1-Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.   
market Australia Bangladesh India Indonesia Japan Newzealand Philiphines South Korea

### 2-Percentage Increase in Unique Products: What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields: - unique\_products\_2020 - unique\_products\_2021 - percentage\_chg   **Insights:**

1. **Significant Growth in Product Portfolio**:
   * The number of unique products increased by **36.33%** in 2021 compared to 2020.
   * This indicates an expansion of the product portfolio, potentially due to new launches or diversification strategies.
2. **Improved Market Coverage**:
   * A broader range of products could cater to different customer needs, enhancing market penetration and competitiveness.
3. **Alignment with Industry Trends**:
   * The growth might align with industry trends, such as demand for more product variants or upgrades.

**Recommendations:**

1. **Evaluate Product Performance**:
   * Analyze the sales performance of newly added products to identify top-performing categories or segments.
2. **Customer Segmentation**:
   * Understand which customer groups are driving demand for new products and focus marketing efforts accordingly.
3. **Inventory Management**:
   * Ensure sufficient inventory levels for high-demand new products to avoid stockouts and maximize revenue.
4. **Feedback and Innovation**:
   * Collect customer feedback on the new products to identify improvement opportunities and sustain growth.
5. **Leverage the Growth**:
   * Highlight the increased product portfolio in marketing campaigns to strengthen brand image and attract new customers.

### 3-Unique Products by Segment: Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains these fields: - segment - product\_count   Report: Unique Products by Segment (Sorted by Product Count)

| **Segment** | **Unique Product Count** | **% of Total Unique Products** |
| --- | --- | --- |
| **Notebook** | 32.49% | 32.49% |
| **Accessories** | 29.22% | 29.22% |
| **Peripherals** | 21.16% | 21.16% |
| **Desktop** | 8.06% | 8.06% |
| **Storage** | 6.80% | 6.80% |
| **Networking** | 2.27% | 2.27% |

### Insights:

1. **Dominant Segments:**
   * **Notebook** and **Accessories** are the leading segments, making up **32.49%** and **29.22%** of the total unique product count, respectively.
   * These segments contribute nearly **61.7%** of the entire product portfolio, indicating they play a key role in your offerings and sales.
2. **High-Margin Segments:**
   * The **Desktop** and **Networking** segments have relatively lower unique product counts (8.06% and 2.27%, respectively), but they show relatively higher average gross sales (AVG GS).
   * For example, **Networking** has an average gross sale of **$5105.63**, the highest among all segments.
3. **Product Diversity in Storage:**
   * The **Storage** segment includes multiple categories, such as **External Solid State Drives** and **USB Flash Drives**, each contributing to the overall growth of the segment.

### Recommendations:

1. **Focus on High-Impact Segments:**
   * Consider prioritizing the **Notebook** and **Accessories** segments in marketing and sales campaigns as they account for the largest share of unique products.
   * These segments might benefit from tailored promotions or bundling strategies.
2. **Maximize Profits from High-Gross Margin Segments:**
   * The **Networking** and **Desktop** segments show strong gross margins (over **69%**). Focus on promoting high-ticket products in these segments to improve profitability.
3. **Product Development in Storage:**
   * The **Storage** segment shows promise, with products like **External Solid State Drives** and **USB Flash Drives**. Consider expanding this segment by introducing new storage solutions, especially given the increasing demand for data storage.
4. **Increase Focus on Low-Performing Segments:**
   * The **Networking** segment, despite having the lowest unique product count, has the highest average gross sale. It could benefit from a strategy to increase the product portfolio within this category.
5. **Evaluate Profitability Per Product:**
   * Monitor the **Gross Margin %** for each segment and align pricing strategies to ensure high-margin products like **Desktop** and **Networking** continue to perform well.
6. **Diversify Across Segments:**
   * If the goal is to diversify, expanding the **Storage** and **Peripherals** segments could provide new revenue streams. Additionally, tapping into niche product categories (like those in **Desktop** and **Networking**) could generate higher average sales.

### 4-Which segment had the most increase in unique products in 2021 vs. 2020? The final output contains these fields: - segment - product\_count\_2020 - product\_count\_2021 – difference Segment with the Most Increase in Unique Products (2021 vs. 2020)

| **Segment** | **Product Count 2020** | **Product Count 2021** | **Difference** | **Percentage Change** |
| --- | --- | --- | --- | --- |
| **Desktop** | 7 | 22 | 15 | 214.29% |

### Insights:

1. **Desktop Segment's Exceptional Growth:**
   * The **Desktop** segment saw the **largest increase** in unique products, with a **214.29%** growth from **7 products** in 2020 to **22 products** in 2021.
   * This sharp increase indicates that Atliq Hardware has likely expanded its desktop product offerings significantly in the past year.
2. **Accessories and Peripherals:**
   * **Accessories** and **Peripherals** also saw notable increases (49.28% and 27.12%, respectively), but the **Desktop** segment's growth outpaces them by a large margin.
   * These two segments could benefit from similar expansion strategies to continue growing at a high rate.
3. **Smaller Increases in Storage and Networking:**
   * **Networking** and **Storage** showed moderate increases of **50%** and **41.67%**, respectively. While growth is positive, it's more gradual compared to other segments.
4. **Notebook Segment:**
   * **Notebook** saw a growth of **17.39%**, the lowest among the segments. However, the base number of products in 2020 was the largest (**92 products**), indicating that this segment still remains a key area for the company.

### Recommendations:

1. **Capitalize on Desktop Growth:**
   * Given the significant expansion in the **Desktop** segment, Atliq Hardware should continue to invest in this area. Introduce new models, accessories, or features, and potentially target new customer segments such as business or enterprise users.
2. **Expand Accessories and Peripherals:**
   * Focus on expanding the **Accessories** and **Peripherals** segments to capitalize on their growth. Consider bundling these products with other high-demand products like notebooks or desktops.
3. **Focus on High-Growth Segments:**
   * The **Networking** and **Storage** segments have shown steady growth. Atliq could introduce more diverse products in these segments or focus on premium offerings to increase sales and margins.
4. **Reevaluate the Notebook Strategy:**
   * While the **Notebook** segment remains important, the relatively slow growth in 2021 suggests a need for a refreshed strategy. This might include updating product features, enhancing marketing efforts, or exploring new customer demographics.
5. **Monitor Product Portfolio Balance:**
   * With some segments showing rapid growth and others showing more modest increases, it’s important to assess the overall product portfolio balance to ensure resources are being directed where the most promising growth is happening.

### 5-Lowest Manufacturing Cost Products: Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields: - product\_code - product - manufacturing\_cost   Lowest and Highest Manufacturing Cost Products

| **Metric** | **Product Code** | **Product** | **Manufacturing Cost** |
| --- | --- | --- | --- |
| **Max Manufacturing Cost** | A6120110206 | AQ HOME Allin1 Gen 2 | $240.54 |
| **Min Manufacturing Cost** | A2118150101 | AQ Master wired x1 Ms | $0.89 |

### Insights:

1. **Max Manufacturing Cost – AQ HOME Allin1 Gen 2 ($240.54):**
   * This product has the highest manufacturing cost, likely due to its complexity, premium components, or high production overhead.
   * It is likely positioned as a premium or specialized product, targeting a niche market segment.
2. **Min Manufacturing Cost – AQ Master wired x1 Ms ($0.89):**
   * This product has the lowest manufacturing cost, indicating it may be a simple or mass-produced item like a basic wired mouse.
   * The low cost allows for high sales volumes and potentially higher margins depending on the selling price.
3. **Manufacturing Cost Range:**
   * The significant cost range ($0.89 to $240.54) highlights the diversity in Atliq Hardware’s product portfolio, covering both budget-friendly and high-end products.
4. **Product Portfolio Implication:**
   * High-cost products like AQ HOME Allin1 Gen 2 likely contribute more significantly to gross revenue but may have lower profit margins.
   * Low-cost products like AQ Master wired x1 Ms may yield high margins if sold in large quantities, but their contribution to gross revenue may be limited.

### Recommendations:

1. **Maximize Margins for High-Cost Products:**
   * For products with high manufacturing costs, focus on **value-based pricing strategies** to ensure profitability. Highlight premium features in marketing campaigns to justify higher price points.
2. **Leverage Low-Cost Products for Volume Sales:**
   * Low-cost items like AQ Master wired x1 Ms should be promoted aggressively in mass markets or bundled with other products to increase sales volumes and cross-selling opportunities.
3. **Optimize Manufacturing Costs:**
   * Investigate the production process for high-cost products to identify opportunities for cost reduction, such as bulk purchasing of materials or automation.
4. **Expand High-Margin Categories:**
   * Products with low manufacturing costs but strong demand should be expanded within the product lineup. Introduce variations or complementary accessories to enhance revenue.
5. **Monitor Cost Efficiency:**
   * Regularly review the manufacturing costs across the product range to ensure they align with market demand and pricing strategies.
6. **Category Differentiation:**
   * Promote the diversity of the portfolio by emphasizing both affordability and premium options to cater to a broad range of customers.

### 6-Generate a report which contains the top 5 customers who received an average high pre-invoice discount pot for the fiscal year 2021 and in the Indian market. The final output contains these fields: - customer\_code - customer - average\_discount\_percentage   **Top 5 Customers with the Highest Average Pre-Invoice Discount Percentage in 2021 (Indian Market)**

| **Customer Code** | **Customer** | **Average Pre-Invoice Discount %** |
| --- | --- | --- |
| 90002009 | Flipkart | 30.83% |
| 90002006 | Viveks | 30.38% |
| 90002003 | Ezone | 30.28% |
| 90002002 | Croma | 30.25% |
| 90002016 | Amazon | 29.33% |

### **Insights:**

1. **Flipkart Leads:**
   * Flipkart received the highest average pre-invoice discount at 30.83%, reflecting its bargaining power or significant bulk purchases.
2. **Strong Presence of E-Commerce:**
   * Three of the top five customers (Flipkart, Amazon, and Croma) operate on e-commerce or hybrid platforms, highlighting the importance of the online market in discount strategies.
3. **Consistent Discounts:**
   * The difference between the highest and fifth-highest discounts is less than 2%, suggesting that Atliq Hardware maintains a fairly uniform discount policy for its key customers in the Indian market.
4. **Retailers and Bulk Buyers:**
   * Customers like Viveks and Ezone, traditional retailers, also appear in the top 5, indicating that discounts are extended across both online and offline channels.

### **Recommendations:**

1. **Optimize Discount Strategies:**
   * Reassess the profitability of the high discounts provided to major customers. Ensure that the volume of business compensates for reduced margins.
2. **Negotiate with High-Discount Customers:**
   * Consider renegotiating terms with customers like Flipkart and Viveks to balance discounts with profitability. Explore volume-based incentives instead of flat discounts.
3. **Target High-Value E-Commerce Channels:**
   * Leverage the growing trend of e-commerce by deepening partnerships with platforms like Flipkart and Amazon. Develop exclusive deals or product bundles to capture more market share.
4. **Track Customer Profitability:**
   * Evaluate the net profit contribution of these customers after applying discounts to identify whether they are truly profitable for the company.
5. **Customer Segmentation:**
   * Divide customers into segments based on their purchasing patterns and discount needs. Offer targeted discount schemes to incentivize underperforming segments.
6. **Monitor Discount Trends:**
   * Continuously monitor the effectiveness of discounts in driving sales and adjust policies as necessary to maximize ROI.

### 7-Atliq Exclusive" Sales Report: 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. The final report contains these columns: - Month - Year - Gross\_sales\_Amount   **Atliq Exclusive Sales Report (2020-2021)**

#### **Top 5 Gross Sales Months**

| **Year** | **Month** | **Gross Sales Amount (₹)** |
| --- | --- | --- |
| 2021 | November | ₹44,323,279,847 |
| 2021 | October | ₹28,436,320,675 |
| 2021 | December | ₹28,312,077,371 |
| 2021 | September | ₹26,661,897,130 |
| 2021 | May | ₹26,672,495,406 |

#### **Bottom 5 Gross Sales Months**

| **Year** | **Month** | **Gross Sales Amount (₹)** |
| --- | --- | --- |
| 2020 | March | ₹801,227,295.4 |
| 2020 | April | ₹803,612,042.4 |
| 2020 | May | ₹1,523,948,720 |
| 2020 | February | ₹7,420,187,970 |
| 2020 | June | ₹3,258,375,209 |

### **Insights:**

1. **Year-on-Year Growth:**
   * There is a significant increase in gross sales in 2021 compared to 2020, with sales consistently peaking in the later months (Q4).
2. **Seasonal Trends:**
   * November 2021 recorded the highest gross sales at ₹44.3 billion, indicating strong seasonal demand, possibly due to festive or year-end promotional campaigns.
3. **Low Performance in Early 2020:**
   * Sales in early 2020 (March and April) were exceptionally low, possibly impacted by external factors like the pandemic and related lockdowns.
4. **Consistent Q3 and Q4 Growth in 2021:**
   * Sales from July 2021 onwards show consistent growth, suggesting effective strategies, increased demand, or better market conditions.
5. **Key Sales Contributors:**
   * Peak sales during the festive or promotional season (September–December) underline the importance of strategic campaigns during these months.

### **Recommendations:**

1. **Focus on Q4 Campaigns:**
   * Allocate higher budgets and resources for promotional activities in Q4, leveraging the strong demand during this period.
2. **Address Q1-Q2 Sales Gaps:**
   * Develop targeted marketing and promotional efforts for the first two quarters to bridge the sales gap. This could include introducing new products or early bird discounts.
3. **Analyze High Sales in November 2021:**
   * Investigate what drove the record-breaking sales in November 2021 and replicate or enhance those strategies in future campaigns.
4. **Diversify Revenue Streams:**
   * While sales are strong in the festive season, diversification into off-peak months can stabilize revenue streams. Early-year promotions and strategic tie-ups with other businesses could help.
5. **Leverage Data for Forecasting:**
   * Utilize predictive analytics to forecast demand spikes and plan inventory, logistics, and promotional strategies accordingly.
6. **Monitor External Factors:**
   * Consider the potential impact of macroeconomic factors like pandemics or market disruptions and build contingency plans to mitigate risks during low-performing months.

### 8-Total Sold Quantity: In which quarter of 2020, got the maximum total sold quantity? The final output contains these fields sorted by the total sold\_quantity: - Quarter - total\_sold\_quantity   **Quarterly Analysis of Total Sold Quantity in 2020**

#### **Quarterly Total Sold Quantity (Sorted)**

| **Fiscal Quarter** | **Total Sold Quantity** |
| --- | --- |
| **Q1 (Sep-Nov)** | 7,003,619 |
| **Q2 (Dec-Feb)** | 6,650,642 |
| **Q4 (Jun-Aug)** | 5,041,541 |
| **Q3 (Mar-May)** | 2,072,087 |

### **Insights:**

1. **Highest Total Sold Quantity in Q1 (Sep-Nov 2020):**
   * Q1 recorded the **highest total sold quantity of 7,003,619 units**, driven by strong performances in **November (3,050,825)** and **October (2,190,792)**. This indicates high demand during the festive and promotional season.
2. **Q2 Close Behind Q1:**
   * Q2 (Dec-Feb) followed with **6,650,642 units**, showing consistent demand during the year-end holiday period and the post-festive sales season.
3. **Seasonal Dip in Q3 (Mar-May):**
   * Q3 had the **lowest sales at 2,072,087 units**, possibly due to seasonal lulls or external factors (e.g., pandemic impact). March 2020 saw a significant drop in sales (**238,961 units**).
4. **Stable Performance in Q4 (Jun-Aug):**
   * Q4 showed stable and recovering sales (**5,041,541 units**), with a gradual rise from June to August. August registered the highest sales for the quarter (**1,790,193 units**).

### **Recommendations:**

1. **Leverage Q1 Festive Demand:**
   * Capitalize on the high demand in Q1 by increasing inventory, offering attractive promotions, and enhancing marketing campaigns during September–November.
2. **Boost Q2 Momentum:**
   * Focus on post-festive promotions in December to sustain momentum into Q2. Launching year-end clearance sales or new product offerings can maximize Q2 performance.
3. **Address Q3 Slump:**
   * Analyze the reasons behind the drop in Q3 sales (e.g., seasonal trends, external disruptions) and introduce measures like targeted discounts or strategic partnerships to stimulate demand.
4. **Strengthen Q4 Recovery:**
   * Build on the stable sales in Q4 by aligning campaigns with pre-festive preparations and back-to-school or business demand cycles, especially in August.
5. **Dynamic Inventory Management:**
   * Use predictive analytics to anticipate demand fluctuations across quarters and optimize inventory and production planning to reduce stockouts or overstocking.
6. **Trend Analysis for Growth:**
   * Conduct further analysis to identify specific product categories or customer segments driving Q1 and Q2 performance, and tailor strategies to maximize returns.

9-Gross Sales by Channel: Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields: - channel -

### **Gross Sales by Channel in Fiscal Year 2021**

#### **Channel-wise Gross Sales and Contribution**

| **Channel** | **Gross Sales Amount** | **Percentage Contribution** |
| --- | --- | --- |
| **Retailer** | 2.63444E+12 | 73.89% |
| **Direct** | 5.54508E+11 | 15.55% |
| **Distributor** | 4.03335E+11 | 11.32% |

### **Insights:**

1. **Retailers Dominate:**
   * The **Retailer channel contributed 73.89%** of total gross sales in 2021, making it the most significant channel by a large margin. Retailers likely cater to mass-market needs, driving higher sales volumes.
2. **Direct Sales Channel:**
   * The **Direct channel** contributed **15.55%**, which indicates a growing but smaller segment. This channel typically serves customers seeking direct engagement or exclusive products.
3. **Distributors' Role:**
   * The **Distributor channel** accounted for **11.32%**, reflecting its importance in supplying intermediaries or smaller retailers.

### **Recommendations:**

1. **Strengthen Retailer Relationships:**
   * Focus on building stronger partnerships with retailers through tailored promotions, training, and support. This will sustain and potentially grow the largest revenue-generating channel.
2. **Invest in Direct Sales:**
   * Expand the Direct channel by enhancing e-commerce platforms, offering exclusive products or discounts, and personalizing customer experiences to boost engagement and revenue.
3. **Distributor Support:**
   * Support distributors with tools like advanced inventory management systems, and explore offering value-added services to encourage greater adoption and sales.
4. **Channel-Specific Marketing:**
   * Deploy differentiated marketing strategies for each channel to address their unique customer bases and maximize their potential contributions.
5. **Optimize Margins:**
   * Evaluate gross margins across channels to ensure profitability, and prioritize investments in channels with the best balance of sales volume and profitability.

### 10-Top 3 Products by Division: Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021? The final output contains these fields: - division - product\_code - product - total\_sold\_quantity - rank\_order   **Top 3 Products by Division with High Total Sold Quantity (Fiscal Year 2021)**

#### **Division-Wise Report**

| **Division** | **Product Code** | **Product** | **Total Sold Quantity** | **Rank Order** |
| --- | --- | --- | --- | --- |
| **P & A** | A2319150302 | AQ Gamers Ms | 428,498 | 1 |
|  | A2520150501 | AQ Maxima Ms | 419,865 | 2 |
|  | A2520150504 | AQ Maxima Ms | 419,471 | 3 |
| **N & S** | A6720160103 | AQ Pen Drive 2 IN 1 | 701,373 | 1 |
|  | A6818160202 | AQ Pen Drive DRC | 688,003 | 2 |
|  | A6819160203 | AQ Pen Drive DRC | 676,245 | 3 |
| **PC** | A4218110202 | AQ Digit | 17,434 | 1 |
|  | A4319110306 | AQ Velocity | 17,280 | 2 |
|  | A4218110208 | AQ Digit | 17,275 | 3 |

### **Insights:**

1. **P & A (Peripherals & Accessories):**
   * The **P & A division** has the highest-selling product, **AQ Gamers Ms**, with a total of **428,498 units sold**.
   * Products in this division generally focus on gaming and everyday accessories, which cater to mass-market demand.
2. **N & S (Network & Storage):**
   * The top product here is **AQ Pen Drive 2 IN 1**, with **701,373 units sold**, showcasing the demand for portable and dual-purpose storage devices.
   * Pen drives dominate the top spots, highlighting consistent demand in the storage segment.
3. **PC (Personal Computer):**
   * **AQ Digit** leads in this division with **17,434 units sold**, which is significantly lower compared to the other divisions.
   * This indicates that PCs cater to niche markets or represent a smaller customer segment.

### **Recommendations:**

1. **Maximize P & A Division Success:**
   * Invest in scaling the production and marketing of the **AQ Gamers Ms** and **AQ Maxima Ms** lines.
   * Leverage promotions targeting gamers and tech enthusiasts to sustain demand.
2. **Capitalize on Storage Demand:**
   * The dominance of pen drives in the **N & S division** suggests an opportunity to expand this product line. Introduce innovative storage products with higher capacity and enhanced features.
3. **Revive PC Segment Sales:**
   * Focus on enhancing the marketability of **PC products**, like **AQ Digit** and **AQ Velocity**, by bundling them with complementary accessories or offering competitive pricing.
4. **Target Emerging Markets:**
   * Assess geographic regions where these top-performing products can penetrate further and launch targeted campaigns.
5. **Product Development & Innovation:**
   * Conduct customer surveys to understand preferences for **P & A** and **N & S divisions**, and invest in innovation to maintain a competitive edge.

#### **Slide 1: Title Slide**

**Title**: Strategic Insights and Recommendations for Atliq Hardware  
**Subtitle**: Leveraging Data to Drive Smarter Decisions  
**Prepared By**: [Your Name]  
**Date**: [Insert Date]

#### **Slide 2: SCQA Framework**

* **Situation**:  
  Atliq Hardware, a leader in computer hardware, operates in multiple markets but lacks data-driven insights for swift decision-making.
* **Complication**:  
  The management noticed delays in data interpretation, affecting quick decisions and strategic planning.
* **Question**:  
  How can we derive actionable insights from available data to identify market trends, optimize product offerings, and improve sales strategies?
* **Answer**:  
  Through SQL-based ad-hoc analysis, we addressed 10 key questions and presented actionable recommendations.

#### **Slide 3: Overview of Key Insights**

1. **Markets Operated by "Atliq Exclusive" in APAC**
   * Operates in 8 markets, including India, Japan, and South Korea.
   * Recommendation: Prioritize marketing and expansion in underperforming regions.
2. **Percentage Increase in Unique Products (2020 vs. 2021)**
   * Unique Products 2020: 245
   * Unique Products 2021: 334
   * Increase: **36.33%**
   * Recommendation: Continue diversifying product lines to meet evolving customer needs.
3. **Unique Products by Segment**
   * Top Segment: Notebook (32.49% unique products).
   * Recommendation: Focus on high-performing segments like Notebook and Accessories.
4. **Segment with Highest Increase in Unique Products**
   * Desktop: **214.29%** growth.
   * Recommendation: Invest in desktop innovations to sustain momentum.

#### **Slide 4: Lowest Manufacturing Costs**

* **Lowest Cost Product**: AQ Master Wired x1 Ms ($0.89).
* **Highest Cost Product**: AQ HOME Allin1 Gen 2 ($240.54).
* **Recommendation**: Evaluate cost-efficiency strategies for high-cost products.

#### **Slide 5: Top Customers by Average Discount**

| **Customer** | **Average Discount (%)** |
| --- | --- |
| Flipkart | 30.83% |
| Viveks | 30.38% |
| Ezone | 30.28% |

* **Recommendation**: Align discount strategies with profitability analysis.

#### **Slide 6: "Atliq Exclusive" Sales Trends**

* **High-Performing Month**: November 2021 ($44.32 billion).
* **Low-Performing Month**: March 2020 ($0.8 billion).
* **Recommendation**: Capitalize on seasonal trends for higher revenue.

#### **Slide 7: Total Sold Quantity by Quarter (2020)**

| **Quarter** | **Total Sold Quantity** |
| --- | --- |
| Q1 | 7,006,619 |
| Q2 | 6,650,642 |

* **Peak Quarter**: Q1 2020.
* **Recommendation**: Analyze demand drivers to replicate success in other quarters.

#### **Slide 8: Gross Sales by Channel (2021)**

| **Channel** | **Gross Sales (₹)** | **Percentage Contribution** |
| --- | --- | --- |
| Retailer | ₹2.63 Trillion | 74.18% |

* **Recommendation**: Strengthen retailer partnerships while exploring direct sales opportunities.

#### **Slide 9: Top 3 Products by Division**

**P & A Division:**

* AQ Gamers Ms: 428,498 units sold.

**N & S Division:**

* AQ Pen Drive 2 IN 1: 701,373 units sold.

**PC Division:**

* AQ Digit: 17,434 units sold.
* **Recommendation**: Focus marketing on best-performing products in each division.

#### **Slide 10: Recommendations Summary**

1. **Market Focus**: Strengthen presence in underperforming APAC markets.
2. **Product Strategy**: Innovate and diversify high-demand product lines.
3. **Sales Channels**: Expand direct sales while leveraging retailer partnerships.
4. **Cost Optimization**: Review cost structure for premium products.
5. **Seasonal Strategies**: Plan around high-performing months for sustained growth.

#### **Slide 11: Data Visualizations**

* **Bar Chart**: Unique Products by Segment.
* **Pie Chart**: Gross Sales Contribution by Channel.
* **Line Graph**: Monthly Gross Sales for "Atliq Exclusive."
* **Table**: Top Customers by Discount Percentage.

#### **Slide 12: Closing Statement**

* Data-driven insights are pivotal for Atliq Hardware's sustained growth.
* By addressing these key areas, the company can achieve operational excellence and maintain market leadership.
* Questions and Discussions.