

## CUSTOMER PERFORMANCE

### Filters

region	All
market	All
division	All

Row Labels	Net Sales 19	Net Sales 20	Net Sales 21	2020 v 2021
Acclaimed Stores	\$1,421,158.96	\$2,889,321.88	\$10,924,012.96	378.1%
All-Out		\$162,534.09	\$805,675.63	495.7%
Amazon	\$12,169,170.46	\$37,506,624.10	\$82,089,923.83	218.9%
Argos (Sainsbury's)	\$351,590.32	\$740,367.80	\$2,265,407.25	306.0%
Atlas Stores	\$181,917.29	\$674,348.67	\$3,171,742.10	470.3%
AtliQ e Store	\$7,176,248.02	\$23,669,537.93	\$52,979,606.53	223.8%
AtliQ Exclusive	\$9,582,893.74	\$17,675,320.82	\$61,116,567.13	345.8%
BestBuy	\$852,541.07	\$1,772,715.57	\$6,312,296.37	356.1%
Boulanger	\$241,323.21	\$826,086.99	\$4,072,008.35	492.9%
Chip 7	\$597,546.22	\$1,323,922.69	\$5,508,504.86	416.1%
Chiptec		\$417,961.20	\$3,017,815.13	722.0%
Control	\$905,096.71	\$2,196,627.85	\$7,671,381.30	349.2%
Coolblue	\$462,637.92	\$1,179,768.76	\$4,247,167.71	360.0%
Costco	\$1,143,407.85	\$2,752,286.63	\$9,285,416.60	337.4%
Croma	\$1,669,064.37	\$2,473,054.08	\$7,545,512.42	305.1%
Currys (Dixons Carphone)	\$287,996.74	\$756,818.22	\$1,868,914.36	246.9%
Digimarket	\$802,783.11	\$1,717,525.22	\$4,140,120.59	241.1%
Ebay	\$2,609,242.38	\$6,265,231.98	\$15,171,675.70	242.2%
Electricalsara Stores	\$118,429.03	\$648,682.66	\$1,854,965.87	286.0%
Electricalsbea Stores		\$143,154.04	\$722,409.08	504.6%
Electricalslance Stores	\$104,825.53	\$748,506.75	\$2,345,406.36	313.3%
Electricalslytical	\$1,804,484.17	\$2,609,448.62	\$11,938,162.93	457.5%
Electricalsocity	\$2,342,107.90	\$3,462,178.64	\$12,420,697.80	358.8%
Electricalsquipo Stores	\$181,128.45	\$679,745.00	\$3,638,823.64	535.3%
Elite	\$416,982.09	\$833,074.59	\$4,128,023.44	495.5%
Elkj�p	\$458,809.95	\$1,317,625.20	\$5,163,762.39	391.9%
Epic Stores	\$410,976.90	\$938,709.30	\$4,187,228.54	446.1%
Euronics	\$360,647.76	\$877,937.94	\$3,903,920.33	444.7%
Expert	\$786,899.10	\$1,766,211.09	\$6,428,628.60	364.0%
Expression	\$1,651,773.06	\$2,991,636.73	\$9,819,707.99	328.2%
Ezone	\$1,527,093.19	\$2,021,307.60	\$7,915,833.71	391.6%
Flawless Stores	\$73,384.40	\$457,524.18	\$1,813,067.87	396.3%
Flipkart	\$2,935,579.42	\$8,347,860.82	\$19,285,758.77	231.0%
Fnac-Darty	\$540,888.94	\$821,784.57	\$2,874,380.11	349.8%
Forward Stores	\$561,632.19	\$1,497,307.61	\$4,072,202.84	272.0%
Girias	\$1,545,414.40	\$2,067,836.93	\$8,670,140.25	419.3%
Info Stores	\$69,942.85	\$479,888.18	\$1,843,217.02	384.1%
Insight	\$416,213.19	\$1,014,663.12	\$2,758,212.96	271.8%
Integration Stores		\$162,753.95	\$1,443,942.15	887.2%

Leader	\$4,682,610.48	\$5,972,163.86	\$18,801,025.22	314.8%
Logic Stores	\$173,080.80	\$933,136.09	\$4,807,280.34	515.2%
Lotus	\$1,482,289.87	\$2,113,442.65	\$8,086,224.51	382.6%
Neptune	\$990,022.26	\$3,417,669.59	\$16,114,191.41	471.5%
Nomad Stores	\$526,231.55	\$1,626,281.17	\$4,015,071.50	246.9%
Notebillig	\$247,519.16	\$389,012.13	\$1,117,963.12	287.4%
Nova		\$13,179.02	\$351,210.13	2,664.9%
Novus	\$1,867,175.07	\$3,728,375.26	\$9,850,394.59	264.2%
Otto	\$259,089.69	\$401,692.64	\$1,199,362.86	298.6%
Premium Stores	\$458,873.63	\$1,099,603.57	\$3,882,560.96	353.1%
Propel	\$1,593,507.30	\$2,456,724.54	\$10,825,195.03	440.6%
Radio Popular	\$510,186.17	\$1,454,505.18	\$5,273,396.54	362.6%
Radio Shack	\$813,378.54	\$1,747,581.69	\$5,443,873.36	311.5%
Reliance Digital	\$1,617,662.51	\$2,574,641.21	\$9,729,512.73	377.9%
Relief	\$389,161.04	\$1,005,042.45	\$4,056,096.90	403.6%
Sage	\$4,827,925.58	\$6,437,330.68	\$20,697,519.78	321.5%
Saturn	\$234,404.94	\$383,094.89	\$1,189,344.75	310.5%
Sorefoz	\$550,457.97	\$1,073,719.84	\$4,655,996.00	433.6%
Sound	\$559,826.12	\$1,673,339.61	\$4,355,023.83	260.3%
Staples	\$1,244,018.82	\$2,851,347.40	\$8,752,286.70	307.0%
Surface Stores	\$91,227.20	\$531,219.65	\$2,118,516.99	398.8%
Synthetic	\$1,893,824.51	\$4,415,642.73	\$12,186,268.62	276.0%
Taobao	\$222,638.47	\$1,325,489.44	\$3,295,972.50	248.7%
UniEuro	\$598,527.32	\$1,608,113.42	\$7,349,581.11	457.0%
Vijay Sales	\$1,730,790.48	\$2,145,221.92	\$8,533,368.98	397.8%
Viveks	\$1,553,625.99	\$2,235,120.40	\$7,780,406.06	348.1%
Walmart	\$1,258,182.06	\$2,625,411.79	\$9,725,785.20	370.4%
Zone	\$340,189.93	\$1,564,958.26	\$5,261,424.08	336.2%
<b>Grand Total</b>	<b>\$87,478,258.35</b>	<b>\$196,690,953.08</b>	<b>\$598,877,095.27</b>	<b>304.5%</b>

## MARKET PERFORMANCE vs TARGET

### Filters

region	All
division	All

Countries	Net Sales 19	Net Sales 20	Net Sales 21	21 - Target	21 - Target %
Australia	\$3,876,686.50	\$10,697,994.09	\$20,991,333.73	\$23,204,036.28	90.5%
Austria		\$118,281.03	\$2,840,298.27	\$3,173,675.13	89.5%
Bangladesh	\$479,984.39	\$2,258,843.36	\$6,950,493.55	\$7,667,374.44	90.7%
Canada	\$4,764,382.06	\$12,170,759.43	\$35,058,881.40	\$40,126,279.56	87.4%
China	\$1,425,717.75	\$5,423,567.67	\$22,886,336.25	\$24,952,433.43	91.7%
France	\$4,036,469.18	\$7,471,763.36	\$25,944,172.04	\$28,133,809.08	92.2%
Germany	\$2,563,110.11	\$4,685,895.05	\$12,006,271.04	\$13,533,640.04	88.7%
India	\$30,818,546.12	\$49,770,031.73	\$161,262,512.18	\$170,814,109.00	94.4%
Indonesia	\$2,524,401.49	\$6,206,743.50	\$18,414,576.81	\$20,796,416.29	88.5%
Italy	\$2,904,063.69	\$4,463,460.73	\$11,717,810.46	\$12,767,353.78	91.8%
Japan		\$1,881,281.60	\$7,922,197.01	\$8,248,982.87	96.0%
Netherlands	\$225,342.85	\$3,356,013.39	\$7,984,235.14	\$8,640,172.79	92.4%
Newzealand		\$1,985,436.80	\$11,402,159.76	\$12,804,468.33	89.0%
Norway		\$2,478,582.35	\$13,677,506.75	\$15,113,149.51	90.5%
Pakistan	\$624,511.51	\$4,694,011.05	\$5,656,740.32	\$6,180,859.35	91.5%
Philippines	\$5,694,417.11	\$13,365,181.73	\$31,857,231.30	\$34,354,372.21	92.7%
Poland	\$408,770.79	\$2,792,885.74	\$5,189,452.44	\$6,130,190.69	84.7%
Portugal	\$747,761.23	\$3,586,722.70	\$11,829,546.96	\$12,337,301.52	95.9%
South Korea	\$12,804,937.97	\$17,283,549.06	\$48,965,337.95	\$53,326,653.00	91.8%
Spain		\$1,773,783.69	\$12,618,989.83	\$14,404,167.90	87.6%
Sweden	\$53,347.12	\$226,086.88	\$1,767,821.30	\$1,964,258.04	90.0%
United Kingdom	\$1,998,158.57	\$8,078,947.71	\$34,152,244.24	\$37,131,732.78	92.0%
USA	\$11,527,649.91	\$31,921,130.43	\$87,780,946.54	\$98,016,133.19	89.6%
<b>Grand Total</b>	<b>\$87,478,258.35</b>	<b>\$196,690,953.08</b>	<b>\$598,877,095.27</b>	<b>\$653,821,569.21</b>	<b>91.6%</b>

## TOP GROSSING PRODUCTS

### Filters

market	All
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Products	Net Sales 20	Net Sales 21	Sales % Increase
AQ Mx NB	\$25,111.06	\$1,437,236.73	5623.5%
AQ Smash 2	\$432,975.45	\$11,211,859.03	2489.5%
AQ LION x3	\$68,492.95	\$1,227,566.43	1692.3%
AQ LION x2	\$52,983.41	\$937,207.26	1668.9%
AQ LION x1	\$48,711.25	\$837,583.23	1619.5%
AQ Home Allin1	\$670,943.95	\$5,159,507.31	669.0%
AQ Electron 4 3600 Desktop Processor	\$3,017,651.26	\$19,350,888.97	541.3%
AQ Pen Drive DRC	\$647,812.53	\$3,806,948.89	487.7%
AQ GT 21	\$780,509.95	\$4,379,743.44	461.1%
AQ Zion Saga	\$688,701.91	\$3,640,101.90	428.5%
<b>Grand Total</b>	<b>\$6,433,893.72</b>	<b>\$51,988,643.19</b>	<b>708.0%</b>

## Division Performance

### Filters

market All

Divisions	Net Sales 20	Net Sales 21	Sales % Increase
N & S	\$51,381,236.68	\$94,734,636.30	84.4%
P & A	\$105,240,750.19	\$338,378,682.16	221.5%
PC	\$40,068,966.21	\$165,763,776.81	313.7%
<b>Grand Total</b>	<b>\$196,690,953.08</b>	<b>\$598,877,095.27</b>	<b>204.5%</b>

### Top 5 Quantity Sold

#### Filters

market	All
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Product	Quantity Sold
AQ Master wired x1 Ms	4151008
AQ Master wireless x1 Ms	4126295
AQ Gamers Ms	3975074
AQ Gamers	3376565
AQ Master wireless x1	3371170

### Bottom 5 Quantity Sold

#### Filters

market	All
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Product	Quantity Sold
AQ GEN Z	63059
AQ Gamer 1	51721
AQ Smash 2	36029
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854

## New Products

### Filters

market

All

Products	Net Sales 21
AQ Wi Power Dx3	\$17,248,401.50
AQ Qwerty	\$21,983,053.98
AQ MB Lito	\$2,846,079.80
AQ Electron 3 3600 Desktop Processor	\$14,207,395.53
AQ Trigger	\$20,738,249.41
AQ Gen Y	\$19,524,227.91
AQ Maxima Ms	\$13,657,515.86
AQ GEN Z	\$11,701,437.68
AQ MB Lito 2	\$2,294,921.14
AQ HOME Allin1 Gen 2	\$3,508,874.52
AQ Qwerty Ms	\$15,411,654.33
AQ Lumina Ms	\$4,210,009.23
AQ Trigger Ms	\$17,895,529.77
AQ Marquee P3	\$4,862,675.75
AQ Clx3	\$4,394,981.73
AQ Marquee P4	\$1,676,224.51
<b>Grand Total</b>	<b>\$176,161,232.65</b>

**Top 5 Countries - 21 Sales****Filters**

region	All
division	All

<b>Countries</b>	<b>Net Sales 21</b>
India	\$161,262,512.18
USA	\$87,780,946.54
South Korea	\$48,965,337.95
Canada	\$35,058,881.40
United Kingdom	\$34,152,244.24