

CONSUMER AD-HOC INSIGHTS

PRESENTED BY-

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INTRODUCTION

Atliq Hardware, a fictional company, holds a significant position as a leading computer hardware manufacturer in India, while also maintaining a substantial presence in international markets.

However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions. They want to expand their data analytics team by adding several junior data analysts.

Tony Sharma, their data analytics director wanted to hire someone who is good at both tech and soft skills. Hence, he decided to conduct a SQL challenge which will help him understand both the skills

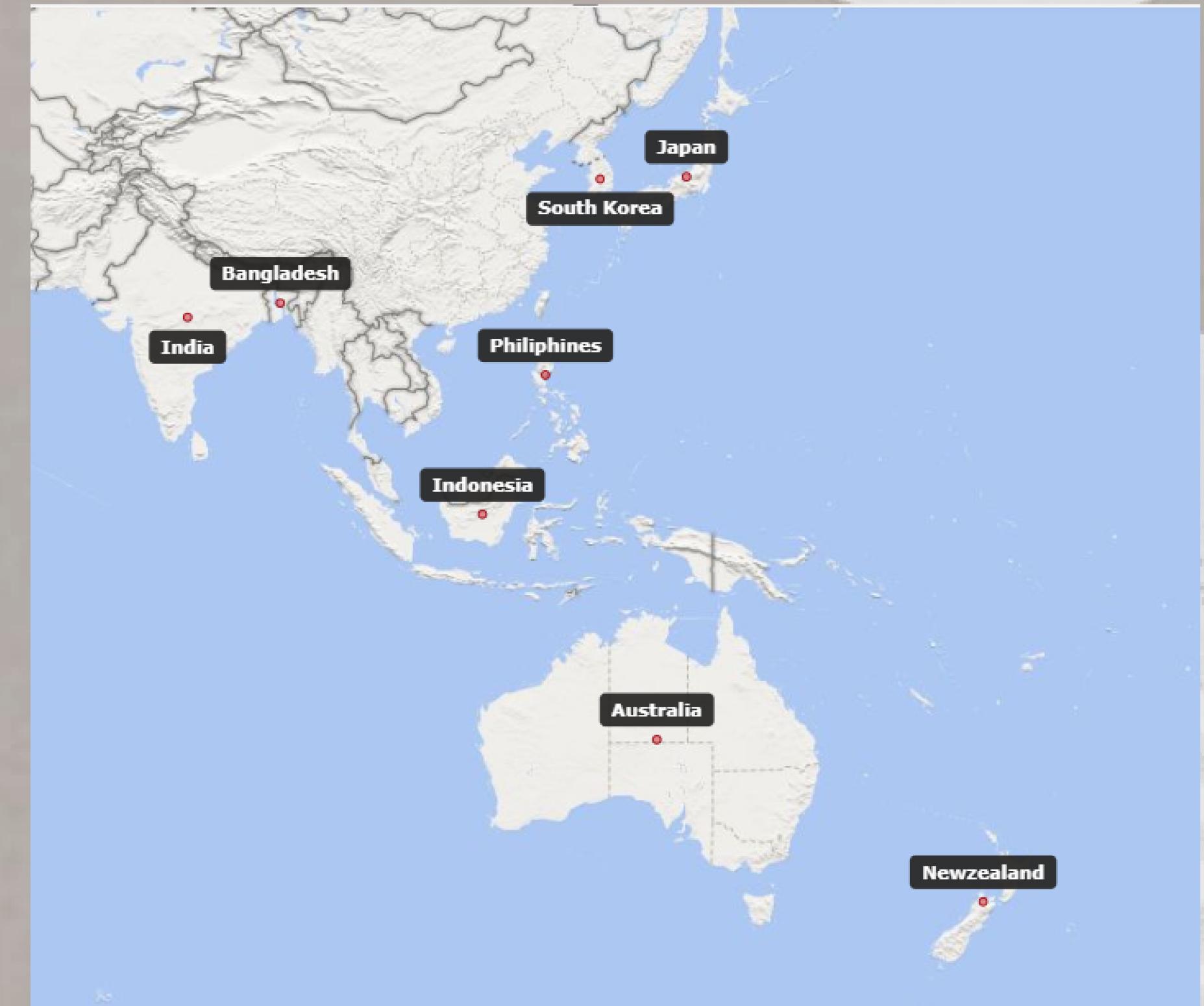
INSIGHTS

01

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

Atliq Hardware is a leading hardware company doing business globally.

These are the 8 leading countries from APAC region



INSIGHTS

02

What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,
unique_products_2020
unique_products_2021
percentage_chg

Unique_product_2020	Unique_product_2021	Percentage_change
245	334	36.33

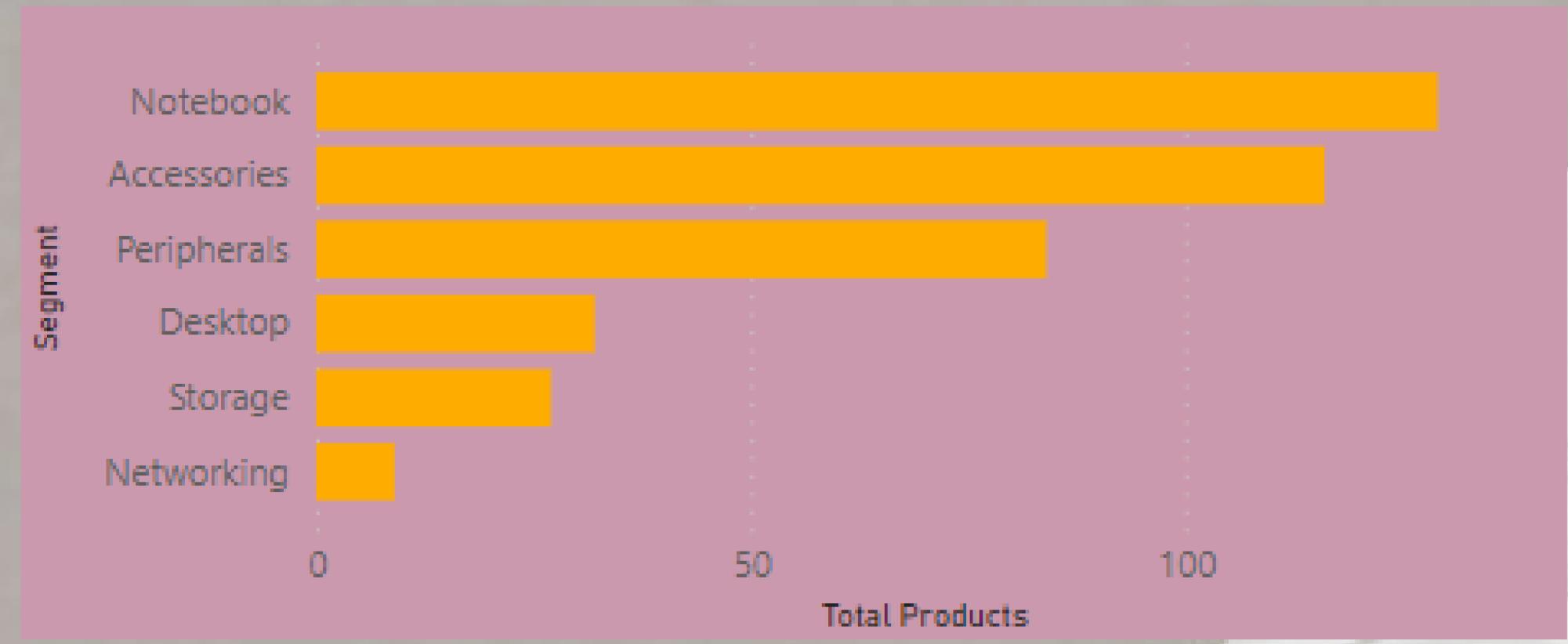
36.33 % increase in the new product from the past year.

INSIGHTS

03

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	Total Products
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



Wide range of production comes under Notebook, Accessories, and Peripherals, and the production in rest of the segment is comparatively low.

INSIGHTS

04

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

segment
product_count_2020
product_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

Accessories topped the segment with 34 new products launched than the previous year.

INSIGHTS

05

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

The final output should contain these fields,

product_code

product

manufacturing_cost

Product Code	Product	Manufacturing Cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

AQ Home Allin1 Gen 2 has the highest manufacturing cost of \$240.54
AQ Master wired x1 Ms has the lowest manufacturing cost of \$0.89.

INSIGHTS

06

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, average_discount_percentage

Customer	Customer Code	Discount Percentage
Flipkart	90002009	31
Croma	90002002	30
Ezone	90002003	30
Viveks	90002006	30
Amazon	90002016	29

Among all top 5 customers FLIPKART is the most discounted customer.

INSIGHTS

07

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

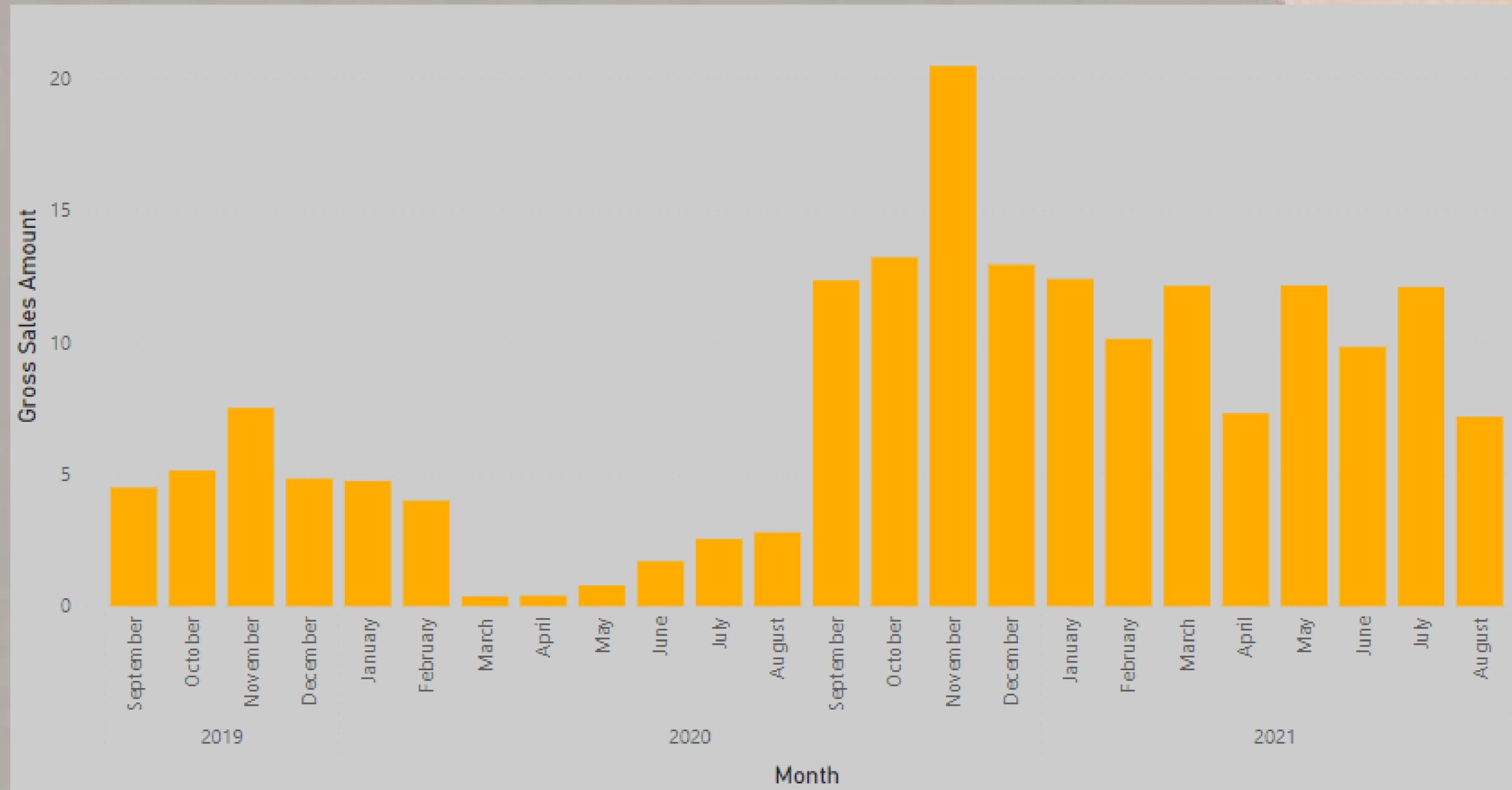
Year

Gross sales Amount

**Chart shows the
Gross Sales
Amount from the
month of
September 2019
to August 2021**



Month	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



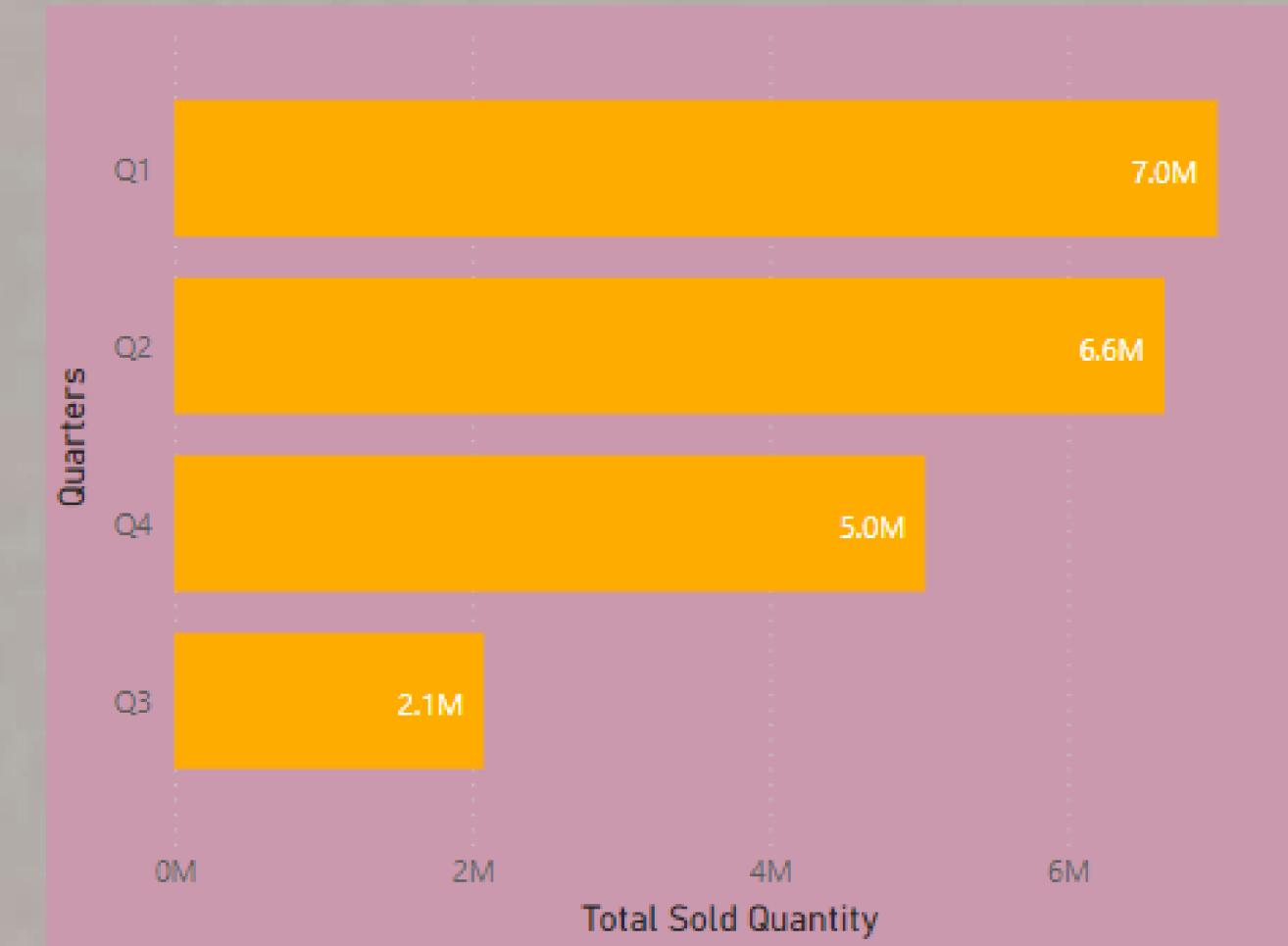
Atliq Hardware experienced highest sales in the month of November 2020 and, lowest in March 2020

INSIGHTS

08

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,
Quarter
total_sold_quantity

Month	Quarter
September	Q1
October	Q1
November	Q1
January	Q2
February	Q2
December	Q2
March	Q3
April	Q3
May	Q3
June	Q4
July	Q4
August	Q4



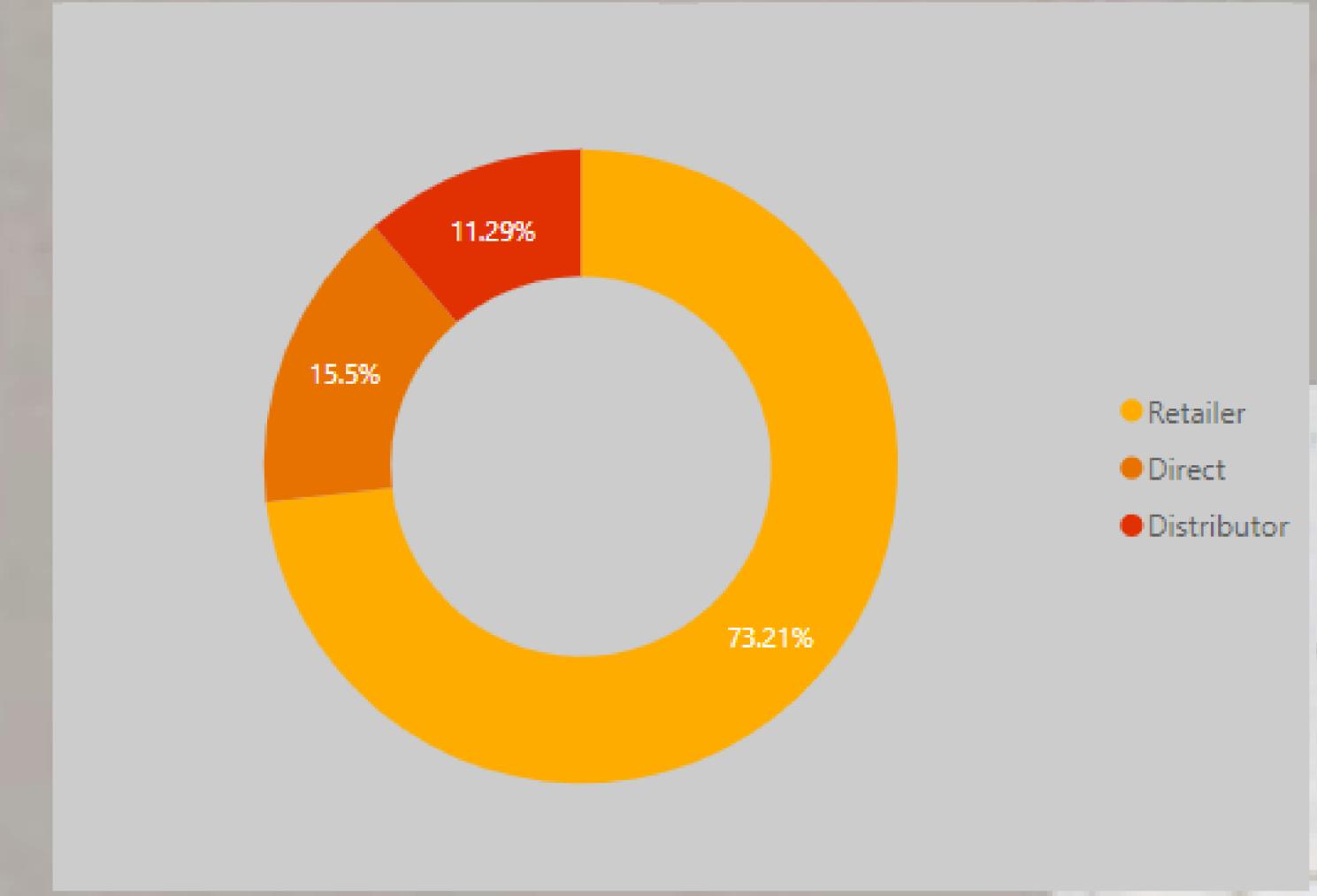
Quarter 1 has the maximum total_sold_quantity of FY 2020

INSIGHTS

09

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,
channel
gross_sales_mln
percentage

Channel	Gross Sales in millions	Percentage
Direct	258	15.50
Distributor	188	11.29
Retailer	1219	73.21



Atliq Hardware has the highest sales from Retailers, capturing almost 73% of the Gross Sales.

INSIGHTS

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_quantity
rank_order

Top 3 Products from each divisions

Division	Product	Product Code	Rank	Total Sold Quantity
N & S	AQ Pen Drive 2 IN 1	A6720160103	1	701373
N & S	AQ Pen Drive DRC	A6818160202	2	688003
N & S	AQ Pen Drive DRC	A6819160203	3	676245
P & A	AQ Gamers Ms	A2319150302	1	428498
P & A	AQ Maxima Ms	A2520150501	2	419865
P & A	AQ Maxima Ms	A2520150504	3	419471
PC	AQ Digit	A4218110202	1	17434
PC	AQ Digit	A4218110208	3	17275
PC	AQ Velocity	A4319110306	2	17280



**Thank You
for watching**