



# CONSUMER GOODS INSIGHTS

Tools Used :



# INTRODUCTION

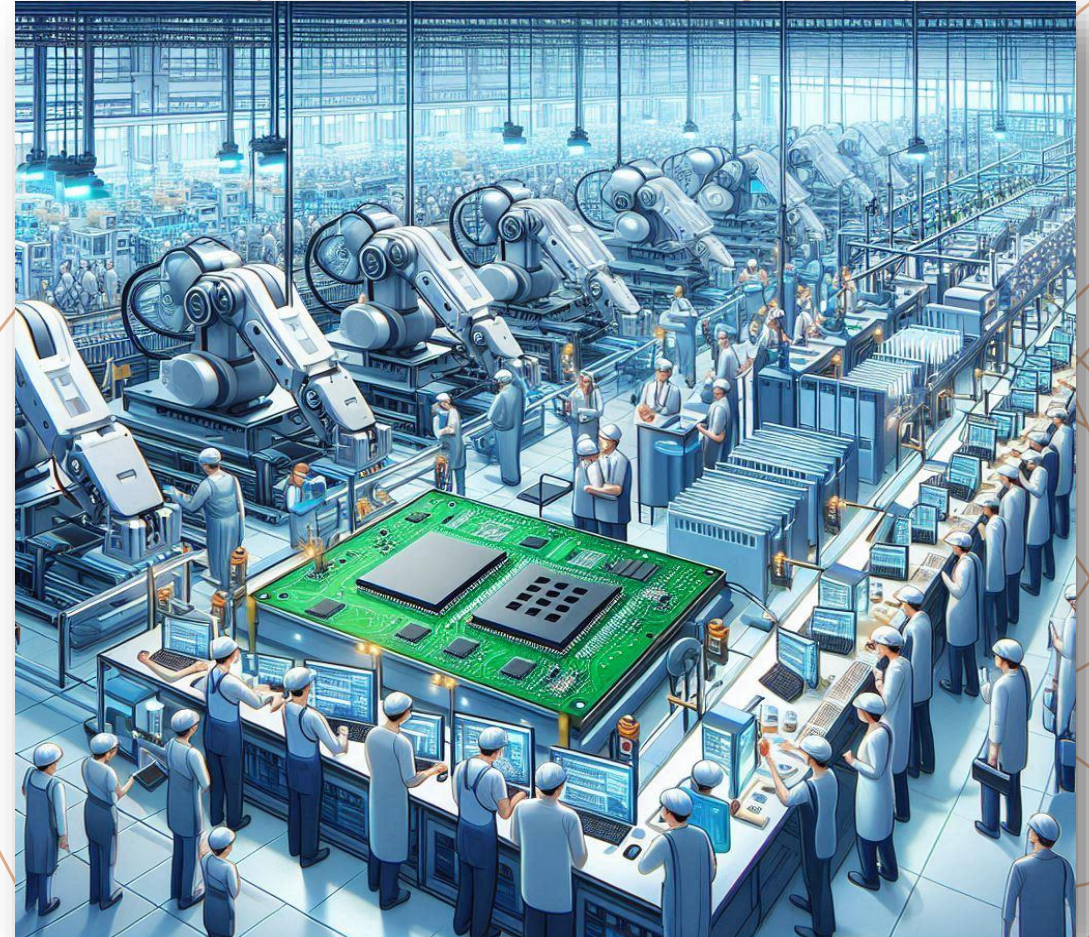
## About Company:

AtliQ Hardwares is a company that sells computer hardware to customers worldwide.

## Presentation Overview:

A comprehensive analysis of consumer goods performance was conducted to know:

- ❖ Market Reach & Expansion
- ❖ Products Insights
- ❖ Customer & Channel Dynamics
- ❖ Performance Metrics



## REQUEST :

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

## QUERY :

```
SELECT distinct(market)
FROM gdb023.dim_customer
where customer = "AtliQ Exclusive" and region = "APAC"
order by market asc
```

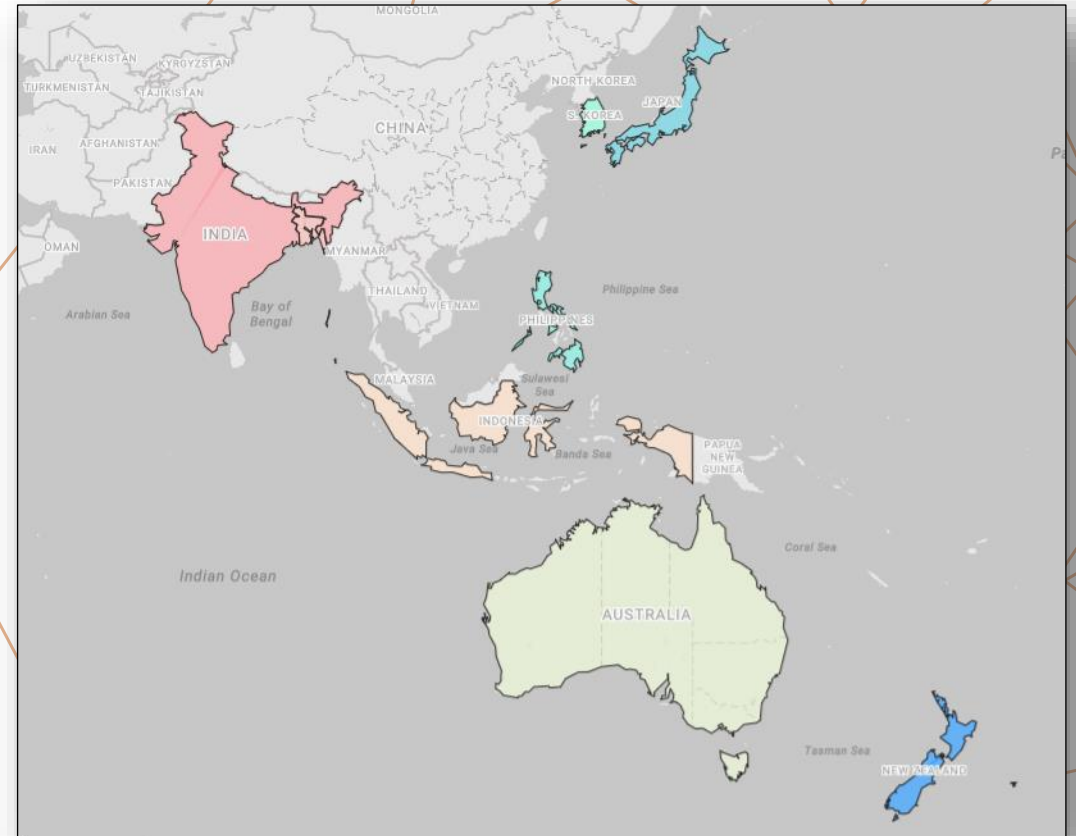
## OUTPUT :

| market      |
|-------------|
| Australia   |
| Bangladesh  |
| India       |
| Indonesia   |
| Japan       |
| Newzealand  |
| Philiphines |
| South Korea |

## INSIGHTS :

- ❖ AtliQ Hardwares serves customers in 27 countries across various regions.
- ❖ One of its customers, AtliQ Exclusive, operates in 16 countries, with 8 of them located in the Asia-Pacific (APAC) region.

## VISUAL :



## REQUEST :

What is the percentage of unique product increase in 2021 vs. 2020?

## QUERY :

```
with cte1 as (  
  select count(distinct(product_code)) as unique_products_2020  
  from fact_sales_monthly  
  where fiscal_year = 2020),  
  
  cte2 as (  
    select count(distinct(product_code)) as unique_products_2021  
    from fact_sales_monthly  
    where fiscal_year = 2021)  
  
  select *,  
  round((unique_products_2021-unique_products_2020)*100/unique_products_2020,2) as pct_change  
  from cte1,cte2
```

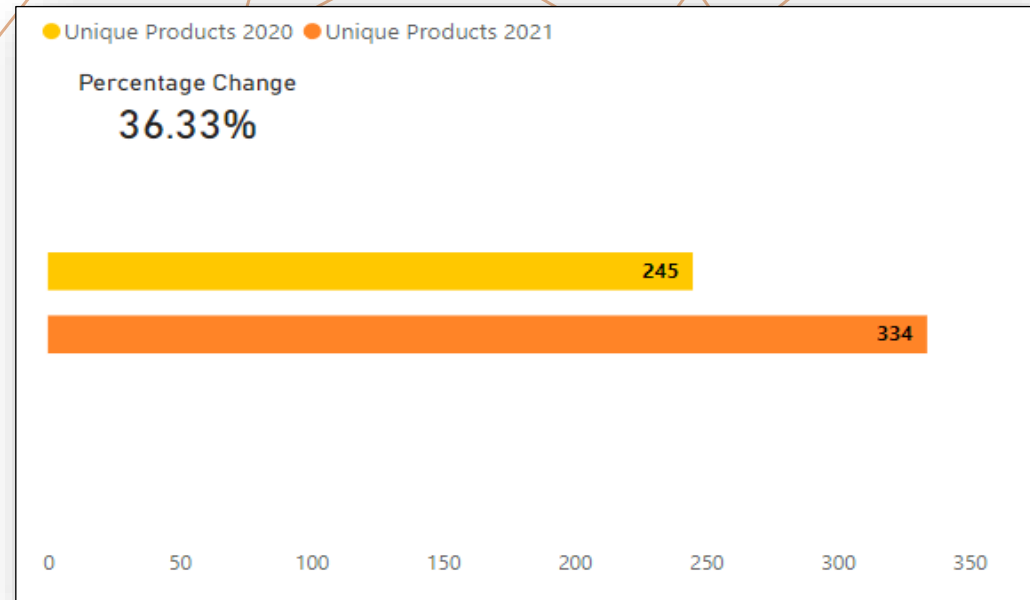
## OUTPUT :

| unique_products_2020 | unique_products_2021 | pct_change |
|----------------------|----------------------|------------|
| 245                  | 334                  | 36.33      |

## INSIGHTS :

❖ In 2021, 36% new products were sold as compared to the previous year.

## VISUAL :





#### REQUEST :

Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

#### QUERY :

```
SELECT segment,  
count(distinct(product)) as unique_products  
FROM gdb023.dim_product  
group by segment  
order by unique_products desc
```

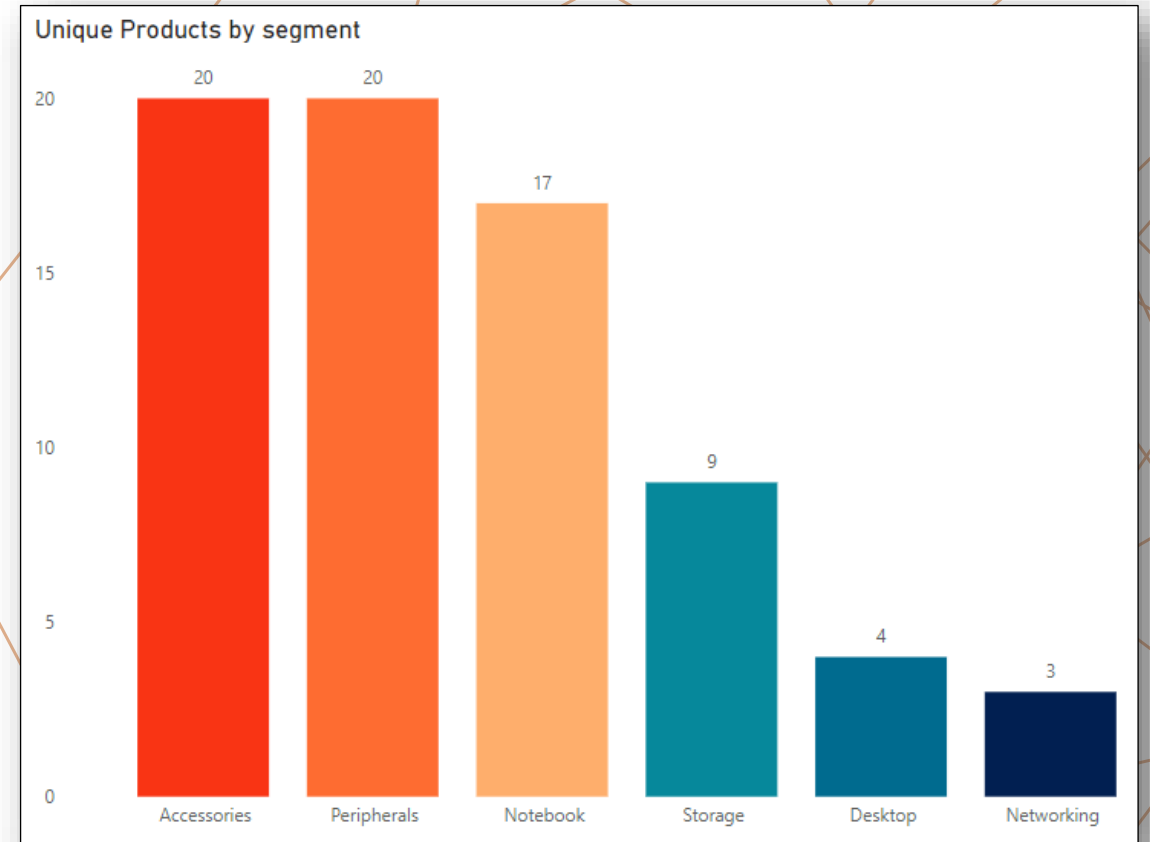
#### OUTPUT :

| segment     | unique_products |
|-------------|-----------------|
| Accessories | 20              |
| Peripherals | 20              |
| Notebook    | 17              |
| Storage     | 9               |
| Desktop     | 4               |
| Networking  | 3               |

#### INSIGHTS :

❖ The Accessories & Peripherals segments comprise 54% of the total unique products.

#### VISUAL :



## REQUEST :

Which segment had the most increase in unique products in 2021 vs 2020?

## QUERY :

```
with cte1 as(
select
segment,
count(distinct(product_code)) as product_count_2020
from fact_sales_monthly
join dim_product
using (product_code)
where fiscal_year = 2020
group by segment),

cte2 as (
select
segment,
count(distinct(product_code)) as product_count_2021
from fact_sales_monthly
join dim_product
using (product_code)
where fiscal_year = 2021
group by segment)

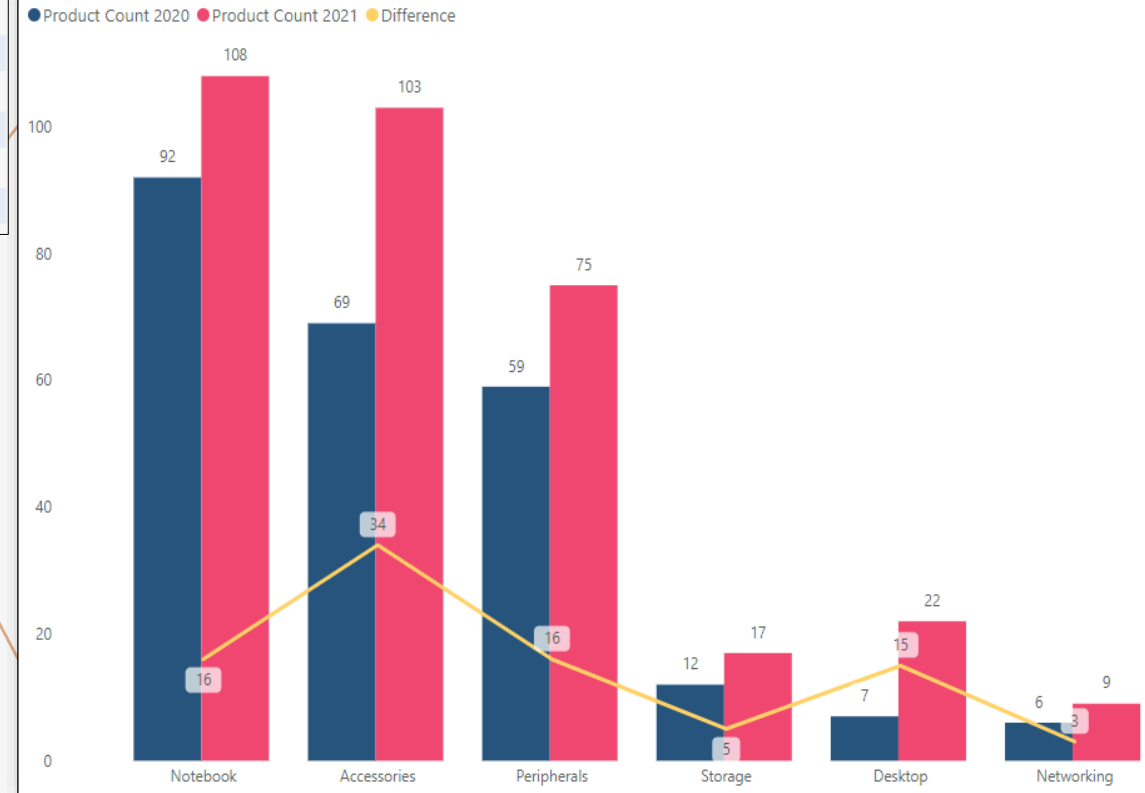
select * ,
(product_count_2021-product_count_2020) as difference
from cte1
join cte2
using (segment)
```

## 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          |

## VISUAL :

Product Count 2020, Product Count 2021 and Difference by segment



## INSIGHTS :

❖ The Accessories segment experienced the largest growth in unique products, adding 34 new products in 2021.

### REQUEST :

Get the products that have the highest and lowest manufacturing costs.

### QUERY :

```
select product_code,product, manufacturing_cost
from dim_product
join fact_manufacturing_cost using (product_code)
where manufacturing_cost in (
(select max(manufacturing_cost) from fact_manufacturing_cost),
(select min(manufacturing_cost) from fact_manufacturing_cost))
```

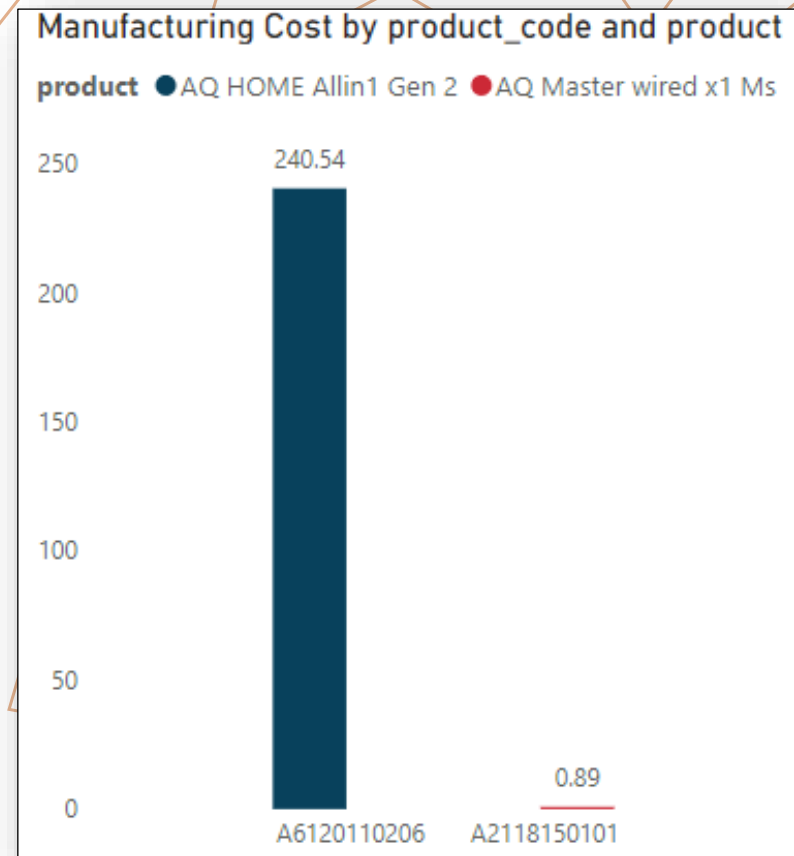
### OUTPUT :

| product_code | product               | manufacturing_cost |
|--------------|-----------------------|--------------------|
| A6120110206  | AQ HOME Allin1 Gen 2  | 240.5364           |
| A2118150101  | AQ Master wired x1 Ms | 0.8920             |

### INSIGHTS :

- ❖ Among all the products 'Home Allin 1 Gen 2' has highest whereas 'Master wired x 1 MS' has the lowest manufacturing cost.
- ❖ The manufacturing cost of 'Home Allin 1 Gen 2' is 270 times higher than that of 'Master wired x 1 MS'.

### VISUAL :



### REQUEST :

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.

### QUERY :

```
select
customer_code,customer,
round(avg(pre_invoice_discount_pct)*100,1) as avg_disc_pct
from fact_pre_invoice_deductions
join dim_customer using (customer_code)
where market = "India" and fiscal_year = 2021
group by customer,customer_code
order by avg_disc_pct desc
limit 5
```

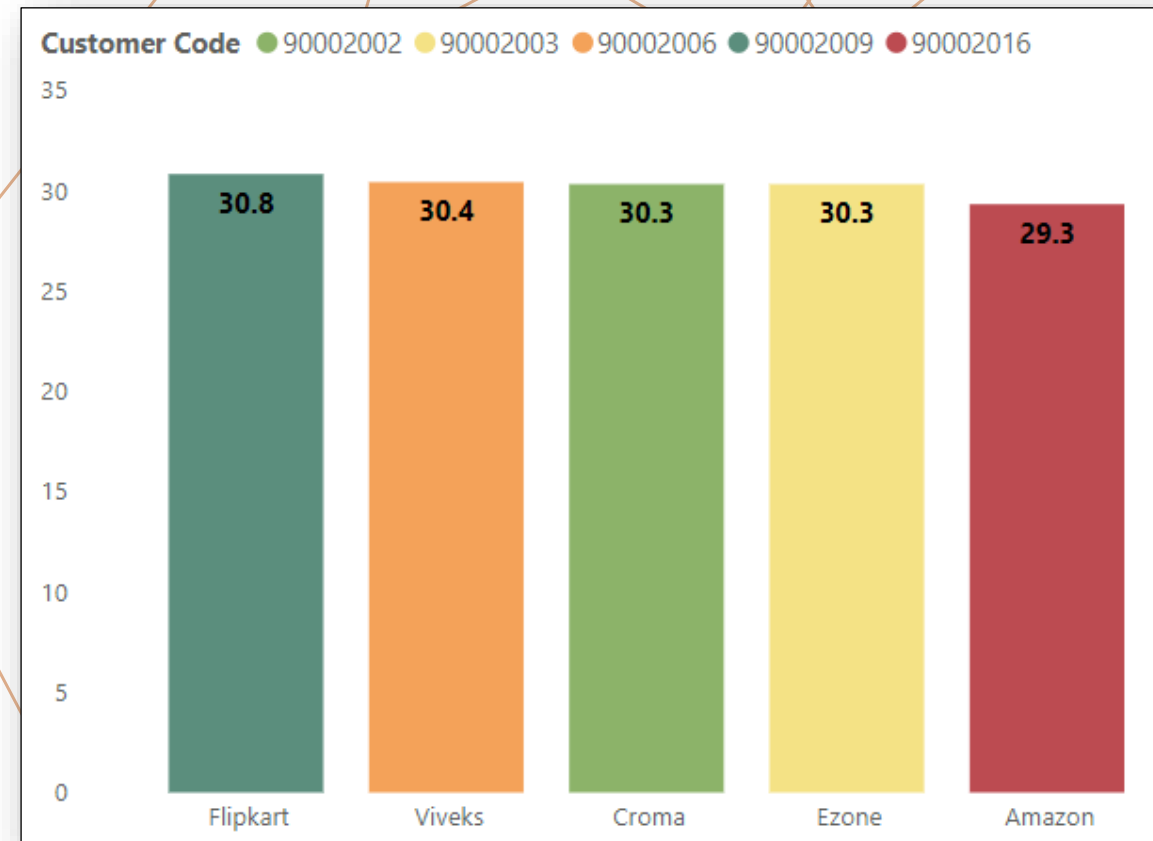
### OUTPUT :

| customer_code | customer | avg_disc_pct |
|---------------|----------|--------------|
| 90002009      | Flipkart | 30.8         |
| 90002006      | Viveks   | 30.4         |
| 90002002      | Croma    | 30.3         |
| 90002003      | Ezone    | 30.3         |
| 90002016      | Amazon   | 29.3         |

### INSIGHTS :

❖ In 2021 in the Indian market, Flipkart received the highest average pre-invoice discount, followed by Viveks, Croma, Ezone & Amazon.

### VISUAL :





## REQUEST :

Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

## QUERY :

```
select
concat(monthname(date),' ',year(date)) as Month,
round(sum(sold_quantity*gross_price),2) as Gross_sales_Amt
from fact_sales_monthly
join dim_customer using (customer_code)
join fact_gross_price using(product_code,fiscal_year)
where customer = "Atliq Exclusive"
group by date
```

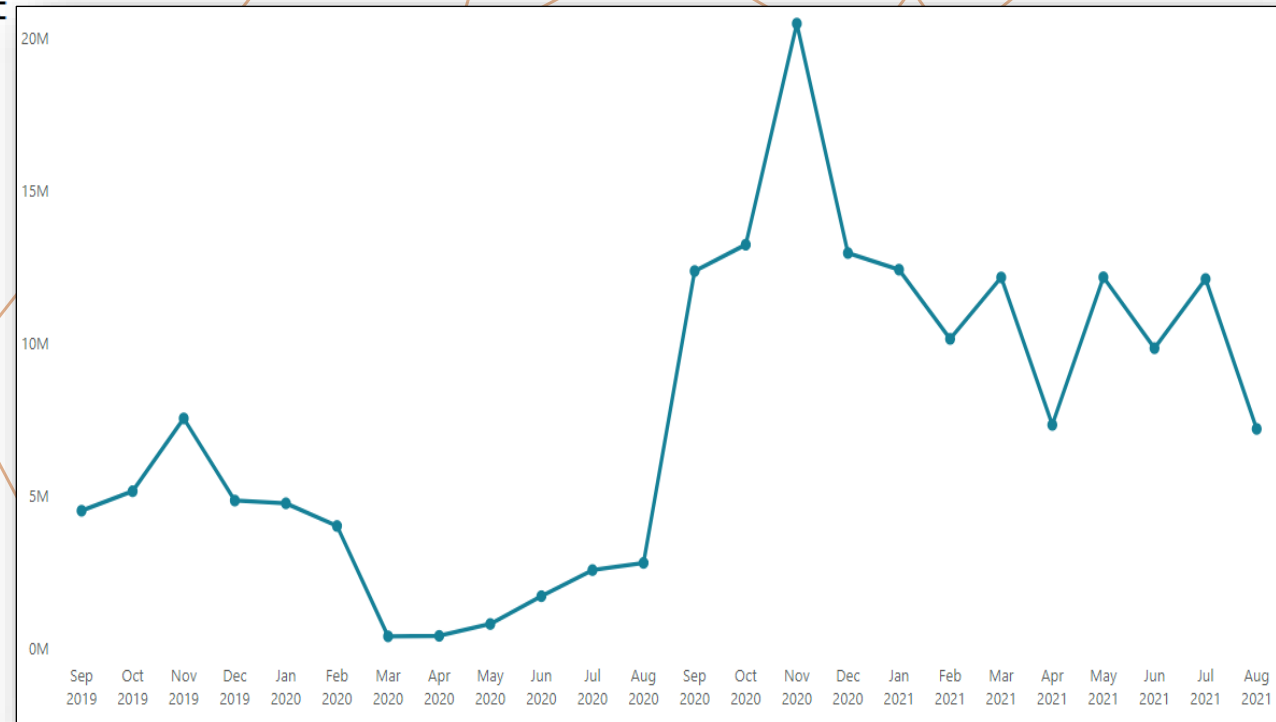
## OUTPUT :

| Month          | Gross_sales_Amt |
|----------------|-----------------|
| September 2019 | 4496259.67      |
| October 2019   | 5135902.35      |
| November 2019  | 7522892.56      |
| December 2019  | 4830404.73      |
| January 2020   | 4740600.16      |
| February 2020  | 3996227.77      |
| March 2020     | 378770.97       |
| April 2020     | 395035.35       |
| May 2020       | 783813.42       |
| June 2020      | 1695216.60      |
| July 2020      | 2551159.16      |
| August 2020    | 2786648.26      |
| September 2020 | 12353509.79     |
| October 2020   | 13218636.20     |
| November 2020  | 20464999.10     |
| December 2020  | 12944659.65     |
| January 2021   | 12399392.98     |
| February 2021  | 10129735.57     |
| March 2021     | 12144061.25     |
| April 2021     | 7311999.95      |
| May 2021       | 12150225.01     |
| June 2021      | 9824521.01      |
| July 2021      | 12092346.32     |
| August 2021    | 7178707.59      |

## INSIGHTS :

❖ For Atliq Exclusive November 2020 recorded the highest Gross Sales Amount, reaching 20M.

## VISUAL :



## REQUEST :

In which quarter of 2020, got the maximum total sold quantity?

## QUERY :

```
select
quarter((date_add(date, interval 4 month))) as Quarter,
sum((sold_quantity)) as total_sold_quantity
from fact_sales_monthly
where fiscal_year = 2020
group by Quarter
```

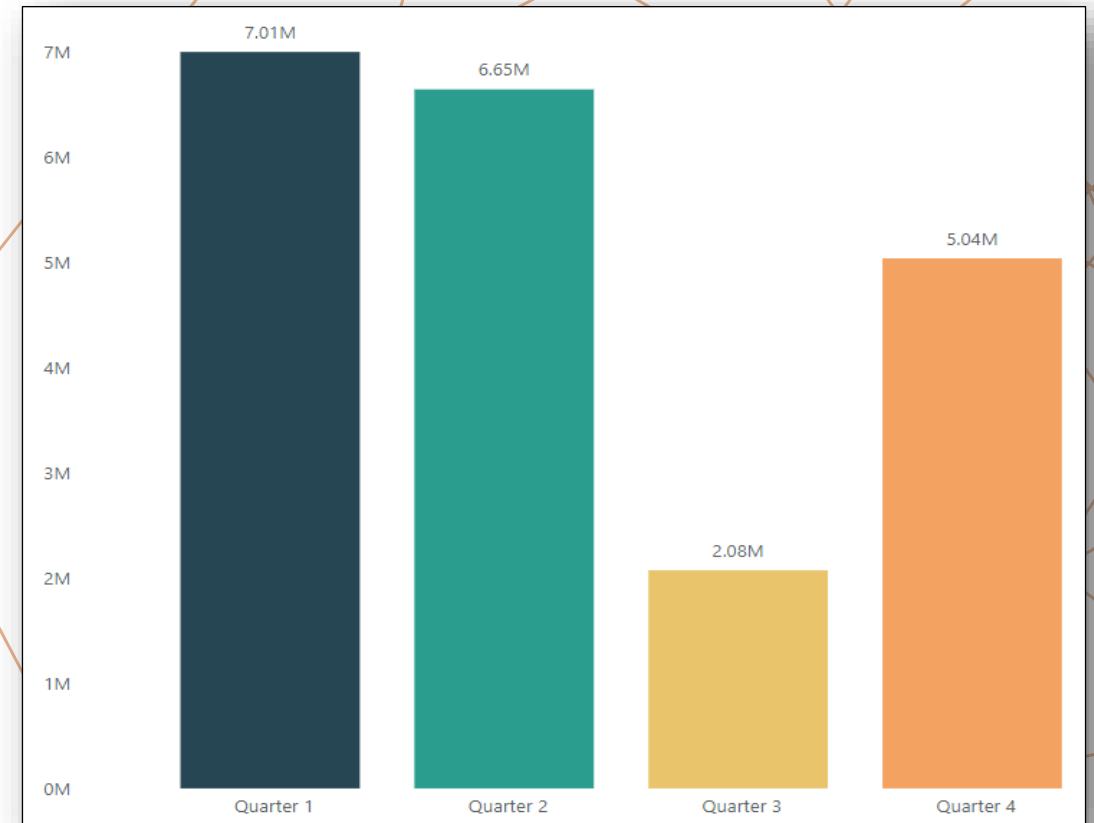
## OUTPUT :

| Quarter | total_sold_quantity |
|---------|---------------------|
| 1       | 7005619             |
| 2       | 6649642             |
| 3       | 2075087             |
| 4       | 5042541             |

## INSIGHTS :

- ❖ In FY 2020, Q1 achieved the highest sold quantity, exceeding 7 million units.
- ❖ Sold quantities declined in Q2 and Q3 but rebounded in Q4, reaching 5.04 million units.

## VISUAL :



## REQUEST :

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

## QUERY :

```
with cte as (  
  select channel,  
  round((sum(sold_quantity*gross_price))/1000000,2) as gross_sales_mln  
  from fact_sales_monthly  
  join fact_gross_price using (product_code, fiscal_year)  
  join dim_customer using (customer_code)  
  where fiscal_year = 2021  
  group by channel)  
  
select *,  
round(gross_sales_mln*100/sum(gross_sales_mln) over (),2) as percentage  
from cte
```

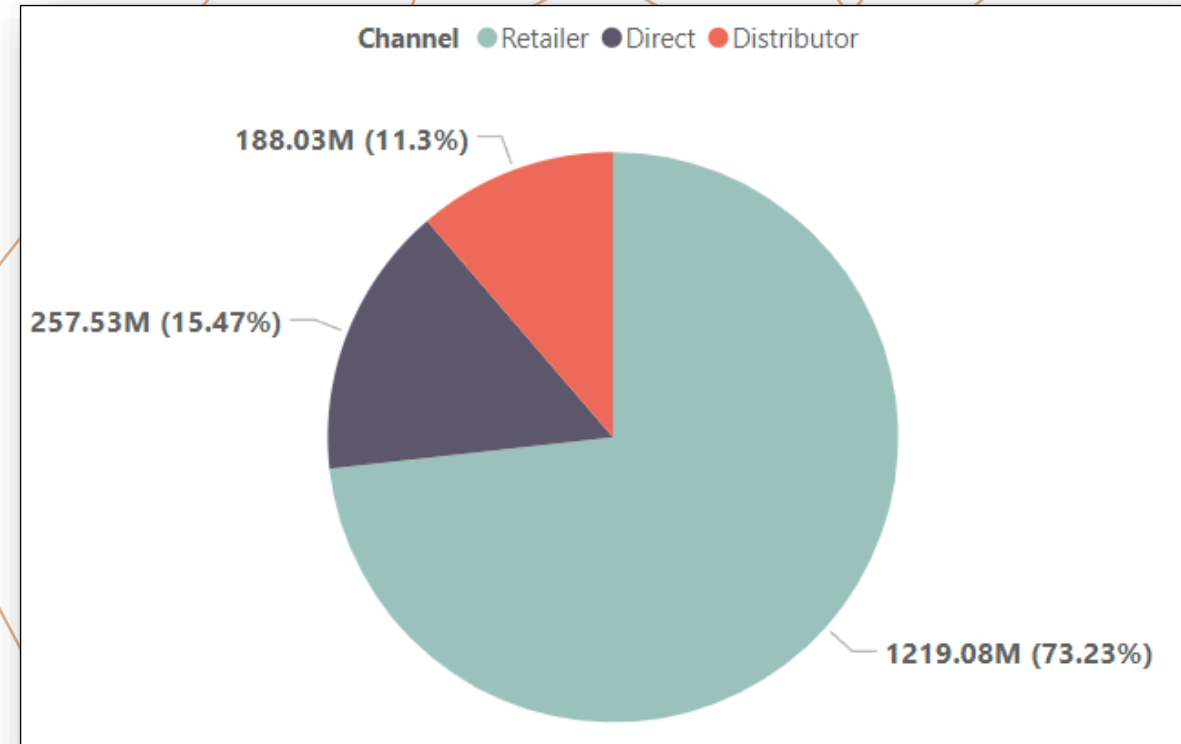
## OUTPUT :

| channel     | gross_sales_mln | percentage |
|-------------|-----------------|------------|
| Direct      | 257.53          | 15.47      |
| Retailer    | 1219.08         | 73.23      |
| Distributor | 188.03          | 11.30      |

## INSIGHTS :

❖ The Retailer channel contributed 73% of the Gross sales.

## VISUAL :



## REQUEST :

Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021?

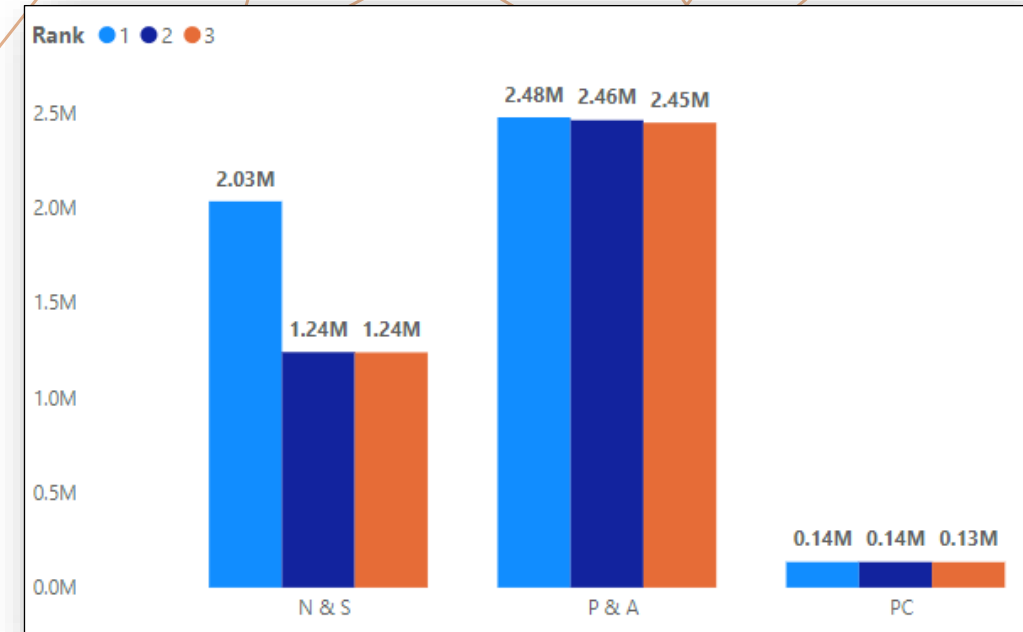
## QUERY :

```
with cte1 as (  
select  
    max(division) as division,  
    max(product_code) as product_code,  
    max(product) as product,  
    sum(sold_quantity) as total_sold_quantity  
  
from fact_sales_monthly  
join dim_product  
using (product_code)  
where fiscal_year = 2021  
group by product  
order by division),  
  
cte2 as (  
select * ,  
rank() over (partition by division order by total_sold_quantity desc) as rnk  
from cte1)  
  
select * from cte2 where rnk <=3
```

## OUTPUT :

| division | product_code | product                  | total_sold_quantity | rnk |
|----------|--------------|--------------------------|---------------------|-----|
| N & S    | A6819160203  | AQ Pen Drive DRC         | 2034569             | 1   |
| N & S    | A6219160103  | AQ Digit SSD             | 1240149             | 2   |
| N & S    | A6419160303  | AQ Clx1                  | 1238683             | 3   |
| P & A    | A2319150306  | AQ Gamers Ms             | 2477098             | 1   |
| P & A    | A2520150506  | AQ Maxima Ms             | 2461991             | 2   |
| P & A    | A2219150206  | AQ Master wireless x1 Ms | 2448784             | 3   |
| PC       | A4218110208  | AQ Digit                 | 135092              | 1   |
| PC       | A4620110608  | AQ Gen Y                 | 135031              | 2   |
| PC       | A4419110408  | AQ Elite                 | 134431              | 3   |

## VISUAL :



## INSIGHTS :

❖ The top 3 products from P&A division each surpassed 2.4M units in sold quantity.

END OF PRESENTATION

