



Atliq Hardware

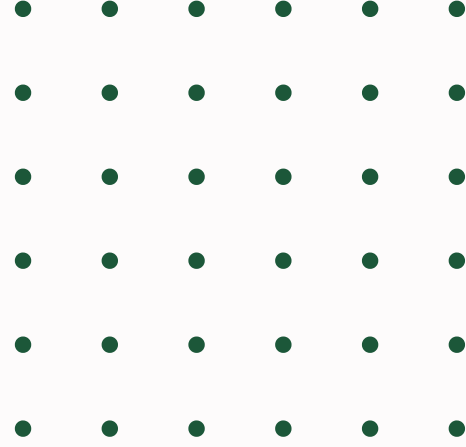
CONSUMER GOODS

# AD-HOC INSIGHTS

Presented by Shruti Rout



# Today's Agenda



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# About Company

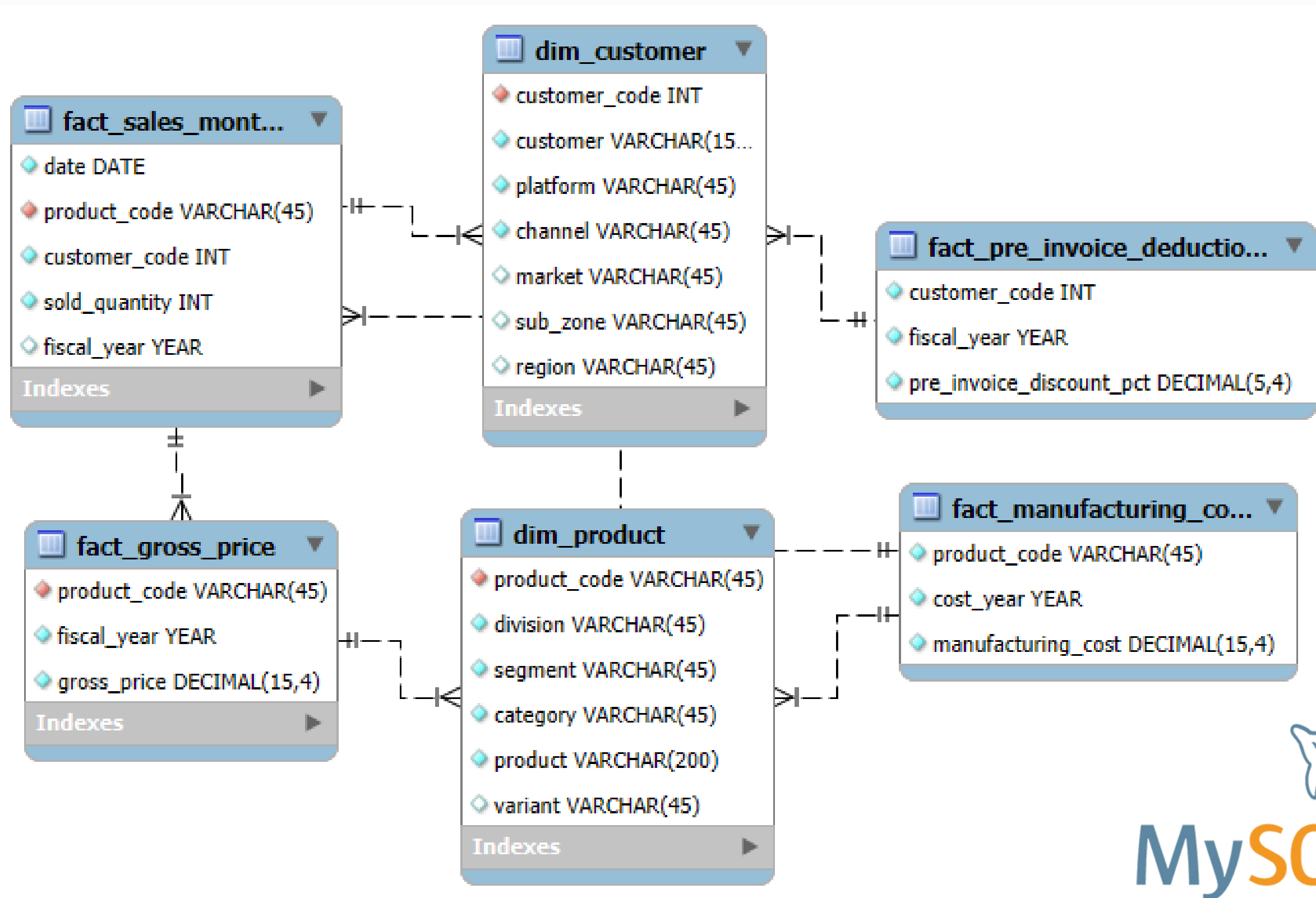
- Atliq Hardware is a prominent computer hardware manufacturer in India, with a strong presence in other countries as well.
- It sells innovative products, ranging from high-performance processors to cutting-edge graphic cards, all designed to meet the diverse needs of consumers.



# Problem Statement

- Despite having a significant amount of data, they lack the necessary insights for quick decision-making.
- To enhance their data analytics capabilities, they aim to expand their team with multiple junior data analysts.
- Tony Sharma, the director of data analytics, seeks to recruit an individual proficient in both technical and soft skills.
- Consequently, he opted to organize a SQL challenge to assess candidates' proficiency in these areas.

# DATA REQUESTS & TOOLS



**Resume  
Project  
Challenge**





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

**8 MARKETS**

India

Japan

South Korea

Newzealand

Indonesia

Philippines

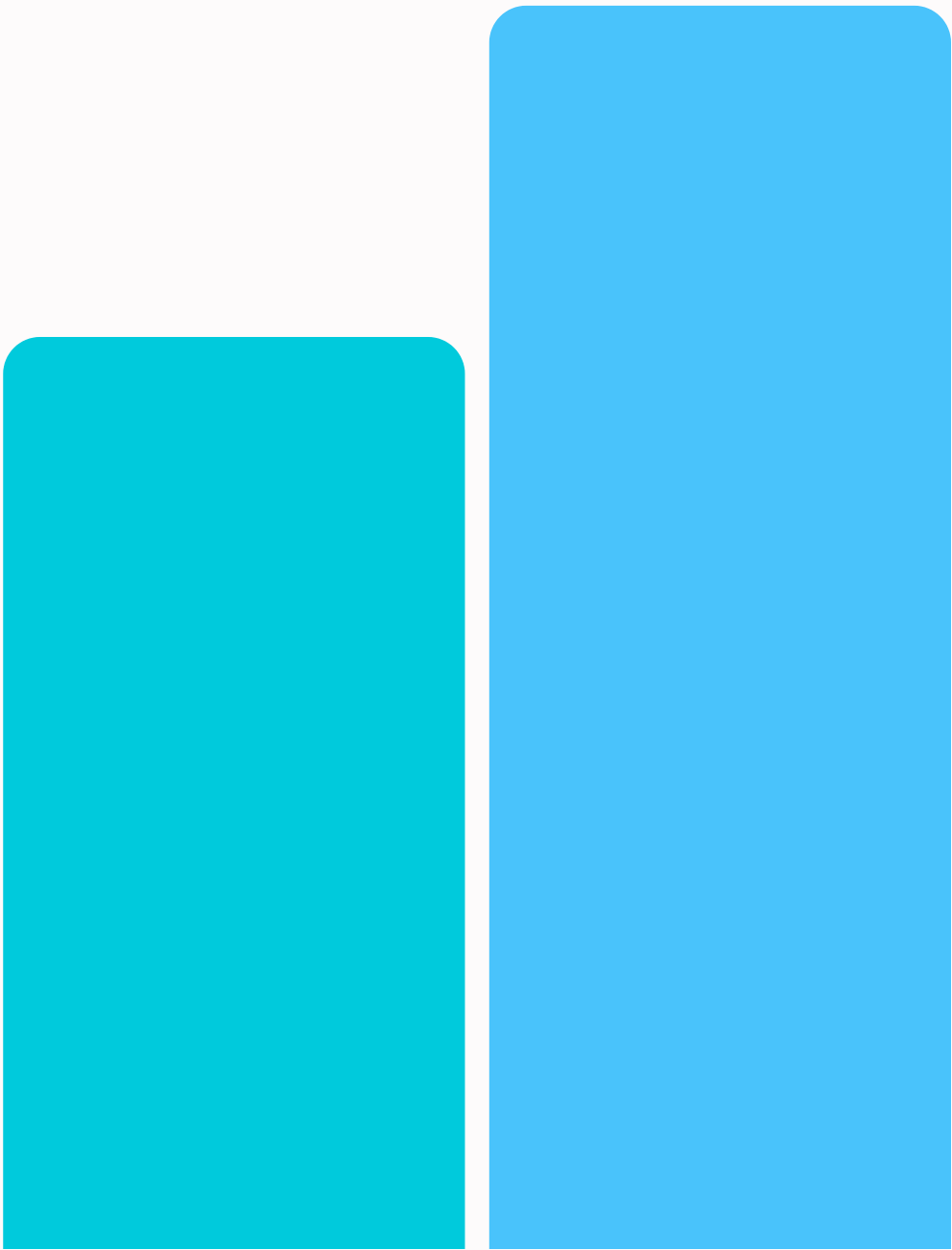
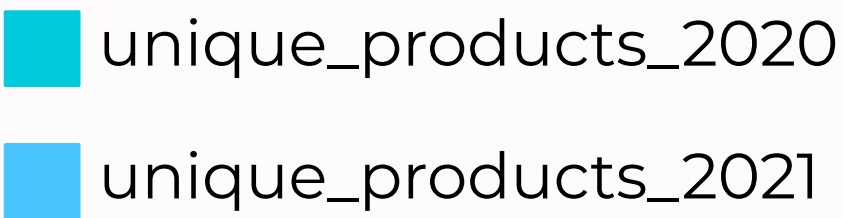
Australia

Bangladesh

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

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33

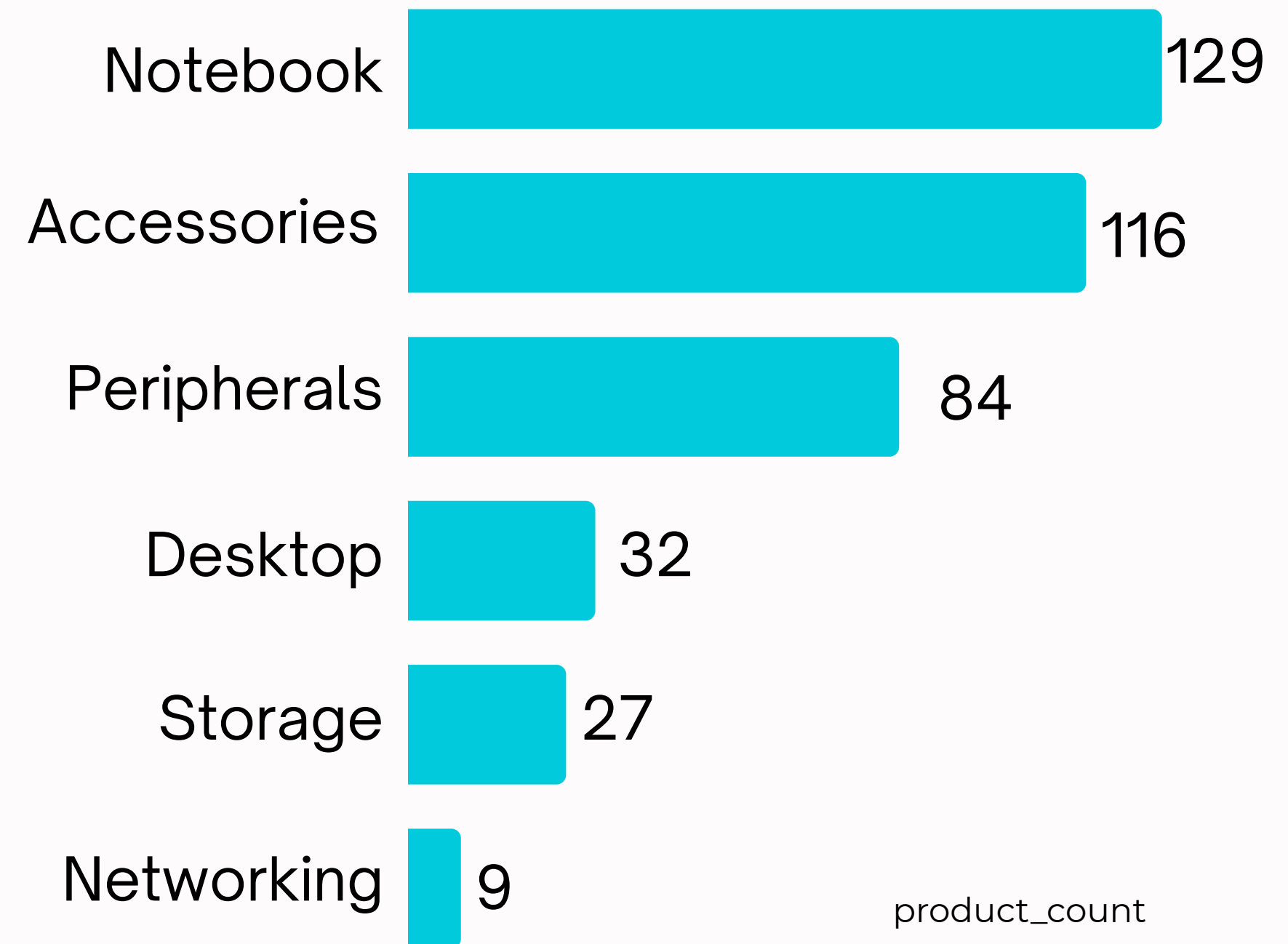
The products of Atliq Hardware increased from 245 in 2020 to 334 in 2021, showing a remarkable growth of 36%.



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

Atliq Hardware offers a diverse range of products in notebooks, accessories, and peripherals.

To meet all tech requirements, they should consider adding more options to desktops, storage, and networking.

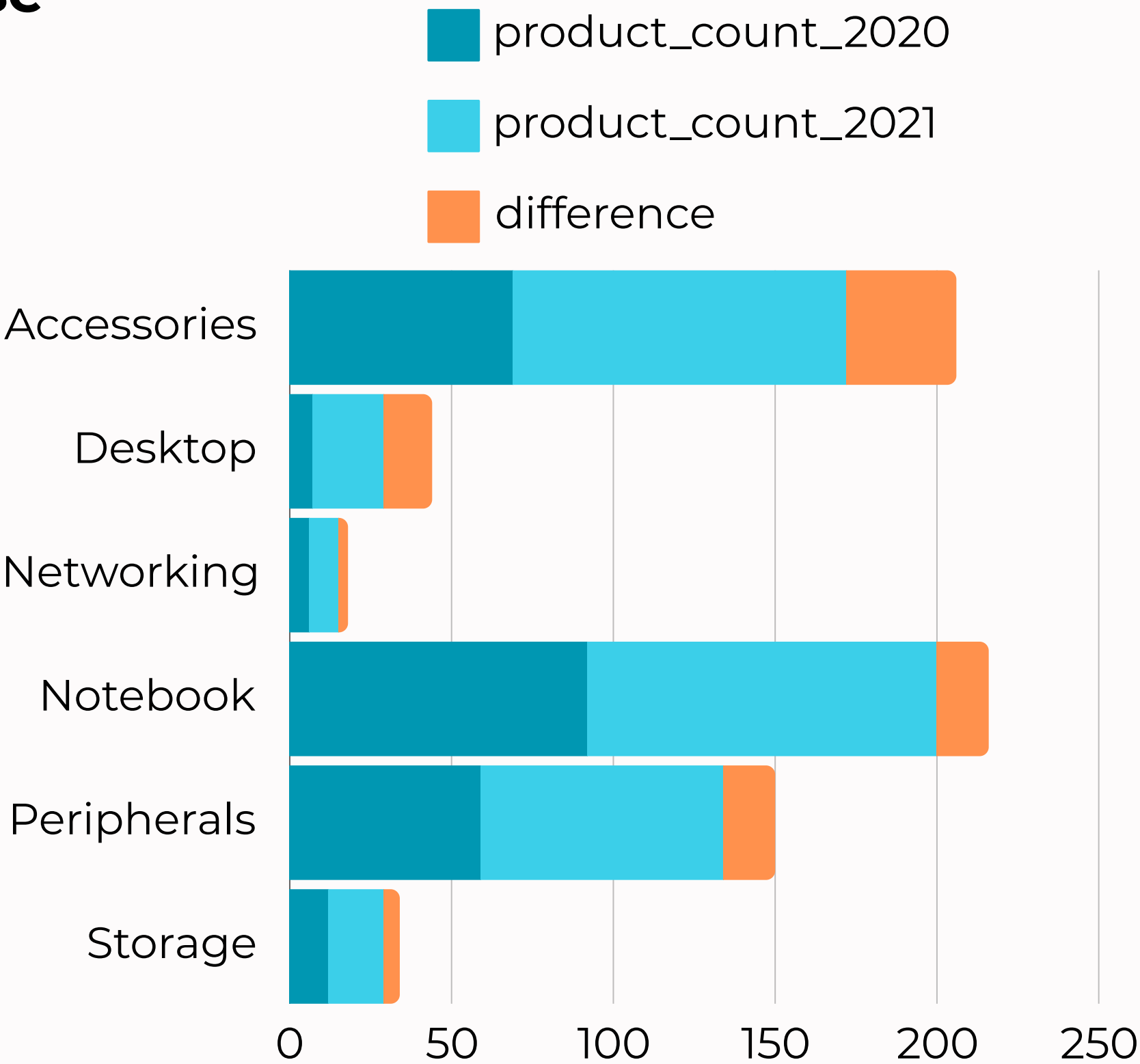




#4. Which segment had the most increase in unique products in 2021 vs 2020?

segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5

In 2021, the accessories category expanded from 69 products in 2020 to 103 products with the introduction of 34 new products.



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

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

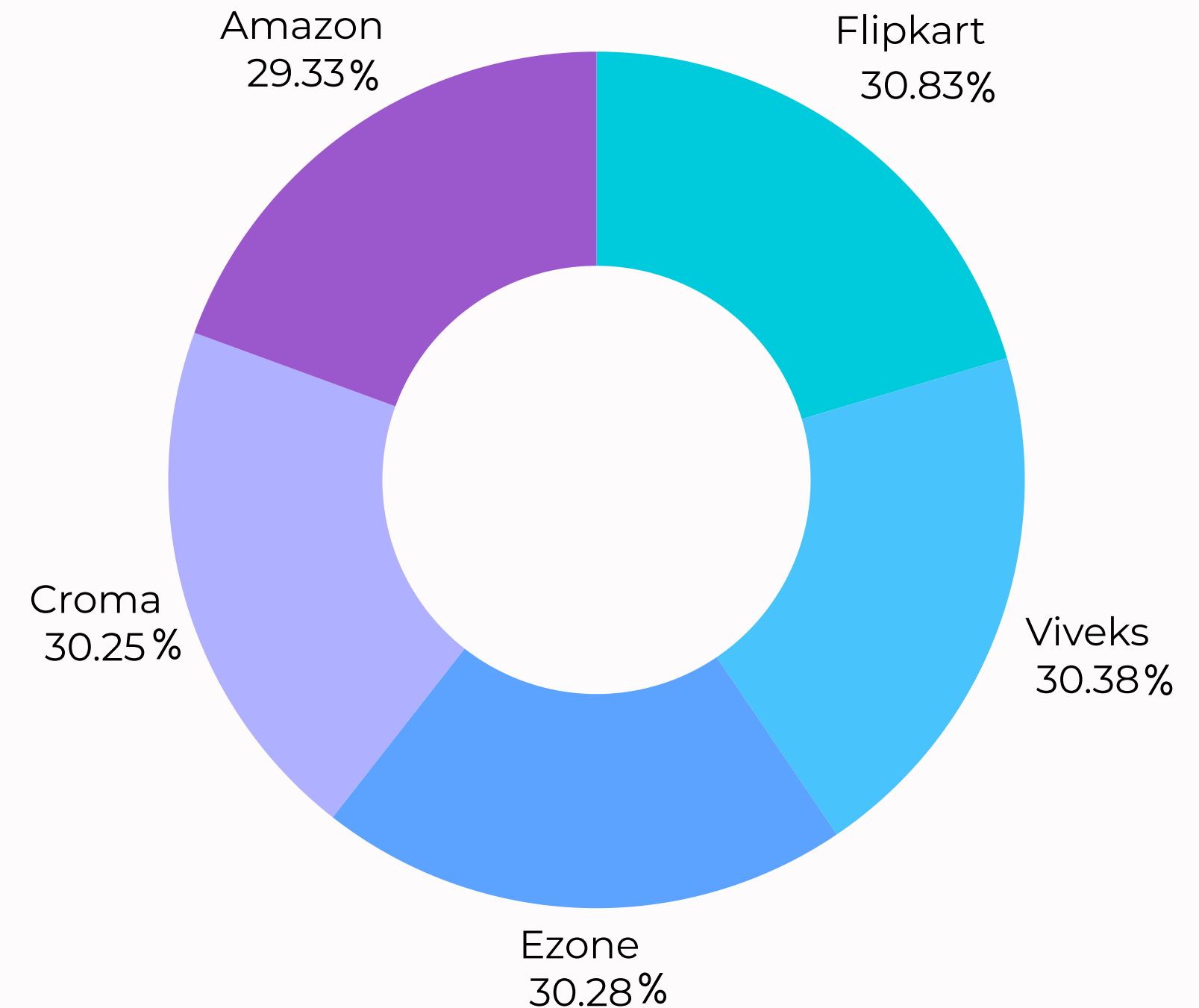
AQ HOME Allin 1 Gen 2 has the highest manufacturing cost at \$241 whereas AQ Master Wired x1 Ms has a lower manufacturing cost of \$0.9.

Understanding these cost structures is crucial for both pricing strategies and market positioning. Atliq Hardware seems to balance the investment in high-quality, feature-rich products with the affordability and accessibility of their simpler counterparts to cater to diverse consumer needs and preferences.

## #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.

In the fiscal year 2021, Flipkart, Viveks, Ezone, Croma, and Amazon emerged as the top 5 customers in the Indian market.

Among them, Flipkart stands out with the highest average pre-invoice discount percentage of 30.83%, while Amazon's average is relatively lower at 29.33%.



## #7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month.

In 2020, Atliq Exclusive had its lowest gross sales in March and April, but sales started to rise in September and peaked at 32 million in November.

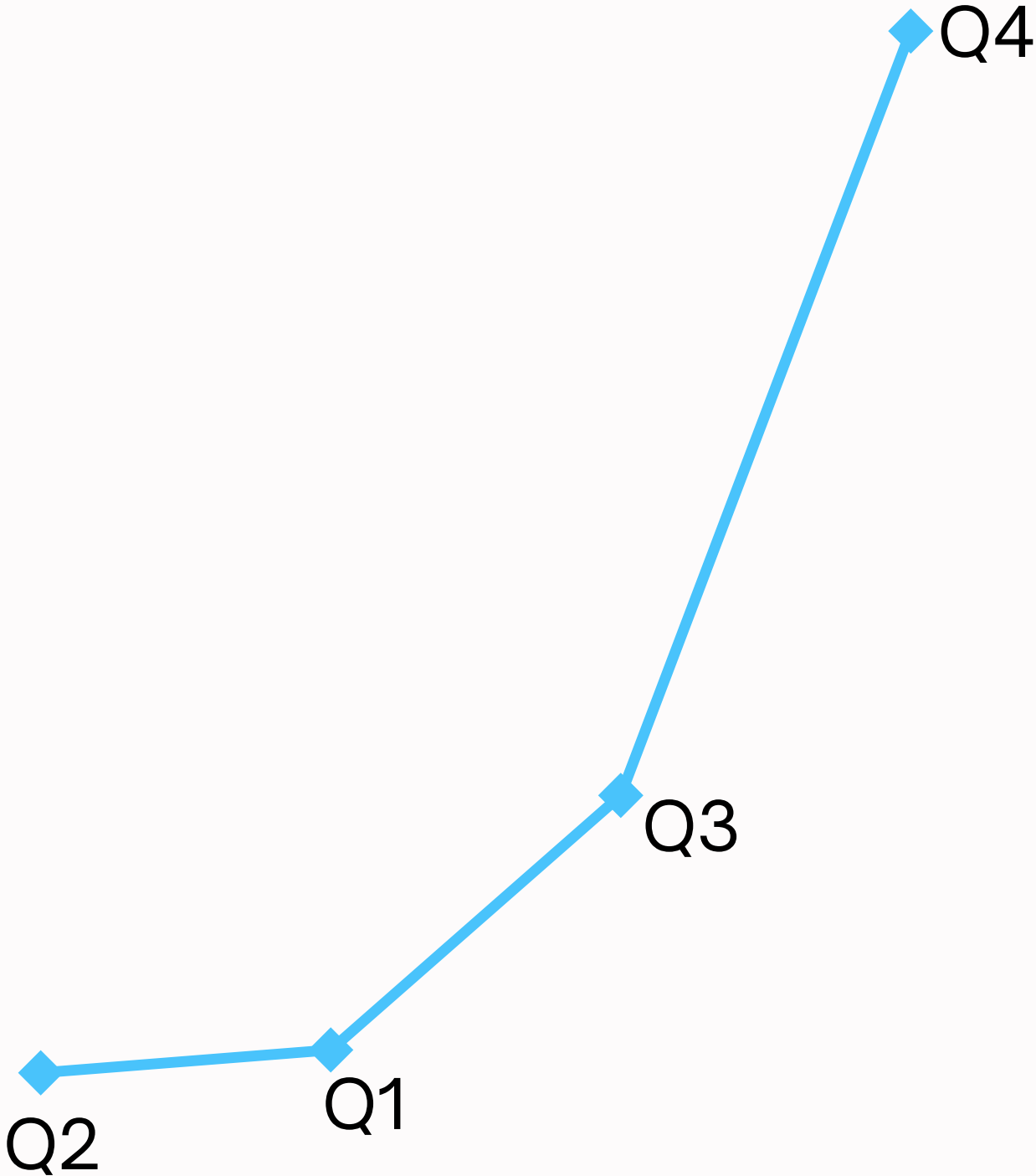
During 2021, there was an improvement in sales growth in March and April compared to 2020, with gross sales staying somewhat stable for rest of the year.

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

#8. In which quarter of 2020, got the maximum total\_sold\_quantity?

quarter	total_sold_quantity
2	3395899
1	3704398
3	7137551
4	17447125

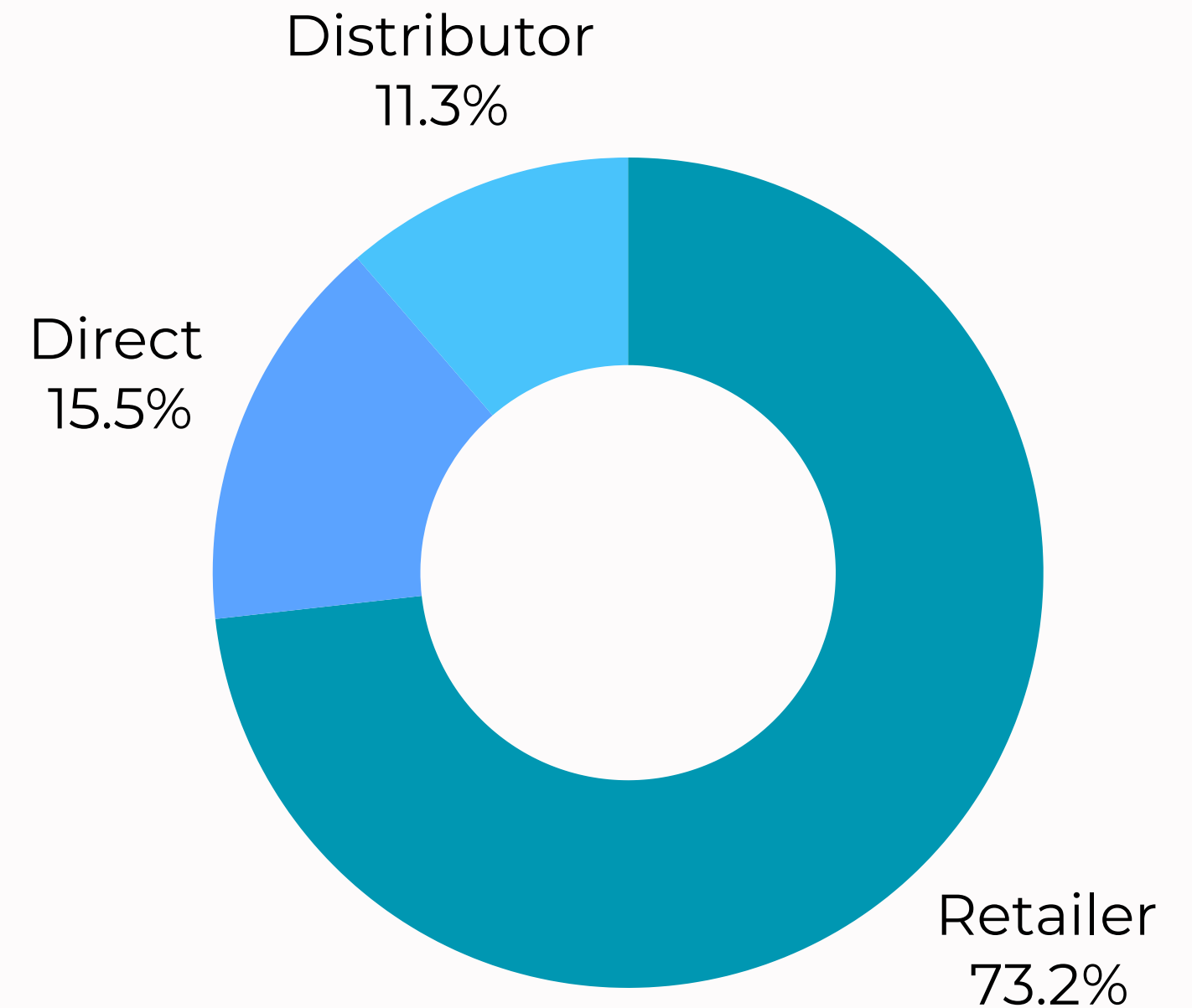
The highest number of units were sold in quarter 4, totaling 17,447,125.



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

channel	gross_sales_mln	percentage
Retailer	1924.17 M	73.22
Distributor	297.18 M	11.31
Direct	406.69 M	15.47

Retailer channel achieved the highest gross sales at \$1924.17 million, accounting for 73.2% of the total in 2021. Direct and Distributor channels made contributions of 15.5% and 11.3% respectively.





**#10. Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?**

division	product_code	product	total_sold_quantity
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373
N & S	A6818160202	AQ Pen Drive DRC	688003
N & S	A6819160203	AQ Pen Drive DRC	676245
P & A	A2319150302	AQ Gamers Ms	428498
P & A	A2520150501	AQ Maxima Ms	419865
P & A	A2520150504	AQ Maxima Ms	419471
PC	A4218110202	AQ Digit	17434
PC	A4319110306	AQ Velocity	17280
PC	A4218110208	AQ Digit	17275

In every division, there is at least one product with a diverse variant that holds two spots among the three top selling products.

# Recommendations

01

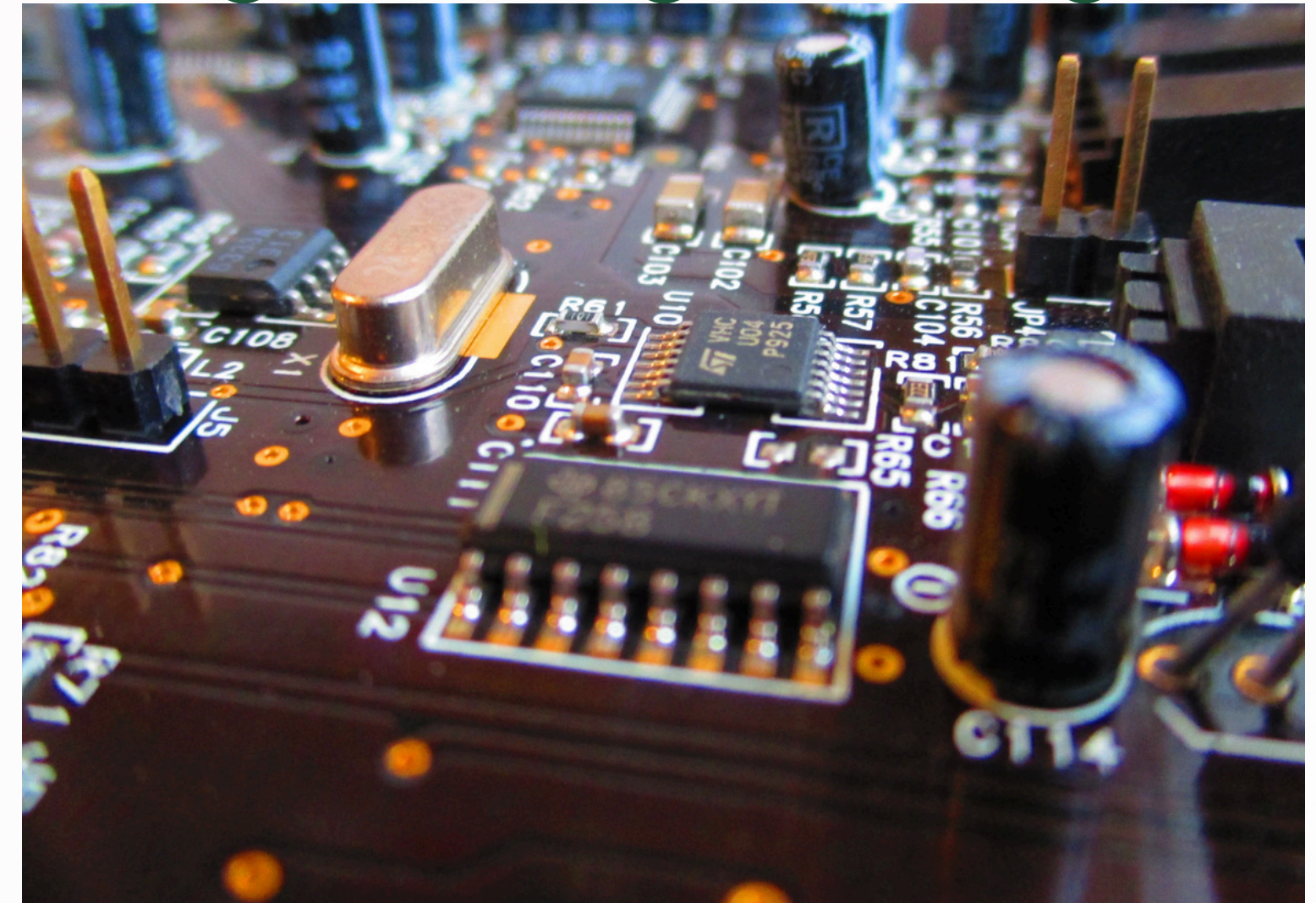
Improve product promotion by highlighting its unique features and benefits that set it apart from competitors. Showcase real-life testimonials from satisfied customers to build trust and authenticity. Offer limited-time promotions or exclusive deals.

02

Gain deeper insights into customer behavior to personalize marketing strategies and improve customer experiences. This not only helps in retaining existing customers but also attracts new ones through tailored engagements.

03

Focus on product diversification to appeal to a broad customer base.





Atliq Hardware

# THANK YOU!

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