I am presenting insights of “Atliq Harewares” in consumer goods domain. In 2020, number of unique products was 51 which became 68 in the year of 2021 with the increment of 33.33%. Unique product count by segment shows Accessories and peripherals has highest numbers of unique products (20 nos) while networking has least number of products (3 nos) in their store. The lowest manufacturing cost is 0.8920 for product name as AQ Master wired x1, while AQ HOME Allin 1 gen 2 is the costliest when it comes to manufacturing cost. Flipkart as a customer gets highest discounts and its 0.38. Gross sales amounts says January 2020 has a highest sales and March 2020 has lowest sales with only 57.17. When it comes to quarter wise, fourth quarter of year has highest sales and first quarter remain subdued. When you compare sales channel wise you can see retailer has highest gross sales with staggering number of 1924.17 million which is around 74% of whole sale.