

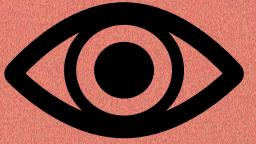
Consumer Goods
Ad Hoc Insights



Agenda



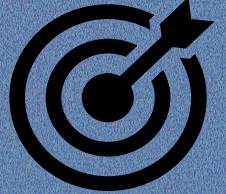
Problem Statement



Introduction



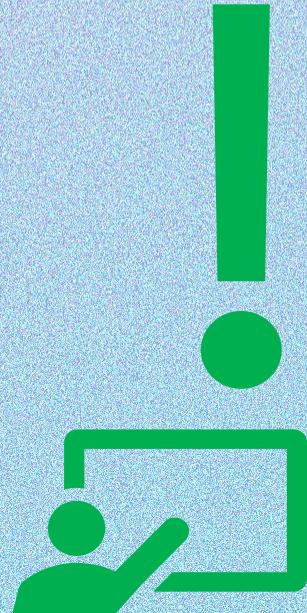
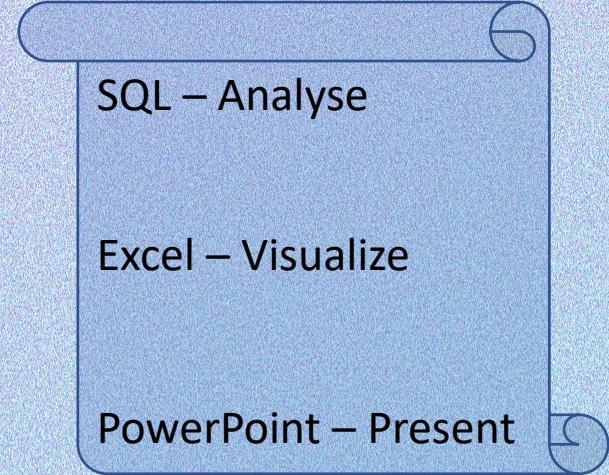
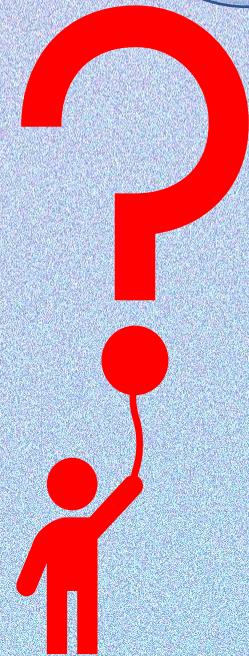
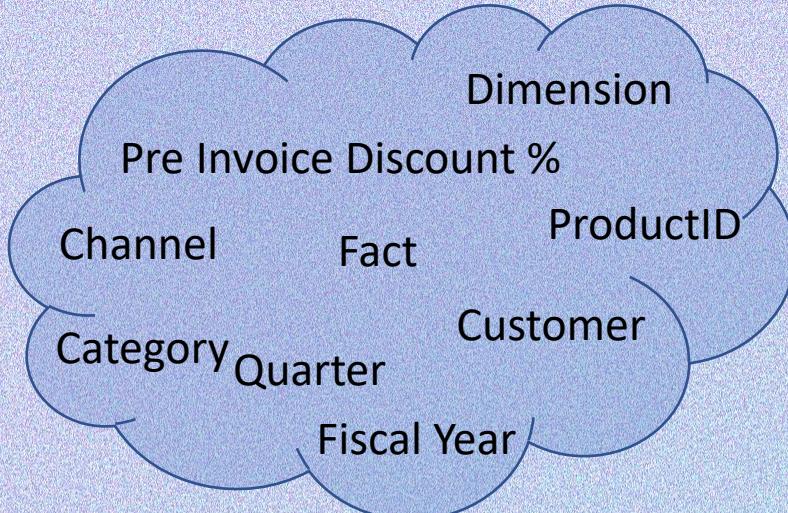
Analysis



Key Insights



Problem Statement





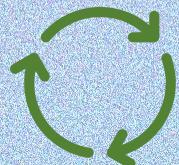
Introduction



397
Unique Products



27
Countries



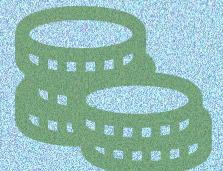
3 Channels
Direct, Distributor, Retailer



Brick and Mortar
E-Commerce
2 Platforms



70 M
Total Sold Units



2.2 B
Total Revenue

Powered by Bing



Request 1 : Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.



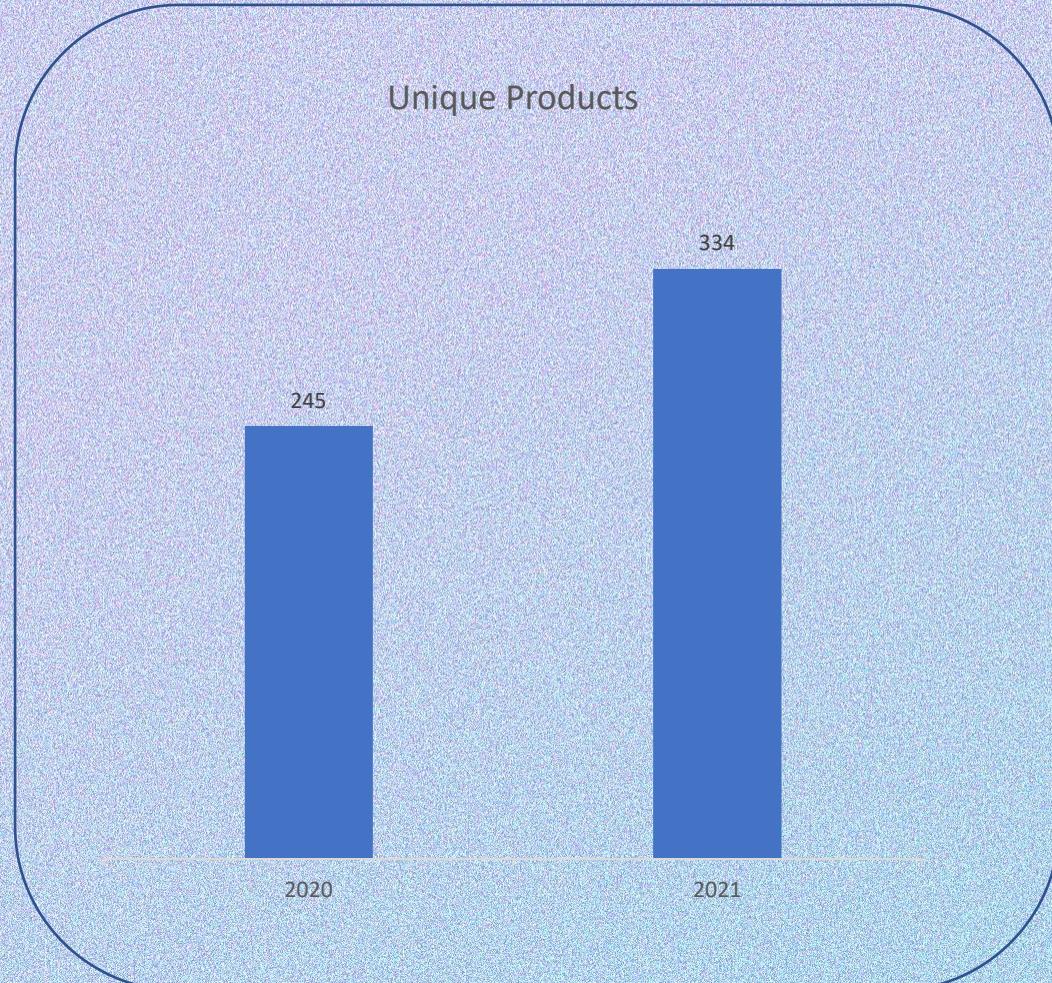


Request 1 : Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.





Request 2 : What is the percentage of unique product increase in 2021 vs. 2020



- The number of Unique Product have a Year on Year Percentage growth of 36.33 %

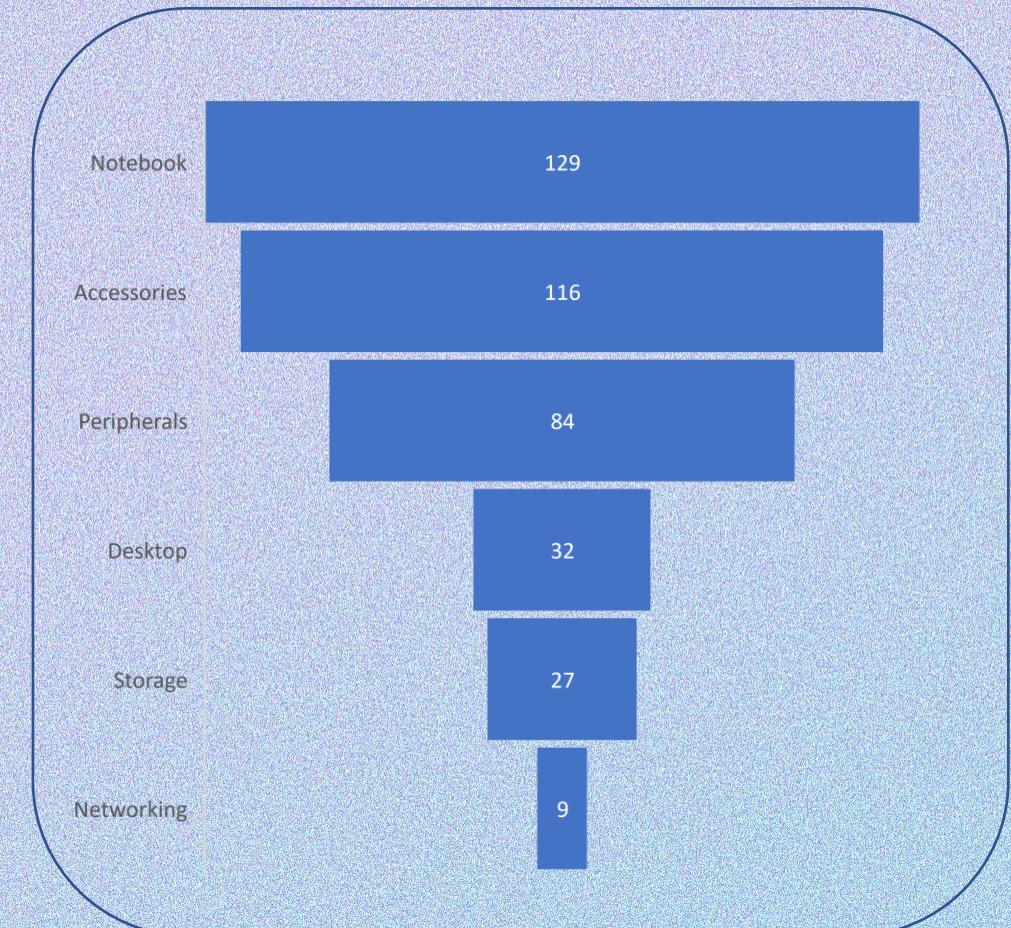
Unique products 2020	Unique products 2021	Percentage change
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245	334	36.33%
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Division	2020	2021	Difference	%change
N & S*	18	26	8	44.44
P & A*	128	178	50	39.06
PC*	99	130	31	31.31



Request 3 : Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.



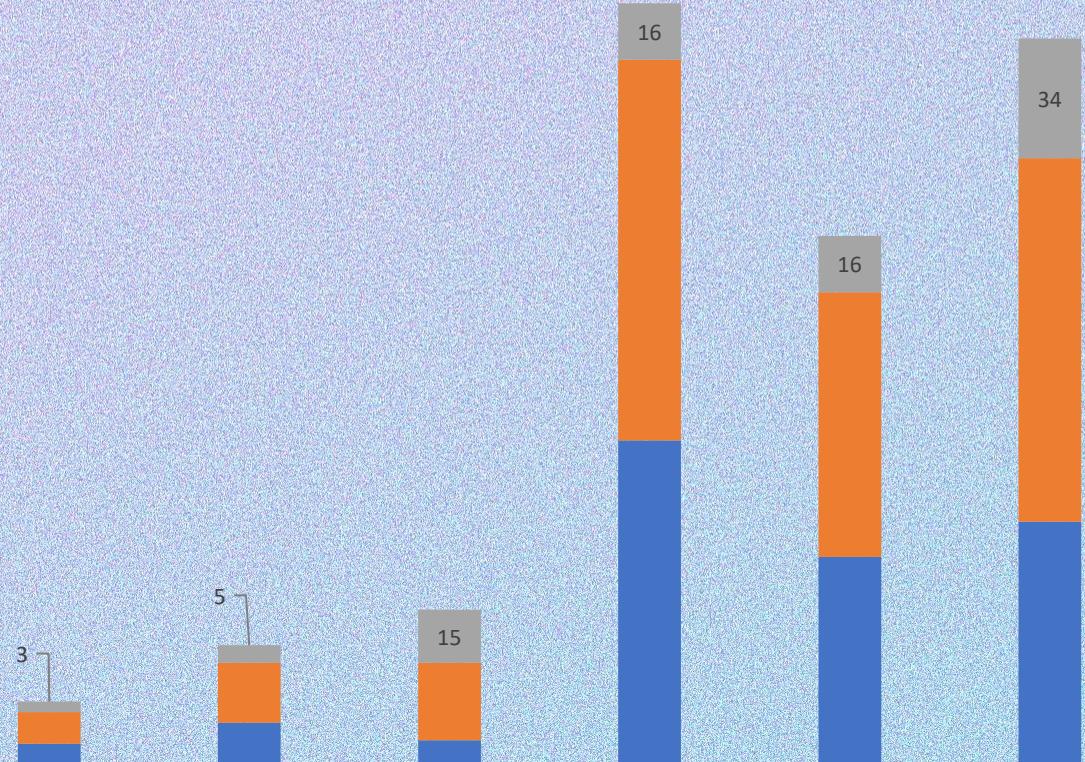
- The number of Unique Product for the segment ***Notebook*** is the highest and for the segment ***Networking*** is the lowest

Segment	Product Count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



Request 4 : Which segment had the most increase in unique products in 2021 vs 2020?

■ Product count 2020 ■ Product count 2021 ■ Difference

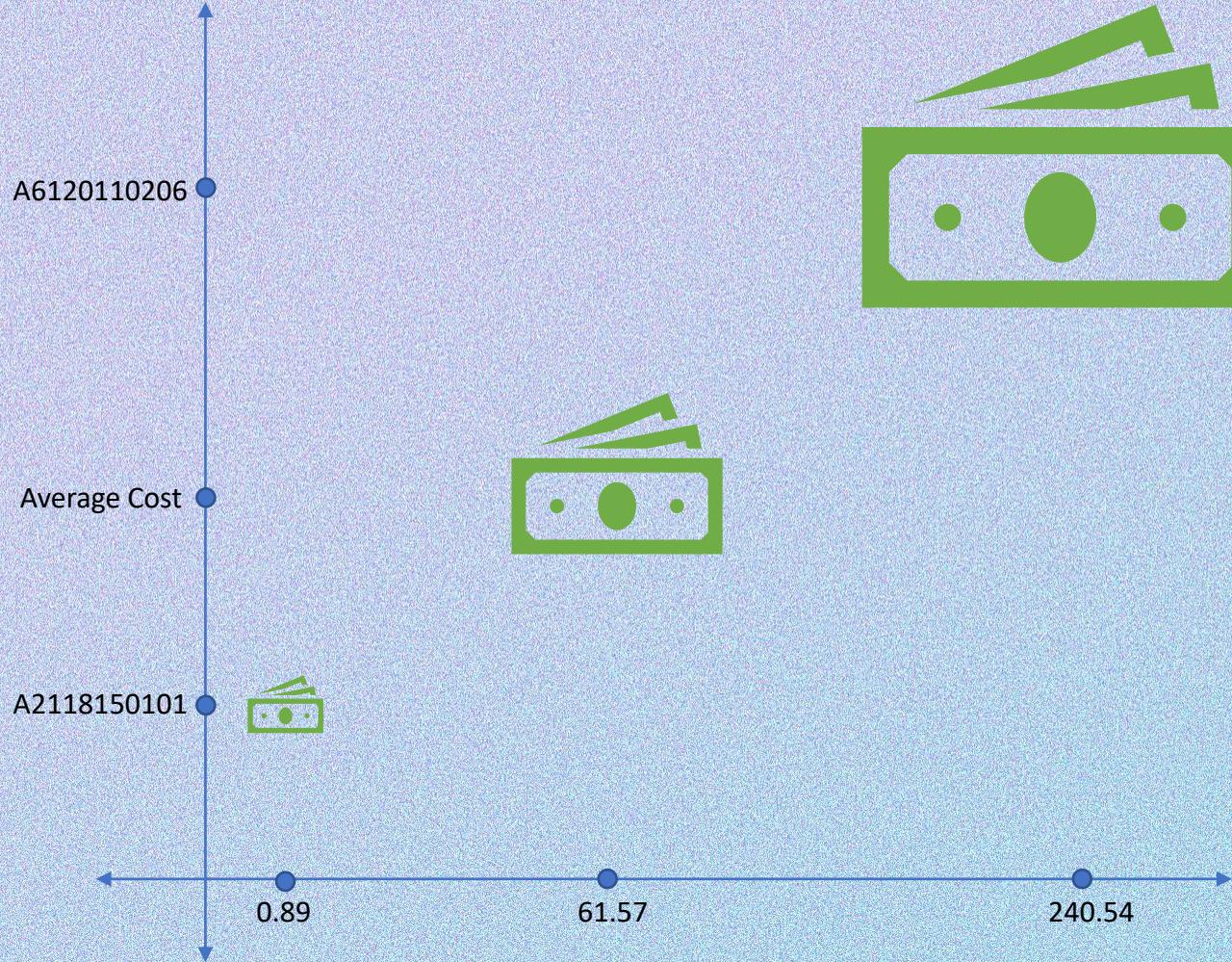


- The **Accessories** segment had the highest increase in the number of Unique Product from 2020 to 2021

Segment	Product count 2020	Product count 2021	Difference
Accessories	69	103	34
Peripherals	59	75	16
Notebook	92	108	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3



Request 5 : Get the products that have the highest and lowest manufacturing costs



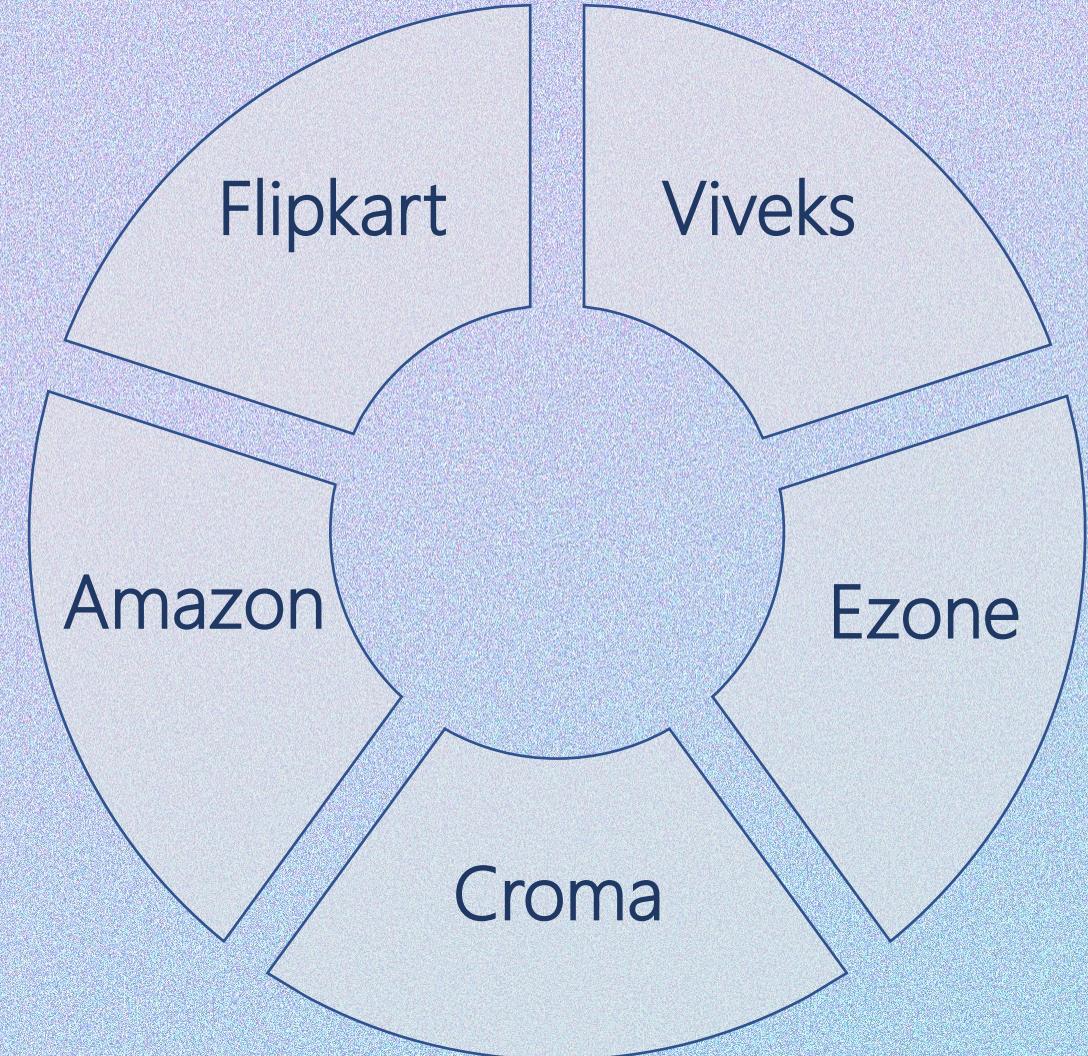
- The *Lowest* cost of manufacturing is for a *Mouse* (AQ Master wired x1 Ms) and the *Highest* cost of manufacturing is for a *Desktop* (AQ HOME Allin1 Gen 2)
- The *Average* cost of manufacturing across all segments and products is 61.57

Product code	Product	Manufacturing cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

Note: The data representation in graph is not to scale



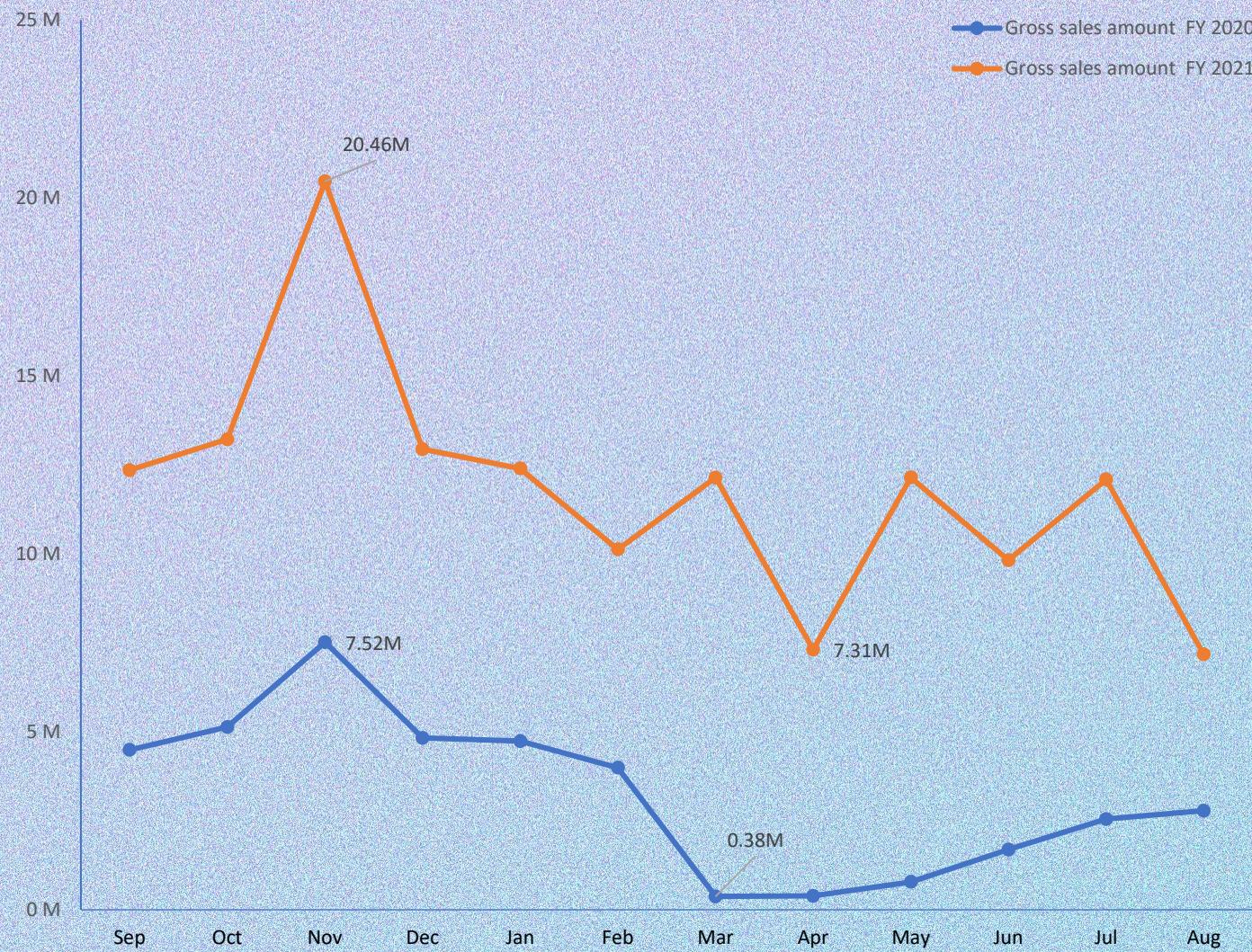
Request 6 : Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.



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 %



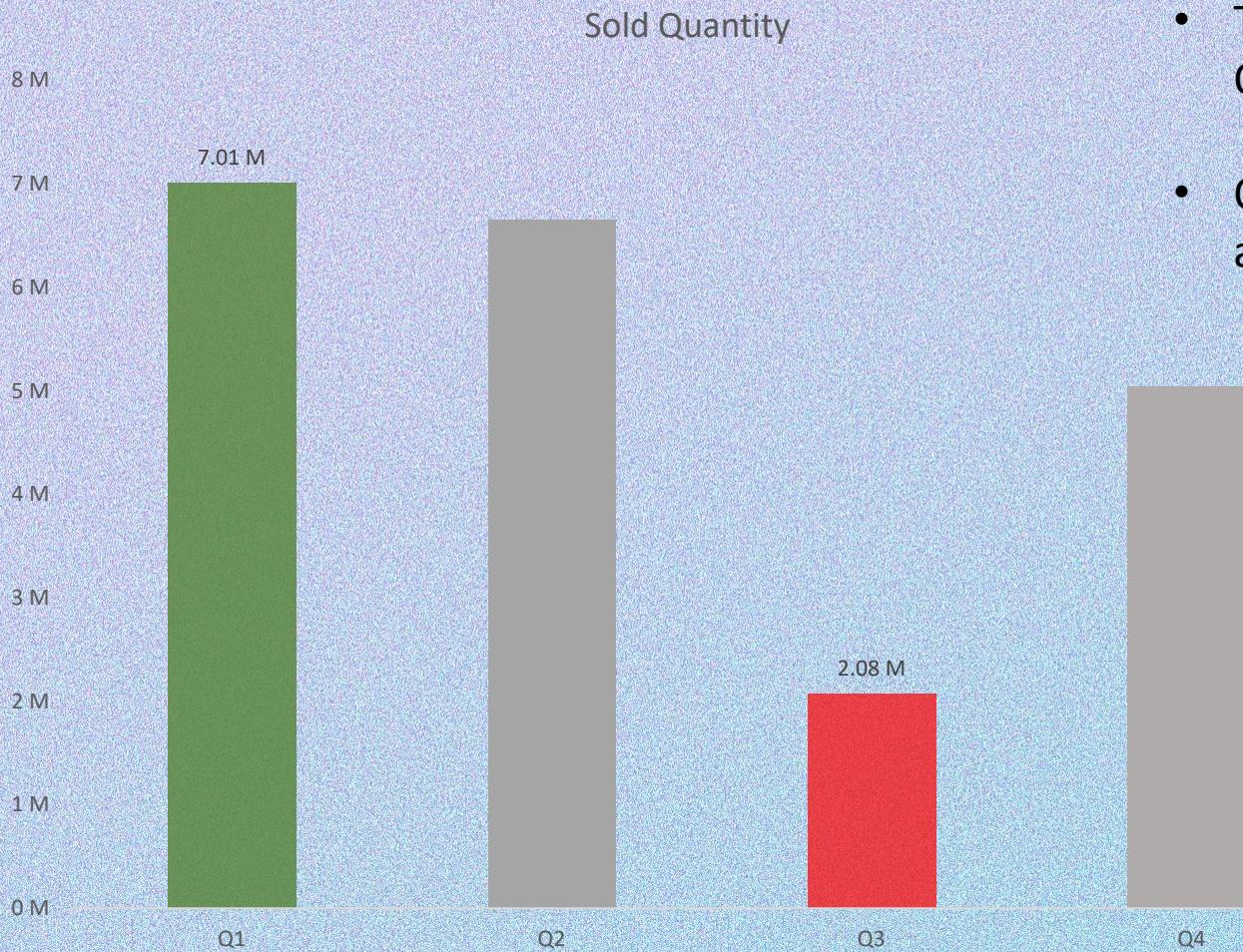
Request 7 : Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month.



Month	Gross sales amount FY 2020	Gross sales amount FY 2021
September	4.50M	12.35M
October	5.14M	13.22M
November	7.52M	20.46M
December	4.83M	12.94M
January	4.74M	12.40M
February	4.00M	10.13M
March	0.38M	12.14M
April	0.40M	7.31M
May	0.78M	12.15M
June	1.70M	9.82M
July	2.25M	12.09M
August	2.79M	7.18M



Request 8 : In which quarter of 2020, got the maximum total sold quantity? .

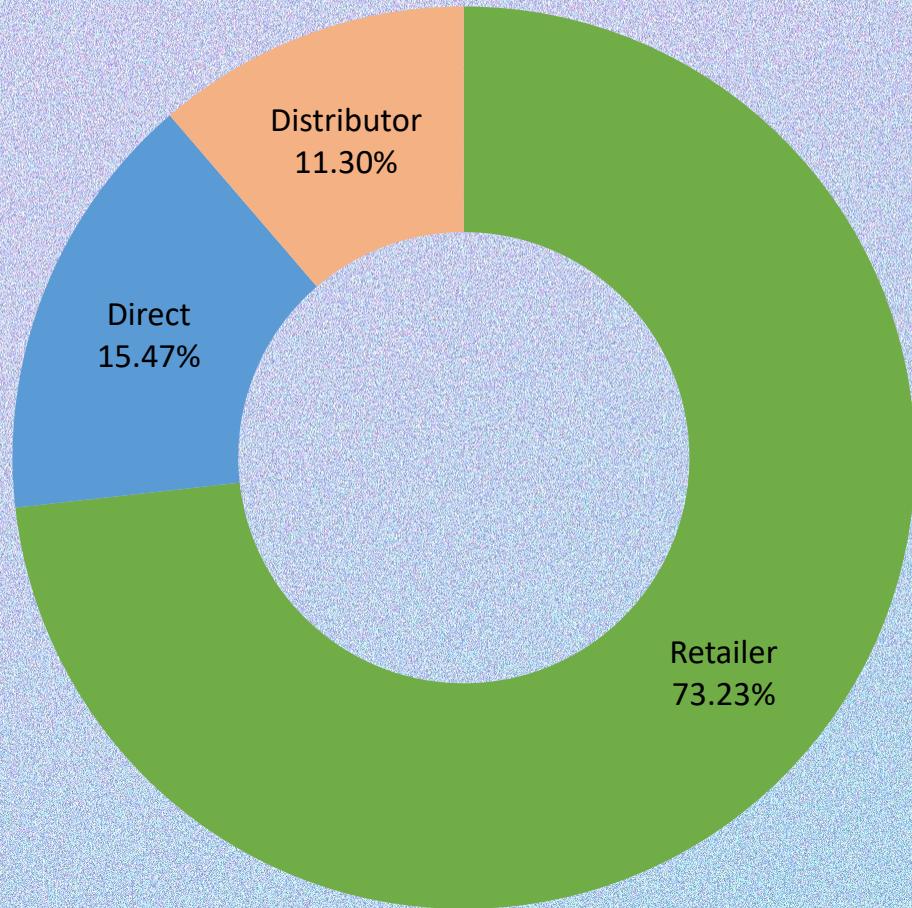


- The Quarter 1 consists of the months of September, October and November.
- Q3 2020 coincides with the beginning of **Covid** which had a major *impact* on the *sales*.

Quarter number	Sold Quantity
Q1	7.01 M
Q2	6.65 M
Q3	2.08 M
Q4	5.04 M



Request 9 : Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? .

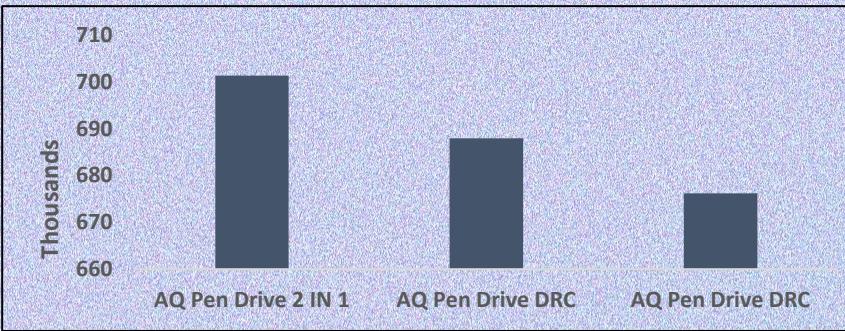


- The majority of the sales is coming from the *Retailer* channel
- We need to focus on our *Direct* channel and the *Distributor* channel.
- Having an evenly distributed business among channels will ensure that if one channel gets affected it will not have a major impact on the overall business.

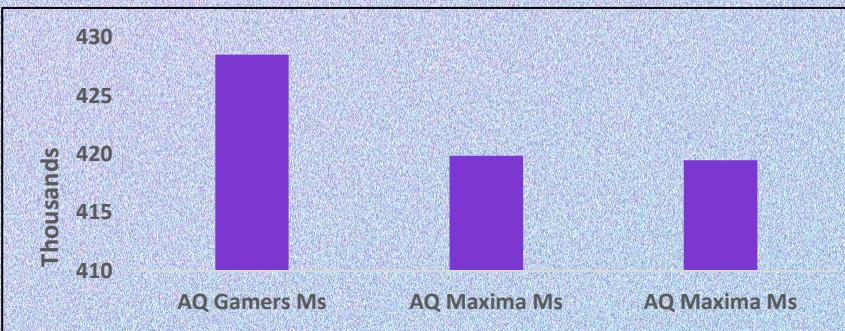
Channel	Gross sales(Million)	Percentage Contribution
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30



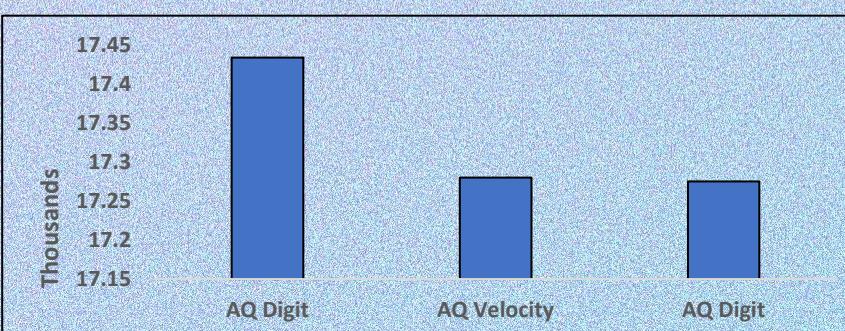
Request 10 : Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021



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



Division	Product code	Product	Total sold quantity	Rank order
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3



Division	Product code	Product	Total sold quantity	Rank order
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3



Key Insights

- The Unique Products offered in *Networking* is only 9 and should be *increased*
- We have 129 unique products in *Notebook* segment but only 32 unique offerings in *Desktop*, so we can also take a look at that.
- Our highest selling month is *November*, and we should launch new products before November and also keep a high *inventory* to ensure there is no out of stock situation during our peak sale.
- The months of April, June and August have *low sales* so we can provide offers and discounts to counter this drop in sale.
- The *Retail* channel is the major part of our business, but we need to improve our sales from *Direct* channel as we do not need to provide any pre invoice discount and we can pass on the benefit to the consumer. Moreover, this will help us buffer our business if there is low sale from the Retailer channel.
- Pen Drives, Mouse and Notebooks are our *top selling* products across their respective categories, and we should track the sale of these products each month to ensure sufficient inventory