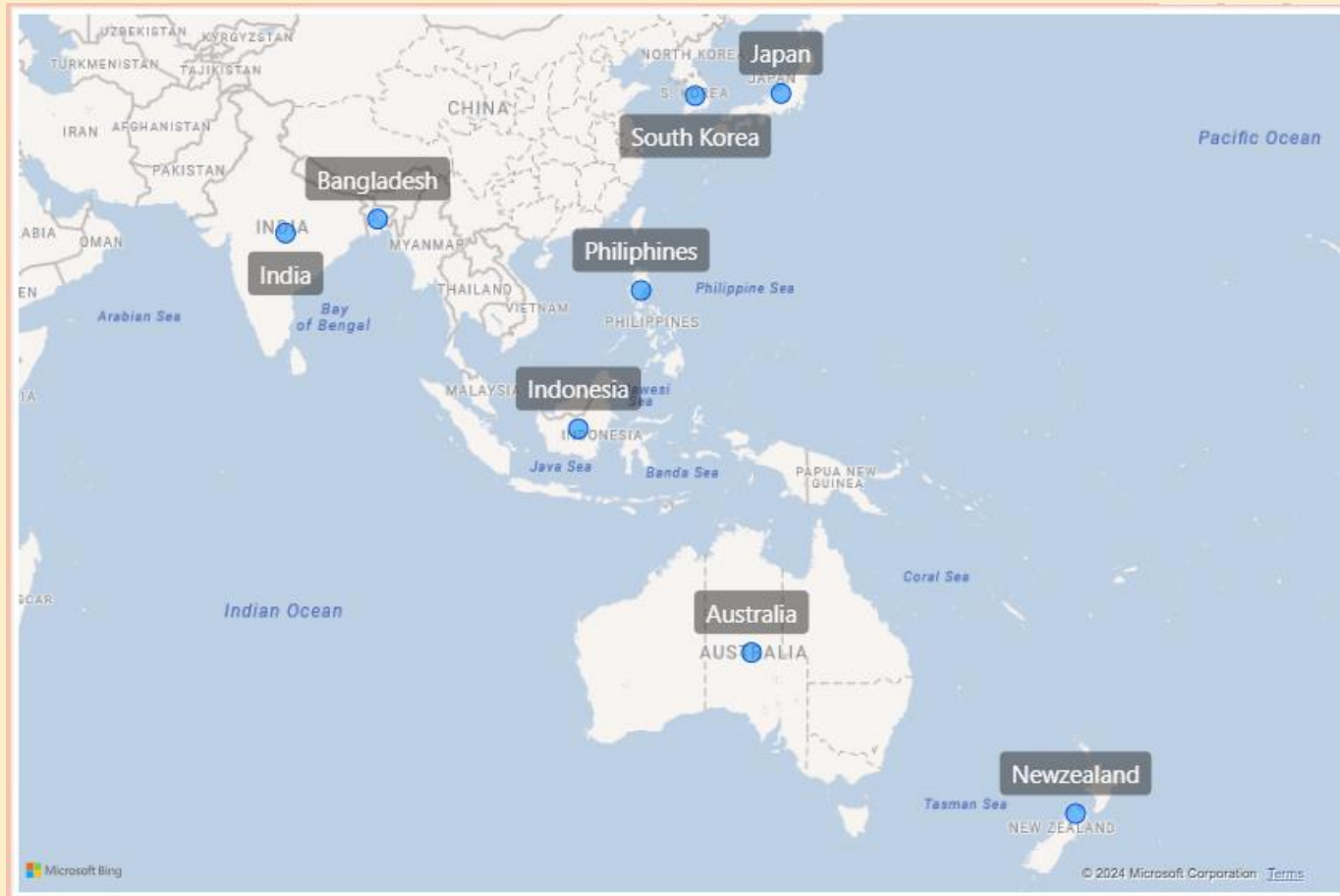# ATLIQ HARDWARES

Consumer Goods Insight

INTRODUCTION

Atliq Hardwares, one of the leading computer hardware producers in India with customers from across the globe, want to get insights on company products sales to make data-informed decisions.

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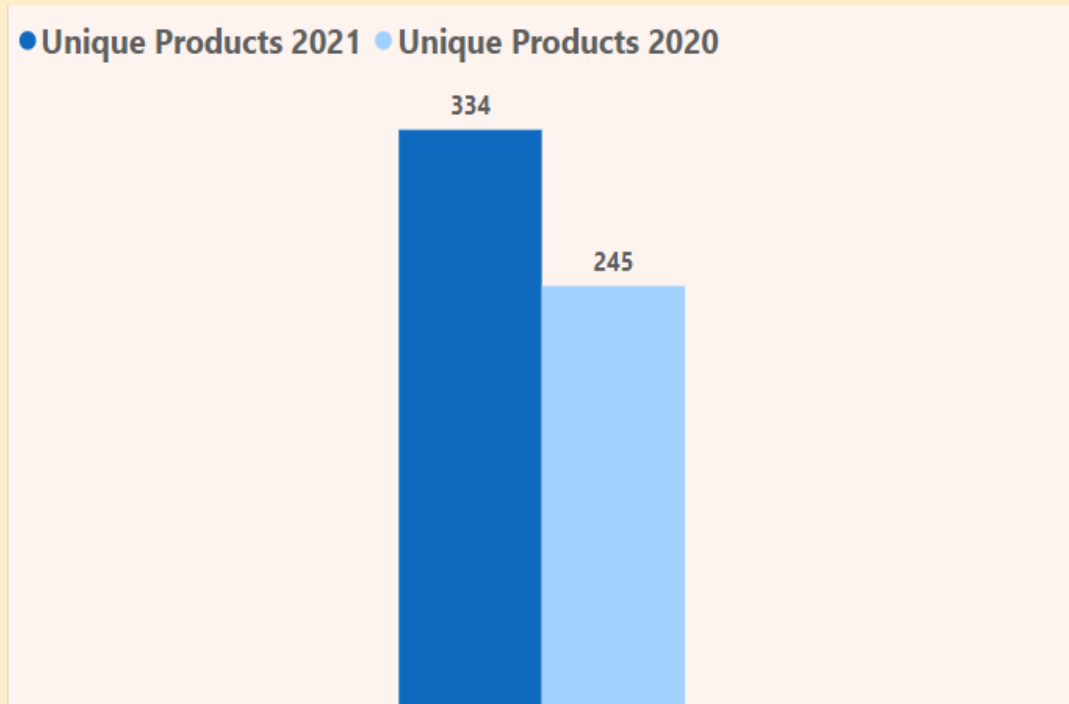

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

2. What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,
unique_products_2020
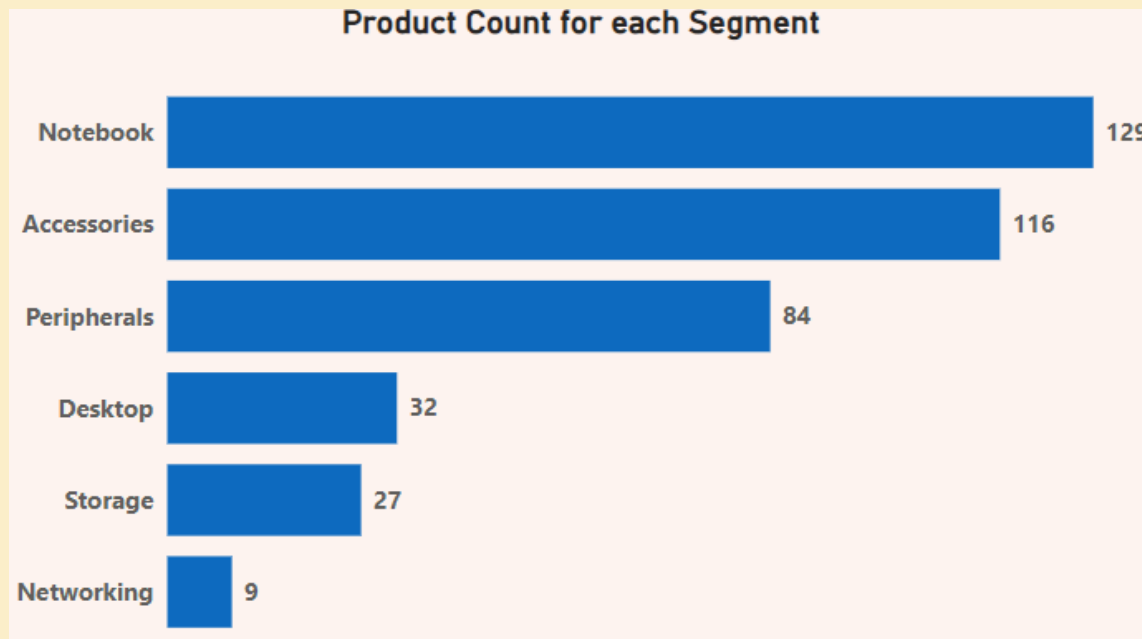***unique_products_2021***
percentage_chg

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Demand and production both **increased**.

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

Product Count for each Segment

segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Segments: notebooks, accessories, and peripherals are showing significant manufacturing growth as compared to desktops, storage, and networking.

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

**Increase in Unique Products in 2021 Vs 2020**

● Product Count 2021 ● Product Count 2020

Notebook	Accessories	Peripherals	Desktop	Storage	Networking
108 / 92	103 / 69	75 / 59	22 / 7	17 / 12	9 / 6
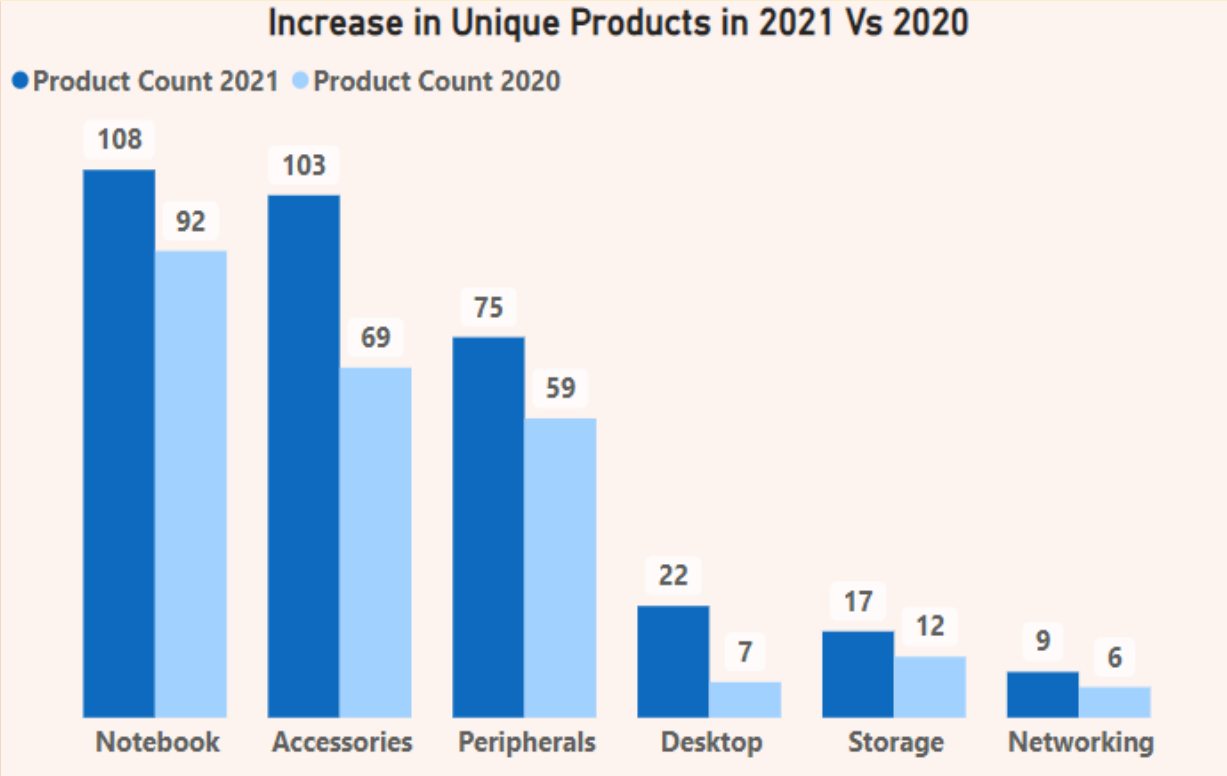
segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5

- **Accessories** had the largest increase in production.
- **Storage** and **networking** are experiencing slower production growth than other 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

Manufacturing Cost by product

AQ HOME Allin1 Gen 2	240.54
AQ Master wired x1 Ms	0.89
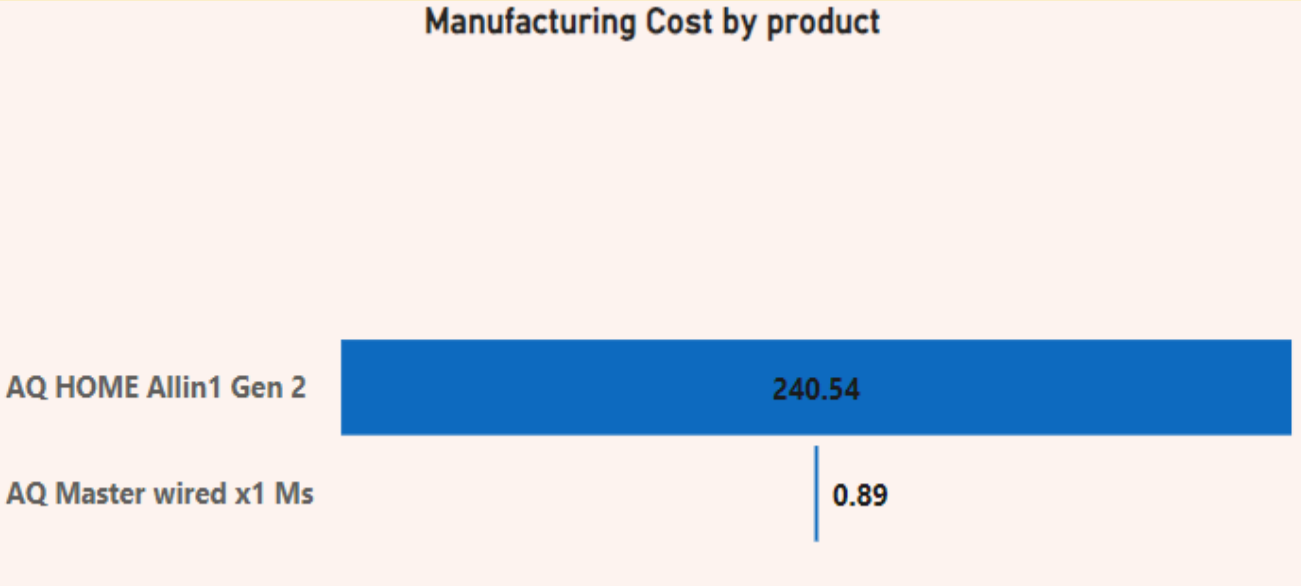
- Mouse: AQ Master wired x1 Ms (**Variant: Standard 1**) has the lowest manufacturing cost.
- Personal Desktop: AQ Home Allin1 Gen2 (**Variant: Plus 3**) has the highest manufacturing cost.

	product_code	product	manufacturing_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	240.5364
	A2118150101	AQ Master wired x1 Ms	0.8920

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

Top 5 Indian Customers with highest Pre Invoice Discount Pct
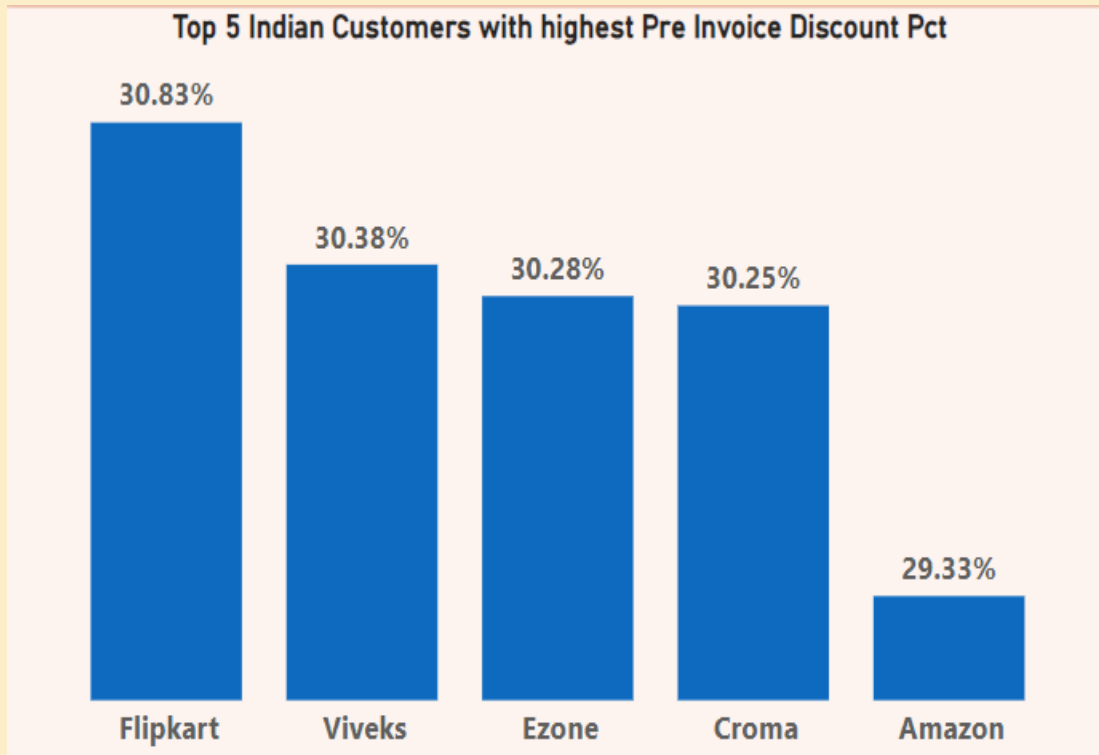
customer_code	customer	average_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

- The **largest** average pre-invoice discount was given to **Flipkart.**
- The **least** average pre-invoice discount was given to **Amazon.**

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:
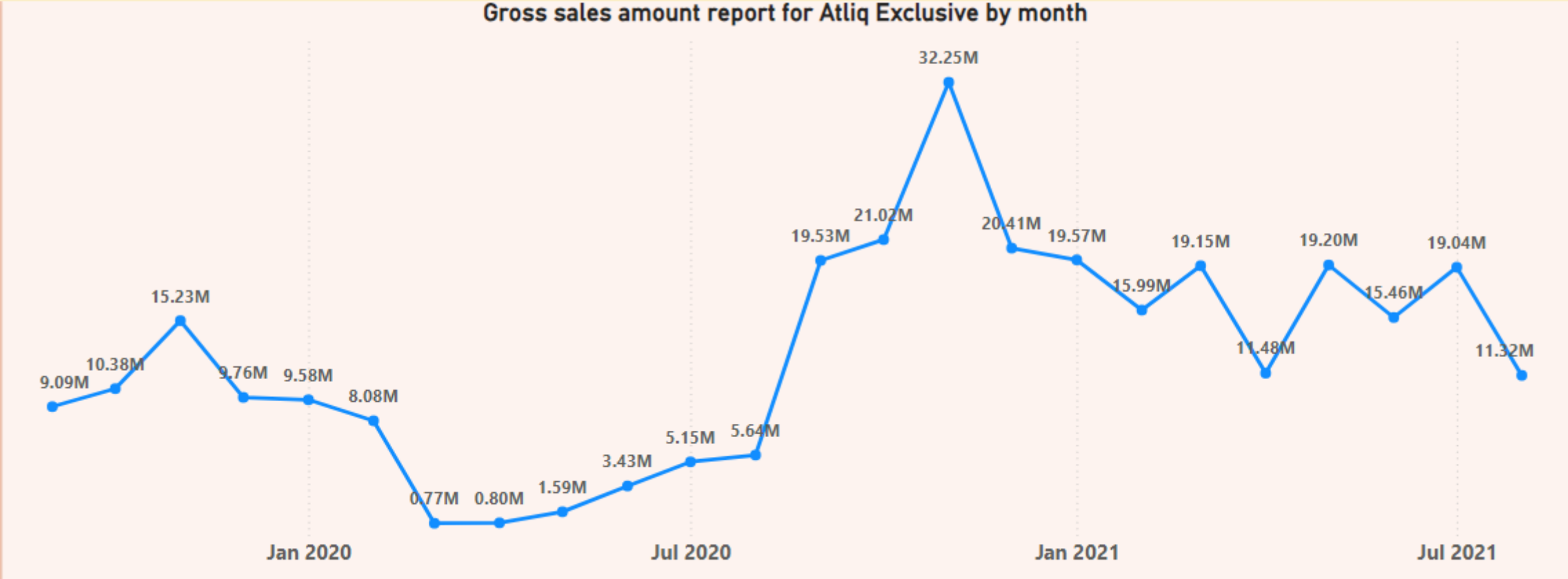
Month
Year
Gross sales Amount

- The **lowest** Gross sales total for fiscal year 2020 is in **March (2020)**.
- The **lowest** Gross sales total for fiscal year 2021 is in **August (2020)**.
- The **highest** Gross sales total for both fiscal years is in **November (2020)**.

Month	Year	Gross sales Amount
September	2020	9.09 M
October	2020	10.38 M
November	2020	15.23 M
December	2020	9.76 M
January	2020	9.58 M
February	2020	8.08 M
March	2020	0.77 M
April	2020	0.80 M
May	2020	1.59 M
June	2020	3.43 M
July	2020	5.15 M
August	2020	5.64 M
September	2021	19.53 M
October	2021	21.02 M
November	2021	32.25 M
December	2021	20.41 M
January	2021	19.57 M
February	2021	15.99 M
March	2021	19.15 M
April	2021	11.48 M
May	2021	19.20 M
June	2021	15.46 M
July	2021	19.04 M
August	2021	11.32 M

Gross sales amount report for Atliq Exclusive by month

9.09M
10.38M
15.23M
9.76M
9.58M
8.08M
0.77M
0.80M
1.59M
3.43M
5.15M
5.64M
19.53M
21.02M
32.25M
20.41M
19.57M
15.99M
19.15M
11.48M
19.20M
15.46M
19.04M
11.32M

Jan 2020   Jul 2020   Jan 2021   Jul 2021

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

Sum of total_sold_quantity by Quarter
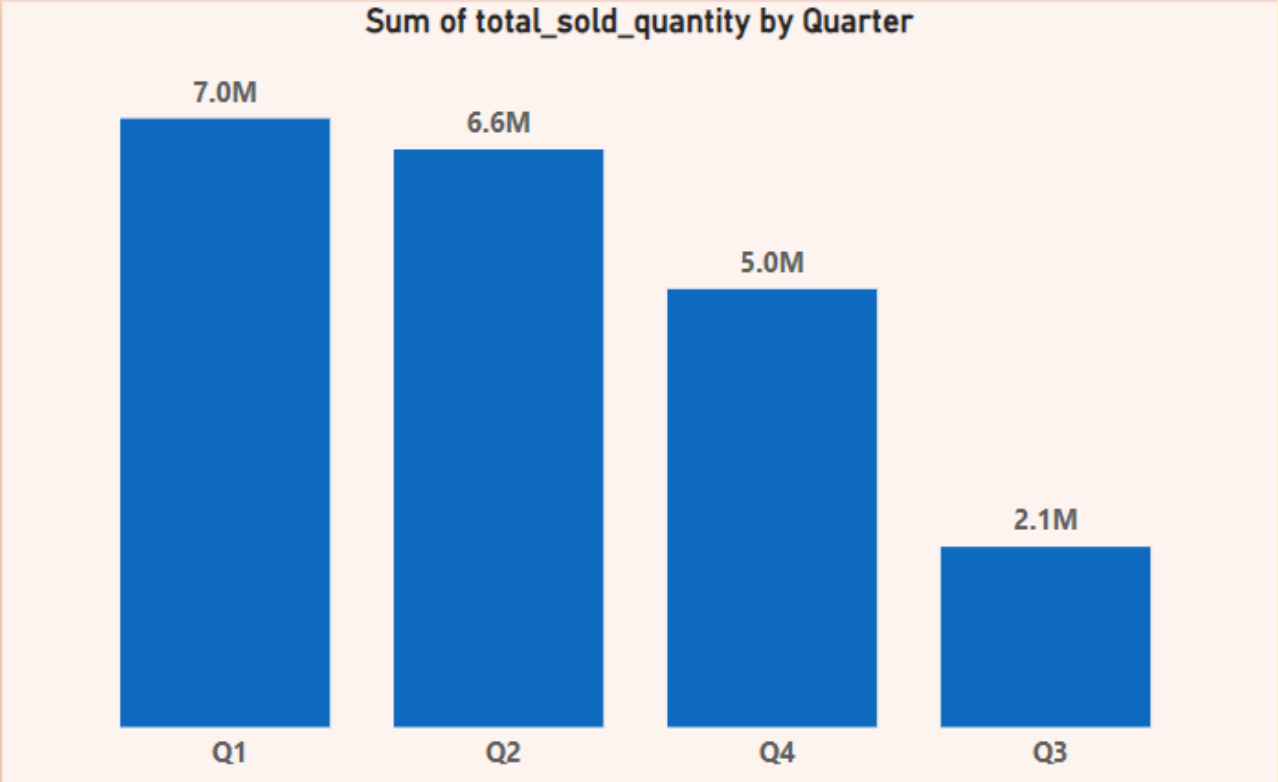
Quarter	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Quarter 1 of FY2020 saw the most units sold overall, while **Quarter 3** had the fewest.

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

Gross Sales in Millions and Perecentage of Contribution by Channel

Distributor 297.18 (11.31%)

Direct 406.69 (15.48%)

Retailer 1924.17 (73.22%)
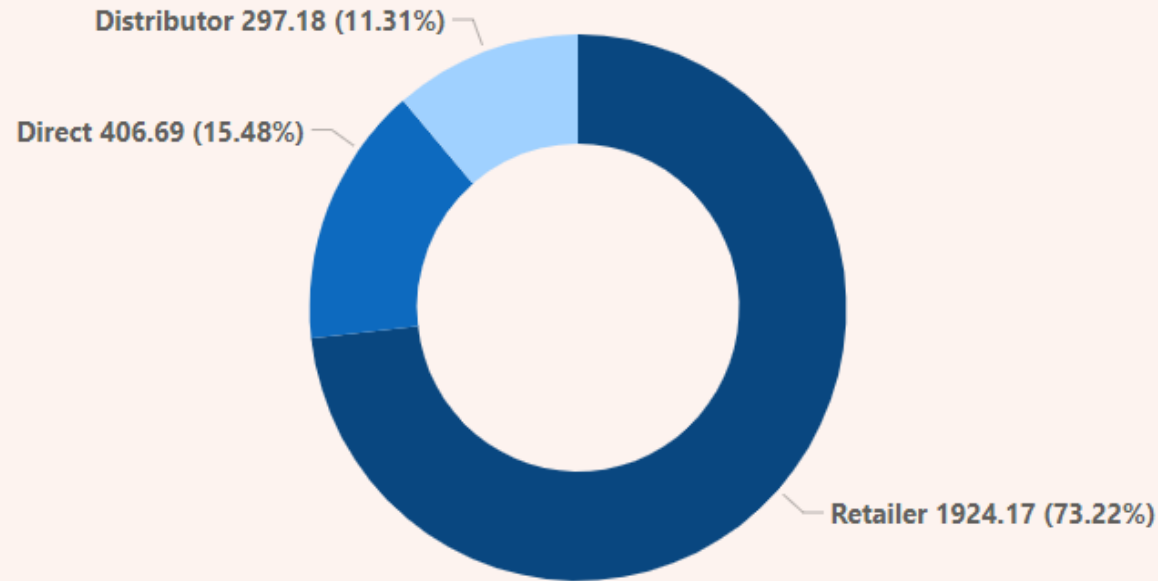
	channel	gross_sales_mln	percentage
▶	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31

- Channel: **"Retailer"** helped bring maximum sales to the company with **73.22%** as the contribution percentage.
- Channel: **"Distributor"** makes the least contribution at a percentage of **11.31%.**

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,
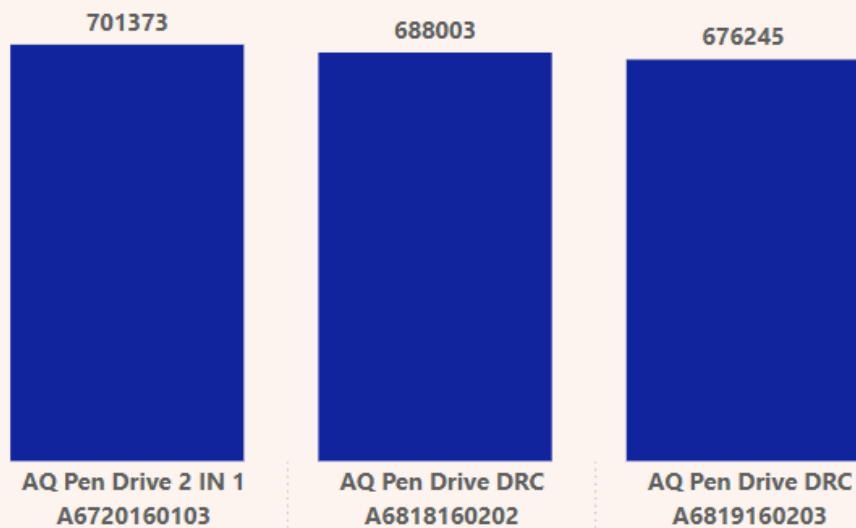*division*
product_code
*product total_*
sold_quantity
rank_order

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

Every division has a product with **different variants** that appears **twice** in the top three products by division list.
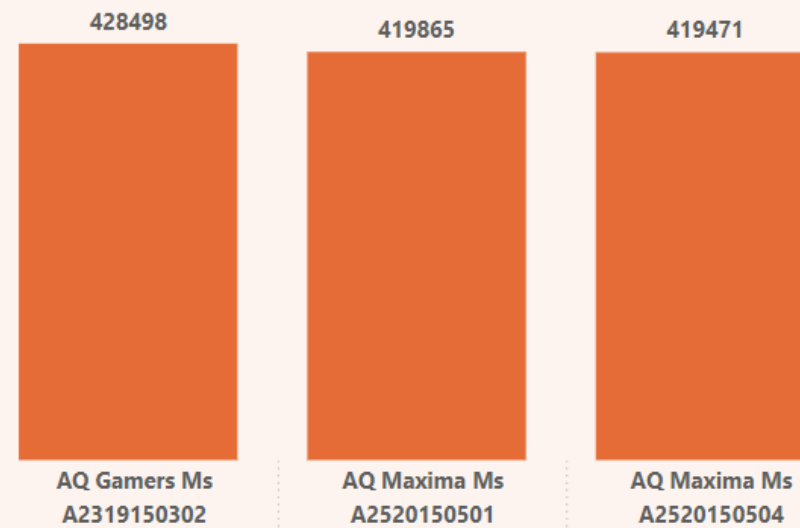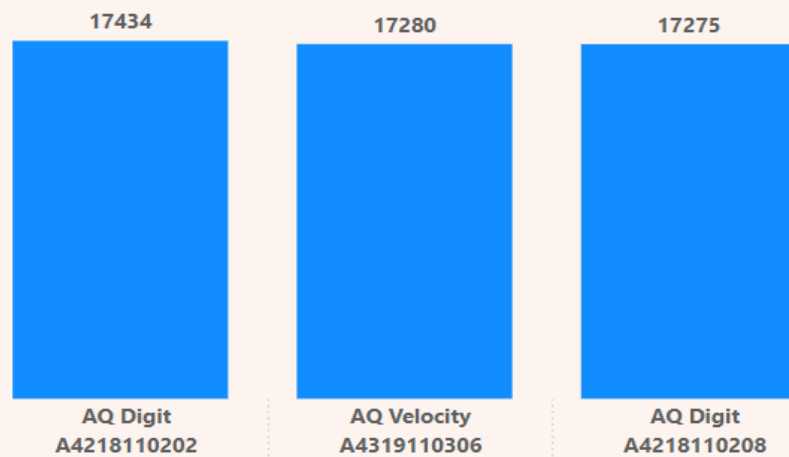
Top 3 Products by Division

division ● N & S

701373	688003	676245
AQ Pen Drive 2 IN 1 A6720160103	AQ Pen Drive DRC A6818160202	AQ Pen Drive DRC A6819160203

Top 3 Products by Division

division ● P & A

428498	419865	419471
AQ Gamers Ms A2319150302	AQ Maxima Ms A2520150501	AQ Maxima Ms A2520150504

Top 3 Products by Division

division ● PC

17434	17280	17275
AQ Digit A4218110202	AQ Velocity A4319110306	AQ Digit A4218110208

THANK YOU