



CONSUMER AD-HOC INSIGHTS

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INTRODUCTION

- Atliq Hardware is one of the leading computer hardware producers in India and well expanded in other countries too.
- The management has identified a need for enhanced data-driven decision-making capabilities and has sought the assistance of our data analytics team, as they have observed a lack of sufficient insights for making timely and informed decisions.
- Data has been generated spanning from fiscal year 2020 (FY2020) to fiscal year 2021 (FY2021), and the reports have been generated through SQL queries.

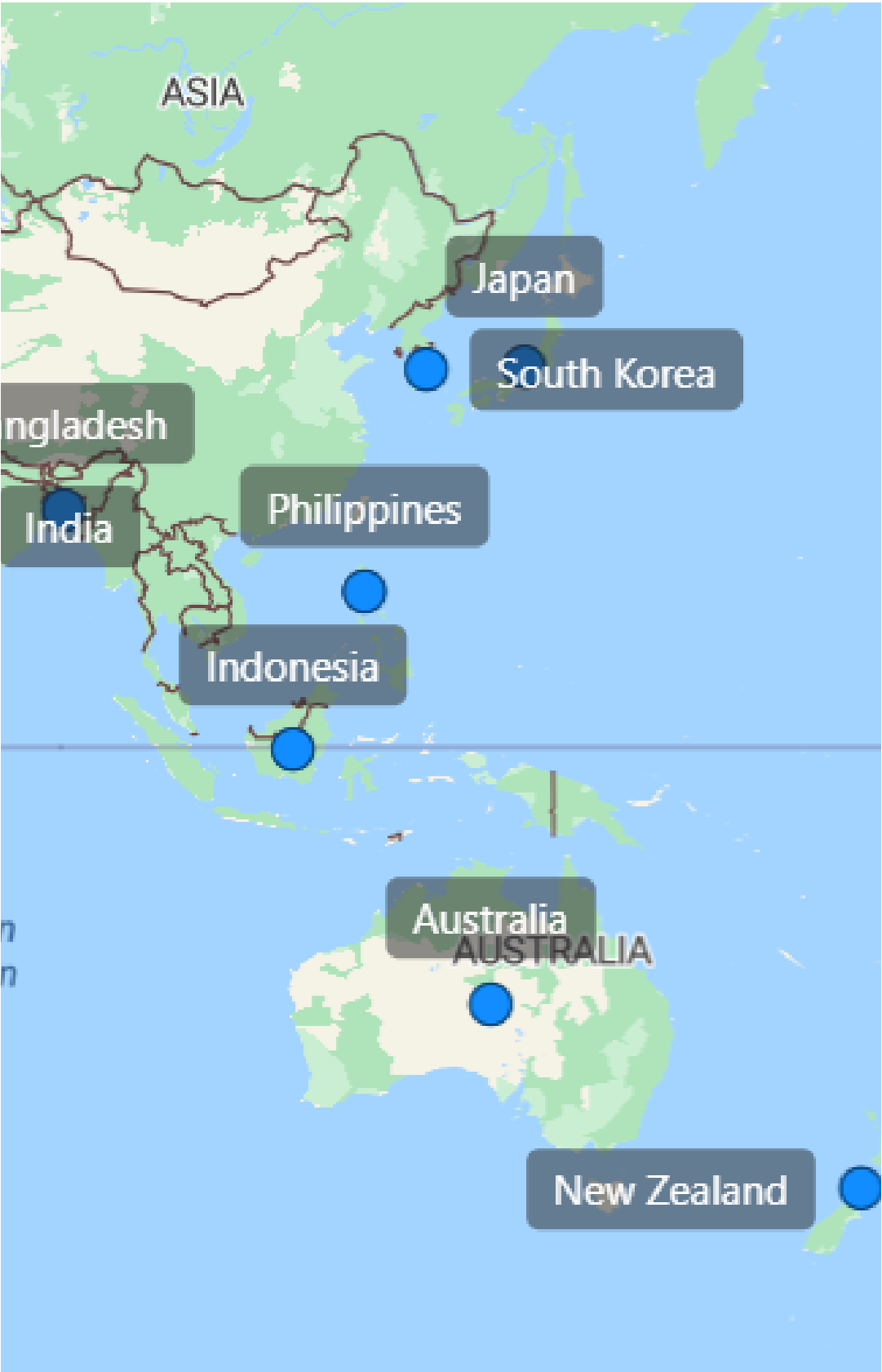


QUERY 1

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

OUTPUT

Result Grid	
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



QUERY 2

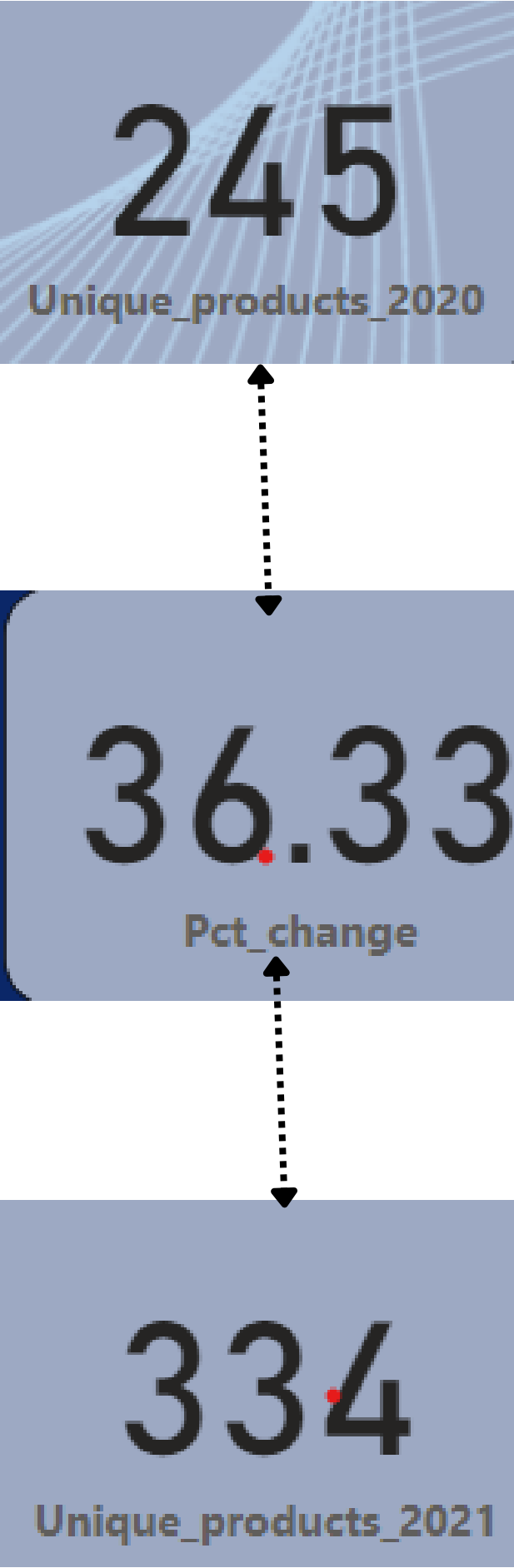
What is the percentage of unique product increase in 2021 vs. 2020?

OUTPUT

Result Grid Filter Rows: Export: Wrap Cell Content:				
	unique_products_2020	unique_products_2021	new_products_introduced	pct_change
▶	245	334	89	36.33

Insights

The Demand and Production both are increased.



QUERY 3

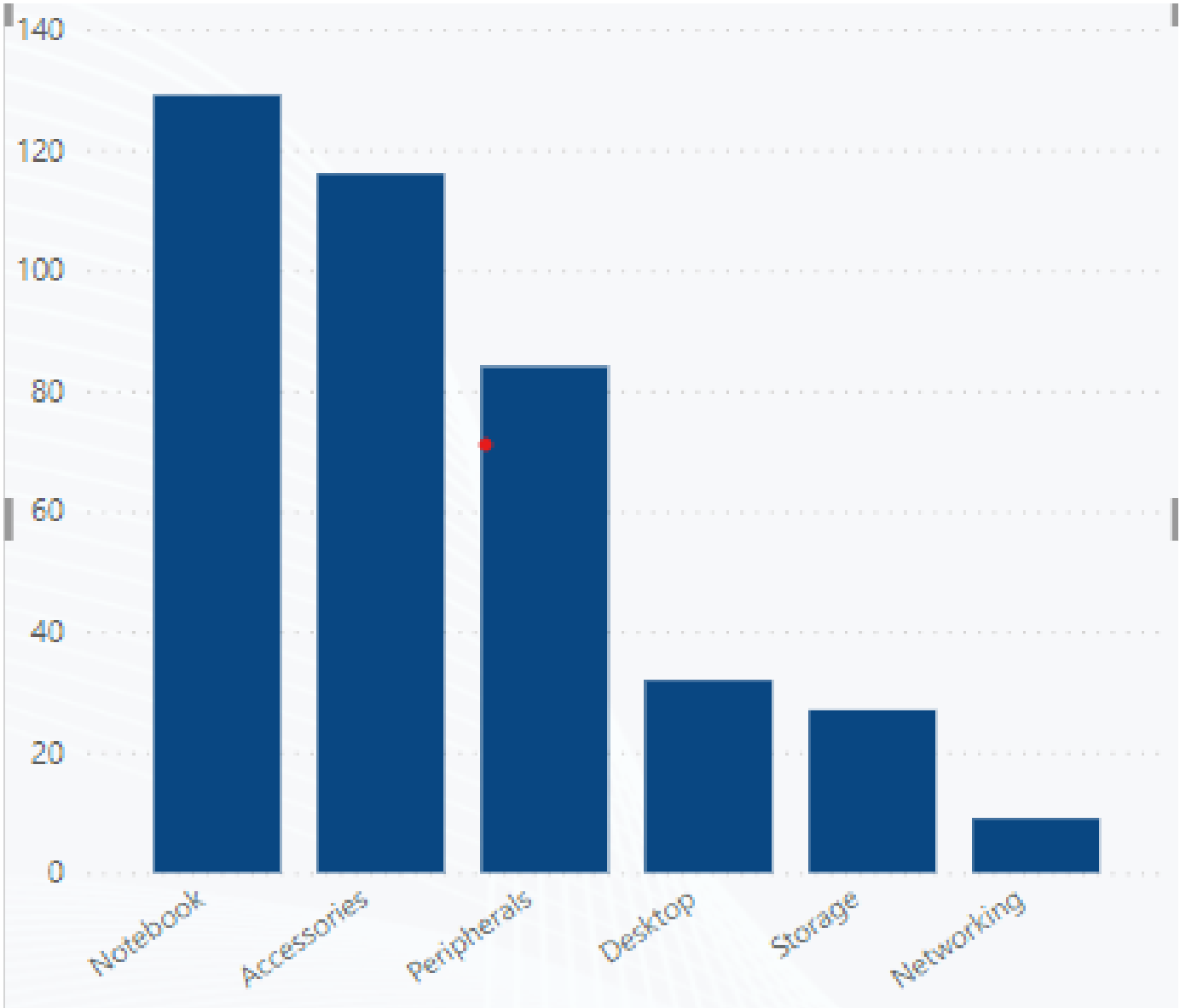
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

OUTPUT

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

Insights

Notebook and accessories are showing significant growth in manufacturing.Storage and networking showed a slow growth.

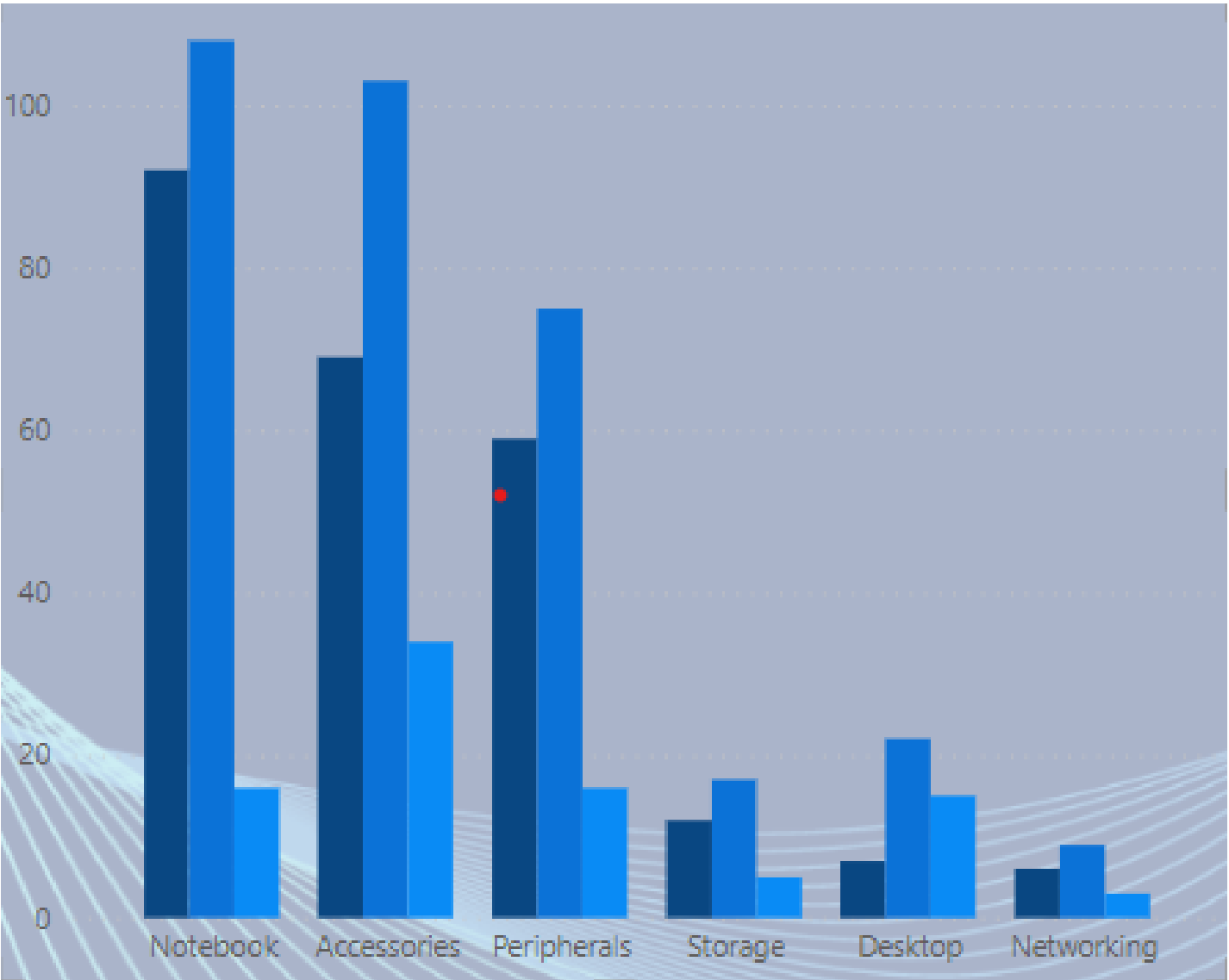


QUERY4

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

OUTPUT

	unique_product_2020	unique_product_2021	difference	segment	pct_change
▶	7	22	15	Desktop	214.29
	6	9	3	Networking	50.00
	69	103	34	Accessories	49.28
	12	17	5	Storage	41.67
	59	75	16	Peripherals	27.12
	92	108	16	Notebook	17.39



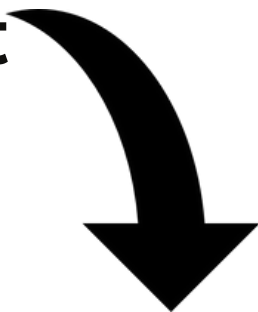
Insights

Accessories and notebook have shown a significant growth whereas storage and networking are growing at a slower pace.

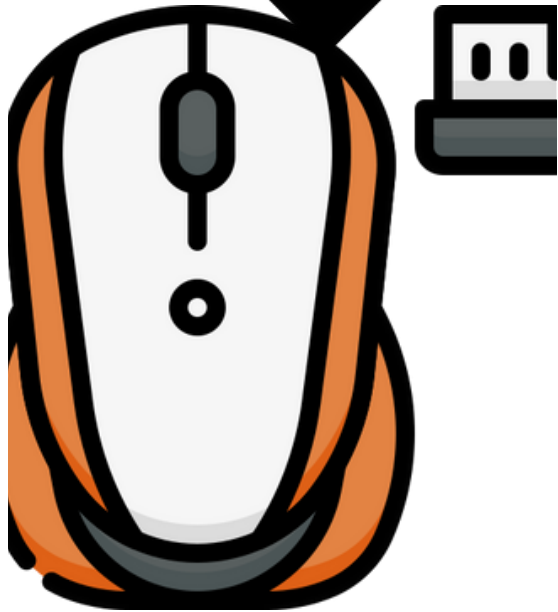
QUERY 5

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

Product with highest manufacturing



Product with lowest manufacturing



OUTPUT

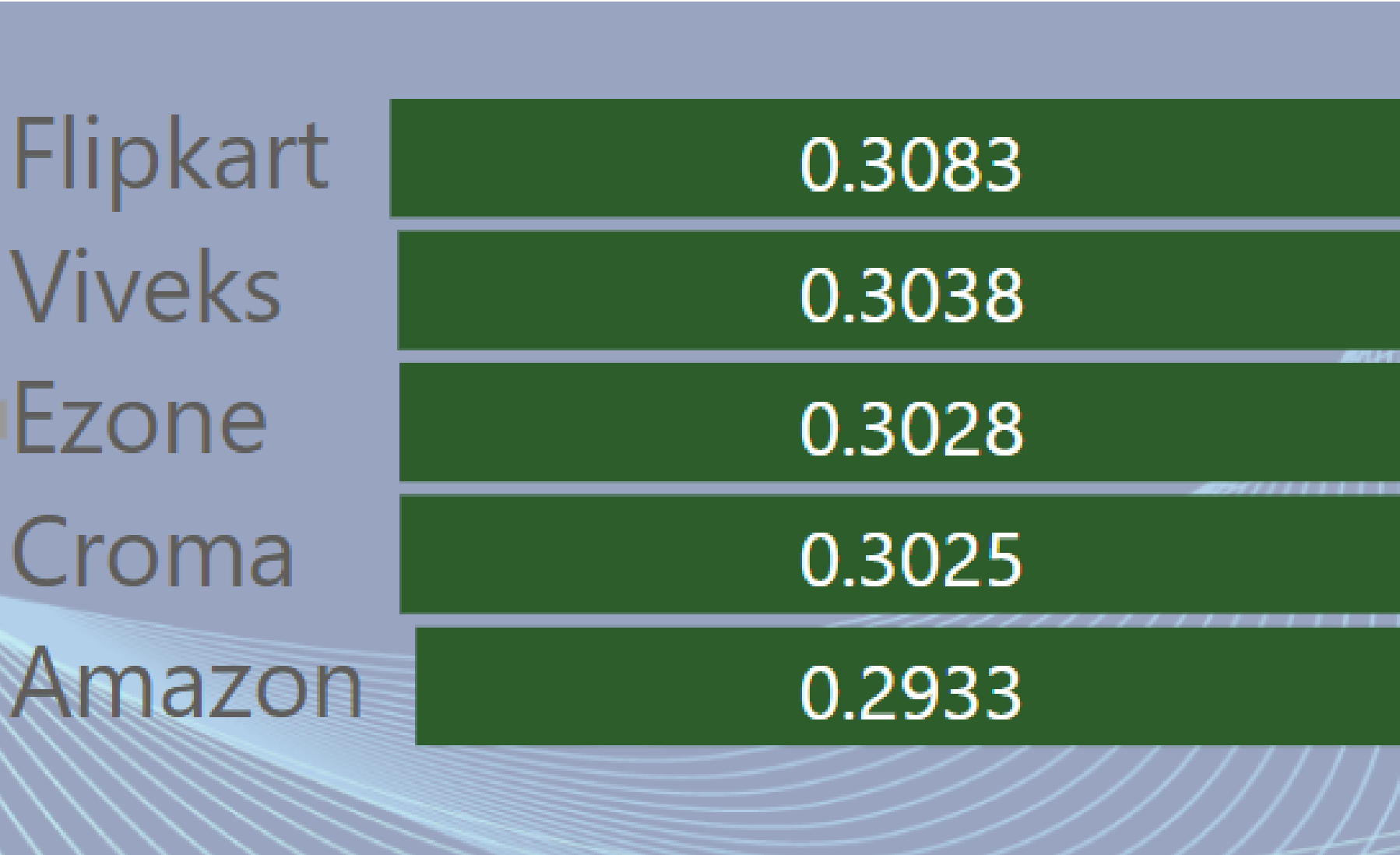
product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2 (Plus 3)	240.5364
A2118150101	AQ Master wired x1 Ms (Standard 1)	0.8920

QUERY 6

Generate a report that contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

OUTPUT

customer_code	customer	average_discount_pct
90002009	Flipkart	30.8300
90002006	Viveks	30.3800
90002003	Ezone	30.2800
90002002	Croma	30.2500
90002016	Amazon	29.3300



QUERY7

Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

OUTPUT

year	month	gross_sal
2020	September(2019)	9.09 M
2020	October(2019)	10.38 M
2020	November(2019)	15.23 M
2020	December(2019)	9.76 M
2020	January(2020)	9.58 M
2020	February(2020)	8.08 M
2020	March(2020)	0.77 M
2020	April(2020)	0.80 M
2020	May(2020)	1.59 M
2020	June(2020)	3.43 M
2020	July(2020)	5.15 M
2020	August(2020)	5.64 M
2021	September(2020)	19.53 M
2021	October(2020)	21.02 M
2021	November(2020)	32.25 M
2021	December(2020)	20.41 M
2021	January(2021)	19.57 M
2021	February(2021)	15.99 M
2021	March(2021)	19.15 M
2021	April(2021)	11.48 M

year	month	gross_sales
2020	January(2020)	9.58 M
2020	February(2020)	8.08 M
2020	March(2020)	0.77 M
2020	April(2020)	0.80 M
2020	May(2020)	1.59 M
2020	June(2020)	3.43 M
2020	July(2020)	5.15 M
2020	August(2020)	5.64 M
2021	September(2020)	19.53 M
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2021	November(2020)	32.25 M
2021	December(2020)	20.41 M
2021	January(2021)	19.57 M
2021	February(2021)	15.99 M
2021	March(2021)	19.15 M
2021	April(2021)	11.48 M
2021	May(2021)	19.20 M
2021	June(2021)	15.46 M
2021	July(2021)	19.04 M
2021	August(2021)	11.32 M

Insights

The lowest gross sales total for both fiscal years is in March(2020).

The highest gross sales total for both fiscal years in November(2022.)

QUERY8

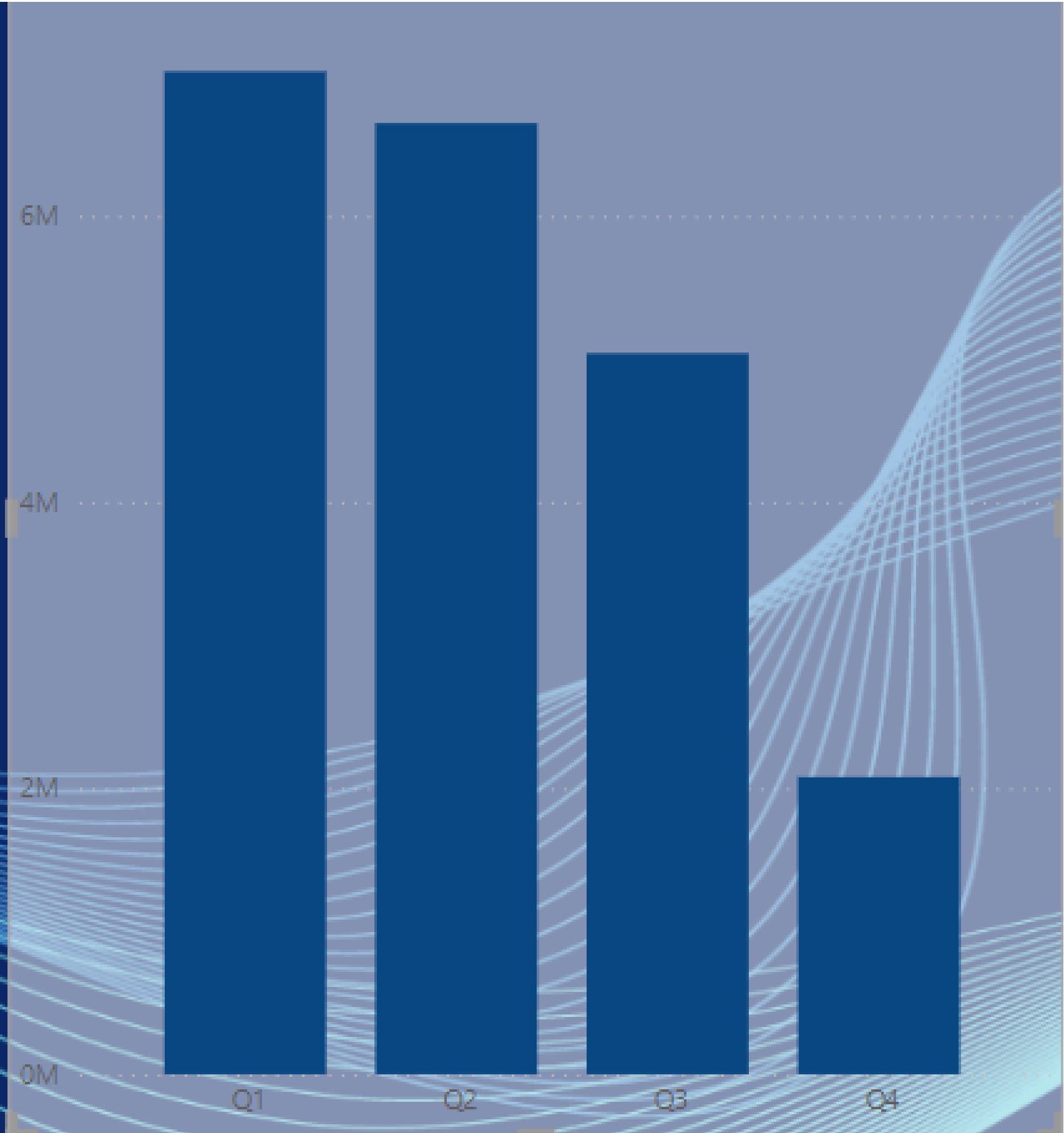
In which quarter of 2020, got the maximum total_sold_quantity?

OUTPUT

fiscal_year	fiscal_quarter	Sold_quantity_max
2020	Q1	7.01 M
2020	Q2	6.65 M
2020	Q4	5.04 M
2020	Q3	2.08 M

Insights

The maximum sold quantity is in Q1 which comprises September, October, and November month.



QUERY9

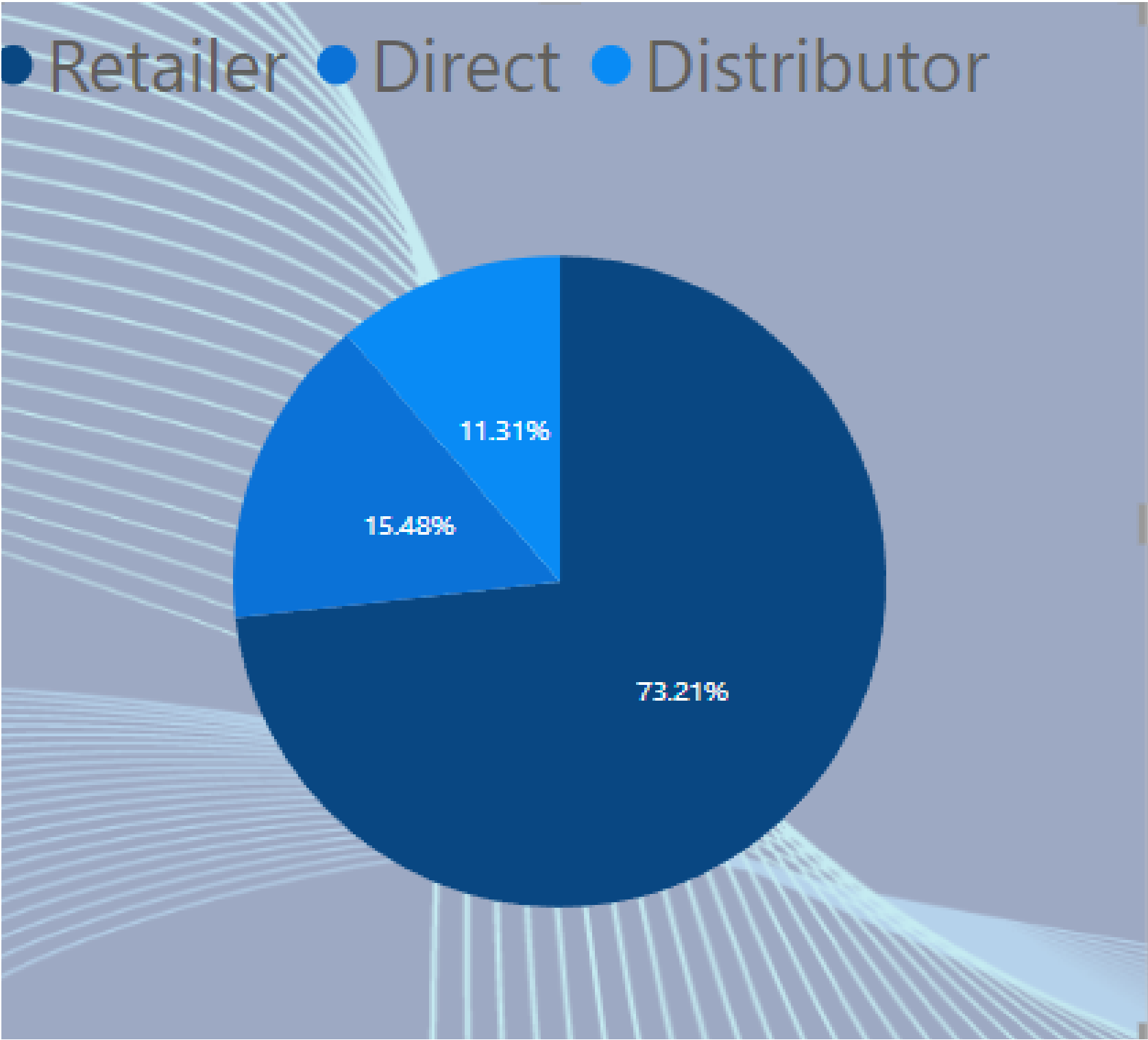
Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

OUTPUT

	channel	fiscal_year	gross_sales	percentage
	Retailer	2021	1924.17 M	73.22 %
	Distributor	2021	297.18 M	11.31 %
	Direct	2021	406.69 M	15.48 %

Insights

Retailers bring the most sales pct for the company with the contribution of 73.22%



QUERY 10

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

OUTPUT

fiscal_year	product_code	division	product	total_sold_quantity	rank_order
2021	A6720160103	N & S	AQ Pen Drive 2 IN 1	701373	1
2021	A6818160202	N & S	AQ Pen Drive DRC	688003	2
2021	A6819160203	N & S	AQ Pen Drive DRC	676245	3
2021	A2319150302	P & A	AQ Gamers Ms	428498	1
2021	A2520150501	P & A	AQ Maxima Ms	419865	2
2021	A2520150504	P & A	AQ Maxima Ms	419471	3
2021	A4218110202	PC	AQ Digit	17434	1
2021	A4319110306	PC	AQ Velocity	17280	2
2021	A4218110208	PC	AQ Digit	17275	3

Insights

Network and Storage although have seen less new product changes in FY 2021 have successfully become the most sold items of Atliq Hardwares

