

June 2024

# SALES AND FINANCE ANALYTICS REPORT

CODEBASICS.IO

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# About AtliQ Hardware

AtliQ Hardware is a leading provider of computer Hardware and Pheripherals, serving customers worldwide with cutting-edge technology solutions. Specializing in consumer electronics, our company operates on a global scale, reaching diverse markets across numerous countries.

## Business Model

The business model of AtliQ Hardware revolves around selling products to customers such as Amazon, Flipkart and Croma, who then distribute them to the actual consumers.

AtliQ Hardware operates through three primary platforms:

- Retailer: Retailers such as Croma and Best Buy
- Direct: AtliQ Stores
- Distributer: Distributors like Neptune

**Filters**

region

All

market

All

division

All

**Customer****Net Sales****Performance**

All values are in USD

<b>Customer</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>21vs 20</b>
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%
Electricalsociety	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%
Elkjøp	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%



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



Filters		Market Performance vs Target			
region	All	2019	2020	2021	2021 - Target
division	All	All values are in USD			

Country	2019	2020	2021	2021 - Target	2021-Target %
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>

**Filters**

region	All
market	All
division	All

**Top 10 Product****All values are in USD**

Product	2020	2021	21vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>



Filters	
region	All
market	All

**Division level Report****All values are in USD**

Division	2020	2021	21vs 20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>

**Filters**

region	All
division	All
customer	All

**Top 5 Products**

All values are in USD

**Product****Qty\_**

AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
<b>Grand Total</b>	<b>19.0M</b>

**Filters**

region	All
division	All
customer	All

**Bottom 5 Products****Product****Qty\_**

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

**Filters**

region	All
division	All
customer	All

**New Products - 2021****All values are in USD**

Product	2021
AQ Clx3	4.4M
AQ Electron 3 3600 Desktop Processor	14.2M
AQ Gen Y	19.5M
AQ GEN Z	11.7M
AQ HOME Allin1 Gen 2	3.5M
AQ Lumina Ms	4.2M
AQ Marquee P3	4.9M
AQ Marquee P4	1.7M
AQ Maxima Ms	13.7M
AQ MB Lito	2.8M
AQ MB Lito 2	2.3M
AQ Qwerty	22.0M
AQ Qwerty Ms	15.4M
AQ Trigger	20.7M
AQ Trigger Ms	17.9M
AQ Wi Power Dx3	17.2M
<b>Grand Total</b>	<b>176.2M</b>

**Filters**

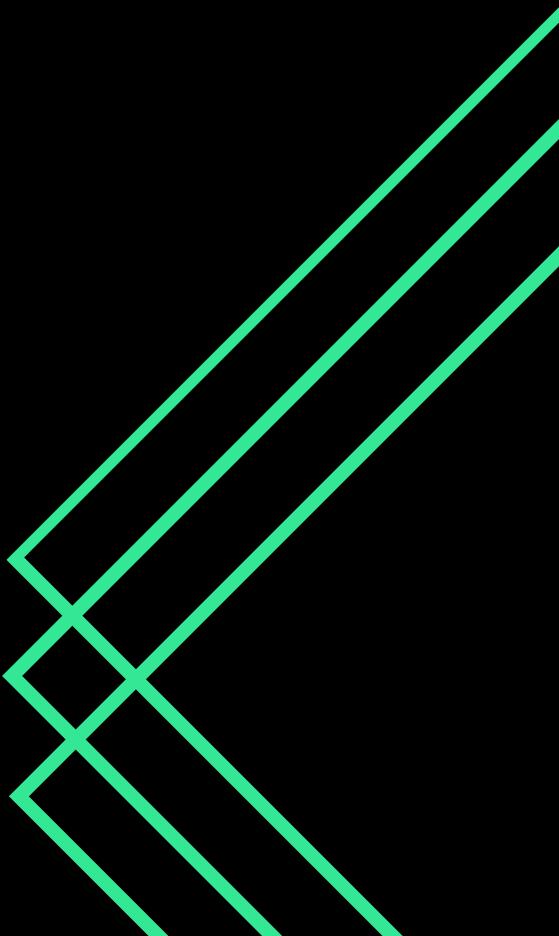
region	All
division	All
customer	All

**Top 5 Country-2021**

All values are in USD

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>

# Finance Analytics Report



**Filters**

region All  
division All  
market All

**P & L****By Fiscal Year****All values are in USD****Note: 21 vs 20 is not a part of pivot table**

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204%
COGS	51.2M	123.4M	380.7M	209%
Gross Margin	36.2M	73.3M	218.2M	198%
GM %	41.4%	37.3%	36.4%	-2%

**Filters**

region	All
market	All
division	All
customer	All
FY	2019

**P & L****By Fiscal Month****All values are in USD****Note: Do not modify the Pivot table**

Quarters

**Q1****Q2****Q3****Q4**

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%

region	All
market	All
division	All
customer	All
FY	2020

**P & L****By Fiscal Month****All values are in USD**

Quarters

**Q1****Q2****Q3****Q4**

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%

region	All
market	All
division	All

**P & L****By Fiscal Month**



customer All  
FY 2021

All values are in USD

Metrics	Quarters											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M		
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M		
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M		
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%		

### Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%		
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%		

**Filters**

region All  
sub\_zone All  
FY 2021

**P & L****For Market****All values are in USD****Note: Do not modify the Pivot table**

<b>Country</b>	<b>Net Sales</b>	<b>COGS</b>	<b>Gross Margin</b>	<b>GM %</b>
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

**Filters****GM%  
By Quarters (Sub Zone)**

FY 2019

**Note: Do not modify the Pivot table**

<b>GM %</b>	<b>Quarters</b>				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
<b>Sub Zone</b>					
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%

FY 2020

<b>GM %</b>	<b>Quarters</b>				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
<b>Sub Zone</b>					
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%

FY 2021

<b>GM %</b>	<b>Quarters</b>				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
<b>Sub Zone</b>					
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%