

CONSUMER GOODS MANAGEMENT INSIGHTS REPORT

DEV GUPTA



ABOUT THE PROJECT



Atliq Hardware (imaginary company) is one of India's leading computer hardware producers and well expanded in other countries.

The stakeholders want to get insights to their various queries.



The Analytics team conducted a comprehensive data analysis utilizing SQL, employed Power BI for data visualization, and meticulously crafted this presentation to effectively communicate the findings to stakeholders.





Markets where **AtliQ Exclusive** operates its business in the **APAC** region.



AtliQ Exclusive operates its business in **8** markets in APAC region

Market

Australia

Bangladesh

India

Indonesia

Japan

Newzealand

Philiphines

South Korea

QUERY 01

QUERY 02

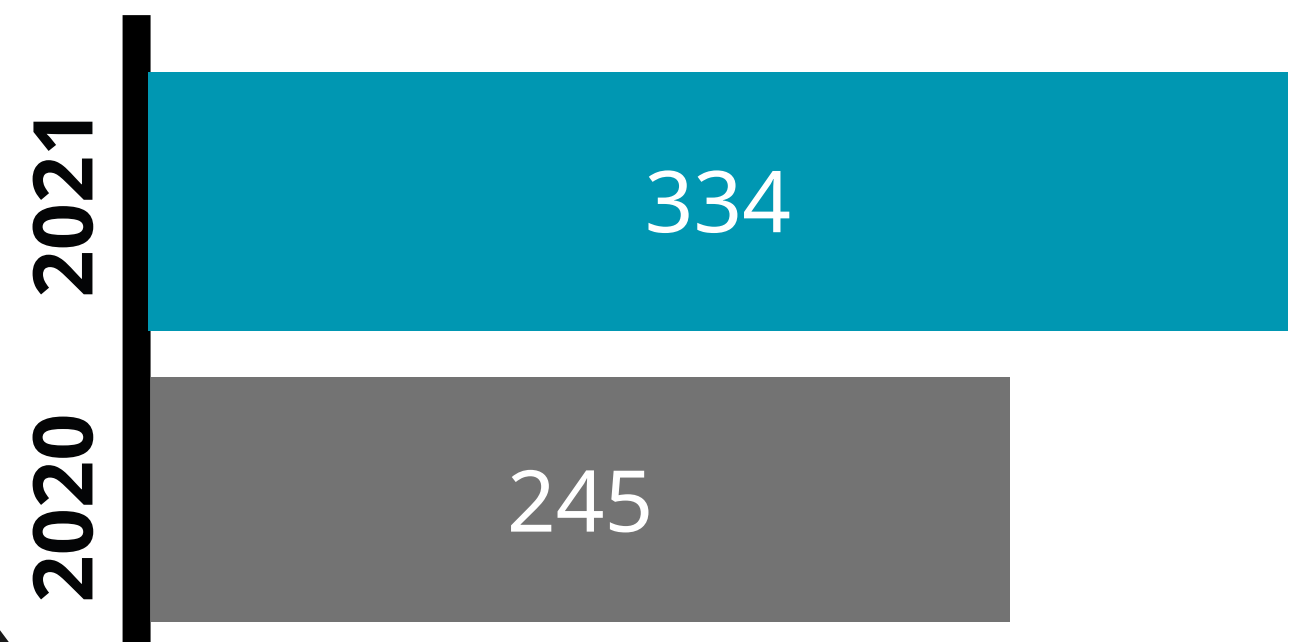


Percentage of **Unique Product Increase in 2021 vs 2020**



There were **334** Unique Products in 2021 compared to 245 in 2020 - a **36.33%** increase.

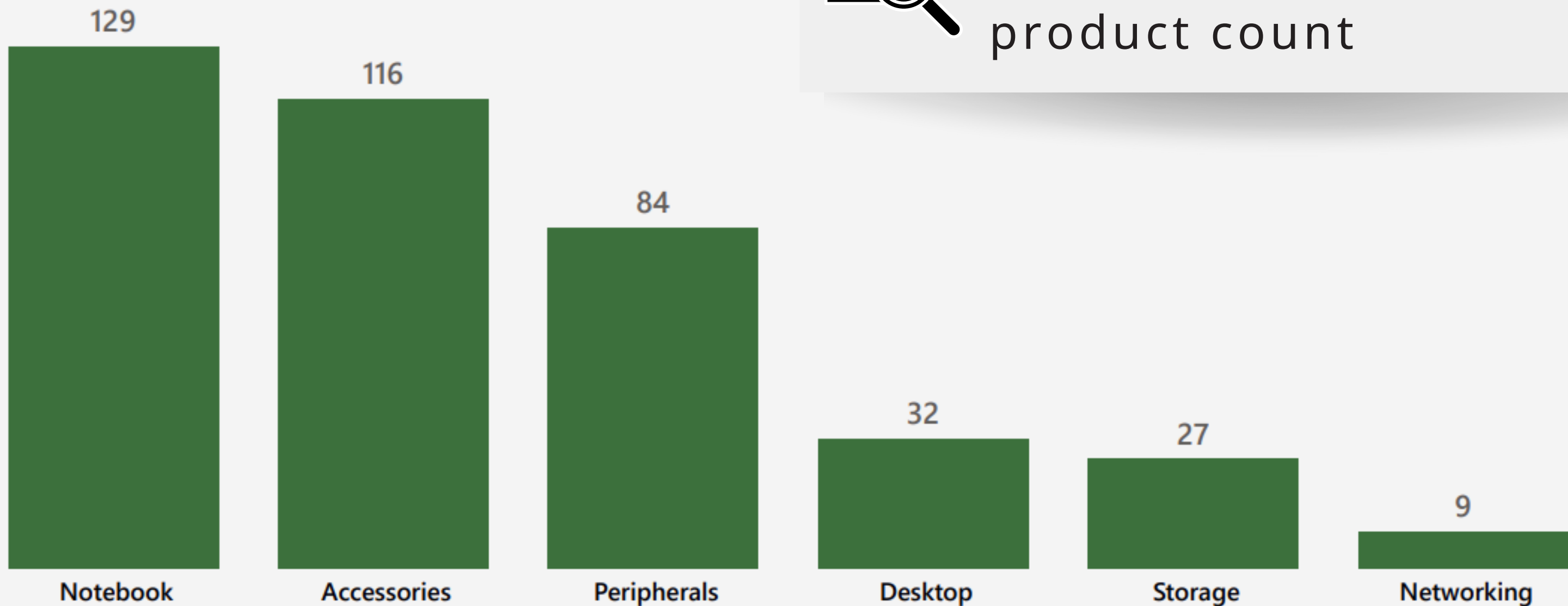
36%



? Unique product count for each segment.

QUERY 03

Total Unique Products Over Segment



Notebooks and **Accessories** segment have highest unique product count



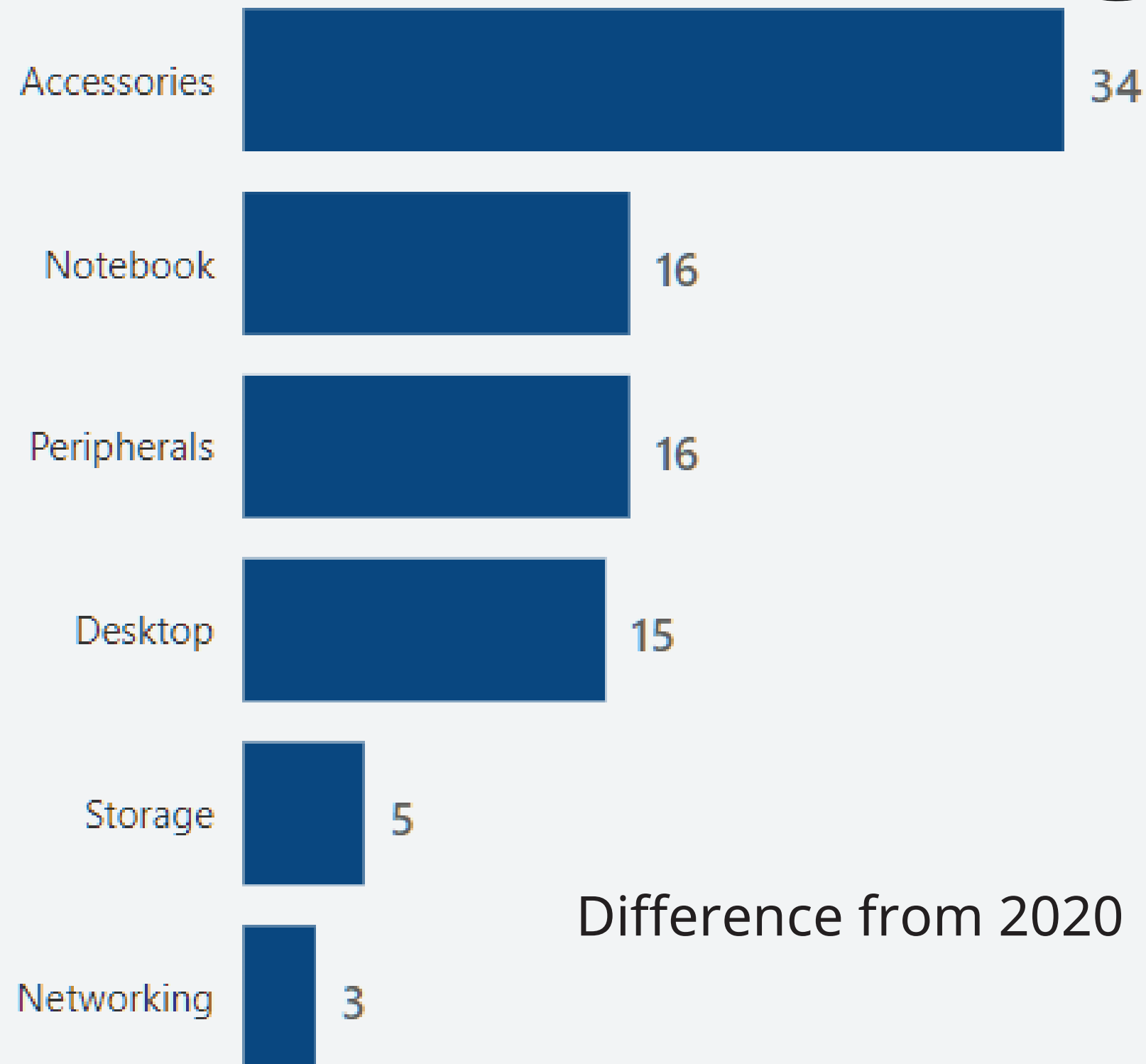
Segment with the **highest** increase in unique products in 2021 vs 2020



Accessories segment have highest unique product increase 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

QUERY 04





Products with **highest** and **lowest** manufacturing costs



AQ Home Allin1 Gen 2 has the highest manufacturing cost with **₹240.54**

AQ Master Wired x1 Ms has the lowest cost with **₹0.89**

AQ HOME Allin1 Gen 2

₹ 240.54

AQ Master wired x1 Ms

₹ 0.89

QUERY 05



Top 5 customers who received high **Pre Invoice Discounts** for the FY **2021** in the **Indian** market

QUERY 06



Customer_Code	Customer	Pre Invoice Discount
90002009	Flipkart	30.8%
90002006	Viveks	30.4%
90002003	Ezone	30.3%
90002002	Croma	30.3%
90002016	Amazon	29.3%

Year	Month	Gross Sales
2020	November	₹ 7.5M
2020	October	₹ 5.1M
2020	December	₹ 4.8M
2020	January	₹ 4.7M
2020	September	₹ 4.5M
2020	February	₹ 4.0M
2020	August	₹ 2.8M
2020	July	₹ 2.6M
2020	June	₹ 1.7M
2020	May	₹ 0.8M
2020	April	₹ 0.4M
2020	March	₹ 0.4M

Year	Month	Gross Sales
2021	November	₹ 20.5M
2021	October	₹ 13.2M
2021	December	₹ 12.9M
2021	January	₹ 12.4M
2021	September	₹ 12.4M
2021	May	₹ 12.2M
2021	March	₹ 12.1M
2021	July	₹ 12.1M
2021	February	₹ 10.1M
2021	June	₹ 9.8M
2021	April	₹ 7.3M
2021	August	₹ 7.2M



Gross sales of **AtliQ Exclusive** for each month



November and **October** are proved to be the best month for the company in both years.

April recorded lowest sales for the two consecutive years.

August sales were improved from last year but remained lowest in 2021.

QUERY 07

QUERY 08



Quarter with maximum
total sold quantity in
2020.



The company sold maximum
quantity in **Quarter 4** of FY 2020 -
around **84,25,822** units.

Q4

8.43M units sold

QUERY 09



Channel that brought most Gross Sales in FY 2021 and its percentage contribution.



Retailers brought most gross sales - around **73.2%** with total value of **₹1.2B**

73%

RETAILER



Top 3 products in each division that have a high sold quantity in the FY 2021

QUERY 10

Division	Product Code	Product	Variant	Quantity Sold	Rank
N & S	A6720160103	AQ Pen Drive 2 IN 1	Premium	701.4K	1
N & S	A6818160202	AQ Pen Drive DRC	Plus	688.0K	2
N & S	A6819160203	AQ Pen Drive DRC	Premium	676.2K	3



Division	Product Code	Product	Variant	Quantity Sold	Rank
PC	A4218110202	AQ Digit	Standard Blue	17.4K	1
PC	A4218110208	AQ Digit	Premium Misty Green	17.3K	3
PC	A4319110306	AQ Velocity	Plus Red	17.3K	2

Division	Product Code	Product	Variant	Quantity Sold	Rank
P & A	A2319150302	AQ Gamers Ms	Standard 2	428.5K	1
P & A	A2520150501	AQ Maxima Ms	Standard 1	419.9K	2
P & A	A2520150504	AQ Maxima Ms	Plus 2	419.5K	3

**THANK
YOU**



SAAVITEC