

# **Driving Growth and Efficiency: Insights from Data Analytics at Atliq Hardwares**

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**Presented By Viraj Pitale**

# Agenda

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**01.** Introduction

**02.** Results from last year

**03.** Team

**04.** What's next

**05.** Closing

# Introduction

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- **Company Overview:** Atliq Hardwares, founded with a commitment to innovation and quality, is a leading producer of computer hardware in India.
- **Global Expansion:** Established presence in India with ongoing expansion into global markets, showcasing our ambition and strategic growth.
- **Market Position:** Recognized for setting industry benchmarks in technology and customer satisfaction, ensuring a competitive edge.

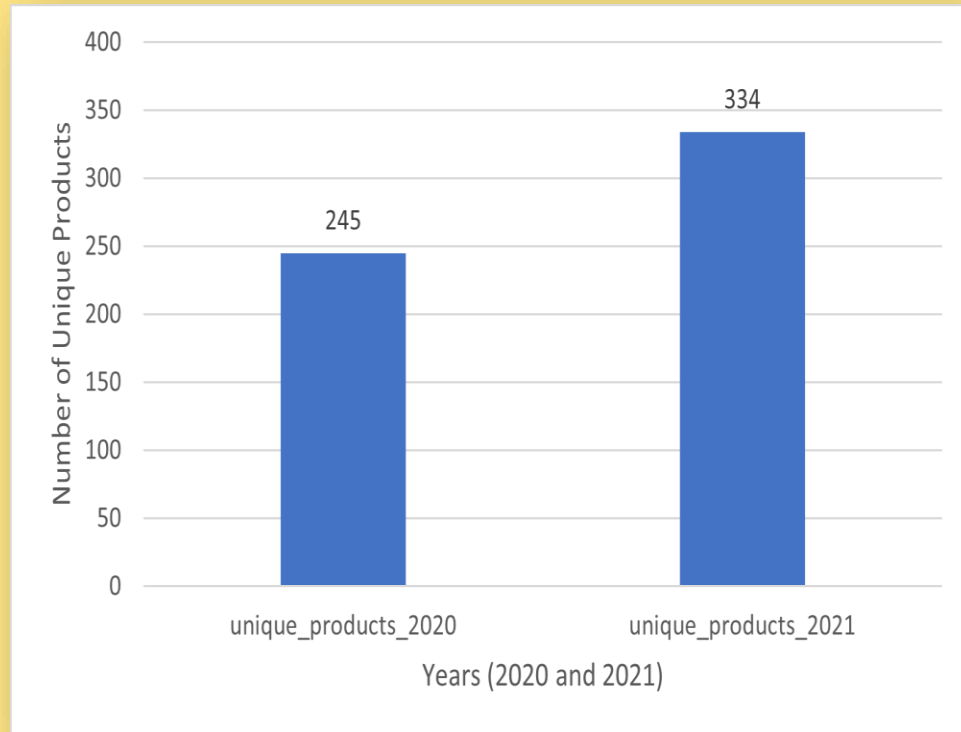


# Market Presence in the APAC Region



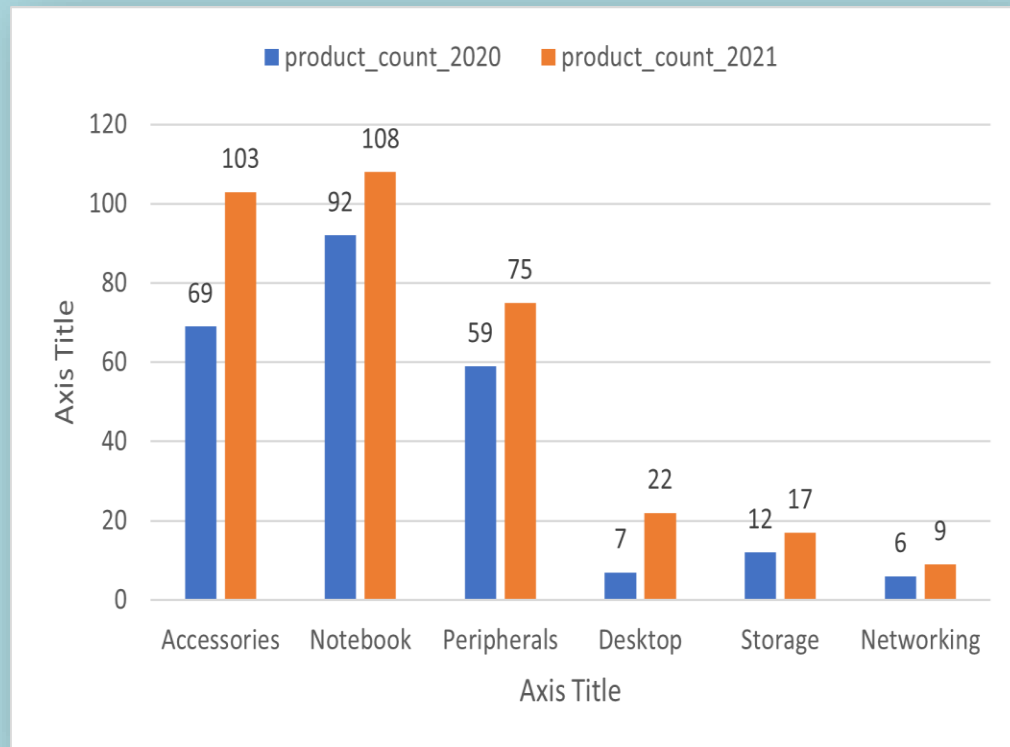
- ❑ **Strategic Market Expansion:** Atliq Exclusive operates across diverse markets in the APAC region, including high-potential markets like India, Indonesia, and Japan.
- ❑ **Market Penetration:** Presence in multiple countries enhances market reach and customer engagement opportunities.
- ❑ **Localized Strategies:** Insights into specific market presence aid in tailoring localized strategies for improved customer satisfaction and market growth.
- ❑ **Competitive Positioning:** Understanding market breadth strengthens our competitive edge by targeting key markets effectively.

# Percentage Increase in Unique Products (2020 vs. 2021):



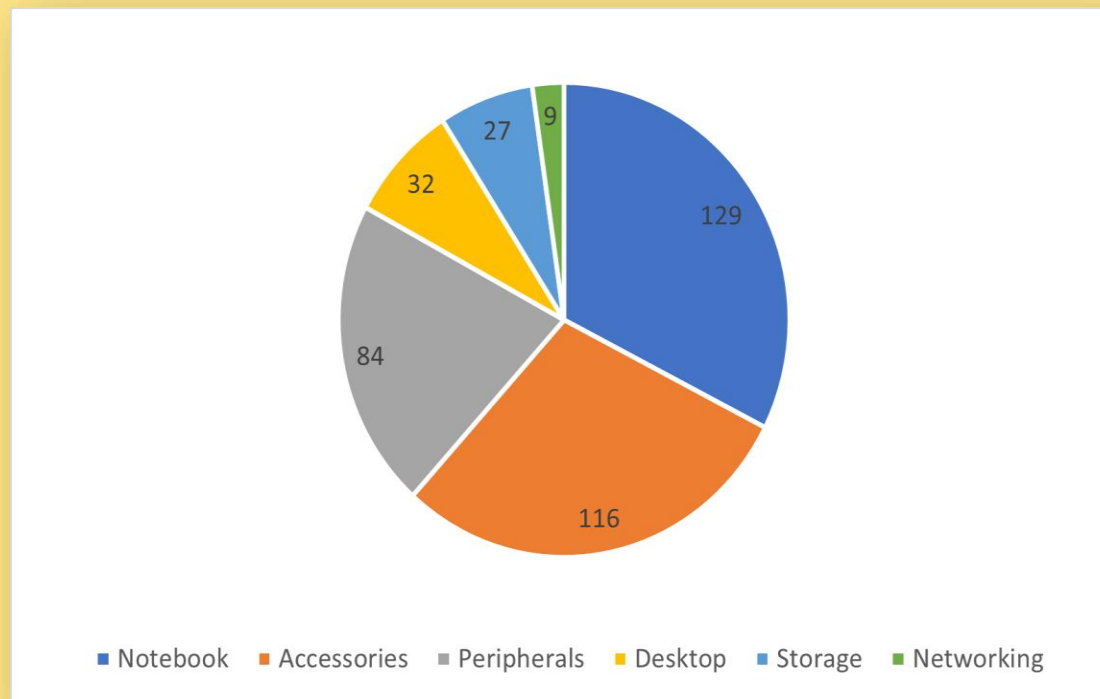
- ❑ **Enhanced Market Position:** The +36.33% increase in unique products showcases our commitment to innovation and broadening our product range.
- ❑ **Revenue Growth Opportunities:** A diverse product portfolio opens up new revenue streams and customer segments.
- ❑ **Competitive Edge:** Expanding our offerings helps us stay ahead in the market and meet evolving customer needs.
- ❑ **Strategic Investments:** Continuous investment in product development is key to sustaining this growth.

# Product Growth Analysis - Percentage Increase



- ❑ **Significant Growth in Accessories:** The Accessories segment experienced the highest increase with 34 new unique products, showcasing a successful expansion and innovation strategy in this category.
- ❑ **Strategic Opportunities in Notebook and Peripherals:** Notable growth in Notebook and Peripherals segments (+16 each) suggests strong market demand, presenting opportunities for further investment and development.
- ❑ **Focus on Emerging Segments:** Desktop segment also showed a substantial increase (+15), indicating potential in a traditionally smaller segment.
- ❑ **Resource Allocation:** Identifying these growth areas enables better prioritization of resources towards segments with the highest potential.
- ❑ **Enhanced Market Competitiveness:** Overall growth across segments reflects our ability to innovate and respond to market needs, enhancing our competitive edge.

# Unique Product Counts by Segment



- ❑ **Segment Focus:** Notebooks and Accessories have the highest number of unique products, indicating strong product diversity in these categories.
- ❑ **Market Alignment:** Aligning product development and marketing strategies with segment-specific insights enhances market competitiveness.
- ❑ **Resource Allocation:** Efficient allocation of resources towards high-product-count segments optimizes operational efficiency and profitability.

# Products with Highest and Lowest Manufacturing Costs

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## Highest Manufacturing Cost

<b>Product:</b>	AQ HOME Allin1 Gen 2
<b>Manufacturing Cost:</b>	\$240.54

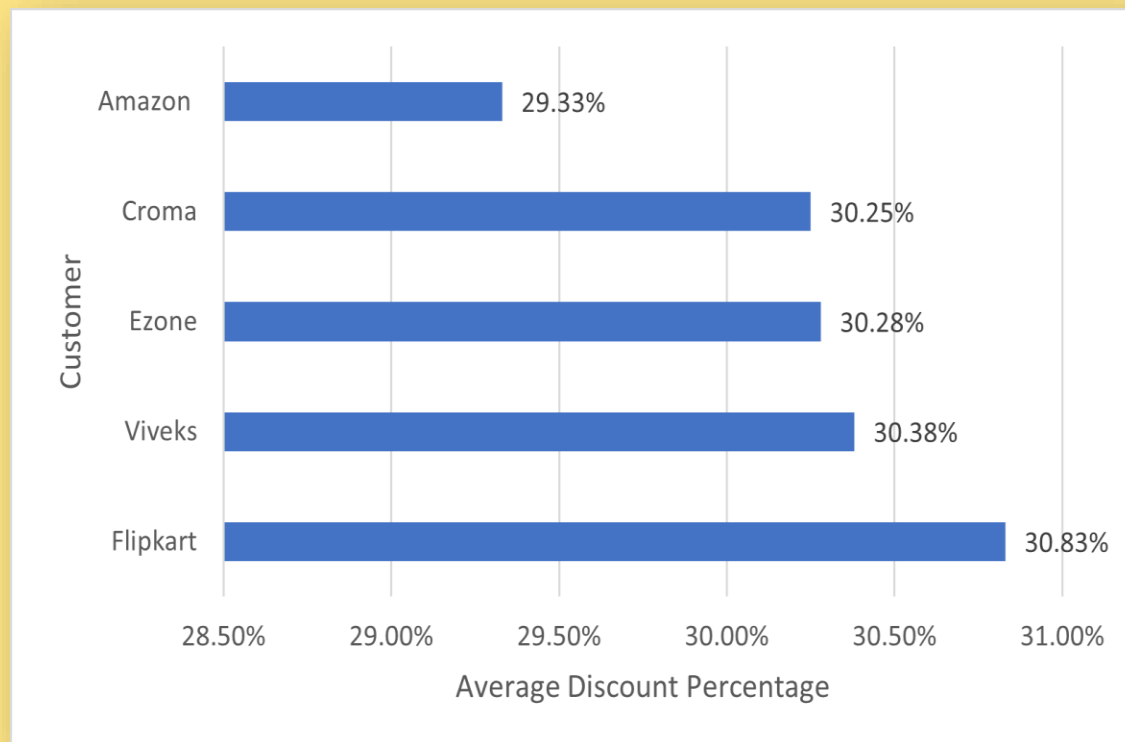
## Lowest Manufacturing Cost

<b>Product:</b>	AQ Master wired x1 Ms
<b>Manufacturing Cost:</b>	\$0.89

- ❑ **Premium Pricing Opportunities:** Products with higher manufacturing costs may warrant premium pricing strategies to optimize profit margins.
- ❑ **Cost Efficiency:** Understanding products with lower manufacturing costs allows for competitive pricing strategies to capture cost-sensitive markets.
- ❑ **Strategic Decision-Making:** Insights into manufacturing costs facilitate informed decisions on pricing adjustments and profitability.

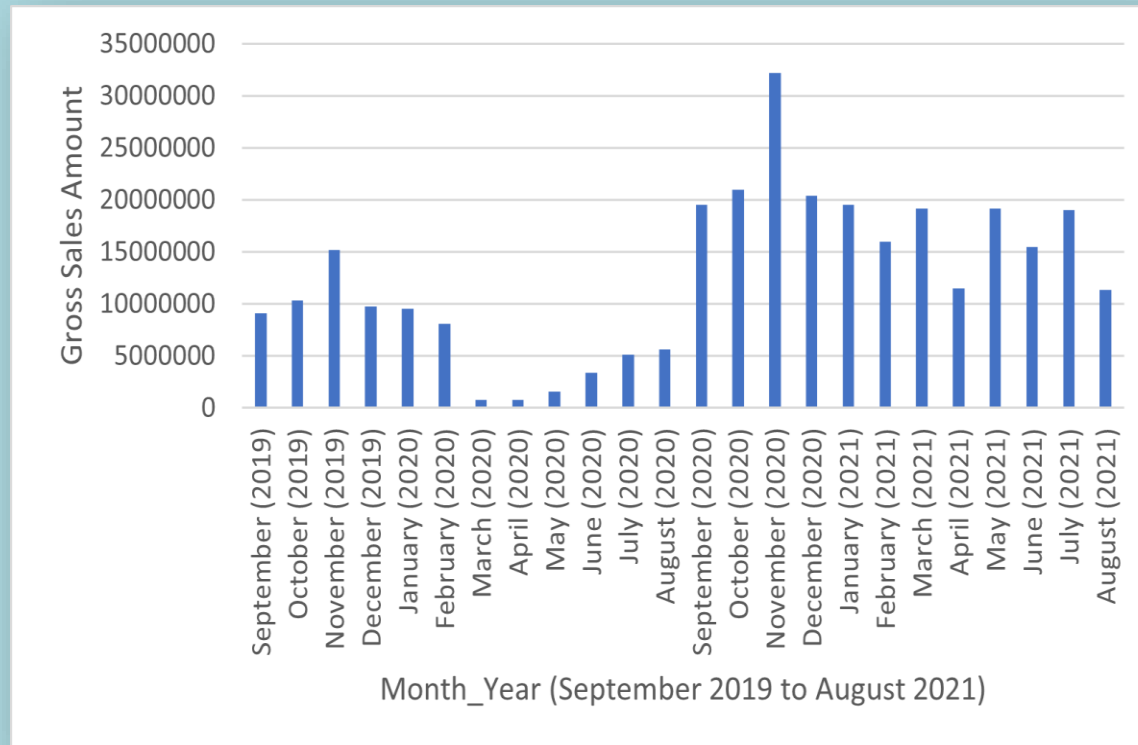


# Top Customers in India Based on Average Pre-Invoice Discount Percentage



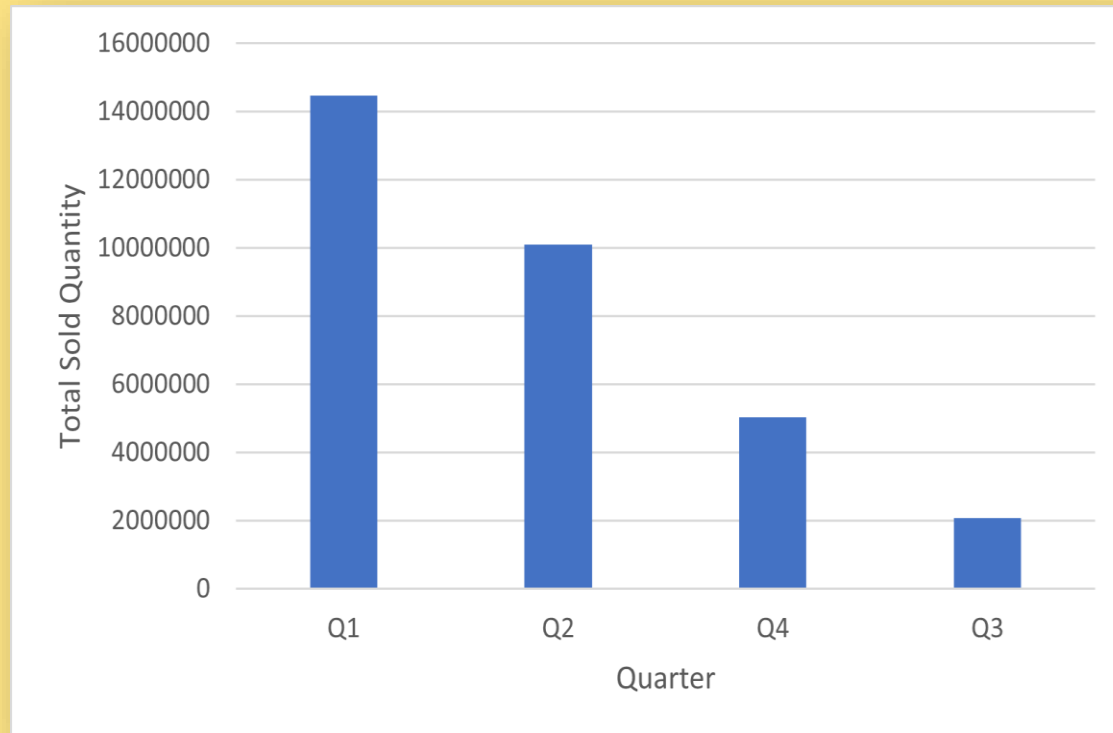
- ❑ **Key Relationships:** Identifies top customers based on the highest average pre-invoice discounts, highlighting important business relationships.
- ❑ **Discount Strategies:** Insights into discount percentages can inform future pricing and discount strategies to maintain or improve these relationships.
- ❑ **Negotiation Leverage:** Understanding which customers receive higher discounts can aid in negotiations and developing targeted sales approaches.

# Gross Sales Trends for Atliq Exclusive by Month in 2021



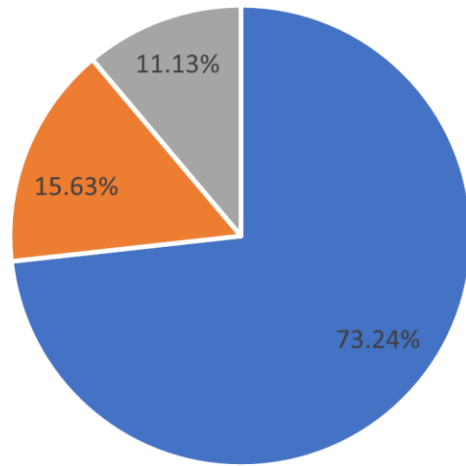
- ❑ **Monthly Performance:** Visualizes the gross sales trends throughout 2021, indicating peaks and troughs in sales.
- ❑ **COVID-19 Impact:** Note the significant dip in sales observed during March and April 2020, reflecting the initial impact of the COVID-19 pandemic.
- ❑ **Seasonal Insights:** Identifies seasonal patterns in sales, facilitating better inventory management and resource allocation.
- ❑ **Performance Evaluation:** Enables stakeholders to evaluate the effectiveness of marketing campaigns and sales strategies over the year.

# Quarter with Maximum Total Sold Quantity (2020)



- ❑ **Q1 Dominance:** Quarter 1 (Q1) recorded the highest total sold quantity in 2020, indicating peak sales performance during the early part of the fiscal year.
- ❑ **Seasonal Variations:** Note the significant drop in sales during Q3, suggesting seasonal fluctuations that may impact inventory and sales strategies.
- ❑ **Optimized Inventory Management:** Highlight the need for robust inventory planning to meet demand spikes observed in Q1.
- ❑ **Strategic Planning:** Enable better allocation of resources and marketing efforts based on seasonal sales patterns.

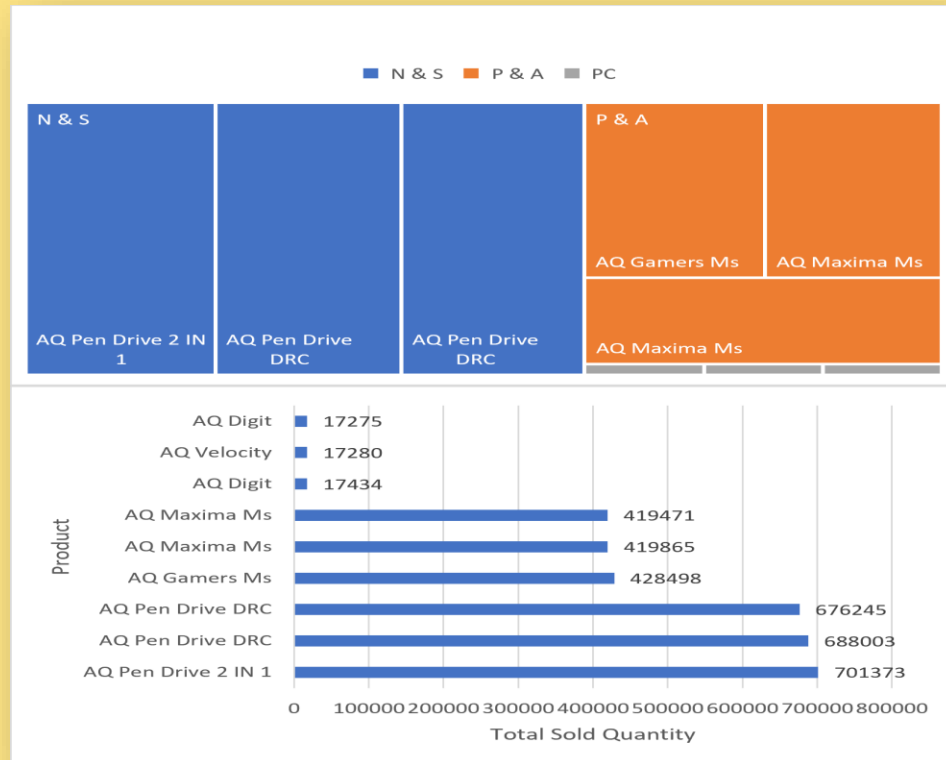
# Channel Contributions to Gross Sales in Fiscal Year 2021



■ Retailer ■ Direct ■ Distributor

- ❑ **Retailer Dominance:** Retailer channels contributed the highest percentage of gross sales in fiscal year 2021, underscoring their importance in the sales strategy.
- ❑ **Direct and Distributor Channels:** Direct sales and distributor channels also play significant roles, though to a lesser extent, highlighting diverse revenue streams.
- ❑ **Channel Optimization:** Focus on strengthening retailer relationships and exploring growth opportunities in direct and distributor channels.
- ❑ **Revenue Diversification:** Emphasize strategies for balanced revenue generation across different sales channels to mitigate risks and maximize profitability.

# Channel Contributions to Gross Sales in Fiscal Year 2021



- ❑ **Top Performers:** AQ Pen Drive 2 IN 1, AQ Pen Drive DRC, AQ Gamers Ms, and AQ Maxima Ms emerged as top-selling products across divisions, reflecting strong market demand.
- ❑ **Inventory Focus:** Highlight the need for robust inventory management strategies to meet demand for these high-performing products.
- ❑ **Product Strategy:** Consider leveraging insights to optimize marketing efforts and product development in each division.
- ❑ **Strategic Investments:** Allocate resources towards popular products to maximize sales and profitability.
- ❑ **Market Positioning:** Enhance market position by focusing on products that resonate well with customers across different divisions.

# Summary

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## **Our business is good**

Profits are up in the last quarter by 3%

## **We're delivering for our customers**

Last year we supported thousands of customers and sold 60,000 units

## **We're getting our work done**

We finished the consolidation project

## **Our customers keep coming back**

We increased customer retention by 4%

## **We're leaders**

We are top leaders in the industry across the board

# Conclusion

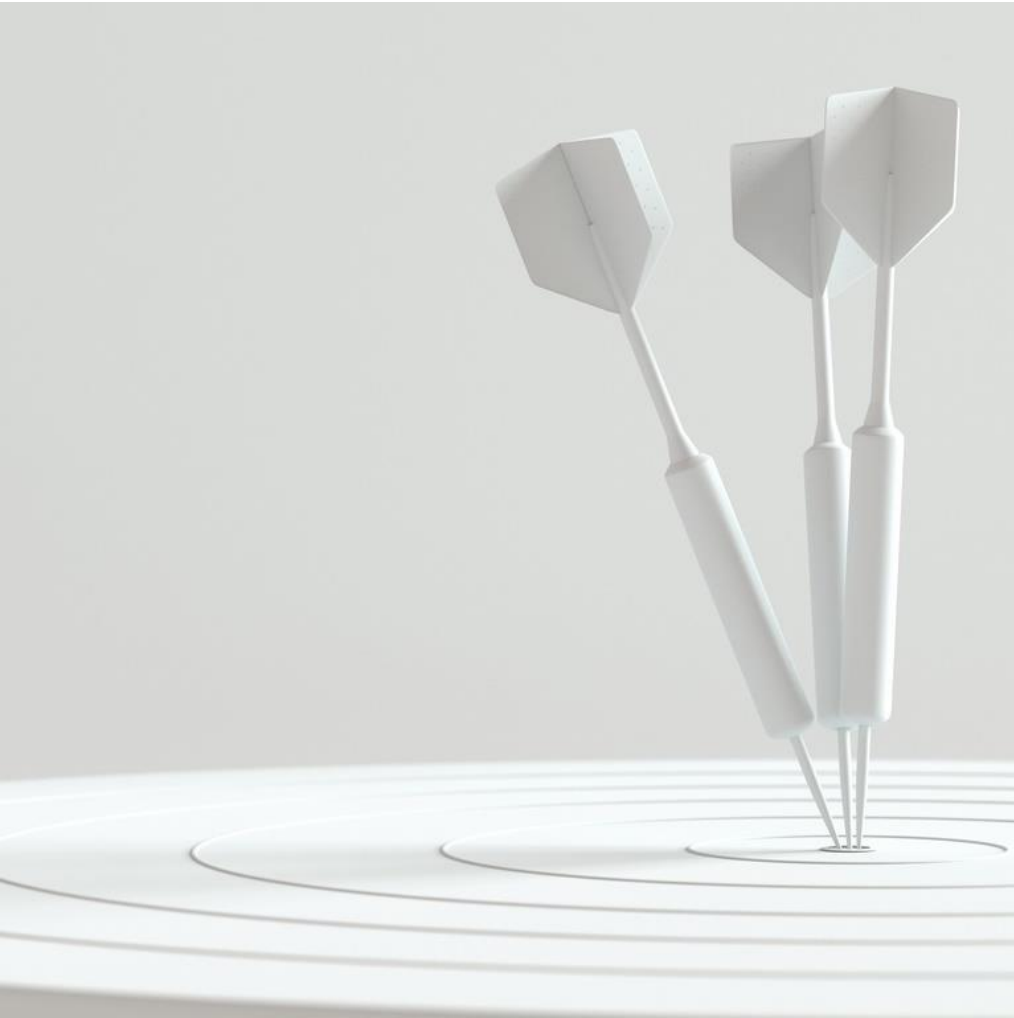
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## Actionable Insights:

- The analysis highlights significant opportunities in product expansion, market strategy refinement, and channel optimization.
- Insights into customer behavior and sales trends provide a strategic foundation for targeted marketing and product development efforts.

## Data-Driven Decision-Making:

- Data-driven insights are pivotal in enhancing operational efficiency and fostering strategic growth.
- The ability to leverage data for informed decisions strengthens our competitive edge in the market.



# Thank you

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Thank stakeholders for their attention and engagement throughout the presentation.