

Project :
Sales Analysis for Atliq Hardware
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Data Source

Codebasic.io



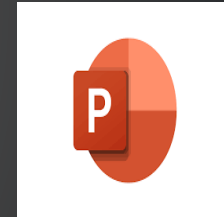
Software used for
Database

MySQL



Software used for
presentation

PowerPoint 2019



Operating Markets for customer Atliq Exclusive

Query 1.

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

Output :

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

- Atliq Exclusive operates in 8 market out of 10.
- Also Atliq Exclusive has highest reach in terms of count markets in APAC region.
- It could be potential customer for Atliq Hardwares

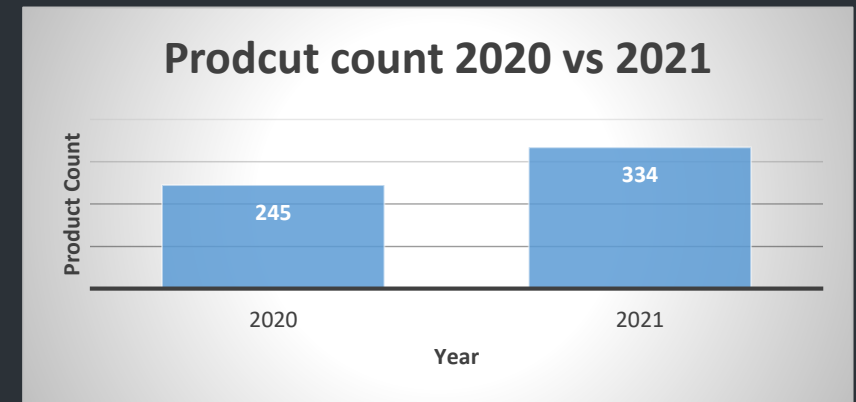
New Products Added in 2021

Query 2.

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

Output :

	unique_products_2020	unique_products_2021	perc_chg
►	245	334	36.33



- Atliq H/W's SKUs count has jumped by 36.33% in 2021.
- It means company's products are in demand they are doing good.

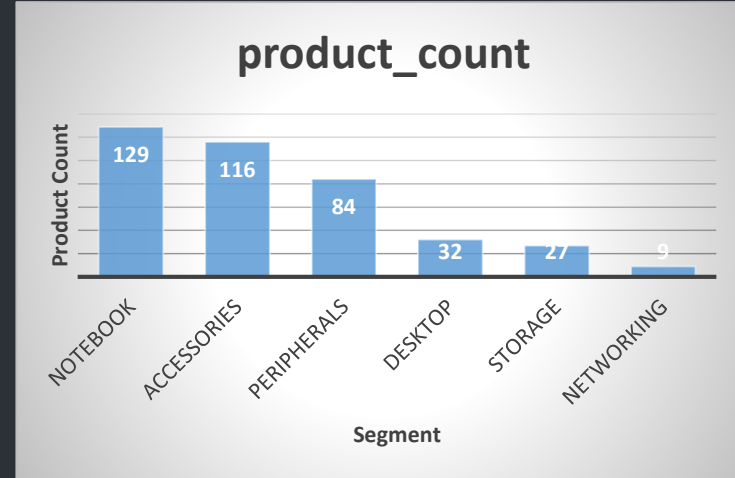
No. of products in each Segment

Query 3.

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

Output :

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



- It is obvious that Atliq hardware has most of the products **related to notebook** segment and **accessories** comes next. Also, **networking has least number of products**.
- Further, Based on the profitability company can expand the specific segment.

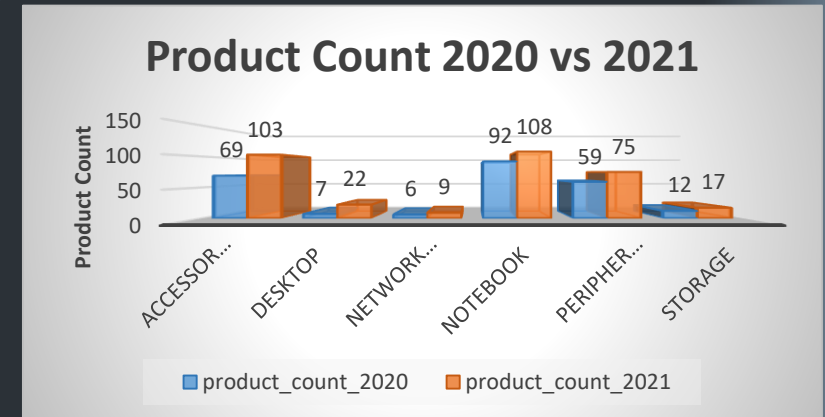
Segment Growth Rate

Query 4.

Which segment had the most increase in unique products in 2021 vs 2020?

Output :

segment	product_count_2020	product_count_2021	difference	jump_prct
Accessories	69	103	34	49.28
Desktop	7	22	15	214.29
Networking	6	9	3	50.00
Notebook	92	108	16	17.39
Peripherals	59	75	16	27.12
Storage	12	17	5	41.67



- Clearly **Desktop segment** has highest **increase** in products i.e. **50%**
And
- Notebook segment** have the most number of products.

Highest & Lowest Cost of Manufacturing

Query 5.

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

Output :

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

- AQ Master wired x1Ms (product code: A2118150101) has loweset manufacturing cost i.e. 0.8920 Rs
- AQ Home Allin 1 Gen 2 (product code : A6120110206) has highest manufacturing cost i.e. 240.5364 Rs

Top 5 Customers with High Discount

Query 6.

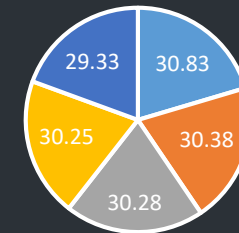
Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market..

Output :

customer_code	customer	average_discount_percentage	discount_given
90002009	Flipkart	23.36	30.83
90002006	Viveks	23.36	30.38
90002003	Ezone	23.36	30.28
90002002	Croma	23.36	30.25
90002016	Amazon	23.36	29.33

Discount Given

■ Flipkart
■ Viveks
■ Ezone
■ Croma
■ Amazon



For Indian market

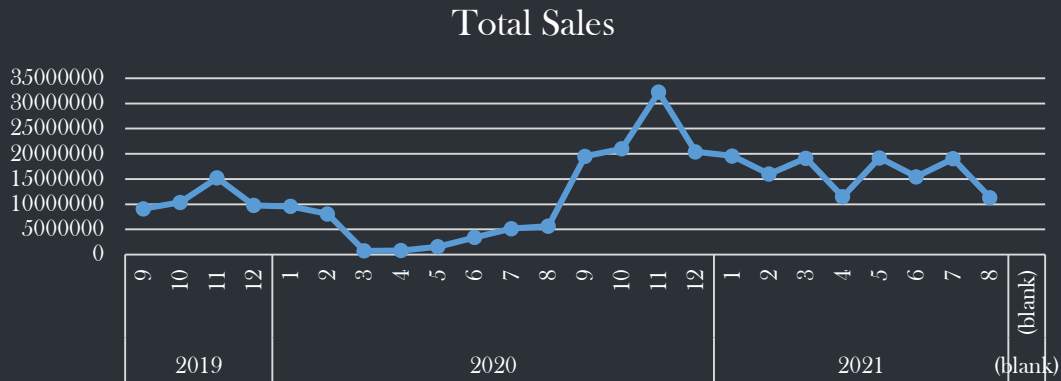
- Average of discount given in Fiscal year 2021 was 23.36%.
- Out of them Flipkart had received highest of 30.83% for the same fiscal year.

Query 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.

Output :

Month	Year	Gross_Sale_Amount
9	2019	9092670.3392
10	2019	10378637.5961
11	2019	15231894.9669
12	2019	9755795.0577
1	2020	9584951.9393
2	2020	8083995.5479
3	2020	766976.4531
4	2020	800071.9543
5	2020	1586964.4768
6	2020	3429736.5712
7	2020	5151815.4020
8	2020	5638281.8287
9	2020	19530271.3028
10	2020	21016218.2095
11	2020	32247289.7946
12	2020	20409063.1769
1	2021	19570701.7102
2	2021	15986603.8883
3	2021	19149624.9239
4	2021	11483530.3032
5	2021	19204309.4095
6	2021	15457579.6626
7	2021	19044968.8164
8	2021	11324548.3409



- Atliq Hardware has **most of the sales** in the month of **november**.
- Inventory must be **stocked** so that they does not get out of stock.
- **Discount** can be run this month to **increase** their **sales**

Quarter-Wise Total Sales

Query 8.

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity

Output :

quarter	total_sold_quantity
1	8425822
3	5088474
2	3704398
4	3554195



Thing to be noted here.

- First quarter starts from october. Means quarter 1 means it shows the period of october – December.

Most Sales by which Channel ?

Query 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,

Output :

channel	gross_sale	percentage
Retailer	36788745	73.3361

- Atliq Hardwares receives Most of the sales through Retailer
- Discount can be increased for other channels to increase sales.

Top 3 products in Each Division

Query 10.

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

Output :

Division	product_code	product	total_sold_quantity	rank_mark
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