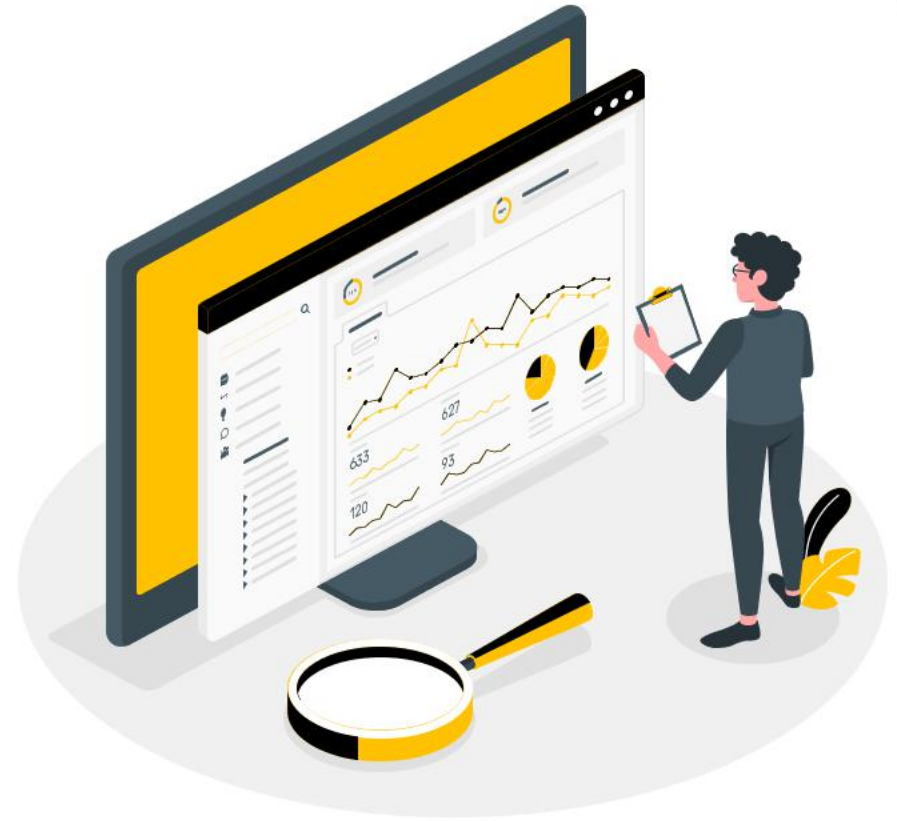




Atliq Hardwares

Consumer Goods Ad-hoc Insights



Presented by M R Sudeep



AGENDA

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About Project

Introduction

Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in India and other countries too.

Problem Statement

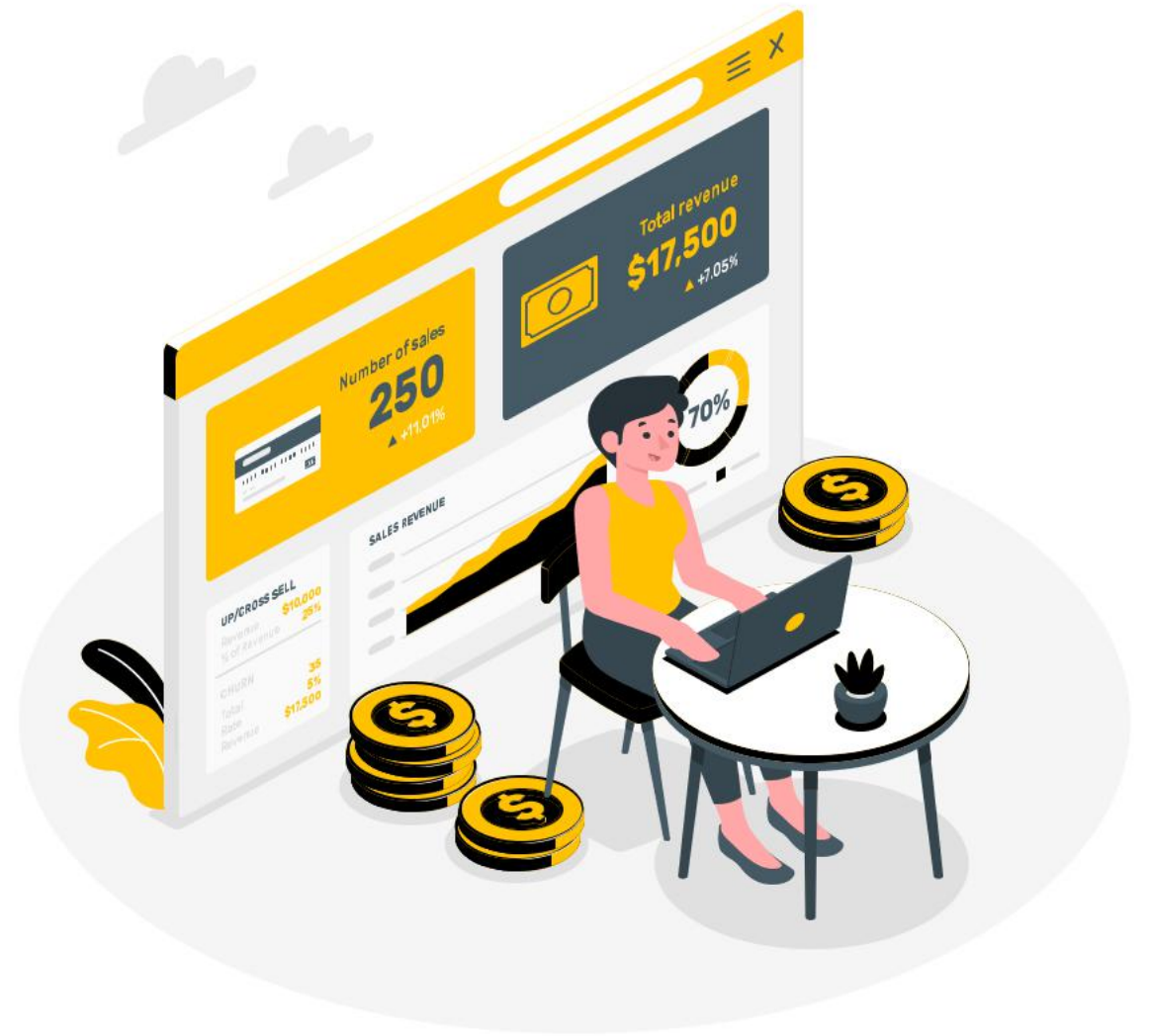
The management noticed that they do not get enough insights to make quick and smart data-informed decisions.

Tasks

1. There are 10 ad-hoc requests for which the company needs insights.
2. You need to run a SQL query to answer these requests.
3. Convert it into visualizations and present the insights to the top-level management.

About Company

02



Atliq's Products

PC

Desktop

- Business laptop
- Personal laptop

Notebook

- Business laptop
- Gaming laptop
- Personal laptop

P&A

Accessories

- Batteries
- Keyboard
- Mouse

Peripherals

- Graphic card
- Internal HDD
- Motherboard
- Processors

N&S

Networking

- Wifi Extender

Storage

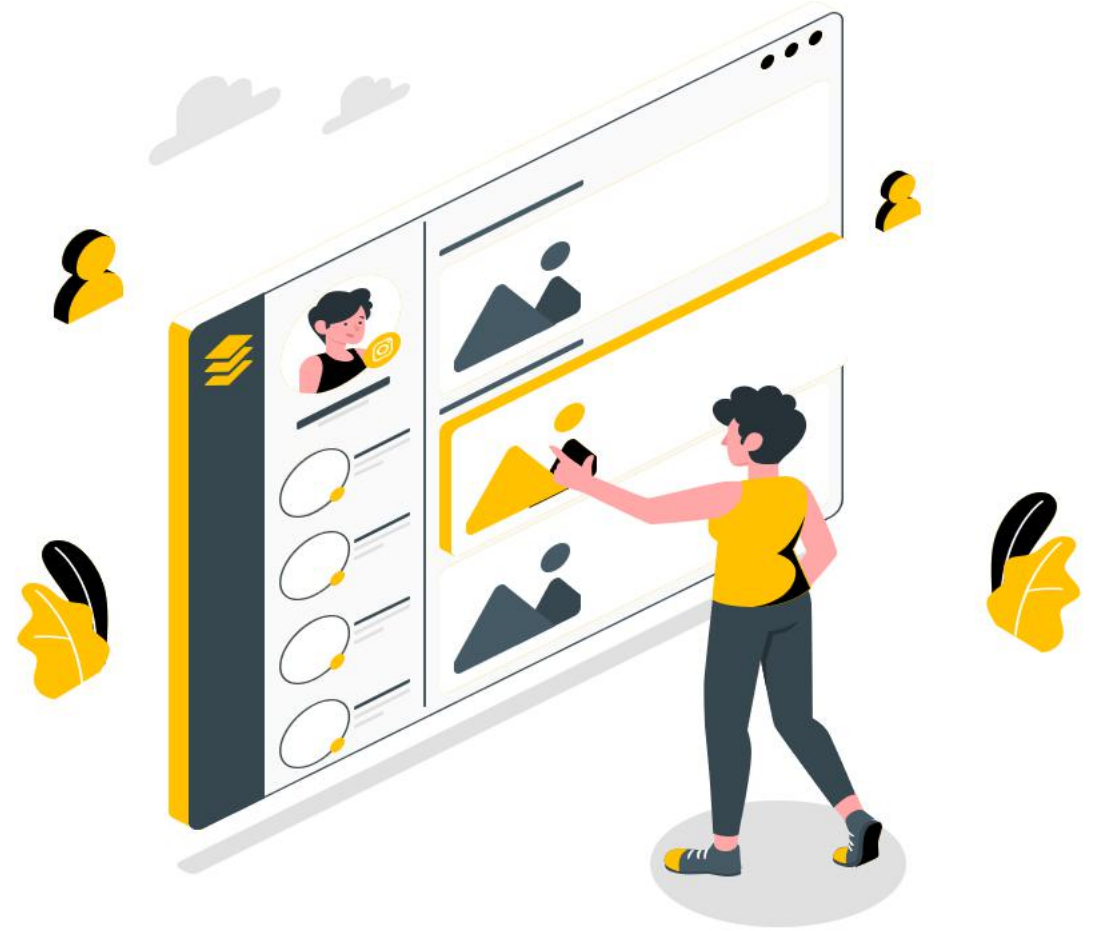
- External SSD
- USB Flash drivers

Atliq's Network

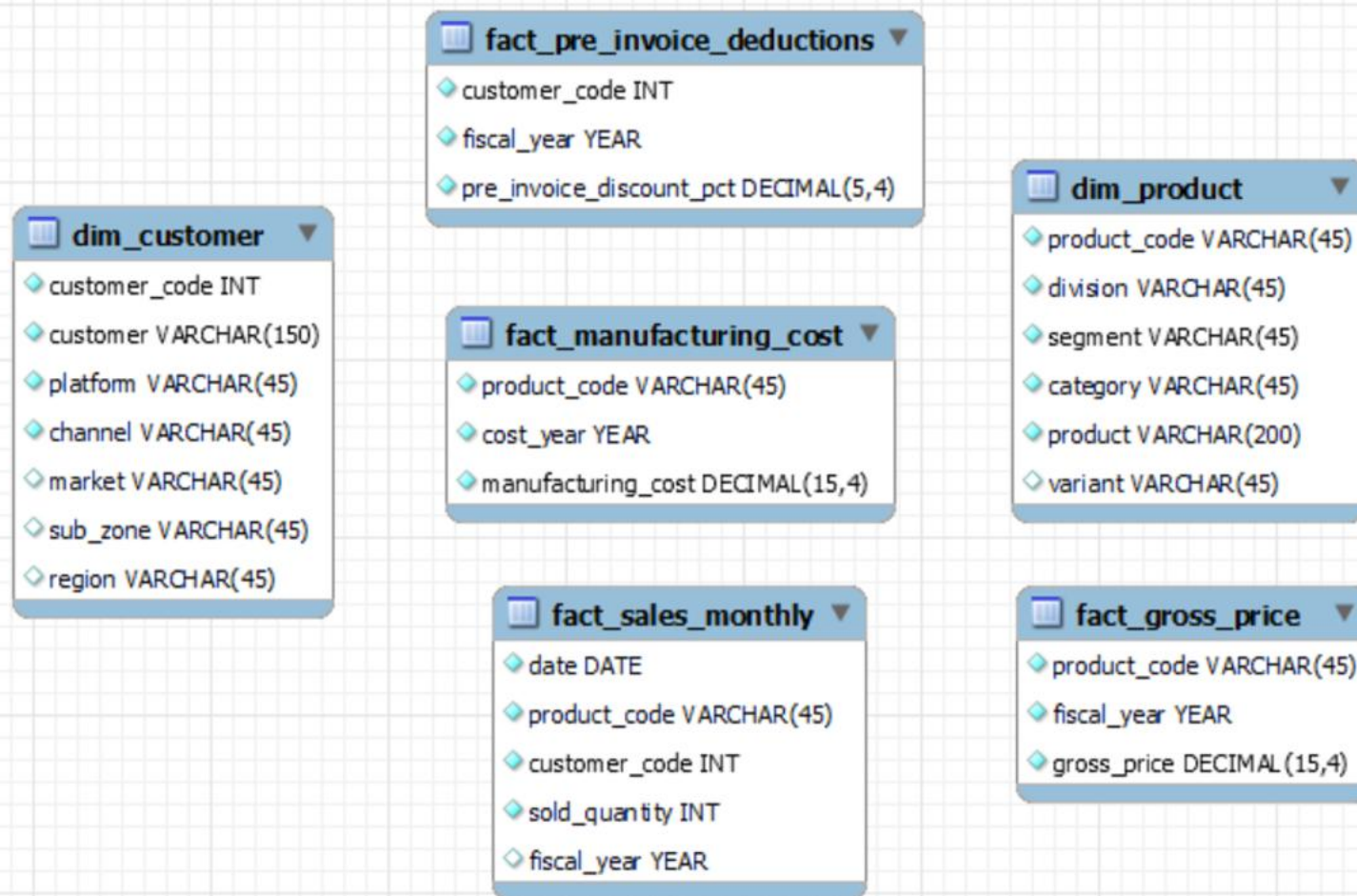


Input Dataset

03

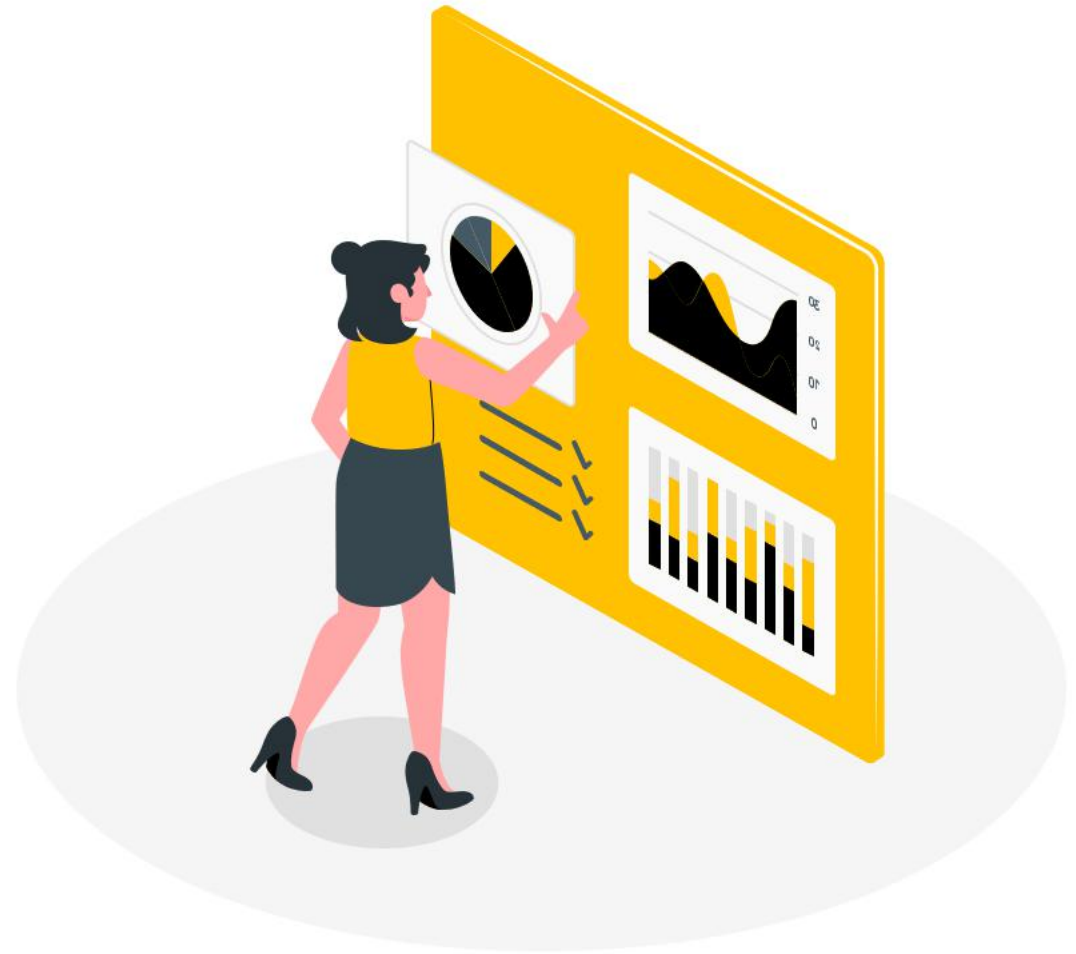


Input Dataset



Results

04



Request 1:

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

	South Korea
	Philiphines

Insights

In the APAC region, Atliq Exclusive operates its business in eight major markets.



Request 2:

What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,

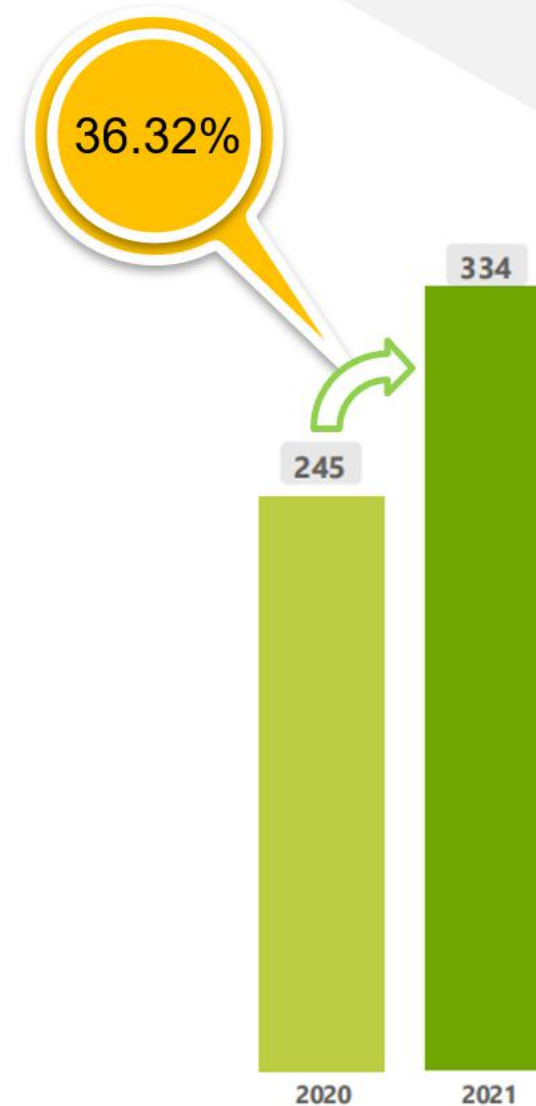
unique_products_2020
unique_products_2021
percentage_chg

Output

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.3265

Insights

The company had 245 products in FY 2020, which increased to 334 products (**36% increase**) in FY 2021.



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

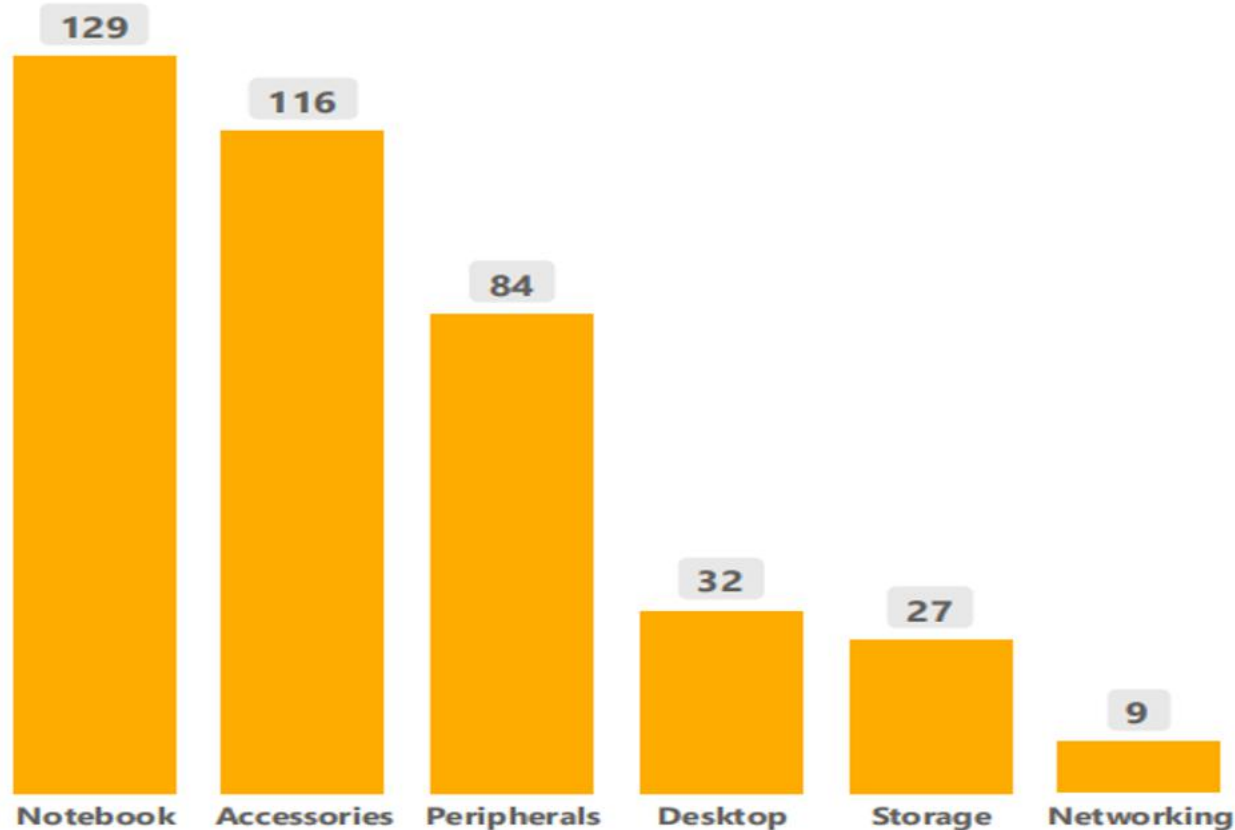
Output

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

	Networking	9
	Storage	27

Insights

There are more unique products in the Notebook, Accessories, and Peripherals segments than in the Desktop, Storage and Networking segments.



Request 4:

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

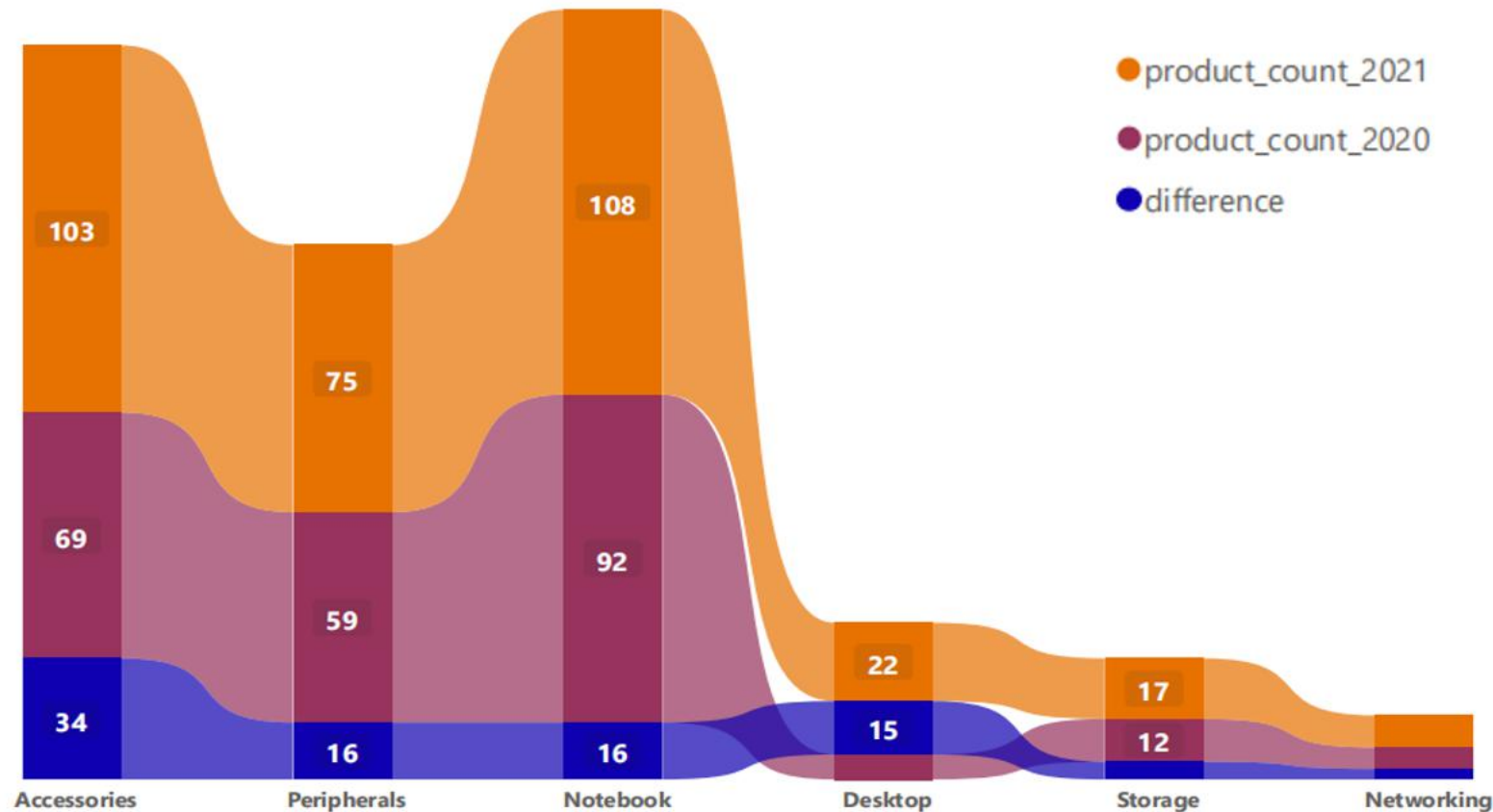
segment
product_count_2020
product_count_2021
difference

Output

	segment	product_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 **Accessories** segment introduced **34 new products**. **Peripherals**, **Notebook**, and **Desktop** segments introduced an average of **16 new products**.



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

Insights

The product with the highest manufacturing cost



\$240.53

AQ HOME Allin1 Gen 2 (Plus 3)

Personal Desktop

The product with the lowest manufacturing cost



\$0.89

AQ Master wired x1 Ms (Standard 1)

Mouse

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	average_discount_percentage
▶	90001021	Taobao	30.95
	90013122	Radio Popular	30.93
	80006155	Novus	30.91
	90020099	Integration Stores	30.91
	90002009	Flipkart	30.83

Insights

In 2021, the company offered nearly equal pre-invoice discounts to each of its top 5 customers. and Taobao is the most discounted customer in the Indian market, which equals 30.95%.

Taobao

30.95%

Radio Popular

30.93%

Novus

30.91%

Integration Stores

30.91%

Flipkart

30.83%

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

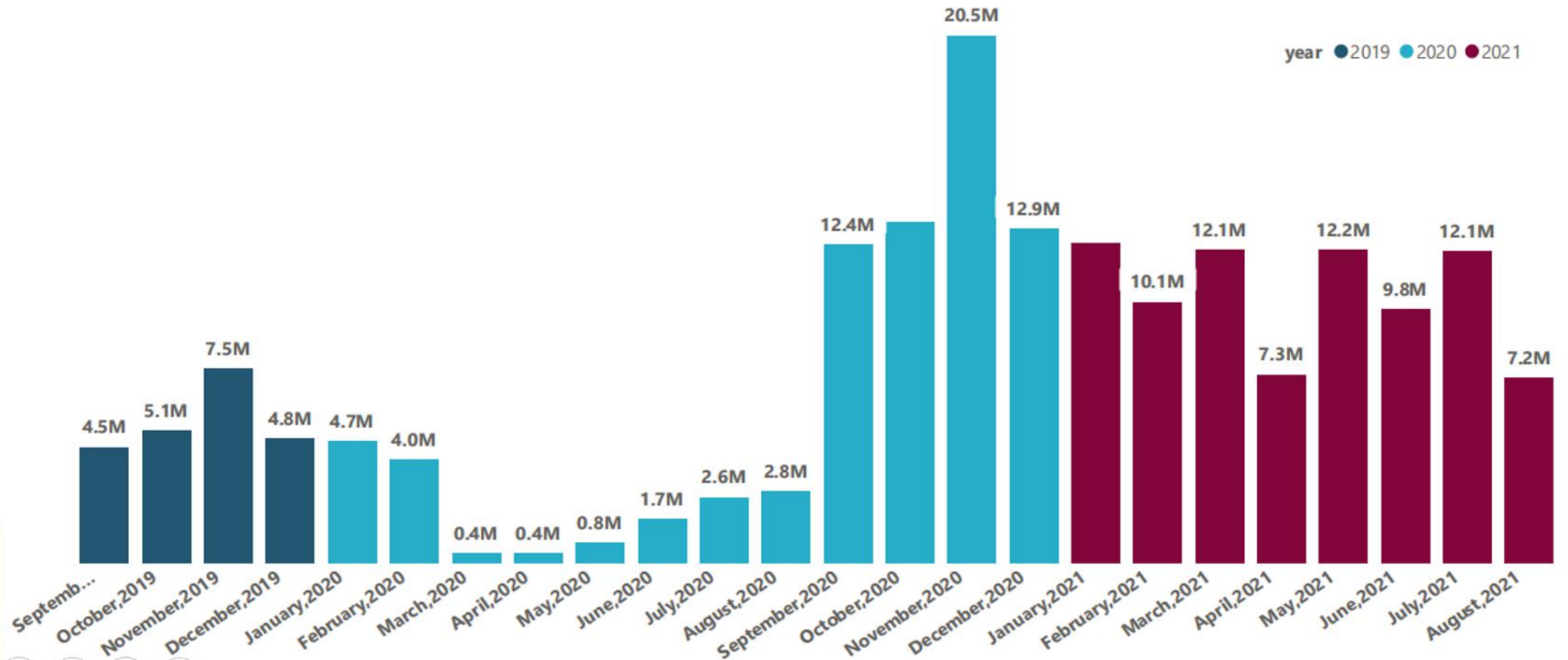
Gross sales Amount

Output

	month	year	Gross_Sales_Amount
	9	2019	\$4.50 M
	10	2019	\$5.14 M
	11	2019	\$7.52 M
	12	2019	\$4.83 M
	1	2020	\$4.74 M
	2	2020	\$4.00 M
	3	2020	\$0.38 M
	4	2020	\$0.40 M
	5	2020	\$0.78 M
	6	2020	\$1.70 M
	7	2020	\$2.55 M
	8	2020	\$2.79 M
	9	2020	\$12.35 M
	10	2020	\$13.22 M
	11	2020	\$20.46 M
	12	2020	\$12.94 M
	1	2021	\$12.40 M
	2	2021	\$10.13 M
	3	2021	\$12.14 M
	4	2021	\$7.31 M
	5	2021	\$12.15 M
	6	2021	\$9.82 M
	7	2021	\$12.09 M
	8	2021	\$7.18 M

Insights

The **Atliq Exclusive** made its **highest gross sales in November 2020** and its **lowest gross sales in March 2020**. **Sales are balanced in 2021**.



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,

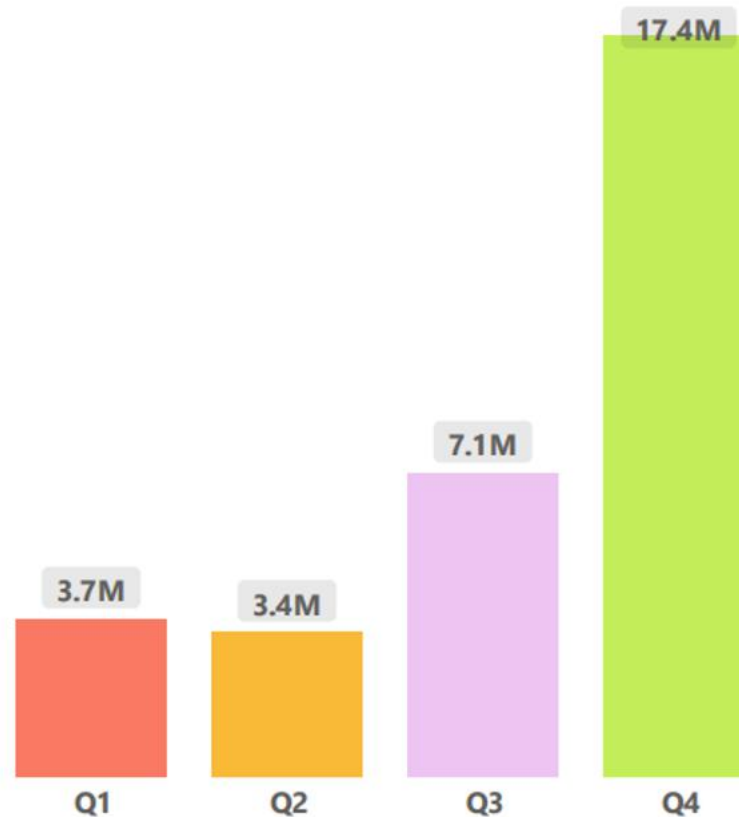
Quarter
total_sold_quantity

Output

	Quarter	total_sold_quantity
▶	1	3.70 M
	2	3.40 M
	3	7.14 M
	4	17.45 M

Insights

The Quarter 4 sold the maximum quantities, which is about 17.4 millions.
Quarters 1 and 2 both sold the minimum quantities of 3.7 million and 3.4 million, respectively.



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,

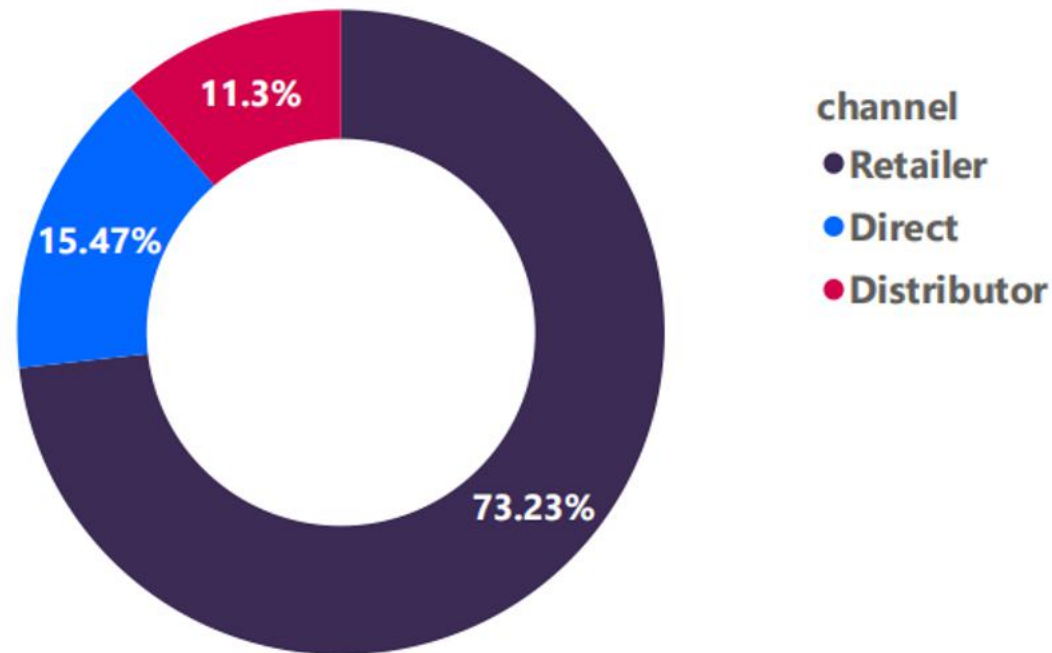
channel
gross_sales_mln
percentage

Output

	channel	gross_sales_mln	percentage
▶	Distributor	188 M	11.30
	Direct	258 M	15.47
	Retailer	1219 M	73.23

Insights

The majority of the sales were made through retailers, which is 73.23% of the total sales. Direct channels accounted for 15.47% of total sales. 11.3% of sales were made through distributor channels.



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

Output

	division	product_code	product	total_sold_quantity	ranking
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110202	AQ Digit	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digit	17275	3
	BC	A4518110508	AQ Digit	15532	3
	BC	A4318110306	AQ Velocity	15580	5
	BC	A4518110505	AQ Digit	15434	1

Insights

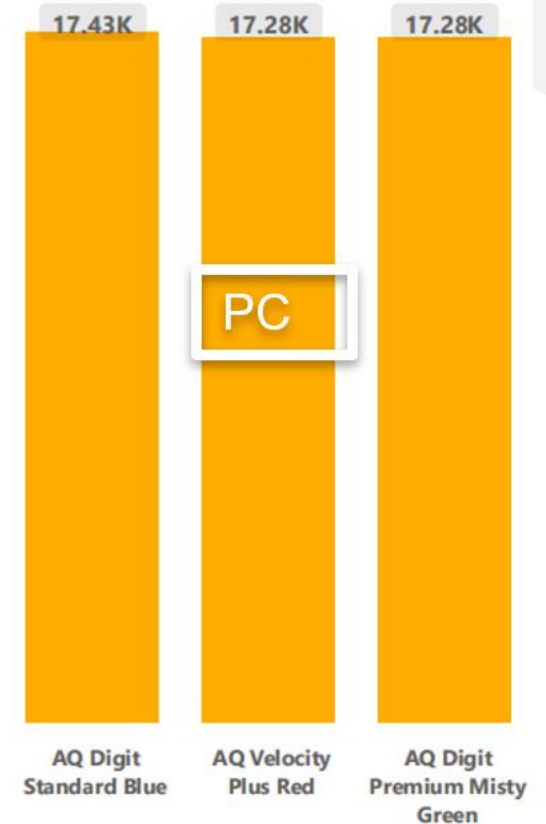
Pen drives are the top three selling products in N&S, with approximately 7 lakh units sold.



Mouse are the top three selling products in P&A, with approximately 4 lakh units sold.



Personal laptops are the top three selling products in PC, with approximately 17 thousand units sold.



Thank You

