

Comprehensive Data Analysis Project

FINANCE INSIGHTS UNVEILED



UNLOCKING FINANCIAL POTENTIAL

AtliQ Hardware



AtliQ Hardware is a company that manufactures and sells various hardware products such as PCs, mice, printers and more to different customers like Croma and staples as well as online platforms like Amazon and Flipkart. These stores and platforms then sell the hardware to end consumers.



FINANCE ANALYSIS PROJECT OVERVIEW

Objectives of our analysis



Our primary **objective** is to identify key financial trends that can drive decision-making. I aim to deliver actionable insights that will enhance business performance and inform **strategic planning** processes across the organization.

Additionally, we will **analyze** various data sources to assess risk factors and opportunities. By leveraging advanced statistical methods, I seek to provide a robust analysis that supports **data-driven** recommendations for stakeholders.



FILTERS

region	All
division	All
market	All
customer	All

P & L

By Fiscal Years

All Values are in USD

Note : 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
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%



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

Note : Do not modify the pivot table

P & L
By Fiscal months
All Values are in USD

Metrics	Quarters												Grand Total
	Q1				Q2		Q3		Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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

P & L
By Fiscal months
All Values are in USD

Metrics	Quarters												Grand Total
	Q1				Q2		Q3		Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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

P & L
By Fiscal months
All Values are in USD

Metrics	Quarters												Grand Total
	Q1				Q2		Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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 By Month

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%



INSIGHTS

Top findings from P & L By Month & Year

Revenue growth trend

Net sales grew rapidly from \$196.7 million in 2020 to \$598.9 million in 2021, representing a **204.5%** increase.

Revenue growth trend Quartly

In every fiscal year, revenue is highest in Q1 and Q2, especially during November and December, compared to other months.

COGS

COGS is growing faster than revenue, increasing by 208.6% compared to revenue's 204.5% growth

GM %

Gross margin (GM) percentage has declined from 41.4% in 2019 to 36.4% in 2021, representing a decrease of **2.3** percentage.

AtliQ Hardwares

FILTERS

region

All

division

All

market

All

customer

All

P & L

By Fiscal Years

All Values are in USD

Note : 21 vs 20 is not part of pivot table

	Fiscal Years			
Metrics	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
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%

FILTERS

region All
sub_zone All
FY All

P & L

For Markets

All Values are in USD

Market	NetSales	COGS	Gross Margin	GM%
Australia	35.57M	22.1M	13.5M	37.9%
Austria	2.96M	2.1M	0.9M	30.0%
Bangladesh	9.69M	6.3M	3.4M	35.4%
Canada	51.99M	31.5M	20.5M	39.4%
China	29.74M	17.6M	12.1M	40.8%
France	37.45M	21.2M	16.2M	43.3%
Germany	19.26M	13.5M	5.8M	29.9%
India	241.85M	161.2M	80.7M	33.4%
Indonesia	27.15M	16.3M	10.8M	39.8%
Italy	19.09M	12.9M	6.2M	32.6%
Japan	9.80M	5.4M	4.4M	44.7%
Netherlands	11.57M	6.5M	5.0M	43.6%
Newzealand	13.39M	7.4M	6.0M	45.0%
Norway	16.16M	11.2M	5.0M	30.7%
Pakistan	10.98M	6.7M	4.3M	39.2%
Philippines	50.92M	30.2M	20.8M	40.8%
Poland	8.39M	4.9M	3.5M	41.5%
Portugal	16.16M	9.6M	6.6M	40.7%
South Korea	79.05M	50.2M	28.8M	36.5%
Spain	14.39M	9.5M	4.8M	33.7%
Sweden	2.05M	1.2M	0.8M	40.6%
United Kingdom	44.23M	25.3M	18.9M	42.7%
USA	131.23M	82.5M	48.7M	37.1%

GM% by Quarters (Sub_Zone)

FILTERS

FY 2019

GM% Sub Zone	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%

FY 2020

GM% Sub Zone	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%

FY 2021

GM% Sub Zone	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%



INSIGHTS

Top findings from P & L By markets & Gm% By Sub zone

Top 5 Markets in terms of Revenue

1. India 2. USA 3. South Korea 4. Canada 5. Philipines

GM %

The maximum gross margin percentage is coming from Japan, the Netherlands, and New Zealand.

The market that generates the lowest revenue

Sweden & Austria

Top 2 sub-zones in terms of GM% by FY 2022

South East & Australia and New Zealand

AtliQ Hardwares

FILTERS

region

All

sub_zone

All

FY

All

P & L

For Markets

All Values are in USD

Market	NetSales	COGS	Gross Margin	GM%
Australia	35.57M	22.1M	13.5M	37.9%
Austria	2.96M	2.1M	0.9M	30.0%
Bangladesh	9.69M	6.3M	3.4M	35.4%
Canada	51.99M	31.5M	20.5M	39.4%
China	29.74M	17.6M	12.1M	40.8%
France	37.45M	21.2M	16.2M	43.3%
Germany	19.26M	13.5M	5.8M	29.9%
India	241.85M	161.2M	80.7M	33.4%
Indonesia	27.15M	16.3M	10.8M	39.8%
Italy	19.09M	12.9M	6.2M	32.6%
Japan	9.80M	5.4M	4.4M	44.7%
Netherlands	11.57M	6.5M	5.0M	43.6%
Newzealand	13.39M	7.4M	6.0M	45.0%
Norway	16.16M	11.2M	5.0M	30.7%
Pakistan	10.98M	6.7M	4.3M	39.2%
Philipines	50.92M	30.2M	20.8M	40.8%
Poland	8.39M	4.9M	3.5M	41.5%



TRENDS IN FINANCE

- **Net Sales Growth:**
 - Net sales have experienced significant growth over the years, rising from \$87.5M in 2019 to \$598.9M in 2021, with an impressive year-over-year increase of 204.5% from 2020 to 2021.
- **COGS Growth:**
 - Cost of Goods Sold (COGS) is growing even faster than net sales, increasing from \$51.2M in 2019 to \$380.7M in 2021. The year-over-year growth in COGS (208.6%) exceeds that of net sales (204.5%).
- **Gross Margin Growth:**
 - Gross margin in absolute terms has increased from \$36.2M in 2019 to \$218.2M in 2021, reflecting a significant overall improvement in dollar terms (197.6% growth from 2020 to 2021).
- **Gross Margin Percentage Decline:**
 - Despite growth in absolute gross margin, the gross margin percentage (GM%) has declined from 41.4% in 2019 to 36.4% in 2021, indicating increasing cost pressures or a shift in the revenue mix.



DATA-DRIVEN RECOMMENDATIONS NOW

Growth Strategy

Focus on High-Margin Products and Markets:

- Identify high-margin products and prioritize their promotion to increase profitability.
- Expand operations or marketing efforts in high-GM% markets like Japan, the Netherlands, and New Zealand, as these markets offer better profitability.

Cost Optimization

Control COGS Growth:

- Negotiate better terms with suppliers to manage rising COGS.
- Optimize the supply chain by improving logistics, reducing waste, and consolidating shipments to minimize costs.

Risk Management Approaches

Monitor and Mitigate Cost Pressures:

- Regularly track GM% by product and region to identify early signs of rising costs or declining margins.
- Hedge against fluctuating raw material prices by locking in long-term supplier contracts or using financial instruments.

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