



Report 4

segment	product_count_2021	Product_count_2020	difference
Accessories	103	69	34
Desktop	22	7	15
Networking	9	6	3
Notebook	108	92	16
Peripherals	75	59	16
Storage	17	12	5

Insights

1. Focus on Expanding Accessories:

- Insight: With the largest increase in unique products (+34), AtliQ should invest more in expanding its accessories range. This could involve introducing more complementary products to meet rising consumer demand.

2. Capitalize on Desktop Growth:

- Insight: The Desktop segment saw a significant increase (+15). AtliQ can explore niche desktop markets such as gaming PCs, workstations, or compact desktops to further capitalize on this trend.

3. Strengthen Networking Offerings:

- Insight: The Networking segment had modest growth (+3). AtliQ might consider innovating or bundling networking products with other tech items to boost growth in this category.

4. Enhance Notebook Lineup:

- Insight: Notebooks had a steady increase (+16), indicating strong demand. AtliQ can introduce more features like battery life improvements, performance upgrades, or better portability to meet customer preferences.

5. Expand Peripherals Range:

- Insight: The Peripherals segment grew by +16, which shows demand for items like keyboards, mice, and headsets. AtliQ can invest in more variety and bundles with laptops and desktops to capture additional sales.

6. Increase Storage Offerings:

- Insight: With an increase of +5, the Storage segment shows moderate growth. AtliQ could expand storage options (e.g., SSDs, external drives) to tap into the increasing