



# Report 5

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.892
A6120110206	AQ HOME Allin1 Gen 2	240.5364

## Description

The query results show the products with the highest and lowest manufacturing costs from the data:

### Product with the lowest manufacturing cost:

- Product Code: A2118150101
- Product Name: AQ Master wired x1 Ms
- Manufacturing Cost: 0.892

### Product with the highest manufacturing cost:

- Product Code: A6120110206
- Product Name: AQ HOME Allin1 Gen 2
- Manufacturing Cost: 240.5364

## Insights

### 1. Low-cost Product:

- The AQ Master wired x1 Ms is cost-effective, which could appeal to budget-conscious customers and support high-volume sales.

### 2. Premium Product:

- The AQ HOME Allin1 Gen 2 has a high manufacturing cost, making it ideal for premium markets and high-end customers.

### 3. Profit Margin Optimization:

- Focus on ensuring healthy profit margins for both low-cost and high-cost products through effective pricing strategies.

### 4. Cost Reduction:

- For the high-cost product, explore ways to reduce manufacturing costs (e.g., efficiency improvements, supplier negotiations).

### 5. Diversified Portfolio:

- A mix of low-cost and high-cost products allows AtliQ to target both budget and premium segments.

### 6. Targeted Marketing:

- Promote low-cost products based on affordability and high-cost products based on premium features and quality.