INSIGHTS TO MANAGEMENT IN CONSUMER GOODS DOMAIN

(CODEBASICS PROJECT CHALLENGE)

Rishabh Mahajan

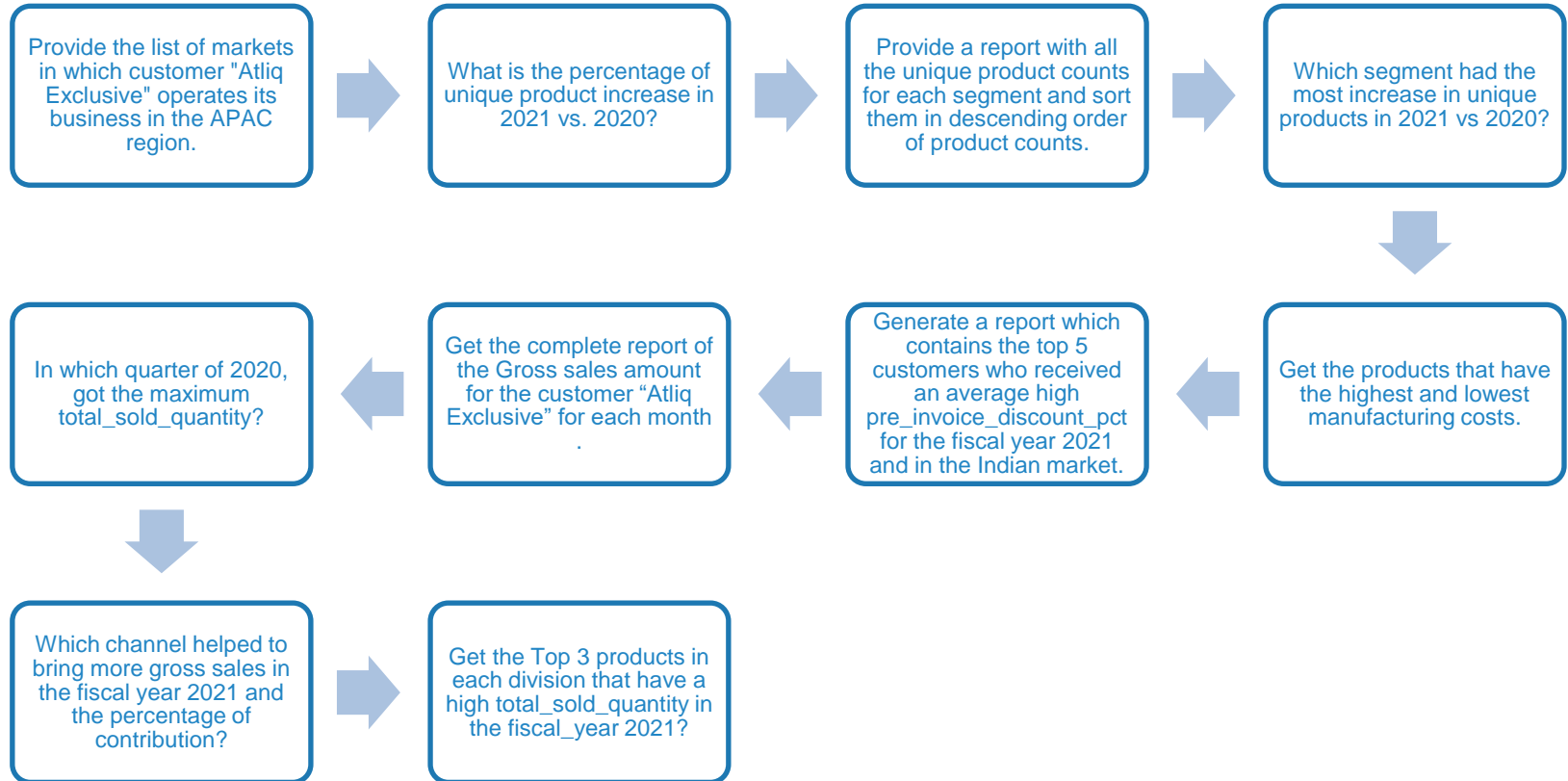# Hello!

I am Rishabh Mahajan

You can find me at:

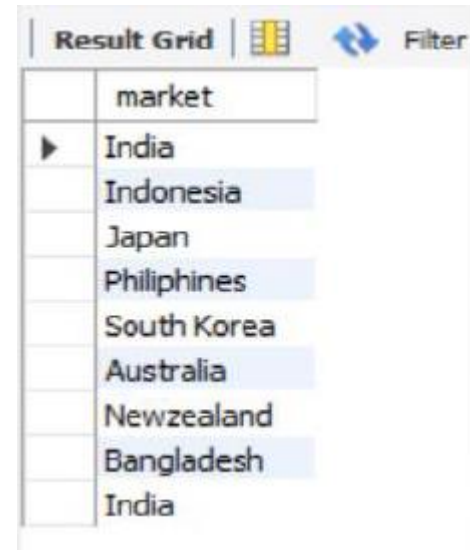https://github.com/rishabhmahajan01

https://www.linkedin.com/in/rishabh-mahajan-086050189/

Overview

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?

→

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

→

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

↓

In which quarter of 2020, got the maximum total_sold_quantity?

←

Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month.

←

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.

←

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

↓

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

→

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

MySql

Database Management System Used For The Project

1.

"

List of the markets which have customers named 'Atliq Exclusive' in the 'APAC region' by simply using WHERE clause

Result Grid		Filter
	market	
▶	India	
	Indonesia	
	Japan	
	Philiphines	
	South Korea	
	Australia	
	Newzealand	
	Bangladesh	
	India	

5

2.

"

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.3265

Result Grid | Filter Rows: | Export: | Wr

Percentage increase of unique products is 36.32% Where Unique products in year. 2020 was 245 & Unique products in year 2021 was 334.

6

3.

PROVIDE A REPORT WITH ALL THE UNIQUE PRODUCT COUNTS FOR EACH SEGMENT AND SORT THEM IN DESCENDING ORDER OF PRODUCT COUNTS.

"

There are 6 segments with each segment's product_count (used COUNT aggregate function)

	segment	product_count
▶	Accessories	20
	Peripherals	20
	Notebook	17
	Storage	9
	Desktop	4
	Networking	3

Result Grid | Filter Rows:

4.

"

Here we have calculated the product count difference between year 2020 & 2021 for each segment.

Result Grid			
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

5.

GET THE PRODUCTS THAT HAVE THE HIGHEST AND LOWEST MANUFACTURING COSTS. THE FINAL OUTPUT CONTAIN THESE FIELDS,

"

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

Result Grid | Filter Rows: | Export:

Here the product_code with maximum & minimum manufacturing_cost by using the aggregate function is got in the output.

6.

"

Used LIMIT to get Top 5 customers who received discounts in fiscal year 2021.

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.30830000
90002006	Viveks	0.30380000
90002003	Ezone	0.30280000
90002002	Croma	0.30250000
90002016	Amazon	0.29330000

Result Grid | Filter Rows: | Export:

10

7.

"

Here, we have calculated the gross sales amount for each month in the year by using Multiple Joins here

Month	Year	Gross_Sales_Amount
9	2019	4496259.672
10	2019	5135902.347
11	2019	7522892.561
12	2019	4830404.729
1	2020	4740600.161
2	2020	3996227.766
3	2020	378770.970
4	2020	395035.354
5	2020	783813.424
6	2020	1695216.601
7	2020	2551159.158
8	2020	2786648.260
9	2020	12353509.794

Result Grid | Filter Rows:

11

8.

"

With the extraction of year and quarter from the date column, maximum total sold quantity was formulated for 2020

	quarter	total_sold_quantity
▶	2020-Q4	17447125

Result Grid | Filter Rows:

9.

"

The channel 'RETAILER' bought more gross sales in the fiscal year 2021 with a percentage contribution of 1702390.843

channel	gross_sales_mln	percentage
Retailer	1219081639.947	1702390.843

10.

"

Used window function for top 3 products in each division & calculated total sold quantity accordingly.

	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

Result Grid | Filter Rows: | Export: | Wrap Cell Content: A

Thanks!

Any questions?

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