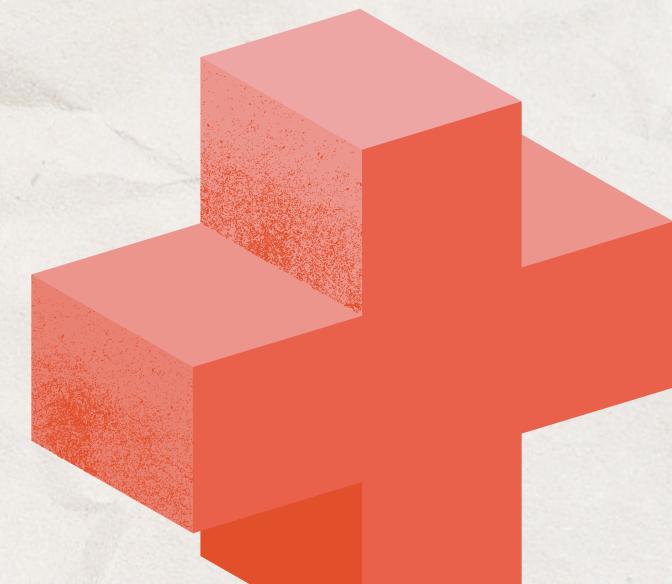




# CONSUMER GOODS AD HOC INSIGHTS →

Santhosh Kumar V

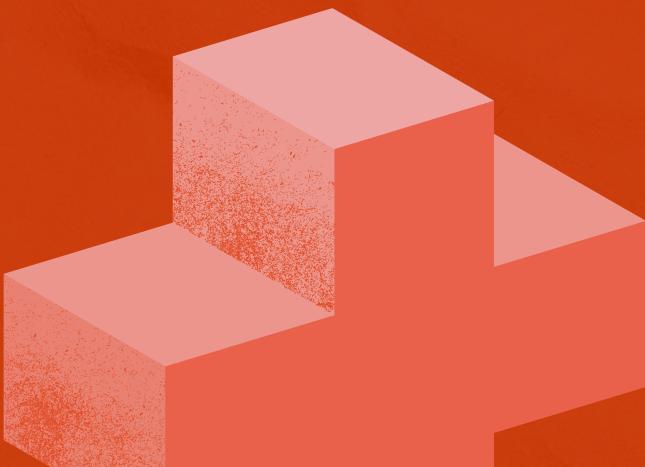




# Agenda

Objective

Ad hoc Request with Outputs and  
Insights





# Overview

- AtliQ Hardwares (imaginary company) is one of the leading computer hardware producers in India and has expanded well in other countries too
- Industry: Consumer Electronics / Technology
- Business Model: Manufactures and sells tech products across APAC, Europe, and other global markets
- Product Lines: Laptops, Desktops, Tablets, and related electronics
- Customers: Distributors and retailers like Atliq Exclusive, Atliq Premium, etc.
- Markets: Operates across India, Japan, Australia, Bangladesh, South Korea, Indonesia, Philippines, and New Zealand
- Channels: Online, offline, B2B (business-to-business)



# Objective

- To assist Atliq Hardware's management in making data-informed strategic decisions by responding to 10 ad-hoc business requests through structured SQL analysis and reporting, focusing on the Consumer Goods domain.



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

## OUTPUT

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

## INSIGHTS



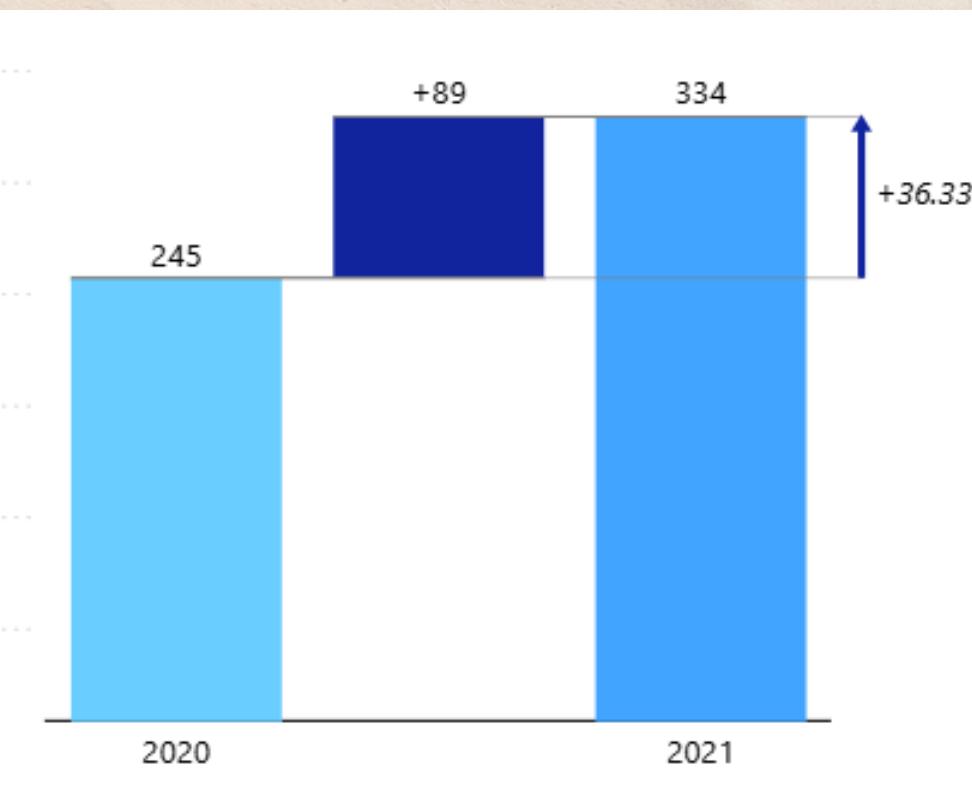


## Adhoc Request 2: What is the percentage of unique product increase in 2021 vs. 2020?

### OUTPUT

	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33

### INSIGHTS



- Atliq Hardware expanded its product offerings by 36.33% in 2021 compared to 2020, increasing from 245 to 334 unique products.



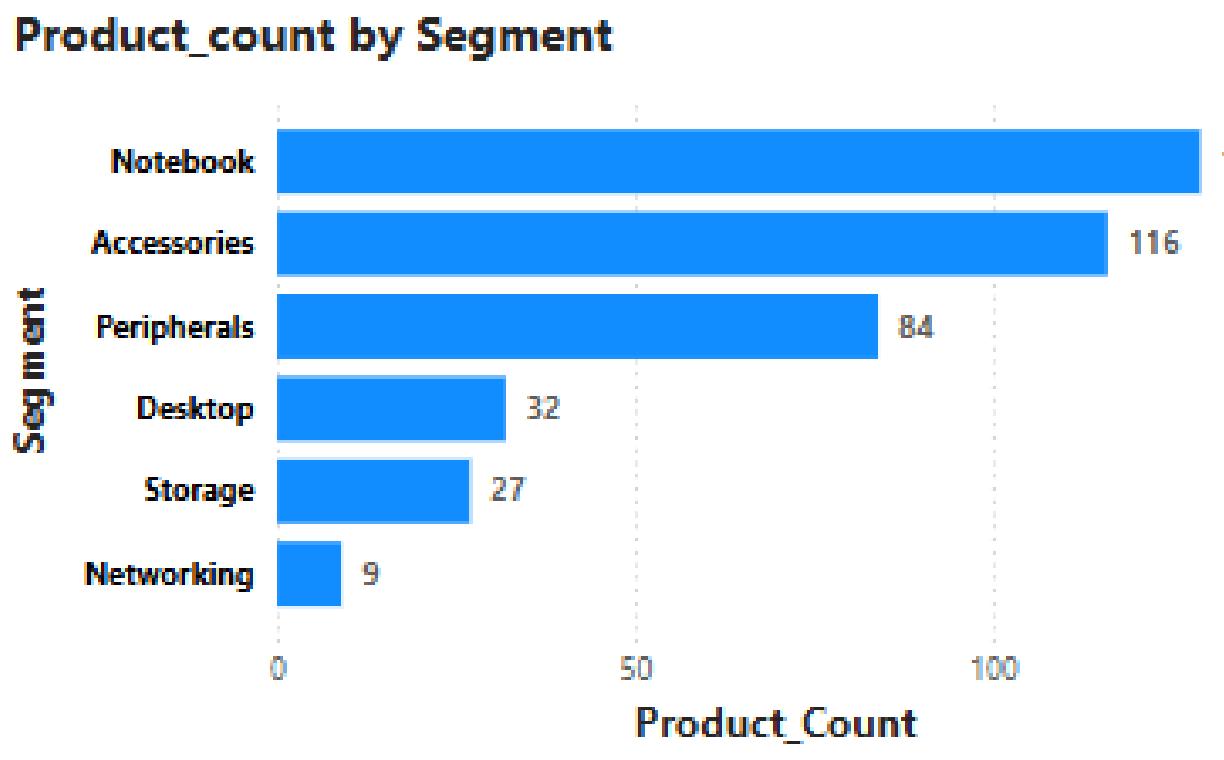
**Adhoc Request 3:** Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

## OUTPUT

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



# INSIGHTS



- With 129 products, Notebook dominates the product portfolio, suggesting a strong focus on the portable computing market.
- Accessories (116) and Peripherals (84) make up a large part of the product mix, indicating Atliq is leveraging add-ons and complementary items for revenue growth. Desktop(32), Networking (9) and Storage (27) products are the least developed segments.



## Adhoc Request 4: Which segment had the most increase in unique products in 2021 vs 2020?

### OUTPUT

	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



## INSIGHTS

segment	Unique_Products_2020	Unique_Products_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

- Accessories segment saw the highest increase with +34 new unique products — a 49% growth
- Notebook and Peripherals each grew by +16, showing consistent innovation or diversification
- Desktop grew from 7 to 22 — a 214% increase.
- Storage (+5) and Networking (+3) had low absolute and relative growth, possibly signaling.



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

## OUTPUT

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



## Insights



**240.54**

A6120110206  
AQ HOME Allin1 Gen 2  
Personal Desktop



**0.89**

A2118150101  
AQ Master wired x1 Ms  
Mouse



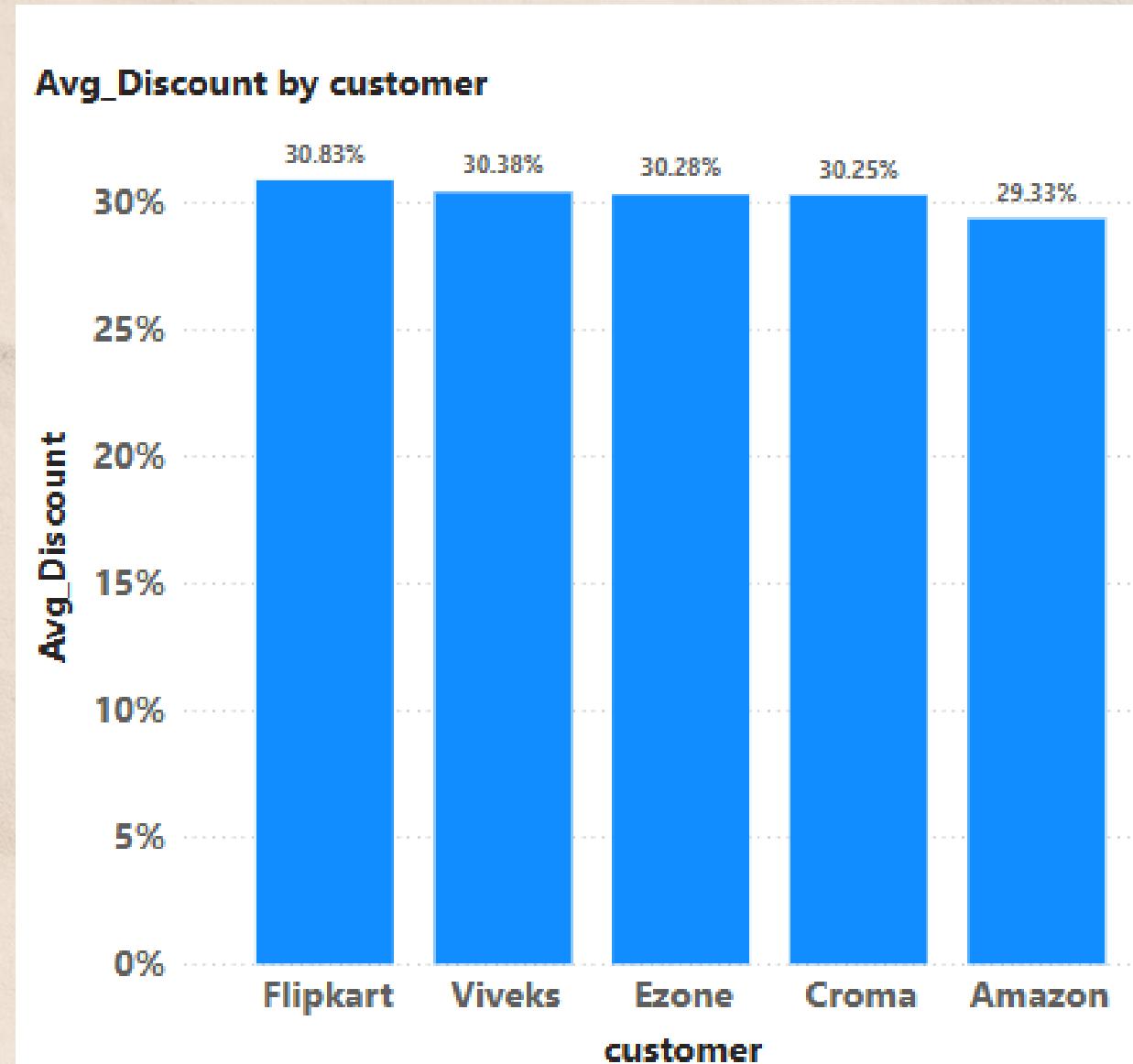
**Adhoc Request 6: Generate a report which contains the top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market.**

## OUTPUT

	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



# INSIGHTS



- Flipkart Receives the Highest Avg Discount (30.83%)
- Amazon Receives the Lowest (29.33%)
- Top 4 Customers Are All Above 30%



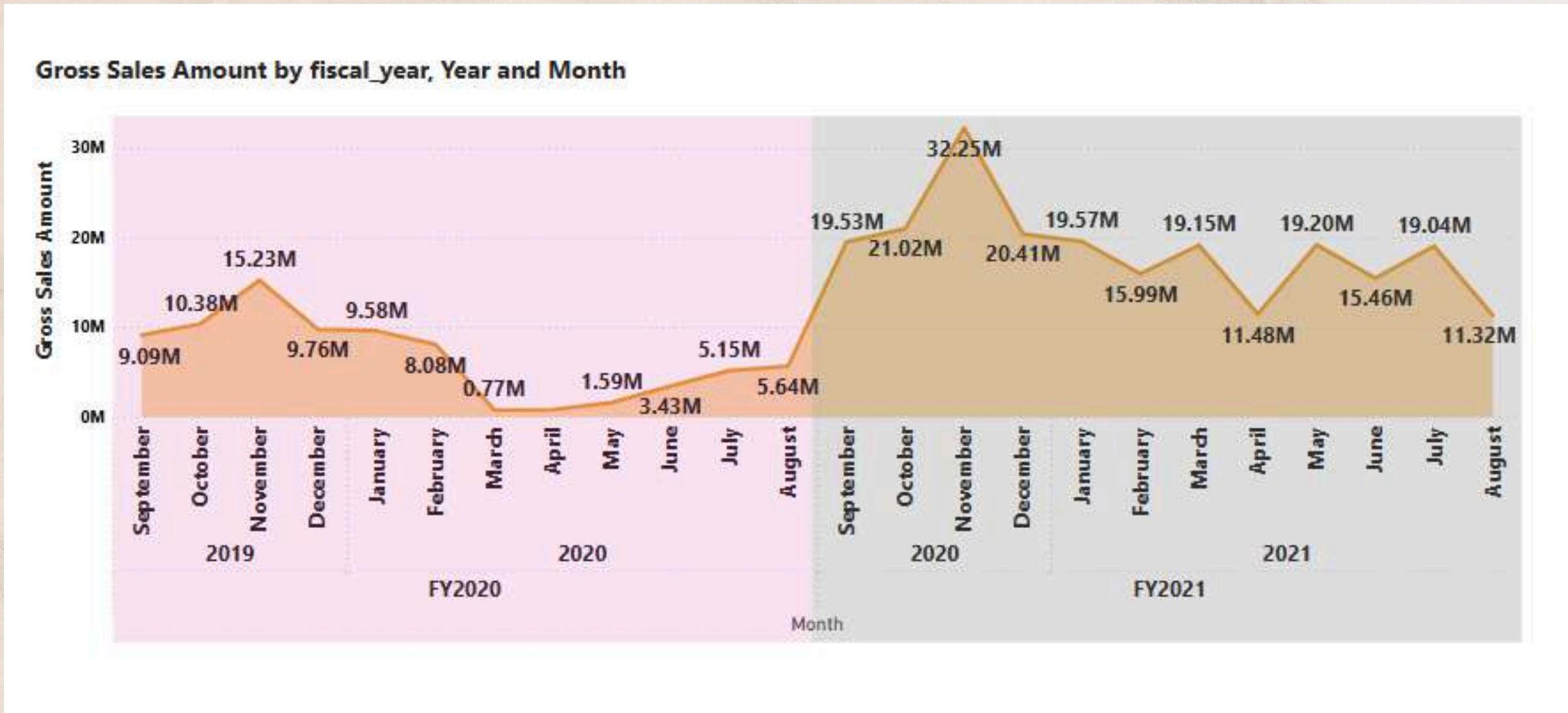
**Adhoc Request 7: Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month .**

## OUTPUT

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



# INSIGHTS



- November 2020 (FY2021) recorded the highest gross sales at 32.25M.
- March 2020 (FY2020) had the lowest gross sales at 0.77M.



Adhoc Request 8: In which quarter of 2020, got the maximum total\_sold\_quantity?

## OUTPUT

	Quarters	total_sold_quantity
▶	[Q1] September	1.76M
	[Q1] October	2.19M
	[Q1] November	3.05M
	[Q2] December	3.18M
	[Q2] January	1.76M
	[Q2] February	1.70M
	[Q3] March	0.24M
	[Q3] April	0.82M
	[Q3] May	1.02M
	[Q4] June	1.56M
	[Q4] July	1.69M
	[Q4] August	1.79M



# INSIGHTS



- Q1 recorded the highest total sold quantity at 7.01 million units, making it the top-performing quarter in terms of volume.
- Q1 may coincide with strong seasonal demand, new product launches, or effective promotional campaigns.



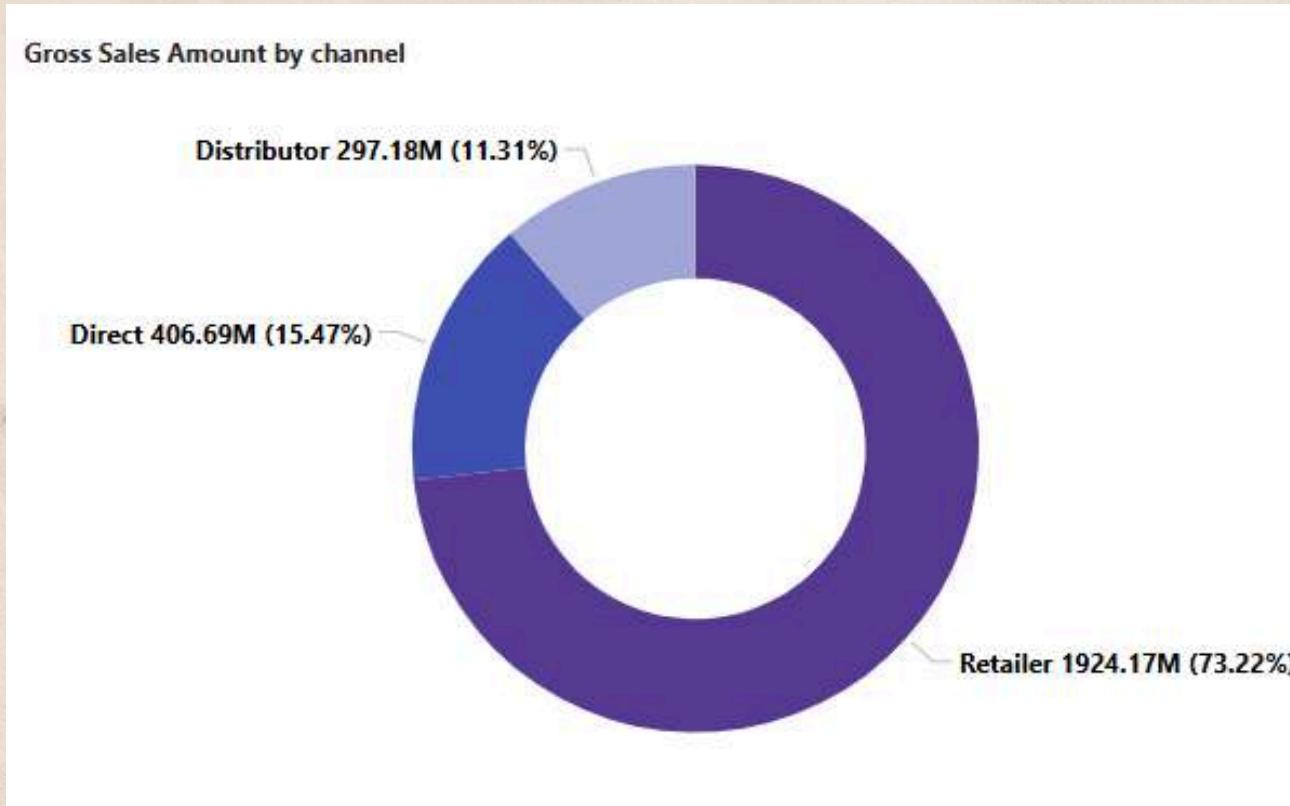
Adhoc Request 9: Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

## OUTPUT

	channel	gross_sales_mln	percentage
▶	Retailer	1924.17 M	73.2169 %
	Direct	406.69 M	15.4750 %
	Distributor	297.18 M	11.3080 %



# INSIGHTS



- Retailer channel dominates the sales with ₹1924.17M, accounting for 73.22% of total gross sales.
- The Direct channel follows distantly with ₹406.69M (15.47%).
- The Distributor channel contributes the least, generating ₹297.18M (11.31%).



Adhoc Request 10: Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?

## OUTPUT

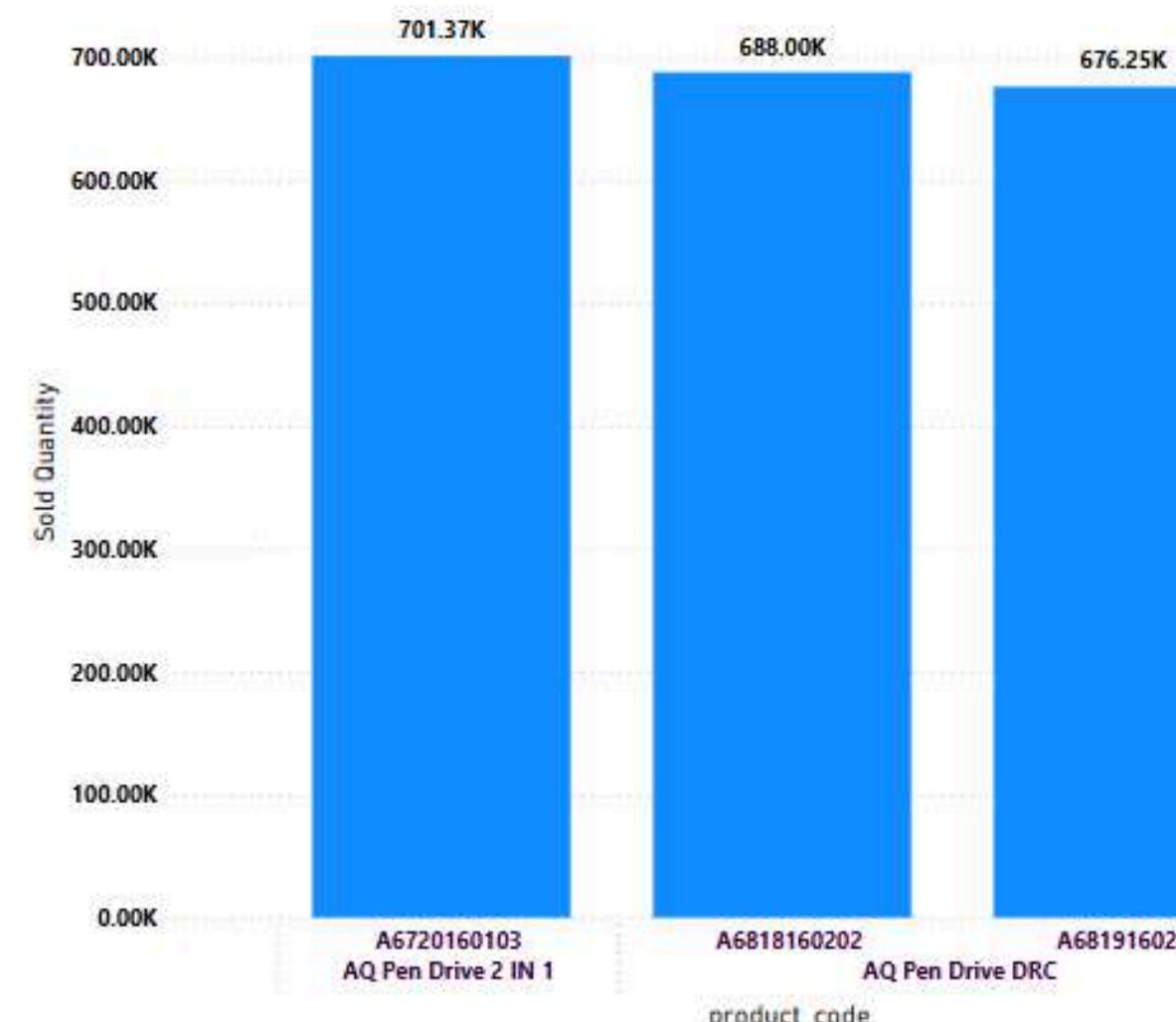
	division	product_code	product	total_sold_quantity	rank_order
▶	N & S	A6720160103	AQ Pen Drive 2 IN 1 [Premium]	701373	1
	N & S	A6818160202	AQ Pen Drive DRC [Plus]	688003	2
	N & S	A6819160203	AQ Pen Drive DRC [Premium]	676245	3
P & A	A2319150302	AQ Gamers Ms [Standard 2]	428498	1	
P & A	A2520150501	AQ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



# INSIGHTS

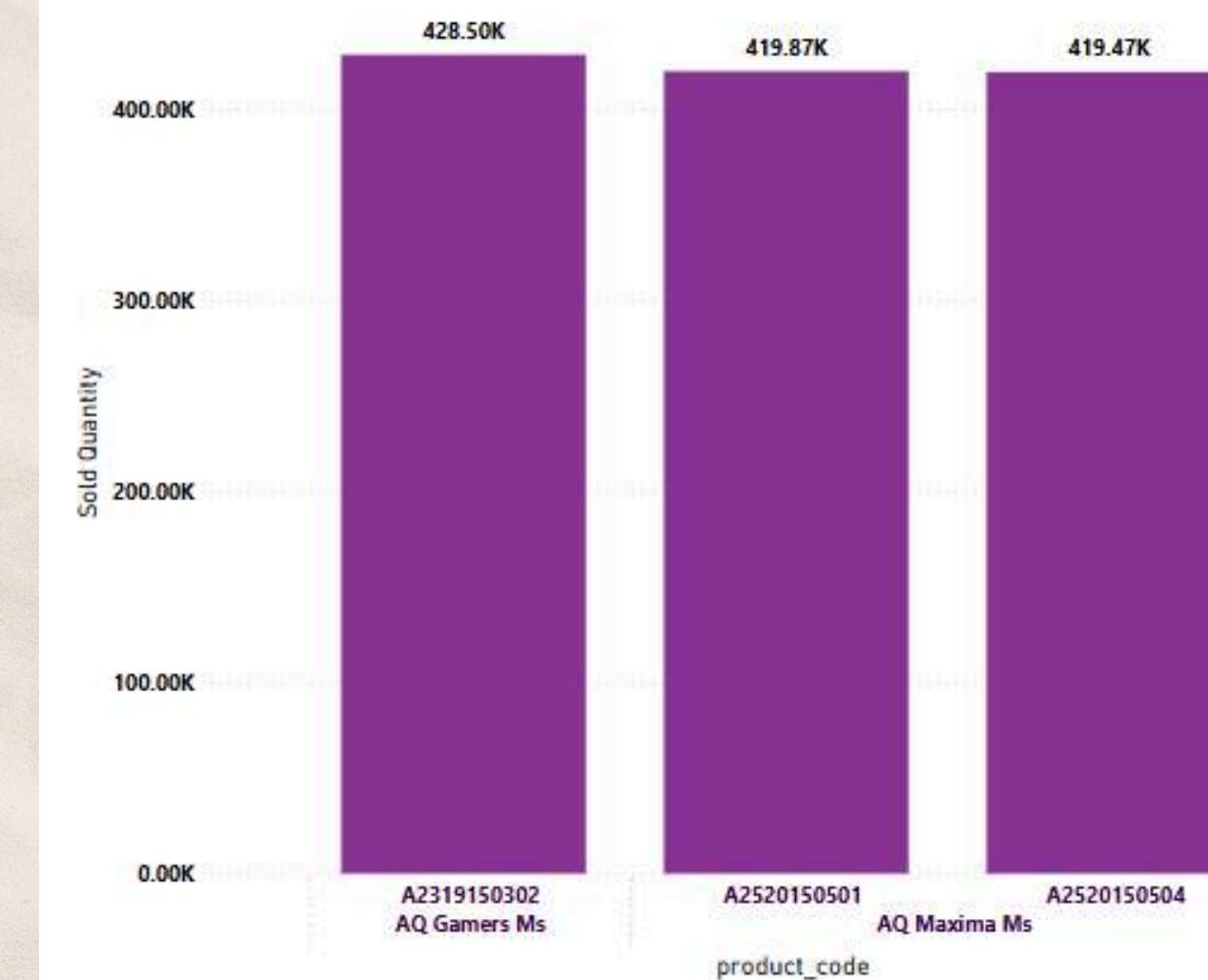
Sold Quantity by product, product\_code and division

division ● N & S



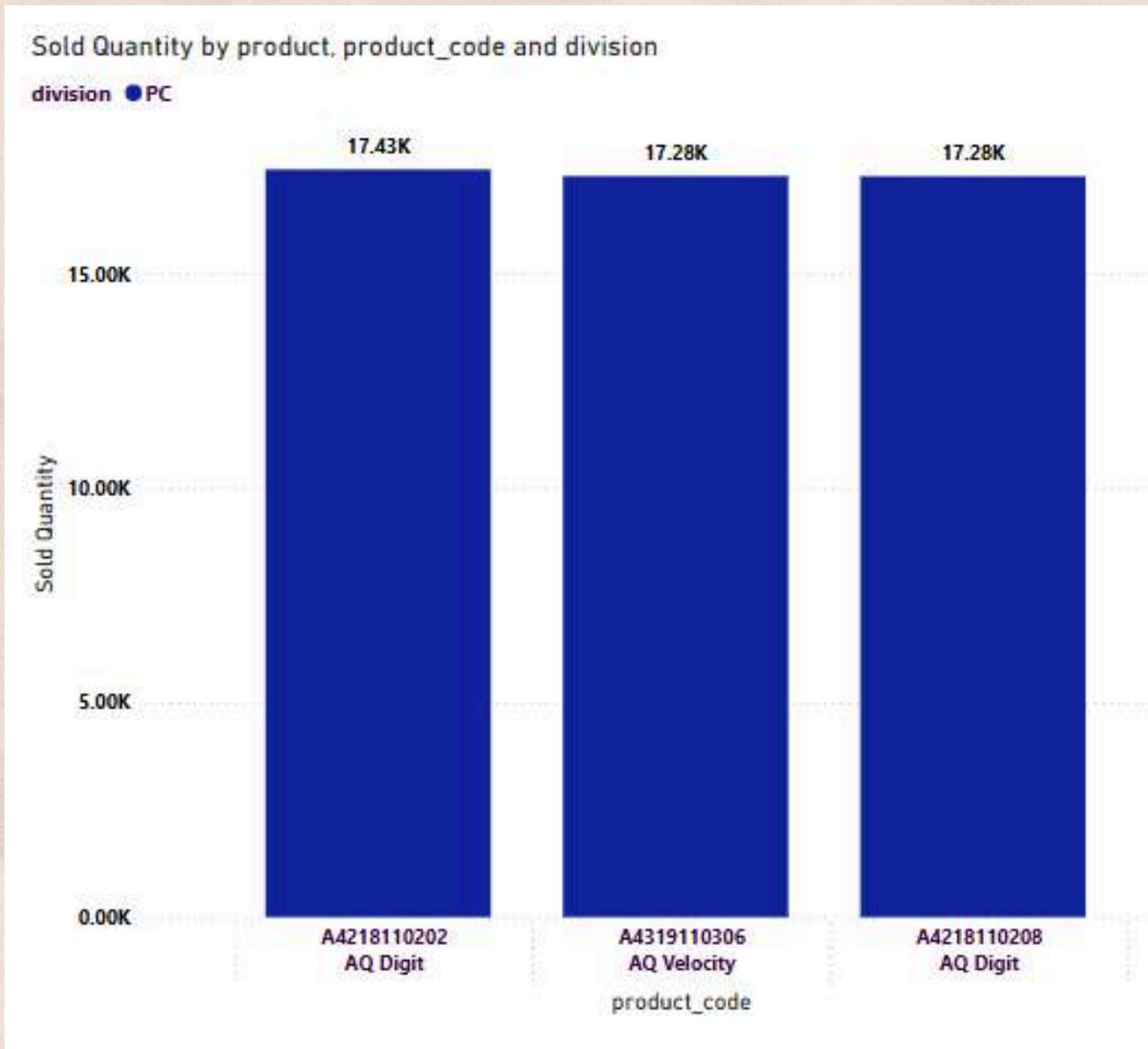
Sold Quantity by product, product\_code and division

division ● P & A





# INSIGHTS





# Thank You.