

## CONSUMER GOODS AD-HOC INSIGHTS



# AtliQ Business Model

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

➤ AtliQ's Fiscal Year

(September 2019 - August 2019 ) - **FY 2020**

(September 2020 - August 2020) - **FY 2021**

# PROBLEM STATEMENT

Management noticed that they have insufficient insights to make quick and smart data- informed decisions. They want to expand their data analytics team by adding several junior data analysts.

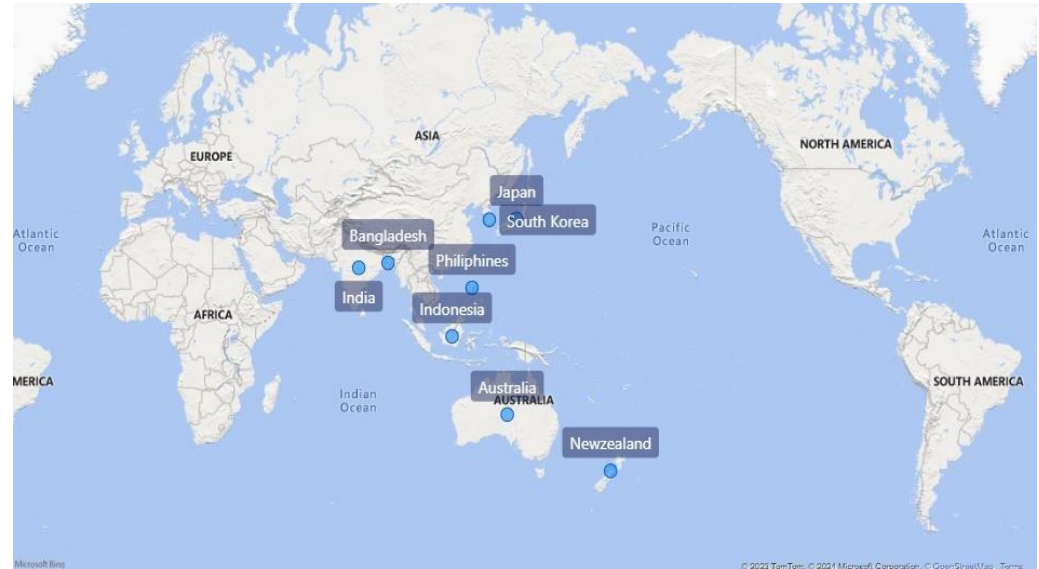
## APPROACH

They provide 10 Ad-hoc-Requests and asked us to solve using SQL Query ,convert SQL output into visualization and present Insights to Top-Level-Management.

# TASK 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
	Newzealand
	Bangladesh



## TASK 2

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



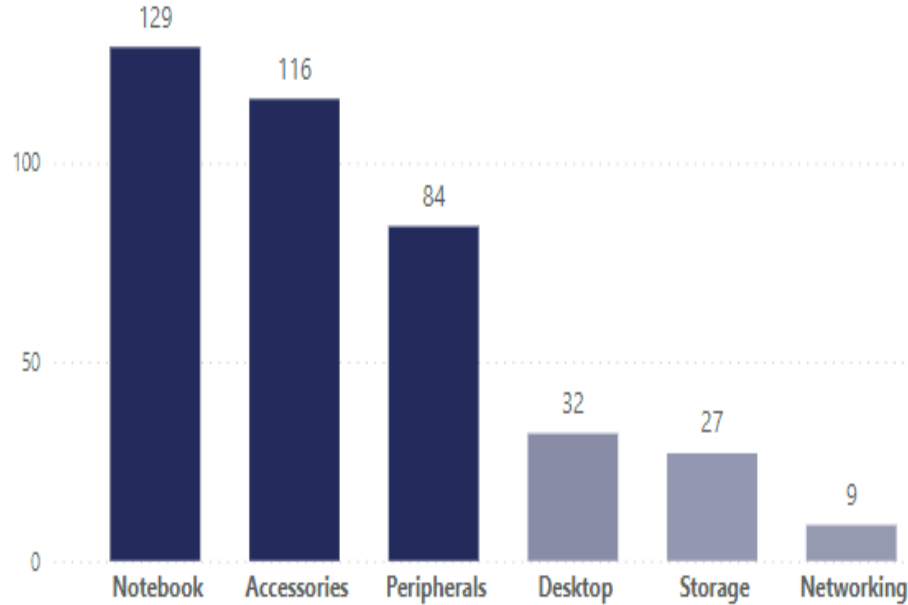
	unique_product_2020	unique_product_2021	Percentage_chg
▶	245	334	36.33

# TASK 3

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

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

## Segment Product Count



- The number of products we sell under the segment Notebook, Accessories & Peripherals are higher.
- We need to increase our sales and production in the Desktop, Networking & Storage segments by providing some discounts.

## TASK 4

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

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



## TASK 5

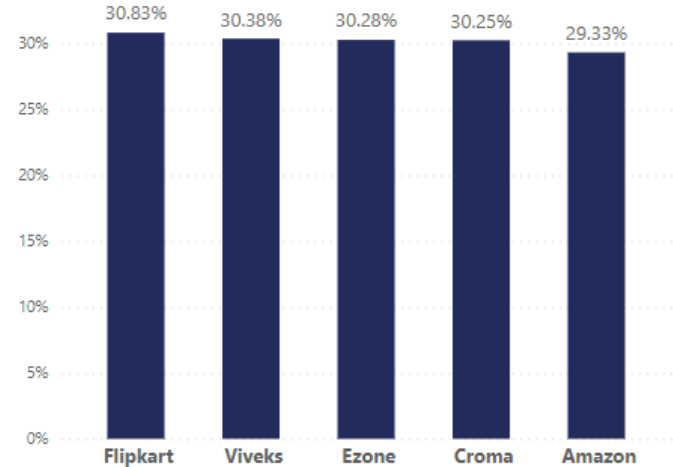
Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields, product\_code product manufacturing\_cost

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

# TASK 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. The final output contains these fields, customer\_code customer average\_discount\_percentage

customer_code	customer	Avg_Discount_Pct
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



# TASK 7

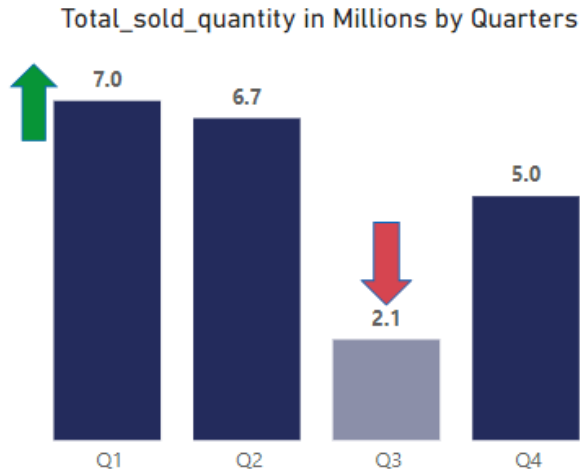
Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount

- Highest Sales : **November 2020**
- Lowest Sales : **March 2020**
- Due to COVID, sales were at their lowest in March, and they bounced back in November with sales reaching 20.46 million, the highest ever compared to the previous year's data

Month	Year	Gross_Sales_Amount
September (2019)	2020	4.50M
October (2019)	2020	5.14M
November (2019)	2020	7.52M
December (2019)	2020	4.83M
January (2020)	2020	4.74M
February (2020)	2020	4.00M
March (2020)	2020	0.38M
April (2020)	2020	0.40M
May (2020)	2020	0.78M
June (2020)	2020	1.70M
July (2020)	2020	2.55M
August (2020)	2020	2.79M
September (2020)	2021	12.35M
October (2020)	2021	13.22M
November (2020)	2021	20.46M
December (2020)	2021	12.94M
January (2021)	2021	12.40M
February (2021)	2021	10.13M
March (2021)	2021	12.14M
April (2021)	2021	7.31M

## TASK 8

Neptune is the farthesIn 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\_quantityt planet

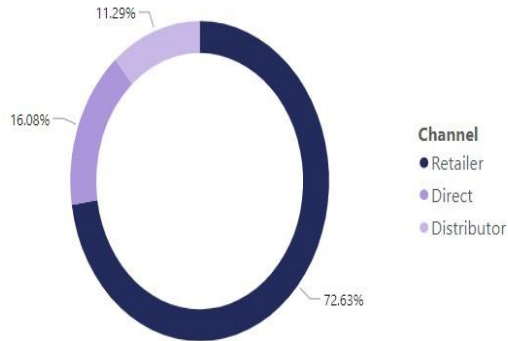


Quarters	Total_sold_quantity_mln
Q1	7.01M
Q2	6.65M
Q3	2.08M
Q4	5.04M

# TASK 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 percentage

Percentage\_Contribution by Channel



channel	Gross_Sales_Mln	Percentage_Contribution
Retailer	1598.16M	72.62%
Distributor	248.47M	11.29%
Direct	353.96M	16.08%

- Retailer is the highest contributor in Gross\_Sales with 72.62%
- Distributor and Direct is the remaining 25% contribution

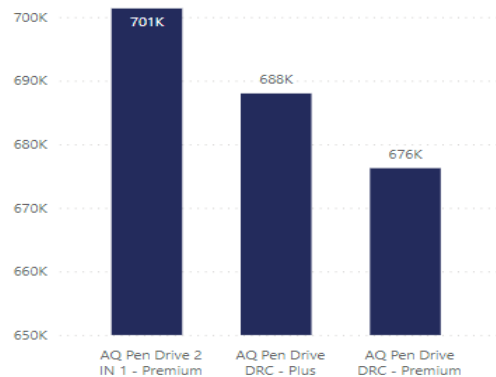
# TASK 10

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

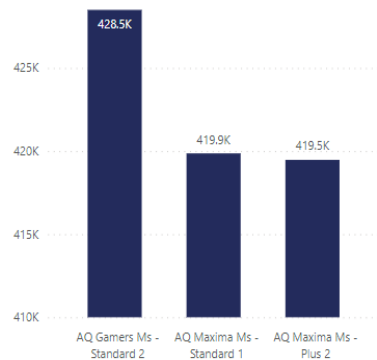
division	product_code	product	Total_sold_quantity	rnk
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3



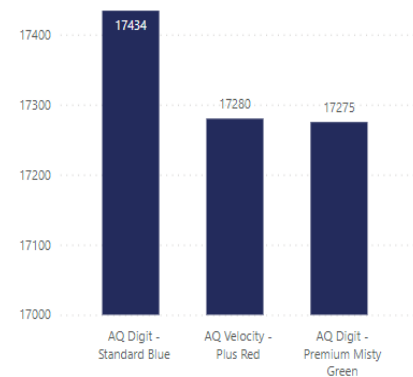
### Top 3 Products of N & S



### Top 3 Products of P & A



### Top 3 Products of PC





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THANK YOU**