

Atliq Hardwares

Ad-hoc requests



By Wojciech Zdziebkowski
#codebasicsresumeprojectchallenge



APAC markets for Altiq Exclusive

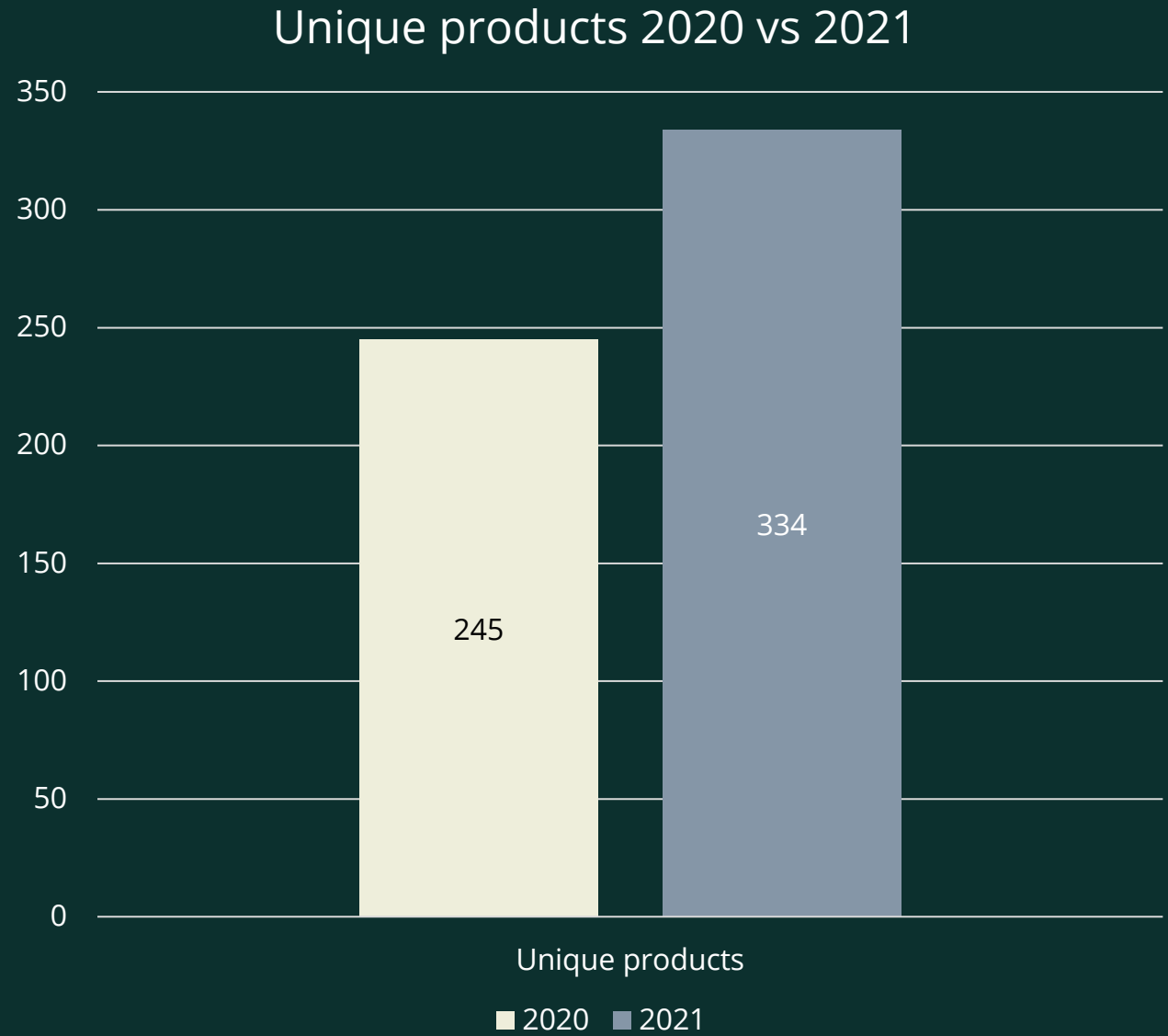
| Market |
|-------------|
| Australia |
| Bangladesh |
| India |
| Indonesia |
| Japan |
| Newzealand |
| Philippines |
| South Korea |



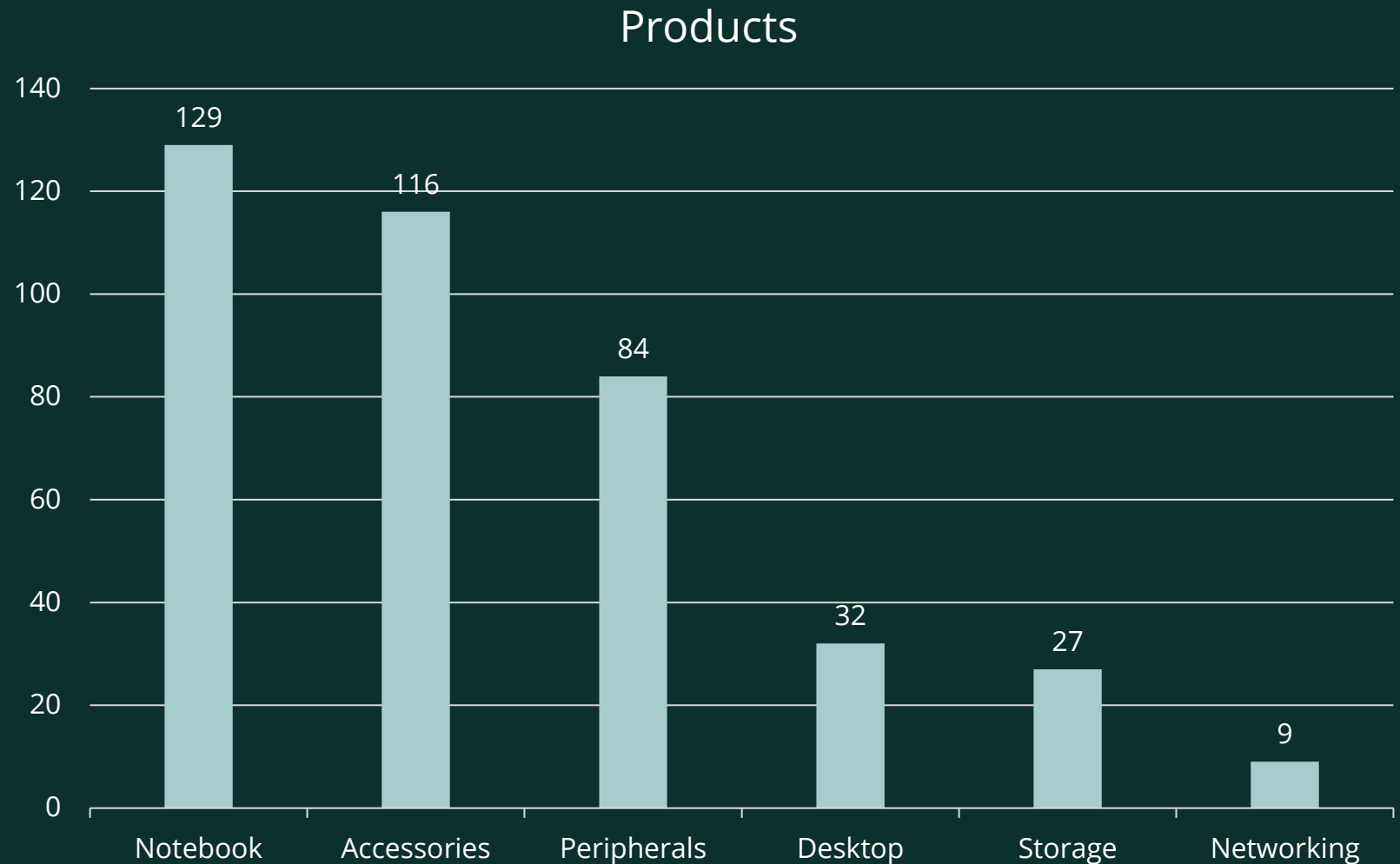
Unique products 2020 vs 2021

Percentage change

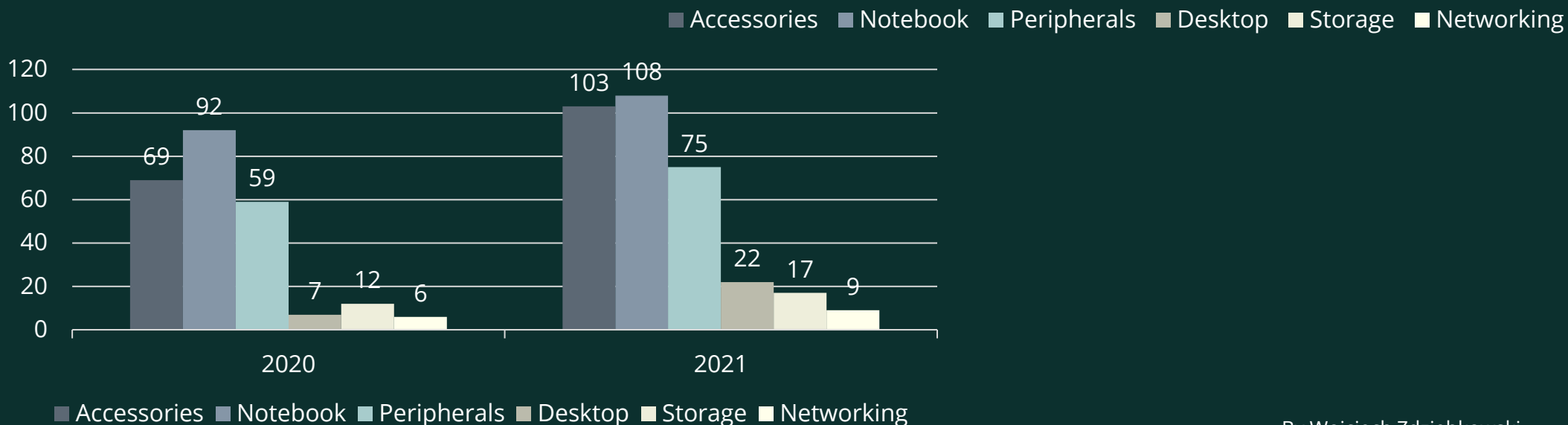
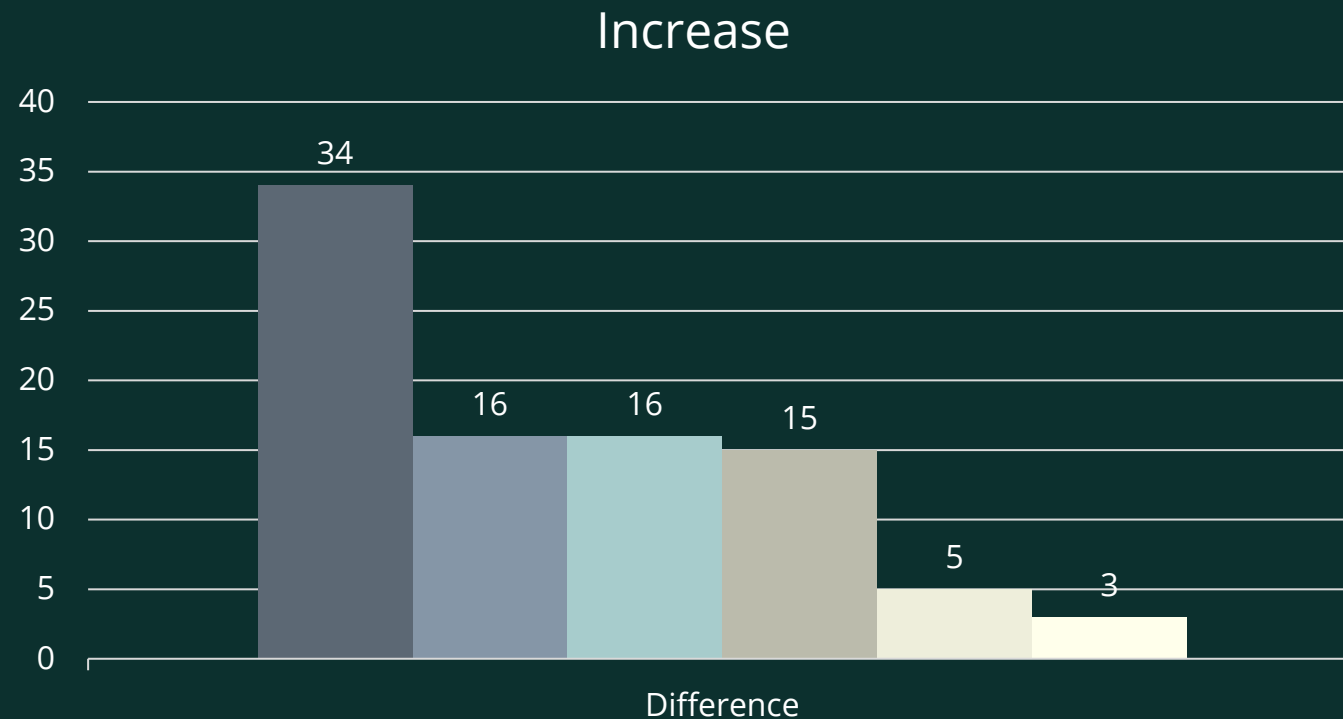
+ 36,33 %



Unique products by segments



Unique products by segments increase



Product with highest and lowest manufacturing cost

| Product code | Product | Manufactruing cost |
|--------------|-----------------------|--------------------|
| A2118150101 | AQ Master wired x1 Ms | 0.8920 |
| A6120110206 | AQ HOME Allin1 Gen 2 | 240.5364 |



Top 5 customers from India market for fiscal year 2021 with highest average discount

| Customer code | Customer | Average discount percentage |
|---------------|----------|-----------------------------|
| 90002009 | Flipkart | 30.8 % |
| 90002006 | Viveks | 30.4 % |
| 90002002 | Croma | 30.3 % |
| 90002003 | Ezone | 30.3 % |
| 90002016 | Amazon | 29.3 % |



Gross sales amount for AltIQ Exclusive

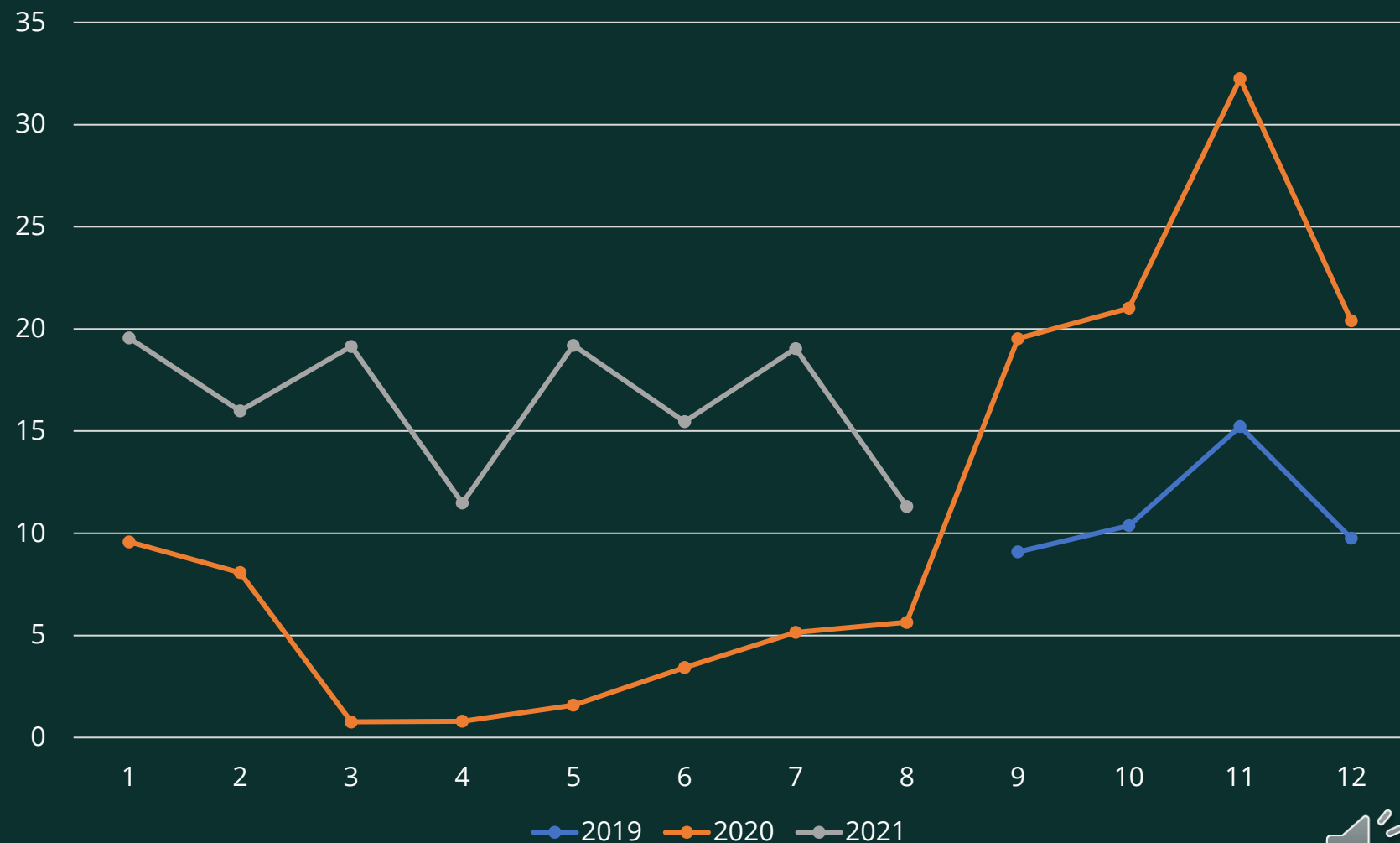
Analyst:

Lowest performance: from March 2020 to August 2020 (March 0,77 millions), COVID-19 period

Highest performance: from September 2020 to December 2020 (November 32,25 millions), post COVID-19 market growth

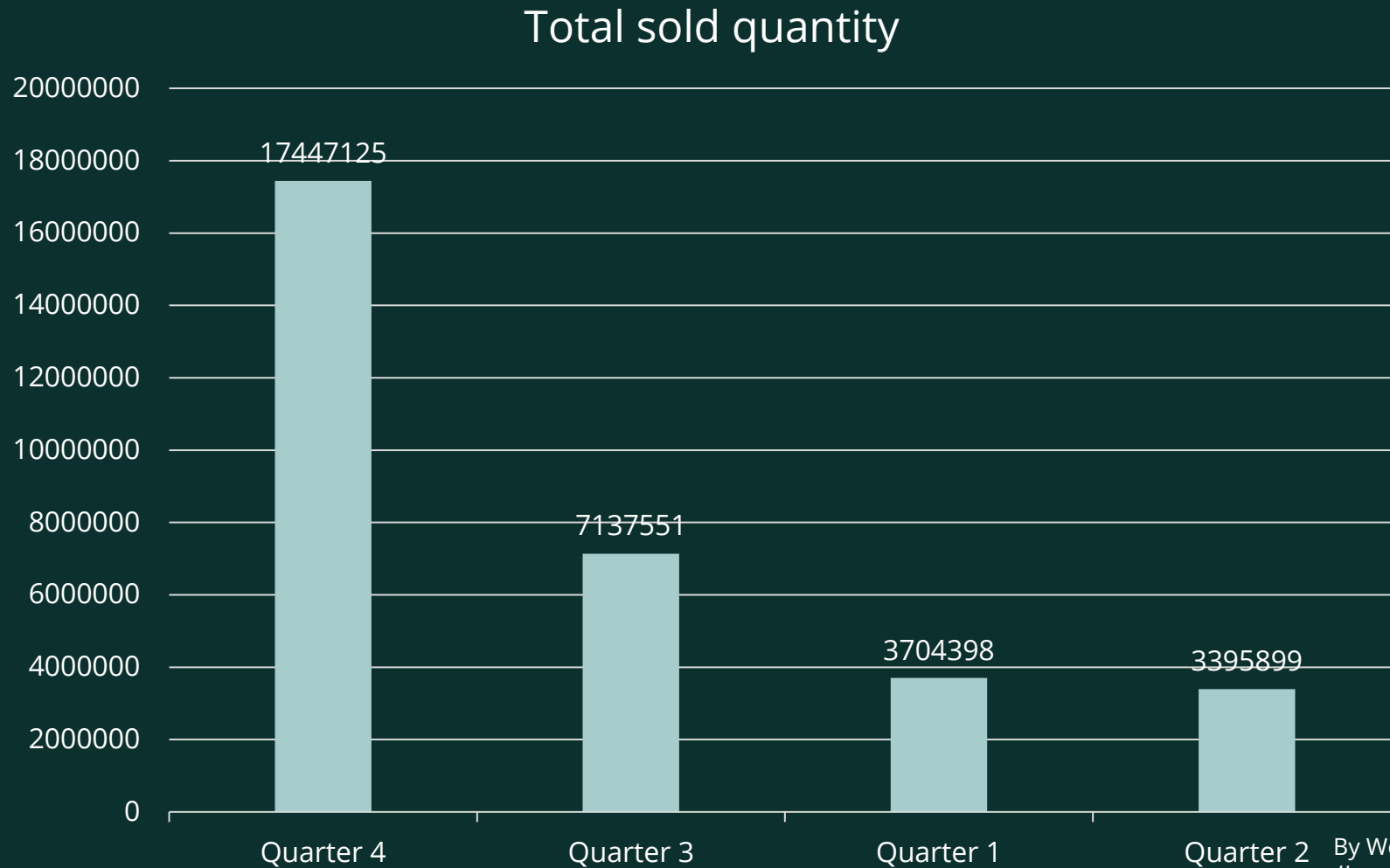
Standard performance: about 15 millions

Gross sales amount in millions

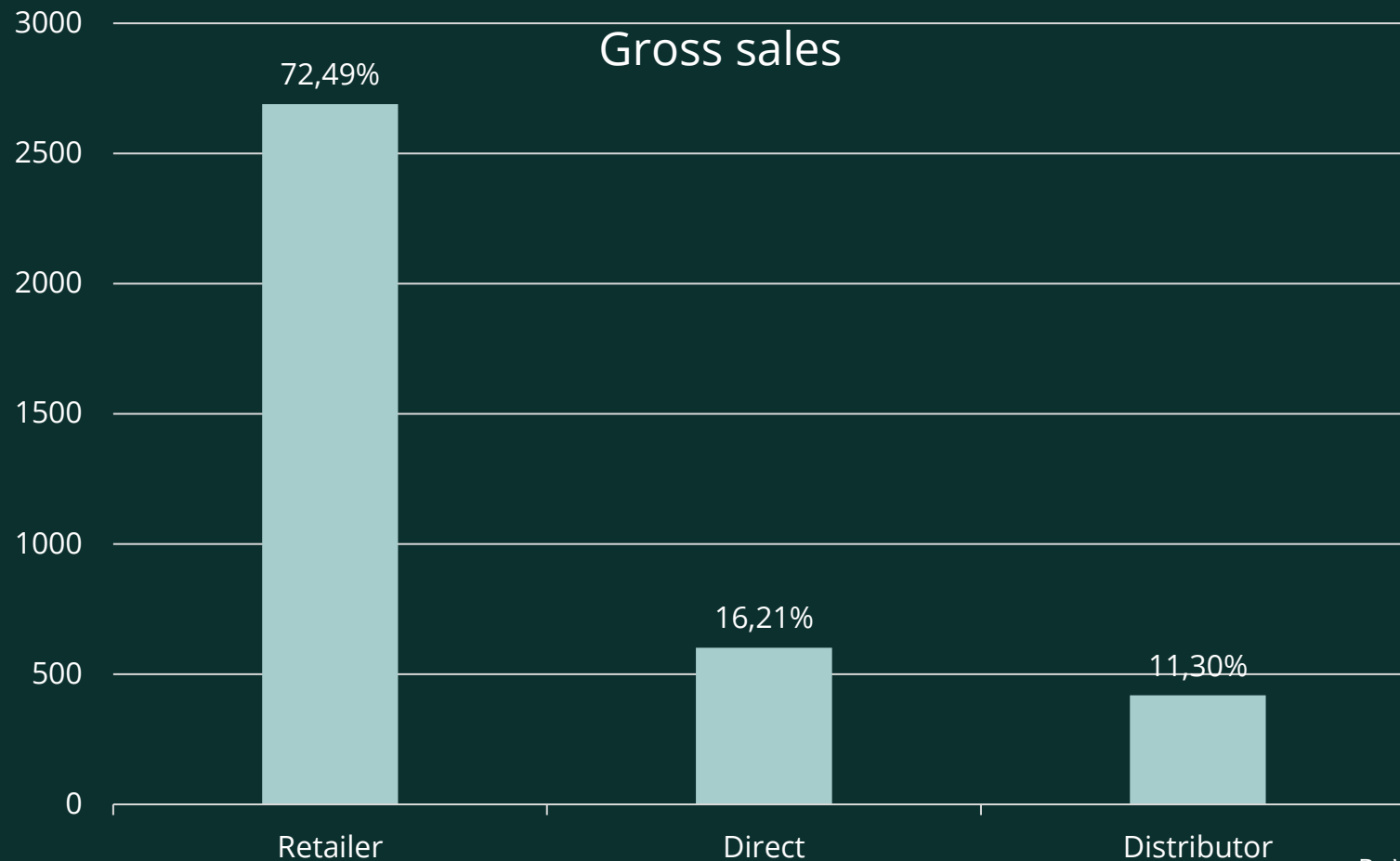


Total sold quantity by quarter of 2020

*sort decreasing



Gross sales in millions by channel with percentage distribution



Most valuable products

| Divison | Product code | Product | Total sold | 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 |



Top and bottom 5 customers by total gross sales in millions in fiscal year 2021

| Top 5 | |
|-----------------|-------------------------|
| Customer | Gross sales millions |
| Amazon | 353.62 |
| Atliq Exclusive | 224.42 |
| Atliq e Store | 220.79 |
| Sage | 89.05 |
| Flipkart | 88.70 |

| Bottom 5 | |
|--------------------------|-------------------------|
| Customer | Gross sales millions |
| Nova | 1.68 |
| All-Out | 2.76 |
| Electricalsbea Stores | 4.28 |
| Unity Stores | 5.68 |
| Saturn | 5.76 |



Top and bottom 5 markets by total profit in millions in fiscal year 2021

| Top 5 | |
|-------------|--------------------------|
| Market | Total profit millions |
| India | 882.74 |
| USA | 513.32 |
| South Korea | 255.49 |
| Canada | 174.29 |
| Philippines | 157.01 |

| Bottom 5 | |
|----------|--------------------------|
| Market | Total profit millions |
| Columbia | 0.71 |
| Chile | 2.82 |
| Brazil | 4.17 |
| Mexico | 4.49 |
| Sweden | 8.53 |



Top and bottom 5 products by total profit in millions in fiscal year 2021

| Top 5 | |
|--|--------------------------|
| Product | Total profit millions |
| AQ BZ Compact | 121.64 |
| AQ BZ Gen Y | 112.54 |
| AQ Lite | 107.71 |
| AQ Elite | 106.39 |
| AQ Electron 5 3600 Desktop Processor | 104.58 |

| Bottom 5 | |
|---------------|--------------------------|
| Product | Total profit millions |
| AQ Marquee P4 | 2.52 |
| AQ MB Lito 2 | 5.01 |
| AQ MB Lito | 5.68 |
| AQ Lumina Ms | 6.39 |
| AQ LION x1 | 6.41 |

3 SQL skills that have been developed

- Deep understanding of CTE's concept
- Performing multiple JOINS
- Creating subqueries



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