



AD-HOC INSIGHTS

CONSUMER GOODS



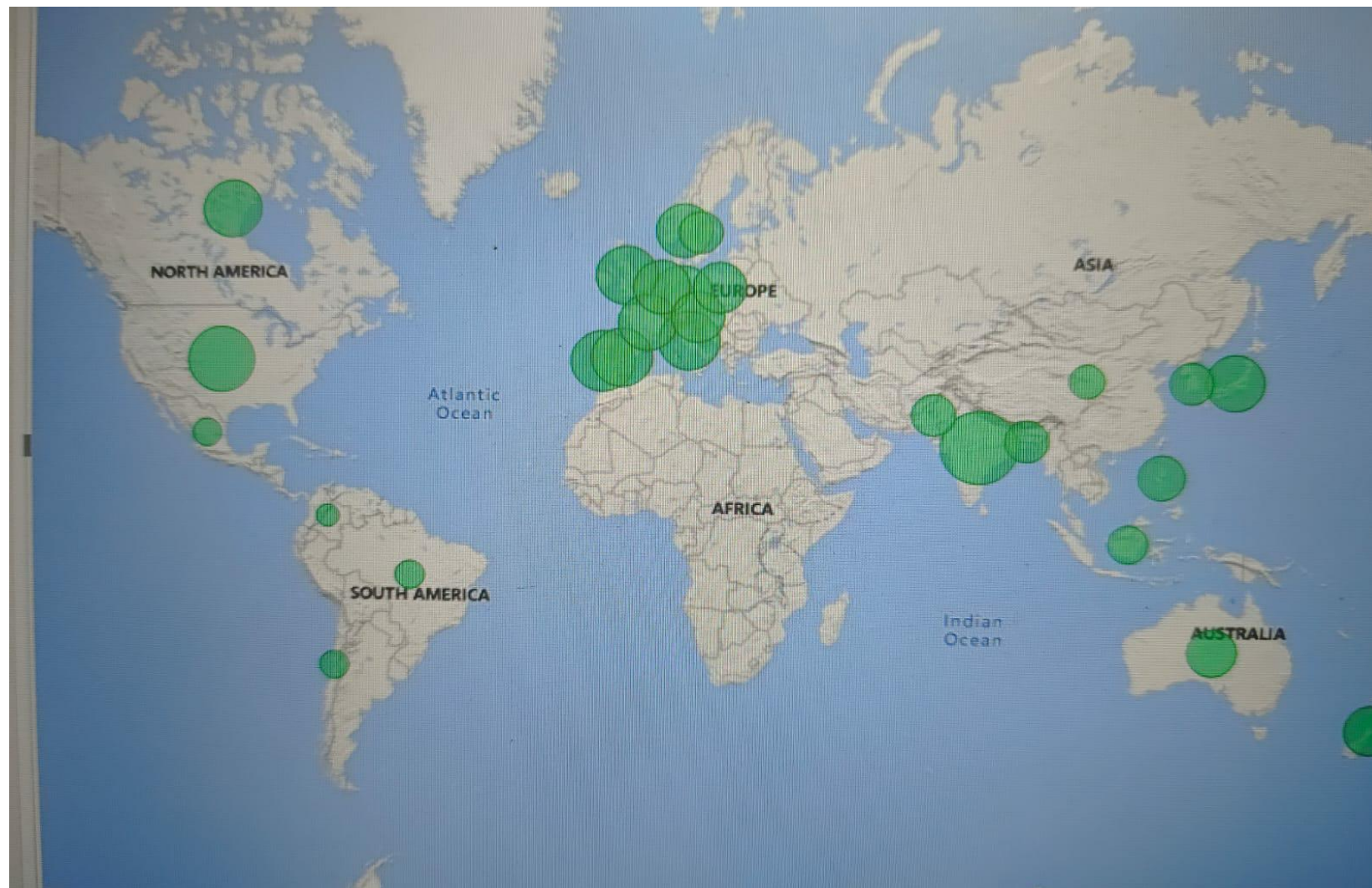
AGENDA

- ❑ Background/Context
- ❑ Getting Familiar with ATLIQ TECHNOLOGY and their markets,products.
- ❑ Famiiriazze yourself with the given input data.
- ❑ AD-HOC requests with sql query solutions and visualization in the form of charts.

BACKGROUND/ CONTEXT

- ❖ **THE COMPANY:** Atliq hardware is a largest computer hardware producing company across globe.
- ❖ **BACKGROUND:** The company seeks to gain deeper insights to facilitate the expansion of its consumer goods business.
- ❖ **PROBLEM:** We are given 10 ad-hoc requests norder to provide insights.
- ❖ **APPROACH:** The company aims to derive more profound insights through SQL queries to strategically expand its consumer goods business.

Markets



DATA GIVEN

- The data given to us are in the csv format. There are 2 dimension tables and 4 fact tables'

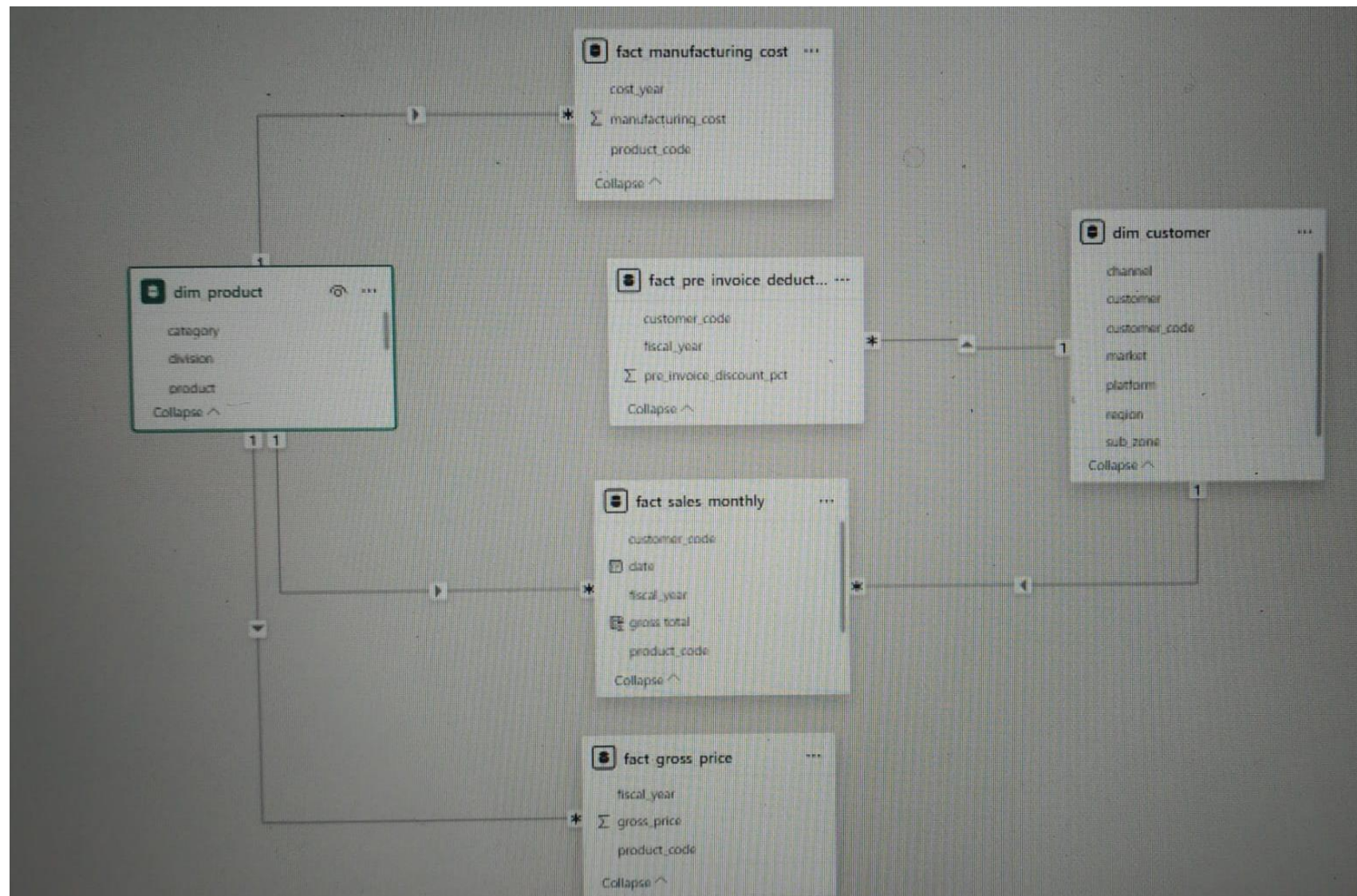
DIMENSION TABLES

- Dim_customer
- Dim_product

FACT TABLES

- Fact_gross_price
- Fact_sales_monthly
- Fact_pre_invoice_deductions
- Fact_manufacturing_cost

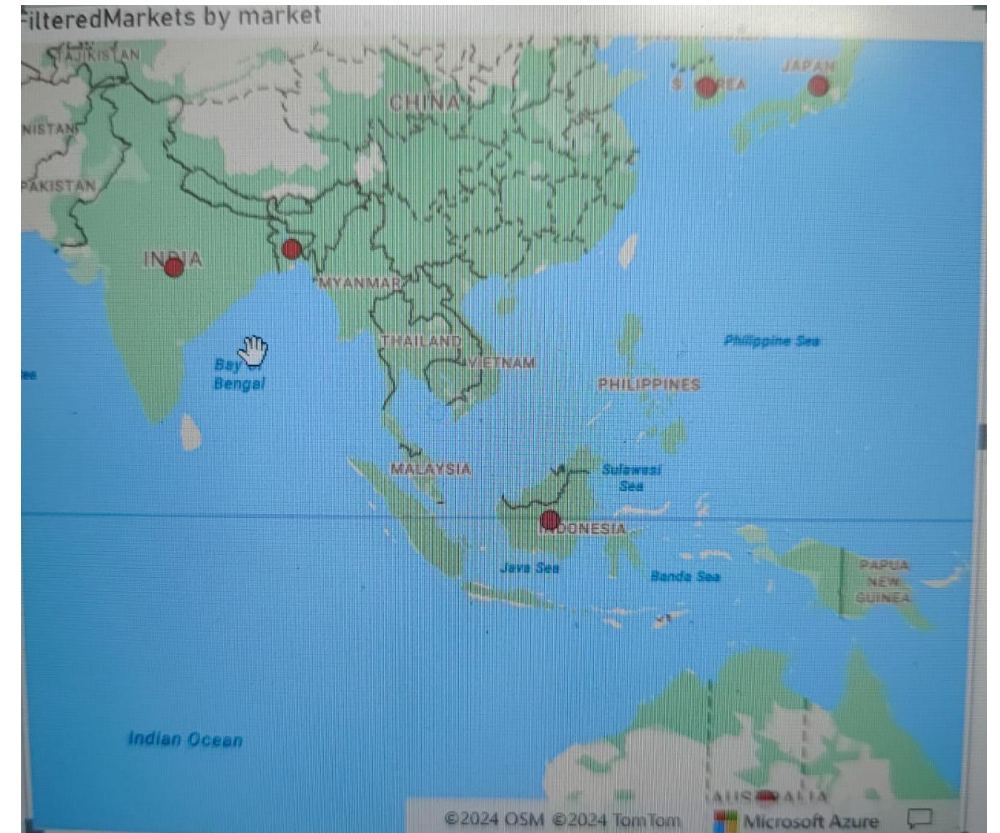
DATA MODELLING



REQUEST 1

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

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

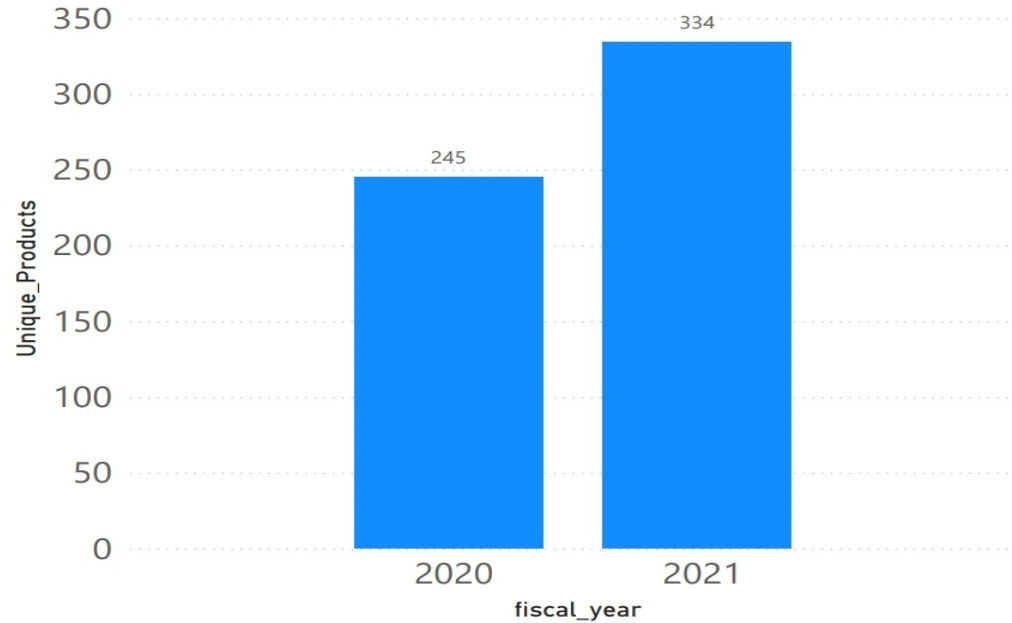


REQUEST 2

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_product_2020	unique_product_2021	percentage_change
245	334	36.33

Unique_Products by fiscal_year



36.33

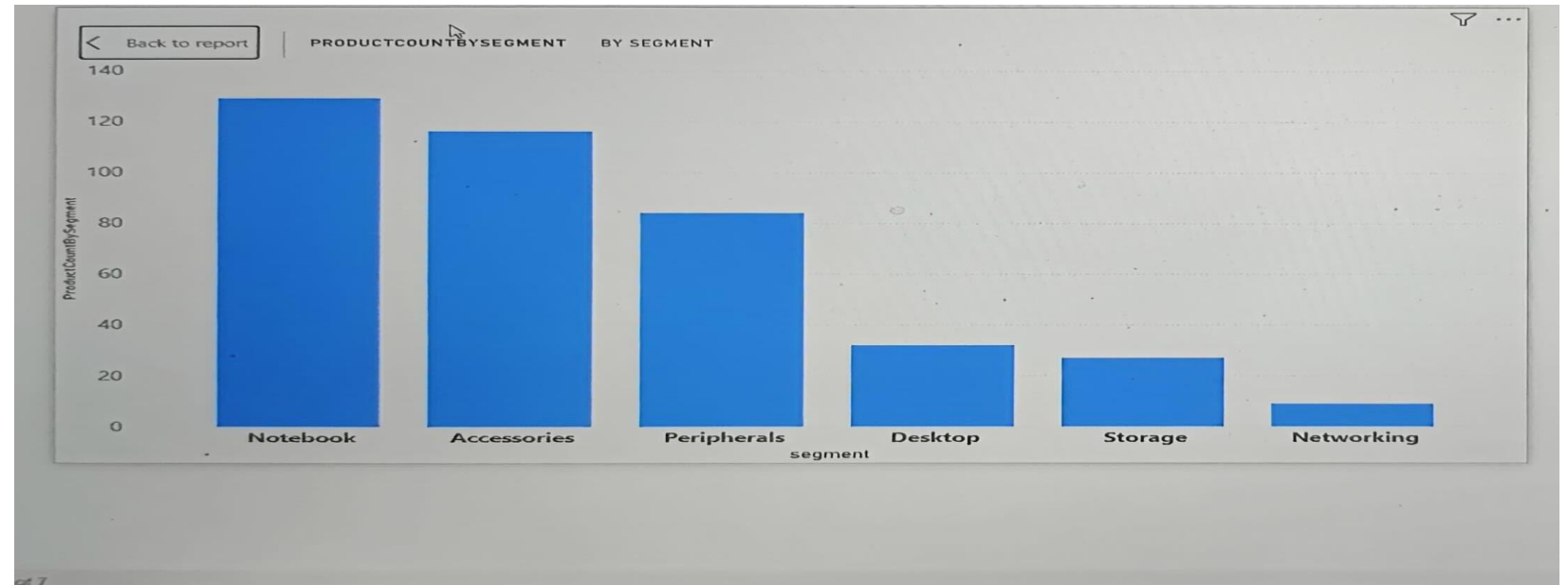
PercentageChange

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

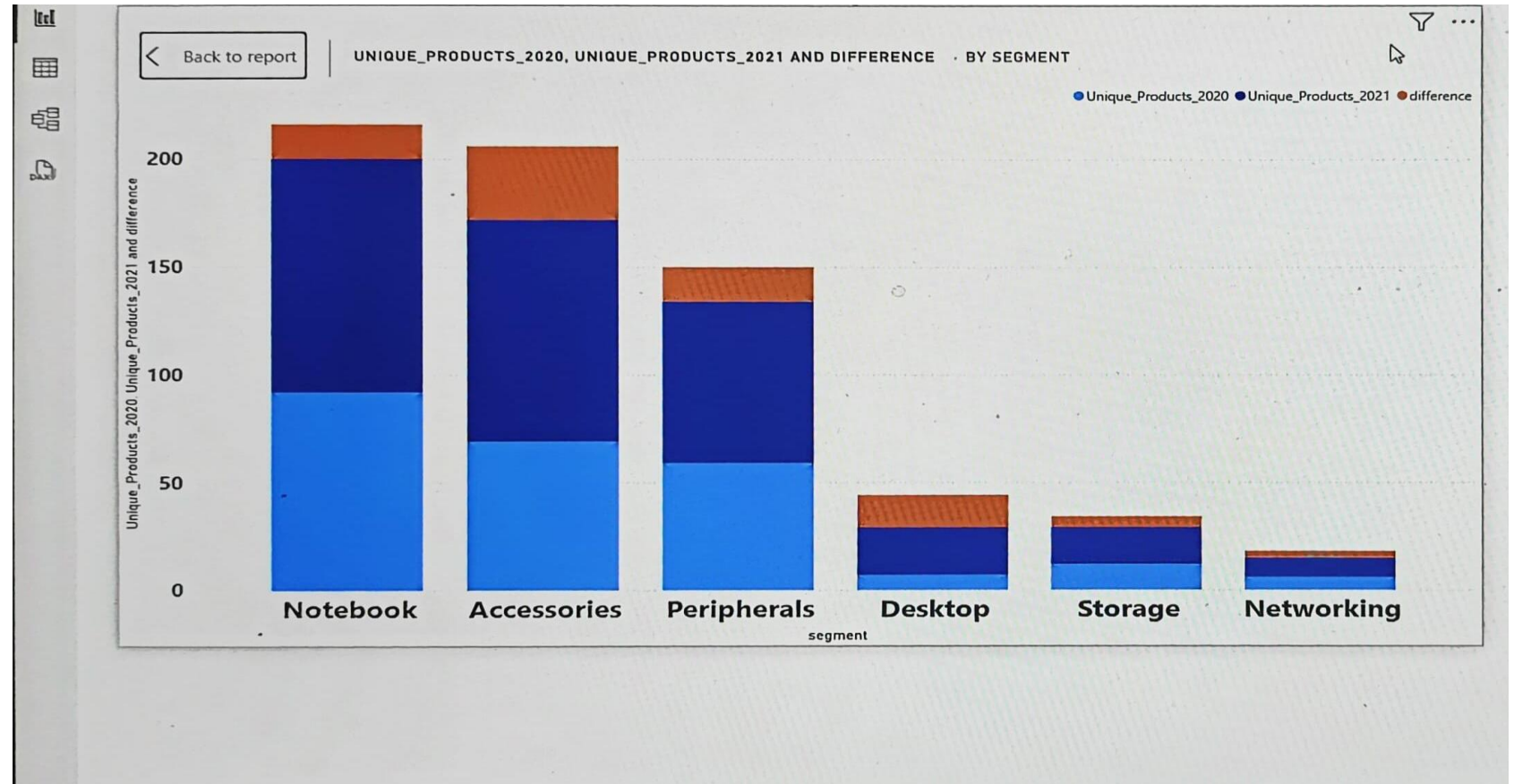
The top 3 segments have really higher average greater than 100 and rest 3 have the least not even greater than 30.



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

segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34



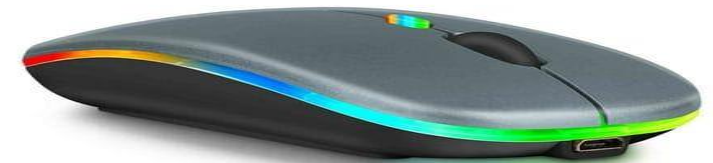
REQUEST 5

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

	product_code	product	min_max_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364



AQ aHome Allin1gen2



AQ Master wired x1Ms

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	dis_pct
▶	90012035	Notebillig	30.56
	90023026	Relief	29.99
	80006155	Novus	29.77
	70021096	Atliq e Store	29.58

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
►	September	2019	9092670.34
	November	2019	15231894.97
	December	2019	9755795.06
	January	2020	9584951.94
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	July	2020	5151815.40
	August	2020	5638281.83
	September	2020	19530271.30
	November	2020	32247289.79
	December	2020	20409063.18
	January	2021	19570701.71
	March	2021	19149624.92
	April	2021	11483530.30
	May	2021	19204309.41
	July	2021	19044968.82
	August	2021	11324548.34
	October	2019	10378637.60
	February	2020	8083995.55
	June	2020	3429736.57
	October	2020	21016218.21
	February	2021	15986603.89

Result 1 ×

REQUEST 8

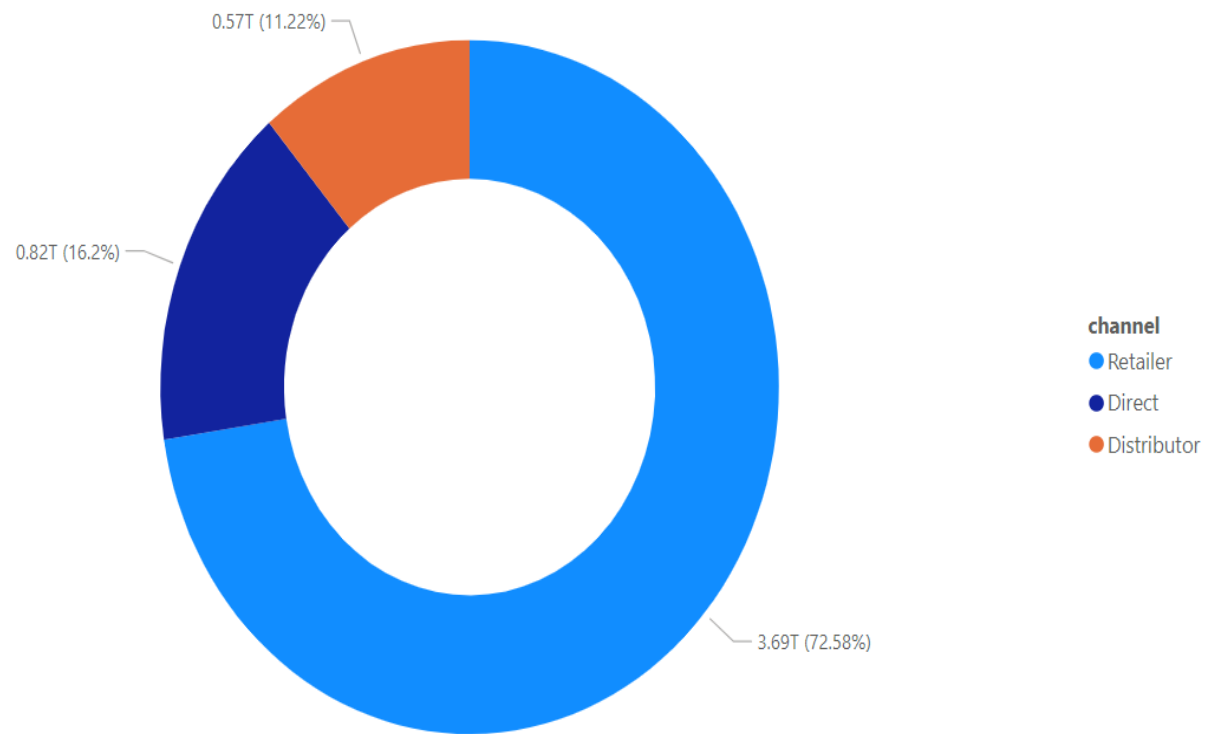
In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, Quarter total_sold_quantity

quarters	total_sales_quantity
1	7005619
2	6649642
4	5042541
3	2075087

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

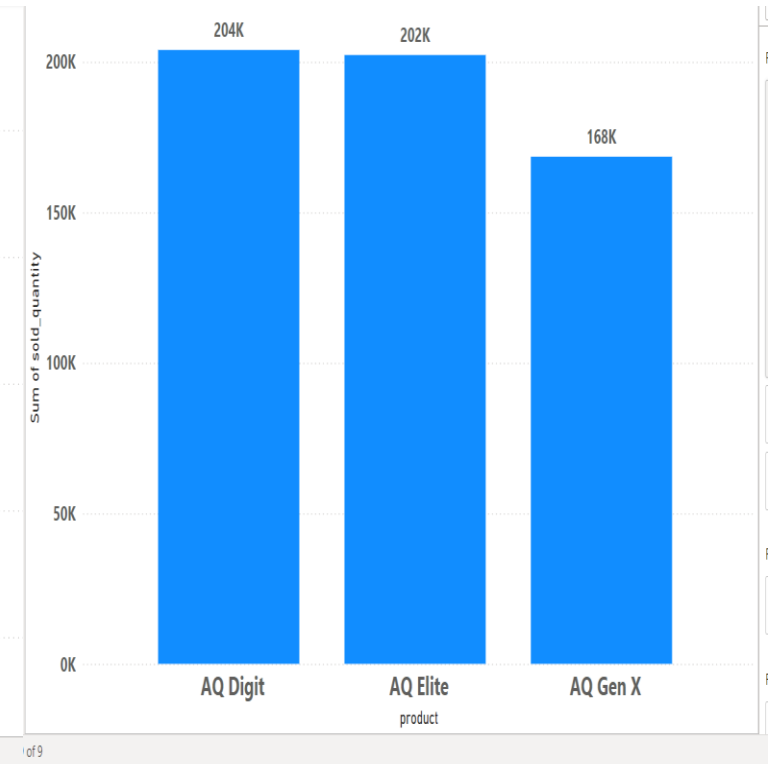
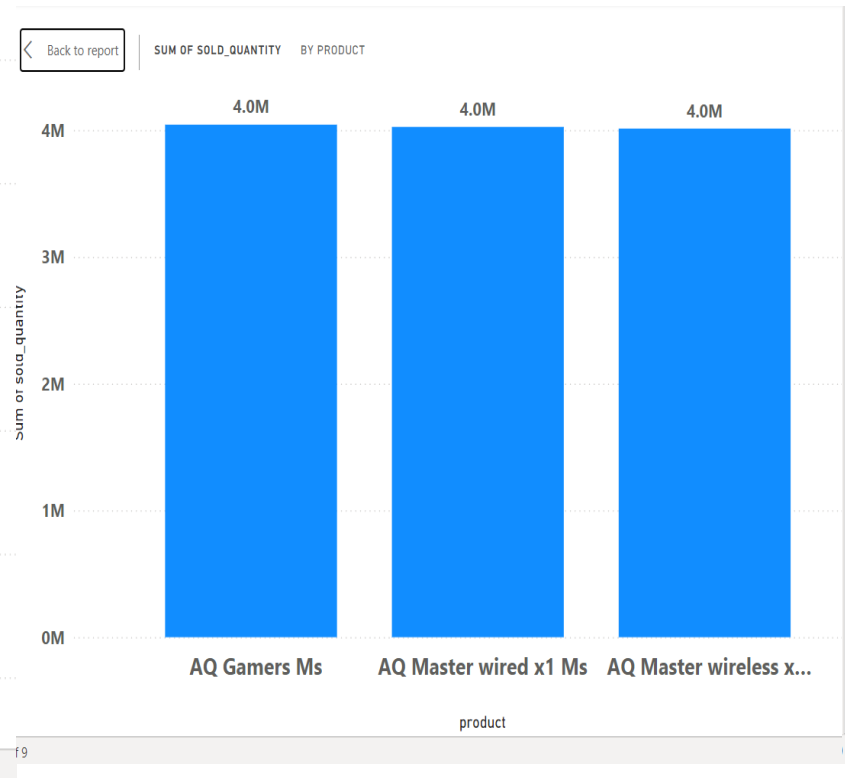
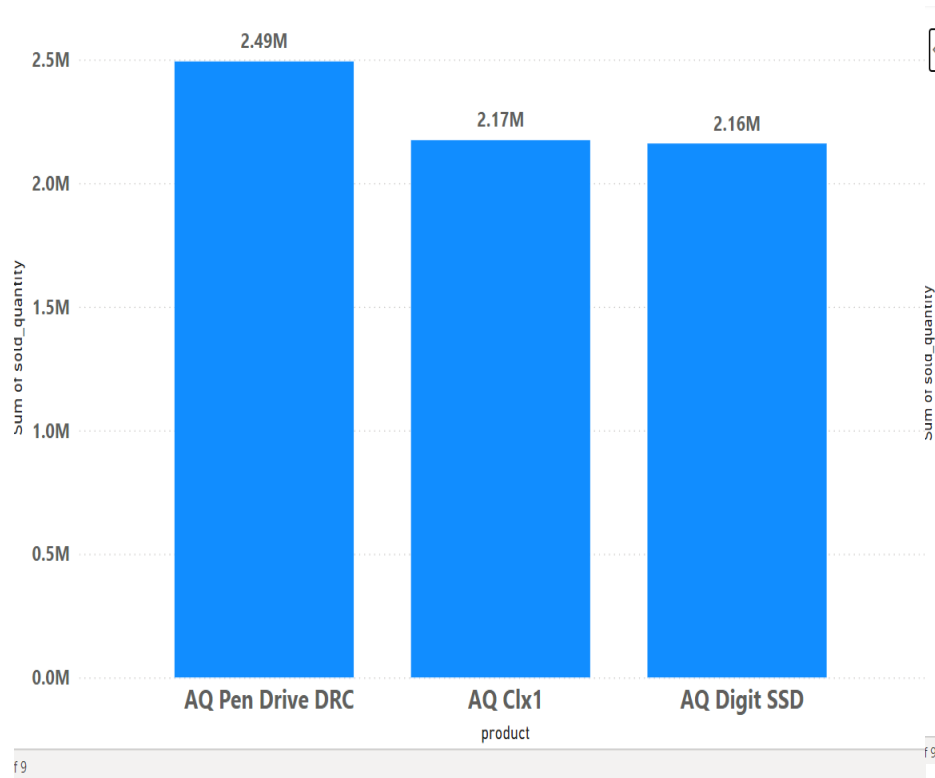
channel	gross_sales_mln	pct
Distributor	419.45	11.30
Direct	601.71	16.21
Retailer	2690.56	72.49



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

	division	product_code	total_sold_quantity	rank_order
▶	N & S	A6720160103	701373	1
	N & S	A6818160202	688003	2
	N & S	A6819160203	676245	3
	P & A	A2319150302	428498	1
	P & A	A2520150501	419865	2
	P & A	A2520150504	419471	3
	PC	A4218110202	17434	1
	PC	A4319110306	17280	2
	PC	A4218110208	17275	3



N & S

P&A

PC