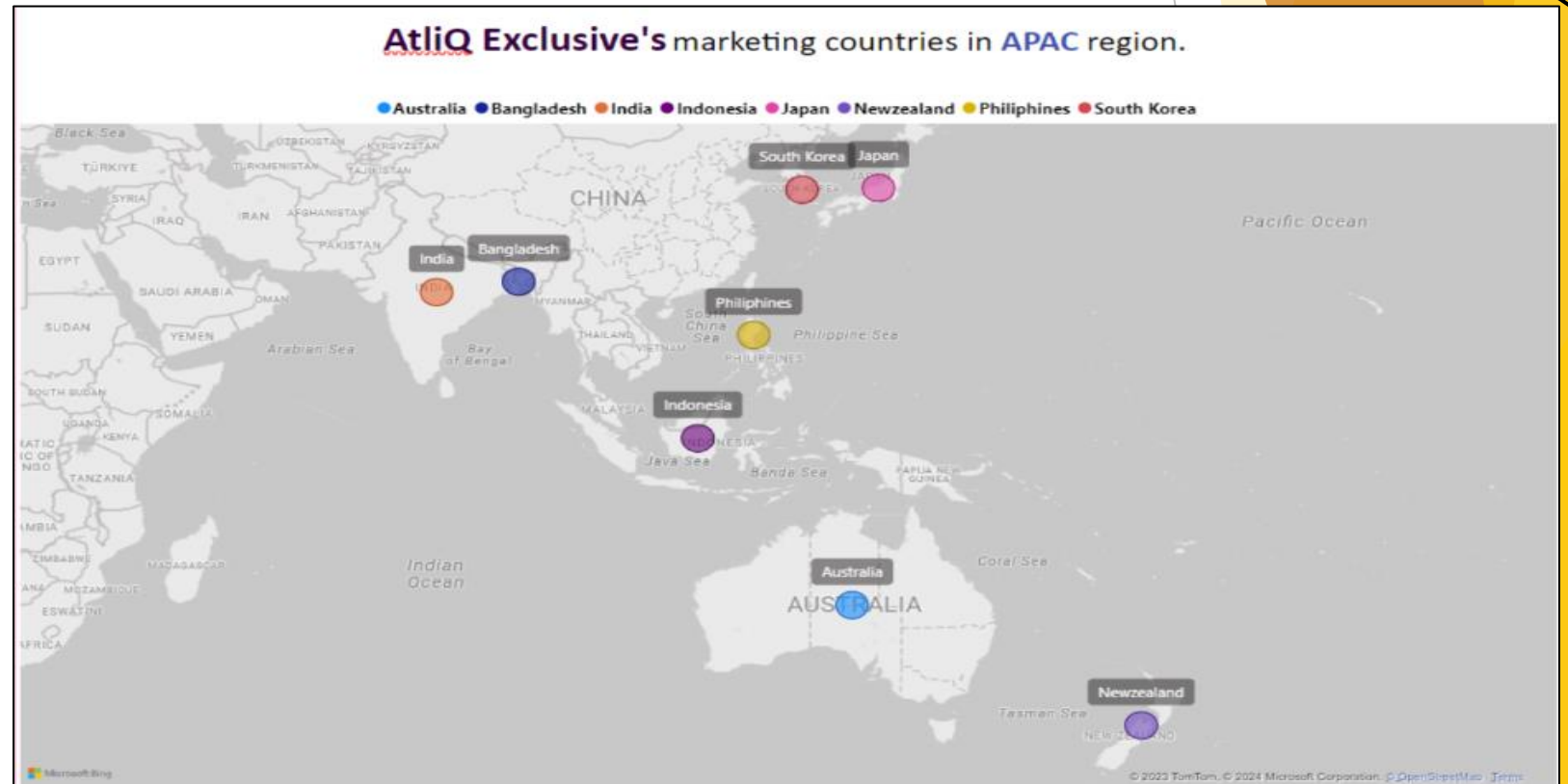# Consumer Goods Ad-hoc Insights

Presented by: Diksha Singh

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

Request.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	unique_product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Unique Products count for each segment

Segment	Count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9
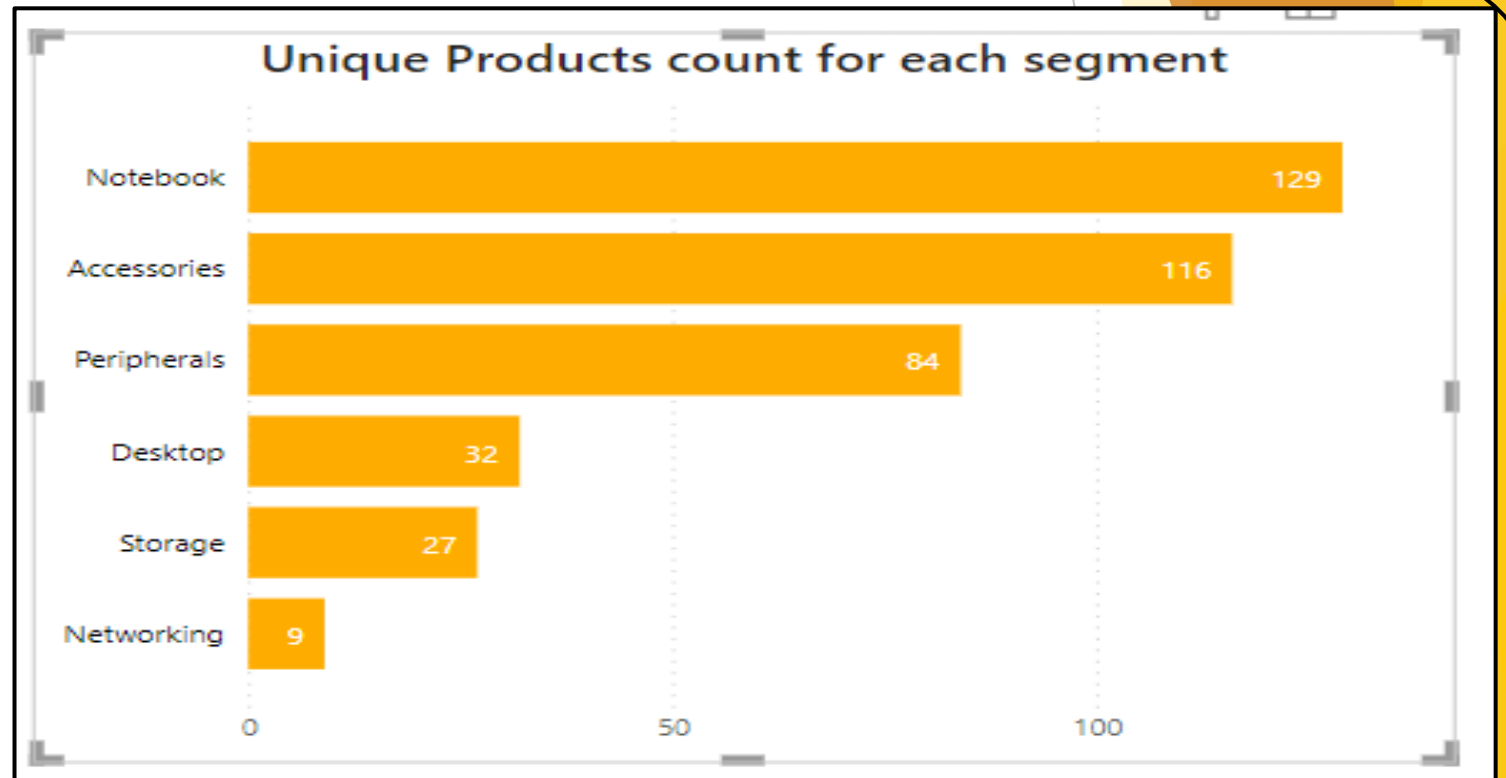
Request.4

Follow-up: 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_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

Result Grid | Filter Rows: | Export: | Wrap Cell Conte

Segment	Product count 2020	Product count 2021	Difference
Networking	6	9	3
Storage	12	17	5
Desktop	7	22	15
Peripherals	59	75	16
Accessories	69	103	34
Notebook	92	108	16
Total	**245**	**334**	**89**

Request.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
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME AllIn1 Gen 2	240.5364

Highest and lowest manufacturing cost of products

AQ HOME AllIn1 Gen 2 — 241
AQ Master wired x1 Ms — 1
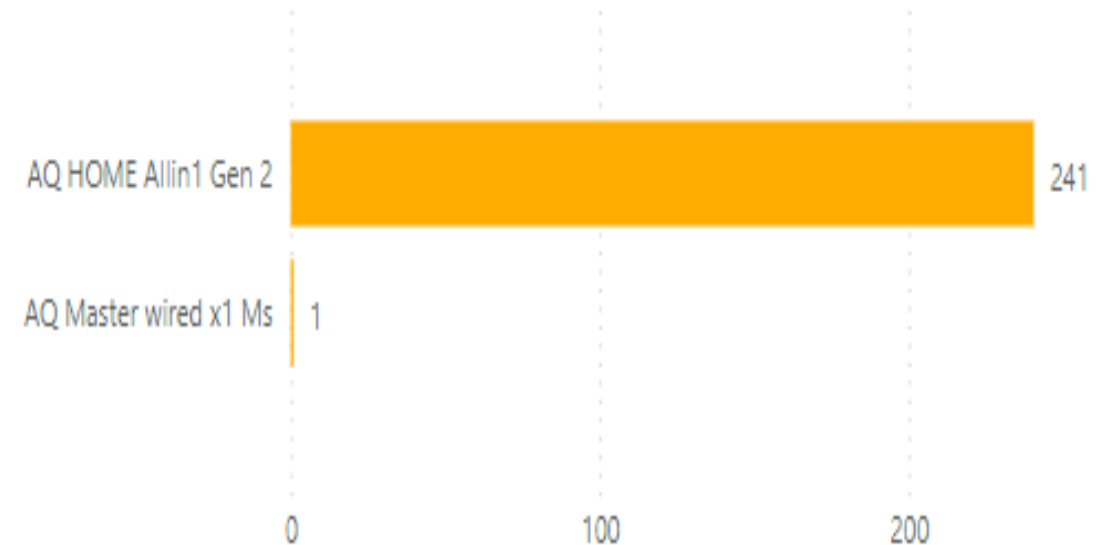
Request.6
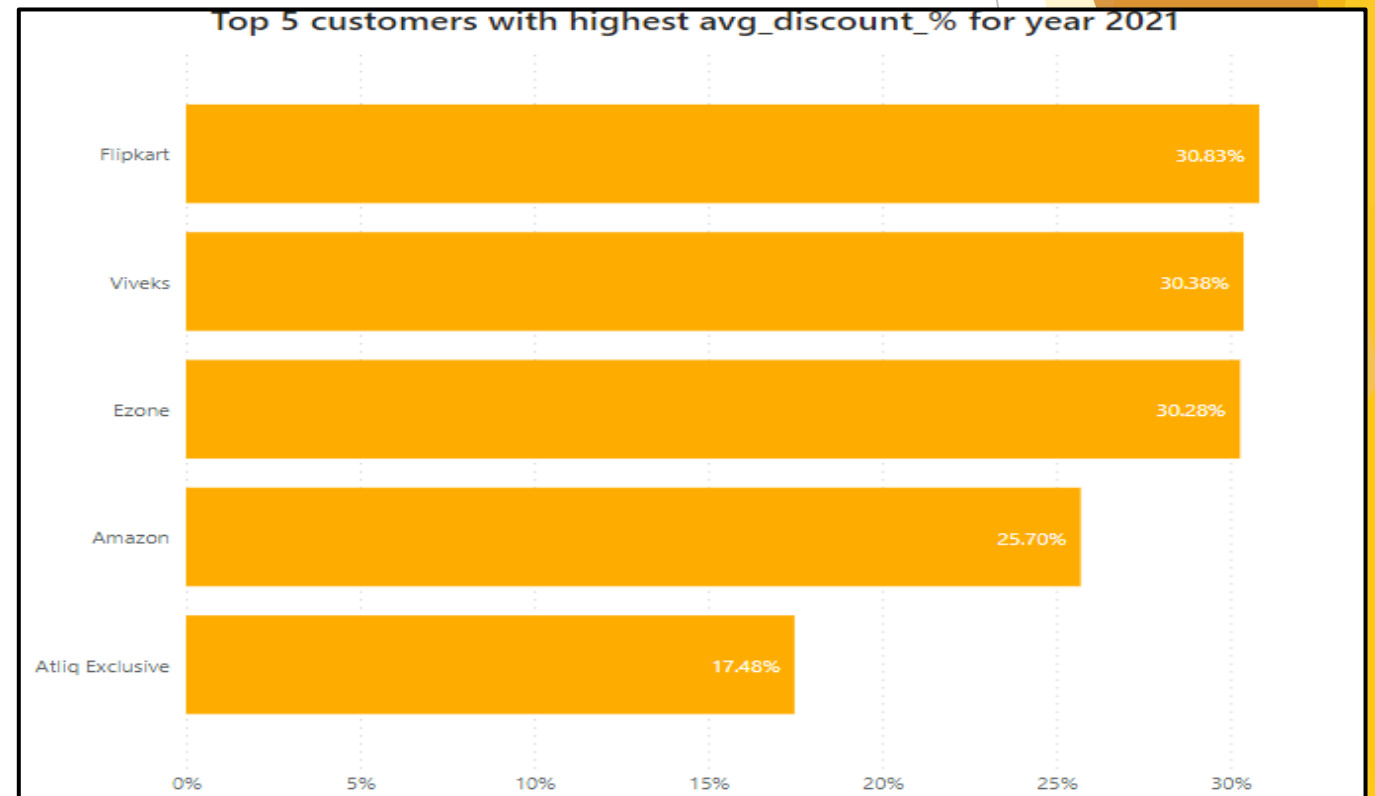Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.
The final output contains these fields, customer_code customer average_discount_percentage

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

Top 5 customers with highest avg_discount_% for year 2021

| Customer	Value
Flipkart	30.83%
Viveks	30.38%
Ezone	30.28%
Amazon	25.70%
Atliq Exclusive	17.48%

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.
The final report contains these columns: Month Year Gross sales Amount

Month	Year	fiscal_year	gross_sales_amount	gross_sales_difference
September	2019	2020	4496259.67	NULL
October	2019	2020	5135902.35	639642.67
November	2019	2020	7522892.56	2386990.21
December	2019	2020	4830404.73	-2692487.83
January	2020	2020	4740600.16	-89804.57
February	2020	2020	3996227.77	-744372.39
March	2020	2020	378770.97	-3617456.80
April	2020	2020	395035.35	16264.38
May	2020	2020	783813.42	388778.07
June	2020	2020	1695216.60	911403.18
July	2020	2020	2551159.16	855942.56
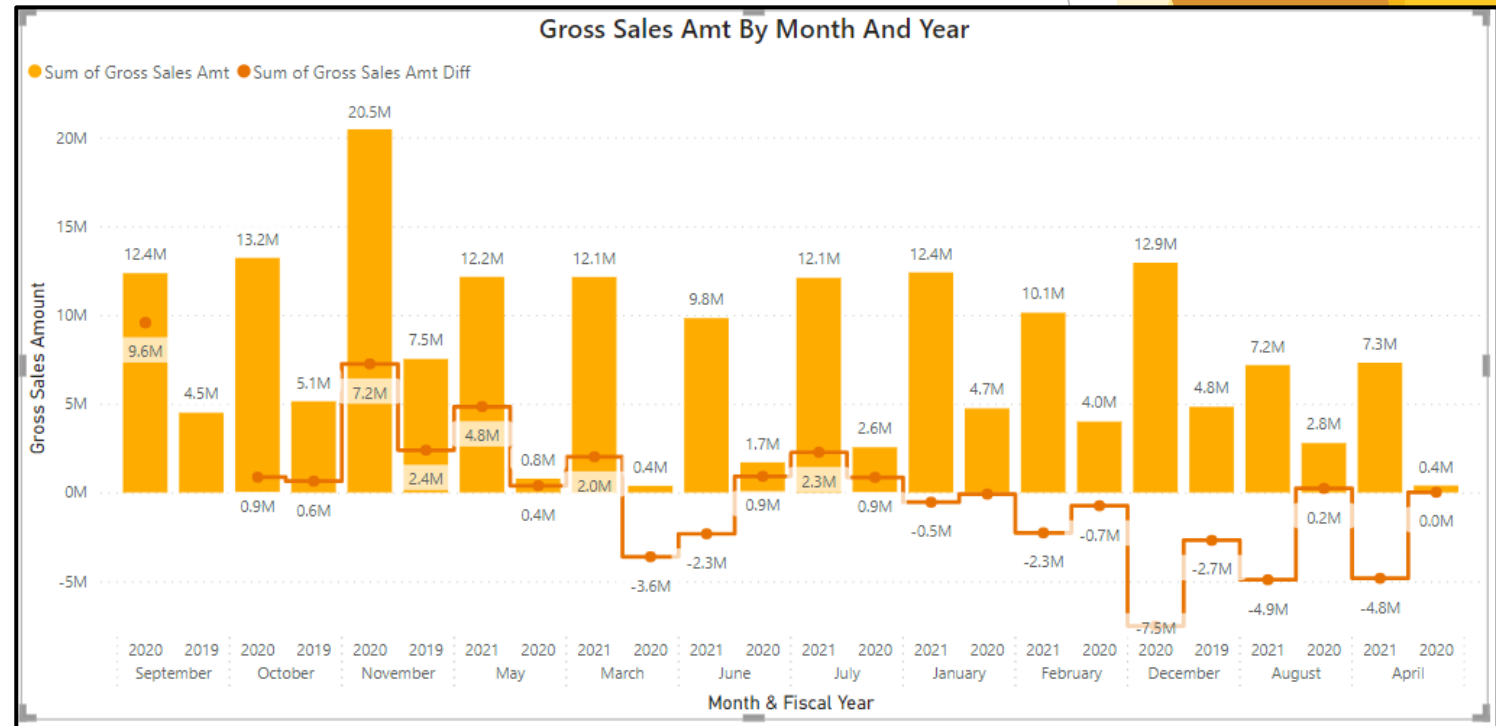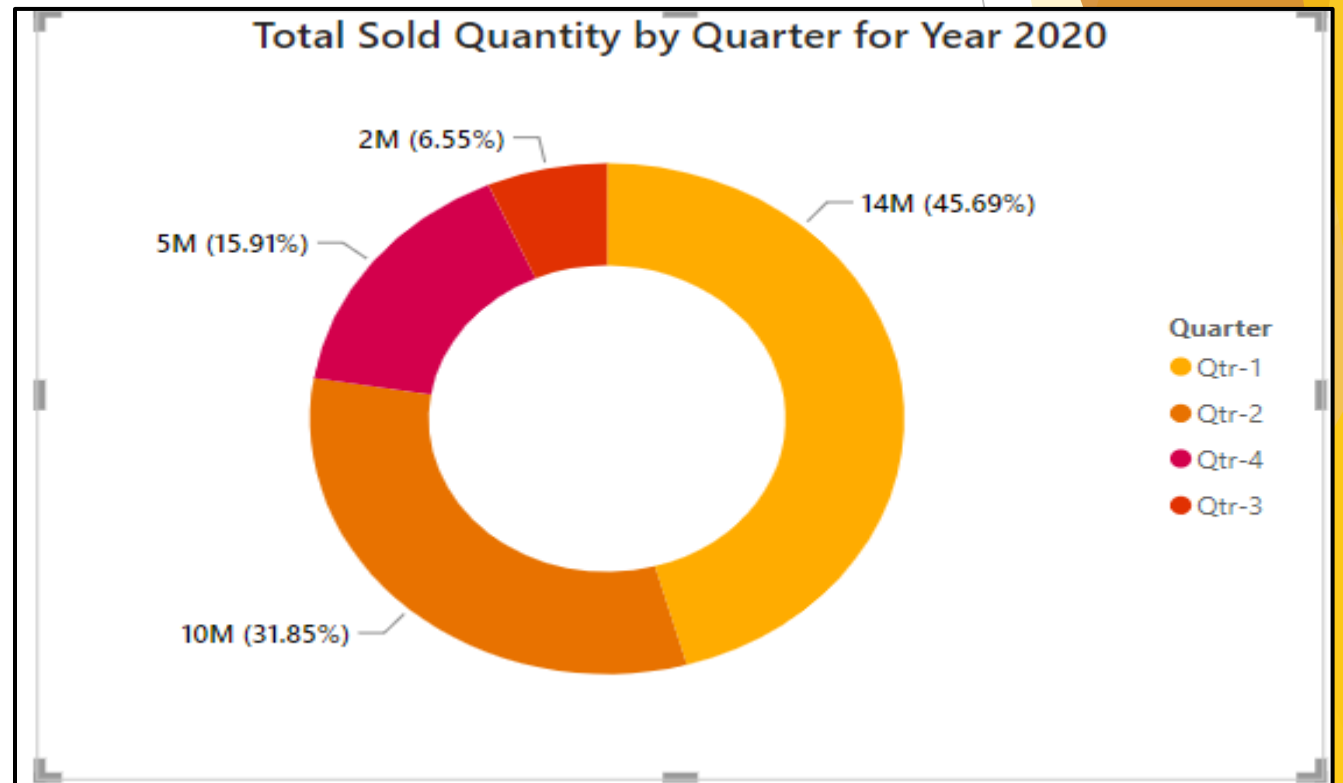
Request.9
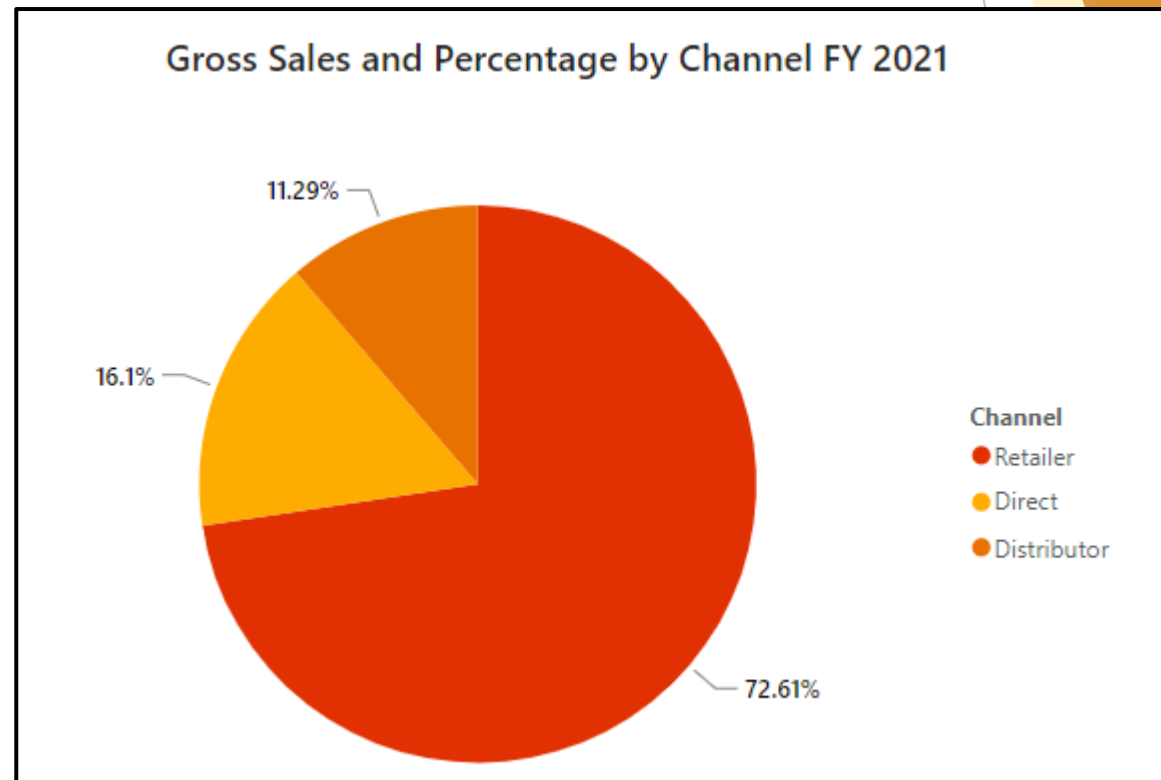Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?
The final output contains these fields, channel gross_sales_mln percentage

channel	gross_sales_mln	pct_contribution
Direct	356.12 M	16.10 %
Retailer	1606.39 M	72.61 %
Distributor	249.86 M	11.29 %

Gross Sales and Percentage by Channel FY 2021

Request.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	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

Top 3 Highest Selling Products by Division FY 2021

product_code	value
A6720160103	701.37K
A6818160202	688.00K
A6819160203	676.25K
A2319150302	428.50K
A2520150501	419.87K
A2520150504	419.47K
A4218110202	17.43K
A4319110306	17.28K
A4218110208	17.28K

division
- [ ] N & S
- [ ] P & A
- [ ] PC