



# Sales & Finance Analysis

AliQ Hardware

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## Sales Analysis

The objective of sales analysis is to generate reports that provide answers to the following business inquiries:

- Customer Net sales Performance report.
- Market Performance vs sales target report
- Top 10 products based on the percentage increase in their net sales from 2020 to 2021.
- Division report to present the net sales data for 2020 and 2021, along with the growth percentage.
- Top 5 and bottom 5 in terms of quantity sold.
- The new products that AtliQ began selling in 2021.
- The top 5 countries in terms of net sales in 2021.



## Filters

region	All
Country	All
division	All

## Customer Net Sales Performance

(All Values are in USD)

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
AtliQ e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger		0.2M	0.8M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%

# AtliQ Hardwares



Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%
Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>



## Filters

region	All
Country	All
division	All

**Customer**  
**Market Performance Vs Target**  
 (All Values are in USD)

Country	2019	2020	2021	Target-21	2021 - Target	Target %
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.96%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.30%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.91%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-9.17%</b>



## Filters

region	All
Country	All
division	All

## Top 10 Products

(All Values are in USD)

Products	2020	2021	% 2020-2021
AQ Electron 4 3600			
Desktop Processor	3.0M	19.4M	541.26%
AQ GT 21	0.8M	4.4M	461.14%
AQ Home Allin1	0.7M	5.2M	668.99%
AQ LION x1	0.0M	0.8M	1619.49%
AQ LION x2	0.1M	0.9M	1668.87%
AQ LION x3	0.1M	1.2M	1692.25%
AQ Mx NB	0.0M	1.4M	5623.52%
AQ Pen Drive DRC	0.6M	3.8M	487.66%
AQ Smash 2	0.4M	11.2M	2489.49%
AQ Zion Saga	0.7M	3.6M	428.55%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.04%</b>



## Filters

region All

Country All

customer All

## Sales Report by Division

(All Values are in USD)

Division	2020	2021	% 2020-2021
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 598.9M</b>	<b>204.48%</b>



## Filters

region	All
Country	All
division	All

## Top 5 Products

(All Values are in USD)

Products	Qty
AQ Gamers	2.0M
AQ Gamers Ms	2.3M
AQ Master wired x1 Ms	2.5M
AQ Master wireless x1	2.0M
AQ Master wireless x1 Ms	2.5M
<b>Grand Total</b>	<b>11.3M</b>

## Filters

region	All
Country	All
division	All

## Bottom 5 Products

(All Values are in USD)

Products	Qty
AQ Gamer 1	31.5K
AQ GEN Z	37.9K
AQ Home Allin1	9.2K
AQ HOME Allin1 Gen 2	5.1K
AQ Smash 2	21.4K
<b>Grand Total</b>	<b>105.2K</b>

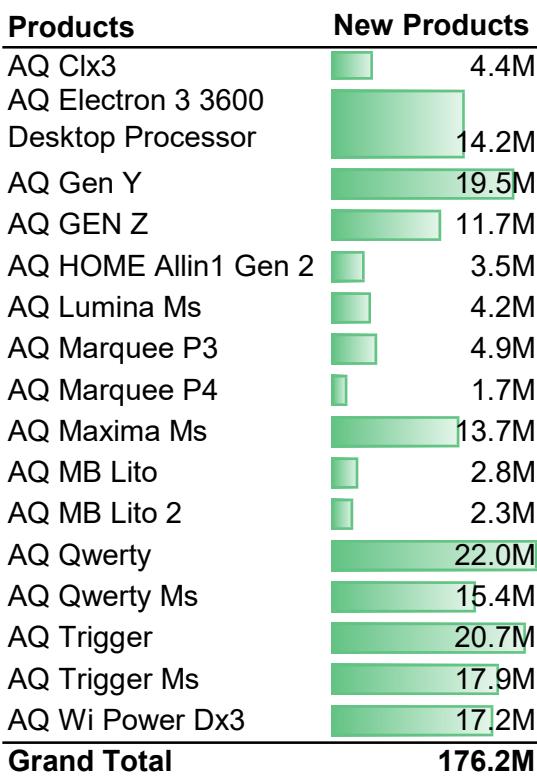


## Filters

region	All
Country	All
division	All

## New Products - 2021

(All Values are in USD)





## Filters

region	All
division	All

Country	Net sales
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>

## Top 5 Countries - 2021

(All Values are in USD)



## Finance Analysis

The objective of finance analysis is to generate profit and loss (P&L) reports:

- Profit and Loss (P&L) report by Fiscal Year.
- Profit and Loss (P&L) report by Countries and Fiscal year 2021.
- Profit and Loss (P&L) report by Fiscal Year and Months.



## Filters

customer	All
division	All
region	All
Country	All

## P&L

### By Fiscal Year

(All Values are in USD)

Fiscal Years

Metrics	Fiscal Years			2021 vs 2020
	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%
GM %	41.4%	37.3%	36.4%	-2.3%



## Filters

region	All
sub_zone	All
Fiscal year	2021

## P&L for Countries

### By Fiscal Year - 2021

(All Values are in USD)

Country	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%
<b>Grand Total</b>	<b>598.9M</b>	<b>380.7M</b>	<b>218.2M</b>	<b>36.4%</b>



## Filters

region	All
Country	All
Fiscal year	2019

## P&L By Fiscal Month

(All Values are in USD)

Metrics	Qtr												Grand Total
	Q1			Q2			Q3			Q4			
	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%

## Filters

region	All
Country	All
Fiscal year	2020

## P&L By Fiscal Month

(All Values are in USD)

Metrics	Qtr												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%



## Filters

region	All
Country	All
Fiscal year	2021

## P&L By Fiscal Month

(All Values are in USD)

Metrics	Qtr												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

2021 Vs 2020	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	#####	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
2020 Vs 2019	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%