



Atliq Hardware

consumer goods



Atliq Hardware business model

Company Overview

- **Industry:** Computer Hardware Manufacturing
- **Region:** APAC, EU, NA, LATAM
- **Fiscal Year:** September to August
- **Core Product Segments:** Peripherals, Accessories, Notebook, Desktop, Storage, Networking
- **Sales Channels:** Direct, Distributor, Retailer



1.

Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region

	market
▶	India
	Indonesia
	Japan
	Philippines
	South Korea
	Australia
	Newzealand
	Bangladesh

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh



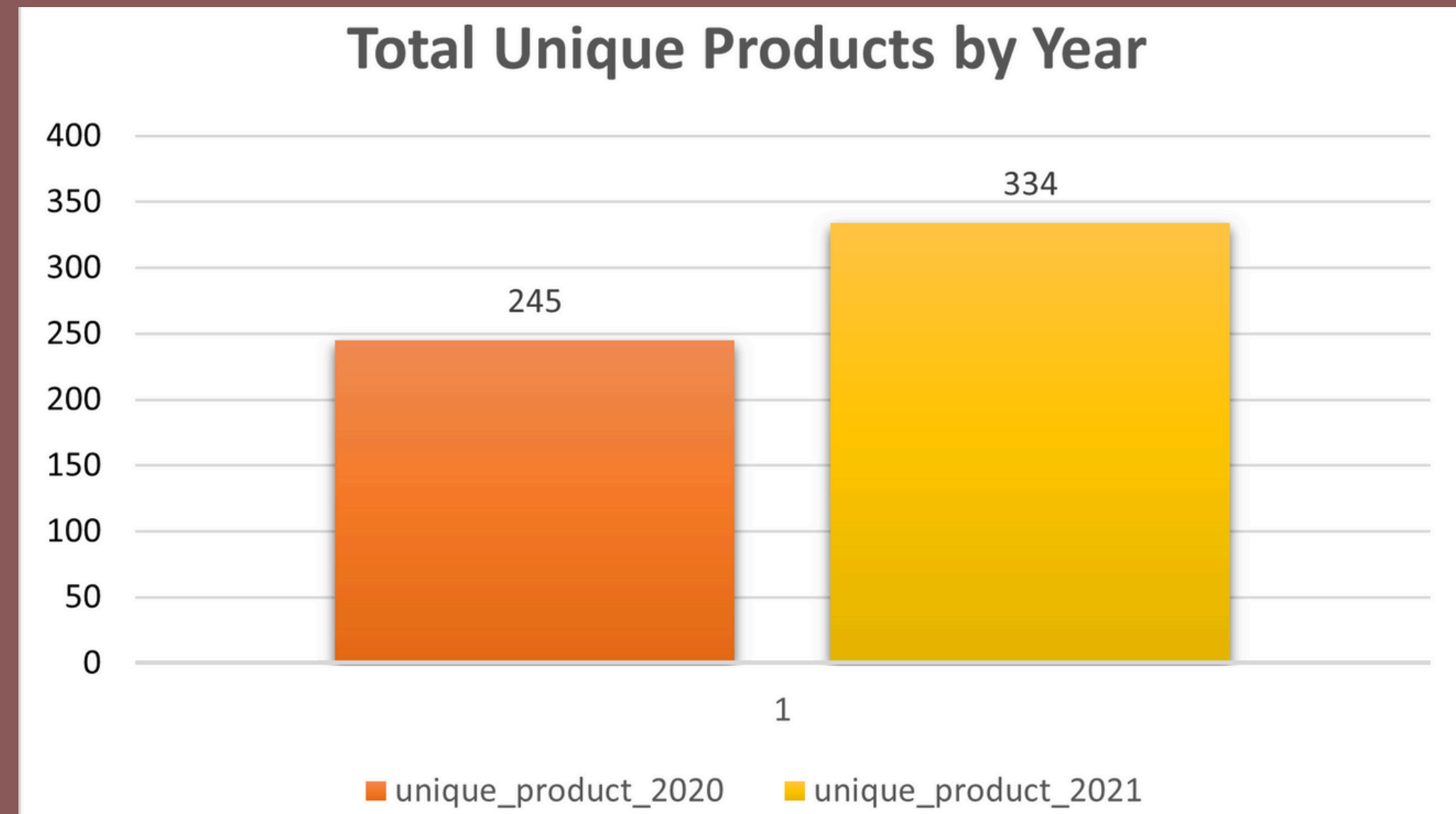
Atliq Exclusive operates in 8 markets in the APAC region

2.

What is the percentage of unique product increase in 2021 vs. 2020?

The final output contains these fields,
unique_products_2020 unique_products_2021
percentage_chg

	unique_product_2020	unique_product_2021	percentage_chg
►	245	334	36.33



Unique products increased by **36.33%** in 2021 compared to 2020.

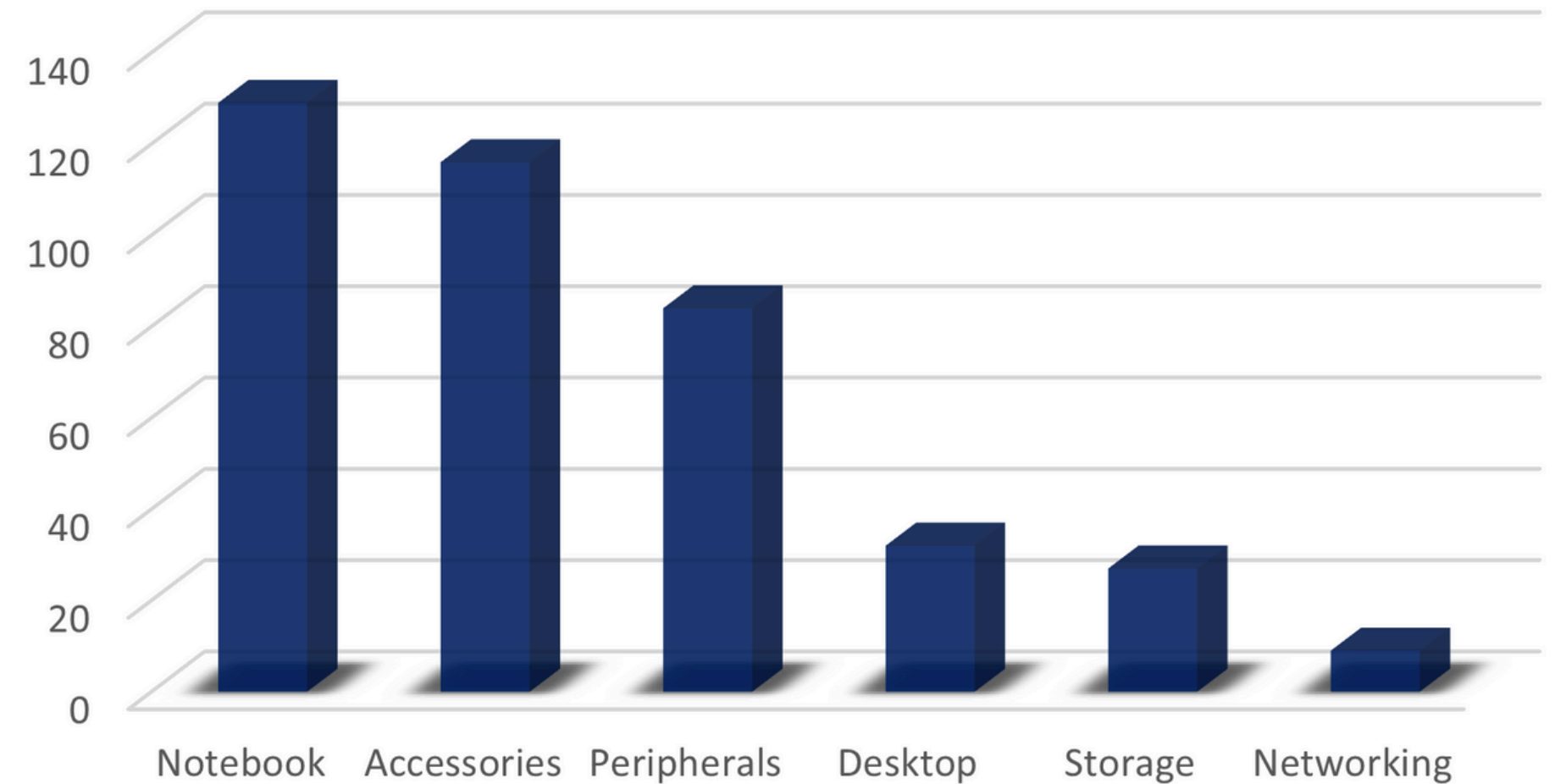
3.

Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.

The final output contains 2 fields, segment product_count

segment	Total_unique_products
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Total_unique_products by Segments



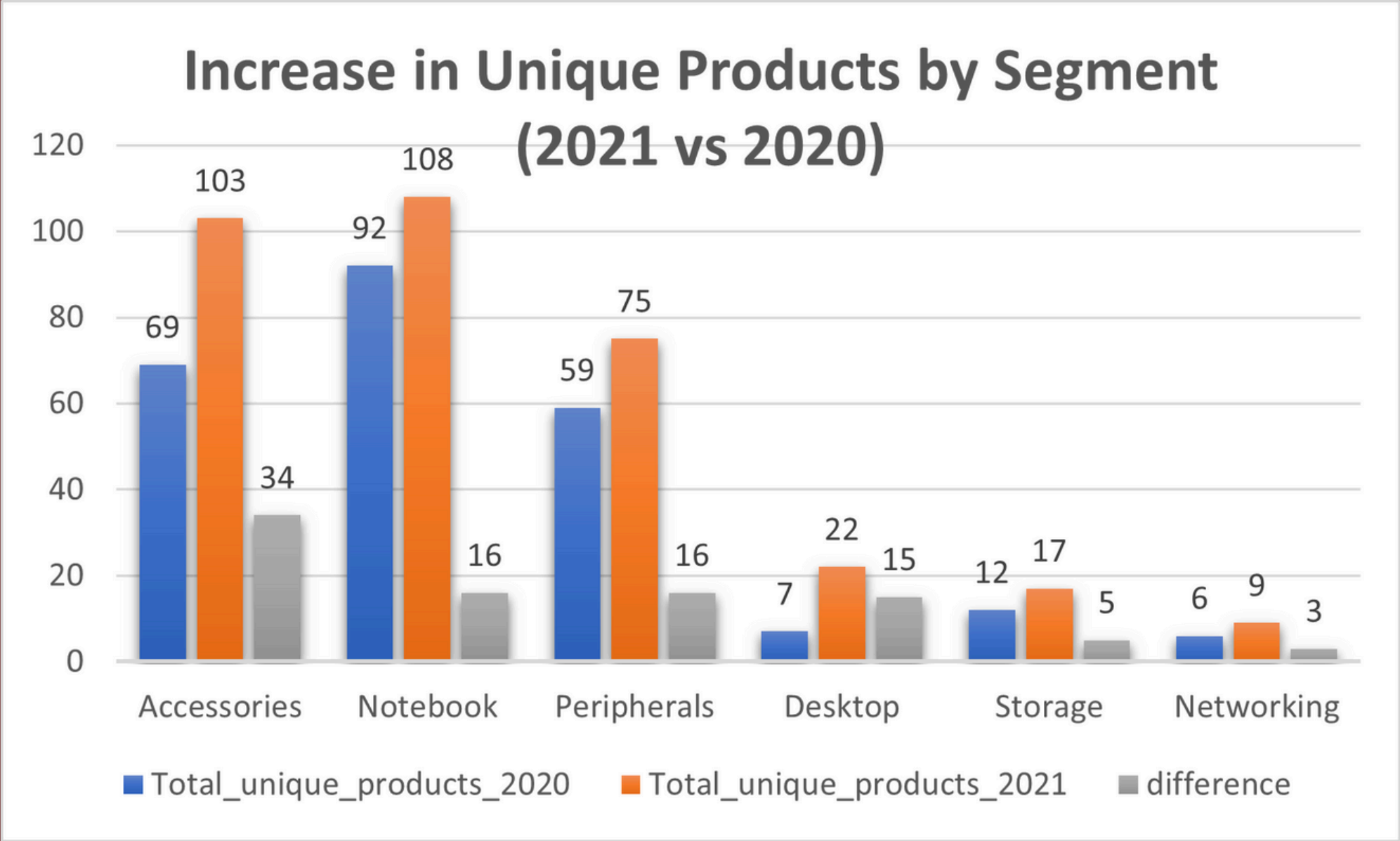
The **Notebook** segment leads with **129** unique products, while **Networking** has the least with **9**.



Which segment had the most increase in unique products in 2021 vs 2020?

The final output contains these fields, segment
product_count_2020 product_count_2021
difference

segment	Total_unique_products_2020	Total_unique_products_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3



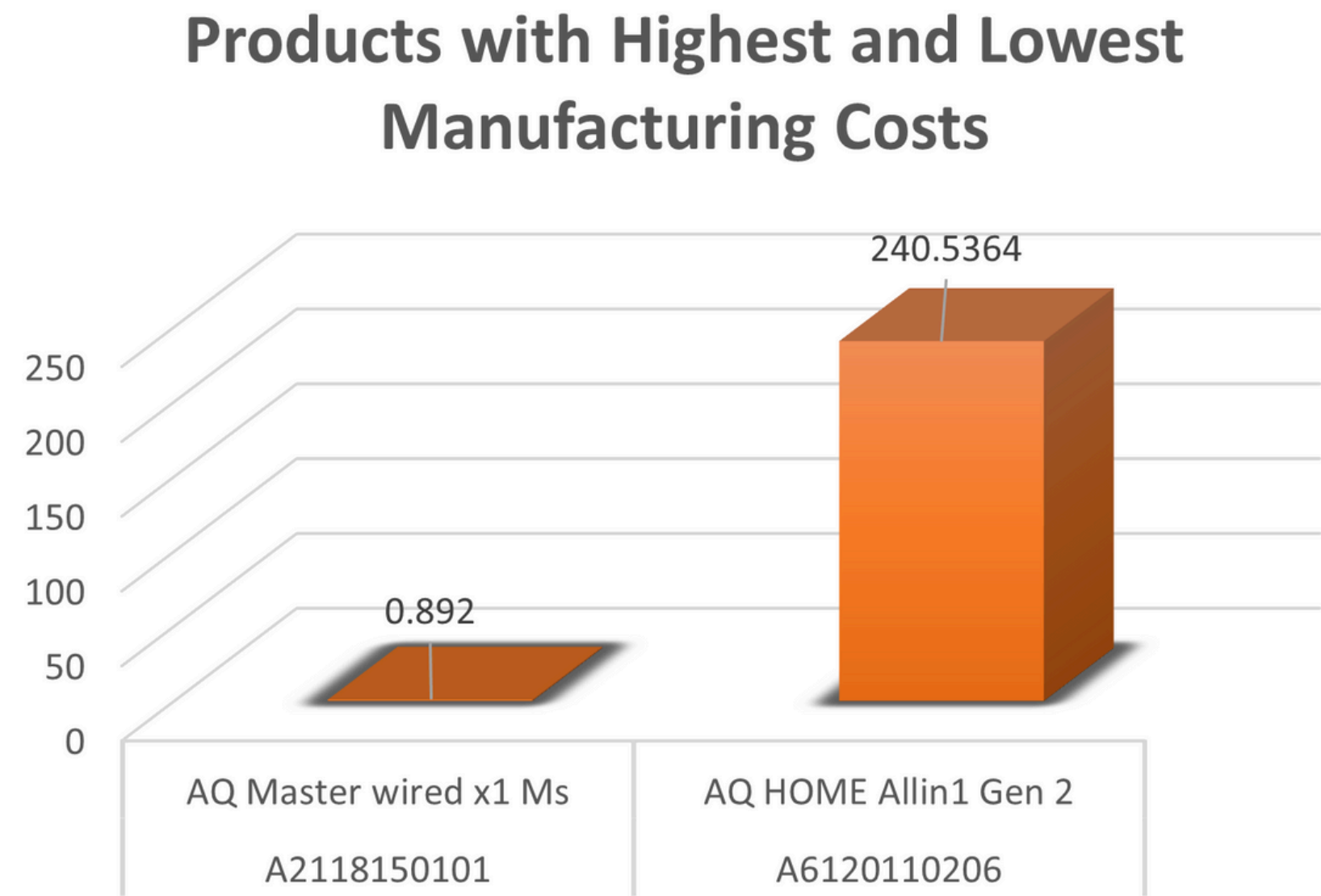
The Desktop segment saw the highest percentage increase in unique products (214.29%) .followed by Networking (50%).

5.

Get the products that have the highest and lowest manufacturing costs.

The final output should contain these fields, product_code product manufacturing_cost

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364



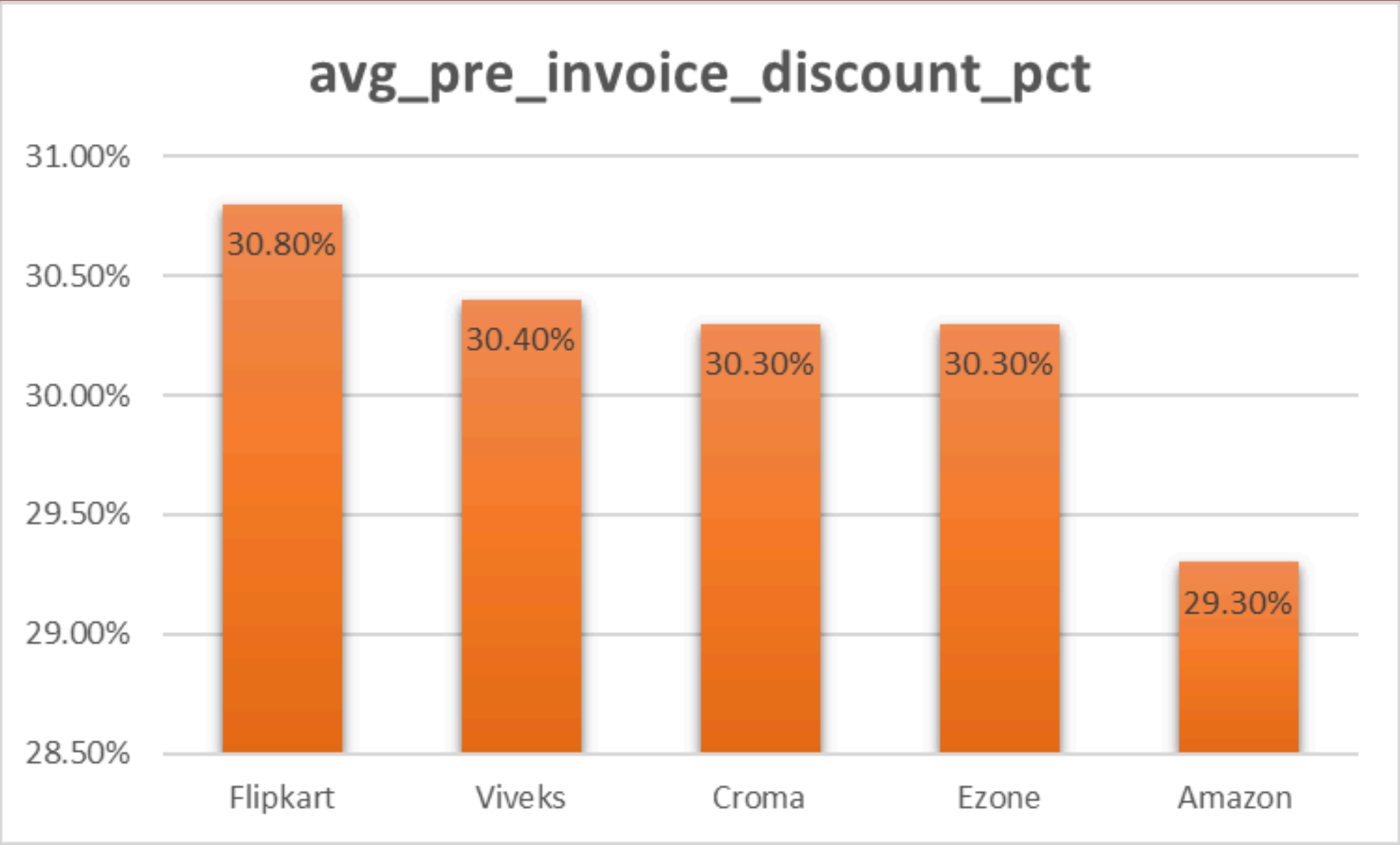
The manufacturing cost varies significantly across products. The highest manufacturing cost is ₹240.53 for AQ HOME Allin 1 Gen 2 (Desktop segment)

6.

Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

The final output contains these fields,
customer_code customer
average_discount_percentage

customer_code	customer	avg_pre_invoice_discount_pct	ranks
90002009	Flipkart	0.308	1
90002006	Viveks	0.304	2
90002002	Croma	0.303	3
90002003	Ezone	0.303	4
90002016	Amazon	0.293	5



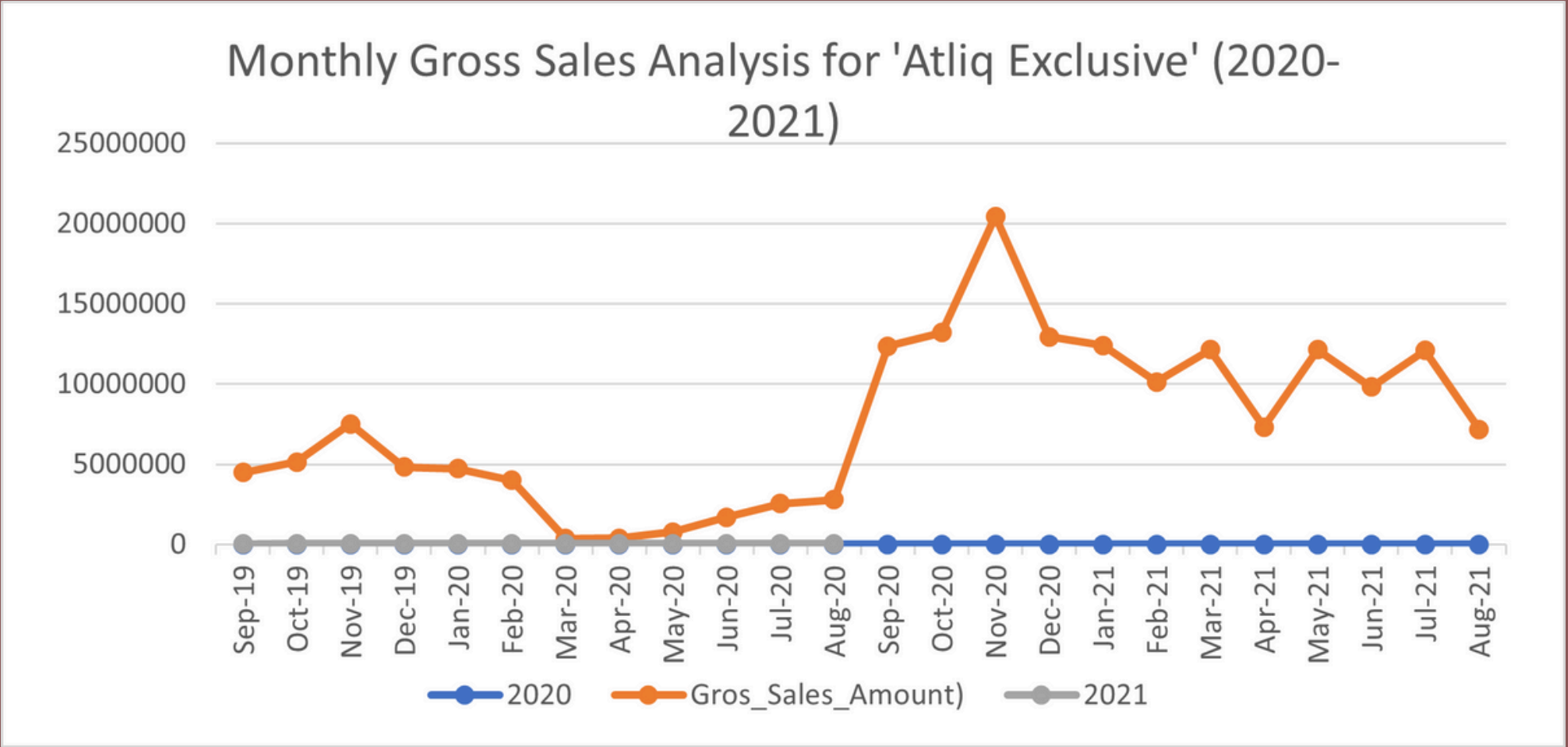
In the Indian market for 2021, **Flipkart** received the highest average pre-invoice discount at **30.8%**.

7.

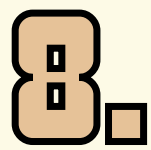
Get the complete report of the Gross sales amount for the customer “Atliq Exclusive” for each month .

This analysis helps to get an idea of low and high-performing months and take strategic decisions.
The final report contains these columns: Month Year Gross sales Amount

month_name	fiscal_year	Gross_Sales_Amount
September-2019	2020	4496259.67
October-2019	2020	5135902.35
November-2019	2020	7522892.56
December-2019	2020	4830404.73
January-2020	2020	4740600.16
February-2020	2020	3996227.77
March-2020	2020	378770.97
April-2020	2020	395035.35
May-2020	2020	783813.42
June-2020	2020	1695216.60
July-2020	2020	2551159.16
August-2020	2020	2786648.26



A significant drop in gross sales amount was observed from **March 2020 to April 2020**, likely reflecting external factors affecting sales.

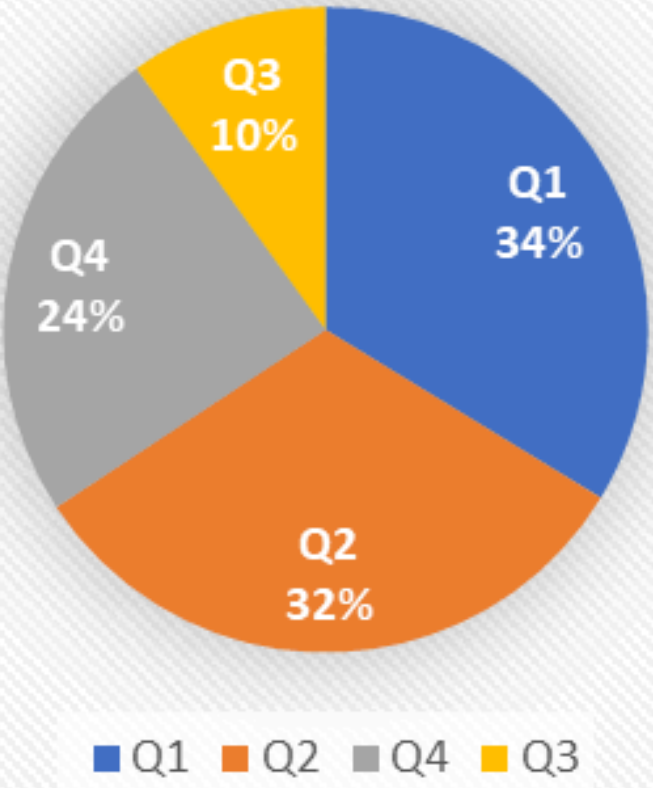


In which quarter of 2020, got the maximum
total_sold_quantity?

The final output contains these fields sorted by the
total_sold_quantity, Quarter total_sold_quantity

Quarters	total_sold_quantity
Q1	7005619
Q2	6649642
Q4	5042541
Q3	2075087

Total SOLD_QUANTITY by Quarter in
2020



insights



Together, Q1 and Q2 contributed **66%** of the total sold quantity, showcasing strong performance in the **first half of the year**.

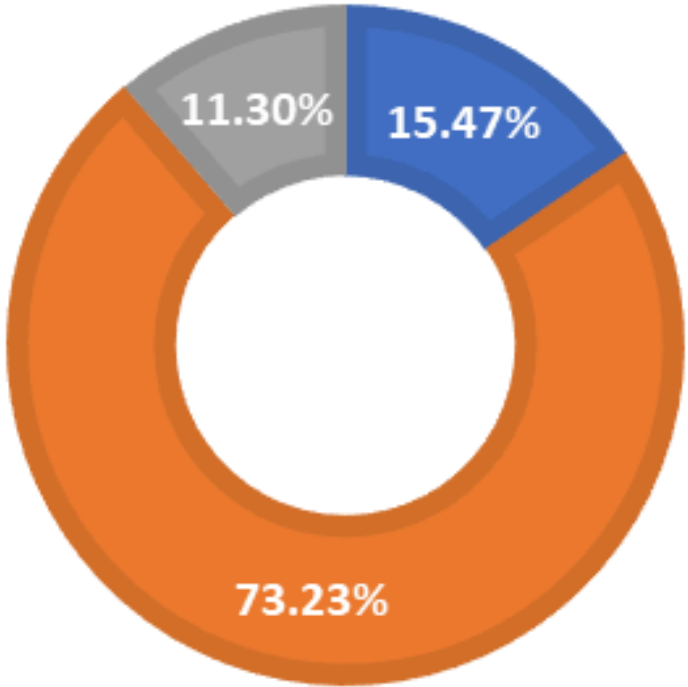
9.

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields, channel gross_sales_mln percentage

channel	total_gross_sales_mln	gross_sales_pct
Direct	2575.32	15.47
Retailer	12190.82	73.23
Distributor	1880.26	11.30

GROSS_SALES_PERCENTAGE BY CHANNEL

Direct Retailer Distributor



the Retailer channel contributed **73.23%** of the total gross sales, which is more than **two-thirds** of the total sales.

10.

Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

The final output contains these fields, division product_code

	division	product_code	total_sold_quantity	ranks
▶	N & S	A6720160103	1159222	1
	N & S	A6818160201	1128104	2
	N & S	A6419160301	729696	3
	P & A	A2319150302	683634	1
	P & A	A2219150204	682321	2
	P & A	A2319150306	681531	3
	PC	A4218110202	26012	1
	PC	A4319110306	25978	2
	PC	A4118110107	25963	3



The majority of products prefer **Standard** and **Premium** variants



Thank you