

SQL PROJECT



FINANCE AND SUPPLY CHAIN ANALYTICS OF ATLIQ HARDWARES

Presented by Ankit Jaiswal



CONTENTS

- About AtliQ and Problem Statement
- Project overview
- Tables, Views, Functions and Stored Procedures 2021 Sales
- Report for Croma categorized by product Monthly Total
- Gross Sales Report for Croma
- Annual GROSS Sales Overview for Croma India
- Key Markets and Prime Customers in the Financial Year -2021'
- % of Net Sales contributed by Customers in the Market Share
- % of Market Share by Region based on Net Sales
- Supply Chain Forecast Quantity



ABOUT ATLIQ AND PROBLEM STATEMENT

AtliQ Hardware, a prominent company renowned for its global presence, specializes in manufacturing PCs, printers, mice, and computers

The increased size of Excel files has resulted in performance issues, causing delays and inefficiencies. AtliQ Hardware has initiated a project to address this challenge, forming a team of data analysts. Leveraging MySQL as their database management system, the team aims to extract valuable insights from the data. These insights will empower the company to improve decision-making and streamline operations, leading to enhanced overall performance.



PROJECT OVERVIEW

This project aims to analyze and derive valuable insights from the provided database, encompassing sales, products, customers, and regions data for Atliq Hardware. The objective is to address specific inquiries regarding sales reports, market analysis, customer behavior, and supply chain forecasting.



TABLES

Tables in SQL are database objects that store data in a structured manner. They consist of rows and columns, where each column represents an attribute, and each row contains specific data values

VIEWS

Views in SQL are virtual tables based on the result of a SELECT query. They provide a way to represent specific data subsets or join operations without altering the underlying database structure.

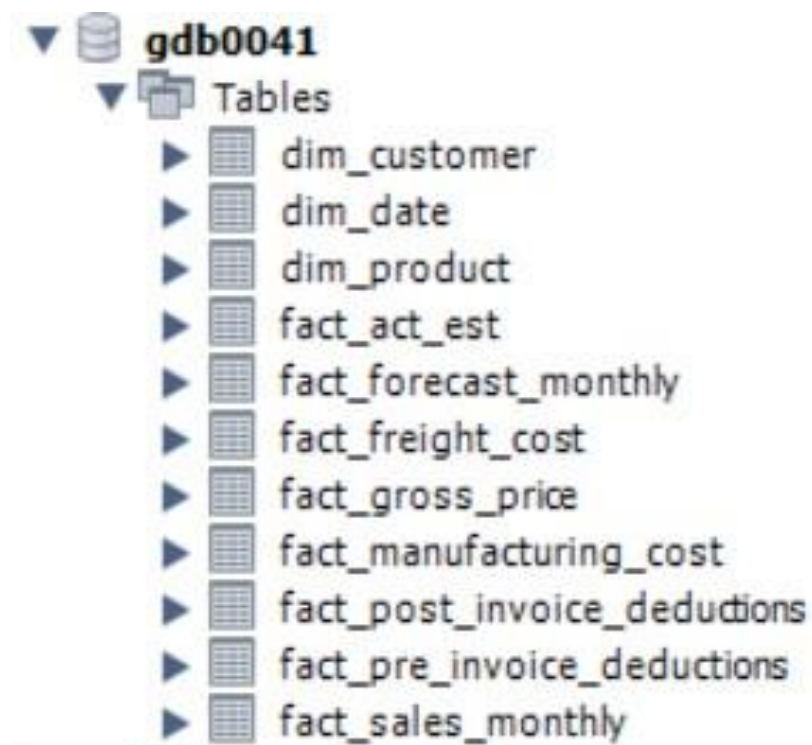
FUNCTIONS

Functions in SQL are reusable pieces of code that perform a specific operation on the database. They can accept parameters, process data, and return a result. Examples include mathematical operations and date functions.

STORED PROCEDURES

Stored Procedures in SQL are precompiled sets of one or more SQL statements that are stored in the database. They can be executed by invoking the procedure's name and are useful for encapsulating complex logic or performing repetitive tasks

TABLES



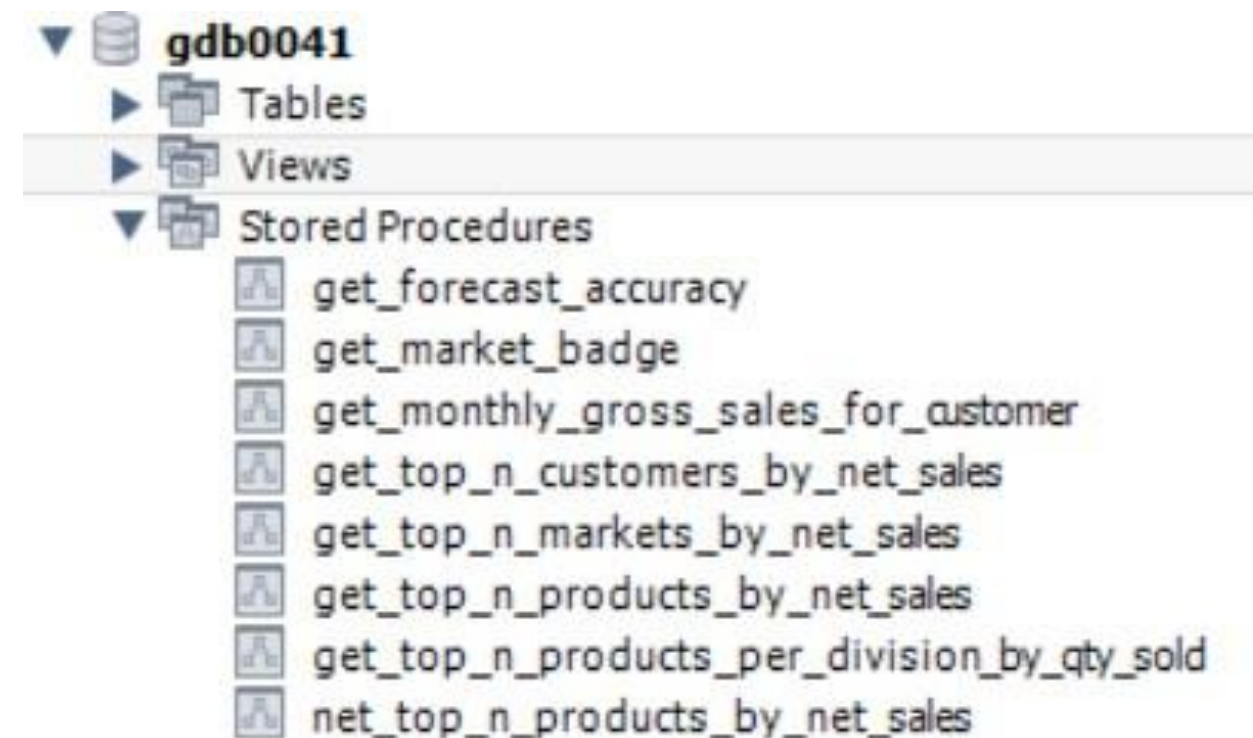
VIEWS



FUNCTIONS



STORED PROCEDURES



2021 SALES REPORT FOR CROMA CATEGORIZED BY PRODUCT

SQL QUERY

```
SELECT
  s.date,s.product_code,
  p.product,p.variant,s.sold_quantity,g.gross_price,
  round(g.gross_price*s.sold_quantity,2) as gross_price_total
FROM fact_sales_monthly s
JOIN dim_product p
ON p.product_code=s.product_code
JOIN fact_gross_price g
ON
  g.product_code=s.product_code and
  g.fiscal_year=get_fiscal_year(s.date)
WHERE
  customer_code="90002002" and
  get_fiscal_year(date)=2021
ORDER BY date DESC
```

OUTPUT

	date	product_code	product	variant	sold_quantity	gross_price	gross_price_total
▶	2021-08-01	A7321160303	AQ Wi Power Dx3	Premium	158	42.8483	6770.03
	2021-08-01	A7321160302	AQ Wi Power Dx3	Plus	193	43.9446	8481.31
	2021-08-01	A7321160301	AQ Wi Power Dx3	Standard	459	40.7954	18725.09
	2021-08-01	A7220160203	AQ Wi Power Dx2	Premium	586	37.4784	21962.34
	2021-08-01	A7220160202	AQ Wi Power Dx2	Plus	264	35.2053	9294.20
	2021-08-01	A7219160201	AQ Wi Power Dx2	Standard	531	32.9575	17500.43
	2021-08-01	A7119160103	AQ Wi Power Dx1	Premium	137	28.7736	3941.98
	2021-08-01	A7119160102	AQ Wi Power Dx1	Plus	454	29.9264	13586.59
	2021-08-01	A7118160101	AQ Wi Power Dx1	Standard	251	29.6712	7447.47
	2021-08-01	A6819160203	AQ Pen Drive DRC	Premium	436	5.0984	2222.90
	2021-08-01	A6818160202	AQ Pen Drive DRC	Plus	1538	3.8531	5926.07
	2021-08-01	A6818160201	AQ Pen Drive DRC	Standard	774	2.9990	2321.23
	2021-08-01	A6720160103	AQ Pen Drive 2 IN 1	Premium	433	4.4411	1923.00
	2021-08-01	A6620160501	AQ Clx3	Standard	339	22.8530	7747.17
	2021-08-01	A6520160403	AQ Clx2	Premium	940	21.2830	20006.02
	2021-08-01	A6520160402	AQ Clx2	Plus	110	20.1650	2218.15
	2021-08-01	A6519160401	AQ Clx2	Standard	778	20.2889	15784.76
	2021-08-01	A6419160303	AQ Clx1	Premium	772	19.3342	14926.00
	2021-08-01	A6419160302	AQ Clx1	Plus	926	19.6723	18216.55
	2021-08-01	A6419160301	AQ Clx1	Standard	572	17.8043	10184.06
	2021-08-01	A6310160203	AQ Mouse SPD	Premium	440	10.2422	8585.14

MONTHLY TOTAL GROSS SALES REPORT FOR CROMA

SQL QUERY

```
SELECT
s.date,
sum(round(g.gross_price*s.sold_quantity,2)) as gross_price_total
FROM fact_sales_monthly s
JOIN fact_gross_price g
ON
    g.product_code=s.product_code and
    g.fiscal_year=get_fiscal_year(s.date)
WHERE customer_code = 90002002
GROUP BY s.date
ORDER BY s.date ASC
```

OUTPUT

	date	gross_price_total
▶	2017-09-01	122407.57
	2017-10-01	162687.56
	2017-12-01	245673.84
	2018-01-01	127574.73
	2018-02-01	144799.54
	2018-04-01	130643.92
	2018-05-01	139165.06
	2018-06-01	125735.36
	2018-08-01	125409.90
	2018-09-01	343337.14
	2018-10-01	440562.10
	2018-12-01	653944.72
	2019-01-01	359025.06
	2019-02-01	356607.19
	2019-04-01	379549.74
	2019-05-01	340152.29
	2019-06-01	343792.08
	2019-08-01	338108.87
	2019-09-01	808250.42
	2019-10-01	1092622.30
	2019-12-01	1488174.01
	2020-01-01	812929.77

ANNUAL GROSS SALES OVERVIEW FOR CROMA INDIA

SQL QUERY

```
SELECT
get_fiscal_year(s.date) as Fiscal_year,
sum(round(g.gross_price*s.sold_quantity,2)) as gross_price_total
FROM fact_sales_monthly s
JOIN fact_gross_price g
ON
    g.product_code=s.product_code and
    g.fiscal_year=get_fiscal_year(s.date)
WHERE customer_code = 90002002
GROUP BY get_fiscal_year(s.date)
ORDER BY get_fiscal_year(s.date) ASC
```

OUTPUT

	Fiscal_year	gross_price_total
▶	2018	1324097.48
	2019	3555079.19
	2020	6502182.12
	2021	23216512.73
	2022	44638199.11

KEY MARKETS AND PRIME CUSTOMERS IN THE FINANCIAL YEAR -2021'

CUSTOMERS

SQL QUERY

```
SELECT
  c.customer,
  round(sum(net_sales)/1000000,2) as net_sales_mln
FROM gdb0041.net_sales n
JOIN dim_customer c
ON n.customer_code=c.customer_code
where fiscal_year=2021
group by c.customer
order by net_sales_mln desc
limit 5
```

OUTPUT

	customer	net_sales_mln
▶	Amazon	109.03
	Atliq Exclusive	79.92
	Atliq e Store	70.31
	Sage	27.07
	Flipkart	25.25

KEY MARKETS AND PRIME CUSTOMERS IN THE FINANCIAL YEAR -2021'

MARKETS

SQL QUERY

```
SELECT
  market,
  round(sum(net_sales)/1000000,2) as net_sales_mln
FROM gdb0041.net_sales
where fiscal_year=2021
group by market
order by net_sales_mln desc
limit 5
```

OUTPUT

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

% OF NET SALES CONTRIBUTED BY CUSTOMERS IN THE MARKET SHARE

SQL QUERY

```
with cte1 as (  
    select  
        customer,  
        round(sum(net_sales)/1000000,2) as net_sales_mln  
    from net_sales s  
    join dim_customer c  
    on s.customer_code=c.customer_code  
    where s.fiscal_year=2021  
    group by customer)  
select  
    *,  
    net_sales_mln*100/sum(net_sales_mln) over() as pct_net_sales  
from cte1  
order by net_sales_mln desc
```

OUTPUT

	customer	net_sales_mln	pct_net_sales
▶	Amazon	109.03	13.233402
	Atliq Exclusive	79.92	9.700206
	Atliq e Store	70.31	8.533803
	Sage	27.07	3.285593
	Flipkart	25.25	3.064692
	Leader	24.52	2.976089
	Neptune	21.01	2.550067
	Ebay	19.88	2.412914
	Electricalsocity	16.25	1.972327
	Synthetic	16.10	1.954121
	Electricalslytical	15.64	1.898289
	Acclaimed Sto...	14.32	1.738075
	Propel	14.14	1.716228
	Novus	12.91	1.566938
	Expression	12.90	1.565724
	Reliance Digital	12.75	1.547518
	walmart	12.63	1.532953
	Costco	12.19	1.479548
	Staples	11.49	1.394587
	Girias	11.30	1.371526

% OF MARKET SHARE BY REGION BASED ON NET SALES

SQL QUERY

```
with cte1 as (  
    select  
        c.customer,  
        c.region,  
        round(sum(net_sales)/1000000,2) as net_sales_mln  
    from gdb0041.net_sales n  
    join dim_customer c  
        on n.customer_code=c.customer_code  
    where fiscal_year=2021  
    group by c.customer, c.region)  
select  
    *,  
    net_sales_mln*100/sum(net_sales_mln)  
    over (partition by region) as pct_share_region  
from cte1  
order by region, pct_share_region desc
```

OUTPUT

customer	region	net_sales_mln	pct_share_region
Acclaimed Sto...	APAC	5.79	1.309955
Taobao	APAC	4.31	0.975113
Digimarket	APAC	3.97	0.898190
Forward Stores	APAC	3.83	0.866516
Insight	APAC	3.61	0.816742
Sound	APAC	3.44	0.778281
Surface Stores	APAC	2.78	0.628959
Logic Stores	APAC	2.21	0.500000
Epic Stores	APAC	1.93	0.436652
Path	APAC	1.92	0.434389
Control	APAC	1.62	0.366516
Nomad Stores	APAC	1.55	0.350679
All-Out	APAC	1.06	0.239819
Electricalsbea...	APAC	0.95	0.214932
Flawless Stores	APAC	0.90	0.203620
Info Stores	APAC	0.89	0.201357
Atliq e Store	EU	19.83	9.874514
Amazon	EU	19.77	9.844637
Atliq Exclusive	EU	13.39	6.667663
UniEuro	EU	9.63	4.795339
Expert	EU	8.38	4.172891
Chip 7	EU	7.23	3.600239
Radio Popular	EU	6.95	3.460811
Media Markt	FI	6.88	3.425954

HIGHEST GROSS SALES IN EACH REGION'S TOP 2 MARKETS

SQL QUERY

```
with cte1 as (  
    select  
        c.market,  
        c.region,  
        round(sum(gross_price_total)/1000000,2) as gross_sales_mln  
    from gross_sales s  
    join dim_customer c  
    on c.customer_code=s.customer_code  
    where fiscal_year=2021  
    group by market  
    order by gross_sales_mln desc  
)  
cte2 as (  
    select *,  
    dense_rank() over(partition by region  
    order by gross_sales_mln desc) as drnk  
    from cte1  
)  
select * from cte2 where drnk<=2
```

OUTPUT

	market	region	gross_sales_mln	drnk
▶	India	APAC	455.05	1
	South Korea	APAC	131.86	2
	United Kingdom	EU	78.11	1
	France	EU	67.62	2
	Mexico	LATAM	2.30	1
	Brazil	LATAM	2.14	2
	USA	NA	264.46	1
	Canada	NA	89.78	2

SUPPLY CHAIN – FORECAST QUANTITY -SQL QUERY

```
with forecast_err_table as (  
    select  
        s.customer_code as customer_code,  
        c.customer as customer_name,  
        c.market as market,  
        sum(s.sold_quantity) as total_sold_qty,  
        sum(s.forecast_quantity) as total_forecast_qty,  
        sum(s.forecast_quantity-s.sold_quantity) as net_error,  
        round(sum(s.forecast_quantity-s.sold_quantity)*100/sum(s.forecast_quantity),1) as net_error_pct,  
        sum(abs(s.forecast_quantity-s.sold_quantity)) as abs_error,  
        round(sum(abs(s.forecast_quantity-s.sold_quantity))*100/sum(s.forecast_quantity),2) as abs_error_pct  
    from fact_act_est s  
    join dim_customer c  
    on s.customer_code = c.customer_code  
    where s.fiscal_year=2021  
    group by customer_code  
)  
select  
    *,  
    if (abs_error_pct > 100, 0, 100.0 - abs_error_pct) as forecast_accuracy  
from forecast_err_table  
order by forecast_accuracy desc;
```


SUPPLY CHAIN – FORECAST QUANTITY -OUTPUT

	customer_code	customer_name	market	total_sold_qty	total_forecast_c	net_error	net_error_pct	abs_error	abs_error_	forecast_accuracy
	90027207	Amazon	Brazil	32354	44608	11993	26.9	24599	55.14	44.86
	90026205	Amazon	Mexico	35030	29882	-5110	-17.1	18510	61.94	38.06
	90025209	Electricalsbea Stores	Columbia	13178	15428	2065	13.4	8051	52.18	47.82
	90024184	Amazon	Chile	24121	21164	-2939	-13.9	12645	59.75	40.25
	90024183	Electricalsbea Stores	Chile	22229	20670	-1583	-7.7	12399	59.99	40.01
	90023030	Amazon	Canada	230055	260030	29968	11.5	146186	56.22	43.78
	90023029	Staples	Canada	221909	268692	46767	17.4	151139	56.25	43.75
	90023028	walmart	Canada	239081	283323	44233	15.6	153039	54.02	45.98
	90023027	Costco	Canada	236189	279962	43760	15.6	149274	53.32	46.68
	90023026	Relief	Canada	228988	273492	44495	16.3	146921	53.72	46.28
▶	90023025	Premium Stores	Canada	220808	266351	45530	17.1	146208	54.89	45.11
	90023024	Sage	Canada	246397	287233	40835	14.2	155585	54.17	45.83
	90023023	Amazon	Canada	371184	441346	70162	15.9	248034	56.20	43.80
	90023022	Nomad Stores	Canada	225182	264886	39702	15.0	145510	54.93	45.07
	90022083	Ebay	USA	500727	431049	-69678	-16.2	271498	62.99	37.01
	90022082	Amazon	USA	492326	413788	-78538	-19.0	263364	63.65	36.35
	90022081	Amazon	USA	777382	641467	-135915	-21.2	419293	65.36	34.64
	90022080	Staples	USA	513823	444777	-69046	-15.5	287308	64.60	35.40
	90022079	walmart	USA	516429	436889	-79540	-18.2	285946	65.45	34.55
	90022078	Costco	USA	490310	421956	-68354	-16.2	272046	64.47	35.53
	90022077	Radio Shack	USA	467929	420833	-47096	-11.2	258990	61.54	38.46
	90022076	Circuit City	USA	530884	446132	-84752	-19.0	289910	64.98	35.02
	90022075	BestBuy	USA	505147	431868	-73279	-17.0	279385	64.69	35.31
	90022074	Flipkart	USA	629907	525718	-104189	-19.8	350847	66.74	33.26

CONCLUSION

- Net sales of Amazon is highest with 109.03M in fiscal year 2021 followed by AtliQExclusive with 79.92M
- Market in India generated maximum net sales with 210.67M in fiscal year 2021 followed by USA with 132.05M
- Amazon generated 13.23% of total net sales among all customers in fiscal year 2021
- In APAC region, Amazon contributed maximum net sales % of 12.99 % among rest customers in 2021.
- India secures the top spot in total gross sales within the APAC region