



AtliQ's Market

R-1

R-2

R-3

R-4

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R-9

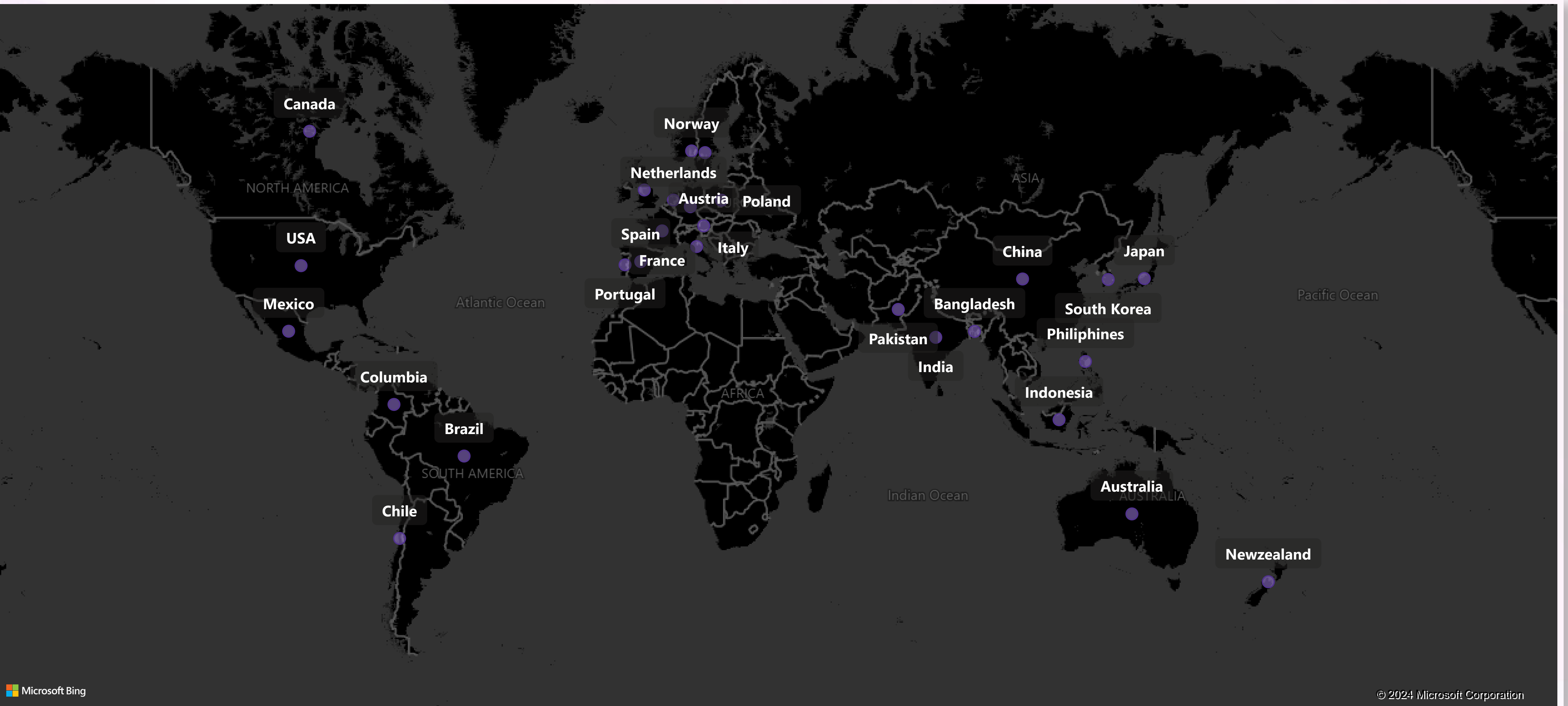
R-10

AtliQ Hardware Ad-hoc Insights

Domain: Consumer Goods



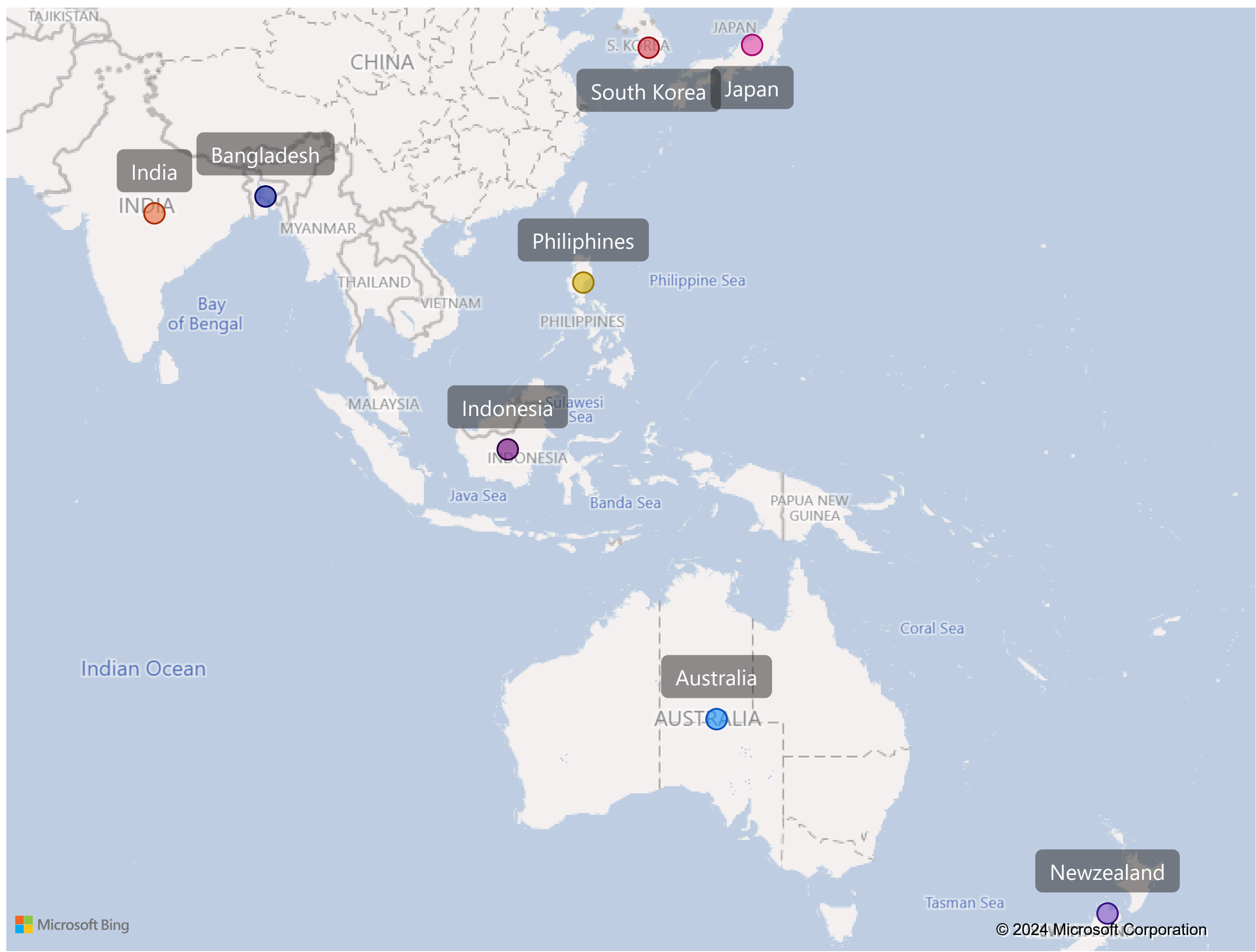
Atliq's Market





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

| | |
|---|-------------|
| | market |
| ▶ | India |
| | Indonesia |
| | Japan |
| | Philiphines |
| | South Korea |
| | Australia |
| | Newzealand |
| | Bangladesh |
| | India |





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

36.33 %

| | unique_products_2020 | unique_products_2021 | percentage_chg |
|---|----------------------|----------------------|----------------|
| ▶ | 245 | 334 | 36.33 |



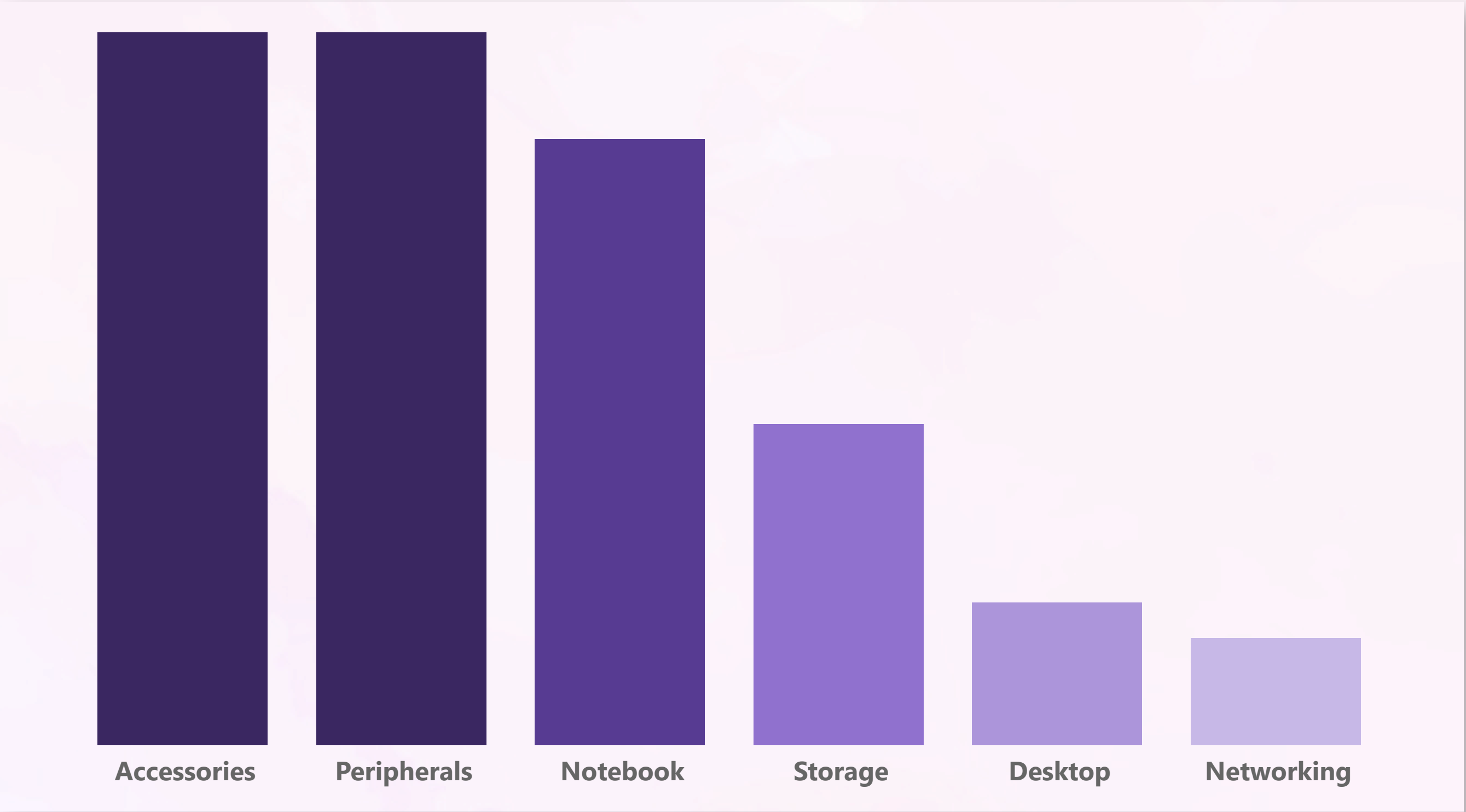
Unique Products 2020 VS 2021





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

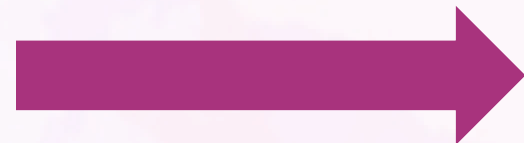
| | segment | product_count |
|---|-------------|---------------|
| ▶ | Accessories | 20 |
| | Peripherals | 20 |
| | Notebook | 17 |
| | Storage | 9 |
| | Desktop | 4 |
| | Networking | 3 |





4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?

| | segment | count_2020 | count_2021 | product_difference |
|---|-------------|------------|------------|--------------------|
| ▶ | Accessories | 69 | 103 | 34 |
| | Desktop | 7 | 22 | 15 |
| | Networking | 6 | 9 | 3 |
| | Notebook | 92 | 108 | 16 |
| | Peripherals | 59 | 75 | 16 |
| | Storage | 12 | 17 | 5 |



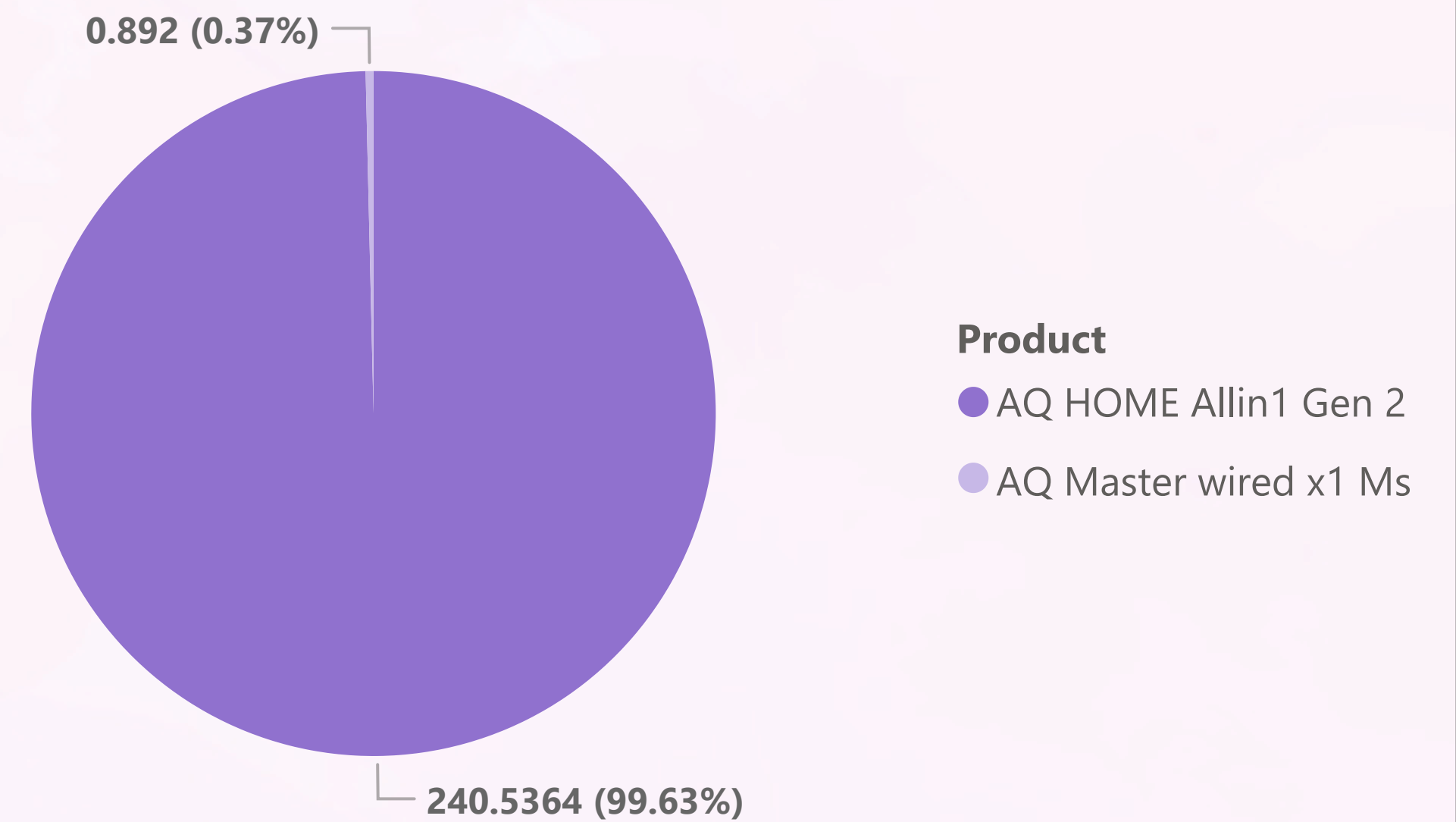


5. Get the products that have the highest and lowest manufacturing costs.

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



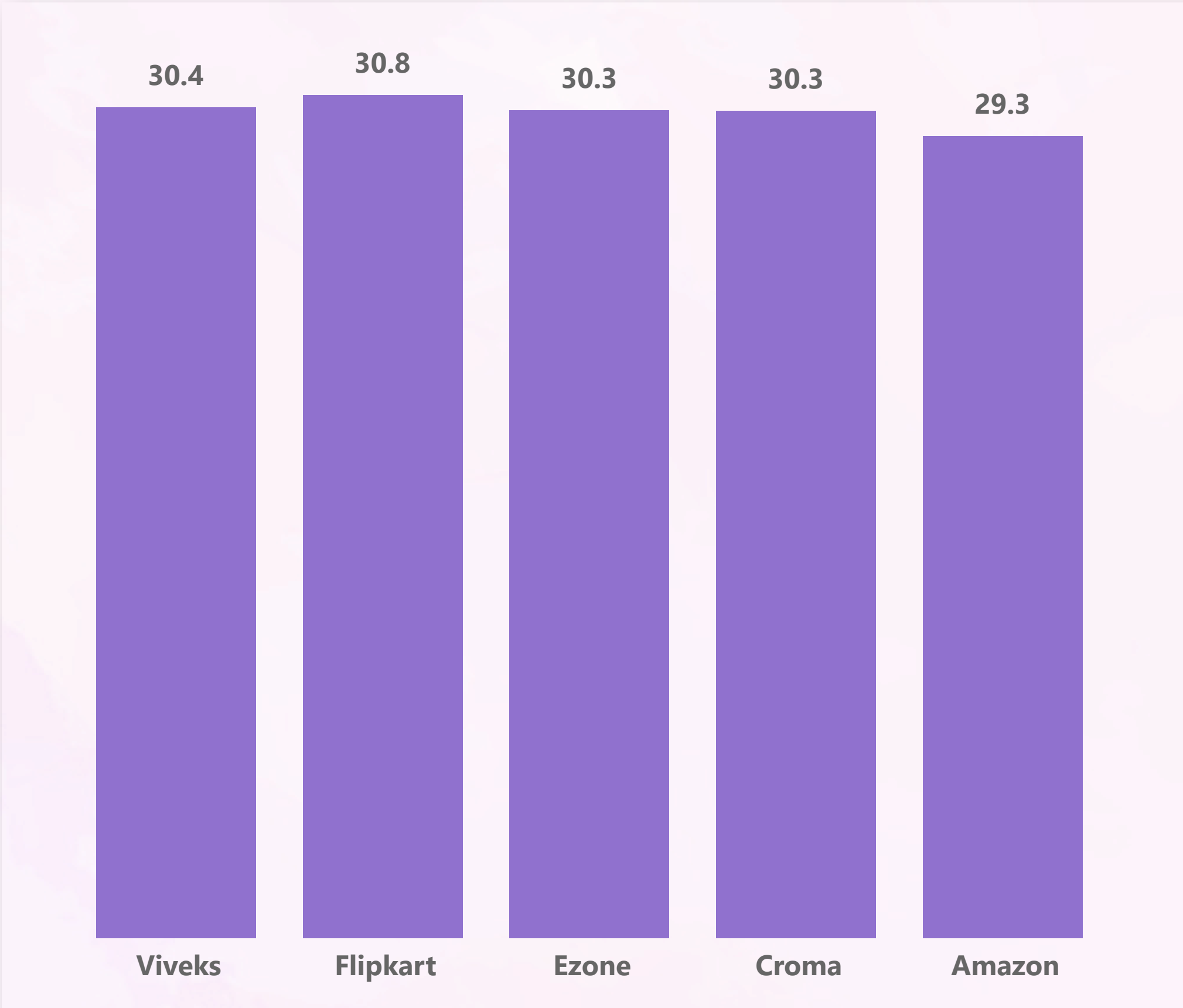
Product-Wise Manufacturing Cost Distribution





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.

| | customer_code | customer | average_discount_percentage |
|---|---------------|----------|-----------------------------|
| ▶ | 90002009 | Flipkart | 30.83 |
| | 90002006 | Viveks | 30.38 |
| | 90002003 | Ezone | 30.28 |
| | 90002002 | Croma | 30.25 |
| | 90002016 | Amazon | 29.33 |





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.

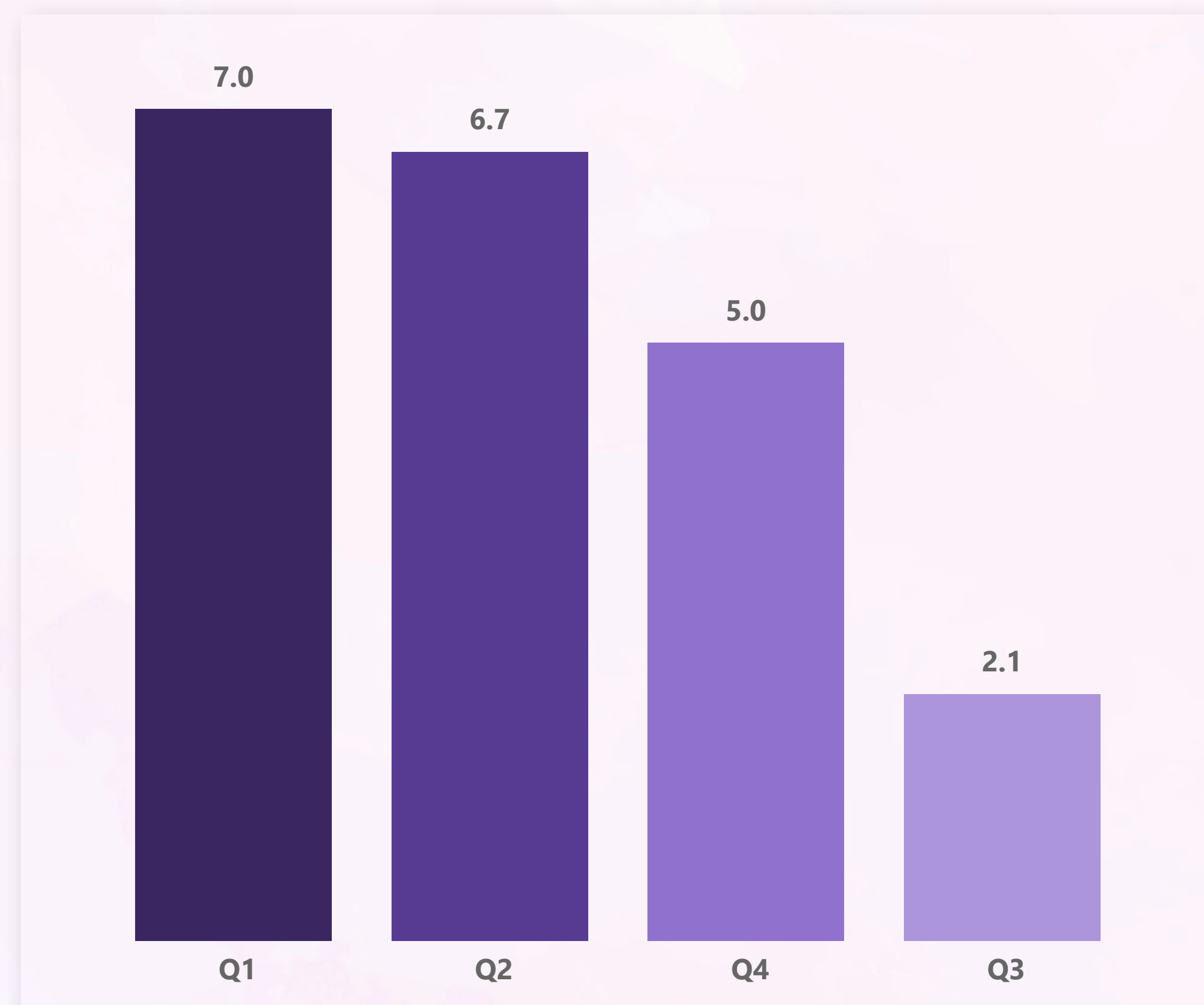
| | month_label | fiscal_year | gross_sales |
|---|-------------|-------------|-------------|
| ▶ | September | 2020 | 9.09M |
| | October | 2020 | 10.38M |
| | November | 2020 | 15.23M |
| | December | 2020 | 9.76M |
| | January | 2020 | 9.58M |
| | February | 2020 | 8.08M |
| | March | 2020 | 0.77M |
| | April | 2020 | 0.80M |
| | May | 2020 | 1.59M |
| | June | 2020 | 3.43M |
| | July | 2020 | 5.15M |
| | August | 2020 | 5.64M |
| | September | 2021 | 19.53M |
| | October | 2021 | 21.02M |
| | November | 2021 | 32.25M |
| | December | 2021 | 20.41M |
| | January | 2021 | 19.57M |
| | February | 2021 | 15.99M |
| | March | 2021 | 19.15M |
| | April | 2021 | 11.48M |
| | May | 2021 | 19.2M |
| | June | 2021 | 15.46M |
| | July | 2021 | 19.04M |
| | August | 2021 | 11.32M |





8. In which quarter of 2020, got the maximum total_sold_quantity?

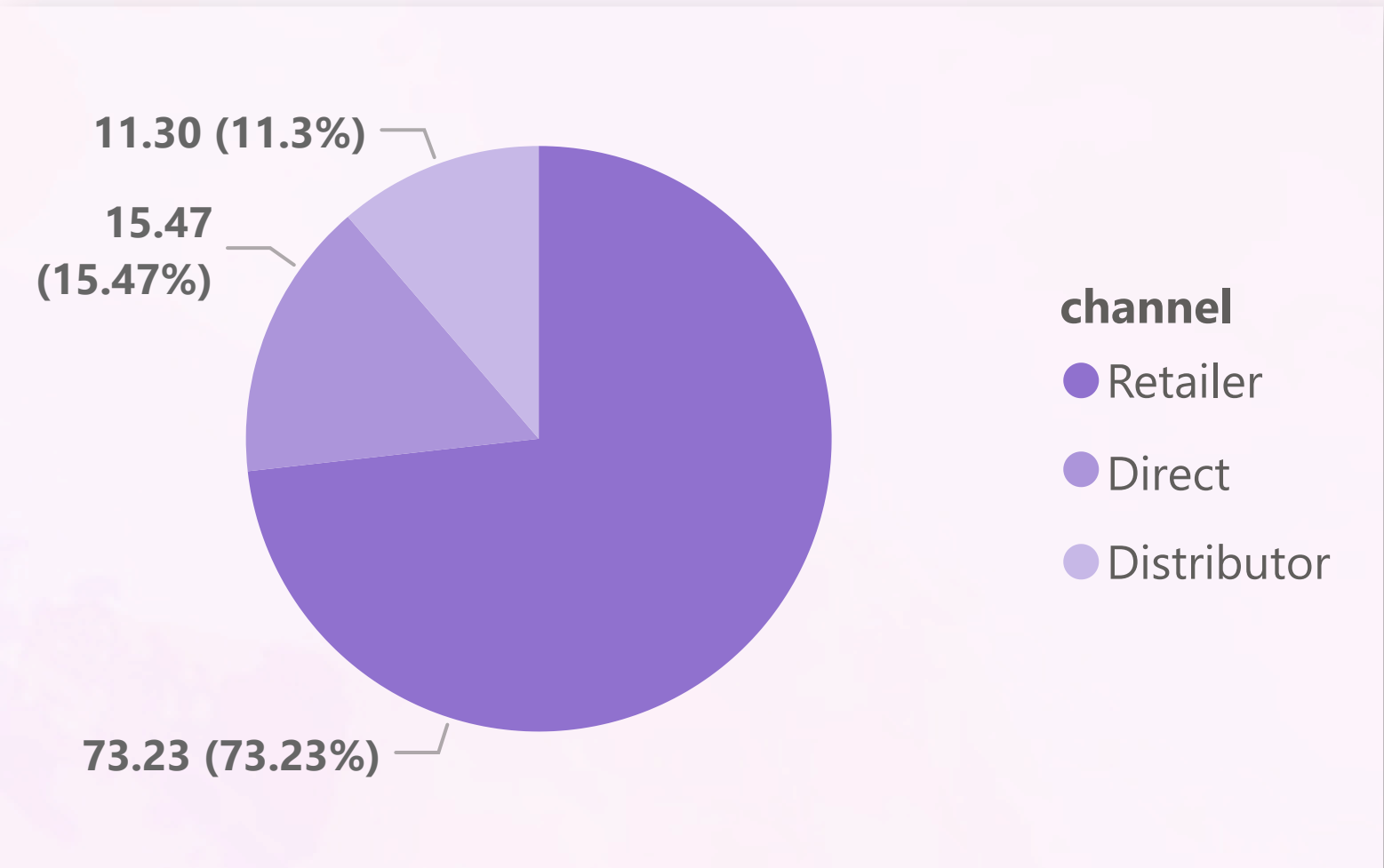
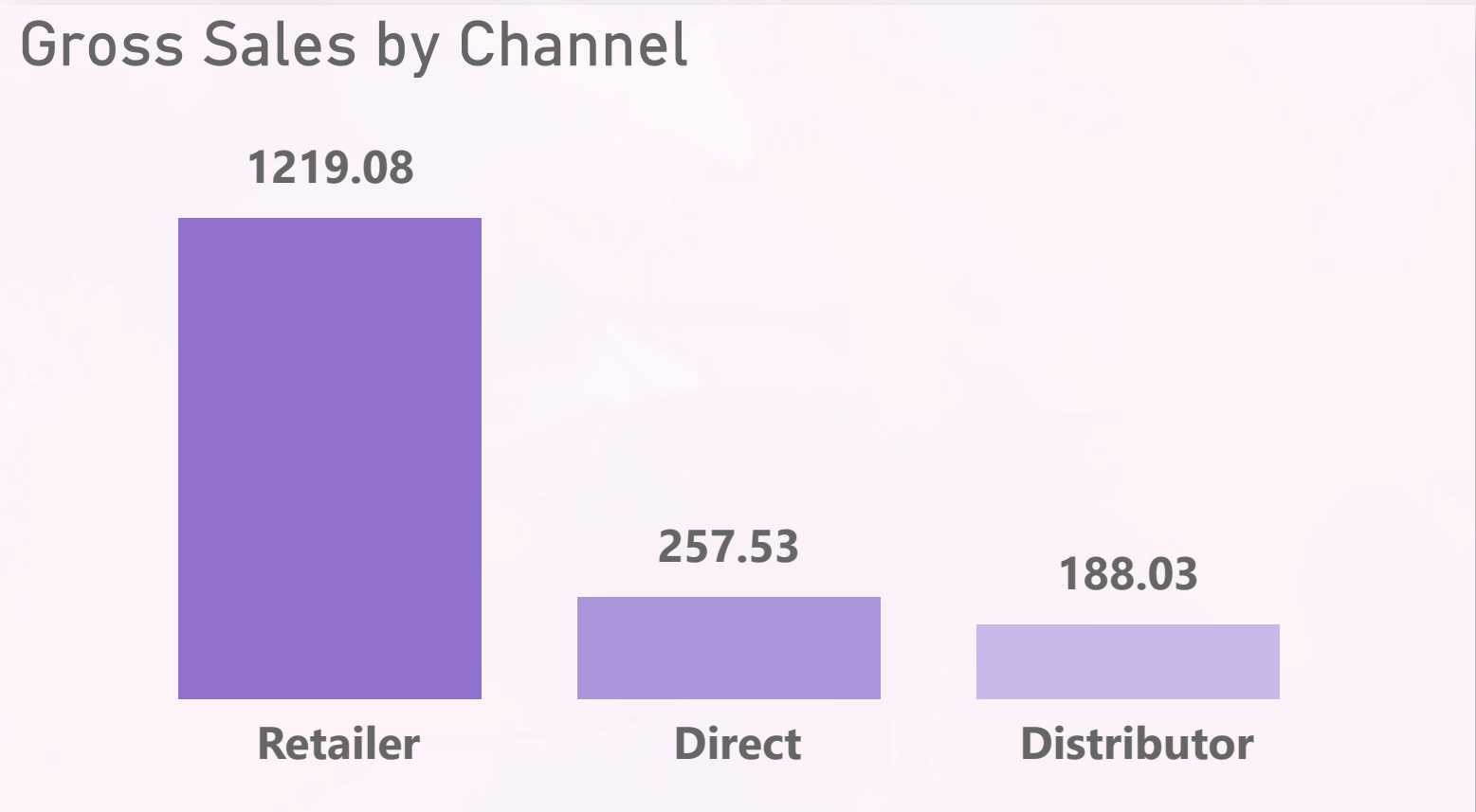
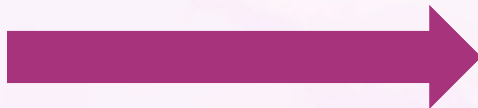
| | Quarters | total_sold_quantity |
|---|----------|---------------------|
| ▶ | Q1 | 7.01 |
| | Q2 | 6.65 |
| | Q4 | 5.04 |
| | Q3 | 2.08 |





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

| | channel | gross_sales_mln | pct |
|---|-------------|-----------------|-------|
| ▶ | Retailer | 1219.08 | 73.23 |
| | Direct | 257.53 | 15.47 |
| | Distributor | 188.03 | 11.30 |



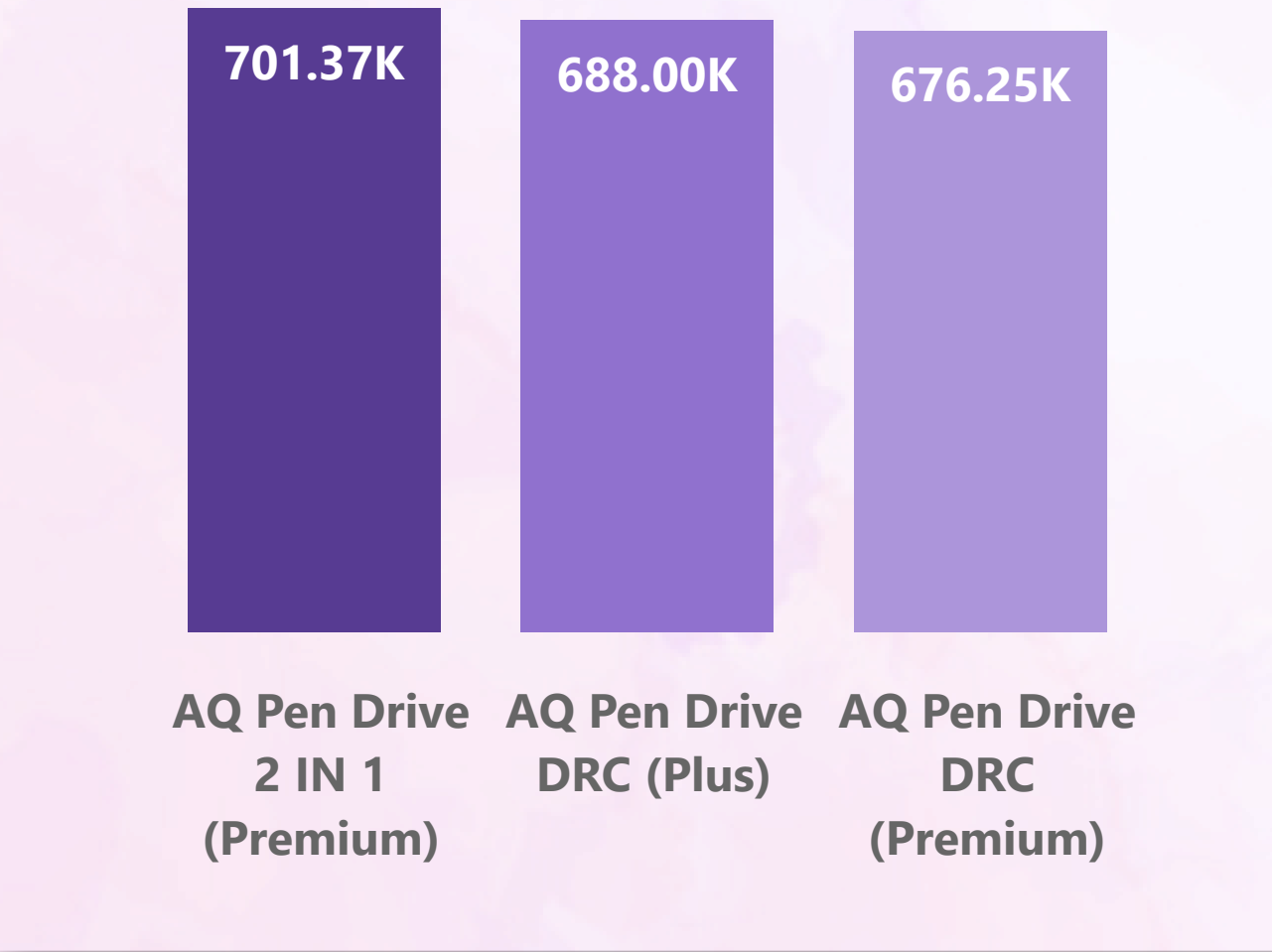


10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

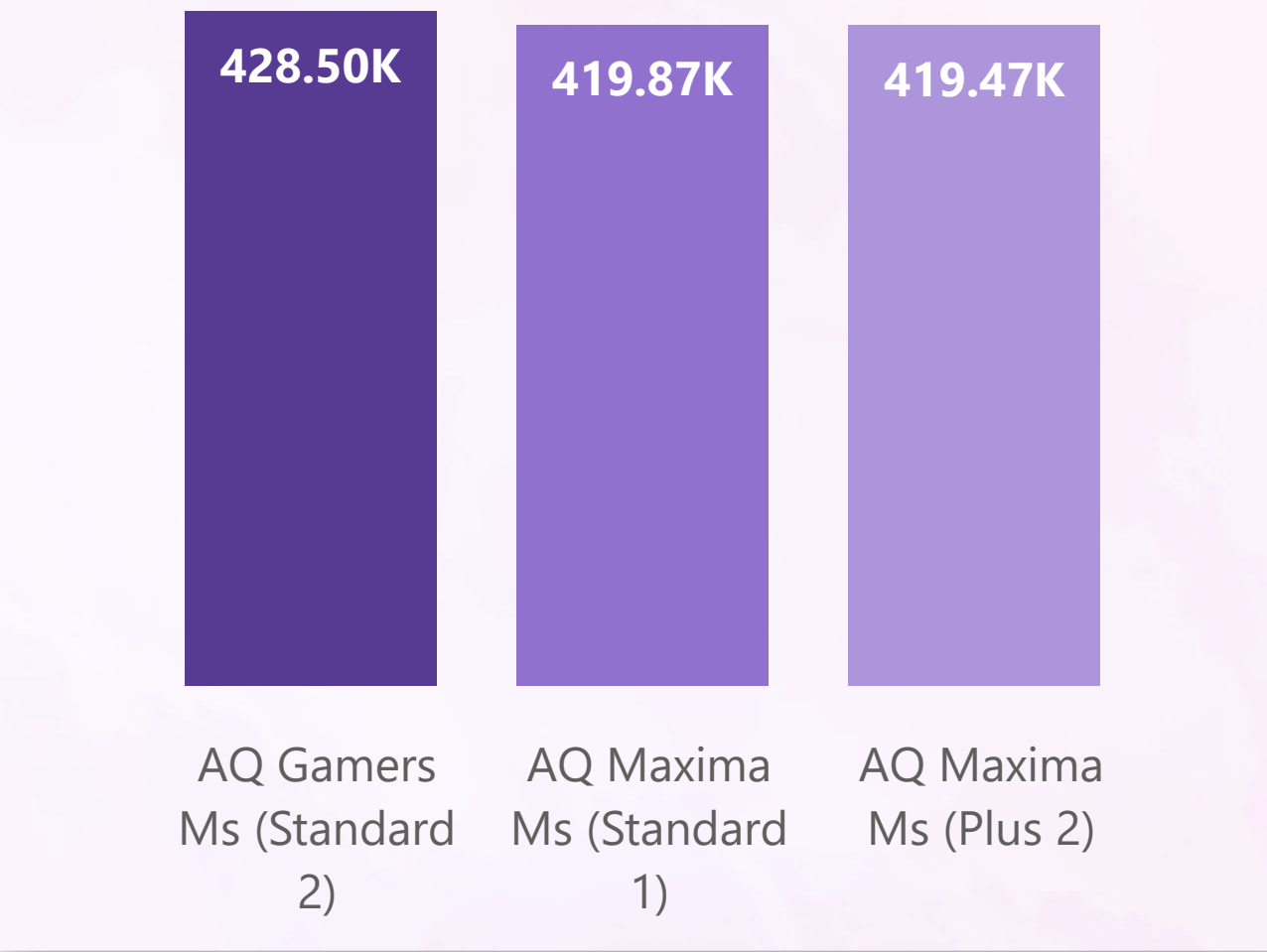
| | division | product_code | product_name | total_sold_quantity | sales_rank |
|---|----------|--------------|--------------------------------|---------------------|------------|
| ▶ | N & S | A6720160103 | AQ Pen Drive 2 IN 1 (Premium) | 701373 | 1 |
| | N & S | A6818160202 | AQ Pen Drive DRC (Plus) | 688003 | 2 |
| | N & S | A6819160203 | AQ Pen Drive DRC (Premium) | 676245 | 3 |
| | P & A | A2319150302 | AQ Gamers Ms (Standard 2) | 428498 | 1 |
| | P & A | A2520150501 | AQ Maxima Ms (Standard 1) | 419865 | 2 |
| | P & A | A2520150504 | AQ Maxima Ms (Plus 2) | 419471 | 3 |
| | PC | A4218110202 | AQ Digit (Standard Blue) | 17434 | 1 |
| | PC | A4319110306 | AQ Velocity (Plus Red) | 17280 | 2 |
| | PC | A4218110208 | AQ Digit (Premium Misty Green) | 17275 | 3 |



Division N & S



Division P & A



Division PC

