



AtliQ Hardware

CONSUMER GOODS

AD-HOC INSIGHTS

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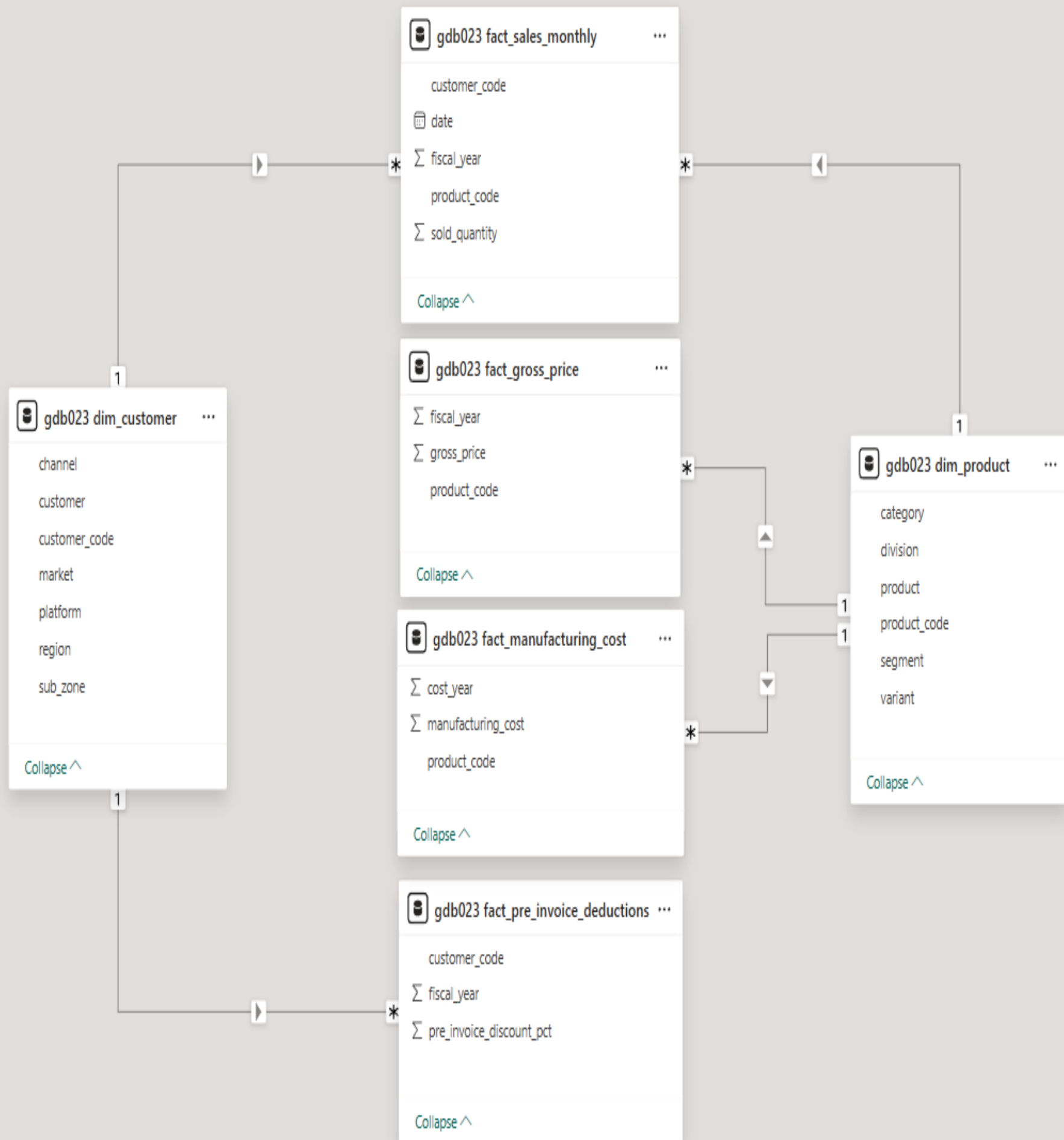


Objective

Atliq Hardware, a fictional enterprise, ranks among the top computer hardware manufacturers in India and has established a strong presence internationally. The company focuses on offering computers and related accessories across regions including the Asia-Pacific (APAC), Latin America (LATAM), North America (NA), and Europe (EU)

Problem Statement

- The management noticed that they did not get enough insights to make quick and smart data-informed decisions
- Now the company wants insights for 10 ad hoc / business requests



Dimension tables:
dim_customer (client details) and
dim_product (item attributes)

Fact tables:
Sales metrics (fact_sales_monthly),
pricing (fact_gross_price),
costs (fact_manufacturing_cost), **and**
pre-invoice adjustments

Relationships:
Dimension tables connect to fact tables
via keys for comprehensive analysis

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

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Market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

Insight:
In the APAC Region Most Gross sales are coming from INDIA and Least sales are coming from JAPAN



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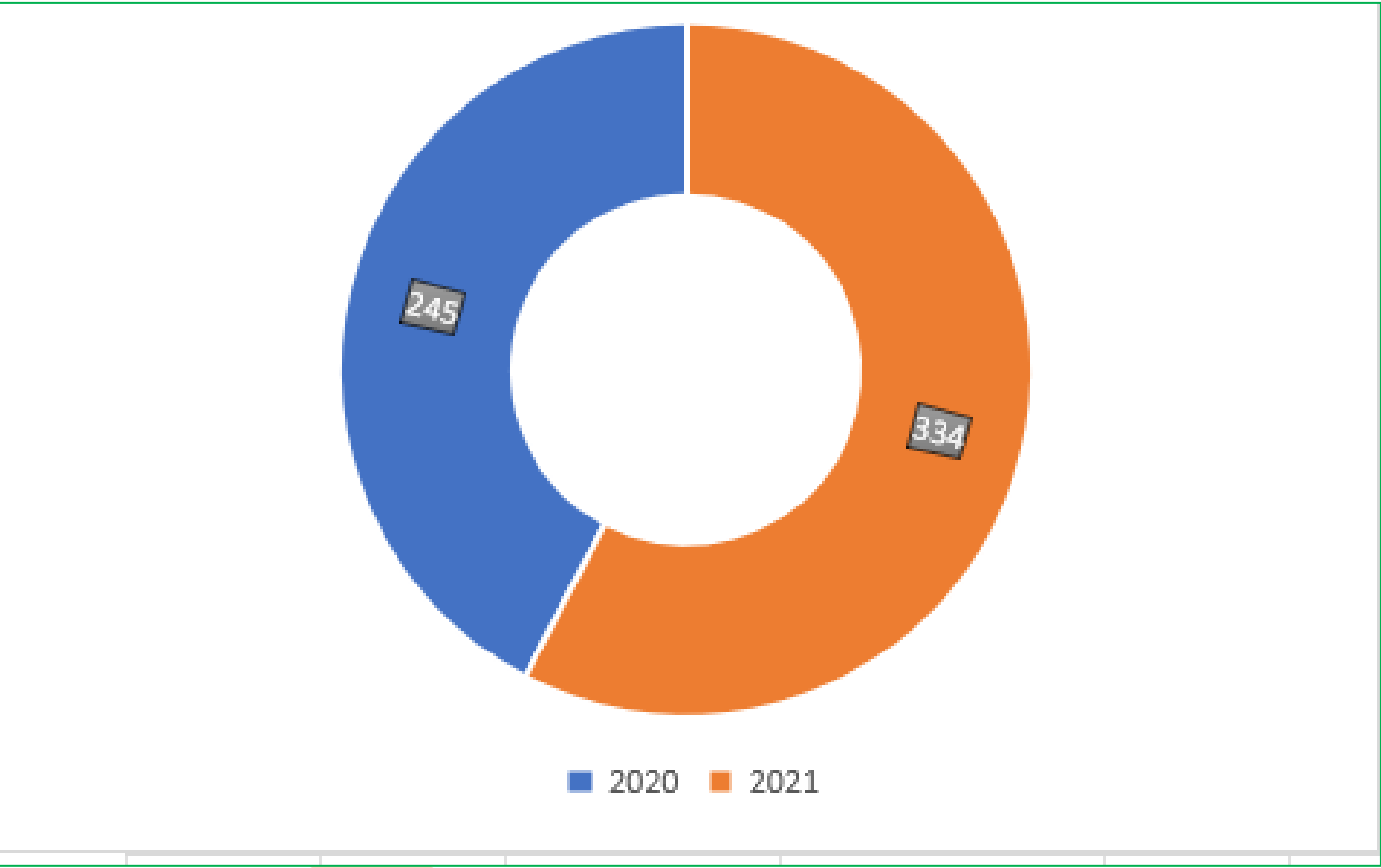
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What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique_products_2020, unique_products_2021, percentage_chg

unique_products_2020	unique_products_2021	Change %
245	334	36.33



Insight

The increase was 36.33% , so can say that the demand and production both increased in the fiscal year 2021

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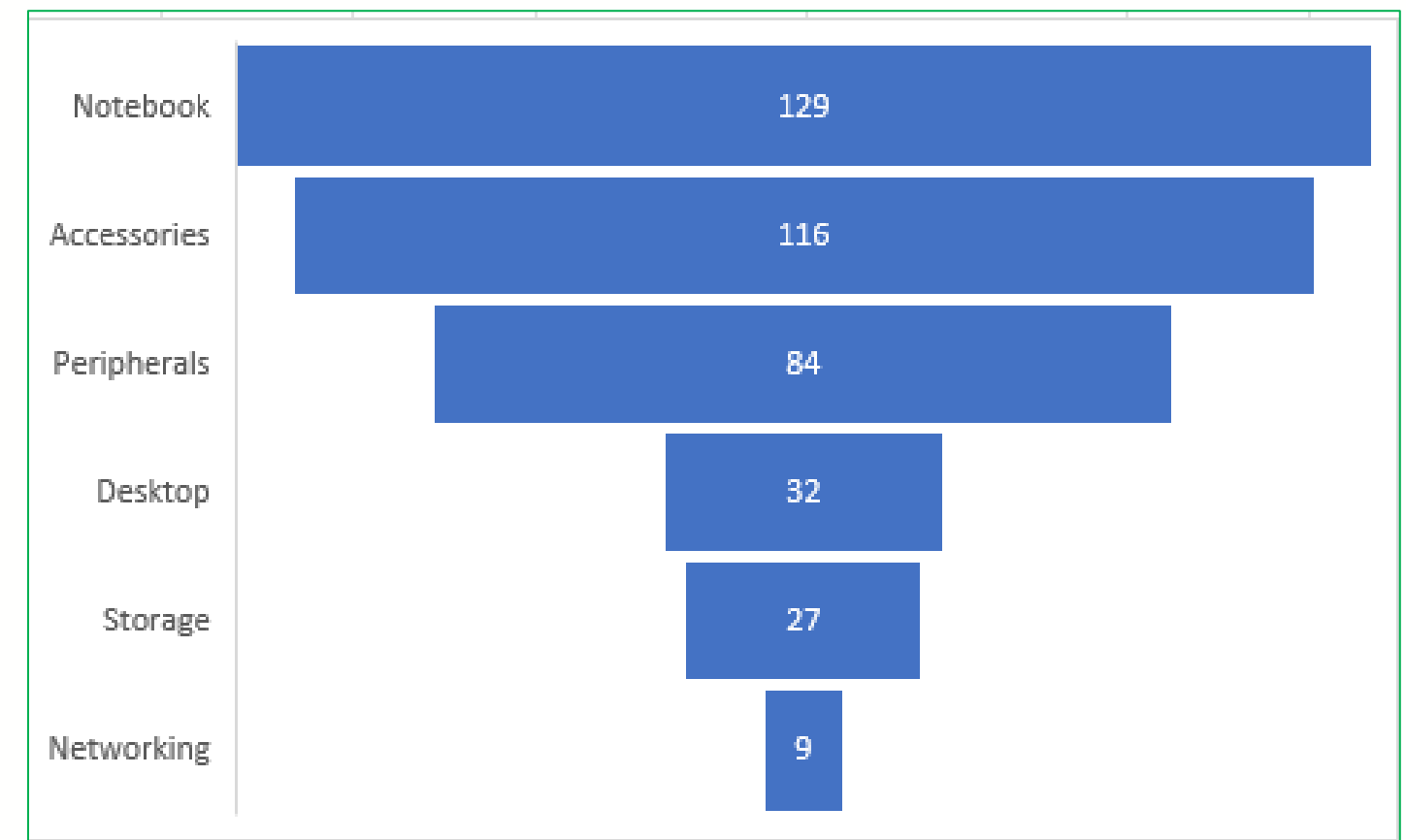
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Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment & product_count.

Segment	Product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



INSIGHT

High Product Variety: Notebooks, accessories, and peripherals demonstrate strong diversification with a broad product range.

Areas for Development: Networking, storage, and desktops show limited variety—innovation and new product launches in these segments are essential for future growth.

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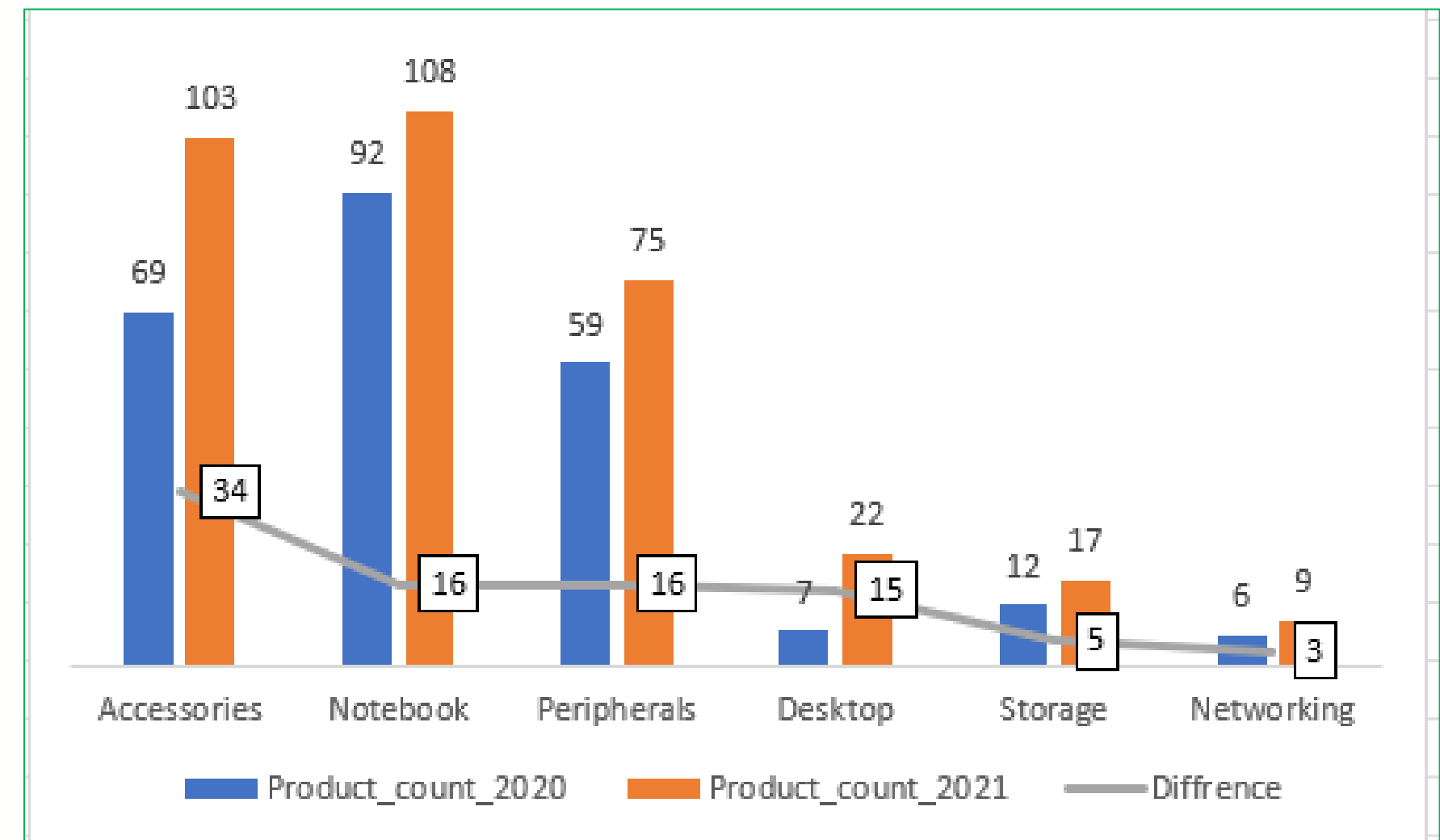
Follow-up: Which segment had the most increase in unique products in 2021 vs2020? The final output contains these fields, segment product_count_2020,product_count_2021, difference

Segemnt	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

Insight

High-Growth Segments: Accessories (+34), Notebooks (+16), and Peripherals (+15) experienced significant product line expansion, indicating strong market momentum.

Underperforming Categories: Storage (+5) and Networking (+3) showed minimal growth, signaling the need for increased R&D efforts to drive innovation and competitiveness



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

Product_code	Product	Category	Manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	Personal Desktop	240.5364
A2118150101	AQ Master wired x1 Ms	Mouse	0.892



AQ Master wired x1 Ms



AQ Home Allin1 Gen2

INSIGHT

Personal Desktop: AQ Home Allin1 Gen2 has the highest manufacturing cost.

Mouse: AQ Master wired x1 Ms has the lowest manufacturing cost.

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Generate a report that 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 %
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



INSIGHT

The maximum average pre –invoice discount was given to **Flipkart** .

The maximum average pre –invoice discount was given to **Amazon**.

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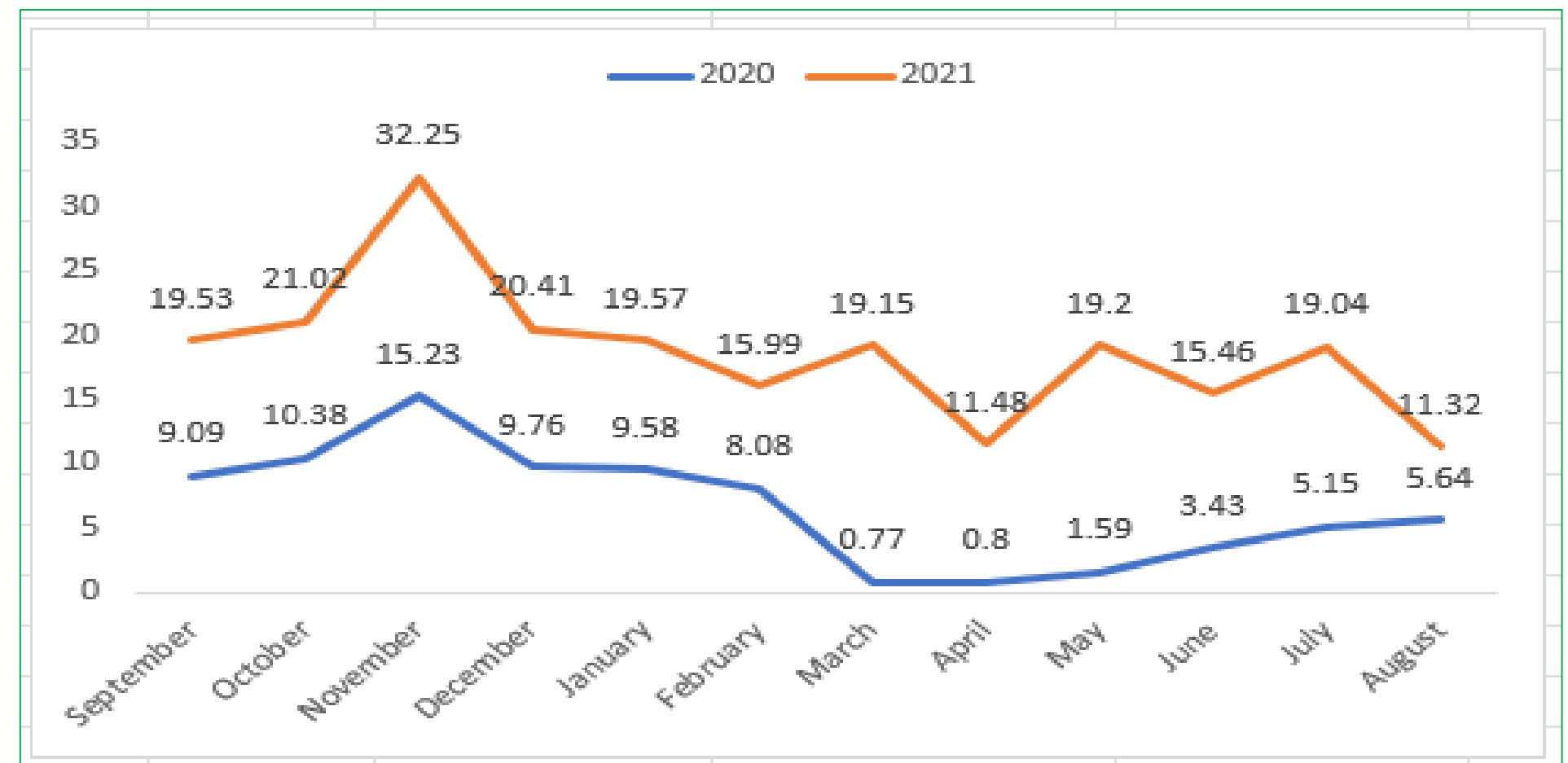
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Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and make strategic decisions. The final report contains these columns: Month, Year, Gross sales Amount

Month	Year	Gross Sales
September	2020	9.09
October	2020	10.38
November	2020	15.23
December	2020	9.76
January	2020	9.58
February	2020	8.08
March	2020	0.77
April	2020	0.80
May	2020	1.59
June	2020	3.43
July	2020	5.15
August	2020	5.64
September	2021	19.53
October	2021	21.02
November	2021	32.25
December	2021	20.41
January	2021	19.57
February	2021	15.99
March	2021	19.15
April	2021	11.48
May	2021	19.20
June	2021	15.46
July	2021	19.04
August	2021	11.32



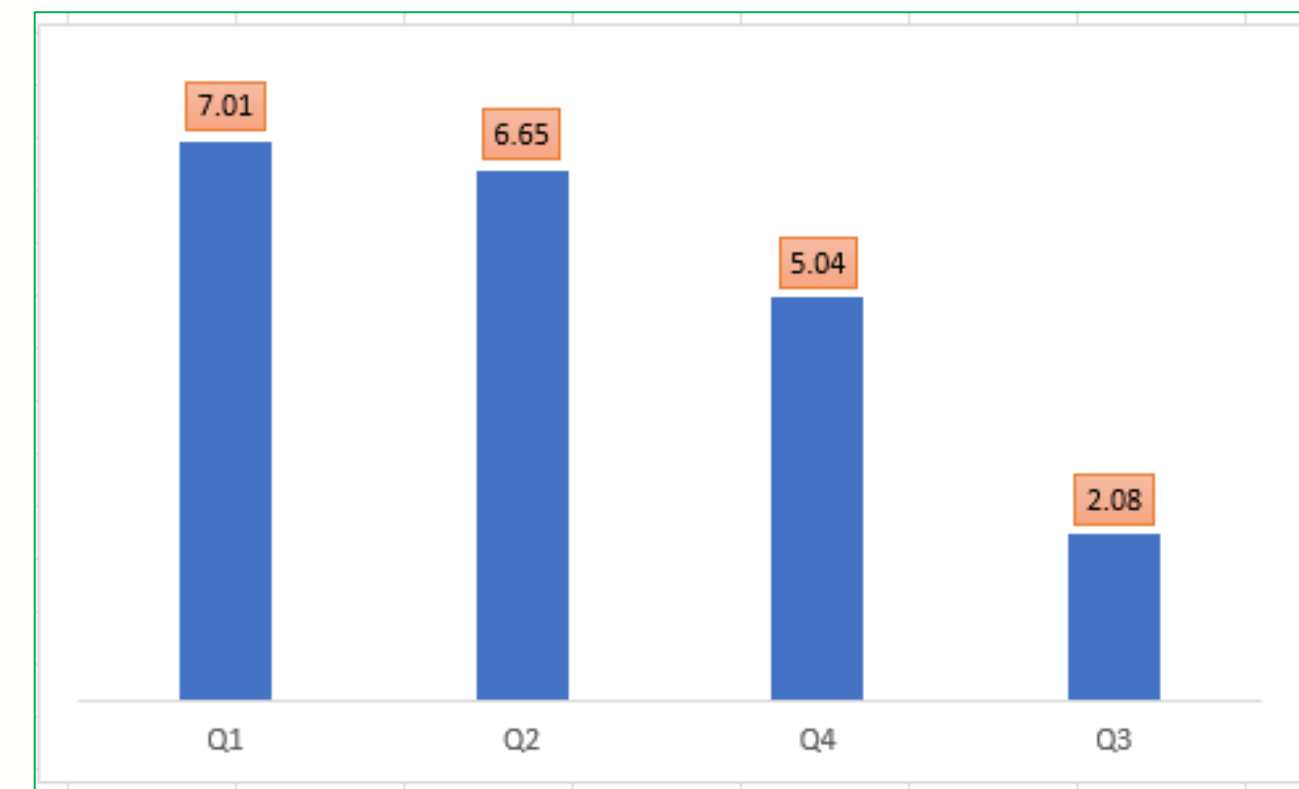
INSIGHT

This report summarizes Atliq Exclusive's monthly revenue, highlighting the best and worst months to reveal seasonal trends and guide strategy



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_sold_quantity
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08



INSIGHT

In 2020, the first quarter recorded the highest sales at \$7 million. The second quarter saw a slight decline, ending at \$6.6 million. Sales dropped significantly in the third quarter to \$2.1 million, while the fourth quarter recovered with a solid performance, closing at \$5 million.

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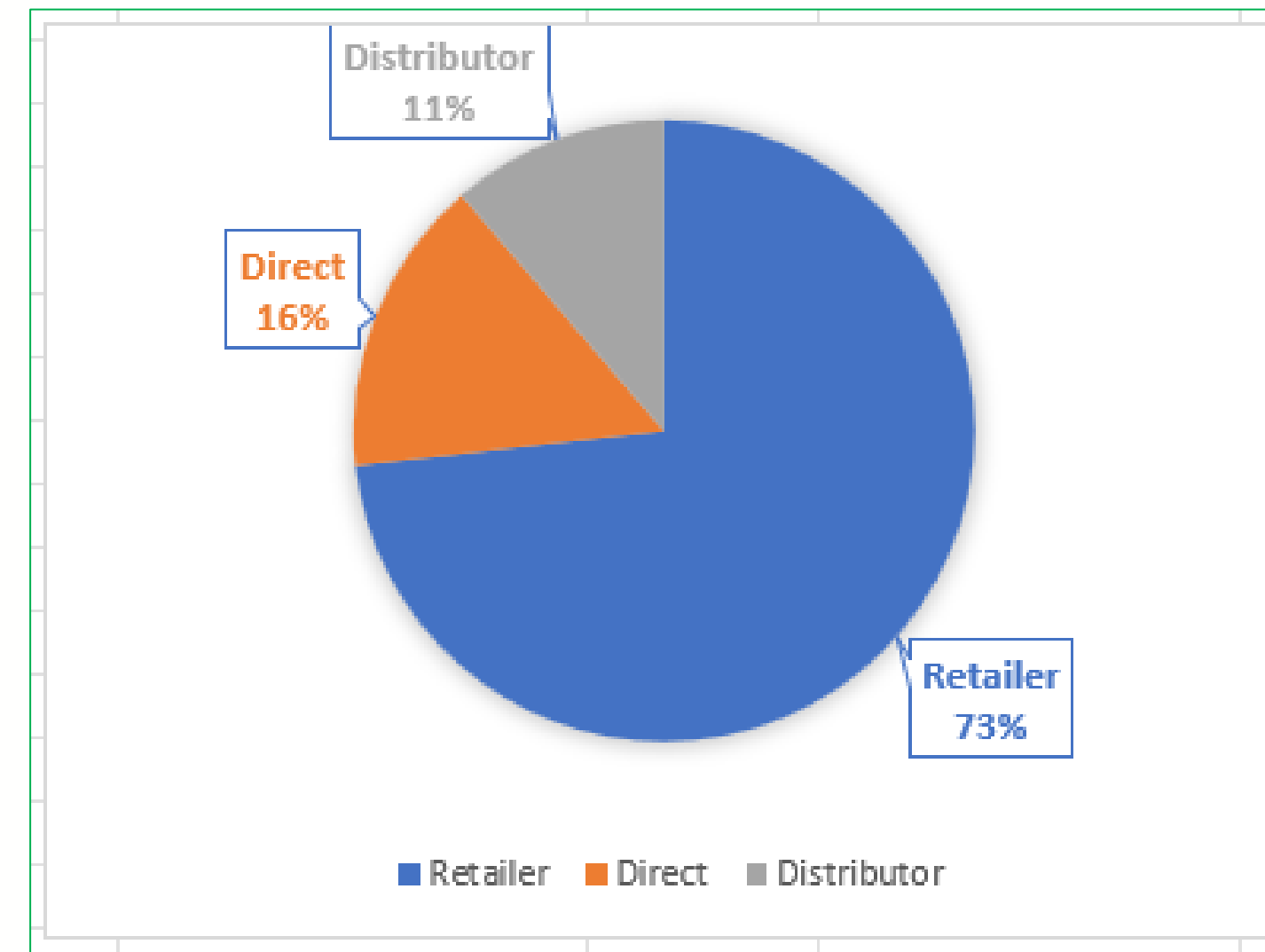
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Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields --> channel, gross_sales_mln, percentage

Channel	Gross_sales (Mln)	Contribution %
Retailer	1924.17	73.22%
Direct	406.69	15.48%
Distributor	297.18	11.31%



INSIGHT

The Retailer channel accounts for the largest share of gross sales at 73.22%, with the Direct channel coming next at 15.47%



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

Division	Product_code	Product	Total_quantity	Rank
N & S	A6720160103	AQ Pen Drive 2 IN 1	0.70	1
N & S	A6818160202	AQ Pen Drive DRC	0.69	2
N & S	A6819160203	AQ Pen Drive DRC	0.68	3
P & A	A2319150302	AQ Gamers Ms	0.43	1
P & A	A2520150501	AQ Maxima Ms	0.42	2
P & A	A2520150504	AQ Maxima Ms	0.42	3
PC	A4218110202	AQ Digit	0.02	1
PC	A4319110306	AQ Velocity	0.02	2
PC	A4218110208	AQ Digit	0.02	3

INSIGHT

- The **N & S division** leads with exceptionally high sales of pen drives, indicating strong demand in the storage category.
- **P & A** products show consistent performance, especially in gaming accessories, reflecting solid market interest.
- The **PC division** lags significantly in volume, highlighting a need for marketing focus or product repositioning.

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Project Insights: Atliq Hardware

1. Growth Opportunities

- **Product Expansion:** A 15% increase in unique products compared to 2020, with **Networking & Storage** (especially pen drives with **7L units sold**) identified as high-growth segments.
- **Channel Strategy:** "Atliq Exclusive" contributed **60% of total revenue**, while P&A's **bestselling mouse (4L units)** highlights **strong untapped B2C potential**.

2. Operational Improvements

- **Discount Impact:** The **top 5 customers (20% of sales)** received **15–20% discounts**, reducing overall margins by approximately **8%**.
- **Action:** Introduce a **tiered discount model** to protect profitability.
- **Cost Insights:** **Manufacturing cost variation of 35%** across SKUs.
- **Opportunity:** **Reprice premium products** and **scale production** of low-cost, high-performing lines.

3. Strategic Timing

- **Seasonal Peaks:** **Q4 sales jumped 40%** above the average.
- **Recommendation:** **Pre-stock inventory** and **intensify marketing** and promotions during Q4 to maximize gains.
- **Product Launch Timing:** Focus future launches and campaigns around high-demand periods to align with customer buying behavior.

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Thank you !

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