

INSIGHTS FROM SALES ANALYTICS



These insights offer a detailed overview of AtliQ Hardwares' sales performance over time, showcasing key performers, growth patterns, market challenges, and areas for improvement. By analyzing this data, the company can gain valuable perspectives to refine its sales strategy and boost overall performance.

Customer Net Sales Performance (2019-2021):

- 1) **Top Performers:** Key customers such as Amazon, AtliQ e Store, and AtliQ Exclusive have demonstrated impressive growth in net sales, underscoring their strong market influence and customer loyalty.
- 2) **Overall Growth:** Between 2019 and 2021, the company saw a significant surge in net sales, with an exceptional 204.5% increase, indicating a robust upward trend in its sales performance.
- 3) **Diverse Customer Base:** AtliQ Hardwares caters to a broad spectrum of customers, each contributing uniquely to the overall sales, highlighting the value of a diversified customer portfolio.
- 4) **Market Expansion:** Certain customers, like Integration Stores and Nova, exhibited outstanding growth in 2021, presenting potential opportunities for the company to explore and expand into new or existing markets.
- 5) **Year-over-Year Growth:** Most customers experienced substantial year-over-year growth in 2021, signaling a strong rebound or market expansion following the challenges faced in 2020.

Market Performance vs Target:

- 1) **Target vs. Actual Performance:** Several countries, including Australia, Canada, and South Korea, fell short of their net sales targets in 2021.

Investigating the factors behind these discrepancies is vital for enhancing future performance.

- 2) **Negative Variances:** India experienced a negative variance of -9.6M in 2021, suggesting that net sales were below expectations. A deeper analysis of the challenges and potential opportunities in the Indian market is needed.
- 3) **Positive Variances:** Countries like China and the USA exceeded their sales targets, signaling strong growth potential in these markets.
- 4) **Overall Impact:** Despite some setbacks, the company's overall net sales in 2021 surpassed the target by 8.4%, reflecting the company's resilience and ability to adapt in a dynamic market.