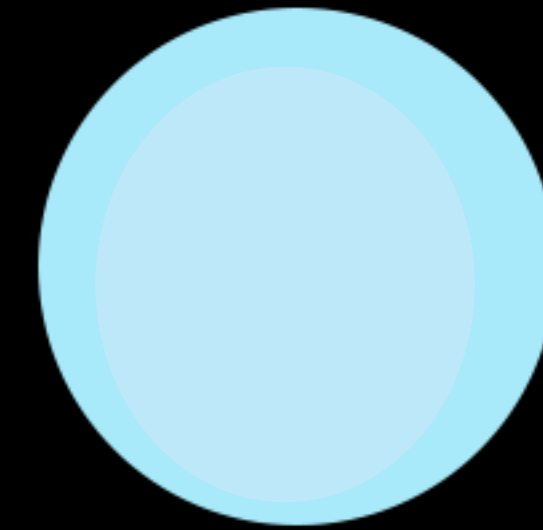


ATLIQ HARDWARE

Consumer Goods Ad hoc Insights



Request 1

List of markets where customer ATLIQ Exclusive operates business in the Asia Pacific region for fiscal year 2020-2021.

Fiscal year 2020-2021

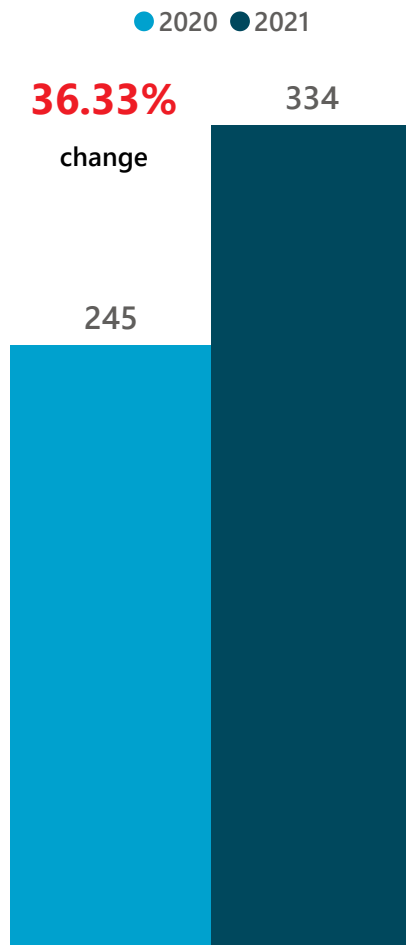


Key Findings

- In the **Asia Pacific** region, our exclusive store has established its presence in **8** major markets
- **India** is a leading market in terms of Gross Sales for **Atliq Exclusive**

What is the percentage of unique product increase in 2021 vs. 2020?

Unique Product Count : FY 2020 vs FY 2021

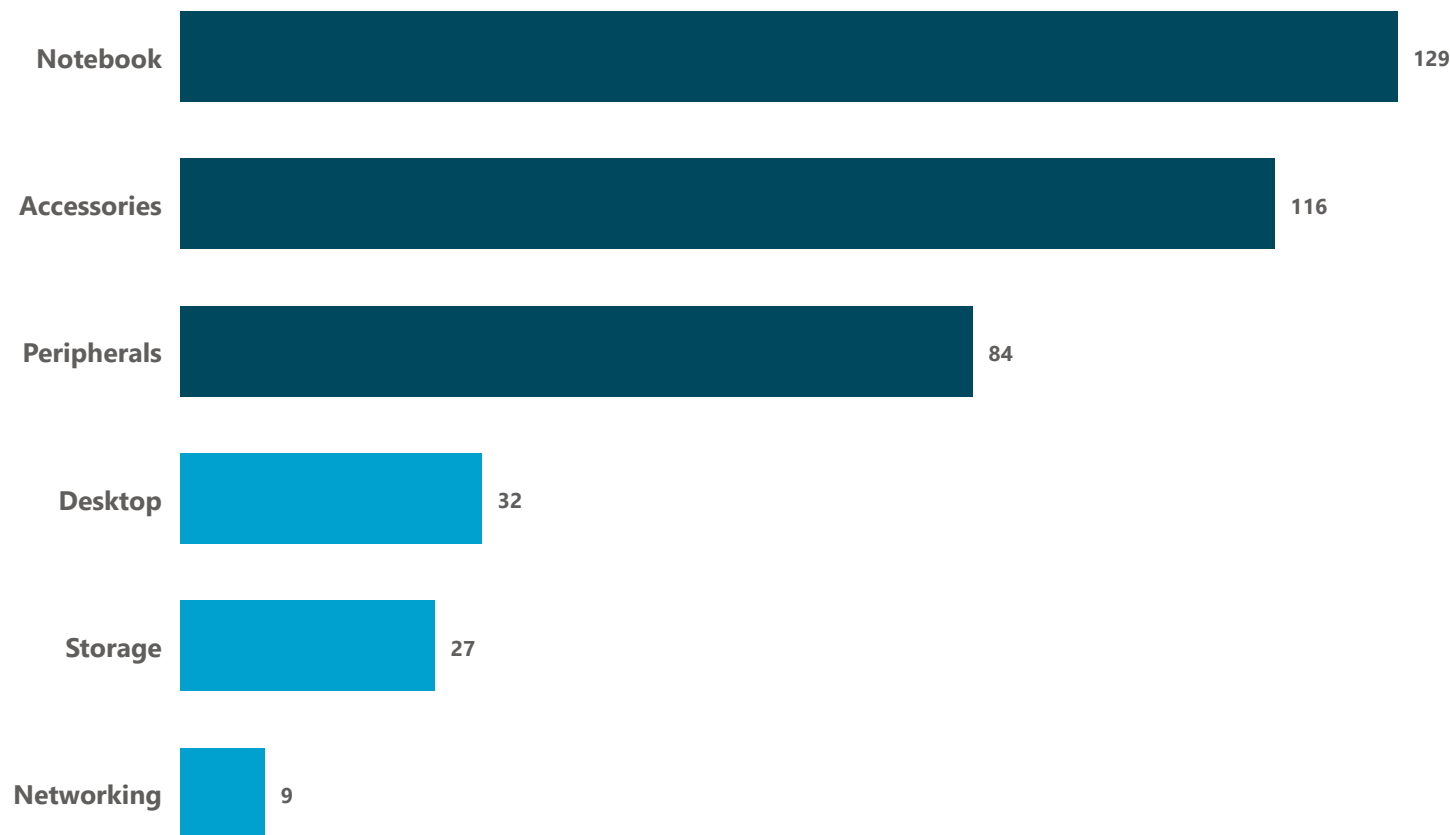


Key Findings

- Our product count increased by **36%** from 245 in FY 2020 to 334 in FY 2021.
- An increase in the number of unique products sold can be seen as a positive indicator for the business, indicating a rise in product variety and potential revenue streams

Notebooks and Accessories are the most popular product segments with nearly 250 unique products combined

Segment Wise Unique Product Count



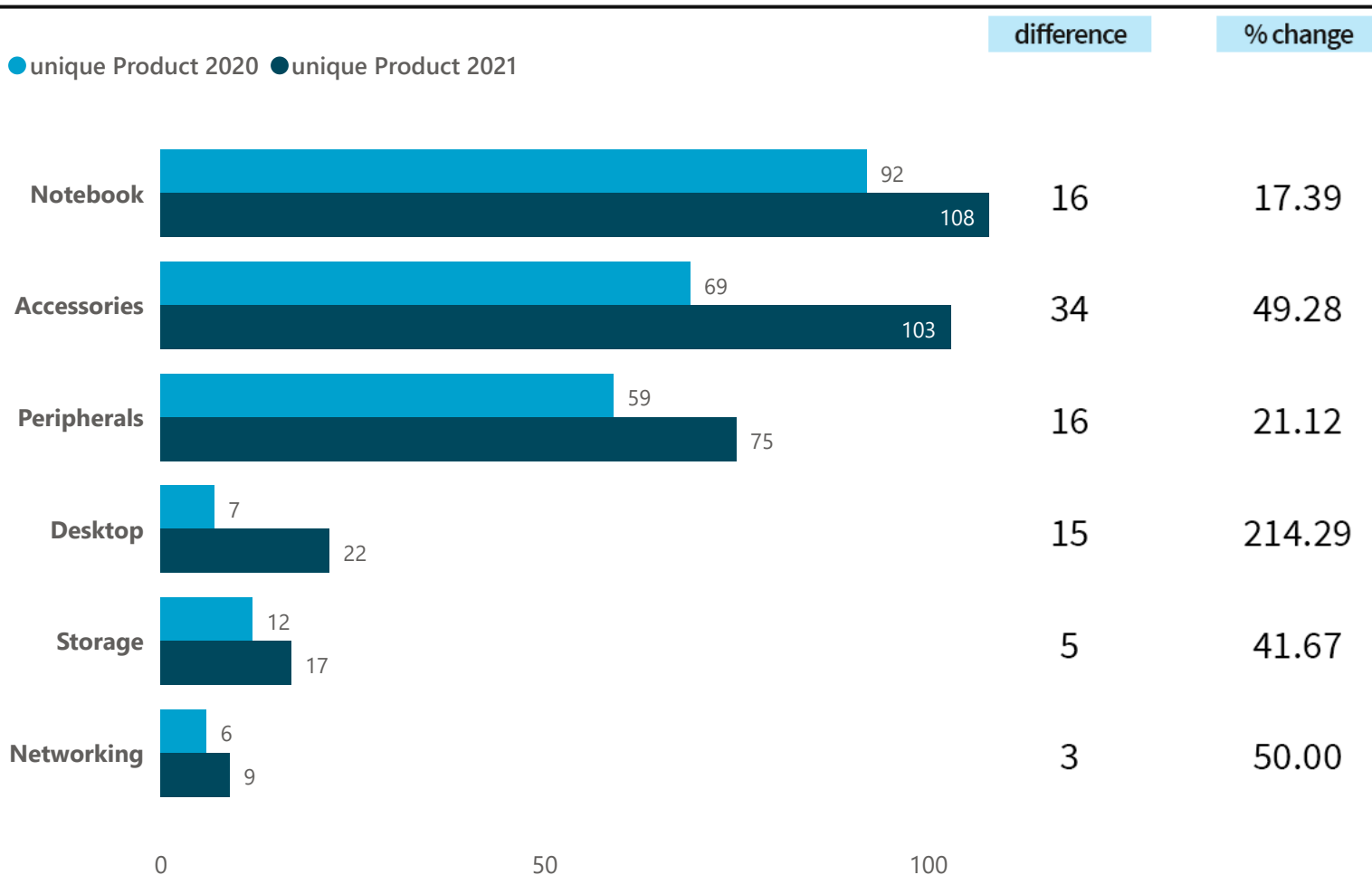
Key Findings

- Notebooks, accessories, and peripherals make up **83%** of the total manufactured products.
- **Networking**, **storage**, and **desktop** are the product segments with the lowest unique products.

Request 4

Which segment had the most increase in unique products in 2021 vs 2020?

Unique Product Count [2020 vs2021]



Key Findings

- **Accessories** segment experienced the highest increase in unique product [34]
- There was a slight increase in unique product count for **Desktop**, **Storage**, and **Networking** segments from 2020 to 2021, yet they remain the segments with the lowest count

The products that have the highest and lowest manufacturing costs

Highest manufacturing cost



\$240.54

manufacturing cost

▲
A6120110206
AQ HOME Allin1 Gen 2
Personal Desktop

Lowest manufacturing cost



\$0.89

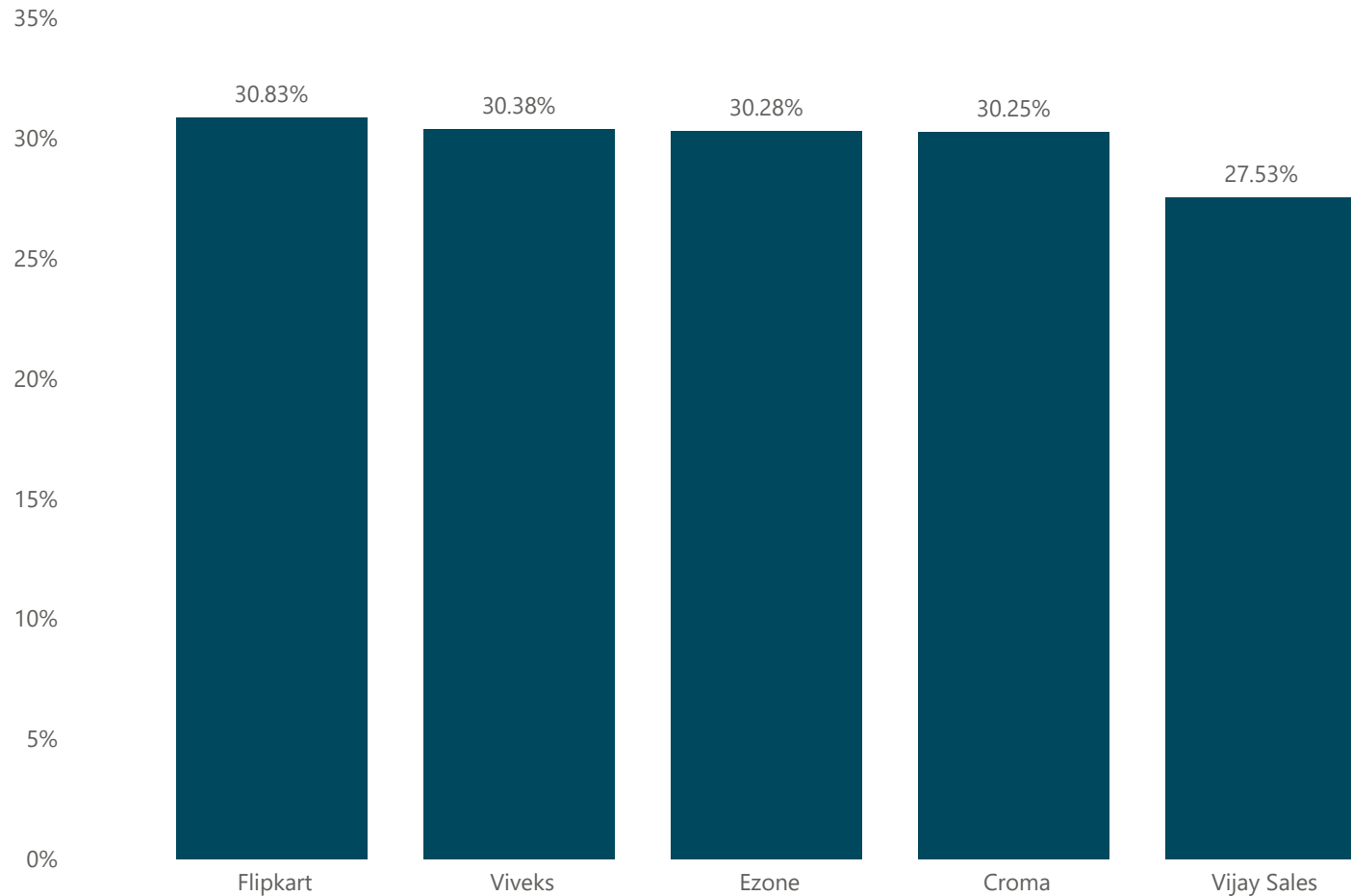
manufacturing cost

▼
A2118150101
AQ Master wired x1 Ms
Mouse

Request 6

Top 5 customers with an average high pre_invoice_discount_pct

For FY 2021 : Indian Market

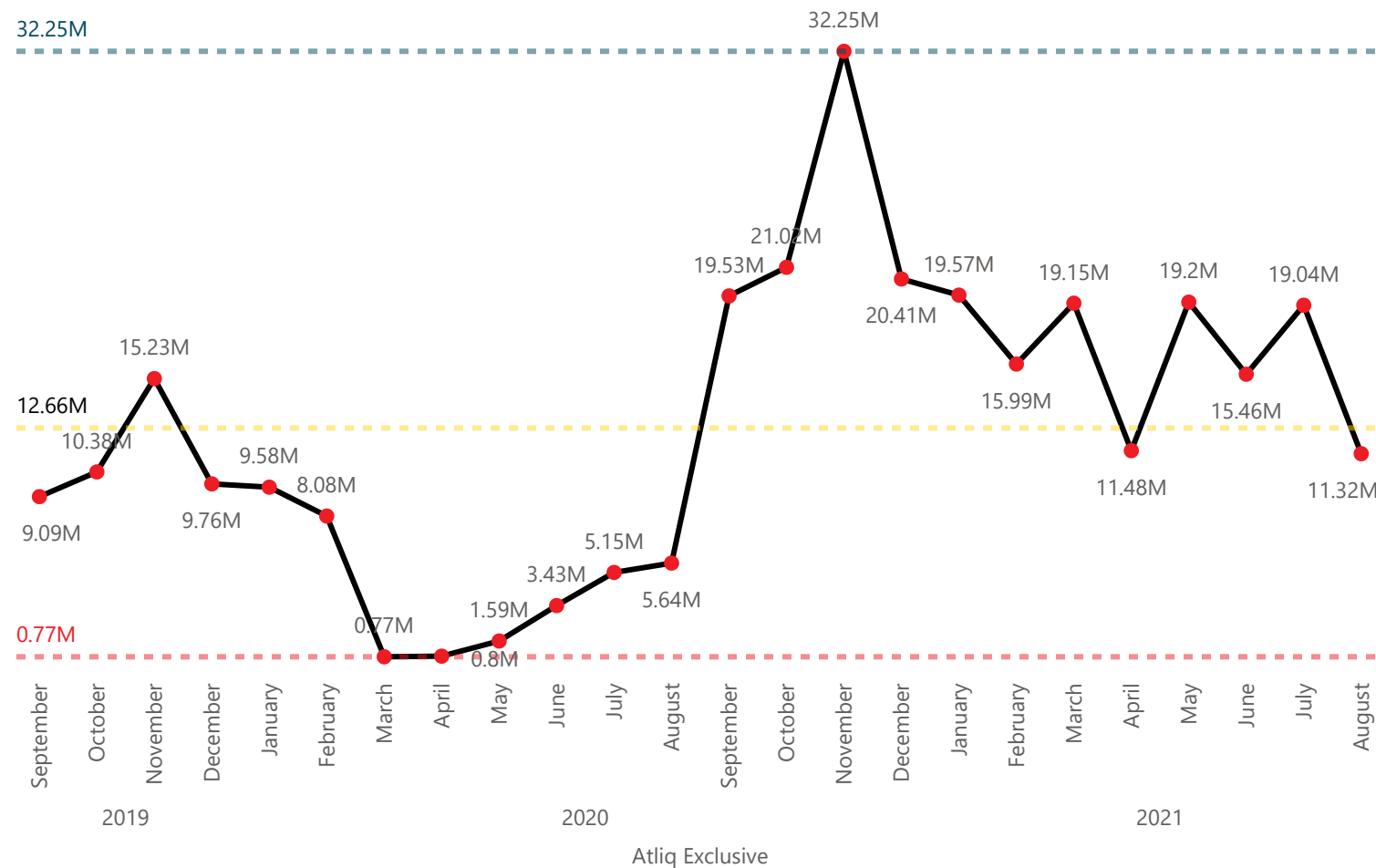


Key Findings

- **Flipkart, Viveks, Ezone** and **Croma** are the top customers who have an average discount percentage of over **30%**, indicating that they receive the highest discounts

The gross sales amount for the customer “Atliq Exclusive” for each month.

For customer : Atliq Exclusive

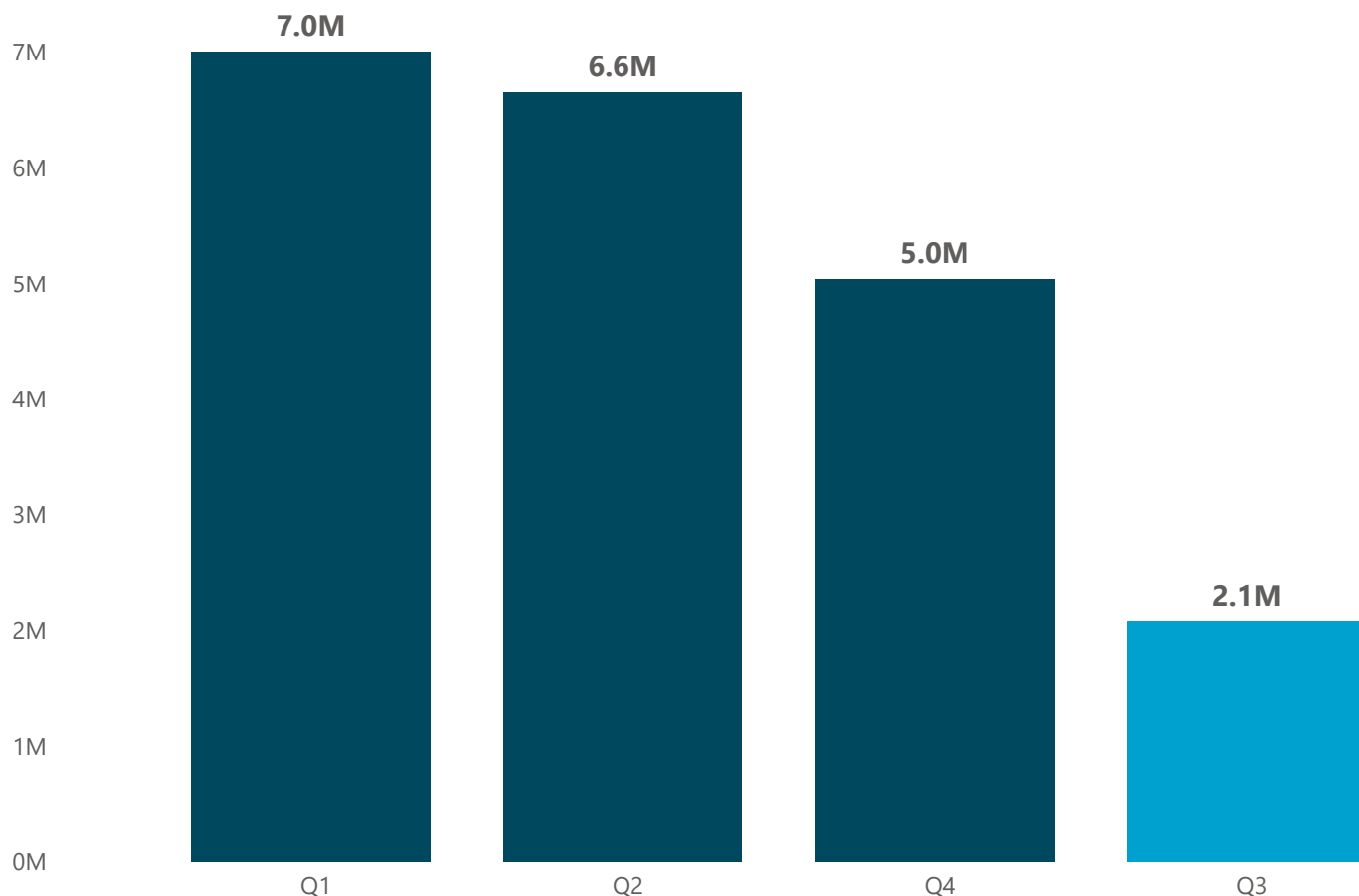


Key Findings

- In **November 2020**, the gross sales reached the peak at **32.2 million**, whereas in **March 2020**, it hit the lowest point at **767 thousand**
- The decrease in sales from March to August is clearly attributable to **COVID-19**

In which quarter of 2020, got the maximum total_sold_quantity?

For FY : 2020

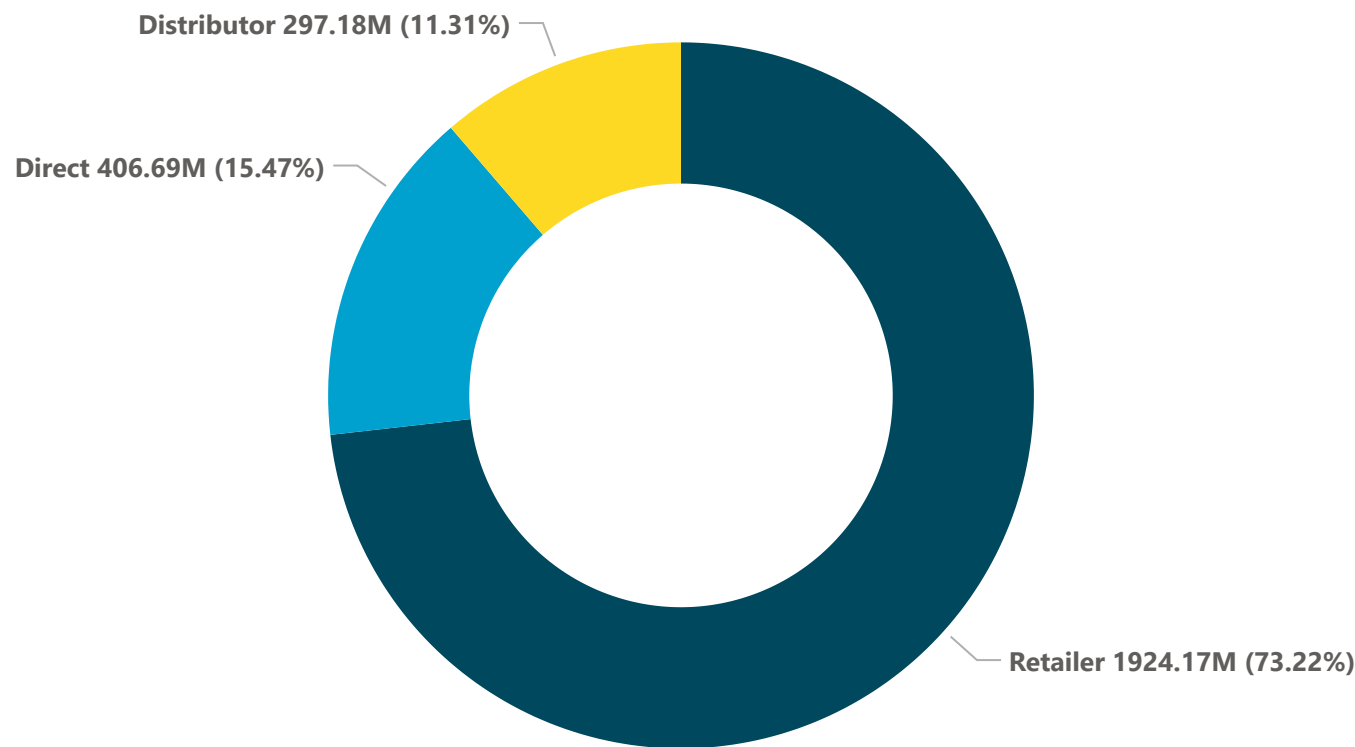


Key Findings

- In terms of unit sales, **Quarter 1** recorded the highest figure, whereas **Quarter 3** had the lowest figure
- **Quarter 1** contributed to **34%** of the total units sold

Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?

For FY : 2021



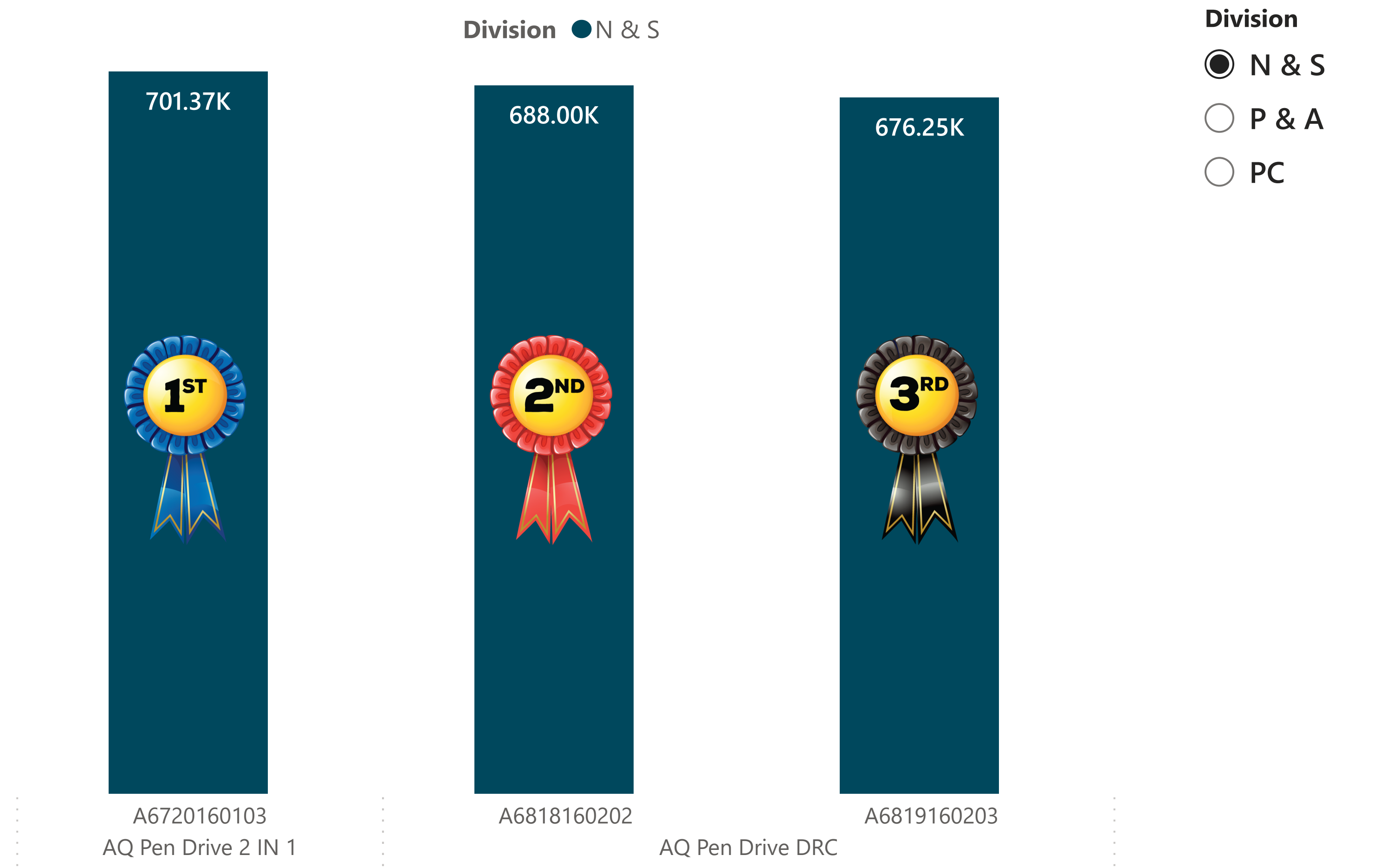
Key Findings

- **Retailer** has been identified as the primary driver of sales, accounting for a significant proportion of **73.22%**
- **Distributor** has been found to contribute the least, with a percentage of only **11.31%**

Top 3 products in each division that have a high total_sold_quantity in the fiscal year 2021?

For FY : 2021

Key Findings



- In N&S, **Pen Drives** emerged as the best-selling products with a remarkable quantity of **7 lakhs**
- In P&A, the top 3 selling products comprised **Mouse** with a significant quantity of approximately **4 lakhs**
- In PC, **Personal Laptops** were the top-selling products, with a notable quantity of around **17000**