


PROVIDE INSIGHTS TO MANAGEMENT IN CONSUMER GOODS DOMAIN

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{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

Result Grid			Filter
	market		
▶	India		
	Indonesia		
	Japan		
	Philippines		
	South Korea		
	Australia		
	Newzealand		
	Bangladesh		
	India		

**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**

Result Grid			Filter Rows: <input type="text"/>	Export: 	Wr
	unique_products_2020	unique_products_2021	percentage_chg		
▶	245	334	36.3265		

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)

Result Grid			Filter Rows:
	segment	product_count	
▶	Accessories	20	
	Peripherals	20	
	Notebook	17	
	Storage	9	
	Desktop	4	
	Networking	3	




**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

Result Grid   Filter Rows: <input type="text"/> 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

**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

Result Grid   Filter Rows: <input type="text"/> Export: 			
	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364

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

Result Grid				Filter Rows:	Export:
	customer_code	customer	average_discount_percentage		
▶	90002009	Flipkart	0.30830000		
	90002006	Viveks	0.30380000		
	90002003	Ezone	0.30280000		
	90002002	Croma	0.30250000		
	90002016	Amazon	0.29330000		

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

Result Grid			
Filter Rows:			
	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

Result Grid			Filter Rows:
	quarter	total_sold_quantity	
▶	2020-Q4	17447125	

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

Result Grid			
	channel	gross_sales_mln	percentage
▶	Retailer	1219081639.947	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.

Result Grid						Filter Rows:	Export:	Wrap Cell Content:
	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			

THANKYOU