



Consumer Goods Ad-Hoc Insights





LET'S GET
STARTED!

AtliQ Business Model

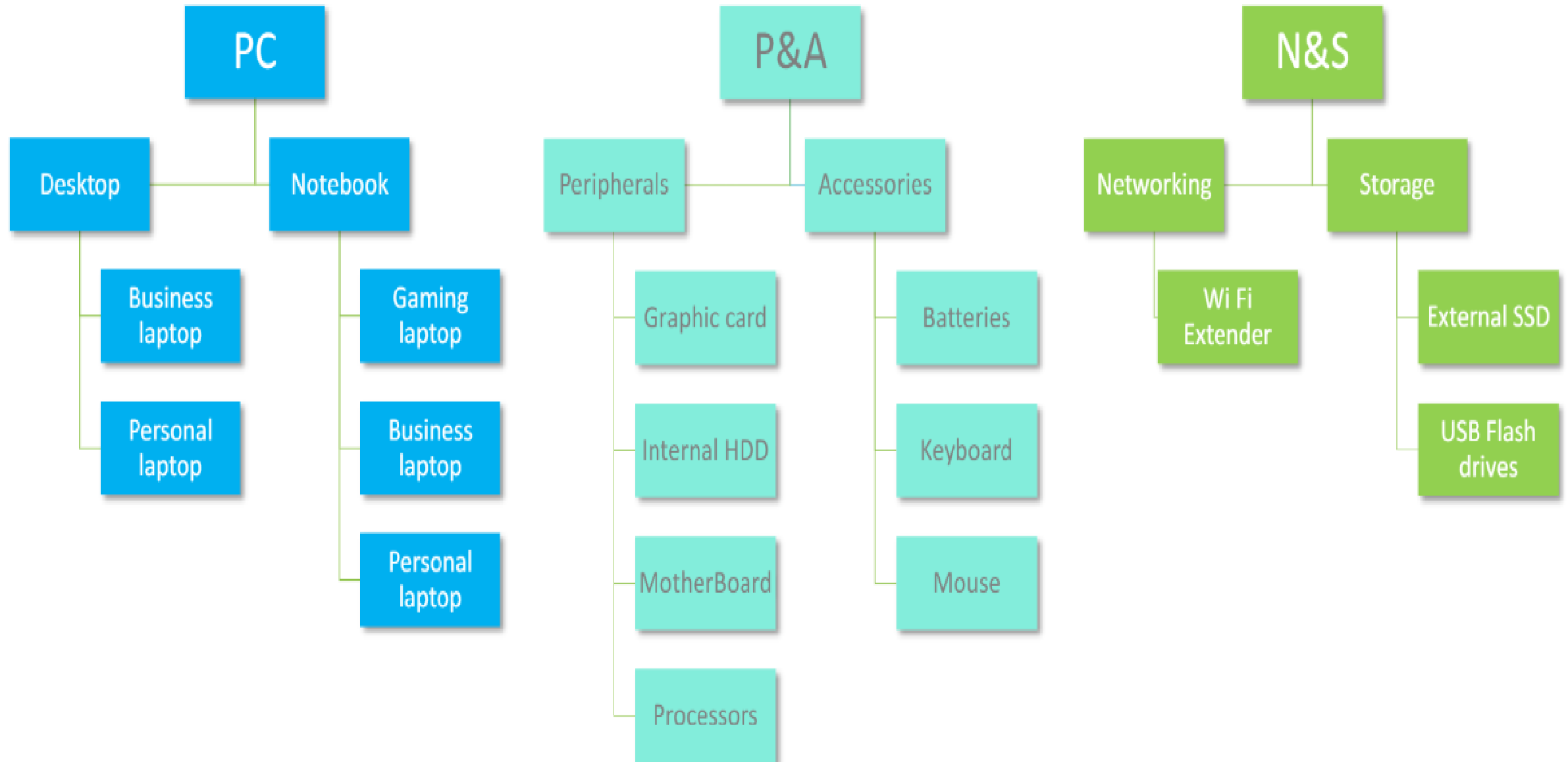
- AtliQ Hardwares (imaginary company) is one of the leading Computer hardware producers in India and well expanded in other countries too.
- AtliQ's Fiscal Year
(September 2019 – August 2019) – **FY 2020**
(September 2020 – August 2020) – **FY 2021**



AtliQ's Market



Division - Segment - Category



Problem Statement

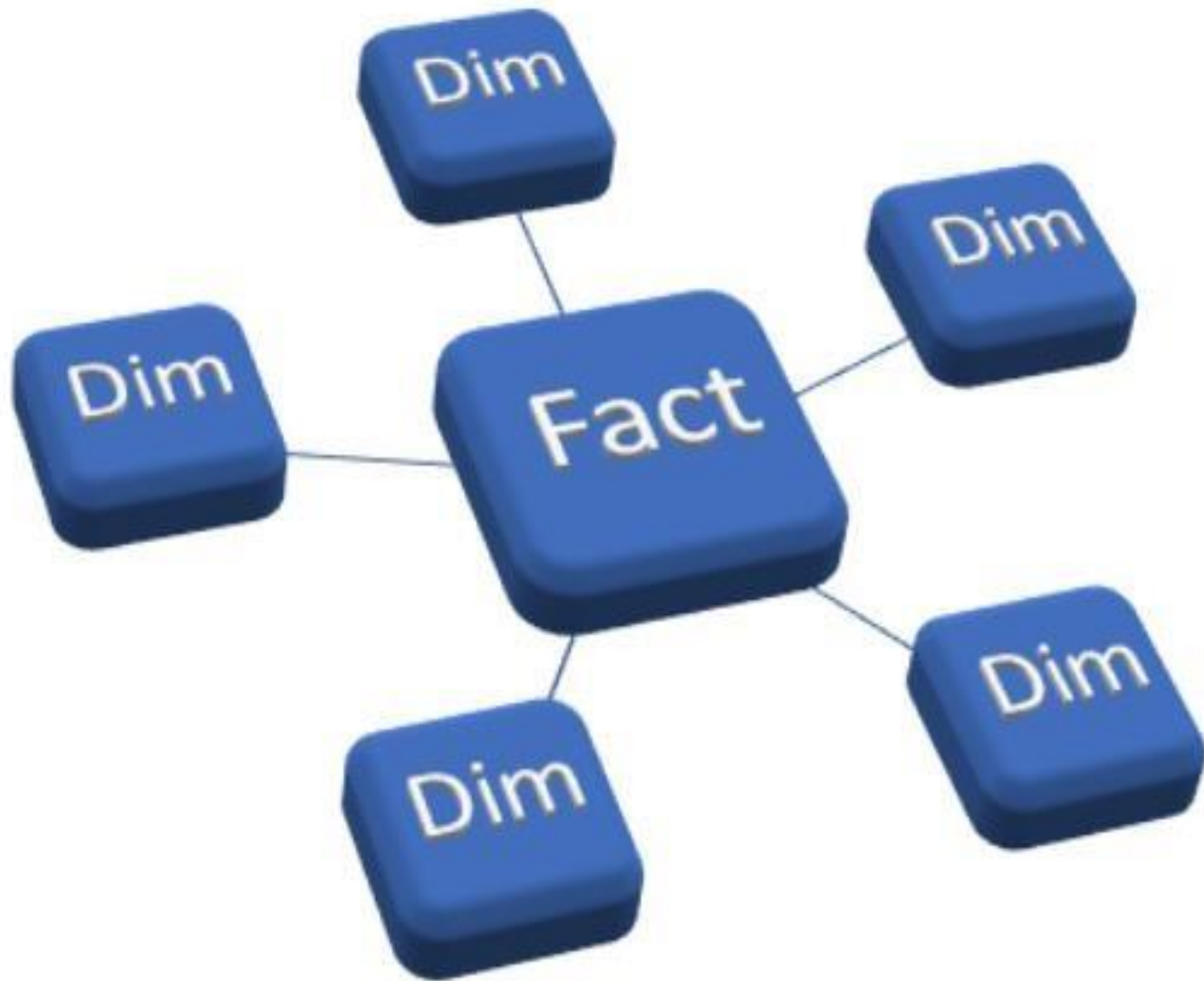
- Management noticed that they have insufficient insights to make quick and smart data-informed decisions. They want to expand their data analytics team by adding several junior data analysts.

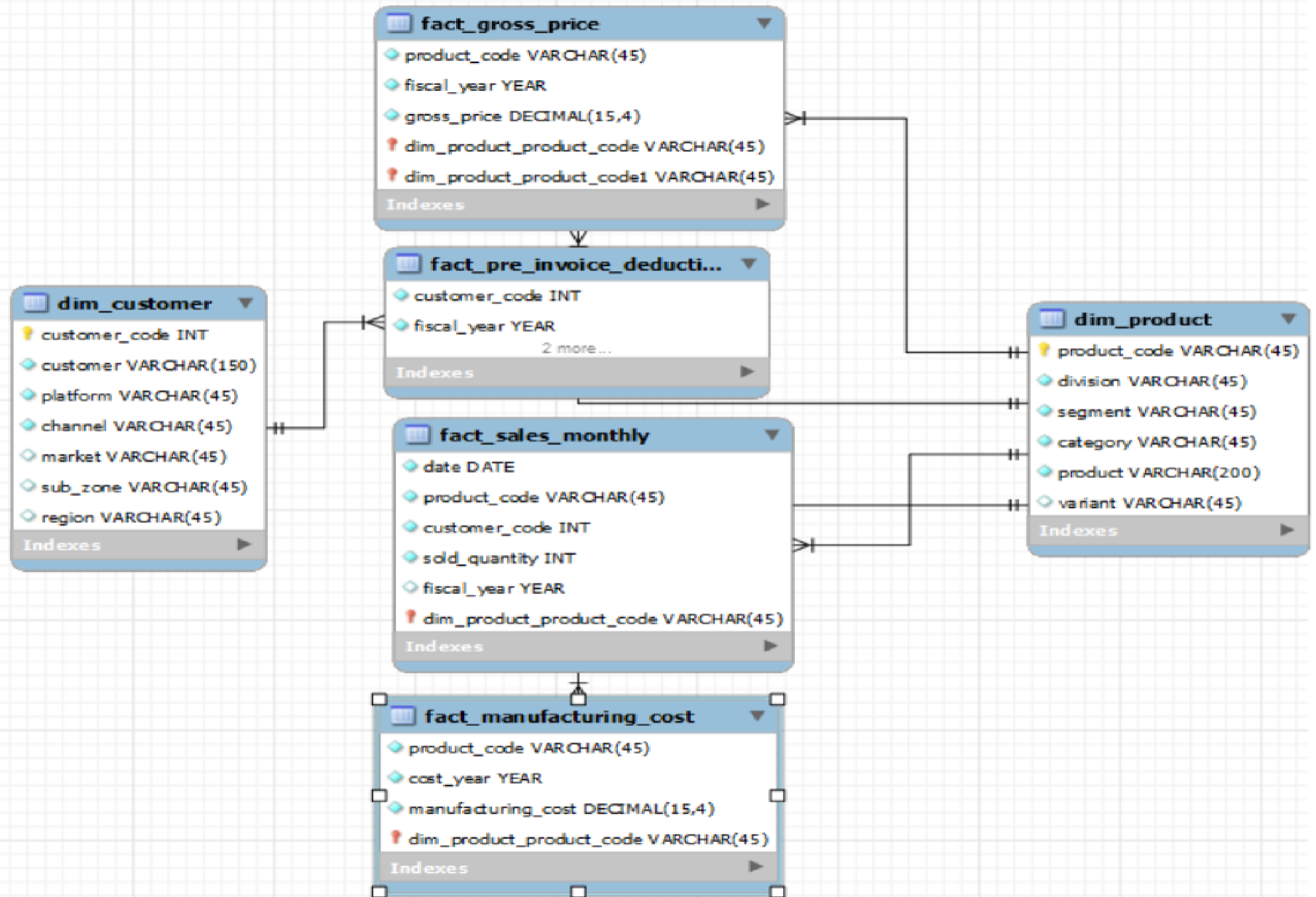


Approach

- They provide 10 Ad-hoc-Requests and asked us to solve using SQL Query, convert SQL output into visualization and present Insights to Top-Level-Management.







#TASK 1

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

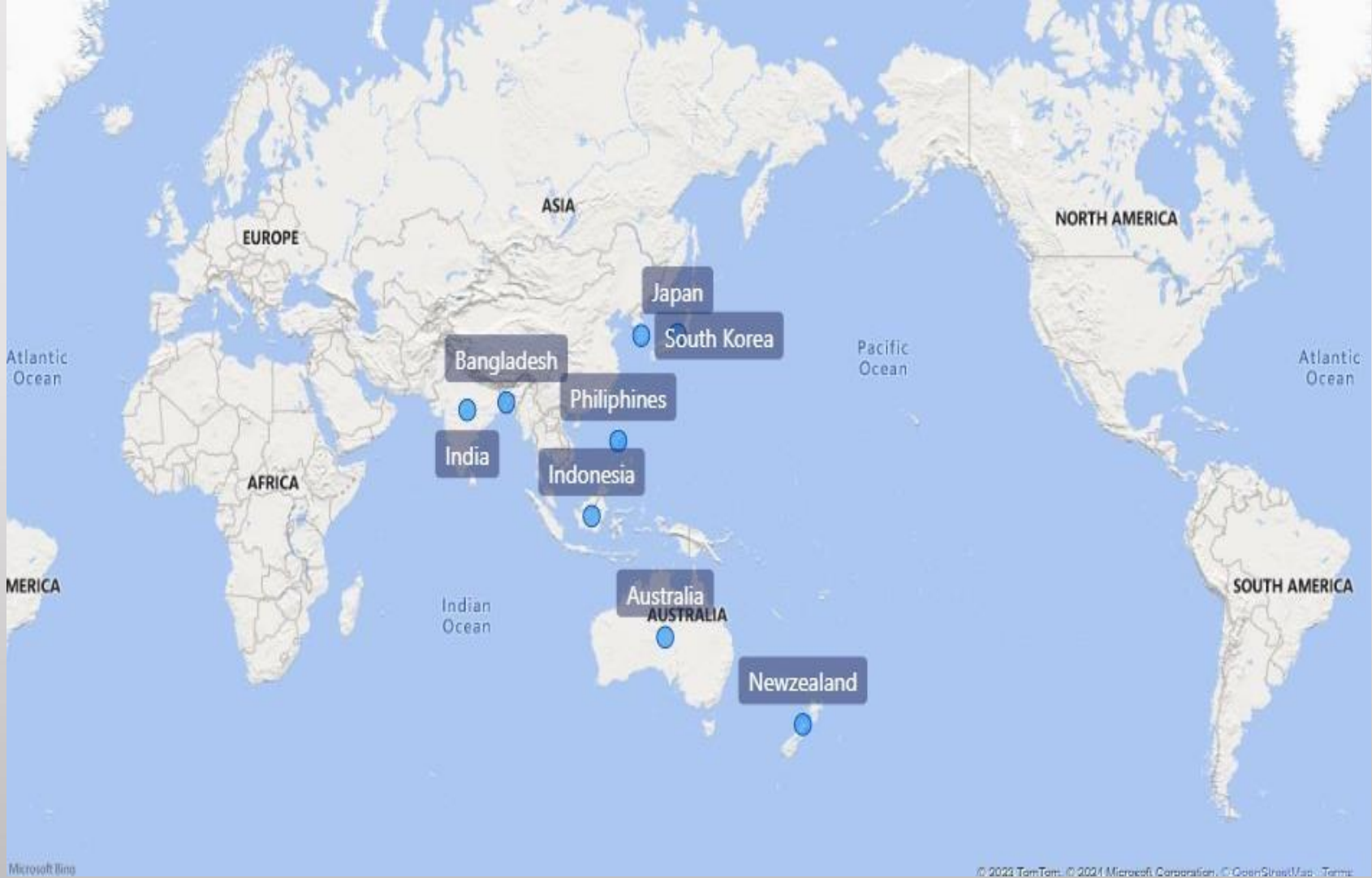


| | market |
|---|-------------|
| ▶ | India |
| | Indonesia |
| | Japan |
| | Philippines |
| | South Korea |
| | Australia |
| | Newzealand |
| | Bangladesh |



➤ AtliQ Exclusive store operates its Business in **8 major markets in the APAC region**

| | market |
|---|-------------|
| ▶ | India |
| | Indonesia |
| | Japan |
| | Philippines |
| | South Korea |
| | Australia |
| | Newzealand |
| | Bangladesh |



#1'ASK 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_product_2020 | unique_product_2021 | Percentage_chg |
|---|---------------------|---------------------|----------------|
| ▶ | 245 | 334 | 36.33 |

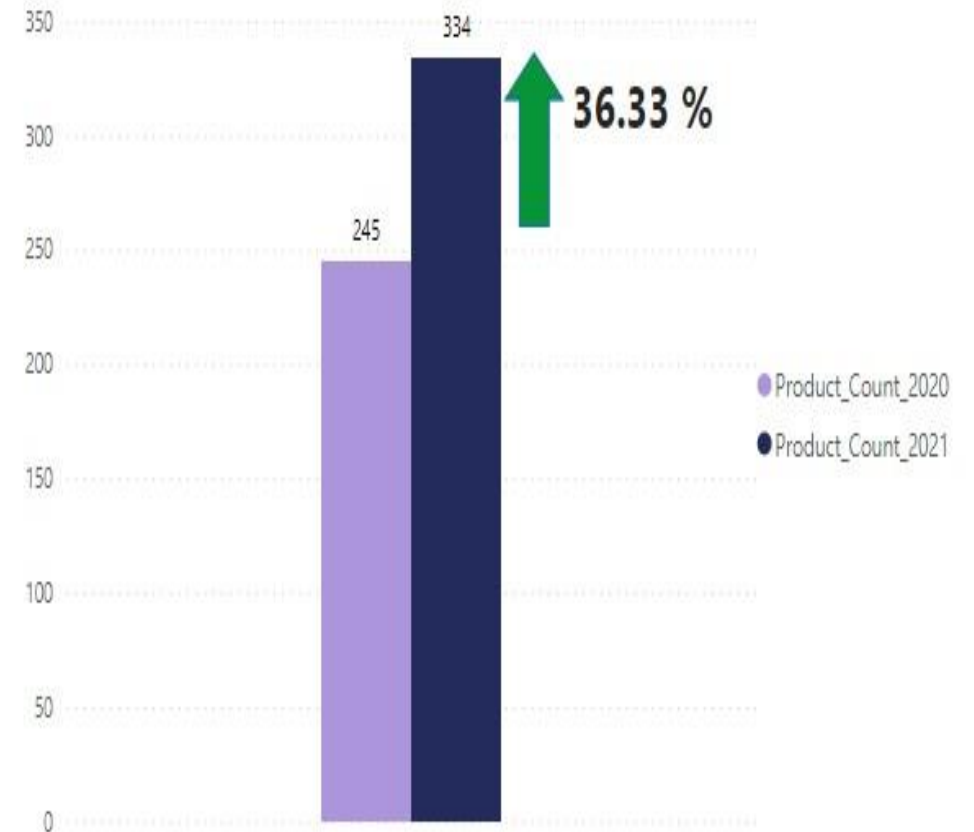


| | unique_product_2020 | unique_product_2021 | Percentage_chg |
|---|---------------------|---------------------|----------------|
| ▶ | 245 | 334 | 36.33 |



- FY 2020 - 245 Products
- FY 2021 – 334 Products
- Product count increase – **36.33%** compared to FY 2020

Percentage of unique product increase in 2021 vs 2020



#TASK 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 4.



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

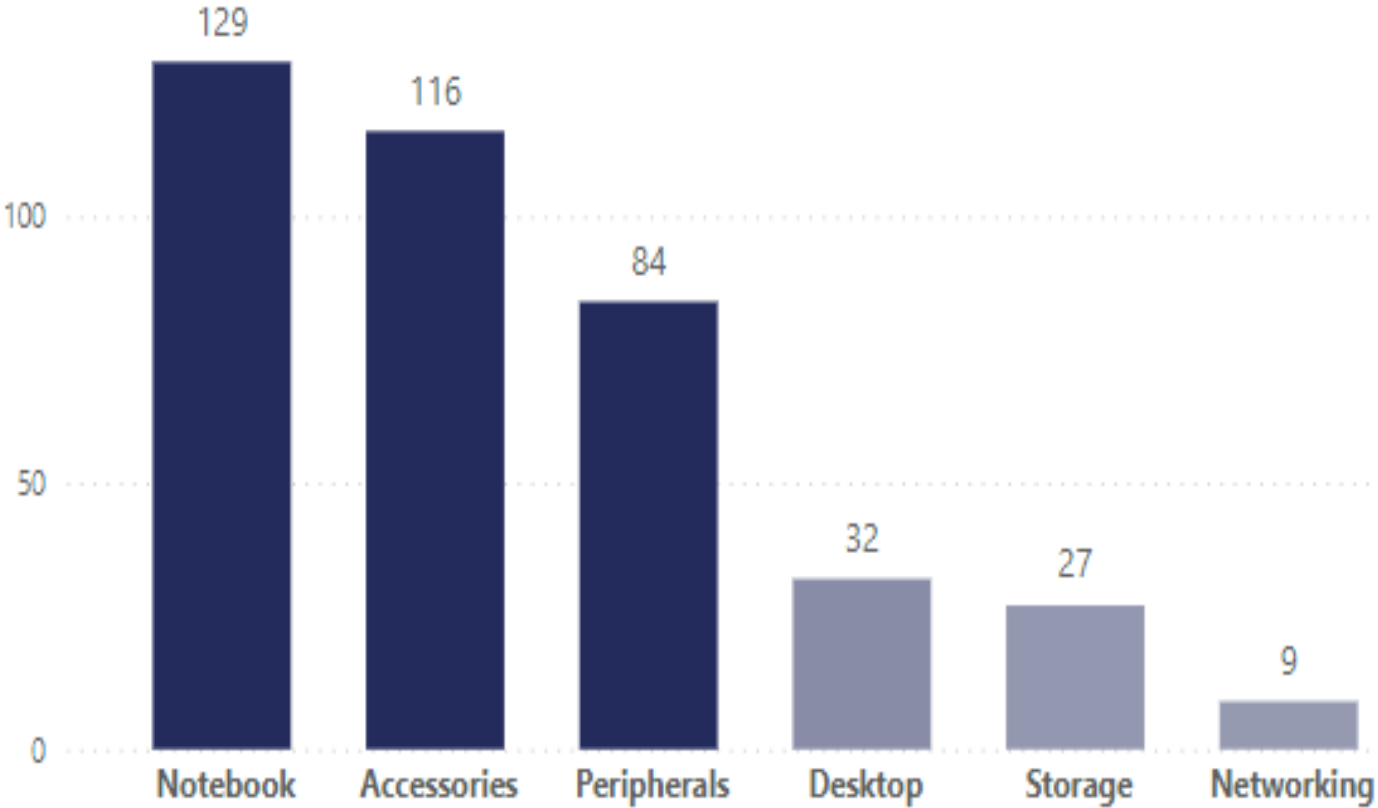


- The number of products we sell under the segment Notebook, Accessories & Peripherals are higher.
- We need to increase our sales and production in the Desktop, Networking & Storage segments by providing some discounts.

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



Segment Product Count



#TASK 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.

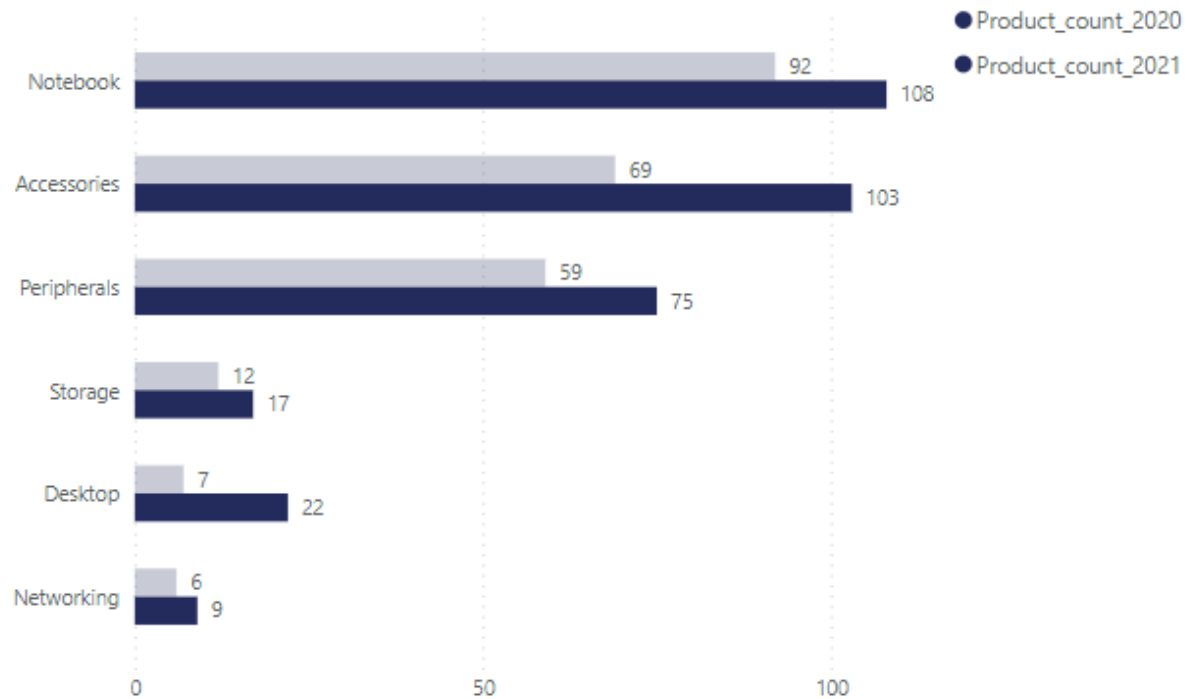


| segment | product_count_2020 | product_count_2021 | Difference |
|-------------|--------------------|--------------------|------------|
| Accessories | 69 | 103 | 34 |
| Notebook | 92 | 108 | 16 |
| Peripherals | 59 | 75 | 16 |
| Desktop | 7 | 22 | 15 |
| Storage | 12 | 17 | 5 |
| Networking | 6 |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

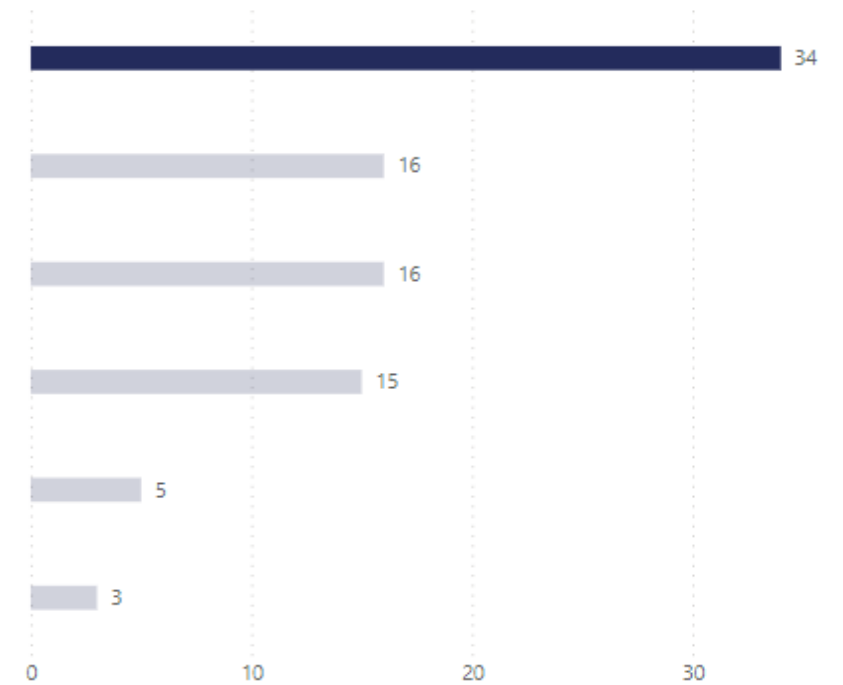


- The Accessories segment had the most unique product increase in 2021 compared to 2020, with 234 new products.

Comparison of Product count 2021 vs 2020



Accessories segment with max new products



#TASK 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 |
|--------------|-----------------------|--------------------|
| A6120110206 | AQ HOME Allin1 Gen 2 | 240.5364 |
| A2118150101 | AQ Master wired x1 Ms | 0.8920 |



\$ 240.53

Highest Manufacturing Cost



AQ HOME Allin1 Gen 2 (Personal Desktop)

\$ 0.89

Lowest Manufacturing Cost



AQ Master wired x1 Ms (Mouse)

#TASK 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_pct.

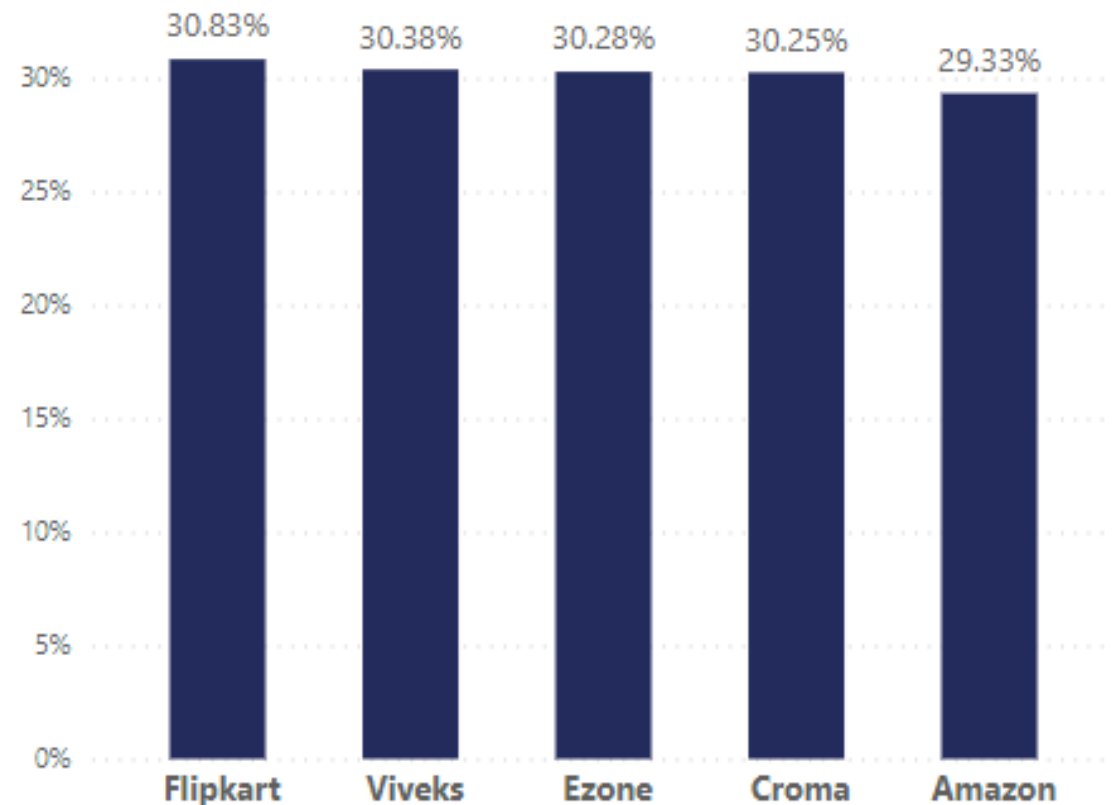


| customer_code | customer | Avg_Discount_Pct |
|---------------|----------|------------------|
| 90002009 | Flipkart | 30.83 |
| 90002006 | Viveks | 30.38 |
| 90002003 | Ezone | 30.28 |
| 90002002 | Croma | 30.25 |
| 90002016 | Amazon | 29.33 |



- In FY 2021, the top 5 customers were offered nearly equal pre-invoice discount percentages. Among them, Flipkart received the highest discount at 30.83%.

| 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 |



#TASK 7

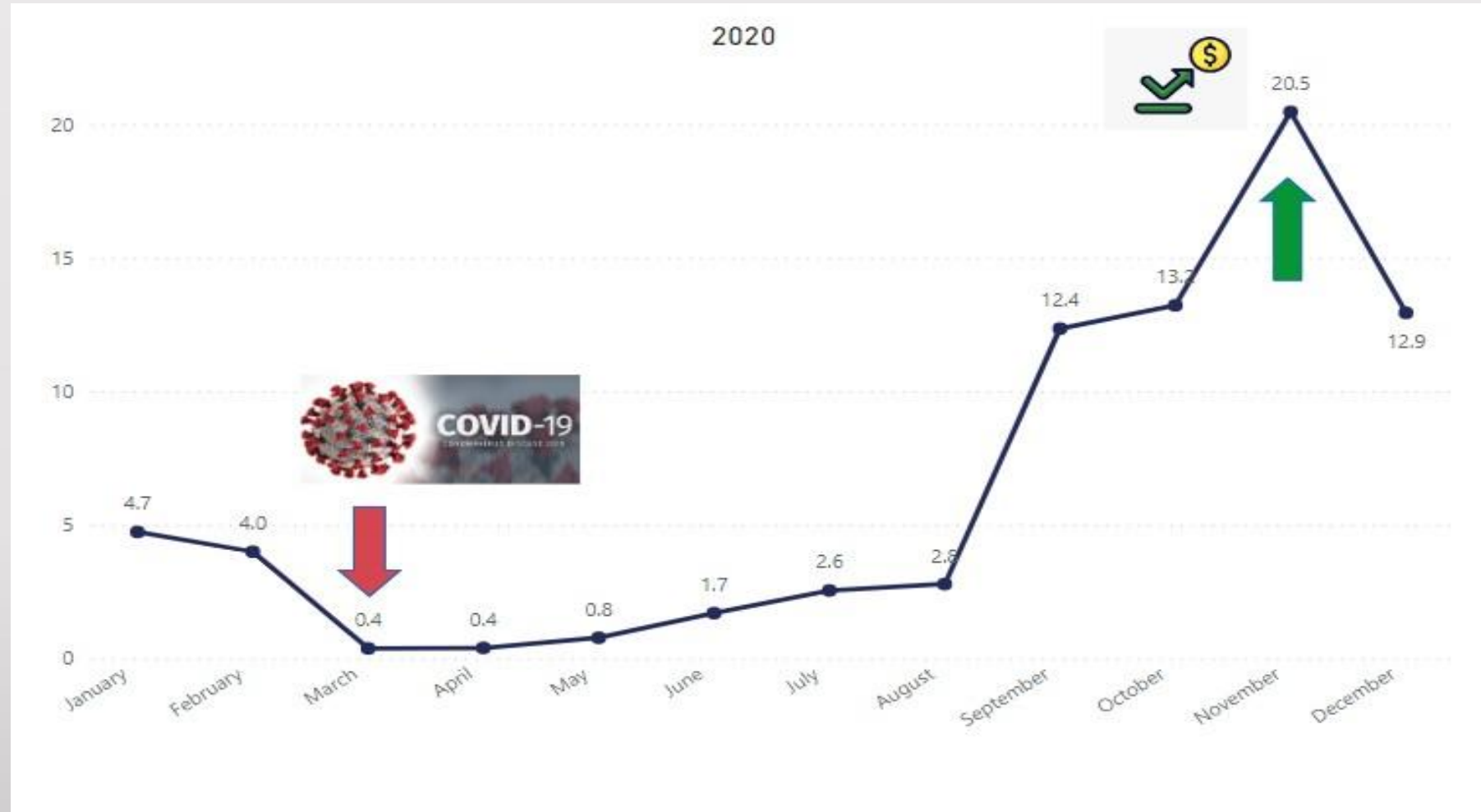
Get the complete report of the Gross sales amount for the customer “**Atliq Exclusive**” for each month.This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount



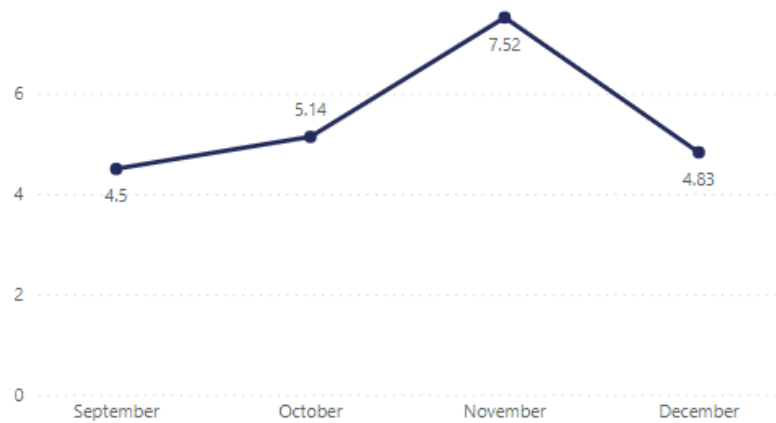
| Month | Year | Gross_Sales_Amount |
|------------------|------|--------------------|
| September (2019) | 2020 | 4.50M |
| October (2019) | 2020 | 5.14M |
| November (2019) | 2020 | 7.52M |
| December (2019) | 2020 | 4.83M |
| January (2020) | 2020 | 4.74M |
| February (2020) | 2020 | 4.00M |
| March (2020) | 2020 | 0.38M |
| April (2020) | 2020 | 0.40M |
| May (2020) | 2020 | 0.78M |
| June (2020) | 2020 | 1.70M |
| July (2020) | 2020 | 2.55M |
| August (2020) | 2020 | 2.79M |
| September (2020) | 2021 | 12.35M |
| October (2020) | 2021 | 13.22M |
| November (2020) | 2021 | 20.46M |
| December (2020) | 2021 | 12.94M |
| January (2021) | 2021 | 12.40M |
| February (2021) | 2021 | 10.13M |
| March (2021) | 2021 | 12.14M |
| April (2021) | 2021 | 7.31M |



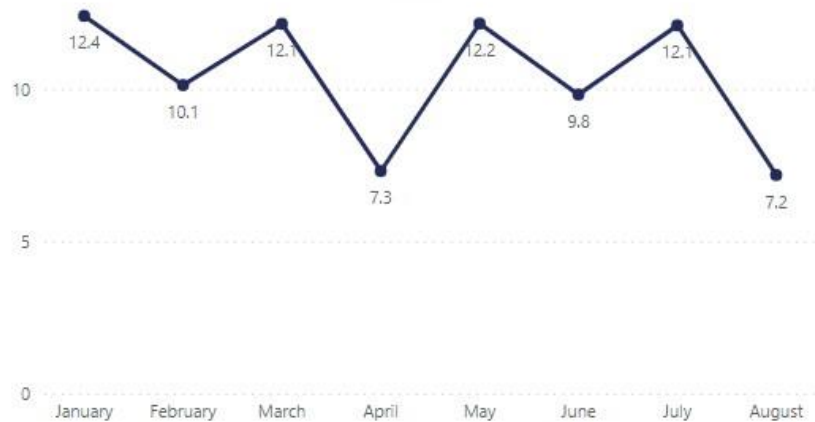
- Highest Sales : **November 2020**
- Lowest Sales : **March 2020**
- Due to COVID, sales were at their lowest in March, and they bounced back in November with sales reaching 20.46 million, the highest ever compared to the previous year's data



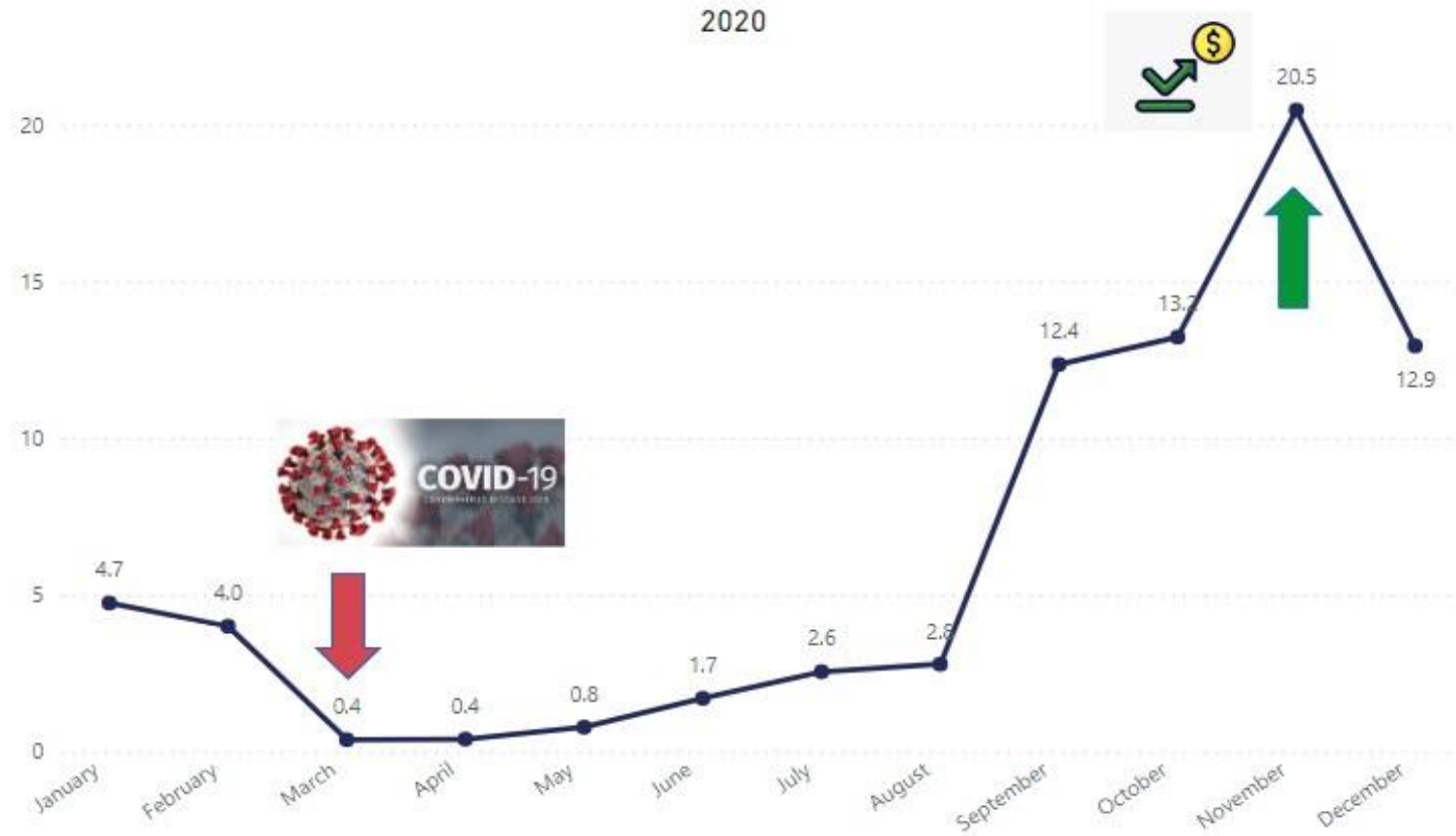
2019



2021



2020



#TASK 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 .

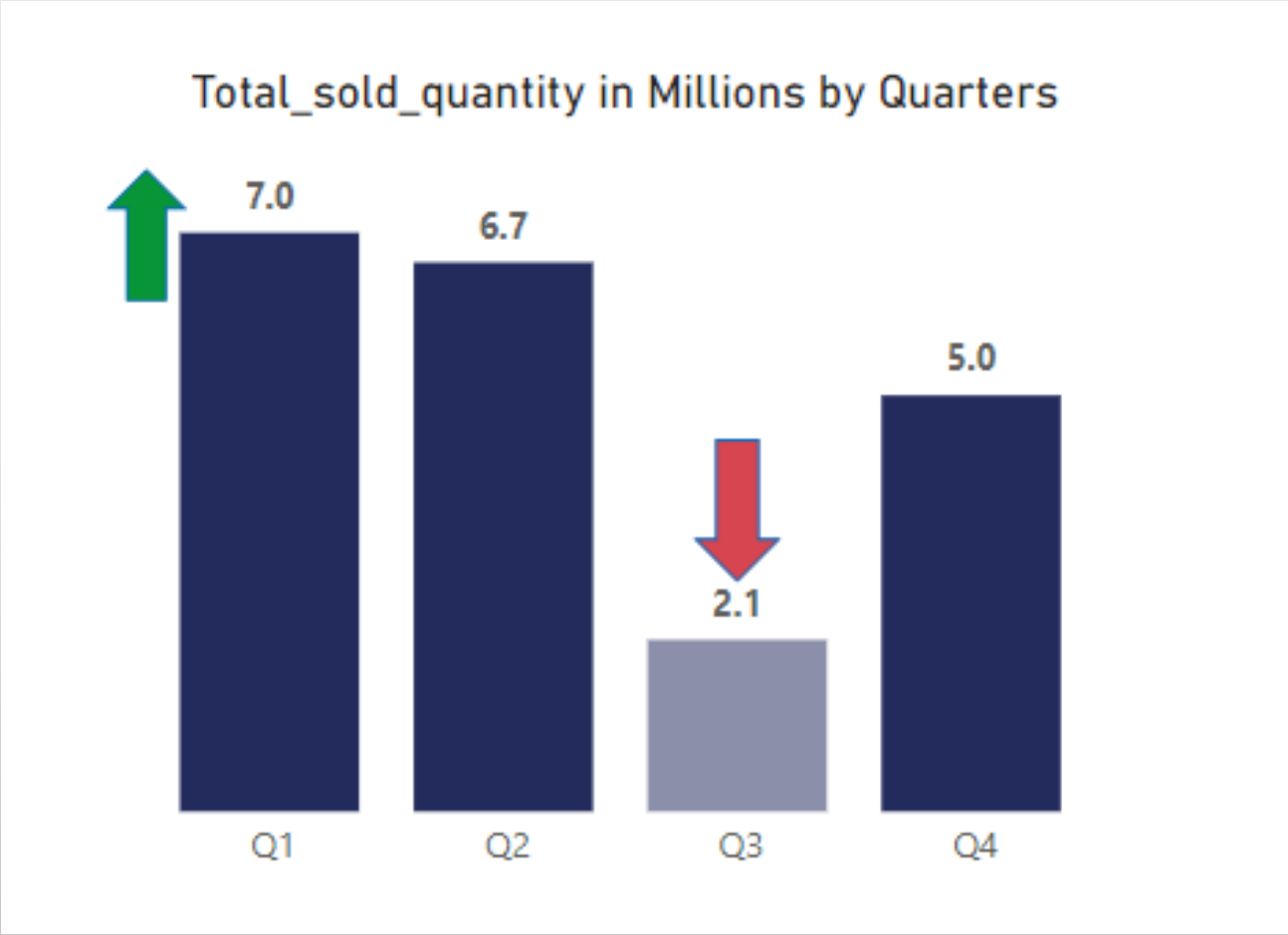


| Quarters | Total_sold_quantity_mln |
|----------|-------------------------|
| Q1 | 7.01M |
| Q2 | 6.65M |
| Q3 | 2.08M |
| Q4 | 5.04M |



- Highest Sold Quantity in 2020 – Quarter 1
- Lowest Sold Quantity in 2020 – Quarter 3
- Quarter 3 – March, April , May for AtliQ Hardwares
- Covid was at its peak during that time

| Quarters | Total_sold_quantity_mln |
|----------|-------------------------|
| Q1 | 7.01M |
| Q2 | 6.65M |
| Q3 | 2.08M |
| Q4 | 5.04M |



#1'ASK 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.

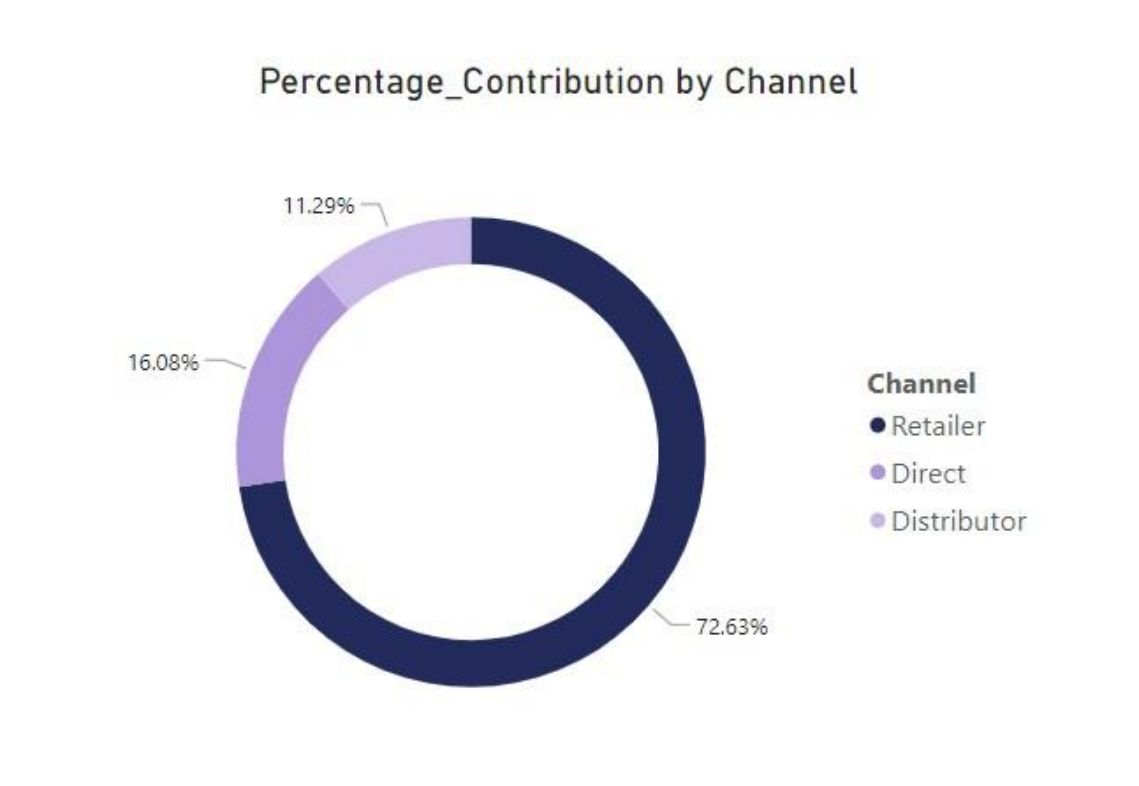


| channel | Gross_Sales_Mln | Percentage_Contribution |
|-------------|-----------------|-------------------------|
| Retailer | 1598.16M | 72.62% |
| Distributor | 248.47M | 11.29% |
| Direct | 353.96M | 16.08% |



- Retailer is the highest contributor in Gross_Sales with 72.62%
- Distributor and Direct is the remaining 25% contribution

| channel | Gross_Sales_Mln | Percentage_Contribution |
|-------------|-----------------|-------------------------|
| Retailer | 1598.16M | 72.62% |
| Distributor | 248.47M | 11.29% |
| Direct | 353.96M | 16.08% |



#TASK 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.



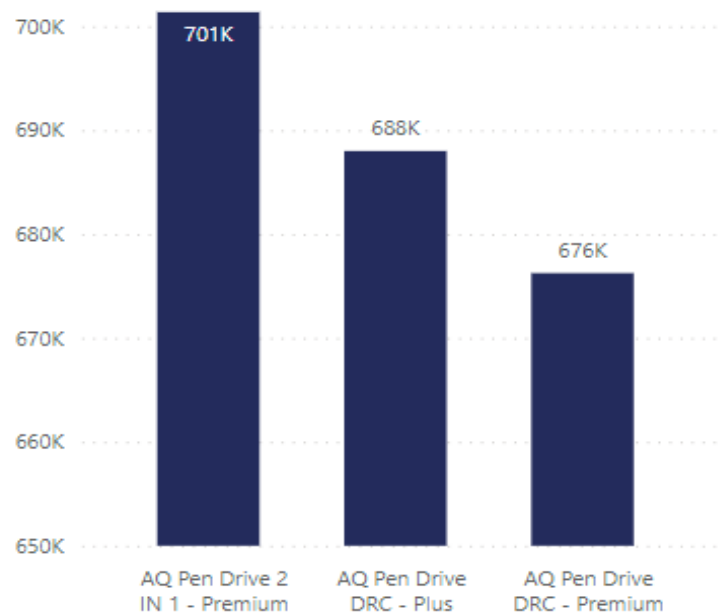
| division | product_code | product | Total_sold_quantity | rnk |
|----------|--------------|---------------------|---------------------|-----|
| N & S | A6720160103 | AQ Pen Drive 2 IN 1 | 701373 | 1 |
| N & S | A6818160202 | AQ Pen Drive DRC | 688003 | 2 |
| N & S | A6819160203 | AQ Pen Drive DRC | 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

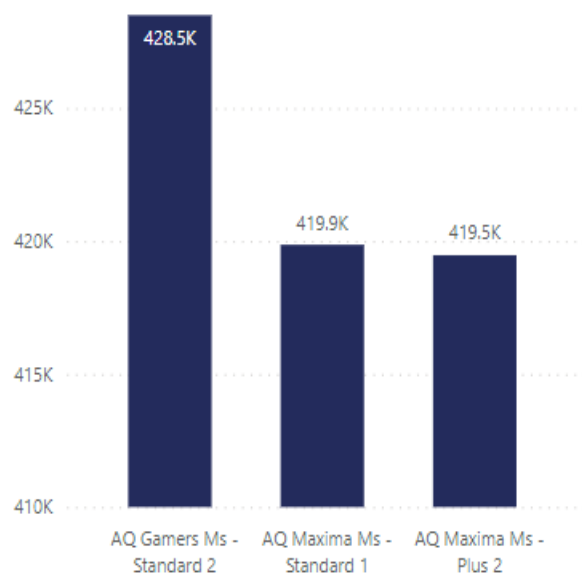




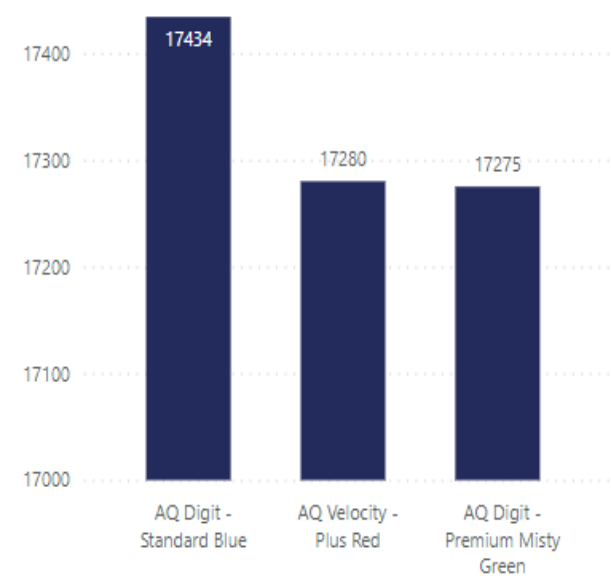
Top 3 Products of N & S



Top 3 Products of P & A



Top 3 Products of PC







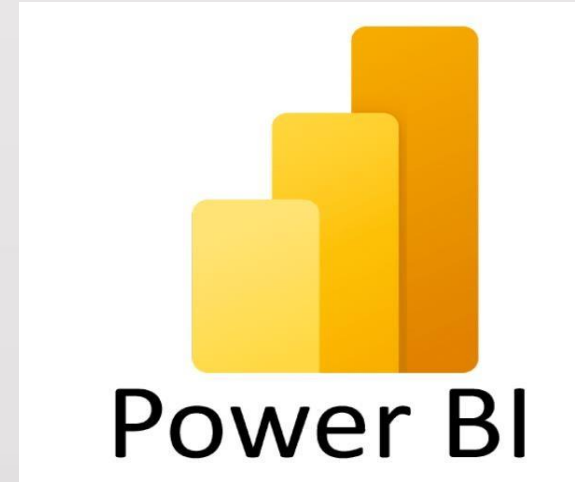
Wait!

IT'S NOT
OVER YET

Take a look at my



&





Finance & Sales Analytics

AtliQ Hardwares



Filters

| | |
|----------|-----|
| market | All |
| region | All |
| division | All |
| customer | All |

P & L

by Fiscal Year

All values are in USD

Note: 21 vs 20 is not part of pivot table

| Metrics | Fiscal Year | | | |
|--------------|-------------|--------|--------|----------|
| | 2019 | 2020 | 2021 | 21 vs 20 |
| Net Sales | 87.5M | 196.7M | 598.9M | 204.5% |
| COGS | 51.2M | 123.4M | 380.7M | 208.6% |
| Gross Margin | 36.2M | 73.3M | 218.2M | 197.6% |
| GM % | 41.43% | 37.28% | 36.43% | -2.3% |

AtliQ Hardwares



Filters

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Top 10 Products

Values in USD


| Product | 2020 | 2021 | 2021 vs 2020 |
|--------------------------------------|------|-------|--------------|
| AQ Electron 4 3600 Desktop Processor | 3.0M | 19.4M | 541.3% |
| AQ GT 21 | 0.8M | 4.4M | 461.1% |
| AQ Home Allin1 | 0.7M | 5.2M | 669.0% |
| AQ LION x1 | 0.0M | 0.8M | 1619.5% |
| AQ LION x2 | 0.1M | 0.9M | 1668.9% |
| AQ LION x3 | 0.1M | 1.2M | 1692.3% |
| AQ Mx NB | 0.0M | 1.4M | 5623.5% |
| AQ Pen Drive DRC | 0.6M | 3.8M | 487.7% |
| AQ Smash 2 | 0.4M | 11.2M | 2489.5% |
| AQ Zion Saga | 0.7M | 3.6M | 428.5% |
| Grand Total | 6.4M | 52.0M | 708.0% |




Last Refreshed: 24/01/2024 19:01

 Sales data Loaded Until : Dec 21


Values are in Dollars & Millions

**Information**




Finance View

Get **P & L statement** for any customer /product / country or aggregation of the above over any time period and More.




Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**




Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**



Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

FILTERS

Select Benchmark (BM)

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP = Net Profit | Chg = Change

All values in Million \$

NS \$

\$4.97bn

BM: 3.818n | 30.51% ▲

GM %

37.83%

BM: 38.34% | -1.31% ▼

NP %

-11.64%

BM: -14.19% | -18% ▼

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Reset Filters

Revenue Contribution

| Division | Channel | Value |
|----------|-------------|-------|
| Direct | Direct | 16.6% |
| | Distributor | 10.9% |
| | Retailer | 72.5% |

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

| Year | NS \$ (\$bn) | GM % (%) | NP % (%) | Market Share % (%) |
|-----------|--------------|----------|----------|--------------------|
| 2018 | ~\$1.5 | ~35 | ~-10 | ~10 |
| 2019 | ~\$1.8 | ~36 | ~-11 | ~11 |
| 2020 | ~\$2.0 | ~37 | ~-12 | ~12 |
| 2021 | ~\$2.5 | ~38 | ~-13 | ~13 |
| 2022 Est. | ~\$3.0 | ~39 | ~-14 | ~14 |

PC Market Share Trend - AtliQ & Competitors

| Year | AtliQ | Op | dale | Innovio | pacer |
|-----------|-------|-------|------|---------|-------|
| 2018 | 25.7% | 11.2% | 8.7% | 7.8% | 7.8% |
| 2019 | 22.4% | 18.1% | 8.1% | 7.8% | 7.8% |
| 2020 | 22.8% | 10.2% | 7.6% | 7.7% | 7.6% |
| 2021 | 21.8% | 8.6% | 7.7% | 7.6% | 7.6% |
| 2022 Est. | 22.3% | 9.9% | 7.9% | 7.6% | 5.9% |

TOP 5 Customers

| Customer | RC % | GM % |
|-----------------|-------|----------|
| Sage | 3.4% | 32.45% ▼ |
| Amazon | 13.6% | 36.76% ▼ |
| Atliq e Store | 8.4% | 37.13% ▼ |
| Flipkart | 3.6% | 39.78% ▲ |
| AltIQ Exclusive | 8.2% | 47.16% ▲ |
| Total | 37.3% | 39.03% |

TOP 5 Products

| Product | RC % | GM % |
|------------------|-------|----------|
| AQ Smash 2 | 3.4% | 37.37% ▼ |
| AQ Smash 1 | 3.3% | 37.47% ▼ |
| AQ HOME Allin... | 4.4% | 38.04% ▼ |
| AQ BZ Allin1 ... | 4.1% | 38.51% ▲ |
| AQ BZ Allin1 | 3.5% | 37.55% ▼ |
| Total | 18.7% | 37.83% |

Sub-Region Performance

| Sub Zone | NS \$ | RC % | GM % | NP % | Net Error % | Risk | AtliQ MS % |
|----------|-------------|--------|--------|---------|-------------|------|------------|
| SE | \$446.41M | 9.0% | 37.59% | -1.32% | 89.67% | EI | 6.6% |
| India | \$1,271.22M | 25.6% | 35.14% | -22.03% | 71.11% | EI | 5.1% |
| ROA | \$1,077.36M | 21.7% | 35.42% | -2.30% | 76.83% | EI | 3.2% |
| NE | \$604.60M | 12.2% | 34.05% | -14.26% | 87.88% | EI | 2.5% |
| NA | \$1,290.74M | 26.0% | 43.45% | -13.40% | 78.34% | EI | 1.8% |
| ANZ | \$257.15M | 5.2% | 42.51% | -3.17% | 94.73% | EI | 0.5% |
| LATAM | \$21.00M | 0.4% | 35.33% | -0.78% | 99.48% | EI | 0.1% |
| Total | \$4,968.48M | 100.0% | 37.83% | -11.64% | -1.97% | OOS | 2.3% |



**THE
END**



Thank
You