

AtliQ Business Insight 360

Recommendations:

1. **Optimize Discount Strategy:**

Review and optimize the discount strategy to minimize costs and enhance profitability.

2. **Replicate Successful Campaigns:**

Expand successful marketing campaigns from Amazon and AQ Home AI 1 Generation 2 to other products.

3. **Investigate Loss Areas:**

Focus on the USA market to understand the reasons for underperformance and address them with targeted strategies.

4. 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.

5. Operational Expenses cost must be maintained properly to avoid declining net profit %.

6. Supply chain management should keep PC division such as gaming, business and personal laptops in Excess Inventory as it was out of stock inspite of having highest revenue.

7. Senior executive should meet with sales executive of Distributor and Direct channel for more revenue contribution %.

8. Senior executive should meet with sales executive with Flipkart (3.7%) and Sage (3.4%) for more revenue contribution %.

