

Codebasics Resume Project Challenge # 4

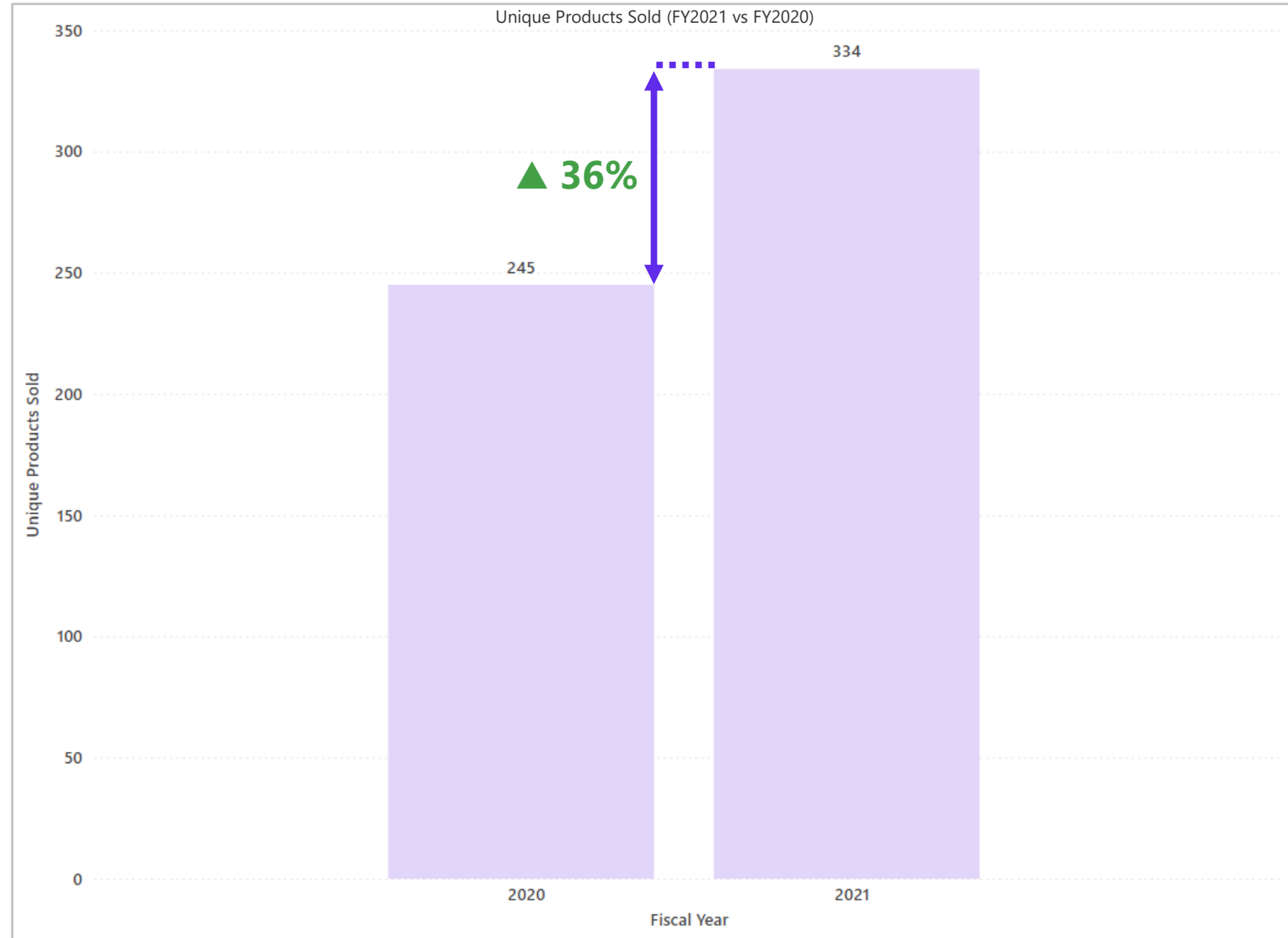
Provide Insights to Management in Consumer Goods Domain

Mike Li

Increase in Unique Products Sold (FY2021 compared to FY2020)



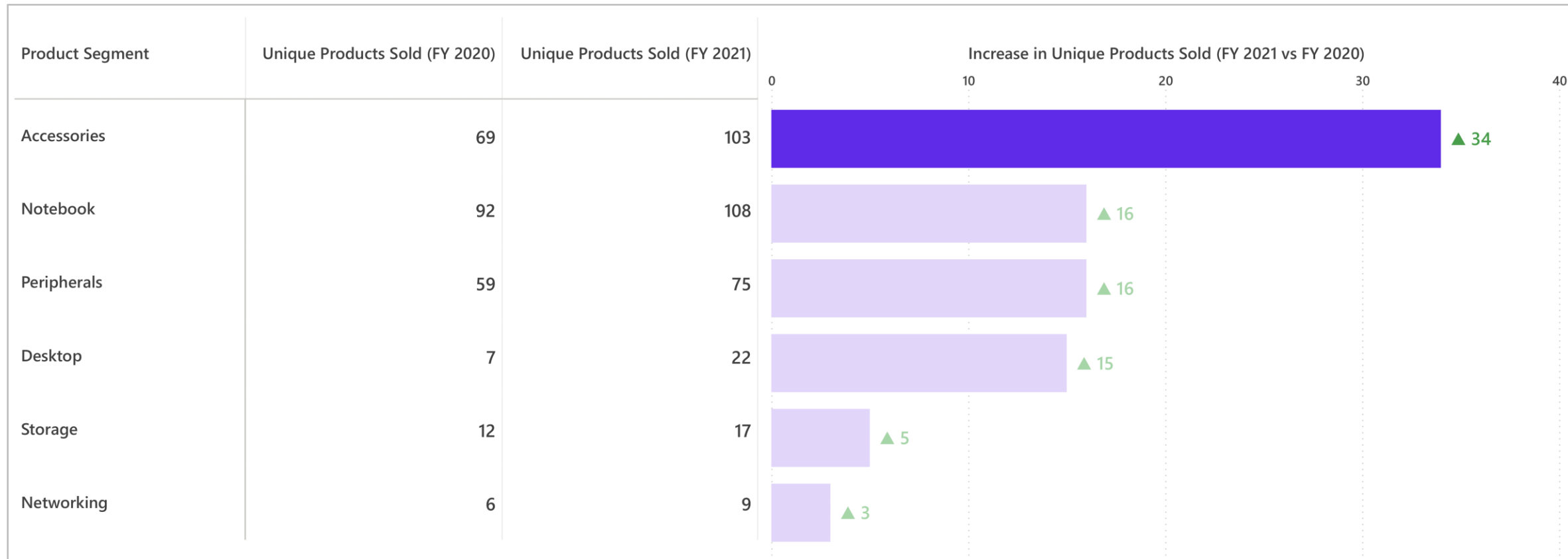
The number of unique products sold in FY2021 increased by approximately **36%** compared to FY2020.





Increase in Unique Products Sold by Product Segment (FY2021 compared to FY2020)

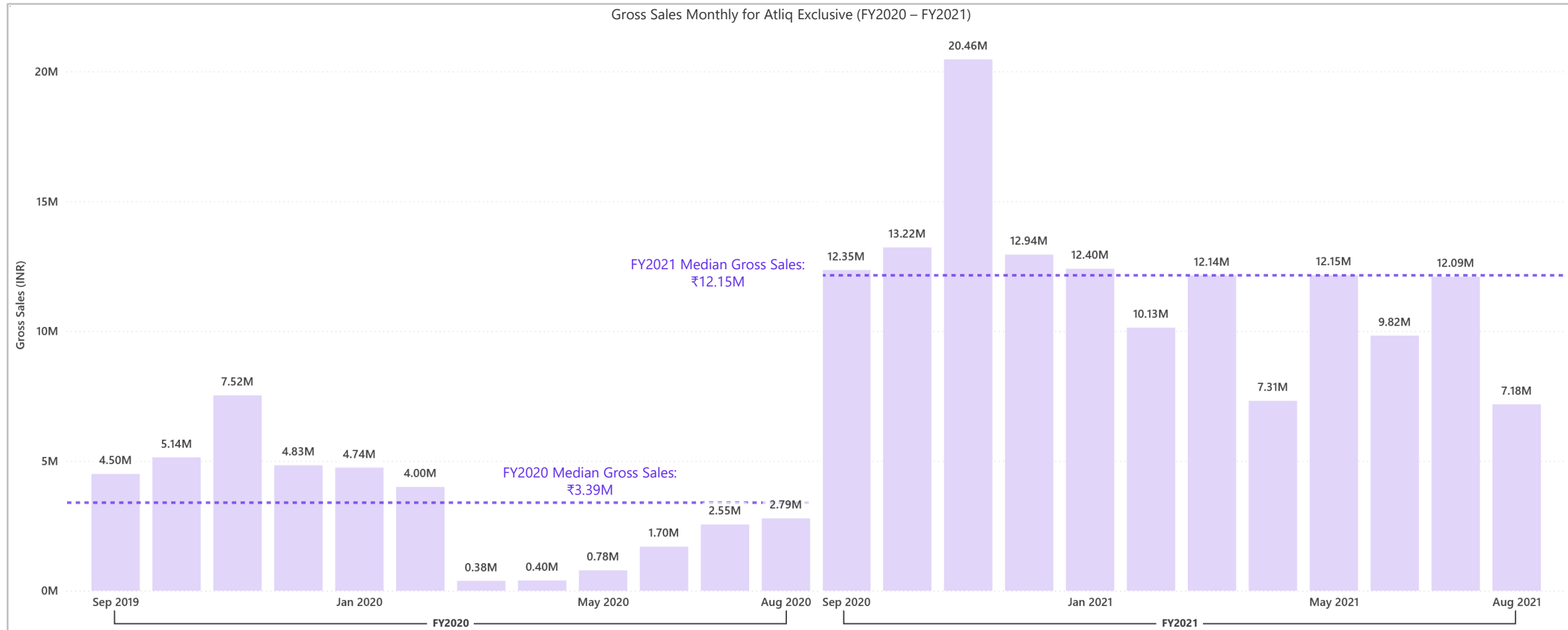
In FY2021, every product segment experienced an increase in the diversity of products sold compared to FY2020, with the **Accessories** segment experiencing the greatest increase.



Atliq Exclusive Monthly Gross Sales (FY2020 – FY2021)



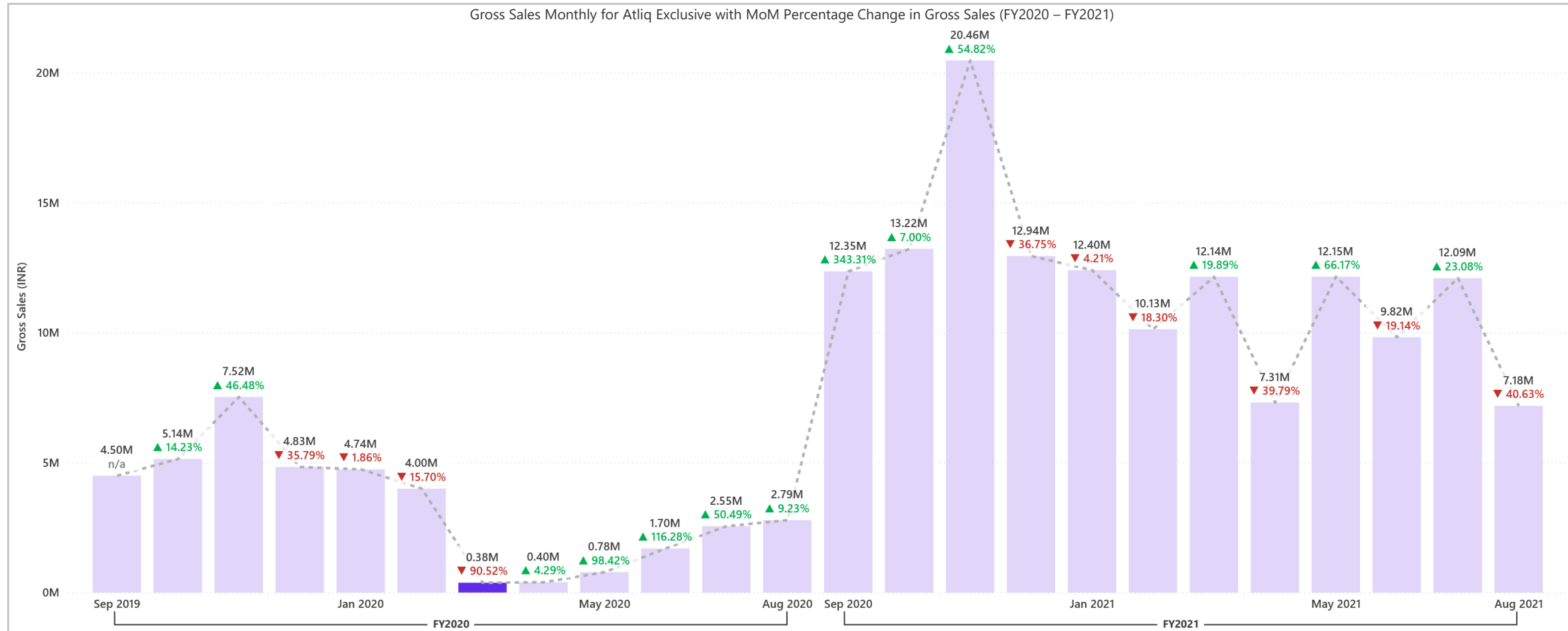
FY2021 showed significant improvement in gross sales compared to **FY2020**.



Atliq Exclusive Monthly Gross Sales (FY2020 – FY2021)



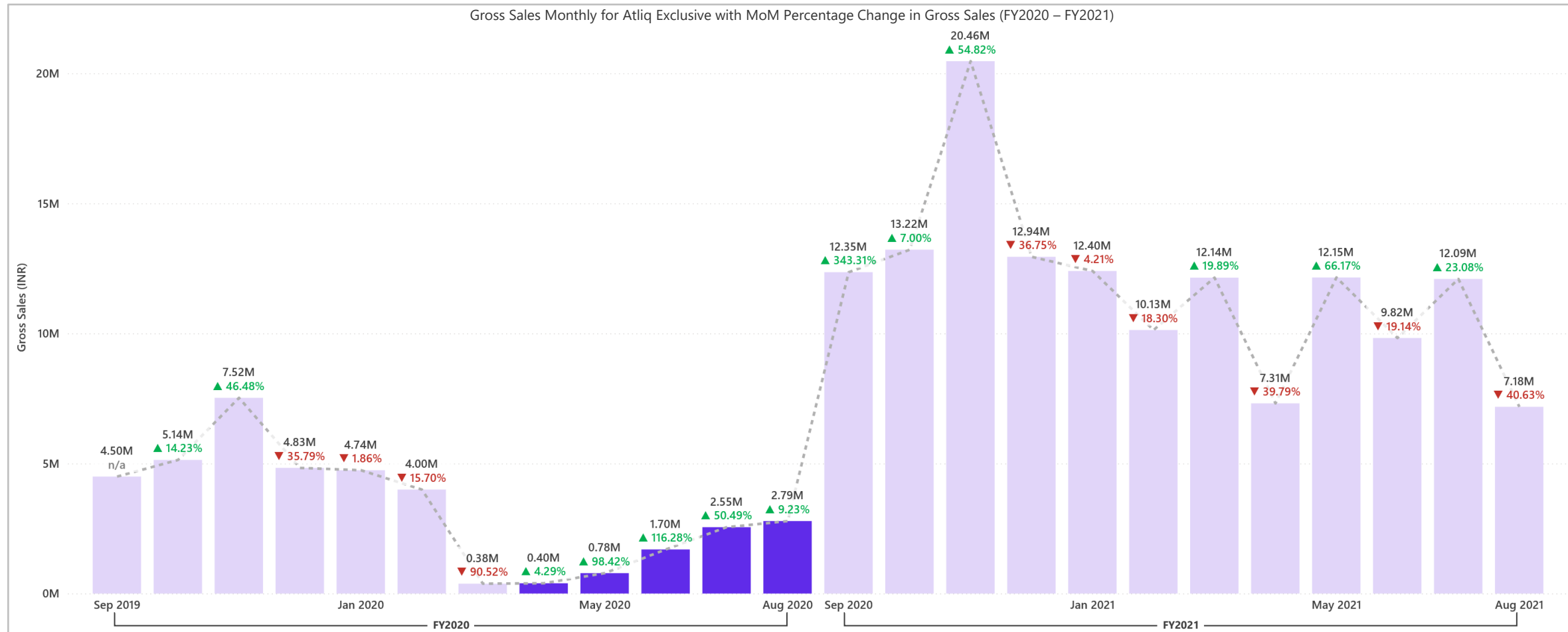
March 2020 had the lowest gross sales and the steepest MoM decline in gross sales of any month from FY2020 – FY2021. **March 2020** coincides with the start of the COVID-19 pandemic.



Atliq Exclusive Monthly Gross Sales (FY2020 – FY2021)

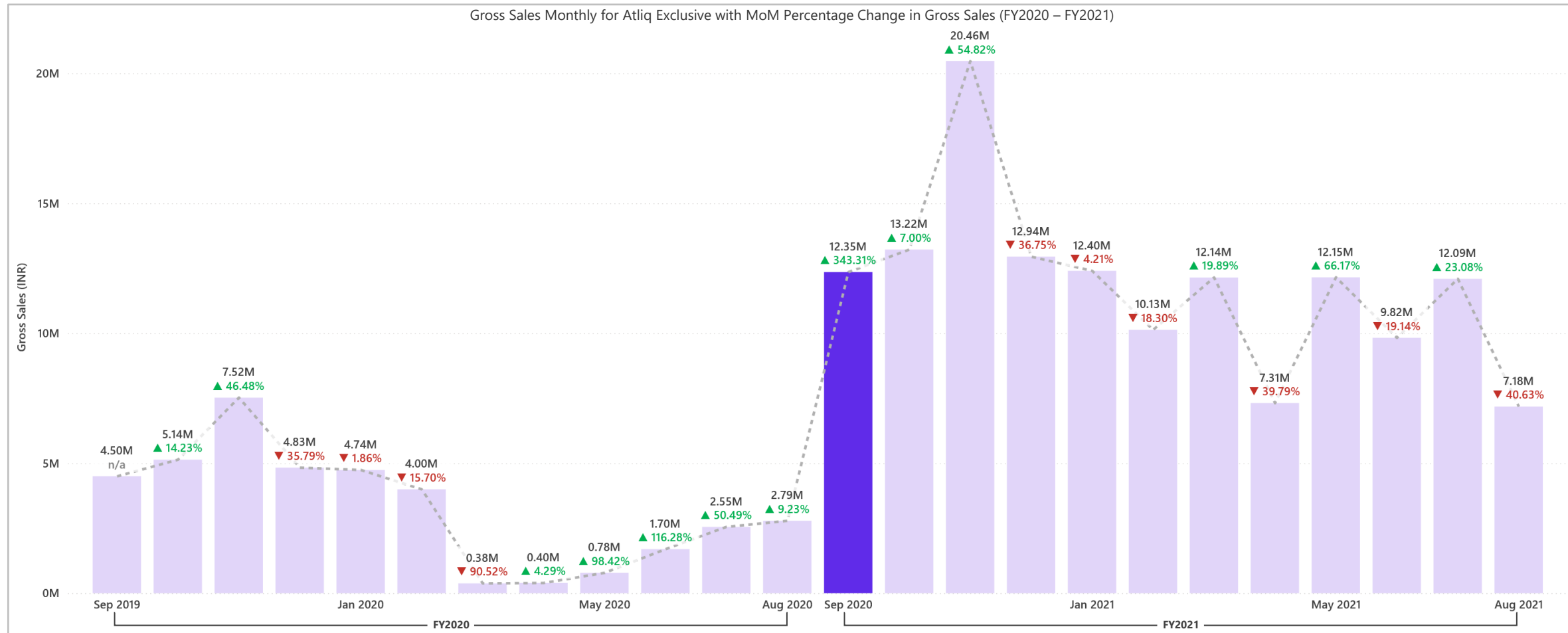


From **April 2020 to August 2020**, gross sales were lower compared to pre-pandemic levels. However, positive MoM growth in gross sales during that period suggests resilience to the pandemic.





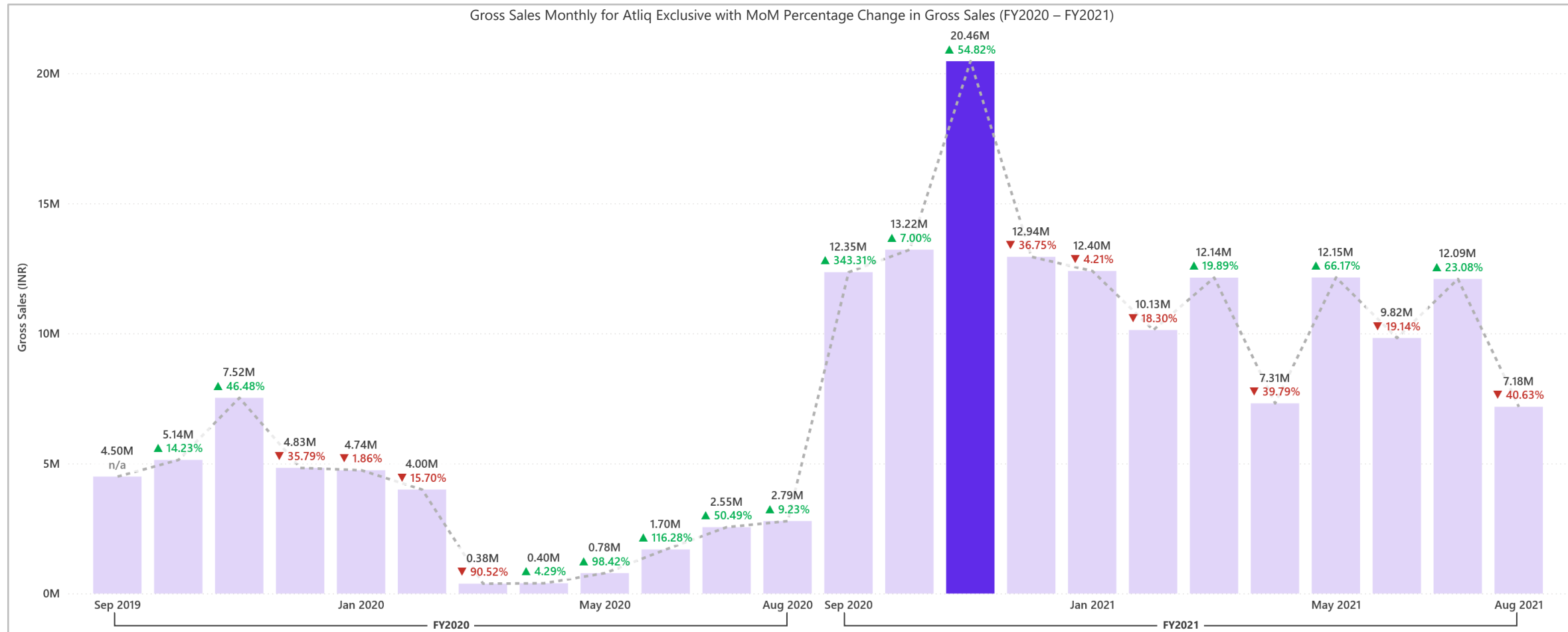
September 2020 (first month of FY2021) had the steepest MoM increase in gross sales of any month from FY2020 – FY2021.



Atliq Exclusive Monthly Gross Sales (FY2020 – FY2021)



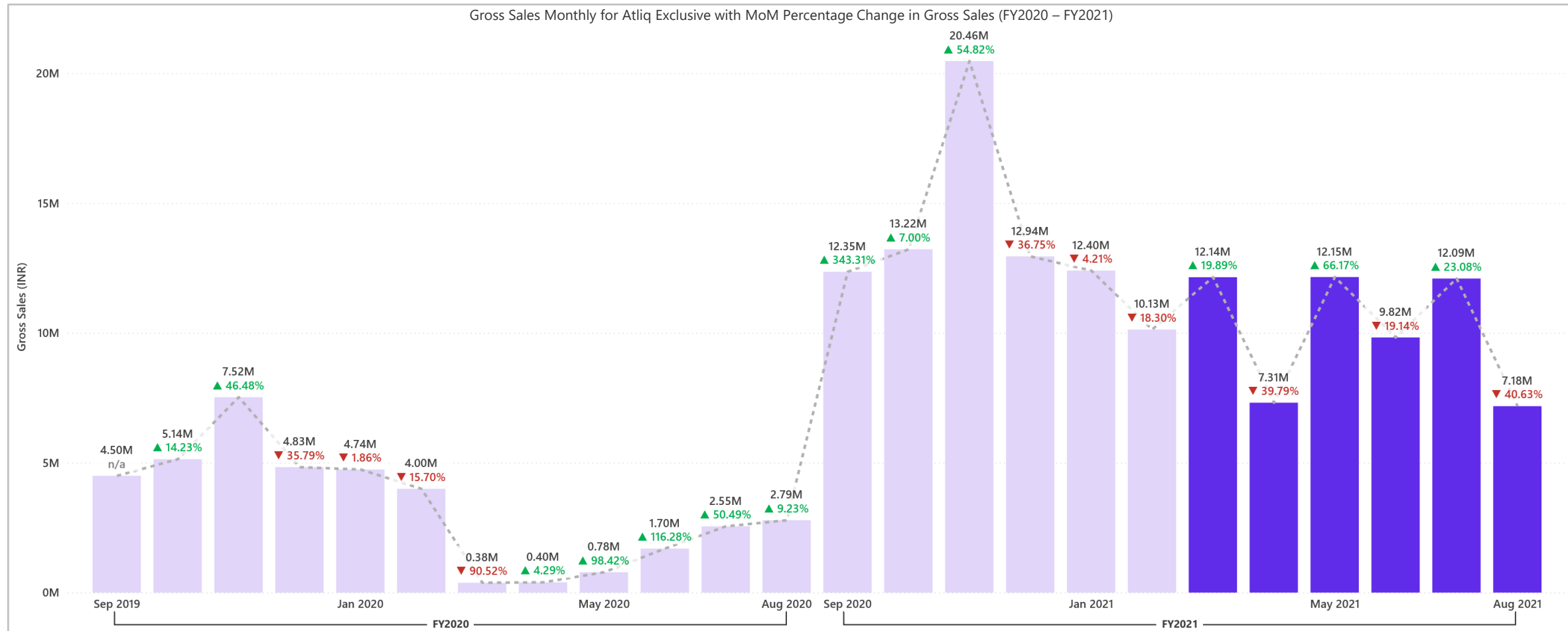
November 2020 (a Diwali holiday month) had the highest gross sales of any month from FY2020 – FY2021.



Atliq Exclusive Monthly Gross Sales (FY2020 – FY2021)



While FY2021 saw improvement in gross sales compared to FY2020, the large magnitude fluctuations from MoM increase to MoM decrease in gross sales from **Mar 2021 – Aug 2021** indicate substantial sales volatility.





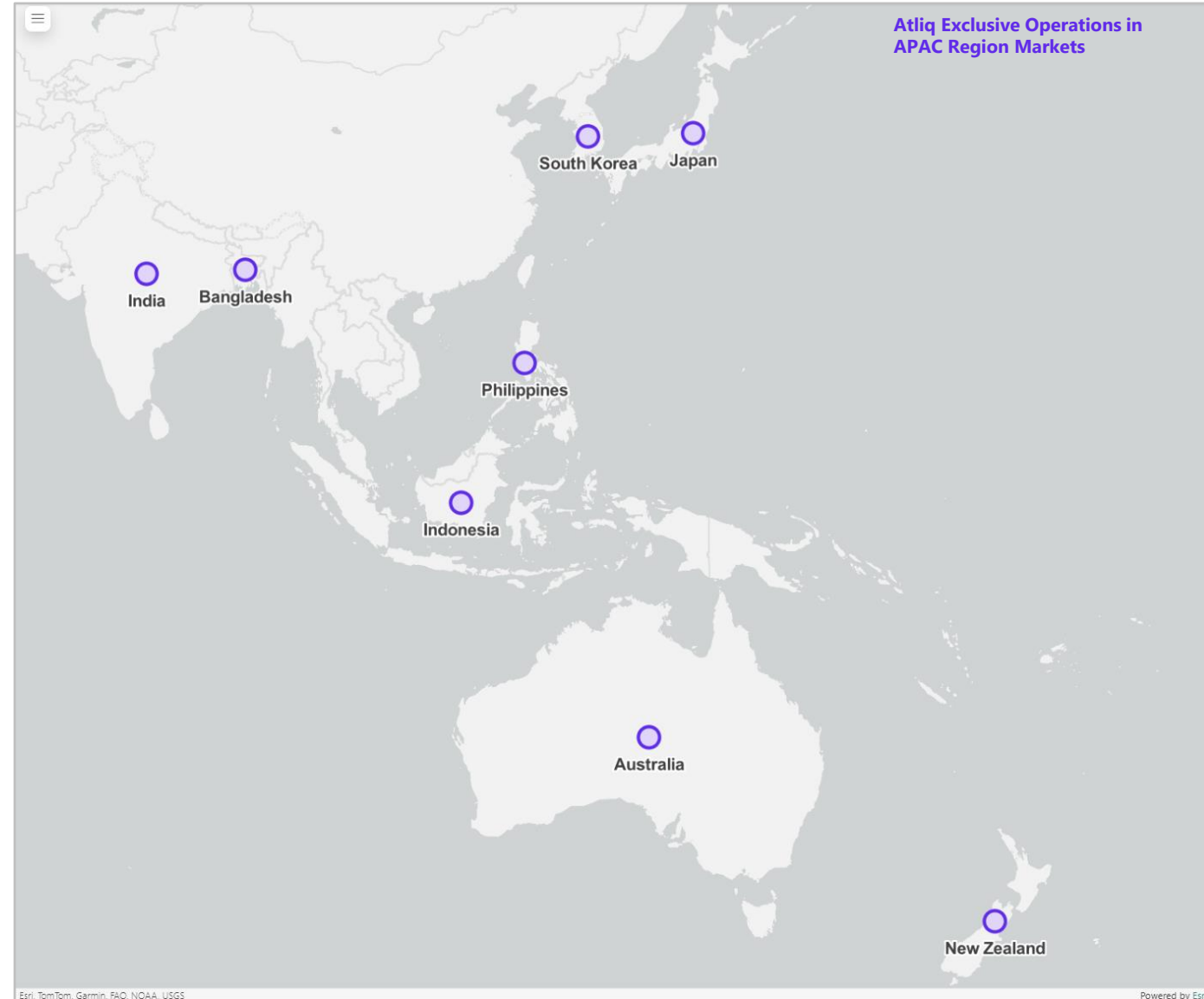
- AtliQ Technologies' sales performance improved considerably in FY2021 compared to FY2020:
 - Unique products sold rose from 245 in FY2020 to 334 in FY2021 — a **36% YoY increase**.
 - Every product segment saw a **YoY increase** in the number of unique products sold in FY2021.
 - FY2021's median monthly gross sales was approximately \$12.15M, a **3.5x increase** from FY2020's median monthly gross sales of approximately \$3.47M.
- AtliQ Exclusive sales trends (FY2020 – FY2021):
 - March 2020 (beginning of COVID-19 pandemic) recorded the **lowest gross sales** and **steepest MoM decline** in gross sales.
 - Gross sales rebounded steadily through the remainder of FY2020, before experiencing a **343% MoM growth** in gross sales at the first month of FY2021 (September 2020).
 - Q3-Q4 of FY2021 saw **highly volatile MoM percentage changes** in gross sales.
 - The November month in both FY2020 and FY2021 (Diwali months) showed **strong MoM growth** in gross sales and gross sales amounts well above fiscal year medians. Collaborate with sales and marketing teams to develop strategies for Diwali season sales and promotions.

Atliq Exclusive's Presence Across the Asia-Pacific (APAC) Region



Atliq Exclusive has widespread geographical coverage across the APAC region, operating in **eight** diverse markets:

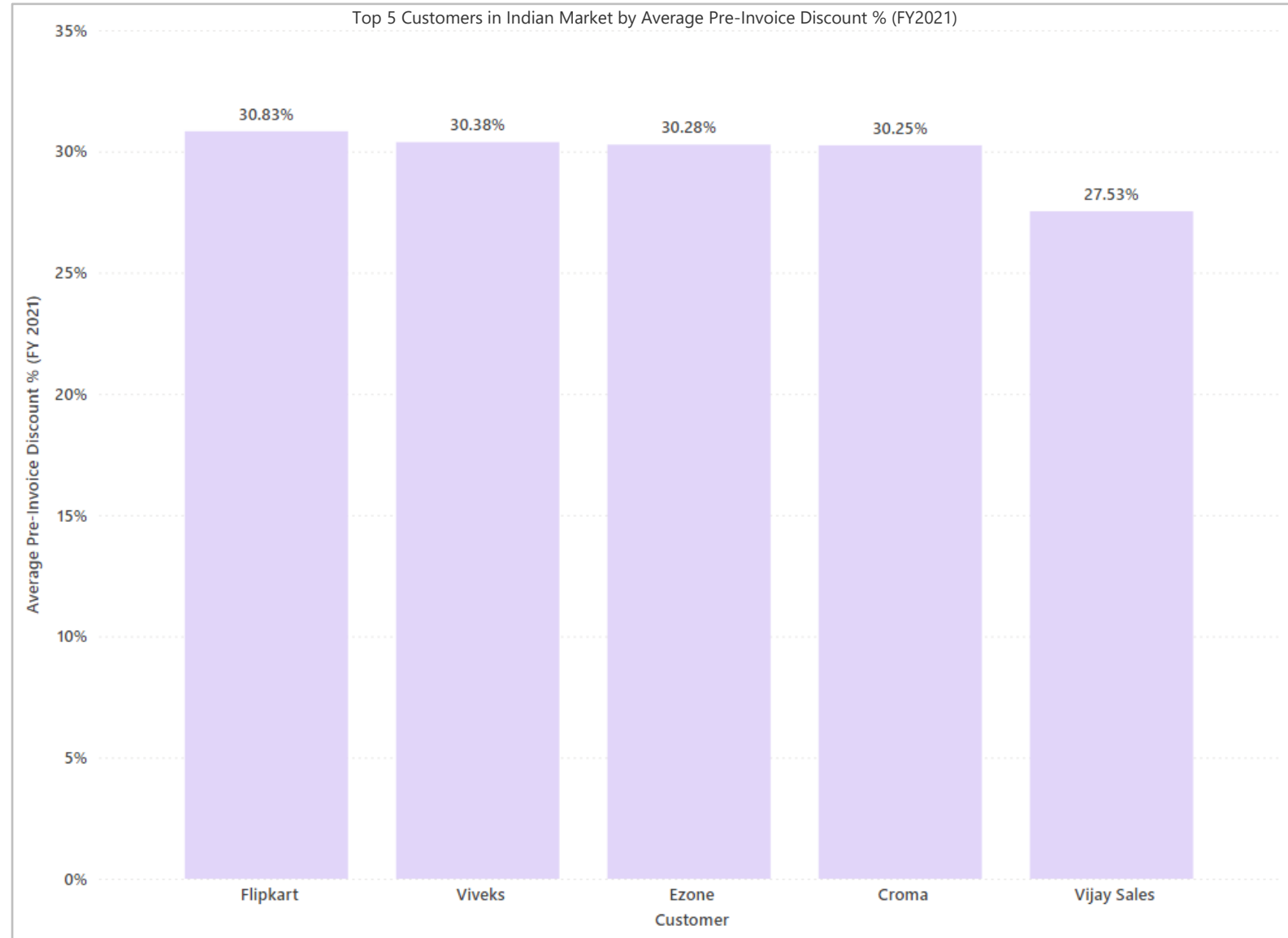
-  Australia
-  Bangladesh
-  India
-  Indonesia
-  Japan
-  New Zealand
-  Philippines
-  South Korea





Top 5 Customers in Indian Market by Average Pre-Invoice Discount % (FY2021)

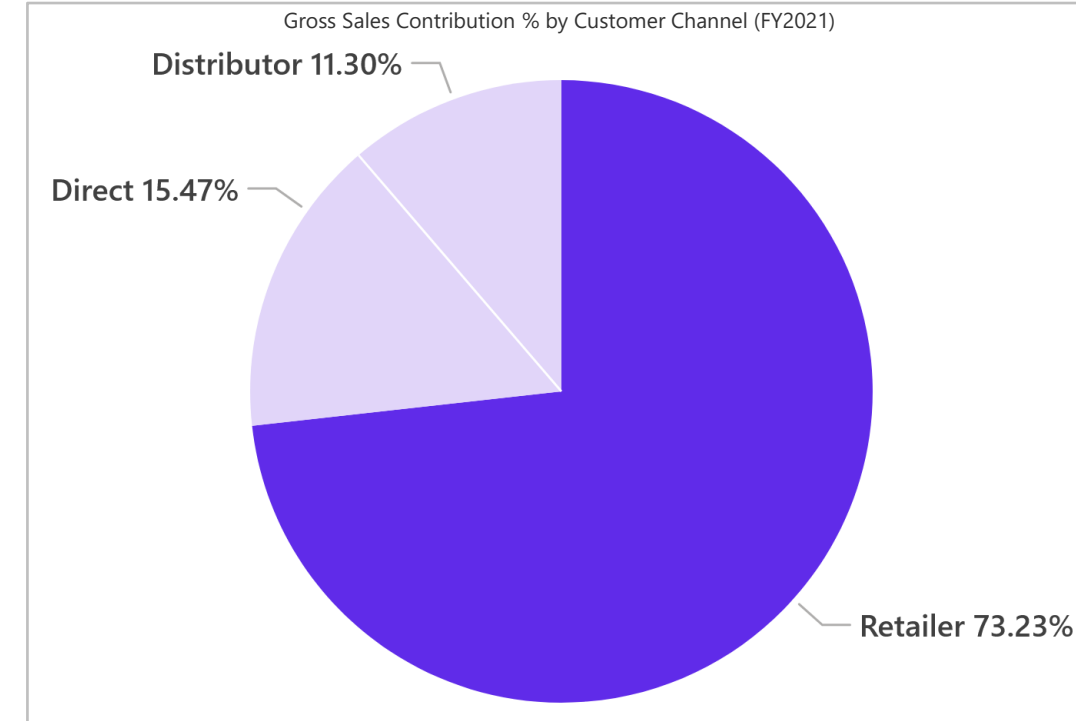
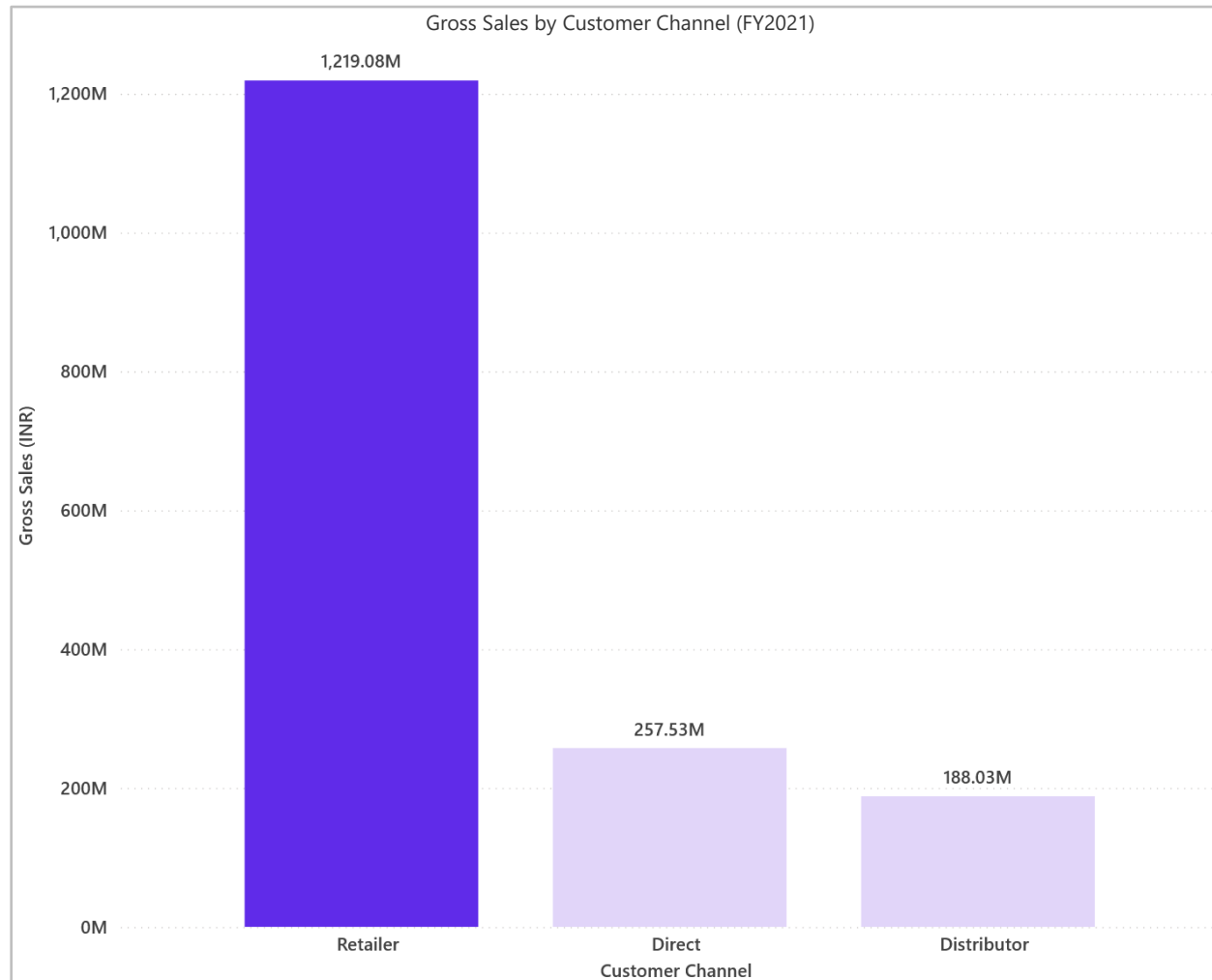
Flipkart received the highest average pre-invoice discount at **30.83%**. However, the top 5 customers all received very similar average pre-invoice discount rates.



Gross Sales by Customer Channel (FY2021)



The **retailer** customer channel generated nearly **75%** of FY2021's total gross sales.

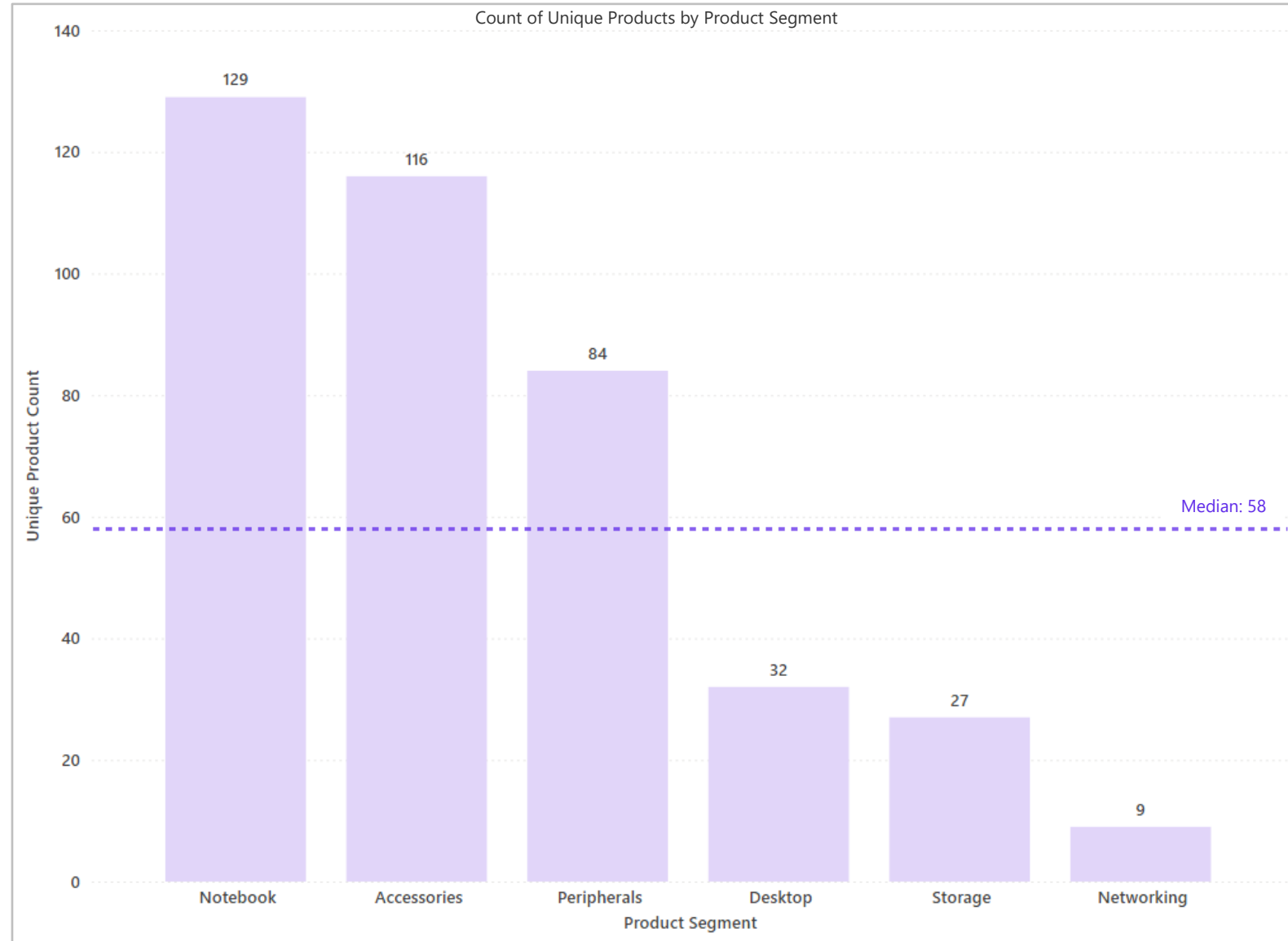




Count of Unique Products Offered by Each Product Segment

There is noticeable variation in the count of unique products across product segments, indicating skewness in AtliQ Technologies' product offerings by segment:

- **Notebook, Accessories, and Peripherals** offer a more diverse variety of products.
- **Desktop, Storage, and Networking** offer a less diverse variety of products.



Product with the Highest and Lowest Manufacturing Cost (FY2020 – FY2021)



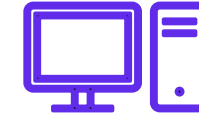
Product with the **Lowest** Manufacturing Cost:



AQ Master wired x1 Ms [Standard 1]

₹0.89 per Unit

Product with the **Highest** Manufacturing Cost:



AQ HOME Allin1 Gen 2 [Plus 3]

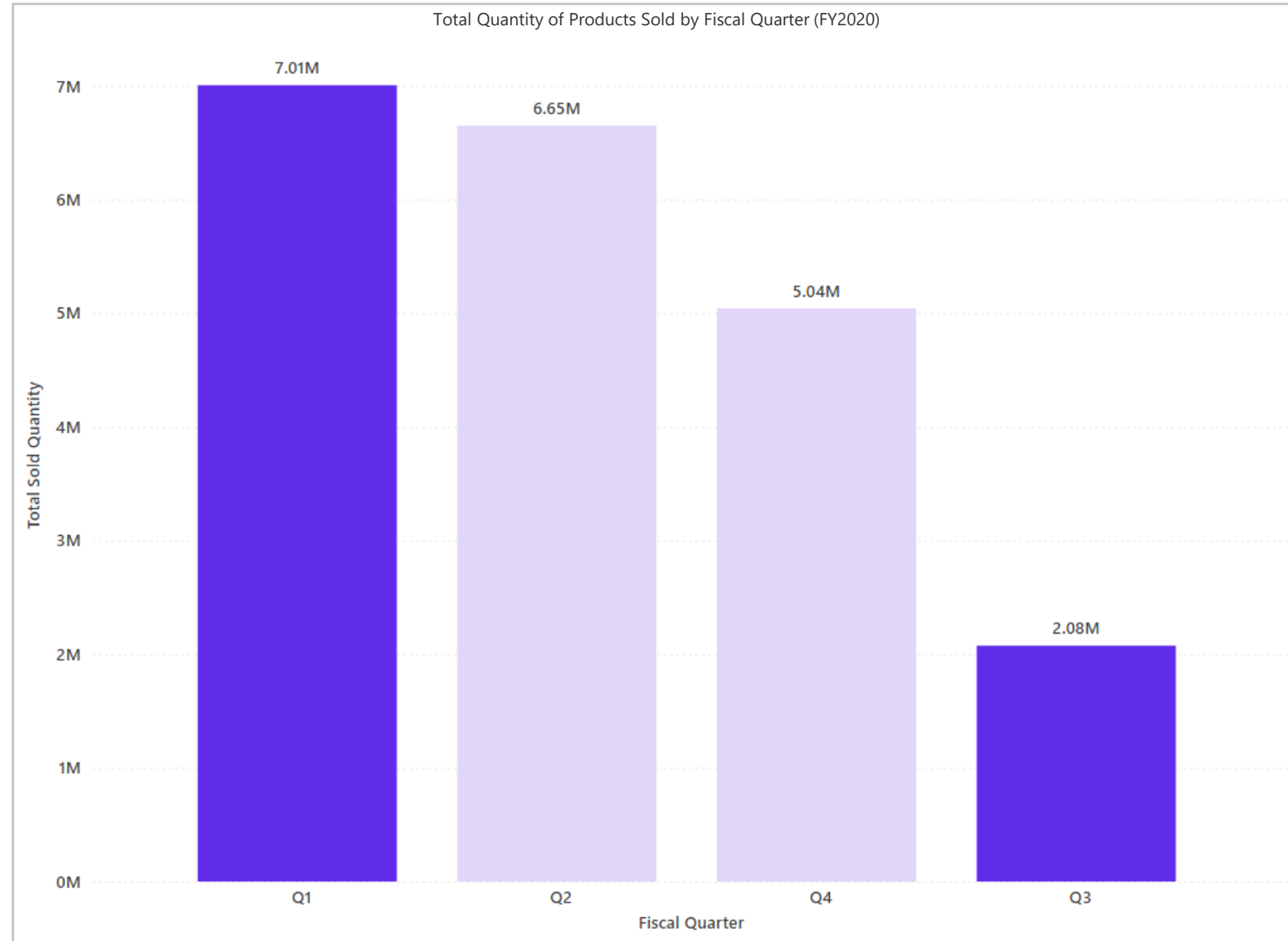
₹240.54 per Unit

Total Quantity of Products Sold by Fiscal Quarter (FY2020)



Q1 recorded the highest volume of product sales in FY2020, with over 7 million units sold.

Q3 recorded the lowest volume of product sales in FY2020, with only about 2 million units sold.





Top 3 Products in each Product Division by Total Sold Quantity (FY2021)

In the N & S division, the top 3 products for total sold quantity were all **USB Flash Drives**.



In the P & A division, the top 3 products for total sold quantity were all **Mouses**.



In the PC division, the top 3 products for total sold quantity were all **Laptops**.



Product Division	Product	Rank	Total Sold Quantity
Network and Storage (N & S)	AQ Pen Drive 2 IN 1 [Premium]	1	701,373
	AQ Pen Drive DRC [Plus]	2	688,003
	AQ Pen Drive DRC [Premium]	3	676,245
Peripheral and Accessories (P & A)	AQ Gamers Ms [Standard 2]	1	428,498
	AQ Maxima Ms [Standard 1]	2	419,865
	AQ Maxima Ms [Plus 2]	3	419,471
Personal Computer (PC)	AQ Digit [Standard Blue]	1	17,434
	AQ Velocity [Plus Red]	2	17,280
	AQ Digit [Premium Misty Green]	3	17,275