

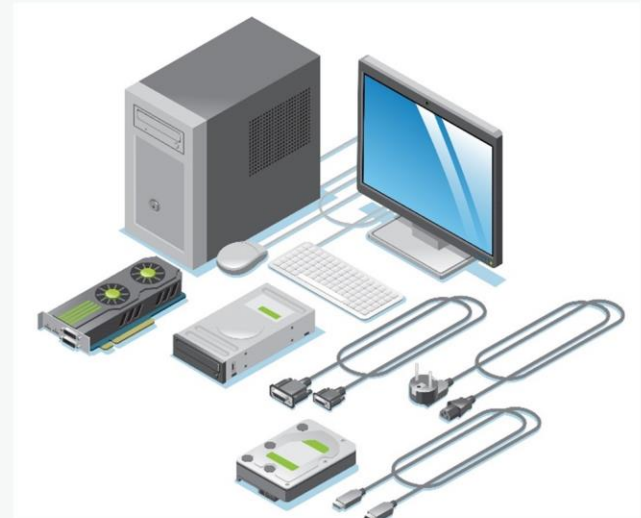


# AtliQ

## HARDWARE



CUSTOMER  
GOODS  
AD\_HOC  
INSIGHTS



# REQUEST 1

Provide the list of **markets** in which customer **Atliq Exclusive** operates its business in the **APAC** region

Output:

MARKET
India
Indonesia
Japan
Philiphines
South Korea
Australia
Newzealand
Bangladesh

## REQUEST 2

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

Output:

upr_2020	upr_2021	Percentge_change
245	334	36.33

Insights:

Here it can be seen percentage change in unique products is **36.33%** which is resulting increase gross sales

## REQUEST 3

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

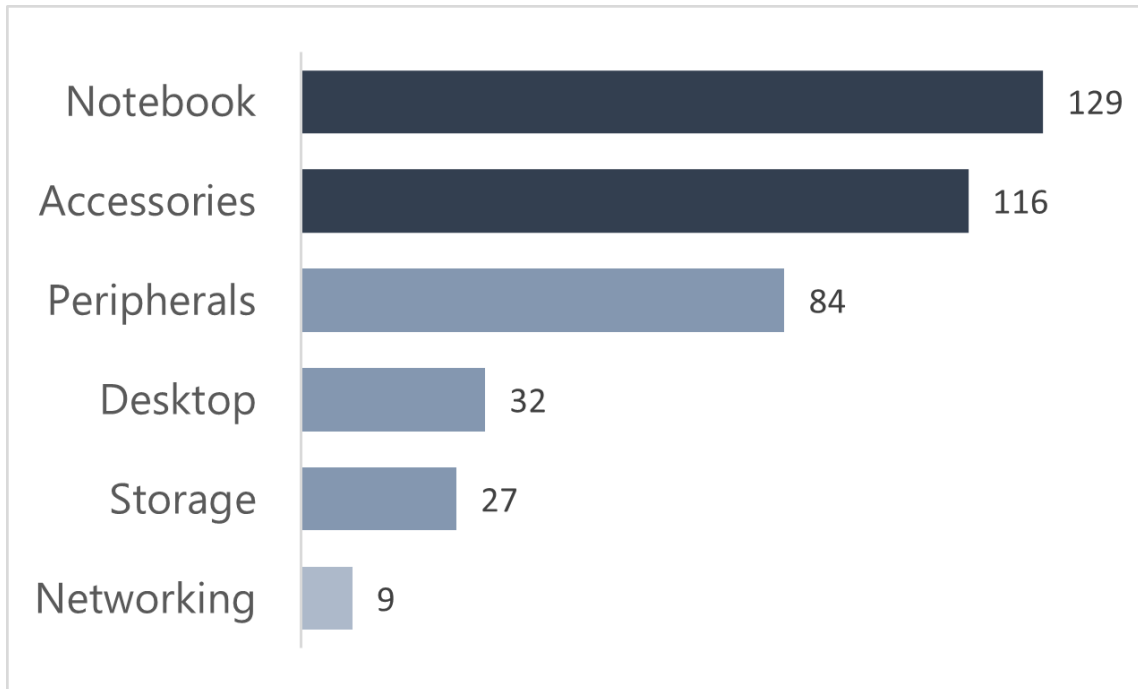
Output:

SEGMENT	PRODUCT_COUNT
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

## REQUEST 3

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

### Insights:



There are total **397** unique products and, in that **Notebook** and **Accessories** are with highest counts products, which is **61%** of total.

## REQUEST 4

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

Output:

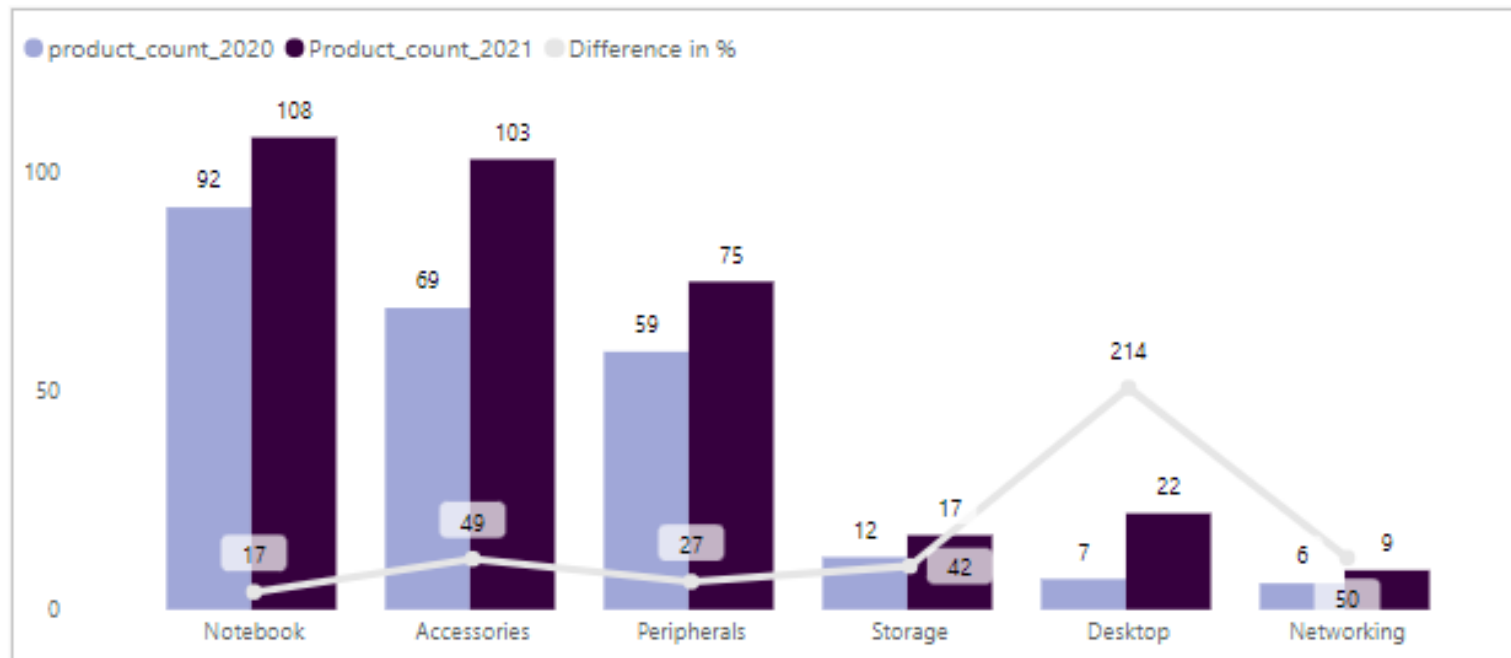
segment	product_count_2020	Product_count_2021	Difference	Percentage%
Notebook	92	108	16	17
Accessories	69	103	34	49
Peripherals	59	75	16	27
Desktop	7	22	15	214
Storage	12	17	5	42
Networking	6	9	3	50

## REQUEST 4

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

### Insights:

The chart shows Product count in 2020 and 2021 with percentage increase in each segment



**Desktop** has highest increased product count which is 22 count which was before 7 counts, resulting **214%** increase.

**Notebook** is **least** increased by **17%** which is 108, which in 2020 was 92 counts.

## REQUEST 5

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

Output:

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.892
A6120110206	AQ HOME Allin1 Gen 2	240.5364



## 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

Output:

customer_code	customer	avg_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

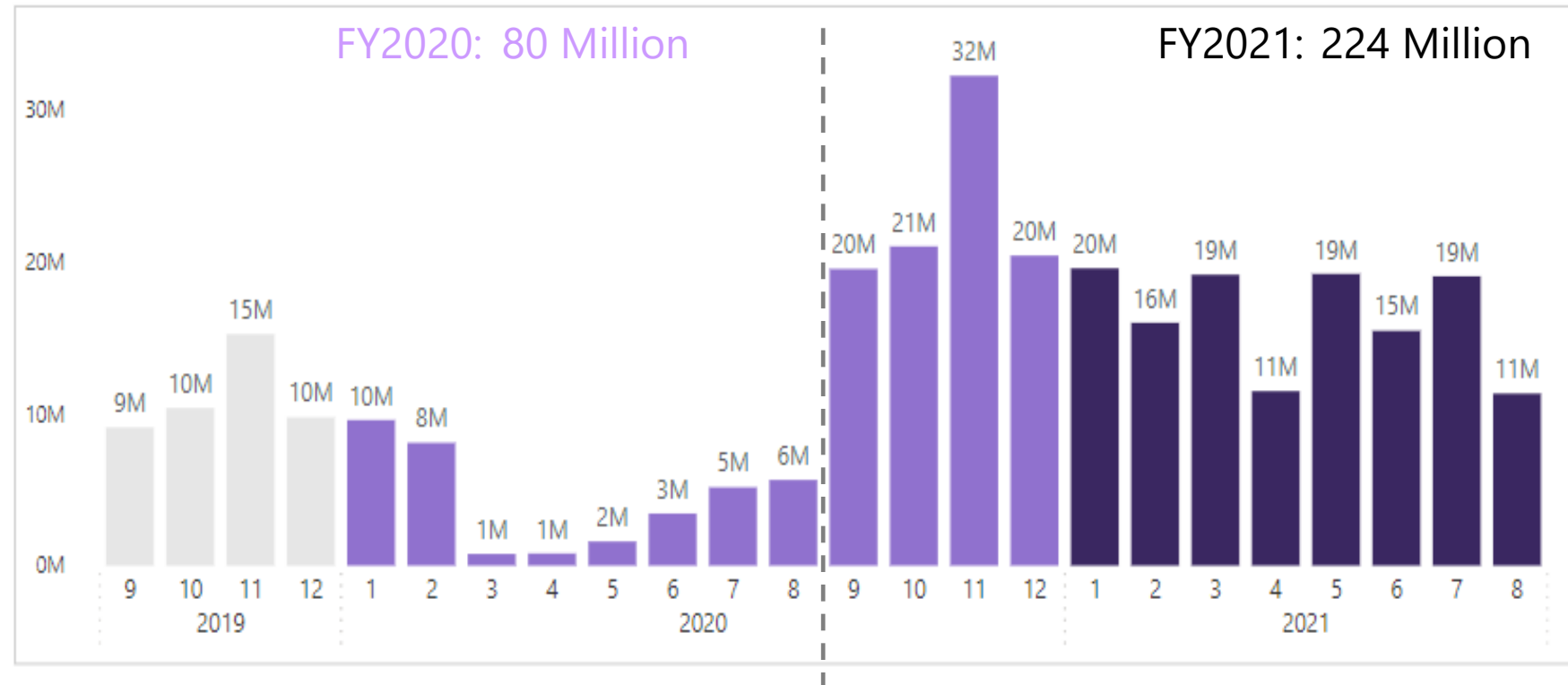
## REQUEST 7

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

### Insights:

It can be clearly seen that **after increasing product counts** in fiscal year **2021**, The **gross sales is increased** with a jump.

Highest sales month was **November** 2020 which is **fiscal year 2021**



## REQUEST 8

In **which quarter of 2020**, got the **maximum** total sold quantity?

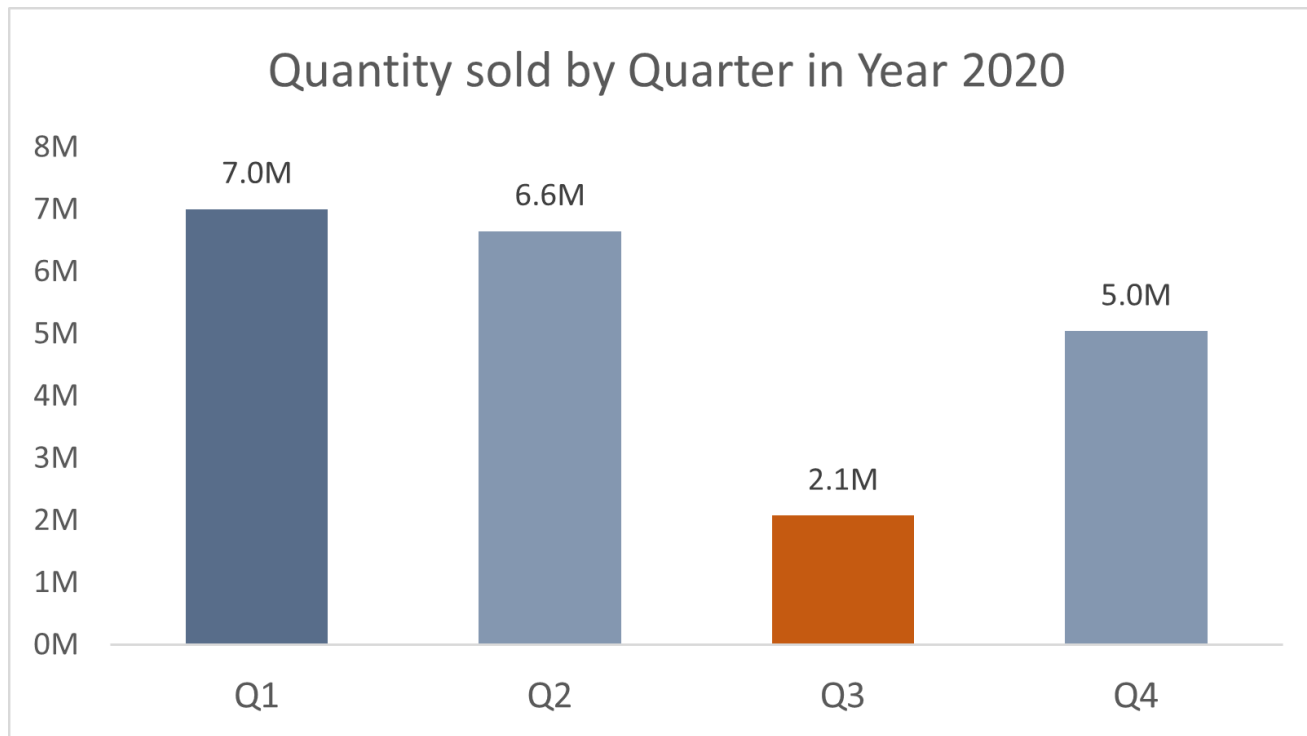
Output:

Quarter	sold_quantity
Q1	70,05,619
Q2	66,49,642
Q3	20,75,087
Q4	50,42,541

## REQUEST 8

In **which quarter of 2020**, got the **maximum** total sold quantity?

Output:



In **Quarter 1**, total quantity sold was highest of **7M**, which generated sales of **34M**.

**Quarter 3** was **lowest** in term of quantity sold with **2.1M**, which generated sales of **5M**.

## REQUEST 9

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

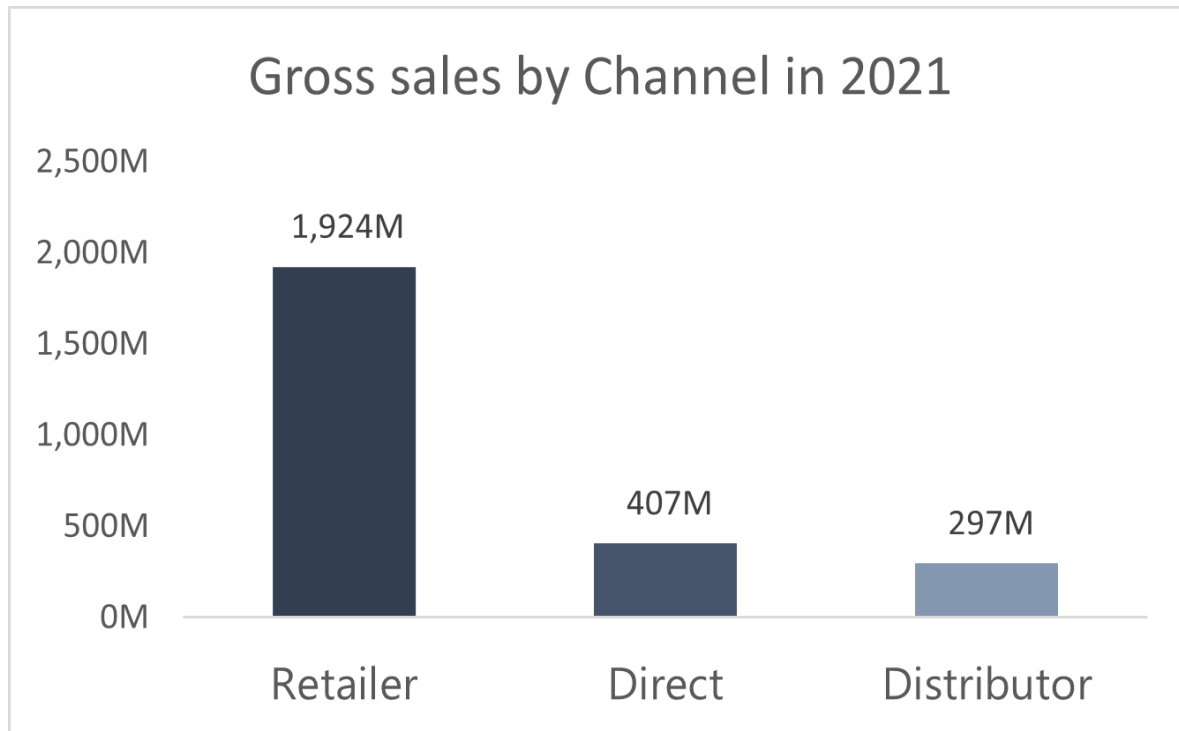
Output:

channel	gross_sales	percentage
Retailer	1,92,41,70,398	73.22
Direct	40,66,86,874	15.47
Distributor	29,71,75,880	11.31

## REQUEST 9

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

Insights:



Atliq Hardware generates most of its sales revenue from **retail sales**, which accounts for **82.6% of its total sales revenue**, **Direct sales is the second-largest source with 17.4%** of its total sales revenue and **Distributor sales is a smaller source of sales revenue, accounting for 8.7%** of its total sales revenue.

### Suggestions:

Consider expanding the direct sales channel to increase sales revenue.

Expand the product line to attract more customers and increase sales revenue.

Optimize the distribution strategy to improve efficiency and reduce costs.

## REQUEST 10

Get the **Top 3 products in each division** that have a **high total sold quantity** in the fiscal year **2021**?

Output:

division	rnk	product	sold_quantity
N & S	1	AQ Pen Drive DRC	20,34,569
	2	AQ Digit SSD	12,40,149
	3	AQ Clx1	12,38,683
P & A	1	AQ Gamers Ms	24,77,098
	2	AQ Maxima Ms	24,61,991
	3	AQ Master wireless x1 Ms	24,48,784
PC	1	AQ Digit	1,35,092
	2	AQ Gen Y	1,35,031
	3	AQ Elite	1,34,431