

## Top 5 Products by Quantity Sold

### FILTERS

region	All
division	All
customer	All

Products	2020 Qty	2021 Qty	21 vs 20 Qty
AQ Master wireless x1	981.6K	1.7M	69%
AQ Gamers	1.0M	1.6M	65%
AQ Gamers Ms	1.2M	2.0M	58%
AQ Master wireless x1 Ms	1.2M	1.9M	56%
AQ Master wired x1 Ms	1.3M	1.9M	55%
<b>Grand Total</b>	<b>5729614</b>	<b>9156345</b>	<b>60%</b>

The 5 most popular products have seen an average growth of 60%.

- Continue to promote these products. The fact that they are popular means that there is a demand for them. By continuing to promote them, you can further increase their sales.
- Expand into new markets. If the 5 most popular products are only popular in a certain market, such as the United States, then you can expand into new markets. This will allow you to reach a wider audience and increase your sales.
- Partner with influencers. Partnering with influencers can help you promote your products to a wider audience. Influencers have a large following of people who trust their recommendations. By partnering with influencers, you can get your products in front of more people who are likely to buy them.

## Bottom 5 Products by Quantity Sold

region	All
division	All
customer	All

Products	2020 Qty	2021 Qty	21 vs 20 Qty
AQ GEN Z		63.1K	0%
AQ HOME Allin1 Gen 2		8.9K	0%
AQ Gamer 1	10.5K	33.9K	223%
AQ Home Allin1	1.8K	13.4K	623%
AQ Smash 2	1.5K	34.5K	2216%
<b>Grand Total</b>	<b>13830</b>	<b>153748</b>	<b>1012%</b>

The five products with the lowest popularity in terms of quantity sold are AQ GEN Z, AQ HOME Allin1 Gen 2, AQ Gamer 1, AQ Home Allin1, and AQ Smash 2.

- It's important to note that AQ GEN Z and AQ HOME Allin1 Gen 2 are new products, and their sales need to be evaluated against their predicted outcomes to assess their success.
- Among the remaining three products, AQ Gamer 1 and AQ Home Allin1 have both experienced substantial sales growth, with AQ Gamer 1 seeing over 200% growth and AQ Home Allin1 achieving a remarkable growth rate of over 600%.
- Notably, AQ Smash 2 has shown an exceptional growth rate of 2200%, indicating a significant increase in its sales.