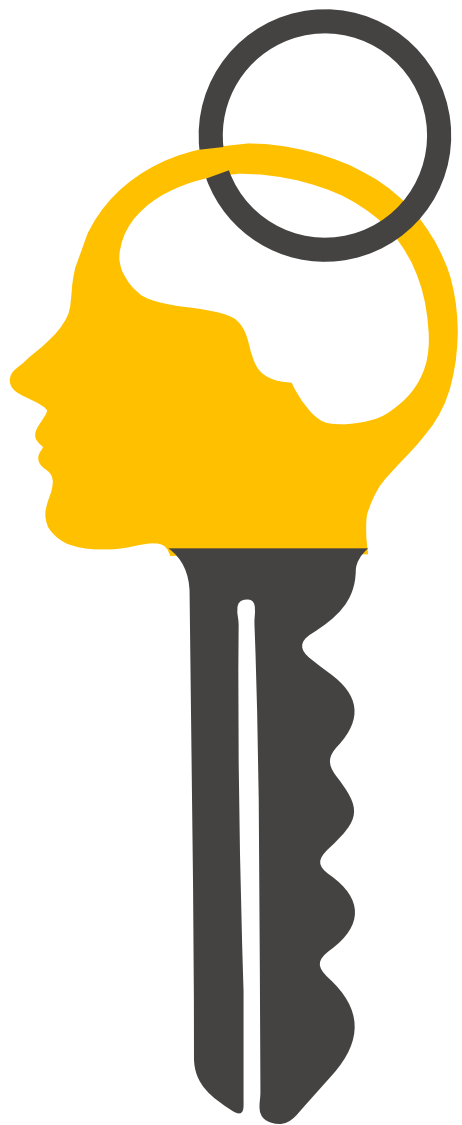




# Consumer Goods Ad-Hoc Insights

Presented by Sumana Ghosh

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# About Atliq Hardware

**Platform:** Has customers in both **Brick&Mortar** and **E-commerce** platforms.

**Markets:** Present globally in the **EU, APAC, LATAM**, and **NA** regions.



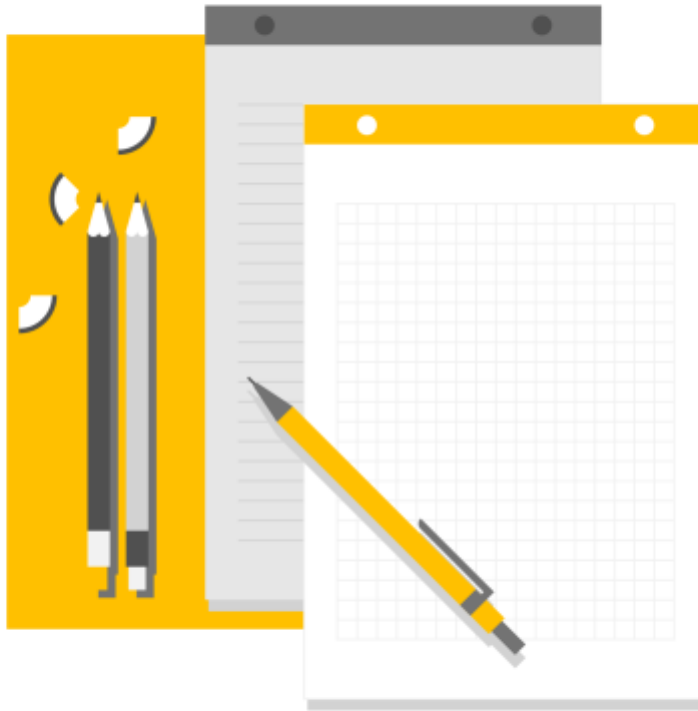
**About the company:** One of the leading **computer hardware** producers in India and spread across the world.



**Products:** Produces a wide range of products, including Networking and Storage, Peripherals and Accessories, Desktops, and Laptops



# Aim of this Analysis Project

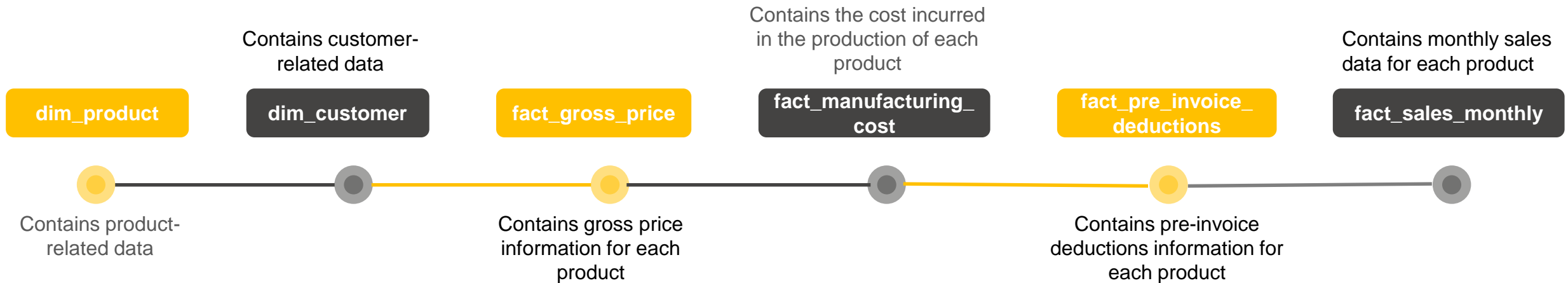


The management of Atliq Hardwares noticed that they do not get enough insights to make quick and smart data-informed decisions.

Hence, they want us to analyse and explore their Consumer Goods Sales data to **make data-informed decisions** and **provide insights to 10 ad-hoc requests**.

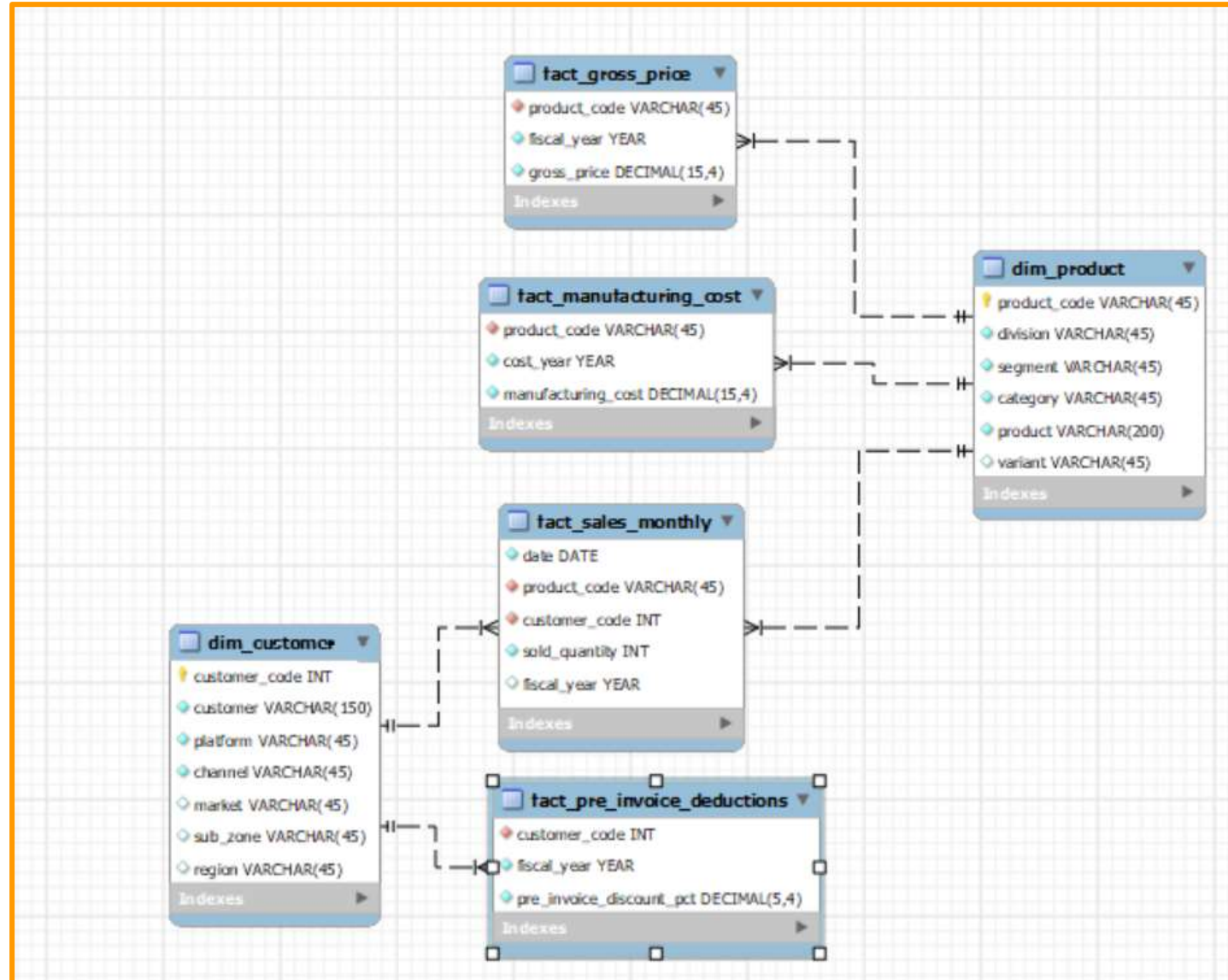
# The Dataset

*The dataset consists of 6 tables: 2 dimensions table and 4 fact tables*



The sales data are for the fiscal years 2020 and 2021, where fiscal year ranges from September 1 to August 31.

# Entity Relationship Diagram



A decorative graphic in the top right corner featuring a large yellow circle with a white stylized '99' or 'oo' shape inside it. Several white lines, some straight and some curved, intersect the circle and extend across the slide. There are also small yellow rectangular dashes scattered around the graphic.

# Gaining Insights

In the upcoming slides, I have answered the 10 ad-hoc requests made by Atliq Hardwares by analysing their Sales data for 2020-2021 using Structured Query Language.

**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



Atliq Exclusive has managed to establish themselves in 8 countries in the **Asia-Pacific** region.

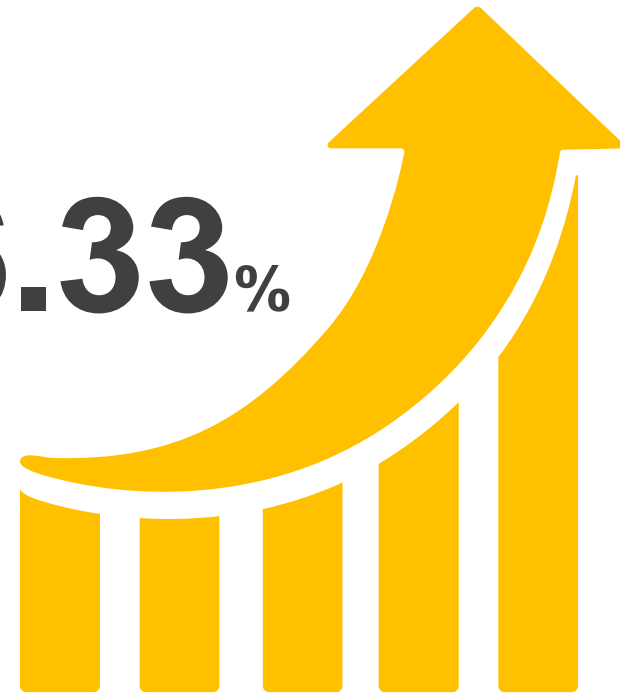


## Request 2: What is the percentage of unique product increase in 2021 vs. 2020?

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Since the number of unique products sold by Atliq Hardware increased by 36.33% from fiscal year 2020 to 2021, the company is moving in a **positive direction to meet the customers needs.**

**36.33%**

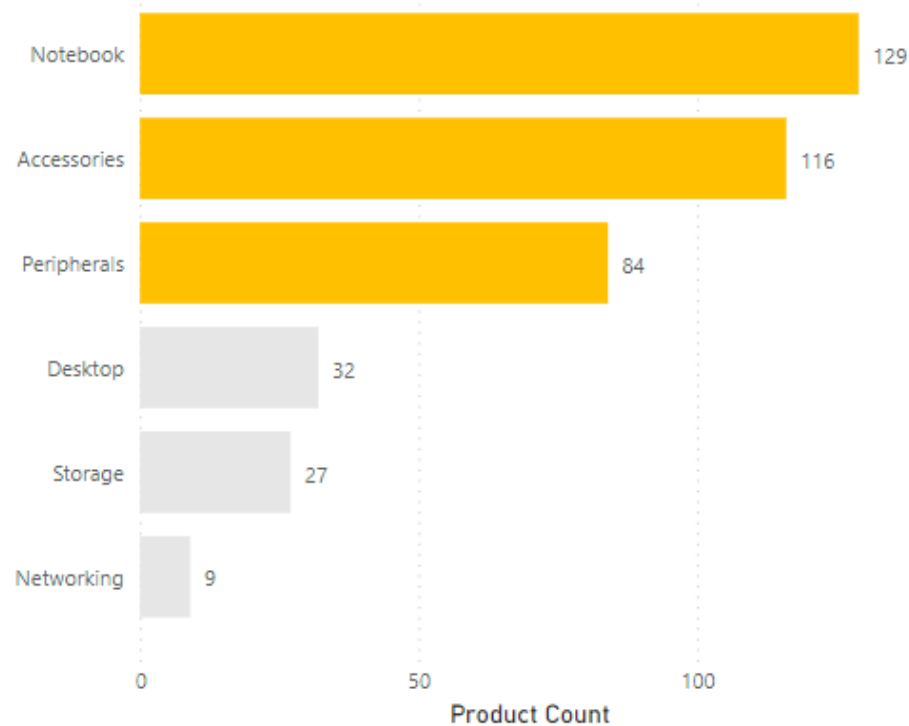


**Request 3:** Provide all the unique product count for each segment and sort them in descending order of product counts.

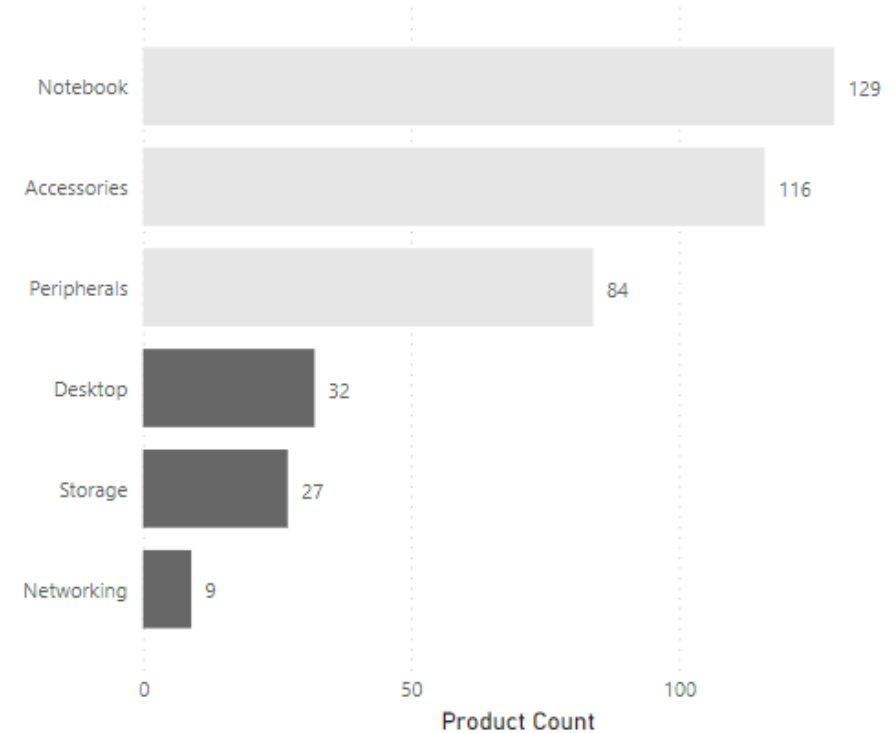


	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9

# Request 3, continued



Atliq Hardwares has introduced many products in the **segments of Notebook and Accessories**, with both having a **product count >100**.



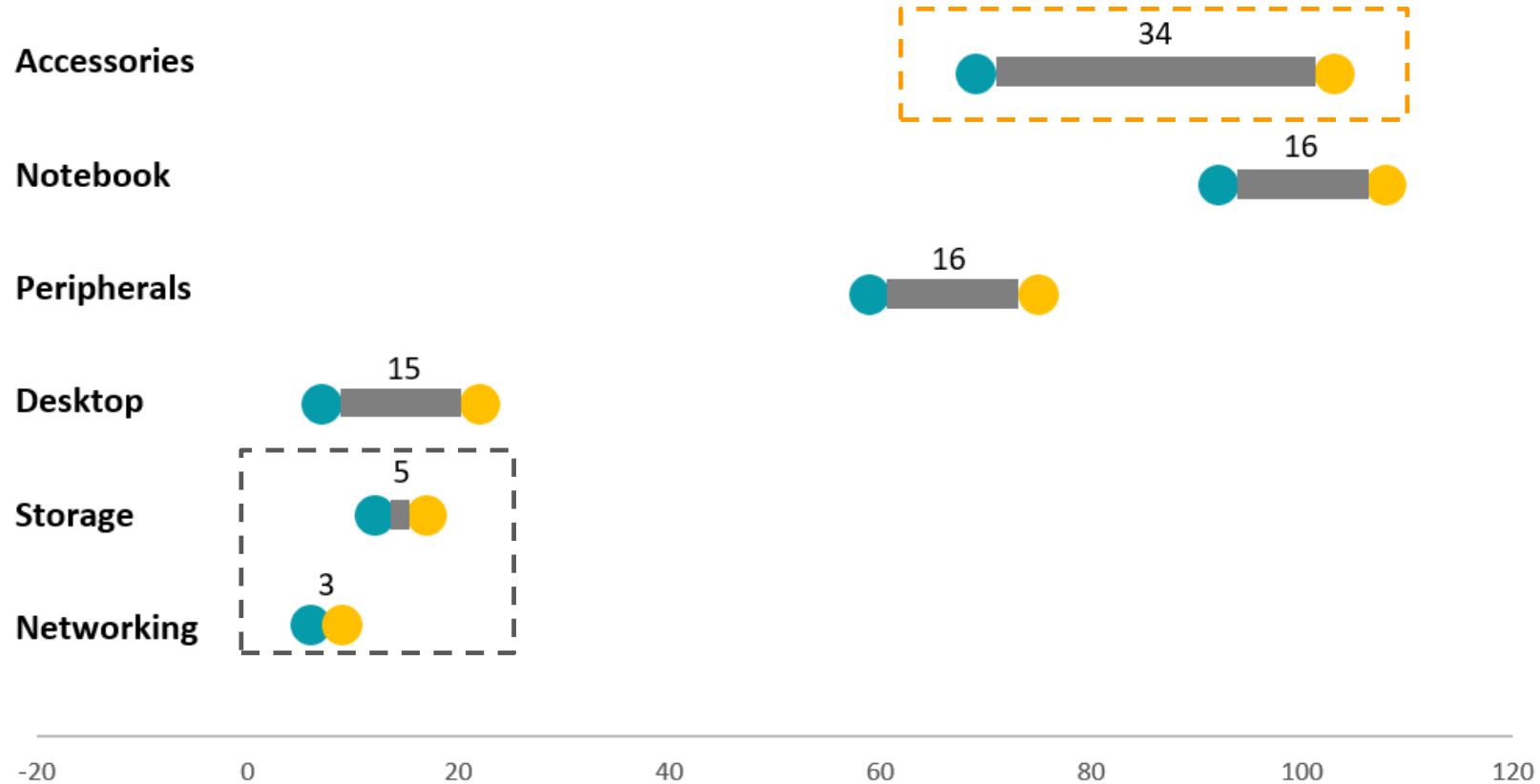
The **Desktop, Storage, and Networking segments** have a **low product count**.

**Request 4:** Which segment had the highest increase in unique products in 2021 vs 2020?



	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

# Request 4, continued



The increase in unique products was **low (<6)** for the **Storage** and **Networking** segments, and Atliq should **focus on diversifying these segments and increasing their sales.**

The **Accessories** segment had the **highest increase in unique products** from 2020 to 2021.

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

	product_code	product_name	highest_manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2 Plus 3	240.5364
	A2118150101	AQ Master wired x1 Ms Standard 1	0.8920

Highest manufacturing cost

**240.54\$**

AQ HOME Allin1 Gen 2 (Plus 3 variant) Personal Desktop



Lowest manufacturing cost

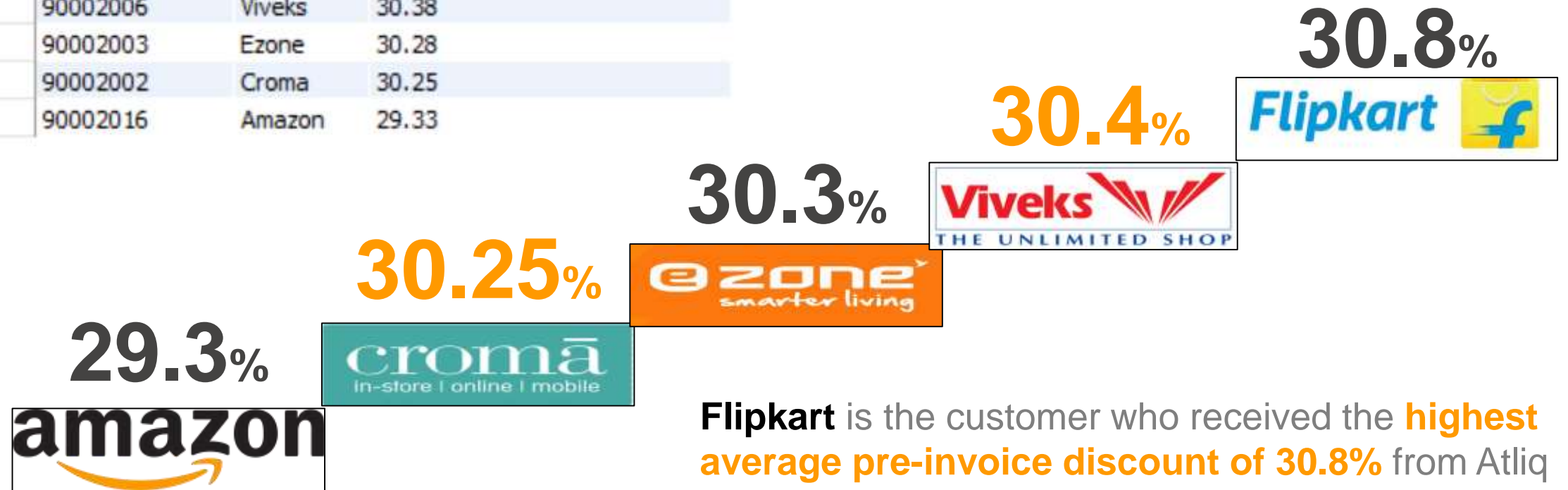
**0.89\$**

AQ Master wired x1 Ms (Standard 1 variant) 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.

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



Flipkart is the customer who received the **highest average pre-invoice discount of 30.8%** from Atliq Harware in 2021 in India. The **next four top customers (Viveks, Ezone, Croma, and Amazon)** also receive a **similar discount of ~30%** from Atliq.

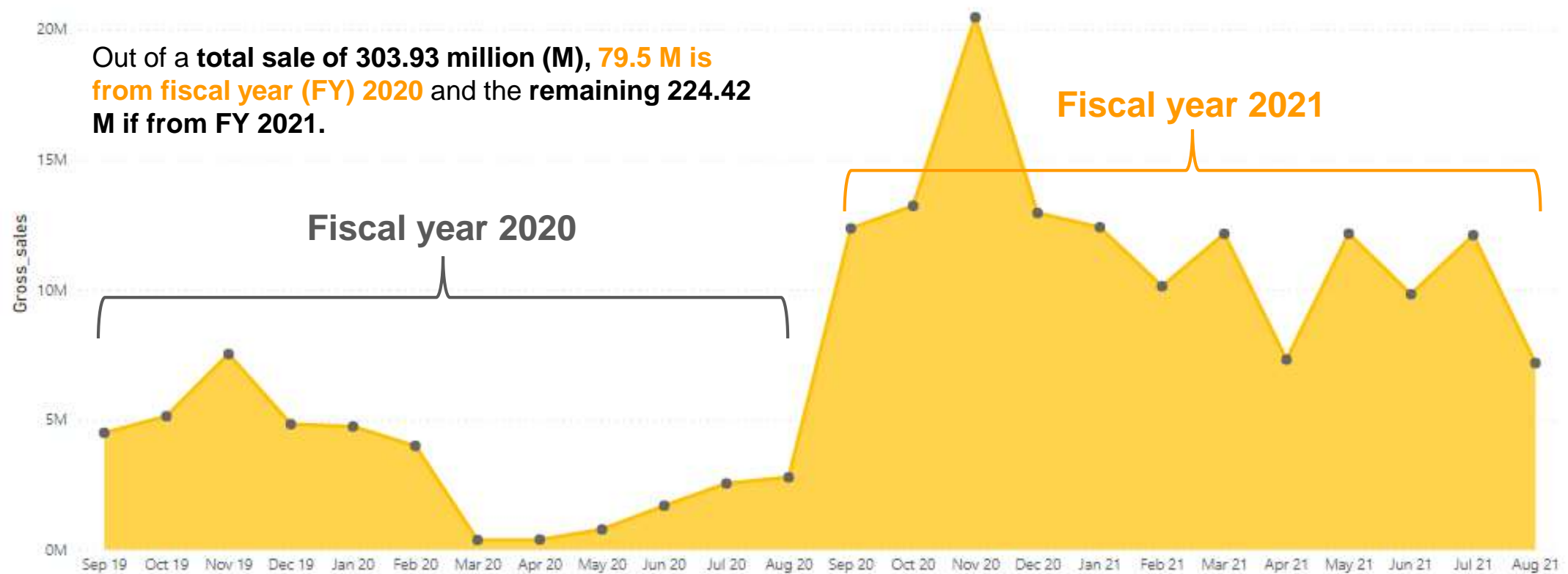
**Request 7:** Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.



	date	Month	Year	Gross_sales_Amount
►	2019-09-01	9	2019	4496259.67
	2019-10-01	10	2019	5135902.35
	2019-11-01	11	2019	7522892.56
	2019-12-01	12	2019	4830404.73
	2020-01-01	1	2020	4740600.16
	2020-02-01	2	2020	3996227.77
	2020-03-01	3	2020	378770.97
	2020-04-01	4	2020	395035.35
	2020-05-01	5	2020	783813.42
	2020-06-01	6	2020	1695216.60
	2020-07-01	7	2020	2551159.16
	2020-08-01	8	2020	2786648.26
	2020-09-01	9	2020	12353509.79
	2020-10-01	10	2020	13218636.20
	2020-11-01	11	2020	20464999.10
	2020-12-01	12	2020	12944659.65
	2021-01-01	1	2021	12399392.98
	2021-02-01	2	2021	10129735.57
	2021-03-01	3	2021	12144061.25
	2021-04-01	4	2021	7311999.95
	2021-05-01	5	2021	12150225.01
	2021-06-01	6	2021	9824521.01
	2021-07-01	7	2021	12092346.32
	2021-08-01	8	2021	7178707.59



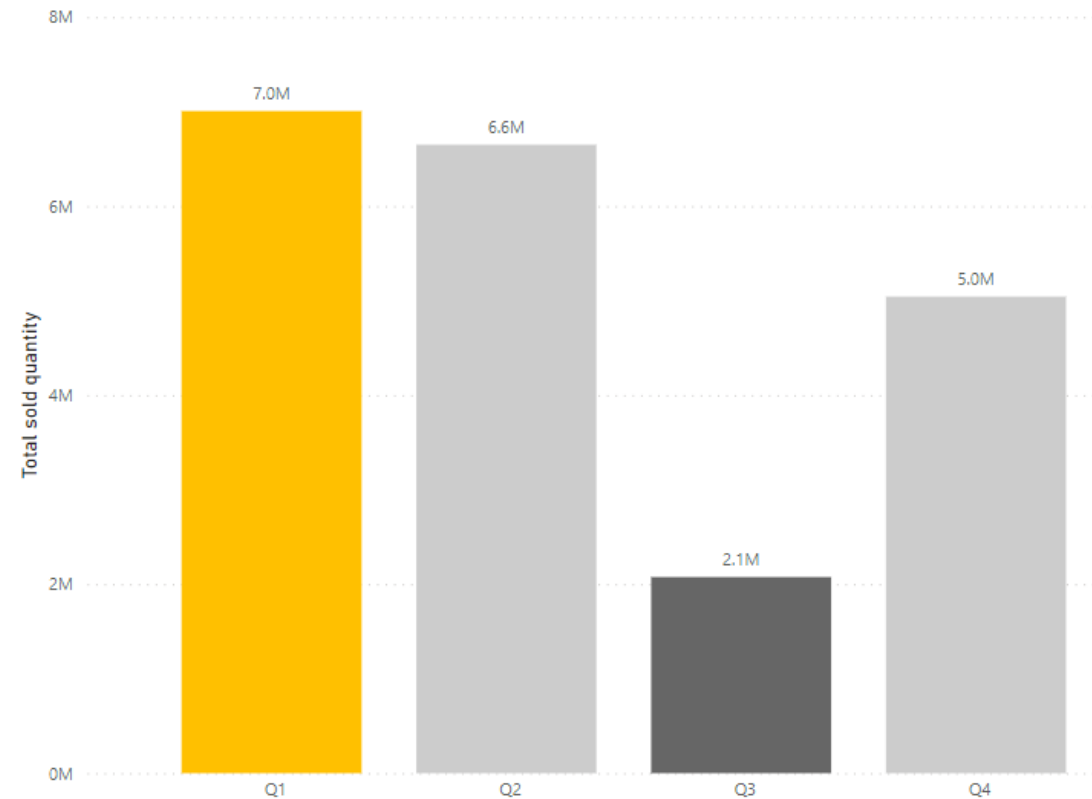
## Request 7, continued



There was a **drastic dip in sales in March 2020**, most probably due to the COVID-19 pandemic. However, the sales **recovered from Sep 2020 (FY 2021) onwards**, mostly due to ease of the lockdown restrictions, need for computers and peripherals due to the increase in online education/work-from-home, and onset of festival season. Although the sales touched the **highest peak in November 2020**, the sales have been **consistently high**.

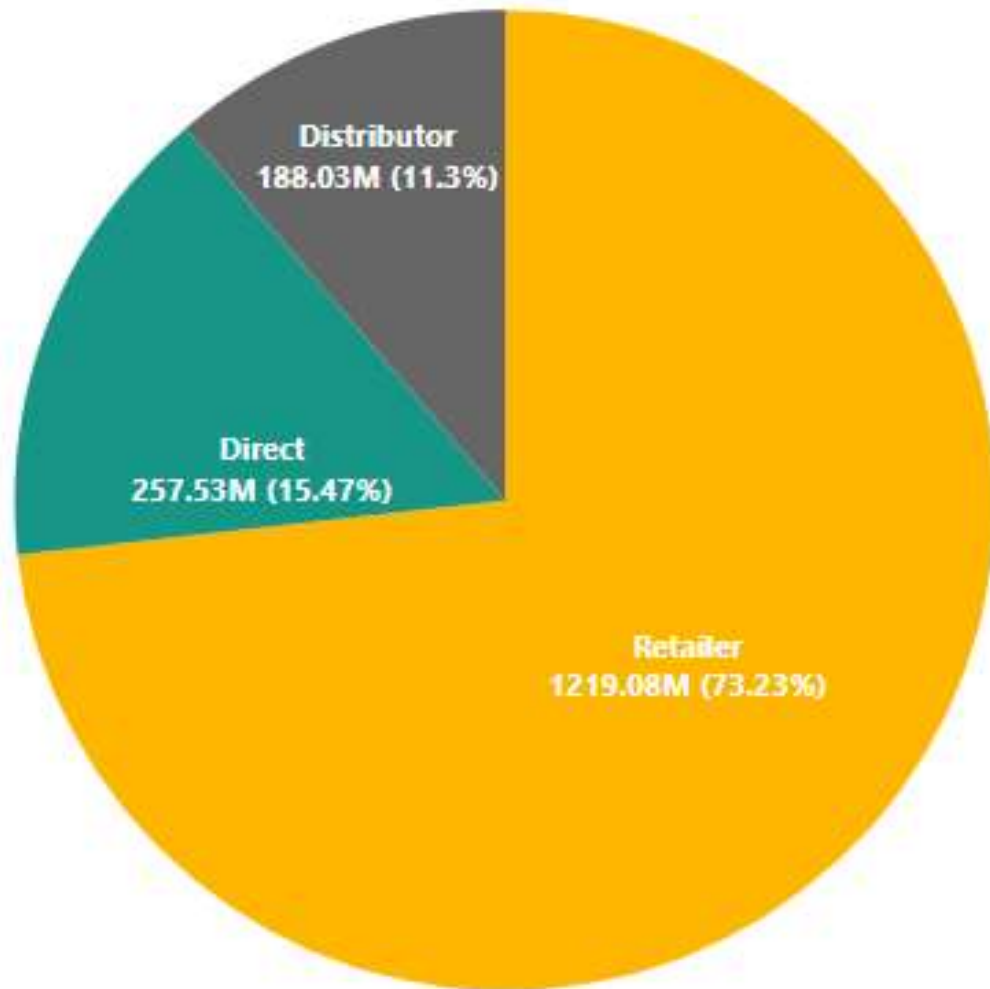
## Request 8: Which quarter of 2020 got the maximum total\_sold\_quantity?

	Quarter	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



Quarter 1 (Sep-Nov 2019) had the **highest total products sold (~7M)**. Quarter 2 (Dec 2019-Feb 2020) also showed a **high sale** in the number of products (6.6M). However, as seen in the previous analysis, the **total sold quantity drastically reduced to 2.1M in Quarter 3 (Mar-May 2020)**, most probably due to COVID-19. But Atliq was able to **recover their sales in Quarter 4**.

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



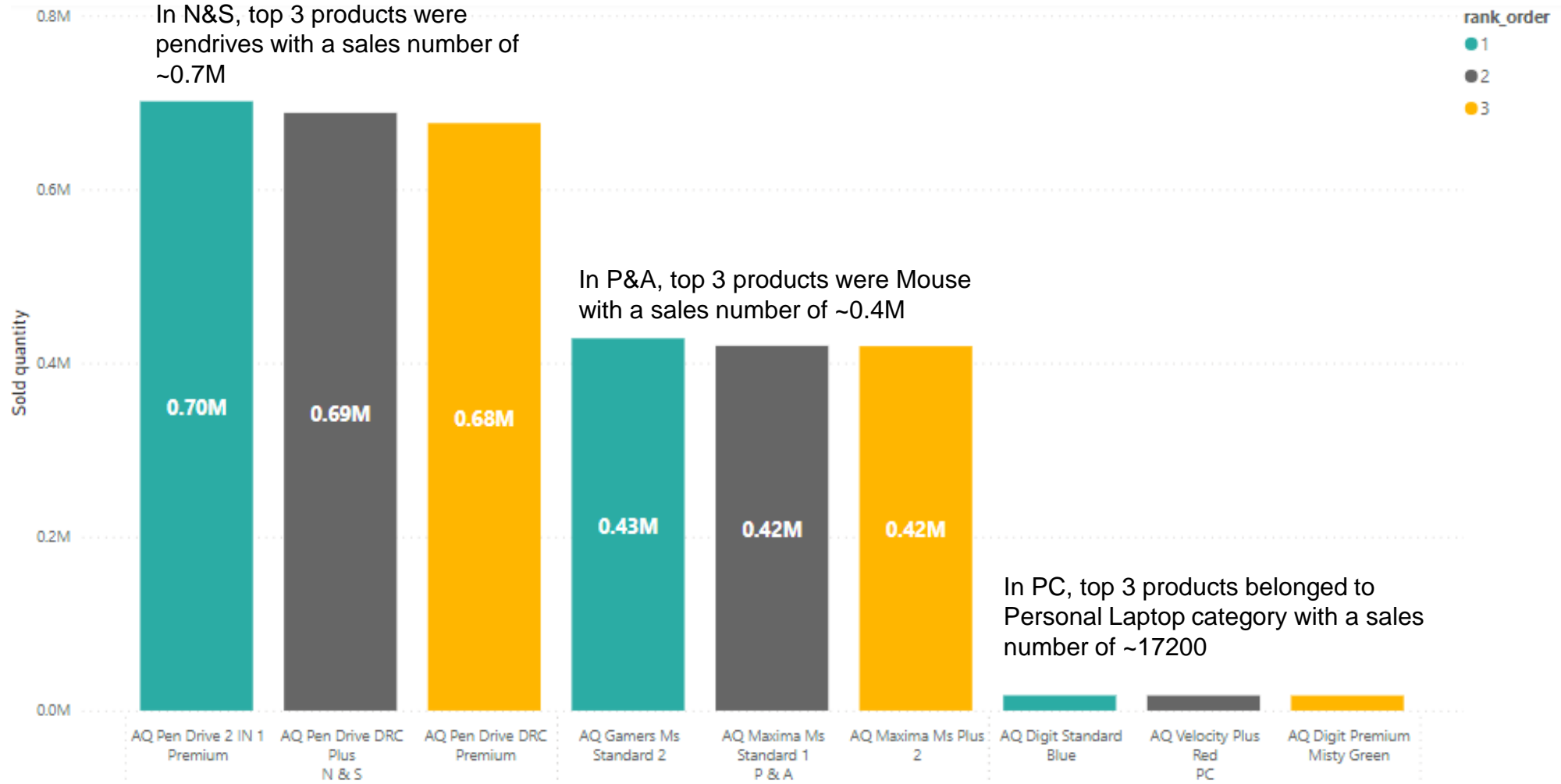
	channel	gross_sales_mln	percentage
▶	Retailer	1219.08	73.233852
	Direct	257.53	15.470612
	Distributor	188.03	11.295535

**Majority of sales** happened through the **Retailer channel (73.2%)**, while **Direct and Distributor channels** contributed only a **small percentage** in the **gross sales (15.4% and 11.3%, respectively)**.

**Request 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	rank_order
▶	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

# Request 10, continued





THANK YOU

