

Consumer Goods

Ad-Hoc Insights

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AtliQ Hardwares



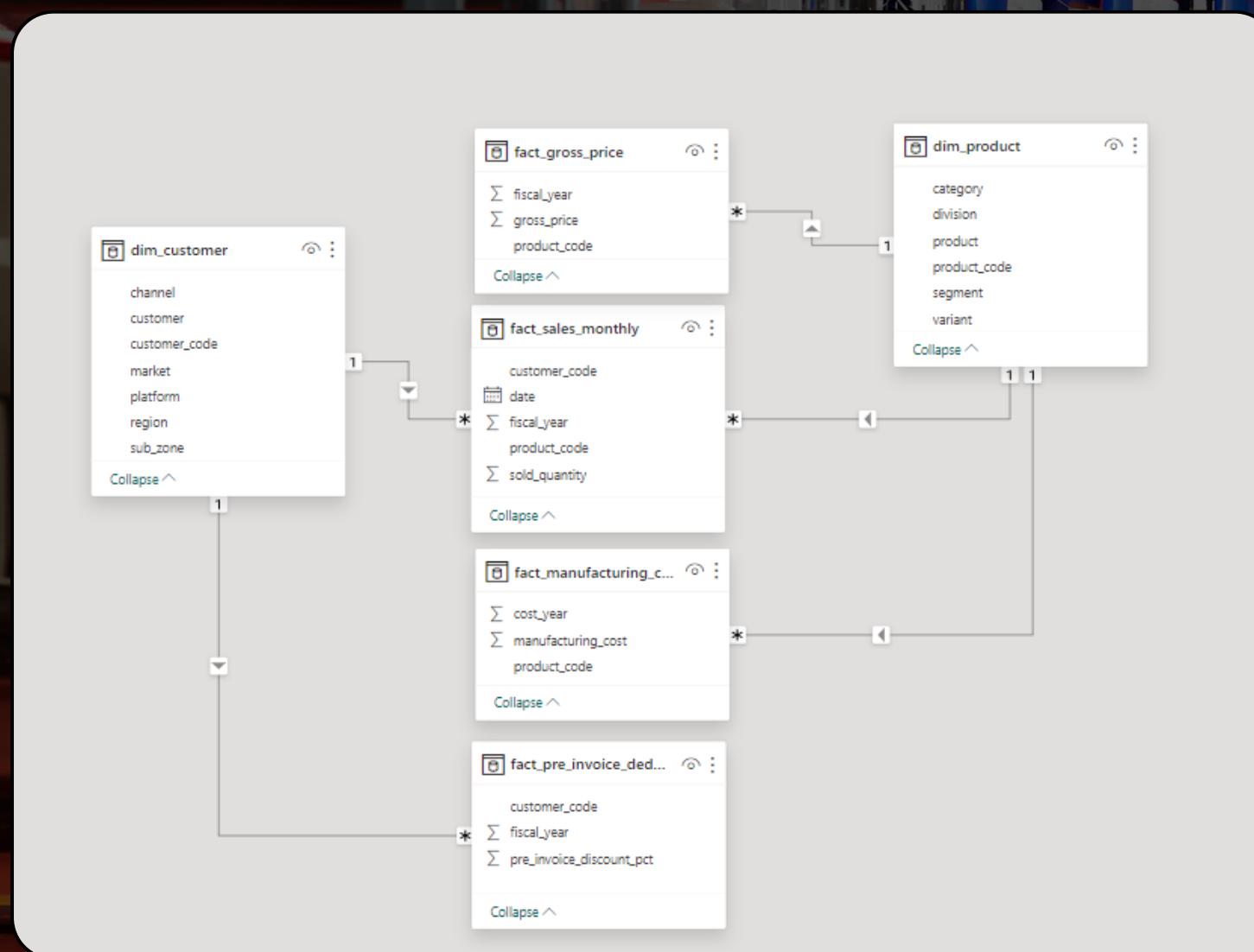
Project Objective

Atliq Hardwares , a fictional company, is one of the leading computer hardware producers in India and well expanded in other countries too.

They want to expand their data analytics team by adding several junior data analysts to get enough insights to make quick and smart data-informed decisions.

As a data analytics director, Tony Sharma wanted to hire someone who is good at both tech and soft skills. He plans to conduct a SQL challenge which will help him understand both tech and soft skills.

Data Model



The dataset consisted of four fact tables and two dimension tables.

The data was compiled from the fiscal year of 2020 to 2021. Including the product and customer details, also the operating cost and profit.

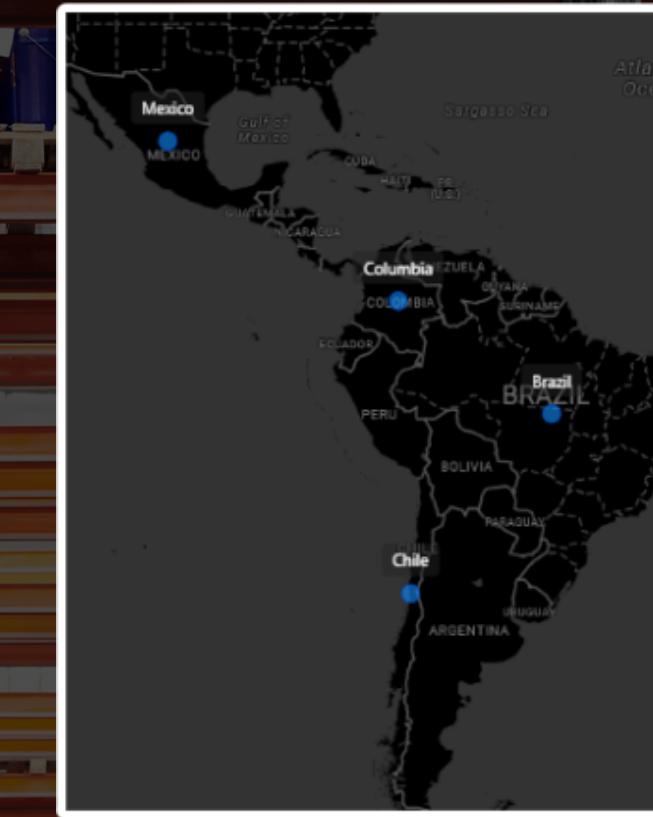
AtliQ Hardwares Market Region



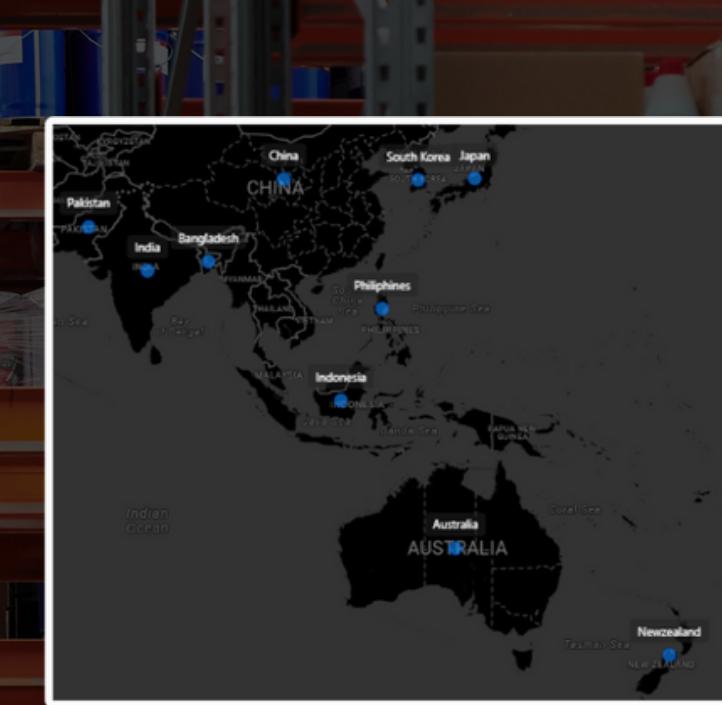
North America
(NA)



Europe (EU)

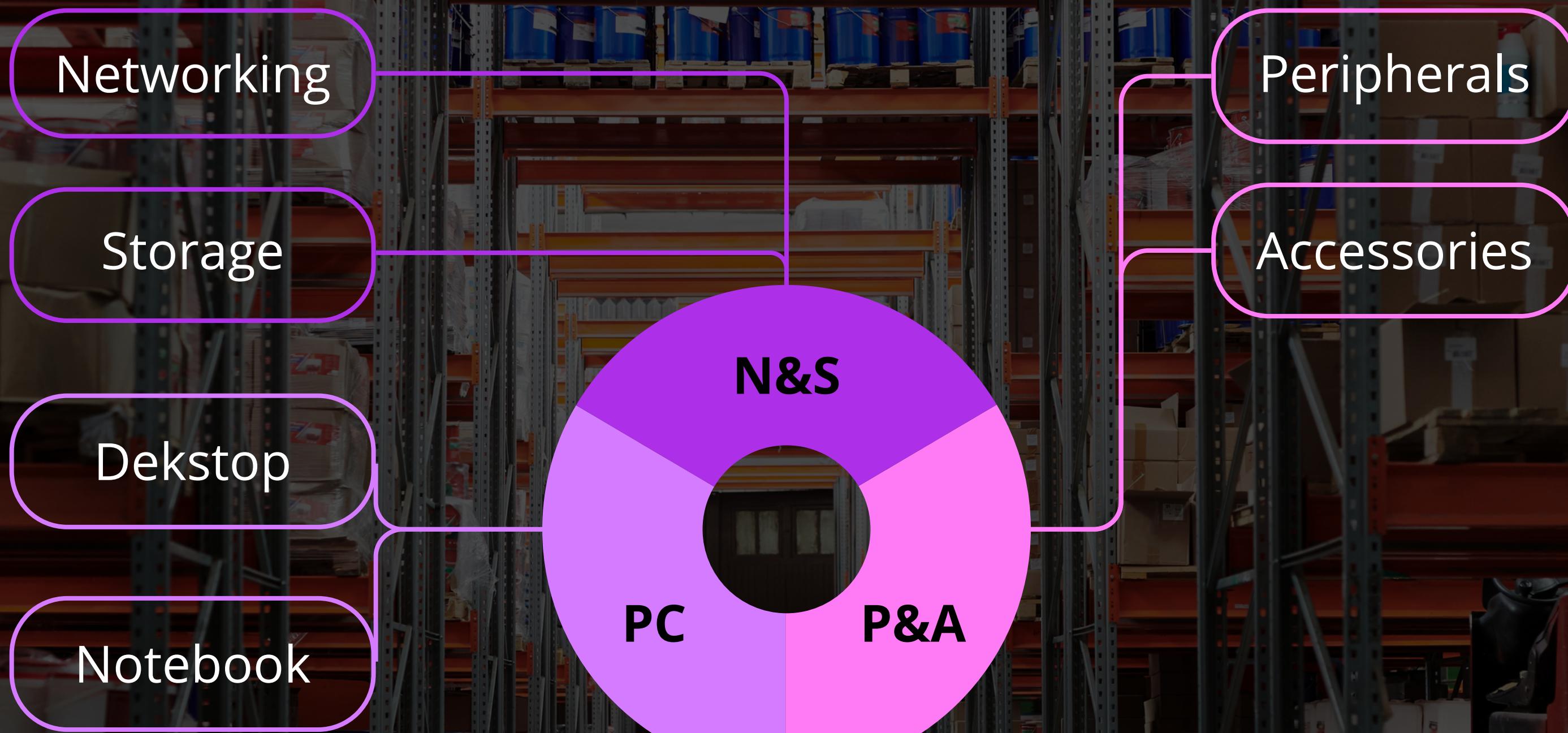


Latin America
(LATAM)



Asia Pacific (APAC)

AtliQ Hardwares Product Division



Ad-Hoc Requests

- Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region
- What is the percentage of unique product increase in 2021 vs 2020?
- Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.
- Which segment had the most increase in unique products in 2021 vs 2020?
- Get the products that have the highest and lowest manufacturing costs.

Ad-Hoc Requests

- 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.
- Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month.
- In which quarter of 2020, got the maximum total sold_quantity?
- Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?
- Get the top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

Request

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

Output



Insights

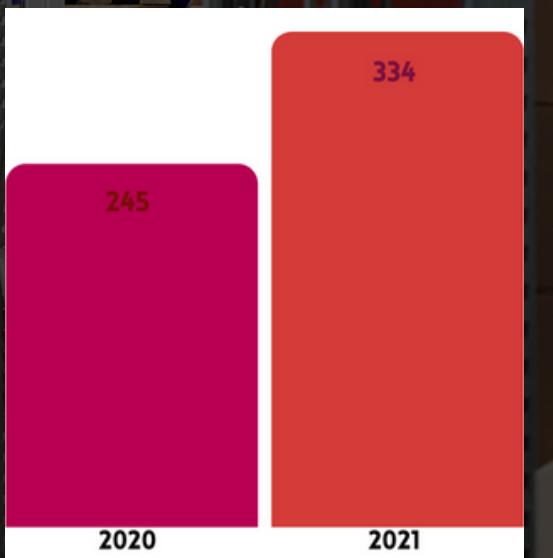
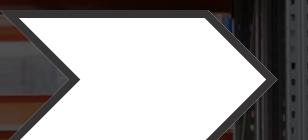
- Atliq Exclusive maintains a robust market presence across key regions in the APAC sector, including India, Indonesia, Japan, Philippines, South Korea, Australia, New Zealand, and Bangladesh.

Request

What is the percentage of unique product increase in 2021 vs 2020? The final output: unique_products_2020, unique_products_202, percentage_chg

Output

prod_2020	prod_2021	percentage_chg
245	334	36.33



Insights

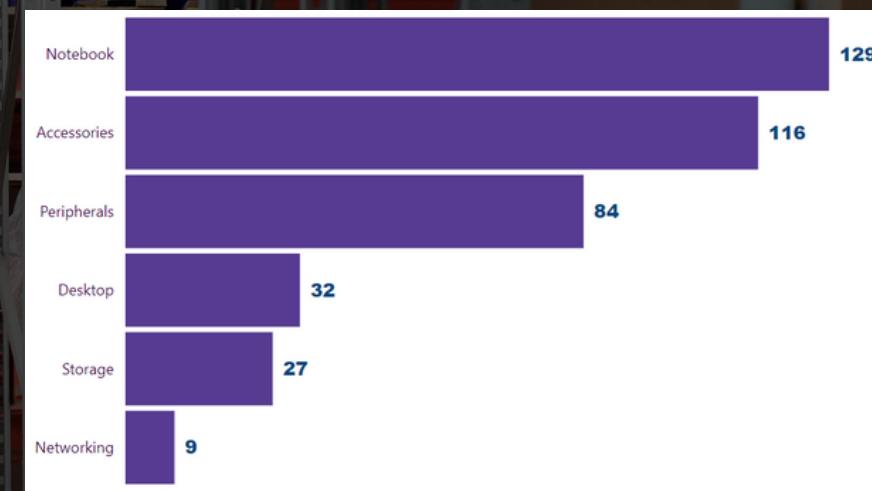
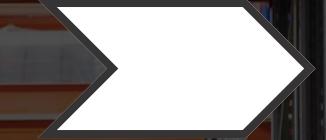
- In 2020, Atliq Hardwares had 245 unique products, while in 2021, it has grown to 334 unique products. This indicates a notable growth trajectory with a 36% rise from the previous year.

Request

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



Insights

- The popularity of Notebook, Accessories, and Peripherals suggests a strong demand among consumers for these products.
- We should improve desktop, storage, and networking segment for new product development by investing in Research and Development to introduce new features, designs, and technologies that can help capture consumer interest and maintain relevance in a rapidly evolving market.

Request

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	Unique Product 2020	Unique Product 2021	Unique Product Diff
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3
Total	245	334	89

Insights

- Atliq expand their products mostly in Accessories segment with 34 new products in 2021

Request

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

Output

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

Insights

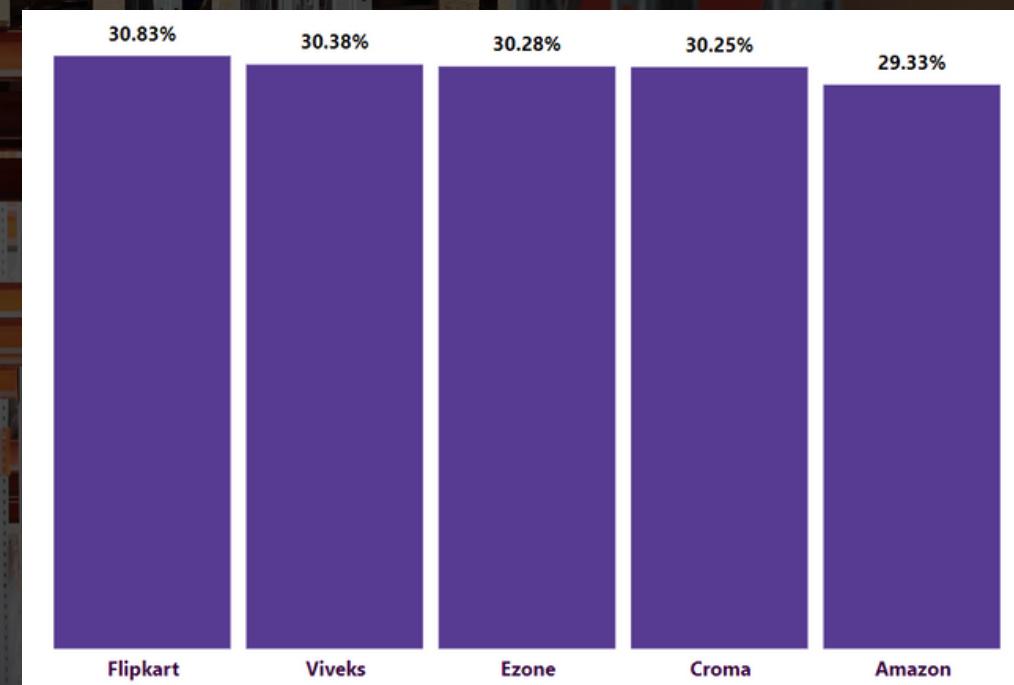
- The highest manufacturing cost come from the AQ Home Allin 1 Gen 2 which is a Dekstop product with 240 INR cost product.
- The lowest manufacturing cost come from the AQ Master wired x1 Ms which is a Accessories product with 0.8 INR cost product.

Request

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	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933



Insights

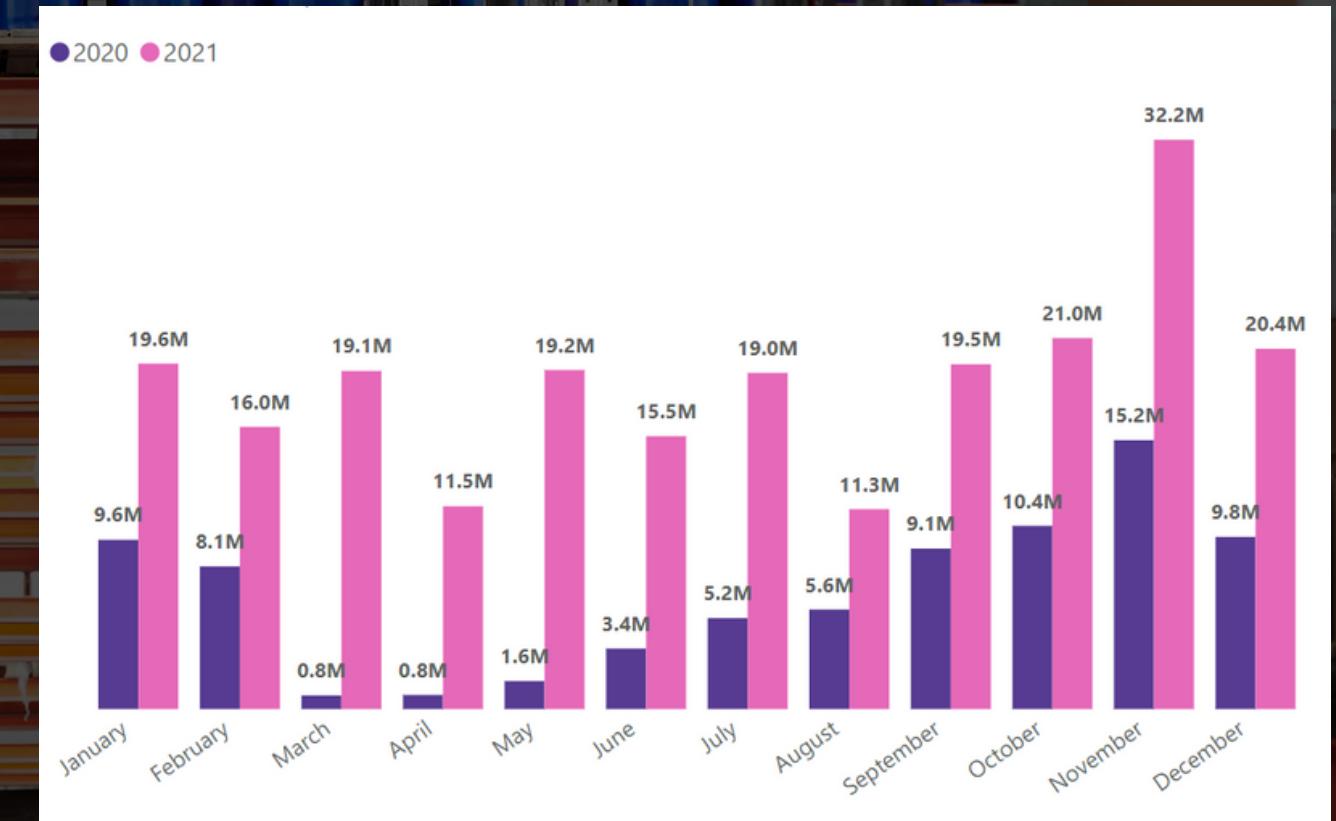
- These top 5 customers demonstrate a consistent and significant volume of purchases, indicating strong loyalty to the company, with Flipkart as the top customer who got 30.83% discount in the Indian market in 2021.

Request

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 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
May	2020	1586964.48
June	2020	3429736.57
July	2020	5151815.40



Insights

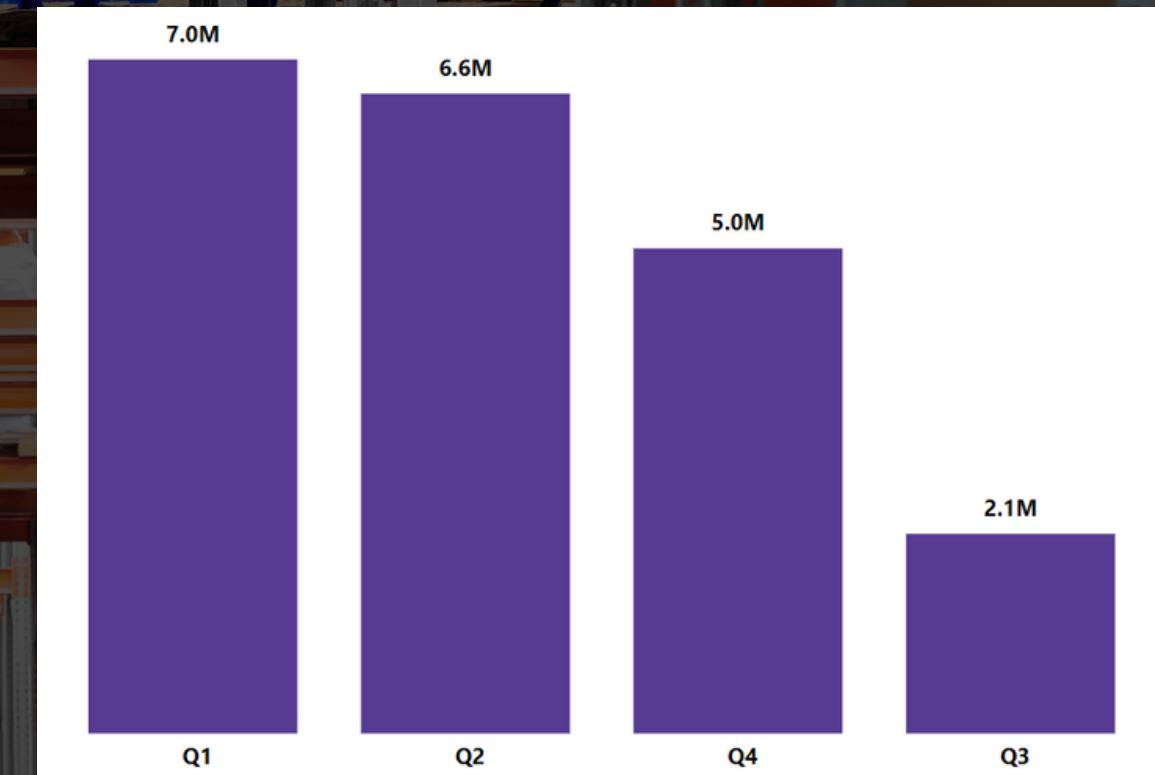
- In the FY of 2020, Atliq Exclusive recorded the lowest sales in March as the impact of Covid-19.
- In 2021, Atliq Exclusive slowly recovered from the pandemic impact and surpassing all the sales in 2020.

Request

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
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



Insights

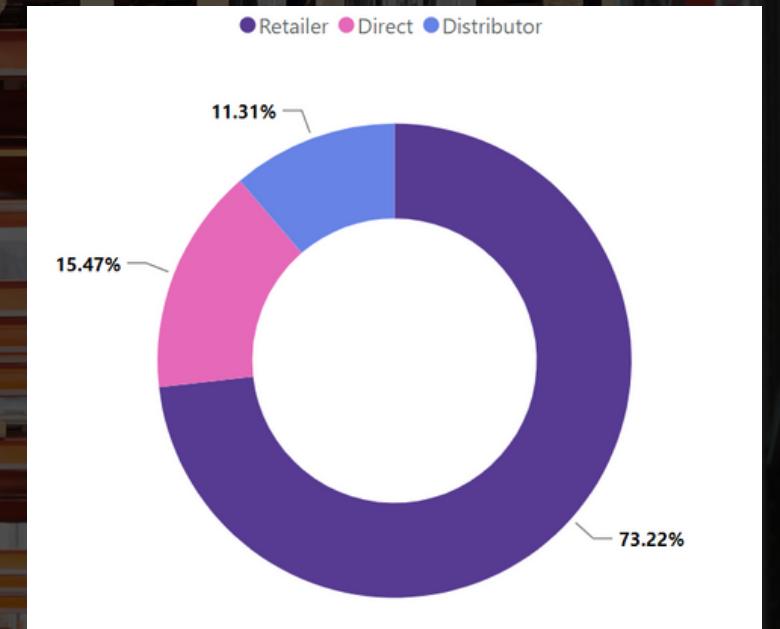
- In FY 2020, the first quarter experienced the highest demand, resulting in a peak in the total quantity sold.
- While the third quarter (March, April, and May) of 2020 is experienced the lowest demand due to the impact of the pandemic

Request

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?
The final output contain these fields: channel, gross sales mln, percentage

Output

channel	gross_sales_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



Insights

- The retailer channel is the most popular channel, contributing significantly to generating higher gross sales for Atliq Hardware.

Request

Get the top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final outputs contains these fields: division, product_code

Output

division	product_code	product	total_sold_quantity	ranks
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

Request

Get the top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final outputs contains these fields: division, product_code

Output



Recommendations

- **Product Diversification and Innovation:** Continue investing in Research and Development to introduce new features, designs, and technologies, particularly in the desktop, storage, and networking segments, to meet evolving consumer demands and maintain competitiveness in the market.
- **Strategic Focus on High Demand Segment:** Given the popularity of Notebook, Accessories, and Peripherals, prioritize product development and marketing efforts in this segment to capitalize on strong consumer demand and drive revenue growth.
- **Cost Optimization and Management:** Review manufacturing costs for products like AQ Home Allin 1 Gen 2 and identify opportunities for cost optimization and efficiency improvements to enhance profitability without compromising product quality.
- **Sales Forecasting and Demand Planning:** Enhance sales forecasting and demand planning capabilities to anticipate seasonal fluctuations and market dynamics, enabling proactive inventory management and resource allocation to optimize sales performance across quarters.

THANK YOU

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