



ATLIQ HARDWARE

SALES INSIGHT 2020-21

ATLIQ COMPUTER HARDWARES

SUMMARY

Atliq hardware is a computer hardware in India and abroad. The management performs periodic analysis of the company's performs over the fiscal years to evaluate the company's target achievements, performance improvements and to identify growth potentials.

The report is an exploration into the chief concerns raised by the management, finding explanatory data and observations, and arriving at relevant and impactful insights.

The data used for the analysis were for the fiscal year 2021 and 2021.

REQUIREMENTS



1. The list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.
2. the percentage of unique product increase in 2021 vs. 2020
3. All the unique product counts for each segment.
4. Segment had the most increase in unique products in 2021 vs 2020.
5. The products that have the highest and lowest manufacturing costs.
6. The top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.
7. The Gross sales amount for the customer "Atliq Exclusive" for each month.
8. The quarter of 2020 that got the maximum total_sold_quantity
9. The channel that got more gross sales in the fiscal year 2021 and the percentage of contribution.
10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021?

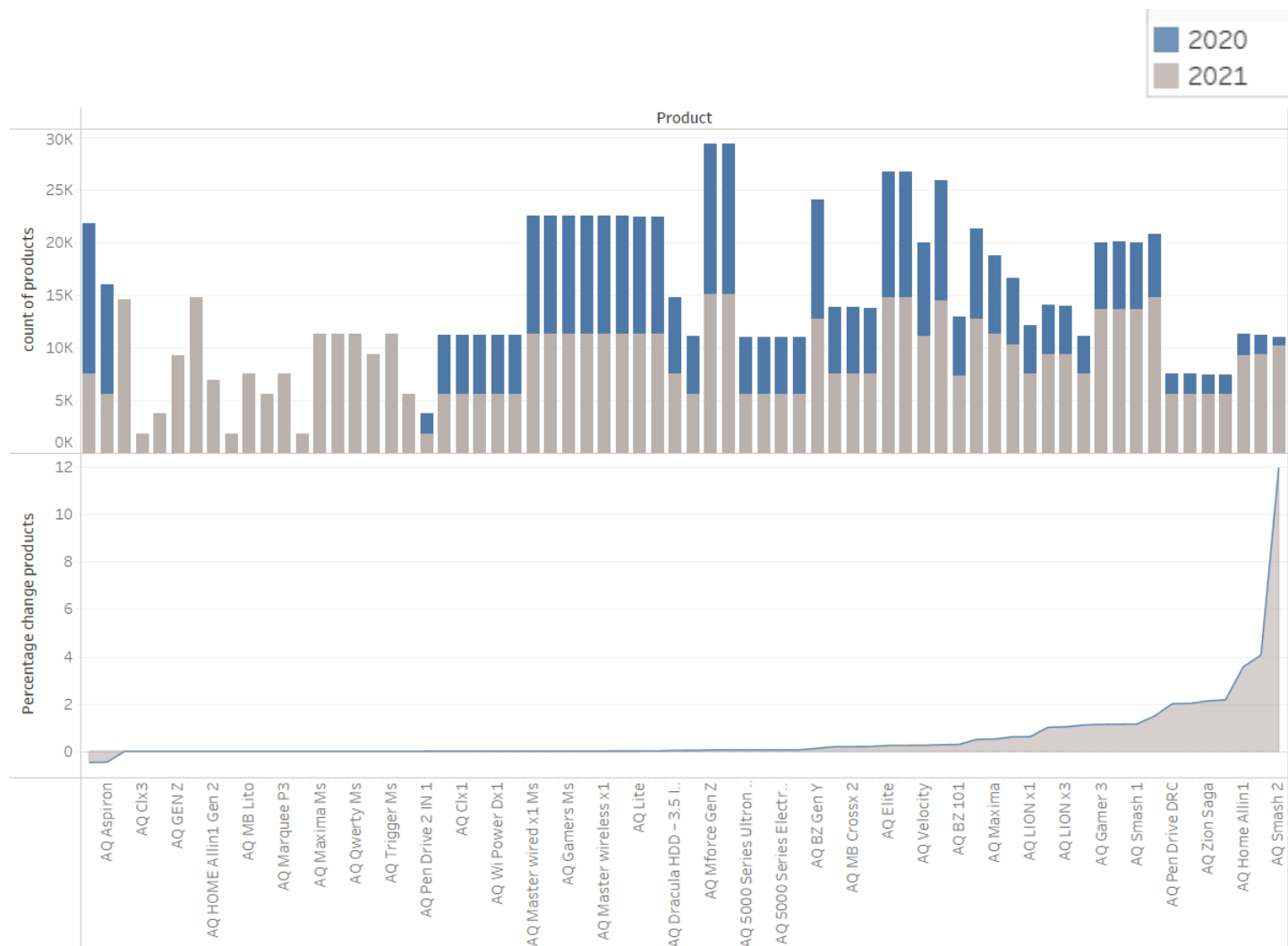
1. The list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.



The markets in the APAC region for Atliq Exclusive are identified as:

- a. Australia
- b. Bangladesh
- c. India
- d. Indonesia
- e. Japan
- f. New Zealand
- g. Philippines
- h. South Korea

2. The percentage of unique product increase in 2021 vs. 2020. The final output contains these fields, unique_products_2020, unique_products_2021 and percentage_chg.



prod_name	unique_products_2020	unique_products_2021	percentage_change
AQ Mforce Gen X	14279	7523	-47.31
AQ Aspire	10423	5561	-46.65
AQ Pen Drive 2 IN 1	1874	1881	0.37
AQ Digit SSD	5612	5643	0.55
AQ Clx1	5611	5643	0.57
AQ Neuer SSD	5611	5643	0.57
AQ Wi Power Dx1	5608	5643	0.62
AQ Wi Power Dx2	5608	5643	0.62
AQ Master wired x1 Ms	11211	11286	0.67
AQ Lite Ms	11209	11286	0.69
AQ Master wireless x1 Ms	11207	11286	0.7
AQ Gamers Ms	11208	11286	0.7
AQ Master wireless x1	11190	11286	0.86
AQ Gamers	11179	11286	0.96
AQ Master wired x1	11174	11286	1
AQ Lite	11174	11286	1
AQ Dracula HDD 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	7258	7524	3.66
AQ WereWolf NAS Internal Hard Drive HDD 8.89 cm	5437	5643	3.79
AQ Mforce Gen Z	14257	15045	5.53
AQ Mforce Gen Y	14254	15045	5.55
AQ 5000 Series Ultron 8 5900X Desktop Processor	5346	5643	5.56
AQ Electron 5 3600 Desktop Processor	5345	5643	5.58
AQ 5000 Series Electron 9 5900X Desktop Processor	5337	5643	5.73
AQ 5000 Series Electron 8 5900X Desktop Processor	5335	5642	5.75
AQ BZ Gen Y	11334	12743	12.43
AQ MB Elite	6299	7521	19.4
AQ MB Crossx 2	6291	7520	19.54
AQ MB Crossx	6281	7520	19.73
AQ Elite	11917	14814	24.31
AQ Digit	11878	14804	24.63
AQ Velocity	8897	11119	24.97
AQ BZ Compact	11364	14510	27.68
AQ BZ 101	5655	7287	28.86
AQ BZ Gen Z	8486	12762	50.39
AQ Maxima	7452	11286	51.45
AQ Gamer 1	6377	10247	60.69
AQ LION x1	4638	7497	61.64

AQ LION x2	4655	9370	101.29
AQ LION x3	4616	9369	102.97
AQ GT 21	3573	7522	110.52
AQ Gamer 3	6379	13615	113.43
AQ Gamer 2	6381	13662	114.1
AQ Smash 1	6348	13629	114.7
AQ Gen X	5963	14820	148.53
AQ Pen Drive DRC	1875	5643	200.96
AQ Clx2	1870	5643	201.76
AQ Zion Saga	1806	5643	212.46
AQ Electron 4 3600 Desktop Processor	1780	5643	217.02
AQ Home Allin1	2026	9253	356.71
AQ Mx NB	1850	9358	405.84
AQ Smash 2	785	10182	1197.07

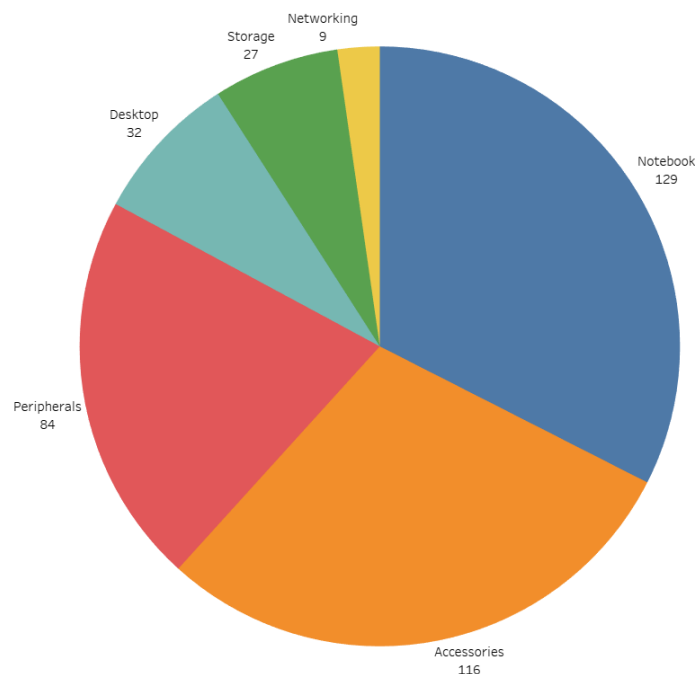
INSIGHTS

- Gaming Laptops such as AQ Gamer 2, AQ Smash 2, AQ Smash 1 and AQ Gamer 3 are in demand and improved the sales in 2021.
- Personal Laptop AQ Aspiron and Graphic Card AQ Mforce Gen X saw their sales decline in 2021 to almost half of the sales in 2020.
- Best products with highest percentage change for respective categories are:

prod_name	category	unique_products_2020	unique_products_2021	percentage_change
AQ Wi Power Dx1	Wi fi extender	5608	5643	0.62
AQ Wi Power Dx2	Wi fi extender	5608	5643	0.62
AQ Gamers Ms	Mouse	11208	11286	0.7
AQ Master wireless x1 Ms	Mouse	11207	11286	0.7
AQ MB Crossx	Motherboard	6281	7520	19.73
AQ BZ Gen Z	Business Laptop	8486	12762	50.39
AQ Maxima	Keyboard	7452	11286	51.45
AQ GT 21	Graphic Card	3573	7522	110.52
AQ Gen X	Personal Laptop	5963	14820	148.53
AQ Pen Drive DRC	USB Flash Drives	1875	5643	200.96
AQ Clx2	External Solid-State Drives	1870	5643	201.76
AQ Zion Saga	Internal HDD	1806	5643	212.46
AQ Electron 4 3600 Desktop Processor	Processors	1780	5643	217.02
AQ Home Allin1	Personal Desktop	2026	9253	356.71
AQ Mx NB	Batteries	1850	9358	405.84
AQ Smash 2	Gaming Laptop	785	10182	1197.07

3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts.
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SEGMENT	PRODUCT_COUNT
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9



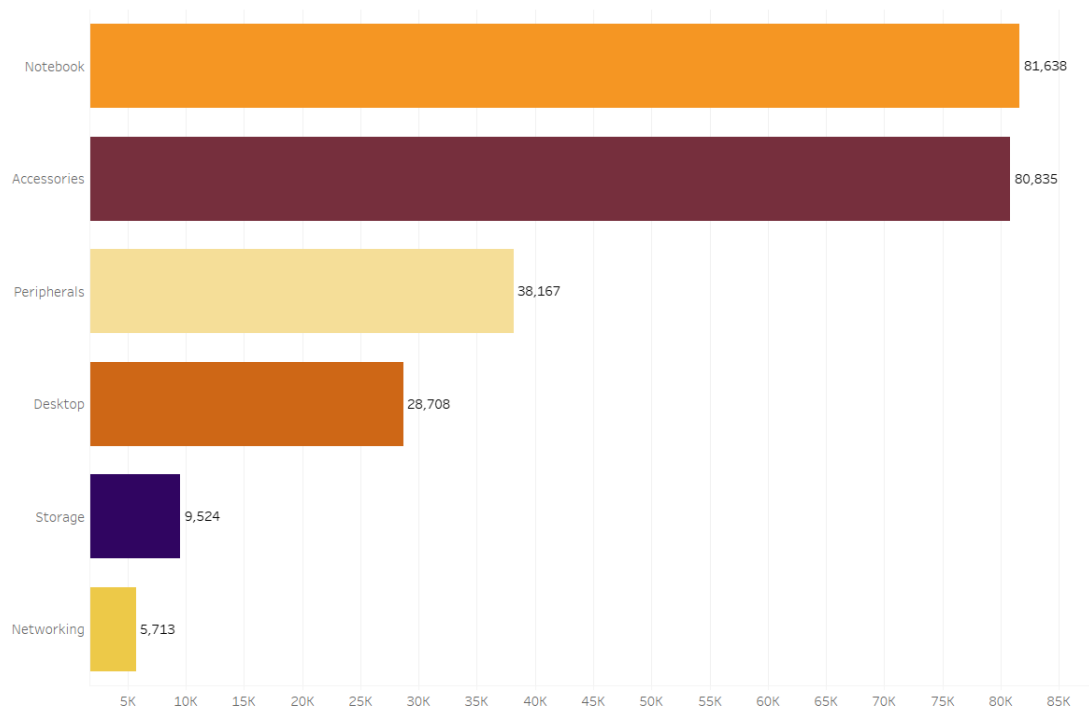
INSIGHTS

- Notebooks, Accessories and Peripherals are the segments with maximum unique products.
- Among Notebooks, **personal laptops** (61 counts) have the maximum unique products. **Keyboards and Mouse** (48 counts each) have the maximum unique product counts in Accessories.

- **Gaming laptops** are also Notebook segment product with a versatile collection of 40 unique product options for 5 different products Smash1, Smash 2, Gamer 1, Gamer 2 and Gamer 3. (Variants are mostly based on color options.)
- Among peripherals, **Graphic card** topped the count of unique products. There are 36 unique product options for a total of 6 type of products available under the Graphic Card section. The products are AQ Mforce Gen X, AQ Mforce Gen Y, AQ Mforce Gen Z, AQ GT 21, AQ Marquee P3, AQ Marquee P4.
- The only product type under Networking is Wi Fi Extender. There are 9 choices under 3 products, AQ Wi Power Dx1, AQ Wi Power Dx2, and AQ Wi Power Dx3.

4. Segment that had the most increase in unique products in 2021 vs 2020

segment	product_count_2020	product_count_2021	difference
Notebook	112187	193825	81638
Accessories	112763	193598	80835
Peripherals	102878	141045	38167
Desktop	2026	30734	28708
Storage	22453	31977	9524
Networking	11216	16929	5713



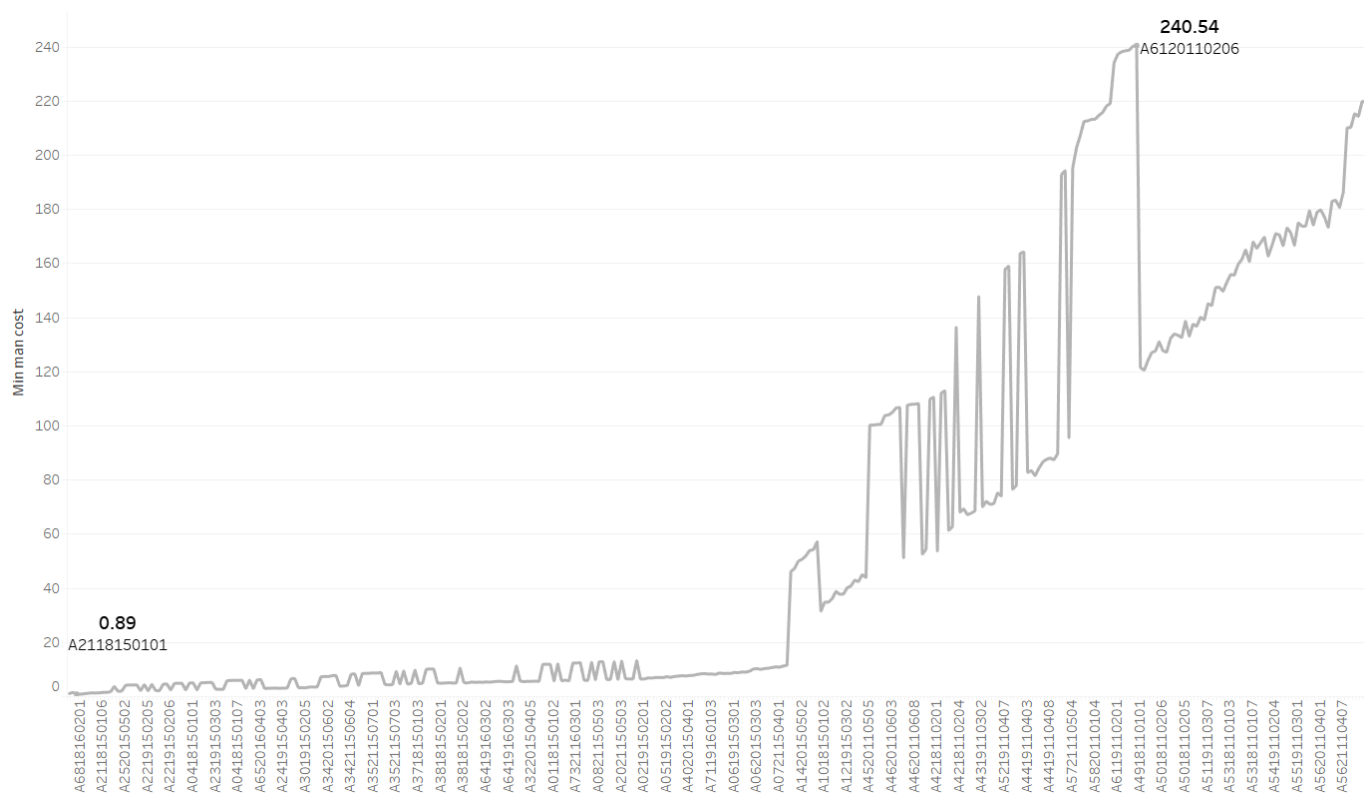
INSIGHTS

We have observed which segment had the most sales in 2021, relative to 2020. It is observed that Notebooks and Accessories are the most in demand segments. Networking components has the least sales. Compared to 2020, 80K more products were sold in the fiscal year 2021 for Notebook and Accessories products.

It is also observed that, rightfully, the versatility of the product choices in Notebooks and Accessories are maintained high to meet the product demand in the market.

5. The products that have the highest and lowest manufacturing costs.

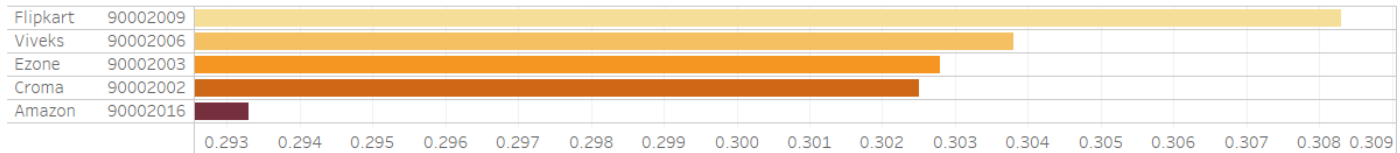
Product code	Product	Manufacturing Cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364



AQ Home Allin 1 Gen2 is a personal laptop and AQ Master wired x1 Ms is a Mouse. These are the best-selling products in the respective categories.

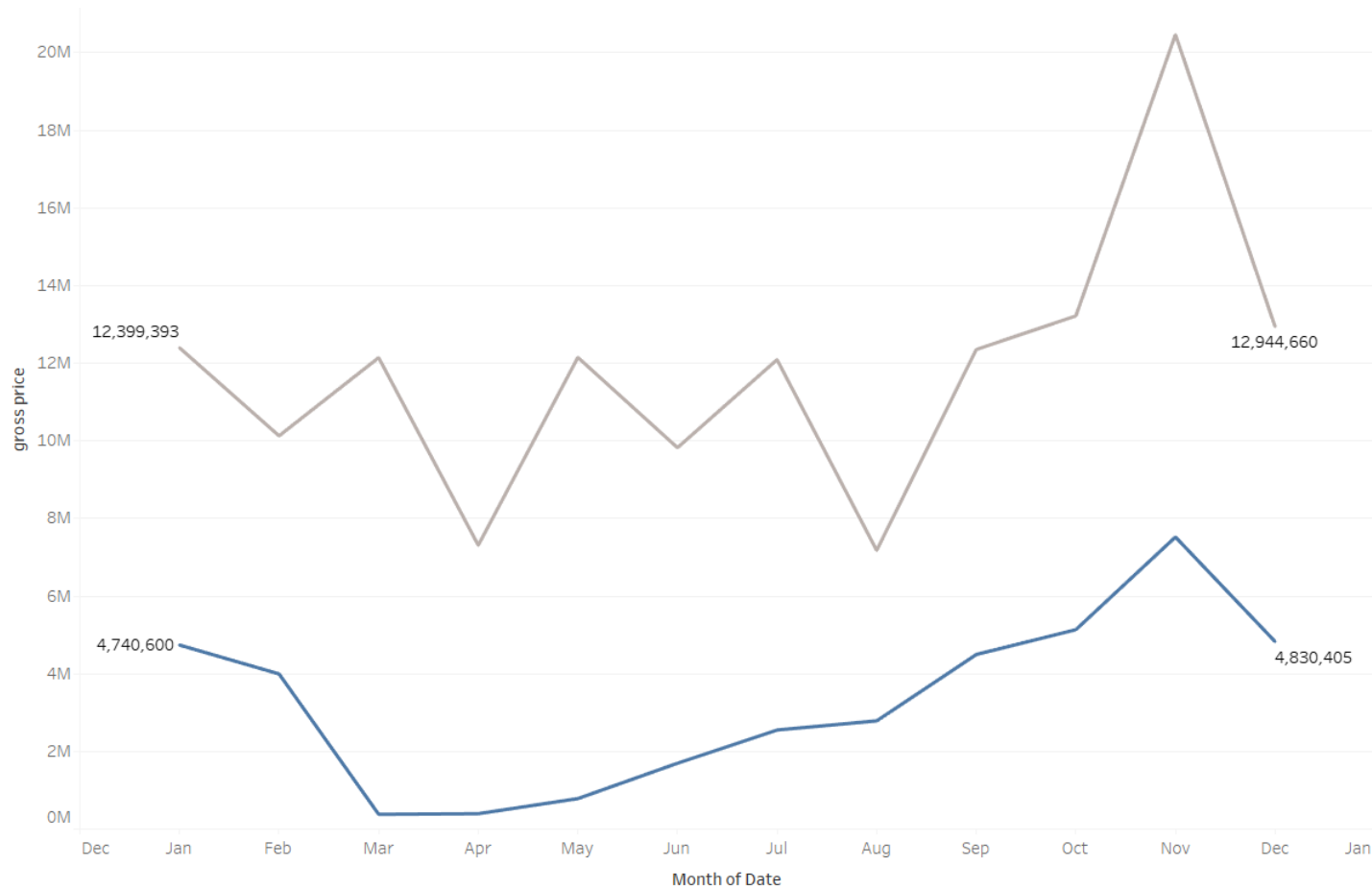
6. Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market.

Customer code	Customer	Average Discount Percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933



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.

Month	Year	Gross Sales Amount
November	2021	20464999.0997
October	2021	13218636.1966
December	2021	12944659.6509
January	2021	12399392.9788
September	2021	12353509.7938
May	2021	12150225.0139
March	2021	12144061.2501
July	2021	12092346.3245
February	2021	10129735.5675
June	2021	9824521.0110
November	2020	7522892.5608
April	2021	7311999.9547
August	2021	7178707.5902
October	2020	5135902.3467
December	2020	4830404.7285
January	2020	4740600.1605
September	2020	4496259.6724
February	2020	3996227.7661
August	2020	2786648.2601
July	2020	2551159.1584
June	2020	1695216.6008
May	2020	783813.4238
April	2020	395035.3535
March	2020	378770.9700

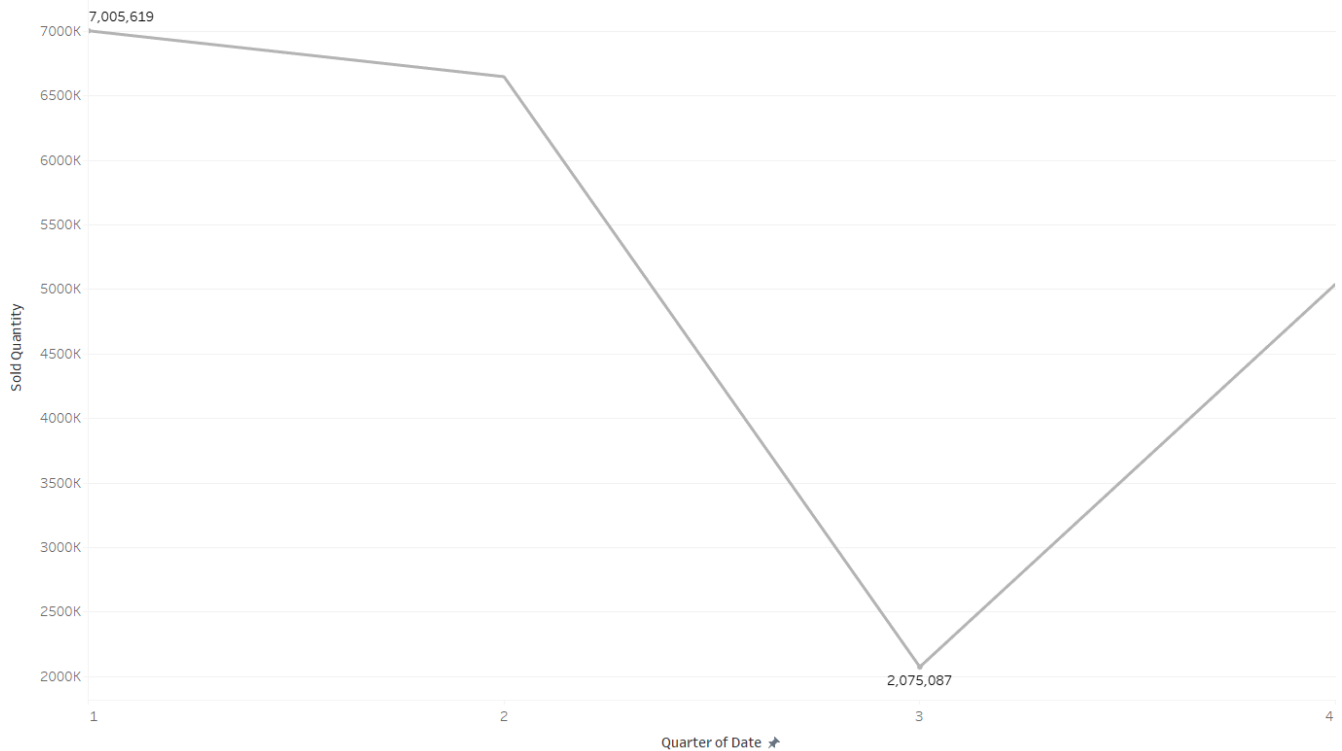


INSIGHTS

- It is observed that the gross sales increase by August and peaks in November each year.
- The gross sales drop every December after peaking in November.
- There is a trend of declined sales in the Month of March and April.
- The gross sales of Atliq Exclusive improved much in 2021 relative to 2020.

8. In which quarter of 2020, got the maximum total_sold_quantity?

Quarter 1 sees a maximum total sold quantity of **7005619**.

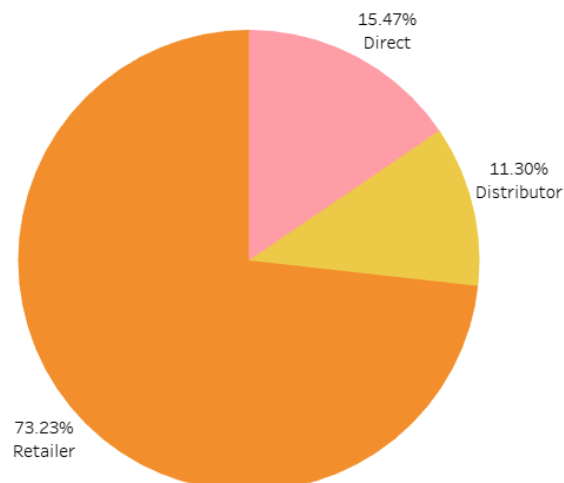


INSIGHTS

- As observed in #7, the total sales is maximum in September, October and November, which is the company's 1st quarter.
- Sales is dipping to it's lowest in 3rd quarter, which is March, April, and May.

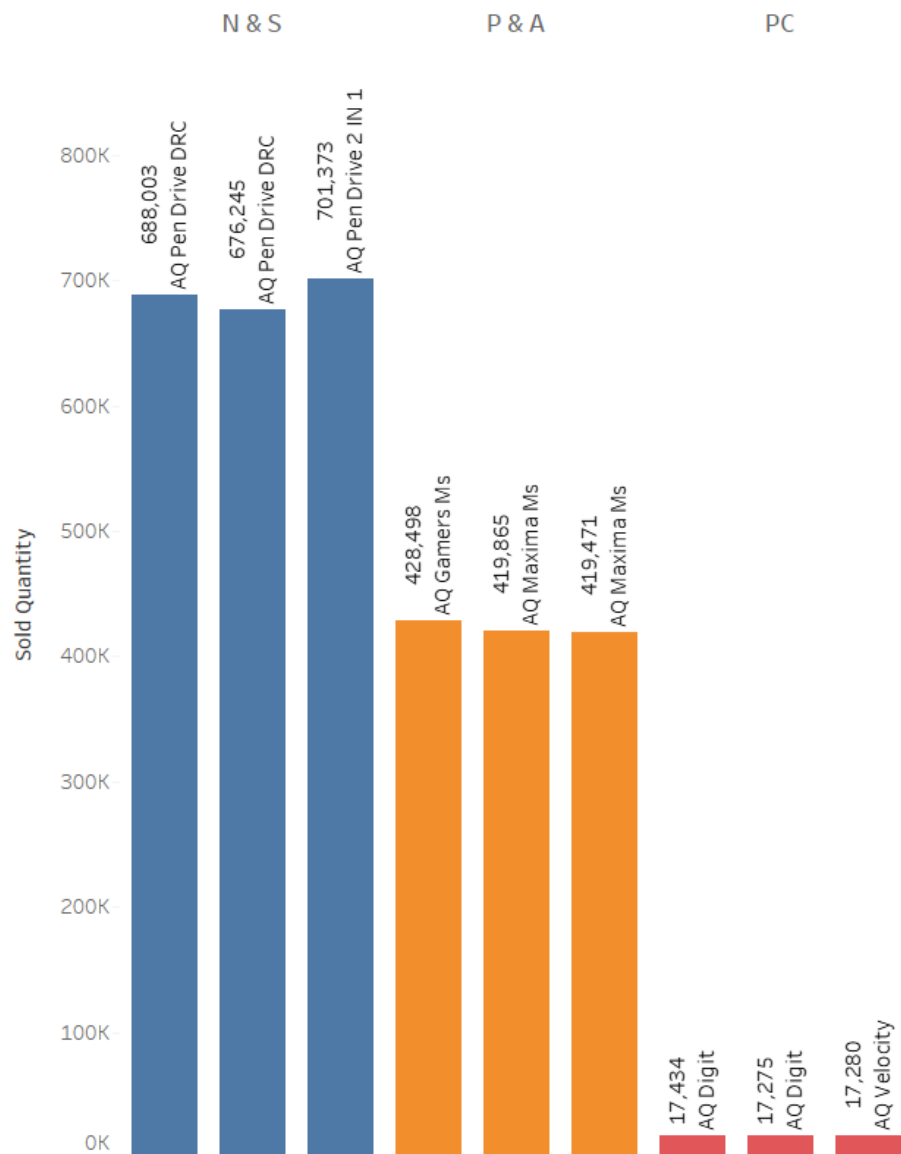
9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

channel	gross_sales_mln	percentage
Retailer	1219.08	73.233852



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

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3



INSIGHTS

- The maximum sales observed in N&S section for pen drives.
- The maximum sales on peripherals and accessories were for Mouse.
- Personal laptops saw maximum sales in PC section.

RESULTS

- 2021 saw a significant increase in the sales of the Personal, Office and Gaming Laptops compared to 2020. This must have been triggered by the increased work from home opportunities and online classes during the Covid-19 lockdown situation. We cannot expect the trend to continue in the post Covid period.
- The Quarter that sees the maximum sales in Quarter 1. The one that sees the least sales is Quarter 3. Quarter 1 for the company is from September to November. This is the holiday seasons in India culminating in Diwali in November. Company's offer discounts and people buy gifts on the period that gives a large sale.
- In Quarter 2 months of December, January Christmas and New Year discounts, offers and gifting improves the sales.
- In Quarter 4; on the months of June, July and August, school reopening and back to school offers boost the sales. Also, spring cleaning and stock clearance before the sales season in Quarter 1 also encourages people to buy products of their liking.
- March, April and May are the Quarter 3 months. Summer vacation and absence of any festivities during the period results in reduced sales.
- Maximum sales are happening through retailers.
- Demand for gaming laptops increasing which may continue after the Covid-19 period due to the representation by the youth users of the product.
- Accessories such as Mouse and Keyboard has the maximum sales in 2021, while the growth in sales relative to 2020 happened for Notebooks.