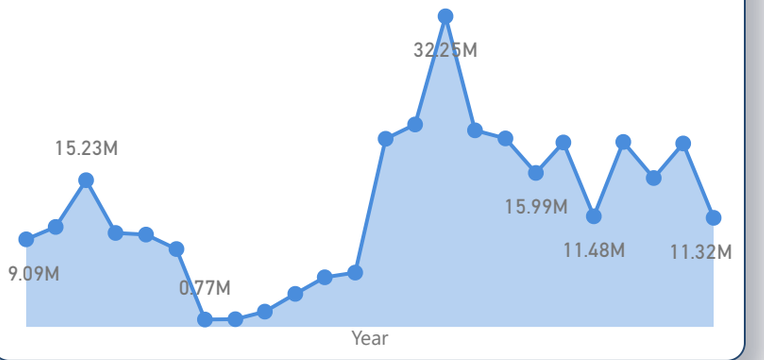
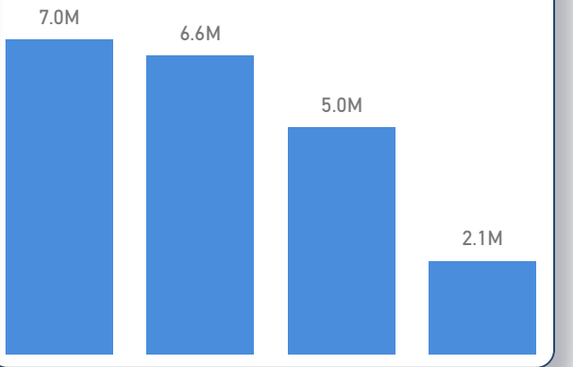
ATLIQ-HARDWARES-CONSUMER-GOODS-Ad-Hoc-INSIGHTS

Total Sold Quantity	Total Orders	Min. Manufacturing Cost	Max. Manufacturing Cost	Unique Product 2020	Unique Product 2021	% Change in 2020-2021
71M	971.63K	0.89	240.54	245	334	36.33%

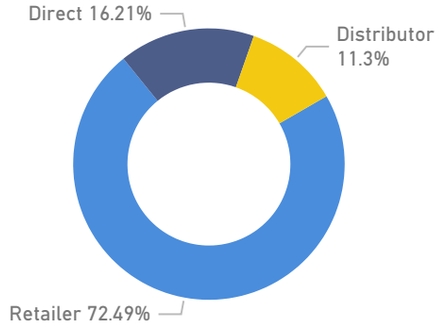
Gross Sales by ATLIQ EXCLUSIVE



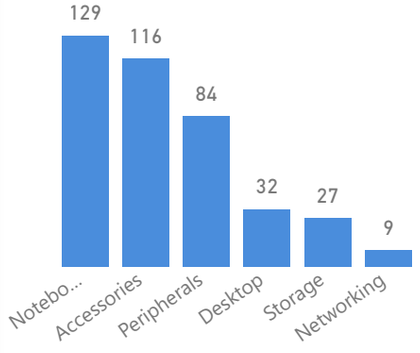
Quantity sold- Fiscal Year 2020



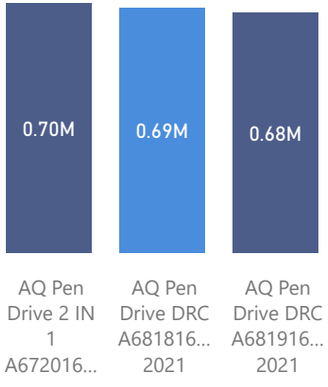
Sales by Channel



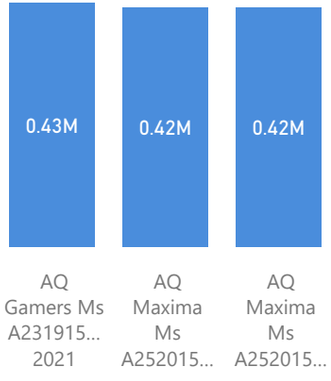
Unique Product by Segment



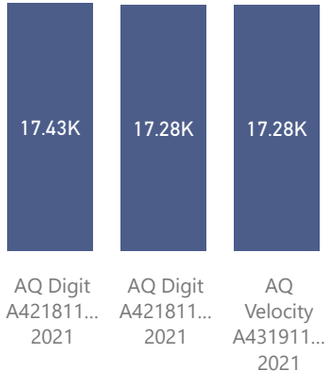
Top 3 Product Fiscal Year 2021 Division N & S



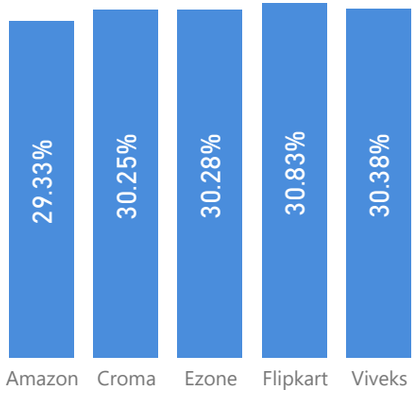
Top 3 Product Fiscal Year 2021 Division P $ A



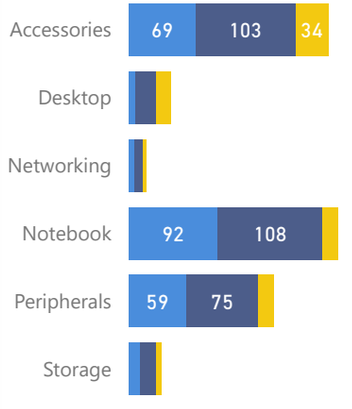
Top 3 Product Fiscal Year 2021 Division PC



Top 5 Avg. Discount by Customer



Unique Prdouct, Difference 20-21



ATLIQ-HARDWARES-CONSUMER-GOODS-Ad-Hoc-INSIGHTS

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

select distinct market from dim_customer
where customer = "Atliq Exclusive" and region = "APAC"

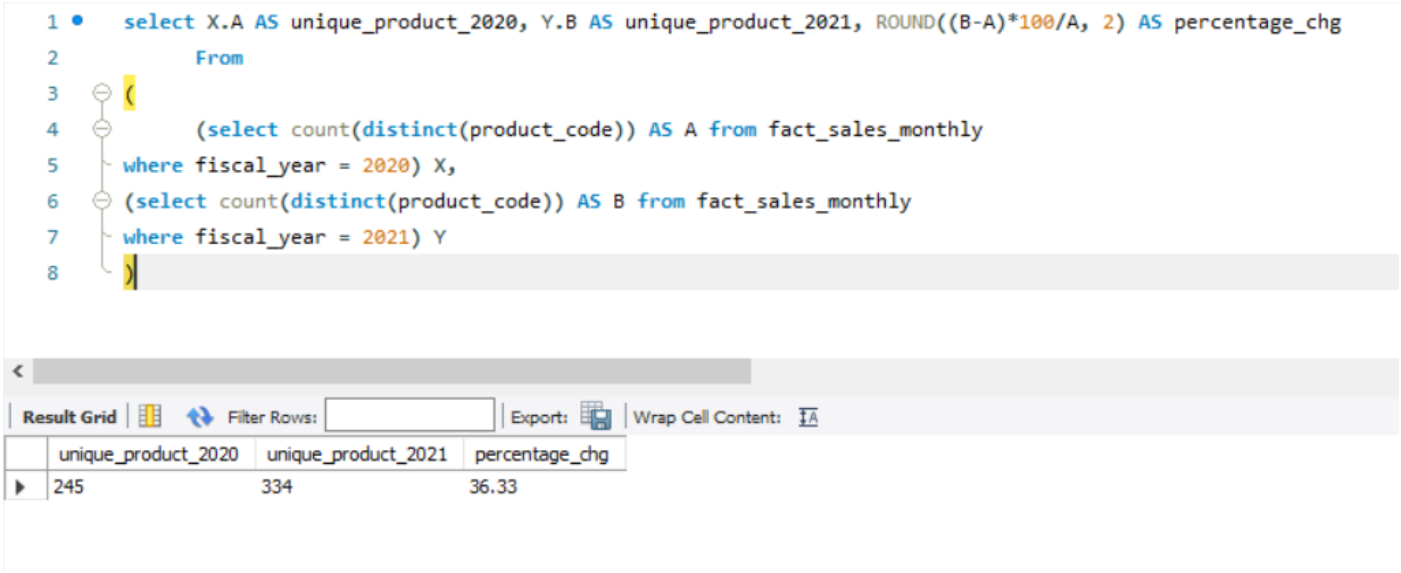
```
1 •  select distinct market from dim_customer
2    where customer = "Atliq Exclusive" and region = "APAC"
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

```
select X.A AS unique_product_2020, Y.B AS unique_product_2021, ROUND((B-A)*100/A, 2) AS percentage_chg
    From
(
    (select count(distinct(product_code)) AS A from fact_sales_monthly
where fiscal_year = 2020) X,
(select count(distinct(product_code)) AS B from fact_sales_monthly
where fiscal_year = 2021) Y
)
```

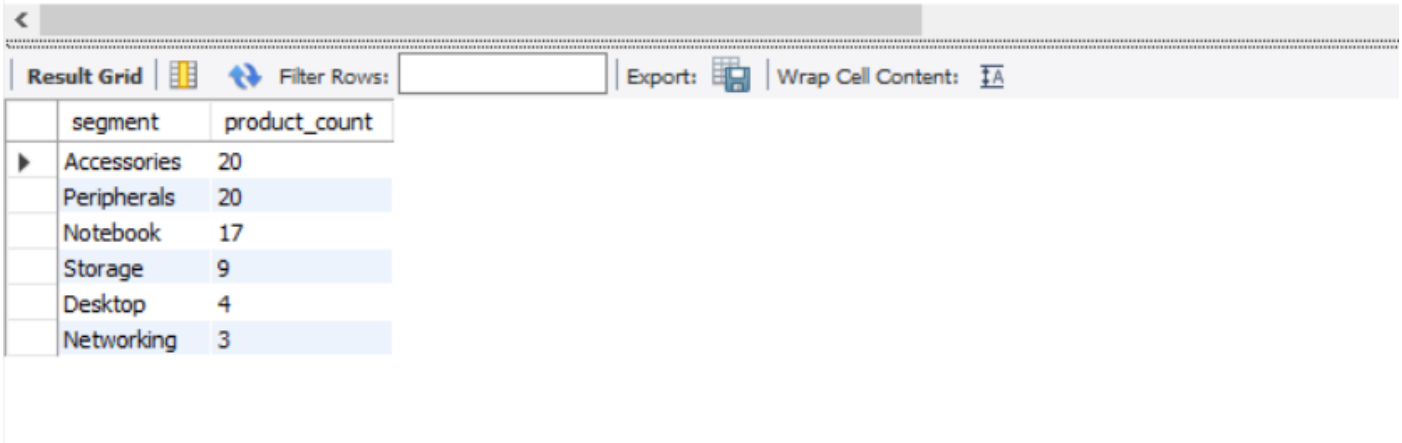


unique_product_2020	unique_product_2021	percentage_chg
245	334	36.33

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

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

```
1 •  select segment ,count(distinct(product)) as "product_count" from dim_product
2    group by segment
3    order by product_count desc
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

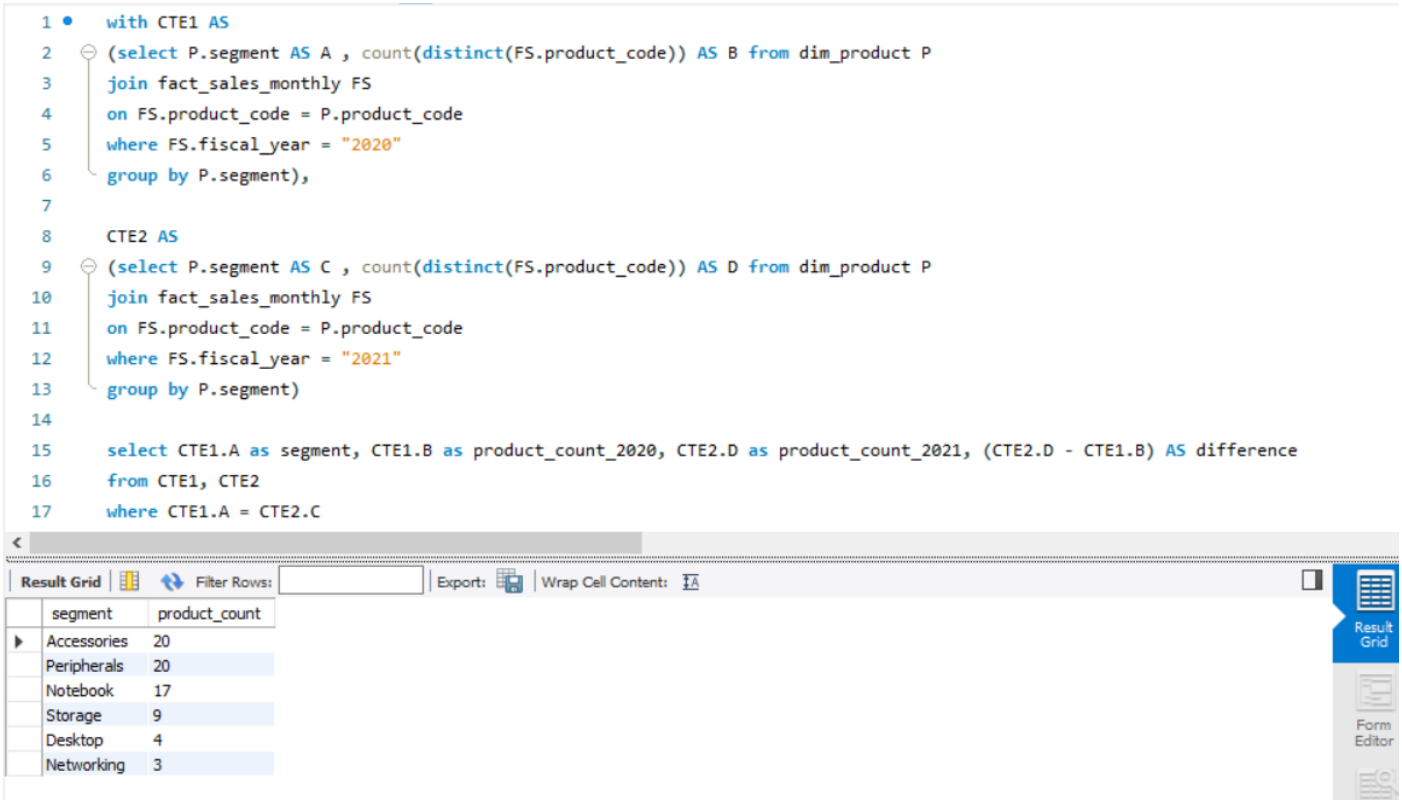
segment	product_count
Accessories	20
Peripherals	20
Notebook	17
Storage	9
Desktop	4
Networking	3

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

```
with CTE1 AS
(select P.segment AS A , count(distinct(FS.product_code)) AS B from dim_product P
join fact_sales_monthly FS
on FS.product_code = P.product_code
where FS.fiscal_year = "2020"
group by P.segment),

CTE2 AS
(select P.segment AS C , count(distinct(FS.product_code)) AS D from dim_product P
join fact_sales_monthly FS
on FS.product_code = P.product_code
where FS.fiscal_year = "2021"
group by P.segment)


select CTE1.A as segment, CTE1.B as product_count_2020, CTE2.D as product_count_2021, (CTE2.D - CTE1.B) AS difference
from CTE1, CTE2
where CTE1.A = CTE2.C
```



5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
product_code
product manufacturing_
cost

select P.product, P.product_code, manufacturing_cost from dim_product P
join fact_manufacturing_cost FM
on FM.product_code = P.product_code
where manufacturing_cost in (
select min(manufacturing_cost) as manufacturing_cost from fact_manufacturing_cost
union
select max(manufacturing_cost) as manufacturing_cost from fact_manufacturing_cost
order by manufacturing_cost desc
)
order by manufacturing_cost desc

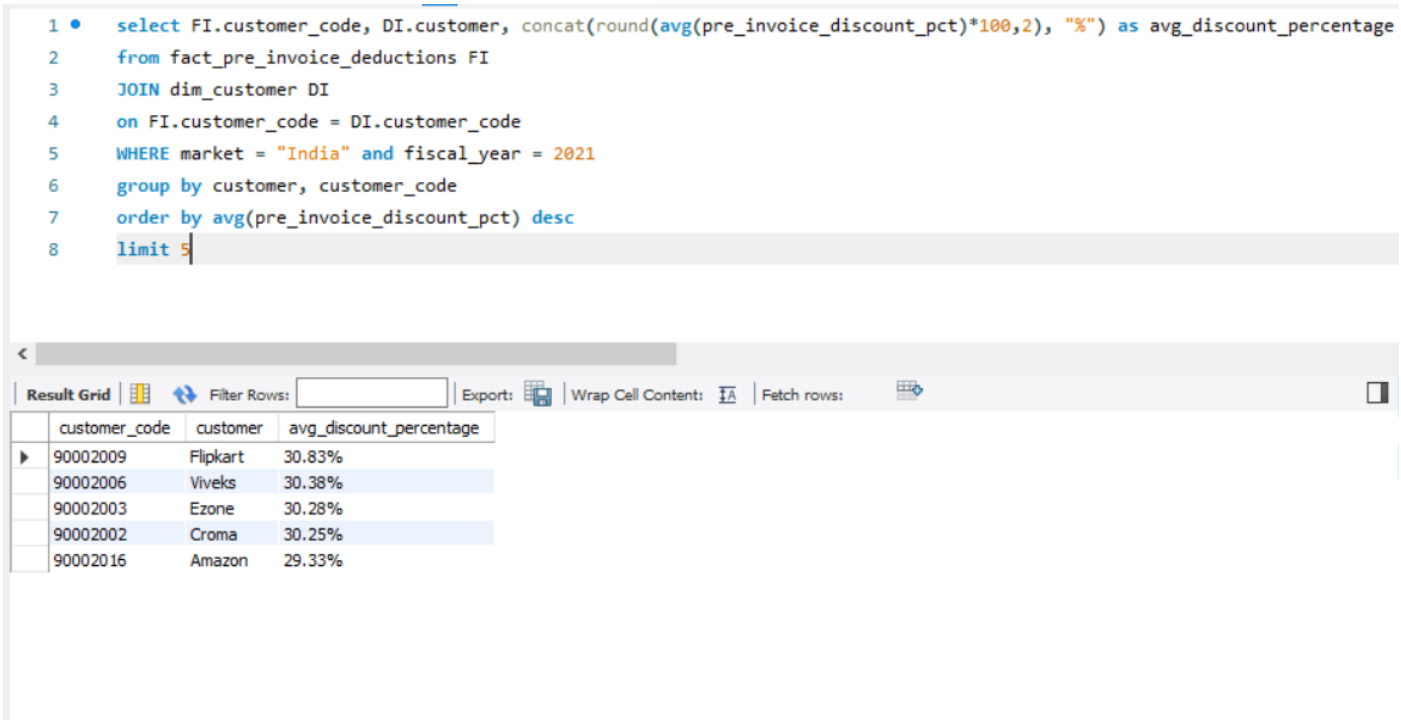
```
1  select P.product, P.product_code, manufacturing_cost from dim_product P
2  join fact_manufacturing_cost FM
3  on FM.product_code = P.product_code
4  where manufacturing_cost in (
5  select min(manufacturing_cost) as manufacturing_cost  from fact_manufacturing_cost
6  union
7  select max(manufacturing_cost) as manufacturing_cost from fact_manufacturing_cost
8  order by manufacturing_cost desc
9  )
10 order by manufacturing_cost desc
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

```
select FI.customer_code, DI.customer, concat(round(avg(pre_invoice_discount_pct)*100,2), "%") as
avg_discount_percentage
from fact_pre_invoice_deductions FI
JOIN dim_customer DI
on FI.customer_code = DI.customer_code
WHERE market = "India" and fiscal_year = 2021
group by customer, customer_code
order by avg(pre_invoice_discount_pct) desc
limit 5
```



```
1  select FI.customer_code, DI.customer, concat(round(avg(pre_invoice_discount_pct)*100,2), "%") as avg_discount_percentage
2  from fact_pre_invoice_deductions FI
3  JOIN dim_customer DI
4  on FI.customer_code = DI.customer_code
5  WHERE market = "India" and fiscal_year = 2021
6  group by customer, customer_code
7  order by avg(pre_invoice_discount_pct) desc
8  limit 5
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

customer_code	customer	avg_discount_percentage
90002009	Flipkart	30.83%
90002006	Viveks	30.38%
90002003	Ezone	30.28%
90002002	Croma	30.25%
90002016	Amazon	29.33%

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

select monthname(date) as Month_name, year(date) as year_name, round(sum(FG.gross_price * FS.sold_quantity) / 10000000,2) as Gross_sales_amount_millions

from fact_sales_monthly FS

join fact_gross_price FG

on FS.product_code = FG.product_code

join dim_customer DC

on DC.customer_code = FS.customer_code

where DC.customer = "Atliq Exclusive"

group by month_name,year_name

order by year_name

```
1  select monthname(date) as Month_name, year(date) as year_name,
2  round(sum(FG.gross_price * FS.sold_quantity) / 10000000,2) as Gross_sales_amount_millions
3  from fact_sales_monthly FS
4  join fact_gross_price FG
5  on FS.product_code = FG.product_code
6  join dim_customer DC
7  on DC.customer_code = FS.customer_code
8  where DC.customer = "Atliq Exclusive"
9  group by month_name,year_name
10 order by year_name
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Month_name	year_name	Gross_sales_amount_millions
September	2019	0.91
October	2019	1.04
November	2019	1.52
December	2019	0.98
January	2020	0.96
February	2020	0.81
March	2020	0.08
April	2020	0.08
May	2020	0.16
June	2020	0.34
July	2020	0.52
August	2020	0.56
September	2020	1.95
October	2020	2.10
November	2020	3.22
December	2020	2.04
January	2021	1.96
February	2021	1.60
March	2021	1.91

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

select

case

when month(date) in (9,10,11) then "Q1"

when month(date) in (12,1,2) then "Q2"

when month(date) in (3,4,5) then "Q3"

when month(date) in (6,7,8) then "Q4"

end as quarter,

sum(sold_quantity) as total_quantity_sold from fact_sales_monthly

where fiscal_year = 2020

group by quarter

order by total_quantity_sold desc

```sql
select
case
when month(date) in (9,10,11) then "Q1"
when month(date) in (12,1,2) then "Q2"
when month(date) in (3,4,5) then "Q3"
when month(date) in (6,7,8) then "Q4"
end as quarter,
sum(sold_quantity) as total_quantity_sold from fact_sales_monthly
where fiscal_year = 2020
group by quarter
order by total_quantity_sold desc
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

quarter	total_quantity_sold
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

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

```
with gross_sales as (
select DC.channel, round(sum(FG.gross_price * FS.sold_quantity)/1000000,2) as gross_sales_mln
from fact_sales_monthly FS
join fact_gross_price FG
on FS.product_code = FG.product_code
and FS.fiscal_year = FG.fiscal_year
join dim_customer DC
ON DC.customer_code = FS.customer_code
where FG.fiscal_year = 2021
group by DC.channel
)

select channel, gross_sales_mln, concat(round((gross_sales_mln / sum(gross_sales_mln) over()) *100,2), "%") as percentage
from gross_sales
order by percentage desc
```

```sql
with gross_sales as (
select DC.channel, round(sum(FG.gross_price * FS.sold_quantity)/1000000,2) as gross_sales_mln
from fact_sales_monthly FS
join fact_gross_price FG
on FS.product_code = FG.product_code
and FS.fiscal_year = FG.fiscal_year
join dim_customer DC
ON DC.customer_code = FS.customer_code
where FG.fiscal_year = 2021
group by DC.channel
)

select channel, gross_sales_mln, concat(round((gross_sales_mln / sum(gross_sales_mln) over()) *100,2), "%") as percentage
from gross_sales
order by percentage desc
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

channel	gross_sales_mln	percentage
Retailer	1219.08	73.23%
Direct	257.53	15.47%
Distributor	188.03	11.30%

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

```
with top_sold_product as (
select DP.division, DP.product_code, DP.product, sum(sold_quantity) as total_sold_quantity
from dim_product DP
join fact_sales_monthly FS
on DP.product_code = FS.product_code
where fiscal_year = 2021
group by DP.division, DP.product_code, DP.product
order by total_sold_quantity desc
),

top_sold_per_division_rank_order  as (
select division,
product_code,
product,
total_sold_quantity,
rank() over(partition by division order by total_sold_quantity desc) as rank_order
from top_sold_product
)

select * from top_sold_per_division_rank_order
where rank_order <=3
```

```sql
with top_sold_product as (
select DP.division, DP.product_code, DP.product, sum(sold_quantity) as total_sold_quantity
from dim_product DP
join fact_sales_monthly FS
on DP.product_code = FS.product_code
where fiscal_year = 2021
group by DP.division, DP.product_code, DP.product
order by total_sold_quantity desc
),

top_sold_per_division_rank_order  as (
select division,
product_code,
product,
total_sold_quantity,
rank() over(partition by division order by total_sold_quantity desc) as rank_order
from top_sold_product
)

select * from top_sold_per_division_rank_order
where rank_order <=3
```

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