

Atliq Hardwares

Ad-hoc requests



By Wojciech Zdziebkowski
#codebasicsresumeprojectchallenge

APAC markets for Altiq Exclusive

Market
Australia
Bangladesh
India
Indonesia
Japan
Newzealand
Philippines
South Korea

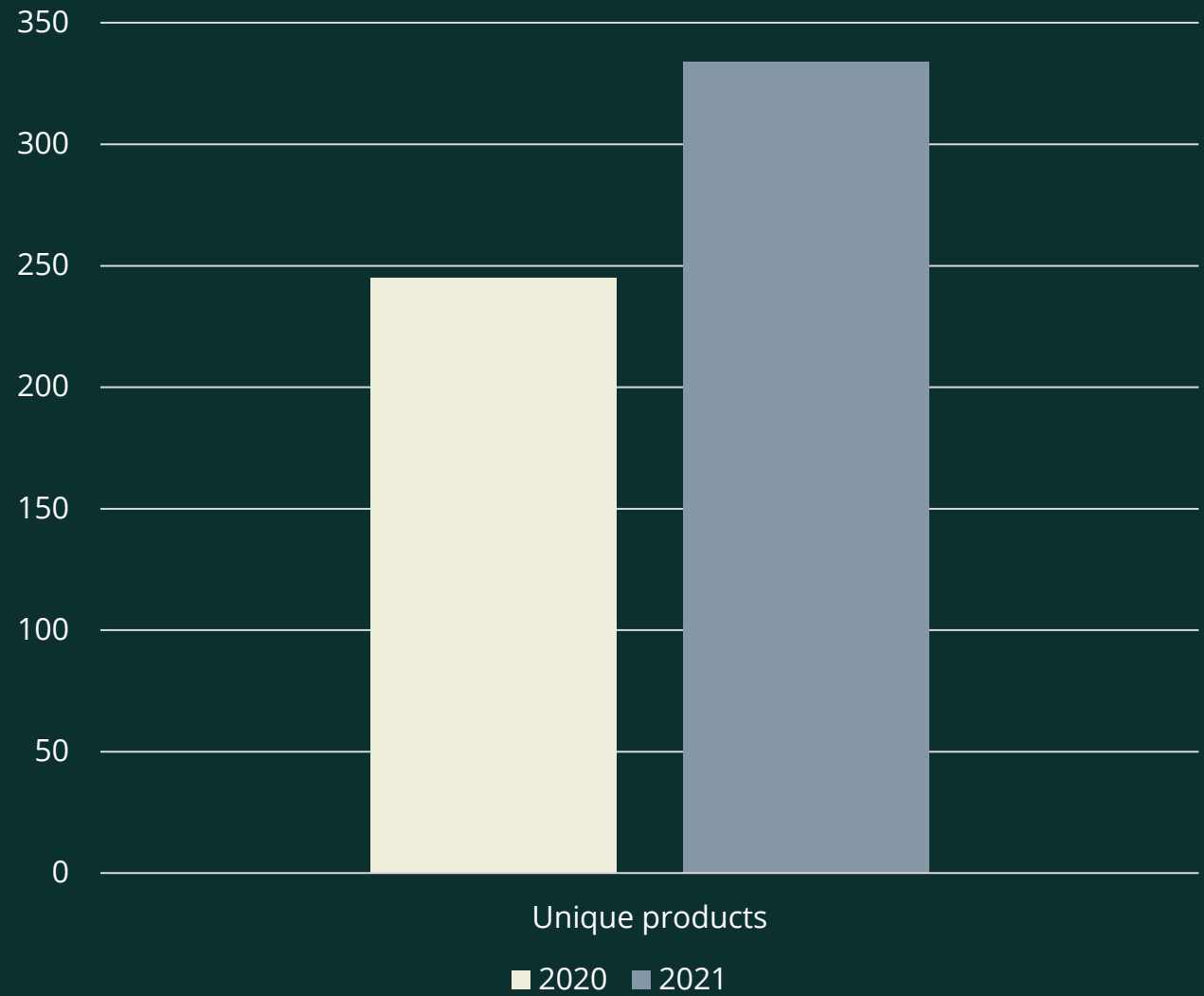
Unique products 2020 vs 2021

Percentage change

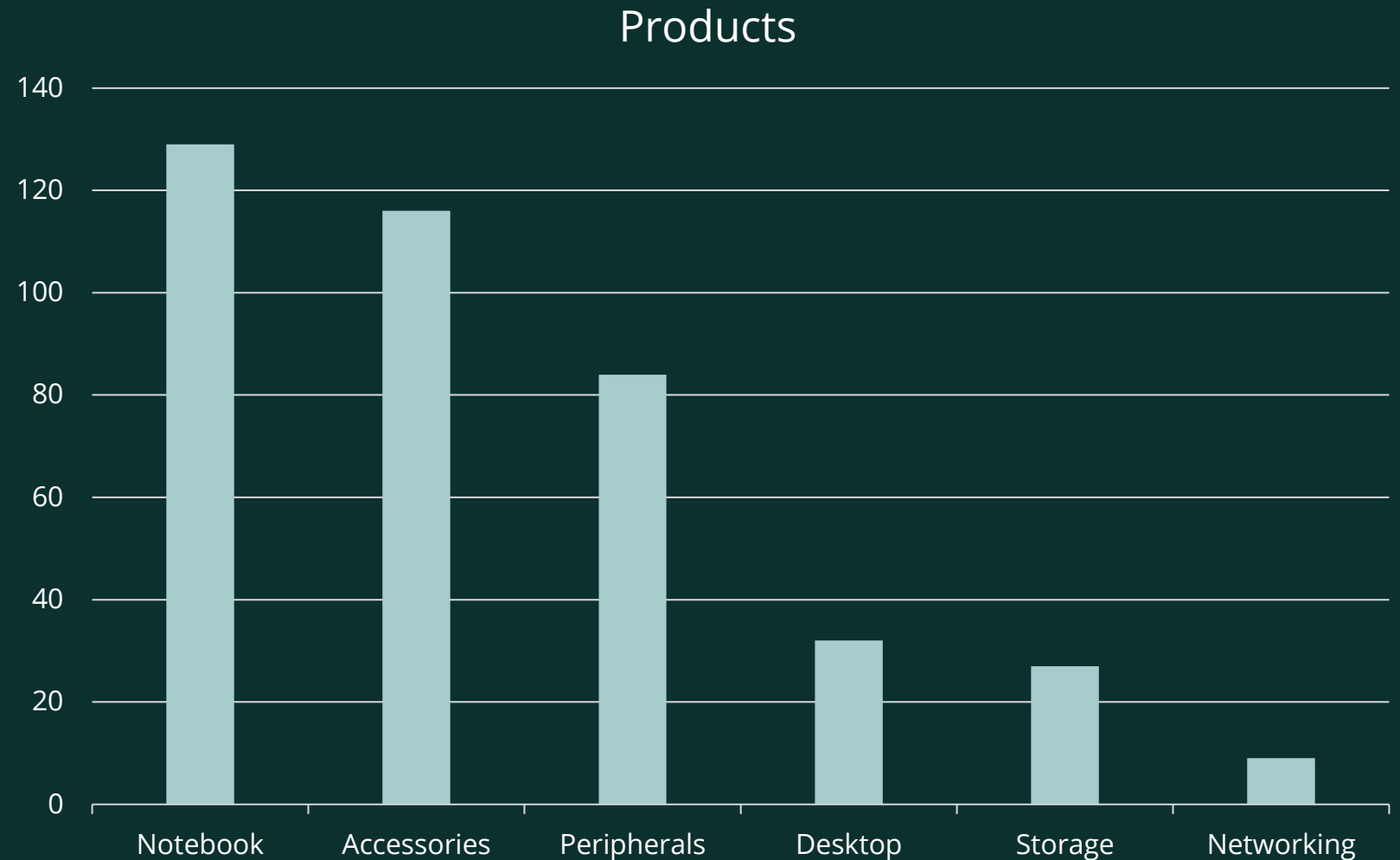
+ 36,33 %



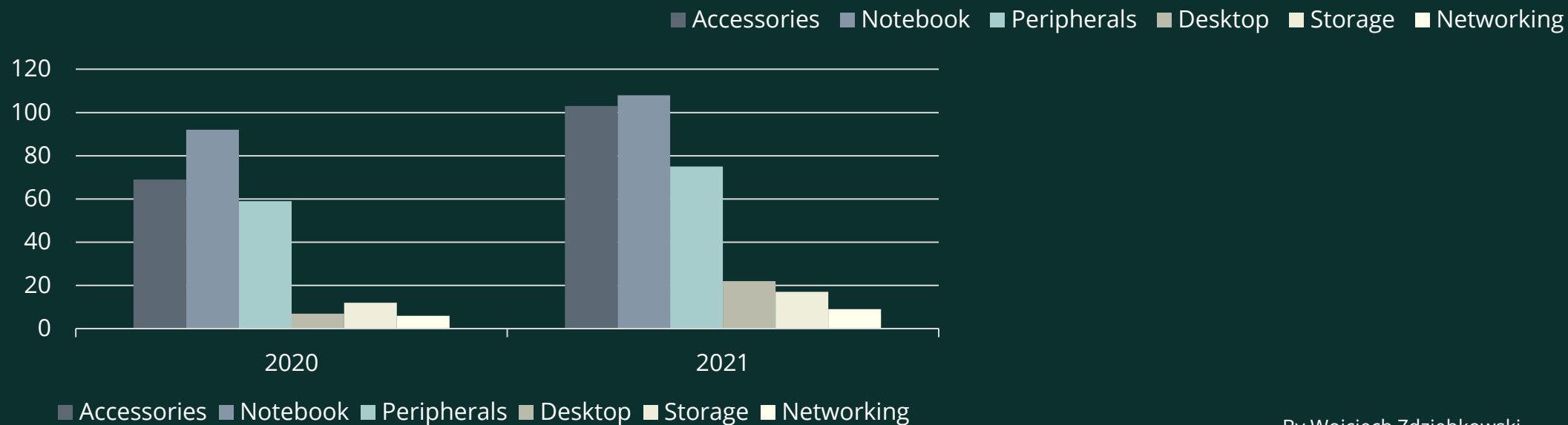
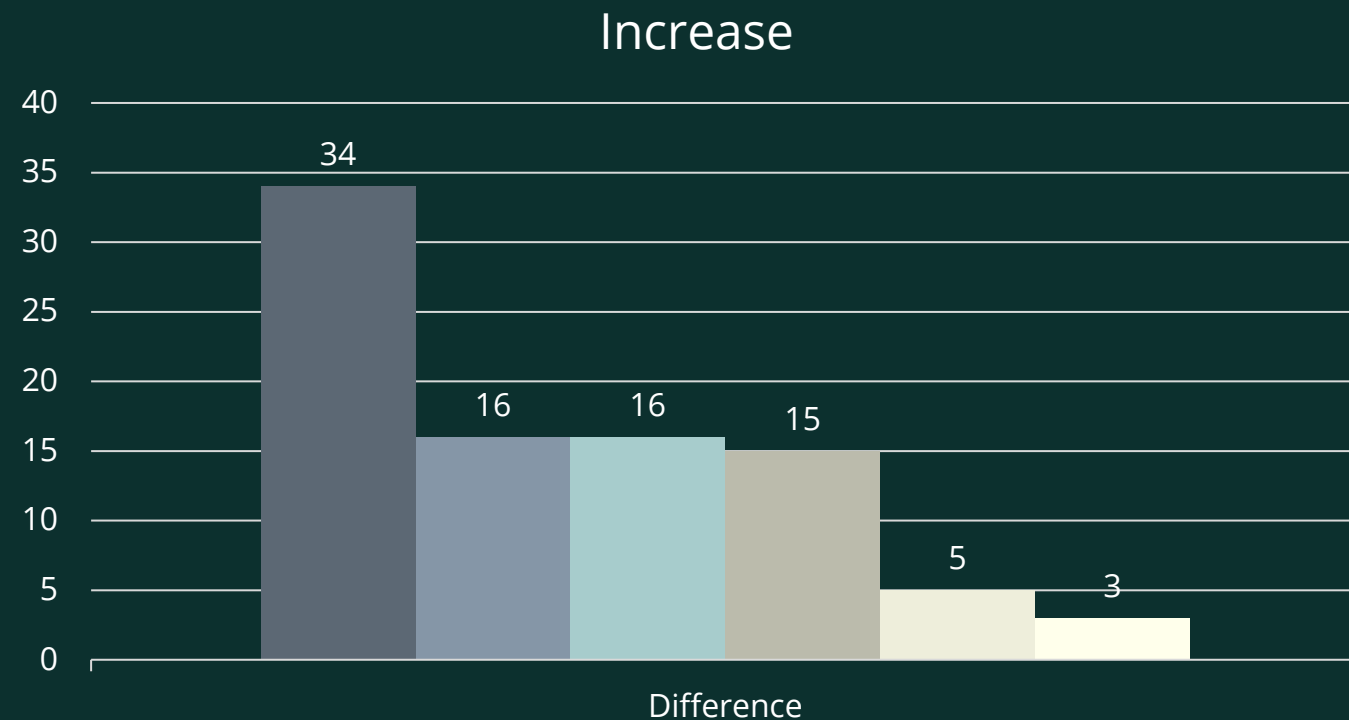
Unique products 2020 vs 2021



Unique products by segments



Unique products by segments increase



Product with highest and lowest manufacturing cost

Product code	Product	Manufactruing cost
A2118150101	AQ Master wired x1 Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364

Top 5 customers from India market for fiscal year 2021 with highest average discount

Customer code	Customer	Average discount percentage
90002009	Flipkart	30.8 %
90002006	Viveks	30.4 %
90002002	Croma	30.3 %
90002003	Ezone	30.3 %
90002016	Amazon	29.3 %

Gross sales amount for AltIQ Exclusive

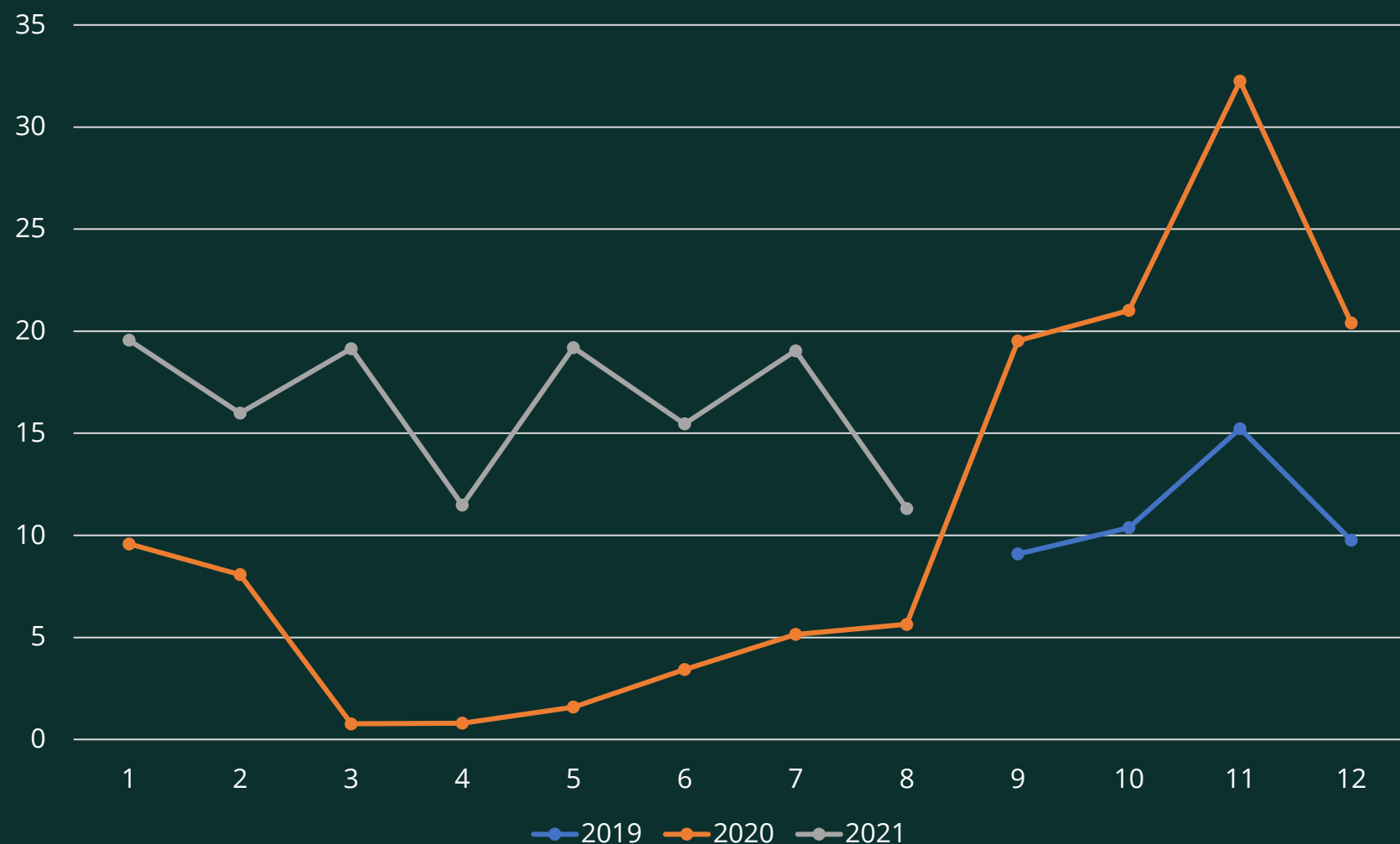
Analyst:

Lowest performance: from March 2020 to August 2020 (March 0,77 millions), COVID-19 period

Highest performance: from October 2020 to December 2020 (December 32,25 millions), post COVID-19 market growth

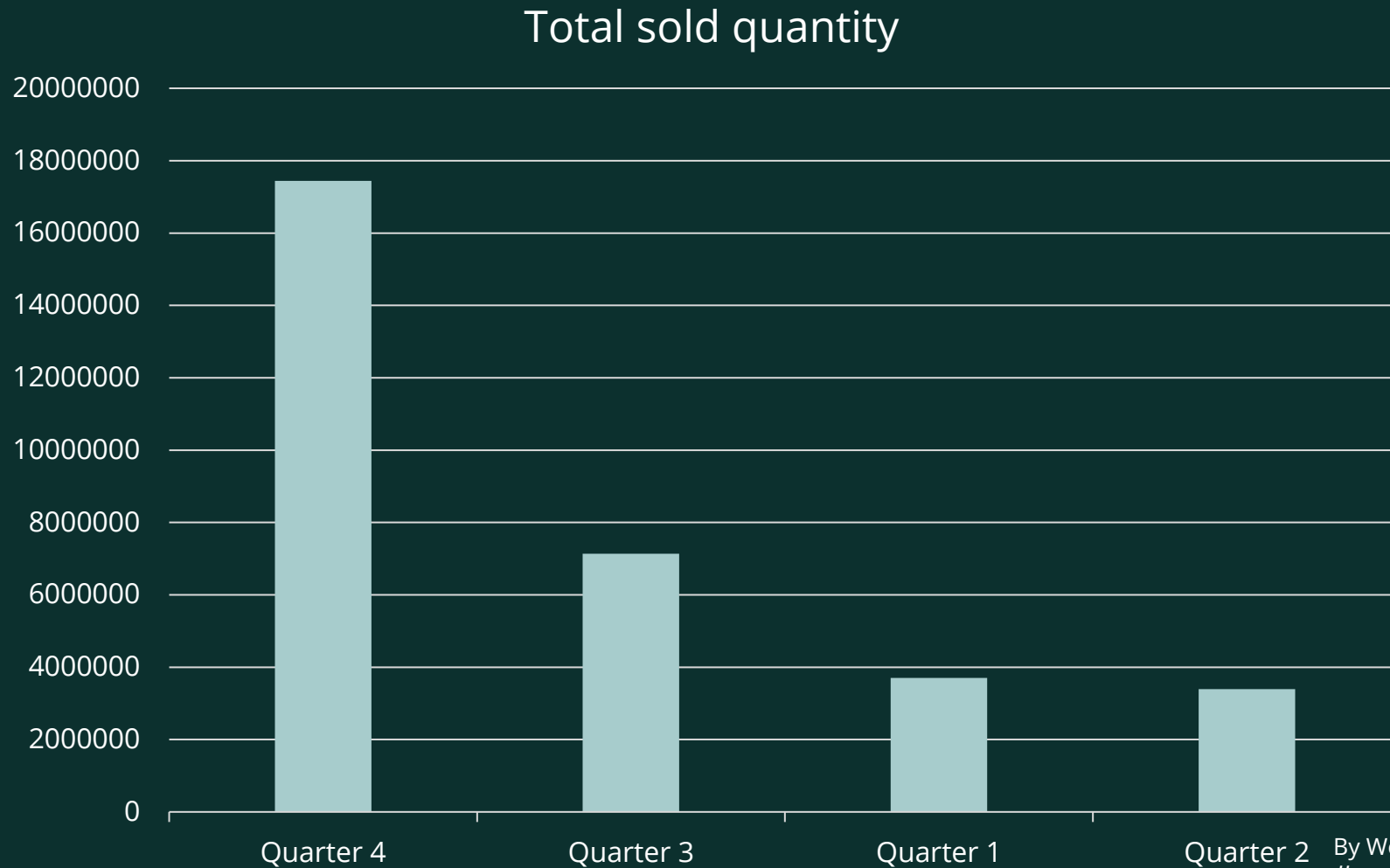
Standard performance: about 15 millions

Gross sales amount in millions

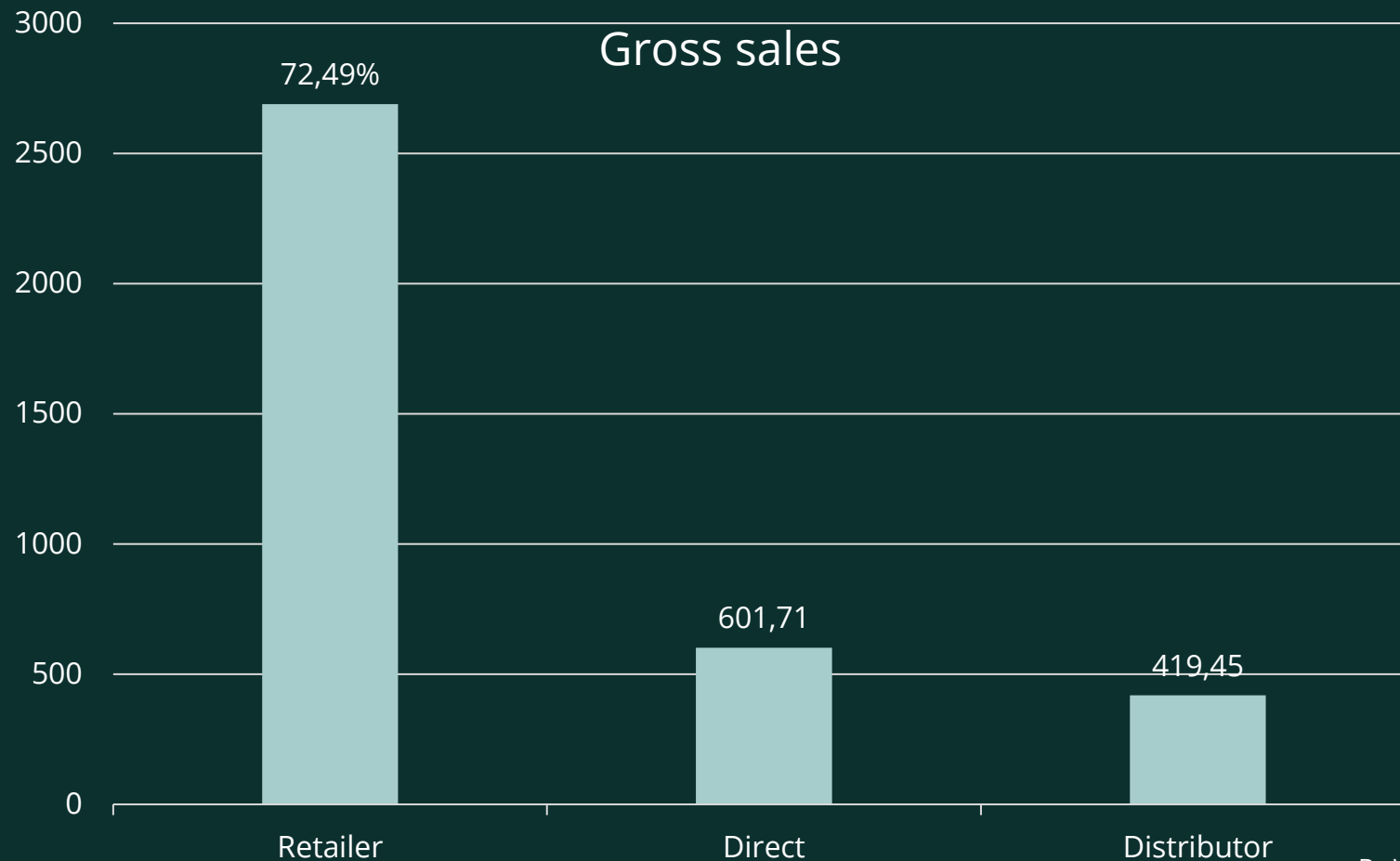


Total sold quantity by quarter of 2020

*sort decreasing



Gross sales in millions by channel with percentage distribution



Top and bottom 5 customers by total gross sales in millions in fiscal year 2021

Top 5	
Customer	Gross sales millions
Amazon	353.62
Atliq Exclusive	224.42
Atliq e Store	220.79
Sage	89.05
Flipkart	88.70

Bottom 5	
Customer	Gross sales millions
Nova	1.68
All-Out	2.76
Electricalsbea Stores	4.28
Unity Stores	5.68
Saturn	5.76

Top and bottom 5 markets by total profit in millions in fiscal year 2021

Top 5	
Market	Total profit millions
India	882.74
USA	513.32
South Korea	255.49
Canada	174.29
Philippines	157.01

Bottom 5	
Market	Total profit millions
Columbia	0.71
Chile	2.82
Brazil	4.17
Mexico	4.49
Sweden	8.53

Top and bottom 5 products by total profit in millions in fiscal year 2021

Top 5	
Product	Total profit millions
AQ BZ Compact	121.64
AQ BZ Gen Y	112.54
AQ Lite	107.71
AQ Elite	106.39
AQ Electron 5 3600 Desktop Processor	104.58

Bottom 5	
Product	Total profit millions
AQ Marquee P4	2.52
AQ MB Lito 2	5.01
AQ MB Lito	5.68
AQ Lumina Ms	6.39
AQ LION x1	6.41