

SQL PROJECT

FINANCE AND SUPPLY CHAIN ANALYTICS

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HARDWARE



About AtliQ Hardwares and Problem Statement

- **AtliQ Hardwares, a leading hardware company specializing in PCs, printers, mice, and computers with a global reach, has encountered performance issues due to the increasing size of Excel files. This has resulted in unresponsiveness and inefficiency.**
- **To address this problem, AtliQ Hardware has initiated a project by forming a team of data analysts. They will utilize MySQL as their database management system to extract meaningful insights from the data. These insights will empower the company to improve decision-making and optimize operations, ultimately enhancing overall performance.**

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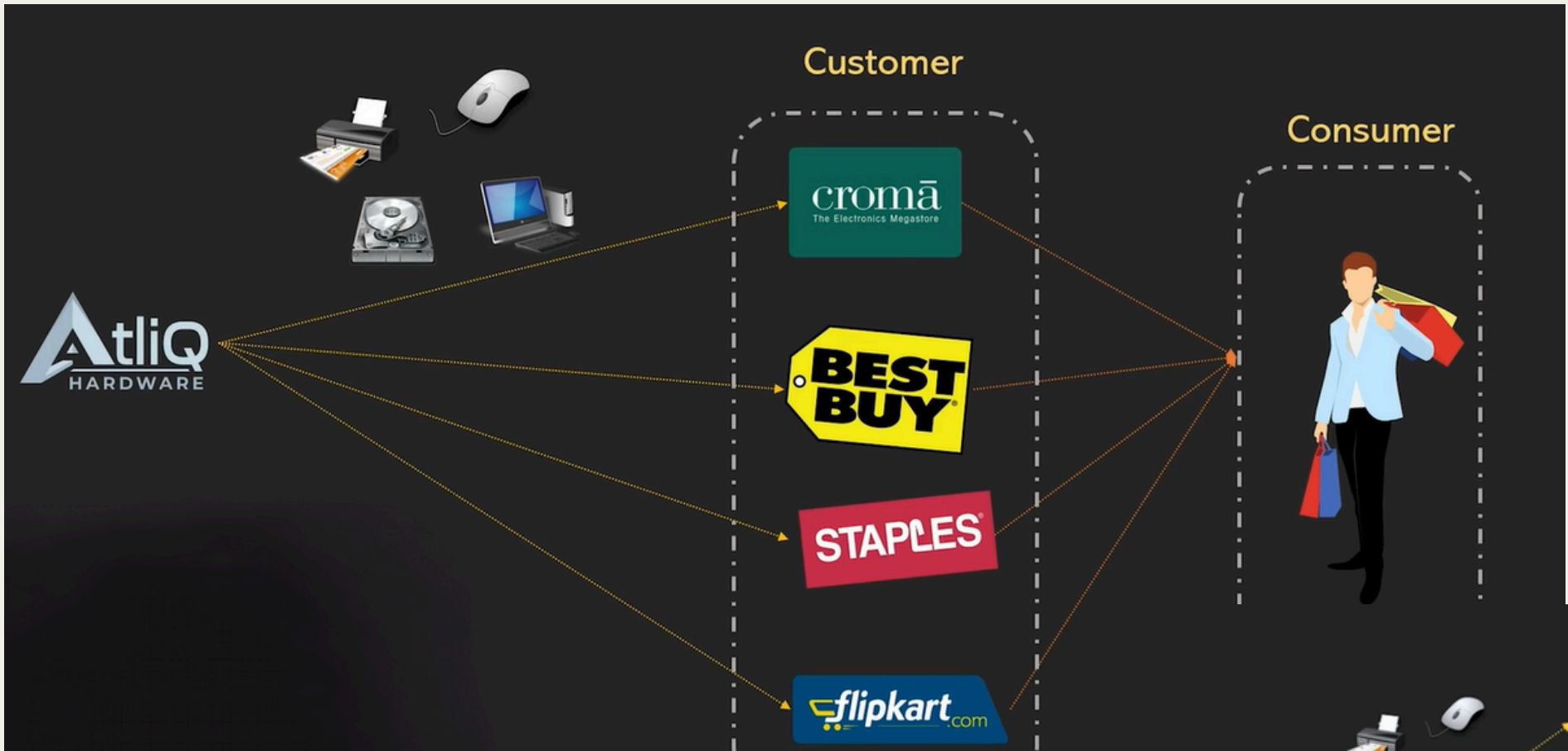
PROJECT OVERVIEW

This project aims to analyze and extract valuable insights from the provided database, which includes information about sales, products, customers, and regions for Atliq Hardware. The goal is to address specific questions related to sales reports, market analysis, customer behavior, and supply chain forecasting.

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ATLIQ HARDWARE-BUSINESS MODEL



CROMA INDIA'S PRODUCT WISE SALES FY-21

```
1 • SELECT monthname(s.date) as month,p.product,p.variant,s.sold_quantity,
2 round(g.gross_price,2) as gross_price,
3 round(s.sold_quantity * g.gross_price,2) as gross_price_total
4 FROM fact_sales_monthly s
5 join dim_product p
6 using (product_code)
7 join gdb056.fact_gross_price g
8 on g.product_code = s.product_code and g.fiscal_year = get_fiscal_year(s.date)
9 where
10 customer_code = 90002002
11 and get_fiscal_year(date) = 2021
12 order by date asc
13 limit 1000000;
```

Query

Result

	month	product	variant	sold_quantity	gross_price	gross_price_total
►	September	AQ LION x1	Standard	34	16.51	561.43
	September	AQ LION x1	Plus 1	25	16.10	402.54
	September	AQ LION x1	Plus 2	28	17.57	491.95
	September	AQ LION x1	Premium	51	18.03	919.59
	September	AQ LION x2	Standard	78	17.26	1346.65
	September	AQ LION x2	Plus 1	87	17.52	1524.21
	September	AQ LION x2	Plus 2	88	18.45	1623.89
	September	AQ LION x2	Plus 3	28	21.19	593.44
	September	AQ LION x2	Premium	55	21.61	1188.36
	September	AQ LION x3	Standard	69	22.15	1528.03
	September	AQ LION x3	Plus 1	33	23.15	764.02
	September	AQ LION x3	Plus 2	79	25.47	2011.89
	September	AQ LION x3	Plus 3	75	25.04	1878.32
	September	AQ LION x3	Premium	66	27.45	1812.00
	September	AQ Mx NB	Standard	31	26.93	834.84
	September	AQ Mx NB	Plus 1	23	28.45	654.35
	September	AQ Mx NB	Plus 2	52	29.94	1557.00
	September	AQ Mx NB	Plus 3	75	28.58	2143.50
	September	AQ Mx NB	Premium	36	31.70	1141.30
	September	AQ Mforce ...	Standard 3	23	19.52	449.04



CROMA'S GROSS MONTHLY TOTAL SALES

Query

```
1 • SELECT monthname(s.date) as month,
2     round(sum(s.sold_quantity * g.gross_price),2) as gross_price_total
3 FROM fact_sales_monthly s
4 join gdb056.fact_gross_price g
5 on g.product_code = s.product_code and g.fiscal_year = get_fiscal_year(s.date)
6 where
7     customer_code = 90002002
8 group by s.date
9 order by date asc;
```

Result

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

month	gross_price_total
September	122407.56
October	162687.57
December	245673.80
January	127574.74
February	144799.52
April	130643.90
May	139165.10
June	125735.38
August	125409.88
September	343337.17
October	440562.08
December	653944.75
January	359025.02
February	356607.17



CROMA'S GROSS YEARLY GROSS SALES

```
1 • select g.fiscal_year,  
2 round(sum(s.sold_quantity * g.gross_price)/1000000,2) as "gross_price_total(in mln)"  
3 from fact_sales_monthly s  
4 join gdb056.fact_gross_price g  
5 on s.product_code = g.product_code  
6 and get_fiscal_year(s.date) = g.fiscal_year  
7 where customer_code = 90002002  
8 group by g.fiscal_year;
```

Query

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

fiscal_year	gross_price_total(in mln)
2018	1.32
2019	3.56
2020	6.50
2021	23.22
2022	44.64

Result



TOP 5 MARKET FOR A FINANCIAL YEAR "2021"

```
1 • SELECT c.customer,  
2 round(sum(net_sales)/1000000,2) as net_sales_mln  
3 FROM gdb041.net_sales s  
4 join dim_customer c  
5 using (customer_code)  
6 where fiscal_year = 2021  
7 group by customer  
8 order by net_sales_mln desc  
9 limit 5;
```

Query

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

	customer	net_sales_mln
▶	Amazon	109.03
	Atliq e Store	70.31
	AltIQ Exclusive	69.15
	Sage	27.07
	Flipkart	25.25

Result

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TOP 5 CUSTOMERS FOR A FINANCIAL YEAR "2021"

```
1 • SELECT market,  
2    round(sum(net_sales)/1000000,2) as net_sales_mln  
3    FROM gdb041.net_sales  
4    where fiscal_year = 2021  
5    group by market  
6    order by net_sales_mln desc  
7    limit 5;  
8
```

Query

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

market	net_sales_mln
India	210.67
USA	132.05
South Korea	64.01
Canada	45.89
United Kingdom	44.73

Result

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NET SALES - % SHARE BY CUSTOMERS

```
3 round(sum(net_sales)/1000000,2) as net_sales_mln
4 FROM gdb041.net_sales s
5 join dim_customer c
6 using (customer_code)
7 where s.fiscal_year = 2021
8 group by customer
9 order by net_sales_mln desc
10 )
11 select *,
12 round(net_sales_mln*100/sum(net_sales_mln) over(),2) as net_sales_percent
13 from cte
14 order by net_sales_percent desc
15 limit 10;
```

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

customer	net_sales_mln	net_sales_percent
Amazon	109.03	13.23
Atliq e Store	70.31	8.53
AtliQ Exclusive	69.15	8.39
Sage	27.07	3.29
Flipkart	25.25	3.06
Leader	24.51	2.97
Neptune	21.00	2.55
Ebay	19.87	2.41
Electricalcity	16.25	1.97

Query

Result

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NET SALES - % SHARE BY REGION

```
1 with cte as(select customer,  
2    sum(net_sales) as net_sales  
3    from net_sales s  
4    join dim_customer c  
5    using (customer_code)  
6    join dim_market m on m.market=s.market  
7    where s.fiscal_year = 2021  
8    and m.region = "APAC"  
9    group by customer  
0    order by net_sales desc  
1 )
```

Result Grid | Filter Rows: | Export:

customer	net_sales_perc
Amazon	12.99
AltIQ Exclusive	9.23
AltIQ e Store	8.36
Leader	5.55
Sage	5.17
Neptune	4.75
Electricalsociety	3.68
Propel	3.20
Synthetic	3.20

Query

Result

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Conclusion

1. NET SALES OF AMAZON IS HIGHEST WITH 109.03M IN FISCAL YEAR 2021 FOLLOWED BY ATLIQEXCLUSIVE WITH 79.92M
2. MARKET IN INDIA GENERATED MAXIMUM NET SALES WITH 210.67M IN FISCAL YEAR 2021 FOLLOWED BY USA WITH 132.05M
3. AMAZON GENERATED 13.23% OF TOTAL NET SALES AMONG ALL CUSTOMERS IN FISCAL YEAR 2021
4. IN APAC REGION, AMAZON CONTRIBUTED MAXIMUM NET SALES % OF 12.99 % AMONG REST CUSTOMERS IN 2021.

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