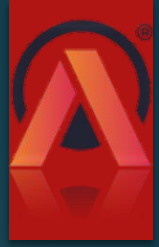


ATLIQ INDUSTRIES



CODE BASICS IO RESUME CHALLENGE 4

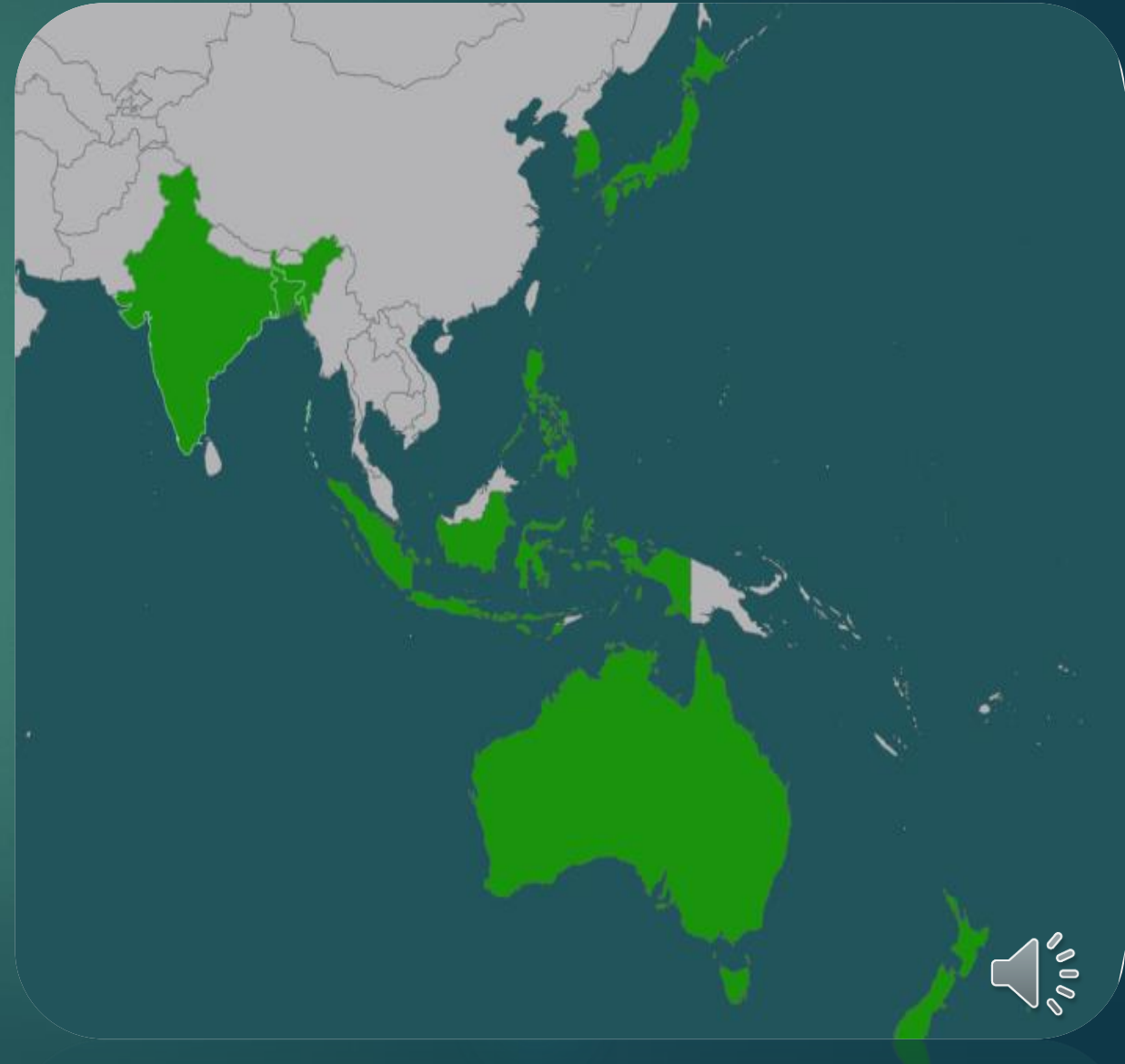
Presented by: Dipjyoti Gupta





Countries in APAC region with Atliq Exclusive Stores

India
Indonesia
Japan
Philippines
South Korea
Australia
New Zealand
Bangladesh

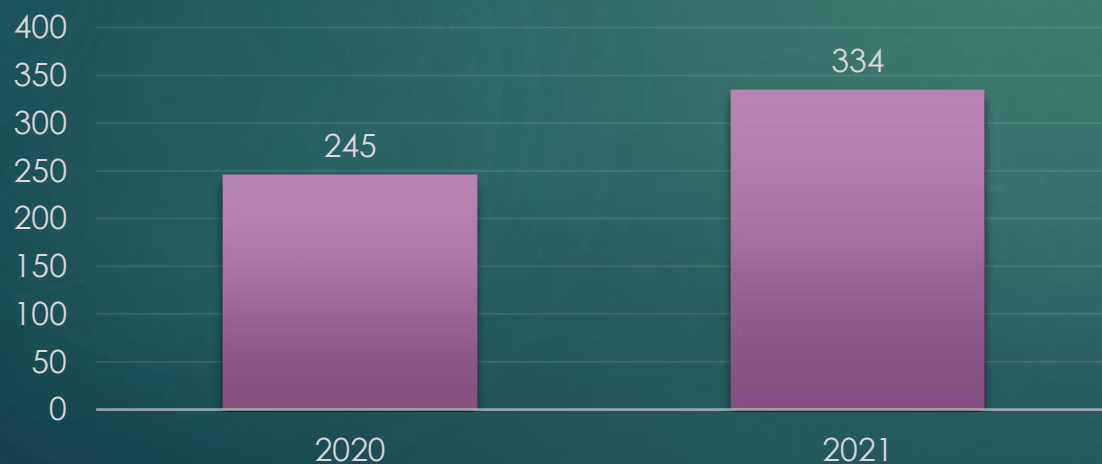




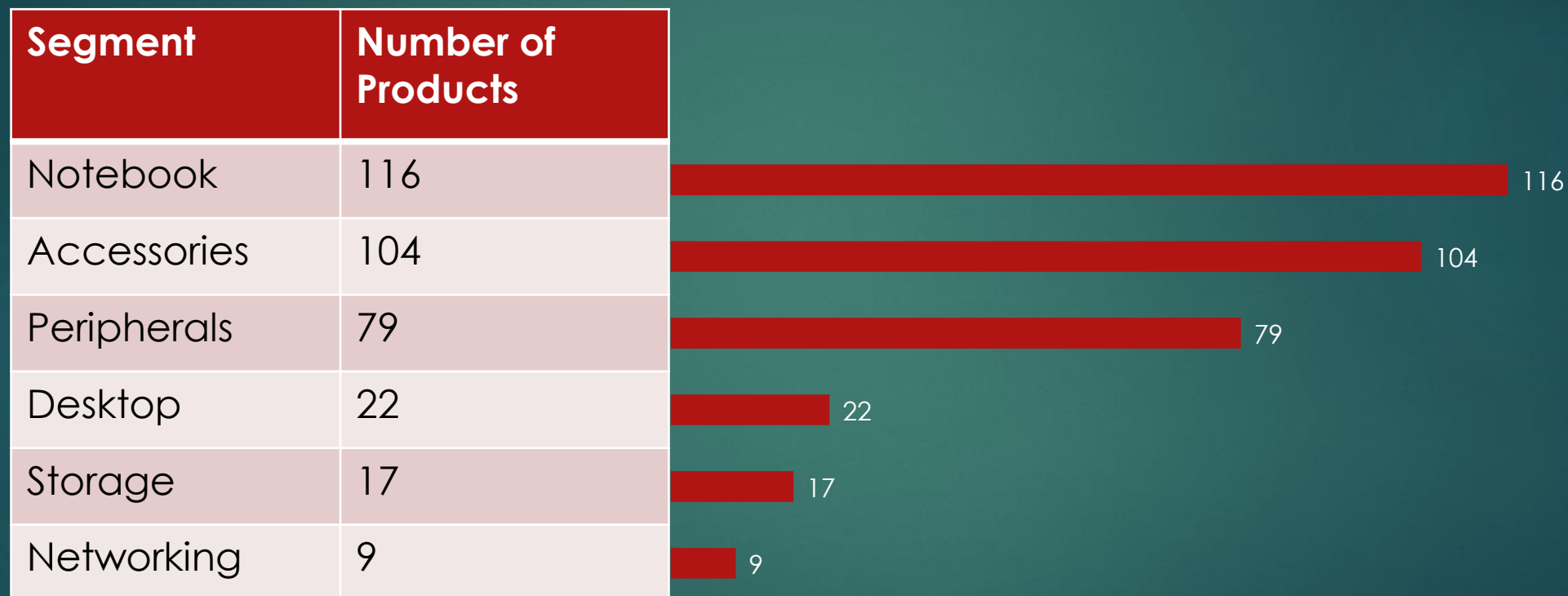
Yearly Increase in Number of Unique Products

Unique Products in 2020	Unique Products in 2021	Percentage Change
245	334	36.33%

Unique Products Sold



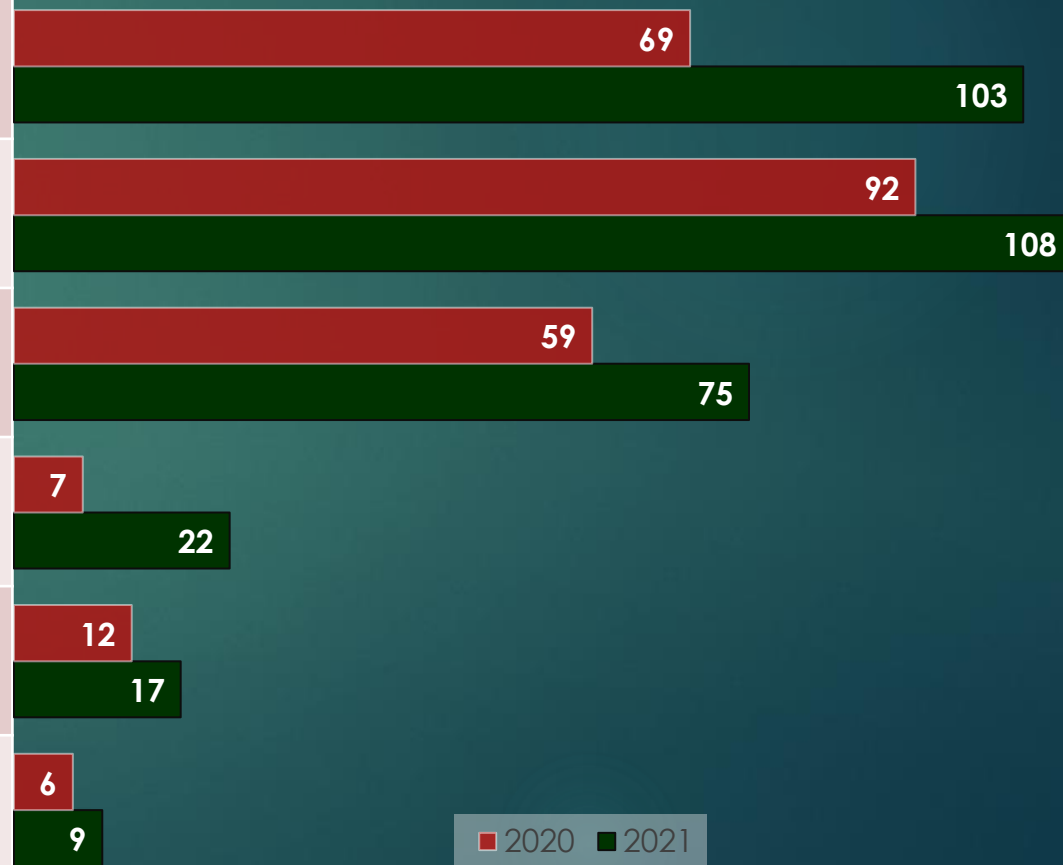
Segment wise Products



Yearly Increase in Products by Segment





Segment	Number of products in 2020	Number of products in 2021	Difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3





Products with Lowest and Highest Manufacturing Cost

Product code	Product	Category	Manufacturing Cost	
A2118150101	AQ Master wired x1 Ms	Mouse	\$ 0.89	
A6120110206	AQ HOME Allin1 Gen 2	Personal Desktop	\$ 240.54	





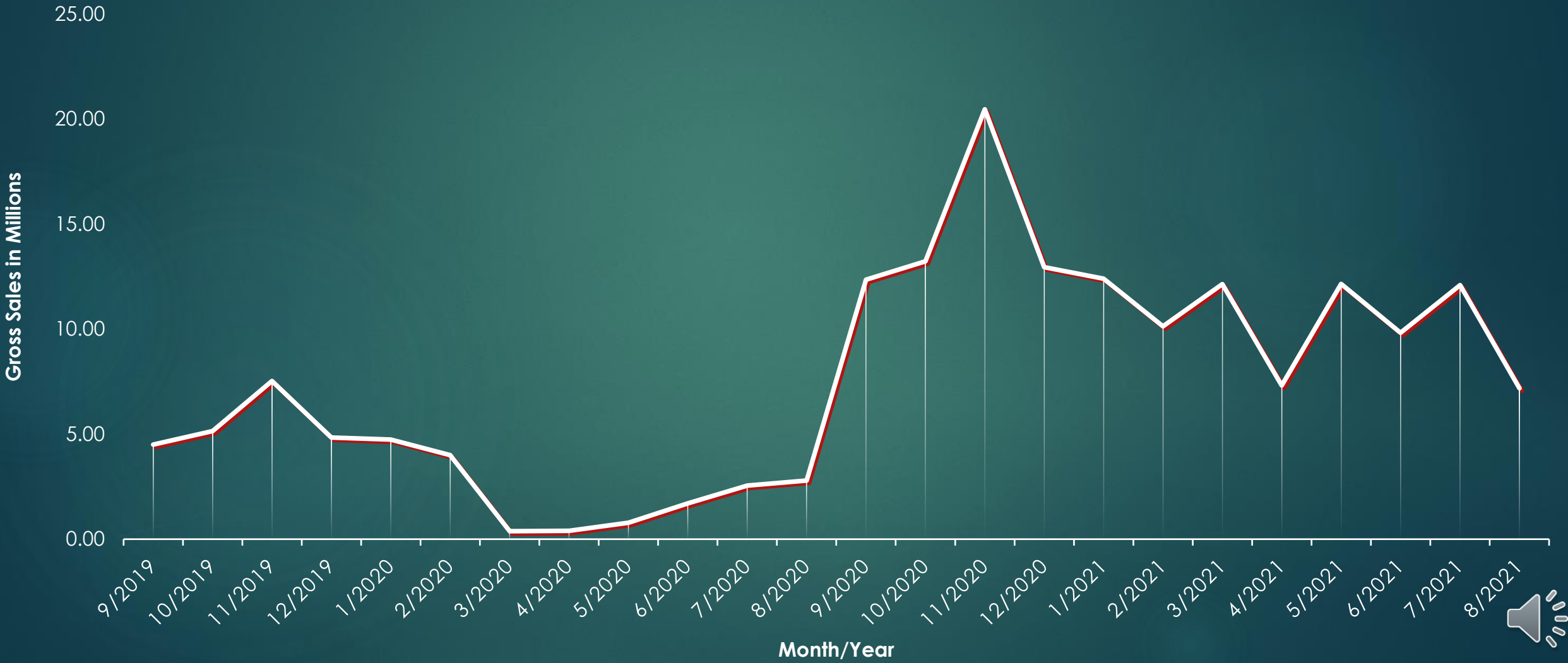
Top 5 Indian Customers getting Highest pre invoice discount for Fiscal Year 2021

Customer Code	Customer	Avg Discount %
90002009	Flipkart	30.83%
90002006	Viveks	30.38%
90002003	Ezone	30.28%
90002002	Croma	30.25%
90002016	Amazon	29.33%





Atliq Exclusive Sales Trend

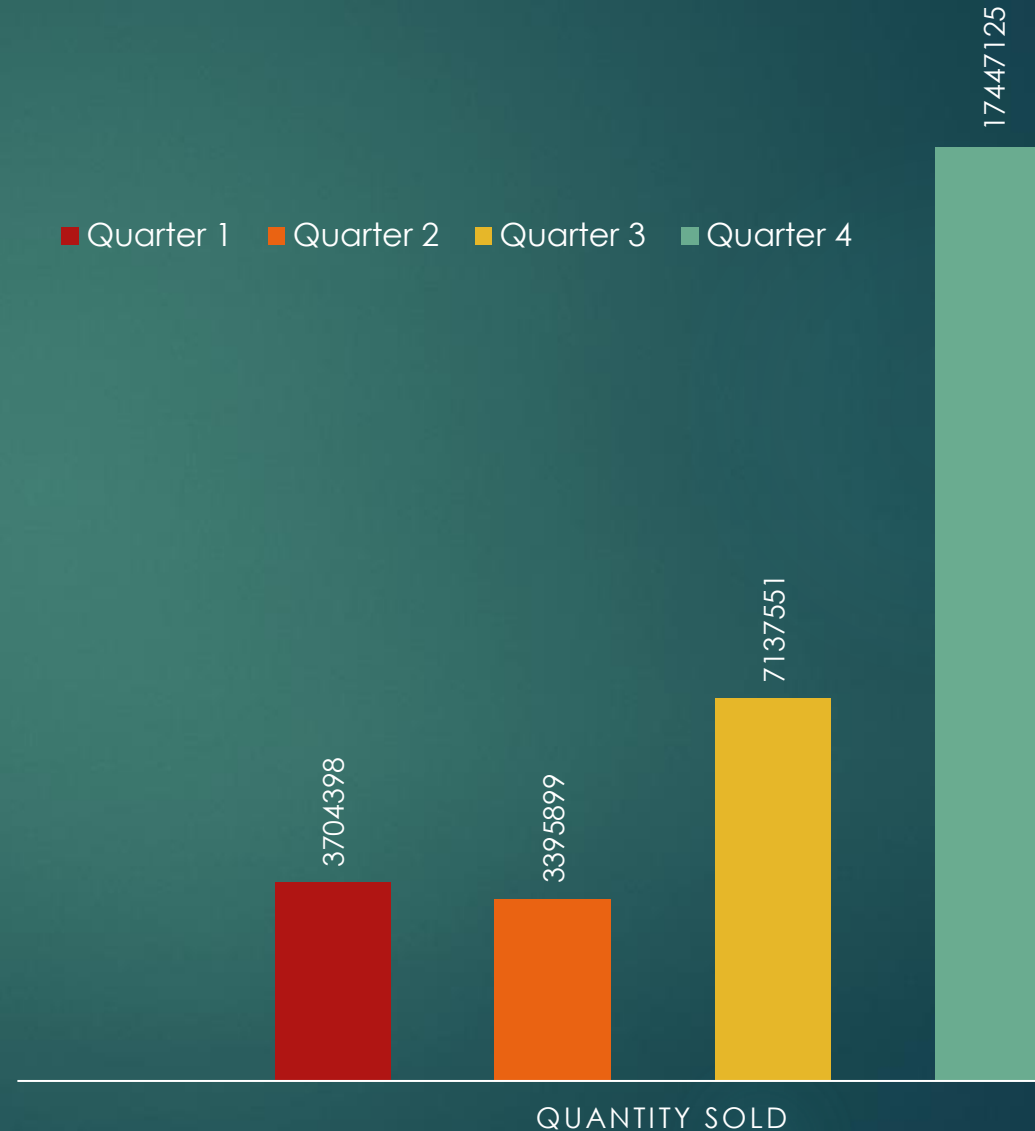


Quantity Sold in 2020 by Quarter



■ Quarter 1 ■ Quarter 2 ■ Quarter 3 ■ Quarter 4

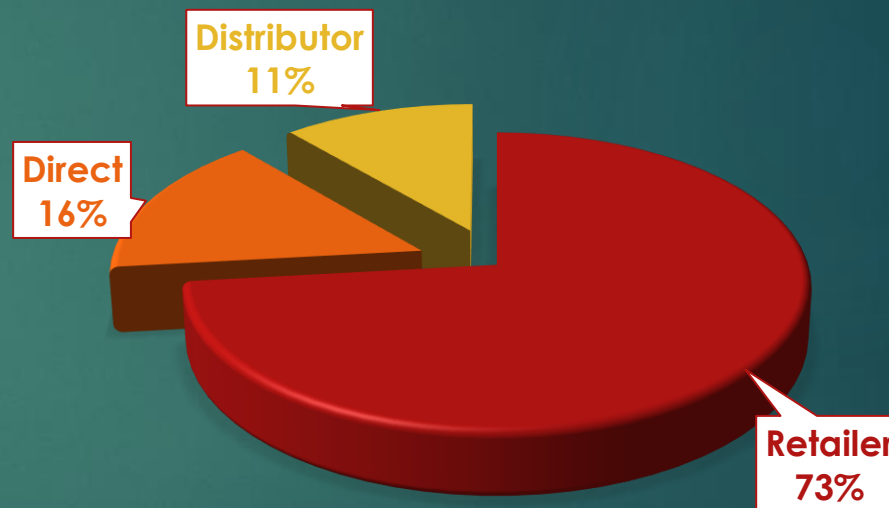
Quarter	Sold Quantity
4	17447125
3	7137551
1	3704398
2	3395899



Channel wise Gross Sales % in 2021



channel	Gross Sales in Million	Percentage
Retailer	1219.08	73.30 %
Direct	257.53	15.59 %
Distributor	188.03	11.11 %

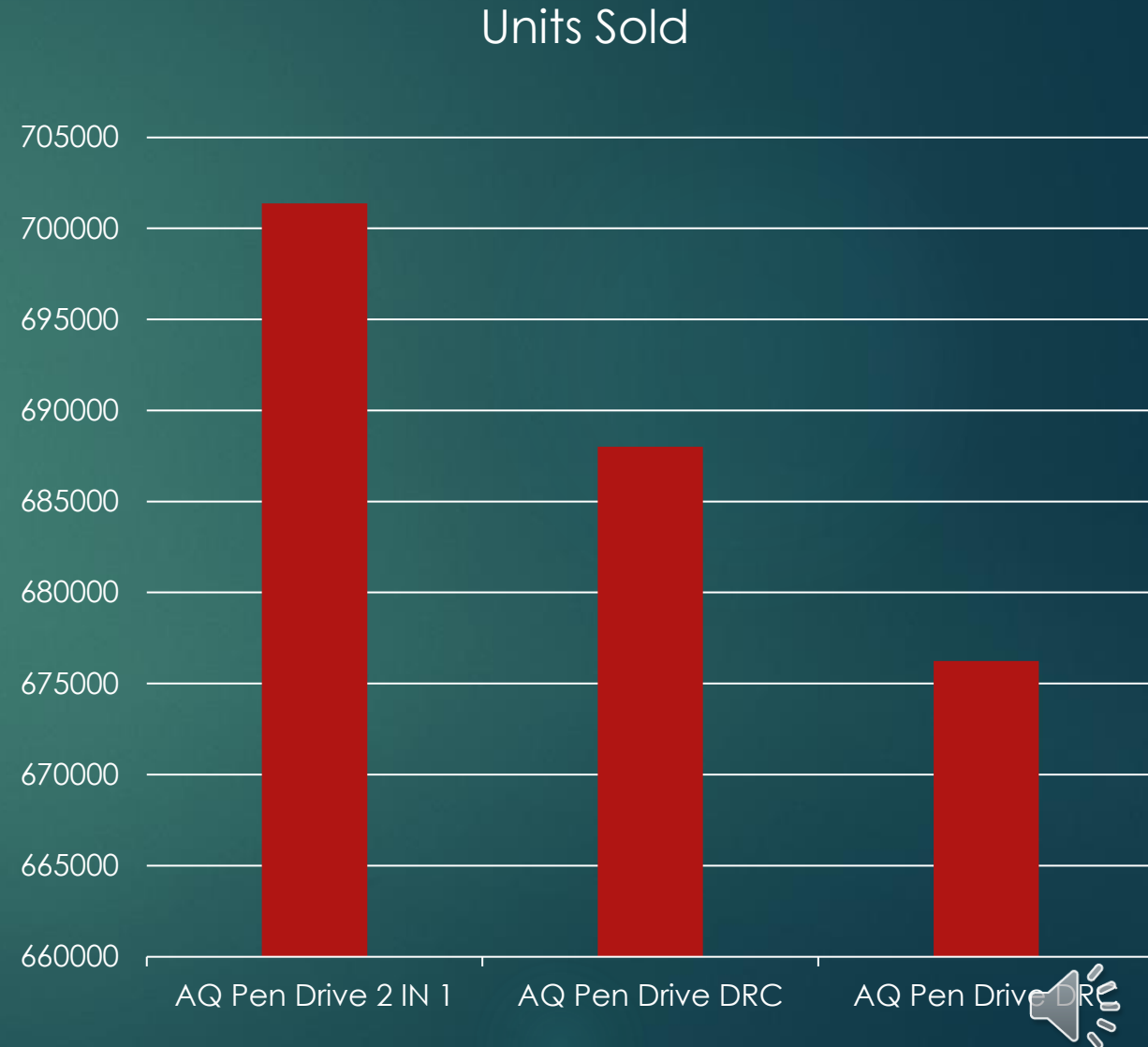


Best Performing products of Fiscal Year 2021



N&S Division

Product ID	Product	Units Sold	Rank
A6720160103	AQ Pen Drive 2 IN 1	701373	1
A6818160202	AQ Pen Drive DRC	688003	2
A6819160203	AQ Pen Drive DRC	676245	3

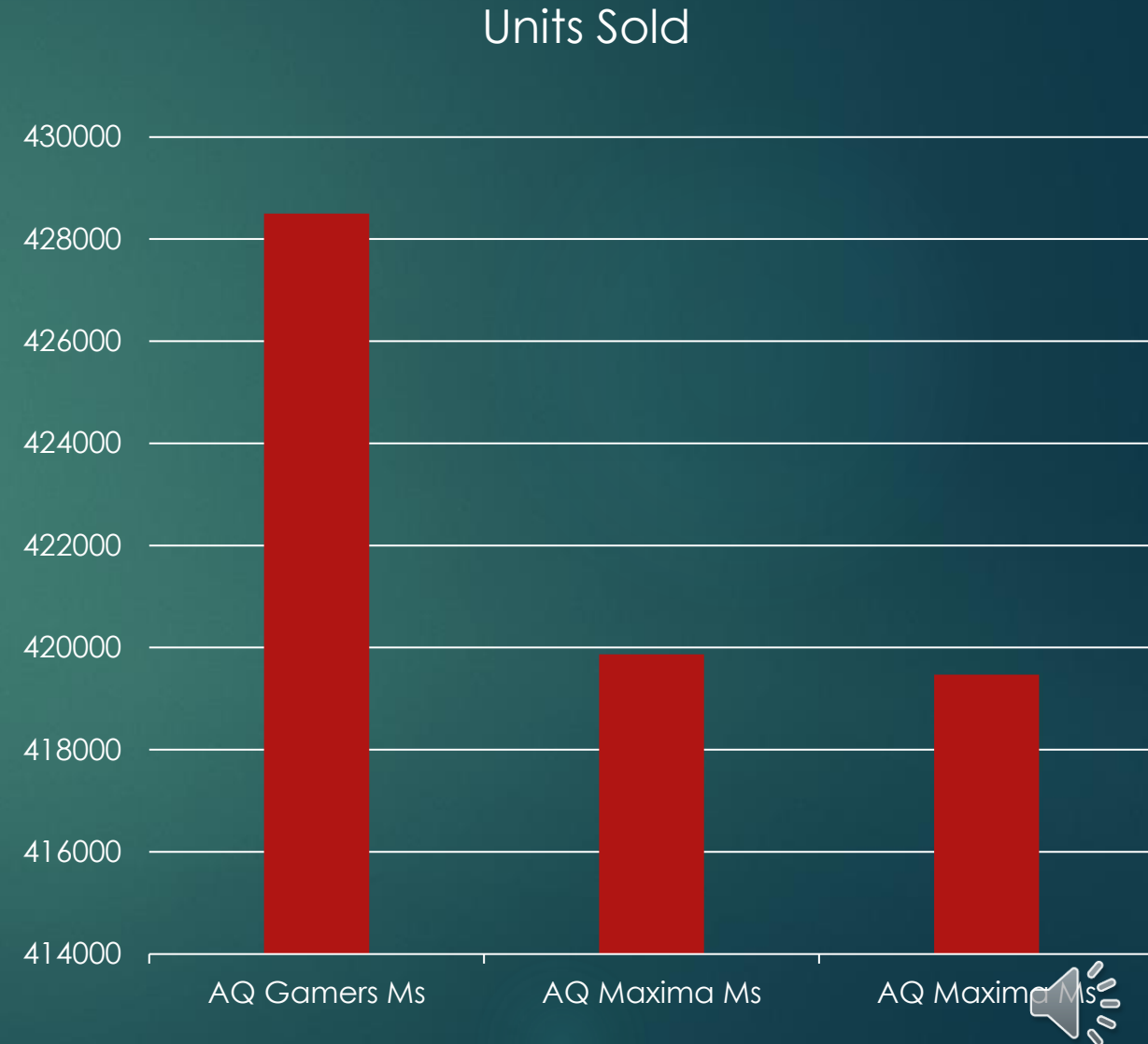


Best Performing products of Fiscal Year 2021



P&A Division

Product ID	Product	Units Sold	Rank
A2319150302	AQ Gamers Ms	428498	1
A2520150501	AQ Maxima Ms	419865	2
A2520150504	AQ Maxima Ms	419471	3

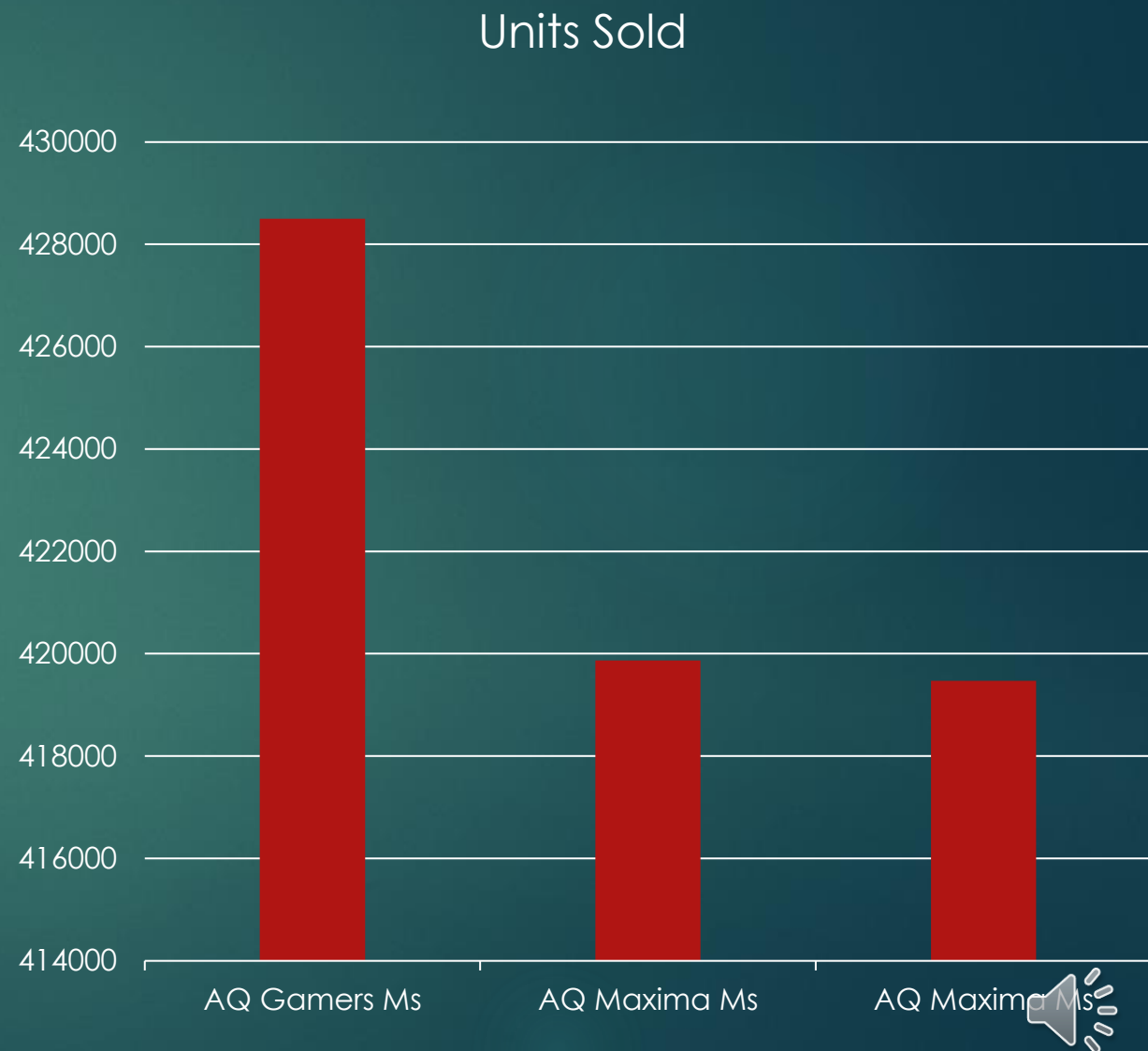


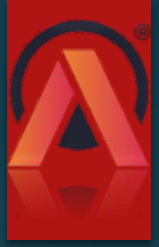
Best Performing products of Fiscal Year 2021



PC Division

Product ID	Product	Units Sold	Rank
A4218110202	AQ Digit	17434	1
A4319110306	AQ Velocity	17280	2
A4218110208	AQ Digit	17275	3





Thank you

