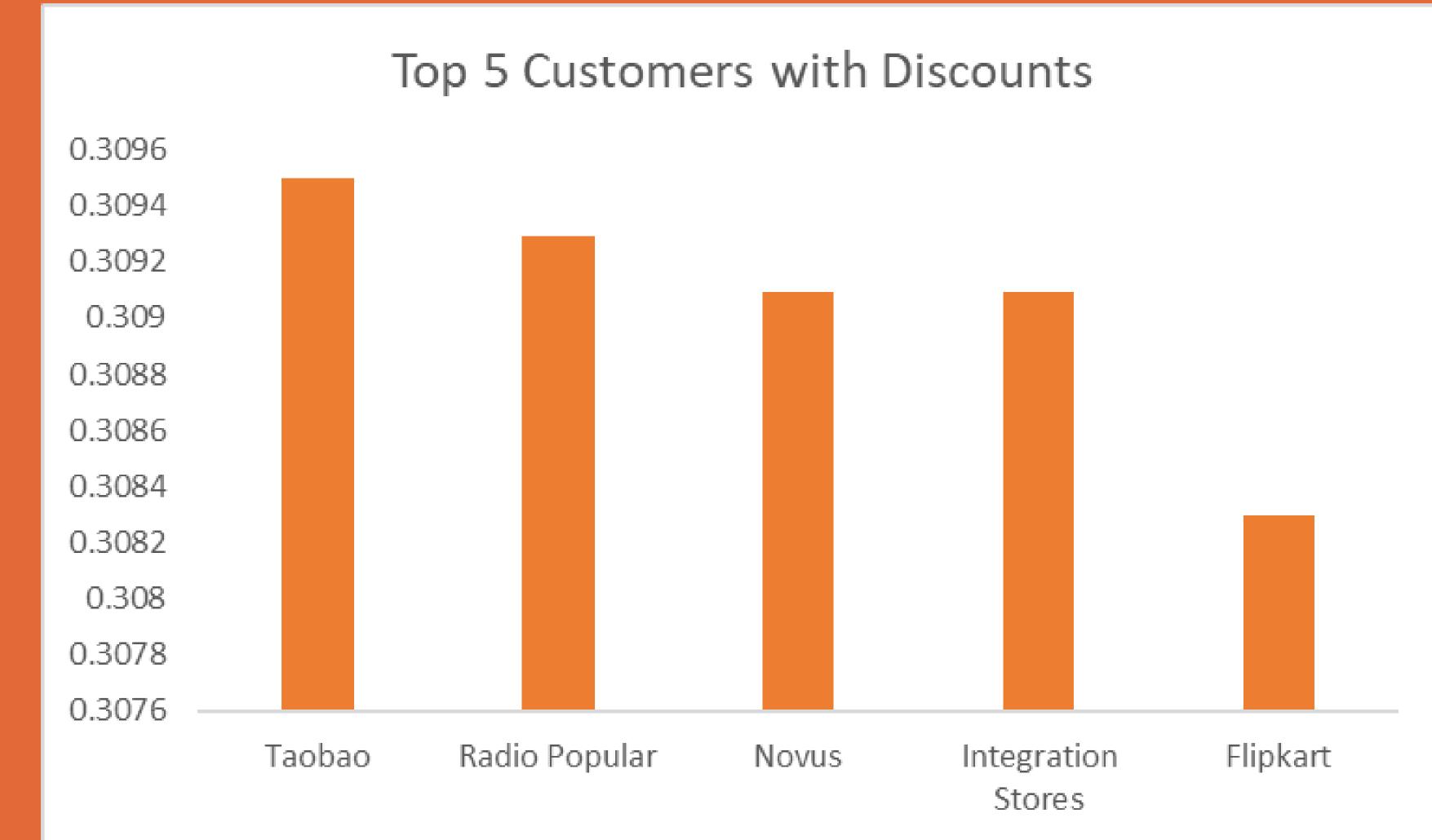
AQ Master wired x1 Ms has the Minimum Manufacturing cost of \$0.8920
and

AQ HOME Allin1 Gen 2 has the Maximum Manufacturing cost of \$240.5364



Finding 6

This tab has the Name of TOP 5 customers who got the discount on invoice more than average discount



Here we can see that

1. Taobao is the highest Customer who has got the discount
2. Novus and Integration store has got the equal amount of discounts on invoice

Finding 7

Gross sales for each year month wise

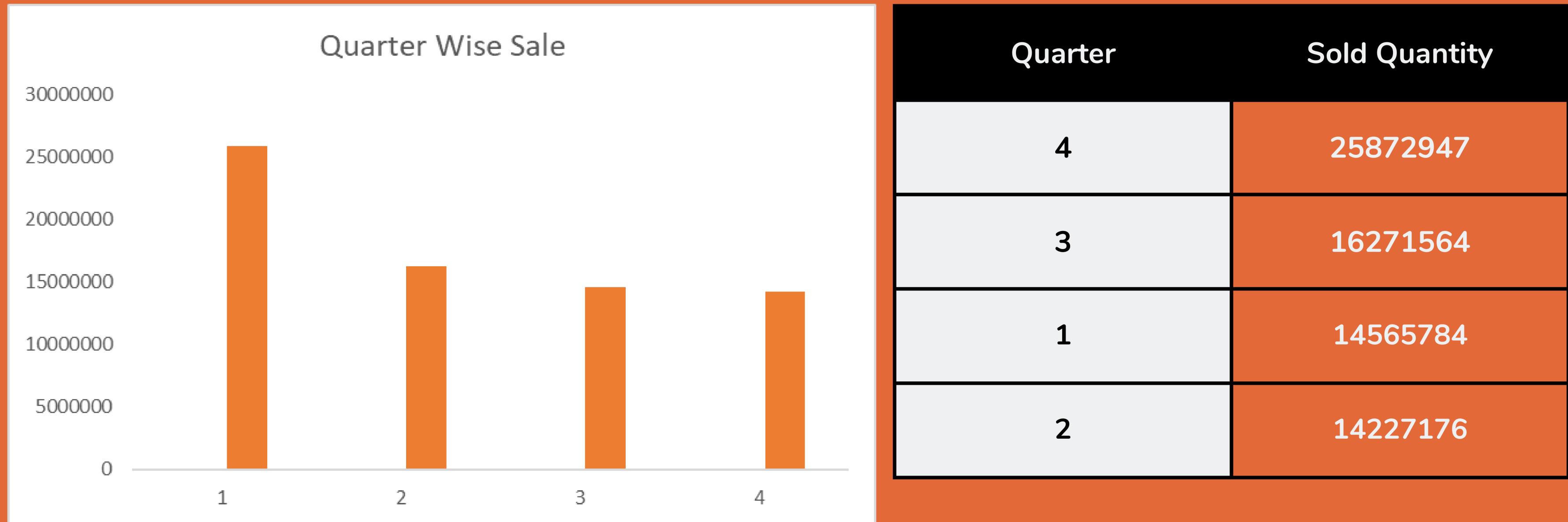
In 2020 and 2021,
The highest sale happened in the
month of November and
lowest was on March 2020 and
august 2021

a



Finding 8

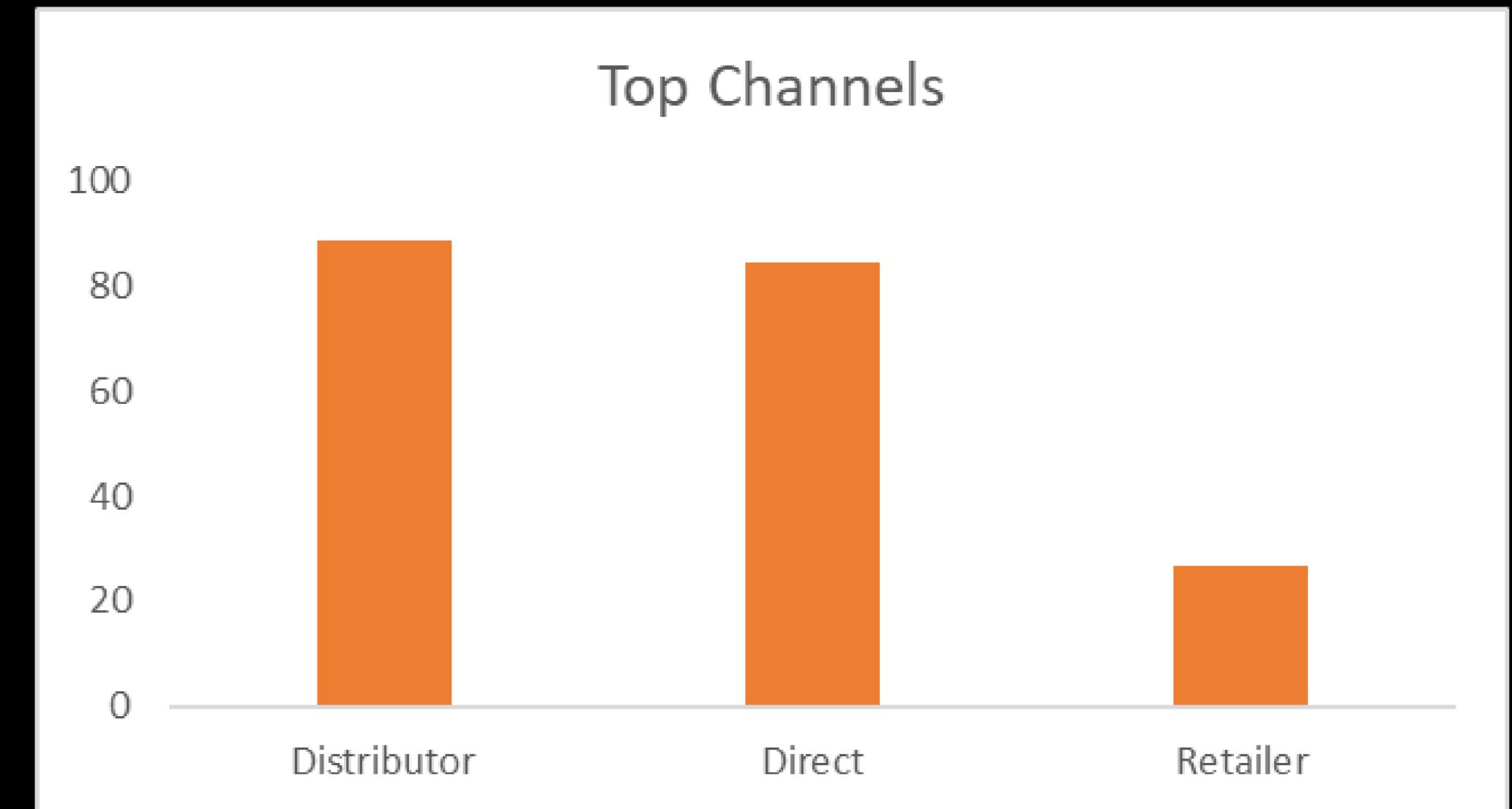
This slide shows the Quarterwise sales in the year of 2020



Finding 9

This slide is about the channel which helped to bring more gross sales in the FY 2021

With respect to 2020 Distributor channel has given more sales in 2021 with an increase of 88.7%



Finding 10

Top 3 Products sold in each division

- In the division N & S, the TOP 3 Products are AQ Pen Drive 2 IN 1, AQ Pen Drive DRC and AQ Clx1
- In the division P&A, the TOP 3 Products are AQ Gamers Ms (This product has ranked 1 and 3) and AQ Master wireless x1 Ms
- In the division PC , the TOP 3 Products are AQ Digit, AQ Velocity and AQ Aspiron

Conclusion

- We can see that overall growth of sales have happened in Atliq Hardware.
- Also new products have been launched in FY 2021
- In the year of 2021 we can see that Sales have been increased with respect to the year of 2020



Thank You