



AtliQ Hardwares

Cosumer Goods Ad-hoc Insights



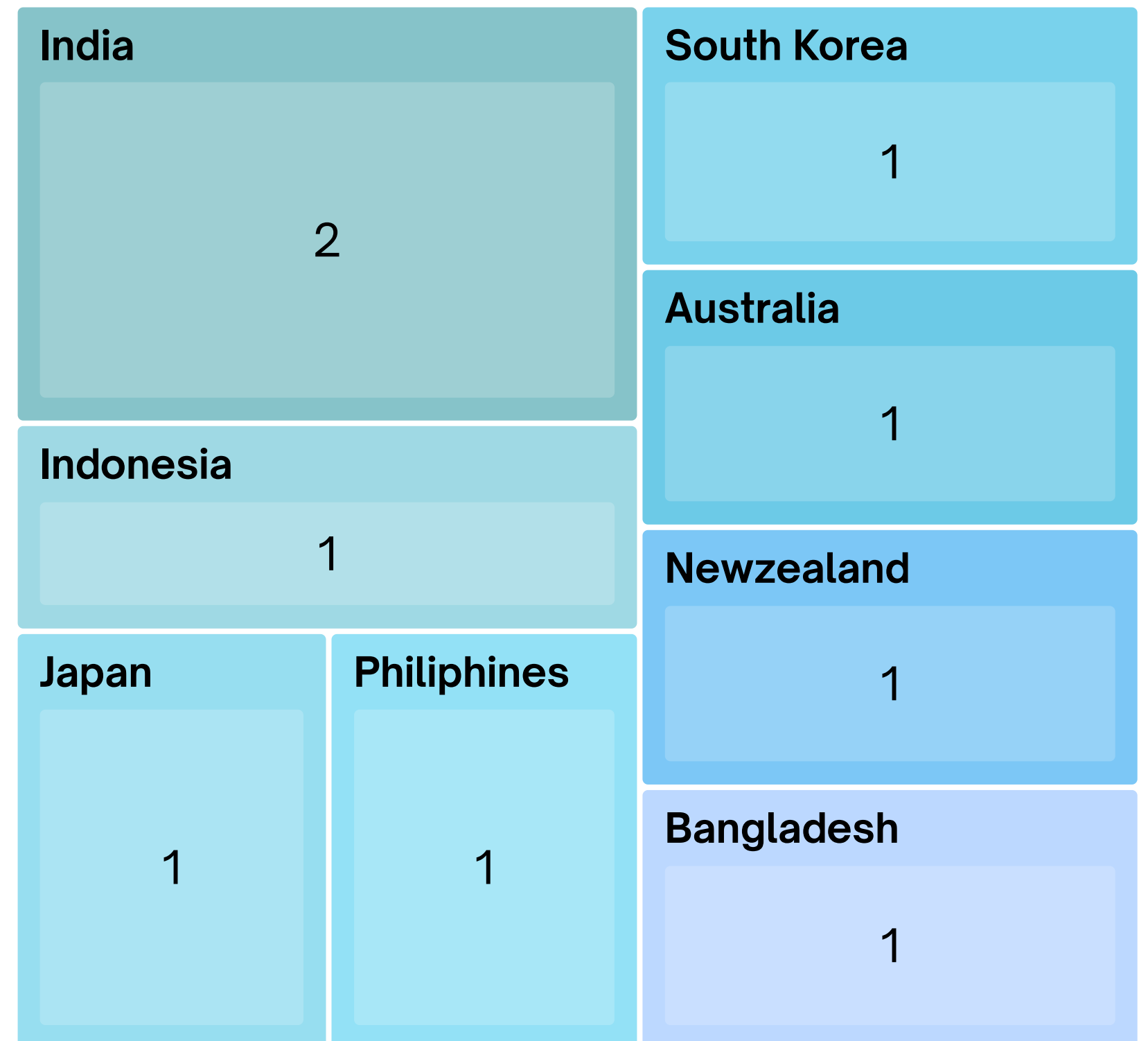
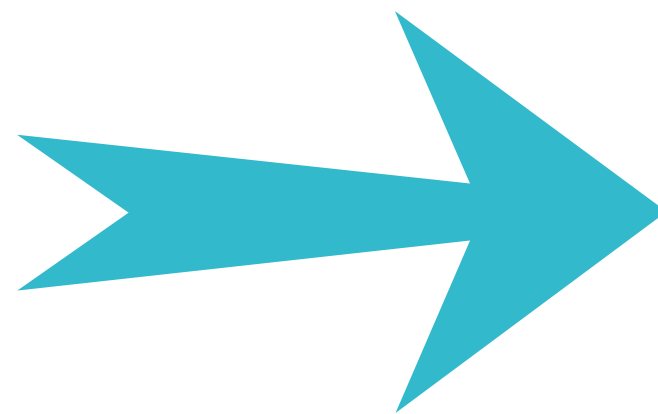
Presented by

Santhoshkumar M S

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

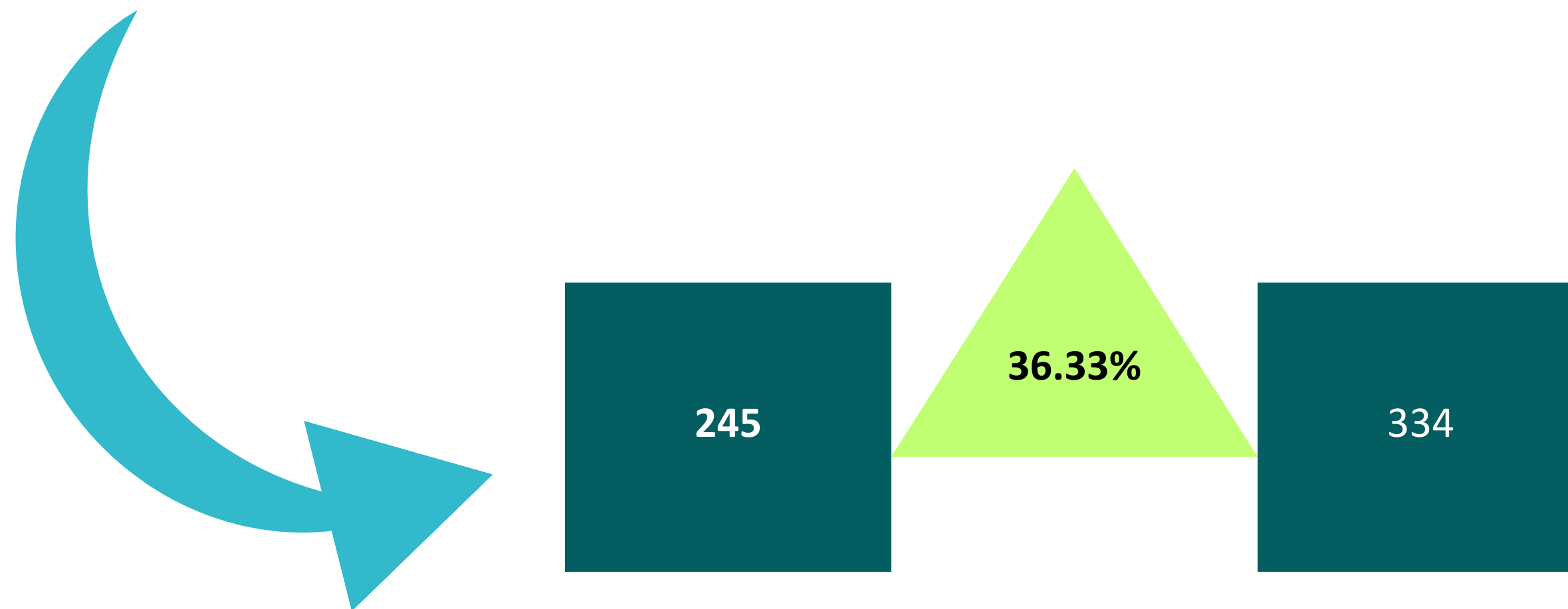
market	store_count
India	2
Indonesia	1
Japan	1
Philippines	1
South Korea	1
Australia	1
Newzealand	1
Bangladesh	1



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Percentage increase in quantity of unique product in 2021 vs 2020

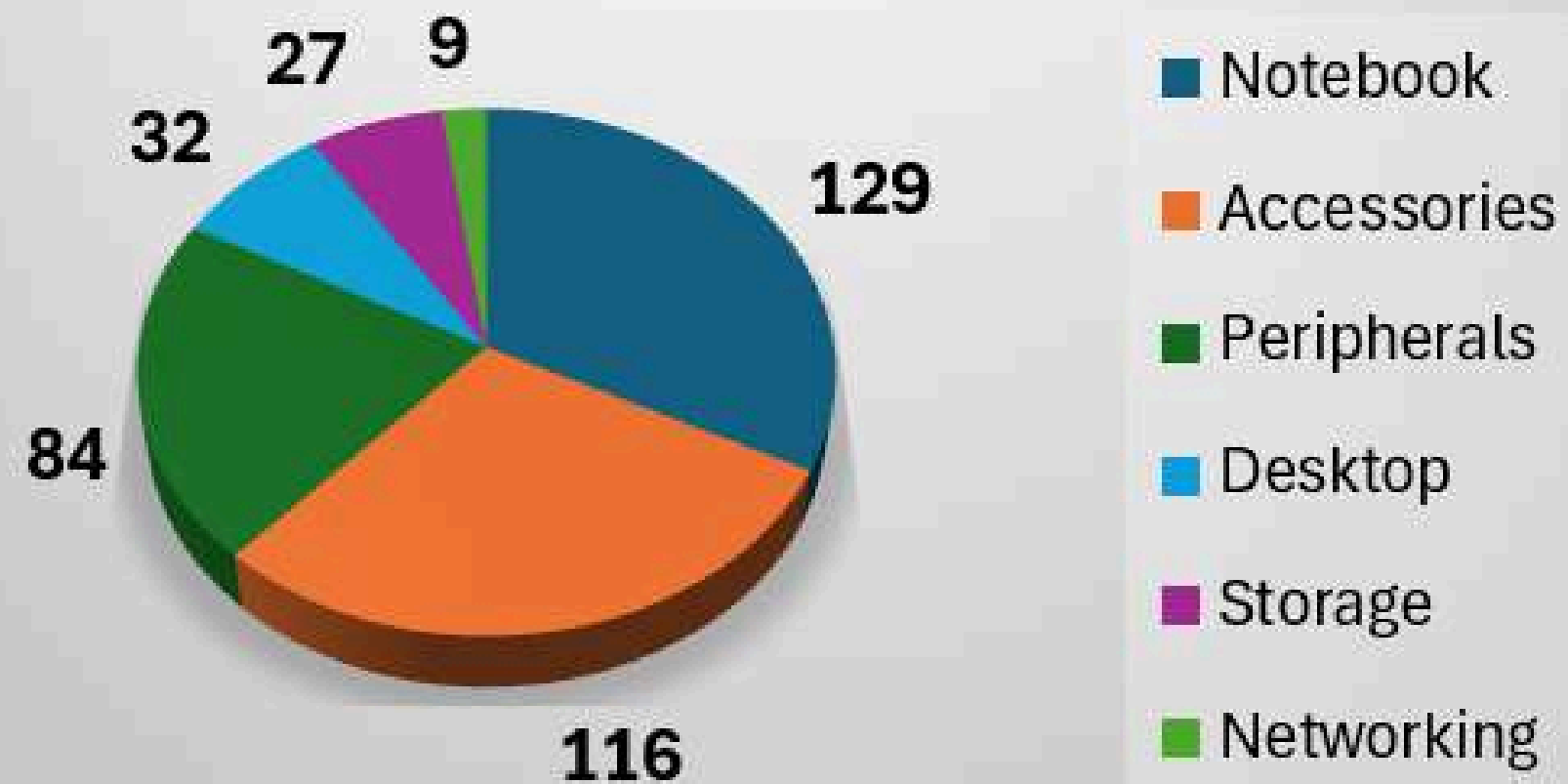
unique_products_2020	unique_products_2021	percentage_chg
245	334	36.33%



All the unique product counts for each segment

segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Product count by segment



Insights

- **Notebooks** segment is doing extremely well for AtliQ Hardware with a maximum of **(32.5%)** share
- This says that introducing new Notebooks will definitely do well
- **Networking** and **Storage** segment needs some attention to increase its share of business

segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

Segment	Product Count 2020	Product Count 2021	Count Difference
Accessories	69	103	34
Notebook	92	108	16
Peripheral	59	75	16
Desktop	7	17	15
Storage	12	17	5
Networking	6	9	3

Insights

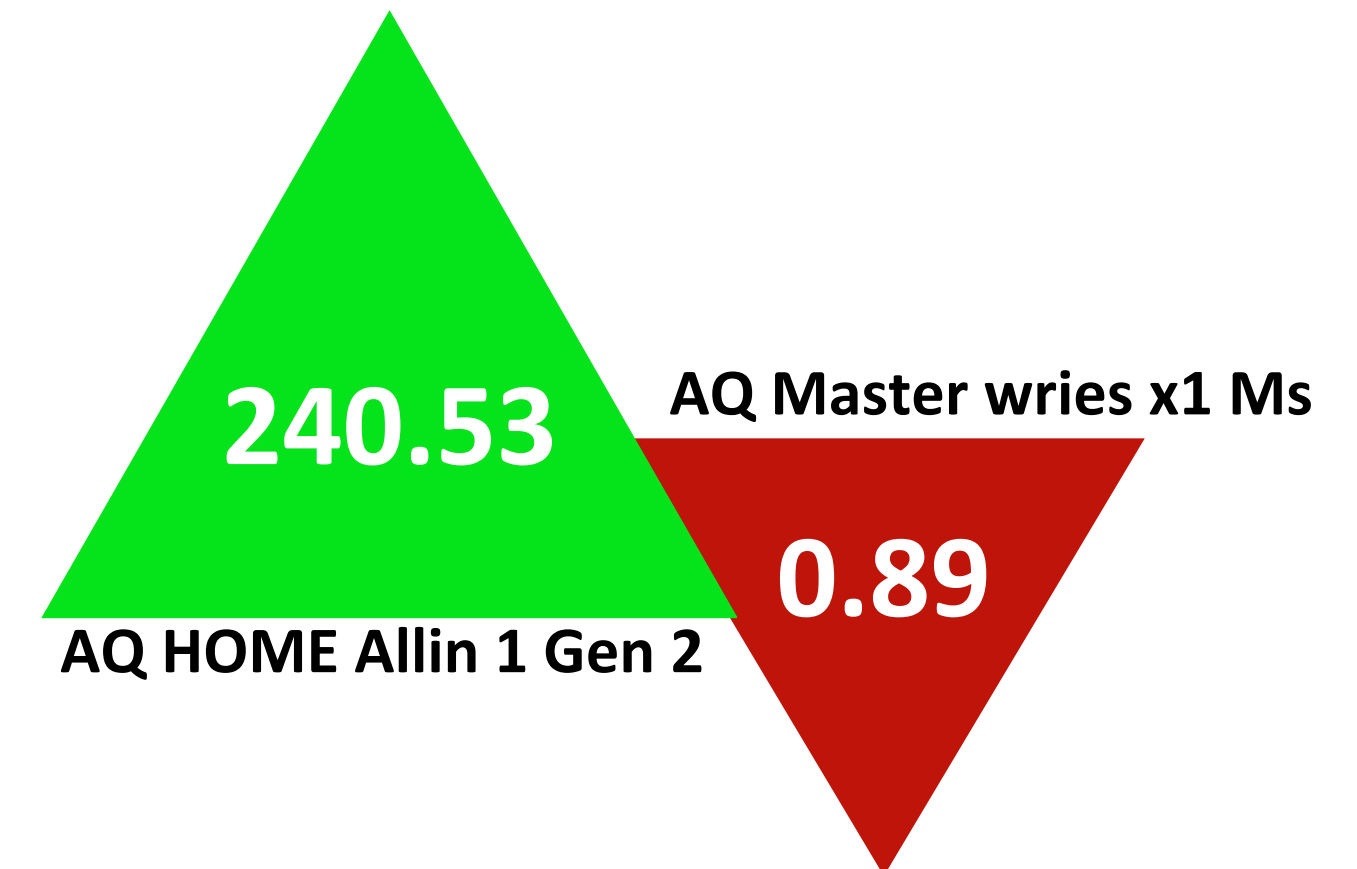
- Accessories has seen 34 new products in 2021 which is a high compared to any other segments
- Accessories has surpassed Notebooks in 2021 in terms of unique product count
- In 2021, Desktop witnessed **142% y-o-y** increase in product count compared to 2020
- Increasing the Desktop segment inventory will be helpful for upcoming demand

Products with highest & lowest manufacturing cost

product_code	product	manufacturing_cost
A6120110206	AQ HOME Allin1 Gen 2	240.5364
A2118150101	AQ Master wired x1 Ms	0.8920

Insights

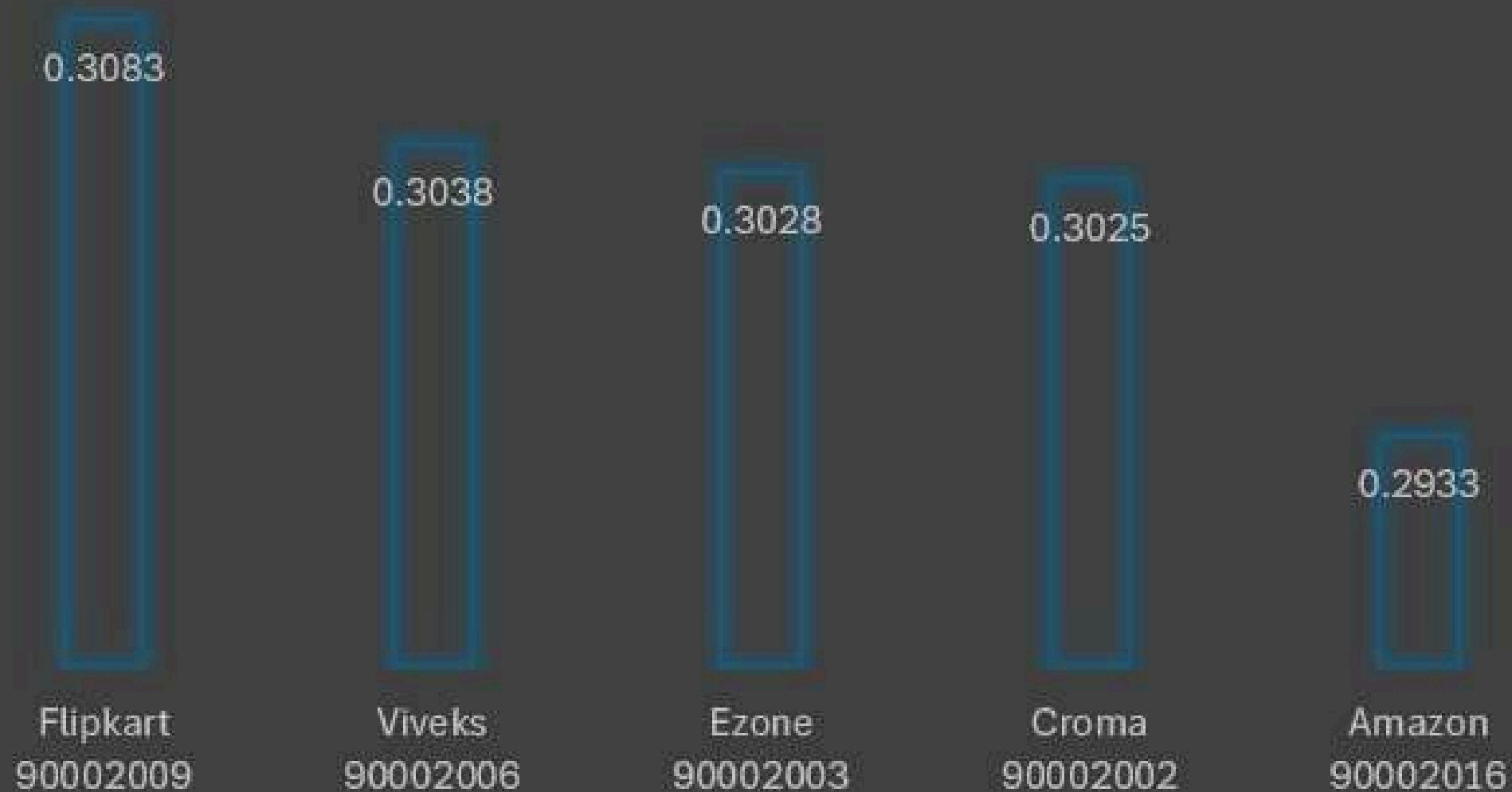
- AQ HOME Allin 1 Gen 2 is the costliest product of AtliQ Hardwares
- AQ Master wired x1 Ms



Top 5 customers in India based on high average pre-invoice discount for FY2021

customer_code	customer	average_discount_percentage
90002009	Flipkart	0.3083
90002006	Viveks	0.3038
90002003	Ezone	0.3028
90002002	Croma	0.3025
90002016	Amazon	0.2933

Top 5 Indian Customers by average pre-invoice discount

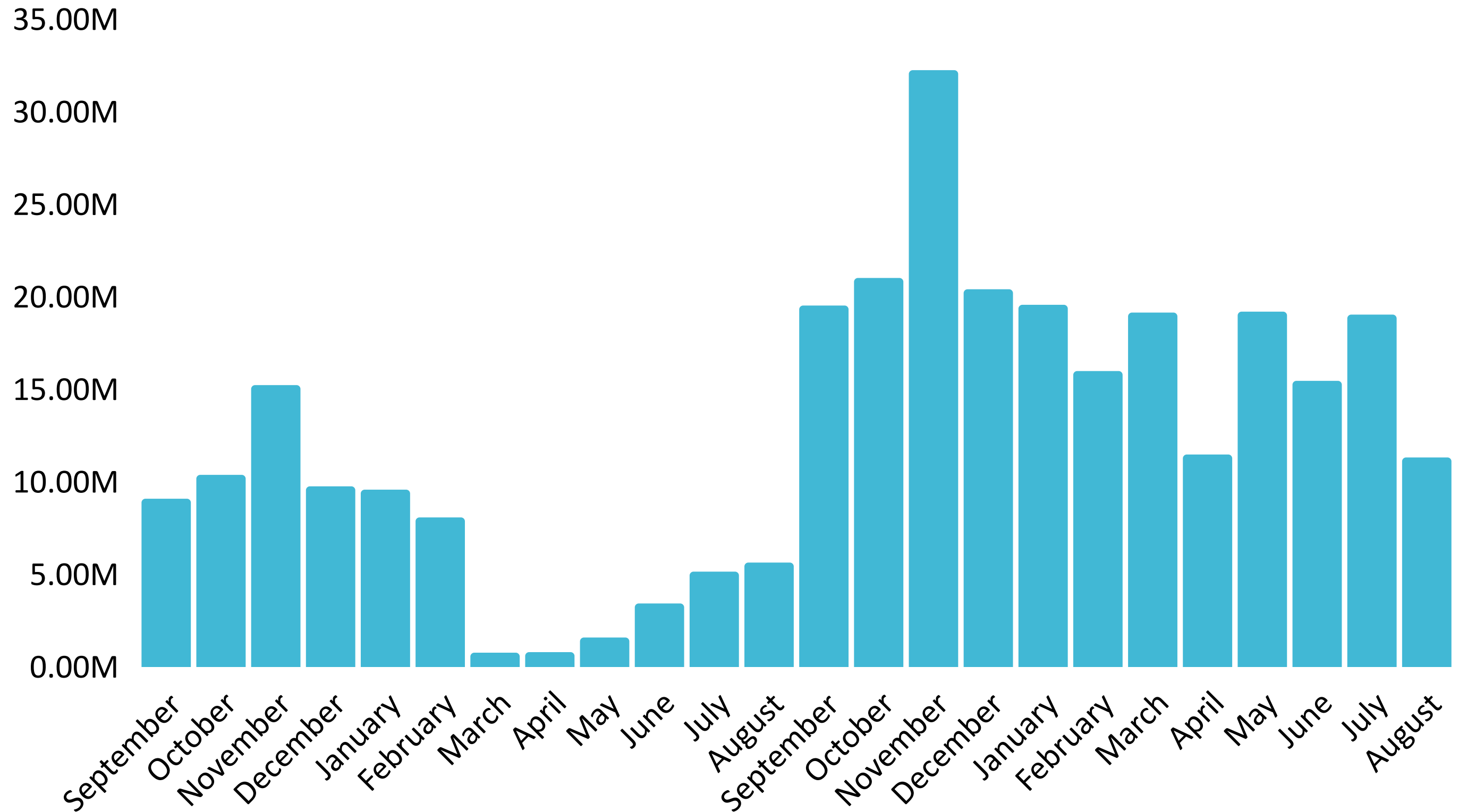


Insights

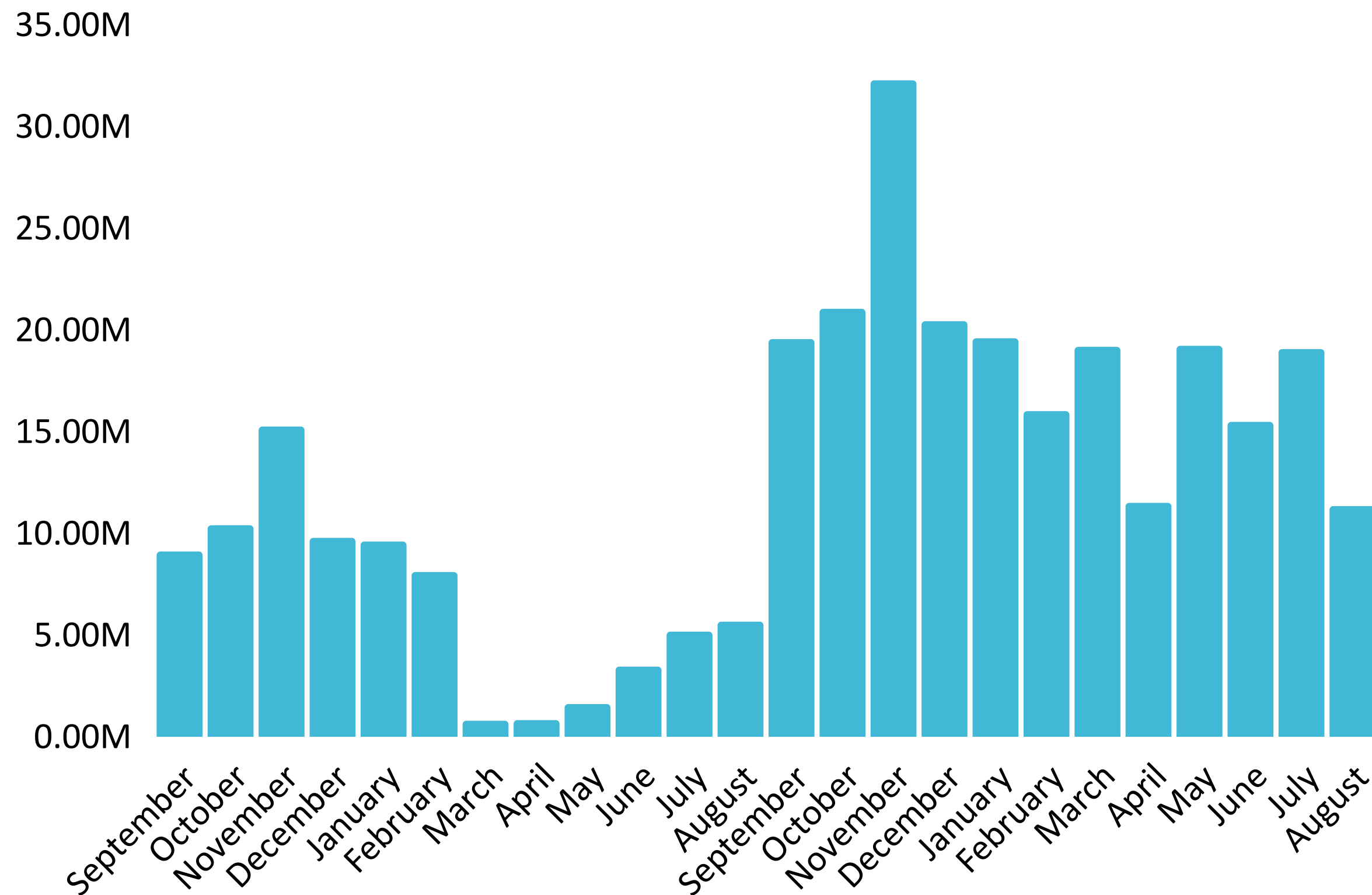
- Total Gross Sales by Flipkart in 2020 was Rs.13M, so it tops the list by receiving average discount percentage of 30.83
- In India, Amazon made the most sales in 2020 for Rs.16M, but has only received the 29% average discount

AltiQ Exclusive's monthly report on gross sales amount

Month	Year	Gross Sales Amount
September	2020	9.09M
October	2020	10.38M
November	2020	15.23M
December	2020	9.76M
January	2020	9.58M
February	2020	8.08M
March	2020	0.77M
April	2020	0.80M
May	2020	1.59M
June	2020	3.43M
July	2020	5.15M
August	2020	5.64M
September	2021	19.53M
October	2021	21.02M
November	2021	32.25M
December	2021	20.41M
January	2021	19.57M
February	2021	15.99M
March	2021	19.15M
April	2021	11.48M
May	2021	19.20M
June	2021	15.46M
July	2021	19.04M
August	2021	11.32M



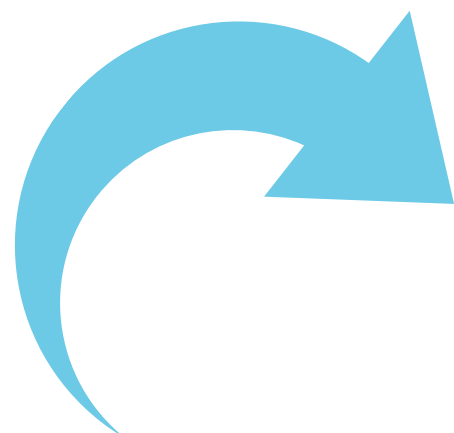
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Insights

- In last month of Q1 in FY21, AtliQ Exclusive had made the highest gross sales of Rs.32.25M
- It has recorded a very low sales in the third quarter of FY20
- It saw highest growth rate of 346% in sales between first month of FY21 & last month of FY20

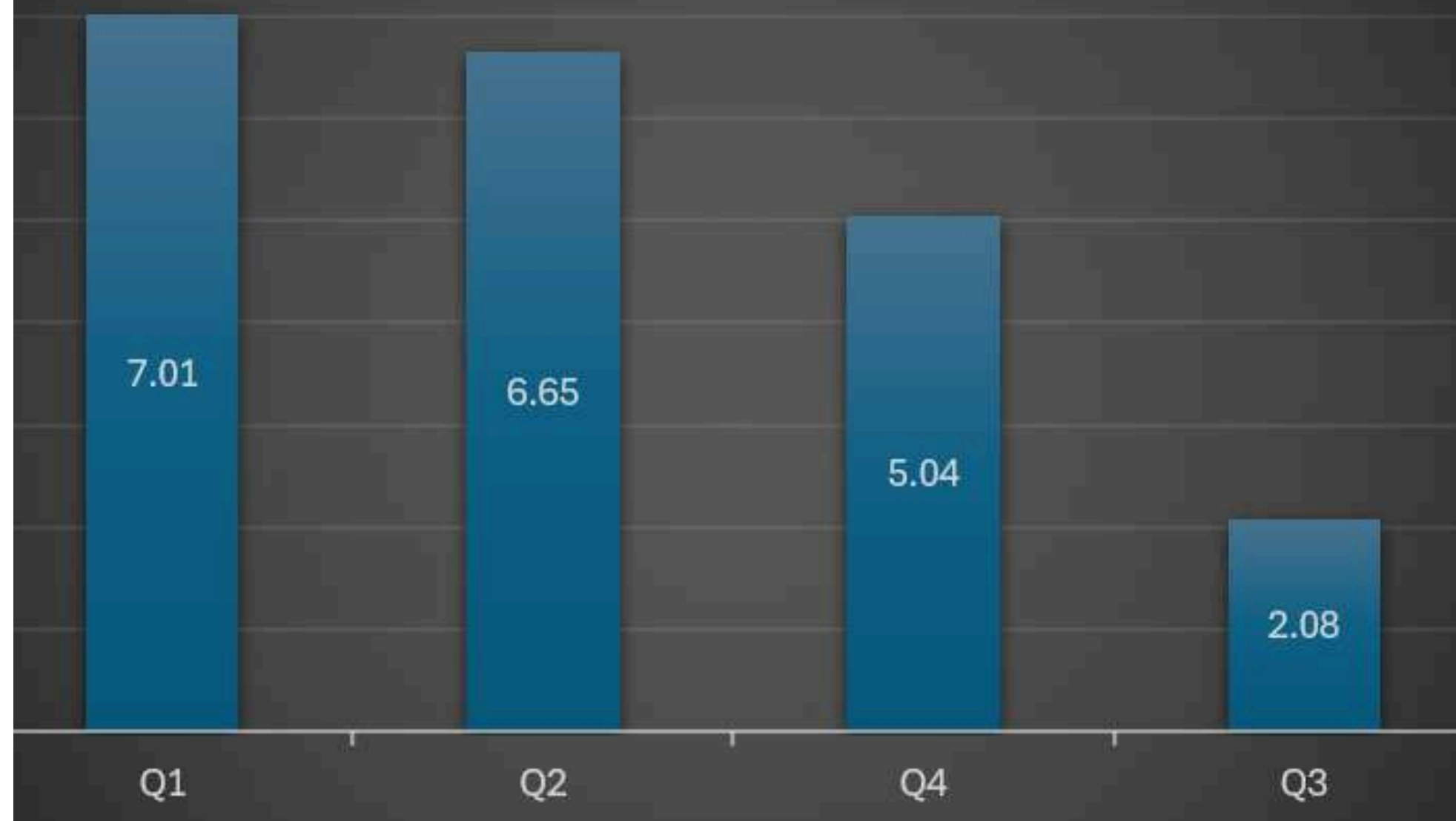
Quarterly report on total sold quantity in FY2020



Quarter	total_sold_quantity
Q1	7.01M
Q2	6.65M
Q4	5.04M
Q3	2.08M



Total Units Sold Quarterly in 2020

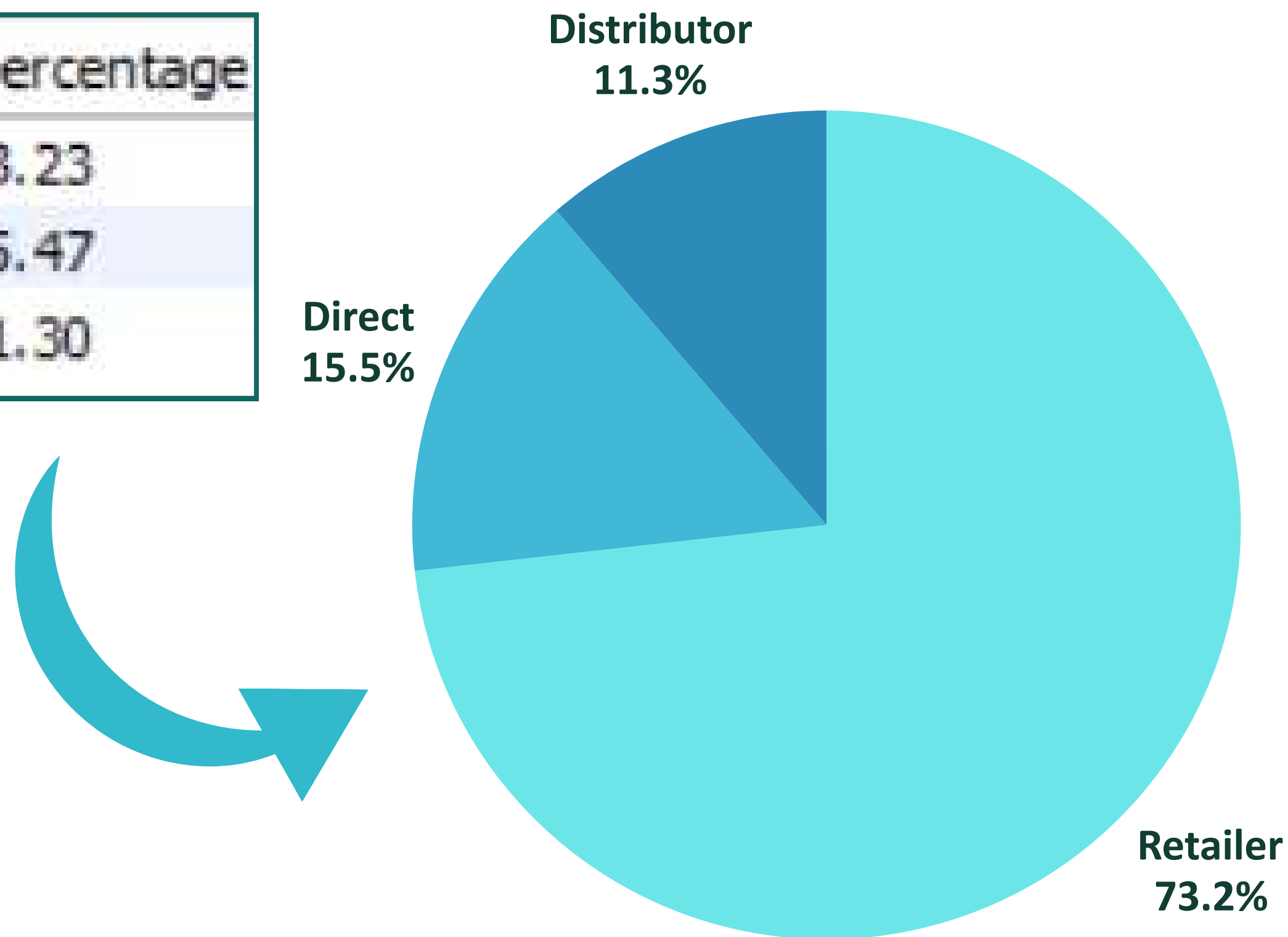


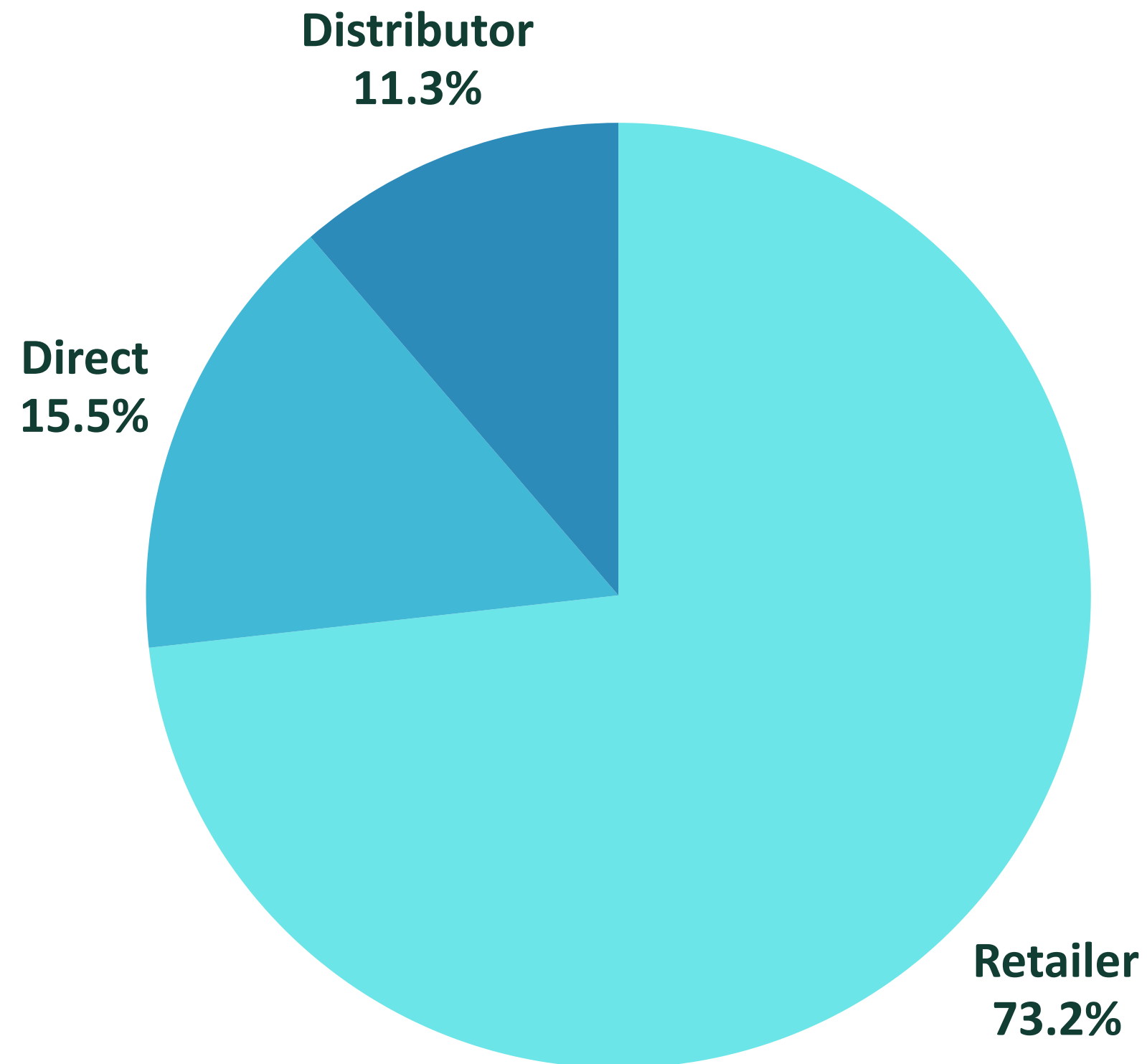
Insights

- In first quarter of FY2020, AltiQ Hardwares recorded the highest sale of Rs.7.01M in FY2020
- It has seen 219% decline in sales from Q2 to Q3

Contribution of channels by gross sales in 2021

channel	gross_sales mln	percentage
Retailer	1219.08	73.23
Direct	257.53	15.47
Distributor	188.03	11.30





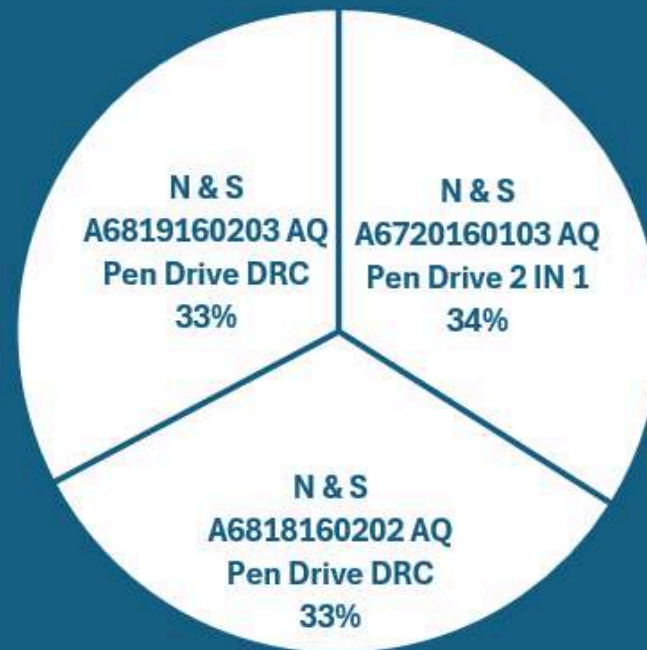
Insights

- Sales via retailers saw the highest contribution with more than 50% in the overall sales in 2021
- Business via direct stores had 15.5% contribution, so opening new stores in specific region may help boost the sales
- Distributors were the lowest contributor to the sales

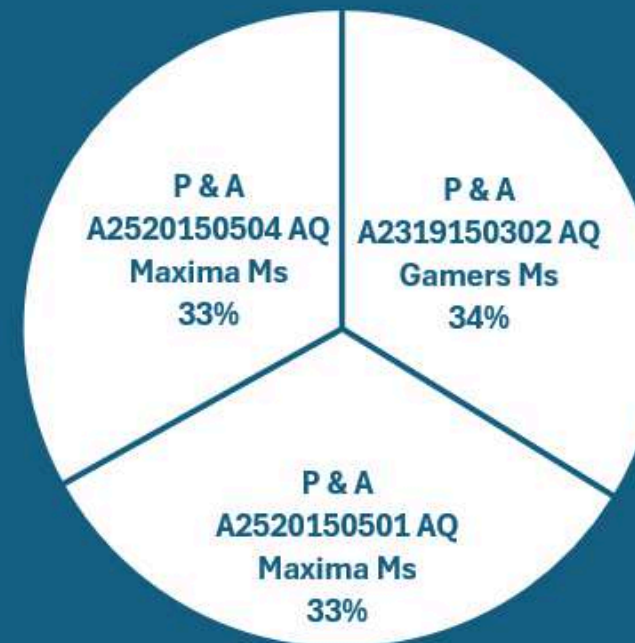
Top 3 products in each division sold more in FY2021

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

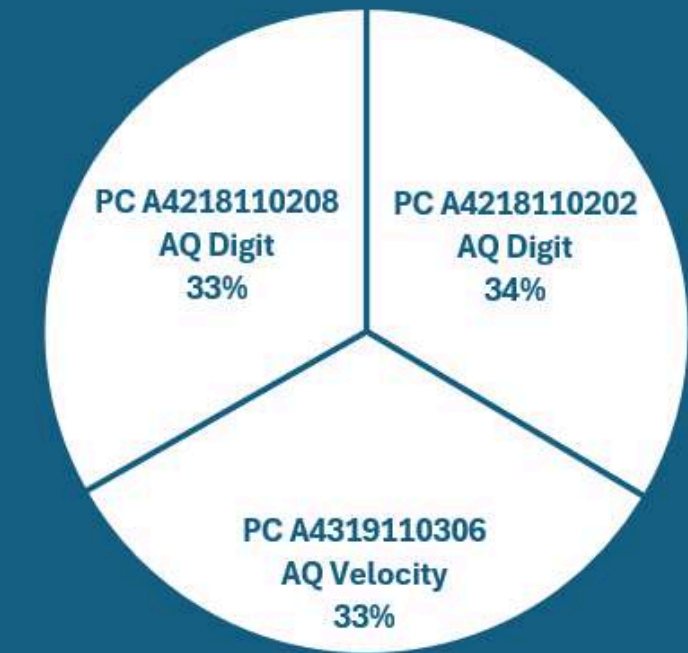
TOP 3 PRODUCTS IN N & S DIVISION



TOP 3 PRODUCTS IN P & A DIVISION



TOP 3 PRODUCTS IN PC DIVISION



Insights

- Products under N & S division had contributed around Rs.2M worth of sales, which is 61% of the overall sales of top 3 products from every division and that only mainly of storage devices
- Mouse products under P & A division made sales worth of Rs.1.3M contributing around 37% of the overall sales of top 3 products from every division
- Notebooks tops the list of top 3 products under PC division with 51989 units sold and in that Standard Blue variant had contributed the most.