



**AtliQ Hardware**

# Consumer Goods Ad-hoc Insights



Codebasics Resume Challenge



# Agenda



1. Context



2. Schema/Data



3. Requests and Insights



## Context

- Company Information

AtliQ Hardware is renowned hardware manufactures in India, who's products have high demand across the globe.

- Problem

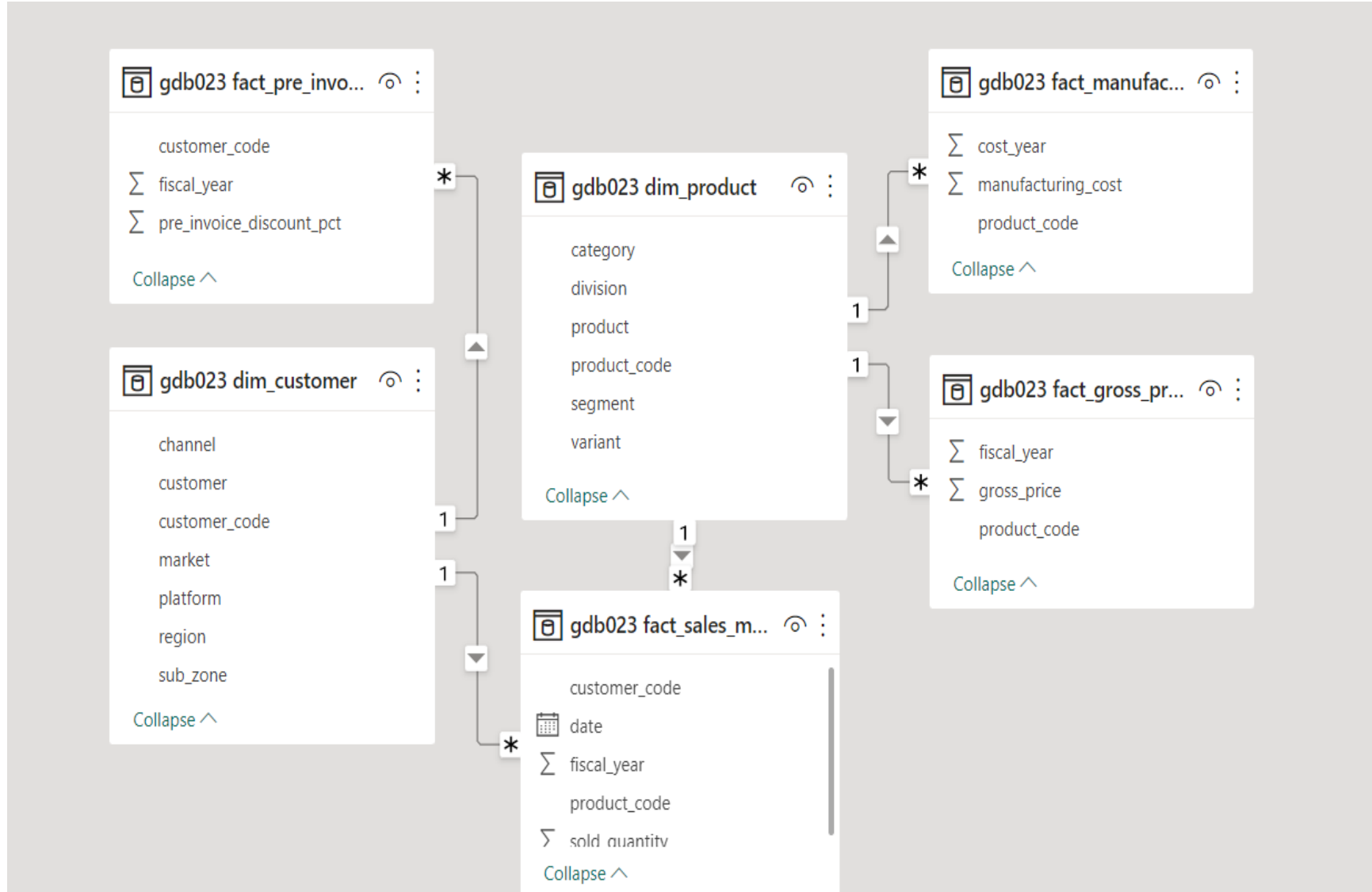
AtliQ Hardware's management needs quick intelligence on performance of various products launched and revenue associated with it.

- Approach

As a data analyst I have decided to use SQL as tool to answer the concerned requests and present the insights using Power BI and Power Point Presentation.



# Schema





## Requests



Ad-hoc  
requests  
and  
Insights



## Request 1

Provide the list of markets in which customer "AtliqExclusive" operates its business in the APAC region.

## Output

Markets
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



## Insights

AtliQ has rowed its foot in almost every big market in Asia except China and Russia.

### List of markets for AtliQ Exclusive in APEC





## 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

## Output

Product_count_2020	Product_count_2021	Percentage
245	334	36.3265

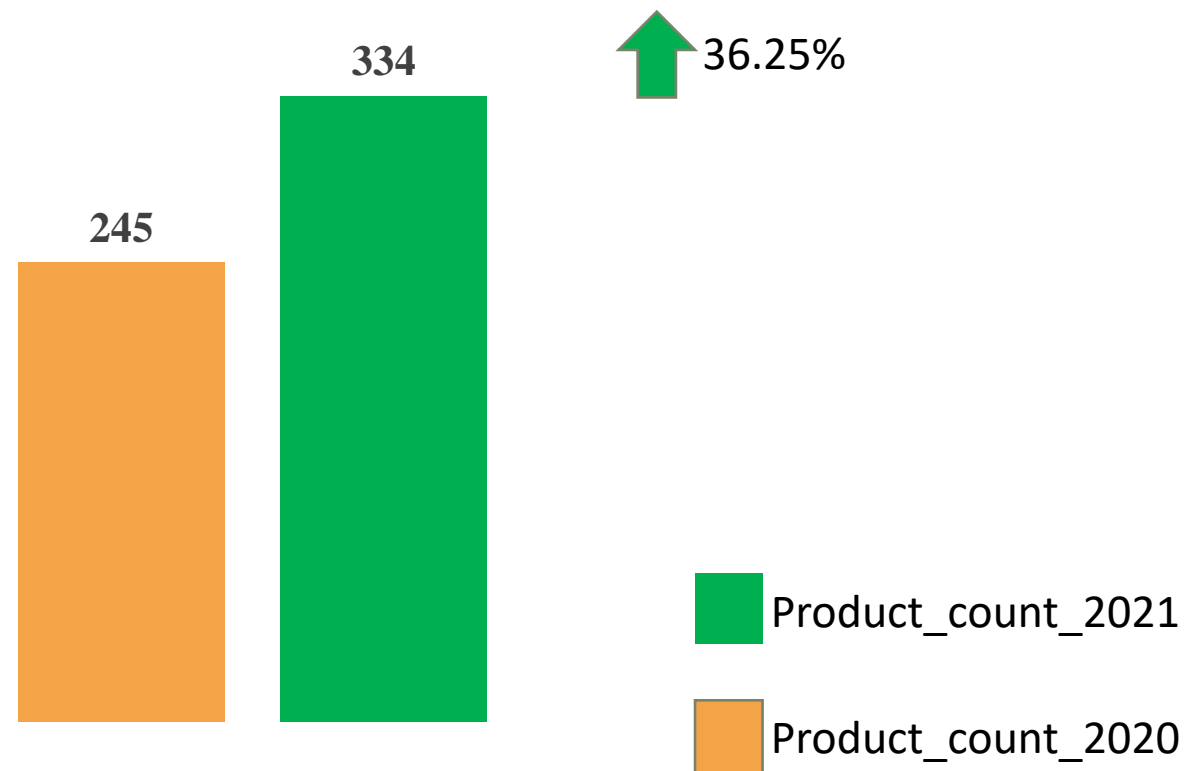




## Insights

In year 2021 the unique product count risen by 33.25%, which is staggering number

Percentage of unique product count increased in 2020 vs 2021





### 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

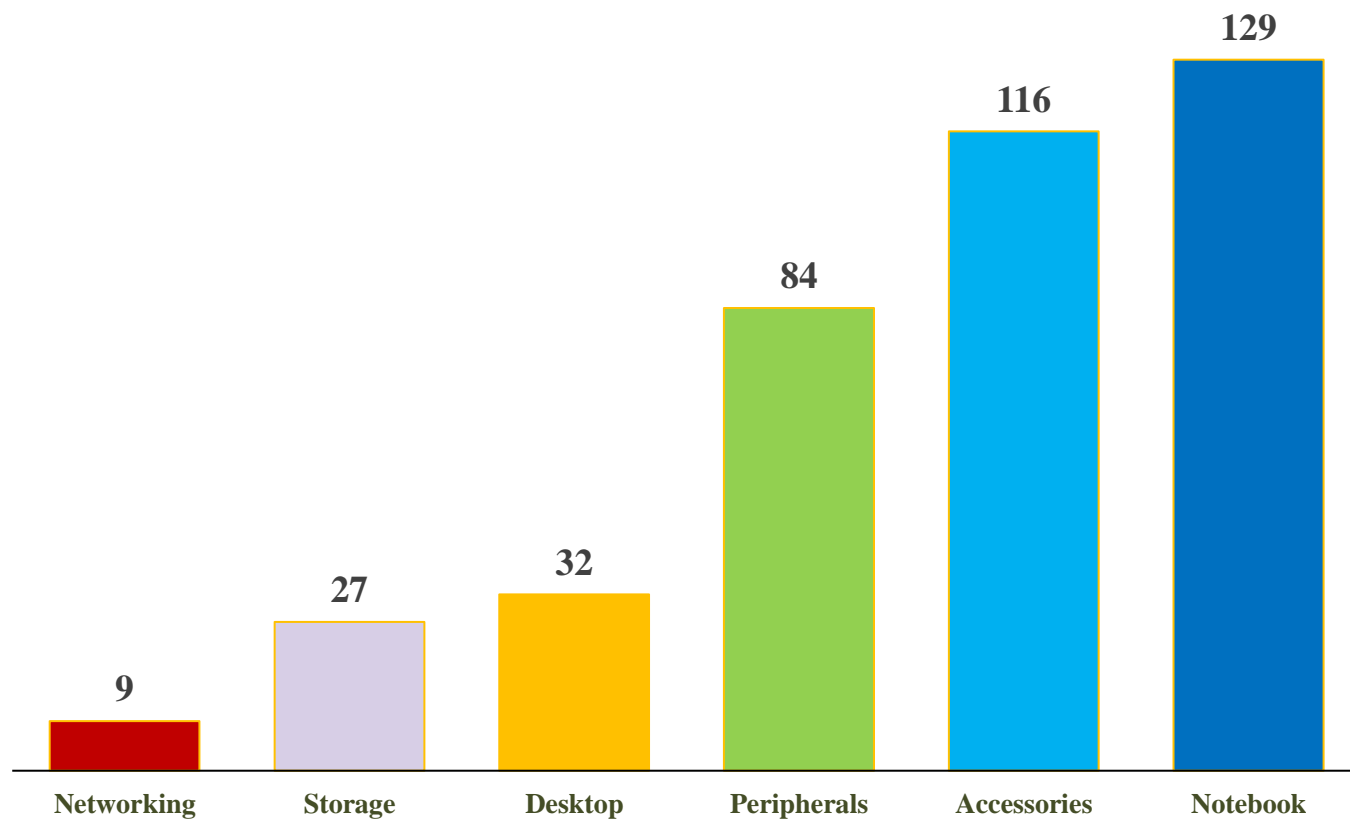


## Insights

Unique product count is largest in stationary items amounting to 245 in total

AtliQ Hardware has low number of products in storage and networking segment

How many products are there in each 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
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5

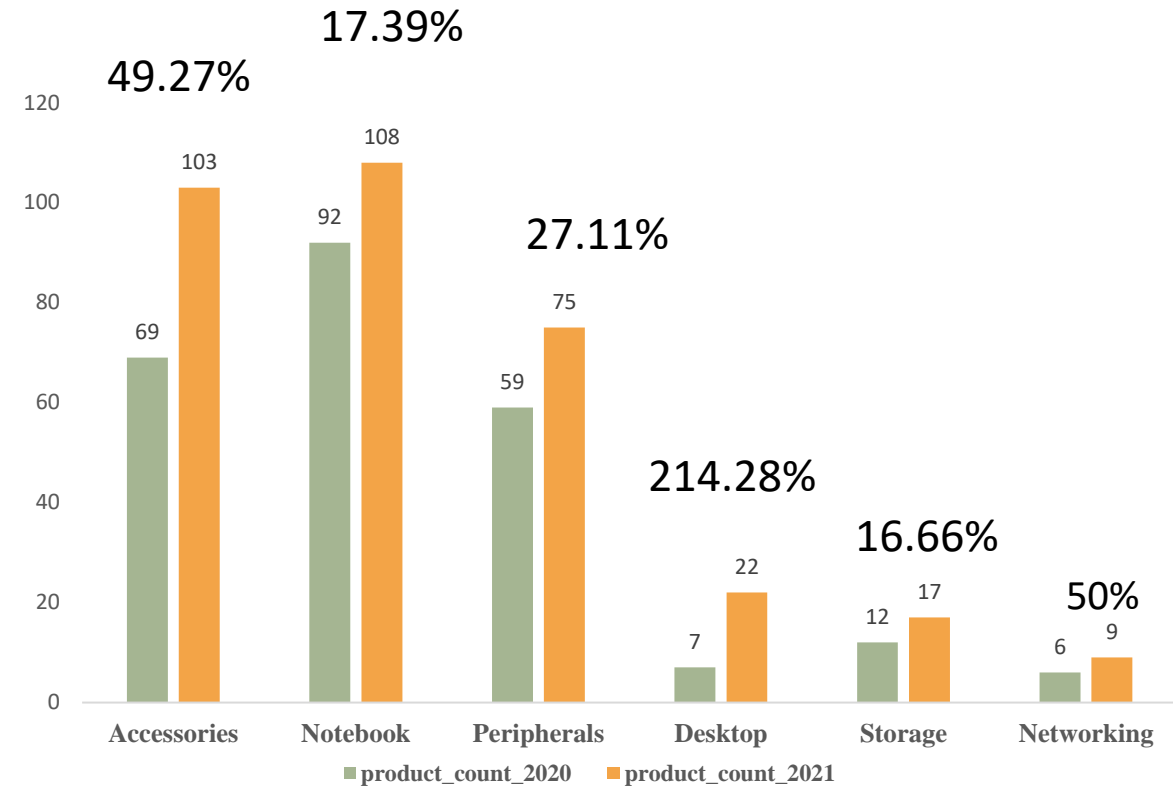


## Insights

The count of new products are introduced are highest in Accessories following notebook and Peripherals.

The percentage products introduced are highest in desktop and networking.

Which segment had most new product increase ?





## 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	Manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.892



## 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	Avg_high_discount_pct
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

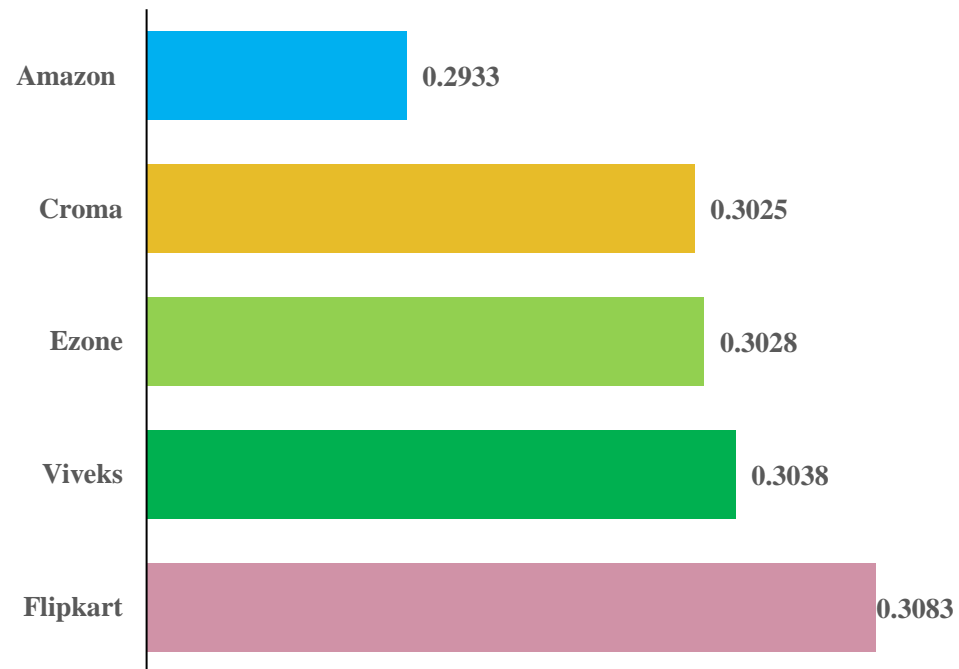


## Insights

We have offered almost similar average discount of 30% to our top five customers in Indian market.

Discounts to Amazon could be breakthrough since it has presence all across the world

Which customer we offered the highest average discount ?







## Request 7

Get the complete report of the Gross sales amount for the customer “AtliqExclusive” 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

Month	Year	Gross sales
September	2019	9,092,670.34
October	2019	10,378,637.60
November	2019	15,231,894.97
December	2019	9,755,795.06
January	2020	9,584,951.94
February	2020	8,083,995.55
March	2020	766,976.45
April	2020	800,071.95
May	2020	1,586,964.48
June	2020	3,429,736.57
July	2020	5,151,815.40
August	2020	5,638,281.83
September	2020	19,530,271.30
October	2020	21,016,218.21
November	2020	32,247,289.79
December	2020	20,409,063.18
January	2021	19,570,701.71
February	2021	15,986,603.89
March	2021	19,149,624.92
April	2021	11,483,530.30
May	2021	19,204,309.41
June	2021	15,457,579.66
July	2021	19,044,968.82
August	2021	11,324,548.34

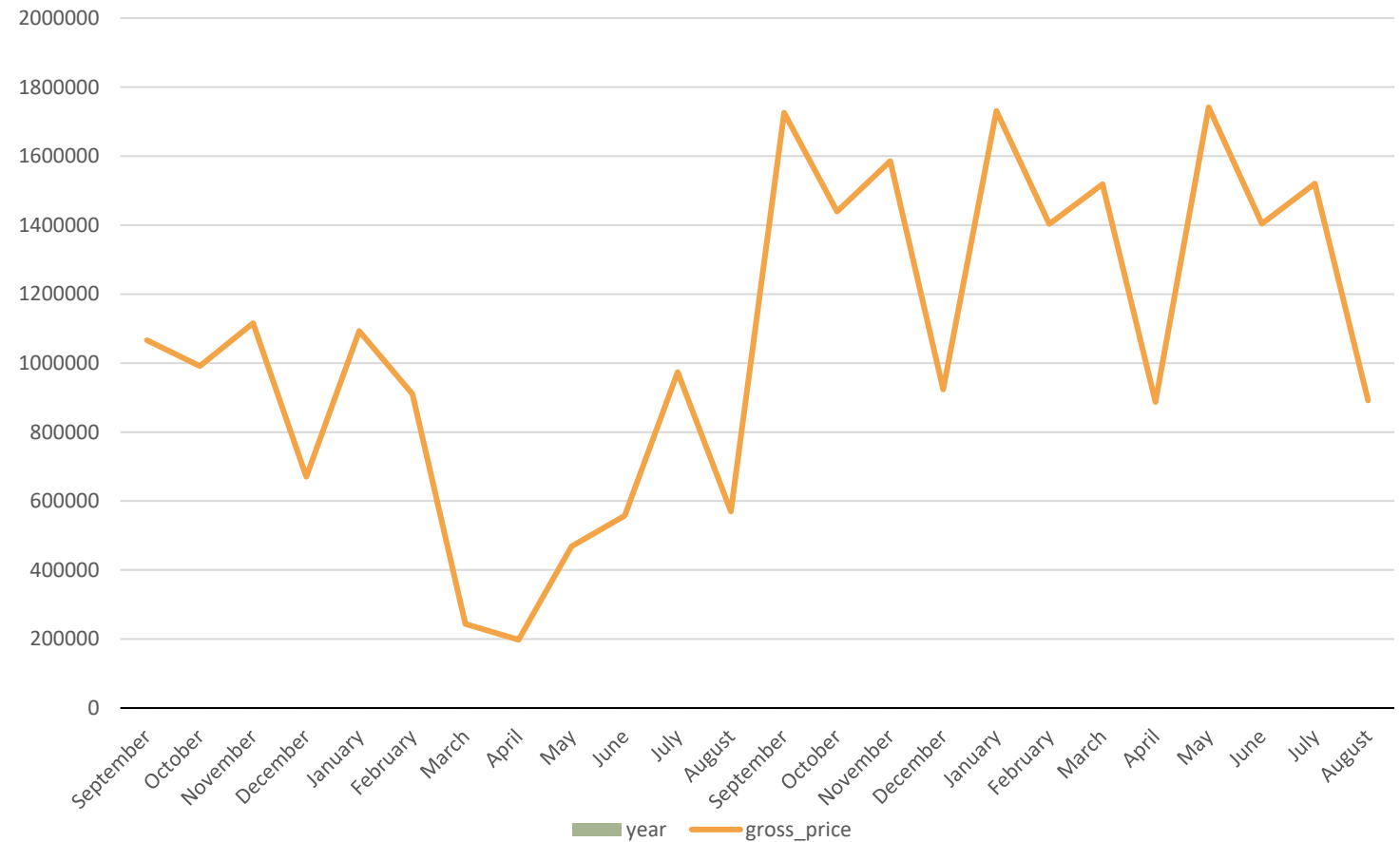


## Insights

Covid-19 had significant impact on business in 2020 that sales tanked to 0.2 million

There is consistent trend between touching highs and lows in sales. It could be because of academic year end etc

What is YoY trend for gross sales from 2019 to 2021 ?





## Request 8

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

## Output

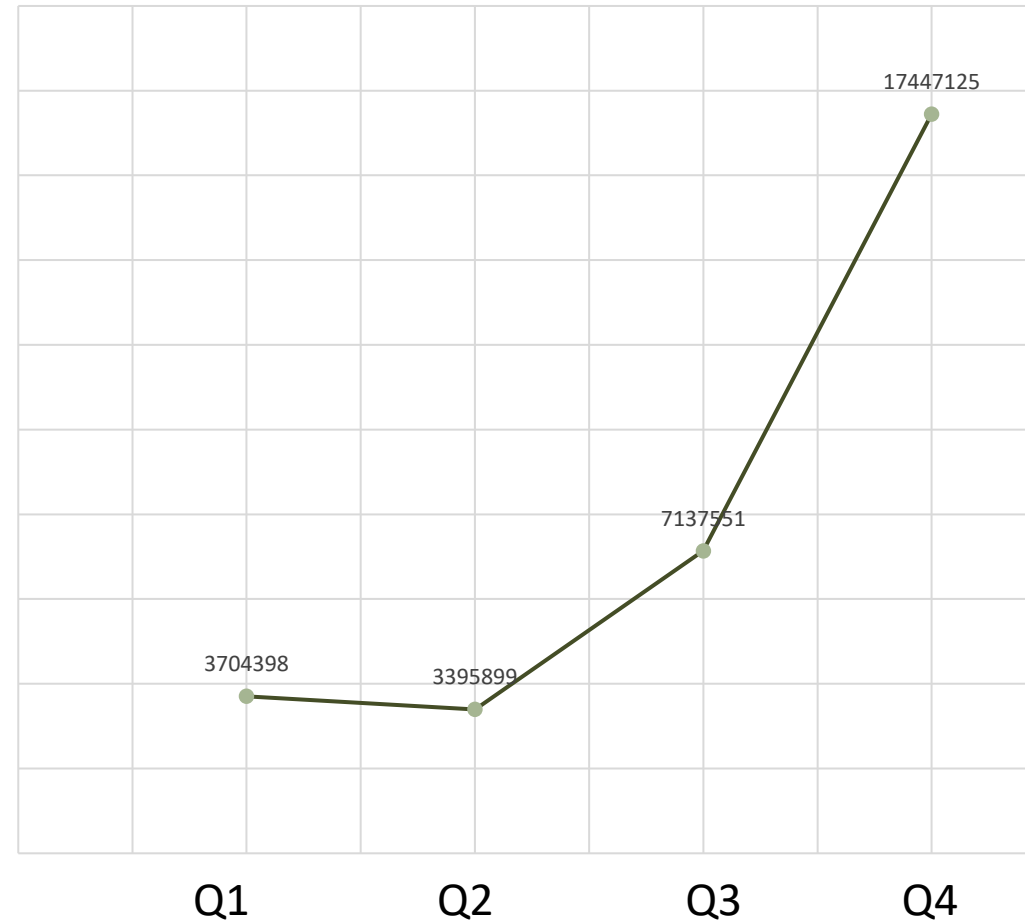
Quarter	Total sold Quantity
4	17,447,125
3	7,137,551
2	3,395,899
1	3,704,398



## Insights

Even in covid lockdown we could sell items as many as in Q1 but demand soared in Q3 and reaching to highs in Q4

Which Quarter we had max product sales?





## 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 mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31

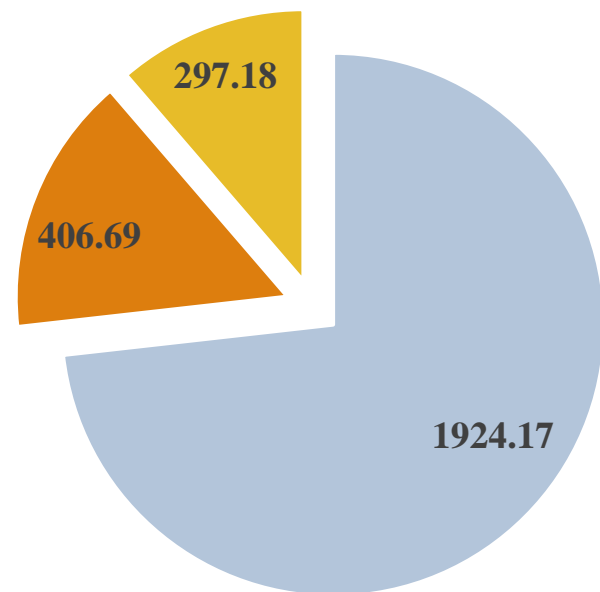


## Insights

Three Quarter of gross sales came from retailers proving Peritos principle.

To keep momentum its evident to make partnership with retailers

Which channel contributed the most in Gross sales



■ Retailer ■ Direct ■ Distributor



## Request 10

Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year2021?

The final output contains these fields:

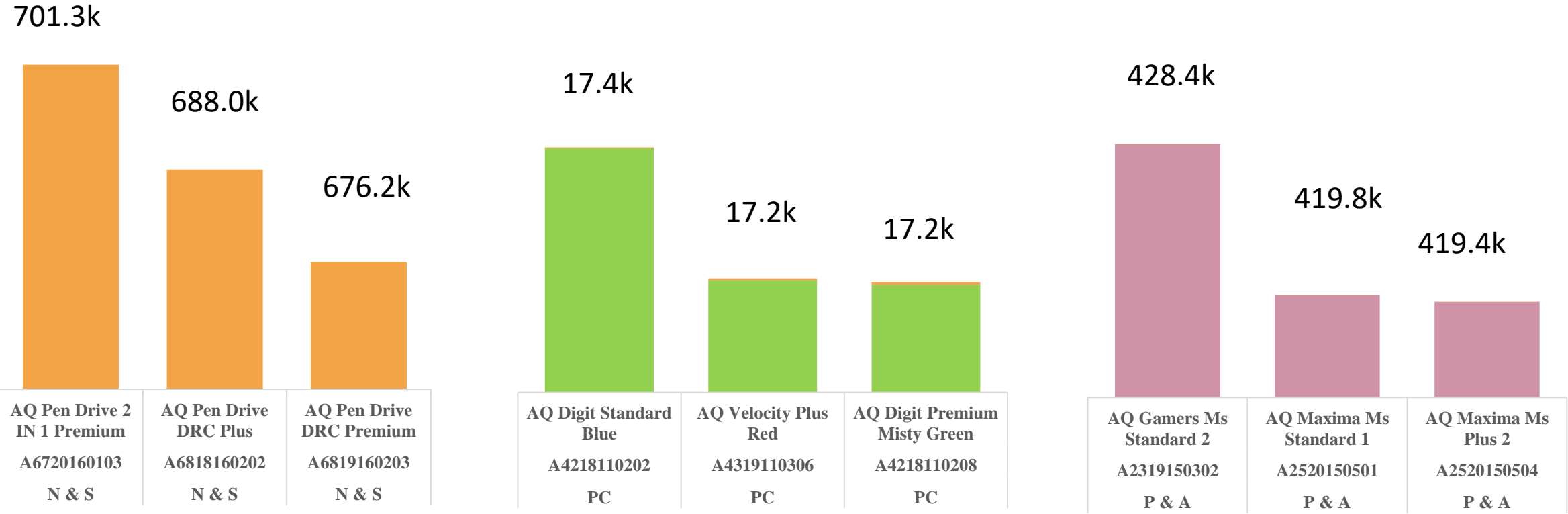
- division
- product\_code
- Product
- total\_sold\_quantity
- rank\_order

## Output

Divisions	Product Code	Product	Total sold quantity	Rank order
N & S	A6720160103	AQ Pen Drive 2 IN 1 Premium	701,373	1
N & S	A6818160202	AQ Pen Drive DRC Plus	688,003	2
N & S	A6819160203	AQ Pen Drive DRC Premium	676,245	3
P & A	A2319150302	AQ Gamers Ms Standard 2	428,498	1
P & A	A2520150501	AQ Maxima Ms Standard 1	419,865	2
P & A	A2520150504	AQ Maxima Ms Plus 2	419,471	3
PC	A4218110202	AQ Digit Standard Blue	17,434	1
PC	A4319110306	AQ Velocity Plus Red	17,280	2
PC	A4218110208	AQ Digit Premium Misty Green	17,275	3



AQ Pen Drive Premium has highest demand in N & S where as AQ Digital Standard sold in more in numbers in PC division .P & A domain Q gamers Ms standard is sold most in numbers.







Thank you