AtliQ Hardware : Sales and Finance Analytics

Customer Performance Report

Market Performance Report

P & L for Year

P & L for Month

Net Sales Comparison

Insights of Data

Customer Performance Report

Customer Performance Report

Filters

market	(Multiple Items)
region	APAC
division	PC

All values are in USD

customer	NetSales 19	NetSales 20	NetSales 21	21 vs 20 %
Acclaimed Stores	0.1M	0.2M	1.2M	399.4%
Amazon	1.2M	3.3M	9.1M	180.2%
AtliQ E-Store	0.6M	1.9M	5.2M	169.0%
AtliQ Exclusive	1.0M	1.6M	7.9M	395.8%
Control	0.0M	0.1M	0.3M	428.6%
Croma	0.3M	0.5M	2.1M	312.3%
Digimarket	0.1M	0.3M	0.8M	205.6%
Ebay	0.3M	0.7M	2.3M	211.8%
Electricalslytical	0.3M	0.4M	2.3M	481.2%
Electricalsocity	0.5M	0.7M	3.5M	382.7%
Expression	0.3M	0.6M	2.6M	325.3%
Ezone	0.3M	0.4M	2.2M	410.8%
Flipkart	0.4M	0.9M	2.8M	214.9%
Forward Stores	0.1M	0.3M	0.8M	233.3%
Girias	0.3M	0.4M	2.4M	449.0%
Lotus	0.3M	0.5M	2.2M	387.7%
Nomad Stores	0.0M	0.1M	0.3M	118.9%
Propel	0.3M	0.5M	2.5M	449.1%
Reliance Digital	0.3M	0.5M	2.3M	400.8%
Sound	0.1M	0.3M	0.7M	151.6%
Surface Stores	0.0M	0.1M	0.4M	403.6%
Vijay Sales	0.3M	0.5M	2.3M	401.4%
Viveks	0.3M	0.5M	2.1M	353.0%
Zone	0.0M	0.2M	0.3M	100.7%
Grand Total	**7.7M**	**15.3M**	**58.9M**	**284.1%**

AtliQ Hardware : Sales and Finance Analytics

Customer Performance Report

Market Performance Report

P & L for Year

P & L for Month

Net Sales Comparison

Insights of Data

Market Performance Vs Target Report

Market Performance vs Target

FILTERS

| region | All |
| division | All |

All Values are in USD

Country	2019	2020	2021	2021 - Target 21	21 - Target 21 %
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philipines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**-54.9M**	**-9.2%**

AtliQ Hardware : Sales and Finance Analytics

Customer Performance Report

Market Performance Report

P & L for Year

P & L for Month

Net Sales Comparison

Insights of Data

P & L Fiscal Year Report

Filters

market	All	▼
region	All	▼
division	All	▼
customer	All	▼

P & L
by Fiscal Year
All Values are in USD

Metrics	2019	2020	2021	21 vs 20 %
NetSales	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%

Fiscal Year ▼

AtliQ Hardware : Sales and Finance Analytics

Customer Performance Report

Market Performance Report

P & L for Year

P & L for Month

Net Sales Comparison

Insights of Data
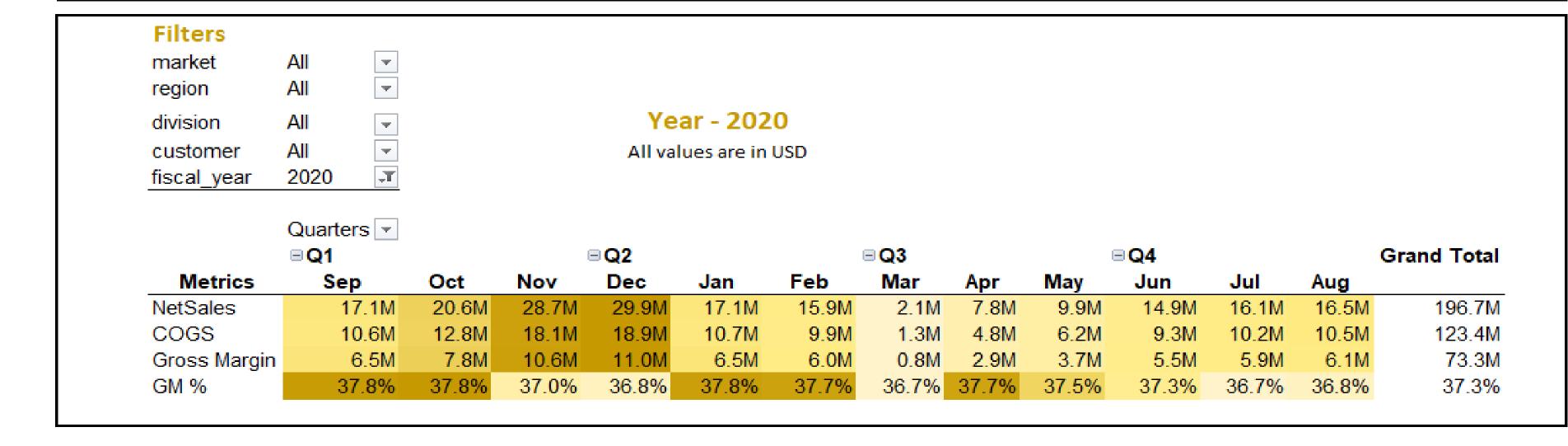
P & L Fiscal Month Report

FY 2019

Filters

market	All
region	All
division	All
customer	All
fiscal_year	2019

Year - 2019

All values are in USD

Note : Do not modify the pivot table

Quarters

Metrics	Q1 Sep	Oct	Nov	Dec	Q2 Jan	Feb	Mar	Apr	Q3 May	Jun	Jul	Q4 Aug	Grand Total
NetSales	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%

FY 2020

Filters

market	All
region	All
division	All
customer	All
fiscal_year	2020

Year - 2020

All values are in USD

Quarters

Metrics	Q1 Sep	Oct	Nov	Dec	Q2 Jan	Feb	Mar	Apr	Q3 May	Jun	Jul	Q4 Aug	Grand Total
NetSales	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 : Sales and Finance Analytics

Customer Performance Report

Market Performance Report

P & L for Year

P & L for Month

Net Sales Comparison

Insights of Data

FY 2021

Filters

market	All
region	All
division	All
customer	All
fiscal_year	2021

Year - 2021

All values are in USD

Quarters

Metrics	⊟Q1 Sep	Oct	Nov	⊟Q2 Dec	Jan	Feb	Mar ⊟Q3	Apr	May	Jun ⊟Q4	Jul	Aug	Grand Total
NetSales	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

Netsales Comparison - Monthly wise

Netsales Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
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 19 %	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%

AtliQ Hardware : Sales and Finance Analytics

🔍 Insights of Sales Data

✨ Based on the monthly performance from **October to November, the peak sales rise from $83M to $119.4M** highlights a significant increase in sales, driven by seasonal events, reflecting strong consumer demand during this period.

✨ The sales by region analysis shows **Asia leading with $508M**, demonstrating strong market performance, while **Europe follows with $191M in solid sales**. However, **North America lags behind with $183.2M**. This indicating that NA needs more focus to boost sales performance.

✨ The actual vs target sales analysis shows that AtliQ Hardware exceeded its sales target significantly, with actual sales reaching $883.0M against a target of $653.8M. The **variance $229.2M highlights the company's successful sales strategies** and product demand.

✨ The product performance analysis reveals **that Keyboards are the top-selling** category with $152M in sales, followed **by Processor at $142M**, and **Laptop at $130M**. This indicates that Keyboards drive the majority of sales, while processor and laptop present opportunities for growth

✨ AtliQ Hardware's **204.5% sales growth** highlights a increase in sales , because of successful products and marketing strategies.