

Data Infused Business Acumen

By:K.A.S.Sreeja



Contents

- **Introducing AtliQ**
- **Problem Statement**
- **The Reports**
- **Conclusion**

Introducing AtliQ

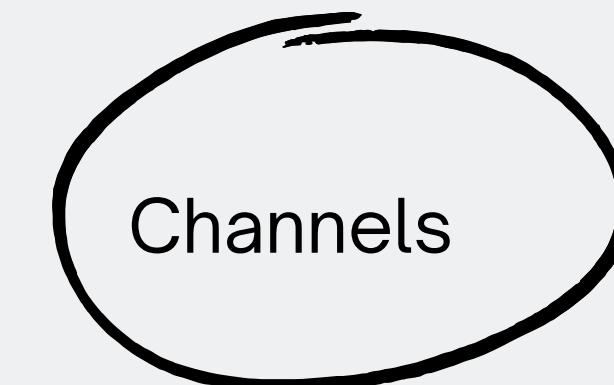
- Atliq operates as a hardware provider, offering a range of products including PCs, mice, printers, and more.
- Their customer base spans various regions such as APAC, LATAM, NA, and EU.
- The company manufactures these hardware items, distributing them through different channels like brick-and-mortar retailers (such as Croma) and e-commerce platforms (like Flipkart).
- These products ultimately reach end consumers, adding value to people's lives.



AtliQ Business Model

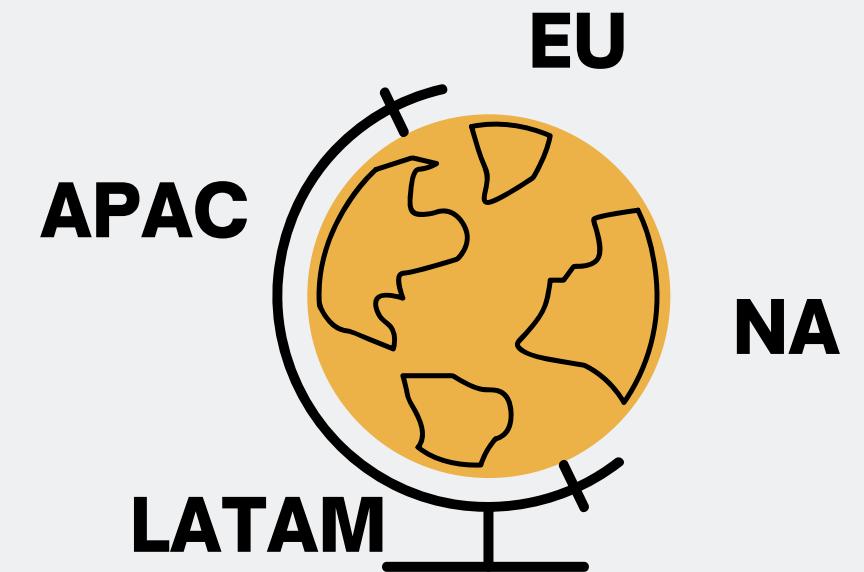
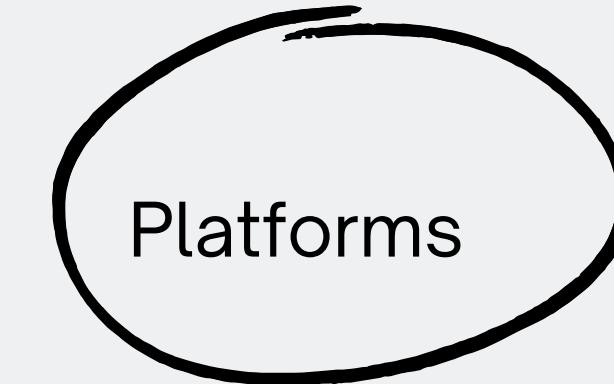
- Retailer
- Direct
- Distributor

{}



- Brick and Mortar
- E-commerce

{}



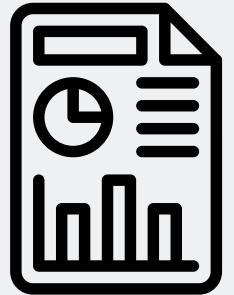
AtliQ Products



Problem Statement



- In 2007, a global recession disrupted markets and dashed Bruce Haryali's dream of becoming a stock market "wolf." Undeterred, he ventured into computer peripherals.
- He pioneered indigenous manufacturing, founding Atliq Hardware. Excel files strained as sales grew.
- In 2018, an Excel crash prompted Bruce to adopt a MySQL database, aided by data experts and analysts Tony Sharma and Peter Pandey.
- Together, they harness data's potential to make Atliq an informed, data-driven company.



The Reports

Financial Analytics

As a part of the meeting , firstly Wanda Mishra wanted a gross sales report and yearly sales report and also we are going to generate a market badge

Sales Analytics

And as part of Sales Analytics we are going to generate top customers, top products and top markets reports

Net Sales at market/region level

Moving forward, we are going to generate Net Sales report at global market share % and also region wise

Finance Analytics

Croma India product wise sales report for fiscal year 2021

[Attach](#) [Add a child issue](#) [Link issue](#) [...](#)

Description

Normal text [B](#) [I](#) ... [A](#) [List](#) [Image](#) [Link](#) [Email](#) [At](#) [Field](#) [Form](#) [Code](#) [Info](#) [Plus](#)

As a product owner, I want to generate a report of individual product sales (aggregated on a monthly basis at the product code level) for Croma India customer for FY=2021 so that I can track individual product sales and run further product analytics on it in excel.

The report should have the following fields,

1. Month
2. Product Name
3. Variant
4. Sold Quantity
5. Gross Price Per Item
6. Gross Price Total



Individual product sales



```
1 # we need to create a report of individual product sales (aggregated on monthly basis at product code level) for FY=2021 for croma store
2 #Report should consist of
3 -- Month
4 -- Product Name
5 -- variant
6 -- Sold Quantity
7 -- Gross Price per item
8 -- Gross price total
9 • select * from dim_customer where customer like "%croma%" and market="India";
10 • select s.date,s.product_code,p.product,p.variant,s.sold_quantity,g.gross_price,round((gross_price* sold_quantity),2) as gross_price_total
11   from fact_sales_monthly s
12   join dim_product p
13   on s.product_code=p.product_code
14   join fact_gross_price g
15   on s.product_code=g.product_code and
16   g.fiscal_year=get_fiscal_year(date)
17   where customer_code=90002002 and get_fiscal_year(date)=2021
18   order by date asc;
```

Result Grid						
date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
2020-09-01	A0118150101	AQ Dracula HDD – 3.5 Inch SATA 6 G...	Standard	202	19.0573	3849.57
2020-09-01	A4419110403	AQ Elite	Standard Red	16	288.0503	4608.80
2020-09-01	A2720150701	AQ Trigger Ms	Standard 1	822	17.0917	14049.38
2020-09-01	A4218110204	AQ Digit	Plus Grey	27	232.1038	6266.80

Finance Analytics

Monthly Sales Report



Board

DEVELOPMENT

- Code
- Project pages
- Add shortcut
- Project settings

TO DO 6 ISSUES

Croma India product wise sales report for fiscal year 2021

FINANCIAL ANALYTICS

AFA-5

Gross monthly total sales report for Croma

FINANCIAL ANALYTICS

AFA-6

New tables for operational expenses

FINANCIAL ANALYTICS

AFA-8

```
1  #Monthly Sales Report
2 • select date,round((gross_price*sold_quantity),2) as monthly_sales from fact_sales_monthly s
3  join fact_gross_price g
4  on
5  g.product_code=s.product_code and
6  g.fiscal_year=get_fiscal_year(s.date)
7  where customer_code=90002002
8  group by s.date
9  order by s.date asc;
```

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

date	monthly_sales
2017-09-01	615.81
2017-10-01	1093.06
2017-12-01	2016.77
2018-01-01	477.25
2018-02-01	246.32
2018-04-01	138.56
2018-05-01	600.41
2018-06-01	600.41
2018-08-01	646.60
2018-09-01	1602.75
2018-10-01	2194.76
2018-12-01	707.52
2019-01-01	1501.68
2019-02-01	952.99

Result 1 x

Finance Analytics

Yearly Sales Report



Board

DEVELOPMENT

- Code
- Project pages
- Add shortcut
- Project settings

TO DO 6 ISSUES

- Croma India product wise sales report for fiscal year 2021
FINANCIAL ANALYTICS
 AFA-5
- Gross monthly total sales report for Croma
FINANCIAL ANALYTICS
 AFA-6
- New tables for operational expenses
FINANCIAL ANALYTICS
 AFA-8

IN PROGRESS MAX: 5

+ Create issue

DONE ✓

```
1 #Yearly Sales Report
2 • select get_fiscal_year(date) as fiscal_year,round((gross_price*sold_quantity),2) as yearly_sales from fact_sales_monthly s
3 join fact_gross_price g
4 on
5 g.product_code=s.product_code and
6 g.fiscal_year=get_fiscal_year(s.date)
7 where customer_code=90002002
8 group by get_fiscal_year(s.date)
9 order by s.date asc;
```

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

fiscal_year	yearly_sales
2018	615.81
2019	1602.75
2020	2451.08
2021	3849.57
2022	22624.46

Finance Analytics

Market Badge 

Stored proc for market badge

[Attach](#)[Add a child issue](#)[Link issue](#)

▼

...

Description

Create a stored proc that can determine the market badge based on the following logic,

If **total sold quantity > 5 million** that market is considered **Gold** else it is **Silver**

My input will be,

- market
- fiscal year

Output

- market badge

```
1 • CREATE DEFINER=`root`@`localhost` PROCEDURE `market_badge`(
2   in in_market varchar(45),
3   in i_fiscal_year year,
4   out out_badge varchar(45))
5 BEGIN
6   declare qty int ;
7   if in_market="" then
8     set in_market="India";
9   end if;
10  select sum(s.sold_quantity) into qty from fact_sales_monthly s
11  join dim_customer c
12  on
13  s.customer_code=c.customer_code
14  where get_fiscal_year(s.date)=i_fiscal_year and c.market=in_market
15  group by c.market;
16  if qty>5000000 then
17    set out_badge="gold";
18  else
19    set out_badge="silver";
20  end if;
21 END
```

Top Markets



Description

As a product owner, I want a report for top markets, products, customers by net sales for a given financial year so that I can have a holistic view of our financial performance and can take appropriate actions to address any potential issues.

We will probably write stored proc for this as we will need this report going forward as well.

1. Report for top markets,

Rank	Market	Net Sales (in millions)
1	India	210.67
2	USA	132.05
3	South Korea	64.01

Sales Analytics

```
CREATE DEFINER=`root`@`localhost` PROCEDURE `top_markets_proc`(
    in_fiscal_year int,
    toplimit int)
BEGIN
    select market, round(sum(net_sales)/1000000,2) as net_sales_mln
    from net_sales
    where fiscal_year=in_fiscal_year
    group by market
    order by net_sales_mln
    limit toplimit;
END
```

Top Products



1. Report for **top markets**,

Rank	Market	Net Sales (in millions)
1	India	210.67
2	USA	132.05
3	South Korea	64.01

2. Report for **top products**,

Rank	Product	Net Sales
1	AQ BZ Allin1	33.75
2	AQ Qwerty	27.84

Sales Analytics

DDL:

```
CREATE DEFINER=`root`@`localhost` PROCEDURE `top_prod_proc`(
    in_fy int,
    toplimit int)
BEGIN
    select product, round(sum(net_sales)/1000000,2) as net_sales_mln
    from net_sales
    where fiscal_year=in_fy
    group by product
    order by net_sales_mln
    limit toplimit;
END
```

Top Customers



Rank	Product	Net Sales
1	AQ BZ Allin1	33.75
2	AQ Qwerty	27.84

3. Report for top customers

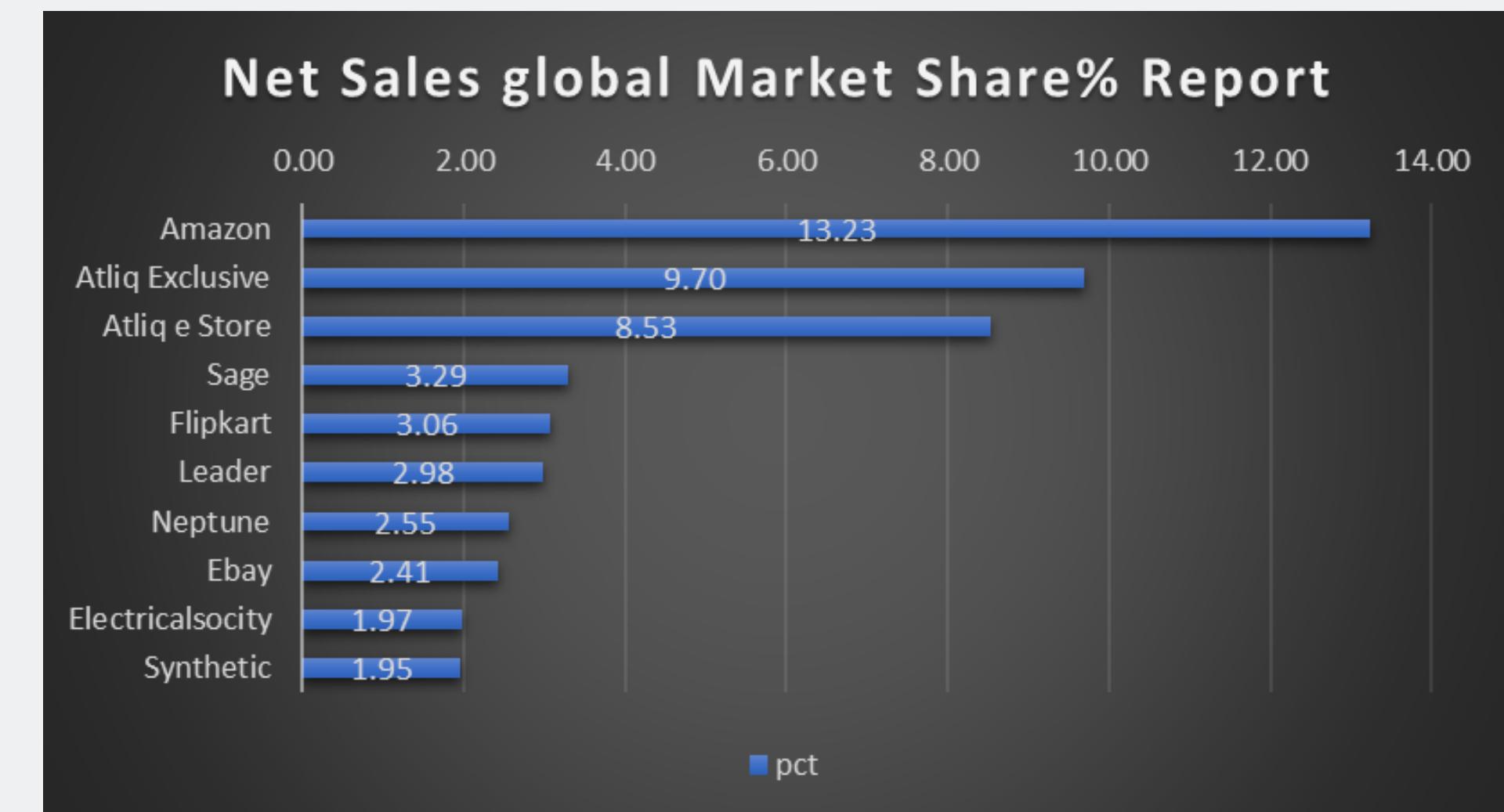
Rank	Customer	Net Sales
1	Amazon	19.03
2	AtliQ Exclusive	79.92

Sales Analytics

```
1 • Ⓜ CREATE DEFINER=`root`@`localhost` PROCEDURE `top_customers_proc`(
2     in_fy int,
3     in_market varchar(45),
4     toplimit int)
5 Ⓜ BEGIN
6     select customer, round(sum(net_sales)/1000000,2) as net_sales_mln
7     from net_sales n
8     join
9     dim_customer c
10    on c.customer_code=n.customer_code
11    where fiscal_year=in_fy and n.market=in_market
12    group by c.customer
13    order by net_sales_mln
14    limit toplimit;
15 END
```

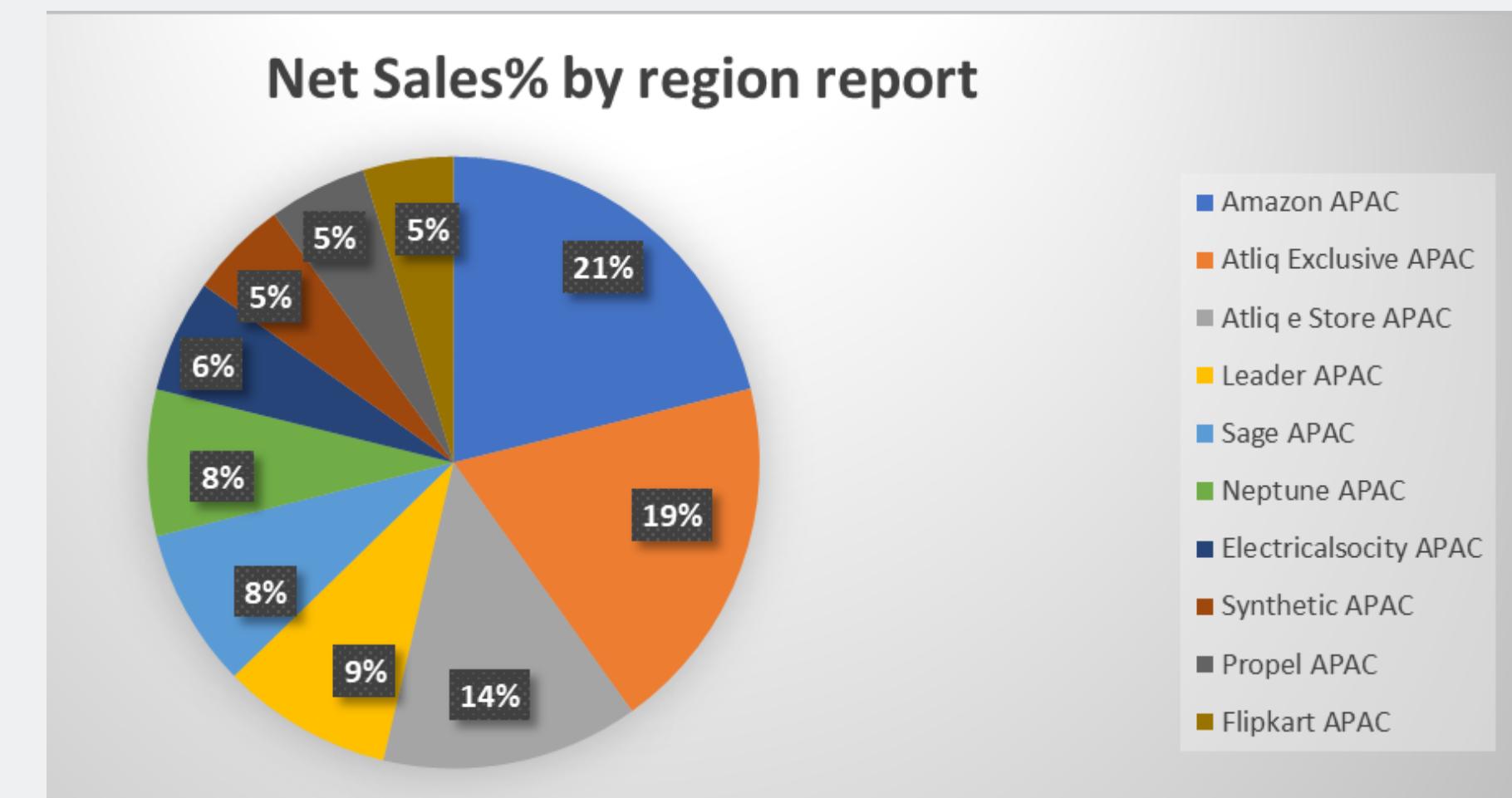
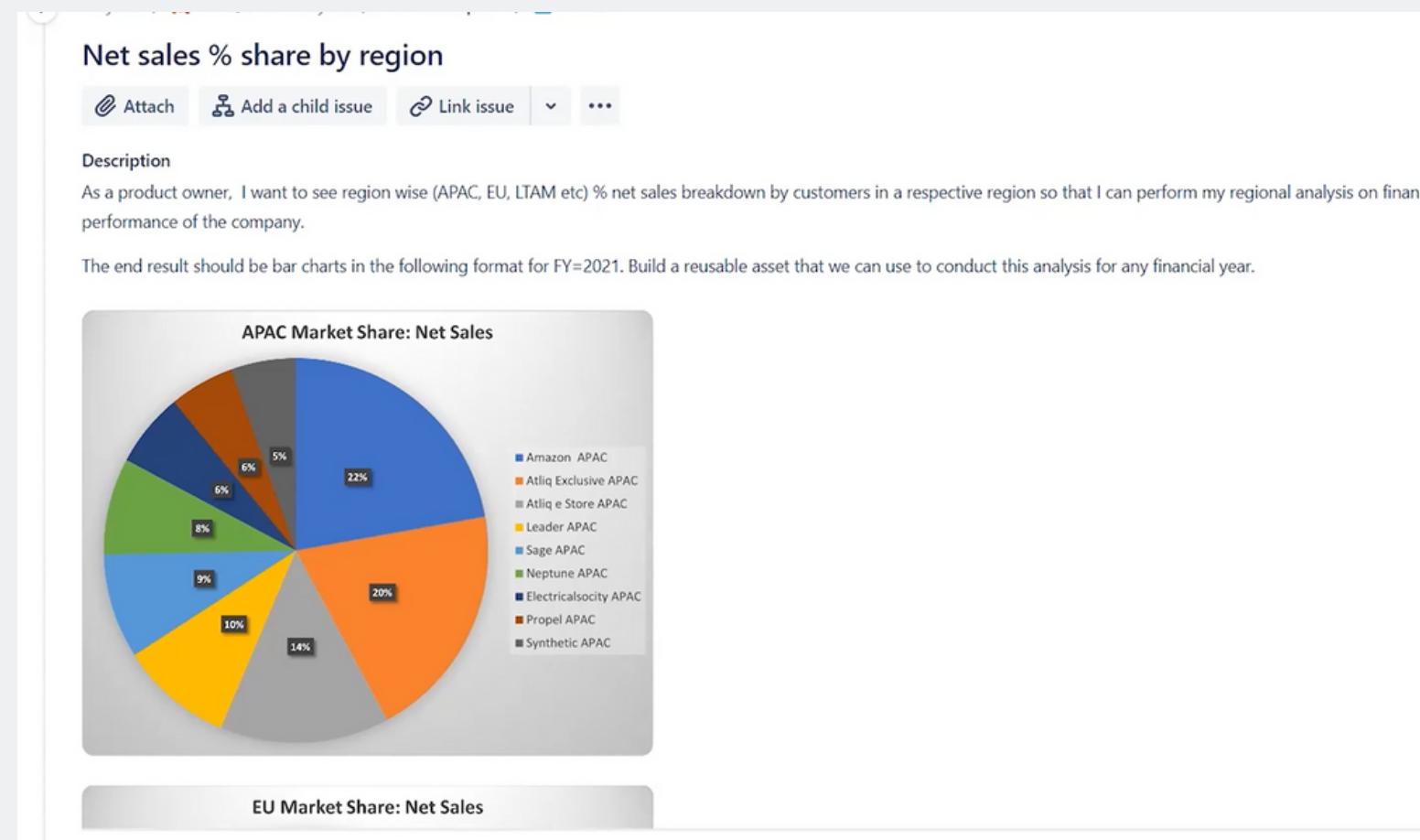
Net Sales Reports

Net Sales Global Market Share % report



Net Sales Reports

Net Sales % by region report





AtliQ SQL

Contents

Introduction

Problem Statement

the Reports

Net Sales
Reports

Conclusion

X +

← → Q AtliQ/SQL Project/Contents/Conclusion

Conclusion

- With data as their guiding light, Bruce, Tony Sharma, and Peter Pandey are transforming Atliq into a data-driven powerhouse.
- As they embrace MySQL, the robust database solution, over Excel's limitations, they're poised to unlock insights, streamline operations, and propel Atliq to new heights.
- Through their unwavering commitment, data is no longer a challenge but a catalyst for success

[AtliQ SQL](#)[Contents](#)[Introduction](#)[Problem Statement](#)[the Reports](#)[Net Sales
Reports](#)[Conclusion](#)[Thank You](#)

← → Q AtliQ/SQL Project/Thank You

*Thank
you*