



AtliQ Hardware

Sales & Finance Analytics

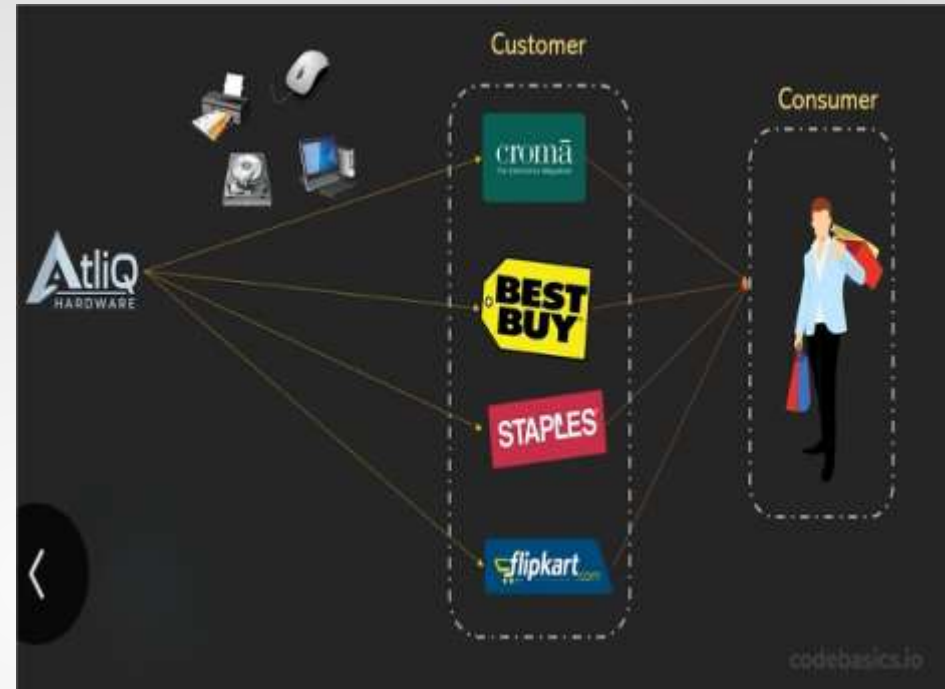
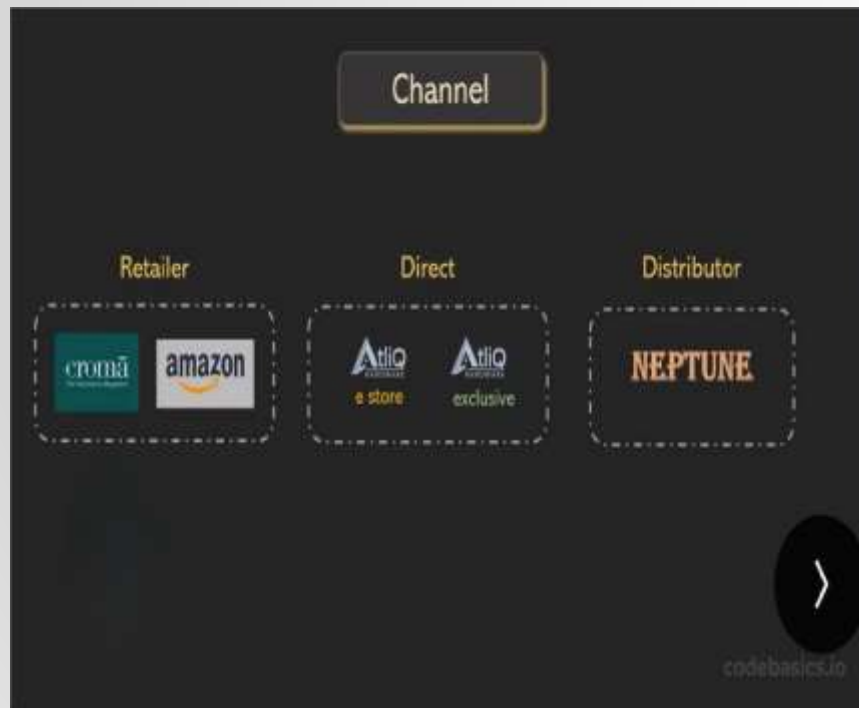




Data Details (Domain Knowledge)

AtliQ Hardware

AtliQ Hardware is a hardware manufacturing company that distributes its products through two primary platforms: brick-and-mortar stores like Croma and Best Buy, and e-commerce giants like Amazon and Flipkart



Their distribution network consists of physical stores, direct-to-consumer sales, and partnerships with distributors to broaden their reach. This approach enables AtliQ to effectively serve both in-store shoppers and online buyers, ensuring their products are widely accessible across various market segments.

Indian Market Customer Performance

- This report illustrates the net sales performance of customers across India.
- Net sales saw a significant increase from 2020 to 2021, likely due to the easing global impact of COVID-19. Among Indian customers, Amazon led with net sales of 23 million.
- Additionally, Electricalsociety showed the most substantial growth from 2020 to 2021, recording an impressive increase of 431.1%

FILTERS

region

market

division

Customer

Net Sales Performance

All Values in USD

Country <input type="text" value="All"/>	2019	2020	2021	21 VS 20
Amazon	4.6M	9.8M	23.0M	234.9%
Atliq e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%

Market Performance vs Target

- This report illustrates the market performance compared to targets.
- India led in 2021 net sales; however, it fell short of meeting its target.

FILTERS

region
division

All



All



Market

Performance vs Target

All Values in USD

Country	2019	2020	2021	2021-Target	%
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%

Top 10 Products

- This report showcases the top 10 products based on their performance.
- The product with the highest net sales is the AQ Electron 4 3600 Desktop, which achieved 19.4 million in sales.

FILTERS

region	All	▼
division	All	▼
customer	All	▼

Top 10 Products

All values are in USD

Products	Net Sales 20	Net Sales 21	%increase20n21
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

Division Level Report

FILTERS

region All
customer All

Division

Level Report

All values are in USD

Division <input type="button" value="v"/>	Net Sales 20	Net Sales 21	%increase20n21
N & S	51.4M	94.73M	84.4%
P & A	105.2M	338.38M	221.5%
PC	40.1M	165.76M	313.7%
Grand Total	196.7M	598.88M	204.5%

- This report Shows the division-level performance for N&S, P&A, and PC.
- In 2021, the division with the highest performance was P&C, achieving 338.4 million in net sales. Additionally, PC demonstrated the highest growth from 2020 to 2021, recording an increase of 313.7%.

Top & Bottom 5 Products

- This report highlights the top 5 and bottom 5 products and their quantities sold.
- The upper section of the report displays the top 5 Products, while the lower section shows the bottom 5 Products.
- At AtliQ Hardware, the top-selling product was the 'AQ Master Wired X1 MS,' while the least sold product was the 'AQ GEN Z.

FILTERS

region	All	▼
division	All	▼
customer	All	▼

Products

▼ 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

Top 5 Products

All values are in USD

FILTERS

region	All	▼
division	All	▼
customer	All	▼

Products

▼ Sum of 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

Bottom 5 Products

All values are in USD

New Products - 2021

- This report highlights the count of new products launched in 2021.
- AtliQ Hardware launched a total of 16 new products that year.
- The highest-selling product, AQ Qwerty, generated net sales of 22 million.

FILTERS

region	All	▼
division	All	▼
customer	All	▼

New Products - 2021

All values are in USD

Products



Net Sales 20

Net Sales 21

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 – 2021

- This report identifies the top 5 countries where AtliQ Hardware sells its products.
- India tops the list with net sales totaling 161.3 million.

FILTERS

region	All	▼
customer	All	▼

Top 5 Country - 2021

All values are in USD

Countries	▼ 2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M



P & L Statement by Fiscal Year

- AtliQ Hardware's fiscal year runs from September to August each year.
- This report provides the Profit & Loss statement for AtliQ Hardware for the years 2019, 2020, and 2021, with a focus on comparing 2020 and 2021, using 2020 as the baseline year.

FILTERS

region	All	▼
market	All	▼
division	All	▼

P & L

By Fiscal Year

All Values in USD

Note: 21VS20 is not a part of Pivot Table

	Fiscal Year ▼			
Metrics	2019	2020	2021	21VS20
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%
GM %	41.4%	37.3%	36.4%	-2.3%

P & L Statement by Month

- This report illustrates the monthly Profit & Loss (P&L) for AtliQ Hardware.
- The company's fiscal year runs annually from September to August. AtliQ saw a surge in sales from November to December, driven by the Diwali and Christmas celebrations in India.
- A comparison of net sales between March 2020 and March 2019 shows a significant decline, primarily due to the global impact of COVID-19 on markets worldwide.

FILTERS

region

All

market

All

division

All

customer

All

FY

2019

P & L

By Fiscal Months

All Values in USD

Note: 21VS20 is not a part of Pivot Table

Fiscal Year

Q1

Q2

Q3

Q4

Grand Total

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
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
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%

FILTERS

region

All

market

All

division

All

customer

All

FY

2020

P & L

By Fiscal Months

All Values in USD

Note: 21VS20 is not a part of Pivot Table

Fiscal Year

Q1

Q2

Q3

Q4

Grand Total

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
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
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

market

All

division

All

customer

All

FY

2021

P & L

By Fiscal Months

All Values in USD

Note: Do Not modify the pivot Table

Fiscal Year

Q1

Q2

Q3

Q4

Grand Total

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
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
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

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 Statement for Market

- This is the overall P & L of the Market.
- It feels like when the market generates high net sales, the COGS (Cost of Goods Sold) always ends up being too high to cover.
- A higher gross margin percentage signals strong profitability by maximizing revenue over costs. Conversely, a lower percentage indicates challenges in covering production expenses efficiently, crucial for financial health assessment.

FILTERS

region	All	▼
sub_zone	All	▼
FY	2021	▼

P & L

for Markets

All Values in USD

Customers ▼	Net Sales	TOTAL_COGS	GROSS MARGIN	GM %
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%

Gross Margin% by Quarters

- This report illustrates the quarterly Gross Margin % by sub-zone.
- It provides insights into profitability trends across different geographic segments.

FILTERS		GM %				
FY	2019	By Quarters				
		All Values in USD				
Gross Margin %	Quarters					
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%	

FILTERS		GM %				
FY	2020	By Quarters				
		All Values in USD				
Gross Margin %	Quarters					
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%	

FILTERS		GM %				
FY	2021	By Quarters				
		All Values in USD				
Gross Margin %	Quarters					
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%	



Thank you



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LinkedIn Profile: www.linkedin.com/in/rahul-gv-27a0bb16a



Github Link: <https://github.com/Rahul-G-V>