ATLIQ HARDWARE

## SALES INSIGHT FROM AD-HOC REQUESTS

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AGENDA

- Introduction
Insights
conclusion
Queries

INTRODUCTION

- Atliq Hardware, one of the leading computer Producers in india with customers from across the globe ,want to get insight from company product sales to make data informed decision.

Let see requests, query result and insight

Request 1: Provide the list of markets in which customer "Atliq Exclusive"operates its business in the APAC region.
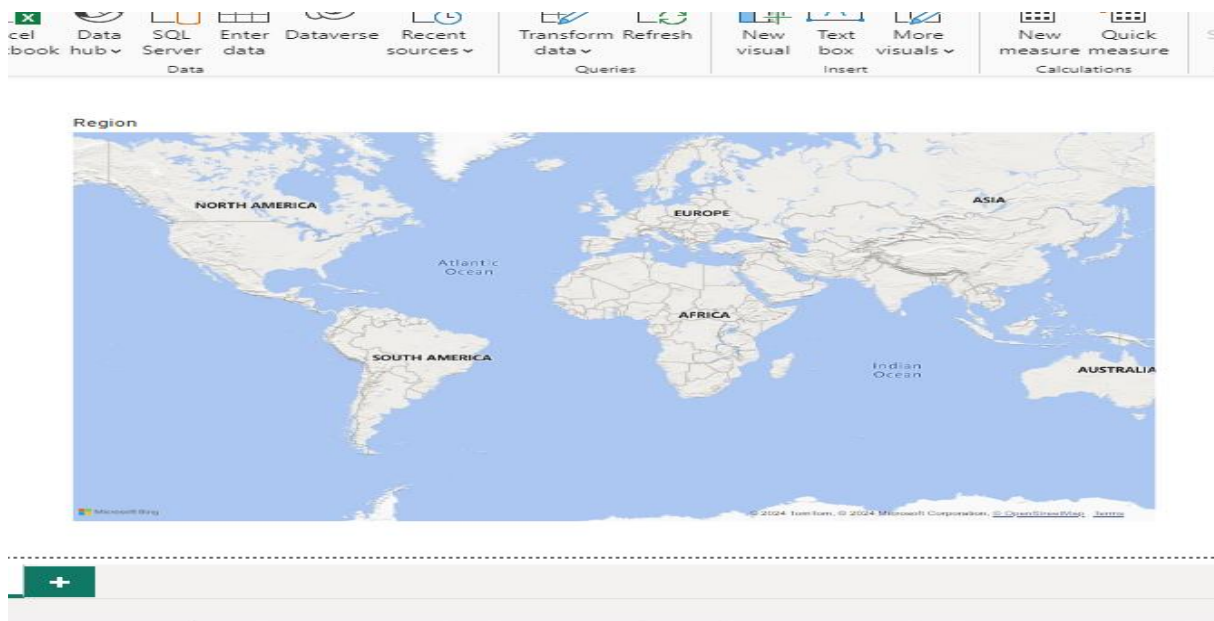
Request 2: What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields: unique_products_2020 ,unique_products_2021, percentage_chg

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

unique_product_2020	percentage_change
245	36.33%

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

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

Result Grid | Filter Rows: | Export:
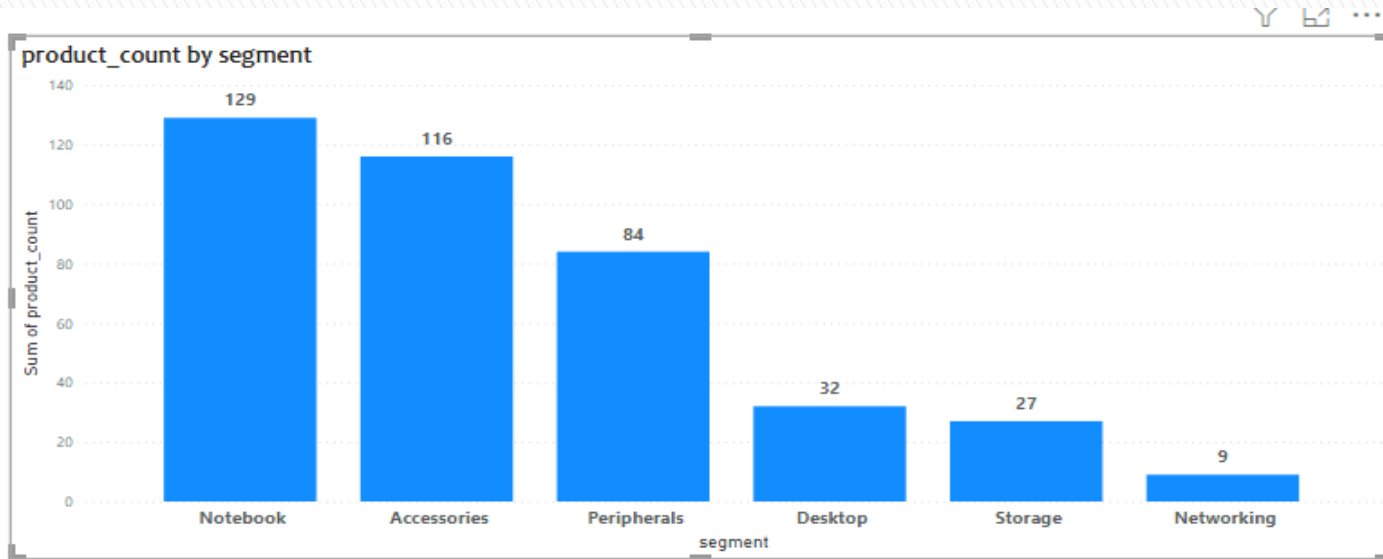
Insight

We have a wide range of products under segment :Notebook,Accessories and peripherals around 110 while segment like Desktop,storage and network are lagging with the average of 23 product per segment.

Request 4 :Get the products that have the highest and lowest
manufacturing costs.
The final output should contain these fields,
product_code
product
manufacturing_cost

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

Request 5: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

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

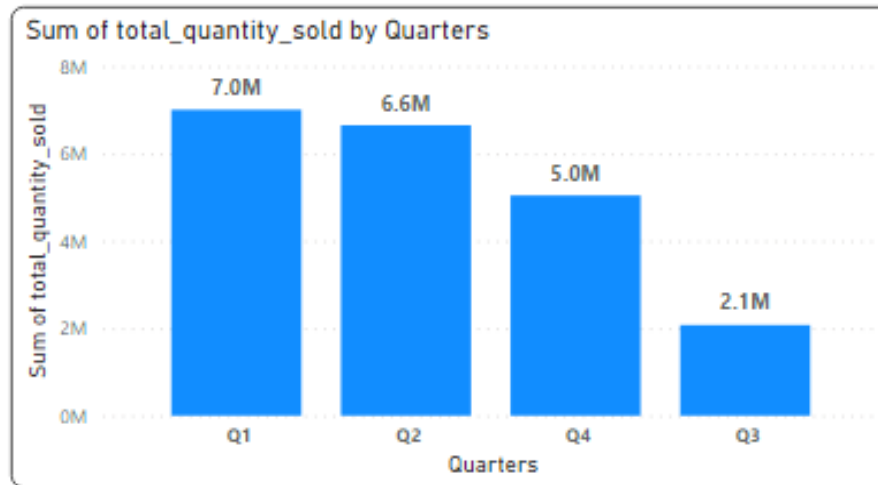avg_discount_percentage by customer
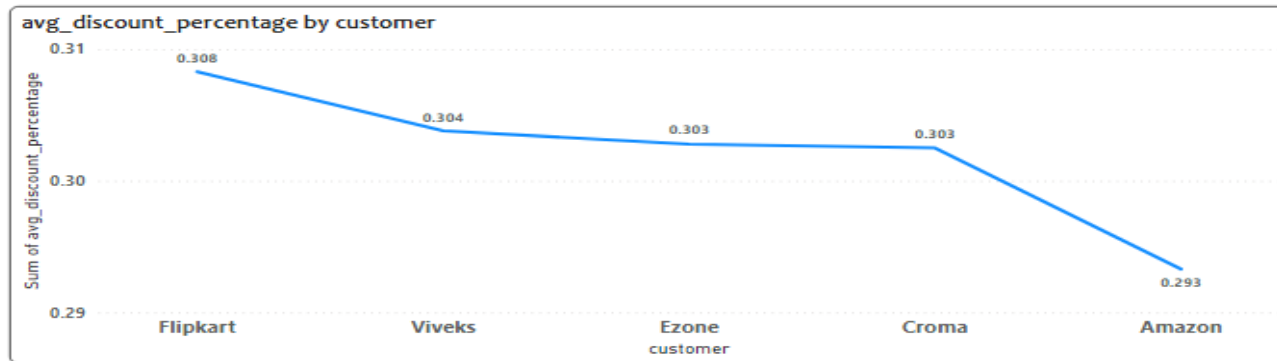
Insight

Flipkarts leads and Amazon has a low discount percentage.

Request 7 : In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,
Quarter
total_sold_quantity

Quarters	total_quantity_sold
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Insight

Q1(September–November) had the maximum quantity sold for FY Sales 2020 sales dropped in Q3(March–May)because of pandamic

Request8:Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields .
division
product_code
product
total_sold_quantity

division	product_code	product	total_sold_quantity	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