



FILTERS

market	All
region	All
division	All

Customer

Net Sales Performance

All values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%

AtliQ Hardwares



Notebillig	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%



FILTERS

market India
region All
division All

Customer

Net Sales Performace

All values are in USD

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

FILTERS

region All
division All

Market**Performance vs Target**

All values are in USD

Country	2019	2020	2021	2021- Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.5%
Austria		0.1 M	2.8 M	-0.3 M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.6%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4 M	-11.0%
Norway		2.5 M	13.7 M	-1.4 M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.2%
Spain		1.8 M	12.6 M	-1.8 M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.4%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-8.4%



FILTERS

region	All
division	All
customer	All

Products	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	19000112

Top 5 Products

All values are in USD

FILTERS

region	All
division	All
customer	All

Products	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	174887

Bottom 5 Products

All values are in USD



FILTERS

region All
customer All

Division Level Report
All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
Grand Total	196.7 M	598.9 M	204.5%



FILTERS

region	All
customer	All

Country	2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M

Top 5 Country-2021

All values are in USD



FILTERS

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.3%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ LION x1	0.0 M	0.8 M	1619.5%
AQ LION x2	0.1 M	0.9 M	1668.9%
AQ LION x3	0.1 M	1.2 M	1692.3%
AQ Mx NB	0.0 M	1.4 M	5623.5%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Smash 2	0.4 M	11.2 M	2489.5%
AQ Zion Saga	0.7 M	3.6 M	428.5%
Grand Total	6.4 M	52.0 M	708.0%



FILTERS

region	All
division	All
customer	All

Net Products 2021

All values are in USD

Products	2021
AQ Clx3	4.4 M
AQ Electron 3 3600 Desktop Processor	14.2 M
AQ Gen Y	19.5 M
AQ GEN Z	11.7 M
AQ HOME Allin1 Gen 2	3.5 M
AQ Lumina Ms	4.2 M
AQ Marquee P3	4.9 M
AQ Marquee P4	1.7 M
AQ Maxima Ms	13.7 M
AQ MB Lito	2.8 M
AQ MB Lito 2	2.3 M
AQ Qwerty	22.0 M
AQ Qwerty Ms	15.4 M
AQ Trigger	20.7 M
AQ Trigger Ms	17.9 M
AQ Wi Power Dx3	17.2 M
Grand Total	176.2 M



FILTERS

market	All
division	All
customer	All
region	All

P & L

By Fiscal Years

All values are in USD
21 vs 20 is not part of pivot table

Metrics	Fiscal Years			21 vs 20
	2019	2020	2021	
Net Sales	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

P & L**By Fiscal Months**

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Jan
	Sep	Oct		Dec	Jan	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	

region All
 market All
 division All
 customer All
 FY 2020

P & L**By Fiscal Months**

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Jan
	Sep	Oct		Dec	Jan	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	

region All
 market All
 division All
 customer All
 FY 2021

P & L**By Fiscal Months**

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Jan
	Sep	Oct		Dec	Jan	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	



Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%

Note: Do not modify the pivot table

Q2	Q3	Q4			Grand Total		
Feb	Mar	Apr	May	Jun	Jul	Aug	
6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q2	Q3	Q4			Grand Total		
Feb	Mar	Apr	May	Jun	Jul	Aug	
15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q2	Q3	Q4			Grand Total		
Feb	Mar	Apr	May	Jun	Jul	Aug	
41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

FILTERS

region All
sub_zone All
FY 2021

P & L
for Markets

All values in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

FILTERS

FY 2019

GM% by Quarters (Sub-zone)

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%