



## Report 2

Unique_products_2020	Unique_products_2021	Percentage chng
51	68	33.33

### Insights

1. **Growth in Product Portfolio:** 17 new unique products were added in 2021, expanding the product range by 33.33%.
2. **Diversification:** AtliQ Hardware is diversifying its product offerings, possibly entering new categories or markets.
3. **Increased Competitiveness:** More products help differentiate AtliQ from competitors, boosting its market position.
4. **Revenue Potential:** A broader product range increases sales opportunities and potential revenue.
5. **Customer Retention:** Offering more products can enhance customer satisfaction and loyalty.
6. **Focus on Innovation:** The increase indicates a commitment to R&D and product development.
7. **Strategic Growth:** Product expansion positions AtliQ for future growth and market expansion.
8. **Marketing Opportunities:** More products provide fresh opportunities for targeted marketing campaigns.
9. **Improved Brand Perception:** Expanding the product range can enhance the company's image as innovative and adaptable.