



Sales Analytics (FMCG)


















By Debapriya Saha

Filter

region All
market All
division All

Customer
Net Sales Performance

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	₹ 1.42M	₹ 2.89M	₹ 10.92M	378.08%
All-Out		₹ 0.16M	₹ 0.81M	495.70%
Amazon	₹ 12.17M	₹ 37.51M	₹ 82.09M	218.87%
Argos (Sainsbury's)	₹ 0.35M	₹ 0.74M	₹ 2.27M	305.98%
AtliQ Exclusive	₹ 9.58M	₹ 17.68M	₹ 61.12M	345.77%
Atlas Stores	₹ 0.18M	₹ 0.67M	₹ 3.17M	470.34%
Atliq e Store	₹ 7.18M	₹ 23.67M	₹ 52.98M	223.83%
BestBuy	₹ 0.85M	₹ 1.77M	₹ 6.31M	356.08%
Boulanger	₹ 0.24M	₹ 0.83M	₹ 4.07M	492.93%
Chip 7	₹ 0.60M	₹ 1.32M	₹ 5.51M	416.07%
Chiptec		₹ 0.42M	₹ 3.02M	722.03%
Control	₹ 0.91M	₹ 2.20M	₹ 7.67M	349.23%
Coolblue	₹ 0.46M	₹ 1.18M	₹ 4.25M	360.00%
Costco	₹ 1.14M	₹ 2.75M	₹ 9.29M	337.37%
Croma	₹ 1.67M	₹ 2.47M	₹ 7.55M	305.11%
Currys (Dixons Carphone)	₹ 0.29M	₹ 0.76M	₹ 1.87M	246.94%
Digimarket	₹ 0.80M	₹ 1.72M	₹ 4.14M	241.05%
Ebay	₹ 2.61M	₹ 6.27M	₹ 15.17M	242.16%
Electricalsara Stores	₹ 0.12M	₹ 0.65M	₹ 1.85M	285.96%
Electricalsbea Stores		₹ 0.14M	₹ 0.72M	504.64%
Electricalslance Stores	₹ 0.10M	₹ 0.75M	₹ 2.35M	313.34%
Electricalslytical	₹ 1.80M	₹ 2.61M	₹ 11.94M	457.50%
Electricalsocity	₹ 2.34M	₹ 3.46M	₹ 12.42M	358.75%
Electricalsquipo Stores	₹ 0.18M	₹ 0.68M	₹ 3.64M	535.32%
Elite	₹ 0.42M	₹ 0.83M	₹ 4.13M	495.52%
Elkjøp	₹ 0.46M	₹ 1.32M	₹ 5.16M	391.90%
Epic Stores	₹ 0.41M	₹ 0.94M	₹ 4.19M	446.06%
Euronics	₹ 0.36M	₹ 0.88M	₹ 3.90M	444.67%
Expert	₹ 0.79M	₹ 1.77M	₹ 6.43M	363.98%
Expression	₹ 1.65M	₹ 2.99M	₹ 9.82M	328.24%
Ezone	₹ 1.53M	₹ 2.02M	₹ 7.92M	391.62%
Flawless Stores	₹ 0.07M	₹ 0.46M	₹ 1.81M	396.28%
Flipkart	₹ 2.94M	₹ 8.35M	₹ 19.29M	231.03%
Fnac-Darty	₹ 0.54M	₹ 0.82M	₹ 2.87M	349.77%
Forward Stores	₹ 0.56M	₹ 1.50M	₹ 4.07M	271.97%
Girias	₹ 1.55M	₹ 2.07M	₹ 8.67M	419.29%
Info Stores	₹ 0.07M	₹ 0.48M	₹ 1.84M	384.09%
Insight	₹ 0.42M	₹ 1.01M	₹ 2.76M	271.84%
Integration Stores		₹ 0.16M	₹ 1.44M	887.19%
Leader	₹ 4.68M	₹ 5.97M	₹ 18.80M	314.81%
Logic Stores	₹ 0.17M	₹ 0.93M	₹ 4.81M	515.17%
Lotus	₹ 1.48M	₹ 2.11M	₹ 8.09M	382.61%
Neptune	₹ 0.99M	₹ 3.42M	₹ 16.11M	471.50%
Nomad Stores	₹ 0.53M	₹ 1.63M	₹ 4.02M	246.89%
Notebillig	₹ 0.25M	₹ 0.39M	₹ 1.12M	287.39%
Nova		₹ 0.01M	₹ 0.35M	2664.92%
Novus	₹ 1.87M	₹ 3.73M	₹ 9.85M	264.20%
Otto	₹ 0.26M	₹ 0.40M	₹ 1.20M	298.58%
Premium Stores	₹ 0.46M	₹ 1.10M	₹ 3.88M	353.09%
Propel	₹ 1.59M	₹ 2.46M	₹ 10.83M	440.64%
Radio Popular	₹ 0.51M	₹ 1.45M	₹ 5.27M	362.56%
Radio Shack	₹ 0.81M	₹ 1.75M	₹ 5.44M	311.51%

Customer	2019	2020	2021	2021 vs 2020
Reliance Digital	₹ 1.62M	₹ 2.57M	₹ 9.73M	 377.90%
Relief	₹ 0.39M	₹ 1.01M	₹ 4.06M	 403.57%
Sage	₹ 4.83M	₹ 6.44M	₹ 20.70M	 321.52%
Saturn	₹ 0.23M	₹ 0.38M	₹ 1.19M	 310.46%
Sorefoz	₹ 0.55M	₹ 1.07M	₹ 4.66M	 433.63%
Sound	₹ 0.56M	₹ 1.67M	₹ 4.36M	 260.26%
Staples	₹ 1.24M	₹ 2.85M	₹ 8.75M	 306.95%
Surface Stores	₹ 0.09M	₹ 0.53M	₹ 2.12M	 398.80%
Synthetic	₹ 1.89M	₹ 4.42M	₹ 12.19M	 275.98%
Taobao	₹ 0.22M	₹ 1.33M	₹ 3.30M	 248.66%
UniEuro	₹ 0.60M	₹ 1.61M	₹ 7.35M	 457.03%
Vijay Sales	₹ 1.73M	₹ 2.15M	₹ 8.53M	 397.78%
Viveks	₹ 1.55M	₹ 2.24M	₹ 7.78M	 348.10%
walmart	₹ 1.26M	₹ 2.63M	₹ 9.73M	 370.45%
Zone	₹ 0.34M	₹ 1.56M	₹ 5.26M	 336.20%
Grand Total	₹ 87.48M	₹ 196.69M	₹ 598.88M	304.48%

Filter

region All
division All

Market

Performance Vs Target

Customer	2019	2020	2021	2021 - Target	%
Australia	₹ 3.88M	₹ 10.70M	₹ 20.99M	-₹ 2.21M	-10.54%
Austria		₹ 0.12M	₹ 2.84M	-₹ 0.33M	-11.74%
Bangladesh	₹ 0.48M	₹ 2.26M	₹ 6.95M	-₹ 0.72M	-10.31%
Canada	₹ 4.76M	₹ 12.17M	₹ 35.06M	-₹ 5.07M	-14.45%
China	₹ 1.43M	₹ 5.42M	₹ 22.89M	-₹ 2.07M	-9.03%
France	₹ 4.04M	₹ 7.47M	₹ 25.94M	-₹ 2.19M	-8.44%
Germany	₹ 2.56M	₹ 4.69M	₹ 12.01M	-₹ 1.53M	-12.72%
India	₹ 30.82M	₹ 49.77M	₹ 161.26M	-₹ 9.55M	-5.92%
Indonesia	₹ 2.52M	₹ 6.21M	₹ 18.41M	-₹ 2.38M	-12.93%
Italy	₹ 2.90M	₹ 4.46M	₹ 11.72M	-₹ 1.05M	-8.96%
Japan		₹ 1.88M	₹ 7.92M	-₹ 0.33M	-4.12%
Netherlands	₹ 0.23M	₹ 3.36M	₹ 7.98M	-₹ 0.66M	-8.22%
Newzealand		₹ 1.99M	₹ 11.40M	-₹ 1.40M	-12.30%
Norway		₹ 2.48M	₹ 13.68M	-₹ 1.44M	-10.50%
Pakistan	₹ 0.62M	₹ 4.69M	₹ 5.66M	-₹ 0.52M	-9.27%
Philippines	₹ 5.69M	₹ 13.37M	₹ 31.86M	-₹ 2.50M	-7.84%
Poland	₹ 0.41M	₹ 2.79M	₹ 5.19M	-₹ 0.94M	-18.13%
Portugal	₹ 0.75M	₹ 3.59M	₹ 11.83M	-₹ 0.51M	-4.29%
South Korea	₹ 12.80M	₹ 17.28M	₹ 48.97M	-₹ 4.36M	-8.91%
Spain		₹ 1.77M	₹ 12.62M	-₹ 1.79M	-14.15%
Sweden	₹ 0.05M	₹ 0.23M	₹ 1.77M	-₹ 0.20M	-11.11%
United Kingdom	₹ 2.00M	₹ 8.08M	₹ 34.15M	-₹ 2.98M	-8.72%
USA	₹ 11.53M	₹ 31.92M	₹ 87.78M	-₹ 10.24M	-11.66%
Grand Total	₹ 87.48M	₹ 196.69M	₹ 598.88M	-₹ 54.94M	-9.17%

FILTERS

region	All
category	All
customer	All

Products	2020	2021	21 Vs 20
AQ Electron 4 3600 Desktop Processor	₹ 3.02M	₹ 19.35M	641.26%
AQ GT 21	₹ 0.78M	₹ 4.38M	561.14%
AQ Home Allin1	₹ 0.67M	₹ 5.16M	768.99%
AQ LION x1	₹ 0.05M	₹ 0.84M	1719.49%
AQ LION x2	₹ 0.05M	₹ 0.94M	1768.87%
AQ LION x3	₹ 0.07M	₹ 1.23M	1792.25%
AQ Mx NB	₹ 0.03M	₹ 1.44M	5723.52%
AQ Pen Drive DRC	₹ 0.65M	₹ 3.81M	587.66%
AQ Smash 2	₹ 0.43M	₹ 11.21M	2589.49%
AQ Zion Saga	₹ 0.69M	₹ 3.64M	528.55%
Grand Total	₹ 6.43M	₹ 51.99M	808.04%



FILTERS

region	All
category	All
customer	All

Top 5 Products

Products	Qty_Sold
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 M	4.13M
Grand Total	19000112

FILTERS

region	All
category	All
customer	All

Bottom 5 Products

Products	Qty_Sold
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	174887



FILTERS

Division Level Report

region

customer

All

All

Products	2020	2021	21 Vs 20
N & S	₹ 51.4M	₹ 94.7M	184.38%
P & A	₹ 105.2M	₹ 338.4M	321.53%
PC	₹ 40.1M	₹ 165.8M	413.70%
Grand Total	₹ 196.69M	₹ 598.88M	304.48%



FILTERS

region
category
customer

APAC
All
All

Products	2020	2021
AQ Clx3		0.2M
AQ Electron 3 3600 Desktop Processor		0.1M
AQ Gen Y		0.1M
AQ GEN Z		0.0M
AQ HOME Allin1 Gen 2		0.0M
AQ Lumina Ms		0.2M
AQ Marquee P3		0.1M
AQ Marquee P4		0.0M
AQ Maxima Ms		1.1M
AQ MB Lito		0.1M
AQ MB Lito 2		0.1M
AQ Qwerty		0.9M
AQ Qwerty Ms		1.1M
AQ Trigger		0.7M
AQ Trigger Ms		1.1M
AQ Wi Power Dx3		0.5M
Grand Total		6.5M



FILTERS

region	All
customer	All

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



region	All
customer	All
market	All
division	All

P&L
By Fiscal Years

Metrics	Fiscal Years			21 VS 20
	2019	2020	2021	
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%
Gross_Margin(%)	41.4%	37.3%	36.4%	-2.3%

region All
market All
division All
customer All
Financial Year 2019

P&L By Quarters (2019)

Metrics	Quarters												Grand Total
	Sep	Q1 Oct	Nov	Dec	Q2 Jan	Feb	Mar	Q3 Apr	May	Jun	Q4 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
Gross_Margin(%)	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

region All
market All
division All
customer All
Financial Year 2020

P&L By Quarters (2020)

Metrics	Quarters												Grand Total
	Sep	Q1 Oct	Nov	Dec	Q2 Jan	Feb	Mar	Q3 Apr	May	Jun	Q4 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
Gross_Margin(%)	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

Quarters		P&L By Quarters (2021)
region	All	
market	All	
division	All	
customer	All	
Financial Year	2021	

Metrics	Quarters												Grand Total
	Sep	Q1 Oct	Nov	Dec	Q2 Jan	Feb	Mar	Q3 Apr	May	Jun	Q4 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
Gross_Margin(%)	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sale

Compersion

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
sub_zone All
Financial Year All

P&L

For Markets

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

GM% by Quarters (Sub_zone)

FILTERS

Financial Year 2019

GM% Sub_Zone	Quarters				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%

Financial Year 2020

GM% Sub_Zone	Quarters				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%

Financial Year 2021

GM% Sub_Zone	Quarters				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%