



# Consumer Goods Ad\_Hoc Insights



# Atliq Exclusive operates its business in the APAC region

## Question

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

- Atliq Hardwares company operates its business in the APAC region in only 10 markets, but Atliq Exclusive customer operates its business in the APAC region in only 8 markets like India, Indonesia, Japan, Philippines, South Korea, Australia, Newzealand, Bangladesh.

# Percentage of unique product increase in 2021 vs. 2020

## Question

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

unique\_products\_2020

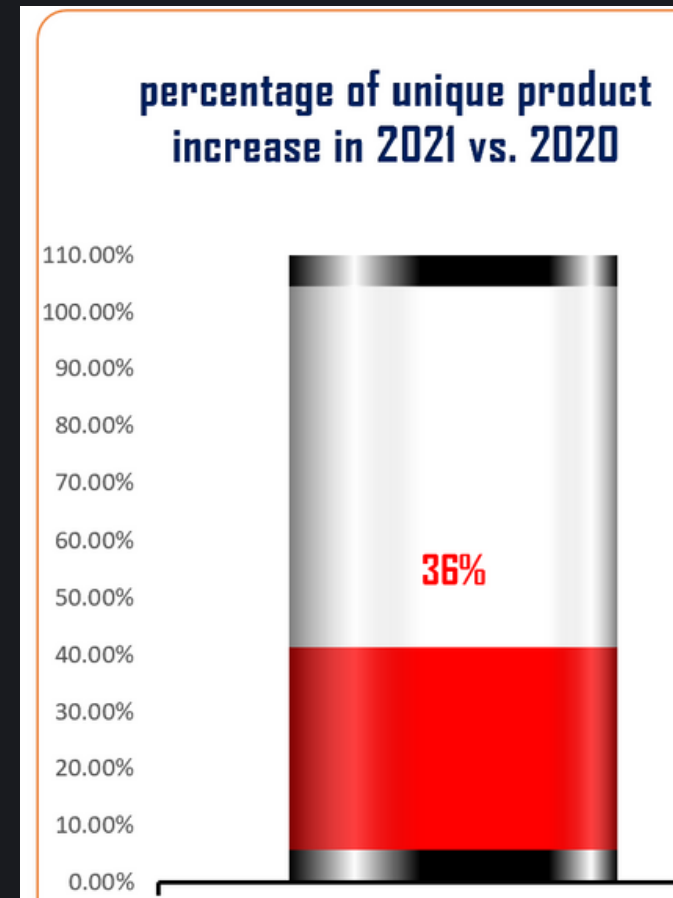
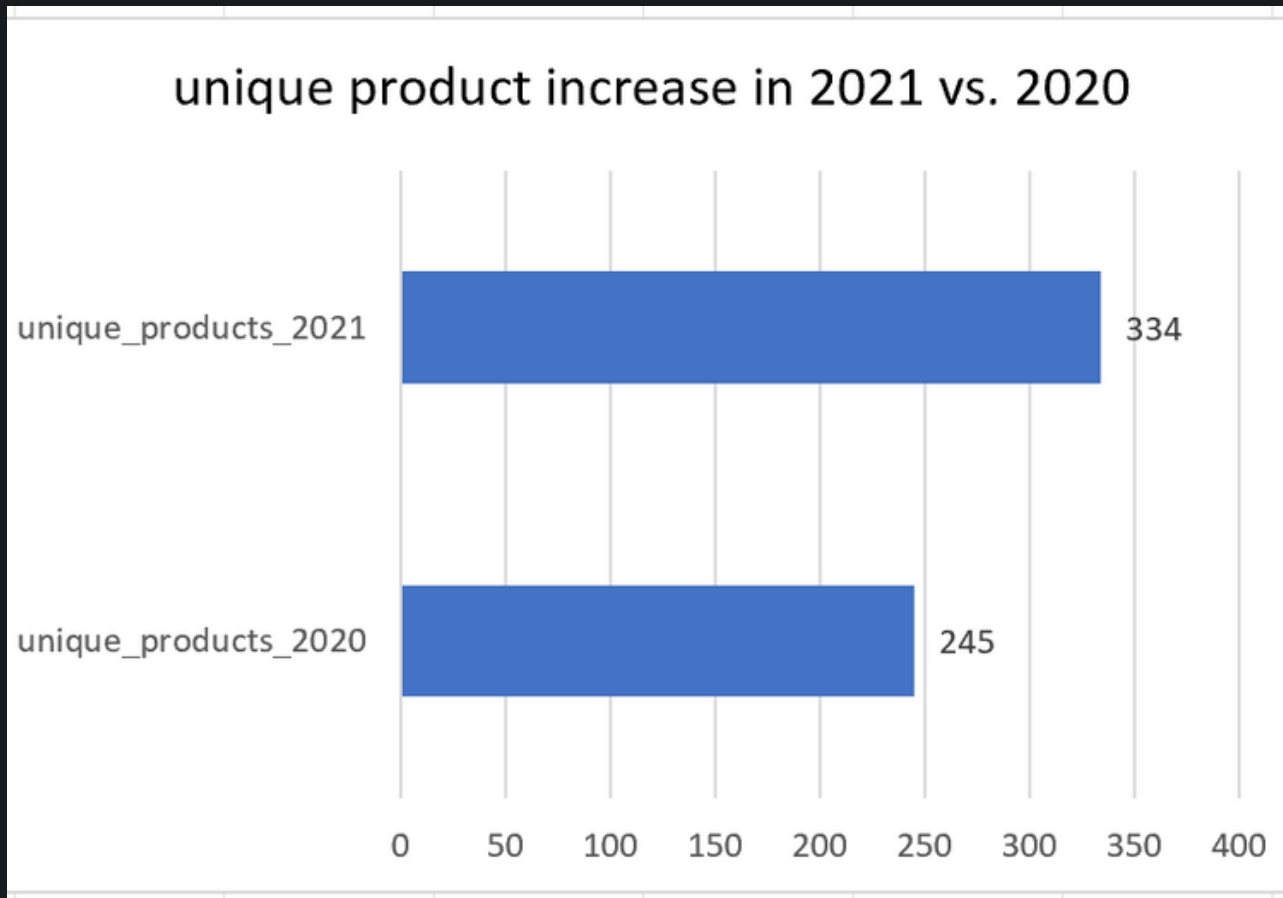
unique\_products\_2021

percentage\_chg

## Output

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

# Conversion of Output to visual



## Insights

- Based on results comparing fiscal years 2020 and 2021, the number of unique products increased in 2021 is 89.
- The percentage of unique products increased in 2021 vs. 2020 is 36.33%.

# All the unique product counts for each segment

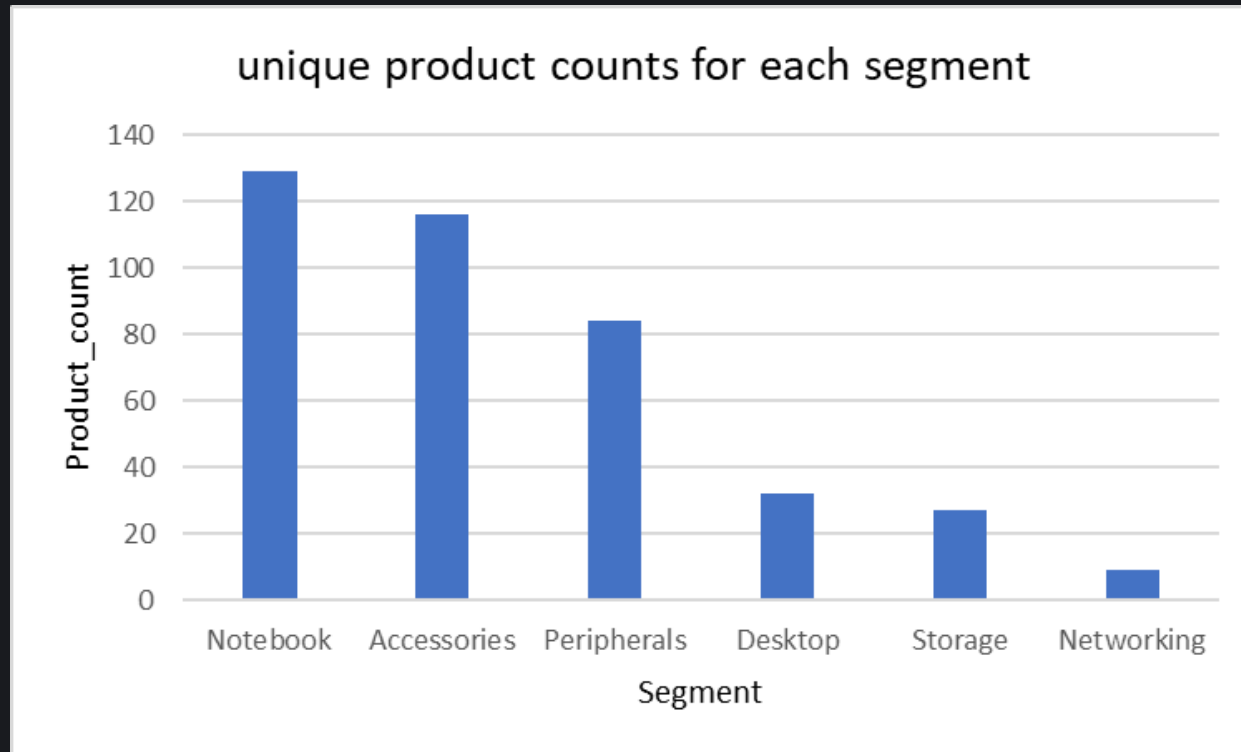
## Question

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

## Output

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

# Conversion of Output to visual



## Insights

- Based on results Atliq Hardwares contains six segments like Notebook, Accessories, Peripherals, Desktop, Storage, Networking.
- Notebook segment contains the **maximum number of unique products count is 129** and Networking segment contains the **minimum number of unique products count is 9**.

# Segment wise the most increase in unique products in 2021 vs 2020

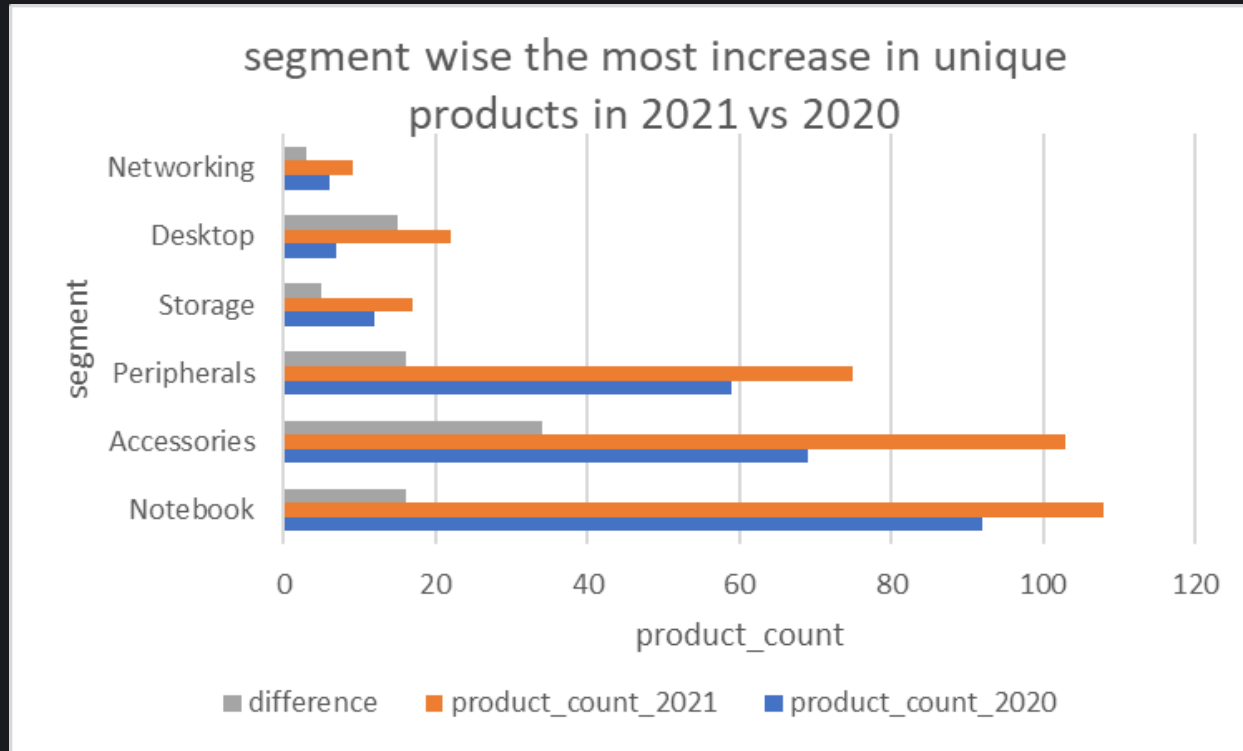
## Question

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

## Output

	segment	product_count_2020	product_count_2021	difference
	Notebook	92	108	16
	Accessories	69	103	34
	Peripherals	59	75	16
	Storage	12	17	5
	Desktop	7	22	15
	Networking	6	9	3

# Conversion of Output to visual



## Insights

- Based on result Atliq Hardwares in fiscal year 2021 every segment wise unique product count increased compared to fiscal year 2020.
- Compared to fiscal years 2020 and 2021, In 2021 **Accessories segment** increased maximum percentage is 38.20% and **Networking segment** increased minimum percentage is 3.37%



# products that have the highest and lowest manufacturing costs

## Question

Get the products that have the highest and lowest manufacturing costs.

The final output should contain these fields,

product\_code

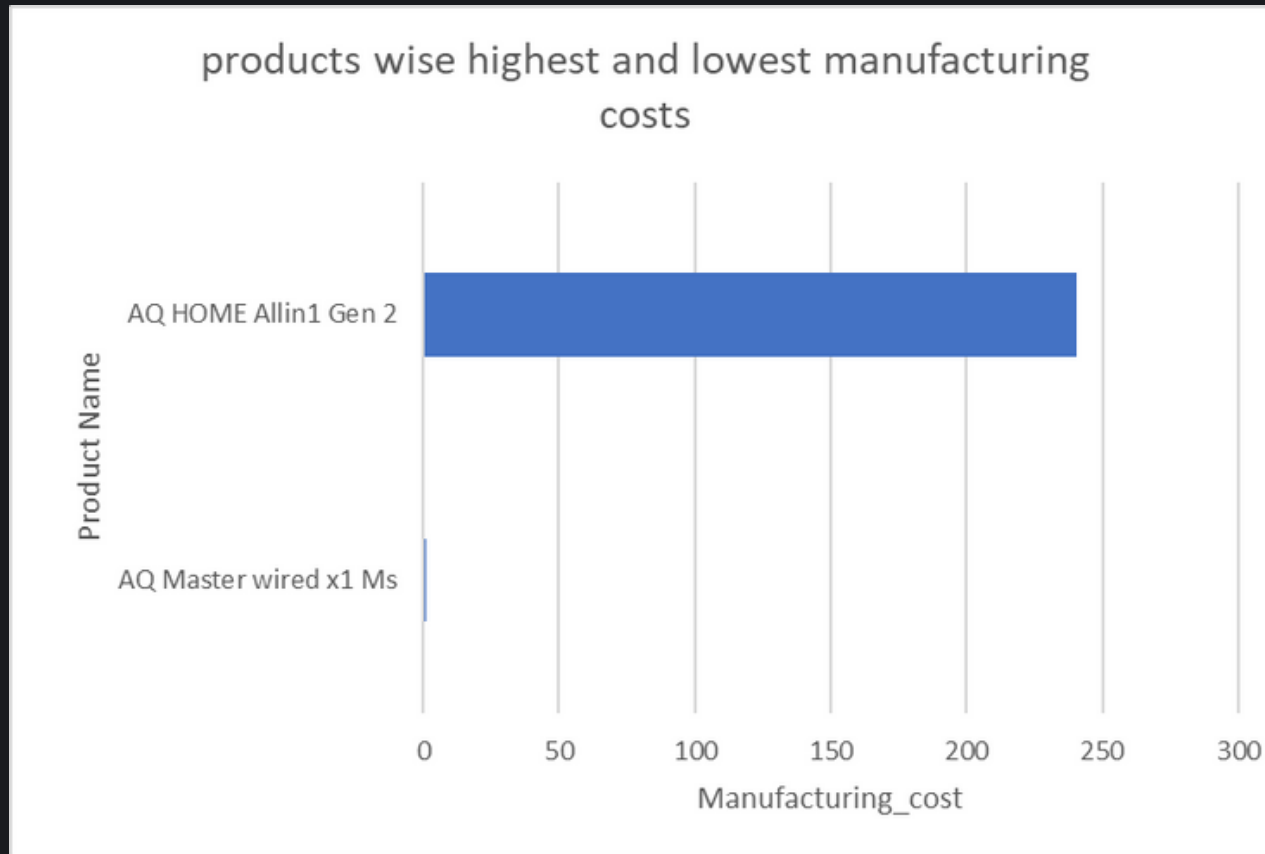
product

manufacturing\_cost

## Output

	product_code	product	manufacturing_cost
▶	A2118150101	AQ Master wired x1 Ms	0.89
	A6120110206	AQ HOME Allin1 Gen 2	240.54

# Conversion of Output to visual



## Insights

- AQ HOME Allin1 Gen 2 (A6120110206) product **highest manufacturing cost is 240.54**
- AQ Master wired x1 Ms (A2118150101) product **lowest manufacturing cost is 0.89**

# Top 5 customers an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market.

## Question

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. The final output contains these fields,

customer\_code

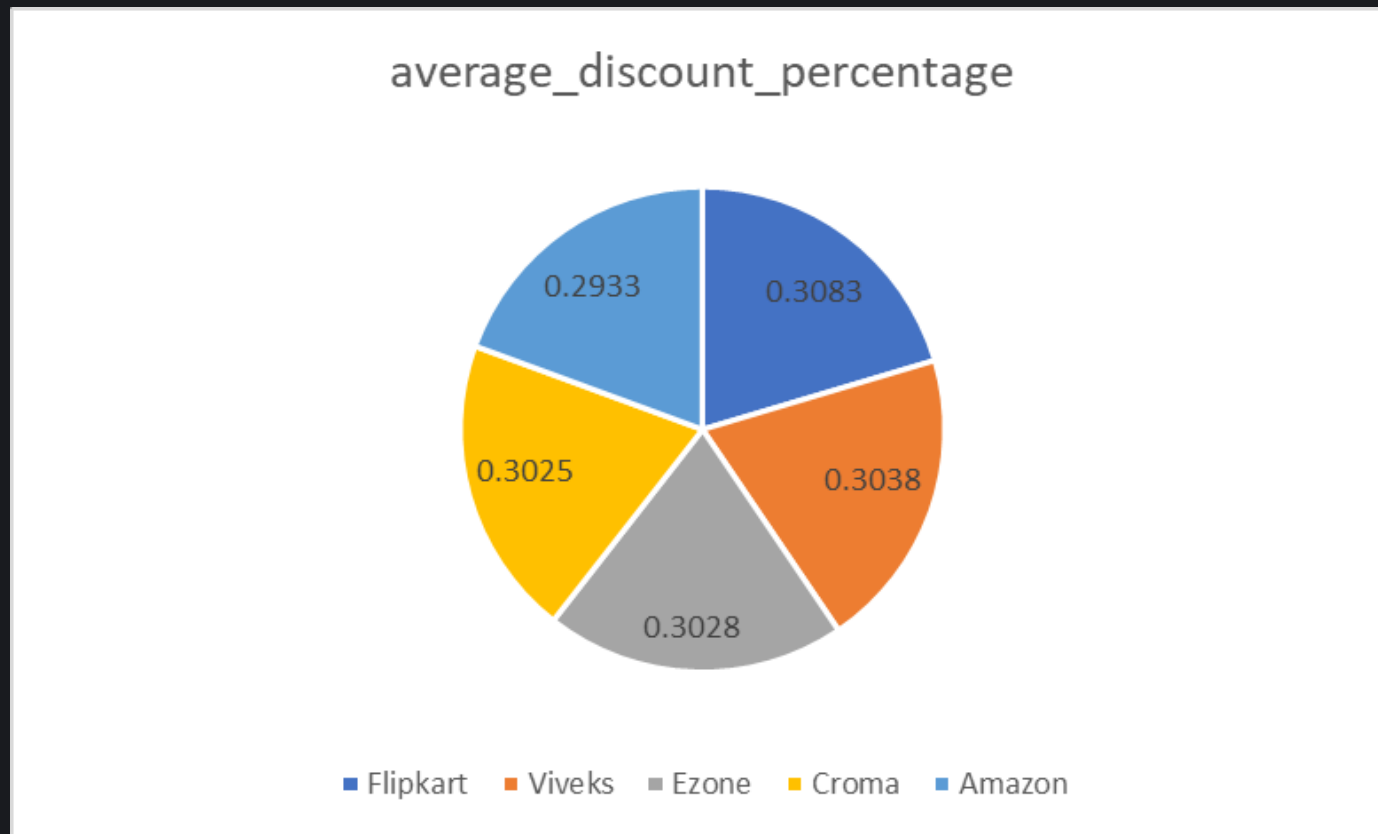
customer

average\_discount\_percentage

## 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

# Conversion of Output to visual



## Insights

- Based on report In India received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 top 5 customers are Flipkart, Viveks, Ezone, Croma, Amazon.
- For the fiscal year 2021 in india maximum average high pre\_invoice\_discount\_pct received customer is Flipkart(9000200).

# Gross sales amount for the customer “Atliq Exclusive” for each month

## Question

Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

The final report contains these columns:

Month

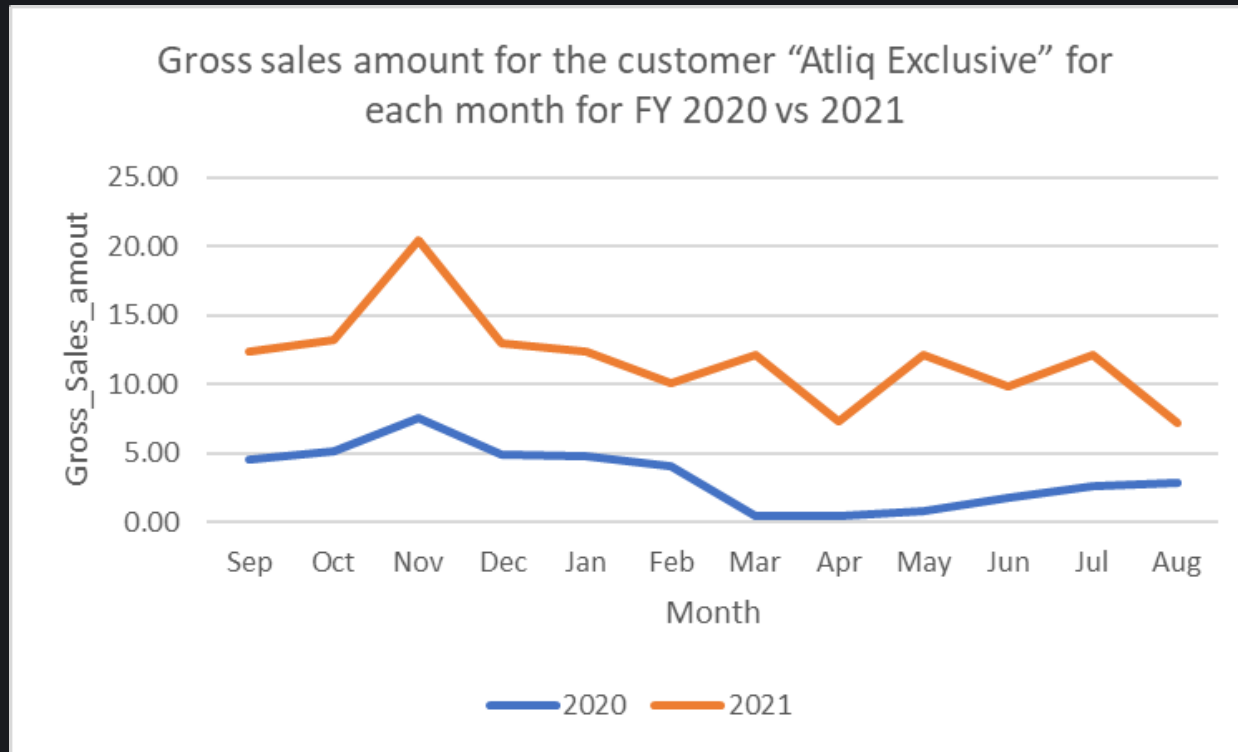
Year

Gross sales Amount

# Output

Month	Year	Gross_sales_Amount
9	2019	4.5
10	2019	5.14
11	2019	7.52
12	2019	4.83
1	2020	4.74
2	2020	4
3	2020	0.38
4	2020	0.4
5	2020	0.78
6	2020	1.7
7	2020	2.55
8	2020	2.79
9	2020	12.35
10	2020	13.22
11	2020	20.46
12	2020	12.94
1	2021	12.4
2	2021	10.13
3	2021	12.14
4	2021	7.31
5	2021	12.15
6	2021	9.82
7	2021	12.09
8	2021	7.18

# Conversion of Output to visual



## Insights

- Atliq Exclusive customer Gross sales amount increased every month in FY-2021 compared to FY-2020.
- As per FY-2020 and FY-2021 October and November are high-performing months.
- As per FY-2020 March, April and May are low-performing months and FY-2021 April, August and June are low-performing months.

# Quarter of 2020 maximum total\_sold\_quantity

## Question

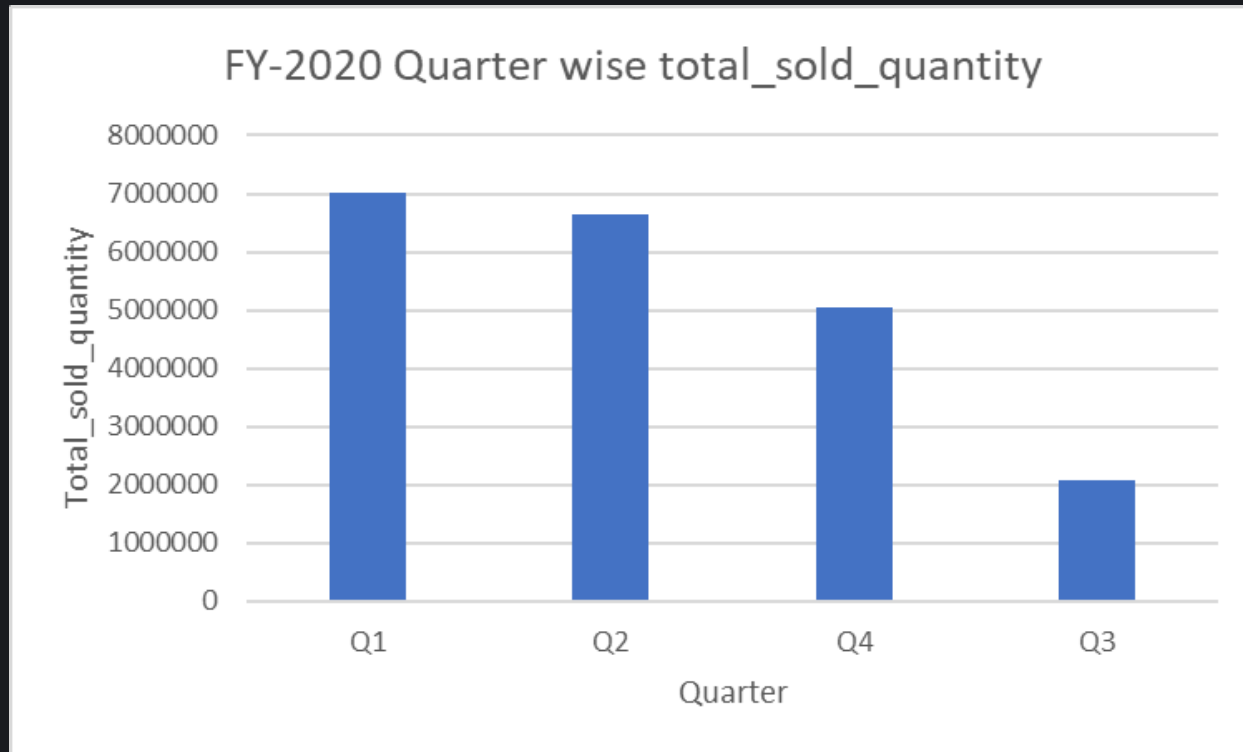
In which quarter of 2020, got the maximum total\_sold\_quantity? The final output contains these fields sorted by the total\_sold\_quantity,  
Quarter  
total\_sold\_quantity

## Output

	Quarter	total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087



# Conversion of Output to visual



## Insights

- Maximum total\_sold\_quantity Quarter of FY-2020 is **Q1** ( 7005619 ).
- Minimum total\_sold\_quantity Quarter of FY-2020 is **Q3** ( 2075087 ).

# channel wise gross sales in the fiscal year 2021 and the percentage of contribution

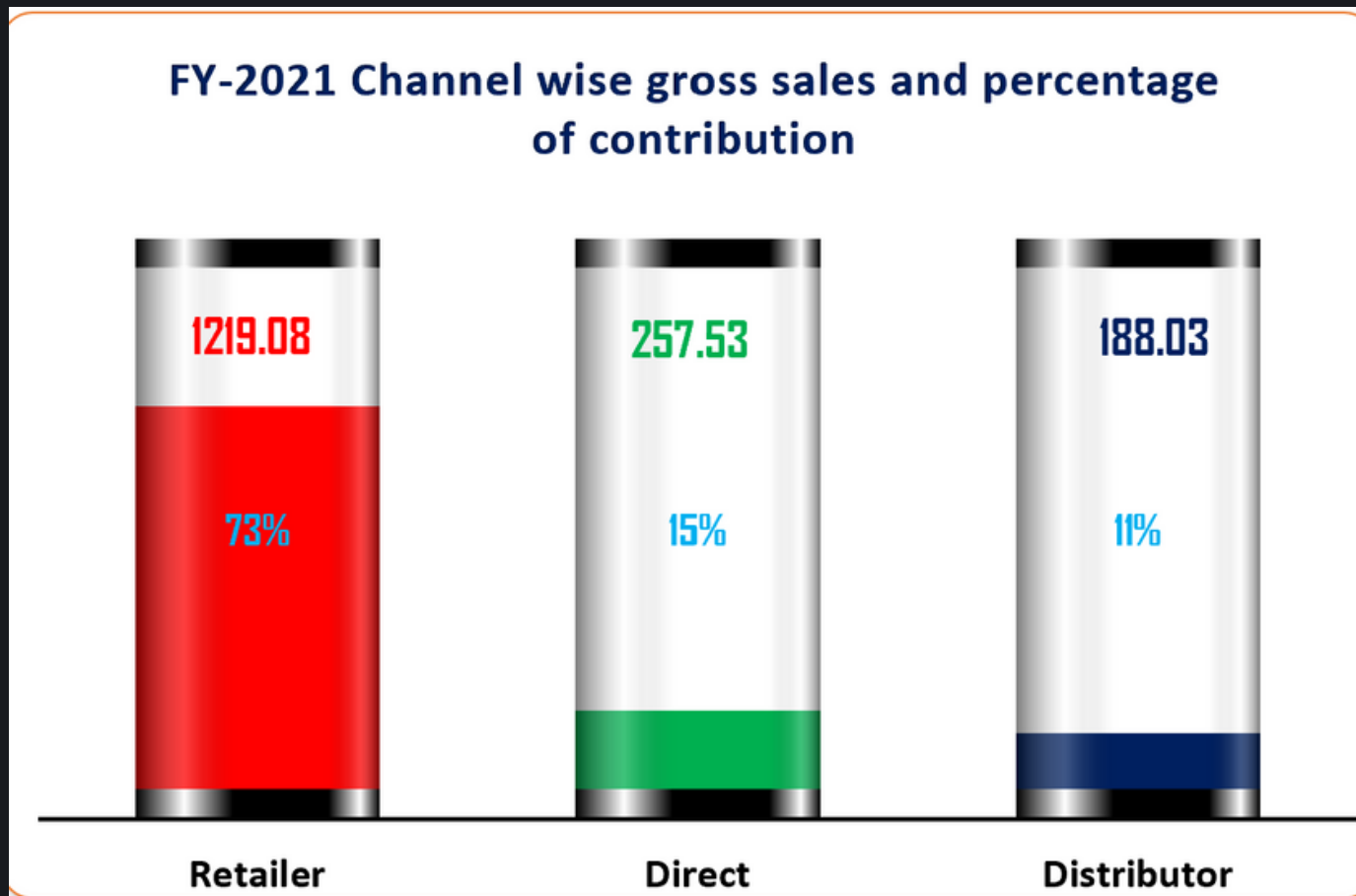
## Question

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

## Output

	channel	gross_sales_mln	percentage
▶	Retailer	1219.08	73.23
	Direct	257.53	15.47
	Distributor	188.03	11.30

# Conversion of Output to visual



## Insights

- **Retailer channel** helped to bring more gross sales in the fiscal year 2021 and the **percentage of contribution is 73.23%**.
- **Distributor channel** has less gross sales in the fiscal year 2021 and the **percentage of contribution is 11.30%**.

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

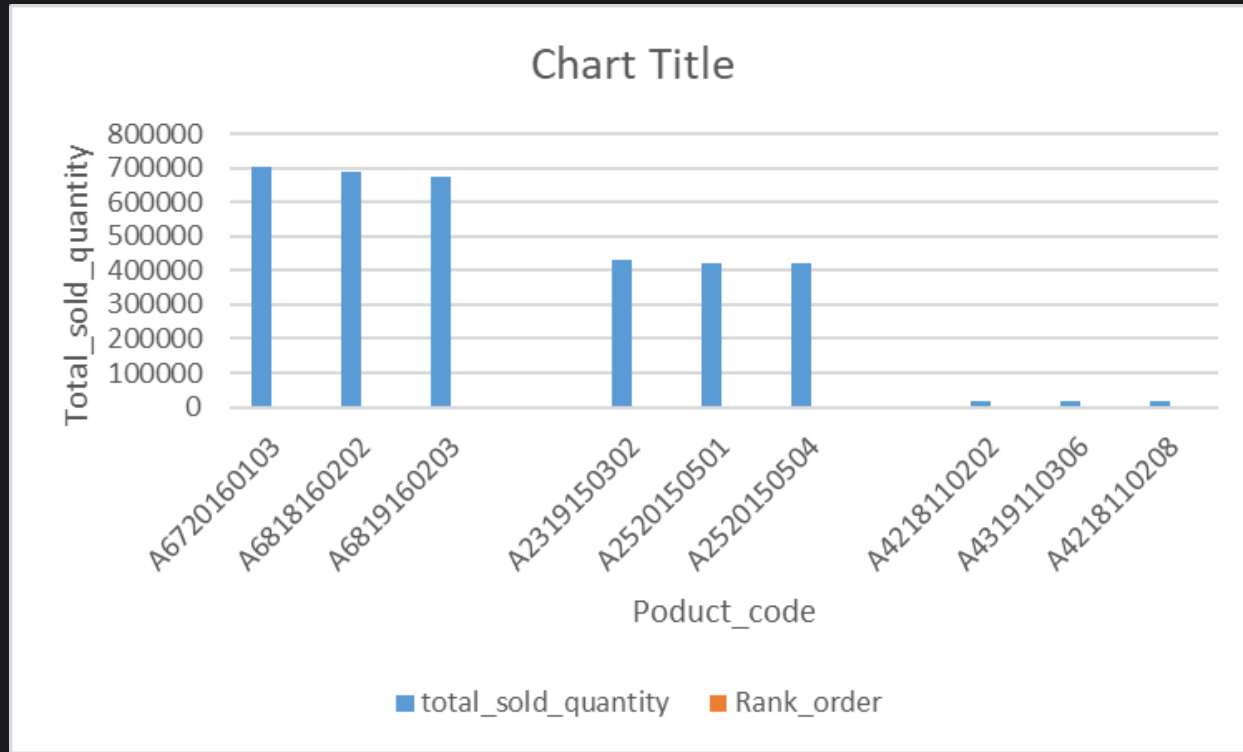
## Question

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

## Output

division	product_code	product	total_sold_quantity	Rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3

# Conversion of Output to visual



## Insights

- As per report there are 3 divisions N &S , P & A , PC.
- In N & S division AQ Pen Drive 2 IN 1(A6720160103) product , P & A division Q Gamers Ms(A2319150302) product and PC division AQ Digit(A4218110202) product rank order is one.

Thank  
you!