

Presented by Aditya Rajvaidya



Atliq Hardware

Consumer Goods Ad-hoc Insights

Domain: Consumer Goods | Function: Executive Management



SQL Project Challenge



About AtliQ Hardware

Atliq Hardwares is a leading computer hardware manufacturer in India, with a strong presence in international markets. The company specializes in producing high-quality components, ensuring innovation and efficiency in the technology sector. With a vast distribution network and a growing customer base.

Atliq Hardware follows a September-to-August fiscal year

- **Fiscal Year 2020:** September 2019 – August 2020
- **Fiscal Year 2021:** September 2020 – August 2021

AtliQ Market



Product Line and Sales Channels

Atliq distributes its products through multiple channels to ensure widespread availability

DIRECT

DISTRIBUTOR

RETAILER

P&A

Peripherals

Graphic Card

Motherboard

Internal HDD

Processors

Accessories

Batteries

Keyboard

Mouse

PC

Notebook

Gaming Laptop

Business Laptop

Personal Laptop

Desktop

Business...

Personal...

N&S

Storage

External SSD

USB Flash Drives

Networking

Wi-Fi Extender

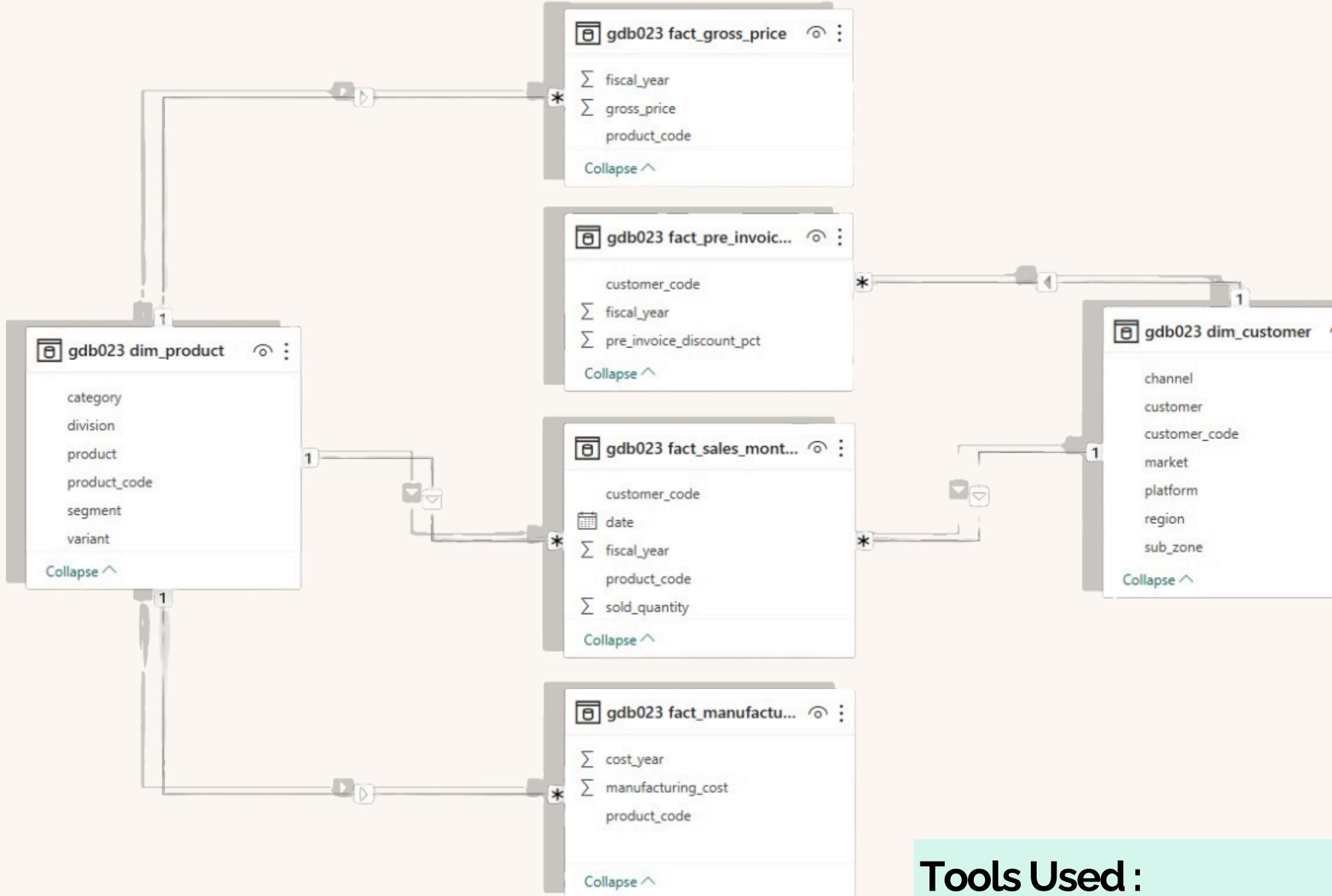


Objectives

- The management realized they aren't getting enough insights to make quick, smart decisions. To fix this, they decided to expand their data analytics team by hiring junior data analysts.
- Tony Sharma, the Data Analytics Director, wanted someone with both technical skills and business understanding. To find the right candidate, he designed an SQL challenge that would test both problem-solving and communication skills.
- The challenge? Answer 10 real business questions that need immediate insights. This will help management make data-driven decisions faster and more efficiently.



Ad-Hoc Requests, Data & Tools



Data is provided for the fiscal year
2020 and 2021

Tools Used :

- Power BI : For Visualization.
- MySQL : For query down Ad-Hoc requests.

Codebasics SQL Challenge

Requests:

1. Provide the list of markets in which customer "Atiq Exclusive" operates its business in the APAC region.
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
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
4. 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
5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
product_code
product
manufacturing_cost

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
average_discount_percentage
7. Get the complete report of the Gross sales amount for the customer "Atiq 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
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
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
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

A few points to keep in mind

Gross Sales = Sold Quantity * Gross Price per Unit

Represents the total sales value before any discounts.

Net Sales = Gross Sales Amount - Pre-Invoice Discount Amount

Net Invoice Sales is equivalent to Net Sales or Revenue. Because No other discounts apply after invoicing.

Gross Margin = Net Sales / Revenue - COGS (Manufacturing Cost)

COGS in this analysis consists solely of Manufacturing Costs. Other potential COGS elements are not applicable to the data presented.

Markets of Atliq Exclusive in APAC

Request 1: Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

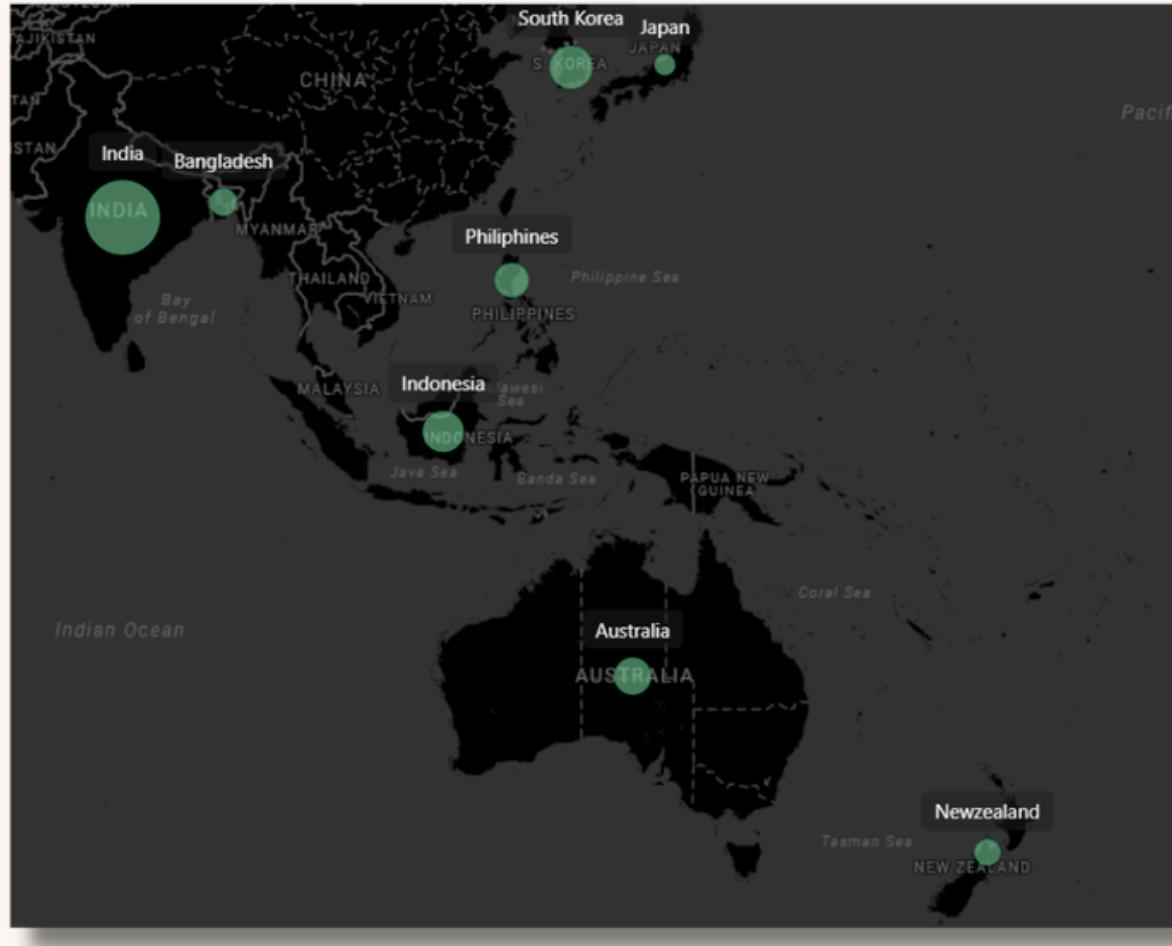
SQL Query:

```
SELECT
    DISTINCT(c.market),
    round(sum((f.sold_quantity * g.gross_price) * (1 - p.pre_invoice_discount_pct) / 1000000), 2) AS Net_Inovice_Sales
FROM
    fact_sales_monthly f
JOIN
    fact_gross_price g ON f.product_code = g.product_code AND g.fiscal_year = f.fiscal_year
JOIN
    fact_pre_invoice_deductions p ON f.customer_code = p.customer_code AND f.fiscal_year = p.fiscal_year
JOIN
    dim_customer c ON f.customer_code = c.customer_code
WHERE
    c.region = 'APAC'
    AND c.customer = 'Atliq Exclusive'
GROUP BY c.market
ORDER BY market;
```

SQL OUTPUT:

market	Net_Inovice_Sales
India	49.33
South Korea	14.56
Indonesia	12.99
Australia	9.97
Philiphines	8.00
Bangladesh	4.44
Newzealand	3.65
Japan	1.77

Markets of Atliq Exclusive in APAC



market	Gross Sales	Net Invoice Sales	Gross Margin
India	\$59.88M	\$49.33M	\$31.43M
South Korea	\$15.70M	\$14.56M	\$9.87M
Indonesia	\$14.25M	\$12.99M	\$8.72M
Australia	\$10.88M	\$9.97M	\$6.71M
Philippines	\$8.73M	\$8.00M	\$5.39M
Bangladesh	\$4.72M	\$4.44M	\$3.03M
Newzealand	\$4.05M	\$3.65M	\$2.44M
Japan	\$1.96M	\$1.77M	\$1.18M
Total	\$120.17M	\$104.70M	\$68.77M

INSIGHTS:

- **Regional Presence:** Atliq Exclusive operates across eight diverse APAC markets, demonstrating a broad regional reach.
- **Sales Performance:** Atliq Exclusive generated \$120.17M in gross sales, \$104.70M in net sales (after discounts) and \$68.77M in gross margin across its APAC portfolio, indicating a healthy overall performance.
- **Market Dominance:** Atliq Exclusive's APAC operations are heavily reliant on the Indian market, which contributes the largest share of gross sales(\$59.88M) and net sales(\$49.33M) and gross margin(\$31.43M).
- **Market Size Disparity:** A significant difference exists in market size, with India leading substantially and other markets like Japan (\$1.96M gross sales) representing a smaller fraction of the overall business.

Product Growth in 2021 vs. 2020

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

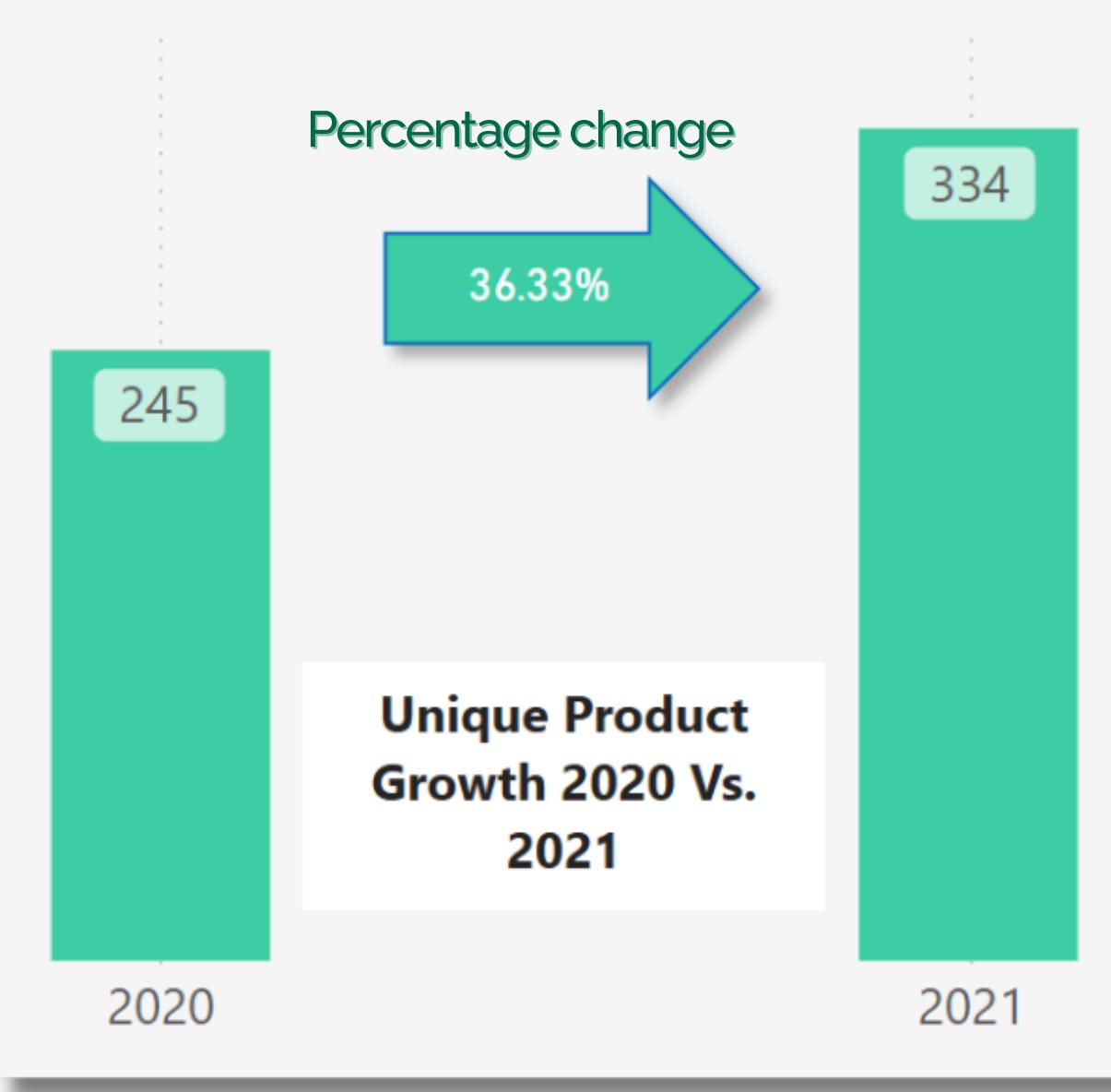
SQL Query:

```
WITH product_count AS(SELECT
    COUNT(DISTINCT CASE
        WHEN fiscal_year = 2020 THEN product_code
    END
    ) AS unique_products_2020,
    COUNT(DISTINCT CASE
        WHEN fiscal_year = 2021 THEN product_code
    END
    ) AS unique_products_2021
FROM fact_sales_monthly
)
SELECT
    *,
    ROUND((unique_products_2021 - unique_products_2020) * 100 / unique_products_2020, 2) AS percentage_chg
FROM product_count;
```

SQL OUTPUT:

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

Product Growth in 2021 vs. 2020



INSIGHTS:

- The number of unique products increased from 245 in 2020 to 334 in 2021, representing a substantial growth rate of 36.33%.

Top Performing Segments

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

SQL Query:

```
SELECT
    segment, COUNT(DISTINCT product_code) AS product_count
FROM
    dim_product
GROUP BY segment
ORDER BY product_count DESC;
```

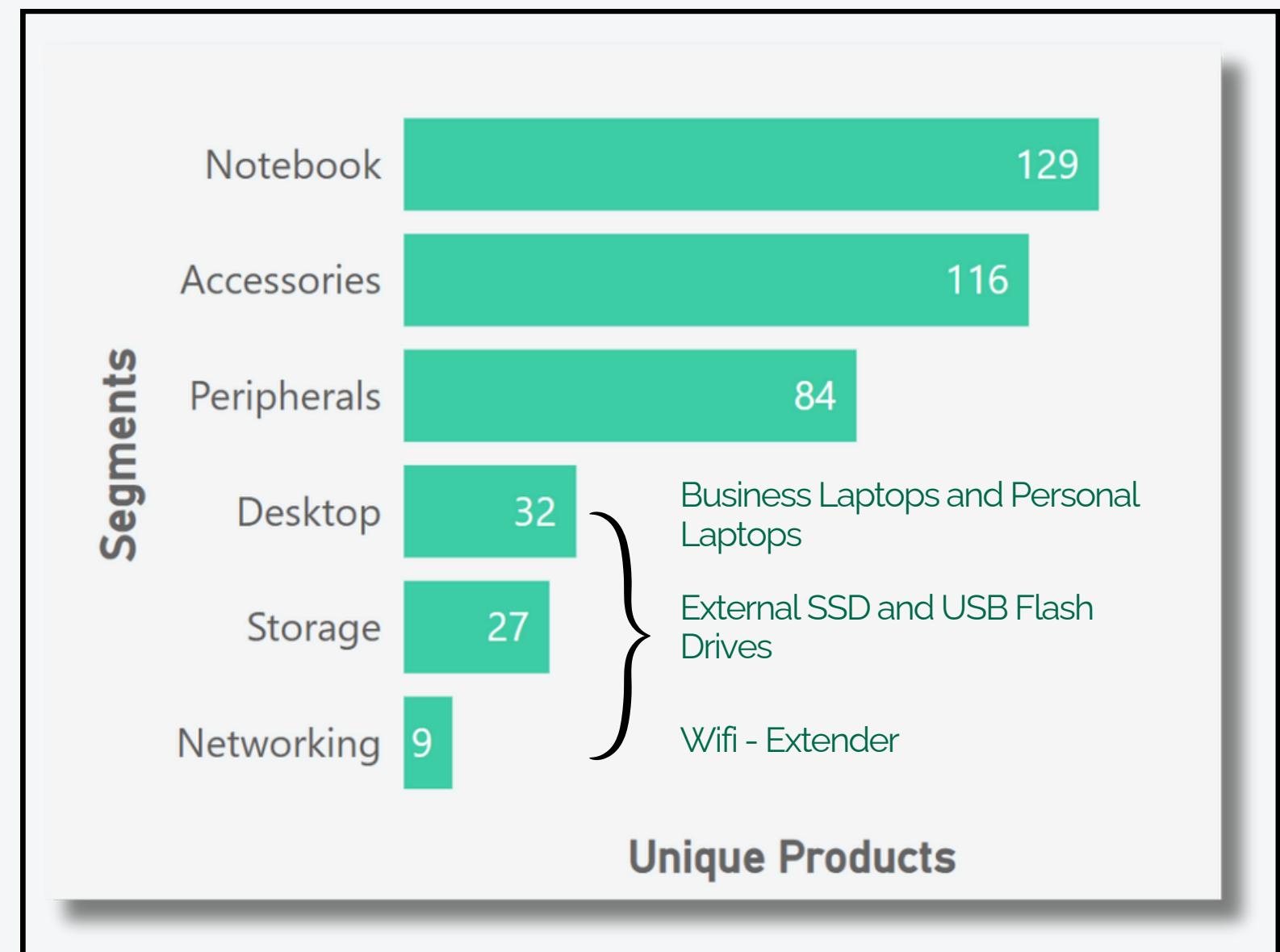
SQL OUTPUT:

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

Top Performing Segments

INSIGHTS:

- **Notebooks, Accessories, Peripherals**, are the top segments showcasing high demand and diverse offerings.
- **Desktop, Storage, and Networking**, are the bottom segments with least number of unique product count.



Top Performing Segments

Request 4: 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

SQL Query:

```
WITH CTE1 AS (SELECT segment,
                     COUNT(DISTINCT CASE WHEN fiscal_year = 2020 THEN f.product_code END) AS unique_products_2020,
                     COUNT(DISTINCT CASE WHEN fiscal_year = 2021 THEN f.product_code END) AS unique_products_2021
                FROM fact_sales_monthly f
               JOIN dim_product USING(product_code)
              GROUP BY segment
            )
SELECT *, (unique_products_2021-unique_products_2020) AS difference FROM CTE1
ORDER BY difference DESC;
```

SQL OUTPUT:

segment	unique_products_2020	unique_products_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

Top Performing Segments

INSIGHTS:

- **Accessories** had the most increase in the product count as well as in production in the period of FY 2020 and FY 2021.
- **Storage, and Networking**, had the least increase in the product count among all the segments but they are also increasing

segment	Unique Products 2020	Unique Products 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	▲

Top Performing Segments

segment	Net Invoice Sales 2020	Net Invoice Sales 2021	Net Invoice Sales (2021 vs 2020)
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Notebook	\$133M	\$411M	\$279M
Accessories	\$102M	\$378M	\$276M
Peripherals	\$93M	\$257M	\$164M
Storage	\$42M	\$84M	\$42M
Desktop	\$1M	\$72M	\$70M
Networking	\$40M	\$70M	\$30M

segment	Gross Margin 2020	Gross Margin 2021	Gross Margin (2021 vs 2020)
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Notebook	\$81M	\$250M	\$169M
Accessories	\$62M	\$230M	\$168M
Peripherals	\$57M	\$157M	\$100M
Storage	\$26M	\$51M	\$26M
Desktop	\$1M	\$43M	\$43M
Networking	\$25M	\$43M	\$18M

INSIGHTS:

- Positive Performance Across All Segments** – Every segment witnessed growth in both net invoice sales and gross margin, signaling overall business expansion in 2021.
- Massive Growth in Notebook and Accessories Sales** – Notebooks saw a \$279M increase (from \$133M to \$411M), and Accessories grew by \$276M (from \$102M to \$378M), indicating strong market demand.
- Notebooks and Accessories Led in Gross Margin Growth** – Notebook margins increased by \$169M, and Accessories by \$168M, highlighting improved profitability and pricing strategies.
- Desktop Sales Skyrocketed** – Despite a low base, Desktop sales jumped from \$1M to \$72M (+\$70M), showing a remarkable turn around in market performance.

High and Low Manufacturing Cost Products

Request 5: Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

- product_code
- product
- manufacturing_cost

SQL Query:

```
SELECT product_code, product, manufacturing_cost
FROM dim_product JOIN fact_manufacturing_cost USING(product_code)
WHERE manufacturing_cost = (SELECT MAX(manufacturing_cost) FROM fact_manufacturing_cost)
    OR manufacturing_cost = (SELECT MIN(manufacturing_cost) FROM fact_manufacturing_cost);
```

SQL OUTPUT:

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

High and Low Manufacturing Cost Products



\$240.54

Highest Manufacturing Cost

A6120110206

AQ HOME Allin1 Gen 2

Personal Desktop

Plus 3



\$0.89

Lowest Manufacturing Cost

A2118150101

AQ Master wired x1 Ms

Mouse

Standard 1

INSIGHTS:

- The highest manufacturing cost is **\$240.54** for "**AQ HOME Allin1 Gen 2 (Plus 3)**" in the **Personal Desktop** category.
- The lowest manufacturing cost is **\$0.89** for "**AQ Master wired x1 Ms (Standard 1)**" in the **Mouse** category.

High Pre-Invoice Discount Customers

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
- average_discount_percentage

SQL Query:

```
SELECT
    c.customer_code, c.customer, AVG(d.pre_invoice_discount_pct) AS average_discount_percentage
FROM
    fact_pre_invoice_deductions d
JOIN
    dim_customer c USING (customer_code)
WHERE
    d.fiscal_year = 2021 AND c.market = 'India'
GROUP BY
    c.customer_code , c.customer
ORDER BY
    average_discount_percentage DESC
LIMIT 5;
```

SQL Output:

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.30830000
90002006	Viveks	0.30380000
90002003	Ezone	0.30280000
90002002	Croma	0.30250000
90002016	Amazon	0.29330000

High Pre-Invoice Discount Customers

customer_code	customer	AVG Pre Invoice Discount % 2020	AVG Pre Invoice Discount % 2021	Net_Invoice_Sales LY \$	Net Invoice Sales 2021	Net Invoice Sales (2021 vs 2020)
90002009	Flipkart	28.26%	30.83%	\$9M	\$21M	\$12M
90002006	Viveks	23.98%	30.38%	\$5M	\$17M	\$12M
90002003	Ezone	26.11%	30.28%	\$4M	\$17M	\$12M
90002002	Croma	18.60%	30.25%	\$5M	\$16M	\$11M
90002016	Amazon	18.76%	29.33%	\$8M	\$18M	\$10M
90002011	Atliq Exclusive	26.56%	27.93%	\$4M	\$18M	\$13M
90002004	Vijay Sales	28.70%	27.53%	\$5M	\$18M	\$14M
90002005	Lotus	23.50%	27.02%	\$5M	\$17M	\$13M
90002007	Girias	26.20%	25.08%	\$4M	\$18M	\$14M
90002010	Ebay	20.76%	22.59%	\$8M	\$18M	\$10M
90002013	Electricalslytical	28.85%	22.53%	\$4M	\$18M	\$14M
90002008	Amazon	20.00%	22.07%	\$13M	\$31M	\$18M
90002001	Reliance Digital	18.94%	21.19%	\$5M	\$18M	\$13M
70002018	Atliq e Store	22.55%	20.61%	\$8M	\$19M	\$11M
90002014	Expression	26.54%	20.57%	\$5M	\$19M	\$14M
90002015	Propel	22.27%	20.04%	\$5M	\$19M	\$15M
90002012	Electricalsocity	25.72%	19.57%	\$5M	\$20M	\$15M
70002017	Atliq Exclusive	7.35%	7.03%	\$6M	\$22M	\$16M

- Despite having a high discount (~30%), customers like **Viveks**, **Ezone**, and **Croma** saw moderate YoY net sales growth (~\$11M–\$12M), showing that deep discounts don't always translate to the highest gains.

INSIGHTS:

- Amazon (9000208 & 90002016)** and **Atliq Exclusive (90002011 & 70002017)** has different customer codes, likely due to **separate business units or regional operations**,
- Flipkart** had the highest pre-invoice discount (**30.83%**) in **FY 2021**, with a YoY net sales increase of **\$12M**.
- Atliq Exclusive (70002017)** had the lowest discount (**7.03%**), yet showed a strong YoY net sales increase of **\$16M**.
- Amazon (9000208)** had a relatively low discount (**22.07%**) but achieved the highest YoY net sales increase (**\$18M**), outperforming some high-discount customers.

Monthly Gross Sales for 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

SQL Query:

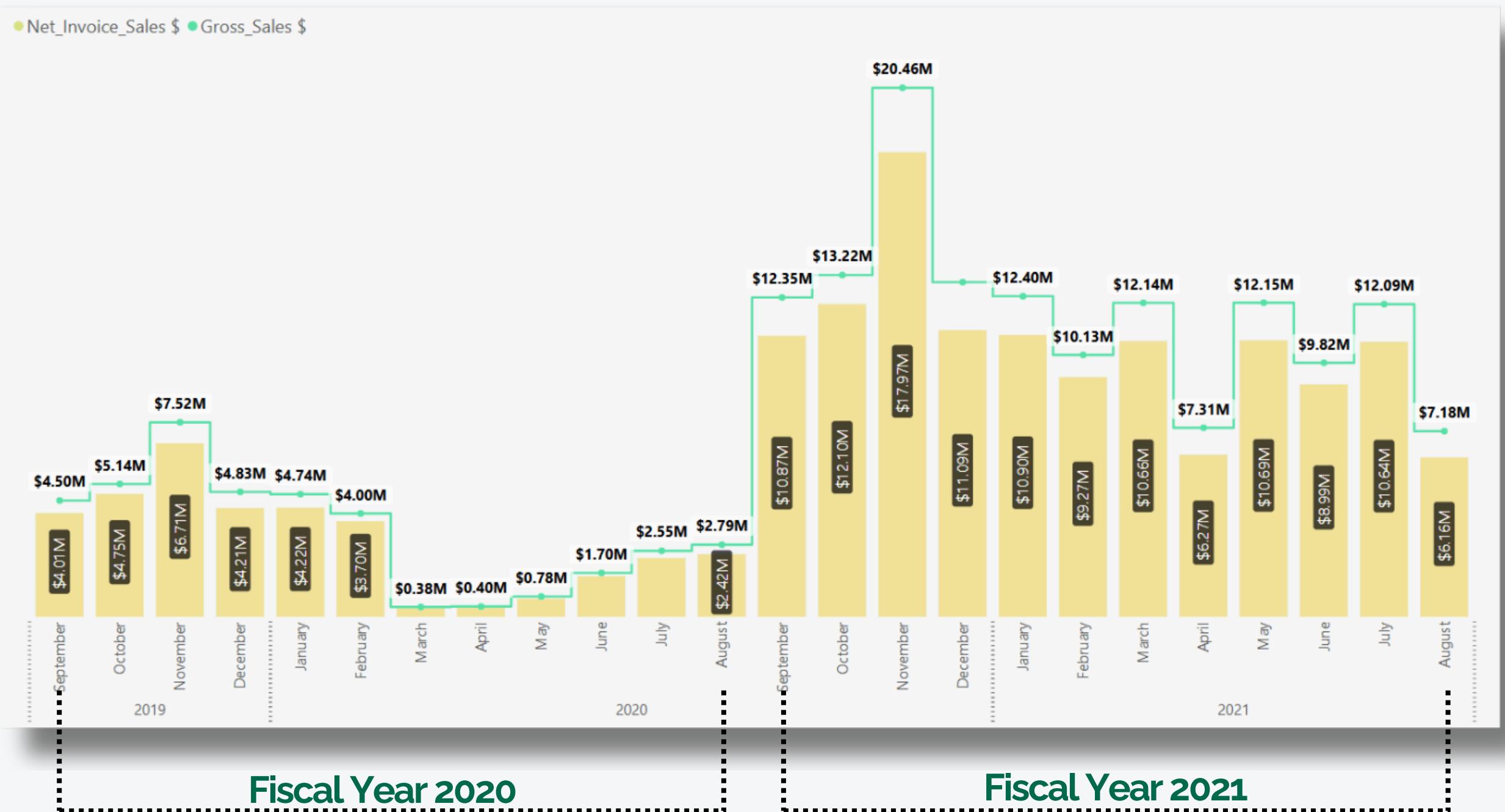
```
SELECT
    DATE_FORMAT(f.date, '%M') AS "Month",
    f.fiscal_year AS "Year",
    CONCAT(round(SUM(f.sold_quantity * g.gross_price / 1000000), 2), 'M') AS "Gross Sales Amount",
    CONCAT(round((f.sold_quantity * g.gross_price) * (1 - p.pre_invoice_discount_pct) / 1000000), 2), "M") AS Net_Inovice_Sales
FROM
    fact_sales_monthly f
JOIN
    fact_gross_price g ON g.product_code = f.product_code AND g.fiscal_year = f.fiscal_year
JOIN fact_pre_invoice_deductions p ON f.fiscal_year = p.fiscal_year AND f.customer_code = p.customer_code
JOIN
    dim_customer c ON f.customer_code = c.customer_code
WHERE
    c.customer = "Atliq Exclusive"
GROUP BY
    f.fiscal_year, f.date
ORDER BY
    f.fiscal_year;
```

SQL OUTPUT:

Month	Year	Gross Sales Amount	Net_Inovice_Sales
September	2020	4.50M	4.01M
October	2020	5.14M	4.75M
November	2020	7.52M	6.71M
December	2020	4.83M	4.21M
January	2020	4.74M	4.22M
February	2020	4.00M	3.70M
March	2020	0.38M	0.34M
April	2020	0.40M	0.34M
May	2020	0.78M	0.70M
June	2020	1.70M	1.57M
July	2020	2.55M	2.27M
August	2020	2.79M	2.42M
September	2021	12.35M	10.87M
October	2021	13.22M	12.10M
November	2021	20.46M	17.97M
December	2021	12.94M	11.09M
January	2021	12.40M	10.90M
February	2021	10.13M	9.27M
March	2021	12.14M	10.66M
April	2021	7.31M	6.27M
May	2021	12.15M	10.69M
June	2021	9.82M	8.99M
July	2021	12.09M	10.64M
August	2021	7.18M	6.16M

Monthly Gross Sales for Atliq Exclusive

● Net_Invoice_Sales \$ ● Gross_Sales \$



INSIGHTS:

- Fiscal year **2020** contributed approximately **28.5%** of the total Gross Sales and **29.1%** of the total Net Sales.
- while fiscal year **2021** contributed the remaining **71.5%** and **70.9%**, respectively.

- The **lowest** gross and net sales were observed in **March, April, and May 2020**, likely due to economic slowdowns and reduced consumer spending during the initial phases of the **COVID-19 pandemic**.
- On the other hand, the **highest** sales were recorded in **September, October, and November 2021**, which could be attributed to increased demand during the **festive and holiday seasons**, along with **supply chain stabilization**.

Best Sales Quarter of 2020

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

SQL Query:

```
SELECT
    CASE
        WHEN Month(f.date) IN (9, 10, 11) THEN 'Q1'
        WHEN Month(f.date) IN (12, 1, 2) THEN 'Q2'
        WHEN Month(f.date) IN (3, 4, 5) THEN 'Q3'
        WHEN Month(f.date) IN (6, 7, 8) THEN 'Q4'
    END AS "Quarter",
    CONCAT(ROUND(SUM(sold_quantity)/1000000, 2), " M") AS total_sold_quantity
FROM fact_sales_monthly f
WHERE fiscal_year = 2020
GROUP BY
    f.date,
    CASE
        WHEN MONTH(f.date) IN (9, 10, 11) THEN 'Q1'
        WHEN MONTH(f.date) IN (12, 1, 2) THEN 'Q2'
        WHEN MONTH(f.date) IN (3, 4, 5) THEN 'Q3'
        WHEN MONTH(f.date) IN (6, 7, 8) THEN 'Q4'
    END
ORDER BY
    total_sold_quantity DESC;
```

SQL OUTPUT:

Quarter	total_sold_quantity
Q1	7.01 M
Q2	6.65 M
Q4	5.04 M
Q3	2.08 M

INSIGHTS:

- In **Quarter 1** of fiscal year 2020 AtliQ got the maximum total sold quantity of products
- **Quarter 3** of fiscal year 2020 got the least total sold quantity of products mainly due to the pandemic- **COVID- 19**

Best Sales Quarter of 2020

SQL Query:

```
SELECT
    DATE_FORMAT(f.date, '%M') AS "Month",
    CASE
        WHEN Month(f.date) IN (9, 10, 11) THEN 'Q1'
        WHEN Month(f.date) IN (12, 1, 2) THEN 'Q2'
        WHEN Month(f.date) IN (3, 4, 5) THEN 'Q3'
        WHEN Month(f.date) IN (6, 7, 8) THEN 'Q4'
    END AS "Quarter",
    CONCAT(ROUND(SUM(sold_quantity)/1000000, 2), " M") AS total_sold_quantity
FROM fact_sales_monthly f
WHERE fiscal_year = 2020
GROUP BY
    f.date,
    CASE
        WHEN MONTH(f.date) IN (9, 10, 11) THEN 'Q1'
        WHEN MONTH(f.date) IN (12, 1, 2) THEN 'Q2'
        WHEN MONTH(f.date) IN (3, 4, 5) THEN 'Q3'
        WHEN MONTH(f.date) IN (6, 7, 8) THEN 'Q4'
    END
ORDER BY
    "Month" DESC;
```

SQL OUTPUT:

Month	Quarter	total_sold_quantity
September	Q1	1.76 M
October	Q1	2.19 M
November	Q1	3.05 M
December	Q2	3.18 M
January	Q2	1.76 M
February	Q2	1.70 M
March	Q3	0.24 M
April	Q3	0.82 M
May	Q3	1.02 M
June	Q4	1.56 M
July	Q4	1.69 M
August	Q4	1.79 M

INSIGHTS:

- **Q1:** November had the highest sales (3.05M), while September had the lowest (1.76M).
- **Q2:** December led with 3.18M sales, whereas February had the lowest at 1.70M.
- **Q3:** May recorded the highest sales (1.02M), while March had the lowest (0.24M).
- **Q4:** August topped with 1.79M sales, and June had the lowest at 1.56M.

Top Revenue Channel in 2021

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

SQL Query:

```
SELECT
    c.channel,
    CONCAT(ROUND(SUM(f.sold_quantity * g.gross_price / 1000000), 2), ' M') gross_sales,
    ROUND(SUM(f.sold_quantity * g.gross_price) * 100 / (SELECT
        SUM(f.sold_quantity * g.gross_price)
    FROM
        fact_sales_monthly f
    JOIN
        fact_gross_price g USING(product_code)
    WHERE
        f.fiscal_year = 2021),
    2) AS percentage

FROM
    fact_sales_monthly f
JOIN
    dim_customer c USING (customer_code)
JOIN
    fact_gross_price g USING (product_code)
WHERE
    f.fiscal_year = 2021
GROUP BY c.channel
ORDER BY gross_sales DESC;
```

SQL OUTPUT:

channel	gross_sales	percentage
Retailer	1924.17 M	73.22
Distributor	297.18 M	11.31
Direct	406.69 M	15.47

INSIGHTS:

- **Retailer channel** dominates with **1924.17M** in sales, contributing **73.22%** of total gross sales,
- **Direct and Distributor channels** have lower shares, highlighting potential areas for growth or optimization.

Top 3 Best-Selling Products per Division

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

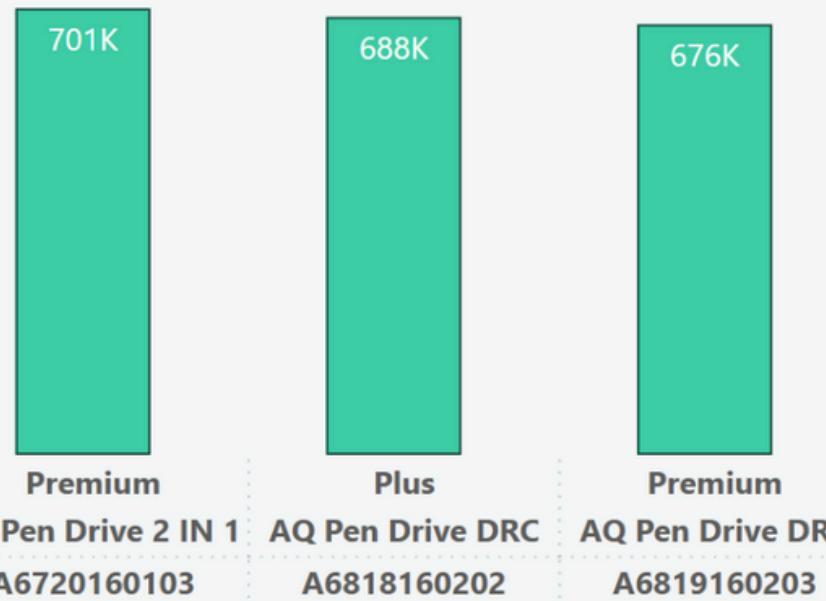
SQL Query:

```
WITH total_sold_quantity AS (SELECT
    p.division,
    p.product_code,
    CONCAT(p.product, ' [', p.variant, ']') AS product,
    SUM(f.sold_quantity) AS total_sold_quantity
  FROM
    fact_sales_monthly f
  JOIN
    dim_product p USING (product_code)
  WHERE
    fiscal_year = 2021
  GROUP BY p.division , p.product_code , p.product , p.variant
  ORDER BY total_sold_quantity DESC
),
get_rank AS (SELECT *,
    DENSE_RANK() OVER(PARTITION BY division ORDER BY total_sold_quantity DESC) AS rank_order
  FROM
    CTE1
)
SELECT *
  FROM get_rank
 WHERE rank_order <= 3
```

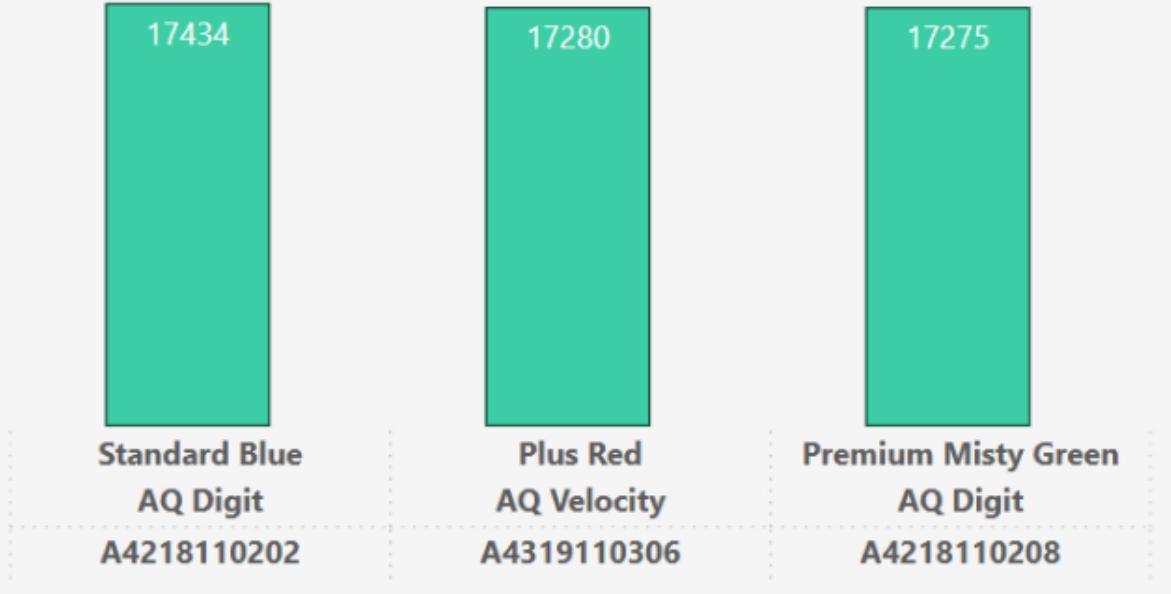
SQL OUTPUT:

division	product_code	product	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

Top 3 Best-Selling Products per Division

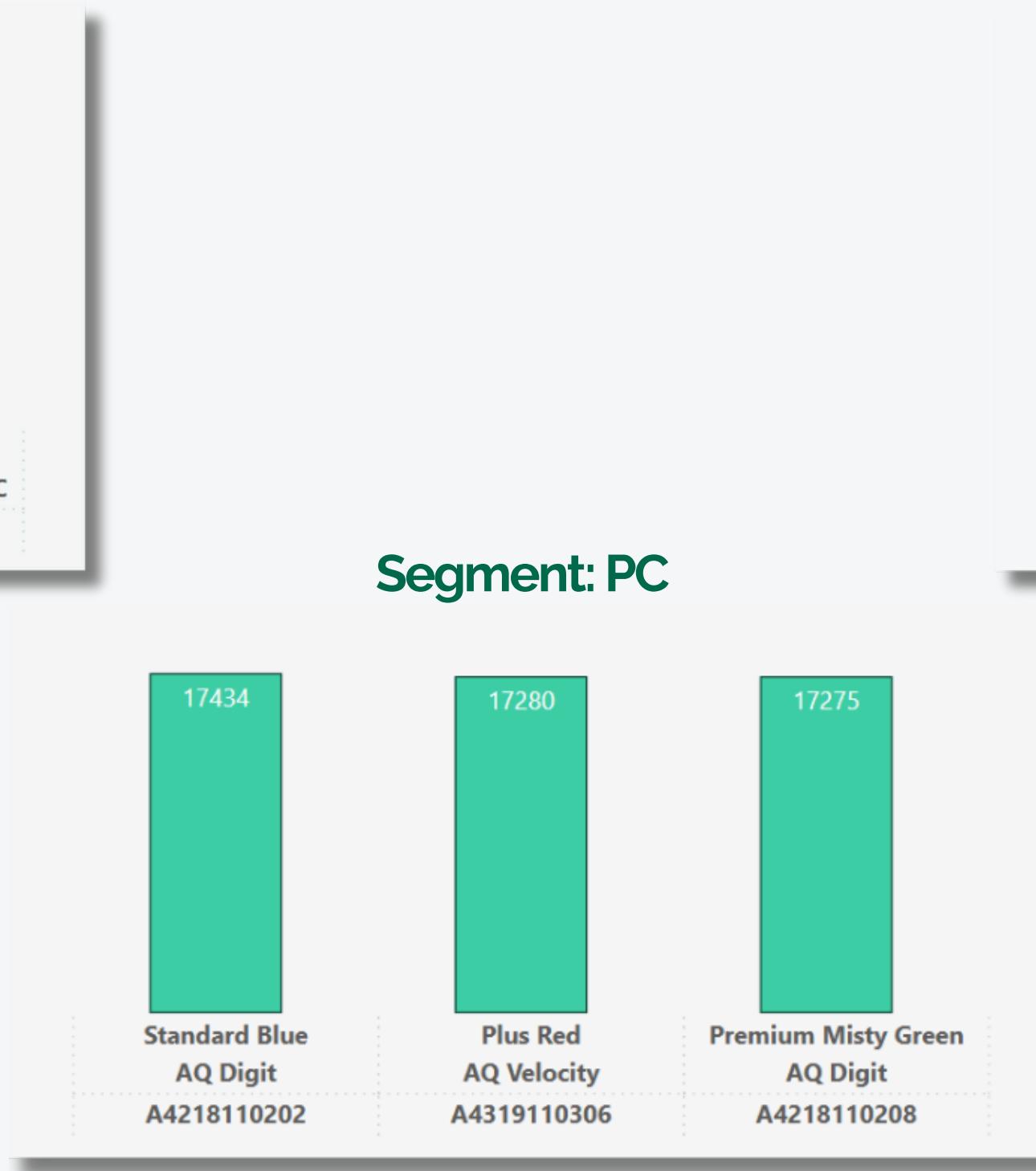


Segment: N & S



Segment: PC

Segment: P & A



INSIGHTS:

- The **N & S** division dominates in terms of total quantity sold, followed by **P & A**, and lastly **PC**, which has significantly lower numbers.
- Premium** and **Plus** models frequently appear in the top ranks, showing a common customer preference for high-end variants.

Presented by Aditya Rajvaidya

Thank you very much!

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