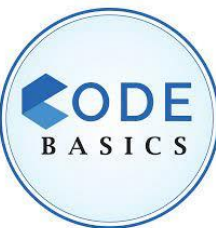# Consumers Good Ad_Hoc Insights

Ad_Hoc Request: 1

Question:

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

Output:

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

Conversion of Output To Visuals:

Insights:
- ➢ 'Atliq Exclusive' boasts a widespread presence across numerous countries in the Asia-Pacific (APAC) region, encompassing India, Indonesia, Australia, Japan, New Zealand, the Philippines, and South Korea.
- ➢ This expansive reach underscores its formidable market presence and its adeptness in navigating diverse cultural and economic landscapes throughout Asia and the Pacific.
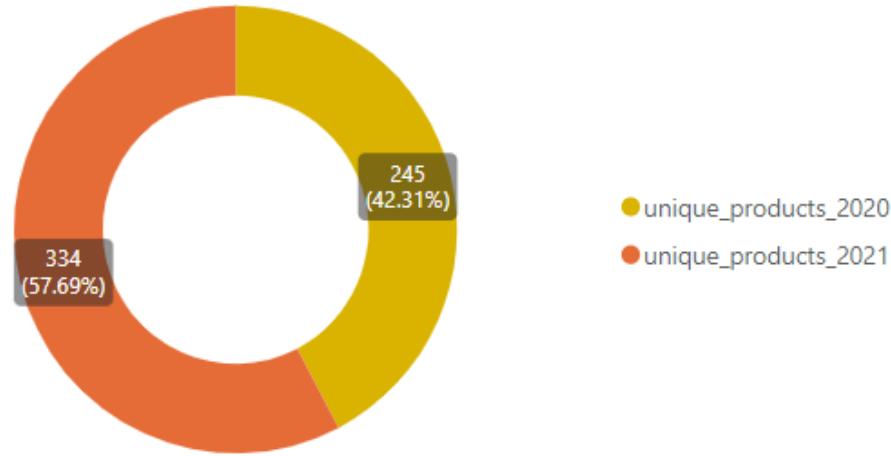
Question:

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

Output:

prod_2020	prod_2021	percentage_chg
245	334	36.33

Conversion of Output To Visuals:

Insights:

➤ There has been a notable rise in the number of unique products, with 334 introduced in 2021 compared to 245 in the previous year, 2020. This percentage change signifies a remarkable growth in unique products from one year to the next.

➤ Such a substantial increase in unique products indicates a concerted effort to expand the range of offerings. This strategic move not only has the potential to appeal to a wider customer demographic but also to drive sales and revenue growth.
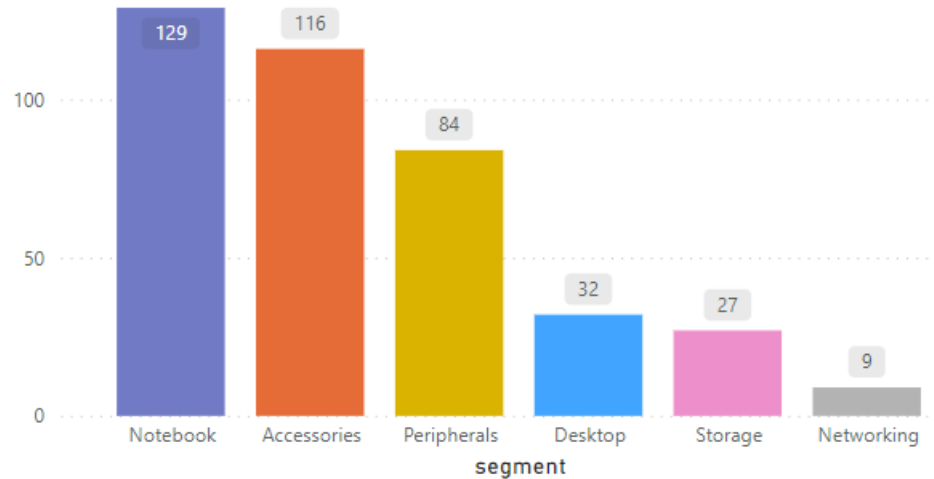
Question:

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

Output:

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

Ad_Hoc Request: 3

Conversion of Output To Visuals:

Insights:
- The segment labeled as 'Notebook' boasts the highest product count, totaling 129 items. Conversely, the 'Networking' segment exhibits the smallest product count, featuring only 9 products. These observations underscore the breadth of product offerings within each segment, highlighting the extensive variety available in categories such as 'Notebook' and 'Accessories.'
- In contrast, the 'Networking' category appears to have a more restricted selection, indicating a narrower range of options within this segment.

Question:

4. Follow-up: Which segment had the most increase in unique products in 2021 vs   2020? The final output contains these fields,

    segment
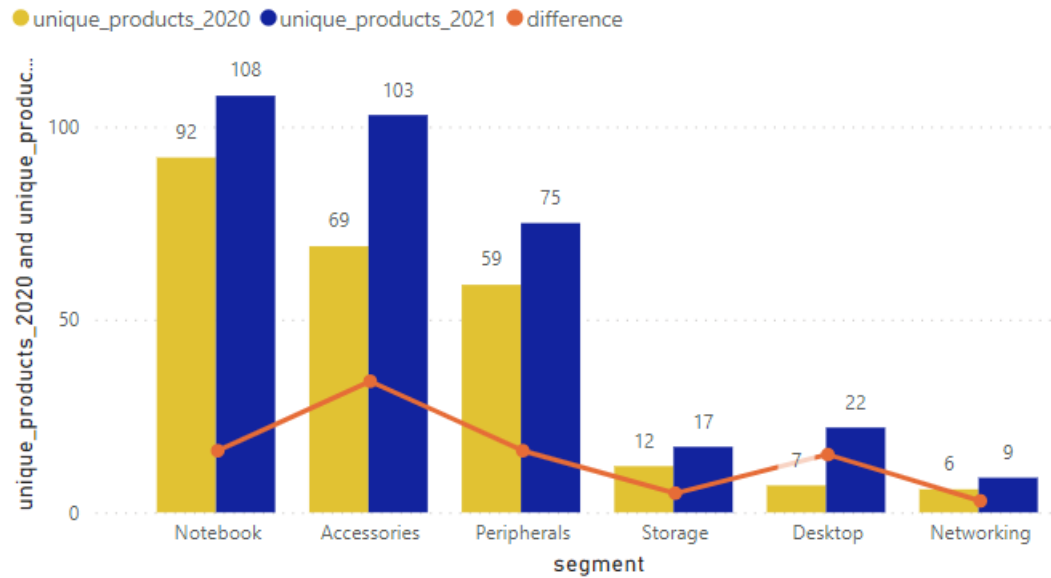   product_count_2020
    product_count_2021
    difference

Output:

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

Ad_Hoc Request: 4

Conversion of Output To Visuals:

Insights:
➢ The "Accessories" segment experienced a notable upsurge in product counts, with an additional 34 products in 2021 compared to the previous year. These observations hint at a prevailing trend of expanding product portfolios, particularly evident in the 'Accessories' and 'Notebook' segments. This strategic approach seems aimed at accommodating a wider array of customer preferences.

➢ The proliferation of product variety is likely to bolster market competitiveness and provide customers with an increased array of choices.

Question:

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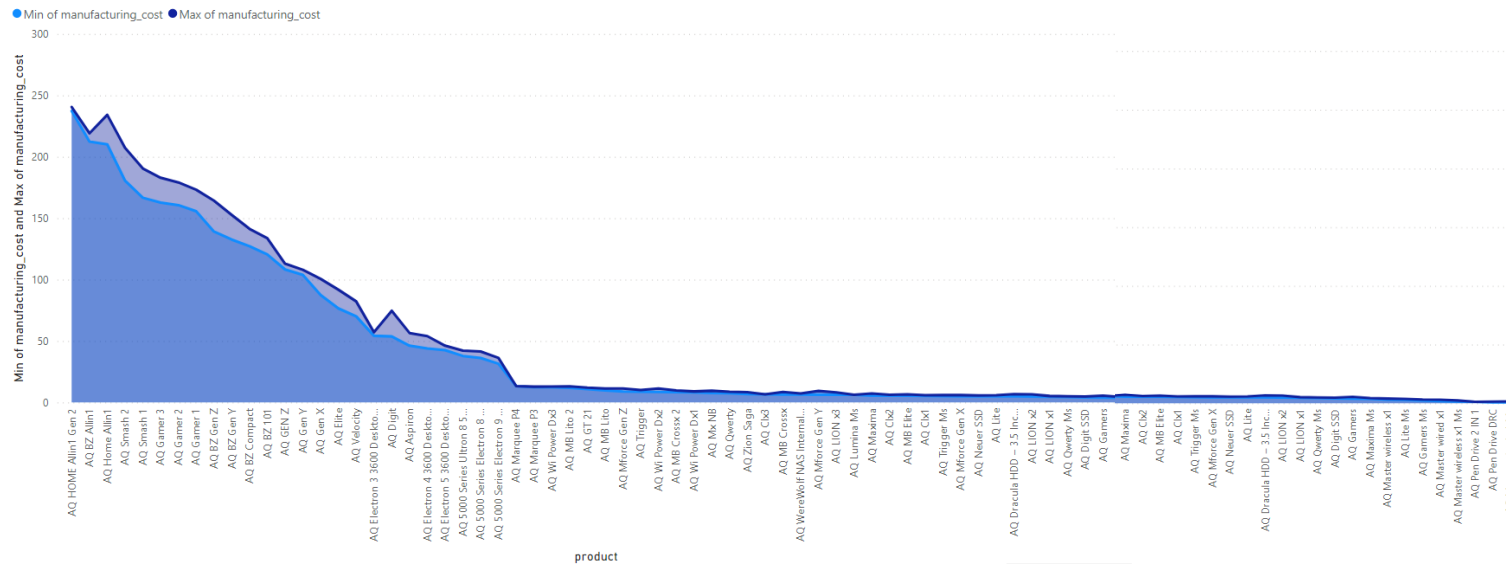 product_code
  product
  manufacturing_cost

Output:

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

Ad_Hoc Request: 5

Conversion of Output To Visuals:

Insights:

➢ The manufacturing cost of "AQ HOME Allin1 Gen2" is relatively higher, amounting to 240.5364.

➢ Conversely, "AQ Master wired x1 Ms" boasts a significantly lower manufacturing cost, standing at a mere 0.892..

Ad_Hoc Request: 6

Question:

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,
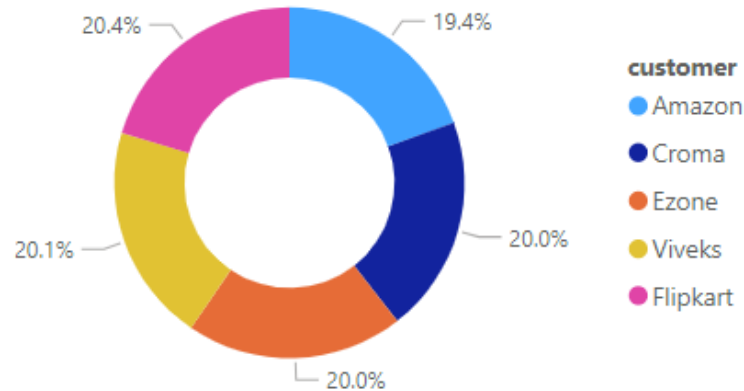   customer_code
   customer
   average_discount_percentage

Output:

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

Conversion of Output To Visuals:

Insights:

➤ Flipkart boasts the highest average pre-invoice discount percentage, standing at 30.83%. On the other hand, Amazon presents a comparatively lower average discount rate of 29.33%.

➤ These findings unveil divergent discount strategies among retailers, with Flipkart and Viveks offering notably higher average discounts, which could be drawing in budget-conscious consumers.

➤ Conversely, Amazon opts for relatively lower discounts, hinting at either a distinct pricing strategy or a customer demographic less swayed by discount offers. These insights serve as valuable pointers for refining discount tactics and gaining insights into customer inclinations.

Ad_Hoc Request: 7

Question:

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:
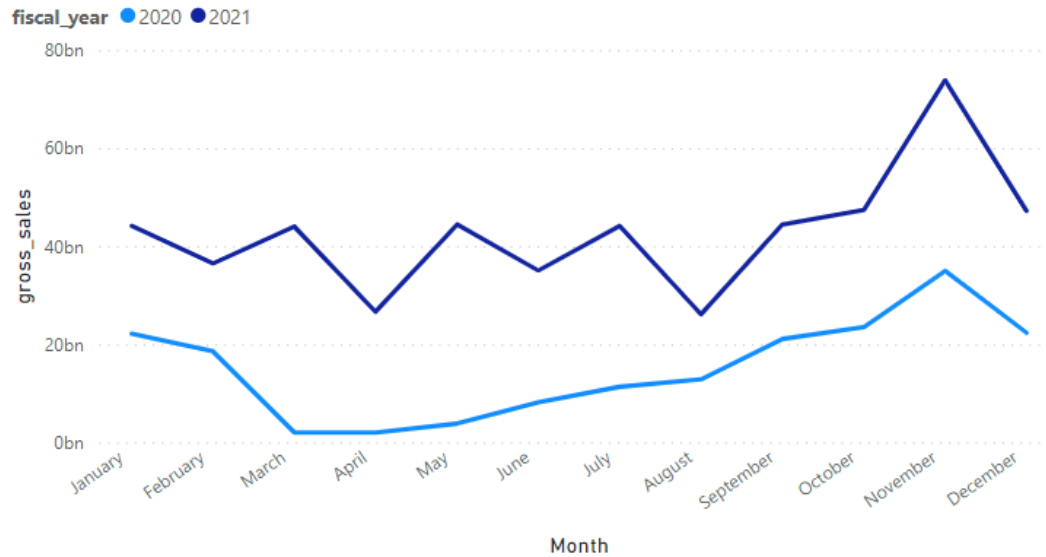Month
Year
Gross sales Amount

Output:

month	fiscal_year	gross_sales_amt
September	2020	9092670.34
October	2020	10378637.60
November	2020	15231894.97
December	2020	9755795.06
January	2020	9584951.94
February	2020	8083995.55
March	2020	766976.45
April	2020	800071.95
May	2020	1586964.48
June	2020	3429736.57
July	2020	5151815.40
August	2020	5638281.83

month	fiscal_year	gross_sales_amt
September	2021	19530271.30
October	2021	21016218.21
November	2021	32247289.79
December	2021	20409063.18
January	2021	19570701.71
February	2021	15986603.89
March	2021	19149624.92
April	2021	11483530.30
May	2021	19204309.41
June	2021	15457579.66
July	2021	19044968.82
August	2021	11324548.34

Conversion of Output To Visuals:

Insights:

➤ November 2021 emerged as the month with the highest gross sales amount, hitting an impressive $32,247,289.79. Conversely, the fiscal year 2021 commenced with lower sales in September but witnessed a notable spike in November. This highlights a clear seasonal trend in sales, with November consistently standing out as a strong month. Furthermore, fiscal year 2020 saw comparatively subdued sales in March and April, a trend that saw improvement in fiscal year 2021.

➤ These observations offer valuable insights for strategic decision-making. For instance, they suggest the importance of directing marketing efforts and optimizing inventory management around peak sales months, such as November. Additionally, they underscore the need to address any potential challenges that may arise during

Question:

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

Output:

Quarter	total_sold_qty
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Insights:
➤ The peak total sold quantity is observed in Q1, amounting to 7,005,619 units. These findings underscore a distinct seasonal pattern in sales, with both Q1 and Q2 emerging as the most robust quarters, while Q3 registers as the least robust.
➤ This insight holds significant value for devising effective inventory management and marketing strategies that align with fluctuating seasonal demand.
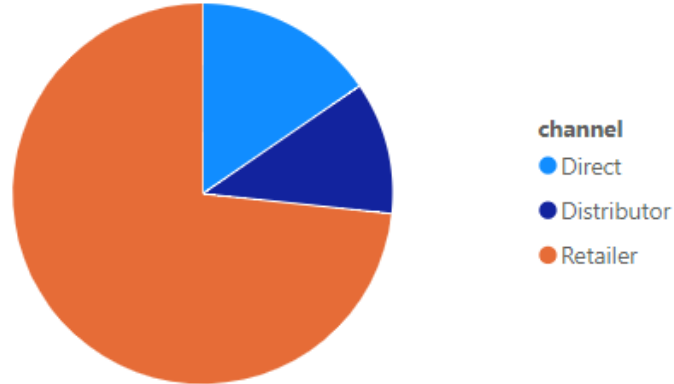
Question:

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

Output:

channel	gross_sales_mln	percentage
Retailer	19241.70	73.22
Direct	4066.87	15.47
Distributor	2971.76	11.31

Conversion of Output To Visuals:

Insights:

➤ The "Retailer" channel dominates the sales landscape, commanding a substantial 73.22% share of gross sales. Additionally, the "Direct" channel holds significant sway, comprising 15.47% of gross sales.

➤ Meanwhile, the "Distributor" channel contributes 11.31% to gross sales. Given the pronounced emphasis on the "Retailer" channel, it emerges as the primary revenue generator. However, there are notable growth prospects in diversifying efforts towards the "Direct" and "Distributor" channels, presenting opportunities to further bolster overall sales.

Question:

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

Output:

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

Conversion of Output To Visuals:
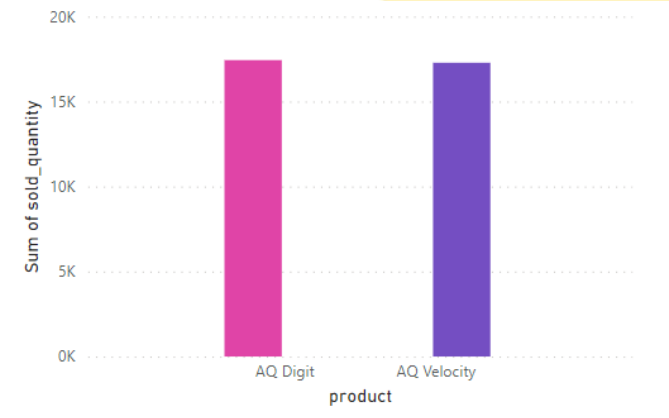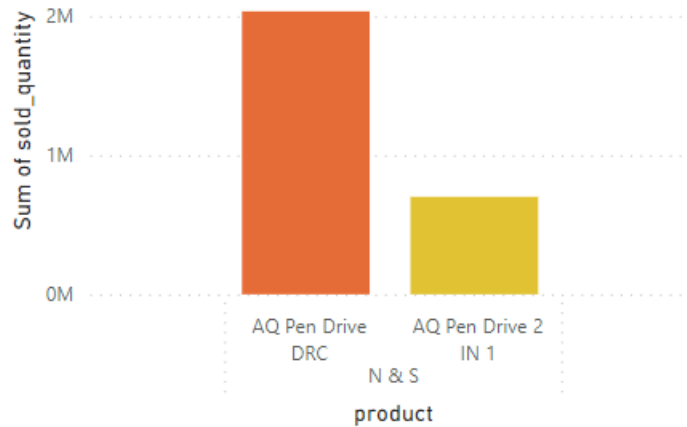
Insights:

➢ The top three products "AQ Pen Drive 2 IN 1", "AQ Pen Drive DRC" and another variant of "AQ Pen Drive DRC".

➢ The best- selling product is "AQ Gamers Ms", followed by two variants of "AQ Maxima Ms".

➢ The best-selling product in the "PC" Division is "AQ Digit", with two variants followed by "AQ Velocity.