Consumer Goods Ad-Hoc Insights

PRESENTED BY:

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Background

Company Overview :

Atilq Hardware's is a leading computer hardware manufacturer in India with a substantial global presence.

Current Challenge:

The management identified a need for better insights to support quick and smart data-driven decisions.

Expansion Plan:

To address this, they plan to expand their data analytics team by hiring several junior data analysts.

Leadership Vision:

Tony Sharma, the Director of Data Analytics, is looking for candidates who excel in both technical and soft skills.

Recruitment Strategy:

To assess these skills, Tony decided to conduct a comprehensive **SQL** challenge as part of the recruitment process.

Company's Markets

NA

LATAM

APAC

EU

Ad-hoc requests, queried result, Insights and visualizations

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

Insights

- "Atliq Exclusive" operates mainly in Asian countries like India, Indonesia, Japan, the Philippines, South Korea, and Bangladesh. This shows they are concentrating on a region with many big and fast-growing markets.

- Besides Asia, they also operate in Australia and New Zealand. These countries are smaller in number but have strong economies with high purchasing power.

Request:2

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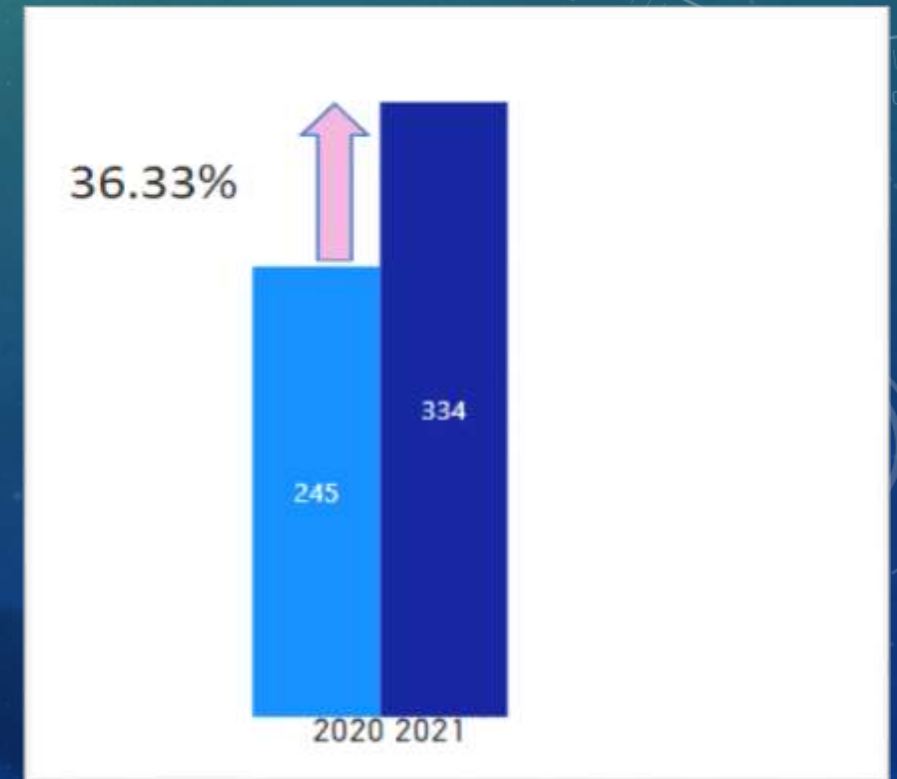The final output contains these fields,
- unique_products_2020
- unique_products_2021
- percentage_chg

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33%

Output

Insights

- This 36.33% increase in product variety reflects growth in **demand** and **supply** over time.

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,
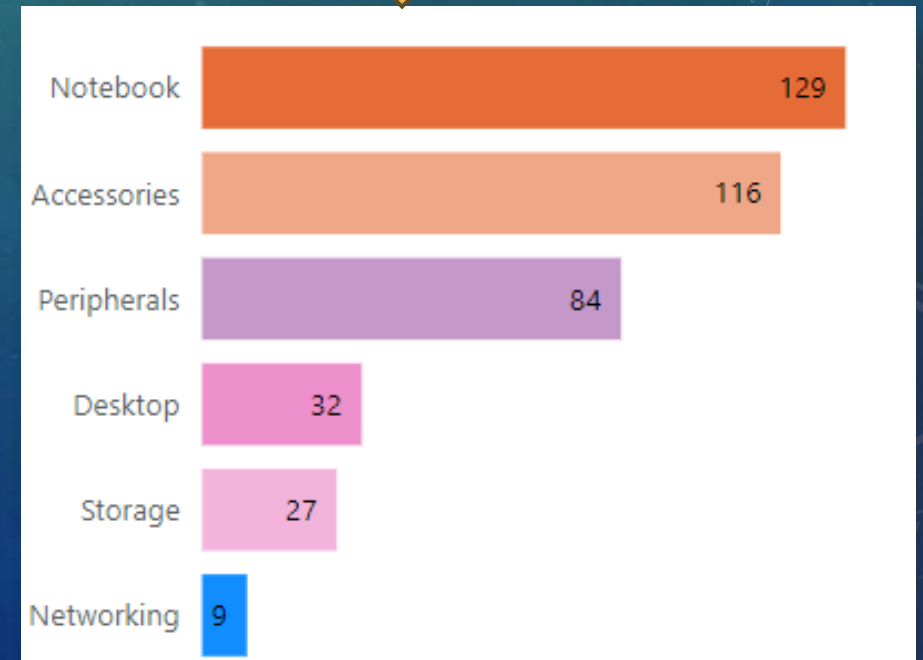- segment
- product_count

Output

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

Insights

- Accessories follow closely behind Notebooks with 116 units, highlighting another strong category in terms of product count.

- This indicates that Notebooks and Accessories are the most popular segments based on the number of products offered.

- Evaluating strategies to boost sales or market presence in lower segments like Networking could unlock new growth opportunities.

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
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

Insights

- Accessories showed significant growth (+34 products), suggesting a strategic expansion effort.

- Storage and networking categories saw smaller increases, indicating incremental developments in these areas.
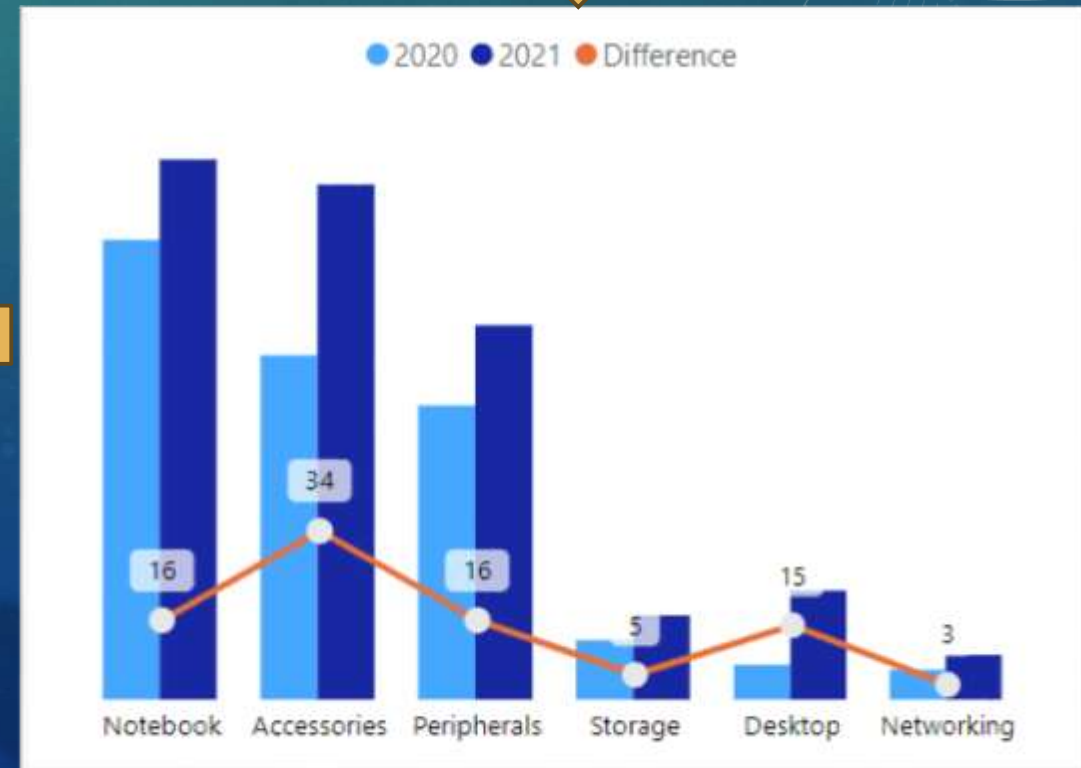
Request:5

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

- product_code
- product
- manufacturing_cost

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.892

Output

Insights

- The manufacturing cost for AQ HOME Allin1 Gen 2 is significantly higher at 240.5364 units.

- The manufacturing cost for AQ Master wired x1 Ms is much lower at 0.892 units

240.54
MaxManufacturingCost

0.89
MinManufacturingCost

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,
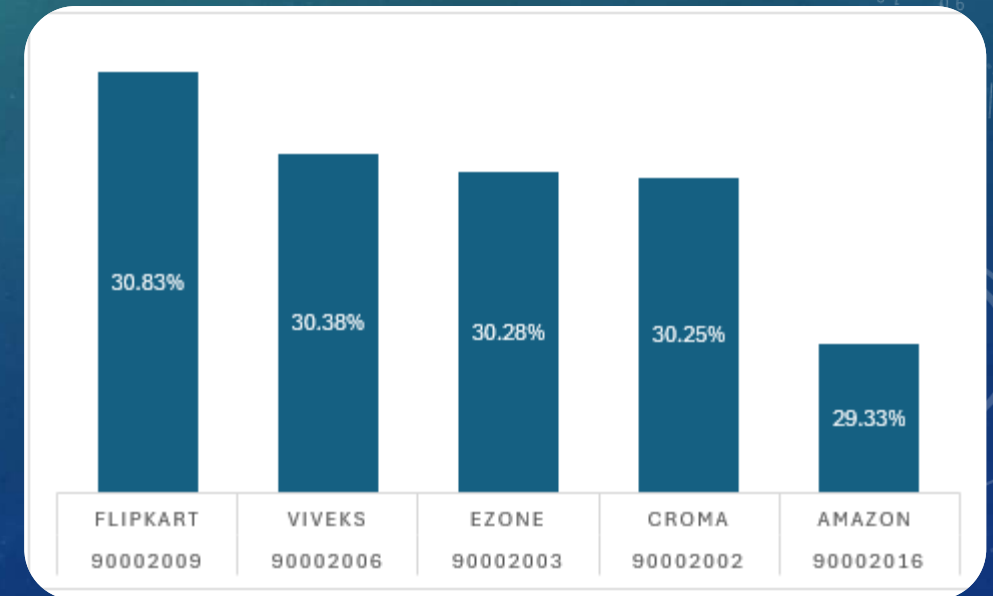
- customer_code
- customer
- average_discount_percentage

Output

customer_code	customer	average_discount_percentage
90002009	Flipkart	30.83%
90002006	Viveks	30.38%
90002003	Ezone	30.28%
90002002	Croma	30.25%
90002016	Amazon	29.33%

Insights

•Customers like Flipkart and Viveks offer higher average discounts (~30%) compared to others like Amazon (~29.33%).

•Higher discounts may attract price-sensitive customers but could impact profitability margins.

•Balancing discount strategies is critical for maintaining competitiveness while optimizing profitability and market positioning.

Insights

- Significant increase in sales in 2021 compared to 2020.

- Higher sales during the holiday season, especially in November.

- Lower sales in early 2020 due to the pandemic, with recovery in 2021.

- Consistently higher sales each month in 2021.

- Notable spikes in November and December 2021.

- More stable and higher sales levels throughout 2021.

Request:8

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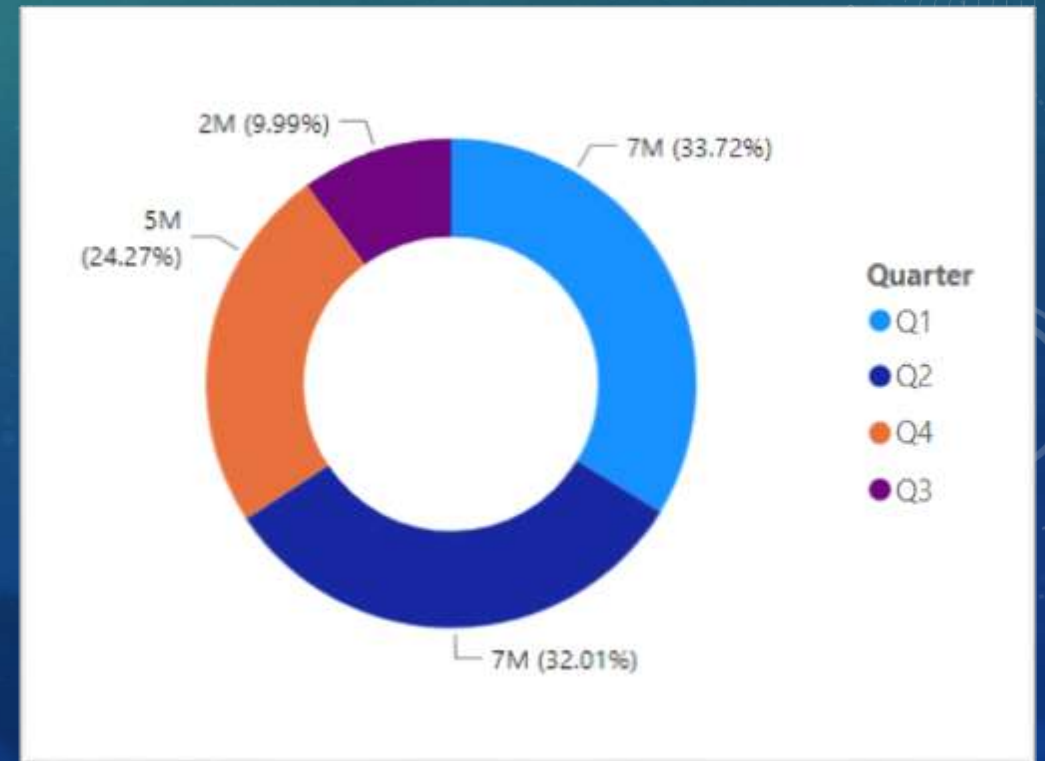The final output contains these fields sorted by the
- total_sold_quantity,
- Quarter total_sold_quantity

Output

Quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Insights

- Q1 and Q2 may indicate peak sales periods, while Q3 and Q4 might be lower demand periods.

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_million	percentage
Retailer	$1219.08	73.23%
Direct	$257.53	15.47%
Distributor	$188.03	11.30%

Insights

• Retailers lead with $1219.08 million (73.23%), followed by Direct sales at $257.53 million (11.30%).

• Retailers dominate sales, indicating strong retail partnerships. Direct sales show a significant direct-to-consumer strategy.

• Distributors play a supporting role in market distribution. million (15.47%), and Distributors with $188.03 m

Request:10
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
- rank_order

Output

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

Top 3 Products by Total Sold Quantity for Each Division
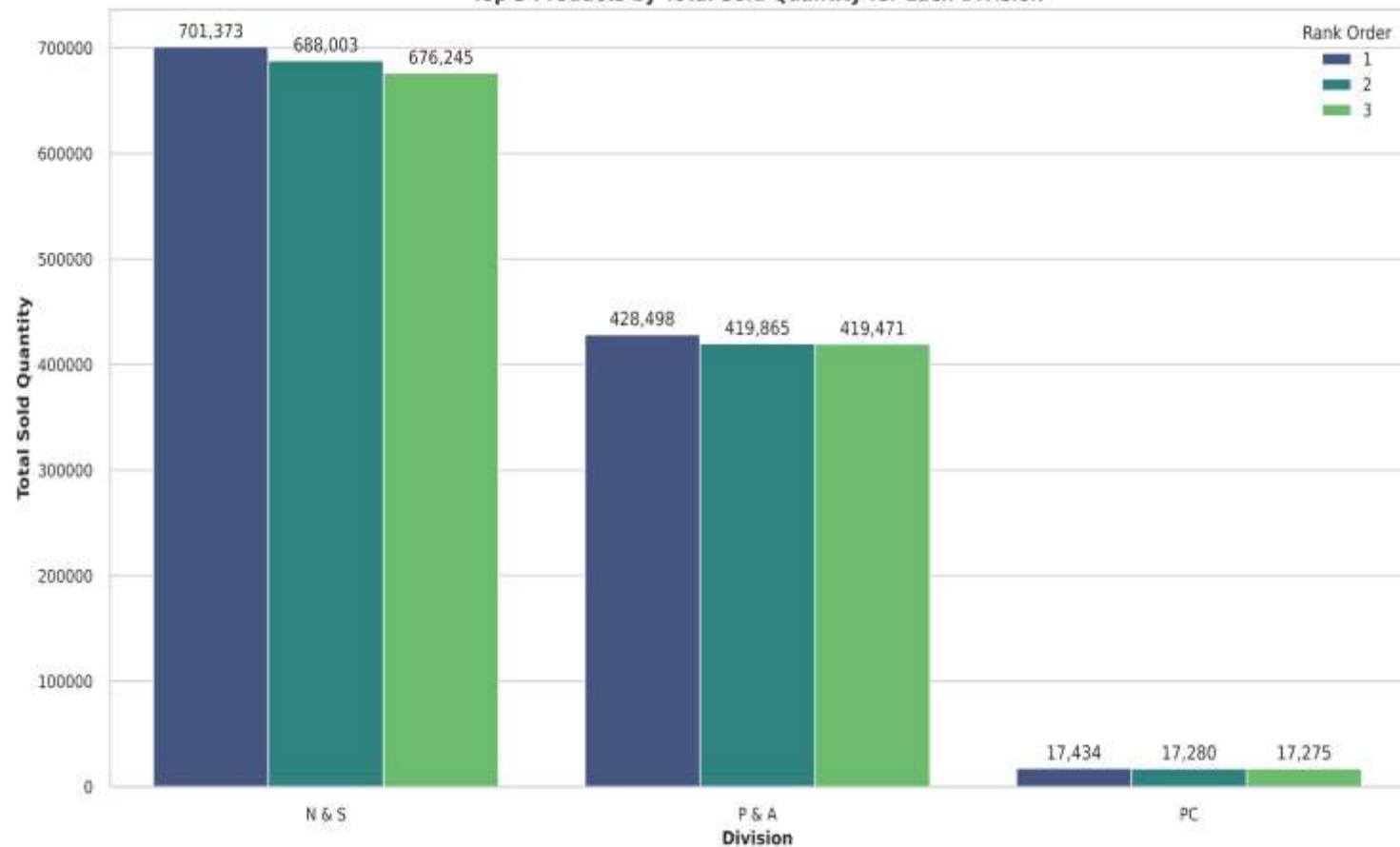
Insights

- PC Division sells less overall compared to others, suggesting different market demands.

- Rankings show which products are performing best in each division, indicating strong competition and market presence.

Thank You 😇