

**FILTERS**

region All
market All
division All

CUSTOMER**NET SALES PERFORMANCE**

All values are in USD

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%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
AtliQ e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
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%
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%	

**FILTERS**

region All
market India
division All

CUSTOMER**NET SALES PERFTMANCE**

Customer	2019	2020	2021	2021 vs 2020
Amazon	4.59M	9.78M	22.96M	234.89%
AtliQ e Store	1.57M	3.51M	8.74M	249.11%
AtliQ Exclusive	3.42M	4.68M	18.39M	392.62%
Croma	1.67M	2.47M	7.55M	305.11%
Ebay	1.69M	3.61M	8.52M	235.86%
Electricalslytical	1.61M	1.96M	8.45M	431.14%
Electricalsociety	1.77M	2.27M	9.42M	415.09%
Expression	1.53M	2.25M	8.79M	391.25%
Ezone	1.53M	2.02M	7.92M	391.62%
Flipkart	1.95M	4.28M	9.91M	231.82%
Girias	1.55M	2.07M	8.67M	419.29%
Lotus	1.48M	2.11M	8.09M	382.61%
Propel	1.59M	2.20M	9.08M	413.72%
Reliance Digital	1.59M	2.19M	8.48M	387.19%
Vijay Sales	1.73M	2.15M	8.53M	397.78%
Viveks	1.55M	2.24M	7.78M	348.10%
Grand Total	30.82M	49.77M	161.26M	324.02%

FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021-Target	2021- Target%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%



FILTERS

market	All
region	All
division	All
customer	All

P & L

By Fiscal Year

All values are in USD

Note: 21 vs 20

is not part of pivot table

Metrics	Fiscal Year				2021 vs 2020
	2019	2020	2021		
Net sales	87.48M	196.69M	598.88M		204.5%
COGS	51.24M	123.37M	380.71M		208.6%
Gross_margin	36.24M	73.32M	218.16M		197.6%
GM%	41.4%	37.3%	36.4%		-2.3%

AtliQ Hardware



FILTERS

region	All
market	All
division	All
customer	All
FY Year	2019

P & L

By Months

All values are in USD
Note: Do not modify Pivot table

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
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%

region	All
market	All
division	All
customer	All
FY Year	2020

P & L

By Months

All values are in USD
Note: Do not modify Pivot table

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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%

AtliQ Hardware



region	All	P & L By Months All values are in USD Note: Do not modify Pivot table
market	All	
division	All	
customer	All	
FY Year	2021	

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%	204%
20 vs 19	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%	125%

**FILTERS**

region All
sub_zone All
FY Year All

P & L**for markets**

All values are in USD

Market	Net sales	COGS	Gross_margin	GM%
Australia	35.57M	22.10M	13.47M	37.9%
Austria	2.96M	2.07M	0.89M	30.0%
Bangladesh	9.69M	6.26M	3.43M	35.4%
Canada	51.99M	31.51M	20.48M	39.4%
China	29.74M	17.60M	12.14M	40.8%
France	37.45M	21.23M	16.22M	43.3%
Germany	19.26M	13.50M	5.76M	29.9%
India	241.85M	161.16M	80.69M	33.4%
Indonesia	27.15M	16.35M	10.80M	39.8%
Italy	19.09M	12.86M	6.23M	32.6%
Japan	9.80M	5.42M	4.38M	44.7%
Netherlands	11.57M	6.52M	5.04M	43.6%
Newzealand	13.39M	7.37M	6.02M	45.0%
Norway	16.16M	11.19M	4.97M	30.7%
Pakistan	10.98M	6.67M	4.30M	39.2%
Philippines	50.92M	30.16M	20.76M	40.8%
Poland	8.39M	4.91M	3.48M	41.5%
Portugal	16.16M	9.59M	6.57M	40.7%
South Korea	79.05M	50.22M	28.83M	36.5%
Spain	14.39M	9.54M	4.85M	33.7%
Sweden	2.05M	1.22M	0.83M	40.6%
United Kingdom	44.23M	25.34M	18.89M	42.7%
USA	131.23M	82.54M	48.69M	37.1%

GM% by Quarters (sub_zone)

FILTERS

FY 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%

FY 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%

FY 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%