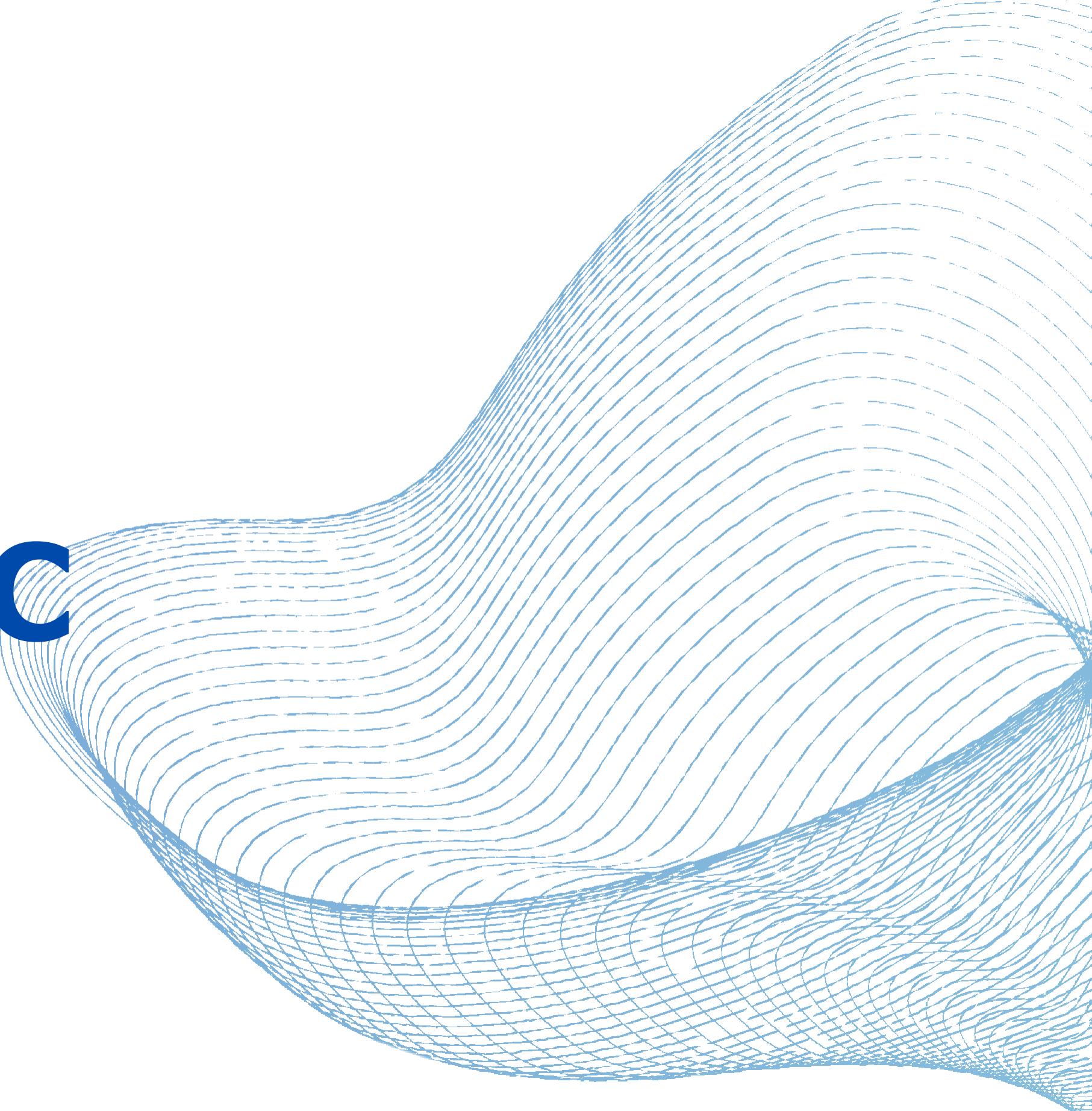




AtliQ Hardwares

CONSUMER GOODS AD-HOC INSIGHTS

Presented by Atharv Shendkar



AGENDA

- Background/Context
- AtliQ's Markets & Product lines
- Data & Requests
- Ad-hoc requests - queried results, visualizations & Insights

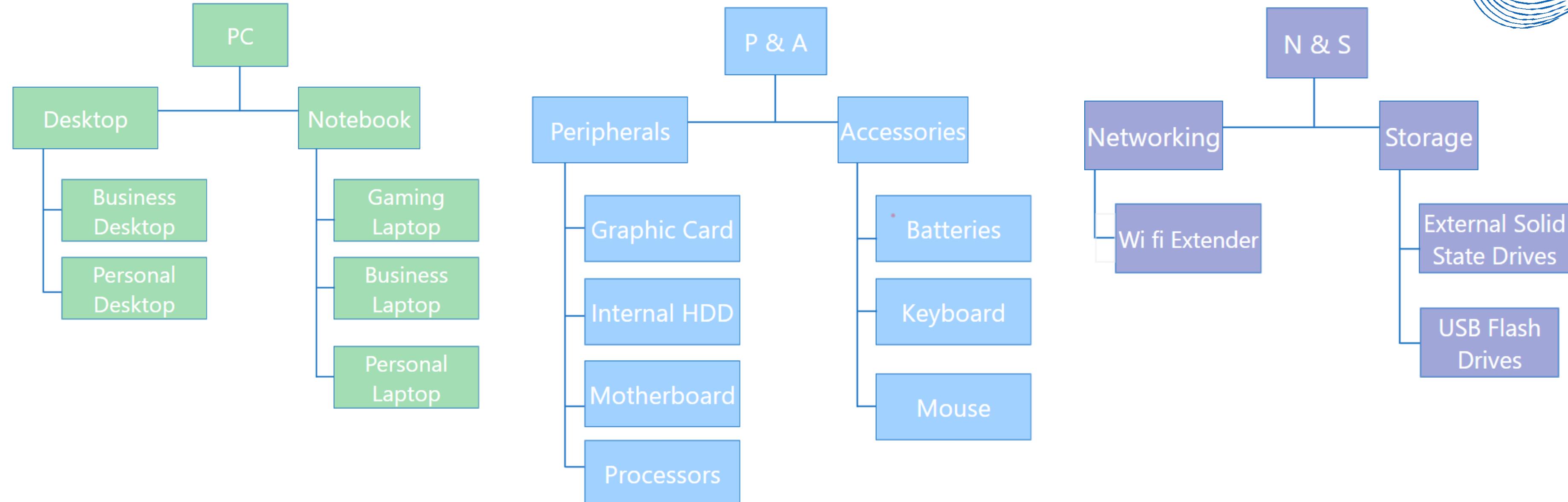
Background/Context

- About Company: AtliQ Hardwares (imaginary company) is one of the major computer hardware manufacturers in India, with a strong presence in other nations.
- Background : The management noticed that they do not get enough insights to make quick and smart data-informed decisions.
- Problem: There are 10 ad-hoc requests for which the company needs insights.
- Approach: Run a SQL query to answer these requests. Convert it into visualizations and present the Insights to the toplevel management.

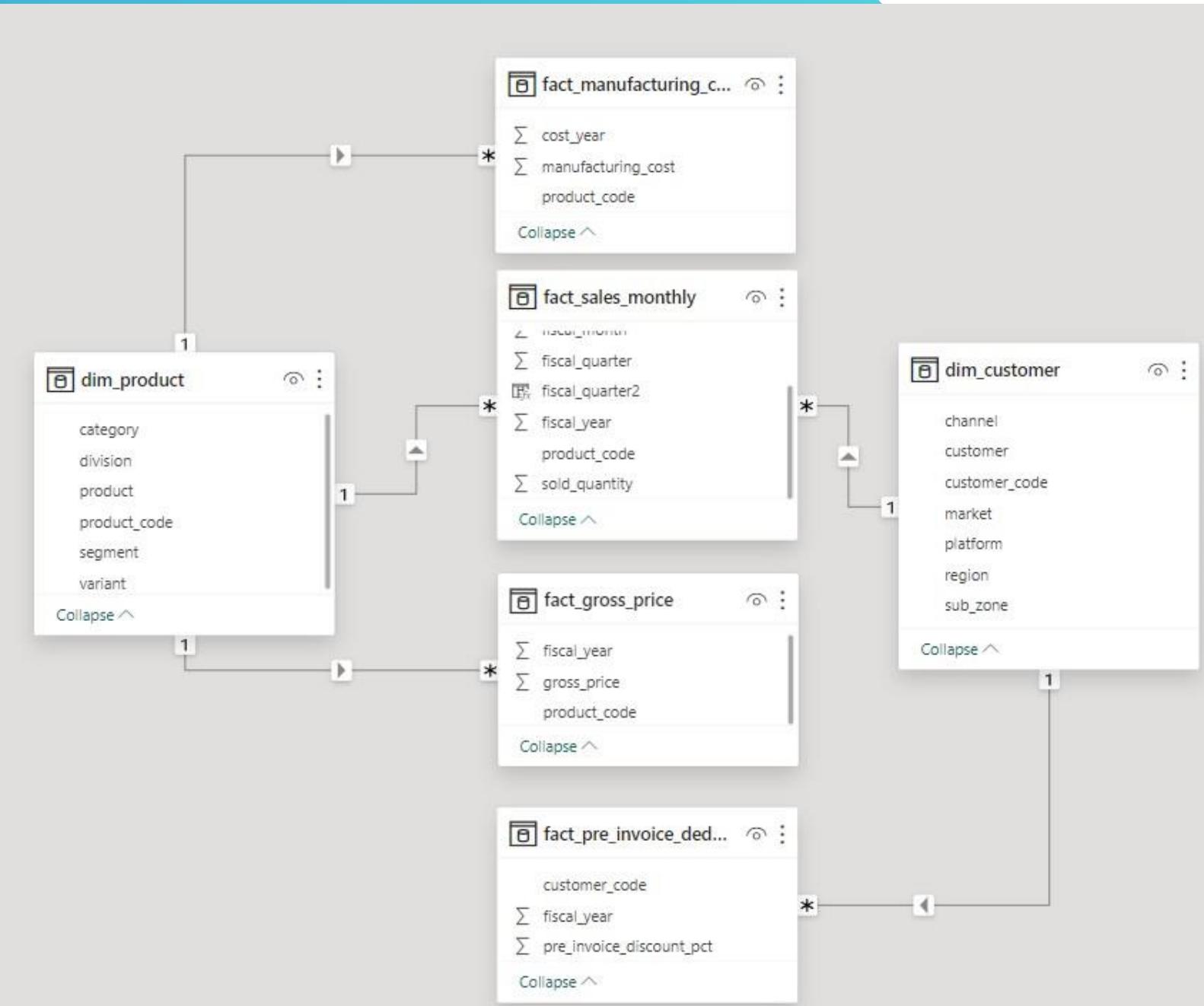
AtliQ's Markets



AtliQ's Product Lines



Data Model



MySQL

Tools Used



Ad-hoc Tasks

Codebasics SQL Challenge

Requests:

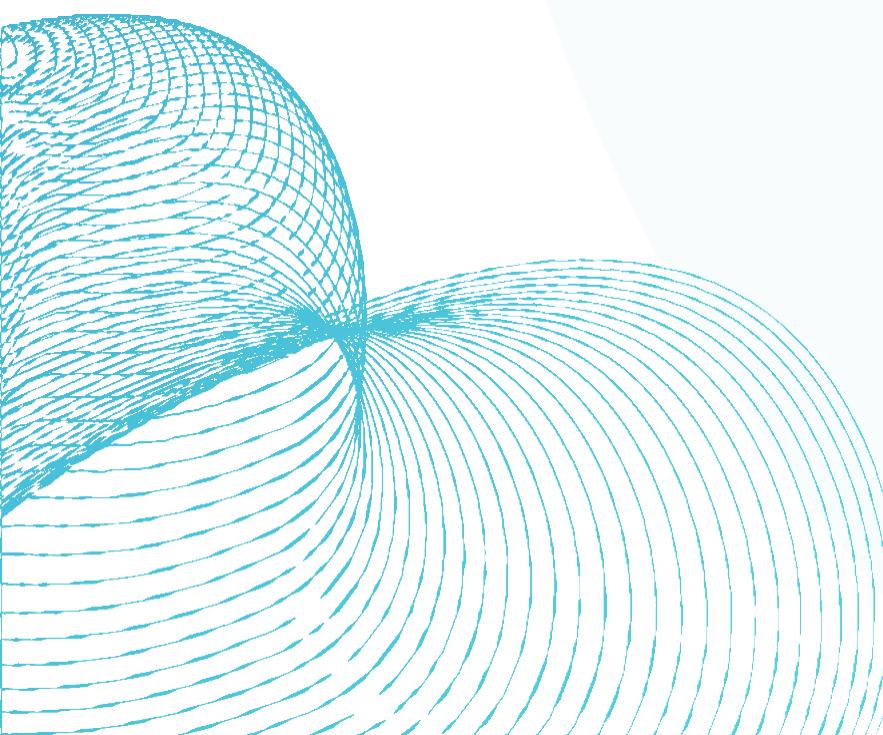
- Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.
The final output contains these fields,
customer_code
customer
region
- What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,
unique_products_2020
unique_products_2021
percentage_chg
- 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
- 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
- Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
product_code
product
manufacturing_cost
- 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
- 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
- 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
- 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
- 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



codebasics.io

codebasics.io

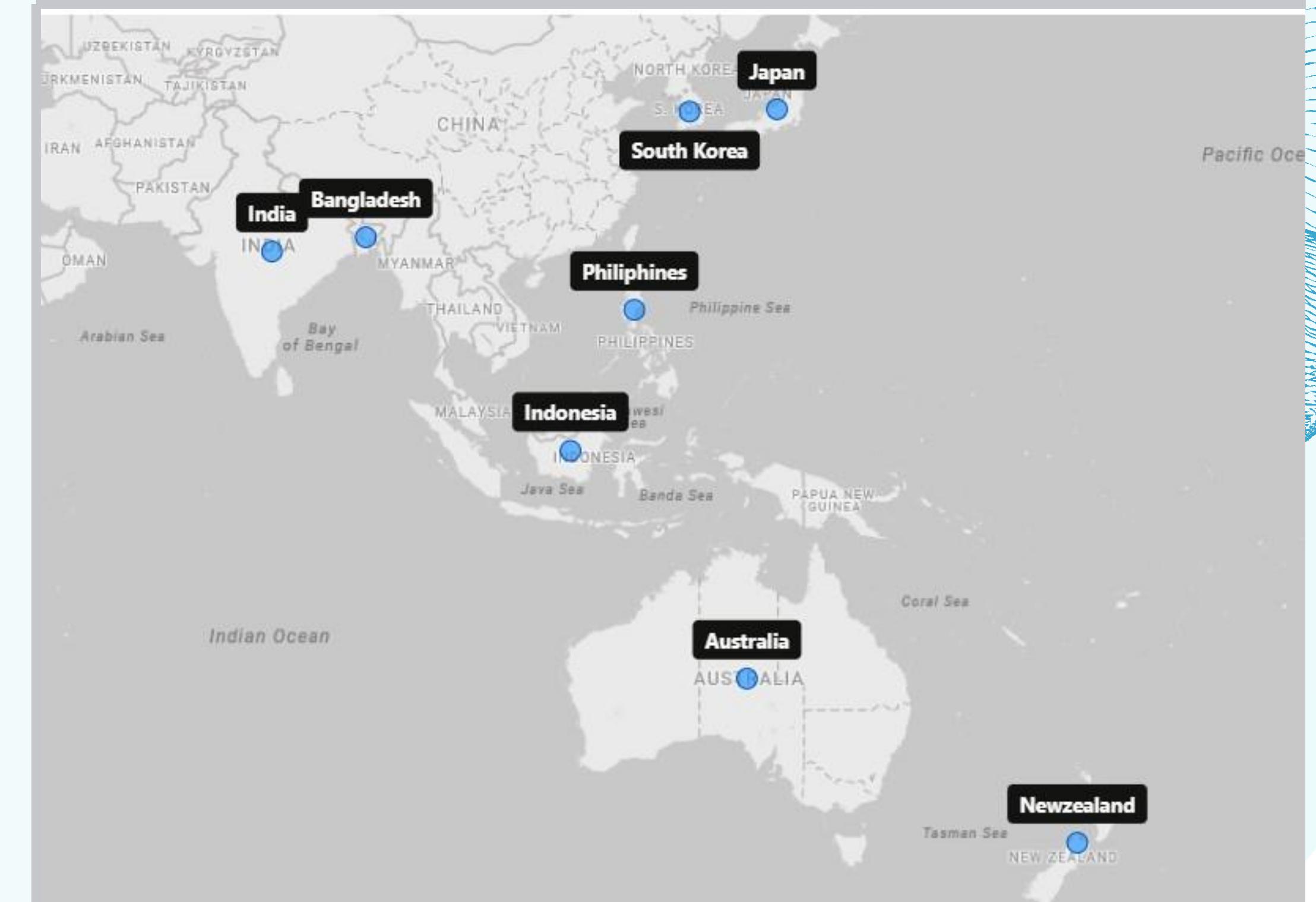
Ad -hoc requests, queried results, Insights and visualizations



Request 1:

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

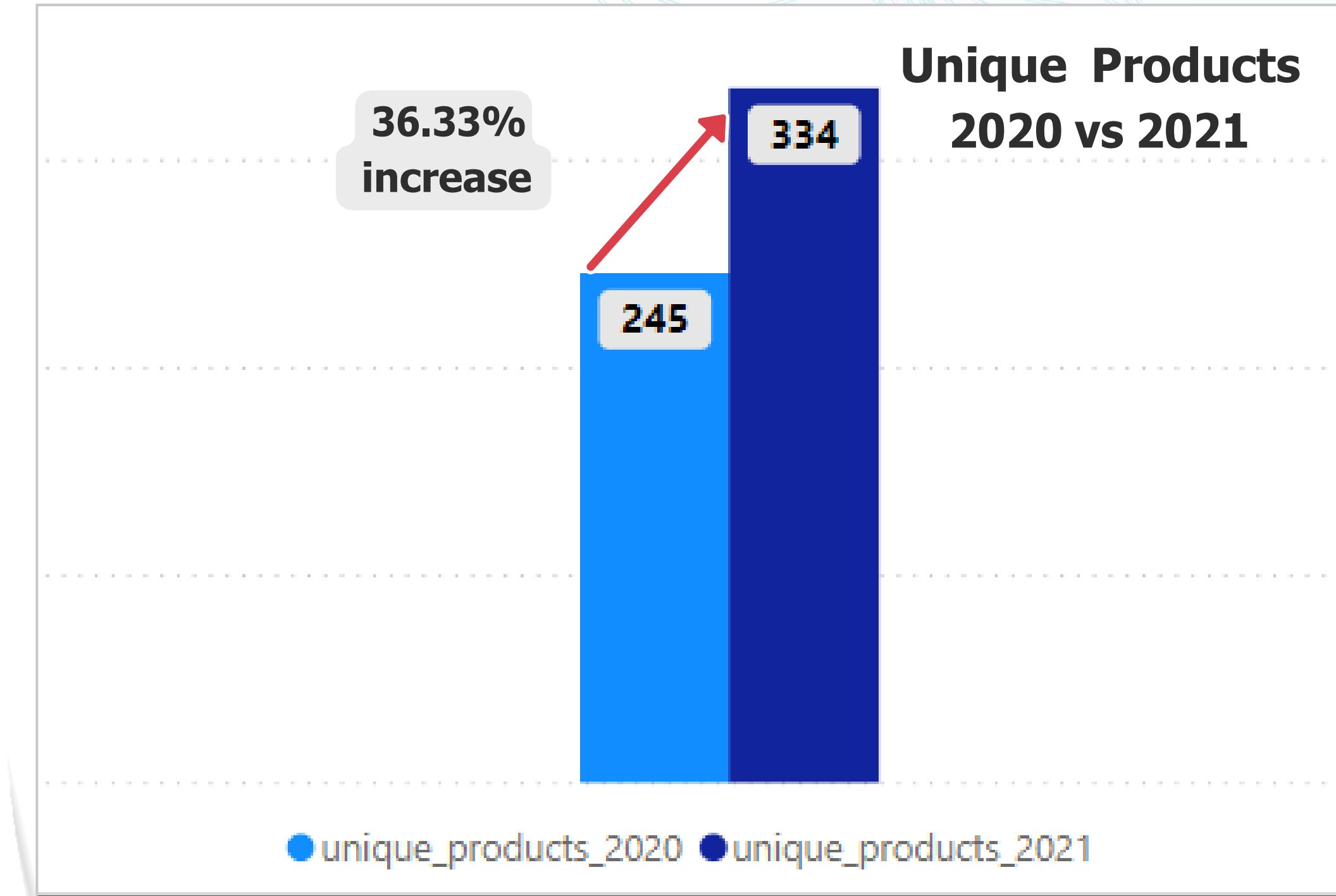
market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



Request 2:

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

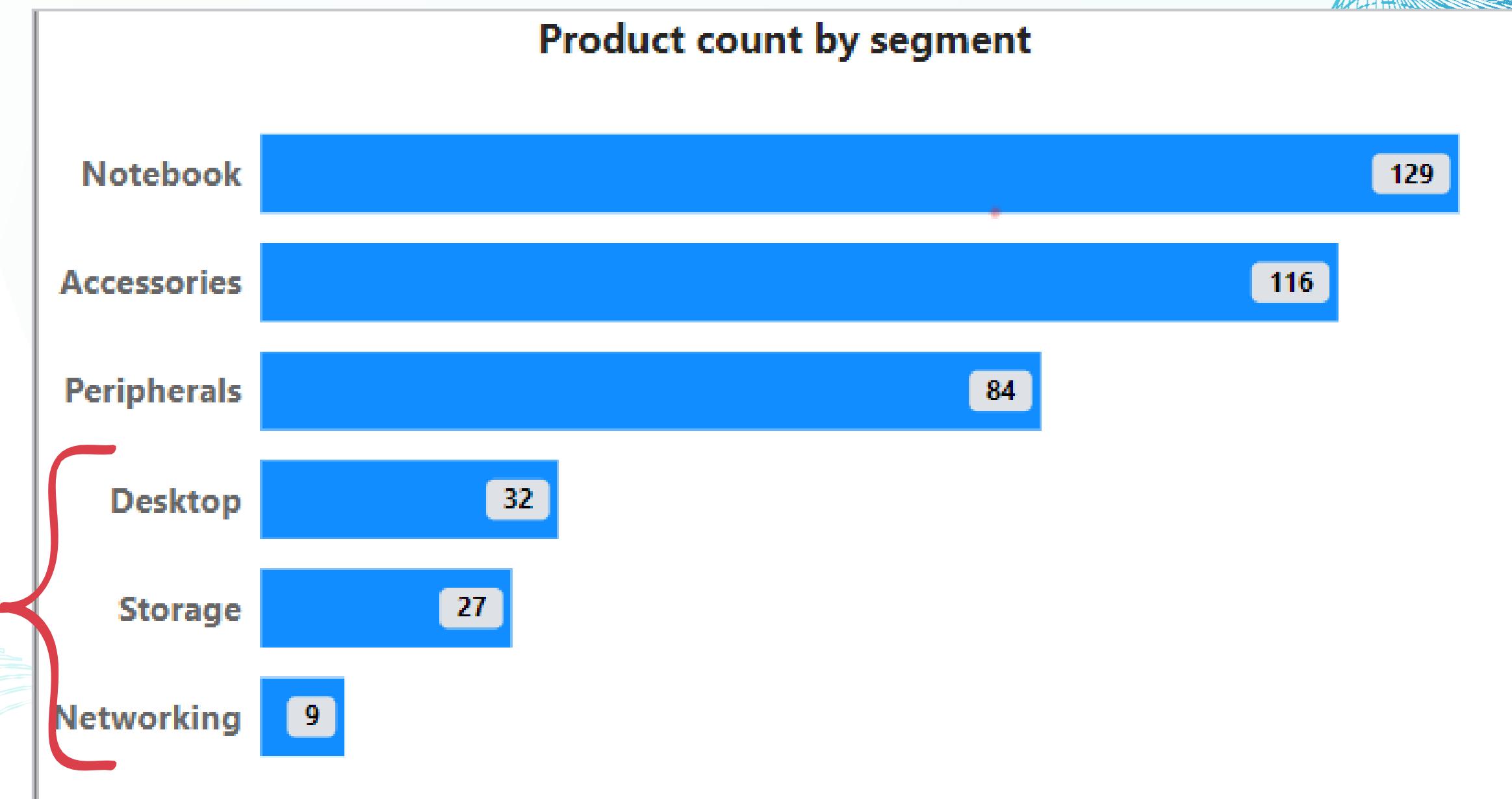
	unique_products_2020	unique_products_2021	percentage_change
	245	334	36.33



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



Request 4:

Follow-up: which segment had the most increase in unique products in 2021 vs 2020?

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



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 ▲
Total	245	334	89

Request 5:

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

product_code	product	cost_year	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	2021	240.5364
A2118150101	AQ Master wired x1Ms	2020	0.8920



highest manufacturing product



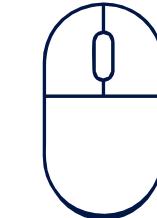
\$240.54

A6120110206

AQ HOME Allin1 Gen 2

Personal Desktop

lowest manufacturing product



\$0.89

A2118150101

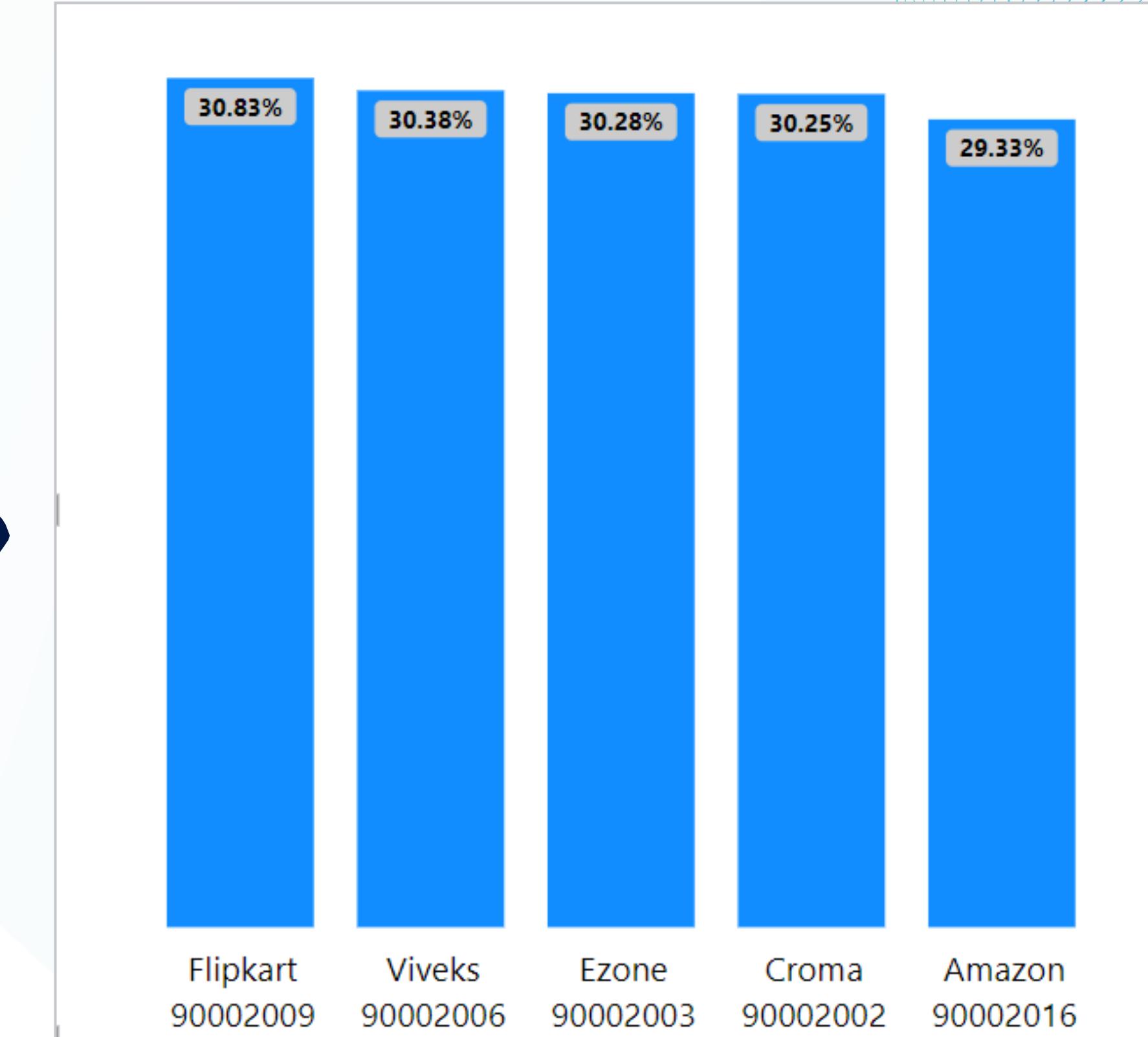
AQ Master wired x1Ms

Mouse

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	average_discount_percentage
90002009	Flipkart	30.8300
90002006	Viveks	30.3800
90002003	Ezone	30.2800
90002002	Croma	30.2500
90002016	Amazon	29.3300



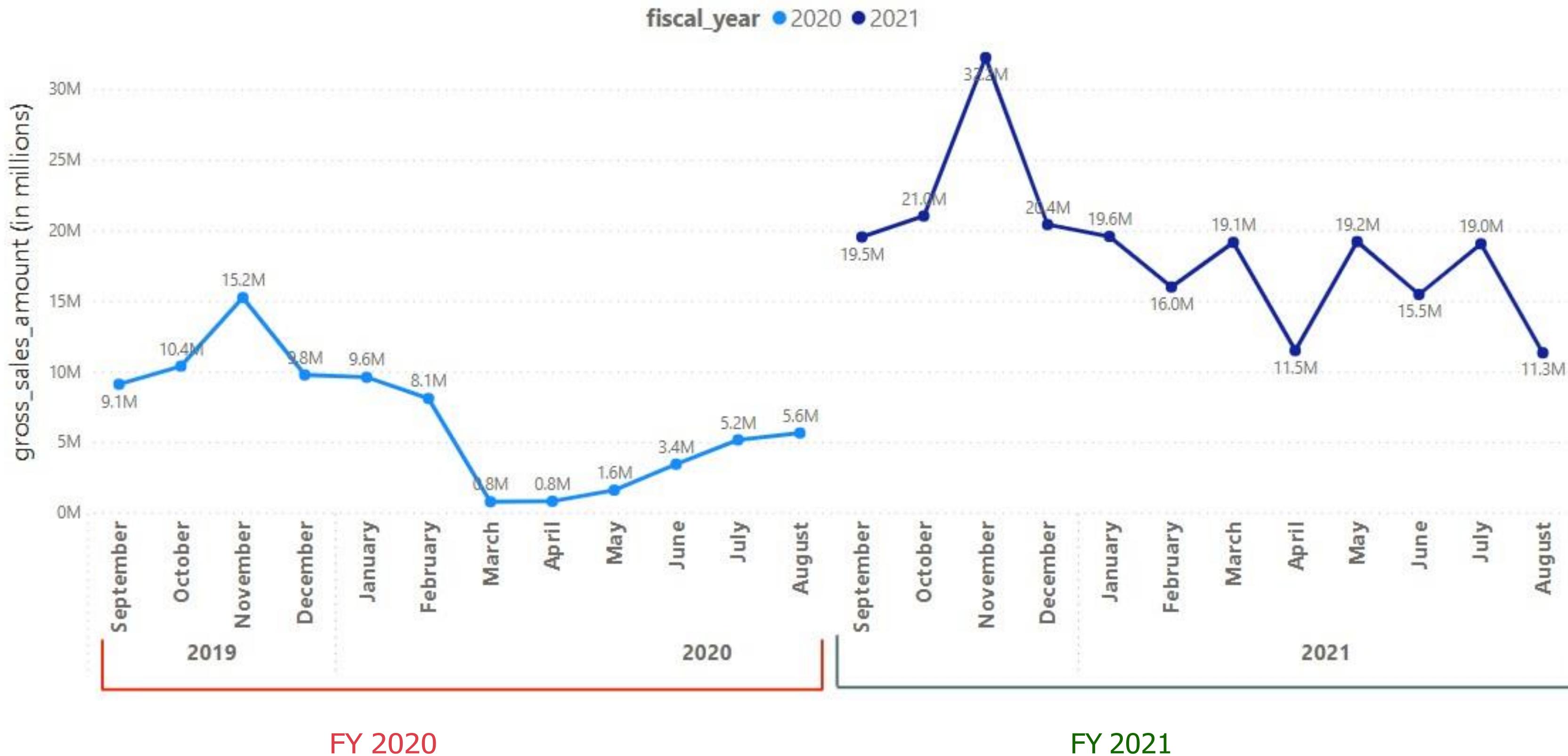
Request 7:

Get the complete report of the gross sales amount for the customer “atliq exclusive” for each month.

Month	fiscal_year	gross_sales_amount
September (2019)	2020	9.09M
October (2019)	2020	10.38M
November (2019)	2020	15.23M
December (2019)	2020	9.76M
January (2020)	2020	9.58M
February (2020)	2020	8.08M
March (2020)	2020	0.77M
April (2020)	2020	0.80M
May (2020)	2020	1.59M
June (2020)	2020	3.43M
July (2020)	2020	5.15M
August (2020)	2020	5.64M
September (2020)	2021	19.53M
October (2020)	2021	21.02M
November (2020)	2021	32.25M
December (2020)	2021	20.41M

Sales Trend - AtliQ Exclusive

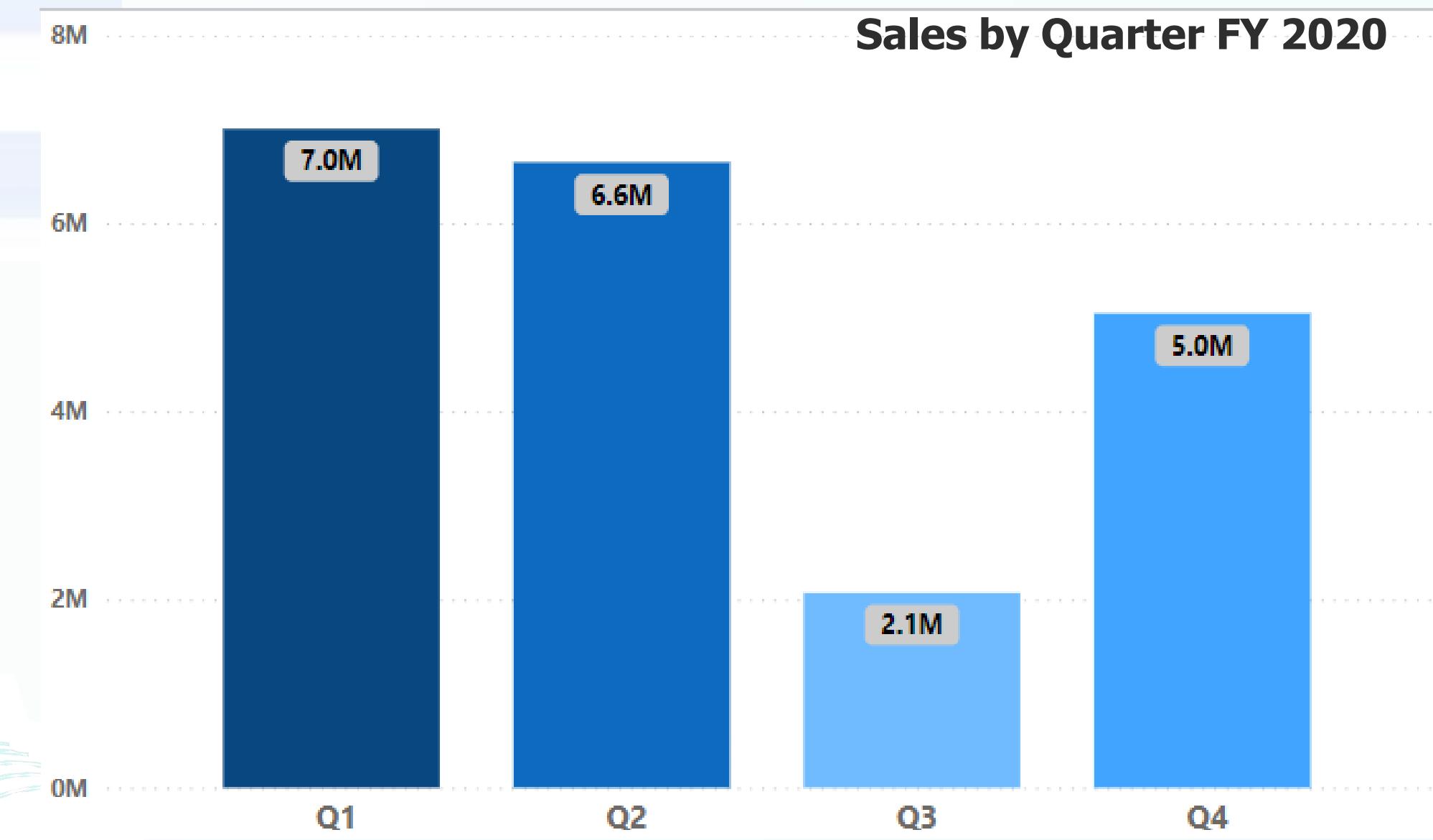
Fiscal Year: September to August



Request 8:

In which quarter of 2020, got the maximum total_sold_quantity?

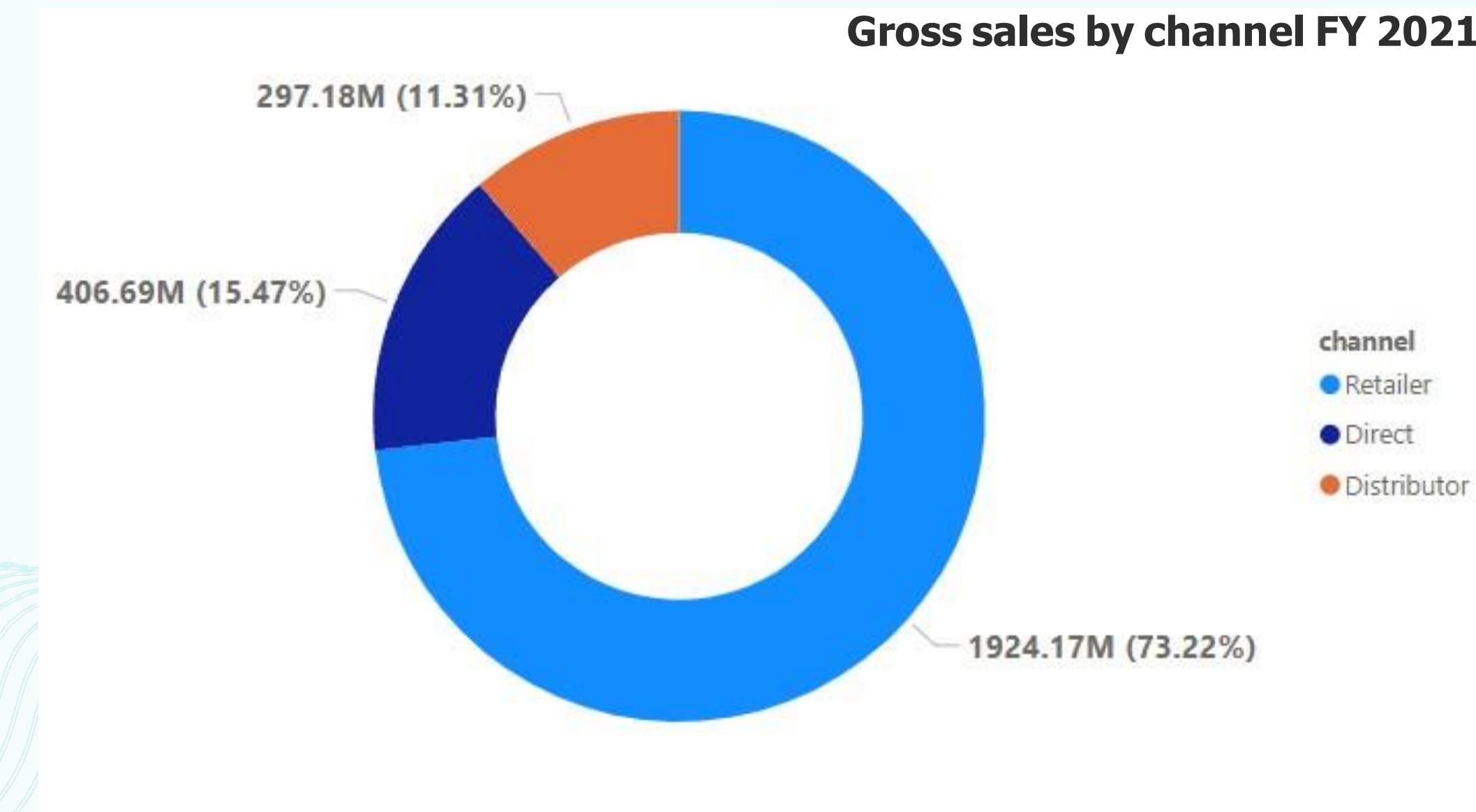
quarter	total_sold_quanity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08



Request 9:

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

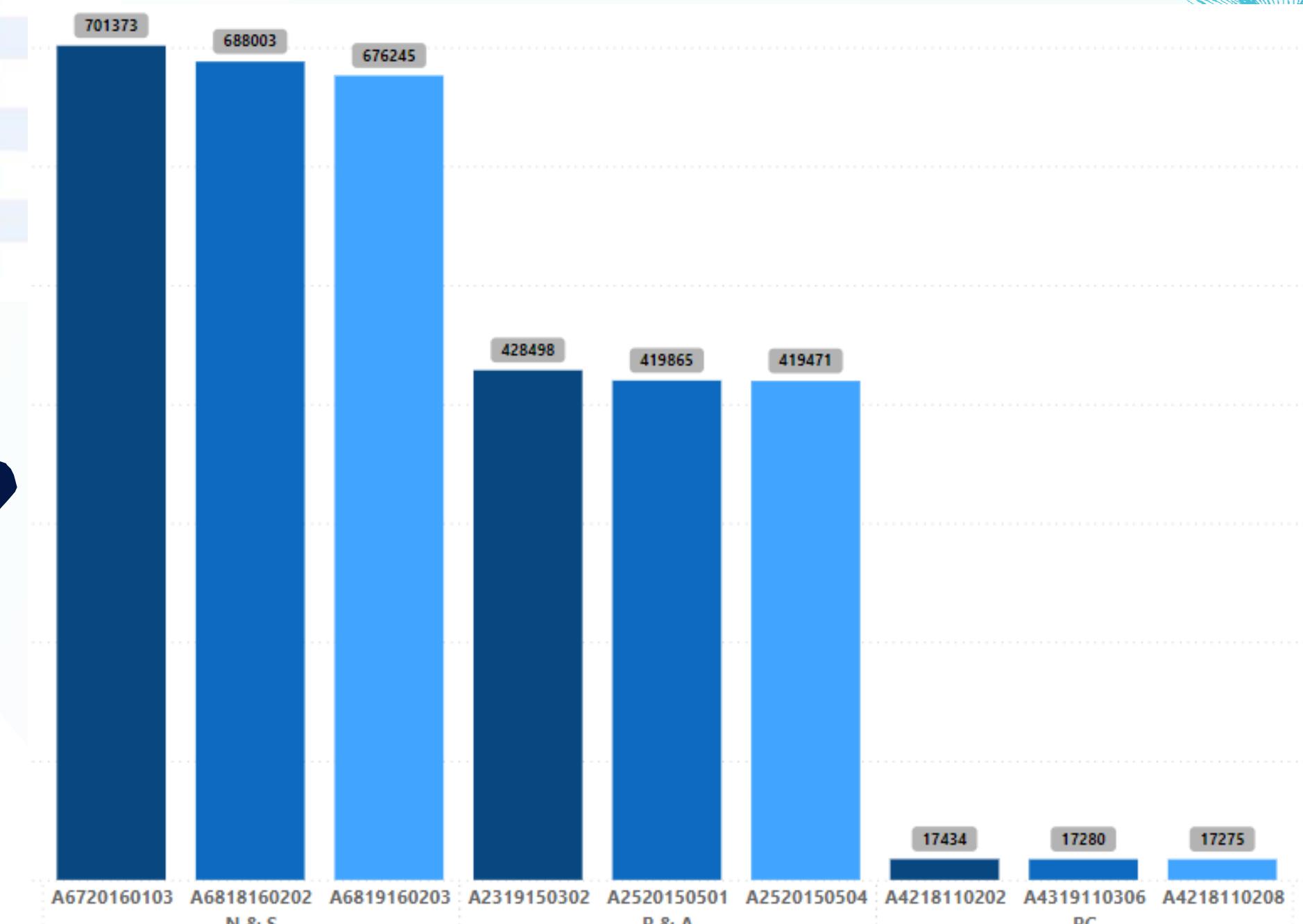
channel	gross_sales_in_millions	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



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	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



Insights

- The unique product experienced a remarkable 36.33% increase in sales during the fiscal year 2021 compared to the previous year.
- The top-selling product was the Notebook, while the Networking product line showed the lowest sales figures.
- Among the product manufacturing costs, Desktops had the highest expenditure, whereas Mouse production costs were the lowest.
- During FY2021, Flipkart made the highest customer contribution with an impressive 30.83%, while Amazon's customer contribution was the lowest at 29.33%.
- In March 2020, the lowest sales period, sales reached 2.8 million units.
- In November 2021, sales peaked with a record 32.2 million units sold.

THANK YOU!

