

Ad-hoc Analysis

Domain: Consumers Goods

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Company Overview

- Atliq Hardware is one of the leading computer hardware producers in India as well as 26 other countries across the globe.
- Manufactures products under 3 major divisions i.e.. Peripherals & Accessories, PC, Networking & Storage.
- We have a total of 74 Customers like Neptune, Sage. Leader, Vijay Sales etc. across all markets/countries.

Objective Of this project

- Assist the management team to gain more insights about the business
- Take data-driven decisions to scale business

About Data

- We have 4 fact tables i.e., sales monthly, manufacturing cost, pre invoice deductions, gross price which have measurable metrics and 2 dimension table i.e., customer details and product details.
- Fiscal year for Alliq Hardware starts from 1st September and ends on 31 August each year
- Sales data is available for fiscal year 2020-2021

Request 1: Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

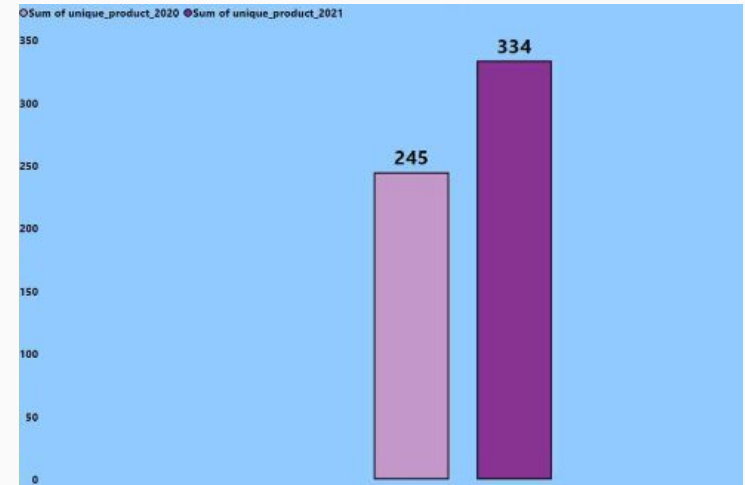
market	customer	region
India	Atliq Exclusive	APAC
Indonesia	Atliq Exclusive	APAC
Japan	Atliq Exclusive	APAC
Philippines	Atliq Exclusive	APAC
South Korea	Atliq Exclusive	APAC
Australia	Atliq Exclusive	APAC
Newzealand	Atliq Exclusive	APAC
Bangladesh	Atliq Exclusive	APAC



Insights: Board Market presence in APAC region in 8 countries.

Request 2: What is the percentage of unique product increase in 2021 vs. 2020?

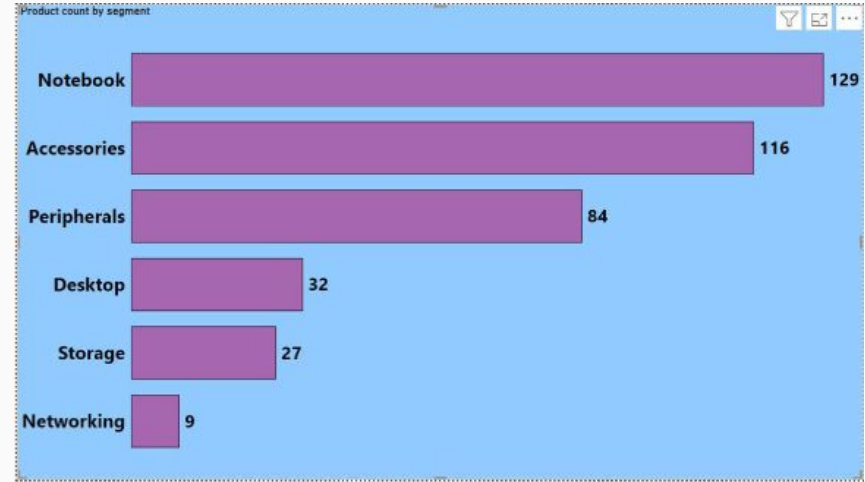
	unique_products_2020	unique_products_2021	percentage_chg
►	245	334	36.3265



Insights: Atliq's products counts increases by 36.32 % from 245 in the fiscal year 2020 to 334 in the fiscal year 2021.

Request 3: Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

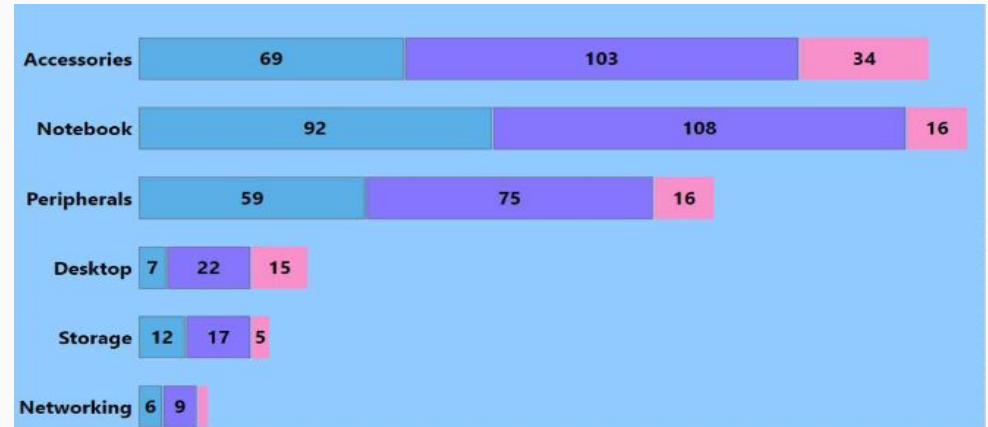
	segment	product_count
►	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9



Insights: Notebook and Accessories have the highest product counts, suggesting greater market demand for this categories.

Request 4: Which segment had the most increase in unique products in 2021 vs 2020?

	segment	product_count_2020	product_count_2021	difference
▶	Notebook	92	108	16
	Accessories	69	103	34
	Peripherals	59	75	16
	Storage	12	17	5
	Desktop	7	22	15
	Networking	6	9	3



Insights: Strong growth in Accessories, Coupled consistency Demands for Notebooks and peripherals, identifies this segment as prime investment opportunities .

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: Investigate manufacturing cost reduction opportunity for high-cost products, such as the AQ HOME Allin 1 gen 2 .

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.

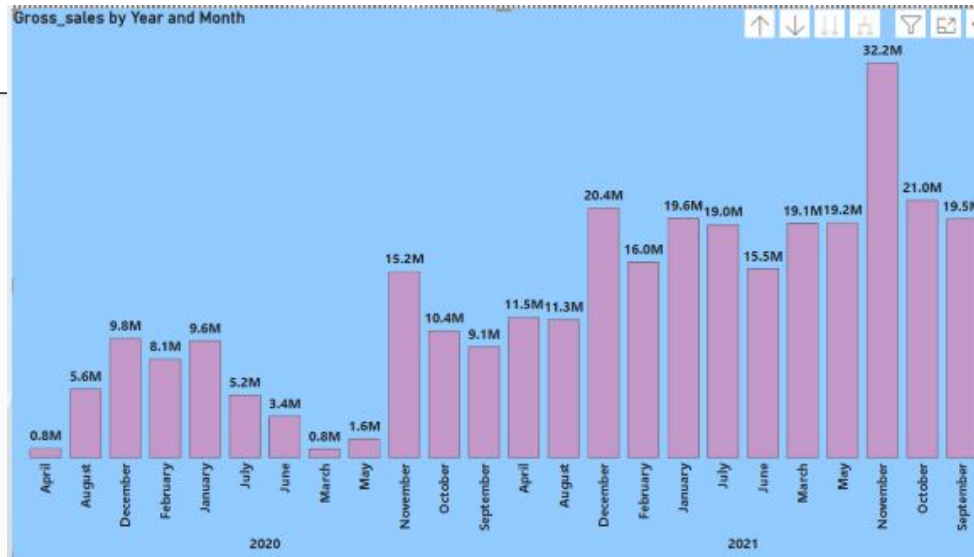
	customer_code	customer	avg_discount_pct
▶	90002009	Flipkart	30.83%
	90002006	Viveks	30.38%
	90002003	Ezone	30.28%
	90002002	Croma	30.25%
	90002016	Amazon	29.33%



Insights: High discount(over 30%) for major customer like Flipark,Viveks,Ezone and Croma drives sales volume, but careful margin management is crucial.

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.

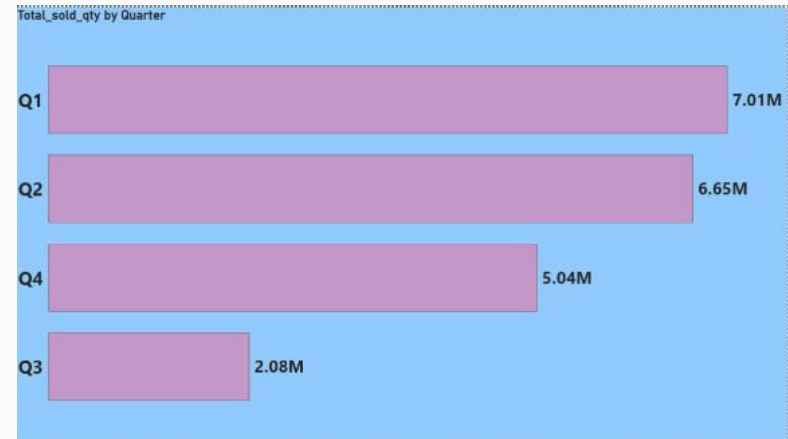
	Month	Year	gross_sales_amount
►	September	2019	4496259.67
	October	2019	5135902.35
	November	2019	7522892.56
	December	2019	4830404.73
	January	2020	4740600.16
	February	2020	3996227.77
	March	2020	378770.97
	April	2020	395035.35
	May	2020	783813.42
	June	2020	1695216.60
	July	2020	2551159.16
	August	2020	2786648.26
	September	2020	12353509.79
	October	2020	13218636.20
	November	2020	20464999.10
	December	2020	12944659.65
	January	2021	12399392.98



Insights: The COVID 19 Pandemic likely impacted sales significantly in March-May 2020; a recovery trend began post June-2020.

Request 8: In which quarter of 2020, got the maximum total_sold_quantity?

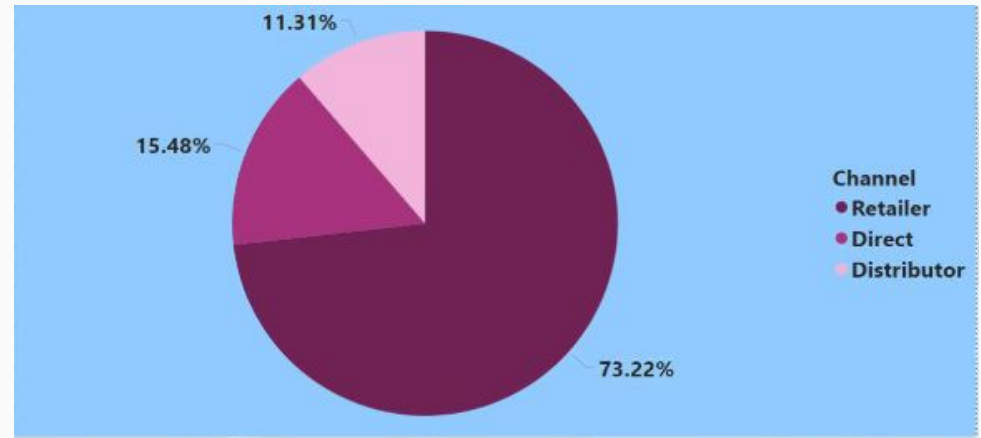
	Quarter	total_sold_qty
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



Insights: Q1 achieved peak sales volume at approximately 7 Million units, demonstrating strong early-year performance.

Request 9: Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

	channel	gross_sales_mln	pct_contribution
▶	Retailer	1924.17	73.22 %
	Direct	406.69	15.48 %
	Distributor	297.18	11.31 %



Insights: Atliq's sales are primarily driven by the retail channel, which contribute as significant 73.22% of total gross sales .

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_name	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



Insights: Pendrives led sales sales in divisions N&S. While gammers MS and digit were the top performance in division P&A and PC, Respectively.