

Consumer Goods

A conceptual image showing a small metal shopping cart with orange handles and wheels resting on the keyboard of a silver laptop. The laptop is open, and the background is a solid dark gray. The text 'Consumer Goods' is overlaid in white, sans-serif font.

Ad_hoc Insights

Agenda

- Objectives
- Customer Analysis/Overview
- Sales Overview
- Product Inventory/Performance
- Q&A



Objective

- get an overview on sales by examining customer behavior, product performance, and the overall sales trend.
- Track our growth in sales and production.

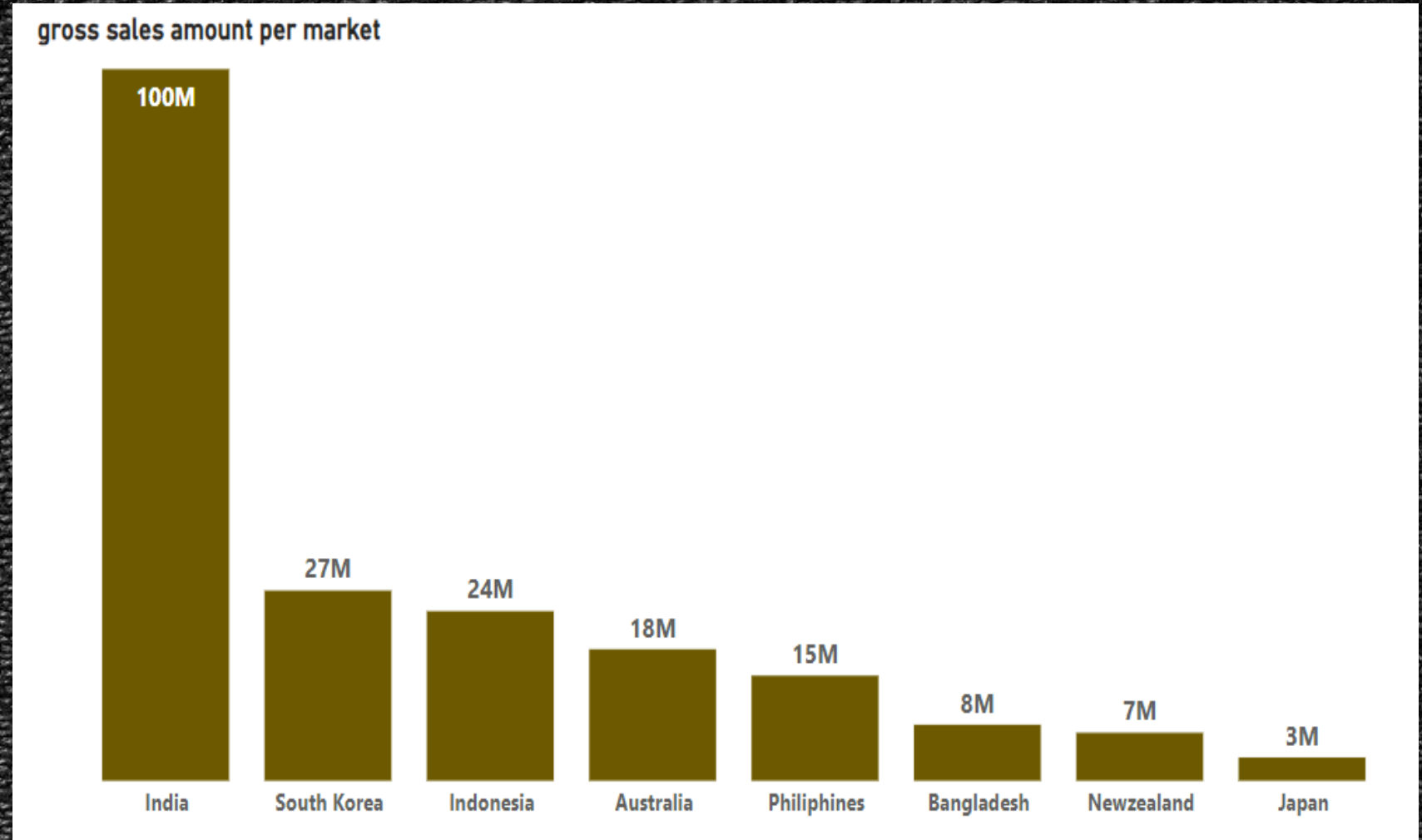


Customer Analysis/Overview



Markets where "Atliq Exclusive" operates, in the APAC region.

market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh
India

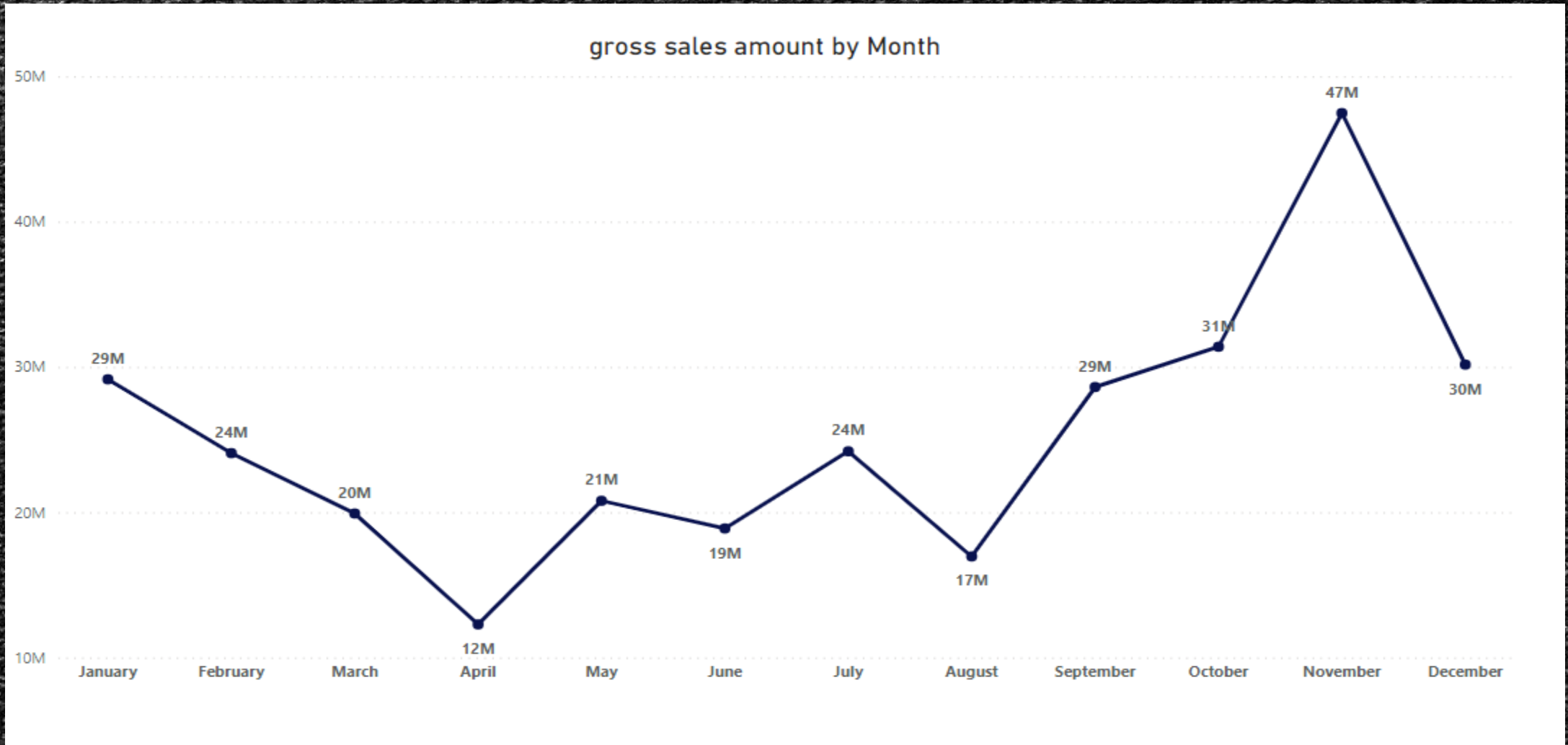


Insights

- India accounts for roughly 50% of our sales to this customer in the APAC region
- we should look to improve our presence in the last three regions, as our products might not be as competitive there.



Gross revenue generated from “Atliq Exclusive” for each month



Insights

- The least amount of Sales were generated in April and August.
- We had the most sales in November.

Recommendations:

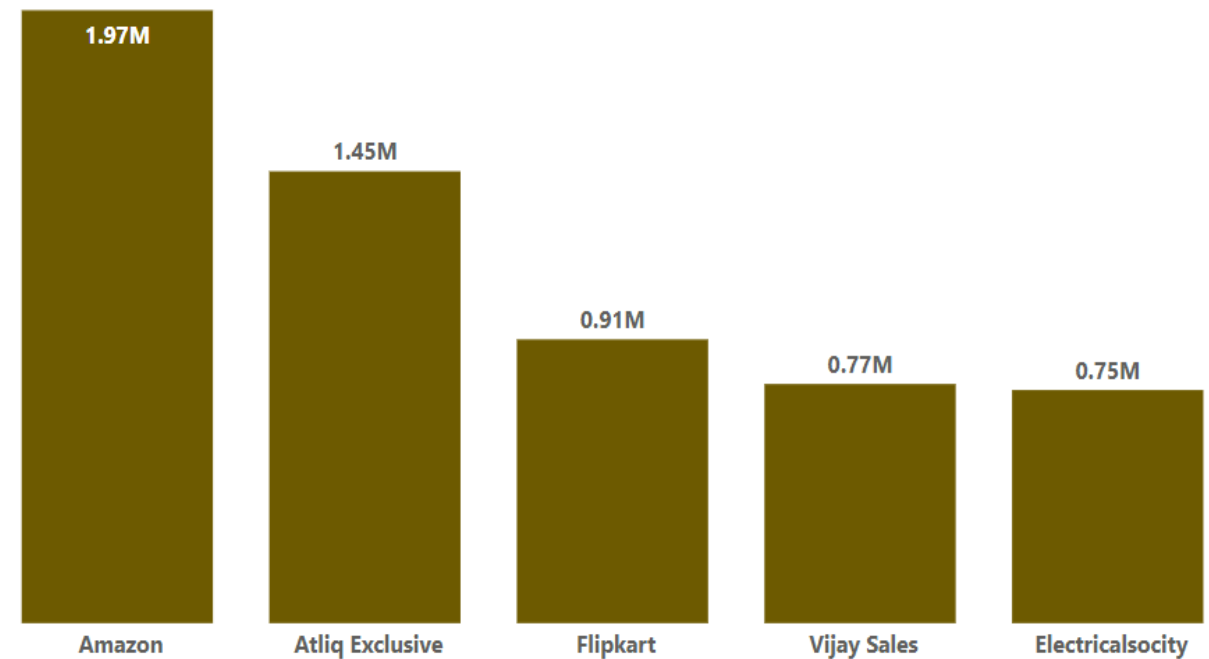
- special discounts and promotions, might help boost sales in april and august.



Top 5 average_discount_percentage for 2021 in the Indian market

customer	average_discount_percentage
Flipkart	0.31
Viveks	0.30
Croma	0.30
Ezone	0.30
Amazon	0.29

sales quantity in 2021



Insights

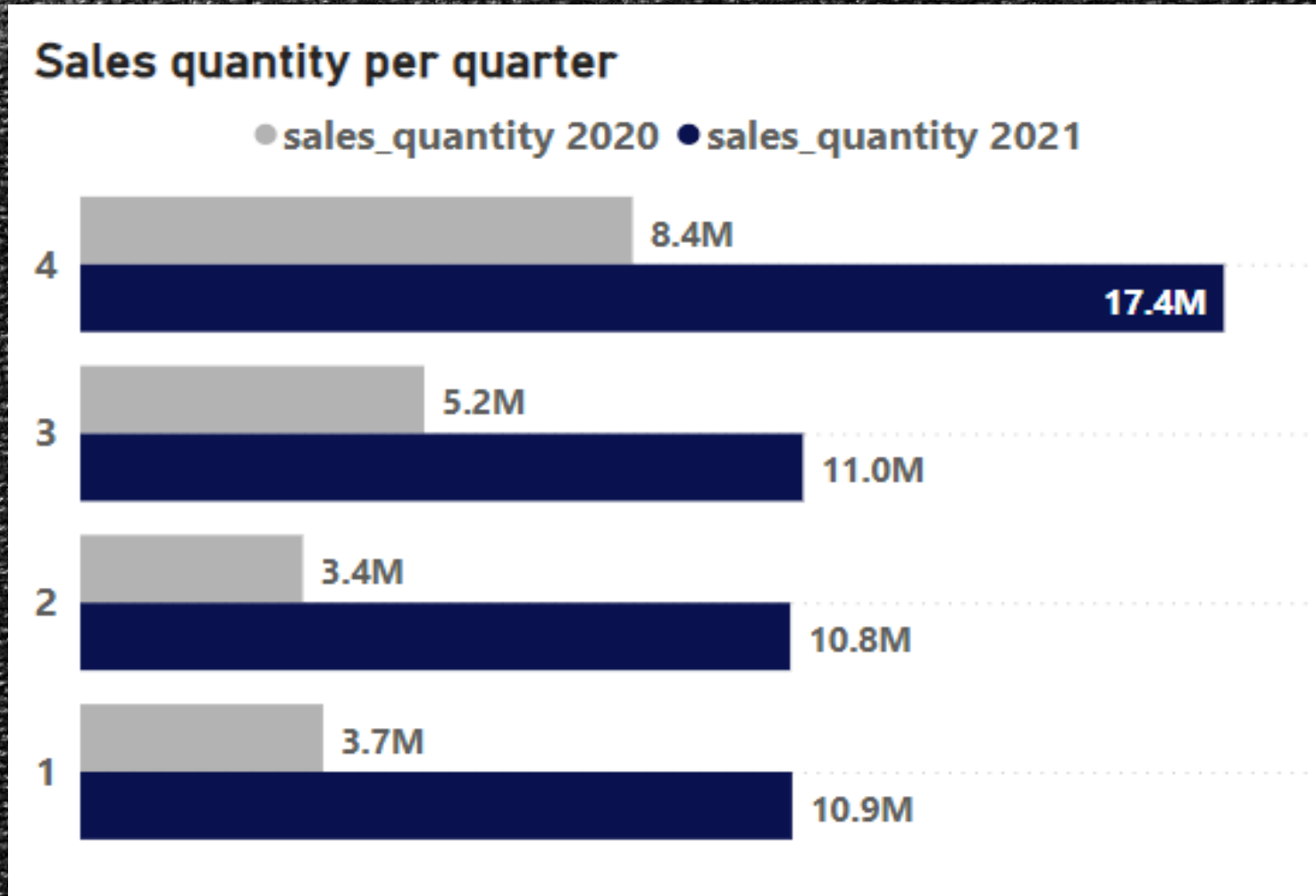
- Viveks, Croma, and Ezone are not among our top 5 premium customers, yet they enjoy our premium discounts.
- Check if these customers meet other requirements that warrant a discount.
- Prioritize our premium customers.



Sales Overview



Sales quantity per quarter 2020 vs. 2021

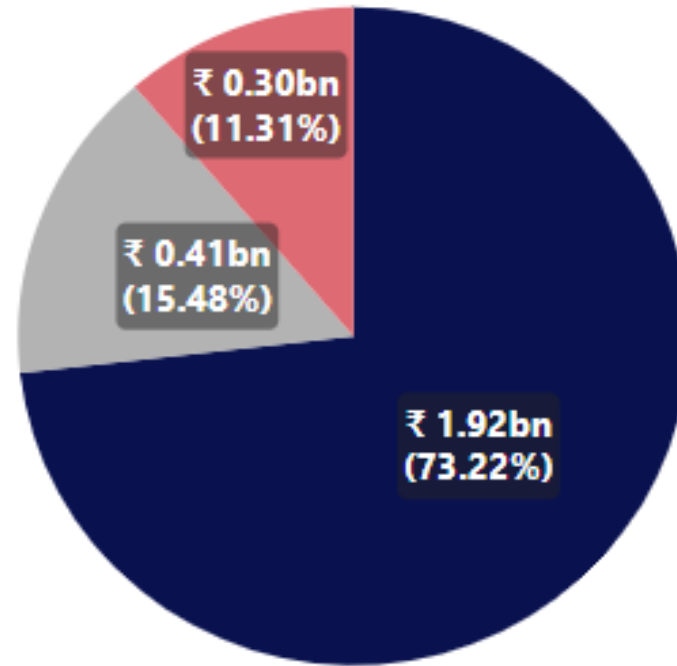


- we see a massive improvement in sales for every quarter in 2021

Which channel generated the most Revenue in 2021

Revenue by channel

● Retailer ● Direct ● Distributor



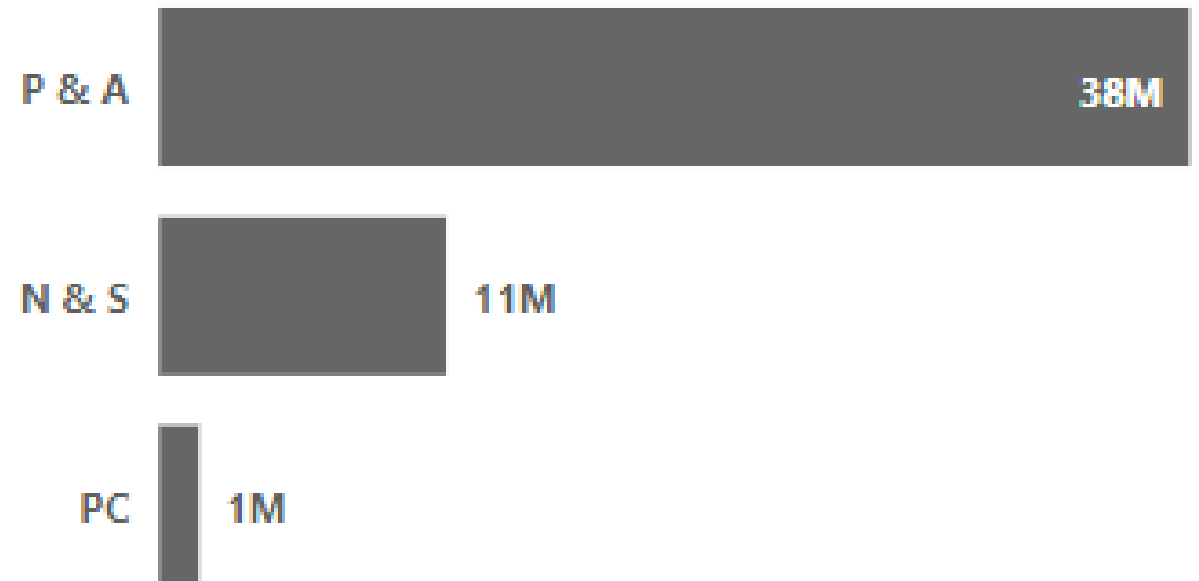
Product Inventory/Performance



Top 3 products sold in 2021 by division

	division	product_code
	N & S	A6720160103
	N & S	A6818160202
	N & S	A6819160203
	P & A	A2319150302
	P & A	A2520150501
	P & A	A2520150504
	PC	A4218110202
	PC	A4319110306
	PC	A4218110208

Sales quantity by division 2021



Percentage of unique product increase in 2021 vs. 2020

unique_products_2020

245

unique_products_2021

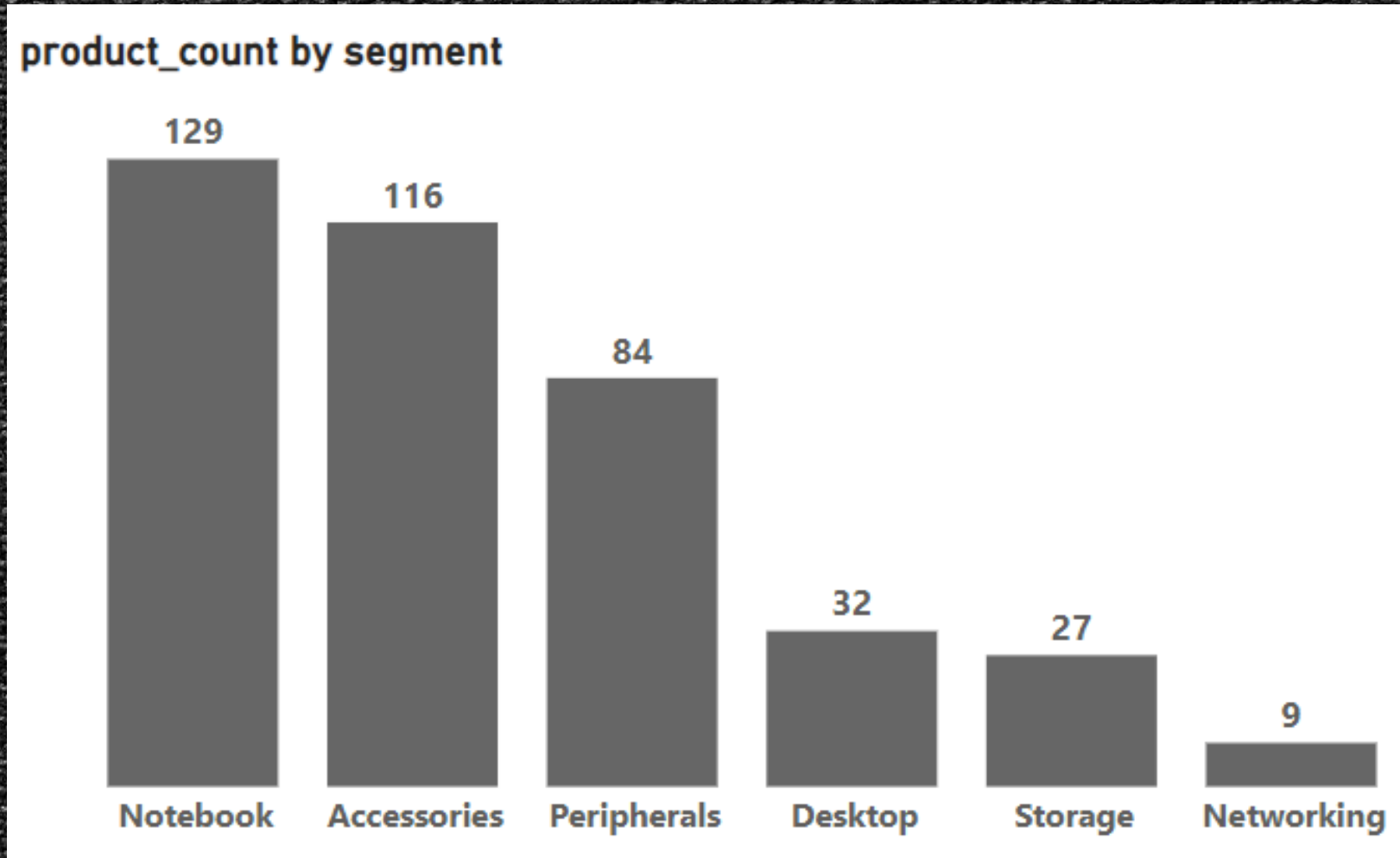
334

percentage diff

36.33

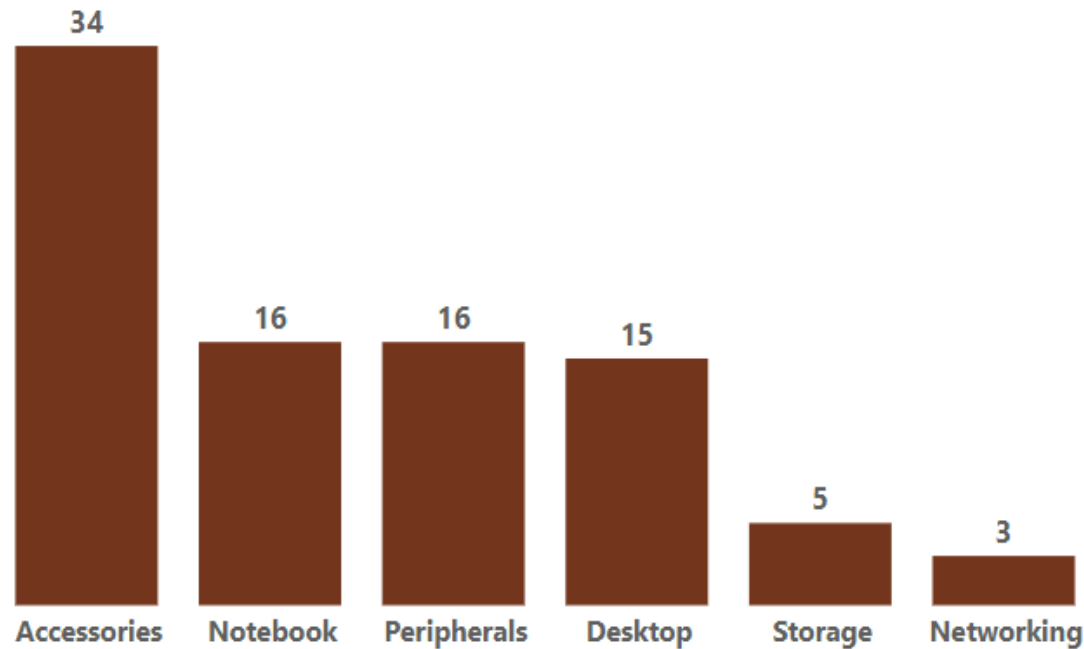


An inventory of our unique products per segment

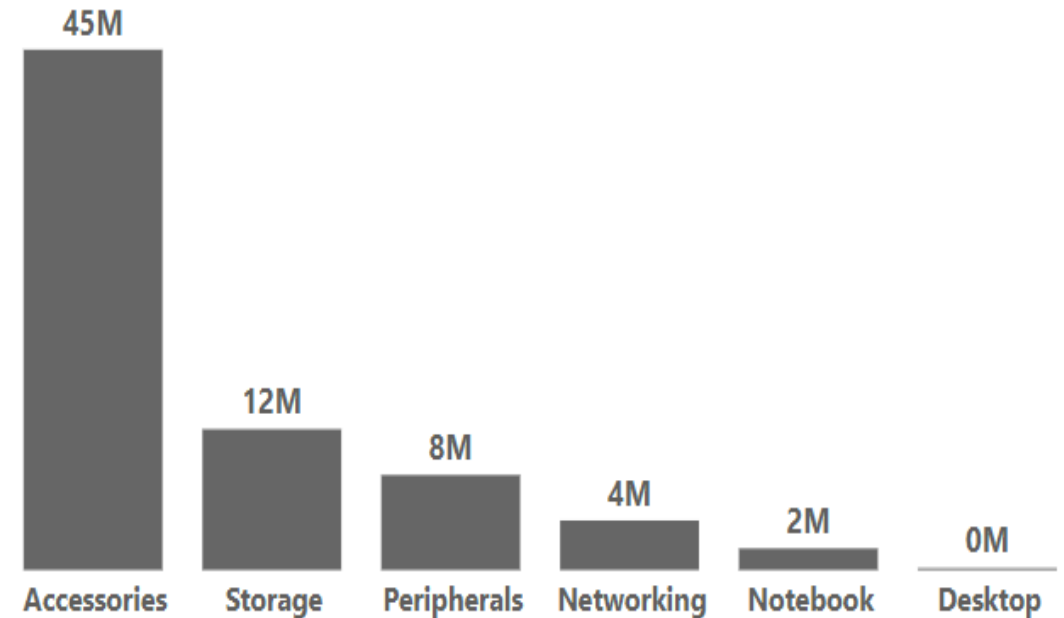


Which segment had the most increase in unique products in 2021 vs 2020

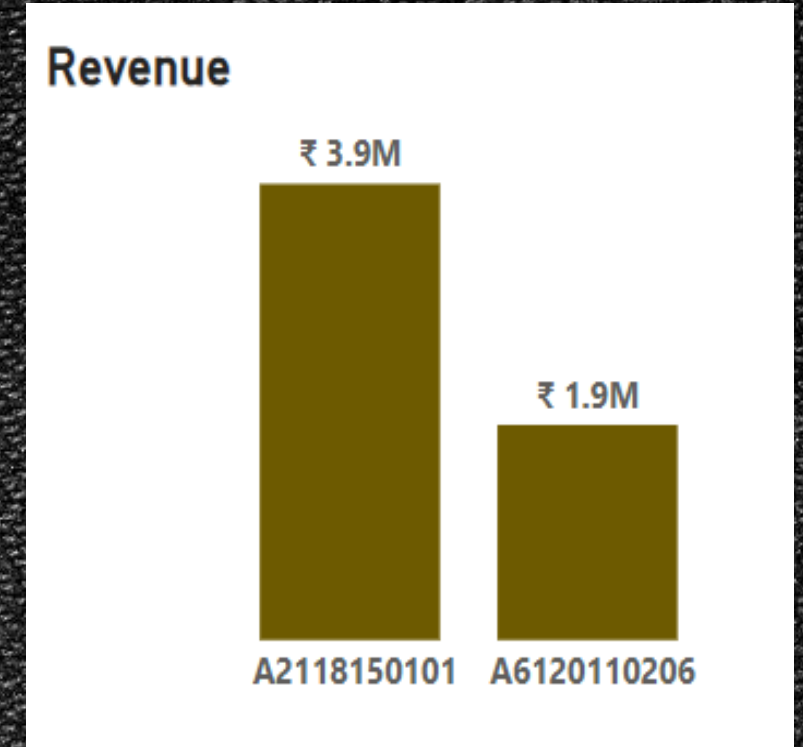
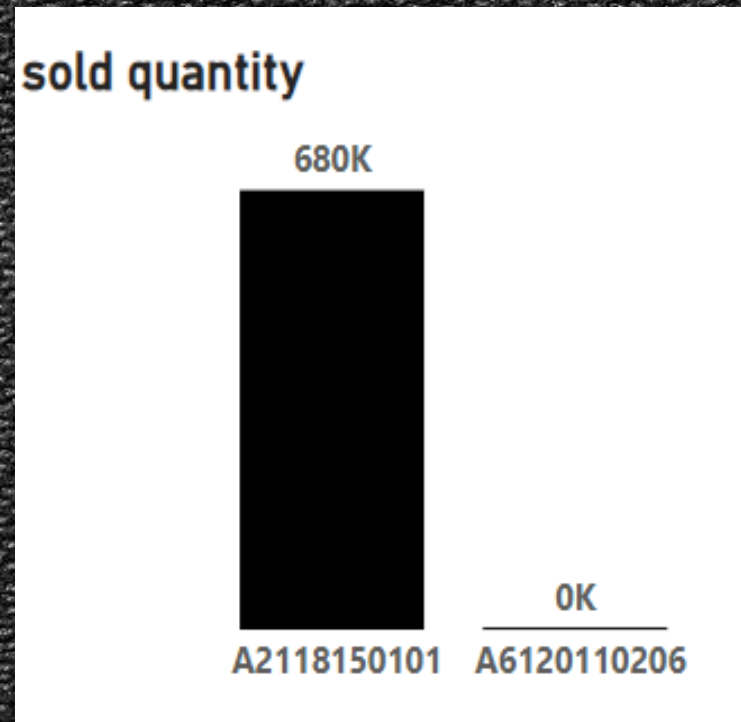
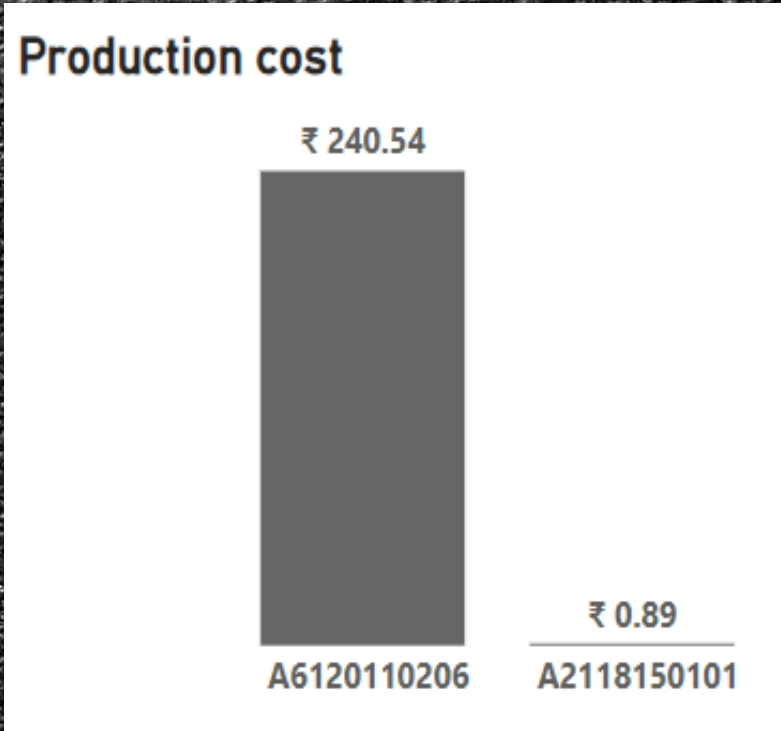
increase by segment



sales quantity by segment



What are our most Expensive and Cheapest products to produce?



Thank you

Feel free to ask questions

