



# Atliq Hardwares Consumer Insights from Sales Data for data- driven business decision

By  
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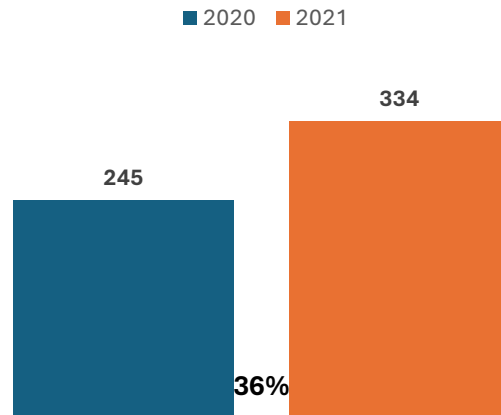
India  
Indonesia  
Japan  
Philippines  
South Korea  
Australia  
New Zealand  
Bangladesh

List of markets in which customer "Atliq Exclusive" operates its business in the APAC region

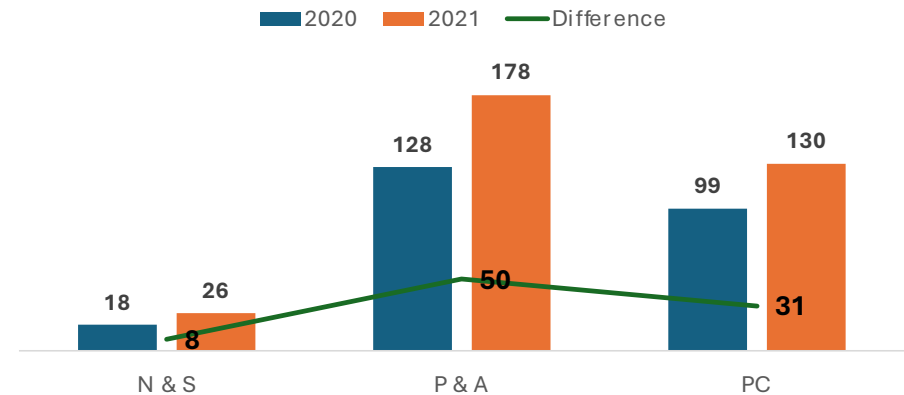
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- Atliq Exclusive has a presence in 16 global markets.
  - Eight of these markets are located in the APAC region, with India engaging through both direct and retail channels, while the others function exclusively through direct channels.
  - In the EU and NA, there are six and two markets, respectively, all operating via direct channels.

# What is the percentage of unique product increase in 2021 vs. 2020?

% Increase in Product from 2020 vs 2021



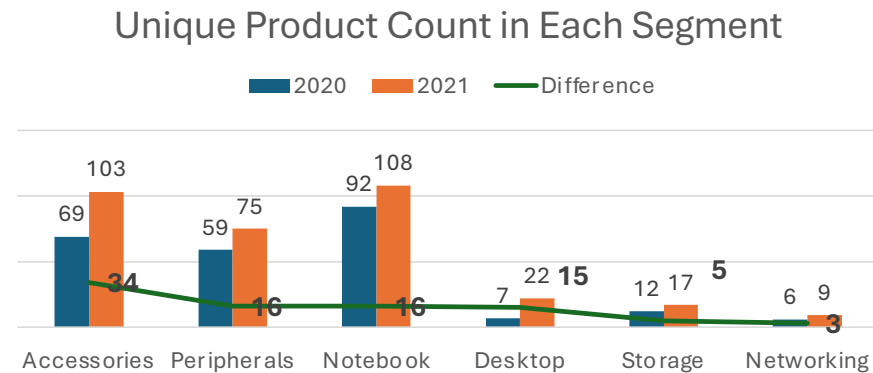
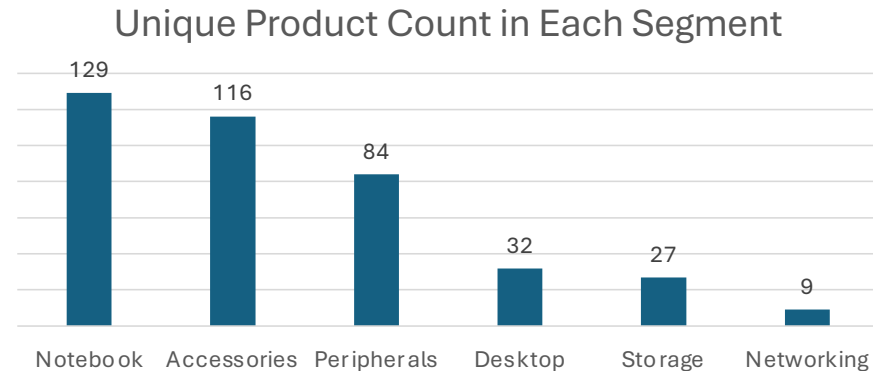
New Product launches by each Division



In total, 89 new products were introduced in 2021, with P & A leading the way by launching 50 new products, followed by PC with 31 and N & S with 8.

# The unique product counts for each segment and which segment had the most increase in 2021 vs 2020

Currently, the company offers 397 distinct products. In 2020, there were 245 unique products available, and in 2021, 89 new products were launched, bringing the total to 334 unique products, with the largest increase seen in accessories.



## Products that have the highest and lowest manufacturing costs.

| Product_code | product               | Manufacturing cost |         |
|--------------|-----------------------|--------------------|---------|
| A6120110206  | AQ HOME Allin1Gen 2   | 240.5              | Highest |
| A2118150101  | AQ Master wired x1 Ms | 0.89               | Lowest  |

The total quantity sold for AQ HOME Allin1Gen 2 is 2291.  
For AQ Master wired x1 Ms, the total quantity sold is 671784.

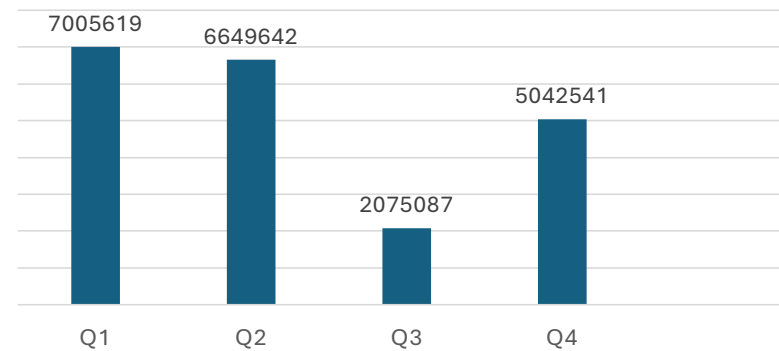
The top 5 customers who received an average high pre invoice discount pct for the fiscal year 2021 and in the Indian market.

| Customer_code | Customer | Average_discount_percentage |
|---------------|----------|-----------------------------|
| 90002009      | Flipkart | 30.8                        |
| 90002006      | Viveks   | 30.4                        |
| 90002002      | Croma    | 30.3                        |
| 90002003      | Ezone    | 30.3                        |
| 90002016      | Amazon   | 29.3                        |

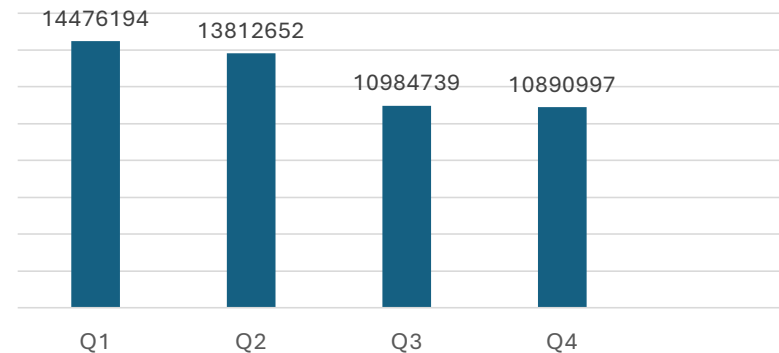
The highest sales figures were achieved through the largest discount percentage. This pricing strategy proved effective. Nonetheless, it is crucial to safeguard the gross margin during this approach.

In which quarter of 2020, got the maximum total sold quantity?

Total Sold Quantity in fiscal\_year 2020



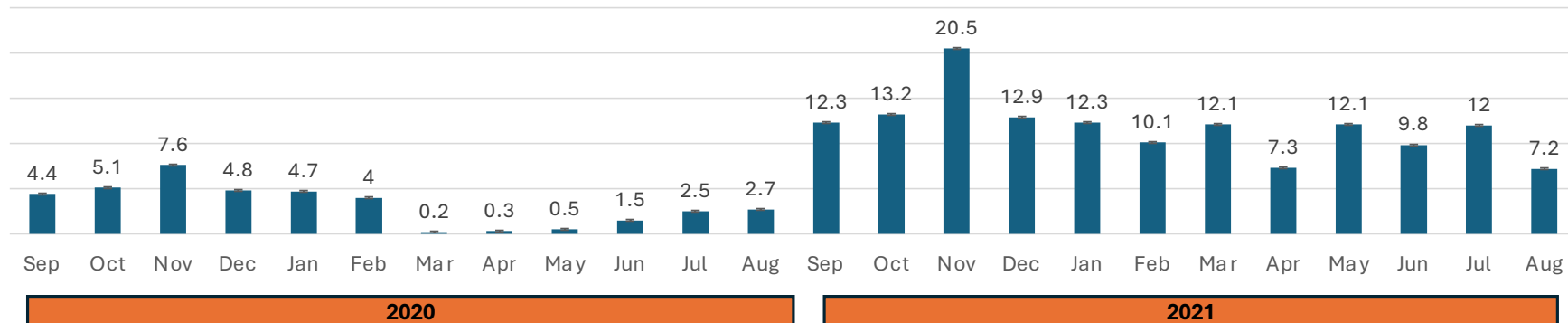
Total Sold Quantity in fiscal\_year 2021



In 2020, sold quantity peaked in Q-1 but fell significantly in Q-3 due to COVID-19, with a rebound in Q-4. In 2021, it increased as more individuals set up home offices, yet a decline was observed quarter-over-quarter due to rising COVID-19 cases impacting sold quantity again.

# Get the complete report of the Gross sales amount for the customer “**Atliq Exclusive**” for each month

Gross Sales in Millions as per Fiscal Month and Year



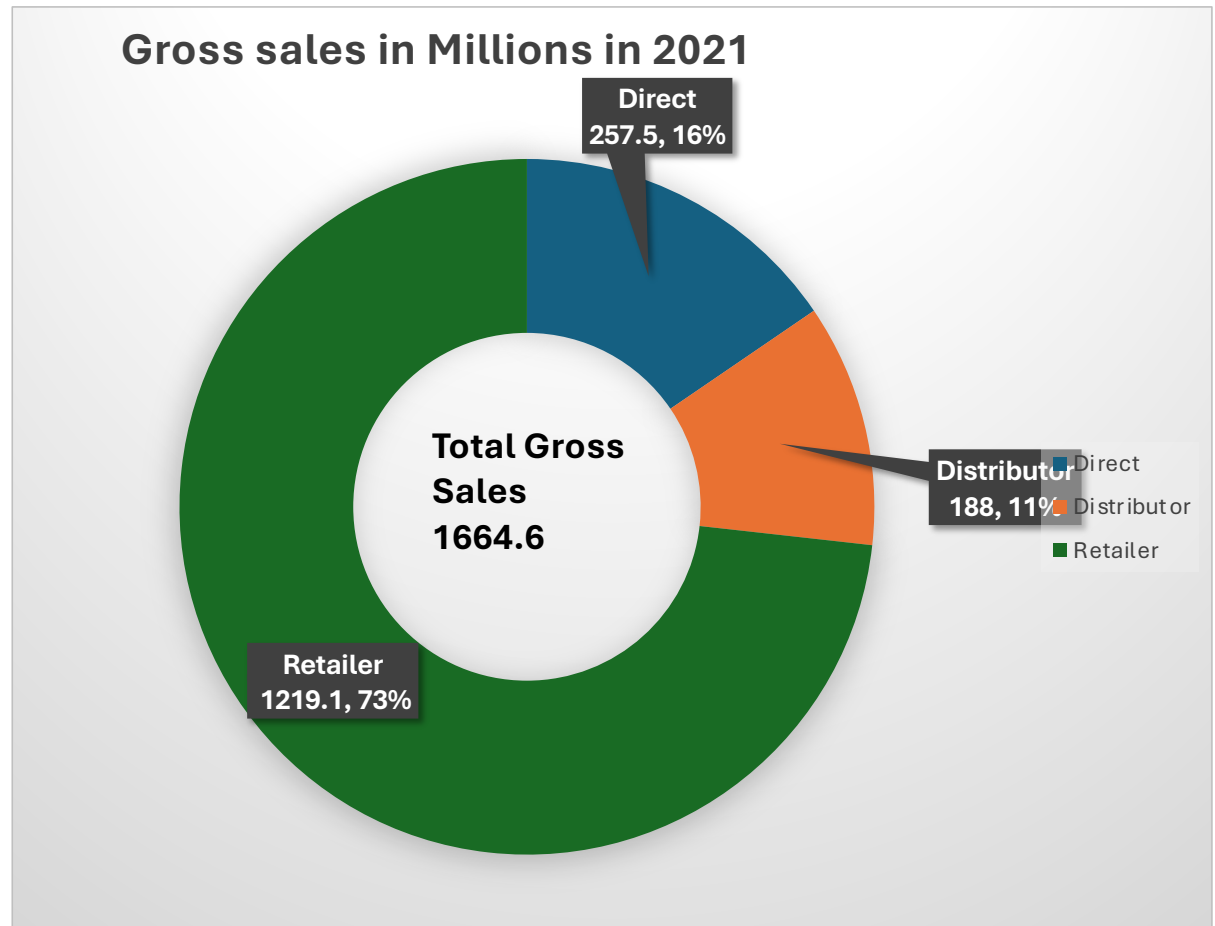
Sales reached their highest point in the first quarter of 2020 but saw a substantial decrease in the third quarter as a result of COVID-19, followed by a minor recovery in the fourth quarter.

In 2021, sales rose as more people established home offices, peaking at the end of the first quarter. However, a downturn was noted as the initial surge in home office setups began to wane, leading to a stabilization of the market. Sales remained consistent throughout the year, with slight dips in April, June, and August.



# Channel with maximum gross sales in the fiscal year 2021 and the percentage of contribution

The APAC, EU, LATAM, and NA regions function through both Retailer and Direct distribution channels. In contrast, the Distributor channel is exclusively available in APAC, specifically in China, the Philippines, and South Korea.



# Get the Top 3 products in each division that have a high total sold quantity in the fiscal year 2021



| Division | Product Code | Product             | Total Sold Quantity | Rank Order |
|----------|--------------|---------------------|---------------------|------------|
| N & S    | A6720160103  | AQ Pen Drive 2 IN 1 | 701373              | 1          |
| N & S    | A6818160202  | AQ Pen Drive DRC    | 688003              | 2          |
| N & S    | A6819160203  | AQ Pen Drive DRC    | 676245              | 3          |
| P & A    | A2319150302  | AQ Gamers Ms        | 428498              | 1          |
| P & A    | A2520150501  | AQ Maxima Ms        | 419865              | 2          |
| P & A    | A2520150504  | AQ Maxima Ms        | 419471              | 3          |
| PC       | A4218110202  | AQ Digit            | 17434               | 1          |
| PC       | A4319110306  | AQ Velocity         | 17280               | 2          |
| PC       | A4218110208  | AQ Digit            | 17275               | 3          |

As of 2021, the N & S division has a total of 26 products, while the P & A division features 178 products, and the PC division follows with 130 products.