

## **Devraj Mondal**

### **Data Analyst**

Data Analyst with expertise in Power BI, SQL, and advanced Excel, delivering impactful insights through data-driven solutions. Skilled in process improvement, market research, and crafting compelling business stories.







# Consumer Goods Ad \_ Hoc Insights



*Atliq Hardware*



## Customers

Croma , Best buy , Flipkart , Amazon



## Customers Platforms

Brick and Mortar , E-Commerce



## Brick and Mortar

Croma , Best buy



## E-Commerce

Amazon , Flipkart



## Customers Channel

Retailer , Direct , Distributor



**1.Retailer:** Croma , Amazon

**2.Direct:** Atliq E-Store and Exclusive

**3.Distributor:** Neptune

# AGENDA

## 01

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## 03

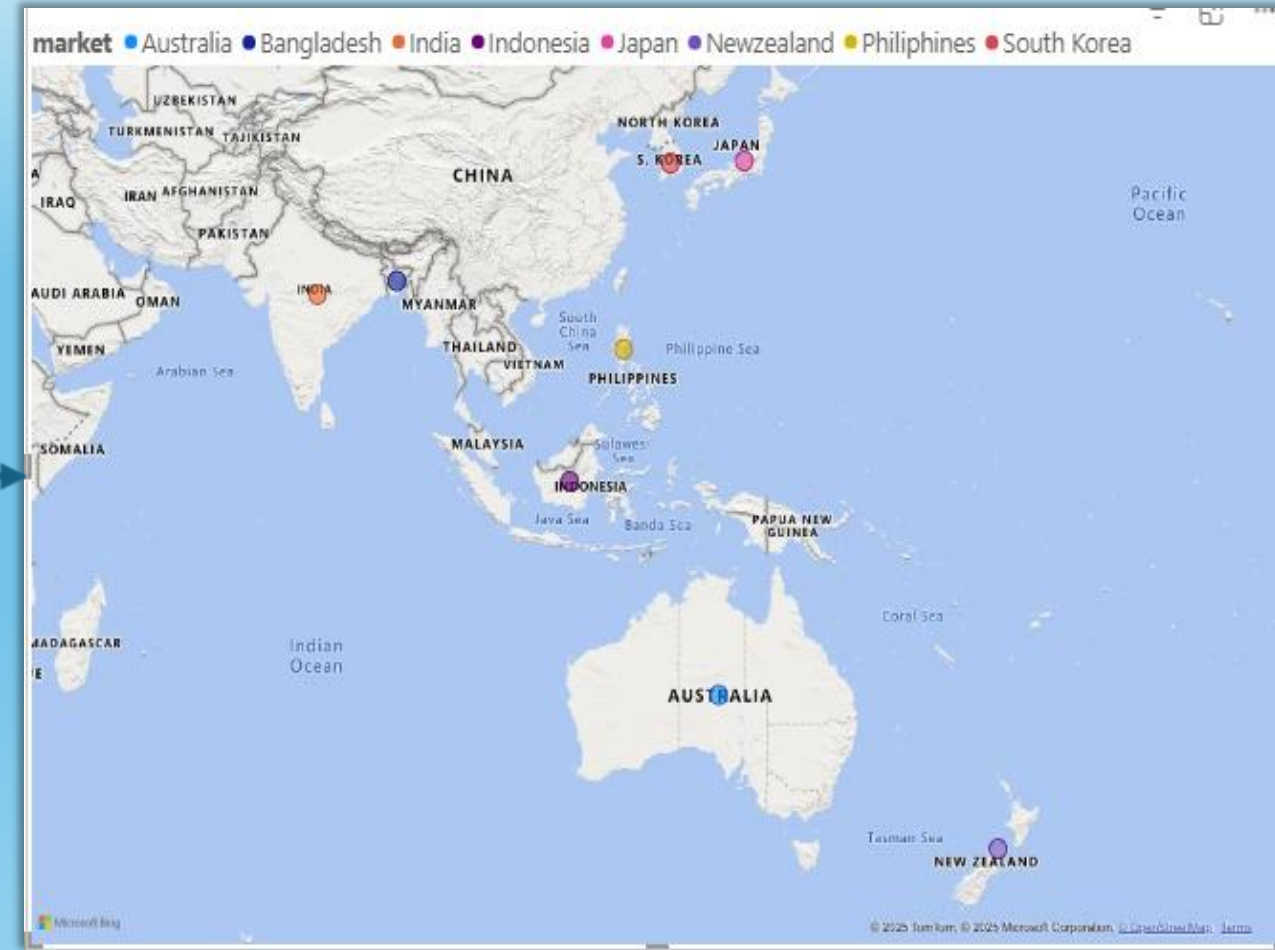
SQL challenge designed by the Data Analytics Director, Tony Sharma . Assessing technical and soft skills of potential candidates . Deliver actionable insights for 10 critical ad-hoc requests.

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

Query Output:

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Visual:



Insights:

1. A comprehensive list of markets in the APAC region where customer "Atliq Exclusive" operates its business, showcasing its regional presence.

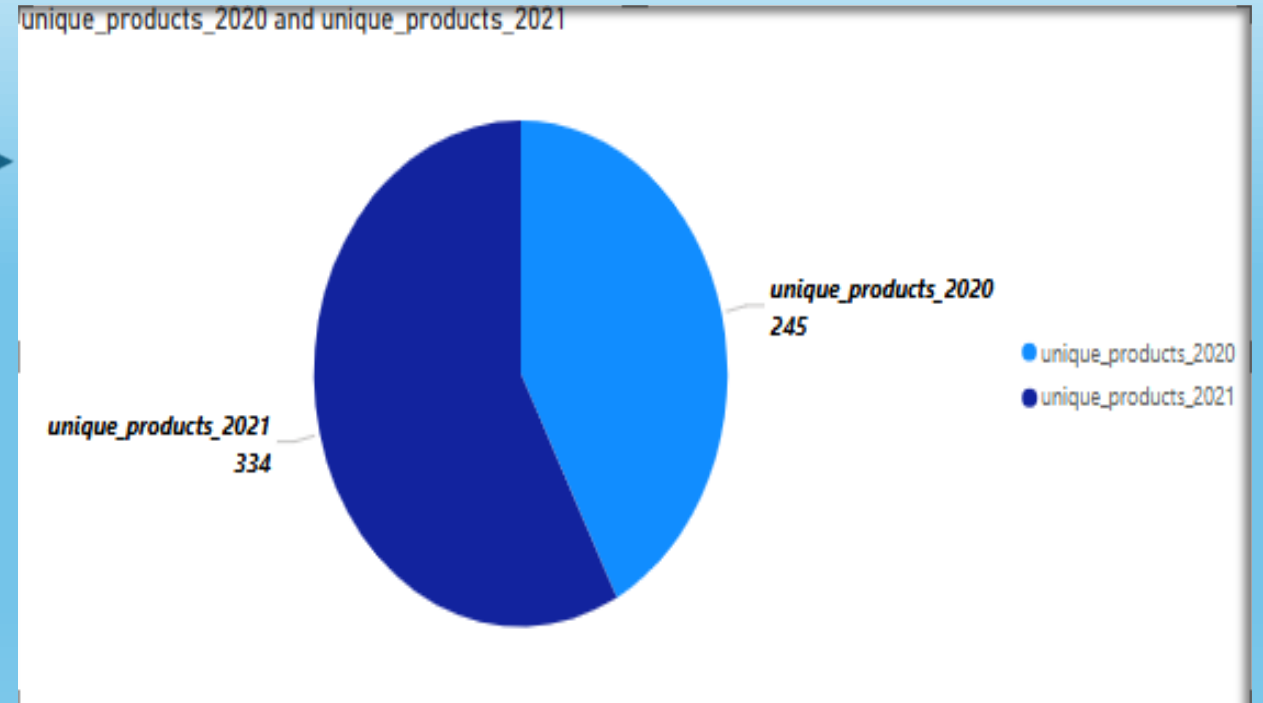


# What is the percentage of unique product increase in 2021 vs. 2020?

## Query Output:

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
unique_products_2020	unique_products_2021	percentage_chg			
245	334	36			

## Visual:



## Insights:

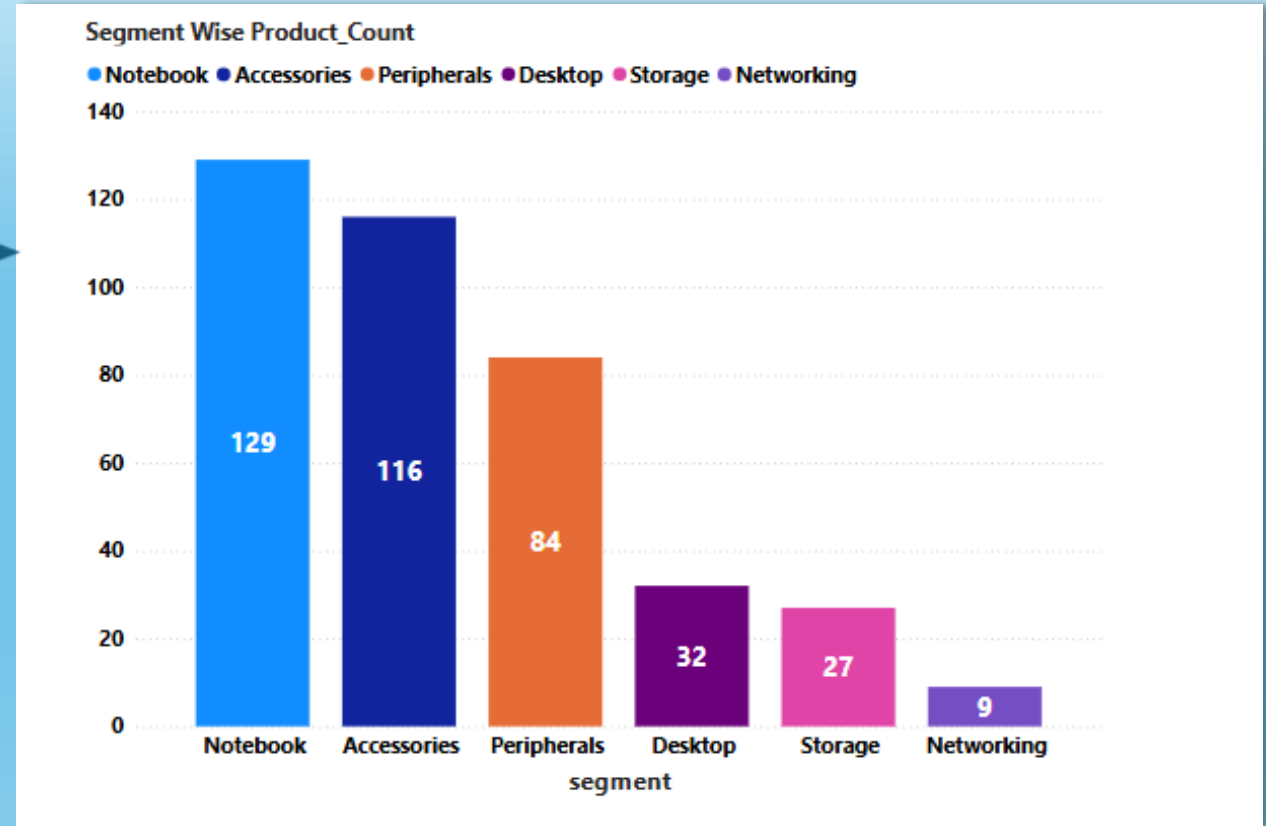
1. The number of unique products grew from 245 in 2020 to 334 in 2021, a 36% increase, reflecting a strategic expansion to meet evolving customer needs.
2. This growth demonstrates adaptability to market demands and a proactive approach to business expansion, enhancing competitiveness and potentially boosting sales and revenue.

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

Query Output:

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

Visual:



Insights:

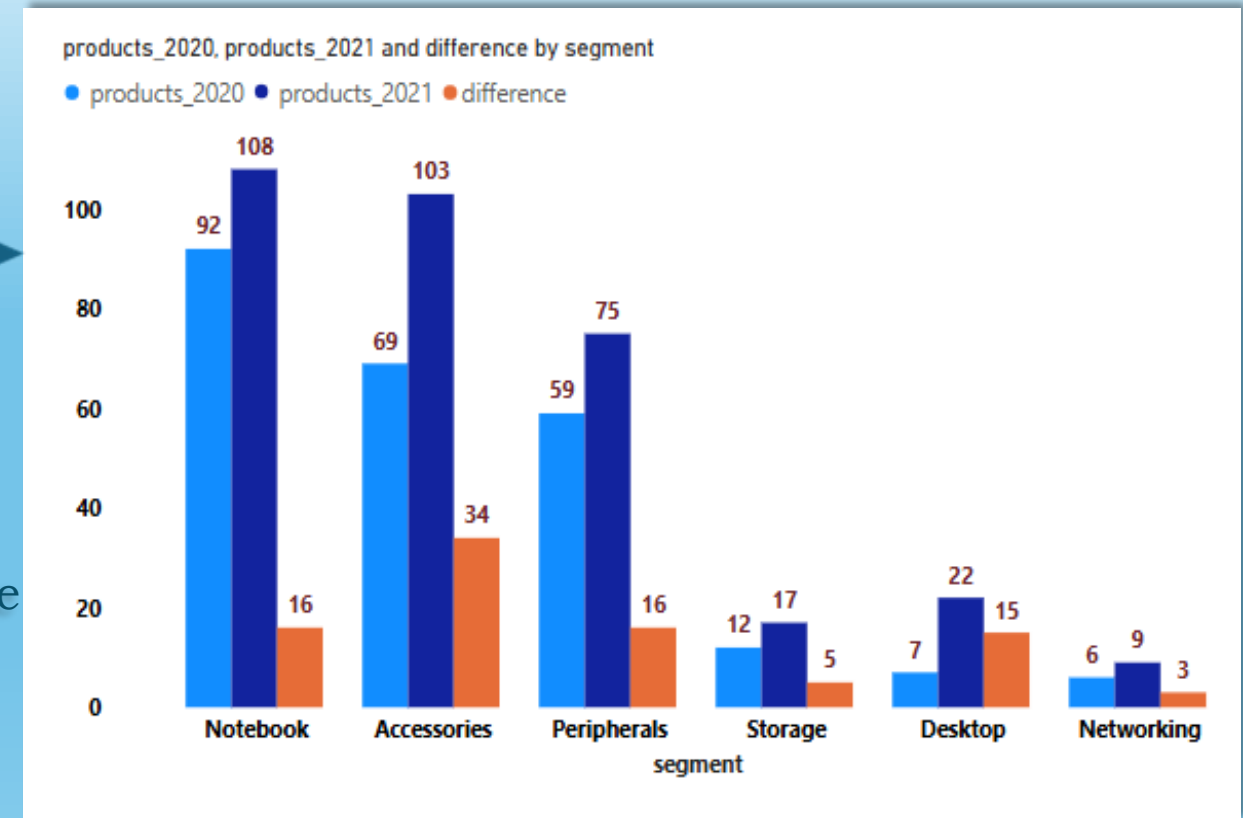
1. The "Notebook" segment leads with 129 products, while "Networking" has the smallest count at just 9. Other segments, like "Storage" with 27 products, showcase varying levels of product availability.
2. This diversity in offerings highlights the company's ability to cater to different customer needs. While "Notebook" and "Accessories" provide extensive options, the limited selection in "Networking" suggests a more focused product strategy in that category.

# Which Segment had the most increase in unique products in 2021 vs 2020 ?

## Query Output:

	segment	products_2020	products_2021	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

## Visual:



## Insights:

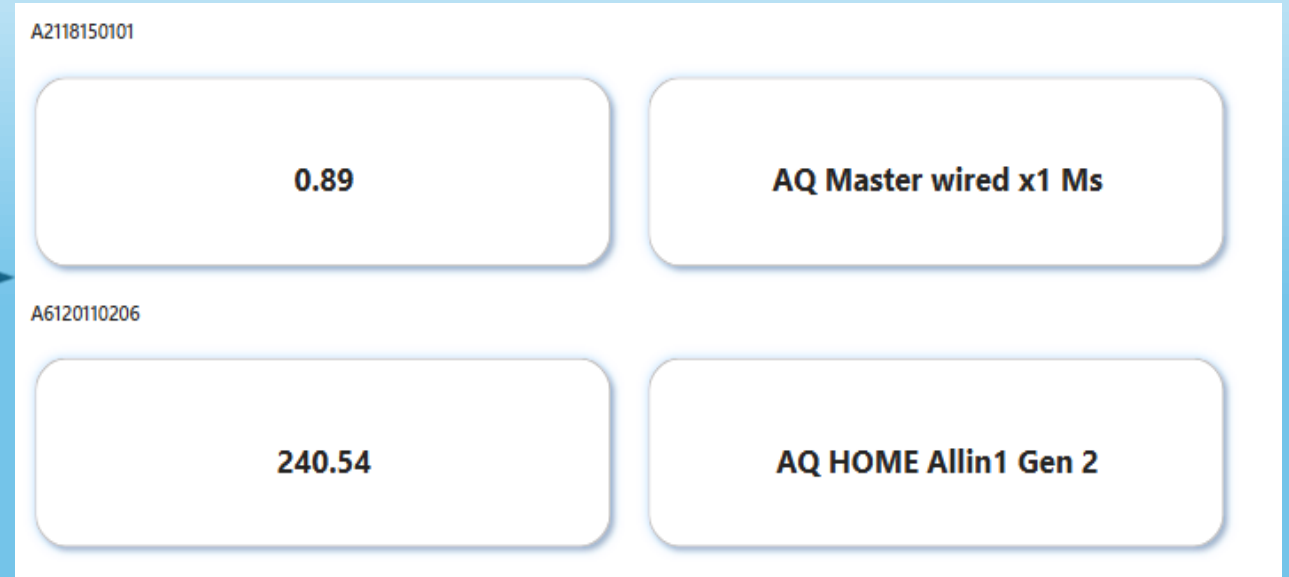
1. The "Accessories" segment experienced a notable increase in product counts, with 34 more products in 2021 than in 2020. Similarly, the "Notebook" segment also contributed to the overall expansion of the product portfolio.
2. This growth in product variety suggests a strategic effort to cater to a wider range of customer preferences. Expanding the portfolio can enhance market competitiveness and provide customers with more choices, strengthening the brand's position in the market.

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

Query Output:

	product_code	product	manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	240.5364
	A2118150101	AQ Master wired x1 Ms	0.8920

Visual:



Insights:

1. The manufacturing cost of "AQ HOME Allin1 Gen 2" is relatively high at 240.54\$, whereas "AQ Master wired x1 Ms" has a significantly lower cost of 0.8920\$.

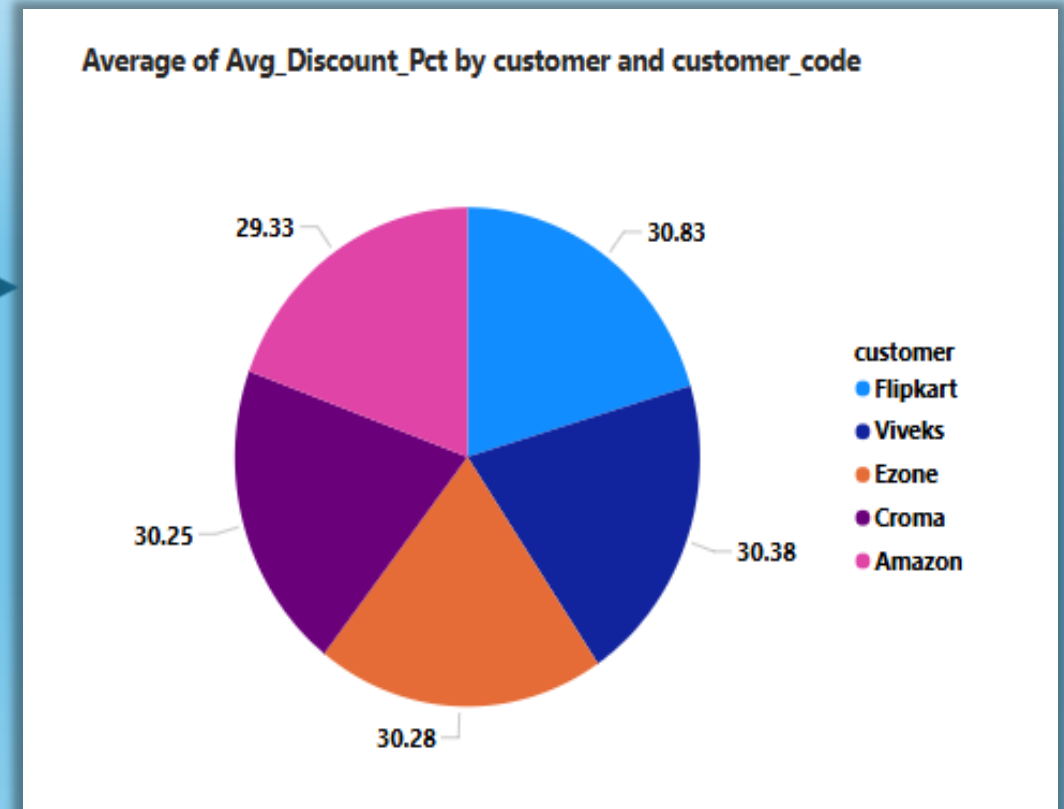


Generate a report which contains the top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market

### Query Output:

	customer_code	customer	Avg_Discount_Pct
►	90002009	Flipkart	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33

### Visual:



### Insights:

1. The Flipkart offers the highest average pre-invoice discount at 30.83%, while Amazon provides a comparatively lower discount at 29.33%.
2. The varying discount strategies suggest that Flipkart and Viveks attract cost-conscious shoppers with higher discounts, while Amazon's relatively lower discounts indicate a different pricing approach or a customer base less sensitive to discounts. These insights can help refine discount strategies and enhance understanding of customer preferences.

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.

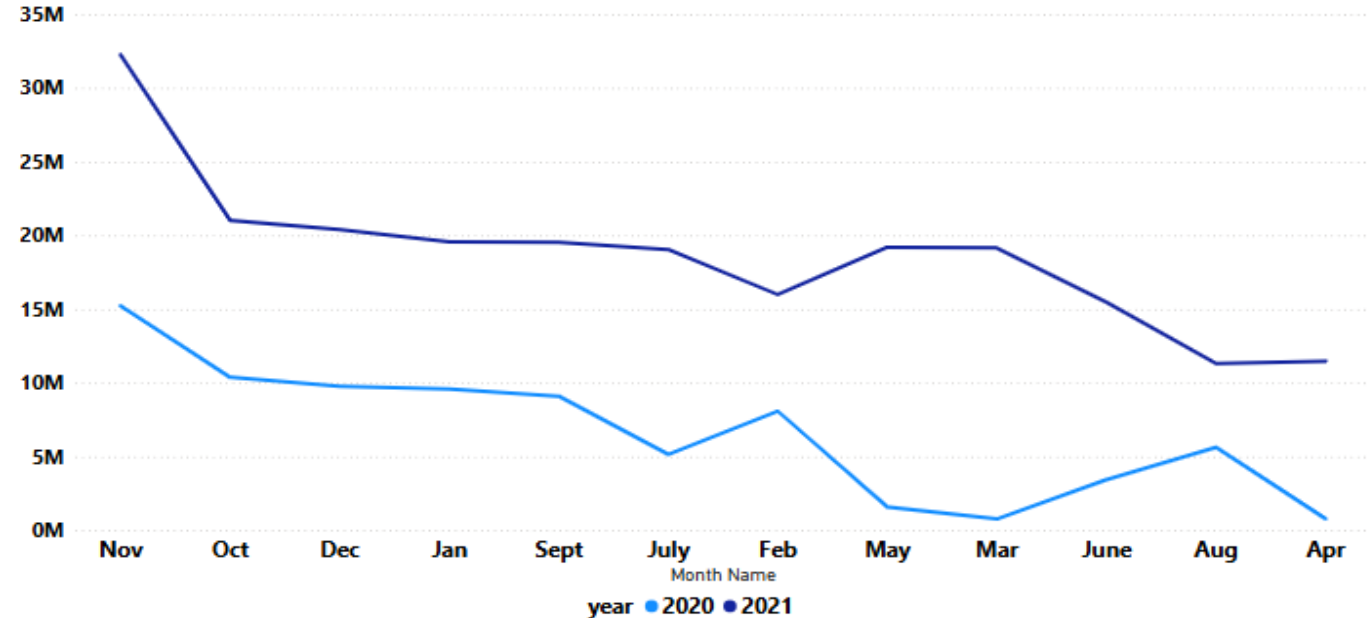
### Query Output:

	month	year	Gross_Sales_Amount
►	September	2020	9092670.3392
	October	2020	10378637.5961
	November	2020	15231894.9669
	December	2020	9755795.0577
	January	2020	9584951.9393
	February	2020	8083995.5479
	March	2020	766976.4531
	April	2020	800071.9543
	May	2020	1586964.4768
	June	2020	3429736.5712
	July	2020	5151815.4020
	August	2020	5638281.8287

	month	year	Gross_Sales_Amount
	September	2021	19530271.3028
	October	2021	21016218.2095
	November	2021	32247289.7946
	December	2021	20409063.1769
	January	2021	19570701.7102
	February	2021	15986603.8883
	March	2021	19149624.9239
	April	2021	11483530.3032
	May	2021	19204309.4095
	June	2021	15457579.6626
	July	2021	19044968.8164
	August	2021	11324548.3409

### Visual:

Gross\_Sales\_Amount by Month



### Insights:

1. The lowest gross sales total for both fiscal years occurred in March 2020, primarily due to the impact of COVID-19 and the silicon chip shortage. In contrast, the highest gross sales total was recorded in November 2020.
2. Additionally, 73.8% of the total gross sales were generated in FY 2021, reflecting a significant recovery from the previous year's challenges.

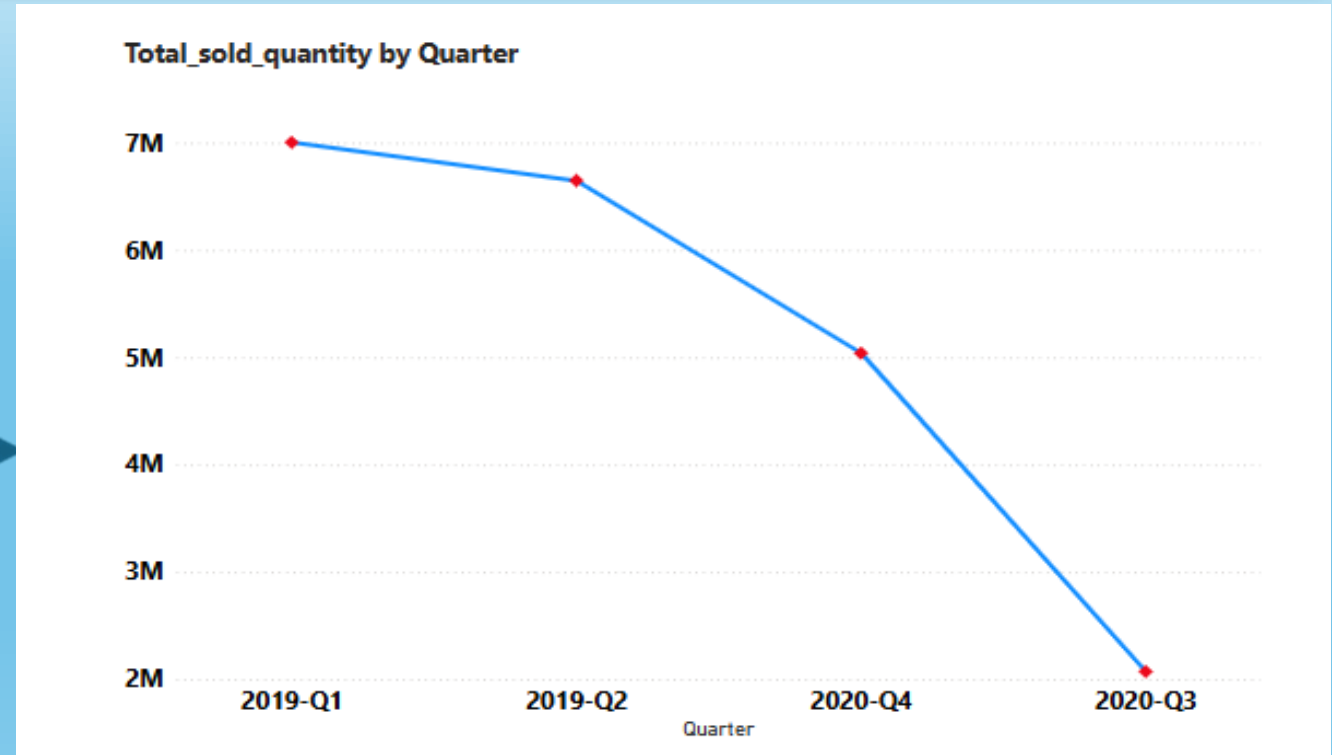
*By Devraj Mondal*

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

Query Output:

	Quarter	total_sold_quantity
▶	2019-Q1	7005619
	2019-Q2	6649642
	2020-Q4	5042541
	2020-Q3	2075087

Visual:



Insights:

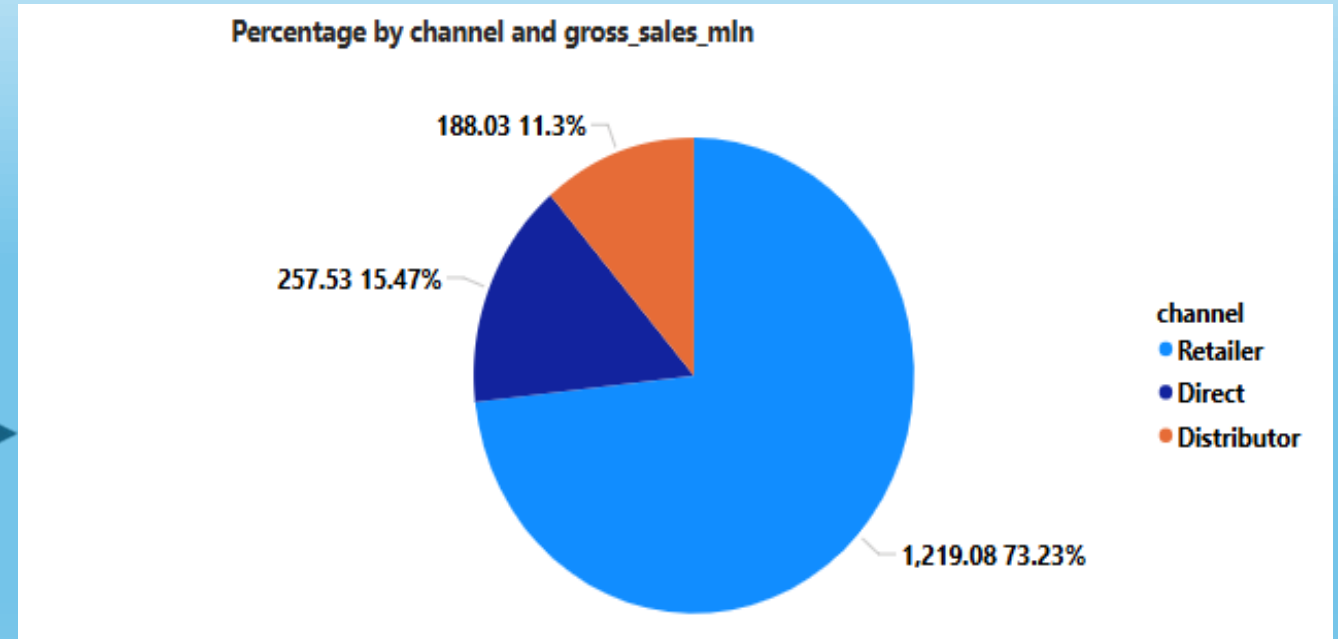
1. The highest total sold quantity was recorded in Q1, with 7,005,619 units. This highlights a seasonal variation in sales, where Q1 and Q2 are the strongest quarters, while Q3 experiences the lowest sales.
2. These insights are crucial for optimizing inventory management and marketing strategies to align with seasonal demand effectively.

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

## Query Output:

	channel	gross_sales_mln	percentage
▶	Retailer	1219.08	73.23
	Direct	257.53	15.47
	Distributor	188.03	11.30

## Visual:



## Insights:

1. The "Retailer" channel contributed the most to the company's sales, accounting for 73.23% of total sales. In contrast, the "Distributor" channel had the lowest contribution, making up just 11.31% of total sales.
2. These insights can help refine sales strategies by focusing on high-performing channels while exploring ways to improve the performance of lower-contributing ones.



Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?

Query Output:

	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

Visual:

division	product	product_code	rank_order
N & S	AQ Pen Drive 2 IN 1	A6720160103	1
N & S	AQ Pen Drive DRC	A6818160202	2
N & S	AQ Pen Drive DRC	A6819160203	3
P & A	AQ Gamers Ms	A2319150302	1
P & A	AQ Maxima Ms	A2520150501	2
P & A	AQ Maxima Ms	A2520150504	3
PC	AQ Digit	A4218110202	1
PC	AQ Digit	A4218110208	3
PC	AQ Velocity	A4319110306	2

Insights:

1. The "Each division has at least one product appearing multiple times in the top three products list, indicating variations of the same product performing.
2. The ranking order highlights the top three products within each division based on their performance, showing strong sales distribution across different product categories.



# Grateful and Thank you

*By Devraj Mondal*