




AtliQ Hardwares

SALES AND FINANCE ANALYTICS

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ABOUT THE COMPANY

ATLIQ HARDWARE IS A VERTICALLY INTEGRATED MANUFACTURER AND DISTRIBUTOR OF COMPUTER HARDWARE PRODUCTS.

ATLIQ DESIGNS AND PRODUCES A WIDE RANGE OF HARDWARE PRODUCTS INCLUDING PCS, LAPTOPS, MONITORS, KEYBOARDS, MOUSE, AND MORE

ATLIQ'S CUSTOMERS INCLUDE MAJOR RETAIL CHAINS LIKE CROMA, BEST BUY, AND FLIPKART, AS WELL AS OTHER BUSINESS CUSTOMERS.

ATLIQ HAS AN EXTENSIVE DISTRIBUTION NETWORK TO MAKE THEIR PRODUCTS AVAILABLE TO RETAILERS AND RESELLERS ACROSS LATIN AMERICA

INTRODUCTION

This project analyzes the sales, market, and financial performance of AtliQ Hardwares, a global technology hardware provider. The primary goal is to evaluate the company's sales trends, customer and market performance, and financial health during fiscal years 2019, 2020, and 2021.

The objectives of this project are to:

- Identify the top-performing customers and products based on net sales.
- Analyze market performance by evaluating the deviation between 2021 net sales and sales targets for various regions.
- Assess AtliQ's financial performance by examining key financial metrics such as net sales, gross margin, and gross margin percentage.
- Provide actionable insights and recommendations for improving profitability, optimizing market performance, and enhancing sales strategies.

The analysis is based on various reports, including customer performance, market performance, and the profit and loss (P&L) statement. The reports provide a comprehensive view of net sales, gross margin, and growth metrics, focusing on how these metrics have evolved from 2019 to 2021.

Key areas of focus include:

- Customer Performance: Evaluating sales trends and identifying top and bottom-performing customers.
- Market Performance: Analyzing regional market performance by comparing actual sales to target sales in 2021 and identifying markets with the highest deviations.
- Product and Sales Analysis: Ranking products based on net sales growth and identifying new products introduced in 2021.
- Financial Health: Assessing profitability and financial efficiency by analyzing gross margin and cost management across different fiscal years.

CUSTOMER PERFORMANCE REPORT

THE REPORT PROVIDES A YEAR-OVER-YEAR ANALYSIS OF CUSTOMER PERFORMANCE FOR ATLIQ HARDWARES, SPECIFICALLY FOCUSING ON NET SALES FROM 2019 TO 2021

AtliQ Hardwares

Filters		Customer Net Sales Performance
region	All	
market	All	
division	All	

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
AtliQ e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkj�p	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

CUSTOMER PERFORMANCE REPORT

HERE ARE THE KEY TAKEAWAYS:

1. OVERALL GROWTH

- TOTAL NET SALES:
 - 2019: 87.5M
 - 2020: 196.7M
 - 2021: 598.9M
 - GROWTH FROM 2020 TO 2021: 304.5% THIS INDICATES A SIGNIFICANT UPWARD TREND IN THE COMPANY'S SALES PERFORMANCE, NEARLY TRIPLING IN 2020 AND INCREASING THREEFOLD IN 2021.

2. TOP PERFORMERS (2021)

THE HIGHEST-PERFORMING CUSTOMERS IN 2021 BY NET SALES ARE:

- **AMAZON:** 82.1M (218.9% GROWTH FROM 2020)
- **ATLIQ EXCLUSIVE:** 61.1M (345.8% GROWTH FROM 2020)
- **ATLIQ E STORE:** 53.0M (223.8% GROWTH FROM 2020)
- **SAGE:** 20.7M (321.5% GROWTH FROM 2020) THESE CUSTOMERS CONTRIBUTED SIGNIFICANTLY TO THE OVERALL NET SALES, WITH AMAZON LEADING BY A LARGE MARGIN.

AtliQ Hardwares

Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%

CUSTOMER PERFORMANCE REPORT

3. FASTEST-GROWING CUSTOMERS

SOME CUSTOMERS DEMONSTRATED EXCEPTIONAL GROWTH RATES BETWEEN 2020 AND 2021:

- *ELECTRICALSQUIPO STORES*: 535.3% GROWTH
- *LOGIC STORES*: 515.2% GROWTH
- *ELECTRICALSBEA STORES*: 504.6% GROWTH
- *NEPTUNE*: 471.5% GROWTH THESE GROWTH PERCENTAGES SHOW EXPLOSIVE DEMAND IN CERTAIN MARKETS, PARTICULARLY IN REGIONS SERVED BY ELECTRICALSQUIPO AND LOGIC STORES.

4. NOTABLE CUSTOMER GROWTH

- *WALMART*: 9.7M IN 2021 (370.4% GROWTH)
- *FLIPKART*: 19.3M IN 2021 (231.0% GROWTH) BOTH RETAILERS ARE SHOWING STRONG GROWTH AND ARE CRUCIAL PARTNERS FOR ATLIQ HARDWARES.

5. SIGNIFICANT TRENDS

- SEVERAL ONLINE AND LARGE RETAIL STORES LIKE AMAZON, WALMART, AND FLIPKART ARE LEADING IN TERMS OF BOTH ABSOLUTE SALES NUMBERS AND HIGH GROWTH PERCENTAGES, INDICATING A SHIFT TOWARDS E-COMMERCE OR LARGE-SCALE RETAIL DISTRIBUTION.
- SMALLER CUSTOMERS, SUCH AS ATLAS STORES AND ELECTRICALSLYTICAL, HAVE ALSO SHOWN IMPRESSIVE GROWTH DESPITE HAVING LOWER SALES FIGURES, HIGHLIGHTING POTENTIAL EMERGING MARKETS OR CHANNELS.

MARKET PERFORMANCE REPORT

THE REPORT PROVIDES A COMPARISON OF ATLIQ HARDWARES' NET SALES FROM 2019 TO 2021 ACROSS DIFFERENT COUNTRIES, ALONG WITH THE TARGET SALES FOR 2021 AND THE DEVIATION FROM THOSE TARGETS.

AtliQ Hardwares

Filters

region	All
division	All

Market

Performance vs Target

All values are in USD

Customers	2019	2020	2021	target_21	2021-Target	(2021-target) %
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.96%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.30%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.91%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-9.17%

MARKET PERFORMANCE REPORT

KEY TAKEAWAYS:

SALES PERFORMANCE OVERVIEW (2019-2021):

- TOTAL SALES GROWTH:
 - 2019: \$87.5M
 - 2020: \$196.7M
 - 2021: \$598.9M
 - GROWTH: SIGNIFICANT GROWTH OF 584% OVER THE THREE YEARS.
- TOP PERFORMING MARKETS (2021):
 - INDIA: \$161.3M (HIGHEST OVERALL SALES)
 - USA: \$87.8M
 - SOUTH KOREA: \$49.0M
 - PHILIPPINES: \$31.9M

PERFORMANCE VS. TARGET:

- GRAND TOTAL: IN 2021, ATLIQ HARDWARES FELL SHORT OF ITS SALES TARGET BY \$54.9M (-9.17% VARIANCE).
- KEY MARKETS FALLING BELOW TARGET:
 - INDIA: MISSED THE TARGET BY \$9.6M (-5.92%).
 - USA: MISSED BY \$10.2M (-11.66%).
 - CANADA: MISSED BY \$5.1M (-14.45%).
- MARKET EXCEEDING TARGETS: NONE OF THE MARKETS EXCEEDED THE 2021 TARGETS ACCORDING TO THIS REPORT.

MARKET PERFORMANCE REPORT

DETAILED MARKET INSIGHTS:

- INDIA:
 - DESPITE BEING THE HIGHEST REVENUE-GENERATING MARKET WITH \$161.3M IN 2021, IT MISSED ITS TARGET BY \$9.6M (-5.92%). INDIA CONTRIBUTED NEARLY 27% OF THE TOTAL REVENUE.
- USA:
 - THE SECOND-LARGEST MARKET FOR ATLIQ HARDWARES, GENERATING \$87.8M, BUT FELL SHORT OF THE \$98M TARGET BY \$10.2M (-11.66%).
- CHINA:
 - SALES IN CHINA REACHED \$22.9M BUT MISSED THE TARGET BY \$2.1M (-9.03%).
 -

RECOMMENDATIONS:

- FOCUS ON TOP MARKETS: GIVEN THAT INDIA, USA, AND CHINA ARE THE LARGEST MARKETS, ATLIQ HARDWARES SHOULD FOCUS ON UNDERSTANDING WHY THEY MISSED THEIR TARGETS. SPECIFIC STRATEGIES COULD INVOLVE IMPROVING SUPPLY CHAIN EFFICIENCIES, ADJUSTING MARKETING STRATEGIES, OR BOOSTING LOCAL SALES EFFORTS.
- RE-EVALUATE SALES TARGETS: FOR MARKETS LIKE CANADA AND USA, WHERE THE GAP BETWEEN ACTUAL AND TARGET SALES IS SIGNIFICANT, THE COMPANY MAY NEED TO EITHER RE-EVALUATE THEIR TARGETS OR ADDRESS MARKET-SPECIFIC CHALLENGES.

OTHER SALES ANALYSIS REPORTS

AtliQ Hardwares

Bottom 5 Products based on "quantity sold"

Filters

region	All
division	All

Products	Quantity_sold
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 Ms	4126295
Grand Total	19000112

Bottom 5 Products based on "quantity sold"

Filters

region	All
division	All

Products	Quantity_sold
AQ GEN Z	63059
AQ Gamer 1	51721
AQ Smash 2	36029
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
Grand Total	174887

OTHER SALES ANALYSIS REPORTS

AtliQ Hardwares

Filters

region	All
division	All

Top 10 PRODUCTS
Based on
Netsales% increase (20vs21)
All values are in USD

Products	2020	2021	net_sales(21-20)	ns(21-20) %
AQ Mx NB	0.0M	1.4M	1.4M	5623.52%
AQ Smash 2	0.4M	11.2M	10.8M	2489.49%
AQ LION x3	0.1M	1.2M	1.2M	1692.25%
AQ LION x2	0.1M	0.9M	0.9M	1668.87%
AQ LION x1	0.0M	0.8M	0.8M	1619.49%
AQ Home Allin1	0.7M	5.2M	4.5M	668.99%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	16.3M	541.26%
AQ Pen Drive DRC	0.6M	3.8M	3.2M	487.66%
AQ GT 21	0.8M	4.4M	3.6M	461.14%
AQ Zion Saga	0.7M	3.6M	3.0M	428.55%
Grand Total	6.4M	52.0M	45.6M	708.04%

OTHER SALES ANALYSIS REPORTS

AtliQ Hardwares

Filters

region All

division All

New Products in 2021

All values are in USD

Products	2020	2021	net_sales(21-20)	ns(21-20) %	new_prod_21
AQ Wi Power Dx3		17.2M	17.2M	0.00%	1
AQ Qwerty		22.0M	22.0M	0.00%	1
AQ MB Lito		2.8M	2.8M	0.00%	1
AQ Electron 3 3600 Desktop Processor		14.2M	14.2M	0.00%	1
AQ Trigger		20.7M	20.7M	0.00%	1
AQ Gen Y		19.5M	19.5M	0.00%	1
AQ Maxima Ms		13.7M	13.7M	0.00%	1
AQ GEN Z		11.7M	11.7M	0.00%	1
AQ MB Lito 2		2.3M	2.3M	0.00%	1
AQ HOME Allin1 Gen 2		3.5M	3.5M	0.00%	1
AQ Qwerty Ms		15.4M	15.4M	0.00%	1
AQ Lumina Ms		4.2M	4.2M	0.00%	1
AQ Trigger Ms		17.9M	17.9M	0.00%	1
AQ Marquee P3		4.9M	4.9M	0.00%	1
AQ Clx3		4.4M	4.4M	0.00%	1
AQ Marquee P4		1.7M	1.7M	0.00%	1
Grand Total		176.2M	176.2M	0.00%	1

OTHER SALES ANALYSIS REPORTS

AtliQ Hardwares

Filters

Top 5 countries based on netsales 2021

region	All
division	All

All values are in USD

Products	2020	2021
India	49.8M	161.3M
USA	31.9M	87.8M
South Korea	17.3M	49.0M
Canada	12.2M	35.1M
United Kingdom	8.1M	34.2M
Grand Total	119.2M	367.2M

PROFIT & LOSS STATEMENT BY FISCAL MONTHS

THE P&L STATEMENT REPORT FOR ATLIQ HARDWARES BREAKS DOWN THE COMPANY'S NET SALES, COST OF GOODS SOLD (COGS), GROSS MARGIN (GM), AND GROSS MARGIN PERCENTAGE (GM%) FOR THE FISCAL YEARS 2019, 2020, AND 2021 ON A MONTHLY BASIS.

Filters

market

All

region

All

division

All

customer

All

fiscal_year

2021

P & L

By Fiscal Months

All values are in USD

Column Labels

Q 1

Q 2

Q 3

Q 4

Grand Total

Metrics

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

net_sales

44.8M

54.6M

74.3M

78.1M

44.8M

41.8M

44.0M

43.5M

44.4M

41.5M

44.0M

43.0M

598.9M

Cogs

28.4M

34.7M

47.4M

49.8M

28.4M

26.5M

28.0M

27.7M

28.1M

26.4M

28.0M

27.4M

380.7M

Gross Margin

16.4M

19.9M

27.0M

28.3M

16.4M

15.3M

16.0M

15.8M

16.3M

15.1M

16.0M

15.6M

218.2M

GM %

36.7%

36.5%

36.3%

36.3%

36.7%

36.5%

36.4%

36.3%

36.6%

36.4%

36.4%

36.3%

36.4%

Filters

market

All

region

All

division

All

customer

All

fiscal_year

2020

P & L

By Fiscal Months

All values are in USD

Column Labels

Q 1

Q 2

Q 3

Q 4

Grand Total

Metrics

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

net_sales

17.1M

20.6M

28.7M

29.9M

17.1M

15.9M

2.1M

7.8M

9.9M

14.9M

16.1M

16.5M

196.7M

Cogs

10.6M

12.8M

18.1M

18.9M

10.7M

9.9M

1.3M

4.8M

6.2M

9.3M

10.2M

10.5M

123.4M

Gross Margin

6.5M

7.8M

10.6M

11.0M

6.5M

6.0M

0.8M

2.9M

3.7M

5.5M

5.9M

6.1M

73.3M

GM %

37.8%

37.8%

37.0%

36.8%

37.8%

37.7%

36.7%

37.7%

37.5%

37.3%

36.7%

36.8%

37.3%

Filters

market

All

region

All

division

All

customer

All

fiscal_year

2019

P & L

By Fiscal Months

All values are in USD

Note : Do not modify the pivot table

Column Labels

Q 1

Q 2

Q 3

Q 4

Grand Total

Metrics

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

net_sales

6.5M

8.0M

10.7M

11.4M

6.5M

6.1M

6.4M

6.3M

6.5M

6.2M

6.5M

6.3M

87.5M

Cogs

3.8M

4.7M

6.3M

6.7M

3.9M

3.5M

3.8M

3.7M

3.8M

3.6M

3.8M

3.7M

51.2M

Gross Margin

2.6M

3.4M

4.5M

4.7M

2.7M

2.6M

2.7M

2.6M

2.6M

2.6M

2.7M

2.6M

36.2M

GM %

40.9%

42.0%

41.5%

41.4%

40.9%

41.9%

41.5%

41.4%

40.8%

42.0%

41.5%

41.4%

41.4%

PROFIT & LOSS STATEMENT BY FISCAL MONTHS

SALES PERFORMANCE OVERVIEW:

- 2019:
 - TOTAL NET SALES: \$87.5M
 - HIGHEST SALES MONTH: DECEMBER (\$11.4M)
- 2020:
 - TOTAL NET SALES: \$196.7M (+125% GROWTH COMPARED TO 2019).
 - HIGHEST SALES MONTH: DECEMBER (\$29.9M)
- 2021:
 - TOTAL NET SALES: \$598.9M (+204% GROWTH COMPARED TO 2020).
 - HIGHEST SALES MONTH: DECEMBER (\$78.1M)
-

GROSS MARGIN PERFORMANCE:

- 2019:
 - GROSS MARGIN: \$36.2M (GM%: 41.4%)
- 2020:
 - GROSS MARGIN: \$73.3M (GM%: 37.3%) – GM% DECREASED FROM 2019 DESPITE INCREASED SALES.
- 2021:
 - GROSS MARGIN: \$218.2M (GM%: 36.4%) – GM% SLIGHTLY LOWER THAN 2020, INDICATING INCREASED COGS RELATIVE TO SALES.

COGS AND PROFITABILITY TRENDS:

- COGS:
 - 2019: \$51.2M
 - 2020: \$123.4M (+141% COMPARED TO 2019)
 - 2021: \$380.7M (+204% COMPARED TO 2020)
- COGS AS A PERCENTAGE OF NET SALES:
 - 2019: 58.6%
 - 2020: 62.7%
 - 2021: 63.6% (INDICATING RISING COSTS ARE EATING INTO PROFITABILITY).

PROFIT & LOSS STATEMENT BY FISCAL MONTHS

YEAR-OVER-YEAR GROWTH COMPARISON:

Net Sales Comparison														
21 vs 20	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%	204%	
20 vs 19	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%	125%	

- 2021 VS 2020:
 - SALES GREW SIGNIFICANTLY IN 2021, ESPECIALLY IN Q1 AND Q2. DECEMBER 2021 SAW THE HIGHEST SALES OF THE YEAR (\$78.1M), A 161% INCREASE FROM DECEMBER 2020.
- 2020 VS 2019:
 - THERE WAS STRONG SALES GROWTH IN 2020, PARTICULARLY IN THE LATER MONTHS. DECEMBER 2020 SALES (\$29.9M) REPRESENTED A 161% INCREASE OVER DECEMBER 2019.

PROFIT & LOSS STATEMENT BY FISCAL MONTHS

INSIGHTS AND KEY TAKEAWAYS:

- SALES GROWTH: ATLIQ HARDWARES HAS DEMONSTRATED IMPRESSIVE SALES GROWTH OVER THE PAST THREE YEARS, WITH A SUBSTANTIAL JUMP IN 2021.
- DECLINING GM%: ALTHOUGH NET SALES ARE GROWING, THE GROSS MARGIN PERCENTAGE HAS BEEN DECREASING, INDICATING RISING COSTS.
- COGS RISING: COST CONTROL MAY BECOME A CONCERN AS THE COST OF GOODS SOLD IS INCREASING FASTER THAN NET SALES.

RECOMMENDATIONS:

- COST CONTROL: INVESTIGATE AREAS WHERE COSTS CAN BE CONTROLLED TO IMPROVE PROFIT MARGINS. CONSIDER SUPPLY CHAIN OPTIMIZATIONS OR NEGOTIATING BETTER DEALS WITH SUPPLIERS.
- MAXIMIZE SALES IN HIGH-GROWTH MONTHS: FOCUS EFFORTS ON PROMOTING PRODUCTS DURING HIGH-SALES MONTHS LIKE DECEMBER.
- LEVERAGE HIGH GROWTH: TAKE ADVANTAGE OF STRONG SALES GROWTH BY EXPANDING INTO NEW MARKETS OR INTRODUCING NEW PRODUCT LINES.

GROSS MARGIN % ANALYSIS BY QUARTER (2019-2021)

GROSS MARGIN PERCENTAGE (GM%) IS A KEY INDICATOR OF PROFITABILITY, SHOWING HOW EFFICIENTLY ATLIQ HARDWARES MANAGES ITS PRODUCTION COSTS RELATIVE TO SALES. THE GM% REPORT PROVIDES A QUARTERLY BREAKDOWN OF THE COMPANY'S PERFORMANCE ACROSS VARIOUS REGIONS (SUB-ZONES) FOR THE FISCAL YEARS 2019, 2020, AND 2021.

GM % by Quarters(Sub_zone)

Filters

fiscal_year

2019

All values are in USD

GM % Sub zone	Quarters				Grand Total
	Q 1	Q 2	Q 3	Q 4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

Filters

fiscal_year

2020

All values are in USD

GM % Sub zone	Quarters				Grand Total
	Q 1	Q 2	Q 3	Q 4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

Filters

fiscal_year

2021

All values are in USD

GM % Sub zone	Quarters				Grand Total
	Q 1	Q 2	Q 3	Q 4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

GROSS MARGIN % ANALYSIS BY QUARTER (2019-2021)

2019 PERFORMANCE:

- ANZ (AUSTRALIA AND NEW ZEALAND): GM% REMAINED STEADY ACROSS QUARTERS, AVERAGING 42.6%.
- INDIA: GM% WAS STABLE THROUGHOUT THE YEAR AT AN AVERAGE OF 42.4%.
- NORTH AMERICA (NA): LOWER GM% COMPARED TO OTHER REGIONS, AVERAGING 35.4%.
- REST OF ASIA (ROA): STRONG GM%, CONSISTENTLY AVERAGING 44.4%.
- KEY INSIGHT: IN 2019, INDIA AND ANZ HAD STABLE GM% VALUES, WHILE NORTH AMERICA EXHIBITED LOWER MARGINS, INDICATING POTENTIAL COST CHALLENGES IN THE REGION.

2020 PERFORMANCE:

- ANZ: SLIGHT DECLINE, WITH GM% DROPPING TO 42.8%.
- INDIA: SIGNIFICANT DROP TO AN AVERAGE GM% OF 32.2%, INDICATING A SHARP DECLINE IN PROFITABILITY.
- NORTH AMERICA (NA): MARGINAL IMPROVEMENT, WITH GM% INCREASING TO 39.8%.
- SOUTH EAST (SE): DECREASE TO 37.9%.
- KEY INSIGHT: IN 2020, INDIA SAW A SIGNIFICANT DECLINE IN GM%, SUGGESTING RISING PRODUCTION COSTS OR PRICING PRESSURES. NORTH AMERICA SHOWED IMPROVEMENT BUT STILL LAGGED BEHIND OTHER REGIONS.

2021 PERFORMANCE:

- ANZ: FURTHER DECLINE IN GM%, AVERAGING 38.3%.
- INDIA: GM% REMAINED LOW AT 32.0%, SIMILAR TO 2020.
- NORTH AMERICA (NA): GM% STABILIZED AT 37.3%, REFLECTING ONGOING EFFORTS TO CONTROL COSTS.
- REST OF ASIA (ROA) AND NORTH EAST (NE): CONSISTENT GM%, AROUND 38.3% FOR BOTH REGIONS.
- KEY INSIGHT: BY 2021, ANZ AND INDIA FACED ONGOING PROFITABILITY CHALLENGES, WITH INDIA MAINTAINING A LOW GM%. OTHER REGIONS LIKE NORTH EAST AND REST OF ASIA REMAINED STEADY AT HIGHER GM%.

GROSS MARGIN % ANALYSIS BY QUARTER (2019-2021)

YEAR-OVER-YEAR TRENDS:

- ANZ: GM% STEADILY DECREASED FROM 42.6% IN 2019 TO 38.3% IN 2021, INDICATING COST CONTROL CHALLENGES IN THE REGION.
- INDIA: THE MOST SIGNIFICANT DECLINE, FROM 42.4% IN 2019 TO 32.0% IN 2021, REFLECTING POTENTIAL OPERATIONAL INEFFICIENCIES OR PRICING PRESSURE.
- NORTH AMERICA (NA): GRADUAL RECOVERY FROM 35.4% IN 2019 TO 37.3% IN 2021, SUGGESTING COST-CUTTING MEASURES.
- REST OF ASIA (ROA): MARGINAL DECLINE FROM 44.4% IN 2019 TO 38.3% IN 2021, SHOWING SOME LOSS IN PROFITABILITY.

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KEY TAKEAWAYS:

- INDIA'S SHARP DECLINE: THE DRASTIC DROP IN GM% IN INDIA INDICATES RISING COSTS OR PRICING ISSUES, WHICH NEED TO BE ADDRESSED TO RESTORE PROFITABILITY.
- ANZ'S DECLINE: THE STEADY DECREASE IN GM% ACROSS THREE YEARS HIGHLIGHTS A NEED FOR BETTER COST CONTROL AND PRICING STRATEGIES.
- NORTH AMERICA'S RECOVERY: NORTH AMERICA HAS SHOWN IMPROVEMENT BUT STILL TRAILS BEHIND OTHER REGIONS IN TERMS OF GROSS MARGIN.

RECOMMENDATIONS:

- COST CONTROL IN INDIA: FOCUS ON REDUCING OPERATIONAL INEFFICIENCIES AND OPTIMIZING PRODUCTION COSTS IN INDIA TO REGAIN PROFITABILITY.
- ANZ STRATEGIC REVIEW: INVESTIGATE THE ROOT CAUSES OF DECLINING GM% IN ANZ AND IMPLEMENT STRATEGIES TO IMPROVE COST CONTROL AND MARGIN RECOVERY.
- LEVERAGE STABLE MARKETS: REGIONS LIKE ROA AND NE HAVE MAINTAINED STRONG GROSS MARGINS, SO ATLIQ SHOULD CONTINUE INVESTING IN THESE REGIONS FOR STEADY PROFITABILITY.

CONCLUSION

THIS PROJECT PROVIDED A COMPREHENSIVE ANALYSIS OF ATLIQ HARDWARES' SALES AND FINANCIAL PERFORMANCE OVER THE FISCAL YEARS 2019, 2020, AND 2021. BY EXAMINING KEY METRICS SUCH AS NET SALES, GROSS MARGIN, COST OF GOODS SOLD (COGS), AND MARKET PERFORMANCE, WE DERIVED VALUABLE INSIGHTS INTO THE COMPANY'S GROWTH TRAJECTORY, CUSTOMER PERFORMANCE, PRODUCT SUCCESS, AND FINANCIAL HEALTH.



THANK YOU!

Made by Arjit Dabral

