



AtliQ Hardwares

Consumer Goods Ad-hoc Insights

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AGENDA

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Background/Context

2

Getting familiar with Atliq's Business –
Their Markets and Product lines

3

Getting familiar with the input data

4

Ad-hoc requests along with the queried
results, visualizations and Insights

Background/Context

Our Company

Atliq Hardwares (imaginary company) - One of the leading computer hardware producers in India

Background

The management noticed that they do not get enough insights to make quick and smart data-informed decisions.

Problem

There are 10 ad-hoc requests for which the company needs insights.

Approach

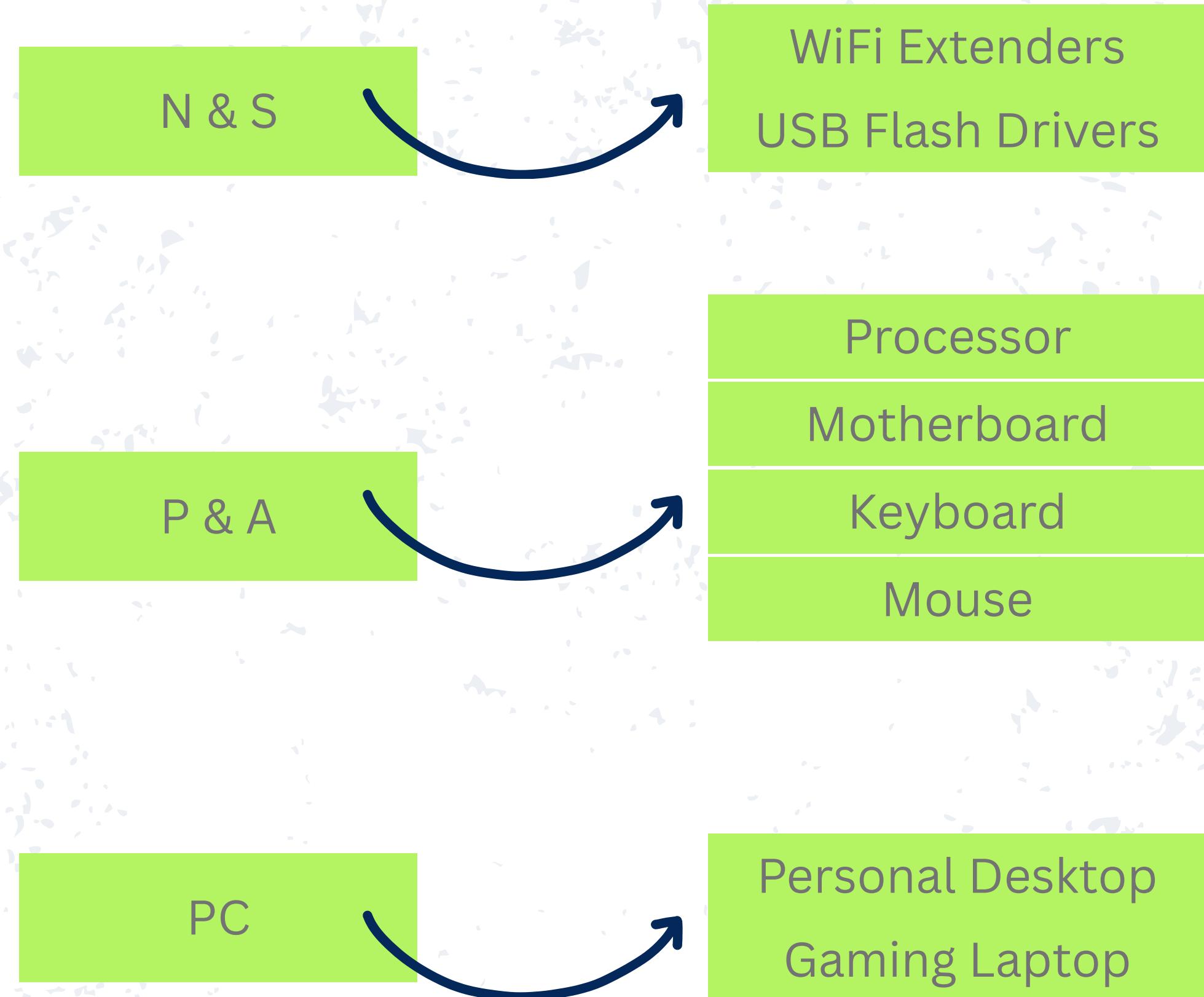
Run a SQL query to answer these requests. Convert it into visualizations and present the Insights to the toplevel management

Getting familiar with Atliq's Business – Their Markets and Product lines

Atliq's Markets



PRODUCT DIVISION



PRODUCT SEGMENT



Storage

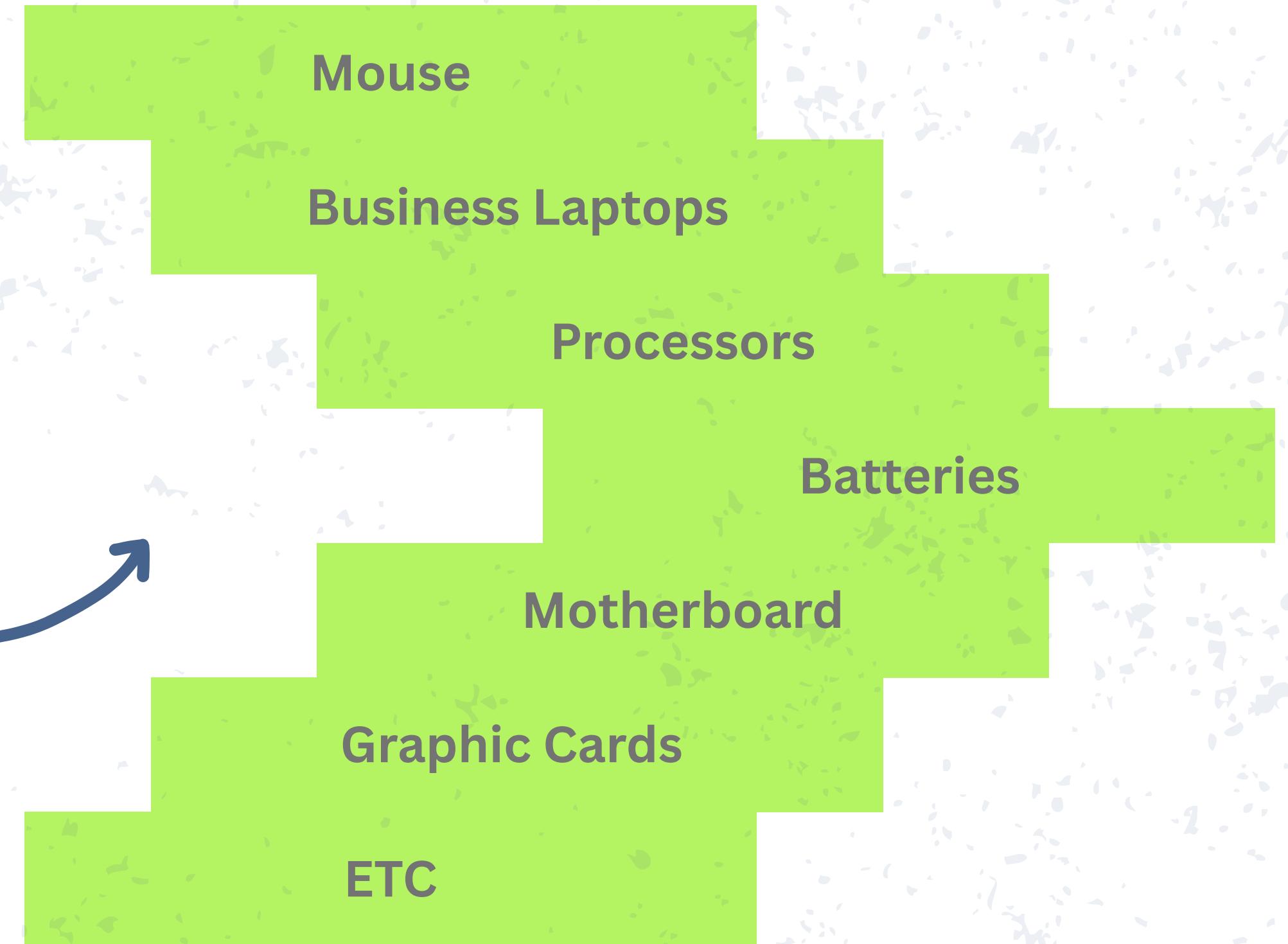
Peripherals

Notebook

Desktop

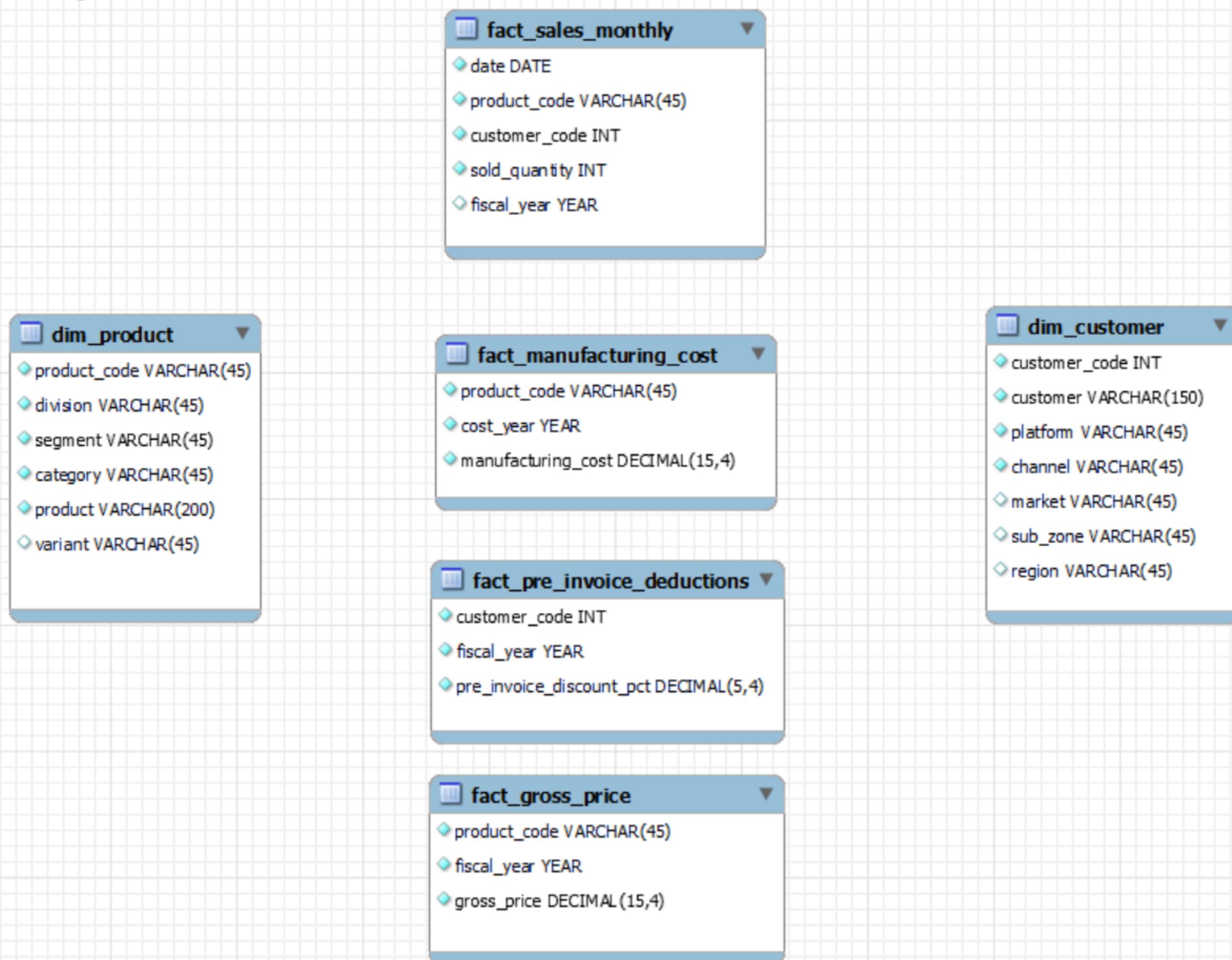
Accessories

PRODUCT CATEGORY

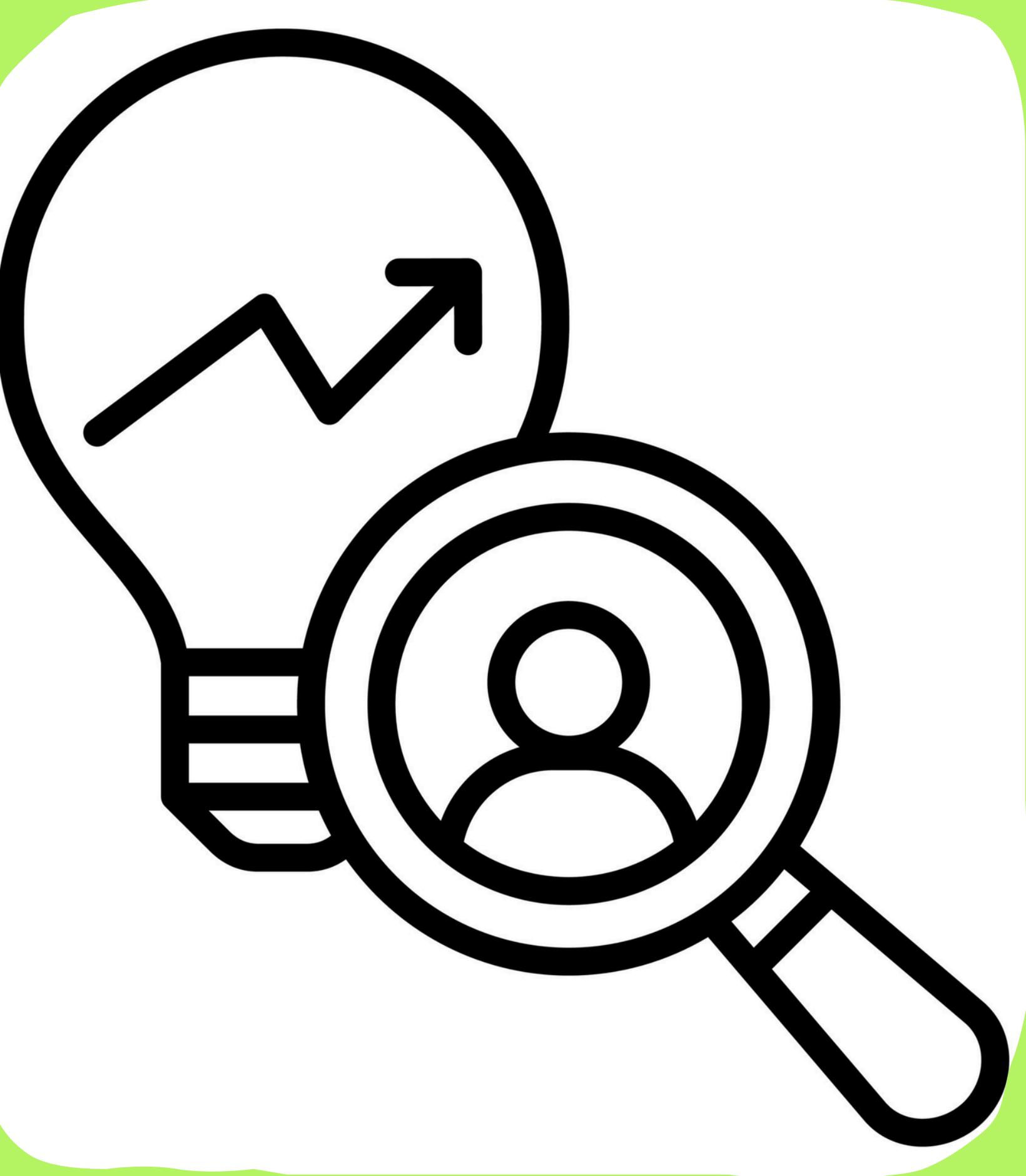


3

Getting familiar with the input data



**Ad-hoc
requests,
queried results,
Insights and
visualization**





REQUEST 1:

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

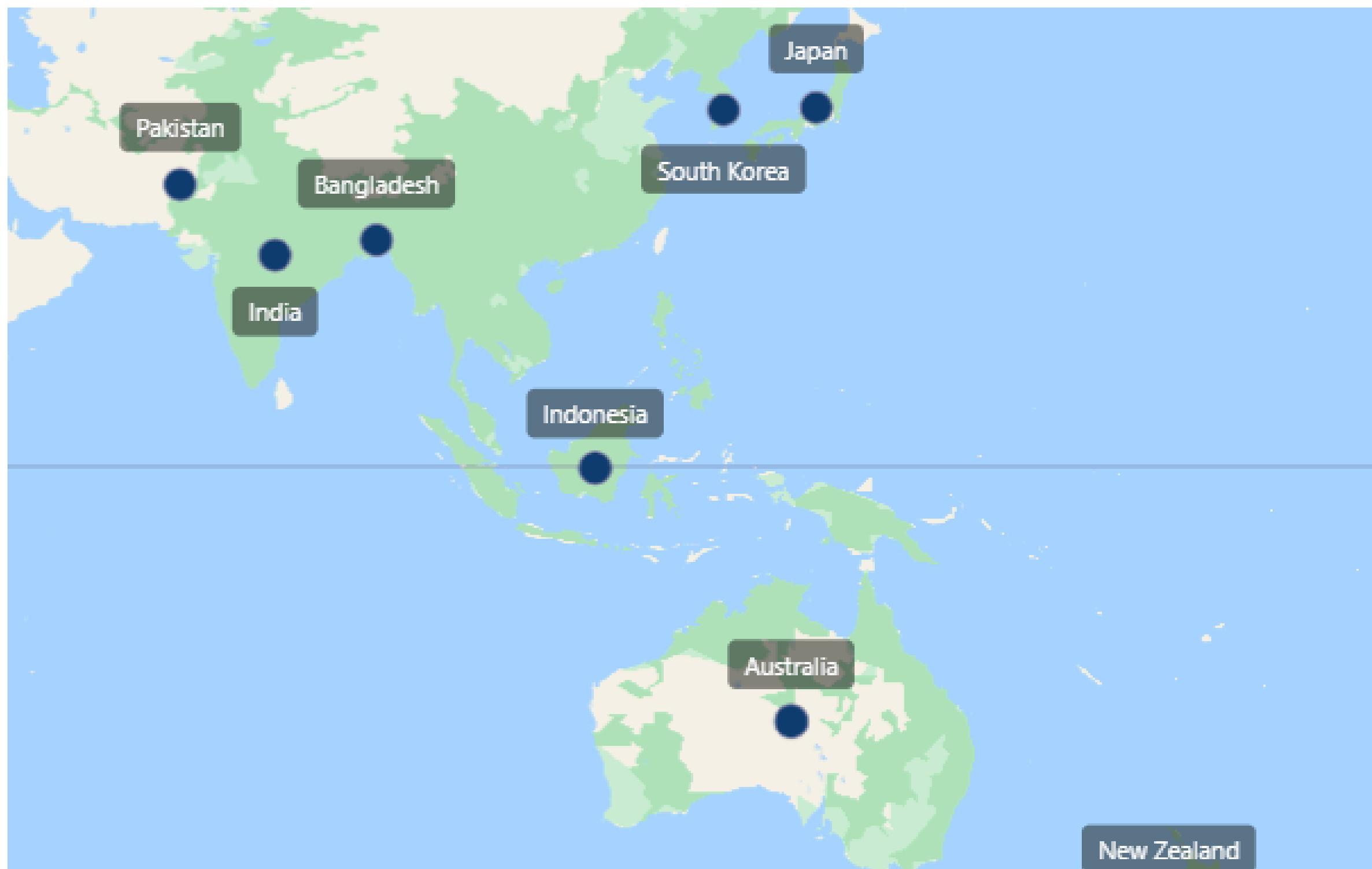
OUTPUT

market
India
Indonesia
Japan
Pakistan
Philippines
South Korea
Australia
Newzealand
Bangladesh



Insights

In the APAC region, our Exclusive store has established its presence in 8 major markets.





REQUEST 2:

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

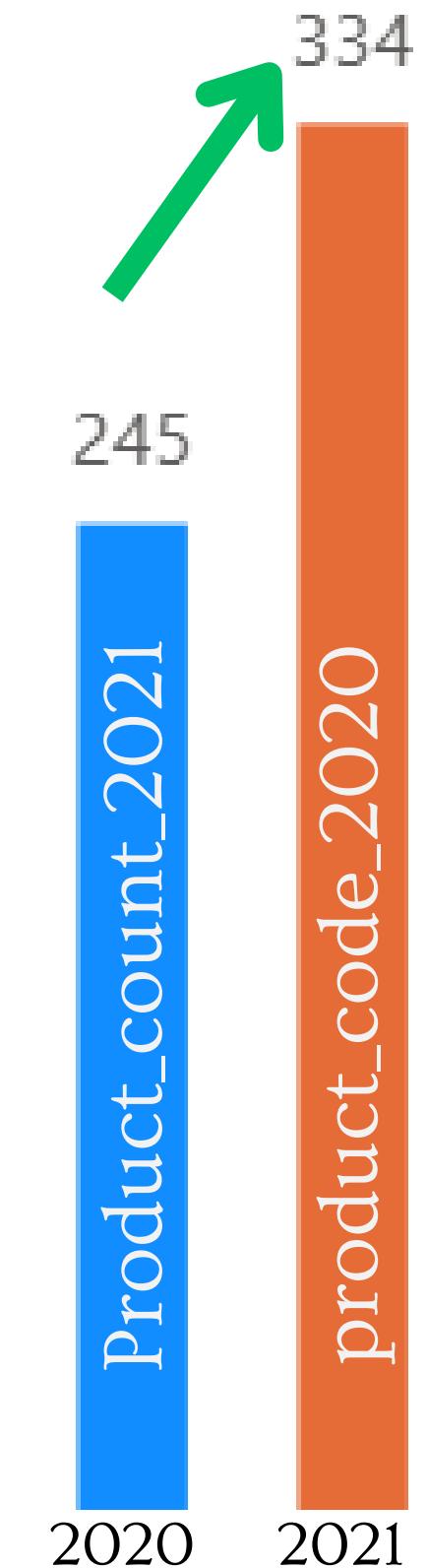
OUTPUT

	unique_products_2020	unique_products_2021	percentage_change
▶	245	334	36.33



Insights

It's encouraging to see our ongoing commitment to innovation and new product launches. In FY 2020, we offered 245 products, and by FY 2021, this number had grown by 36%, reaching a total of 334 products.



36.33 %
increase



REQUEST 3:

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

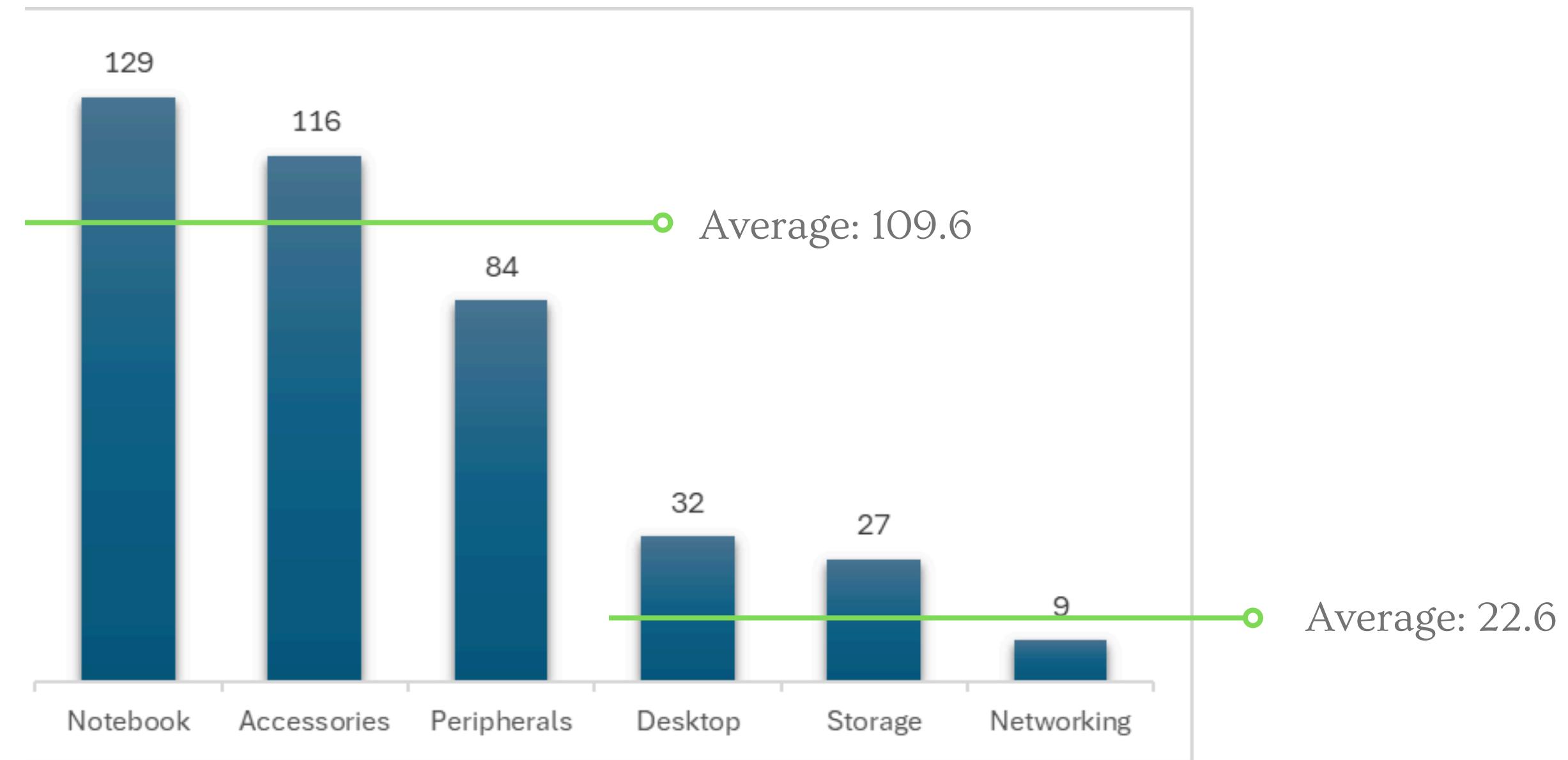
OUTPUT

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



Insights

We provide a wide range of products under the segments **Notebook, Peripherals, and Accessories**, with an average of **110** products in each segment . However we still need to diversify our production in the **Desktop, Networking, and Storage** segments , where there are just an average of only **23** products per segment





REQUEST 4:

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
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

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

In 2021, we were mainly focusing on diversifying our accessories segment. We introduced 34 new products to the market in accessories.



REQUEST 5:

Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields:

product_code

product

manufacturing_cost

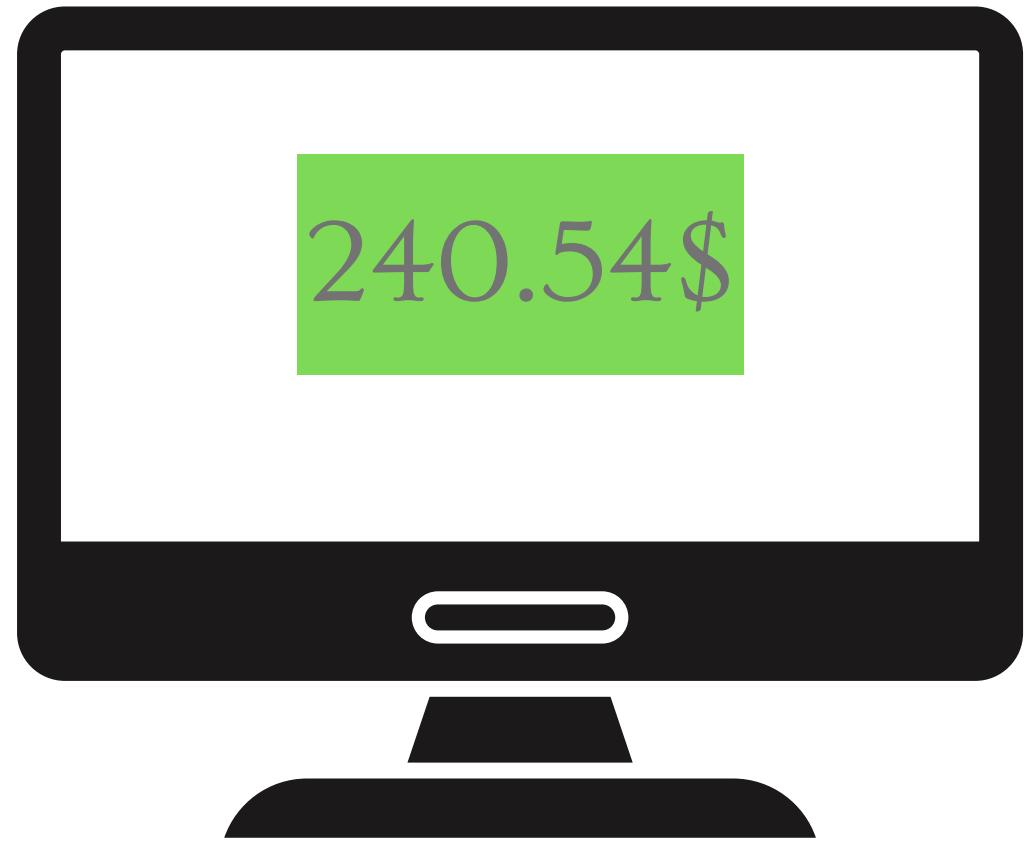
OUTPUT

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2(Plus 3)	240.5364
A2118150101	AQ Master wired x1 Ms(Standard 1)	0.8920



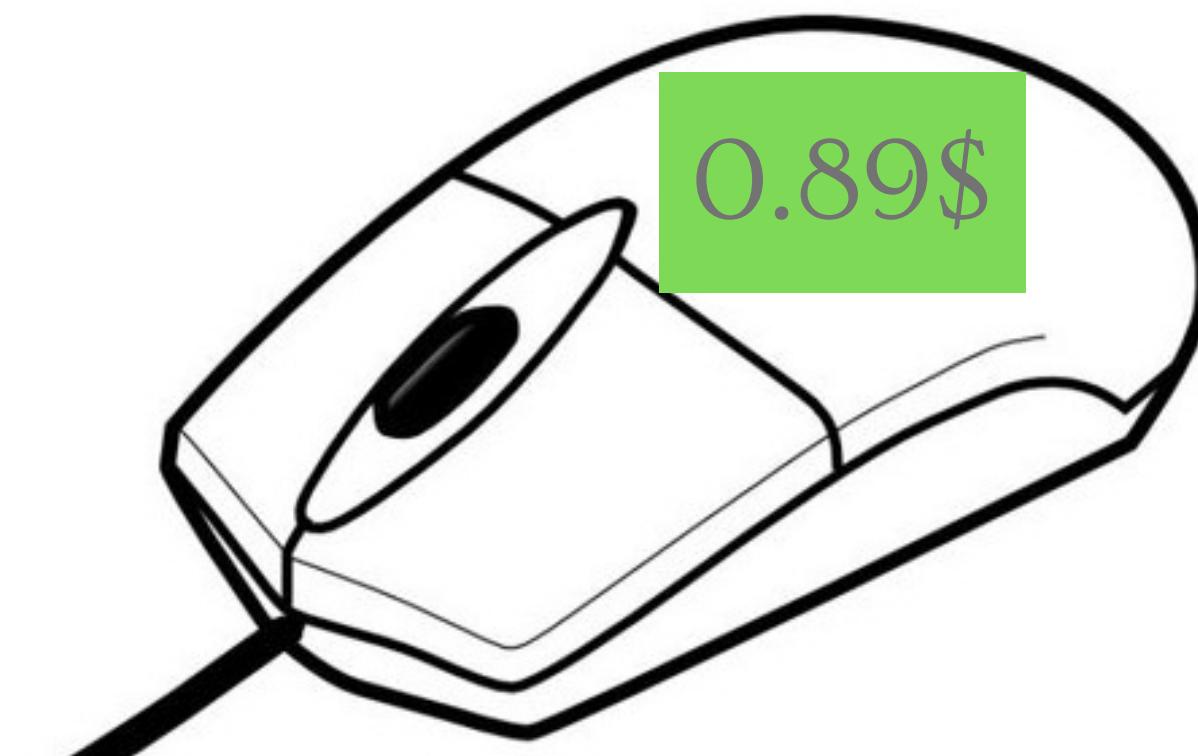
Insights

Which of our products
has the **highest**
manufacturing cost?



AQ HOME Allin1 Gen 2 (Plus 3)
Personal Desktop

Which of our products
has the **lowest**
manufacturing cost?



'AQ Master wired x1 Ms (Standard 1)'
Mouse



REQUEST 6:

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

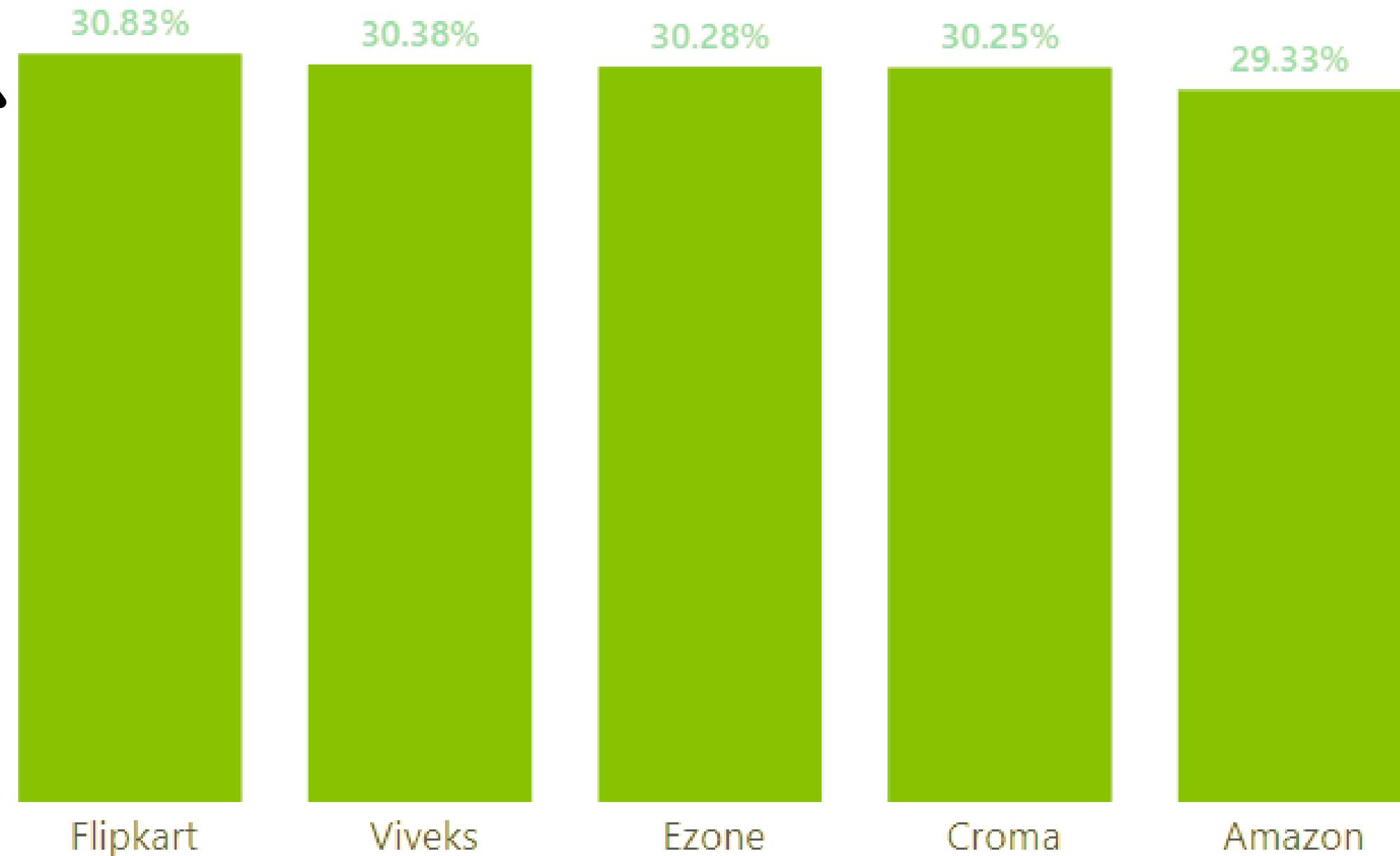
OUTPUT

	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



Insights

In 2021,
we offered nearly equal pre invoice
discount percentages to each of
our top 5 customers, given that
Flipkart is the most discounted
customer in the Indian market,
which equals 30.83%.





REQUEST 7:

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

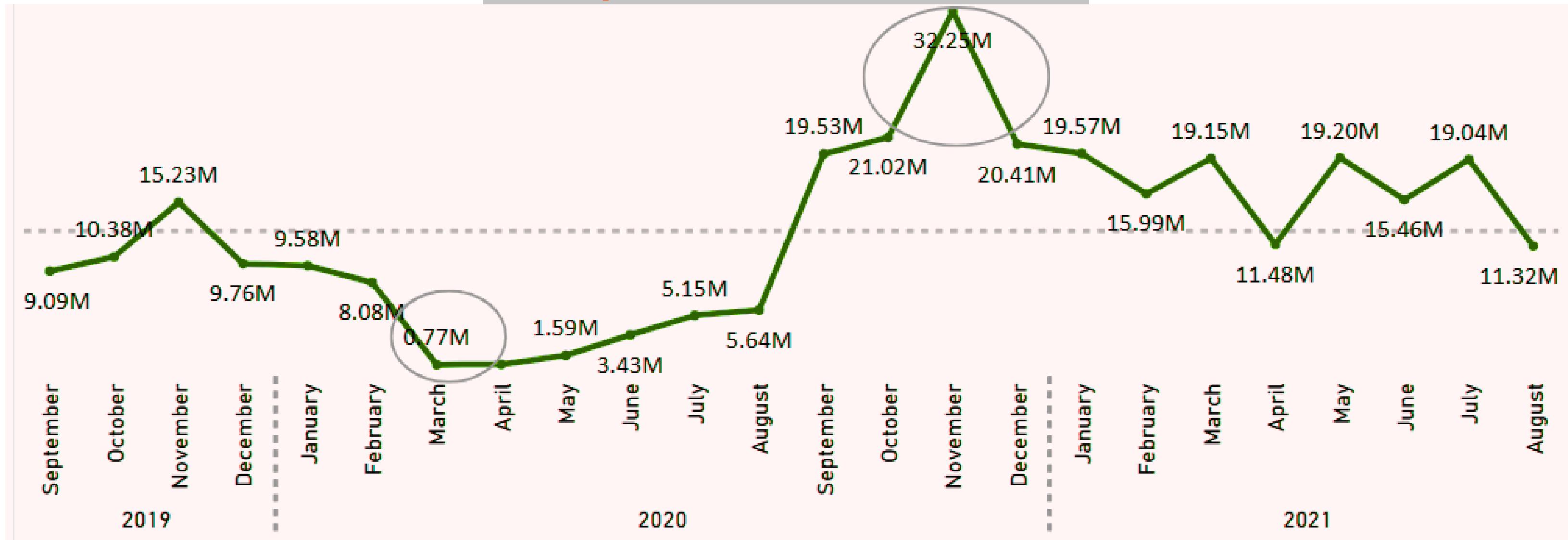
OUTPUT

	months	year	gross_sales
▶	September	2019	9.09M
	October	2019	10.38M
	November	2019	15.23M
	December	2019	9.76M
	January	2020	9.58M
	February	2020	8.08M
	March	2020	0.77M
	April	2020	0.80M
	May	2020	1.59M
	June	2020	3.43M
	July	2020	5.15M
	August	2020	5.64M
	September	2020	19.53M
	October	2020	21.02M
	November	2020	32.25M
	December	2020	20.41M
	January	2021	19.57M
	February	2021	15.99M
	March	2021	19.15M
	April	2021	11.48M
	May	2021	19.20M
	June	2021	15.46M
	July	2021	19.04M
	August	2021	11.32M



Insights

Atliq Exclusive Sales Trend



For Atliq Exclusive, **November 2020** marked the **highest sales**, and **March 2020** marked the **lowest gross sales**. It's very evident that the lower sales between March and August are because of **COVID 19**. However, it's a very good sign that the **sales increased quickly after August** and reached the highest level since the last two years in November.



OUTPUT

REQUEST 8:

In which quarter of 2020, got the maximum total_sold_quantity?
The final output contains these fields sorted by the total_sold_quantity:

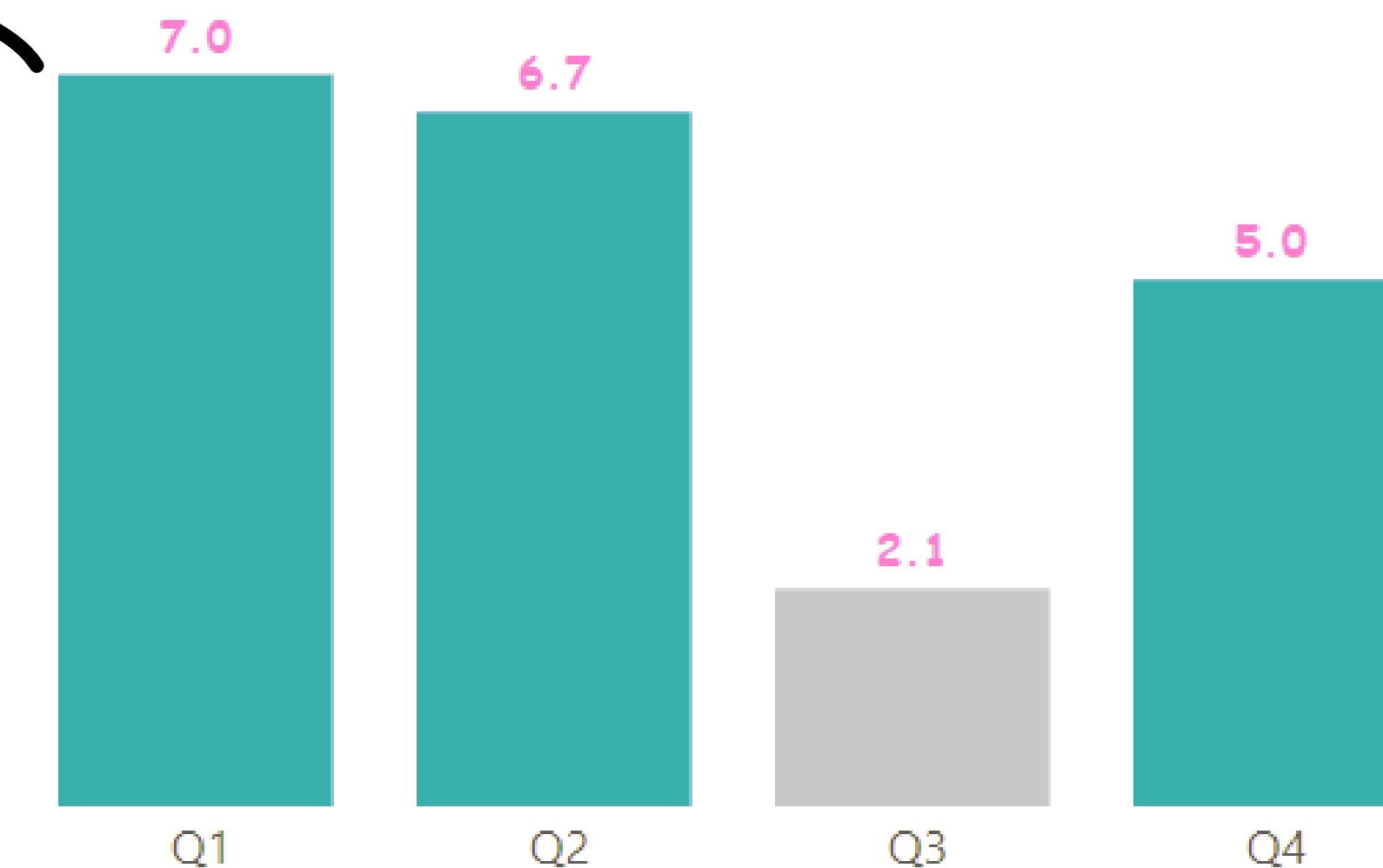
Quarter
total_sold_quantity

quarter	total_sold_quantity_in_millions
Q1	7.01
Q2	6.65
Q4	5.04
Q3	2.08



Insights

Quarter 1
has the maximum
total sold quantity



Sales fell to 2.1M units in Q3 FY 2020 due to COVID-19 but recovered in Q4, driven by rising demand for computers and accessories for online learning and remote work.



REQUEST 9:

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

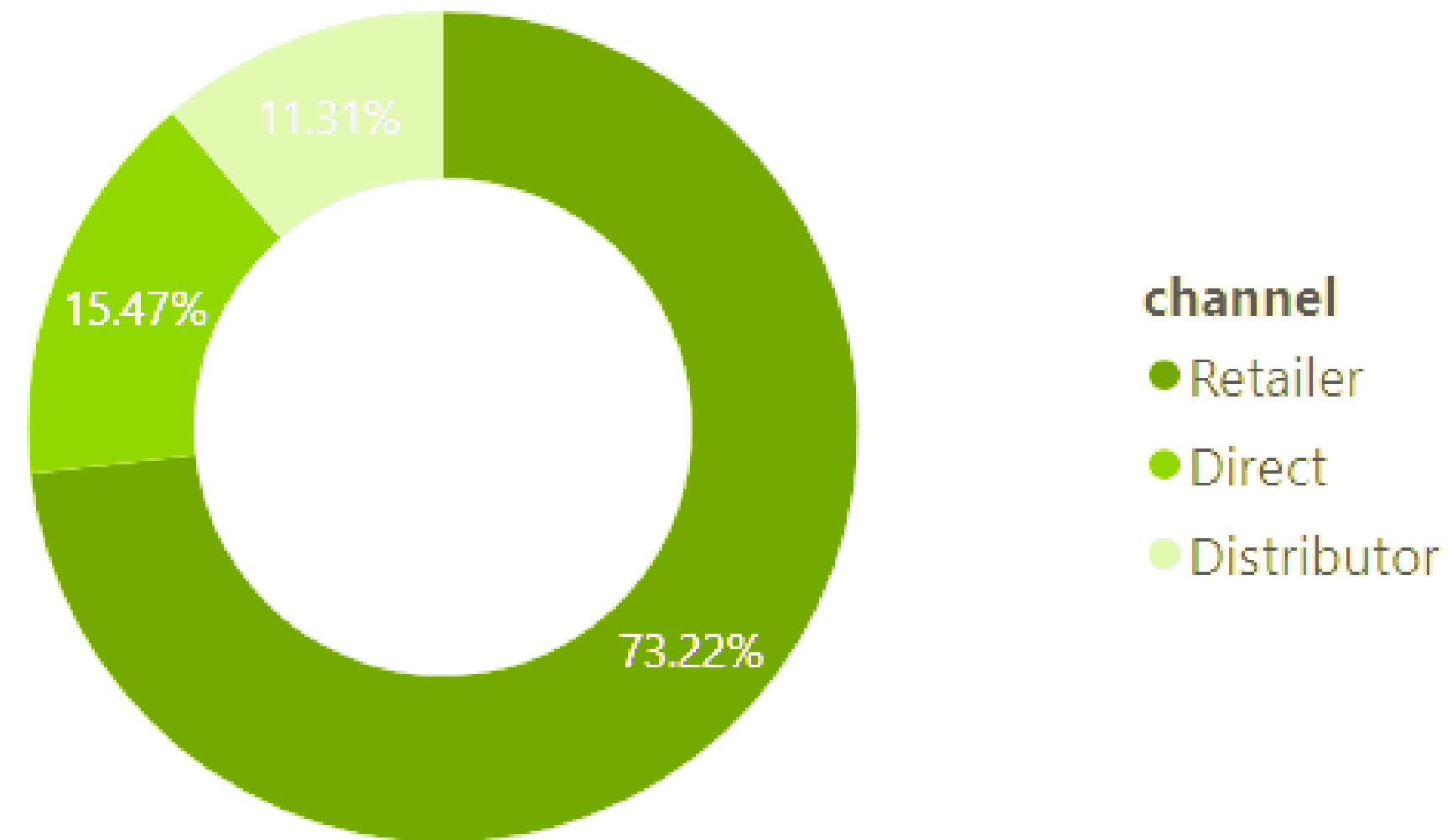
percentage

OUTPUT

channel	gross_sales_in_millions	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



Insights



The **majority of our sales** were generated through **retailers**, accounting for approximately **75%** of total sales. In contrast, only a small proportion of sales occurred through **direct** and **distributor channels**.



REQUEST 10:

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:

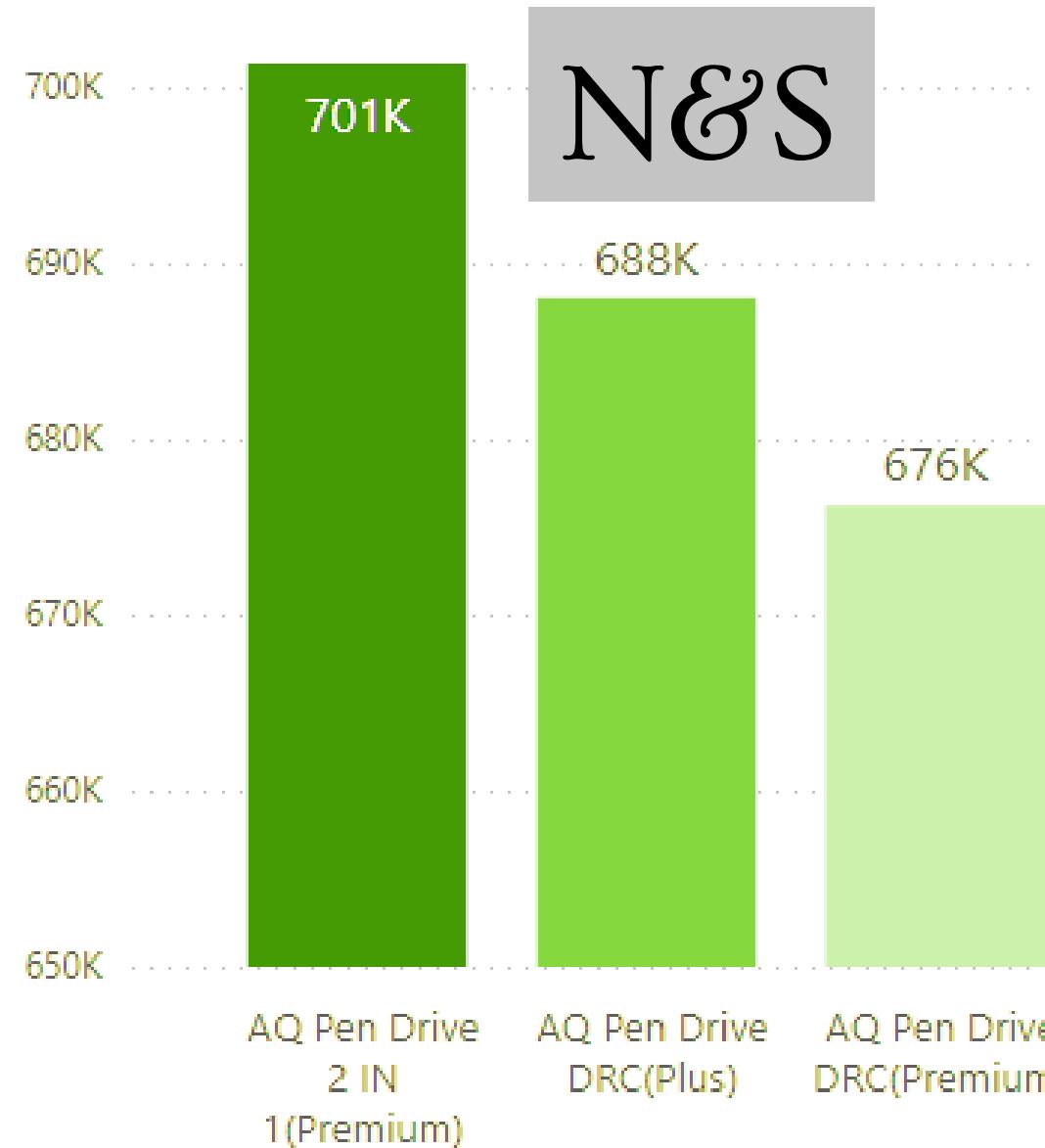
division
product_code
Product
total_sold_quantity
rank_order

OUTPUT

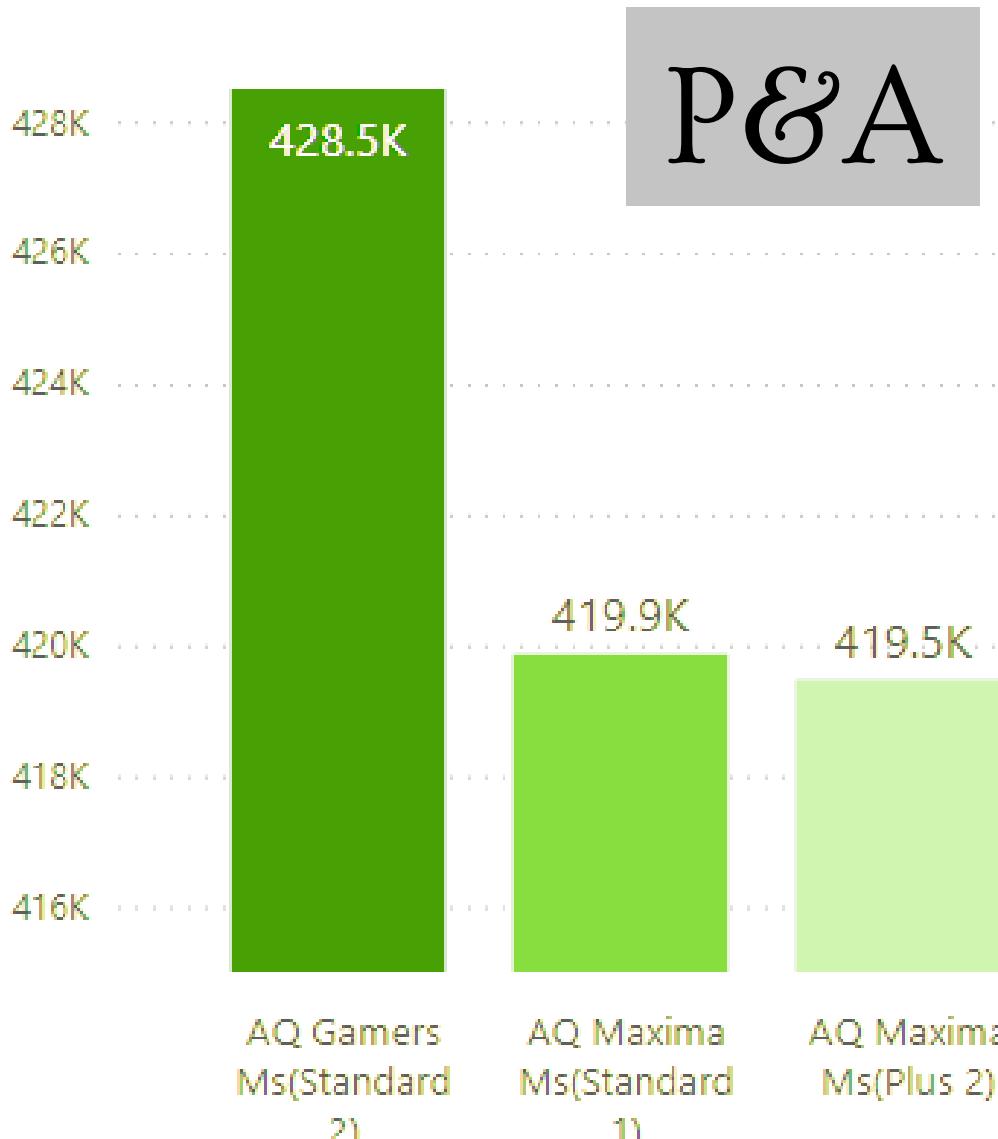
division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1(Premium)	701373	1
N & S	A6818160202	AQ Pen Drive DRC(Plus)	688003	2
N & S	A6819160203	AQ Pen Drive DRC(Premium)	676245	3
P & A	A2319150302	AQ Gamers Ms(Standard 2)	428498	1
P & A	A2520150501	AQ Maxima Ms(Standard 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



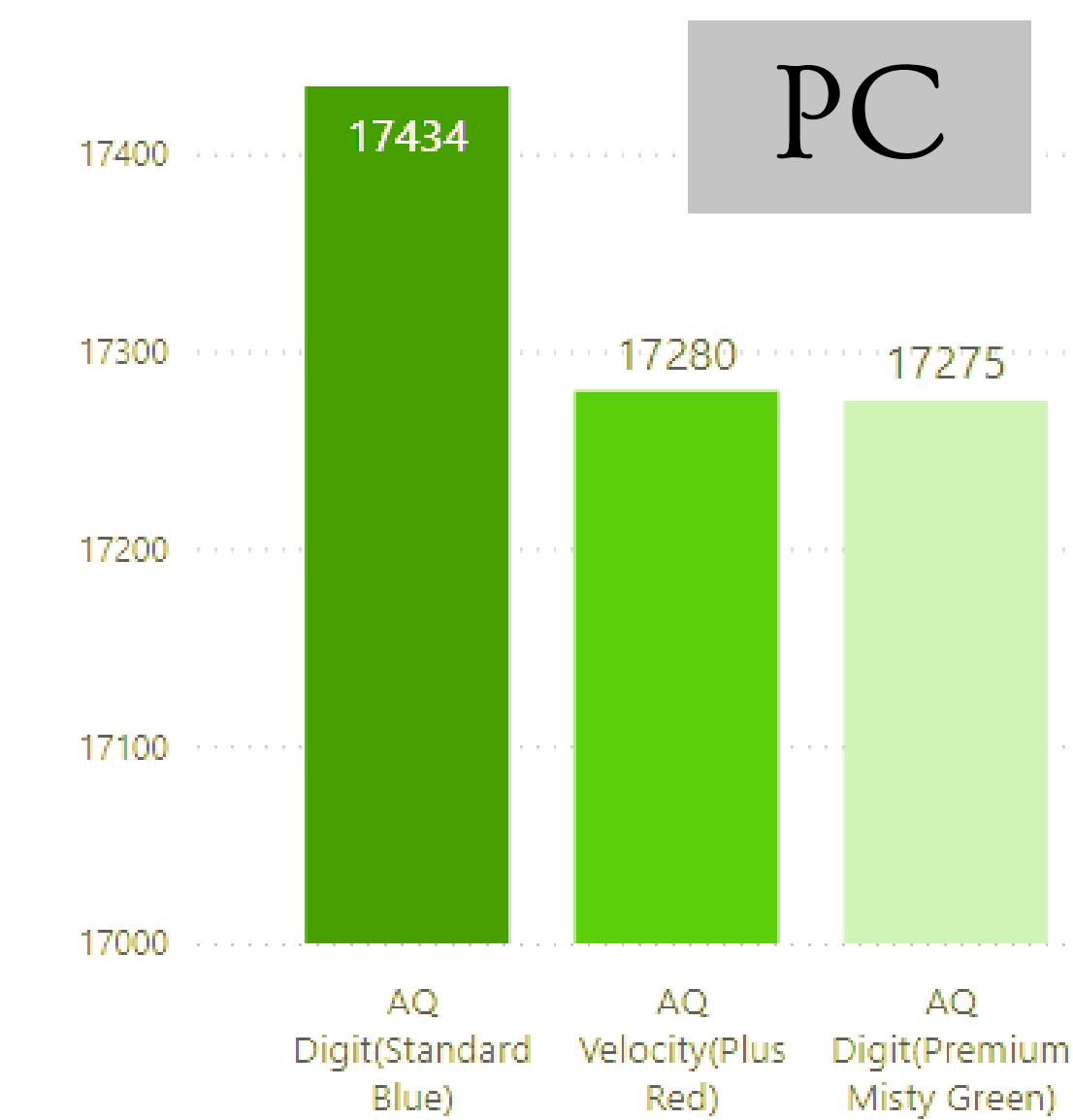
Insights



The top 3 selling products in N&S were **pen drives**, which were around 7 lakh in quantity



The top 3 selling products in P&A were **mouse**, which were around 4 lakh in quantity.



The top 3 selling products in PC were **personal laptops**, which were around 17000 in quantity

END

THANK YOU