

# AtliQ Business Insight 360

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## Key Insights:

Based on the analysis, several key insights emerged:

### 1. Operational Expenses and Losses:

AtliQ Hardware's significant discounts combined with high operational costs are leading to losses. Reducing discounts and optimizing expenses could improve profitability.

### 2. Amazon as the Key Revenue Driver:

Amazon is the largest revenue contributor for AtliQ Hardware, with AQ Home AI 1 Generation 2 as the top-performing product. AtliQ Hardware should continue to nurture this relationship and focus on top-performing products.

### 3. Underperformance in the USA:

Products are underperforming in the USA, contributing to unprofitability. An in-depth analysis is needed to determine the causes and devise strategies to improve performance in this market.

### 4. Market Share Growth:

AtliQ Hardware's market share increased significantly from 1.1% in 2021 to 5.9% in 2022, indicating growth in its market presence.

### 5. Regional Performance:

1. Latin America: Poor performance with low revenue contribution and high operational expenses.
2. India: Strong sales and revenue contributions, though gross margin (GM%) and net profit could be improved.

### 6. AtliQ hardware is growing rapidly

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



## **7. Market Share Analysis**

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

## **8. AtliQ hardware is facing issue in maintaining net profit %**

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

## **9. Revenue contribution Analysis**

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

