



**SALES ANALYTICS**



## FILTERS

region	All
market	All
division	All

## CUSTOMER NET SALES PERFORMANCE

Customer	2019	2020	2021	21 vs 20
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%

# AtliQ Hardwares



Lotus	1.5M	2.1M	8.1M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	382.6%
Neptune	1.0M	3.4M	16.1M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	471.5%
Nomad Stores	0.5M	1.6M	4.0M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	246.9%
Notebillig	0.2M	0.4M	1.1M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	287.4%
Nova		0.0M	0.4M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	2664.9%
Novus	1.9M	3.7M	9.9M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	264.2%
Otto	0.3M	0.4M	1.2M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	298.6%
Premium Stores	0.5M	1.1M	3.9M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	353.1%
Propel	1.6M	2.5M	10.8M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	440.6%
Radio Popular	0.5M	1.5M	5.3M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	362.6%
Radio Shack	0.8M	1.7M	5.4M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	311.5%
Reliance Digital	1.6M	2.6M	9.7M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	377.9%
Relief	0.4M	1.0M	4.1M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	403.6%
Sage	4.8M	6.4M	20.7M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	321.5%
Saturn	0.2M	0.4M	1.2M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	310.5%
Sorefoz	0.6M	1.1M	4.7M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	433.6%
Sound	0.6M	1.7M	4.4M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	260.3%
Staples	1.2M	2.9M	8.8M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	307.0%
Surface Stores	0.1M	0.5M	2.1M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	398.8%
Synthetic	1.9M	4.4M	12.2M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	276.0%
Taobao	0.2M	1.3M	3.3M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	248.7%
UniEuro	0.6M	1.6M	7.3M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	457.0%
Vijay Sales	1.7M	2.1M	8.5M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	397.8%
Viveks	1.6M	2.2M	7.8M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	348.1%
walmart	1.3M	2.6M	9.7M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	370.4%
Zone	0.3M	1.6M	5.3M	<div style="width: 100%; height: 10px; background-color: #c8512e;"></div>	336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>304.5%</b>



## FILTERS

region  
divisionAll  
All

## MARKET

## PERFORMANCE VS TARGET

All Values are in USD

Customer	2019	2020	2021	2021-Target	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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



## FILTERS

region	All
market	All
division	All

## TOP 10 PRODUCTS

All Values are in USD

Product	2020	2021	21 vs 20
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ LION x3	0.1M	1.2M	1792.3%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x1	0.0M	0.8M	1719.5%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ GT 21	0.8M	4.4M	561.1%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>



## FILTERS

region	All
market	All
division	All

## TOP 5

## PRODUCTS

All Values are in USD

Product	Qty
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
<b>Grand Total</b>	<b>19.00M</b>

## FILTERS

region	All
market	All
division	All

## BOTTOM 5

## PRODUCTS

All Values are in USD

Product	Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
<b>Grand Total</b>	<b>175K</b>



## FILTERS

region	All
market	All
division	All

## NEW PRODUCTS

### IN 2021

All Values are in USD

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



## FILTERS

region	All
division	All

## TOP 5 COUNTRIES

### IN 2021

All Values are in USD

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



**FINANCE ANALYTICS**



## FILTERS

region	All
market	All
division	All
customer	All

## P & L

### BY FISCAL YEAR

All Values are in USD

Note : 2021 vs 2020 is not a part of Pivot Table

#### Fiscal Year

Metrics	2019	2020	2021	2021 vs 2020
Net Sales	87.5M	196.7M	598.9M	204.5%
Total COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
Gross Margin %	41.43%	37.28%	36.43%	-2.3%

**FILTERS**

region	All
market	All
division	All
customer	All
<b>FY</b>	<b>2019</b>

**P & L**  
**BY FISCAL MONTHS**

All Values are in USD

Note : Do Not Modify the Pivot Table

<b>Metrics</b>	<b>Quarters</b>												<b>Grand Total</b>
	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
Total 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
Gross Margin %	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%

**FILTERS**

region	All
market	All
division	All
customer	All
<b>FY</b>	<b>2020</b>

**P & L**  
**BY FISCAL MONTHS**

All Values are in USD

<b>Metrics</b>	<b>Quarters</b>												<b>Grand Total</b>
	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
Total 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
Gross Margin %	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 Hardwares



## FILTERS

## region All

market All

## division      All

customer All

FY 2021

## P & L BY FISCAL MONTHS

All Values are in USD

Metrics	Quarters												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
Total 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
Gross Margin %	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%



## FILTERS

region All  
market All

## DIVISION LEVEL

### REPORT

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div style="width: 184.4%;">184.4%</div>
P & A	105.2M	338.4M	<div style="width: 321.5%;">321.5%</div>
PC	40.1M	165.8M	<div style="width: 413.7%;">413.7%</div>
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>



**FILTERS**

FY

2019

**GROSS MARGIN %  
BY QUARTERS**

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

**FILTERS**

FY

2020

Quarters

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

**FILTERS**

FY

2021

Quarters

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