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### FILTERS

region	All
market	All
division	All

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	4.1M	 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%
Electricalsocity	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%
Insight	0.4M	1.0M	2.8M	 271.84%
Integration Stores		0.2M	1.4M	 887.19%

## ***customer performance report***

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>

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## **Market performance VS Target report**

### **FILTERS**











region	All
division	All

Market	2019	2020	2021	2021 - Target21	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.17%</b>

## customer performance report

### **FILTERS**

region	All
market	All
division	All

Product	2020	2021	2021 VS 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M 	641.26%
AQ GT 21	0.8M	4.4M 	561.14%
AQ Home Allin1	0.7M	5.2M 	768.99%
AQ LION x1	0.0M	0.8M 	1719.49%
AQ LION x2	0.1M	0.9M 	1768.87%
AQ LION x3	0.1M	1.2M 	1792.25%
AQ Mx NB	0.0M	1.4M 	5723.52%
AQ Pen Drive DRC	0.6M	3.8M 	587.66%
AQ Smash 2	0.4M	11.2M 	2589.49%
AQ Zion Saga	0.7M	3.6M 	528.55%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.04%</b>

**Top 10 products based on the % increase in their net\_sales**

*customer performance report*

**FILTERS**

region	All
market	All

Division	2020	2021	2021 VS 2020
N & S	51.4M	94.7M	<div></div> 184.38%
P & A	105.2M	338.4M	<div></div> 321.53%
PC	40.1M	165.8M	<div></div> 413.70%
Grand Total	196.7M	598.9M	304.48%

**Division Level Report**

## customer performance report

### **FILTERS**

region	All
market	All
division	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 M	4.1M
<b>Grand Total</b>	<b>####</b>

### **Top 5 products in terms of quantity sold**

### **FILTERS**

region	All
market	All
division	All

















Products	Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
<b>Grand Total</b>	<b>0.2M</b>

### **Bottom 5 products in terms of quantity sold**

## **customer performance report**

### **FILTERS**

region	All
market	All
division	All






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
<b>Grand Total</b>		<b>176.2M</b>

**The new product that began selling in 2021**

*customer performance report*

**FILTERS**

region	All
market	All
division	All

Customers	2021
Canada	 35.1M
India	 161.3M
South Korea	 49.0M
United Kingdom	 34.2M
USA	 87.8M
Grand Total	367.2M

**Top 5 countereries in 2021**