



Consumer Goods Ad_Hoc Insights



WHY?

WHAT?

HOW?

WHY?

- Atliq Hardwares seeks to derive actionable insights to improve decision-making capabilities in key areas such as product performance, customer behavior, and sales channels.

WHAT?

This presentation addresses 10 ad-hoc SQL requests that demonstrate how data analysis can provide insights across multiple business functions.

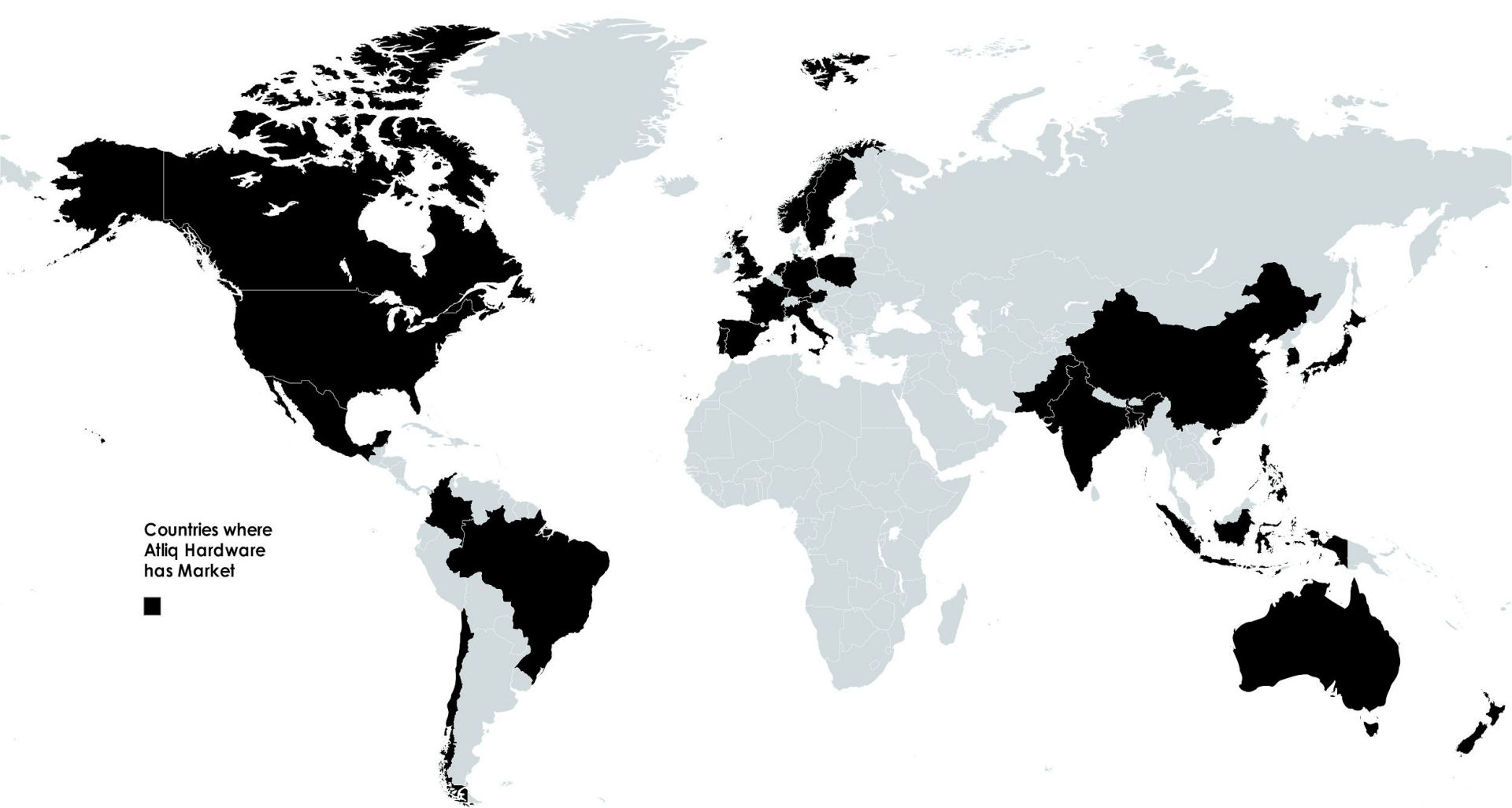
HOW?

By leveraging Power BI,SQL to query data effectively, we can uncover patterns, trends, and actionable insights that help the company grow and optimize its operations.

KEY POINTS

- Fiscal year starts from september 2019 - August 2020 (FY 2020)
- Fiscal year starts from september 2020 - August 2021 (FY 2021)

- Company has 3 divisions
 - 1.P&A
 - 2.N&S
 - 3.PC



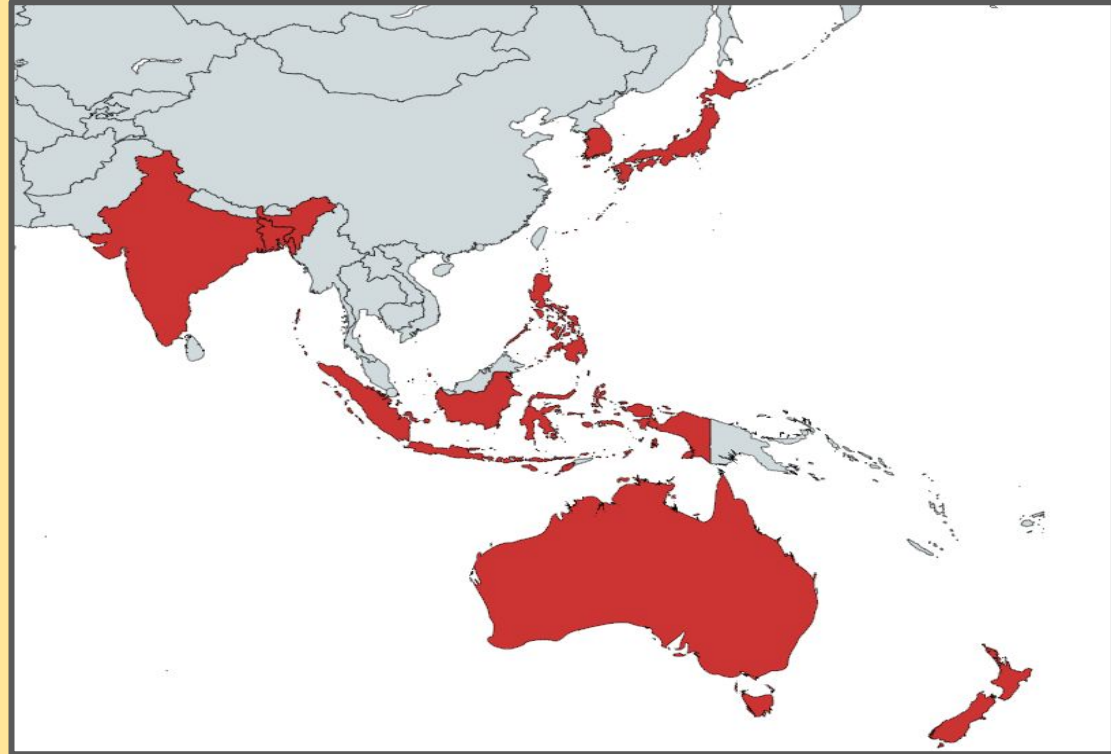
Countries where
Atliq Hardware
has Market



Ad-hoc request Questions

Q1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



Q2.What is the percentage of unique product increase in 2021 vs. 2020?

The final output contains these fields:

1.unique_products_2020

2.unique_products_2021

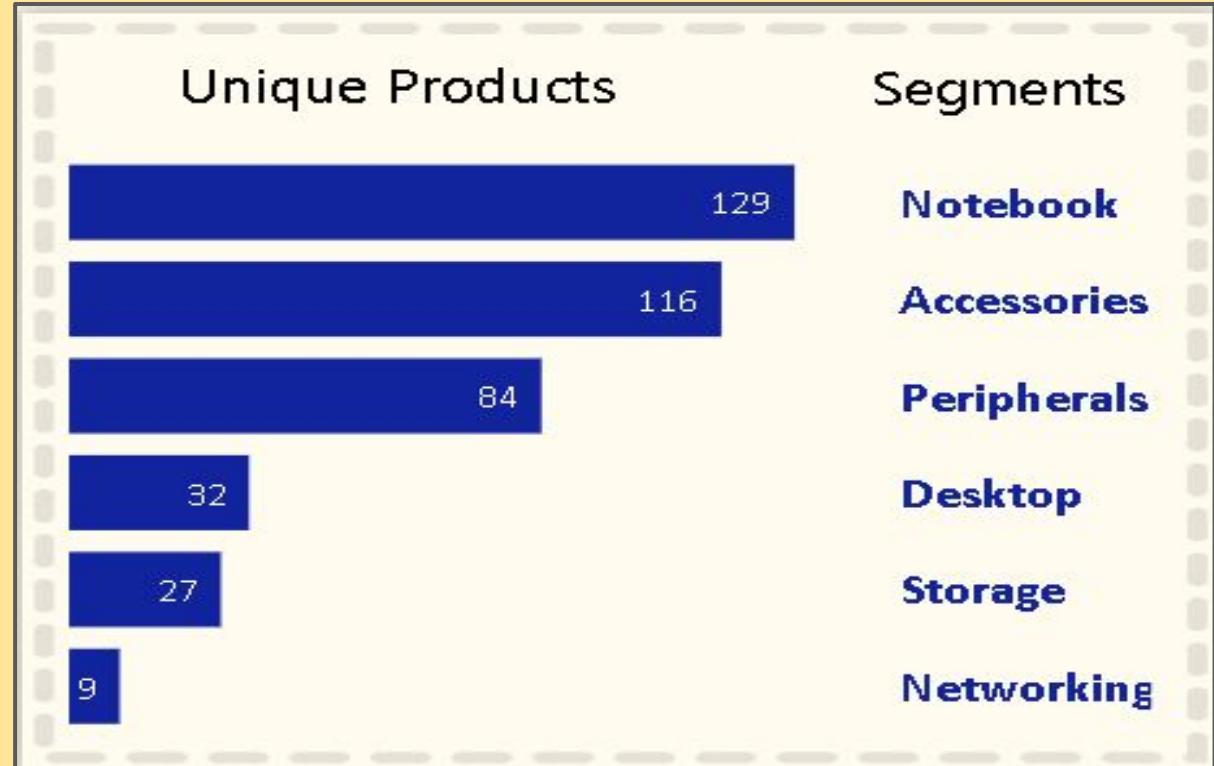
3.percentage_chg

	count_2020	count_2021	percentage_increase
▶	245	334	36.33

Q3. 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:

1.segment

2.product_count



Q4.Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields:

1.segment

2.product_count_2020

3.product_count_2021

4.difference

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 

Q5. Get the products that have the *highest* and *lowest* manufacturing costs. The final output should contain these fields:

- 1. product_code
- 2. product
- 3. manufacturing_cost

	productcode	productname	max_cost
▶	A6120110206	AQ HOME Allin1 Gen 2	240.54

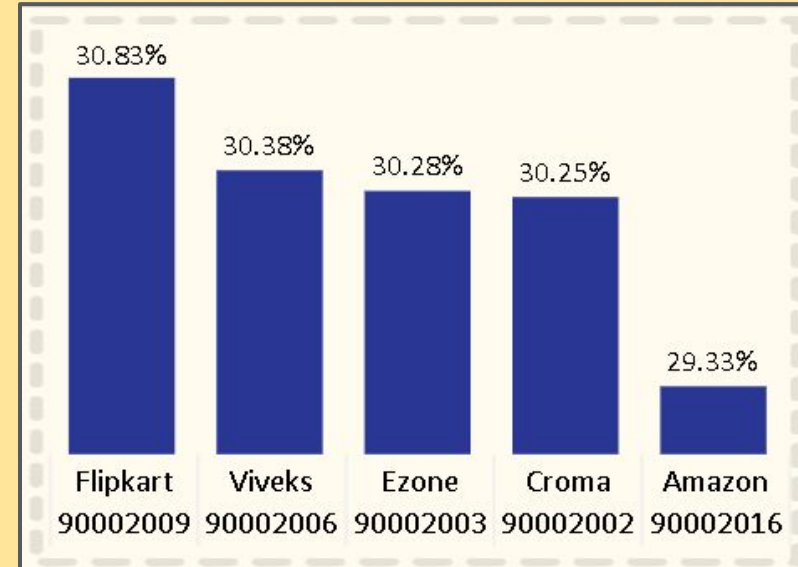
	productcode	productname	min_cost
▶	A2118150101	AQ Master wired x1 Ms	0.89

Q6. 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:

1. customer_code

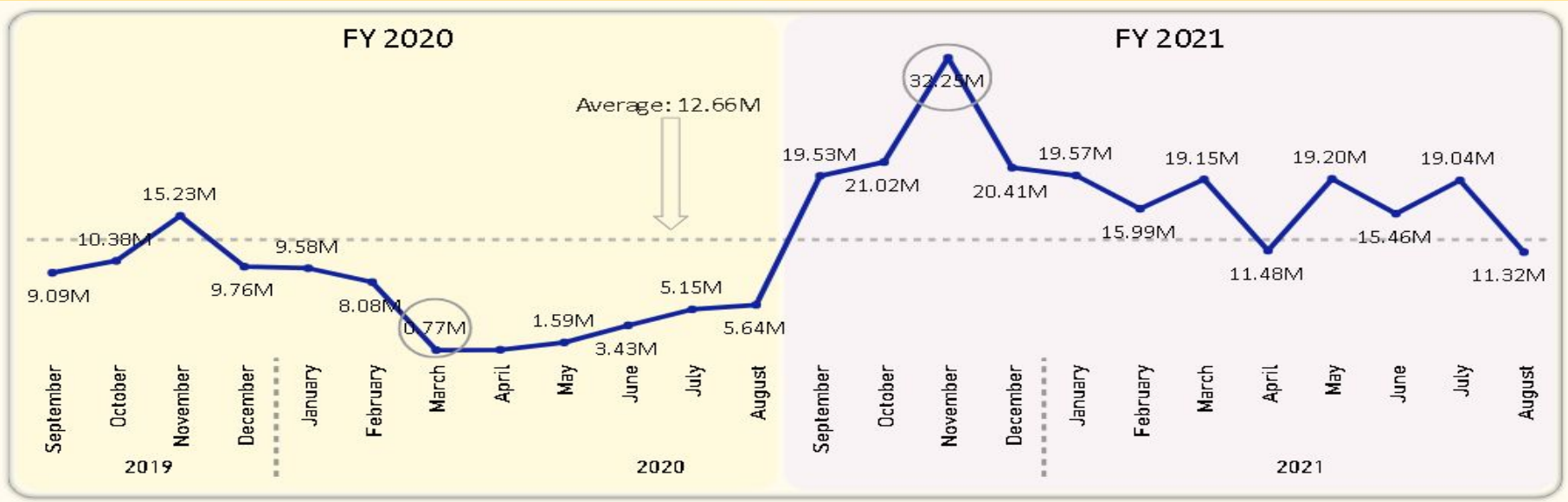
2. customer average_discount_percentage

	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



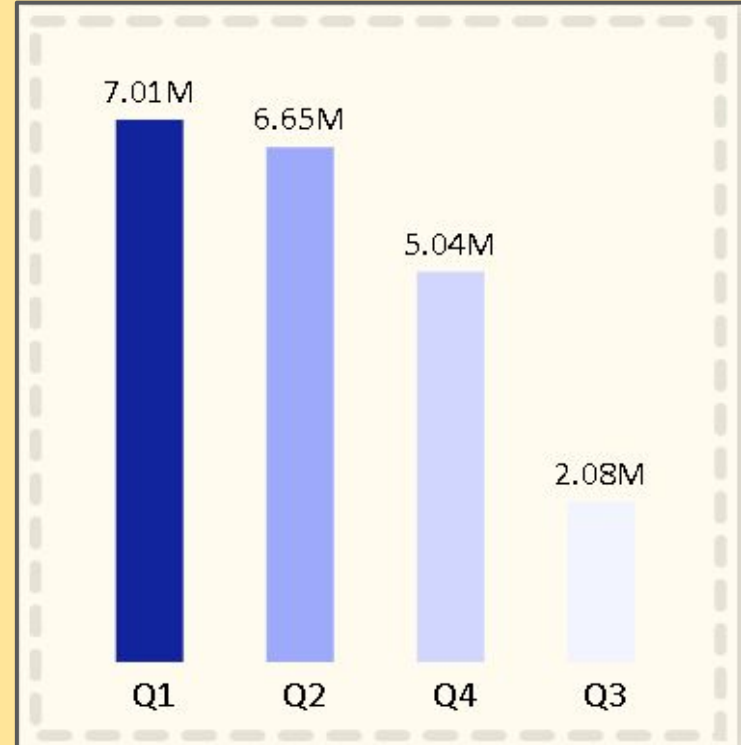
Q7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns:

- 1. Month
- 2. Year
- 3. Gross sales Amount



Q8. 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

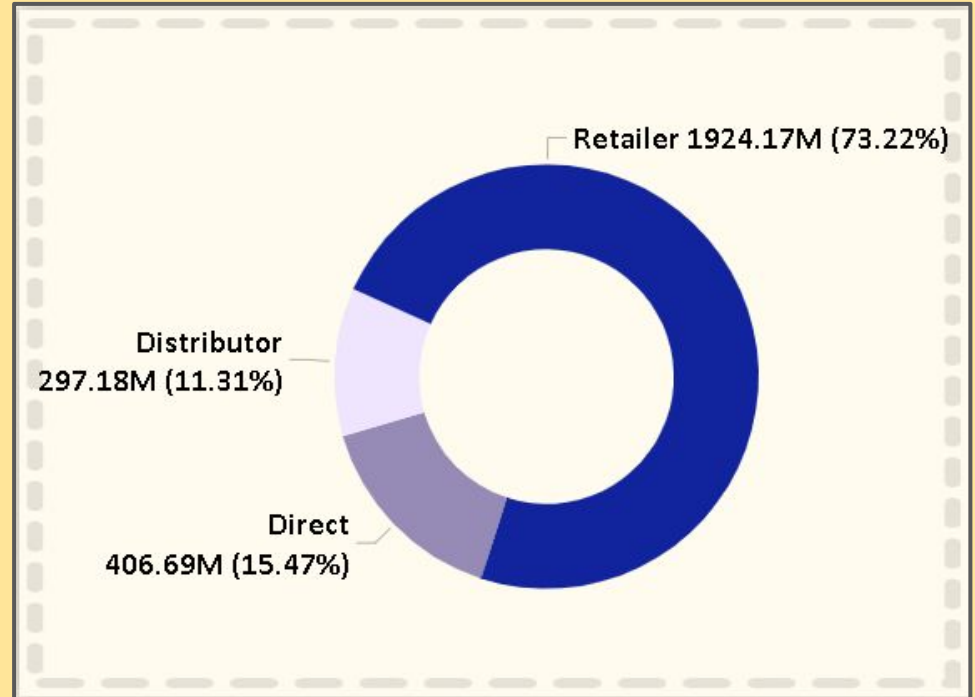
	Quarters	total_sold_quantity
▶	1	7005619
	2	6649642
	4	5042541
	3	2075087



Q9.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 M	73.22 %
	Direct	406.69 M	15.48 %
	Distributor	297.18 M	11.31 %



Q10. 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:

1. division

2. product_code

3. product

	division	product_code	product	total_qty	rnk
▶	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



Thanks!

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