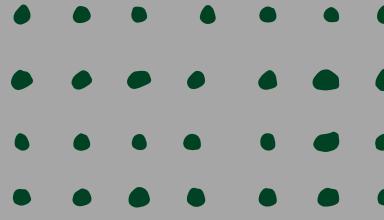


# Sales and Finance Analytics

Microsoft Excel Report

Prepared by  
Abhilash VN





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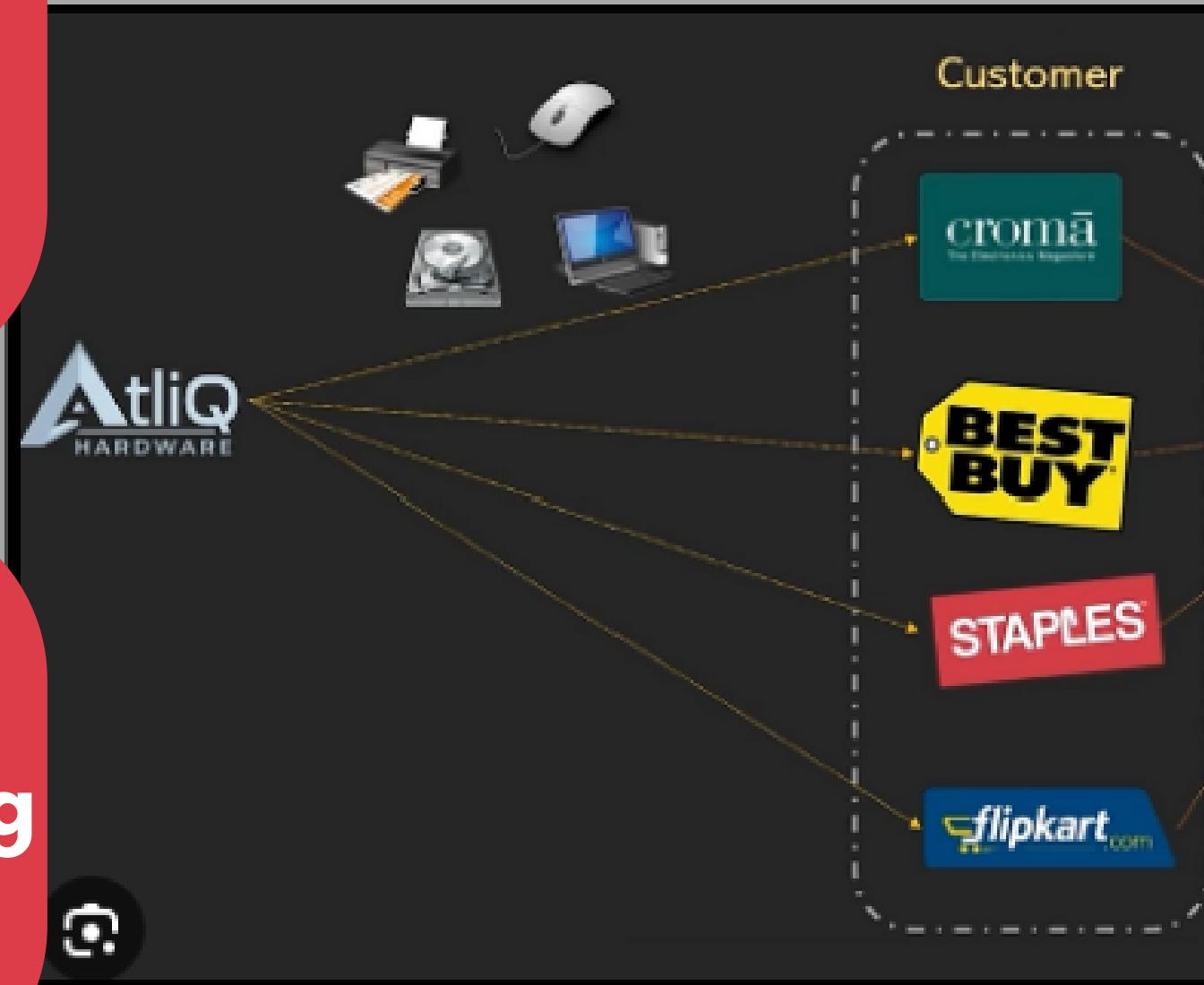




# Objectives

**Atliq Hardware is a company that supplies computer hardware and peripherals to its customers like Croma, Amazon, Best Buy, Flipkart, etc.,**

**Atliq's Business users have tasked us with preparing sales and financial reports by analyzing data from nearly 8 million records**





# Tools Used

**Power Query**

**Pivot Table**

**Power Pivot**

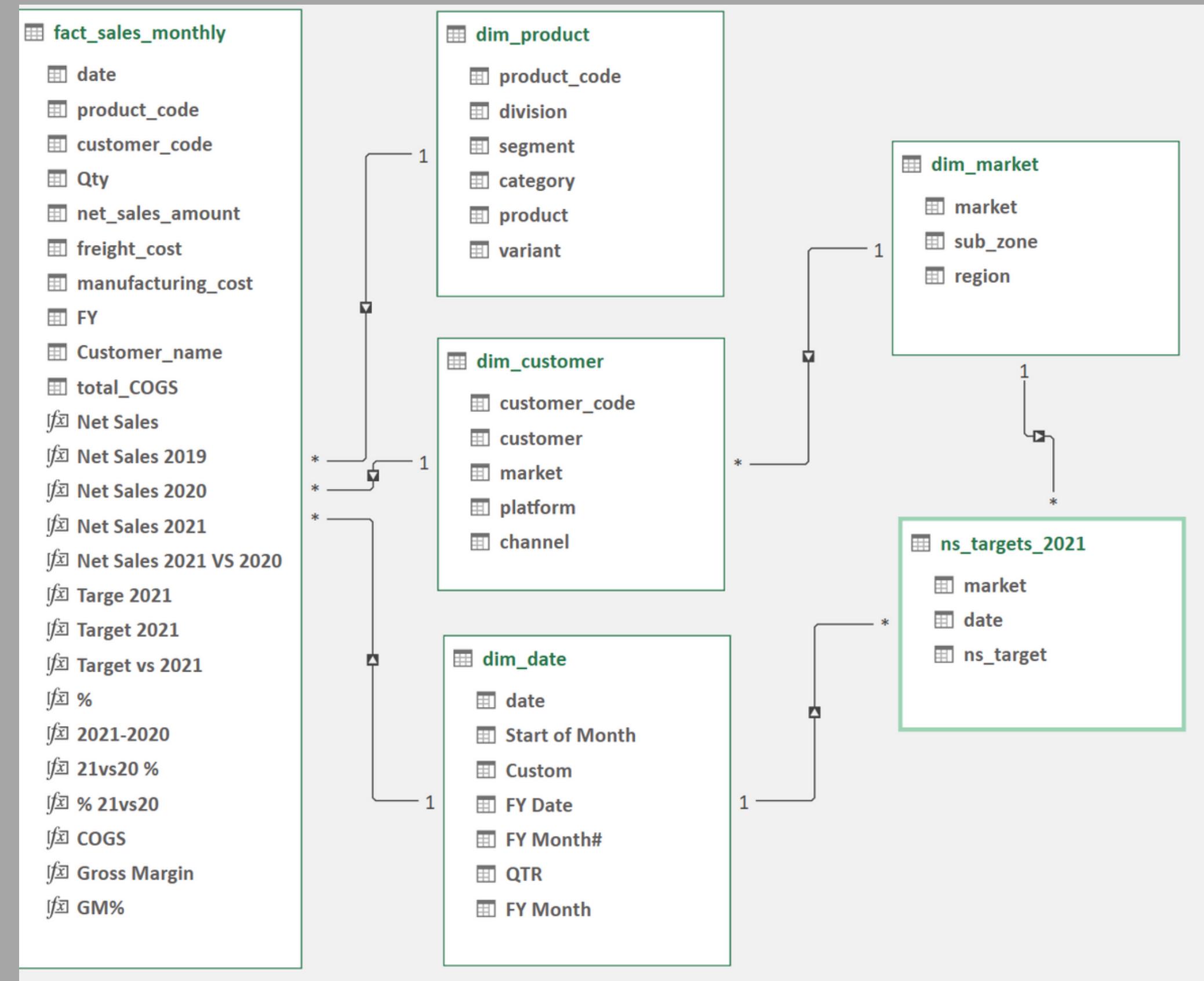
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# Data Model





# Sales Report

**Customers Net Sales Performance**  
**P & L By FISCAL Month**  
**P & L By FISCAL Year**  
**Market Performance VS Target.**  
**Division Growth %**  
**Top 5 Countries Net Sale**  
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**New Products of 2021**



## Customers Net Sales Performance

All Values in Crores(Cr)

Customer	2019	2020	2021	2021 VS 2020
Acclaimed Stores	1.42 Cr	2.89 Cr	10.92 Cr	378.08%
All-Out	.16 Cr	.81 Cr	1.16 Cr	495.70%
Amazon	12.17 Cr	37.51 Cr	82.09 Cr	218.87%
Argos (Sainsbury's)	.35 Cr	.74 Cr	2.27 Cr	305.98%
Atlas Stores	.18 Cr	.67 Cr	3.17 Cr	470.34%
AtliQ e Store	7.18 Cr	23.67 Cr	52.98 Cr	223.83%
AtliQ Exclusive	9.58 Cr	17.68 Cr	61.12 Cr	345.77%
BestBuy	.85 Cr	1.77 Cr	6.31 Cr	356.08%
Boulanger	.24 Cr	.83 Cr	4.07 Cr	492.93%
Chip 7	.60 Cr	1.32 Cr	5.51 Cr	416.07%
Chiptec	.91 Cr	.42 Cr	3.02 Cr	722.03%
Control	.46 Cr	2.20 Cr	7.67 Cr	349.23%
Coolblue	1.14 Cr	1.18 Cr	4.25 Cr	360.00%
Costco	1.67 Cr	2.75 Cr	9.29 Cr	337.37%
Croma	.29 Cr	2.47 Cr	7.55 Cr	305.11%
Currys (Dixons Carphone)	.80 Cr	.76 Cr	1.87 Cr	246.94%
Digimarket	2.61 Cr	1.72 Cr	4.14 Cr	241.05%
Ebay	.12 Cr	6.27 Cr	15.17 Cr	242.16%
Electricalsara Stores	.10 Cr	.65 Cr	1.85 Cr	285.96%
Electricalsbea Stores	1.80 Cr	.14 Cr	.72 Cr	504.64%
Electricalslance Stores	2.34 Cr	.75 Cr	2.35 Cr	313.34%
Electricalslytical	.18 Cr	2.61 Cr	11.94 Cr	457.50%
Electricalsociety	.42 Cr	3.46 Cr	12.42 Cr	358.75%
Electricalsquipo Stores	.46 Cr	.68 Cr	3.64 Cr	535.32%
Elite	.41 Cr	.83 Cr	4.13 Cr	495.52%
Elkjøp	.36 Cr	1.32 Cr	5.16 Cr	391.90%
Epic Stores	.79 Cr	.94 Cr	4.19 Cr	446.06%
Euronics	1.65 Cr	.88 Cr	3.90 Cr	444.67%
Expert	1.53 Cr	1.77 Cr	6.43 Cr	363.98%
Expression	.07 Cr	2.99 Cr	9.82 Cr	328.24%
Ezone	2.94 Cr	2.02 Cr	7.92 Cr	391.62%
Flawless Stores	.54 Cr	.46 Cr	1.81 Cr	396.28%
Flipkart	.56 Cr	8.35 Cr	19.29 Cr	231.03%
Fnac-Darty	1.55 Cr	.82 Cr	2.87 Cr	349.77%
Forward Stores	.07 Cr	1.50 Cr	4.07 Cr	271.97%
Girias	.42 Cr	2.07 Cr	8.67 Cr	419.29%
Info Stores	4.68 Cr	.48 Cr	1.84 Cr	384.09%
Insight	.17 Cr	1.01 Cr	2.76 Cr	271.84%
Integration Stores	1.48 Cr	.16 Cr	1.44 Cr	887.19%
Leader	.99 Cr	5.97 Cr	18.80 Cr	314.81%
Logic Stores	.53 Cr	.93 Cr	4.81 Cr	515.17%
Lotus	.25 Cr	2.11 Cr	8.09 Cr	382.61%
Neptune	.25 Cr	3.42 Cr	16.11 Cr	471.50%
Nomad Stores	1.87 Cr	1.63 Cr	4.02 Cr	246.89%
Notebillig	.39 Cr	1.12 Cr	2.01 Cr	287.39%
Nova	.01 Cr	.35 Cr	2.66 Cr	2664.92%
Novus	3.73 Cr	9.85 Cr	26.42 Cr	264.20%

# AtliQ Hardwares



Otto	.26 Cr	.40 Cr	1.20 Cr	298.58%
Premium	.46 Cr	1.10 Cr	3.88 Cr	353.09%
Stores Propel	1.59 Cr	2.46 Cr	10.83 Cr	440.64%
Radio Popular	.51 Cr	1.45 Cr	5.27 Cr	362.56%
Radio Shack	.81 Cr	1.75 Cr	5.44 Cr	311.51%
Reliance	1.62 Cr	2.57 Cr	9.73 Cr	377.90%
Digital Relief	.39 Cr	1.01 Cr	4.06 Cr	403.57%
Sage	4.83 Cr	6.44 Cr	20.70 Cr	321.52%
Saturn	.23 Cr	.38 Cr	1.19 Cr	310.46%
Sorefoz	.55 Cr	1.07 Cr	4.66 Cr	433.63%
Sound	.56 Cr	1.67 Cr	4.36 Cr	260.26%
Staples	1.24 Cr	2.85 Cr	8.75 Cr	306.95%
Surface Stores	.09 Cr	.53 Cr	2.12 Cr	398.80%
Synthetic	1.89 Cr	4.42 Cr	12.19 Cr	275.98%
Taobao	.22 Cr	1.33 Cr	3.30 Cr	248.66%
UniEuro	.60 Cr	1.61 Cr	7.35 Cr	457.03%
Vijay Sales	1.73 Cr	2.15 Cr	8.53 Cr	397.78%
Viveks	1.55 Cr	2.24 Cr	7.78 Cr	348.10%
walmart	1.26 Cr	2.63 Cr	9.73 Cr	370.45%
Zone	.34 Cr	1.56 Cr	5.26 Cr	336.20%
<b>Grand Total</b>	<b>87.48 Cr</b>	<b>196.69 Cr</b>	<b>598.88 Cr</b>	<b>304.48%</b>



region	All
market	All
division	All
customer	All
FY	2019

## P & L By FISCAL Month

All Values in Crores(Cr)

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	6.5 Cr	8.0 Cr	10.7 Cr	11.4 Cr	6.5 Cr	6.1 Cr	6.4 Cr	6.3 Cr	6.5 Cr	6.2 Cr	6.5 Cr	6.3 Cr	87.5 Cr
COGS	3.8 Cr	4.7 Cr	6.3 Cr	6.7 Cr	3.9 Cr	3.5 Cr	3.8 Cr	3.7 Cr	3.8 Cr	3.6 Cr	3.8 Cr	3.7 Cr	51.2 Cr
Gross Margin	2.6 Cr	3.4 Cr	4.5 Cr	4.7 Cr	2.7 Cr	2.6 Cr	2.7 Cr	2.6 Cr	2.6 Cr	2.6 Cr	2.7 Cr	2.6 Cr	36.2 Cr
GM%	40.	42.	41.5%	41.4%	40.	41.	41.	41.	40.	42.	41.	41.	41.4%
	9%	0%		9%	9%	5%	4%	8%	0%	5%	4%		

region	All
market	All
division	All
customer	All
FY	2020

## P & L By FISCAL Month

All Values in Crores(Cr)

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	17.1 Cr	20.6 Cr	28.7 Cr	29.9 Cr	17.1 Cr	15.9 Cr	2.1 Cr	7.8 Cr	9.9 Cr	14.9 Cr	16.1 Cr	16.5 Cr	196.7 Cr
COGS	10.6 Cr	12.8 Cr	18.1 Cr	18.9 Cr	10.7 Cr	9.9 Cr	1.3 Cr	4.8 Cr	6.2 Cr	9.3 Cr	10.2 Cr	10.5 Cr	123.4 Cr
Gross Margin	6.5 Cr	7.8 Cr	10.6 Cr	11.0 Cr	6.5 Cr	6.0 Cr	.8 Cr	2.9 Cr	3.7 Cr	5.5 Cr	5.9 Cr	6.1 Cr	73.3 Cr
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.	37.	37.3%	36.7%	36.8%	37.3%
	7%	7%						5%					

region	All
market	All
division	All
customer	All
FY	2021

## P & L By FISCAL Month

All Values in Crores(Cr)

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	44.8 Cr	54.6 Cr	74.3 Cr	78.1 Cr	44.8 Cr	41.8 Cr	44.0 Cr	43.5 Cr	44.4 Cr	41.5 Cr	44.0 Cr	43.0 Cr	598.9 Cr
COGS	28.4 Cr	34.7 Cr	47.4 Cr	49.8 Cr	28.4 Cr	26.5 Cr	28.0 Cr	27.7 Cr	28.1 Cr	26.4 Cr	28.0 Cr	27.4 Cr	380.7 Cr
Gross Margin	16.4 Cr	19.9 Cr	27.0 Cr	28.3 Cr	16.4 Cr	15.3 Cr	16.0 Cr	15.8 Cr	16.3 Cr	15.1 Cr	16.0 Cr	15.6 Cr	218.2 Cr
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%

## Net Sales Comparison

2020 vs 2019	264.6	256.6	267.3	261.5%	262.8%	262.0%	32.9%	122.7	153.1	240.7	248.0%	262.0%	224.8
2021 vs 2020	%	%	%	261.0%	261.4%	262.5%	2081.6%	%	%	%	273.9%	260.3%	%
	262.1	264.7	259.1					561.2	447.0	278.6			304.5

# AtliQ Hardwares



market All  
region All  
customer All  
division All

## P & L By FISCAL Year

All Values in Crores(Cr)

Note: 21 vs 20 Column is not a part of PIVOT Table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	87.5 Cr	196.7 Cr	598.9 Cr	204.5%
COGS	51.2 Cr	123.4 Cr	380.7 Cr	208.6%
Gross Margin	36.2 Cr	73.3 Cr	218.2 Cr	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%

# AtliQ Hardwares



## Market Performance VS Target

All Values in Crores(Cr)

Market Name	2019	2020	2021	Target vs 2021
Australia	3.9 Cr	10.7 Cr	21.0 Cr	-2.2 Cr-9.49
Austria		.1 Cr	2.8 Cr	-.3 Cr-8.52
Bangladesh	.5 Cr	2.3 Cr	7.0 Cr	-.7 Cr-9.70
Canada	4.8 Cr	12.2 Cr	35.1 Cr	-5.1 Cr-6.92
China	1.4 Cr	5.4 Cr	22.9 Cr	-2.1 Cr-11.08
France	4.0 Cr	7.5 Cr	25.9 Cr	-2.2 Cr-11.85
Germany	2.6 Cr	4.7 Cr	12.0 Cr	-1.5 Cr-7.86
India	30.8 Cr	49.8 Cr	161.3 Cr	-9.6 Cr-16.88
Indonesia	2.5 Cr	6.2 Cr	18.4 Cr	-2.4 Cr-7.73
Italy	2.9 Cr	4.5 Cr	11.7 Cr	-1.0 Cr-11.16
Japan		1.9 Cr	7.9 Cr	-.3 Cr-24.24
Netherlands	.2 Cr	3.4 Cr	8.0 Cr	-.7 Cr-12.17
Newzealand		2.0 Cr	11.4 Cr	-1.4 Cr-8.13
Norway		2.5 Cr	13.7 Cr	-1.4 Cr-9.53
Pakistan	.6 Cr	4.7 Cr	5.7 Cr	-.5 Cr-10.79
Philippines	5.7 Cr	13.4 Cr	31.9 Cr	-2.5 Cr-12.76
Poland	.4 Cr	2.8 Cr	5.2 Cr	-.9 Cr-5.52
Portugal	.7 Cr	3.6 Cr	11.8 Cr	-.5 Cr-23.30
South Korea	12.8 Cr	17.3 Cr	49.0 Cr	-4.4 Cr-11.23
Spain		1.8 Cr	12.6 Cr	-1.8 Cr-7.07
Sweden	.1 Cr	.2 Cr	1.8 Cr	-.2 Cr-9.00
United Kingdom USA	2.0 Cr	8.1 Cr	34.2 Cr	-3.0 Cr-11.46
Grand Total	87.5 Cr	196.7 Cr	598.9 Cr	-54.9 Cr-10.90

# AtliQ Hardwares



Division Growth %  
2021 vs 2020

All Values in Crores(Cr)

region All

Division	2020	2021	21vs20 %
N & S	51.4 Cr	94.7 Cr	45.8
P & A	105.2 Cr	338.4 Cr	%
PC	40.1 Cr	165.8 Cr	68.9
Grand Total	196.7 Cr	598.9 Cr	6% 16% 75.8 %

# AtliQ Hardwares



## Top 5 Countries Net Sale for FY-2021

All Values in Crores(Cr)

FY                    2021

Country Name	Net Sales
Canada	35.1 Cr
India	161.3 Cr
South Korea	49.0 Cr
United Kingdom	34.2 Cr
USA	87.8 Cr
<b>Grand Total</b>	<b>367.2 Cr</b>

# AtliQ Hardwares



## Top 5 Sold Products

\*All Values are in Thousands(K)

Product Name	Sum of Qty
AQ Gamers	3,376.6 K
AQ Gamers Ms	3,975.1 K
AQ Master wired x1 Ms	4,151.0 K
AQ Master wireless x1	3,371.2 K
AQ Master wireless x1 Ms	4,126.3 K
<b>Grand Total</b>	<b>19,000.1 K</b>

## Bottom 5 Sold Products

Product Name	Sum of Qty
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
<b>Grand Total</b>	<b>174.9 K</b>

# AtliQ Hardwares



## New Products of 2021

### Product Name

AQ Clx3  
AQ Electron 3 3600 Desktop Processor AQ Gen Y  
AQ GEN Z  
AQ HOME Allin1 Gen 2  
AQ Lumina Ms  
AQ Marquee P3  
AQ Marquee P4  
AQ Maxima Ms  
AQ MB Lito  
AQ MB Lito 2  
AQ Qwerty  
AQ Qwerty Ms  
AQ Trigger  
AQ Trigger Ms  
AQ Wi Power Dx3