

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.

Consumer Goods

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.**

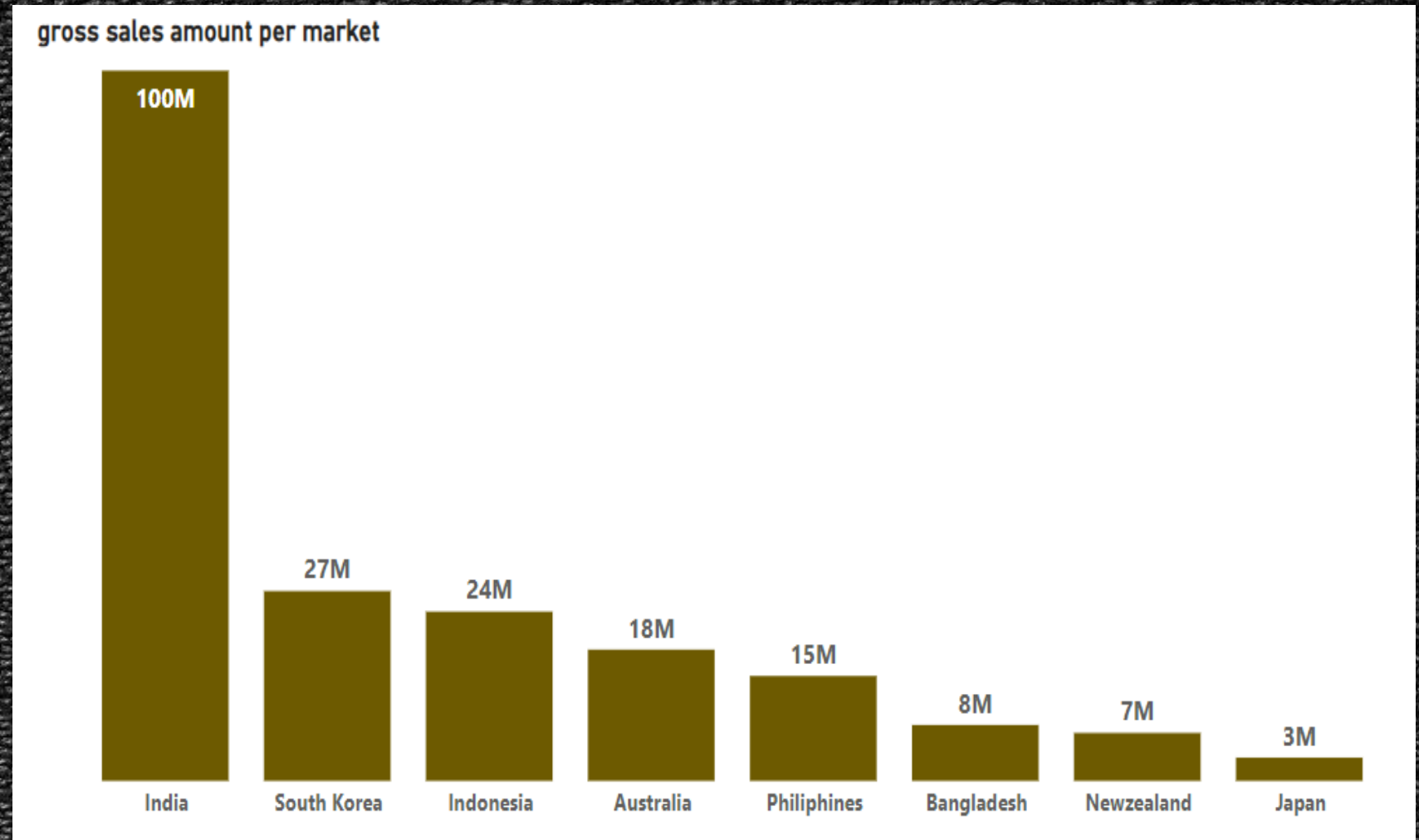


Customer Analysis/Overview



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

| market |
|-------------|
| India |
| Indonesia |
| Japan |
| Philippines |
| South Korea |
| Australia |
| Newzealand |
| Bangladesh |

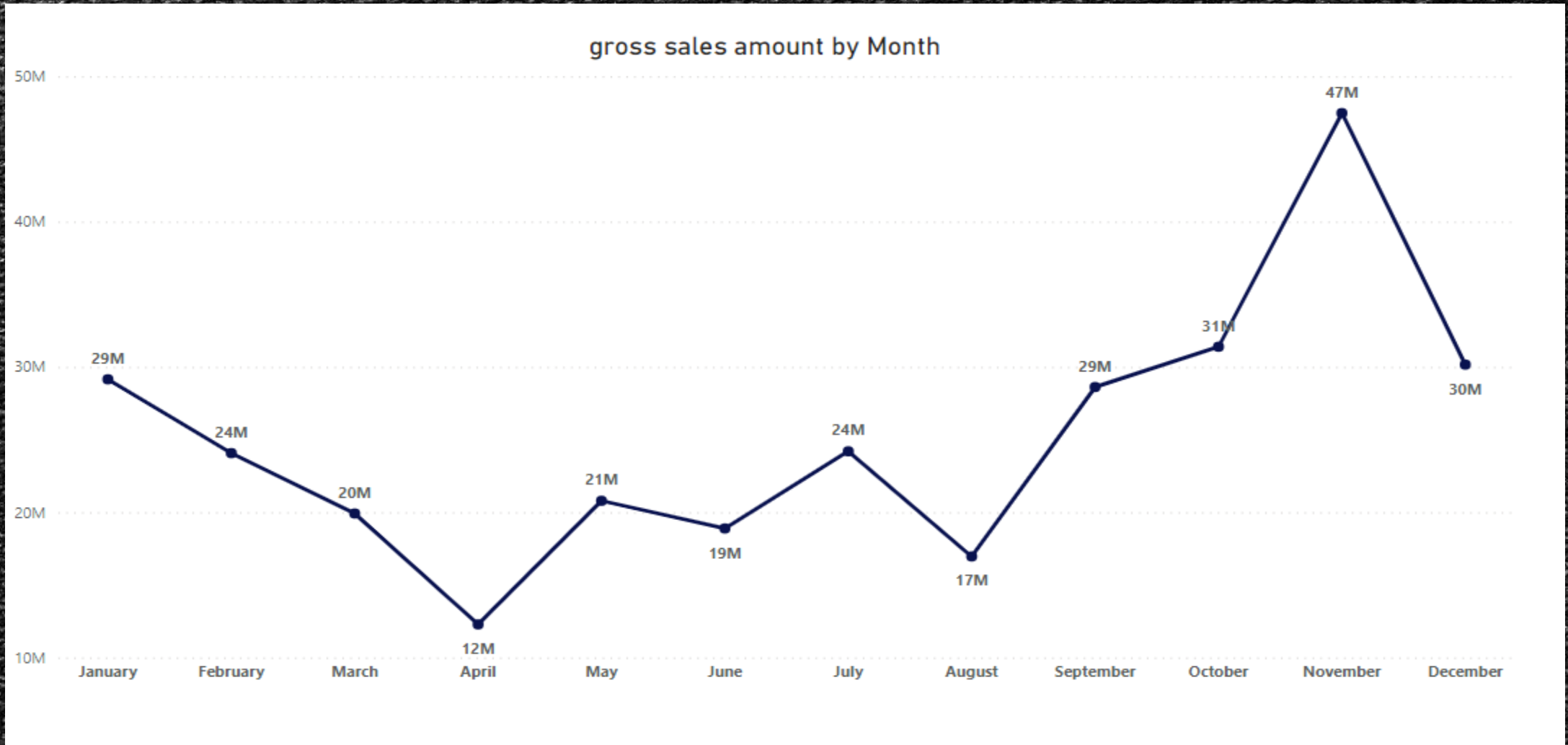


Insights

- 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:

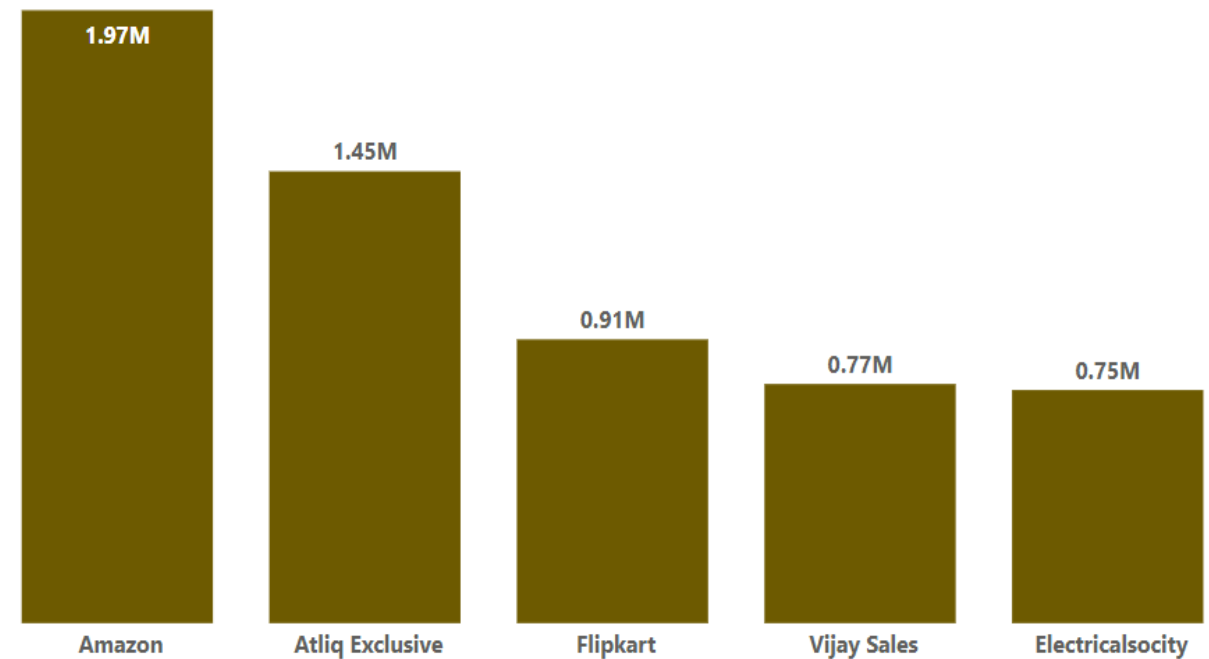
- special discounts and promotions, might help boost sales in april and august.



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

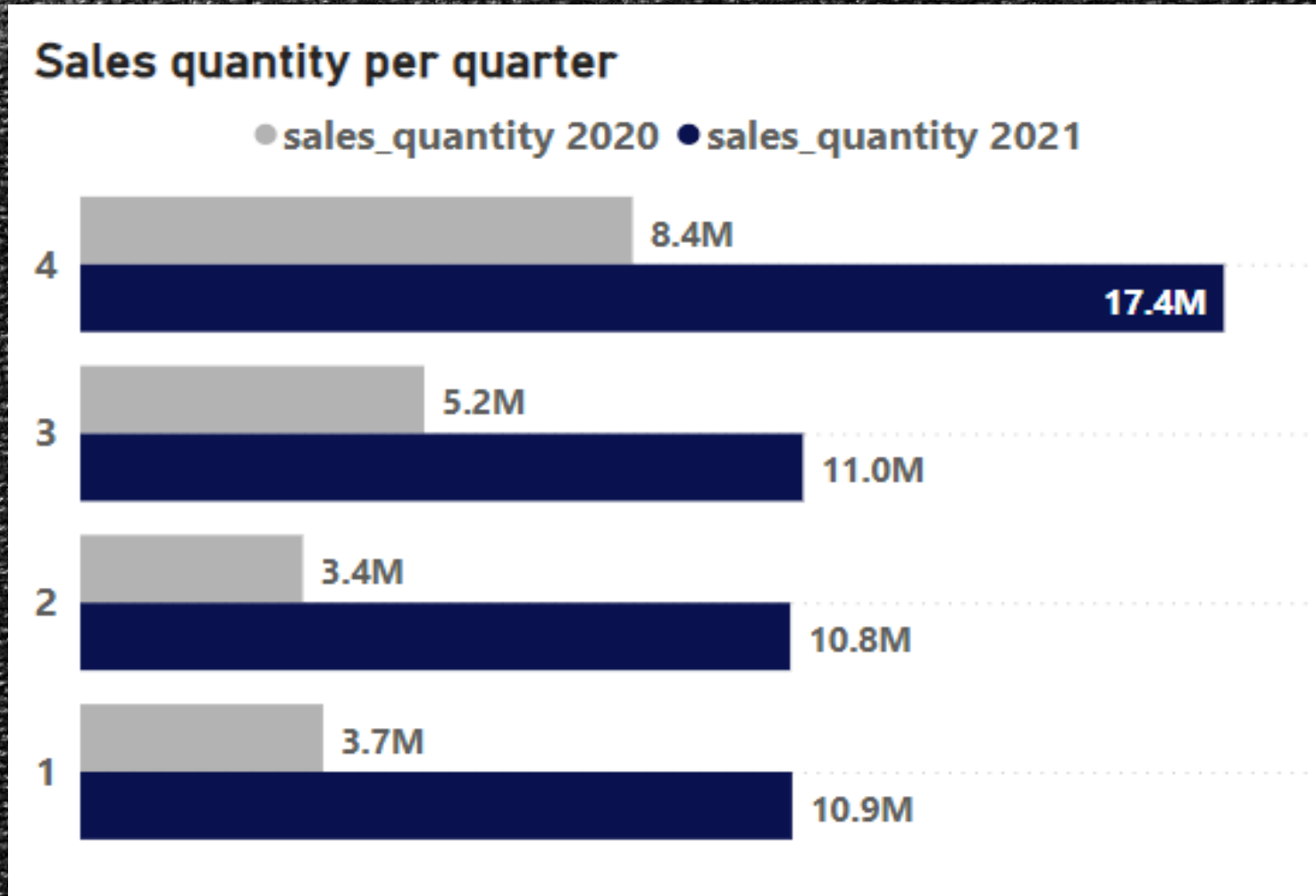
- Viveks, Croma, and Ezone are not among our top 5 premium customers, yet they enjoy our premium discounts.
- Check if these customers meet other requirements that warrant a discount.
- Prioritize our premium customers.



Sales Overview



Sales quantity per quarter 2020 vs. 2021

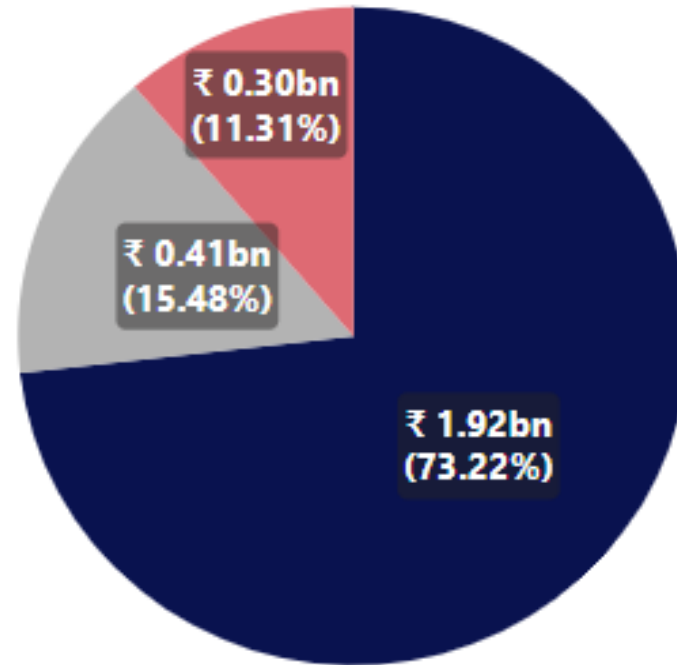


- we see a massive improvement in sales for every quarter in 2021

Which channel generated the most Revenue in 2021

Revenue by channel

● Retailer ● Direct ● Distributor



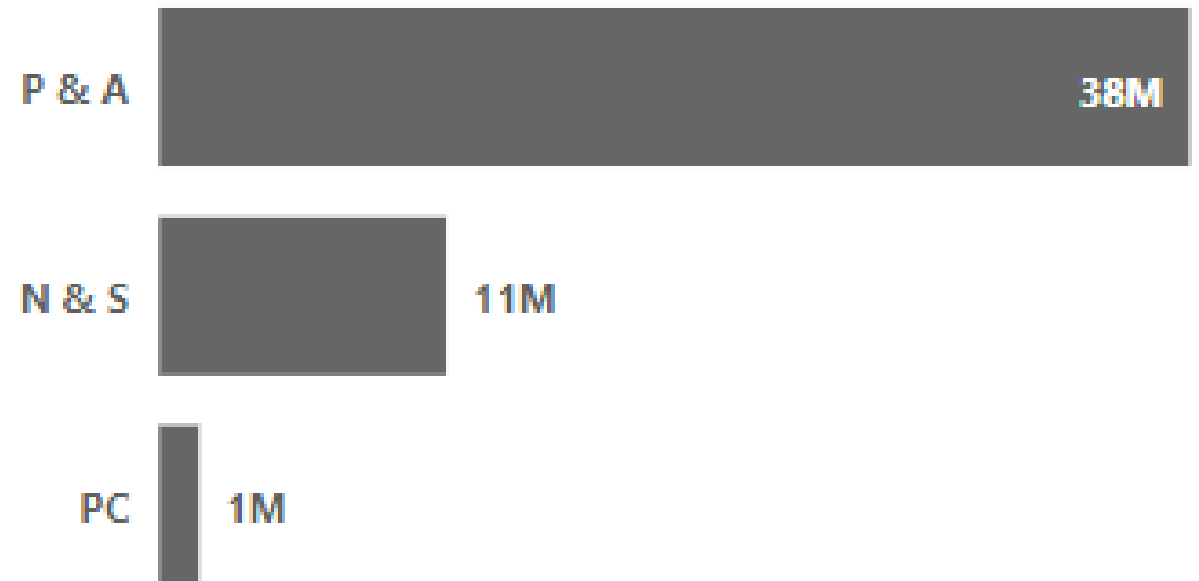
Product Inventory/Performance



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

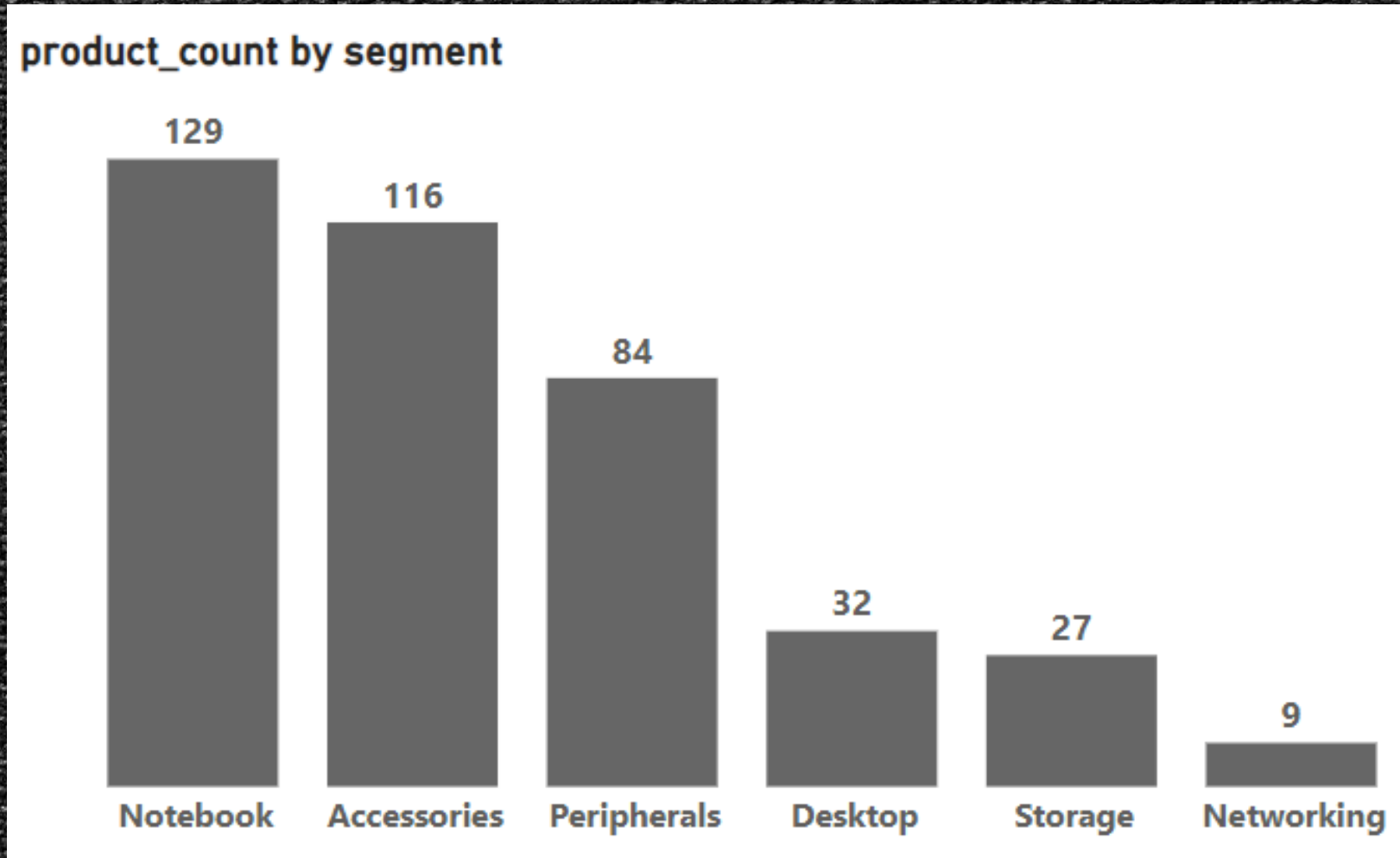
334

percentage diff

36.33

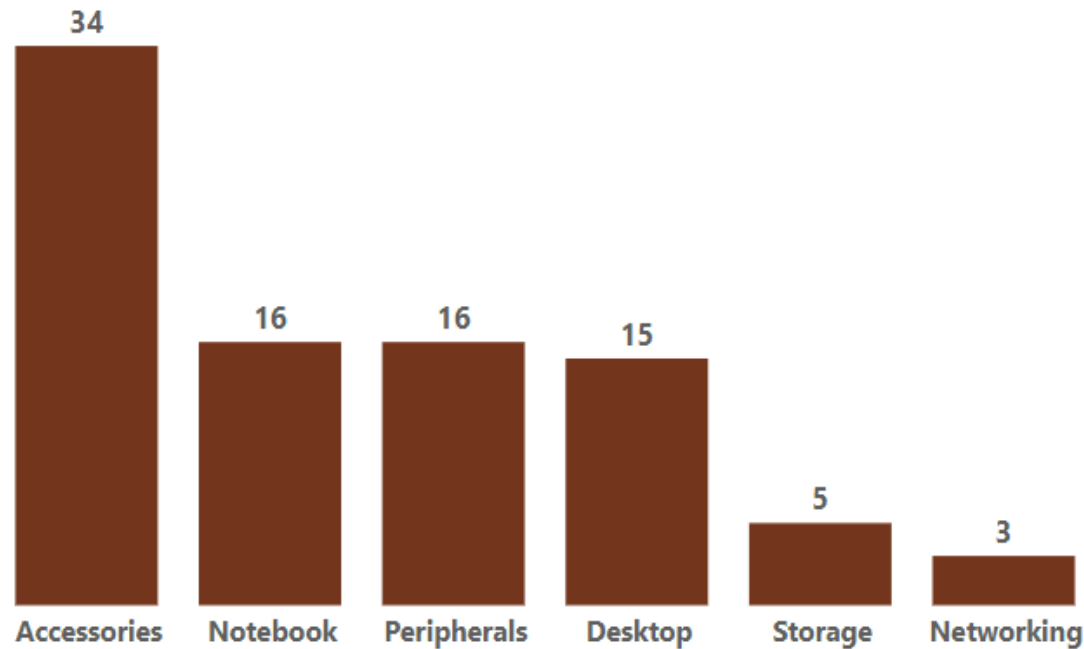


An inventory of our **unique products** per segment

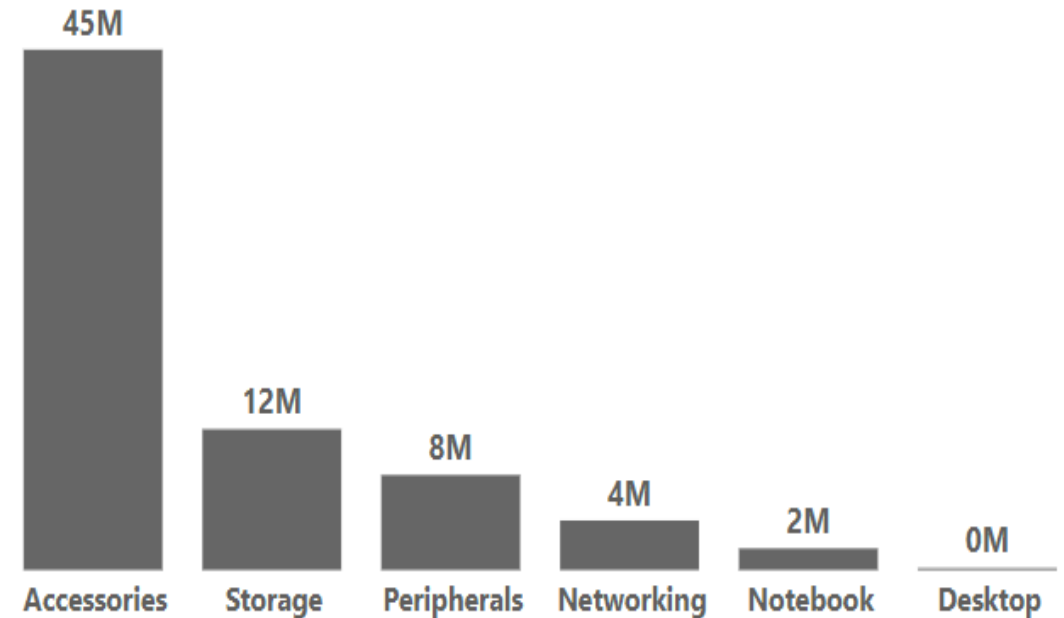


Which segment had the most increase in unique products in 2021 vs 2020

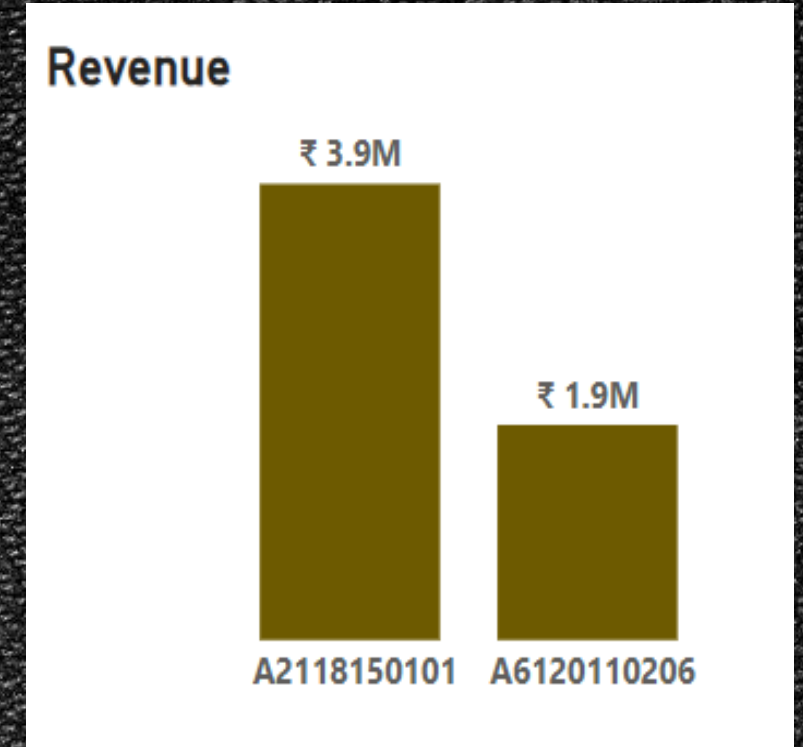
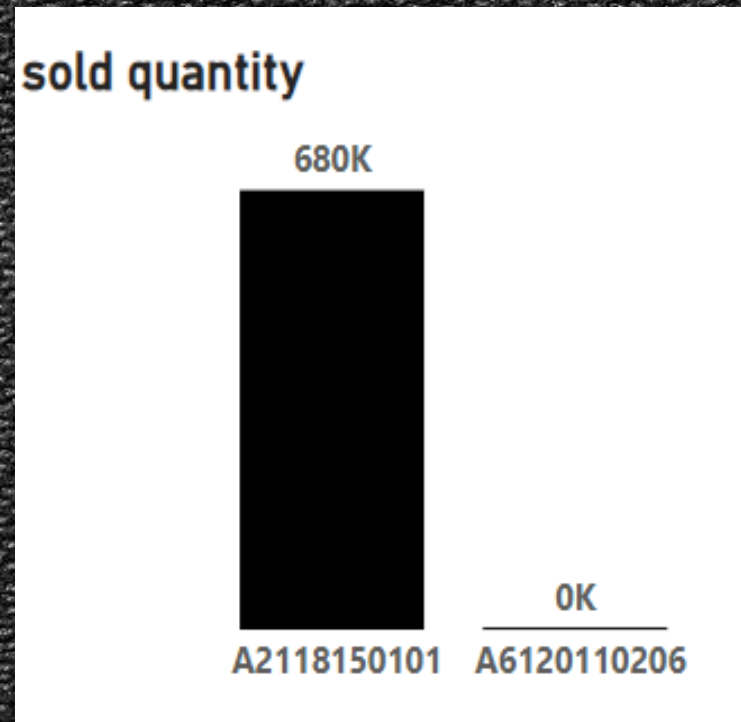
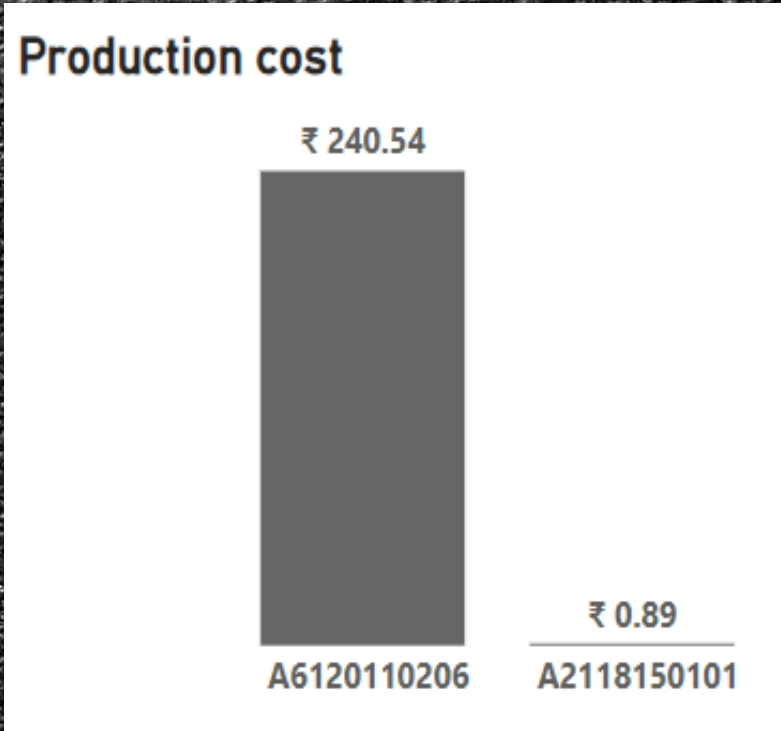
increase by segment



sales quantity by segment



What are our most **Expensive** and **Cheapest** products to produce?



Thank you

Feel free to ask questions

