Atliq Hardware

Consumer Goods Ad-Hoc Insights

APAC Market List for 'Atliq Exclusive'

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

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

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

Percentage Change in Unique Products: 2021 vs. 2020

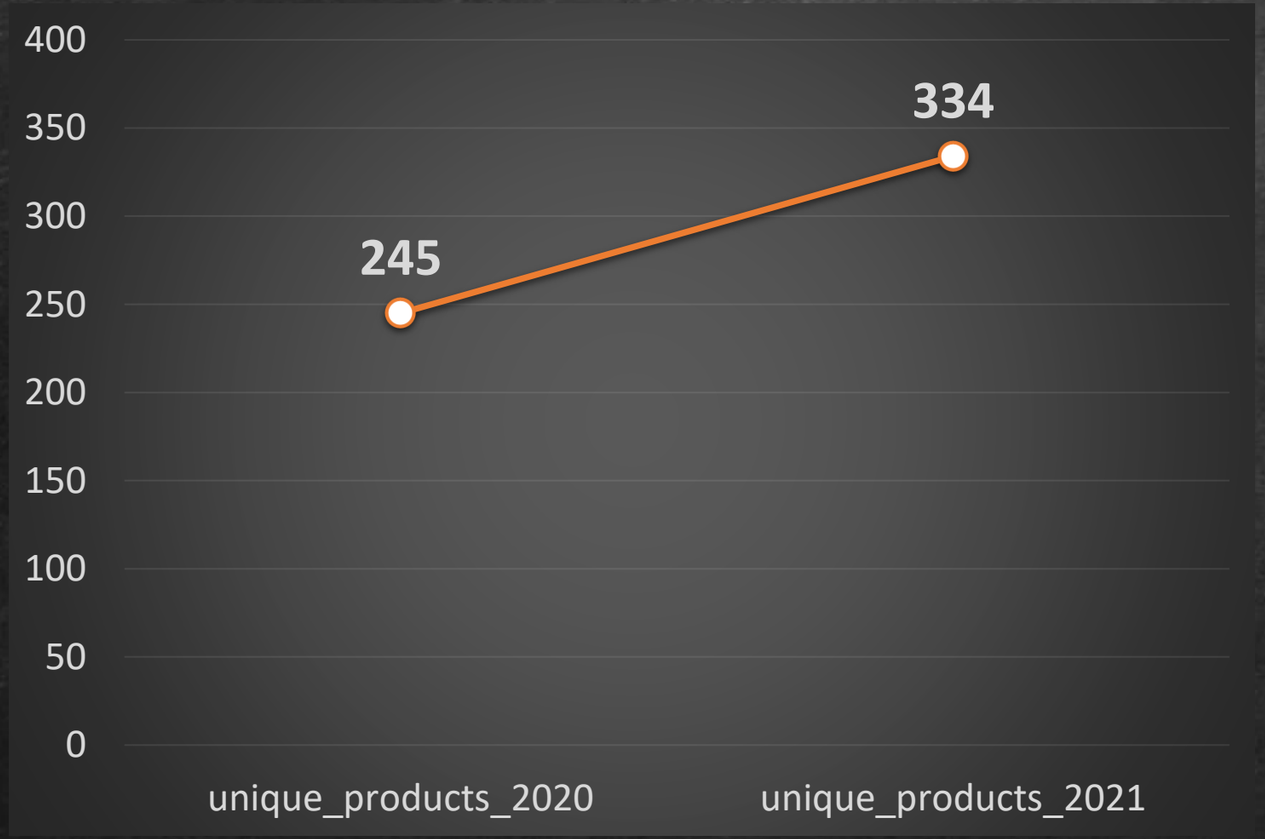
Question: What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields: unique_products_2020, unique_products_2021, percentage_chg

```
WITH cte AS (select
(SELECT
    COUNT(product_code)
FROM
    fact_manufacturing_cost
WHERE
    cost_year = 2020) as unique_products_2020,
(SELECT
    COUNT(product_code)
FROM
    fact_manufacturing_cost
WHERE
    cost_year = 2021) as unique_products_2021
)

SELECT
    unique_products_2020,
    unique_products_2021,
    ROUND(((unique_products_2021 - unique_products_2020) / unique_products_2020) * 100, 2) AS percentage_change
FROM
    cte;
```

unique_products_2020	unique_products_2021	percentage_change
245	334	36.33

Conversion of Output to visual



Insights

- The number of unique products manufactured increased by **36.36%** from **2020 to 2021**.
- This moderate growth reflects a **steady improvement** in manufacturing operations.
- The consistent increase indicates **positive momentum and potential** for further expansion in the upcoming years.

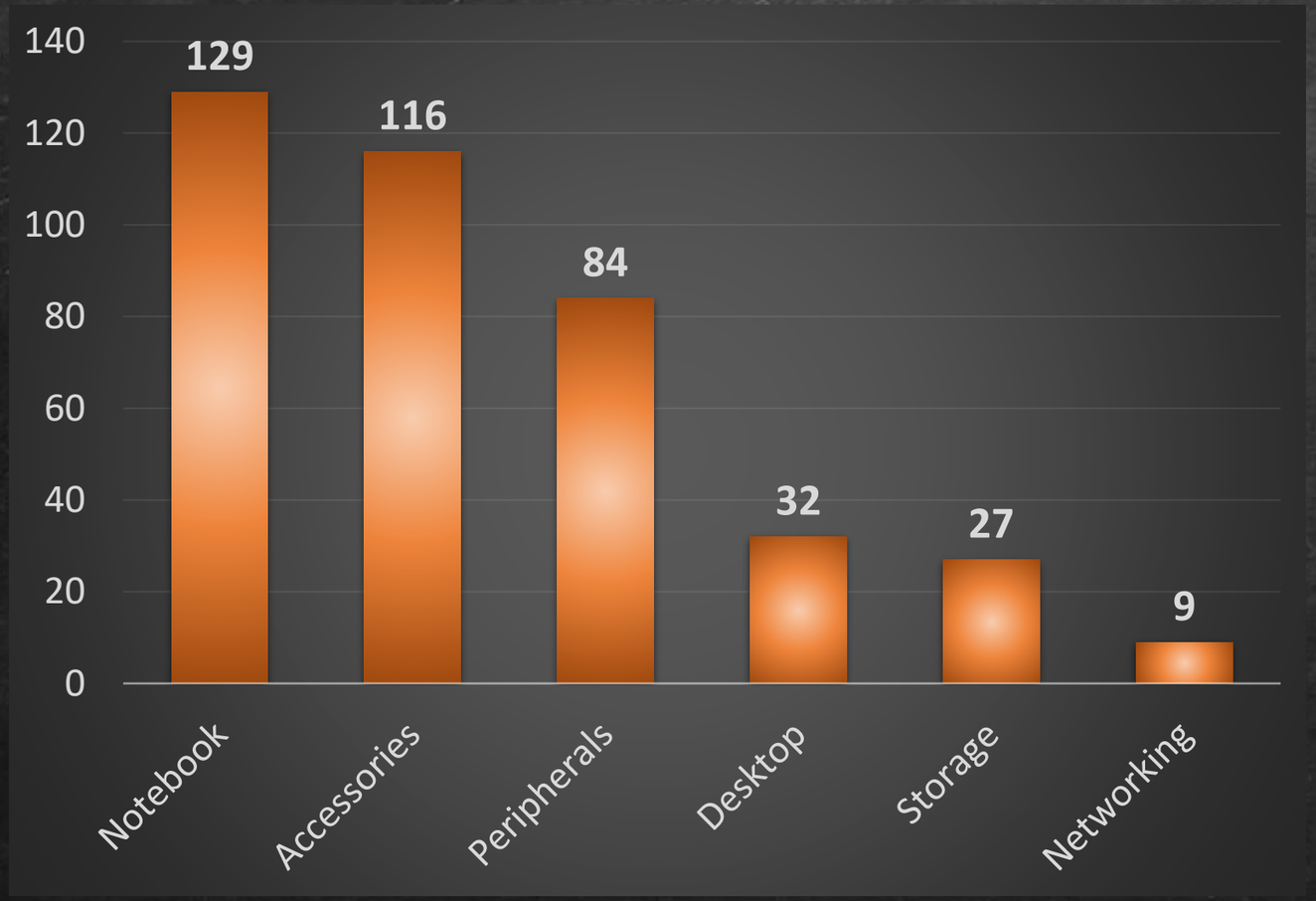
Segment-Wise Unique Product Counts

Question: Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields: segment, product_count

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

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

Conversion of Output to visual



Insights

- Notebook and Accessories dominate the product portfolio, accounting for the **largest share with 129 and 116 products**, respectively, indicating these segments are key drivers of the company's offerings.
- Networking has the lowest product count (9), suggesting it might be a niche or **underdeveloped segment** that could benefit from strategic expansion.
- Peripherals (84 products) serve as a strong mid-tier segment, **showing potential for further development** to bridge the gap between top-performing and lower-performing segments.

Segment with the Highest Increase in Unique Products (2021 vs. 2020)

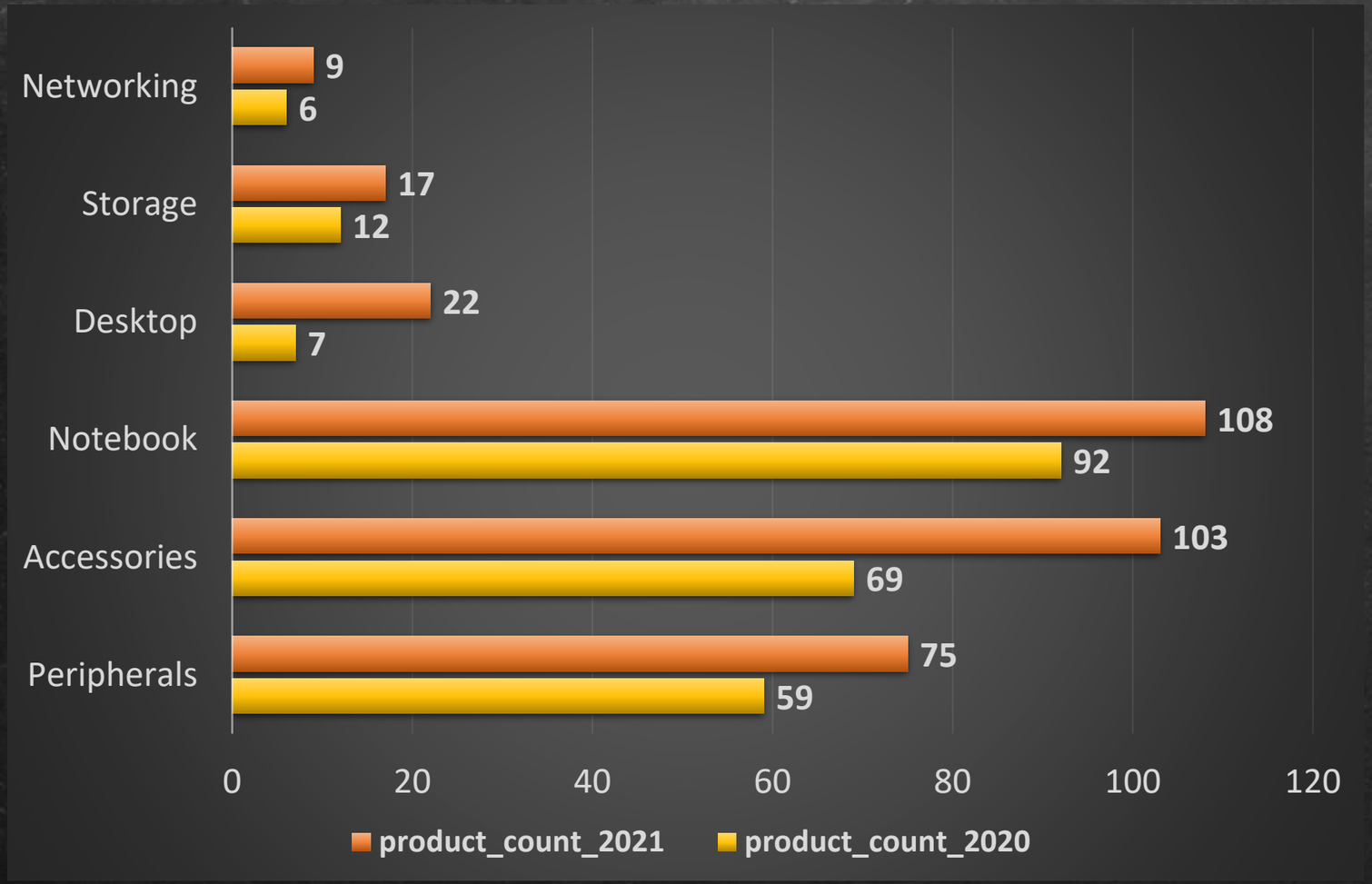
Question: Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields: segment, product_count_2020, product_count_2021, difference

```
WITH cte AS (
SELECT
    segment,
    SUM(CASE
        WHEN cost_year = 2020 THEN 1
        ELSE 0
    END) AS product_count_2020,
    SUM(CASE
        WHEN cost_year = 2021 THEN 1
        ELSE 0
    END) AS product_count_2021
FROM
    dim_product dp
        INNER JOIN
    fact_manufacturing_cost fmc ON dp.product_code = fmc.product_code
GROUP BY segment
)

SELECT
    segment,
    product_count_2020,
    product_count_2021,
    ROUND(((product_count_2021 - product_count_2020) / product_count_2020) * 100, 2) AS difference
FROM
    cte;
```

segment	product_count_2020	product_count_2021	difference
Peripherals	59	75	27.12
Accessories	69	103	49.28
Notebook	92	108	17.39
Desktop	7	22	214.29
Storage	12	17	41.67
Networking	6	9	50

Conversion of Output to visual



Insights

- Desktop showed the **highest growth** at **214.29%**, indicating strategic expansion.
- Accessories (49.28%) and Networking (50%) experienced **notable increases**.
- Notebook (17.39%) maintained **steady growth**, confirming its importance.
- Moderate growth in Peripherals (27.12%) and Storage (41.67%) reflects **balanced development**.

Products with the Highest and Lowest Manufacturing Costs

Question: Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields: product_code, product, manufacturing_cost

```
SELECT
    fmc.product_code, dp.product, fmc.manufacturing_cost
FROM
    fact_manufacturing_cost fmc
        INNER JOIN
    dim_product dp ON fmc.product_code = dp.product_code
WHERE
    fmc.manufacturing_cost = (SELECT
            MAX(manufacturing_cost)
        FROM
            fact_manufacturing_cost)
        OR fmc.manufacturing_cost = (SELECT
            MIN(manufacturing_cost)
        FROM
            fact_manufacturing_cost);
```

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	₹ 0.89
A6120110206	AQ HOME Allin1 Gen 2	₹ 240.54

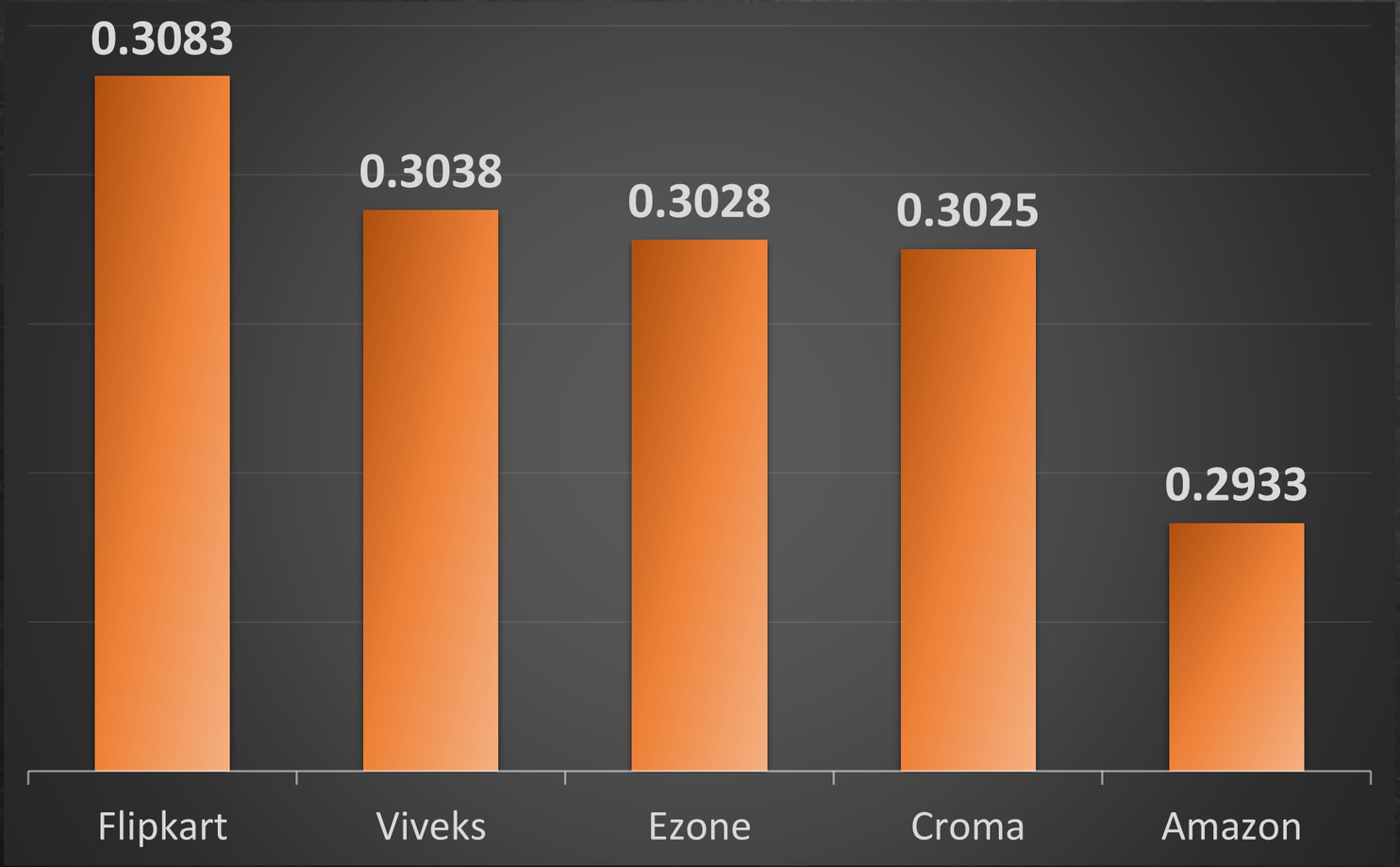
Top 5 Customers with Highest Average Pre-Invoice Discount Percentage in the Indian Market (Fiscal Year 2021)

Question: 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. The final output contains these fields: customer_code, customer, average_discount_percentage

```
SELECT
    fpid.customer_code,
    dc.customer,
    AVG(fpid.pre_invoice_discount_pct) AS average_discount_percentage
FROM
    fact_pre_invoice_deductions fpid
        INNER JOIN
    dim_customer dc ON fpid.customer_code = dc.customer_code
WHERE
    fiscal_year = 2021
        AND dc.market = 'India'
GROUP BY fpid.customer_code , dc.customer
ORDER BY average_discount_percentage DESC
LIMIT 5;
```

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

Conversion of Output to visual



Insights

- Flipkart (0.3083) leads with the **highest discount**, while Viveks (0.3038) and Ezone (0.3028) offer **similar pricing**.
- Croma (0.3025) maintains **steady pricing**, aligned with competitors.
- Amazon (0.2933) has the **lowest discount**, indicating a conservative pricing strategy.

Monthly Gross Sales Report for 'Atliq Exclusive'

Question: 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. The final report contains these columns: Month, Year, Gross sales Amount

```
SELECT
    MONTH(fsm.date) AS month,
    YEAR(fsm.date) AS year,
    ROUND(SUM(fsm.sold_quantity * fgp.gross_price), 2) AS gross_sales_amount
FROM
    fact_sales_monthly fsm
        INNER JOIN
    fact_gross_price fgp ON fsm.product_code = fgp.product_code
        INNER JOIN
    dim_customer dc ON fsm.customer_code = dc.customer_code
WHERE
    dc.customer = 'Atliq Exclusive'
GROUP BY MONTH(fsm.date) , YEAR(fsm.date)
ORDER BY month , year;
```

month	year	gross_sales_amount
1	2020	₹ 95,84,951.94
1	2021	₹ 1,95,70,701.71
2	2020	₹ 80,83,995.55
2	2021	₹ 1,59,86,603.89
3	2020	₹ 7,66,976.45
3	2021	₹ 1,91,49,624.92
4	2020	₹ 8,00,071.95
4	2021	₹ 1,14,83,530.30
5	2020	₹ 15,86,964.48
5	2021	₹ 1,92,04,309.41
6	2020	₹ 34,29,736.57
6	2021	₹ 1,54,57,579.66
7	2020	₹ 51,51,815.40
7	2021	₹ 1,90,44,968.82
8	2020	₹ 56,38,281.83
8	2021	₹ 1,13,24,548.34
9	2019	₹ 90,92,670.34
9	2020	₹ 1,95,30,271.30
10	2019	₹ 1,03,78,637.60
10	2020	₹ 2,10,16,218.21
11	2019	₹ 1,52,31,894.97
11	2020	₹ 3,22,47,289.79
12	2019	₹ 97,55,795.06
12	2020	₹ 2,04,09,063.18

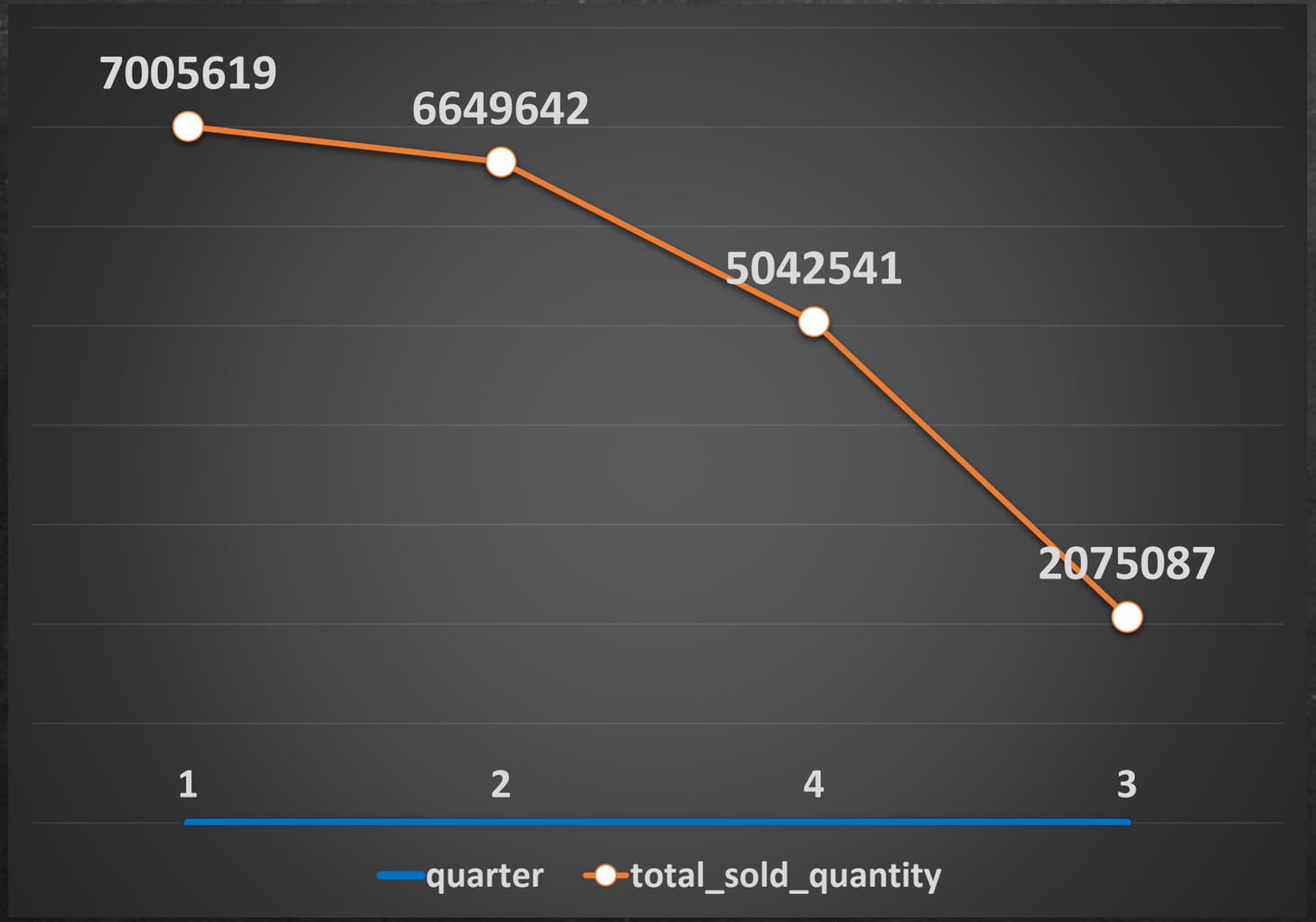
Quarter of 2020 with Maximum Total Sold Quantity

Question: In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity. Fields: Quarter, total_sold_quantity

```
SELECT
    CASE
        WHEN
            MONTH(date) = 9 OR MONTH(date) = 10 OR MONTH(date) = 11
        THEN 1
        WHEN
            MONTH(date) = 12 OR MONTH(date) = 1 OR MONTH(date) = 2
        THEN 2
        WHEN
            MONTH(date) = 3 OR MONTH(date) = 4 OR MONTH(date) = 5
        THEN 3
        ELSE 4
    END AS quarter,
    SUM(sold_quantity) AS total_sold_quantity
FROM
    fact_sales_monthly
WHERE
    fiscal_year = 2020
GROUP BY quarter
ORDER BY total_sold_quantity DESC;
```

quarter	total_sold_quantity
1	7005619
2	6649642
4	5042541
3	2075087

Conversion of Output to visual



Insights

- Quarter 1 (7,005,619) leads with the **highest sales**, followed by Quarter 2 (6,649,642) with **moderate decline**.
- Quarter 4 (5,042,541) shows a **smaller drop**, while Quarter 3 (2,075,087) experiences the **steepest decline**.
- The sales trend reflects a **significant dip** in Quarter 3, with quarters 1, 2, and 4 showing **relatively stable performance**.

Top Channel by Gross Sales and Contribution Percentage (Fiscal Year 2021)

Question: 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, percentage

```
WITH gross_sales AS (
SELECT
    dc.channel,
    SUM(fsm.sold_quantity * fgp.gross_price) AS gross_sales_mln,
    DENSE_RANK() OVER(ORDER BY SUM(fsm.sold_quantity * fgp.gross_price) DESC) AS ranking
FROM
    dim_customer dc
        INNER JOIN
    fact_sales_monthly fsm ON fsm.customer_code = dc.customer_code
        INNER JOIN
    fact_gross_price fgp ON fgp.product_code = fsm.product_code
WHERE
    fsm.fiscal_year = 2021
GROUP BY dc.channel
ORDER BY gross_sales_mln DESC
), total_sales AS (
SELECT
    SUM(gross_sales_mln) AS total
FROM
    gross_sales
)

SELECT
    channel,
    ROUND(gross_sales_mln, 2) as gross_sales_mln,
    ROUND((gross_sales_mln / ts.total) * 100.0, 2) AS percentage_contribution
FROM
    gross_sales gs,
    total_sales ts
WHERE gs.ranking = 1;
```

channel	gross_sales_mln	percentage_contribution
Retailer	1924170398	73.22

Top 3 Products by Total Sold Quantity in Each Division (Fiscal Year 2021)

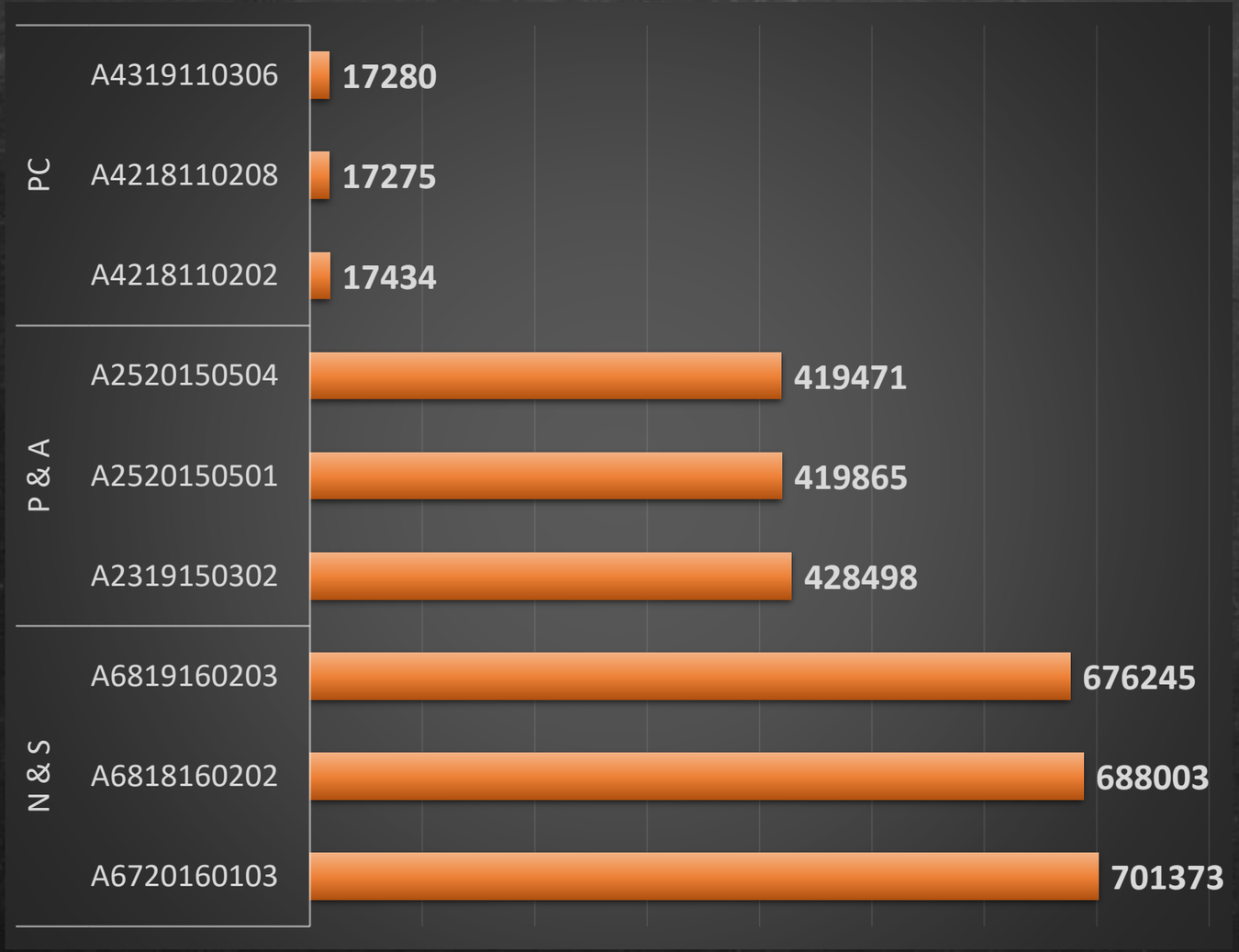
Question: Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields: division, product_code, product, total_sold_quantity, rank_order

```
WITH cte AS (
SELECT
	dp.division,
	dp.product_code,
	dp.product,
	SUM(fsm.sold_quantity) AS total_sold_quantity,
	DENSE_RANK() OVER(PARTITION BY dp.division ORDER BY SUM(fsm.sold_quantity) DESC) AS rank_order
FROM
	dim_product dp
INNER JOIN
	fact_sales_monthly fsm ON fsm.product_code = dp.product_code
WHERE
	fsm.fiscal_year = 2021
GROUP BY dp.division, dp.product_code, dp.product
)

SELECT
   division,
   product_code,
   product,
   total_sold_quantity,
   rank_order
FROM
   cte
WHERE
   rank_order <= 3;
```

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

Conversion of Output to visual



Insights

- N & S products lead sales, with **A6720160103 (701,373) topping** the list.
- P & A products follow, with **A2319150302 (428,498) showing the highest sales** in this category.
- PC products show the lowest sales, with **A4218110202 (17,434) leading** in this group.

Thank You