



# *CONSUMER GOODS AD\_HOC INSIGHTS*

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# Agenda



MARKETS IN APAC  
REGION



UNIQUE PRODUCTS



SEGMENT WISE REPORT



COUNT DIFFERENCE



MANUFACTURING COST



DISCOUNT PERCENTAGE  
AS PER CUSTOMER



SALES TREND



QUATER WISE SALES IN  
2020



% DISTRIBUTION OF  
SALES BY CHANNEL



TOP 3 PRODUCTS AS PER  
DIVISION

# MARKETS IN APAC REGION

Atliq is one of the leading computer hardware producer in India and is well expanded all over the world the markets that is operate in APAC Region are as follows:

- India
- Indonesia
- Phillipines
- Bangladesh
- Australia
- Japan
- South Korea



# UNIQUE PRODUCTS

Unique Products that were introduced in year 2020 were 245 and unique products that were introduced in 2021 were 102 there was a decrease of 58.40% in introduction of new products.

245

UNIQUE PRODUCTS IN  
2020

102

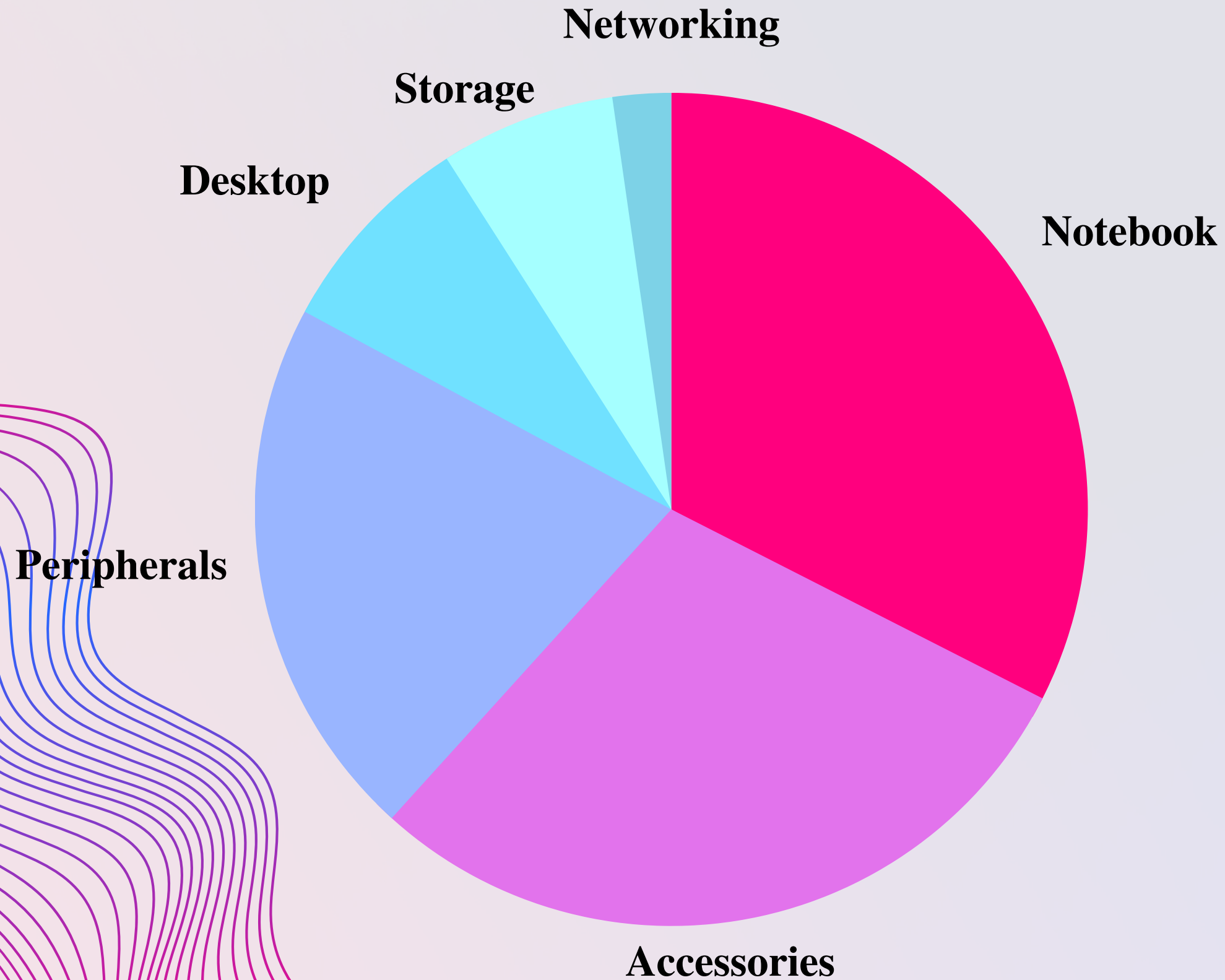
UNIQUE PRODUCT IN  
2021

-58.40%

PERCENTAGE  
CHANGE



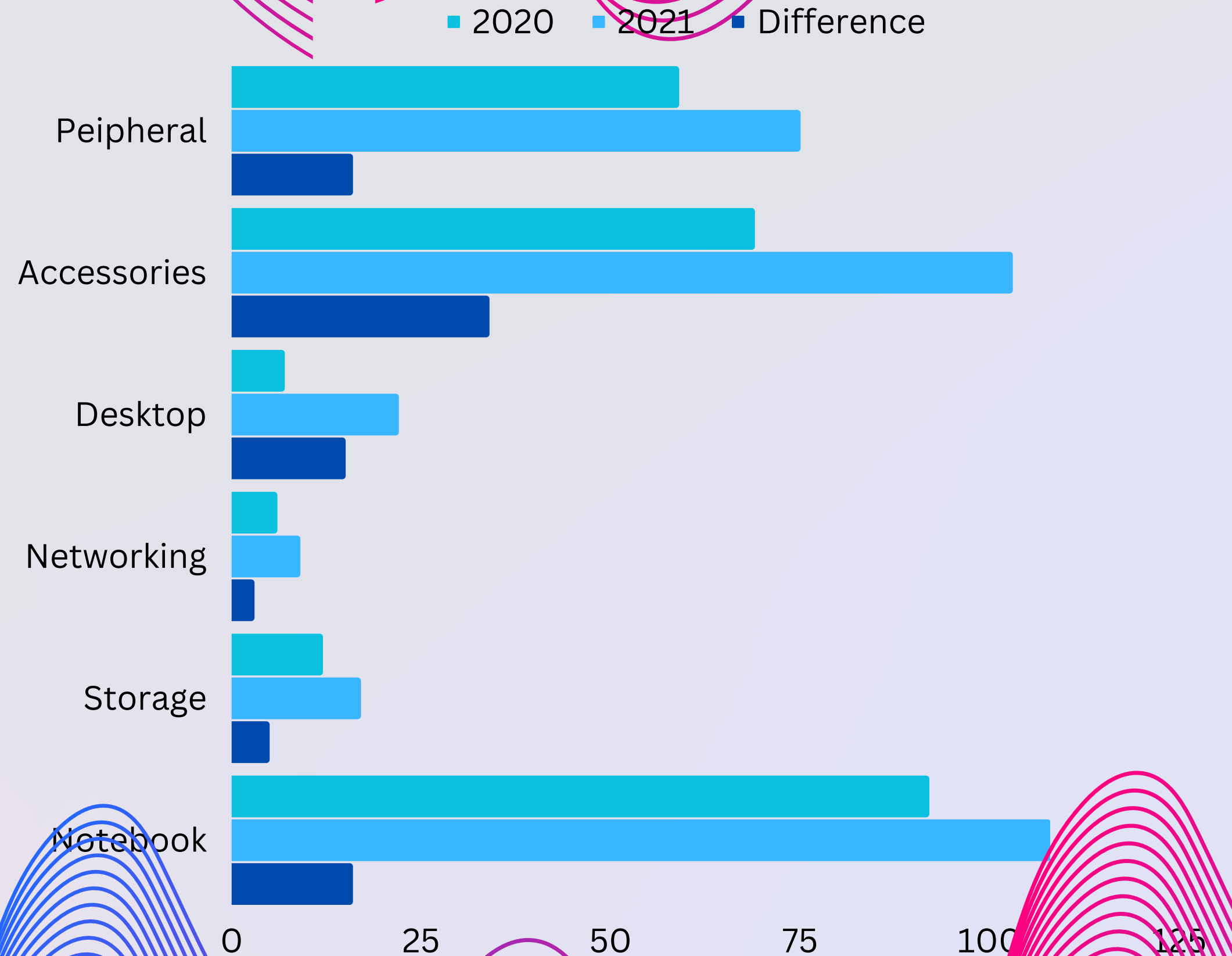
# SEGMENT WISE REPORT



There are number of segments in which the company produces products the large number of products are created in the Notebook Segment and least products in the Networking segment.

# COUNT DIFFERENCE

There is a positive difference between 2020 product count and 2021 .The product count of 2021 is more that that of 2020 .There is an increase in product production as per years



# MANUFACTURING COST

There are a number of products manufactured in the company and they have a range of manufacturing cost. The product with highest Manufacturing cost is AQ Home Allin 1 Gen 2 and lowest is AQ Master wired x1 Ms.

0.89

**AQ Master  
wired x1Ms**

240.53

**AQ HOME  
allin 1 Gen2**



# DISCOUNT PECENTAGE AS PER CUSTOMER

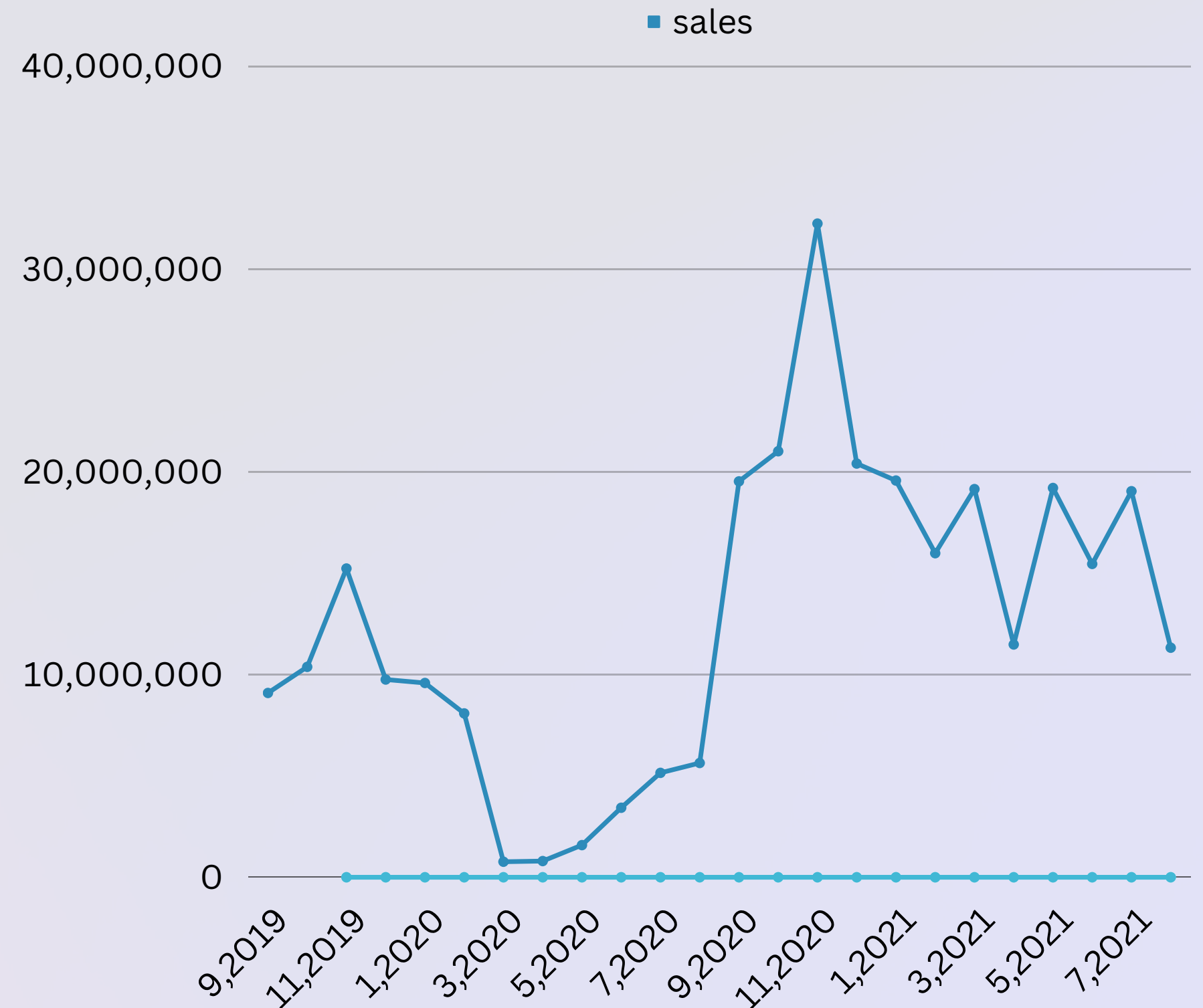
The are number of customer through which the company operates but the top five companies that operates with the highest discount % are as follows

Customer Code	Customer	Pre involved discount %
90002009	Flipkart	30.83
90002006	Vivkes	30.38
90002003	Isona	30.28
90002002	Croma	30.25
90002016	Amazon	29.33



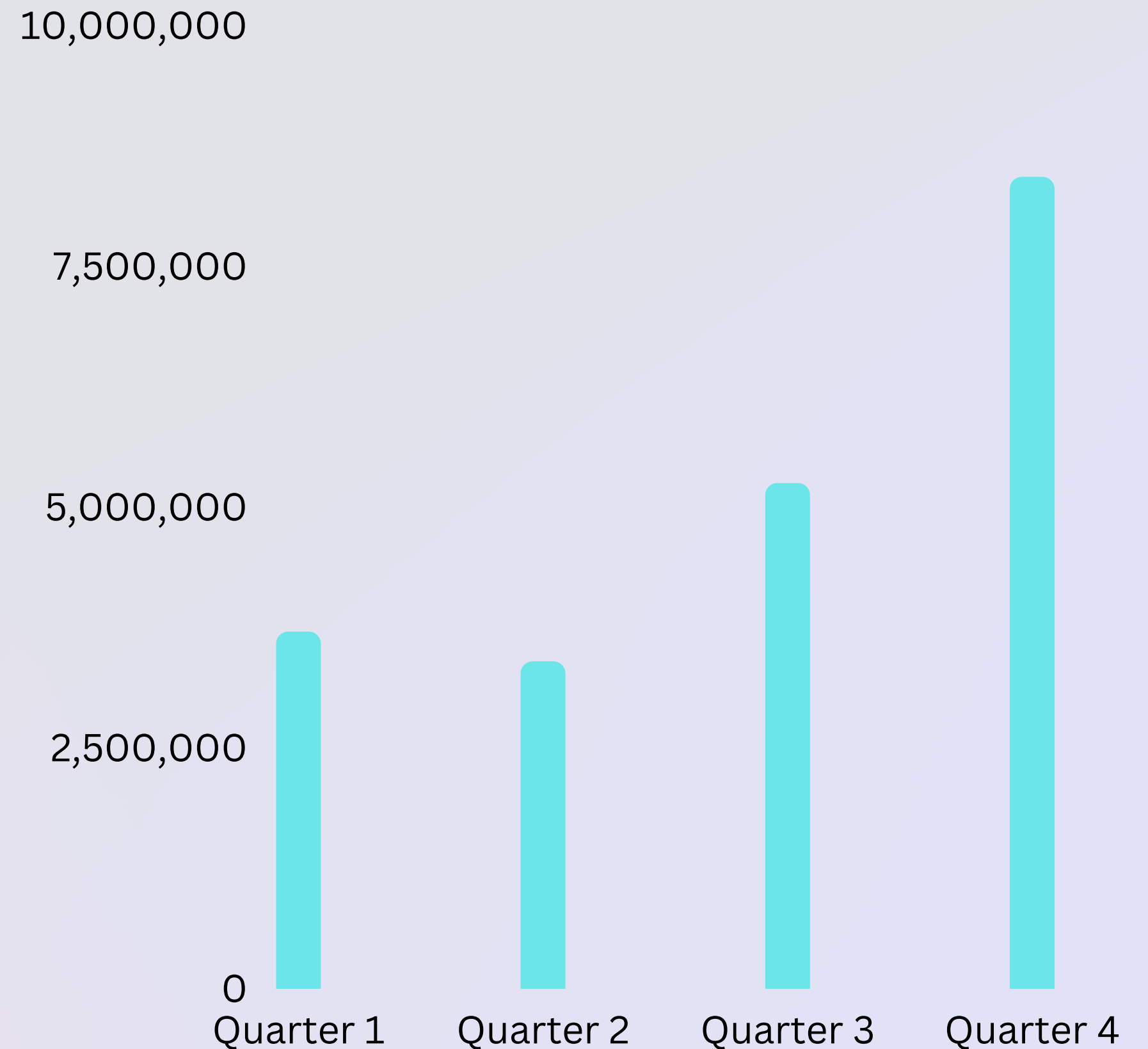
# SALES TREND

The sales has been increasing over the year of 2019 but there was steep fall in the month of march 2020 then their was a increase in the sale up to the month of November 2020 and then after the sales has been moving in the range between 10 millions to 20 millions



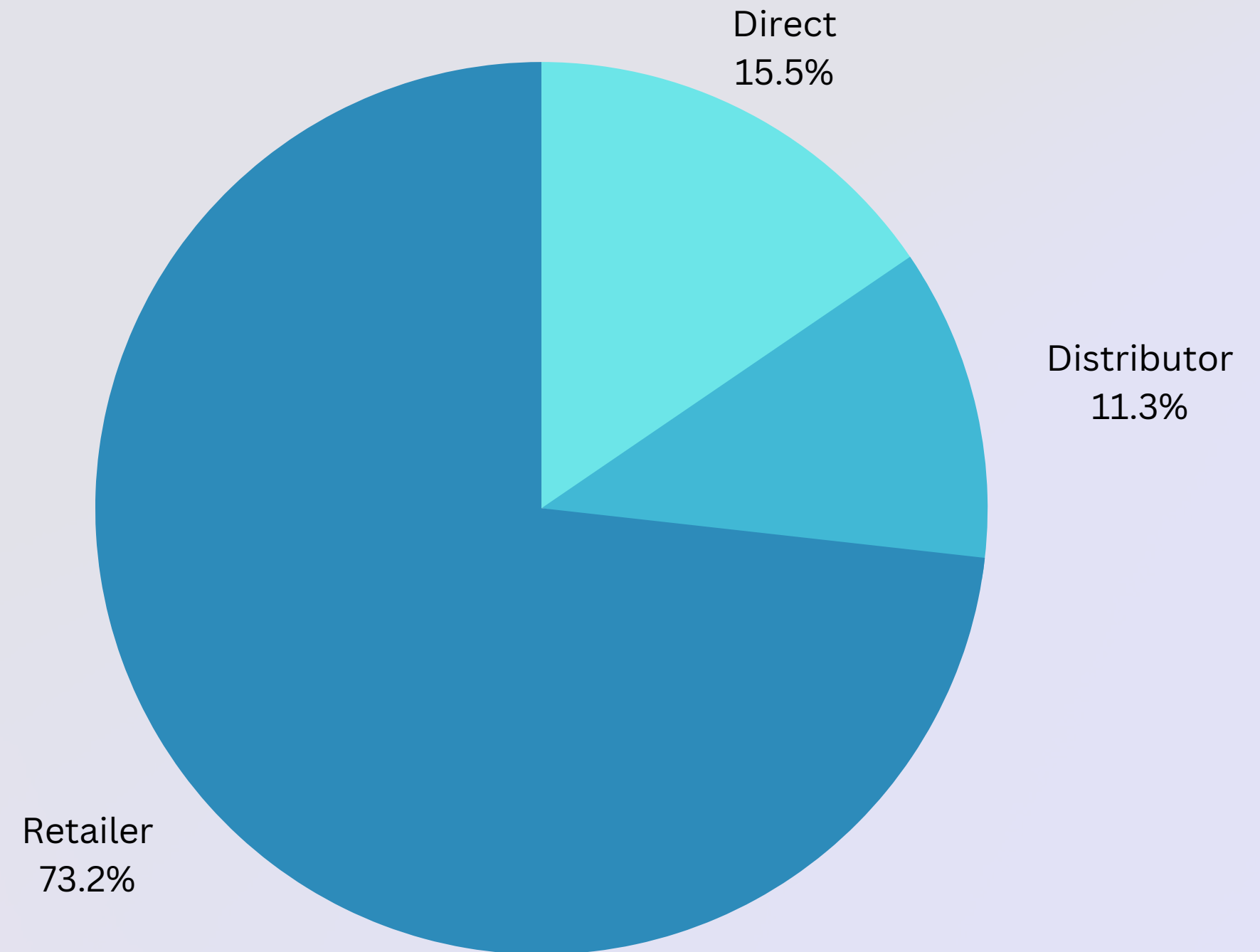
# QUATER WISE SALES IN 2020

The sales in the year of fiscal year 2020 has been increase through out the year but their was a drop in the second Quater but then after the sales has been gradually increasing



# % DISTRIBUTION OF SALES BY CHANNEL

The amount of sales generated is not well distributed among the three channels it is most in the Retailer channel as most amount of sales is generated by the end consumers.



# TOP 3 PRODUCTS AS PER DIVISION

Rank	Product	Product Code	Division	Quantity
1	AQ Pen Drive 2 IN 1	A6720160103	N & S	701373
2	AQ Pen Drive DRC	A6818160202	N & S	688003
3	AQ Pen Drive DRC	A6819160203	N & S	676245
1	AQ Gamers Ms	A2319150302	P & A	428498
2	AQ Maxima Ms	A2520150501	P & A	419865
3	AQ Maxima Ms	A2520150504	P & A	419471
1	AQ Digit	A4218110202	PC	17434
2	AQ Velocity	A4319110306	PC	17280
3	AmazonAQ Digit	A4218110208	PC	17275



*THANK YOU*

