

Ad_hoc Insight

Consumer goods

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*AtliQ
Hardware*



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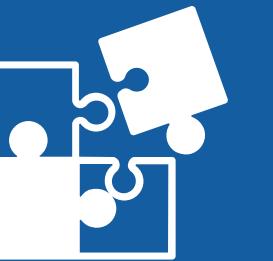
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ABOUT ATLIQ



BUSINESS

Atliq Hardware, a top computer hardware manufacturer, excels in innovative, high-quality products. With a strong presence in India and globally, we offer advanced processors, memory, storage solutions, and peripherals, committed to excellence, sustainability, and customer satisfaction.





OBJECTIIVE



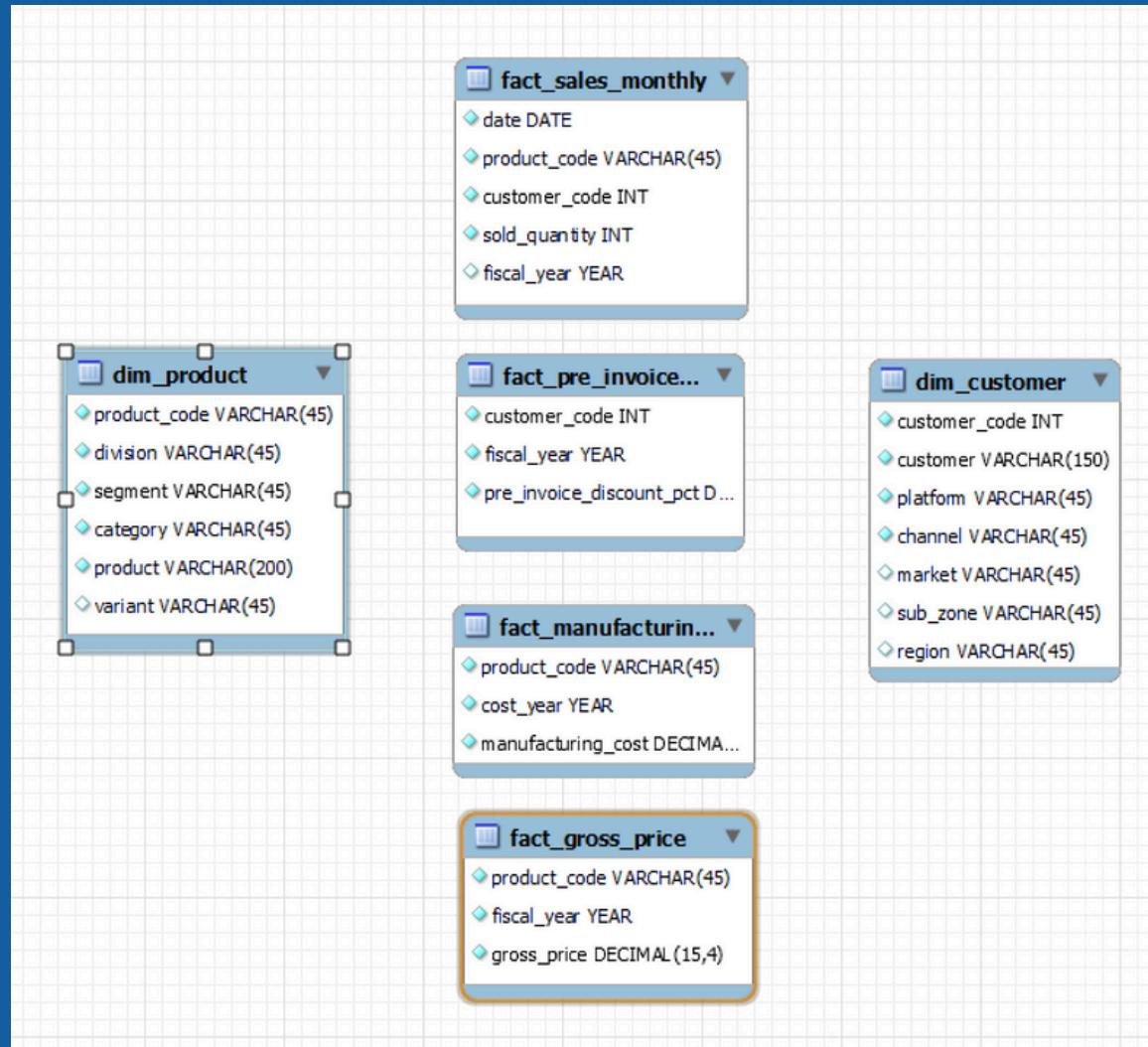
As AtliQ grows, data volumes increase, making data-driven decisions challenging.

Management requested ad-hoc insights. I will use SQL, Power BI, Canva, and PowerPoint to provide these insights using my expertise.



DATA AND REQUEST

Data



Request

Codebasics SQL Challenge

Requests:

- Provide the list of markets in which customer "Atiq Exclusive" operates its business in the APAC region.
- 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
- 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
- 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
- Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
product_code
product
manufacturing_cost

codebasics.io

Codebasics SQL Challenge

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codebasics.io

1. 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
Philippines
South Korea



VISUAL



INSIGHT

Atliq Exclusive operates its business in 8 major markets in the APAC region.

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

The final output contains these fields:

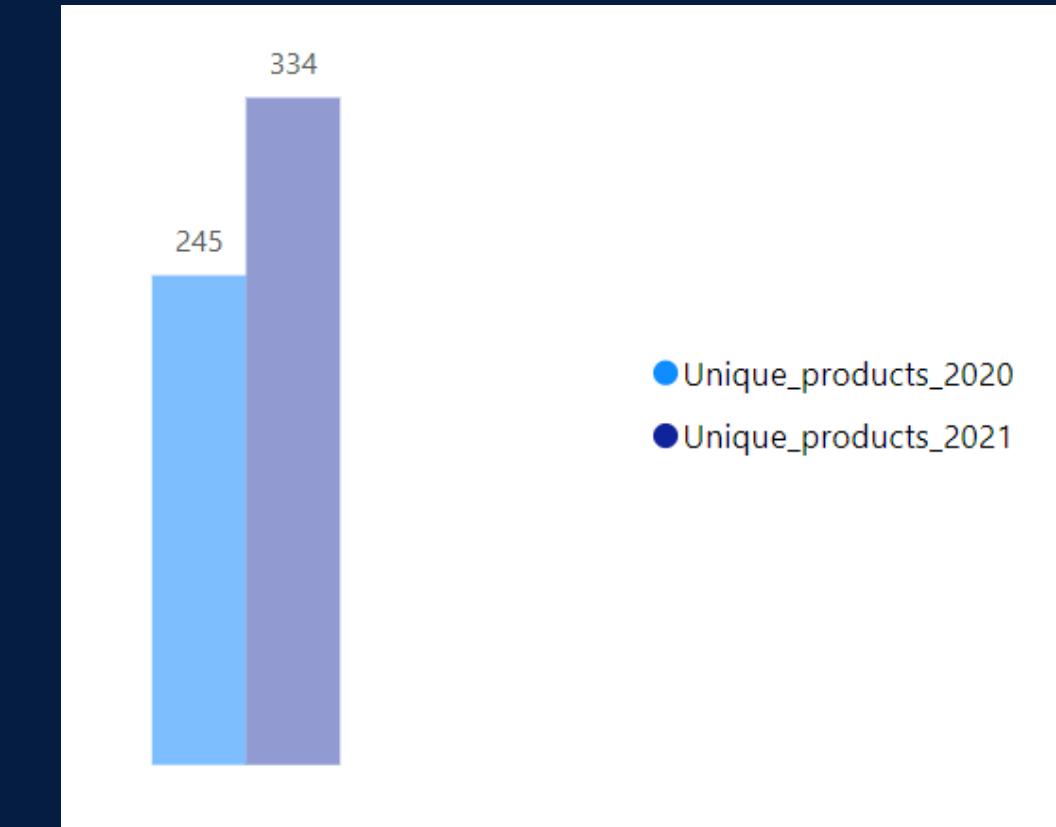
unique_products_2020
unique_products_2021
percentage_chg

OUTPUT

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33



VISUAL



INSIGHT

The percentage of unique products increased by 36.33% in 2021 compared to 2020. This growth indicates that Atliq is successfully expanding its product range and effectively meeting customer needs in the current changing market.

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:

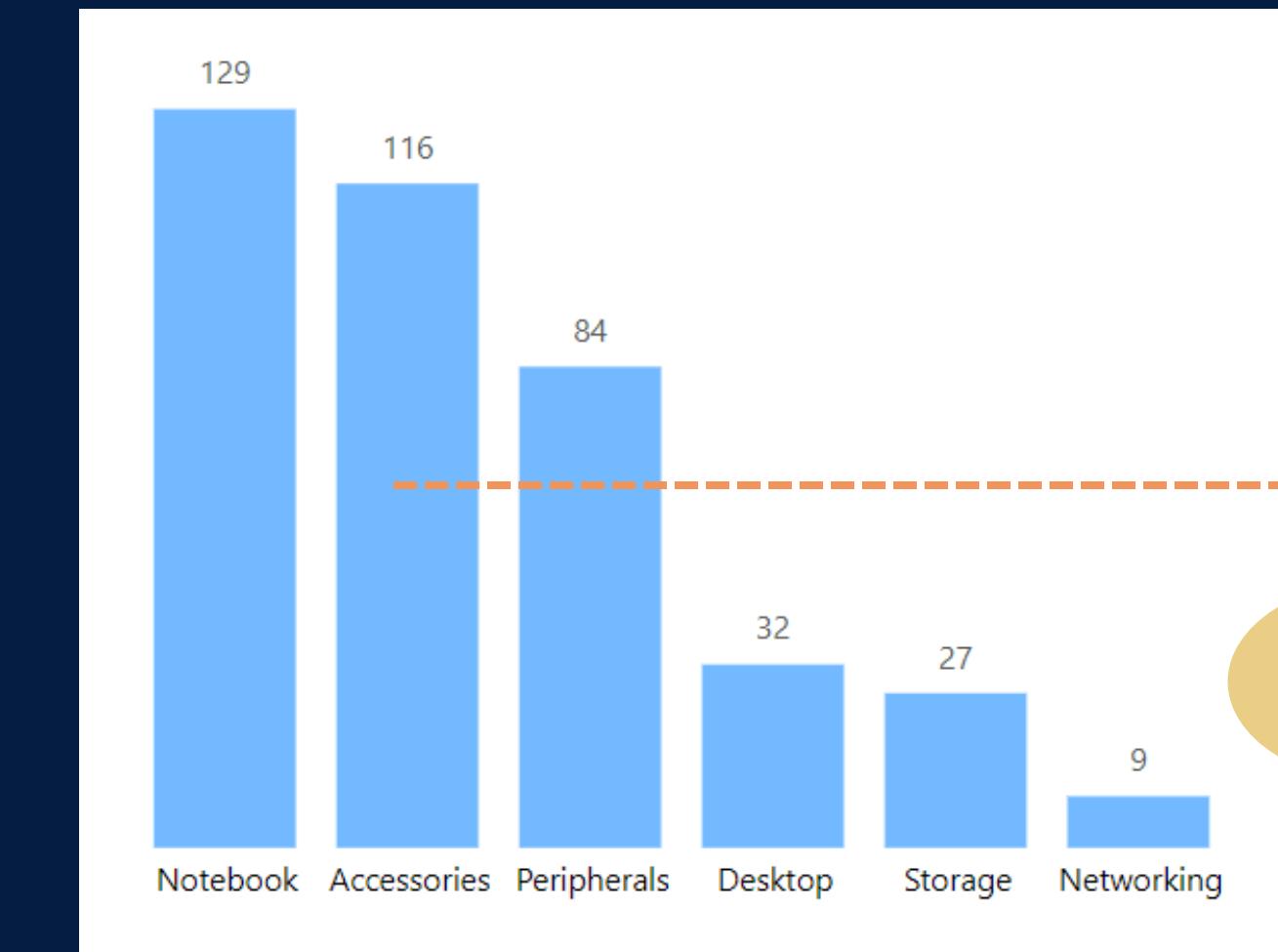
segment
product_count

OUTPUT

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



VISUAL



INSIGHT

Unique product counts for each segment show that notebooks, accessories, and peripherals are meeting expectations. However, desktops, storage, and networking segments need improvements. This highlights areas for growth and potential focus to better meet market demands.

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



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

In 2021, the Accessories segment saw the most significant increase in unique products compared to 2020. Conversely, the Networking segment experienced the lowest increase. This indicates strong growth in Accessories and a potential need for focus in Networking.

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

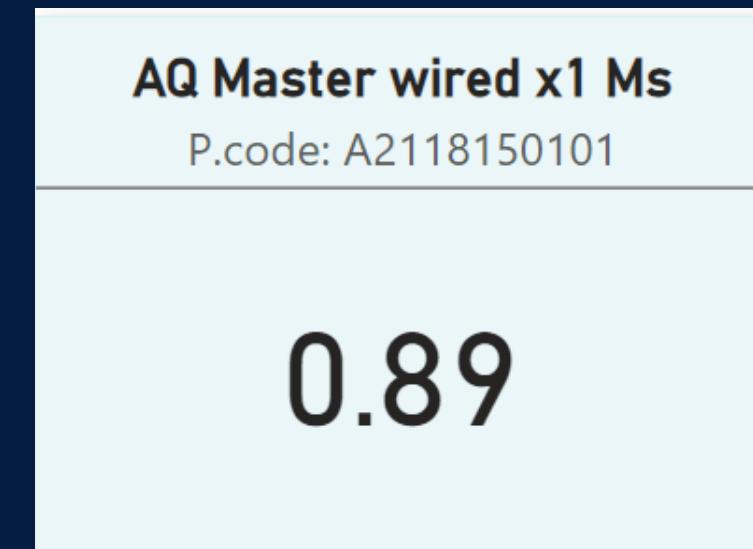
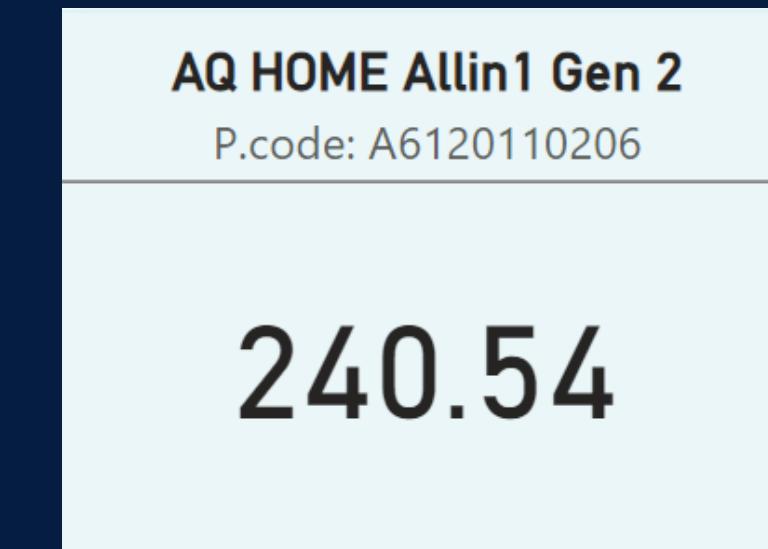
product_code
product
manufacturing_cost

OUTPUT

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



VISUAL



INSIGHT

Desktop AQ HOME Allin1 Gen 2 has the highest manufacturing costs, while Mouse AQ Master x1 Ms has the lowest. This information can help guide cost management and pricing strategies.

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

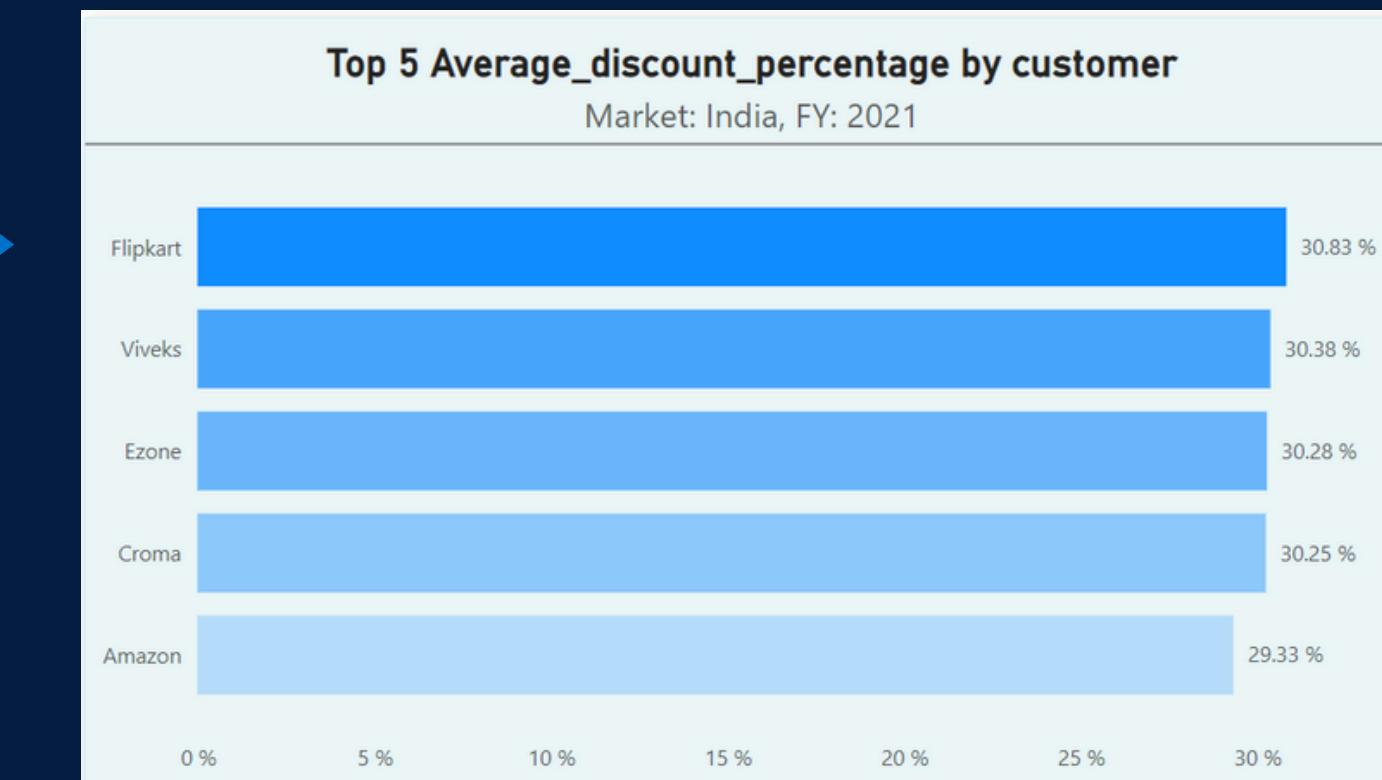
average_discount_percentage

OUTPUT

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933



VISUAL



INSIGHT

The report for the fiscal year 2021 in the Indian market reveals the top 5 customers who received the highest average pre-invoice discount percentages. These customers are Flipkart, Vivek, Ezone, Croma, and Amazon.

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:

OUTPUT

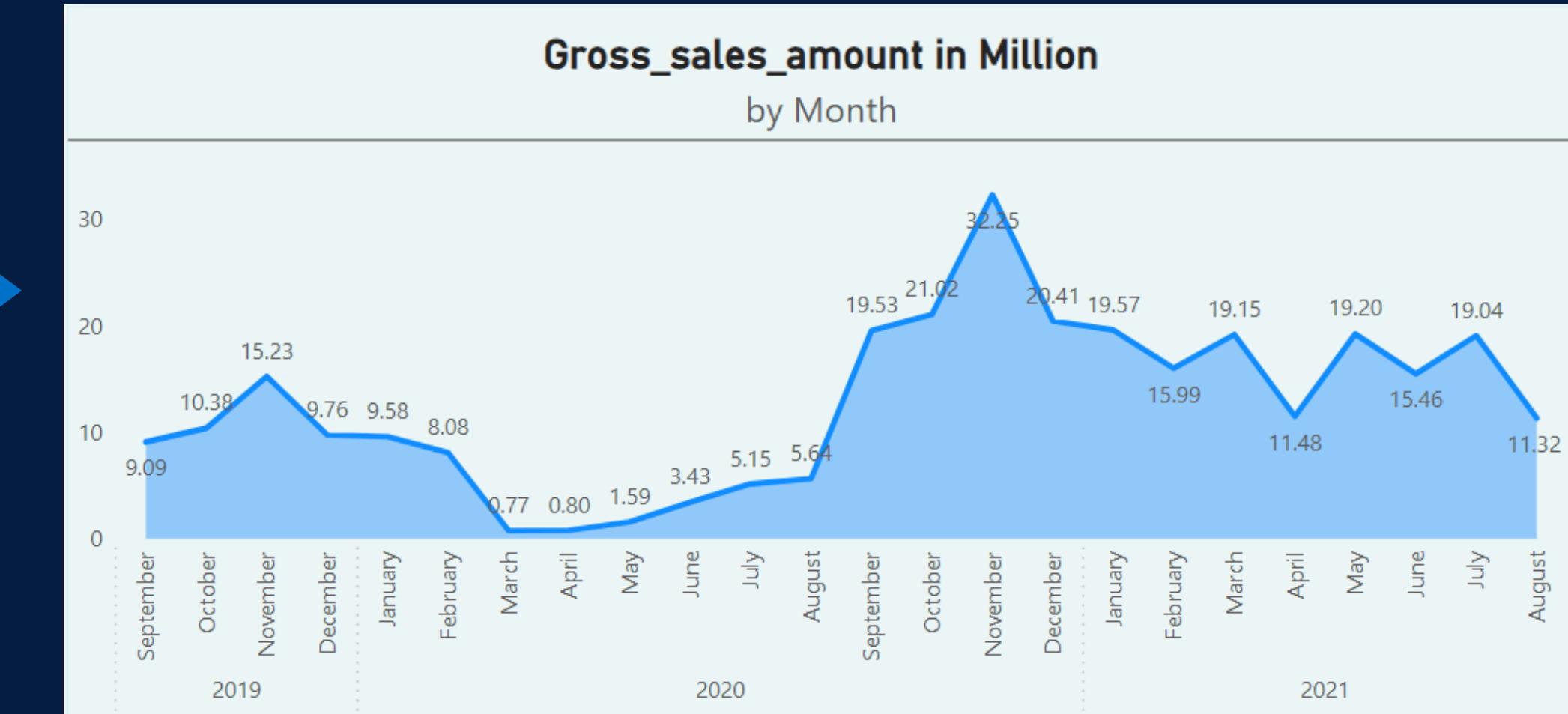
month	year	gross_sales_amount
September	2019	9.09 M
October	2019	10.38 M
November	2019	15.23 M
December	2019	9.76 M
January	2020	9.58 M
February	2020	8.08 M
March	2020	0.77 M
April	2020	0.80 M
May	2020	1.59 M
June	2020	3.43 M
July	2020	5.15 M
August	2020	5.64 M
September	2020	19.53 M
October	2020	21.02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

Month

Year

Gross sales Amount

VISUAL



- INSIGHT

The complete report of the Gross Sales amount for the customer "Atliq Exclusive" for each month reveals performance trends. March 2020 had the lowest Gross Sales due to the COVID-19 outbreak, while November 2020 saw the highest sales as COVID-19 restrictions were lifted. This analysis helps identify low and high-performing months and supports strategic decision-making.

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

Quarters	total_sold_quantity
Q1	7.01 M
Q2	6.65 M
Q4	5.04 M
Q3	2.08 M



VISUAL



INSIGHT

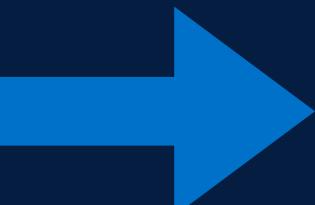
In 2020, Q1 had the maximum total sold quantity with 7.01 million units, while Q3 had the lowest with 2.08 million units. This data highlights Q1 as the peak sales period and Q3 as the lowest, informing inventory and sales strategies.

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:

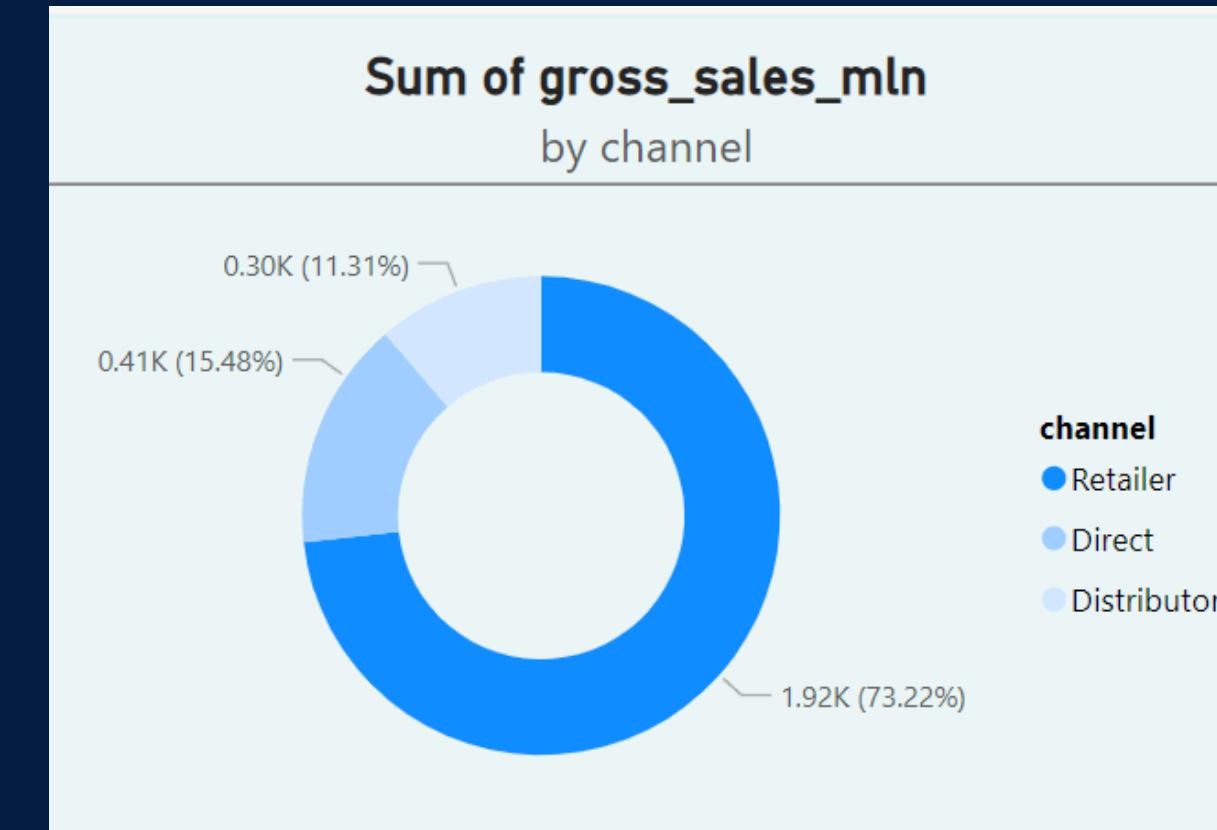
channel
gross_sales_mln
percentage

OUTPUT

channel	gross_sales_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.48
Distributor	297.18	11.31



VISUAL



INSIGHT

In the fiscal year 2021, the Retailer channel contributed the most to gross sales, significantly boosting overall revenue. The percentage of this contribution underscores the Retailer channel's vital role in driving sales performance for Atliq.

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	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



VISUAL

INSIGHT

In the fiscal year 2021, the top products by total sold quantity in each division are as follows:

- N&S Division: AQ Pen Drive 2 in 1, with 701,373 units sold, holds the first place.
- P&A Division: AQ Gamers MS, with 428,498 units sold, is at the top.
- PC Division: AQ Digit, with 17,434 units sold, ranks first.

These products are the top performers in their respective divisions, highlighting key contributors to sales



RECOMMENDATION

Based on the data-driven insights, here are targeted recommendations for AtliQ to enhance growth:

1. Product Development and Focus:

- **Expand Successful Segments:** Increase investment in the Accessories segment, which saw the highest growth in unique products, and continue to innovate in notebooks and peripherals
- **Improve Underperforming Segments:** Address the low growth in Networking and Desktop segments by analyzing market needs and enhancing product offerings.

2. Cost Management:

- **Optimize Manufacturing Costs:**** Focus on reducing the high manufacturing costs of Desktop products while maintaining quality. Leverage cost-efficient processes used in producing Mouse products.

3. Customer Strategy:

- **Leverage High-Discount Customers:**** Strengthen relationships with top customers who received high average pre-invoice discounts, such as Flipkart, Vivek, Ezone, Croma, and Amazon, by offering exclusive deals and personalized service.
- **Analyze Sales Performance:**** Utilize monthly gross sales data for "Atliq Exclusive" to id

4. Sales Channels:

- **Boost Retailer Channel:**** Focus on the Retailer channel, which significantly contributed to gross sales in 2021. Expand retailer partnerships and enhance support to drive further sales.
-

5. Quarterly Sales Analysis:

- **Capitalize on Q1 Success:**** Recognize Q1 as a peak sales period and plan major product launches and marketing campaigns to maximize sales during this time.
- **Address Q3 Decline:** Investigate the reasons for low sales in Q3 and implement targeted strategies, such as promotions or new product introductions, to boost sales.

6. Top Products Strategy:

- **Promote Best-Selling Products:**** Highlight and market the top-selling products in each division—AQ Pen Drive 2 in 1 in N&S, AQ Gamers MS in P&A, and AQ Digit in PC—to drive sales and customer interest.
- **Monitor and Adjust Inventory:**** Ensure sufficient inventory levels for these top products to meet demand and avoid stockouts.

By focusing on these areas, AtliQ can leverage data-driven insights to refine their strategies, optimize operations, and drive sustained growth in a competitive market.



OUR TEAM



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Sharma
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Analyst



Peter
Pandey
Junior Data
Analyst



Abu Munna
Junior Data
Analyst



Thank's For Watching

