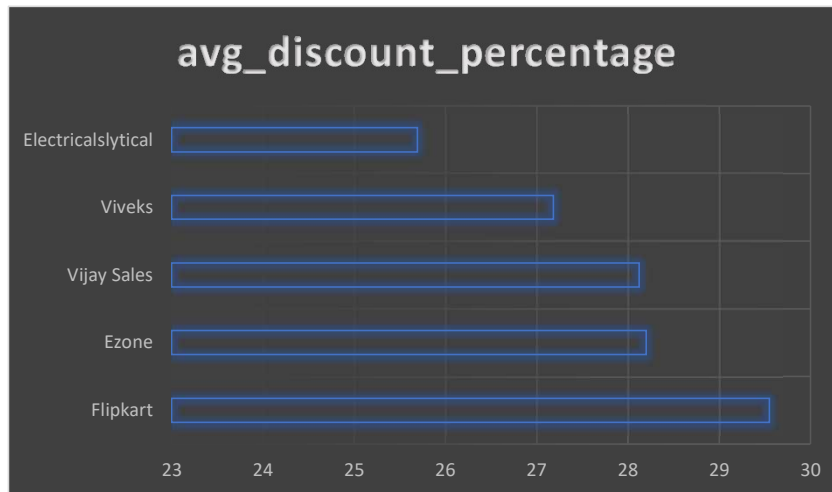




Report 6



Insights

1. High Discounts to Top Customers:

- Top customers like Flipkart (29.55%) and Ezone (28.2%) received significant discounts. AtliQ should evaluate if these discounts are justified by sales volume or need adjustment.

2. Customer Volume Impact:

- High discounts may indicate these customers are large-volume buyers. AtliQ should explore ways to negotiate better terms without sacrificing volume.

3. Profit Margin Considerations:

- Offering high discounts reduces profit margins. AtliQ needs to assess if the volume increase compensates for the reduced margins.

4. Potential for Further Collaboration:

- These large customers could be targeted for long-term contracts or loyalty programs to increase revenue.

5. Review of Pricing Strategy:

- AtliQ should ensure their pricing strategy is competitive but sustainable, potentially reducing reliance on heavy discounting.

6. Impact on Competitiveness:

- AtliQ should evaluate if competitors offer similar discounts, which could impact market share.

7. Sales and Marketing Focus:

- The company should balance discounting with added-value services to strengthen customer relationships and drive long-term loyalty.

8. Cash Flow Consideration:

- High discounts may impact cash flow. AtliQ might consider early payment discounts or minimum order requirements.

9. Customer-Product Alignment:

- AtliQ should explore which products are most often discounted and align strategies to meet top customers' needs.