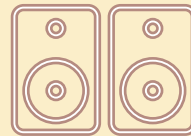
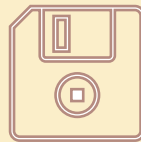
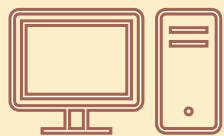




ATLIQ HARDWARE

Sales Insights from ad-hoc requests



**Created by,
Emmanuel Samuel**

Uncovering Key Business Gaps at Atliq Hardware



- **Challenge: The Need for Data-Driven Insights**

Atliq Hardware, a prominent computer hardware manufacturer based in India, has identified a critical gap in its operations: the lack of timely, data-driven insights. This limitation restricts our ability to adapt quickly to market changes and make informed decisions. Closing this gap will empower Atliq to make smarter decisions, improve efficiency, and accelerate growth in an increasingly competitive market.

- **Action Plan: Addressing 10 Key Business Requests**

We'll explore 10 key business requests that will help fill this gap and enable strategic action for growth.



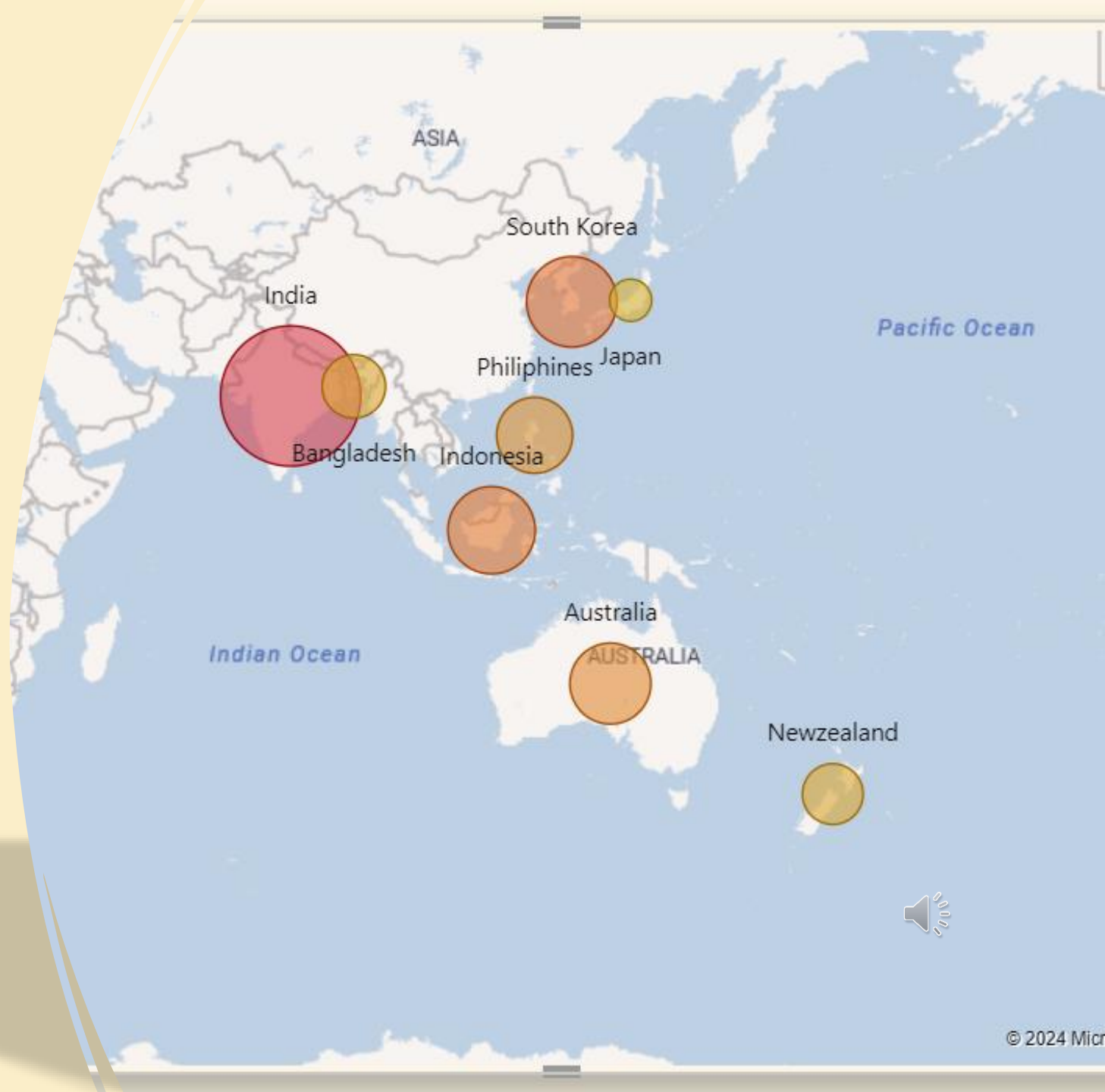
Exploring Atliq Exclusive's Market Reach in APAC

India Leads the Way

India stands out as the top market for Atliq Exclusive in the APAC region, driving the highest gross sales across 8 countries.

Other High-Performing Markets

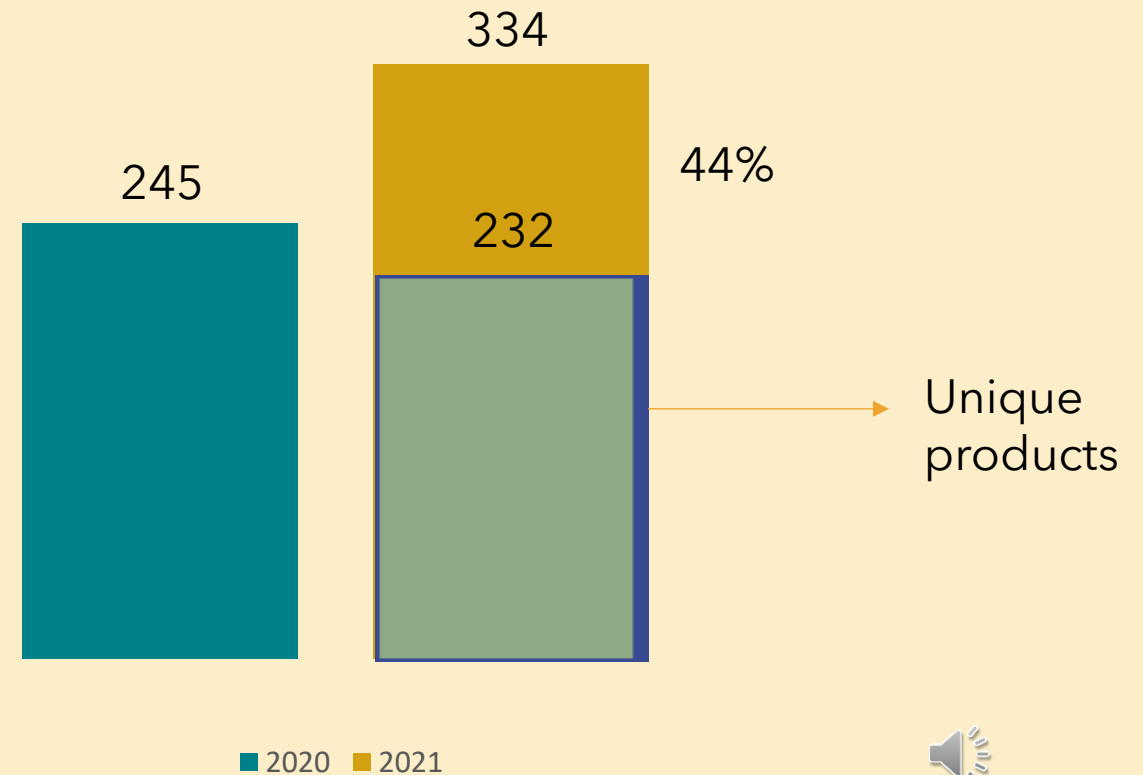
South Korea, Indonesia, and Australia follow closely, contributing significantly to Atliq's performance and expanding presence in Asia.



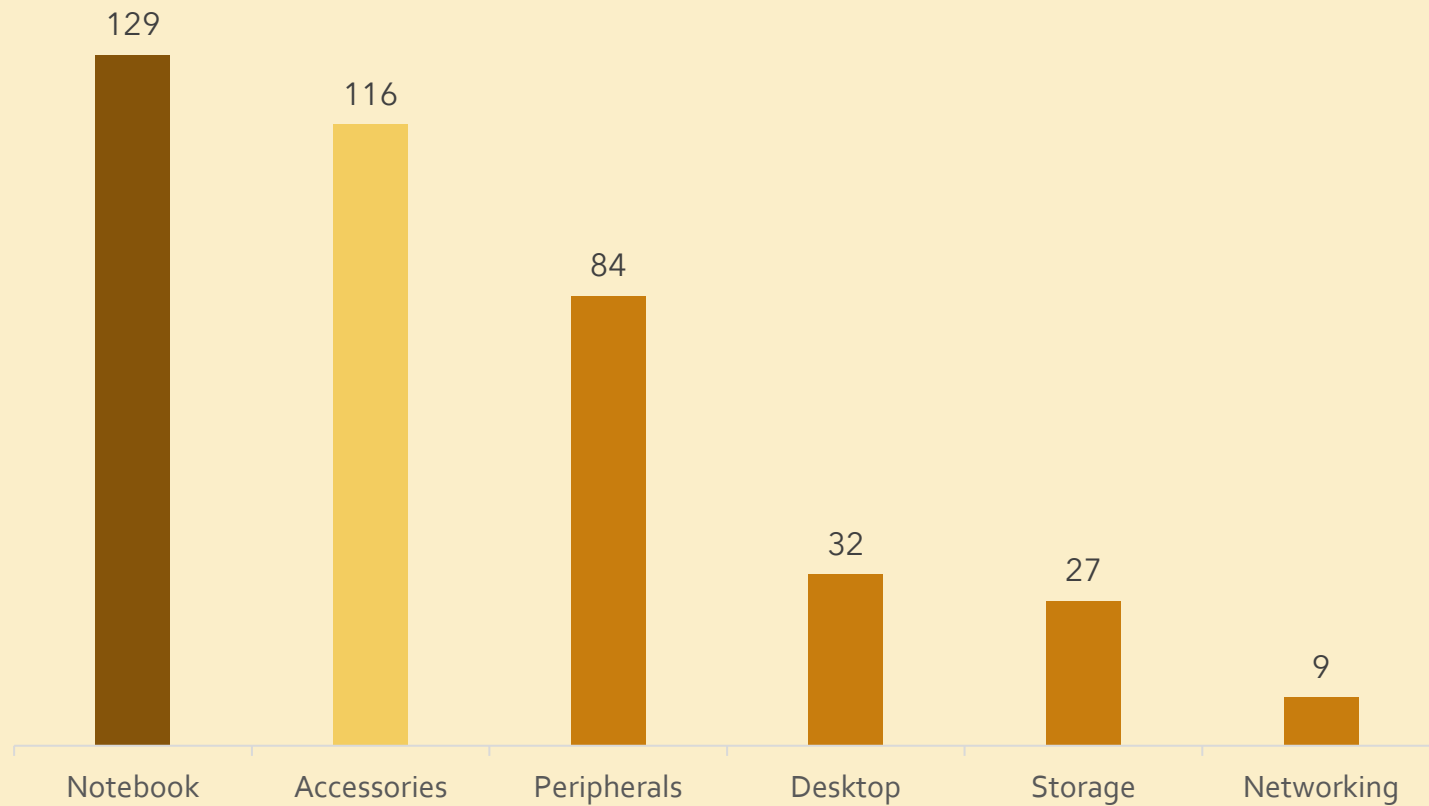
The **Rise** of **Product Variety**: A Look at Atliq's **Growth** in 2021

Expanding Our Product Portfolio

From 2020 to 2021, Atliq Hardware expanded its product range by 44%, reflecting our commitment to broadening product offerings and tapping into new market opportunities. This growth signifies our adaptability and focus on meeting evolving customer demands.



Product Segmentation Insights: Understanding Atliq's Portfolio

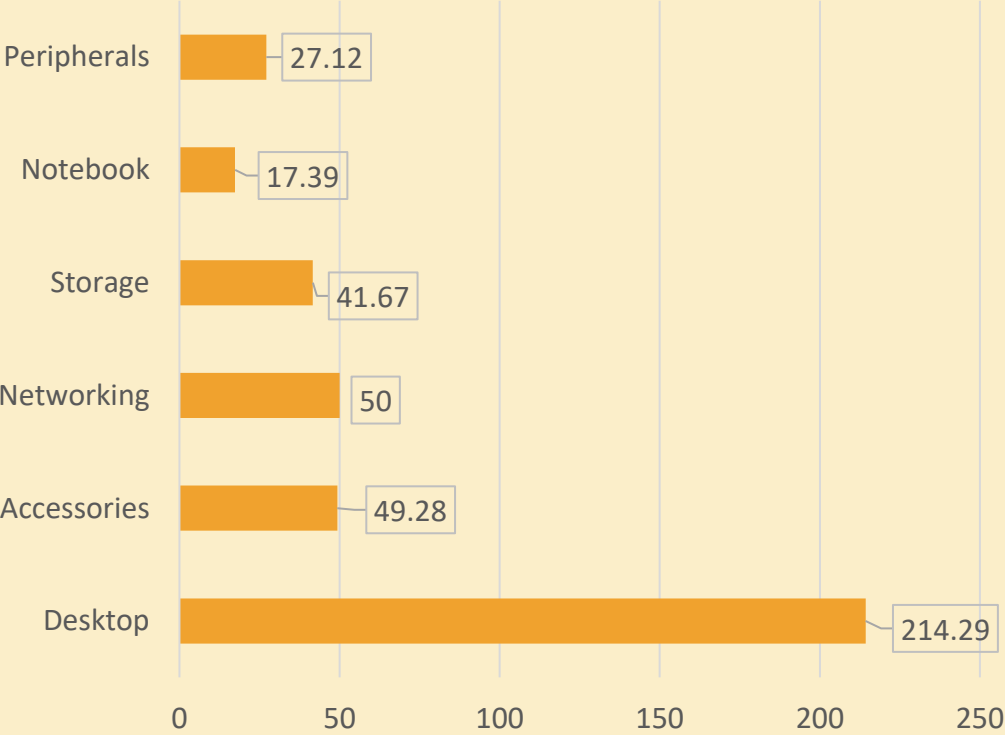


Meeting Market Demand

Atliq Hardware sees a significant opportunity to further tap into the rising demand for Networking and Storage products. Expanding our product offerings in these segments will strengthen our market position and help us capture more customers.



The Biggest Winners: Segments with the Highest Growth in 2021



unique_products_2020	unique_products_2021	difference	segment	pct_change
7	22	15	Desktop	214.29
6	9	3	Networking	50.00
69	103	34	Accessories	49.28
12	17	5	Storage	41.67
59	75	16	Peripherals	27.12
92	108	16	Notebook	17.39

Desktop Segment's Major Contribution

In 2021, the Desktop segment saw the highest growth in product offerings, while the Accessories segment experienced the largest increase in production. This shows our ability to scale production across various product lines and meet market needs.

Understanding the Impact of **Discounts**: Top Customers Driving Sales

Flipkart
₹43,963,999.66
30.83%
Viveks
₹30,214,998.79
30.38%
Ezone
₹30,227,675.77
30.28%
Croma
₹29,856,116.65
30.25%
Vijay Sales
₹32,182,744.40
27.53%

Flipkart's Discount-Driven Success

Flipkart's strategy of offering high average discounts has resonated well with customers, driving record sales and improving customer engagement.

Vijay Sales - Strong Performance with Lower Discounts

Despite offering the lowest average discount (27.53%), Vijay Sales still achieved \$32M in gross sales, demonstrating that strategic sales performance doesn't always depend on the highest discounts.



Cost Efficiency in Manufacturing: Identifying Key Cost Drivers

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364



Cost-Effective Production: The AQ Master Wired Mouse

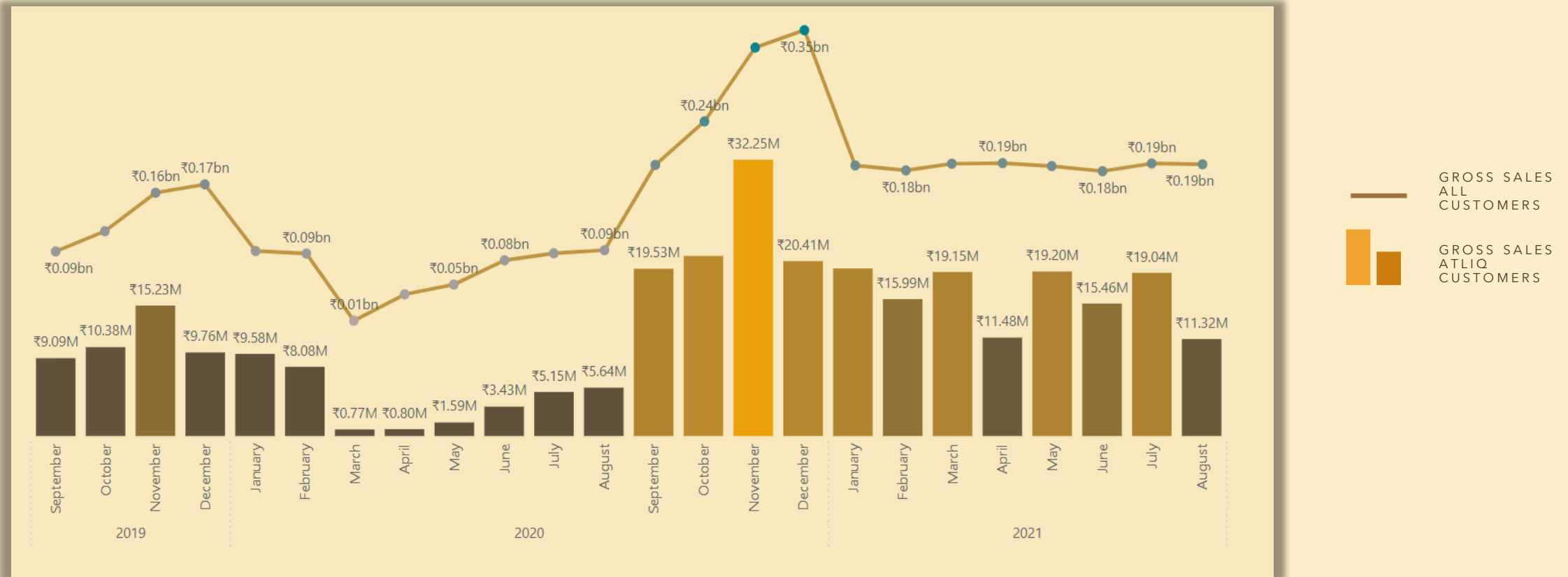
The AQ Master Wired x1 Ms (Standard variant) has the lowest manufacturing cost, making it a cost-effective production choice.



Premium Production: The AQ HOME All-in-1 Desktop

The AQ HOME All-in-1 Gen 2 (Plus 2 variant) carries the highest manufacturing cost, reflecting its premium design and features. 🔊

Gross Sales Trends: Identifying **High** and **Low-Performing** Months



Sales Performance Post-Pandemic




In FY 2021, Atliq Hardware recorded 73.8% of total gross sales, signaling strong recovery and sustained growth post-pandemic. The continued increase in sales shows our resilience and ability to thrive in the changing market landscape.

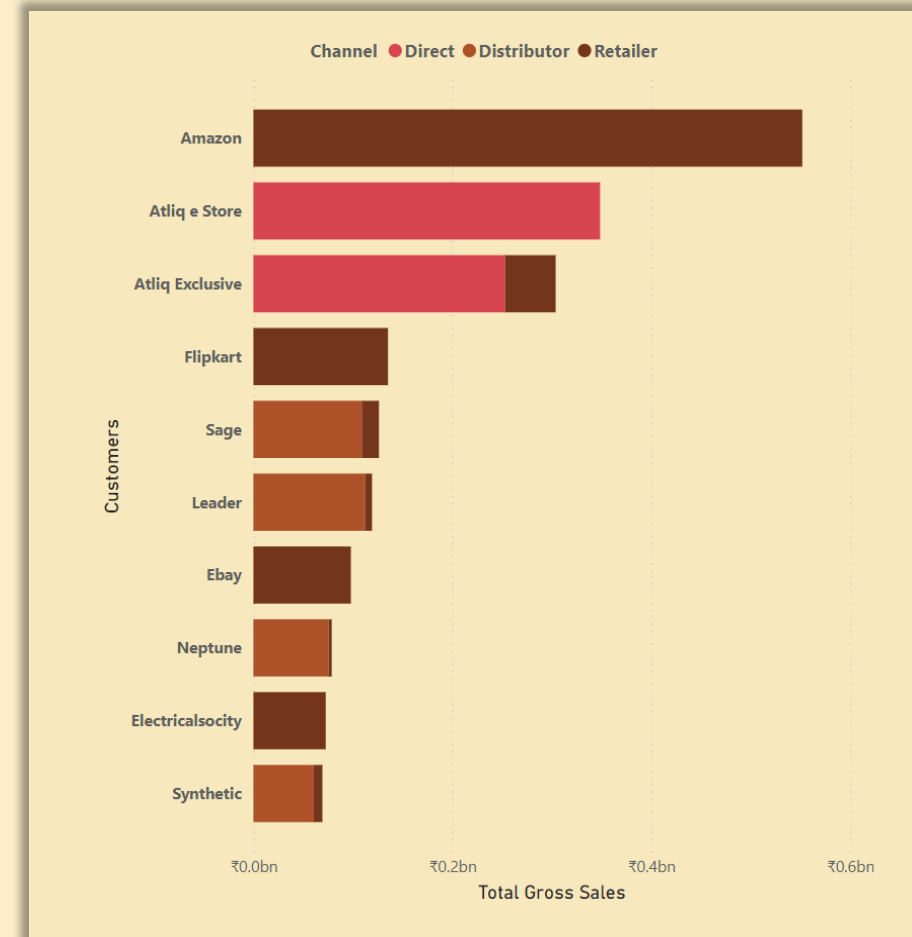
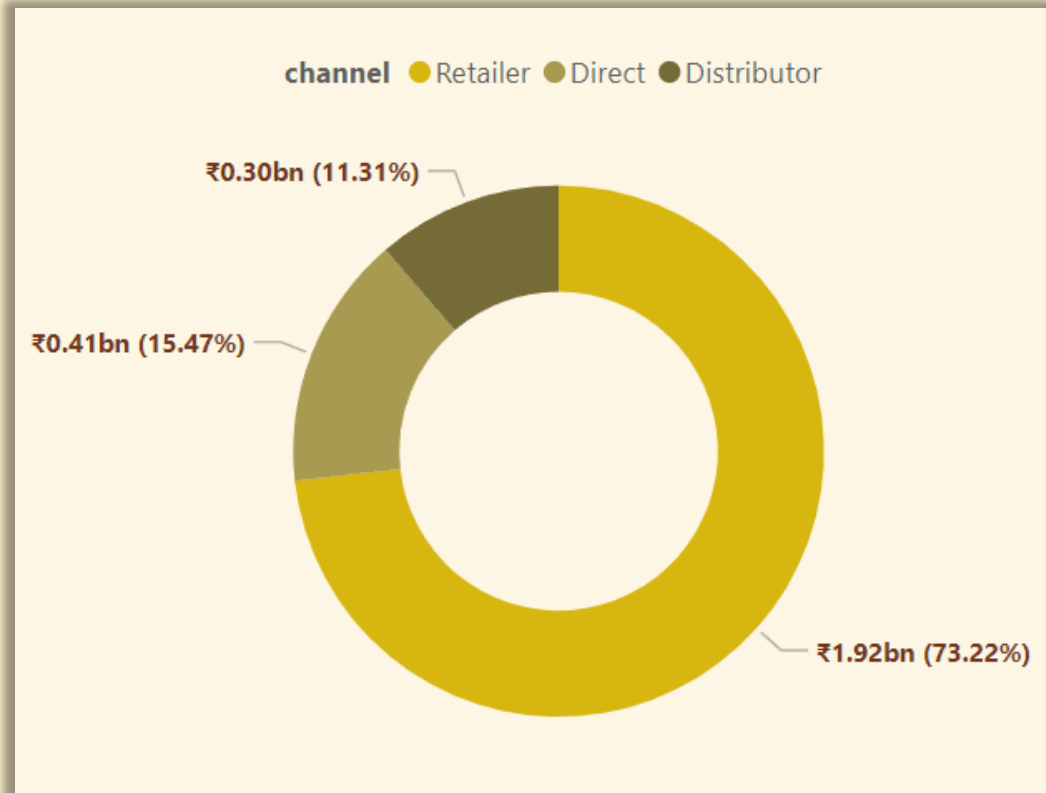
Uncovering **Peak Performance**: Sales Breakdown by **Quarter** in 2020

QUARTERS FOR FISCAL YEAR 2020			
Q1	SEP'19	OCT'19	NOV'19
Q2	DEC'19	JAN'20	FEB'20
Q3	MAR'20	APR'20	MAY'20
Q4	JUN'20	JUL'20	AUG'20

Quarterly Performance Analysis

In FY 2020, Q1 saw the highest total units sold, while Q3 recorded the fewest. To further boost sales, Atliq could consider expanding its product range, such as introducing outdoor products like waterproof speakers to tap into the growing demand for recreational items during the summer season. 

Channel Power: Understanding the Sales Contribution in 2021



Retailer Channel Performance

The Retailer channel accounted for 73.22% of Atliq's total sales in FY 2021, underscoring its key role in driving our overall sales performance.

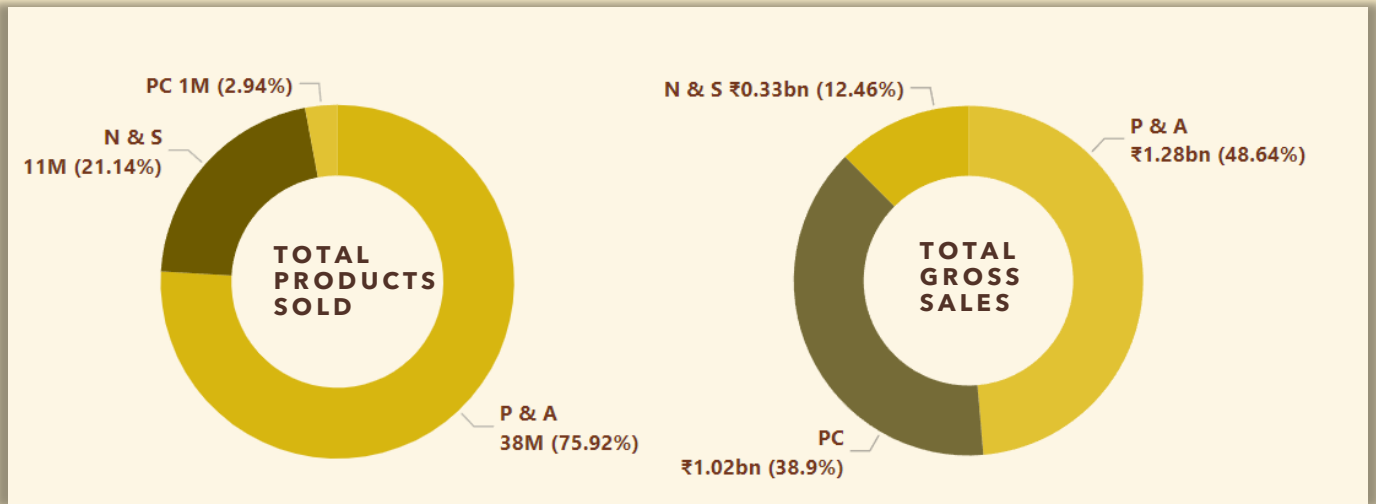


Best-Sellers by Division: Top Products Driving Performance

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

Peripherals & Accessories vs. Networking & Storage

The Peripherals and Accessories (P&A) division leads in units sold, while the Networking and Storage (N&S) division has the highest overall quantity of products sold.



PC Division's High Profitability

Despite lower quantities sold, the PC division contributes 38.9% of total gross sales, showcasing its high profitability.

New Product Launches - 102 Products and Strong Revenue Growth

PC and Accessories Lead Revenue

In 2021, Atliq launched 102 new products, with the Peripherals & Accessories segment leading in revenue, closely followed by the PC division. Despite only accounting for 3% of total items sold, the PC division contributed 39% of total sales, highlighting its profitability.

Future Opportunities

To drive further growth, Atliq should fine-tune its discount strategy and partner with new e-commerce platforms to reach a wider audience.



Summary of Key Insights and Actions

Summary of Insights

- **Product Range Expansion:** A 44% increase in product offerings shows our commitment to growth.
- **PC Division:** Despite lower units sold, it contributes 39% of total sales, showcasing profitability.
- **Networking and Storage:** These segments represent major opportunities for growth.
- **Retailer Channel:** It drives 73.22% of sales, indicating its crucial role in revenue generation.

Strategic Recommendations

- **Discount Strategy:** Fine-tune to optimize sales performance.
- **Expand Product Range:** Focus on high-demand segments like Networking and Storage.
- **E-commerce Partnerships:** Collaborate with new platforms to extend reach and drive sales.



THANK YOU

EMMANUEL SAMUEL

