



Atliq Hardwares

: A financial & sales analysis

2022

Agenda

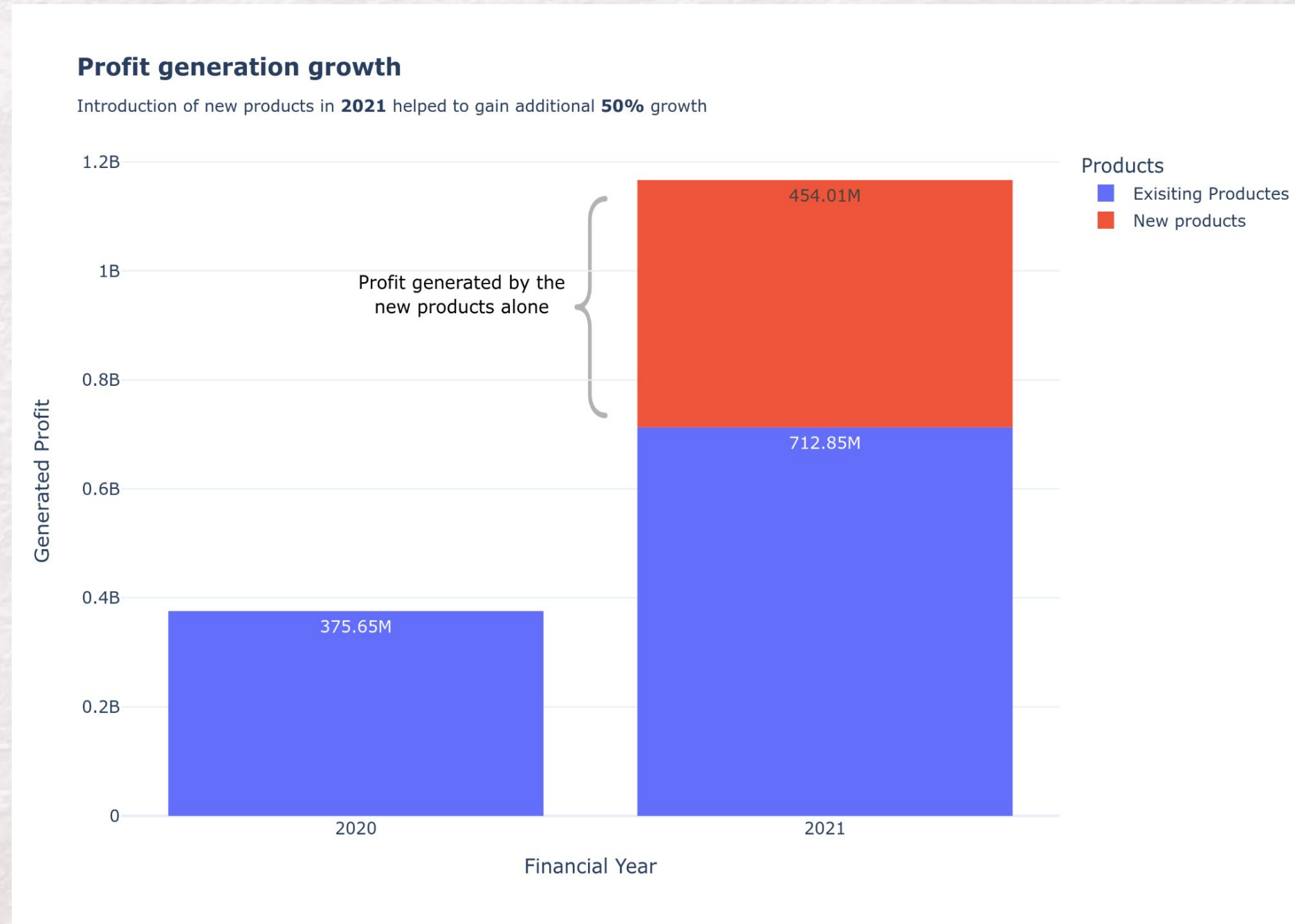
Atliq Hardwares

- Atliq Hardwares is one of the leading computer hardware producers in India and well expanded in other 26 countries too.
- Operates in Asia Pacific, Europe, Northern America and Latin American regions.
- Peripherals and Accessories, Network and Storage and Personal Computer are the main 3 divisions.

Objective and Data

- Generation of insights from past years 2020 and 2021 for better sales forecast.
- Analysis of data for decision making and growth of business.
- For the expansion of market and target advertising to customers.
- Find out various trends on the sales of products based on locations.
- Data was collected using the internal sales data during those years.

Profit generation over the years



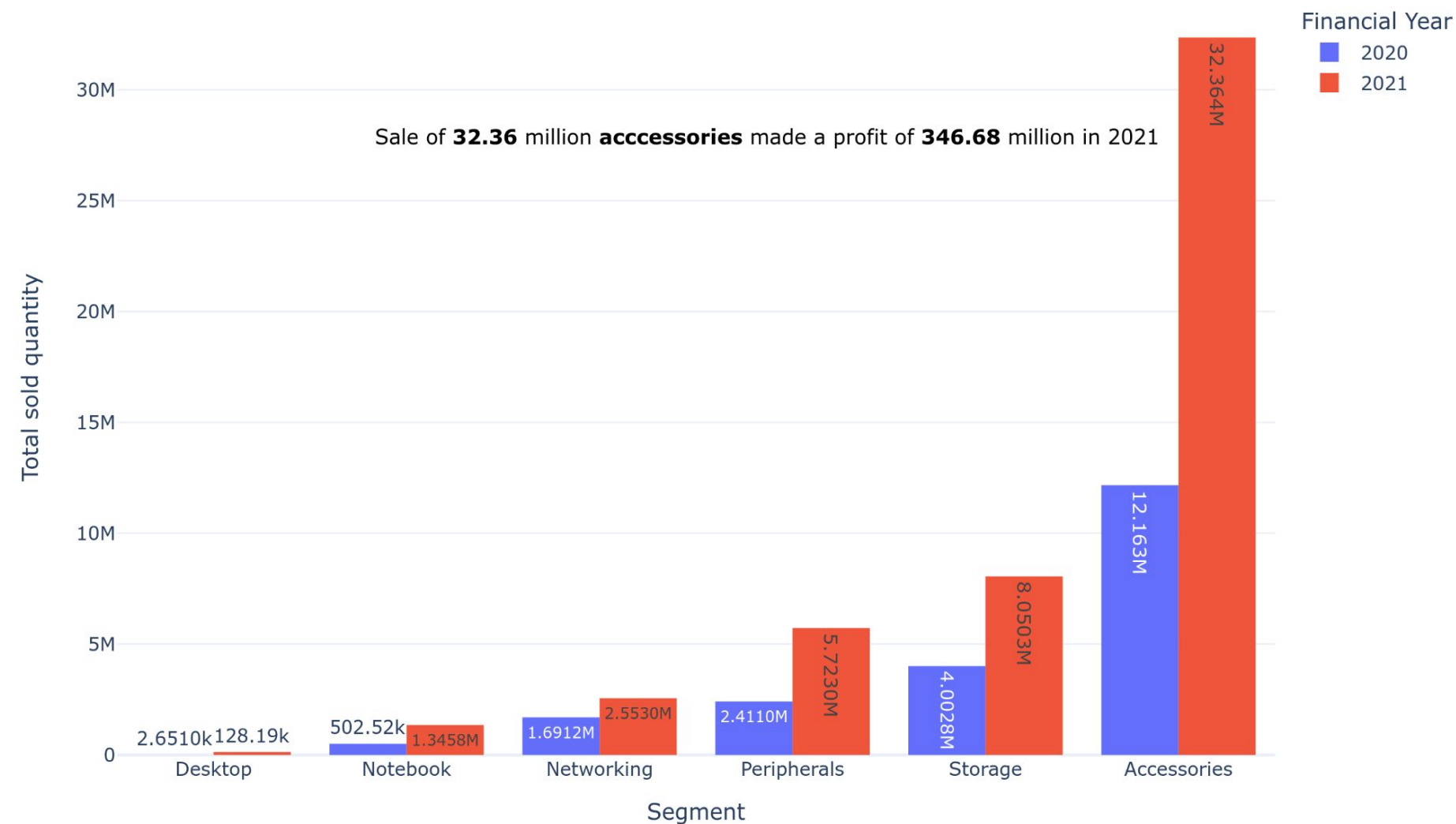
Key takeaways

- Recorded a profit of **1.16 Billion** in **2021**.
- Archived a total growth of **210.65%** in year 2021.
- The introduction of new products helped to gain additional **120%** year on year growth.
- Customers showed great interest in newly added product list.
- New products alone generated more profit than 2020's combined.

Impact on method of sales

Sales volume in each segments

In **2021**, with **1.35** million quantity **notebooks** sale made a maximum profit of **377.21** million.



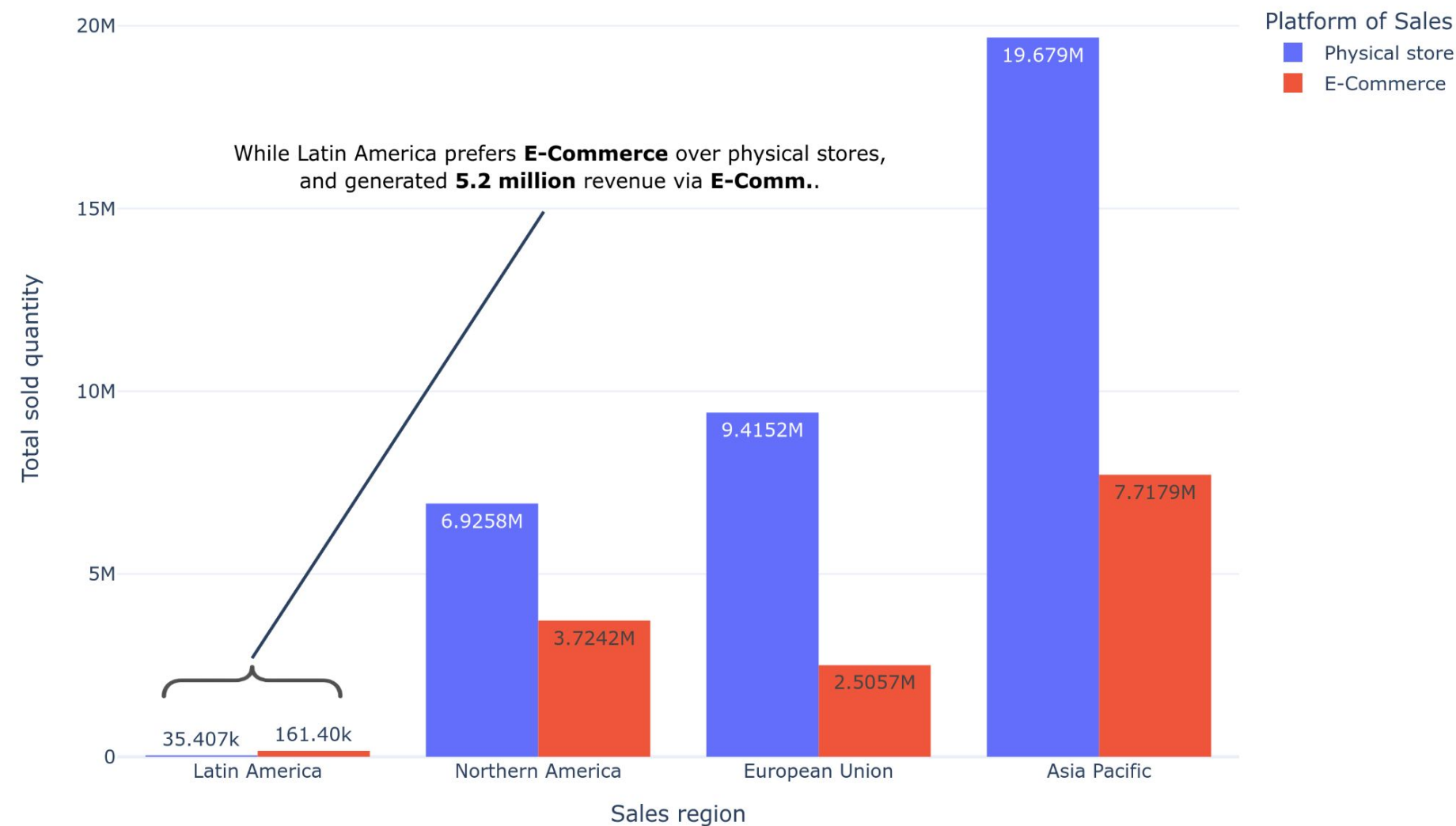
Key takeaways

- All the segments showed **significant** growth in **2021**.
- **Accessories** segment recorded a record sale and sold **32.36 million** quantity products in **2021**.
- **Notebook** segment were ranked **5th** in quantity of sales, but generated a maximum profit of **1.35 billion**.

Impact on method of sales

Importance of having physical stores even in 2021

Physical stores accounts more-than**71.87%** of the total sales quantity.



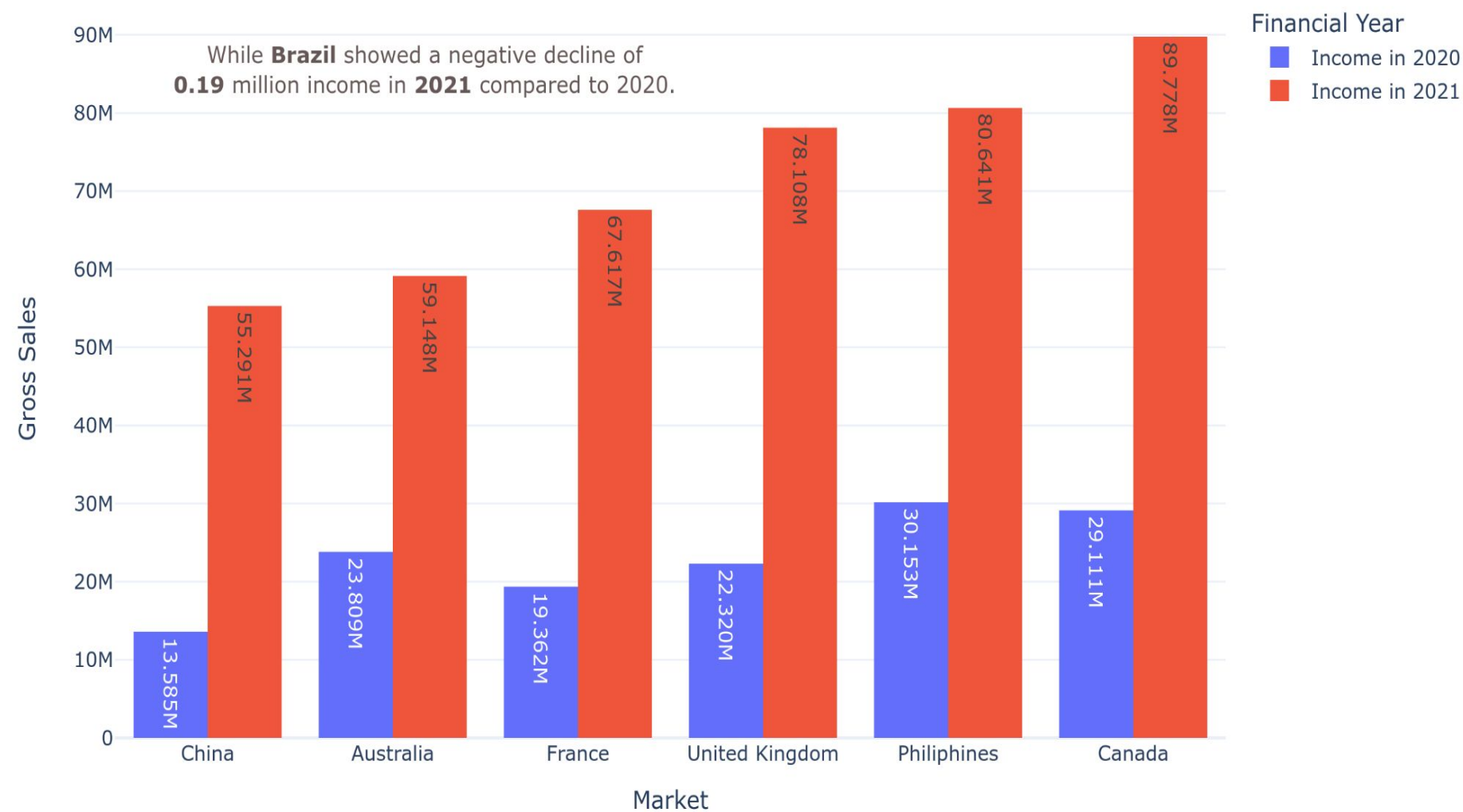
Key takeaways

- Customers showed interest in buying more products from **physical stores** only.
- Physical stores constitutes about **71.87%** of the total sales.
- **Only** the customers from **Latin American** region bought more products through **E-Commerce** platforms.
- **Except** Latin American region giving offers on **offline** stores may increase the sales.
- For **Latin American** it would be great to show online ads to increase sales.

Impact on method of sales

Countries / market who joined 50 million income club in 2021

Market generated less-than **50** million in **2020** and generated **50+** million in **2021** sales.



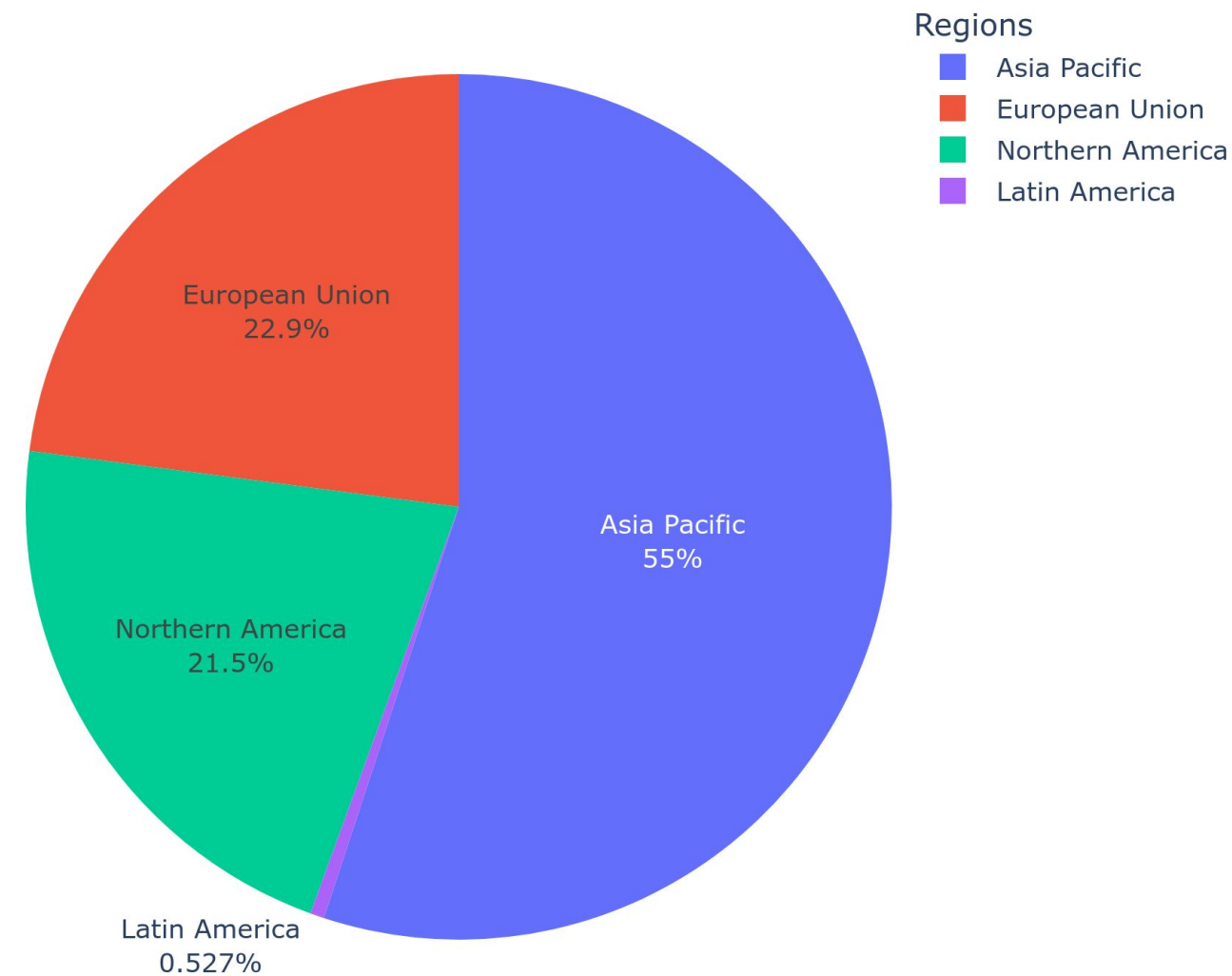
Key takeaways

- Majority of the **market** showed a **positive** sales in **2021** compared to **2020**.
- **6** new markets generated **50+ million** sales in **2021**.
- **Brazil** indicated a **negative** growth in sales, **0.19 million** of business lost in **2021**.
- A gross sales of **100 million** was archived by **3** countries and those are **India**, **USA** and **South Korea**.
- **India** and **USA** generated a sale of **455.05 million** and **264.46 million** respectively.

Sales volume across the glob

Sales quantity market share across regions

Asia Pacific region records major share in portfolio, with **39.04** million product sales.



Key takeaways

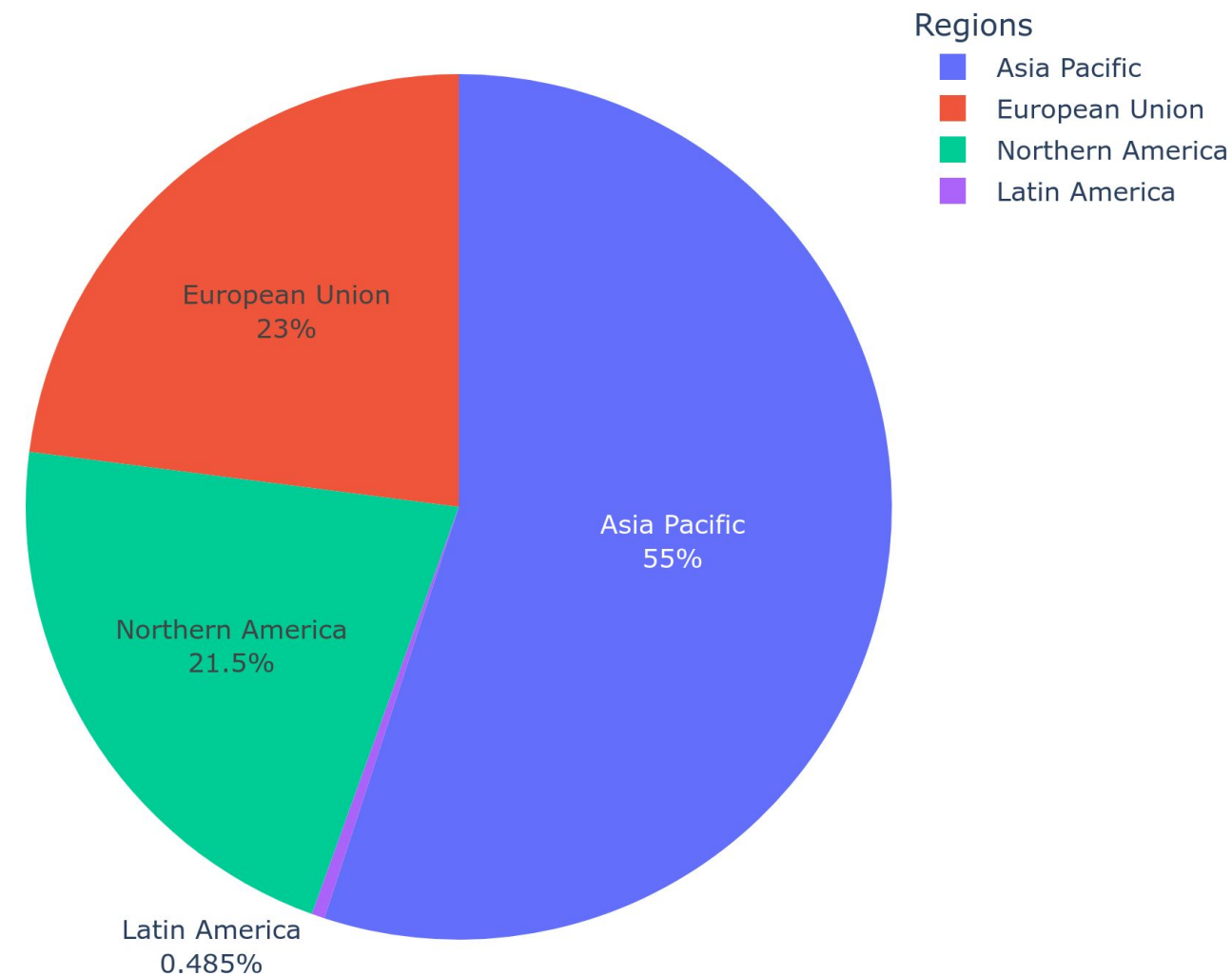
- The **large** quantity of products was sold in **Asia Pacific** region only.
- **India** is the largest consumer among **Asia Pacific** region.
- **Latin America** is the region where the sales volume is **low**.
- **Brazil** made a negative growth of sales in **2021**.

Sales volume across the glob

Gross income share across regions

Asia Pacific region accounts **1.21** billion income,

Latin America accounts **10.67** million.



Key takeaways

- **Asia Pacific** region generated largest income for the company with high sales volume.
- The **large** quantity of products was sold in only.
- **India** alone in the **Asia Pacific** region generated more than **455 millions** of revenue..
- In **Latin American** country there were less volume of sales happened and **Brazil** made negative growth in **2021**.



Summary

- There is significant growth in **2021** compared to **2020**, and recorded around **210%** growth.
- Customers really showed interest in the newly introduced products.
- The **Asia Pacific** region is the largest consumer.
- Even in 2021, the sales though **physical stores** is higher than the E-Commerce.
- In **Latin American** region promoting the products through the online media probability will help to grow more over there.
- Focusing more on **Northern American** region could also generate more sales because **USA** is the second largest customer.