Customer
Net Sales Performance

Customer	2019	2020	2021	21 vs 20	19 vs 21	20 vs 19
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%	768.7%	203.31%
All-Out		0.2M	0.8M	495.7%	0.0%	0.00%
Amazon	12.2M	37.5M	82.1M	218.9%	674.6%	308.21%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%	644.3%	210.58%
Atlas Stores	0.2M	0.7M	3.2M	470.3%	1743.5%	370.69%
AtliQ E Store	7.2M	23.7M	53.0M	223.8%	738.3%	329.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%	637.8%	184.45%
BestBuy	0.9M	1.8M	6.3M	356.1%	740.4%	207.93%
Boulanger	0.2M	0.8M	4.1M	492.9%	1687.4%	342.32%
Chip 7	0.6M	1.3M	5.5M	416.1%	921.9%	221.56%
Chiptec		0.4M	3.0M	722.0%	0.0%	0.00%
Control	0.9M	2.2M	7.7M	349.2%	847.6%	242.70%
Coolblue	0.5M	1.2M	4.2M	360.0%	918.0%	255.01%
Costco	1.1M	2.8M	9.3M	337.4%	812.1%	240.71%
Croma	1.7M	2.5M	7.5M	305.1%	452.1%	148.17%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%	648.9%	262.79%
Digimarket	0.8M	1.7M	4.1M	241.1%	515.7%	213.95%
Ebay	2.6M	6.3M	15.2M	242.2%	581.5%	240.12%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%	1566.3%	547.74%
Electricalsbea Stores		0.1M	0.7M	504.6%	0.0%	0.00%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%	2237.4%	714.05%
Electricalslytical	1.8M	2.6M	11.9M	457.5%	661.6%	144.61%
Electricalsocity	2.3M	3.5M	12.4M	358.8%	530.3%	147.82%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%	2009.0%	375.28%
Elite	0.4M	0.8M	4.1M	495.5%	990.0%	199.79%
Elkjøp	0.5M	1.3M	5.2M	391.9%	1125.5%	287.18%
Epic Stores	0.4M	0.9M	4.2M	446.1%	1018.8%	228.41%
Euronics	0.4M	0.9M	3.9M	444.7%	1082.5%	243.43%
Expert	0.8M	1.8M	6.4M	364.0%	817.0%	224.45%
Expression	1.7M	3.0M	9.8M	328.2%	594.5%	181.12%
Ezone	1.5M	2.0M	7.9M	391.6%	518.4%	132.36%
Flawless Stores	0.1M	0.5M	1.8M	396.3%	2470.6%	623.46%
Flipkart	2.9M	8.3M	19.3M	231.0%	657.0%	284.37%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%	531.4%	151.93%
Forward Stores	0.6M	1.5M	4.1M	272.0%	725.1%	266.60%
Girias	1.5M	2.1M	8.7M	419.3%	561.0%	133.80%
Info Stores	0.1M	0.5M	1.8M	384.1%	2635.3%	686.11%
Insight	0.4M	1.0M	2.8M	271.8%	662.7%	243.78%
Integration Stores		0.2M	1.4M	887.2%	0.0%	0.00%
Leader	4.7M	6.0M	18.8M	314.8%	401.5%	127.54%
Logic Stores	0.2M	0.9M	4.8M	515.2%	2777.5%	539.13%
Lotus	1.5M	2.1M	8.1M	382.6%	545.5%	142.58%
Neptune	1.0M	3.4M	16.1M	471.5%	1627.7%	345.21%
Nomad Stores	0.5M	1.6M	4.0M	246.9%	763.0%	309.04%
Notebillig	0.2M	0.4M	1.1M	287.4%	451.7%	157.16%
Nova		0.0M	0.4M	2664.9%	0.0%	0.00%
Novus	1.9M	3.7M	9.9M	264.2%	527.6%	199.68%
Otto	0.3M	0.4M	1.2M	298.6%	462.9%	155.04%
Premium Stores	0.5M	1.1M	3.9M	353.1%	846.1%	239.63%
Propel	1.6M	2.5M	10.8M	440.6%	679.3%	154.17%
Radio Popular	0.5M	1.5M	5.3M	362.6%	1033.6%	285.09%
Radio Shack	0.8M	1.7M	5.4M	311.5%	669.3%	214.85%
Reliance Digital	1.6M	2.6M	9.7M	377.9%	601.5%	159.16%
Relief	0.4M	1.0M	4.1M	403.6%	1042.3%	258.26%
Sage	4.8M	6.4M	20.7M	321.5%	428.7%	133.34%
Saturn	0.2M	0.4M	1.2M	310.5%	507.4%	163.43%
Sorefoz	0.6M	1.1M	4.7M	433.6%	845.8%	195.06%
Sound	0.6M	1.7M	4.4M	260.3%	777.9%	298.90%
Staples	1.2M	2.9M	8.8M	307.0%	703.5%	229.20%
Surface Stores	0.1M	0.5M	2.1M	398.8%	2322.2%	582.30%
Synthetic	1.9M	4.4M	12.2M	276.0%	643.5%	233.16%
Taobao	0.2M	1.3M	3.3M	248.7%	1480.4%	595.36%
UniEuro	0.6M	1.6M	7.3M	457.0%	1227.9%	268.68%
Vijay Sales	1.7M	2.1M	8.5M	397.8%	493.0%	123.94%
Viveks	1.6M	2.2M	7.8M	348.1%	500.8%	143.86%
walmart	1.3M	2.6M	9.7M	370.4%	773.0%	208.67%
Zone	0.3M	1.6M	5.3M	336.2%	1546.6%	460.02%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**304.5%**	**684.6%**	**224.85%**

Filters

region	All
division	All

Market
Performance vs Target
All values are in USD

Market	2019	2020	2021	Target 21	2021-Target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-9.0%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.3%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.8%
Philipines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.9%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.7%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**653.8M**	**-54.9M**	**-9.2%**
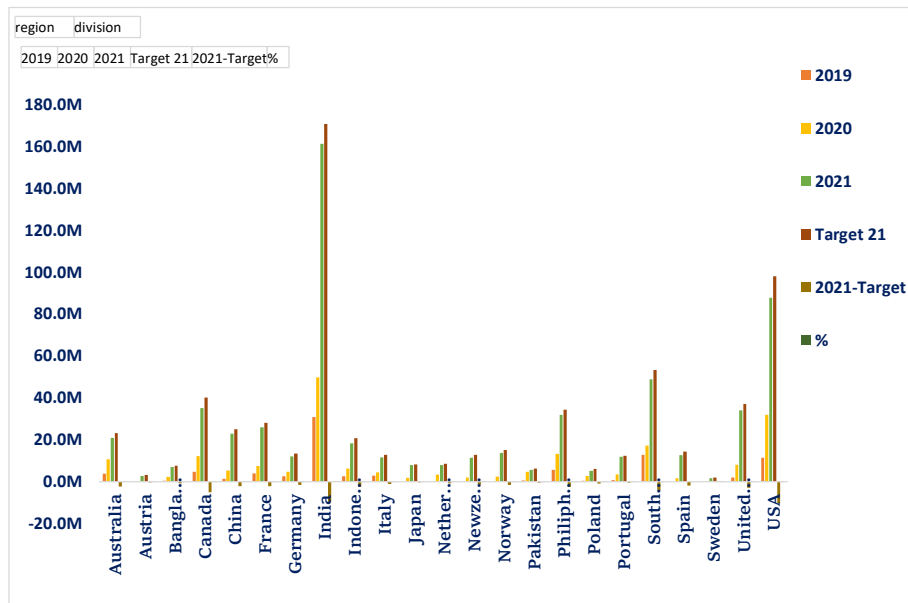
Top 10 Products according to 2021 vs 2020 %
All values are in USD

Product	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%**

region	All
market	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%

Top 10 Countries in Sales (2021, 2020, 2019)
All values are in USD

Countries	2021
Australia	21.0M
Canada	35.1M
China	22.9M
France	25.9M
India	161.3M
Indonesia	18.4M
Philiphines	31.9M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	**487.3M**

Countries	2020
Australia	10.7M
Canada	12.2M
China	5.4M
France	7.5M
India	49.8M
Indonesia	6.2M
Philiphines	13.4M
South Korea	17.3M
United Kingdom	8.1M
USA	31.9M
Grand Total	**162.4M**

Countries	2019
Australia	3.9M
Canada	4.8M
China	1.4M
France	4.0M
India	30.8M
Indonesia	2.5M
Philiphines	5.7M
South Korea	12.8M
United Kingdom	2.0M
USA	11.5M
Grand Total	**79.5M**

Filters

market	All
division	All
region	All
customer	All

P & L

By Fisical Year

All Values in USD

Note: 21 vs 20 is not part of pivot table

Fiscal Years

Metrics	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 %	41.4%	37.3%	36.4%	97.7%

region	All
market	All
division	All
customer	All
FY	2019

P & L
By Fisical Months
All values in USD

	Column Labels												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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 %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region	All
market	All
division	All
customer	All
FY	2020

	Column Labels												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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 %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region	All
market	All
division	All
customer	All
FY	2021

	Column Labels												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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 %	36.7%	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
Comparision

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
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%

P & L
For Markets
All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philipines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

FY	2019				GM% by Quarters (sub_zone)

GM %	Column Labels				
Sub Zone	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY	2020

GM %	Column Labels				
Sub Zone	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY	2021

GM %	Column Labels				
Sub Zone	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

CERTIFICATE

of Completion

COURSE
COMPLETION

Narendra Saurabh

Learned Excel from beginner to advanced level by practicing real-time business requirements using a dataset with more than 1 million records and passed the final exam with more than 70% marks.

Course Name

Excel: Mother of Business Intelligence

Lecture Hours : 09:00   *Estimated Practice Hours :* 14

Date : **Feb 17, 2024**

GUID : **CB-51-59907**

SIGNATURE