

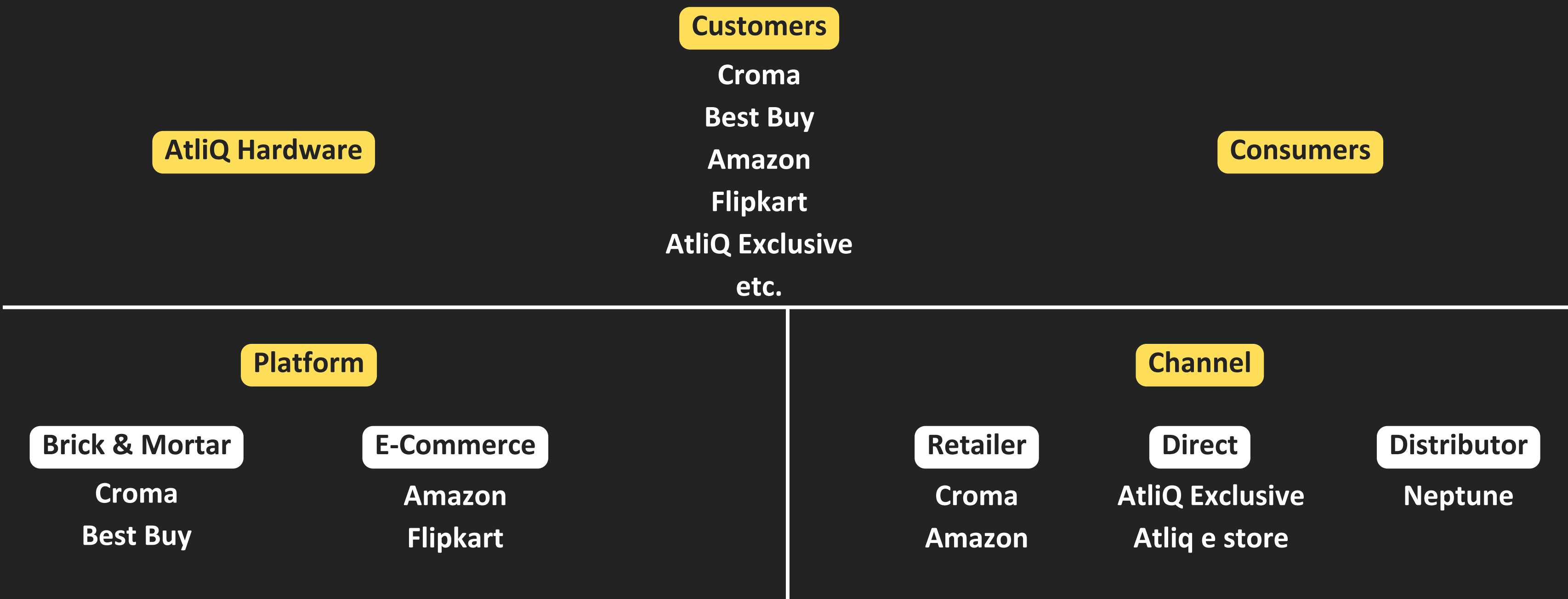


Consumer Goods Ad_Hoc Insights

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AtliQ's Business Model

Atliq Hardware produces computer hardwares in India and other countries.



AtliQ's Product Segmentation

Division	Segment	Category	Product	Variant
P & A PC N & S	Peripherals	Internal HDD	AQ Zion Saga	Standard
	Accessories	Graphic Card	AQ GT 21	Plus
	Notebook	Processors	AQ MB Elite	Premium
	Desktop	MotherBoard	AQ MB Crossx	etc.
	Storage	Mouse	AQ MB Lito	
	Networking	Keyboard	AQ Gamers Ms	
		Batteries	AQ Qwerty	
		Personal Laptop	AQ Trigger	
		Business Laptop	AQ Lumina	
		Gaming Laptop	AQ Aspiron	
		Personal Desktop	etc.	
		USB Flash Drives		
		Wi-fi extender		
		etc.		

“P & A” Peripherals and Accessories

“PC” Personal Computer

“N & S” Network and Storage

Market Presence of Atliq Exclusive in the APAC Region

Question 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



AtliQ Exclusive operates its business in **8 markets** in APAC.

Unique Product Increase (2020 vs. 2021)

Question 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



In 2021, the unique product count rose from 245 to 334, marking a **36.33% increase** compared to the previous year.

Segment-wise Unique Product Count

Question 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

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



Out of 6 segments, **Notebook** had the highest number of unique products (129), and **Networking** had the lowest number of products (9).

Segment-wise Unique Product Increase (2020 vs. 2021)

Question 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

	segment	product_count_2020	product_count_2021	difference
▶	Accessories	69	103	34
	Desktop	7	22	15
	Networking	6	9	3
	Notebook	92	108	16
	Peripherals	59	75	16
	Storage	12	17	5



In 2021, **Notebooks** added **16** new unique products, reaching **108**. However, **Accessories** added **34** products, reaching a total of **103**, making it **first** in terms of growth.

Highest and Lowest Manufacturing Costs for Products

Question 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
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364



'AQ Master wired x1 Ms' had the lowest manufacturing cost with 0.89,
'AQ HOME Allin1 Gen 2' had the highest manufacturing cost at 240.54.

Top 5 Customers with Highest Pre-Invoice Discount Percentage in the Indian Market (Fiscal Year 2021)

Question 6

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	average_discount_percentage
►	90002009	Flipkart	0.308
	90002006	Viveks	0.304
	90002002	Croma	0.303
	90002003	Ezone	0.303
	90002016	Amazon	0.293



In the Indian Market 2021, **Flipkart** had the highest average pre-invoice discount percentage at **0.308**, and **Amazon** had the lowest at **0.293**.

Monthly Gross Sales Analysis for Customer "Atliq Exclusive"

Question 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

	Month	fiscal_year	Gross Sales Amount
►	2019-09-01	2020	4496259.67
	2019-10-01	2020	5135902.35
	2019-11-01	2020	7522892.56
	2019-12-01	2020	4830404.73
	2020-01-01	2020	4740600.16
	2020-02-01	2020	3996227.77
	2020-03-01	2020	378770.97
	2020-04-01	2020	395035.35
	2020-05-01	2020	783813.42
	2020-06-01	2020	1695216.60
	2020-07-01	2020	2551159.16
	2020-08-01	2020	2786648.26

	Month	fiscal_year	Gross Sales Amount
►	2020-09-01	2021	12353509.79
	2020-10-01	2021	13218636.20
	2020-11-01	2021	20464999.10
	2020-12-01	2021	12944659.65
	2021-01-01	2021	12399392.98
	2021-02-01	2021	10129735.57
	2021-03-01	2021	12144061.25
	2021-04-01	2021	7311999.95
	2021-05-01	2021	12150225.01
	2021-06-01	2021	9824521.01
	2021-07-01	2021	12092346.32
	2021-08-01	2021	7178707.59



Considering both fiscal year's monthly data, the customer "AtliQ Exclusive" sold 6,18,954 products, generating a high gross sales of 20.46 Million in Nov 2020 (FY 2021). "AtliQ Exclusive" sold 16,799 products, resulting in a low gross sales of 0.38 Million in Mar 2020 (FY 2020).

Identifying Quarter with Maximum Total Sold Quantity in 2020

Question 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
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



In 2020, **Quarter 1** reports the maximum sold quantity of **7 Million**, and **Quarter 3** reports the minimum total of **2 Million**.

Channel Impact: Fiscal Year 2021 Gross Sales Contribution

Question 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	1219.08	73.233852
	Direct	257.53	15.470612
	Distributor	188.03	11.295535



In 2021, Out of 3 channels, **retailers** brought a high gross sales of **1219.08 Million** and contributed **73.23 %**, stood first, then **direct** with **257.53 Million**, **15.47%**.

Division-wise Top 3 Products with High Total Sold Quantity (Fiscal Year 2021)

Question 10

Get the Top 3 products in each division with 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

	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1 (Premium)	701373	1
	N & S	A6818160202	AQ Pen Drive DRC (Plus)	688003	2
	N & S	A6819160203	AQ Pen Drive DRC (Premium)	676245	3
	P & A	A2319150302	AQ Gamers Ms (Standard 2)	428498	1
	P & A	A2520150501	AQ Maxima Ms (Standard 1)	419865	2
	P & A	A2520150504	AQ Maxima Ms (Plus 2)	419471	3
	PC	A4218110202	AQ Digit (Standard Blue)	17434	1
	PC	A4319110306	AQ Velocity (Plus Red)	17280	2
	PC	A4218110208	AQ Digit (Premium Misty Green)	17275	3



In 2021, the **N & S division** stood first regarding sold quantity. One important thing to notice is that for the same division, products are repeated because "AtliQ Hardware" sells multiple variants of similar products.

For Example, In the division N & S, the product "**AQ Pen Drive DRC**" is repeated twice as it has two variants, **Plus and Premium**.