



ATLIQ HARDWARES

CONSUMER GOODS AD-HOC INSIGHTS

OBJECTIVES

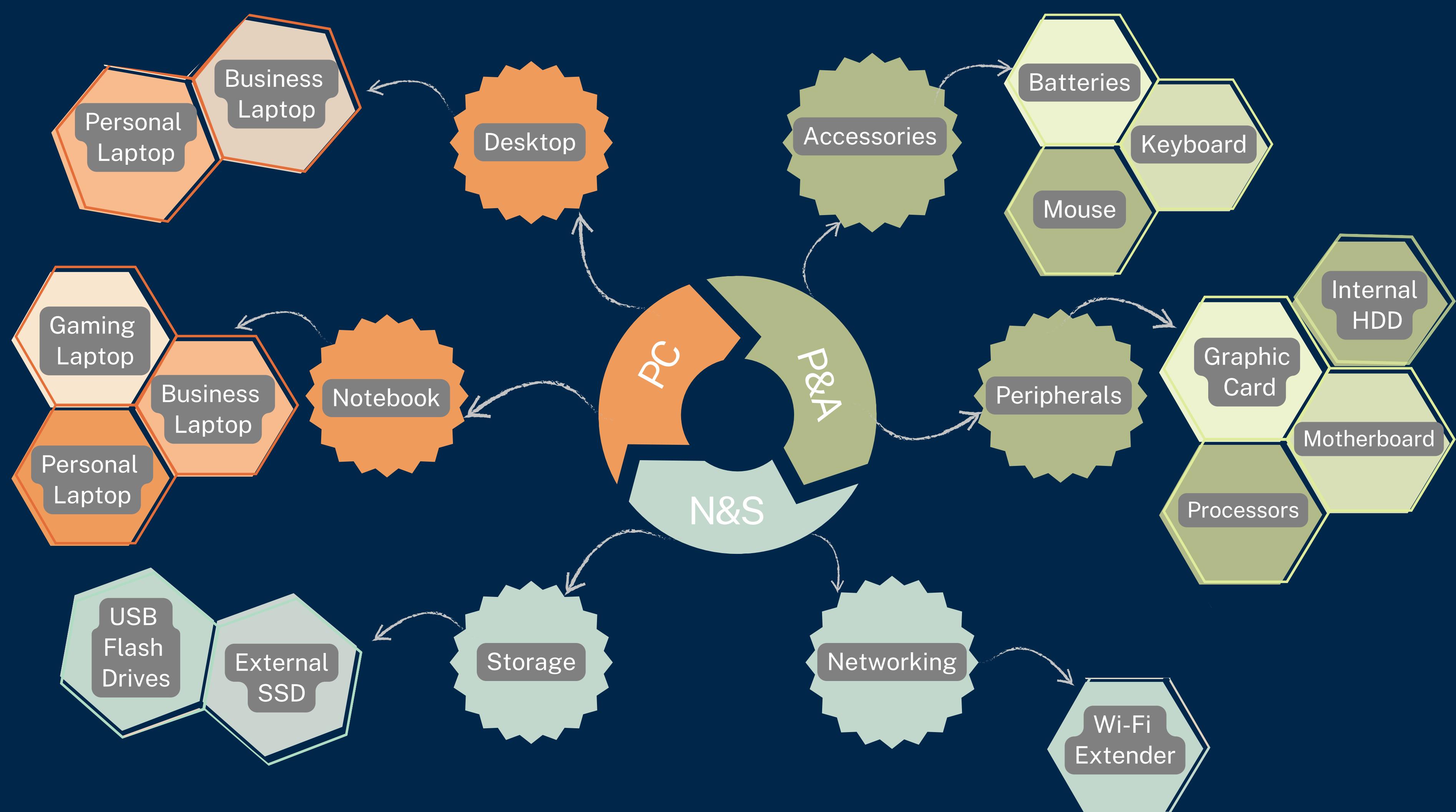
- AtliQ Hardware's Management plans to expand the data analytics team with junior analysts.
- Tony Sharma, the Data Analytics Director, seeks candidates with both tech and soft skills.
- He designed an SQL challenge to assess problem-solving and analytical abilities.
- The company seeks insights for 10 Ad-hoc requests.

About AtliQ

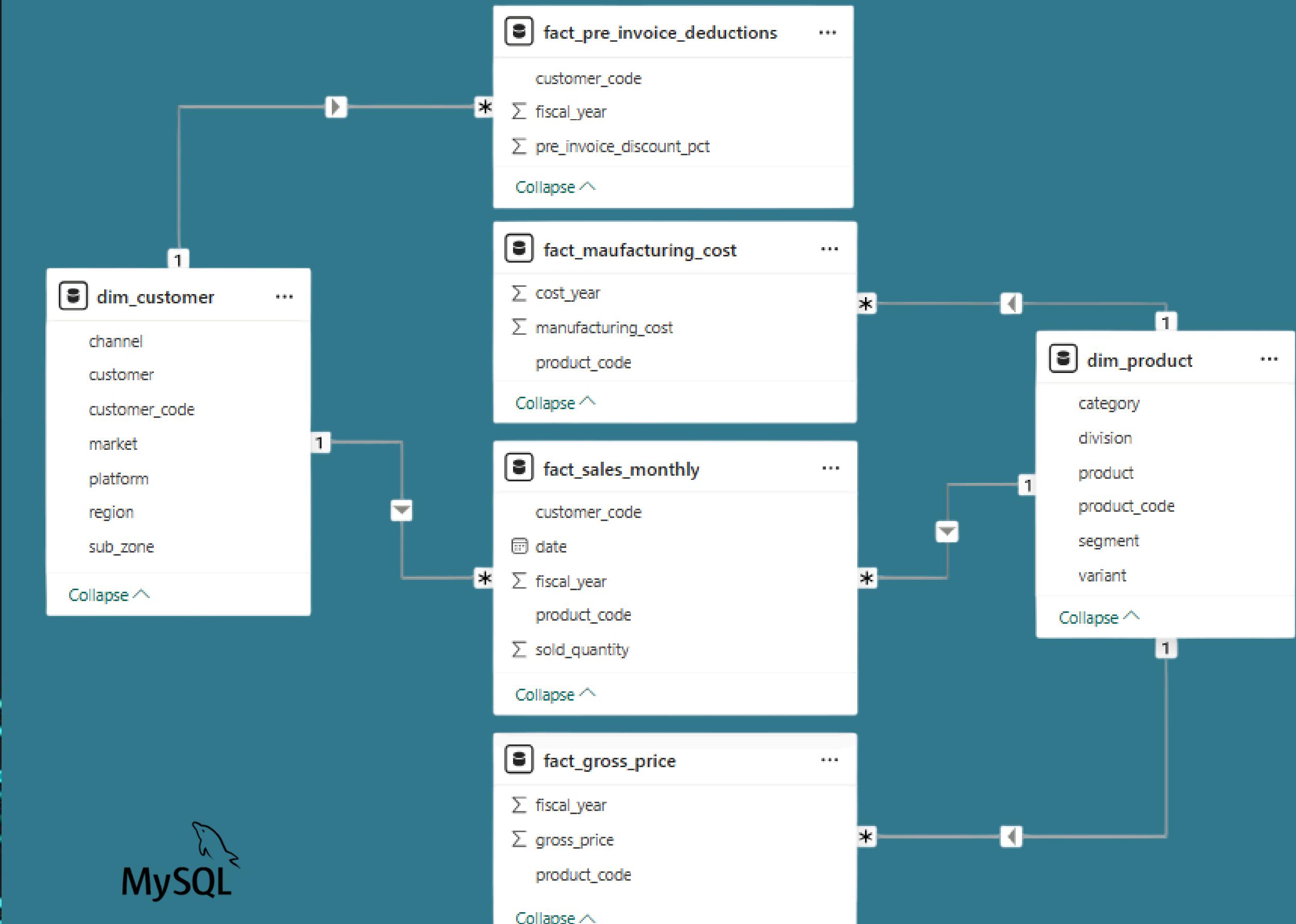
- Atliq Hardwares is a leading computer hardware manufacturer in India with a global presence.
- The company struggles with gaining quick and actionable data insights.



AtliQ's Market Presence



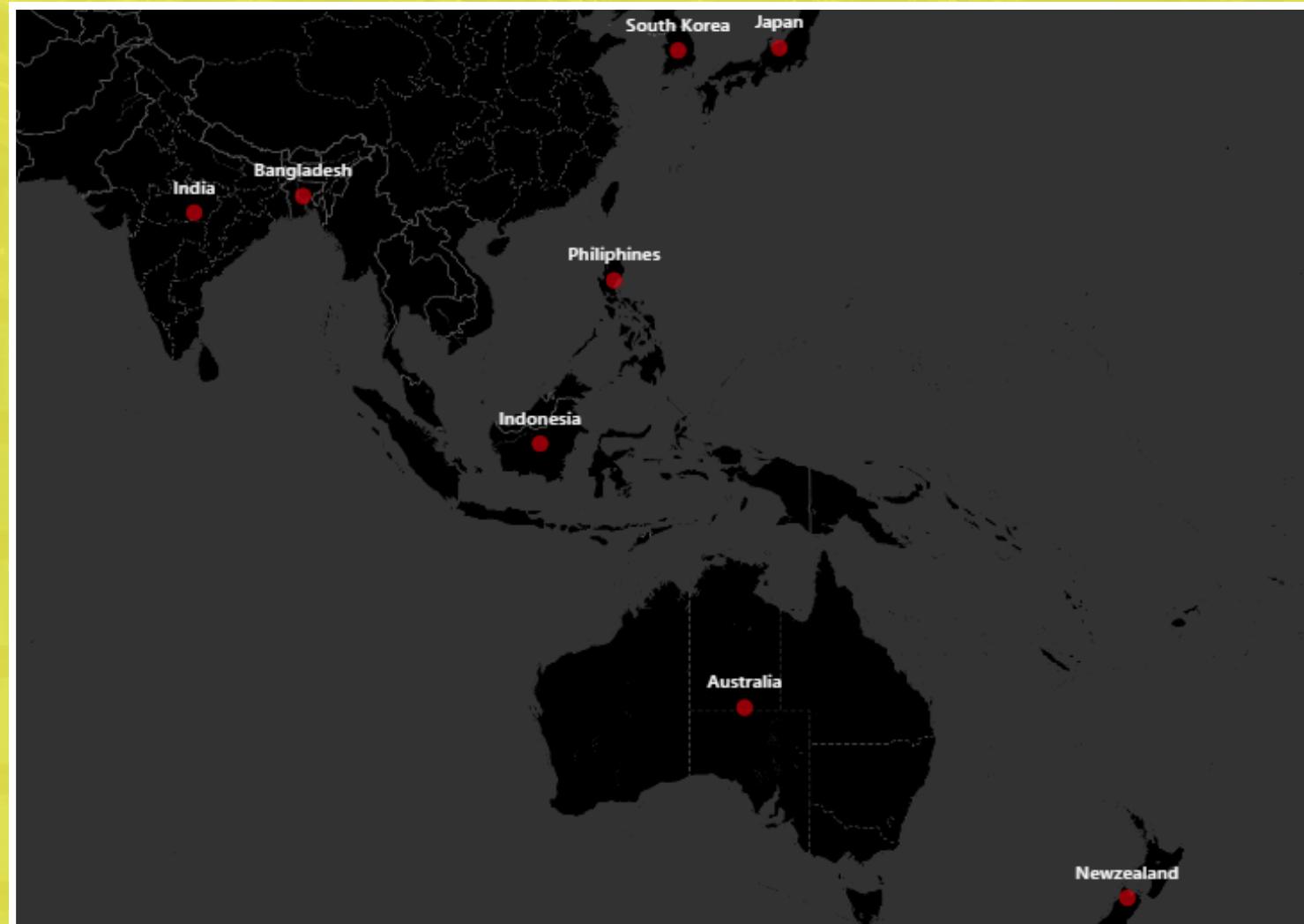
Meet my Data & Tools!



Power BI

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

Market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea



Insights:

- "Atliq Exclusive" operates in 8 markets within the APAC region which indicates a strong regional presence across Asia.

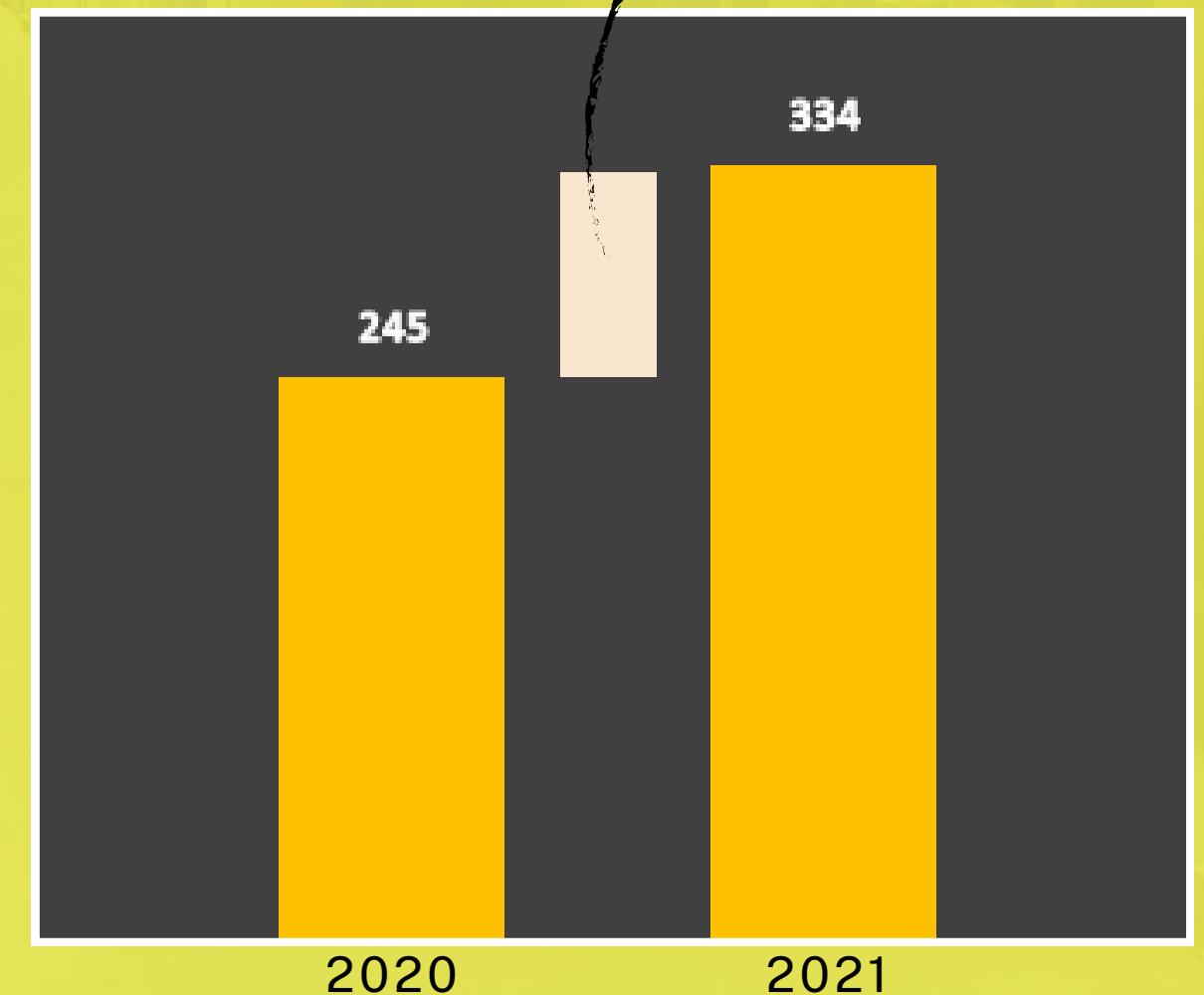
What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields:

unique_products_2020

unique_products_2021

percentage_chg

Unique_products_2020	Unique_products_2021	Percentage_Chg
245	334	36.33



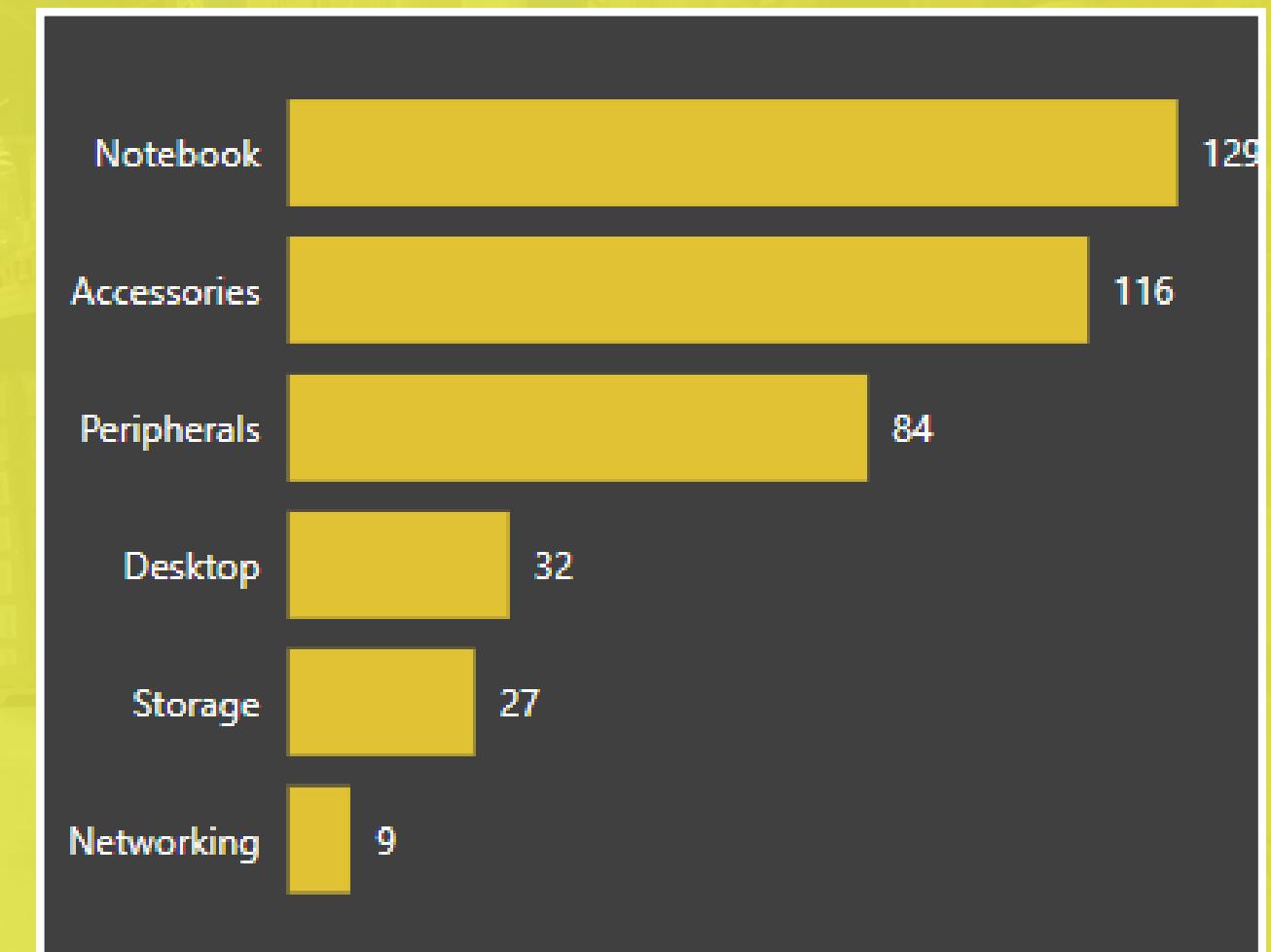
Insights:

- The number of unique products increased from 245 in 2020 to 334 in 2021, reflecting a growth of 36.33%.

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



Insights:

- Notebooks and Accessories dominate the product lineup, indicating a strong focus on portable computing and other accessories.
- Storage and Networking have the least offerings, suggesting potential areas for expansion or low market demand.

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
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16
Storage	12	17	5



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:

- Accessories, Notebooks, and Peripherals saw the highest product additions, indicating increased focus on these segments.
- Desktop count tripled, suggesting a potential shift in demand or expansion in this category.

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

Insights:

- AQ HOME Allin1 Gen 2 (Personal Laptop) has a significantly high manufacturing cost (\$240.54), while AQ Master wired x1 Ms (Mouse) has a very low cost (\$0.89).



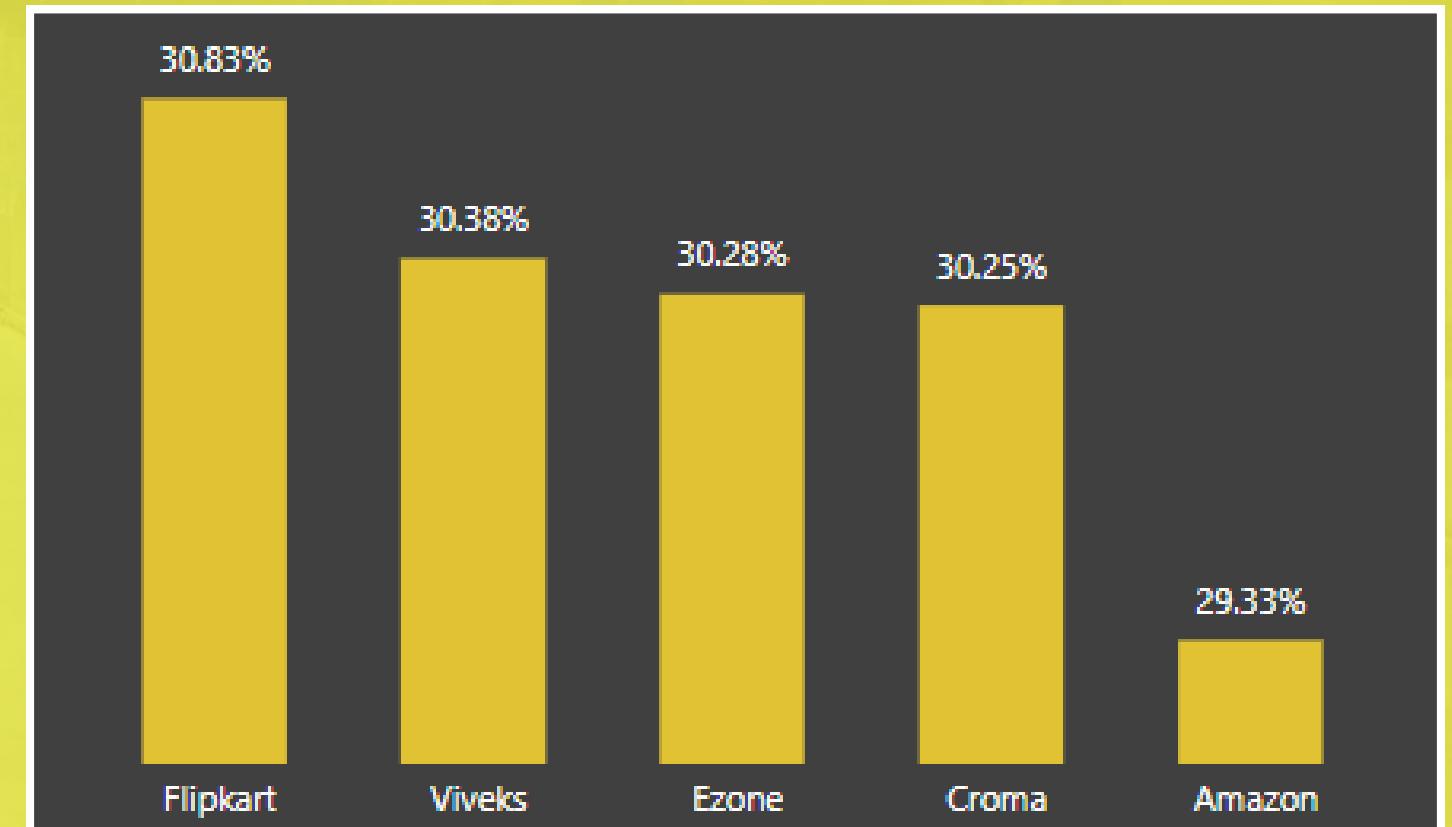
Generate a report that contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields:

customer_code

customer

average_discount_percentage

Customer Code	Customer	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 and Viveks receive the highest average discounts (~30.8%), while Amazon receives the lowest (29.3%).

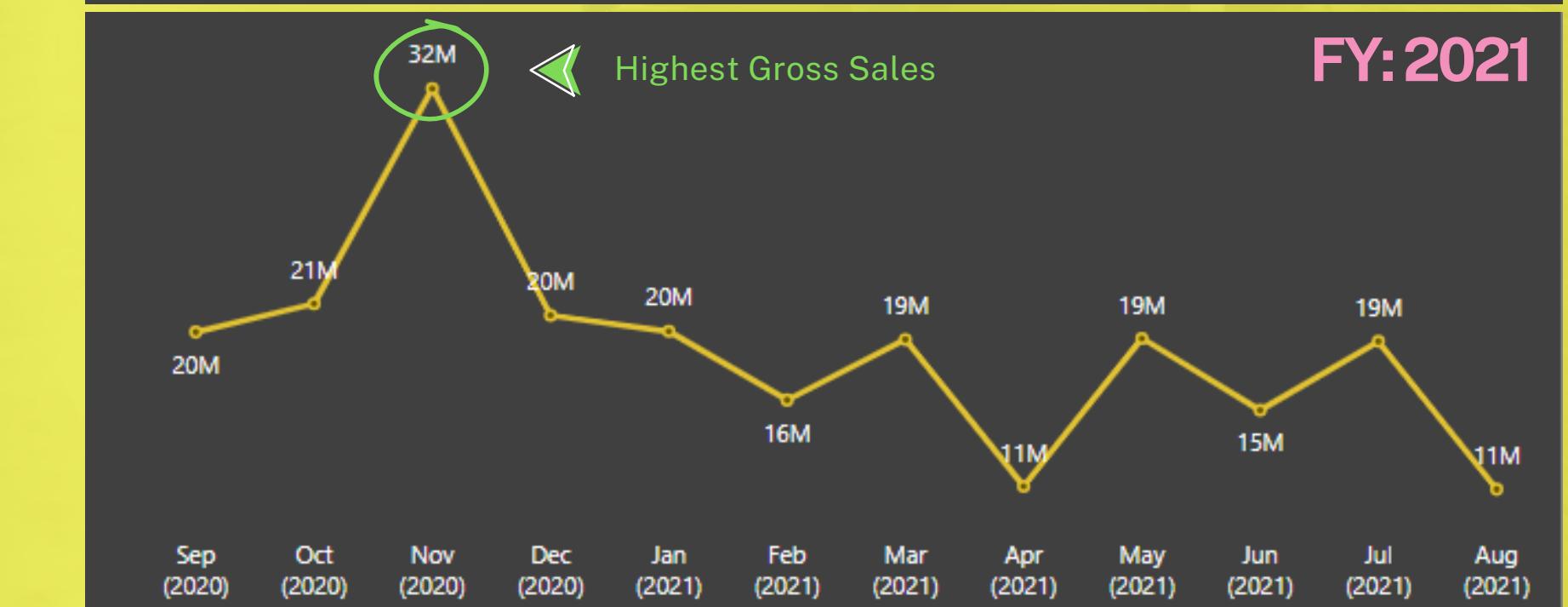
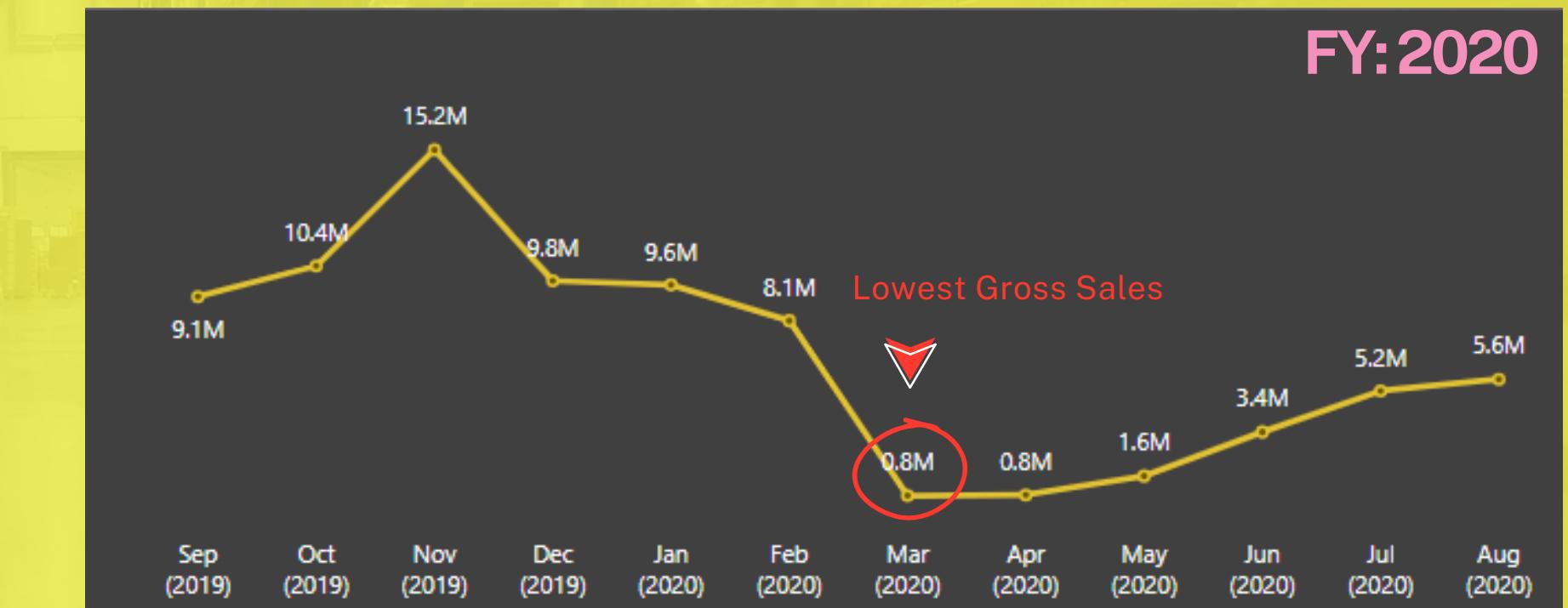
Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. The final report contains these columns:

Month

Year

Gross sales Amount

Month	fiscal_year	Gross sales Amount
September (2019)	2020	9092670.34
October (2019)	2020	10378637.60
November (2019)	2020	15231894.97
December (2019)	2020	9755795.06
January (2020)	2020	9584951.94
February (2020)	2020	8083995.55
March (2020)	2020	766976.45
April (2020)	2020	800071.95
May (2020)	2020	1586964.48
June (2020)	2020	3429736.57
July (2020)	2020	5151815.40
August (2020)	2020	5638281.83
September (2020)	2021	19530271.30
October (2020)	2021	21016218.21
November (2020)	2021	32247289.79
December (2020)	2021	20409063.18
January (2021)	2021	19570701.71
February (2021)	2021	15986603.89
March (2021)	2021	19149624.92
April (2021)	2021	11483530.30
May (2021)	2021	19204309.41
June (2021)	2021	15457579.66
July (2021)	2021	19044968.82
August (2021)	2021	11324548.34



In 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_quantity

Quarters	Total Sold Quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087



Insights:

- Quarter1 of FY 2020 saw the highest sold units, while Quarter3 had the lowest.
- The highest and lowest units were sold in December and March respectively.

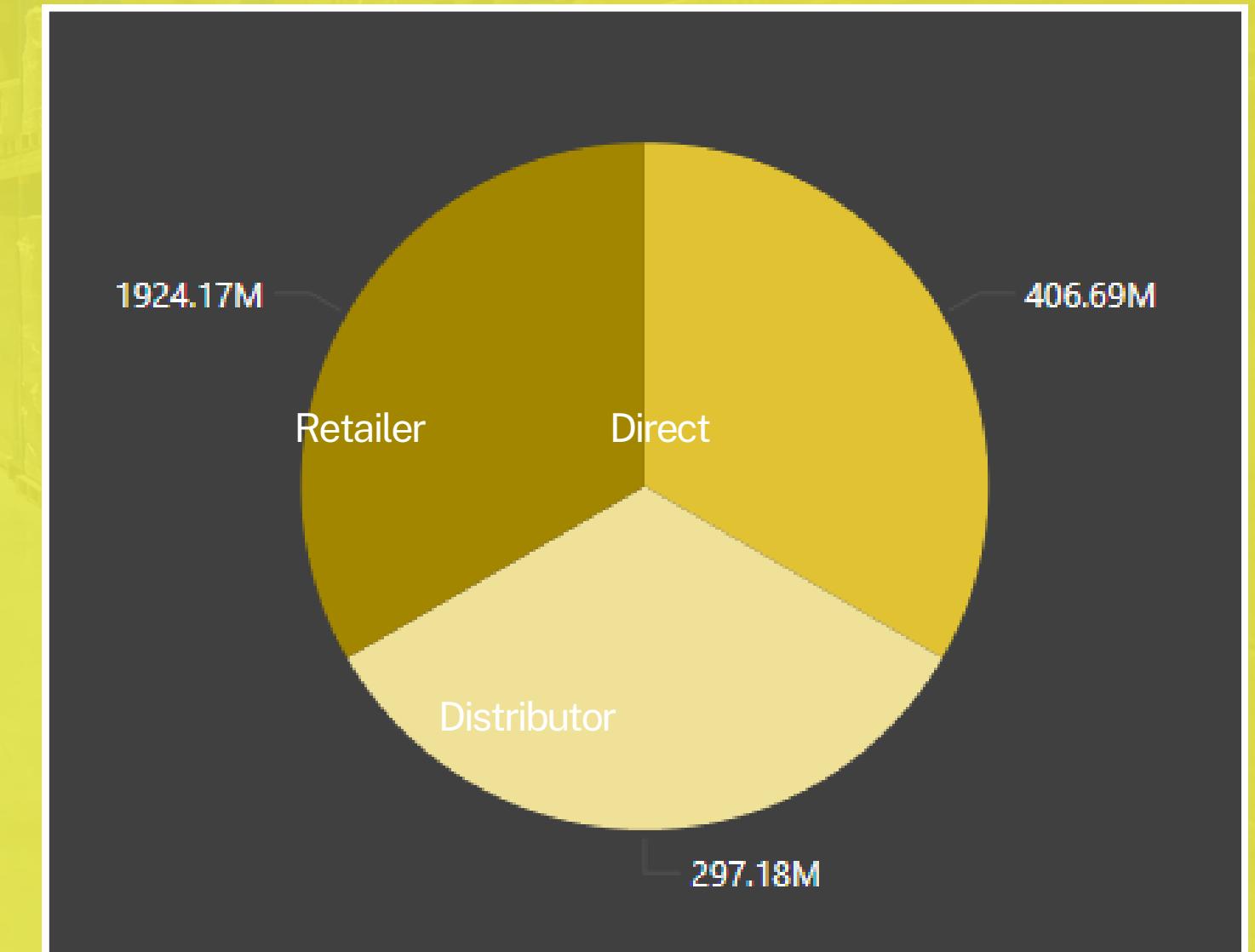
Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields:

channel

gross_sales_mln

percentage

channel	Gross_sales_mln	percentage
Retailer	1924.17	73.22 %
Direct	406.69	15.48 %
Distributor	297.18	11.31 %



Insights:

- Retailers contributed the highest sales (1.92B, 73.22%), while Distributors had the lowest (297M, 11.31%).

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	variant	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:

- Retailers contributed the highest sales (1.92B, 73.22%), while Distributors had the lowest (297M, 11.31%).

THANKYOU