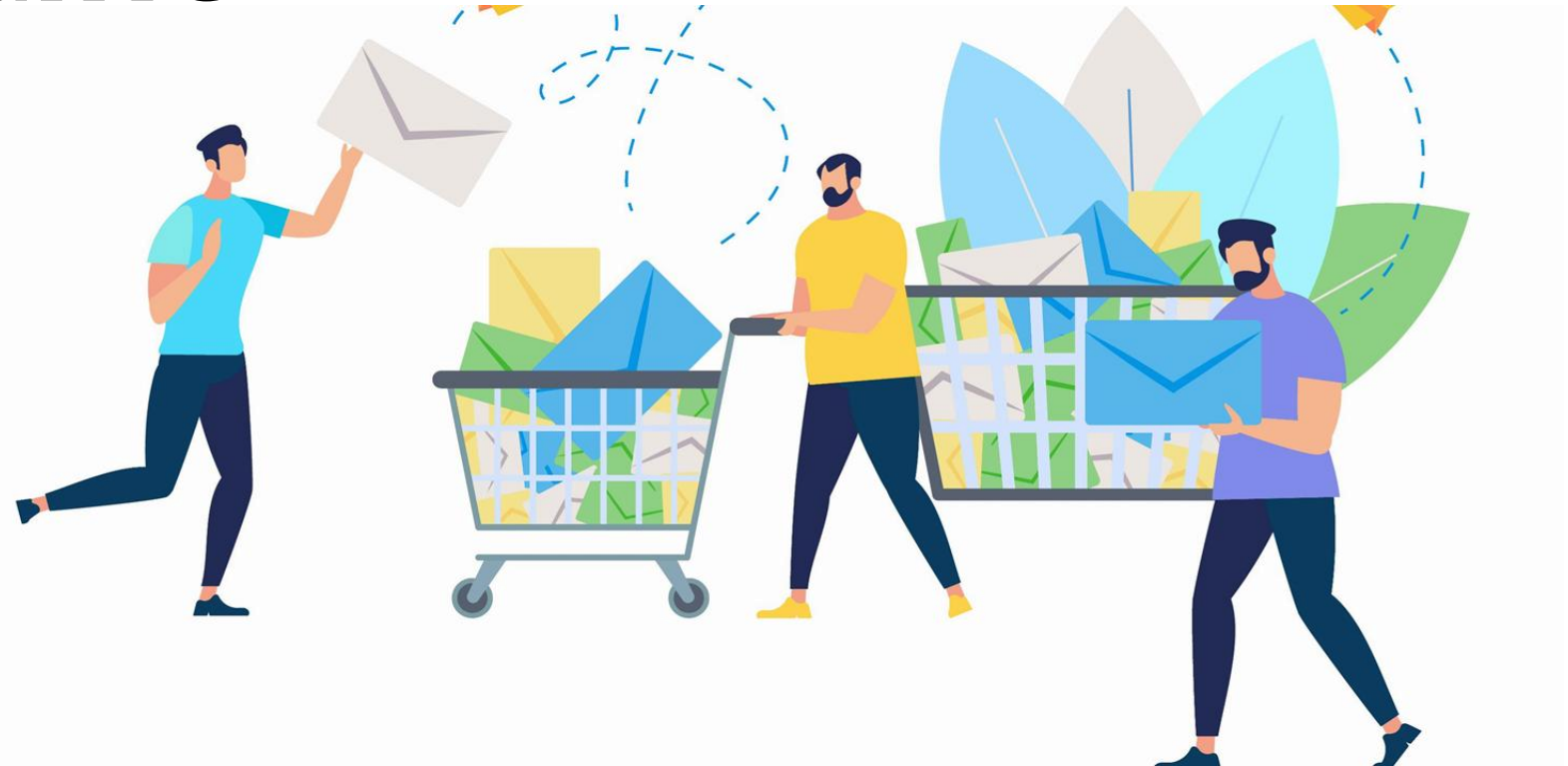


CONSUMER GOODS AD-HOC INSIGHTS



Agenda

- Introduction
- Problem statement
- Project Overview
- ERD Diagram
- Ad-hoc Requests





Introduction

- AtliQ Hardware is a top computer hardware manufacturer based in India with a global presence. It offers innovative and reliable products for both consumers and businesses, driving growth through technology and quality.



Problem Statement

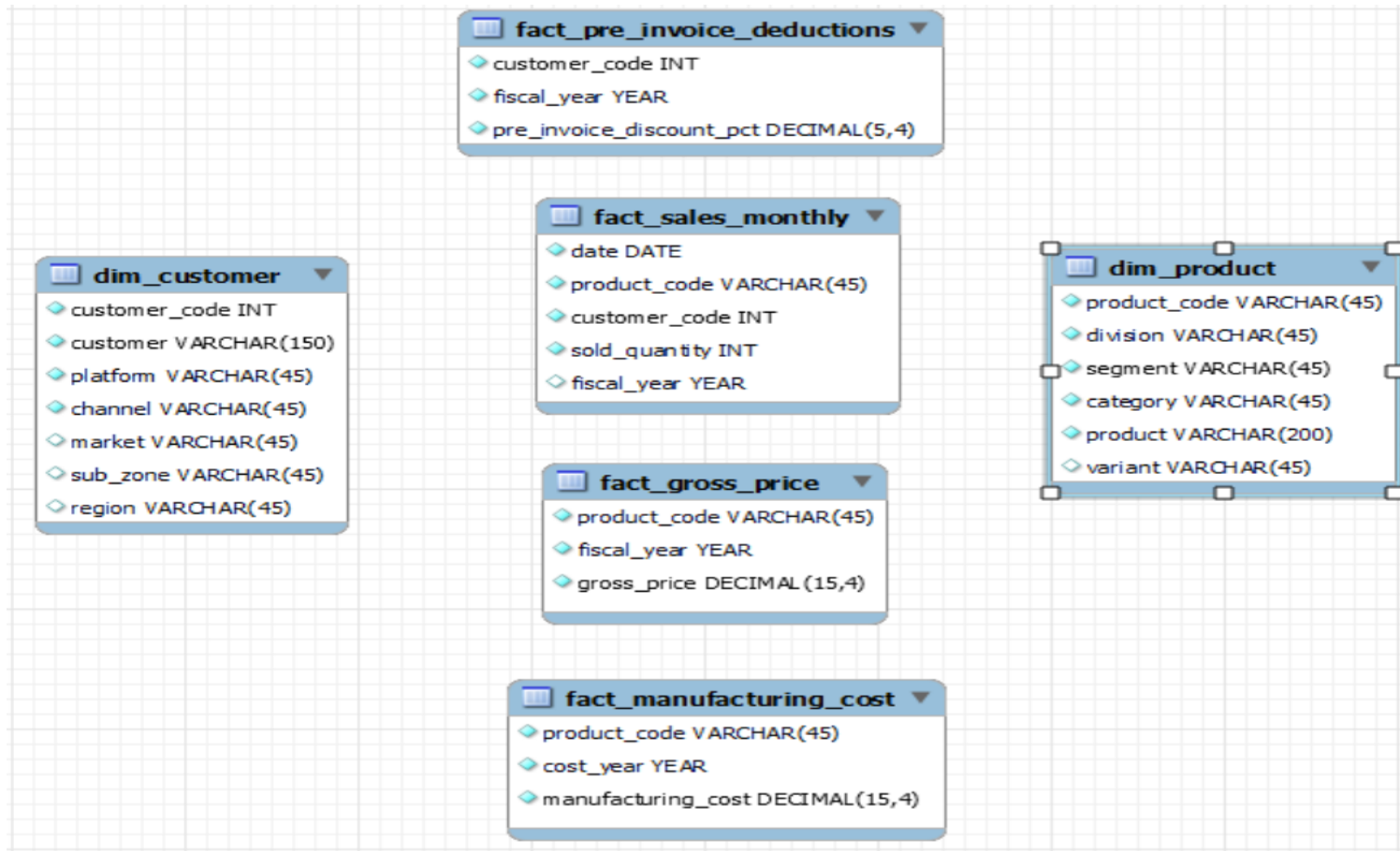
- AtliQ Hardware faces challenges in turning large volumes of data into quick, actionable insights. The current reporting systems are static and lack depth, hindering real-time decision-making. This gap in data utilization slows down the company's ability to optimize performance and stay agile in the market.



Project Overview

- In this project, I will be working with a consumer goods-related dataset and using SQL to handle ad-hoc request queries. The goal is to improve data accessibility, identify trends, and provide insights that can drive faster and more informed decisions across the business. This project will involve crafting queries that address immediate business needs and unlock valuable data insights.

ERD Diagram



Ad-hoc Request 1

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

Output

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

Visual and Insights



AtliQ Exclusive has established a solid footprint across eight countries in the APAC region, highlighting its strong influence and market presence within the area

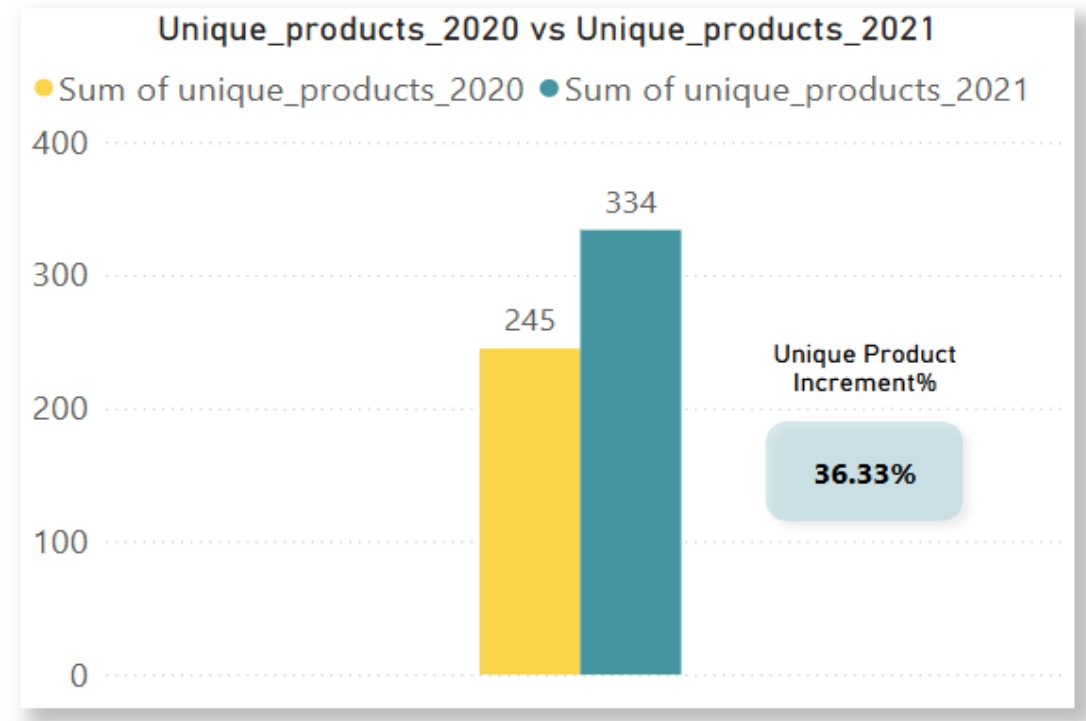
Ad-hoc Request 2

What is the percentage of unique product increase in 2021 vs. 2020?

Output

	unique_product_2020	unique_product_2021	percentage_chg
►	245	334	36.33

Visual and Insights



- AtliQ Hardware achieved a 36.33% increase in unique products, growing from 245 in 2020 to 334 in 2021, reflecting strong innovation and product expansion efforts.

Ad-hoc Request 3

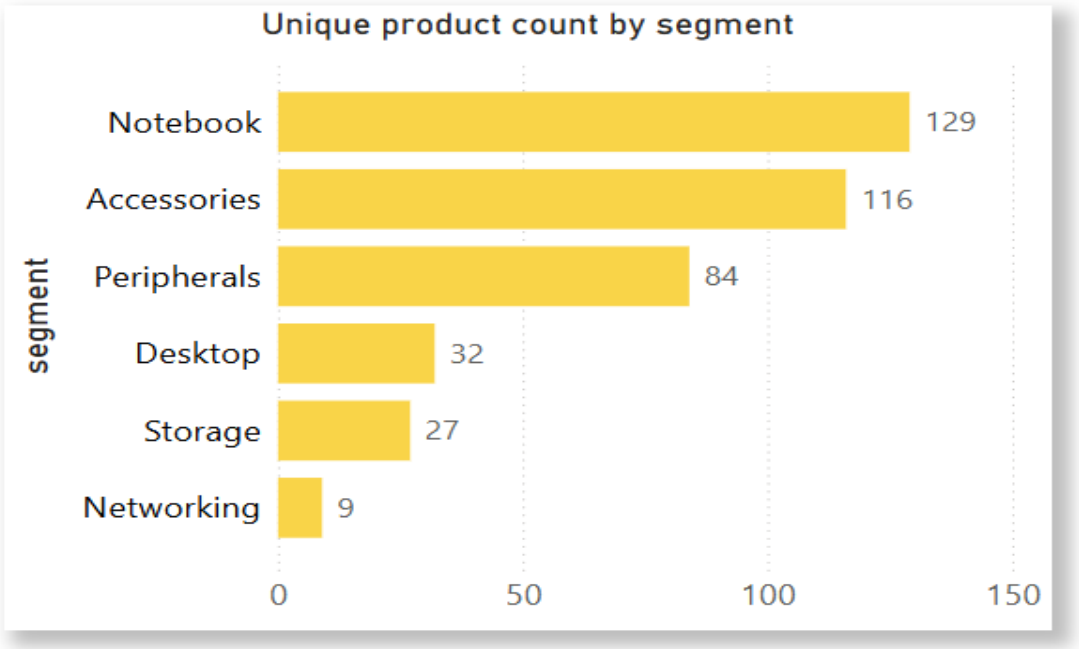
Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

Output

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



Visual and Insights



Notebooks and Accessories lead AtliQ’s product lineup, contributing over 70% of total unique products.

Notebooks alone account for 129 unique offerings, highlighting the company's strategic focus on portable computing

Ad-hoc Request 4

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?

Output

segment	product_cnt_2020	product_cnt_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

Visual and Insights

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

- Accessories led growth with +34 new products, followed by consistent expansion in Notebooks and Peripherals. Desktop saw notable percentage growth, while Storage and Networking segments continue to grow at a slower pace.

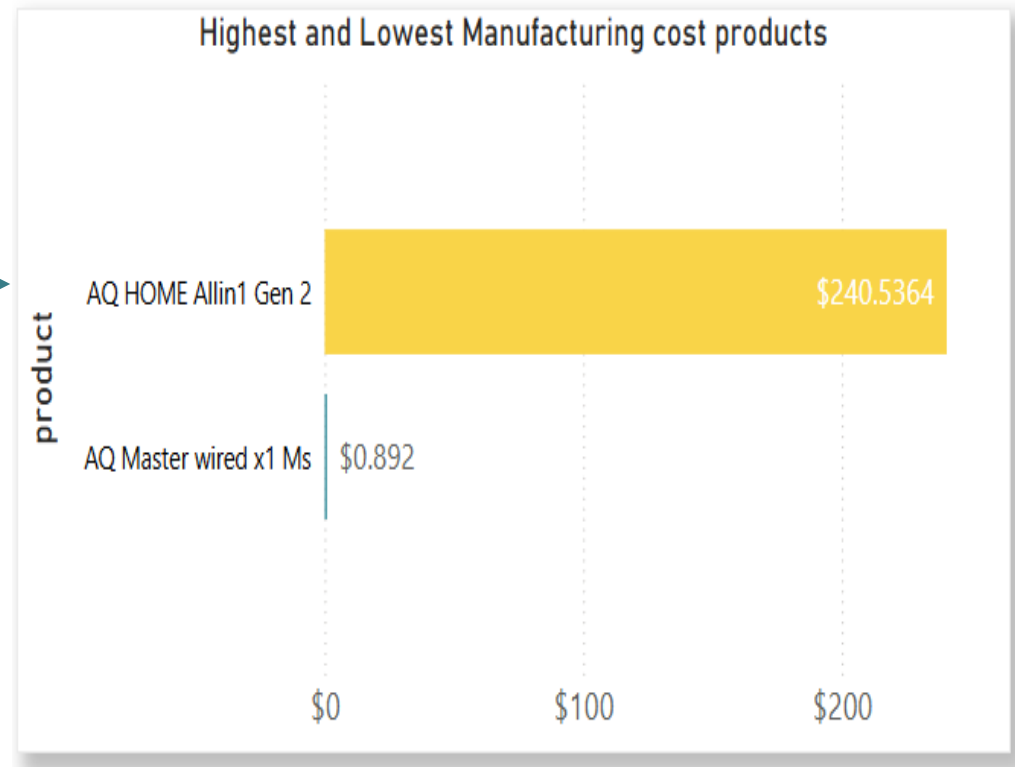
Ad-hoc Request 5

Get the products that have the highest and lowest manufacturing costs.

Output

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

Visual and Insights



- The AQ Home Allin1 Gen2 (Variant: Plus 3) Personal desktop has the highest manufacturing cost.
- The AQ Master wired x1 Ms (Variant: Standard 1) Mouse incurs the lowest manufacturing cost.

Ad-hoc Request 6

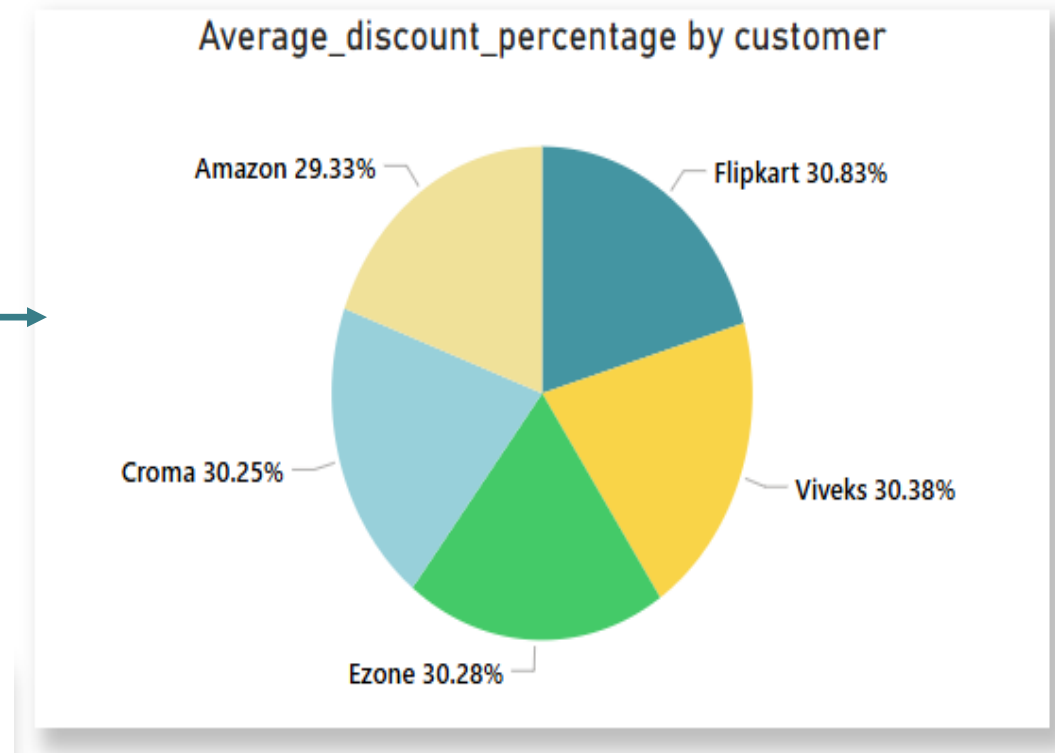
Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

Output

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

- Flipkart received the highest average pre-invoice discount.
- Amazon received the lowest average pre-invoice discount

Visual and Insights



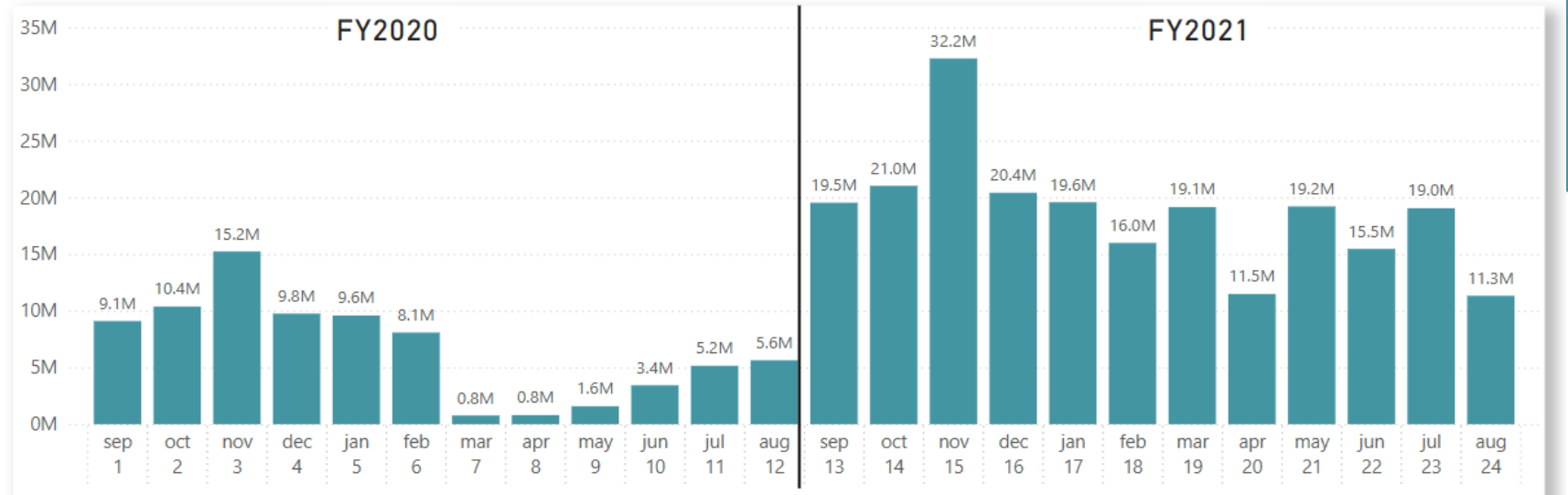
Ad-hoc Request 7

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.

Output

month	year	gross_sales_amount
9	2020	9092670.34
11	2020	15231894.97
12	2020	9755795.06
1	2020	9584951.94
3	2020	766976.45
4	2020	800071.95
5	2020	1586964.48
7	2020	5151815.40
8	2020	5638281.83
9	2021	19530271.30
11	2021	32247289.79
12	2021	20409063.18
1	2021	19570701.71
3	2021	19149624.92
4	2021	11483530.30
5	2021	19204309.41
7	2021	19044968.82
8	2021	11324548.34
10	2020	10378637.60
2	2020	8083995.55
6	2020	3429736.57
10	2021	21016218.21
2	2021	15986603.89

Visual and Insights



- AtliQ Exclusive recorded its highest sales in November 2020 and the lowest in March 2020.

The drop in sales from March to August was likely due to the impact of COVID-19. However, sales have been steadily improving since then and have now surpassed pre-pandemic levels, indicating a strong recovery.

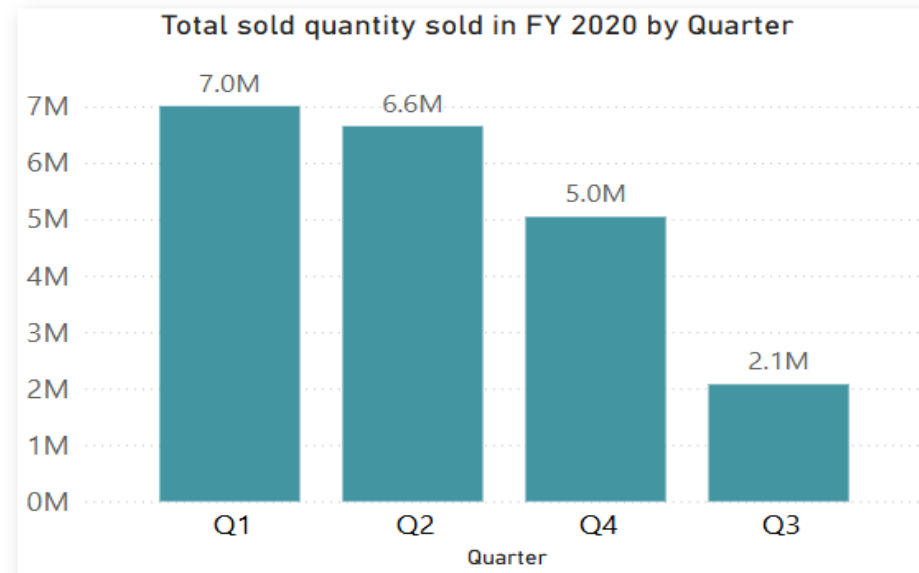
Ad-hoc Request 8

In which quarter of 2020, got the maximum total_sold_quantity?

Output

quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Visual and Insights



Atliq Hardware sold the highest quantity of products in the first quarter(Q1) of fiscal year 2020, which was approximately 7 million, and the lowest quantity in the third quarter(Q3) of the same fiscal year, which was about 2.1 million. The decline in sales during Q3 may have been due to the COVID-19 pandemic, which peaked around March to May 2020.

Ad-hoc Request 9

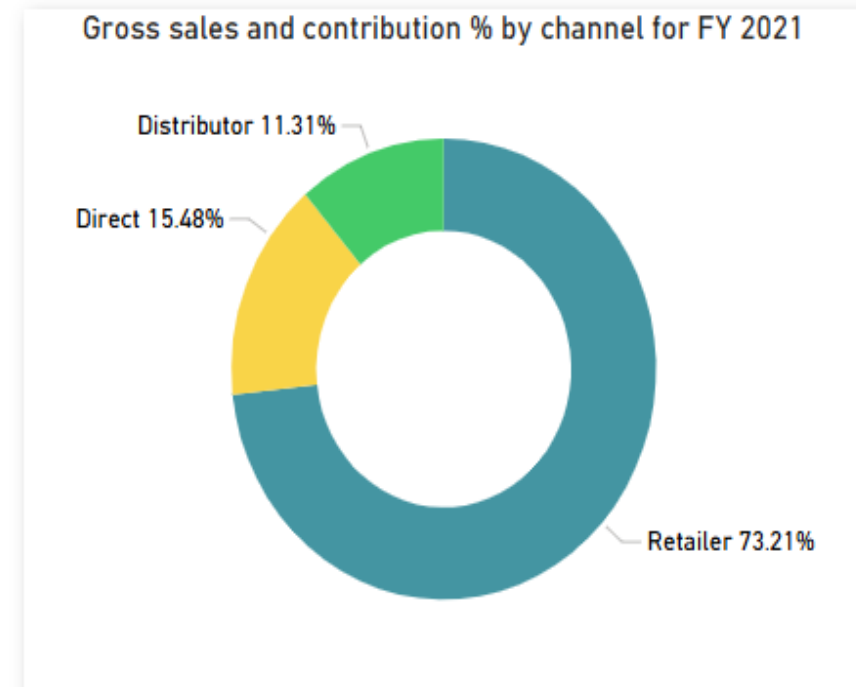
Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

Output

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



Visual and Insights



- Among the 3 channels that Atliq Hardware has, the Retailer channel was the most successful in generating revenue, contributing 73.22% of the overall revenue, or approximately 1924.17 million, in the fiscal year 2021. In contrast, the Distributor channel had the lowest revenue collection out of all the channels, accounting for only 11.3% of the overall revenue, or approximately 297.18 million.

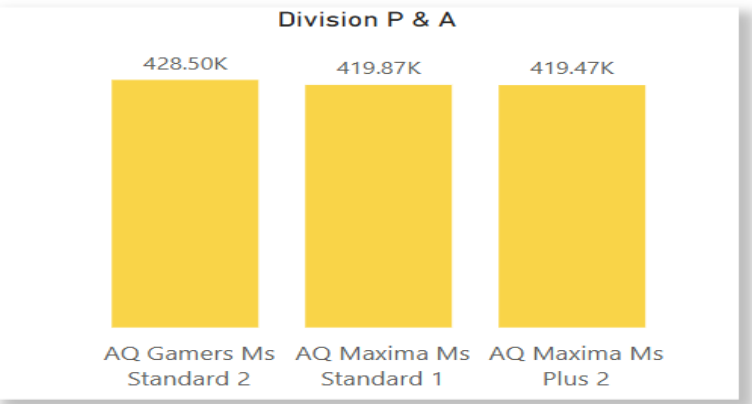
Ad-hoc Request 10

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

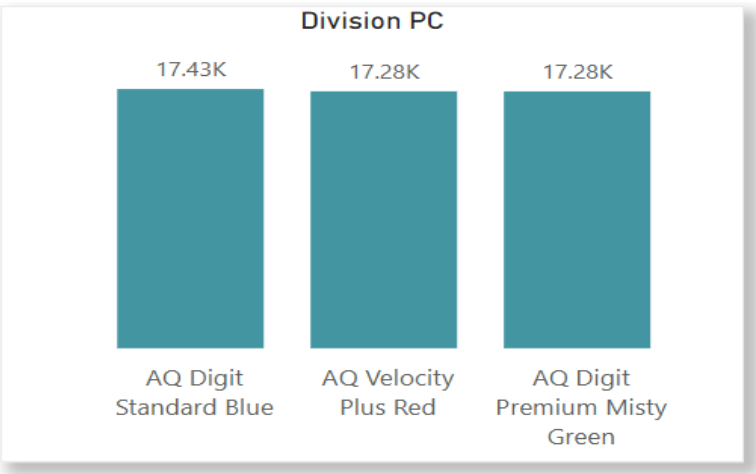
Output

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

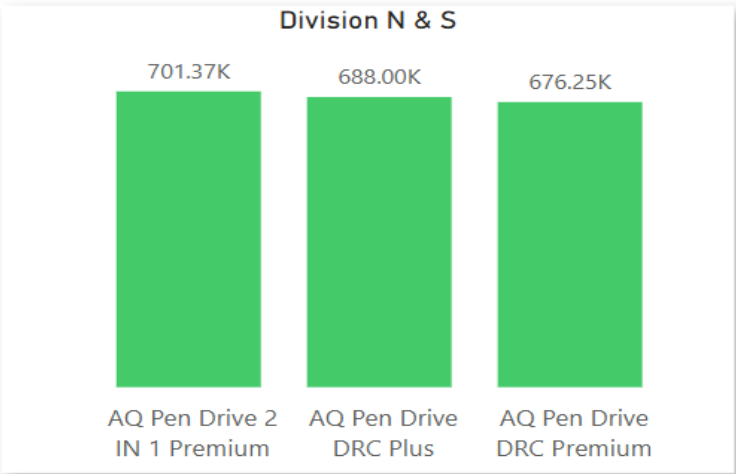
Visual and Insights



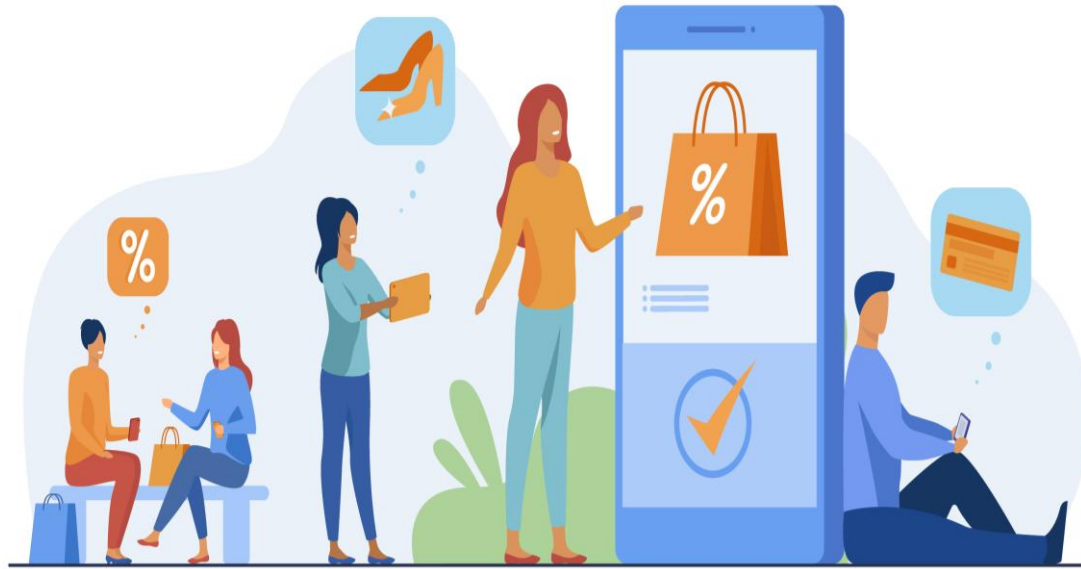
Mouse was the top product in the P & A category with around 400,000 units sold.



Personal Laptops led the P & C category with around 17,000 units sold.



Pen Drives topped the N & S category with around 700,000 units sold.



THANK YOU
