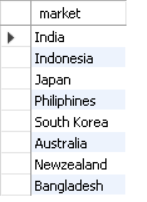
ATLIQ HARDWARES SALES ANALYSIS  
  
Ad-Hoc Requests

**1. Provide the list of markets in which customer "AtliQ Exclusive" operates its business in the APAC region.  
  
Input Code:  
SELECT DISTINCT market FROM dim\_customer**

**WHERE customer = 'Atliq Exclusive' AND region = 'APAC';  
  
Output:**

**  
  
  
2. What is the percentage of unique product increase in 2021 vs. 2020?**

**Input Code:  
SELECT X.A AS unique\_product\_2020, Y.B AS unique\_products\_2021, ROUND((B-A)\*100/A, 2) AS percentage\_chg**

**FROM**

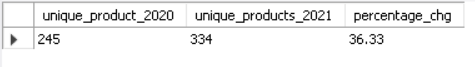
**(**

**(SELECT COUNT(DISTINCT(product\_code)) AS A FROM fact\_sales\_monthly**

**WHERE fiscal\_year = 2020) X,**

**(SELECT COUNT(DISTINCT(product\_code)) AS B FROM fact\_sales\_monthly**

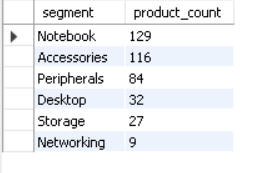
**WHERE fiscal\_year = 2021) Y**

**);  
  
Output:  
**

**3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.**

**Input Code:  
SELECT segment, count(DISTINCT product\_code) AS product\_count FROM dim\_product**

**GROUP BY segment**

**ORDER BY product\_count DESC;  
  
Output:  
**

**4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020?   
  
Input Code:  
WITH cte AS**

**(**

**SELECT**

**a.segment AS segment,**

**COUNT(distinct**

**(CASE WHEN fiscal\_year = '2020' THEN a.product\_code END)) AS product\_count\_2020,**

**COUNT(DISTINCT**

**(CASE WHEN fiscal\_year = '2021' THEN a.product\_code END)) AS product\_count\_2021**

**FROM dim\_product AS a**

**JOIN fact\_sales\_monthly AS b**

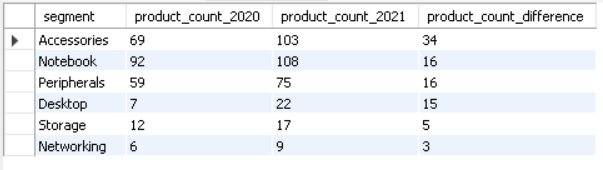
**ON a.product\_code = b.product\_code**

**GROUP BY a.segment**

**)**

**SELECT segment, product\_count\_2020, product\_count\_2021, (product\_count\_2021 - product\_count\_2020) AS product\_count\_difference**

**FROM cte**

**ORDER BY product\_count\_difference DESC;  
  
Output:  
**

**5. Get the products that have the highest and lowest manufacturing costs.   
  
Input Code:  
SELECT dp.product\_code, dp.product, manufacturing\_cost**

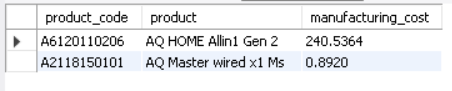
**FROM dim\_product AS dp**

**JOIN fact\_manufacturing\_cost AS mc**

**ON dp.product\_code = mc.product\_code**

**WHERE manufacturing\_cost = ( SELECT MAX(manufacturing\_cost) AS manufacturing\_cost FROM fact\_manufacturing\_cost) OR**

**manufacturing\_cost = ( SELECT MIN(manufacturing\_cost) AS manufacturing\_cost FROM fact\_manufacturing\_cost)**

**ORDER BY manufacturing\_cost DESC;  
  
Output:  
**

**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.  
  
Input Code:  
SELECT c.customer\_code, c.customer,**

**CONCAT(ROUND(AVG(pre\_invoice\_discount\_pct)\*100,2),'%') AS average\_discount\_percentage**

**FROM dim\_customer AS c**

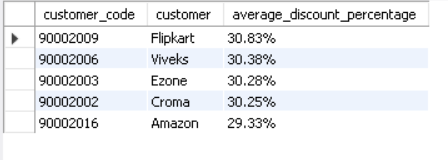
**JOIN fact\_pre\_invoice\_deductions AS pid**

**ON C.CUSTOMER\_CODE = pid.customer\_code**

**WHERE fiscal\_year = '2021' AND market = 'India'**

**GROUP BY customer\_code, customer**

**ORDER BY AVG(pre\_invoice\_discount\_pct) DESC**

**LIMIT 5;  
  
Output:  
**

**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.**

**Input Code:  
SELECT**

**MONTH(date) AS month\_name,**

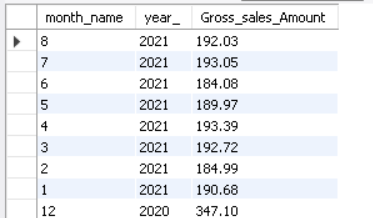
**YEAR(date) AS year\_,**

**ROUND(SUM(gross\_price\*sold\_quantity)/1000000,2) AS Gross\_sales\_Amount**

**FROM fact\_sales\_monthly AS a**

**JOIN fact\_gross\_price AS b**

**ON a.product\_code = b.product\_code**

**GROUP BY month\_name, year\_;  
  
Output:  
**

**8. In which quarter of 2020, got the maximum total\_sold\_quantity .  
  
Input Code:  
SELECT**

**CASE**

**WHEN MONTH(DATE) IN (9,10,11) THEN 'Q1'**

**WHEN MONTH(DATE) IN (12,1,2) THEN 'Q2'**

**WHEN MONTH(DATE) IN (3,4,5) THEN 'Q3'**

**ELSE 'Q4'**

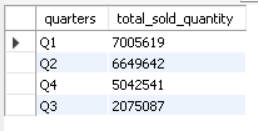
**END AS quarters,**

**SUM(sold\_quantity) AS total\_sold\_quantity**

**FROM fact\_sales\_monthly**

**WHERE fiscal\_year = '2020'**

**GROUP BY quarters**

**ORDER BY total\_sold\_quantity DESC;  
  
Output:  
**

**9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?   
  
Input Code:  
WITH cte AS**

**(**

**SELECT channel,**

**ROUND(SUM(gross\_price\*sold\_quantity)/1000000,2) AS gross\_sales\_mln**

**FROM dim\_customer AS c**

**JOIN fact\_sales\_monthly AS sm**

**ON c.customer\_code = sm.customer\_code**

**JOIN fact\_gross\_price AS gp**

**ON sm.product\_code = gp.product\_code**

**WHERE sm.fiscal\_year = '2021'**

**GROUP BY channel**

**)**

**SELECT channel,**

**CONCAT(gross\_sales\_mln, ' M $') AS gross\_sales\_mln,**

**CONCAT(ROUND(gross\_sales\_mln/total\*100,2),'%') AS contribution\_percentage**

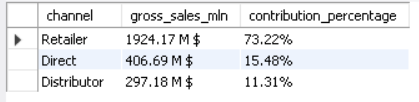
**FROM**

**(**

**(SELECT SUM(gross\_sales\_mln) AS total FROM cte) AS a,**

**(SELECT \* FROM cte) AS b**

**)**

**ORDER BY contribution\_percentage DESC;  
  
Output:  
**

**10. Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?  
  
Input Code:  
WITH top\_products\_sold AS**

**(**

**SELECT a.division, a.product\_code, a.product,**

**SUM(b.sold\_quantity) AS total\_sold\_quantity**

**FROM dim\_product AS a**

**JOIN fact\_sales\_monthly AS b**

**ON a.product\_code = b.product\_code**

**WHERE fiscal\_year = '2021'**

**GROUP BY a.division, a.product\_code, a.product**

**ORDER BY total\_sold\_quantity DESC**

**),**

**top\_sold\_by\_division AS**

**(**

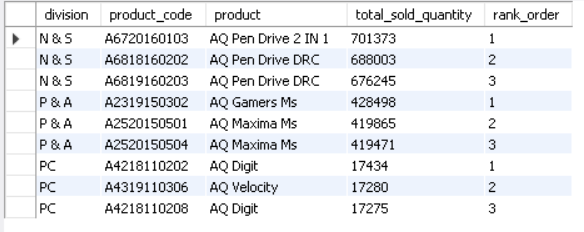
**SELECT division, product\_code, product, total\_sold\_quantity,**

**DENSE\_RANK () OVER (PARTITION BY division ORDER BY total\_sold\_quantity DESC) AS rank\_order**

**FROM top\_products\_sold**

**)**

**SELECT \* FROM top\_sold\_by\_division**

**WHERE rank\_order <= 3;  
  
Output:  
**