

# CONSUMER GOODS AD-HOC INSIGHTS

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BY SUDHEENDRA NEKKANTI



# COMPANY AND PROBLEM STATEMENT

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- **Atliq Hardwares** is a leading computer hardware producer based in India, with a strong presence in international markets. Known for its innovative products and commitment to quality, Atliq has established itself as a prominent player in the industry. Despite its success, the management has identified the need for better data-informed decision-making and aims to expand its data analytics team to address this challenge.
- The management of Atliq Hardwares lacks sufficient insights to make quick and informed decisions. They face difficulties in obtaining timely and relevant data to guide their strategic planning and operations. To address this issue, they seek to augment their data analytics capabilities by hiring junior data analysts proficient in both technical skills, such as SQL, and soft skills, such as communication and problem-solving.



# ABOUT TASK

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- **Analyze:** Review 10 "ad-hoc-requests" and identify key information for each request.
- **Extract:** Use SQL queries to retrieve relevant data from relevant datasets.
- **Present:** Create a management presentation highlighting insights and trends.
- **Emphasize:** Demonstrate both SQL expertise and clear communication throughout.
- **Engage:** Incorporate audio/video elements to enhance presentation impact.



# REQUEST 1

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## OUTPUT

- 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

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- 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

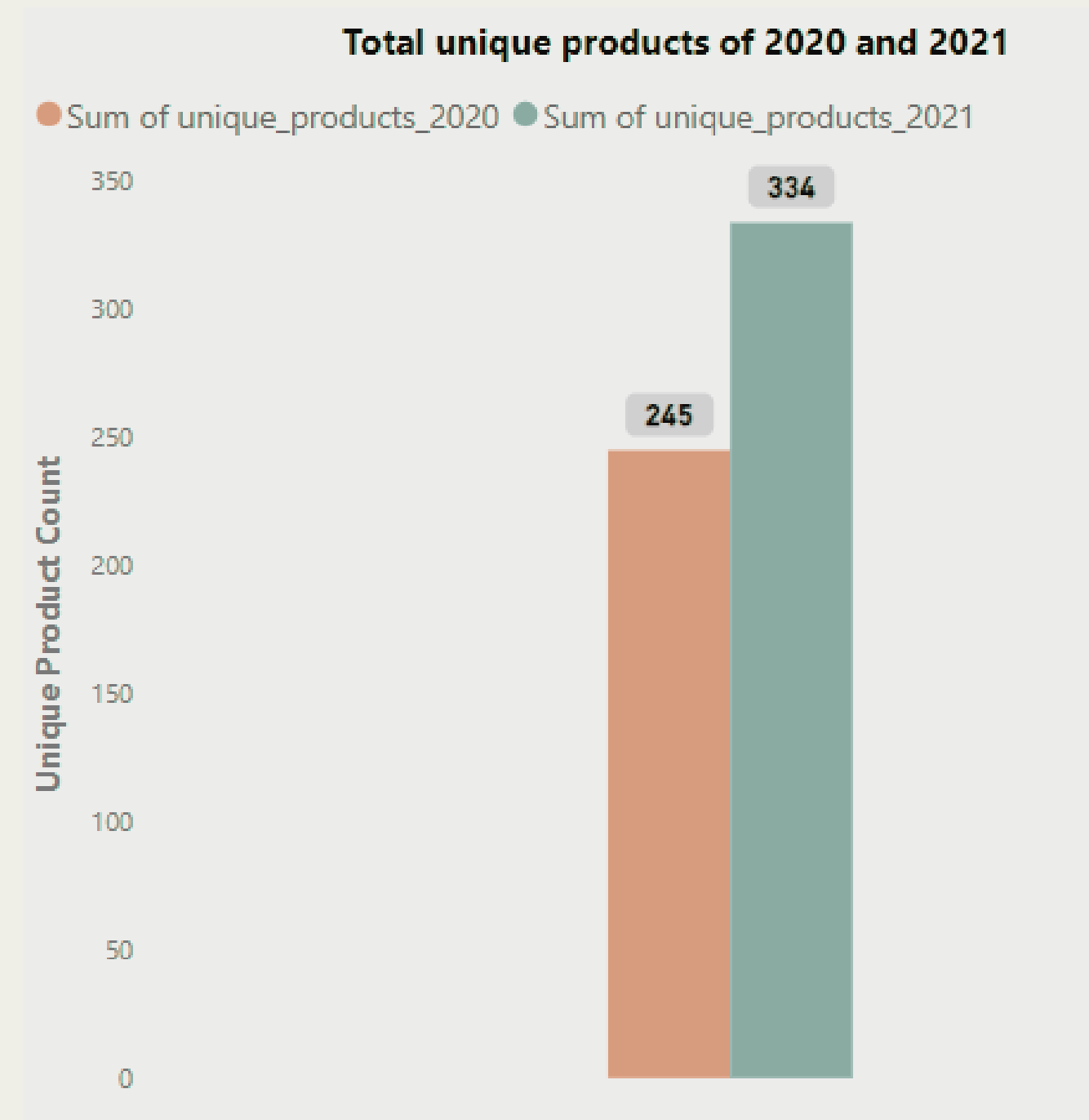
	unique_products_2020	unique_products_2021	Percentage_inc
▶	245	334	36.33



## PERCENTAGE INCREASE OF UNIQUE PRODUCTS IN 2021 VS 2020

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- **89 UNIQUE PRODUCTS WERE PRODUCED IN 2021.**
- **THERE IS A 36.33% INCREASE IN UNIQUE PRODUCTS FROM 2020 TO 2021.**
- **ATLIQ HARDWARE IS DEDICATED TO ELEVATING REVENUE STREAMS THROUGH THE ENHANCEMENT OF PRODUCT STRENGTHS AND THE CREATION OF HIGH-DEMAND PRODUCTS.**



# REQUEST 3

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## OUTPUT

- 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

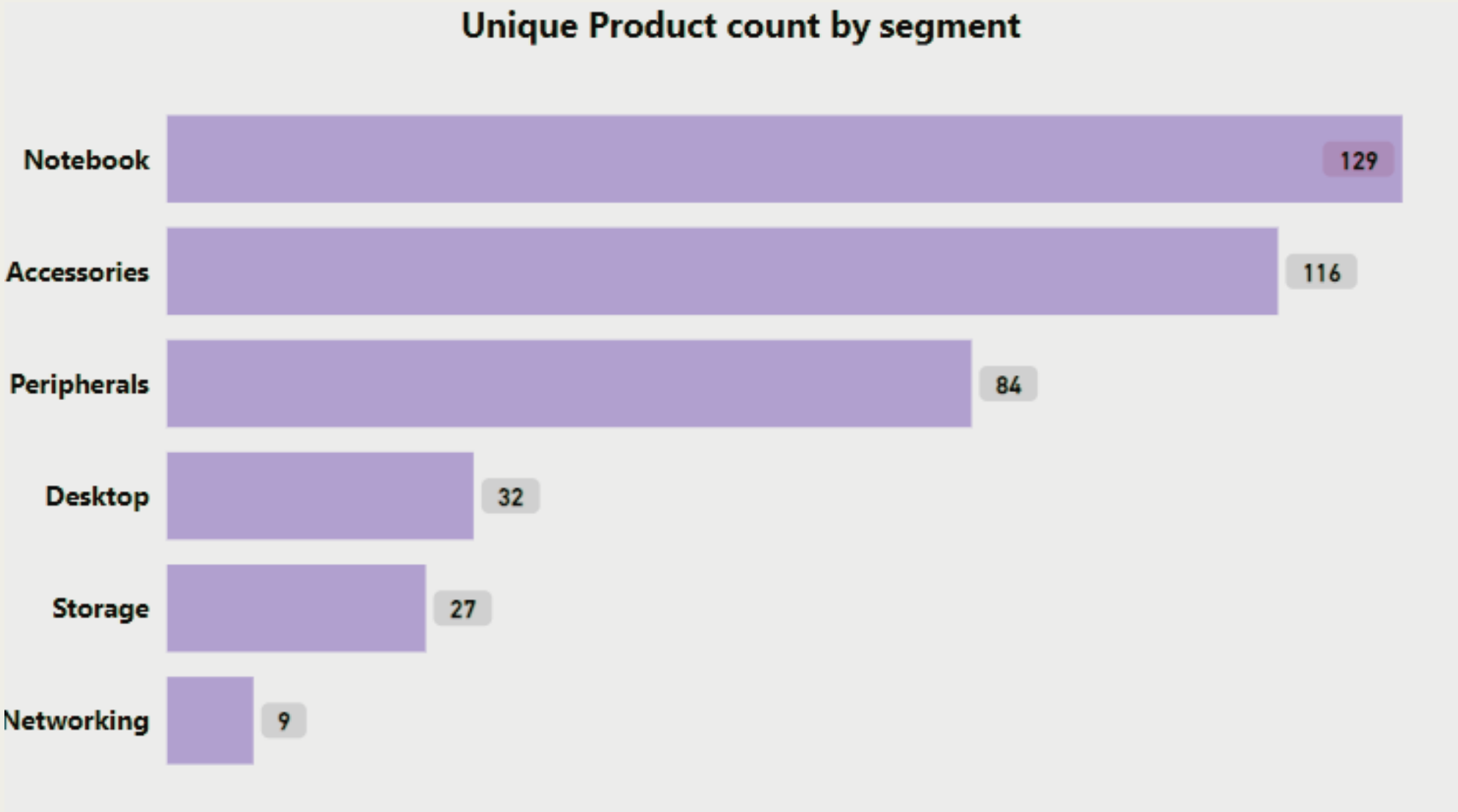
	segment	unique_products
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



# REPORT ON THE COUNT OF UNIQUE PRODUCTS WITHIN EACH SEGMENT.

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- **NOTEBOOK SEGMENT:** LEADS WITH **129** UNIQUE PRODUCTS, SHOWING FOCUS ON PORTABLE COMPUTING SOLUTIONS.
- **ACCESSORIES SEGMENT:** CLOSE SECOND, EMPHASIZING COMPLEMENTARY PRODUCTS FOR ENHANCED HARDWARE FUNCTIONALITY.
- **STORAGE & NETWORKING SEGMENT:** LOWEST PRODUCT COUNT SUGGESTS UNTAPPED GROWTH POTENTIAL FOR EXPANSION.





# REQUEST 4

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- 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

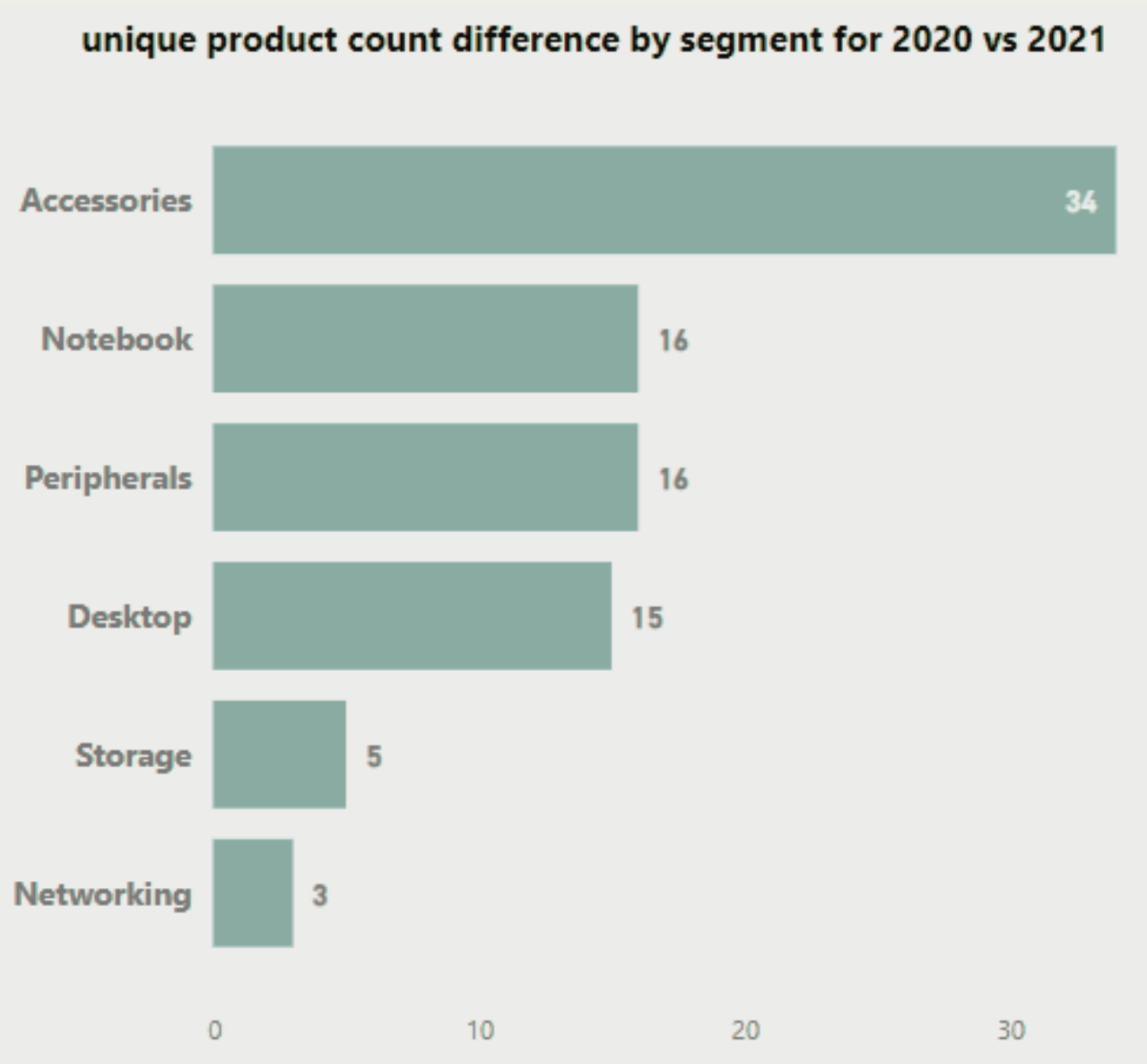
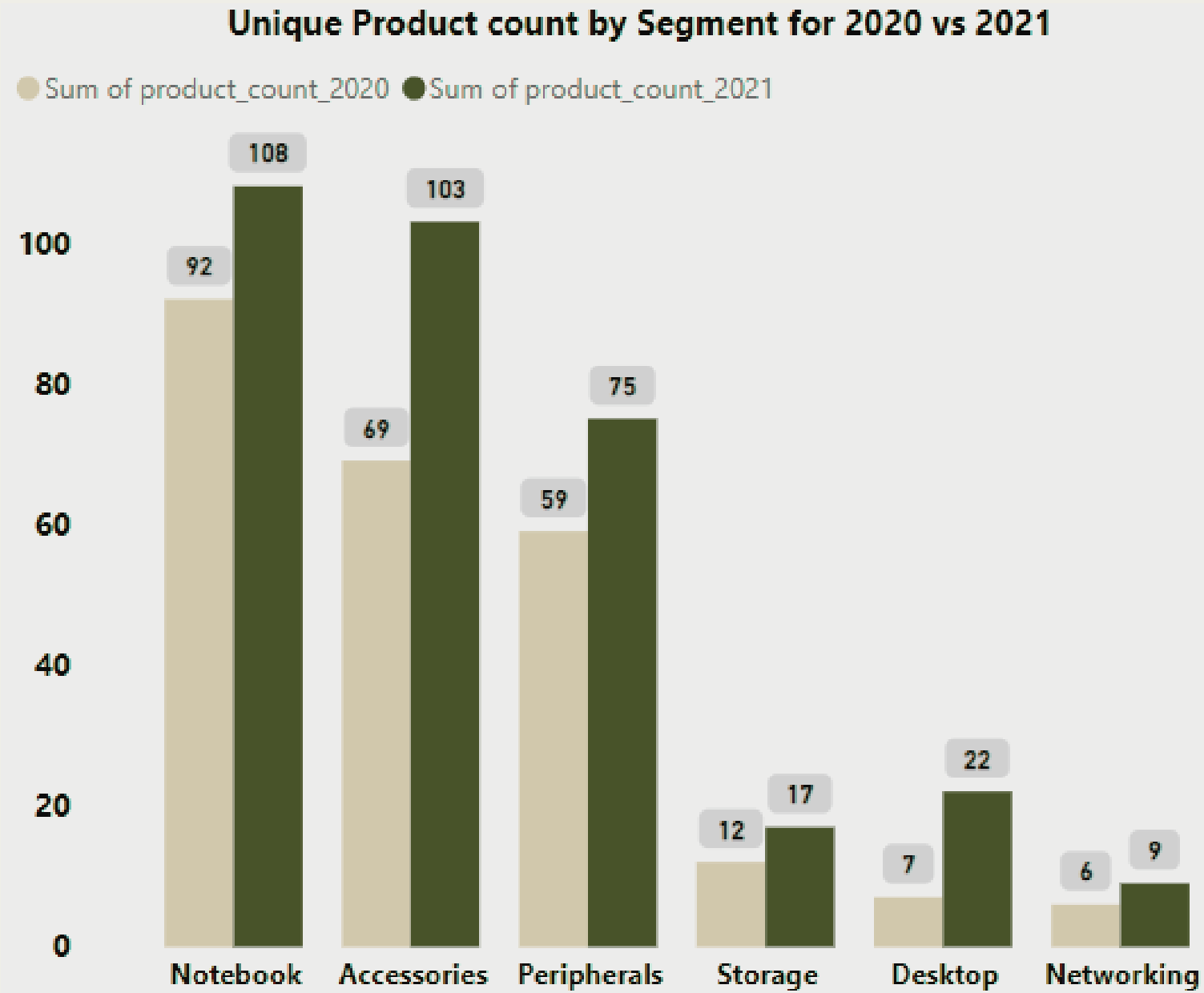
## OUTPUT

	segment	product_count_2020	product_count_2021	Difference
▶	Accessories	69	103	34
	Peripherals	59	75	16
	Notebook	92	108	16
	Desktop	7	22	15
	Storage	12	17	5
	Networking	6	9	3



# MOST INCREASED SEGMENT IN UNIQUE PRODUCTS BETWEEN 2020 AND 2021

- THE **ACCESSORIES** SEGMENT SAW THE MOST SIGNIFICANT INCREASE IN UNIQUE PRODUCTS, WITH A **DIFFERENCE OF 34** BETWEEN 2021 AND 2020.



# REQUEST 5

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- 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	0.89
	A6120110206	AQ HOME Allin1 Gen 2	240.54



# REQUEST 6

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- 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

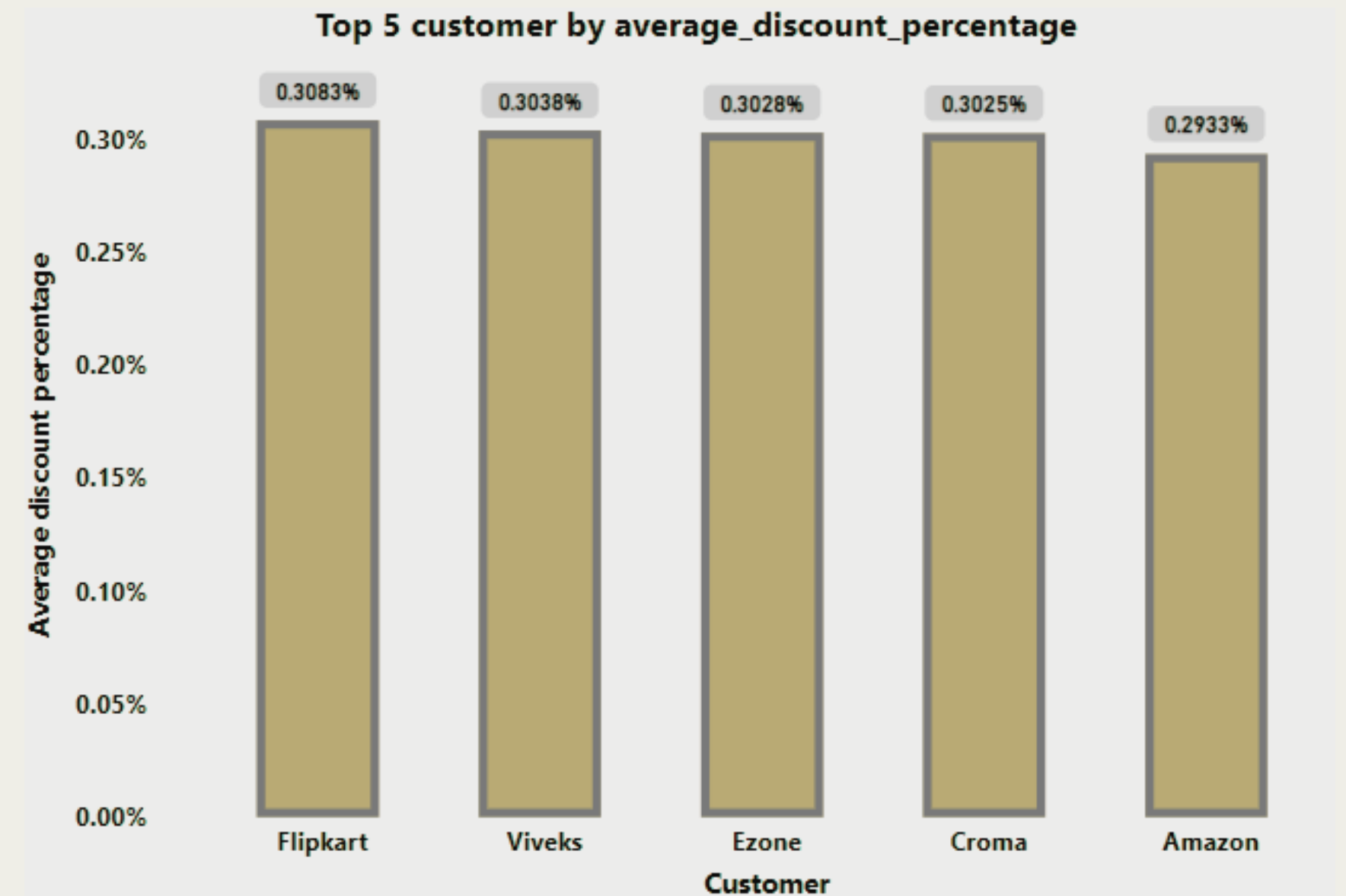
## OUTPUT

	customer_code	customer	Average_discount_percentage
▶	90002009	Flipkart	0.3083%
	90002006	Viveks	0.3038%
	90002003	Ezone	0.3028%
	90002002	Croma	0.3025%
	90002016	Amazon	0.2933%



## TOP 5 CUSTOMERS BY AVERAGE DISCOUNT PERCENTAGE FOR FISCAL YEAR 2021 AND IN THE INIDAN MARKET

- IN FY 2021, THE TOP 5 CUSTOMERS IN THE INDIAN MARKET WERE **FLIPKART, VIVEKS, EZONE, CROMA, AND AMAZON.**
- **FLIPKART** LED WITH THE HIGHEST AVERAGE PRE-INVOICE DISCOUNT PERCENTAGE, FOLLOWED BY VIVEKS, EZONE, CROMA, AND AMAZON, IN DESCENDING ORDER.



# REQUEST 7

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- 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

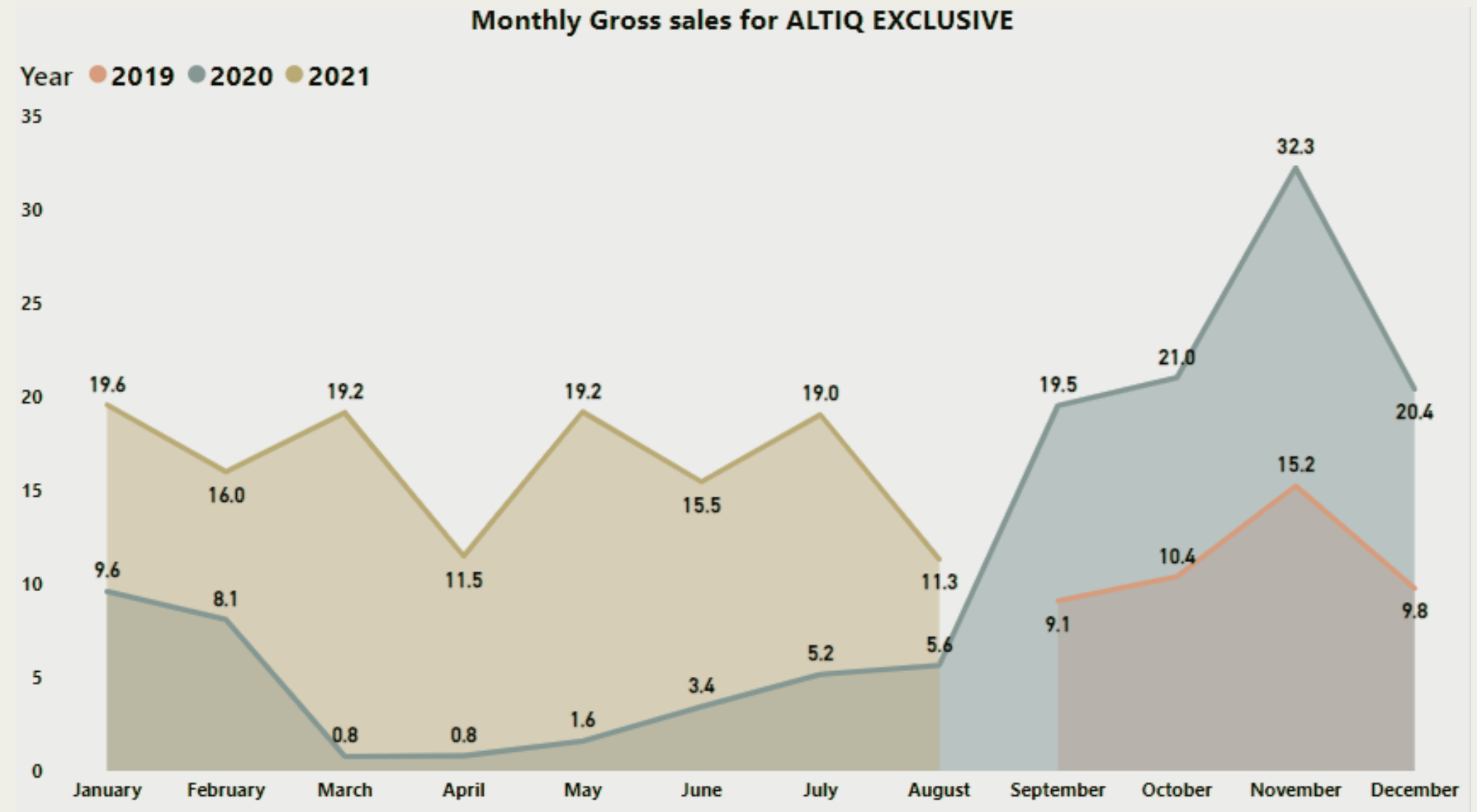
## OUTPUT

	Month	Year	Gross_sales_amount
▶	September	2019	9.09M
	October	2019	10.38M
	November	2019	15.23M
	December	2019	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	2020	19.53M
	October	2020	21.02M
	November	2020	32.25M
	December	2020	20.41M
	January	2021	19.57M
	February	2021	15.99M
	March	2021	19.15M
	April	2021	11.48M
	May	2021	19.20M
	June	2021	15.46M
	July	2021	19.04M
	August	2021	11.32M



## MONTHLY GROSS SALES AMOUNT FOR THE CUSTOMER “ATLIQ EXCLUSIVE”

- THE VISUALIZATION DISPLAYS THE MONTHLY GROSS SALES AMOUNTS FOR ATLIQ EXCLUSIVE.
- NOTABLY, ATLIQ EXCLUSIVE ACHIEVED ITS **HIGHEST** GROSS SALES AMOUNT IN **NOVEMBER 2020, TOTALING \$32.3 MILLION** SUGGESTS POTENTIAL SEASONAL TRENDS, PROMOTIONAL CAMPAIGNS DRIVING INCREASED SALES DURING THAT PERIOD.
- CONVERSELY, THE **LOWEST** GROSS SALES AMOUNT OCCURRED IN **MARCH 2020, AMOUNTING TO \$0.8 MILLION**, ATTRIBUTED TO THE IMPACT OF THE COVID-19 CRISIS.



# REQUEST 8

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## OUTPUT

- 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

	Quarter	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087

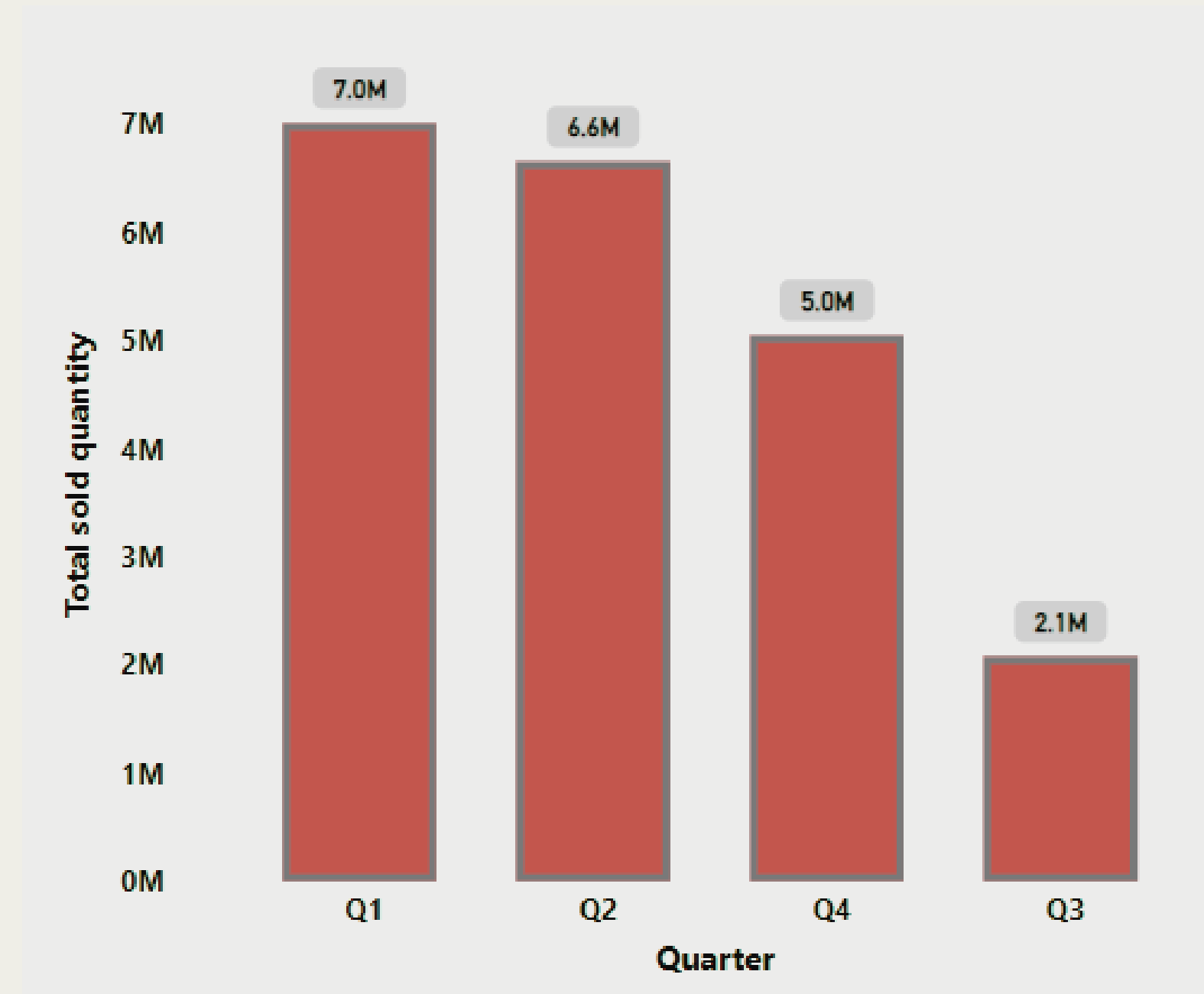




# MAXIMUM TOTAL SOLD QUANTITY BY QUARTERLY IN 2020

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- THE HIGHEST TOTAL QUANTITY SOLD IN 2020 WAS OBSERVED IN **QUARTER 1, REACHING 7.0 MILLION UNITS** INDICATING STRONG MARKET DEMAND OR SUCCESSFUL SALES INITIATIVES DURING THE BEGINNING OF THE YEAR.
- **QUARTER 3** EXPERIENCED THE **LOWEST** TOTAL QUANTITY SOLD, AMOUNTING TO **2.1 MILLION UNITS**, ATTRIBUTED TO THE COVID-19 CRISIS.



# REQUEST 9

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- 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

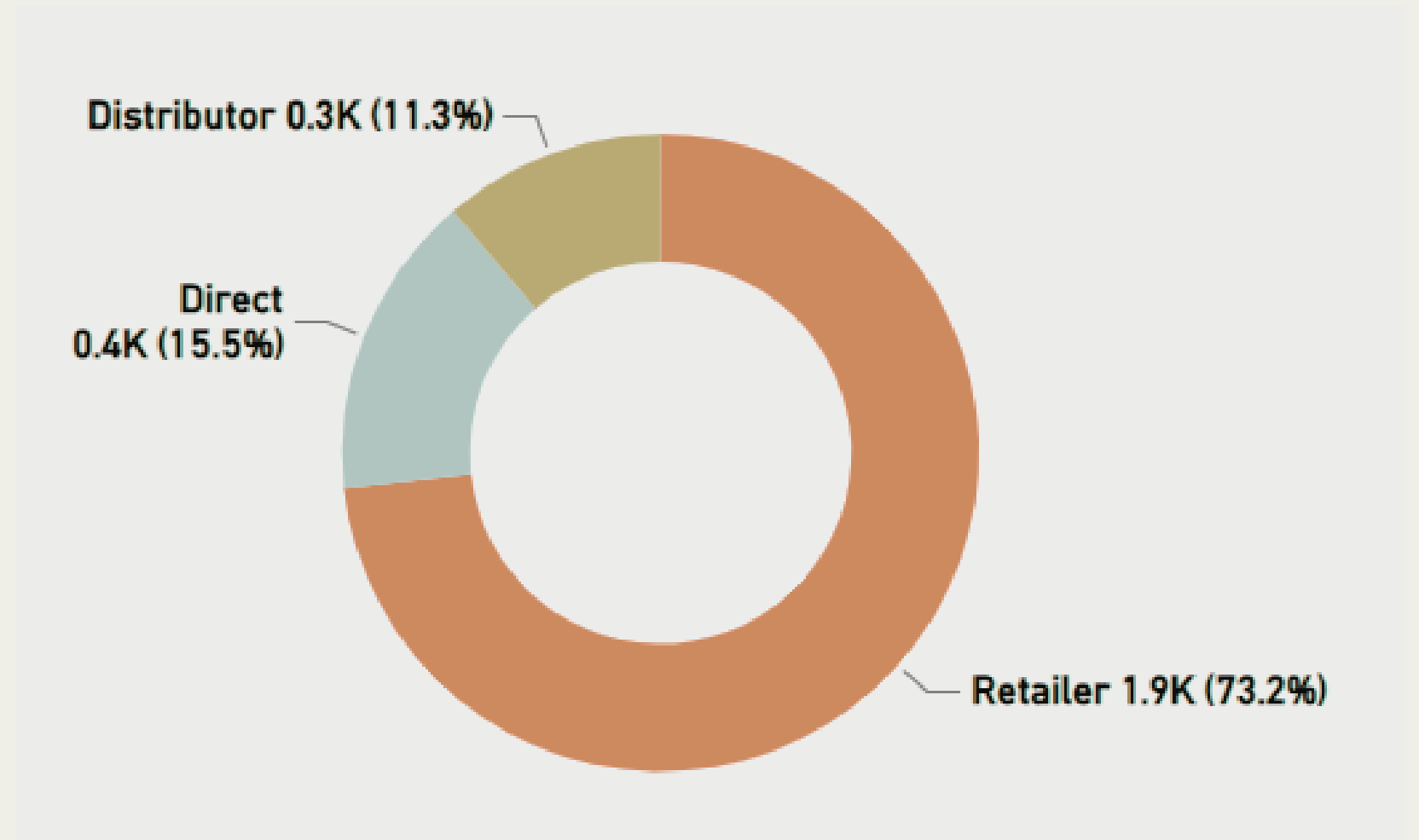
	channel	gross_sales_mln	percentage
▶	Retailer	1924.17	73.22%
	Direct	406.69	15.47%
	Distributor	297.18	11.31%



## CHANNEL-WISE GROSS SALES AND PERCENTAGE OF CONTRIBUTION IN FY 2021

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- IN FY 2021, THE **RETAIL SECTOR** EMERGED AS THE **PRIMARY CONTRIBUTOR** TO GROSS SALES, ACCOUNTING FOR **73.22%** OF THE TOTAL, SUGGESTS A STRONG CONSUMER DEMAND FOR ATLIQ PRODUCTS THROUGH TRADITIONAL RETAIL CHANNELS.
- **DIRECT SALES** FOLLOWED CLOSELY BEHIND, COMPRISING **15.48%** OF THE GROSS SALES, WHILE **DISTRIBUTOR SALES** CONTRIBUTED **11.31%**.



# REQUEST 10

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- 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 CODEBASICS.IO  
PRODUCT TOTAL\_SOLD\_QUANTITY  
RANK\_ORDER

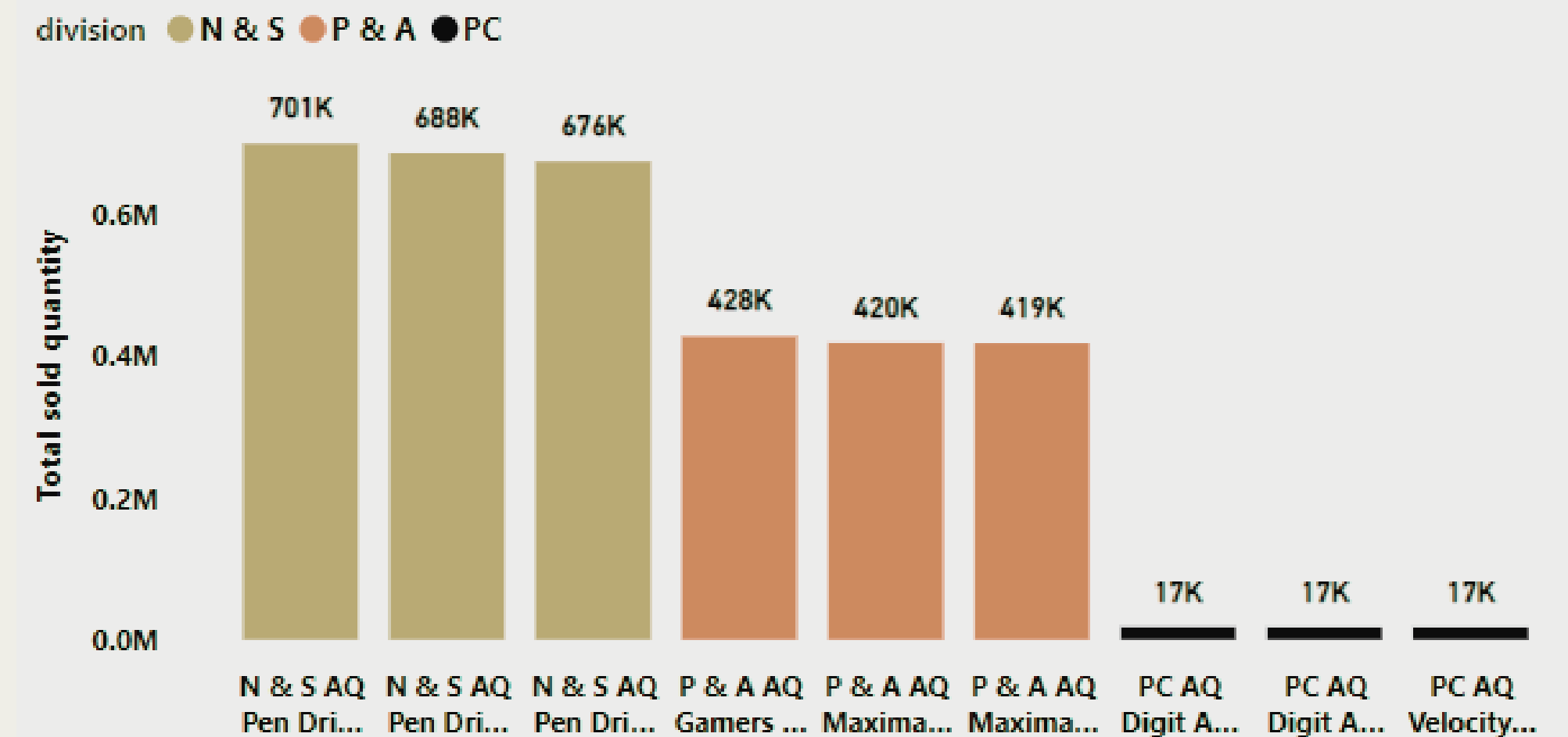
## OUTPUT

	division	product_code	product	total_sold_quantity	rank_order
▶	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



## TOP 3 PRODUCTS WITHIN EACH DIVISION BASED ON THEIR HIGH TOTAL QUANTITY SOLD DURING THE FY 2021.

- AQ PEN DRIVE 2 IN 1, AQ GAMERS MS, AND AQ DIGIT ARE THE TOP 3 SELLING PRODUCTS DIVISION-WISE IN FY 2021 WHICH UNDERSCORES THEIR POPULARITY AND MARKET DEMAND WITHIN THEIR DIVISIONS.
- DIVISION N&S OUTPERFORMED P&A AND PC IN TERMS OF SALES VOLUME.
- DIVISION PC RECORDED THE **LOWEST** SALES AMONG ALL DIVISIONS



**"THANK YOU FOR YOUR TIME AND ATTENTION."**

**- BY SUDHEENDRA NEKKANTI**