CONSUMER GOODS AD-HOC INSIGHTS

Presented By

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AGENDA

1. About Company

2. Objective

3. Ad-hoc requests Analysis

OUR COMPANY

Atliq Hardware is a prominent computer hardware manufacturer, catering to markets in India and 26 other countries worldwide. Our product range spans three key divisions: Peripherals and accessories, PC, and Networking and storage. With a robust presence, we serve a diverse clientele, including renowned names like Neptune, Sage, Leader, and Vijay Sales, totaling 74 customers across various markets and countries.

OBJECTIVE

Support the management team in gaining deeper insights into the business and make informed, data-driven decisions to enhance business scalability.
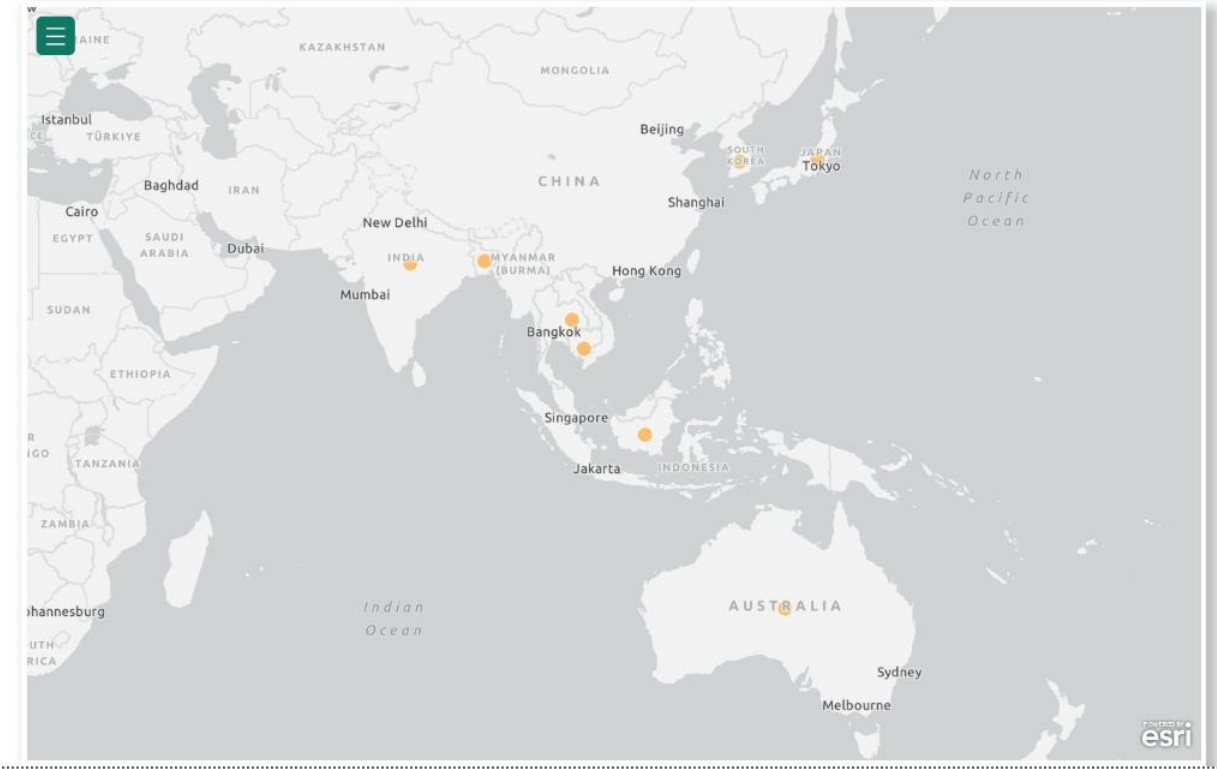
THE DATA

The input data includes sales data for both FY 2020 and FY 2021, along with various dimension tables such as customer details, product details, and more.

Request 1: Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region

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

- **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

INSIGHTS

In FY 2020, we had a total of 245 products. In FY 2021, the number of products increased by 36%, reaching a total of 334.

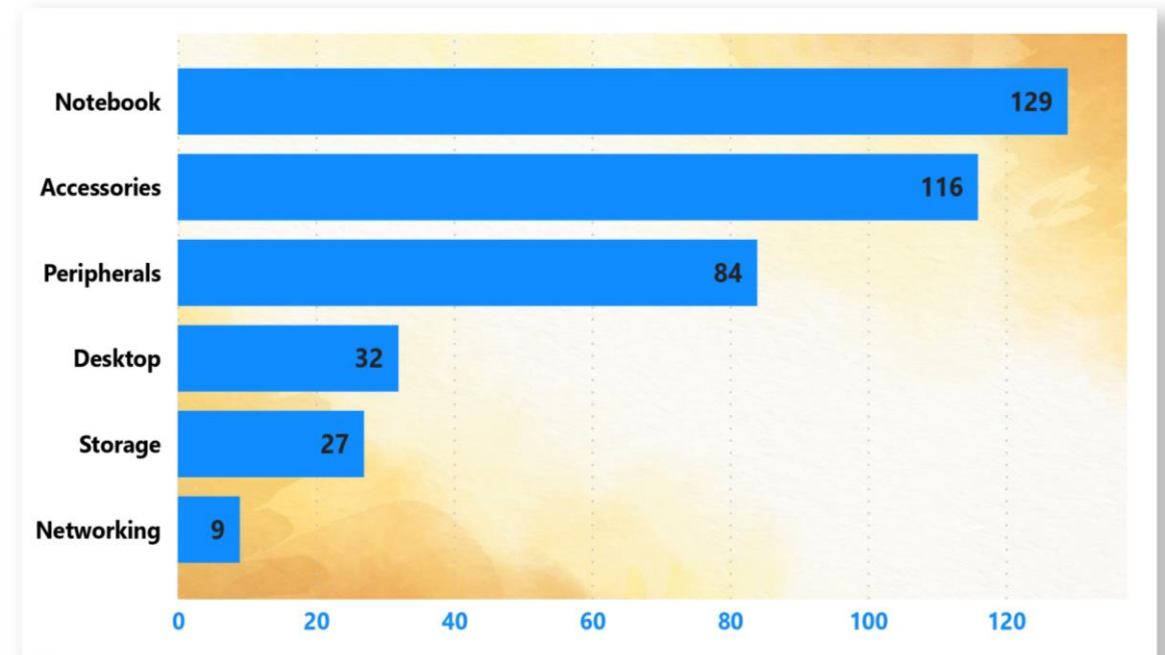Unique Products 2021
Vs
Unique Products 2020
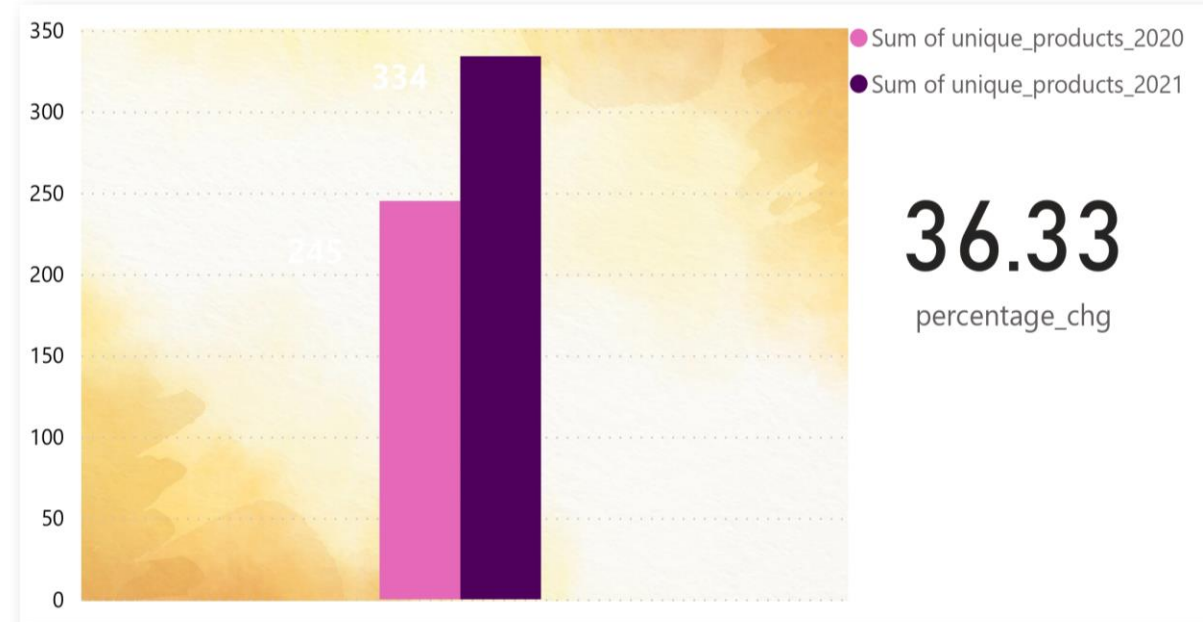
- **Request 3**: Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields:

- segment, product_count

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

INSIGHTS

- At Atliq Hardware, a diverse product range includes Notebooks, Accessories, and Peripherals (average: 110), while Desktop, Storage, and Network segments have an average of 23 products each.

- The Atliq hardware product team should focus on Redesigning the products to meet modern standards, and innovation is key for a competitive edge.

Unique **product counts** for each **segment**

- <mark>Request 4</mark>: 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	unique_products_2020	unique_products_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

INSIGHTS

- Accessories segment led with 34 new products.

- Notebook and Peripherals each added 16.

- Desktop segment expanded from 7 to 22.

- Networking segment introduced 3 new products since 2020.

2020-2021: **Unique product differences by segment.**
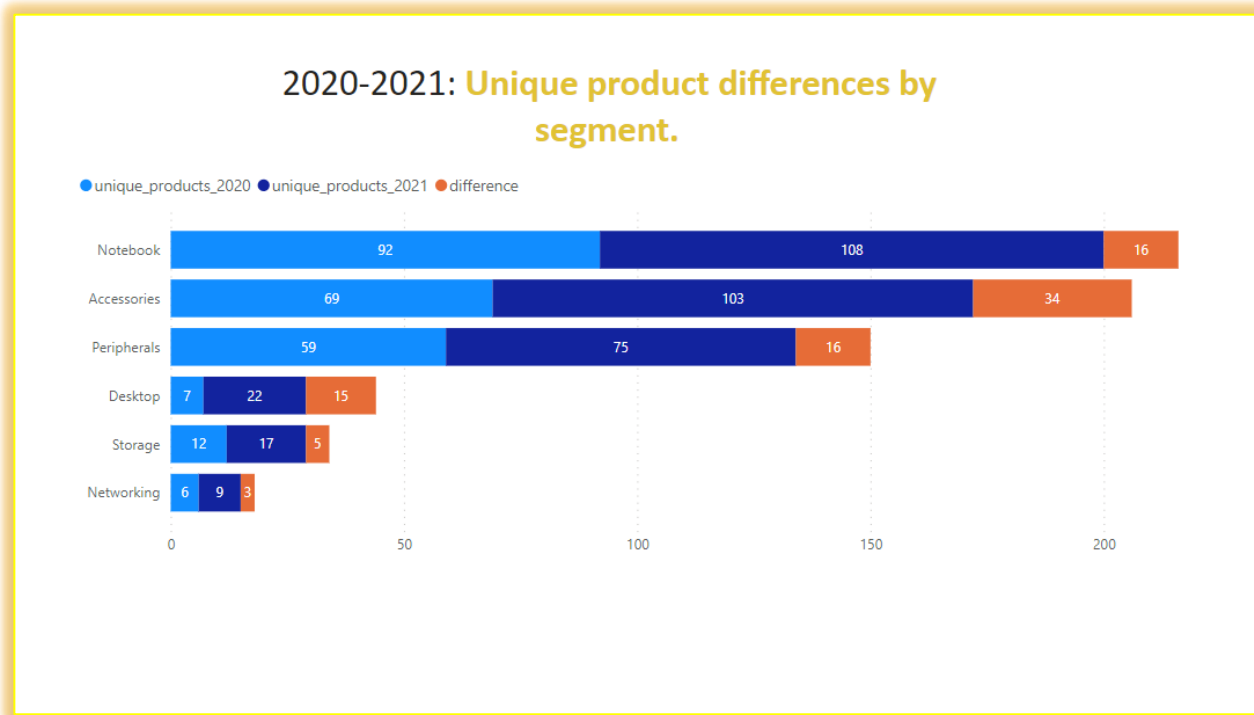
- **Request 5**: Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields:

- product_code, product, manufacturing_cost

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

INSIGHTS

The manufacturing cost is highest for AQ HOME Allin1 Gen 2 (Plus 3) in the Personal Desktop category, while it is the lowest for AQ Master wired x1 Ms (Standard 1) in the Mouse category.

- **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	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33

INSIGHTS

- In 2021, the pre-invoice discount percentages were nearly the same for AtliQ's top 5 customers.

- Flipkart received the highest discount among Indian market customers, at 30.83%.

FY 2021
Top 5 Indian customers with highest average discount percentage.

Amazon 29.33
Flipkart 30.83
Croma 30.25
Viveks 30.38
Ezone 30.28
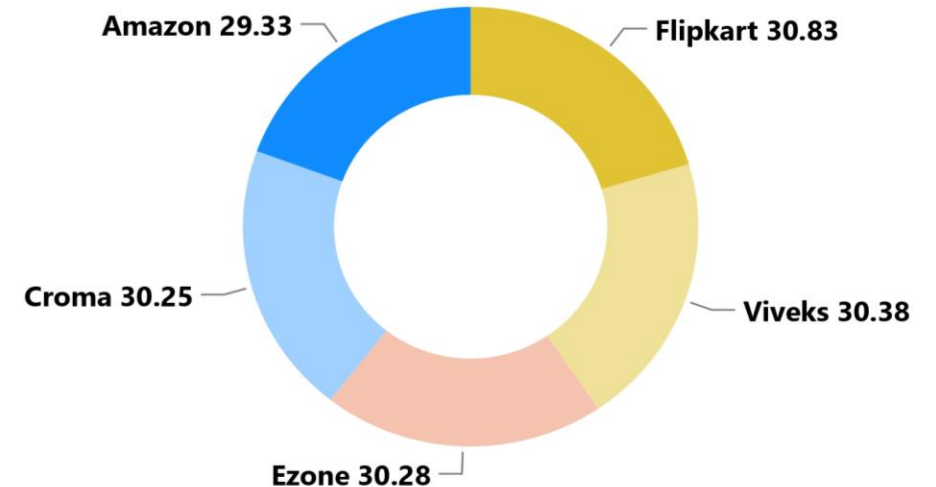
- Request 7: Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month, Year, Gross sales Amount

months	years	gross_sales_amount_mln
September	2019	4.50
October	2019	5.14
November	2019	7.52
December	2019	4.83
January	2020	4.74
February	2020	4.00
March	2020	0.38
April	2020	0.40
May	2020	0.78
June	2020	1.70
July	2020	2.55
August	2020	2.79
September	2020	12.35
October	2020	13.22
November	2020	20.46
December	2020	12.94
January	2021	12.40
February	2021	10.13
March	2021	12.14
April	2021	7.31
May	2021	12.15
June	2021	9.82
July	2021	12.09
August	2021	7.18

INSIGHTS

- Atliq Exclusive Store made the most sales in November 2020 with $20.46 million but had the lowest sales of $0.38 million in March 2020.

- Sales were low from March to August due to the pandemic and store closures.

- Sales improved from September 2020 onwards as lockdown restrictions eased and the festive season began.

Monthly Gross sales amount for **AtliQ Exclusive**
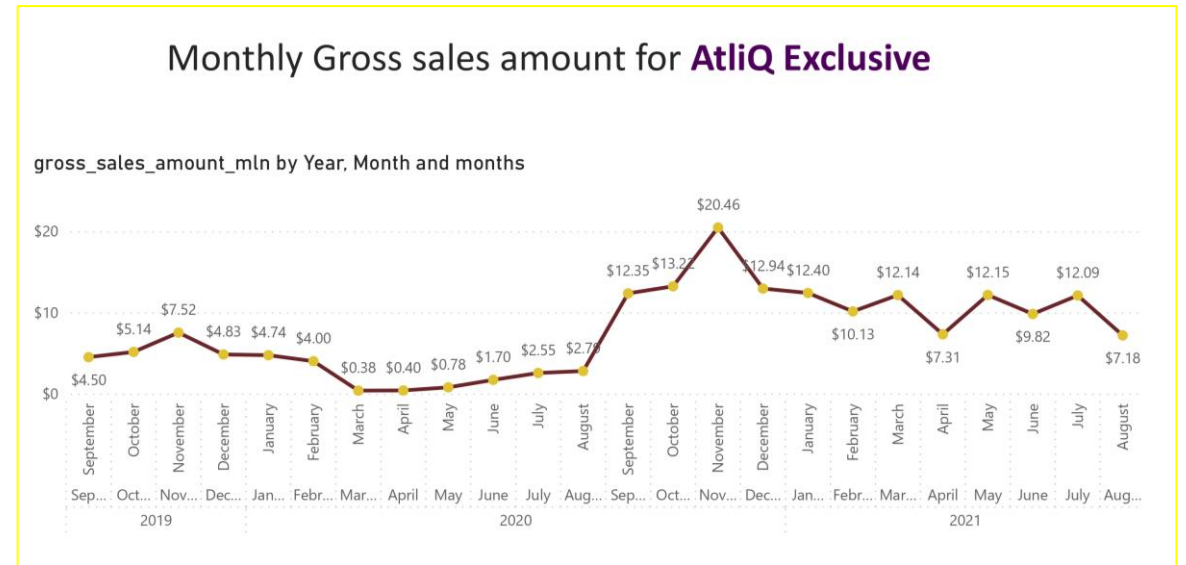
- **Request 8**: In which quarter of 2020, got the maximum total_quantity_sold? The final output contains these fields sorted by the total_quantity_sold:

- Quarter, total_quantity_sold

| quarter_sold_quantity	sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

INSIGHTS

- Most products were sold the most in Q1 (September-November) of FY 2020.

- Sales went down in Q3 (March-May) due to the pandemic.

- Sales started going up again in Q4 (June-August).

Total sold quantity in FY 2020 by Quarter

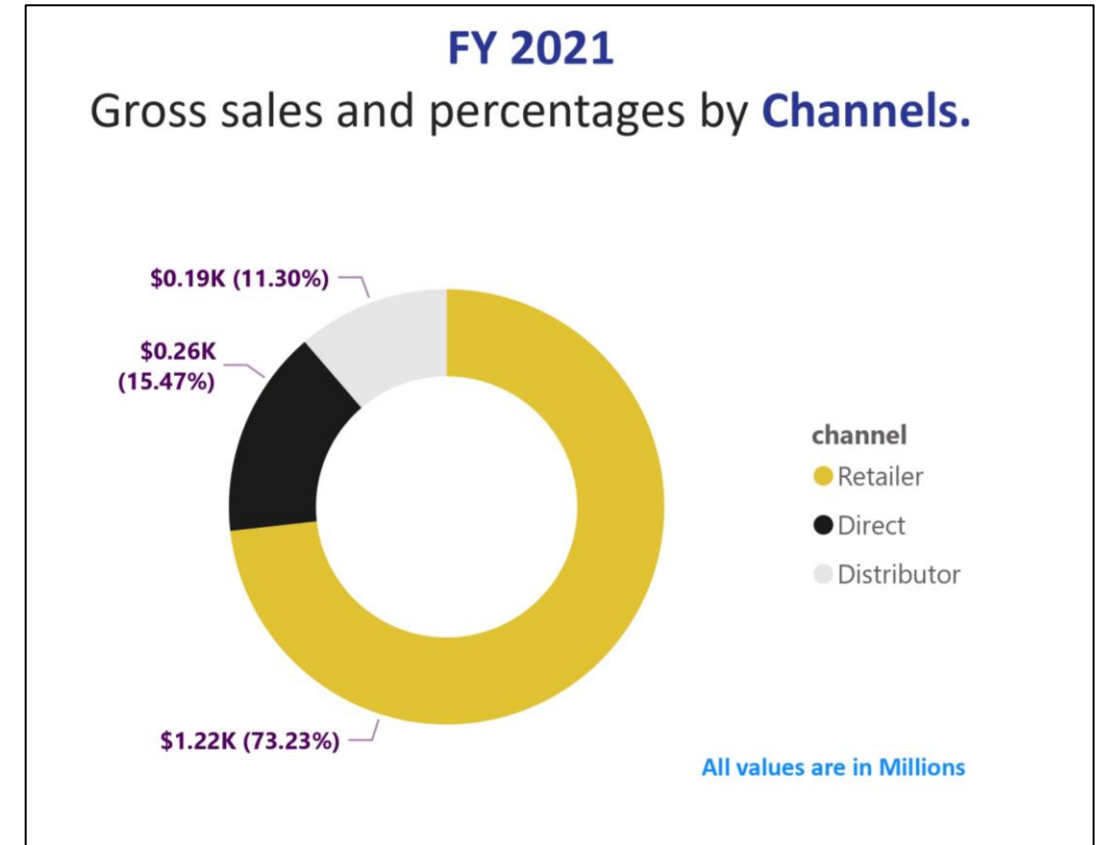| Quarter	sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087
Total	**20772889**

sold_quantity by Quarter
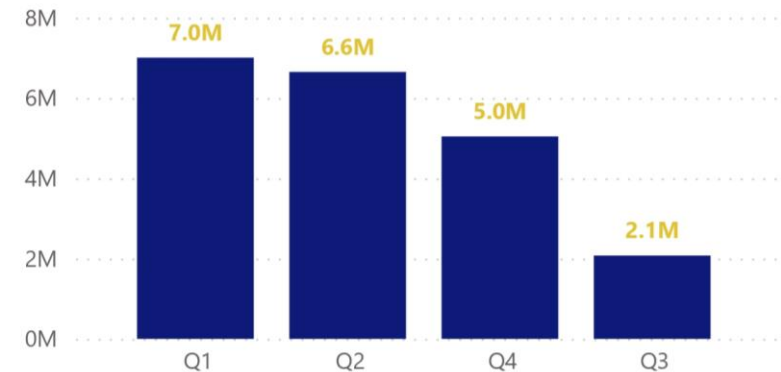
- Request 9: Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields:

- channel, gross_sales_mln, percentage

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

INSIGHTS

- Most of the sales, about 75% of the total, occurred through retailers. A small portion of the sales came from direct and distributor channels.


FY 2021
Gross sales and percentages by **Channels.**

$0.19K (11.30%)
$0.26K (15.47%)
$1.22K (73.23%)

channel
- Retailer
- Direct
- Distributor

All values are in Millions

- <mark>Request 10</mark>: 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_qty	drnk
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

- In FY 2021, AQ Pen Drive 2 IN 1 was the best-selling product for N&S, with a total of 7,01,373 units sold. It was followed by two variants of AQ Pen Drive DRC, with 6,88,003 and 6,76,245 units sold, respectively.

- For P&A, the top-selling product was AQ Gamers Ms, with 4,28,498 units sold, followed by two variants of AQ Maxima Ms.

- In the PC division, AQ Digit PC was the top-selling product, with 17,434 units sold. The company could consider strategic decisions to enhance sales in the PC division.

N&S
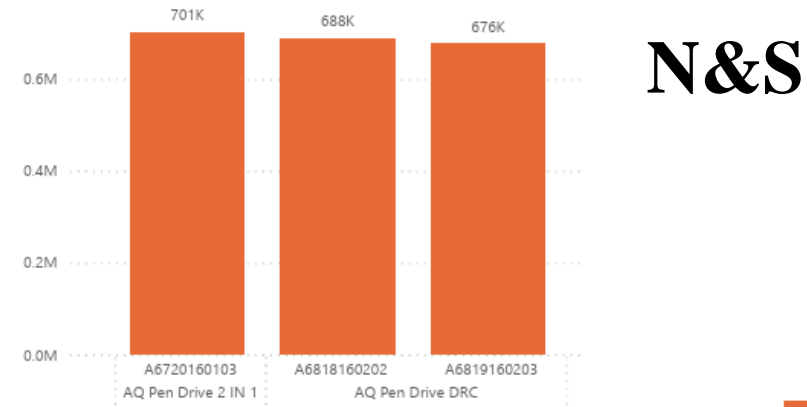
P&A
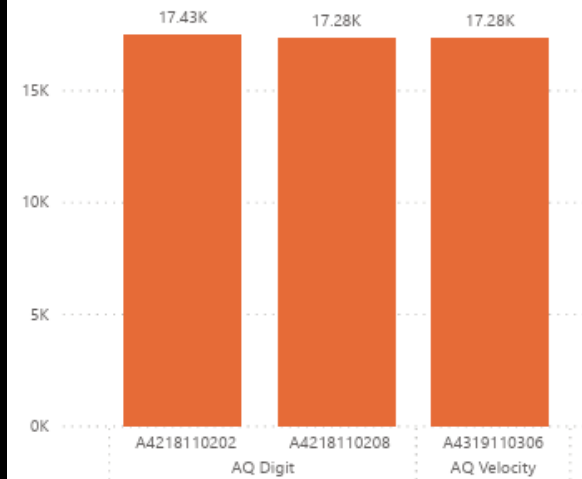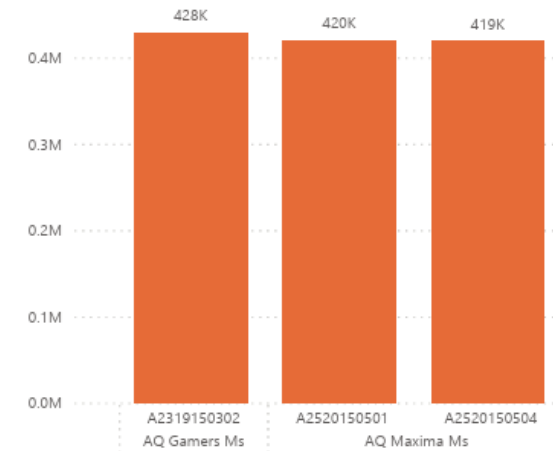
PC

THE END

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