



## Summary

- P&L reports for AtliQ Hardware using Excel and DAX Measures, analyzing key financial metrics and showcasing significant year-over-year growth in Net Sales and Gross Margin.

## Leveraged Excel Topics-

**Power Query** for **Data Cleaning/Transformation**. **Power Pivot** for **Data Modelling**. The Data Model is provided in this doc file. **Conditional Formatting** to See Trends in Metrics. **DAX Measures** like SUM, CALCULATE etc are used to do complex **custom calculations**.

## Market Performance VS Target Report

From 2019 to 2021, Market performance demonstrated substantial revenue growth, with total sales **increasing to \$598.9 million** from \$87.5 million in 2019. This significant rise showcases the company's robust expansion and market penetration. However, despite the impressive growth figures, all regions fell short of their 2021 targets, resulting in a combined shortfall of \$54.9 million, or 9.2% below the projected figures.

**Key markets like the USA and India achieved high sales figures**, with \$87.8 million and \$161.3 million, respectively. Despite these strong numbers, these regions did not meet their targets, indicating a gap between projected and actual performance. Notably, Poland by 18.1%, and Spain by 14.1%. **These substantial gaps underscore the need for a more accurate market analysis and realistic target setting.**

Several factors could contribute to these discrepancies, including market volatility, unforeseen economic conditions, and operational challenges. These shortfalls emphasize the necessity for improved strategic planning and execution. Future efforts should focus on enhancing market analysis, refining target-setting processes, and increasing operational efficiencies.

The company can better align its expectations with achievable outcomes by addressing these issues, ensuring more accurate forecasting and strategic alignment. This will be critical in maintaining robust growth while meeting targets in the future.

## Customers Net Sales Report

From 2019 to 2021, the customer net sales report highlights substantial growth, Significant contributors to this growth include Amazon, with sales rising from \$12.2 million in 2019 to \$82.1 million in 2021, and AtliQ e-Store, which saw sales increase from \$7.2 million to \$53 million in the same period.

Despite the overall positive trend, individual performance varied widely. Notably, **Nova experienced an extraordinary surge of 2664.9% from 2020 to 2021**, albeit starting from a low base. **Other standout performers include All-Out (495.7%), Atlas Stores (470.3%), and Chiptec (722.0%),** indicating strong gains across different segments.

However, the varied growth rates also highlight the need for targeted strategies to sustain this momentum.



Maintaining such growth levels will require continued innovation, customer-focused initiatives, and efficient market execution. Future efforts should focus on replicating the success of high-growth customers while identifying and mitigating potential areas of underperformance.

## P&L Fiscal Year Report

From 2019 to 2021, net sales increased from \$87.5 million to \$598.9 million, representing a 204.5% growth between 2020 and 2021. This indicates significant market expansion and revenue growth over the three years.

The cost of goods sold (COGS) also rose sharply from \$51.2 million in 2019 to \$380.7 million in 2021, a 208.6% increase compared to 2020. This reflects higher production and operational costs associated with the increased sales volume.

Despite the rising costs, the gross margin grew from \$36.2 million in 2019 to \$218.2 million in 2021, marking a 197.6% increase from 2020 to 2021. This shows the company maintained profitability amidst growth.

**However, the gross margin percentage (GM%) declined from 41.43% in 2019 to 36.43% in 2021, a decrease of 2.3% compared to 2020. This suggests that while overall profits increased, margins were slightly compressed.**

## P&L Report by Fiscal Months

In 2019, net sales were \$87.5M with a gross margin of \$36.2M, achieving a GM% of 41.43%. Each quarter maintained consistent performance. **The Months OCTOBER, NOVEMBER, AND DECEMBER Were the Highest-grossing Months generating 34.4% of the Yearly Revenue.**

By 2020, net sales grew to \$196.7M, while gross margin reached \$73.3M. However, GM% decreased slightly to 37.28%, indicating higher costs relative to sales. **The Trend of October, November and December was identified here as well.**

In 2021, net sales surged to \$598.9M, and the gross margin increased to \$218.2M. The GM% further declined to 36.43%, reflecting continued cost pressures despite higher sales.

Comparing 2021 to 2020, net sales rose by 204.5%, highlighting significant growth. The GM% drop of 2.3% suggests margin compression amid expanding operations.

## Data Model

Data was imported from 5 csv Files and was Cleaned and Transformed based on Requirements for the Analysis.

Fact\_Sales\_Monthly Table Contained Almost **1 Million Rows** Consisting Sales Data of AtliQ Hardware.

Supporting Dimension Tables were also imported and Relationships Were made based on One to Many Relationships.

Extra Date Dimension Table was made in Power Query as it allows us to analyze performance more effectively across different time periods.

