



AtliQ Hardware
Consumer Goods
Ad-hoc Insights

Customers="AtliQ Exclusive" & region="APAC"

8

27

Market

Unique product count = 2020 vs 2021

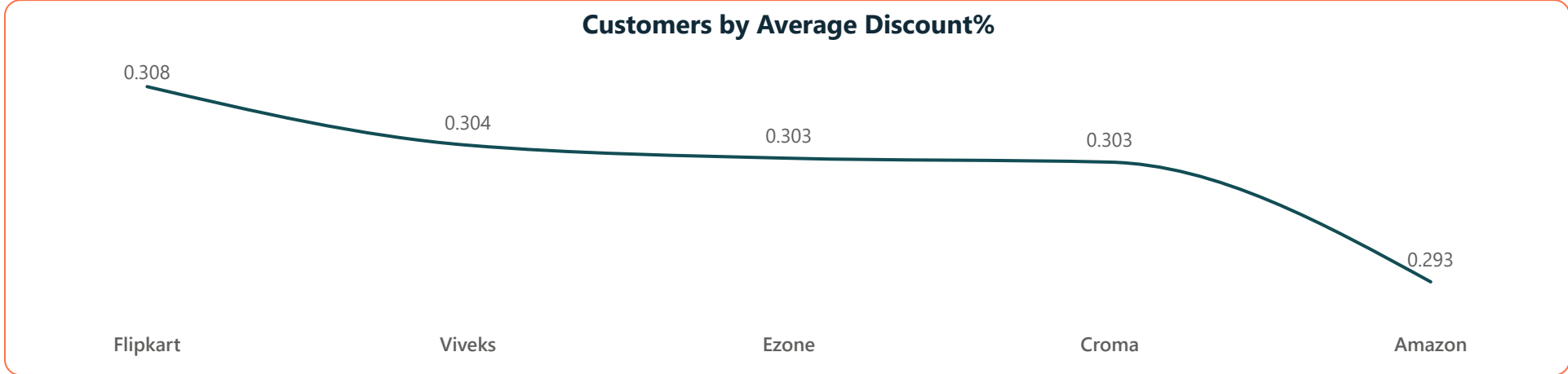
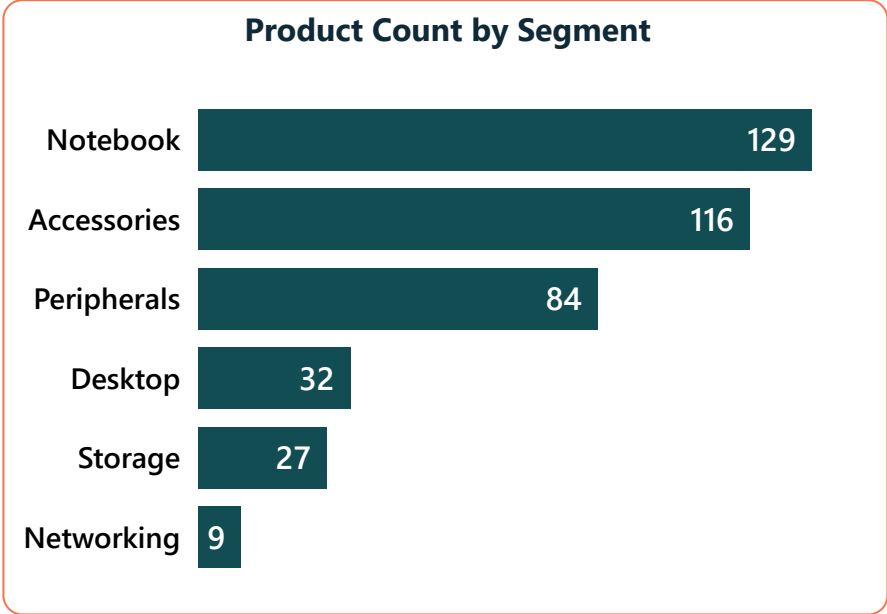
245 | 334

36.33%

Percenatge Change

Channel by Gross sales & %increase		
channel	gross_sales_mln	percentage
Direct	406.69	15.48
Distributor	297.18	11.31
Retailer	1,924.17	73.22

Product Count by Segment & Difference			
segment	product count 20	product count 21	difference
Accessories	69	103	34
Desktop	7	22	15
Networking	6	9	3
Notebook	92	108	16
Peripherals	59	75	16



Min manufacturing cost inclu. 2020 & 2021

0.892

AQ Master wired x1 Ms

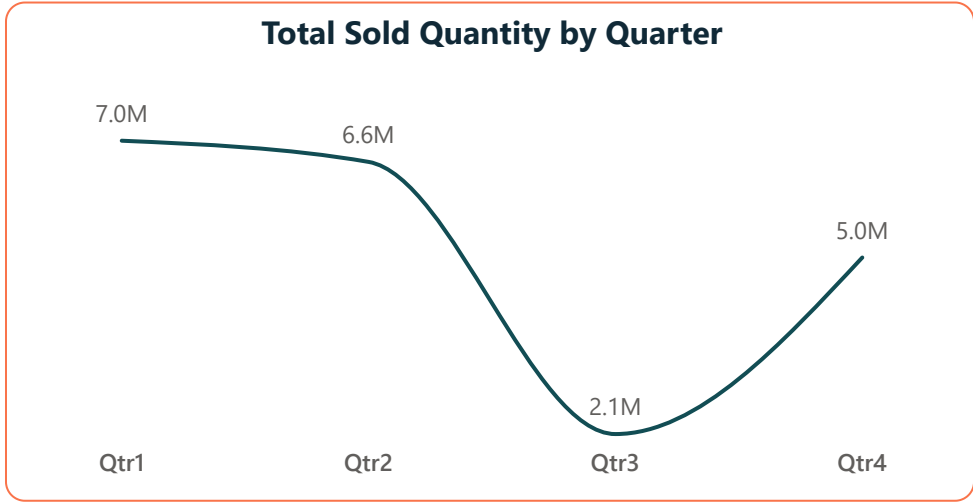
Product Name

Max manufacturing cost inclu. 2020 & 2021

240.5364

AQ HOME Allin1 Gen 2

Product Name



Total Sold Qty by Rank Order			
Division	product_code	product	TotalSoldQuantity21
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373
N & S	A6818160202	AQ Pen Drive DRC	688003
N & S	A6819160203	AQ Pen Drive DRC	676245
P & A	A2319150302	AQ Gamers Ms	428498
P & A	A2520150501	AQ Maxima Ms	419865
P & A	A2520150504	AQ Maxima Ms	419471
PC	A4218110202	AQ Digit	17434
PC	A4319110306	AQ Velocity	17280
PC	A4218110208	AQ Digit	17275



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Interactive report by

Ankit Negi @ Data Analyst

Do you have any question related to report/dashboard?

Please email ankitnegi996@rocketmail.com

Insights:

- AtliQ Exclusive operates its business in eight countries within the APAC region are as follows: India, Indonesia, Japan, Philippines, South Korea, Australia, New Zealand, Bangladesh.
- In the fiscal year 2020, we had a total of 245 products, which increased to 334 in the fiscal year 2021, marking a 36% growth.
- Notebooks, Accessories, and Peripherals are the three top segments.
- The Accessories segment had the most unique products in 2021 compared to 2020.
- The AQ HOME Allin1 Gen 2 has the highest manufacturing cost, while the AQ Master wired x1 MS has the lowest manufacturing cost.
- Flipkart, Viveks, Ezone, Croma, and Amazon offered the highest average discount percentages in the Indian market for the fiscal year 2021.
- In 2019, September was the lowest performing month, while November saw the highest performance. For 2020, March was the lowest performing month, with November again being the highest.
- The first quarter of 2020 (September, October, November) saw the highest number of products sold.
- The retailer channel significantly boosted gross sales in the fiscal year 2021, contributing 73.23%.
- The top-selling products in the fiscal year 2021 were as follows: N&S Division: AQ Pen Drive 2 in 1, AQ Pen Drive DRC P&A Division: AQ Gamers MS, AQ Maxima MS PC Division: AQ Digit, AQ Velocity