



FILTERS

region	All	Customer
market	All	Net sales Performance
division	All	All values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	\$1.42M	\$2.89M	\$10.92M	378.1%
All-Out		\$0.16M	\$0.81M	495.7%
Amazon	\$12.17M	\$37.51M	\$82.09M	218.9%
Argos (Sainsbury's)	\$0.35M	\$0.74M	\$2.27M	306.0%
Atlas Stores	\$0.18M	\$0.67M	\$3.17M	470.3%
AtliQ e Store	\$7.18M	\$23.67M	\$52.98M	223.8%
AtliQ Exclusive	\$9.58M	\$17.68M	\$61.12M	345.8%
BestBuy	\$0.85M	\$1.77M	\$6.31M	356.1%
Boulanger	\$0.24M	\$0.83M	\$4.07M	492.9%
Chip 7	\$0.60M	\$1.32M	\$5.51M	416.1%
Chiptec		\$0.42M	\$3.02M	722.0%
Control	\$0.91M	\$2.20M	\$7.67M	349.2%
Coolblue	\$0.46M	\$1.18M	\$4.25M	360.0%
Costco	\$1.14M	\$2.75M	\$9.29M	337.4%
Croma	\$1.67M	\$2.47M	\$7.55M	305.1%
Currys (Dixons Carphone)	\$0.29M	\$0.76M	\$1.87M	246.9%
Digimarket	\$0.80M	\$1.72M	\$4.14M	241.1%
Ebay	\$2.61M	\$6.27M	\$15.17M	242.2%
Electricalsara Stores	\$0.12M	\$0.65M	\$1.85M	286.0%
Electricalsbea Stores		\$0.14M	\$0.72M	504.6%
Electricalsblance Stores	\$0.10M	\$0.75M	\$2.35M	313.3%
Electricalslytical	\$1.80M	\$2.61M	\$11.94M	457.5%
Electricalsociety	\$2.34M	\$3.46M	\$12.42M	358.8%
Electricalsquipo Stores	\$0.18M	\$0.68M	\$3.64M	535.3%
Elite	\$0.42M	\$0.83M	\$4.13M	495.5%
Elkj�p	\$0.46M	\$1.32M	\$5.16M	391.9%
Epic Stores	\$0.41M	\$0.94M	\$4.19M	446.1%
Euronics	\$0.36M	\$0.88M	\$3.90M	444.7%
Expert	\$0.79M	\$1.77M	\$6.43M	364.0%
Expression	\$1.65M	\$2.99M	\$9.82M	328.2%
Ezone	\$1.53M	\$2.02M	\$7.92M	391.6%
Flawless Stores	\$0.07M	\$0.46M	\$1.81M	396.3%
Flipkart	\$2.94M	\$8.35M	\$19.29M	231.0%
Fnac-Darty	\$0.54M	\$0.82M	\$2.87M	349.8%
Forward Stores	\$0.56M	\$1.50M	\$4.07M	272.0%
Girias	\$1.55M	\$2.07M	\$8.67M	419.3%
Info Stores	\$0.07M	\$0.48M	\$1.84M	384.1%
Insight	\$0.42M	\$1.01M	\$2.76M	271.8%
Integration Stores		\$0.16M	\$1.44M	887.2%
Leader	\$4.68M	\$5.97M	\$18.80M	314.8%
Logic Stores	\$0.17M	\$0.93M	\$4.81M	515.2%
Lotus	\$1.48M	\$2.11M	\$8.09M	382.6%
Neptune	\$0.99M	\$3.42M	\$16.11M	471.5%
Nomad Stores	\$0.53M	\$1.63M	\$4.02M	246.9%
Notebillig	\$0.25M	\$0.39M	\$1.12M	287.4%
Nova		\$0.01M	\$0.35M	2664.9%
Novus	\$1.87M	\$3.73M	\$9.85M	264.2%
Otto	\$0.26M	\$0.40M	\$1.20M	298.6%
Premium Stores	\$0.46M	\$1.10M	\$3.88M	353.1%
Propel	\$1.59M	\$2.46M	\$10.83M	440.6%
Radio Popular	\$0.51M	\$1.45M	\$5.27M	362.6%
Radio Shack	\$0.81M	\$1.75M	\$5.44M	311.5%
Reliance Digital	\$1.62M	\$2.57M	\$9.73M	377.9%
Relief	\$0.39M	\$1.01M	\$4.06M	403.6%
Sage	\$4.83M	\$6.44M	\$20.70M	321.5%
Saturn	\$0.23M	\$0.38M	\$1.19M	310.5%
Sorefoz	\$0.55M	\$1.07M	\$4.66M	433.6%
Sound	\$0.56M	\$1.67M	\$4.36M	260.3%
Staples	\$1.24M	\$2.85M	\$8.75M	307.0%
Surface Stores	\$0.09M	\$0.53M	\$2.12M	398.8%
Synthetic	\$1.89M	\$4.42M	\$12.19M	276.0%
Taobao	\$0.22M	\$1.33M	\$3.30M	248.7%
UniEuro	\$0.60M	\$1.61M	\$7.35M	457.0%
Vijay Sales	\$1.73M	\$2.15M	\$8.53M	397.8%
Viveks	\$1.55M	\$2.24M	\$7.78M	348.1%
walmart	\$1.26M	\$2.63M	\$9.73M	370.4%
Zone	\$0.34M	\$1.56M	\$5.26M	336.2%
Grand Total	\$87.48M	\$196.69M	\$598.88M	304.5%



FILTERS

region	All
market	India
division	All

Customer

Net sales Performance |

All values in USD

Customer	2019	2020	2021	21 vs 20
Amazon	\$4.59M	\$9.78M	\$22.96M	234.9%
AtliQ e Store	\$1.57M	\$3.51M	\$8.74M	249.1%
AtliQ Exclusive	\$3.42M	\$4.68M	\$18.39M	392.6%
Croma	\$1.67M	\$2.47M	\$7.55M	305.1%
Ebay	\$1.69M	\$3.61M	\$8.52M	235.9%
Electricalslytical	\$1.61M	\$1.96M	\$8.45M	431.1%
Electricalsociety	\$1.77M	\$2.27M	\$9.42M	415.1%
Expression	\$1.53M	\$2.25M	\$8.79M	391.2%
Ezone	\$1.53M	\$2.02M	\$7.92M	391.6%
Flipkart	\$1.95M	\$4.28M	\$9.91M	231.8%
Girias	\$1.55M	\$2.07M	\$8.67M	419.3%
Lotus	\$1.48M	\$2.11M	\$8.09M	382.6%
Propel	\$1.59M	\$2.20M	\$9.08M	413.7%
Reliance Digital	\$1.59M	\$2.19M	\$8.48M	387.2%
Vijay Sales	\$1.73M	\$2.15M	\$8.53M	397.8%
Viveks	\$1.55M	\$2.24M	\$7.78M	348.1%
Grand Total	\$30.82M	\$49.77M	\$161.26M	324.0%



FILTERS

region	All
division	All

Market
Performance vs Target Report
All values are in USD

Country	2019	2020	2021	Target 21	2021 - Target	percentage %
Australia	\$3.88M	\$10.70M	\$20.99M	23.20M	\$ (2.21M)	-10.54%
Austria		\$0.12M	\$2.84M	3.17M	\$ (0.33M)	-11.74%
Bangladesh	\$0.48M	\$2.26M	\$6.95M	7.67M	\$ (0.72M)	-10.31%
Canada	\$4.76M	\$12.17M	\$35.06M	40.13M	\$ (5.07M)	-14.45%
China	\$1.43M	\$5.42M	\$22.89M	24.95M	\$ (2.07M)	-9.03%
France	\$4.04M	\$7.47M	\$25.94M	28.13M	\$ (2.19M)	-8.44%
Germany	\$2.56M	\$4.69M	\$12.01M	13.53M	\$ (1.53M)	-12.72%
India	\$30.82M	\$49.77M	\$161.26M	170.81M	\$ (9.55M)	-5.92%
Indonesia	\$2.52M	\$6.21M	\$18.41M	20.80M	\$ (2.38M)	-12.93%
Italy	\$2.90M	\$4.46M	\$11.72M	12.77M	\$ (1.05M)	-8.96%
Japan		\$1.88M	\$7.92M	8.25M	\$ (0.33M)	-4.12%
Netherlands	\$0.23M	\$3.36M	\$7.98M	8.64M	\$ (0.66M)	-8.22%
Newzealand		\$1.99M	\$11.40M	12.80M	\$ (1.40M)	-12.30%
Norway		\$2.48M	\$13.68M	15.11M	\$ (1.44M)	-10.50%
Pakistan	\$0.62M	\$4.69M	\$5.66M	6.18M	\$ (0.52M)	-9.27%
Philippines	\$5.69M	\$13.37M	\$31.86M	34.35M	\$ (2.50M)	-7.84%
Poland	\$0.41M	\$2.79M	\$5.19M	6.13M	\$ (0.94M)	-18.13%
Portugal	\$0.75M	\$3.59M	\$11.83M	12.34M	\$ (0.51M)	-4.29%
South Korea	\$12.80M	\$17.28M	\$48.97M	53.33M	\$ (4.36M)	-8.91%
Spain		\$1.77M	\$12.62M	14.40M	\$ (1.79M)	-14.15%
Sweden	\$0.05M	\$0.23M	\$1.77M	1.96M	\$ (0.20M)	-11.11%
United Kingdom	\$2.00M	\$8.08M	\$34.15M	37.13M	\$ (2.98M)	-8.72%
USA	\$11.53M	\$31.92M	\$87.78M	98.02M	\$ (10.24M)	-11.66%
Grand Total	\$87.48M	\$196.69M	\$598.88M	653.82M	\$ (54.94M)	-9.17%

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

Top 10 products
All values are in USD

products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	\$3.02M	\$19.35M	641.3%
AQ GT 21	\$0.78M	\$4.38M	561.1%
AQ Home Allin1	\$0.67M	\$5.16M	769.0%
AQ LION x1	\$0.05M	\$0.84M	1719.5%
AQ LION x2	\$0.05M	\$0.94M	1768.9%
AQ LION x3	\$0.07M	\$1.23M	1792.3%
AQ Mx NB	\$0.03M	\$1.44M	5723.5%
AQ Pen Drive DRC	\$0.65M	\$3.81M	587.7%
AQ Smash 2	\$0.43M	\$11.21M	2589.5%
AQ Zion Saga	\$0.69M	\$3.64M	528.5%
Grand Total	\$6.43M	\$51.99M	808.0%

AtliQ Hardwares



FILTERS

region	All
customer	All

Division level report
All valuse in USD

Division	2020	2021	21 vs 20
N & S	\$51.38M	\$94.73M	184.4%
P & A	\$105.24M	\$338.38M	321.5%
PC	\$40.07M	\$165.76M	413.7%
Grand Total	\$196.69M	\$598.88M	304.5%

AtliQ Hardwares



FILTERS

region	All
customer	All
division	All

Products	Total order
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M

Top 5 product

AtliQ Hardwares



FILTERS

region	All
customer	All
division	All

Products	Total order
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K

Bottom 5 product

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

products	2021
Canada	\$35.06M
India	\$161.26M
South Korea	\$48.97M
United Kingdom	\$34.15M
USA	\$87.78M
Grand Total	\$367.22M

Top 5 country - 2021
All values are in USD

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

new products- 2021
All values are in USD

products	2021
AQ Clx3	\$4.39M
AQ Electron 3 3600 Desktop Processor	\$14.21M
AQ Gen Y	\$19.52M
AQ GEN Z	\$11.70M
AQ HOME Allin1 Gen 2	\$3.51M
AQ Lumina Ms	\$4.21M
AQ Marquee P3	\$4.86M
AQ Marquee P4	\$1.68M
AQ Maxima Ms	\$13.66M
AQ MB Lito	\$2.85M
AQ MB Lito 2	\$2.29M
AQ Qwerty	\$21.98M
AQ Qwerty Ms	\$15.41M
AQ Trigger	\$20.74M
AQ Trigger Ms	\$17.90M
AQ Wi Power Dx3	\$17.25M
Grand Total	\$176.16M



region All
division All
customer All
market All

P & L
BY FISCAL YEAR
All values are in USD

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
Net sales	87.48M	196.69M	598.88M	204%
Total COGS	51.24M	123.37M	380.71M	209%
Gross Margin	36.24M	73.32M	218.16M	198%
GM%	41.43%	37.28%	36.43%	-2%



FILTERS

region	All
division	All
customer	All
market	All
FY	2019

P & L
BY FISCAL Month
All values are in USD

Note : Do not modify the pivot table.

	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M
Total COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M
GM%	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

FILTERS

region	All
division	All
customer	All
market	All
FY	2020

P & L
BY FISCAL Month
All values are in USD

	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M
Total COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M
Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M
GM%	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

FILTERS

region	All
division	All
customer	All
market	All
FY	2021

P & L
BY FISCAL Month
All values are in USD

	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	598.88M
Total COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	380.71M
Gross Margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	218.16M
GM%	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales Comparison

21 vs 20	162.06%	####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	204.48%
20 vs 19	164.63%	####	#####	#####	#####	#####	#####	22.73%	53.05%	#####	#####	#####	124.85%



FILTERS

GM% by QUARTER (Subzone)

FY 2019

GM% products	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FILTERS

GM% by QUARTER (Subzone)

FY 2020

GM% products	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FILTERS

GM% by QUARTER (Subzone)

FY 2021

GM% products	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%

AtliQ Hardwares



region All
sub_zone All
FY 2021

P & L
For Market
All values are in USD

products	Net sales	Total COGS	Gross Margi	GM%
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%