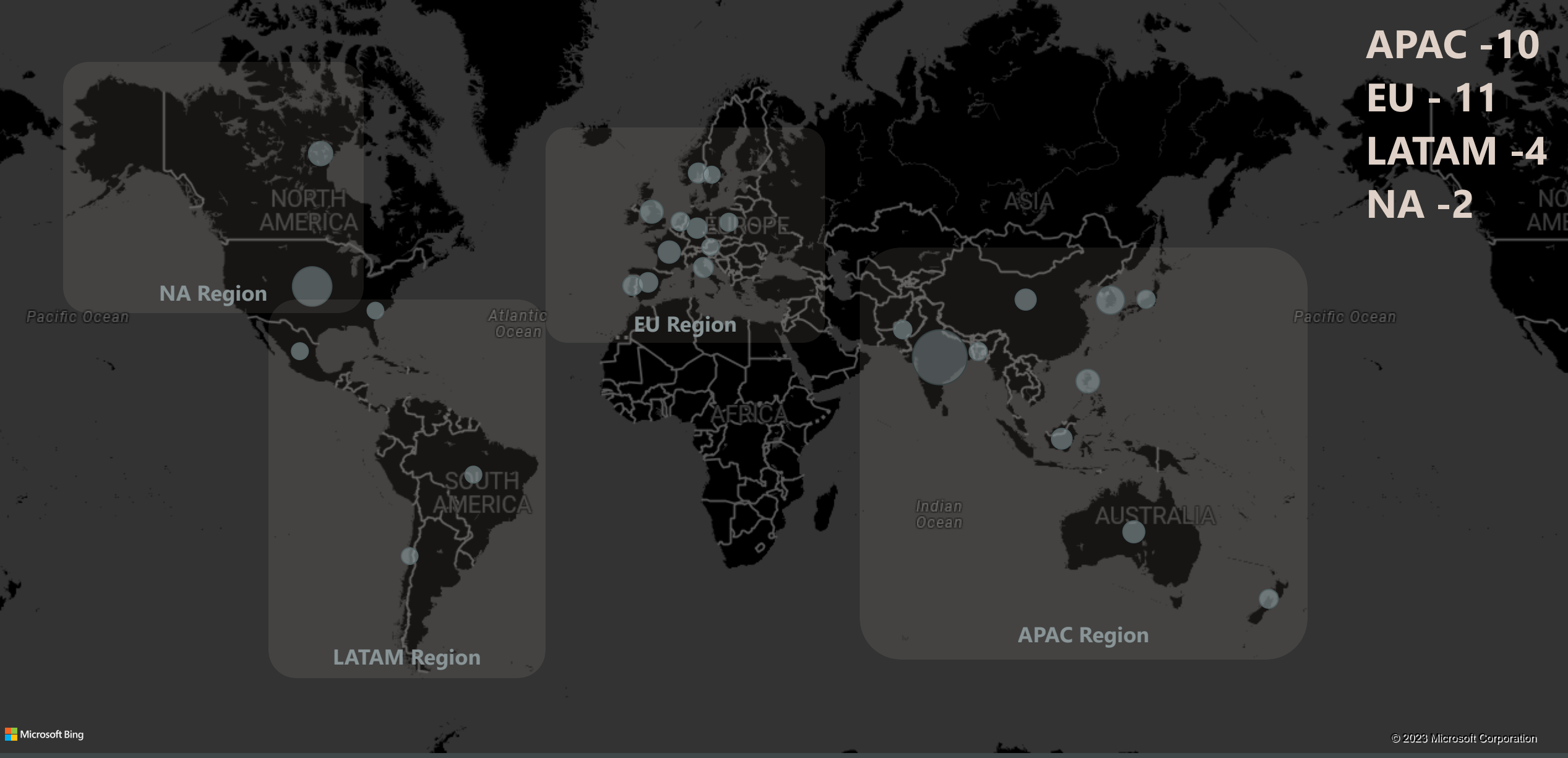
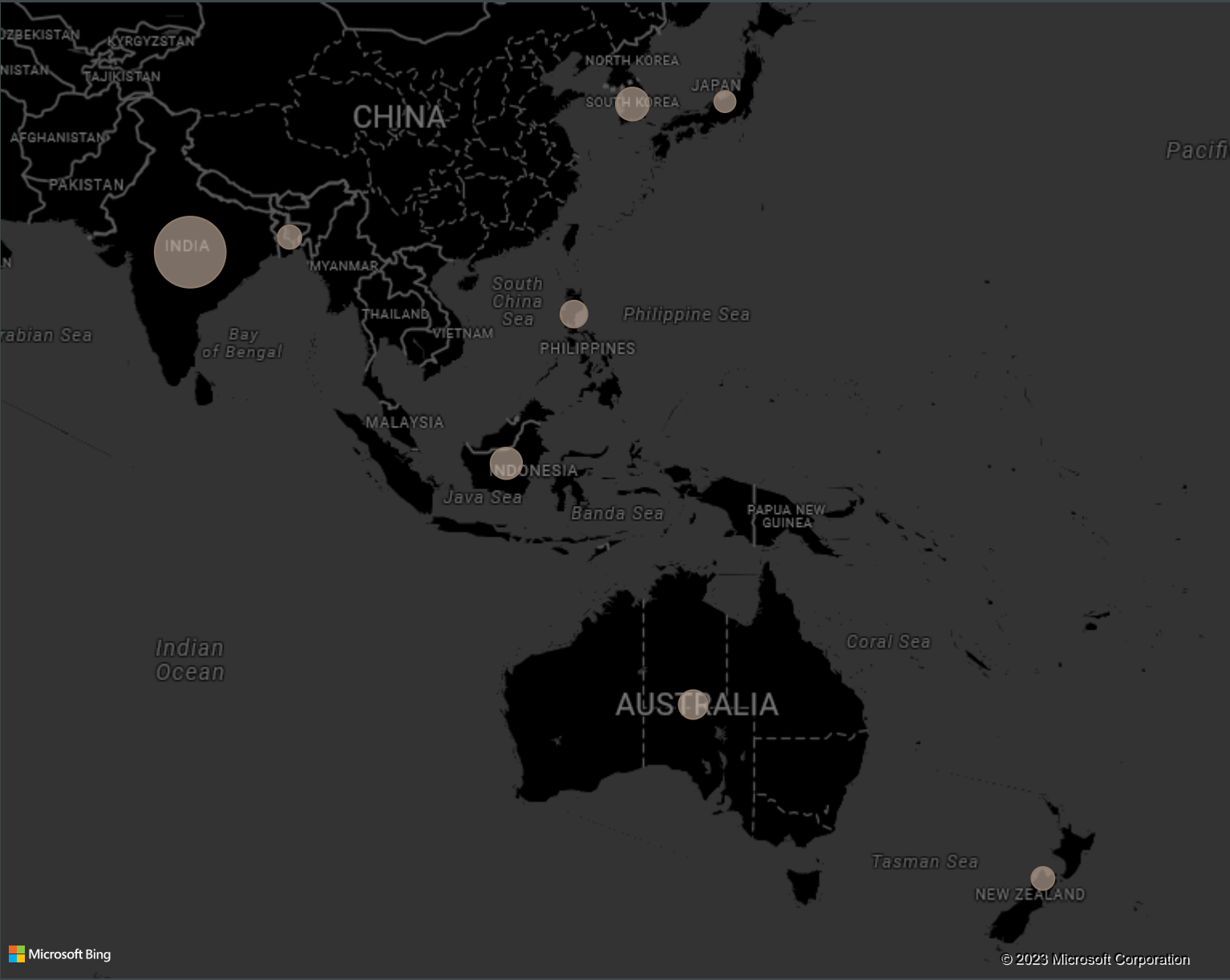


# AtliQ Global Sales

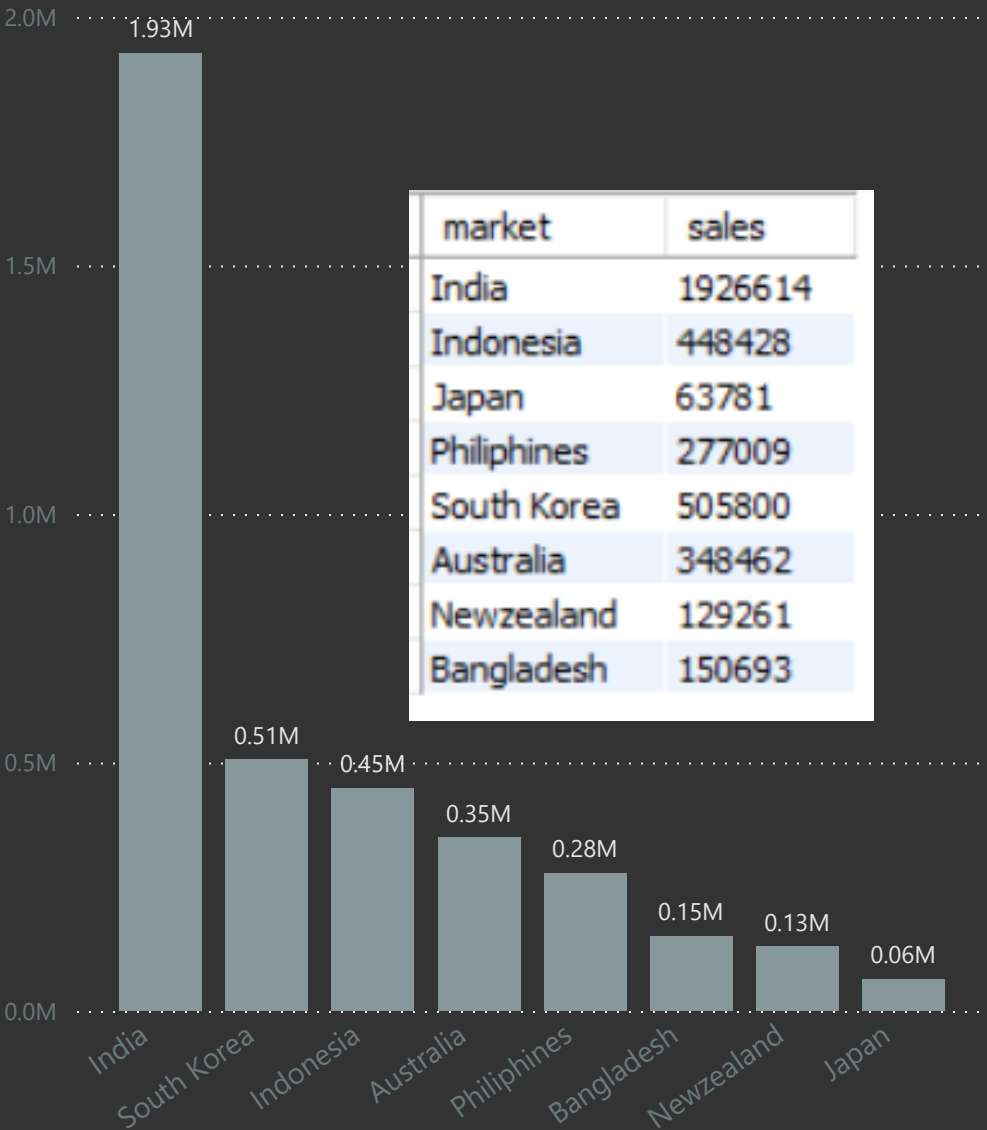


# Sales in APAC region

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



Sales BY Market

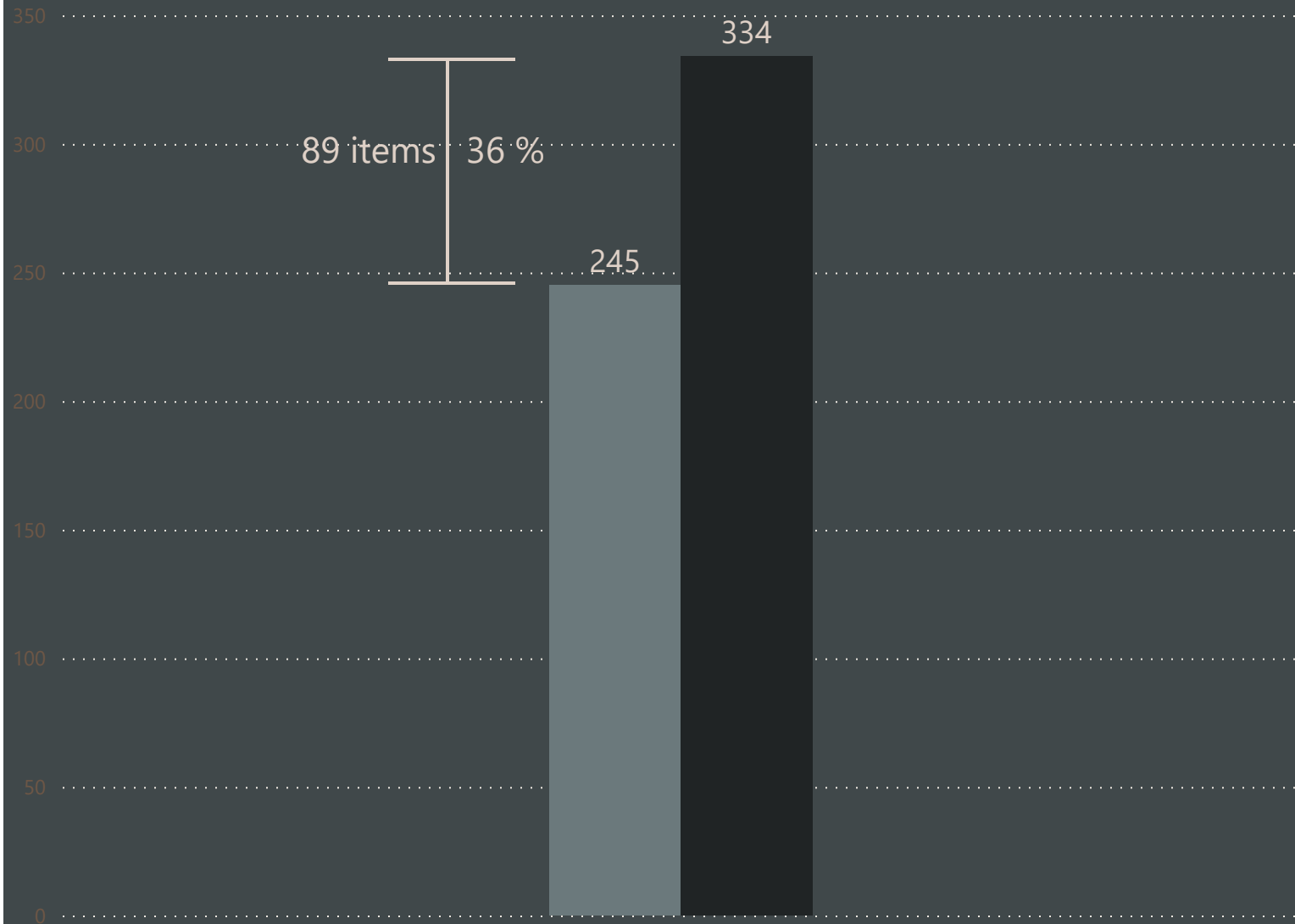


# Unique Products

The percentage of unique product increase in 2021 vs 2020

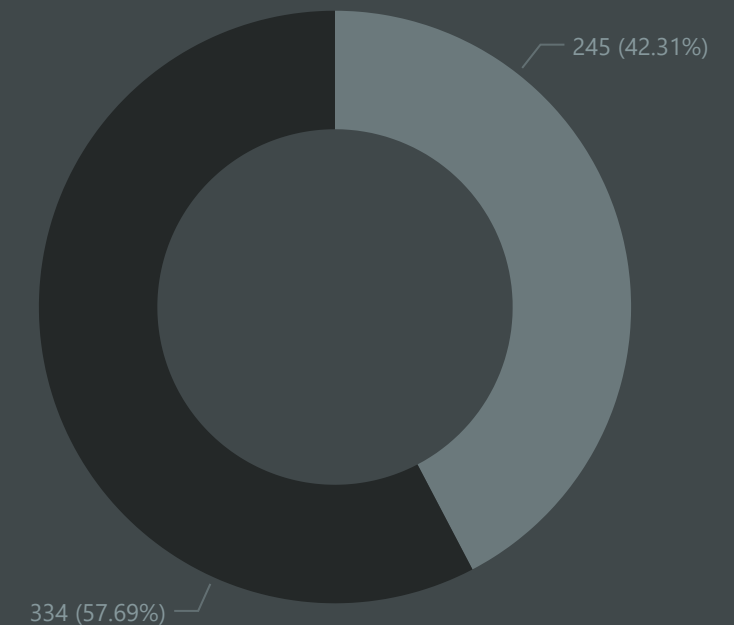
## Unique products Based on Fiscal Year

● unique\_products\_2020 ● unique\_products\_2021



## Total Unique products

● unique\_products\_2020 ● unique\_products\_2021

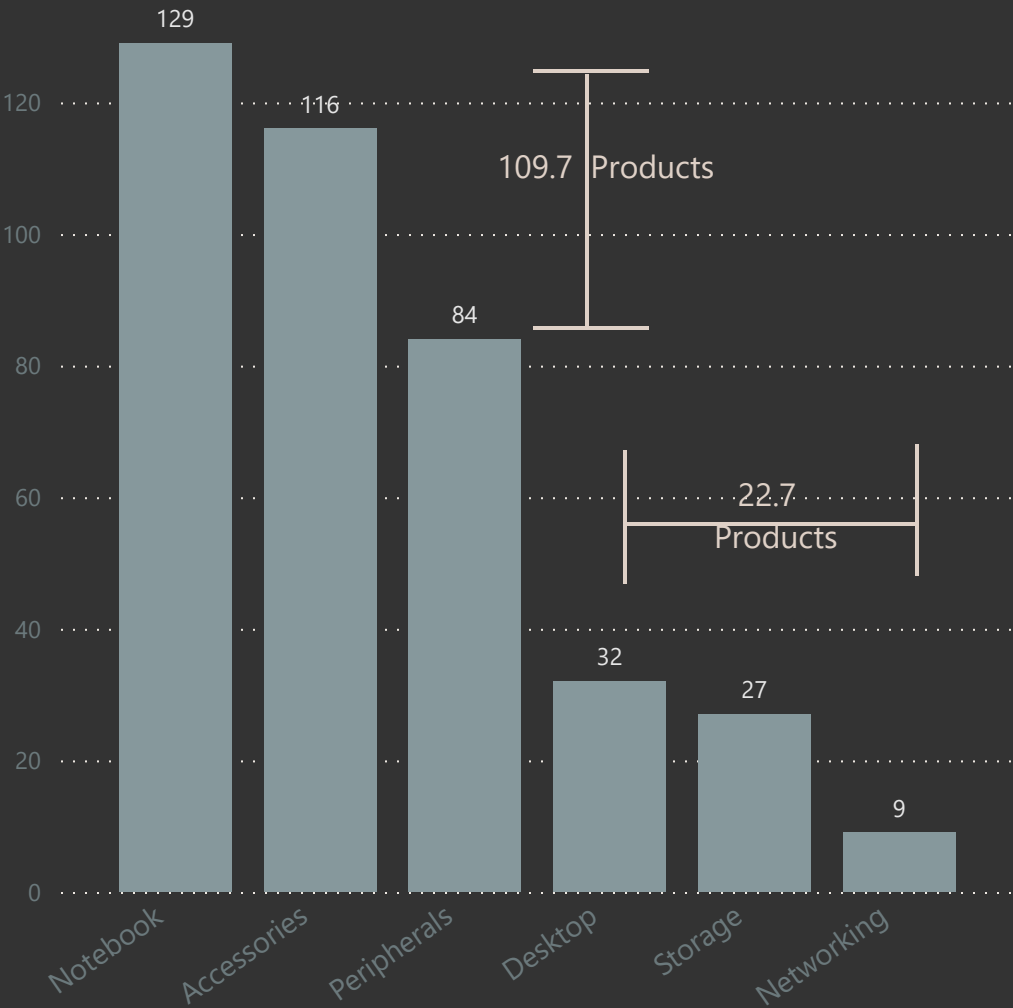


unique_products_2020	unique_products_2021	per_change
245	334	36

# Unique Products

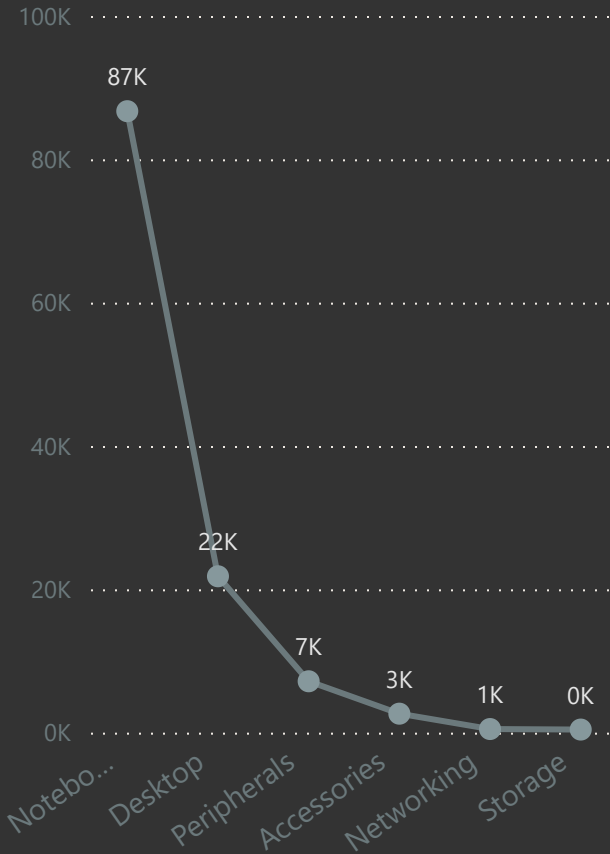
Unique product counts for each segment and sort them in descending order of product counts.

Product count by segment



Notebooks with highest unique product count.  
Desktop with highest average price for product.

Gross total by Segment



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

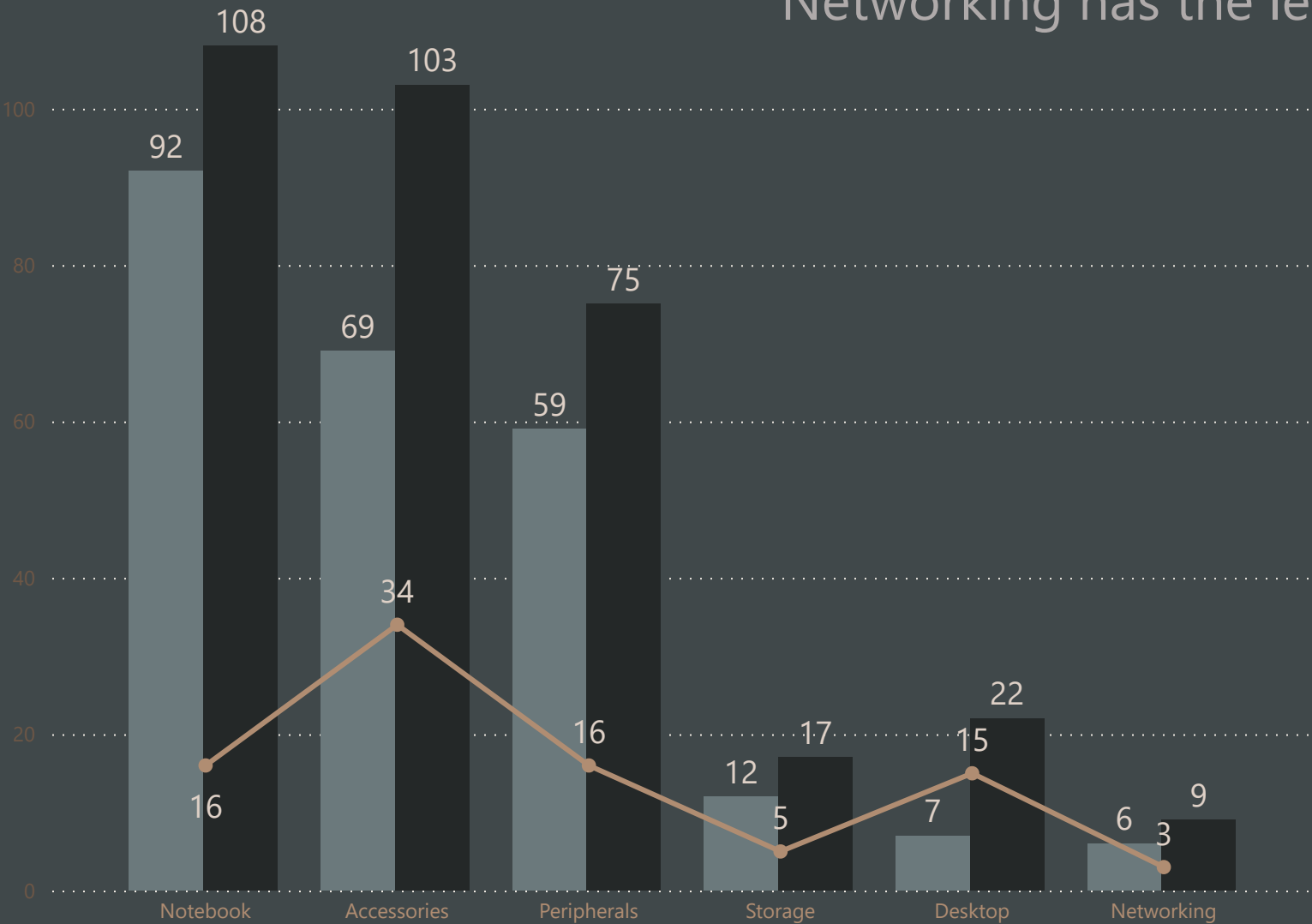
Segment	Products	Segment_Avg	Segment_Gross
Notebook	200	433.60	86,718.20
Accessories	172	15.40	2,651.00
Peripherals	134	53.50	7,172.00
Desktop	29	752.50	21,822.70
Storage	29	14.90	433.40
Networking	15	33.80	507.50
Total	579	1,303.70	1,19,304.80

# Increase in Products

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

Unique products Based on Fiscal Year

2020 count 2021 count Difference



Accessories has highest increase in Unique products.  
Networking has the least increase in unique products.

unique_products_2020	unique_products_2021	per_change
245	334	36

# Manufacturing Costs

The products that have the highest and lowest manufacturing costs

- The product with highest manufacturing cost is AQ Home Allin1 Gen2 .
- The product with lowest manufacturing cost is AQ Master wired x1 Ms .
- The Desktop segment products with highest manufacturing cost in both fiscal years 2020 and 2021.
- The storage segment with lowest manufacturing cost.

## Highest and Lowest manufacturing costs in 2020

Product Code	Product	Manufacturing Cost
A6120110206	AQ HOME Allin1 Gen 2	240.54
A2118150101	AQ Master wired x1 Ms	0.89

product_code	product	manufacturing_cost	segment	variant	year
A6018110103	AQ Home Allin1	224.8368	Desktop	Standard 3	2020
A6018110101	AQ Home Allin1	219.8805	Desktop	Standard 1	2020
A6018110104	AQ Home Allin1	219.7739	Desktop	Plus 1	2020
A2118150102	AQ Master wired x1 Ms	1.0460	Accessories	Standard 2	2020
A6818160201	AQ Pen Drive DRC	0.9011	Storage	Standard	2020
A2118150101	AQ Master wired x1 Ms	0.8920	Accessories	Standard 1	2020

## Highest and Lowest manufacturing costs in 2021

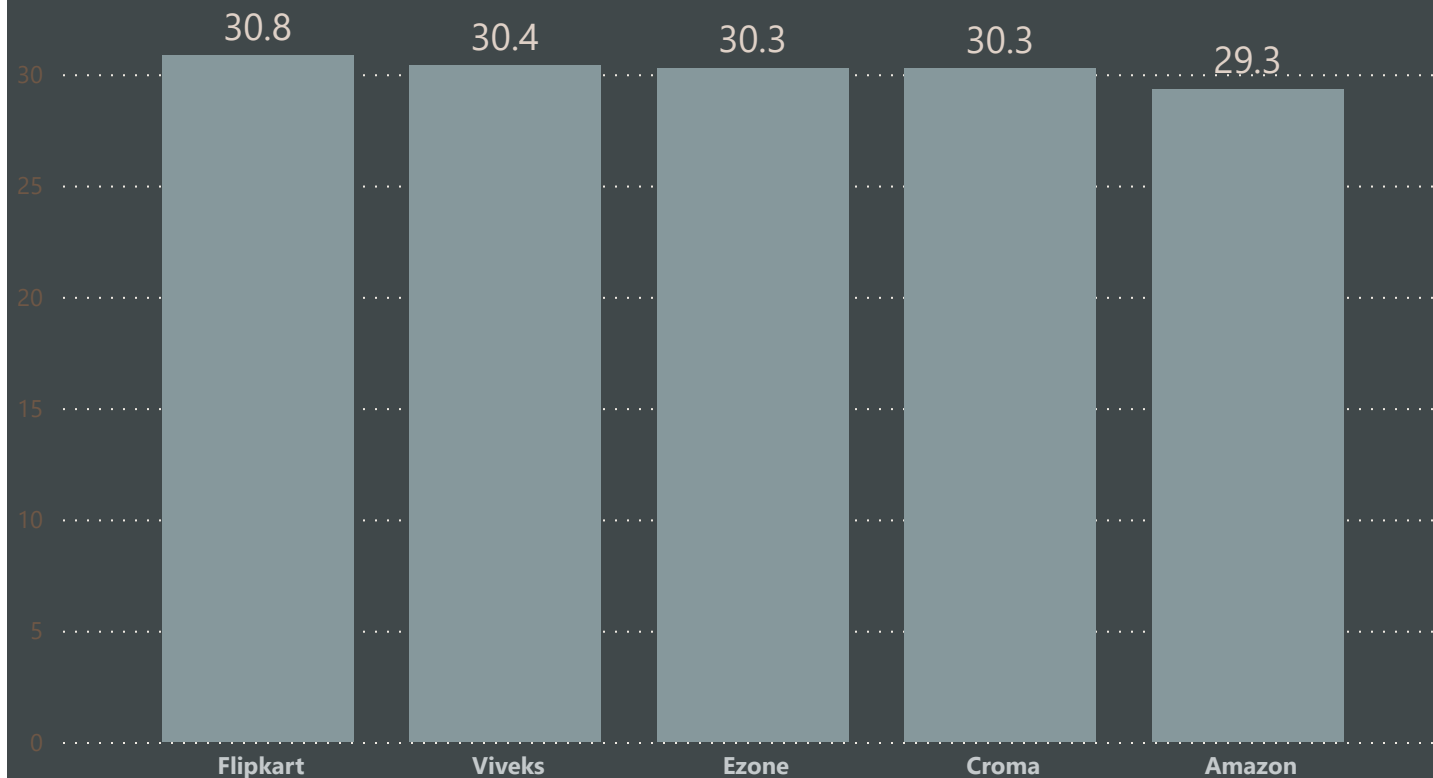
product_code	product	manufacturing_cost	segment	variant	year
A6120110206	AQ HOME Allin1 Gen 2	240.5364	Desktop	Plus 3	2021
A6120110205	AQ HOME Allin1 Gen 2	240.3065	Desktop	Plus 2	2021
A6119110204	AQ HOME Allin1 Gen 2	238.7739	Desktop	Plus 1	2021
A2118150102	AQ Master wired x1 Ms	1.1494	Accessories	Standard 2	2021
A6818160202	AQ Pen Drive DRC	1.1494	Storage	Plus	2021
A2118150101	AQ Master wired x1 Ms	0.9195	Accessories	Standard 1	2021
A6818160201	AQ Pen Drive DRC	0.9195	Storage	Standard	2021

# Top 5 Customers

Top 5 customers who received an average high pre invoice discount for the fiscal year 2021 and in the Indian market.

- Flipkart with the Highest average discount 30.830
- Amazon with the Lowest average discount 29.330
- There is only 1.5% difference from highest discount customer to lowest discount customer.

Top 5 Companies based on invoice discount



customer_code	customer	avg_disc
90002009	Flipkart	30.83000000
90002006	Viveks	30.38000000
90002003	Ezone	30.28000000
90002002	Croma	30.25000000
90002016	Amazon	29.33000000

# Gross Sales

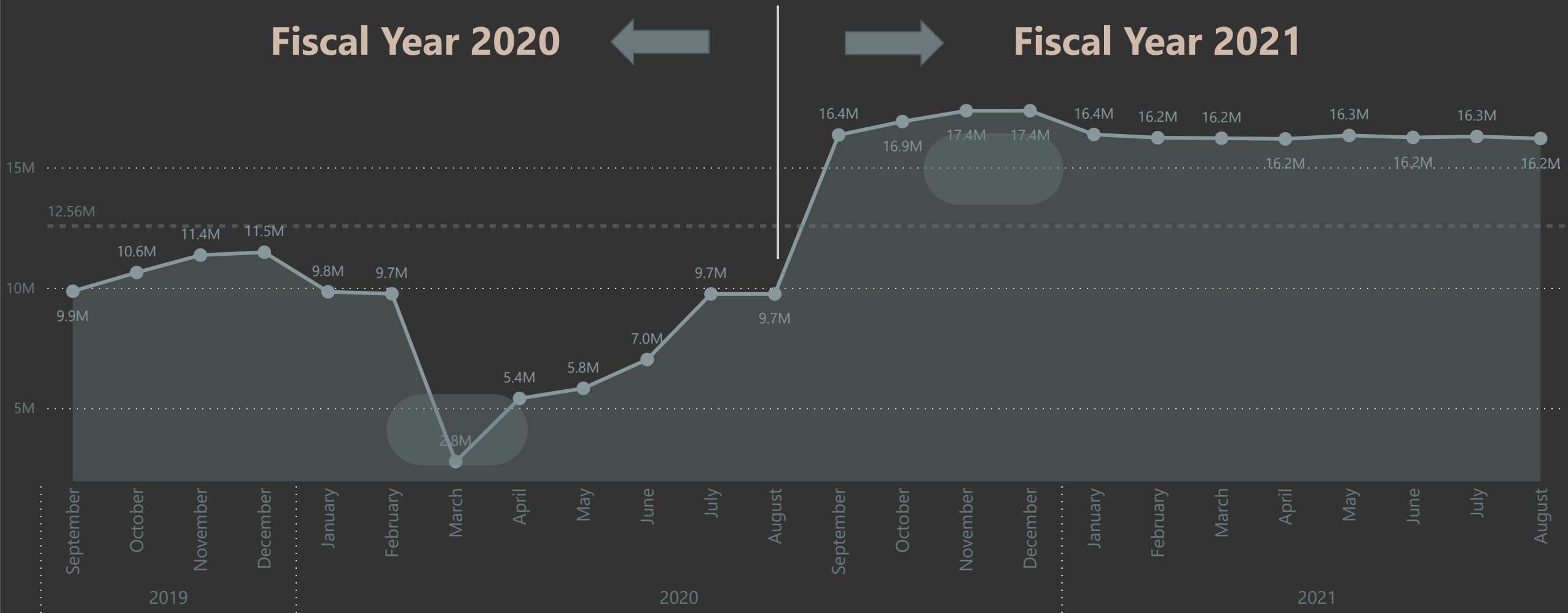
Gross sales amount for the customer “Atliq Exclusive” for each month

103.4M

Fiscal Year 2020

198.1M

Fiscal Year 2021





# Gross Sales

Gross sales amount for the customer “Atliq Exclusive” for each month

## Fiscal Year 2020

Gross Sales

103.4M

Monthly Average

8.6M

## Fiscal Year 2021

Gross Sales

198.1M

Monthly Average

16.5M

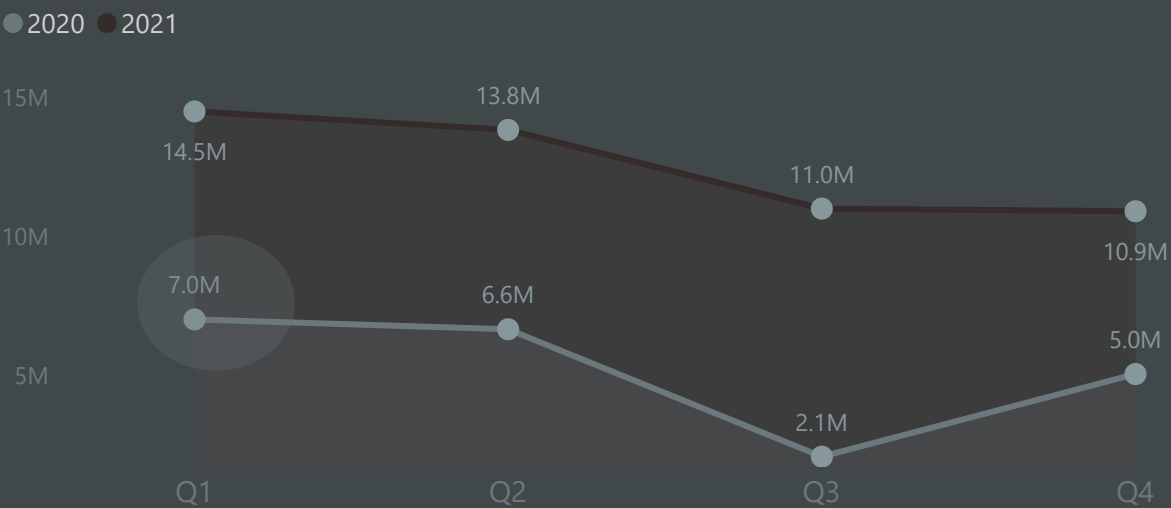
Fiscal year 2020 with low sales and 2021 with high sales.  
March with **Lowest Sales** might be due to **Covid** out break.  
We can clearly see the market is improving by each month.

_month	_year	Gross_sales_Amount
September	2019	9856552.5920
October	2019	10633112.0662
November	2019	11358334.3368
December	2019	11476154.5082
January	2020	9831171.1102
February	2020	9749154.3152
March	2020	2776850.2063
April	2020	5398419.1259
May	2020	5819774.8582
June	2020	7018095.9085
July	2020	9744082.6966
August	2020	9742551.3470
September	2020	16352024.9400
October	2020	16909875.4393
November	2020	17359092.2807
December	2020	17359382.0644
January	2021	16371539.2387
February	2021	16236723.9492
March	2021	16216652.8103
April	2021	16188258.6335
May	2021	16331110.0320
June	2021	16248559.3106
July	2021	16287627.9979

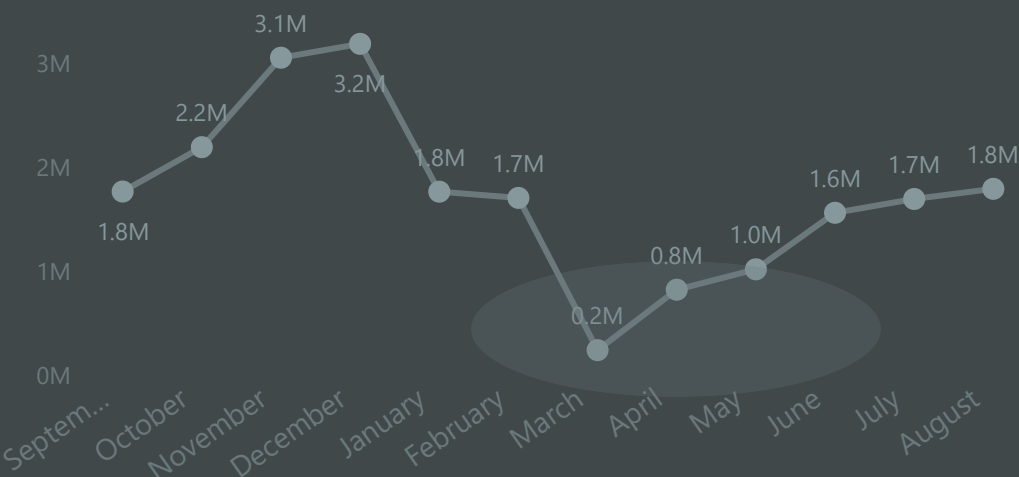
# Sales Quantity

In which quarter of 2020, got the maximum sales Quantity

Sales 2020-2021



Sales in 2020 by Month



- Quarter 3 in fiscal year 2020 has the lowest sales, it was also the start of covid-19 .
- In fiscal year 2020 Quarter 1 has highest sales.

2020 Details

fiscal_Quarter	sales
Q1	7005619
Q2	6649642
Q3	2075087
Q4	5042541

2021 Details

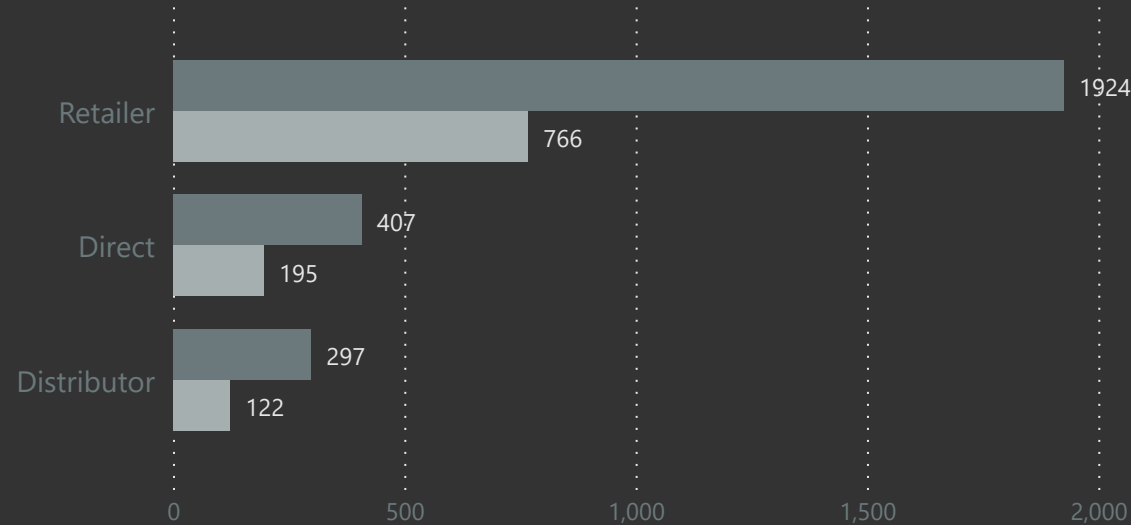
fiscal_Quarter	sales
Q1	14476194
Q2	13812652
Q3	10984739
Q4	10890997

# Gross Sales

Which channel helped to bring more gross sales in the fiscal year 2021

Channel Wise Gross Sales in Millions

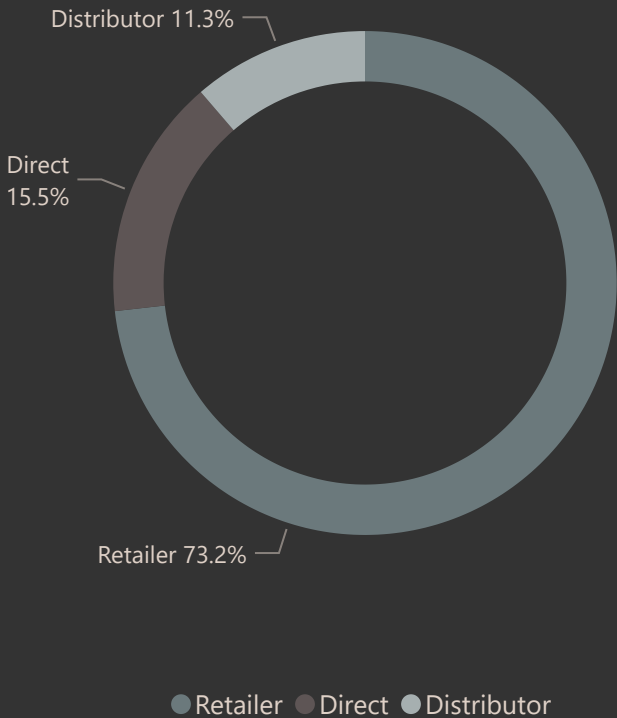
2021 2020



- Retailer has the highest growth percentage in all the channels.
- And Also most of the sales are from **Retailers** .
- The growth percentage of other channels are also Very good
- For better profits we need to focus on **Direct Sales**

Channel	Growth %
Retailer	151.1%
Distributor	143.0%
Direct	108.6%
Total	142.5%

Channel Percentages



2021 Details

channel	gross_sales_mln	percentage
Retailer	1924.2	73.22
Direct	406.7	15.47
Distributor	297.2	11.31

2020 Details

channel	gross_sales_mln	percentage
Retailer	766.4	70.72
Direct	195.0	18.00
Distributor	122.3	11.28

# Sales Quantity

Top 3 products in each division in the by quantity fiscal year 2021

Upon analyzing the data, it became apparent that **products with multiple variants** repeating within the **same division** carry more weight in the cumulative sum than **non-repeating top products**. This insight emphasizes the importance of considering all product variations when assessing overall performance within a division.

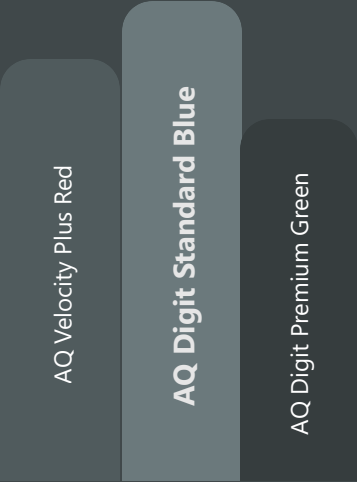
N & S



P & A



PC



division	product	product_code	total_sold_quantity	rank_num	variant
N & S	AQ Pen Drive 2 IN 1	A6720160103	701373	1	Premium
N & S	AQ Pen Drive DRC	A6818160202	688003	2	Plus
N & S	AQ Pen Drive DRC	A6819160203	676245	3	Premium
P & A	AQ Gamers Ms	A2319150302	428498	1	Standard 2
P & A	AQ Maxima Ms	A2520150501	419865	2	Standard 1
P & A	AQ Maxima Ms	A2520150504	419471	3	Plus 2
PC	AQ Digit	A4218110202	17434	1	Standard Blue
PC	AQ Velocity	A4319110306	17280	2	Plus Red
PC	AQ Digit	A4218110208	17275	3	Premium Misty Green