



Filters

region All

division All

market India

Customer

Net Sales Performance

Customers	2019	2020	2021	21 vs 20
Amazon	4.6M	9.8M	23.0M	235%
AtliQ e Store	1.6M	3.5M	8.7M	249%
AtliQ Exclusive	3.4M	4.7M	18.4M	393%
Croma	1.7M	2.5M	7.5M	305%
Ebay	1.7M	3.6M	8.5M	236%
Electricalslytical	1.6M	2.0M	8.4M	431%
Electricalsociety	1.8M	2.3M	9.4M	415%
Expression	1.5M	2.2M	8.8M	391%
Ezone	1.5M	2.0M	7.9M	392%
Flipkart	1.9M	4.3M	9.9M	232%
Girias	1.5M	2.1M	8.7M	419%
Lotus	1.5M	2.1M	8.1M	383%
Propel	1.6M	2.2M	9.1M	414%
Reliance Digital	1.6M	2.2M	8.5M	387%
Vijay Sales	1.7M	2.1M	8.5M	398%
Viveks	1.6M	2.2M	7.8M	348%
Grand Total	30.8M	49.8M	161.3M	324%



Filters

region All
division All

Market

Performance vs Target

All Values are in USD

Market	2019	2020	2021	2021 - Target %	
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
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	-4.1%
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	-18.1%
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	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
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%

AtliQ Hardwares

Filters

region	All
division	All
customer	All

Product Performance

Row Labels	2020	NetSales 21	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%

Filters

customer	All
division	All
region	All

P & L values by fiscal year

All Values are in USD

note: 21 vs 20 is not part of pivot table

	Fiscal year				
Metrics	2019	2020	2021		21 vs 20
Australia					
Net Sales	3.9M	10.7M	21.0M	<div></div>	96.2%
Cogs	2.2M	5.8M	14.1M	<div></div>	143.2%
Gross margin	1.7M	4.9M	6.9M	<div></div>	40.8%
Gross Margin %	42.6%	45.9%	32.9%	<div></div>	-28.2%
Austria					
Net Sales		0.1M	2.8M	<div></div>	2301.3%
Cogs		0.1M	2.0M	<div></div>	2172.4%
Gross margin		0.0M	0.9M	<div></div>	2665.4%
Gross Margin %		26.1%	30.1%	<div></div>	15.2%
Bangladesh					
Net Sales	0.5M	2.3M	7.0M	<div></div>	207.7%
Cogs	0.3M	1.4M	4.5M	<div></div>	233.5%
Gross margin	0.1M	0.9M	2.4M	<div></div>	168.4%
Gross Margin %	28.7%	39.6%	34.5%	<div></div>	-12.8%
Canada					
Net Sales	4.8M	12.2M	35.1M	<div></div>	188.1%
Cogs	2.8M	7.1M	21.7M	<div></div>	206.4%
Gross margin	2.0M	5.1M	13.4M	<div></div>	162.6%
Gross Margin %	41.7%	41.9%	38.2%	<div></div>	-8.8%
China					
Net Sales	1.4M	5.4M	22.9M	<div></div>	322.0%
Cogs	0.8M	3.3M	13.5M	<div></div>	305.5%
Gross margin	0.6M	2.1M	9.4M	<div></div>	348.1%
Gross Margin %	44.9%	38.7%	41.1%	<div></div>	6.2%
France					
Net Sales	4.0M	7.5M	25.9M	<div></div>	247.2%
Cogs	2.3M	4.3M	14.7M	<div></div>	246.4%
Gross margin	1.8M	3.2M	11.2M	<div></div>	248.3%
Gross Margin %	44.1%	43.1%	43.2%	<div></div>	0.3%
Germany					
Net Sales	2.6M	4.7M	12.0M	<div></div>	156.2%
Cogs	1.6M	3.0M	8.9M	<div></div>	193.8%
Gross margin	0.9M	1.7M	3.1M	<div></div>	88.3%
Gross Margin %	37.0%	35.6%	26.2%	<div></div>	-26.5%
India					
Net Sales	30.8M	49.8M	161.3M	<div></div>	224.0%
Cogs	17.8M	33.7M	109.7M	<div></div>	225.0%
Gross margin	13.1M	16.0M	51.6M	<div></div>	222.0%
Gross Margin %	42.4%	32.2%	32.0%	<div></div>	-0.6%
Indonesia					
Net Sales	2.5M	6.2M	18.4M	<div></div>	196.7%
Cogs	1.5M	3.5M	11.3M	<div></div>	220.1%
Gross margin	1.1M	2.7M	7.1M	<div></div>	165.6%
Gross Margin %	42.0%	42.9%	38.4%	<div></div>	-10.5%
Italy					
Net Sales	2.9M	4.5M	11.7M	<div></div>	162.5%
Cogs	1.6M	3.1M	8.2M	<div></div>	164.6%
Gross margin	1.3M	1.4M	3.5M	<div></div>	157.8%
Gross Margin %	45.6%	30.7%	30.1%	<div></div>	-1.8%
Japan					
Net Sales		1.9M	7.9M	<div></div>	321.1%
Cogs		1.2M	4.2M	<div></div>	257.3%
Gross margin		0.7M	3.7M	<div></div>	430.0%
Gross Margin %		37.0%	46.5%	<div></div>	25.9%

Netherlands					
Net Sales	0.2M	3.4M	8.0M		137.9%
Cogs	0.1M	1.8M	4.6M		164.2%
Gross margin	0.1M	1.6M	3.4M		109.2%
Gross Margin %	36.4%	47.8%	42.0%		-12.1%
Newzealand					
Net Sales		2.0M	11.4M		474.3%
Cogs		1.5M	5.9M		303.8%
Gross margin		0.5M	5.5M		950.7%
Gross Margin %		26.4%	48.2%		83.0%
Norway					
Net Sales		2.5M	13.7M		451.8%
Cogs		1.5M	9.6M		525.0%
Gross margin		0.9M	4.0M		331.0%
Gross Margin %		37.7%	29.5%		-21.9%
Pakistan					
Net Sales	0.6M	4.7M	5.7M		20.5%
Cogs	0.4M	2.7M	3.6M		34.3%
Gross margin	0.2M	2.0M	2.0M		2.0%
Gross Margin %	39.7%	42.8%	36.2%		-15.4%
Philiphines					
Net Sales	5.7M	13.4M	31.9M		138.4%
Cogs	3.4M	7.3M	19.4M		164.6%
Gross margin	2.3M	6.0M	12.5M		106.5%
Gross Margin %	39.9%	45.1%	39.1%		-13.4%
Poland					
Net Sales	0.4M	2.8M	5.2M		85.8%
Cogs	0.3M	1.7M	3.0M		78.5%
Gross margin	0.2M	1.1M	2.2M		96.7%
Gross Margin %	37.4%	40.2%	42.6%		5.9%
Portugal					
Net Sales	0.7M	3.6M	11.8M		229.8%
Cogs	0.5M	2.3M	6.8M		198.9%
Gross margin	0.3M	1.3M	5.0M		284.5%
Gross Margin %	39.3%	36.1%	42.1%		16.6%
South Korea					
Net Sales	12.8M	17.3M	49.0M		183.3%
Cogs	6.7M	12.1M	31.4M		158.7%
Gross margin	6.1M	5.2M	17.6M		241.3%
Gross Margin %	47.5%	29.8%	35.9%		20.5%
Spain					
Net Sales		1.8M	12.6M		611.4%
Cogs		1.1M	8.4M		663.2%
Gross margin		0.7M	4.2M		525.7%
Gross Margin %		37.7%	33.1%		-12.1%
Sweden					
Net Sales	0.1M	0.2M	1.8M		681.9%
Cogs	0.0M	0.1M	1.1M		735.6%
Gross margin	0.0M	0.1M	0.7M		613.8%
Gross Margin %	38.3%	44.1%	40.2%		-8.7%
United Kingdom					
Net Sales	2.0M	8.1M	34.2M		322.7%
Cogs	1.3M	5.3M	18.7M		252.1%
Gross margin	0.7M	2.8M	15.4M		459.0%
Gross Margin %	36.2%	34.1%	45.1%		32.2%
USA					
Net Sales	11.5M	31.9M	87.8M		175.0%
Cogs	7.7M	19.5M	55.3M		183.9%
Gross margin	3.8M	12.4M	32.5M		161.0%
Gross Margin %	32.8%	39.0%	37.0%		-5.1%

AtliQ Hardwares



Filters

region	All
market	All
customer	All
division	All
FY	2019

P & L by Fiscal Months
All Values are in USD

	Quarters												
	1		2		3		4						Grand Total
Values	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
Gross Margin	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
customer	All
division	All
FY	2020

P & L by Fiscal Month
All Values are in USD

Values	Quarters												Grand Total
	1		2		3		4						
	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
Gross Margin	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
customer	All
division	All
FY	2021

P & L Values by fiscal Month
All Values are in USD

Values	Quarters												Grand Total
	1		2		3		4						
	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
Gross Margin	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 Comparision

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%