



Atliq Hardwares

Consumer GOODS AD-HOC Insights

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Introduction

Atliq Hardwares is one of the leading computer hardware producers in India and well expanded in other countries too.

However, the management noticed that they do not get enough insights to make quick and smart data-informed decisions. They want to expand their data analytics team by adding several junior data analysts. Tony Sharma, their data analytics director wanted to hire someone who is good at both tech and soft skills. Hence, he decided to conduct a SQL challenge which will help him understand both the skills.

Query 1

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:

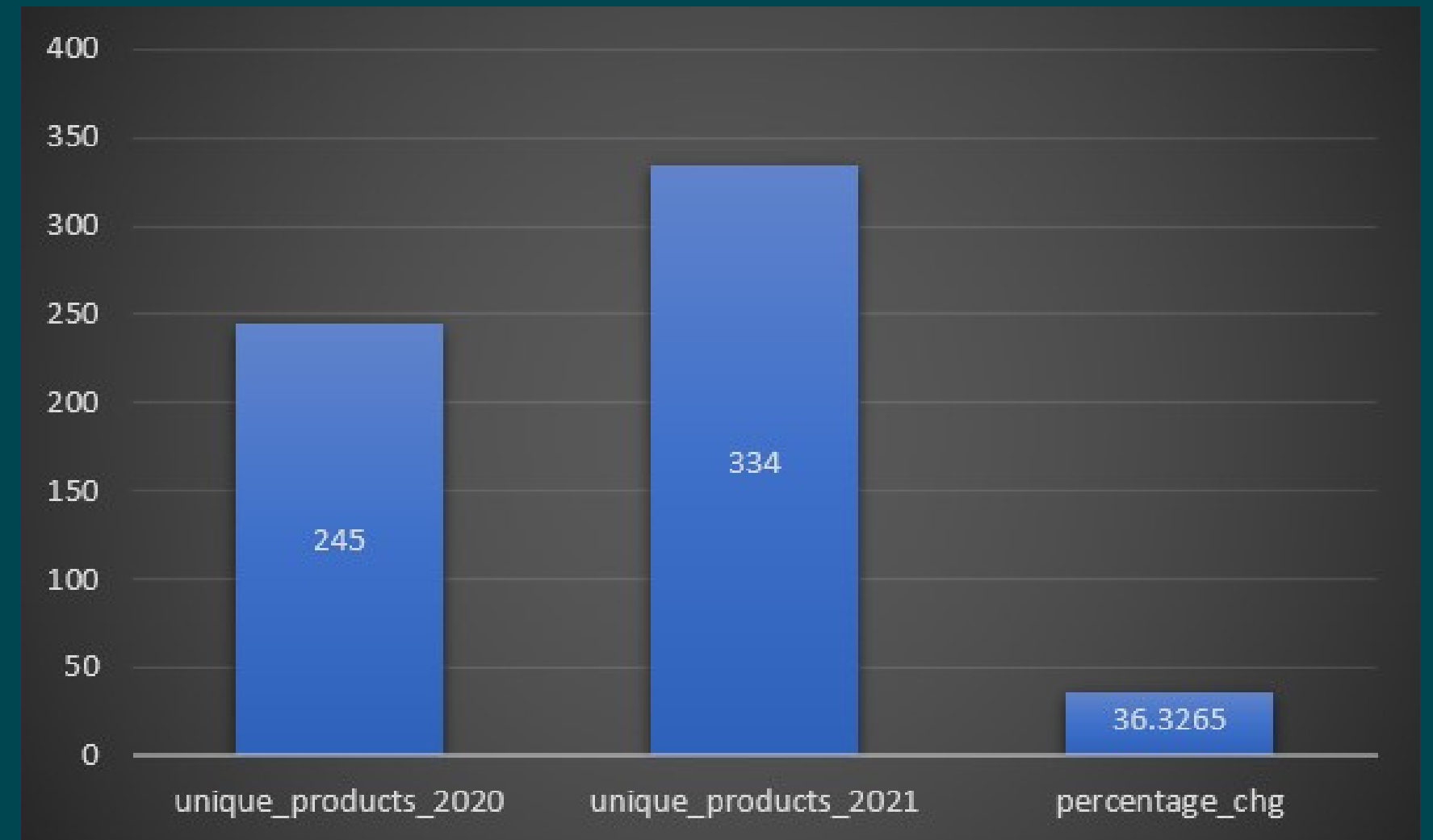
In APAC region Atliq hardware operates its business in 8 different countries which includes India, Indonesia, Japan, Philipines, South Korea, Australia, Newzealand, Bangladesh

Query 2

What is the percentage of unique product increase in 2021 vs. 2020?

- OUTPUT

unique_products_2020	unique_products_2021	percentage_chg
245	334	36.3265



Insights:

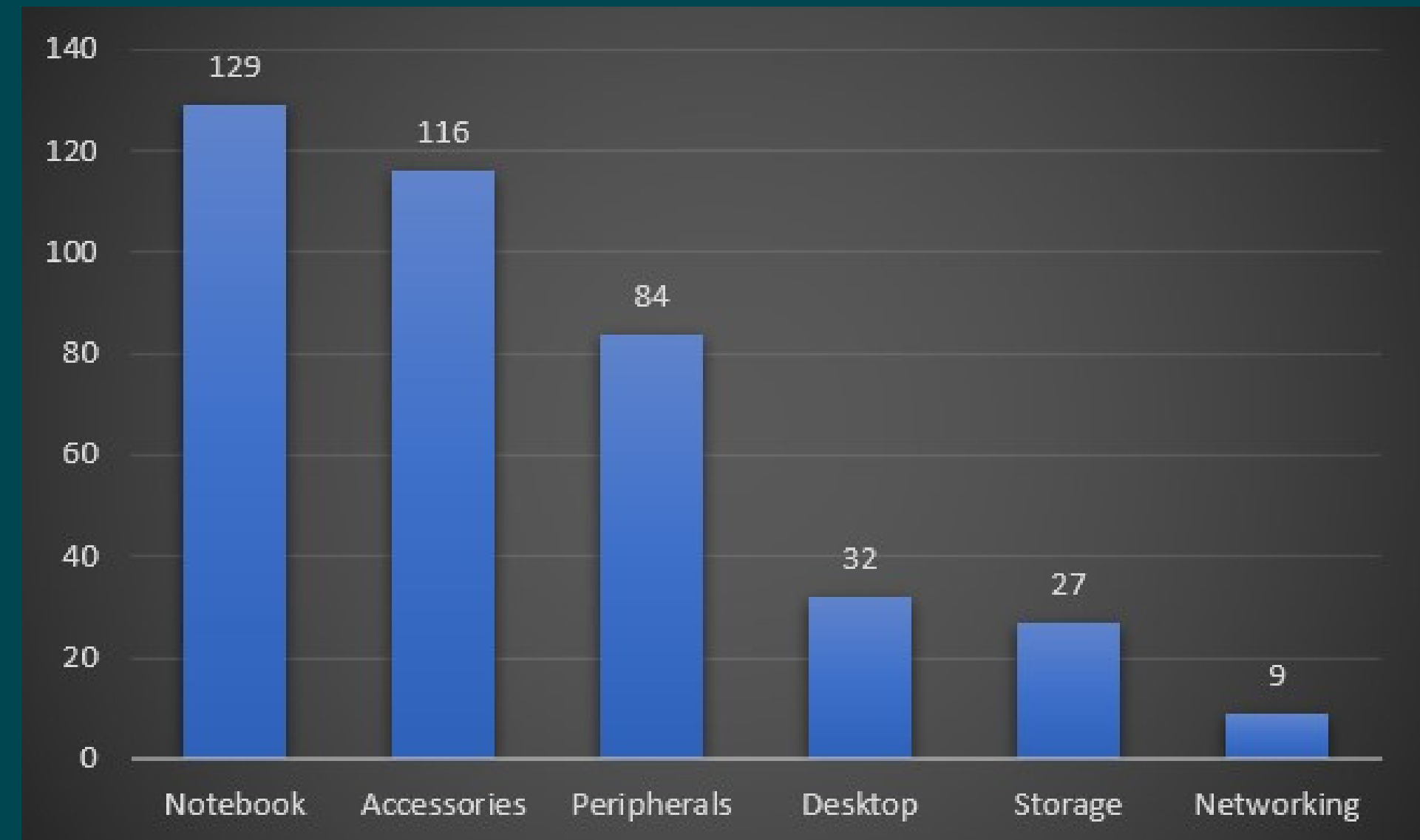
The percentage of unique product increase is 36.33 % as 89 new unique products were added in 2021 when compared to 2020

Query 3

Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

- OUTPUT

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



Insights:

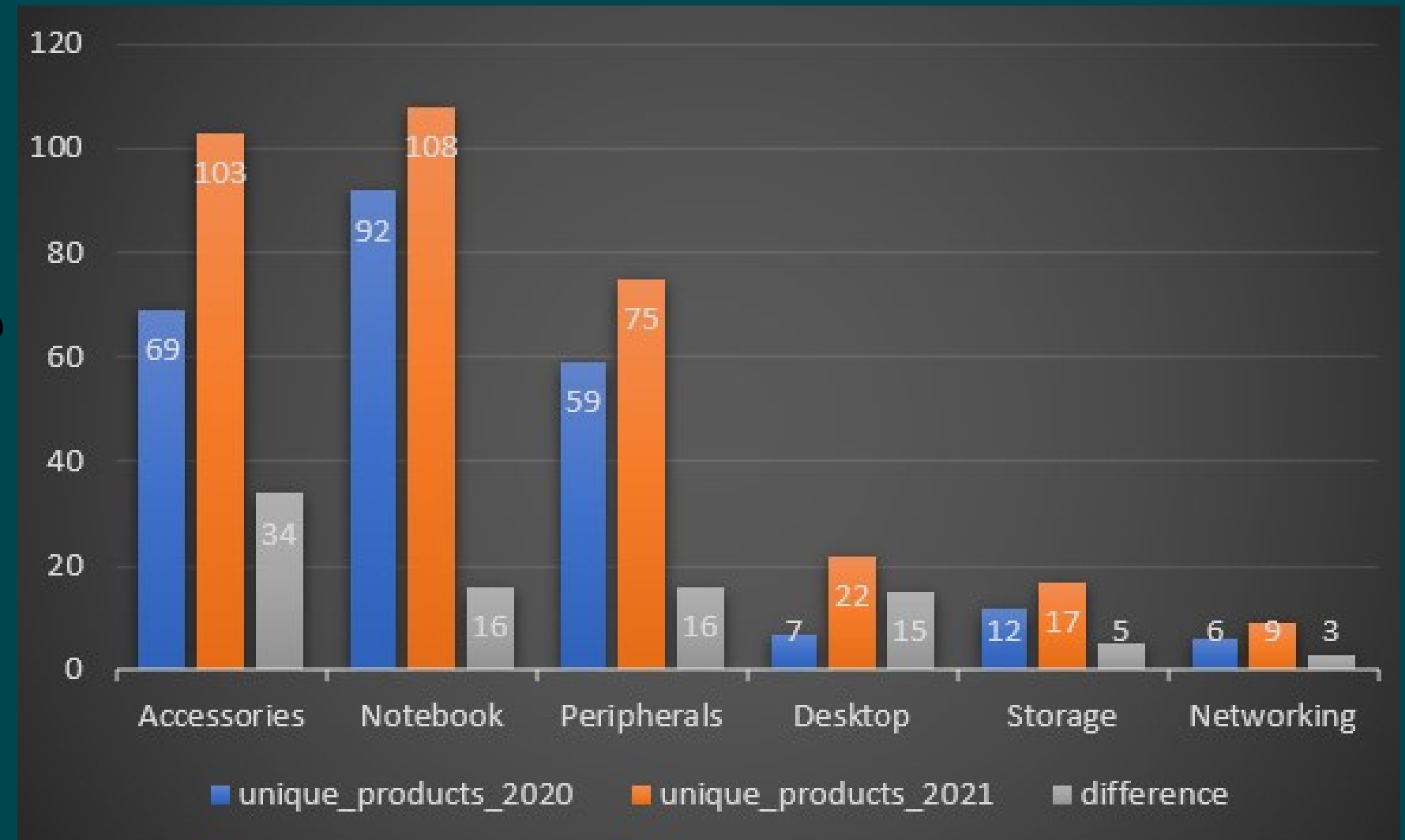
Network, Accessories and Peripherals are the top 3 segments with high unique product count.

Query 4

Which segment had the most increase in unique products in 2021 vs 2020?

- OUTPUT

segment	unique_products_2020	unique_products_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:

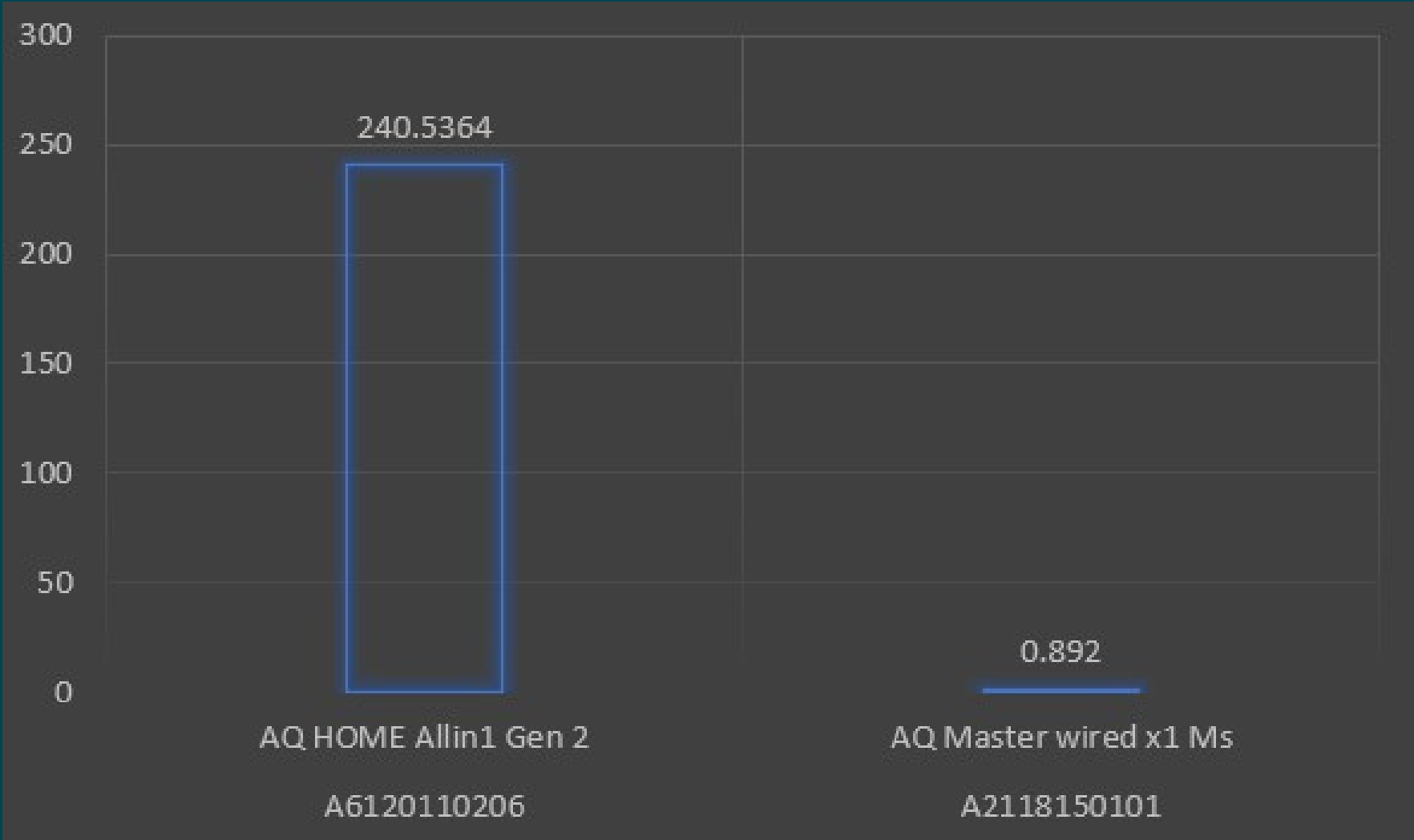
In 2021 compared to 2020, the accessories segment saw the largest increase in the number of unique products, with a percentage increase of 49.28%.

Query 5

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

- OUTPUT

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.8920



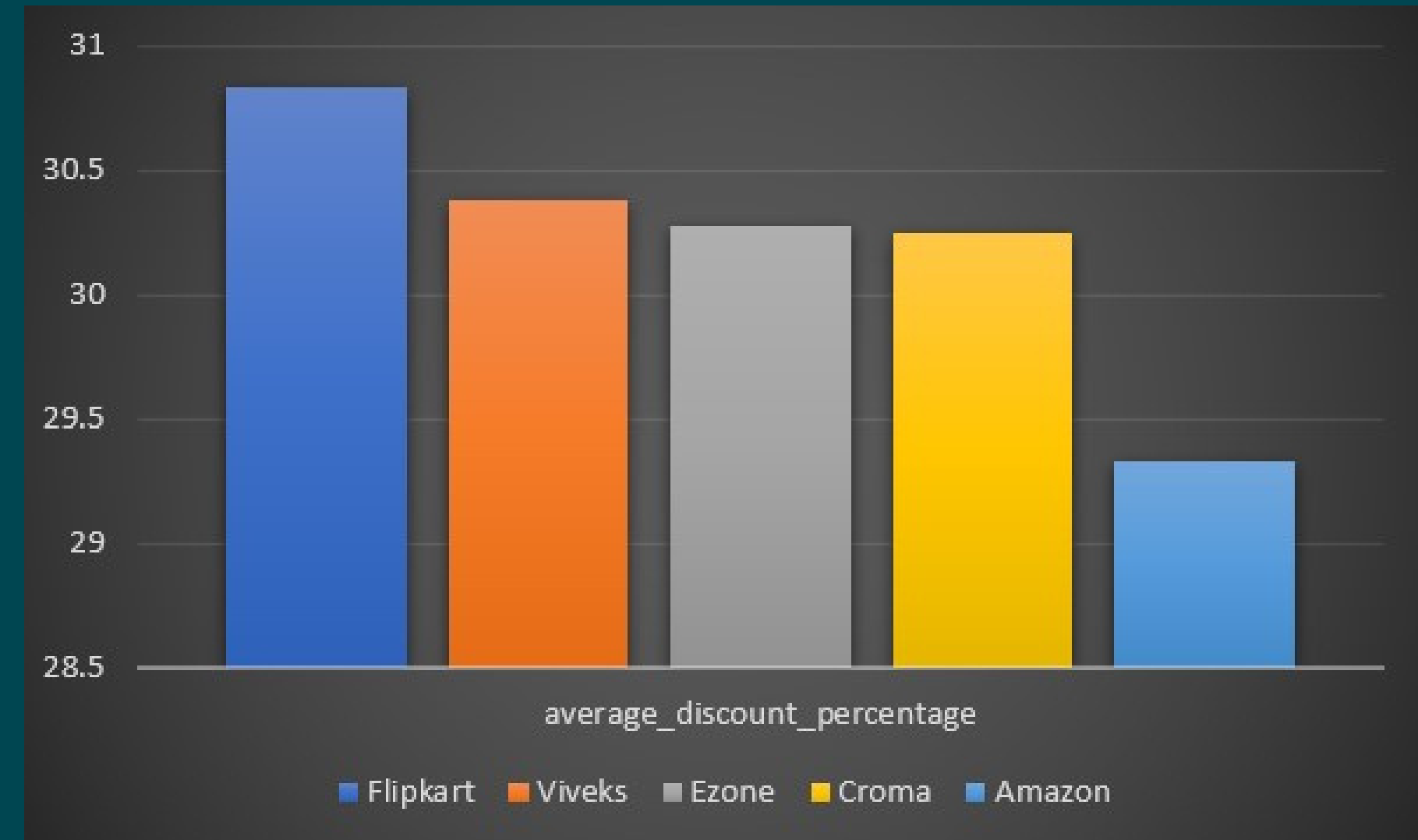
Insights:
The product that has the highest manufacturing cost is AQ HOME Allin 1 Gen 2, whereas the product with the lowest manufacturing cost is AQ Master wired x1 Ms.

Query 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.

- OUTPUT

customer_code	customer	average_discount_percentage
90002009	Flipkart	30.83
90002006	Viveks	30.38
90002003	Ezone	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



Insights:

- Flipkart, Viveks, Ezone, Croma, and Amazon are among the top 5 customers who received a high average pre-invoice discount percentage.
- Also, we can observe that the average pre-invoice discount percentage among these top customers is almost the same.

Query 7

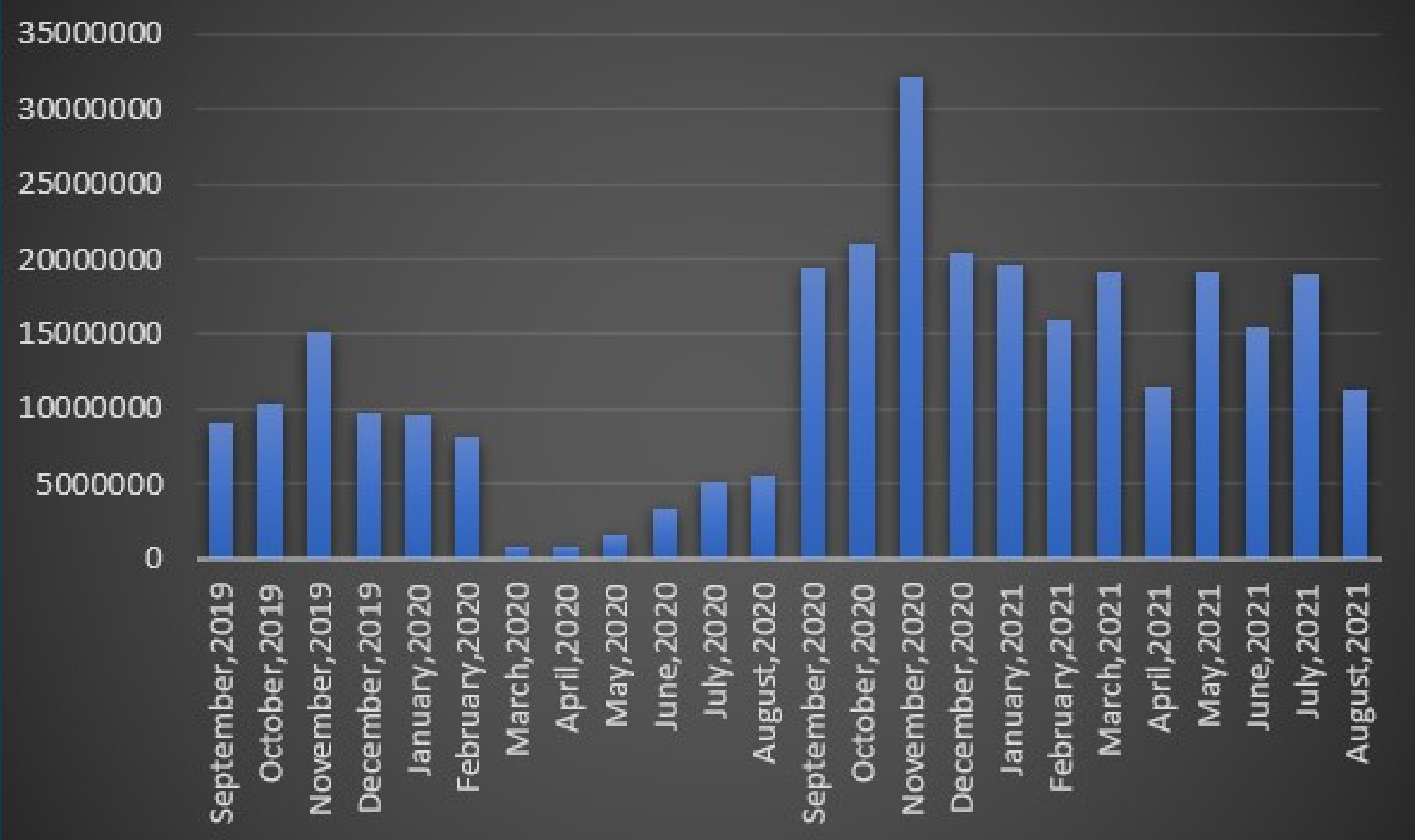
Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions.

- OUTPUT

Month	fiscal_year	gross_Sales_amount
September,2019	2020	9092670.3392
October,2019	2020	10378637.5961
November,2019	2020	15231894.9669
December,2019	2020	9755795.0577
January,2020	2020	9584951.9393
February,2020	2020	8083995.5479
March,2020	2020	766976.4531
April,2020	2020	800071.9543
May,2020	2020	1586964.4768
June,2020	2020	3429736.5712
July,2020	2020	5151815.4020
August,2020	2020	5638281.8287
September,2020	2021	19530271.3028
October,2020	2021	21016218.2095
November,2020	2021	32247289.7946
December,2020	2021	20409063.1769
January,2021	2021	19570701.7102
February,2021	2021	15986603.8883
March,2021	2021	19149624.9239
April,2021	2021	11483530.3032
May,2021	2021	19204309.4095
June,2021	2021	15457579.6626
July,2021	2021	19044968.8164
August,2021	2021	11324548.3409

2020 FY

2021 FY



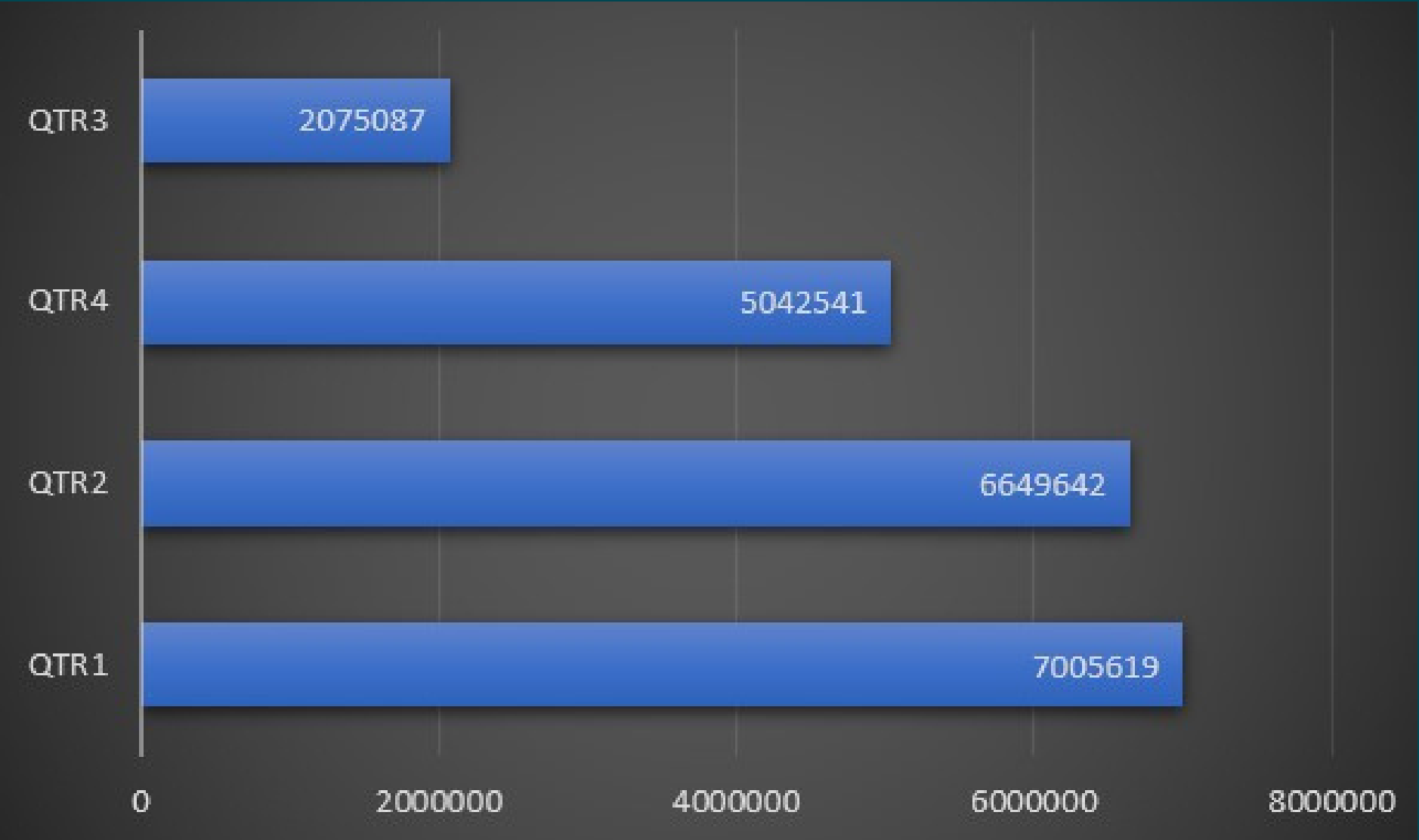
- In FY 2020, lowest performing month is March and highest performing month is November.
- In FY 2021, lowest performing month is August and highest performing month is November.

Query 8

In which quarter of 2020, got the maximum total_sold_quantity?

- OUTPUT

QUATER	TOTAL_SOLD_QUANTITY
QTR1	7005619
QTR2	6649642
QTR4	5042541
QTR3	2075087



Insights:

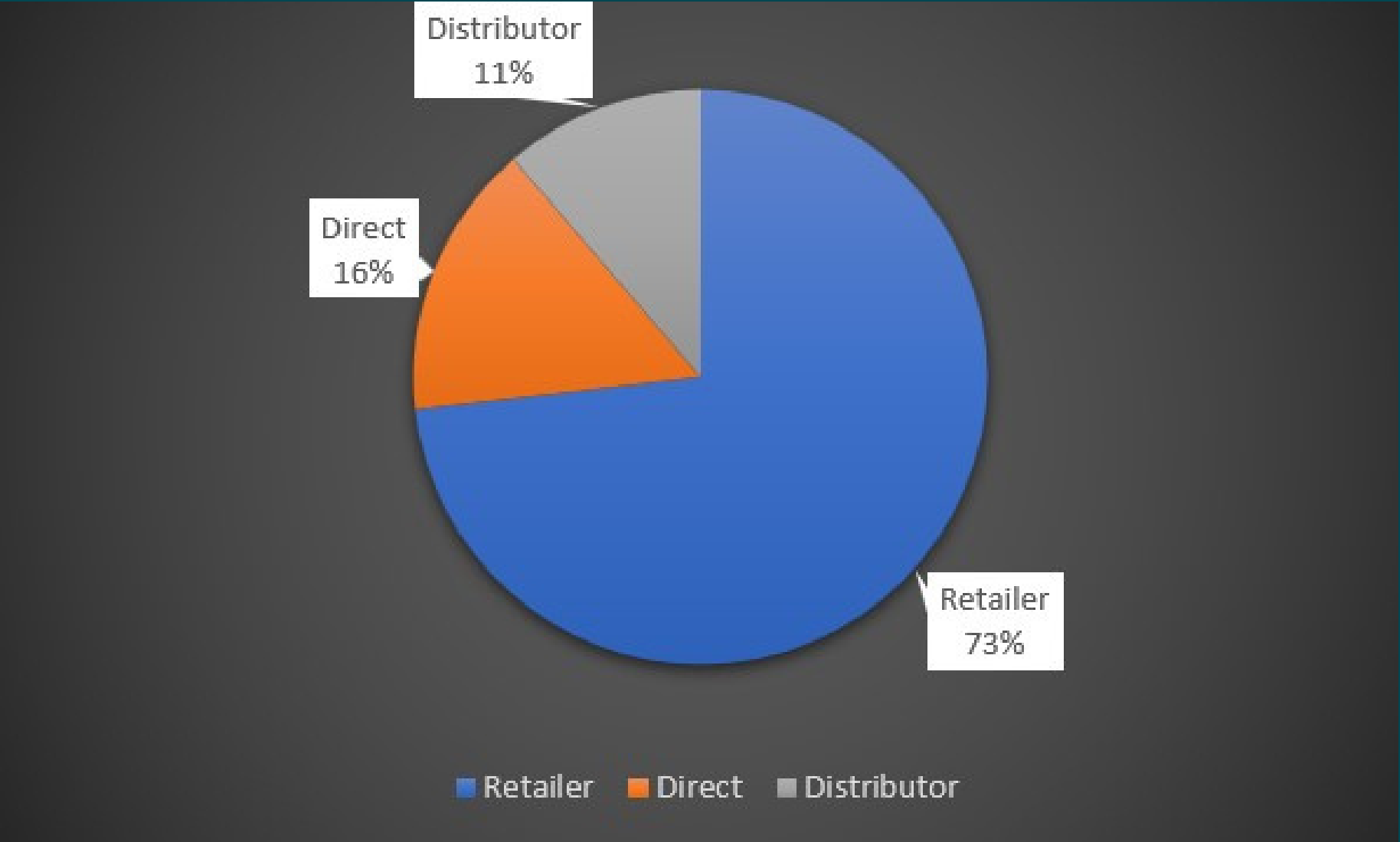
The maximum number of products were sold during the first quarter of 2020, which encompasses the months of September, October, and November.

Query 9

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

- OUTPUT

channel	total_gross_price_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.48
Distributor	297.18	11.31



Insights:

In the fiscal year 2021, the retailer channel played a significant role in driving gross sales, contributing 73% to the overall revenue.

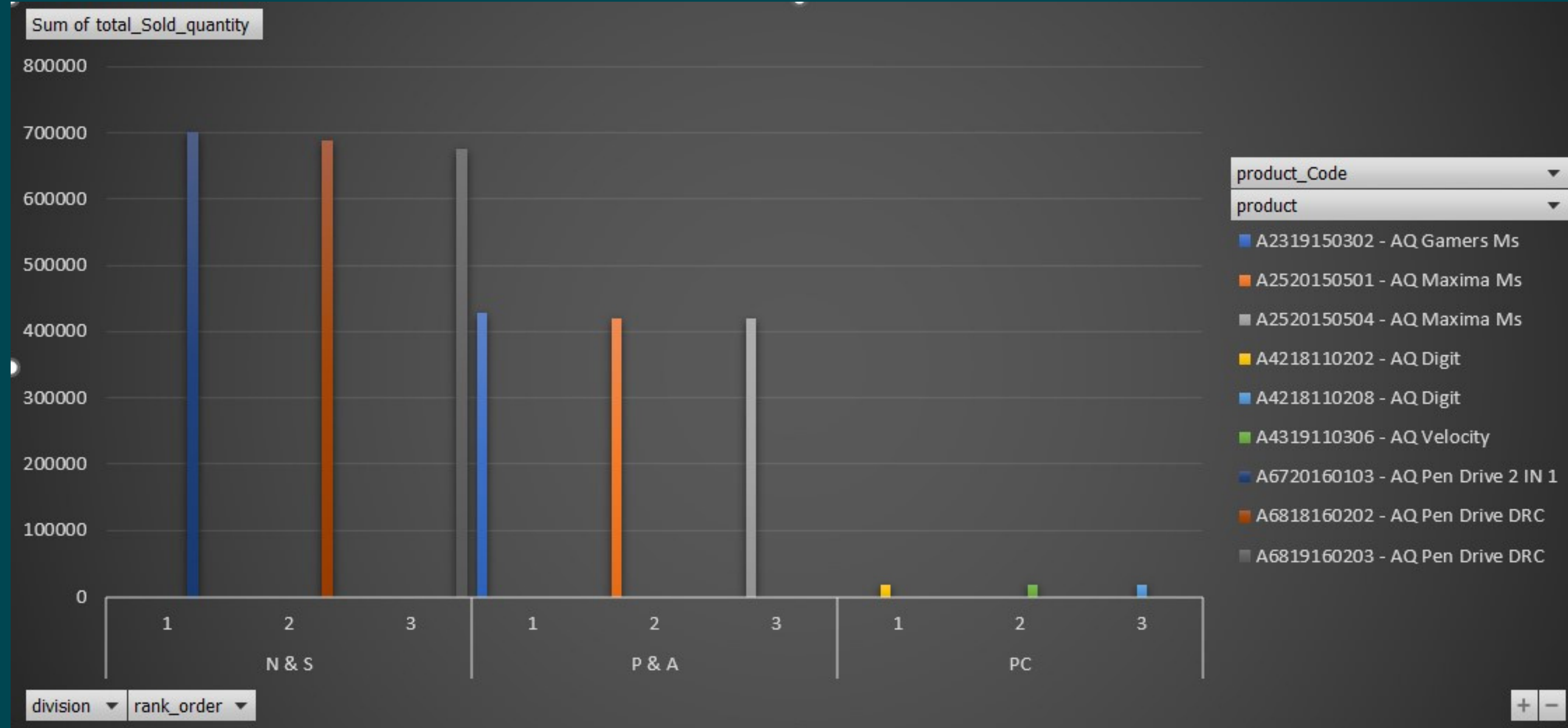
Query 10

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

- 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

Insights



The highest sold products in the fiscal year 2021:

- In N & S Division : AQ Pen Drive 2 IN 1 , AQ Pen Drive DRC
- In P & A Division: AQ Gamers Ms, AQ Maxima Ms,
- In PC: AQ Digit, AQ Velocity

Thank You