BUSINESS SALES INSIGHTS

By

Sandhiya

List of markets/region operates in the business

There are totally 27 market operates in the business

market
India
Indonesia
Japan
Pakistan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

France
Germany
Italy
Netherlands
Norway
Poland
Portugal
Spain
Sweden

Austria
United King...
USA
Canada
Mexico
Brazil
China
Chile
Columbia

Provide the lists of markets based on region

There are 4 region

APAC - Asia Pacific region

LATAM - Latin America

EU - European Union

NA - North America

APAC

market
India
Indonesia
Japan
Pakistan
Philiphines
South Korea
Australia
Newzealand
Bangladesh
China

LATAM

market
Mexico
Brazil
Chile
Columbia

EU

market
France
Germany
Italy
Netherlands
Norway
Poland
Portugal
Spain
Sweden
Austria
United King...

NA

market
USA
Canada

Provide the lists of markets in which "**AtliQ Exculsive**" operates its business in the **APAC region**

```
select distinct(market) from dim_customer
where region="APAC"
And customer= "Atliq Exclusive";
```

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

```
select market,
sum(forecast_quantity) as total_qty
from dim_customer c
join fact_forecast_monthly f
on c.customer_code = f.customer_code
where  region="APAC" and customer= "Atliq Exclusive"
group by market
order by total_qty desc;
```

market	total_qty
India	5015716
South Korea	1346187
Indonesia	1095752
Australia	801183
Philiphines	619236
Bangladesh	404910
Newzealand	335829
Japan	158002

What is the percentage increase of unique product in 22 vs 21?

```
with cte21 as
(select count(distinct(product_code)) as product21
from fact_gross_price where fiscal_year=21),
 cte22 as
(select count(distinct(product_code)) as product22
 from fact_gross_price where fiscal_year=22),
 select *,
round((product22-product21)*100/product21,2) as percentage_chg
from cte21
cross join
cte22
```

	product21	product22	percentage_chg
▶	334	345	3.29

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

```
select segment,
count(distinct(product_code)) as count_product
from dim_product
group by segment
order by count_product desc
```

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

Which segment has the most unique product in 2022 vs 2021?

```
With ste1 as (select p.segment,
count(distinct(product_code)) as count_product20
from dim_product p
join fact_gross_price f
using (product_code)
where fiscal_year = 20
group by segment
order by count_product20 desc),

Ste2 as (select p.segment,
count(distinct(product_code)) as count_product21
from dim_product p
join
fact_gross_price fusing (product_code)
where fiscal_year = 21
group by segment
order by count_product desc),
```

```
select ste21.segment,
count_product21,
count_product20,
(count_product21 - count_product20) as difference
from ste20
Join
ste21using (segment)
order by difference desc;
```

segment	count_product21	count_product20	difference
Accessories	103	69	34
Notebook	108	92	16
Peripherals	75	59	16
Desktop	22	7	15
Storage	17	12	5
Networking	9	6	3

Get the product that have highest and lowest gross_price

```
select p.product,
p.product_code,
s.manufacturing_cost
from dim_product p
join
fact_manufacturing_cost s
using (product_code)
where manufacturing_cost = (select max(manufacturing_cost)from fact_manufacturing_cost)
or
manufacturing_cost = (select min(manufacturing_cost)from fact_manufacturing_cost)
order by manufacturing_cost desc
```

product	product_code	manufacturing_cost
AQ HOME Allin1 Gen 2	A6121110208	263.4207
AQ Master wired x1 Ms	A2118150101	0.8654

Which channel help to bring more gross_price_mln and the percentage of contribution(2018-22)

```
With cte1 as (select c.channel,
round(sum(g.gross_price * s.sold_quantity)/1000000,2) as gross_price_mln
from dim_customer c
join
fact_sales_monthly s
on c.customer_code = s.customer_code
join fact_gross_price g
on s.product_code = g.product_code and
  s.fiscal_year = g.fiscal_year
group by c.channel
 order by gross_price_mln)

select *,
CONCAT(round(gross_price_mln *100/sum(gross_price_mln)over(),2)) as gross_price_pct
 from cte1
```

channel	gross_price_mln	gross_price_pct
Retailer	834.51	72.86
Direct	177.76	15.52
Distributor	133.05	11.62

In which of the Quarters (2021),has the maximum Total_sold_quantity

```
With Cte1 as (select * ,
Case
WHEN MONTH(S.DATE) IN (9,10,11) THEN "Q1“
 WHEN MONTH(S.DATE) IN (12,1,2) THEN "Q2"
WHEN MONTH(S.DATE) IN (3,4,5) THEN "Q3“
ELSE "Q4“
end as Quarter
from fact_sales_monthly s
where fiscal_year = 2021),

select Quarter,
sum(sold_quantity) as Total_sold_quantity
from cte1
group by Quarter
order by total_sold_quantity desc
```

Quarter	Total_sold_quantity
Q1	14476194
Q2	13812652
Q3	10984739
Q4	10890997

Top 5 customers who received an average an high_pre_invoice_discount

```
select c.customer ,
c.customer_code ,
concat(round(avg(p.pre_invoice_discount_pct)*100,2),'%') as avg_discount_pct
from dim_customer c
join fact_pre_invoice_deductions p
using (customer_code)
where p.fiscal_year = 2022 and c.market = "india“
group by c.customer_code
order by avg_discount_pct desc
limit 5
```

customer	customer_code	avg_discount_pct
Amazon	90002016	30.22%
Atliq e Store	70002018	29.31%
Amazon	90002008	29.12%
Ezone	90002003	28.67%
Viveks	90002006	28.41%

Total net sales based on the fiscal year of the AtliQ Customers

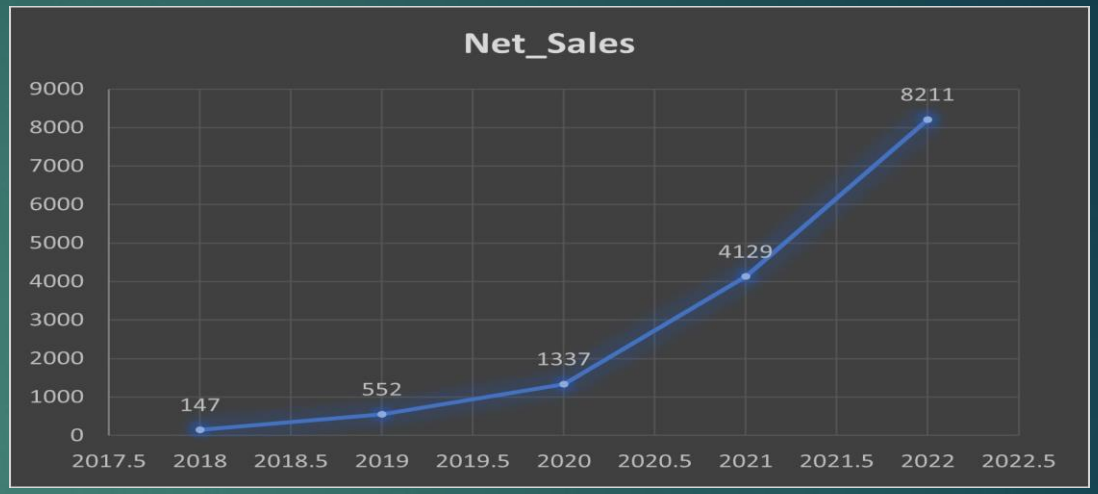
The total net sales are calculated in millions

Group by fiscal_year

fiscal_year	total_net_sale
2022	8211.13
2021	4129.43
2020	1337.40
2019	551.82
2018	146.58

Conversion of output to visuals

fiscal_year	total_net_sale
2022	8211.13
2021	4129.43
2020	1337.40
2019	551.82
2018	146.58



Insights

AtliQ'S net sales are steadily growing at the rate approximately 200% annually.

Strategic decision are **positively** impacting revenue generation for the customer.

Top 5 customers of the net sales in 2021 and 2022

```
select c.customer,
round(sum(net_sales)/1000000,2) as Net_Sales
from net_sale n
join dim_customer c
on n.customer_code=c.customer_code
where fiscal_year =in_fiscal_year
group by customer
order by Net_sales desc
limit 5;
```

2021

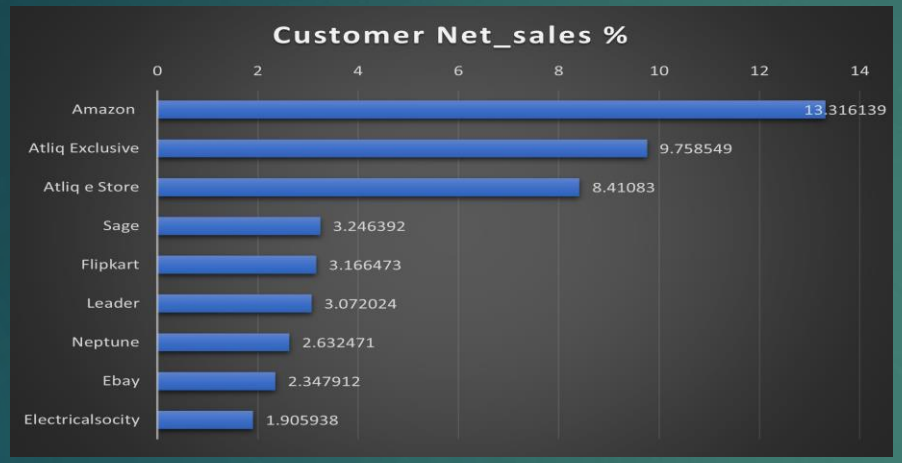
customer	Net_Sales
Amazon	109.97
Atliq Exclusive	80.59
Atliq e Store	69.46
Sage	26.81
Flipkart	26.15

2022

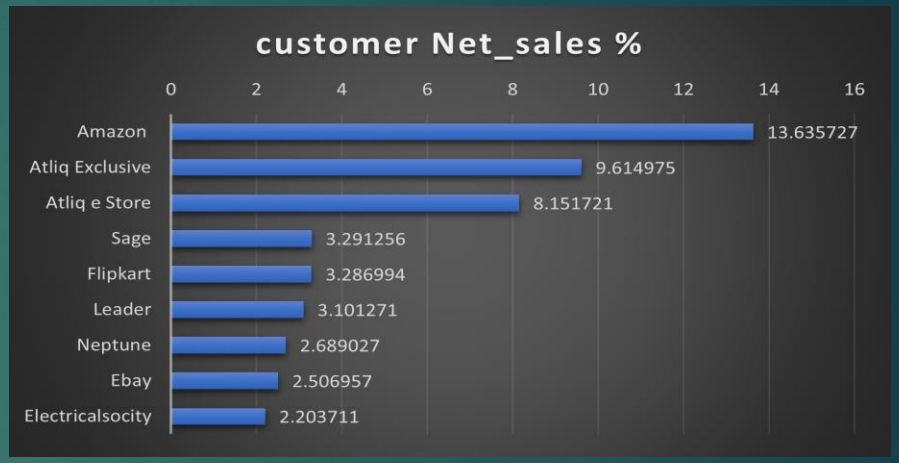
customer	Net_Sales
Amazon	223.93
Atliq Exclusive	157.90
Atliq e Store	133.87
Sage	54.05
Flipkart	53.98

Global Customers net sale %

2021



2022



Insight

The maximum sales percentage through amazon which is 13.32 %

The maximum sales percentage through amazon which is 13.63 %

overall % difference in net_sales = **+/- (1 to 3) %**

Top 3 markets in the net sales in the year 2021vs 2022

```
select market,
round(sum(net_sales)/1000000,2) as Net_Sales_mln
from net_sale
where fiscal_year = in_fiscal_year
group by market
order by Net_sales_mln desc
limit 3;
```

2021

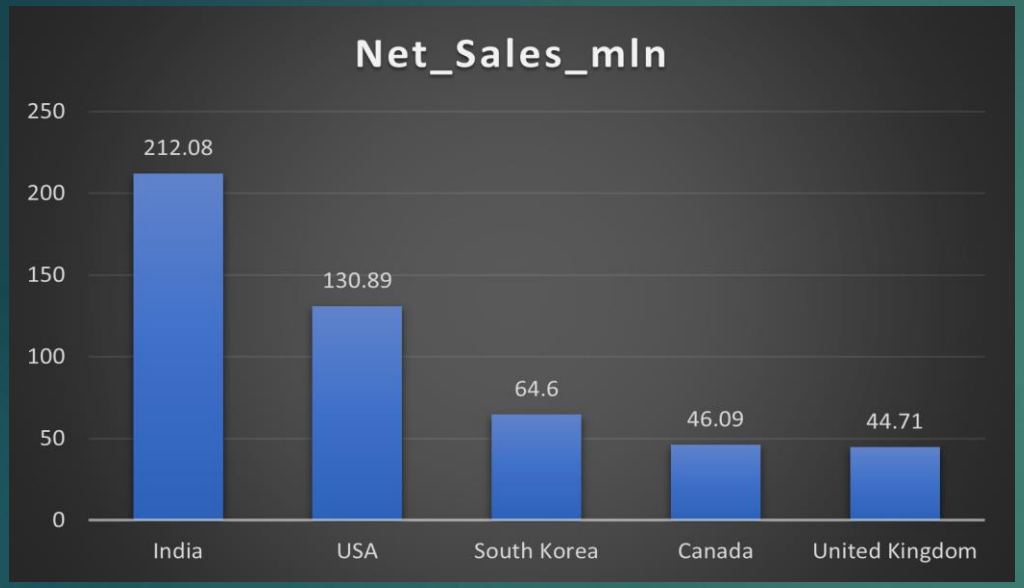
market	Net_Sales_mln
India	212.08
USA	130.89
South Korea	64.60

2022

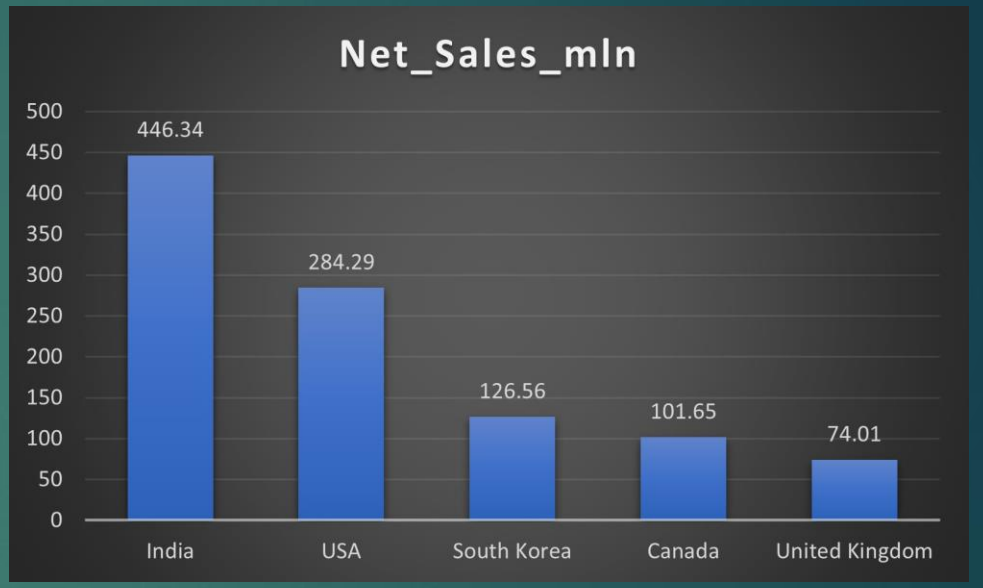
market	Net_Sales_mln
India	446.34
USA	284.29
South Korea	126.56

Market values to visuals

2021



2022



Insights

The overall increased percentage from all markets approximately 100-150%.

For India increased percentage is 110.45%

Top 5 product in the net sales in the 2021 and 2022

```
select p.product,
round(sum(net_sales)/1000000,2) as Net_Sales
from net_sale n
join dim_product p
on n.product_code=p.product_code
where fiscal_year =in_fiscal_year
group by product
order by Net_sales desc
limit 5;
```

2021

product	Net_Sales
AQ BZ Allin1	33.82
AQ Qwerty	27.91
AQ Trigger	27.02
AQ Gen Y	23.64
AQ Maxima	22.38

2022

product	Net_Sales
AQ BZ Allin1 Gen 2	84.62
AQ HOME Allin1 Gen 2	78.76
AQ Smash 2	73.48
AQ Smash 1	67.93
AQ Electron 3 3600 Desktop Processor	65.66