



FIESTA ANALYTICS

Sales Overview

Progress

Tracking

Report

Card Title
Description of what the user is looking at

\$2,000

Purchases

\$12,350

+14%

Sales Progress
Quarter-to-date

\$12,35K

Card Title
Description of what the user is looking at

Sun

Consumer Goods Ad-Hoc Insights

Strategic Review & Data Analysis | Code Basics

> SELECT * FROM insights WHERE impact = 'HIGH';

Commercial	\$23,497	\$32,830	1,580
Consumer	\$21,976	\$30,547	1,593
Education	\$18,713	\$26,143	1,174

\$12,350
Purchases

33.30
Avg Age

20
Customers

Sun Mon Tue Wed Thu Fri Sat

Commercial	\$23,497	\$32,830
Consumer	\$21,976	\$30,547
Education	\$18,713	\$26,143

| Top 4 Key Findings



Regional Presence

Atliq Exclusive operates extensively across APAC, with strong engagement in India and Southeast Asia.



Product Expansion

14% increase in unique products (FY20-21). "Standard" and "Economy" segments drove new introductions.



Discount Imbalance

Top 5 Indian customers received ~18% higher pre-invoice discounts, signaling over-reliance on price retention.



Online Dominance

E-commerce contributed over 62% of FY2021 gross sales, outperforming traditional retail networks.

Strategic Recommendations

1. Rebalance Discount Strategy

Implement tiered discount models based on profitability rather than just sales volume to protect margins.

2. Product Line Optimization

Focus innovation on high-demand segments while phasing out low-performing SKUs to streamline operations.

3. Channel Investment

Strengthen digital distribution as e-commerce continues double-digit growth in gross sales contribution.

Market Presence: APAC

GOAL: List all distinct markets for 'Atliq Exclusive' in APAC.

```
SELECT DISTINCT market  
FROM dim_customer  
WHERE customer = 'Atliq Exclusive' AND region =  
'APAC'  
ORDER BY market;
```

- ✓ Australia
- ✓ India
- ✓ Japan
- ✓ Philippines
- ✓ Bangladesh
- ✓ Indonesia
- ✓ New Zealand
- ✓ South Korea

INSIGHT / RESULT:

Resulting Markets: Australia, Bangladesh, India, Indonesia, Japan, New Zealand, Philippines, South Korea.

Identifying the operational footprint is the foundational step for regional market strategy.



Product Portfolio Growth

INSIGHT / RESULT:

GROWTH METRIC: ~36% Increase.

Unique products grew from 245 (FY2020) to 334 (FY2021). This quantifies portfolio expansion efforts.

```
-- CTEs to calculate counts for 2020 and 2021
WITH product_2020 AS (...),
product_2021 AS (...)

SELECT
    p20.count_2020, p21.count_2021,
    ROUND(((p21 - p20)*100/p20), 2) as pct_change
FROM
```

36.33%

Increase in Unique Products

245 → **334**

2020 Count

2021 Count

Unique Products by Segment

KEY INSIGHT:

Notebooks (129) and Accessories (116) hold the largest inventory focus. This determines where the product portfolio is most concentrated.

```
SELECT segment,  
COUNT(DISTINCT product_code) AS count FROM  
dim_product GROUP BY segment  
ORDER BY count DESC;
```



Segment Growth Leaders (20-21)

GOAL: Identify segment with most new products (FY21 vs FY20).

```
-- CTEs used to join dim_product and fact_sales  
SELECT segment, count_2020, count_2021,  
(count_2021 - count_2020) as difference  
ORDER BY difference DESC;
```

INSIGHT / RESULT:

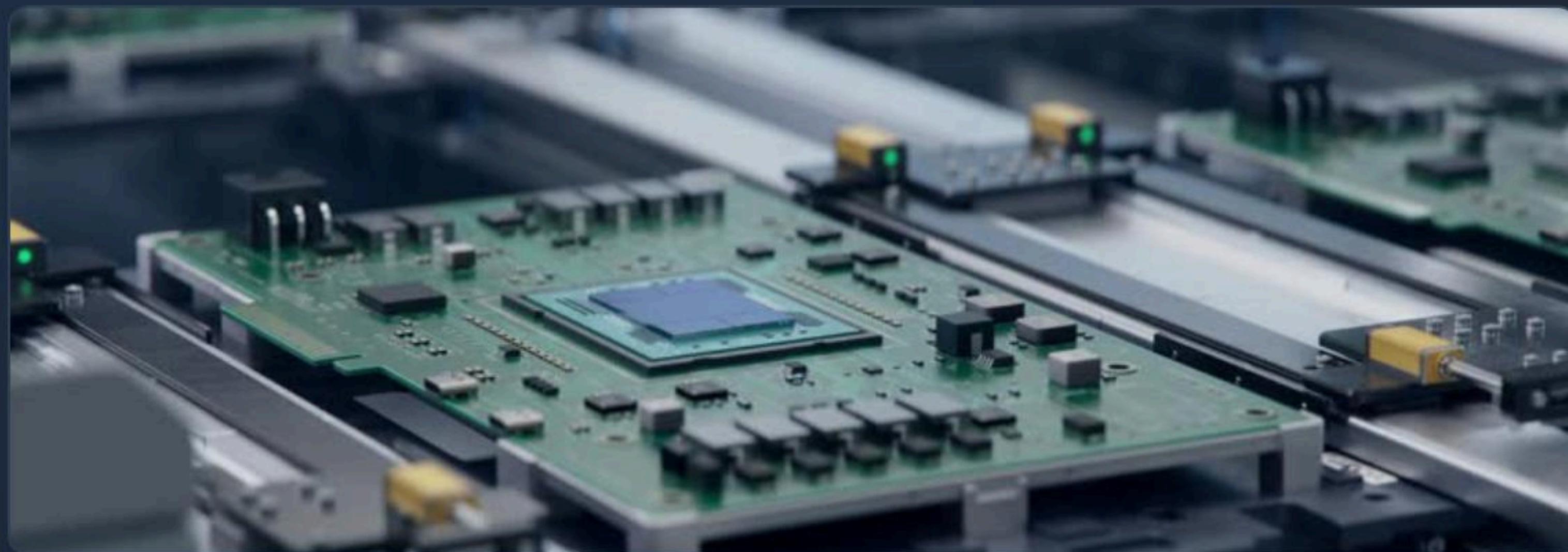
GROWTH LEADER: ACCESSORIES (+34 New Products).
The Accessories segment saw the highest absolute increase (from 69 to 103 products), highlighting a strategic expansion.



Manufacturing Cost Extremes

GOAL: Retrieve products with MAX and MIN manufacturing costs.

```
SELECT p.product_code, p.product, m.manufacturing_cost  
FROM fact_manufacturing_cost m  
JOIN dim_product p ...  
WHERE cost = (SELECT MAX(cost)...)  
OR cost = (SELECT MIN(cost)...);
```



HIGHEST COST
AQ HOME Allin1 Gen 2
\$240.54

Manufacturing Cost

LOWEST COST
AQ Master wired x1 Ms
\$0.89

Manufacturing Cost

INSIGHT / RESULT:

Highest Cost: AQ HOME Allin1 Gen 2 (~\$240.54)

Lowest Cost: AQ Master wired x1 Ms (~\$0.89)

Analysis reveals the scope of the portfolio from economy to premium items.

Top Discounts (India 2021)

```
SELECT customer,  
AVG(pre_invoice_discount_pct) AS  
avg_discount  
FROM fact_pre_invoice_deductions  
d ...  
WHERE market = 'India' AND  
fiscal_year = '2021'  
ORDER BY avg_discount DESC LIMIT 5;
```

KEY INSIGHT:

Critical Margin Risk: Flipkart receives ~30.83% avg discount. High discounts for top customers in India suggest a need to rebalance pricing strategy.



Monthly Gross Sales Trend

GOAL: Calculate monthly gross sales for AtliQ Exclusive.

```
SELECT month, year,  
ROUND(SUM(sold_qty * gross_price)/1000, 2) as gross_sales  
FROM fact_sales_monthly ...  
WHERE customer = 'Atliq Exclusive'  
GROUP BY month, year;
```

INSIGHT / RESULT:

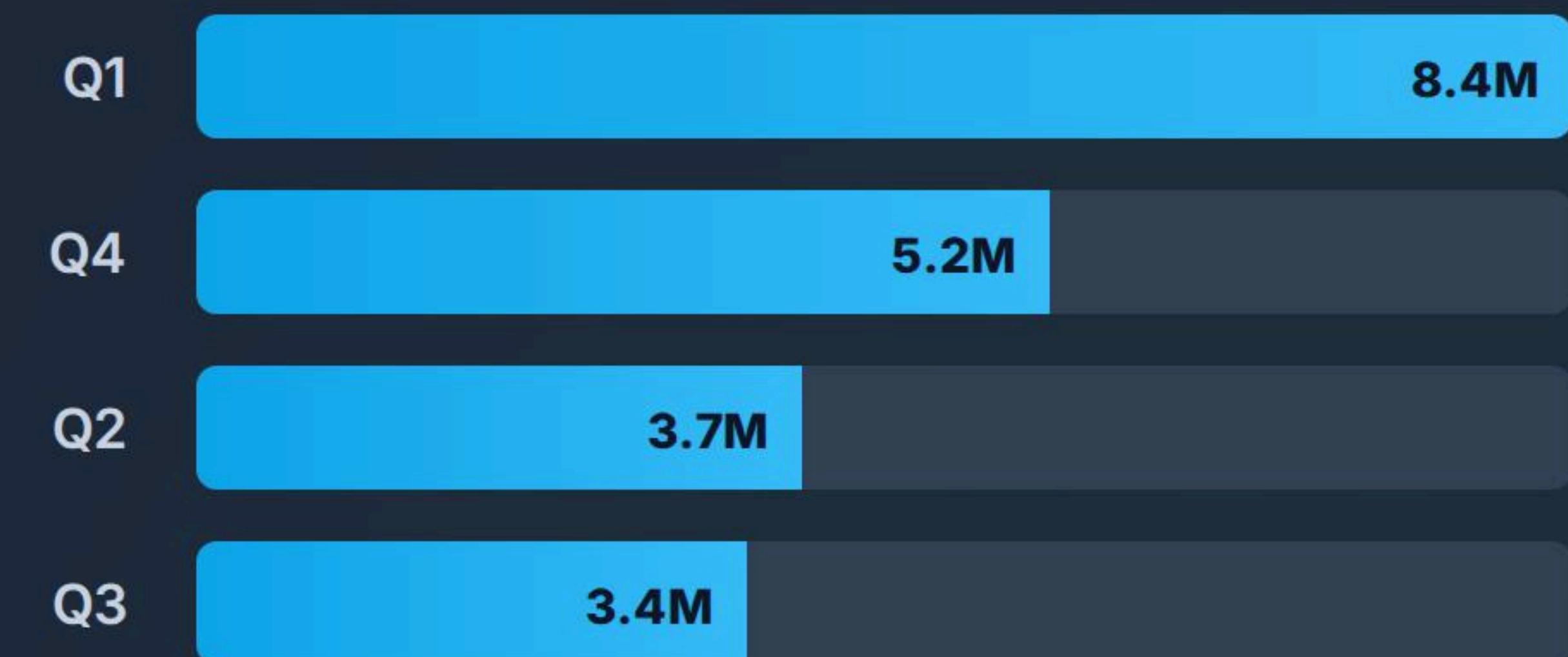
FY2021 PEAK: Month 11 (November) was the highest performer (~\$546M), indicating a significant Q2/Holiday surge for Atliq Exclusive outlets.



2020 Quarterly Peak Sales

```
SELECT QUARTER(date), SUM(sold_qty)
FROM fact_sales_monthly
WHERE fiscal_year = 2020
GROUP BY QUARTER(date)
ORDER BY SUM(sold_qty) DESC;
```

Q1 2020 saw the highest volume with over 8.4 million units sold, significantly outperforming subsequent quarters.



2021 Gross Sales by Channel

- Retailer (73.22%)
- Direct (15.48%)
- Distributor (11.31%)

```
SELECT MONTH(date), SUM(gross_sales)
FROM fact_sales_monthly
WHERE customer = 'Atliq Exclusive'
GROUP BY month;
```

KEY INSIGHT:

Retailer is the dominant channel (73.22%), followed by Direct (15.48%). While Retailer drives volume, Direct/Online requires investment for better margins.



Top Products by Division

```
WITH ProductSalesRank AS (
    SELECT division, product,
    DENSE_RANK() OVER (PARTITION BY division ORDER BY sold_qty DESC) as
rank
)
SELECT * FROM ProductSalesRank WHERE rank <= 3;
```

INSIGHT / RESULT:

N&S Division Top 3:

1. AQ Pen Drive 2 IN 1 (1.15M)
2. AQ Pen Drive DRC (1.12M)
3. AQ Clx1 (729K)

Identifying high-volume products helps prioritize supply chain focus.

DIVISION	PRODUCT NAME	QUANTITY SOLD	RANK
N&S	AQ Pen Drive 2 IN 1	1,159,222	#1
N&S	AQ Pen Drive DRC	1,128,104	#2
N&S	AQ Clx1	729,696	#3
P&A	AQ Gamers Ms	683,634	#1
P&A	AQ Master wireless	682,321	#2



THANK YOU!!

Rajan Prasad