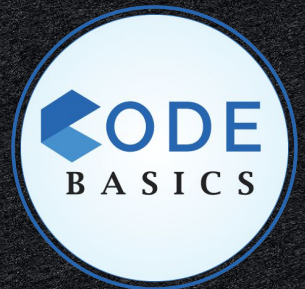




Consumer Goods Ad_Hoc Insights



Yearly report for 'croma' customer

Question

Generate a yearly report for 'croma' customer where the output contains these fields:

fiscal_year

yearly_gross_sales

make sure that yearly_gross_sales are in millions (divide the total by 1000000)

Output

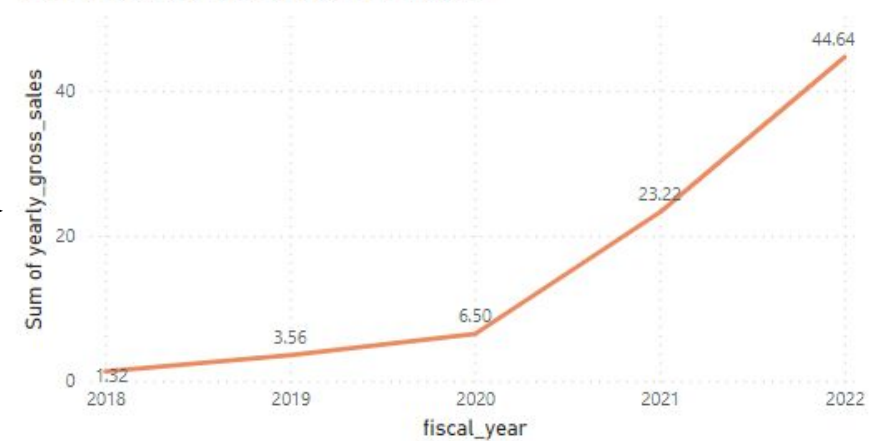
	fiscal_year	yearly_gross_sales
▶	2018	1324097.48
	2019	3555079.19
	2020	6502182.12
	2021	23216512.73
	2022	44638199.11

Conversion of Output to visual

	fiscal_year	yearly_gross_sales
▶	2018	1324097.48
	2019	3555079.19
	2020	6502182.12
	2021	23216512.73
	2022	44638199.11



Sum of yearly_gross_sales by fiscal_year



Insights

1. Croma's gross sales are steadily growing at a rate of over **200-300%** annually
2. Strategic decisions are **positively** impacting revenue generation for that customer.
3. So Croma is considered as **valuable** customer.

Yearly Product growth Analysis

Question

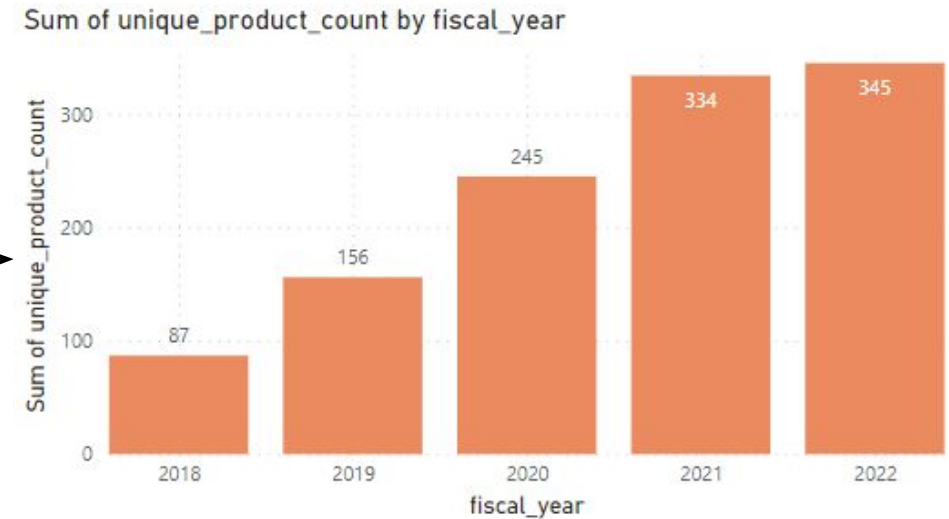
Generate a report which contains the fiscal year and also the number of unique products sold in that year. This helps Atliq Hardware's regarding the development of new products and its growth year on year.

Output

	fiscal_year	unique_product_count
▶	2018	87
	2019	156
	2020	245
	2021	334
	2022	345

Conversion of Output to visual

	fiscal_year	unique_product_count
▶	2018	87
	2019	156
	2020	245
	2021	334
	2022	345



Insights

1. Results indicate Atliq Hardwares are **competitive** by introducing new products.
2. Atliq Hardwares are focused on **increasing** revenue by improving product strengths and creating **in-demand products**.

NOTE

These slides contains data from 2018 to 2022 but the dataset provided to you contains only 2020 and 2021 data

