

Consumer Goods Ad_Hoc Insights



Atliq Exclusive markets in APAC region

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

Market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

Insights from the output

- Insights:
 - The business established to over 20 countries.
 - “Atliq Exclusive” operates in more than 16 countries.
 - In the APAC region "Atliq Exclusive" operates its business in 8 countries.

Unique product percentage increase 2021 vs. 2020

- Question:

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

The final output contains these fields:

unique_products_2020

unique_products_2021

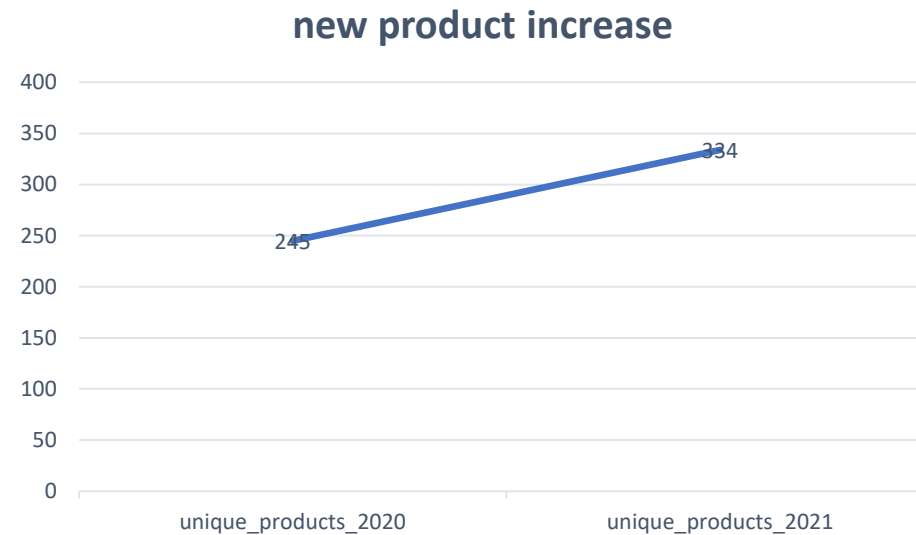
percentage_chg

Output

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

Conversion of output to visual

- Visual



- Insight

- 33% of products increased from 2020 to 2021
- The company has more products introduced in 2021.

Number of distinct products in each segment

- Question

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

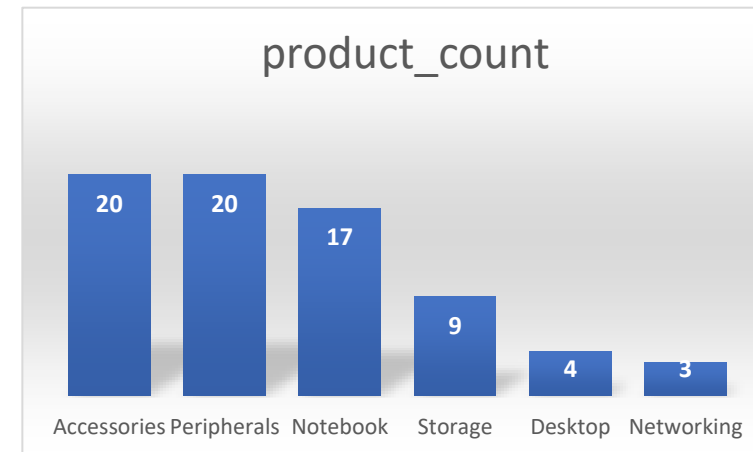
- Output:

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

Conversion of output to visual

- Visual

segment	product_count
Accessories	20
Peripherals	20
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Desktop	4
Networking	3



- Insight

- The products are based on 6 different segment.
- The segments Accessories and Peripherals have more unique products.

Product increase in 2021 vs 2020

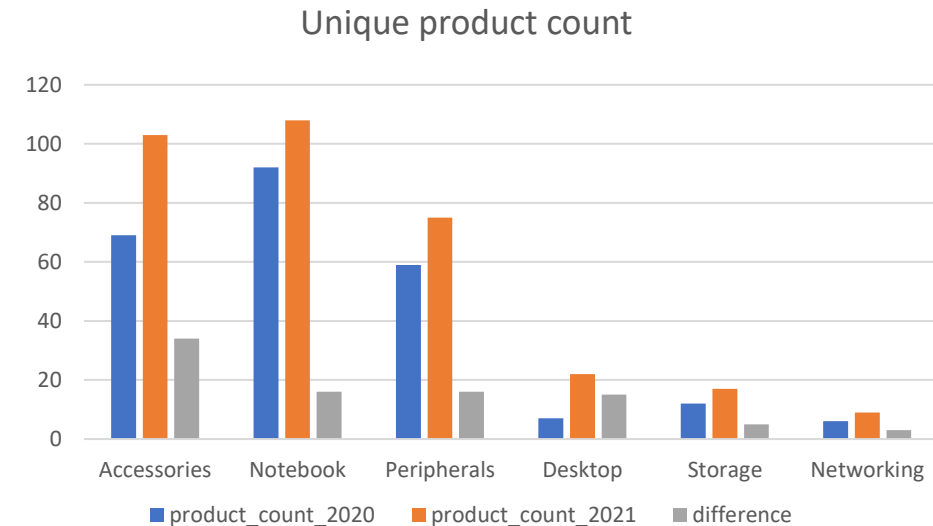
- Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields:
segment,product_count_2020,product_count_2021,difference

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

Convert output to visual

- Visual

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



- Insight

- Compared to 2020, in 2021 more products are introduced.

Highest and lowest manufacturing cost

- Question

Get the products that have the highest and lowest manufacturing costs.
The final output should contain these fields:

product_code

product

manufacturing_cost

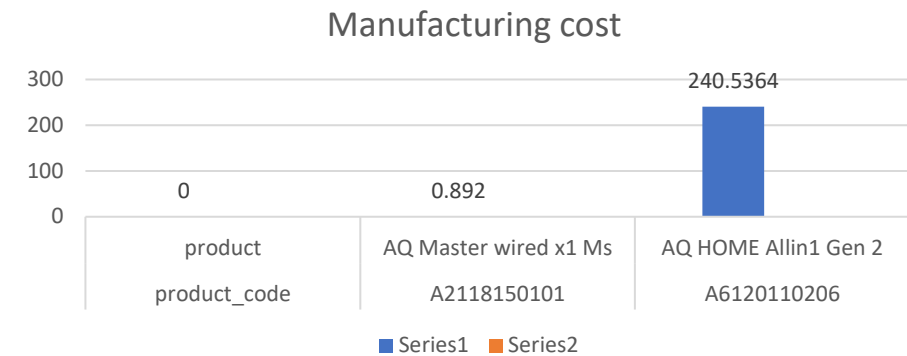
.Output

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.892
A6120110206	AQ HOME Allin1 Gen 2	240.5364

Conversion of output to visual

- Visual

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.892
A6120110206	AQ HOME Allin1 Gen 2	240.5364



- Insight

- The company produced products value range from 0.89 to 240.53

Top5 customers received high discount

Question:

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	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

Gross sales amount for AtliqExclusive

- Question: Get the complete report of the Gross sales amount for the customer “AtliqExclusive” 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
- Insights:
 - In year 2020 and 2021, November month has high gross sales amount

Conversion of output to visual

Month	Year	gross_sales_amount_million
11	2020	7.52
10	2020	5.14
12	2020	4.83
1	2020	4.74
9	2020	4.5
2	2020	4
8	2020	2.79
7	2020	2.55
6	2020	1.7
5	2020	0.78
4	2020	0.4
3	2020	0.38
11	2021	20.46
10	2021	13.22
12	2021	12.94
1	2021	12.4
9	2021	12.35
5	2021	12.15
3	2021	12.14
7	2021	12.09
2	2021	10.13
6	2021	9.82
4	2021	7.31
8	2021	7.18

Maximum quantities sold in 2020

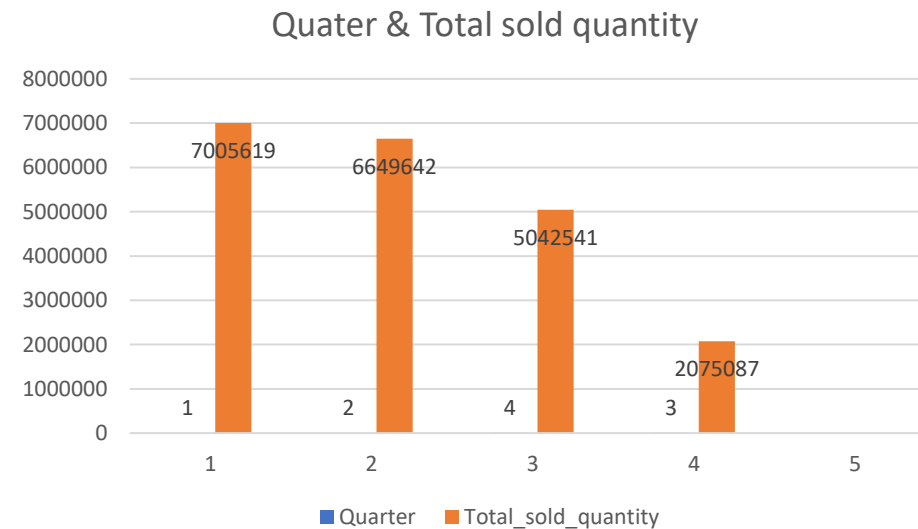
- Question:

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
1	7005619
2	6649642
4	5042541
3	2075087

Conversion of output to visual

- Visual



- Insights

In the fiscal year 2020 , quarter 1 has the highest total sold quantity and quarter 3 has the least total sold quantity.

Channel bring more sales in 2021

- Question

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_mln	Percentage(%)
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.3

Conversion of output to visual

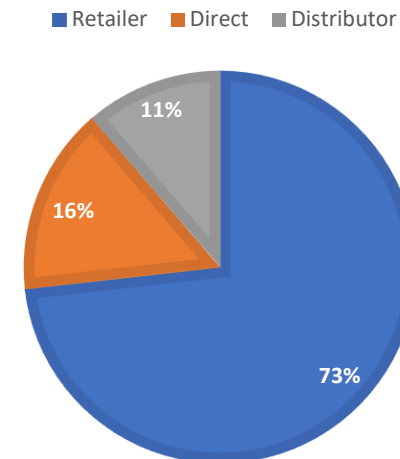
- Visual

channel	gross_sales_mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.3

- Insights

73% sales are brought by Retailer

CHANNEL VS GROSS SALES



Top 3 products in each division

- Question: 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

division	product_code	product	total_sold_quantity	rank_order
N & S	A6818160202	AQ Pen Drive DRC Plus	688003	1
N & S	A6819160203	AQ Pen Drive DRC Premium	676245	2
N & S	A6520160402	AQ Clx2 Plus	409137	3
P & A	A2520150501	AQ Maxima Ms Standard 1	419865	1
P & A	A2520150504	AQ Maxima Ms Plus 2	419471	2
P & A	A2620150604	AQ Qwerty Ms Plus 2	417098	3
PC	A4520110507	AQ Gen X Premium Black	17127	1
PC	A4620110608	AQ Gen Y Premium Misty Green	17035	2
PC	A4721110703	AQ GEN Z Standard Red	17018	3

Convert output to visual

- Visual



- Insights

- Most of the Atliq products are in the top 3 category.