# Consumer Goods Ad_Hoc insights

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# Agenda

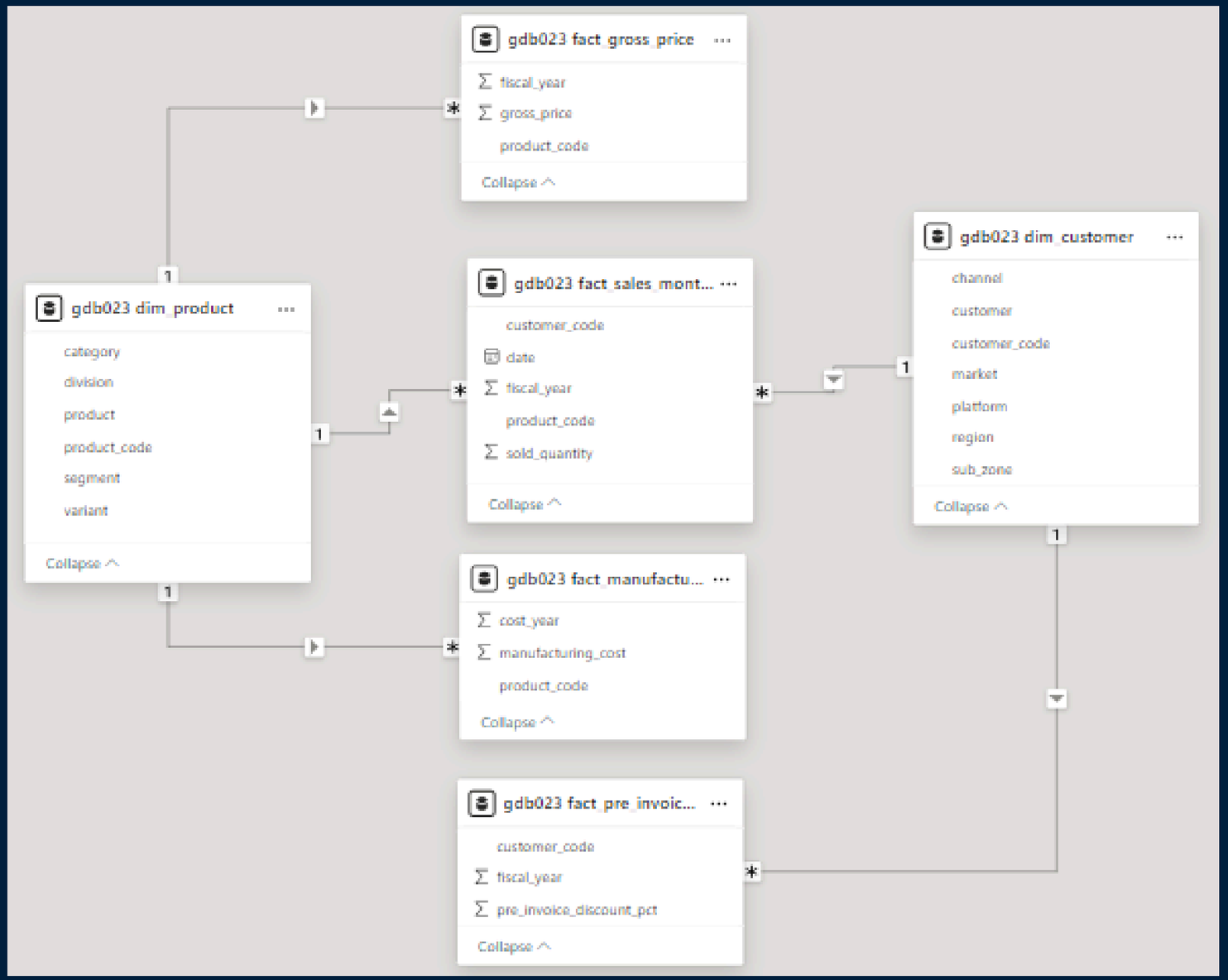
- About Atliq
- About dataset
- Tools and Technologies
- Ad Hoc Insights

# About Atliq

- Atliq Hardware (Fictional Company) manufactures and sells personal computers, laptops, and peripherals worldwide (Like Dell , HP etc.)
- They operate multiple manufacturing units, distributing products globally.
- The problem statement is to furnish the adhoc request so that quick decisions can be made in regard to the business.
- Atliq’s fiscal year starts at September and ends at August

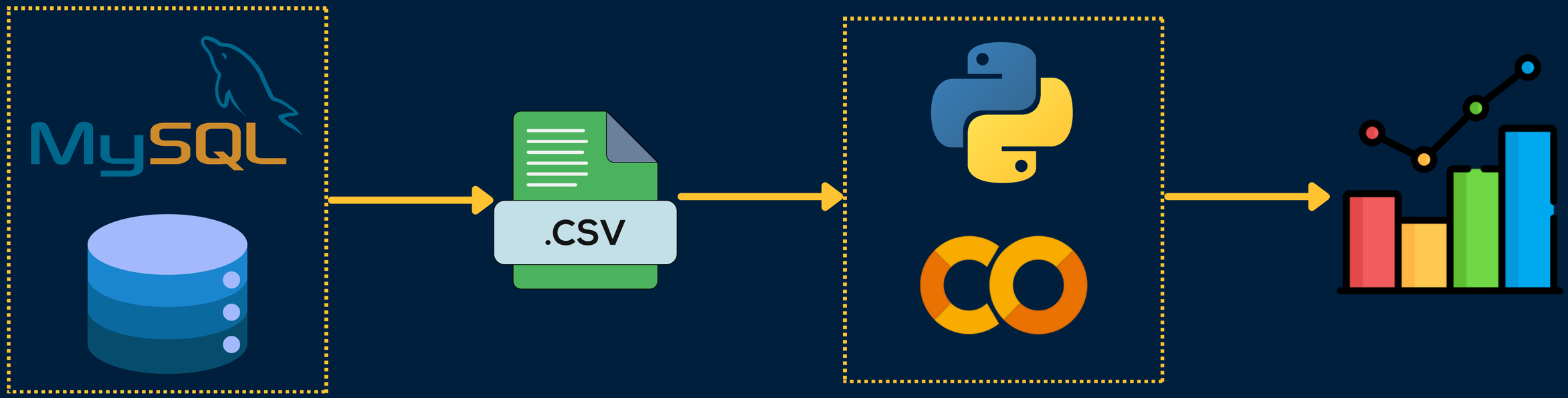
# About Dataset

The Dataset has transactional data of sales and its allied infomation for the fiscal Year 2020 and 2021



# Tools and Technologies used

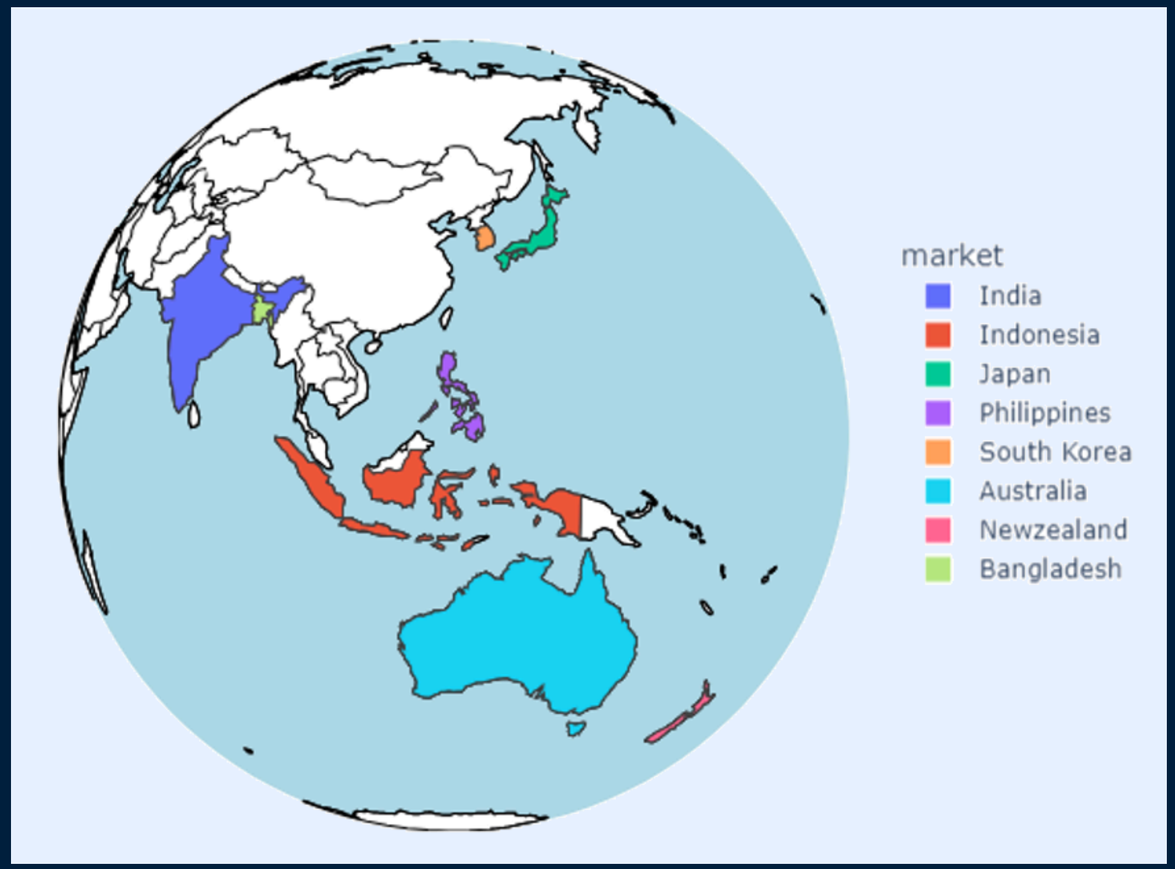
- The Ad_hoc questions are solved in SQL through MySQL workbench
- The insights are retrived as a solution csv file
- These csv files are used to create visualsation in python through Google collab



# Ad Hoc Insights

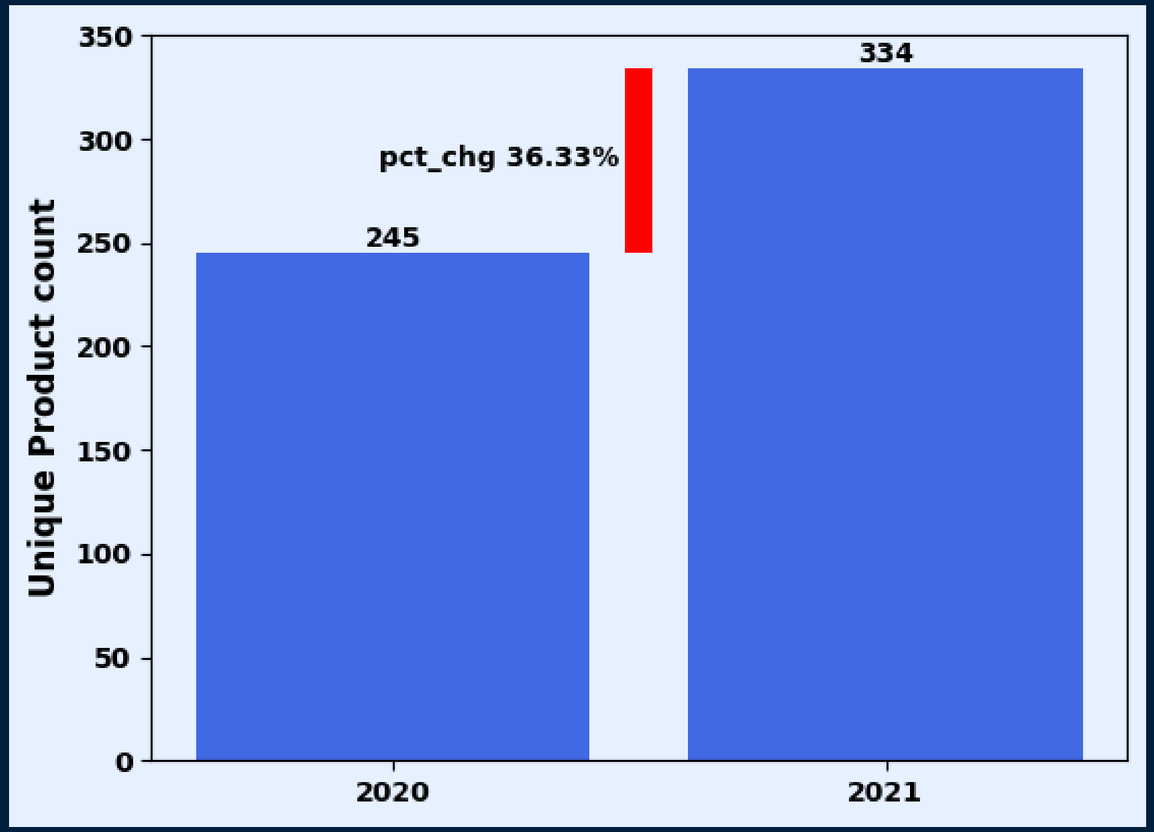
# 1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Atliq Exclusive has a significant presence in APAC region with markets in major countries in the region



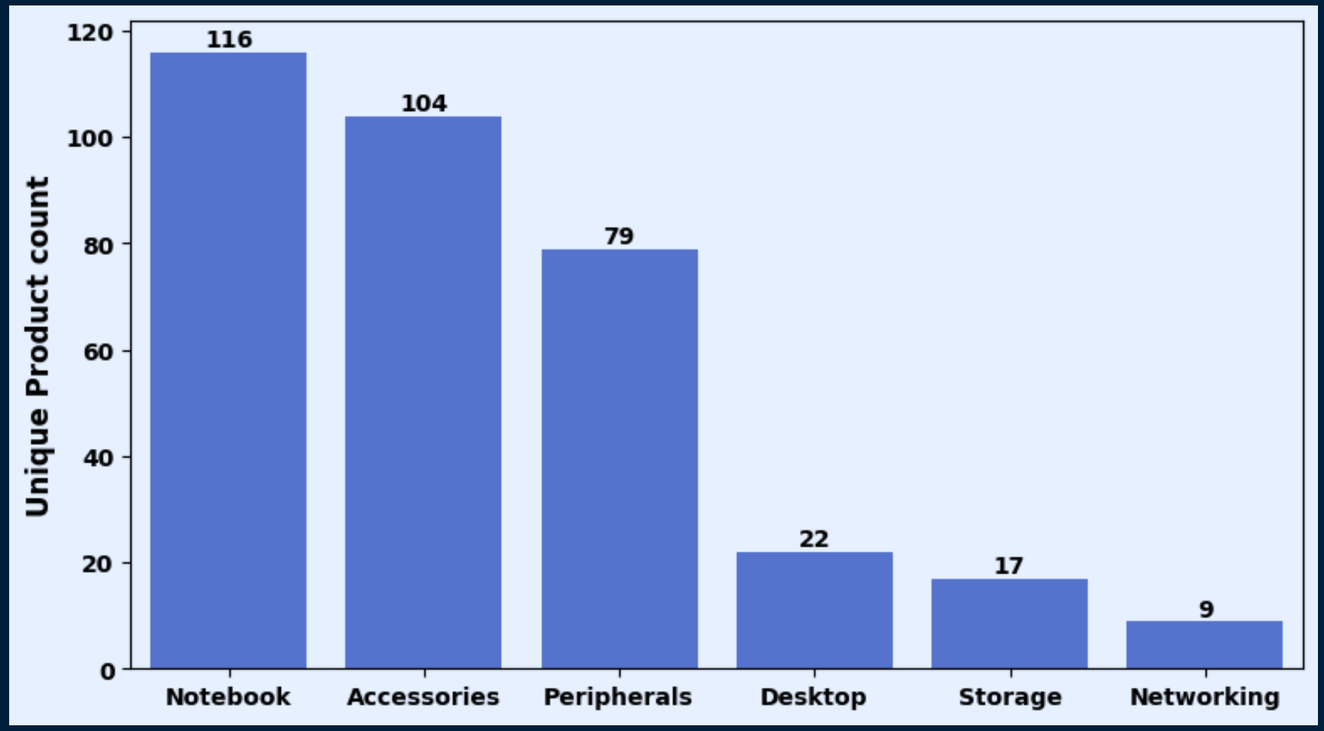
# 2. What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields unique_products_2020, unique_products_2021 percentage_chg

There is a significant increase in the product count of 2021 compared to 2020. We see a 36.33 % unique product increase



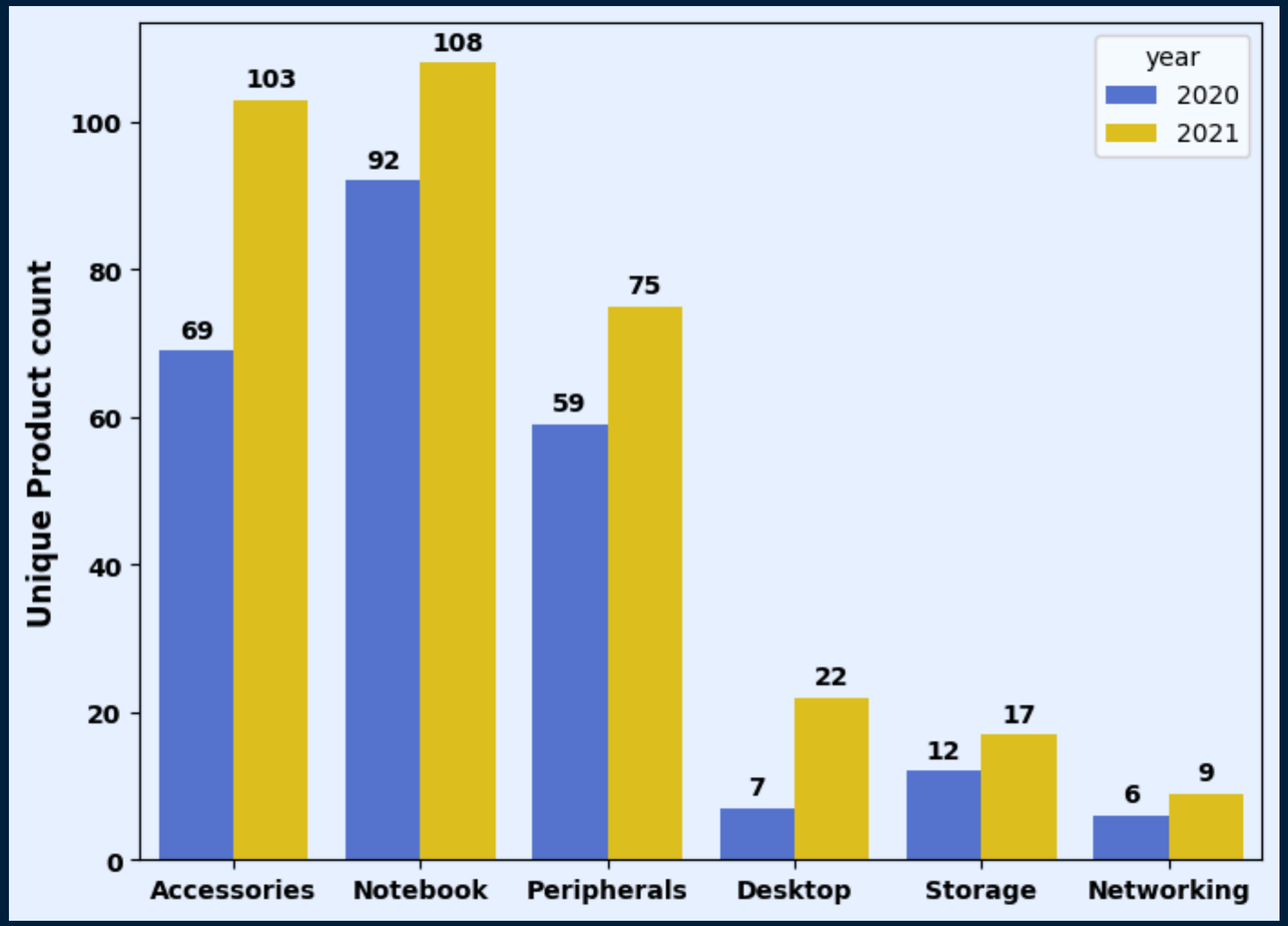
# 3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields segment, product_count

We see a high product count in the notebook segment and a low product count in the networking segment

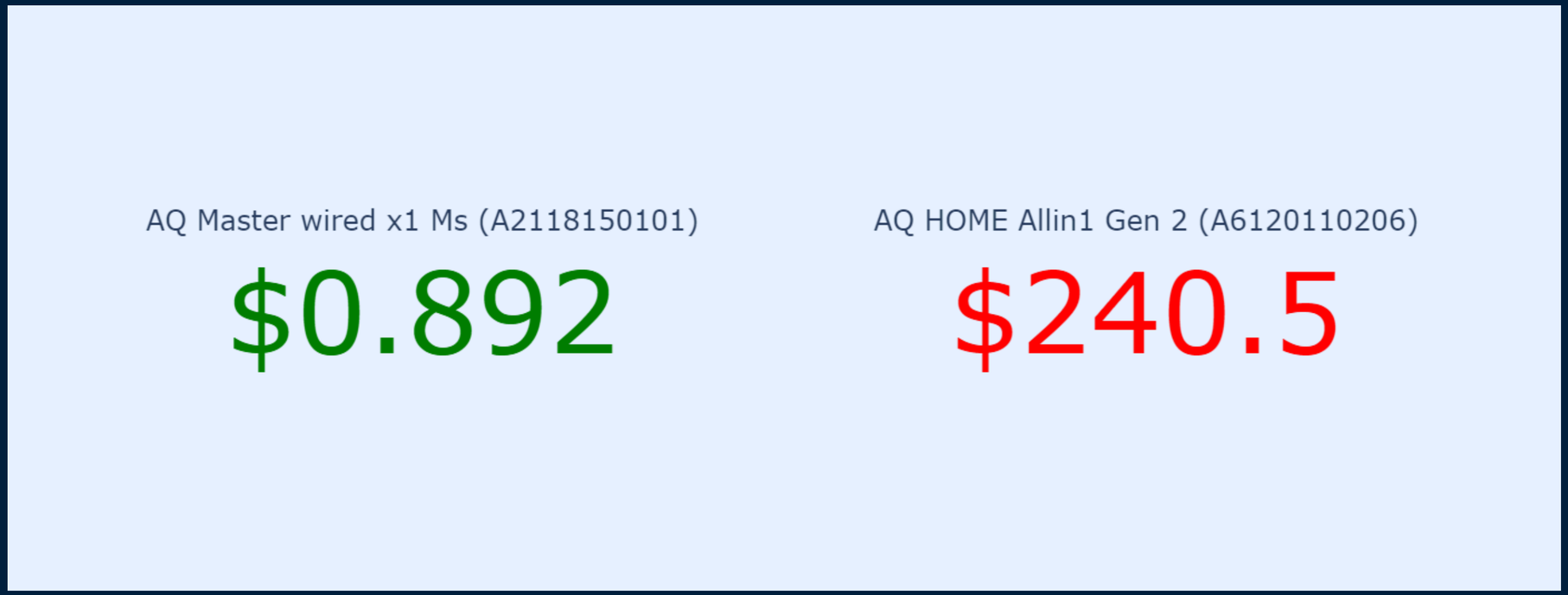


# 4. Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment, product_count_2020, product_count_2021, difference

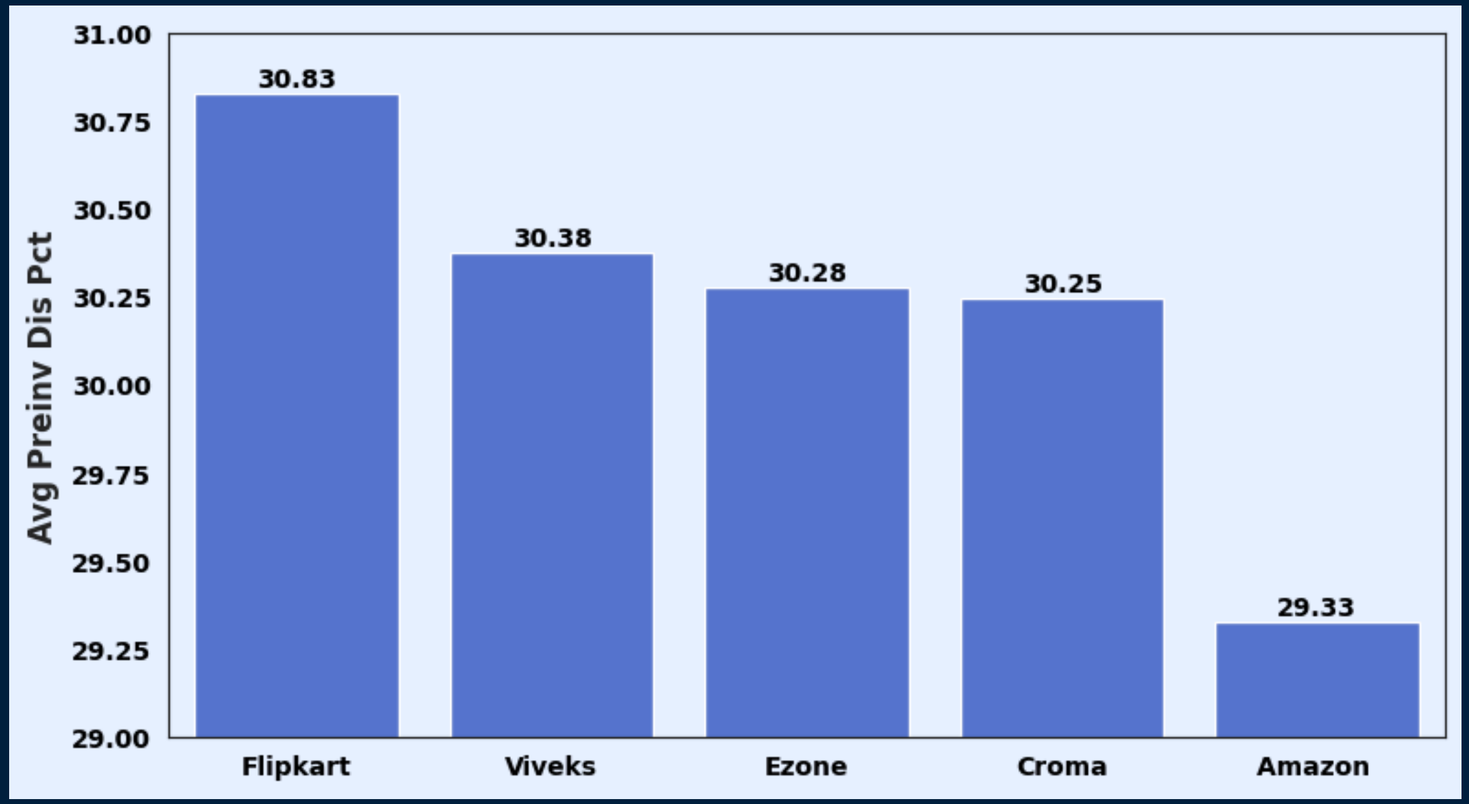
Accessories segment had the most increase of products in 2021 compared to 2020



# 5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product_code product manufacturing_cost

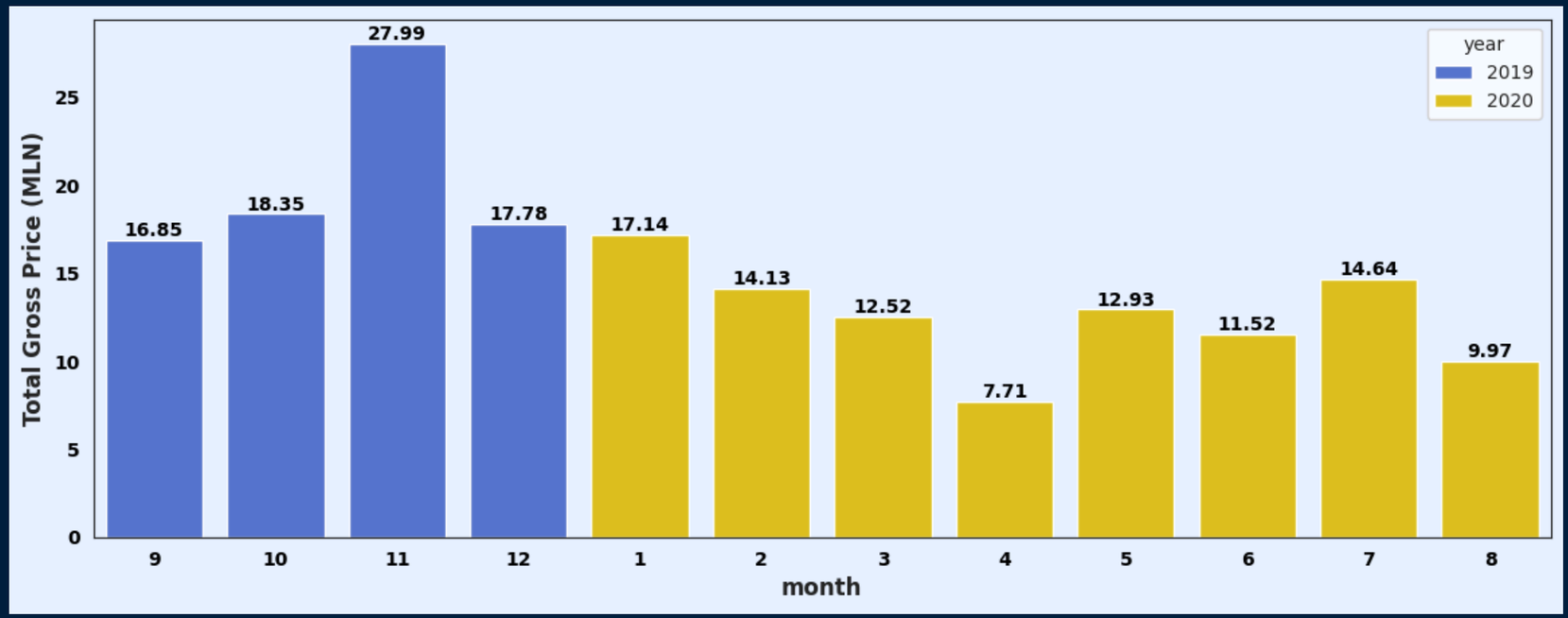


6. Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer_code customer average_discount_percentage



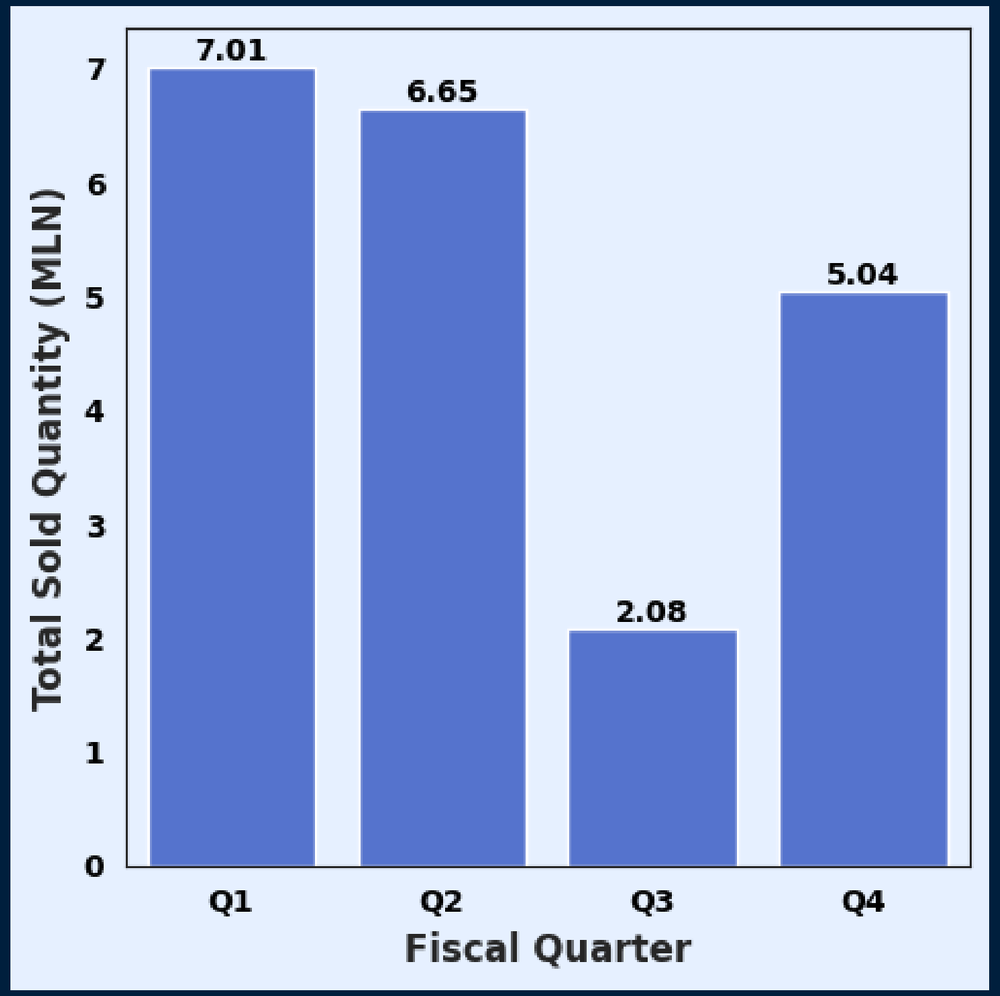
# 7. Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount

Nov 2019 is the best performing month and Apr 2020 is the worst performing month based on gross sales



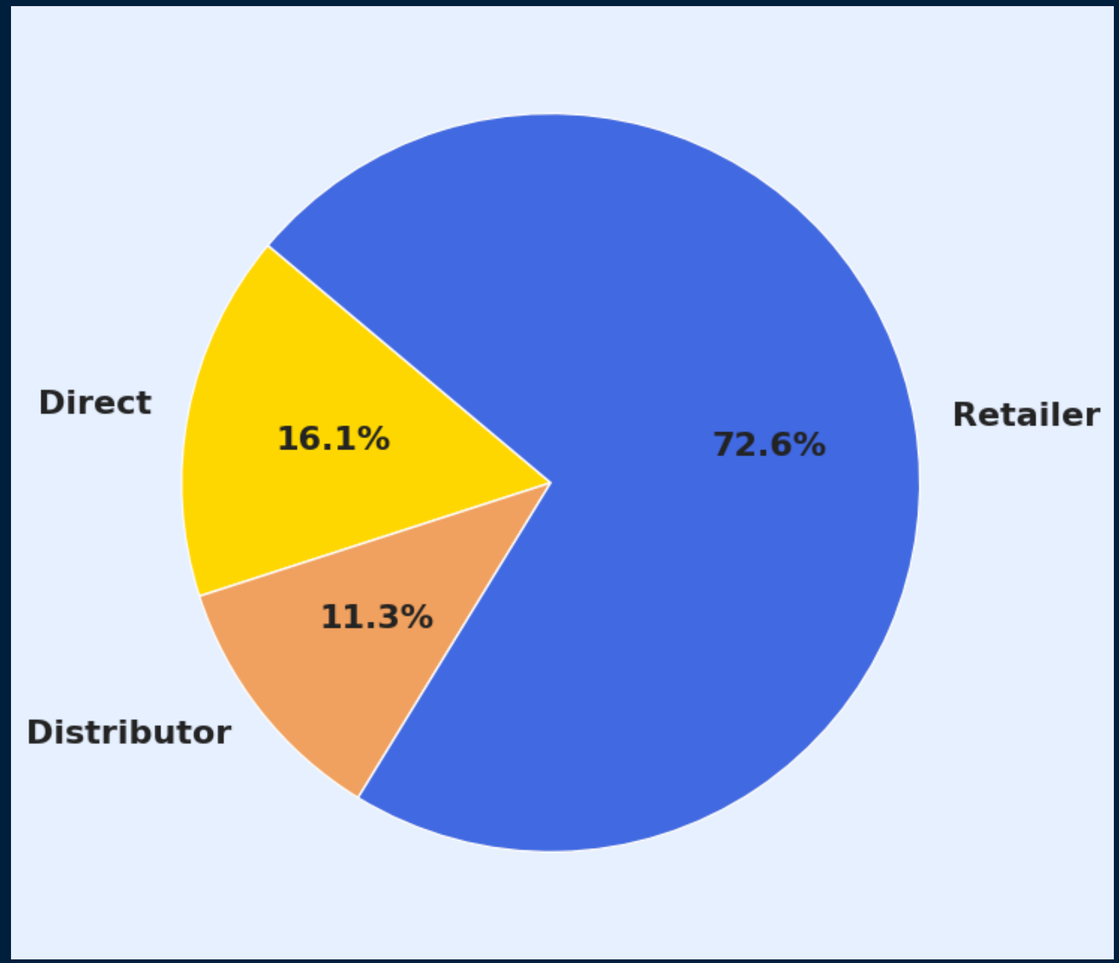
8. In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, Quarter total_sold_quantity

Fiscal Quarter Q1 has the maximum sold quantity for fiscal year 2020.

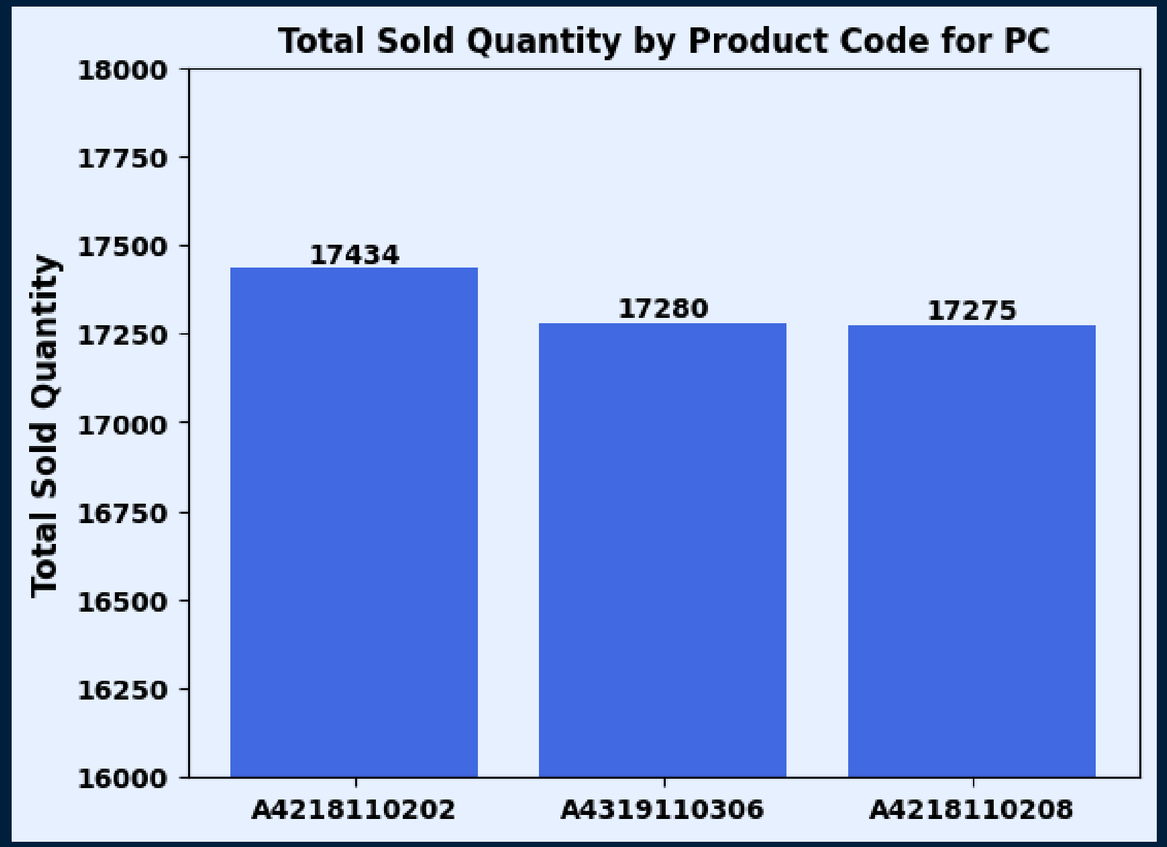


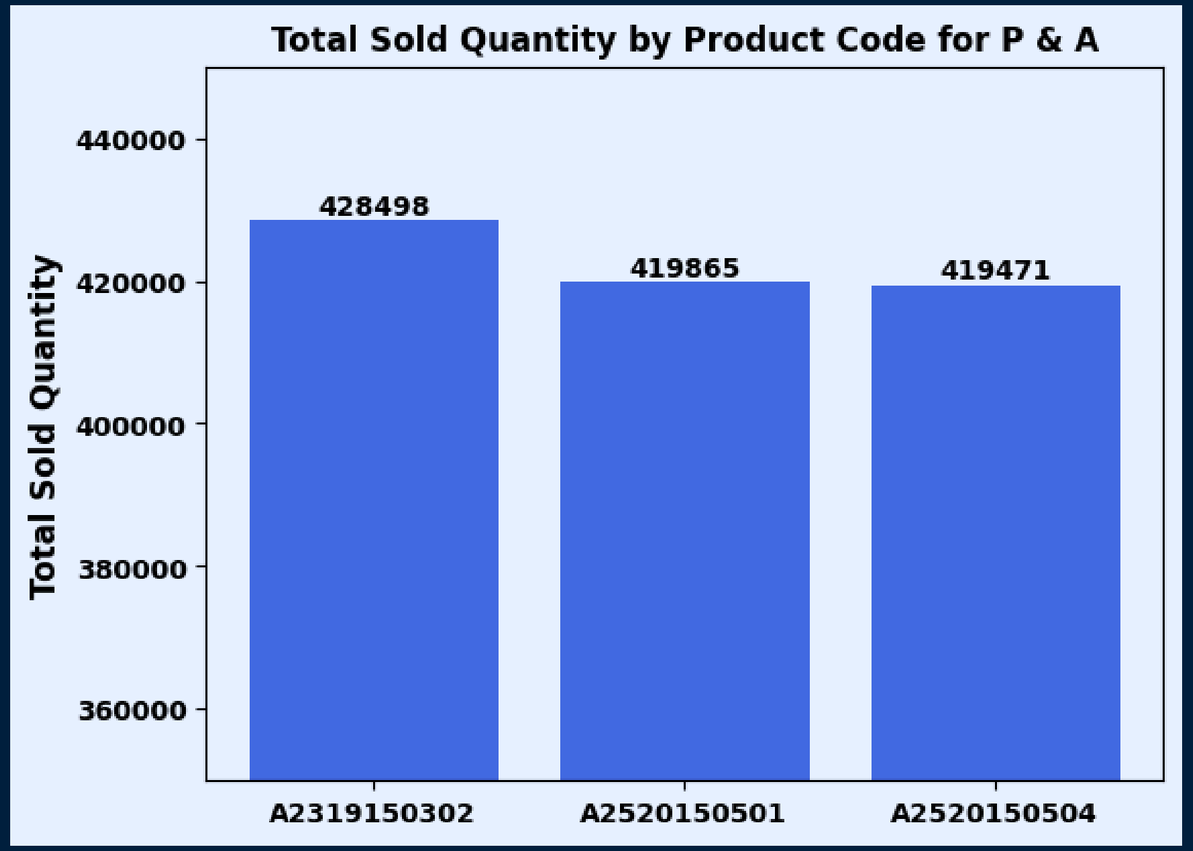
# 9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel gross_sales_mln percentage

Retailer had the highest percentage contribution in FY 2021 in terms of gross sales



# 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



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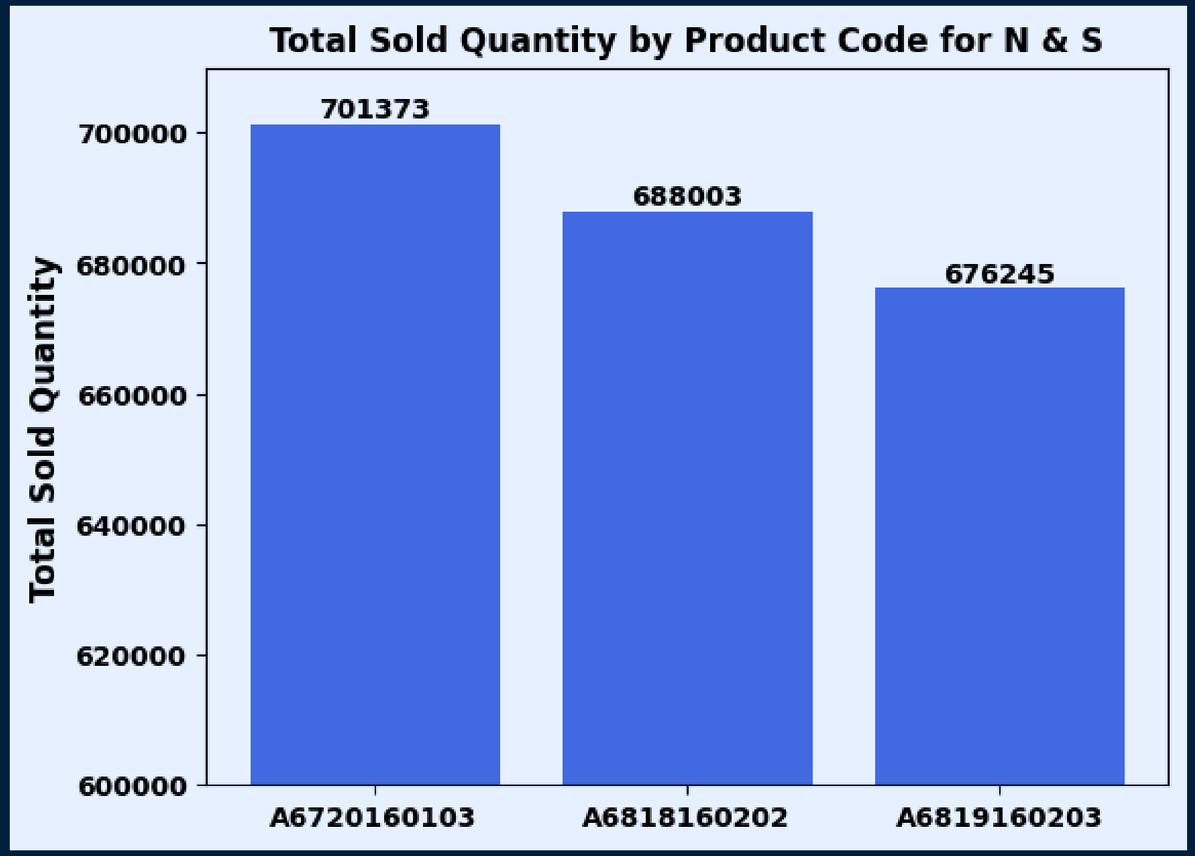
In PC division AQ Digit - Standard Blue has the highest sold quantity

In P & A division AQ Gamers Ms - Standard 2 had the highest sold quantity

In N & S division AQ Pen Drive 2 IN 1 - Premium had the highest sold quantity



# Thank you!