

AtliQ Hardwares



FILTERS

region	All
customer	All

Bottom 5 Products

All values are in USD

Products	Sum of Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	174887

Customer Discount Approval



Customer	Croma
Product(s)	
Date	9/9/2025

Parameters	Discount	12.5%	COGS	40%	Avg NIP	\$6.00	GM Target	\$100,000.00
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	Best Case	Realistic	Worst Case
Sales units	100000	50000	30000
Net Invoice Sales	\$600,000.00	\$300,000.00	\$180,000.00
Post Discount	\$75,000.00	\$37,500.00	\$22,500.00
Net Sales	\$525,000.00	\$262,500.00	\$157,500.00
COGS	\$210,000.00	\$105,000.00	\$63,000.00
Gross Margin	\$315,000.00	\$157,500.00	\$94,500.00

vs Target ▲ \$215,000.00 ▲ \$57,500.00 ▼ -\$5,500.00



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	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



Filter

GM% by Quartes(Sub zone)

FY **2019**

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FY **2020**

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FY **2021**

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%



Filter

region	All
market	India
division	All

Customer

Net Sales Performance

Customer	2019	2020	2021	21 VS 20
Amazon	4.6M	9.8M	23.0M	234.89%
Atliq e Store	1.6M	3.5M	8.7M	249.11%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.62%
Croma	1.7M	2.5M	7.5M	305.11%
Ebay	1.7M	3.6M	8.5M	235.86%
Electricalslytical	1.6M	2.0M	8.4M	431.14%
Electricalsocity	1.8M	2.3M	9.4M	415.09%
Expression	1.5M	2.2M	8.8M	391.25%
Ezone	1.5M	2.0M	7.9M	391.62%
Flipkart	1.9M	4.3M	9.9M	231.82%
Girias	1.5M	2.1M	8.7M	419.29%
Lotus	1.5M	2.1M	8.1M	382.61%
Propel	1.6M	2.2M	9.1M	413.72%
Reliance Digital	1.6M	2.2M	8.5M	387.19%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
Grand Total	30.8M	49.8M	161.3M	324.02%



Filter

region	All
division	All

Market

Performance vs Target
All Values in USD

Customer	2019	2020	2021	2021 - Target	%
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%
Philippines	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 Hardwares



division	All
customer	All
region	All

Products	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



Filter

region
sub_zone
FY

All
All
2021

**P & L
FOR MARKETS**

All values are in USD

Market	NET SALES	COGS	GROSS MARGIN	GM %
Australia	20.99M	14.1M	6.9M	32.5%
Austria	2.84M	2.0M	0.9M	38.2%
Bangladesh	6.95M	4.5M	2.4M	37.5%
Canada	35.06M	21.7M	13.4M	34.9%
China	22.89M	13.5M	9.4M	37.7%
France	25.94M	14.7M	11.2M	36.5%
Germany	12.01M	8.9M	3.1M	34.6%
India	161.26M	109.7M	51.6M	38.5%
Indonesia	18.41M	11.3M	7.1M	35.3%
Italy	11.72M	8.2M	3.5M	38.6%
Japan	7.92M	4.2M	3.7M	40.3%
Netherlands	7.98M	4.6M	3.4M	36.0%
Newzealand	11.40M	5.9M	5.5M	39.1%
Norway	13.68M	9.6M	4.0M	33.0%
Pakistan	5.66M	3.6M	2.0M	40.9%
Philippines	31.86M	19.4M	12.5M	36.3%
Poland	5.19M	3.0M	2.2M	33.9%
Portugal	11.83M	6.8M	5.0M	40.5%
South Korea	48.97M	31.4M	17.6M	37.1%
Spain	12.62M	8.4M	4.2M	34.9%
Sweden	1.77M	1.1M	0.7M	37.3%
United Kingdom	34.15M	18.7M	15.4M	37.7%
USA	87.78M	55.3M	32.5M	30.9%

**Filter**

region	All
division	All
customer	All
market	All
FY	2019

P & L
BY FISCAL MONTHS

NOTE : 21 VS 20 IS NOT PART OF PIVOT TABLE AND DO NOT MODIFY

Metrics	Quarter												Grand Total	
	Q1			Q2			Q3			Q4				
	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	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 %	40.87%	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
division	All
customer	All
market	All
FY	2020

P & L
BY FISCAL MONTHS

Metrics	Quarter												Grand Total	
	Q1			Q2			Q3			Q4				
	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	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 %	37.77%	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
division	All



customer All
market All
FY **2021**

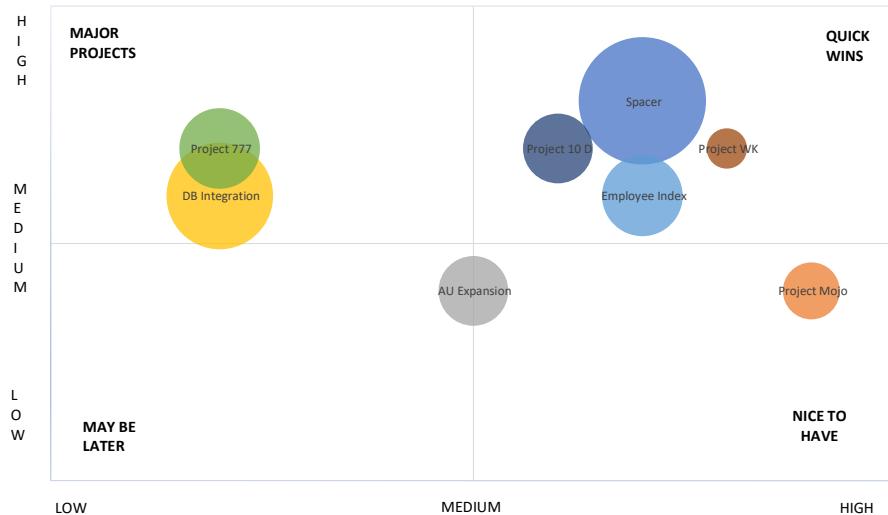
P & L
BY FISCAL MONTHS

Metrics	Quarter												Grand Total	
	Q1			Q2			Q3			Q4				
	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	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 %	36.65%	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 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%

Project Priority Matrix



Criteria	Spacer	Project Mojo	AU Expansion	DB Integration	Employee Index	Project 777	Project 10 D	Project WK
Feasibility	7	9	5	2	7	2	6	8
Impact	8	4	4	6	6	7	7	7
Size	10	2	3	7	4	4	3	1

AtliQ Hardwares



division	All
region	All
customer	All

Bottom 5 Products

All values are in USD

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



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	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%



Filter

region	All
market	All
customer	All
division	All

P & L

BY FISCAL YEARS

NOTE : 21 VS 20 IS NOT PART OF PIVOT TAB!

Metrics	Fiscal Years			
	2019	2020	2021	21 VS 20
NET SALES	87.5M	196.7M	598.9M	304.5%
COGS	51.2M	123.4M	380.7M	308.6%
GROSS MARGIN	36.2M	73.3M	218.2M	297.6%
GM %	41.43%	37.28%	36.43%	97.7%