



Atliq Hardwares **CONSUMER 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
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

Visual:



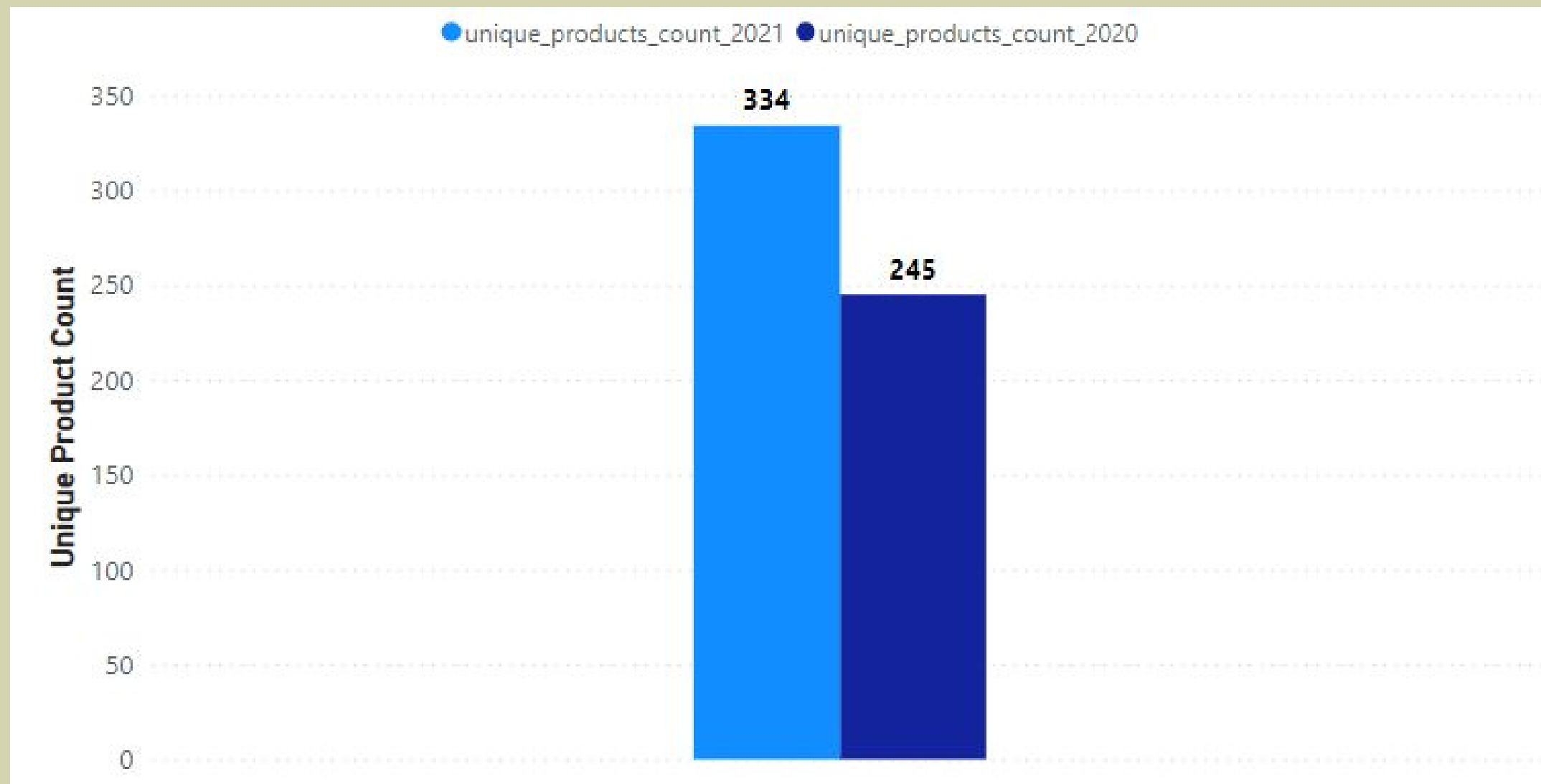
Request 2:

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

Output:

Unique_products_count_2020	Unique_products_count_2021	Percentage_chg
245	334	36.33

Visual and Insights:



There is an increase in the unique products count by **36.33%** which shows Atliq Hardware's commitment to providing new products and cutting-edge technology to its customers.

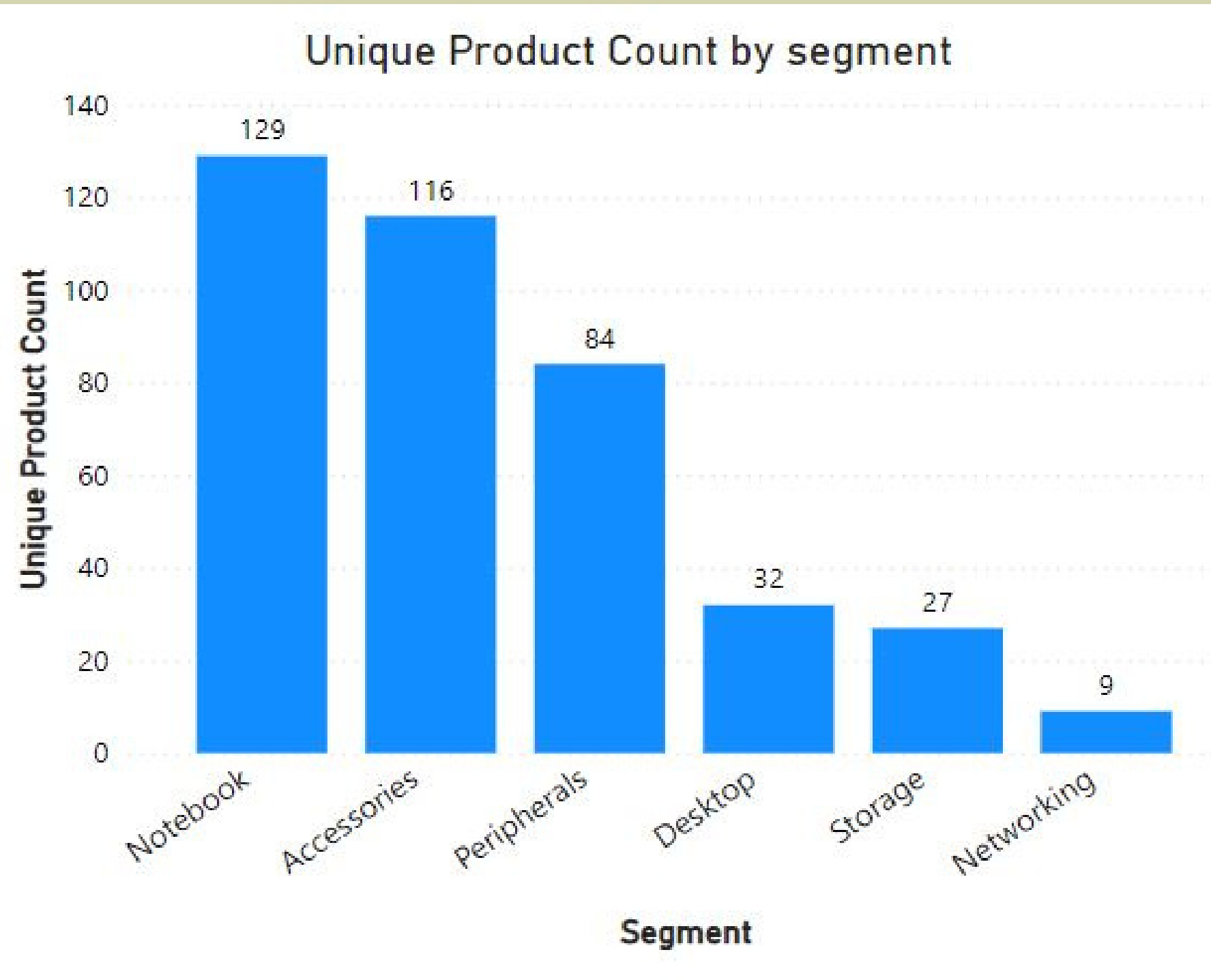
Request 3:

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

Output:

Segment	Product_Count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Visual and Insights:



Most numbers of unique products were sold in the **notebook** segment followed by accessories, and peripherals while desktop, storage, and networking have the least number of unique products sold indicating a shortage of unique products in these segments.

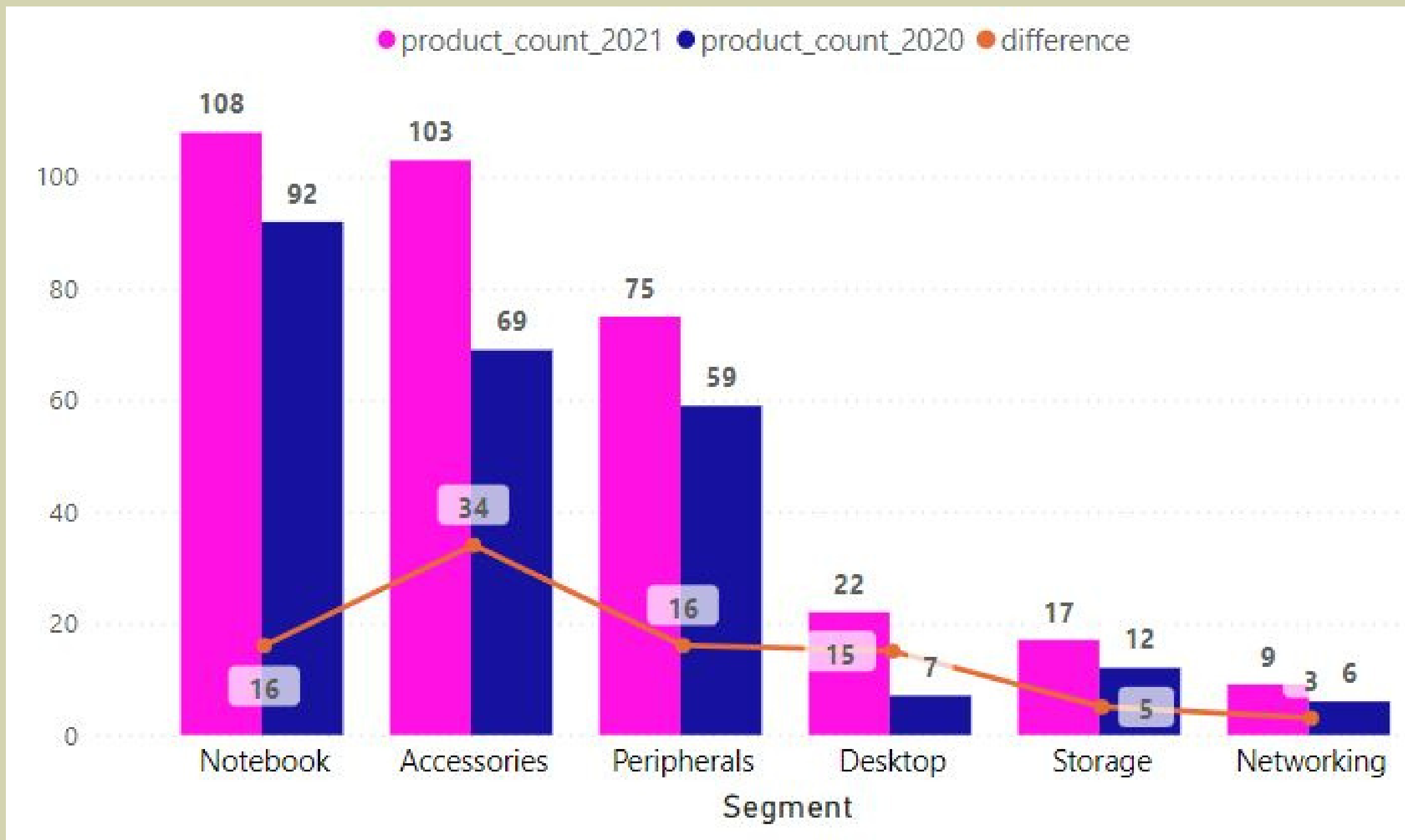
Request 4:

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:

Segment	Unique_product_2020	Unique_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

Visual and Insights:



Accessories have the biggest increase in unique products followed by notebook and peripherals.

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

Output:

Product_code	Product	Manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.89
A6120110206	AQ HOME Allin1 Gen 2	240.54

Insights:

AQ HOME Allin 1 Gen 2 has the highest manufacturing cost while **AQ Master wired x1 Ms** has the lowest manufacturing cost.

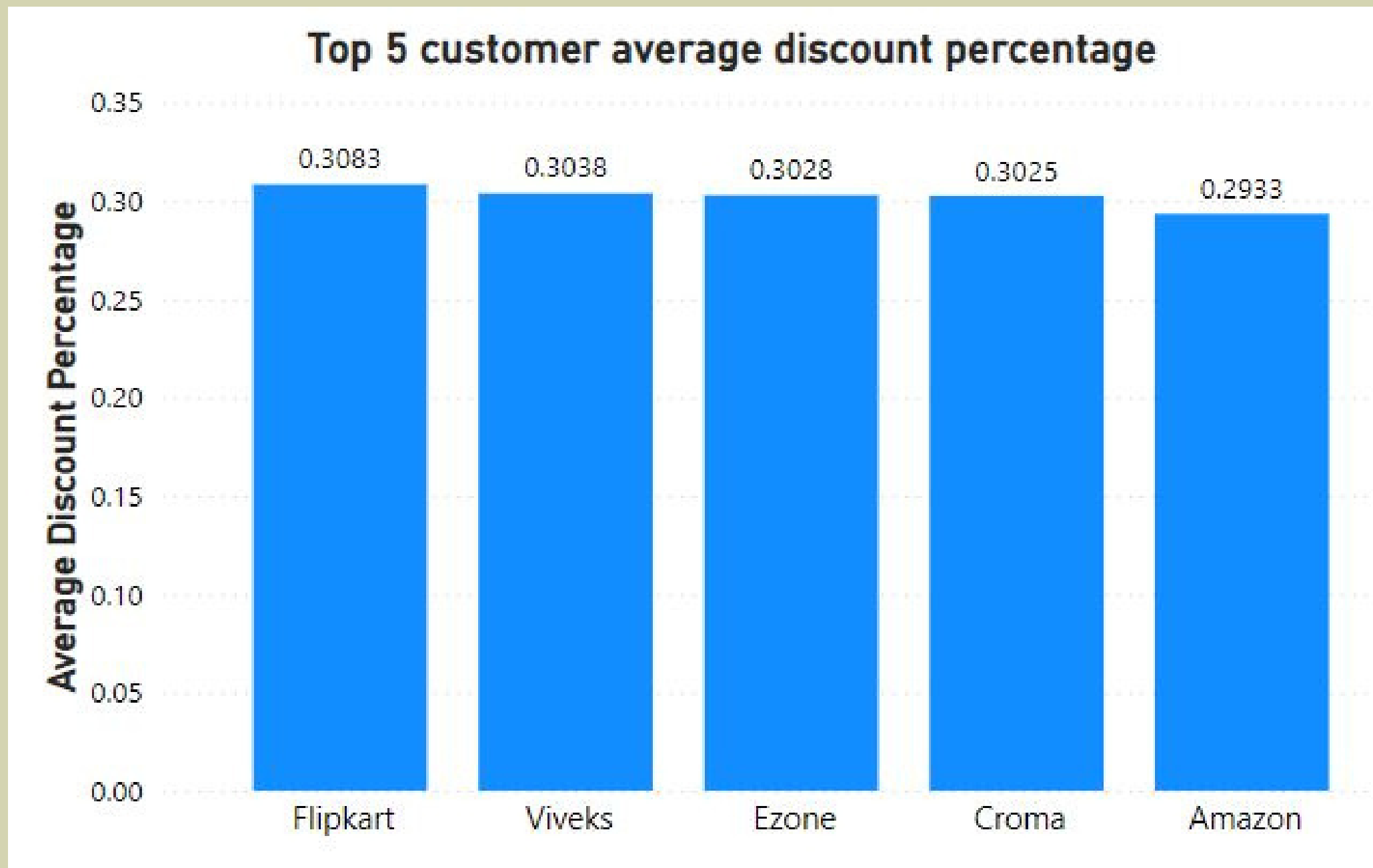
Request 6:

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. The final output contains these fields: customer_code, customer, average_discount_percentage

Output:

Customer_code	Customer	Average_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

Visual and Insights:



Flipkart had the largest average discount percentage among Indian customers in FY 2021, followed by Viveks, Ezone, Croma, and Amazon.

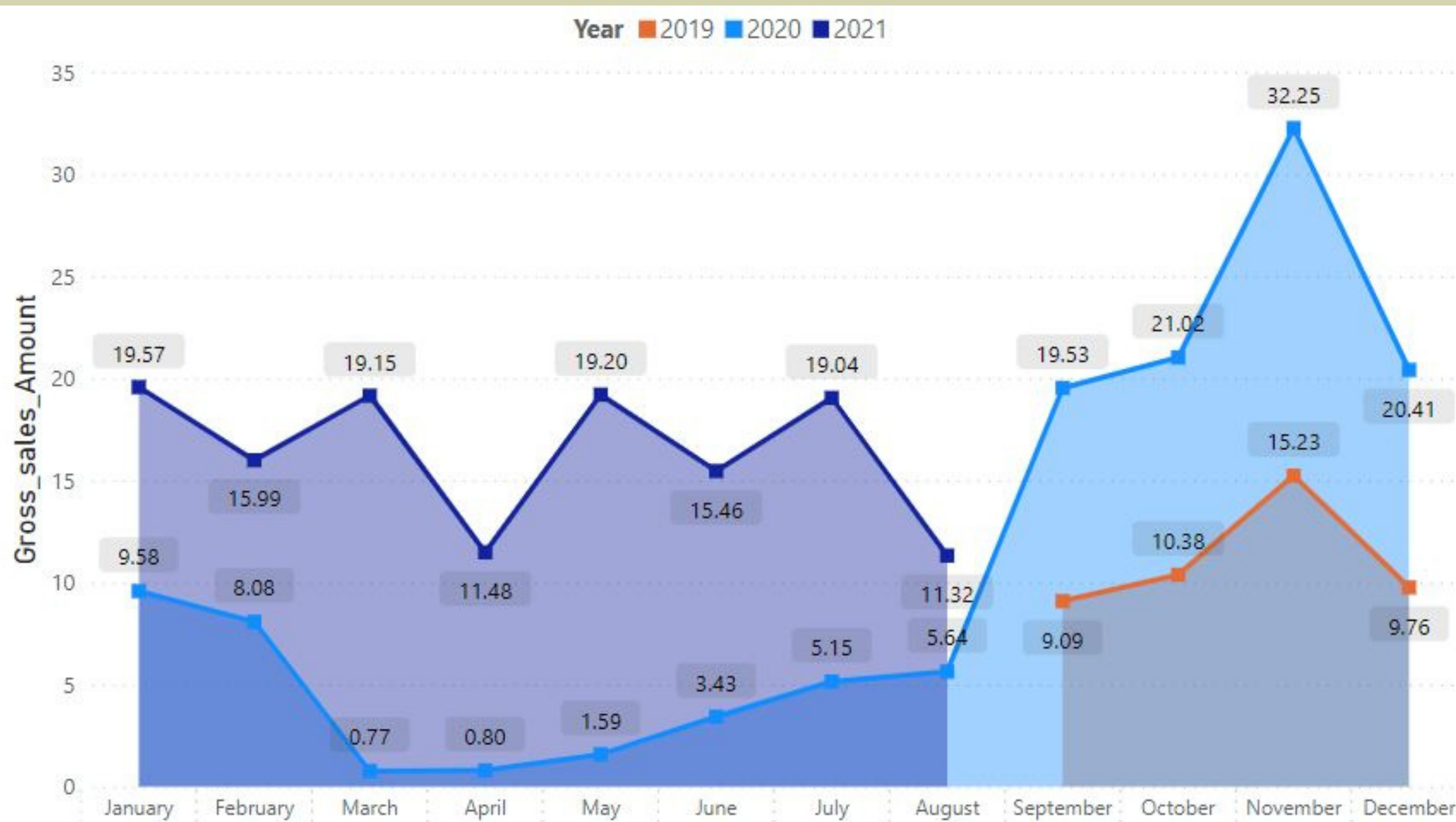
Request 7:

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

Output:

Month	Year	Gross_sales_Amount
September	2019	9.09
December	2019	9.76
October	2019	10.38
November	2019	15.23
March	2020	0.77
April	2020	0.80
May	2020	1.59
June	2020	3.43
July	2020	5.15
August	2020	5.64
February	2020	8.08
January	2020	9.58
September	2020	19.53
December	2020	20.41
October	2020	21.02
November	2020	32.25
August	2021	11.32
April	2021	11.48
June	2021	15.46
February	2021	15.99
July	2021	19.04
March	2021	19.15
May	2021	19.20
January	2021	19.57

Visual and Insights:



The total sales for Atliq Exclusive ranged from **0.77 million** in March 2020 to **32.25 million** in November 2020. Due to COVID-19, sales declined from March to August; but, after August, they started to pick up again, reaching their peak in November.

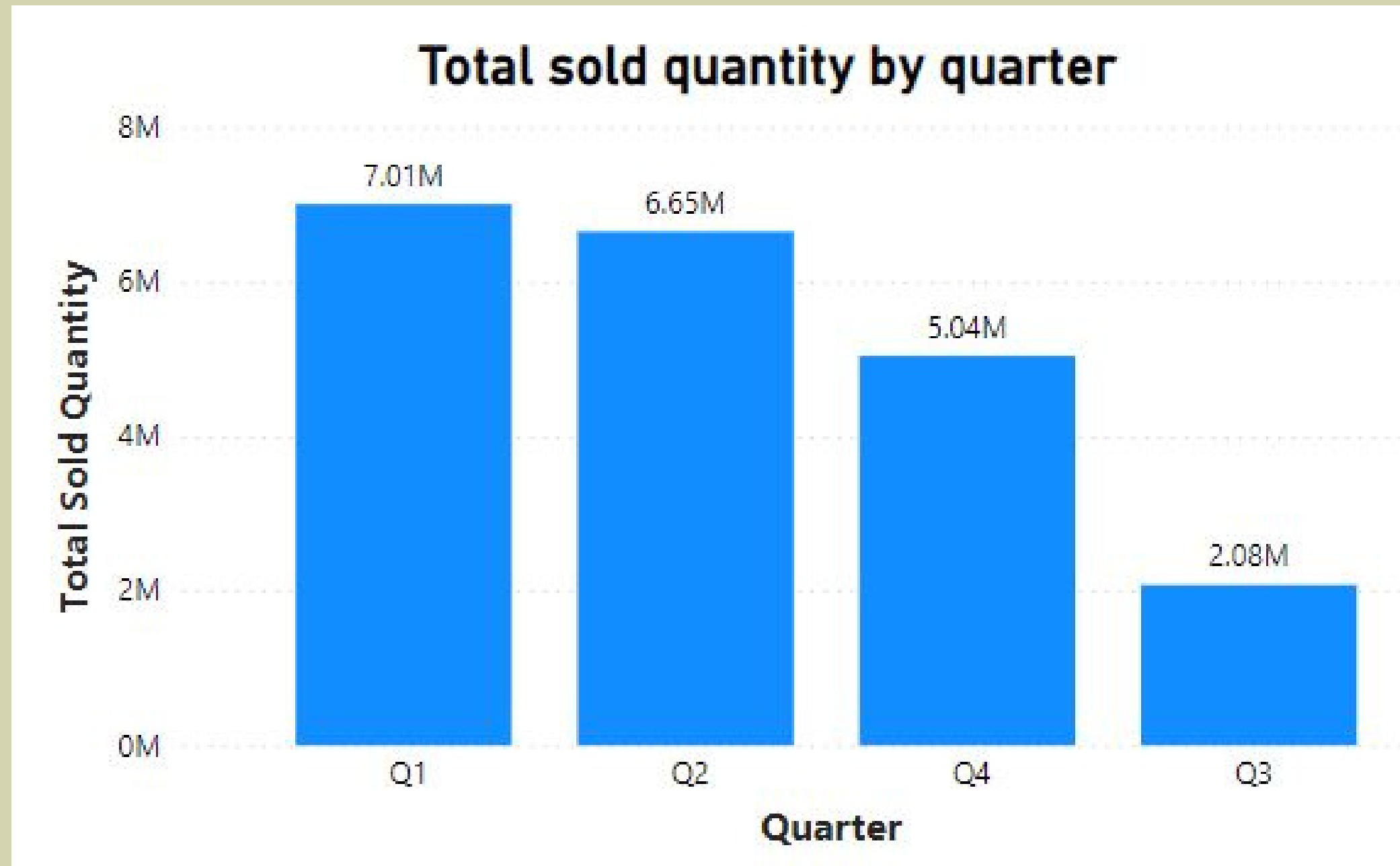
Request 8:

In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity: Quarter, total_sold_quantity

Output:

Quarter	Total_sold_quantity
Q1	7005619
Q2	6649642
Q3	2075087
Q4	5042541

Visual and Insights:



The **first quarter** of FY 2020 saw the highest sales, but the pandemic had a significant impact on quarter three, which saw sales drop to just **2.08 million** from **7.01 million** in the first quarter.

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

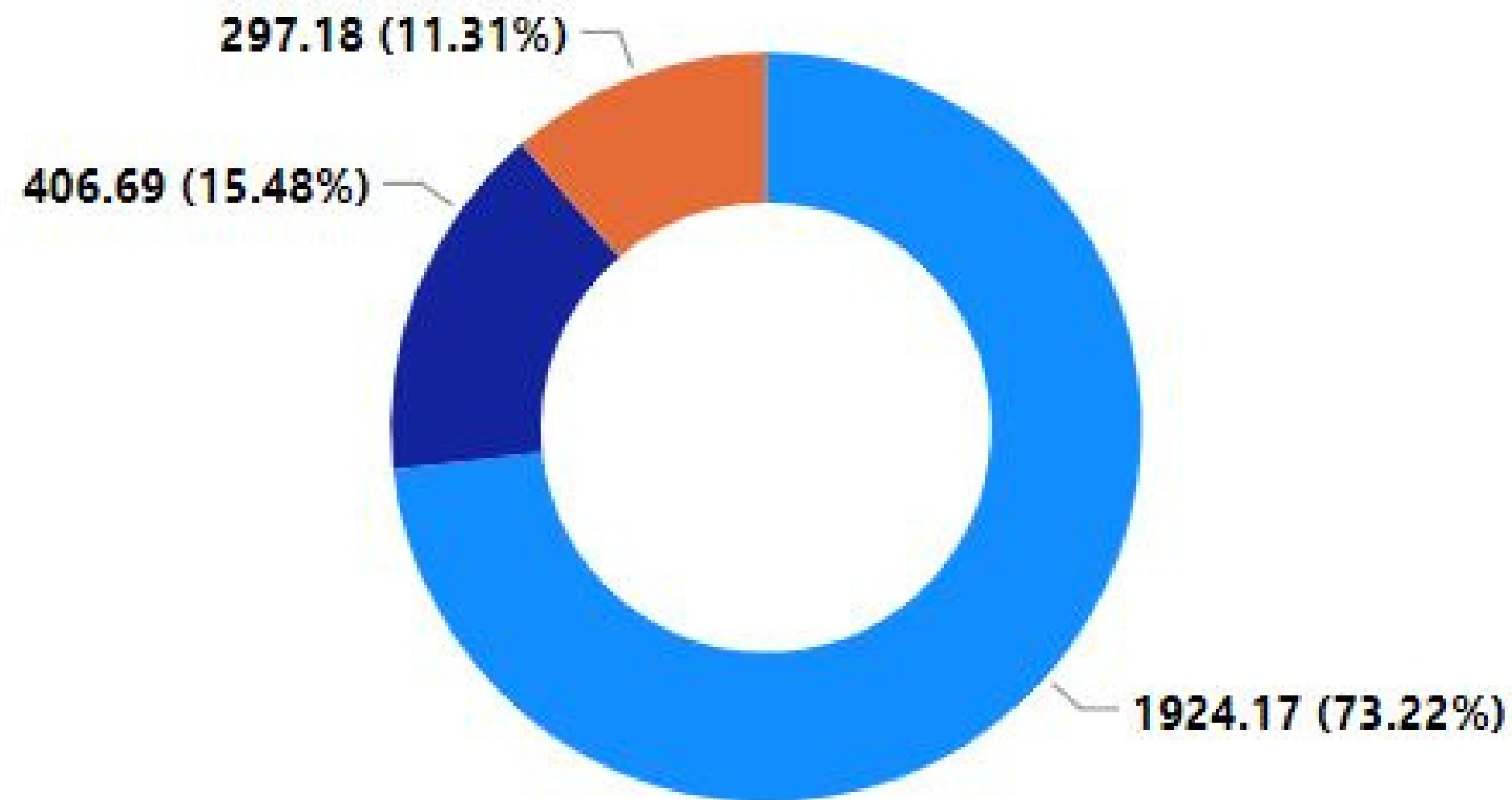
Output:

Channel	Gross_sales_mln	Percentage
Direct	406.69	15.49
Distributor	297.18	11.30
Retailer	1,924.17	73.21

Visual and Insights:

Gross Sales Contribution (in millions)

● Retailer ● Direct ● Distributor



Retailers accounted for **73.22%** of gross sales in FY 2021, while **direct** and **distributor** sales contributed only **15.48%** and **11.31%**, respectively.

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

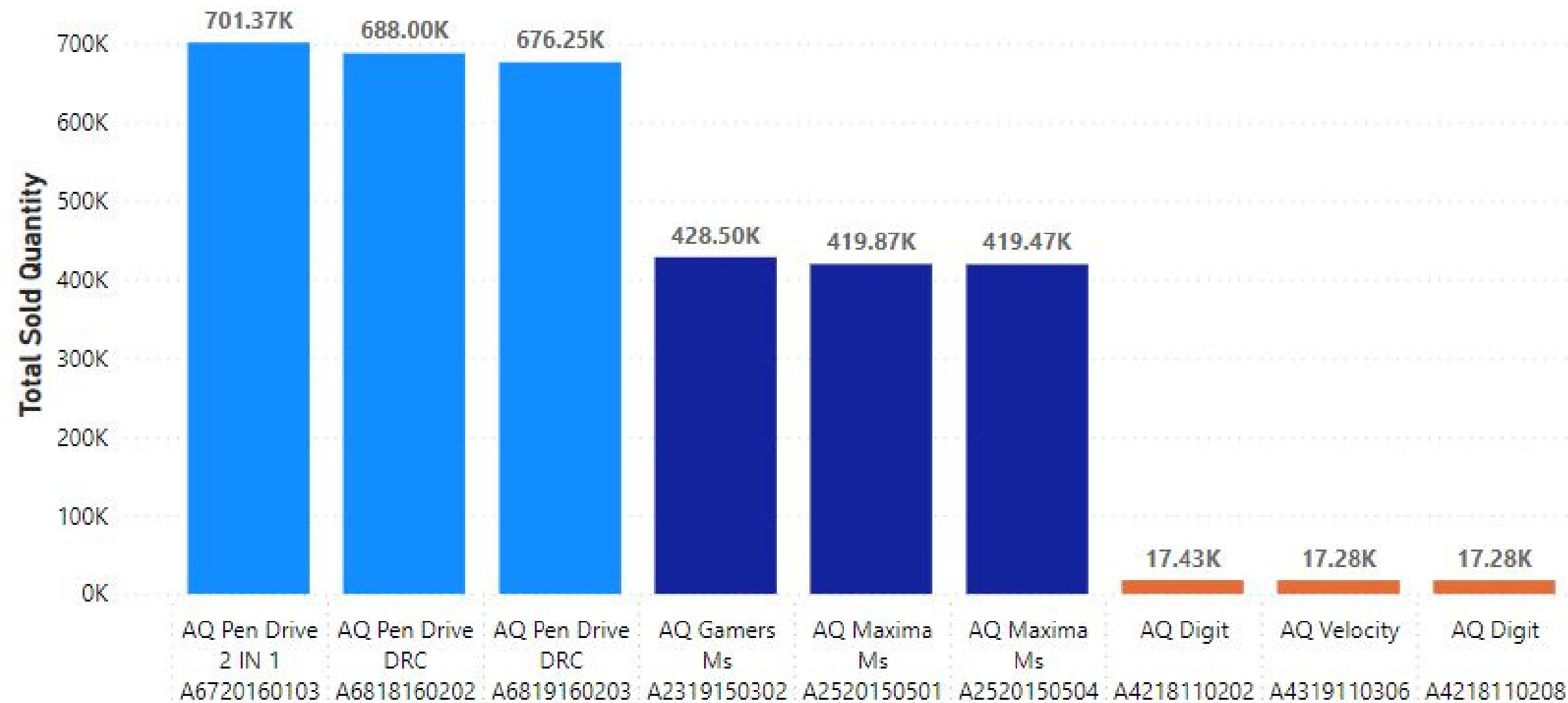
Output:

Division	Product	Product_code	Total_sold_quantity	Rank_order
N & S	AQ Pen Drive 2 IN 1	A6720160103	701373	1
N & S	AQ Pen Drive DRC	A6818160202	688003	2
N & S	AQ Pen Drive DRC	A6819160203	676245	3
P & A	AQ Gamers Ms	A2319150302	428498	1
P & A	AQ Maxima Ms	A2520150501	419865	2
P & A	AQ Maxima Ms	A2520150504	419471	3
PC	AQ Digit	A4218110202	17434	1
PC	AQ Digit	A4218110208	17275	3
PC	AQ Velocity	A4319110306	17280	2

Visual and Insights:

Top 3 product in each division by total sold quantity

● N & S ● P & A ● PC



The most popular items, based on the quantity sold, in the N&S, P&A, and PC divisions are **AQ Pen Drive 2 IN 1**, **AQ Gamers MS**, and **AQ Digit**.