

ATLIQ HARDWARES

Recommendations regarding the sales report considering the sales movement and change in the quantity of products.

Product Having Higher Manufacturing Cost

AQ HOME Allin1 Gen 2

240.54

Product Having Lower Manufacturing Cost

AQ Master wired x1 Ms

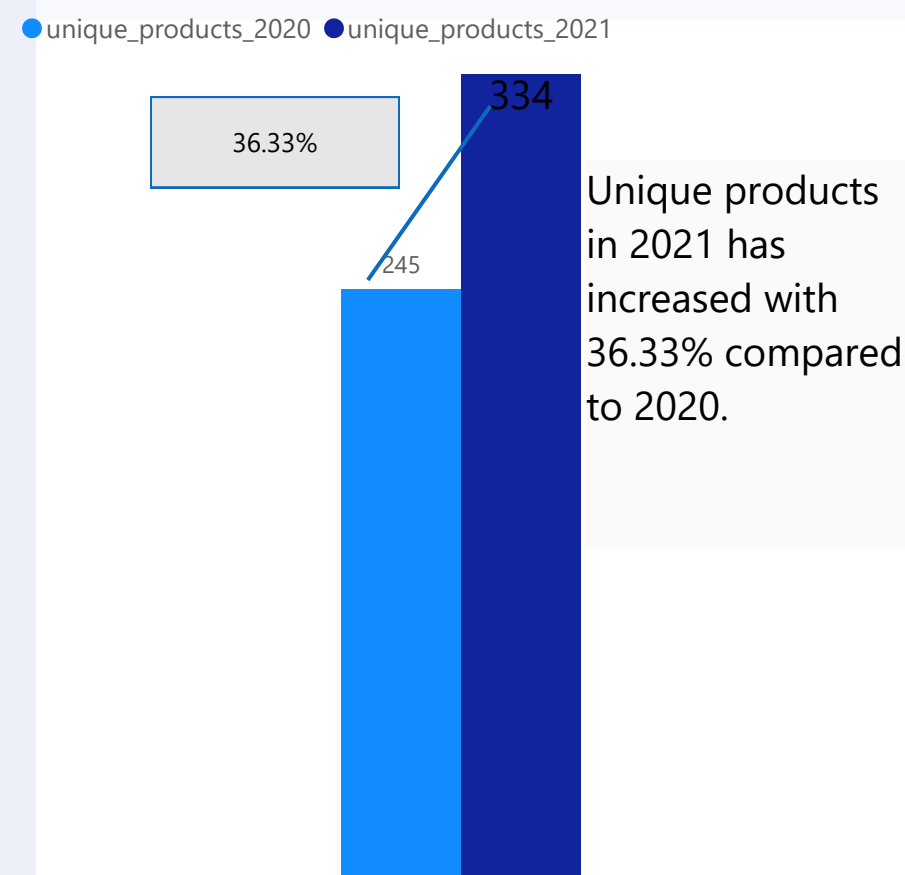
0.89

Atliq Exclusive Market

Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philiphines
South Korea

List of markets in which Atliq Executive operates its business in the APAC Region

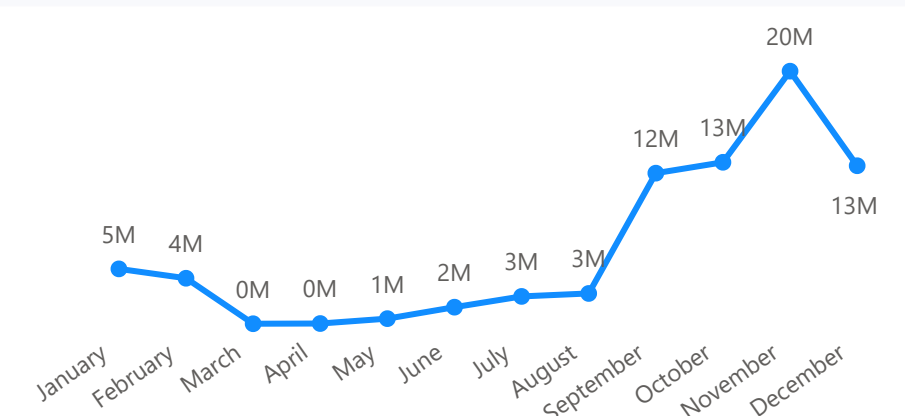
Unique Products



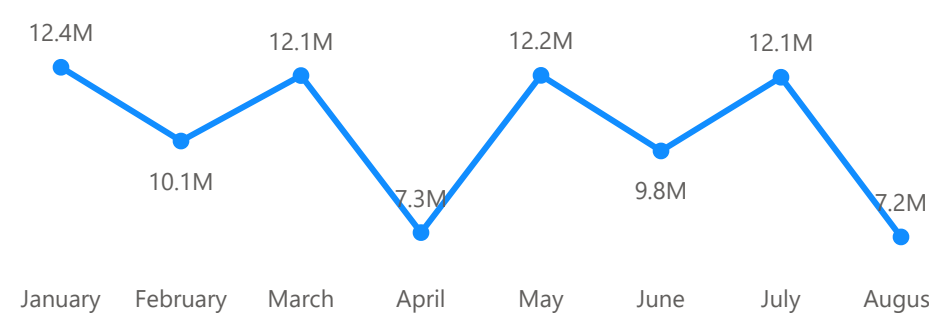
Gross Sales By Month-2019



Gross Sales By Month-2020

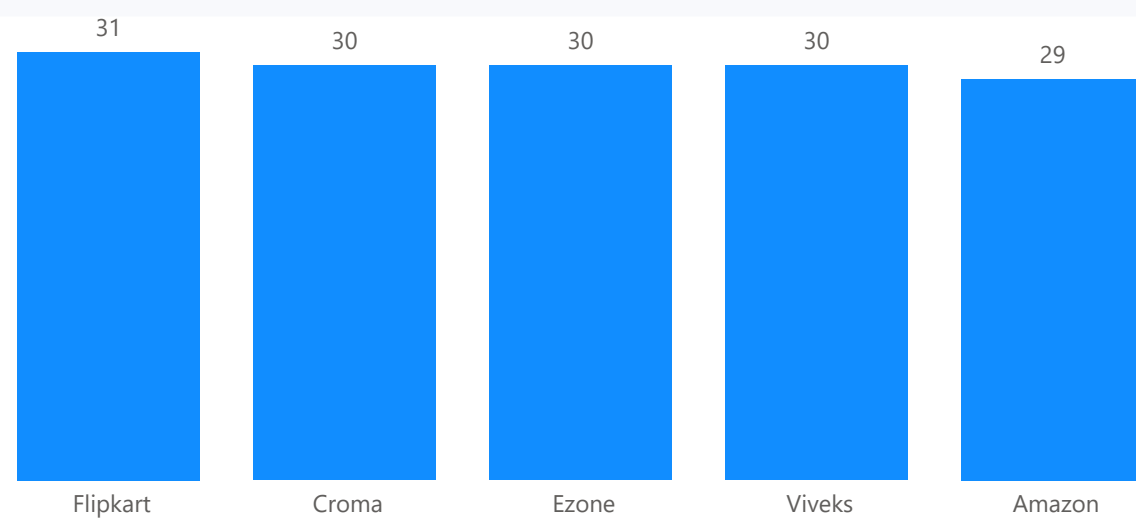


Gross Sales By Month-2021



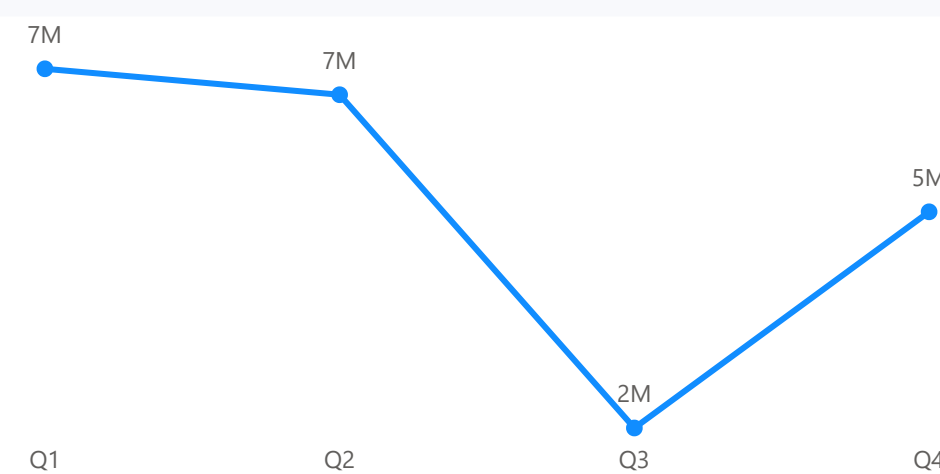
For 2019 Gross Sales s maximum at September And Higher at November. For 2020 Gross sales is minimum having less than 1 million where as maximum at November with 20 million. For 2021 At January there is maximum sales of 12,4 million where as least sales is at August with 7.2 Million.

TOP 5 Customers Received Discount



Flipkart is having the highest discount received with 31 % and Amazon gets the lowest average discount of 29%.

Total Quantity Sold By Quarter



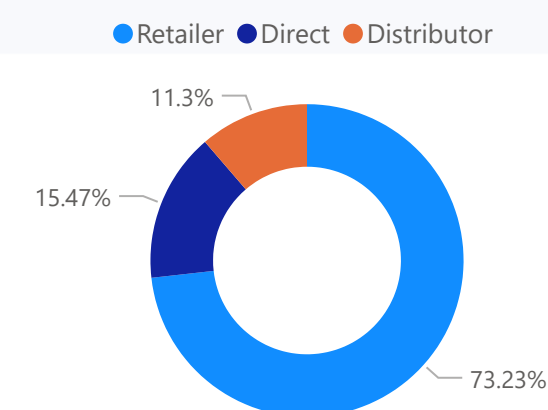
Total quantity sold is high in Quarter 1 with 7 million and lowest in Quarter 3 with 2.1million

Total Product By Segment



The Notebook has the most number of products produced with 129 products. while the least number of products is for networking with 9 products.

Sales Contribution by channel



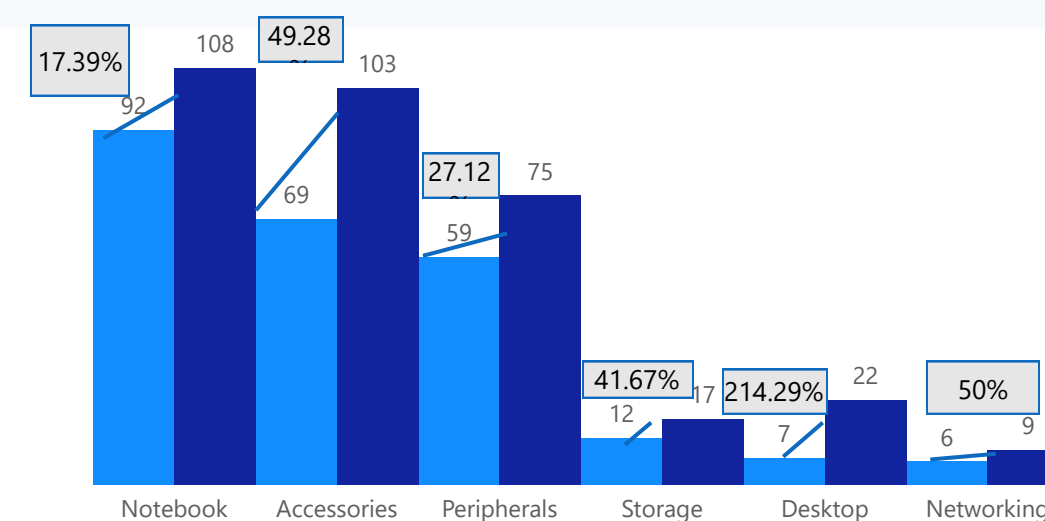
Retailer is contributing most to the Sales with 73.3% where as distributor is contributing the least in sales with 11.3%

Top 3 Products By Division

division	product	product_code	total_quantity_sold	rank_order
N & S	AQ Pen Drive 2 IN 1	A6720160103	701373	1
N & S	AQ Pen Drive DRC	A6818160202	688003	2
N & S	AQ Pen Drive DRC	A6819160203	676245	3
P & A	AQ Gamers Ms	A2319150302	428498	1
P & A	AQ Maxima Ms	A2520150501	419865	2
P & A	AQ Maxima Ms	A2520150504	419471	3
PC	AQ Digit	A4218110202	17434	1
PC	AQ Digit	A4218110208	17275	3
PC	AQ Velocity	A4319110306	17280	2

For the three divisions N&S,P&A,PC total quantity sold is mostly is for these three products .

Unique Products By Segment



Destop is Having the highest increase in number of products with 214.29% and lowest percantage is for notebook with 17.39%.