Consumer good Ad-hoc Insight

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

Result Grid | Filter Rows:

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

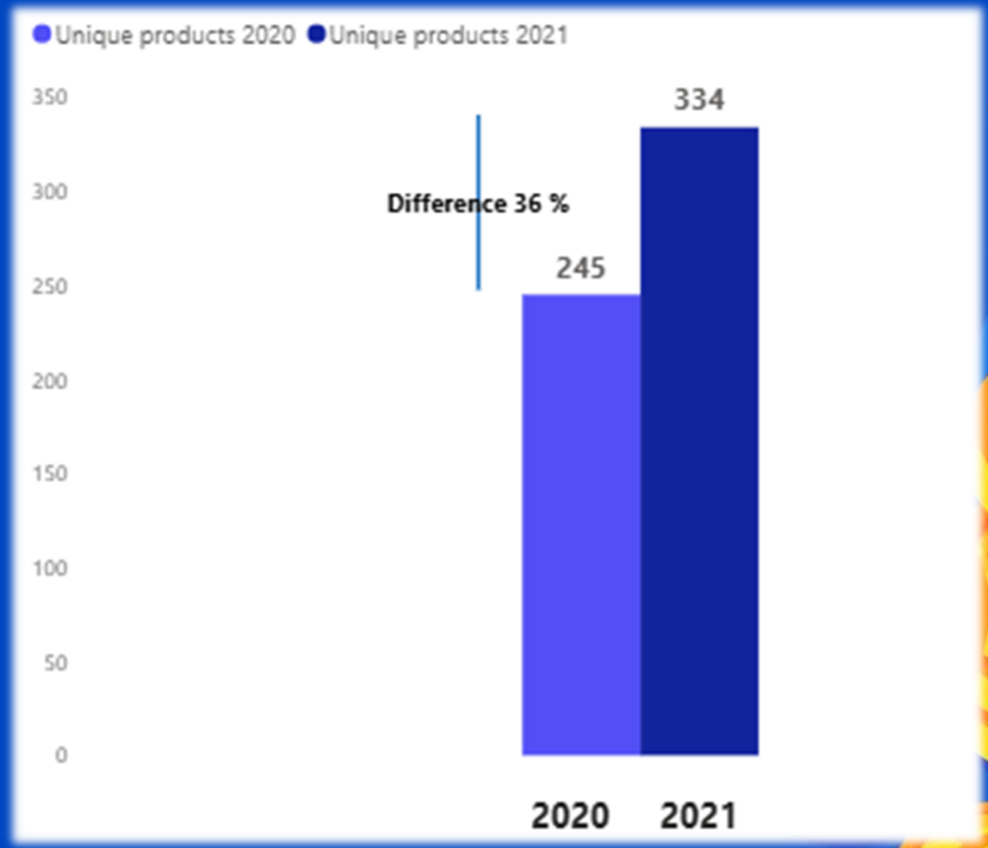
SELECT distinct market from dim_customer where customer="Atliq Exclusive" and region="APAC";

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

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

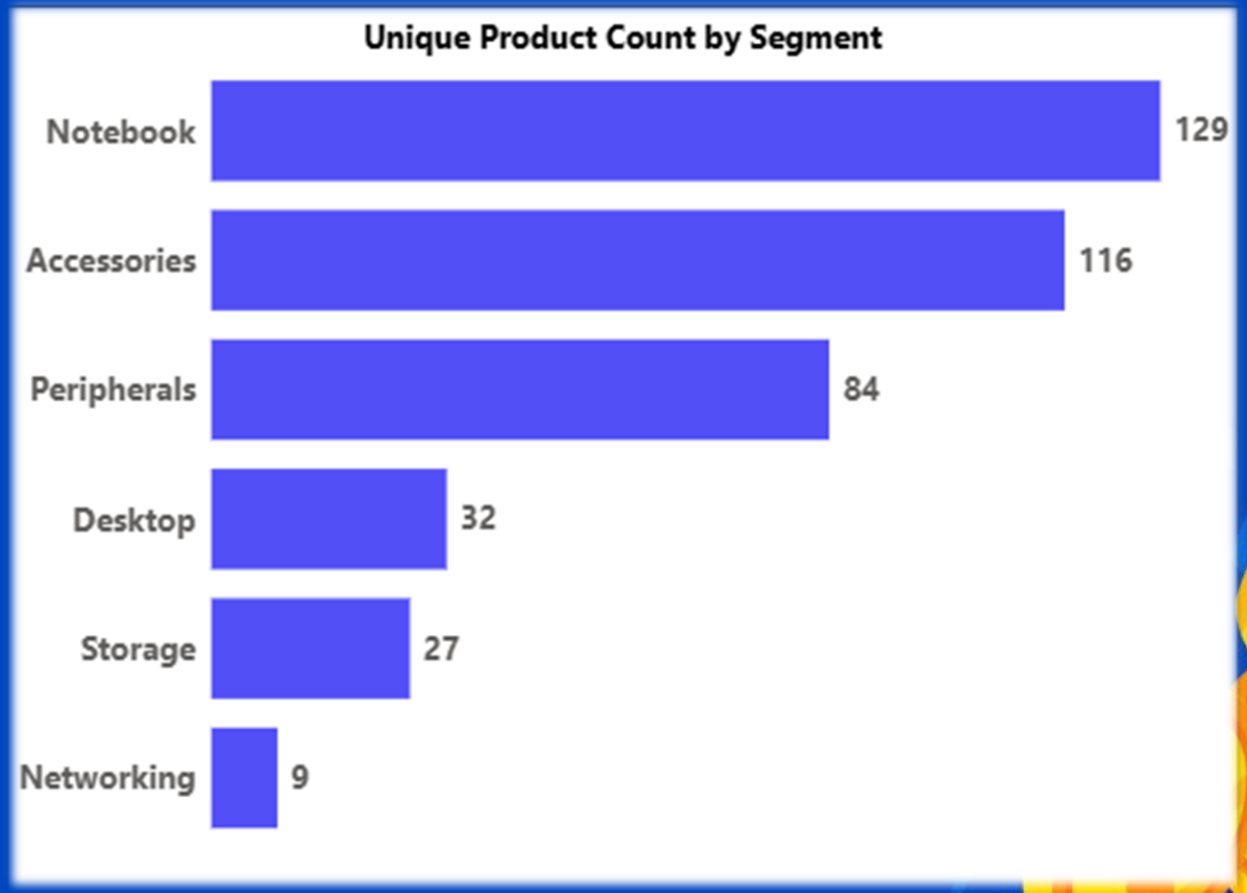
```
with unique_products_2020 as
(select count(distinct product_code) as
unique_products_2020     from fact_sales_monthly
where fiscal_year=2020),
unique_products_2021 as
(select count(distinct product_code) as
unique_products_2021     from fact_sales_monthly
where fiscal_year=2021)

select *,ROUND((unique_products_2021-
unique_products_2020)/unique_products_2020*100,2
) as percentage_chg      from unique_products_2020
c1cross join unique_products_2021 c2
```



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

Result Grid | Filter Rows:

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



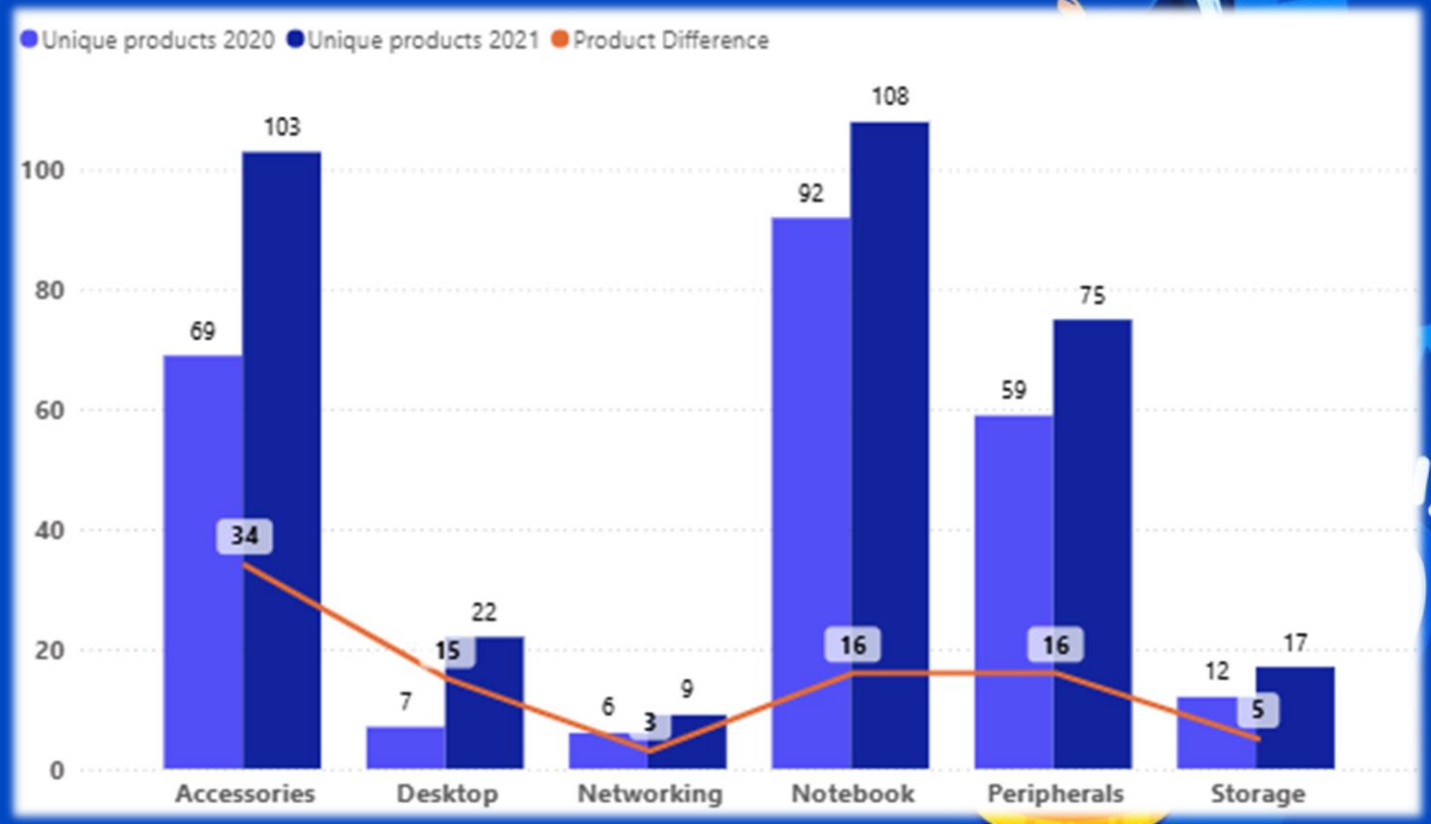

```
Select
segment,count(distinct
product_code) as
product_count from
dim_product
group by segment
order by product_count
desc ;
```

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

```
with unique_products_2020 as
(select p.segment, count(distinct f.product_code) as
product_count_2020     from fact_sales_monthly f
join dim_product p on
f.product_code=p.product_code    where
fiscal_year=2020    group by p.segment),

unique_products_2021 as
(select  p.segment,count(distinct f.product_code) as
product_count_2021     from fact_sales_monthly f
join dim_product p on
f.product_code=p.product_code    where
fiscal_year=2021    group by p.segment)

select
c1.segment,c1.product_count_2020,c2.product_co
unt_2021,    (c2.product_count_2021-
c1.product_count_2020) as difference      from
unique_products_2020 c1  join
unique_products_2021 c2  on
c1.segment=c2.segment
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5



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

```
select p.product_code,p.product, mc.manufacturing_costfrom
dim_product p join fact_manufacturing_cost mcon
p.product_code=mc.product_codewhere mc.manufacturing_cost in
(select MAX(manufacturing_cost) as min_cost from
fact_manufacturing_cost
union
select MIN(manufacturing_cost) as max_cost from
fact_manufacturing_cost )
order by mc.manufacturing_cost desc;
```

```
 (select p.product_code,p.product,MAX(manufacturing_cost) as
manufacturing_cost  from dim_product p  join
fact_manufacturing_cost mc on p.product_code=mc.product_code
group by p.product_code,p.product order by  manufacturing_cost
desc limit 1)
UNION
(select p.product_code,p.product,MIN(manufacturing_cost) as
manufacturing_cost  from dim_product p  join
fact_manufacturing_cost mc on p.product_code=mc.product_code
group by p.product_code,p.product order by  manufacturing_cost
asclimit 1)
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

240.54
Max Manufacturing Cost

A6120110206
Personal Desktop
AQ HOME Allin1 Gen 2

240.54
Min Manufacturing Cost

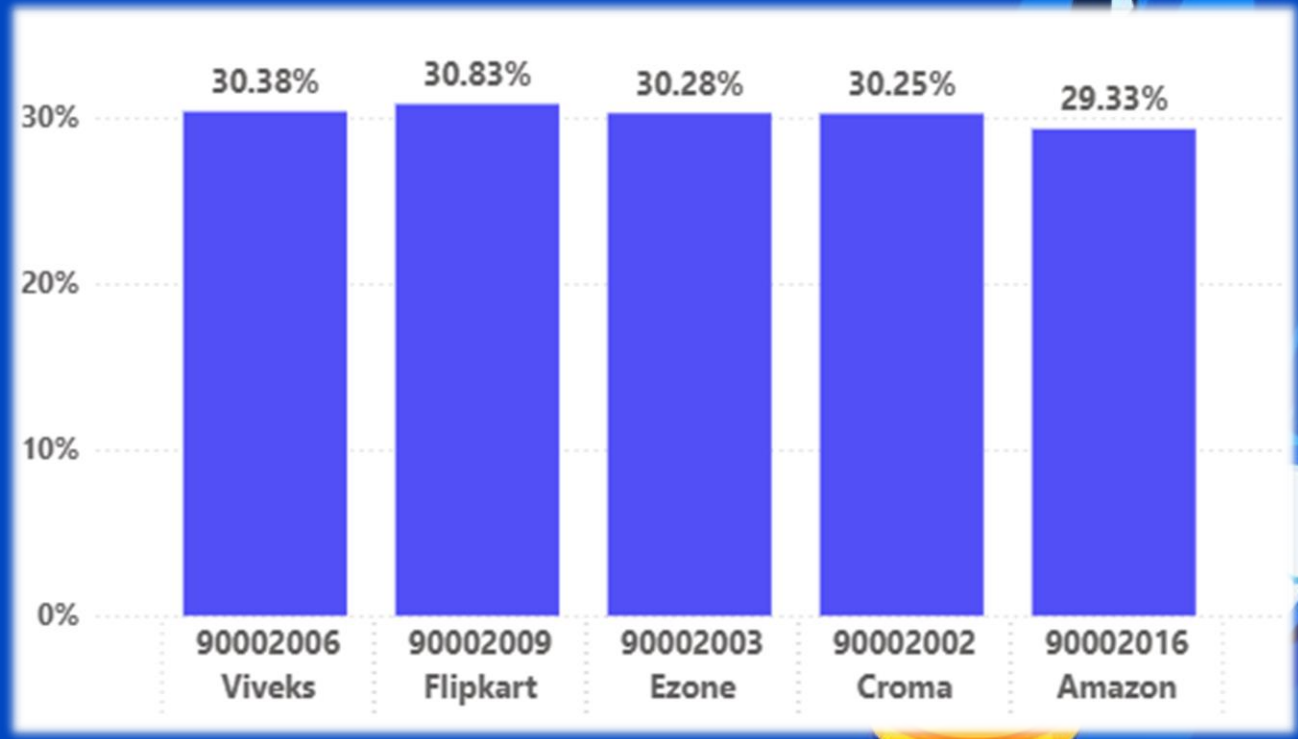
A2118150101
Mouse
AQ Master wired x1 Ms

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

```
with cte1 as
(select
customer_code,ROUND(avg(pre_invoice_discount_pct)*
100,2)  as average_discount_percentage
 from fact_pre_invoice_deductions
where fiscal_year=2021
group by  customer_code)

select c.customer_code,c.customer,
pre.average_discount_percentage
from dim_customer c join cte1 pre on
c.customer_code=pre.customer_code
where c.market="India“
order by pre.average_discount_percentage desc
limit 5
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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



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

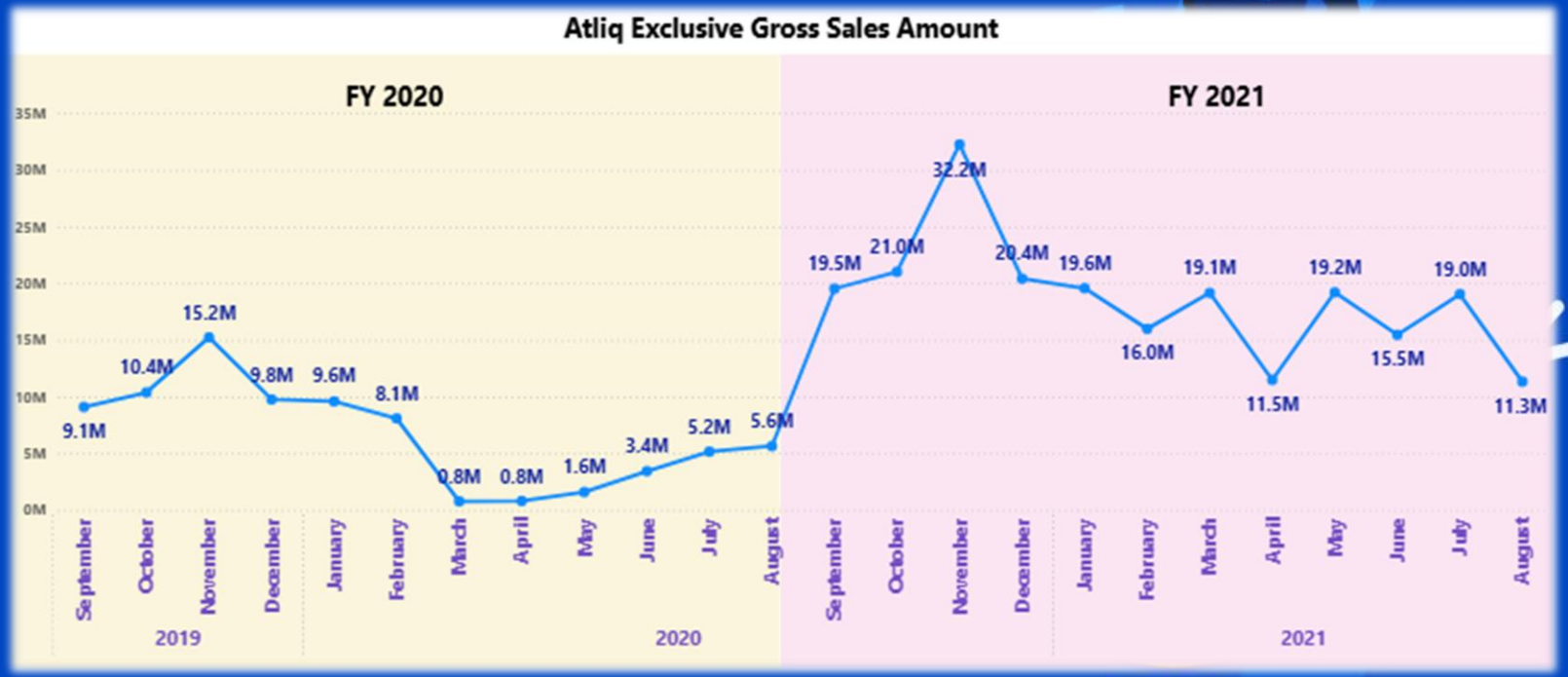
```
select month(date_add(fm.date,
INTERVAL 4 MONTH)) as Month,
fm.fiscal_year as Year ,
round(SUM(fm.sold_quantity*fp.gross_
price),2) as Gross_sales_Amount
from fact_sales_monthly fm join
fact_gross_price  fp on
fm.product_code=fp.product_code join
dim_customer c on
fm.customer_code=c.customer_codew
here c.customer="Atliq Exclusive“
group by fm.date,fm.fiscal_year
order by month
```

Result Grid | Filter Rows:

Month	Year	Gross_sales_Amount
1	2020	9092670.34
2	2020	10378637.60
3	2020	15231894.97
4	2020	9755795.06
5	2020	9584951.94
6	2020	8083995.55
7	2020	766976.45
8	2020	800071.95
9	2020	1586964.48
10	2020	3429736.57
11	2020	5151815.40
12	2020	5638281.83

Result Grid | Filter Rows:

Month	Year	Gross_sales_Amount
1	2021	19530271.30
2	2021	21016218.21
3	2021	32247289.79
4	2021	20409063.18
5	2021	19570701.71
6	2021	15986603.89
7	2021	19149624.92
8	2021	11483530.30
9	2021	19204309.41
10	2021	15457579.66
11	2021	19044968.82
12	2021	11324548.34

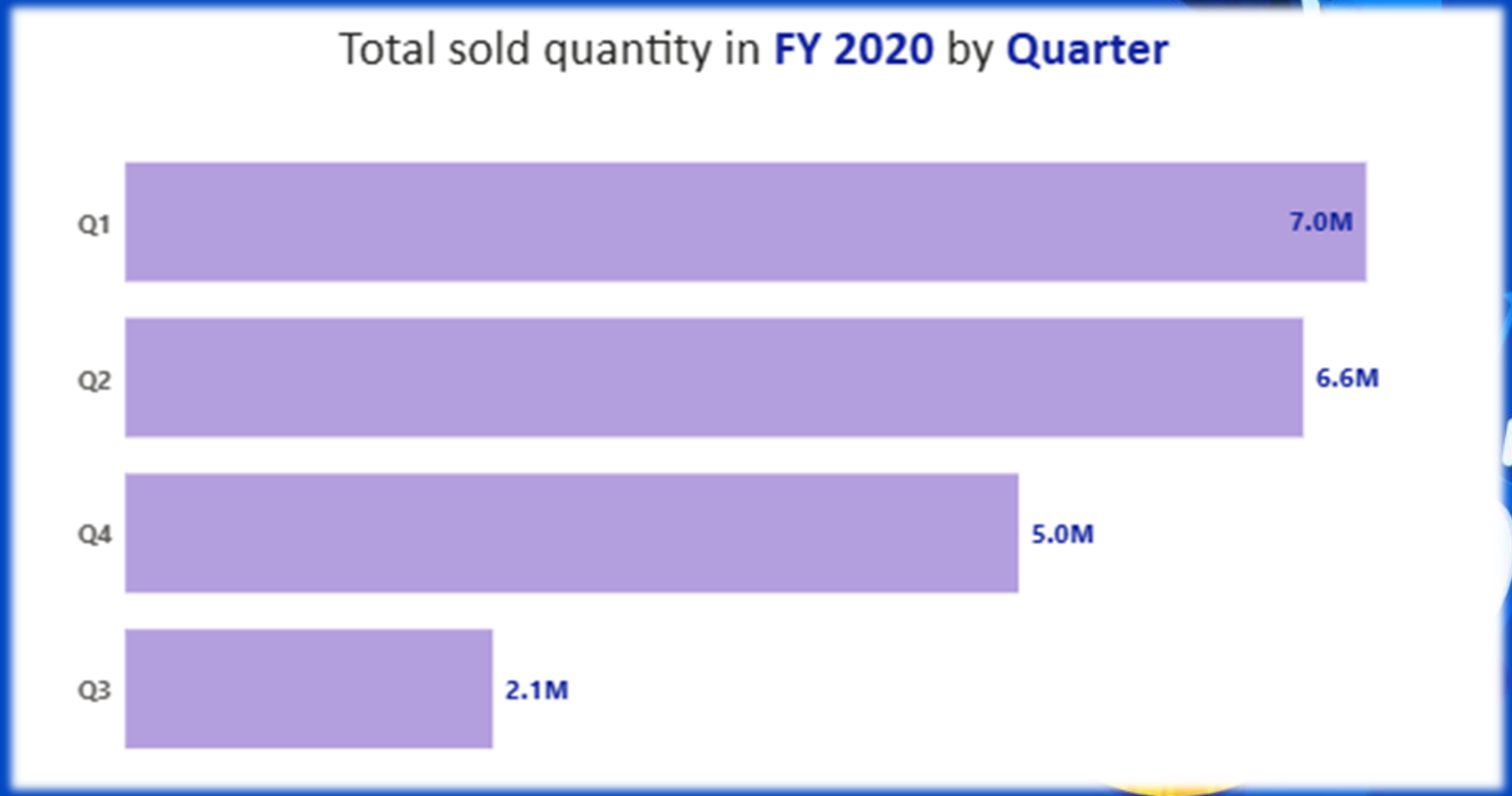


Request 8. In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity, Quarter and total_sold_quantity

```
with cte1 as
(select date,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"
when month(date) in (6,7,8) then "Q4"
                end as quarter,    sold_quantity
from fact_sales_monthly
where fiscal_year=2020 )

select quarter, SUM(sold_quantity) as
total_sold_quantity
from  cte1
group by quarter
order by total_sold_quantity desc;
```

Result Grid | Filter Rows:

quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087



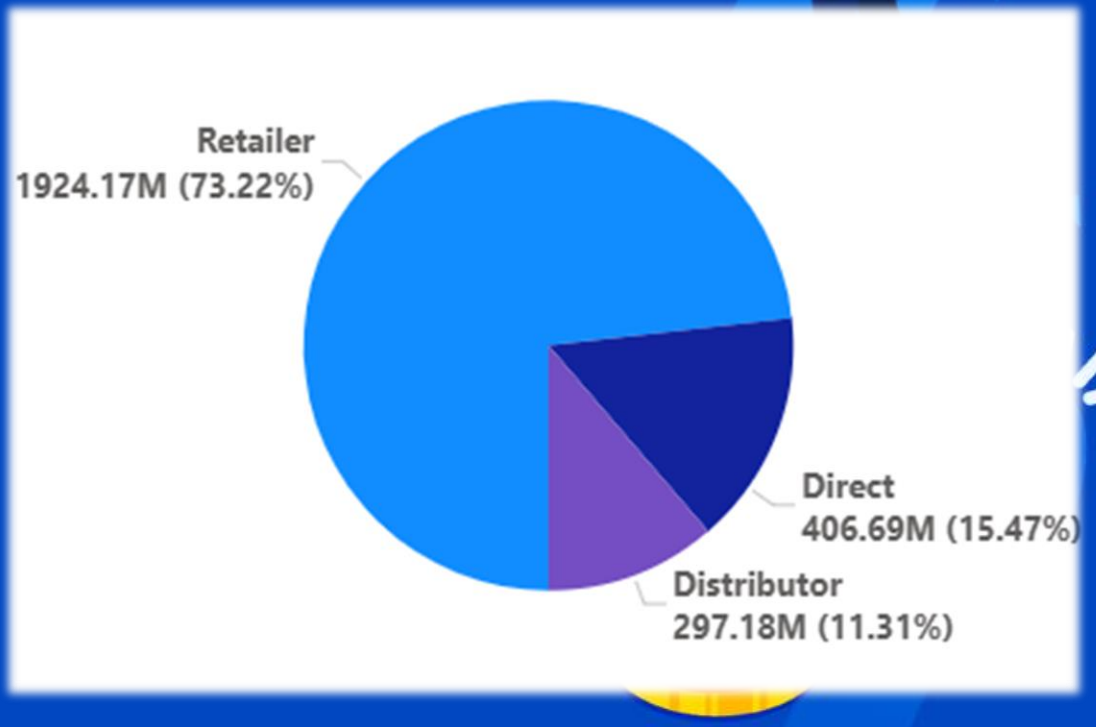
Request 9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel gross_sales_mln percentage

```
with cte1 as
(select c.channel,
ROUND(sum(fm.sold_quantity*fg.gross_price)/1000000,2) as
gross_sales_mln
from fact_sales_monthly fm   join fact_gross_price fg on
fm.product_code=fg.product_code
join dim_customer c on c.customer_code=fm.customer_code
where fm.fiscal_year=2021
group by c.channel)
```

```
select channel,gross_sales_mln,
ROUND(gross_sales_mln*100/sum(gross_sales_mln) over() ,2)
as percentage  from cte1
```

Result Grid | Filter Rows: | Export: | Wrap Cell Co

channel	gross_sales_mln	percentage
Direct	406.69	15.48
Distributor	297.18	11.31
Retailer	1924.17	73.22



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

```
with cte1 as
(select p.division,p.product_code,p.product,
sum(f.sold_quantity) as total_sold_quantity from
fact_sales_monthly f
join dim_product p on
p.product_code=f.product_code
where f.fiscal_year=2021
group by p.division,p.product_code,p.product),

cte2 as
(select *, rank()   over(partition by division order by
total_sold_quantity desc) as rank_order from cte1)

select* from cte2 where rank_order<=3
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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