

Atliq Hardwares Consumer Goods Ad-hoc Insights

Agenda

- About AtliQ hardware
- Problem statement
- Input data
- Ad-hoc requests results and insights



About AtliQ Hardwares



- AtliQ Hardwares (Fictional enterprise) is one of the leading computer hardware producers in India.
- It has extended its presence globally as well.
- The company offers a range of computer hardware, including:
 - Personal Computers
 - Peripherals & Accessories
 - Network & Storage devices



Problem Statement



The Challenge

- The company management noticed that they do not get enough insights to make quick and smart data-informed decisions.
- There are 10 ad-hoc requests for which the business needs insights.
- The task is to run SQL queries to answer these requests.
- Build visualizations for presenting insights to top-level management.

AtliQ's Market

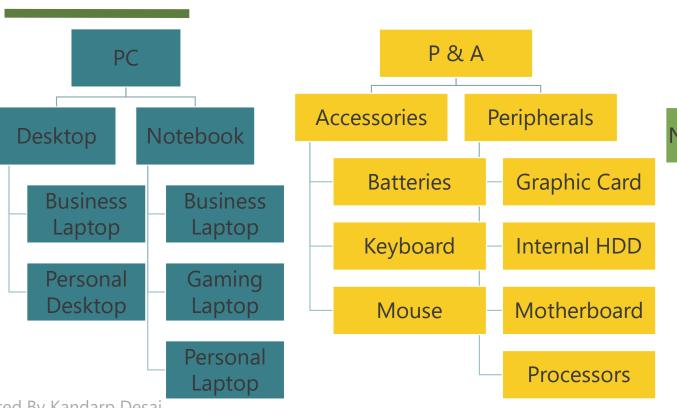


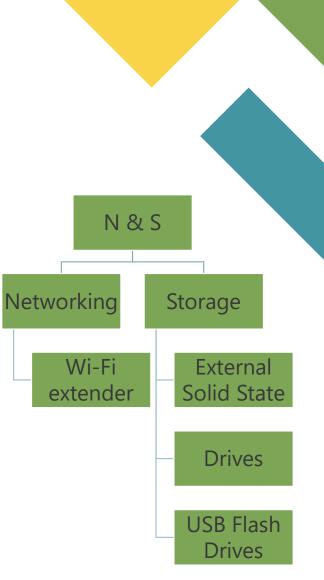
The company has its presence in following regions:

- APAC
- NA
- LATAM
- EU

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Product line

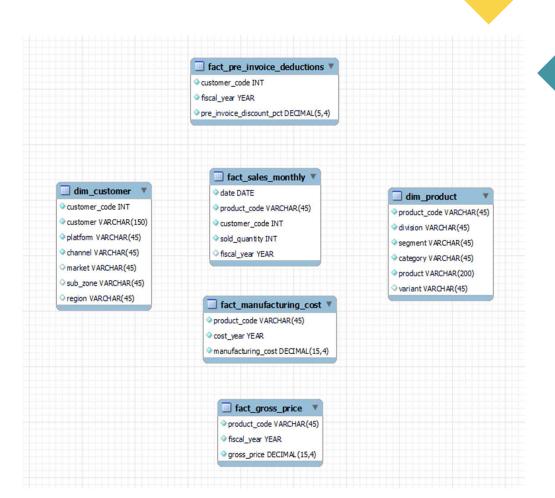




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Input Data

- ➤ We have got input data for fiscal year 2020 and 2021.
- The input data consists of customer information, product information and sales information





Results and Insights



Request 1:

✓ Provide the list of markets in which customer **AtliQ Exclusive** operates its business in the **APAC** region.

> Output:

market

India

Indonesia

Japan

Philiphines

South Korea

Australia

Newzealand

Bangladesh

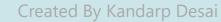
- In APAC region, AtliQ Exclusive has established itself in 8 diverse markets.
- India has the highest gross sales – 99.67 M
- Japan has the lowest gross sales – 3.27 M



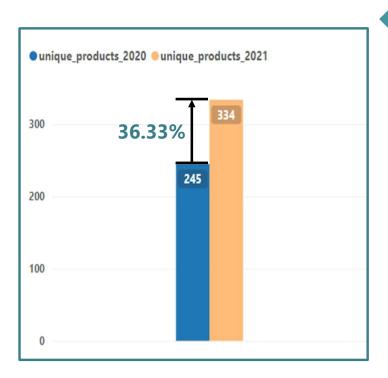
Request 2:

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

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33



The company experienced a significant **36.33%** increase in unique products from 2020 to 2021.



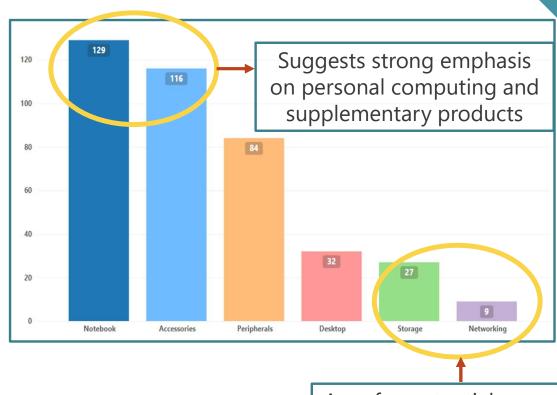
Request 3:

✓ Provide a report with all the unique product counts for each segment.

≻ Output:

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

- There is a wide range of products under Notebook, Accessories and Peripherals.
- On the other hand, the company still needs to diversify the product range for Desktop, Storage and Networking devices.

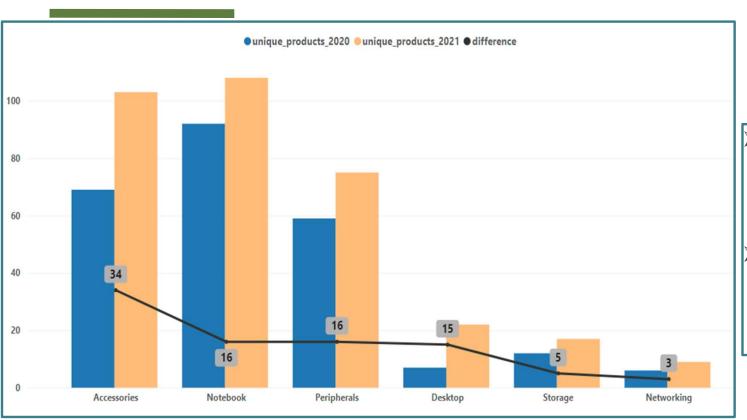


Area for potential expansion or strategic focus.

Request 4:

✓ Which segment had the most increase in unique products in 2021 vs 2020?

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



- Accessories segment marked the most significant increase in unique products introduced in 2021.
- The company is making focused efforts to diversify accessory offerings to meet evolving consumer needs.

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Request 5:

✓ Get the 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

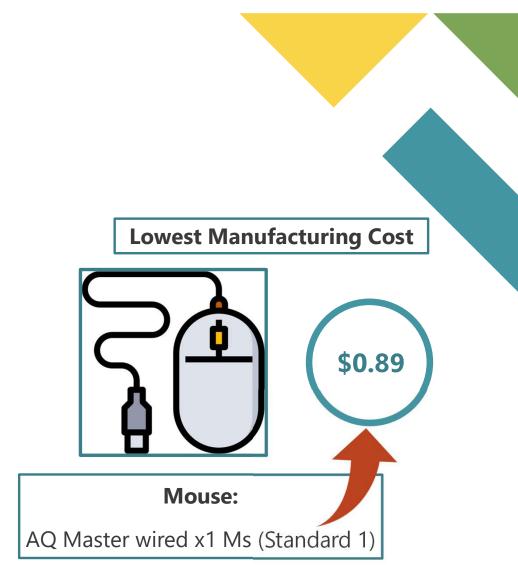


Highest Manufacturing Cost



Personal Desktop:

AQ Home Allin 1 Gen 2 (Plus 3)



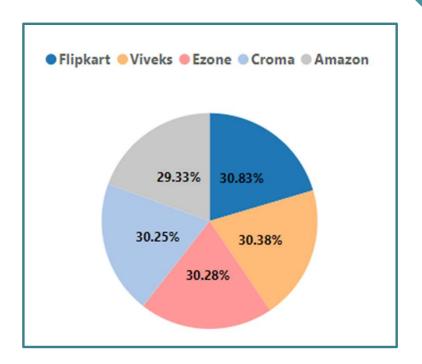
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Request 6:

✓ Generate a report which contains the top 5 customers who received an average high pre-invoice discount (%) 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

- Flipkart got the highest preinvoice discount.
- Amazon stands out with the lowest discount rate among the group.

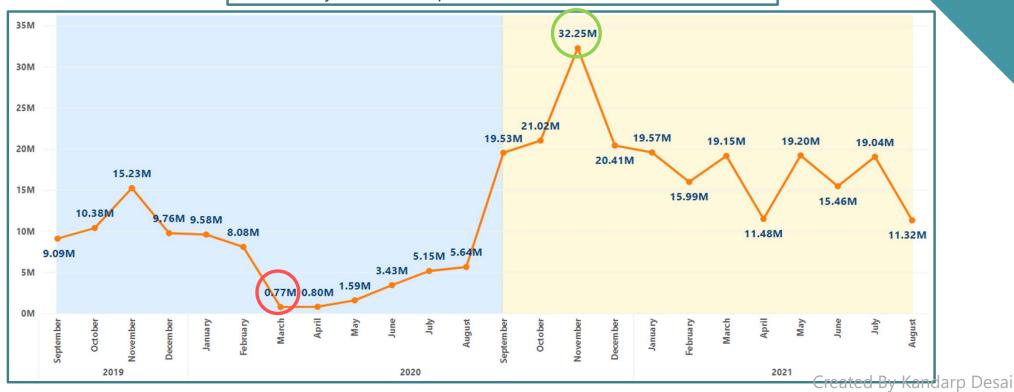


Request 7:

✓ Get the complete report of the Gross sales amount for the customer **AtliQ Exclusive** for each month. AtliQ's fiscal year runs from September to August.

Month Year gross_sales_amount September 2019 9.09 M October 2019 10.38 M November 2019 15.23 M December 2019 9.76 M January 2020 9.58 M February 2020 8.08 M March 2020 0.77 M April 2020 0.80 M May 2020 1.59 M June 2020 3.43 M July 2020 5.15 M August 2020 5.64 M September 2020 19.53 M October 2020 21.02 M November 2020 32.25 M December 2020 20.41 M January 2021 19.57 M February 2021 15.99 M March 2021 19.15 M April 2021 11.48 M May 2021 15.46 M July 2021				
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August 2021 11.32 M	June	2021	15.46 M	ı
	July	2021	19.04 M	
Created	August	2021		
			Created	1

- The report provides a comprehensive overview of month wise Gross sales amount for **AtliQ Exclusive**.
- March-2020 saw a significant downturn in gross sales, likely influenced by lockdowns associated with COVID-19.
- November 2020 was a high-performing month, potentially driven by seasonal or promotional factors.



Request 8:

✓ In which quarter of 2020, got the maximum total sold quantity?

quarters	total_sold_quantity_mln
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08

- The company sold maximum products in **Q1** (Sep '19 Nov '19).
- Q3 (Mar '20 May '20) booked the lowest sales.
- This may indeed be linked to Covid situation.
- However, there was a recovery in sales in Q4 (June '20 Aug '20).
- This is likely to be influenced by the shift towards remote work and online education.



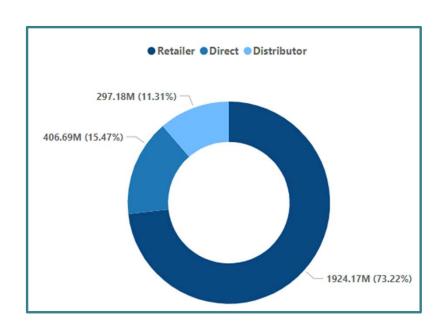
Request 9:

✓ Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

➤ Output:

channel	gross_sales_mln	percentage
Retailer	1924.17 M	73.22
Direct	406.69 M	15.48
Distributor	297.18 M	11.31

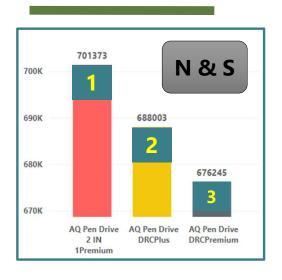
- In FY 2021, **Retailer** channel emerged as the primary contributor to gross sales.
- This highlights the effectiveness of Retail partnerships in driving sales growth for the company.



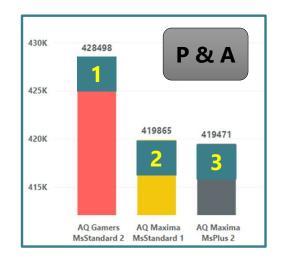
Request 10:

✓ Get the **Top 3** products in each division that have a high total sold quantity in the fiscal year **2021**.

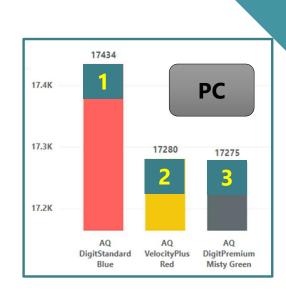
division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
P&A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
P & A	A2520150501	AQ Maxima Ms(Standard 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



Pen Drives are the Top selling products in **N & S** division.



Mouse are the Top selling products in **P & A** division.



Personal laptops are the Top selling products in **PC** division.

Thank you!

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