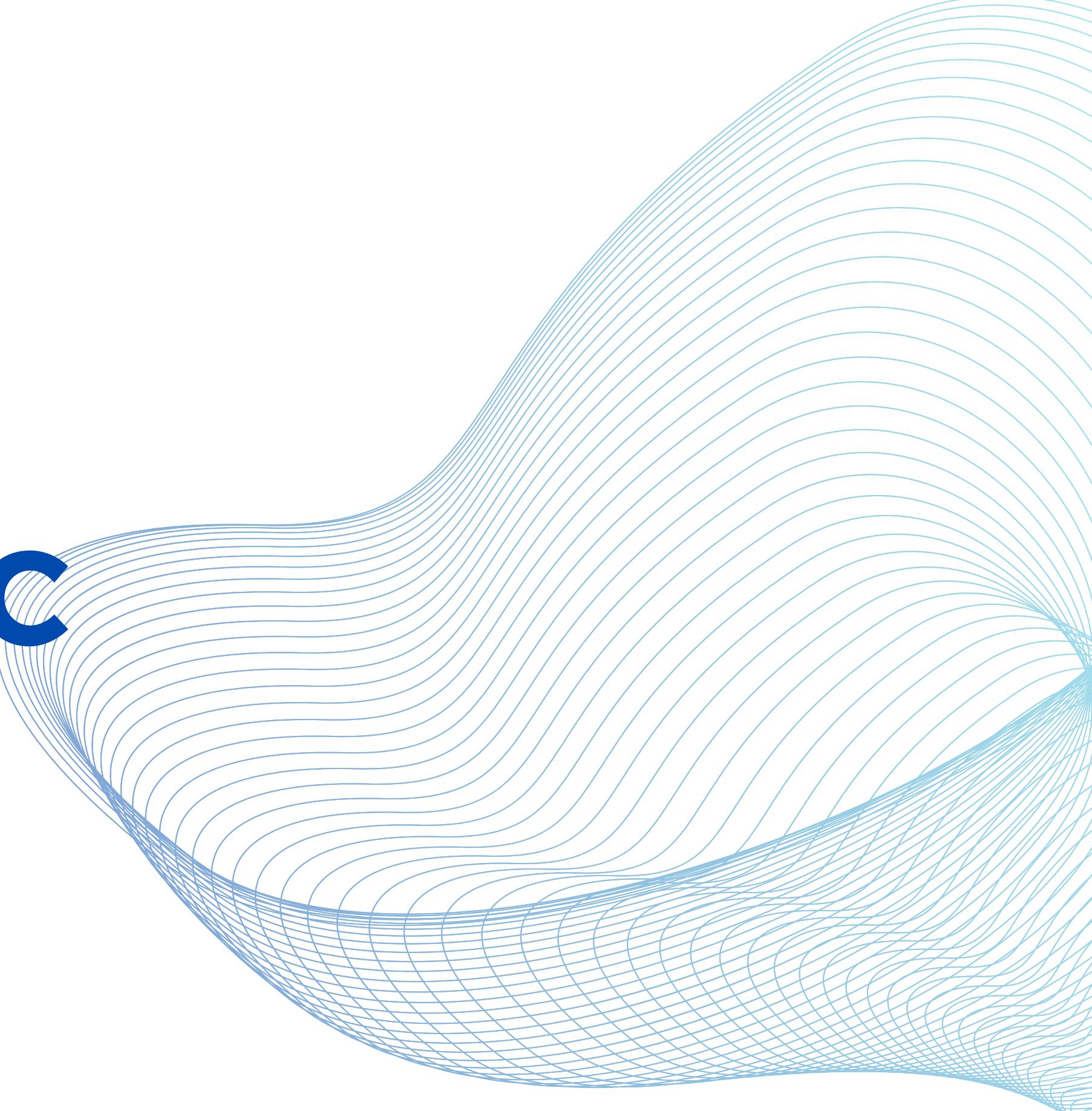




**AtliQ Hardwares**

# **CONSUMER GOODS AD-HOC INSIGHTS**

Presented by Pradnya Taras



# AGENDA

- Background/Context
- AtliQ's Markets & Product lines
- Data & Requests
- Ad-hoc requests - queried results, visualizations & Insights

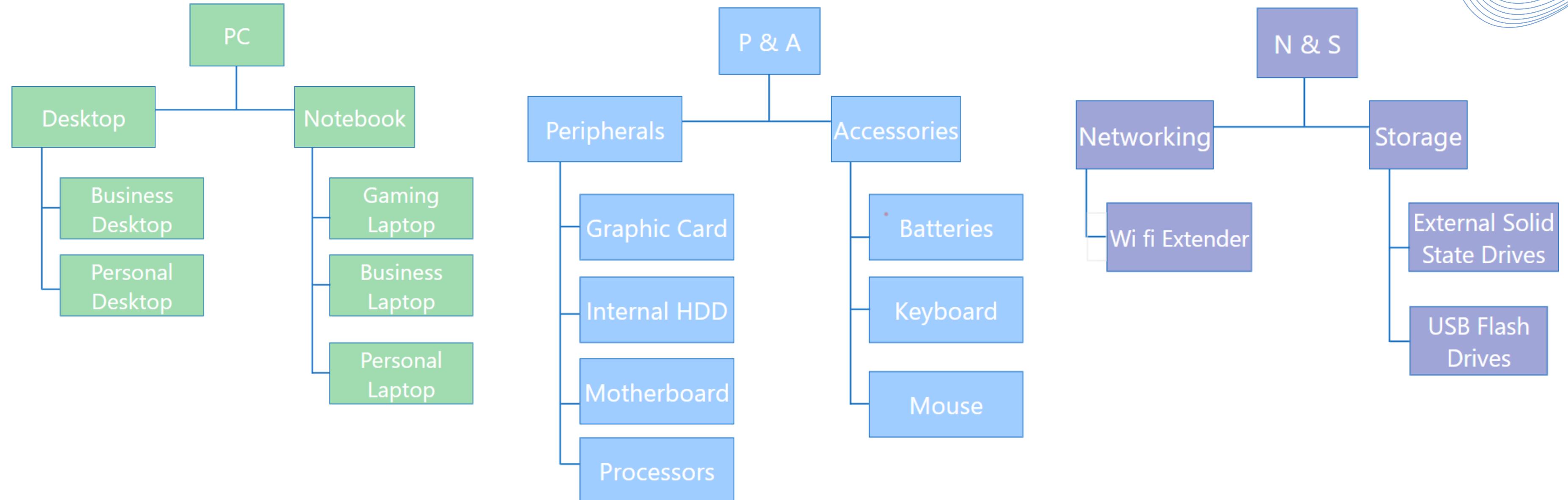
## Background/Context

- About Company: AtliQ Hardwares (imaginary company) is one of the major computer hardware manufacturers in India, with a strong presence in other nations.
- Background : The management noticed that they do not get enough insights to make quick and smart data-informed decisions.
- Problem: There are 10 ad-hoc requests for which the company needs insights.
- Approach: Run a SQL query to answer these requests. Convert it into visualizations and present the Insights to the toplevel management.

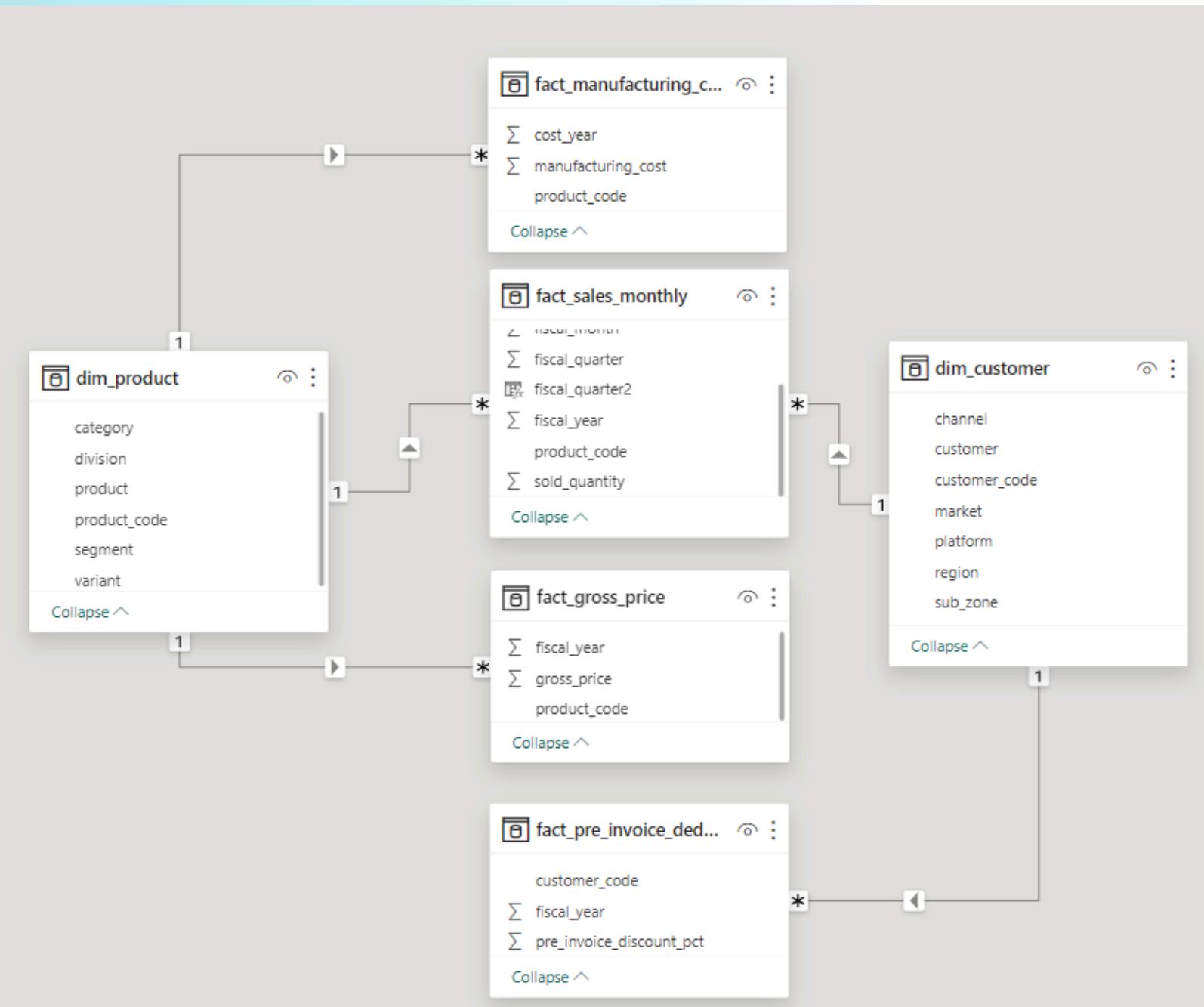
# AtliQ's Markets



# AtliQ's Product Lines



# Data Model



MySQL

Tools Used

## Codebasics SQL Challenge

### Requests:

- Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.
- 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
- 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
- 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
- Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,
  - product\_code
  - product
  - manufacturing\_cost
- 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
- 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

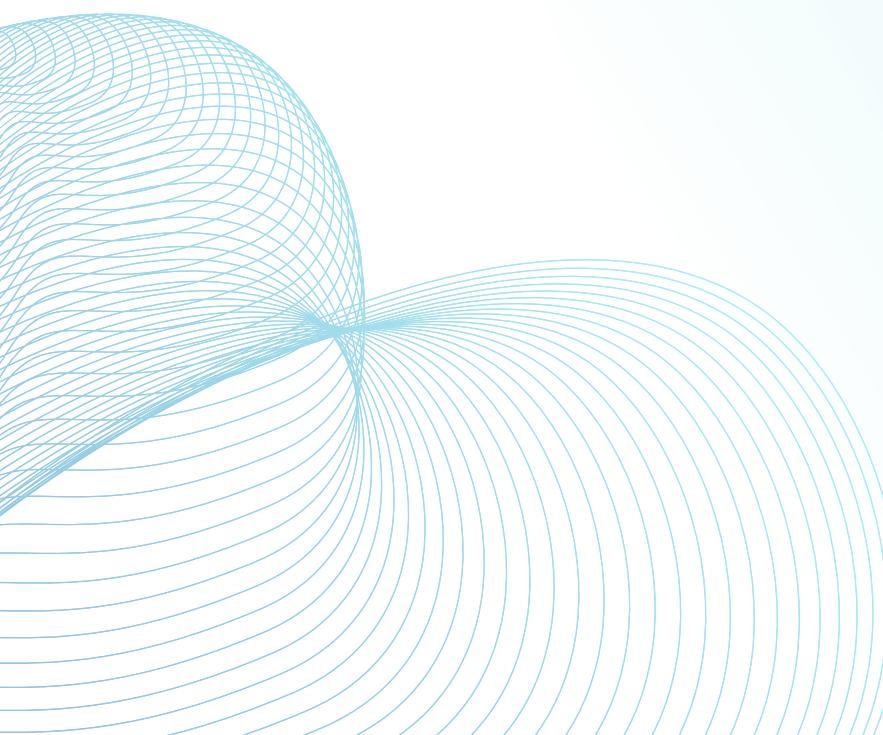


Ad-hoc Tasks

codebasics.io

codebasics.io

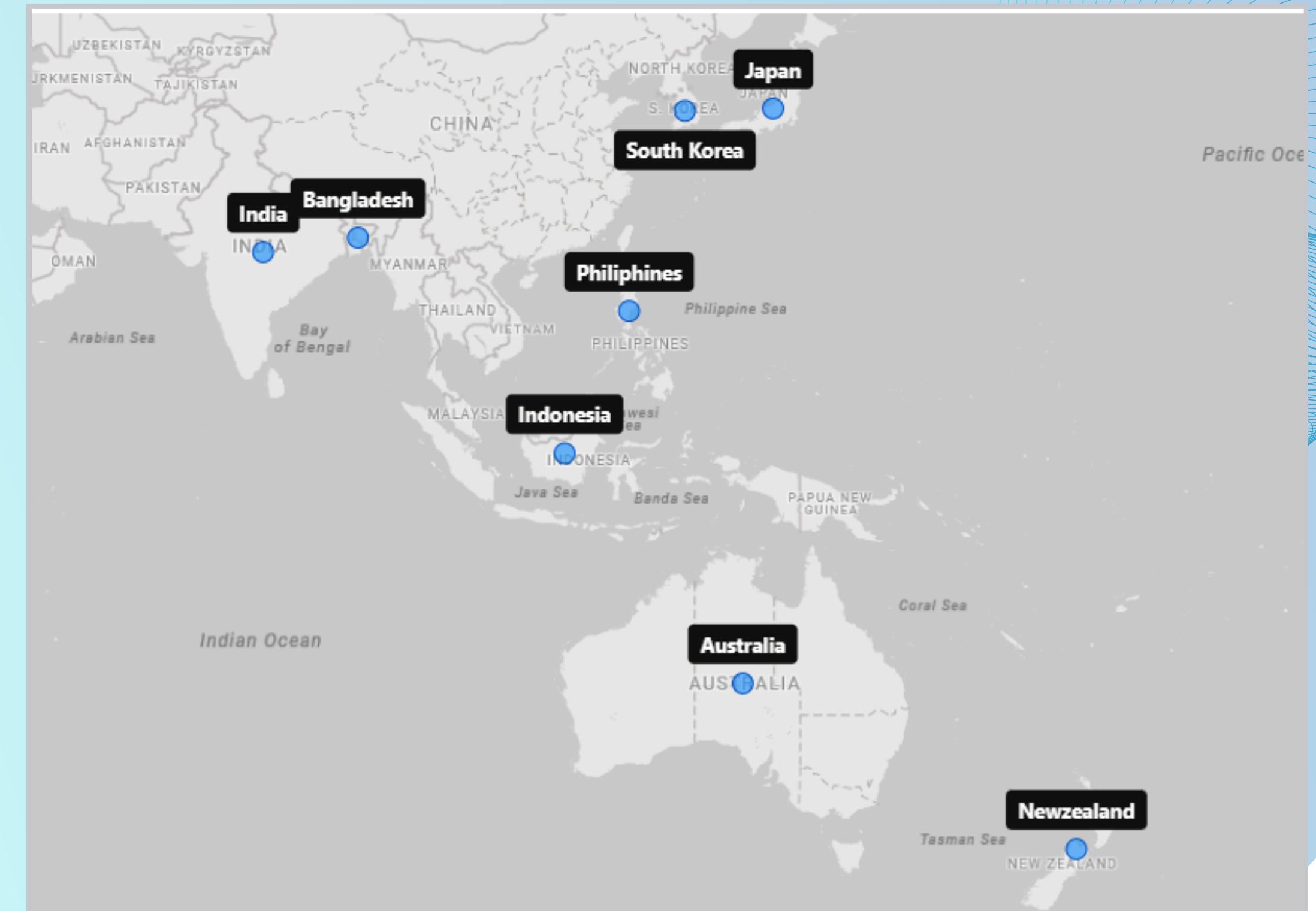
# **Ad -hoc requests, queried results, Insights and visualizations**



## Request 1:

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

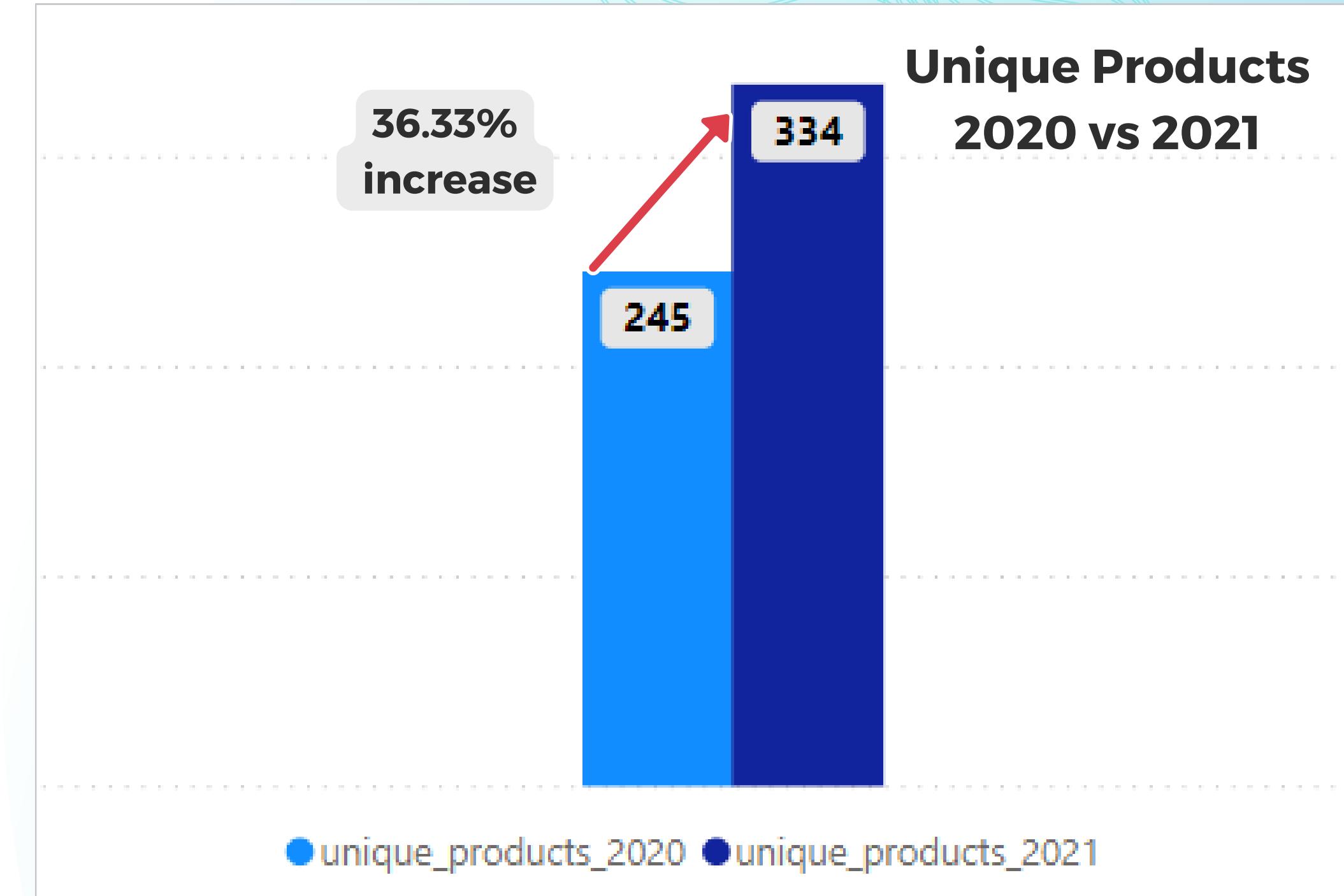
| market      |
|-------------|
| India       |
| Indonesia   |
| Japan       |
| Philippines |
| South Korea |
| Australia   |
| Newzealand  |
| Bangladesh  |



## Request 2:

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

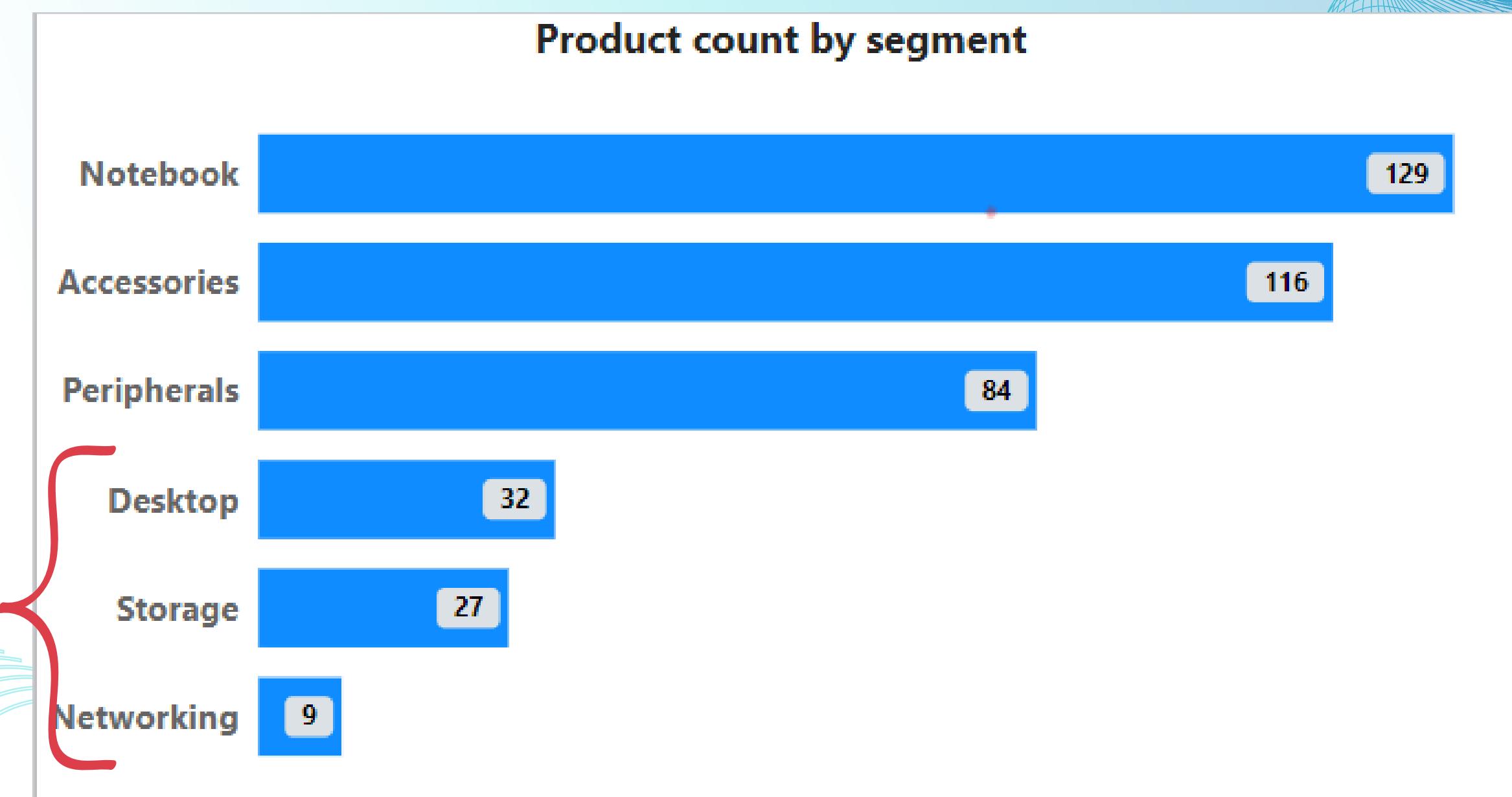
| unique_products_2020 | unique_products_2021 | percentage_change |
|----------------------|----------------------|-------------------|
| 245                  | 334                  | 36.33             |



### Request 3:

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

| 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?

| 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          |



| Segment     | Product Count 2020 | Product Count 2021 | Difference                              |
|-------------|--------------------|--------------------|---|
| Accessories | 69                 | 103                | 34 <span style="color: green;">↑</span> |
| Notebook    | 92                 | 108                | 16 <span style="color: green;">↑</span> |
| Peripherals | 59                 | 75                 | 16 <span style="color: green;">↑</span> |
| Desktop     | 7                  | 22                 | 15 <span style="color: green;">↑</span> |
| Storage     | 12                 | 17                 | 5 <span style="color: green;">↑</span>  |
| Networking  | 6                  | 9                  | 3 <span style="color: green;">↑</span>  |
| Total       | 245                | 334                | 89                                      |

## Request 5:

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

| product_code | product              | cost_year | manufacturing_cost |
|--------------|----------------------|-----------|--------------------|
| A6120110206  | AQ HOME Allin1 Gen 2 | 2021      | 240.5364           |
| A2118150101  | AQ Master wired x1Ms | 2020      | 0.8920             |



highest manufacturing product



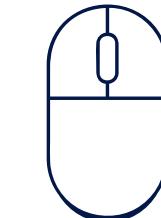
\$240.54

A6120110206

**AQ HOME Allin1 Gen 2**

Personal Desktop

lowest manufacturing product



\$0.89

A2118150101

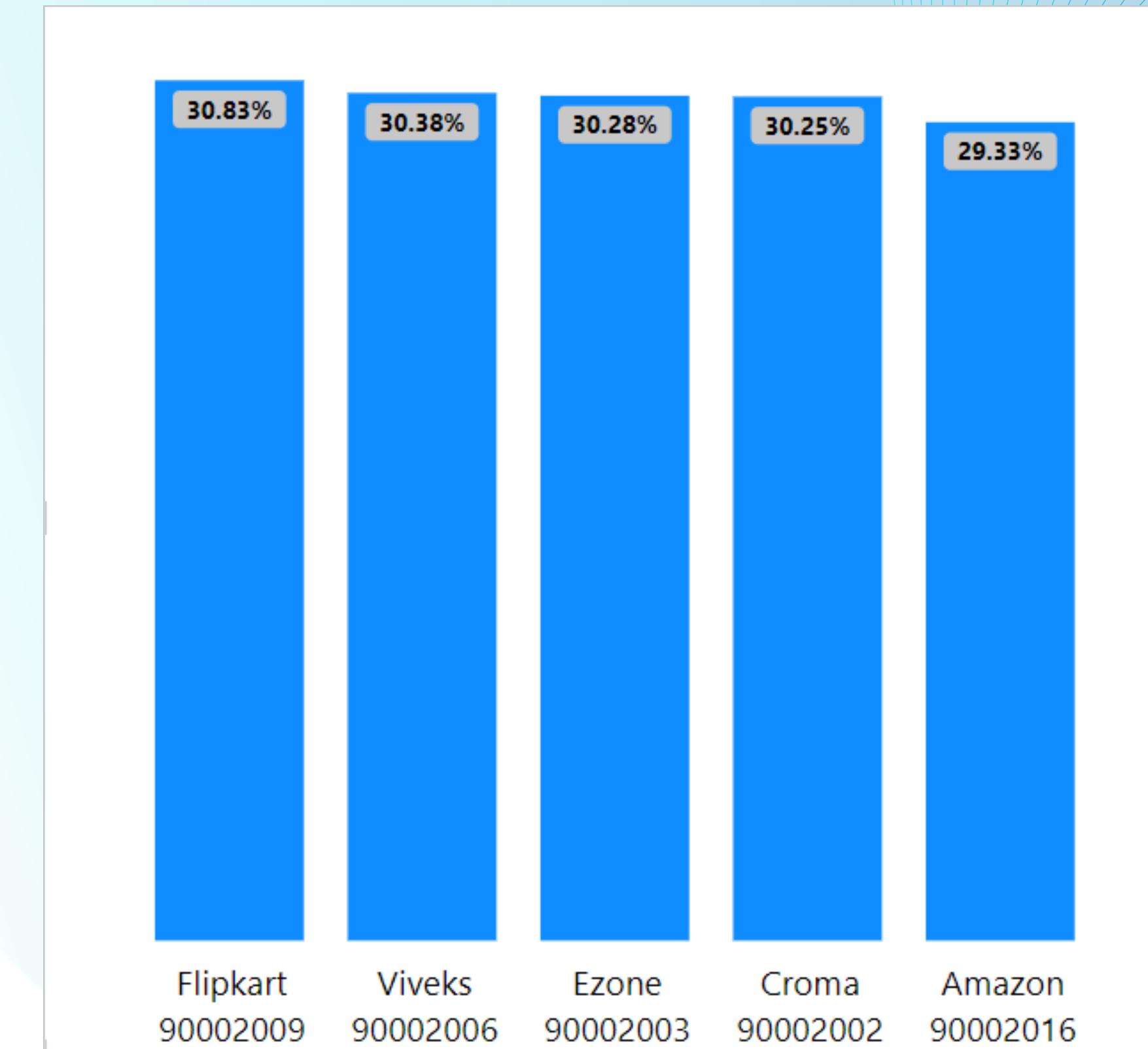
**AQ Master wired x1Ms**

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.

| customer_code | customer | average_discount_percentage |
|---------------|----------|-----------------------------|
| 90002009      | Flipkart | 30.8300                     |
| 90002006      | Viveks   | 30.3800                     |
| 90002003      | Ezone    | 30.2800                     |
| 90002002      | Croma    | 30.2500                     |
| 90002016      | Amazon   | 29.3300                     |



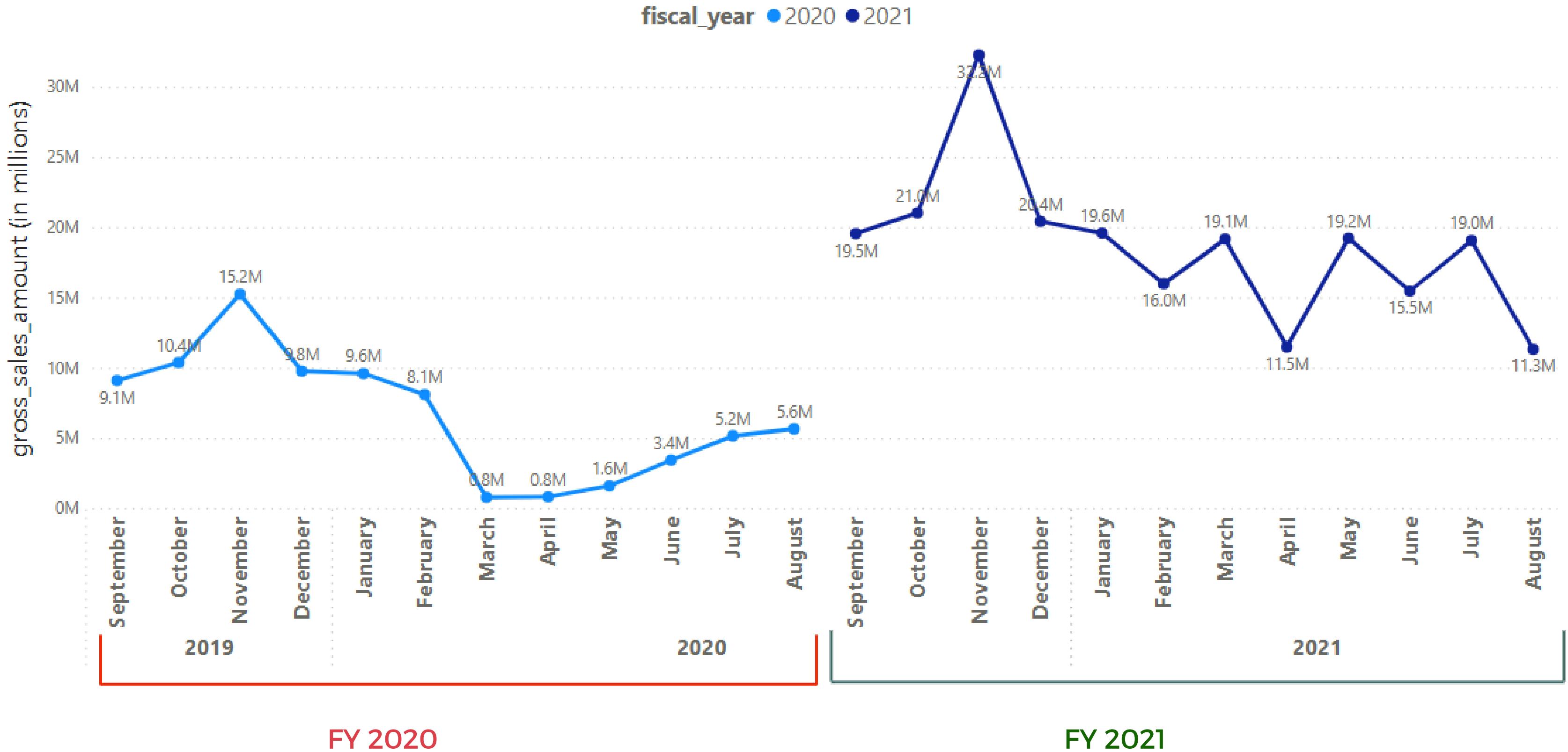
## Request 7:

Get the complete report of the gross sales amount for the customer “atliq exclusive” for each month.

| Month            | fiscal_year | gross_sales_amount |
|------------------|-------------|--------------------|
| September (2019) | 2020        | 9.09M              |
| October (2019)   | 2020        | 10.38M             |
| November (2019)  | 2020        | 15.23M             |
| December (2019)  | 2020        | 9.76M              |
| January (2020)   | 2020        | 9.58M              |
| February (2020)  | 2020        | 8.08M              |
| March (2020)     | 2020        | 0.77M              |
| April (2020)     | 2020        | 0.80M              |
| May (2020)       | 2020        | 1.59M              |
| June (2020)      | 2020        | 3.43M              |
| July (2020)      | 2020        | 5.15M              |
| August (2020)    | 2020        | 5.64M              |
| September (2020) | 2021        | 19.53M             |
| October (2020)   | 2021        | 21.02M             |
| November (2020)  | 2021        | 32.25M             |
| December (2020)  | 2021        | 20.41M             |

# Sales Trend - AtliQ Exclusive

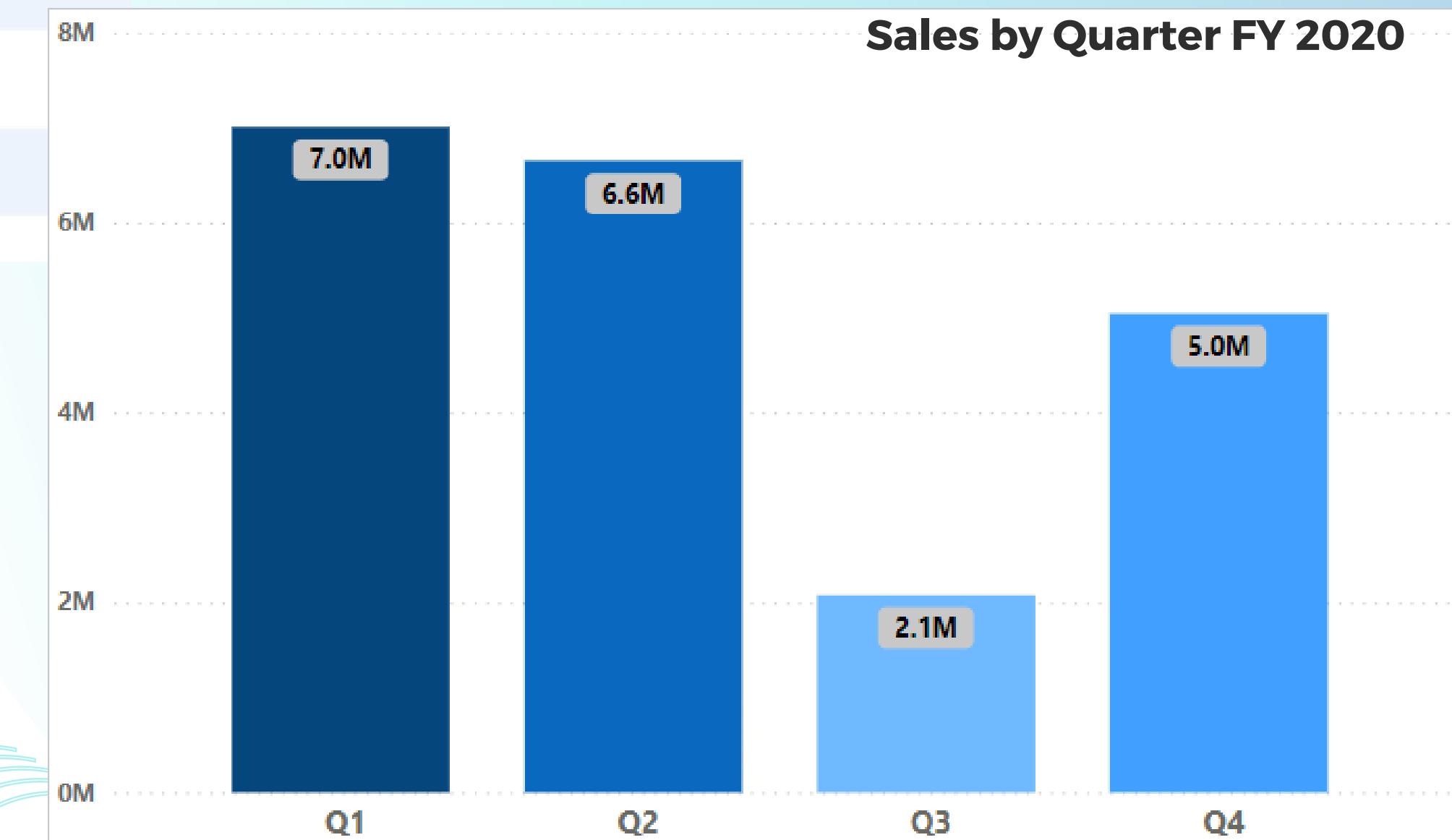
Fiscal Year: September to August



## Request 8:

In which quarter of 2020, got the maximum total\_sold\_quantity?

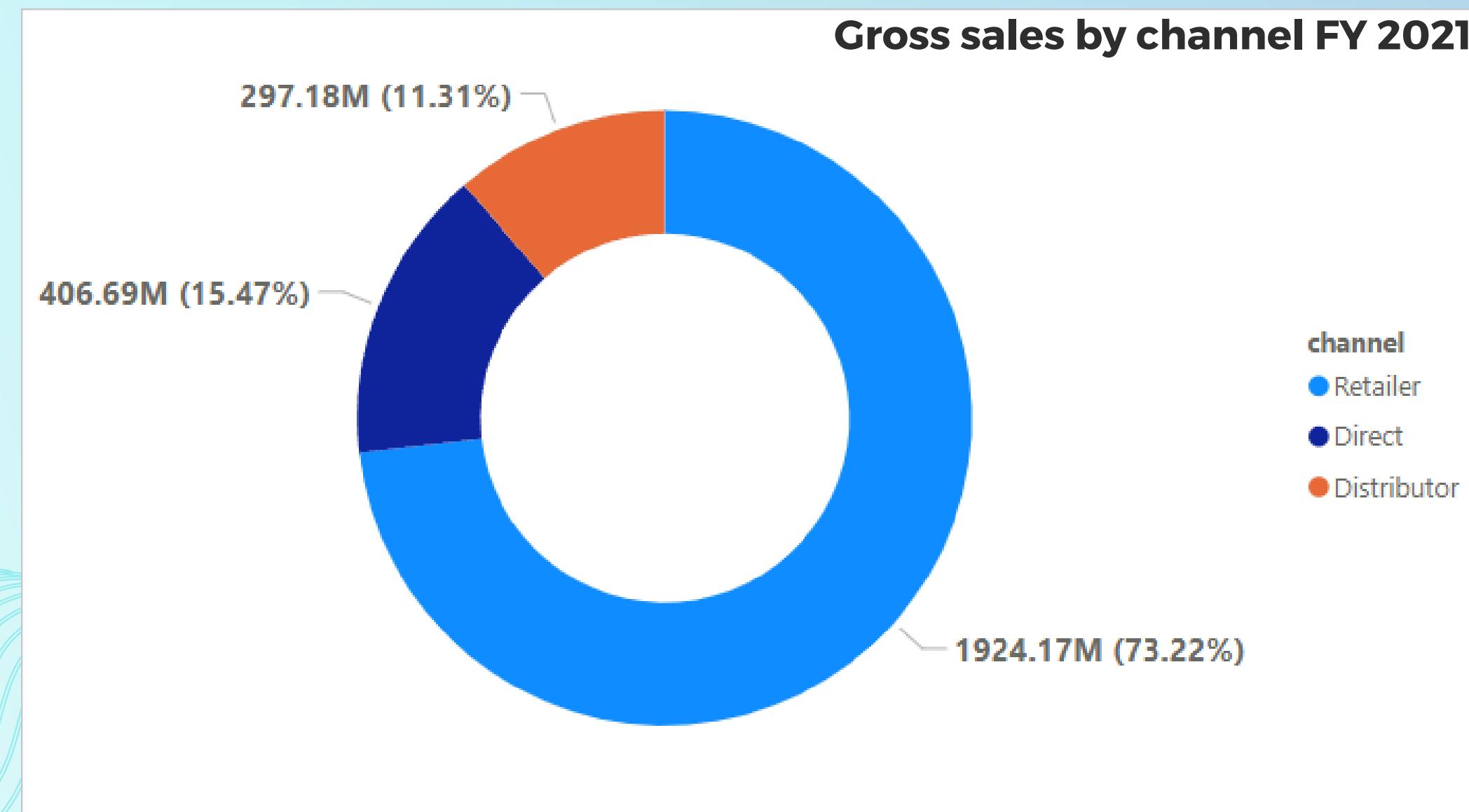
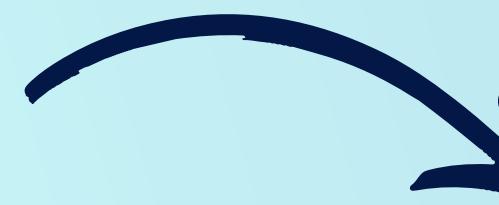
| quarter | total_sold_quanity_in_millions |
|---------|--------------------------------|
| Q1      | 7.01                           |
| Q2      | 6.65                           |
| Q4      | 5.04                           |
| Q3      | 2.08                           |



## Request 9:

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

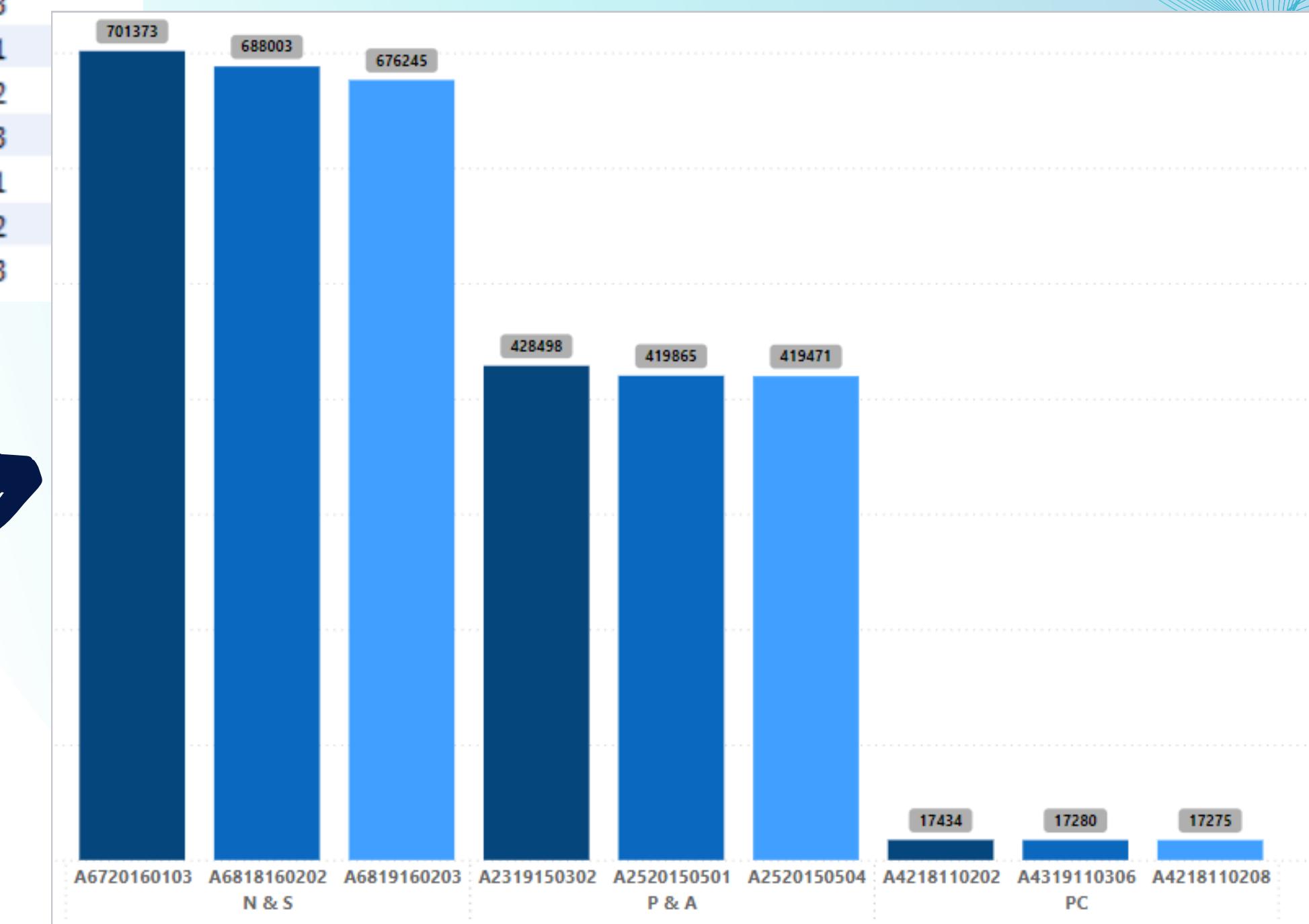
| channel     | gross_sales_in_millions | percentage |
|-------------|-------------------------|------------|
| Retailer    | 1924.17                 | 73.22      |
| Direct      | 406.69                  | 15.47      |
| Distributor | 297.18                  | 11.31      |



## 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_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          |



# Insights

- The unique product experienced a remarkable 36.33% increase in sales during the fiscal year 2021 compared to the previous year.
- The top-selling product was the Notebook, while the Networking product line showed the lowest sales figures.
- Among the product manufacturing costs, Desktops had the highest expenditure, whereas Mouse production costs were the lowest.
- During FY2021, Flipkart made the highest customer contribution with an impressive 30.83%, while Amazon's customer contribution was the lowest at 29.33%.
- In March 2020, the lowest sales period, sales reached 2.8 million units.
- In November 2021, sales peaked with a record 32.2 million units sold.

# THANK YOU!

