

# Insights For Consumer Goods Domain

**Customers Insights**

**Customer Summary**

**Market Insights**

**Market Summary**

Subzone

All



# Market And Product Insights



71M

Sold Quantity

81M

Profit

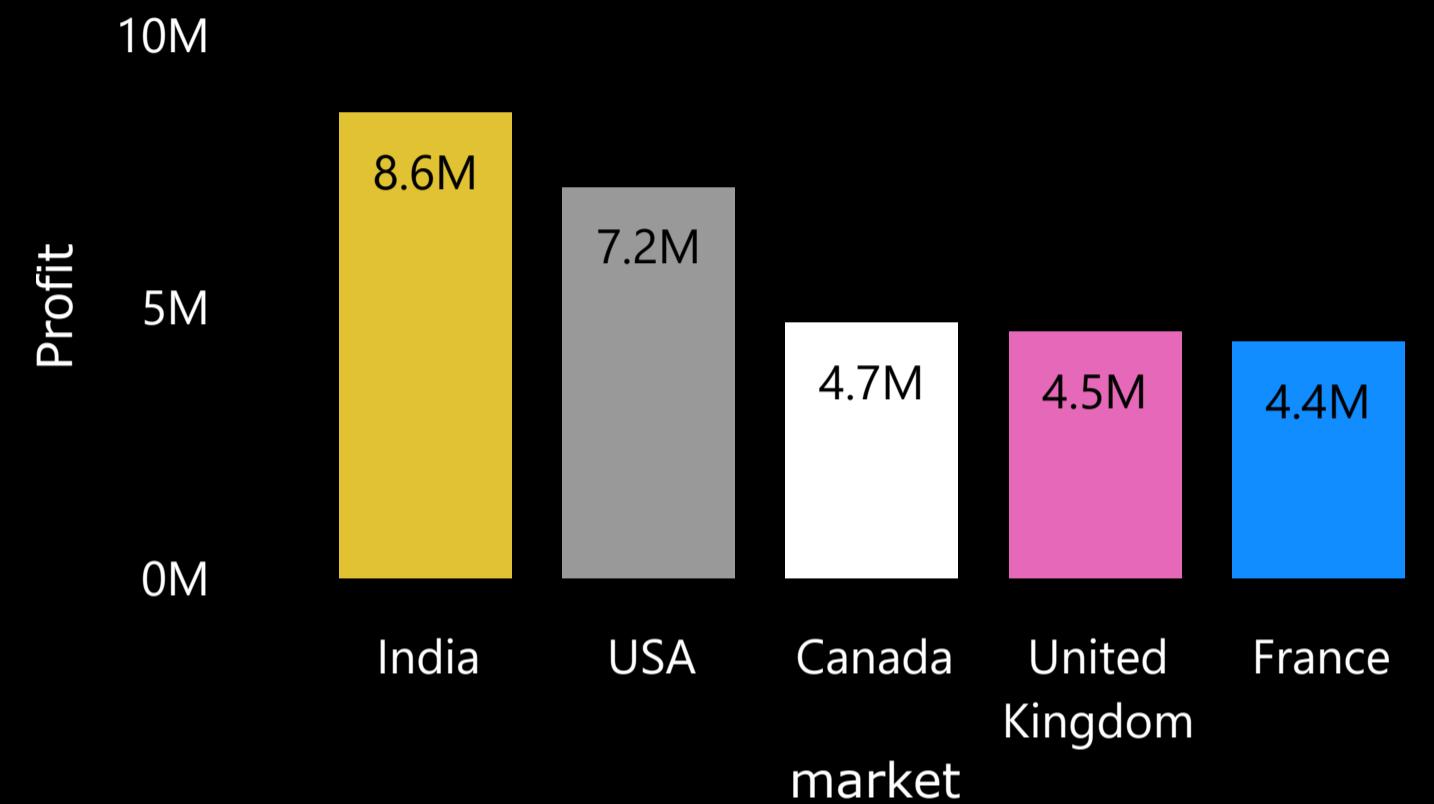
Year

2020

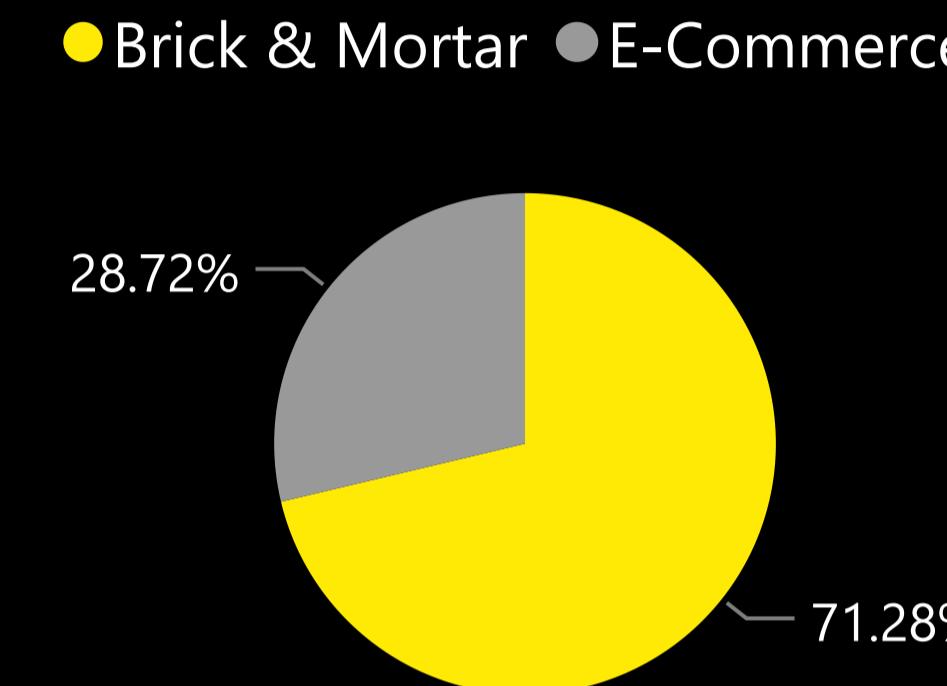
2021

Clear

## Top 5 profitable Countries



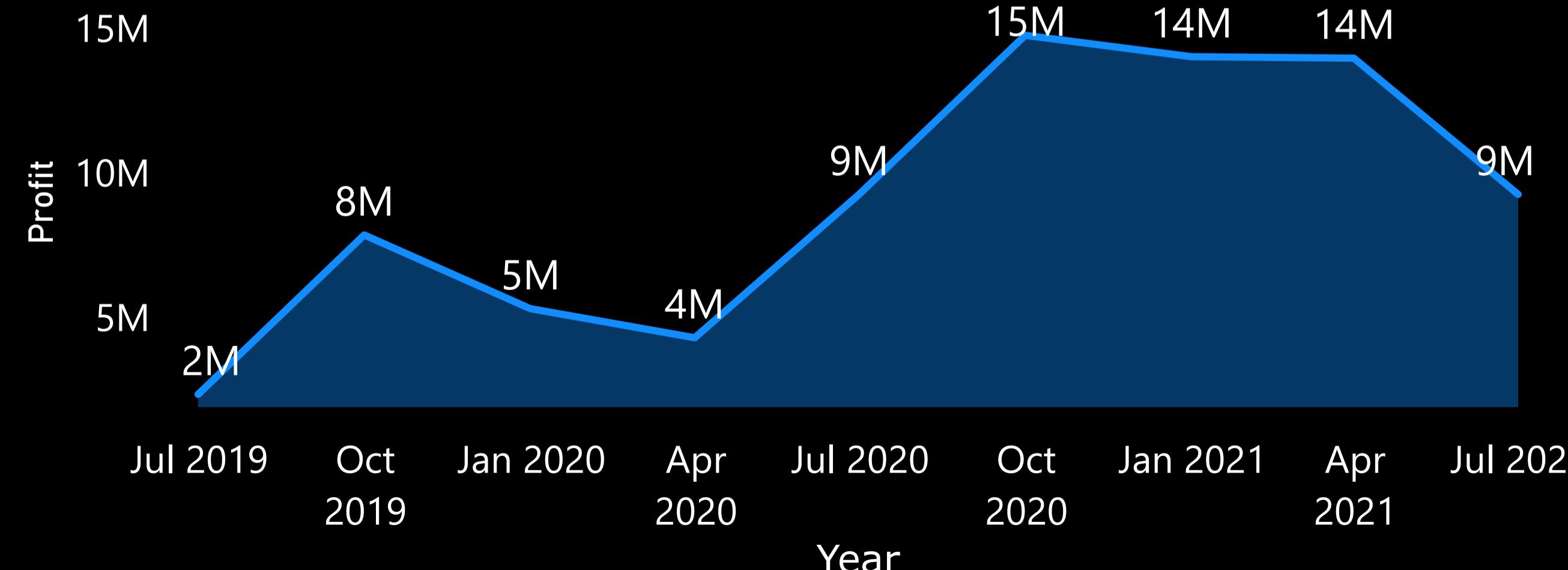
## Profit By Platform



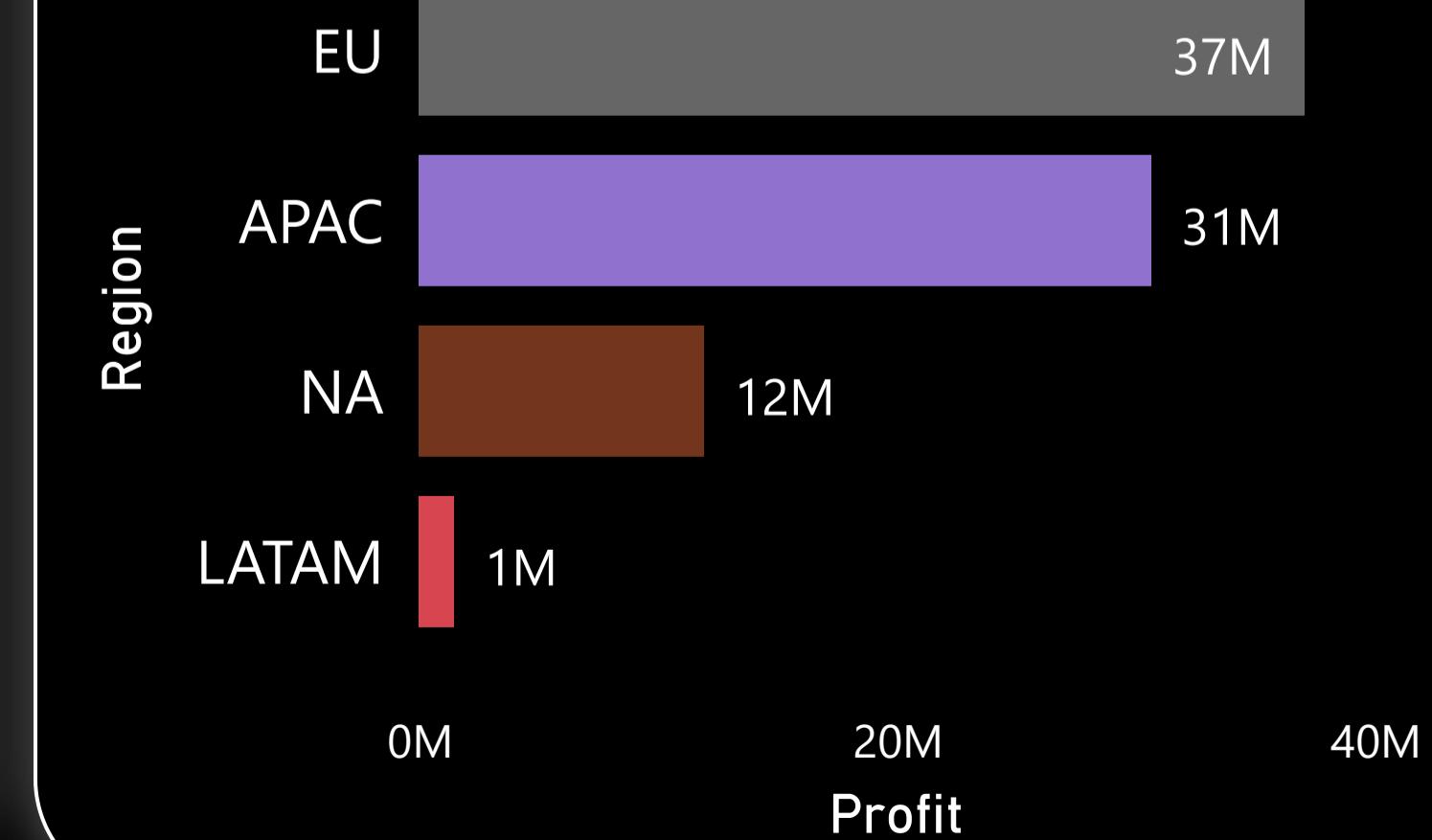
## Top 10 Profitable Products

product	Profit
AQ Smash 1	6M
AQ Gamer 3	6M
AQ Gamer 2	5M
AQ BZ Compact	5M

## Profit by Quarters ,Year

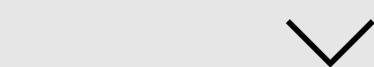


## Profit By Region



variant

All



# Customers And Products Insights



Division

N & S

P & A

PC

Channel

Direct

Distributor

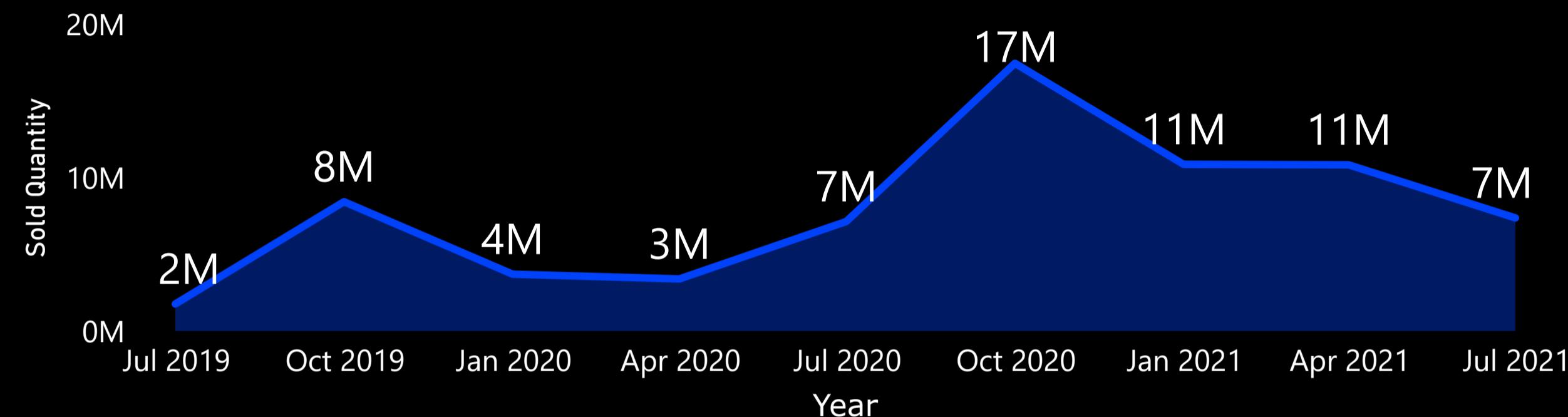
Retailer

Year

2020

2021

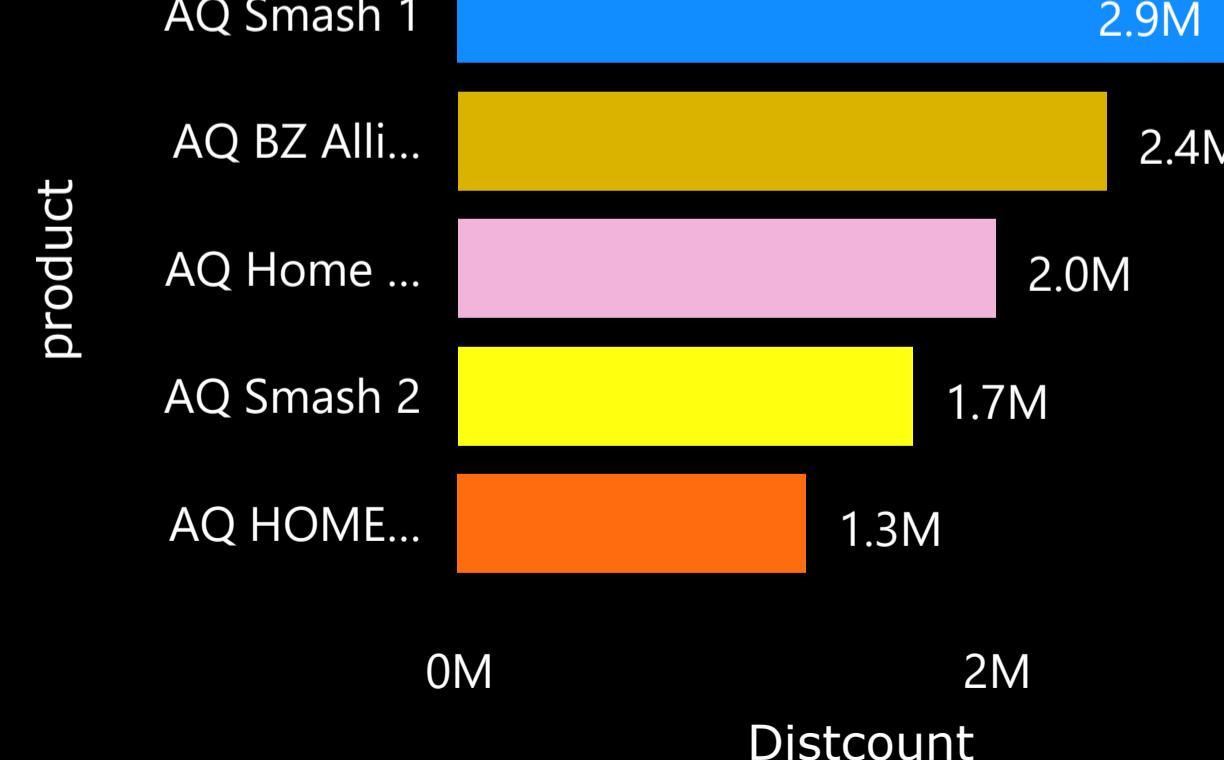
## Sold Quantity by Year , Quarters



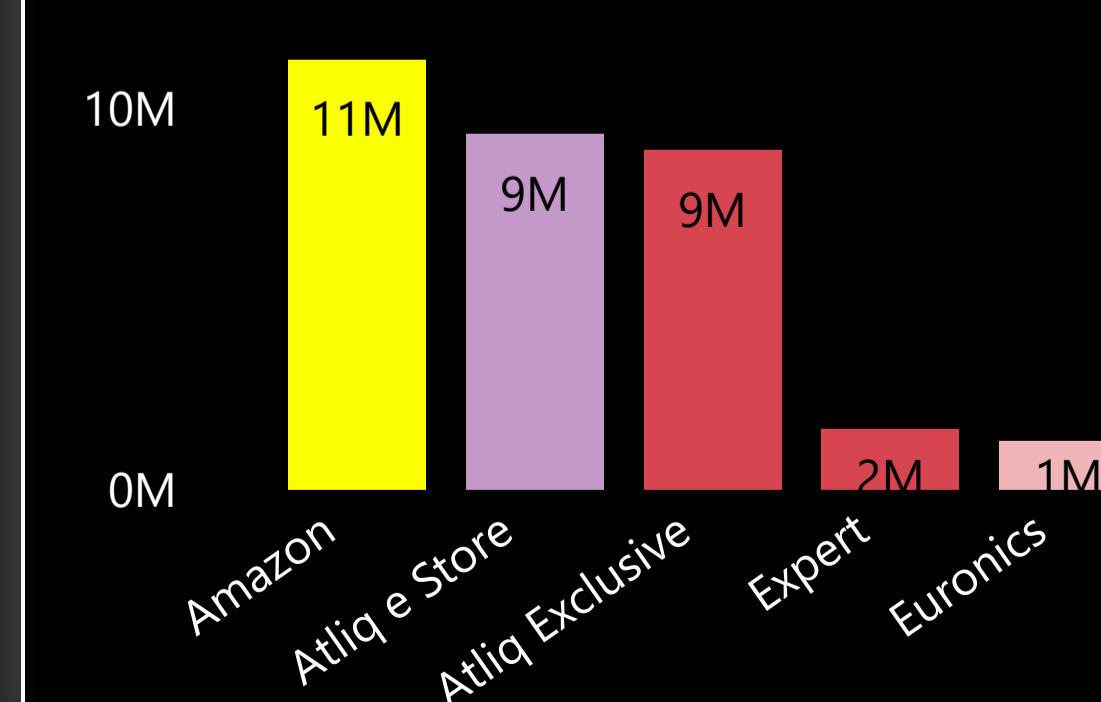
## Sold Quantity By Segment

segment	Sold Quantity
Accessories	44.5M
Storage	12.1M
Peripherals	8.1M
Networking	4.2M

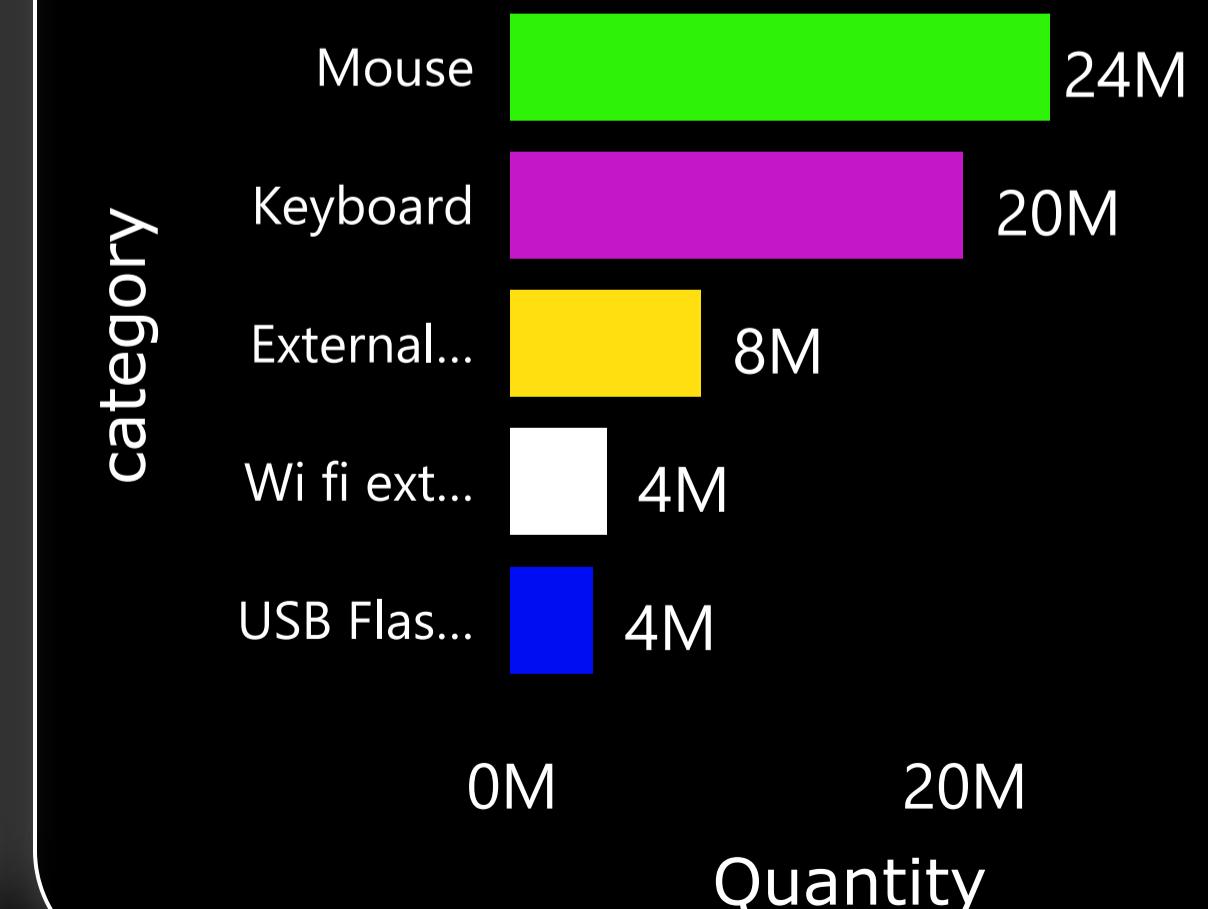
## Average discount on Top 5 Products



## Top 5 Profitable Customers



## Top 5 Demanding Category



# Market Insights Summary



- :> **India** is the most **profitable** market in **Both years**.
- :> **E-commerce** platforms were profitable in both years, but in **2021**, it was the highest useful platform Which was **increased By 4.4%**.
- :> **2021** was the most **profitable year** , which **increased by 137.5%** compared to last year.
- :> **2021** achieved the highest **quantity sold** , which **increased by 138%** compared to last year.
- :> In **October 2019**, the most **profitable quarter** , but after that, the **profit dropped heavily by 60%** in almost **all quarters**.
- :> in **July 2020**, profit **rapidly grew by 200%**, which was the highest profit **growth seen** that year.
- :> In **October 2020**, quarterly **profit increased by 88%** compared to last year .But **Other Quarters**, profit **decreased by 7%**. But in **July 2021**, quarterly profit **decreased by 55%**. and Which was highest decreased seen that year.
- :> **The EU region** was the **most profitable in 2021**, but in **2020**, **APAC** was **ranking first**. However, we have seen that the **profit by region increased by 170%** in the **EU region in 2021**.

# Customer Insights Summary



- ::> **Accessories** were the **highest in demanding Product in Both Year** . But **In 2021** the Demand **Increased by 167%**.
- ::> **E-commerce** was the most **useful platform**, which was **increased by 12%** as Compared to **last Year**.
- ::> **Mouse** were the **highest demanding category** in Both year But **In 2021** the Demand **Increased by 186%**.
- ::> The " **Personal Laptop**" was Still **high demand** in Both year. **But In 2021** the Demand **Increased by 175% .**
- ::>**In October 2019**, the highest **quantity of products were sold with 8 million units**. However, after that, the **quantity sold dropped by 50%** in all quarters.
- ::> **In October 2020**, the highest quantity of products were sold, **which increased by 112%**, but after that, the **quantity sold dropped by 55%** in all quarters.
- ::> **In 2020 Year** , the **profit** was **24 million**. But **In 2021**, Profit had **increased by 138%**.