



AtliQ Hardwares

AD HOC BUSINESS INSIGHTS
REQUESTS

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PURPOSE

THE PURPOSE OF THIS PRESENTATION IS TO SHOW STAKEHOLDERS FROM ATLIQ HARDWARES STORE INSIGHTS FROM THE COMPANY'S DATA THROUGH AD HOC ANALYSIS OF THEIR DATABASE

THIS WILL INCREASE KNOWLEGDE TO FACILITATE DATA DRIVEN BUSINESS DECISIONS

ALL DATA IS AVAILABLE FROM THE PROJECT FOLDER,
INCLUDING DATABASE SQL FILE AND SQL QUERIES

MARKETS IN WHICH CUSTOMER ATLIQ EXCLUSIVE OPERATES IT'S BUSINESS IN THE APAC REGION.



market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

WHAT IS THE PERCENTAGE OF UNIQUE PRODUCT INCREASE IN 2021 VS. 2020?

unique_products_2020	unique_products_2021	percentage_chg
245	334	+36%

**REPORT WITH ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT
AND SORT THEM IN DESCENDING ORDER OF PRODUCT COUNTS**

NUMBER OF UNIQUE PRODUCTS FOR EACH SEGMENT

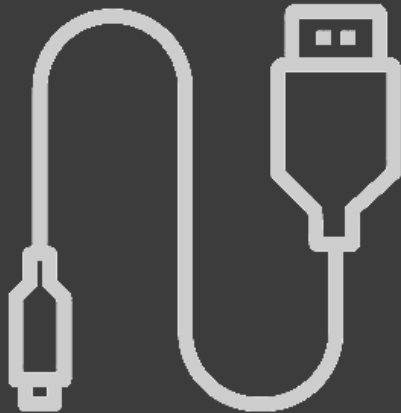
segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

WHICH SEGMENT HAD THE MOST INCREASE IN UNIQUE PRODUCTS IN 2021 VS 2020?

segment	product_count_2020	product_count_2021	difference
Desktop	7	22	313%
Networking	6	9	149%
Accessories	69	103	148%
Storage	12	17	141%
Peripherals	59	75	126%
Notebook	92	108	116%

PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240,54
A2118150101	AQ Master wired x1 Ms	0,89

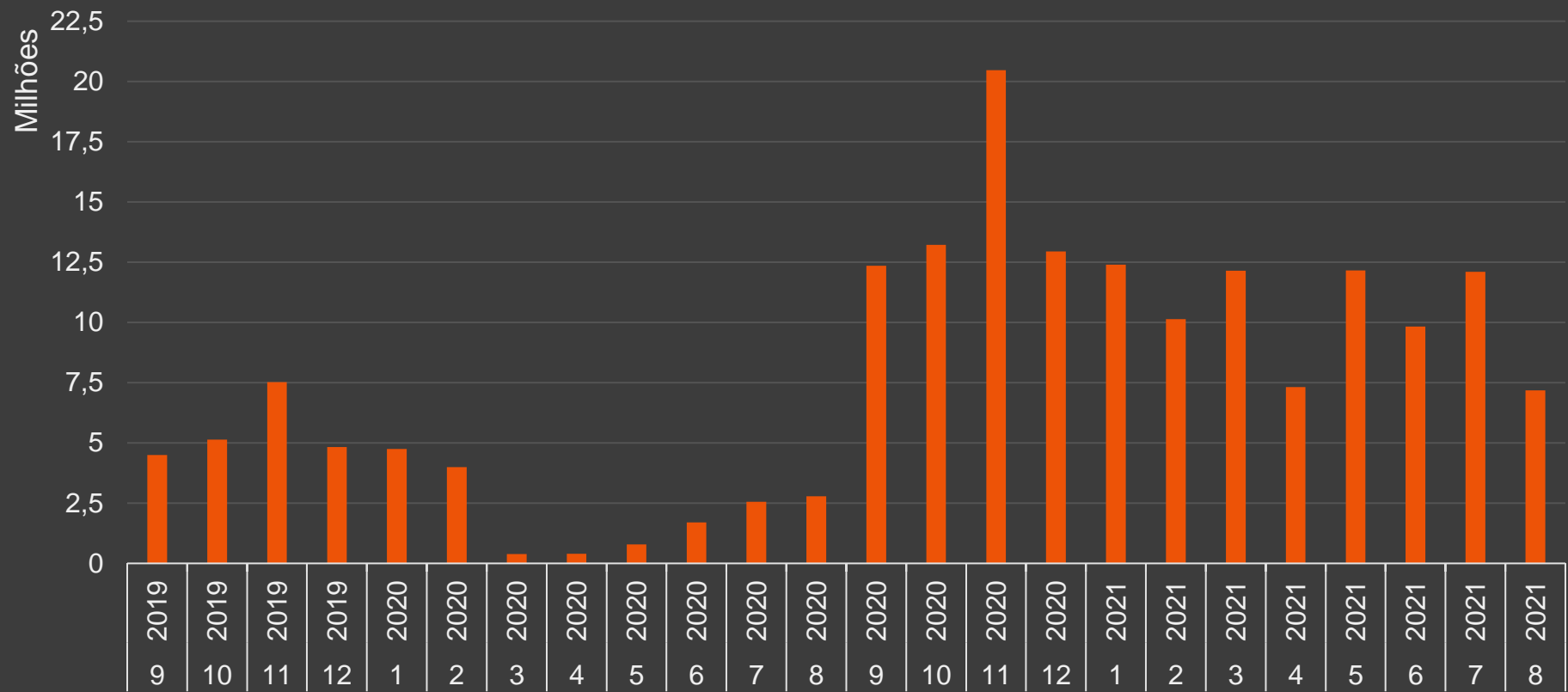


REPORT WHICH CONTAINS THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE INVOICE DISCOUNT PCT FOR THE FISCAL YEAR 2021 AND IN THE INDIAN MARKET

customer_code	customer	average_discount_percentage
90002009	Flipkart	30,83%
90002006	Viveks	30,38%
90002003	Ezone	30,28%
90002002	Croma	30,25%
90002016	Amazon	29,33%

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



WHICH QUARTER OF 2020, GOT THE MAXIMUM TOTAL SOLD QUANTITY?

Quarter	total_sold_quantity
4	915.790.241
3	373.299.747
1	191.963.625
2	175.807.158

WHICH CHANNEL HELPED TO BRING MORE GROSS SALES IN THE FISCAL YEAR 2021 AND HOW MUCH IT CONTIBUTED?

Channel	gross_sales_mln	percentage
Retailer	705.532.519	73%
Direct	150.664.256	16%
Distributor	107.332.599	11%

GET THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGH TOTAL SOLD QUANTITY IN THE FISCAL YEAR 2021

N&S DIVISION

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701.373	1
N & S	A6818160202	AQ Pen Drive DRC	688.003	2
N & S	A6819160203	AQ Pen Drive DRC	676.245	3

GET THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGH TOTAL SOLD QUANTITY IN THE FISCAL YEAR 2021

P&A DIVISION

division	product_code	product	total_sold_quantity	rank_order
P & A	A2319150302	AQ Gamers Ms	428.498	1
P & A	A2520150501	AQ Maxima Ms	419.865	2
P & A	A2520150504	AQ Maxima Ms	419.471	3

GET THE TOP 3 PRODUCTS IN EACH DIVISION THAT HAVE A HIGH TOTAL SOLD QUANTITY IN THE FISCAL YEAR 2021

PC DIVISION

division	product_code	product	total_sold_quantity	rank_order
PC	A4218110202	AQ Digit	17.434	1
PC	A4319110306	AQ Velocity	17.280	2
PC	A4218110208	AQ Digit	17.275	3

THANK YOU