

Consumer Goods Ad_Hoc Insights

Codebasics resume project challenge

Atliq Hardwares | By Rupali Nikam

Project Summary

- **Company Overview:-**

Atliq Hardwares 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. They want to expand their data analytics team by adding several junior data analysts. Tony Sharma, their data analytics director wanted to hire someone who is good at both tech and soft skills.

Customer "Atliq Exclusive" operates its business in the APAC region.

- **REQUEST 1 :-**

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

- **Insights:-** “Atliq Exclusive” operates its business in the APAC region.

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



Percentage of unique product increase in 2021 vs. 2020

- **REQUEST 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

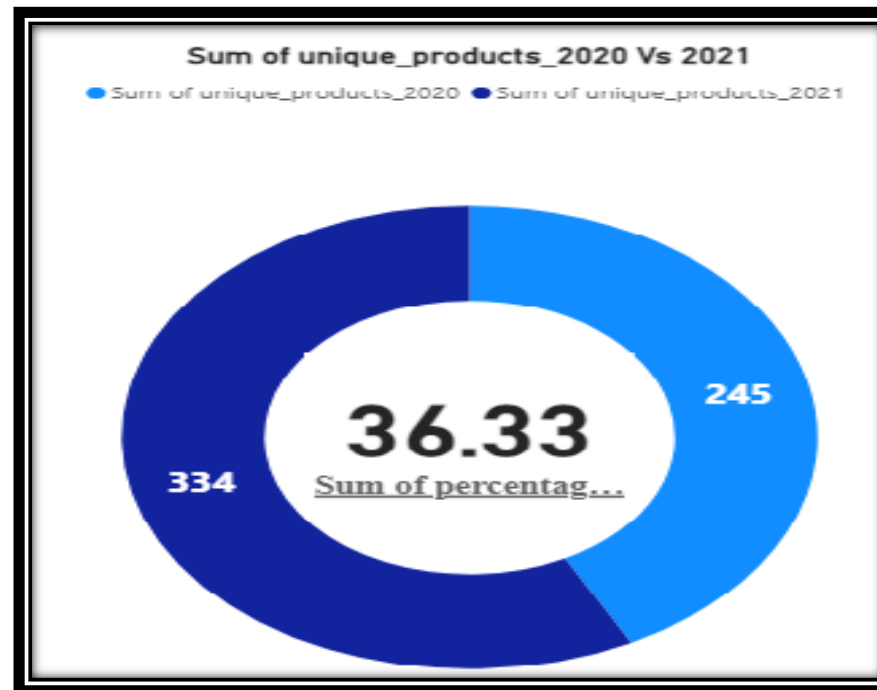
	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Visualization Of Request 2

- **Insights :-**

Atliq Hardware produced 245 unique products in 2020 whereas its increased to 334 unique products in 2021.

Its achieved 36.33% increase in unique products from the previous year.



The unique product counts for each segment

- **REQUEST 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,

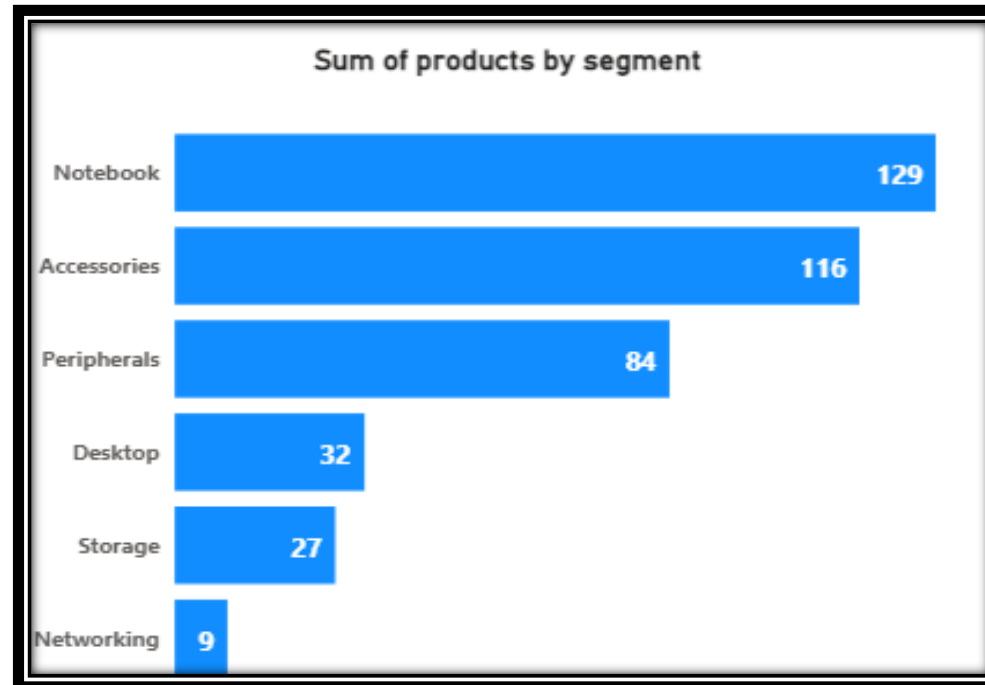
segment
product_count

	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9

Visualization Of Request 3

- **Insights :-**

Atliq Hardware has 6 different product segments in which the **Notebook** segment has the **Highest** number of unique products whereas **Networking** has the **least** number of product.



The unique product counts for each segment

- **REQUEST 4 :-**

Follow-up: 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

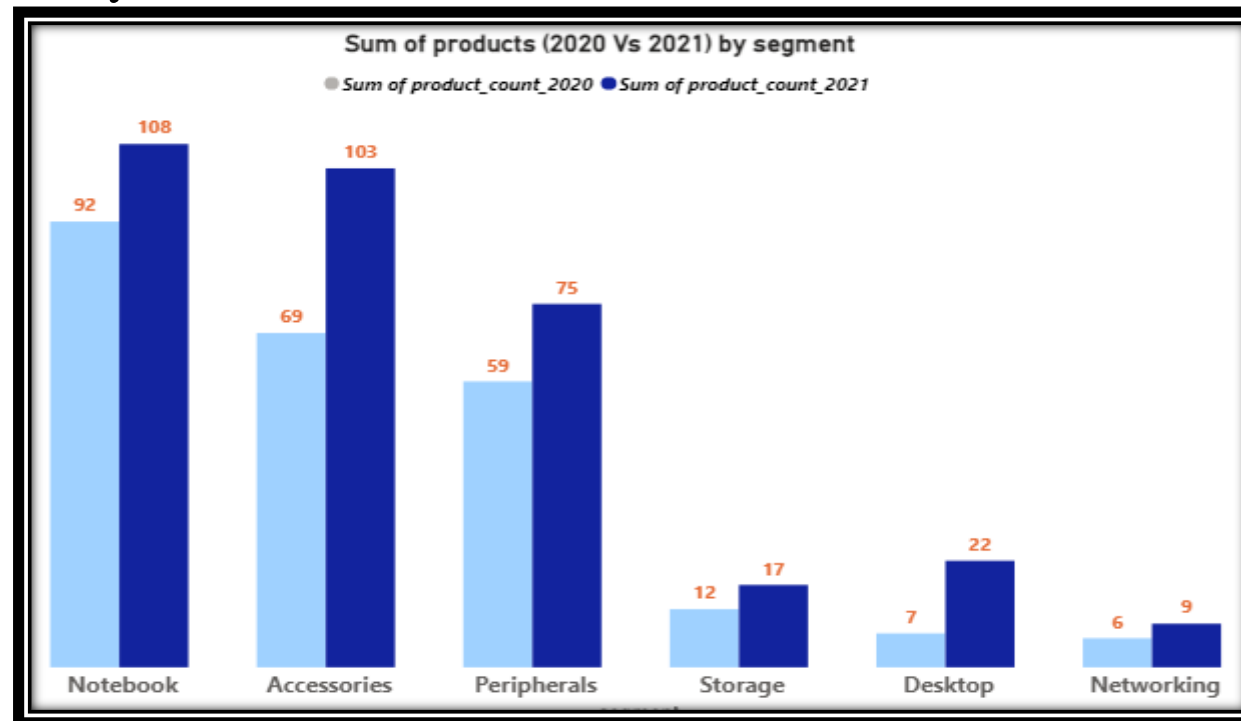
	segment	product_count_2021	product_count_2020	difference
▶	Accessories	103	69	34
	Notebook	108	92	16
	Peripherals	75	59	16
	Desktop	22	7	15
	Storage	17	12	5
	Networking	9	6	3

Visualization Of Request 4

- **Insights :-**

Atliq Hardware produced more **unique products** in every segment **2021** than the **2020**.

The **Accessories** segment has the most increase in unique products i.e. **34** more from the previous year.



The highest and lowest manufacturing costs products

- **REQUEST 5 :-**

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

product_code
product
manufacturing_cost

- **Insights:-**

The product **AQ HOME Allin 1 Gen 2** has the **highest** manufacturing cost whereas the product **AQ Master wired 1 Ms** has the **lowest** manufacturing cost

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

Average high pre invoice discount percentage in 2021

▪ REQUEST 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

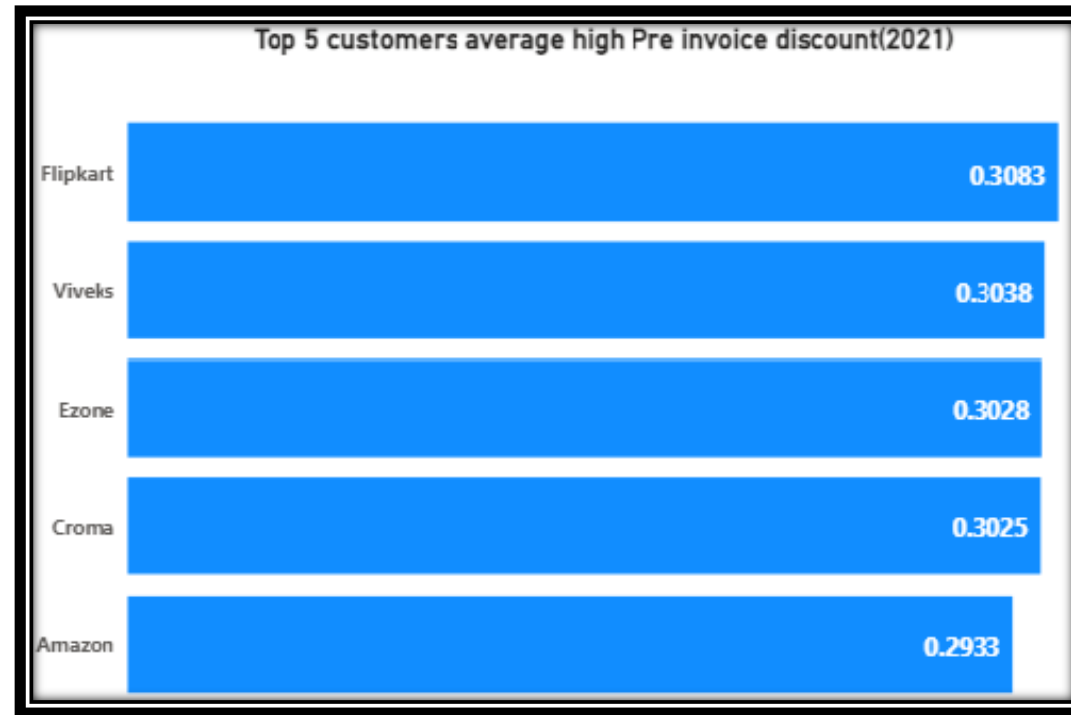
average_discount_percentage

	customer_code	customer	average_discount_percentage
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933

Visualization Of Request 6

- **Insights :-**

Flipkart has the top of the list which has the high discount followed by Viveks wheareas the average discount percentage Ezone, cromas, Amazon.



Gross sales amount for “Atliq Exclusive” for each month

▪ REQUEST 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

Month	Year	Gross_sales_Amount
September	2019	9092670.339
November	2019	15231894.97
December	2019	9755795.058
January	2020	9584951.939
March	2020	766976.4531
April	2020	800071.9543
May	2020	1586964.477
July	2020	5151815.402
August	2020	5638281.829
September	2020	19530271.3
November	2020	32247289.79
December	2020	20409063.18
January	2021	19570701.71
March	2021	19149624.92
April	2021	11483530.3
May	2021	19204309.41
July	2021	19044968.82
August	2021	11324548.34
October	2019	10378637.6
February	2020	8083995.548
June	2020	3429736.571
October	2020	21016218.21
February	2021	15986603.89
June	2021	15457579.66

The maximum Total sold quantity quarter of 2020

- **REQUEST 8 :-**

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,

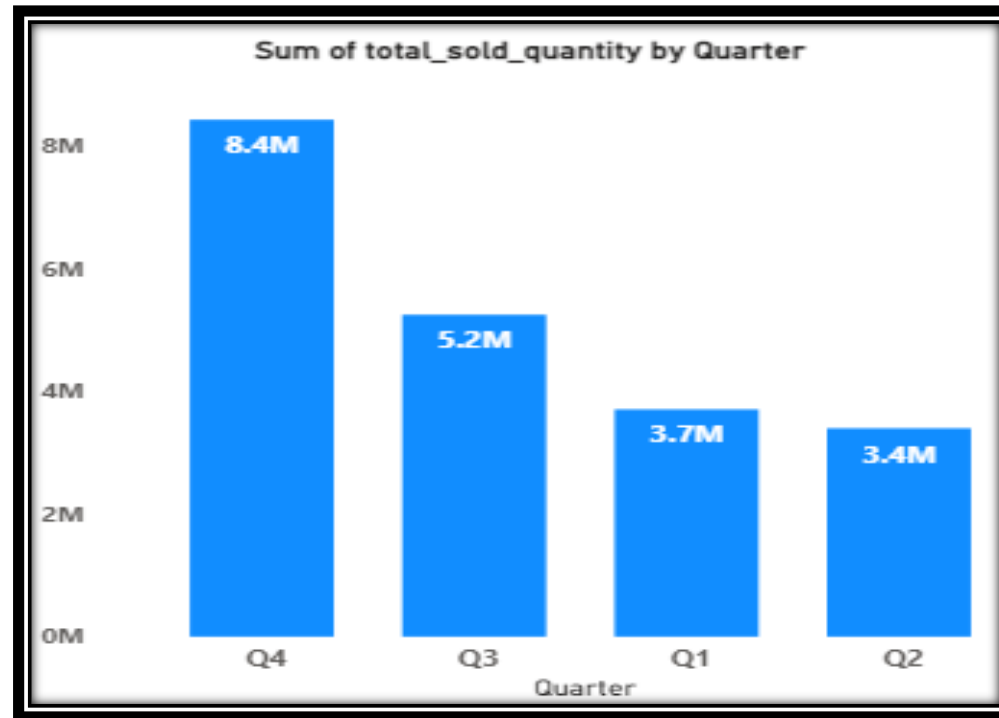
Quarter
total_sold_quantity

	Quarter	total_sold_quantity
▶	Q4	8425822
	Q3	5246770
	Q2	3395899
	Q1	3704398

Visualization Of Request 8

- **Insights :-**

Quarter 4 of the fiscal year 2020 got the **highest** total sold quantity whereas the **Quarter 2** has the **lowest** sold quantity.



Channel gross sales & percentage of contribution in 2021

- **REQUEST 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

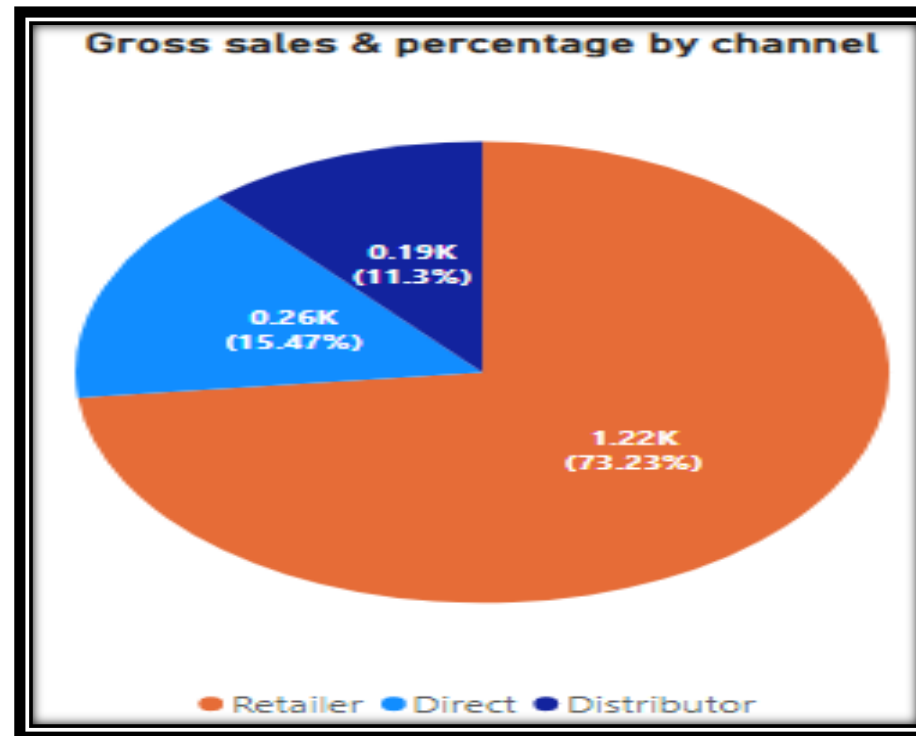
	channel	gross_sales_mln	percentage
▶	Distributor	188.03	11.30
	Direct	257.53	15.47
	Retailer	1219.08	73.23

Visualization Of Request 9

- **Insights :-**

The **Retailer** channel is the **highest gross sales** with **73.23%** in year 2021.

The **Direct** has the **15.47 %** & **Distributor** has the **11.30** which is lowest contribution.



Top 3 products in each division

- **REQUEST 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

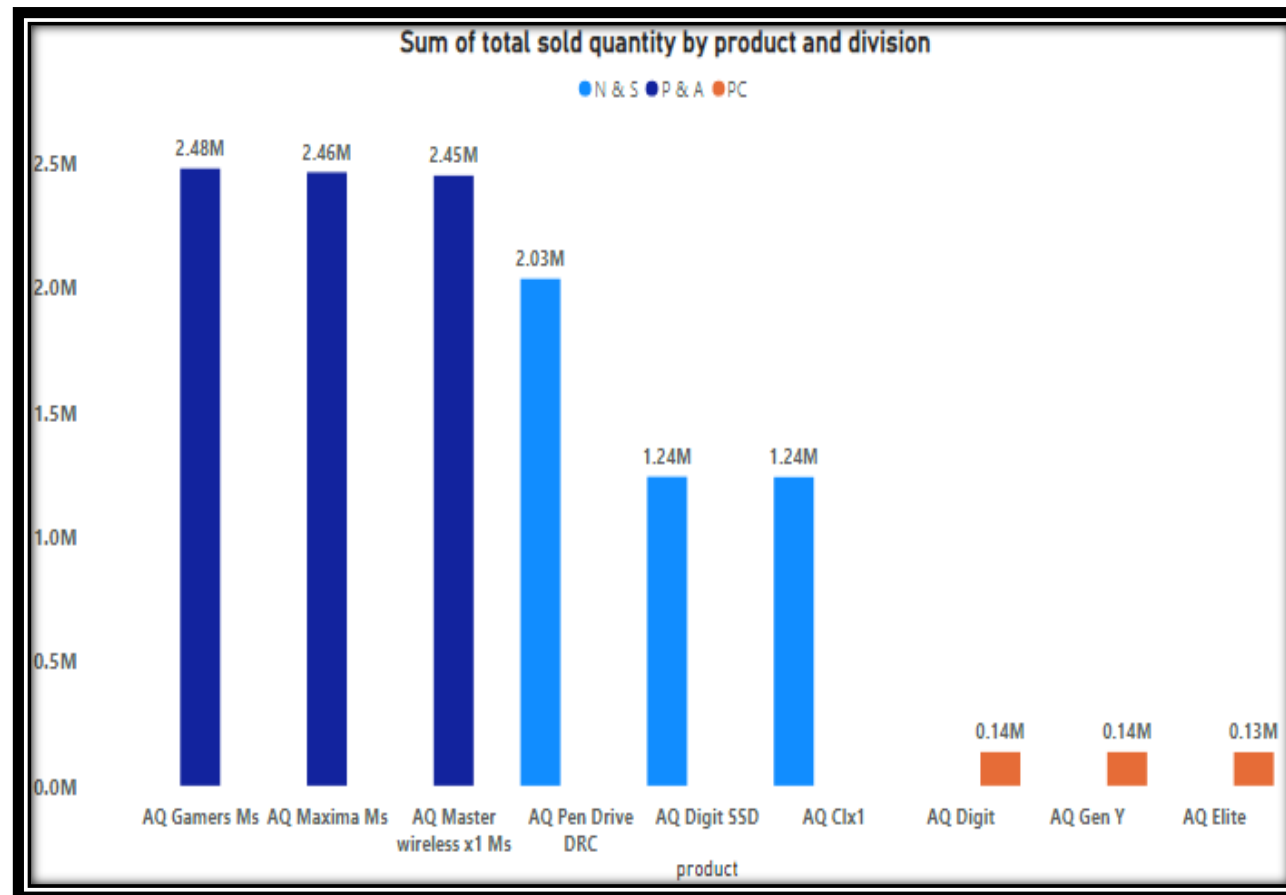
rank_order

	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6818160201	AQ Pen Drive DRC	2034569	1
	N & S	A6218160101	AQ Digit SSD	1240149	2
	N & S	A6419160301	AQ Clx1	1238683	3
	P & A	A2319150301	AQ Gamers Ms	2477098	1
	P & A	A2520150501	AQ Maxima Ms	2461991	2
	P & A	A2218150201	AQ Master wireless x1 Ms	2448784	3
	PC	A4218110201	AQ Digit	135092	1
	PC	A4620110601	AQ Gen Y	135031	2
	PC	A4419110401	AQ Elite	134431	3

Visualization Of Request 10

- **Insights :-**

Atliq Hardware produced has 3 product divisions N&S, P&A, PC.



THANK YOU!!