

ATLIQ HARDWARE

PROJECT GOAL: The goal of this project is to generate detailed insights and reports to assist AtliQ Hardware in making data-driven decisions regarding customer segmentation, product performance, sales strategy, and market penetration in the APAC region and beyond.

Questions:

1. Provide a list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.
2. What is the percentage increase of products sales in 2021 compared to 2020?
3. Generate a report with unique product counts for each segment, sorted in descending order.
4. Which segment had the highest increase in unique products between 2021 and 2020?
5. Identify the products with the highest and lowest manufacturing costs.
6. Generate a report of the top 5 customers who received the highest average pre-invoice discount percentage in 2021 in the Indian market. Final Output: customer_code, customer, average_discount_percentage
7. Provide the gross sales amount for the customer "Atliq Exclusive" for each month.
8. Which quarter of 2020 saw the maximum total sold quantity?
9. Which channel contributed the most to gross sales in fiscal year 2021, and what was its percentage of contribution?
10. Generate a report of the top 3 products in each division with the highest total sold quantity in fiscal year 2021.

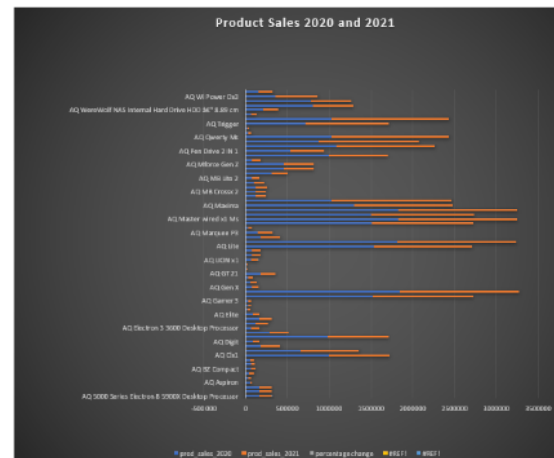
1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

customer	market
Atliq Exclusive	India
Atliq Exclusive	Indonesia
Atliq Exclusive	Japan
Atliq Exclusive	Philippines
Atliq Exclusive	South Korea
Atliq Exclusive	Australia
Atliq Exclusive	Newzealand
Atliq Exclusive	Bangladesh
Atliq Exclusive	India

Manoj kumar M

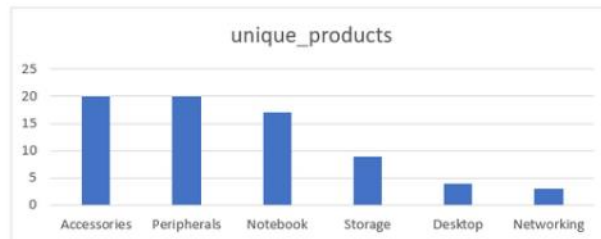
2. What is the percentage of product sales increase in 2021 vs. 2020?

Row Labels	prod. sales 2020	prod. sales 2021	percentage change
AQ 5000 Series Electron 8 5900X Desktop Processor	169148	141603	-0.0016
AQ 5000 Series Electron 9 5900X Desktop Processor	171430	133514	-0.0018
AQ 5000 Series Ultron 8 5900X Desktop Processor	165644	143057	-0.0016
AQ Asymon	52123	28476	-0.0043
AQ BZ 101	33284	27920	-0.0016
AQ BZ Allin1	40537	55136	0.0036
AQ BZ Compact	87225	55898	-0.0017
AQ BZ Gen Y	61611	48677	-0.0021
AQ BZ Gen Z	55554	48300	-0.0013
AQ Ch1	994754	723844	-0.0027
AQ Ch2	656966	695291	0.0006
AQ Ch3	172763	235719	0.0036
AQ Digi	9168	78229	-0.0016
AQ Digi 55D	385312	723771	-0.0027
AQ Dracula HDD 4K 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB	292712	224081	-0.0023
AQ Electron 3 3600 Desktop Processor	67110	35415	0.0042
AQ Electron 4 3600 Desktop Processor	125539	142444	0.0016
AQ Electron 5 3600 Desktop Processor	170017	141420	-0.0017
AQ Elite	90284	70639	-0.0013
AQ Gamer 1	24266	24687	0.0002
AQ Gamer 2	22963	52378	0.001
AQ Gamer 3	30168	33184	0.001
AQ Gamers	152795	1196930	-0.0022
AQ Gamers Mx	1045836	1425196	-0.0023
AQ Gen X	74179	77547	0.0006
AQ Gen Y	56037	78194	0.0038
AQ GEN Z	35246	47957	0.0038
AQ GT 21	116262	163378	0.003
AQ Home Allin1	9170	18686	0.0017
AQ HOPE Allin1 Gen 2	5900	7355	0.0035
AQ LCDN x1	62558	78978	0.0026
AQ LCDN x2	77848	151167	0.003
AQ LCDN x3	77537	100194	0.0029
AQ Lite	1528832	1179388	-0.0023
AQ Lite Mx	1006507	1430579	-0.0021
AQ Lumina Mx	174611	237457	0.0036
AQ Marquee P3	116563	188717	0.0035
AQ Marquee P4	33375	46059	0.0038
AQ Master wired x1	1512635	1207964	-0.002
AQ Master wired x1 Mx	1622165	1424162	-0.0022
AQ Master wireless x1	1502860	1225047	-0.0018
AQ Master wireless x1 Mx	1622681	1423353	-0.0022
AQ Master	1794534	1195647	-0.0008



3 . Provide a report with all the unique product counts for each segment and sort them in descending order of product counts

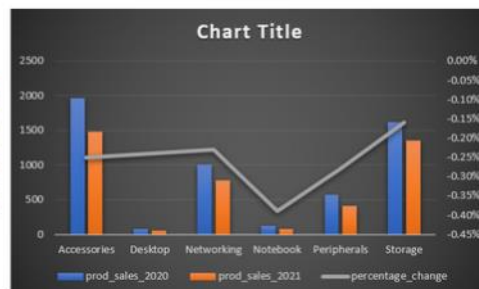
segment	unique
Accessories	20
Peripherals	20
Notebook	17
Storage	9
Desktop	4
Networking	3



Manoj kumar M

4 .Which segment had the most increase in products sales in 2021 vs 2020?

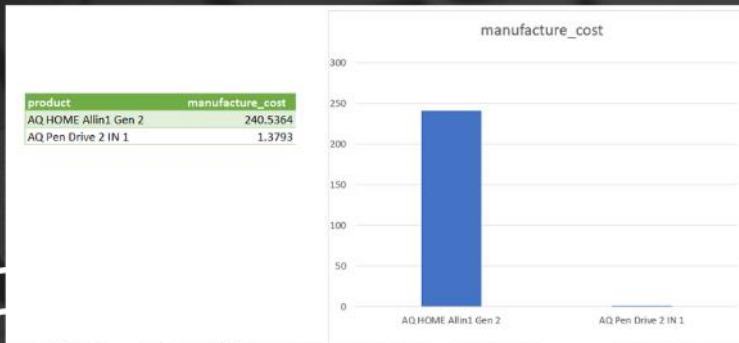
segment	prod_sales_2020	prod_sales_2021	percentage_change
Accessories	1969	1484	-0.25%
Desktop	72	55	-0.24%
Networking	1005	777	-0.23%
Notebook	125	76	-0.39%
Peripherals	572	409	-0.28%
Storage	1617	1352	-0.16%



None segment have increase in their product sales in 2021

Manoj kumar M

5. Get the products that have the highest and lowest manufacturing costs.



AQ HOME Allin1 Gen 2 has highest manufacturing cost

AQ Pen Drive 2 in 1 has lowest manufacturing cost

Manoj kumar M

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.



Flipkart , Viveks , Croma ,Ezone , Amazon has recieved high discounts in indian market in FY 2021

Manoj kumar M

7. Get the complete report of the Gross sales amount for the customer "Atilq Exclusive" for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

year	month	gross_sales_amount	gross_amount
2020	April	5.40 Million	₹ 5.40
2021	April	16.19 Million	₹ 16.19
2020	August	9.74 Million	₹ 9.74
2021	August	16.20 Million	₹ 16.20
2019	December	11.48 Million	₹ 11.48
2020	December	17.36 Million	₹ 17.36
2020	February	9.75 Million	₹ 9.75
2021	February	16.24 Million	₹ 16.24
2020	January	9.83 Million	₹ 9.83
2021	January	16.37 Million	₹ 16.37
2020	July	9.74 Million	₹ 9.74
2021	July	16.29 Million	₹ 16.29
2020	June	7.02 Million	₹ 7.02
2021	June	16.25 Million	₹ 16.25
2020	March	2.78 Million	₹ 2.78
2021	March	16.22 Million	₹ 16.22
2020	May	5.82 Million	₹ 5.82
2021	May	16.33 Million	₹ 16.33
2019	November	11.36 Million	₹ 11.36
2020	November	17.36 Million	₹ 17.36
2019	October	10.63 Million	₹ 10.63
2020	October	16.91 Million	₹ 16.91
2019	September	16.35 Million	₹ 16.35
2020	September	16.35 Million	₹ 16.35

total_gross_amount	2019	2020	2021	Grand Total
January	9.83	16.37	26.2	
February	9.75	16.24	25.99	
March	2.78	16.22	19	
April	5.4	16.19	21.59	
May	5.82	16.33	22.15	
June	7.02	16.25	23.27	
July	9.74	16.29	26.03	
August	9.74	16.2	25.94	
September	9.86	16.35	26.21	
October	10.63	16.91	27.54	
November	11.36	17.36	28.72	
December	11.48	17.36	28.84	
Grand Total	43.33	128.1	130.1	301.48

September, October, November, December are best performing months in 2020

Manoj kumar M

8. In which quarter of 2020, got the maximum total_sold_quantity?

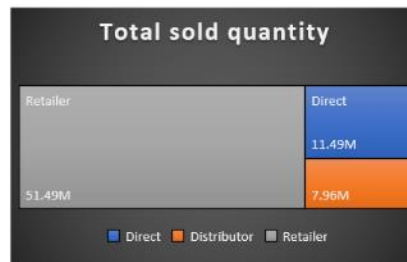


In quarter 4, i.e. in months of October, November, December there was maximum sales

Manoj kumar M

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

channel	total_sold	percent
Direct	11.49M	0.16
Distributor	7.96M	0.11
Retailer	51.49M	0.73

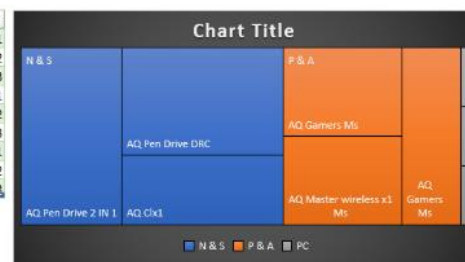


Retailer shops brought more sales in FY 2021

Manoj kumar M

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	rank
N & S	A6720160103	AQ Pen Drive 2 IN 1	1159222	1
N & S	A6818160201	AQ Pen Drive DRC	1128104	2
N & S	A6419160301	AQ Clx1	729696	3
P & A	A2319150302	AQ Gamers Ms	683634	1
P & A	A2219150204	AQ Master wireless x1 Ms	682321	2
P & A	A2319150306	AQ Gamers Ms	681531	3
PC	A4218110202	AQ Dlgit	26012	1
PC	A4319110306	AQ Velocity	25978	2
PC	A4118110107	AQ Asplron	25963	3



Top3 selling products in each division .

Manoj kumar M