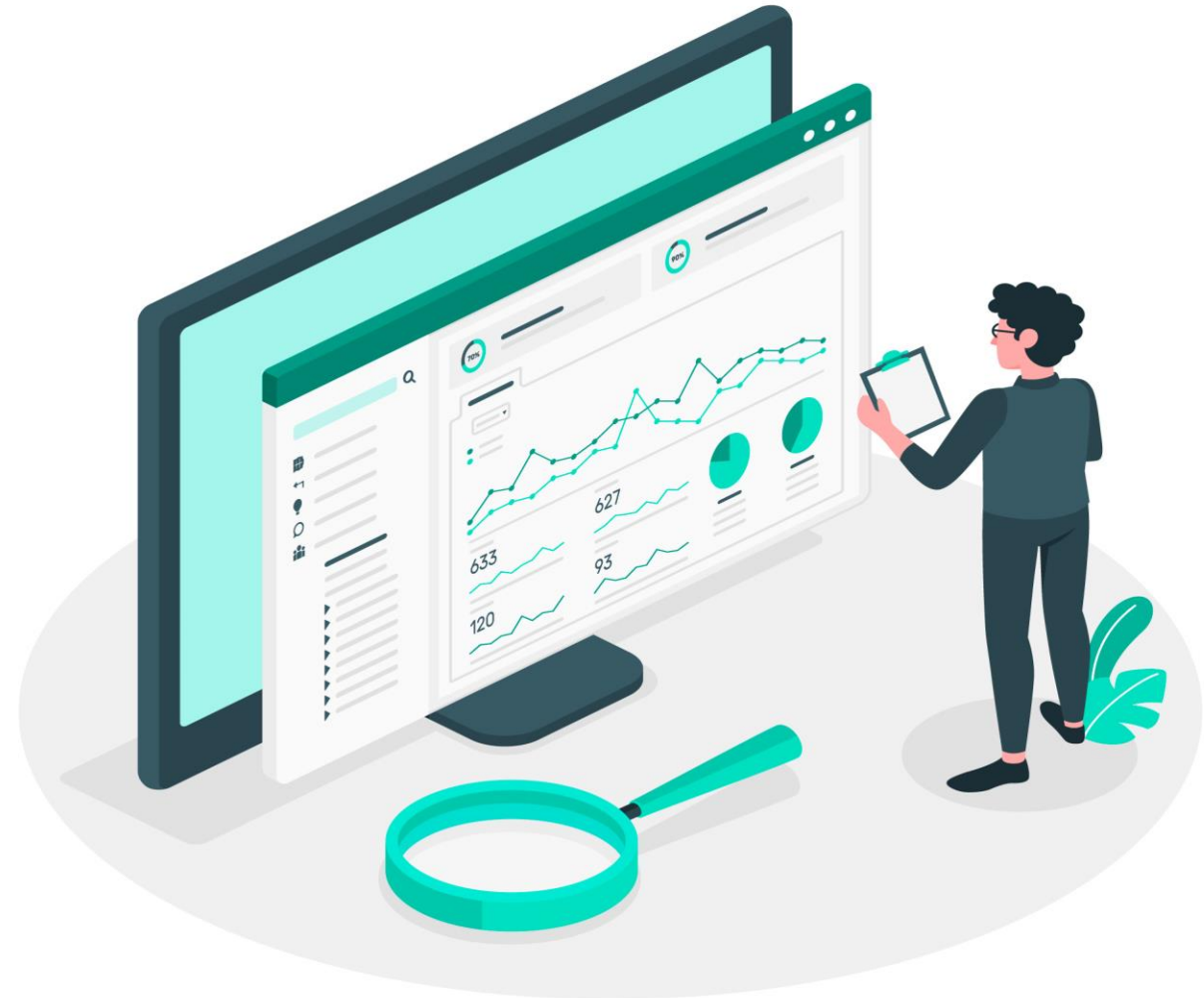




# AtliQ Hardwares

## Consumer Goods Ad-hoc Insights



Created By  
Jeeva Anand

# AGENDA

1. Background
2. Getting Familiar with AtliQ  
Hardware's Business
3. Getting familiar with data given
4. Ad-hoc requests along with the  
queried results and visualizations.

## BACKGROUND

### Our Company

AtliQ Hardwares (Imaginary Company) – One of the leading computer hardware producers in India.

### Background

The Management noticed that they do not get enough insights to make smart data informed decisions.

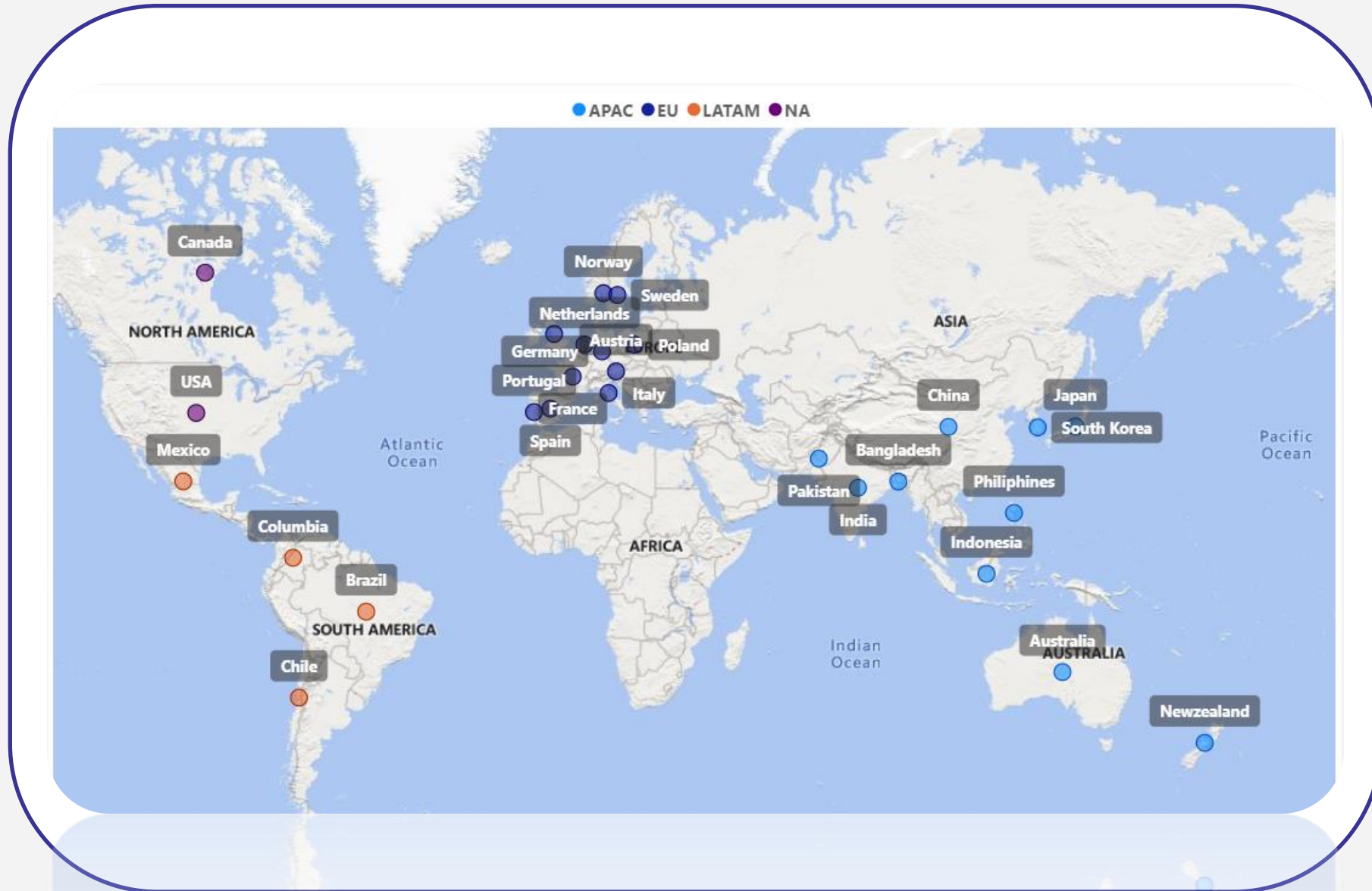
### Problem

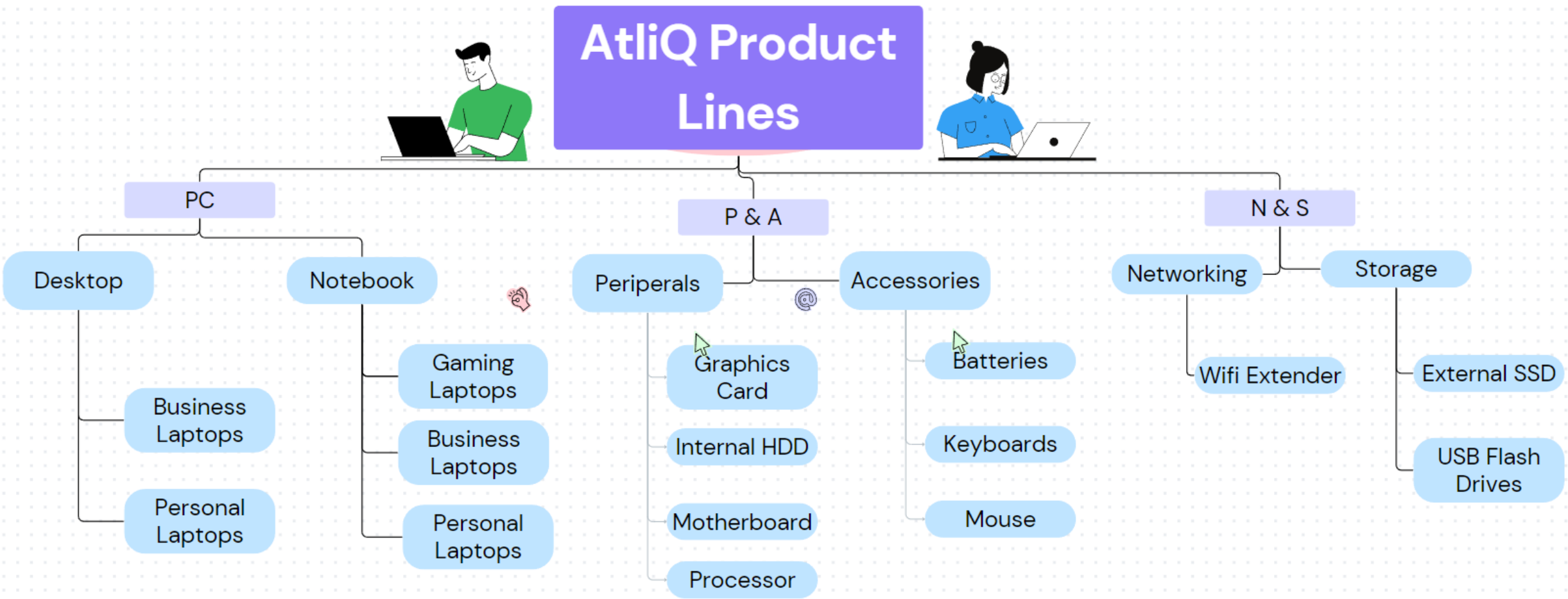
There are 10 Ad-hoc requests for which the company needs insights.

### Approach

Run a SQL query to answer these requests. Convert it into visualizations and present insights to top level management.

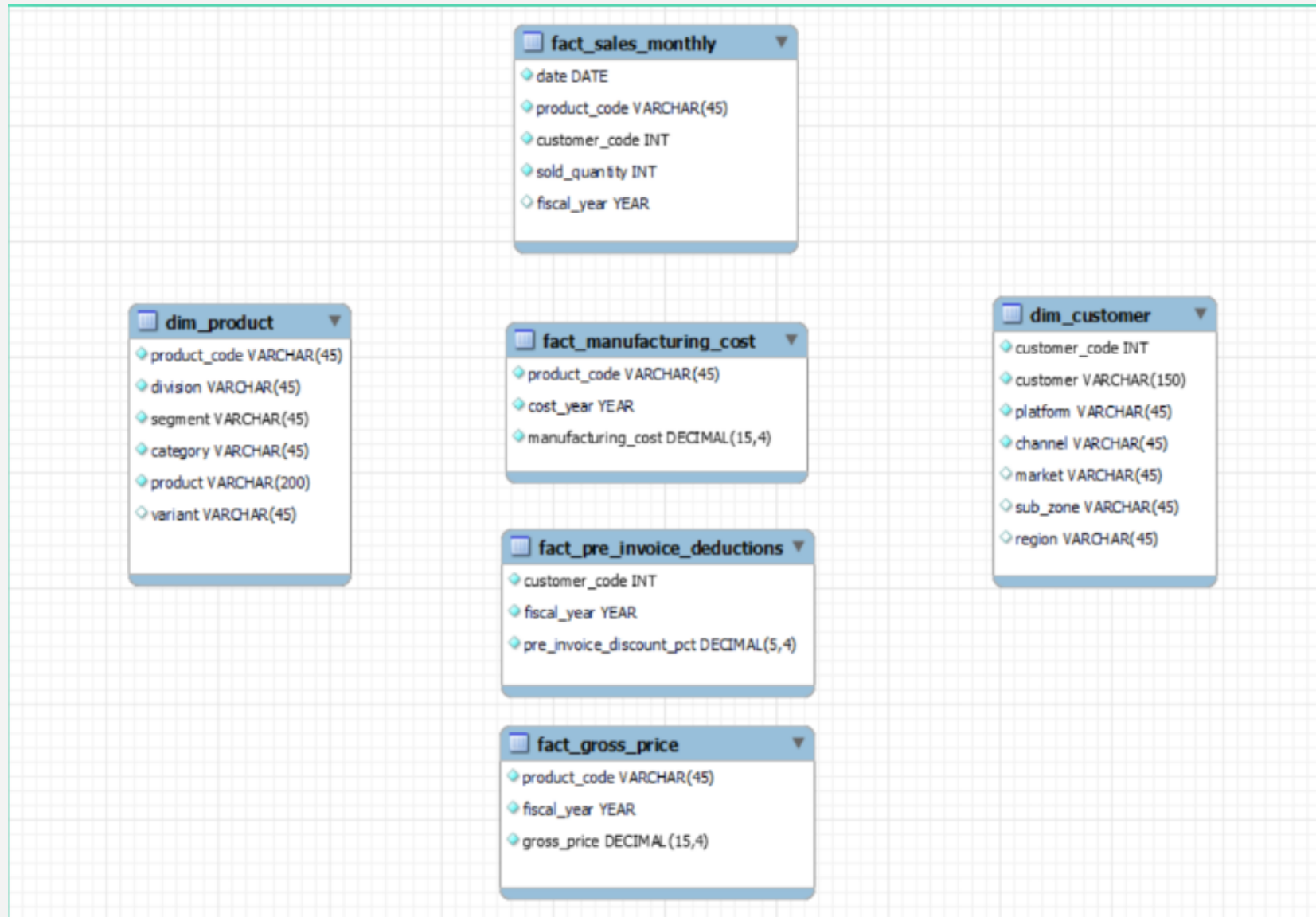
# AtliQ Hardware Markets





Current Products

## Getting Familiar with the Input Data





# Ad-hoc Requests

## Request 1

Provide the list of markets in which customer “AtliQ Exclusive” operates it’s business in the APAC region

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh





Markets

## Request 2

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

	Unique_Products_20	Unique_Products_21	Percentage_chg
►	245	334	36.3

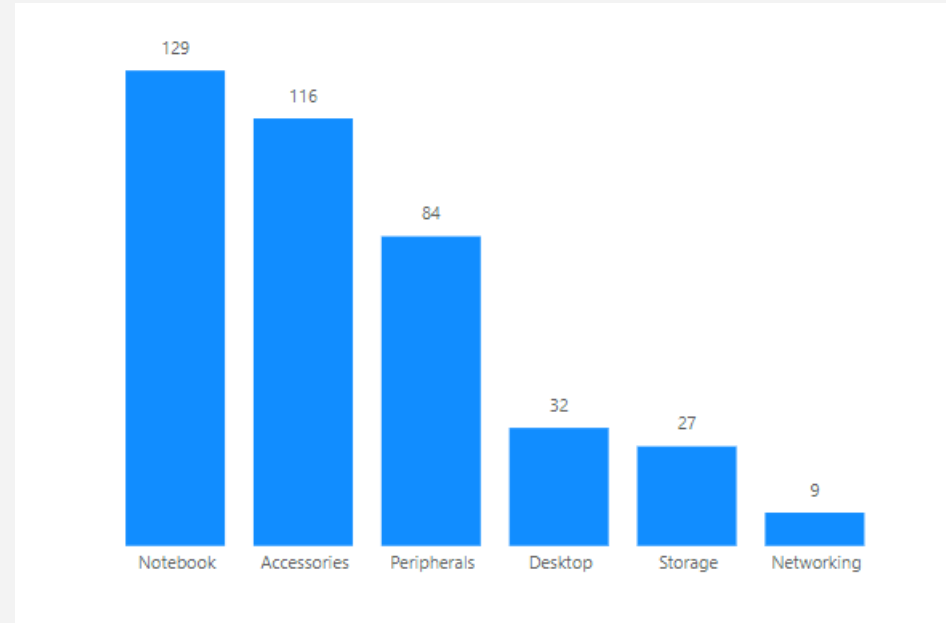


- ❖ It's a good sign that we are continuously innovating and Introducing new products to the market. In FY 2020, we Had a total of 245 products, but in FY 2021, Our number Increased by 36% to 334 products.

### 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

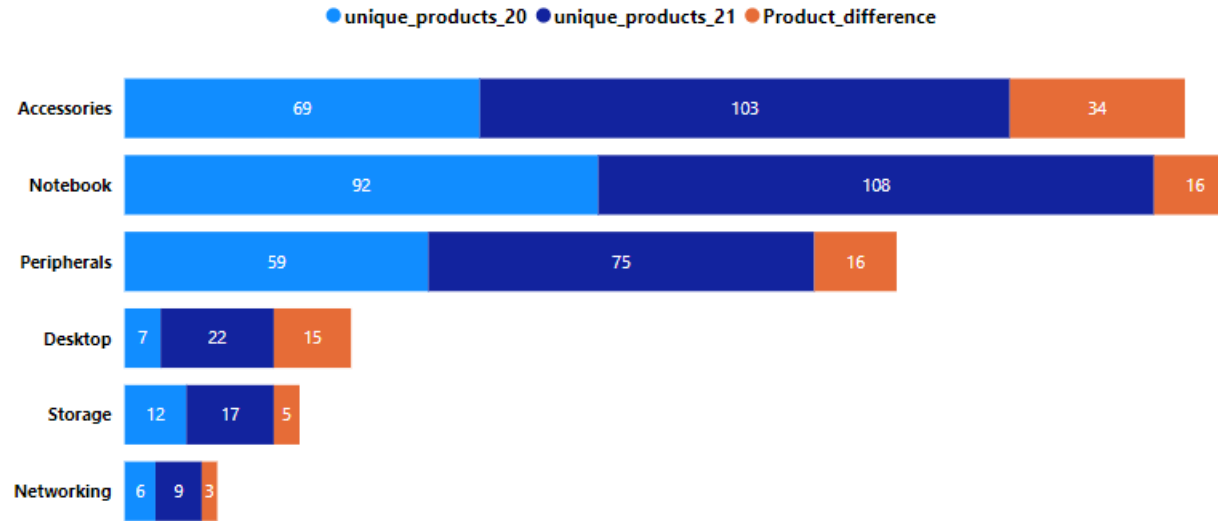


- ❖ We provide a wide range of products under the segments, Notebooks, Peripherals and accessories, With.

## Request 4

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

	segment	unique_products_20	unique_products_21	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



- ❖ With the Introduction of 34 new products, **Accessories segment** has the highest increase in number of unique products.
- ❖ **Notebooks** and **Peripherals** each have an increment of 16 new unique products.
- ❖ The Team has done a good job in **Desktop Segment** by increasing from 7 to 22.
- ❖ **Networking segment** is at the bottom with 3 new products.

## Request 5

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

	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364



Which of our product has  
Highest manufacturing cost?

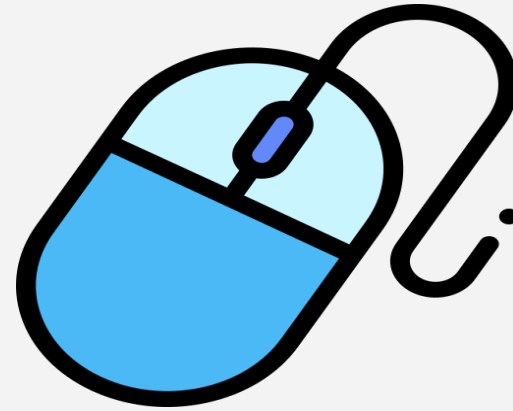


240.54

AQ Home Allin 1 Gen 2 (plus 3)

**Personal Desktop**

Which of our product has  
Lowest manufacturing cost?



0.89

AQ Master Wired x1 Ms (Standard 1)

**Mouse**

## Request 6

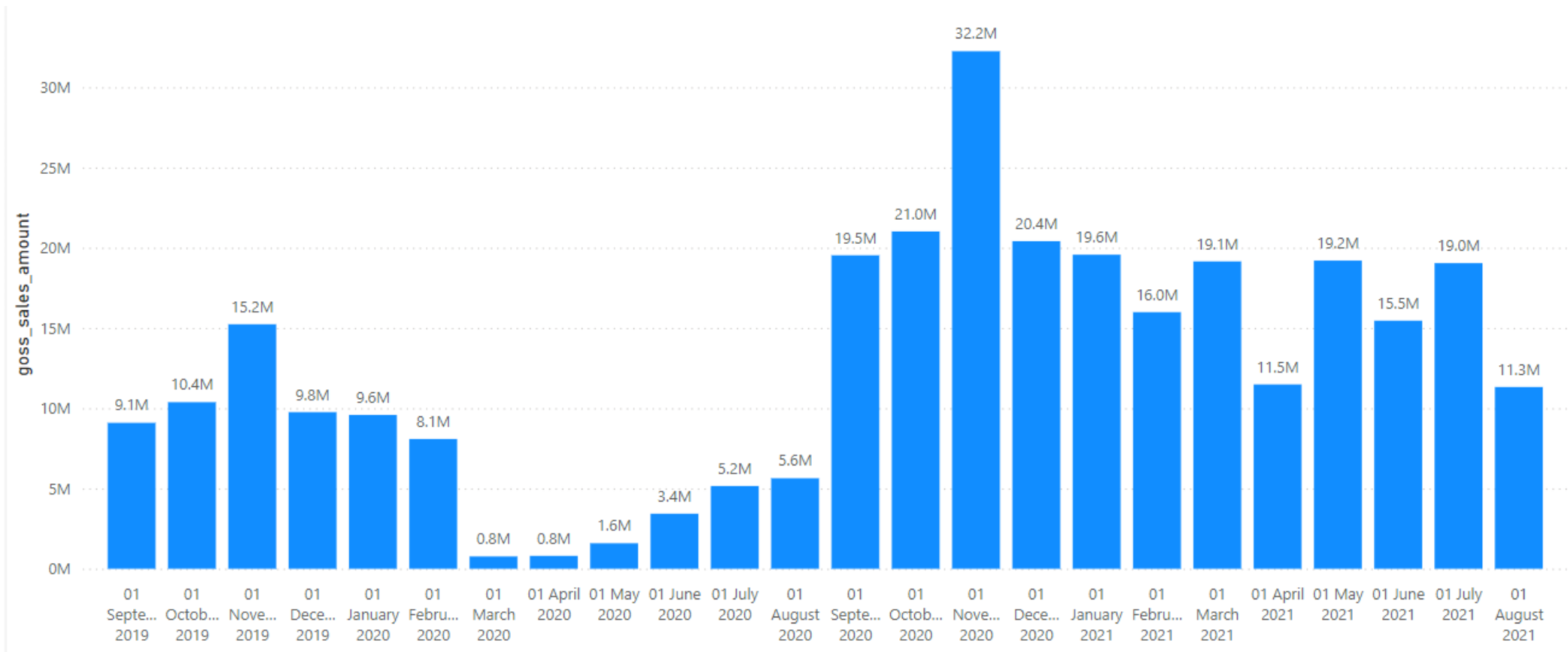
Generate a report  
which contains the top  
5 customers who  
received an average  
high pre invoice  
discount pct  
For the fiscal year 2021  
and in the Indian  
Market

	customer_code	customer	avg_discount_pct
►	90002009	Flipkart	0.308
	90002006	Viveks	0.304
	90002002	Croma	0.303
	90002003	Ezone	0.303
	90002016	Amazon	0.293

## Request 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.

	month_name	fiscal_year	gross_sales_amount
►	September	2020	9092670.3392
	October	2020	10378637.5961
	November	2020	15231894.9669
	December	2020	9755795.0577
	January	2020	9584951.9393
	February	2020	8083995.5479
	March	2020	766976.4531
	April	2020	800071.9543
	May	2020	1586964.4768
	June	2020	3429736.5712
	July	2020	5151815.4020
	August	2020	5638281.8287
	September	2021	19530271.3028
	October	2021	21016218.2095
	November	2021	32247289.7946
	December	2021	20409063.1769
	January	2021	19570701.7102
	February	2021	15986603.8883
	March	2021	19149624.9239
	April	2021	11483530.3032
	May	2021	19204309.4095
	June	2021	15457579.6626
	July	2021	19044968.8164
	August	2021	11324548.3409



- ❖ For AtliQ Exclusive store maximum sales were recorded in November-2020  
And lowest sales recorded in March-2020 and April-2020.

## Request 8

In which quarter of 2020, got the maximum total\_sold\_quantity?

	quarters	total_sold_qty
►	first quarter	7005619
	second quarter	6649642
	fourth quarter	5042541
	third quarter	2075087

## Request 9

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

	channel	gross_sales_mln	pct_contribution
►	Retailer	1924.17	73.22
	Direct	406.69	15.48
	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_qty	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

END

THANK YOU

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