Meet the

Tony Sharma

Hemanad vadvial

The Senior Visionary, leading the charge but facing a tough challenge.

Meet the

Peter Pandey

Dahavel patel

The Junior Analyst, eager to crack the data puzzle

AtliQ is leading the computer hardware market in India and expanding globally, yet we struggle to make quick, data-driven decisions... This has to change

Tough day, Tony

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Tough day, Tony

You know, Peter, we have all the data we need, but we're not using it effectively. Our decisions are still based on instinct rather than solid insights!

Hmm... so what's the plan? Hiring an army of data experts?

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Smart move! So, the challenge will separate the best from the rest?

Exactly. Atliq Hardware is growing fast, and with the right data team, we'll make smarter, faster, and better decisions.

Sound great,tony

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AD_Hoc Insights

Consumer good

Presented By :

Komal Shrivastav

Content

1 OVERIVEW OF COMOANY

2 MANUFACTURES DIVSION

3 TOOL AND DATA

4 AD HOC QUERIES AND INSIGHTS

Background of tliQ Hardwares

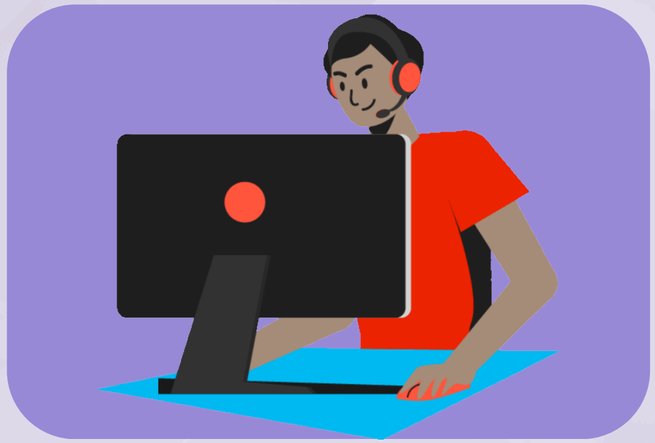
Atliq Hardware is one of the leading computer hardware and accessory manufacturers in India, as well as in 26 other countries across the globe.

PRODUCT MANUFACTURES

Division

Paripheral & Acessories

PC



Networking & Storage

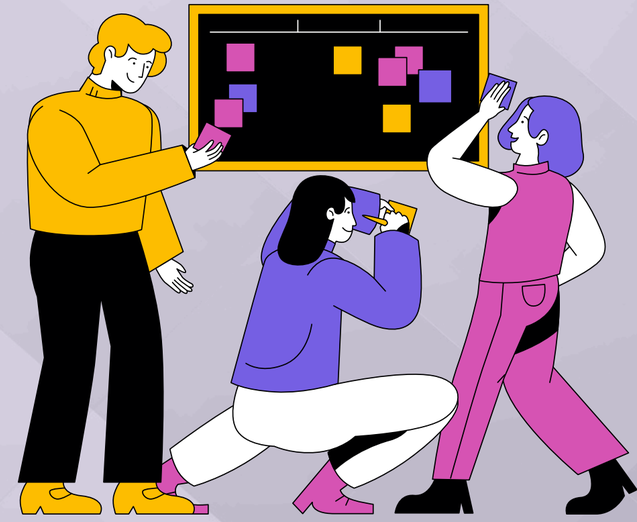
HOW ATLIQ OPERATES

- THE FISCAL YEAR FOR ATLIQ STARTS FROM IST SEPT AND ENDS ON 31 AUG EACH YEAR

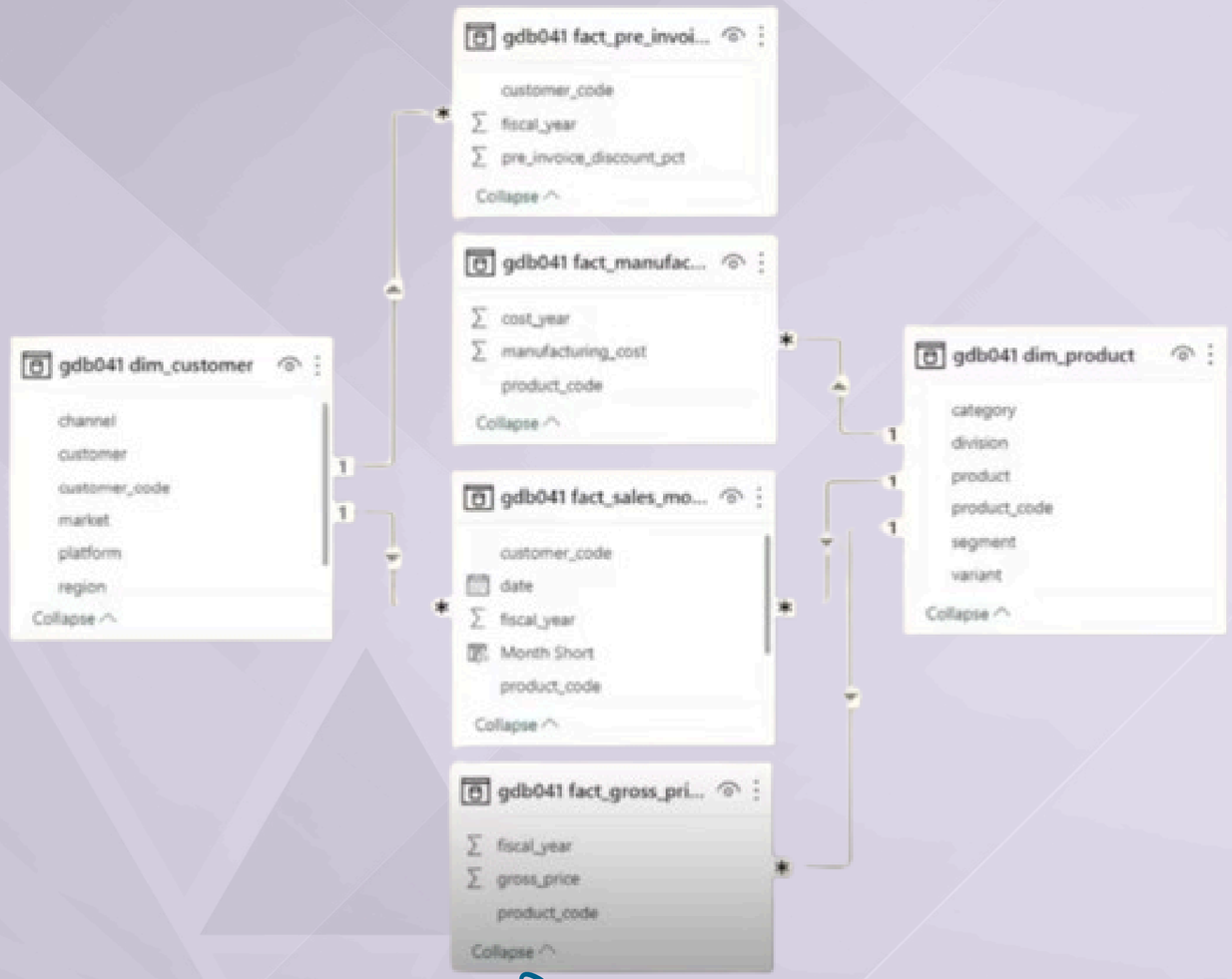
- SEPT 2019 - AUG 2020 -> FY 2020

  SEPT 2020 - AUG 2021 -> FY 2021

- THE SALES DATA IS AVAILABLE FOR FY 2020 TO 2021



Data,Request,and Tools



Codebasics SQL Challen

Requests:

1. Provide the list of markets in which customer "Atlig
business in the APAC region.

2. What is the percentage of unique product increase
final output contains these fields,
unique_products_2020
unique_products_2021
percentage_chg

3. Provide a report with all the unique product counts
sort them in descending order of product counts. Th
2 fields,
segment
product_count

4. Follow-up: Which segment had the most increase in
2021 vs 2020? The final output contains these fields
segment
product_count_2020
product_count_2021
difference

5. Get the products that have the highest and lowest manufacturing costs.
The final output should contain these fields,
product_code
product
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. The final output contains these fields,
customer_code
customer
average_discount_percentage

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.
The final report contains these columns:
Month
Year
Gross sales Amount

8. 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

9. 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

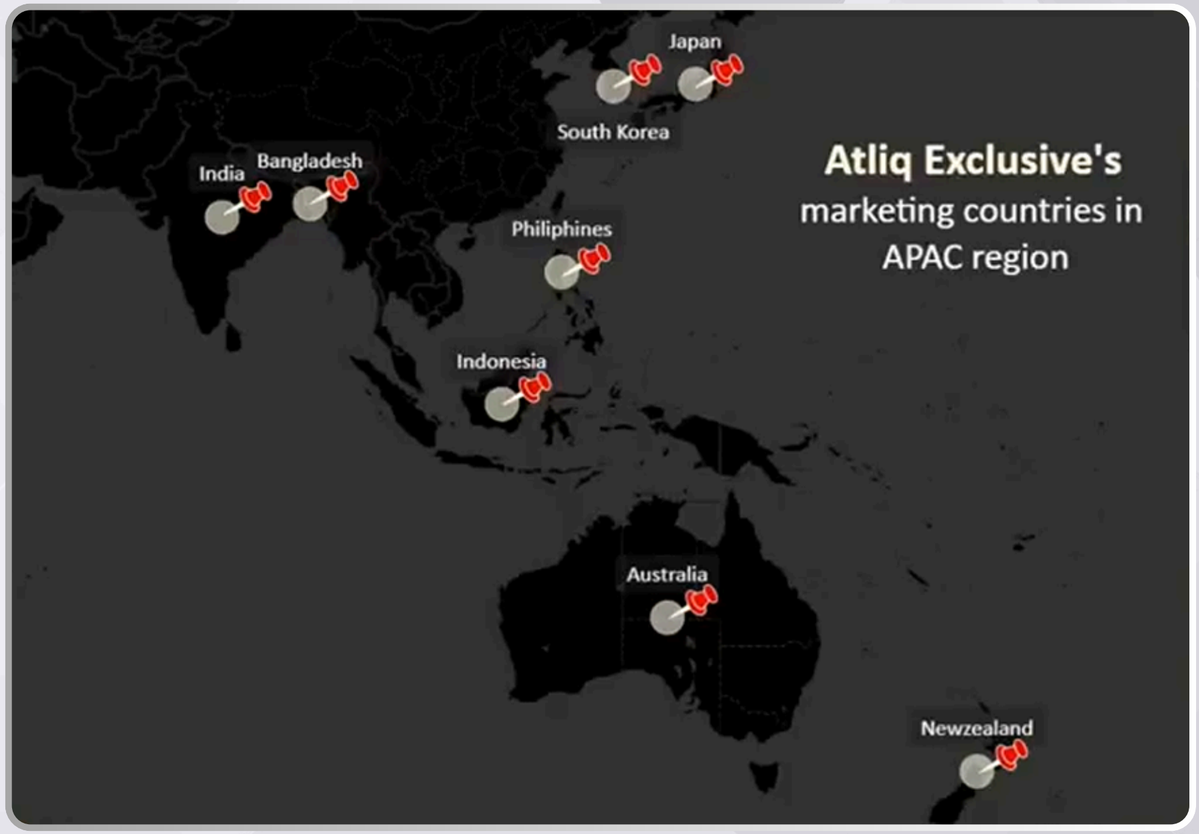
10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields,
division
product_code

MySQL + Power BI **for analysis and visualization**

REQUESTS 1

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

market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

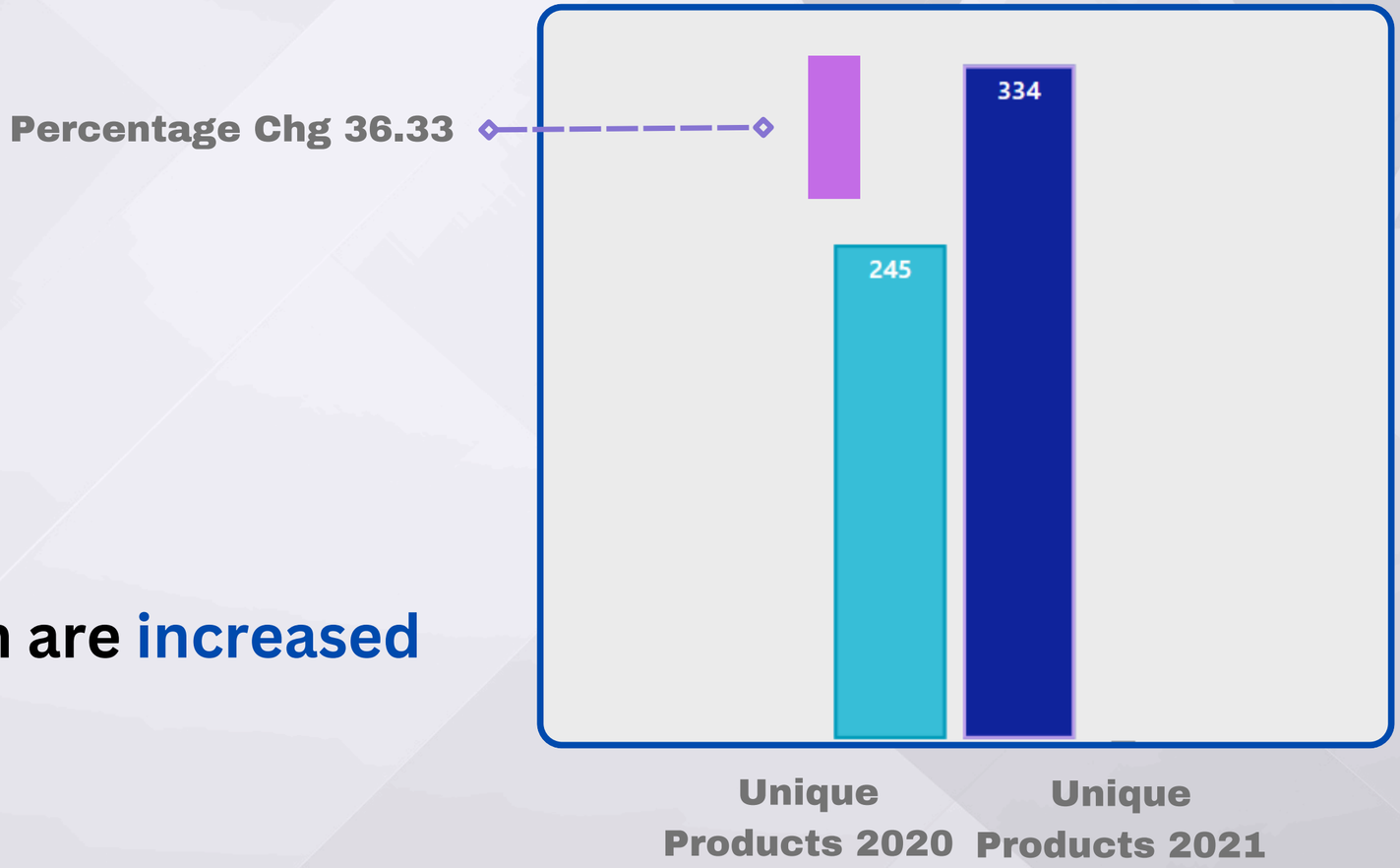


REQUESTS 2

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_products_2020	unique_products_2021	percentage_chg
245	334	36.33

Unique Products 2020 vs Unique Products 2021



Insights

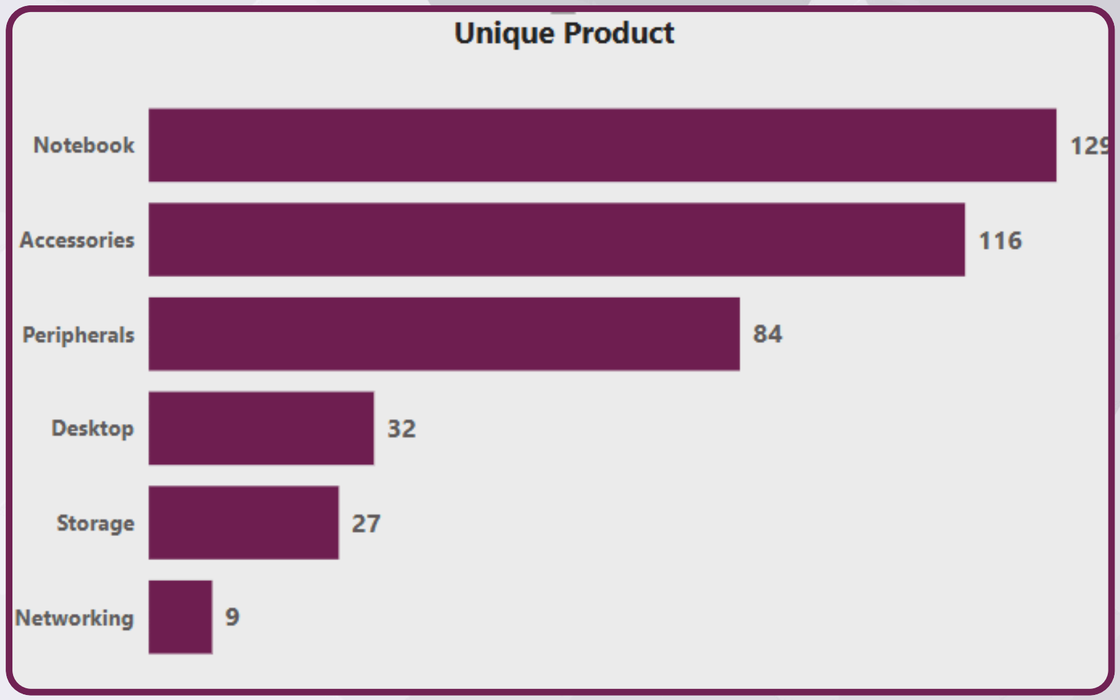
- deamand and production both are increased

REQUESTS 3

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

Unique product counts for each segment



Alarming

Insights

- Segments: notebooks, accessories, and peripherals are showing significant manufacturing growth as compared to desktops, storage, and networking.
- Notebooks, accessories, and peripherals constitute 83% of the total manufactured product

REQUESTS 4

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_202(	product_count_202:	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

Insights

- Accessories had the largest increase in production
- Storage and Networking are experiencing slower production growth than other segments

Unique product difference per segment from 2020 to 2021

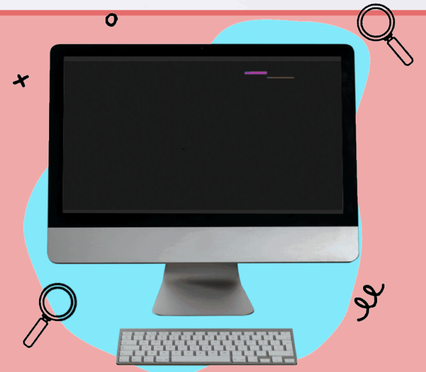
Segment	Sum of product_count_2020	Sum of product_count_2021	Sum of Difference
Accessories	69	103	34 ↑
Desktop	7	22	15 ↑
Networking	6	9	3 ↑
Notebook	92	108	16 ↑
Peripherals	59	75	16 ↑
Storage	12	17	5 ↑
Total	**245**	**334**	**89**

REQUESTS 5

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	240.5364
A2118150101	AQ Master wired x1 Ms	0.8654

Products Having highest and lowest manufacturing costs



A6120110206
AQ HOME Allin1 Gen 2
Personal Desktop

A2118150101
AQ Master wired x1 Ms
Mouse

Insights

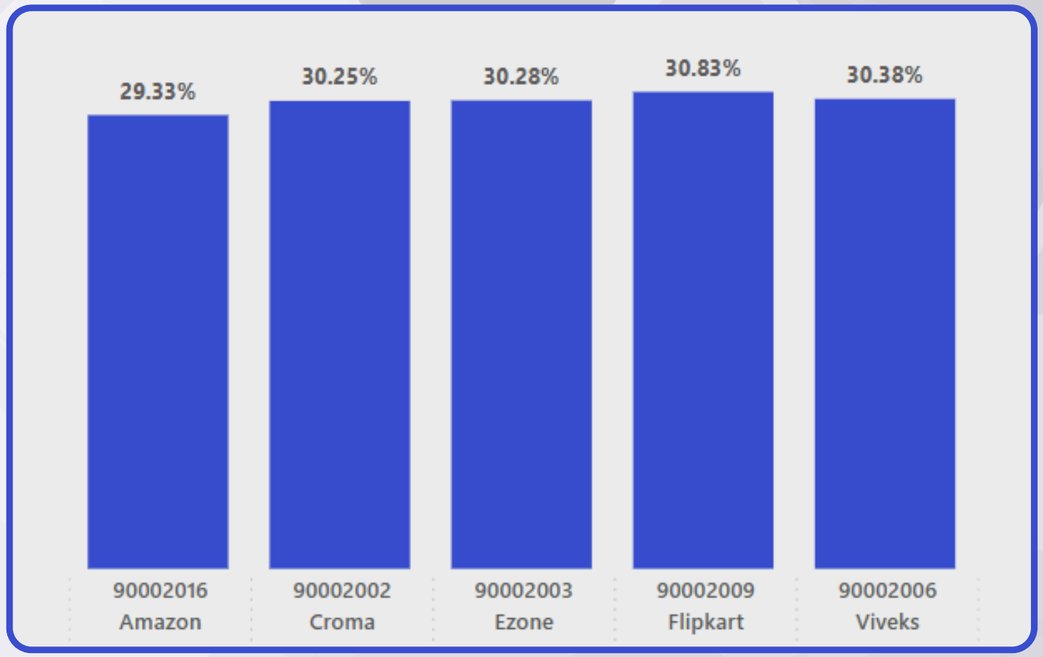
- **Mouse: AQ Master wired x1 Ms (Variant: Standard 1) has the lowest manufacturing cost.**
- **Personal Desktop: AQ Home Allin1 Gen2 (Variant: Plus 3) has the highest manufacturing cost**

REQUESTS 6

Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_p for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer_code customer average_discount_percentage

Top 5 Indian customers with highest average discount percentage for Fy 2021

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



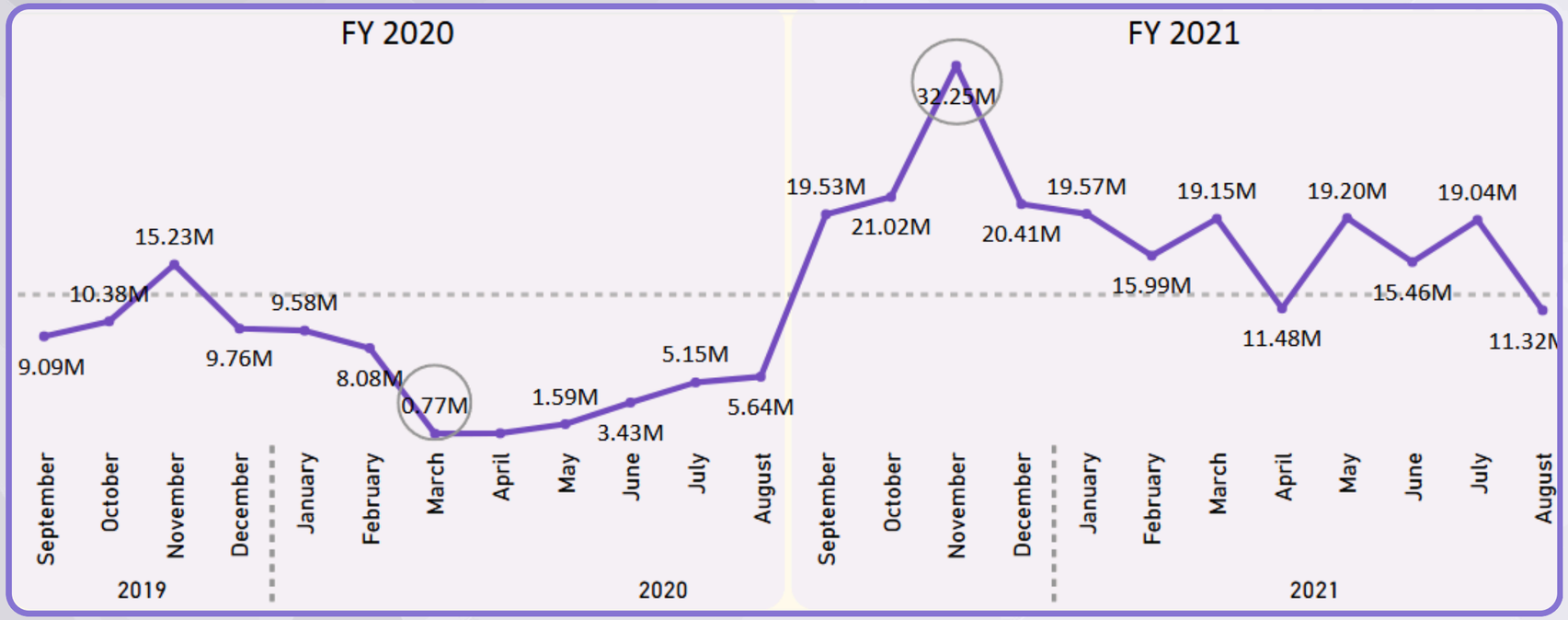
Customer & Customer code

Insights

- the Largest average pre-invoice discount was given to Flipkart
- the Least average pre-invoice discount was given to Amazon

REQUESTS 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. The final report contains these columns: Month Year Gross sales Amount



November	2019	28512004.15
October	2019	19475069.34
September	2019	17040562.24
March	2020	1422525.16
May	2020	2971173.85
April	2020	1492369.18
August	2020	10599401.49
November	2020	62302295.57
December	2020	39306619.91
February	2020	15171931.84
January	2020	18009123.49
July	2020	9685828.63
October	2020	40444450.56
June	2020	6451963.41
September	2020	37752848.19
March	2021	36972600.02
November	2021	259105977.18
December	2021	161727839.58
August	2021	21839400.72
July	2021	36677913.91
January	2021	37704996.30
October	2021	159240254.33
May	2021	37037201.24
April	2021	22147394.99
February	2021	30852326.32

Insights

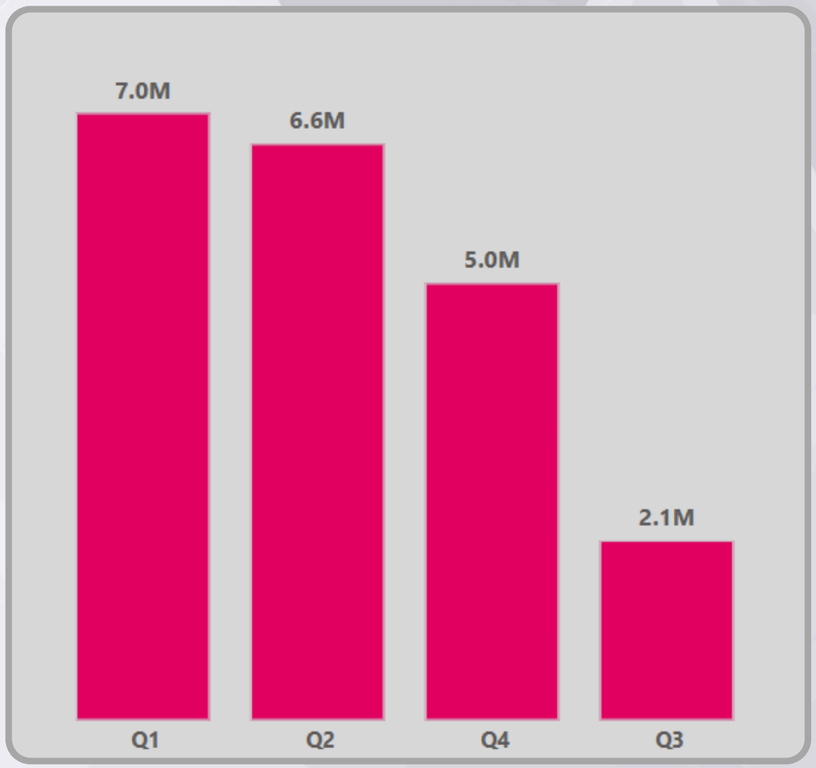
- **The lowest Gross sales total for both fiscal years is in March (2020).**
- **The highest Gross sales total for both fiscal years is in November (2020).**
- **73.8% of the total Gross sales figure is in FY 2021**

REQUESTS 8

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

Quarters	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Total sold quantity in fy 2020 by quarter



Insights

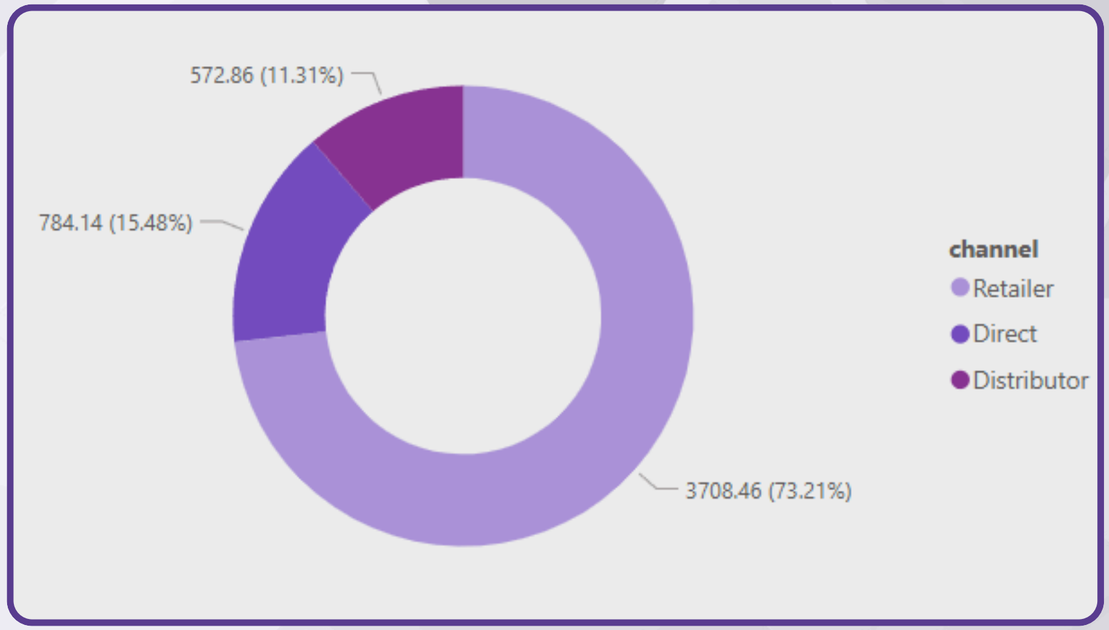
- **Quarter 1 of FY2020 saw the most units sold overall, while Quarter 3 had the fewest.**
- **The highest and lowest overall sold quantity is in December and March.**
- **Quarter 1 accounts for approximately 34% of the total sold quantity for FY2020**

REQUESTS 9

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_million	percentage
Retailer	3708.46	73.21
Direct	784.14	15.48
Distributor	572.86	11.31

Gross sales and contribution percentages by Channels for FY 2021



Insights

- **Channel: "Retailer" helped bring maximum sales to the company with 73.22% as the contribution percentage.**
- **Channel: "Distributor" makes the least contribution at a percentage of 11.31%.**

REQUESTS 10

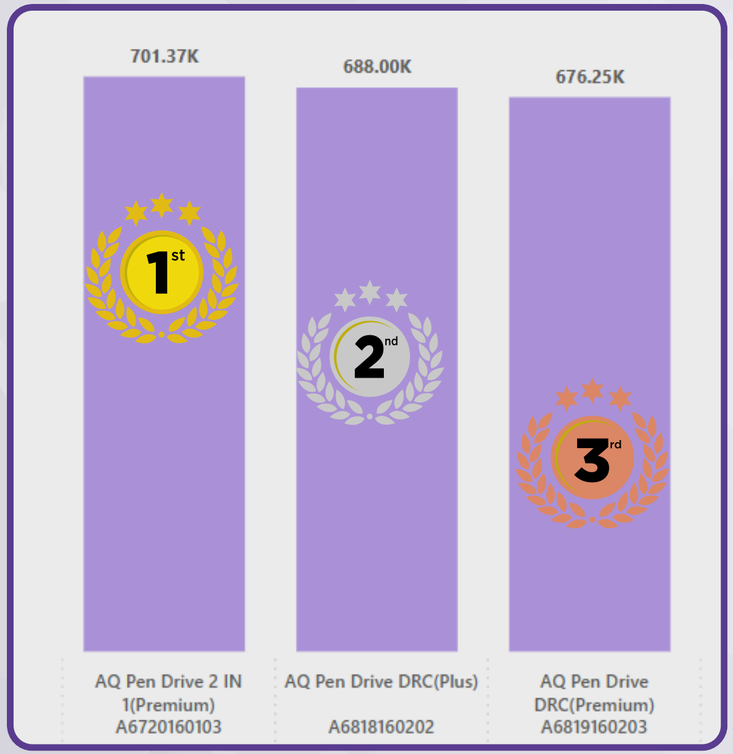
Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields, division product_code,product,total_sold_quantity ,rank_order

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1(P...	701373	1
N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
N & S	A6819160203	AQ Pen Drive DRC(Pr...	676245	3
P & A	A2319150302	AQ Gamers Ms(Stand...	428498	1
P & A	A2520150501	AQ Maxima Ms(Stand...	419865	2
P & A	A2520150504	AQ Maxima Ms(Plus 2)	419471	3
PC	A4218110202	AQ Digit(Standard Blue)	17434	1
PC	A4319110306	AQ Velocity(Plus Red)	17280	2
PC	A4218110208	AQ Digit(Premium Mist...	17275	3

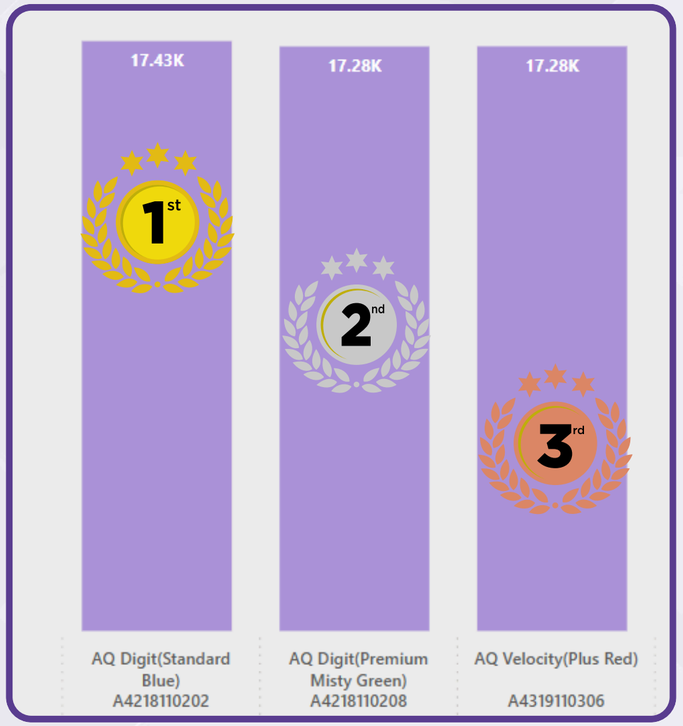
Insights

- Every division has a product with different variants that appears twice in top three products by division list

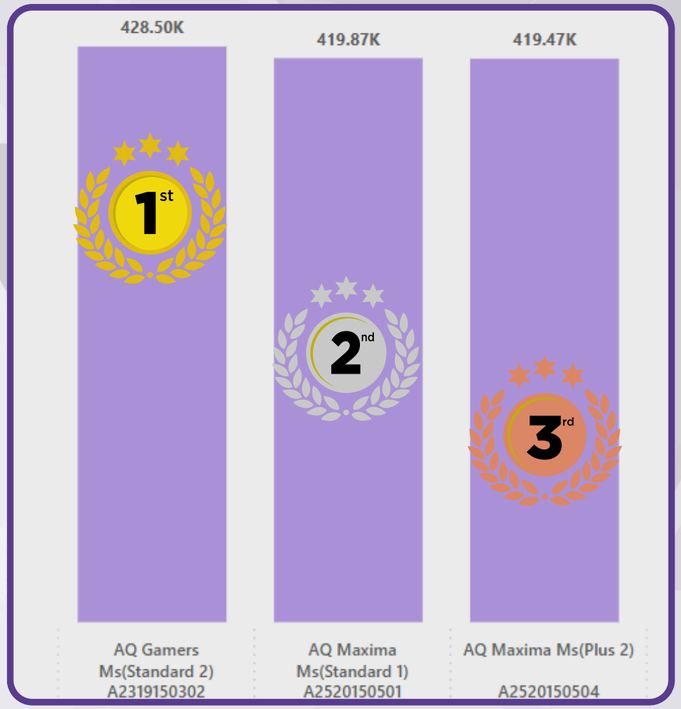
Division N & S



PC

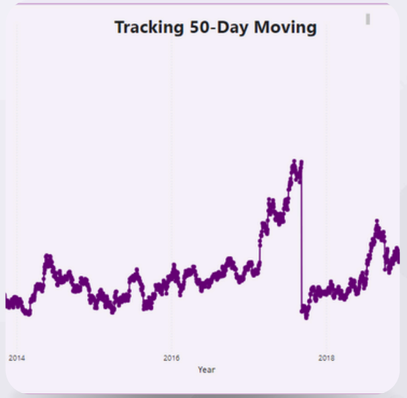


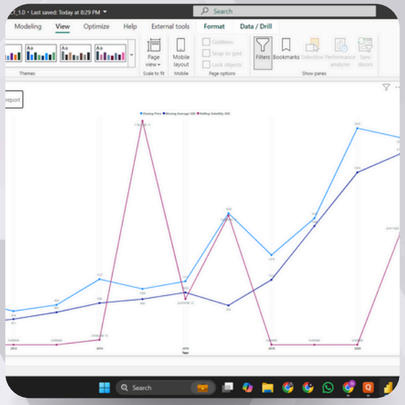
Division P & A

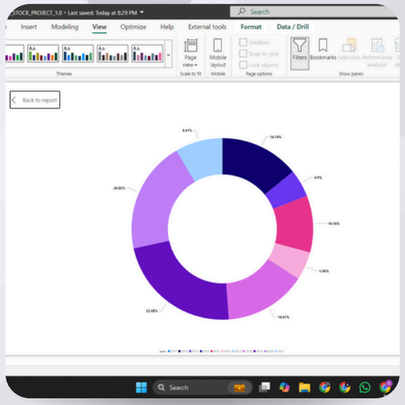


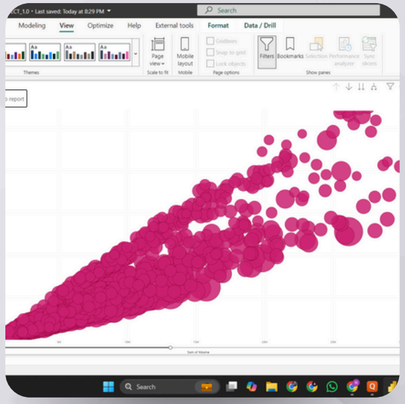
THANK YOU

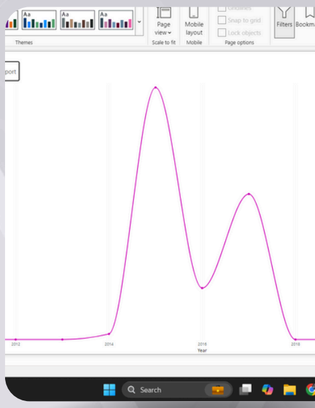
Yearly Closing Price Insights
0.23M
0.23M
0.25M
0.30M
0.26M
2014
2015
2016
2017
2018


Tracking 50-Day Moving
2014
2016
2018
Year









2019 Qtr 1 March

Trading Volume Growth