

ATLIQ HARDWARE

Consumer Goods Insights
Presented by Pyae Sone Kyaw

Introduction

ATLIQ HARDWARE

Leading computer hardware producers in India and well expanded in other countries too.



Understanding Our Customers

CUSTOMER KEY ATTRIBUTES

CUSTOMER CODE

unique identification codes

CUSTOMER

names of customers

PLATFORM

company's products or
services are sold

CHANNEL

distribution methods used to
sell a product

MARKET

countries in which the
customer is located

REGION

countries according to their
geographic location

SUB_ZONE

breaks down the regions into
sub-regions



Understanding Our Products

PRODUCTS KEY ATTRIBUTES

PRODUCT CODE

unique identification codes

PRODUCT

names of product

DIVISION

categorizes products into groups

SEGMENT

categorizes products further within the division

CATEGORY

classifies products into specific subcategories within the segment

VARIANT

classifies products according to their features, prices, and other characteristics



Understanding Our Timeline

Fiscal Year

2020

September 2019 to August 2020

2021

September 2020 to August 2021

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Market of Customer “Atliq Exclusive” who operates in “APSC” Region

INDIA

INDONESIA

JAPAN

PHILIPPINES

SOUTH KOREA

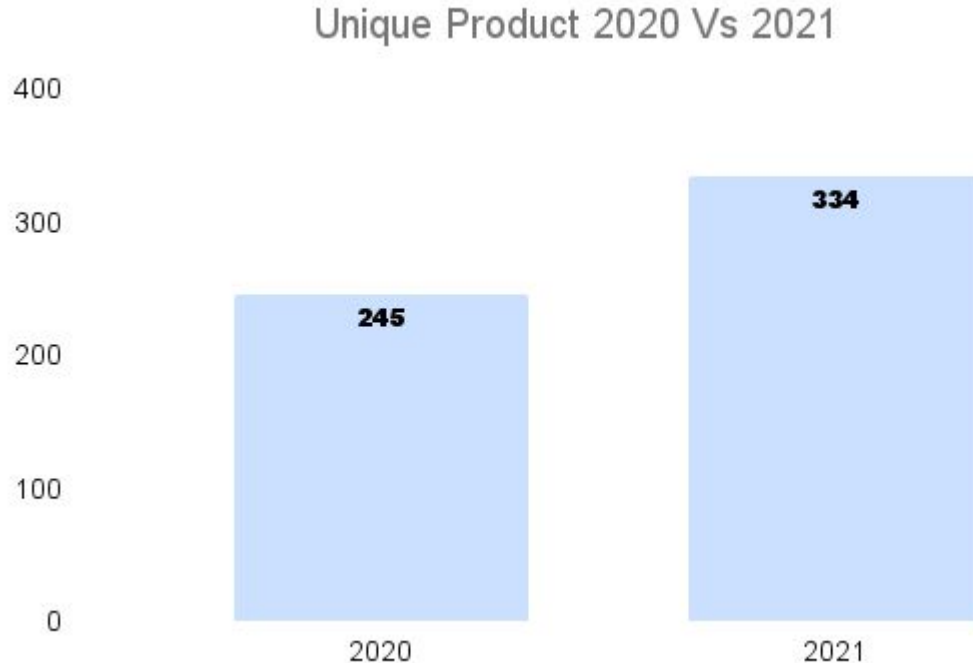
AUSTRALIA

NEW ZEALAND

BANGLADESH

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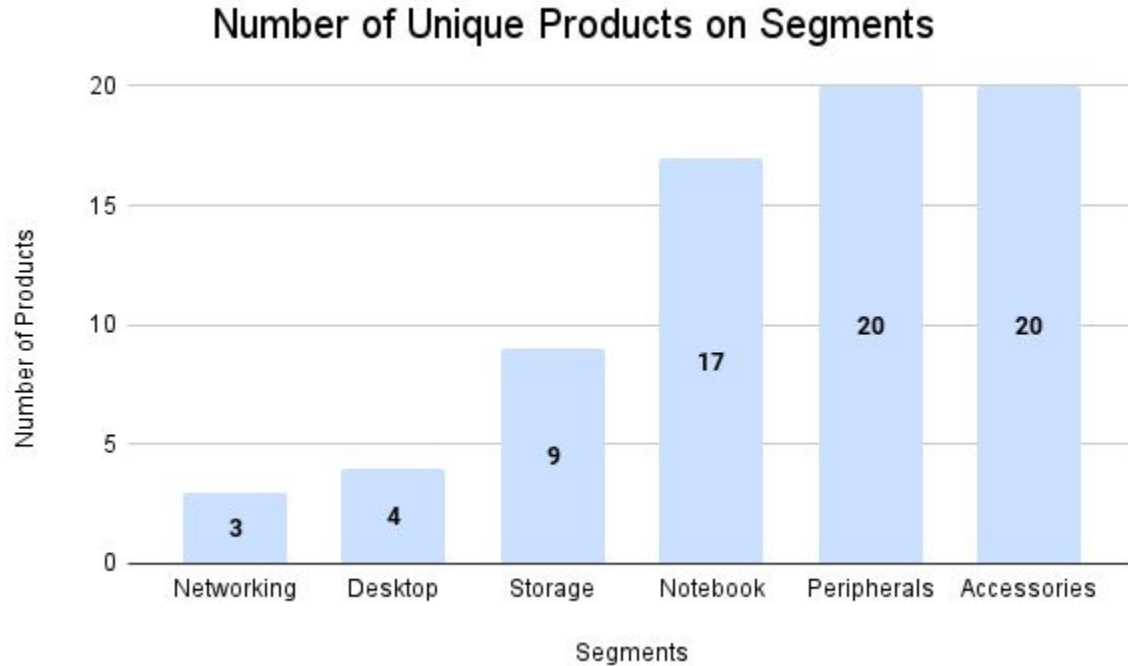
Percentage of Unique Product Increase in 2021 vs 2020



"In the fiscal year **2021**, we observed a significant increase in our product offerings. Specifically, there was a **36.33% ↑** increase in the number of unique products compared to the fiscal year **2020**."

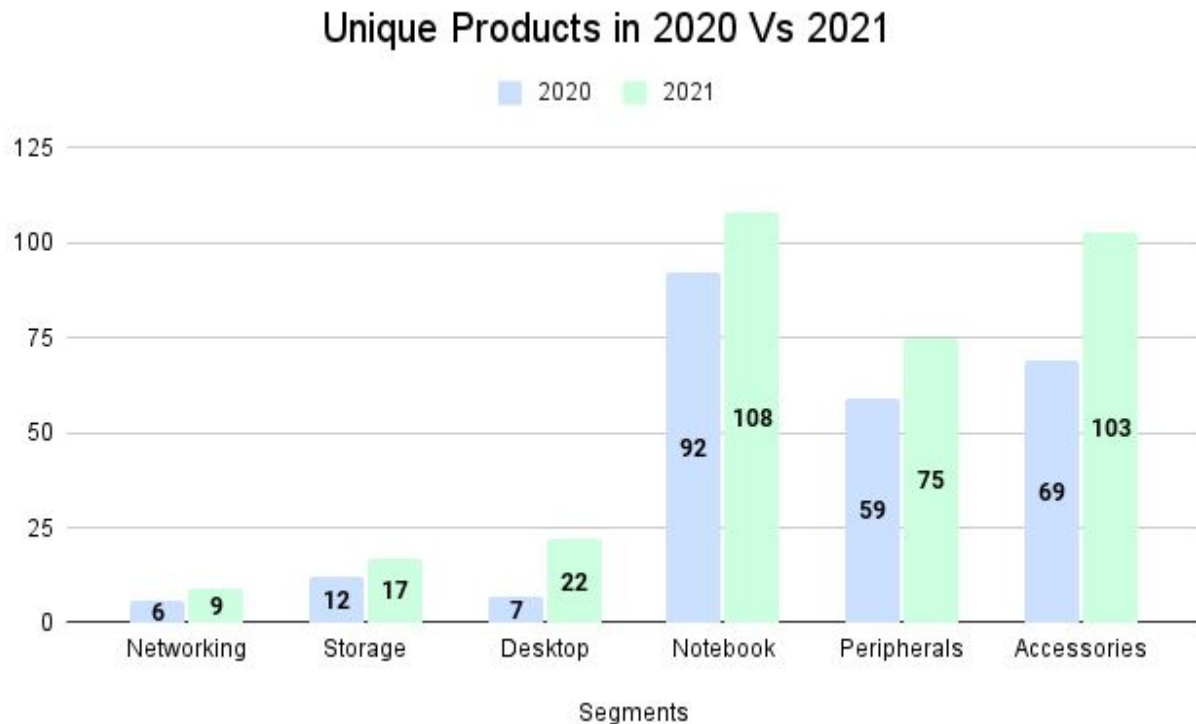
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Unique product counts for each segment



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Segments of unique products 2020 vs 2021



Networking : 3 ↑
Storage : 5 ↑
Desktop : 15 ↑
Notebook : 16 ↑
Peripherals : 16 ↑
Accessories : 34 ↑

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Highest & Lowest Manufacturing Cost of Products

Highest

AQ Master wired x1 Ms

A2118150101

\$ 0.892

Lowest

AQ HOME Allin1 Gen 2

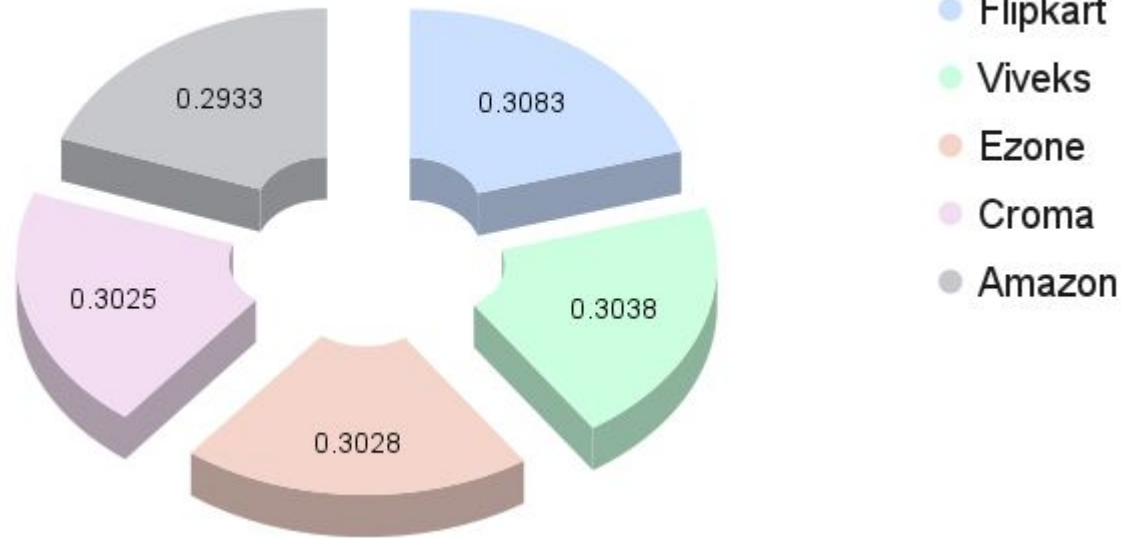
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\$ 240.5364

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India Market Top 5 Average High Pre Invoice Discount % in 2021

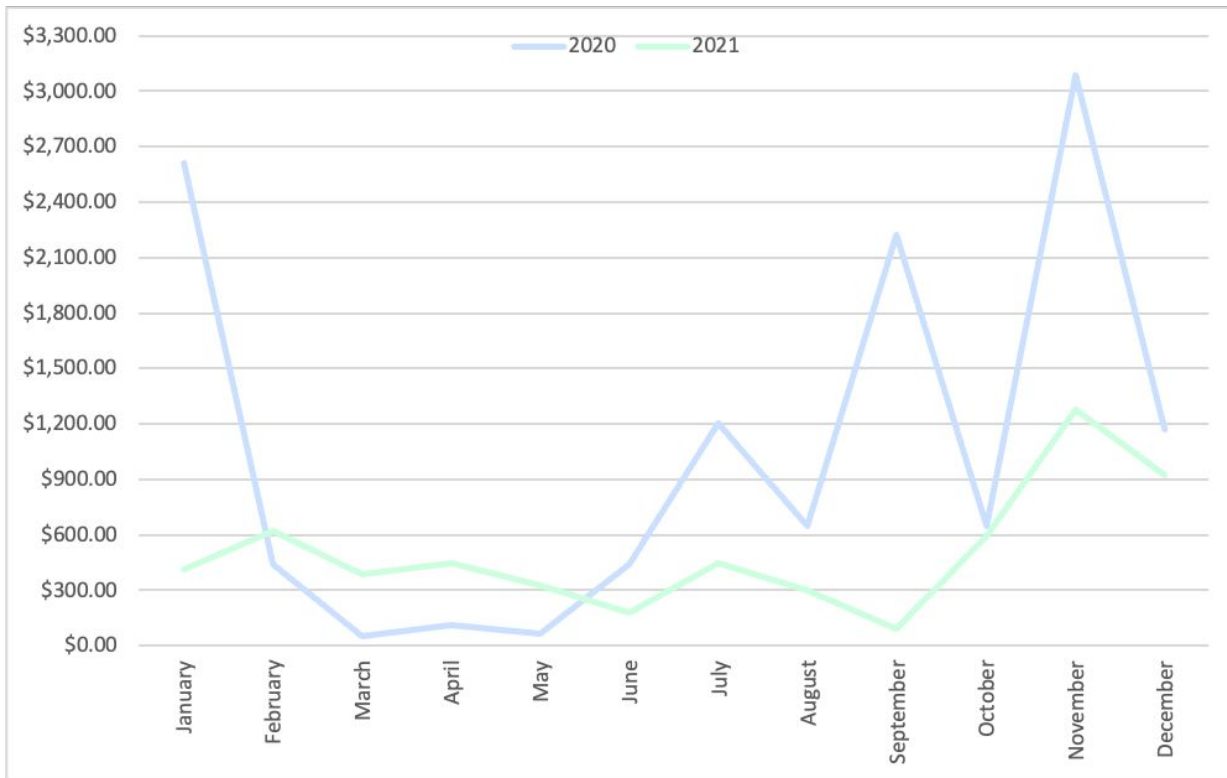
Top 5 India's Market Pre Invoice Discount Percentage



Flipkart has achieved the **highest** pre-invoice discount among all in **India's Market**

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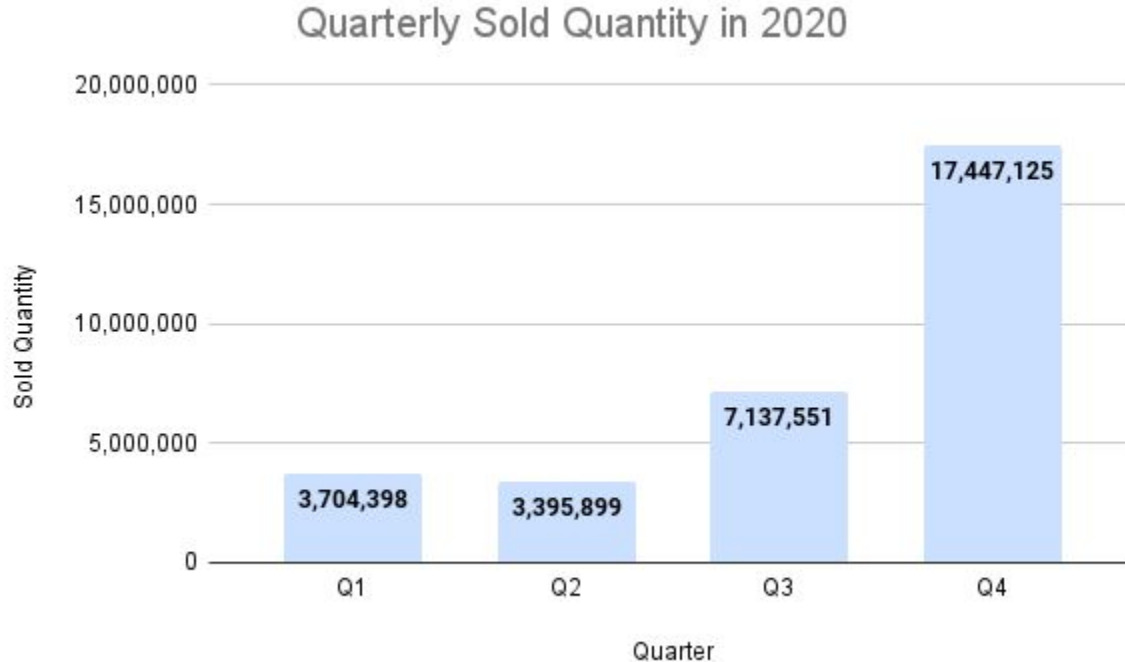
Gross Sales According to Months in 2020 vs 2021



Gross Sale	Fiscal Years	
Months	2020	2021
January	\$2,613.40	\$415.81
February	\$438.27	\$623.72
March	\$48.70	\$386.11
April	\$113.63	\$445.51
May	\$64.93	\$326.71
June	\$438.27	\$178.20
July	\$1,201.19	\$445.51
August	\$649.29	\$297.01
September	\$2,223.83	\$89.10
October	\$649.29	\$594.02
November	\$3,084.14	\$1,277.13
December	\$1,168.73	\$920.72

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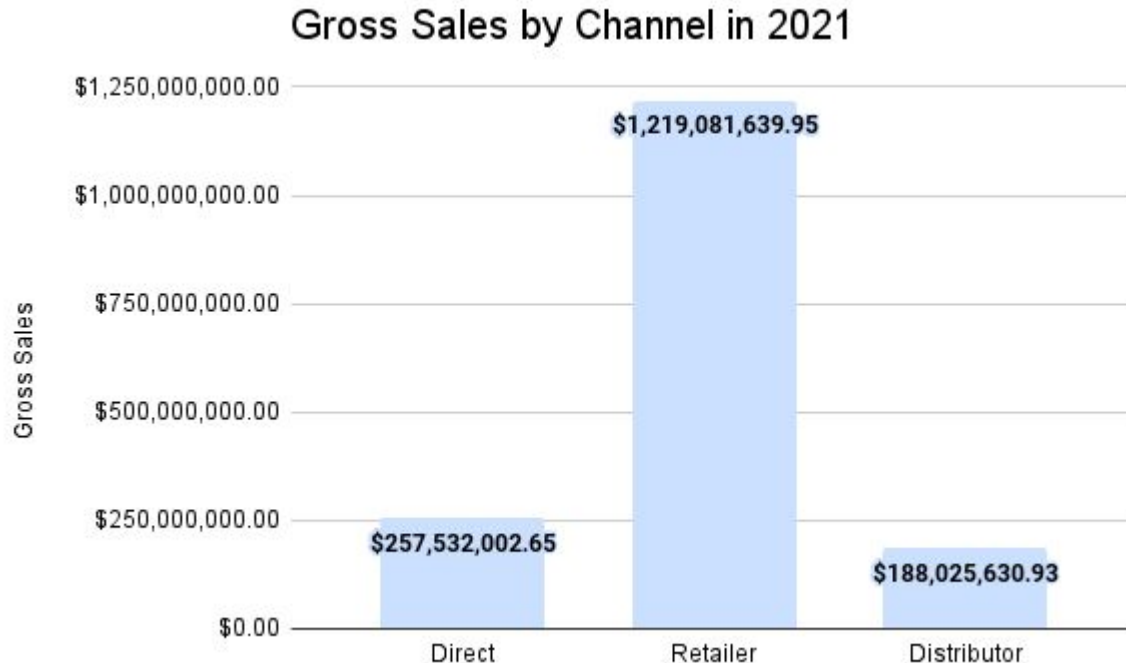
Quarterly Sold Quantity Analysis for 2020



Overall, despite the initial fluctuations, the **sold quantities** demonstrated a **strong upward** trend, culminating in a substantial increase in the **final quarter** of 2020.

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Channel Contributions to Gross Sales in 2021



The **retailer** channel emerged as the dominant sales driver in 2021, significantly outperforming the **direct** and **distributor** channels. Each channel's performance reflects the diverse strategies and market penetration levels achieved throughout the year.

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Top 3 Products by Total Sold Quantity in Each Division for Fiscal Year 2021

N & S

1. AQ Pen Drive 2 IN 1
QTY : 701,373
2. AQ Pen Drive DRC
QTY : 688,003
3. AQ Pen Drive DRC
QTY : 676,245

P & A

1. AQ Gamers Ms
QTY : 428,498
2. AQ Maxima Ms
QTY : 419,865
3. AQ Maxima Ms
QTY : 419,471

PC

1. AQ Digit
QTY : 17,434
2. AQ Velocity
QTY : 17,280
3. AQ Digit
QTY : 17,275

Top 3 Products by Total Sold Quantity in Each Division for Fiscal Year 2021

The analysis highlights the **best-performing** products within each division, with the **N & S division** showing particularly strong sales figures. This detailed breakdown provides valuable insights into product performance and market demand across different divisions.





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Thank you 🙌