



# ATLIQ HARDWARE SALES ANALYSIS PROJECT

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## INTRODUCTION

- AtliQ hardware is a Computer Hardware Company in India.
- They operate in Asia Pacific (APAC) region, Europe (EU), North America (NA) region.
- They have around 67 customers in 23 countries across the world.
- They have 3 main divisions of products: Peripherals and Accessories (P & A), Network and Storage (N&S) and Personal Computer (PC)
- Their customers are either Direct, Distributors or Retailer
- And the avenue by which products are vended includes either physical retail locations (brick and mortar) or online platforms (e-commerce)
- They have around 67 unique products which fall under 6 different segments namely: Accessories, Desktop, Networking, Notebook, Peripherals, Storage

## AGENDA

Provide Sales and Market Performance insights to the management of AtliQ Hardware by solving their reports requests.

## DATA UNDERSTANDING

### Data Provided

- AtliQ Hardware data is provided as comma-seperated values (CSV) Excel files
- 3 dimension files and 2 facts file
- dim\_customer.csv: contains customer related data
- dim\_market.csv: contains country, region and division data
- dim\_product.csv: contains products related data
- fact\_sales\_monthly.csv: contains monthly sales data for each product with other details
- ns\_targets\_2021.csv: contains sales target for Fiscal year 2021

## SALES AND PERFORMANCE REPORTS INSIGHTS

### Requests

- Customer Performance Report
- Market Performance vs Target Report
- Top 5 Countries' in terms of Sales
- Top 10 Products in terms of sales
- New Products introduced in 2021
- Top 5 and Bottom 5 Products in terms of quantity
- Division Level Performance

## CUSTOMER PERFORMANCE REPORT INSIGHTS

- The performance of "Electricalsquito Stores" in 2021 compared to 2020 exhibited remarkable growth, achieving a remarkable 435.32% surge in sales, amounting to a substantial \$2.35 million. Similarly, "Logic Stores" demonstrated strong performance, closely trailing with a notable 415.17% increase, reaching an impressive \$4.81 million in sales.
- "Electricalsquito Stores" displayed exceptional performance in 2020 compared to 2019, recording the highest growth rate of 614.05%. Following closely was "Info Stores," which also demonstrated substantial growth with an impressive increase of 586.11%.

## MARKET PERFORMANCE VS TARGET REPORT INSIGHTS

- The Poland market experienced a substantial deviation from their 2021 targets, missing the mark by a significant 18.13%. Although their set target was \$6.13 million, the actual net sales for the year amounted to \$5.18 million.
- Japan fell short of their sales target by a narrow margin of only 4.12%, aiming for \$8.2 million in net sales but achieving actual sales of \$7.9 million.



## TOP 5 COUNTRIES IN TERMS OF 2021 SALES REPORT INSIGHTS

- In 2021, India achieved an impressive sales figure of \$161.3 million, while the USA recorded sales of \$87.8 million. The UK, on the other hand, reported the lowest sales at \$34.2 million.

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>

## TOP 10 PRODUCTS IN TERMS OF 2021 SALES REPORT INSIGHTS

- The net sales increase for "AQ Mx NB" from 2020 to 2021 was the most substantial, showing an impressive growth of 5623.52%.
- On the other hand, the "AQ Electron 4 3600 Desktop Processor" achieved the highest sales at \$19.35 million.
- Additionally, "AQ LION x1" secured the 10th position in net sales for 2021, amounting to \$0.84 million.

Products	2020	2021	21 vs 20%
AQ Electron 4 3600 Desktop Processor	3.02 M	19.35 M	541.26%
AQ GT 21	0.78 M	4.38 M	461.14%
AQ Home Allin1	0.67 M	5.16 M	668.99%
AQ LION x1	0.05 M	0.84 M	1619.49%
AQ LION x2	0.05 M	0.94 M	1668.87%
AQ LION x3	0.07 M	1.23 M	1692.25%
AQ Mx NB	0.03 M	1.44 M	5623.52%
AQ Pen Drive DRC	0.65 M	3.81 M	487.66%
AQ Smash 2	0.43 M	11.21 M	2489.49%
AQ Zion Saga	0.69 M	3.64 M	428.55%
<b>Grand Total</b>	<b>6.43 M</b>	<b>51.99 M</b>	<b>708.04%</b>

## NEW PRODUCTS INTRODUCED IN 2021 REPORT INSIGHTS

- In the year 2021, a total of 16 new products were introduced, contributing significantly to net sales with a total of \$176.16 million.
- Among these, "AQ Qwerty" generated \$21.98 million in sales, while "AQ Trigger" contributed \$20.74 million to the overall revenue.

Products	2020	2021
AQ Clx3		4.39 M
AQ Electron 3 3600 Desktop Processor		14.21 M
AQ Gen Y		19.52 M
AQ GEN Z		11.70 M
AQ HOME Allin1 Gen 2		3.51 M
AQ Lumina Ms		4.21 M
AQ Marquee P3		4.86 M
AQ Marquee P4		1.68 M
AQ Maxima Ms		13.66 M
AQ MB Lito		2.85 M
AQ MB Lito 2		2.29 M
AQ Qwerty		21.98 M
AQ Qwerty Ms		15.41 M
AQ Trigger		20.74 M
AQ Trigger Ms		17.90 M
AQ Wi Power Dx3		17.25 M
<b>Grand Total</b>		<b>176.16 M</b>

## TOP 5 AND BOTTOM 5 PRODUCTS IN TERMS OF QUANTITY REPORT INSIGHTS

- The table displays the top 5 products based on the quantity sold, with "AQ Master wired x1 Ms" leading the list with a remarkable 4.15 million units sold.
- Conversely, the subsequent table presents the bottom 5 products in terms of quantity sold, with "AQ Home Allin1 Gen 2" occupying the lowest position, having sold only 8.9 thousand units.

Products	Qty
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
<b>Grand Total</b>	<b>19.00M</b>

Products	Qty
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
<b>Grand Total</b>	<b>174.9 K</b>

## DIVISION LEVEL PERFORMANCE REPORT INSIGHTS

- Categorized by Product Divisions (P & A, N&S, PC), P & A sales excelled in both 2020 (\$105.24 million) and 2021 (\$338.38 million).
- The PC division showed remarkable growth, achieving a substantial 313.70% increase from 2020 to 2021.

Division	2020	2021	21 vs 20%
N & S	51.38 M	94.73 M	84.38%
P & A	105.24 M	338.38 M	221.53%
PC	40.07 M	165.76 M	313.70%
<b>Grand Total</b>	<b>196.69 M</b>	<b>598.88 M</b>	<b>204.48%</b>

THANK YOU