

Atliq Hardwares Project

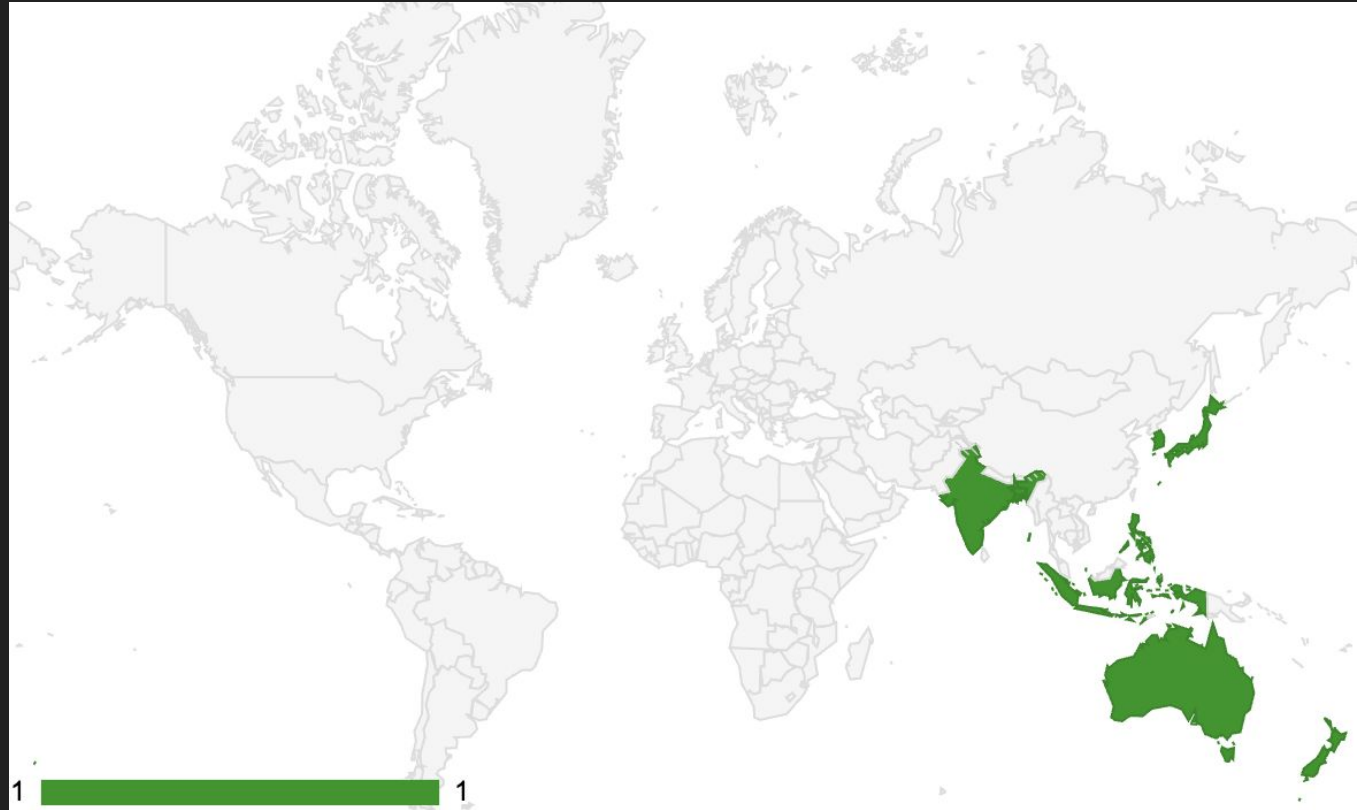
Objectives

Atliq Hardwares (imaginary company) is one of the leading computer hardware producers in India and well expanded in other countries too.

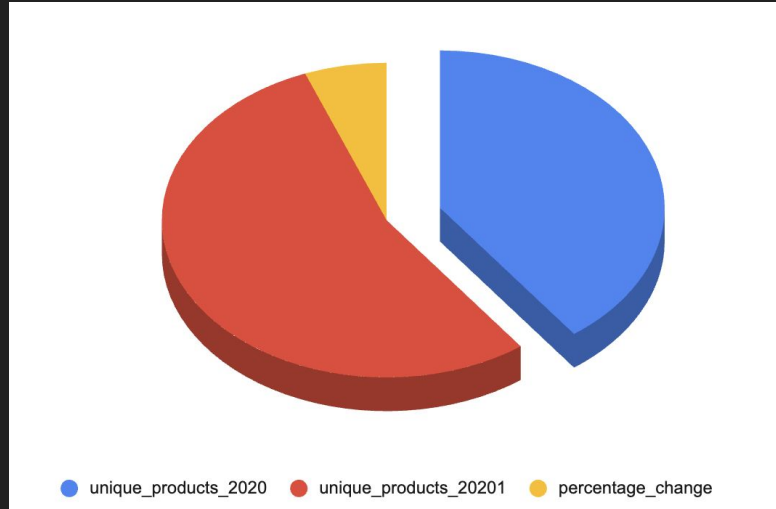
However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions. They want to expand their data analytics team by adding several junior data analysts. Tony Sharma, their data analytics director wanted to hire someone who is good at both tech and soft skills. Hence, he decided to conduct a SQL challenge which will help him understand both the skills.

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

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
New Zealand
Bangladesh



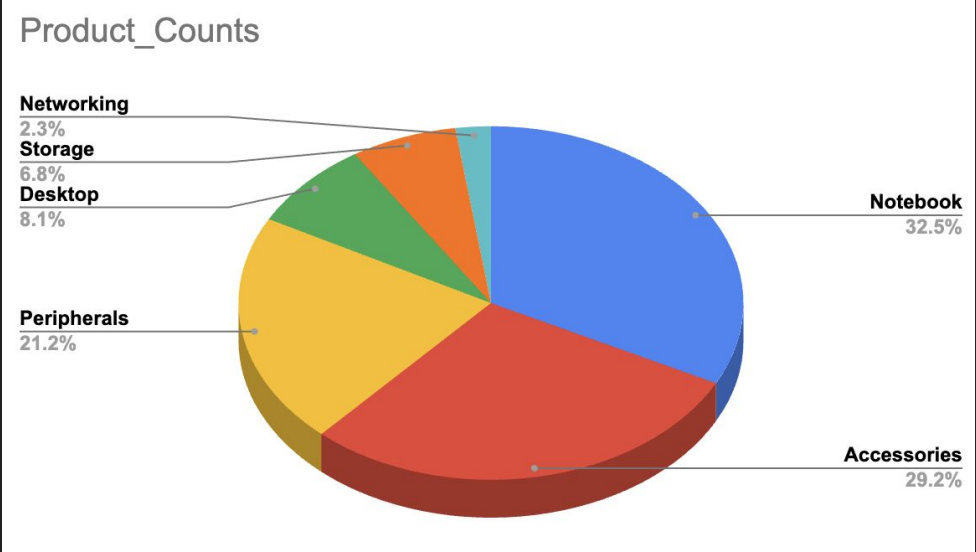
2. What is the percentage of unique product increase in 2021 vs. 2020?



<i>unique_products_2020</i>	<i>unique_products_2021</i>	<i>percentage_change</i>
245	334	36.33

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

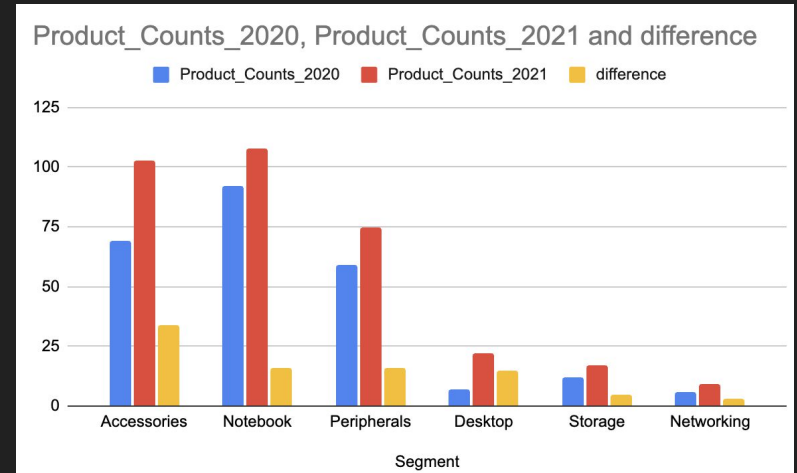
<i>segment</i>	<i>product_counts</i>
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



Insights: Notebook made up for the most product counts and Networking made up for the lowest product counts

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

segment	product_counts_2020	product_counts_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

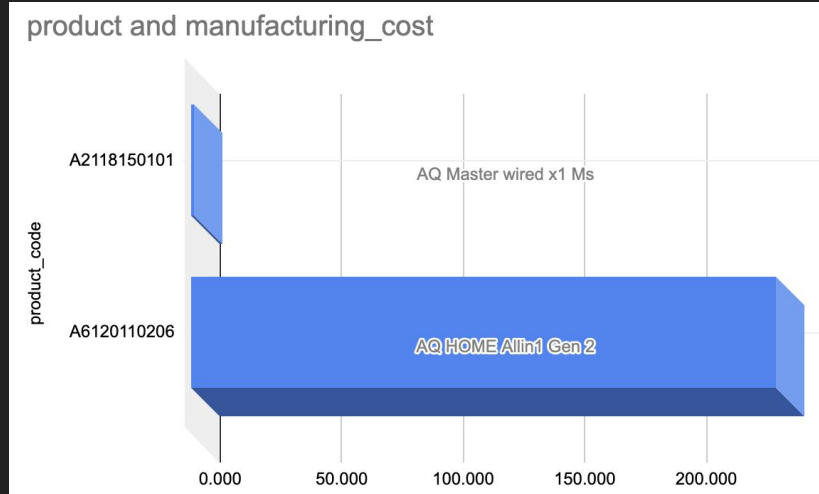


Insights: Accessories had the greatest increase in unique products from 2020 to 2021 and Networking had the lowest increase

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

AQ Home Allin1 Gen 2 had the maximum manufacturing costs

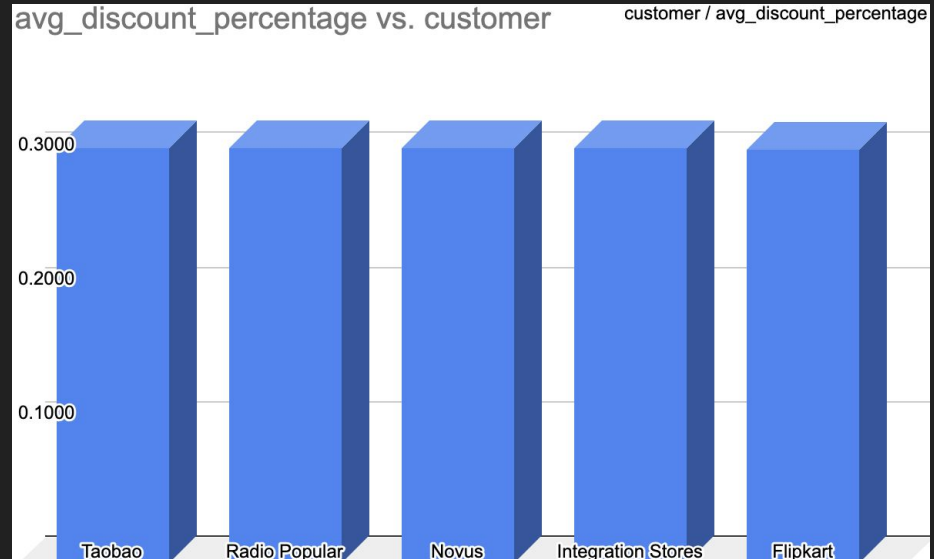
AQ Master wired x1 Ms had the minimum manufacturing costs



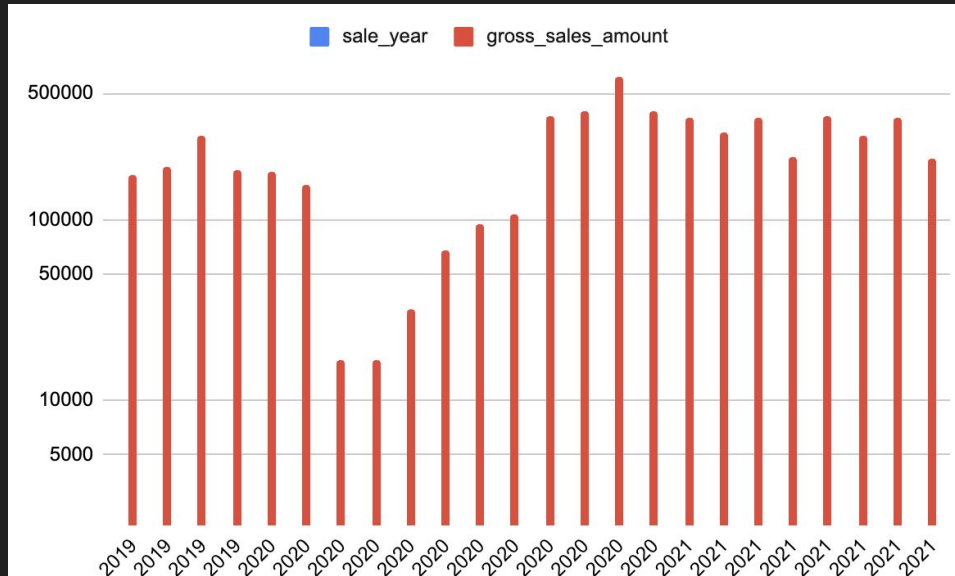
<i>product_code</i>	<i>product</i>	<i>manufacturing_cost</i>
A2118150101	AQ Master wired x1 Ms	0.89
A6120110206	AQ Home Allin1 Gen 2	240.54

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.

customer_code	customer	average_discount_percentage
90001021	Taobao	0.3095
90013122	Radio Popular	0.3093
80006155	Novus	0.3091
90020099	Integration Stores	0.3091
90002009	Flipkart	0.3083

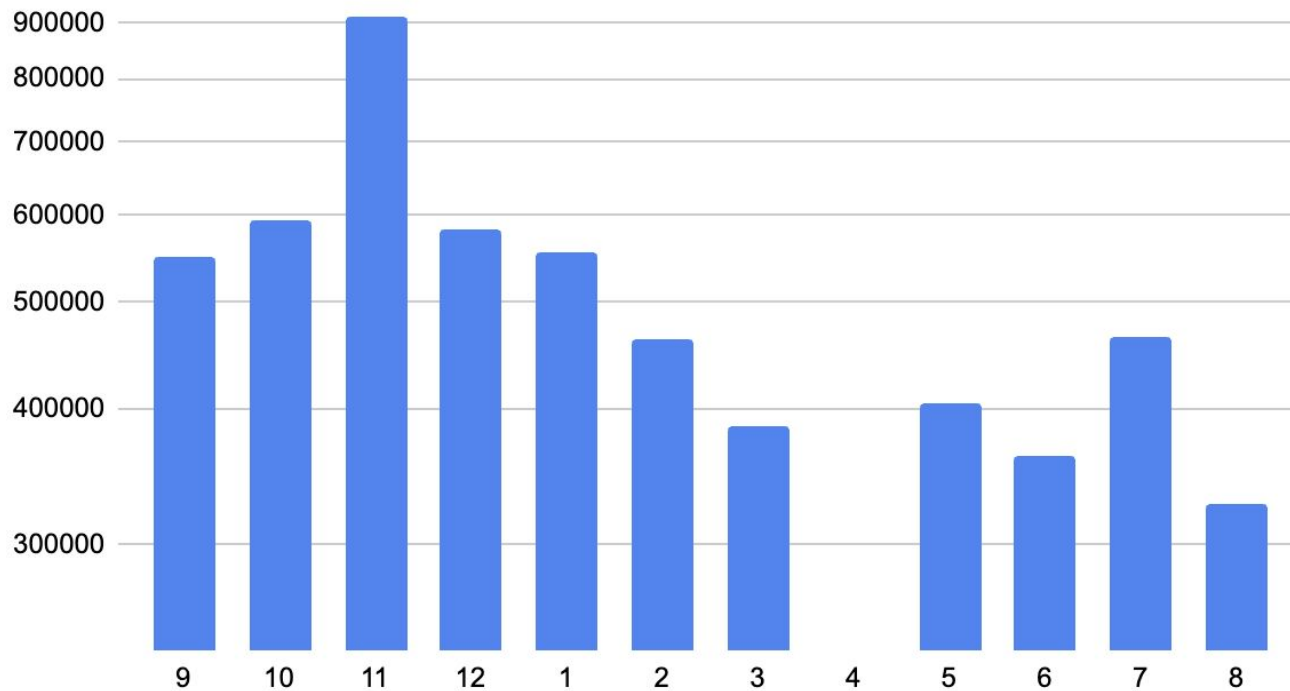


7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.



sale_month	sale_year	sale_gross_amount
9	2019	176724
10	2019	196940
11	2019	293048
12	2019	187282
1	2020	185459
2	2020	155576
3	2020	16799
4	2020	16849
5	2020	31952
6	2020	68317
7	2020	94976
8	2020	107619
9	2020	372321
10	2020	397100

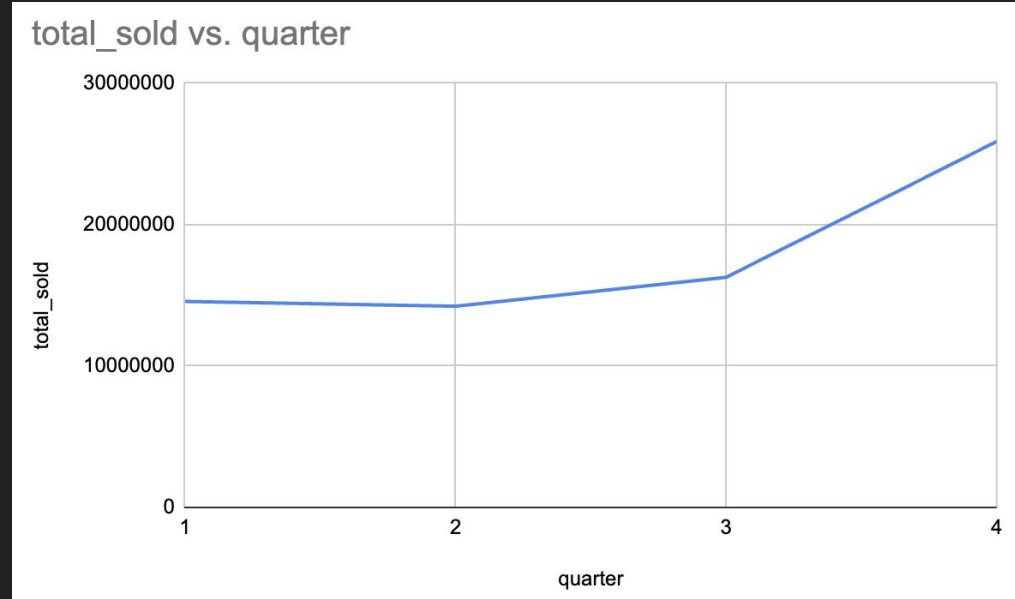
Gross Sales Amount For Different Months



Insights: During March and April, the gross sales amount was its lowest it has been since the start because COVID-19

8. In which quarter of 2020, got the maximum total_sold_quantity?

quarter	total_sold
1	14565784
2	14227176
3	16271564
4	25872947



Insights: Quarter 4 had the maximum total products sold

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

<i>channel</i>	<i>gross_sales (millions)</i>	<i>percentage</i>
Retailer	1219.08	73.23

Retainer channel attributed to **73.23%**
of the **total** gross sales

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

<i>divison</i>	<i>product_code</i>	<i>product</i>	<i>total_sold_quantity</i>	<i>rank_order</i>
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

Total Sold Quantity Per Division

total_sold rank_order

