AtliQ SQL

AtliQ/SQL Project

Data Infused Business Acumen

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AtliQ SQL Contents

AtliQ/SQL Project/Contents

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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.

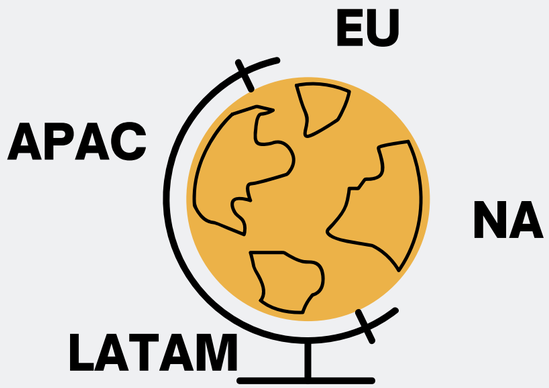
AtliQ Business Model

- Retailer
- Direct
- Distributor

Channels

- Brick and Mortar
- E-commerce

Platforms



AtliQ Products

Divisions

- **PC** → Business Laptop, Gaming Laptop
  Personal Laptop,Personal Desktop
- **N&A** → **USB Flash Drivers, Wi Fi Extender**
  External Solid State Drivers
- **P&A** → Batteries , Graphics Card, Internal HDD
  Keyboard, Motherboard, Mouse, Processors

N & A – Networking & Storage
P & A – Peripherals & Accessories
PC – Personal Computer

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 to p 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

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

```
# we need to create  a report of infdividual product sales (aggregated on monthly basis at product code level) for FY=2021 for croma store
#Report should consist of
-- Month
-- Product Name
-- variant
-- Sold Quantity
-- Gross Price per item
-- Gross price total
select * from dim_customer where customer like "%croma%" and market="India";
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
 from fact_sales_monthly s
join dim_product p
on s.product_code=p.product_code
join fact_gross_price g
on s.product_code=g.product_code and
g.fiscal_year=get_fiscal_year(date)
where customer_code=90002002 and get_fiscal_year(date)=2021
order by date asc;
```

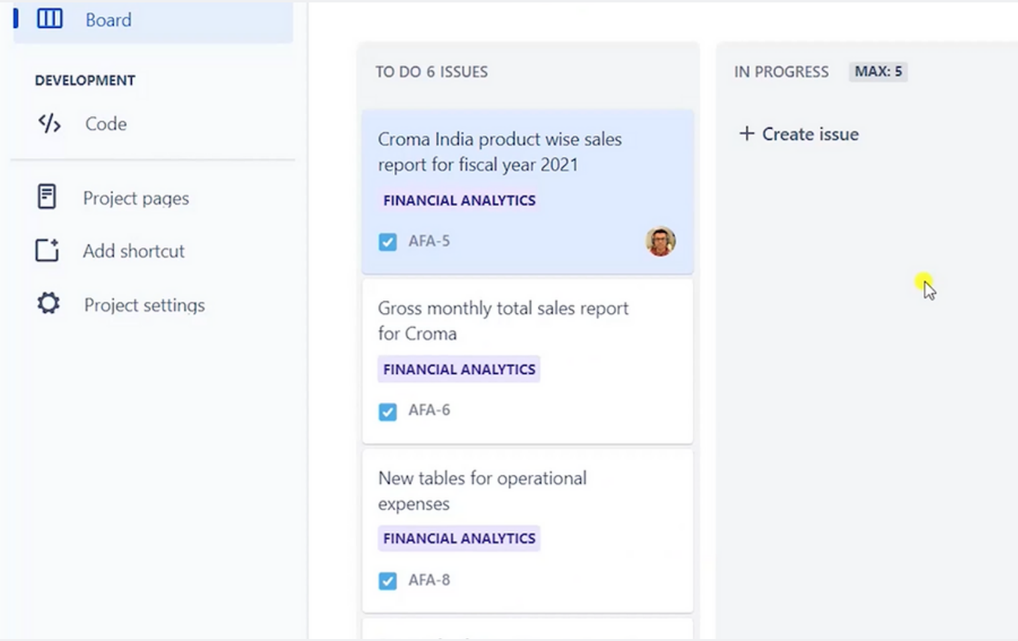
Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

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

Result 3

Finance Analytics

Monthly Sales Report



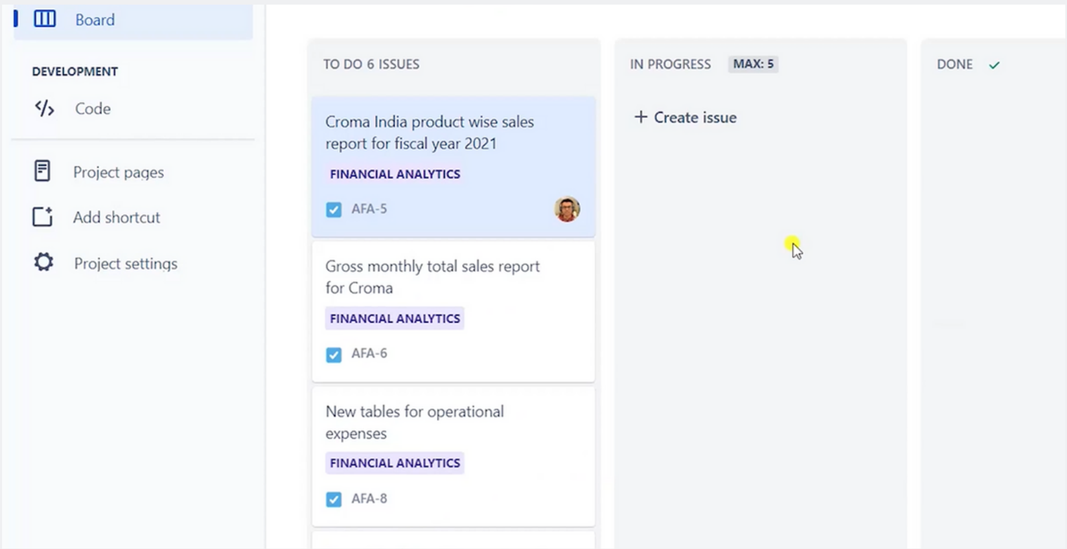

```sql
#Monthly Sales Report
select date,round((gross_price*sold_quantity),2) as monthly_sales from fact_sales_monthly s
join fact_gross_price g
on
g.product_code=s.product_code and
g.fiscal_year=get_fiscal_year(s.date)
where customer_code=90002002
group by s.date
order by s.date asc;
```

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

Finance Analytics



Yearly Sales Report

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

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

fiscal_year	yearly_sales
2018	615.81
2018	1093.06
2018	2016.77
2018	477.25
2018	246.32
2018	138.56
2018	600.41
2018	600.41
2018	646.60
2019	1602.75
2019	2194.76
2019	707.52
2019	1501.68
2019	952.99

Finance Analytics

Market Badge

Stored proc for market badge

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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

```mysql
CREATE DEFINER=`root`@`localhost` PROCEDURE `market_badge`(
in in_market varchar(45),
in i_fiscal_year year,
out out_badge varchar(45))
BEGIN
declare qty int ;
if in_market="" then
set in_market="India";
end if;
select sum(s.sold_quantity) into qty from fact_sales_monthly s
join dim_customer c
on
s.customer_code=c.customer_code
where get_fiscal_year(s.date)=i_fiscal_year and c.market=in_market
group by c.market;
if qty>5000000 then
set out_badge="gold";
else
set out_badge="silver";
end if;
```

Sales Analytics

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

```
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
```

Sales Analytics

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

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
```

Sales Analytics

Top Customers

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

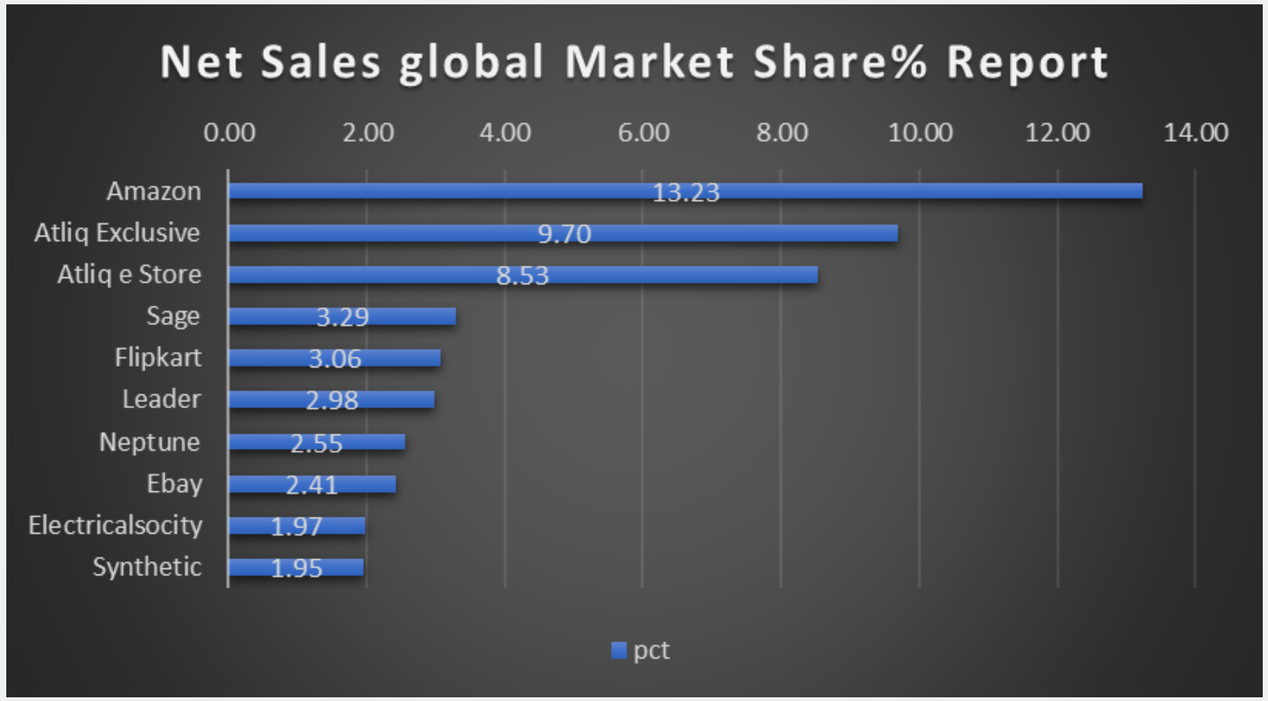
3. Report for **top customers**

Rank	Customer	Net Sales
1	Amazon	119.03
2	AtliQ Exclusive	79.92

```mysql
CREATE DEFINER=`root`@`localhost` PROCEDURE `top_customers_proc`(
in_fy int,
in_market varchar(45),
toplimit int)
BEGIN
select customer, round(sum(net_sales)/1000000,2) as net_sales_mln
 from net_sales n
 join
 dim_customer c
 on c.customer_code=n.customer_code
 where fiscal_year=in_fy and n.market=in_market
 group by c.customer
 order by net_sales_mln
 limit toplimit;
END
```

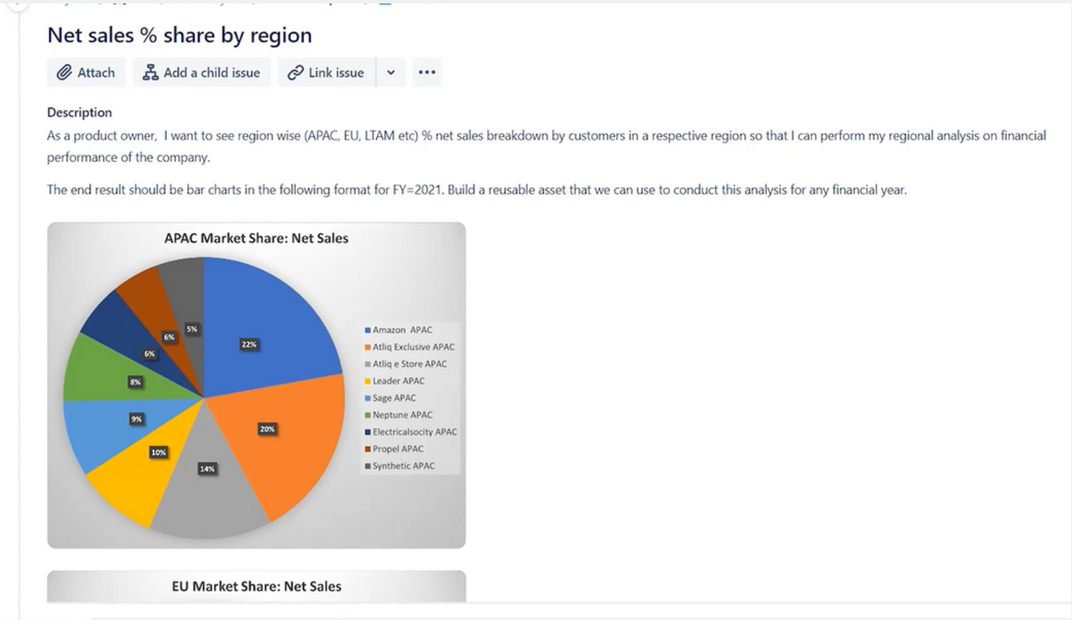
Net Sales Reports

Net Sales Global Market Share % report



Net Sales Reports

Net Sales % by region report



Net sales % share by region

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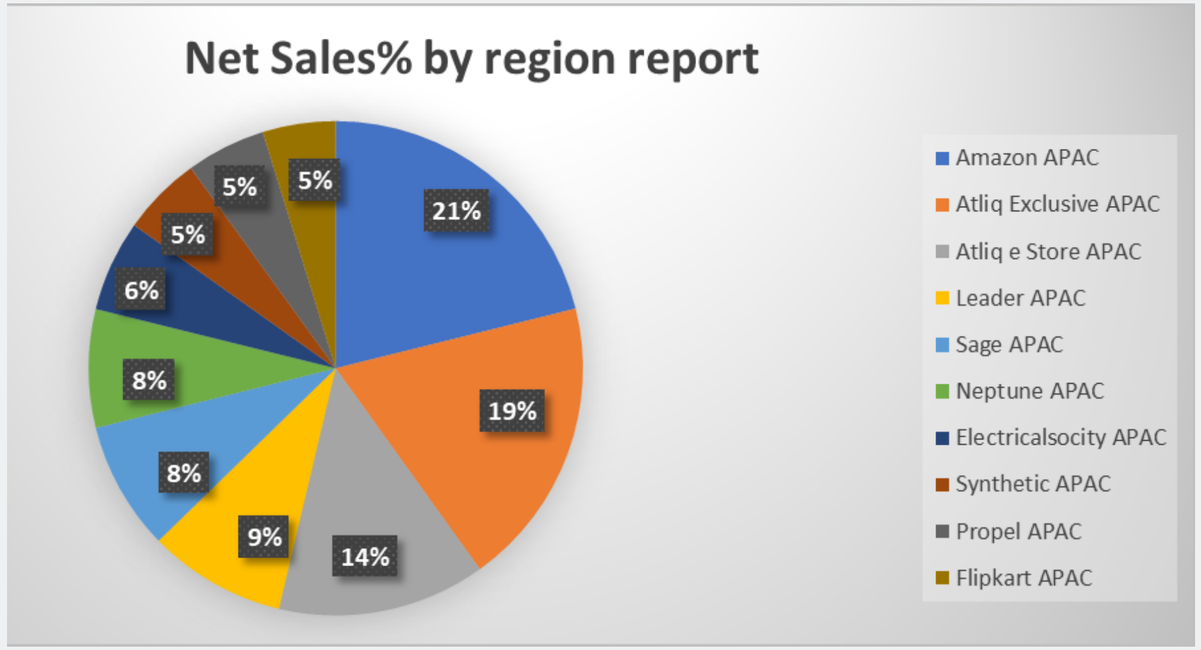
Description

As a product owner, I want to see region wise (APAC, EU, LTAM etc) % net sales breakdown by customers in a respective region so that I can perform my regional analysis on financial performance of the company.

The end result should be bar charts in the following format for FY=2021. Build a reusable asset that we can use to conduct this analysis for any financial year.



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

Thank You