



AtliQ Hardwares

# Consumer Goods Ad-hoc Insights

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# Agenda

- About the company
- Getting Familiar with Atliq's Hardwares Market
- Company Details
- AtliQ Data Model & Relationship
- Ad-hoc request along with queried results, visualization and Insights



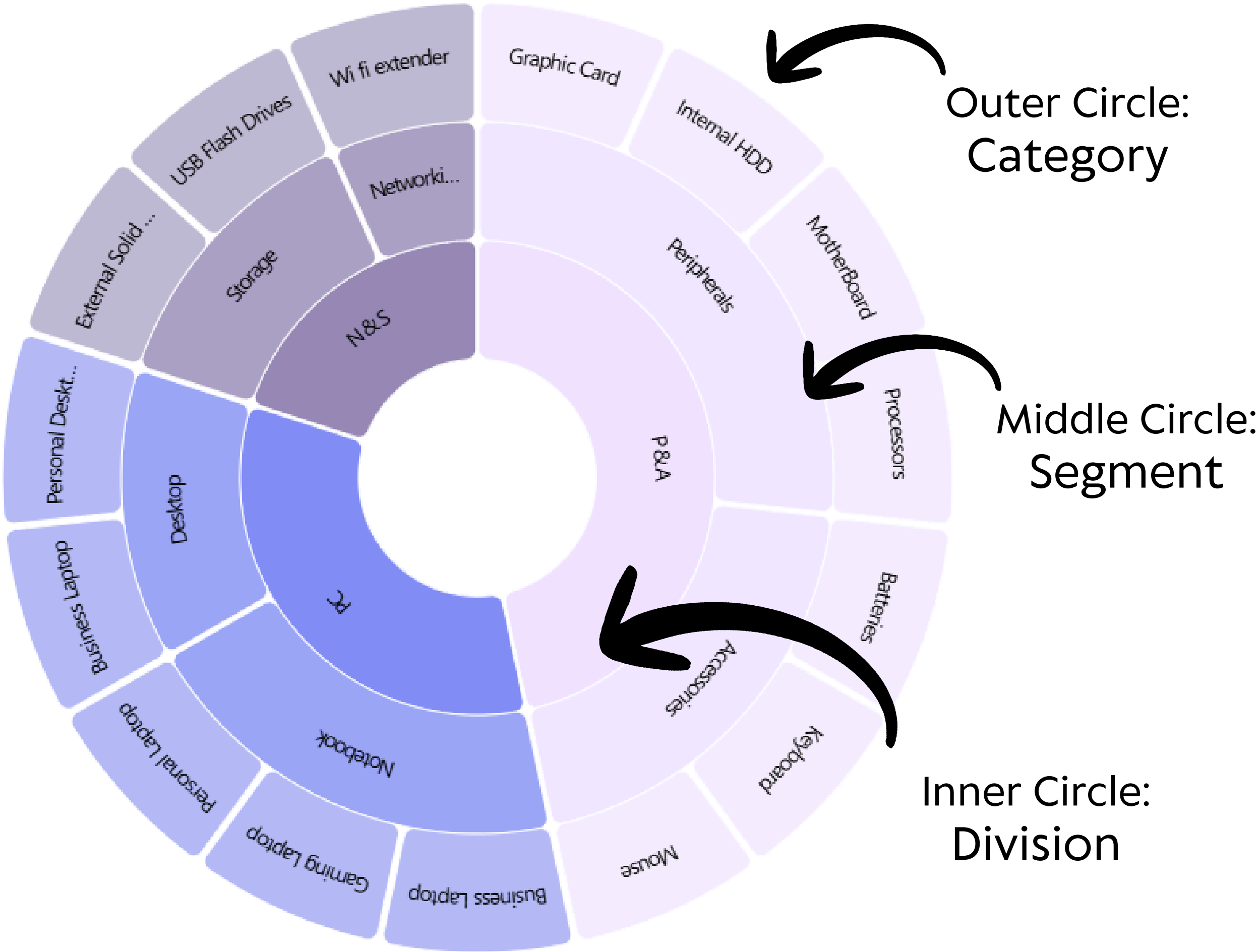
# About the Company

AtliQ Hardwares (Imaginary company) is one of India's leading computer hardware manufacturers, renowned for producing high-quality and innovative technology solutions. With a strong foothold in the Indian market and a growing presence in international markets. The company is committed to delivering reliable hardware products that meet evolving customer needs and drive technological advancement.

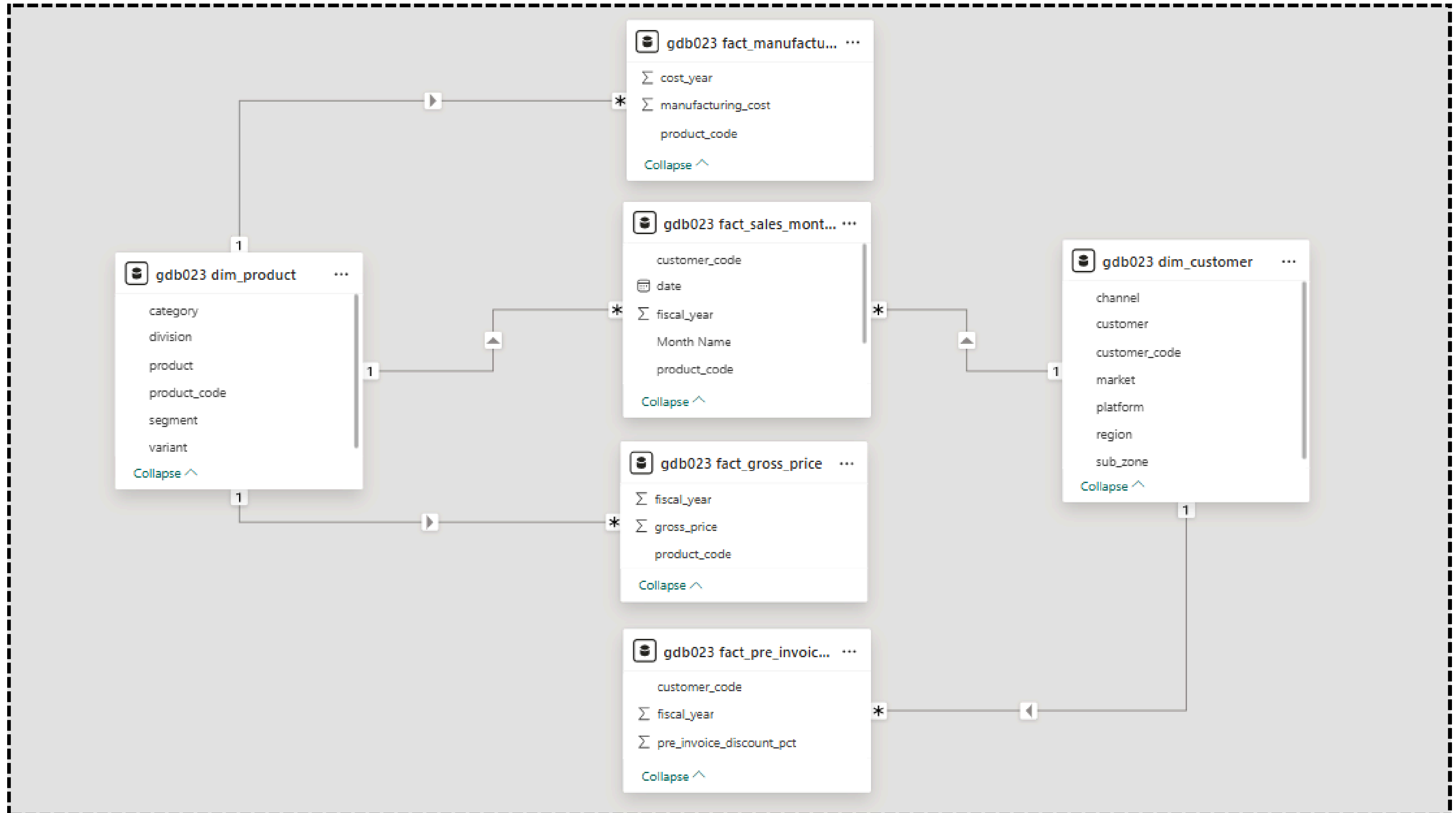
# AtliQ Hardwares Market



# Company Details



# Data Architecture — Model & Relationships



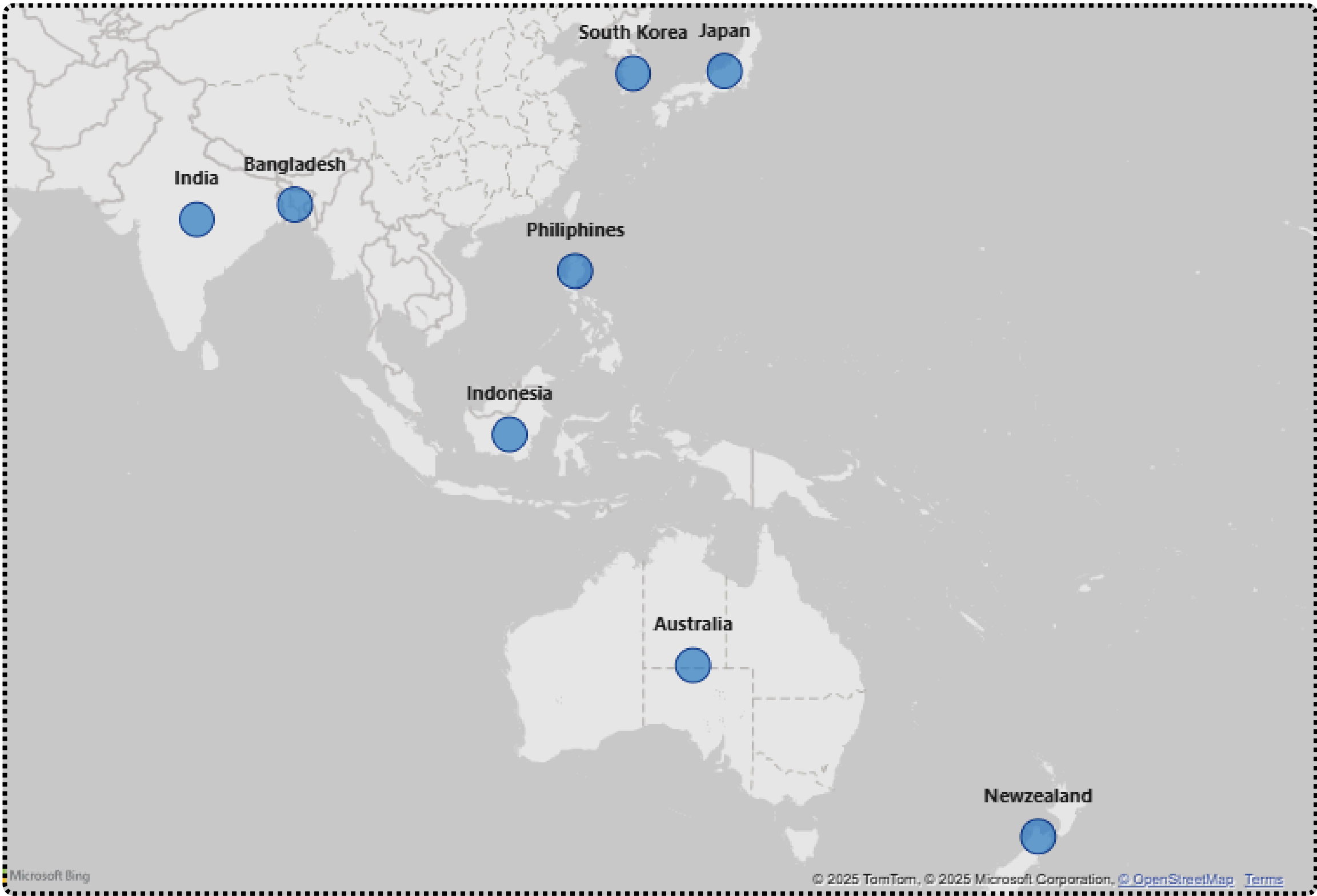
**Ad-hoc request  
along with  
queried results,  
Visualization and  
Insights**



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



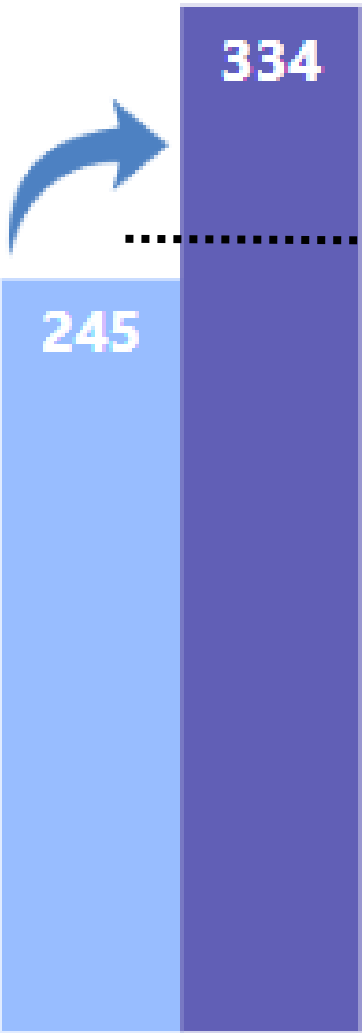
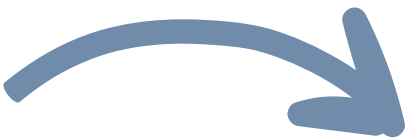


2.What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,

unique\_products\_2020  
unique\_products\_2021  
percentage\_chg

Output :

	unique_products_2020	unique_products_2021	Percentage_chg
▶	245	334	36.33



Percentage change  
**36.33%**

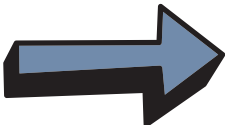
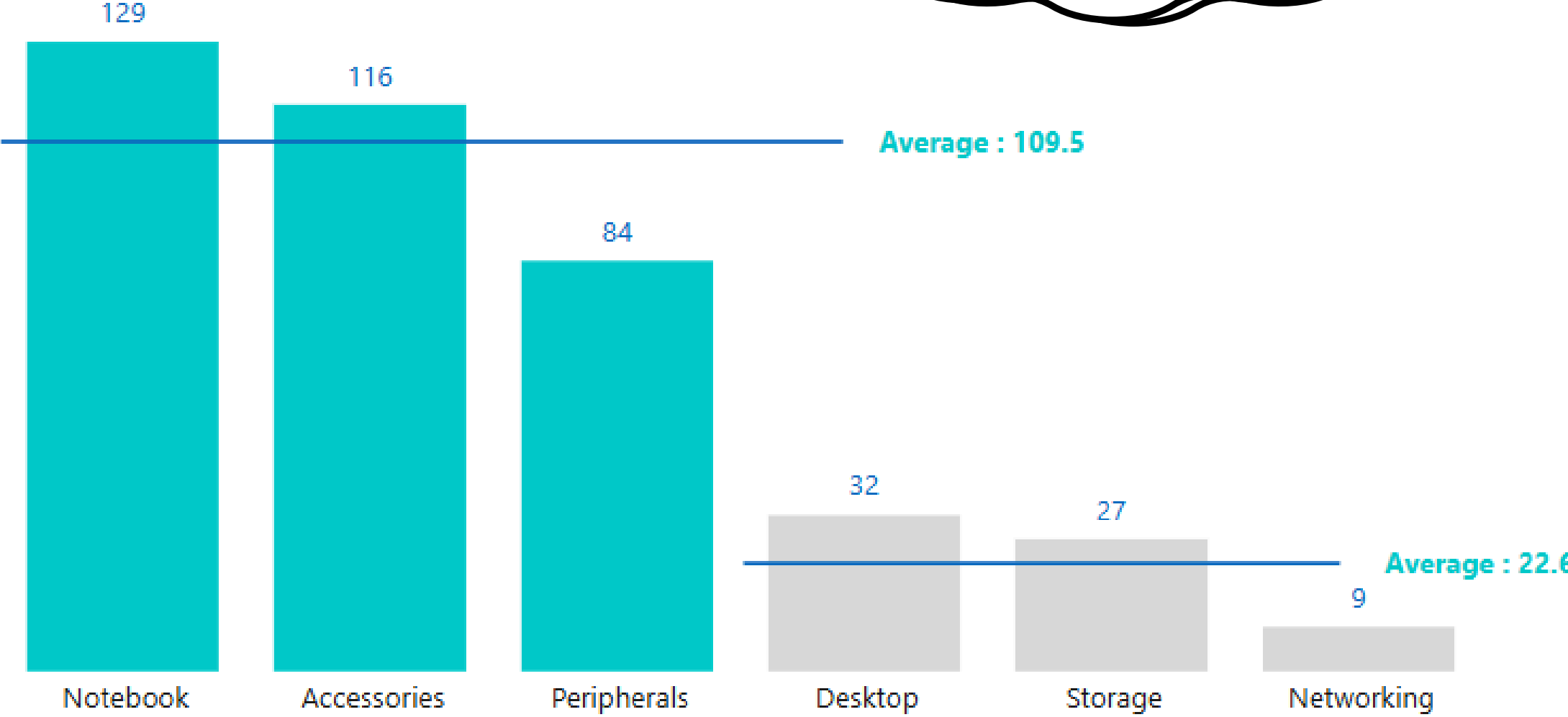
- Product\_count-2020
- Product\_count-2021

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 :

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



Focus on diversifying lower-count segments or expand high-performers to sustain market share

4.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	products_count_2020	products_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 ↑
Notebook	92	108	16 ↑
Peripherals	59	75	16 ↑
Desktop	7	22	15 ↑
Storage	12	17	5 ↑
Networking	6	9	3 ↑

➡ **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


Output :

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



Products having **Highest** and **Lowest** Manufacturing cost


240.54



A6120110206

AQ HOME Allin1 Gen 2

0.89



A2118150101

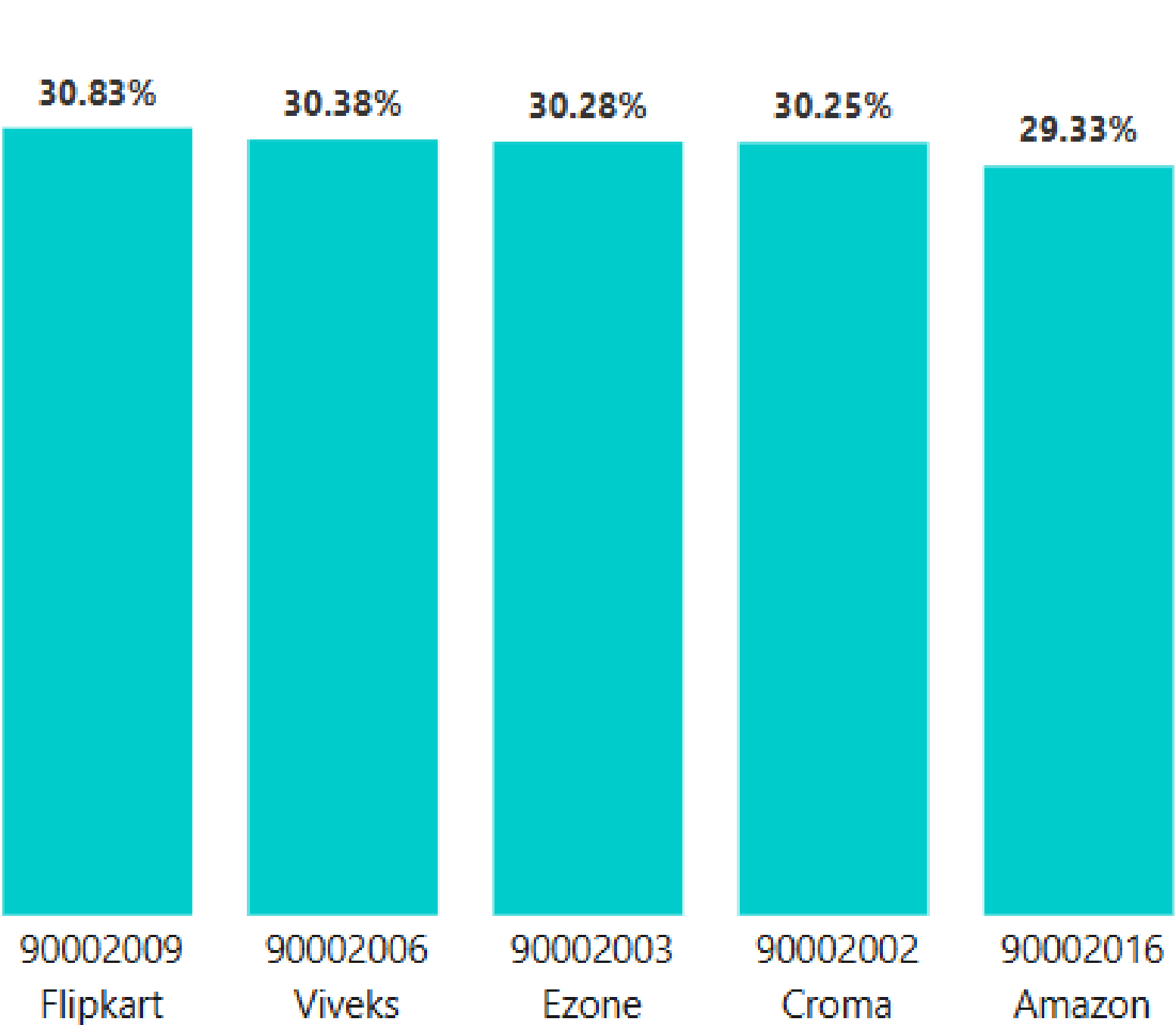
AQ Master wired x1 Ms

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_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

Output :

FY 2020  
79.5M

FY 2021  
224.4M

	Month	fiscal_year	Gross_sales_Amount
►	September (2019)	2020	9092670.34
	October (2019)	2020	10378637.60
	November (2019)	2020	15231894.97
	December (2019)	2020	9755795.06
	January (2020)	2020	9584951.94
	February (2020)	2020	8083995.55
	March (2020)	2020	766976.45
	April (2020)	2020	800071.95
	May (2020)	2020	1586964.48
	June (2020)	2020	3429736.57
	July (2020)	2020	5151815.40
	August (2020)	2020	5638281.83
	September (2020)	2021	19530271.30
	October (2020)	2021	21016218.21
	November (2020)	2021	32247289.79
	December (2020)	2021	20409063.18
	January (2021)	2021	19570701.71
	February (2021)	2021	15986603.89
	March (2021)	2021	19149624.92
	April (2021)	2021	11483530.30
	May (2021)	2021	19204309.41
	June (2021)	2021	15457579.66
	July (2021)	2021	19044968.82
	August (2021)	2021	11324548.34

➡ The lowest gross sales total for both fiscal years is in March(2020)

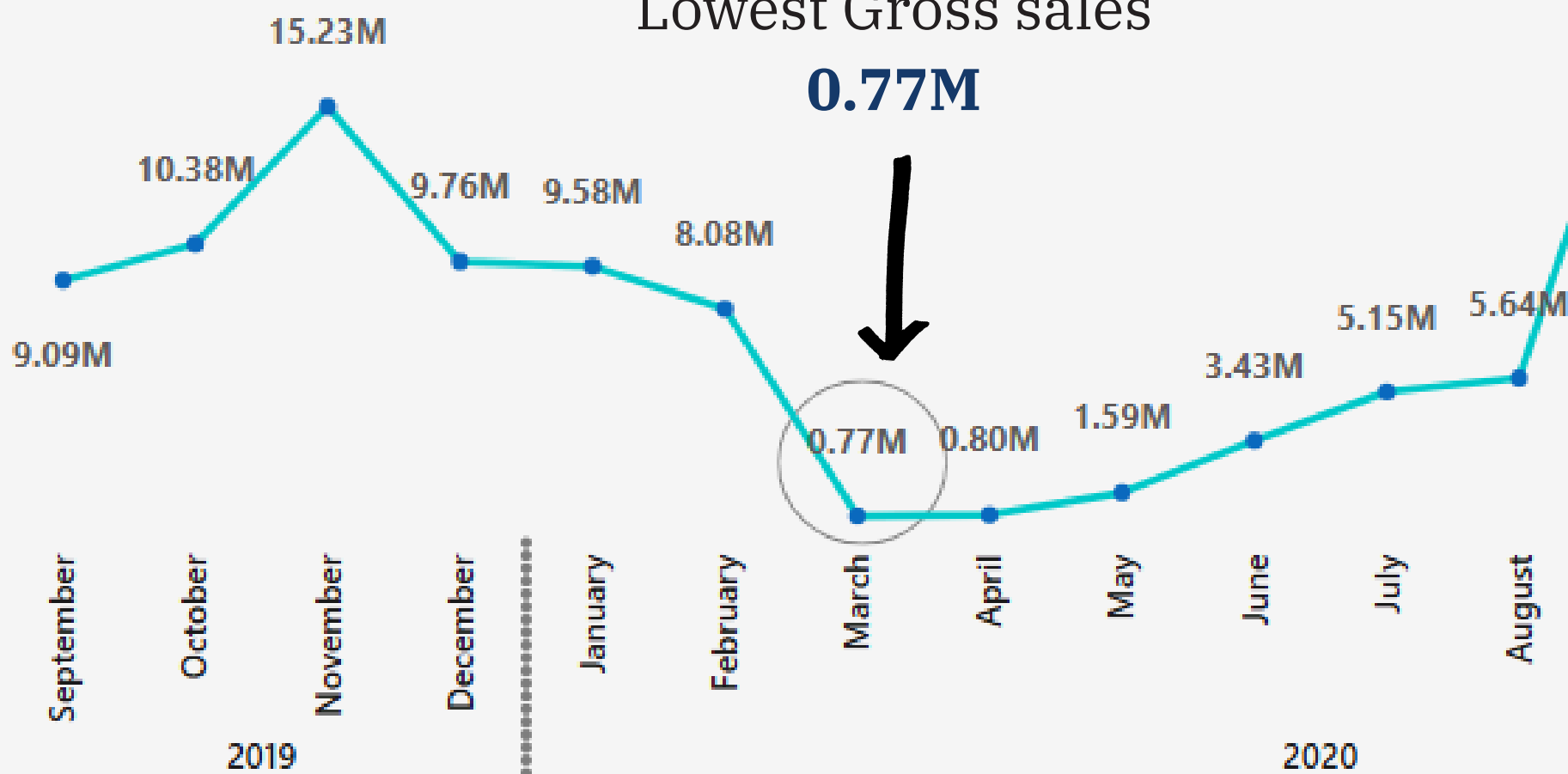
➡ The Highest gross sales total for both fiscal years is in November(2020)

➡ 73.8% of the total Gross sales figure is in FY 2021

# Insights

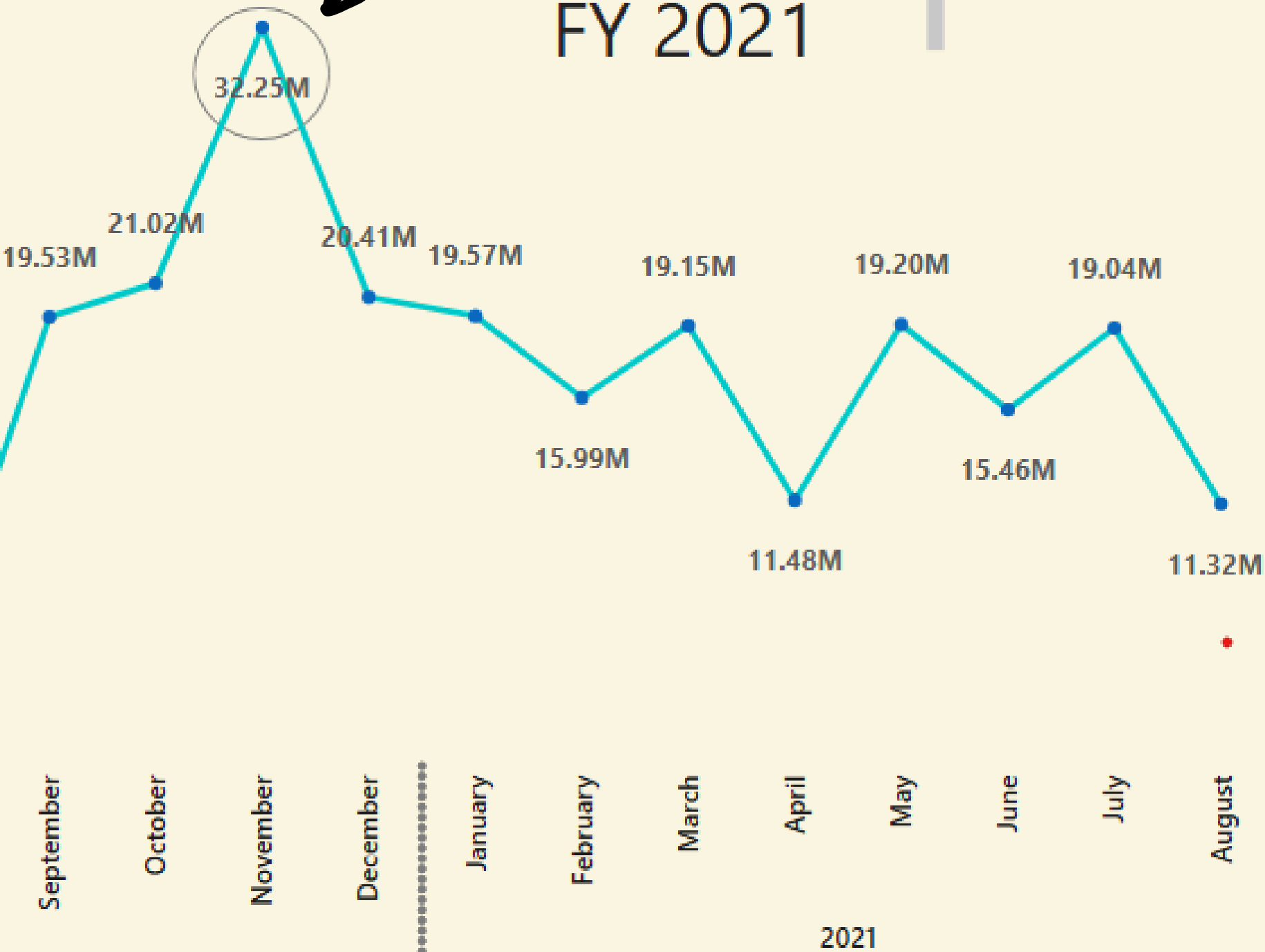
FY 2020

Lowest Gross sales  
**0.77M**



Highest Gross sales  
**32.25M**

FY 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

Output :

	Quarter	total_sold_quantity
▶	Q1	7.01M
	Q2	6.65M
	Q4	5.04M
	Q3	2.08M

**Q1** - Sep, Oct, Nov

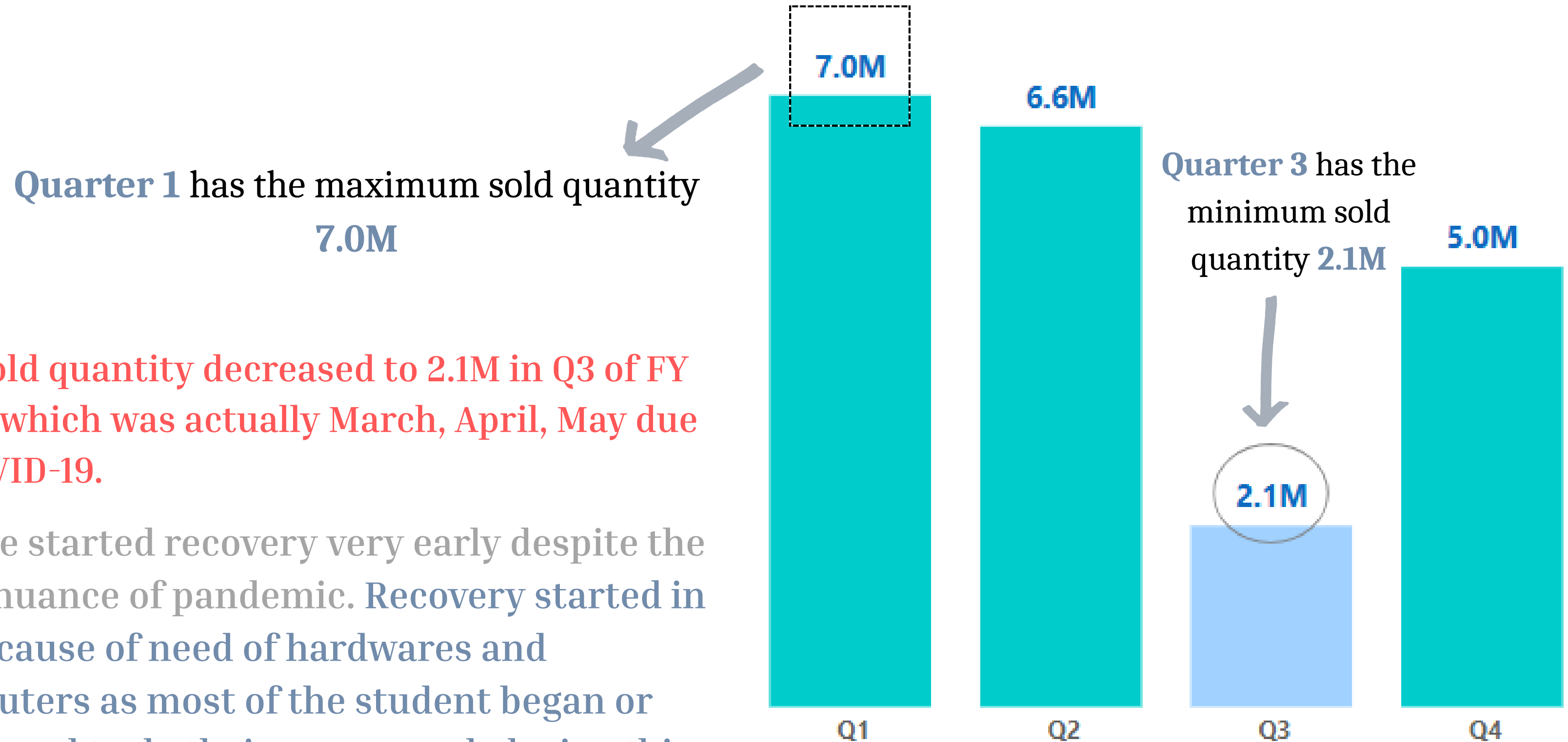
**Q2** - Dec, Jan, Feb

**Q3** - Mar, Apr, May

**Q4** - Jun, Jul, Aug



# How many quantities were sold during the quarters of FY 2020?



- The sold quantity decreased to 2.1M in Q3 of FY 2020, which was actually March, April, May due to COVID-19.
- But we started recovery very early despite the continuance of pandemic. Recovery started in Q4 because of need of hardwares and computers as most of the student began or continued to do their coursework during this time

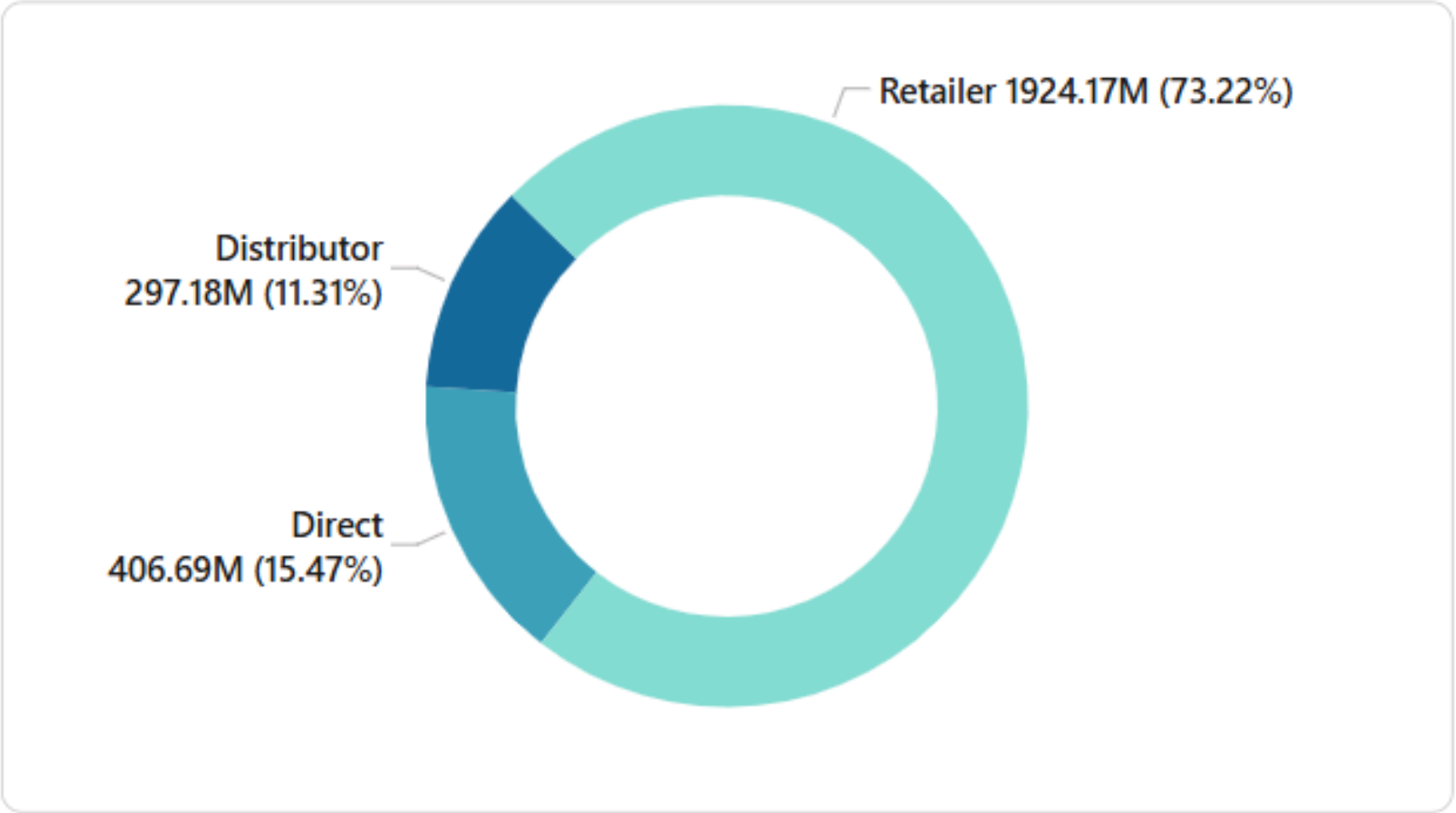
9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,

channel  
gross\_sales\_mln  
percentage

Output :

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

Gross sales and contribution % by **channels** for **FY 2021**



➡ Channel:”**Retailer**” helped bring maximum sales to the company with **73.22%** as the contribution percentage.

➡ Channel:”**Distributor**” makes the least contribution as the 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

Output :

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

# Insights

The top 3 selling products in **P&A** were **mouse**, which were around **4 lakhs** in quantity



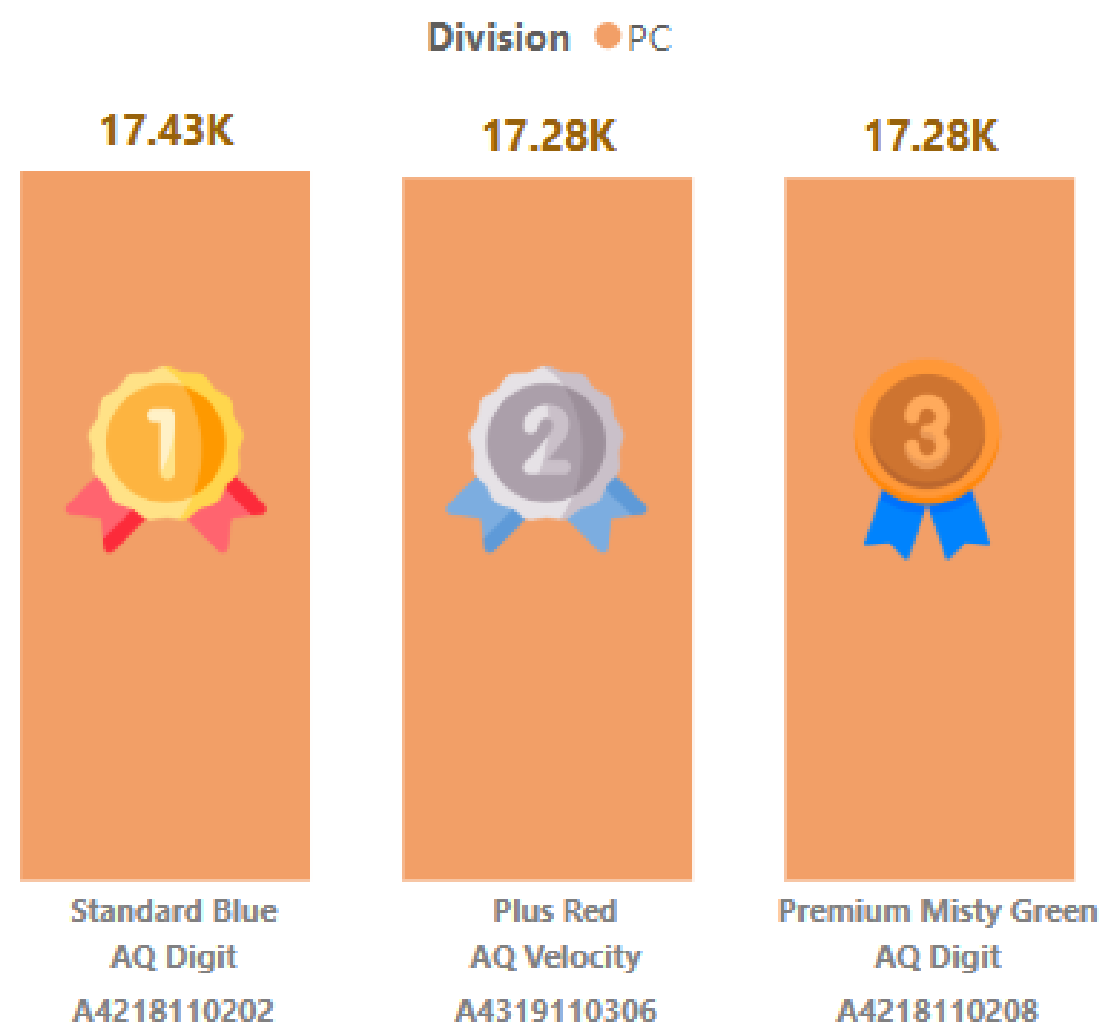
Division : P & A

The top 3 selling products in **N&S** were **Pen drive**, which were around **7 lakhs** in quantity



Division : N & S

The top 3 selling products in **PC** were **Personal laptop**, which were around **17000** in quantity



Division : PC

**END**

**Thank you!**