

## Details

1. APAC Region is lowest in GM% Variance. In NOV 2021, GM% is (- 9.48%) which is further lowest in Gaming Laptop with (-8.36%) value. So marketing team should find out ways to fill the gap between GM% & GM% target.
2. Operational Expenses cost must be maintained properly to avoid declining net profit %.
3. Senior executive should meet with sales executive of Distributor and Direct channel for more revenue contribution %.
4. Supply chain management should keep PC division such as gaming, business and personal laptops in Excess Inventory as it was out of stock in spite of having highest revenue.
5. Senior executive should meet with sales executive with Flipkart (3.7%) and Sage (3.4%) for more revenue contribution %

## Insights

### AtliQ hardware is growing rapidly

1. In 2020, gross sales & gross margin increased by 156% & 117% more than the previous year.
2. In 2021, gross sales & gross margin increased by 211% & 202% more than the previous year.

### Market Share Analysis

1. In 2022, AtliQ achieved market share of 5.9% of total market share among competitors.
2. In India, AtliQ achieved market share of 13.3% which is highest among all subzones.

### AtliQ hardware is facing issue in maintaining net profit %

1. In 2022, Net profit % is declined by approx. 50 %, in 2021 it is -6.63% & in 2022 it is -13.98%.

### Revenue contribution Analysis

2. Retailer channel contributed 72.97% of total revenue among all channels.
3. PC Division contributed 6.63% of total revenue among all divisions.
4. LATAM is lowest in revenue contribution with 0.4 %.
5. INDIA is highest in revenue contribution with 25.3 %