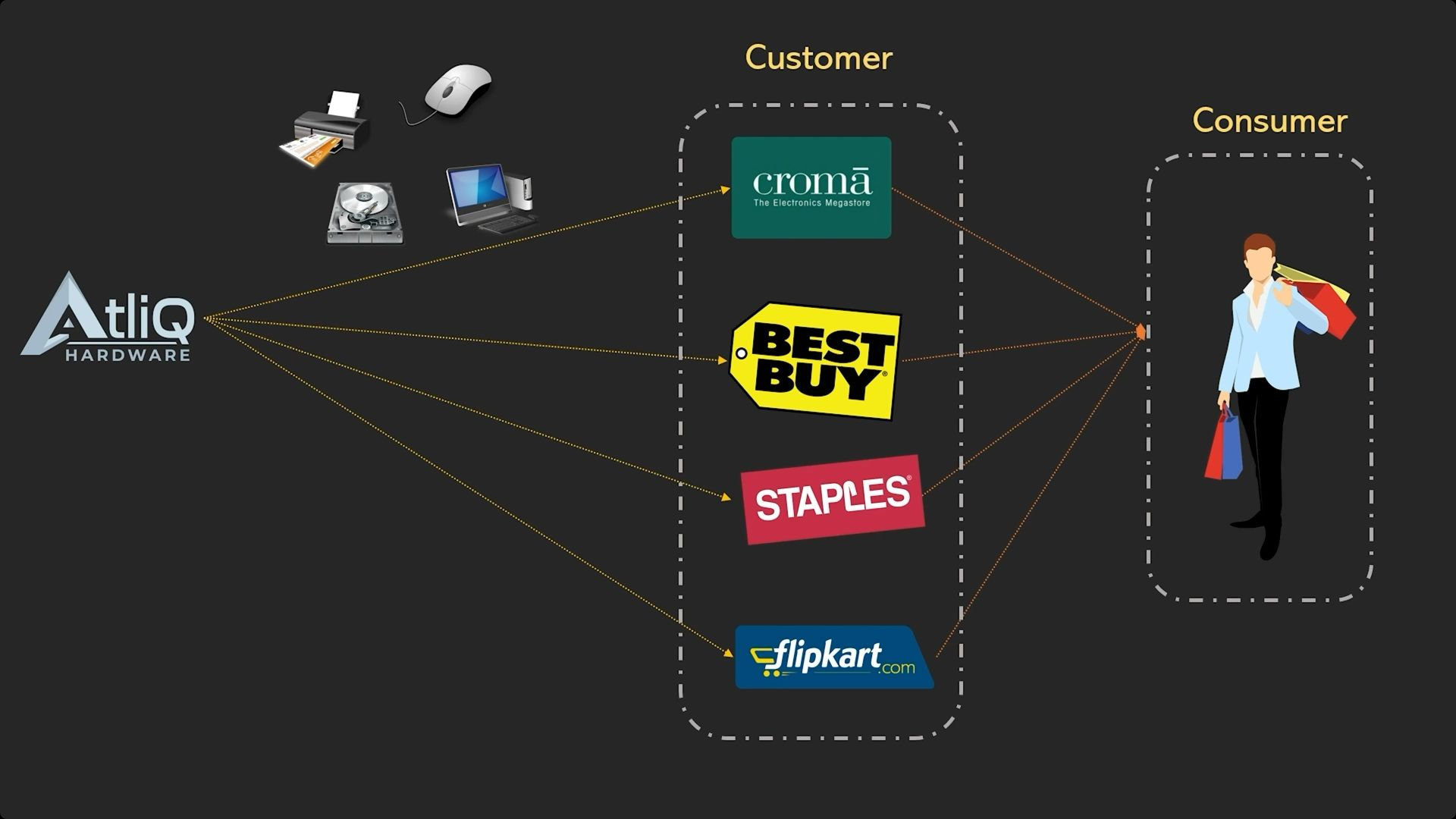
Atliq Hardware problem Statement


Customer
Consumer
AtliQ HARDWARE
croma
The Electronics Megastore
BEST BUY
STAPLES
flipkart.com

AtliQ HARDWARE

croma
The Electronics Megastore

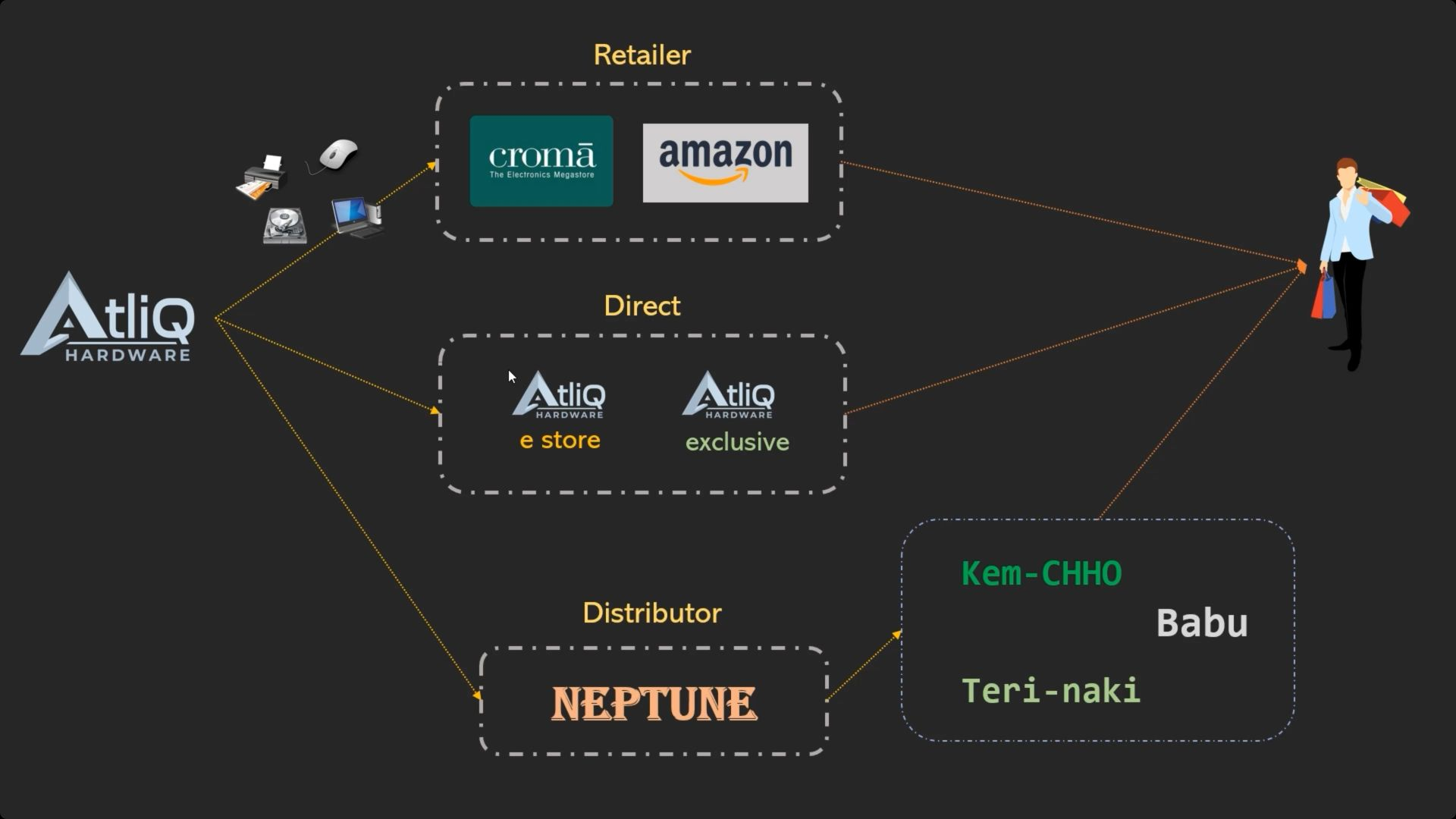
flipkart.com

vijay sales

Platforms

Brick & Mortar

E-Commerce


Retailer
croma
The Electronics Megastore
amazon
AtliQ HARDWARE
Direct
AtliQ HARDWARE
e store
AtliQ HARDWARE
exclusive
Distributor
NEPTUNE
Kem-CHHO
Babu
Teri-naki

Channel

Retailer

croma The Electronics Megastore

amazon

Direct

AtliQ HARDWARE e store

AtliQ HARDWARE exclusive

Distributor

NEPTUNE

Profit and loss statement

Gross Price: 30 $

AtliQ HARDWARE → croma The Electronics Megastore

Pre-Invoice Deductions

Yearly discount agreements made at the beginning of each financial year

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

croma
The Electronics Megastore

Promotional offers

AtliQ HARDWARE

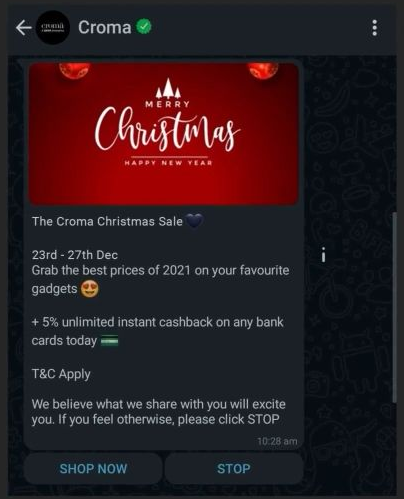
Gross Price: 30 $

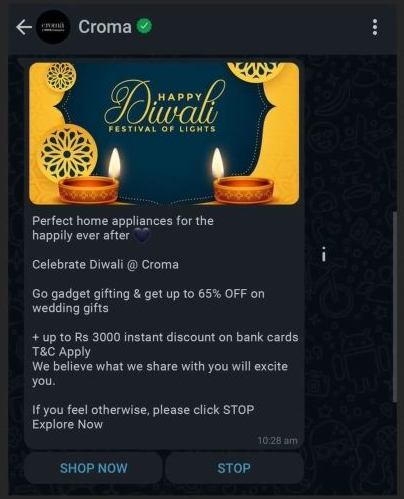
- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

croma
The Electronics Megastore

Promotional offers





AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

croma
The Electronics Megastore

Promotional offers

Promotional offers

+

Placement Fees

+

Performance Rebate

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

croma
The Electronics Megastore

Promotional offers

Promotional offers

+

Placement Fees

+

Performance Rebate

=

Post-invoice Deductions

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

croma The Electronics Megastore

Promotional offers

Promotional offers

+

Placement Fees

+

Performance Rebate

=

Post-invoice Deductions

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

croma
The Electronics Megastore

Net sales is basically the Revenue of AtliQ

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

croma The Electronics Megastore

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

- Cost Of Goods Sold (COGS): 20

Manufacturing Cost

+

Freight (Transportation)

+

Other Cost

=

COGS

AtliQ HARDWARE

Gross Price: 30 $

- Pre-invoice Deduction: 2

croma The Electronics Megastore

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

- Cost Of Goods Sold (COGS): 20

= Gross Margin: 5

Gross Margin % of Net Sales (GM/NS): 20 %

IMPORTANT TERMINOLOGIES

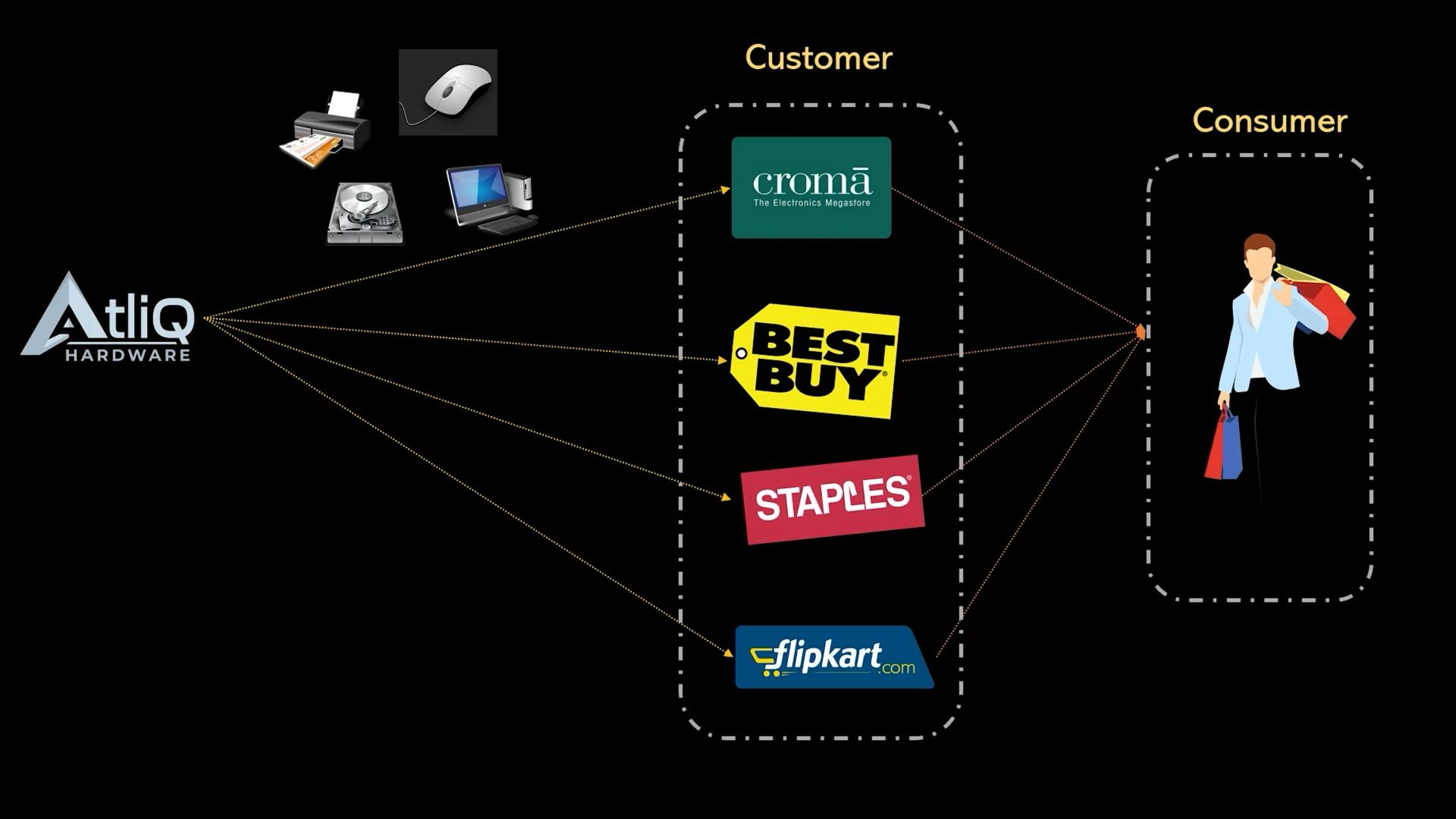
ETL , OLAP vs OLTP

Data Warehouse

ETL

OLAP

OLTP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AtliQ HARDWARE
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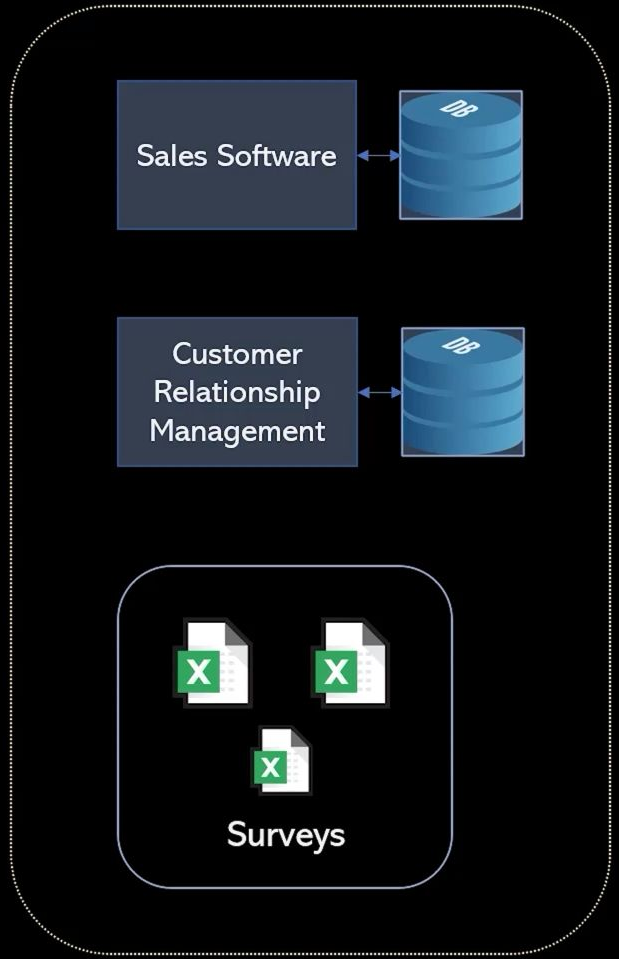
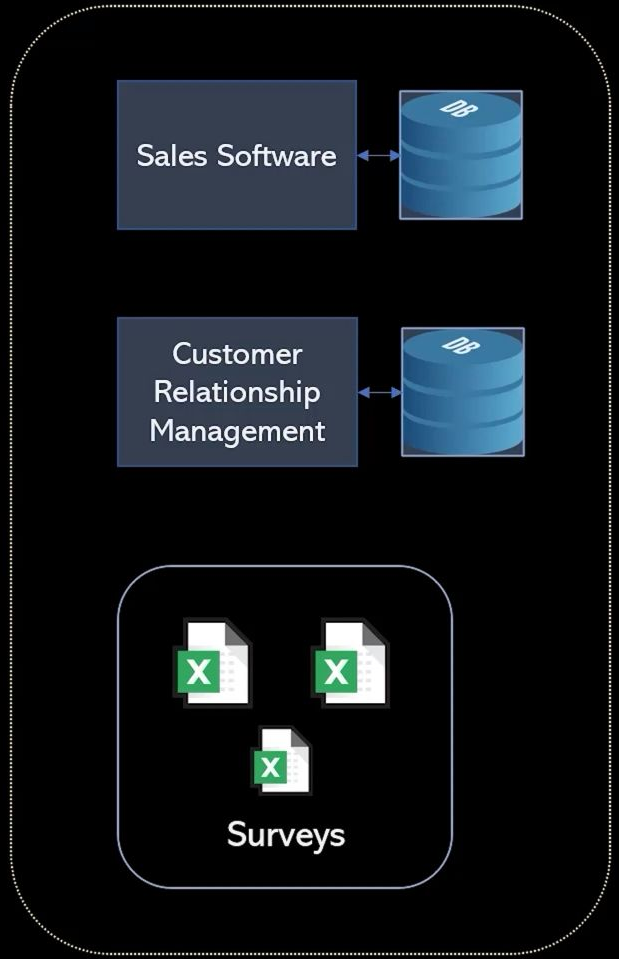
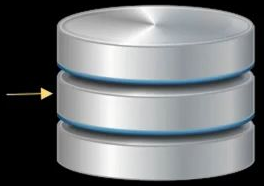
flipkart.com

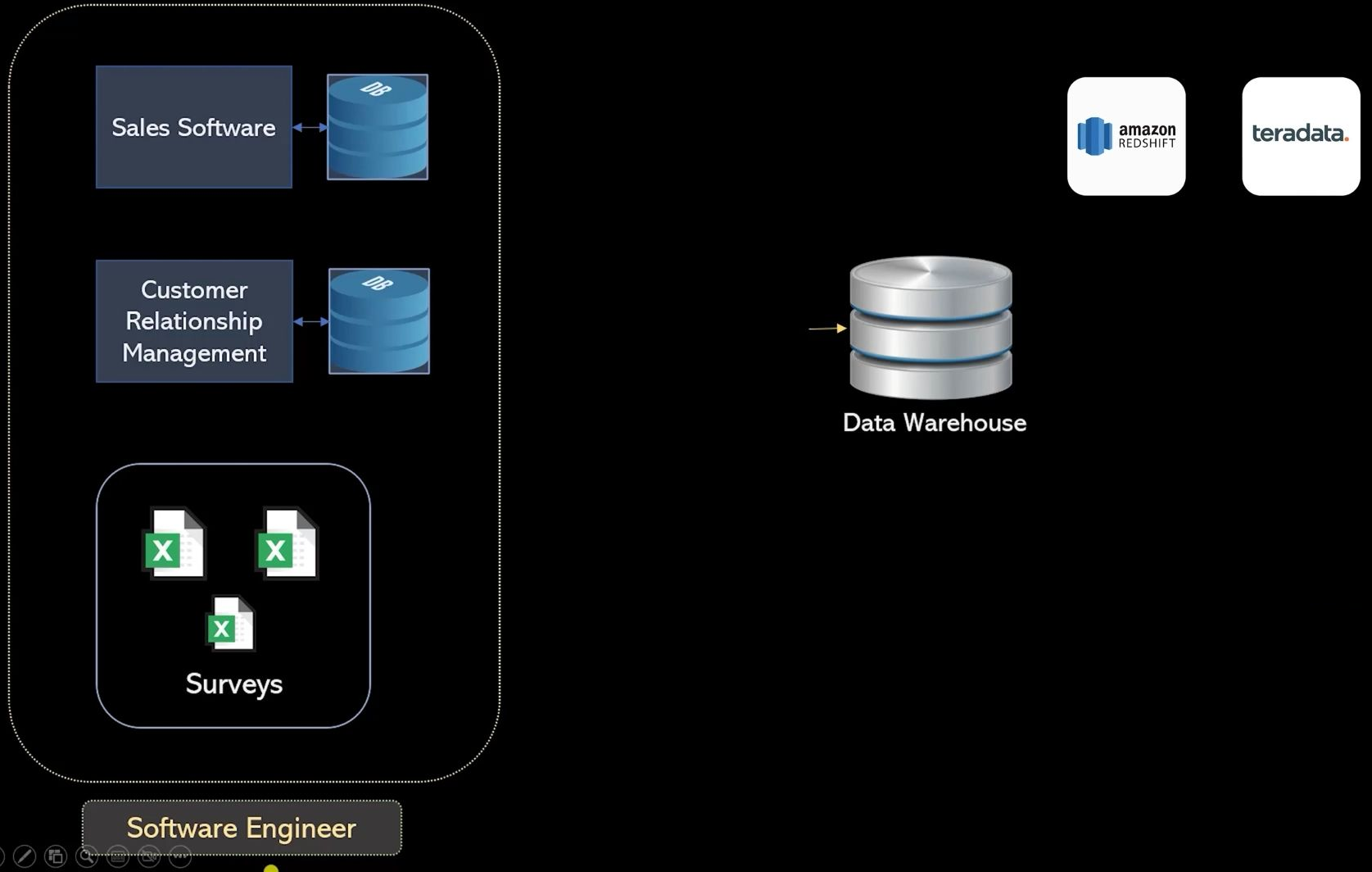


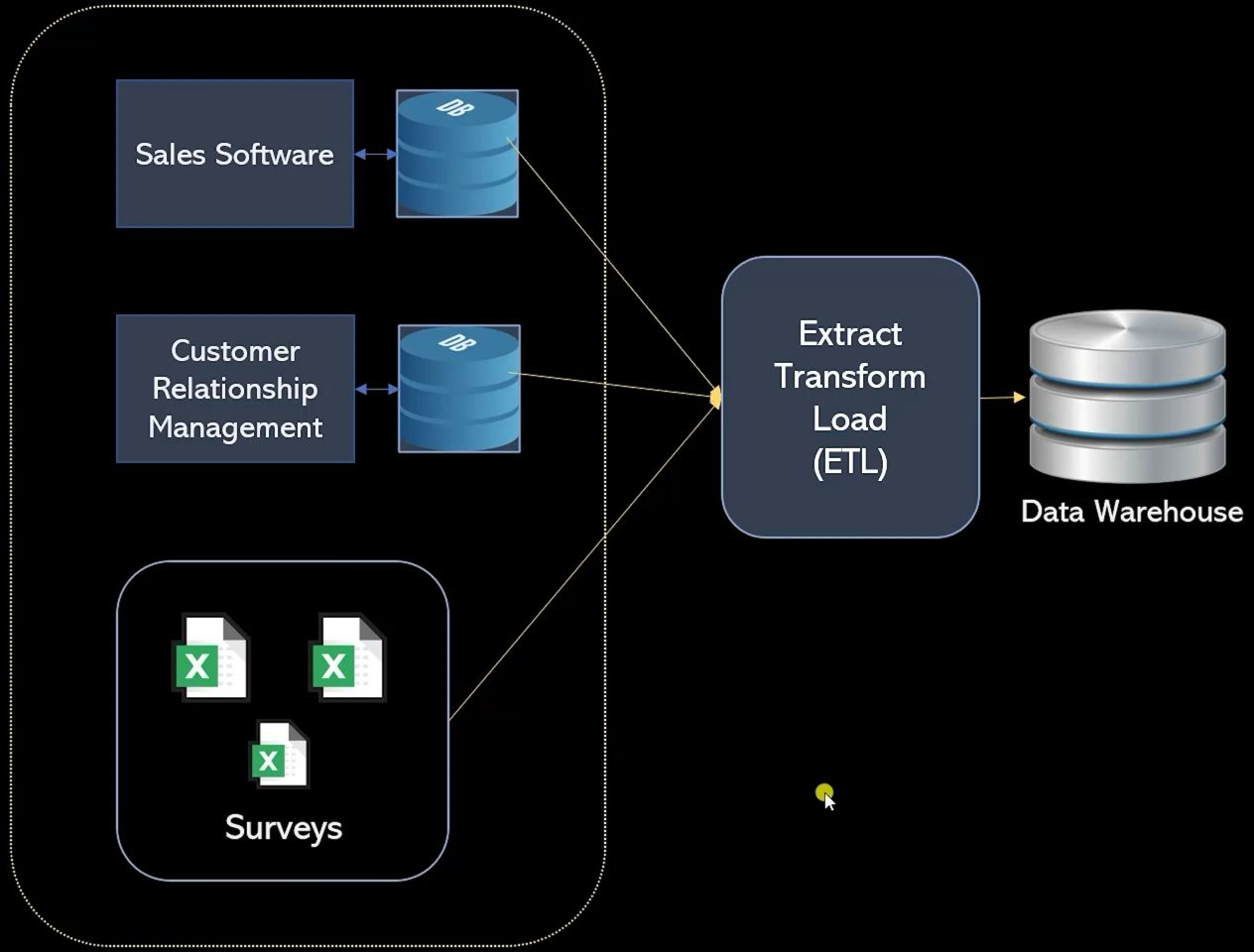
Software Engineer

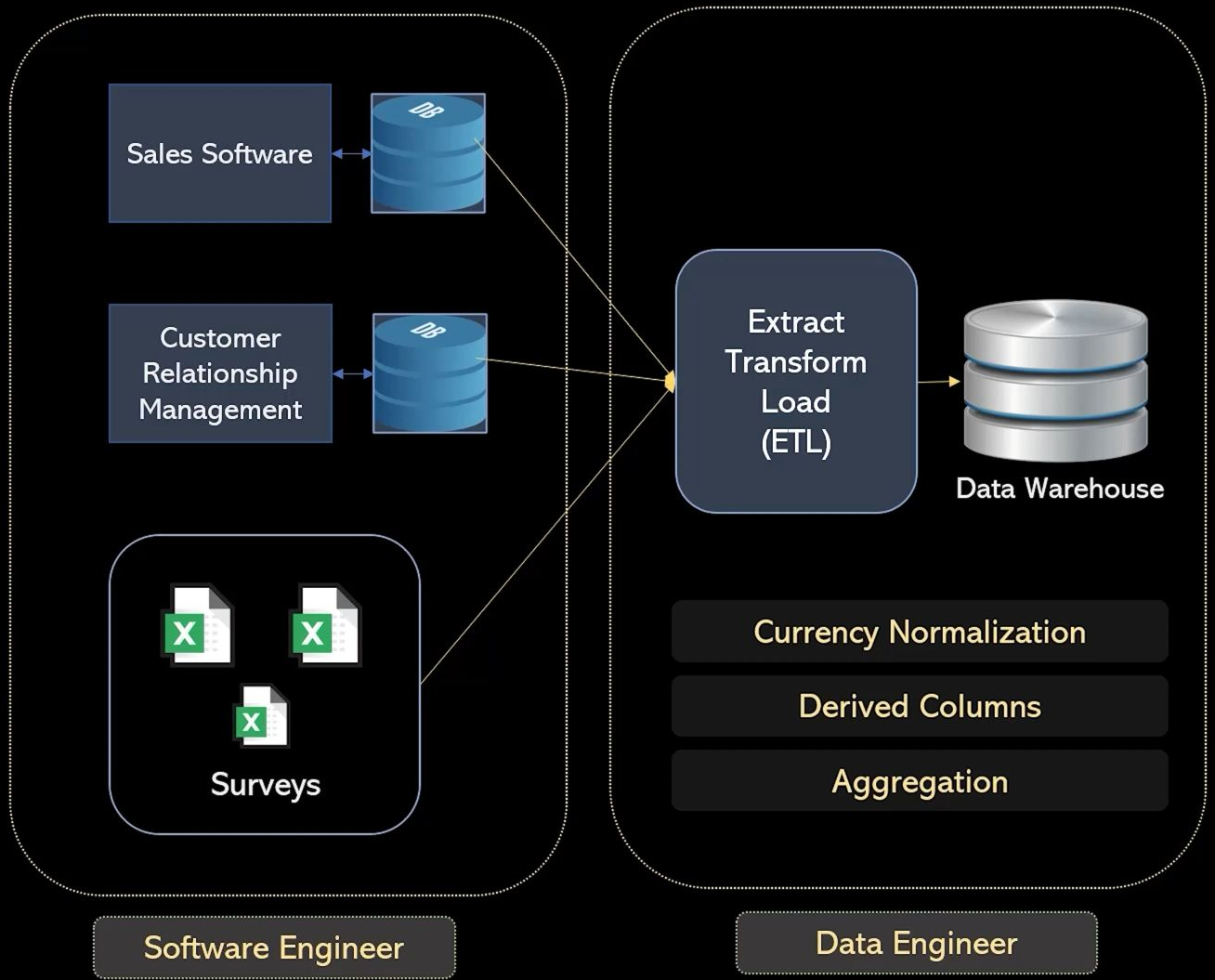


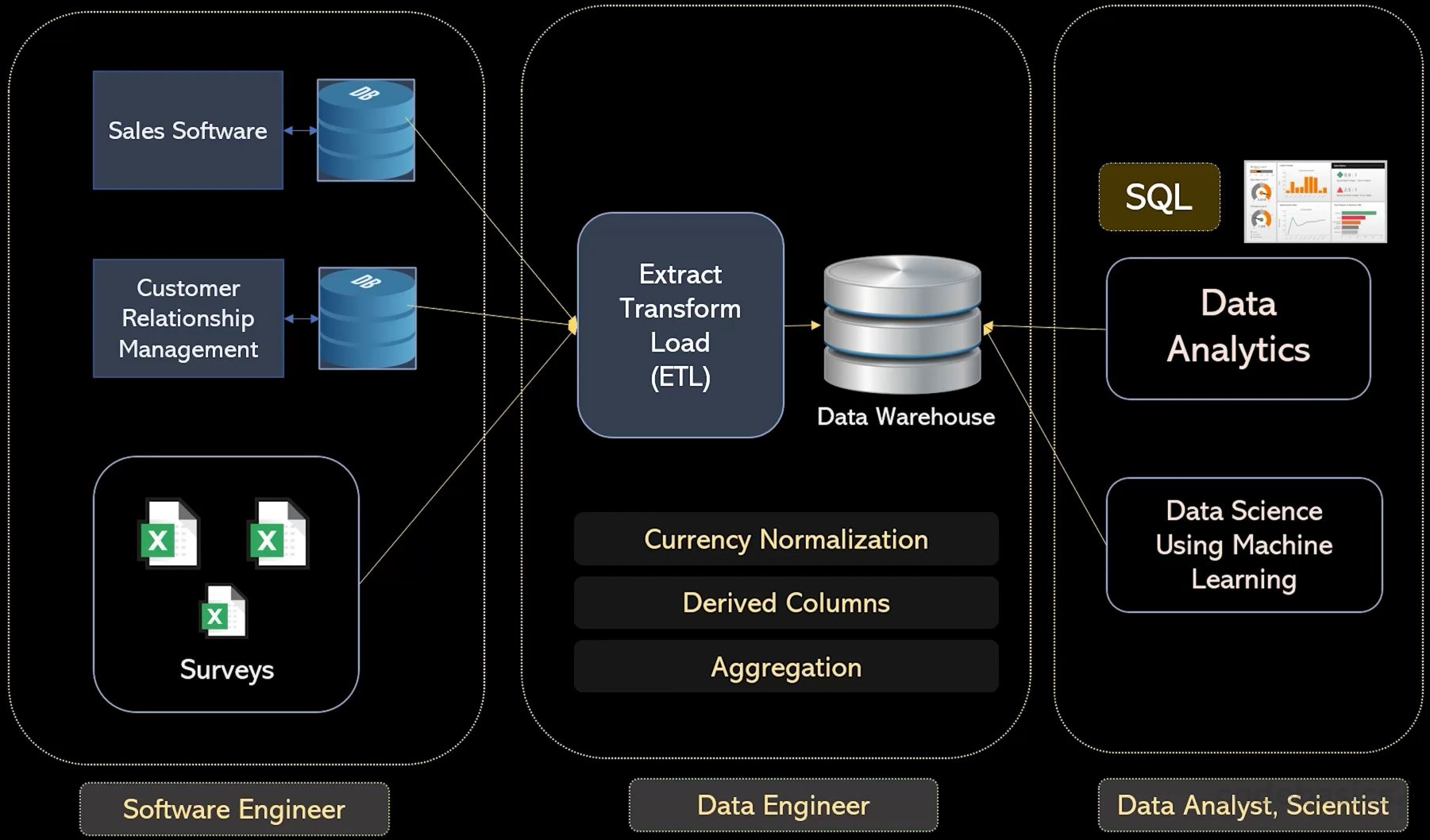


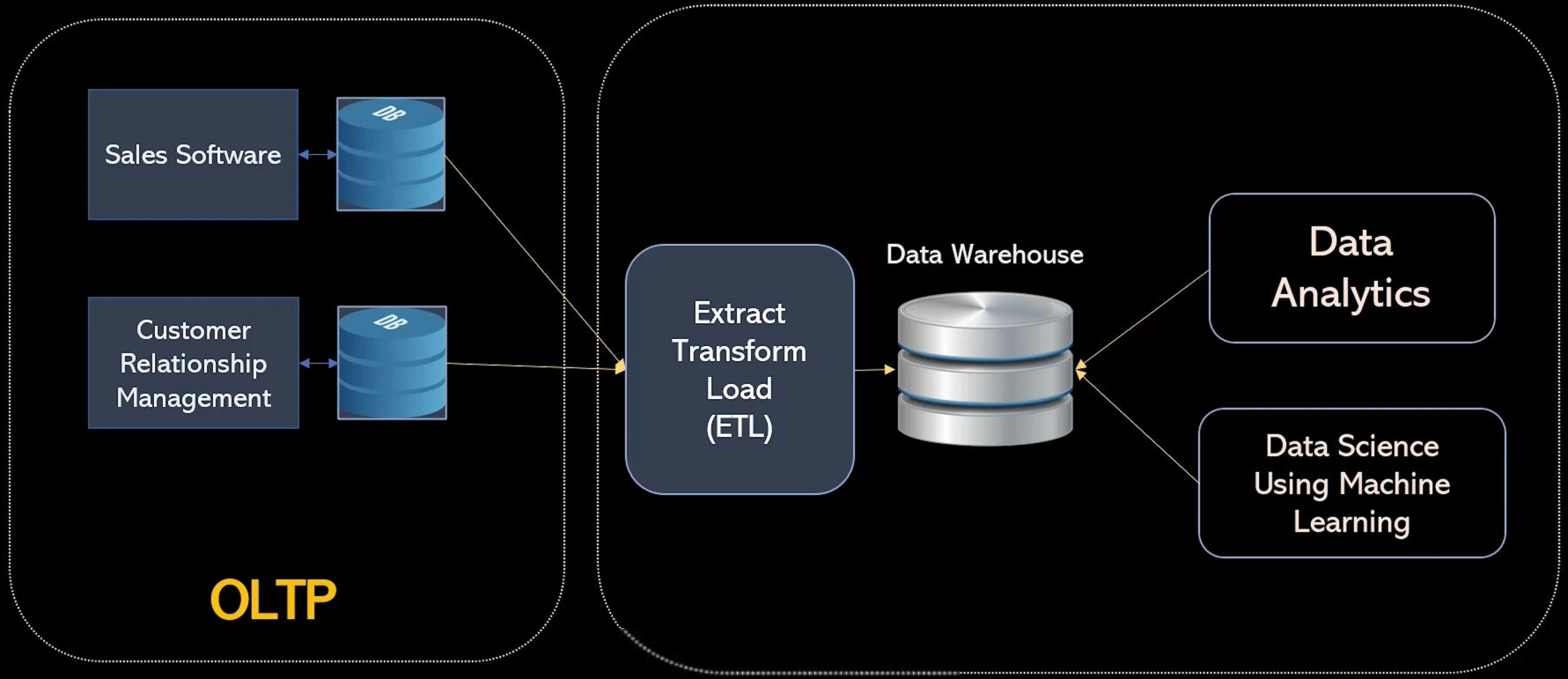
Data Warehouse


Sales Software
DB
Customer Relationship Management
DB
Surveys
Software Engineer
amazon REDSHIFT
teradata.
Data Warehouse

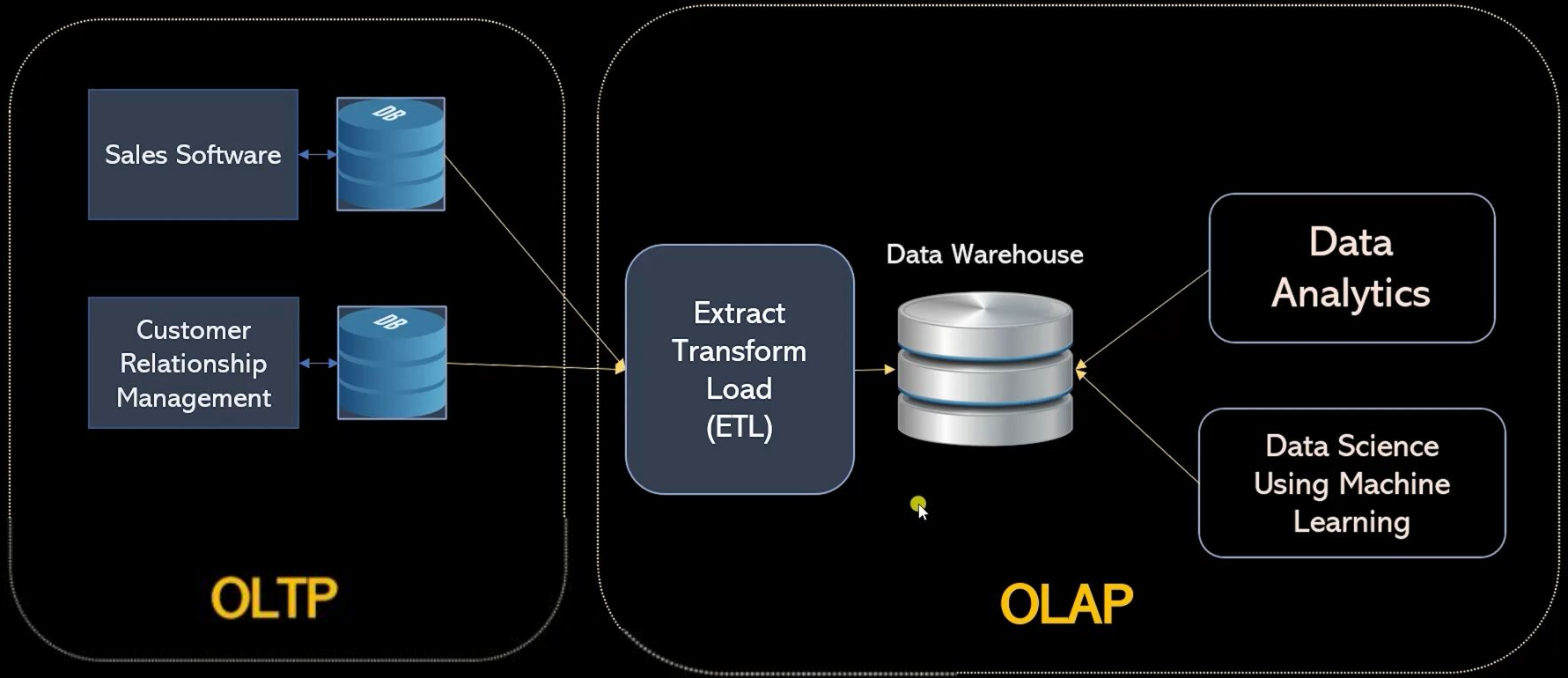

Sales Software
DB
Customer Relationship Management
DB
Surveys
Extract Transform Load (ETL)
Data Warehouse
Software Engineer


Sales Software
DB
Customer Relationship Management
DB
Surveys
Extract Transform Load (ETL)
Data Warehouse
Currency Normalization
Derived Columns
Aggregation
Software Engineer
Data Engineer


Sales Software
DB
Customer Relationship Management
DB
Surveys
Extract Transform Load (ETL)
Data Warehouse
Currency Normalization
Derived Columns
Aggregation
SQL
Data Analytics
Data Science Using Machine Learning
Software Engineer
Data Engineer
Data Analyst, Scientist



OLTP = Online Transaction Processing



OLTP = Online Transaction Processing

OLAP = Online Analytical Processing

Data Catalog

A	B	C	D
DB Server	**TableName**	**Description**	**Contact**
GDB041	FactForecastMonthly	Contains historical forecast, current forecast at monthly level	Jarvis Singh
GDB041	FactSalesMonthly	Contains sales up to date at Monthly level	Jarvis Singh
GDB013	Regional Forecast	Forecast at different levels of granularity as per region	Loki Lal
GDB014	Regional Sales	Sales at different levels of granularity as per region	Loki Lal
GDB041	ManufacturingCost	Currency in USD, data at fiscal year level	Jarvis Singh
GDB041	PostInvoiceDeductions	Currency in USD, data at monthly level	Jarvis Singh
GDB017	Regional Cost & Deductions	Local Currency	Loki Lal
GDB041	PreInvoiceDeductions	Curency in USD, data at fiscal year level	Jarvis Singh
GDB019	RegionalMarkUpCost	Local Currency	Loki Lal
GDB020	RegionalOperatingExpenses	Local Currency	Loki Lal
GDB041	DimCustomer, DimProduct, DimMarket		Loki Lal
GDB022	Regional Freight	Local Currency	Loki Lal
GDB041	FreightCost	Freight' and 'other costs' is % of Net Sales	Jarvis Singh
GDB024	DailySales		Loki Lal
GDB041	GrossPrice		Jarvis Singh

Note

Updated DB server name “gdb0041”

Data Catalog

A	B	C	D
DB Server	**TableName**	**Description**	**Contact**
GDB041	FactForecastMonthly	Contains historical forecast, current forecast at monthly level	Jarvis Singh
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GDB041	**ManufacturingCost**	**Currency in USD, data at fiscal year level**	**Jarvis Singh**
GDB041	**PostInvoiceDeductions**	**Currency in USD, data at monthly level**	**Jarvis Singh**
GDB017	Regional Cost & Deductions	Local Currency	Loki Lal
GDB041	**PreInvoiceDeductions**	**Curency in USD, data at fiscal year level**	**Jarvis Singh**
GDB019	RegionalMarkUpCost	Local Currency	Loki Lal
GDB020	RegionalOperatingExpenses	Local Currency	Loki Lal
GDB041	**DimCustomer, DimProduct, DimMarket**		Loki Lal
GDB022	Regional Freight	Local Currency	Loki Lal
GDB041	**FreightCost**	**Freight' and 'other costs' is % of Net Sales**	Jarvis Singh
GDB024	DailySales		Loki Lal
GDB041	GrossPrice		Jarvis Singh

Note

Updated DB server name “gdb0041”