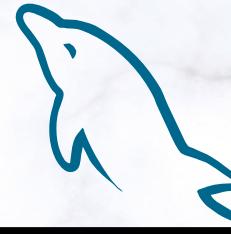


# CONSUMER GOODS AD\_HOC INSIGHTS



*By K.Harshini*



# AGENDA

**01**

BACKGROUND/ CONTEXT

**02**

GETTING FAMILIAR WITH ATLIQ  
BUSINESS

**03**

GETTING FAMILIAR WITH THE  
DATA

**04**

AD\_HOC REQUESTS ALONG WITH  
QUERY RESULTS AND  
VISUALIZATIONS



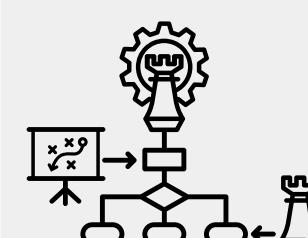
# BACKGROUND / CONTEXT



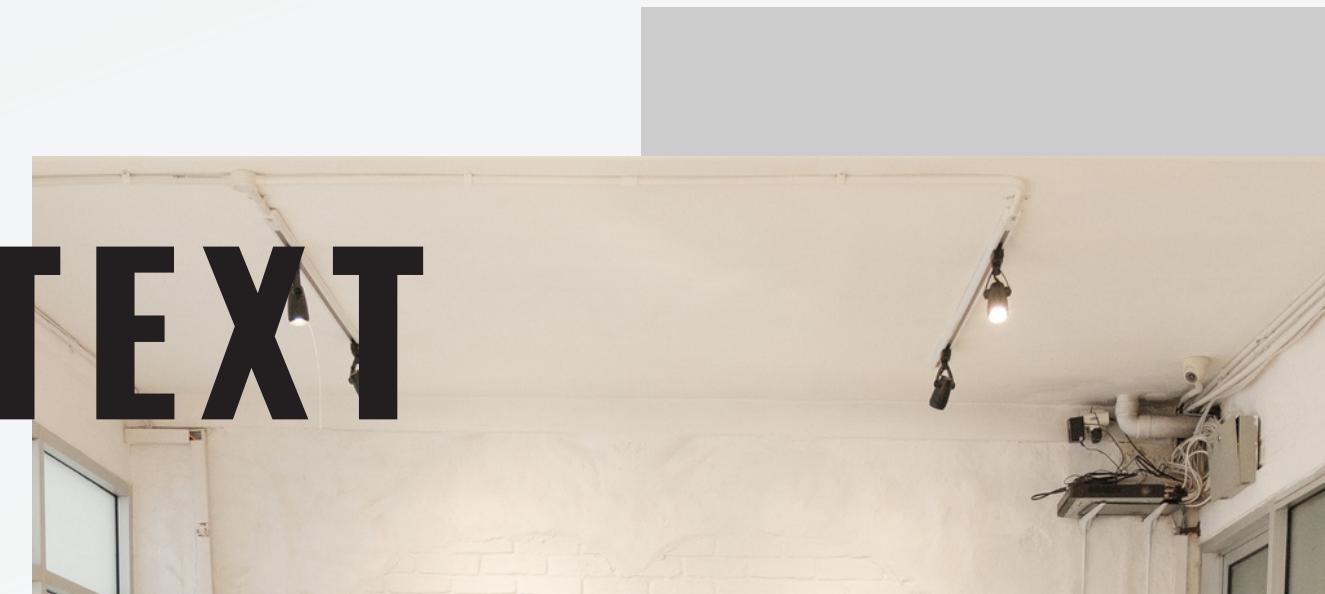
**AtliQ hardware**( some imaginary company)-  
Some of the leading computer hardware  
producers in India.



There are 10 **ad\_hoc requests** for which  
company requires insights.



Create **SQL Queries** for these requests and  
convert them to some meaning full  
visualizations.

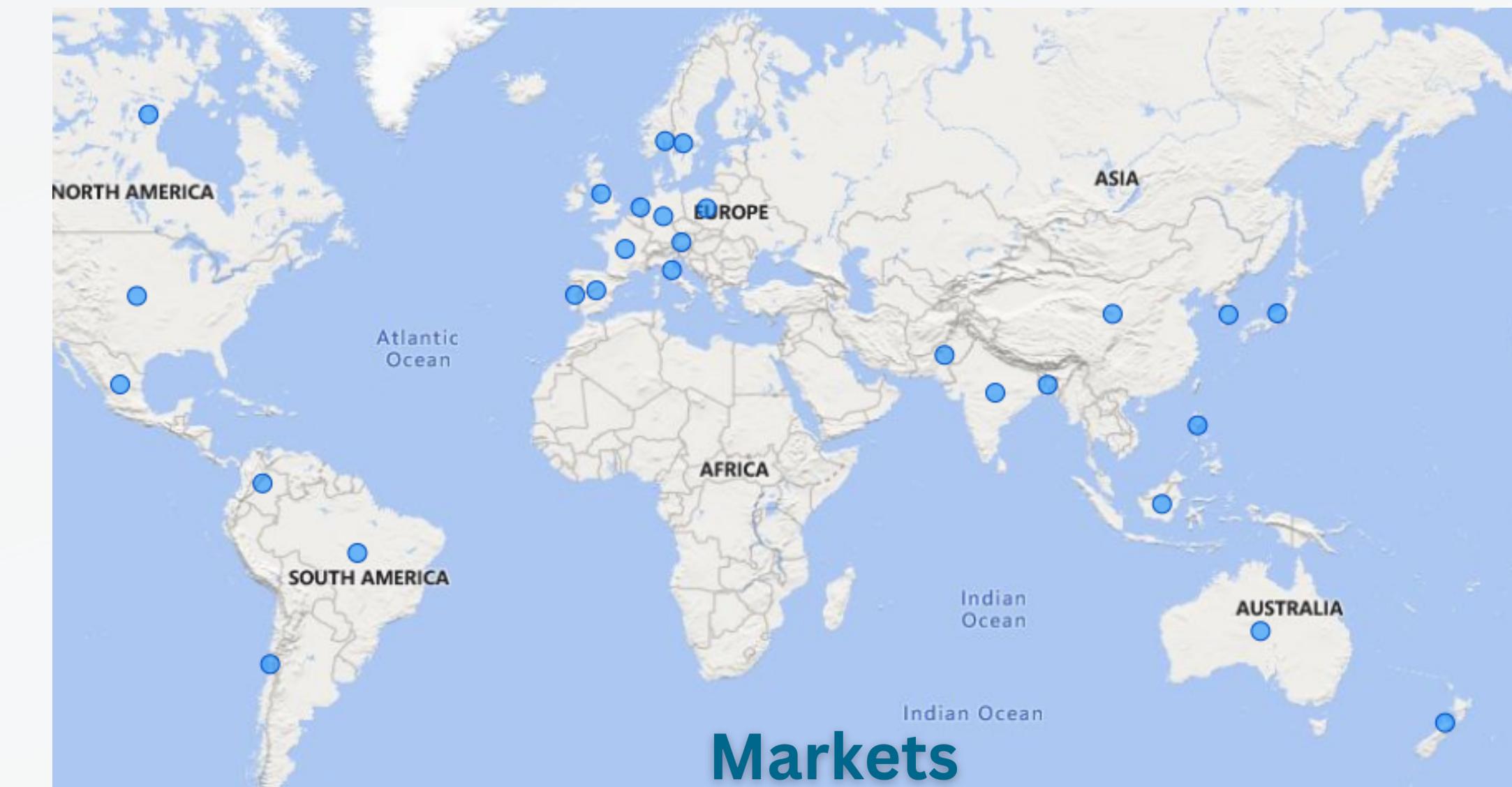




# GETTING FAMILIAR WITH ATLIQ BUSINESS

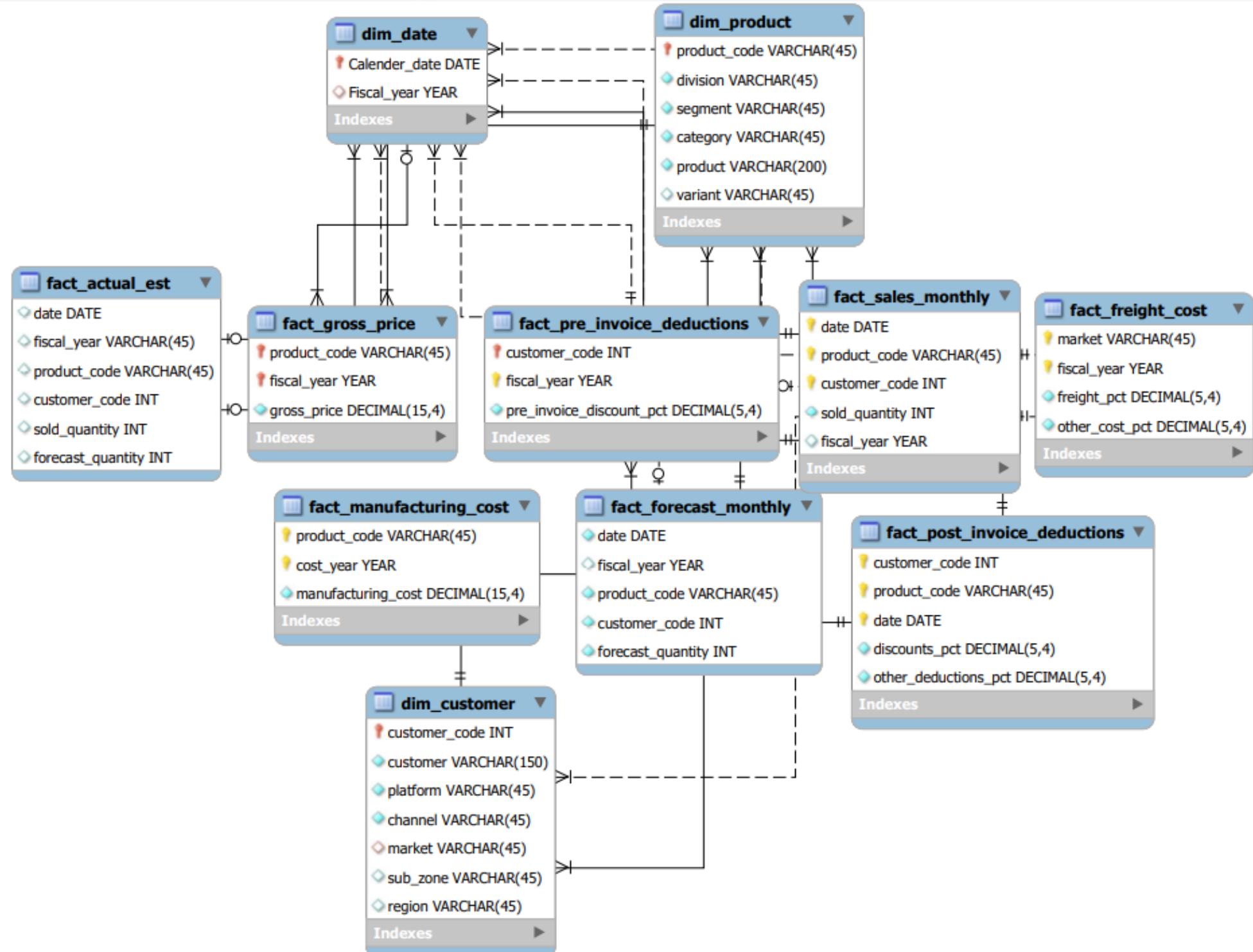
## Categories of products

Internal HDD	Personal Laptop
Graphic Card	Business Laptop
Processors	Gaming Laptop
MotherBoard	Personal Desktop
Mouse	External Solid State Drives
Keyboard	USB Flash Drives
Batteries	Wi fi extender





# GETTING FAMILIAR WITH THE DATA



Creating Entity relationship Diagram(ERD) for the data

1. Created required dimension table i.e., `dim_date`.
2. Then, Created relationships between tables
3. This will make the data a snowflake schema.



# **AD\_HOC REQUESTS ALONG WITH QUERY RESULTS AND VISUALIZATIONS**



# Distinct markets for AtliQ exclusive

## Question 1

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

## Output

South Korea
Philippines
Newzealand
Japan
Indonesia
India
Bangladesh
Australia



## 2021 Vs 2020

### Question 2

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

### Output

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.3265



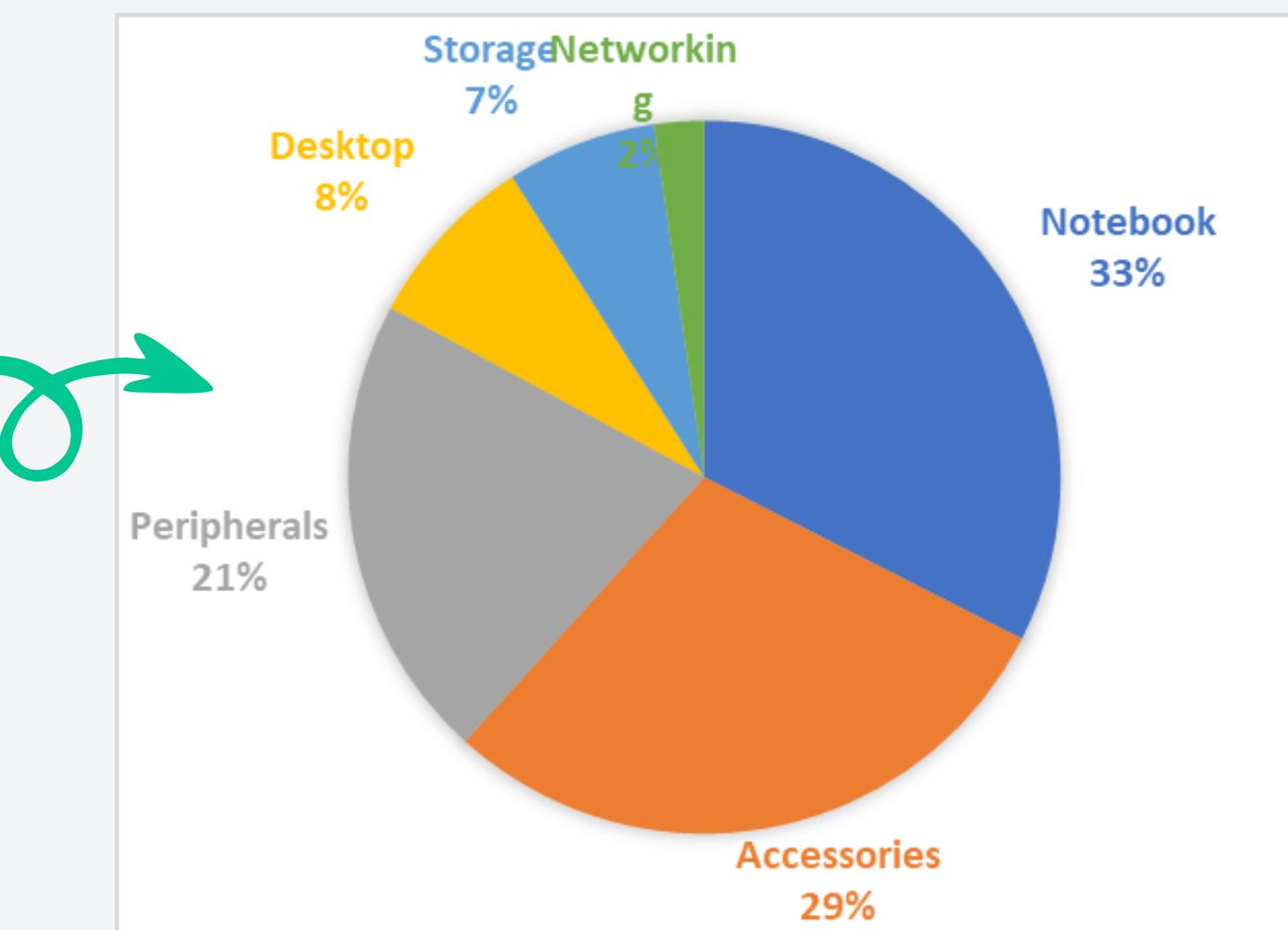
# Segment Vs product count

## Question 3

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

## Output

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





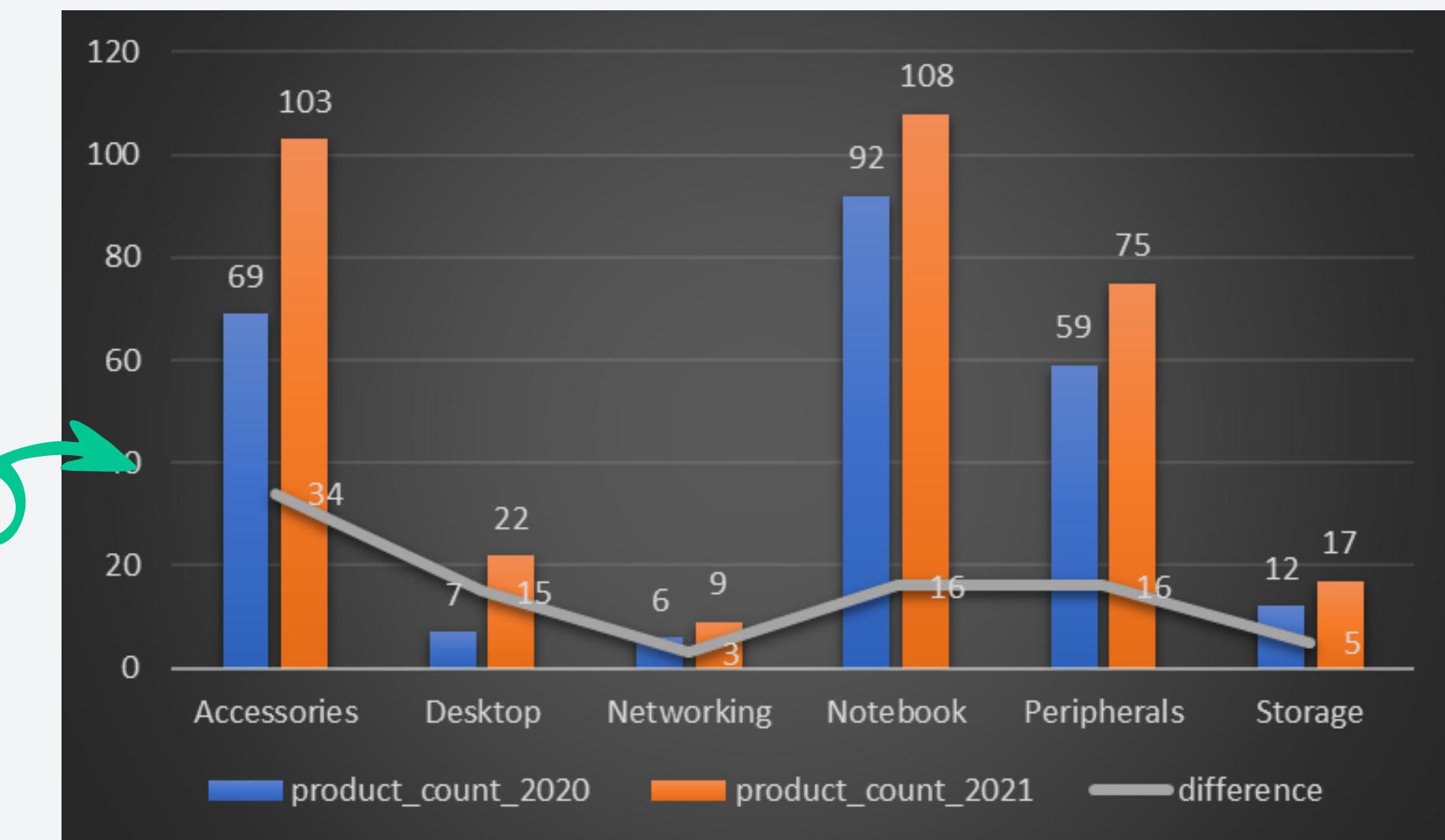
# Unique products of each segment in 2021 Vs 2020

## Question 4

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

## Output

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





# Products by manufacturing cost

## Question 5

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

## Output

5 products with min and max manufacturing cost

product_code	product	min_manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.8654
A6818160201	AQ Pen Drive DRC	0.9011
A6720160103	AQ Pen Drive 2 IN 1	1.3655
A2218150201	AQ Master wireless x1 Ms	1.3834
A2918150101	AQ Master wired x1	1.5759

product_code	product	max_manufacturing_cost
A6121110208	AQ HOME Allin1 Gen 2	263.4207
A6120110205	AQ HOME Allin1 Gen 2	259.5310
A6119110204	AQ HOME Allin1 Gen 2	255.4881
A6120110207	AQ HOME Allin1 Gen 2	253.6644
A6120110206	AQ HOME Allin1 Gen 2	252.5632



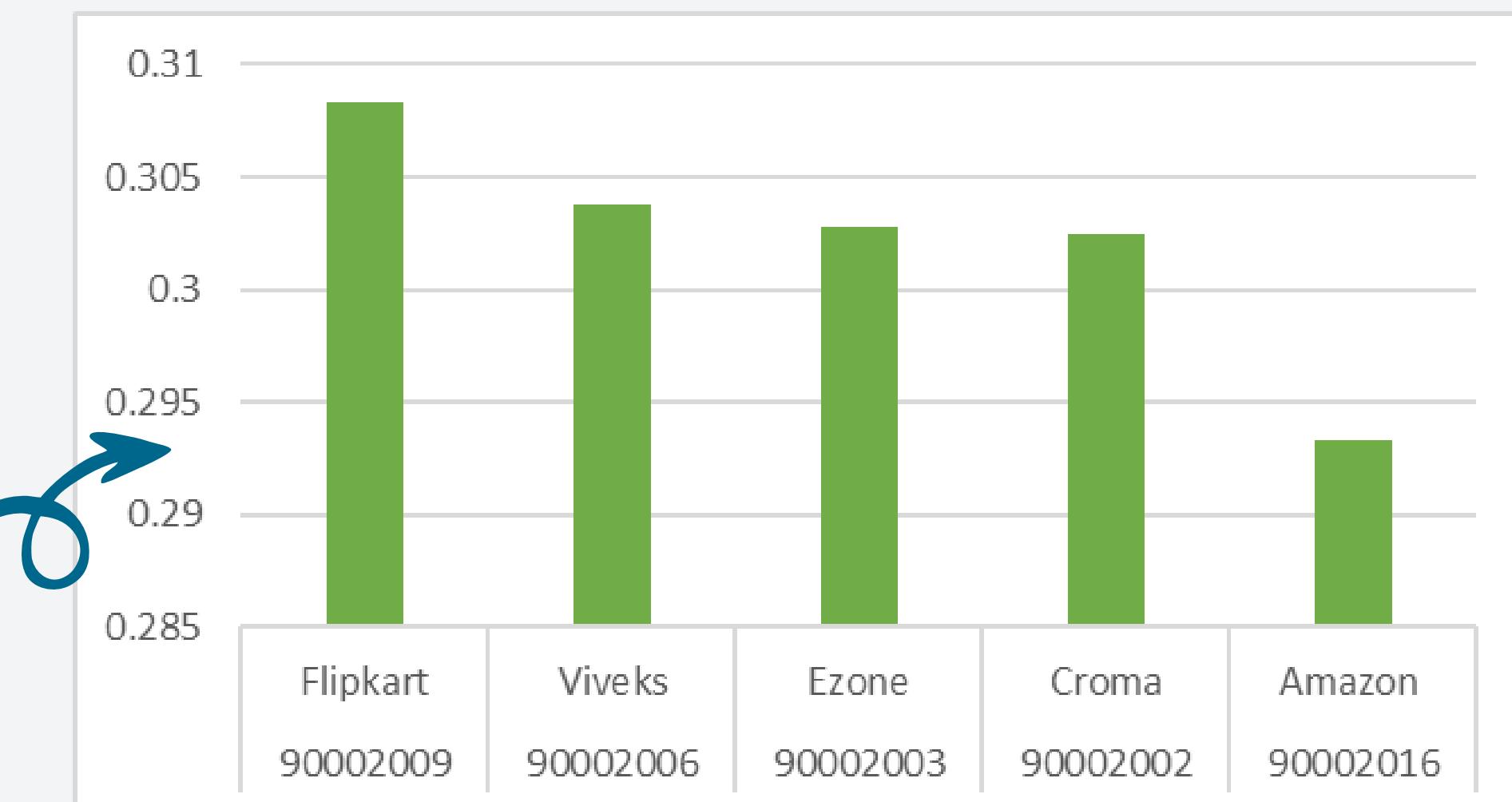
# Customers by pre invoice discount%

## Question 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.

## Output

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.30830000
90002006	Viveks	0.30380000
90002003	Ezone	0.30280000
90002002	Croma	0.30250000
90002016	Amazon	0.29330000



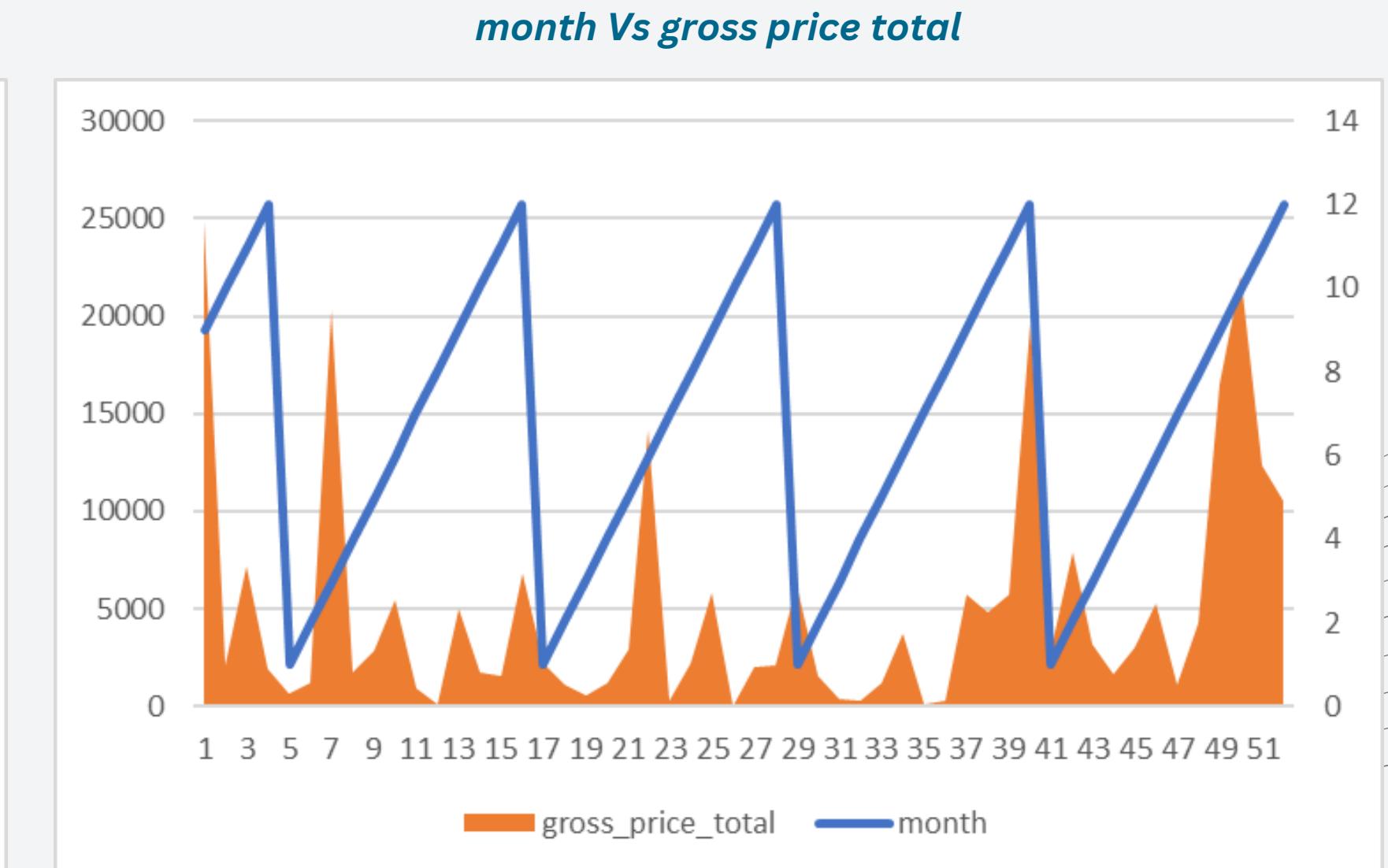
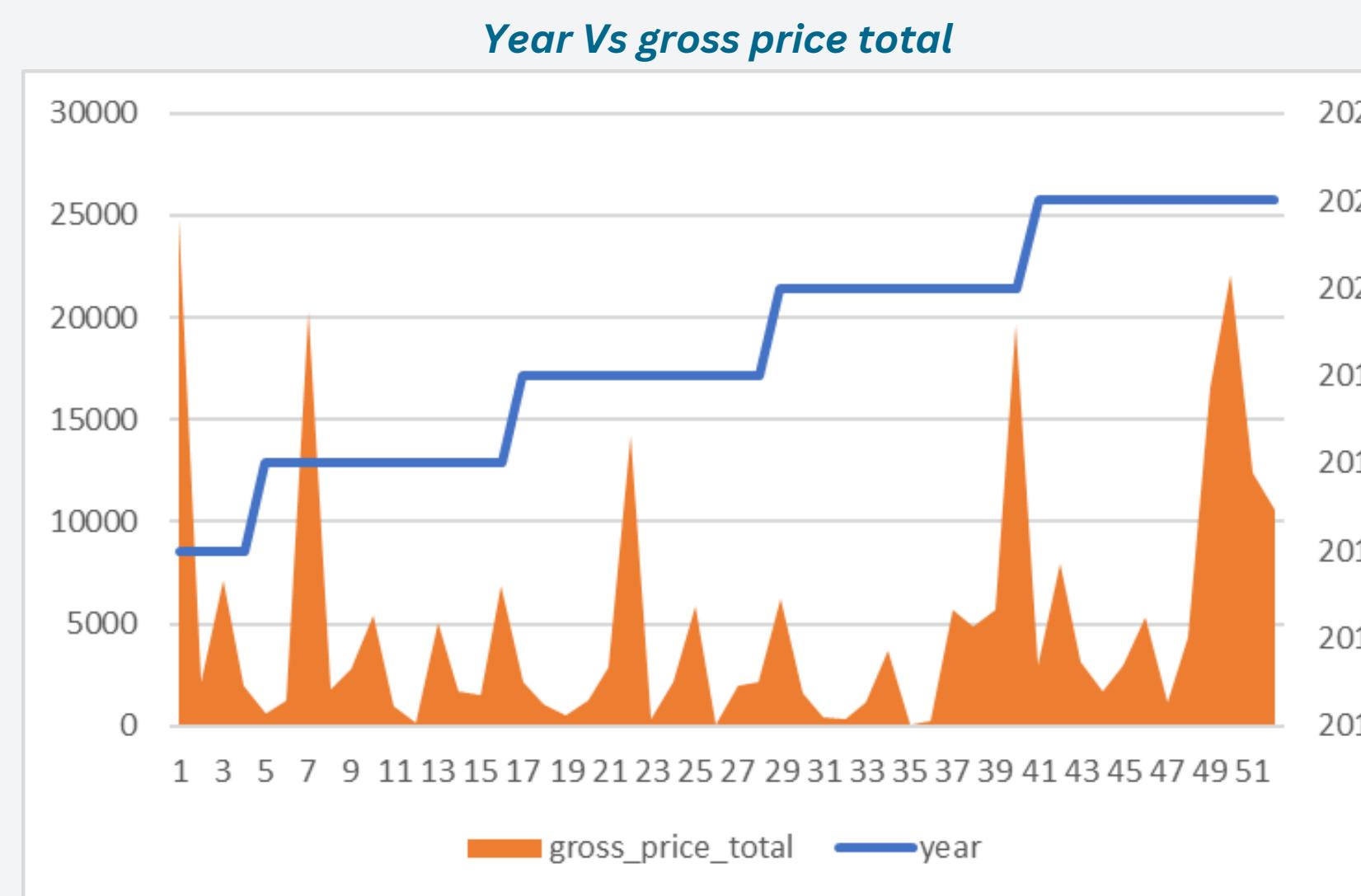


# Gross price by year, month

## Question 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.

## Output





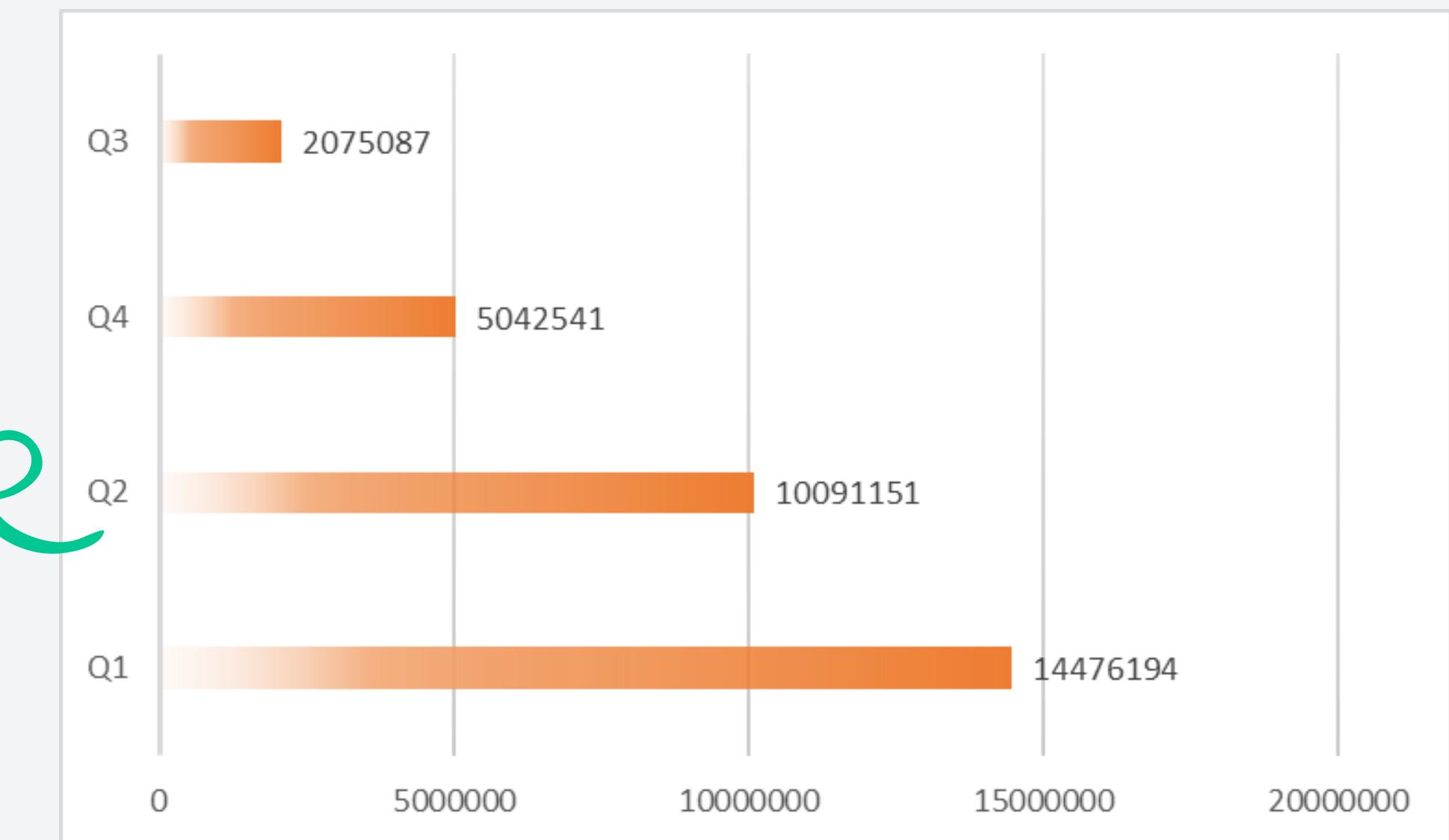
# Quarter with maximum sold quantity

## Question 8

In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the total\_sold\_quantity

## Output

Quarter	Total_sold_quantity
Q1	14476194





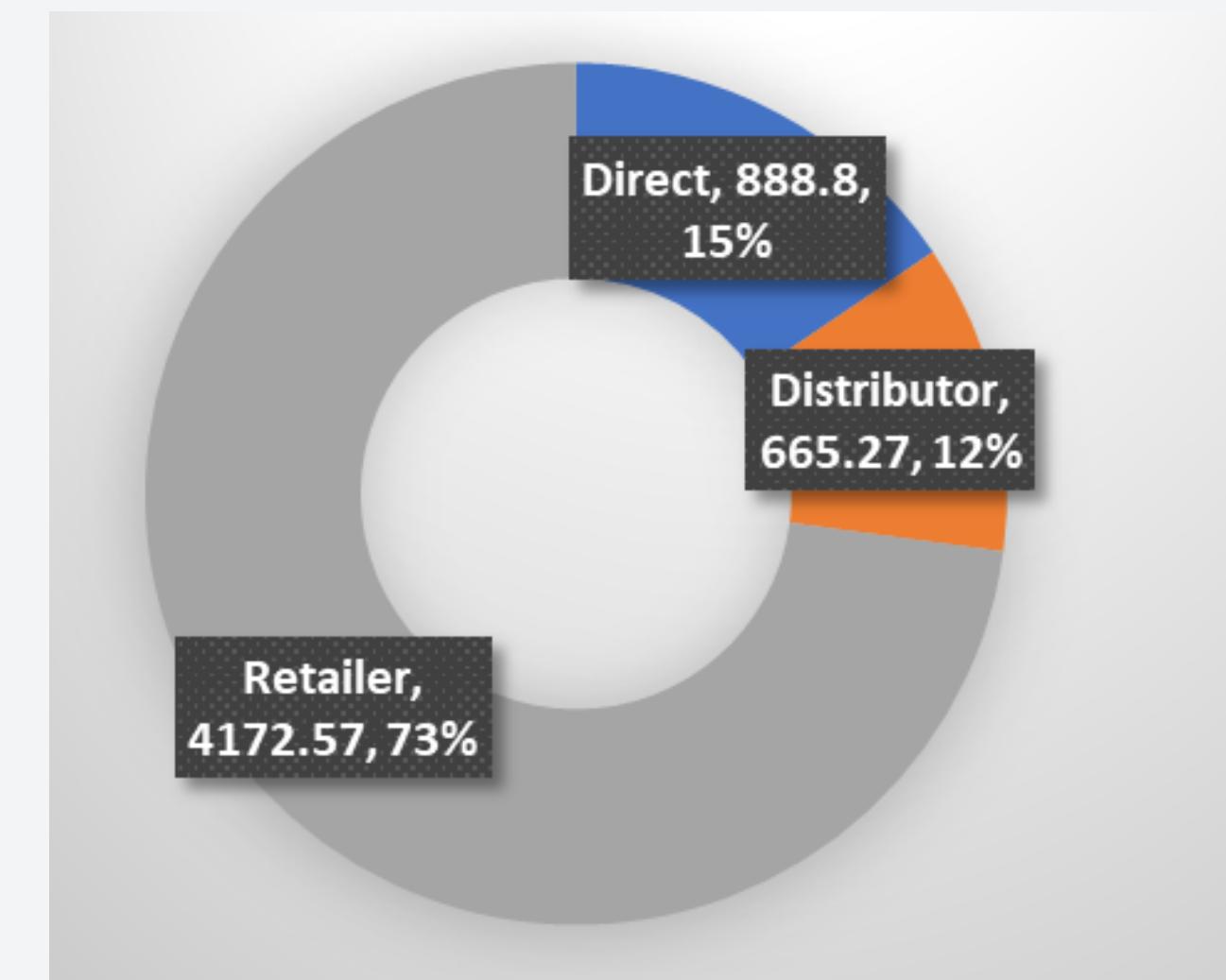
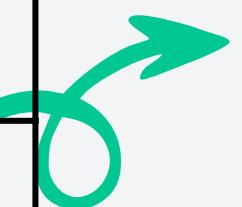
# Channel with maximum gross sales in 2021

## Question 9

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

## Output

channel	gross_sales_mln	percentage
Direct	888.80	15.52
Distributor	665.27	11.62
Retailer	4172.57	72.86





# Divison with top 3 sold quantity in 2021

## Question 10

Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?

## Output

division	product_code	product	Total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	1332238	1
N & S	A6818160201	AQ Pen Drive DRC	1300534	2
N & S	A6319160201	AQ Neuer SSD	1207499	3
P & A	A2118150106	AQ Master wired x1 Ms	1216615	1
P & A	A2118150105	AQ Master wired x1 Ms	1210759	2
P & A	A2219150203	AQ Master wireless x1 Ms	1210271	3
PC	A4218110202	AQ Digit	56791	1
PC	A4118110107	AQ Aspiron	56363	2
PC	A4218110201	AQ Digit	56149	3



**THANK'S FOR  
WATCHING**

