

Consumer Goods Ad-hoc Insights

Codebasics Resume Project Challenge

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Agenda

Company Overview

Problem Statement

Ad-hoc Requests & Insights

Company Overview



Atliq Hardware is one of the leading computer hardware producers in India and well expanded to other countries.

Manufacture products are mainly under three major divisions. i.e. Peripherals & Accessories, Storage & Networking, PC

Problem Statement



The management noticed that they do not get enough insights to make quick and smart data-informed decisions.



Assist the management team with Insights to take quick & smart business decisions.



Ad-hoc Requests & Insights



Request #1

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

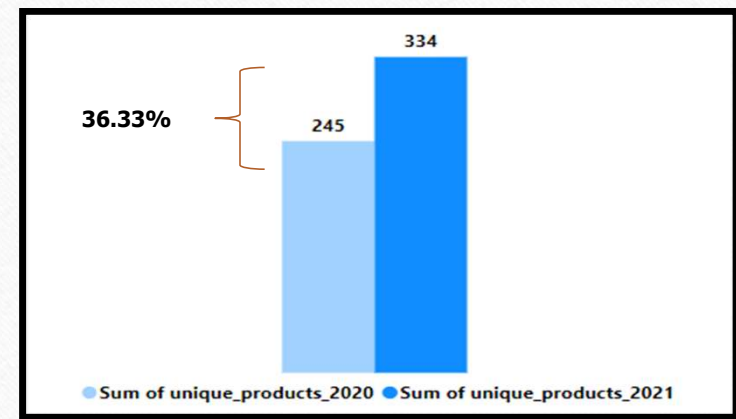
	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



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



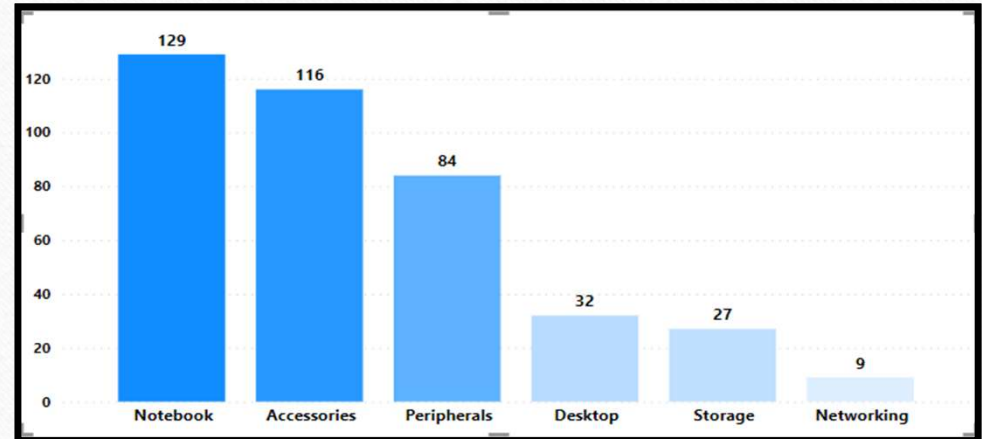
Insights:

- The percentage of unique product increases in 2021 vs. 2020 is 36.33%.

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 and product_count.

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



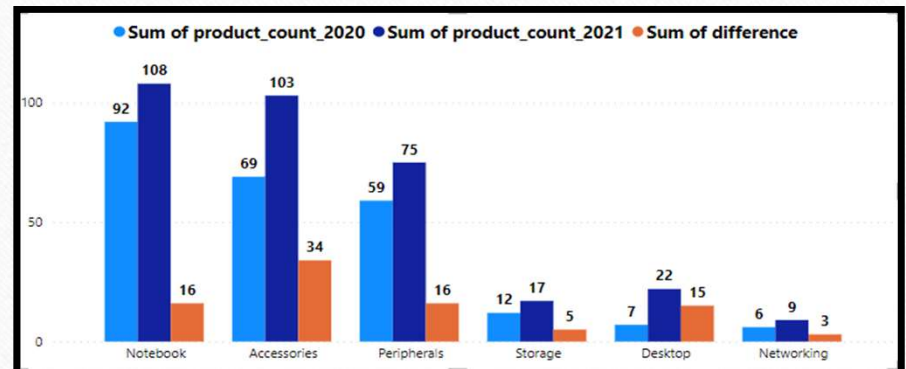
Insights:

- The segment Notebook had the highest product count of 129.
- And the Networking segment had the lowest product count of 9.

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, and difference.

	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:

- The Accessories segment had the maximum (34) difference in unique product count compared to other segments.
- The Networking segment has the lowest(3).

Request #5

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

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.8920

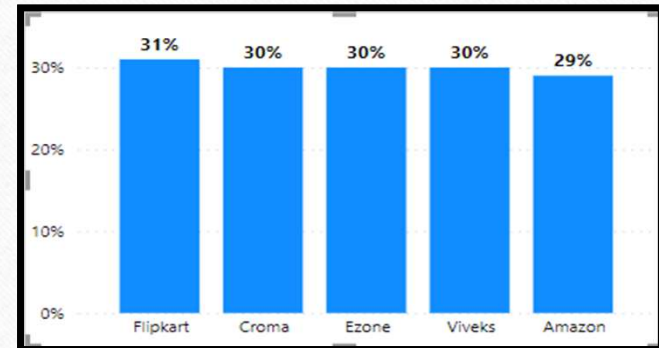
Insights:

- AQ HOME Allin 1 Gen 2 has the highest manufacturing cost at 240.
- AQ Master wired x1 Ms has the lowest manufacturing cost at 0.89

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, and average_discount_percentage.

customer	customer_code	avg_pct
Flipkart	90002009	0.31
Viveks	90002006	0.30
Croma	90002002	0.30
Ezone	90002003	0.30
Amazon	90002016	0.29



Insights:

- Flipkart is the customer who had the highest average pre-invoice discount of 31%.
- Next top customers (Viveks, Croma & Ezone) received similar discounts of ~30%.
- Amazon had the lowest Discount of 29%.

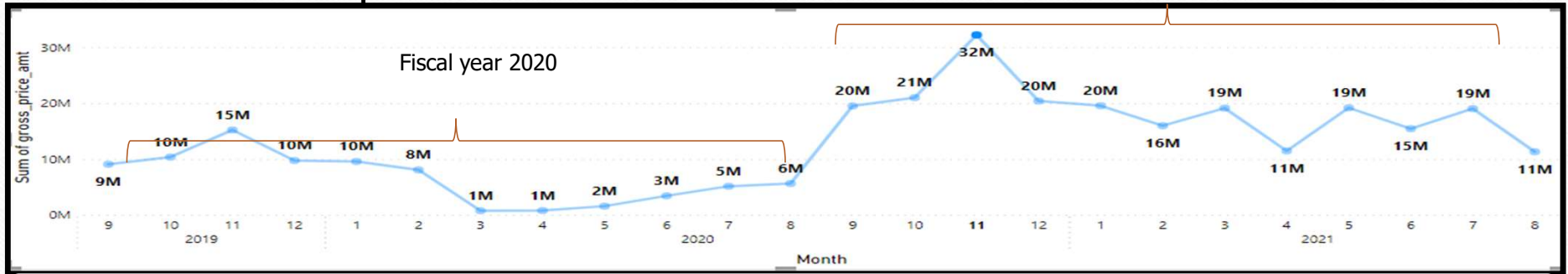
Request #7

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. The final report contains these columns: Month, Year, and Gross sales Amount.

Output:

	Year	Month	customer	gross_price_amt
►	2019	9	Atliq Exclusive	9092670.34
	2019	11	Atliq Exclusive	15231894.97
	2019	12	Atliq Exclusive	9755795.06
	2020	1	Atliq Exclusive	9584951.94
	2020	3	Atliq Exclusive	766976.45
	2020	4	Atliq Exclusive	800071.95
	2020	5	Atliq Exclusive	1586964.48
	2020	7	Atliq Exclusive	5151815.40
	2020	8	Atliq Exclusive	5638281.83
	2020	9	Atliq Exclusive	19530271.30
	2020	11	Atliq Exclusive	32247289.79
	2020	12	Atliq Exclusive	20409063.18
	2021	1	Atliq Exclusive	19570701.71
	2021	3	Atliq Exclusive	19149624.92
	2021	4	Atliq Exclusive	11483530.30
	2021	5	Atliq Exclusive	19204309.41
	2021	7	Atliq Exclusive	19044968.82
	2021	8	Atliq Exclusive	11324548.34
	2019	10	Atliq Exclusive	10378637.60
	2020	2	Atliq Exclusive	8083995.55
	2020	6	Atliq Exclusive	3429736.57
	2020	10	Atliq Exclusive	21016218.21
	2021	2	Atliq Exclusive	15986603.89
	2021	6	Atliq Exclusive	15457579.66

Conversion of output to Visuals:



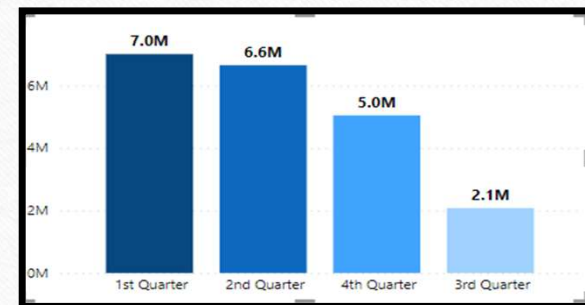
Insights:

- The total gross sale is 303 million (M). Of 80M is from the fiscal year 2020. And the remaining 223M is from the fiscal year 2021.
- For the FY 2020, Atliq hardware marked the highest gross sales on Nov 2019. It is a drastic dip in March 2020 due to the COVID pandemic.
- However, Atliq hardware gross sales steadily increased and marked the highest amount of 32M in Nov 2020 for FY2021.
- There is a gradual decrease in sales. But, the highest gross sale amount is marked compared to FY2020.

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

Quarter	Total_Sold_Quantity
1st Quarter	7005619
2nd Quarter	6649642
4th Quarter	5042541
3rd Quarter	2075087



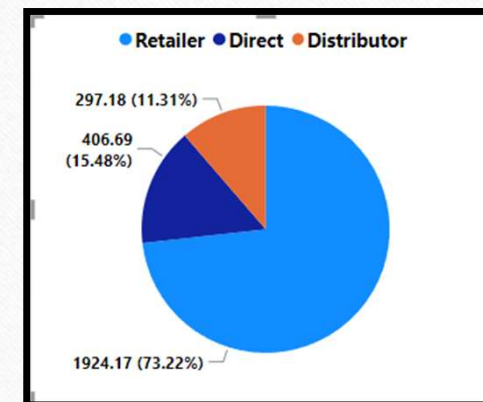
Insights:

- Quarter-1 had the highest product sold (~7M), followed by the 2nd quarter sold a quantity of 6.6M.
- The total product sold quantity in Quarter-3 is drastically reduced to 2.1M.
- In quarter-4, the total product sold quantity Increased to 5M.

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

	Channel	Gross_Sales_mln	Percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31



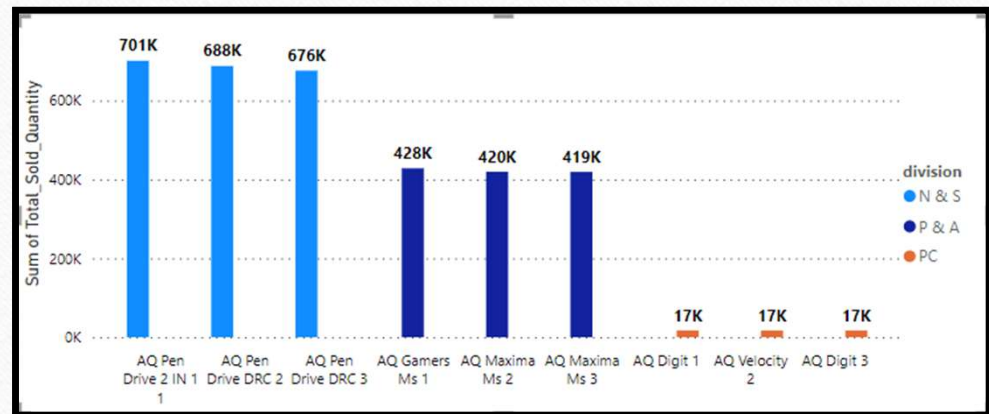
Insights:

- Most of the gross sales happened through the Retailer channel (73.22%) in FY 2021.
- Direct & Distributor channels contributed a very small percentage in the gross sales (15.48% & 11.31% respectively).

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

	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



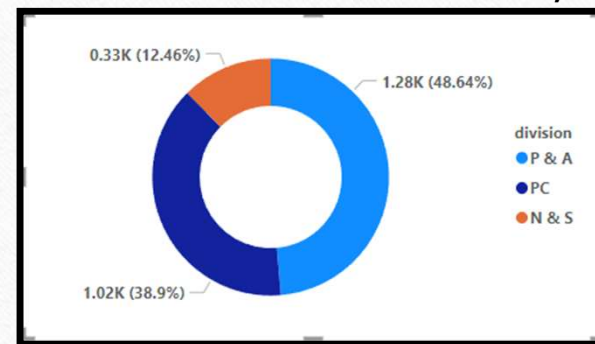
Insights:

- In N&S top 3 products were Pen drives with a sales number of ~7M.
- In P&A top 3 products are Mouse with sales of ~4M.
- In PC top 3 products are the Personal Desktop category with sales of 17k.

Additional Request:

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

	division	Gross_Sales_mln	Percentage
▶	P & A	1278.21	48.64
	PC	1022.43	38.90
	N & S	327.39	12.46



Insights

- The peripheral & Accessories division creates more gross sales in FY 2021 and a percentage of 48.64%.
- The PC division provides 2nd top gross sales in FY 2021. The percentage is 38.9%.
- N&S division creates the lowest gross sales in FY 2021. The percentage of contribution is 12.46%.

