



Customer Goods Analytics

By: Sumit Mahato



Market



Ad Hoc Request - 01

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

```
3 •   SELECT  
4       DISTINCT market  
5   FROM dim_customer  
6 WHERE customer = 'Atliq Exclusive' AND  
7     region = 'APAC';
```



Result Grid

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

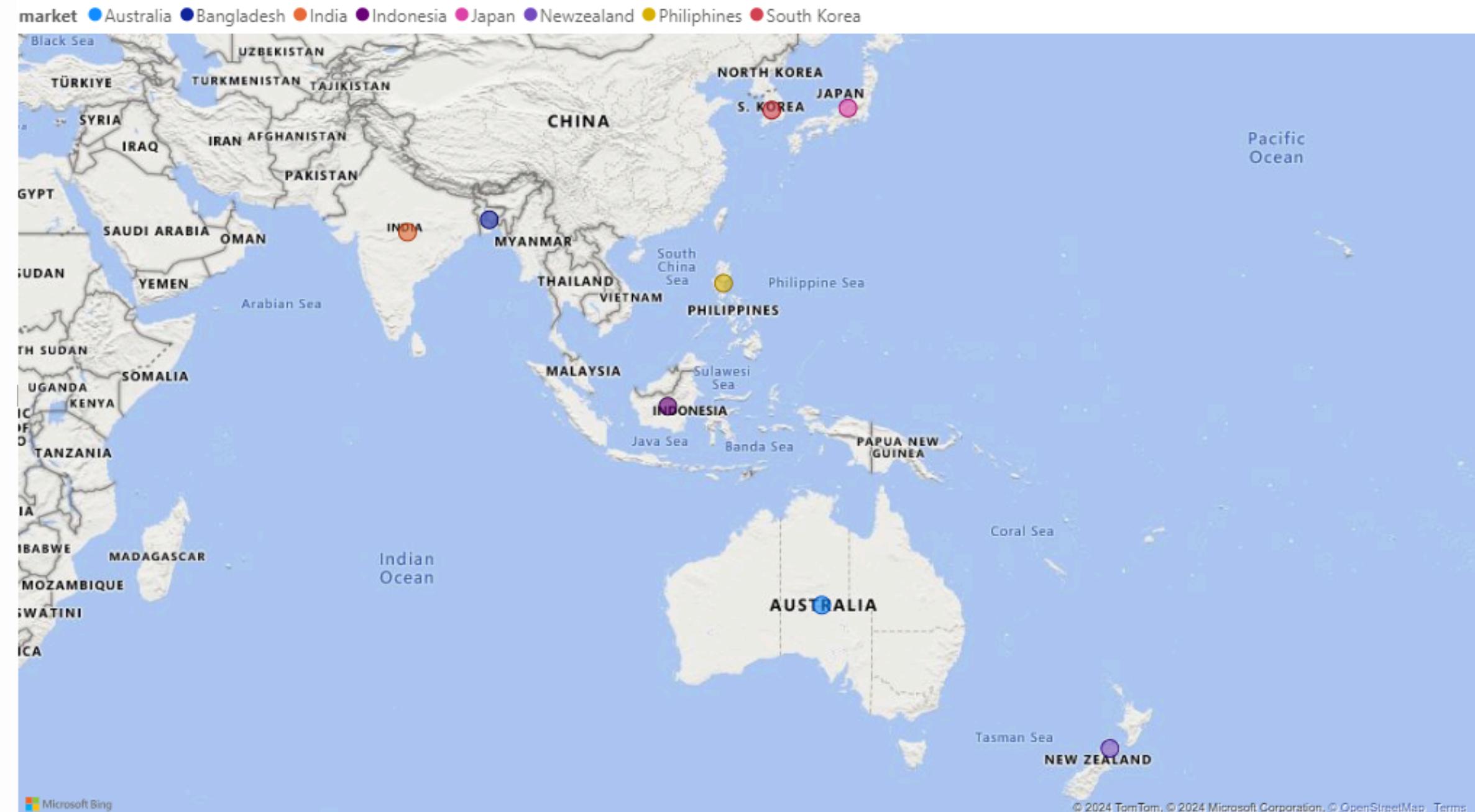


Insights

Atliq Hardware operates in several countries across the Asia-Pacific region, including India, Indonesia, Japan, the Philippines, South Korea, Australia, New Zealand, and Bangladesh.

This shows their strong presence and ability to succeed in different cultures and economies in the region.

APAC Region



Ad Hoc Request - 02

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

```
3 • ① with P20 as (
4   select count(distinct product_code) as unique_products_2020 from fact_sales_monthly
5   where fiscal_year = 2020),
6
7   P21 as (
8     select count(distinct product_code) as unique_products_2021 from fact_sales_monthly
9     where fiscal_year = 2021)
0
1
2   select
3     P20.unique_products_2020,
4     P21.unique_products_2021,
5     round(((P21.unique_products_2021 - P20.unique_products_2020)/P20.unique_products_2020)*100,2) as Percentage_chg
6
7   from P20, P21;
```

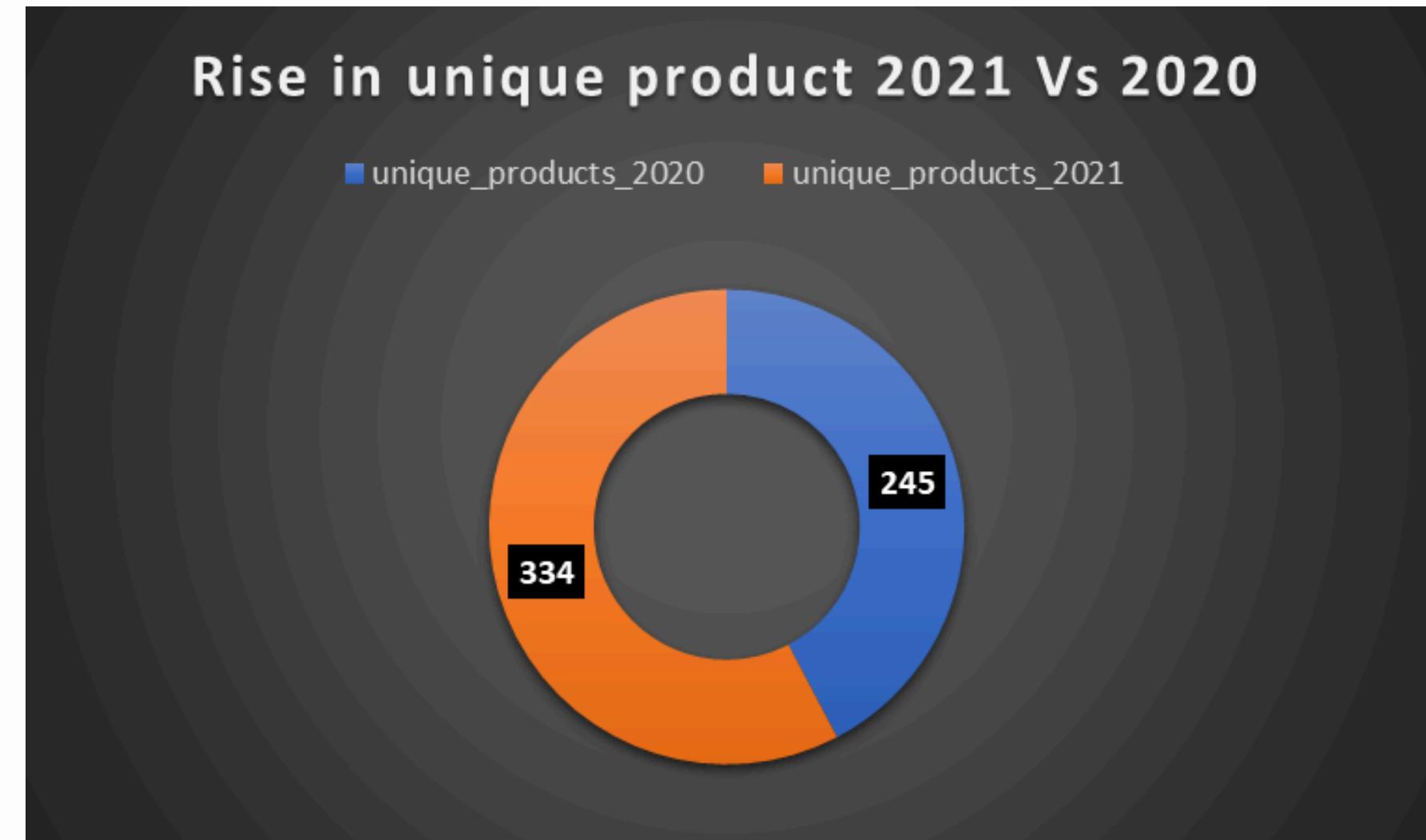
Result Grid			
	unique_products_2020	unique_products_2021	Percentage_chg
▶	245	334	36.33





Insights

- There was a notable rise in the number of unique products, with 334 in 2021 compared to 245 in 2020.
- This is a 36.33% increase in unique products from one year to the next.
- The growth in product variety shows an effort to offer more choices, which can attract more customers and help increase sales and revenue.
- It's a good sign of business growth and flexibility in responding to market changes.



Ad Hoc Request – 03

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

```
4 • SELECT
5     segment,
6     COUNT(DISTINCT product_code) AS product_count
7 FROM dim_product
8 GROUP BY segment
9 ORDER BY product_count DESC;
```

Result Grid | Filter Rows:

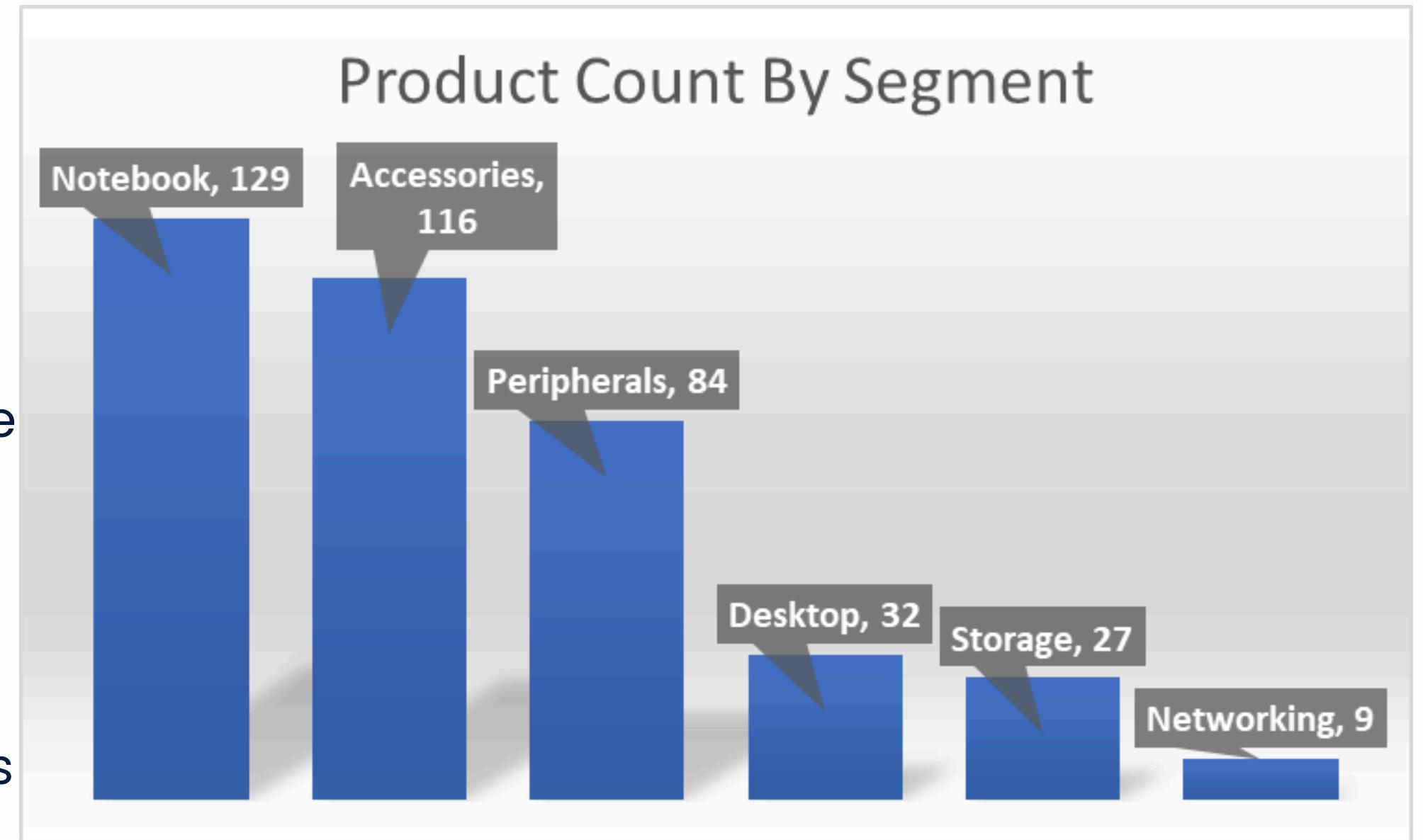
	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9





Insights

- The "Notebook" category has the most products, with 129 items.
- The "Networking" category has the fewest products, with only 9 items.
- This shows the difference in product range across segments, with "Notebook" and "Accessories" having many options, while "Networking" offers fewer choices.
- Having a variety of products helps meet different customer preferences and needs in each segment.



Ad Hoc Request – 04

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

```
3 • with p20 as (
4     select p.segment, count(distinct p.product_code) as product_count_20
5     from dim_product p
6     join fact_sales_monthly s on p.product_code = s.product_code
7     where s.fiscal_year = 2020
8     group by p.segment),
9
10 p21 as (
11     select p.segment, count(distinct p.product_code) as product_count_21
12     from dim_product p
13     join fact_sales_monthly s on p.product_code = s.product_code
14     where s.fiscal_year = 2021
15     group by p.segment)
16
17 select p20.segment, product_count_20, product_count_21,
18     abs(p20.product_count_20 - p21.product_count_21) as difference
19 from p20
20 join p21 on p20.segment = p21.segment
21 order by difference desc
```

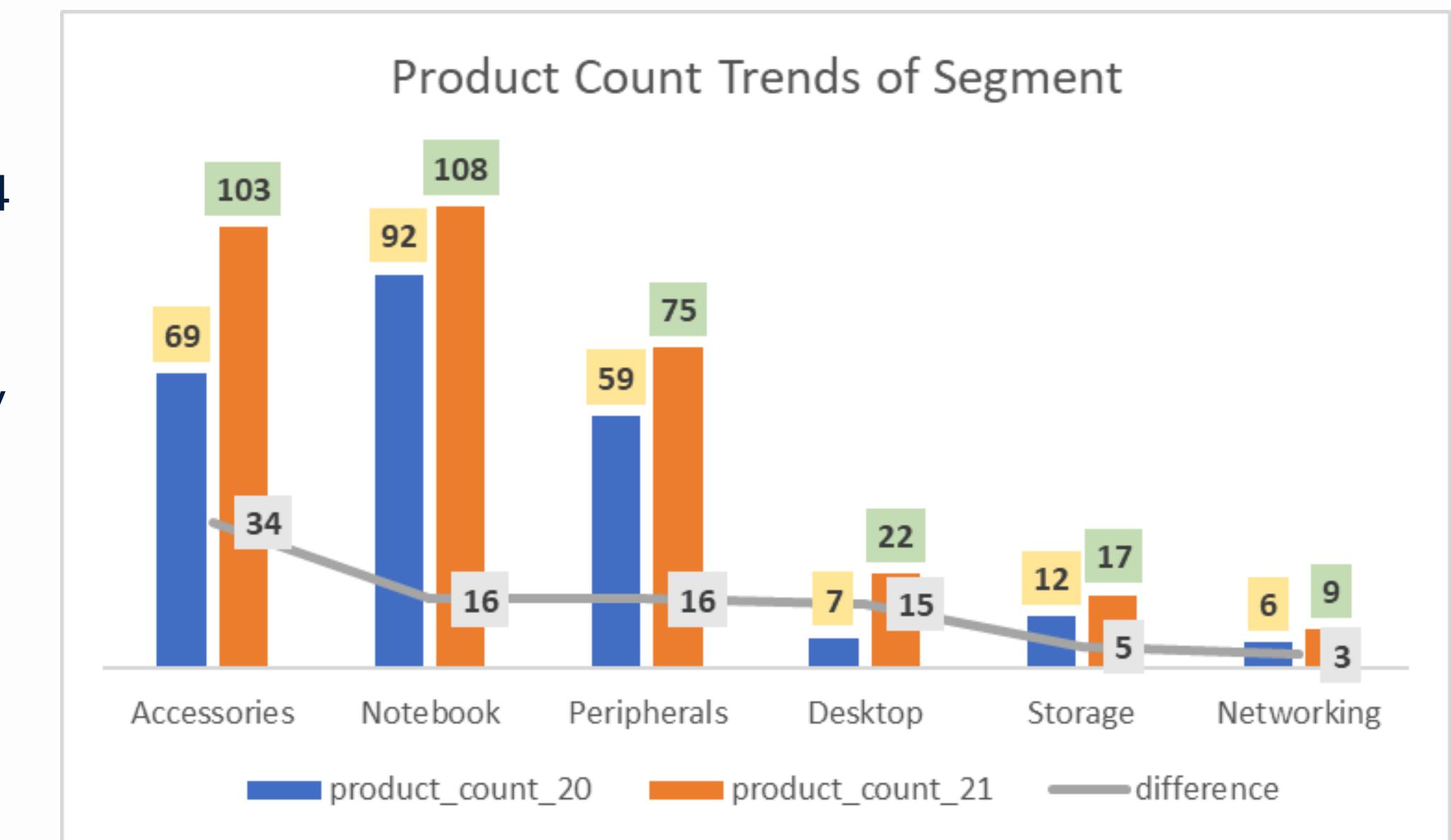
	segment	product_count_20	product_count_21	difference
▶	Accessories	69	103	34
	Notebook	92	108	16
	Peripherals	59	75	16
	Desktop	7	22	15
	Storage	12	17	5
	Networking	6	9	3





Insights

- The "Accessories" category grew by 34 products in 2021 compared to 2020.
- This shows a general trend of expanding product options, especially in the "Accessories" and "Notebook" categories, to meet more customer preferences.
- Offering more choices can make the business more competitive and give customers a wider selection.



Ad Hoc Request – 05

Get the products that have the highest and lowest manufacturing costs

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

Result Grid | Filter Rows: Export:

	product_code	product	manufacturing_cost
▶	A6121110208	AQ HOME Allin1 Gen 2	263.4207
	A2118150101	AQ Master wired x1 Ms	0.8654

Insights

The manufacturing cost of the "AQ HOME Allin1 Gen 2" is quite high at 263.42, while the "AQ Master Wired X1 Ms" has a much lower cost of just 0.8654.



Ad Hoc Request – 06

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.

```
• select  
    pi.customer_code, c.customer,  
    round(avg(pre_invoice_discount_pct),3) as Pre_invoice_discount  
  from fact_pre_invoice_deductions pi  
  join dim_customer c on pi.customer_code = c.customer_code  
  where pi.fiscal_year = 2021 and c.market = "india"  
  group by pi.customer_code  
  order by Pre_invoice_discount desc  
  limit 5
```

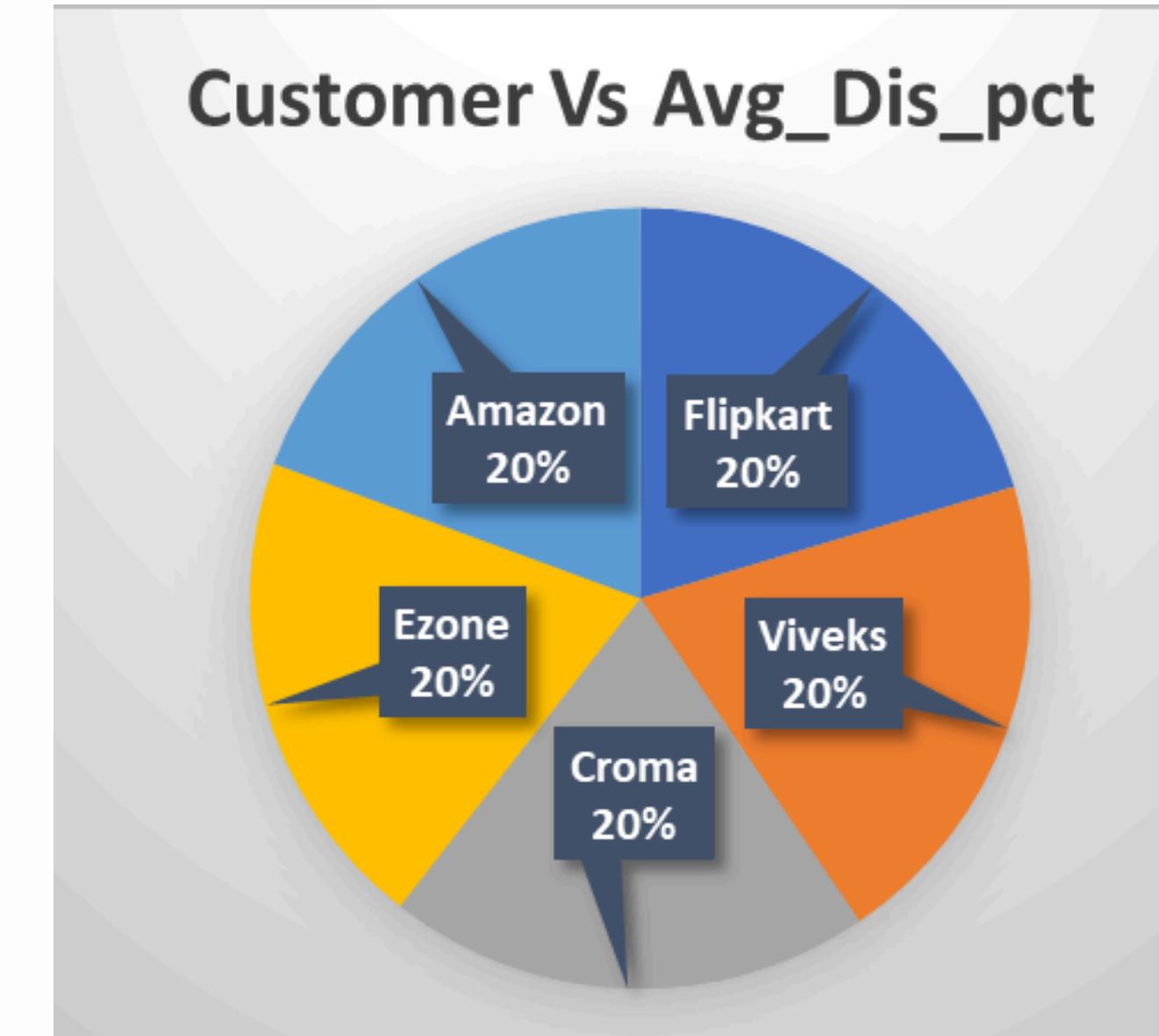
	customer_code	customer	Pre_invoice_discount
▶	90002009	Flipkart	0.308
	90002006	Viveks	0.304
	90002002	Croma	0.303
	90002003	Ezone	0.303
	90002016	Amazon	0.293





Insights

Flipkart, Viveks, Ezone, Croma and Amazon are Top 5 customers of Atliq who has received average highest pre invoice discount.



Ad Hoc Request – 07

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.

```
SELECT  
    monthname(s.date) as Month,  
    s.fiscal_year as Year,  
    round(sum(g.gross_price*sold_quantity),2) as Gross_Sales_Amount  
FROM fact_sales_monthly s  
join dim_customer c using (customer_code)  
join fact_gross_price g using (product_code)  
where customer = "Atliq Exclusive"  
group by monthname(s.date), s.fiscal_year  
order by s.fiscal_year;
```

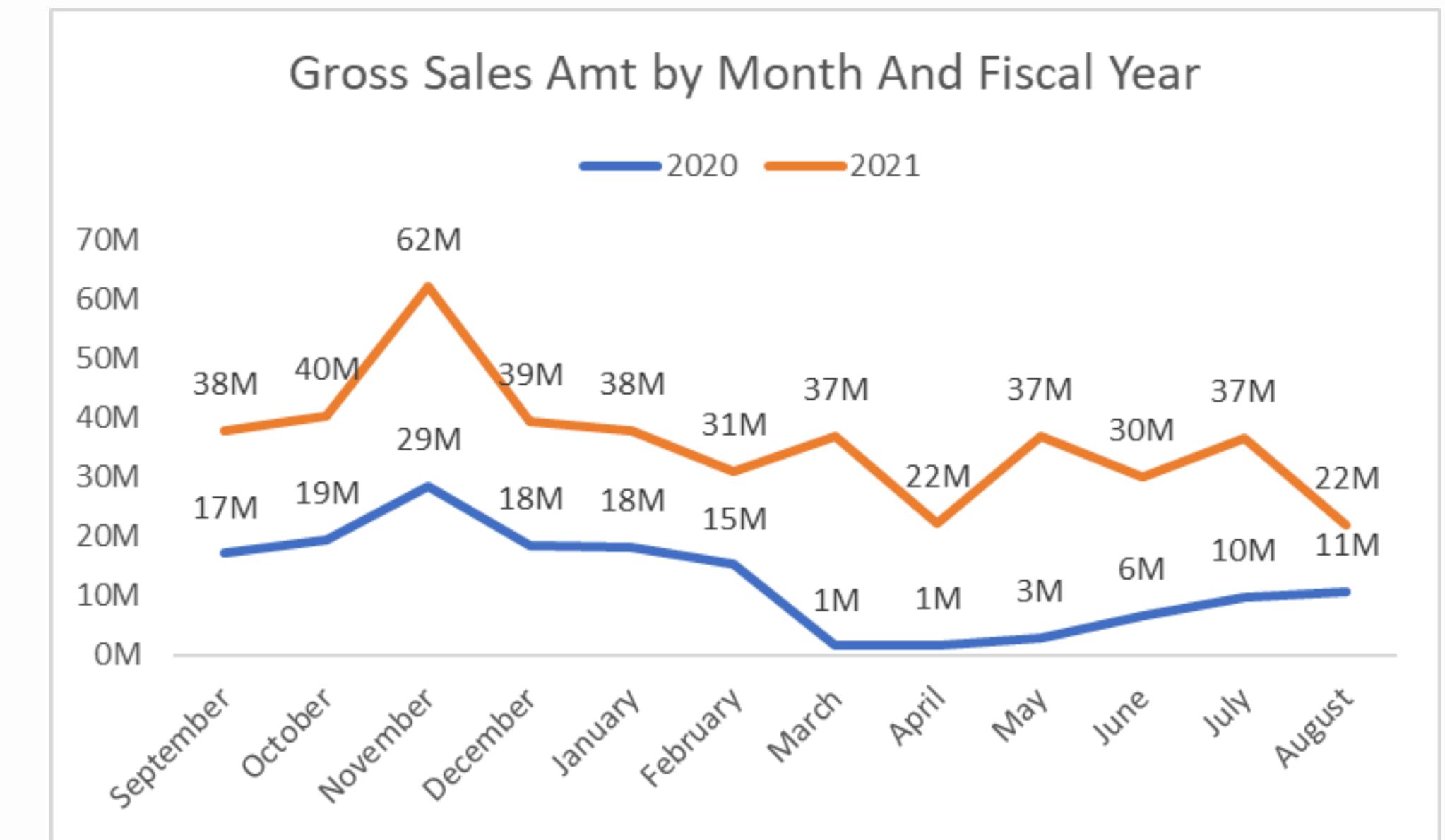
April	2020	1492369.18	June	2021	29887193.88
February	2020	15171931.84	April	2021	22147394.99
May	2020	2971173.85	August	2021	21839400.72
July	2020	9685828.63	November	2021	62302295.57
January	2020	18009123.49	December	2021	39306619.91
November	2020	28512004.15	March	2021	36972600.02
December	2020	18322529.10	February	2021	30852326.32
March	2020	1422525.16	October	2021	40444450.56
October	2020	19475069.34	July	2021	36677913.91
August	2020	10599401.49	January	2021	37704996.30
June	2020	6451963.41	May	2021	37037201.24
September	2020	17040562.24	September	2021	37752848.19





Insights

- In fiscal year 2021, sales started slow in September but saw a major peak in November, with gross sales reaching 62 million.
- November consistently shows strong sales.
- Sales were lower in March, April, and May of fiscal year 2020 but improved in 2021.
- These trends suggest focusing marketing and inventory efforts around peak months like November, while finding ways to boost sales during slower months.



Ad Hoc Request – 08

In which quarter of 2020, got the maximum total_sold_quantity?

```
• select
  case
    when month(date) in (9,10,11) then "Q1"
    when month(date) in (12,1,2) then "Q2"
    when month(date) in (3,4,5) then "Q3"
    else "Q4"
  end as Quarters,
  sum(sold_quantity) as total_sold_quantity
from fact_sales_monthly
where fiscal_year = 2020
group by Quarters
order by total_sold_quantity desc;
```

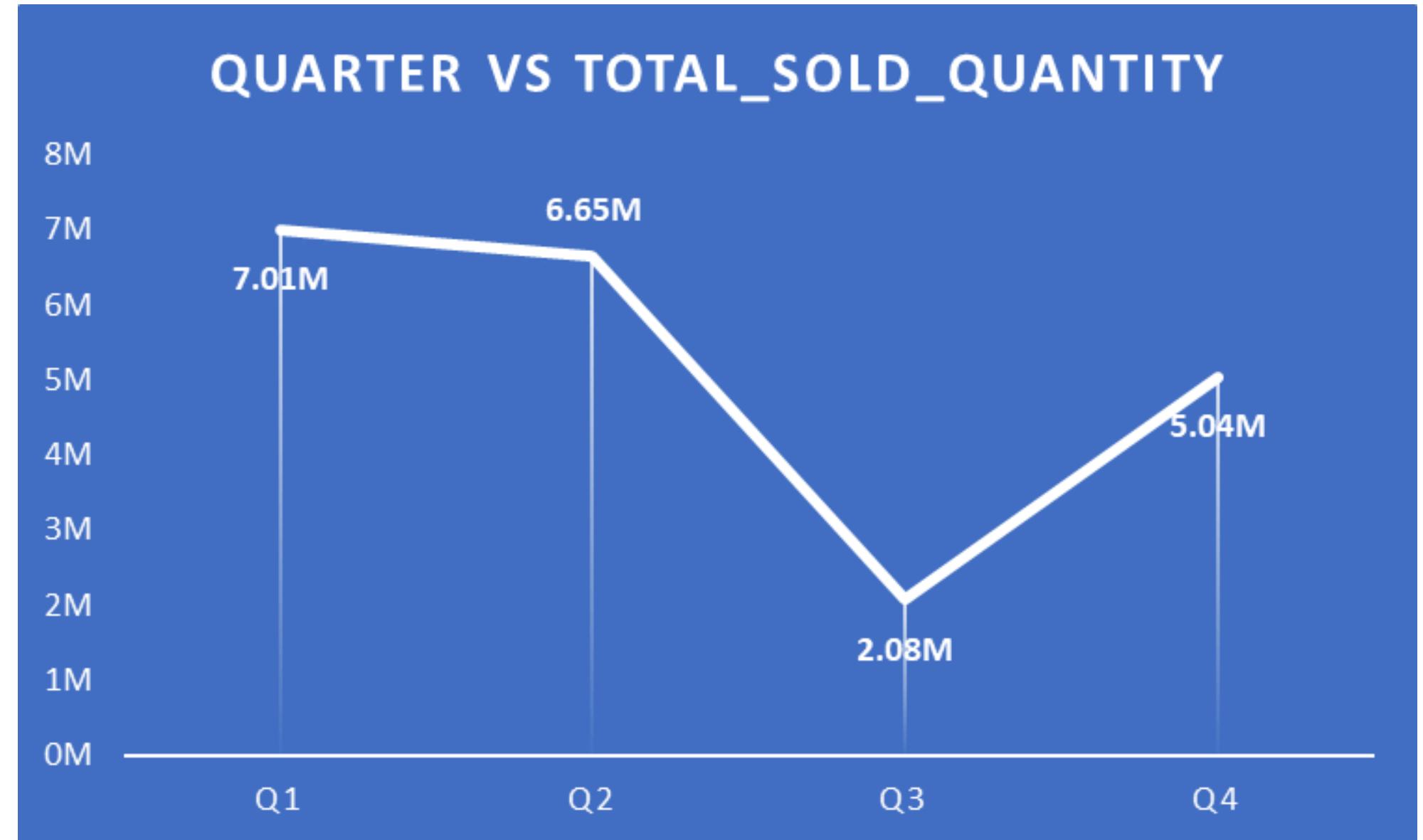
	Quarters	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087





Insights

- In Q1, the highest number of units sold was 7 million, showing a clear seasonal trend. Q1 and Q2 had the strongest sales, while Q3 was the weakest but saw improvement in Q4.
- This information is useful for planning inventory and marketing strategies to match seasonal demand.



Ad Hoc Request – 09

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

```
• with Channels as (
    SELECT c.channel,
        round(sum(g.gross_price * s.sold_quantity)/1000000,2) as gross_sales_mln
    FROM fact_sales_monthly s
    join dim_customer c using (customer_code)
    join fact_gross_price g using (product_code)
    where s.fiscal_year = 2021
    group by channel)

    select channel, gross_sales_mln,
        round((gross_sales_mln/(select sum(gross_sales_mln) from Channels))*100,2) as pct
    from Channels
    order by gross_sales_mln desc
```

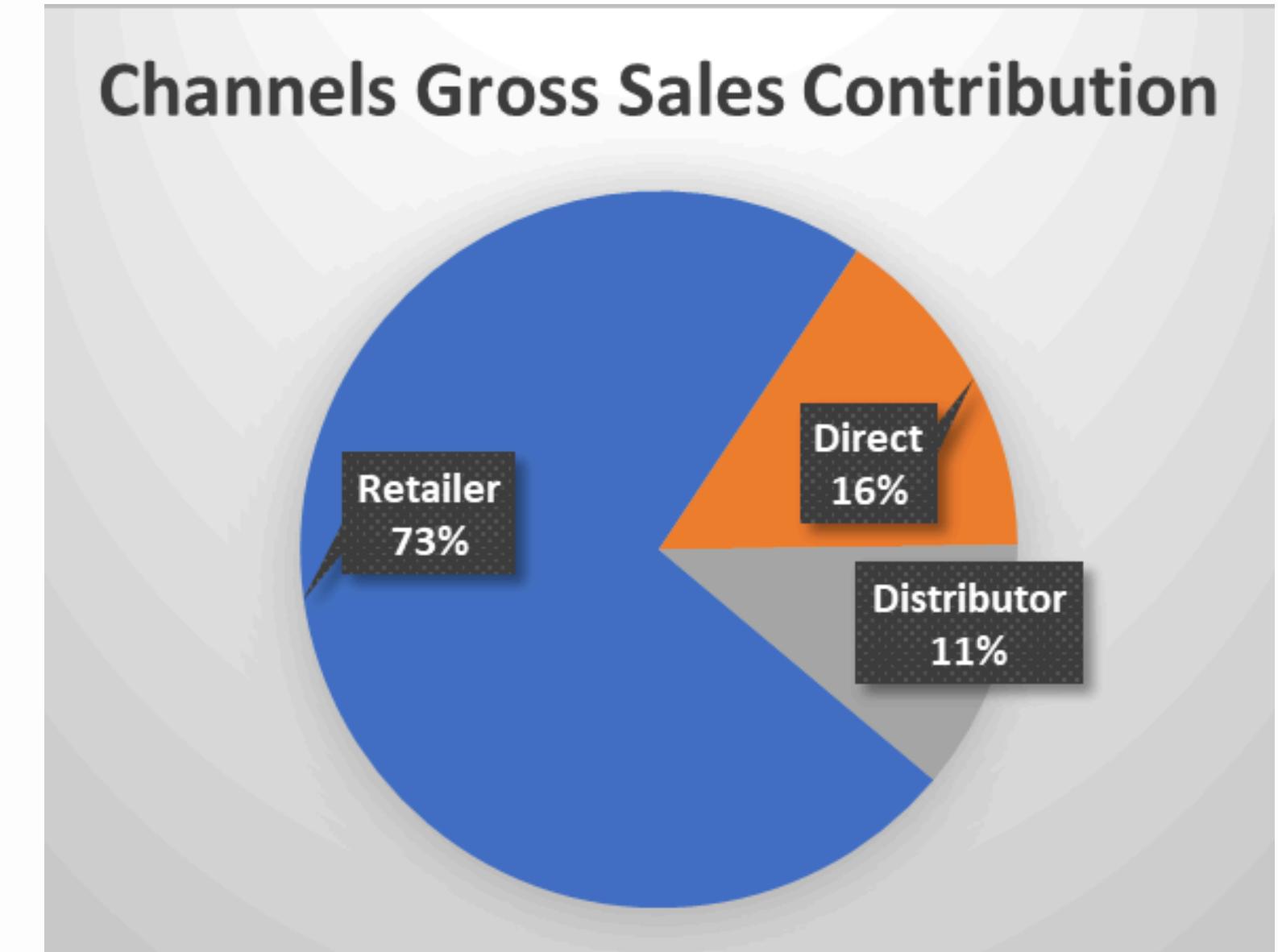
	channel	gross_sales_mln	pct
▶	Retailer	3708.46	73.21
	Direct	784.14	15.48
	Distributor	572.86	11.31





Insights

- The "Retailer" channel makes up most of the sales, with 73% of the total.
- The "Direct" channel is also important, contributing 16%, while the "Distributor" channel adds 11%.
- Since the "Retailer" channel is the main source of revenue, focusing on growing the "Direct" and "Distributor" channels could help increase overall sales.



Ad Hoc Request – 10

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

```
• with cte as (
  select
    p.division, s.product_code,
    p.product, sum(s.sold_quantity) as Total_sold_quantity,
    rank() over(partition by p.division order by sum(s.sold_quantity) desc) as Rank_Order
  from dim_product p
  join fact_sales_monthly s on p.product_code = s.product_code
  where s.fiscal_year = 2021
  group by p.division, s.product_code, p.product)

  select * from cte
  where Rank_Order in (1,2,3)
  order by division, Rank_Order;
```

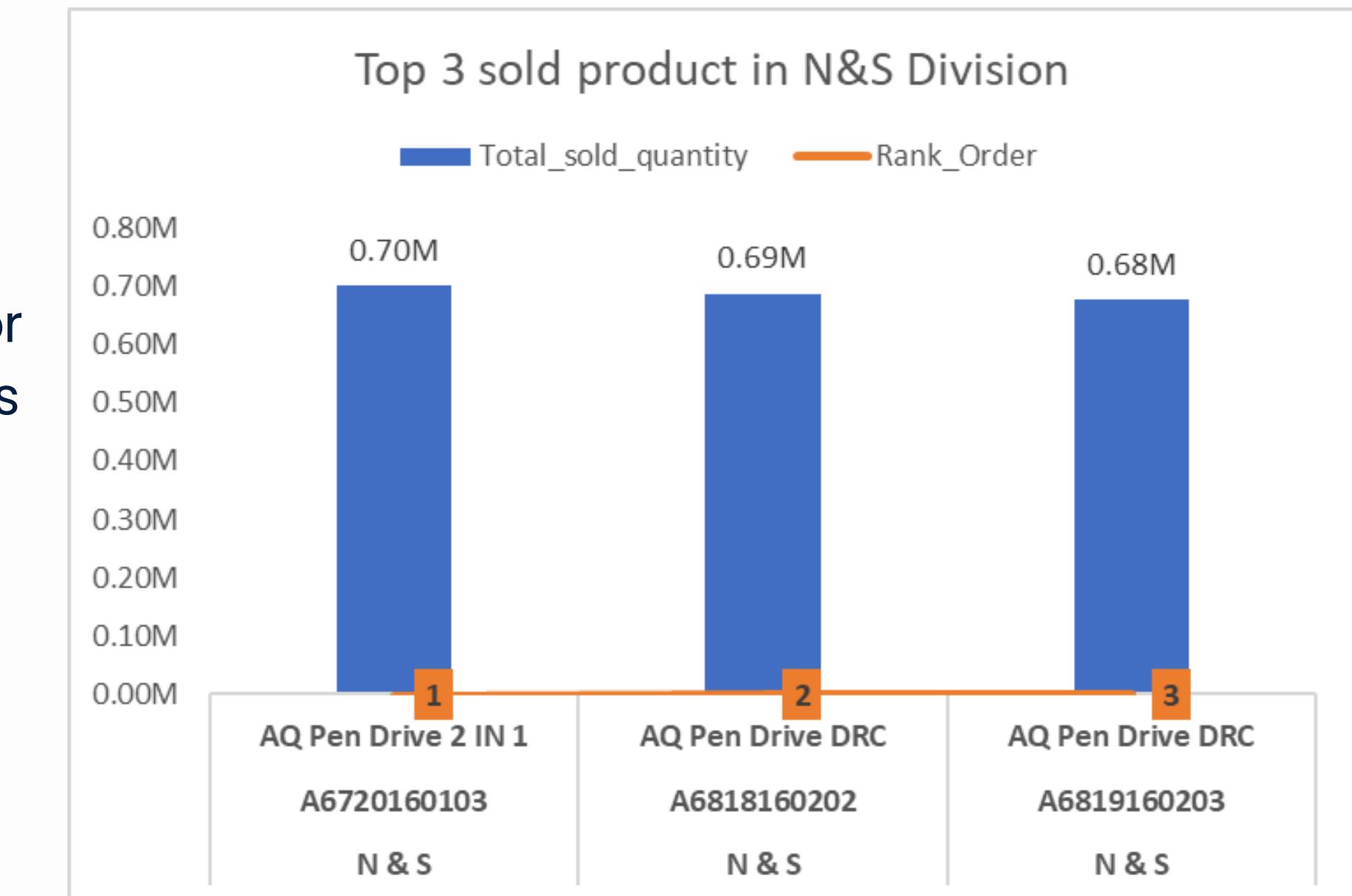
	division	product_code	product	Total_sold_quantity	Rank_Order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110202	AQ Digit	17434	1
	PC	A4319110306	AQ Velocity	17280	2
	PC	A4218110208	AQ Digit	17275	3





Insight

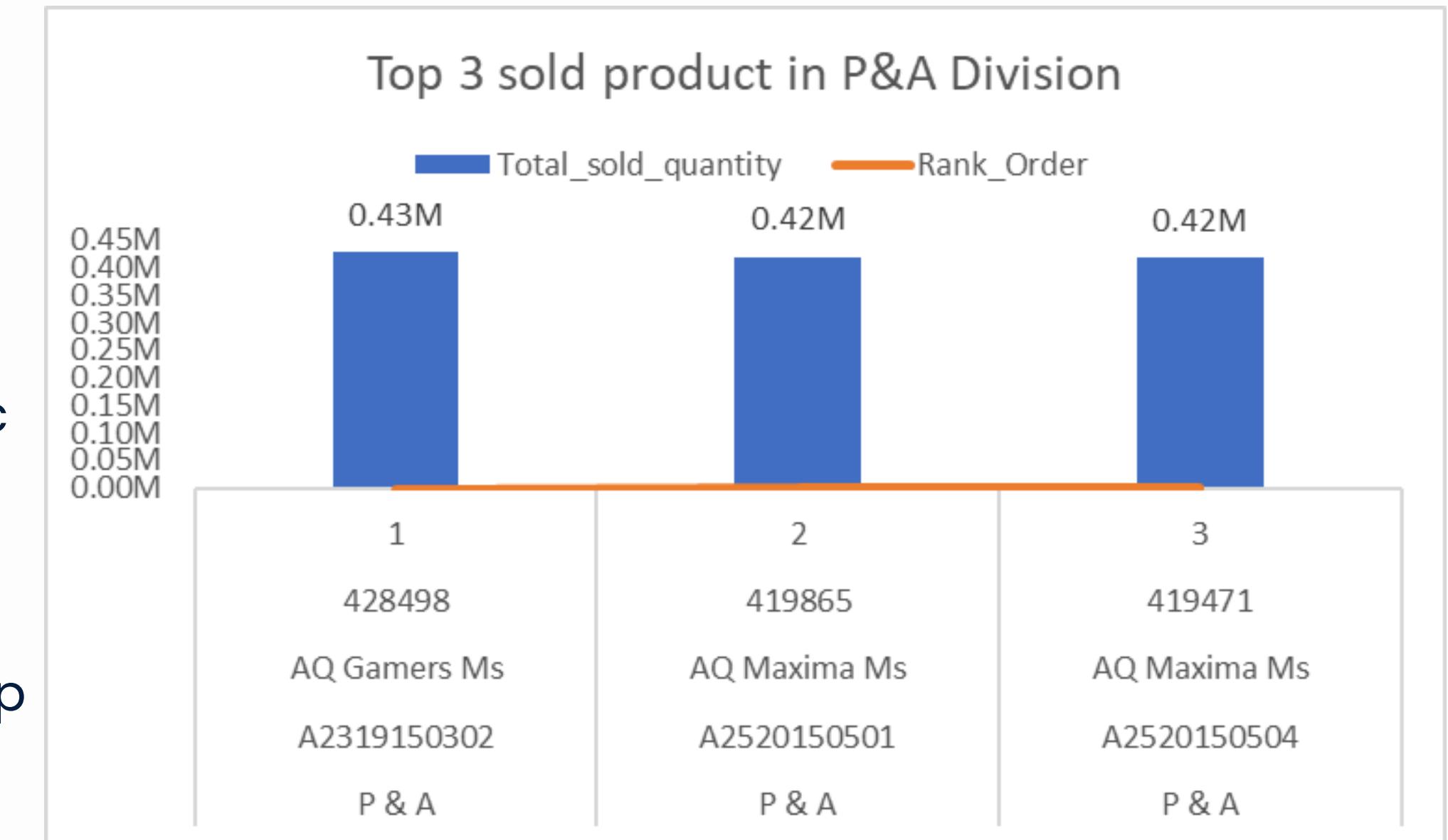
- The top three products are "AQ Pen Drive 2 IN 1," "AQ Pen Drive DRC," and another "AQ Pen Drive DRC" variant.
- This reflects strong consumer demand for pen drives in this division, underscoring its market leadership and growth potential.
- Effective inventory management is essential for continued success.





Insight

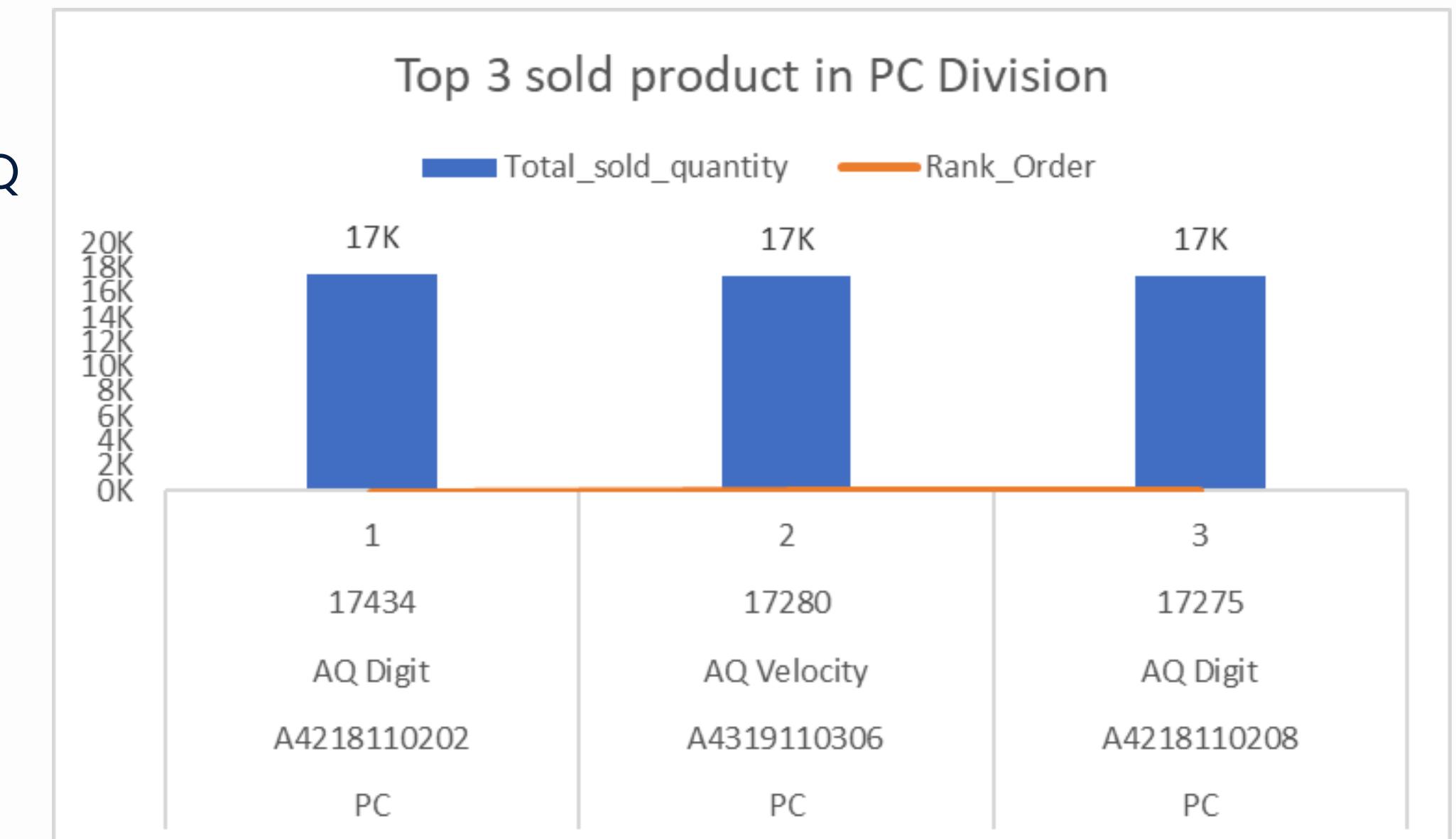
- The top three products are "AQ Gamers Ms," "AQ Maxima Ms," and another "AQ Maxima Ms" variant.
- This division specializes in gaming-related products, appealing to a specific customer niche.
- Efficient inventory management is essential to meet customer demand.
- Continuously promote and brand the top products to sustain success.





Insight

- The top three products are "AQ Digit," "AQ Velocity," and another "AQ Digit" variant.
- The division specializes in PC-related products, indicating a focus on the computing niche.
- Efficient inventory management is essential to meet customer demand.
- Ongoing branding and marketing efforts are important to maintain success.





AtliQ

Hardware

THANK YOU!

