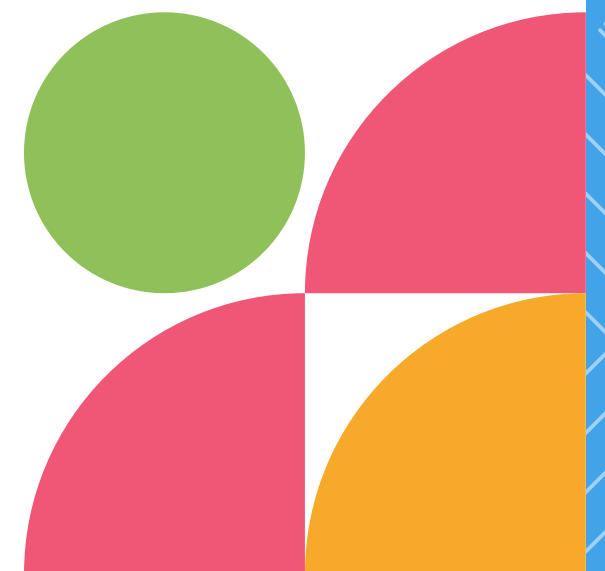
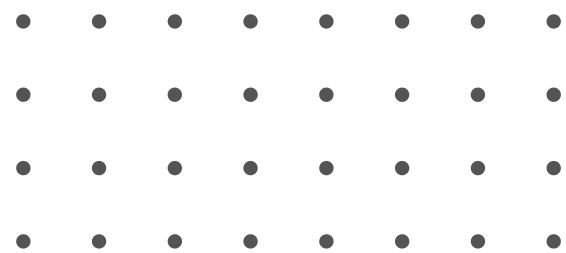




CONSUMER GOODS AD_HOC INSIGHTS

Created by : Akansha





AGENDA

01

Background/Context

02

Getting familiar with Atliq's Business
-Their Markets and Product lines.

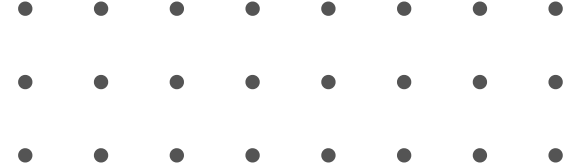
03

Getting familiar with the
input data.

04

Ad-hoc requests along with the
queried results, visualisations and
Insights





OUR COMPANY

Atliq Hardwares (imaginary company) - One of India's leading computer hardware producers.

BACKGROUND

The management noticed they do not get enough insights to make quick, 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 visualisations and present the Insights to the top level management.



ATLIQ - MARKETS

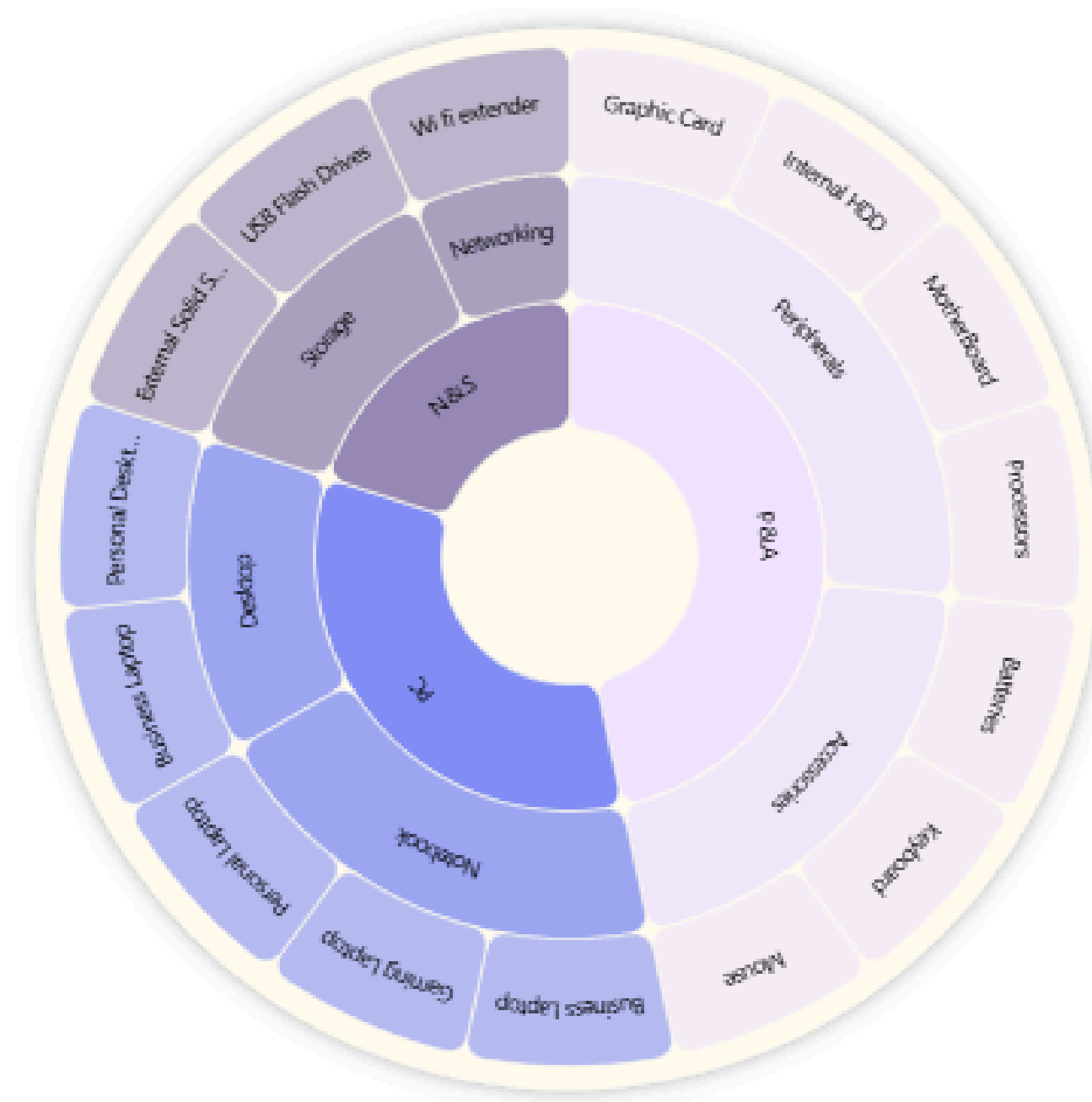


02

GETTING FAMILIAR WITH ATLIQ'S
BUSINESS -THEIR MARKETS

ATLIQ - PRODUCT LINES

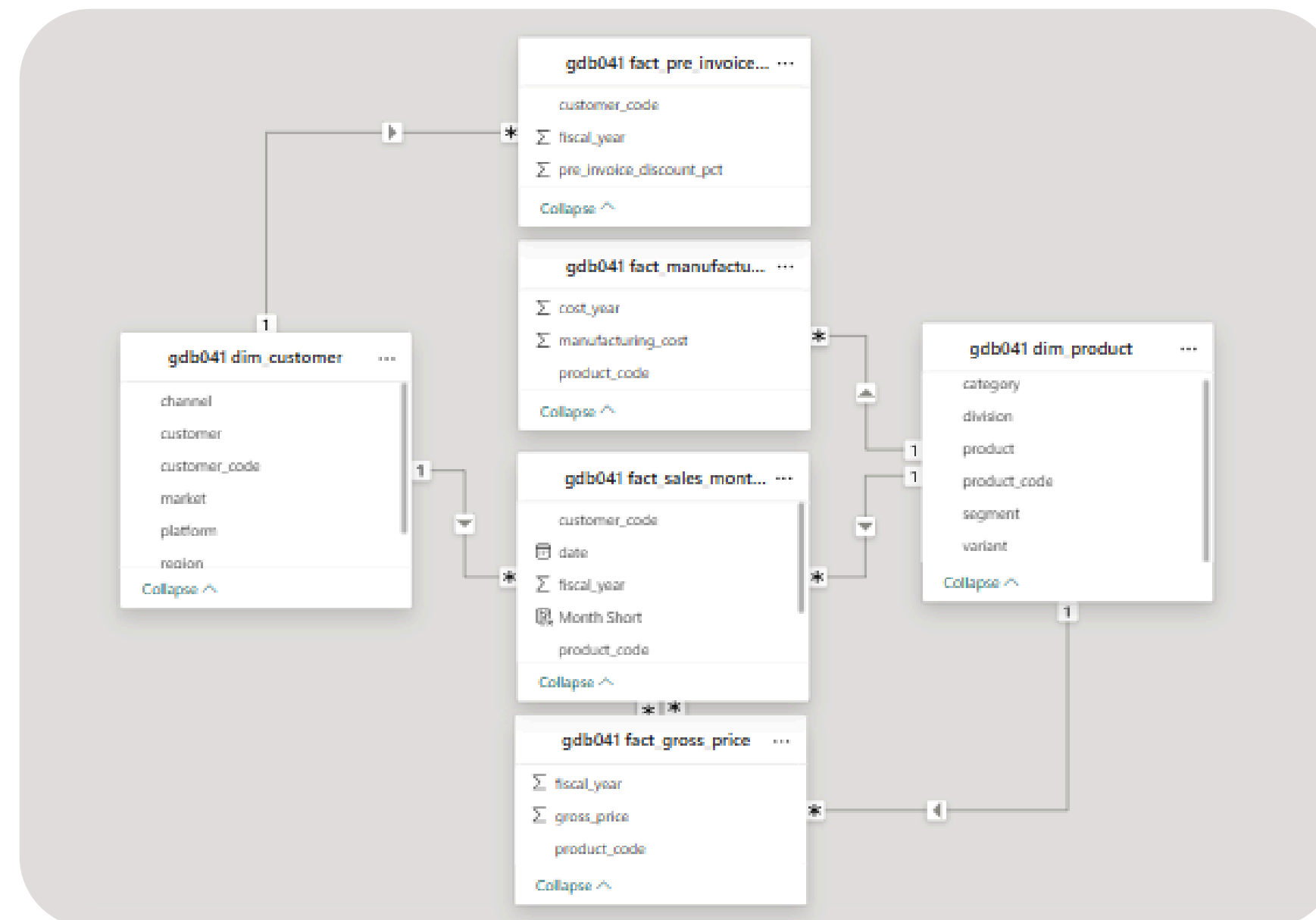
ATLIQ HARDWARE IS A COMPUTER HARDWARE AND ACCESSORY MANUFACTURER.



03

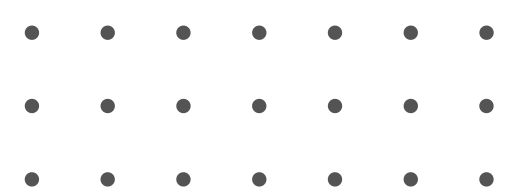
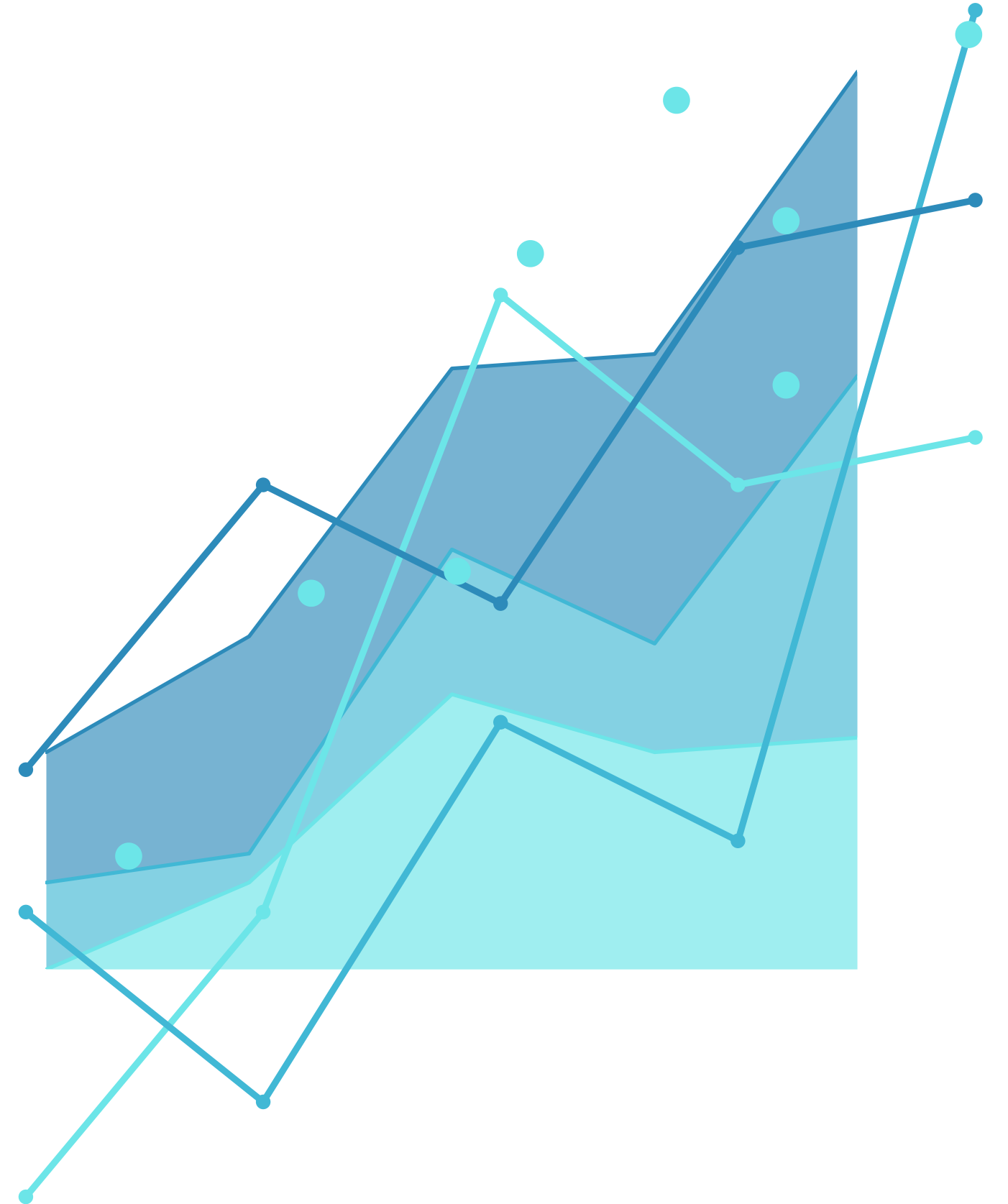
GETTING FAMILIAR WITH THE INPUT DATA.

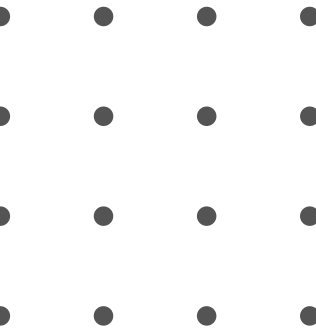
Input data consists of sales data for FY 2020 and FY 2021, along with other dimension tables like customer details, product details, etc.



04

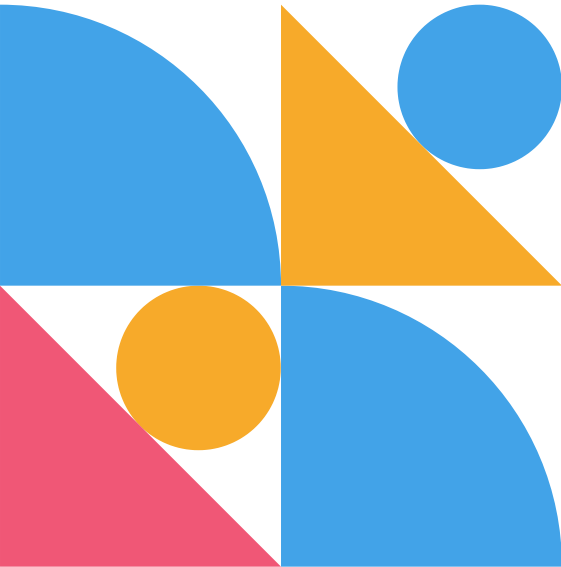
AD-HOC REQUESTS, QUERIED RESULTS, INSIGHTS AND VISUALIZATION





REQUEST 1:

PROVIDE THE LIST OF MARKETS IN WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION.



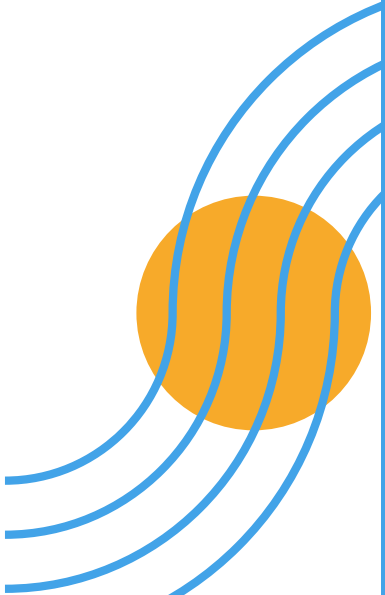
OUTPUT

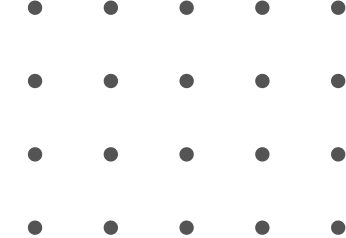
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

INSIGHTS



In the APAC region, our Exclusive store has established its presence in 8 major markets.

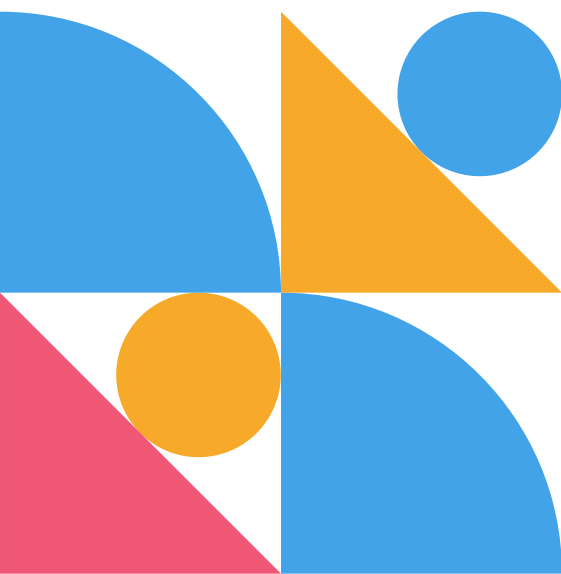




REQUEST 2:

WHAT IS THE PERCENTAGE
INCREASE IN UNIQUE PRODUCTS
2021 VS. 2020? THE FINAL OUTPUT
CONTAINS THESE FIELDS:

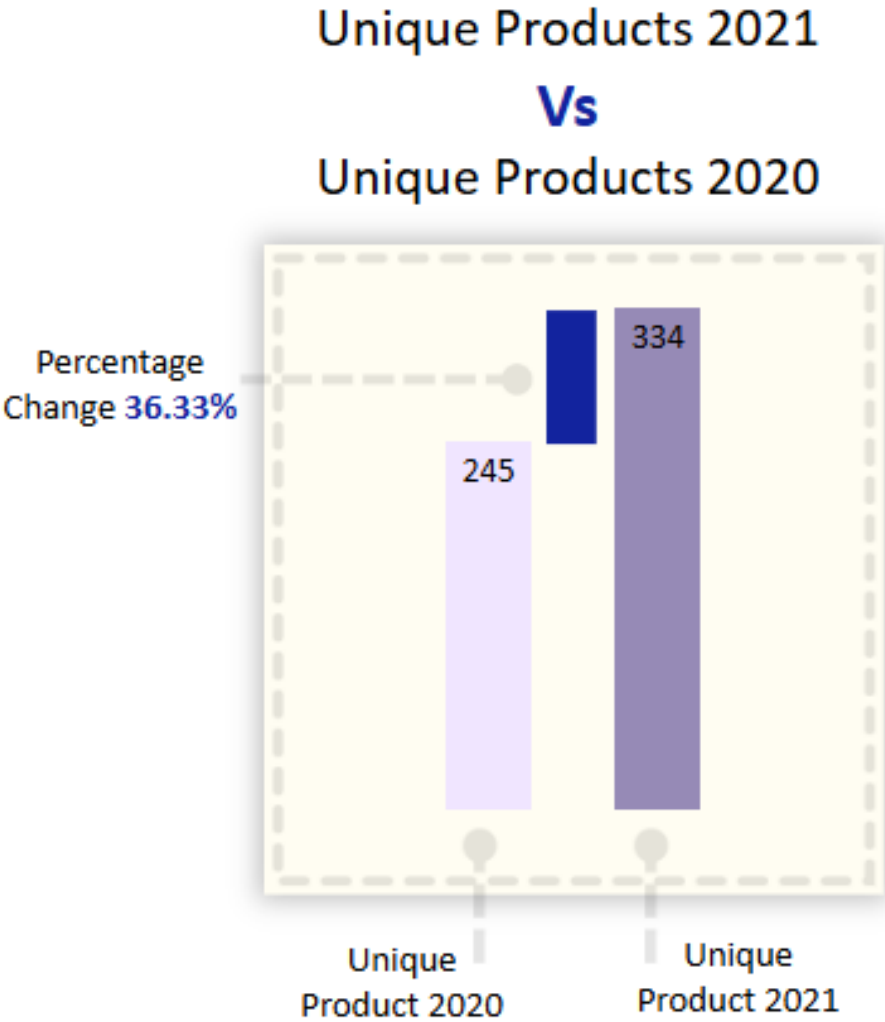
unique_products_2020
unique_products_2021
percentage_chg



OUTPUT

	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33

INSIGHTS



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 count 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. THE FINAL OUTPUT
CONTAINS 2 FIELDS:

Segment	product_count
---------	---------------

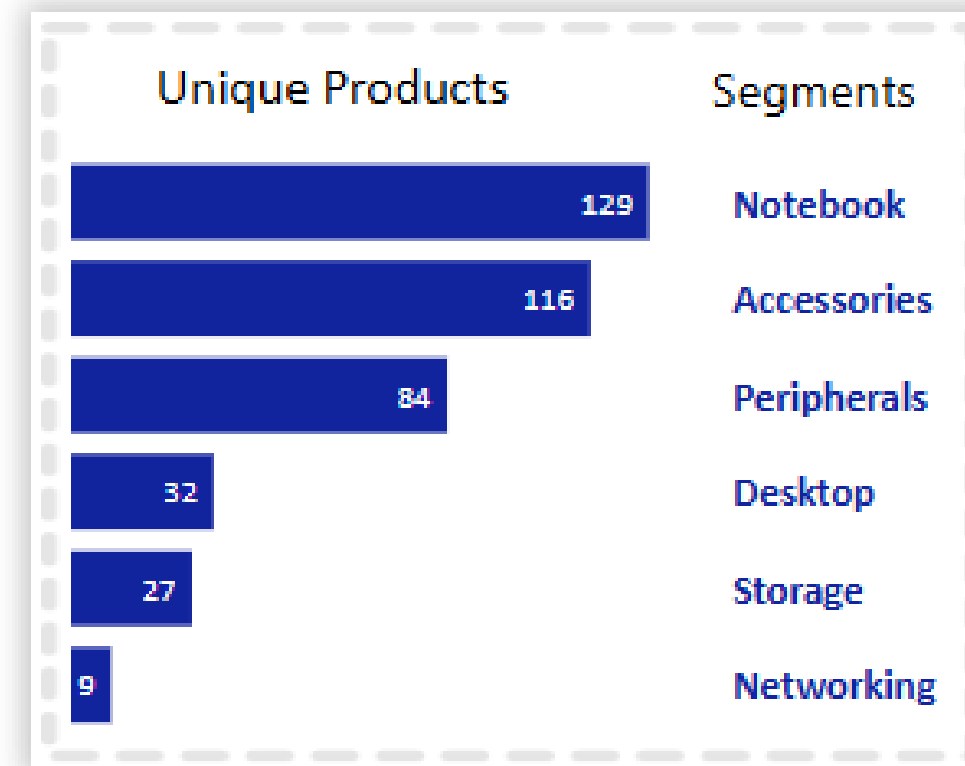


OUTPUT

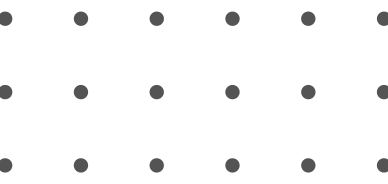
	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9

INSIGHTS

Unique **product counts** for each **segment**



We provide a wide range of products under the segments Notebook, Peripherals, and Accessories, with an average of 110 products in each segment. However, we still need to diversify our production in the Desktop, Networking, and Storage segments, where there are just an average of only 23 products per segment.



REQUEST 4:

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
```



OUTPUT

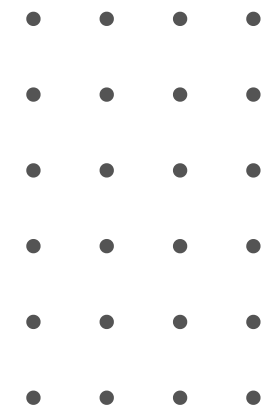
	segment	product_count_2020	product_count_2021	difference
▶	Accessories	69	103	34
	Notebook	92	108	16
	Peripherals	59	75	16
	Desktop	7	22	15
	Storage	12	17	5
	Networking	6	9	3

INSIGHTS

Unique product difference per
segment from 2020 to 2021

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 ↑

In 2021, we were mainly focusing on diversifying our accessories segment. We introduced 34 new products to the market in accessories.



REQUEST 5:

GET THE PRODUCTS THAT HAVE THE
HIGHEST AND LOWEST
MANUFACTURING COSTS. THE FINAL
OUTPUT SHOULD CONTAIN THESE
FIELDS:

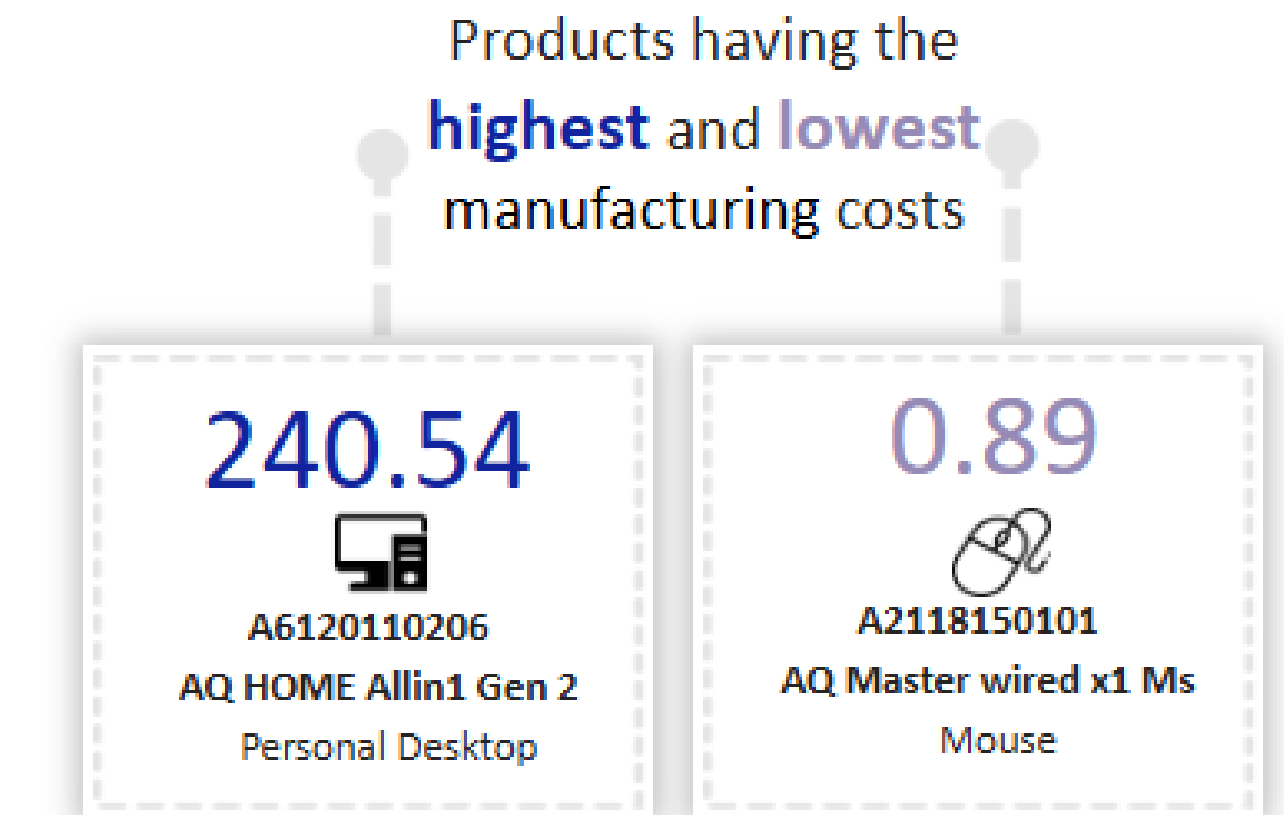
product_code
product
manufacturing_cost



OUTPUT

	product_code	product	cost_year	manufacturing_cost
▶	A6121110208	AQ HOME Allin1 Gen 2 (Premium 2)	2022	263.4207
	A2118150101	AQ Master wired x1 Ms (Standard 1)	2019	0.8654

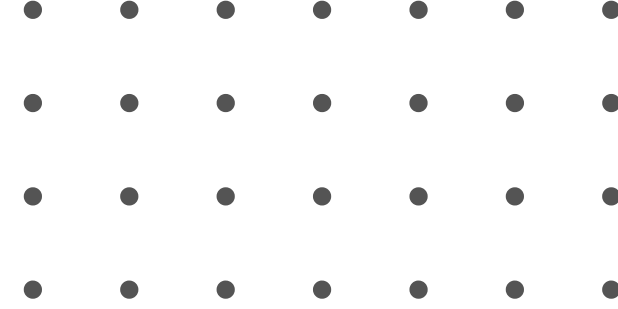
INSIGHTS



Product code & Product

Mouse: AQ Master wired x1 Ms (Variant: Standard 1) has the lowest manufacturing cost.

Personal Desktop: AQ Home Allin1 Gen2 (Variant: Plus 3) has the highest manufacturing cost.



REQUEST 6:

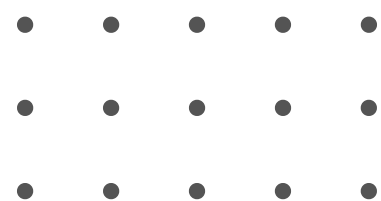
GENERATE A REPORT WHICH CONTAINS
THE TOP 5 CUSTOMERS WHO RECEIVED
AN AVERAGE HIGH PRE-INVOICE
DISCOUNT_PCT FOR THE FISCAL YEAR
2021 AND IN THE INDIAN MARKET. THE
FINAL OUTPUT CONTAINS THESE FIELDS:

customer_code
customer
average_discount_percentage



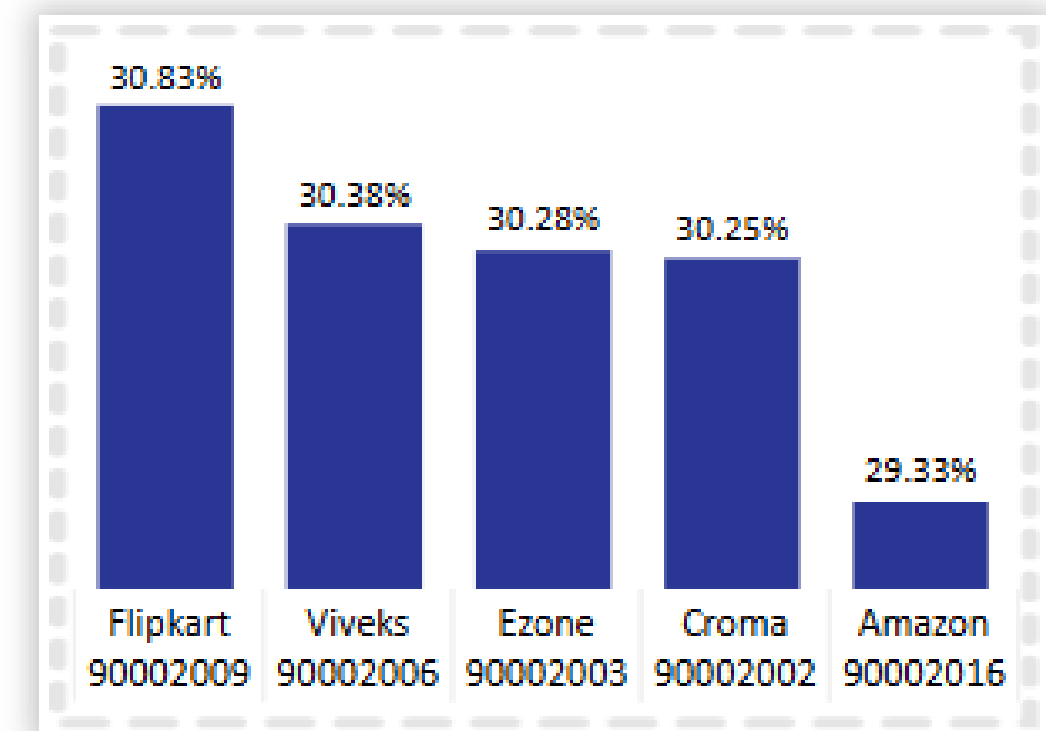
OUTPUT

	customer_code	customer	average_discount_percentage
▶	90002009	Flipkart	0.3083
	90002006	Viveks	0.3038
	90002003	Ezone	0.3028
	90002002	Croma	0.3025
	90002016	Amazon	0.2933



INSIGHTS

Top 5 Indian customers with highest average discount percentage for **FY 2021**



Customer & Customer code

In 2021, we offered nearly equal pre-invoice discount percentages to each of our top 5 customers, given that Flipkart is the most discounted customer in the Indian market, which equals 30.83%.

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. THE FINAL REPORT CONTAINS THESE COLUMNS:

-
-
-
-

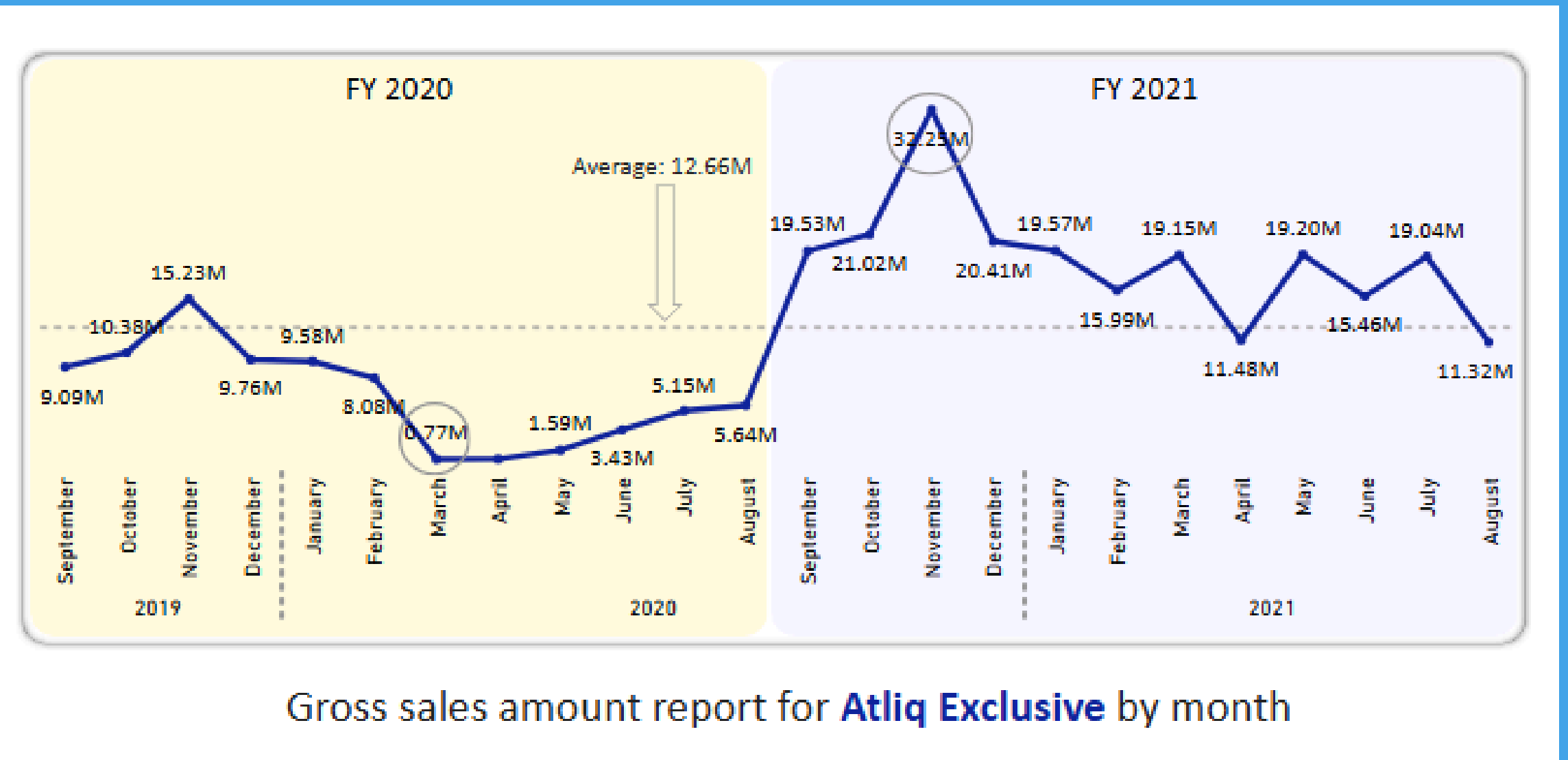
month
year
Gross sales Amount



OUTPUT

	months	year	gross_sales
▶	September	2019	9.09M
	October	2019	10.38M
	November	2019	15.23M
	December	2019	9.76M
	January	2020	9.58M
	February	2020	8.08M
	March	2020	0.77M
	April	2020	0.80M
	May	2020	1.59M
	June	2020	3.43M
	July	2020	5.15M
	August	2020	5.64M
	September	2020	19.53M
	October	2020	21.02M
	November	2020	32.25M
	December	2020	20.41M
	January	2021	19.57M
	February	2021	15.99M
	March	2021	19.15M
	April	2021	11.48M
	May	2021	19.20M
	June	2021	15.46M
	July	2021	19.04M
	August	2021	11.32M

INSIGHTS



For Atliq Exclusive, November 2020 marked the highest sales, and March 2020 marked the lowest gross sales. The lower sales between March and August are because to COVID-19. However, it's a very good sign that the sales increased quickly after August reached the highest level in the last two years in November.



REQUEST 8:

IN WHICH QUARTER OF 2020 DID THE
MAXIMUM TOTAL_SOLD_QUANTITY?
THE FINAL OUTPUT CONTAINS THESE
FIELDS SORTED BY THE TOTAL_SOLD_QUANTITY:

```
quarter  
total_sold_quantity
```

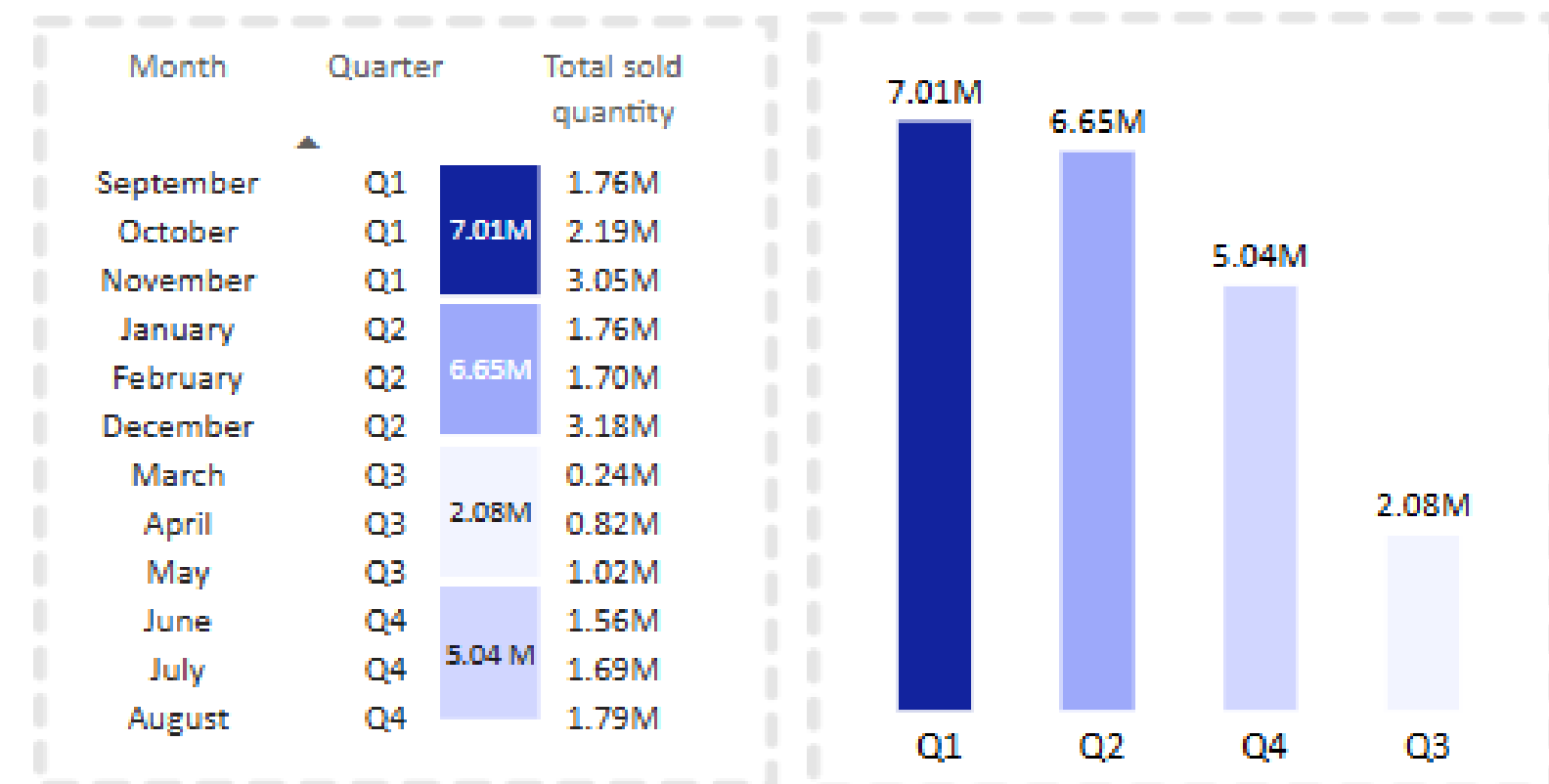


OUTPUT

	quarter	total_sold_quantity_in_millions
▶	Q1	7.01
	Q2	6.65
	Q4	5.04
	Q3	2.08

INSIGHTS

Total sold quantity in FY 2020 by Quarter



This again complements the previous insight. That is the effect of COVID-19 on our sales. The sold quantity decreased to 2.1 million in quarter 3 of FY 2020, which was March, April, and May, when COVID-19 was at its peak.

But we started recovering very early despite the continuation of the pandemic. This early recovery during quarter 4 is probably because of the increased need for hardware like desktops and notebooks, the majority of the students began or continued to do their coursework online during this time, and there was a huge demand for computer accessories.

- • • •
- • • •



REQUEST 9:

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

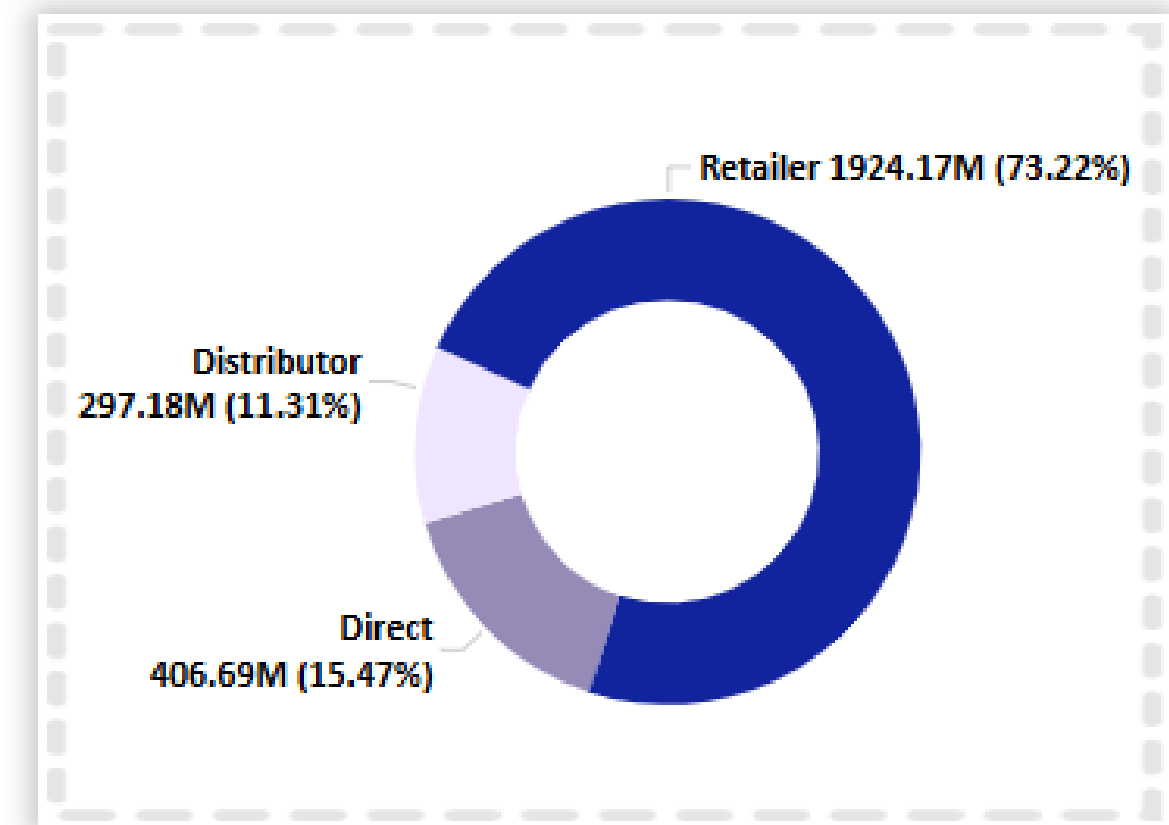


OUTPUT

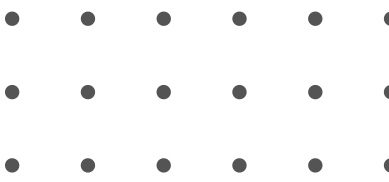
	channel	gross_sales_in_millions	percentage
▶	Retailer	3708.46	73.21
	Direct	784.14	15.48
	Distributor	572.86	11.31

INSIGHTS

Gross sales and contribution percentages by
Channels for FY 2021



The majority of our sales took place via retailers, which is 75% of the total sales. Only a very small percentage of our sales happened through direct and distributor channels.



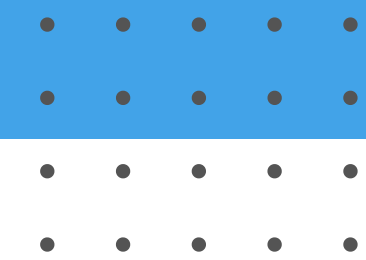
REQUEST 10:

GET THE TOP 3 PRODUCTS IN EACH
DIVISION THAT HAS A HIGH
TOTAL_SOLD_QUANTITY IN THE
FISCAL YEAR 2021? THE FINAL OUTPUT
CONTAINS THESE FIELDS:

division
product_code
Product
total_sold_quantity
rank_order



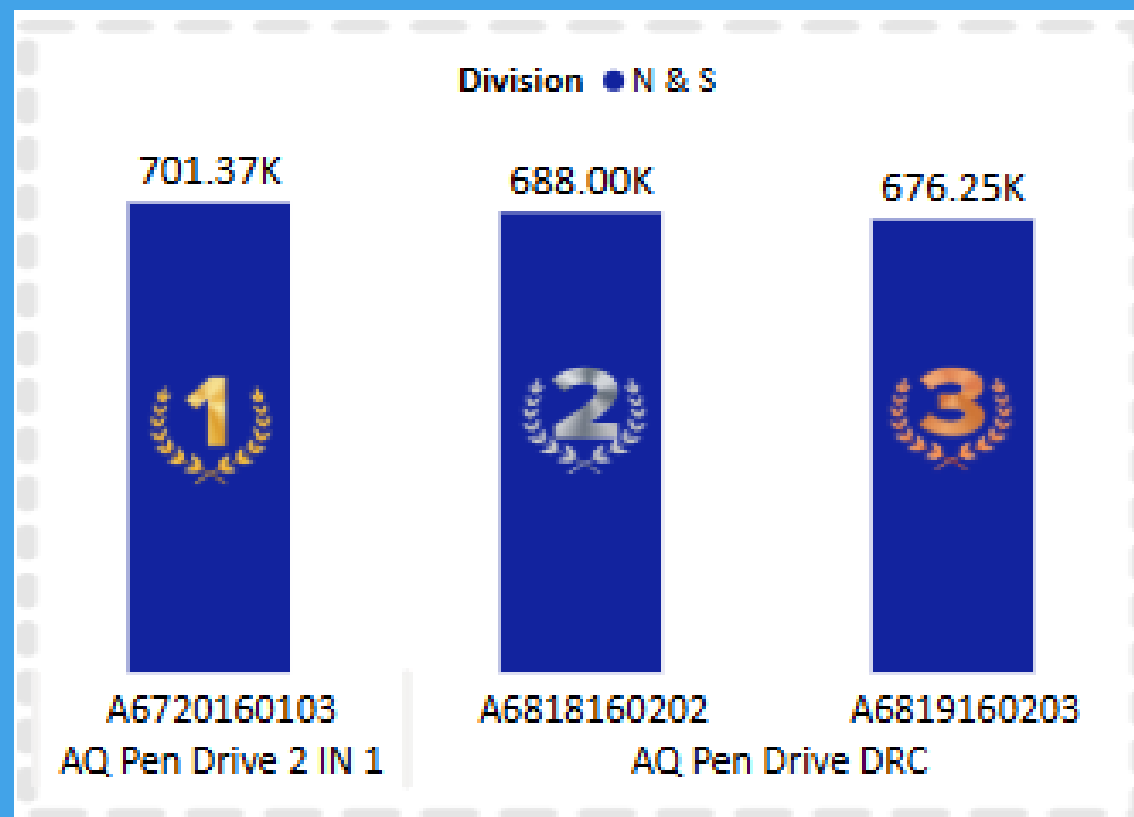
OUTPUT



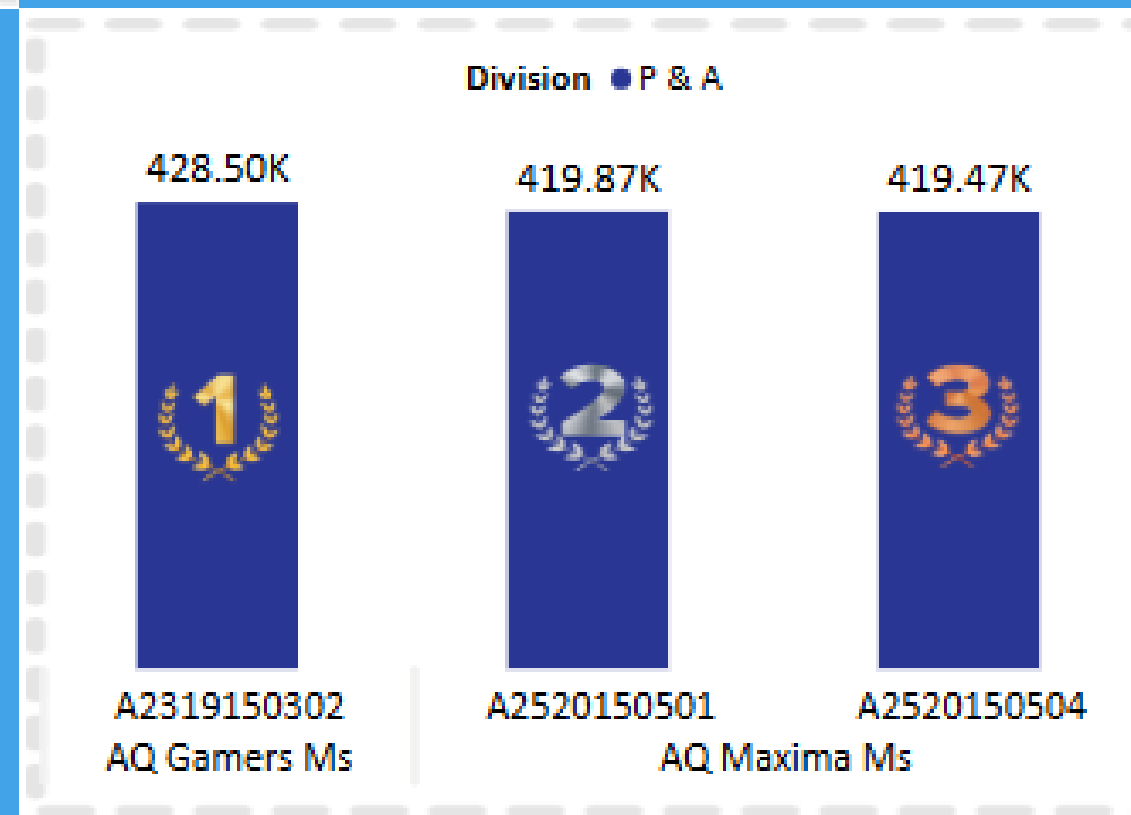
	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
	N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
	N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
	P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
	P & A	A2520150501	AQ Maxima Ms(Standard 1)	419865	2
	P & A	A2520150504	AQ Maxima Ms(Plus 2)	419471	3
	PC	A4218110202	AQ Digit(Standard Blue)	17434	1
	PC	A4319110306	AQ Velocity(Plus Red)	17280	2
	PC	A4218110208	AQ Digit(Premium Misty Green)	17275	3



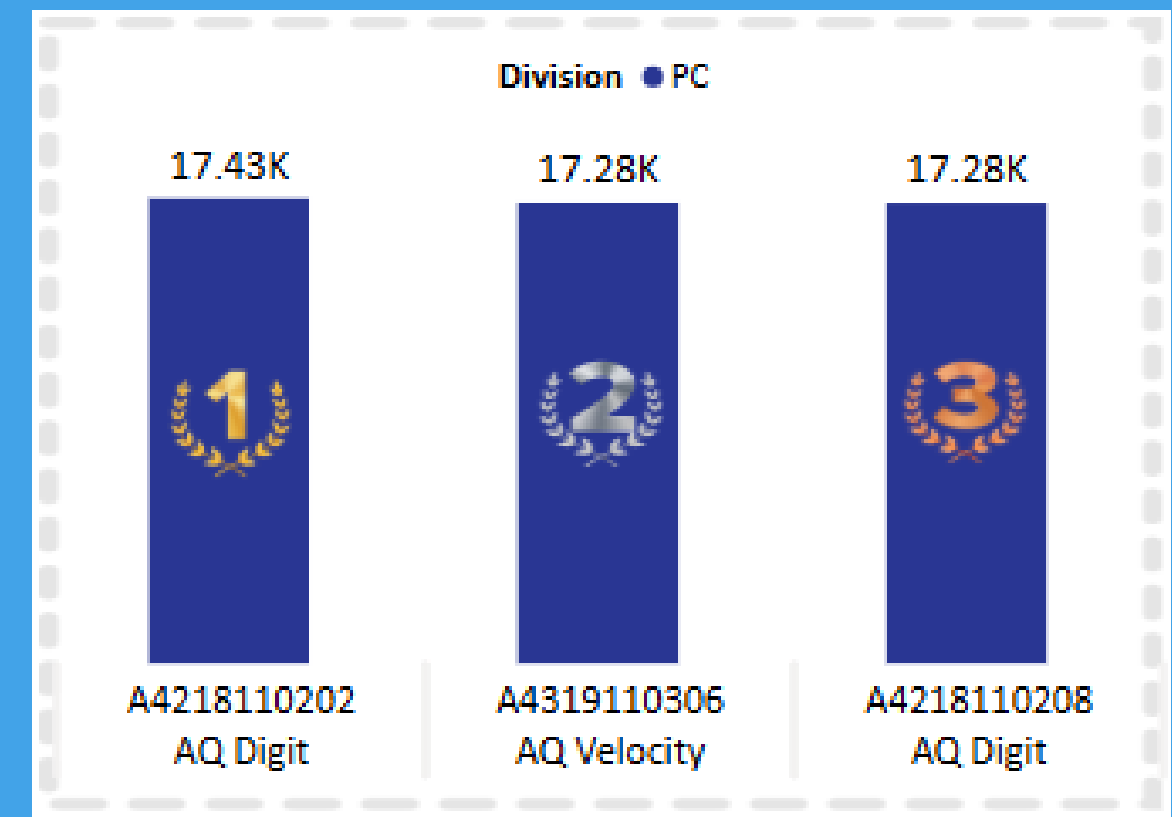
INSIGHTS



The top 3 selling products in N&S were pen drives, which were around 7 lakh in quantity.



The top 3 selling products in P&A were mouse, which were around 4 lakh in quantity.



The top 3 selling products in PC were personal laptops, which were around 17000 in quantity.



THANK YOU



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<https://codebasics.io/portfolio/Akansha-Jhamb>