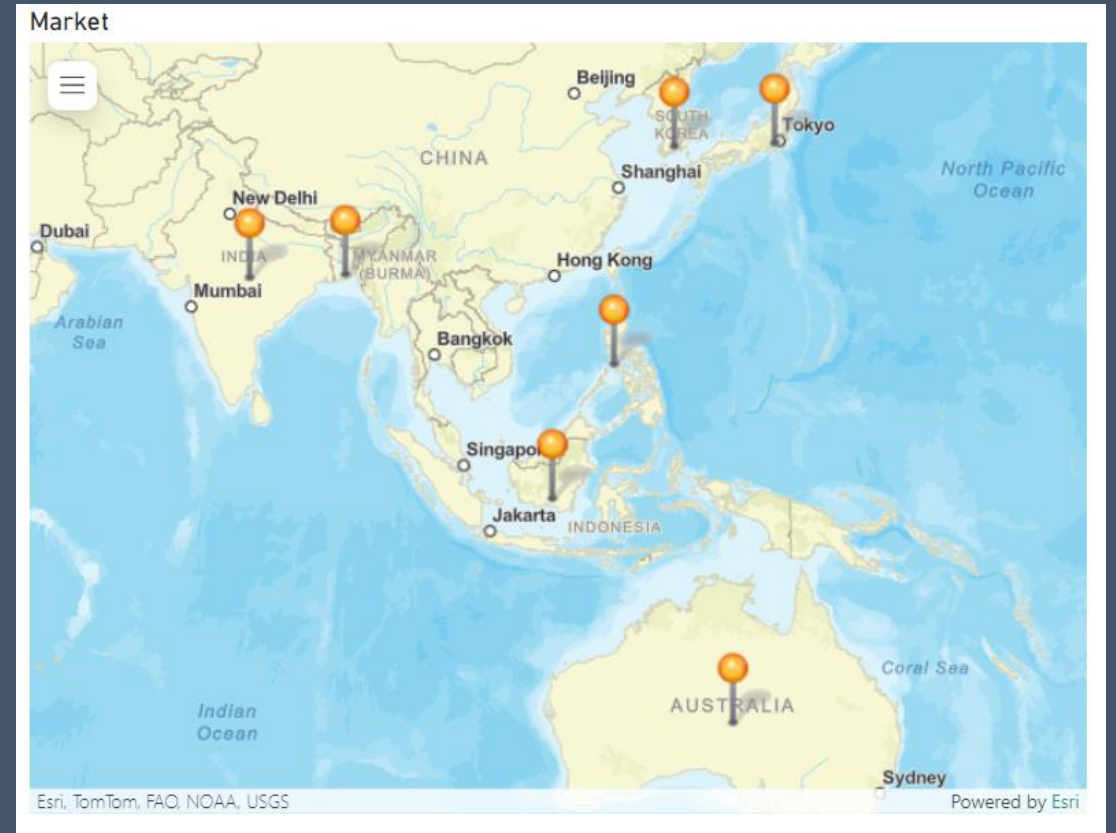


# Consumer Goods Ad\_Hoc Insights



MARKET
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



"Atliq Exclusive" Presence in APAC region-

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

unique_product_20	unique_product_21	pct_chg
245	334	36.3265

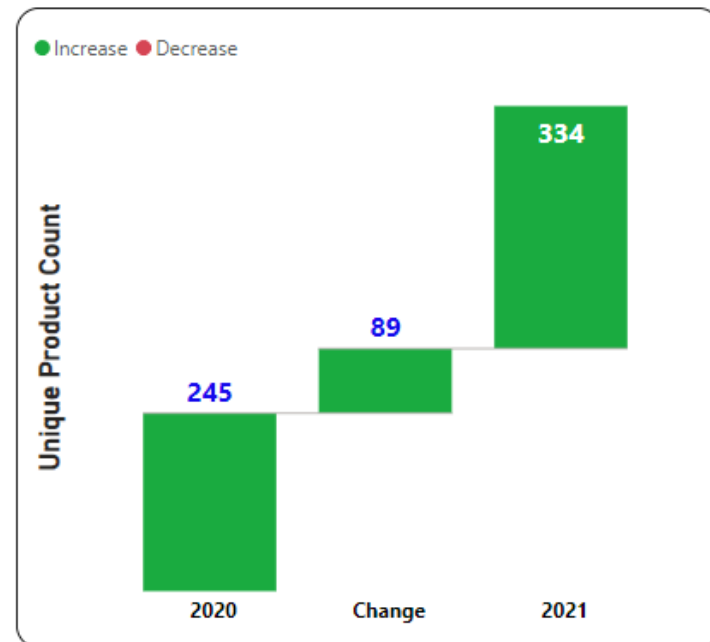


## Insight

Atliq Hardware observed that there was increasing demand of some products which currently not covered in business portfolio so, launched **89 new products** in **2021** to tap opportunity and diversify its product business.

Percent change from 2020 to 2021

36.33%



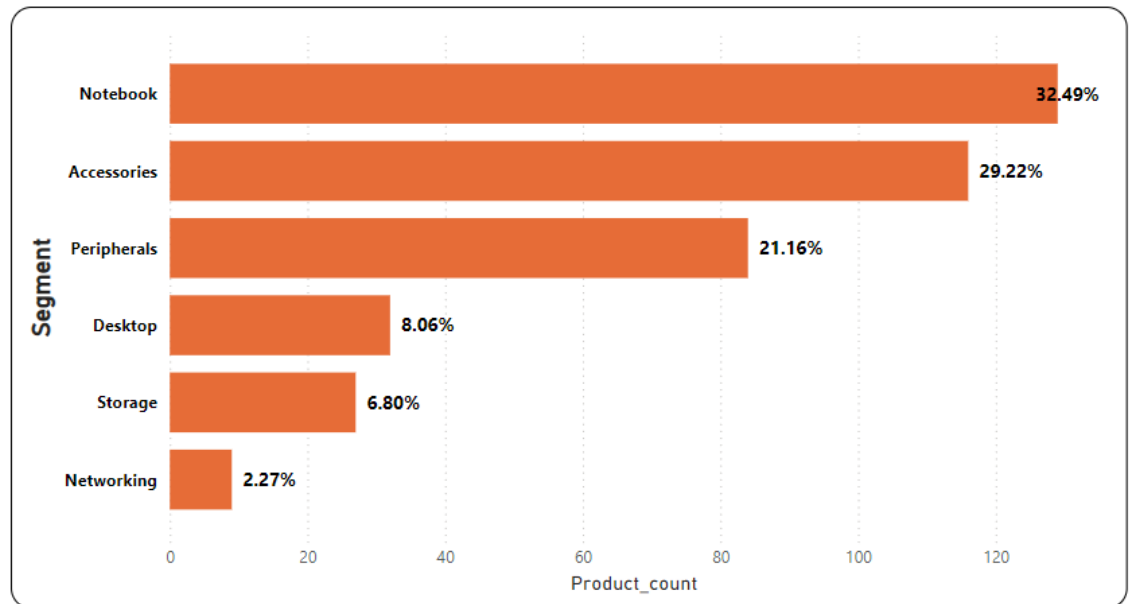
3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields,

segment  
product\_count

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



Products counts in each segment



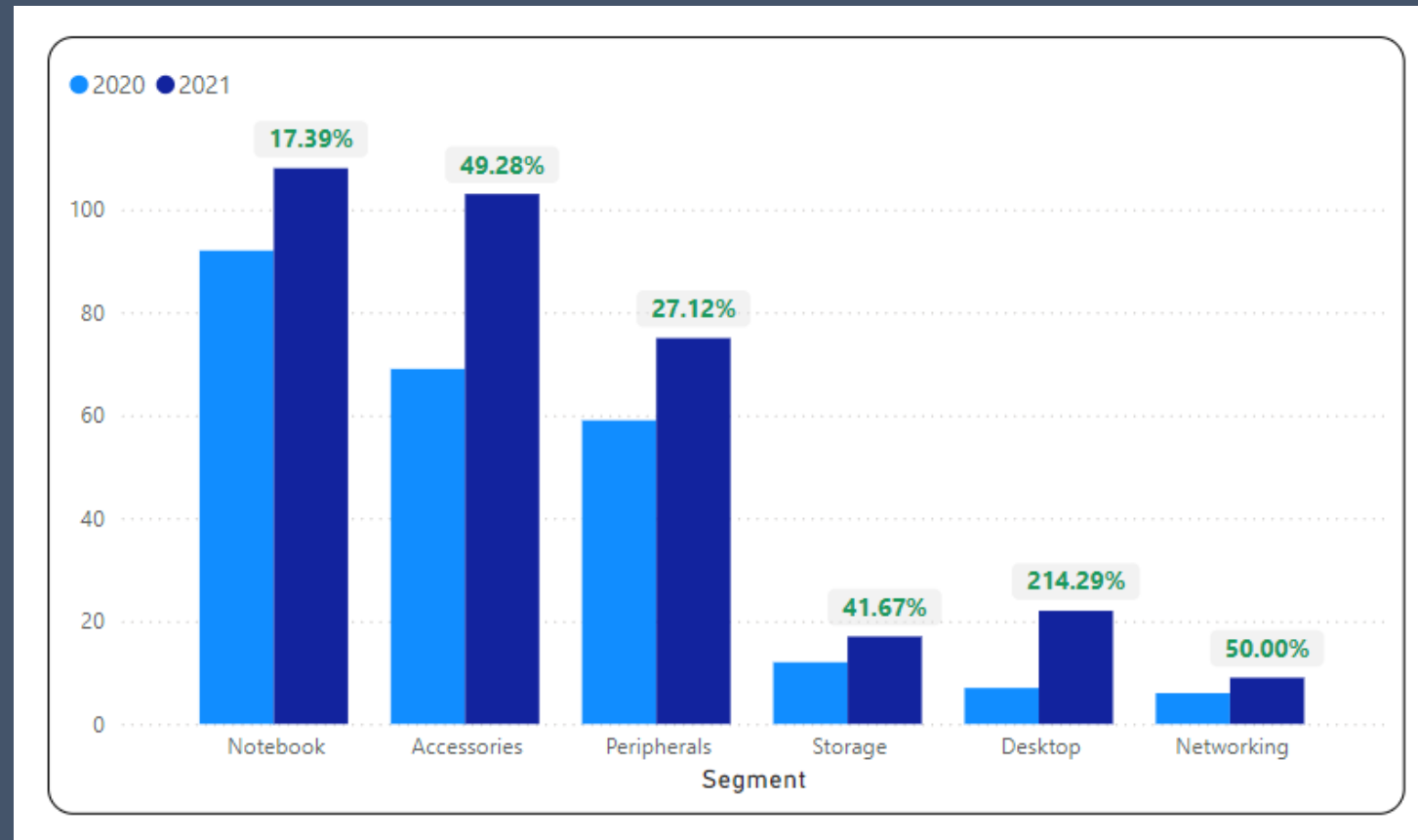
**Insight:** Notebook, accessories, and peripherals contribute significantly to the overall product counts approx. 82%, while the desktop, storage, and networking segments collectively account for only 18 %

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 wise percent increase in product count

segment	product_qty20	product_qty21	pct_chg
Notebook	92	108	17.39
Peripherals	59	75	27.12
Storage	12	17	41.67
Accessories	69	103	49.28
Networking	6	9	50.00
Desktop	7	22	214.29



**Insight:** The desktop segment has experienced a significant percent increase in its share of product counts; however, the notebook and accessories segment continues to lead in terms of total product numbers.

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

The final output should contain these fields,


product\_code

product

manufacturing\_cost


- Products with highest and lowest manufacturing cost

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



**241.43**

A2118150101  
AQ HOME Allin1 Gen 2

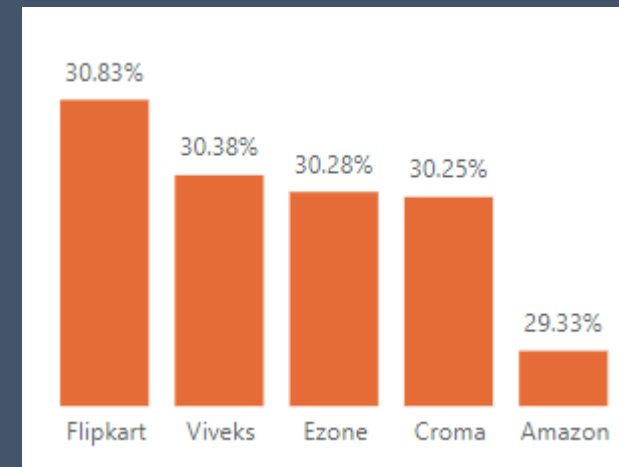



**0.89**

A2118150101  
AQ Master wired x1

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

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



 **Insight:** Flipkart offered the highest average pre-invoice discount, while Amazon provided the lowest.

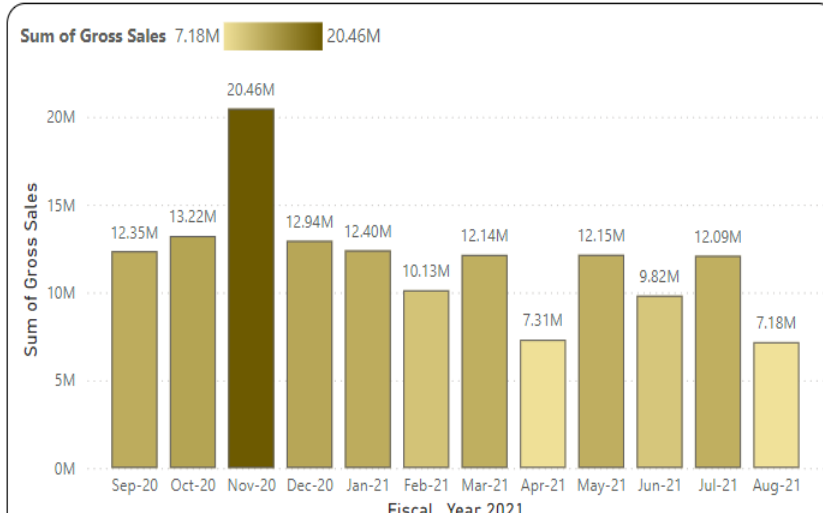
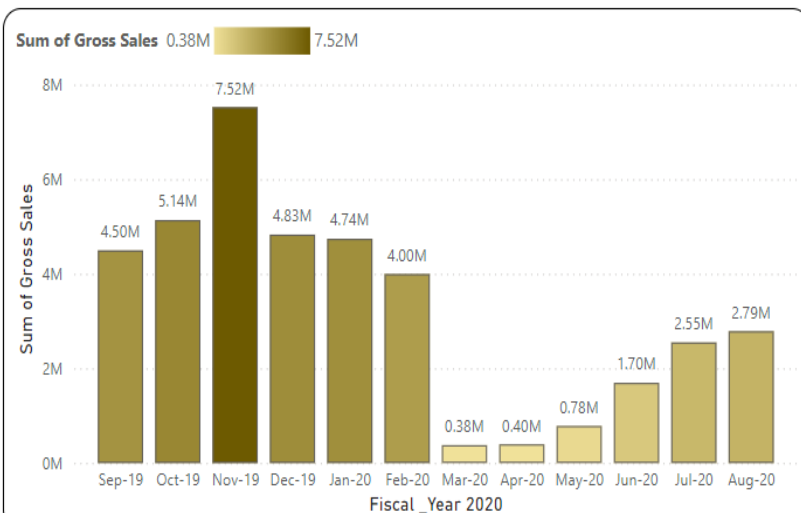
7. Get the complete report of the Gross sales amount for the customer “**Atliq Exclusive**” for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

The final report contains these columns:


Month

Year

Gross sales Amount

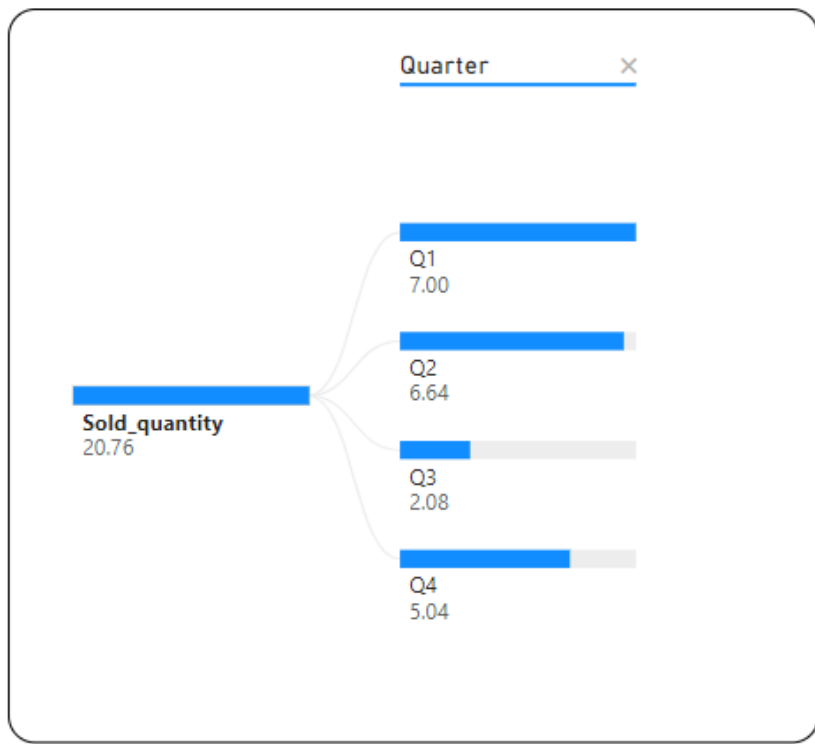


Month	fiscal_year	gross_sales
September-2019	2020	4496259.67
October-2019	2020	5135902.35
November-2019	2020	7522892.56
December-2019	2020	4830404.73
January-2020	2020	4740600.16
February-2020	2020	3996227.77
March-2020	2020	378770.97
April-2020	2020	395035.35
May-2020	2020	783813.42
June-2020	2020	1695216.60
July-2020	2020	2551159.16
August-2020	2020	2786648.26
September-2020	2021	12353509.79
October-2020	2021	13218636.20
November-2020	2021	20464999.10
December-2020	2021	12944659.65
January-2021	2021	12399392.98
February-2021	2021	10129735.57
March-2021	2021	12144061.25
April-2021	2021	7311999.95
May-2021	2021	12150225.01
June-2021	2021	9824521.01
July-2021	2021	12092346.32
August-2021	2021	7178707.59

 **Insight:** Atliq Exclusive demonstrated outstanding performance in November during both fiscal years. However, the lowest-performing months varied, with March 2020 being the weakest in fiscal year 2020, and August 2021 in fiscal year 2021.



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



Month	QTR	Total_sold_qty
September-2019	Q1	1.76
October-2019	Q1	2.19
November-2019	Q1	3.05
December-2019	Q2	3.18
January-2020	Q2	1.76
February-2020	Q2	1.70
March-2020	Q3	0.24
April-2020	Q3	0.82
May-2020	Q3	1.02
June-2020	Q4	1.56
July-2020	Q4	1.69
August-2020	Q4	1.79



### Insight:

- Maximum sales were done during Q1 while Q3 period experienced lowest sale.
- Q1 alone contributed 34% of total sale quantities.

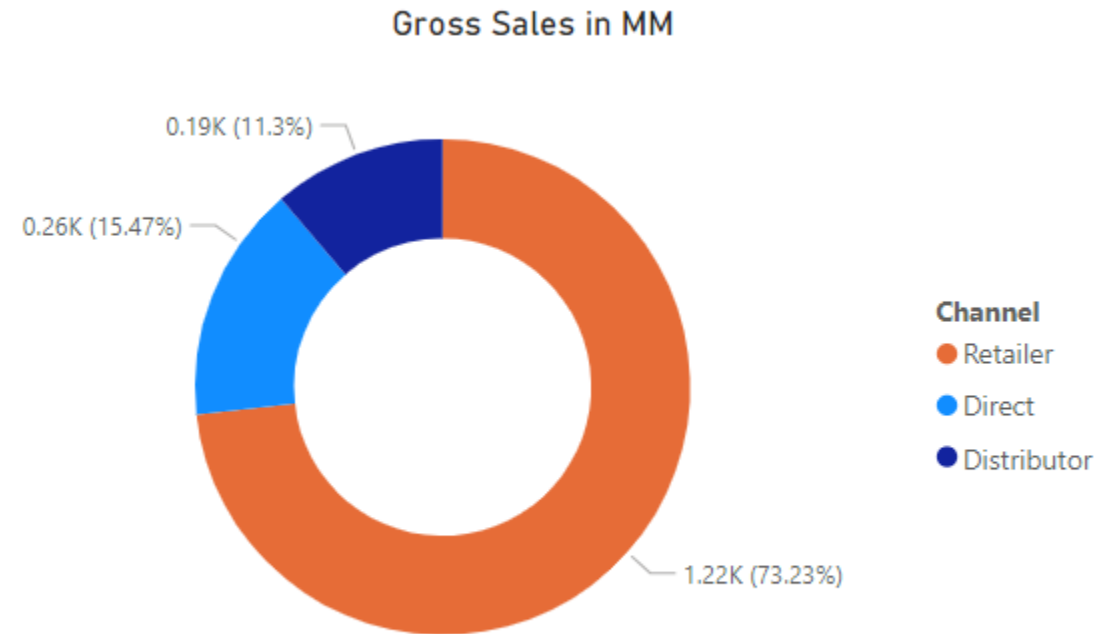
9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,

channel  
gross\_sales\_mln  
percentage

gross_sales_MM1	channel	pct_cont
1219.08	Retailer	73.23
257.53	Direct	15.47
188.03	Distributor	11.30



**Insight:** The retailer channel led with gross sales of **1219.08 MM**, while the direct and distributor channels collectively accounted for only 27% of the total sales.

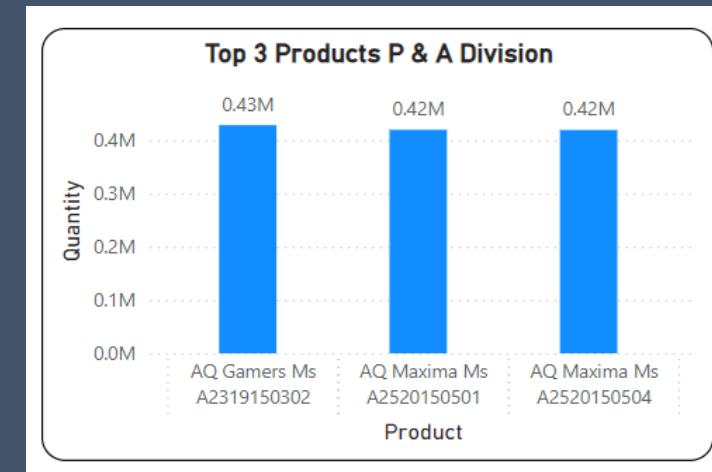
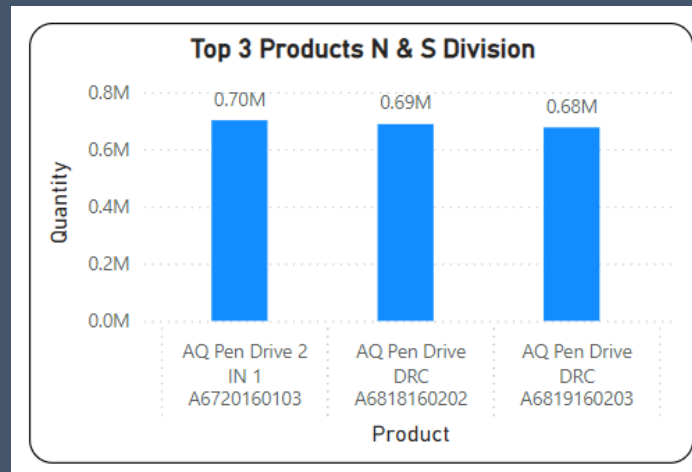


10. Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021? The final output contains these fields,

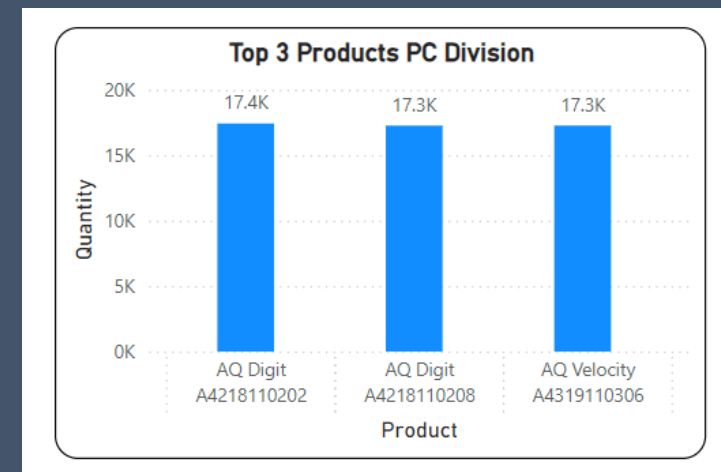
division  
product\_code

product  
total\_sold\_quantity  
rank\_order

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



**Insight:** The top three products from the N&S division have significantly contributed to total sales in terms of product volume, whereas the top-selling products from the PC division have made a comparatively smaller impact.





# Thank You