



Ad-Hoc Business Insights in Consumer Goods Domain

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Purpose & Use of the Project



Purpose

- Provide data-driven answers to business questions
- Enable quick, fact-based decision-making
- Translate raw data into insights for growth



Use

- Identify top-performing products, regions, customers
- Monitor sales, profitability & operations
- Support strategic planning with insights



Why

- Leaders need fast, reliable insights
- Helps identify risks & opportunities
- Stay competitive in a dynamic market

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

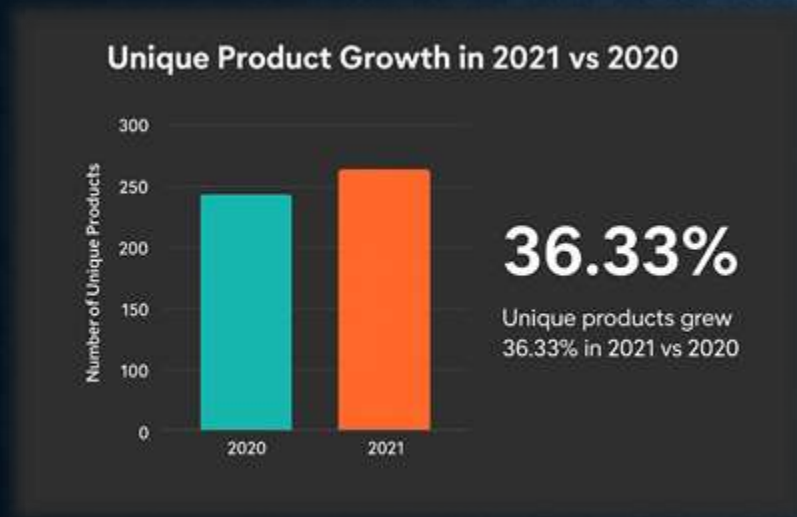
| APAC Markets |
|--------------|
| India |
| Indonesia |
| Japan |
| Philippines |
| South Korea |
| Australia |
| New Zealand |
| Bangladesh |



ATLIQ Exclusive has a strong presence across key APAC markets, including India, Indonesia, Japan, South Korea, Australia, Philippines, New Zealand, and Bangladesh.

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



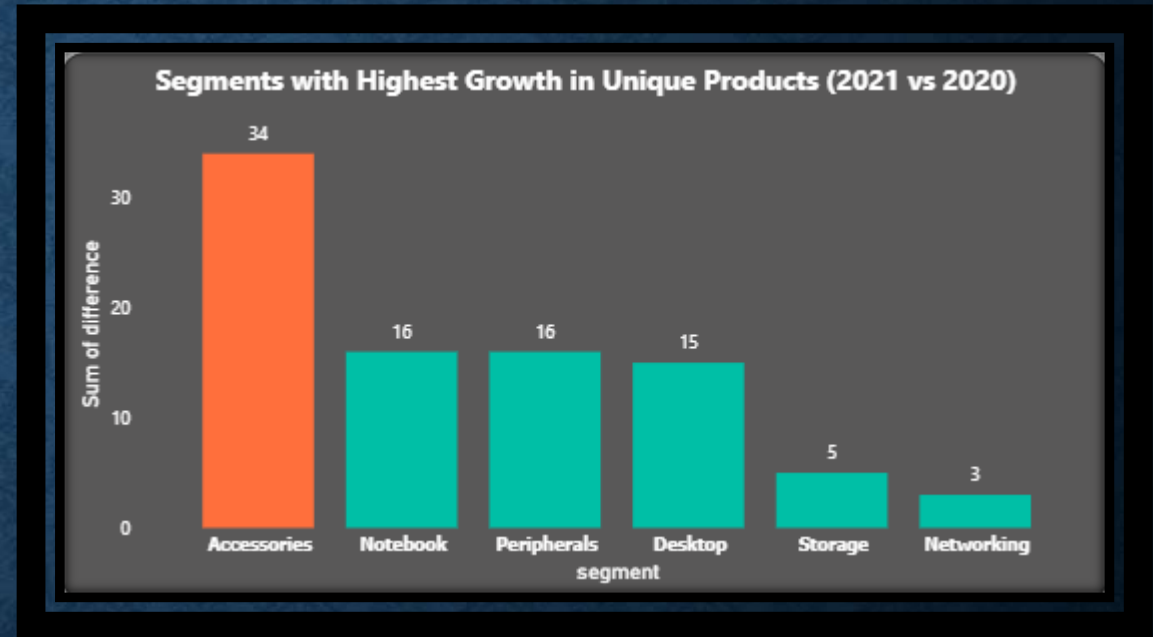
| Unique_products_2020 | Unique_products_2021 | Percentage_chg |
|----------------------|----------------------|----------------|
| 245 | 334 | 36.33 |

The number of unique products increased by 36.33% in 2021 compared to 2020.

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

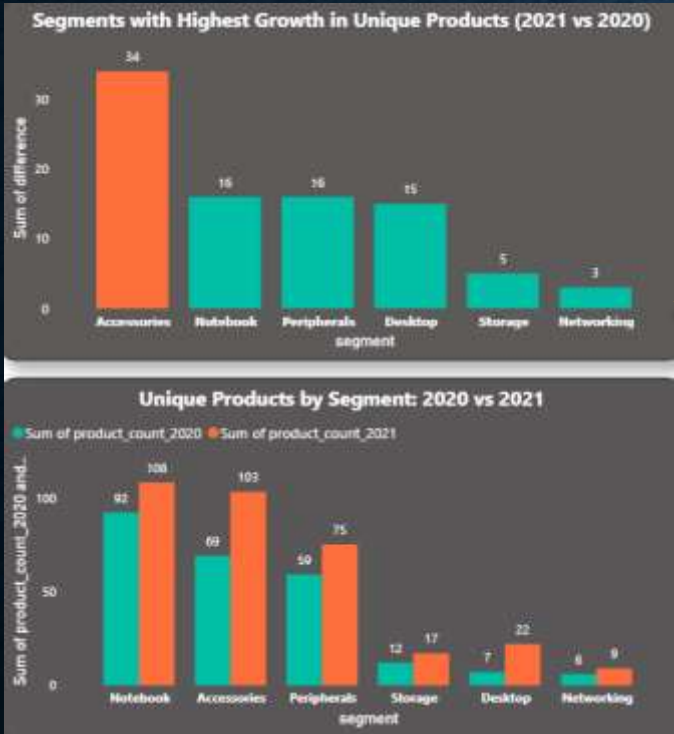
| segment | Product_count |
|-------------|---------------|
| Notebook | 129 |
| Accessories | 116 |
| Peripherals | 84 |
| Desktop | 32 |
| Storage | 27 |
| Networking | 9 |



☞ **“Accessories saw the highest growth in unique products (+34), outpacing all other segments in 2021 vs 2020.”**

4.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



| 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 |

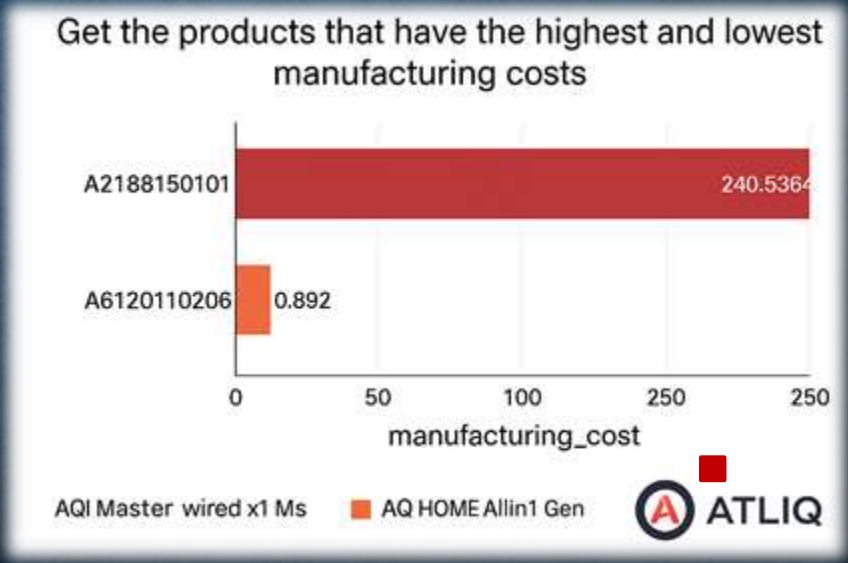
👉 **“Accessories and Notebooks drove the highest growth and emerged as the largest product portfolios in 2021.”**

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

product-code
product
manufacturing-cost

| Product_code | product | Manufacturing_cost |
|--------------|-----------------------|--------------------|
| A2118150101 | AQ Master wired x1 Ms | 0.892 |
| A6120110206 | AQ HOME Allin1 Gen 2 | 240.5364 |

“AQ HOME Allin1 Gen 2 has the highest manufacturing cost, while AQ Master wired x1 MS has the lowest.”



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

Top 5 Indian Customers by Avg Pre-Invoice Discount % (2021)



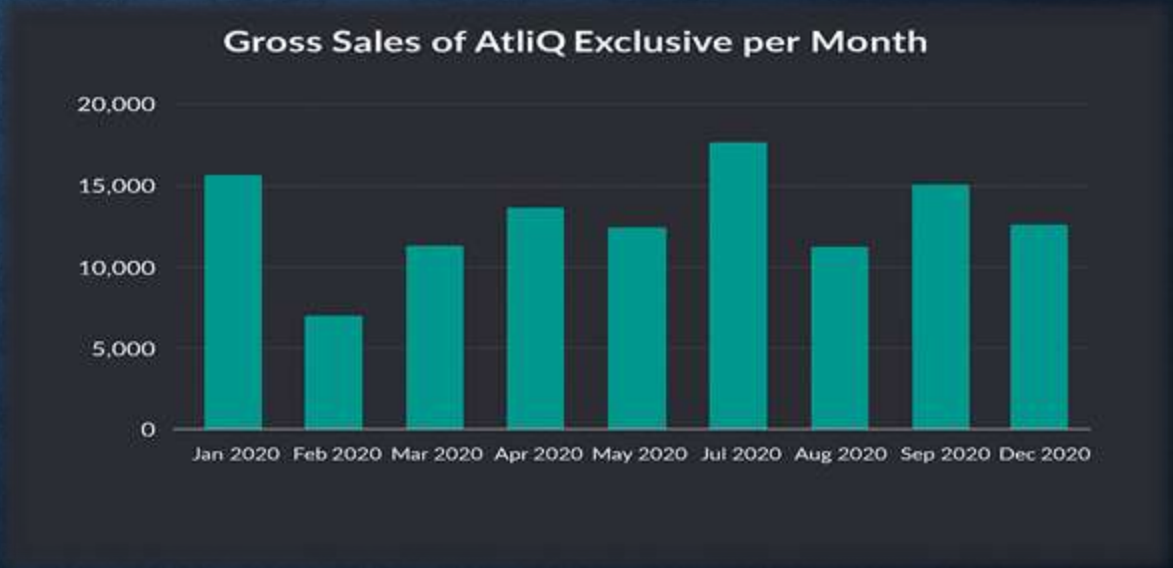
| Customer_code | customer | Avg_discount_% |
|---------------|----------|----------------|
| 90002009 | Flipkart | 30.83 |
| 90002006 | Viveks | 30.38 |
| 90002003 | Ezone | 30.28 |
| 90002002 | Croma | 30.25 |
| 90002016 | Amazon | 29.33 |

“The Indian market’s top 5 customers benefited from the highest pre-invoice discounts in FY2021.” ✓

| Year | Month | gross_sales_amount |
|------|-----------|--------------------|
| 2019 | September | 4496259.67 |
| 2019 | October | 5135902.35 |
| 2019 | November | 7522892.56 |
| 2019 | December | 4830404.73 |
| 2020 | January | 4740600.16 |
| 2020 | February | 3996227.77 |
| 2020 | March | 378770.97 |
| 2020 | April | 395035.35 |
| 2020 | May | 783813.42 |
| 2020 | June | 1695216.6 |
| 2020 | July | 2551159.16 |
| 2020 | August | 2786648.26 |
| 2020 | September | 12353509.79 |
| 2020 | October | 13218636.2 |
| 2020 | November | 2046499.1 |
| 2020 | December | 12944659.65 |
| 2021 | January | 12399392.98 |
| 2021 | February | 10129735.57 |
| 2021 | March | 12144061.25 |
| 2021 | April | 7311999.95 |
| 2021 | May | 12150225.01 |
| 2021 | June | 9824521.01 |
| 2021 | July | 12092346.32 |
| 2021 | August | 7178707.59 |

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



“Monthly gross sales trend of ATLIQ Exclusive highlights clear peaks and troughs, helping identify high- and low-performing periods.”

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



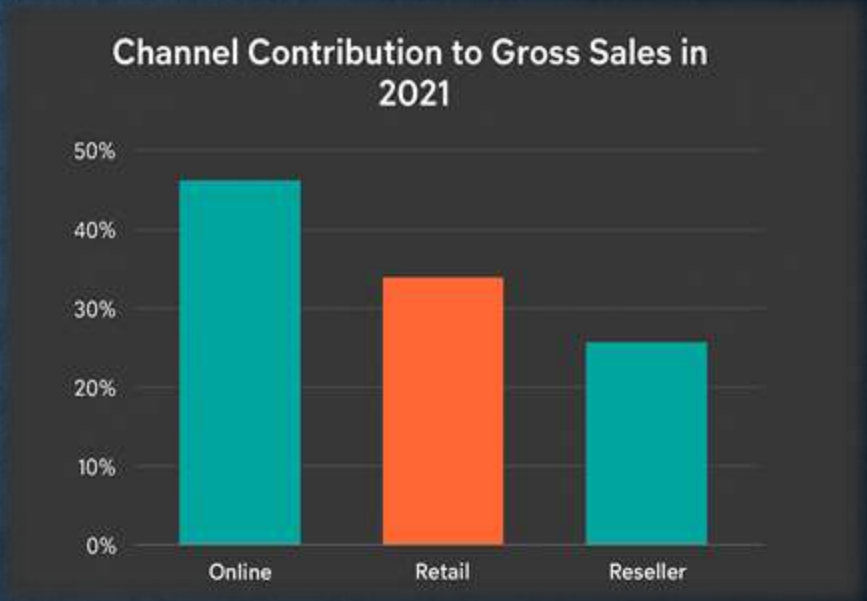
| Quarter | Total_sold_quantity |
|---------|---------------------|
| 4 | 17447125 |
| 3 | 7137551 |
| 1 | 3704398 |
| 2 | 3395899 |

“Sales peaked sharply in Q3 2020, clearly outperforming all other quarters in total sold quantity.”

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

In 2021, online sales emerged as the leading channel, driving nearly half of ATLIQ’s gross sales, while retail and reseller channels contributed significantly but at lower levels.

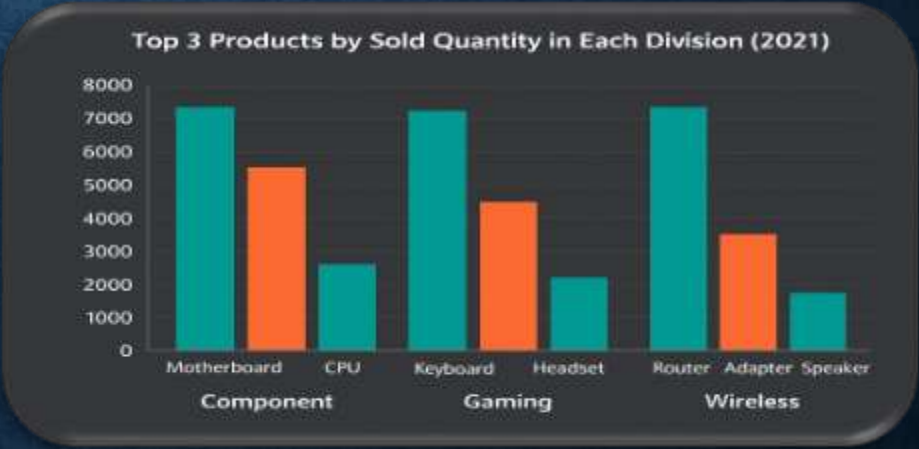


| channel | Gross_sales_mln | Percentage |
|-------------|-----------------|------------|
| Retailer | 1219.08 | 73.23 |
| Direct | 257.53 | 15.47 |
| Distributor | 188.03 | 11.3 |

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

| division | product_code | product | total_sold_qu antity | 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 |



“Top 3 products in each division drove the highest sales in 2021, led by Motherboard, Keyboard, and Router.”



THANK YOU
CODEBASICS MEMBERS



TOOLS & TECHNOLOGIES USED

- SQL (Joins, CTEs, Window Functions, Aggregations)
- Microsoft PowerPoint (Presentation & Reporting)
- Excel (Data validation & support analysis)
- Business Domain Knowledge – Consumer Electronics (Sales & Distribution)