Consumer Goods Ad_Hoc Insights

Yearly report for ‘croma’ customer

Question

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

Output

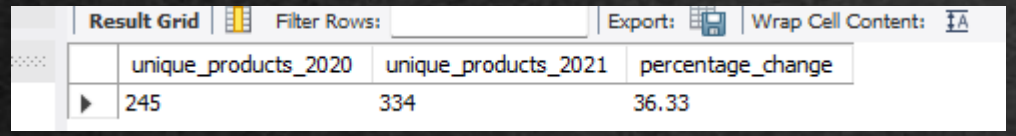
Result Grid

market
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

Question:

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

Output:



unique_products_2020	unique_products_2021	percentage_change
245	334	36.33

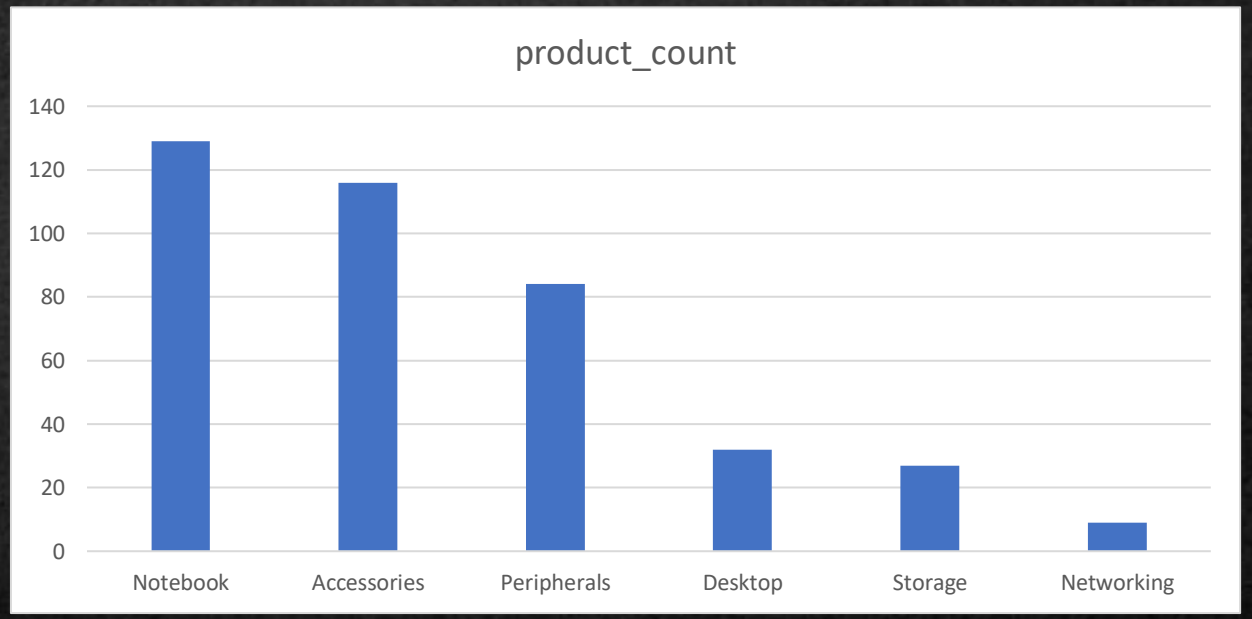
Question:

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

Output:

Result Grid | Filter Rows:

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



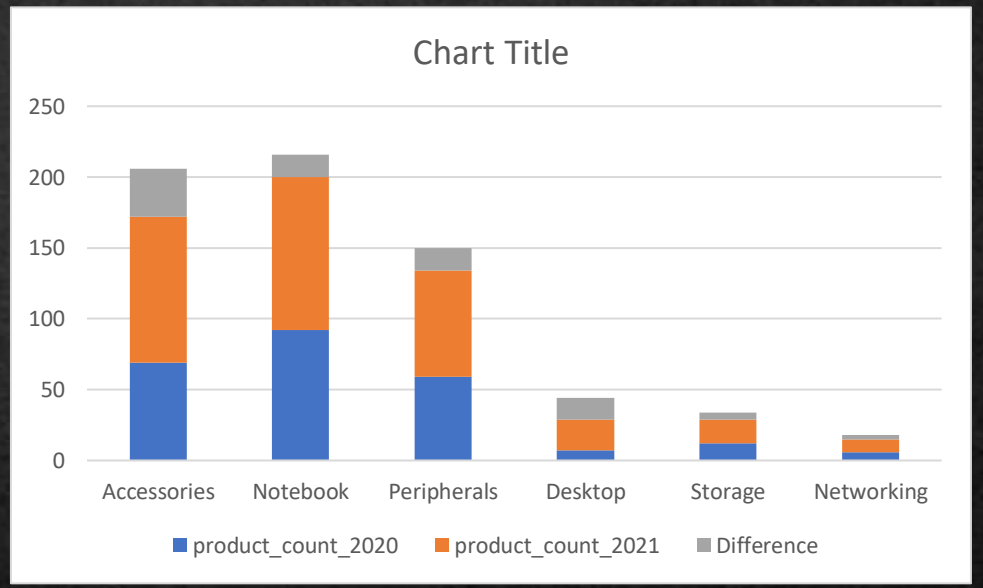
Question:

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

Output:

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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



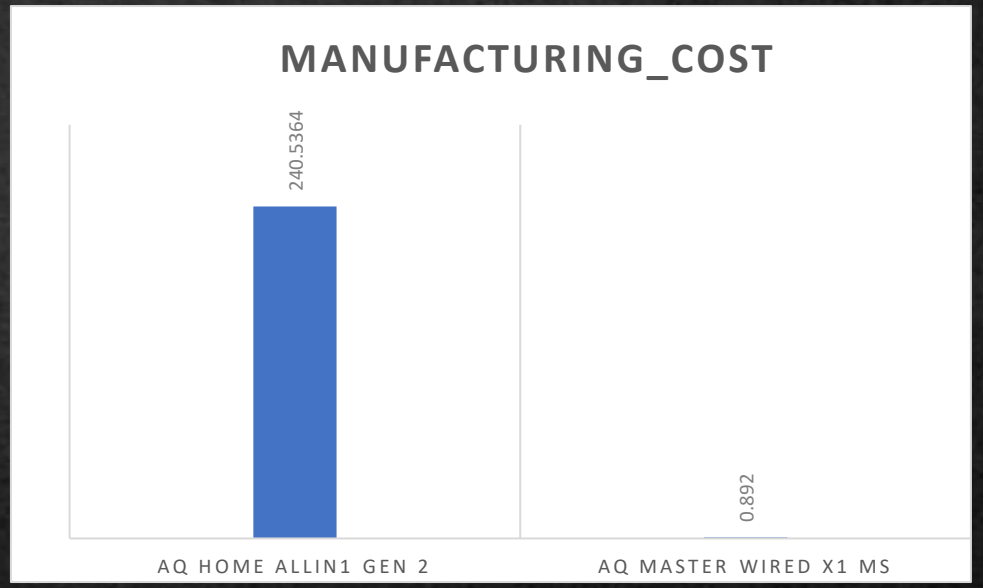
Question:

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

Output:

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product	product_code	manufacturing_cost
AQ HOME Allin1 Gen 2	A6120110206	240.5364
AQ Master wired x1 Ms	A2118150101	0.8920



Question:

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_percentage5

Output:

Result Grid | Filter Rows: | Export:

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

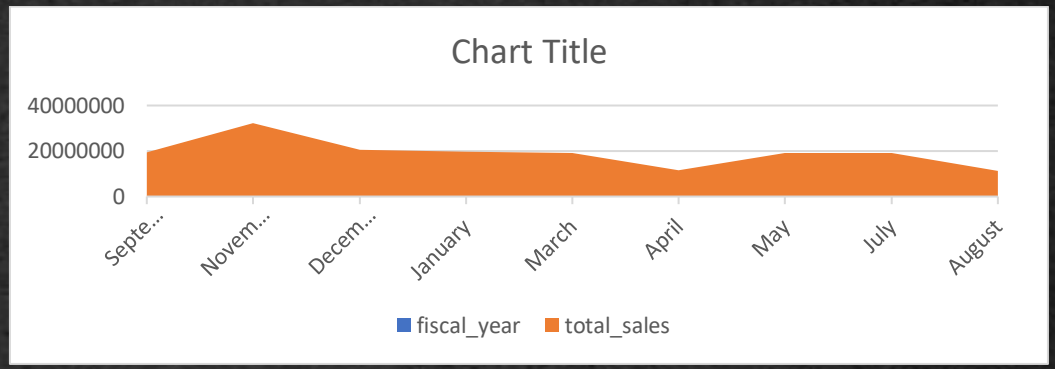
Question:

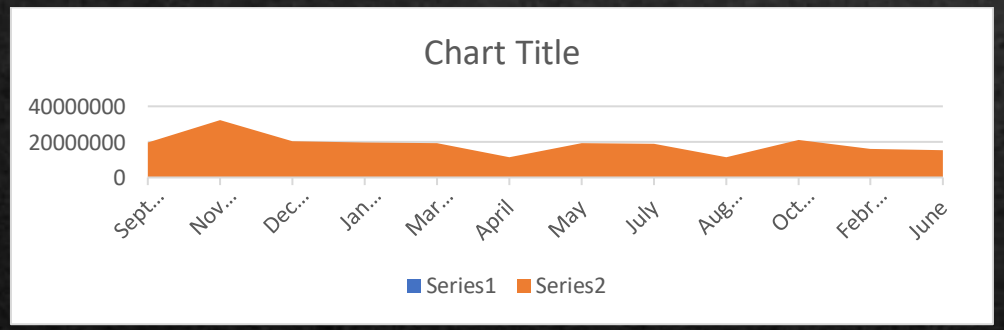
7. Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month . This analysis helps to get an idea of low and high-performing months and take strategic decisions. The final report contains these columns: Month Year Gross sales Amount

Output:

Result Grid | Filter Rows:

Month	fiscal_year	total_sales
September	2020	9092670.85
November	2020	15231895.21
December	2020	9755795.21
January	2020	9584951.90
March	2020	766976.28
April	2020	800072.08
May	2020	1586963.98





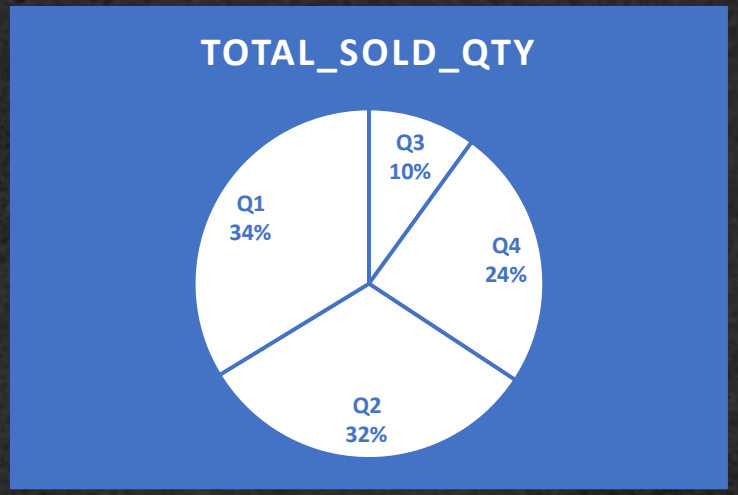
Question:

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

Output:

Result Grid | Filter Rows:

Quarters	total_sold_qty
Q3	2075087
Q4	5042541
Q2	6649642
Q1	7005619



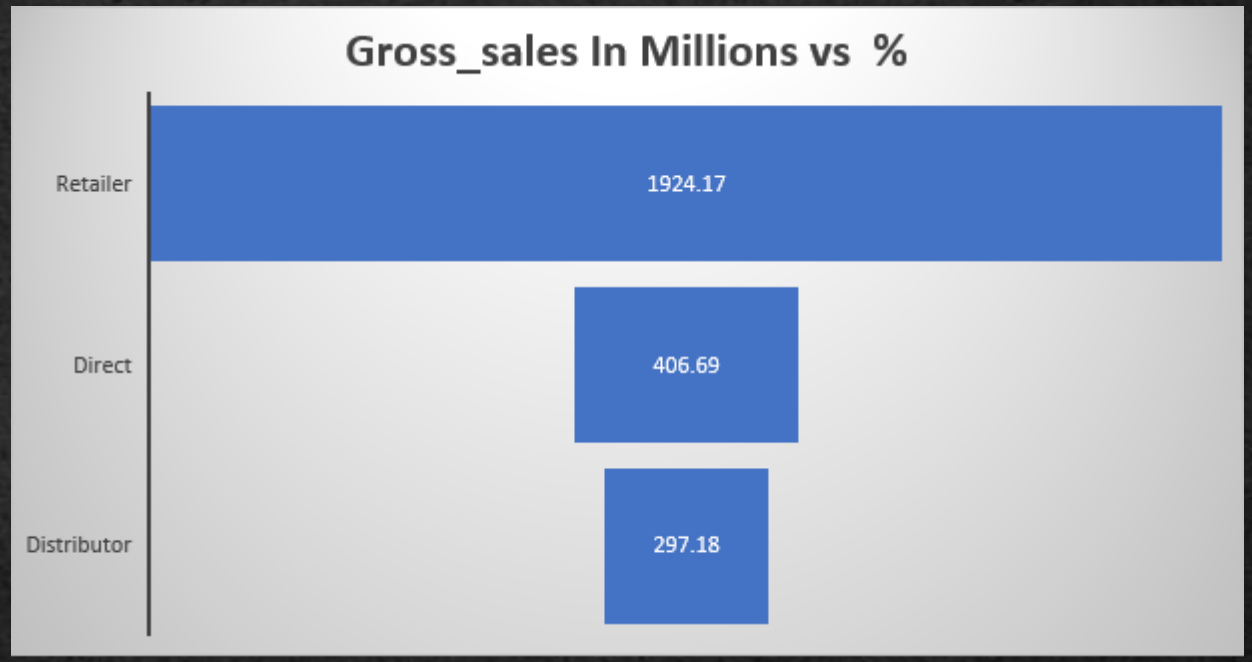
Question:

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.

Output:

Result Grid | Filter Rows:

channel	gross_sales_mln	percentage
Retailer	1924.17	73.22
Direct	406.69	15.47
Distributor	297.18	11.31



Question:

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, product total,_sold_quantity, rank_order

Output:

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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
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

	A	B	C	D	E
	division	product_code	product	Total_sold_quantity	Rank_Order
	N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
	P & A	A2319150302	AQ Gamers Ms	428498	1
	PC	A4218110202	AQ Digit	17434	1
	N & S	A6818160202	AQ Pen Drive DRC	688003	2
	P & A	A2520150501	AQ Maxima Ms	419865	2
	PC	A4319110306	AQ Velocity	17280	2
	N & S	A6819160203	AQ Pen Drive DRC	676245	3
	P & A	A2520150504	AQ Maxima Ms	419471	3
	PC	A4218110208	AQ Digit	17275	3