



# Consumer Goods Ad-Hoc insights



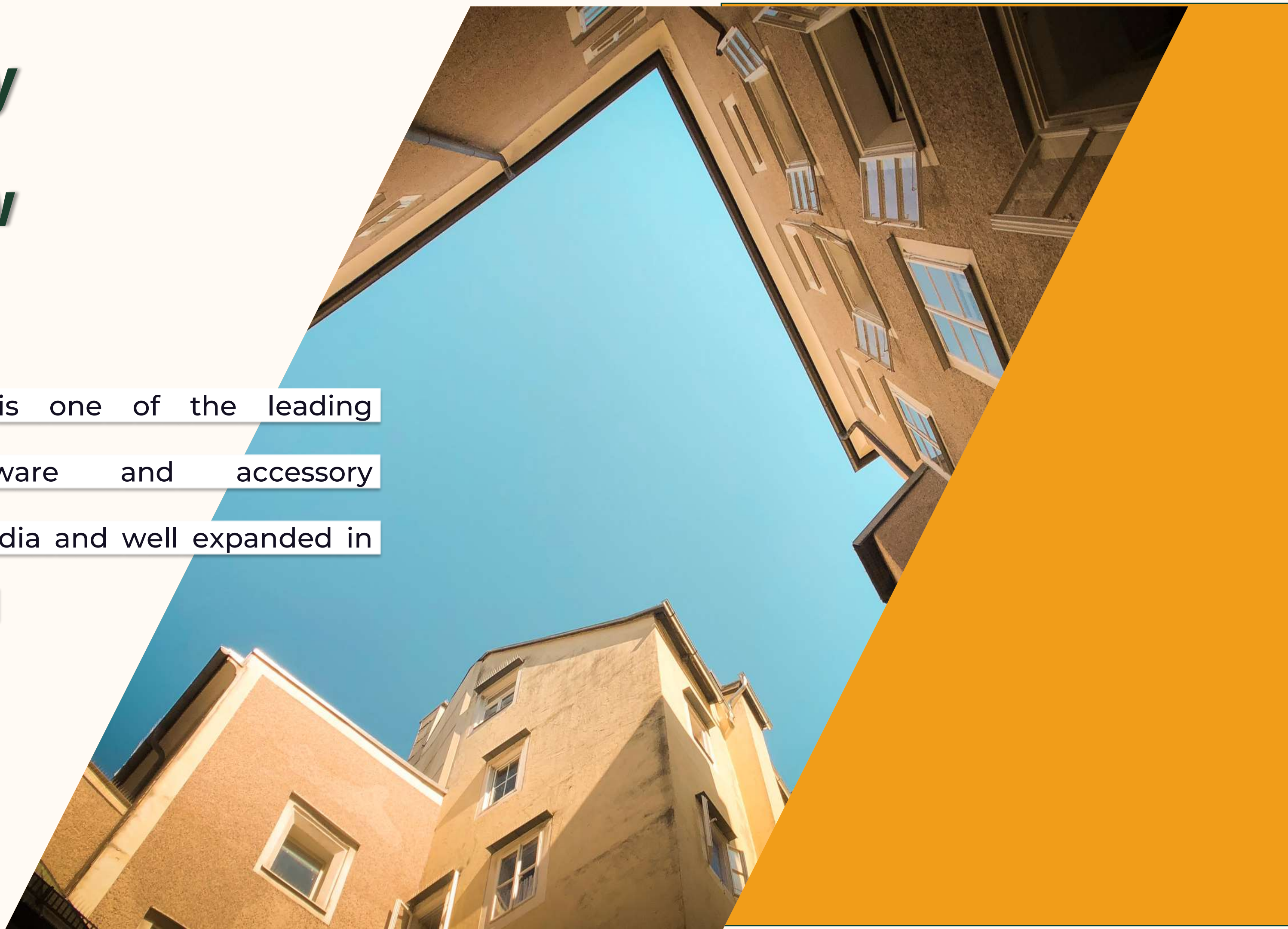
CREATED BY-

**SANYUKTA CHETIA**



# Company Overview

Atliq Hardwares is one of the leading computer hardware and accessory manufacturer in India and well expanded in other countries too.



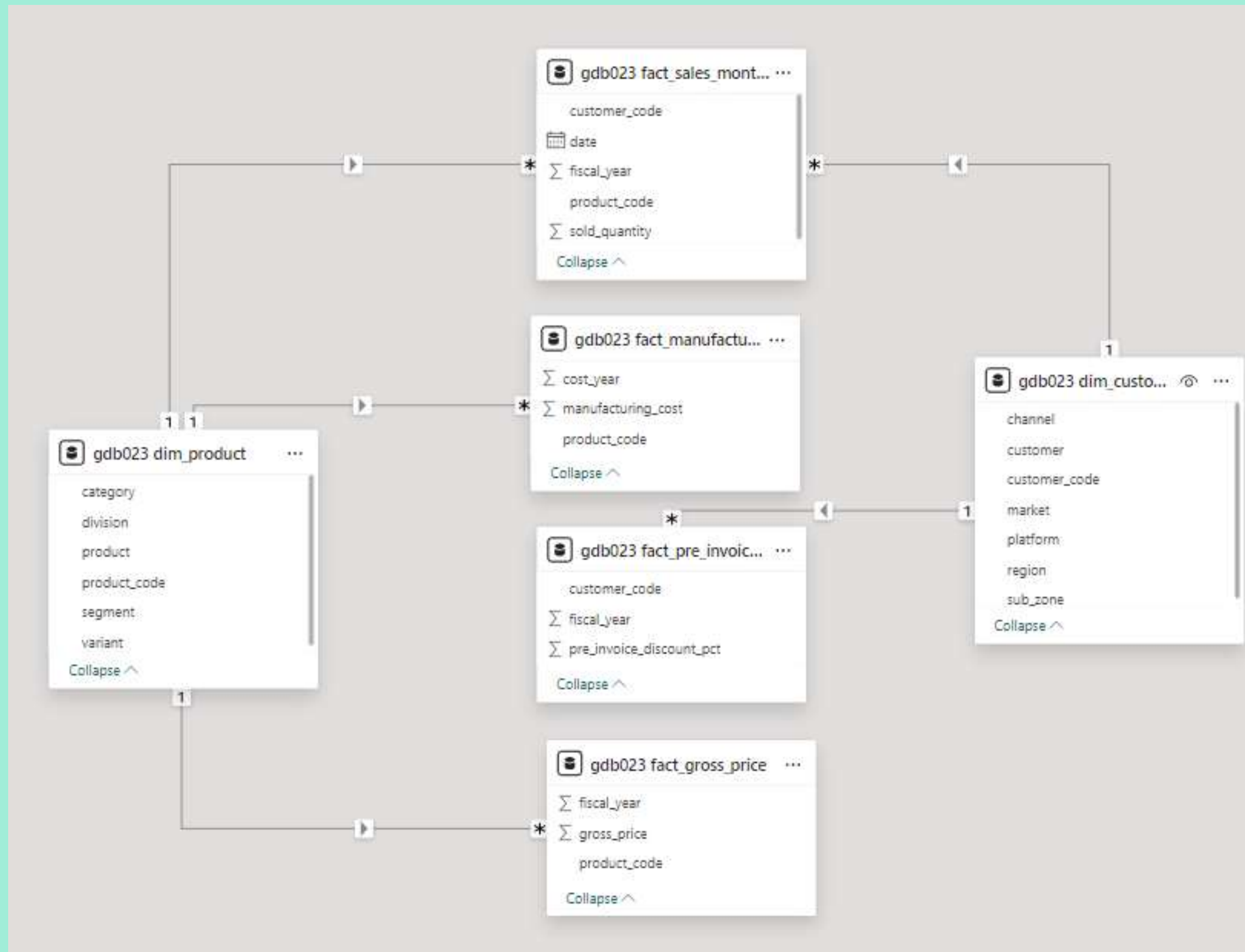


# Challenges



- 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.
- Hence, he decided to conduct a SQL challenge which will help him understand both the skills.
- The Company seeks insights for 10 ad-hoc requests.

# DATA MODEL



Request1:

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

Output:

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

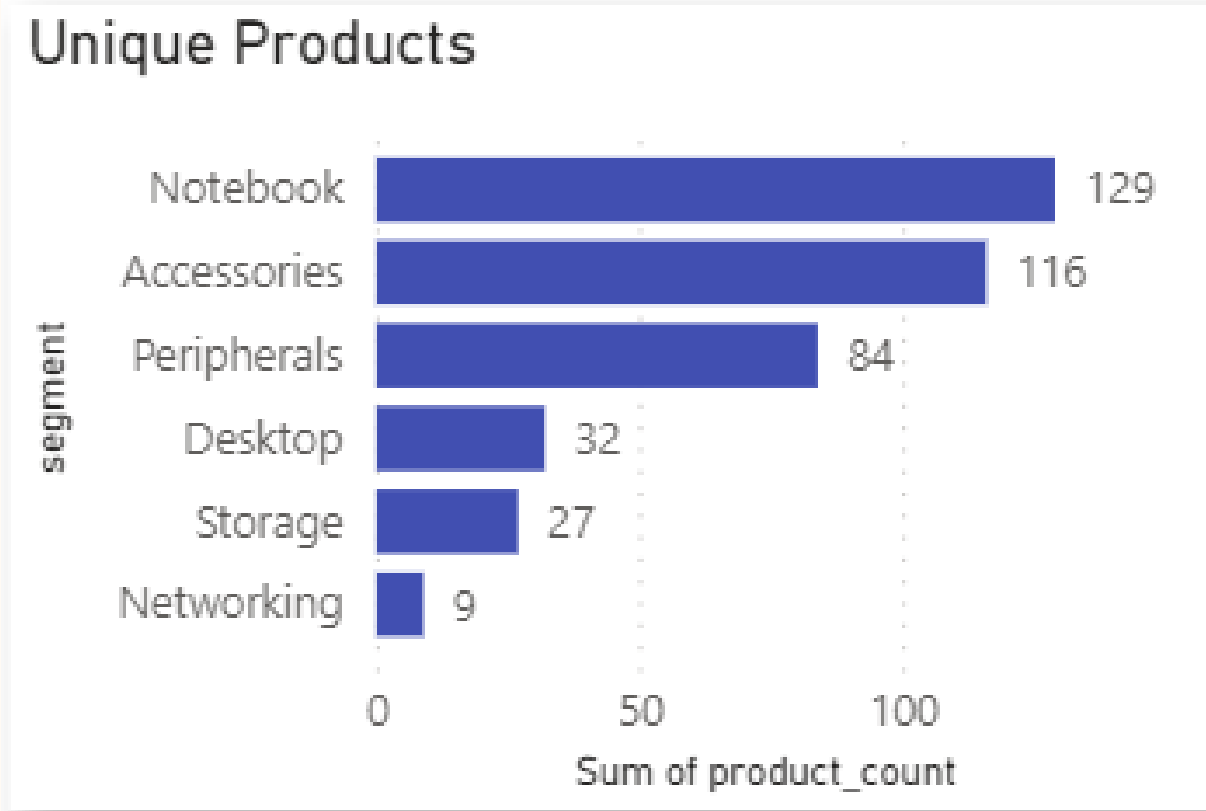


Request2:

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.

Output:

segment	Sum of product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9
Total	397



INSIGHTS:

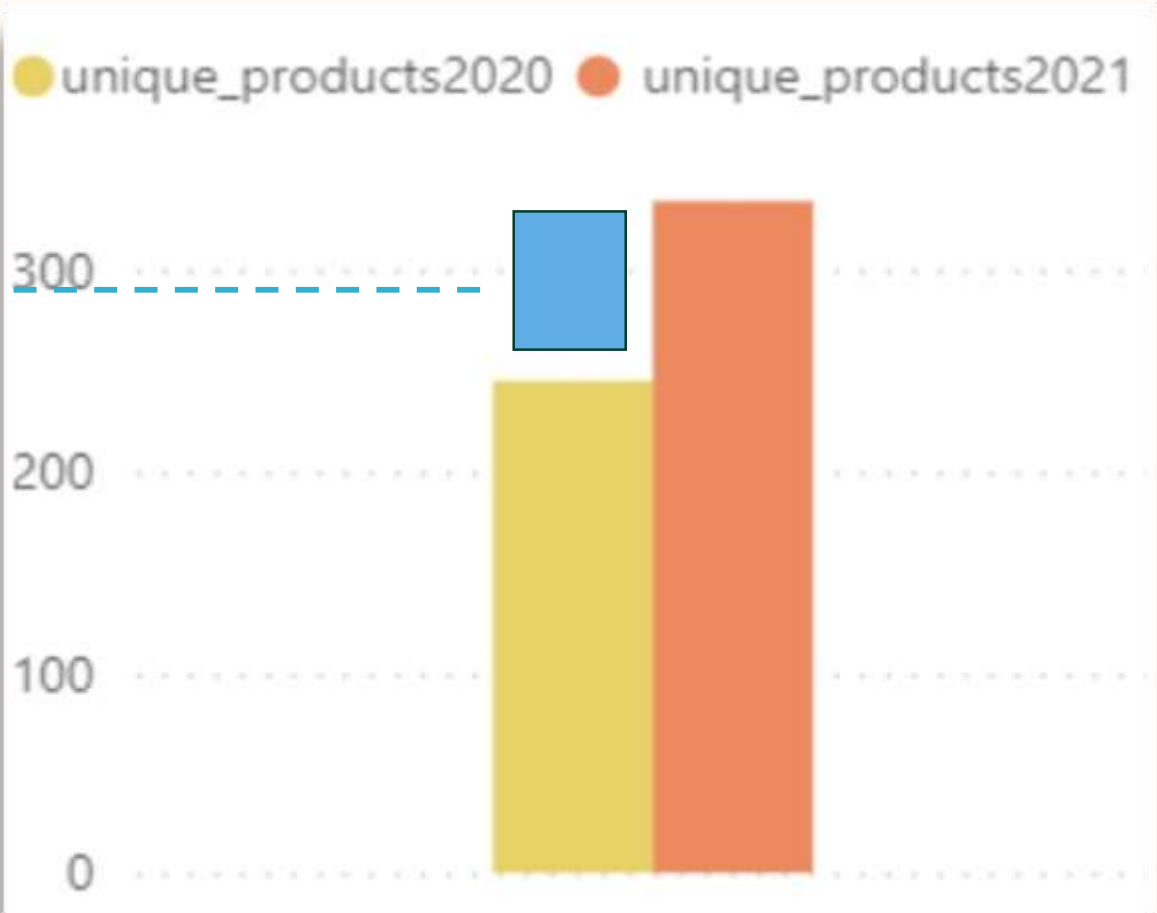
- Segments notebook, accessories and peripherals are showing significant manufacturing growth as compared to desktop, storage and networking.
- Notebook, accessories and peripherals constitute 83% of total manufactured products.

Request3:

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.

Output:

unique_products2020	unique_products2021	percentage_chg
245	334	36.33



INSIGHTS:

- Demand and growth increased

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.

Output:

segment	product_count2020	product_count2021	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 show the maximum increase in production.
- Storage and networking segments show slow production growth

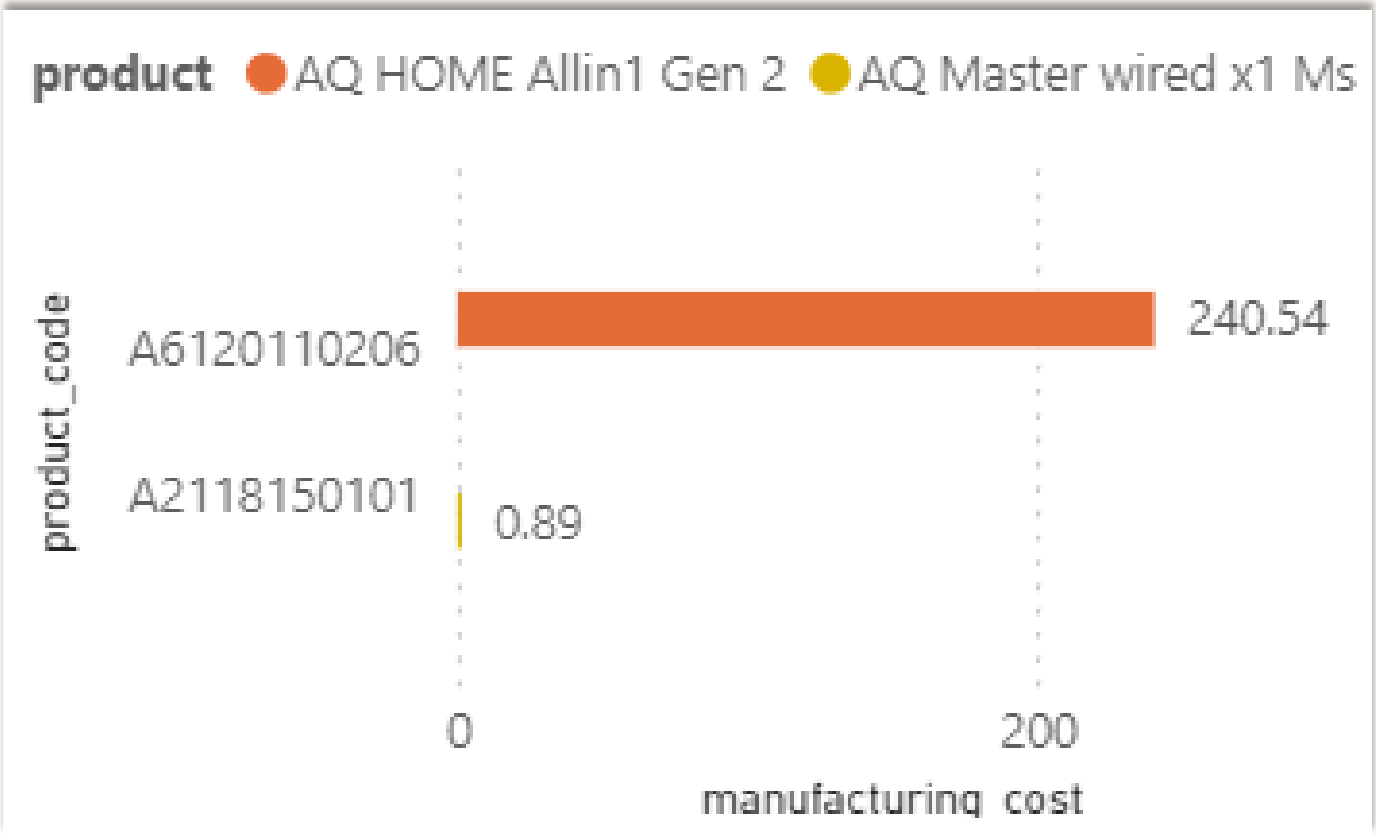


Request 5:  
Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

product\_code  
product  
manufacturing\_cost

Output:

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



INSIGHTS:

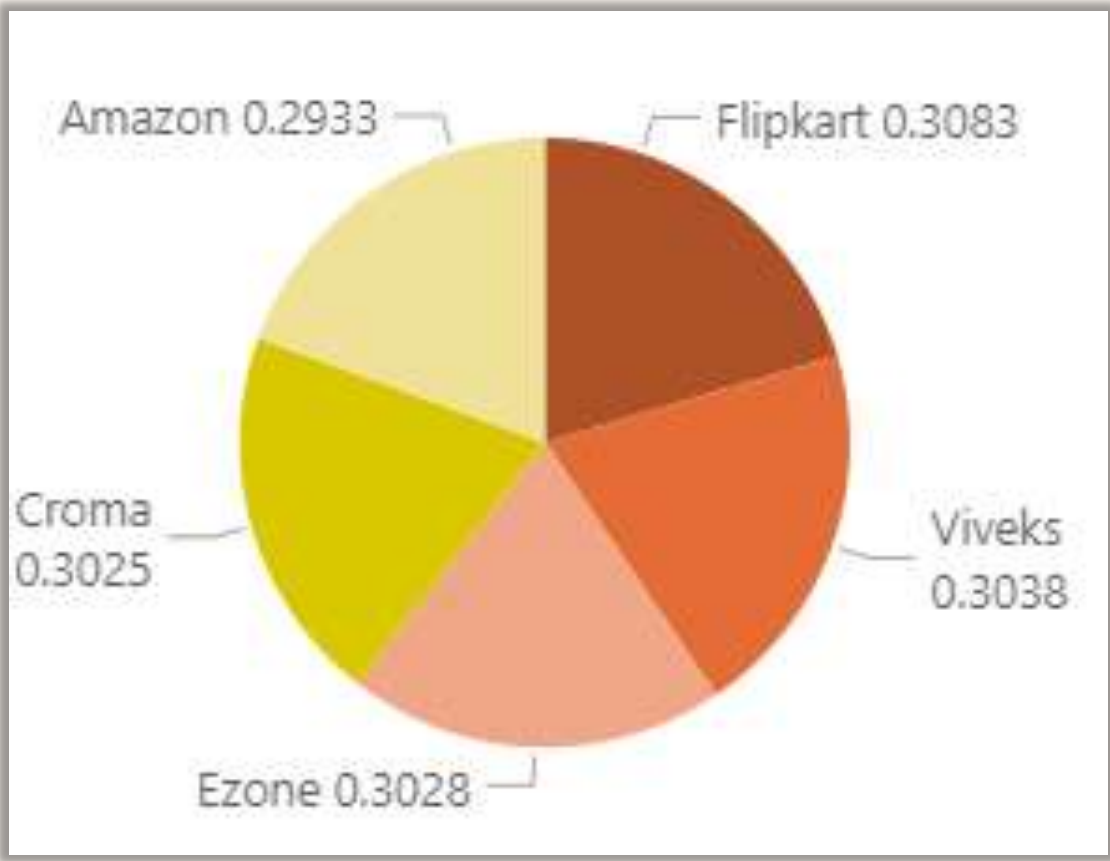
- AQ HOME Allin1 Gen 2 laptop has the highest manufacturing cost of 240.54 \$.
- AQ Master wired x1 Ms peripheral mouse has the lowest manufacturing cost of 0.89 \$.

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

Output:

customer_code	customer	avg_discount_pct
90002009	Flipkart	0.31
90002006	Viveks	0.30
90002003	Ezone	0.30
90002002	Croma	0.30
90002016	Amazon	0.29



INSIGHTS:

- The largest average pre-invoice-discount was given to Flipkart.
- The least average pre-invoice-discount was given to Amazon.

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

Output:

INSIGHTS:

- The lowest gross sales for both fiscal years is in March 2020.
- The highest gross sales for both fiscal years is in November 2020.
- 73.8% of total gross sales is in the FY 2021.



Month	fiscal_year	Gross_sales_mil
September, 2019	2020	9.09M
October, 2019	2020	10.38M
November, 2019	2020	15.23M
December, 2019	2020	9.76M
January, 2020	2020	9.58M
February, 2020	2020	8.08M
March, 2020	2020	0.77M
April, 2020	2020	0.80M
May, 2020	2020	1.59M
June, 2020	2020	3.43M
July, 2020	2020	5.15M
August, 2020	2020	5.64M
September, 2020	2021	19.53M
October, 2020	2021	21.02M
November, 2020	2021	32.25M
December, 2020	2021	20.41M
January, 2021	2021	19.57M
February, 2021	2021	15.99M
March, 2021	2021	19.15M
April, 2021	2021	11.48M
May, 2021	2021	19.20M
June, 2021	2021	15.46M
July, 2021	2021	19.04M
August, 2021	2021	11.32M



**REASON:**

Most probably due to **COVID-19**.

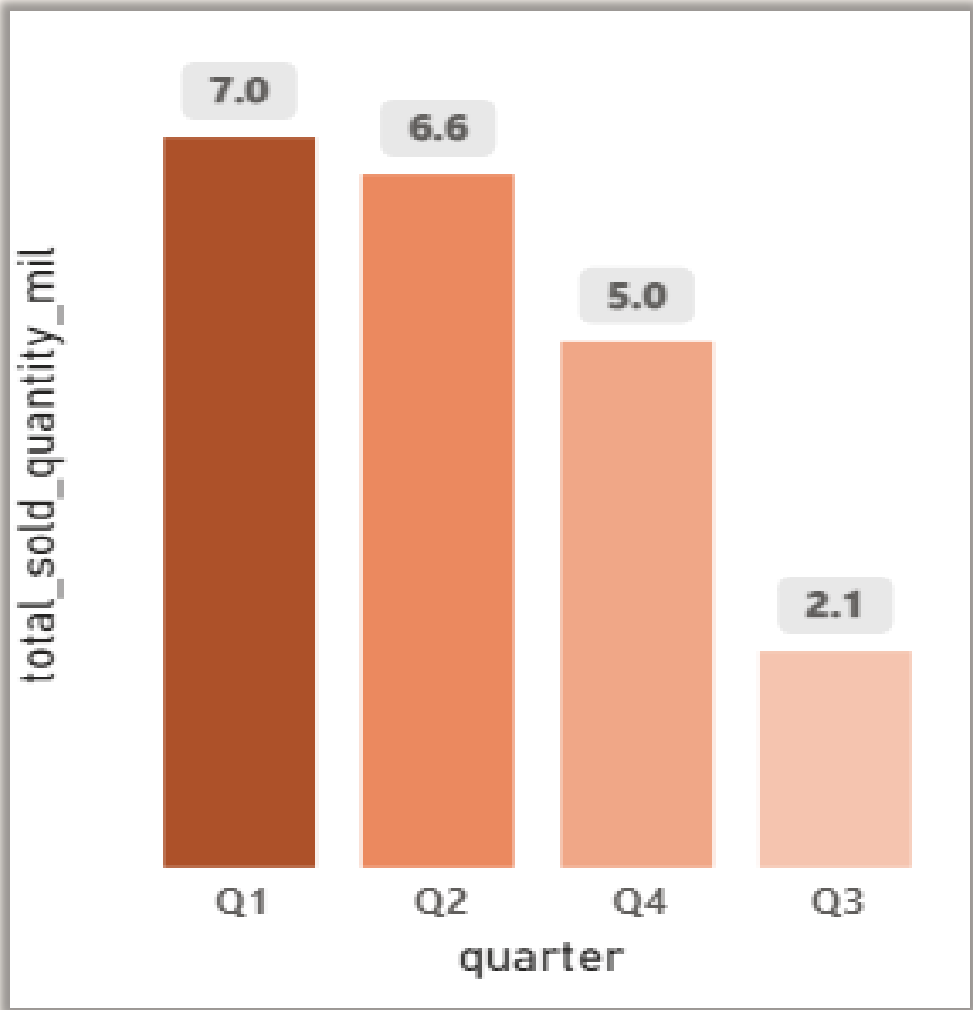


Request 8:

In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the total\_sold\_quantity,

Output:

Quarter total_sold_quantity	
quarter	total_sold_quantity_mil
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04
Total	20.77



INSIGHTS:

- Quarter 1 had the most units sold in FY2020, whereas Quarter 2 had the fewest.
- The decline of sales may be due to COVID-19 pandemic, which peaked around March 2020.

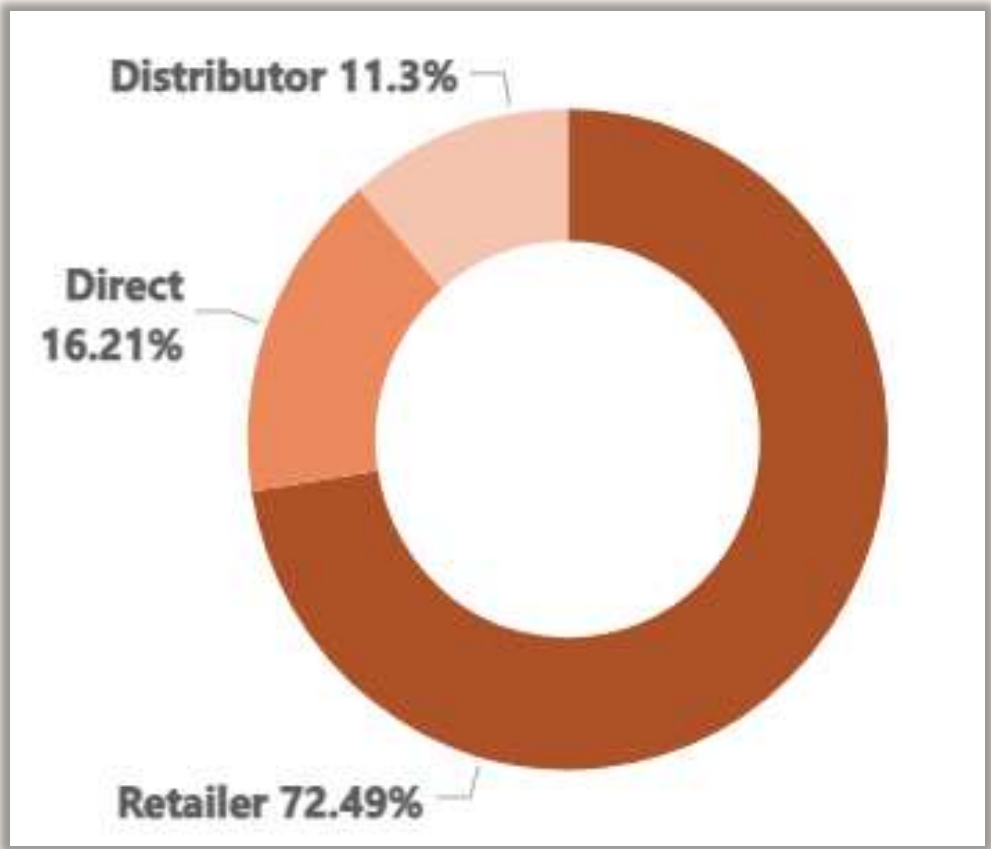
Request 9:

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

Output:

Channel  
gross\_sales\_mln  
percentage

channel	total_sales_mln	percentage
Retailer	2,690.56	72.49%
Direct	601.71	16.21%
Distributor	419.45	11.30%



**INSIGHTS:**

- Channel “Retailer” helped bring the most sales to the company with 72.5% contribution.
- Channel “Distributor” made the least contribution in sales with 11.3% contribution.

Request 10:

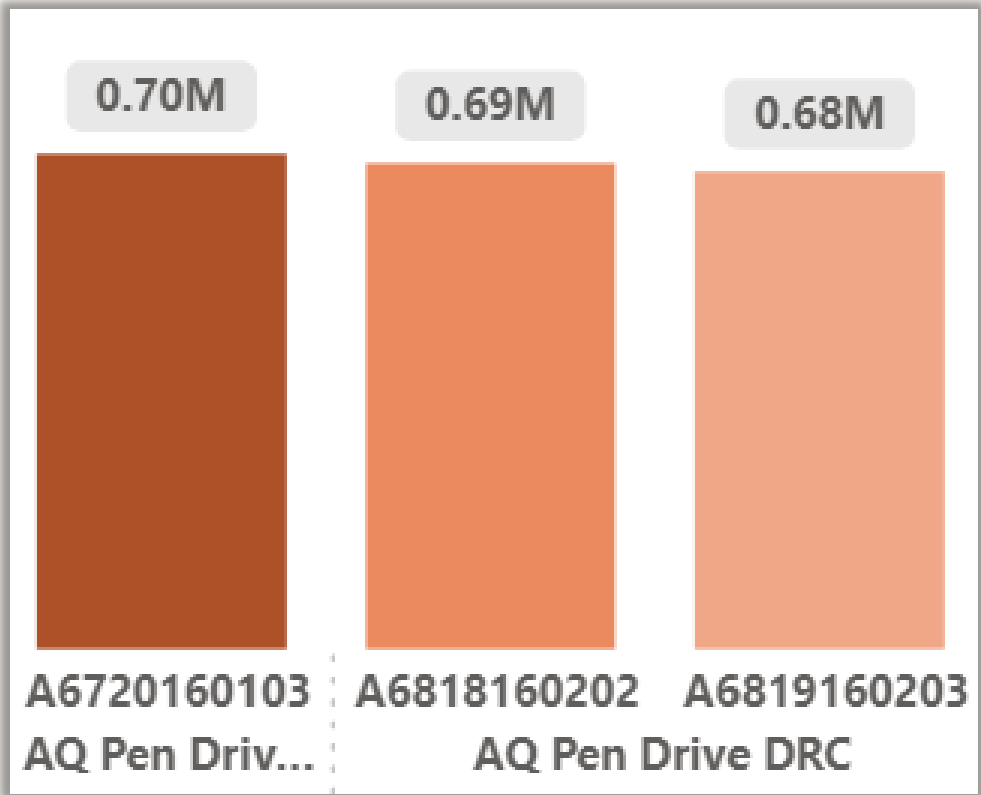
Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields,

Division  
product\_code  
Product  
total\_sold\_quantity  
rank\_order

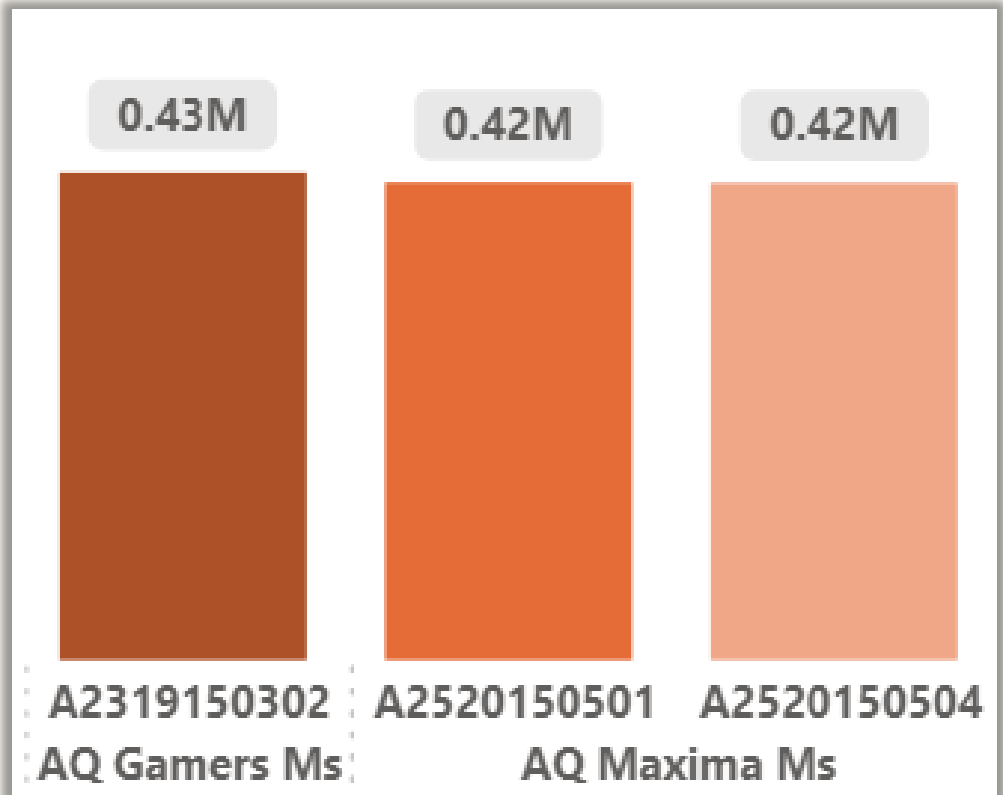
Output:

division	product	product_code	total_sold_quantity	rank_no
N & S	AQ Pen Drive 2 IN 1	A6720160103	7,01,373	1
N & S	AQ Pen Drive DRC	A6818160202	6,88,003	2
N & S	AQ Pen Drive DRC	A6819160203	6,76,245	3
P & A	AQ Gamers Ms	A2319150302	4,28,498	1
P & A	AQ Maxima Ms	A2520150501	4,19,865	2
P & A	AQ Maxima Ms	A2520150504	4,19,471	3
PC	AQ Digit	A4218110202	17,434	1
PC	AQ Digit	A4218110208	17,275	3
PC	AQ Velocity	A4319110306	17,280	2

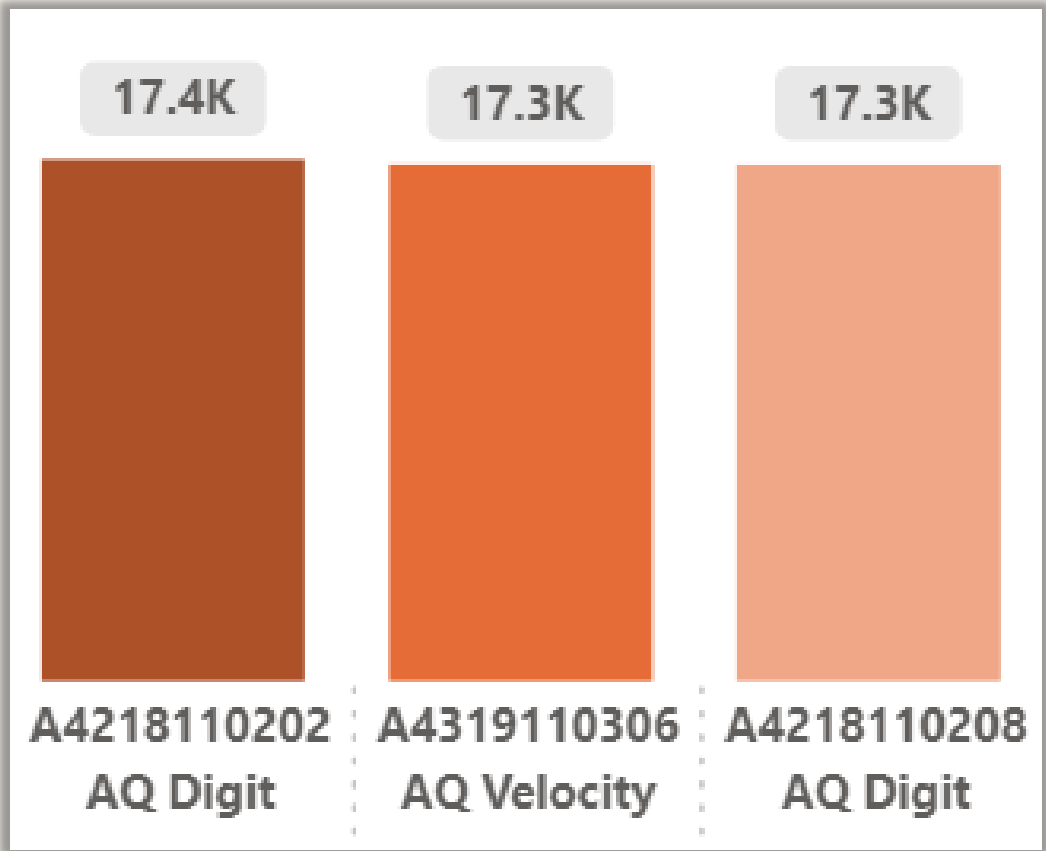
N & S



P & A



PC





THANKYOU!