



AtliQ Hardwares

FILTERS

region	All
market	All
division	All

Customer Performance Report

All Value In USD

Customer	2019	2020	2021	20 vs 21 %
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.08%
All-Out		0.2 M	0.8 M	495.70%
Amazon	12.2 M	37.5 M	82.1 M	218.87%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	305.98%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.34%
AtliQ e Store	7.2 M	23.7 M	53.0 M	223.83%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.77%
BestBuy	0.9 M	1.8 M	6.3 M	356.08%
Boulanger	0.2 M	0.8 M	4.1 M	492.93%
Chip 7	0.6 M	1.3 M	5.5 M	416.07%
Chiptec		0.4 M	3.0 M	722.03%
Control	0.9 M	2.2 M	7.7 M	349.23%
Coolblue	0.5 M	1.2 M	4.2 M	360.00%
Costco	1.1 M	2.8 M	9.3 M	337.37%
Croma	1.7 M	2.5 M	7.5 M	305.11%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.94%
Digimarket	0.8 M	1.7 M	4.1 M	241.05%
Ebay	2.6 M	6.3 M	15.2 M	242.16%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	285.96%
Electricalsbea Stores		0.1 M	0.7 M	504.64%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.34%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.50%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.75%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.32%
Elite	0.4 M	0.8 M	4.1 M	495.52%
Elkjøp	0.5 M	1.3 M	5.2 M	391.90%
Epic Stores	0.4 M	0.9 M	4.2 M	446.06%
Euronics	0.4 M	0.9 M	3.9 M	444.67%
Expert	0.8 M	1.8 M	6.4 M	363.98%
Expression	1.7 M	3.0 M	9.8 M	328.24%
Ezone	1.5 M	2.0 M	7.9 M	391.62%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.28%
Flipkart	2.9 M	8.3 M	19.3 M	231.03%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.77%
Forward Stores	0.6 M	1.5 M	4.1 M	271.97%
Girias	1.5 M	2.1 M	8.7 M	419.29%
Info Stores	0.1 M	0.5 M	1.8 M	384.09%
Insight	0.4 M	1.0 M	2.8 M	271.84%
Integration Stores		0.2 M	1.4 M	887.19%
Leader	4.7 M	6.0 M	18.8 M	314.81%



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



FILTERS

region	All
division	All

Market Performance vs Target

All Value In USD

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



FILTERS

region	All
sub_zone	All
FY	2021

P & L By Markets

All Value In **USD**

Market	NS	COGS	GM	GM %
Australia	21.0 M	14.1 M	6.9 M	32.92%
Austria	2.8 M	2.0 M	0.9 M	30.11%
Bangladesh	7.0 M	4.5 M	2.4 M	34.54%
Canada	35.1 M	21.7 M	13.4 M	38.21%
China	22.9 M	13.5 M	9.4 M	41.07%
France	25.9 M	14.7 M	11.2 M	43.24%
Germany	12.0 M	8.9 M	3.1 M	26.18%
India	161.3 M	109.7 M	51.6 M	32.00%
Indonesia	18.4 M	11.3 M	7.1 M	38.41%
Italy	11.7 M	8.2 M	3.5 M	30.13%
Japan	7.9 M	4.2 M	3.7 M	46.52%
Netherlands	8.0 M	4.6 M	3.4 M	42.03%
Newzealand	11.4 M	5.9 M	5.5 M	48.23%
Norway	13.7 M	9.6 M	4.0 M	29.48%
Pakistan	5.7 M	3.6 M	2.0 M	36.18%
Philippines	31.9 M	19.4 M	12.5 M	39.09%
Poland	5.2 M	3.0 M	2.2 M	42.56%
Portugal	11.8 M	6.8 M	5.0 M	42.13%
South Korea	49.0 M	31.4 M	17.6 M	35.92%
Spain	12.6 M	8.4 M	4.2 M	33.13%
Sweden	1.8 M	1.1 M	0.7 M	40.22%
United Kingdom	34.2 M	18.7 M	15.4 M	45.13%
USA	87.8 M	55.3 M	32.5 M	36.99%
Grand Total	598.9 M	380.7 M	218.2 M	36.43%



FILTERS

region All
market All
division All
customer All

P & L By Fiscal Year

All Value In **USD**

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20 %
Net_Sales	87.5 M	196.7 M	598.9 M	304.5%
COGS	51.2 M	123.4 M	380.7 M	308.6%
Gross Margin	36.2 M	73.3 M	218.2 M	297.6%
Gross Margin %	41.4%	37.3%	36.4%	97.7%



FILTERS

FY **2019**

GM% by Quarters (Sub_Zone)

Market	Quarters				AVG (GM%)
	Q1	Q2	Q3	Q4	
ANZ	42.98%	42.20%	42.59%	42.46%	42.56%
India	42.54%	42.25%	42.04%	42.54%	42.34%
NA	35.15%	35.42%	35.36%	35.72%	35.41%
NE	36.59%	37.01%	36.54%	36.56%	36.68%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.18%

FY **2020**

Market	Quarters				AVG (GM%)
	Q1	Q2	Q3	Q4	
ANZ	43.34%	43.04%	42.77%	41.79%	42.73%
India	32.35%	32.13%	32.44%	32.03%	32.24%
NA	39.87%	40.06%	39.11%	39.67%	39.68%
NE	37.65%	37.84%	38.51%	37.74%	37.94%
ROA	38.41%	38.29%	38.78%	37.69%	38.29%
SE	38.46%	37.28%	38.16%	37.78%	37.92%

FY **2021**

Market	Quarters				AVG (GM%)
	Q1	Q2	Q3	Q4	
ANZ	38.99%	37.85%	38.27%	38.00%	38.28%
India	32.27%	31.81%	31.92%	31.97%	31.99%
NA	37.10%	37.45%	37.47%	37.39%	37.35%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.29%
SE	38.64%	38.29%	38.60%	38.48%	38.50%



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L
By Quarter

All Value In **USD**

Note: Don't modify the pivot table

Metrics	Quarter				Grand Total								
	Q1		Q2										
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net_Sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
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
FY	2020

P & L
By Quarter

All Value In **USD**

Metrics	Quarter				Grand Total								
	Q1		Q2										
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net_Sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
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%

region	All
market	All
division	All
customer	All
FY	2021

P & L
By Quarter

All Value In **USD**

Metrics	Quarter				Grand Total								
	Q1		Q2										
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net_Sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	380.7 M
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	218.2 M
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
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 21	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%



Logout

Top 5 Products

All values in USD

FILTERS

region	All
division	All
customer	All

Products	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

Bottom 5 Products

FILTERS

region	All
division	All
customer	All

Products	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



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

Top 5 Country - 2021

All values are in USD

**FILTERS**

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

**FILTERS**

region	All
division	All
customer	All

New Products - 2021

All values are in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
Grand Total		176.2M



FILTERS

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div style="width: 84.4%; background-color: #f0a000;"></div> 84.4%
P & A	105.2M	338.4M	<div style="width: 221.5%; background-color: #f0a000;"></div> 221.5%
PC	40.1M	165.8M	<div style="width: 313.7%; background-color: #f0a000;"></div> 313.7%
Grand Total	196.7M	598.9M	204.5%