



# ATLIQ HARDWARES

## SALES & FINANCE REPORTS

---

BY GAYATRI NAIDU





# REPORTS PREPARED

- **SALES ANALYSIS :**

1. Customer performance report
2. Market Performance
3. Top 10 Products
4. Division wise Net Sales Growth
5. Top 5 Products
6. Bottom 5 Products
7. New Product Sales
8. Top 5 Countries Sales

- **FINANCE ANALYSIS :**

1. P&L Report by Fiscal Year
2. P&L Report by Months and Quarters
3. P&L Report by Market
4. Gross Margin % by Quarter based on Sub Zone

# AtliQ Hardwares



## FILTERS

region  
market  
division

All  
All  
All

**Customer**  
**Net Sales Performance**  
**All values are in USD**

Customer	2019	2020	2021	2021 vs 2020
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%

# AtliQ Hardwares



Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	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>



## FILTERS

region	All	Market			
division	All	Performance vs Target			
		All values are in USD			

Customer	2019	2020	2021	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%
Philippines	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
division	All
customer	All

## Top 10 Products

All values are in USD

Product	2020	2021	% change
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>

# AtliQ Hardwares



## FILTERS

	All	Division
region	All	Net Sales Growth %
customer	All	All values are in USD

Customer	2020	2021	% change
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.5%</b>

# AtliQ Hardwares



## FILTERS

region	All
division	All
customer	All

## Top 5 Products

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

region	All
division	All
customer	All

## Bottom 5 Products

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

# AtliQ Hardwares



## FILTERS

region  
division  
customer

All  
All  
All

**Product**  
**New Products**

Product	2020	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
customer	All

**Top 5 Country - 2021**

All values are in USD

Customer	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

customer	All
market	All
region	All

P & L

By Fiscal Years

All values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	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%



## FILTERS

customer	All
market	All
division	All
region	All
Fiscal Year	2019

## P &amp; L

By Fiscal Months

All values are in USD

All values are in USD

Note: Do not modify the pivot table

Metrics	Quarters												Grand Total	
	Q1				Q2				Q3					
	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 <b>87.5M</b>	
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 <b>51.2M</b>	
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 <b>36.2M</b>	
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% <b>41.4%</b>	

customer All

market All

division All

region All

Fiscal Year 2020

## P &amp; L

By Fiscal Months

All values are in USD

All values are in USD

Metrics	Quarters												Grand Total	
	Q1				Q2				Q3					
	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 <b>196.7M</b>	
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 <b>123.4M</b>	
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 <b>73.3M</b>	
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% <b>37.3%</b>	

customer All

market All

division All

region All

Fiscal Year 2021

## P &amp; L

By Fiscal Months

All values are in USD

All values are in USD

Metrics	Quarters												Grand Total	
	Q1				Q2				Q3					
	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 <b>598.9M</b>	
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 <b>380.7M</b>	
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 <b>218.2M</b>	
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% <b>36.4%</b>	

## 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%	173.9%	160.3%	204.5%
20 vs 19	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%



## FILTERS

region	All	P & L
sub_zone	All	All Markets
Fiscal Year	2021	All values are in USD

Customer	Net Sales	cogs	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philiphines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%
<b>Grand Total</b>	<b>598.9M</b>	<b>380.7M</b>	<b>218.2M</b>	<b>36.43%</b>



## FILTERS

## GM% by Quarters (sub\_zone)

Fiscal Year **2019**

GM % Customer	Quarters				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
ANZ	43.0%	42.2%	42.6%	42.5%	<b>42.6%</b>
India	42.5%	42.2%	42.0%	42.5%	<b>42.4%</b>
NA	35.1%	35.4%	35.4%	35.7%	<b>35.4%</b>
NE	36.6%	37.0%	36.5%	36.6%	<b>36.7%</b>
ROA	44.5%	44.3%	44.0%	44.5%	<b>44.4%</b>
SE	44.5%	44.1%	44.0%	44.2%	<b>44.2%</b>

Fiscal Year **2020**

GM % Customer	Quarters				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
ANZ	43.3%	43.0%	42.8%	41.8%	<b>42.8%</b>
India	32.3%	32.1%	32.4%	32.0%	<b>32.2%</b>
NA	39.9%	40.1%	39.1%	39.7%	<b>39.8%</b>
NE	37.6%	37.8%	38.5%	37.7%	<b>37.8%</b>
ROA	38.4%	38.3%	38.8%	37.7%	<b>38.2%</b>
SE	38.5%	37.3%	38.2%	37.8%	<b>37.9%</b>

Fiscal Year **2021**

GM % Customer	Quarters				<b>Grand Total</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	
ANZ	39.0%	37.8%	38.3%	38.0%	<b>38.3%</b>
India	32.3%	31.8%	31.9%	32.0%	<b>32.0%</b>
NA	37.1%	37.4%	37.5%	37.4%	<b>37.3%</b>
NE	37.9%	38.7%	38.2%	38.3%	<b>38.3%</b>
ROA	38.5%	38.4%	38.1%	38.1%	<b>38.3%</b>
SE	38.6%	38.3%	38.6%	38.5%	<b>38.5%</b>

# **THANK YOU**