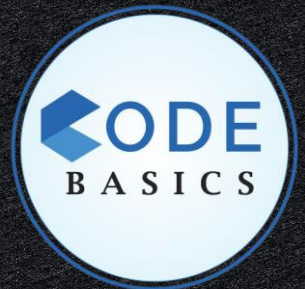


# Consumer Goods Ad\_Hoc Insights





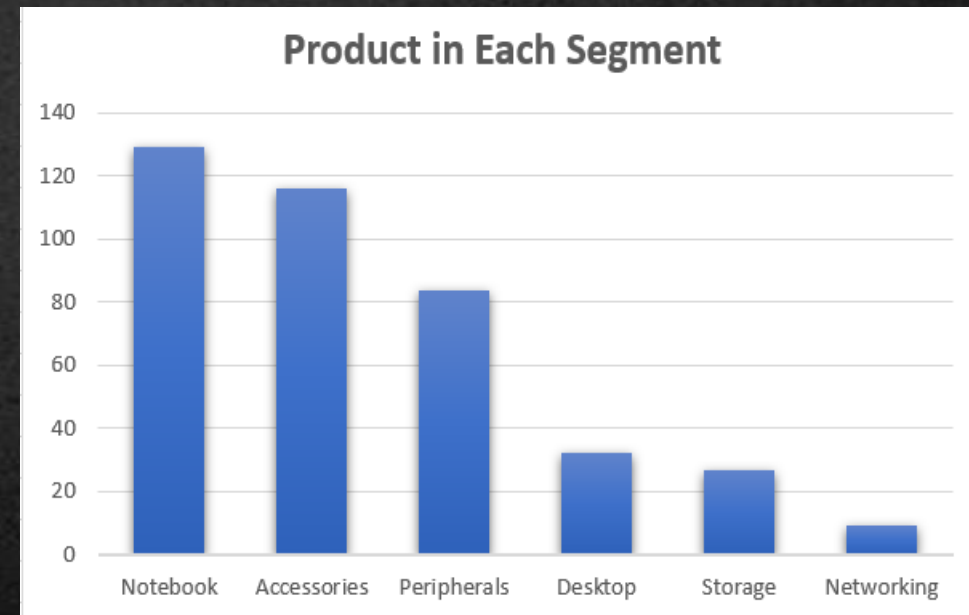
# Product in Each Segment

## Question

Provide a report with all the unique product counts for each segment

## Output

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



# Unique Products Analysis

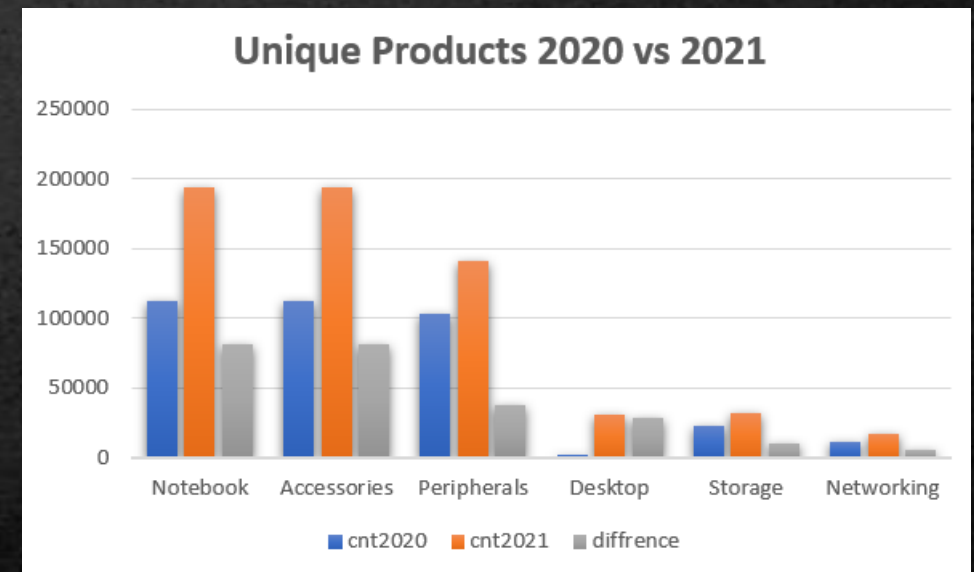
## Question

Follow-up: Which segment had the most increase in unique products in 2021 vs 2020

## Output

In 2021, there was an increase in the number of unique products compared to the previous year, 2020.

	segment	cnt2020	cnt2021	difference
►	Notebook	112187	193825	81638
	Accessories	112763	193598	80835
	Peripherals	102878	141045	38167
	Desktop	2026	30734	28708
	Storage	22453	31977	9524
	Networking	11216	16929	5713



## Maximum Product sold per Quarter

	qtr	total_max_qty
▶	1	137
	2	269
	3	3
	4	27



### Insights

1. Quarter 2 sees the highest sales volume of products out of all the quarters, reaching a total of 269 units.



## Products with Highest and Lowest Manufacturing cost

	product_code	product	total_cost
▶	A6018110103	AQ Home Allin1	454.2621
	A6818160202	AQ Pen Drive DRC	1.1494

### Insights

Based on the analysis of the results, it can be concluded that AQ Home allin-1 has the highest manufacturing cost, which amounts to 454.26. On the other hand, AQ-Pendrive-DRC has the lowest manufacturing cost, which is only 1.14.

## Channel wise Gross sale In 2021.

### Question

Which channel helped to bring more gross sales in the fiscal year 2021

### Output

Based on our observation of the three channels, it can be concluded that the retailer channel has achieved the highest sales compared to the direct and distributor channels.

	channel	total_sales
▶	Direct	257532002.65
	Distributor	188025630.93
	Retailer	1219081639.95





## Top 3 Products in Each category.

### Question

Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021

### Output

	product	division	total_sold_quantity	rnk
▶	AQ Pen Drive DRC	N & S	2034569	1
	AQ Digit SSD	N & S	1240149	2
	AQ Clx1	N & S	1238683	3
	AQ Gamers Ms	P & A	2477098	1
	AQ Maxima Ms	P & A	2461991	2
	AQ Master wireless x1 Ms	P & A	2448784	3
	AQ Digit	PC	135092	1
	AQ Gen Y	PC	135031	2



# Thank You

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