



Home

Sales View

Finance View

# Atliq Hardwares

Sales and Financial Analysis



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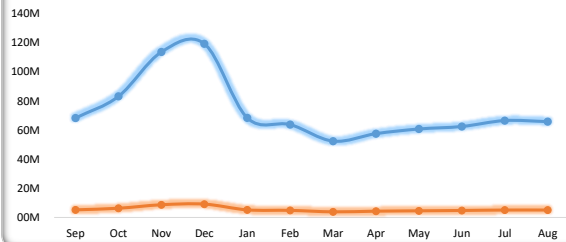
Total Revenue  
**883M**

Total QTY  
**67M**

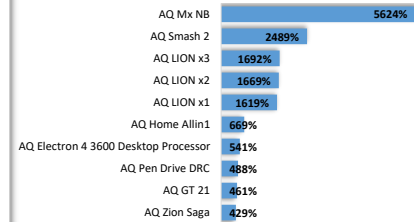
Total Customer  
**189**

Total Product  
**260**

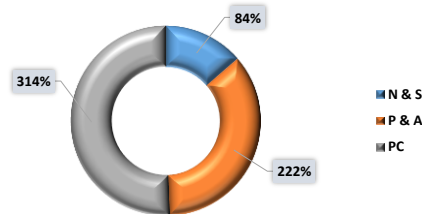
Yearly and Monthly Revenue and Qty Trend



Top 10 Products by 2021 Net Sales %



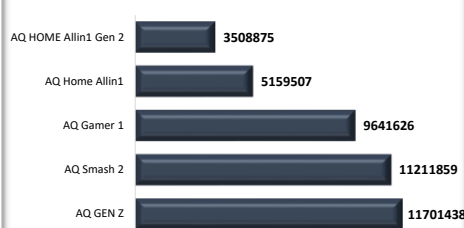
Division Wise Net Sales 2021 %



Top 5 Product Qty wise



Bottom 5 Product Qty wise



Top 5 Countries	2021
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M

Products Began to sell	2021	2021 %
AQ Qwerty	22.0M	0%
AQ Trigger	20.7M	0%
AQ Gen Y	19.5M	0%
AQ Trigger Ms	17.9M	0%
AQ Wi Power Dx3	17.2M	0%
AQ Qwerty Ms	15.4M	0%
AQ Electron 3 3600 Desktop Processor	14.2M	0%
AQ Maxima Ms	13.7M	0%
AQ GEN Z	11.7M	0%
AQ Marquee P3	04.9M	0%
AQ Clx3	04.4M	0%
AQ Lumina Ms	04.2M	0%
AQ HOME Allin1 Gen 2	03.5M	0%
AQ MB Lito	02.8M	0%
AQ MB Lito 2	02.3M	0%
AQ Marquee P4	01.7M	0%

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division

N... P... PC

Year

2... 2... 2...

segment

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Total COGS

555M

Total Frgt. Cost

27M

Total Manfc. Cost

528M

GM %

37.11%

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net Sales	68M	83M	114M	119M	68M	64M	52M	58M	61M	63M	67M	66M
Total COGS	43M	52M	72M	75M	43M	40M	33M	36M	38M	39M	42M	42M
GM	26M	31M	42M	44M	26M	24M	19M	21M	23M	23M	25M	24M
GM %	37.33%	37.36%	36.97%	36.89%	37.35%	37.35%	37.00%	37.07%	37.22%	37.19%	36.94%	36.88%

Metrics	2019	2020	2021	2021%
Net Sales	87M	197M	599M	204.48%
Total COGS	51M	123M	381M	208.59%
GM	36M	73M	218M	197.55%
GM %	41.43%	37.28%	36.43%	-2.27%

Countries	Net Sales	COGS	GM	GM %
Newzealand	13M	07M	06M	44.98%
Japan	10M	05M	04M	44.68%
Netherlands	12M	07M	05M	43.59%
France	37M	21M	16M	43.31%
United Kingdom	44M	25M	19M	42.72%

Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	40.55%	39.69%	39.28%	39.38%	39.82%
India	33.54%	33.17%	33.44%	33.29%	33.36%
nan	37.65%	37.96%	37.51%	37.85%	37.75%
NE	37.76%	38.42%	38.18%	38.11%	38.11%
ROA	39.07%	39.01%	38.94%	38.70%	38.95%
SE	39.10%	38.54%	39.09%	38.83%	38.88%
Grand Total	37.18%	37.13%	37.10%	37.00%	37.11%