



AtilQ Hardwares

Ad-Hoc Insights

Domain: Consumer Goods

Function: Executive Management

Presented By Mansi Tyagi

Agenda Overview

- 01 Context
- 02 About Data
- 03 Company's Business– Products and Market
- 03 Ad-Hoc Requests with Insights

CONTEXT

COMPANY

AtliQ Hardwares (imaginary company) is one of India's leading computer hardware producers and has expanded to other countries.

BACKGROUND

The management noticed they did not get enough insights to make quick, smart data-informed decisions.

PROBLEM

There are 10 ad hoc requests for which the business needs insights.

About Data

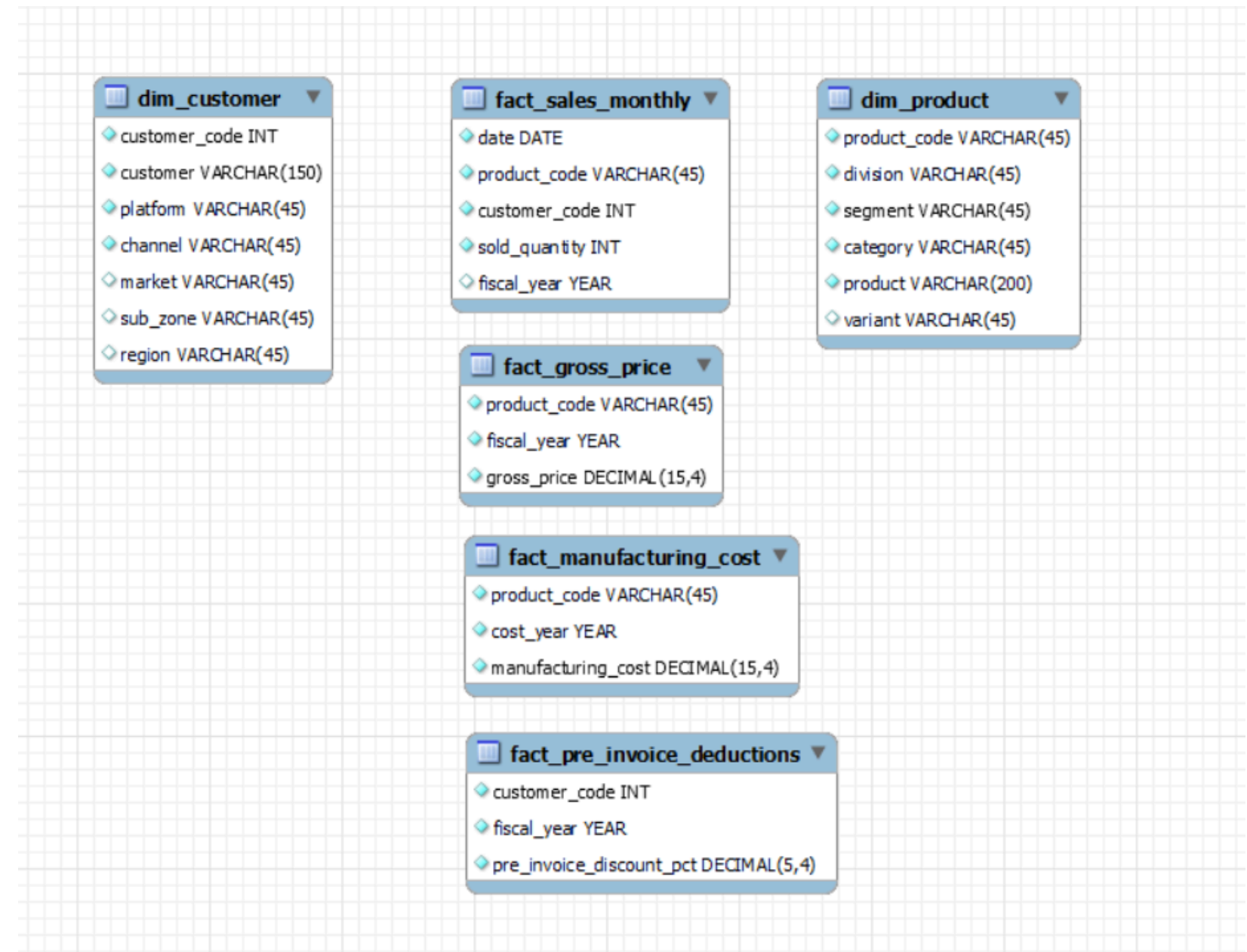
AtliQ's sales records are for the fiscal years **2020** and **2021**. The company's fiscal year starts in **September**, with the quarter breakdown as follows:

Q1 (Sep 1 – Nov 30)

Q2 (Dec 1 – Feb 28/29)

Q3 (Mar 1 – May 31)

Q4 (Jun 1 – Aug 31)



Company's Business- products & market

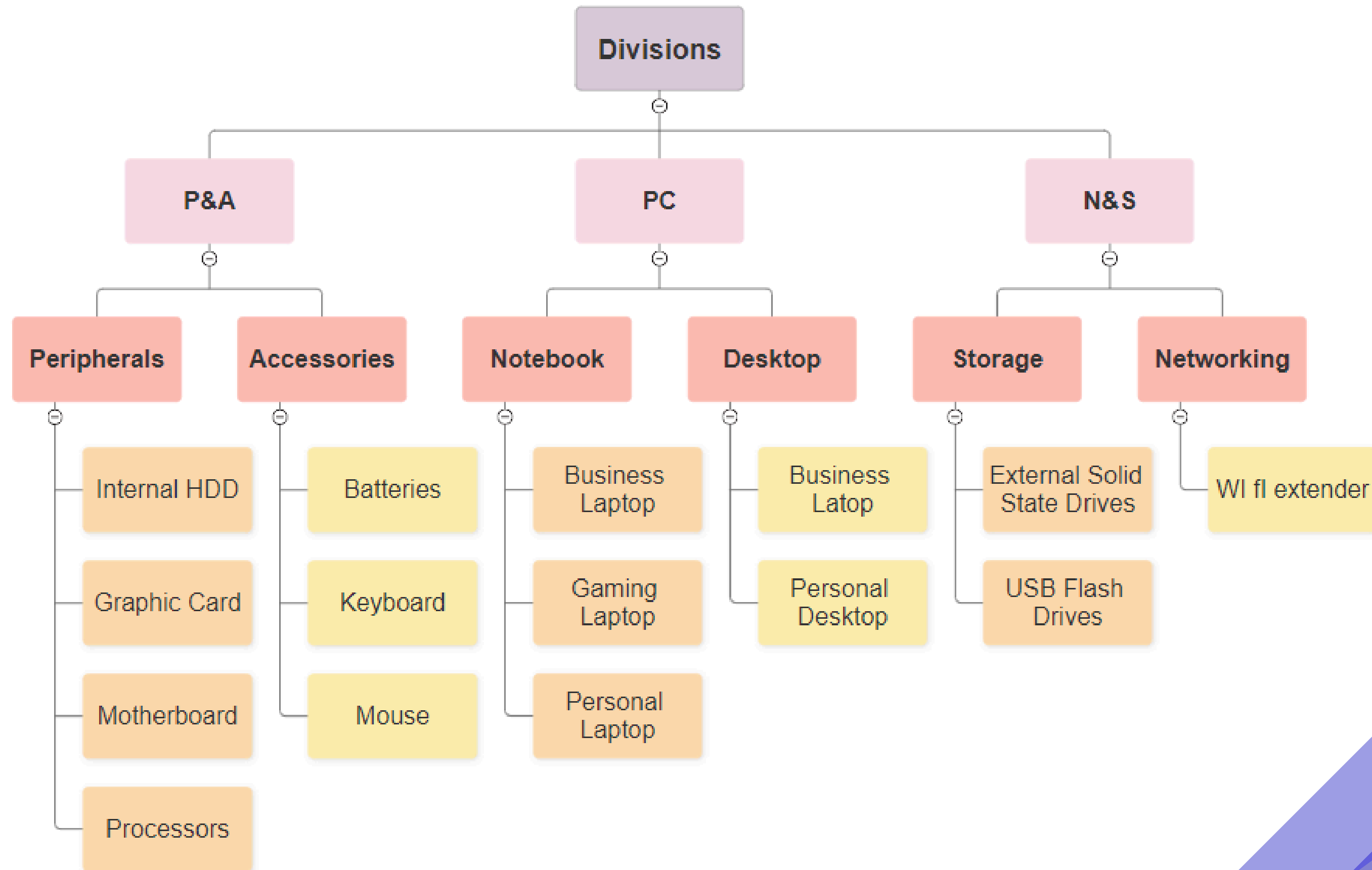
AtliQ runs its business through two **platforms**: Brick-and-Mortar (Physical stores)
E-commerce platform

To reach its customers the company uses three **channels**— Direct sales
Distributors
Retailers

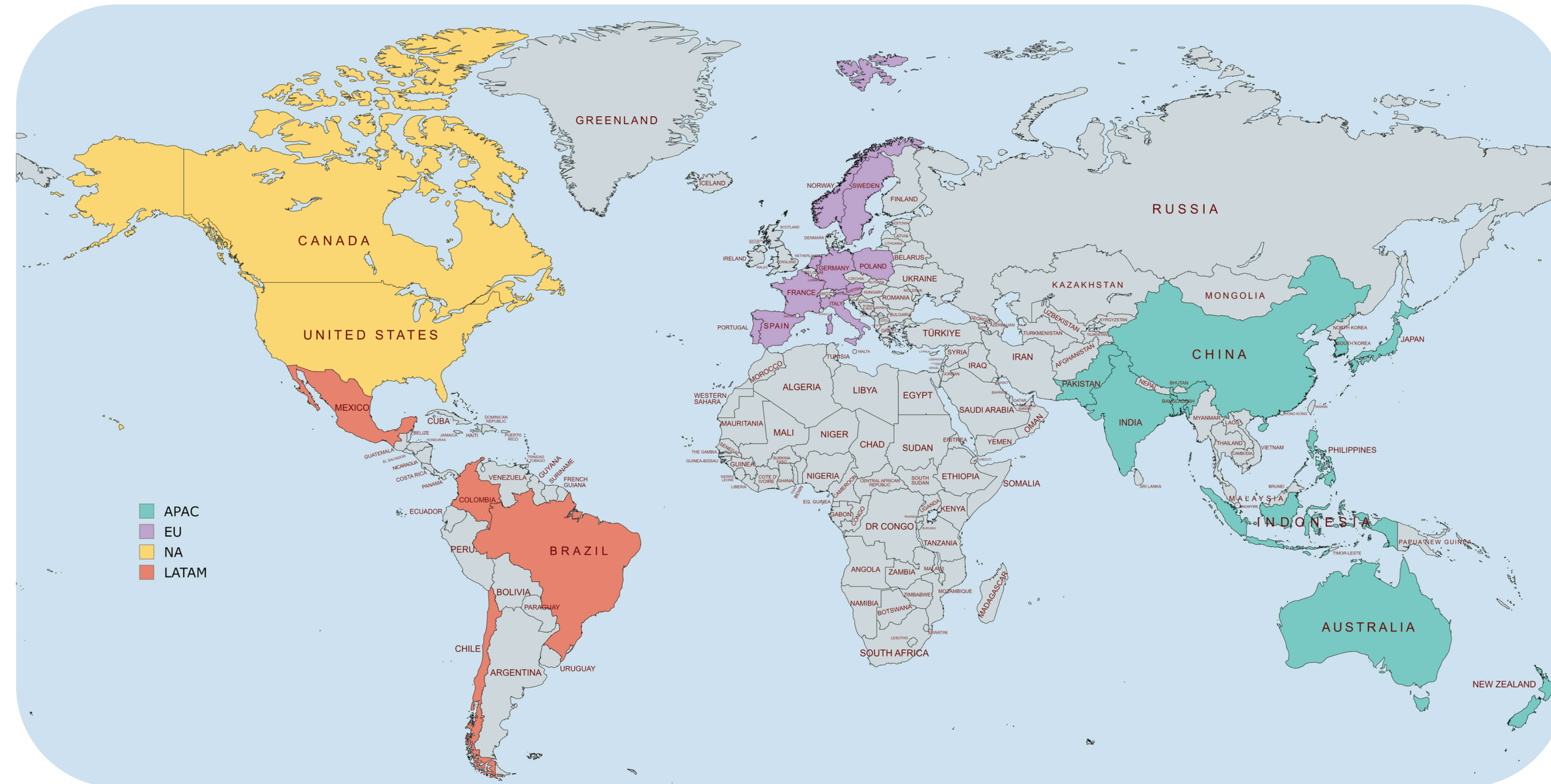
The company serves **74** customers in **27** markets across 4 regions, offering various products with **14** categories of different variants.

This approach ensures broad market coverage, meets customer needs and grows in different regions.

Products



Worldwide Market



Region **No of Markets**

EU 11

APAC 10

LATAM 4

NA 2

Ad-Hoc Requests and Insights

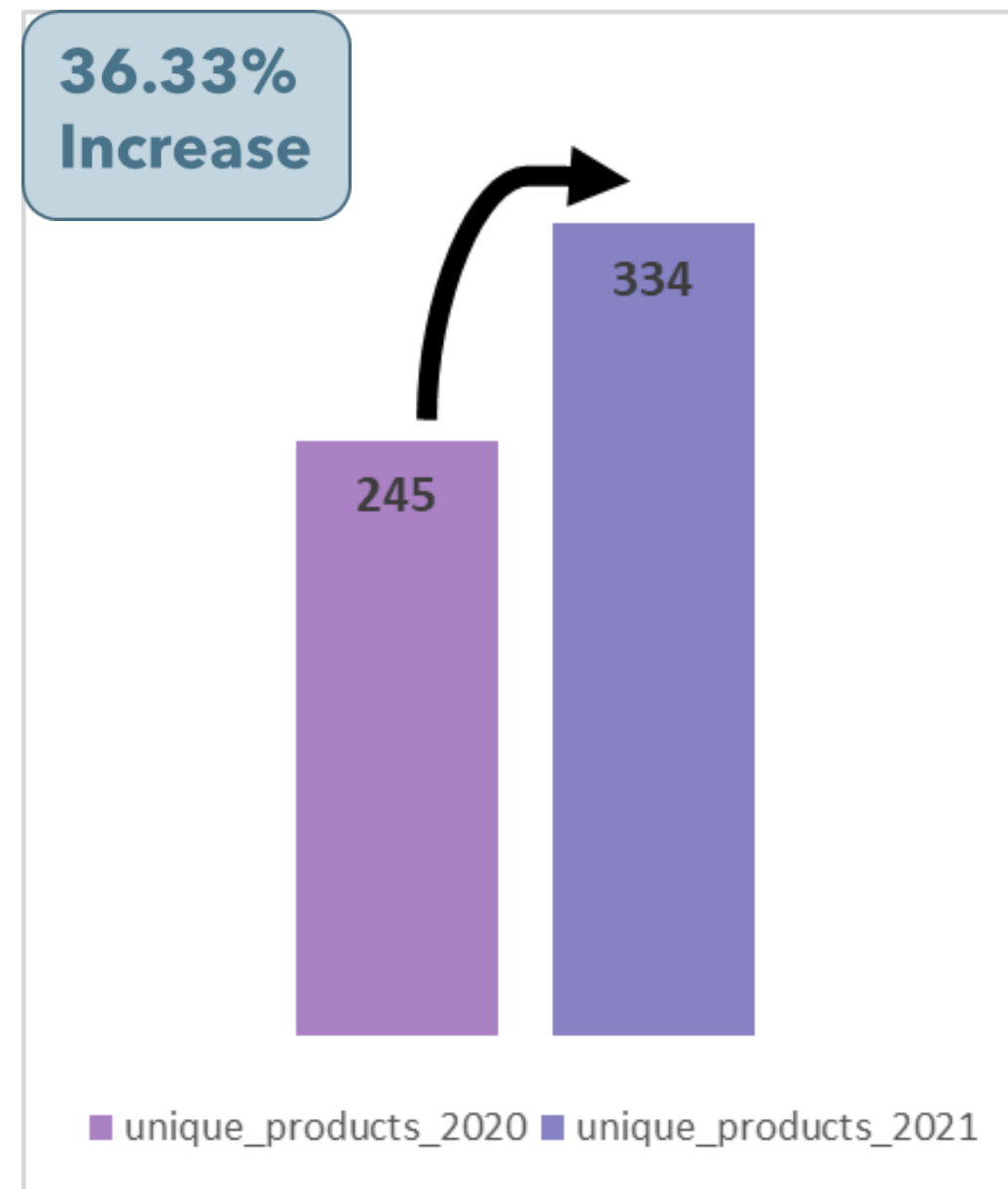
Request 1: Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.



market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

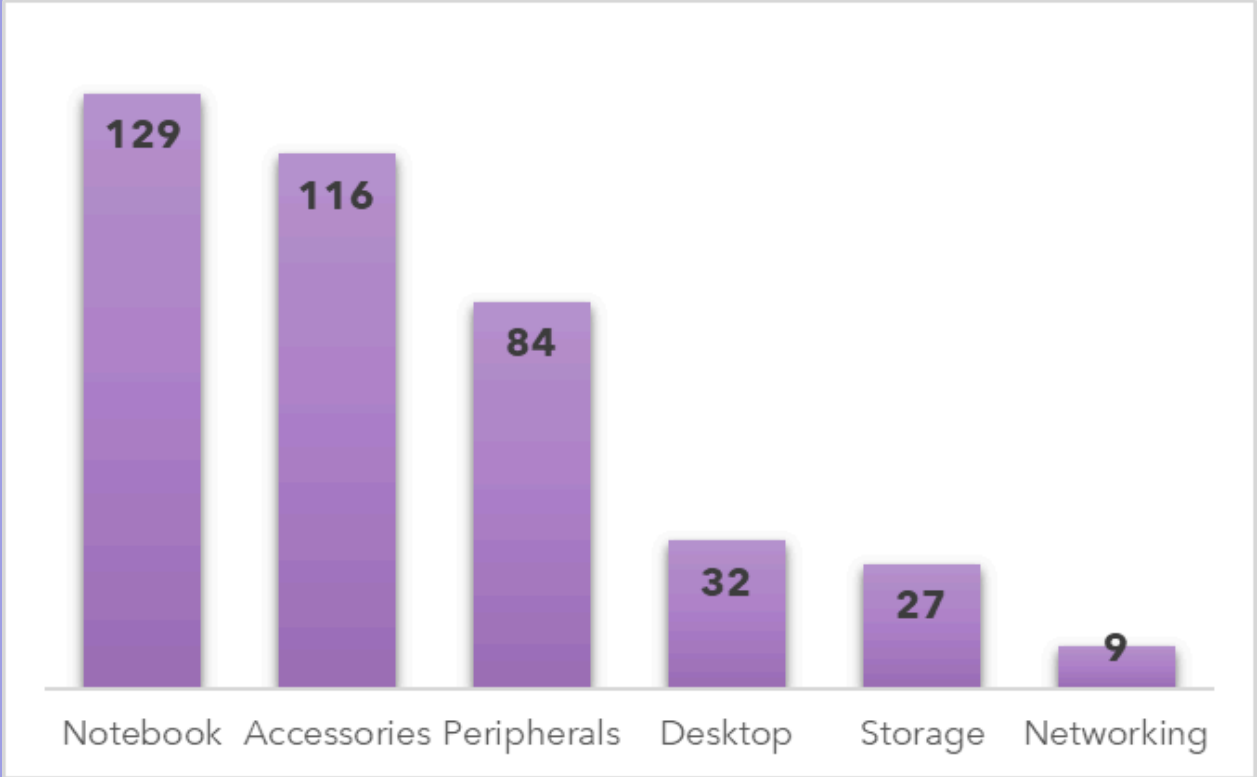
Request 2: What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,

- unique_products_2020**
- unique_products_2021**
- percentage_chg**



This increase in products is a positive sign for the company, indicating growth and innovation.

Request 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



Notebooks are the most popular product segment. This shows company have a strong focus on laptops and their associated accessories.

Networking products might be a less specialized area for the company. AtilQ might consider expanding its offerings to capture opportunities in the bottom 3 segments.

Request 4: Follow-up: 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_2020	product_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 segment has a large variety of products. To increase revenue, identify the top-selling products in this segment and sell them with high-margin products.

Request 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_variant	manufacturing_cost
▶	A6120110206	AQ HOME Allin 1 Gen 2, Plus 3	240.5364
	A2118150101	AQ Master wired x1 Ms, Standard 1	0.8920

In the **Desktop segment**, AQ HOME Allin 1 Gen 2 in **Plus 3 variant** has the highest manufacturing cost.

In the **Accessories segment**, AQ Master wired x1 Ms in **Standard 1 variant** has the lowest manufacturing cost

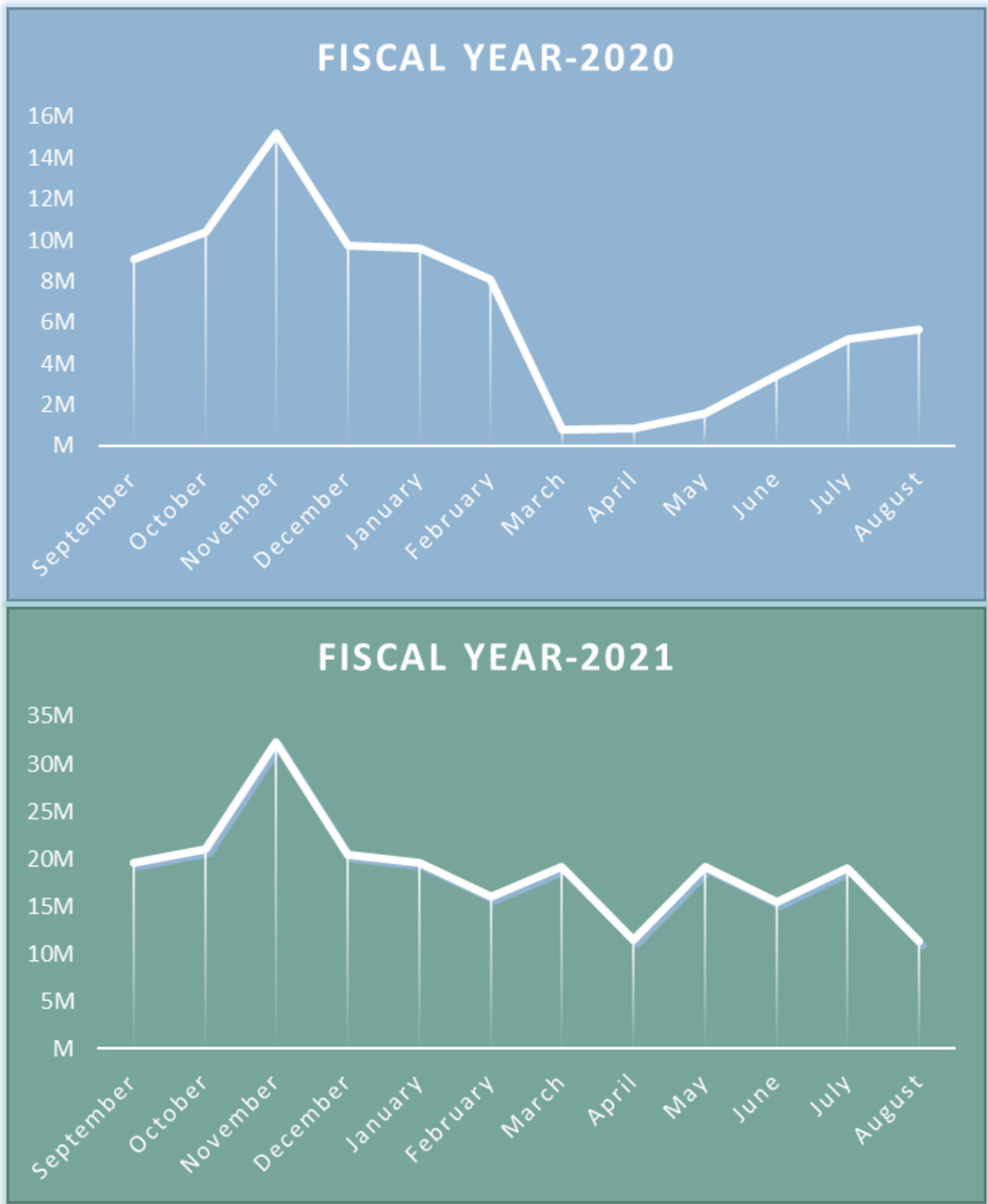
Request 6: Generate a report which contains the top 5 customers who received an average high pre-invoice discount for the fiscal year 2021 and in the Indian market. The final output contains these fields, customer_code customer average_discount_percentage

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

The top customers—**Flipkart**, **Viveks**, **Ezone**, **Croma**, and **Amazon** have nearly the same average discounts ranging from **29.33%** to **30.83%**.

This shows that AtliQ offers competitive discounts to its major customers to boost sales and maintain strong relationships in the Indian market.

Request 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



fiscal_year	total_sales
2020	79.5 M
2021	224.42 M

Request 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

quarters	sold_quantity_mln
Q1	7.01 M
Q2	6.65 M
Q4	5.04 M
Q3	2.08 M

Quarter 1 (Sep to Nov 2019)

This strong start indicates that demand was high during this period, which could be influenced by seasonal factors like the festive season, back to school sales, or other events that drive consumer purchases.

Quarter 2 (Dec 2019 to Feb 2020)

Sales dropped slightly compared to Q1 but remained strong. The end-of-year celebration might have contributed to this solid performance.

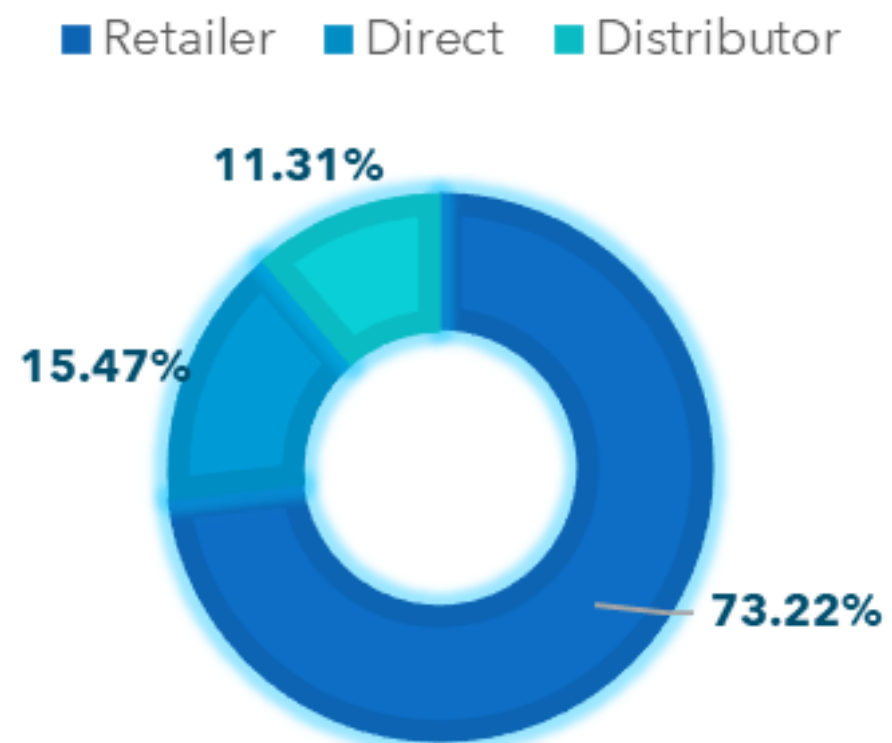
Quarter 3 (Mar to May 2020)

This sharp decline was caused by the early stages of the COVID-19 pandemic, including lockdowns, changes in consumer behaviour, and supply chain issues.

Quarter 4 (Jun to Aug 2020)

Sales improved compared to Q3 but remained lower than the first two quarters. This indicates a gradual recovery in the market from the pandemic.

Request 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

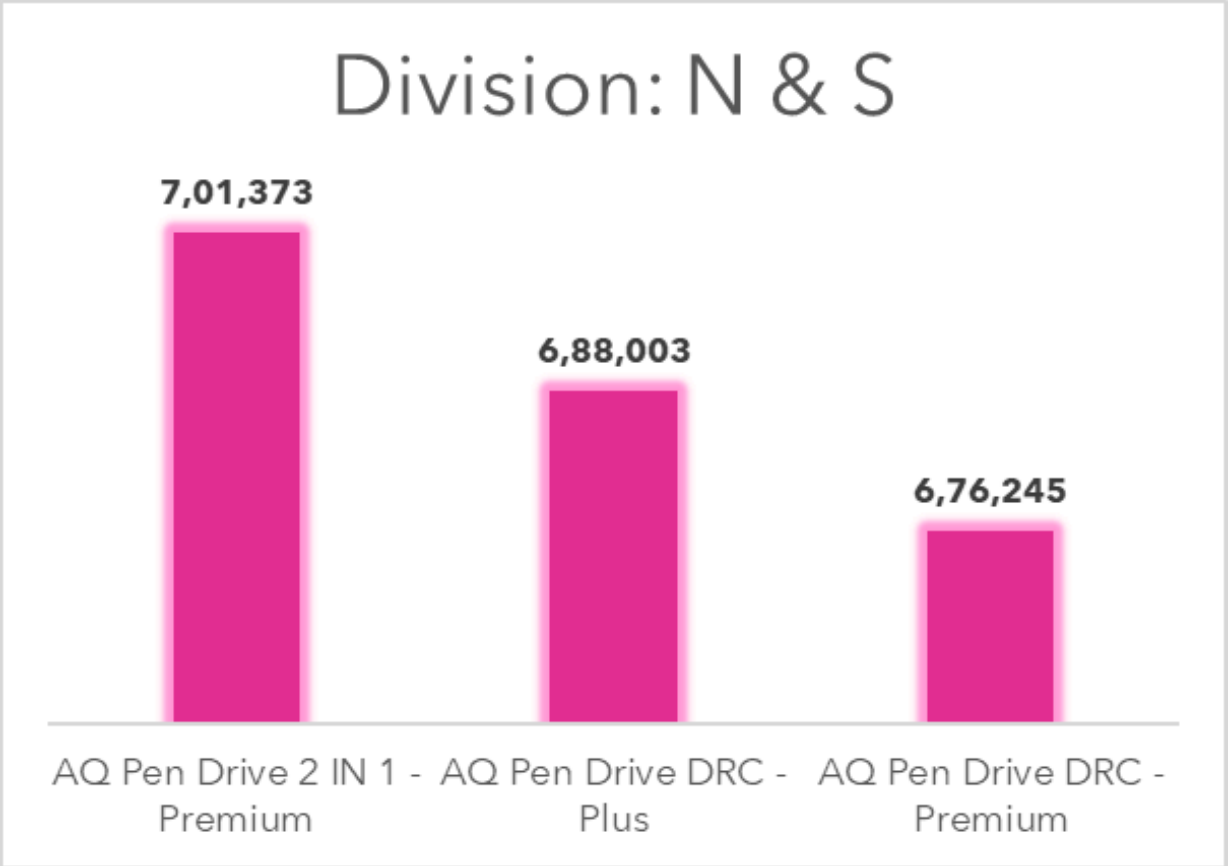
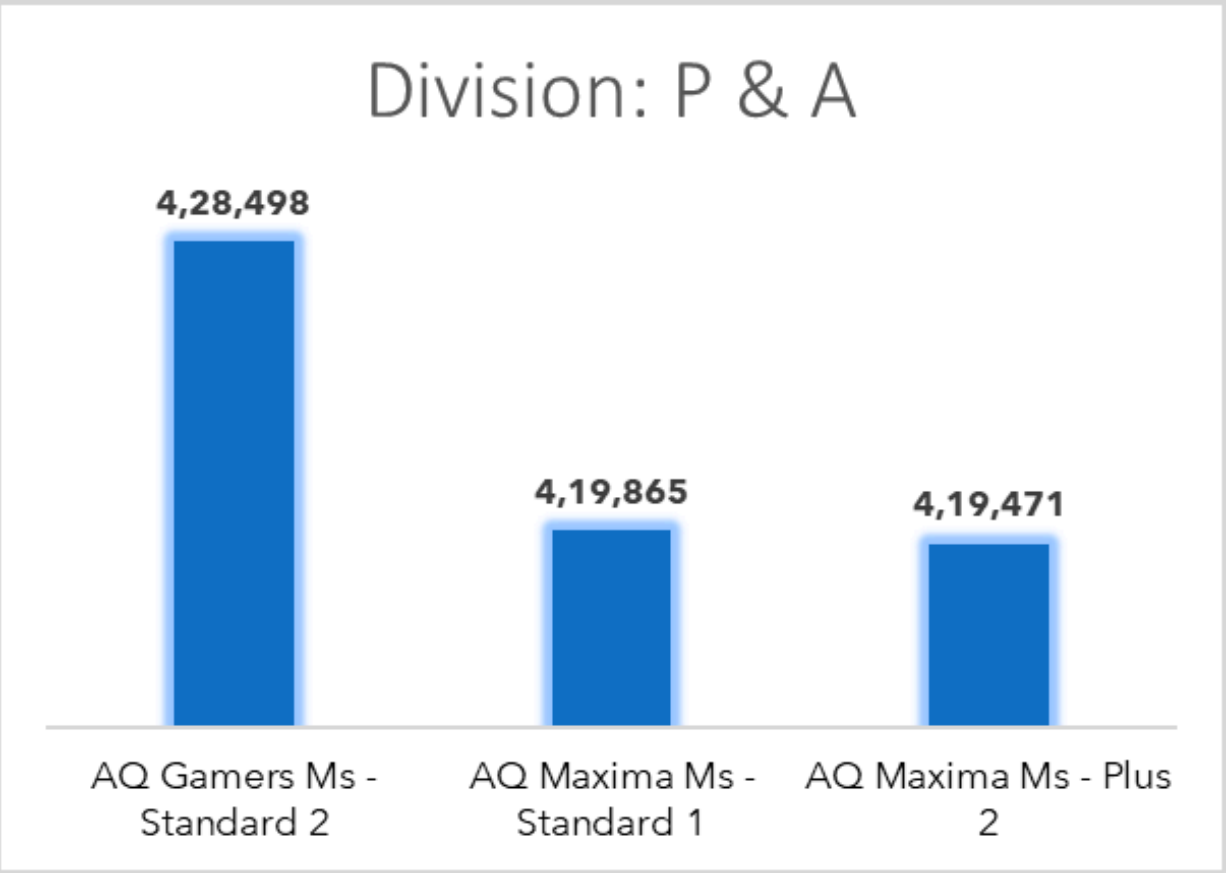
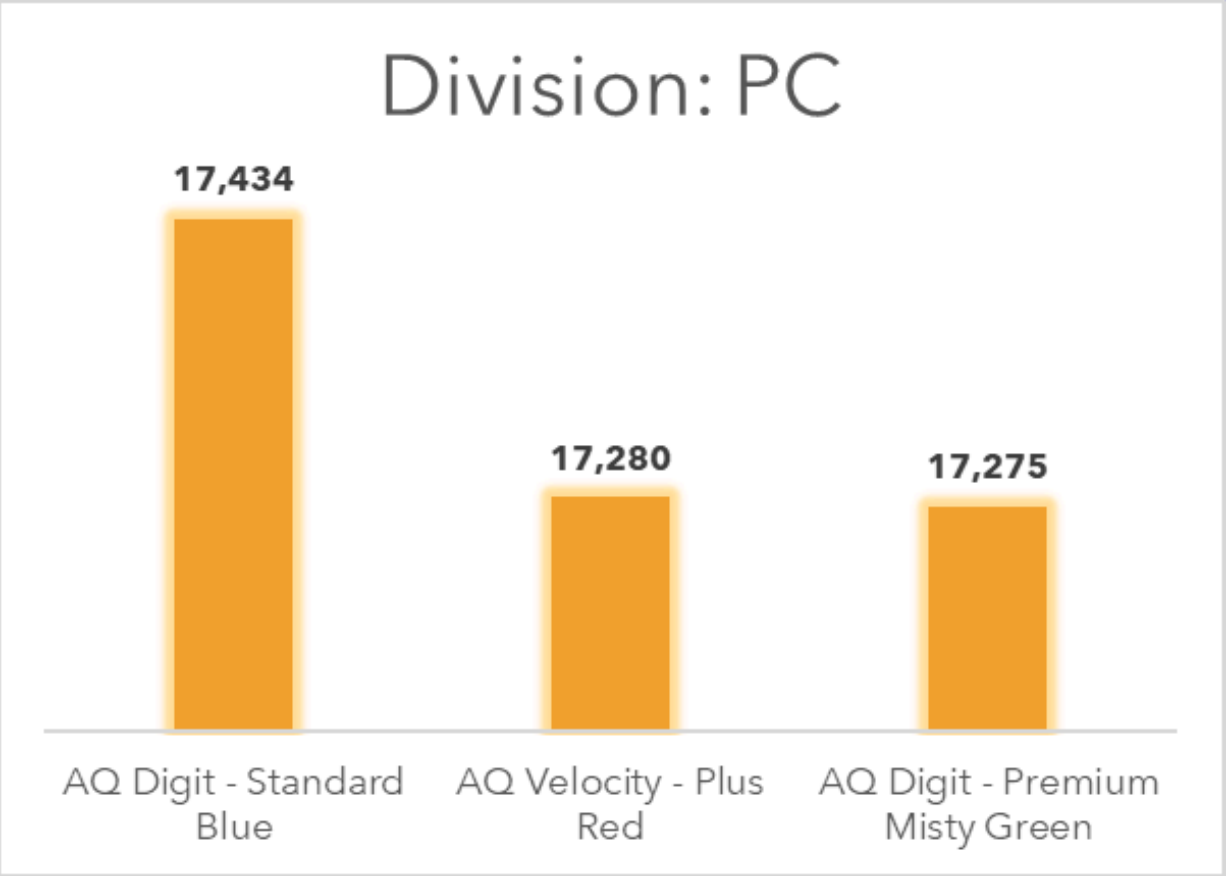


The majority of the company's sales are generated through **retailers** which shows that this is a primary sales channel.

AtliQ should maintain **strong partnerships** with retailers, keep track of market trends and changes in consumer behaviour can help AtliQ to adapt its sales channel strategy to remain competitive.

Request 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





Thank You