

## Consumer Goods Ad-Hoc Requests

By Asim Manna

REQUEST 1 :- Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

Output

	market_name
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Insight :- There are **16** markets where Atliq Exclusive operates its business. But in APAC region there are **8** markets where Atliq Exclusive operates its business.

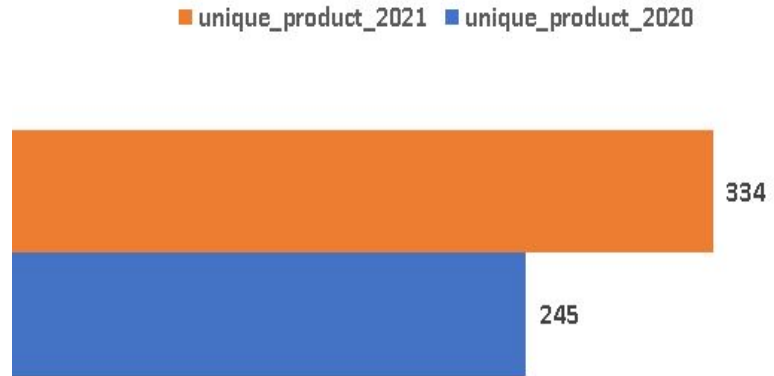


REQUEST 2 :- What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields, unique\_products\_2020, unique\_products\_2021, percentage\_chg

#### Output

	unique_product_2020	unique_product_2021	percentage_chg
▶	245	334	36.33

**Insight:-**There are **245** unique products in fiscal year 2020 and **334** unique products in fiscal year 2021 and there is an increase of **36.33%** in unique products in 2021 as compared to 2020



36.33%

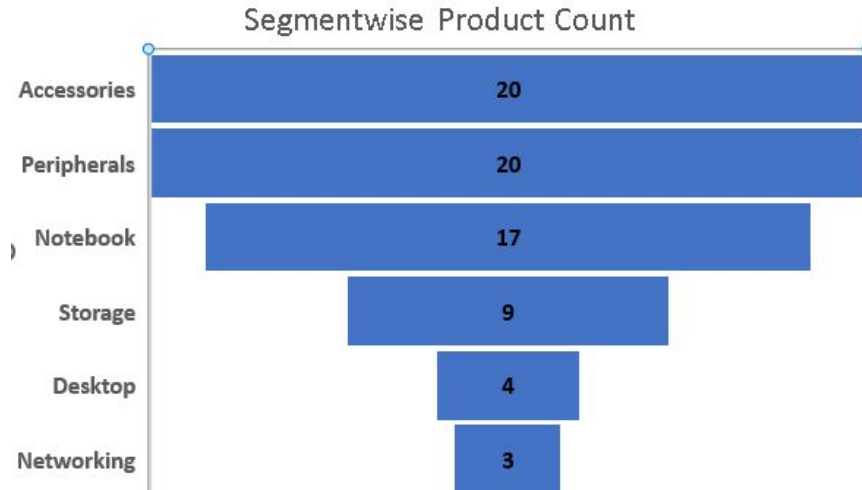


REQUEST 3 :- Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields, segment ,product\_count

#### Output

	segment	product_count
▶	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3

Insight:-**Accessories** and **Peripherals** segment has highest number of unique products(**20**) and **Networking** segment has lowest number of unique products(**3**)

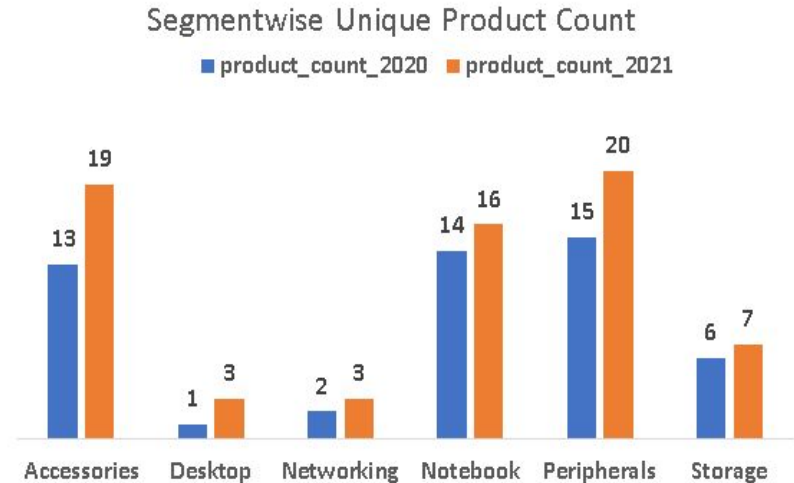


REQUEST 4 :- Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields, segment product\_count\_2020,product\_count\_2021, difference

#### Output

	segment	product_count_2020	product_count_2021	difference
▶	Accessories	13	19	6
	Desktop	1	3	2
	Networking	2	3	1
	Notebook	14	16	2
	Peripherals	15	20	5
	Storage	6	7	1

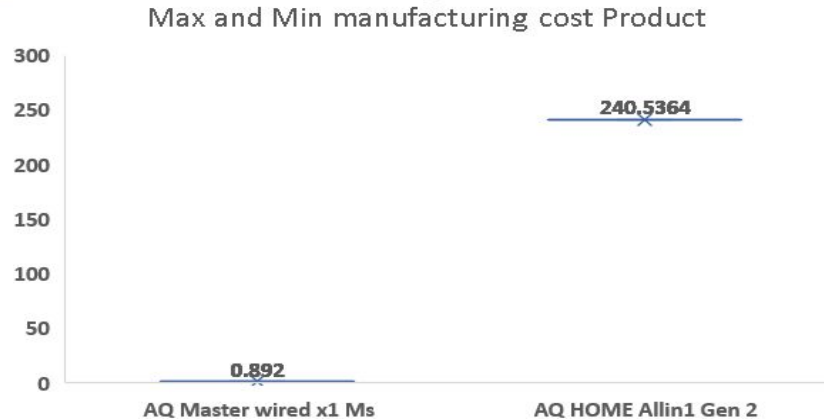
Insight:- **Accessories segment** had the most increase in unique products in 2021 vs 2020



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

Output

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

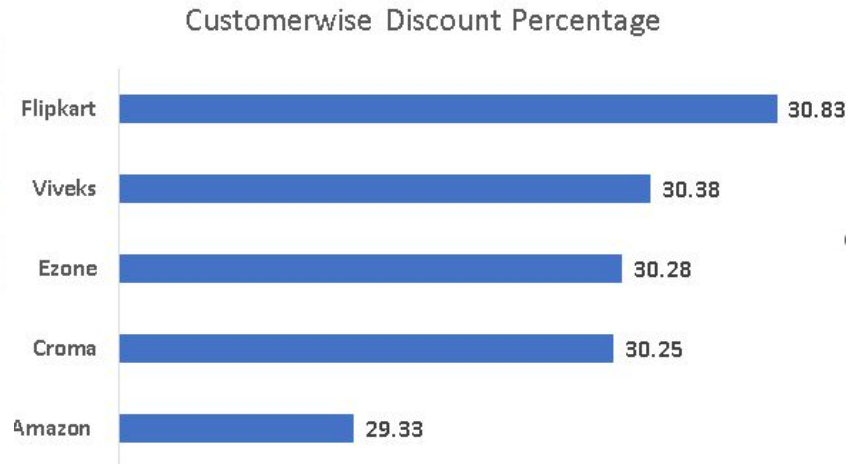


**Insight:-** AQ HOME Allin1 Gen 2 has highest manufacturing cost(240.5364) and AQ Master wired x1 Ms has lowest manufacturing cost(0.892).

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



**Insight:-**Top 5 customer who received highest pre invoice discount are **Flipkart** followed by **Viveks** followed by **Ezone** followed by **Croma** followed by **Amazon**.

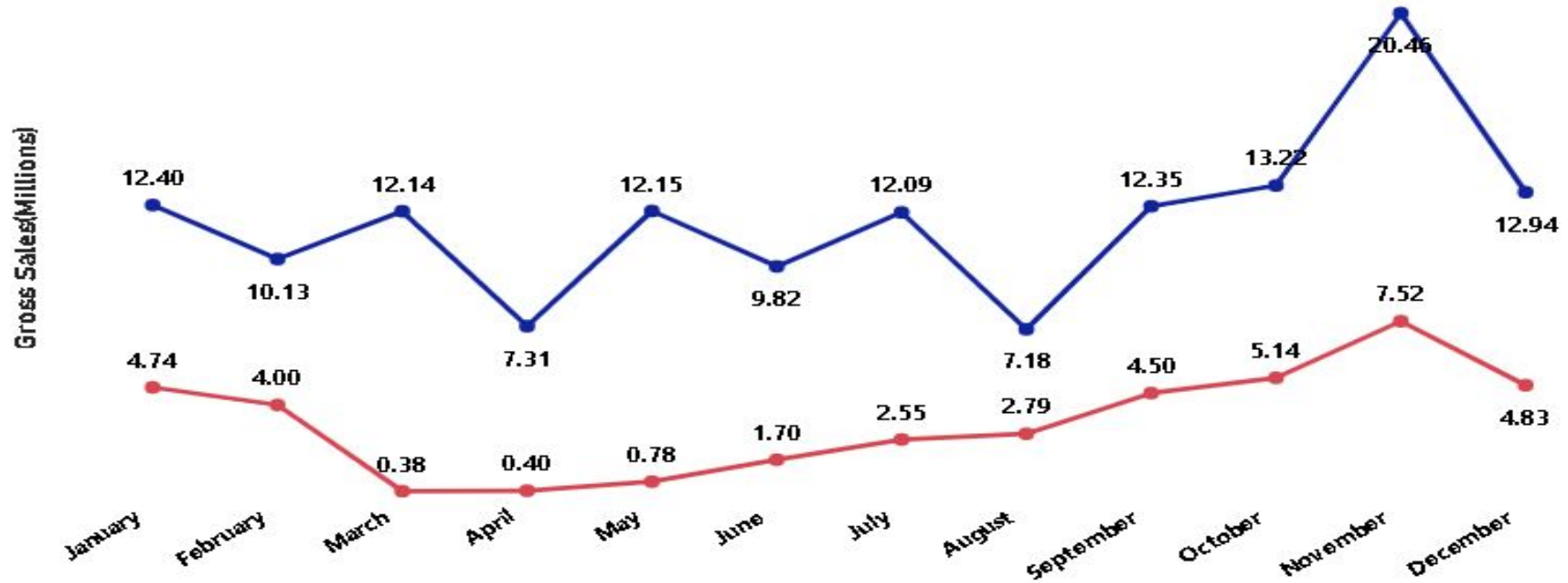
REQUEST 7:-Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month,Year,Gross sales Amount

### Output

month_name	fiscal_year	total_gross_price_millions
June	2020	1.7
May	2020	0.78
March	2020	0.38
February	2020	4
January	2020	4.74
November	2020	7.52
October	2020	5.14
September	2020	4.5
July	2021	12.09
June	2021	9.82
May	2021	12.15
March	2021	12.14
February	2021	10.13
January	2021	12.4
November	2021	20.46
October	2021	13.22
September	2021	12.35
July	2020	2.55
April	2020	0.4
December	2020	4.83
August	2021	7.18
April	2021	7.31
December	2021	12.94
August	2020	2.79



Fiscal Year ● 2020 ● 2021



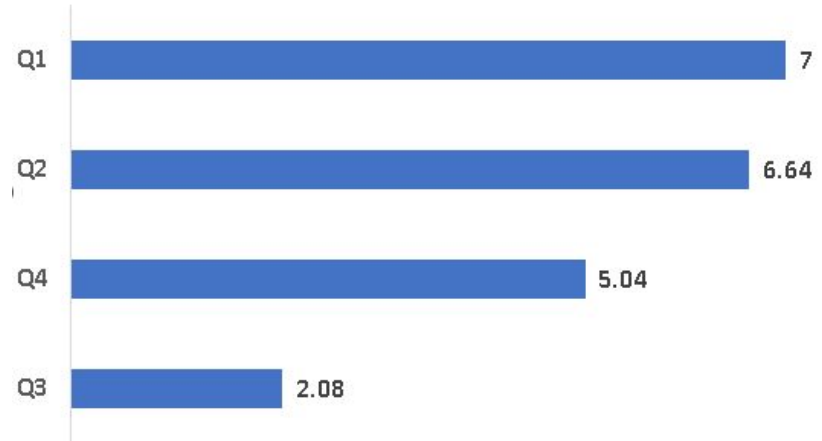
**Insight:**-In 2020 lowest performing month is **March** and highest performing month is **November**.  
In 2021 lowest performing month is **August** and highest performing month is **November**.

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_number	total_sold_quantity_millions
▶	Q1	7.00
	Q2	6.64
	Q4	5.04
	Q3	2.08

Quarterly Total Sales(MILLIONS)



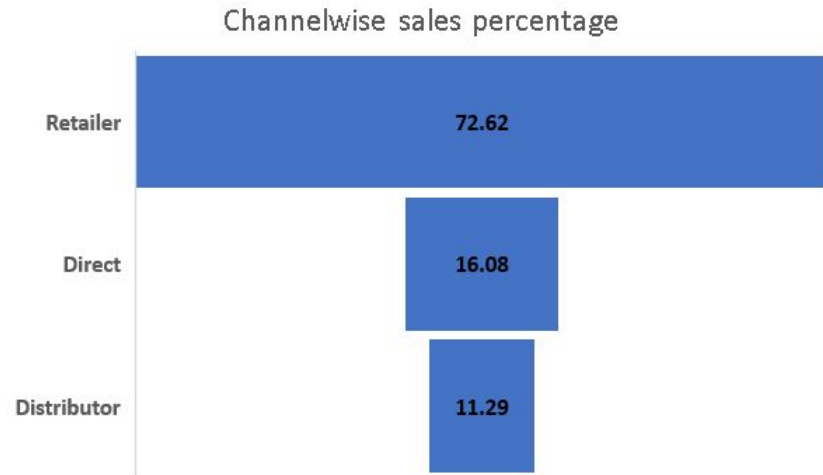
**Insight:-**Quarter 1 of 2020 has highest number of sold quantity(**7 Millions**) and Quarter 3 has lowest number of sold quantity (**2.08 Millions**)

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	1598.16	72.62
	Direct	353.96	16.08
	Distributor	248.47	11.29

**Insight:-**In the fiscal year 2021 **Retailer Channel** has highest contribution in sales of **72.62%** and **Distributor Channel** has lowest contribution in sales of **11.29%**



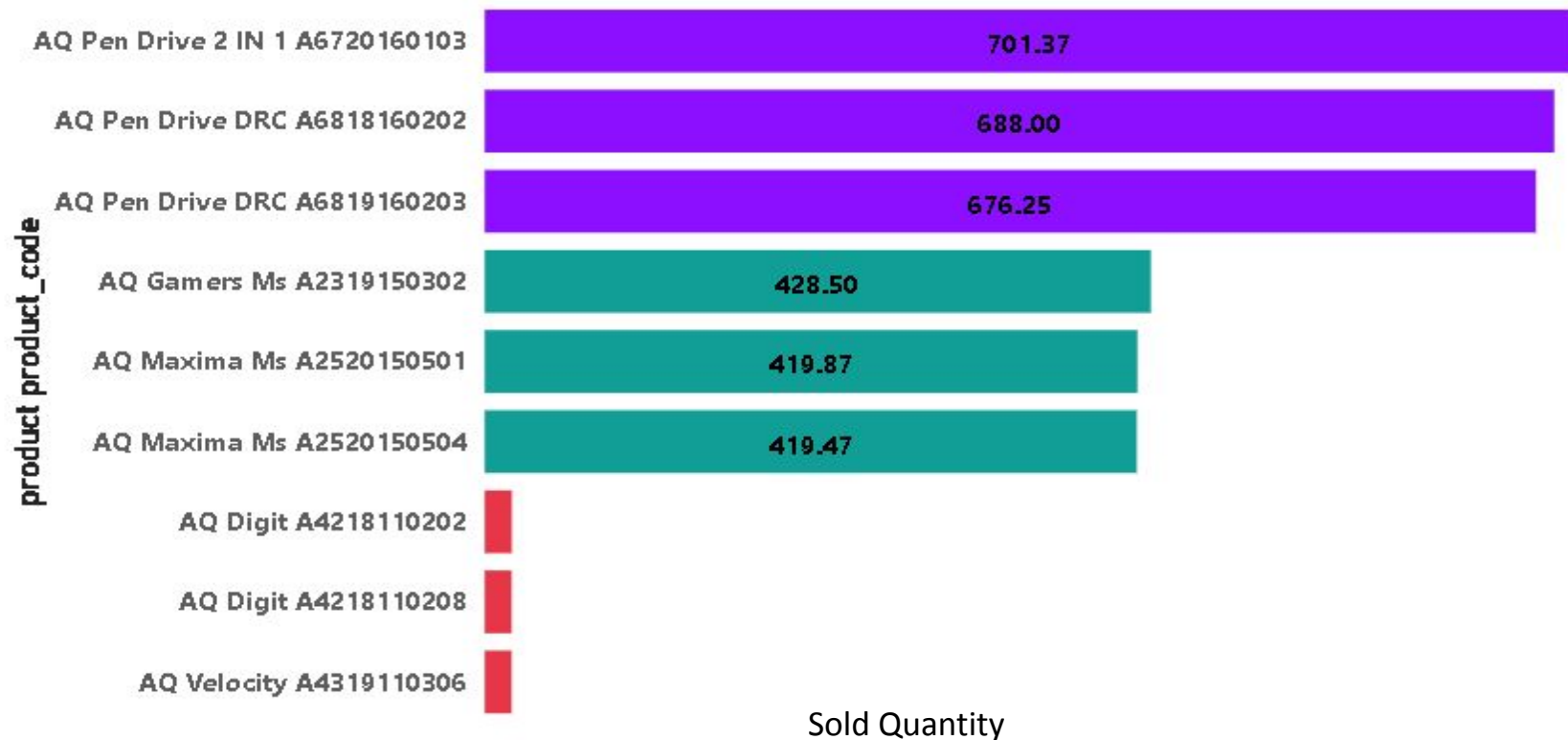
Request 10:-Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields, division product\_code,product, total\_sold\_quantity,rank\_order

#### Output

	division	product_code	product	sold_quantity_thousands	rnk
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1	701.37	1
	N & S	A6818160202	AQ Pen Drive DRC	688.00	2
	N & S	A6819160203	AQ Pen Drive DRC	676.25	3
	P & A	A2319150302	AQ Gamers Ms	428.50	1
	P & A	A2520150501	AQ Maxima Ms	419.87	2
	P & A	A2520150504	AQ Maxima Ms	419.47	3
	PC	A4218110202	AQ Digit	17.43	1
	PC	A4218110208	AQ Digit	17.28	2
	PC	A4319110306	AQ Velocity	17.28	2

**sold\_quantity(thousands) by product, product\_code and division**

Division ● N & S ● P & A ● PC



**THANK YOU**