



Atliq Hardwares

Consumer Goods Ad-Hoc Insights

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AGENDA

1. Background
2. Atliq's Business and Product lines
3. Getting familiar with the input data
4. Ad-hoc requests along with required results, visualizations and insights

BACKGROUND

Our Company

Atliq Hardware is one of the leading computer hardware producers in India

Background

The management noticed tat they do not get enough insights to make quick and smart data informed decisions

Problem

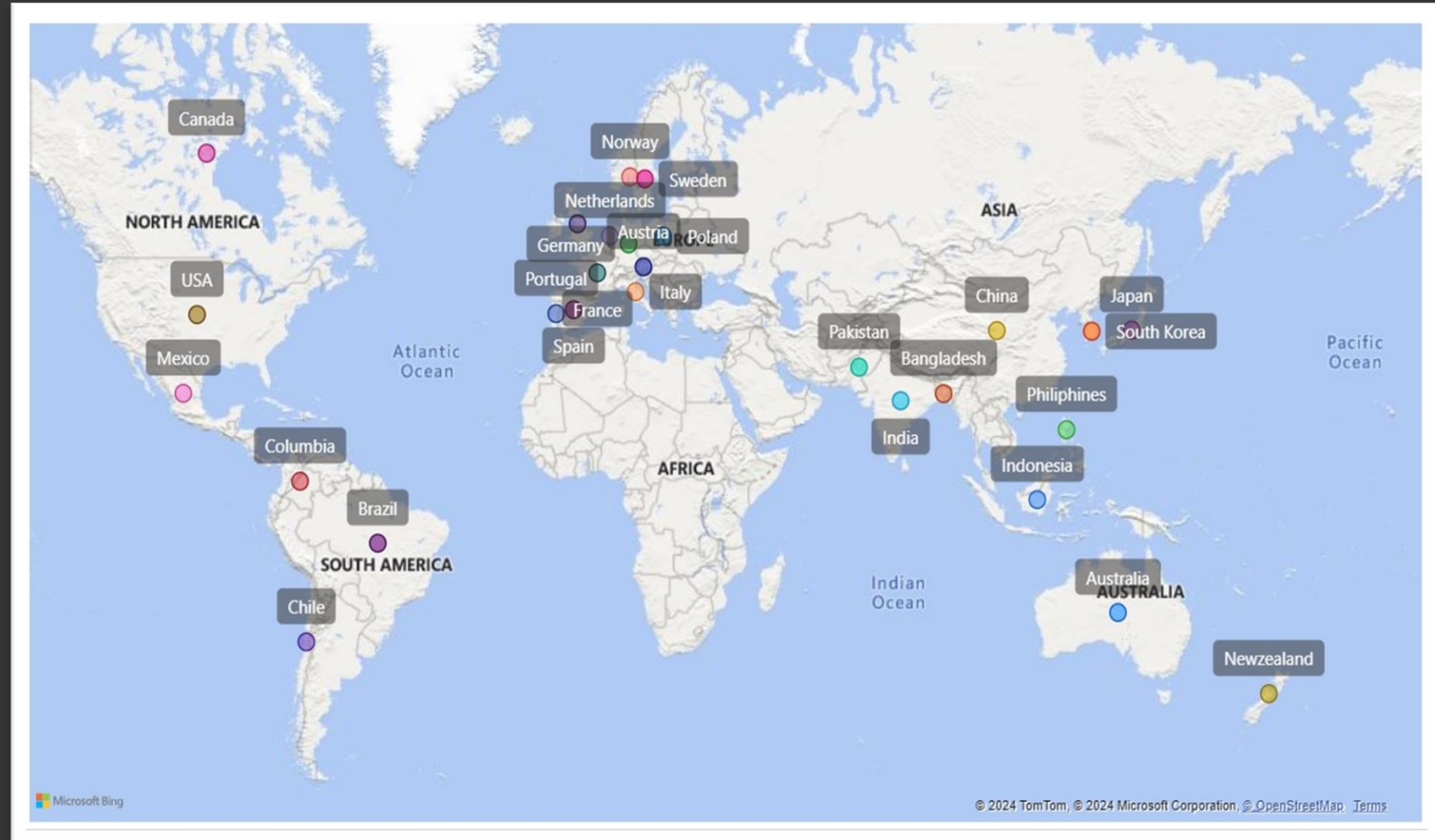
There are 10 ad-hoc request that the company needs insights

Approach

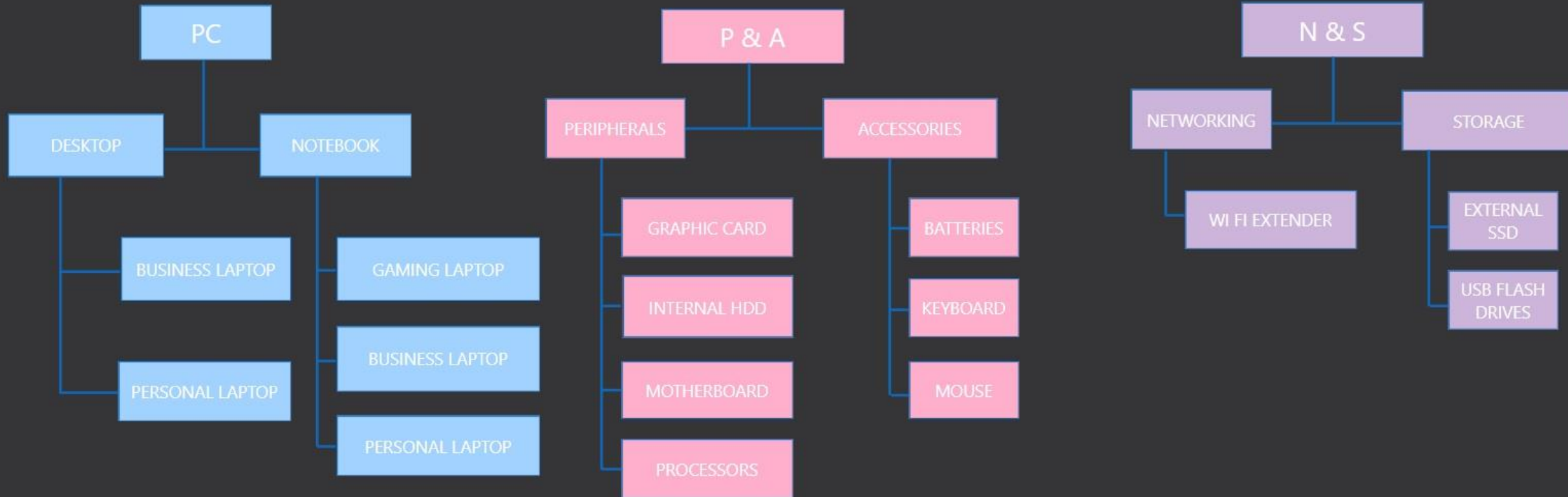
Run a SQL query to answer these requests. Convert it into visualizations and present the insights to the top-level management

Let's know about Atliq's business and product lines

ATLIQ'S MARKET

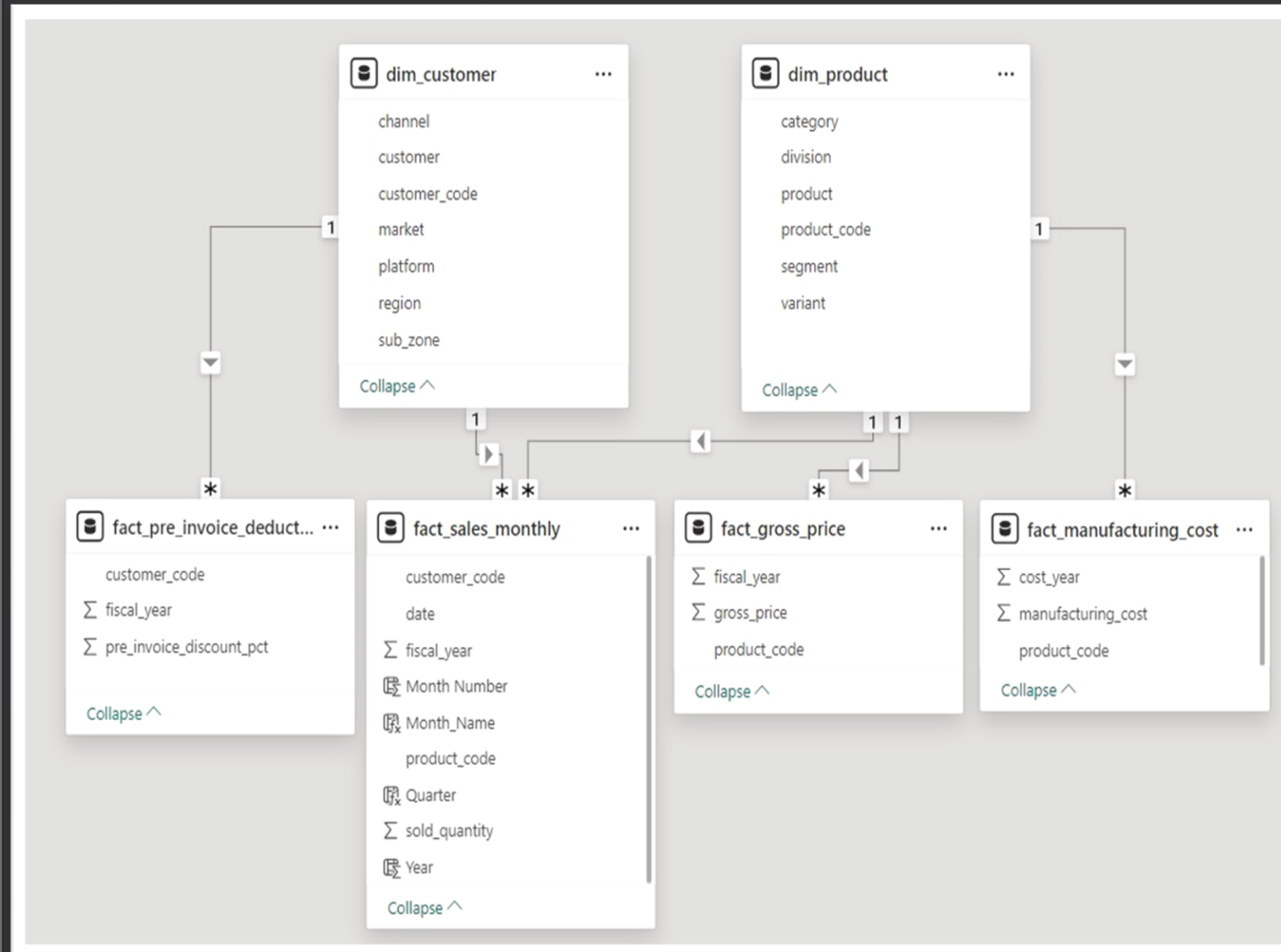


Atliq's Product Lines

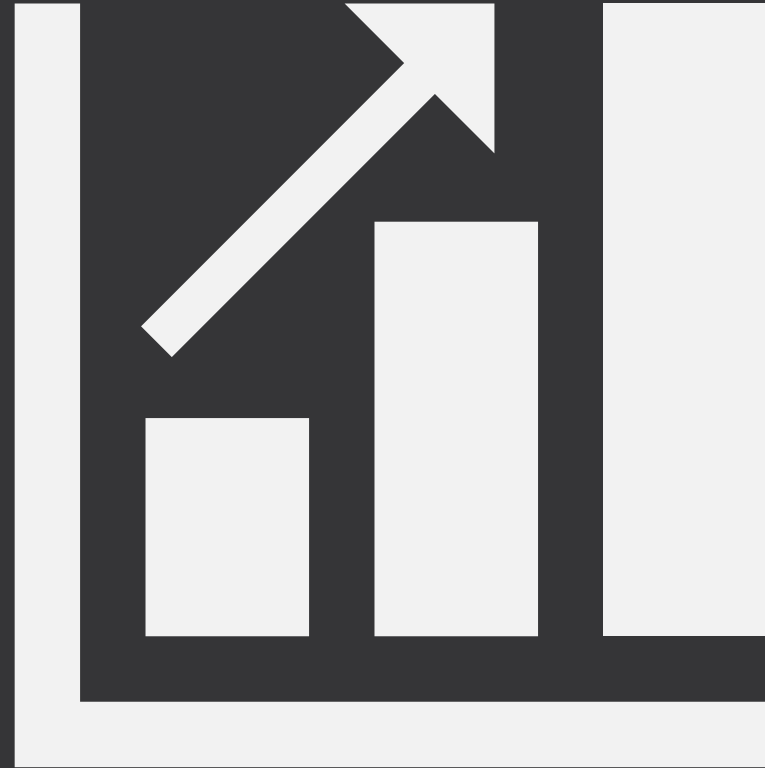


Getting familiar with the input data

This data consists of sales data for financial year 2020 and financial year 2021 along with different other dimension tables like customer details, product details etc.



Ad-hoc requests,
queried results,
Insights and
visualization

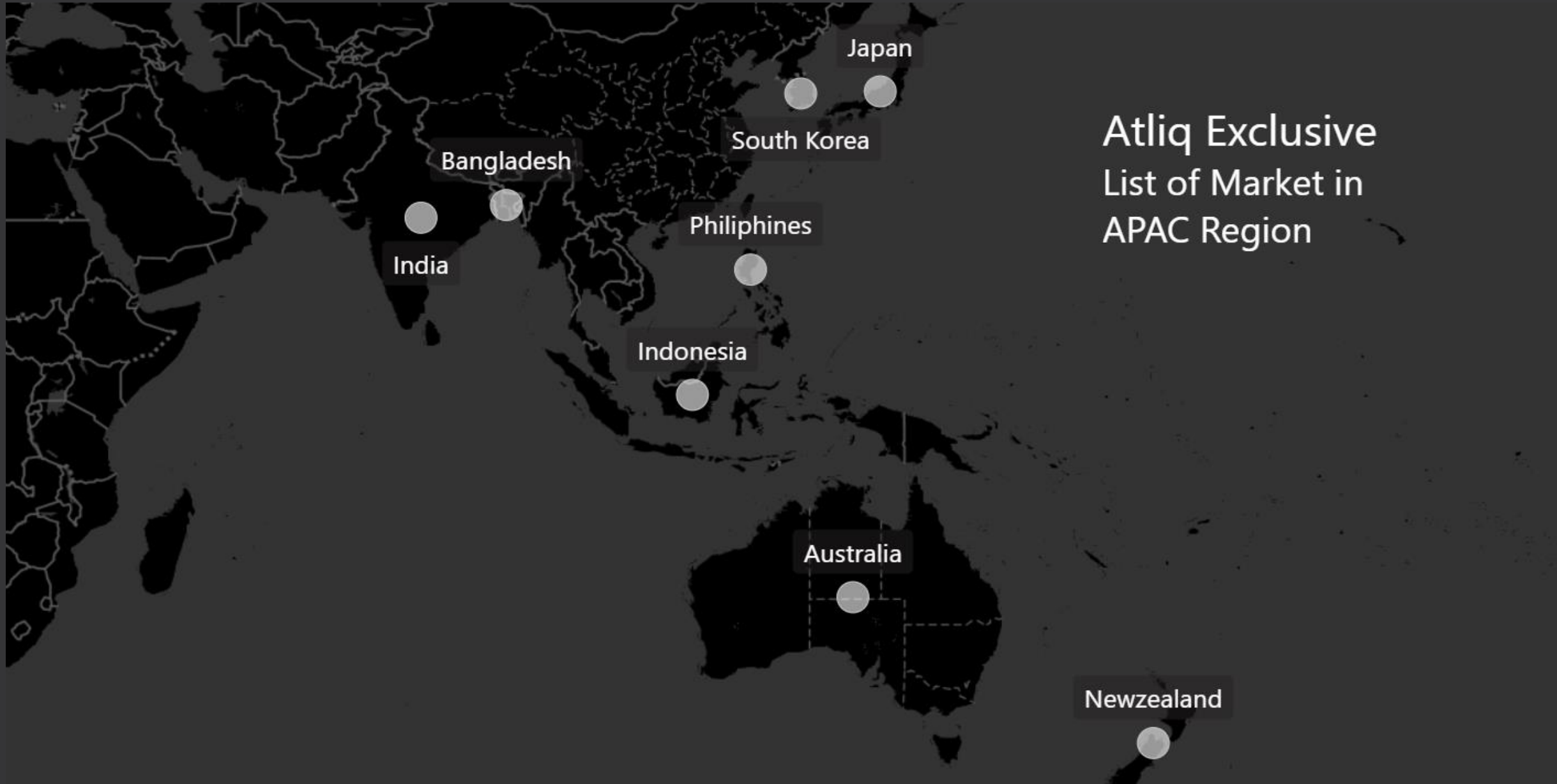


Request 1

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

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

In APAC region the company has its store in 8 major markets



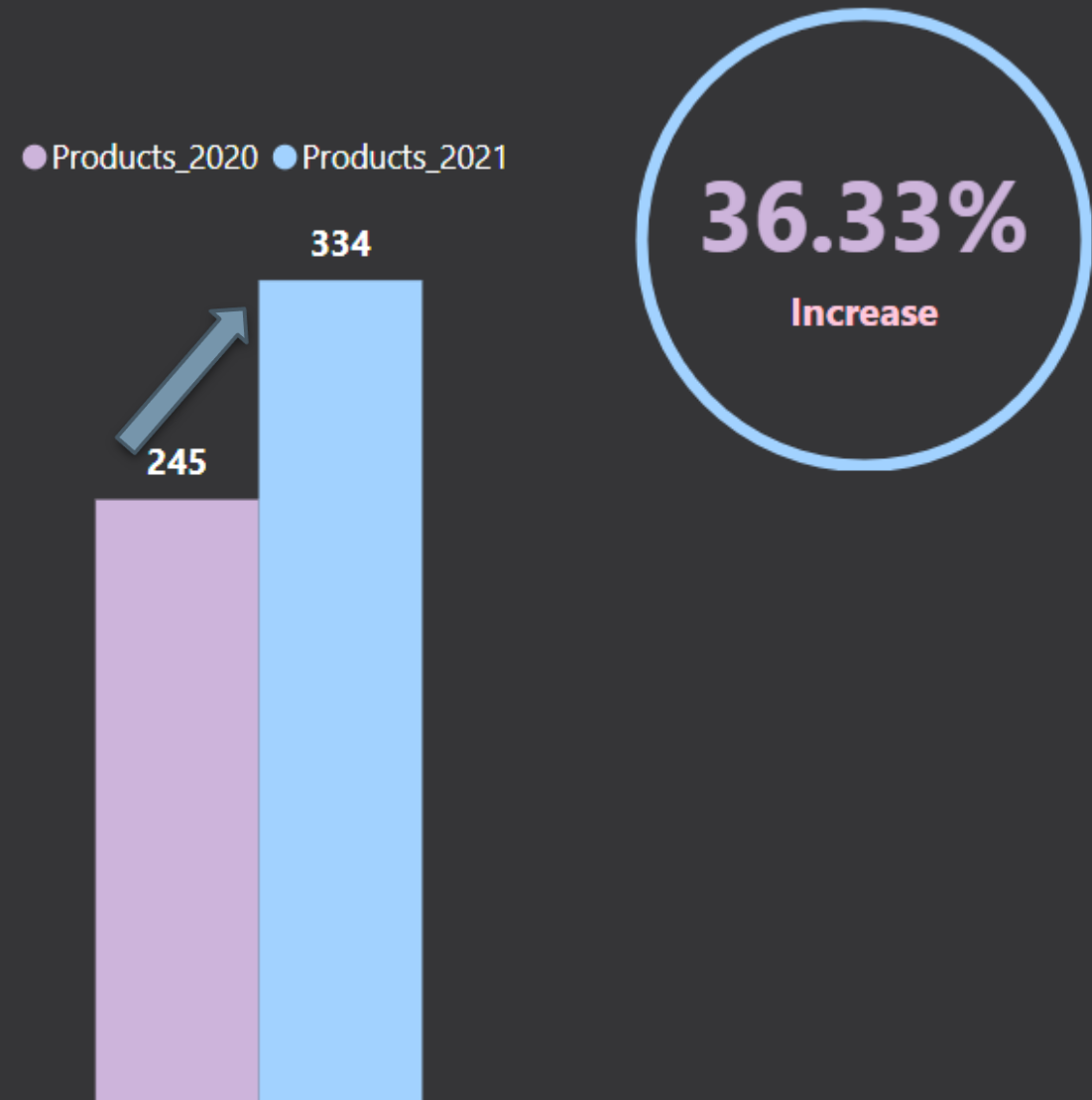
Request 2

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

	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.3265

We can see that there is increase in introducing new products which shows that the company is innovating.

In FY 2020 the total product is 245, but in FY 2021, the distinct product count is 334, so the product count increased by 36.33%



Request 3

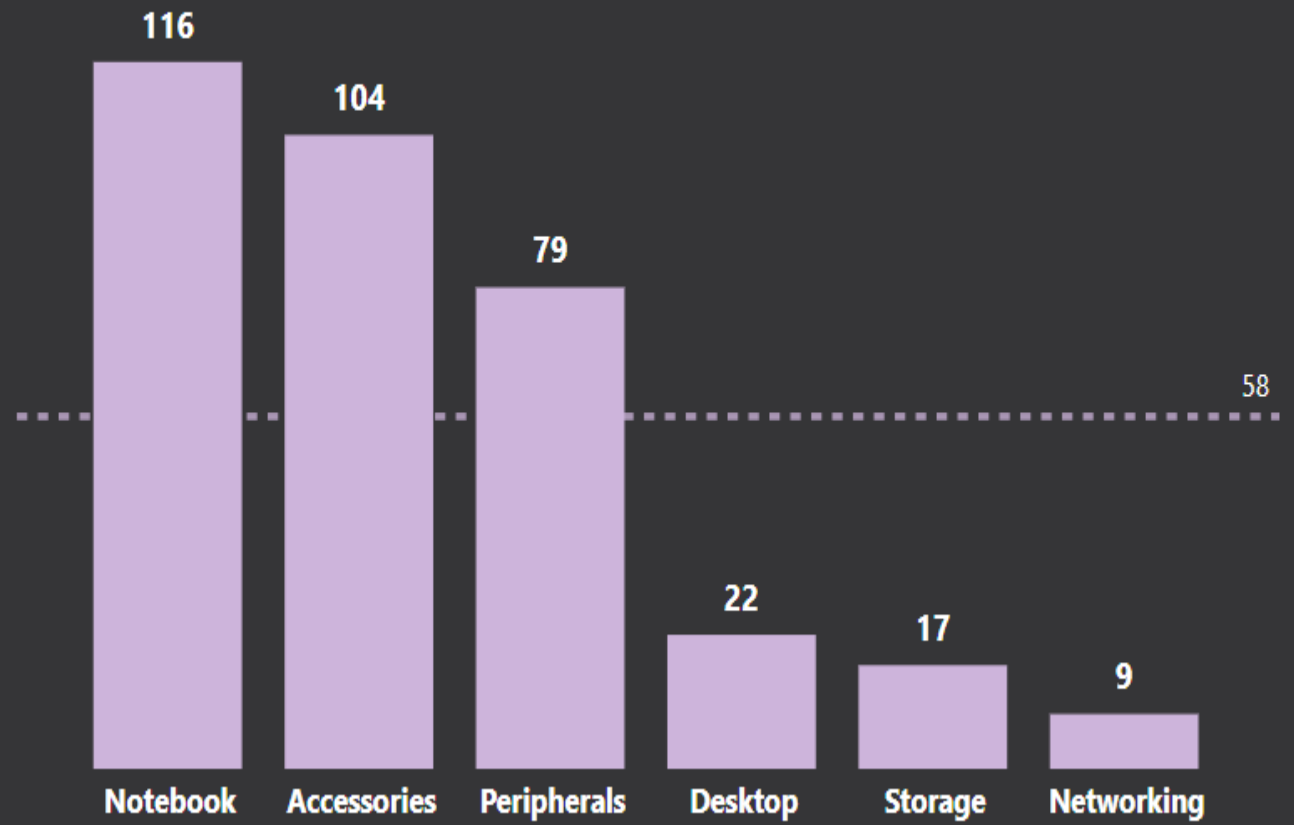
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields

segment

product_count

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

Atliq provides a wide range of product segment where we can see that Notebook, Accessories and peripherals have the product count more than the average that is 58, and diversification purpose the 3 other segment includes Desktop, Storage and Networking which are below average.



Request 4

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

segment

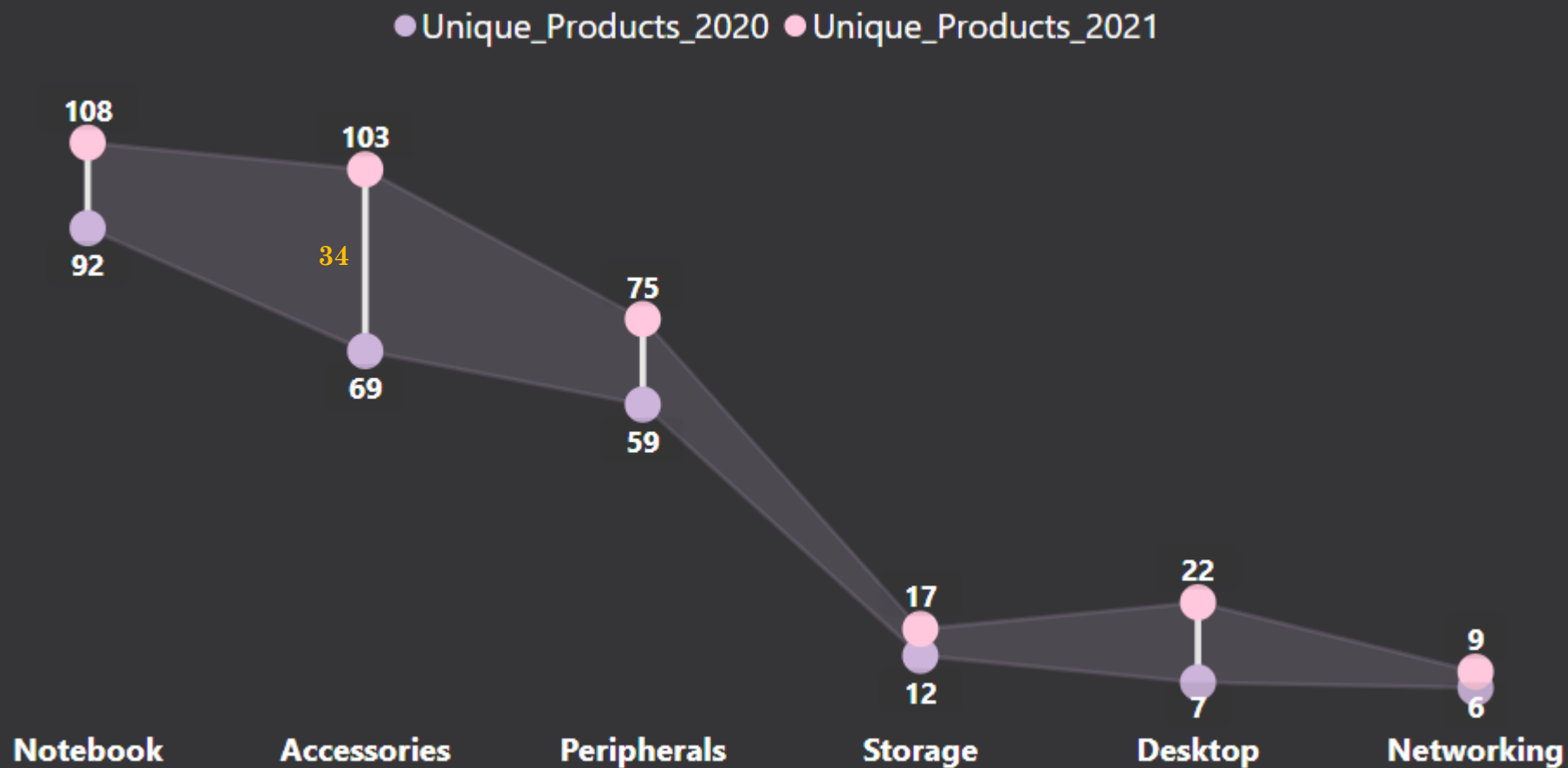
product_count_2020

product_count_2021

difference

	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

From the visualization we can understand that the Accessories has got the most increase in the product count that is 34 and then Notebook and peripherals.



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

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

Highest Manufacturing Cost



240.54

Personal Desktop

AQ HOME ALLIN 1 GEN 2(PLUS 3)

Lowest Manufacturing Cost



0.89

Mouse

AQ MASTER WIRED X1 MS (STANDARD 1)

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,

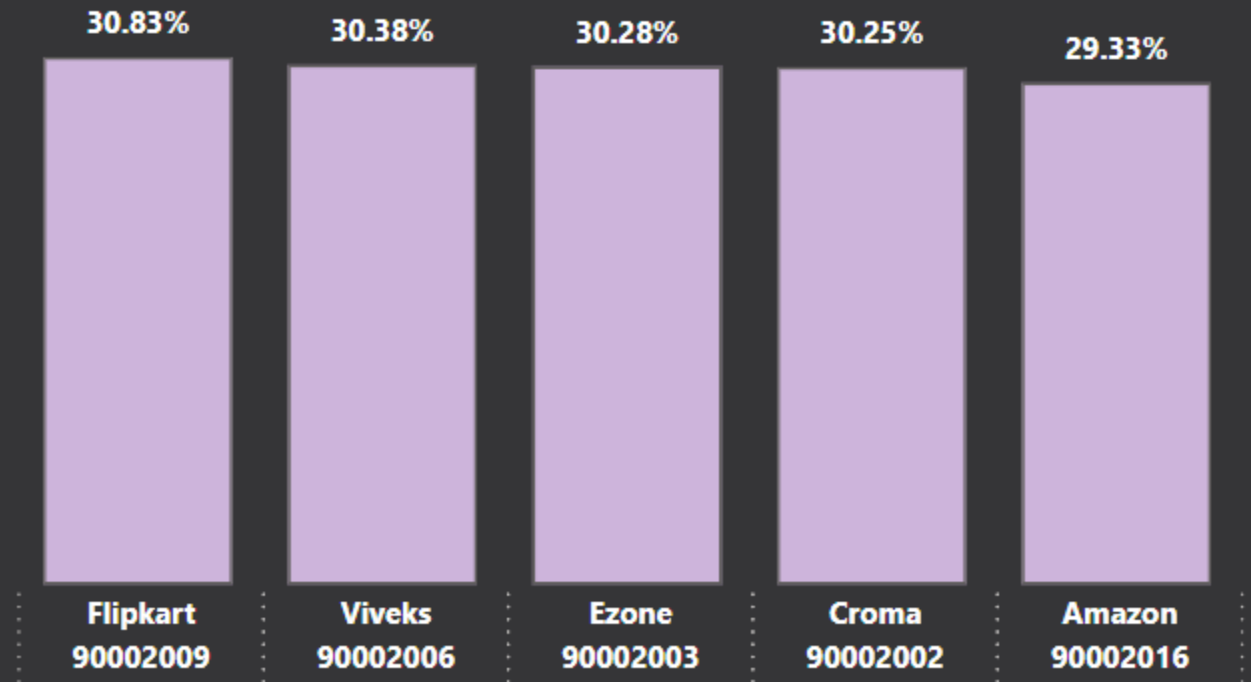
customer_code

customer

average_discount_percentage

	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

In 2021, Atliq offered nearly **equal pre-invoice discount percentages** to each of the **top 5 customers**, **Flipkart** is the most discounted customer in the Indian market, which equals **30.83%**



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:

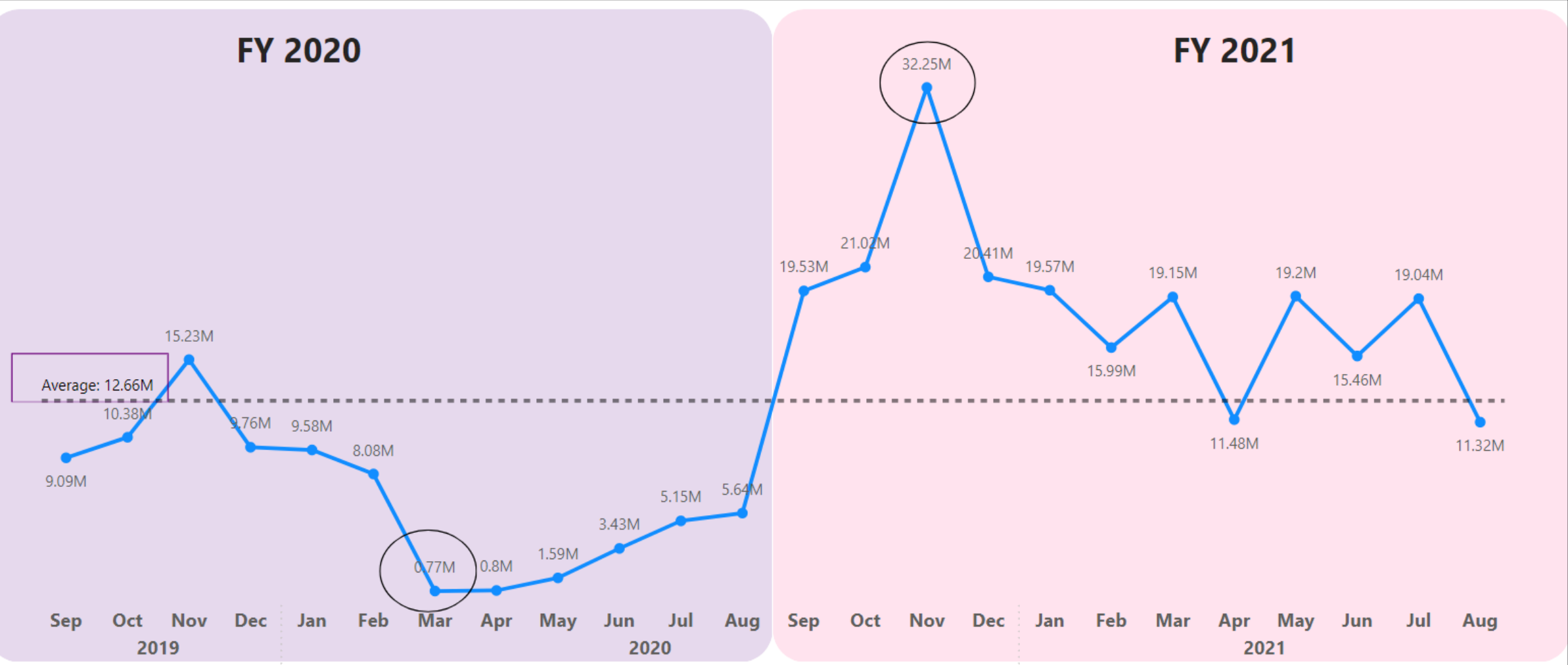
Month

Year

Gross sales Amount

	Month	fiscal_year	gross_sales_amount
►	September (2019)	2020	9092670.34
	October (2019)	2020	10378637.60
	November (2019)	2020	15231894.97
	December (2019)	2020	9755795.06
	January (2020)	2020	9584951.94
	February (2020)	2020	8083995.55
	March (2020)	2020	766976.45
	April (2020)	2020	800071.95
	May (2020)	2020	1586964.48
	June (2020)	2020	3429736.57
	July (2020)	2020	5151815.40
	August (2020)	2020	5638281.83
	September (2020)	2021	19530271.30
	October (2020)	2021	21016218.21
	November (2020)	2021	32247289.79
	December (2020)	2021	20409063.18
	January (2021)	2021	19570701.71
	February (2021)	2021	15986603.89
	March (2021)	2021	19149624.92
	April (2021)	2021	11483530.30
	May (2021)	2021	19204309.41
	June (2021)	2021	15457579.66
	July (2021)	2021	19044968.82
	August (2021)	2021	11324548.34

It is clearly seen that in **FY2020** for the month of **March** the gross sales amount is the **lowest** due to the **Covid-19** but the good news is that the **sales increased** in the coming months where we can see a surge in the month of **November** for **FY 2021** for **Atliq Exclusive**.

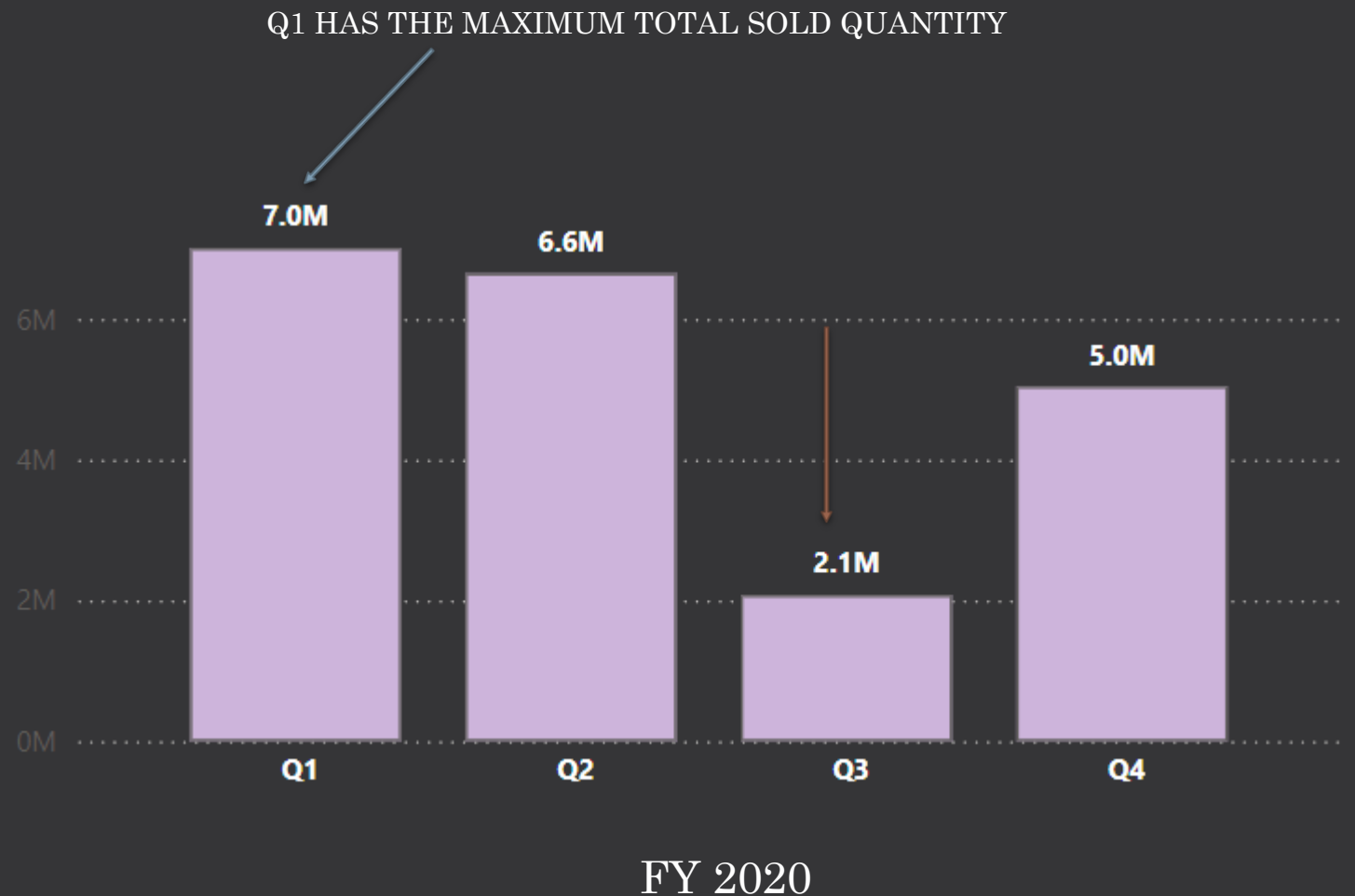


Request 8

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

	Quarters	total_sold_quantity
►	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087

It is clearly visible that for the **FY2020 in Q3** the sold quantity decreased to **2.1 million** due to Covid19, whereas in the next Quarter the sold quantity took a **rise(5.0 M)** as there was demand of computer hardware like **desktop and laptops** as mostly works of the **students** was done **online**. There was **high demand** for as well because **computer accessories** employees started **work from home** from this period onwards.



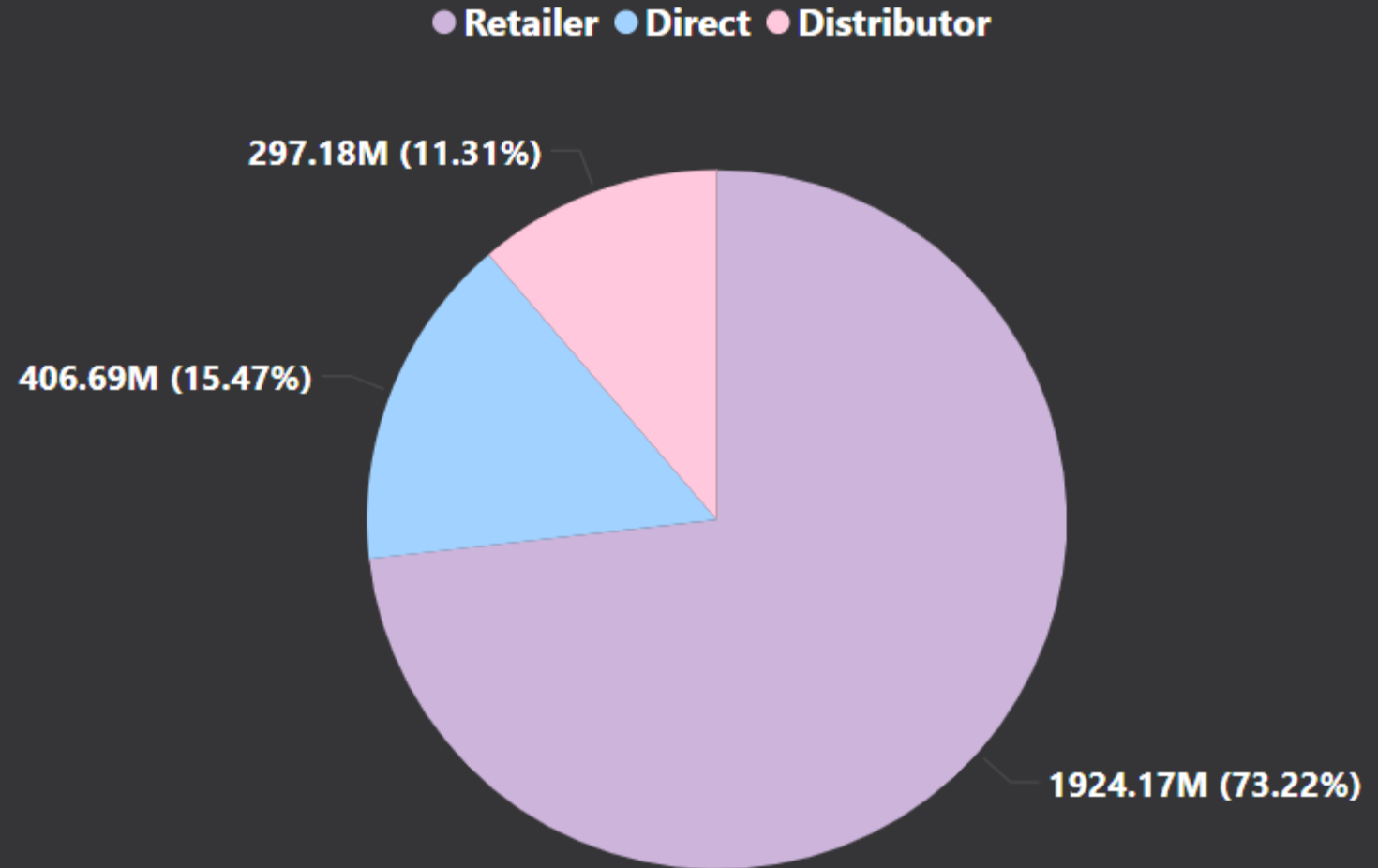
Request 9

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

	channel	gross_sales_mln	percentage
►	Direct	407	15.47
	Distributor	297	11.31
	Retailer	1,924	73.22

Mostly the sales are coming from **Retailers** about **73.22%**, whereas **direct and distributor contribute** and **27 %** altogether.



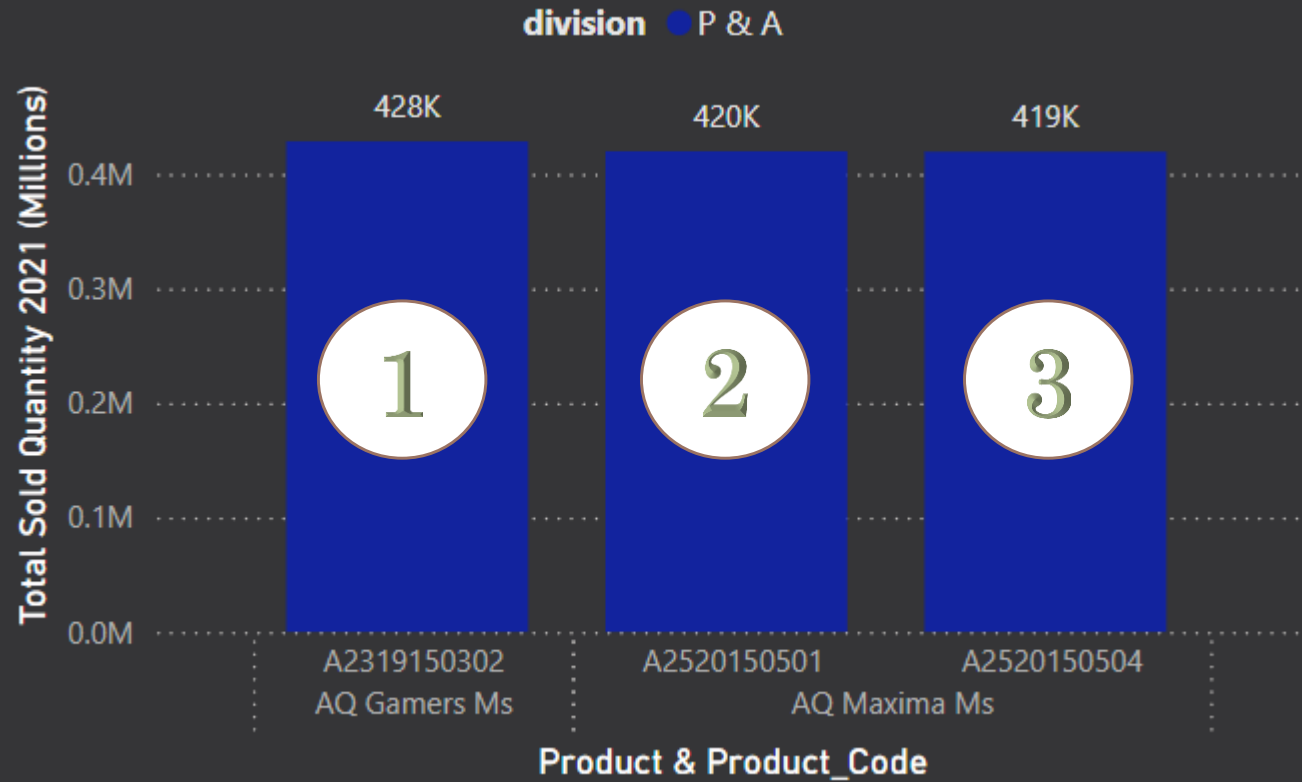
Request 10

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,

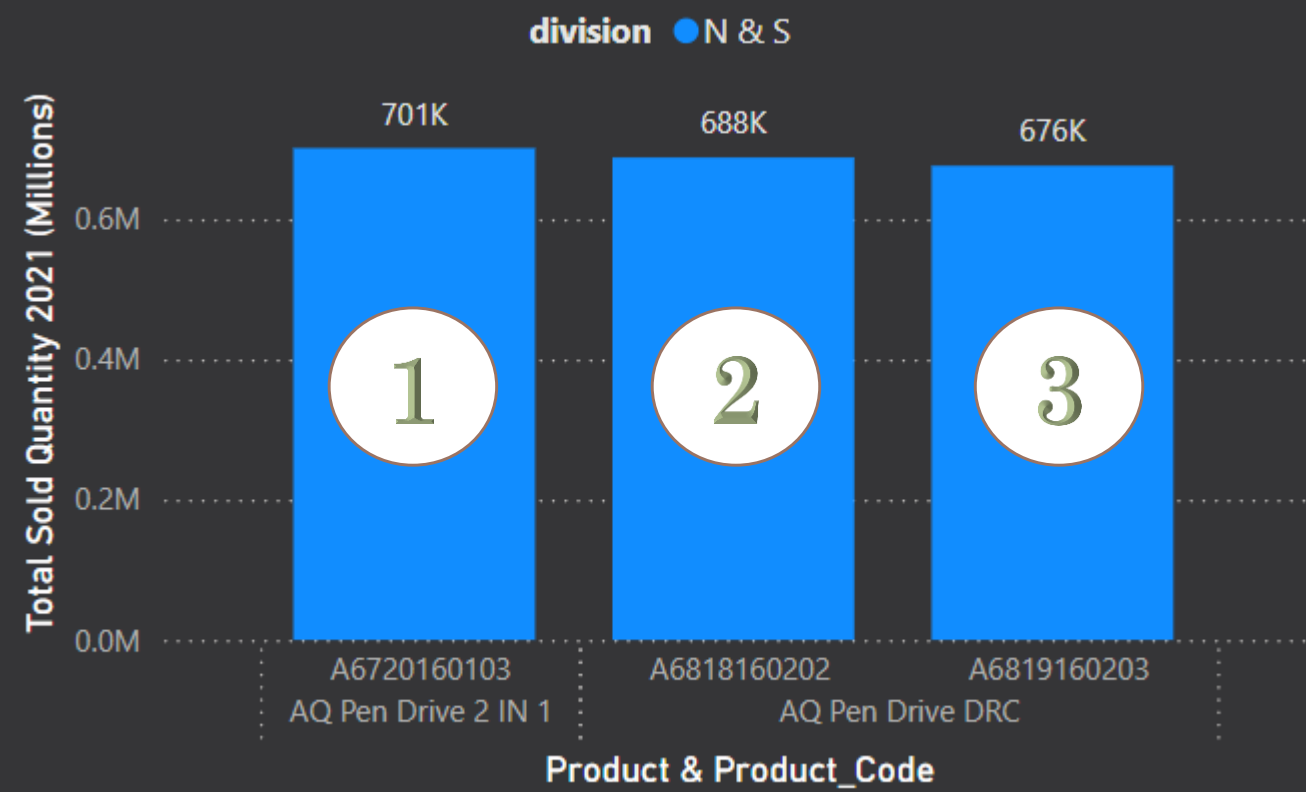
division
product_code
product
qty_sold
_rank

	division	product_code	product	qty_sold	_rank
►	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

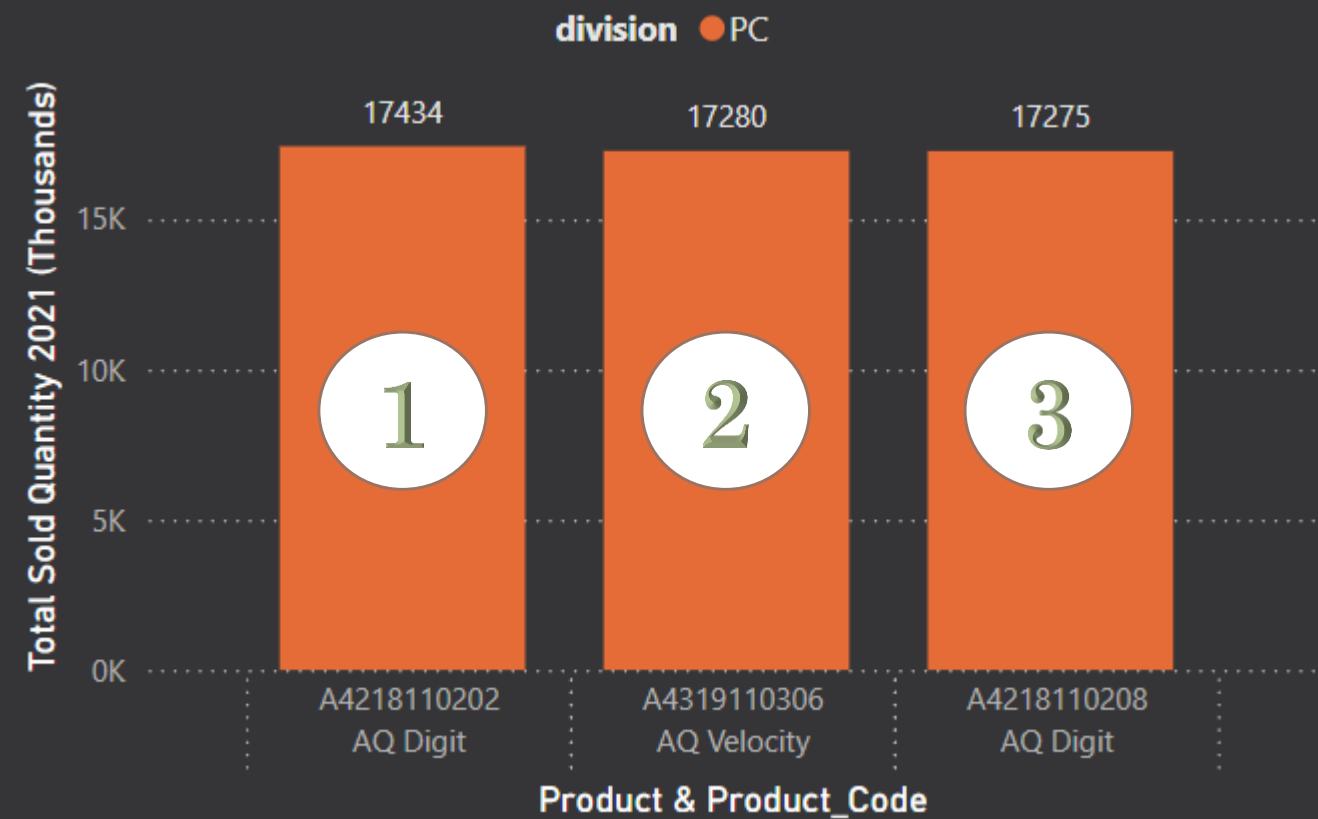
The top 3 selling products in P&A division is mouse. Sold Quantity is around 4.20 lakh



The top 3 selling products in N&S division is pen drive. Sold Quantity is around 7 lakh



The top 3 selling products in PC division is personal laptop. Sold Quantity is around 17 thousands.



END

Thank You!