



ATLIQ HARDWARE

# CONSUMER GOODS AD-HOC INSIGHTS

P P R E S E N T E D B Y A N J A L I A R O R A



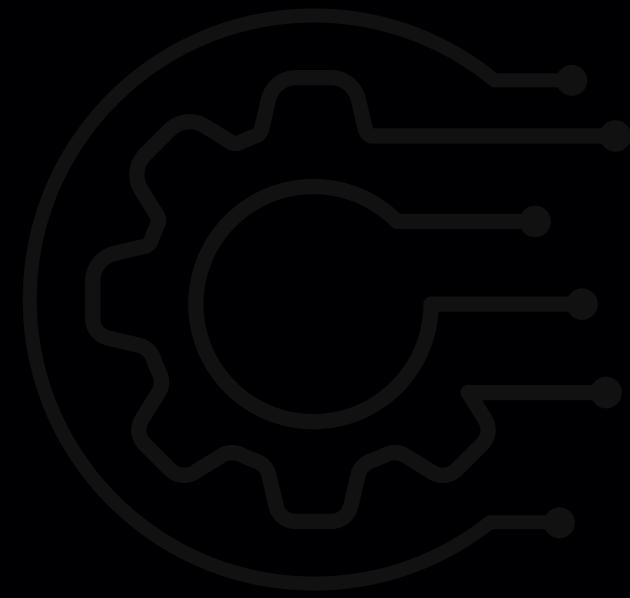
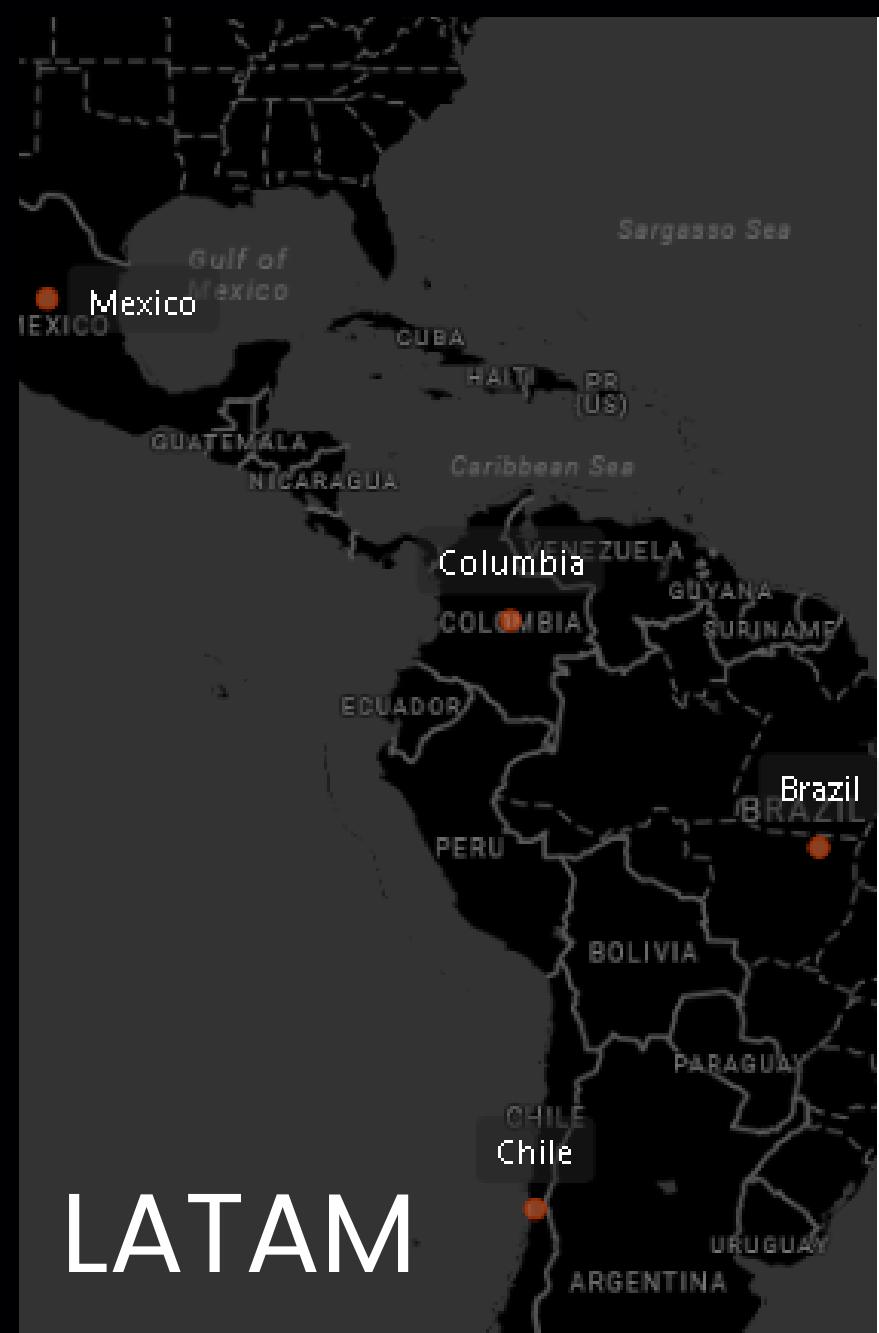
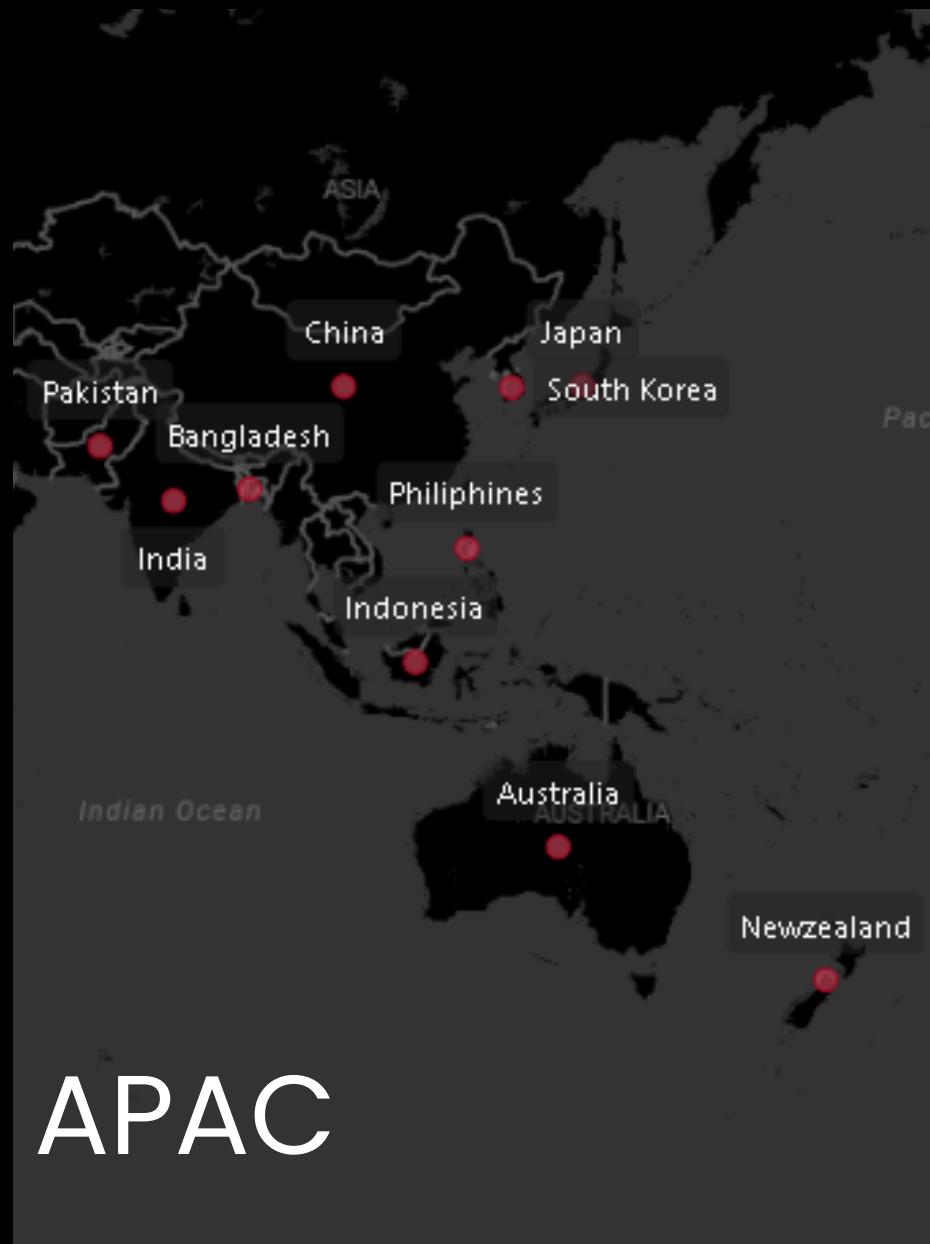
# OVERVIEW

1. AtliQ Hardware is a leading fictional computer hardware company based in India, with a robust global presence.
2. The management seeks faster, data-backed decision-making to improve business strategies.
3. Tony Sharma, Director of Data Analytics, plans to assess candidates through an SQL challenge focusing on technical and soft skills.
4. Analyze 10 ad-hoc business requests using SQL to generate actionable insights.



SALFORD & CO.

# ATLIQ HARDWARES MARKET





SALFORD & CO.

# ATLIQ HARDWARES PRODUCT LINES

**PC**

Desktop

Notebook

Business Laptop

Gaming laptop

Personal Laptop

Business Laptop

Personal Laptop

Processors

**P&A**

Peripheral

Accessories

Graphic Card

Batteries

Internal HDD

Keyboard

Mother board

Mouse

Processors

**N&A**

Networking

Storage

Wifi Extender

External SSD

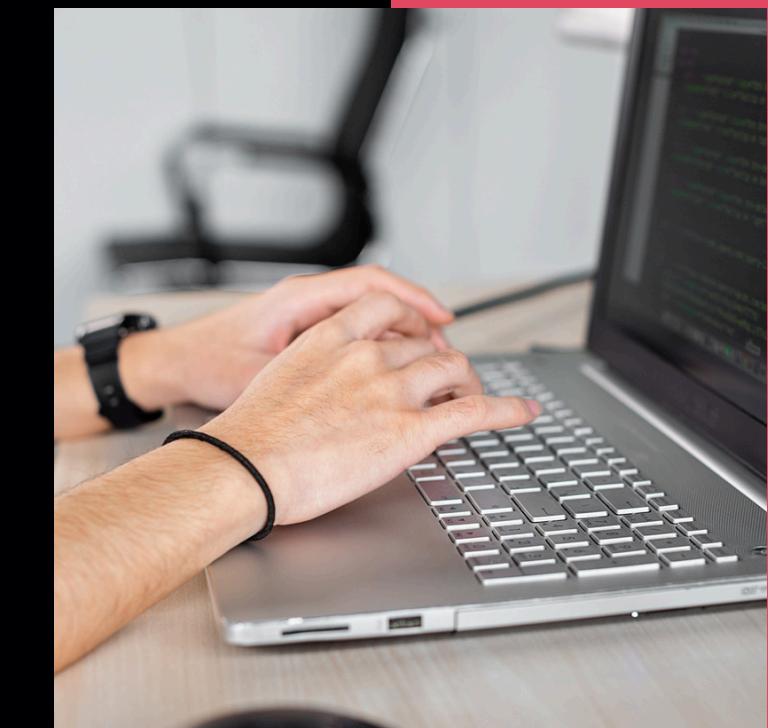
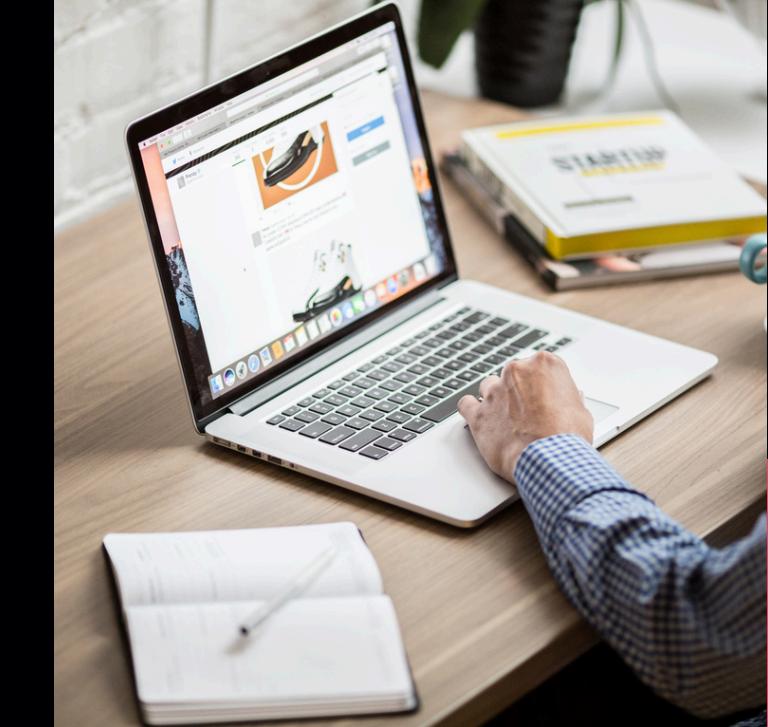
USB Flash drives

# AD-HOC REQUESTS

**01** Queried results

**02** Visualizations

**03** Insights



# REQUEST 1

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

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



## Insights:

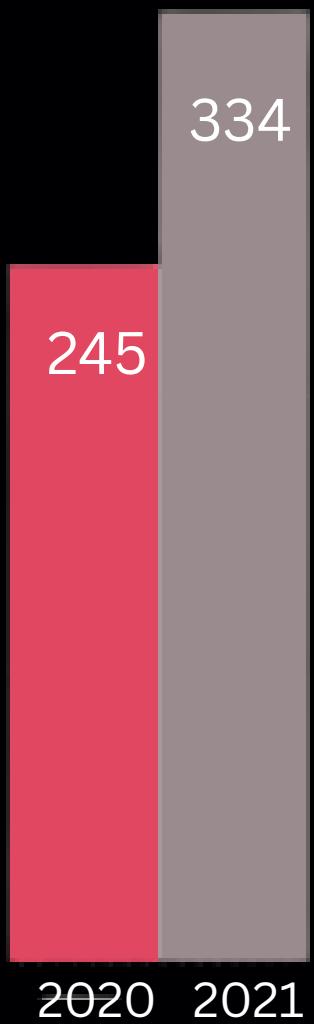
AtliQ Exclusive operates across in eight markets in the APAC region India, Indonesia, Japan, Phillipines, South korea, Australia, Newzealand and Bangladesh.

# REQUEST 2

What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields.

Unique\_product 2020, Unique\_product 2021, Percentage\_chg

	unique_product_code_2020	unique_product_code_2021	percentage_chg
▶	245	334	36.33



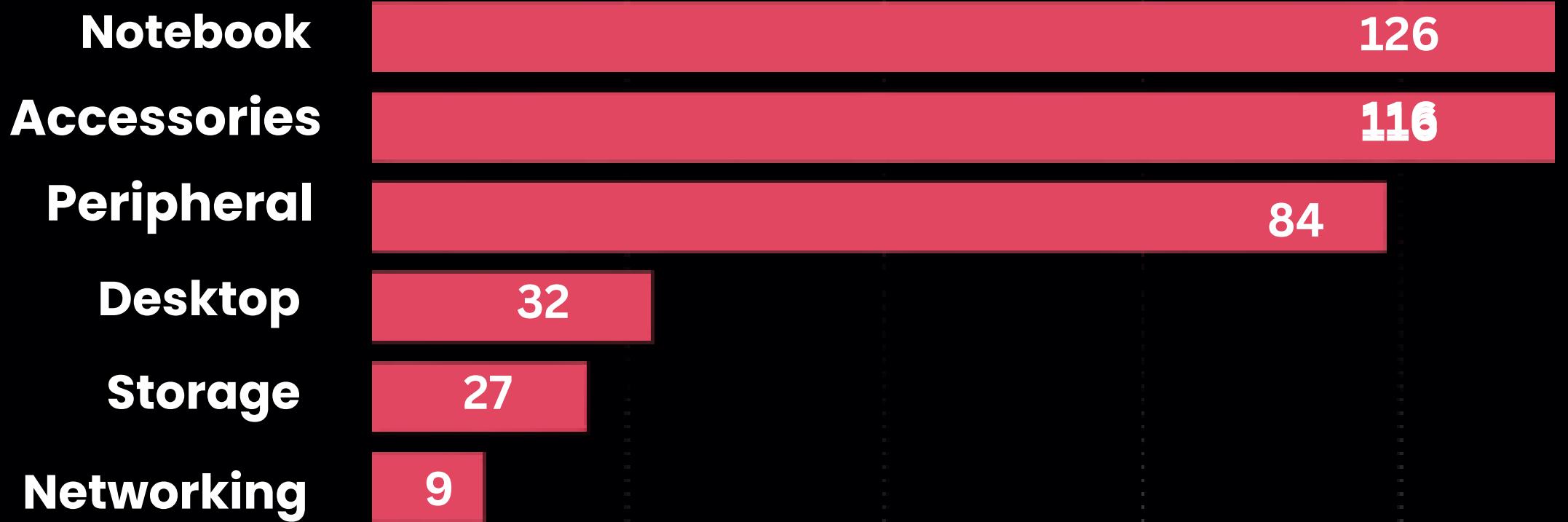
## Insights:

In FY 2021, our product count rose from 245 to 334, marking a 36% increase compared to FY 2020.

# 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



## Insights:

Networking, accessories, and peripherals dominate production at 83%, while desktop storage and notebooks lag behind.

# REQUEST 4

Which segment hold the most increase in unique products in 2021 Vs 2020. The final output contains these fields- segment, product\_counts\_2020 , products\_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

segment	2020	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 ↑

## Insights:

Accessories led the growth with 34 more unique products than 2020. Notebook and Peripherals also saw decent jumps – 16 each. The rest grew too, but not by much.

# REQUEST 5

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

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



204\$

AQ Home  
Allin1 Gen 2

0.8\$

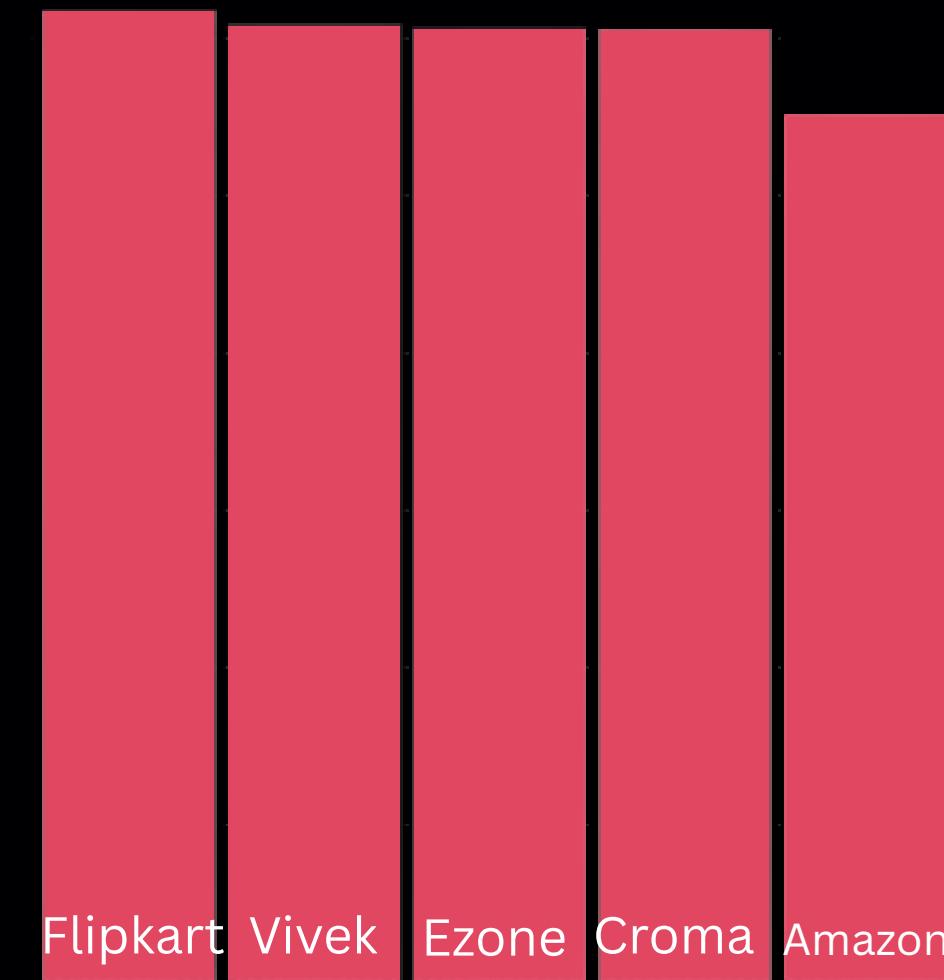
AQ Master wired  
X1 MS



# 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, Avg\_invoice

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



## Insights:

Top 5 customers in the Indian market receiving the highest average pre-invoice discount in FY 2021: Flipkart (30.83%), Vivek (30.38%), Ezone (30.28%), Amazon, and Croma.

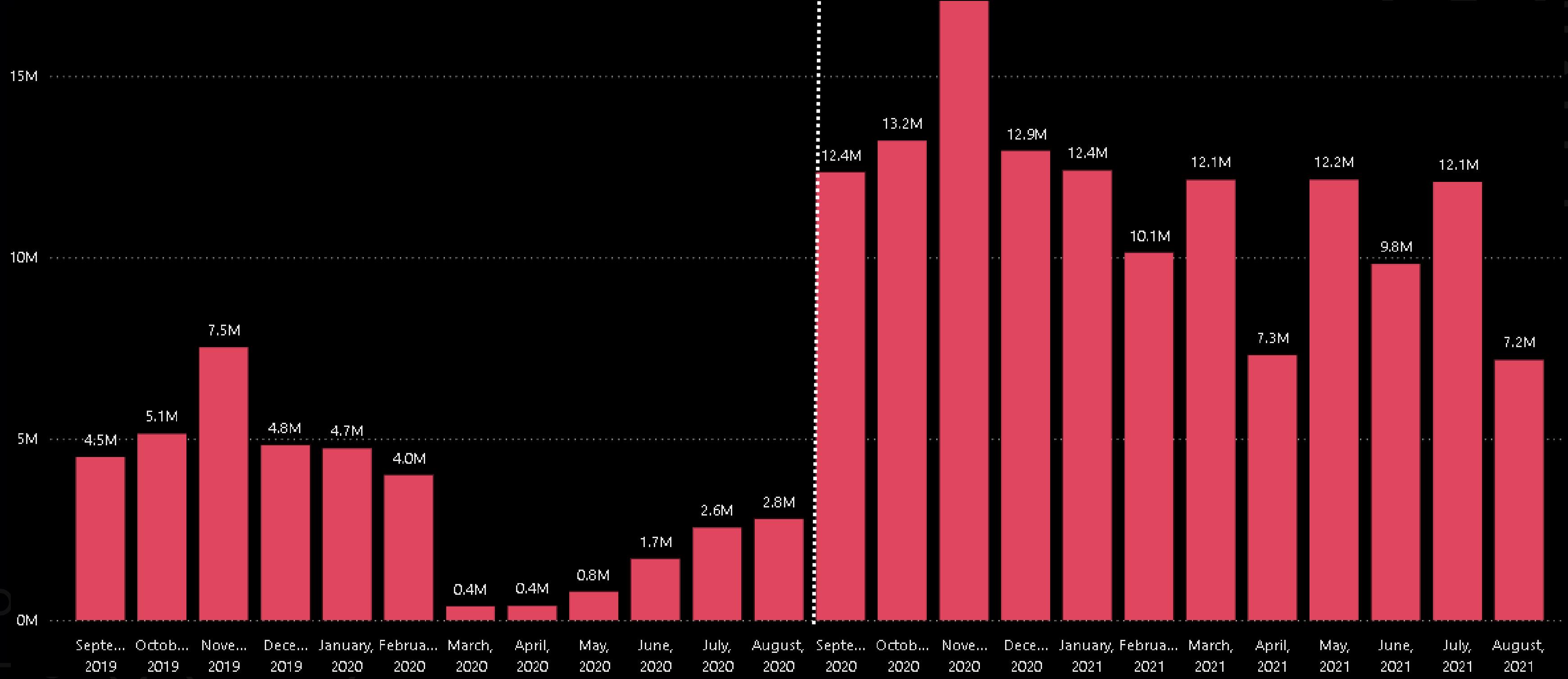
## REQUEST 7

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_name	year_	gross_sales_amount
	September	2019	4.50
	October	2019	5.14
	November	2019	7.52
	December	2019	4.83
	January	2020	4.74
	February	2020	4.00
	March	2020	0.38
	April	2020	0.40
	May	2020	0.78
	June	2020	1.70
	July	2020	2.55
	August	2020	2.79

September	2020	12.35
October	2020	13.22
November	2020	20.46
December	2020	12.94
January	2021	12.40
February	2021	10.13
March	2021	12.14
April	2021	7.31
May	2021	12.15
June	2021	9.82
July	2021	12.09
August	2021	7.18



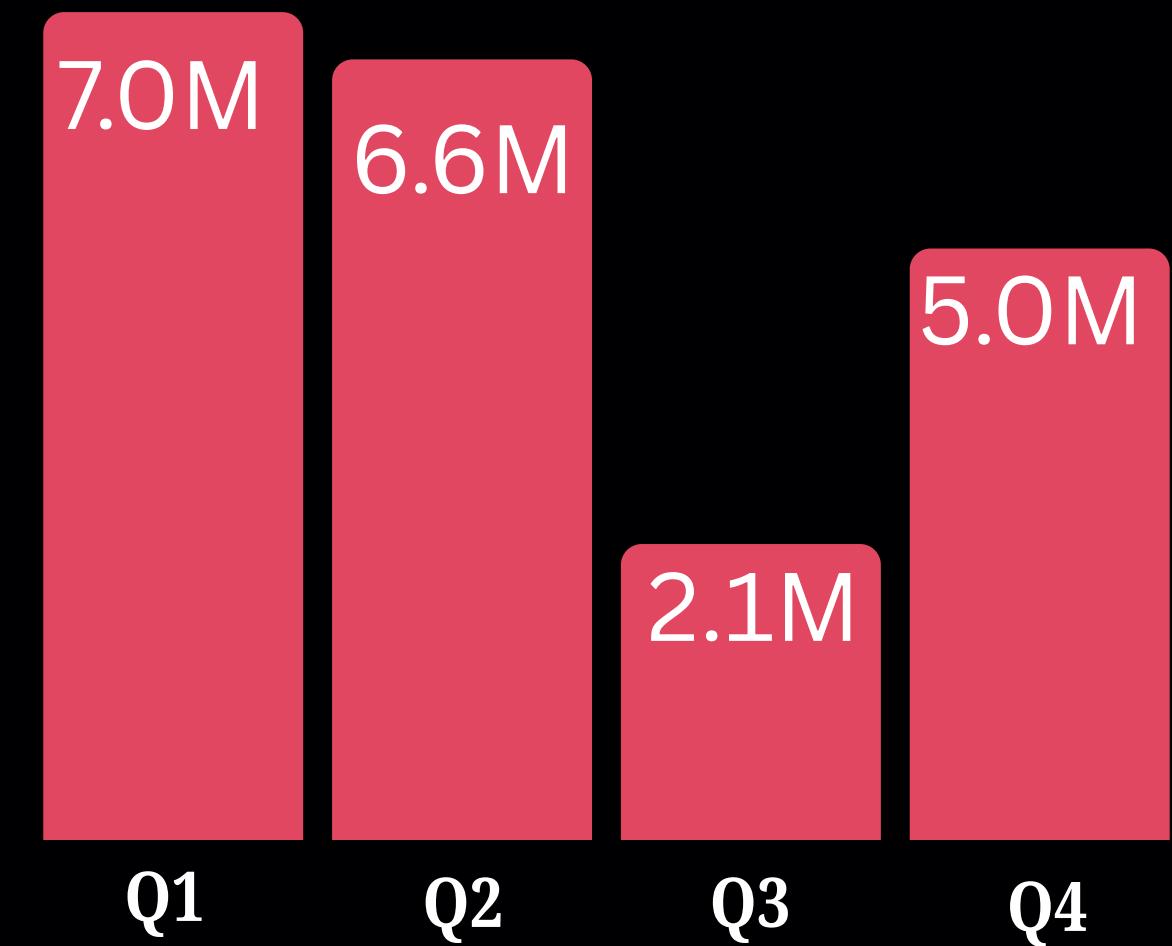
## Insights:

AtliQ Exclusive dipped to 0.4M in Mar '20 due to COVID. Peaked at 20.5M in Nov '20, with strong recovery Sep-Dec '20 (12.4M-20.5M). 2021 remained stable between 7.2M-12.2M.

# REQUEST 8

In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the Quarters ,total\_sold\_quantity

Quarter	total_sold_quantity_in_millions
1	7.01
2	6.65
3	2.08
4	5.04



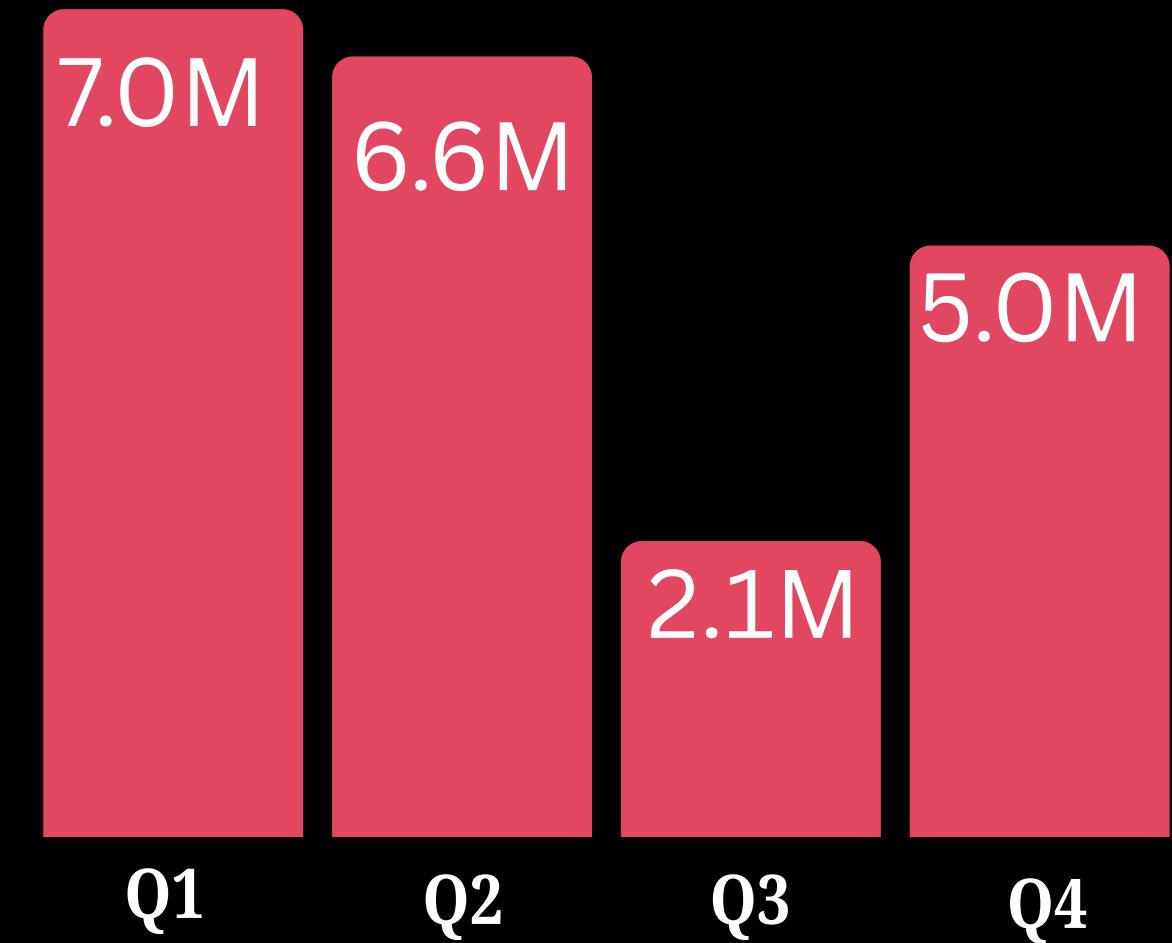
## Insights:

Sales dropped sharply in Q3 (2.1M), likely due to disruptions caused by COVID-19. A moderate recovery followed in Q4 (5M) as demand started to pick up again.

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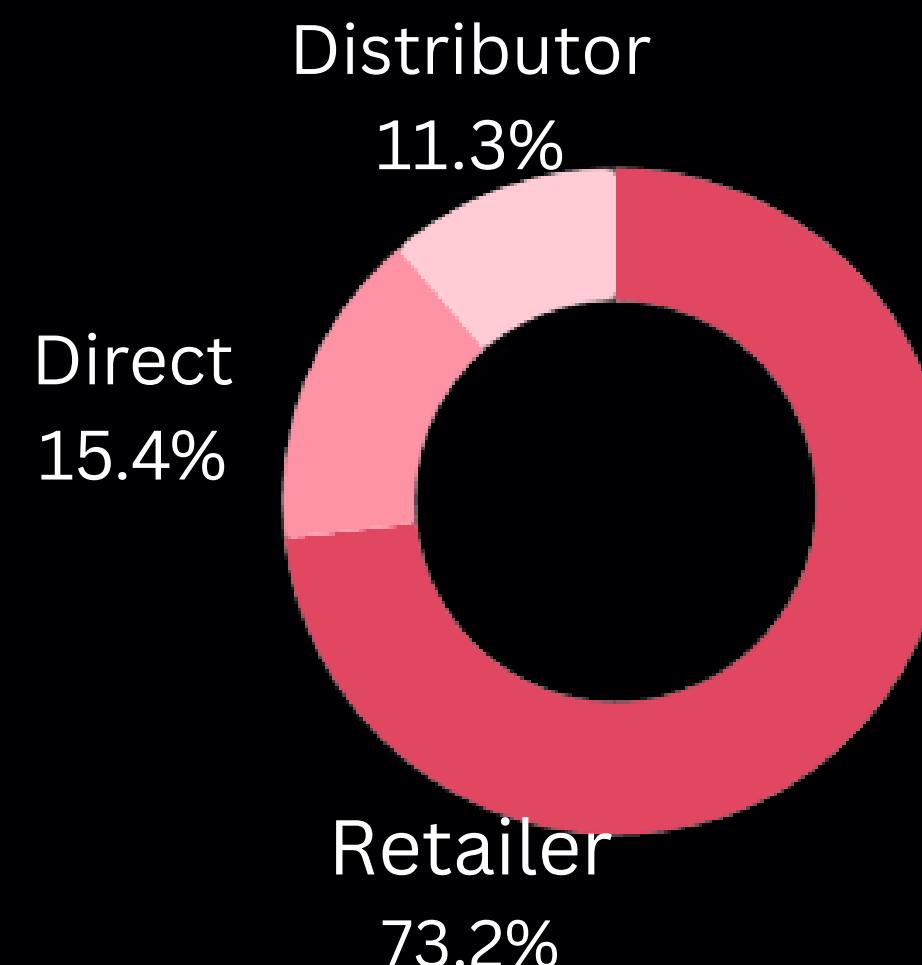
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# REQUEST 9

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

Channel, Gross\_sales\_mln, Percentage

	channel	gross_sales_mln	percentage
▶	Retailer	1924170397.9096	73.22
	Direct	406686873.9033	15.47
	Distributor	297175879.7188	11.31



## Insights:

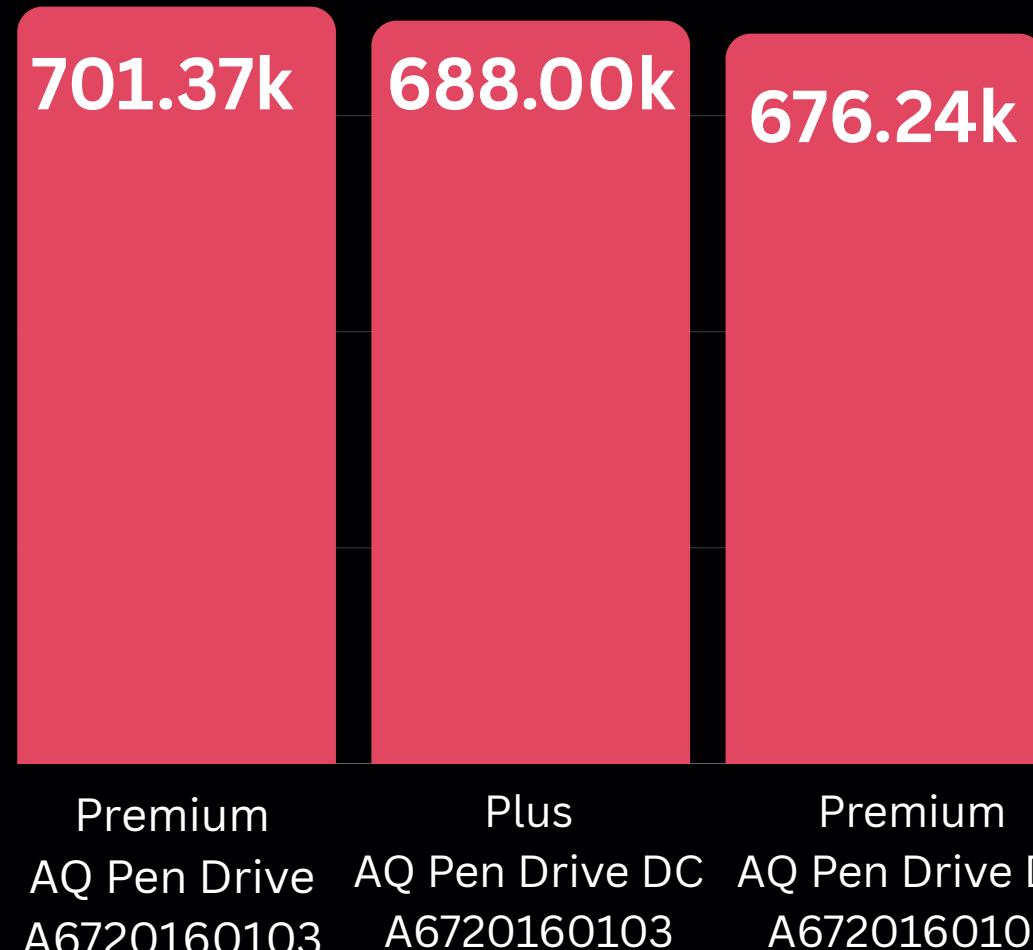
Top 5 customers in the Indian market receiving the highest average pre-invoice discount in FY 2021: Flipkart (30.83%), Ezone (30.28%), Amazon (29.33%), Vivek, and Croma.

# REQUEST 10

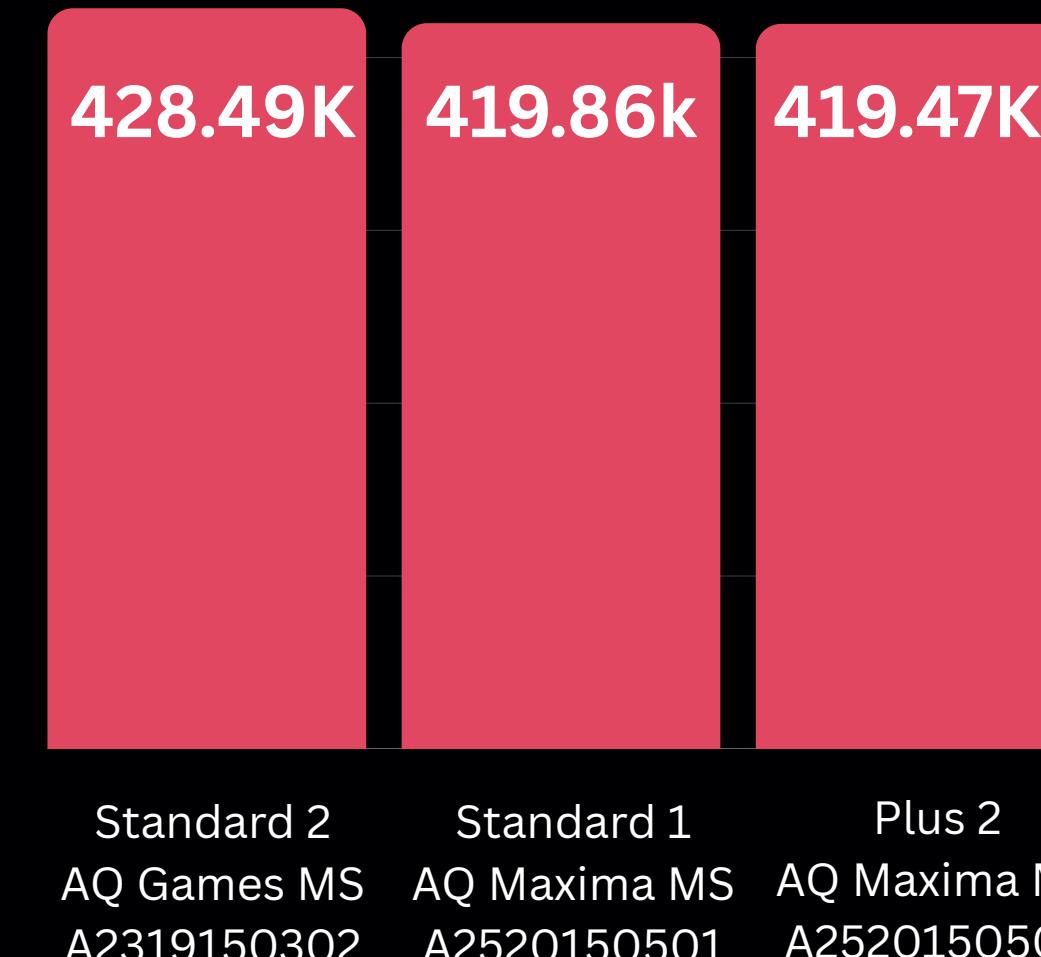
Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?  
The final output contains these fields:  
division, product\_code , product, total\_sold\_qty, rank

division	product_code	product_variant	total_sold_quantity	rnk
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

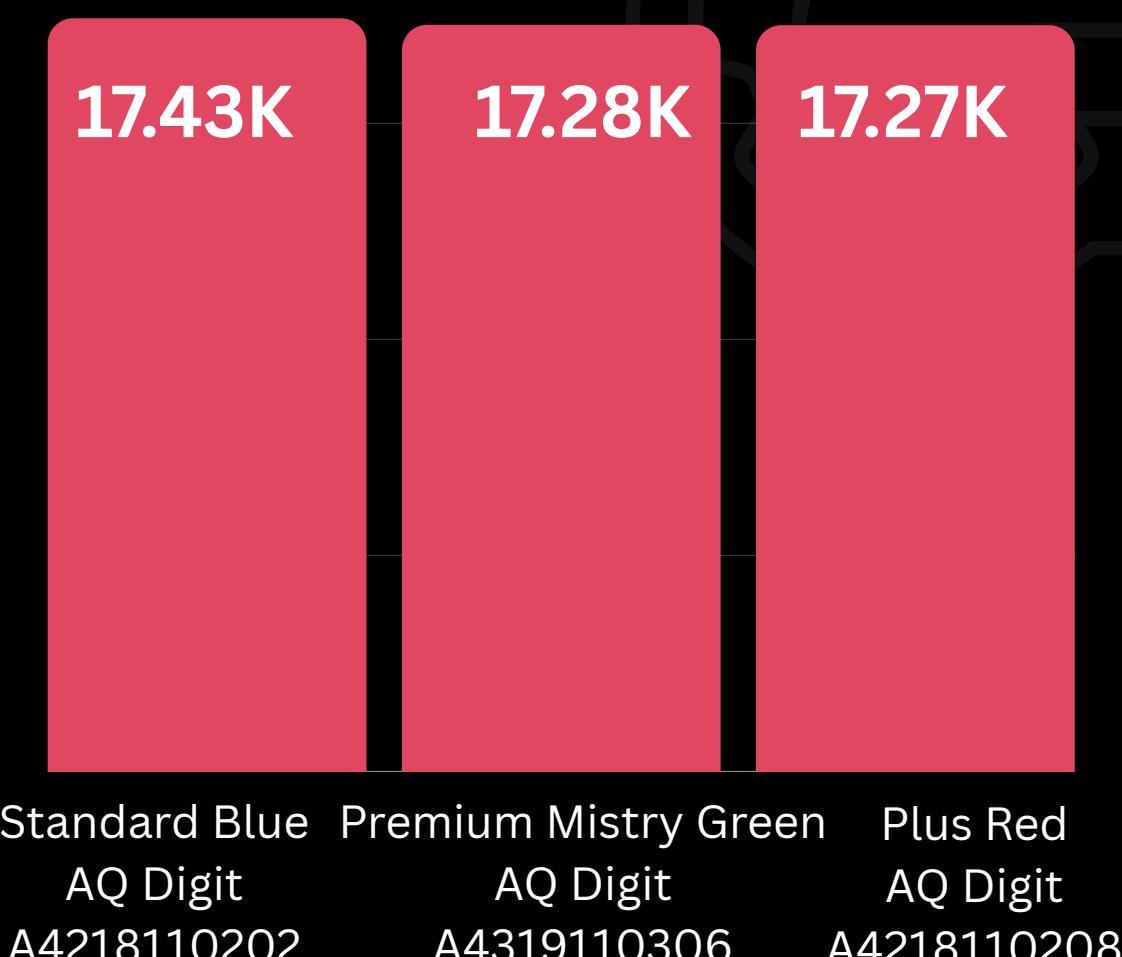
## Divison: N & S



## Division: P & A



## Division: PC



## Insights:

- N & S Division: Pen drives dominate the top three spots, indicating strong demand for storage devices.
- P & A Division: AQ Maxima Ms appears twice in the top three, reflecting consistent sales across its variants.
- PC Division: Lower overall sales, but AQ Digit secures two spots, suggesting potential for targeted promotions.

# THANK YOU

