

ATLIQ HARDWARES

CONSUMER GOODS AD-HOC INSIGHTS

KASI NIVAS

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REQUEST - 1

Provide the list of **markets** in which customer "**AtliqExclusive**" operates its business in the **APAC** region.

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

QUERY FOR REQUEST 1

```
select distinct(market) from dim_customer  
where customer='Atliq Exclusive' and region='APAC'
```

REQUEST - 2

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

Unique Products 2020	Unique Products 2021	Percentage change
51	68	33.33

QUERY FOR REQUEST 2

```
with y2020 as
(select count(distinct(d.product_code)) as unique_product_2020
from dim_product d
join fact_sales_monthly f on f.product_code=d.product_code
where fiscal_year=2020),
y2021 as
(select count(distinct(d.product_code)) as unique_product_2021
from dim_product d
join fact_sales_monthly f on f.product_code=d.product_code
where fiscal_year=2021)
select unique_product_2020, unique_product_2021,
round(100.0*((unique_product_2021-unique_product_2020)/unique_product_2020),2)
as percentage_chg
from y2020, y2021
```

REQUEST - 3

Provide a report with all the **unique product counts** for **each segment** and **sort** them in **descending** order of product counts.

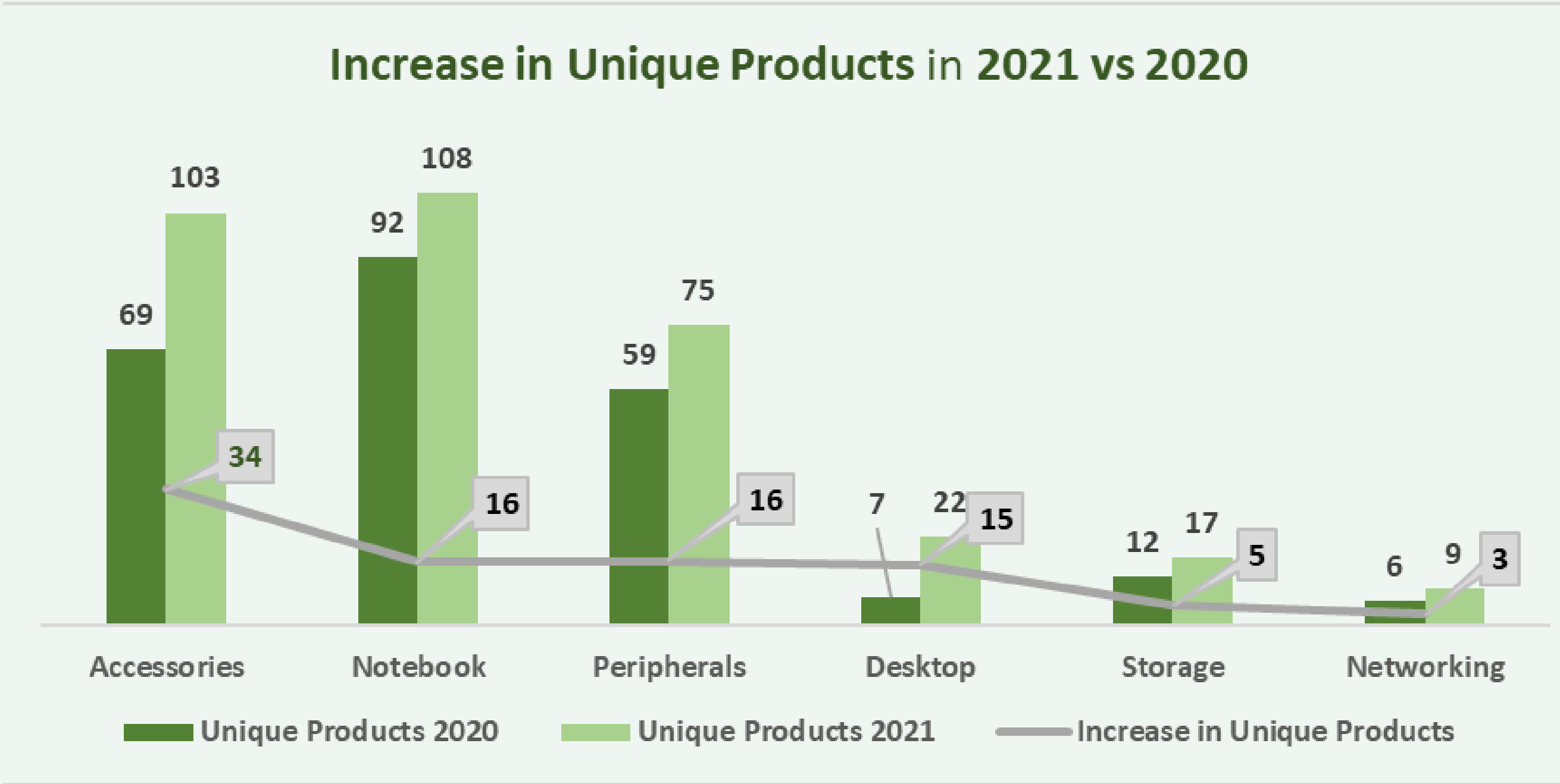
Segment	Product Count
Accessories	20
Peripherals	20
Notebook	17
Storage	9
Desktop	4
Networking	3

QUERY FOR REQUEST 3

```
select segment, count(distinct(product))as product_count from dim_product  
group by segment  
order by count(distinct(product)) desc
```

REQUEST - 4

Which **segment** had the **most increase** in unique products in **2021 vs 2020**?



QUERY FOR REQUEST 4

with y2020 as

(select segment, count(distinct(d.product_code)) as unique_product_2020

from dim_product d

join fact_sales_monthly f on f.product_code=d.product_code

where fiscal_year=2020

group by segment),

y2021 as

(select segment,count(distinct(d.product_code)) as unique_product_2021

from dim_product d

join fact_sales_monthly f on f.product_code=d.product_code

where fiscal_year=2021

group by segment)

select y2020.segment, unique_product_2020, unique_product_2021,

(unique_product_2021-unique_product_2020) as Diff from y2020

join y2021 on y2020.segment=y2021.segment

order by diff desc

REQUEST - 5

Get the products that have the **highest** and **lowest manufacturing costs**.

Product Code	Product	Manufacturing Cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.892

QUERY FOR REQUEST 5

with temp as

(select m.product_code, d.product, m.manufacturing_cost,

rank() over(order by manufacturing_cost desc) as rnk

from fact_manufacturing_cost as m

join dim_product as d on d.product_code=m.product_code)

select product_code, product, manufacturing_cost from temp

where rnk = 1 or rnk = (select count(rnk) from temp)

REQUEST - 6

Generate a report which contains the **top 5 customers** who received an **average highpre_invoice_discount_pct** for the **fiscal year 2021** and in the **Indian market**.

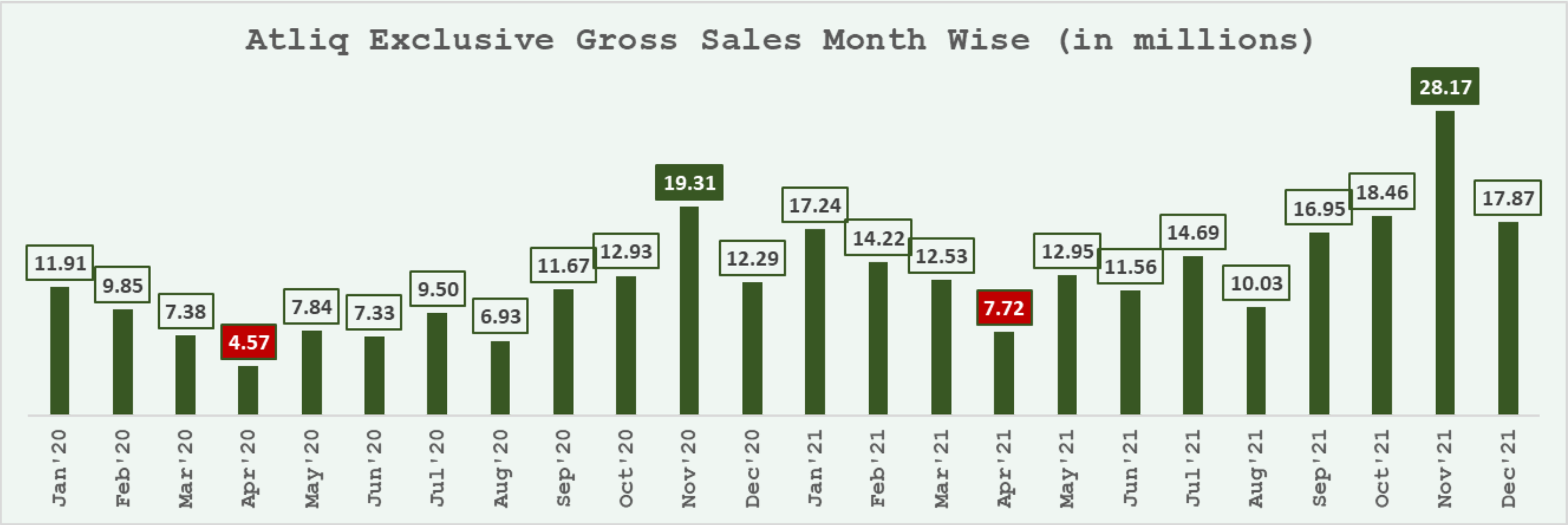
Customer_Code	Customer	Average
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

QUERY FOR REQUEST 6

```
select f.customer_code, f.customer, round(avg(pre_invoice_discount_pct),4) as aveg
from fact_pre_invoice_deductions as b
join dim_customer as f on f.customer_code=b.customer_code
WHERE b.fiscal_year = 2021 and f.market = 'India'
group by f.customer_code, f.customer
order by aveg desc
limit 5
```

REQUEST - 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.

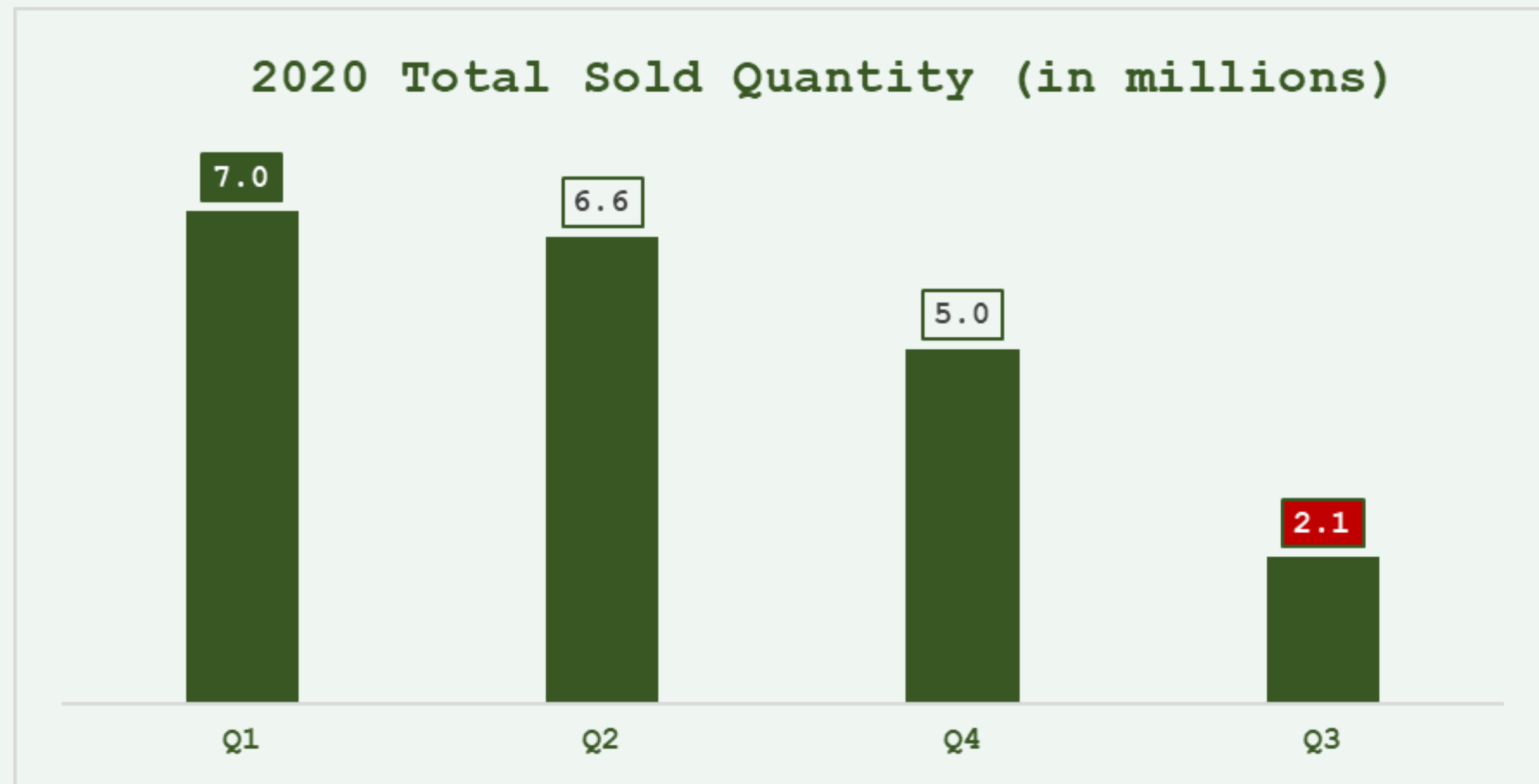


QUERY FOR REQUEST 7

```
select  extract(month from f.date) as month, b.fiscal_year as year,  
round(sum(sold_quantity*gross_price),0) as gross_sales_amount  
from fact_sales_monthly as f  
join fact_gross_price as b on b.product_code = f.product_code  
join dim_customer as c on c.customer_code=f.customer_code  
where customer='Atliq Exclusive'  
group by 1,2  
order by year, month
```

REQUEST - 8

In which **quarter of 2020**, got the **maximum total_sold_quantity**?

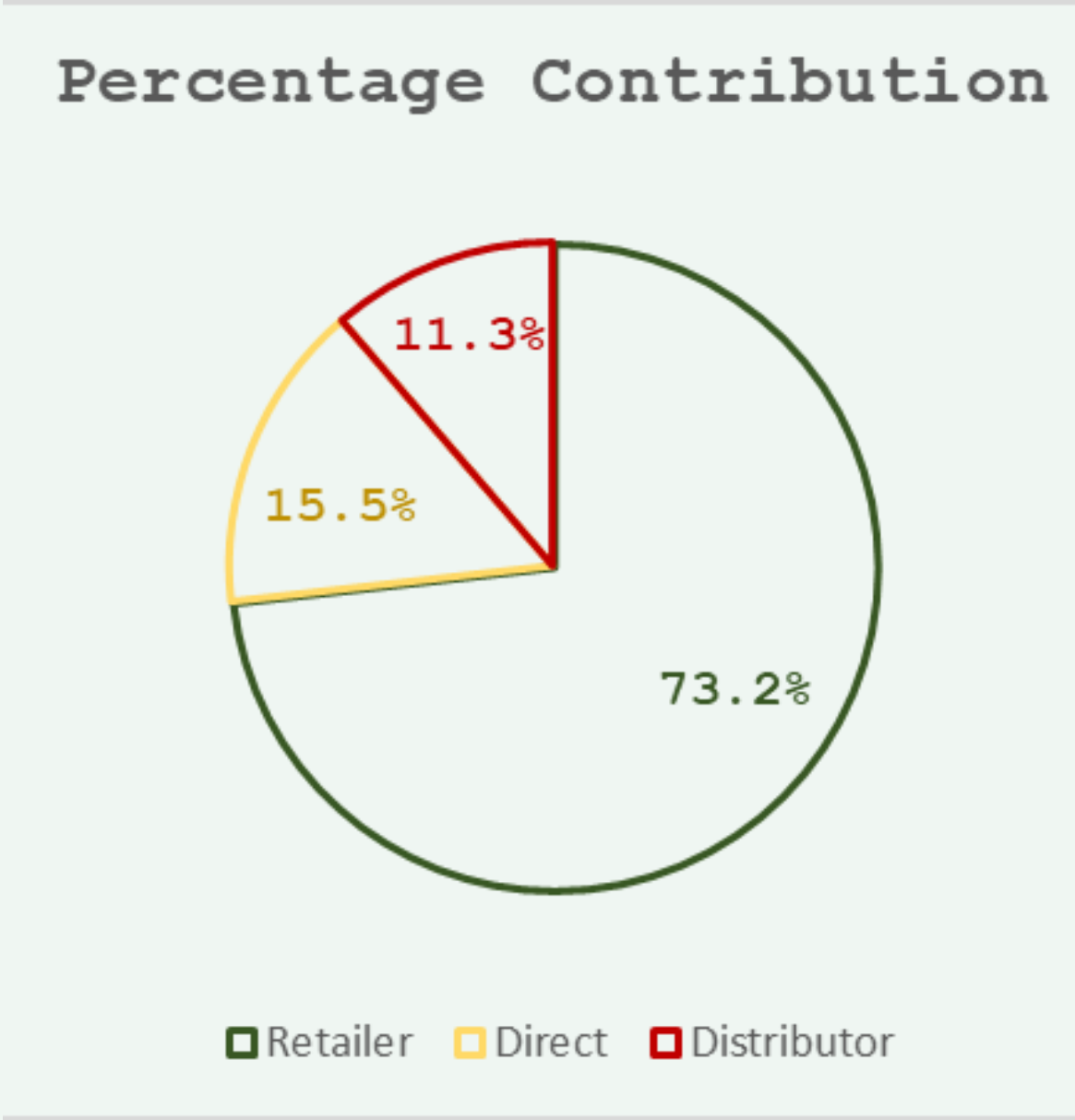
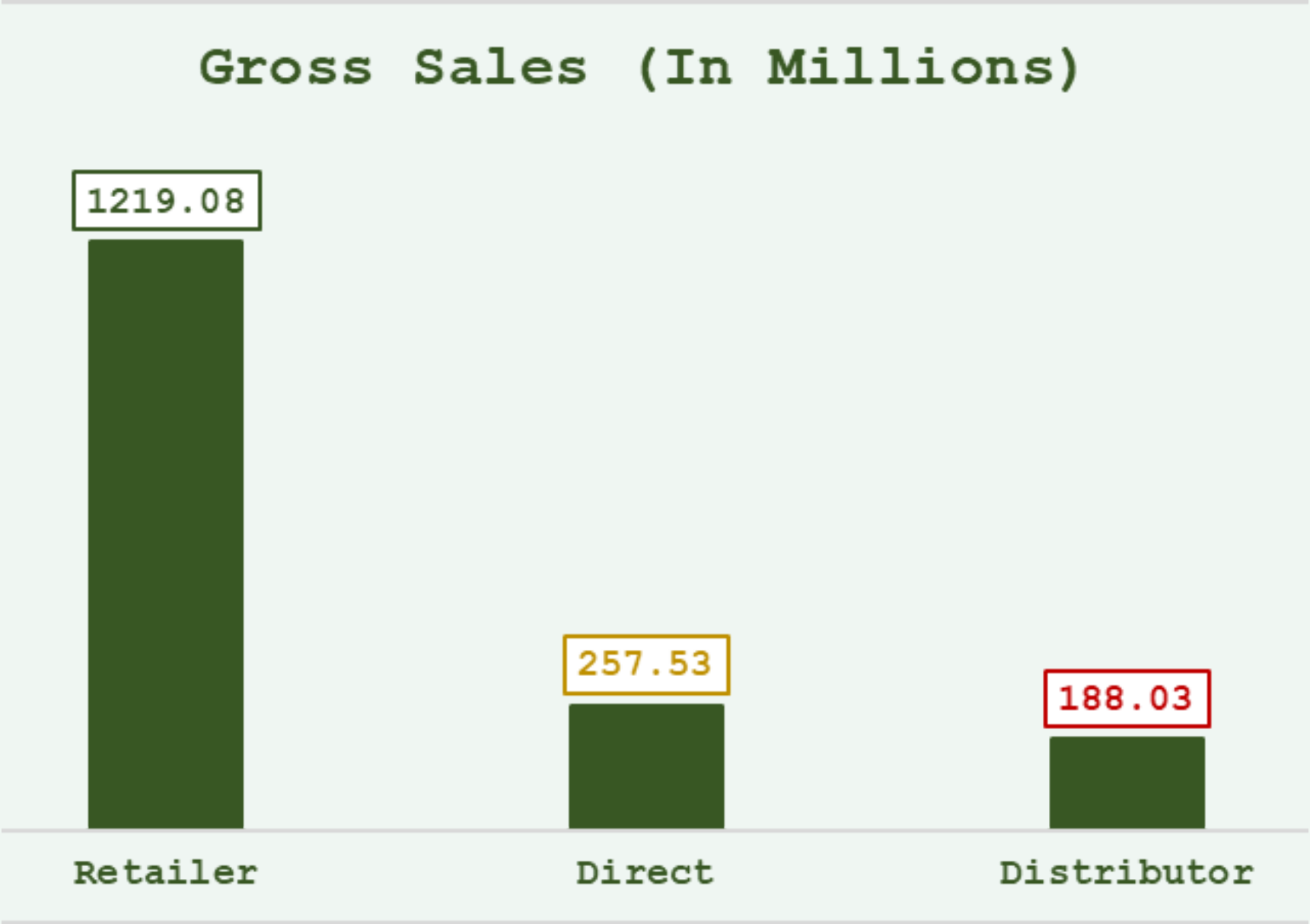


QUERY FOR REQUEST 8

```
select e.Quarter, sum(e.sold_quantity) as total_sold_quantity
from
( select *,
case when month(date) between 09 and 11 then 'Q1'
when month(date) between 03 and 05 then 'Q3'
when month(date) between 06 and 08 then 'Q4'
when month(date) in (12, 01, 02) then 'Q2'
END AS Quarter
from fact_sales_monthly
) e
where e.fiscal_year = 2020
group by e.Quarter
order by sum(e.sold_quantity) desc
```

REQUEST - 9

Which **channel** helped to bring more **gross sales** in the **fiscal year 2021** and the **percentage of contribution**?



QUERY FOR REQUEST 9

```
with temp as (  
  select channel, (sum(sold_quantity*gross_price))/10000000 as gross_sales_mln  
  from fact_gross_price as p  
  join fact_sales_monthly as m on m.product_code=p.product_code  
  and m.fiscal_year=p.fiscal_year  
  join dim_customer as c on c.customer_code=m.customer_code  
  where p.fiscal_year=2021  
  group by channel  
  order by gross_sales_mln desc)  
select *, round(100.0*gross_sales_mln/ (select sum(gross_sales_mln) from temp),2) as  
percentage from temp  
group by 1, 2, 3
```

REQUEST - 10

Get the **Top 3 products** in each **division** that have a **high total_sold_quantity** in the fiscal_year 2021?

Division	Product Code	Product	Total Sold Quantity	Rank
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	A6818160202	AQ Pen Drive DRC	688003	2
	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
	A2520150501	AQ Maxima Ms	419865	2
	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
	A4319110306	AQ Velocity	17280	2
	A4218110208	AQ Digit	17275	3

QUERY FOR REQUEST 10

```
select * from  
(select division, s.product_code, p.product, sum(sold_quantity) total_sold_quantity,  
rank() over(partition by division order by sum(sold_quantity) desc) as rnk  
from fact_sales_monthly as s  
join dim_product as p on p.product_code= s.product_code  
where fiscal_year=2021  
group by division, s.product_code, p.product) e  
where rnk<=3
```