



# SALES & FINANCE

## EXCEL REPORT

Morris Charts

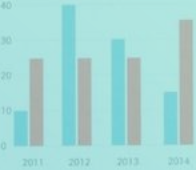
Line Chart



Area Chart



Bar Chart



Donut Chart



Sparkline Charts

Line Chart



Bar Chart



Pie Chart



Easy Pie Charts



### AtliQ Hardwares



#### FILTERS

region All  
market All  
division All

#### Market

#### Performance Vs Target

All value are in USD

Market	2019	2020	2021	Target	21 - Target
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M
Austria		0.1M	2.8M	3.2M	-0.3M
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M
China	1.4M	5.4M	22.9M	25.0M	-2.1M
France	4.0M	7.5M	25.9M	28.1M	-2.2M
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M
India	30.8M	49.8M	161.3M	170.8M	-9.6M
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M
Japan		1.9M	7.9M	8.2M	-0.3M
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M
Newzealand		2.0M	11.4M	12.8M	-1.4M
Norway		2.5M	13.7M	15.1M	-1.4M
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M
Spain		1.8M	12.6M	14.4M	-1.8M
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M
USA	11.5M	31.9M	87.8M	98.0M	-10.2M
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M

Presented By : Bilal Ahmed



# CONTENT

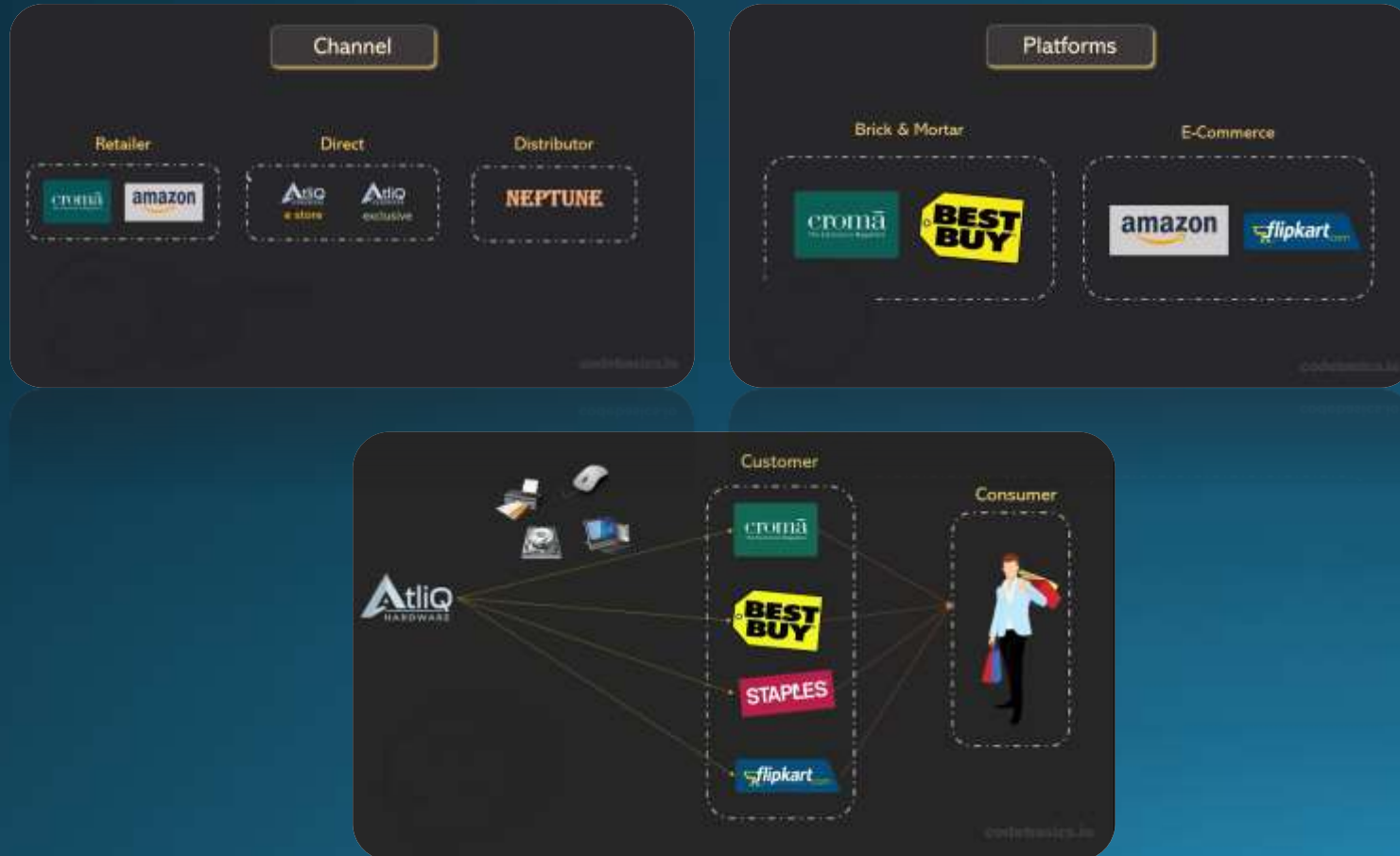
**Introduction**

**Problem Statement**

**Sales & Finance Report**



# Introduction



**Atliq Hardware** is a leading company that supplies product such as computer hardware and peripherals to client across the world.



# Problem Statement

AltIQ Hardware has been facing significant losses in recent years. Instead of relying on handwritten reports, they recognize the need for more insightful data to make informed decisions. As a result, they're requesting an Excel report to thoroughly analyze their sales and financial performance.



# Reports

## SALES

- ☐ Customer Performance Report
- ☐ Market Performance Report
- ☐ Top 5 Product & Division
- ☐ New Product & Top 10 Product
- ☐ Top N Button 5 Product

## FINANCE

- ☐ P & L Yearly
- ☐ P & L Market
- ☐ P & L Monthly
- ☐ GM % By Quarters



# SALES REPORT



## AtliQ Hardwares



## FILTERS

region	All
market	All
division	All

## Customer

## Net Sales Performance

All values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
Ali-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%
Electricalsblance 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%
Electricalsequipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjep	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%
Giras	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	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%

## Customer Net Sales Performance

## AtliQ Hardwares



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

# Market Performance | Top 5 Country | Division Level Report

## AtliQ Hardwares



### FILTERS

region	All
market	All
division	All

### Market

#### Performance Vs Target

All value are in USD

Market	2019	2020	2021	Target	21 - Target
Australia	3.9M	10.7M		21.0M	23.2M
Austria		0.1M		2.8M	3.2M
Bangladesh	0.5M	2.3M		7.0M	7.7M
Canada	4.8M	12.2M		35.1M	40.1M
China	1.4M	5.4M		22.9M	25.0M
France	4.0M	7.5M		25.9M	28.1M
Germany	2.6M	4.7M		12.0M	13.5M
India	30.8M	49.8M		161.3M	170.8M
Indonesia	2.5M	6.2M		18.4M	20.8M
Italy	2.9M	4.5M		11.7M	12.8M
Japan		1.9M		7.9M	8.2M
Netherlands	0.2M	3.4M		8.0M	8.6M
Newzealand		2.0M		11.4M	12.8M
Norway		2.5M		13.7M	15.1M
Pakistan	0.6M	4.7M		5.7M	6.2M
Philippines	5.7M	13.4M		31.9M	34.4M
Poland	0.4M	2.8M		5.2M	6.1M
Portugal	0.7M	3.6M		11.8M	12.3M
South Korea	12.8M	17.3M		49.0M	53.3M
Spain		1.8M		12.6M	14.4M
Sweden	0.1M	0.2M		1.8M	2.0M
United Kingdom	2.0M	8.1M		34.2M	37.1M
USA	11.5M	31.9M		87.8M	98.0M
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>		<b>598.9M</b>	<b>653.8M</b>

## AtliQ Hardwares



### FILTERS

region	All
division	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>

### FILTERS

region	All
customer	All

### Division Level Report

All values are in USD

Division	2020	2021	2021 vs 2022
N & S	51.4M	94.7M	84.38%
P & A	105.2M	338.4M	221.53%
PC	40.1M	165.8M	313.70%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.48%</b>



# Top 10 Product and New Product

## AtliQ Hardwares



### FILTERS

region	All
market	All
division	All

### New Products 2021

All values are in USD

Product	2020	2021
AQ Ctx3		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>

## AtliQ Hardwares



### FILTERS

region	All
division	All
customer	All

### Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>

# Top 5 and Bottom 5 Product

## AtliQ Hardwares



### FILTERS

division	All
region	All
customer	All

### Top 5 Product

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>19000112</b>

### FILTERS

division	All
region	All
customer	All

### Bottom 5 Product

Product	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>174887</b>



# FINANCE REPORT

# P & L By Fiscal Year And Markets

## Atliq Hardwares



### FILTERS

region All  
sub\_zone All  
FY 2021

### P & L

#### for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

## Atliq Hardwares



### FILTERS

region All  
customer All  
division All  
market All

### P & L

#### By Fiscal Years

Note 21 vs 22 is not part of Pivot T

Values	Fiscal years			
	2019	2020	2021	21 vs 22
Net sales	87.5M	196.7M	598.9M	304.5%
COGS	51.2M	123.4M	380.7M	308.6%
Gross margin	36.2M	73.3M	218.2M	297.6%
G M %	41.4%	37.3%	36.4%	97.7%

# Profit And Loss Monthly

## AtliQ Hardwares



### FILTERS

region All  
customer All  
division All  
market All

### P & L

By Fiscal Months

Note :- Do not modify

FY 2019

### Quarters

Metrics	Q1			Q2			Q3	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	
Gross margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	
G M %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	

### FILTERS

region All  
customer All  
division All  
market All

### P & L

By Fiscal Months

FY 2020

### Quarters

Metrics	Q1			Q2			Q3	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net sales	17.1M	20.6M	28.7M	28.9M	17.1M	15.9M	2.1M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	
Gross margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	
G M %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	

### FILTERS

region All  
customer All  
division All  
market All

### P & L

By Fiscal Months

FY 2021

### Quarters

Metrics	Q1			Q2			Q3	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Net sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	
Gross margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	
G M %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	

## AtliQ Hardwares



### Net Sales

### Comperasion

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%



# GM % BY COUNTRY

Atliq Hardwares



GM% by Quarters (sub\_zone)

## FILTERS

FY 2019

GM%	Quarters				Grand Total
Sub Zone	Q1	Q2	Q3	Q4	
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

GM%	Quarters				Grand Total
Sub Zone	Q1	Q2	Q3	Q4	
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%	39.2%	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

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



**THANK YOU**