



Consumer Goods Ad_Hoc Insights

By Shubham S. Bage



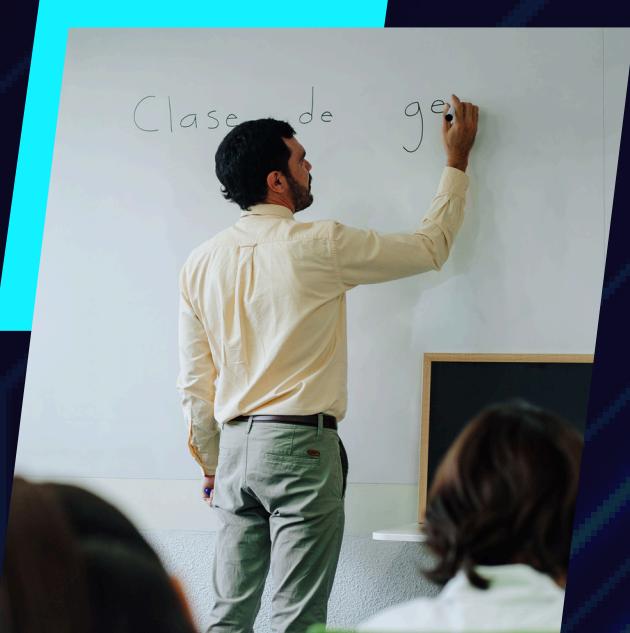
<https://www.linkedin.com/in/shubham-bage-9369202a1/>



AGENDA



About Company



Objective



About Data



Ad-Hoc requests
& Insights

ABOUT COMPANY

AtliQ Hardware is a rapidly growing, Computer Hardware manufacturer in India as well as 26 countries across the globe.

It manufacture products under three major division i.e Peripheral & Accessories, PC and Networking & Storage.

AtliQ has total of 74 customers like Neptune, Sage, Vijay etc across all Markets.

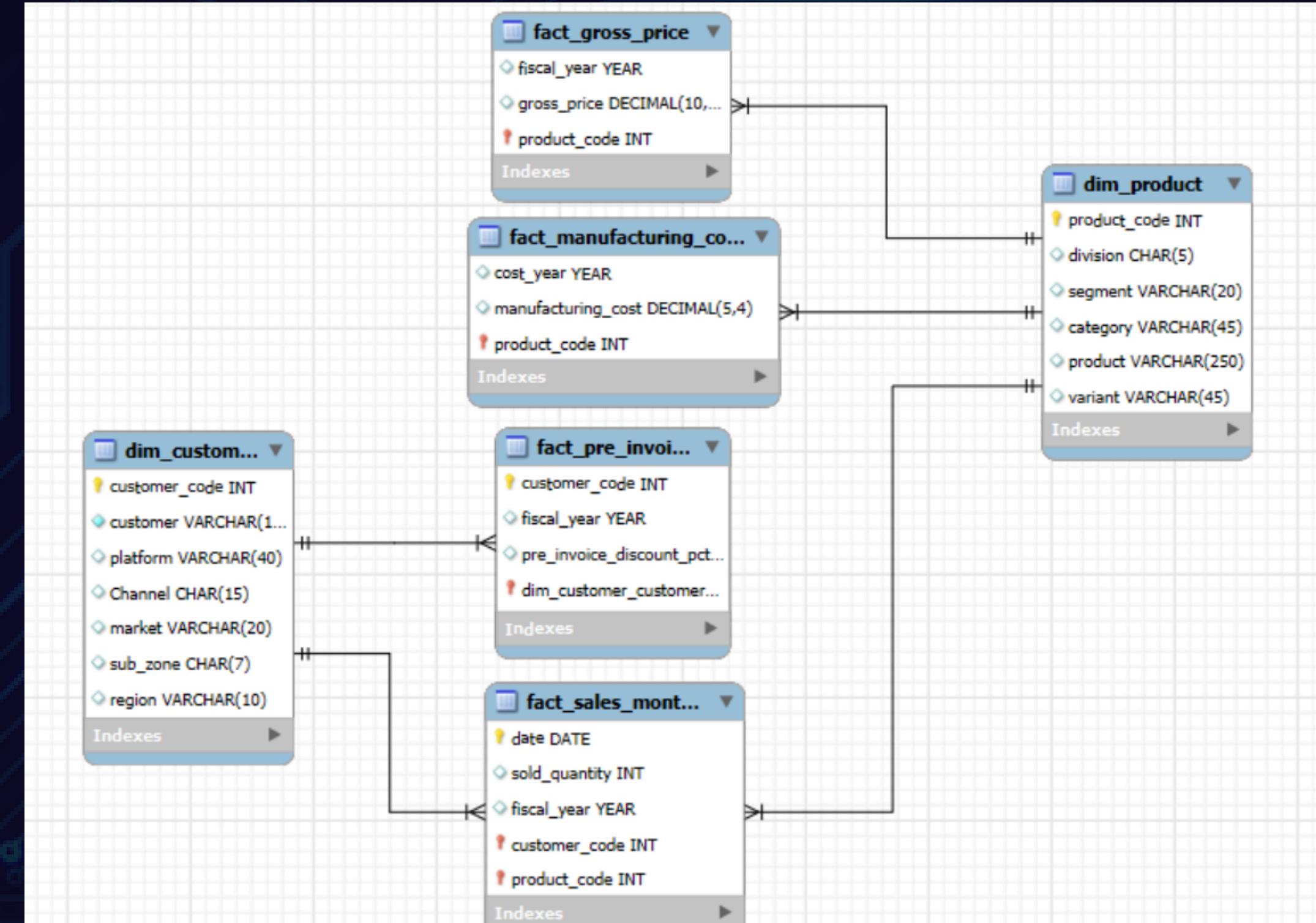


OBJECTIVE

- Empowering the management team to unlock actionable insights through data-driven analysis, enabling smarter, more strategic decisions that fuel scalable growth and drive the business forward.

ABOUT DATA

- We have four Fact tables: sales Monthly, Manufacturing cost, pre-invoice deductions, and Gross Price, which have measurable matrices, and a two-dimensional table with Customer and product details.
- Sales Data is available for fiscal year 2020 & 2021.
- The fiscal year for AtliQ Hardware starts on 1st September and ends on 31st August each year.



Markets



AtliQ Hardware is actively working in 27 different countries across NA, EU & APAC region



Lets see Requests,
Query Results &
Insights

REQUEST NO. 1

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

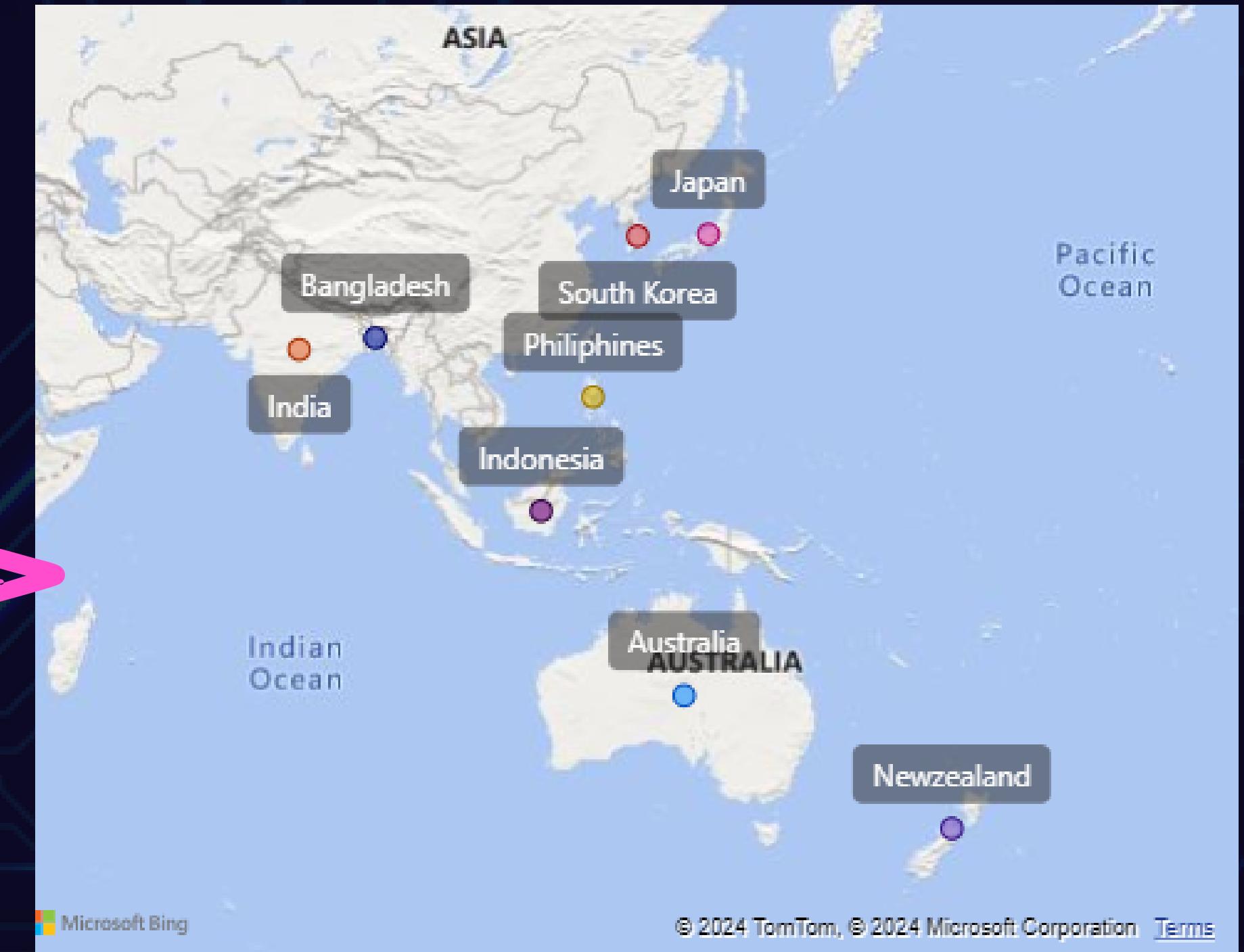
QUERY

```
SELECT  
distinct(market) as Markets  
from  
dim_customer  
where  
customer="Atliq Exclusive" and region="APAC"  
order by  
Markets asc;
```

Conversion of Output to visual

Output

- Markets
- Australia
- Bangladesh
- India
- Indonesia
- Japan
- Newzealand
- Philiphines
- South Korea



AtliQ Hardware has their physical store with the name of AtliQ Exclusive and this is list of Markets from APAC region.

REQUEST NO. 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

QUERY

```
with Product_count as (
  select
    count(distinct(case when sm.fiscal_year=2020 then
      sm.product_code end)) as unique_products_2020,
    count(distinct(case when sm.fiscal_year=2021 then
      sm.product_code end)) as unique_products_2021
  from
    fact_sales_monthly sm)

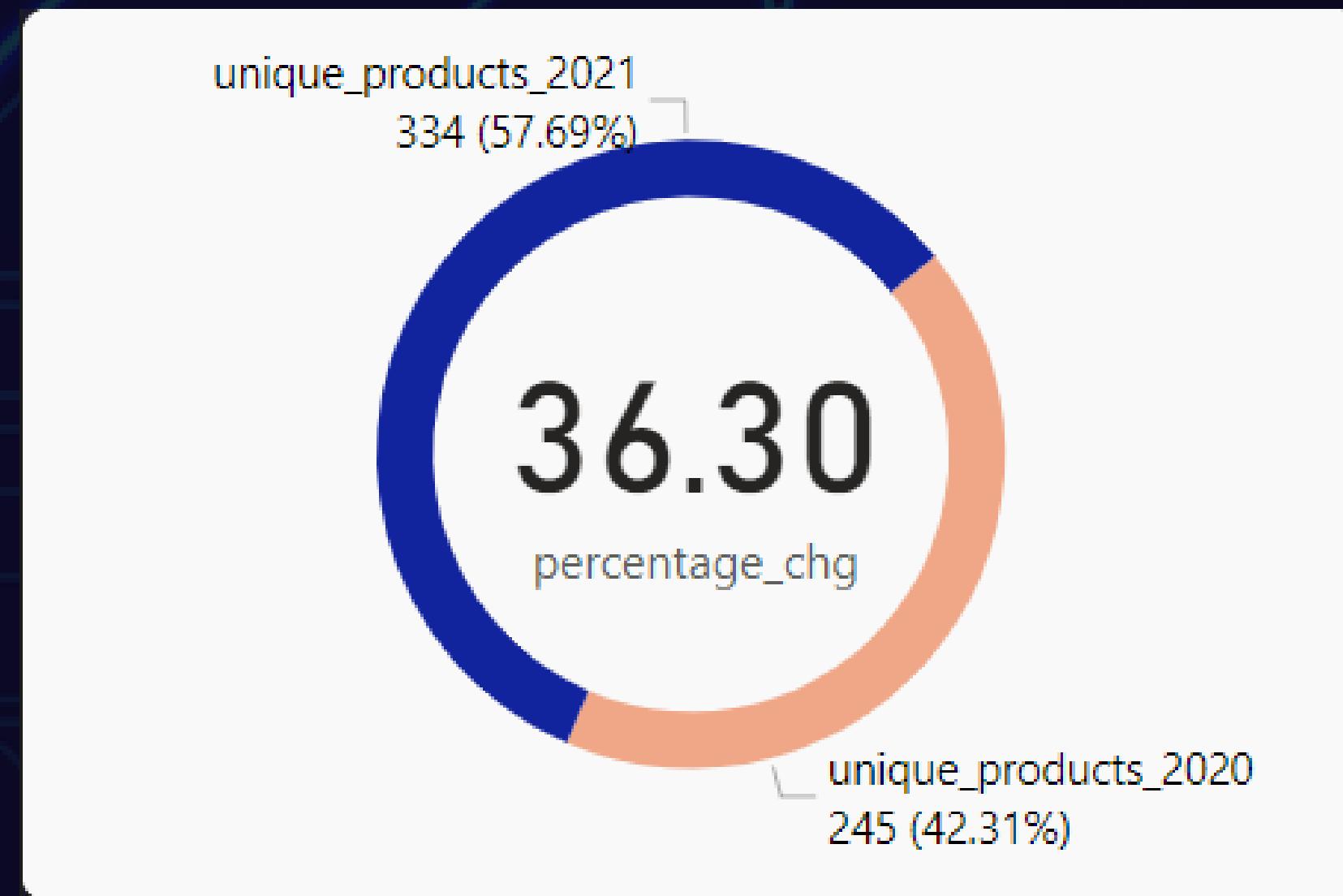
  select
    unique_products_2020, unique_products_2021,
    round((unique_products_2021-
      unique_products_2020)*100/unique_products_2020,1) as
    percentage_chg
  from
    Product_count;
```

Conversion of Output to visual

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.3

Insights:

- The results reveal that AtliQ Hardware has made a remarkable growth by introducing some of new products.
- Also we can say AtliQ Hardware focuses on revenue by fulfilling market demand through their new products.



REQUEST NO. 3

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

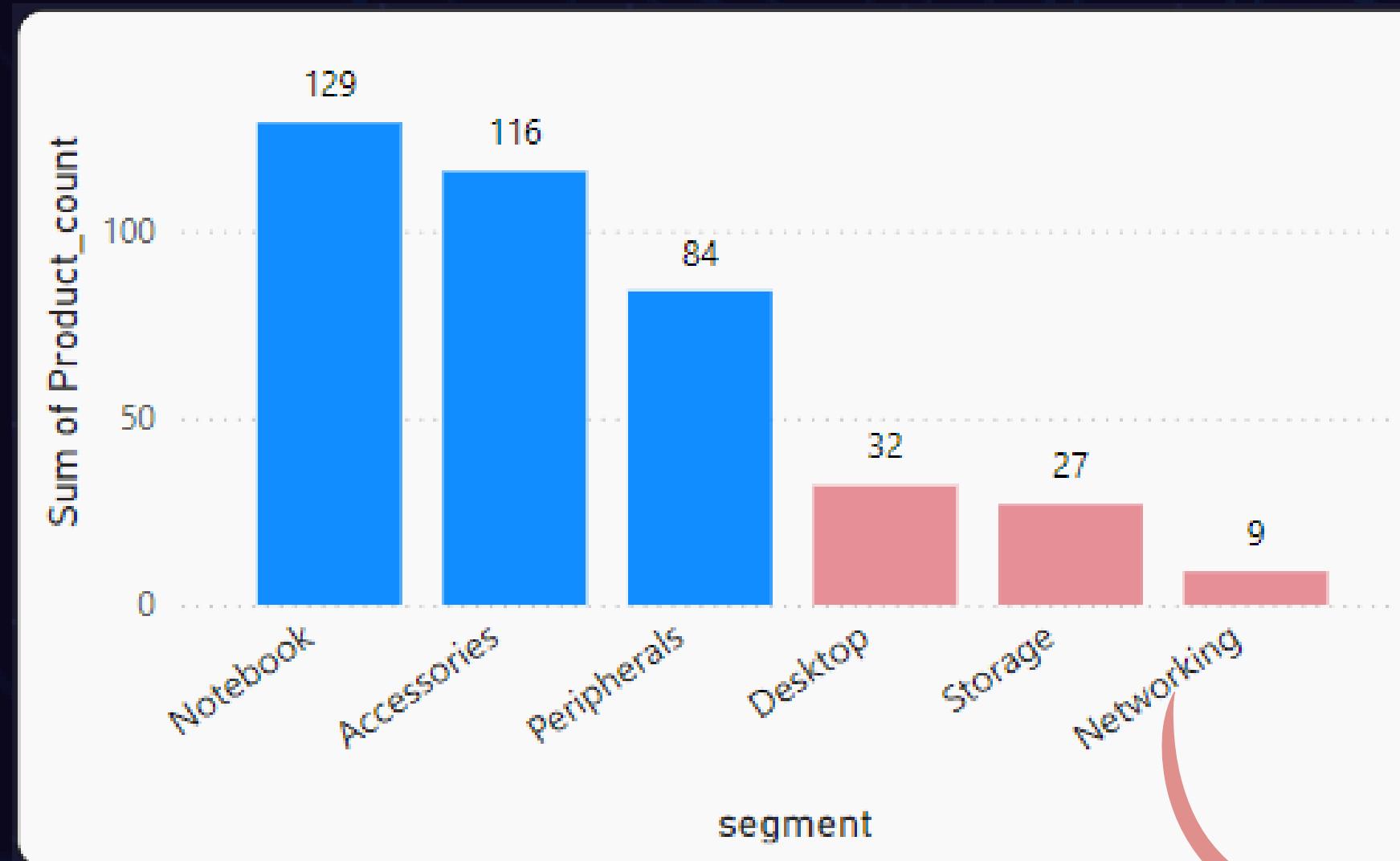
The final output contains,
segment
product_count

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

QUERY

```
SELECT
    segment, count(distinct(product_code)) as Product_count
from
    dim_product
group by
    segment
order by
    Product_count desc;
```

Conversion of Output to visual



segment	category
Desktop	Business Laptop
Desktop	Personal Desktop
Storage	External Solid State Drives
Storage	USB Flash Drives
Networking	Wi fi extender

Insights:

The result reveals that AtliQ Hardware has achieved remarkable growth by introducing avg 110 product each in segments like Notebook, Accessories, and Peripherals. However they need to focus on segments like Desktop, Storage & Networking which are delivering avg 23 product each.

REQUEST NO. 4

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

QUERY

```
with Product_count as(  
select  
    p.segment,  
    count(distinct case when sm.fiscal_year=2020 then p.product_code end) as product_count_2020,  
    count(distinct case when sm.fiscal_year=2021 then p.product_code end) as product_count_2021  
from dim_product p  
join fact_sales_monthly sm  
using(product_code)  
group by p.segment)
```

```
select segment,  
product_count_2020,  
product_count_2021,  
coalesce(product_count_2021,0)-coalesce(product_count_2020,0) as Difference  
from  
Product_count  
order by Difference desc;
```

The final output contains these fields:

Segment

Product_count_2020

Product_count_2021

Difference

Conversion of Output to visual

segment	product_count_2020	product_count_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:

The analysis highlights that AtliQ Hardware has significantly expanded its product range in the Accessories, Desktop, Storage, and Networking segments, introducing more than 40% of product compared to the previous year. In addition, the Notebook and Peripherals segments launched 16 products each showcasing the moderate growth rate.

REQUEST NO. 5

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

Product_code, Product
Manufacturing_cost

QUERY

```
select
    p.product_code,
    p.product,
    m.manufacturing_cost
from dim_product p
join fact_manufacturing_cost m
using (product_code)
where manufacturing_cost in
(select max(manufacturing_cost) from fact_manufacturing_cost
union
select min(manufacturing_cost) from fact_manufacturing_cost)
order by manufacturing_cost desc;
```

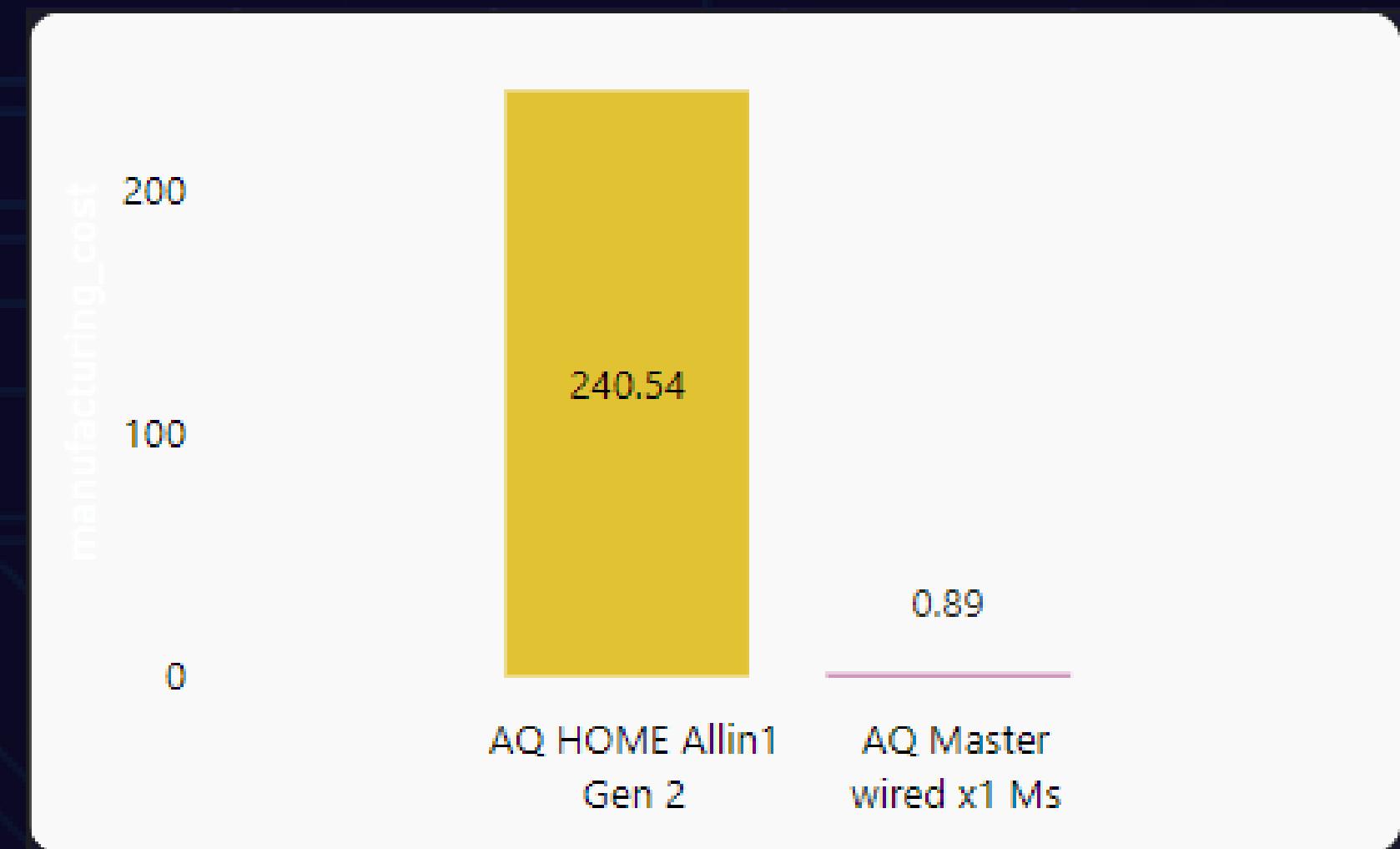
Conversion of Output to visual

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

The product AQ Home Allin 1 Gen 2 ,Personal Desktop category, which has highest manufacturing cost i.e \$ 240.54.



The product AQ wired x1 MS is a Mouse having lowest manufacturing cost i.e \$ 0.89.



REQUEST NO. 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

Query

```
select
c.customer_code,
c.customer, round(avg(id.pre_invoice_discount_pct)*100,1)
as average_discount_percentage
from
dim_customer c
join
fact_pre_invoice_deductions id
using
(customer_code)
where
c.market="India" and id.fiscal_year=2021
group by
c.customer_code, c.customer
order by
average_discount_percentage desc
limit 5;
```

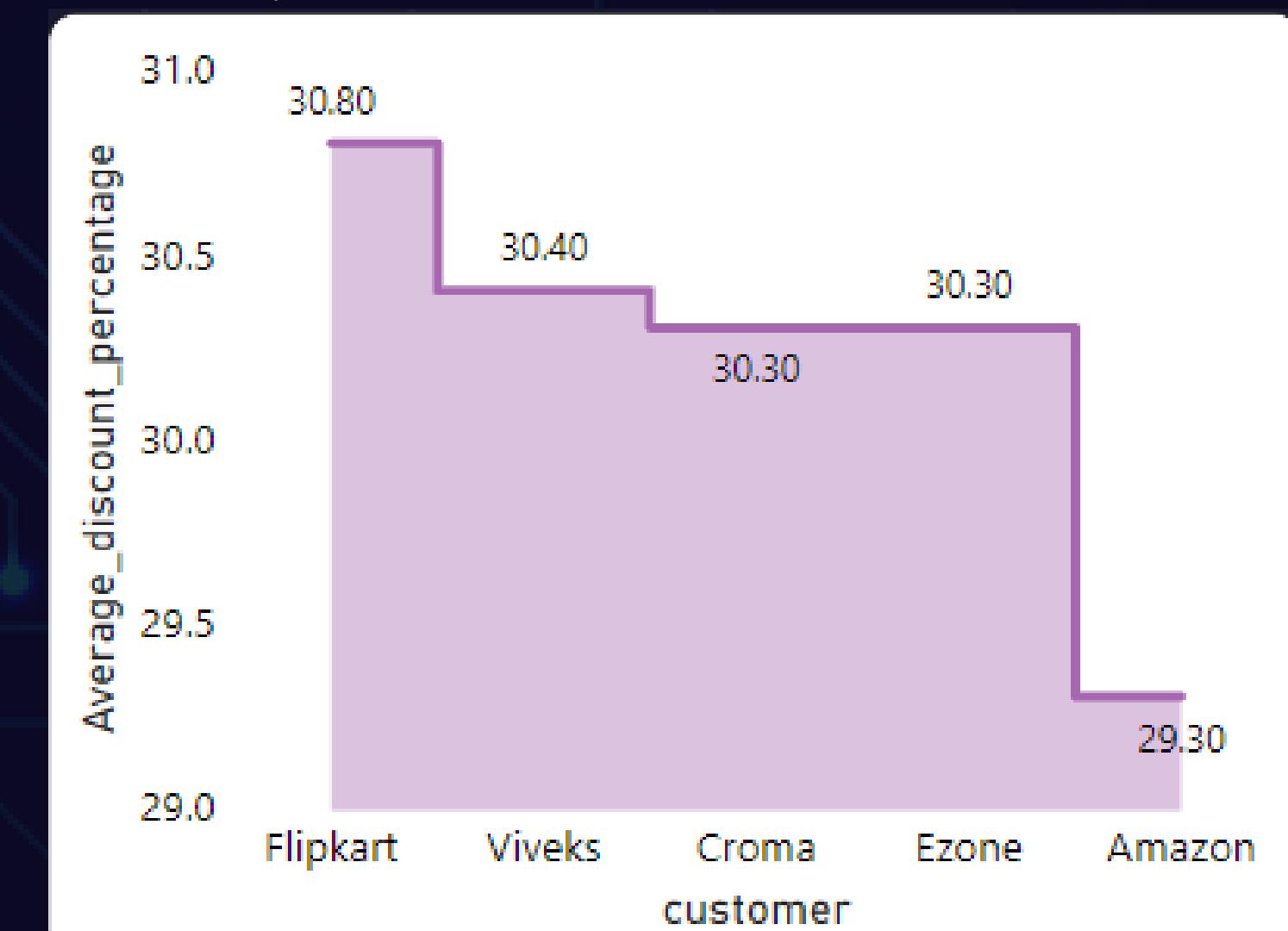
Conversion of Output to visual

customer_code	customer	average_discount
90002009	Flipkart	30.8
90002006	Viveks	30.4
90002002	Croma	30.3
90002003	Ezone	30.3
90002016	Amazon	29.3

Insights:

The AtliQ Hardware offered highest discount % to Flipkart i.e 30.8%. Also they have offered on an average 30.2 % discount for their top 5 customers.

In addition, AtliQ hardware offered avg 24.2% of discount to all of thier customers.



REQUEST NO. 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

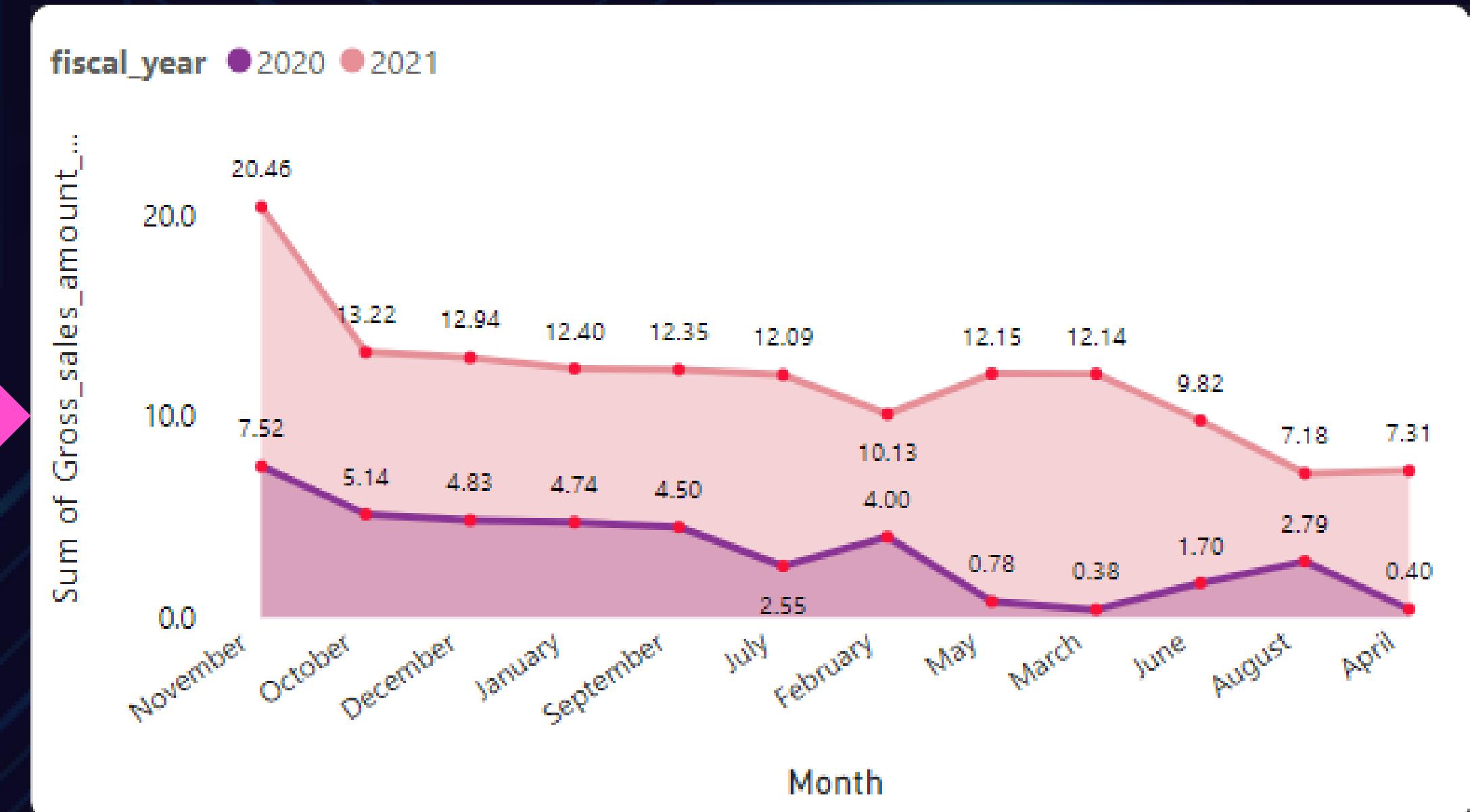
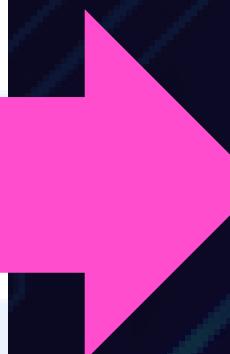
Gross sales Amount

Query

```
select  
    monthname(sm.date) as Month , g.fiscal_year,  
    Concat(round(sum(sm.sold_quantity*g.gross_price)/1000000,2), "M") as  
        Gross_sales_amount_mln  
    from fact_gross_price g  
    join fact_sales_monthly sm  
    using(product_code, fiscal_year)  
    join dim_customer c  
    on c.customer_code=sm.customer_code  
    where customer="Atliq Exclusive"  
    group by Month, g.fiscal_year;
```

Conversion of Output to visual

Month	fiscal_year	Gross_sales
September	2020	4.50M
October	2020	5.14M
November	2020	7.52M
December	2020	4.83M
January	2020	4.74M
February	2020	4.00M
March	2020	0.38M
April	2020	0.40M
May	2020	0.78M



- Total Gross sales for 2020 is 39.33M & Total Gross sales for 2021 is 142.19M
- The Percentage increase in sales for 2021 is 261.53% w.r.t previous year 2020 .

REQUEST NO. 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

Query

```
select
```

```
case
```

```
when month(s.date) in (9,10,11) then "Q1"
```

```
when month(s.date) in (12,1,2) then "Q2"
```

```
when month(s.date) in (3,4,5) then "Q3"
```

```
else "Q4"
```

```
end as Quarter,
```

```
sum(s.sold_quantity) as
```

```
Total_sold_quantity
```

```
from
```

```
fact_sales_monthly s
```

```
where
```

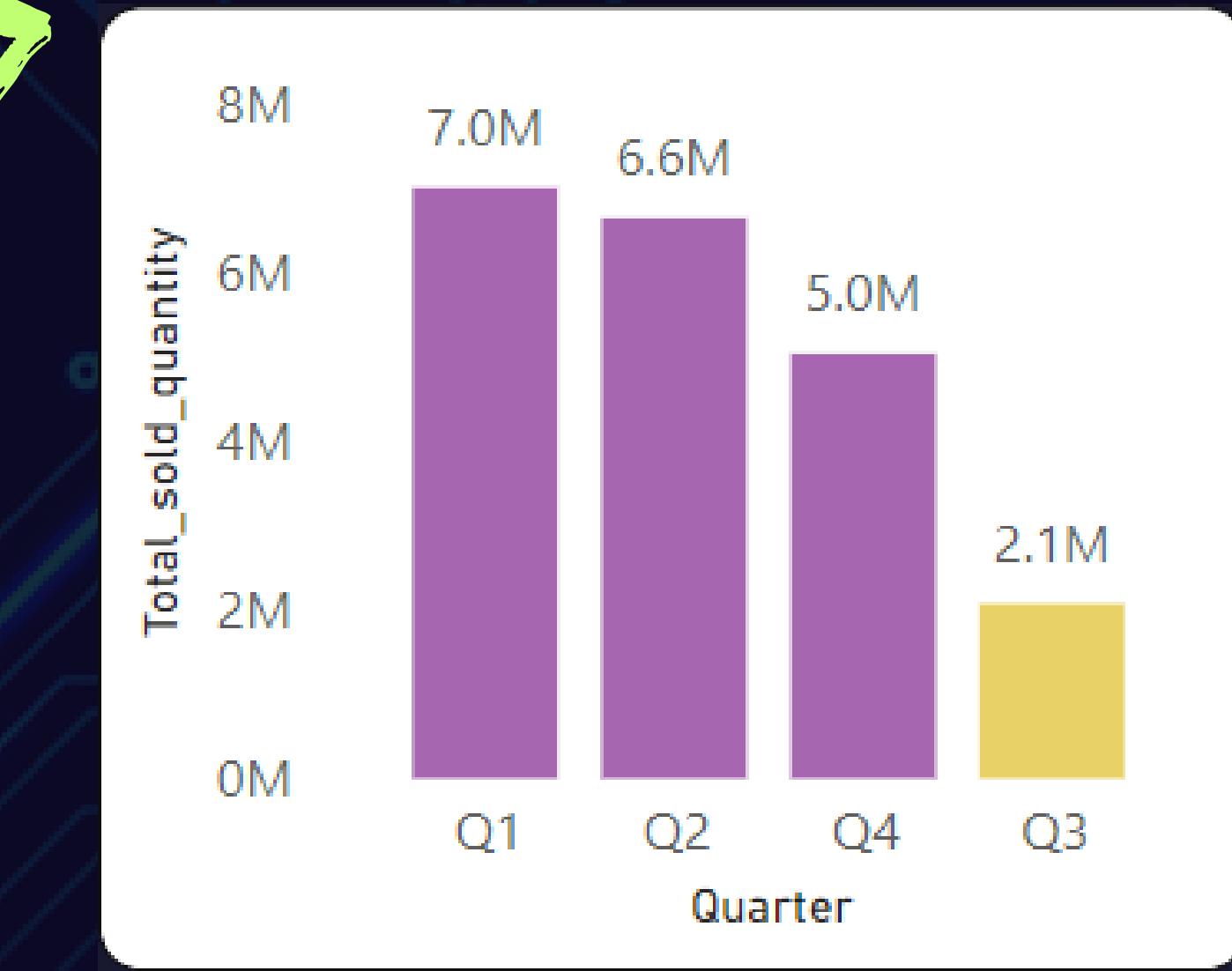
```
fiscal_year=2020
```

```
group by Quarter
```

```
order by Total_sold_quantity desc;
```

Conversion of Output to visual

Quarter	Total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087



The data reveals a strong performance in Q1 (September to November), with sales reaching 7M—higher than in any other quarter. In contrast, Q3 (March to May) in 2020 saw the lowest sales figures, highlighting a significant dip in performance.

REQUEST NO. 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

with bb as (

select

c.channel, round(Sum(sm.sold_quantity*g.gross_price)/1000000,1) as Gross_sales_in_mln

from fact_sales_monthly sm

join fact_gross_price g

using(product_code, fiscal_year)

join dim_customer c

on sm.customer_code=c.customer_code

where fiscal_year=2021

Group by c.channel)

select

channel, Gross_sales_in_mln,

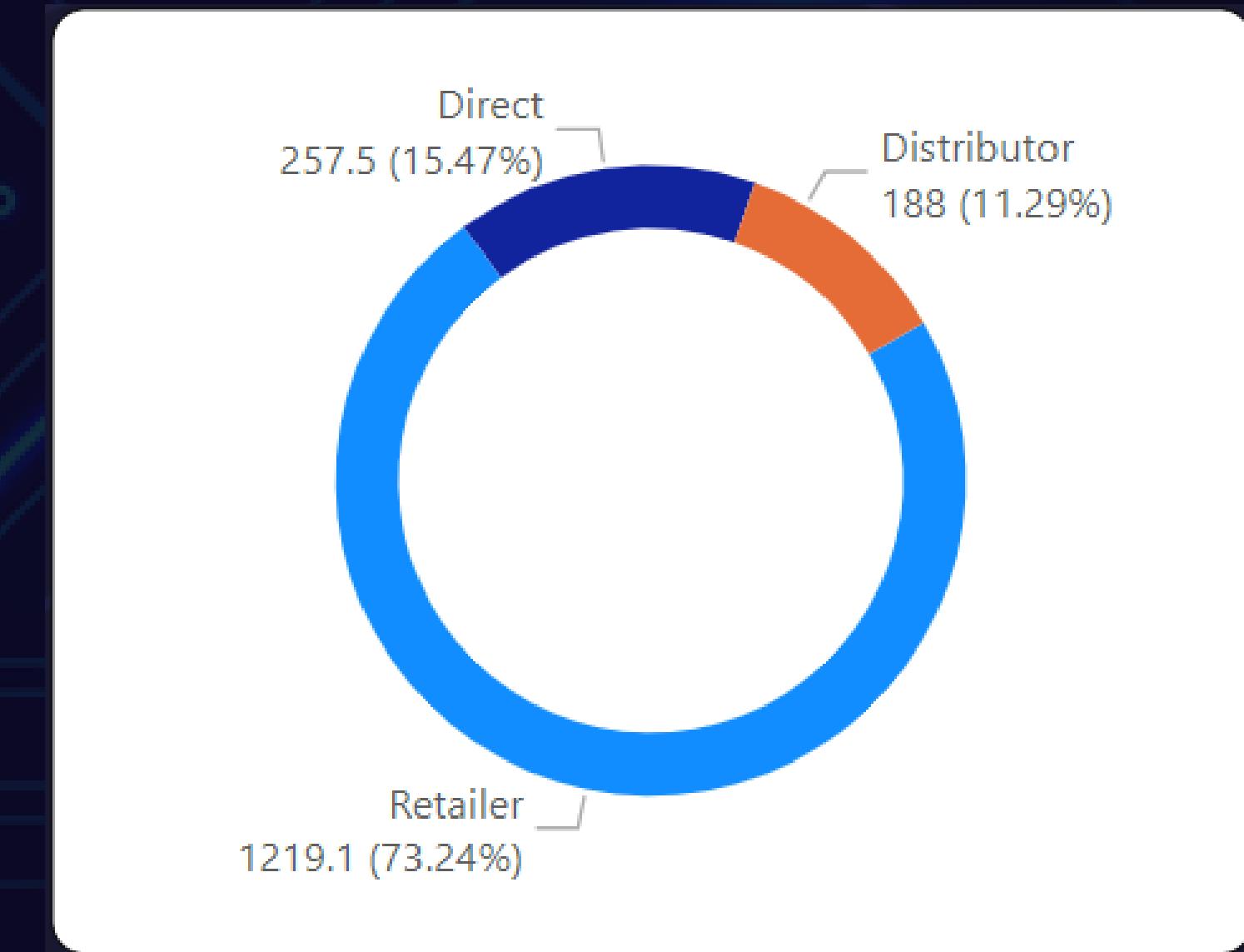
round(sales_in_mln*100/(select sum(Gross_sales_in_mln) from bb),1) as PCT

from bb;

Query

Conversion of Output to visual

channel	Gross_sales_in_mln	PCT
Direct	257.5	15.5%
Retailer	1219.1	73.2%
Distributor	188.0	11.3%



Insights:

With three sales channels in place, AtliQ Hardware's Retailer channel stands out, contributing an impressive 73.2% of total sales—an exceptional performance. However, there's a clear opportunity to improve the remaining two channels, as their contributions remain marginal in comparison.

REQUEST NO. 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

with Rank_order as(

select

p.division, p.product_code, p.product, sum(sm.sold_quantity) as QTY,

dense_rank() over(partition by p.division order by sum(sm.sold_quantity) desc) as Rank_order

from fact_sales_monthly sm

join dim_product p

using (product_code)

where

fiscal_year=2021

group by p.division, p.product_code,p.product)

select *

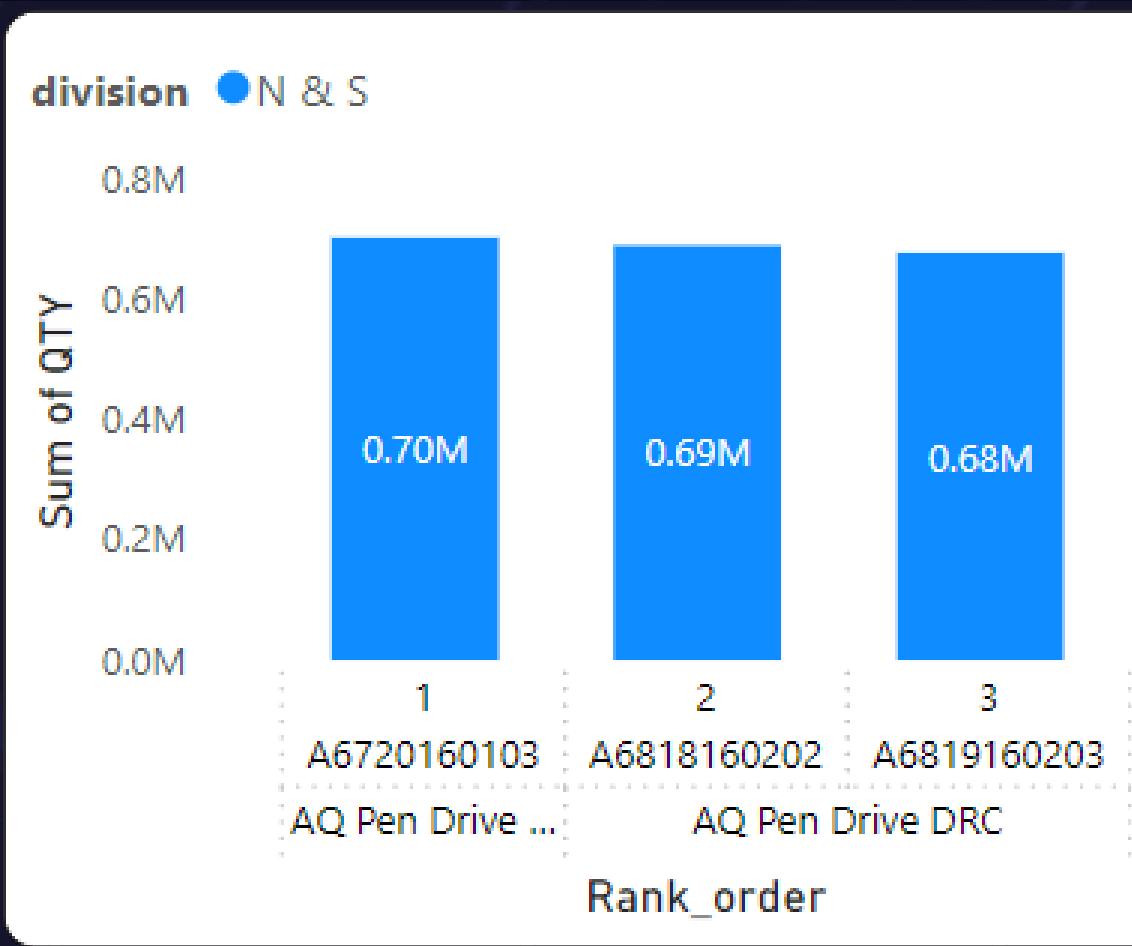
from Rank_order

where Rank_order <4

order by division;

Query

Conversion of Output to visual



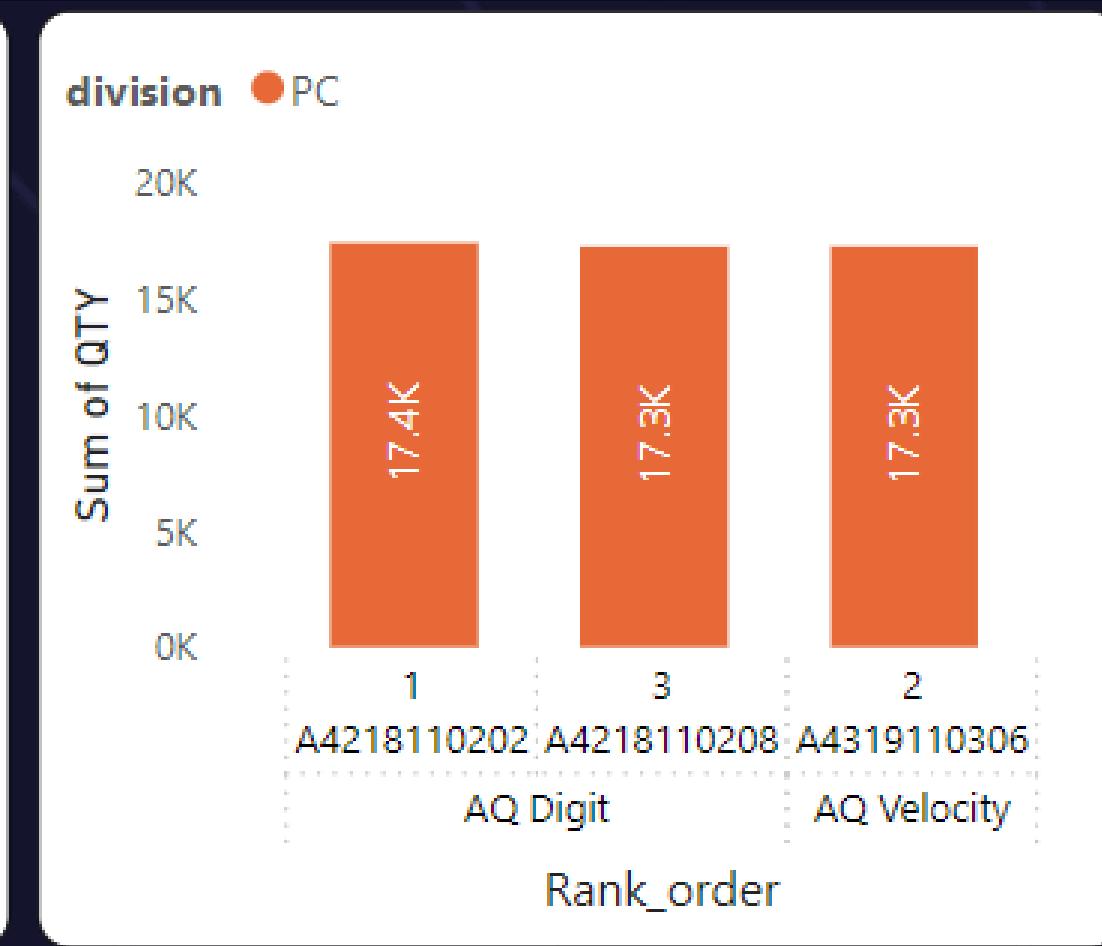
N&S (Top 3 Products)

From division N&S, Top Selling product is AQ Pen Drive 2 in 1 with total of 0.7m quantities sold in FY 2021 followed by two variants AQ Pen Drive DRC with 0.69m & 0.68m quantities sold respectively



P&A (Top 3 Products)

From division P&A, Top Selling product is AQ Gamers MS with total of 0.43m quantities sold in FY 2021 followed by two variants AQ Maxima MS with 0.42m & 0.42m quantities sold respectively



PC (Top 3 Products)

From division PC, Top Selling product is AQ Digit with total of 17.4K quantities sold in FY 2021 followed by two variants AQ Velocity with 17.3K & 17.3K quantities sold respectively

THANK YOU

<https://www.linkedin.com/in/shubham-bage-9369202a1/>