

CODE BASICS

Sales Performance & Financial Analysis for FMCG Sector

BY
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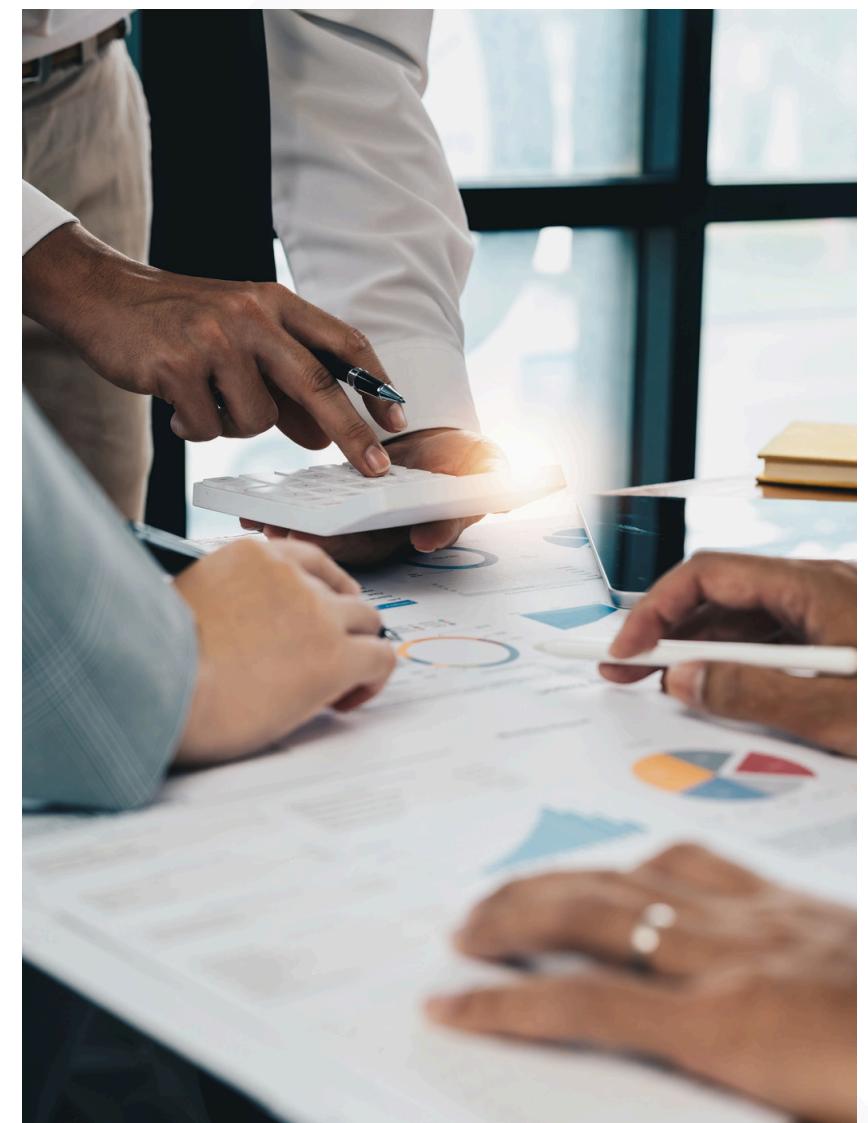
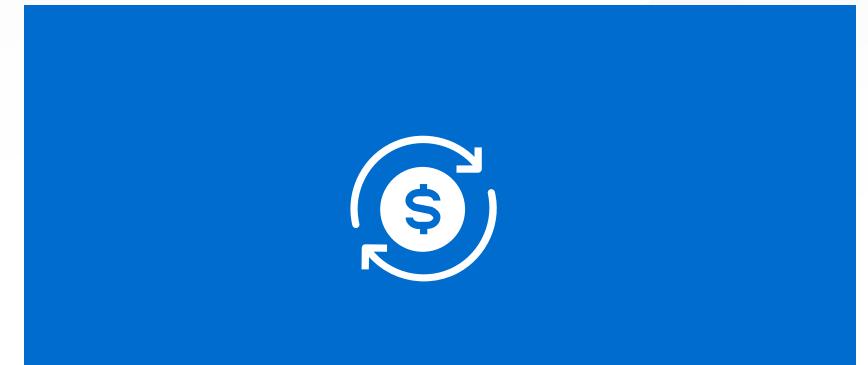
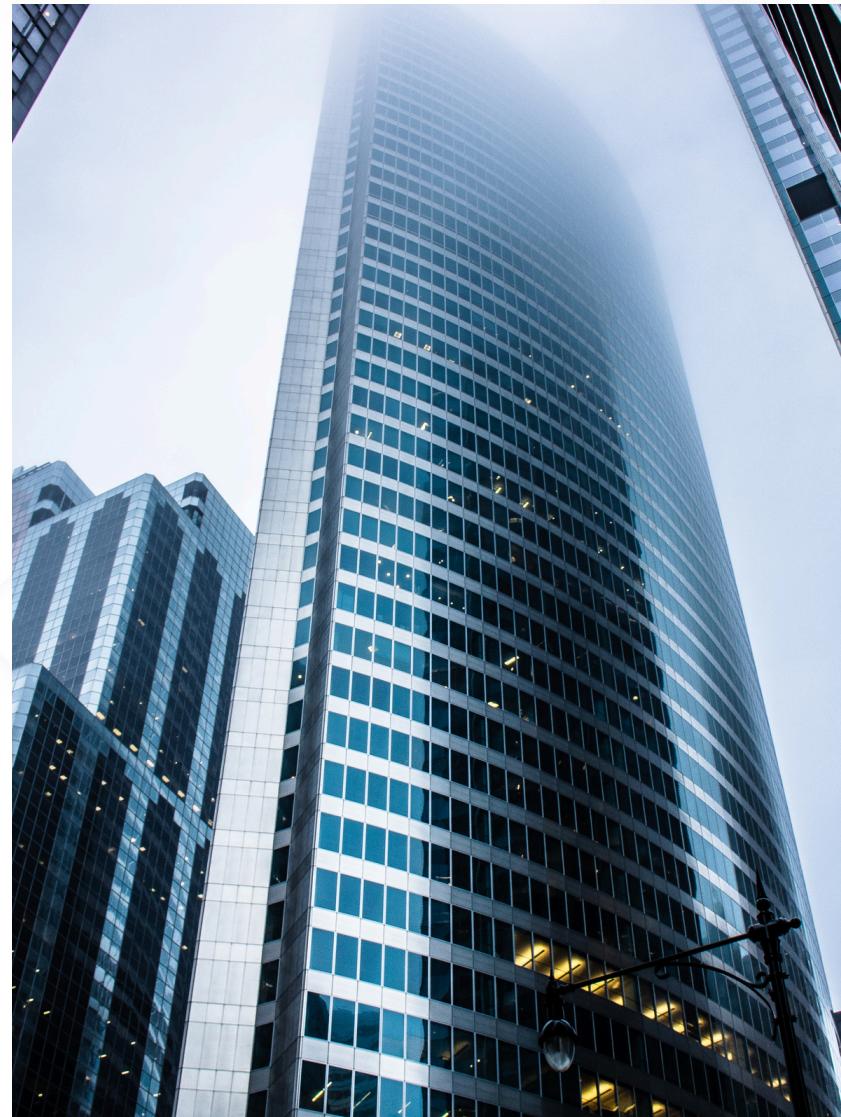
Agenda

- 1) Company Overview,
- 2) Objective,
- 3) My Excel Reports,
- 4) Key Insights,
- 5) My major Learnings in this project.



Company Overview

- AtliQ Hardware is a fast-growing global tech company known for its wide range of hardware products, including mice, desktops, laptops, and storage devices.
- 3 Channels ; 23 Countries ; 67 Customers.



Objective

- 1)To evaluate customer performance,
- 2)To understand their market performance with respect to their target,
- 3)To identify potential business expansion opportunities in promising countries,
- 4)Optimize their sales strategies,
- 5)Enhance customer satisfaction & Maximize revenue generation.



My Excel Reports



A

Net Sales Performance of Customers

B

Market Performance vs Target 2021

C

Division's Contribution

D

Financial Performance

Net Sales Performance of Customers

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| AtliQ Hardwares - Customer Net Sales Performance | | | | |
|--|-----|--|--|--|
| Filters | | | | |
| region | All | | | |
| market | All | | | |
| division | All | | | |

| Row Labels | Net_sales_2019 | Net_sales_2020 | Net_sales_2021 | Net_sales 2021vs2020 |
|--------------------------|----------------|----------------|----------------|-------------------------|
| Acclaimed Stores | 1.4M | 2.9M | 10.9M | 378.1% |
| All-Out | | 0.2M | 0.8M | 495.7% |
| Amazon | 12.2M | 37.5M | 82.1M | 218.9% |
| Argos (Sainsbury's) | 0.4M | 0.7M | 2.3M | 306.0% |
| Atlas Stores | 0.2M | 0.7M | 3.2M | 470.3% |
| AtliQ e Store | 7.2M | 23.7M | 53.0M | 223.8% |
| AtliQ Exclusive | 9.6M | 17.7M | 61.1M | 345.8% |
| BestBuy | 0.9M | 1.8M | 6.3M | 356.1% |
| Boulanger | 0.2M | 0.8M | 4.1M | 492.9% |
| Chip 7 | 0.6M | 1.3M | 5.5M | 416.1% |
| Chiptec | | 0.4M | 3.0M | 722.0% |
| Control | 0.9M | 2.2M | 7.7M | 349.2% |
| Coolblue | 0.5M | 1.2M | 4.2M | 360.0% |
| Costco | 1.1M | 2.8M | 9.3M | 337.4% |
| Croma | 1.7M | 2.5M | 7.5M | 305.1% |
| Currys (Dixons Carphone) | 0.3M | 0.8M | 1.9M | 246.9% |
| Digimarket | 0.8M | 1.7M | 4.1M | 241.1% |
| Ebay | 2.6M | 6.3M | 15.2M | 242.2% |
| Electricalsara Stores | 0.1M | 0.6M | 1.9M | 286.0% |
| Electricalsbea Stores | | 0.1M | 0.7M | 504.6% |
| Electricalslance Stores | 0.1M | 0.7M | 2.3M | 313.3% |
| Electricalslytical | 1.8M | 2.6M | 11.9M | 457.5% |
| Electricalsociety | 2.3M | 3.5M | 12.4M | 358.8% |
| Electricalsquipo Stores | 0.2M | 0.7M | 3.6M | 535.3% |
| Elite | 0.4M | 0.8M | 4.1M | 495.5% |
| Elkjøp | 0.5M | 1.3M | 5.2M | 391.9% |
| Epic Stores | 0.4M | 0.9M | 4.2M | 446.1% |
| Euronics | 0.4M | 0.9M | 3.9M | 444.7% |
| Expert | 0.8M | 1.8M | 6.4M | 364.0% |
| Expression | 1.7M | 3.0M | 9.8M | 328.2% |



| | | | | |
|--------------------|--------------|---------------|---------------|---------------|
| Ezone | 1.5M | 2.0M | 7.9M | 391.6% |
| Flawless Stores | 0.1M | 0.5M | 1.8M | 396.3% |
| Flipkart | 2.9M | 8.3M | 19.3M | 231.0% |
| Fnac-Darty | 0.5M | 0.8M | 2.9M | 349.8% |
| Forward Stores | 0.6M | 1.5M | 4.1M | 272.0% |
| Girias | 1.5M | 2.1M | 8.7M | 419.3% |
| Info Stores | 0.1M | 0.5M | 1.8M | 384.1% |
| Insight | 0.4M | 1.0M | 2.8M | 271.8% |
| Integration Stores | | 0.2M | 1.4M | 887.2% |
| Leader | 4.7M | 6.0M | 18.8M | 314.8% |
| Logic Stores | 0.2M | 0.9M | 4.8M | 515.2% |
| Lotus | 1.5M | 2.1M | 8.1M | 382.6% |
| Neptune | 1.0M | 3.4M | 16.1M | 471.5% |
| Nomad Stores | 0.5M | 1.6M | 4.0M | 246.9% |
| Notebillig | 0.2M | 0.4M | 1.1M | 287.4% |
| Nova | | 0.0M | 0.4M | 2664.9% |
| Novus | 1.9M | 3.7M | 9.9M | 264.2% |
| Otto | 0.3M | 0.4M | 1.2M | 298.6% |
| Premium Stores | 0.5M | 1.1M | 3.9M | 353.1% |
| Propel | 1.6M | 2.5M | 10.8M | 440.6% |
| Radio Popular | 0.5M | 1.5M | 5.3M | 362.6% |
| Radio Shack | 0.8M | 1.7M | 5.4M | 311.5% |
| Reliance Digital | 1.6M | 2.6M | 9.7M | 377.9% |
| Relief | 0.4M | 1.0M | 4.1M | 403.6% |
| Sage | 4.8M | 6.4M | 20.7M | 321.5% |
| Saturn | 0.2M | 0.4M | 1.2M | 310.5% |
| Sorefoz | 0.6M | 1.1M | 4.7M | 433.6% |
| Sound | 0.6M | 1.7M | 4.4M | 260.3% |
| Staples | 1.2M | 2.9M | 8.8M | 307.0% |
| Surface Stores | 0.1M | 0.5M | 2.1M | 398.8% |
| Synthetic | 1.9M | 4.4M | 12.2M | 276.0% |
| Taobao | 0.2M | 1.3M | 3.3M | 248.7% |
| UniEuro | 0.6M | 1.6M | 7.3M | 457.0% |
| Vijay Sales | 1.7M | 2.1M | 8.5M | 397.8% |
| Viveks | 1.6M | 2.2M | 7.8M | 348.1% |
| walmart | 1.3M | 2.6M | 9.7M | 370.4% |
| Zone | 0.3M | 1.6M | 5.3M | 336.2% |
| Grand Total | 87.5M | 196.7M | 598.9M | 304.5% |

Insights - Customer Performance :

- 1) Amazon has highest Net Sales in 2021 - 82M; Lova - .4M.
- 2) Customers to focus - Nova, All Out, ElectricalsBea Stroes. (NS less than 1M).

Market Performance vs Target 2021

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AtliQ Hardwares - Market Performance vs Target

Filters

| | |
|----------|-----|
| region | All |
| division | All |



| Row Labels | Net_sales_2019 | Net_sales_2020 | Net_sales_2021 | Target_2021 | Target Gap | Target Gap % |
|--------------------|----------------|----------------|----------------|----------------|----------------|--------------|
| Australia | 3.88M | 10.70M | 20.99M | 23.20M | -2.21M | -9.5% |
| Austria | | 0.12M | 2.84M | 3.17M | -0.33M | -10.5% |
| Bangladesh | 0.48M | 2.26M | 6.95M | 7.67M | -0.72M | -9.3% |
| Canada | 4.76M | 12.17M | 35.06M | 40.13M | -5.07M | -12.6% |
| China | 1.43M | 5.42M | 22.89M | 24.95M | -2.07M | -8.3% |
| France | 4.04M | 7.47M | 25.94M | 28.13M | -2.19M | -7.8% |
| Germany | 2.56M | 4.69M | 12.01M | 13.53M | -1.53M | -11.3% |
| India | 30.82M | 49.77M | 161.26M | 170.81M | -9.55M | -5.6% |
| Indonesia | 2.52M | 6.21M | 18.41M | 20.80M | -2.38M | -11.5% |
| Italy | 2.90M | 4.46M | 11.72M | 12.77M | -1.05M | -8.2% |
| Japan | | 1.88M | 7.92M | 8.25M | -0.33M | -4.0% |
| Netherlands | 0.23M | 3.36M | 7.98M | 8.64M | -0.66M | -7.6% |
| Newzealand | | 1.99M | 11.40M | 12.80M | -1.40M | -11.0% |
| Norway | | 2.48M | 13.68M | 15.11M | -1.44M | -9.5% |
| Pakistan | 0.62M | 4.69M | 5.66M | 6.18M | -0.52M | -8.5% |
| Philiphines | 5.69M | 13.37M | 31.86M | 34.35M | -2.50M | -7.3% |
| Poland | 0.41M | 2.79M | 5.19M | 6.13M | -0.94M | -15.3% |
| Portugal | 0.75M | 3.59M | 11.83M | 12.34M | -0.51M | -4.1% |
| South Korea | 12.80M | 17.28M | 48.97M | 53.33M | -4.36M | -8.2% |
| Spain | | 1.77M | 12.62M | 14.40M | -1.79M | -12.4% |
| Sweden | 0.05M | 0.23M | 1.77M | 1.96M | -0.20M | -10.0% |
| United Kingdom | 2.00M | 8.08M | 34.15M | 37.13M | -2.98M | -8.0% |
| USA | 11.53M | 31.92M | 87.78M | 98.02M | -10.24M | -10.4% |
| Grand Total | 87.48M | 196.69M | 598.88M | 653.82M | -54.94M | -8.4% |

Insights – Market Performance :

- 1) Net Sales 2021 – India(162M), USA(88M), South Korea(49M).
- 2) Target Gap % top 3 – Poland, Canada, Spain.

Division's Contribution

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AtliQ Hardwares - P & L Year(Division's Contribution).

| Filters | |
|---------|-----|
| region | All |
| market | All |



| Row Labels | Column Labels | | | |
|--------------------|---------------|--------|--------|----------|
| | 2019 | 2020 | 2021 | 21 vs 20 |
| N & S | | | | |
| Net_sales | 30.0M | 51.4M | 94.7M | 84.4% |
| COGS | 17.8M | 32.5M | 59.9M | 84.7% |
| Gross Margin | 12.2M | 18.9M | 34.8M | 83.8% |
| GM% | 40.7% | 36.8% | 36.7% | -0.3% |
| P & A | | | | |
| Net_sales | 40.1M | 105.2M | 338.4M | 221.5% |
| COGS | 23.3M | 65.9M | 215.2M | 226.7% |
| Gross Margin | 16.8M | 39.4M | 123.2M | 212.8% |
| GM% | 41.9% | 37.4% | 36.4% | -2.7% |
| PC | | | | |
| Net_sales | 17.4M | 40.1M | 165.8M | 313.7% |
| COGS | 10.2M | 25.1M | 105.6M | 321.4% |
| Gross Margin | 7.2M | 15.0M | 60.2M | 300.9% |
| GM% | 41.5% | 37.4% | 36.3% | -3.1% |
| Total Net_sales | 87.5M | 196.7M | 598.9M | 204.5% |
| Total COGS | 51.2M | 123.4M | 380.7M | 208.6% |
| Total Gross Margin | 36.2M | 73.3M | 218.2M | 197.6% |
| Total GM% | 41.4% | 37.3% | 36.4% | -2.3% |

Insights – Division's Contribution :

- 1) P&A-56%, PC-27%, N&S-17%.
- 2) In all division - GM% = 36%.
- 3) Even Total Gross Margin increases YoY , GM% decreases (41% → 36%) YoY.

Financial Performance

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AtliQ Hardwares - P&L by Fisical Months

Filters

| | |
|-------------|------|
| region | All |
| fiscal_year | 2019 |
| customer | All |
| division | All |
| market | All |

P&L by Fisical Months
All Values are in USD

Column Labels

| Values | 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 |
| 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 |
| 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 |
| 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% |

Filters

| | |
|-------------|------|
| region | All |
| fiscal_year | 2021 |
| customer | All |
| division | All |
| market | All |

P&L by Fisical Months
All Values are in USD

Column Labels

| Values | 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 |
| 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 |
| 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 |
| 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% |

Filters

| | |
|-------------|------|
| region | All |
| fiscal_year | 2020 |
| customer | All |
| division | All |
| market | All |

P&L by Fisical Months
All Values are in USD

Column Labels

| Values | 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 |
| 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 |
| 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 |
| 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% |

Insights – Division's Contribution :

- 1) Net_sales, COGS, GM remains high in Q2 (Nov, Dec) in all years.
- 2) In all years, GM% remains same for all months.

My Major Learnings



- 1) Data Cleaning & Handling Null Values.
- 2) Conditional Formatting,
- 3) Lookup Functions -
Vlookup, Xlookup, Index Match,
- 4) ETL,
- 5) Pivot Table,
- 6) Power Pivot,
- 7) DAX Measures(Basics)

Thank You.



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