

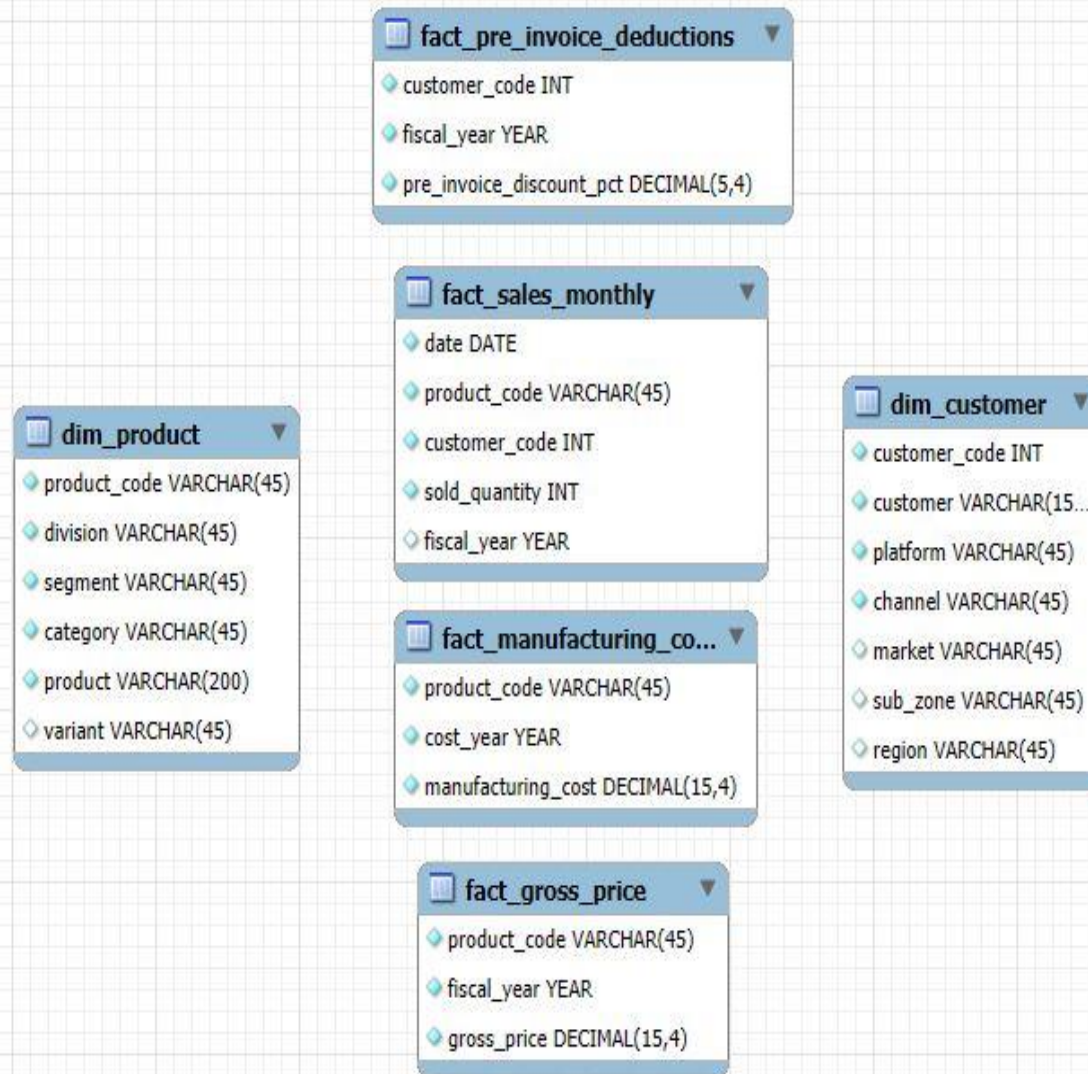


CONSUMER GOODS AD- HOC INSIGHTS

OVERVIEW

- Atliq Hardwares, a prominent computer hardware company in India, has a growing international presence
- The company's management identified a need for better data insights to support faster and smarter decision- making
- Consequently, they want to expand their data analytics team by recruiting several junior data analysts
- The company's data analytics director, Tony Sharma, designed a SQL challenge to evaluate the technical and soft skills of potential candidates
- The company has identified 10 specific ad-hoc requests for which they are seeking valuable insights

ABOUT DATA



- There are four fact tables — **sales monthly, manufacturing cost, pre-invoice deductions, and gross price** — which contain measurable metrics, and two dimension tables — **customer details and product details**
- The fiscal year for **Atliq Hardware** runs from **September 1st to August 31st** each year
- **Sales data** is available for the fiscal year **2020-2021**.

A solid orange vertical bar is positioned on the left side of the slide.

AD-HOC REQUESTS

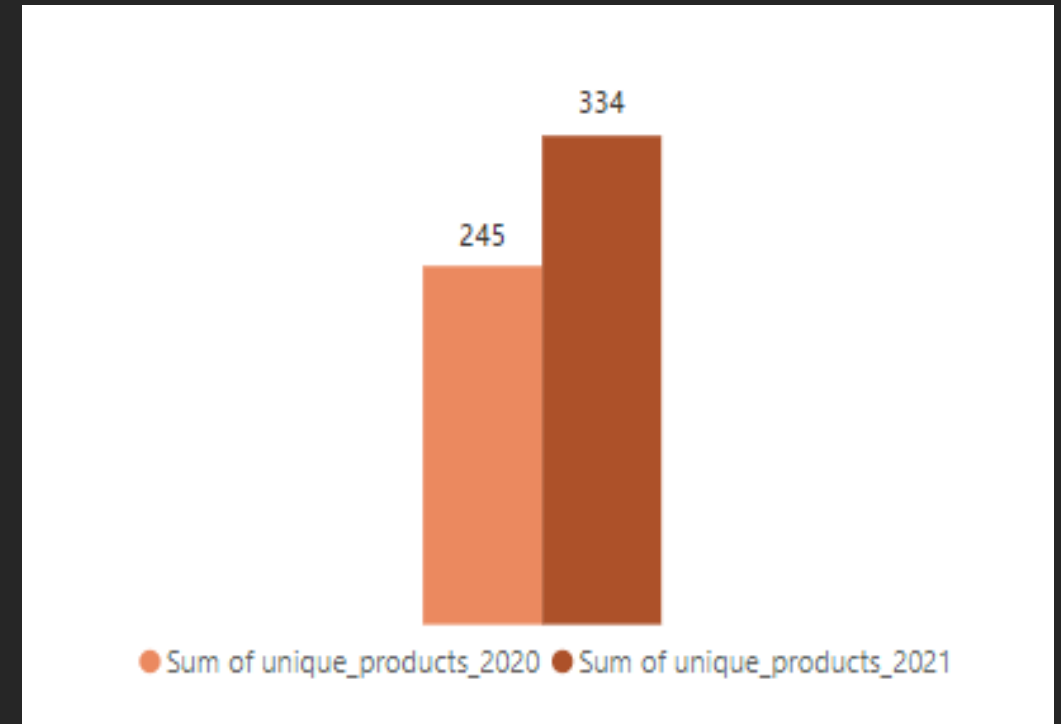
1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

- Atliq Executive conducts its business across eight key markets in the Asia Pacific Region

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

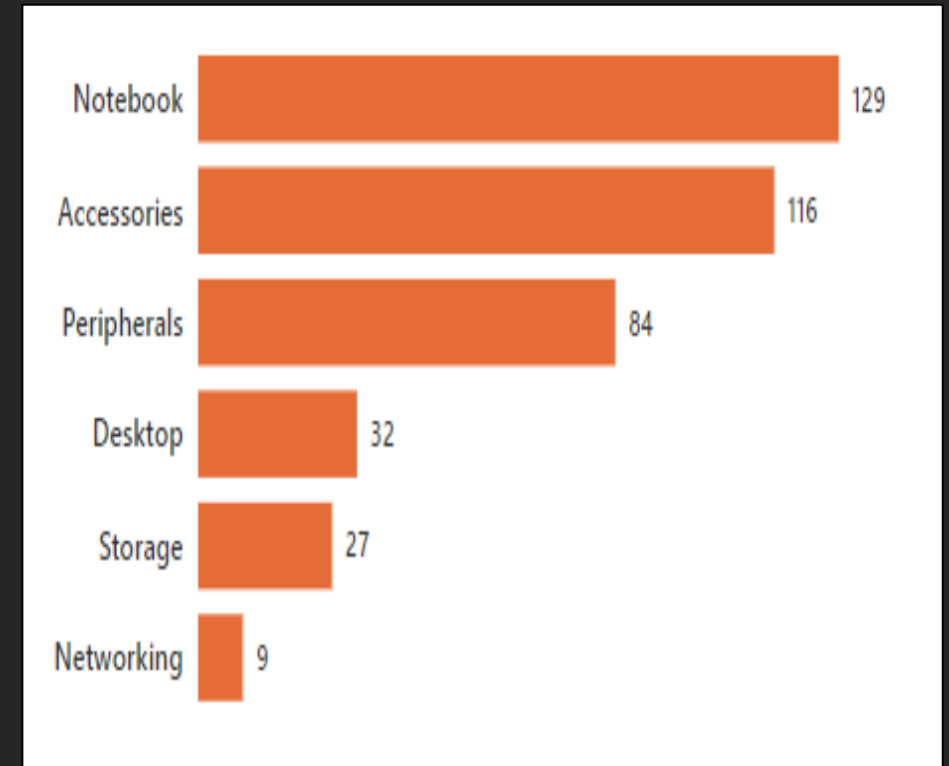
	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.33%



- Atliq Hardwares saw a **36.33% increase** in unique products from 2020 to 2021, indicating active product expansion and innovation.

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

	segment	count(product_code)
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



- While Atliq Hardware has a robust product lineup in **notebooks, accessories, and peripherals**, they should consider **expanding** into **desktops, storage, and networking** to fully address a broader range of tech needs.

4. Which segment had the most increase in unique products in 2021 vs 2020?

	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

- The **Accessories** segment experienced the most significant growth in unique products between 2020 and 2021, adding **34 new products**, which highlights the company's strong focus on expanding this category.
- Both **Notebooks** and **Peripherals** followed with an increase of **16 products** each.

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

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

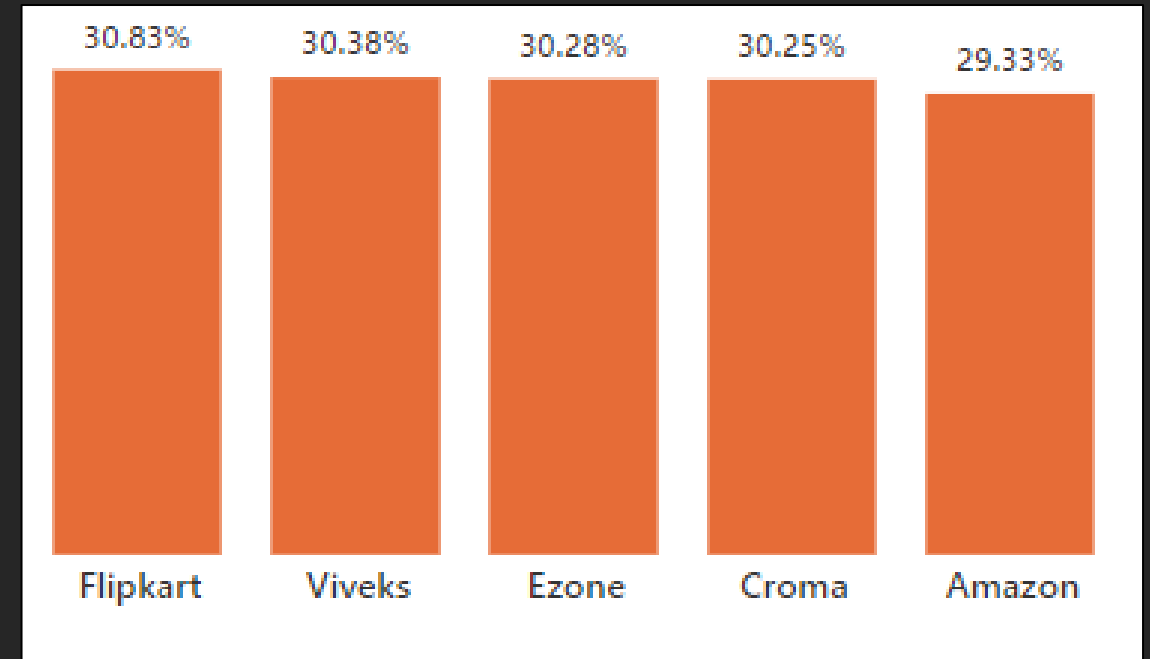
AQ HOME Allin1 Gen 2
\$240.5364

AQ Master wired x1 Ms
\$0.892

- Home Allin 1 Gen 2 has the highest manufacturing cost while Master Wired x1 Ms has the lowest manufacturing cost

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.

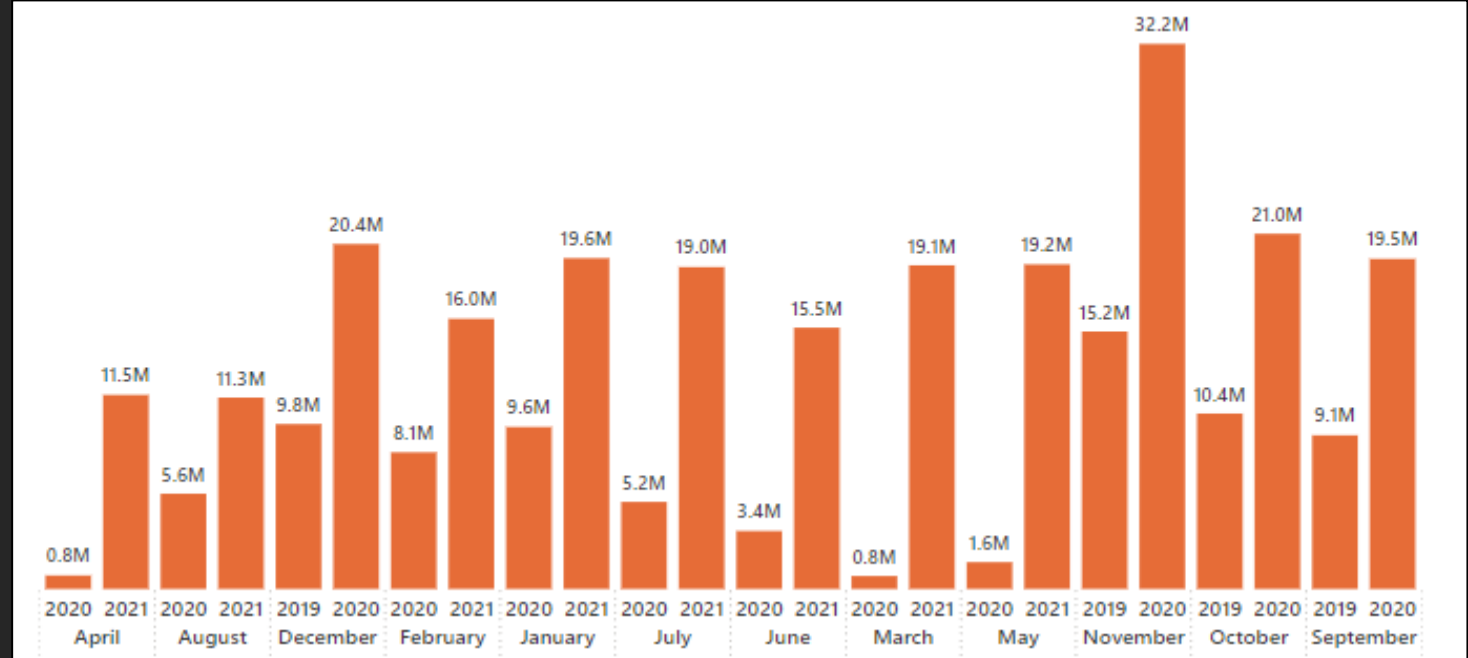
	customer_code	customer	average_discount_percentage
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933



- Flipkart leads the way with the highest average pre-invoice discount percentage, an impressive **30.83%**

7. Get the complete report of the Gross sales amount for the customer “AtliqExclusive” for each month.

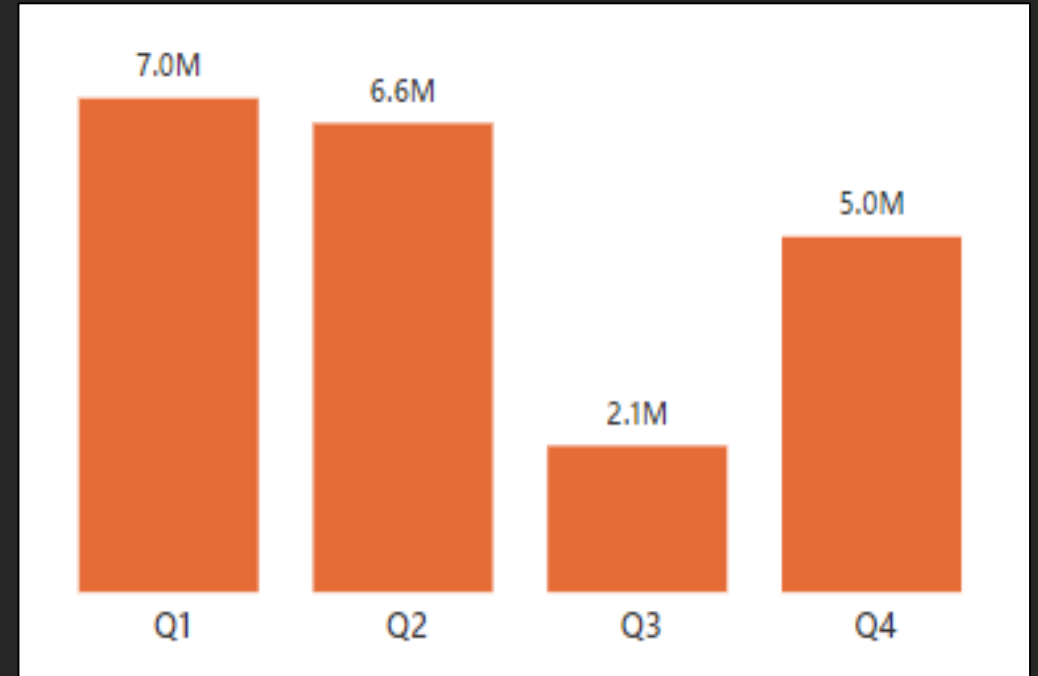
	month	year	Gross_Sales_Amount
▶	September	2019	9092670.34
	October	2019	10378637.60
	November	2019	15231894.97
	December	2019	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2020	19530271.30
	October	2020	21016218.21
	November	2020	32247289.79
	December	2020	20409063.18
	January	2021	19570701.71
	February	2021	15986603.89
	March	2021	19149624.92
	April	2021	11483530.30



- Atliq Exclusive Store saw peak sales of in November 2020 and the lowest in March 2020. Sales dipped from March to August due to the pandemic but rebounded in September 2020 with eased restrictions and festive season demand.

8. In which quarter of 2020, got the maximum total_sold_quantity?

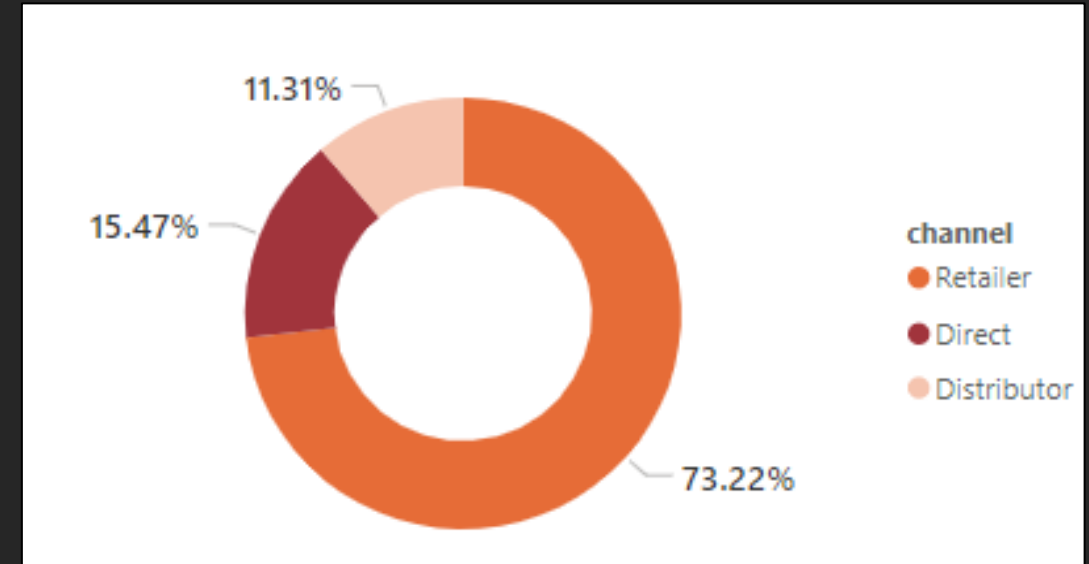
	quarter	total_sold_quantity
▶	Q1	7.01 M
	Q2	6.65 M
	Q4	5.04 M
	Q3	2.08 M



- **Q1 2020** recorded the highest total sales with an impressive **7,005,619 units** sold while **Q3 2020** recorded the lowest total sales

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

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



- In fiscal year 2021, the Retailer Channel dominated with Rs 1924.17M in gross sales, contributing an impressive 73.22% of the total revenue

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

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

- In N&S, the top-selling product for FY 2021 was the AQ Pen Drive 2 IN 1, with 701,373 units sold, followed by two variants of AQ Pen Drive DRC
- In P&A, the top seller was the AQ Gamers Ms, with 428,498 units sold, followed by two variants of AQ Maxima Ms
- In PC, the AQ Digit PC led sales with 17,434 units sold.

RECOMMENDATIONS

- Uncover new product opportunities
- Gain deeper insights into consumer behavior
- Diversify sales channels
- Refine pricing and inventory strategies

A thick, solid orange vertical bar is positioned on the far left side of the image, extending from the top to the bottom.

THANK YOU

A thin, solid orange horizontal line is positioned directly beneath the text "THANK YOU".