

# SALES AND FINANCE ANALYSIS



**FOR ATLIQ HARDWARE**

**BAALAJI R**



































 [baalajirajendran](https://www.linkedin.com/in/baalajirajendran)

## Customer Net Sales Performance

### FILTERS

region	All
country	All
division	All

All Values in USD

Products	2019	2020	2021	21vs20
Acclaimed Stores	1.4M	2.9M	10.9M	 378%
All-Out		0.2M	0.8M	 496%
Amazon	12.2M	37.5M	82.1M	 219%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	 306%
Atlas Stores	0.2M	0.7M	3.2M	 470%
AtliQ e Store	7.2M	23.7M	53.0M	 224%
AtliQ Exclusive	9.6M	17.7M	61.1M	 346%
BestBuy	0.9M	1.8M	6.3M	 356%
Boulanger	0.2M	0.8M	4.1M	 493%
Chip 7	0.6M	1.3M	5.5M	 416%
Chiptec		0.4M	3.0M	 722%
Control	0.9M	2.2M	7.7M	 349%
Coolblue	0.5M	1.2M	4.2M	 360%
Costco	1.1M	2.8M	9.3M	 337%
Croma	1.7M	2.5M	7.5M	 305%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	 247%
Digimarket	0.8M	1.7M	4.1M	 241%
Ebay	2.6M	6.3M	15.2M	 242%
Electricalsara Stores	0.1M	0.6M	1.9M	 286%
Electricalsbea Stores		0.1M	0.7M	 505%
Electricalslance Stores	0.1M	0.7M	2.3M	 313%
Electricalslytical	1.8M	2.6M	11.9M	 457%
Electricalsocity	2.3M	3.5M	12.4M	 359%
Electricalsquipo Stores	0.2M	0.7M	3.6M	 535%
Elite	0.4M	0.8M	4.1M	 496%
Elkj�p	0.5M	1.3M	5.2M	 392%
Epic Stores	0.4M	0.9M	4.2M	 446%
Euronics	0.4M	0.9M	3.9M	 445%
Expert	0.8M	1.8M	6.4M	 364%
Expression	1.7M	3.0M	9.8M	 328%
Ezone	1.5M	2.0M	7.9M	 392%
Flawless Stores	0.1M	0.5M	1.8M	 396%
Flipkart	2.9M	8.3M	19.3M	 231%
Fnac-Darty	0.5M	0.8M	2.9M	 350%

# AtliQ Hardwares



Forward Stores	0.6M	1.5M	4.1M	<div></div>	272%
Girias	1.5M	2.1M	8.7M	<div></div>	419%
Info Stores	0.1M	0.5M	1.8M	<div></div>	384%
Insight	0.4M	1.0M	2.8M	<div></div>	272%
Integration Stores		0.2M	1.4M	<div></div>	887%
Leader	4.7M	6.0M	18.8M	<div></div>	315%
Logic Stores	0.2M	0.9M	4.8M	<div></div>	515%
Lotus	1.5M	2.1M	8.1M	<div></div>	383%
Neptune	1.0M	3.4M	16.1M	<div></div>	471%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	247%
Notebillig	0.2M	0.4M	1.1M	<div></div>	287%
Nova		0.0M	0.4M	<div></div>	2665%
Novus	1.9M	3.7M	9.9M	<div></div>	264%
Otto	0.3M	0.4M	1.2M	<div></div>	299%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	353%
Propel	1.6M	2.5M	10.8M	<div></div>	441%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	363%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	312%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	378%
Relief	0.4M	1.0M	4.1M	<div></div>	404%
Sage	4.8M	6.4M	20.7M	<div></div>	322%
Saturn	0.2M	0.4M	1.2M	<div></div>	310%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	434%
Sound	0.6M	1.7M	4.4M	<div></div>	260%
Staples	1.2M	2.9M	8.8M	<div></div>	307%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	399%
Synthetic	1.9M	4.4M	12.2M	<div></div>	276%
Taobao	0.2M	1.3M	3.3M	<div></div>	249%
UniEuro	0.6M	1.6M	7.3M	<div></div>	457%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	398%
Viveks	1.6M	2.2M	7.8M	<div></div>	348%
walmart	1.3M	2.6M	9.7M	<div></div>	370%
Zone	0.3M	1.6M	5.3M	<div></div>	336%
<b>Grand Total</b>	87.5M	196.7M	598.9M		304%

## Market Performance vs Target

### FILTERS

region	All
division	All

All Values in USD

Country	2019	2020	2021	2021-target	2021-target %
Australia	3.9M	10.7M	21.0M	-2.2M	-10%
Austria		0.1M	2.8M	-0.3M	-11%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9%
Canada	4.8M	12.2M	35.1M	-5.1M	-13%
China	1.4M	5.4M	22.9M	-2.1M	-8%
France	4.0M	7.5M	25.9M	-2.2M	-8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11%
India	30.8M	49.8M	161.3M	-9.6M	-6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11%
Italy	2.9M	4.5M	11.7M	-1.0M	-8%
Japan		1.9M	7.9M	-0.3M	-4%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8%
Newzealand		2.0M	11.4M	-1.4M	-11%
Norway		2.5M	13.7M	-1.4M	-9%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7%
Poland	0.4M	2.8M	5.2M	-0.9M	-15%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8%
Spain		1.8M	12.6M	-1.8M	-12%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8%
USA	11.5M	31.9M	87.8M	-10.2M	-10%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8%</b>

## P&L by Country

### FILTERS

region	All
sub_zone	All
FY	2021

All Values in USD

Country	Net Sales	COGS	Gross Margin	GM %
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%



P&L Statement  
by Months

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P&L for FY 2019  
by Fiscal Months

All values in USD

Quarters													
	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%



FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P&L for FY 2020  
by Fiscal Months

All values in USD

Quarters													
Metrics	Q1			Q2			Q3			Q4			Grand Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%



FILTERS

region	All
market	All
division	All
customer	All
FY	2021

P&L for FY 2021  
by Fiscal Months

All values in USD

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



### P&L comparison 2020 vs 2019

by Fiscal Months

Quarters

	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%
COGS	178.5%	175.1%	187.6%	181.9%	176.6%	181.0%	-64.4%	30.4%	61.6%	160.3%	168.3%	182.6%	140.8%
Gross Margin	144.6%	130.9%	138.6%	132.5%	142.7%	135.8%	-70.9%	11.9%	40.7%	113.6%	119.3%	132.9%	102.3%
GM %	-7.6%	-10.0%	-10.7%	-11.1%	-7.6%	-10.0%	-11.5%	-8.8%	-8.1%	-11.3%	-11.6%	-11.1%	-10.0%

### P&L comparison 2021 vs 2020

by Fiscal Months

Quarters

	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
COGS	166.7%	170.0%	162.2%	163.3%	165.9%	167.6%	1991.9%	473.8%	353.1%	182.3%	175.3%	162.5%	208.6%
Gross Margin	154.3%	155.9%	153.9%	157.1%	154.0%	154.1%	1963.8%	440.4%	336.9%	172.5%	171.6%	156.5%	197.6%
GM %	-2.9%	-3.3%	-2.0%	-1.5%	-2.8%	-3.2%	-0.9%	-3.7%	-2.3%	-2.2%	-0.8%	-1.5%	-2.3%



P&L Statement  
by Years

FILTERS	
region	All
market	All
customer	All
division	All

All values in USD

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

## GM% by Quarters

( Sub Zones )

### FILTERS

FY 2019

### GM% for 2019

by Quarters

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
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%

### FILTERS

FY 2020

### GM% for 2020

by Quarters

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
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%

### FILTERS

FY 2021











### GM% for 2021

by Quarters

GM %	Quarters				
Sub Zones	Q1	Q2	Q3	Q4	Grand Total
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%

## Top 10 Products

All Values in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	 541%
AQ Mx NB	0.0M	1.4M	 5624%
AQ Pen Drive DRC	0.6M	3.8M	 488%
AQ Smash 2	0.4M	11.2M	 2489%
AQ Zion Saga	0.7M	3.6M	 429%
AQ GT 21	0.8M	4.4M	 461%
AQ Home Allin1	0.7M	5.2M	 669%
AQ LION x1	0.0M	0.8M	 1619%
AQ LION x2	0.1M	0.9M	 1669%
AQ LION x3	0.1M	1.2M	 1692%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708%</b>



# Division Level Report

All Values in USD

Division	2020	2021	2021 vs 2020	
N & S	51.4M	94.7M	<div></div>	84%
P & A	105.2M	338.4M	<div></div>	222%
PC	40.1M	165.8M	<div></div>	314%
Grand Total	196.7M	598.9M		204%



Top 5 Products

All Values in USD

Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wireless x1 Ms	4.1M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
Grand Total	19.0M

Bottom 5 Products

All Values in USD

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

## New Products Added in 2021

All Values in USD

Peoducts	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>

## Top 5 Countries in 2021

All Values in USD

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