

Consumer Goods Ad-hoc Insights

AtliQ
Hardwares



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AGENDA



1. Scenario



2. Introduction



**3. Unveiling the
Data**



**4. Ad-hoc
requests, queried
results**



**5. Insights and
Visualization**

1. SCENARIO

Company

AtliQ Hardware (fictitious corporation) is one of the top Computer Hardware Manufacturer in India and Beyond.

Problem

The management has identified a need for more insights on Company products sale to make data-informed decisions.

Methodology

The company has presented 10 ad-hoc requests. To fulfill these, we'll perform SQL queries and present it through insightful visualizations for analysis.

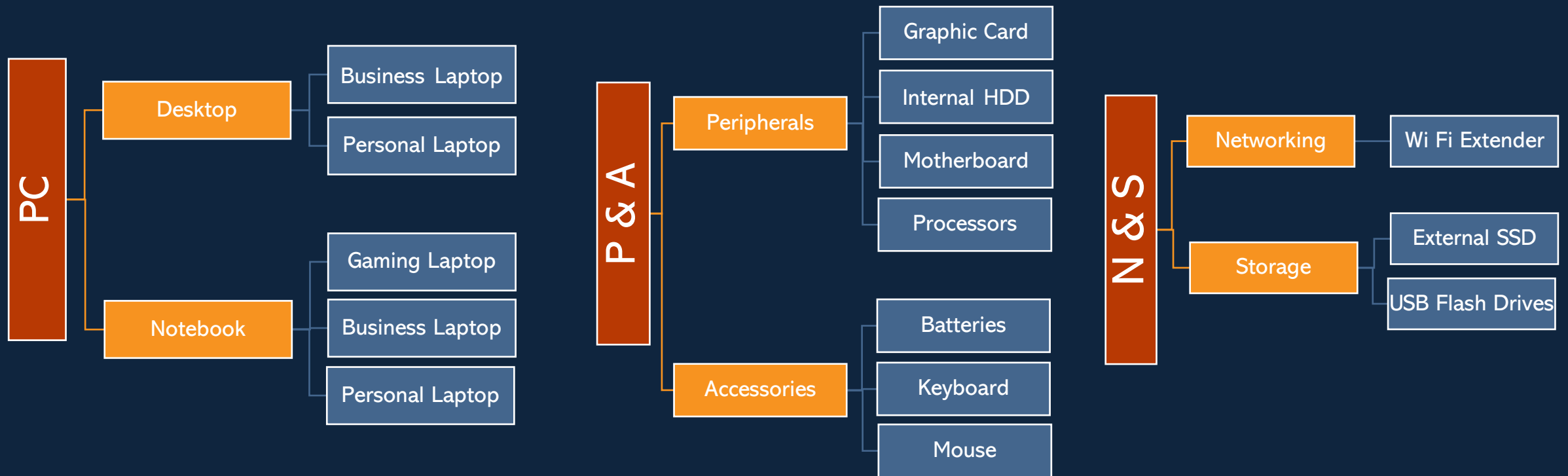


2. Introduction

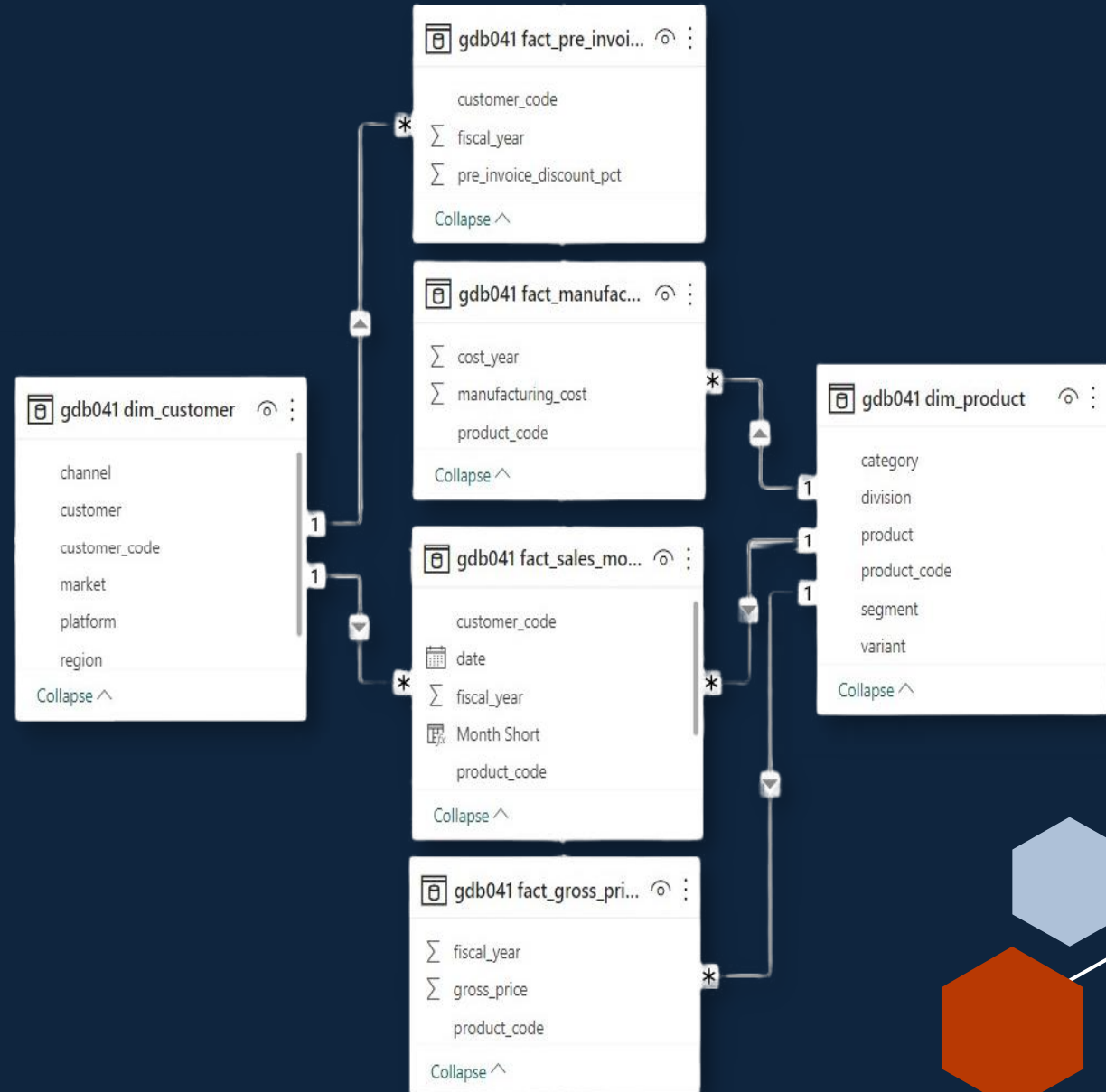
I. Market :



II. Products :



3. Input Data





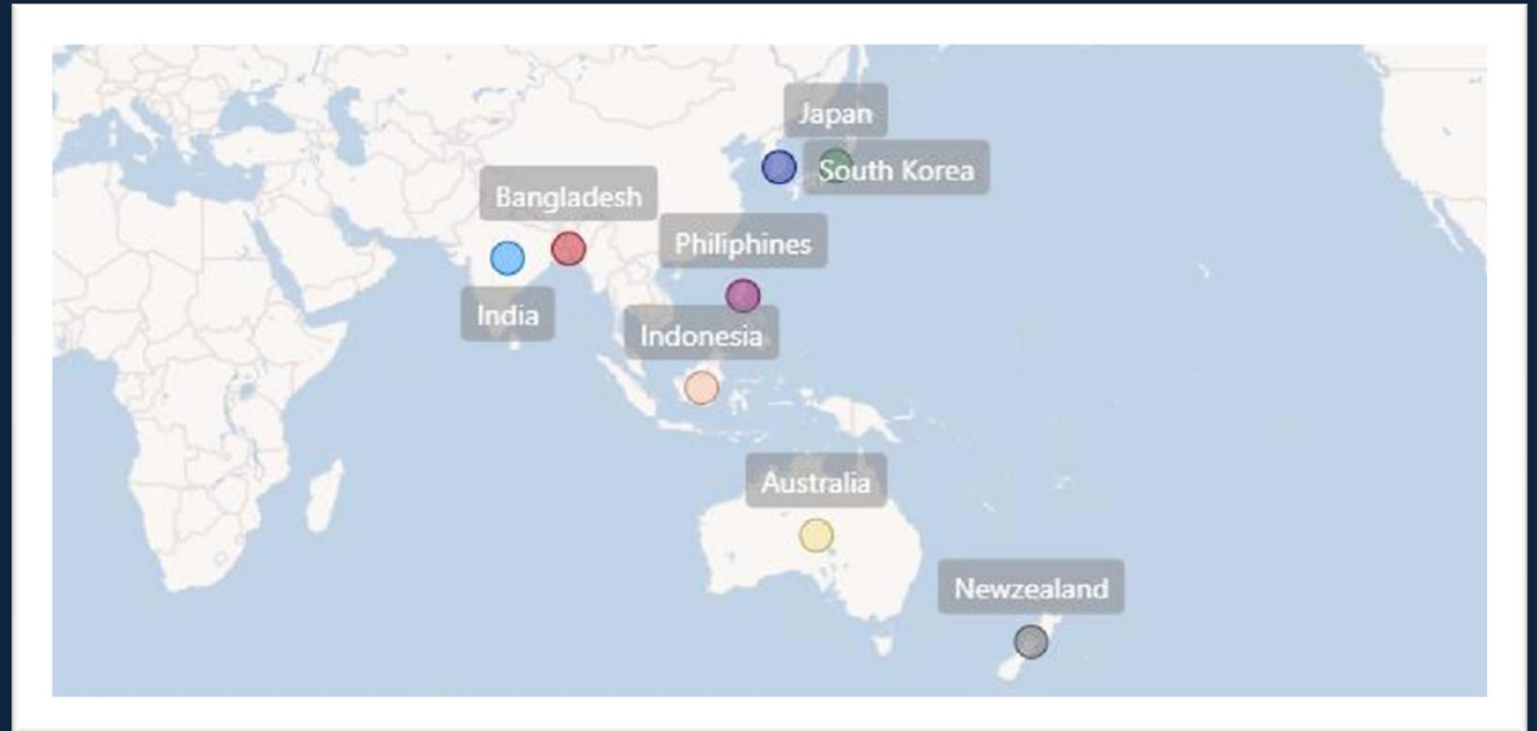
4.
**Ad-hoc
requests,
queried
results**

5.
**Insights and
Visualization**

REQUEST 1 :

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

	market
▶	Australia
	Bangladesh
	India
	Indonesia
	Japan
	Newzealand
	Philiphines
	South Korea

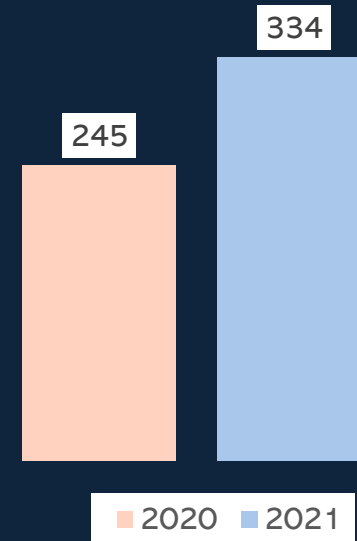


REQUEST 2 :

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_product_2020	unique_products_2021	percentage_chg
►	245	334	36.33

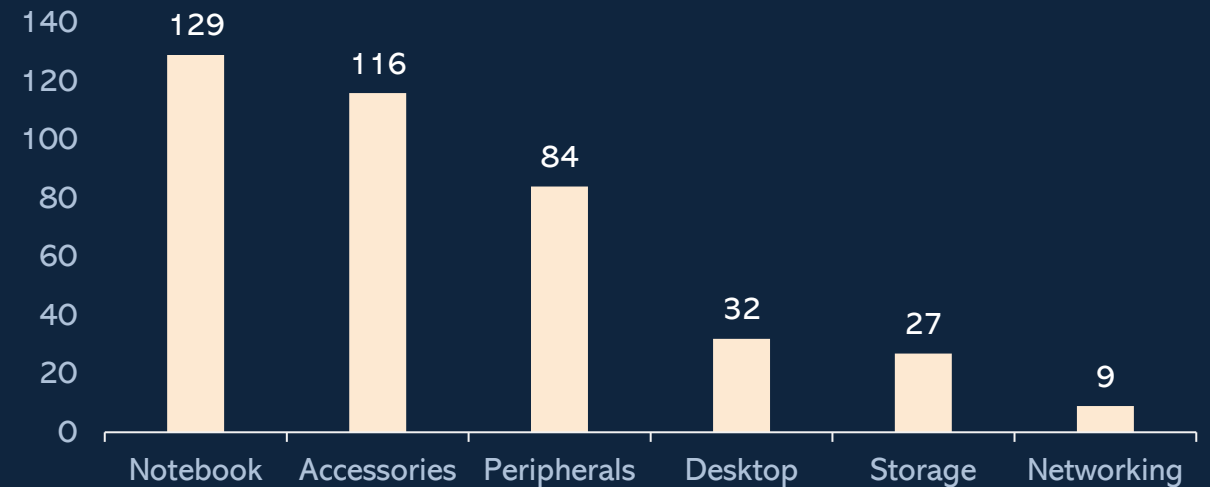


REQUEST 3 :

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



REQUEST 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
	Desktop	7	22	15
	Networking	6	9	3
	Notebook	92	108	16
	Peripherals	59	75	16
	Storage	12	17	5



Segment	20	21	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

REQUEST 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
▶	A6120110206	AQ HOME Allin1 Gen 2	240.5364
	A2118150101	AQ Master wired x1 Ms	0.8920



Highest Manufacturing
Cost



AQ HOME Allin1 Gen
2 (Plus 3) Personal
Desktop

Lowest Manufacturing
Cost



AQ Master Wired x1 MS(Standard1)
Mouse

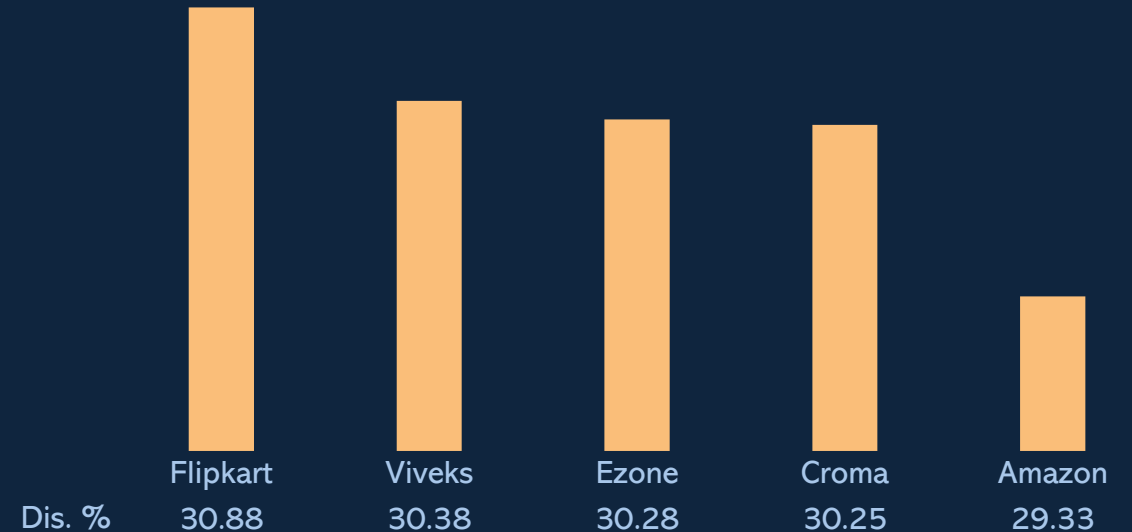
REQUEST 6 :

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, customeraverage_discount_percentage

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

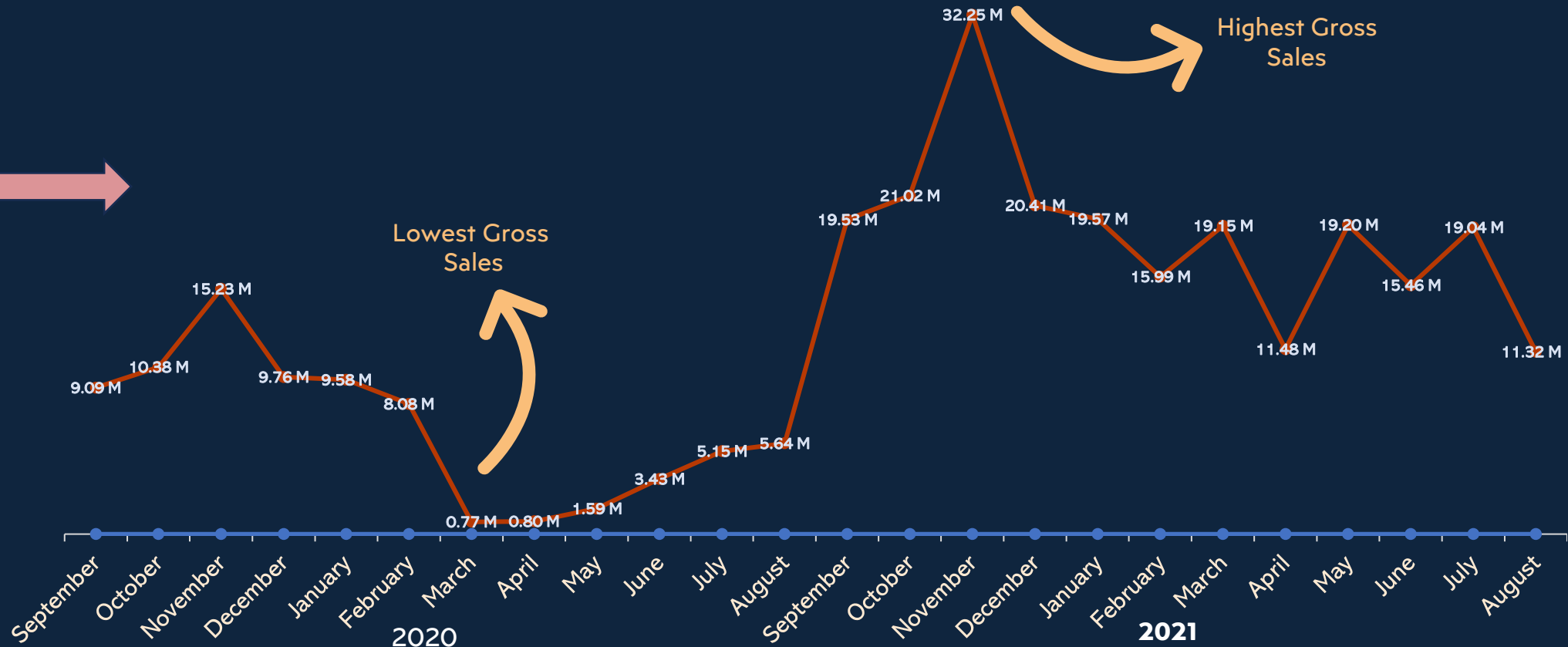


REQUEST 7 :

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. The final report contains these columns :

Month , Year , Gross sales Amount

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

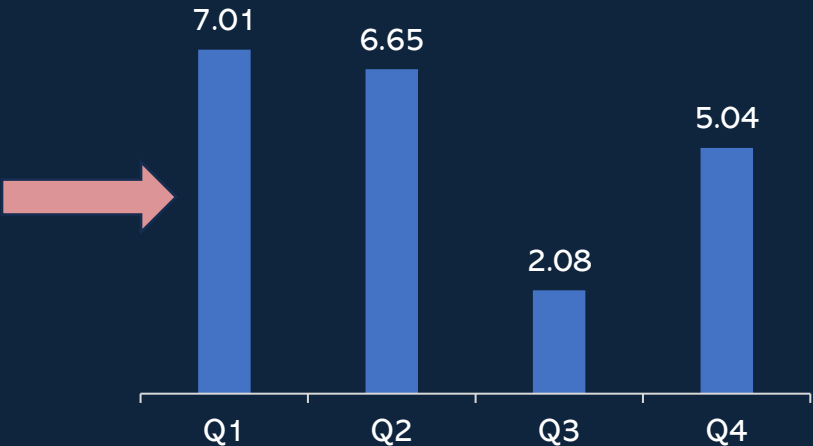


REQUEST 8:

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

	Quarters	total_sold_qty
▶	Q1	7.01
	Q2	6.65
	Q3	2.08
	Q4	5.04



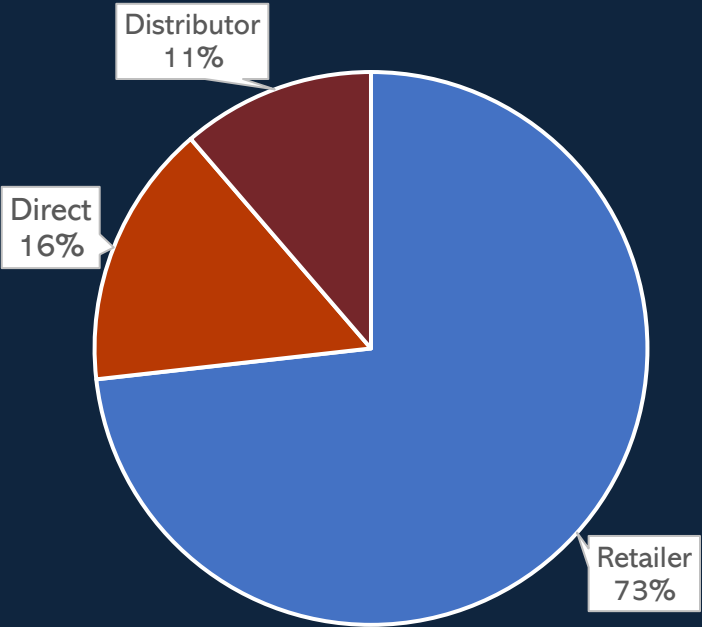
Quarters	month	sold_qty	
Q1	Sep	1.76	7.01
	Oct	2.19	
	Nov	3.05	
Q2	Dec	1.76	6.65
	Jan	1.7	
	Feb	3.18	
Q3	Mar	0.24	2.08
	Apr	0.82	
	May	1.02	
Q4	June	1.56	5.04
	July	1.69	
	August	1.79	

REQUEST 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_mln	pct
▶	Retailer	19241.70	73.22
	Direct	4066.87	15.47
	Distributor	2971.76	11.31



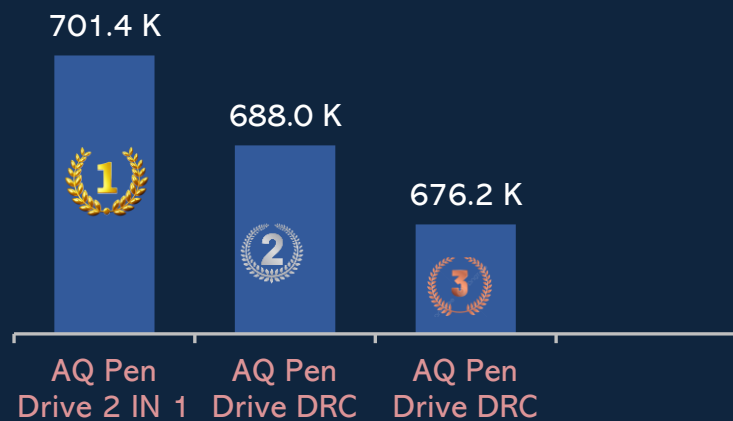
REQUEST 10:

Get the Top 3 products in each division that have a hightotal_sold_quantity in the fiscal_year 2021?
The final output contains these fields :

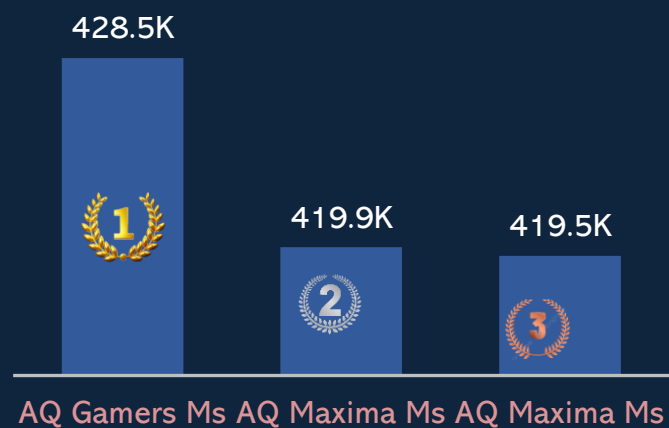
Division, product_code, product, total_sold_quantity, rank_order

	product_code	division	product	total_sold_qty	Rank_Order
▶	A6720160103	N & S	AQ Pen Drive 2 IN 1	701373	1
	A6818160202	N & S	AQ Pen Drive DRC	688003	2
	A6819160203	N & S	AQ Pen Drive DRC	676245	3
	A2319150302	P & A	AQ Gamers Ms	428498	1
	A2520150501	P & A	AQ Maxima Ms	419865	2
	A2520150504	P & A	AQ Maxima Ms	419471	3
	A4218110202	PC	AQ Digit	17434	1
	A4319110306	PC	AQ Velocity	17280	2
	A4218110208	PC	AQ Digit	17275	3

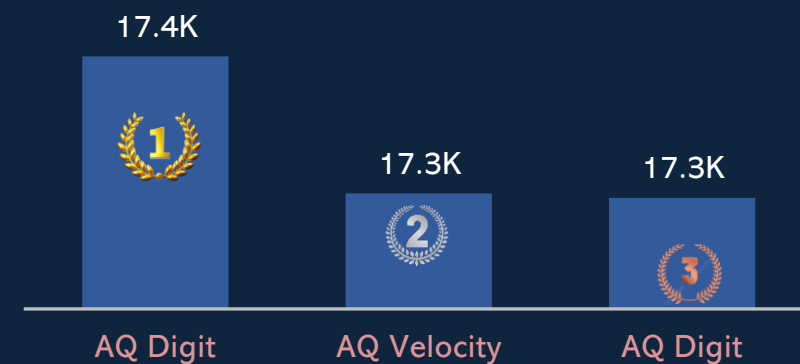
Division N & S



Division P & A



Division PC





THANK YOU ...

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