

Consumer Goods Ad_Hoc Insights



Presented By - Vivek Gupta

Markets of Atliq Exclusive in the APAC Region

Request 1

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

Output

Markets

Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

Market



Insights

Atliq store has located in 8 countries in the APAC region

Change in Unique Products of Atliq Hardware

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

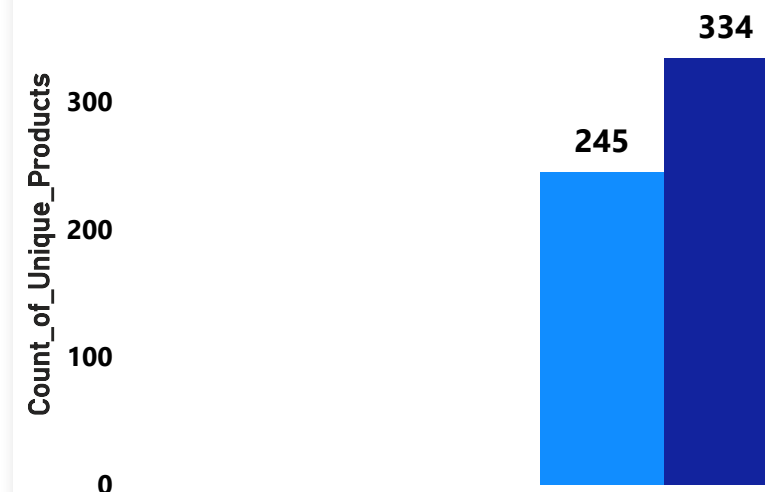
unique_products_2020	unique_products_2021	percentage_change
245	334	36.33

Insights

Unique Products increases by 36.33% in the year 2021 in comparison of the year 2020.

Unique Products

● unique_products_2020 ● unique_products_2021



Segment Wise Unique Products

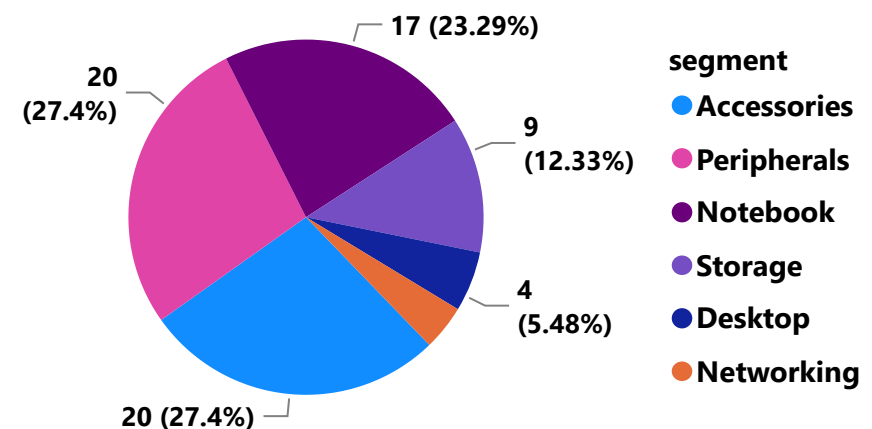
Request 3

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
Accessories	20
Desktop	4
Networking	3
Notebook	17
Peripherals	20
Storage	9
Total	73

Segment Wise Product Count



Insights

The accessories and Peripherals segment has the highest no. of unique products i.e., 20 followed by the notebook i.e., 17.

Segment and Year-wise Comparison of Unique Products

Request 4

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, and difference.

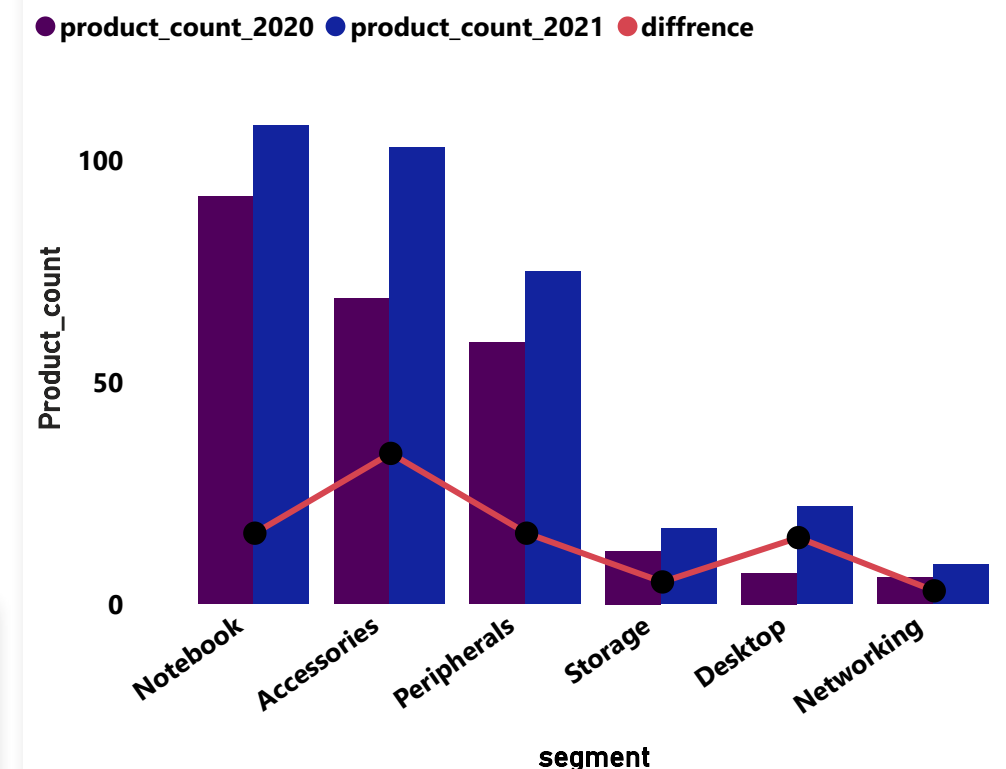
Output

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

Accessories segment have the highest no. of increasment in the uniques products which is 34 and networking has the lowest change in unique products.

product_count_2020, product_count_2021 and difference by segment



Products With Highest and Lowest Manufacturing Cost

Request 5

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

Output

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.89
A6120110206	AQ HOME Allin1 Gen 2	240.54

240.54

Max of manufacturing_cost

0.89

Lowest Manufacturing Cost

Insights

AQ HOME Allin1 Gen 2 has the highest manufacturing cost.

AQ Master wired x1 Ms has the lowest manufacturing cost.

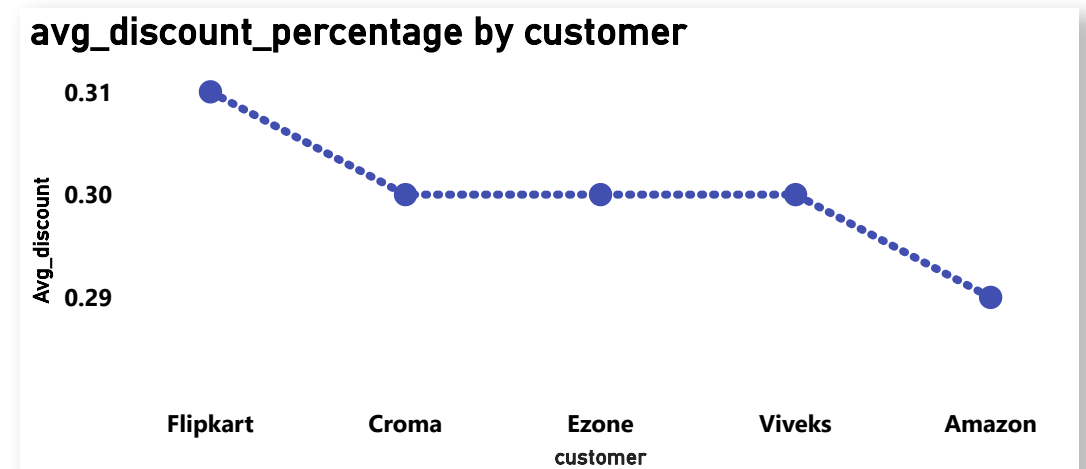
Discount Wise Top 5 Customers in India in the year 2021

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, and average_discount_percentage.

Output

customer_code	customer	avg_discount_percentage
90002009	Flipkart	0.31
90002002	Croma	0.30
90002003	Ezone	0.30
90002006	Viveks	0.30
90002016	Amazon	0.29



Insights

In the year 2021, the Top 5 customers received the mostly similar discount.

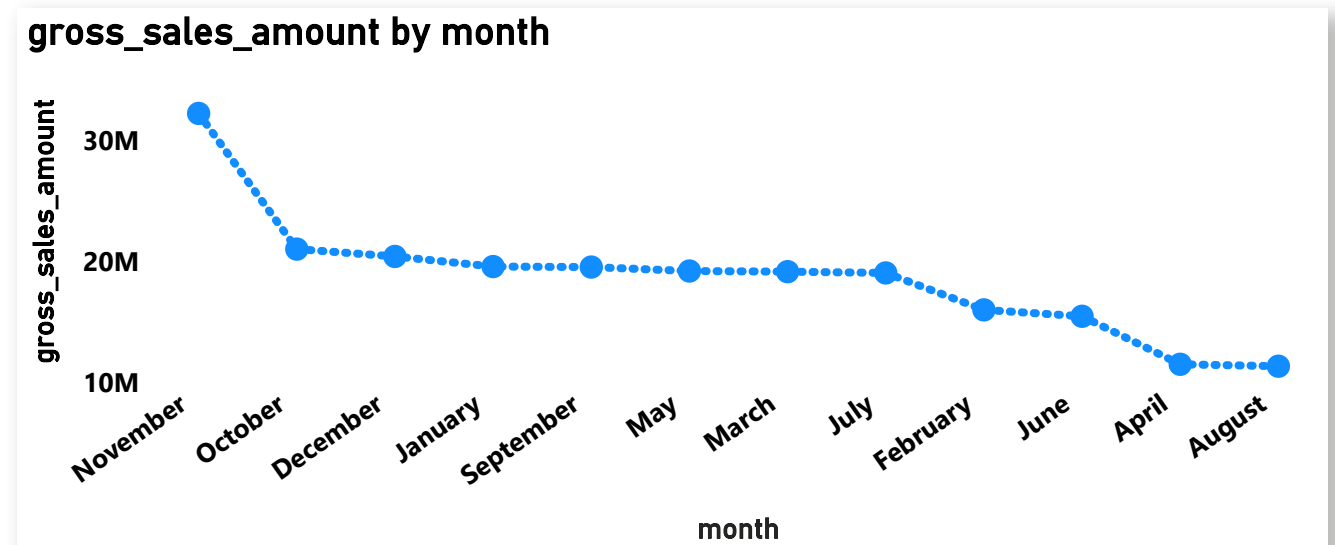
Monthwise Gross Sales Amount of Atliq Exclusive

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

	year	gross_sales_amount
<input type="checkbox"/>	2019	
	December	9755795
	November	15231895
	October	10378638
	September	9092670
<input type="checkbox"/>	2020	32247290
<input type="checkbox"/>	2021	19570702



Insights

In 2019, November has the highest gross sales amount.

In 2020, Again November has the highest sales amount.

In 2021, January has the highest gross sales amount.

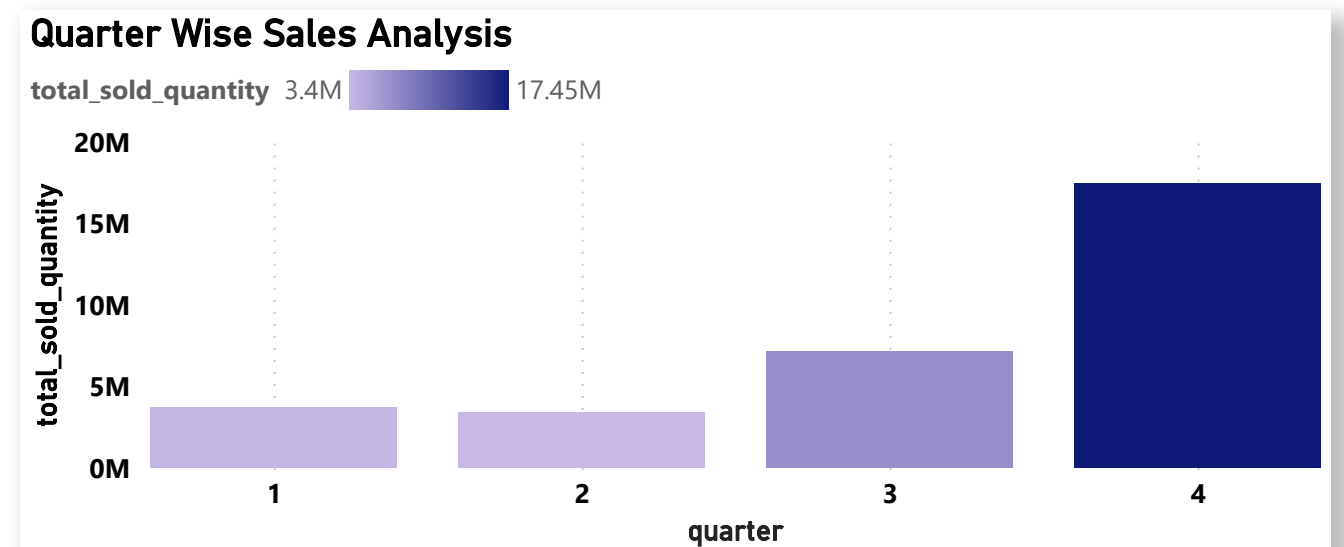
Quarter-wise Sales Analysis

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

year	quarter	total_sold_quantity
2020	2	3395899
2020	1	3704398
2020	3	7137551
2020	4	17447125



Insights

In the year 2020, Highest no. of quantity sold in the quarter 4.

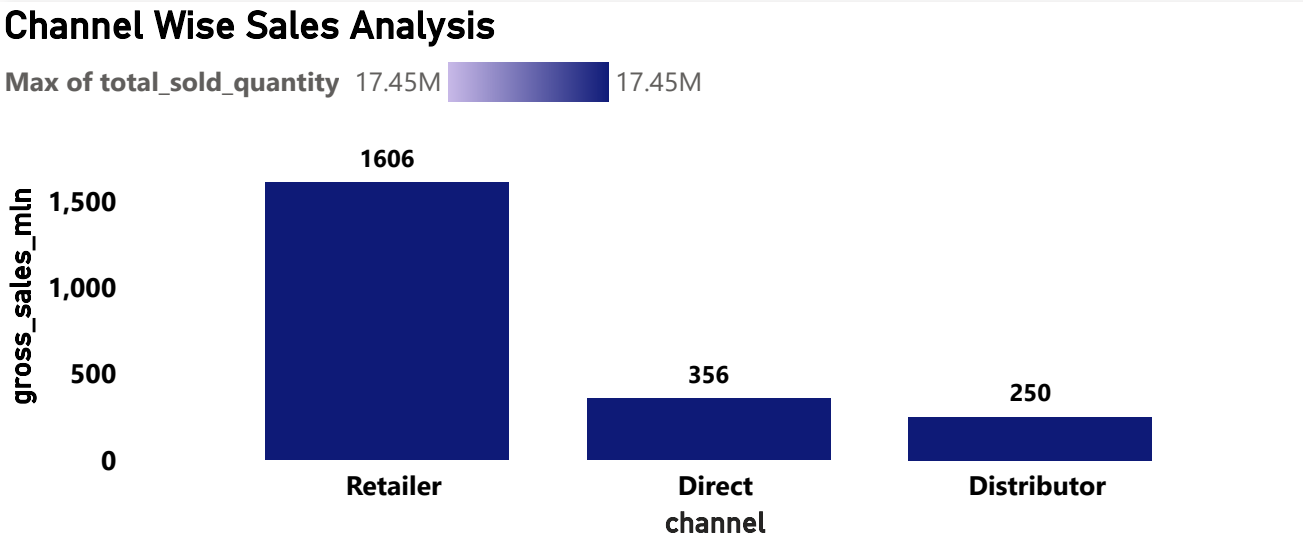
Channel-wise Sales Analysis

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
Direct	356.12	16.10
Distributor	249.86	11.29
Retailer	1,606.39	72.61



Insights

The highest sales of Atliq occurred through the retailer which is 1606.39 million which is 72.61 % of the total sales.

Division-Wise Top 3 Products in the year 2021

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, product, total_sold_quantity, rank_order

Output

division	product_code	product	total_sold_quantity	rank_order
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	A4218110208	AQ Digit	17275	3
PC	A4319110306	AQ Velocity	17280	2
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