

FILTERS

market	All
region	All
division	All

Customers

Net sales performance

all values are in USD

Customers	2019	2020	2021	2020 vs 2021
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%
Boulanger	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%
Elkjøp	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%
Leader	4.7M	6.0M	18.8M	314.8%

AtliQ Hardware



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%



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Market

performance vs target

all values are in USD

Customers	2019	2020	2021	2021 - target	2021 - target %
Australia	3.9M	10.7M	21.0M	-2.2M	10.6%
Austria		0.1M	2.8M	-0.3M	11.8%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	14.5%
China	1.4M	5.4M	22.9M	-2.1M	9.0%
France	4.0M	7.5M	25.9M	-2.2M	8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	12.7%
India	30.8M	49.8M	161.3M	-9.6M	5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	9.0%
Japan		1.9M	7.9M	-0.3M	4.2%
Netherlands	0.2M	3.4M	8.0M	-0.7M	8.2%
Newzealand		2.0M	11.4M	-1.4M	12.3%
Norway		2.5M	13.7M	-1.4M	10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	18.2%
Portugal	0.7M	3.6M	11.8M	-0.5M	4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	8.9%
Spain		1.8M	12.6M	-1.8M	14.2%
Sweden	0.1M	0.2M	1.8M	-0.2M	11.2%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	8.7%
USA	11.5M	31.9M	87.8M	-10.2M	11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	9.2%

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Customers

Net sales performance

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2021 vs 2020 not part of pivot table

	Fiscal year			
Metrics	2019	2020	2021	2021 VS 2020
net_sales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
gross margin	36.2M	73.3M	218.2M	298%
GM %	41.4%	37.3%	36.4%	98%

FILTERS

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Row Labels	net_sales_2021
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
Grand Total	367.2M

Customers

Net sales performance

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Row Labels	Sum of Qty
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
Grand Total	19.0M

Top 5 Products

all values in USD

FILTERS

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Row Labels	Sum of Qty
AQ GEN Z	63059
AQ Gamer 1	51721
AQ Smash 2	36029
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
Grand Total	174887

Bottom 5 Products

all values in USD