



AtliQ Mart Consumer Goods Analysis Report

Introduction

AtliQ Hardware (imaginary company) is one of the leading computer hardware producers in India and well expanded in other countries too.

However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions.

Management asked some questions and based on their questions I provide some insights.





Query 1

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

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



Query 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
17034	16660	33.33%

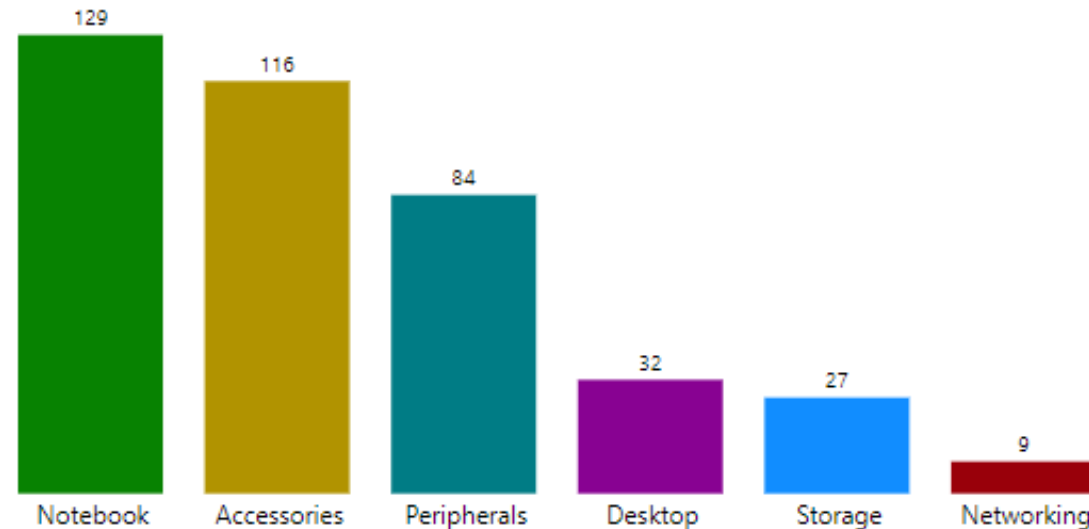


Query 3

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



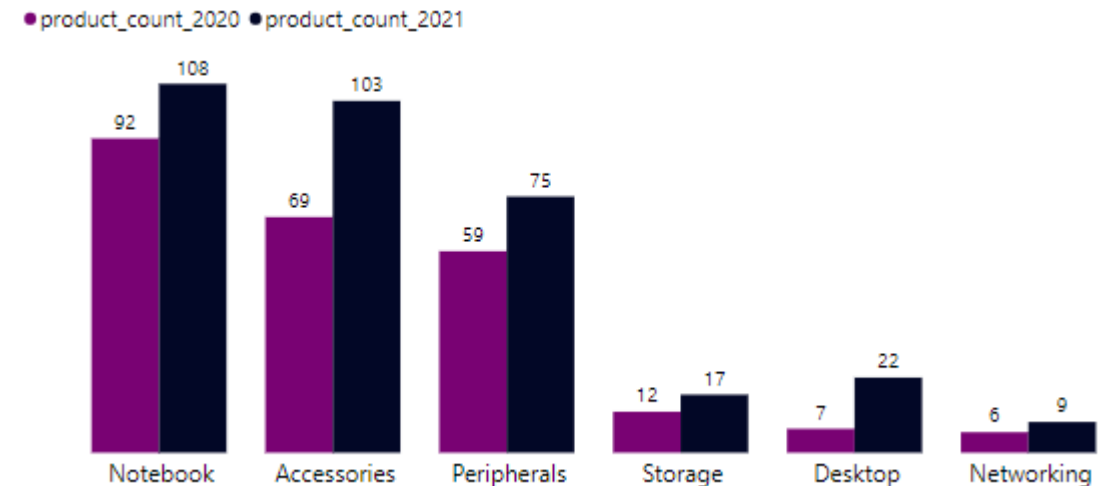


Query 4

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_2021	product_count_2020	difference
Accessories	103	69	34
Desktop	22	7	15
Networking	9	6	3
Notebook	108	92	16
Peripherals	75	59	16
Storage	17	12	5





Query 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
A0118150101	AQ Dracula HDD 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	240.5364
A0118150101	AQ Dracula HDD 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	0.892

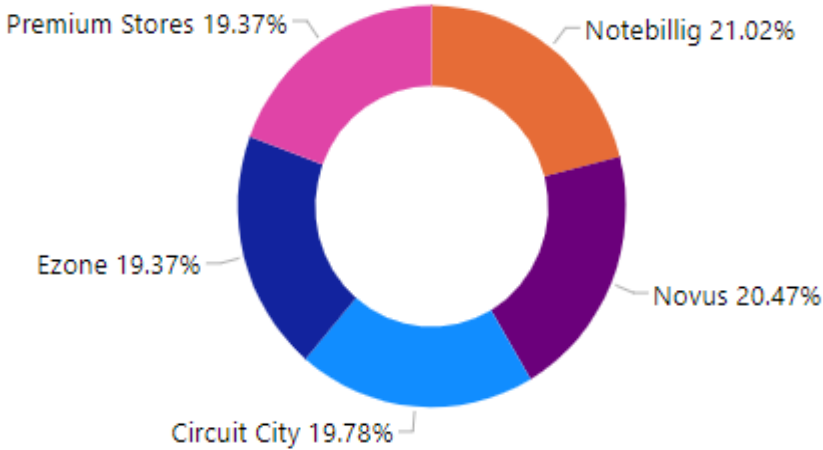


Query 6

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

customer_code	customer	average_discount_percentage
90012035	Notebillig	30.6
80006155	Novus	29.8
90022076	Circuit City	28.8
90002003	Ezone	28.2
90017049	Premium Stores	28.2





Query 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

month	year	gross sales amount
September	2019	1066548
October	2019	991045
November	2019	1115465
December	2019	670126.8
January	2020	1092488
February	2020	910017.5
March	2020	243903.8
April	2020	198249.4
May	2020	468716

month	year	gross sales amount
June	2020	557983.5
July	2020	973696
August	2020	569510
September	2020	1725996
October	2020	1439452
November	2020	1585373
December	2020	923110.8
January	2021	1731068
February	2021	1402643

month	year	gross sales amount
March	2021	1518630
April	2021	887564.4
May	2021	1741385
June	2021	1403535
July	2021	1520631
August	2021	891262.7

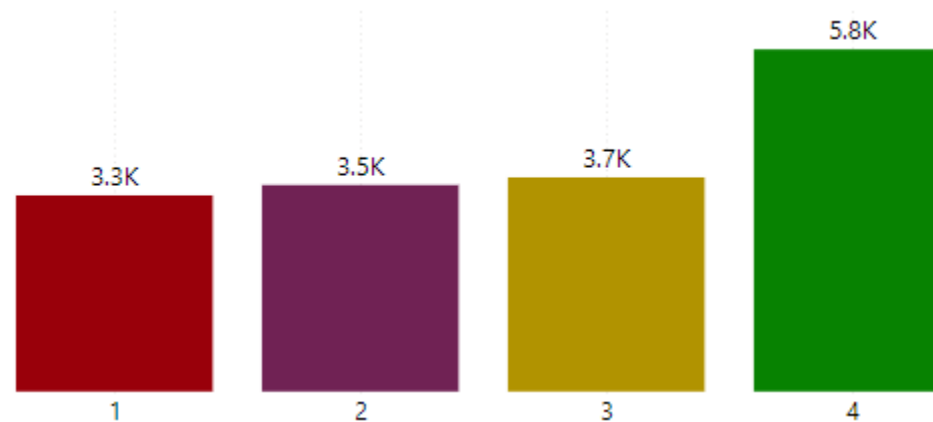


Query 8

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

Quarter	total_sold_quantity
1	3343
2	3520
3	3650
4	5832



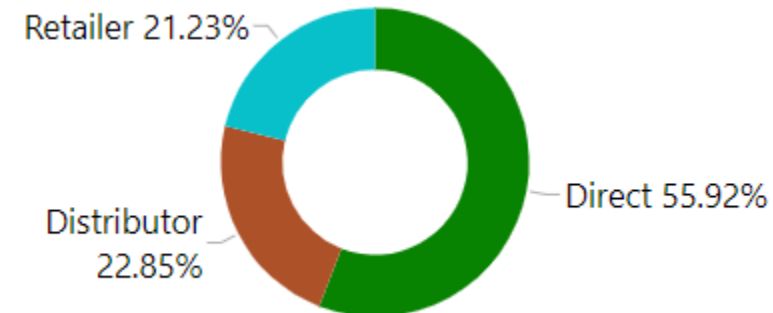


Query 9

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_mln	percentage
Direct	2611	55.92
Distributor	1067	22.85
Retailer	991	21.23





Query 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	A7219160201	AQ Wi Power Dx2	275328	1
N & S	A7220160203	AQ Wi Power Dx2	277299	2
N & S	A7321160301	AQ Wi Power Dx3	281363	3
P & A	A3920150304	AQ LION x3	33523	1
P & A	A3718150102	AQ LION x1	34022	2
P & A	A3718150105	AQ LION x1	34080	3
PC	A6018110106	AQ Home Allin1	2281	1
PC	A6119110202	AQ HOME Allin1 Gen 2	2285	2
PC	A6119110204	AQ HOME Allin1 Gen 2	2286	3

*Thank
you*



- by Dibyendu Biswas