



Atliq Hardware

Ad-Hoc Insights

Consumer Goods



CODE
BASICS

Agenda

- *Background / Context*
- *Company's Business Details*
- *Business Markets*
- *Input Data*
- *Ad-Hoc Requests & Results*



Background / Context

- Atliq Hardware is one of India's major computer hardware manufacturers, with a strong presence in other nations.
- The management noticed that they do not get enough insights to make prompt, quick, and smart data-informed decisions.
- So they plan to expand the data analytics team by adding several junior data analysts.
- For that, the Director plans to conduct a SQL challenge to evaluate the skills.
- The company seeks insights for 10 ad-hoc requests.



Company Details

Atliq hardware is a computer hardware and accessory manufacturer.

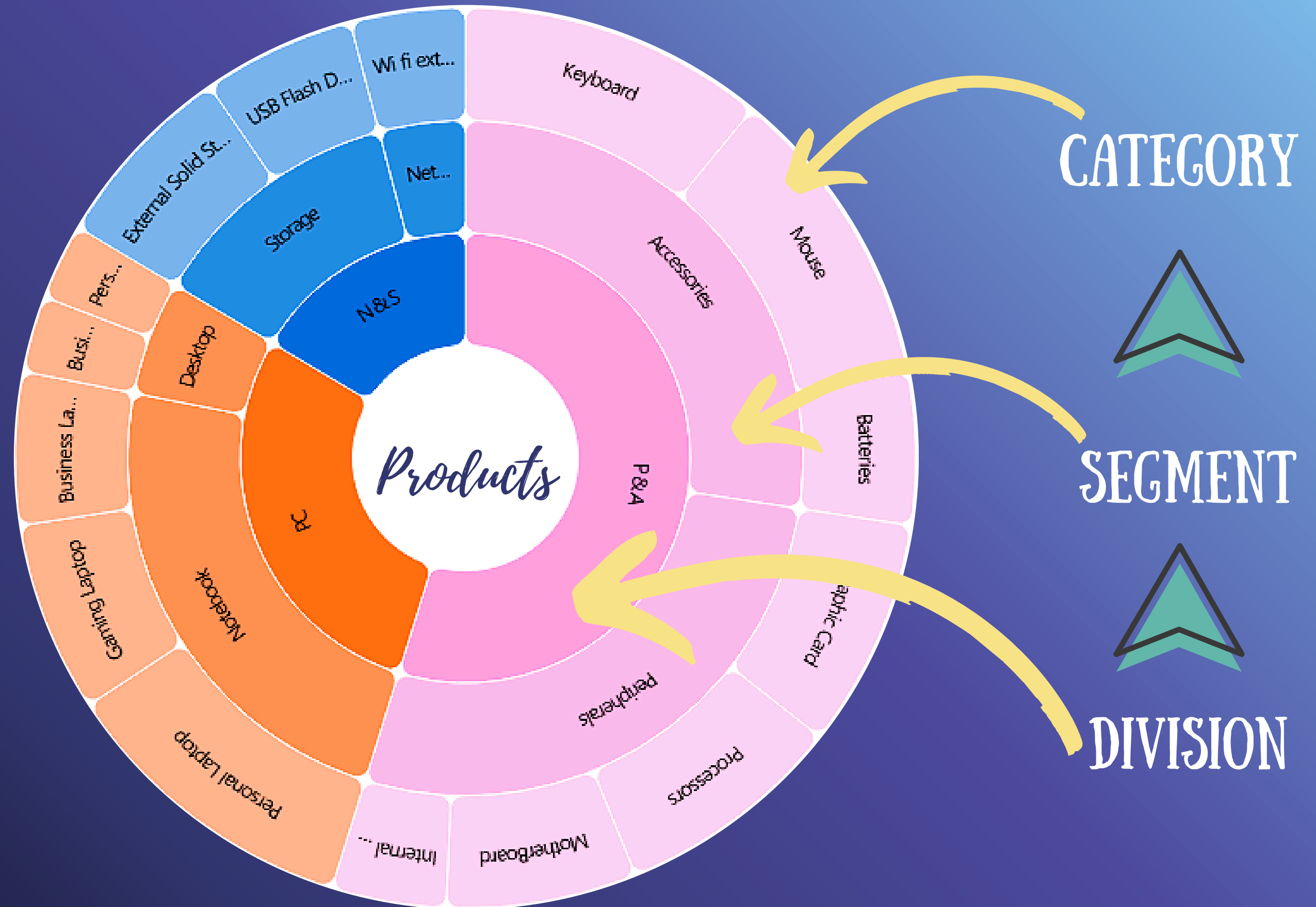
FISCAL YEAR

September/2019 - August/2020

FY 2020

September/2020 - August/2021

FY 2021

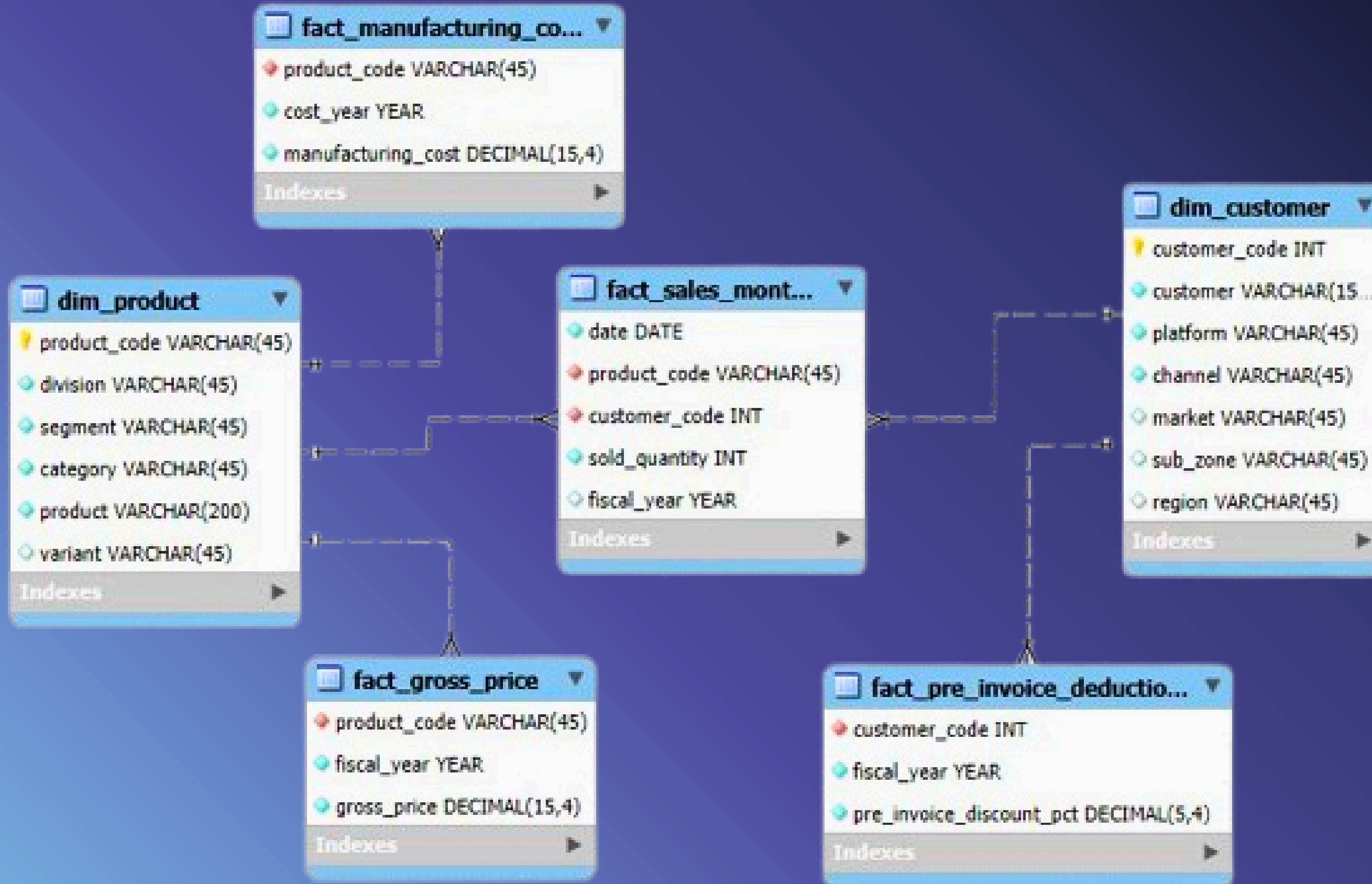
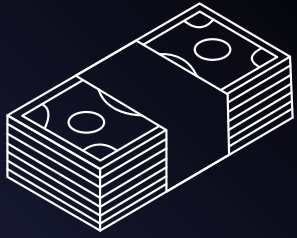


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Business Markets



Input Data



Request-1

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

	market
▶	India
	Indonesia
	Japan
	Philiphines
	South Korea
	Australia
	Newzealand
	Bangladesh

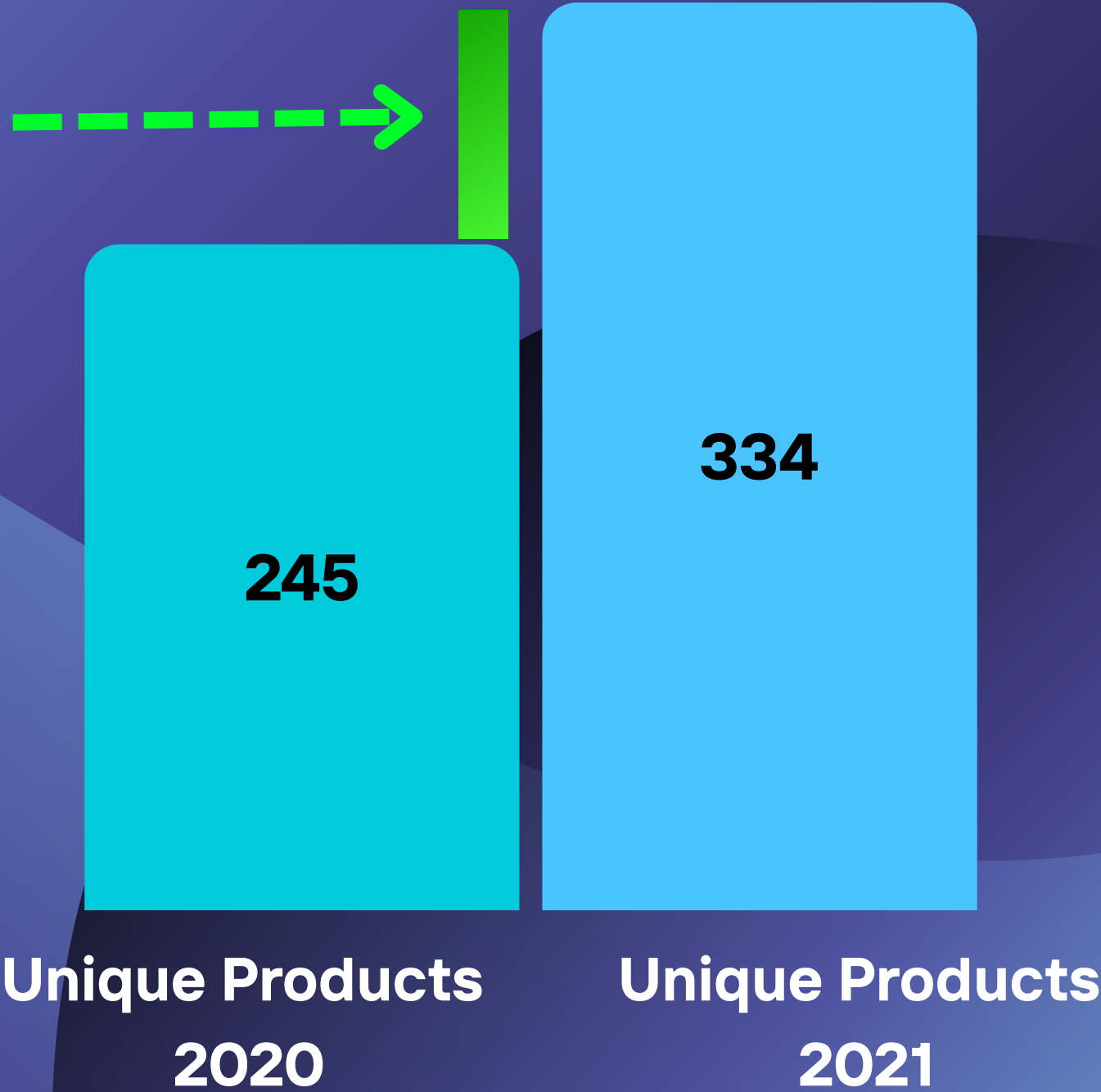


Request-2

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

Percentage change
36.33% increase

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33



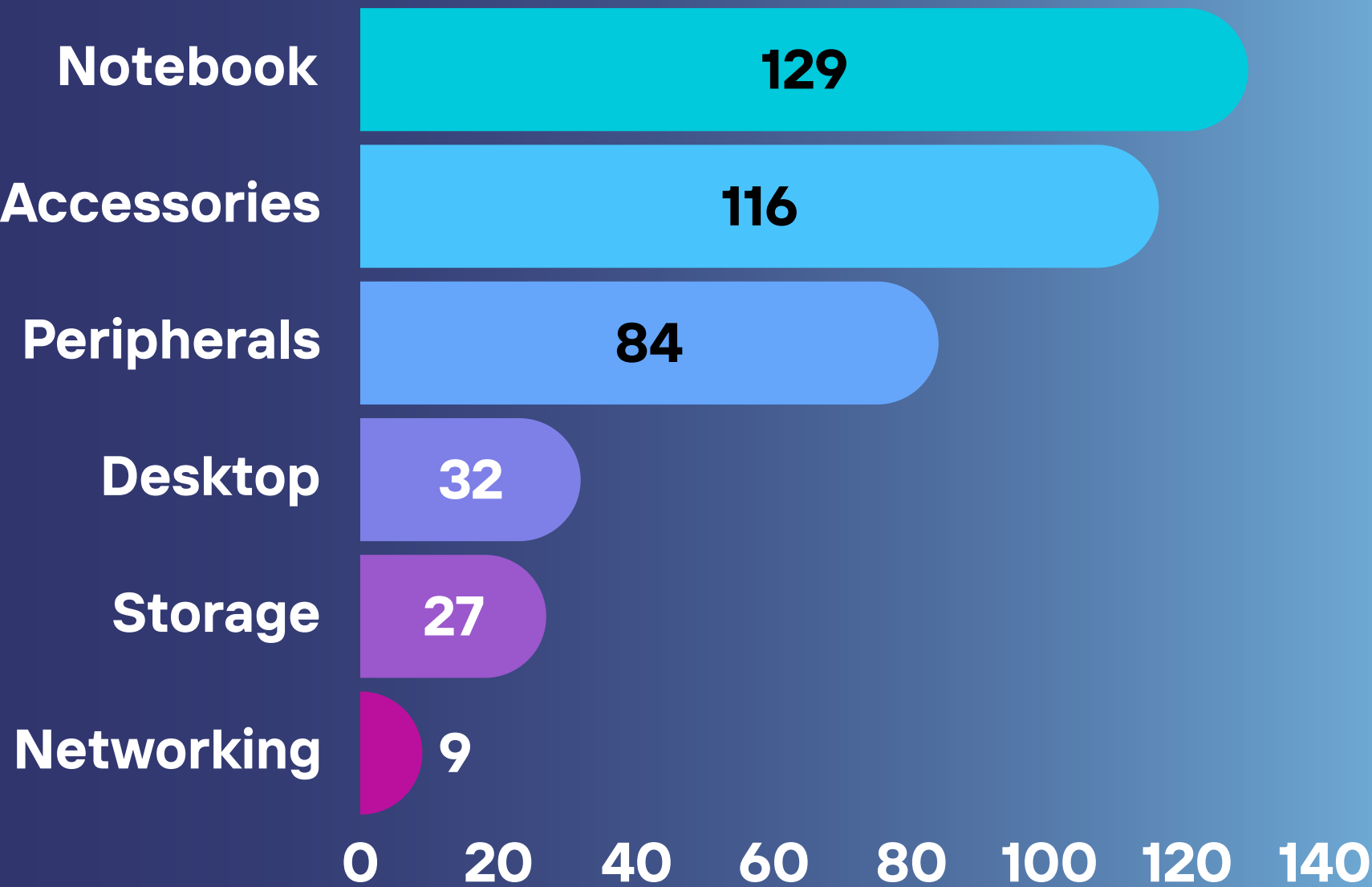
Insight:

Production of new unique products increased by 36.33%

Request-3

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



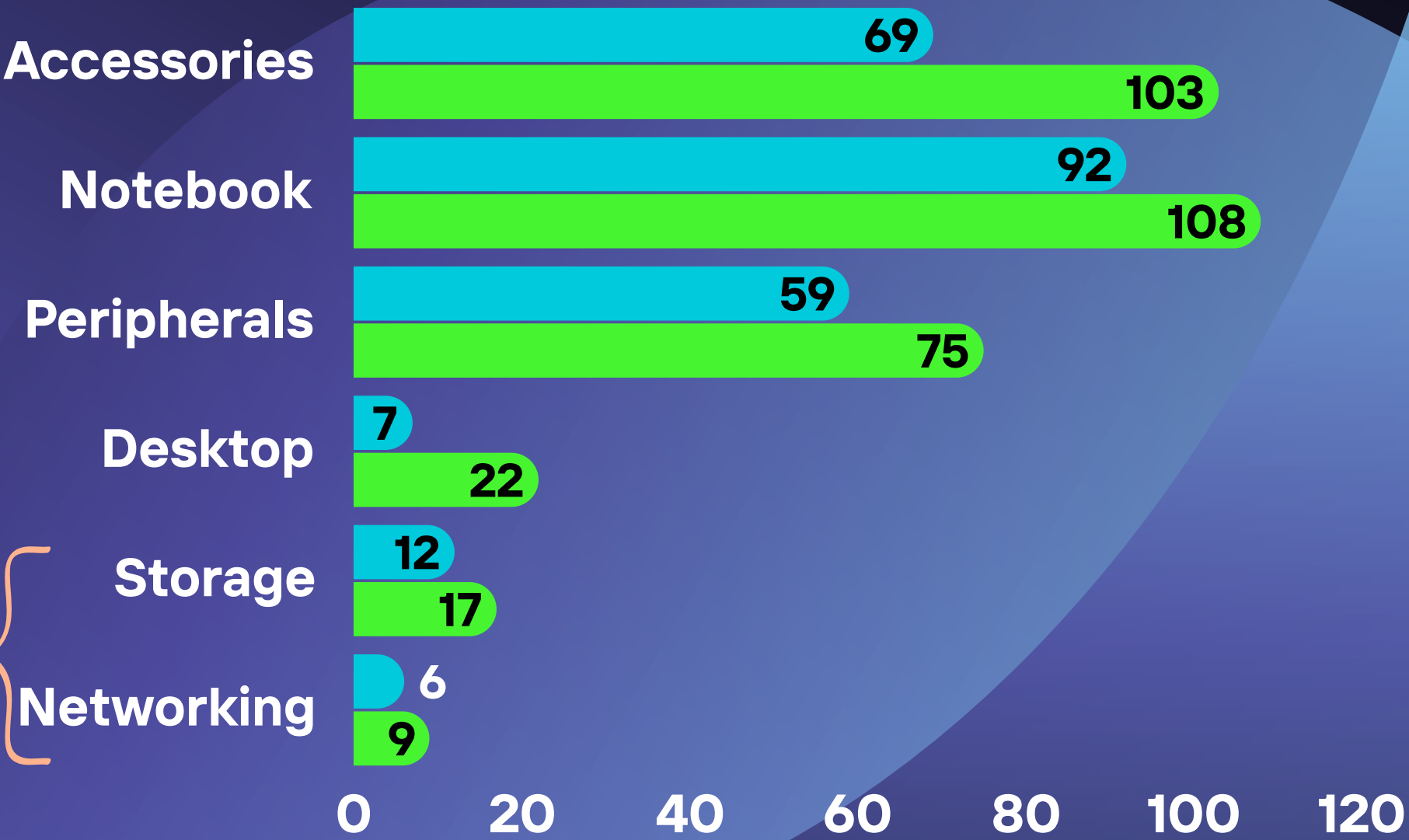
Insight:

Notebooks, Accessories, and Peripherals are highly produced as compared to Desktop, Storage, and Networking devices.

Request-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



Lowest increasing segments

Insights:

- 'Accessories' has the highest increase in unique products indicating their high demand.
- Storage and Networking are the segments with the lowest increase in unique products

Request-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

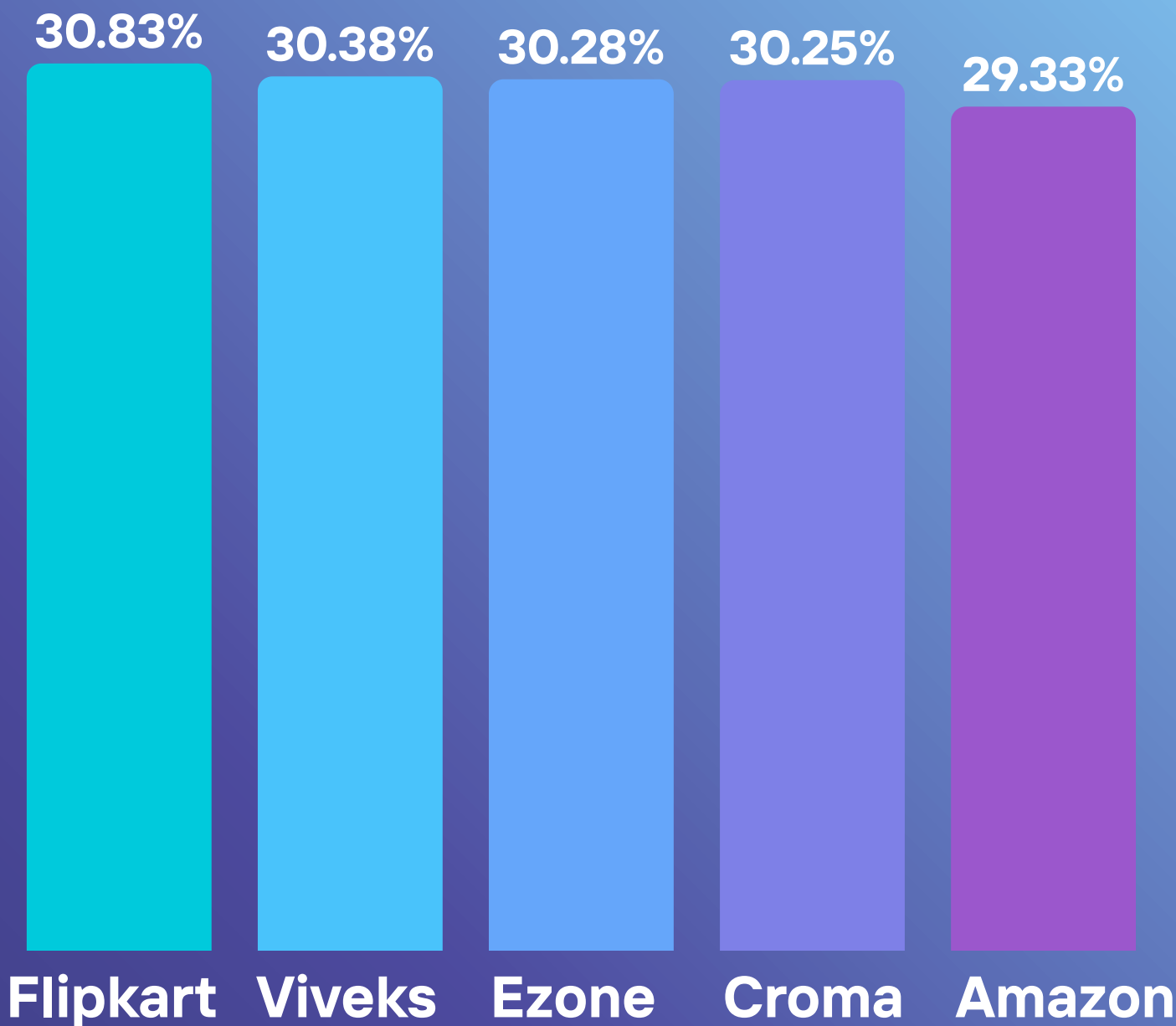
Insights:

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

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.

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



Insights:

- The highest pre_invoice_discount was given to **Flipkart**.
- The lowest pre_invoice_discount was given to **Amazon**.

Request-7

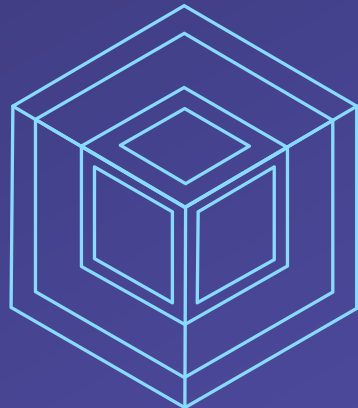
Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

FY 2020 - 79.5 M \$

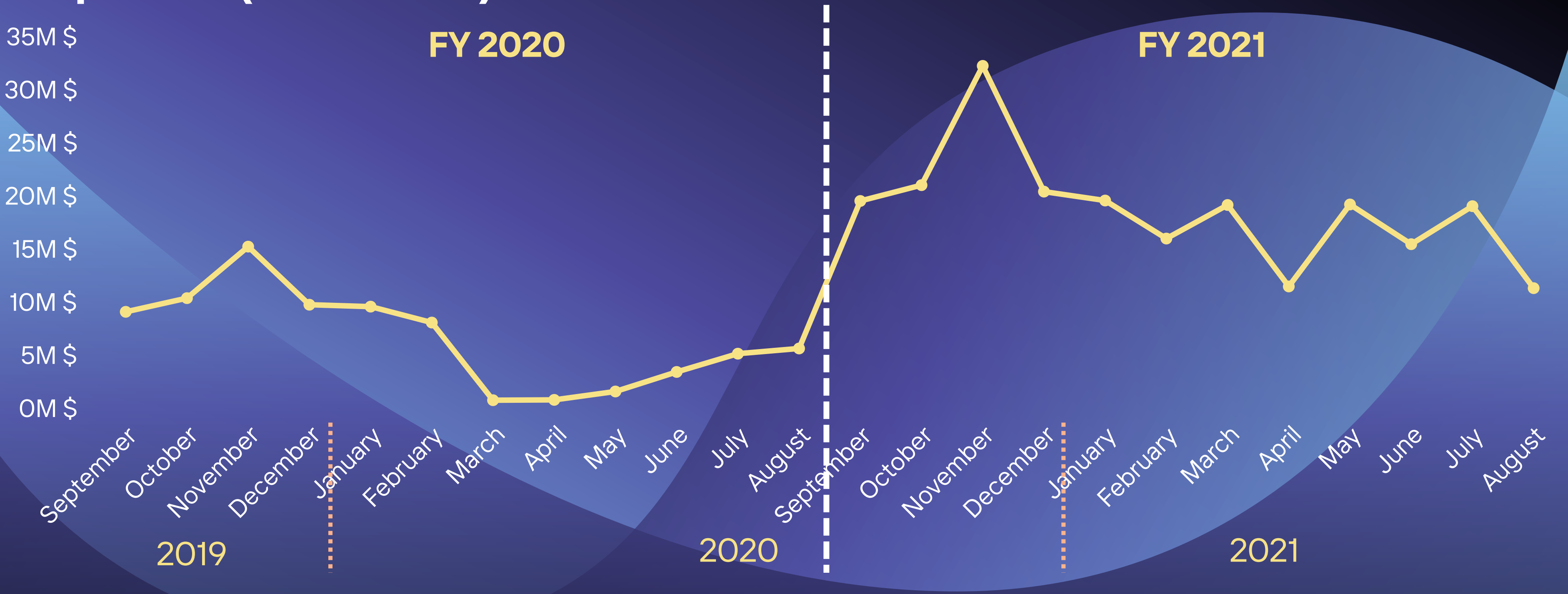
	Month	Year	Gross Sales Amount
►	September	2019	9092670.34
	October	2019	10378637.60
	November	2019	15231894.97
	December	2019	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83

FY 2021 - 224.4 M \$

	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
	May	2021	19204309.41
	June	2021	15457579.66
	July	2021	19044968.82
	August	2021	11324548.34

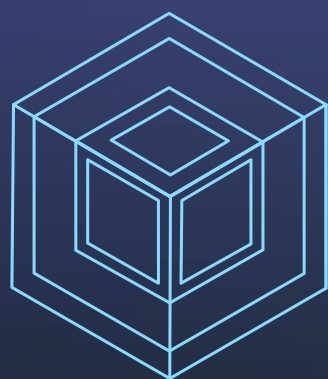


Request-7 (continued)



Insights:

- Lowest performing month- **March/2020**
- Highest performing month- **November/2020**



Request-8

In which quarter of 2020, got the maximum total_sold_quantity?

Quarter	Total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087



Insights:

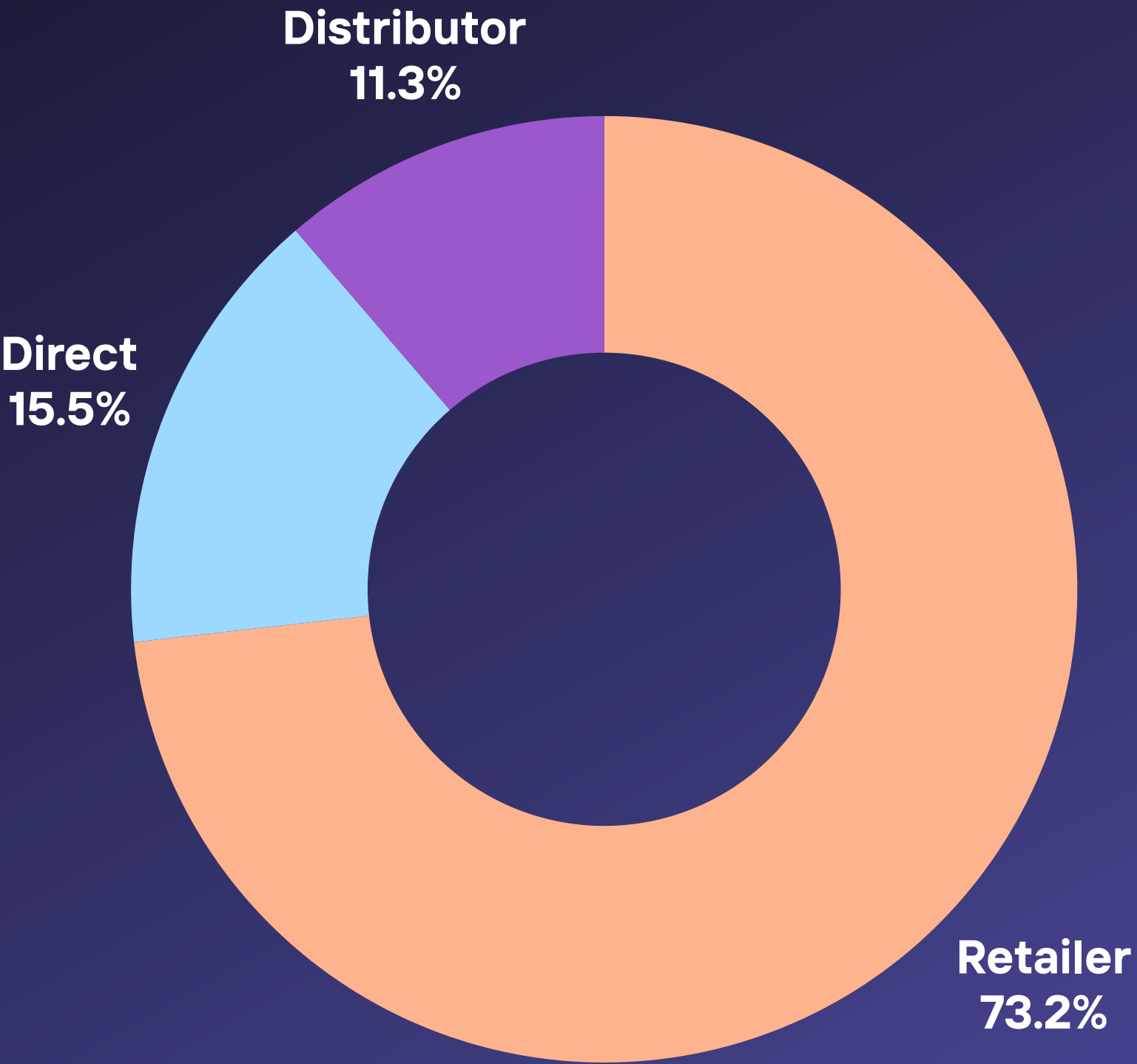
- Maximum sold quantity- **Q1**
- Minimum sold quantity- **Q3**



Request-9

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

channel	gross_sales_million	percentage_contribution
Retailer	1924.17	73.22
Direct	406.69	15.48
Distributor	297.18	11.31



Insights:

- 'Retailer' brought the **maximum** sales to the company.
- 'Distributor' brought **minimum** sales to the company.



Request-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(Premium)	701373	1
N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
P & A	A2520150501	AQ Maxima Ms(Standard 1)	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 Misty Green)	17275	3

Insight:

Every division has a product with different variants that appear twice in the top 3 products by division list.



Request-10 (continued)

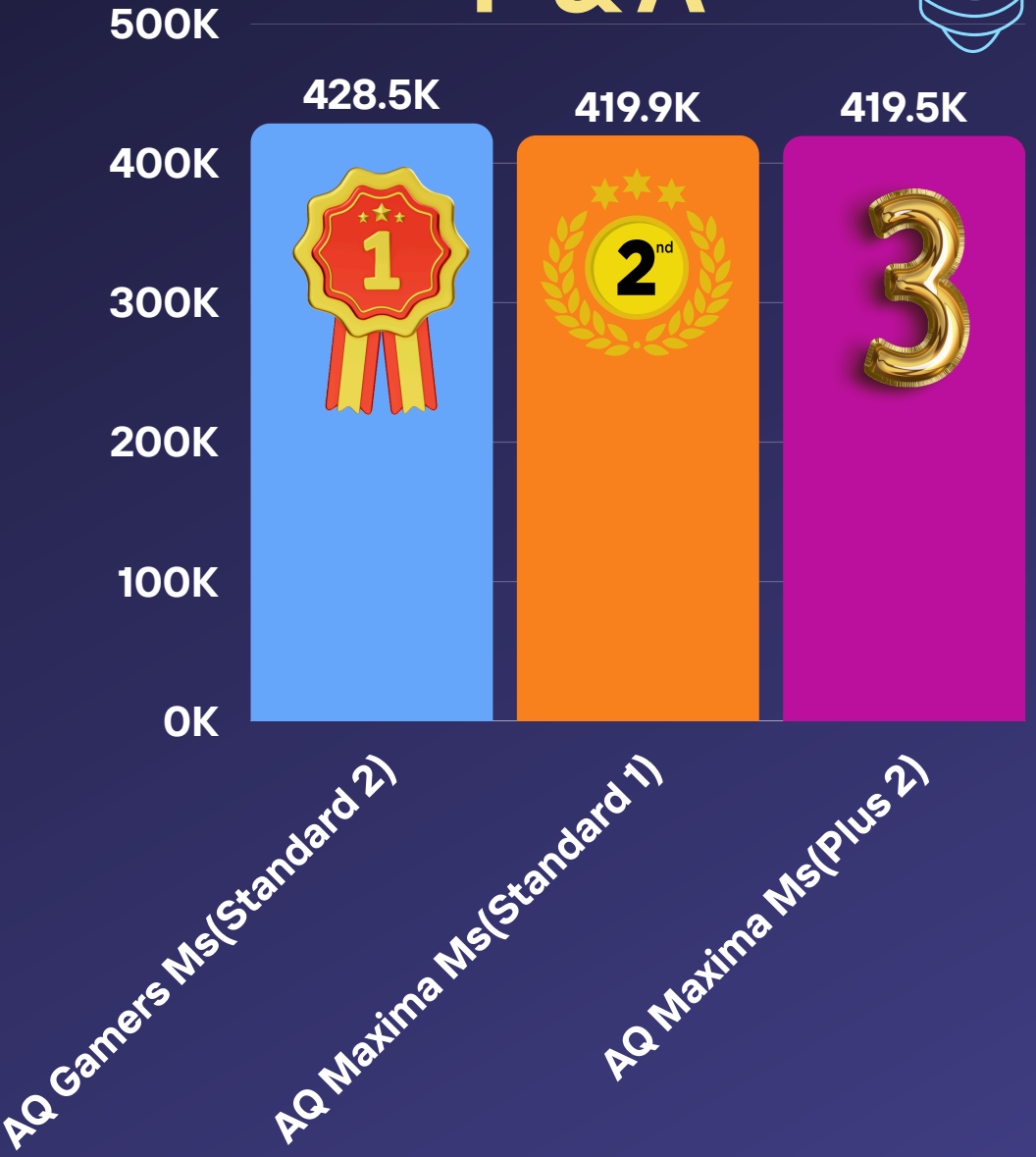
N & S



PC



P & A



Thank You

