

ATLIQ HARDWARE

Bridging Data Gaps: Strategic Insights to Enhance Decision-Making

Context of the Work

Atliq Hardware is India-based manufacturer of computer hardware offering quality products to the domestic as well as international markets. Innovative capabilities, technology and an aim to cater to diverse requirements of a global customer base have helped Atliq Hardware expand its reach beyond India, establishing a strong presence in various international markets.

Due to its strong market position, Atliq Hardware cannot afford to miss out on critical insights. However, management suffers from a lack of essential insights from past analysis report. This gap in historical data severely restricts the company's ability to make quick and smart, data-informed decisions. Without actionable insights, the organization fails to identify sales trends, understand its product offerings, or what the pandemic's impact has been on our sales growth objectives.. To address this, management has shared ad hoc requests with data analysts who provide the necessary insights for informed decisions.

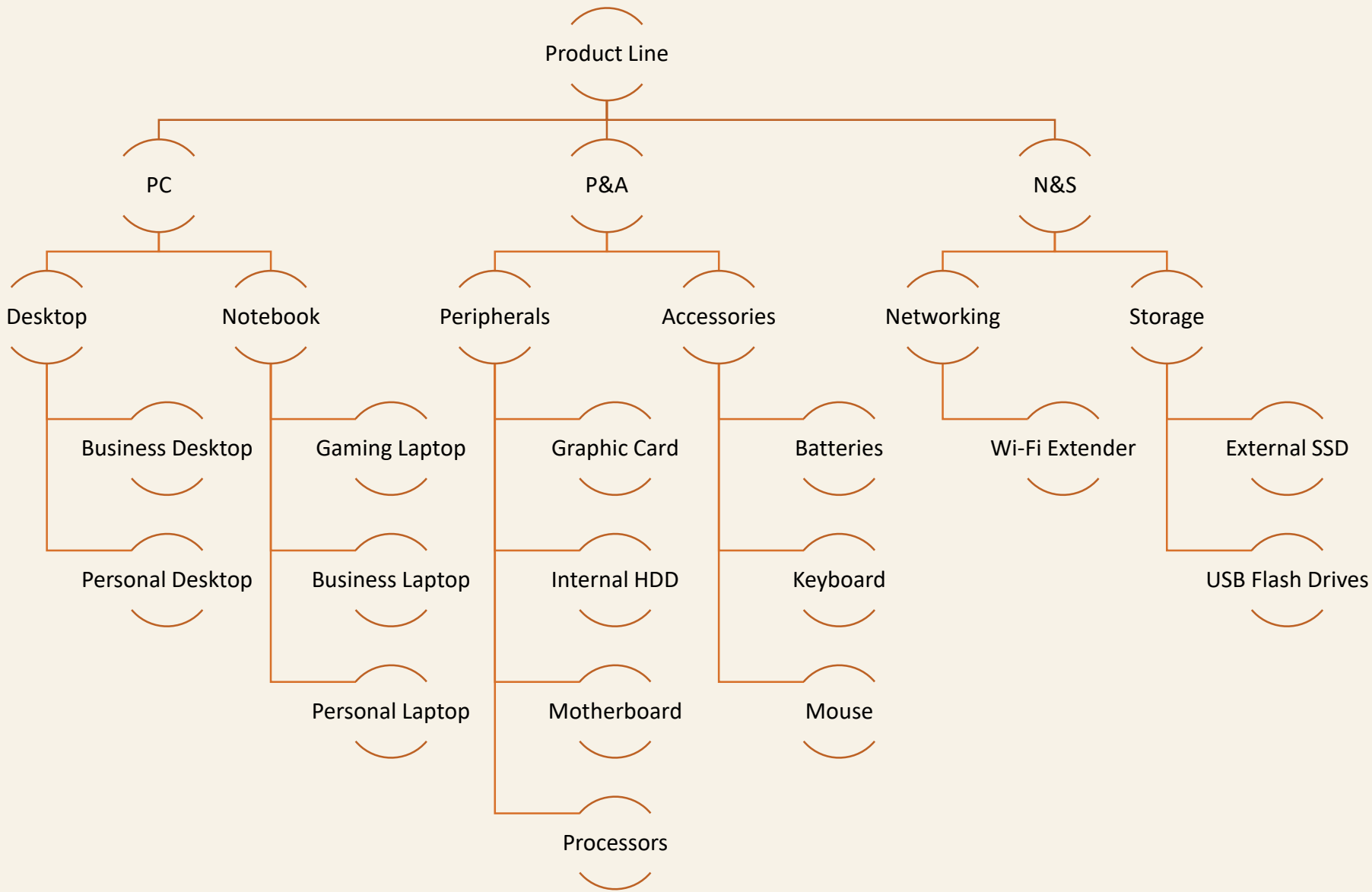
How can the management's ad hoc demands for the information needed to make decisions be fulfilled?

To address this challenge, we propose a data-driven approach utilizing SQL queries to extract relevant data from various sources. By generating comprehensive, actionable report, we will empower management to gain deeper insights into sales trends, customer preferences, and market dynamics. This proactive strategy will not only improve accuracy in forecasting but also enhance the organization's agility in responding to changes in the market.

Our Global Market Presence spans across North America, Europe, Latin America , and Asia-Pacific Region Countries



Atliq Hardware Product Line Breakdown: Divisions, Segments, and Categories



Sales Channels Uncovered: Direct, Retail, and Distributor Approach

Direct Sales

Direct sales channel is about reaching the final customers directly and cutting off the intermediaries in one go. Atliq Hardware boasts itself for being a direct sales channel as it takes advantage of its self-owned channels both online and standalone, physical stores to build close relationships with consumers. The strategy allows for the most personalized services but also shows what kind of preferences their customers possess.

Atliq Hardware has physical branches in all major international destinations. This allows a platform where customers can easily walk in and make their purchases. An excellent combination between both 'brick-and-mortar' locations and a highly appropriate e-commerce site gives Atliq Hardware access to its customers in the most convenient and efficient manner possible.

Retailer Sales

Retailer sales refer to sales transactions of Atliq Hardware's products through various third-party outlets and sellers. These comprise chains like electronics shops and department stores, apart from specialized computer hardware shops. Additionally, most retailers include Atliq products in their e-commerce ventures, so they have increased the visibility and made shopping online easier for consumers.

This retail channel extensively widens the company's reach, ensuring that its products are indeed available to a wider customer population. It seamlessly fuses the traditional brick-and-mortar shop experience with online options so that it meets the disparate needs of consumers. In addition, Atliq Hardware has collaborated with a retailer to operate an Atliq-only retail outlet; the retailer looks after all sales and inventory control functions for ease in shopping.

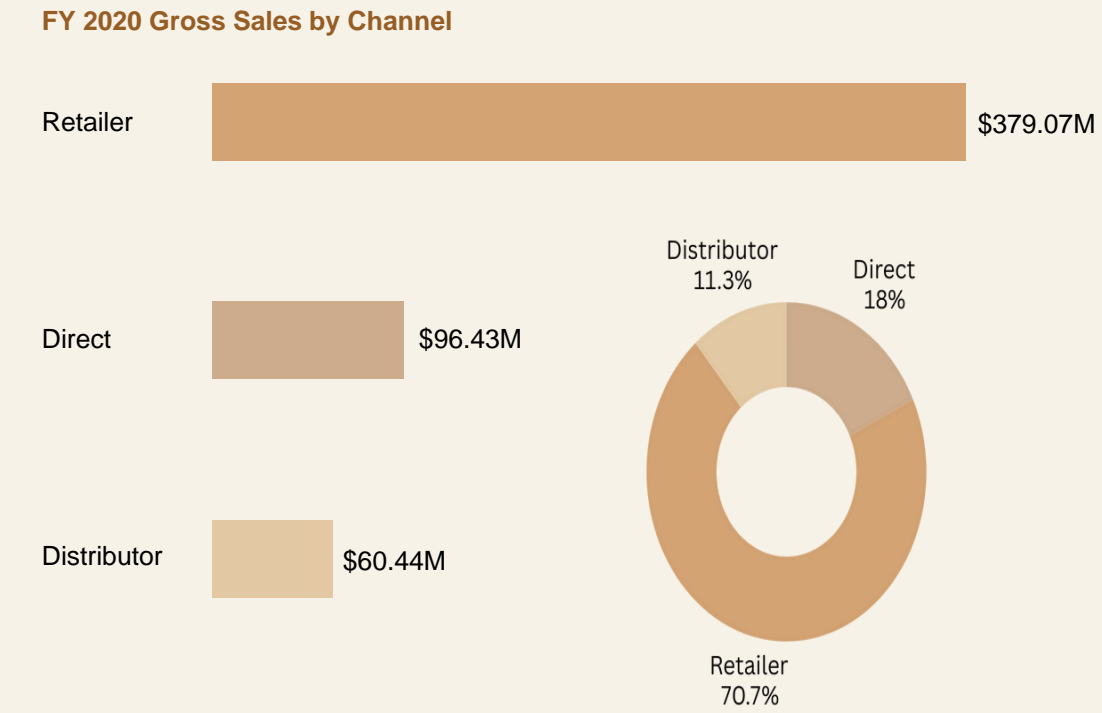
Distributor Sales

Distributor sales involve selling products to wholesalers or distributors, who then resell to retailers or even to customers. This particular channel of distribution allows Atliq Hardware to be able to take advantage of the web of complex networks and broad market knowledge of their partners for a fast delivery of goods and a wider market penetration.

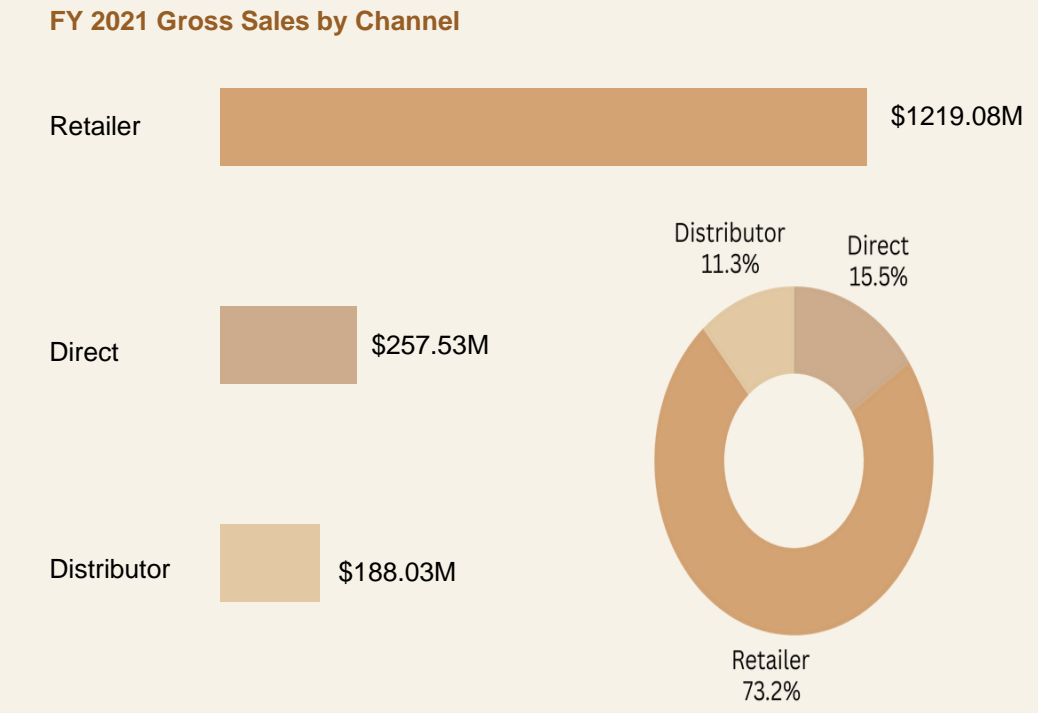
Hardware is sold in large numbers to international distributors, which sell to the local shops, thereby covering a larger business without having direct retail sales logistics costs. This makes the overall business system more efficient and, at the same time, increases the coverage of the market so that Atliq leaves the task of distribution to its business partners while focusing on core business activities.

Retailer Sales Dominate Gross Sales Contribution with ~ 70% in FY 2020 and FY 2021

Retailer Sales Lead in FY 2020, Contributing 70.73% of Total Sales at \$379.07 Million



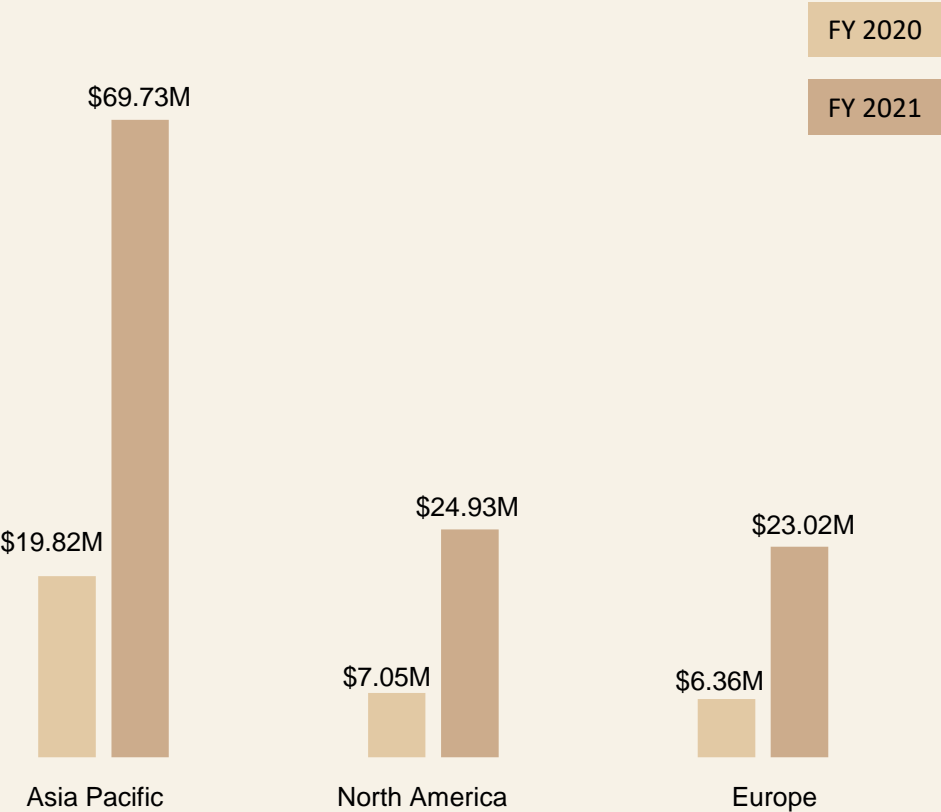
Retailer Sales Lead in FY 2021, Contributing 73.23% of Total Sales at \$1219.08 Million



APAC Region Shines: Atliq Exclusive and Atliq e-Store Achieve Impressive Growth in FY 2021

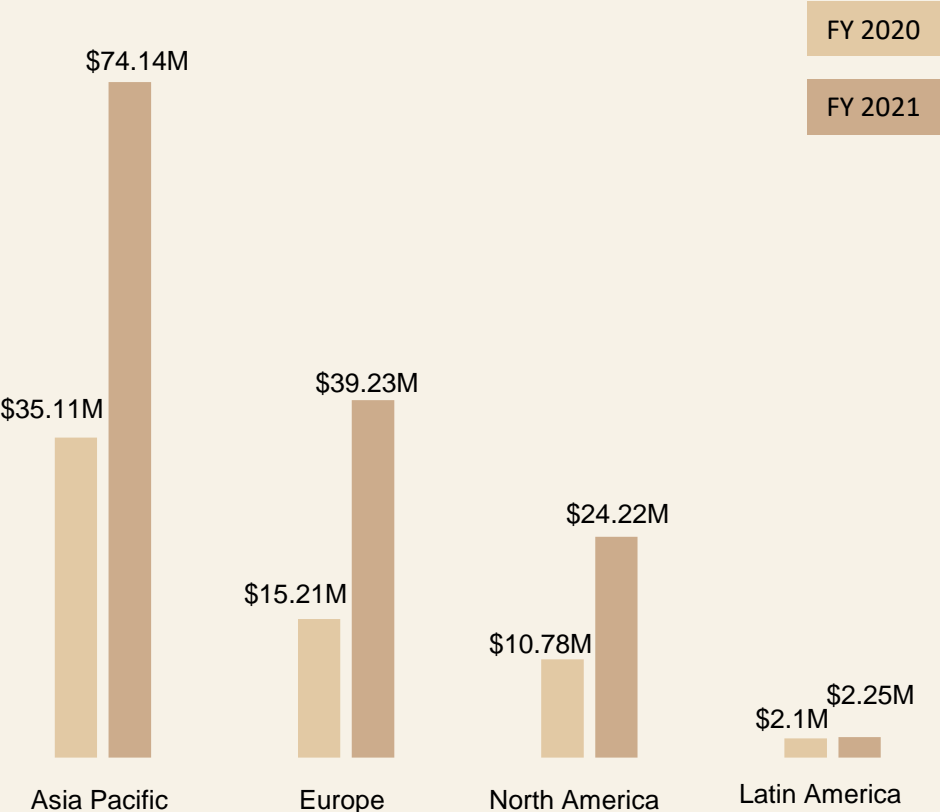
APAC Dominance Exceptional Demand Drives Atliq Exclusive's Growth from FY 2020 to FY 2021

Atliq Exclusive Regional Sales Performance : FY 2020 vs FY 2021



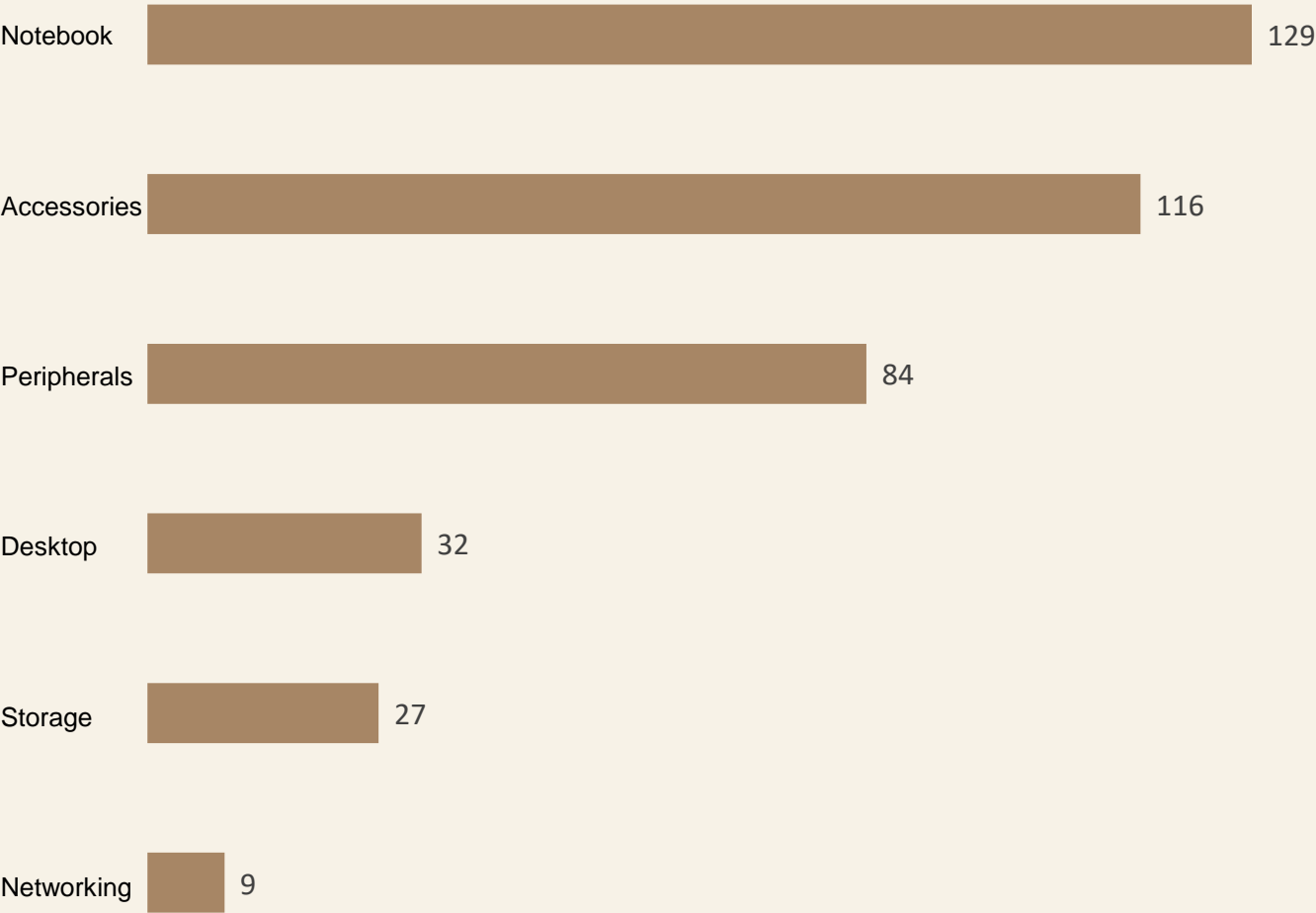
APAC Dominance Exceptional Sales Growth for Atliq e-Store from FY 2020 to FY 2021

Atliq e-Store Regional Sales Performance : FY 2020 vs. FY 2021



Notebooks and Accessories Take the Lead in Product Count, Showcasing Core Strength and Strategic Focus

Market Presence: Overview of Active Products by Segment



The portfolio is divided into two major lines: notebooks—with 129 items—and accessories—with 116 items. Both areas not only reflect the depth and breadth of our market presence but also represent our emphasis on essential consumer needs.

And by doing so, we are proud of the diversified offerings, too. Our peripherals segment, at 84 products, ensures, along with desktops at 32 products and storage at 27, that we address market demands across the board.

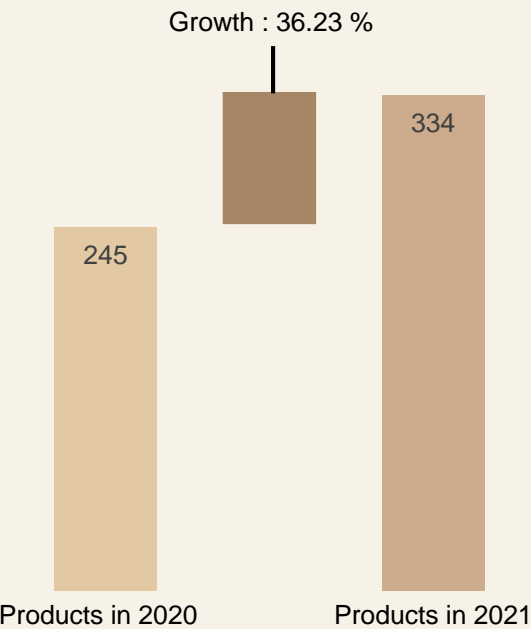
We have high-performance categories that continue to come out on top, where we vie for our competitive edge. Our smaller networking segment at 9 products is a testament to our commitment to bringing holistic tech solutions to each consumer's need.

Product Growth Overview 36.23% Increase from 2020 to 2021

Driven by Notebooks, Accessories, Peripherals, and Desktops...

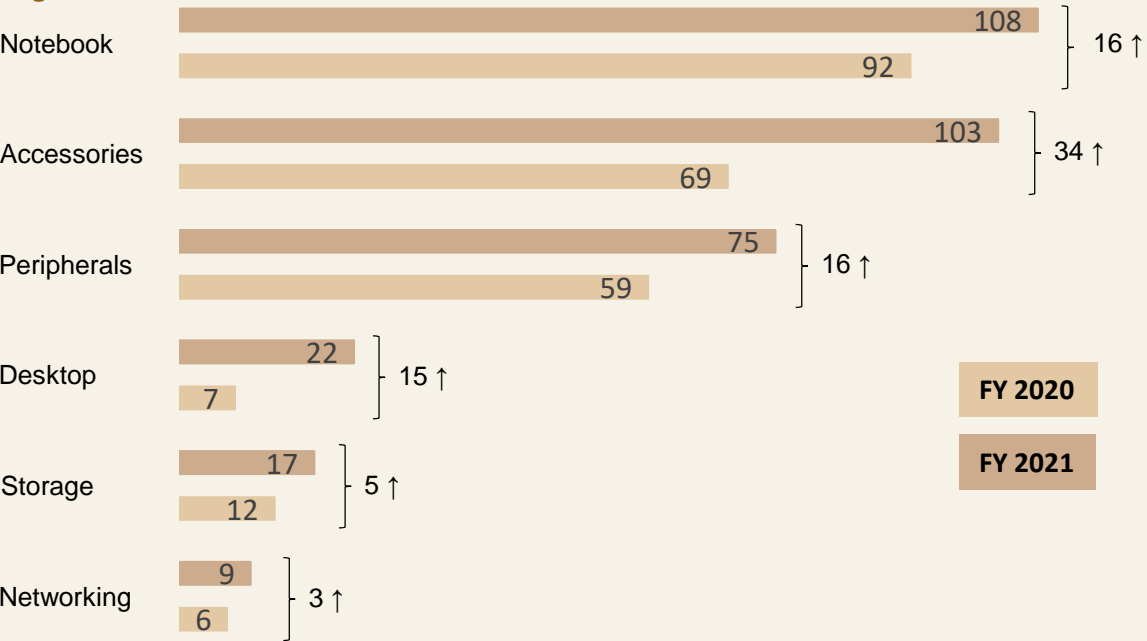
FY 2021 Featured 89 New Product Launches, Driving a 36.23% Growth Compared to the Previous Fiscal Year

Product Inventory Overview for FY 2020 and FY 2021



Major Product Growth Contribution Comes from Accessories Segment Followed by Notebooks, Peripherals and Desktops

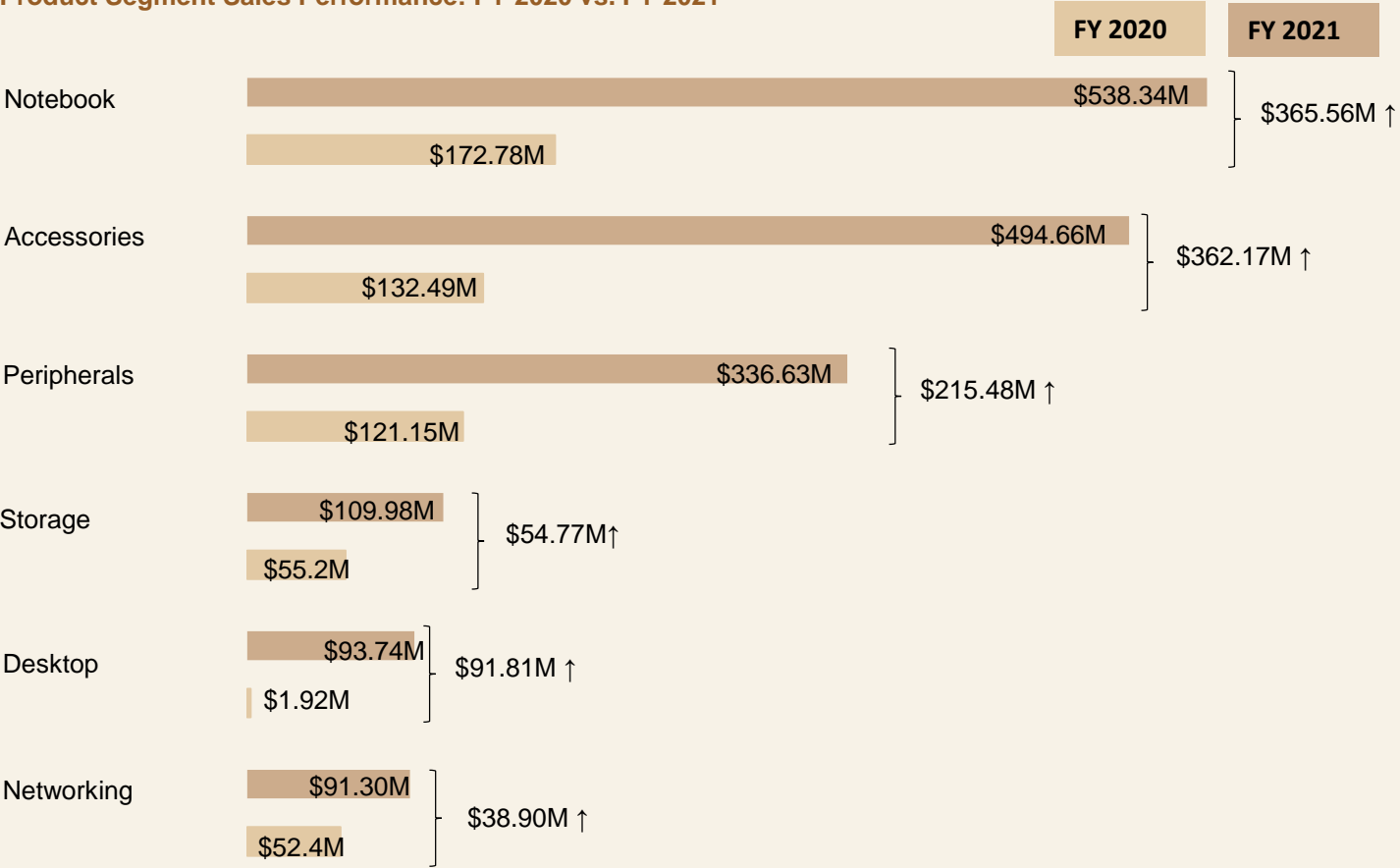
Segment-Wise Product Count Growth for FY 2020 and FY 2021



With a remarkable growth rate of 36.23%, much has been accomplished by our manufacturing company. This has largely been borne out of our thoughtful introduction of new products at the changing needs of customers due to the pandemic. When consumers look for innovative solutions, the expansion of notebooks, accessories, peripherals, and desktops further helped to fuel that growth. Particularly, we launched 34 models in the new Accessories category, along with 16 new Notebooks, 16 Peripherals, and 15 new Desktop models. Each one of these has added immense value to our overall success and reflects commitment to meeting customer demands within a rapidly changing market.

... and Segment Sales Surge Driven by Expanded Product Offerings and Pandemic Impact: A Key Factor in 2021 Growth

Product Segment Sales Performance: FY 2020 vs. FY 2021



Accessories: The product count increased by 34 units, resulting in a substantial sales boost of \$362.17 million. This strong demand for accessories likely played a significant role in overall sales growth.

Notebooks: An increase of 16 units in notebook products led to an impressive rise in sales of \$365.56 million, underscoring their importance as a major revenue driver in the market.

Peripherals: A similar trend is observed in peripherals, with a product increase of 16 units and a sales boost of \$215.48 million, highlighting their growing relevance in consumer electronics.

Desktops: Although desktops saw a product increase of 15 units, they experienced the most dramatic sales rise of \$91.81 million. This anomaly may reflect a resurgence in desktop demand, possibly driven by remote work trends.

Storage: The modest product increase of 5 units was accompanied by a sales increase of \$54.77 million, indicating steady but less dramatic growth in this category.

Networking: With a product increase of 3 units, networking sales rose by \$38.90 million, demonstrating a smaller but positive contribution to overall sales.

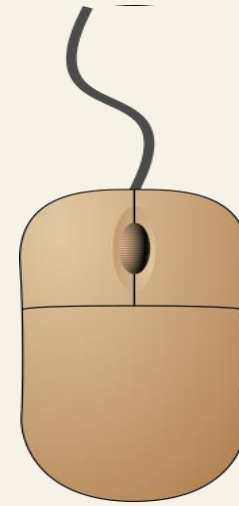
Manufacturing Costs: Highest for AQ HOME Gen 2, Lowest for AQ Master Wired X1 Mouse

Personal Desktop



AQ HOME Allin1 Gen 2
A6120110206
\$240.53

Mouse



AQ Master wired x1 Ms
A2118150101
\$0.89

Top 3 Best-Selling Products by Division for FY 2021

1st Rank

2nd Rank

3rd Rank

Networking & Security

**AQ Pen Drive 2 IN 1 –
USB Flash Drives –
Premium
(701.37k Sold Quantity)**

**AQ Pen Drive DRC –
USB Flash Drives –
Plus
(688.00k Sold Quantity)**

**AQ Pen Drive DRC –
USB Flash Drives –
Premium(676.25k Sold
Quantity)**

Peripherals & Accessories

**AQ Gamers Ms –
Mouse –
Standard 2
(428.50k Sold Quantity)**

**AQ Maxima Ms –
Mouse –
Standard 1
(419.87k Sold Quantity)**

**AQ Maxima Ms –
Mouse –
Plus 2
(419.47k Sold Quantity)**

Personal Computer

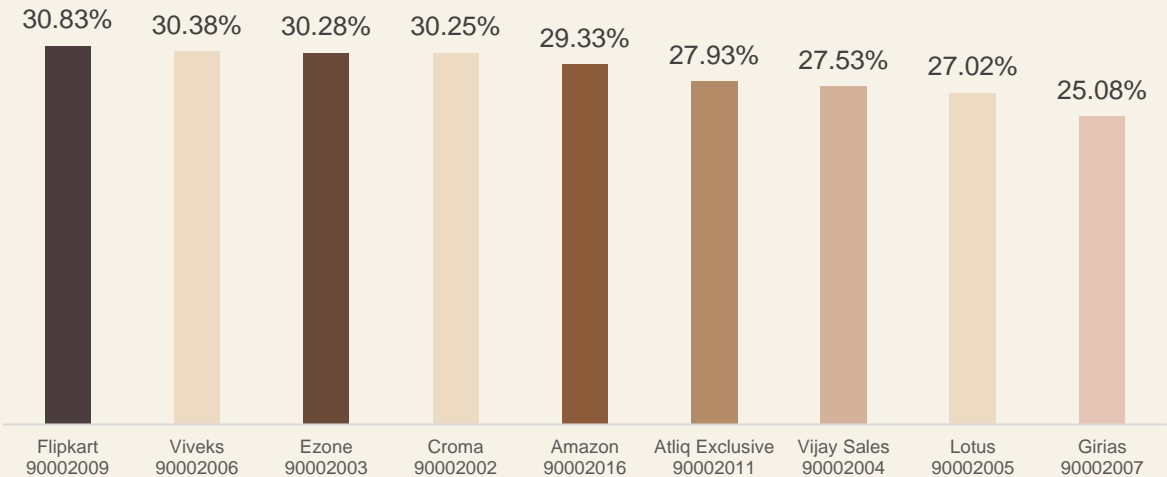
**AQ Digit –
Personal Laptop –
Standard Blue
(17.43k Sold Quantity)**

**AQ Velocity –
Personal Laptop –
Plus Red
(17.28k Sold Quantity)**

**AQ Digit –
Personal Laptop –
Premium Misty Green
(17.28k Sold Quantity)**

6 of 9 Customers with Significant Pre-Invoice Discounts Ranked Among Top 10 Sales Contributors in India for FY 2021

Top Customers by Average High Pre-Invoice Discount %



Implementation of average high pre-invoice discounts to our sales approach is very beneficial because it forced the customers to contribute substantially to collections of gross sales. Of the 9 customers who implemented average high discounts, 6 were accommodated to enter the top 10 sales contributors in India for FY 2021.

Among the leaders, Flipkart managed to secure a discount of 30.83%, which fetched \$30.68 million in sales, taking 2nd position on the list.

Following Flipkart, the next came in the form of Vijay Sales with a discount of 27.53%, which helped to gain \$25.50 million in sales, and got hold of the third spot.

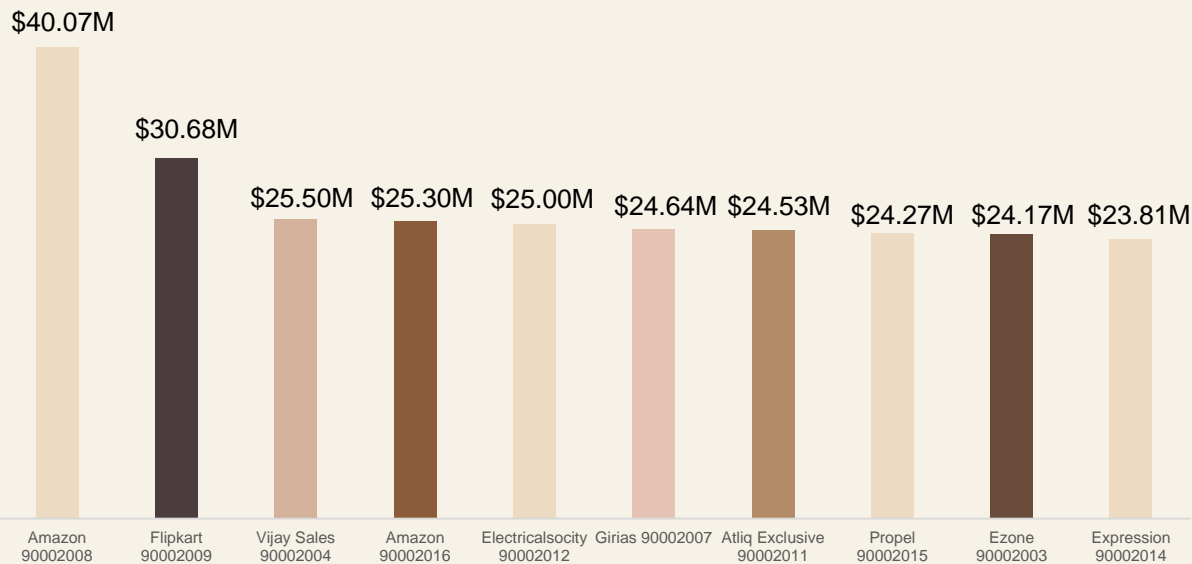
Amazon provided a discount of 29.33% and brought \$25.30 million in sales, thus securing the 4th spot.

Girias secured 6th position with \$24.64 million in sales and a discount of 25.08%.

Atliq Exclusive stands at 8th position, having received a discount of 27.93% after recording sales to the tune of \$24.53 million while

Ezone with a discount of 30.28% sold \$24.17 million, and that leaves them at 9th place.

Top 10 Customers by Most Sales Contribution



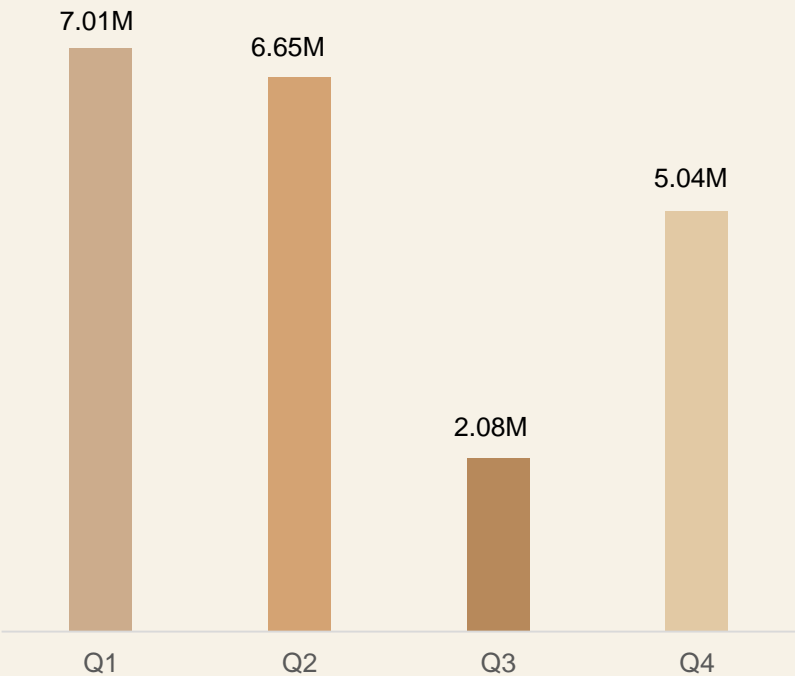
FY 2020 Sales Insights: Q1 Achieves Highest Sales Volume, While Q3 Experiences the Lowest

Monthly Sold Quantity by Quarter, FY 2020

Month	Quarter	Sold Quantity
September	Q1	1.76M
October	Q1	2.19M
November	Q1	3.05M
December	Q2	1.76M
January	Q2	1.70M
February	Q2	3.18M
March	Q3	0.24M
April	Q3	0.82M
May	Q3	1.02M
June	Q4	1.56M
July	Q4	1.69M
August	Q4	1.79M



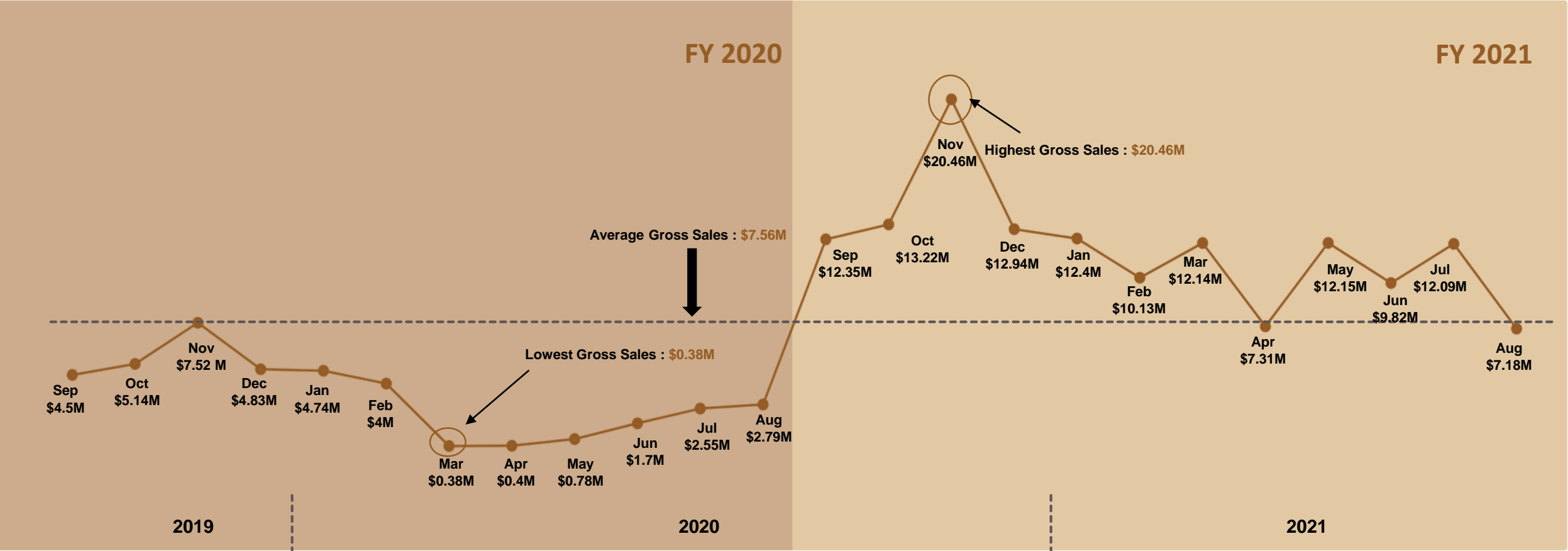
Total Sold Quantity by Quarter, FY 2020



Fiscal year 2020 began on a high note with sales volume peaking at 7.01 million units in the Q1. The Q2 volume also remained strong but fell slightly to 6.65 million units. However, as we stepped into Q3, the pandemic's impact spread across the world and things really came to a low, with sales amounting only to 2.08 million units for that quarter. Lockdowns across the country, combined with a critical chip shortage, had laid bare our weak operations for immense damage. However, while businesses adapted to the new normal by introducing work-from-home initiatives, Q4 made it a considerable turnaround tale with sales bouncing back to 5.04 million units, indicative of a slow stabilization in market as we navigated the effects of the pandemic.

Atliq Exclusive Experiences Remarkable Growth, Reaching Record Sales of \$20.46 Million in November Post-Global Reopening

Atliq Exclusive Monthly Sales Trends: FY 2020 to FY 2021



The normal fluctuation of sales from September to February, but then had to face the biggest sales fall of our lives, which occurred due to the worldwide pandemic and resultant lock-down between March and May when each one of us was confined to their own homes. On the other side, when the world started coming back again into the places and offices, there was a slow and steady pick-up in sales between June and August. This "new normal" saw sales take off at the beginning of FY 2021, peaking with an all-time high grossing \$20.46 million in November. If we compare with the previous trend of sales for FY 2021, their pattern was still wavering; however, on average, we were able to attain a higher average overall. Remote work and online learning, through which the companies adjusted their employees to telecommute while students changed classes to virtual settings, contributed to this increase.

Thanks You!