

ATLIQ HARDWARE: SALES AND FINANCE ANALYTICS

BY: ABHILASHA DHOLE



INTRODUCTION

AtliQ Hardware is a top distributor and retailer of IT hardware and consumer electronics. The company provides high-quality products, such as computer components and networking equipment, to individuals and businesses. Known for its innovation and customer focus, AtliQ has earned a strong reputation across various markets.

A graphic at the bottom of the slide features silhouettes of four people in a blue-to-white gradient. On the left, a person sits on a chair, looking at a smartphone. In the center, a person lies on their stomach, looking at a laptop screen. To the right, another person sits with their back to the viewer, looking at a tablet. Above them, a fourth person stands and reaches up towards a large, glowing lightbulb that is suspended in the air by several thin lines, symbolizing ideas or innovation.

PROBLEM STATEMENT

AtliQ Hardware is facing declining sales in the highly competitive Latin American market, resulting in significant financial losses.

Competitors such as Dell and HP are rapidly gaining market share, further intensifying... the challenge. This situation requires a thorough analysis to identify existing gaps and formulate effective strategies to regain a competitive edge.

PROJECT OVERVIEW

This project examines AtliQ Hardware's sales and financial performance by analyzing historical data, market trends, and profit-and-loss reports. It highlights key patterns in revenue, expenses, and profitability, providing valuable insights to support data-driven strategies for sustainable growth and business optimization.

CUSTOMER PERFORMANCE REPORT

AtliQ Hardwares



Filters

region

All

Customer

Net Sales Performance

market

All

division

All

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%

The Customer Performance Report analyzes revenue contributions, purchasing trends, and segment profitability.

CUSTOMER PERFORMANCE REPORT

AtliQ Hardwares



Customer	Revenue	Purchases	Profit Margin	Growth %
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%
Notebillig	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%

The Customer Performance Report analyzes revenue contributions, purchasing trends, and segment profitability.

MARKET PERFORMANCE VS TARGET REPORT

AtliQ Hardwares						
Filters		Market Performance vs Target				
region	All	Performance vs Target				
division	All	All values are in USD				
Country	2019	2020	2021	2021 - Target	%	
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.5%	
Austria		0.1 M	2.8 M	-0.3 M	-11.7%	
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.3%	
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.5%	
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.0%	
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.4%	
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.7%	
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.9%	
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.9%	
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-9.0%	
Japan		1.9 M	7.9 M	-0.3 M	-4.1%	
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.2%	
Newzealand		2.0 M	11.4 M	-1.4 M	-12.3%	
Norway		2.5 M	13.7 M	-1.4 M	-10.5%	
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.3%	
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.8%	
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.1%	
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.3%	
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.9%	
Spain		1.8 M	12.6 M	-1.8 M	-14.1%	
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.1%	
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.7%	
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.7%	
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.2%	

The Market Performance Report compares sales against regional targets, highlighting strong markets and areas requiring improvement to guide better strategies.

P&L STATEMENT BY YEAR REPORT

AtliQ Hardwares



Filters

market	All
region	All
division	All
customer	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%

The Fiscal Year P&L report provides an overview of annual revenue, expenses, and profit, emphasizing financial performance trends.

P&L STATEMENT BY MARKET REPORT

AtliQ Hardwares



Filters

region	All
sub_zone	All
FY	All

P & L

For Markets

All values are in USD

Market	Net sales	COGS	Gross Margin	GM %
Australia	35.6 M	22.1 M	13.5 M	37.9%
Austria	3.0 M	2.1 M	0.9 M	30.0%
Bangladesh	9.7 M	6.3 M	3.4 M	35.4%
Canada	52.0 M	31.5 M	20.5 M	39.4%
China	29.7 M	17.6 M	12.1 M	40.8%
France	37.5 M	21.2 M	16.2 M	43.3%
Germany	19.3 M	13.5 M	5.8 M	29.9%
India	241.9 M	161.2 M	80.7 M	33.4%
Indonesia	27.1 M	16.3 M	10.8 M	39.8%
Italy	19.1 M	12.9 M	6.2 M	32.6%
Japan	9.8 M	5.4 M	4.4 M	44.7%
Netherlands	11.6 M	6.5 M	5.0 M	43.6%
Newzealand	13.4 M	7.4 M	6.0 M	45.0%
Norway	16.2 M	11.2 M	5.0 M	30.7%
Pakistan	11.0 M	6.7 M	4.3 M	39.2%
Philippines	50.9 M	30.2 M	20.8 M	40.8%
Poland	8.4 M	4.9 M	3.5 M	41.5%
Portugal	16.2 M	9.6 M	6.6 M	40.7%
South Korea	79.1 M	50.2 M	28.8 M	36.5%
Spain	14.4 M	9.5 M	4.8 M	33.7%
Sweden	2.0 M	1.2 M	0.8 M	40.6%
United Kingdom	44.2 M	25.3 M	18.9 M	42.7%
USA	131.2 M	82.5 M	48.7 M	37.1%
Grand Total	883.0 M	555.3 M	327.7 M	37.1%

The P&L by Markets report evaluates regional revenue, expenses, and profits, pinpointing high-performing areas and growth opportunities.

P&L STATEMENT BY MONTHS REPORT

AtliQ Hardwares

Filters	
market	All
region	All
division	All
customer	All
FY	2019

P & L
By Fiscal Years
All values in USD
Note: 21 vs 20 is not part of pivot table
Note: Do not modify the Pivot Table

Quarters

Metrics	Q1			Q2			Q3			Q4			Grand Total
	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%

market All
region All
division All
customer All
FY 2020

P & L
By Fiscal Years
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%

The P&L by Months report provides insights into monthly financial performance, emphasizing seasonal or quarterly variations in profit.

P&L STATEMENT BY MONTHS REPORT

AtliQ Hardwares



market All
region All
division All
customer All
FY 2021

P & L
By Fiscal Years
All values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
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%

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%

The P&L by Months report provides insights into monthly financial performance, emphasizing seasonal or quarterly variations in profit.

New Products – FY 2021

AtliQ Hardwares



Filters

region	All
division	All
customer	All

New Products 2021

All values are in USD

Product	2021
AQ Clx3	4.4 M
AQ Electron 3 3600 Desktop Processor	14.2 M
AQ Gen Y	19.5 M
AQ GEN Z	11.7 M
AQ HOME Allin1 Gen 2	3.5 M
AQ Lumina Ms	4.2 M
AQ Marquee P3	4.9 M
AQ Marquee P4	1.7 M
AQ Maxima Ms	13.7 M
AQ MB Lito	2.8 M
AQ MB Lito 2	2.3 M
AQ Qwerty	22.0 M
AQ Qwerty Ms	15.4 M
AQ Trigger	20.7 M
AQ Trigger Ms	17.9 M
AQ Wi Power Dx3	17.2 M
Grand Total	176.2 M

This report monitors newly launched products during FY 2021, assessing their performance and revenue influence.

Top 5 and Bottom 5 Products Report

AtliQ Hardwares



Filters

region	All
division	All
customer	All

Top 5 Products

All values are in USD

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
Grand Total	19.0M

Filters

region	All
division	All
customer	All

Bottom 5 Products

All values are in USD

Product	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K

By highlighting best-selling and worst-selling products, this report offers actionable insights for inventory optimization and marketing focus.

Top 10 Products Report

AtliQ Hardwares



Filters

region
division
customer

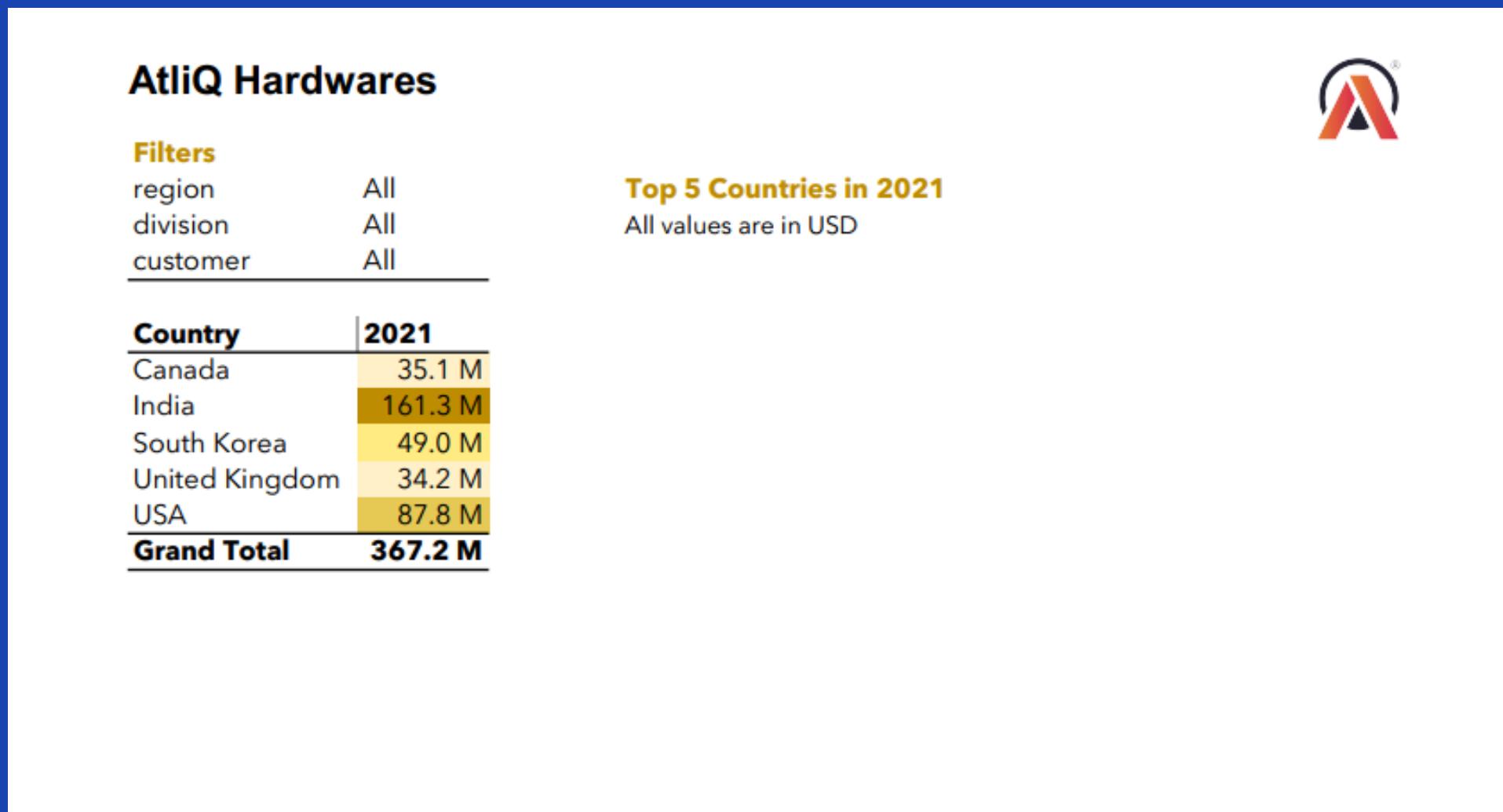
All
All
All

Top 10 Products
All values are in USD

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	641.3%
AQ GT 21	0.8 M	4.4 M	561.1%
AQ Home Allin1	0.7 M	5.2 M	769.0%
AQ LION x1	0.0 M	0.8 M	1719.5%
AQ LION x2	0.1 M	0.9 M	1768.9%
AQ LION x3	0.1 M	1.2 M	1792.3%
AQ Mx NB	0.0 M	1.4 M	5723.5%
AQ Pen Drive DRC	0.6 M	3.8 M	587.7%
AQ Smash 2	0.4 M	11.2 M	2589.5%
AQ Zion Saga	0.7 M	3.6 M	528.5%
Grand Total	6.4 M	52.0 M	808.0%

The report presents the top 10 products by sales, offering insights for inventory management and strategic planning, with year-on-year comparisons.

Best Performing Countries



This report presents the top five countries by sales in FY 2021, providing insights into leading markets and opportunities for expansion.

Division-Level Report

AtliQ Hardwares



Filters

region All
customer All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	184.4%
P & A	105.2 M	338.4 M	321.5%
PC	40.1 M	165.8 M	413.7%
Grand Total	196.7 M	598.9 M	304.5%

The Division-Level Report compares product performance across divisions for FY 2020 and FY 2021, highlighting trends and supporting strategic planning and optimized offerings.

Quarterly Gross Margin % Report

AtliQ Hardwares



Filters

FY 2019

GM % by
Quarters (sub_zone)
All values are in USD

Market	Fiscal Years					Grand Total
	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

Market	Fiscal Years					Grand Total
	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%	39.7%	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%	

FY 2021

Market	Fiscal Years					Grand Total
	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%	

The Quarterly GM Report monitors gross margin trends each quarter, highlighting regional profitability patterns.

Key Recommendations:

1. Focus on Top Products & Markets – Prioritize inventory, marketing, and growth efforts.
2. Optimize Underperforming Areas – Improve low-performing products, divisions, and markets.
3. Leverage Trends for Planning – Use quarterly, monthly, and FY data to guide launches and resource allocation.
4. Track New Product Impact – Monitor revenue and market contribution to refine future launches.
5. Enhance Customer & Division Insights – Tailor offerings and strategies for better profitability.

THANK YOU!



BY:ABHILASHA DHOLE

