

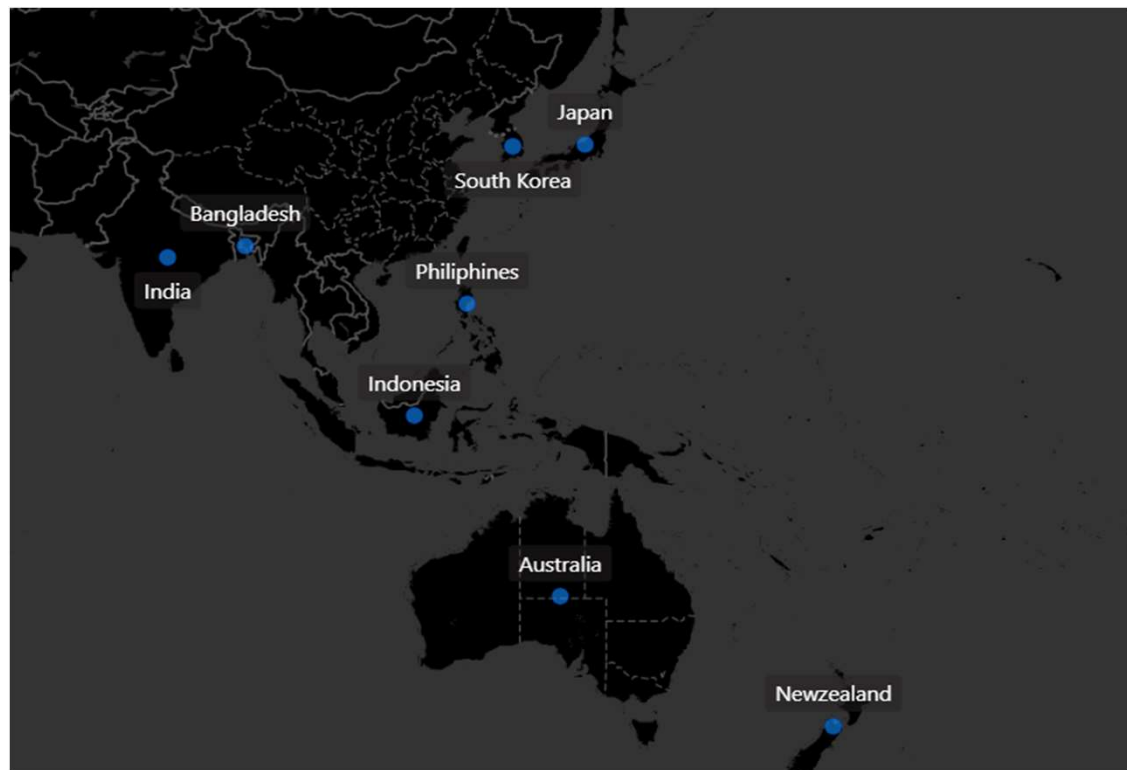


Consumer Goods Ad_Hoc Insights



1. List of markets in which customer "Atliq Exclusive" operates its business in the APAC region

	List of Markets
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh



2. Percentage of unique product increase in 2021 vs 2020

	unique_products_2020	unique_products_2021	change_pct
▶	245	334	36.33

245 334

36.33%

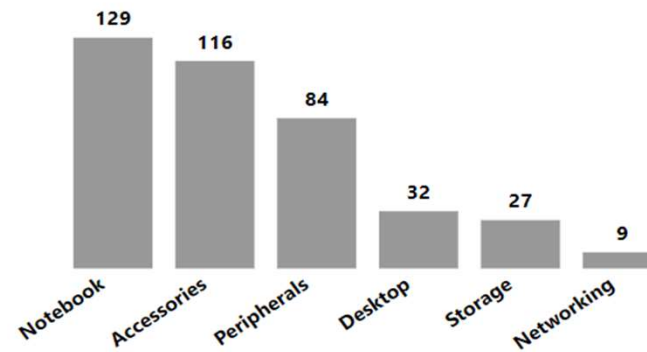


Insights

- The "change_pct" here represents AtliQ's focus on innovation and product diversity for market expansion.

3. Unique product counts for each segment

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



Insights

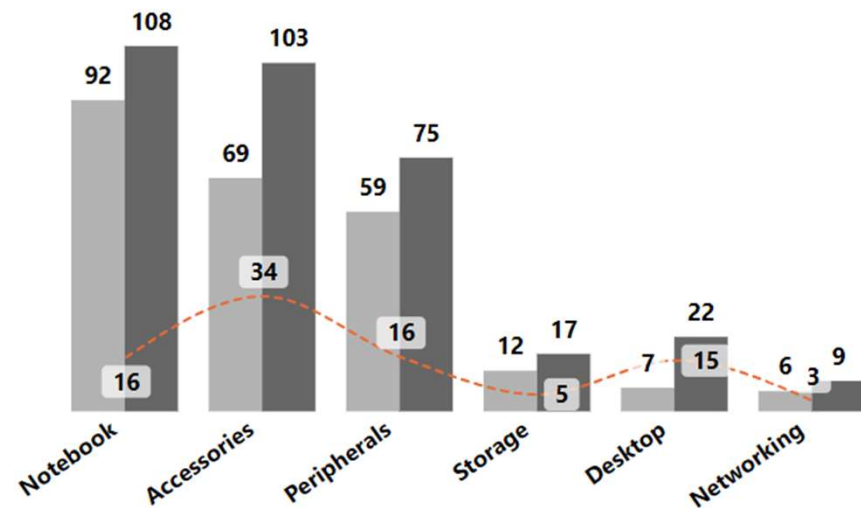
- Notebook segment with a product count of 129 provides consumers wide range of options to choose from.
- Efforts are necessary in Networking segment to provide consumers more options.

4. Segment that had most increase in unique products in 2021 vs 2020

	segment	Product_Count_2020	Product_Count_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

Insights

- Accessories with a difference of 34 indicates a rise in the quantity of distinctive products.
- Product diversity was not significantly impacted by single-digit differences in the Storage and Networking areas.



5. 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

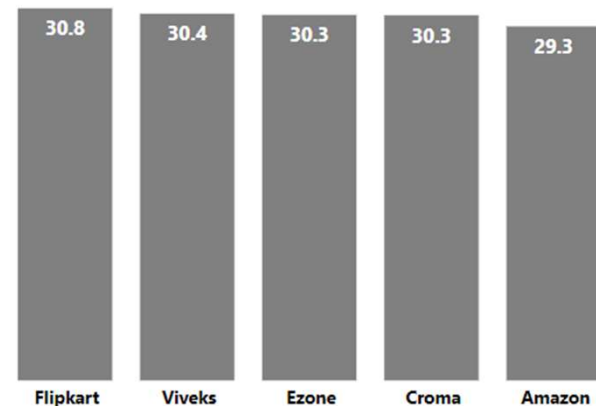
Insights

- AQ HOME Allin1 Gen 2 is expensive to manufacture and also the costliest product Atliq Hardware offers for sale.
- AQ Master wired ×1 MS is cheaper to manufacture. Hence the gross price of the product is low.

AQ HOME Allin1 Gen 2	AQ Master wired x1 Ms
240.54	0.89

6. Top 5 Indian customers based on high average pre_invoice_discount_pct for FY2021

	customer_code	customer	average_discount_pct
▶	90002009	Flipkart	30.83
	90002006	Viveks	30.38
	90002003	Ezone	30.28
	90002002	Croma	30.25
	90002016	Amazon	29.33

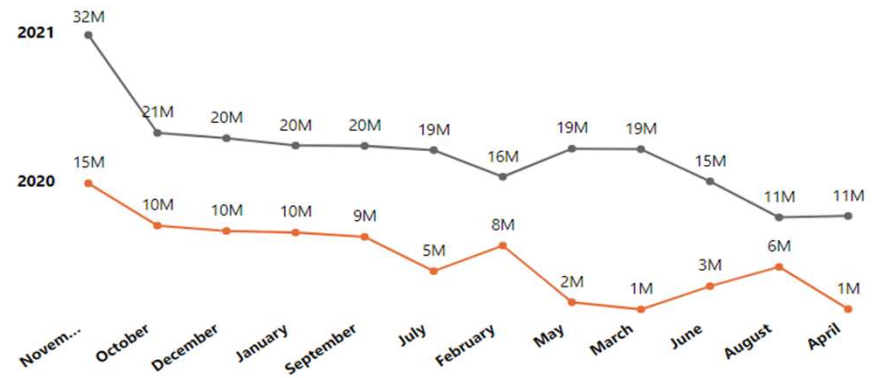


Insights

- Amazon has the lowest average pre-invoice-discount-pct whereas Flipkart has the highest average.
- This explains how Atliq applies various discounts to invoices prior delivering the products to clients.

7. Monthly gross sales amount report of “Atliq Exclusive”

Month_of_Sale	Year_of_Sale	Gross_Sales_Amount
September	2020	9092670.34
October	2020	10378637.60
November	2020	15231894.97
December	2020	9755795.06
January	2020	9584951.94
February	2020	8083995.55
March	2020	766976.45
April	2020	800071.95
May	2020	1586964.48
June	2020	3429736.57
July	2020	5151815.40
August	2020	5638281.83
September	2021	19530271.30
October	2021	21016218.21
November	2021	32247289.79
December	2021	20409063.18
January	2021	19570701.71
February	2021	15986603.89
March	2021	19149624.92
April	2021	11483530.30
May	2021	19204309.41
June	2021	15457579.66
July	2021	19044968.82
August	2021	11324548.34



Insights

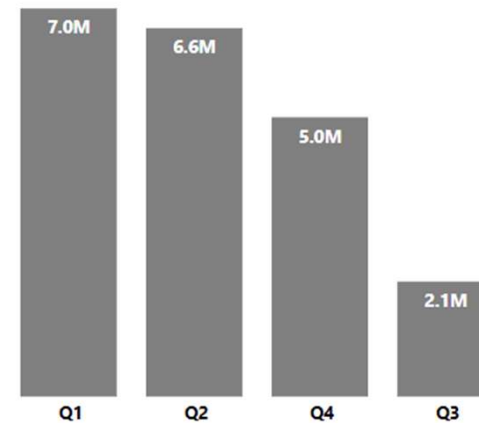
- FY2020 - Sales performed significantly in Q1 and Q2. However, there is a notable decline in sales in Q3 and Q4.
- FY2021 - Sales in Q4 are much lower than those in Q1.
- When compared to other months of both FY, sales in November are high.
- Sales for FY2021 are significant overall.

8. FY2020 Quarterly report on total sold quantity

	quarters	Total_sold_quantity
▶	Q1	7005619
	Q2	6649642
	Q4	5042541
	Q3	2075087

Insights

- Q1 has highest total sold quantity and Q3 has lowest total sold quantity.
- There is an increase in sales from Q3 to Q4.

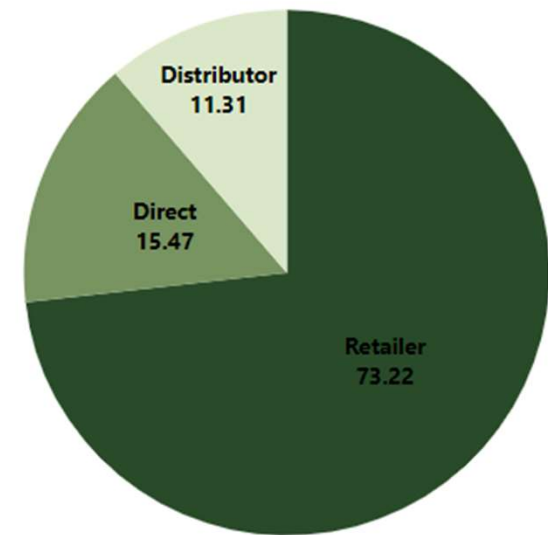


9. Contribution % of channels that enhanced gross sales in the FY2021

	channel	Gross_Sales_mln	pct
▶	Retailer	19241.70	73.22
	Direct	4066.87	15.47
	Distributor	2971.76	11.31

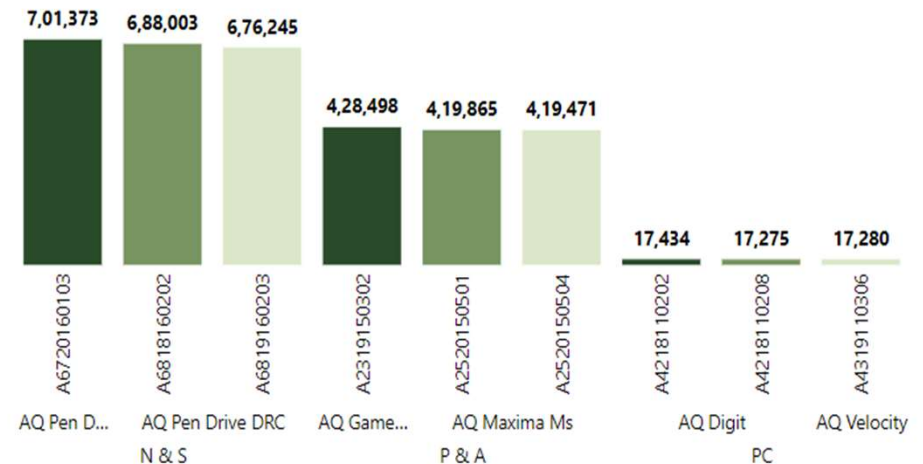
Insights

- The contribution to sales through Retailer channel is significantly high whereas the Distributor channel contribution is less.
- It might be possible to boost sales through the Distributor channel through executing strategies into action.



10. Top 3 products in each division for the FY2021 with the highest total sales quantity

	division	product_code	product	total_sold_quantity	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



Insights

- N & S Division - AQ Pen Drive 2 IN 1 is the best-selling device, and AQ Pen Drive DRC variants are famous among consumers .
- P & A - Following AQ Gamers Ms, AQ Maxima Ms variations are highly sold.
- PC - AQ Digit variants are well-known among customers.