

# **ATLIQ HARDWARE**

## **Sales Insights from Ad-Hoc requests**

By Nabyendu Kuiti

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**1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC(Asia-Pacific) region.**



Market	Gross_sales_Amount
India	\$99,670,780.00
South Korea	\$26,638,619.00
Indonesia	\$23,752,007.00
Australia	\$18,420,952.00
Philippines	\$14,726,747.00
Bangladesh	\$7,846,410.00
Newzealand	\$6,730,808.00
Japan	\$3,270,225.00

**India** leads in Gross Sales for Atliq Exclusive in the Asia-Pacific region among eight countries.

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

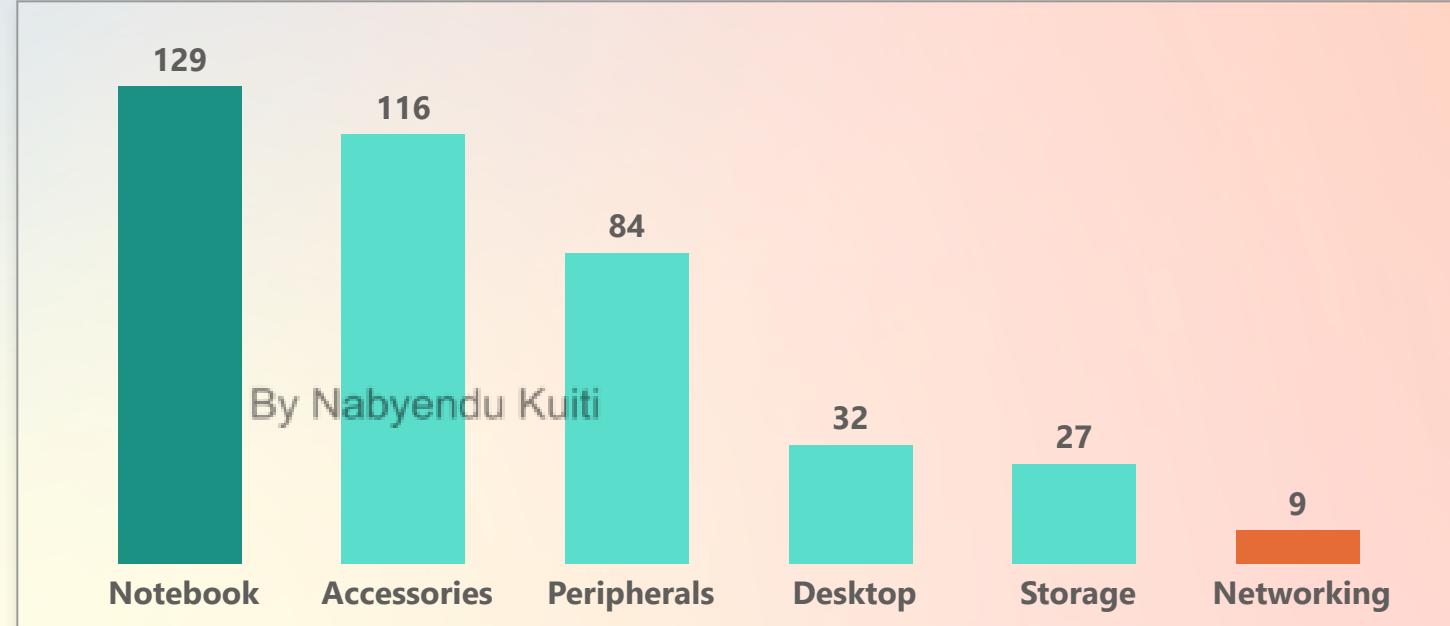


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There was a **36.33%** increase in the introduction of new products from 2020 to 2021.

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



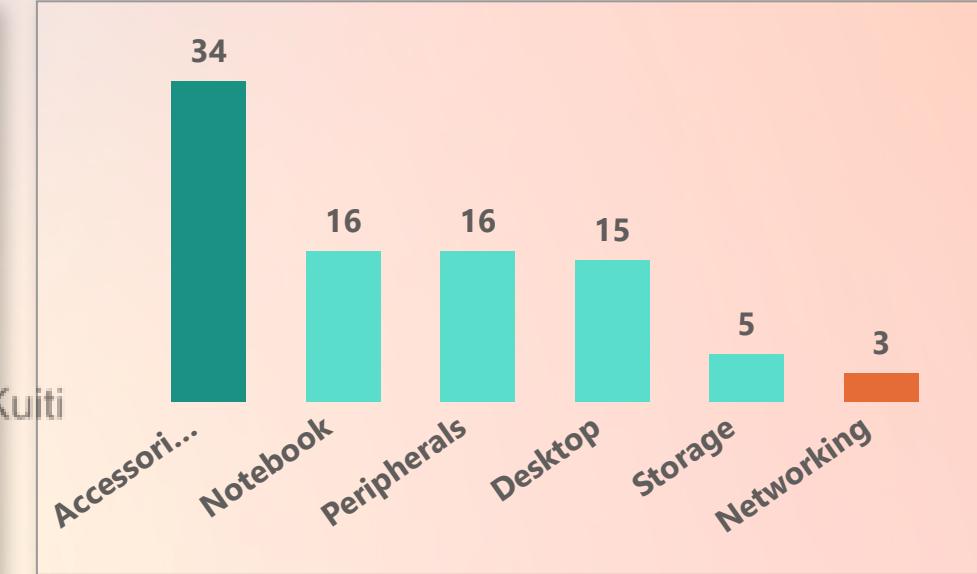
Atliq Hardware has developed products across **6 distinct segments**. Among these, the **Notebook** category boasts the **highest** number of unique products, while the **Networking** segment has the **fewest** unique products.

#### 4. 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

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In 2021, Atliq Hardware launched **34** new products in the **Accessories** Segment, the highest among its 6 segments.

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	\$0.89
A6120110206	AQ HOME Allin1 Gen 2	\$240.54

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AQ HOME Allin1 Gen 2

\$240.54

AQ Master wired x1 Ms

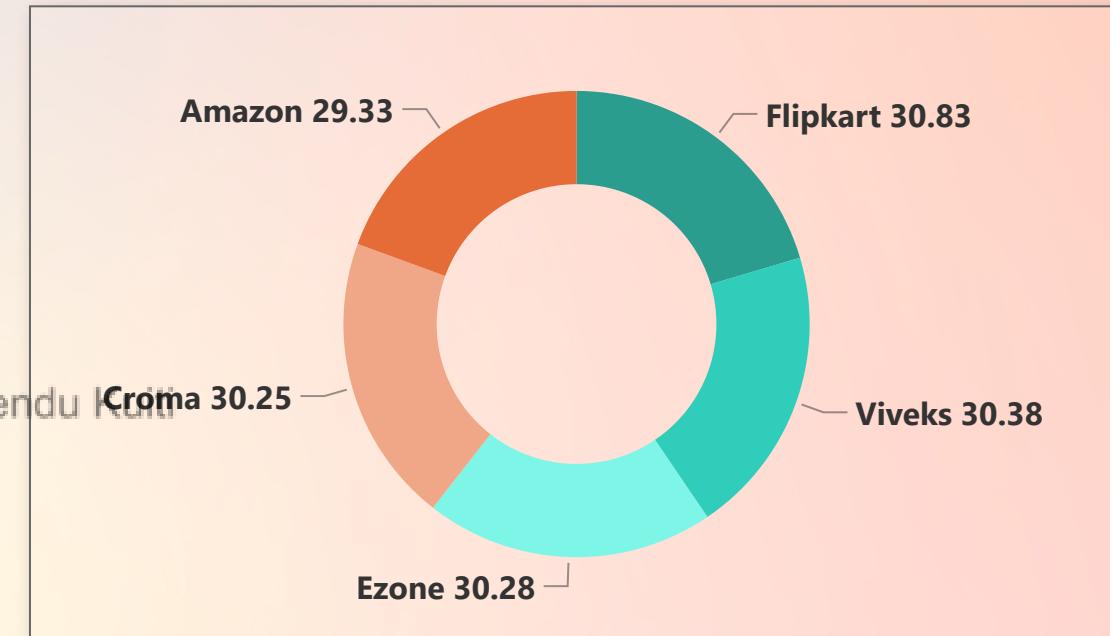
\$0.89

"AQ HOME Allin1 Gen 2" led with the highest manufacturing cost of \$240.54, while "AQ Master wired x1 Ms" held the lowest at \$0.89.

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

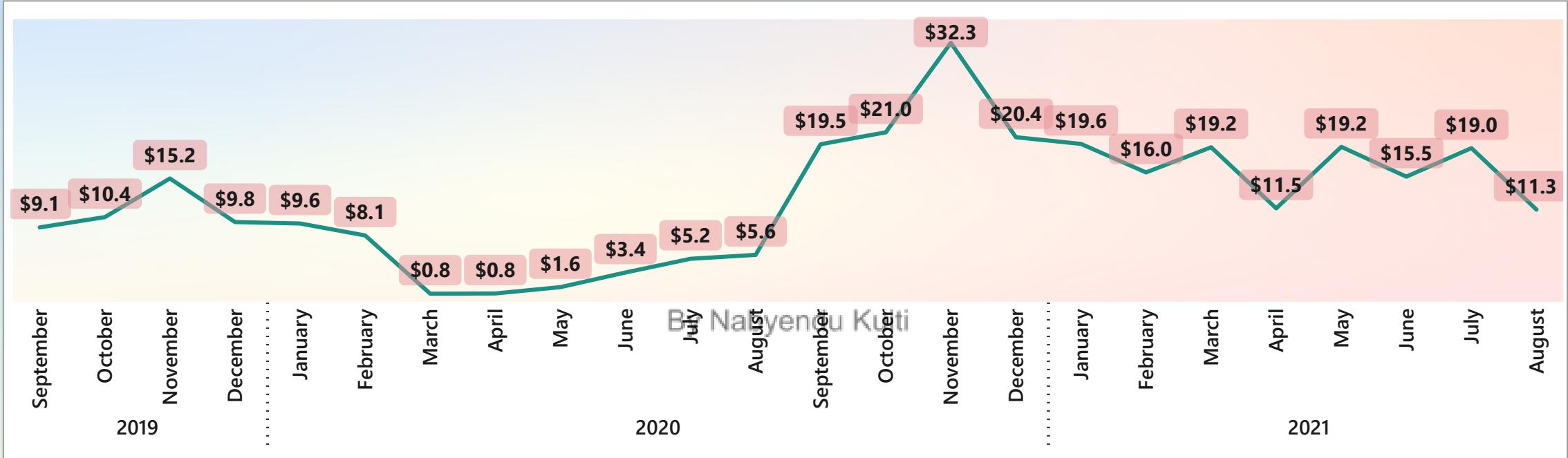
customer_code	customer	average_discount_percentage
90002002	Croma	30.25
90002003	Ezone	30.28
90002006	Viveks	30.38
90002009	Flipkart	30.83
90002016	Amazon	29.33

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In **FY2021**, the Indian market's top 5 customers with the highest average pre-invoice discount percentages, ranked from highest to lowest, were: **Flipkart (30.83%)**, **Viveks (30.38%)**, **Ezone (30.28%)**, **Croma (30.25%)**, and **Amazon (29.33%)**.

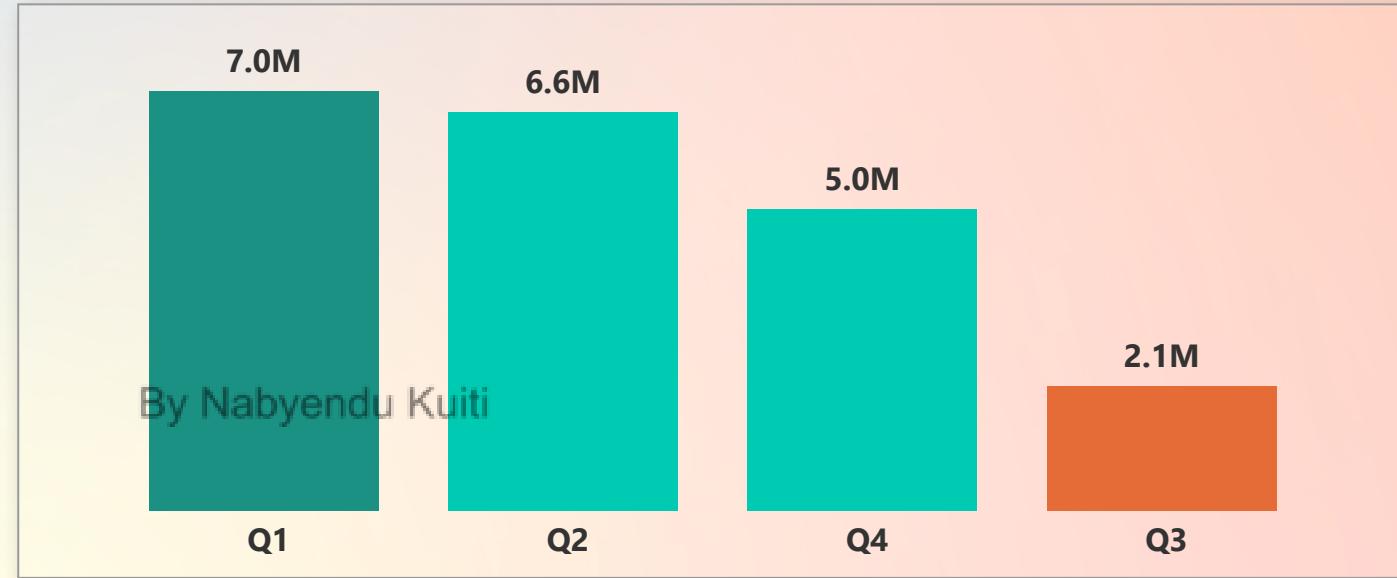
7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month, Year, Gross sales Amount



- **High-Performing Periods:** October, November, and December 2020 saw robust sales, driven by festive seasons.
- **Low-Performing Periods:** March and April 2020 experienced sales decline due to the onset of COVID-19 and subsequent lockdown.
- **COVID-19 Effect:** Sales started decreasing from January 2020, reflecting the pandemic's impact, with a subsequent recovery after the lockdown from May 2020.

8. In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the Quarter, total\_sold\_quantity

Quarters	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

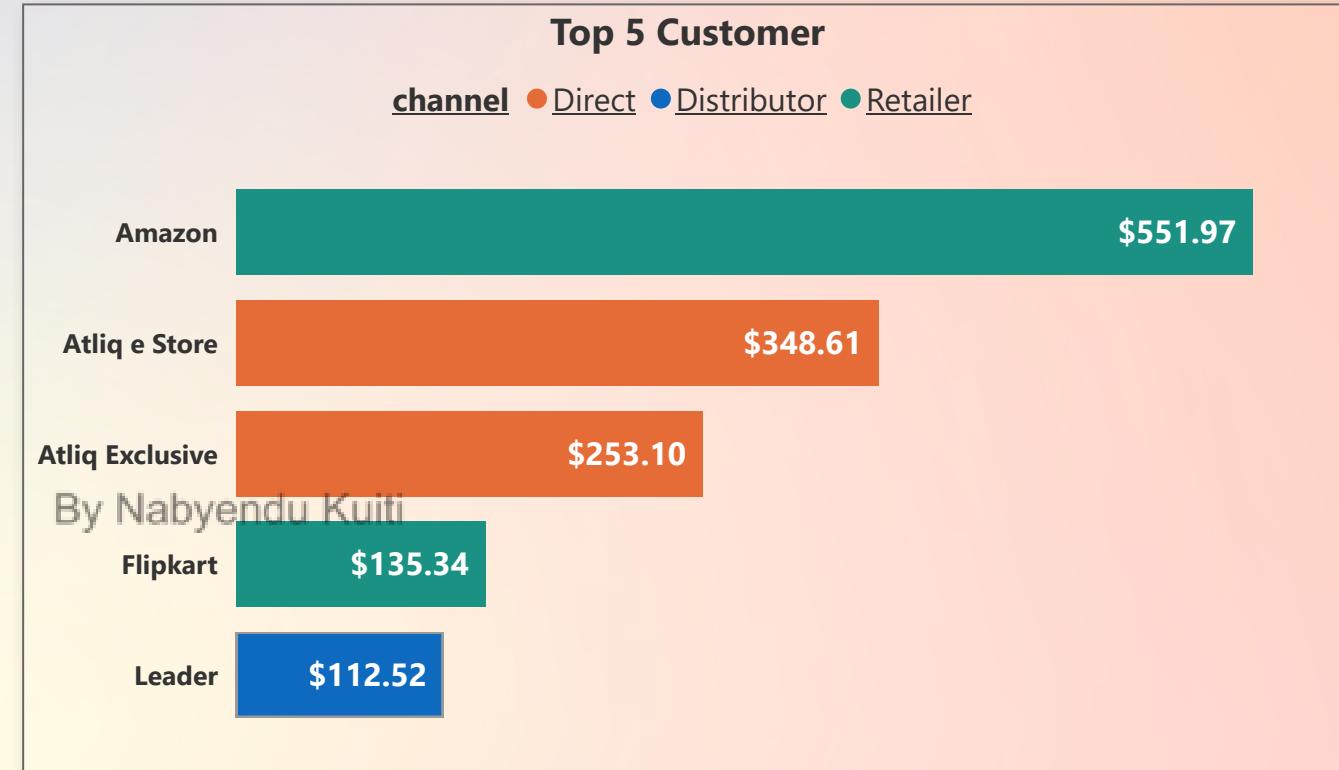
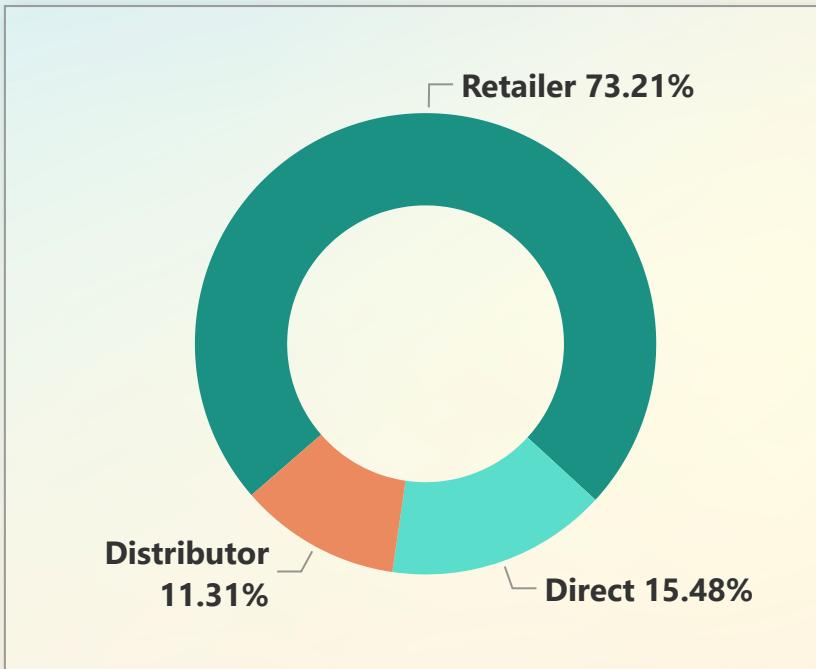


Atliq Hardware reached its peak sales in **Q1** of fiscal year 2020 with around **7 million** products sold, while the lowest sales, approximately **2 million**, occurred in **Q3** of the same fiscal year.

The drop in Q3 sales could be linked to the impact of the **COVID-19** pandemic, particularly during the peak months of **March to May 2020**.

**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
Direct	\$406.69	15.48
Distributor	\$297.18	11.31
Retailer	\$1,924.17	73.22



**Retailer** dominated with **73.22%** of gross sales, led by major contributors **Amazon** and **Flipkart**. **Direct** and **Distributor** channels followed, with **Atliq e Store**, **Atliq Exclusive** and **Leader** being significant contributors.

11. 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	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 By Nabyendu Kuiti	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