



Consumer Goods Ad_Hoc Insights

By Mr. Suraj Patil

LIST OF MARKETS FOR CUSTOMER "ATLIQ EXCLUSIVE" IN APAC REGION.

Question

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

Output

	Markets_List
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

REPORT FOR % CHANGE IN UNIQUE PRODUCTS INCREASE FOR YEAR 2021 VS. 2020.

Question

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	36.33

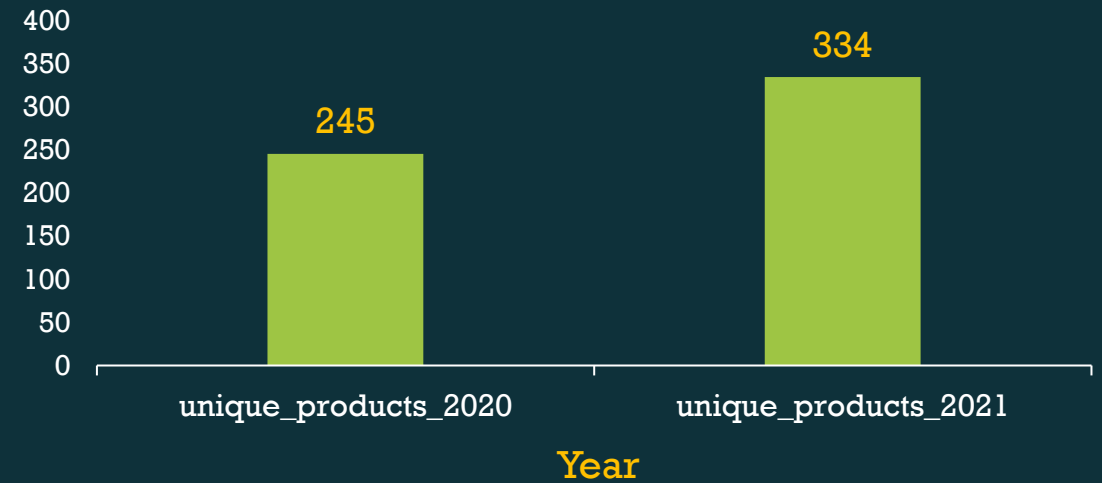
CONVERSION OF OUTPUT TO VISUAL

	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.33



Unique Product Count

UNIQUE PRODUCTS INCREASE IN
2021 vs. 2020



Insights

- 1. In Year 2021 **36.33 % more new products** has been created than last year 2020.
- 2. Products increasing rate is **positively** impacting revenue generation for that customer.

REPORT FOR SEGMENT WISE UNIQUE PRODUCT COUNT

Question

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
▶	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3

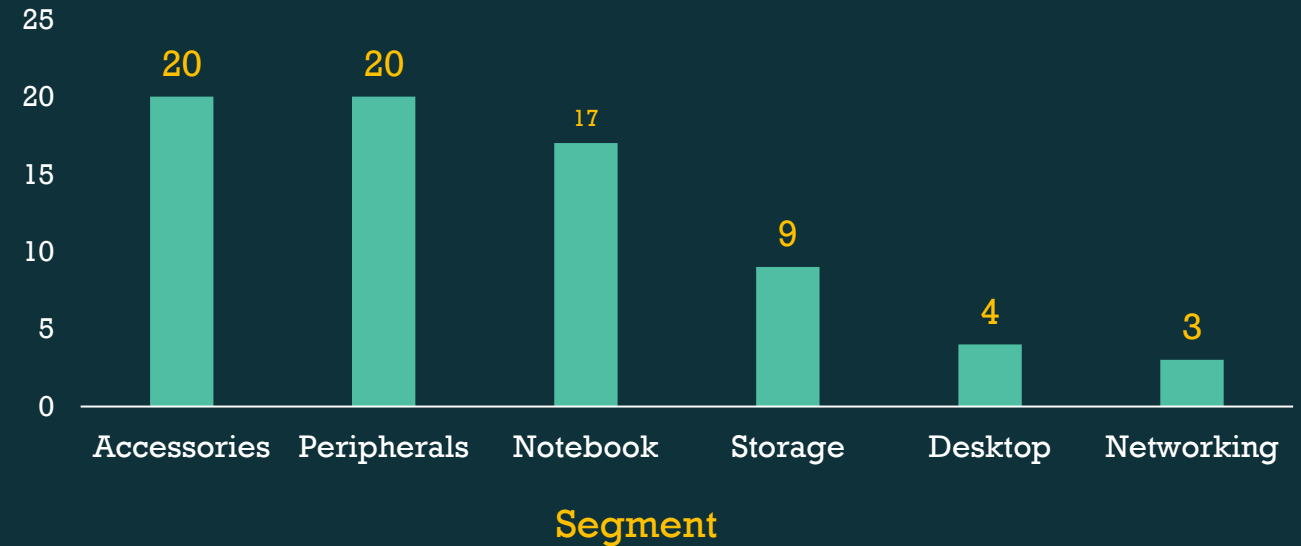
CONVERSION OF OUTPUT TO VISUAL

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



Product Count

SEGMENT WISE UNIQUE PRODUCT COUNT



Insights

- 1. **Accessories & Peripherals** are the 2 Segments which are having **Highest no. of unique products.** (20 Unique Products each.)
- 2. **Networking** Segment is the Segment with **Less no. of Unique Products.** (3 Unique Products)
- 3. Around **78 %** of Total Unique Products **fall under 3 Segments** only.

REPORT FOR SEGMENT WISE INCREASE IN UNIQUE PRODUCTS IN 2020 VS 2021

Question

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	13	19	6
	Peripherals	15	20	5
	Desktop	1	3	2
	Notebook	14	16	2
	Networking	2	3	1
	Storage	6	7	1

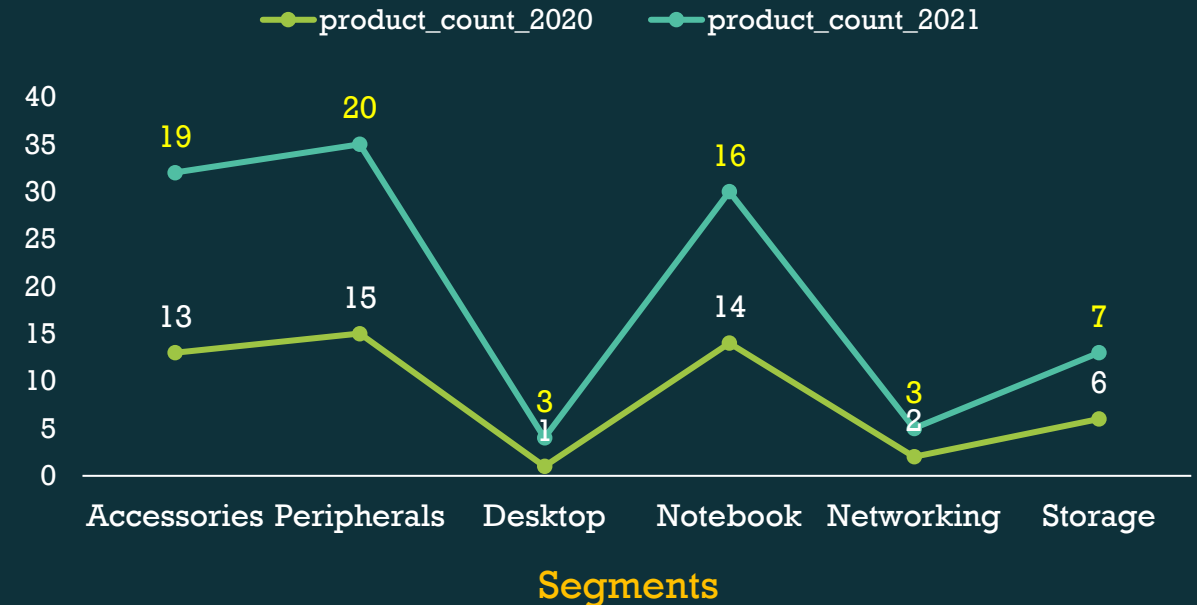
CONVERSION OF OUTPUT TO VISUAL

segment	product_count_2020	product_count_2021	difference
Accessories	13	19	6
Peripherals	15	20	5
Desktop	1	3	2
Notebook	14	16	2
Networking	2	3	1
Storage	6	7	1



Product Count

SEGMENT WISE INCREASE IN UNIQUE PRODUCTS IN 2020 Vs 2021



Insights

- 1. **Accessories** is the Segment in which **Highest no.** of new Unique Products (**6 no's**) have Increased followed by **Peripherals** (**5 no's**)
- 2. **Networking** & **Storage** are the Segments with **less no.** of Unique Product Increase. (**1 no.** each)

REPORT FOR PRODUCTS WITH HIGHEST AND LOWEST MANUFACTURING COSTS

Question

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

product_code

product

manufacturing_cost

Output

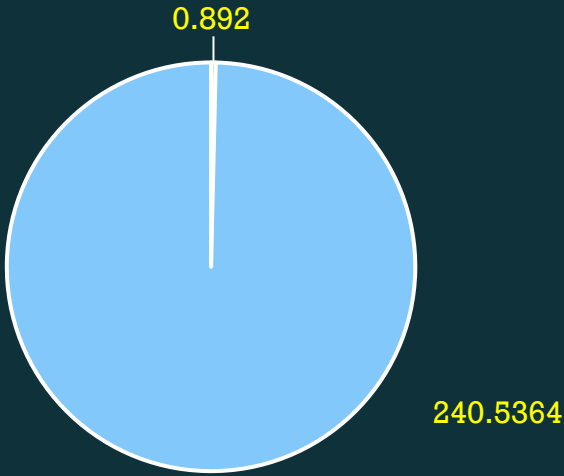
	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364

CONVERSION OF OUTPUT TO VISUAL

HIGHEST VS LOWEST MANUFACTURING COST

■ AQ Master wired x1 Ms ■ AQ HOME Allin1 Gen 2

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



Insights

- 1. **AQ HOME Allin1 Gen 2** is the product with **Highest** Manufacturing Cost.
- 2. **Strategic AQ Master wired x1 Ms** is the product with **Lowest** Manufacturing Cost.

REPORT FOR TOP 5 CUSTOMERS WITH AVERAGE HIGH PRE_INVOICE_DISCOUNT_PCT IN FISCAL YEAR 2021 & INDIAN MARKET

Question

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	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33

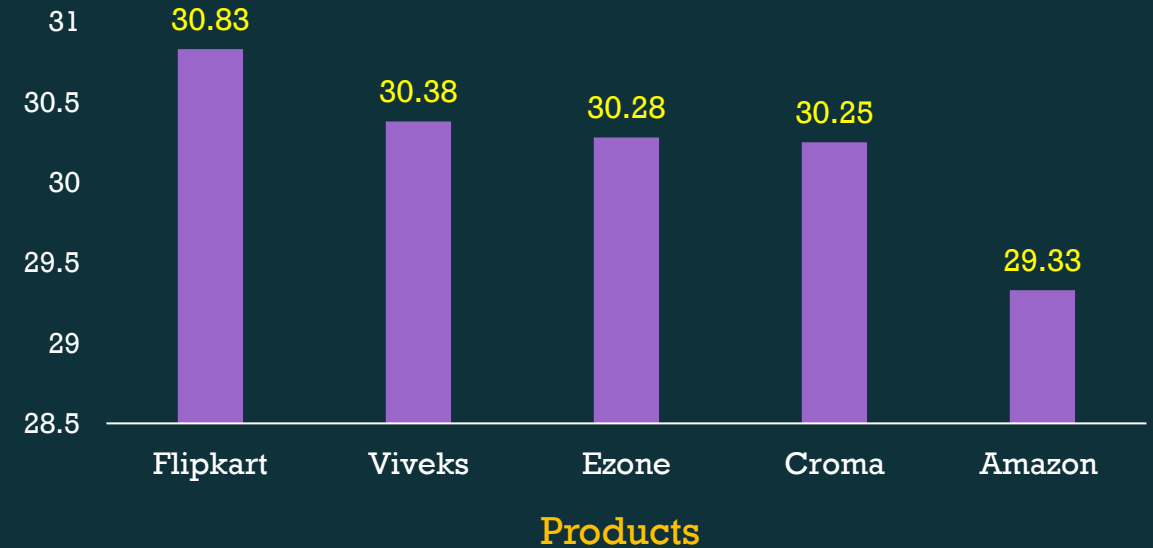
CONVERSION OF OUTPUT TO VISUAL

TOP 5 CUSTOMERS WITH AVERAGE HIGH
PRE_INVOICE_DISCOUNT_PCT

	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



Average Discount %



Insights

- 1. **Flipkart** is the Product with **Highest** Avg Discount % (**30.83 %**) followed by **Viveks**, **Ezone**, **Croma**, **Amazon**.

REPORT FOR GROSS SALES AMOUNT FOR THE CUSTOMER “ATLIQ EXCLUSIVE” FOR EACH MONTH

Question

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	2020	9092670.34
	October	2020	10378637.60
	November	2020	15231894.97
	December	2020	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2021	19530271.30
	October	2021	21016218.21
	November	2021	32247289.79
	December	2021	20409063.18
	January	2021	19570701.71
	February	2021	15986603.89
	March	2021	19149624.92
	April	2021	11483530.30
	May	2021	19204309.41
	June	2021	15457579.66
	July	2021	19044968.82
	August	2021	11324548.34

CONVERSION OF OUTPUT TO VISUAL

	Month	Year	Gross_Sales_Amount
►	September	2020	9092670.34
	October	2020	10378637.60
	November	2020	15231894.97
	December	2020	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2021	19530271.30
	October	2021	21016218.21
	November	2021	32247289.79
	December	2021	20409063.18
	January	2021	19570701.71
	February	2021	15986603.89
	March	2021	19149624.92
	April	2021	11483530.30
	May	2021	19204309.41
	June	2021	15457579.66
	July	2021	19044968.82
	August	2021	11324548.34



Gross Sales Amount



Insights

- 1. In **November** Customer has recorded **Highest Gross Sales Amount** followed by October & December.
- 2. In **April** Customer has recorded **Lowest Gross Sales Amount** followed by March & May.

REPORT FOR MAXIMUM TOTAL_SOLD_QUANTITY FOR EACH QUARTER IN YEAR 2020

Question

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

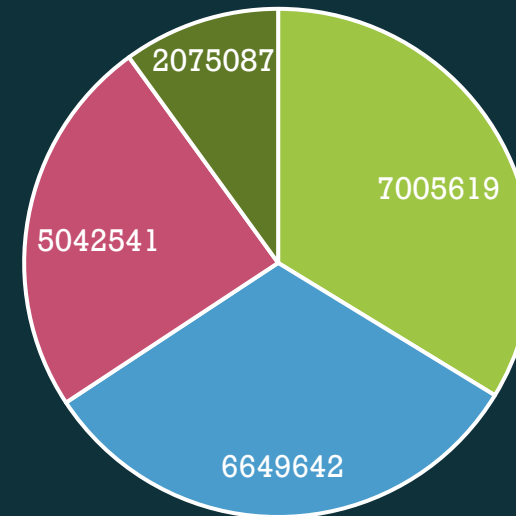
Output

	Quarter	total_sold_quantity
▶	1	7005619
	2	6649642
	4	5042541
	3	2075087

CONVERSION OF OUTPUT TO VISUAL

TOTAL SOLD QUANTITY FOR EACH QUARTER IN YEAR 2020

	Quarter	total_sold_quantity
▶	1	7005619
	2	6649642
	4	5042541
	3	2075087



Quarters

- 1
- 2
- 3
- 4

Insights

- 1. In **Quarter 1** Company has recorded **Highest Sales** with **70,05,619** nos.
- 2. In **Quarter 3** Company has recorded **Lowest Sales** with **20,75,087** nos.

REPORT FOR CHANNEL GROSS SALES PERFORMANCE & % CONTRIBUTION IN 2021

Question

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	15.48
	Distributor	297.18	11.31

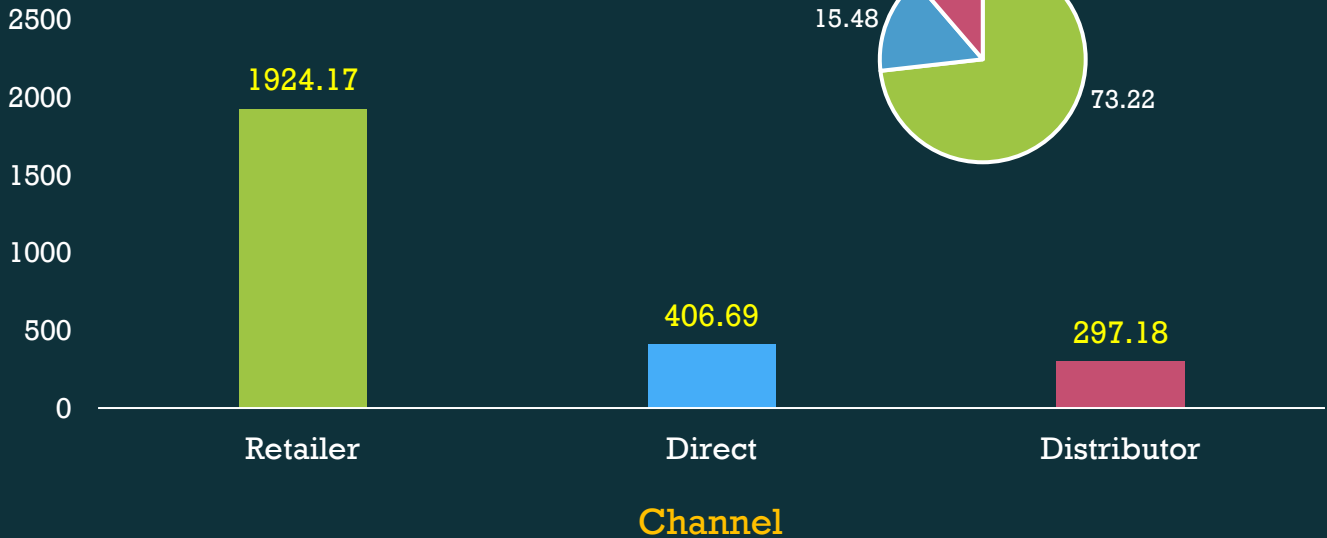
CONVERSION OF OUTPUT TO VISUAL

GROSS SALES PERFORMANCE & % CONTRIBUTION

	channel	Gross_Sales_mln	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31



Gross Sales in Mln



Insights

- 1. Channel **Retailer** has brought the **Highest Gross sales**.
- 2. Channel **Distributor** has brought the **Lowest Gross sales** followed by **Direct**.
- 3. Channel **Retailer** alone contributing around **73 %** of the Total Gross Sales.
- 4. **Distributor** & **Direct** both together contributing **27 %** of the Total Gross Sales.
- 5. So Channel **Retailer** is considered as **most valuable channel**.

REPORT FOR TOP 3 PRODUCTS IN EACH DIVISION WITH HIGH TOTAL SOLD QUANTITY IN 2021

Question

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

product

total_sold_quantity

rank_order

Output

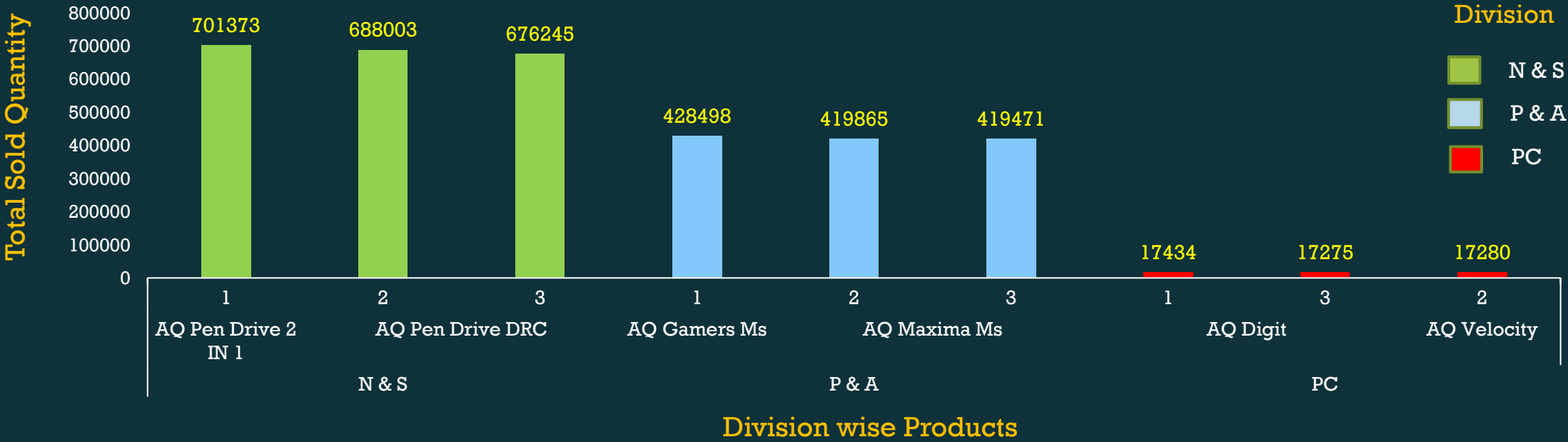
	division	product_code	product	total_sold_quantity	rank_order
	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2319150302	AQ Gamers Ms	428498	1
	P & A	A2520150501	AQ Maxima Ms	419865	2
	P & A	A2520150504	AQ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

CONVERSION OF OUTPUT TO VISUAL

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 IN EACH DIVISION WITH HIGH TOTAL SOLD QUANTITY



Insights

- 1. **AQ Pen Drive 2 IN 1**, **AQ Pen Drive DRC** & **AQ Pen Drive DRC** are Top 3 Products in **N & S** Division.
- 2. **AQ Gamers Ms**, **AQ Maxima Ms** & **AQ Maxima Ms** are Top 3 Products in **P & A** Division.
- 3. **AQ Digit**, **AQ Velocity** & **AQ Digit** are Top 3 Products in **PC** Division.
- 4. **N & S** Division is the **most valuable division**.

THANK YOU