



# ***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
Philippines
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
Philippines
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 Exclusive**”  
operates its business in the **APAC** region

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

market
India
Indonesia
Japan
Philippines
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
	Philippines	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 f using (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  
ste21 using (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

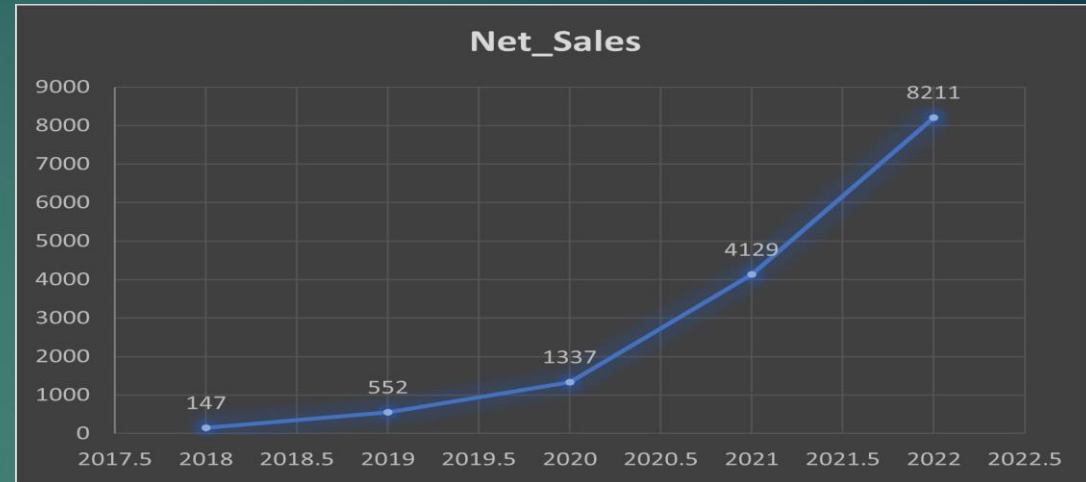
The total net sales are calculated in millions

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

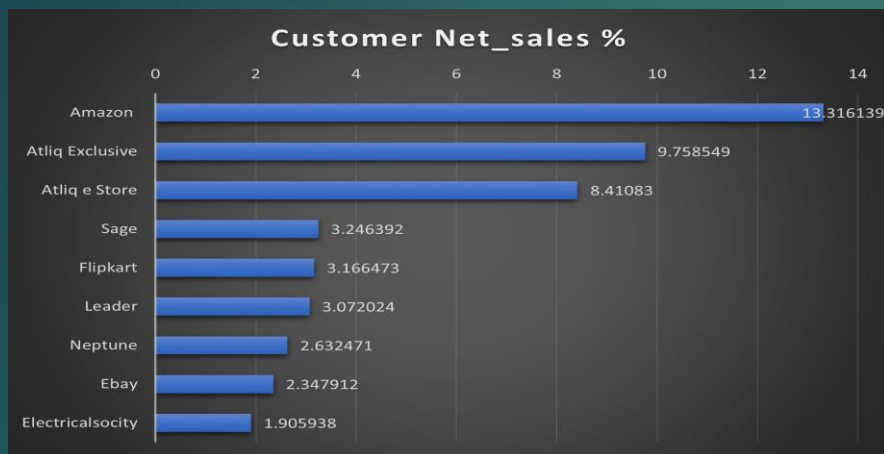
customer	Net_Sales
Amazon	109.97
Atliq Exclusive	80.59
Atliq e Store	69.46
Sage	26.81
Flipkart	26.15

2022

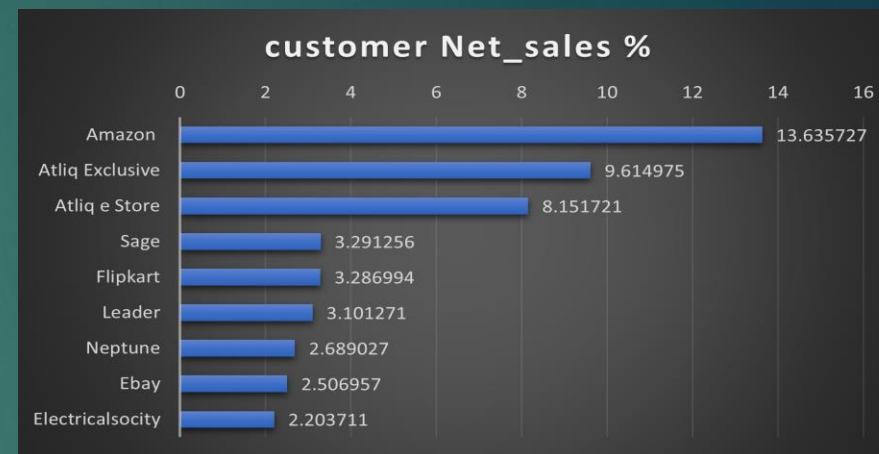
customer	Net_Sales
Amazon	223.93
Atliq Exclusive	157.90
Atliq e Store	133.87
Sage	54.05
Flipkart	53.98

# 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 2021 vs 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

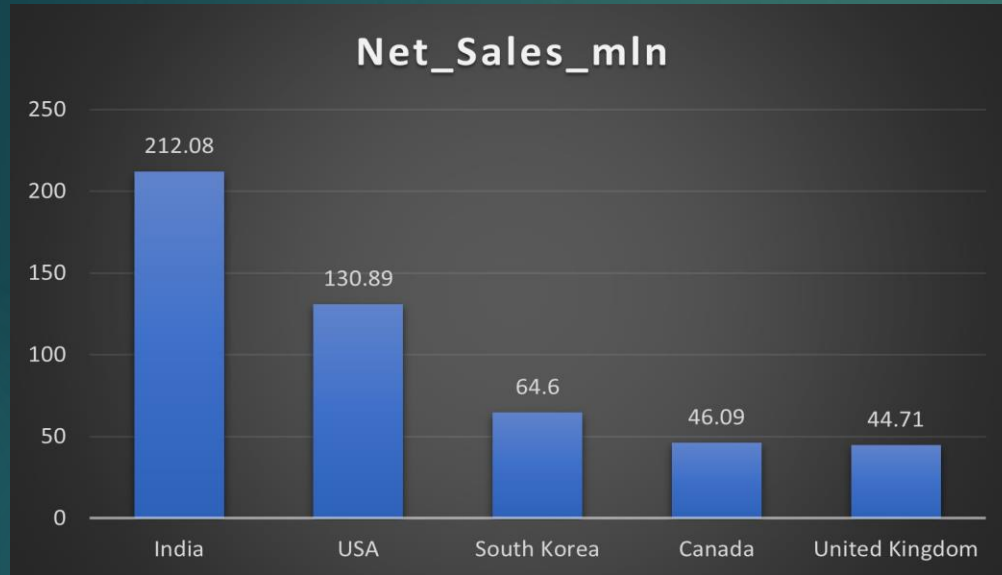
market	Net_Sales_mln
India	212.08
USA	130.89
South Korea	64.60

2022

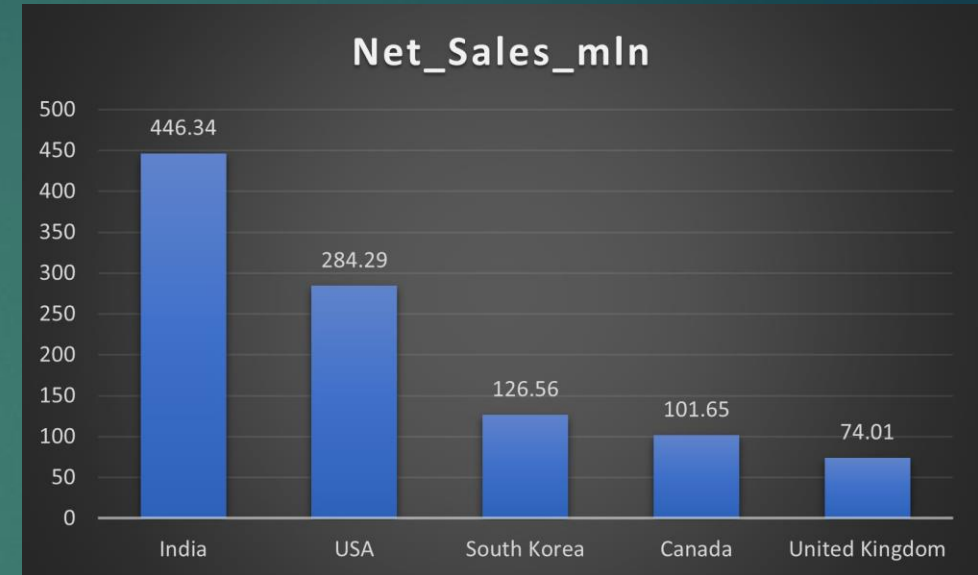
market	Net_Sales_mln
India	446.34
USA	284.29
South Korea	126.56

# 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

2021

```
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;
```

product	Net_Sales
AQ BZ Allin 1	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