



**ATLIQ HARDWARES**

# **CONSUMER GOODS ADHOC INSIGHTS**

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# PROBLEM STATEMENT

- ATLIQ HARDWARE, A LEADING MANUFACTURER OF COMPUTER HARDWARE IN INDIA WITH A GLOBAL PRESENCE, SEEKS ENHANCED DATA INSIGHTS TO ENABLE QUICKER DECISION-MAKING.
- TO EXPAND THE DATA ANALYTICS TEAM, TONY SHARMA, DATA ANALYTICS DIRECTOR, DESIGNED A SQL CHALLENGE TO ASSESS CANDIDATES' TECHNICAL AND SOFT SKILLS.
- AS AN APPLICANT, I ANALYZED 10 BUSINESS REQUESTS FROM 'AD-HOC-REQUESTS' USING SQL, PROVIDING ACTIONABLE INSIGHTS THROUGH A MANAGEMENT-FOCUSED PRESENTATION.

# **BUSINESS MODEL**

**ATLIQ HARDWARE IS A HARDWARE MANUFACTURING COMPANY WITH A STRONG MARKET PRESENCE ACROSS THE APAC, LATAM, EU, AND NA REGIONS.**

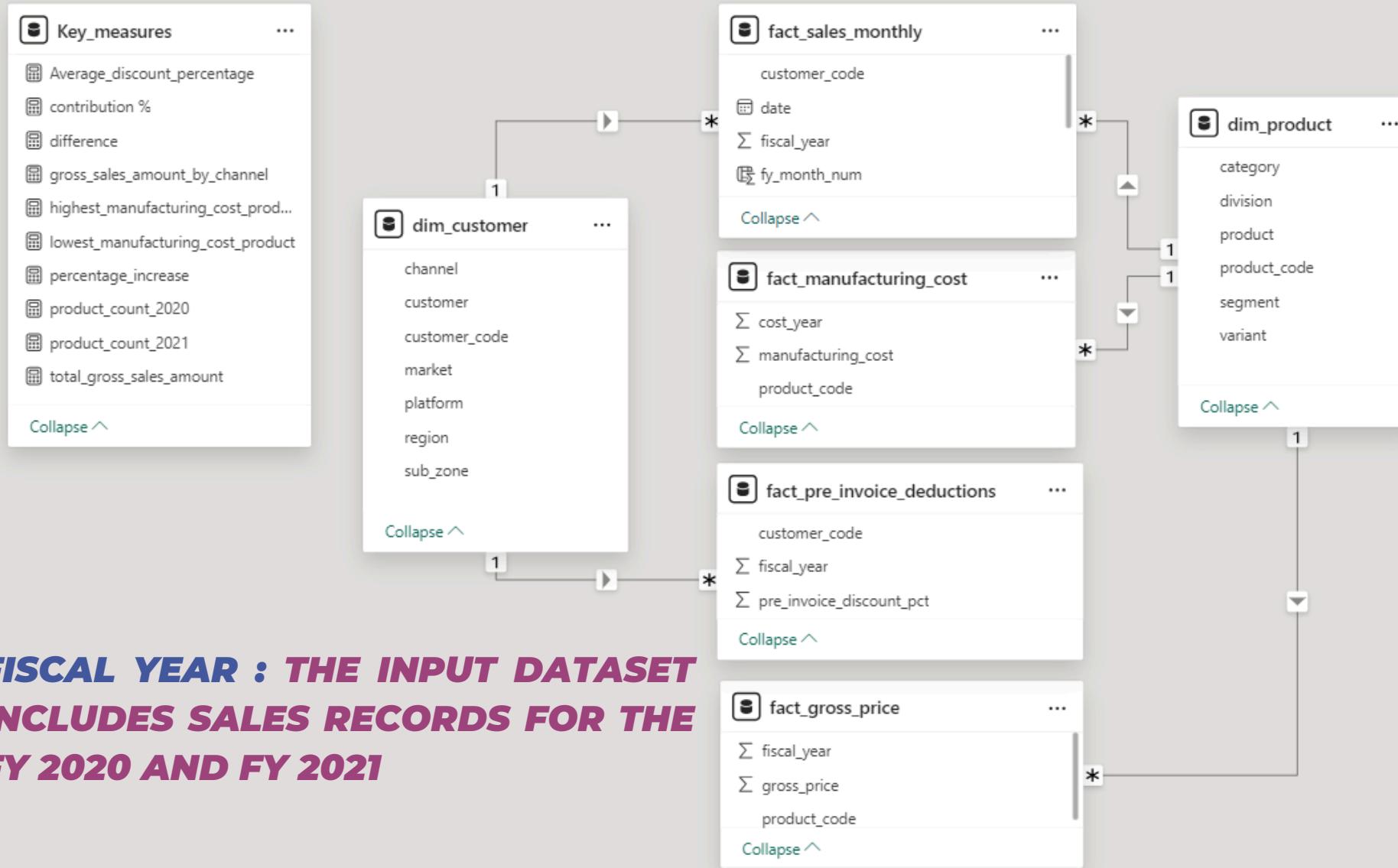


# **BUSINESS MODEL**

- THE PRODUCT CATALOG IS ORGANIZED INTO THREE DISTINCT DIVISIONS:  
PC , P&A , AND N&S
- ATLIQ HARDWARE DISTRIBUTES ITS PRODUCTS ACROSS VARIOUS  
SALES CHANNELS :
  - RETAILER
  - DIRECT STORES
  - DISTRIBUTORS
- SALES ARE CARRIED OUT THROUGH TWO PLATFORMS :
  - BRICK AND MORTAR - PHYSICAL STORES
  - E-COMMERCE - ONLINE STORES

# DATA MODEL

# TOOLS



**FISCAL YEAR : THE INPUT DATASET INCLUDES SALES RECORDS FOR THE FY 2020 AND FY 2021**



***AD HOC REQUESTS,  
EXTRACTED QUERY RESULTS,  
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
Philippines
South Korea
Australia
Newzealand
Bangladesh

# INSIGHTS

**IN THE APAC REGION, "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN 8 COUNTRIES :**

**INDIA**

**INDONESIA**

**JAPAN**

**PHILIPHINES**

**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*

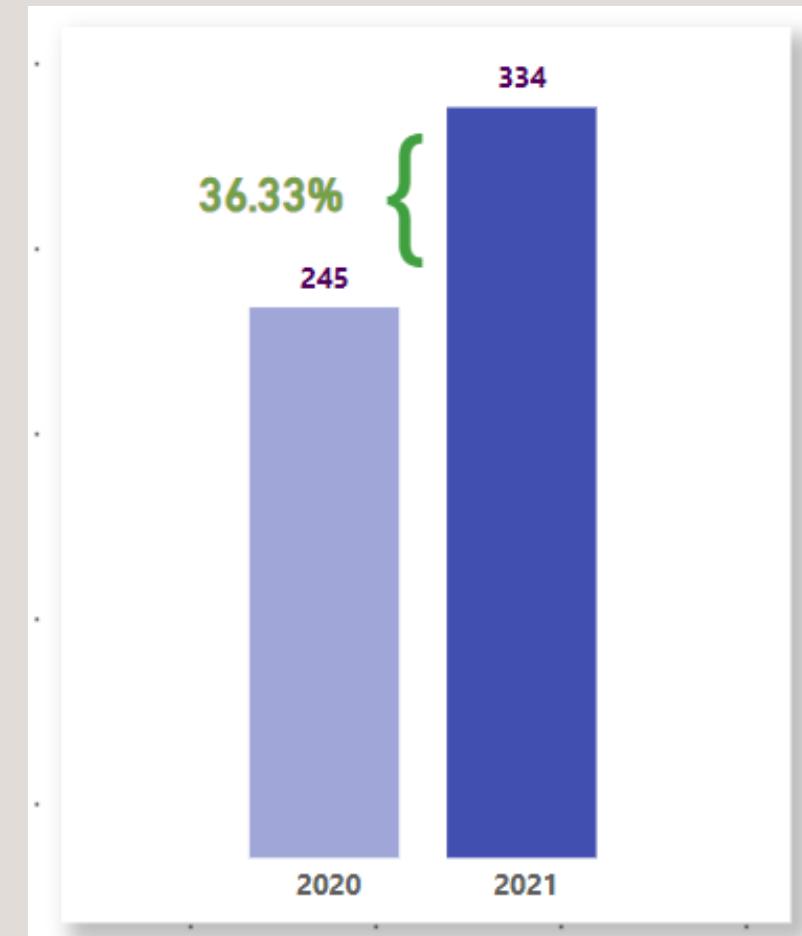
*percentage\_chg*

## **OUTPUT :**

	<i>unique_products_2020</i>	<i>unique_products_2021</i>	<i>percentage_chg</i>
▶	245	334	36.33

## INSIGHTS

*Atliq's commitment to innovation and introducing new products is evident in its growth. In fiscal year 2020, It offered 245 products, and by fiscal year 2021, this number surged by 36.33%, reaching a total of 334 products.*



*Unique\_Products*

## **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*

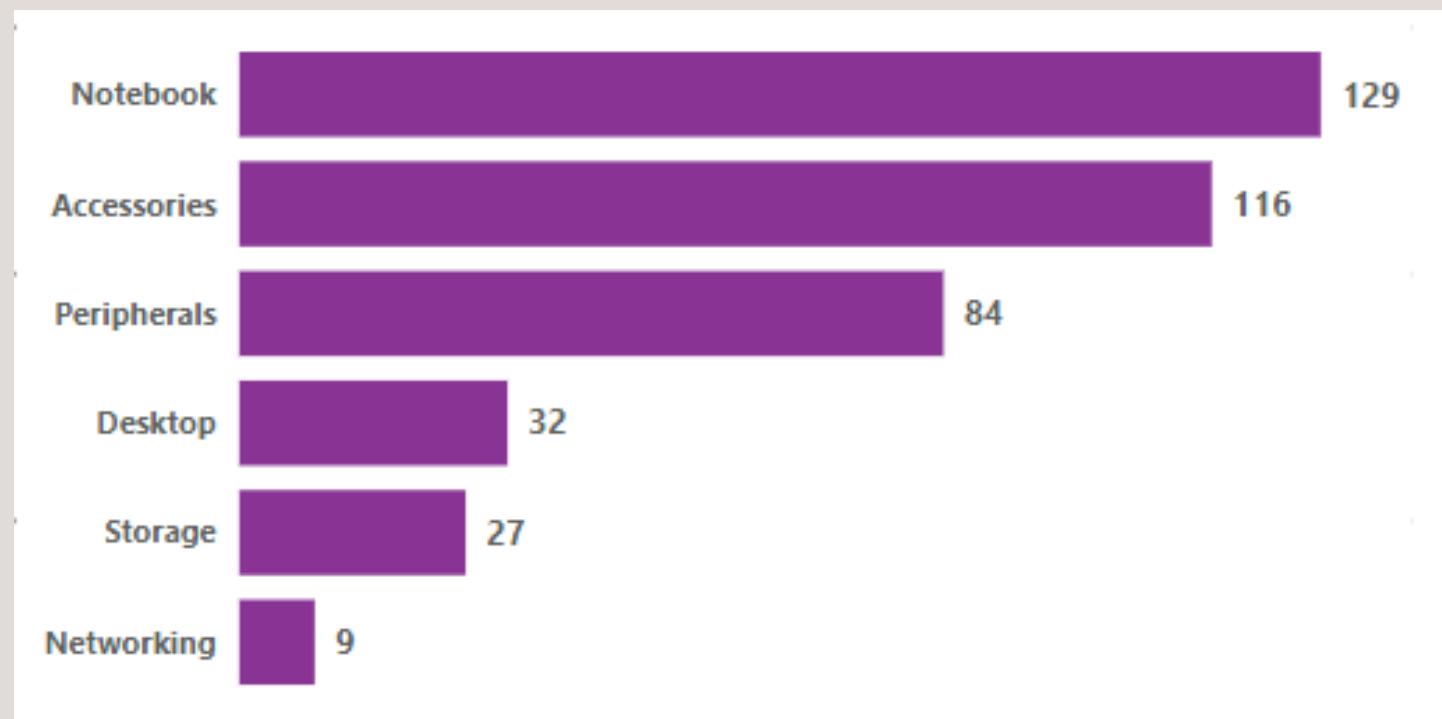
*product\_count*

## **OUTPUT :**

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

# INSIGHTS

**NOTEBOOKS, ACCESSORIES, AND PERIPHERALS DRIVE SIGNIFICANT MANUFACTURING GROWTH, COMPRISING 83% OF TOTAL PRODUCTION, OUTPERFORMING DESKTOPS, STORAGE, AND NETWORKING.**



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

# INSIGHTS

**PRODUCTION GROWTH IS HIGHEST IN ACCESSORIES, WHEREAS STORAGE AND NETWORKING LAG BEHIND OTHER SEGMENTS.**

Segment	Product_count_2020	Product_count_2021	Difference
Accessories	69	103	34 <span style="color: green;">↑</span>
Notebook	92	108	16 <span style="color: green;">↑</span>
Peripherals	59	75	16 <span style="color: green;">↑</span>
Desktop	7	22	15 <span style="color: green;">↑</span>
Storage	12	17	5 <span style="color: green;">↑</span>
Networking	6	9	3 <span style="color: green;">↑</span>

## 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 :

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

# INSIGHTS

\$240.54



A6120110206

**AQ HOME Allin1 Gen 2**  
Personal Desktop

***Highest manufacturing\_cost product:***  
***AQ Home Allin1 Gen2***  
***Personal Desktop***

***Lowest manufacturing\_cost product:***  
***AQ Master wired x1 Ms***  
***Mouse***

\$0.89



A2118150101

**AQ Master wired x1 Ms**  
Mouse

## **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***

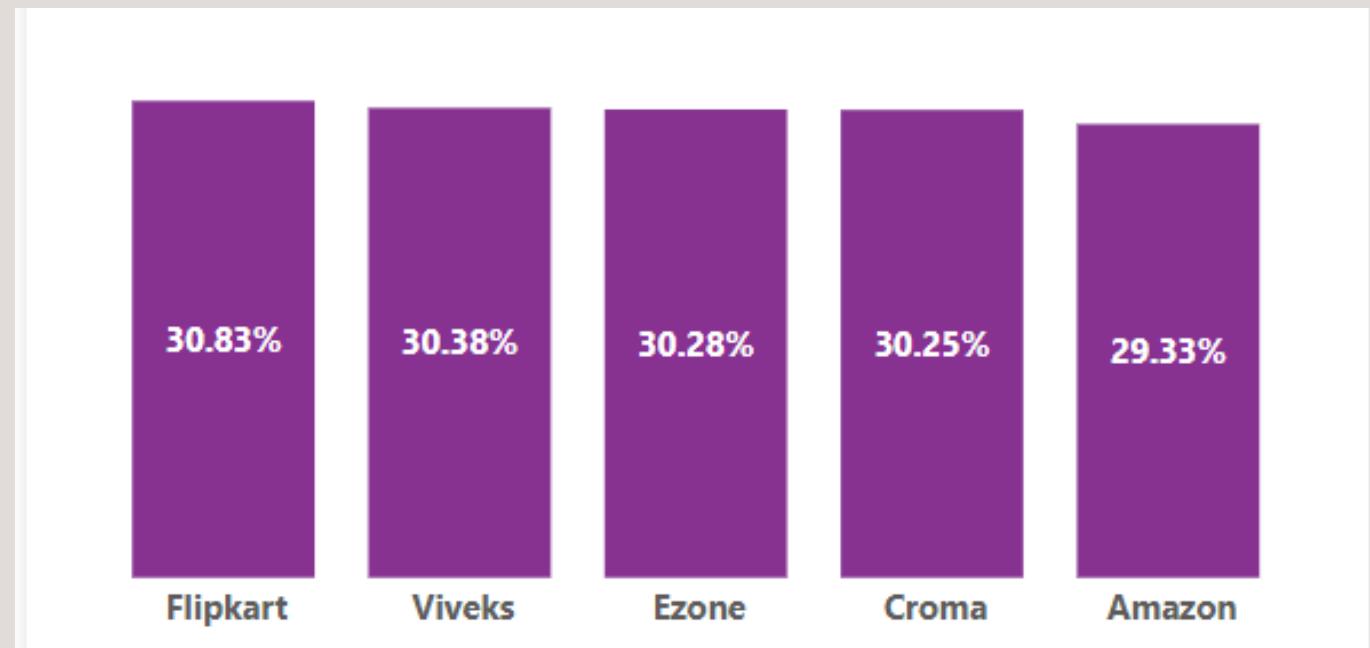
***average\_discount\_percentage***

## **OUTPUT :**

<b><i>customer_code</i></b>	<b><i>customer</i></b>	<b><i>average_discount_percentage</i></b>
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

## INSIGHTS

*In 2021, Atliq maintained a nearly uniform pre-invoice discount percentage for its top 5 customers. Among them, Flipkart emerged as the highest-discounted customer in the Indian market, receiving a discount of 30.83%.*



## 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 :

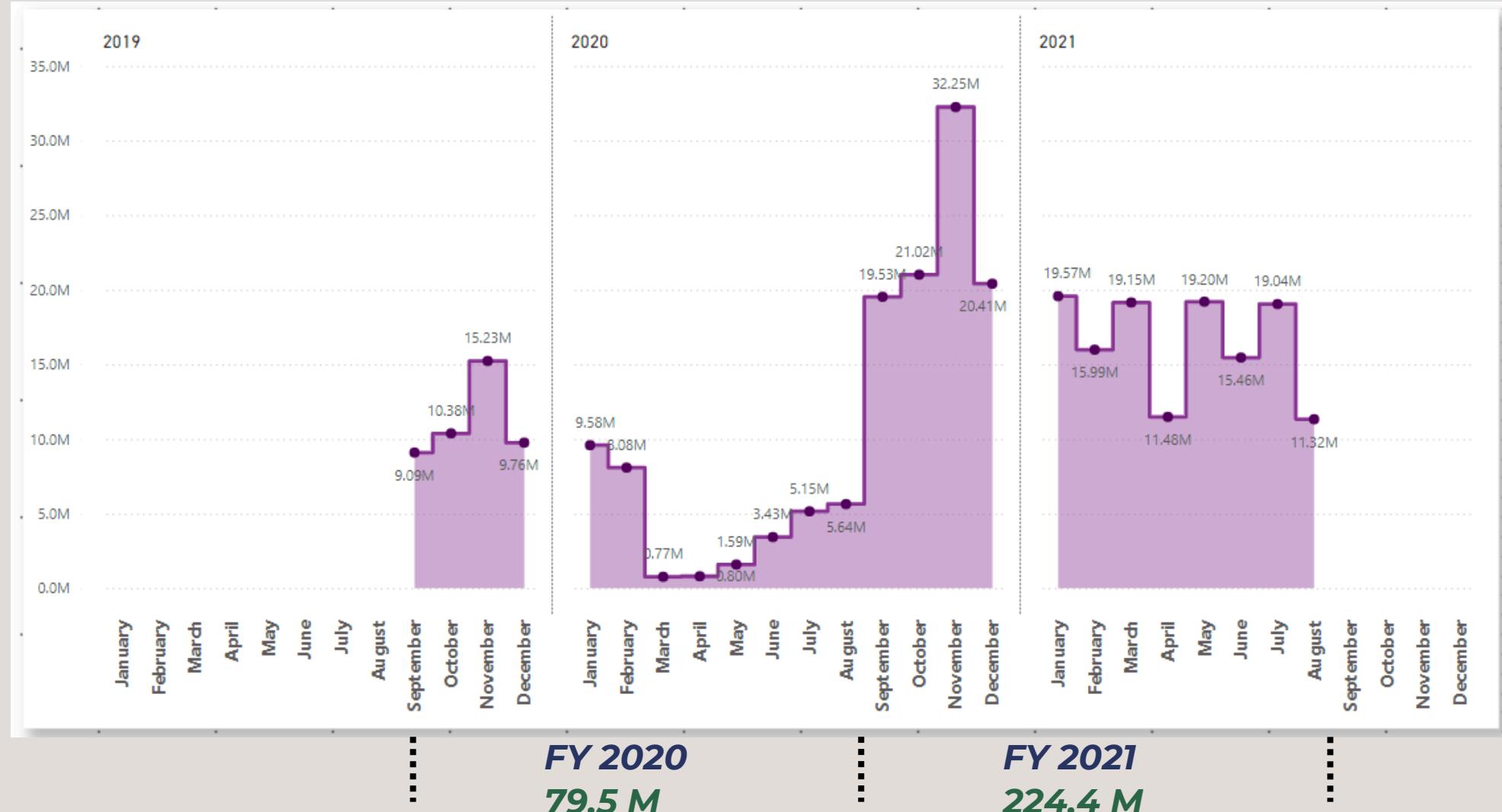
month	fiscal_year	gross_sales_amount_in_millions
September(2019)	2020	9.09
October(2019)	2020	10.38
November(2019)	2020	15.23
December(2019)	2020	9.76
January(2020)	2020	9.58
February(2020)	2020	8.08
March(2020)	2020	0.77
April(2020)	2020	0.80
May(2020)	2020	1.59
June(2020)	2020	3.43
July(2020)	2020	5.15
August(2020)	2020	5.64
September(2020)	2021	19.53
October(2020)	2021	21.02
November(2020)	2021	32.25
December(2020)	2021	20.41
January(2021)	2021	19.57
February(2021)	2021	15.99
March(2021)	2021	19.15
April(2021)	2021	11.48
May(2021)	2021	19.20
June(2021)	2021	15.46
July(2021)	2021	19.04
August(2021)	2021	11.32

**FY 2020**

**FY 2021**

# INSIGHTS

**The majority of gross sales, accounting for 73.8% of the total, were recorded in FY 2021.**



*In November 2020, Atliq Exclusive achieved its highest sales, while March 2020 saw the lowest gross sales. The significant drop in sales from March to August can be attributed to the impact of COVID-19. However, it's noteworthy that sales rebounded quickly after August, reaching a record high in November—the peak of the past two years.*

## **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*

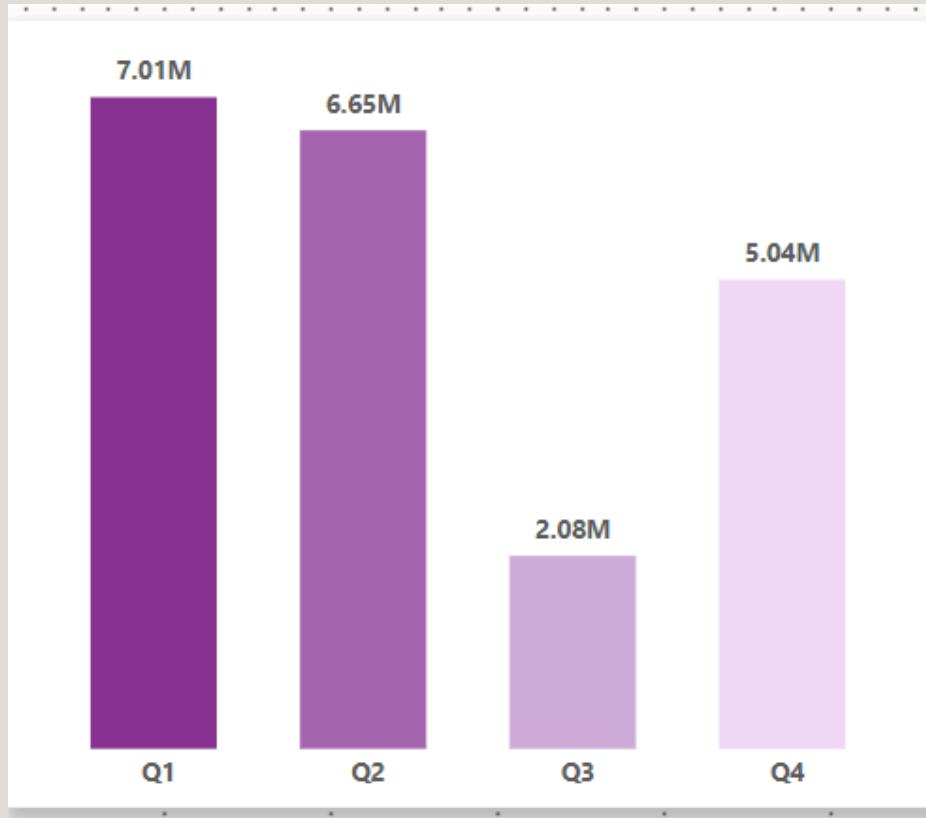
*total\_sold\_quantity*

## **OUTPUT :**

<i>Quarters</i>	<i>total_sold_quantity_in_millions</i>
Q1	7.01
Q2	6.65
Q3	2.08
Q4	5.04

# INSIGHTS

Month	Quarters
September	Q1
October	Q1
November	Q1
January	Q2
February	Q2
December	Q2
March	Q3
April	Q3
May	Q3
June	Q4
July	Q4
August	Q4



**Quarter1 has the maximum total sold quantity due to festive seasons.**

**In FY 2020, the sold quantity dropped significantly to approximately 2.08 million in Q3 (March, April, and May) during the peak of the COVID-19 pandemic. However, recovery began earlier than expected, even as the pandemic persisted.**

## 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 :

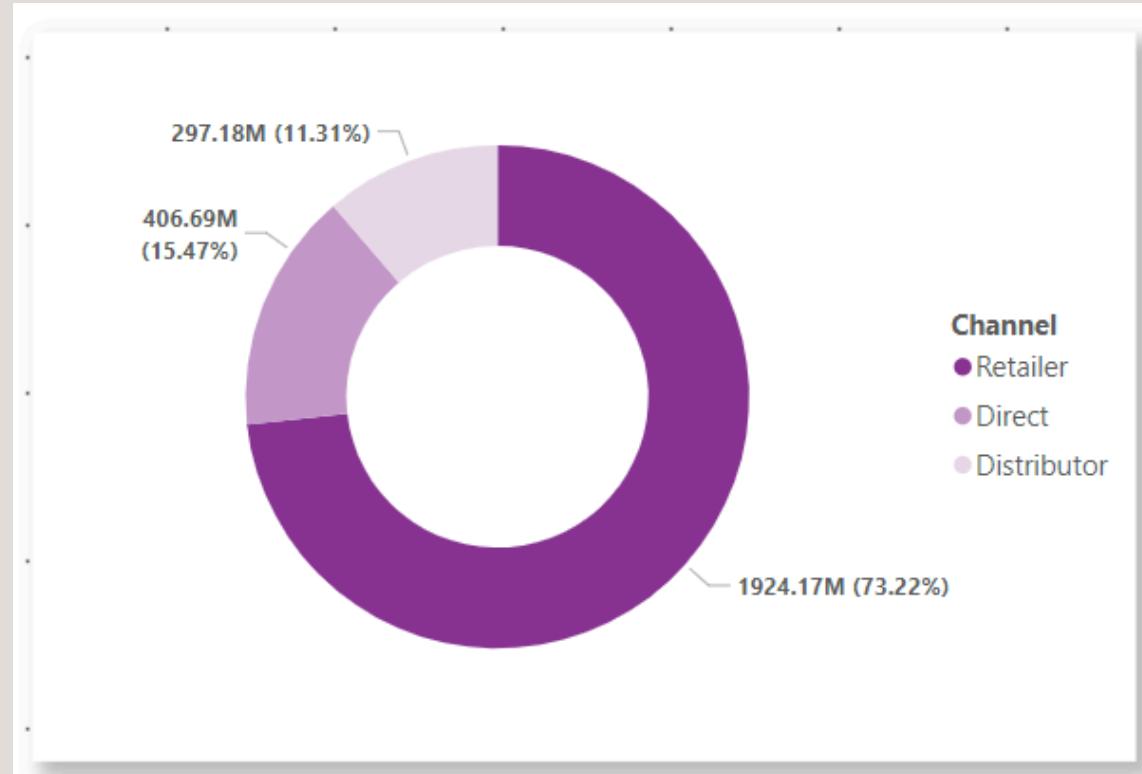
*channel*

*gross\_sales\_mln*

*percentage*

## OUTPUT :

<i>channel</i>	<i>gross_sales</i>	<i>percentage</i>
Direct	406.69 M	15.48 %
Distributor	297.18 M	11.31 %
Retailer	1924.17 M	73.22 %



*In fiscal year 2021, retailers accounted for the majority of Atliq's sales, contributing 73.22% of the total while direct and distributor channels contributed only a small fraction to overall sales.*

## **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***

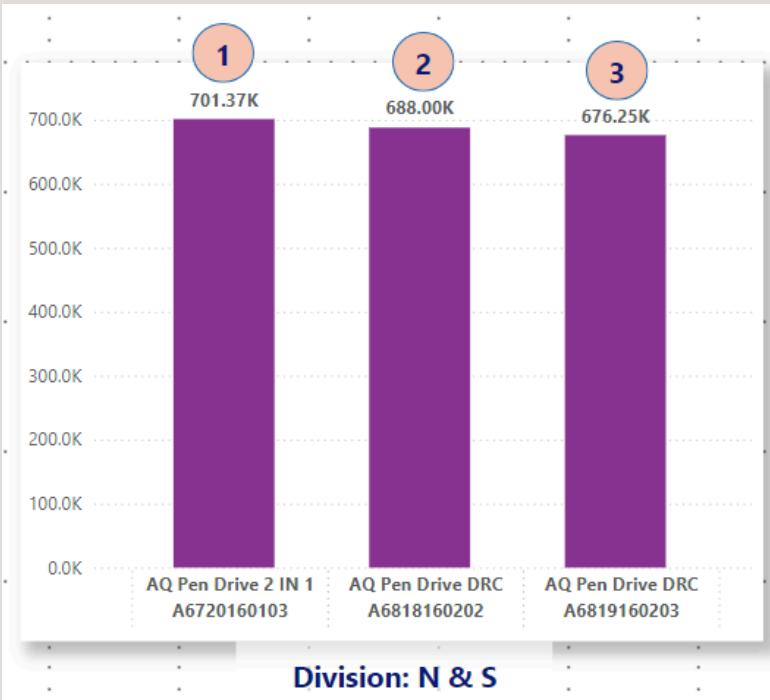
***total\_sold\_quantity***

***rank\_order*** Note:

## **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

# INSIGHTS



**Pen drives emerged as the top-selling products in N&S, with approximately 7 lakh units sold.**



**Mouse emerged as the top-selling products in N&S, with approximately 4 lakh units sold.**



**Personal laptops emerged as the top-selling products in N&S, with approximately 17000 units sold.**

***THANK YOU***