

# Atliq Hardware Consumer Goods AD- HOC Insights



# 1. Markets Where "Atliq Exclusive" Operates in APAC


## Question :

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

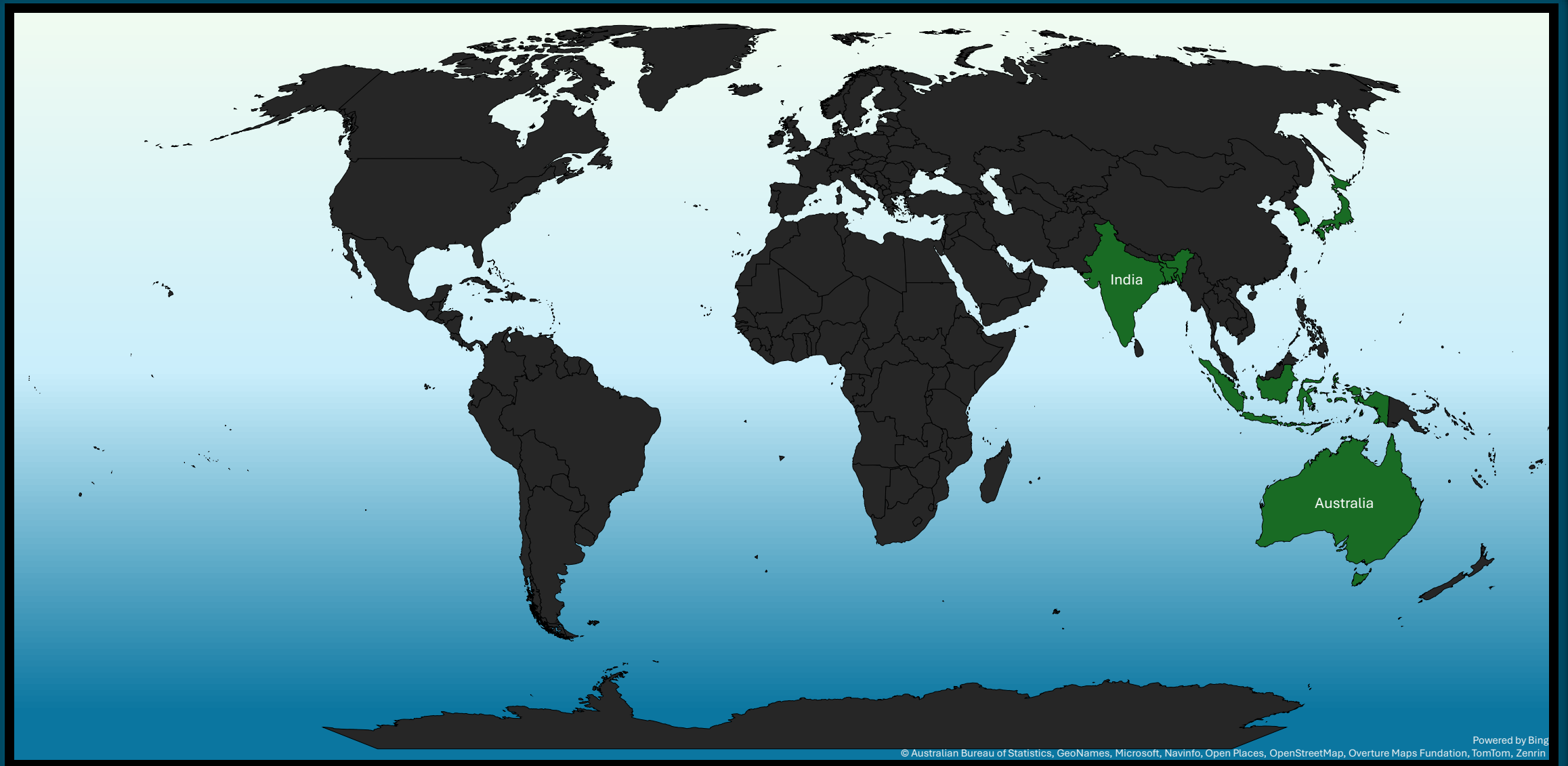
## Query

```
SELECT
    market,
    region,
    customer
FROM
    dim_CUSTOMER
where region = "APAC"
and customer = "Atliq Exclusive";
```

## Output Snapshot :

Result Grid    Filter Rows: <input type="text"/>			
	market	region	customer
▶	India	APAC	Atliq Exclusive
	Indonesia	APAC	Atliq Exclusive
	Japan	APAC	Atliq Exclusive
	Philippines	APAC	Atliq Exclusive
	South Korea	APAC	Atliq Exclusive
	Australia	APAC	Atliq Exclusive
	Newzealand	APAC	Atliq Exclusive
	Bangladesh	APAC	Atliq Exclusive

# Atliq Exclusive Operational Areas In APAC



## 2. Growth in Unique Products: 2021 vs 2020

### Question :

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

### Query:

```
WITH products_2020 AS (  
    SELECT  
        COUNT(DISTINCT product_code) AS unique_products_2020  
    FROM  
        fact_sales_monthly  
    WHERE  
        fiscal_year = 2020  
)  
products_2021 AS (  
    SELECT  
        COUNT(DISTINCT product_code) AS unique_products_2021  
    FROM  
        fact_sales_monthly  
    WHERE  
        fiscal_year = 2021
```

### SELECT

```
unique_products_2020,  
unique_products_2021,  
ROUND(  
    (unique_products_2021 - unique_products_2020) * 100.0  
    / unique_products_2020,  
    2
```

```
) AS percentage_chg
```

### FROM

```
products_2020
```

### JOIN

```
products_2021;
```

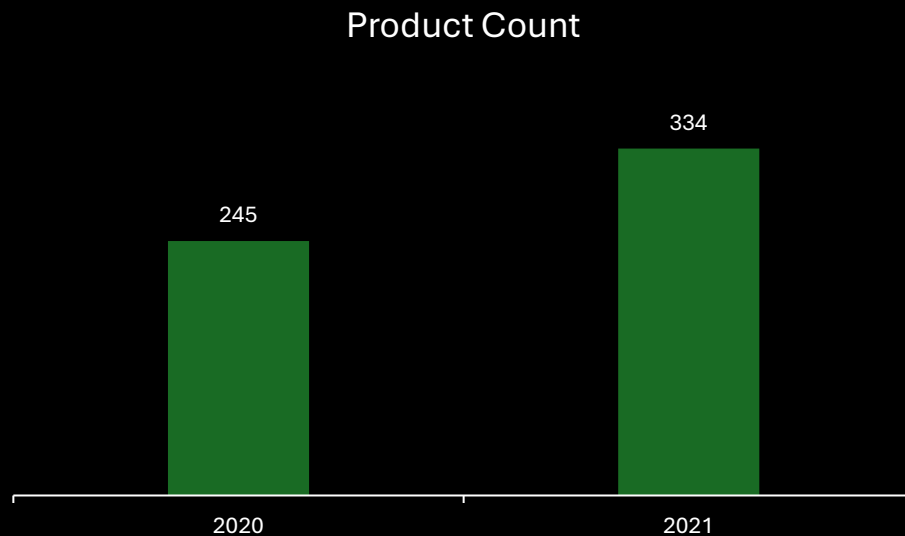
### Output Snapshot :

Result Grid				Filter Rows:		Export:	Wrap Cell Cor
	unique_products_2020	unique_products_2021	percentage_chg				
▶	245	334	36.33				

# Conversion of Output to Visuals

## Output Snapshot :

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33



**Growth in Unique  
Products: 2021 vs 2020**

## Insights :

- There was a **36.33% increase** in the number of unique products sold in 2021 compared to 2020.
- This suggests a **significant expansion in the product portfolio**, indicating business growth and potential increase in market reach.

# 3.Product Breakdown by Segment



## Question :

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(product_code) as product_count
from
    dim_product
group by segment
order by product_count desc;
```

## Output Snapshot :

Result Grid				 Filter Rows:	
	segment	product_count			
▶	Notebook	129			
	Accessories	116			
	Peripherals	84			
	Desktop	32			
	Storage	27			
	Networking	9			

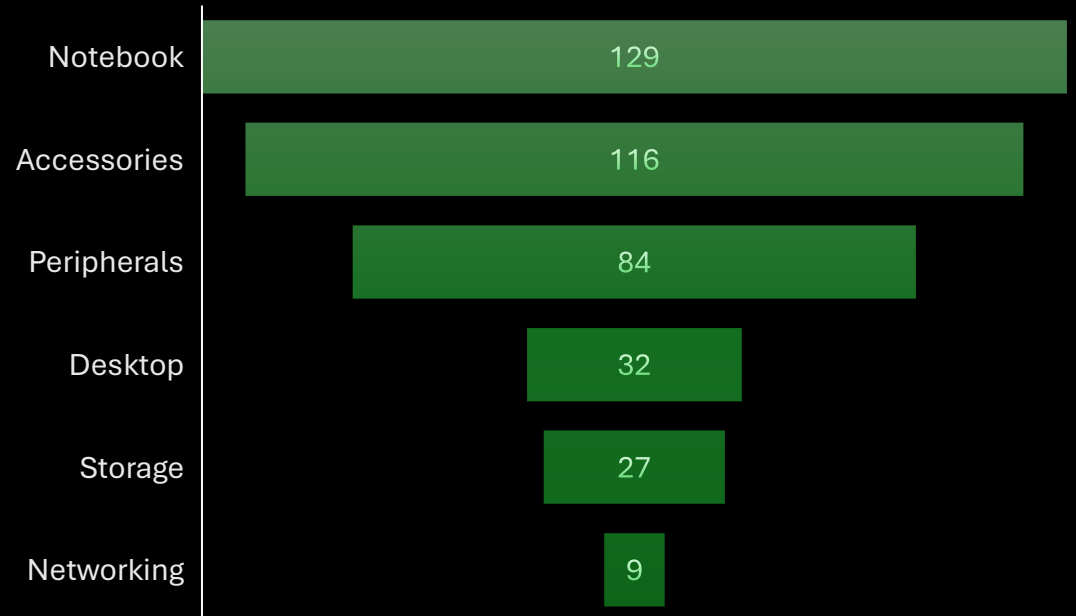
# Conversion of Output to Visuals

## Output Snapshot :

Result Grid	Filter Rows:
segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



## Count of Products by Segment



## Insights :

- The "Notebook" segment has the **highest product diversity**, followed by "Accessories" and "Peripherals".
- This implies a strong focus on notebook variants, potentially due to high demand or wide customer preference in that segment.

# 4. Segment with Highest Product Growth in 2021

## Question :

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

## Query :

```
WITH Prod_cnt_2020 AS (  
    SELECT  
        segment,  
        COUNT(DISTINCT f.product_code) AS product_count_2020  
    FROM  
        dim_product p  
    JOIN  
        fact_sales_monthly f USING (product_code)  
    WHERE  
        fiscal_year = 2020  
    GROUP BY segment  
,  
Prod_cnt_2021 AS (  
    SELECT  
        segment,  
        COUNT(DISTINCT f.product_code) AS product_count_2021  
    FROM  
        dim_product p  
    JOIN  
        fact_sales_monthly f USING (product_code)  
    WHERE  
        fiscal_year = 2021  
    GROUP BY segment  
)
```

```
SELECT  
    segment,  
    product_count_2021,  
    product_count_2020,  
    product_count_2021 - product_count_2020 AS difference  
FROM  
    Prod_cnt_2020 c1  
JOIN  
    Prod_cnt_2021 c2 USING (segment)  
ORDER BY  
    difference DESC;
```

## Output Snapshot :


Result Grid	Filter Rows:	Export:	Wrap Cell Cx
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



# Conversion of Output to Visuals


## Output Snapshot :

Result Grid



Filter Rows:

Export:



Wrap Cell Co

	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

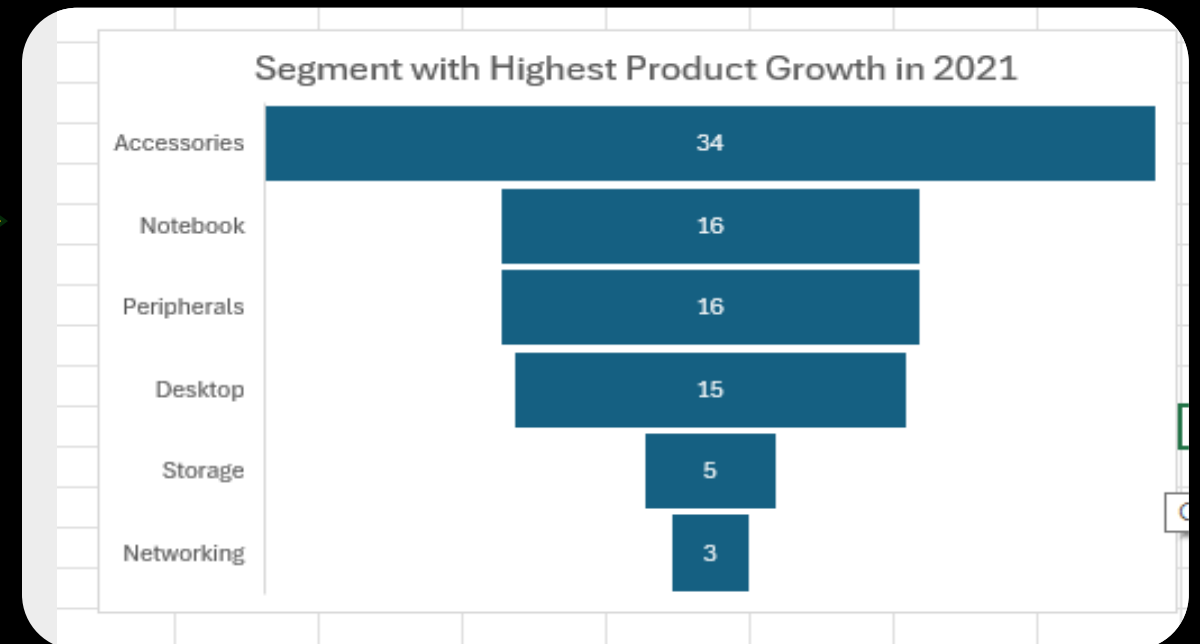
## Insights :

- **Accessories** showed the highest growth in unique products (2021 vs 2020):
- +34 products (**69 → 103**)
- Outperformed Notebooks (+16) and Peripherals (+16).

**Opportunity:** Focus on high-growth segments for R&D investment.

## Segment with Highest Product Growth in 2021

### Visual :



# 5.Highest and Lowest Manufacturing Cost Products

## Question :

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

## Query :

```
WITH manufacturing_cost AS (  
    SELECT  
        product_code,  
        product,  
        SUM(manufacturing_cost) AS manufacturing_cost  
    FROM  
        dim_product p  
    JOIN  
        fact_manufacturing_cost mf USING (product_code)  
    GROUP BY  
        product_code, product  
)
```

```
SELECT  
    product_code,  
    product,  
    manufacturing_cost  
FROM  
    manufacturing_cost  
WHERE  
    manufacturing_cost = (  
        SELECT MAX(manufacturing_cost) FROM manufacturing_cost  
    )  
    OR manufacturing_cost = (  
        SELECT MIN(manufacturing_cost) FROM manufacturing_cost  
    );
```

## Output Snapshot :

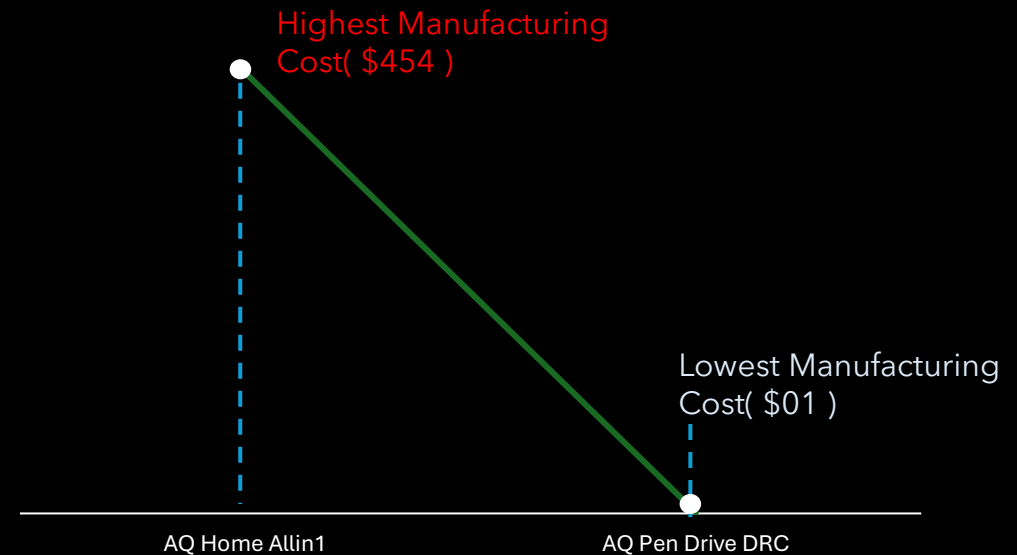
	product_code	product	manufacturing_cost
▶	A6018110103	AQ Home Allin1	454.2621
	A6818160202	AQ Pen Drive DRC	1.1494

# Conversion of Output to Visuals

## Output Snapshot :

Result Grid	Filter Rows:	Export:	W
product_code	product	manufacturing_cost	
A6018110103	AQ Home Allin1	454.2621	
A6818160202	AQ Pen Drive DRC	1.1494	

## Visual :



## Insights :

- **Highest Cost:** AQ Home Allin1 (₹454.26)
- **Lowest Cost:** AQ Pen Drive DRC (₹1.15)
- Insight: ~**400x** cost differential highlights product-tier diversification.

# 6.Top 5 Customers by Average Discount – India, 2021



## Question :

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,
    customer_code,
    AVG(pre_invoice_discount_pct) AS avg_discount_pct
FROM
    fact_pre_invoice_deductions p
JOIN
    dim_customer c USING (customer_code)
WHERE
    market = 'India'
    AND fiscal_year = 2021
GROUP BY
    customer, customer_code
ORDER BY
    avg_discount_pct DESC
LIMIT 5;
```

## Output Snapshot :

Result Grid     Filter Rows: <input type="text"/>			
	customer	customer_code	avg_discount_pct
▶	Flipkart	90002009	0.30830000
	Viveks	90002006	0.30380000
	Ezone	90002003	0.30280000
	Croma	90002002	0.30250000
	Amazon	90002016	0.29330000

# Conversion of Output to Visuals

## Output Snapshot :

Result Grid		Filter Rows:	
customer	customer_code	avg_discount_pct	
Flipkart	90002009	0.30830000	
Viveks	90002006	0.30380000	
Ezone	90002003	0.30280000	
Croma	90002002	0.30250000	
Amazon	90002016	0.29330000	

## Visual



## Insights :

- High discount rates (**29-31%**) indicate competitive retail environment
- **Flipkart** and **Amazon** presence **shows strong online channel strategy**
- Traditional retailers (**Viveks, Croma**) also receive competitive rates
- Discount strategy likely aimed at volume and market share gains

**Flags** : Potential margin leakages to review.

# 7.Monthly Gross Sales for "Atliq Exclusive"

## Question :

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.

## Query :

```
WITH GROSS_SALES AS (  
    SELECT  
        customer_code,  
        MONTH(DATE_ADD(date, INTERVAL 4 MONTH)) AS months,  
        fiscal_year,  
        gross_price * sold_quantity AS gross_sales  
    FROM  
        fact_sales_monthly  
    JOIN  
        fact_gross_price USING (product_code, fiscal_year)  
    WHERE  
        customer_code = '70002017' -- Replace with dynamic input if needed  
)  
SELECT  
    customer_code,  
    months,  
    fiscal_year,  
    ROUND(SUM(gross_sales), 2) AS Gross_Sales  
FROM  
    GROSS_SALES  
GROUP BY  
    customer_code, months, fiscal_year  
ORDER BY fiscal_year, months;
```

## Output Snapshot :

Result Grid   Filter Rows:   Export:				
	customer_code	months	fiscal_year	Gross_Sales
▶	70002017	1	2020	793519.73
	70002017	2	2020	1106747.44
	70002017	3	2020	1439573.17
	70002017	5	2020	846562.05
	70002017	6	2020	800597.22
	70002017	7	2020	73450.41
	70002017	9	2020	141688.37
	70002017	10	2020	373608.02
	70002017	11	2020	436498.13
	70002017	1	2021	2360693.45
	70002017	2	2021	3076991.32
	70002017	3	2021	3976591.75
	70002017	5	2021	2259788.98
	70002017	6	2021	2411259.77
	70002017	7	2021	2395109.96
	70002017	9	2021	2264978.50
	70002017	10	2021	2220452.71
	70002017	11	2021	2278277.53

# Conversion of Output to Visuals

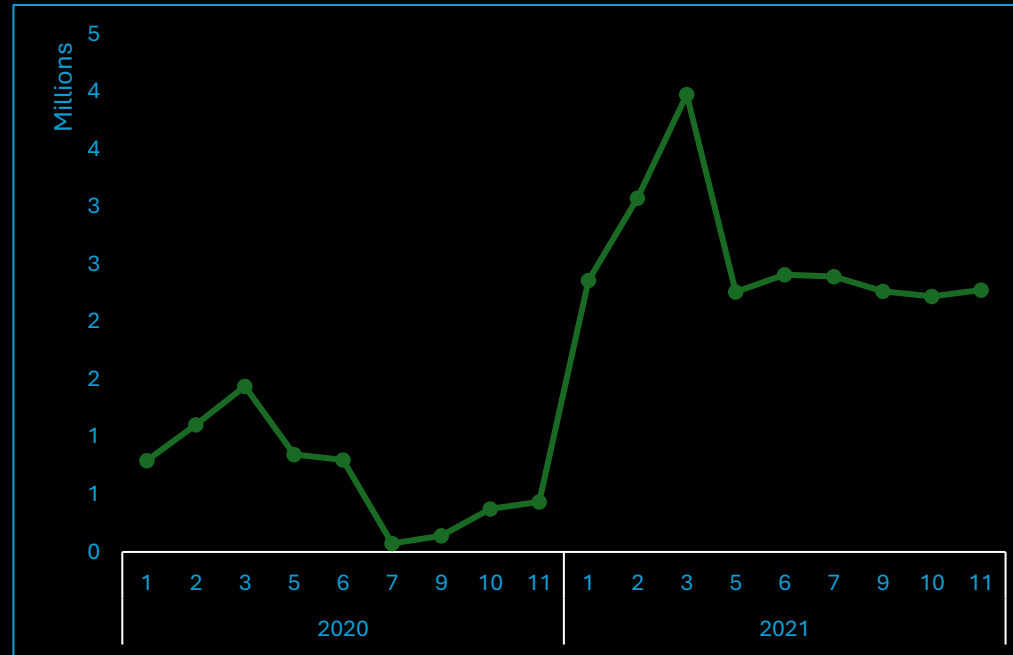
## Output Snapshot :

Result Grid		Filter Rows:	Export:	
	customer_code	months	fiscal_year	Gross_Sales
▶	70002017	1	2020	793519.73
	70002017	2	2020	1106747.44
	70002017	3	2020	1439573.17
	70002017	5	2020	846562.05
	70002017	6	2020	800597.22
	70002017	7	2020	73450.41
	70002017	9	2020	141688.37
	70002017	10	2020	373608.02
	70002017	11	2020	436498.13
	70002017	1	2021	2360693.45
	70002017	2	2021	3076991.32
	70002017	3	2021	3976591.75
	70002017	5	2021	2259788.98
	70002017	6	2021	2411259.77
	70002017	7	2021	2395109.96
	70002017	9	2021	2264978.50
	70002017	10	2021	2220452.71
	70002017	11	2021	2278277.53

Result 145



## Gross Sales Trend



## Insights :

- The spike in **Quarter-1**, Fiscal Month 3 (November) aligns with major Indian festivals like **Diwali, Chhath Puja**, and **e-commerce mega-sales events** like **Amazon's Great Indian Festival** and **Flipkart's Big Billion Sale**. These contribute significantly to heightened consumer activity and product demand.

# 8.Top Sales Quarter in 2020

## Question :

In which quarter of 2020, got the maximum total\_sold\_quantity?

## Query :

```
WITH qtr AS (  
  SELECT  
    CEIL(MONTH(DATE_ADD(date, INTERVAL 4 MONTH)) / 3) AS quarter,  
    fiscal_year,  
    SUM(sold_quantity) AS total_sold_quantity  
  FROM  
    fact_sales_monthly  
  WHERE  
    fiscal_year = 2021  
  GROUP BY  
    quarter  
)  
  
SELECT  
  quarter,  
  total_sold_quantity  
FROM  
  qtr  
WHERE  
  total_sold_quantity = (  
    SELECT MAX(total_sold_quantity) FROM qtr  
  );
```

## Output Snapshot :

Result Grid			Filter Rows:
	Quarter	total_sold_quantity	
▶	1	7005619	

## Insights :

- While comparing with sales, **Q1 alone contributes 43.5% of the total annual sales**, indicating that the **September to November window** is a high-opportunity period for targeted campaigns, promotional offers, and inventory ramp-up.



# 9.Top Channel by Gross Sales and Its Contribution (2021)

## Question :

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

## Query :

```
WITH channel_sales AS (  
    SELECT  
        channel,  
        ROUND(SUM(gross_price * sold_quantity) / 1000000, 2) AS gross_sales_mln  
    FROM  
        fact_sales_monthly s  
    JOIN  
        fact_gross_price g USING (product_code, fiscal_year)  
    JOIN  
        dim_customer c USING (customer_code)  
    WHERE  
        fiscal_year = 2021  
    GROUP BY channel  
,  
channel_sales_pct AS (  
    SELECT  
        channel,  
        gross_sales_mln,  
        ROUND(  
            gross_sales_mln * 100 / (SELECT SUM(gross_sales_mln) FROM channel_sales), 2  
        ) AS percentage  
    FROM  
        channel_sales  
)
```

## Output :

```
SELECT  
    channel,  
    gross_sales_mln,  
    percentage  
FROM  
    channel_sales_pct  
WHERE  
    gross_sales_mln = (  
        SELECT MAX(gross_sales_mln) FROM channel_sales  
    );
```

Result Grid			
Filter Rows:			
	channel	gross_sales_mln	percentage
▶	Retailer	1219.08	73.23

## Insights :

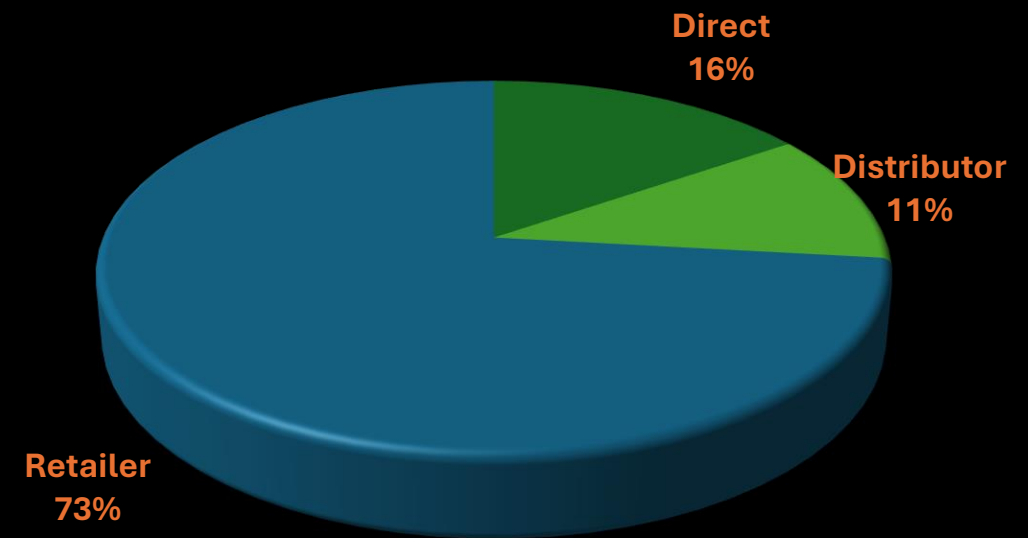
- The **Retail channel dominates the revenue distribution**, contributing a massive **73.23% of total gross sales (\$1.22B)** in 2021
- This highlights Retail as the **primary sales driver** for the business.
- In contrast, **Direct sales contribute 15.47%** and **Distributor sales just 11.30%**, suggesting that while they play supporting roles, they may have **growth potential** or require **channel-specific strategies**

### ✓ Actionable Recommendation:

- Focus on **strengthening the Retail channel** further, as it delivers the majority of sales.
- Evaluate opportunities to **scale Direct and Distributor channels** through better partner engagement, training, or marketing support.

## Output :

Result Grid	Filter Rows:	Export:
channel	gross_sales_MLN	percentage_contribution
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30



**TOP CHANNELS CONTRIBUTION**

# 10.Top 3 Best-Selling Products per Division (2021)

## Question :

Get the Top 3 products in each division that have a hightotal\_sold\_quantity in the fiscal\_year 2021?

## Query :

```
WITH top_products_by_division AS (
    SELECT
        division,
        product_code,
        product,
        SUM(sold_quantity) AS total_sold_quantity,
        DENSE_RANK() OVER (
            PARTITION BY division
            ORDER BY SUM(sold_quantity) DESC) AS rank_order
    FROM fact_sales_monthly
    JOIN dim_product USING (product_code)
    WHERE
        fiscal_year = 2021
    GROUP BY division, product_code, product
)
SELECT
    division,
    product_code,
    product,
    total_sold_quantity,
    rank_order
FROM
    top_products_by_division
WHERE
    rank_order <= 3;
```

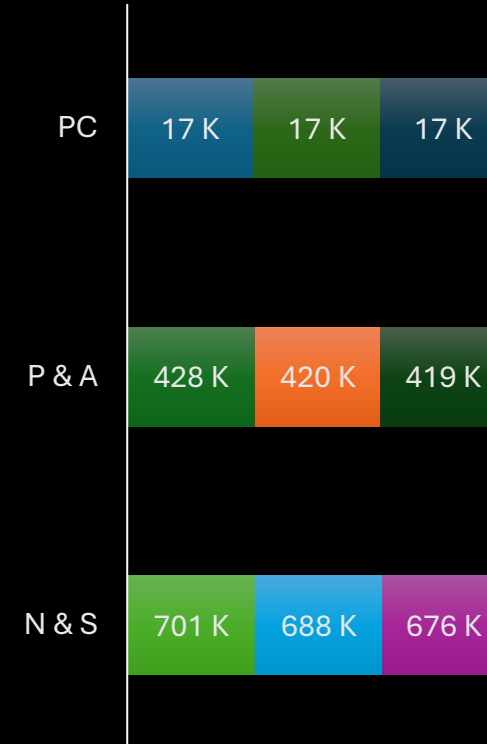
## Output :

Result Grid   Filter Rows:   Export:   Wrap Cell Content:					
	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110202	AQ Digit	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digit	17275	3

# Conversion of Output to Visuals

## Output Snapshot :

Result Grid		Filter Rows:		Export:		Wrap Cell Content:	FA
	division	product_code	product	total_sold_quantity	rank_order		
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1		
	N & S	A6818160202	AQ Pen Drive DRC	688003	2		
	N & S	A6819160203	AQ Pen Drive DRC	676245	3		
	P & A	A2319150302	AQ Gamers Ms	428498	1		
	P & A	A2520150501	AQ Maxima Ms	419865	2		
	P & A	A2520150504	AQ Maxima Ms	419471	3		
	PC	A4218110202	AQ Digit	17434	1		
	PC	A4319110306	AQ Velocity	17280	2		
	PC	A4218110208	AQ Digit	17275	3		



## Insights :

### Sales Volume Alone Doesn't Tell the Full Story

- **N & S Division** alone sold over **2 million units**, dominating the volume charts – driven by high-demand products like **Pen Drives**.
- However, even with such massive volume, this doesn't always reflect in overall revenue...
- ➡ **This opens the door to a deeper insight – looking at Gross Sales reveals a very different picture.**

### Top products By Sold Quantity

# Conversion of Output to Visuals

## Output Snapshot :

division	product_code	product	Total_sold_Qty	Gross_sales_Mln	rnk
N & S	A6720160103	AQ Pen Drive 2 IN 1	2318444	102.29	1
N & S	A6818160201	AQ Pen Drive DRC	2256208	67.33	2
N & S	A6419160301	AQ Clx1	1459392	265.70	3
P & A	A2319150302	AQ Gamers Ms	1367268	115.52	1
P & A	A2219150204	AQ Master wireless x1 Ms	1364642	100.90	2
P & A	A2319150306	AQ Gamers Ms	1363062	145.56	3
PC	A4218110202	AQ Digit	52024	111.84	1
PC	A4319110306	AQ Velocity	51956	137.37	2
PC	A4118110107	AQ Aspire	51926	98.19	3

## Insights :

### High Revenue Doesn't Always Mean High Sales Volume

- Despite selling **only ~156K units**, the **PC division** generated **~₹347 million**, nearly matching N & S which sold **6 million+ units**.
- This indicates PC products (likely premium laptops or accessories) have a **much higher price point**, contributing significantly to revenue with lower volume.
- **Strategic takeaway:** PC division products are **high-margin**, and deserve focused investment despite lower unit movement.

## Top products By Sold Quantity and Gross Price

