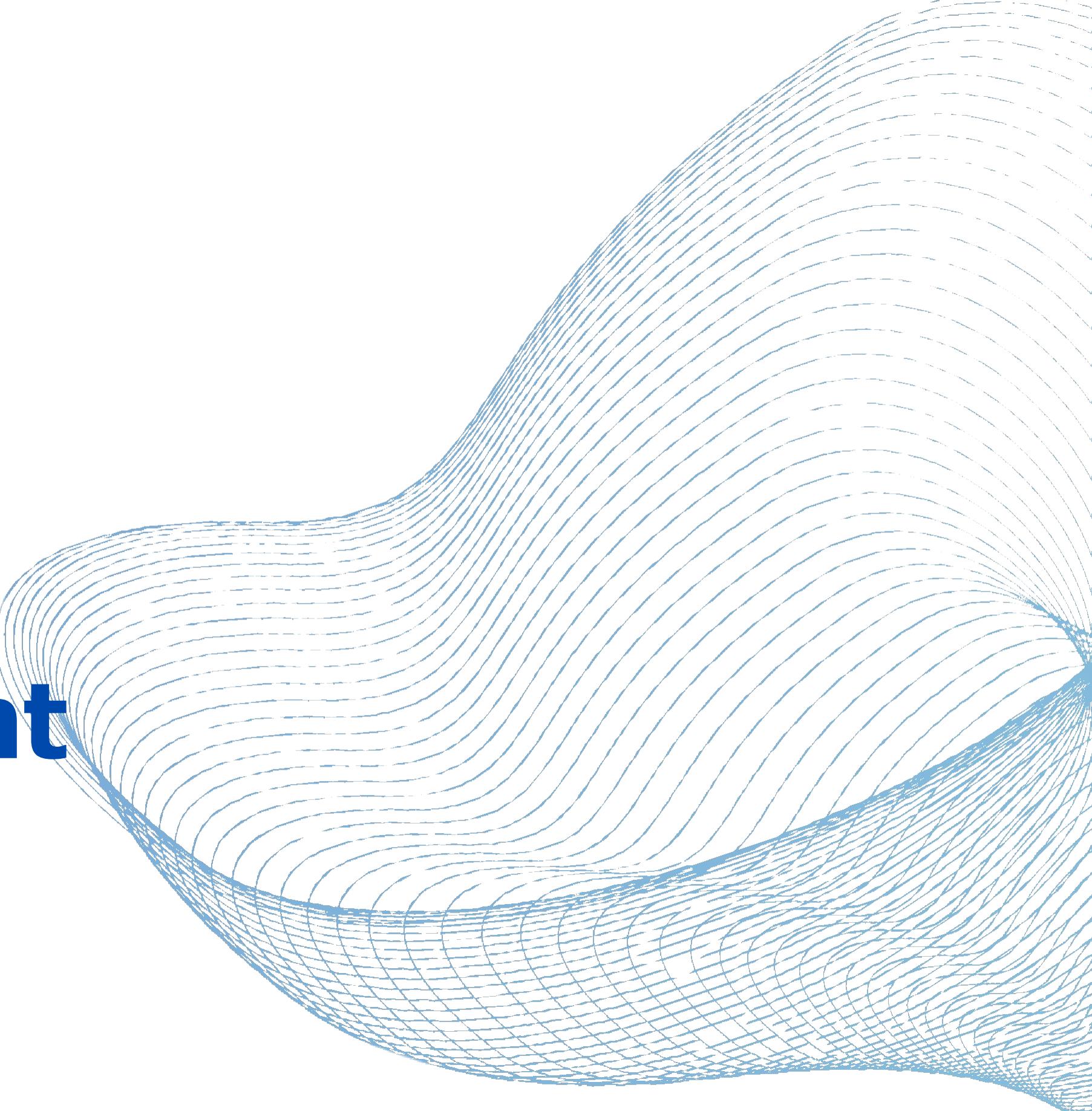




**AtliQ Hardwares**

# **InSightSQL : Data Insights for Executive Management**

Presented by Chaitanya Wagh



# AGENDA

- Background/Context  
AtliQ's Markets & Product
- lines Data & Requests
- 
- Ad-hoc requests - queried results,  
visualizations & Insights

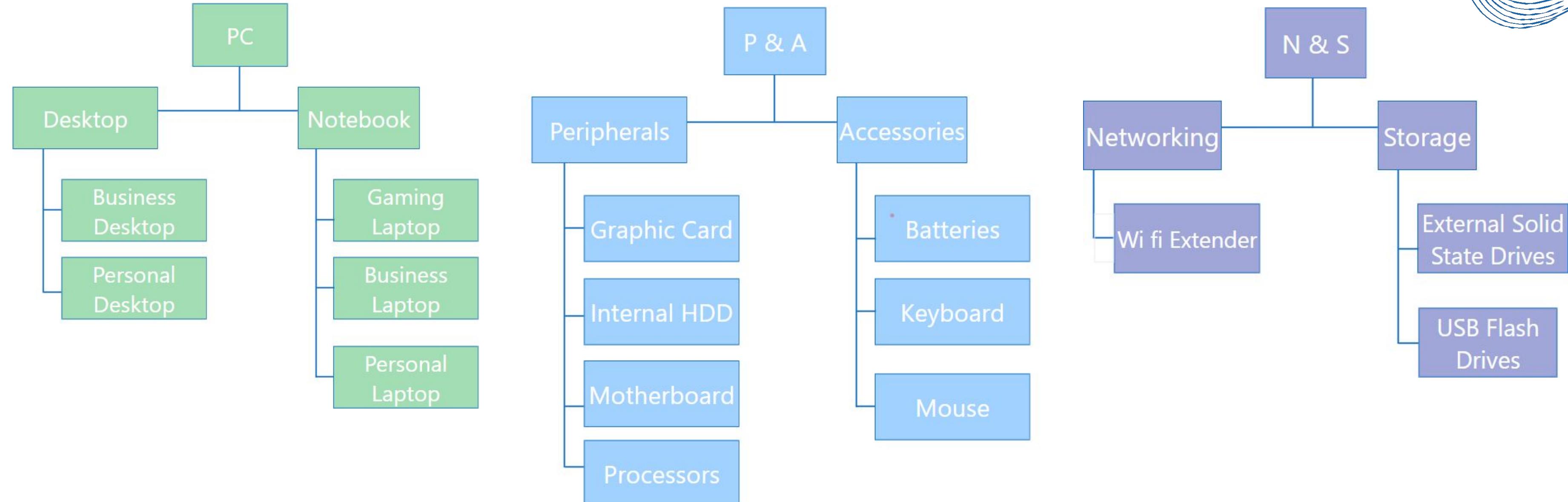
## Background/Context

- About Company: AtliQ Hardwares (imaginary company) is one of the major computer hardware manufacturers in India, with a strong presence in other nations.
- Background : The management noticed that they do not get enough insights to make quick and smart data-informed decisions.
- Problem: There are 10 ad-hoc requests for which the company needs insights.
- Approach: Run a SQL query to answer these requests. Convert it into visualizations and present the Insights to the toplevel management.

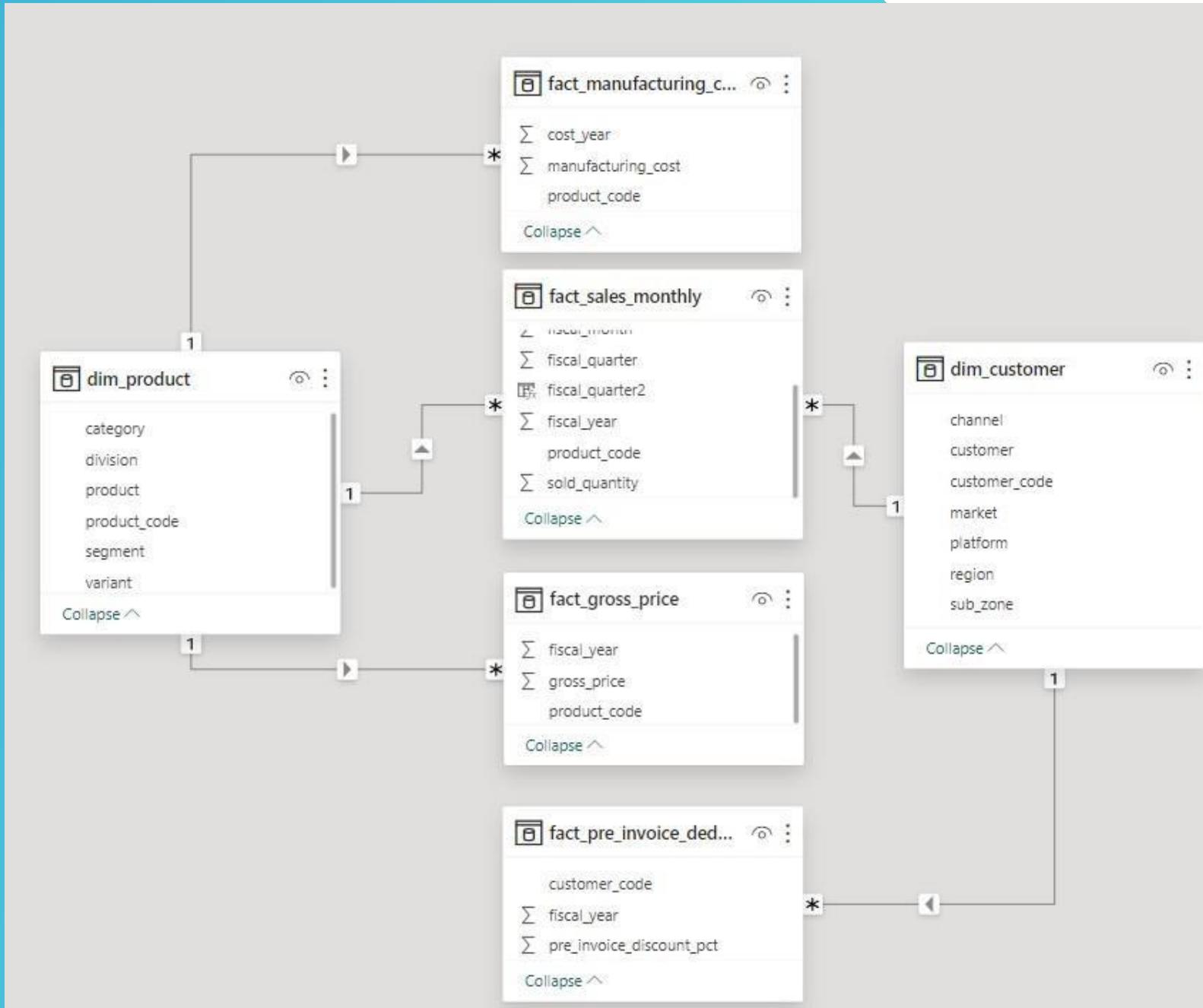
# AtliQ's Markets



# AtliQ's Product Lines



# Data Model



MySQL

Tools Used

## Codebasics SQL Challenge

### Requests:

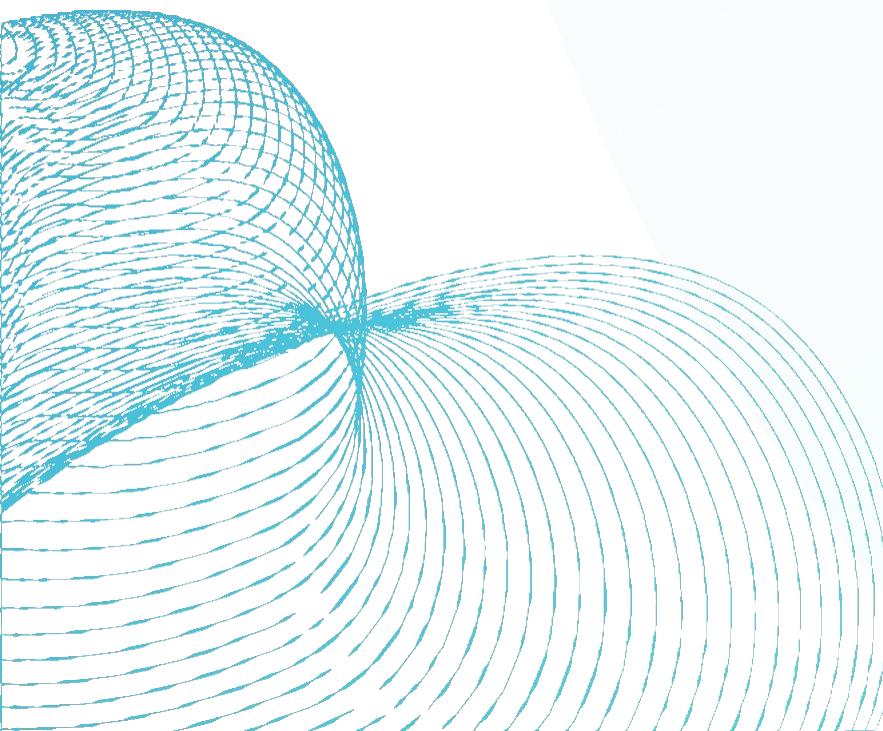
- Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.
- What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,  
unique\_products\_2020  
unique\_products\_2021  
percentage\_chg
- Provide a report 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
- 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
- Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,  
product\_code  
product  
manufacturing\_cost
- 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
- 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
- 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
- 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
- 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

Ad-hoc Tasks



codebasics.io

# **Ad -hoc requests, queried results, Insights and visualizations**

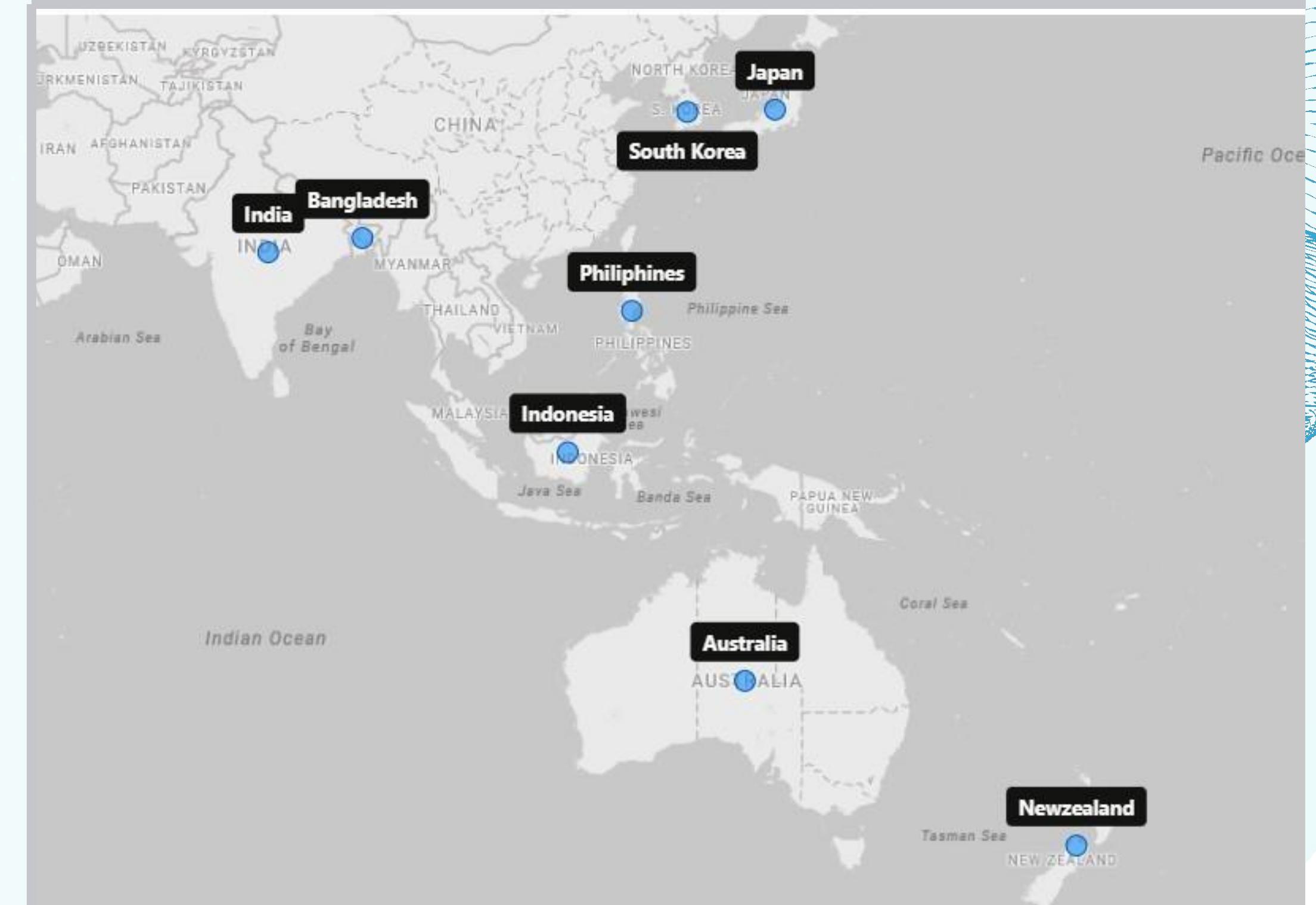


# Request

1:

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

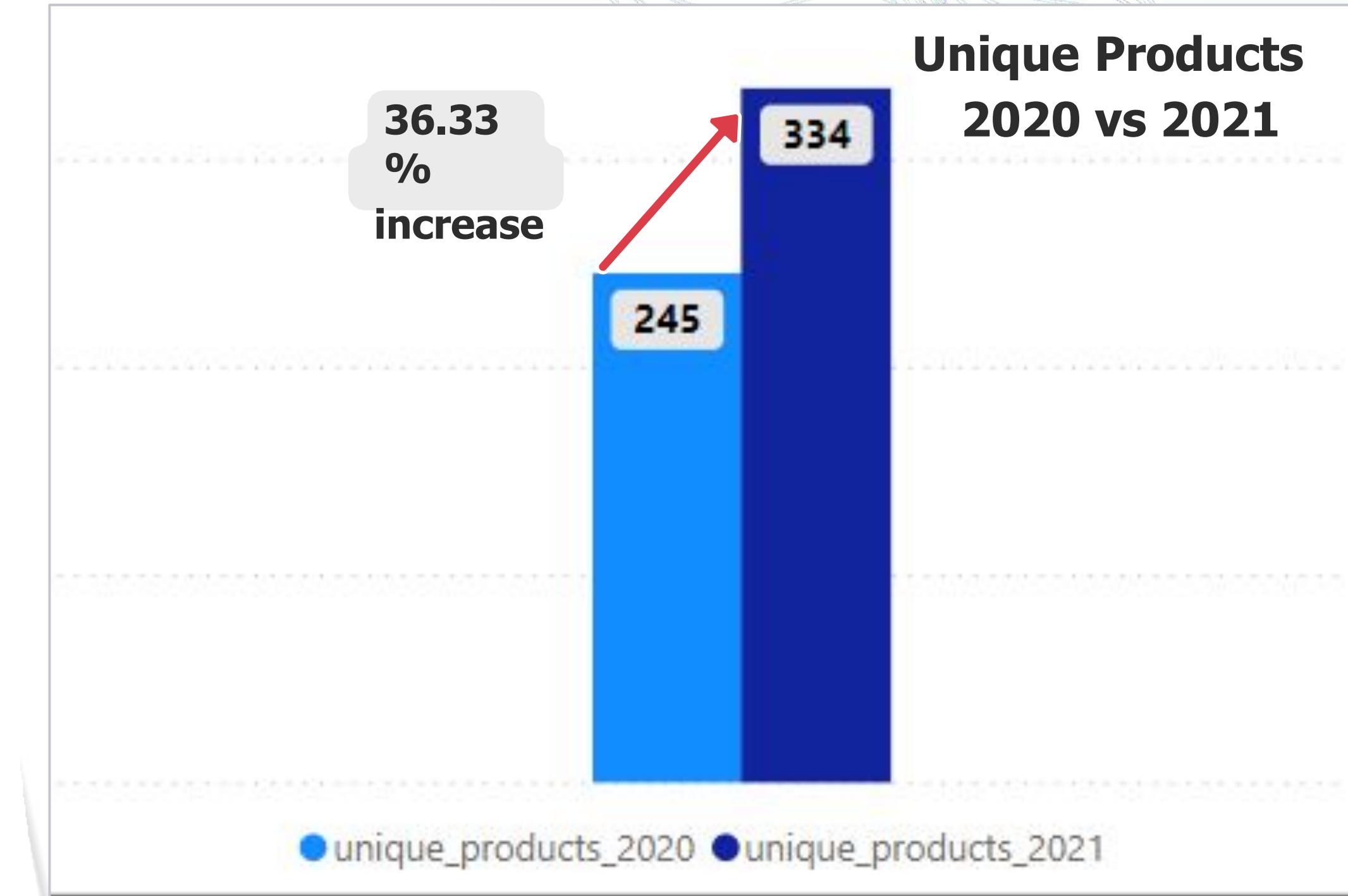
market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



## Request 2:

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

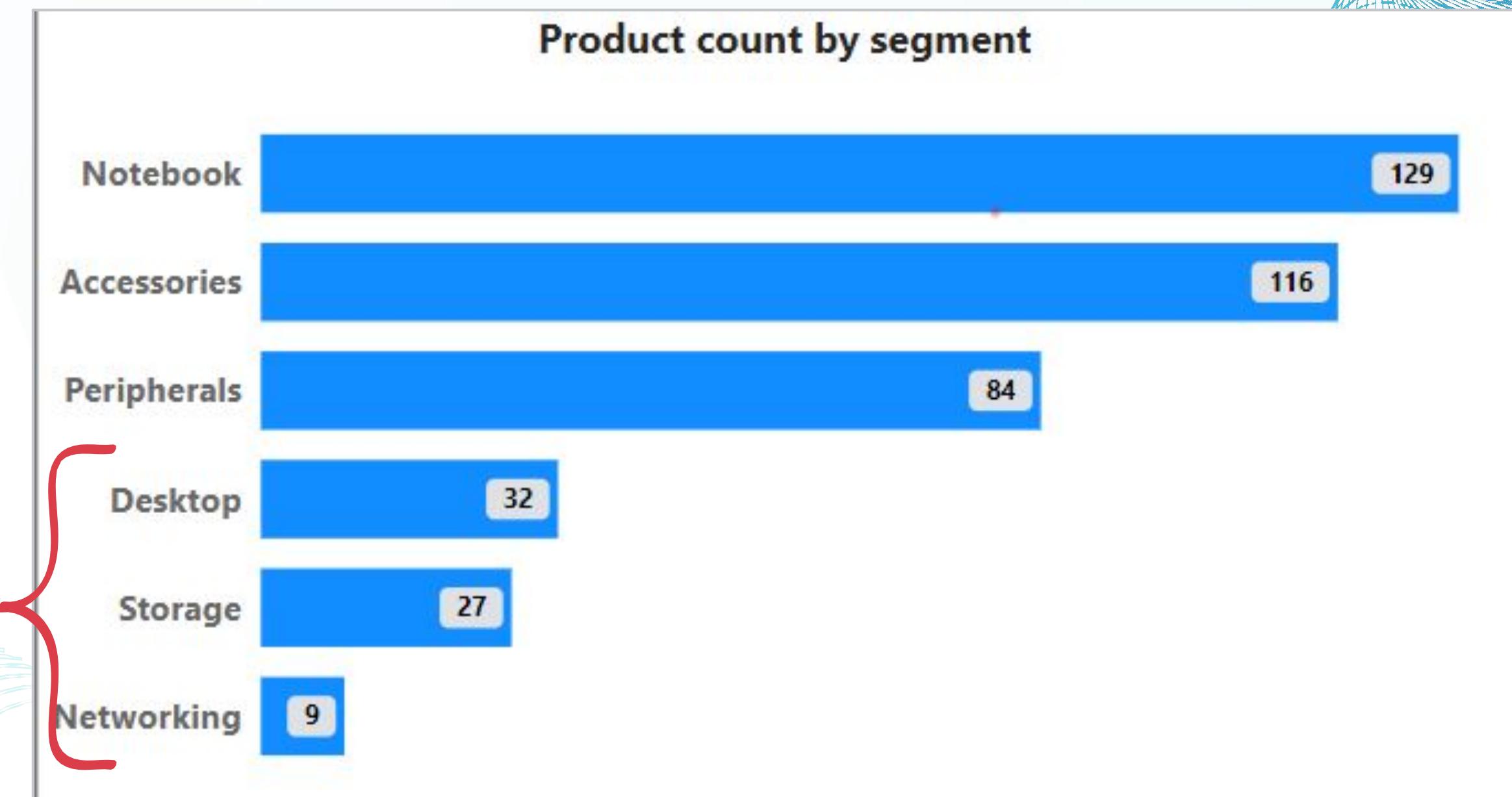
unique_products_2020	unique_products_2021	percentage_change
245	334	36.33



## Request

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

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



## Request 4:

Follow-up: 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



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 ↑
Total	245	334	89

## Request 5:

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

product_code	product	cost_year	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	2021	240.5364
A2118150101	AQ Master wired x1Ms	2020	0.8920



highest manufacturing product



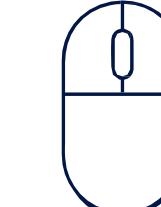
\$240.54

A6120110206

**AQ HOME Allin1 Gen 2**

Personal Desktop

lowest manufacturing product



\$0.89

A2118150101

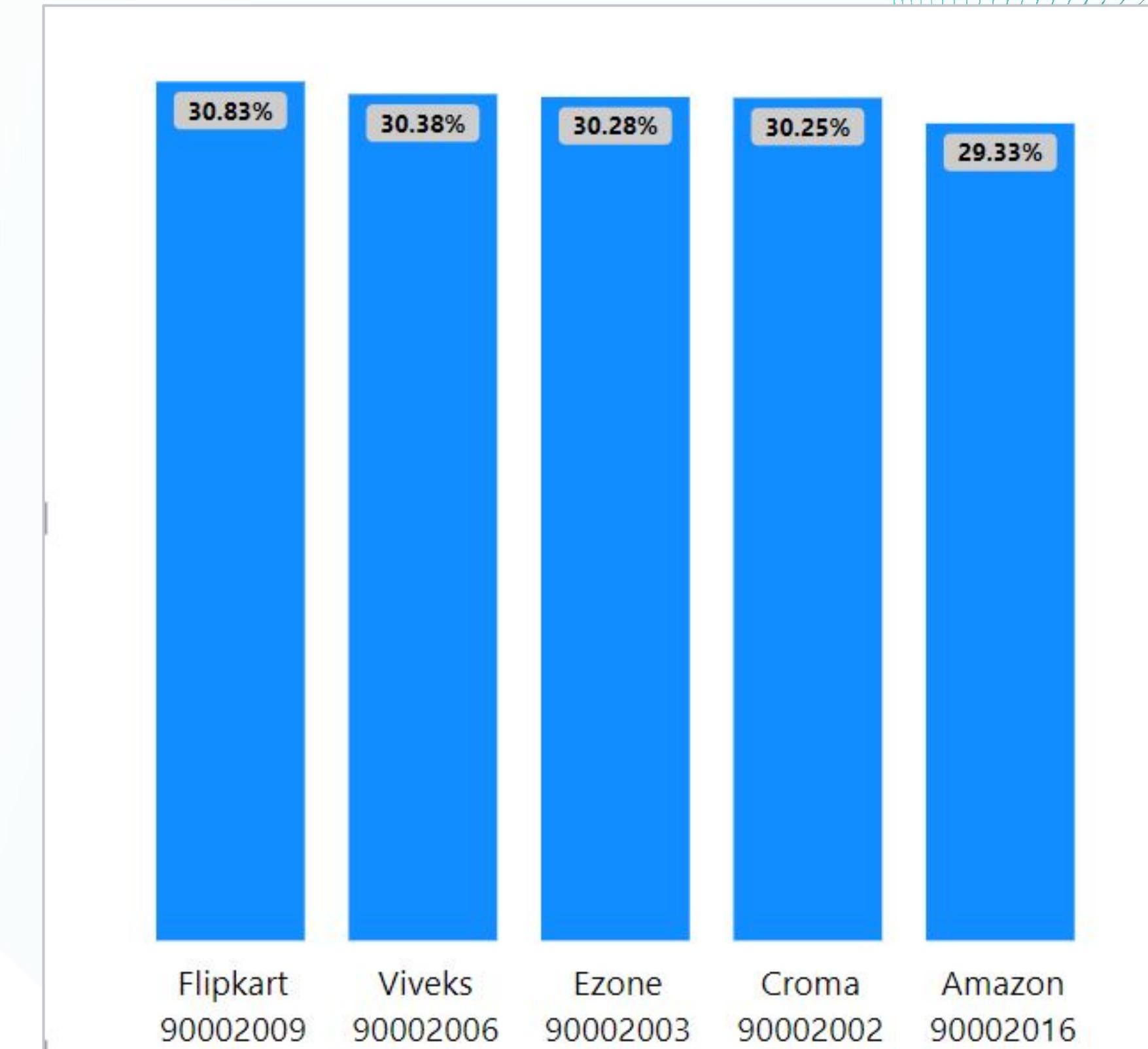
**AQ Master wired  
x1Ms**

Mouse

# Request

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	30.8300
90002006	Viveks	30.3800
90002003	Ezone	30.2800
90002002	Croma	30.2500
90002016	Amazon	29.3300



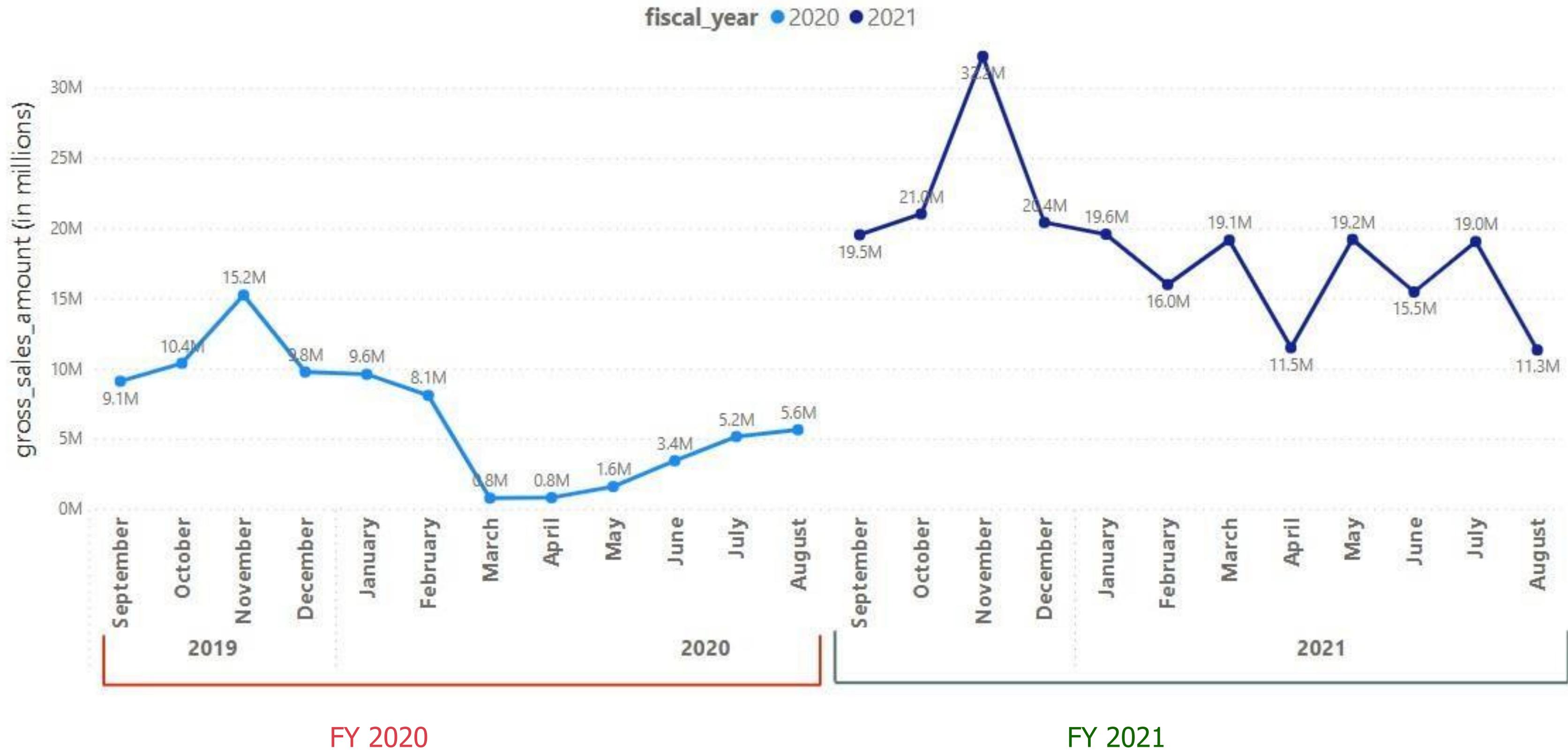
## Request

Get the complete report of the gross sales amount for the customer “atliq exclusive” for each month.

Month	fiscal_year	gross_sales_amount
September (2019)	2020	9.09M
October (2019)	2020	10.38M
November (2019)	2020	15.23M
December (2019)	2020	9.76M
January (2020)	2020	9.58M
February (2020)	2020	8.08M
March (2020)	2020	0.77M
April (2020)	2020	0.80M
May (2020)	2020	1.59M
June (2020)	2020	3.43M
July (2020)	2020	5.15M
August (2020)	2020	5.64M
September (2020)	2021	19.53M
October (2020)	2021	21.02M
November (2020)	2021	32.25M
December (2020)	2021	20.41M

# Sales Trend - AtliQ Exclusive

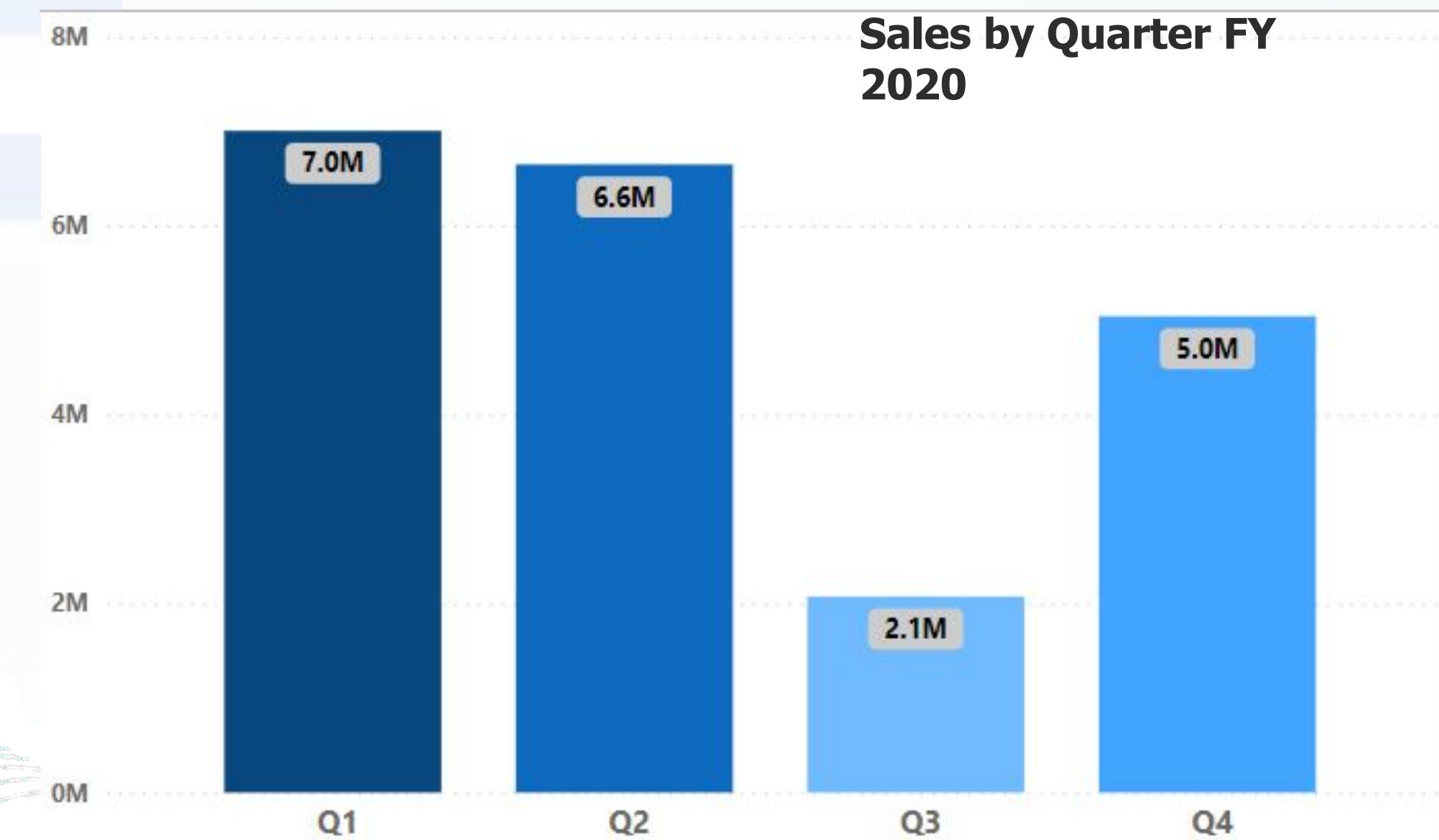
Fiscal Year: September to August



## Request 8:

In which quarter of 2020, got the maximum total\_sold\_quantity?

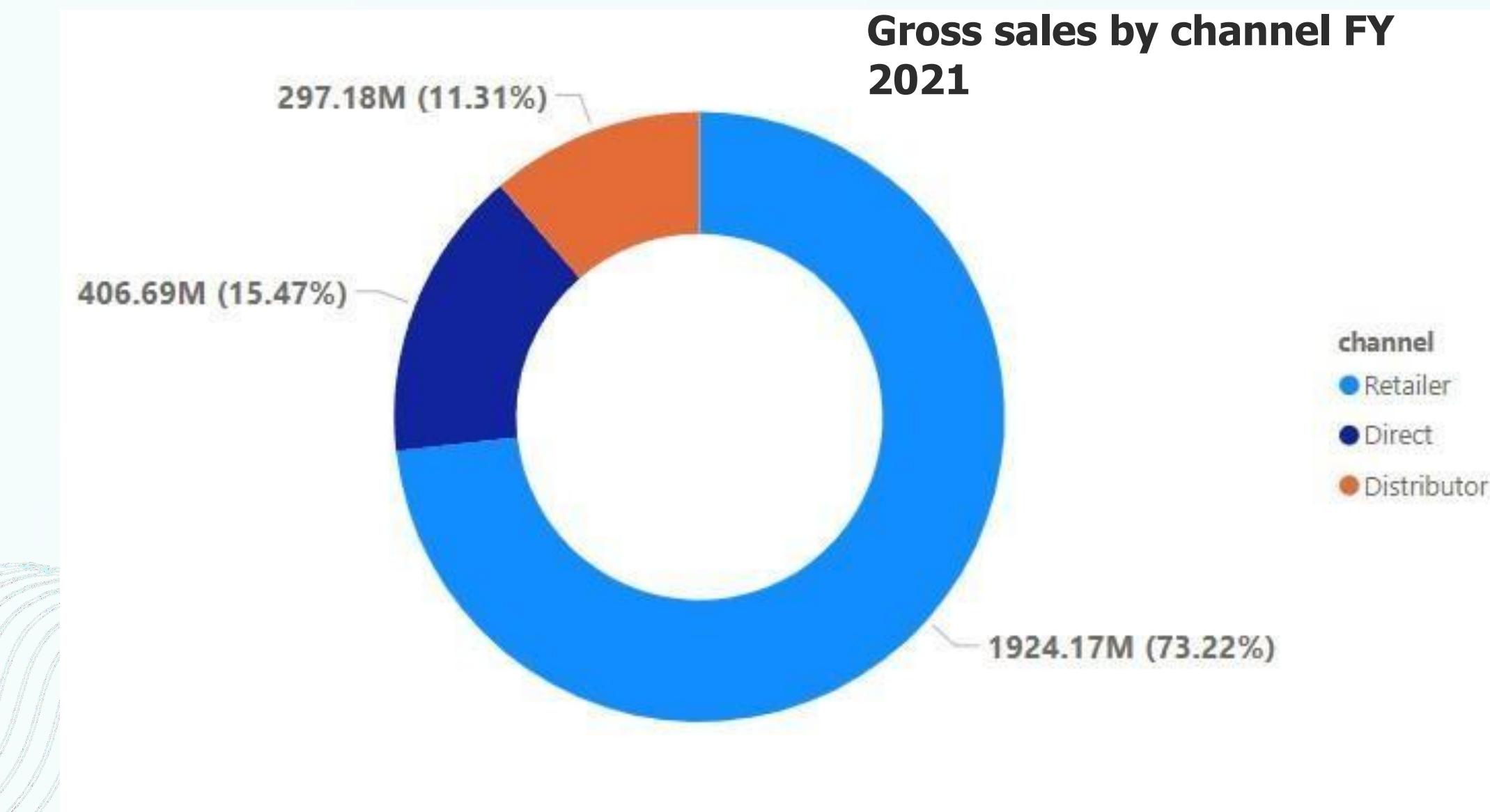
quarter	total_sold_quanity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08



# Request

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

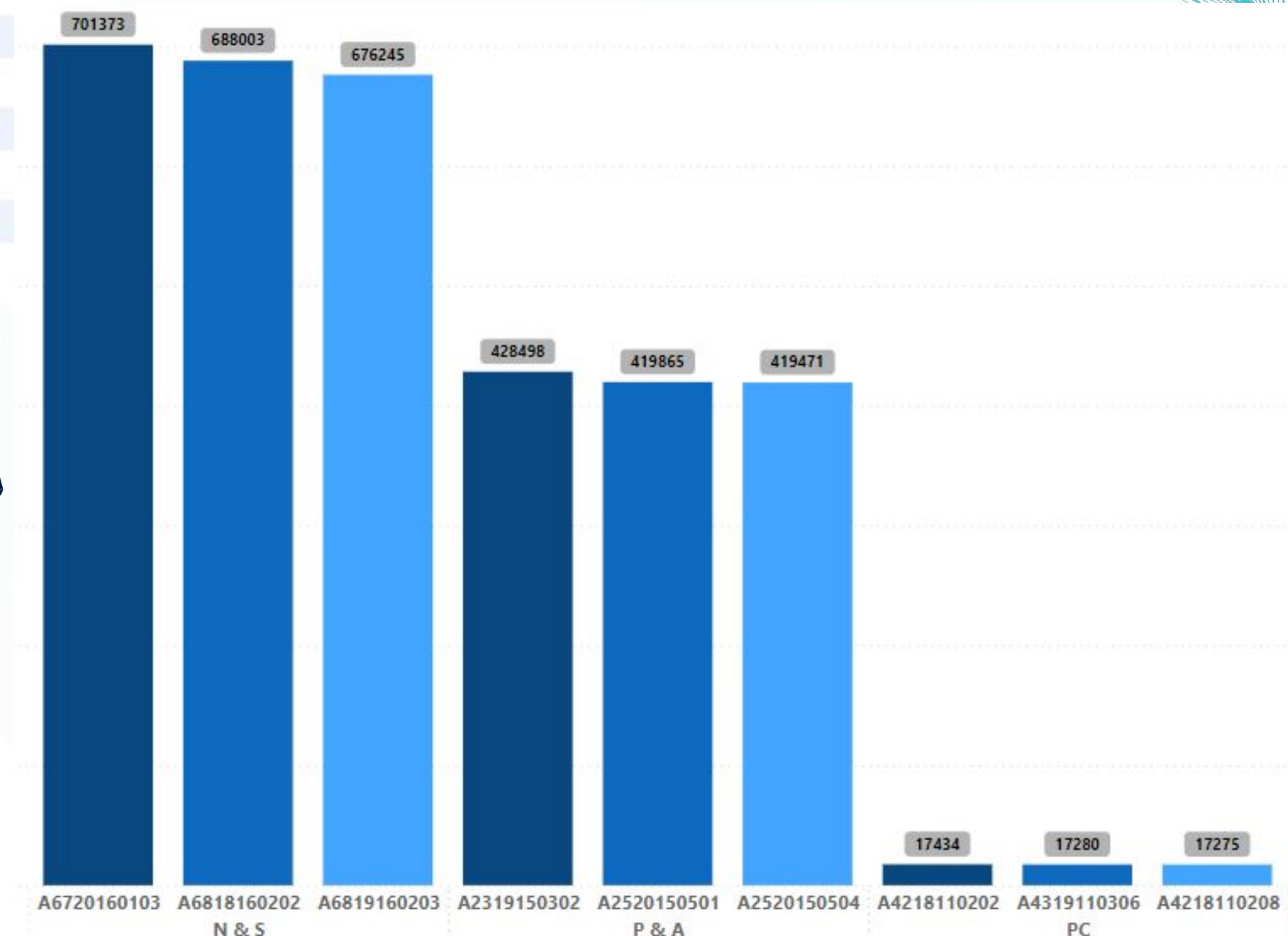
channel	gross_sales_in_millions	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



# Request

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



# Insights

- The unique product experienced a remarkable 36.33% increase in sales during the fiscal year 2021 compared to the previous year.
- The top-selling product was the Notebook, while the Networking product line showed the lowest sales figures.

Among the product manufacturing costs, Desktops had the highest expenditure, whereas Mouse production costs were the lowest.

During FY2021, Flipkart made the highest customer contribution with an impressive 30.83%, while Amazon's customer contribution was the lowest at 29.33%.

- In March 2020, the lowest sales period, sales reached 2.8 million units. In November 2021, sales peaked with a record 32.2 million units sold.
-

# **THANK YOU!**

