

FILTERS

region All
market All
division All

Customer Net Sales Performance

(Overall)

All values are in USD

Customer	2019	2020	2021	2021vs2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%

AtliQ Hardwares



Integration Stores		0.2M	1.4M	<div></div>	887.19%
Leader	4.7M	6.0M	18.8M	<div></div>	314.81%
Logic Stores	0.2M	0.9M	4.8M	<div></div>	515.17%
Lotus	1.5M	2.1M	8.1M	<div></div>	382.61%
Neptune	1.0M	3.4M	16.1M	<div></div>	471.50%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	246.89%
Notebillig	0.2M	0.4M	1.1M	<div></div>	287.39%
Nova		0.0M	0.4M	<div></div>	2664.92%
Novus	1.9M	3.7M	9.9M	<div></div>	264.20%
Otto	0.3M	0.4M	1.2M	<div></div>	298.58%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	353.09%
Propel	1.6M	2.5M	10.8M	<div></div>	440.64%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	362.56%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	311.51%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	377.90%
Relief	0.4M	1.0M	4.1M	<div></div>	403.57%
Sage	4.8M	6.4M	20.7M	<div></div>	321.52%
Saturn	0.2M	0.4M	1.2M	<div></div>	310.46%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	433.63%
Sound	0.6M	1.7M	4.4M	<div></div>	260.26%
Staples	1.2M	2.9M	8.8M	<div></div>	306.95%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	398.80%
Synthetic	1.9M	4.4M	12.2M	<div></div>	275.98%
Taobao	0.2M	1.3M	3.3M	<div></div>	248.66%
UniEuro	0.6M	1.6M	7.3M	<div></div>	457.03%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	397.78%
Viveks	1.6M	2.2M	7.8M	<div></div>	348.10%
walmart	1.3M	2.6M	9.7M	<div></div>	370.45%
Zone	0.3M	1.6M	5.3M	<div></div>	336.20%
Grand Total	87.5M	196.7M	598.9M		304.48%

FILTERS

Market Performance vs Target

region All

All values are in USD

division All

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



FILTERS

region	All
division	All
customer	All

New Products 2021

All values are in USD

Customer	2020	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



Top 5 Countries by Net Sales
all values in USD

FILTER

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



Division Level Report

All values in USD

FILTERS

region All
customer All

Customer	2020	2021	2021vs2020
N & S	51.4M	94.7M	184.38%
P & A	105.2M	338.4M	321.53%
PC	40.1M	165.8M	413.70%
Grand Total	196.7M	598.9M	304.48%

Top 5 Products

FILTERS

region	All
division	All
customer	All

Customer	Sum of 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

Bottom 5 Products

FILTERS

region	All
division	All
customer	All

Customer	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	175K



FILTERS

region All
customer All
market All
division All

P & L

By Fiscal Year

All values in USD

Metrics	Fiscal Years			
	2019	2020	2021	21vs20
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%



FILTERS

region	All
customer	All
market	All
division	All
FY	2019

P & L

By Month

All values in USD Note : Do not modify the pivot table

Metrics	Quarters												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%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

S

FILTERS

region	All
customer	All
market	All
division	All
FY	2020

P & L

By Month

All values in USD

Metrics	Quarters												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%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

FILTERS

region	All
customer	All
market	All
division	All
FY	2021

P & L

By Month

All values 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
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

Comparison

21vs20	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%
20vs19	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

Customer	Net Sales	COGS	Gross Margin	GM%
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philippines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%

GM% by Quarters (by subzones)

FILTERS

FY 2019

GM% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FILTERS

FY 2020

GM% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FILTERS

FY 2021

GM% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%