



# **Atliq Hardwares**

## **Insights for AD-HOC Requests**

**Presented by:** Ajinkya S Potkar

# Agenda

- ▶ Business Overview
- ▶ AD-HOC Requests
- ▶ Insights
- ▶ Summary Points

# Business Overview

- ▶ Atliq Hardwares is one of the leading computer hardware producers in India and has a wide presence in market all around the world.
- ▶ It operates in four regions namely APAC, NA, LATAM, EU.
- ▶ Atliq Hardwares offers its products on both platforms E-Commerce and Brick & Mortar.
- ▶ Atliq Hardwares products are sold through three channels Distributor, Retailer and Direct.
- ▶ It offers wide variety of computer hardware products in mainly three divisions
  - N&S
  - P&A
  - PC

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

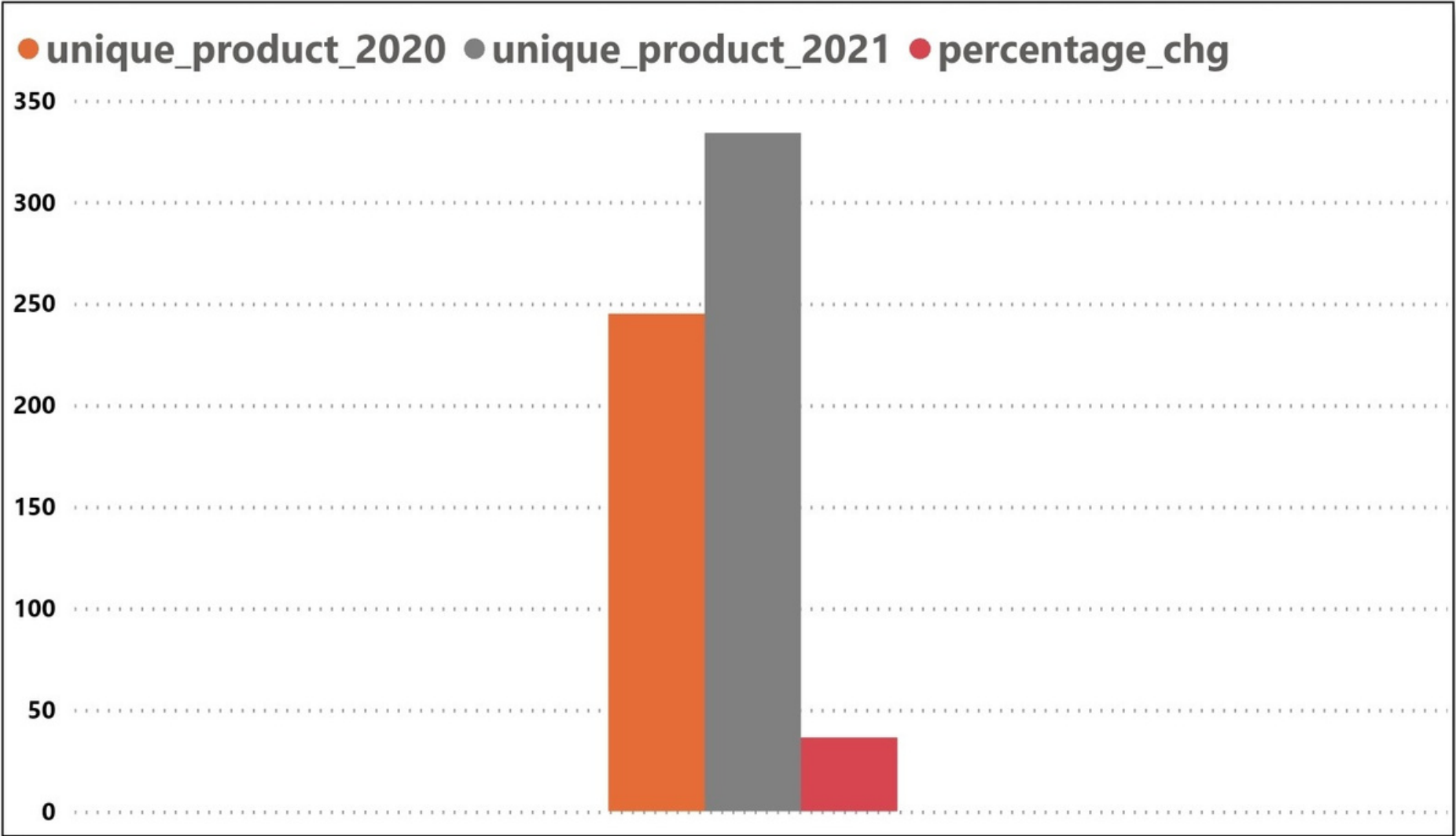
	market	gross_sales
▶	India	99670780.4463
	South Korea	26638619.4380
	Indonesia	23752006.8821
	Australia	18420952.3574
	Philiphines	14726747.4618
	Bangladesh	7846410.3035
	Newzealand	6730807.6939
	Japan	3270224.8238



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

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

- ▶ The unique products count for year 2020 is "245" and for 2021 is "334" respectively.
- ▶ There is "36.33%" percentage increase in the count of unique products for year 2021 in comparison to year 2020.

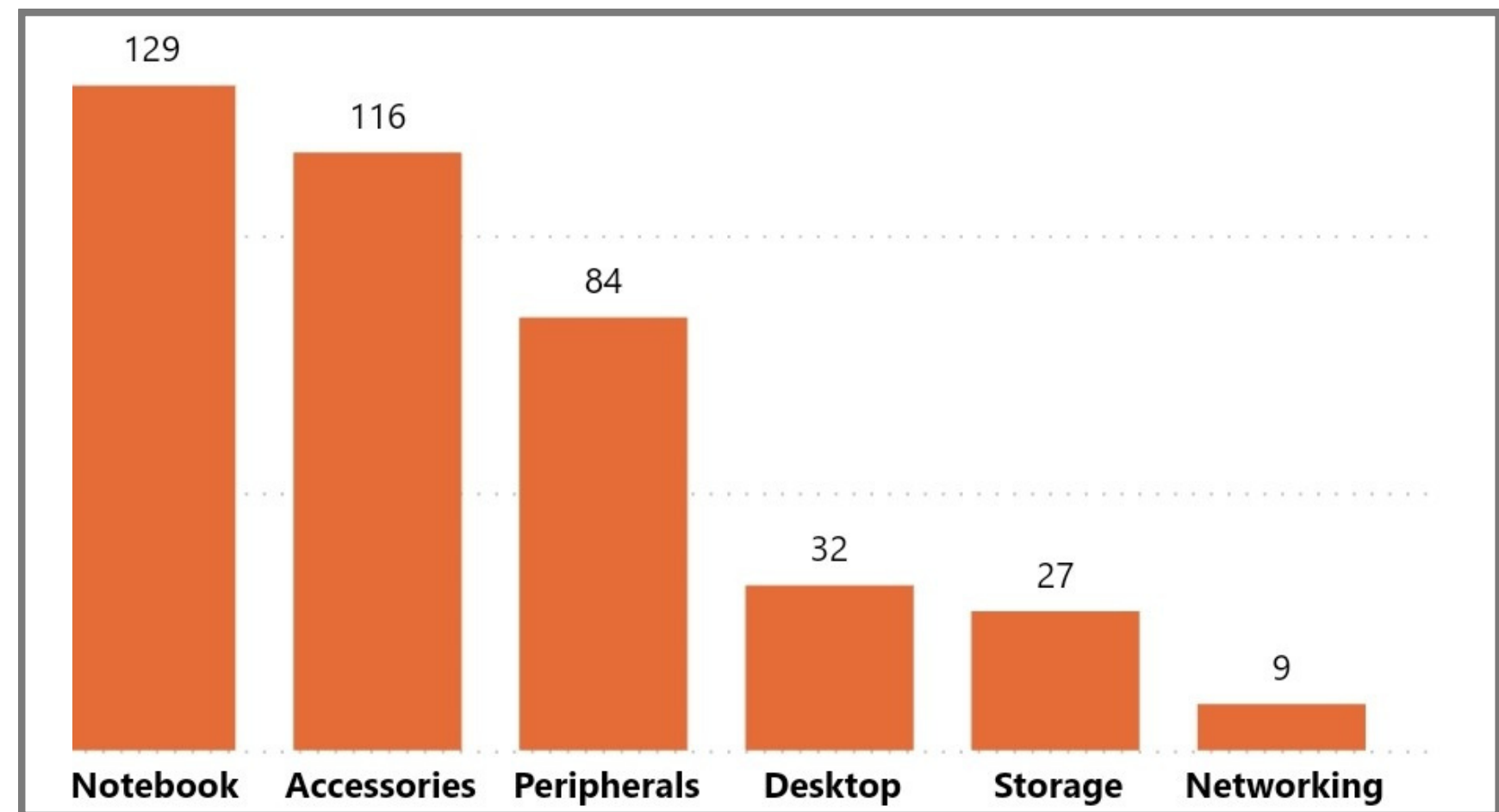


## REQUEST NO: 3

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

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

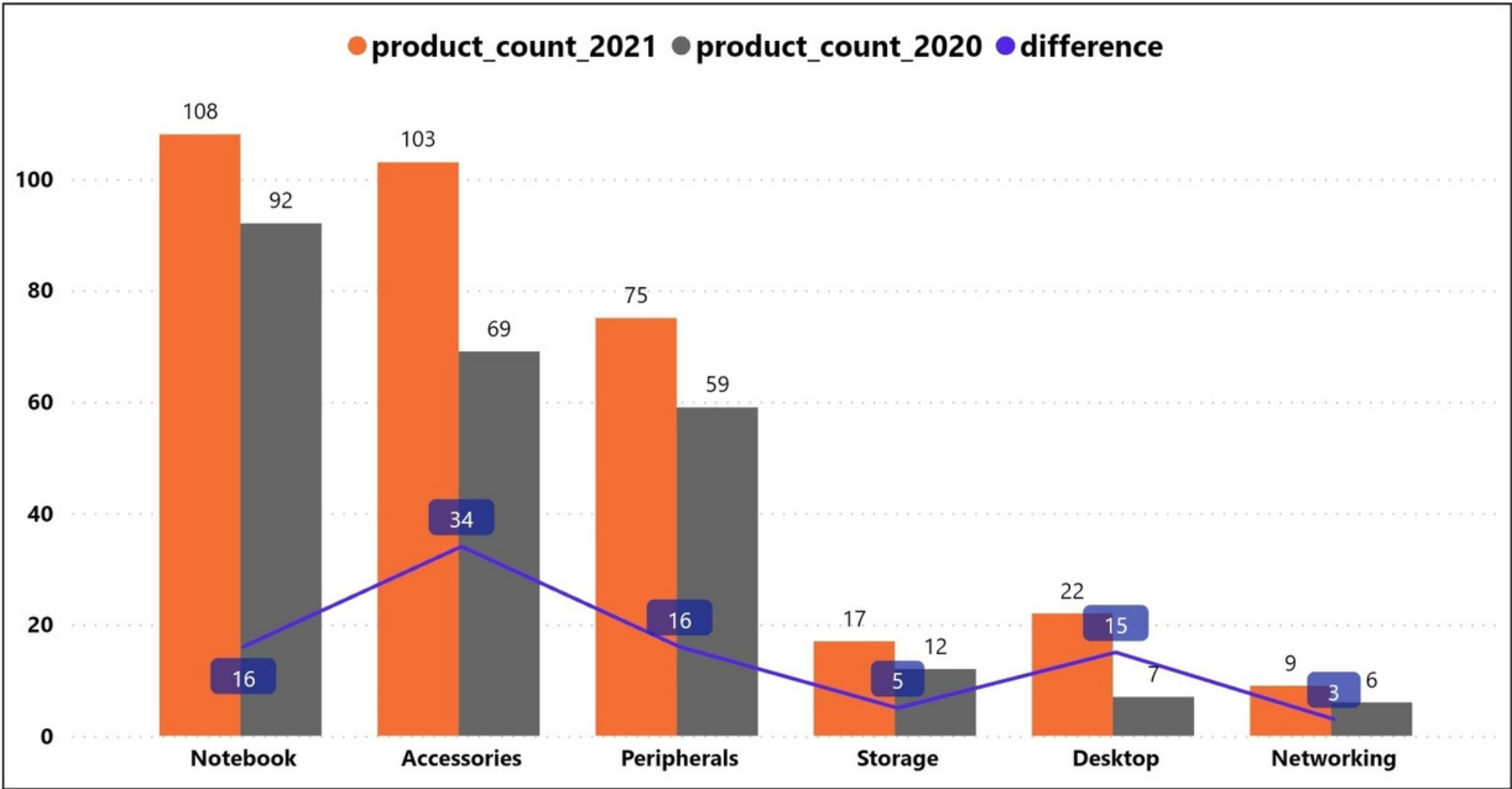
- ▶ Atliq Hardwares has highest products in Notebook segment followed by Accessories and Pheripherals.
- ▶ It has less products in segments like Desktop, Storage and Networking.



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

	segment	unique_products_2020	unique_products_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

- ▶ It can be seen that the unique products count from 2020 to 2021 has increased for each segment.
- ▶ The highest increase in products between 2020 and 2021 is for Accessories followed by Notebook and Pheripherals.
- ▶ The least increase in products is for Networking followed by Storage. This are the segments where Atilq Hardwares need to focus on.

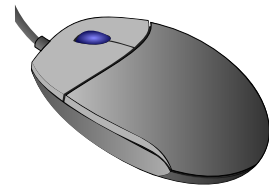


# Get the products that have the highest and lowest manufacturing costs

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



▶ **AQ HOME Allin 1 Gen 2** has highest manufacturing cost i.e. "**240.5364**".

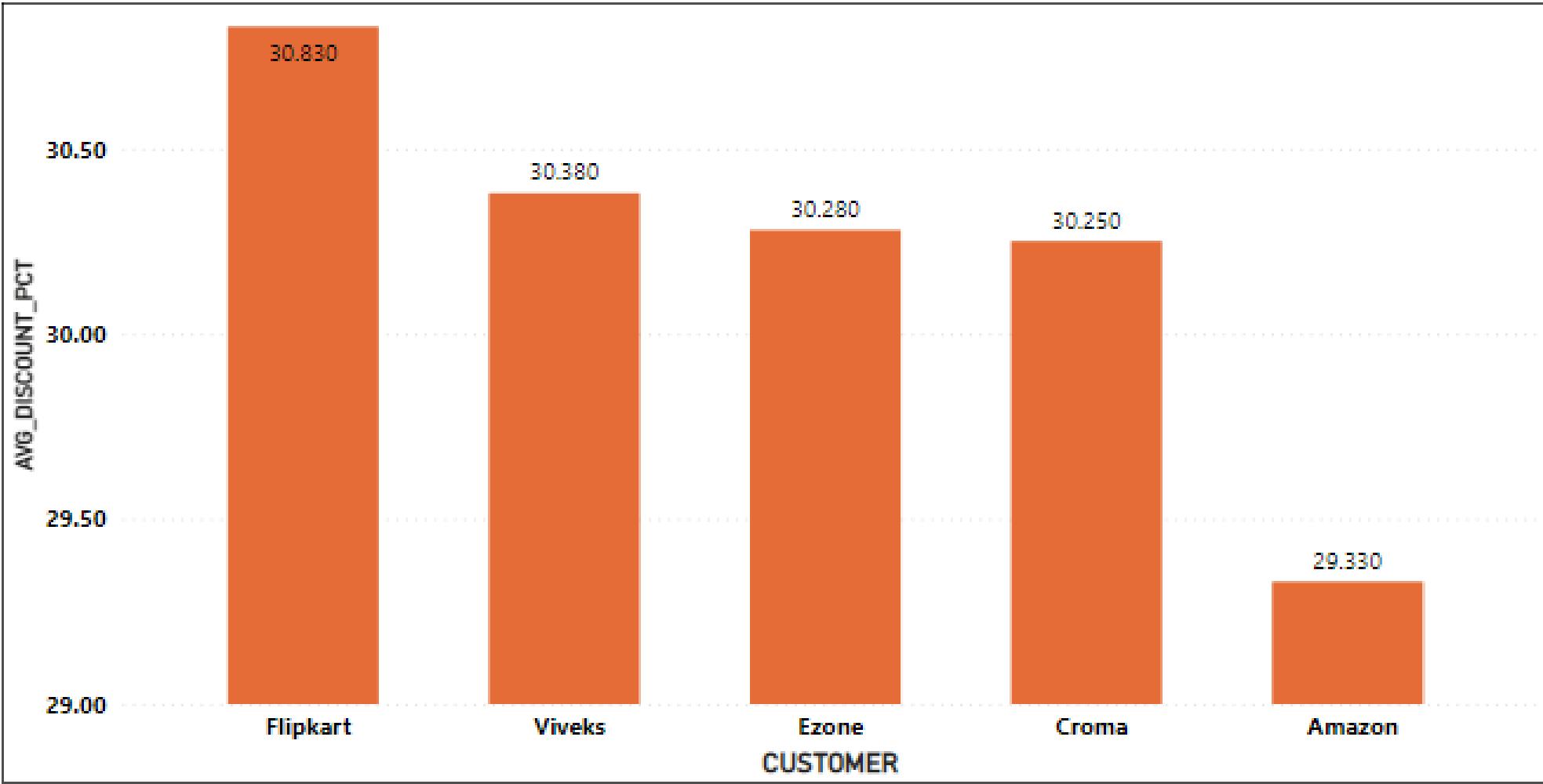


▶ Product with lowest manufacturing cost i.e. "**0.892**" is **AQ Master wired x1 Ms**.



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.

	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



- ▶ Flipkart has recieved highest pre\_invoice\_discount for the year 2021.
- ▶ The average discount % offered to top 5 customers is nearly 30%.

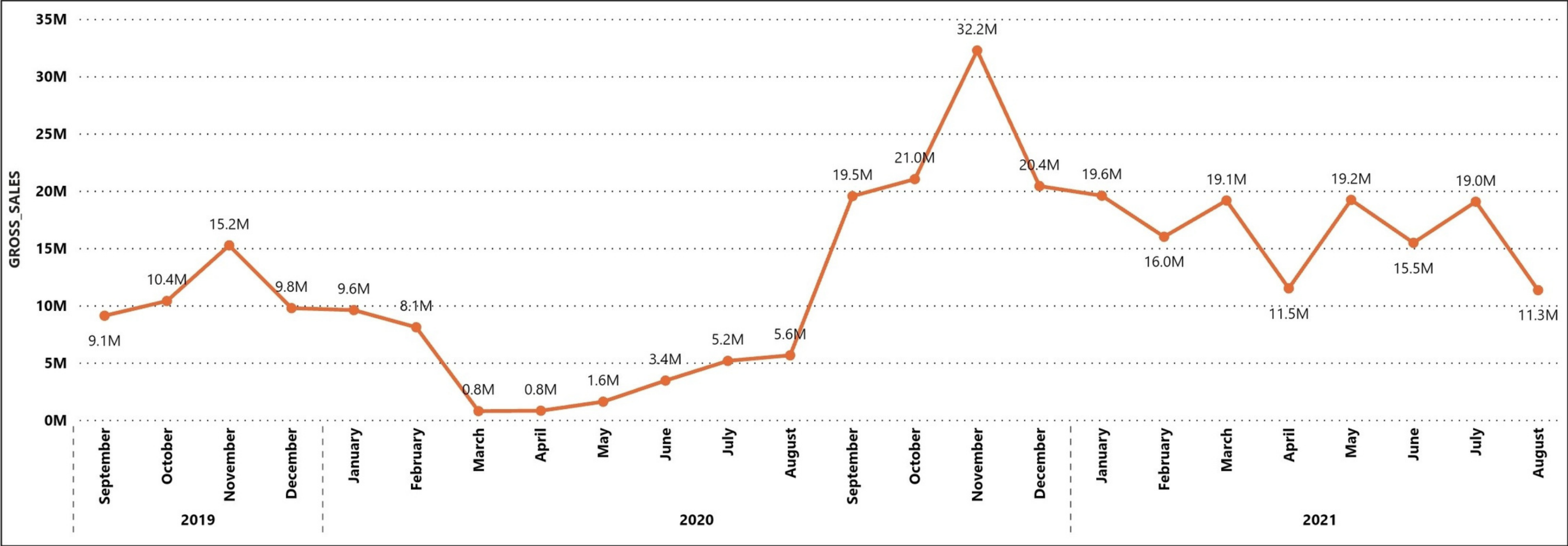
## Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month .

	Month	Year	Gross_sales_Amount
▶	September	2019	9092670.3392
	October	2019	10378637.5961
	November	2019	15231894.9669
	December	2019	9755795.0577
	January	2020	9584951.9393
	February	2020	8083995.5479
	March	2020	766976.4531
	April	2020	800071.9543
	May	2020	1586964.4768
	June	2020	3429736.5712
	July	2020	5151815.4020
	August	2020	5638281.8287
	September	2020	19530271.3028
	October	2020	21016218.2095
	November	2020	32247289.7946
	December	2020	20409063.1769
	January	2021	19570701.7102
	February	2021	15986603.8883
	March	2021	19149624.9239
	April	2021	11483530.3032

May	2021	19204309.4095
June	2021	15457579.6626
July	2021	19044968.8164
August	2021	11324548.3409

- ▶ Every year in the month of November there is peak in Gross Sales.
- ▶ Average Gross Sales for year 2021 is nearly **16.4 M** and previous year sales observation shows that there will be increase in gross sales in next quarter.
- ▶ Compared to year 2019, 2020 the Gross Sales has increased in the year 2021. It shows a upward trend in sales.
- ▶ However there was decrease in Gross Sales from March 2020 to August 2020. The possible reason for such a decline could be Corona Pandemic.

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



In which quarter of 2020, got the maximum total\_sold\_quantity?

	Quarter	total_sold_quantity
▶	1	7005619
	2	6649642
	4	5042541
	3	2075087

▶ The Total Sold qty. in the year 2020 is maximum in quarter 1 followed by quarter 2 and 4. It is least in quarter 3.

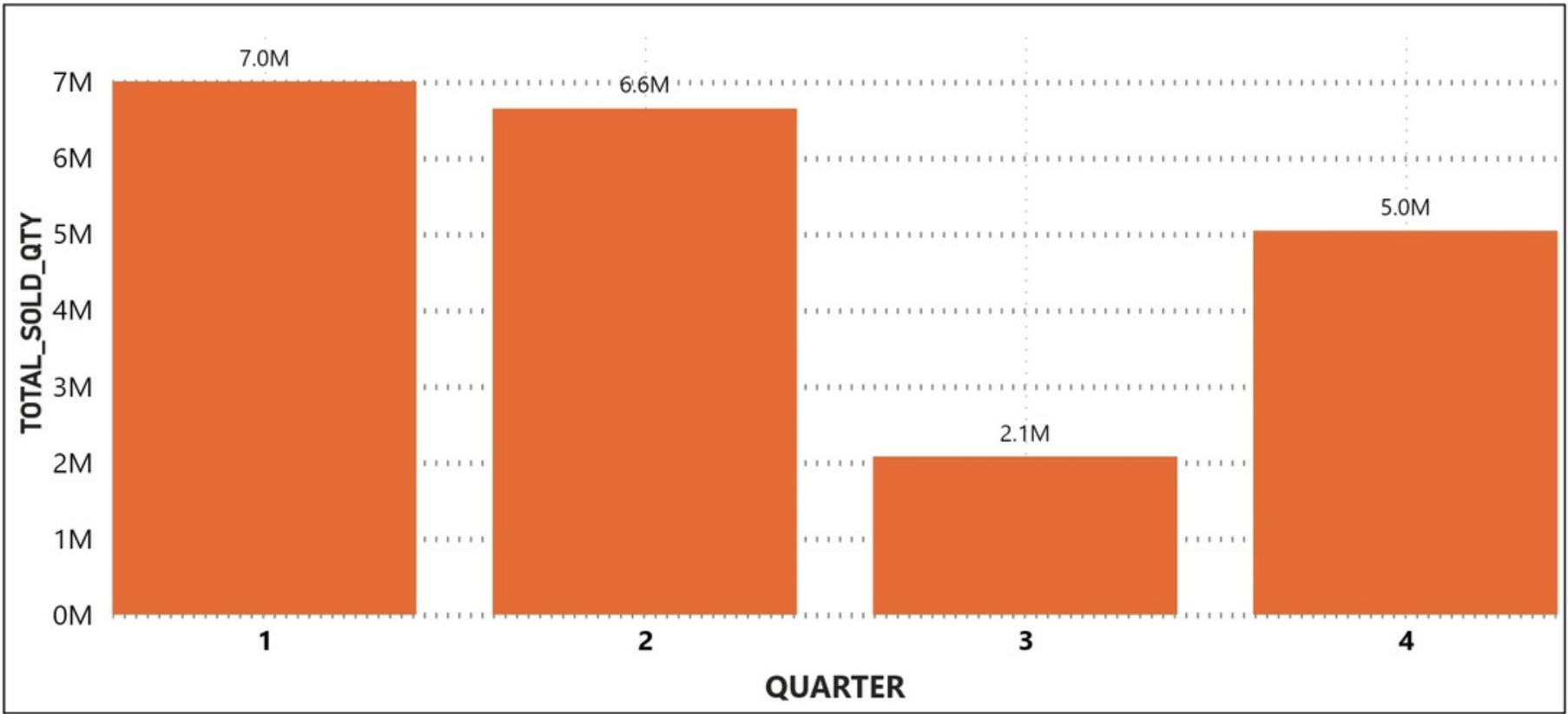
- ▶

Q1- Sept, Oct, Nov

Q2- Dec, Jan, Feb

Q3- Mar, April, May

Q4- June, July, Aug



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

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

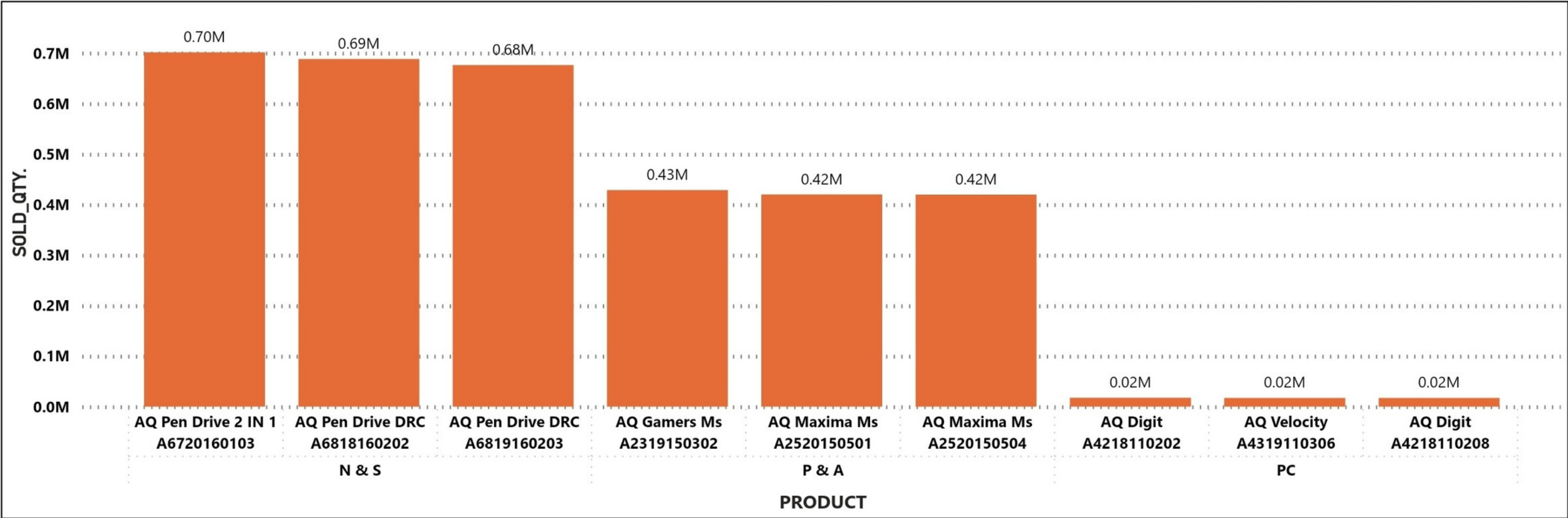
- ▶ Retailer channel has highest contribution in gross sales compared to Direct and Distributor.
- ▶ Distributor has lowest contribution of 11.31% followed by Direct channel with 15.47%.
- ▶ Atilq Hardware need to focus on Distributor and Direct channel to increase its sales.

## Get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?

	division	product_code	product	sum_sold_qty	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

- ▶ In N&S division **AQ Pen Drive 2 IN 1**, **AQ Pen Drive DRC** are sold maximum in year 2021.
- ▶ In P&A division **AQ Gamers Ms**, **AQ Maxima Ms** are sold maximum in year 2021.
- ▶ In PC division **AQ Digit**, **AQ Velocity** are sold maximum in year 2021.





# Summary Points

- ▶ Atliq Hardwares has highest gross sales in India and least in Japan for APAC region.
- ▶ There is increase in products count from year 2020 to 2021.
- ▶ Notebook segment has highest products count compared to other segments.
- ▶ Manufacturing cost for PC division products is highest.
- ▶ The maximum discount given to customers is nearly 30%.
- ▶ Highest quantity is sold in 1st Quarter and least in Quarter 3.
- ▶ Every year there is peak in Gross Sales for November month .
- ▶ Retailer channel has highest contribution in Gross Sales.



**Thankyou !!!**