



AD-HOC CONSUMER GOODS INSIGHTS

ATLIQ EXCLUSIVE – BUSINESS PERFORMANCE REPORTS (2020–2021)

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ATLIQ EXCLUSIVE

- AtliQ Hardware is a product-based company selling computer-related products via Brick & Mortar and E-Commerce platforms across APAC, EU, NA, and LATAM regions.
- It operates through Direct, Distributor, and Retailer sales channels. AtliQ Exclusive, a company-owned customer, sells directly through stores and online. Other customers include Flipkart and Surface Stores.
- This presentation highlights reports built for AtliQ Exclusive, using data analyzed with MySQL.

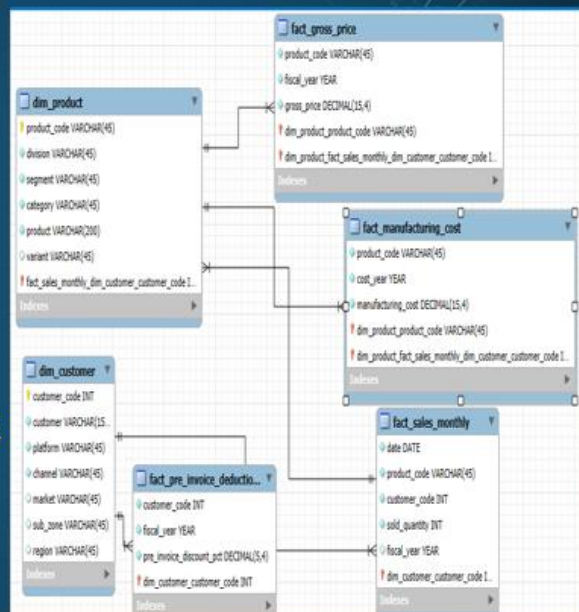


SQL REPORTS – OVERVIEW

- **SQL helps extract and analyze data** directly from relational databases like MySQL..
- Enables creation of **custom accurate reports** for business needs.
- Supports tracking of **KPIs, trends, and performance metrics**.
- Ensures **data consistency, integrity, and transparency**.
- Used in this project to analyze **AtliQ Exclusive's sales and market data**.

ER DIAGRAM – SQL DATABASE TABLES

- dim_customer
- dim_product
- Fact_gross_price
- Fact_manufacturing_cost
- Fact_pre_invoice_deductions
- Fact_sales_monthly



MARKETS – APAC REGION



Request 1 : Provide the list of markets in which customer AtliQ exclusive operates its business in the **apac** region..

Result Grid	Filter Rows:
APAC_AtliQExclusive_Markets	
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Insights:

- **AtliQ Exclusive** has a strong footprint in **South and Southeast Asia**, indicating a strategic focus on emerging markets.
- The presence in **diverse APAC markets** suggests a broad regional expansion and **potential for localized marketing**.
- These markets offer **varying customer behaviors and economic conditions**, implying the need for **customized pricing and discount strategies** per market.

GROWTH IN UNIQUE PRODUCTS: 2021 VS 2020



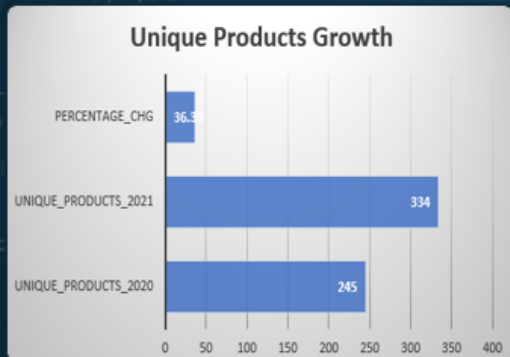
Request: 2

What is the percentage of **unique product** increase in 2021 vs 2020

Result Grid	Filter Rows:	Exports	Wrap Cell Content:
	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Visuals in next slide

GROWTH IN UNIQUE PRODUCTS: 2021 VS 2020



Insights:

- Unique products increased by **36.5%** in 2021, reflecting **strong product expansion**.
- The growth from **245 to 334 products** indicates **successful market** or category diversification.
- This rise **suggests enhanced customer offerings** and improved operational capability.

UNIQUE PRODUCT COUNT



Request 3:

Provide a report with all the **unique product count** for each segment and sort them in descending order of product counts

Result Grid | Filter Rows:

	segment	product_count
▶	Notebook	129
	Accessories	116
	Peripherals	84
	Desktop	32
	Storage	27
	Networking	9

TOP-GROWING SEGMENT BY UNIQUE PRODUCTS



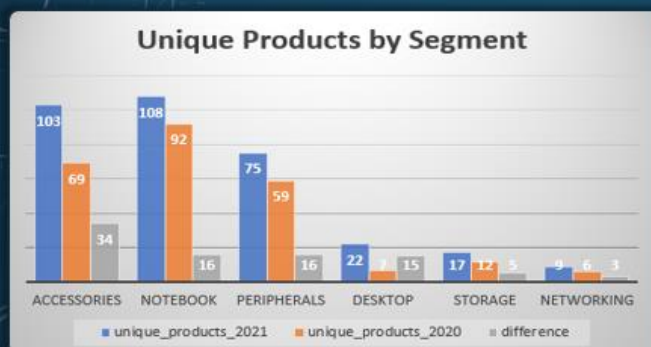
Request 4:

Which segment had the **most increase in unique products** in 2021 vs 2020?

segment	unique_products_2021	unique_products_2020	difference
Accessories	103	69	34
Notebook	108	92	16
Peripherals	75	59	16
Desktop	22	7	15
Storage	17	12	5
Networking	9	6	3

Visuals in next slide

TOP-GROWING SEGMENT BY UNIQUE PRODUCTS



Insights:

- **Accessories** segment saw the **highest growth** with an increase of **+34 unique products** in 2021.
- **Notebook** segment had the **highest number** of unique products in 2021 (**108 products**), showing strong and stable performance.
- **Desktop** segment showed the **highest percentage growth** (from 7 to 22), indicating rising focus or demand.

TOP / BOTTOM PRODUCTS BY MANUFACTURING COST



Request 5.

Get the **products** that have the highest and lowest **manufacturing costs**.

product_code	product	manufacturing_cost
A6120110206	AQ HOME Alin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.8920

TOP 5 DISCOUNTS – INDIA FY2021



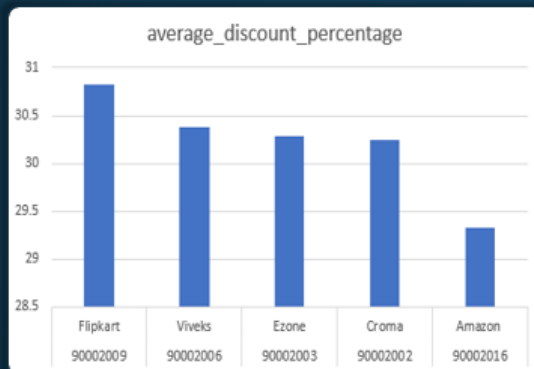
Request 6:

Generate a report which contains the **top 5 customers** who received an **average high pre-invoice-discount-percentage** 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

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TOP 5 DISCOUNTS – VISUALS & INSIGHTS



INSIGHTS:

- **Flipkart** offered the **highest average discount** at approximately **30.7%**, leading all retailers.
- **Amazon** had the **lowest average discount**, at just under **29.5%**, making it the least competitive in terms of pricing.
- **Viveks, Ezone, and Croma** maintained **similar discount levels**, reflecting a closely matched pricing strategy among these retailers.

MONTHLY GROSS SALES REPORT 2020 & 2021



Request 7.

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

Year	Month	Gross Sale Amount Mil
2020	September	4.5
2020	October	5.14
2020	November	7.52
2020	December	4.83
2020	January	4.74
2020	February	4
2020	March	0.38
2020	April	0.4
2020	May	0.78
2020	June	1.7
2020	July	2.55
2020	August	2.79
2021	September	12.35
2021	October	13.22
2021	November	20.46
2021	December	12.94
2021	January	12.4
2021	February	10.13
2021	March	12.14
2021	April	7.31
2021	May	12.15
2021	June	9.82
2021	July	12.09
2021	August	7.18

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MONTHLY GROSS SALES REPORT – VISUALS - INSIGHTS



INSIGHTS:

In every month, **2021 sales are higher than 2020**, showing strong overall business growth.

December 2021 recorded the highest sales, likely due to yearend promotions or seasonal demands

Sales in **2020 were nearly flat** during March–May, but a **gradual recovery** began from June onwards.

QUARTERLY REPORT



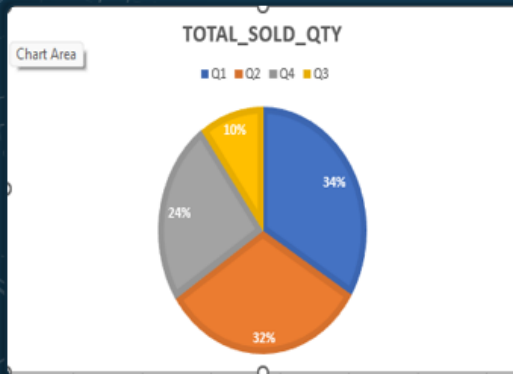
Request 8

In which quarter of 2020, got the **maximum total_sold_quantity**?

Result Grid		Filter Rows:
	quarter	total_sold_qty
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087

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QUARTERLY REPORT – VISUAL - INSIGHTS



INSIGHTS:

- **Q1 contributed the highest** to total sales, accounting for **34%** of the total sold quantity.
- **Q3 had the lowest sales** with just **10%**, indicating a possible dip in demand or supply issues during that period.
- **Q2 and Q4 performed closely**, contributing **32%** and **24%** respectively, showing consistent sales through mid and end of the year.

TOP SALES CHANNEL – 2021



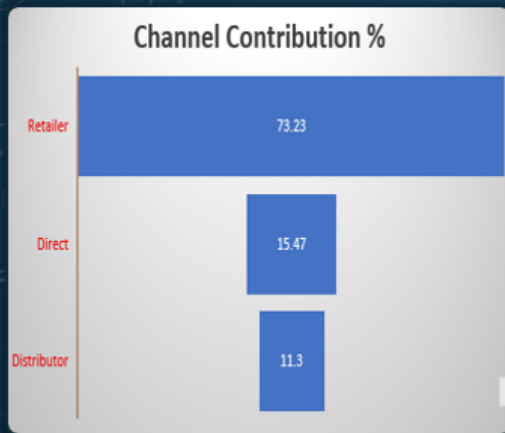
Request: 9

Which channel helped to bring **more gross sales** in the fiscal year 2021 and the **percentage of contribution**?

channel	gross_sales_mln	percentage
▶ Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30

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TOP SALES CHANNEL – 2021



INSIGHTS:

- The **Retailer channel** led with a **73.23%** share in gross sales, making it the **dominant sales driver**.
- The **Direct channel** contributed **15.47%**, showing focused but **limited reach**.
- The **Distributor channel** had the smallest share at **11.30%**, indicating **scope for expansion**.

TOP 3 PRODUCTS BY DIVISION



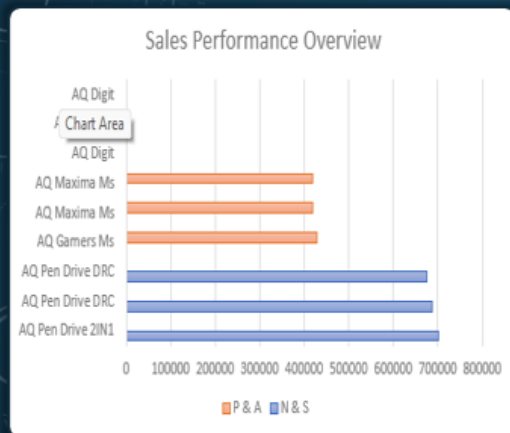
Request: 10

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_qty	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

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TOP 3 PRODUCTS BY DIVISION



INSIGHTS:

- **N&S division** dominated the sales performance, with its top product **AQ Pen Drive 2IN1** achieving the highest sales volume.
- **P&A division** showed consistent performance, with all three products (including **AQ Gamers Ms** and **AQ Maxima Ms**) contributing similarly.
- The chart reveals that **Pen Drives (under N&S)** are the **leading category** by sales, indicating high demand in that segment.

SUMMARY & RECOMMENDATIONS



- AtliQ Exclusive operates in **5 key APAC** markets.
- Unique product count increased significantly **in 2021 vs 2020**
- '**Retailer**' channel generated the highest gross sales in FY2021
- "**AQ PenDrive 2 IN 1**" had the highest product expansion
- **Q1 2020** recorded the peak sales volume.
- Increase product focus in the "**PC**" segment to leverage growth
- Reassess discount strategy for **top 5 customers** in India to protect margins.
- Optimize manufacturing cost for **low performing products**
- Prioritize **stock availability** in peak months (ex: Q1)
- Strengthen the "**Retailer**" channel partnership to drive more sales.

MY EXPERIENCE WHILE WORKING ON THIS PROJECT

- This project was very interesting and gave me **deep insights into business data**.
- Creating accurate reports **for each ad-hoc request** was a rewarding challenge.
- Building the **EER diagram** helped me learn how to connect tables using keys.
- I used **Common Table Expressions (CTEs)** to solve most SQL queries efficiently.
- Exported some results **to Excel** to create **charts and pivot tables**.
- Choosing the right **PowerPoint background** took more time than expected!
- Designing the **presentation with visuals** was both fun and creative.
- Special thanks to **ChatGPT for helping me** at every step of this journey.



ACKNOWLEDGEMENT

I would like to express **my special thanks** to my mentors



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THANK YOU

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