



# Provide Insights to Management in Consumer Goods Domain



# Presentation Overview

1. Business Background & Context
2. Overview of Company Operations, Markets & Products
3. Understanding the available data
4. Ad-hoc Business Queries, Insights & Visualizations

# 1. Business Background

## **About the Company**

Atliq Hardwares is a hypothetical organization and a well-known manufacturer of computer hardware products across India.

## **Business Situation**

The management identified challenges in accessing timely and meaningful insights for quick, data-driven decision-making.

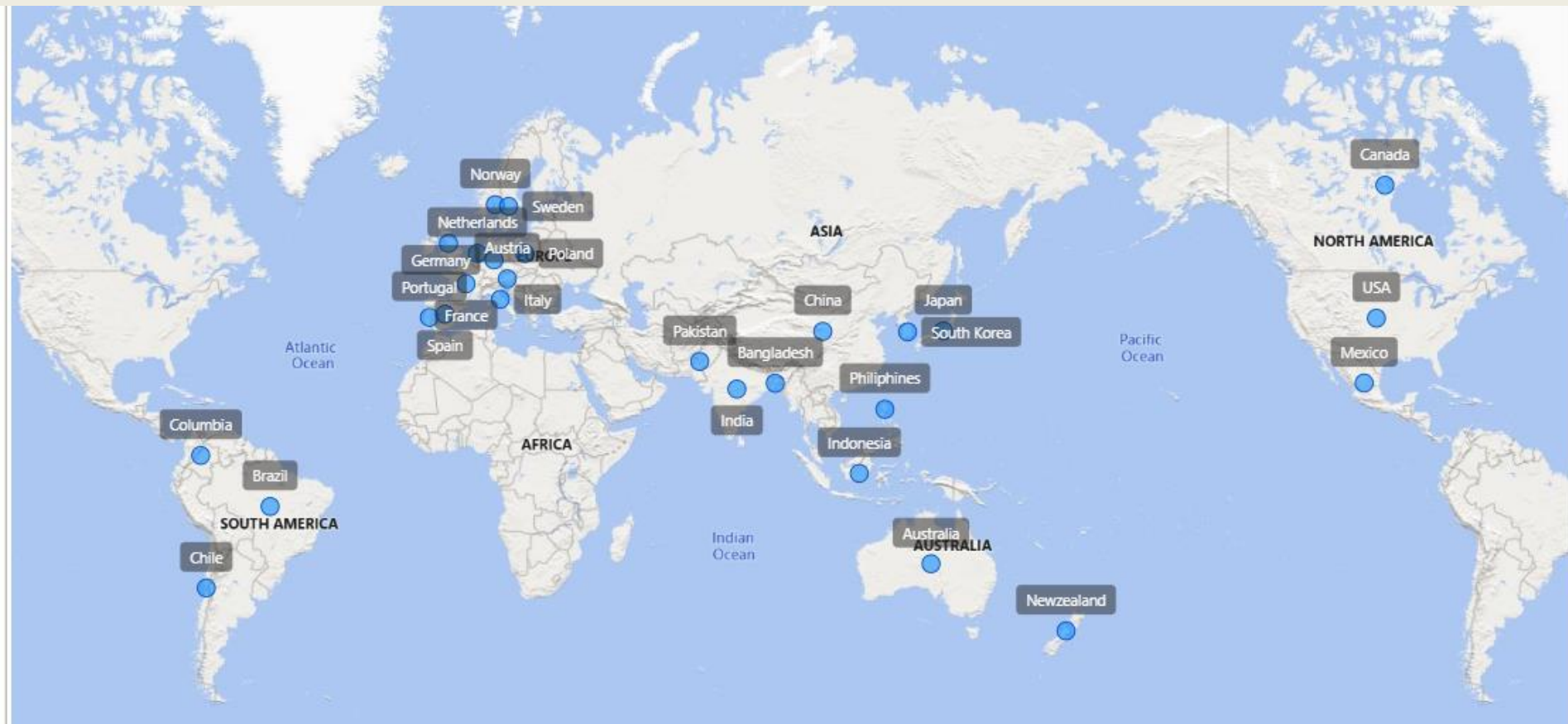
## **Challenge**

The organization received several ad-hoc business questions that required analytical insights.

## **Methodology**

SQL-based analysis was performed, and the results were converted into visual insights to support senior management decisions.

# 2.1 - Company's Market



## Market & Customers

Atliq operates across multiple global markets and serves a wide customer base. The company has a presence in regions such as North America, Latin America, Asia Pacific, and Europe. This global footprint enables data-driven market strategies tailored to regional and customer-specific needs.

## 2.2 Company Details

Atliq Hardware is a consumer electronics company that manufactures and sells hardware products to various customer segments.

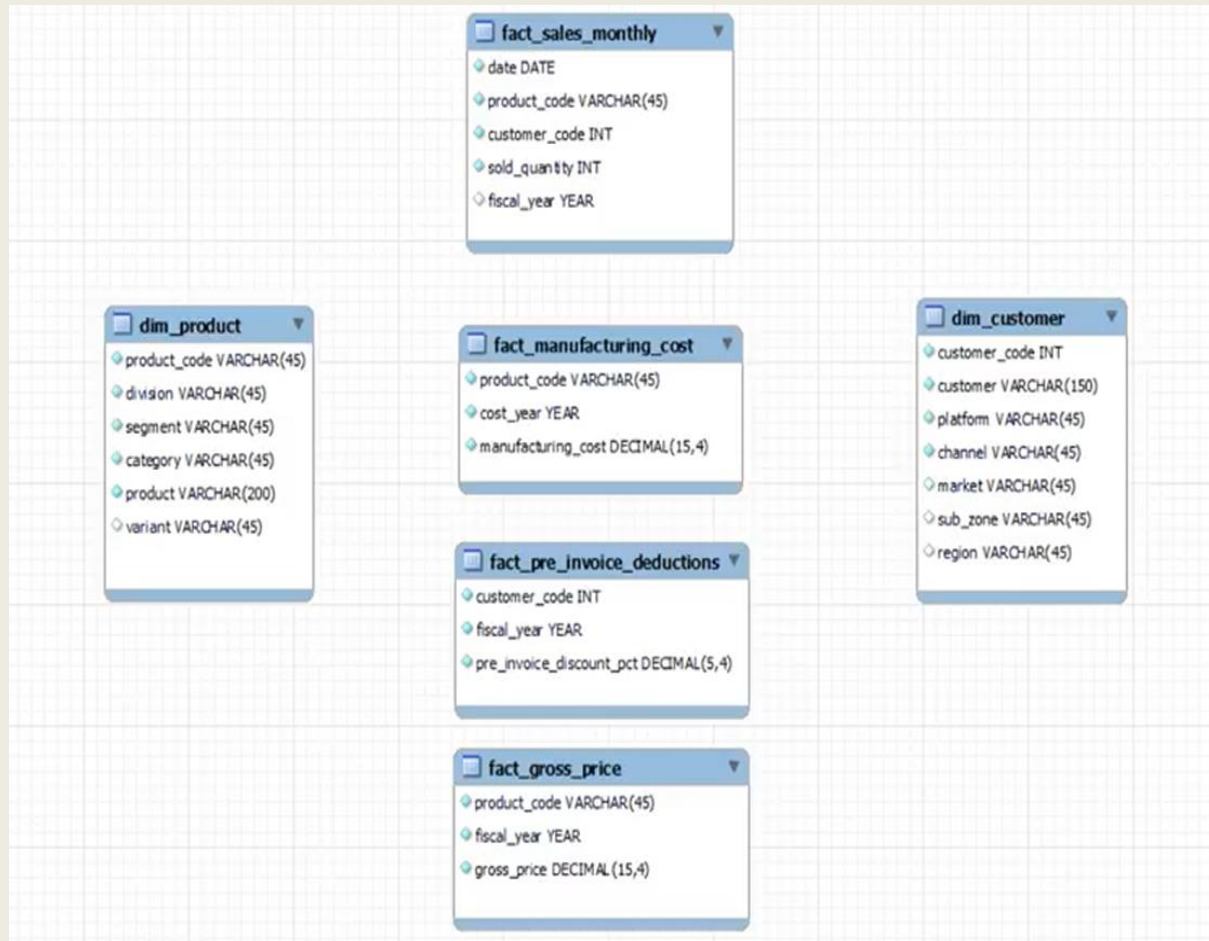
The company offers a wide range of products, organized into three major divisions to improve operational efficiency and performance tracking:

- Network & Storage: Routers, Drivers, Wi-Fi Extenders
- Peripherals & Accessories: Mouse, Batteries, Graphic Cards, etc.
- Personal Computers: Desktops and Laptops

These divisions help the company analyze sales trends, monitor margins, and make data-driven decisions across product categories.

### 3. Understanding the available data

The input dataset contains sales data for FY 2020 and FY 2021, along with multiple dimension tables such as customer details, product information, market data, and pricing attributes.



## 4. Ad-hoc Business Queries, Insights & Visualizations

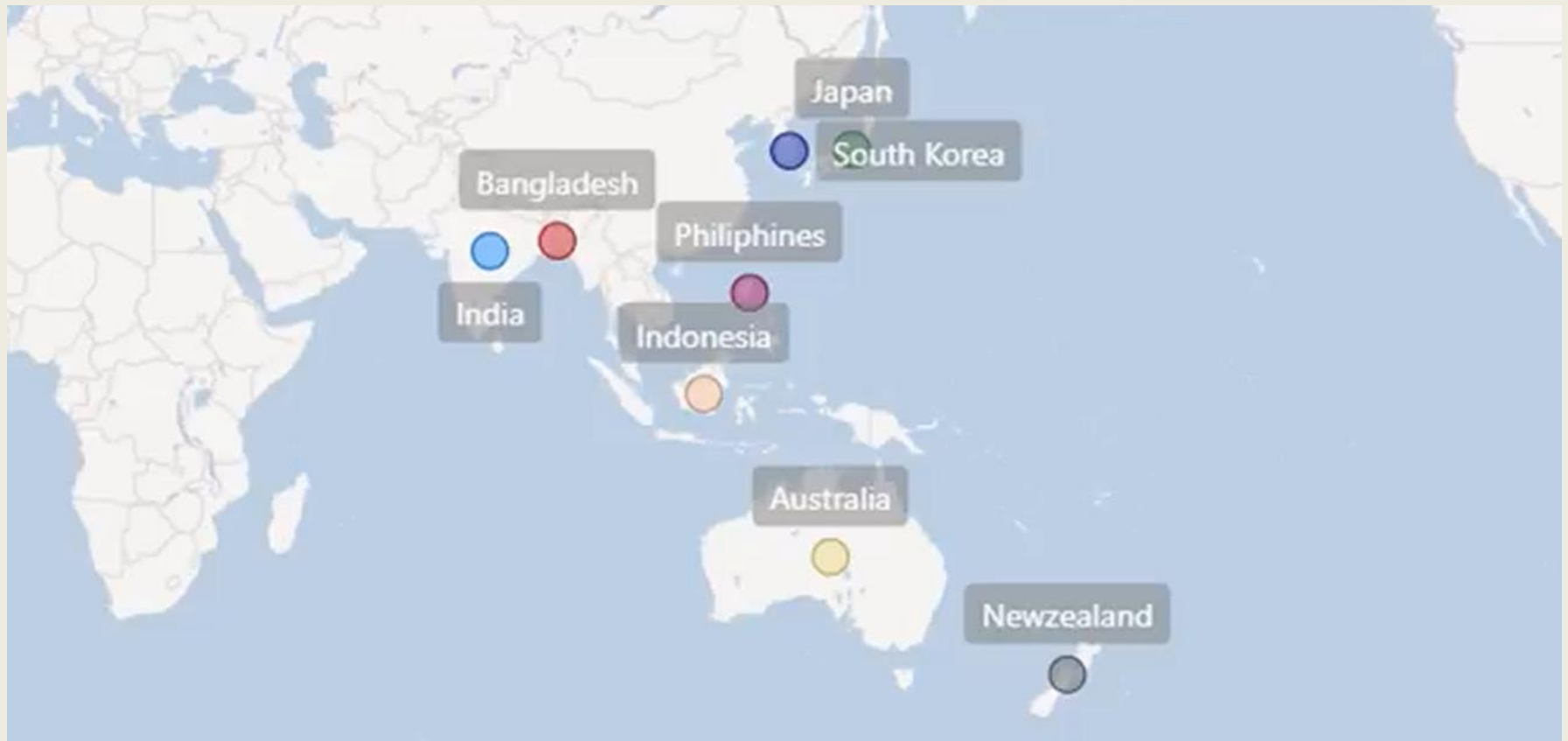


## Request 1

1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

### ➡ Insights

In the APAC region, our exclusive store has established its presence in 8 major markets

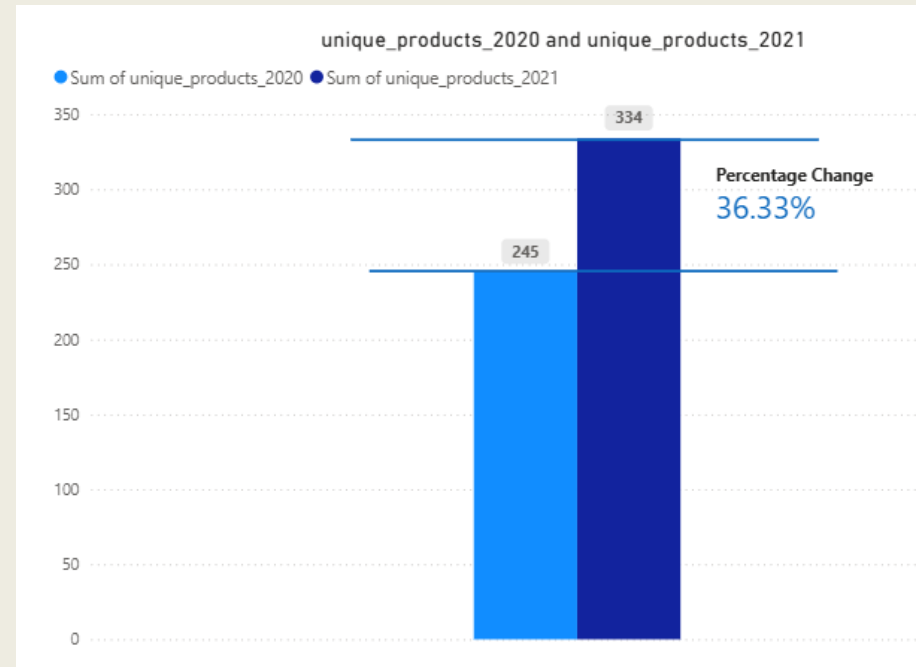




## Request 2

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



## Insights

The increase in the number of unique products indicates a strong focus on innovation and product expansion. Between FY 2020 and FY 2021, the product portfolio grew by over **36%**, reflecting the company's ability to consistently introduce new offerings and strengthen its market presence.

### Request 3

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



### Key Insights

**Notebook** has the highest number of unique products (**129**), indicating a strong focus on laptops.  
**Accessories (116)** and **Peripherals (84)** are also significant segments, suggesting high demand for add-on and supporting products.  
**Desktop (32)** and **Storage (27)** have comparatively fewer products, indicating limited product variety.  
**Networking (9)** has the lowest product count, showing it is not a primary focus area for the company.

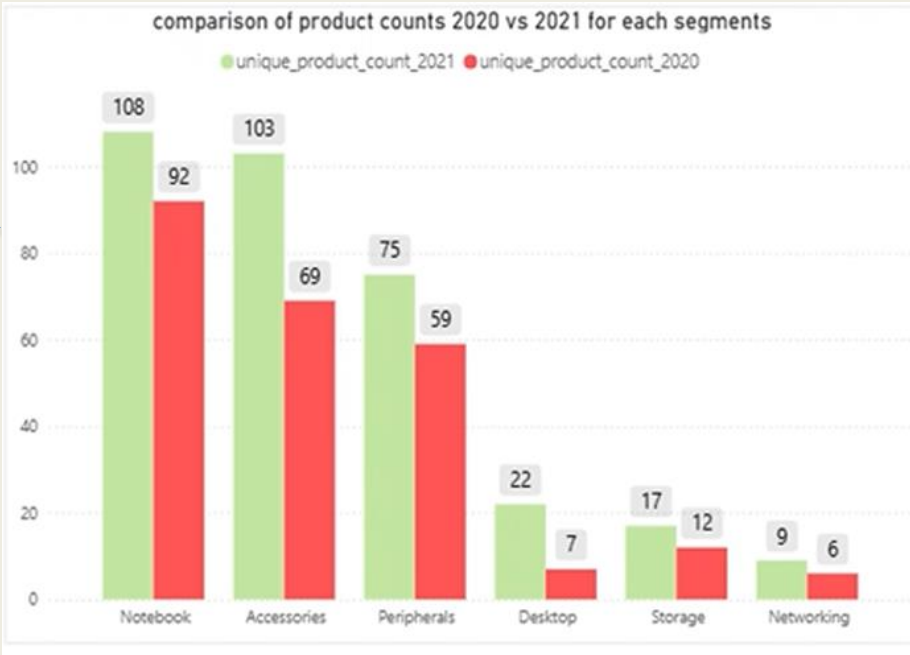
### Conclusion

The company's product portfolio is heavily concentrated in **Notebooks, Accessories, and Peripherals**, which form the core business segments. In contrast, **Networking** remains a smaller segment with minimal product variety.

## Request 4

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**

	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



## Key Insights

- Product expansion is strongest in **Accessories** and core computing segments.
- Notebook and Peripherals** continue to be key focus areas.
- Networking** remains the smallest and least prioritized segment.

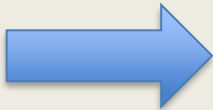
## Conclusion

The company is investing more in popular product categories and less in smaller ones.

# Request 5

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	0.8920
	A6120110206	AQ HOME Allin1 Gen 2	240.5364

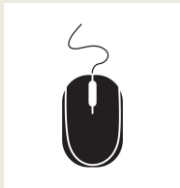


**\$250.54**



AQ HOME Allin1 Gen  
2  
Personal Desktop

**\$0.89**



AQ Master wired x1 Ms  
Mouse

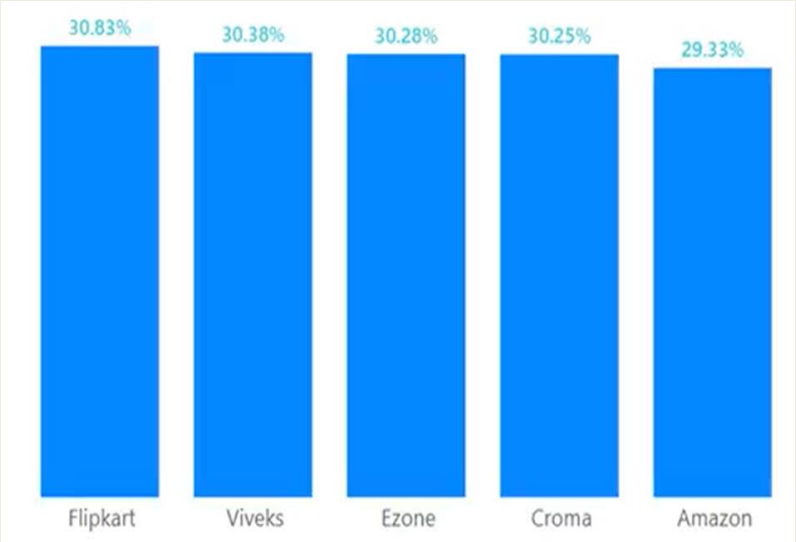
## Key Insights

- AQ Home Allin1 Gen 2 – Personal Desktop** has the **highest manufacturing cost** at **\$240.54**, indicating that desktop products are significantly more expensive to produce compared to other categories.
- AQ Master Wired X1 MS – Mouse** has the **lowest manufacturing cost** at **\$0.89**, showing that basic peripherals can be produced at very low cost.

## Request 6

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



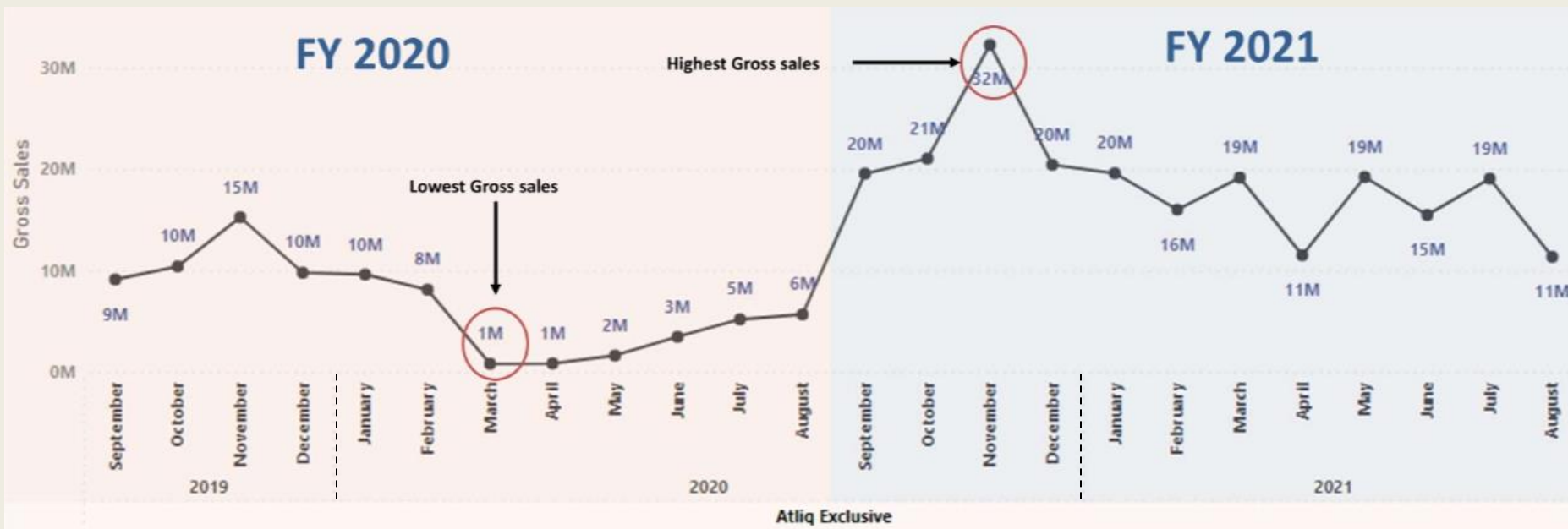
### Key Insights

- In 2021, the company offered **almost the same pre-invoice discount levels** to its top five customers in the Indian market, indicating a **consistent and standardized discount strategy**. Among these customers, **Flipkart** received the **highest average discount (30.83%)**, followed closely by **Viveks, Ezone, and Croma**, while **Amazon** received a slightly lower discount at **29.33%**.

## Request 7

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**

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



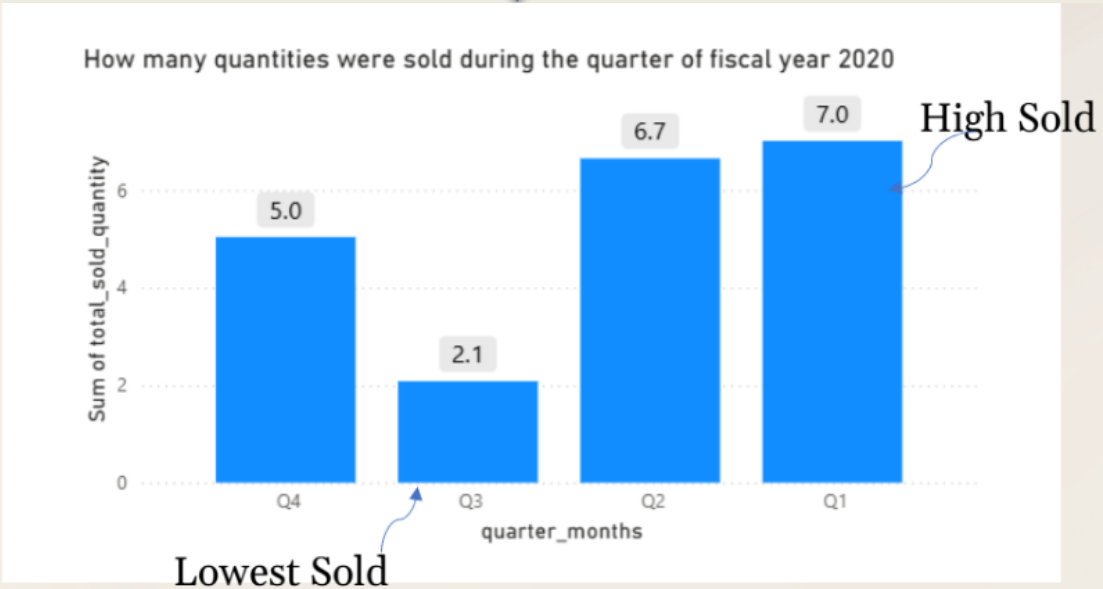
## Insights

- **November 2020** recorded the highest sales, while **March 2020** was the lowest for Atliq Exclusive.
- The sales drop from March to August 2020 is mainly due to the impact of **COVID-19**.
- Sales recovered strongly after August, and **FY 2021** performed much better than **FY 2020** overall.

## Request 8

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**.

	Quarter	total_sold_quantity
▶	Q1	7.01 M
	Q2	6.65 M
	Q4	5.04 M
	Q3	2.08 M



## Insights

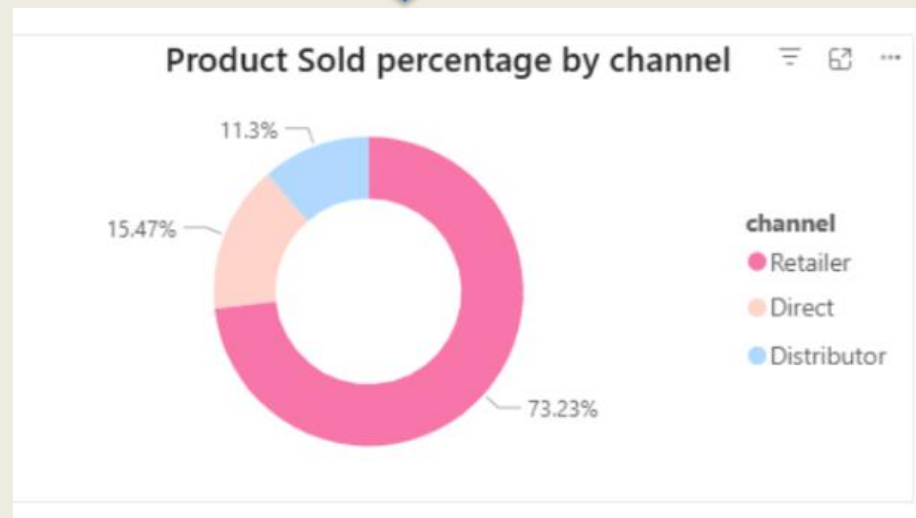
Atliq Hardware achieved its **highest total sales volume in Q1 of FY 2020**, with around **7.01 million units sold**.  
The **lowest sales volume was recorded in Q3 of FY 2020**, at approximately **2.08 million units**.  
The sharp decline in sales during **Q3** is most likely due to the **COVID-19 pandemic**, which disrupted business activities mainly between **March and May 2020**.



## Request 9

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_in_mln	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.47
	Distributor	297.18	11.31



## Insights

Most of our sales came through **retailers**, making up around **75% of the total sales**. Only a small portion of sales came from the **direct** and **distributor** channels.

## Request 10

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**

### Insights

- In the **Network & Storage (N & S)** category, **pendrives** recorded the highest sales, with nearly **7 lakh units sold**.
- In the **Peripherals & Accessories** category, the **mouse** was the best-selling product, with close to **4 lakh units sold**.
- In the **PC** category, the **personal laptop** was the top-selling product, with approximately **1,700 units sold**.

	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
	N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
	N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
	P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
	P & A	A2520150501	AQ Maxima Ms(Standard 1)	419865	2
	P & A	A2520150504	AQ Maxima Ms(Plus 2)	419471	3
	PC	A4218110202	AQ Digit(Standard Blue)	17434	1
	PC	A4319110306	AQ Velocity(Plus Red)	17280	2
	PC	A4218110208	AQ Digit(Premium Misty Green)	17275	3



**THANK YOU**