
SALES AND FINANCIAL ANALYTICS REPORT

Made by: Parth Agheda



AtliQ Hardware



FILTERS

region All
market All
division All

Customer

Net Sales Performance

All Values in USD

Customer	2019	2020	2021	2021 Vs 2020
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%
Boulangier	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%
Electricalsocity	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%
Elkj�p	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%



region All
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Customer
Net Sales Performance
All Values in USD

Customer	2019	2020	2021	2021 Vs 2020
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%



FILTERS

region All
division All

Market

Performance Vs Target

All Values in USD

Country	2019	2020	2021	Actual - Target (2021)	Actual - Target (2021) %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%

**FILTERS**

region All
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Top 10 Products

All Values in USD

Product	2020	2021	2021 Vs 2020
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%



FILTERS

region	All
customer	All

Division Level Report

All Values in USD

Product	2020	2021	2021 Vs 2020
N & S	51.4M	94.7M	<div></div> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
Grand Total	196.7M	598.9M	304.5%



FILTERS

region	All
customer	All
division	All

Top 5 Products (Qty Wise)

Product	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 Ms	4.1M
Grand Total	19.0M

FILTERS

region	All
customer	All
division	All

Bottom 5 Products (Qty Wise)

Product	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K

**FILTERS**

region	All
customer	All
division	All

New Products Launched in 2021

Product	2021
AQ Clx3	4.4M
AQ Electron 3 3600 Desktop	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

**FILTERS**

region All
customer All
division All

Top 5 Countries - Net Sales in 2021

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

**FILTERS**

region All
customer All
division All
market All

P & L by Fiscal Year

All values in USD

Note: 21 Vs 20 is not the part of pivot ta

Metrics	Fiscal Years			
	2019	2020	2021	21 Vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
GM	36.2M	73.3M	218.2M	197.6%
GM %	70.7%	59.4%	57.3%	-3.6%

FILTERS

region All
 market All
 division All
 customer All
 FY 2019

P & L by Fiscal Months for 2019

All values in USD

Note: Do not modify the pivot table.

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
GM	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 %	69.1%	72.3%	70.9%	70.6%	69.1%	72.2%	70.8%	70.6%	68.9%	72.4%	70.9%	70.6%	70.7%

FILTERS

region All
 market All
 division All
 customer All
 FY 2020

P & L by Fiscal Months for 2020

All Values in USD

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
GM	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 %	60.7%	60.7%	58.8%	58.3%	60.6%	60.6%	57.9%	60.6%	60.0%	59.4%	57.9%	58.2%	59.4%

FILTERS

region All
 market All
 division All
 customer All
 FY 2021

P & L by Fiscal Months for 2021
 All Values in USD

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
GM	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 %	57.9%	57.5%	57.0%	56.9%	57.9%	57.6%	57.2%	57.1%	57.8%	57.4%	57.2%	56.9%	57.3%

Net Sales Comparison (% Increase)

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%

FILTERS

region All
sub_zone All
FY 2021

P & L for Markets

All values in USD

Market	Net Sales	COGS	GM	GM %
Australia	21.0M	14.1M	6.9M	49.1%
Austria	2.8M	2.0M	0.9M	43.1%
Bangladesh	7.0M	4.5M	2.4M	52.8%
Canada	35.1M	21.7M	13.4M	61.8%
China	22.9M	13.5M	9.4M	69.7%
France	25.9M	14.7M	11.2M	76.2%
Germany	12.0M	8.9M	3.1M	35.5%
India	161.3M	109.7M	51.6M	47.1%
Indonesia	18.4M	11.3M	7.1M	62.4%
Italy	11.7M	8.2M	3.5M	43.1%
Japan	7.9M	4.2M	3.7M	87.0%
Netherlands	8.0M	4.6M	3.4M	72.5%
Newzealand	11.4M	5.9M	5.5M	93.1%
Norway	13.7M	9.6M	4.0M	41.8%
Pakistan	5.7M	3.6M	2.0M	56.7%
Philippines	31.9M	19.4M	12.5M	64.2%
Poland	5.2M	3.0M	2.2M	74.1%
Portugal	11.8M	6.8M	5.0M	72.8%
South Korea	49.0M	31.4M	17.6M	56.1%
Spain	12.6M	8.4M	4.2M	49.6%
Sweden	1.8M	1.1M	0.7M	67.3%
United Kingdom	34.2M	18.7M	15.4M	82.2%
USA	87.8M	55.3M	32.5M	58.7%
Grand Total	598.9M	380.7M	218.2M	57.3%

GM% by Quarters (SubZone)

All values in USD

FILTERS

FY 2019

GM % Sub-Zones	Quarters				Q4 irand Total
	Q1	Q2	Q3	Q4	
ANZ	75.4%	73.0%	74.2%	73.8%	74.1%
India	74.0%	73.2%	72.5%	74.0%	73.5%
NA	54.2%	54.8%	54.7%	55.6%	54.8%
NE	57.7%	58.8%	57.6%	57.6%	58.0%
ROA	80.2%	79.7%	78.7%	80.1%	79.7%
SE	80.2%	78.7%	78.6%	79.1%	79.2%

FILTERS

FY 2020

GM % Sub-Zones	Quarters				Q4 irand Total
	Q1	Q2	Q3	Q4	
ANZ	76.5%	75.6%	74.7%	71.8%	74.9%
India	47.8%	47.3%	48.0%	47.1%	47.5%
NA	66.3%	66.8%	64.2%	65.8%	66.1%
NE	60.4%	60.9%	62.6%	60.6%	60.8%
ROA	62.4%	62.1%	63.3%	60.5%	61.9%
SE	62.5%	59.4%	61.7%	60.7%	61.0%

FILTERS

FY 2021

GM % Sub-Zones	Quarters				Q4 irand Total
	Q1	Q2	Q3	Q4	
ANZ	63.9%	60.9%	62.0%	61.3%	62.1%
India	47.6%	46.7%	46.9%	47.0%	47.1%
NA	59.0%	59.9%	59.9%	59.7%	59.6%
NE	61.0%	63.2%	61.9%	62.1%	62.0%
ROA	62.5%	62.4%	61.6%	61.6%	62.1%
SE	63.0%	62.0%	62.9%	62.5%	62.6%