



# **Atliq Hardware Ad Hoc Insights**

**Data-Driven Insights for Strategic Decisions**

# Introduction

**This presentation explores the key insights derived from ad hoc analyses conducted for Atliq Hardware, focusing on market performance, product segmentation, and sales trends across various regions.**





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# Company Overview

Atliq Hardware is a major computer hardware manufacturer.  
Operations span across APAC, EU, NA, and LATAM.  
Fiscal Year runs from September to August.



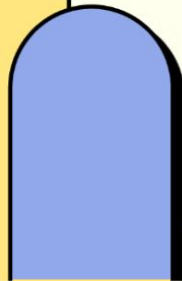


# Objectives



Equip leadership with data-driven insights for strategic decisions.

Address 10 ad hoc business requests using SQL analytics.  
Highlight trends, opportunities, and areas for improvement.





## **APAC Markets for Atliq Exclusive**

Strong presence established in 8 APAC markets:  
India, Indonesia, Japan, Philippines, South Korea, Australia,  
New Zealand, Bangladesh.

# Product Growth Year-on-Year

Unique products grew from 245 in 2020 to 334 in 2021, an increase of 36.33%.

This signifies an expansion in product offerings.


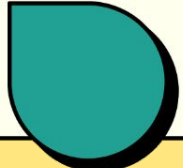



# Products by Segment

Notebook: 129 | Accessories: 116 | Peripherals: 84

Desktop: 32 | Storage: 27 | Networking: 9

Notebooks, Accessories, and Peripherals constitute 83% of SKU base.





# Segment Growth

Accessories saw the largest SKU expansion, increasing from 69 to 103.





# Manufacturing Cost Extremes

Lowest manufacturing cost recorded at \$0.8920.

Highest manufacturing cost recorded at \$240.5364.

This indicates a wide cost spectrum and diverse product complexity.



## Top 5 Customers by Avg Discount

Flipkart: 31% | Viveks: 30% | Croma: 30% | Ezone: 30% |  
Amazon: 29%

Flipkart negotiated the highest average pre-invoice discount.





# Gross Sales Analysis

Lowest gross sales recorded in March 2020 at \$0.38M.  
Highest gross sales recorded in November 2020 at \$20.46M.  
73.8% of total gross sales occurred in FY2021.





# Sales Performance by Quarter

Q1 (Sep-Nov) accounted for the maximum sales with 7,005,619 units, approximately 34% of FY2020 sold volume.



## Top Sales Channel

Retailer sales stood at \$1,219.08M, covering 73.23% of the total.

This indicates a necessity to enhance distributor channels.





## Top Products by Division

N & S: AQ Pen Drive variants rank 1-3.

P & A: AQ Gamers & Maxima Ms rank 1-3.

PC: AQ Digit & AQ Velocity rank 1-3.

Core SKUs dominate sales across divisions.

# Conclusion

**The ad hoc insights reveal crucial trends in product offerings, sales performance, and customer engagement strategies, guiding future business strategies for Atliq Hardware.**







**Thank you!**