

ADHOC INSIGHTS TO
MANAGEMENT IN CONSUMER GOODS FOR
ATLIQ HARDWARE



ORGANIED BY
ODE
BASICS



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Key Areas

Using the why , what , and how framework to systematically approach problem-solving by ensuring a thorough understanding of the problem, setting clear objectives, and developing actionable plans. By addressing each component, organizations can effectively tackle challenges and achieve desired outcomes.

Why ?

- Understanding why to solve this problem
- Knowing company's status and their requirements
- How it will help me ?

What ?

- Understanding the business model
- Understanding about the company , market , products etc
- Data that has been provided
- Necessary Insights organisation requires

How ?

- Necessary Steps to decode the insights
- Detailed solution and deeper insights.



Why ?

Objective

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

For Company

- Finding issues to get enough insights to make quick and smart data-informed decisions. Hindering their ability to respond effectively to market changes, customer needs, and internal performance issues
- Expanding the present data analyst team who can assign existing analyst to gain more effect insights in short period of time.
- Company need asistence on 10 ad hoc request

How it will help me ?

- Make use of the oppertunites to find problem , develop my analytics skill and enhance my communication skills to effectivily communcate insights with the company stakeholders
- Data analysts can provide timely and actionable insights, enabling faster and smarter decisions.

**Illustration
of a boy
thinking**

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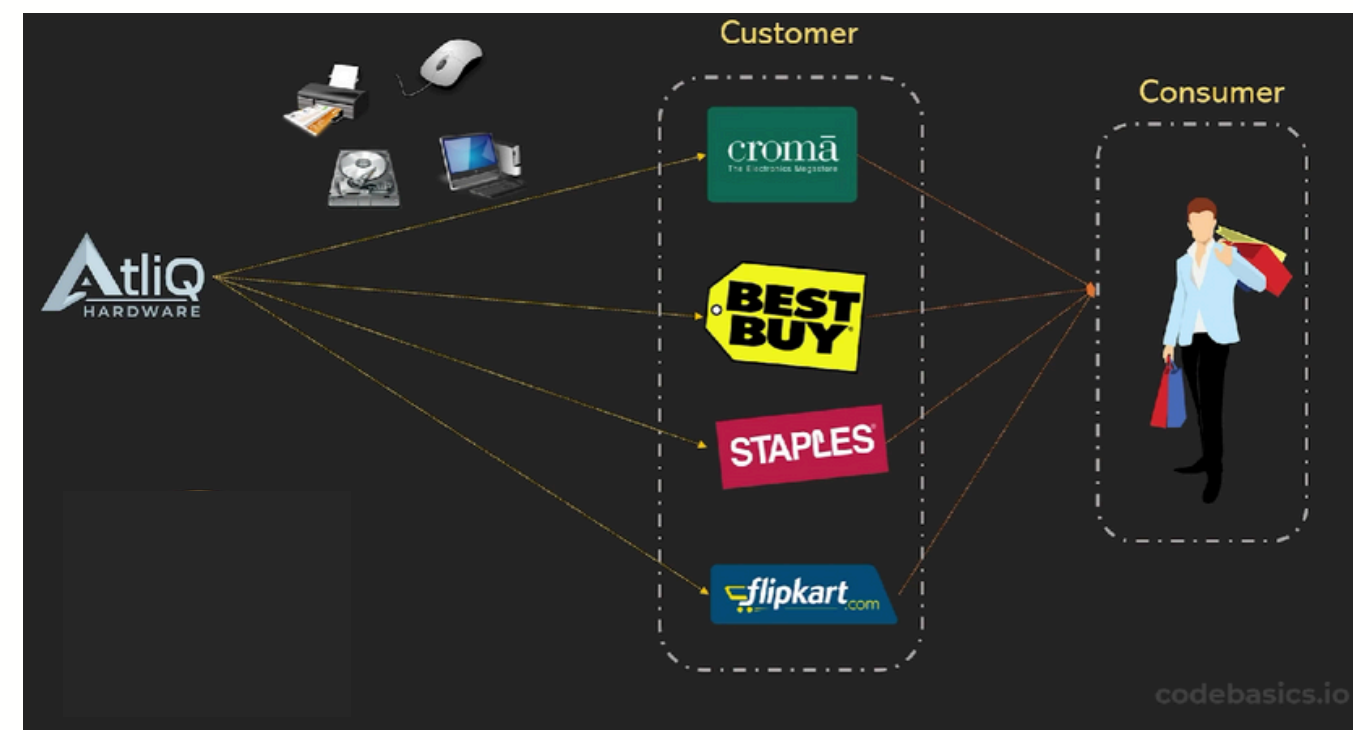
Company Details

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

Business Model of Atliq

Atliq is a Computer hardware manufacturer who primary customers are the retailers, distubuters and online platfroms who sell products through different channel to the final consumer. Similar to dell , Hp etc..

Business is spread out in multiple countries all over the world.



What

Countries it Operates in

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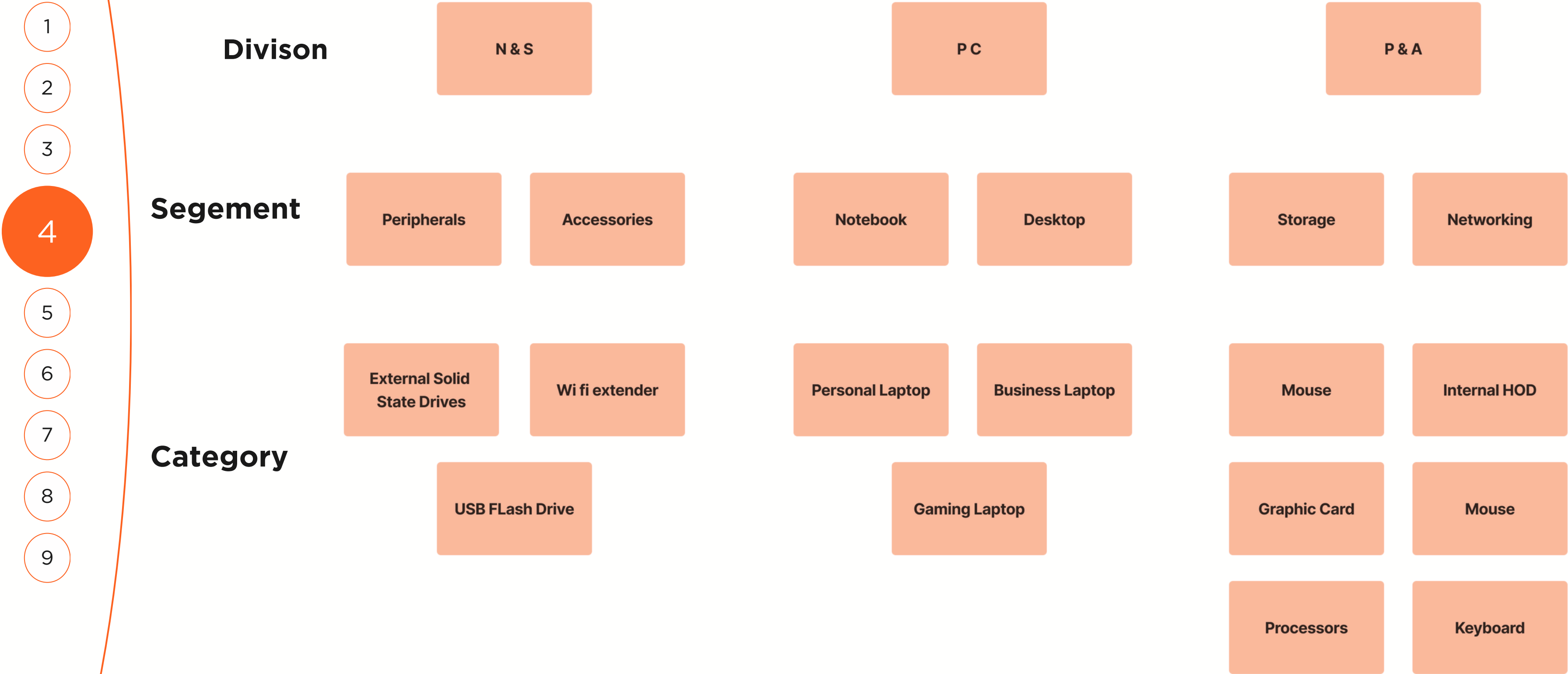
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Operational Market

- Australia
- Austria
- Bangladesh
- Brazil
- Canada
- Chile
- China
- Columbia
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Mexico
- Netherlands
- Newzealand
- Norway
- Pakistan
- Philippines
- Poland
- Portugal
- South Korea
- Spain
- Sweden
- United Kingdom
- USA



Product Line-up



Data Modeling

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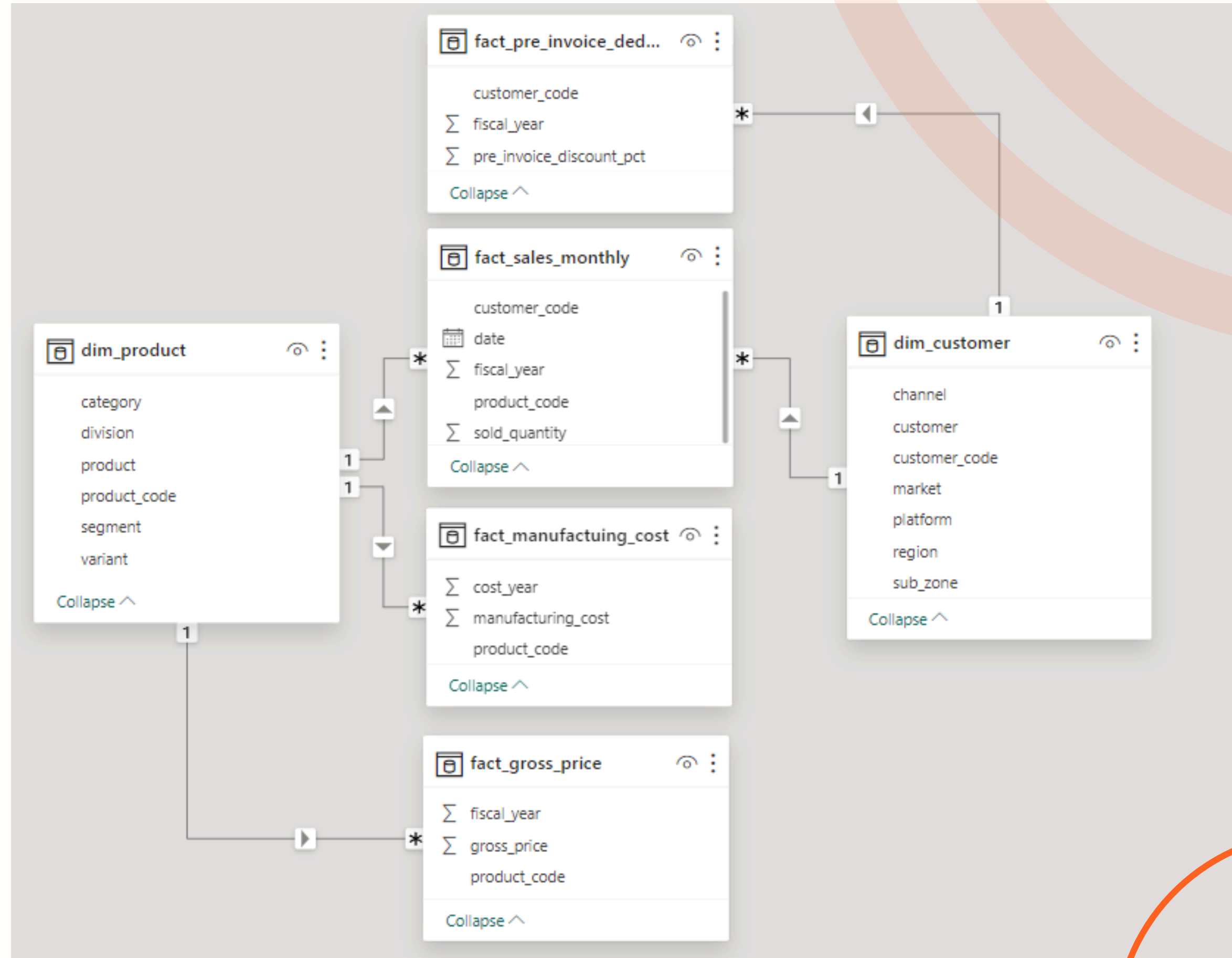
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HoW

Delving into
Adhoc Requests,
queries,
unravelling
insights, and
Data Visulation.

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Request 1

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

Tables

dim_customer

Market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea



Request 2

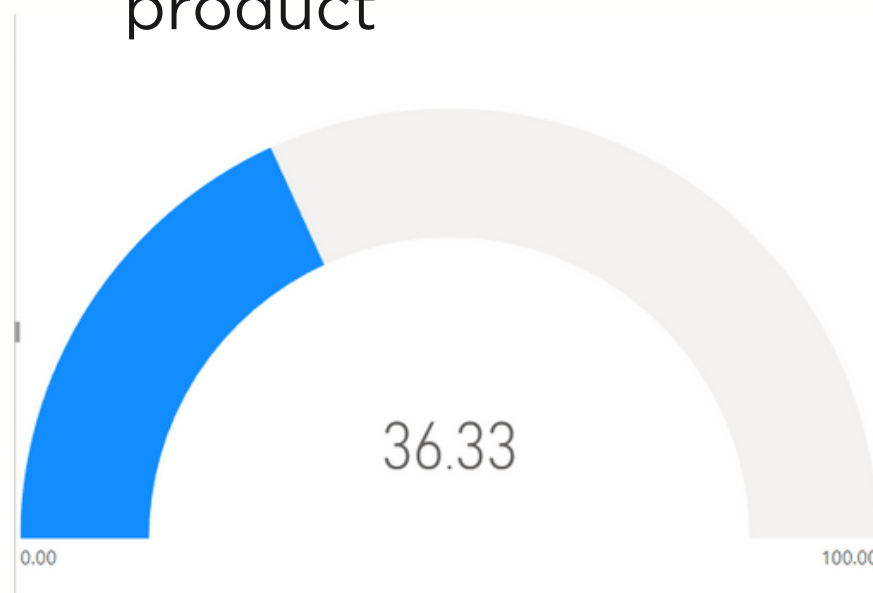
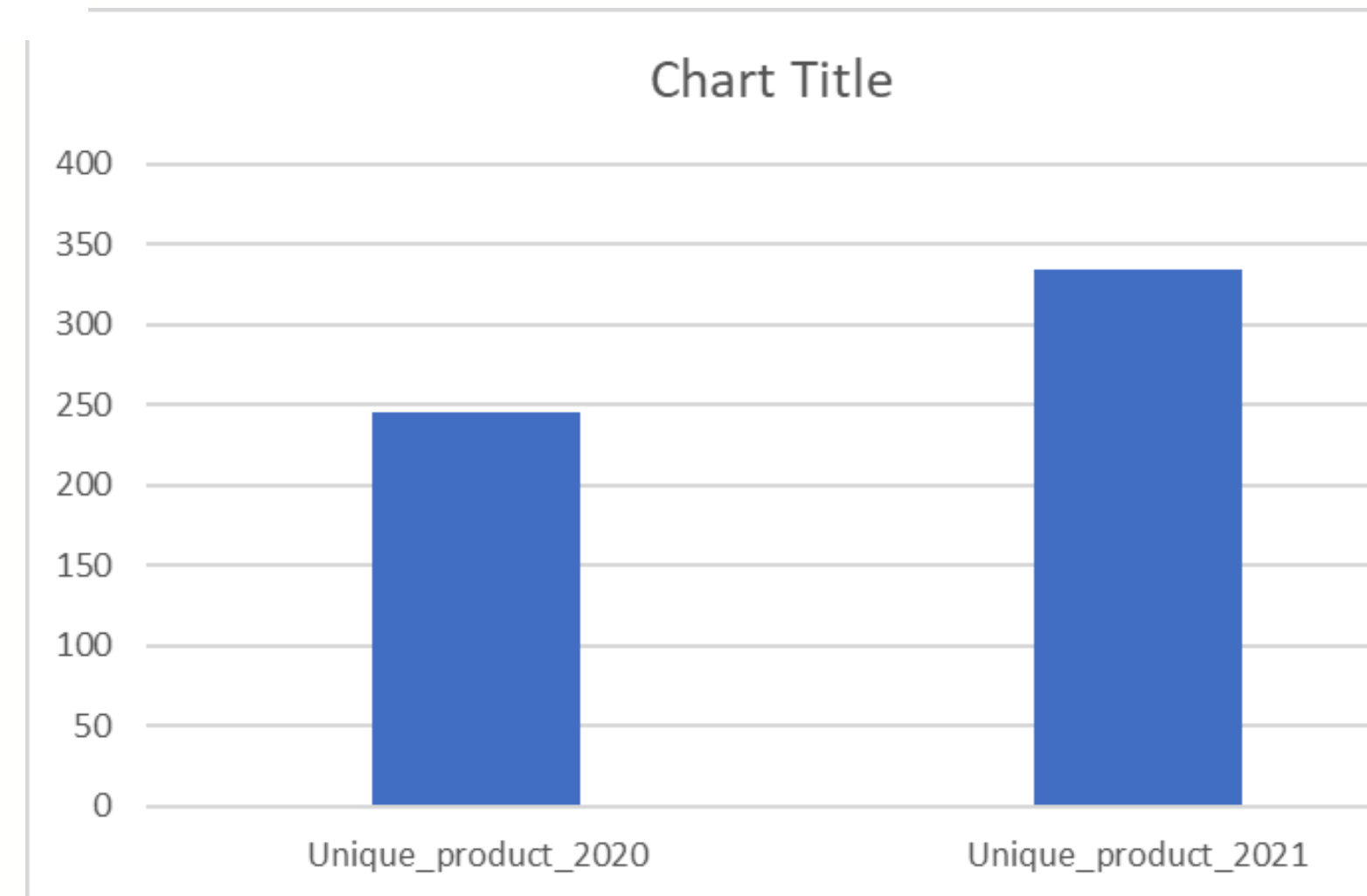


What is the percentage of **unique product increase** in 2021 vs. 2020?

	Unique_product_2020	Unique_product_2021	percentage_change
▶	245	334	36.33

Insights :

- After Looking at the dat , their is a steady increase in the selling of porduct
- This is possible when their is a increase in the demand of the product



+ 36.33 Percent
change from
2020 to 2021

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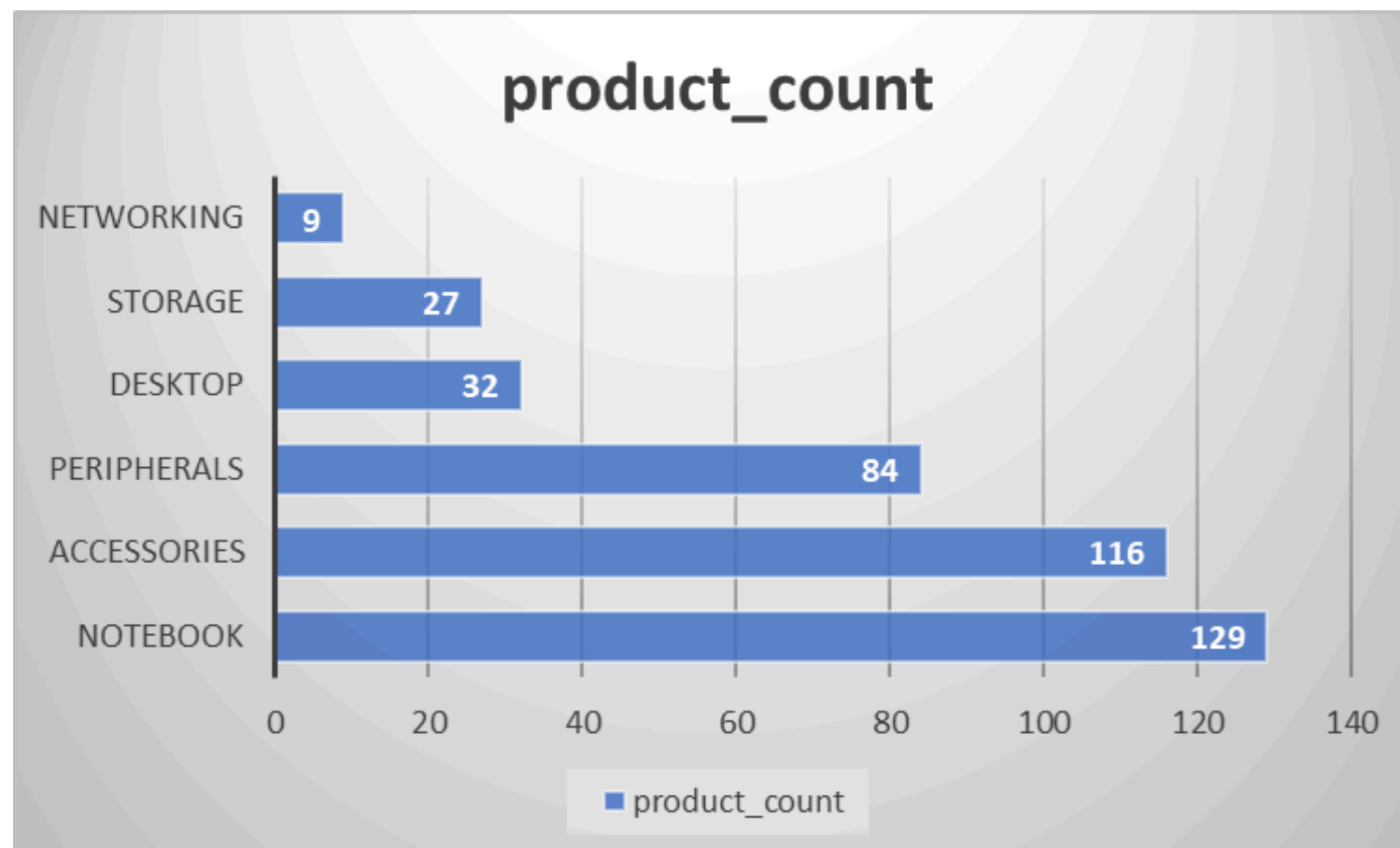
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Request 3



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

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



- The data indicates that the average number of products in the Notebook, Accessories, and Peripherals segments is 110, which is four times higher than the average number of products in the Desktops, Storage, and Network sections.
- To grow and expand the business, the company should focus on and innovate with consistent experimentation with marketing and sales of the Desktops, Storage, and Network product areas. So, that these category can make more sales and increase the manufacturing as well based on the demand.

Insights :

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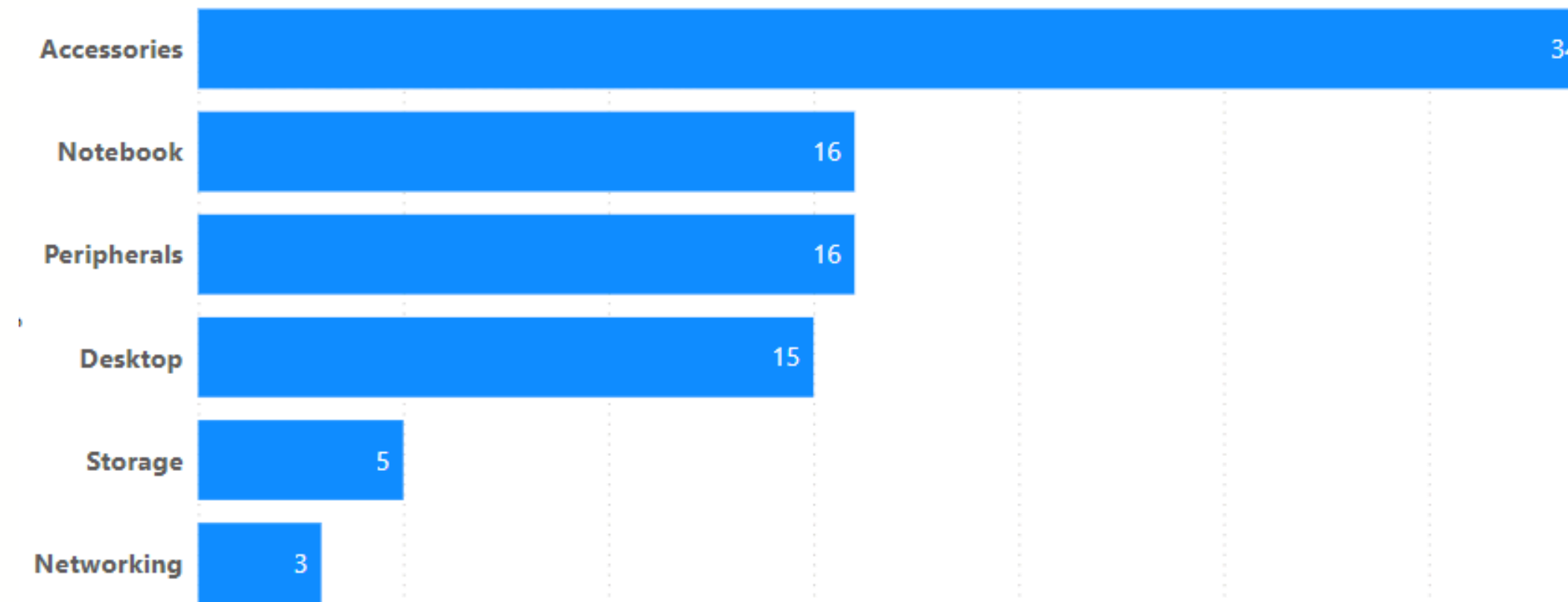
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Request 4



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



Insights :

- **Accessories** have the **highest** Unique Product difference.
- An **increase** in the number of products can be observed across all segments, **but** the growth is **slower** in the Storage and Networking segments compared to the other segments.

Segment	Unique Product Count 2020	Unique 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

Request 5



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

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

The final output should contain these fields, product_code, product, manufacturing_cost

Insights :

Highest



Varient 3 of AQ HOME Allin1 Gen 2

240.54364

Under **Computer Segment** and from **personal Computer** Category

Lowest



standard 1 variant of
AQ Master wired x1 Ms

0.8920

Under **Accessories** Segment and from **personal Computer** Category

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Request 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**

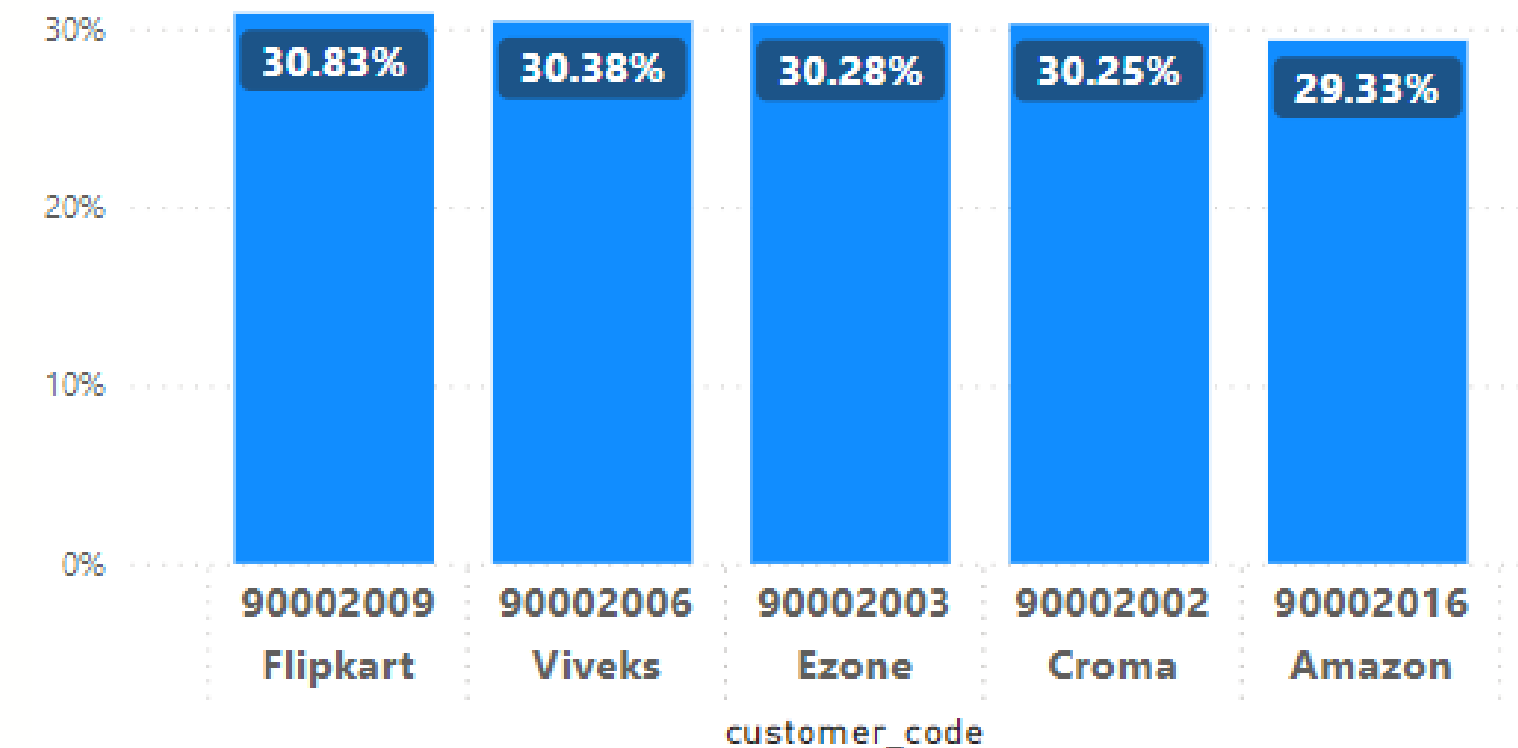
fiscal year : 2021

Market : India

	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

Avg Discount
Percentage

▼
30.83%
30.38%
30.28%
30.25%
29.33%



Insights :

- Flipkart has **highest** pre_invoice_discount_percentage
- Amazon has **least** pre_invoice_discount_percentage

Request 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.

Column	FY	Gross Sales
September 2019	2020	9.09
October 2019	2020	10.38
November 2019	2020	15.23
December 2019	2020	9.76
January 2020	2020	9.58
February 2020	2020	8.08
March 2020	2020	0.77
April 2020	2020	0.80
May 2020	2020	1.59
June 2020	2020	3.43
July 2020	2020	5.15
August 2020	2020	5.64
September 2020	2021	19.53
October 2020	2021	21.02
November 2020	2021	32.25
December 2020	2021	20.41
January 2021	2021	19.57
February 2021	2021	15.99
March 2021	2021	19.15
April 2021	2021	11.48
May 2021	2021	19.20
June 2021	2021	15.46
July 2021	2021	19.04
August 2021	2021	11.32

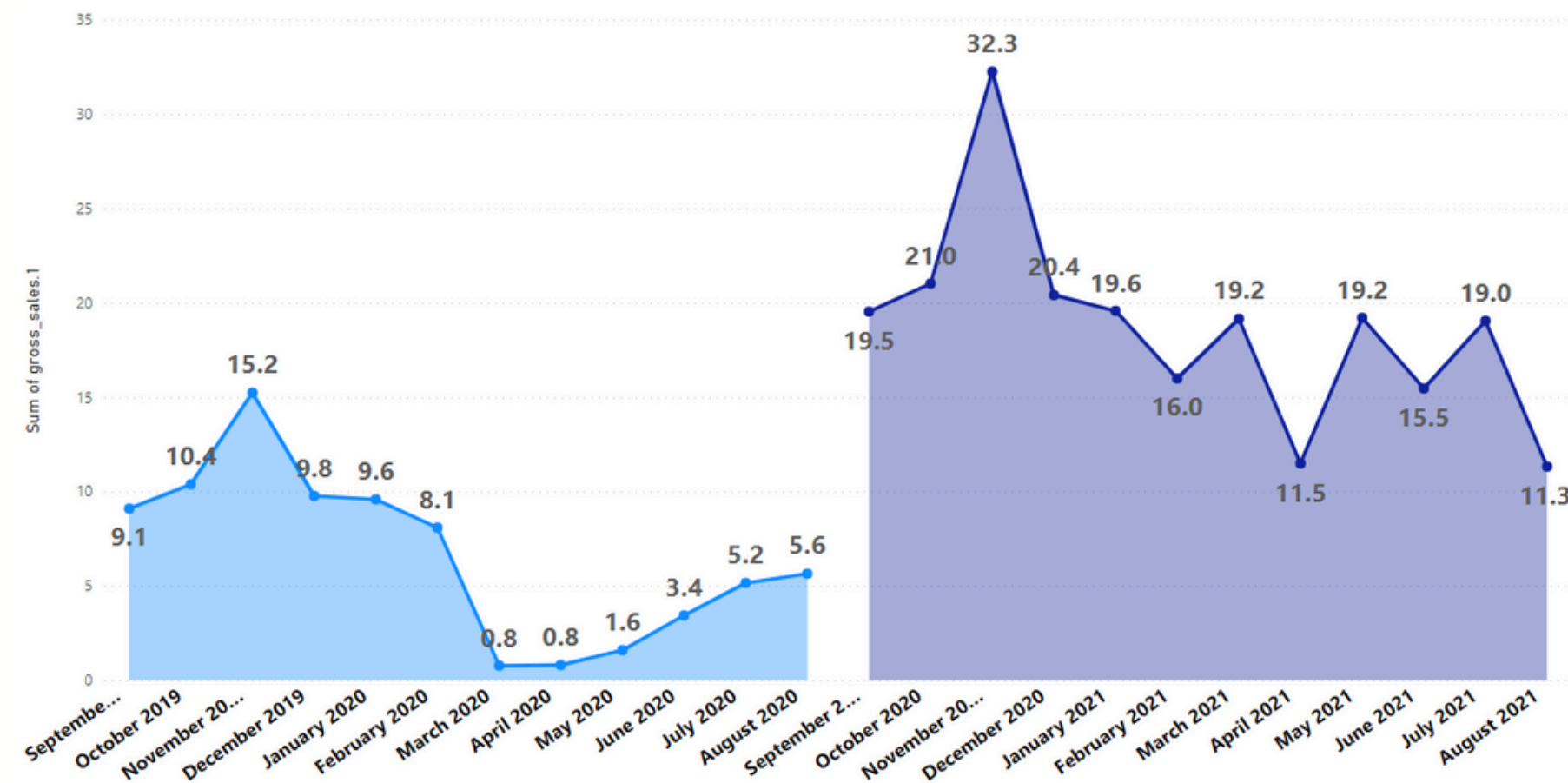
Insights :

For 2020

- The sales were **increasing in first Quarter** then the **dip** started in the **Quarter 3** , this could might be happen becuae of the covid Pandamic and other external reasons.

For 2021

- the sales were fairly **promissing as compared** to the 2020 FY as the **MAX sales** were in **Q1** and then deciliedn with an avg gross of 16M



Request 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

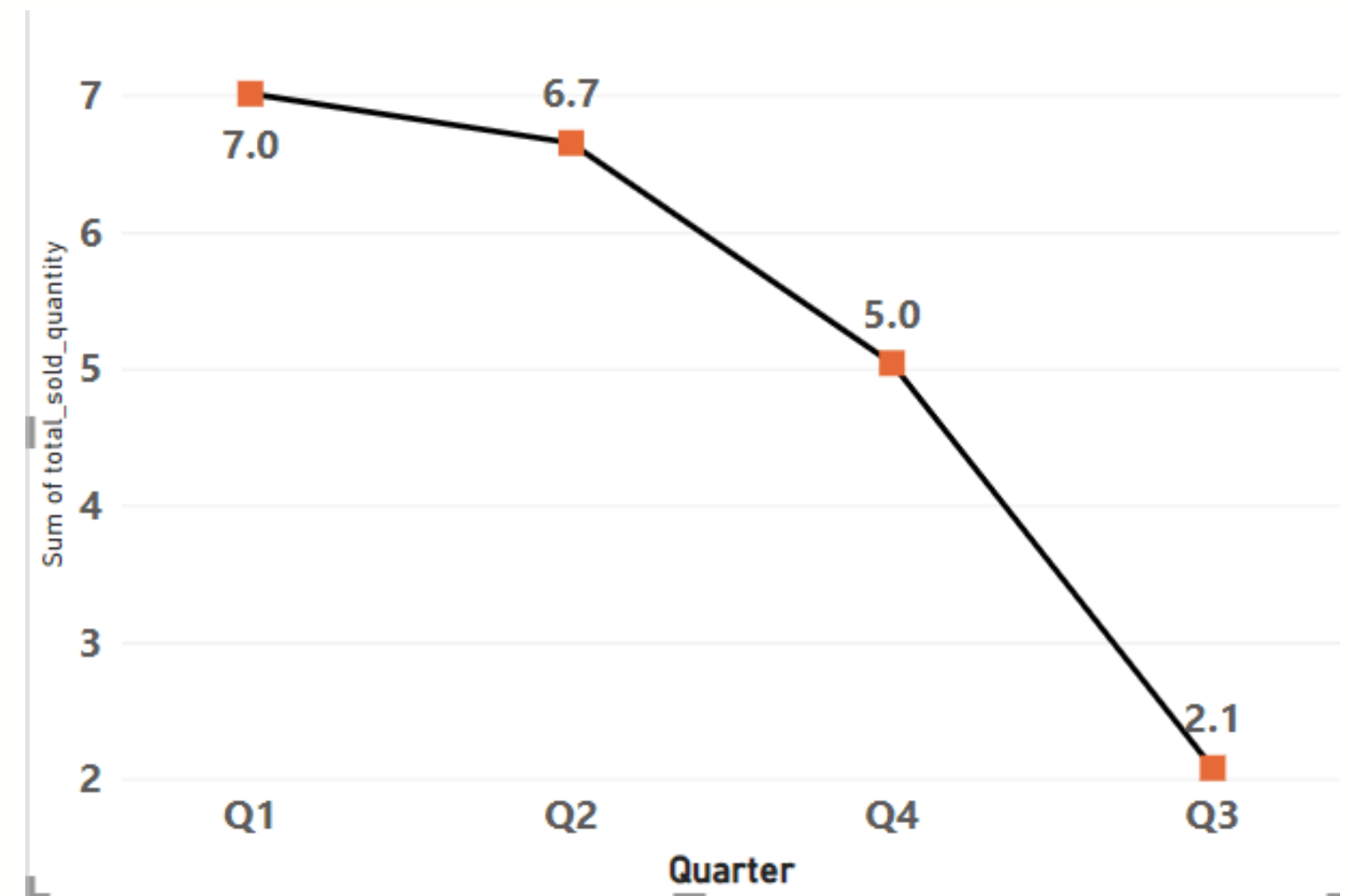
	Quarter	total_sold_quantity
►	Q1	7.01
	Q2	6.65
	Q3	2.08
	Q4	5.04

Insights

- **Maximum** number of sales has happend in **quarter 1** of 2020 which is **7.01 M**
- There is a **sharp decliend** in no of sales from **Q1 to Q4** of 2020 the major reason for this could be **COVID Pandamic**

fiscal year : 2020

Quantity in **Millions**



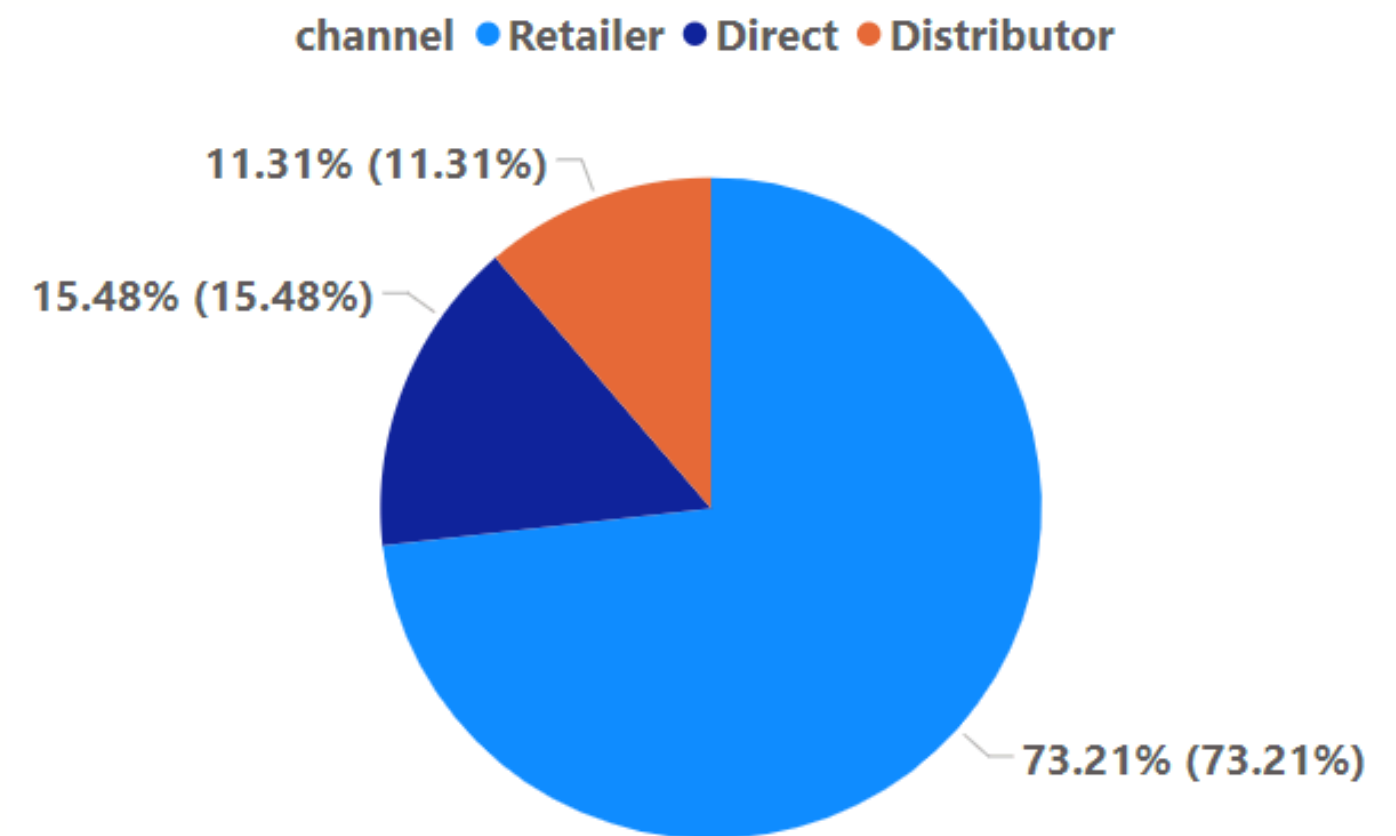
Request 9



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 and percentage

channel	Gross Sales in mln	Percentage Contribution
Retailer	3,708.46	73.21%
Distributor	572.86	11.31%
Direct	784.14	15.48%
Total	5,065.46	100.00%

- Retailer channel helps in bring more gross sales in 2021 which is 73% of the total contribution.



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Request 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 *

	division	product	variant	product_code	total_sold_quantity	rnk
▶	N & S	AQ Pen Drive 2 IN 1	Premium	A6720160103	701373	1
	N & S	AQ Pen Drive DRC	Plus	A6818160202	688003	2
	N & S	AQ Pen Drive DRC	Premium	A6819160203	676245	3
	P & A	AQ Gamers Ms	Standard 2	A2319150302	428498	1
	P & A	AQ Maxima Ms	Standard 1	A2520150501	419865	2
	P & A	AQ Maxima Ms	Plus 2	A2520150504	419471	3
	PC	AQ Digit	Standard Blue	A4218110202	17434	1
	PC	AQ Velocity	Plus Red	A4319110306	17280	2
	PC	AQ Digit	Premium Misty Green	A4218110208	17275	3

- **Every Divison has a product with different variant that appears twice in the top 3 products in the divison list.**

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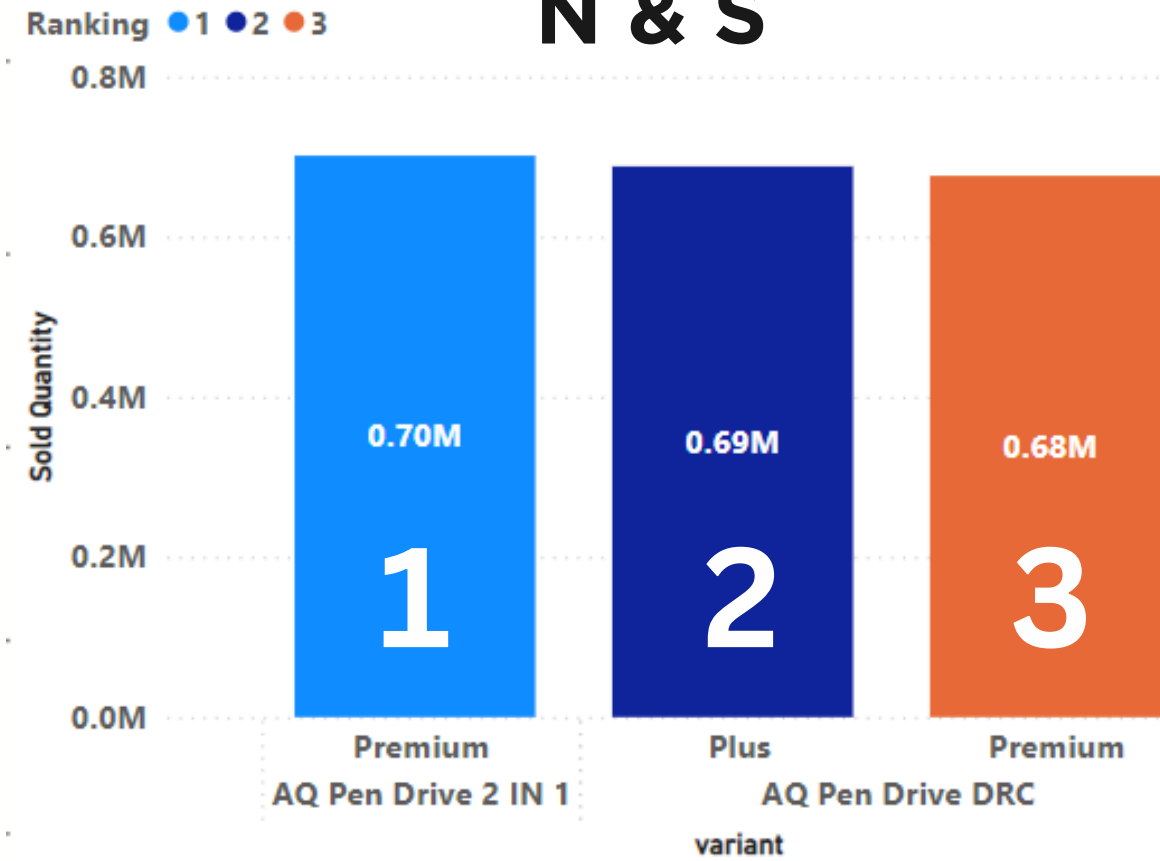
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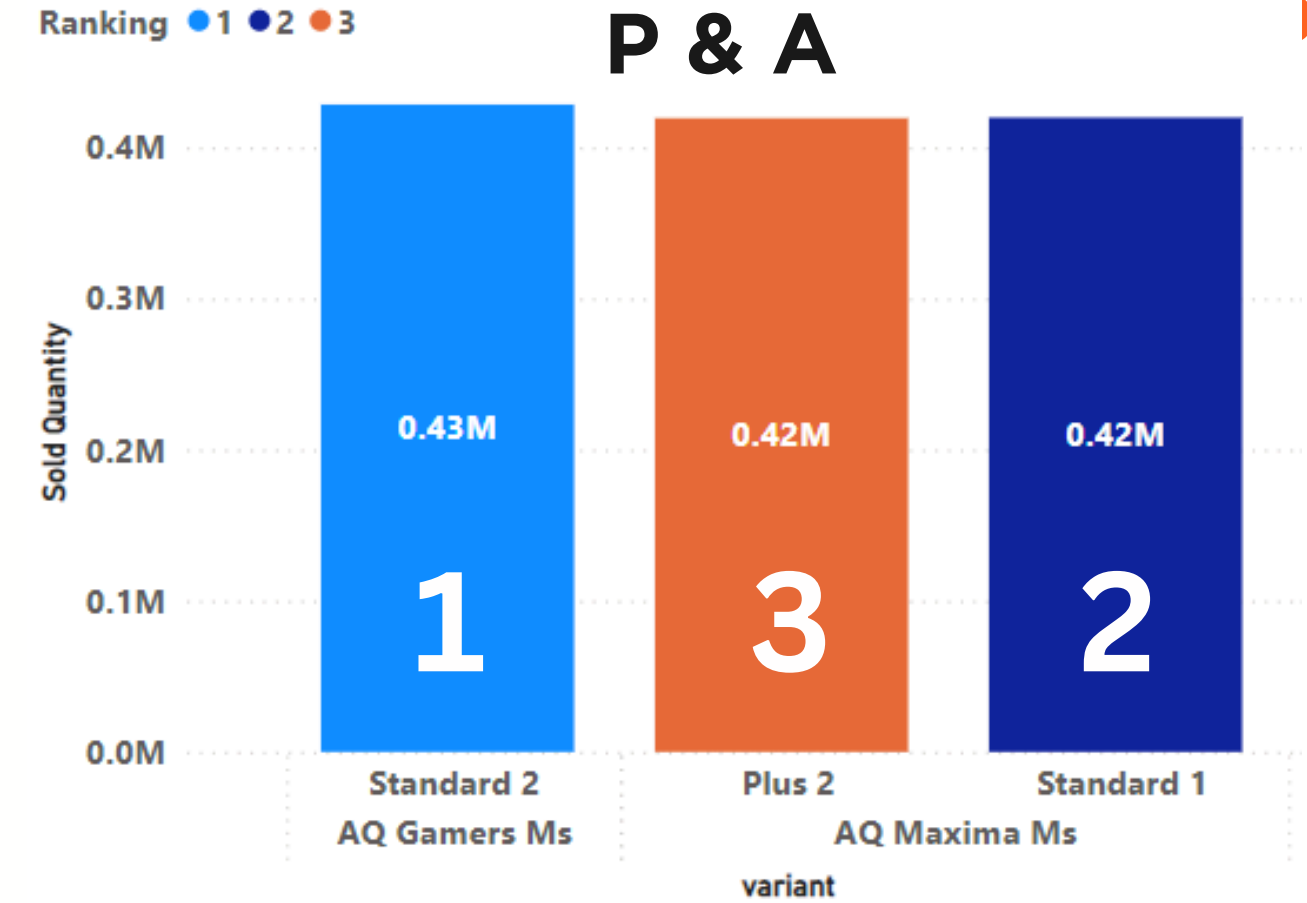
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Break Down for Each of the divisions

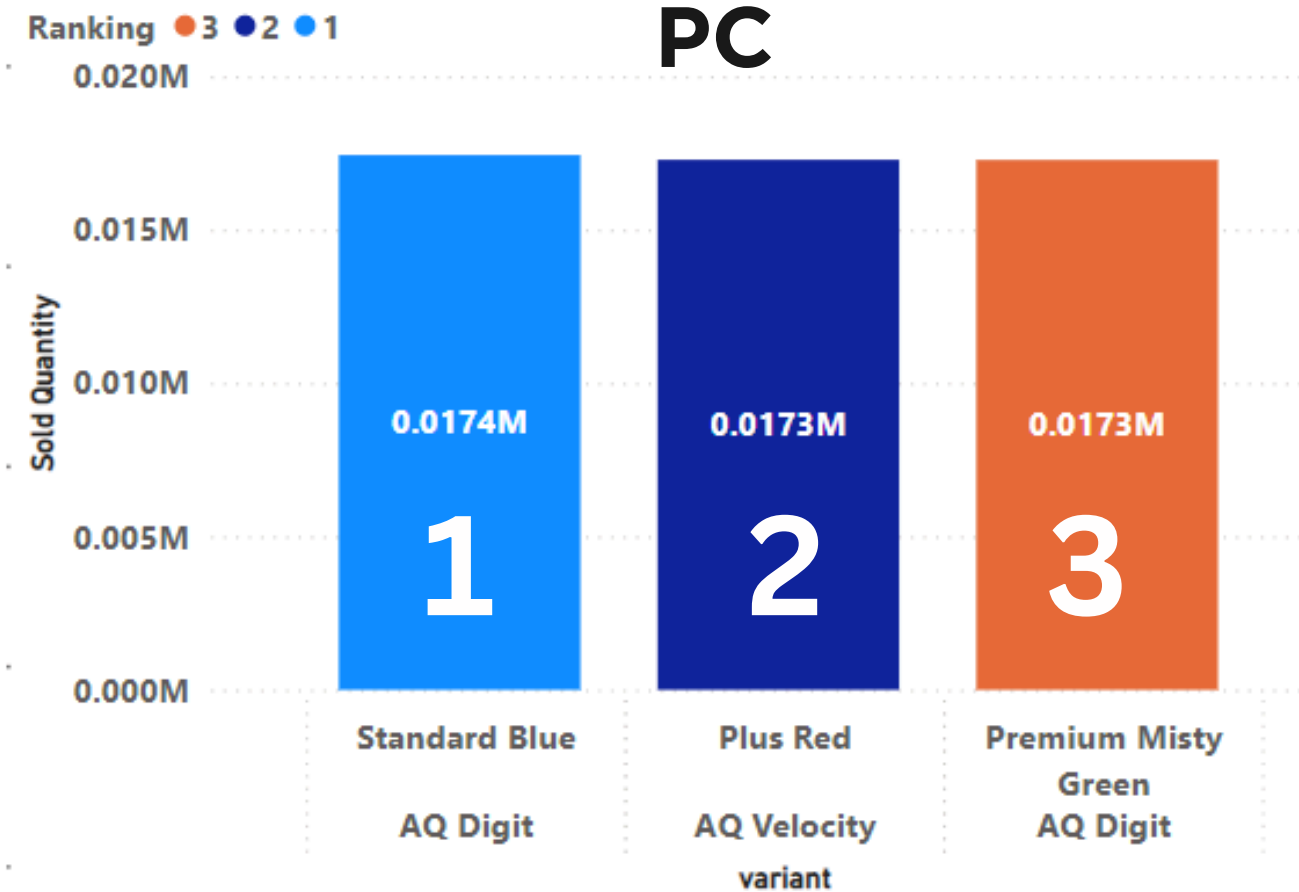
N & S



P & A



PC



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