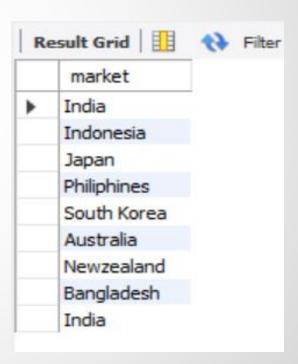
# PROVIDE INSIGHTS TO MANAGEMENT IN CONSUMER GOODS DOMAIN

#### Suruchi Jain

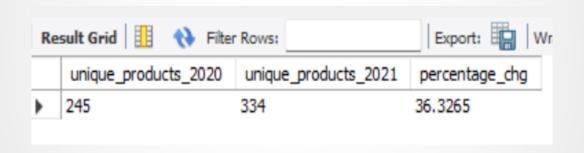
(Codebasics Project challenge)

### 1. PROVIDE THE LIST OF MARKETS IN WHICH CUSTOMER "ATLIQ EXCLUSIVE" OPERATES ITS BUSINESS IN THE APAC REGION.

Here we listed all the markets which has customer named 'Atliq Exclusive' in the APAC region by simply using **WHERE** clause



## 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

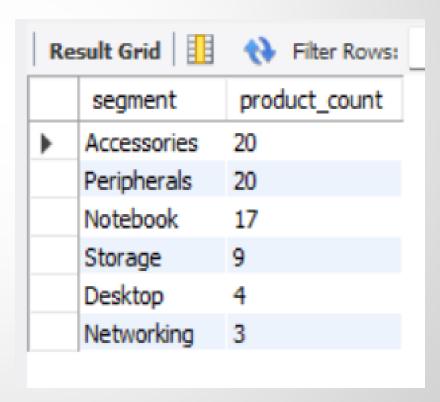


Percentage increase of unique products is 36.32 %

Where Unique products in year 2020 was 245 & Unique products in year 2021 was 334

## 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

The query results:
There are 6 segments
with each segment's
product\_count
(used COUNT aggregate
function)



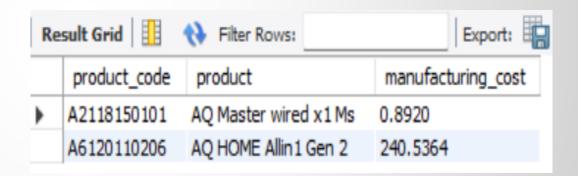
# 4. FOLLOW-UP: WHICH SEGMENT HAD THE MOST INCREASE IN UNIQUE PRODUCTS IN 2021 VS 2020? THE FINAL OUTPUT CONTAINS THESE FIELDS, SEGMENT PRODUCT\_COUNT\_2020 PRODUCT\_COUNT\_2021 DIFFERENCE

Following the previous query, here we have calculated the product count difference between year 2020 & 2021 for each segment

sult Grid 🛚 🔢	N Filter Rows:	Export:	Wrap
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
	segment Accessories Notebook Peripherals Desktop Storage	Accessories 69 Notebook 92 Peripherals 59 Desktop 7 Storage 12	segment         product_count_2020         product_count_2021           Accessories         69         103           Notebook         92         108           Peripherals         59         75           Desktop         7         22           Storage         12         17

### 5. GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS. THE FINAL OUTPUT CONTAIN THESE FIELDS, PRODUCT\_CODE PRODUCT MANUFACTURING\_COST

In this query we found the product, product\_code with maximum & minimum manufacturing\_cost by using the aggregate function



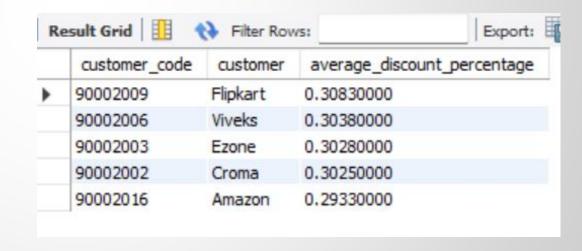
6. GENERATE A REPORT WHICH CONTAINS THE TOP 5 CUSTOMERS WHO RECEIVED AN AVERAGE HIGH PRE\_INVOICE\_DISCOUNT\_PCT FOR THE FISCAL YEAR 2021 AND IN THE INDIAN MARKET. THE FINAL OUTPUT CONTAINS THESE FIELDS,

CUSTOMER\_CODE

CUSTOMER

AVERAGE\_DISCOUNT\_PERCENTAGE

Found the top 5 customers who received discounts in fiscal year 2021. Used **LIMIT** to get Top 5



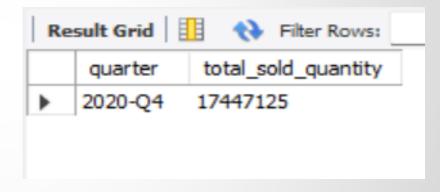
# 7. GET THE COMPLETE REPORT OF THE GROSS SALES AMOUNT FOR THE CUSTOMER "ATLIQ EXCLUSIVE" FOR EACH MONTH . THIS ANALYSIS HELPS TO GET AN IDEA OF LOW AND HIGH-PERFORMING MONTHS AND TAKE STRATEGIC DECISIONS. THE FINAL REPORT CONTAINS THESE COLUMNS: MONTH YEAR GROSS SALES AMOUNT

Here, we have calculated the gross sales amount for each month in the year. It gives us the analysis of high & low performing months. Used the concept of Multiple Joins here

	Month	Year	Gross_Sales_Amount
•	9	2019	4496259.672
	10	2019	5135902.347
	11	2019	7522892.561
	12	2019	4830404.729
	1	2020	4740600.161
	2	2020	3996227.766
	3	2020	378770.970
	4	2020	395035.354
	5	2020	783813.424
	6	2020	1695216.601
	7	2020	2551159.158
	8	2020	2786648.260
	9	2020	12353509.794

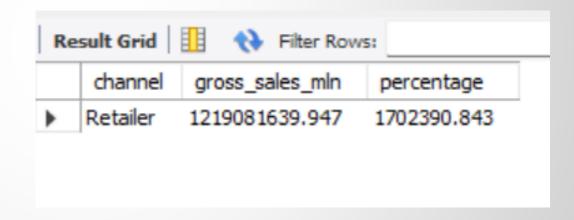
## 8. IN WHICH QUARTER OF 2020, GOT THE MAXIMUM TOTAL\_SOLD\_QUANTITY? THE FINAL OUTPUT CONTAINS THESE FIELDS SORTED BY THE TOTAL\_SOLD\_QUANTITY, QUARTER TOTAL\_SOLD\_QUANTITY

In this query, the main challenge was to extract year and quarter from the date column, & find the maximum total sold quantity in year 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

The channel 'RETAILER' bought more gross sales in the fiscal year 2021 with a percentage contribution of 1702390.843



# 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

Used window function (rank) for top 3 products in each division & calculated total sold quantity accordingly.

	division	product_code	product	total_sold_quantity	rank_order
Þ	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

### **THANKYOU**