

• Sales Analytics Insights :-

These insights offer a clear overview of AtliQ Hardwares' sales performance over the years, shedding light on top-performing customers, growth patterns, market-specific challenges, and potential areas for improvement. Evaluating these insights can help the company make well-informed decisions to refine its sales strategy and drive business growth.

- Customer Net Sales Performance (2019-2021)
 1. Top Performers: Customers like Amazon, AtliQ e-Store, and AtliQ Exclusive have exhibited significant growth in net sales, underscoring their strong market presence and loyal customer base.
 2. Overall Growth: Between 2019 and 2021, the company witnessed an impressive 204.5% increase in net sales, highlighting a robust upward sales trend.
 3. Diverse Customer Base: With a broad customer portfolio, each segment contributes differently to total net sales, showcasing the strength of diversification in the business.
 4. Market Expansion Opportunities: Certain customers, such as Integration Stores and Nova, displayed exceptional growth rates in 2021, indicating promising expansion opportunities in specific markets.
 5. Year-over-Year Improvement: The majority of customers experienced notable year-over-year growth in 2021, reflecting a strong market rebound following the challenges of 2020.
- Market Performance vs. Target (2019-2021)
 1. Performance vs. Targets: In 2021, multiple countries—including Australia, Canada, and South Korea—failed to meet their net sales targets. Understanding the factors behind these shortfalls is key to improving performance.
 2. Challenges in the Indian Market: India recorded a negative variance of -9.6M in 2021, meaning net sales fell below expectations. Exploring the challenges and opportunities in this market is essential.
 3. Outperforming Markets: Countries such as China and the USA exceeded their sales targets, positioning them as high-potential growth markets.
 4. Overall Business Resilience: Despite some setbacks, the company's overall net sales performance in 2021 exceeded the target by 8.4%, demonstrating strong adaptability and resilience in a dynamic market environment.