



EXCEL REPORT

AtliQ Hardwares

FILTERS

Customer	2019	2020	2021	2021 vs 2020
Accelined Stores	1.4M	2.9M	10.9M	378.1%
All Out	0.2M	0.2M	0.8M	300.0%
Amazon	12.2M	24.4M	53.9M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
AtliQ Store	7.2M	23.7M	53.9M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Bodogaller	0.2M	0.8M	4.8M	400.0%
Chip 7	0.8M	1.3M	5.5M	416.1%
Chiptec	0.4M	0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Cosmo	1.2M	2.8M	9.3M	337.4%
Currys (Dixons Carphone)	0.3M	0.8M	7.5M	300.0%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalara Stores	0.2M	0.6M	1.9M	286.0%
Electricalidea Stores	0.1M	0.7M	504.6K	504.6%
Electricalidea Stores	0.1M	0.7M	31.2M	31.2%
Electricality	1.8M	3.6M	11.9M	575.5%
Electricity	2.3M	3.5M	12.4M	358.8%
Electricaljiquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjip	0.5M	1.3M	5.2M	391.9%
Expert Stores	0.4M	0.9M	4.2M	400.0%
Euroloics	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%
Frigidaire	2.2M	3.8M	23.1M	327.3%
Fine-Duty	0.5M	0.8M	2.9M	399.0%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girals	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	8.8M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

Customer Net Sales Performance
All values are in USD

AtliQ Hardwares

FILTERS

Market	2019	2020	2021	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria	0.1M	2.8M	-0.3M	-3.1M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-34.5%
China	1.4M	4.2M	12.8M	-2.1M	-15.6%
France	4.0M	7.5M	25.9M	-2.2M	-8.5%
Germany	2.6M	4.7M	12.0M	-1.5M	-13.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-17.4%
Italy	2.9M	4.5M	11.7M	-1.6M	-5.0%
Japan	1.9M	7.9M	-0.3M	-4.1M	-21.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.5%
New Zealand	2.0M	11.4M	-1.4M	-1.2M	-13.1%
Norway	2.5M	13.7M	-1.4M	-1.0M	-13.1%
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	2.9M	5.2M	-0.9M	-19.0%
Portugal	0.7M	6.6M	11.8M	-0.5M	-4.5%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.5%
Spain	1.8M	12.6M	-1.8M	-1.5M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-91.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.5%
USA	11.5M	31.9M	87.8M	-10.3M	-11.7%
Grand Total	87.5M	196.7M	598.5M	-54.9M	-9.2%

Market Performance vs Target
All values are in USD



AtliQ Hardwares

SALES & FINANCE Analytics

Presented by Sanjay Polamarasetti



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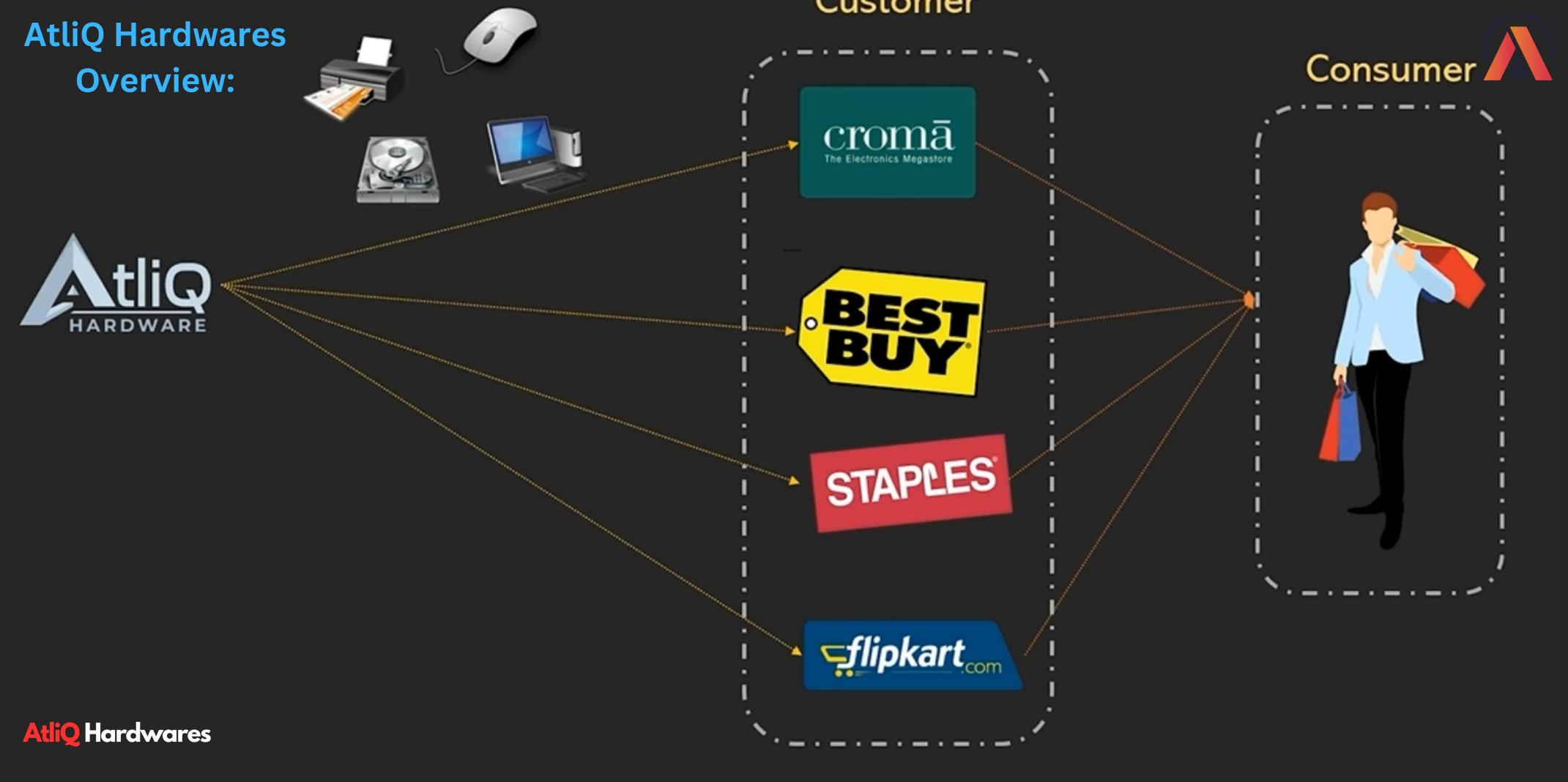
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3. AtliQ Hardwares Channel
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6. Steps Involved for Report Creation
7. Data Model
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Introduction:

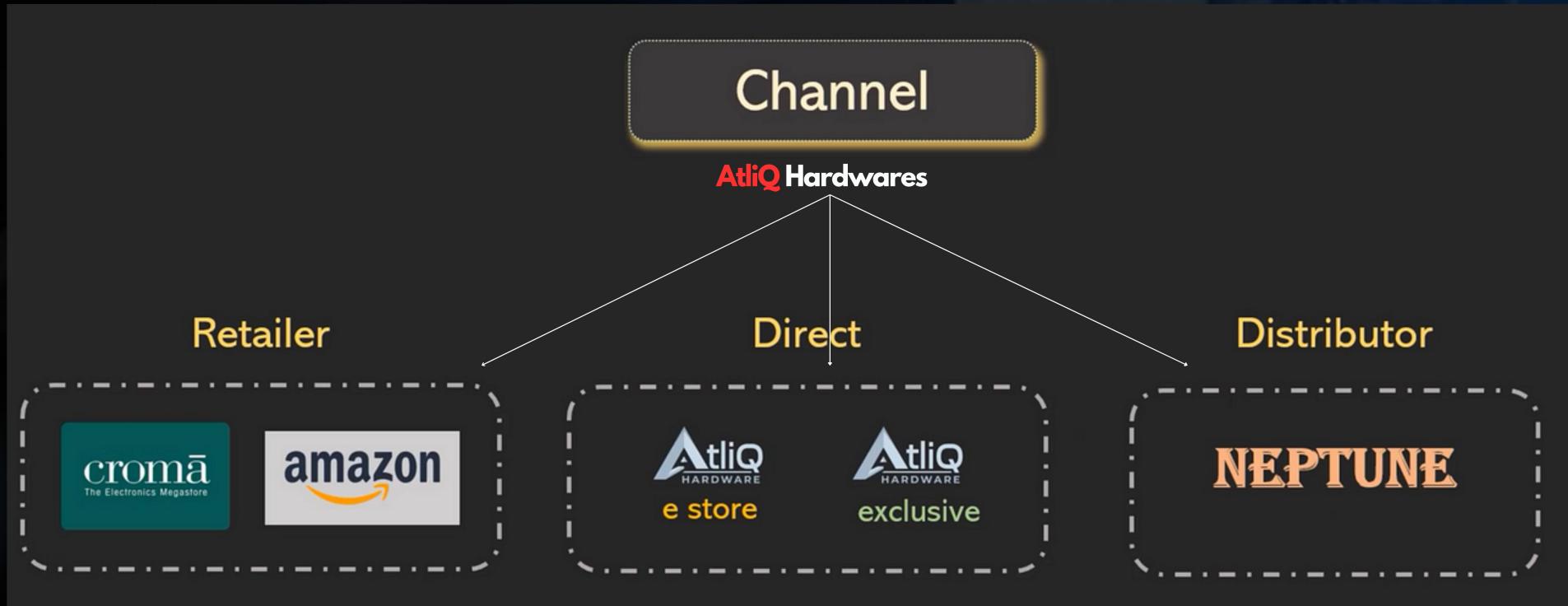
Atliq is a company that sells hardware gadgets to different customers like croma , bestbuy , amazon ,staples ,flipkart and then these customers/stores sell products to the end users . Here customer means the direct customer of atliq and consumer means the end user who consumes the product.

AtliQ Hardwares Overview:



AtliQ Hardwares

Channel:



AtliQ Hardwares



Tool | Data Source | Data Set:

Tool : Excel

Data Source: CSV File

DataSet:Organized Data for Analysis





Problem Statement:

AtliQ Hardware has experienced considerable financial losses over recent years and currently depends on manual reports, limiting access to accurate, timely insights for effective decision-making. To address these challenges, Atliq Hardware seeks a skilled Data Analyst to develop a comprehensive Excel-based analytical report focusing on sales and financial performance. This report should provide actionable insights to support data-driven strategies aimed at improving profitability and overall business health. The analysis should encompass key sales metrics, financial trends, and performance indicators to guide strategic planning and enhance operational efficiency.



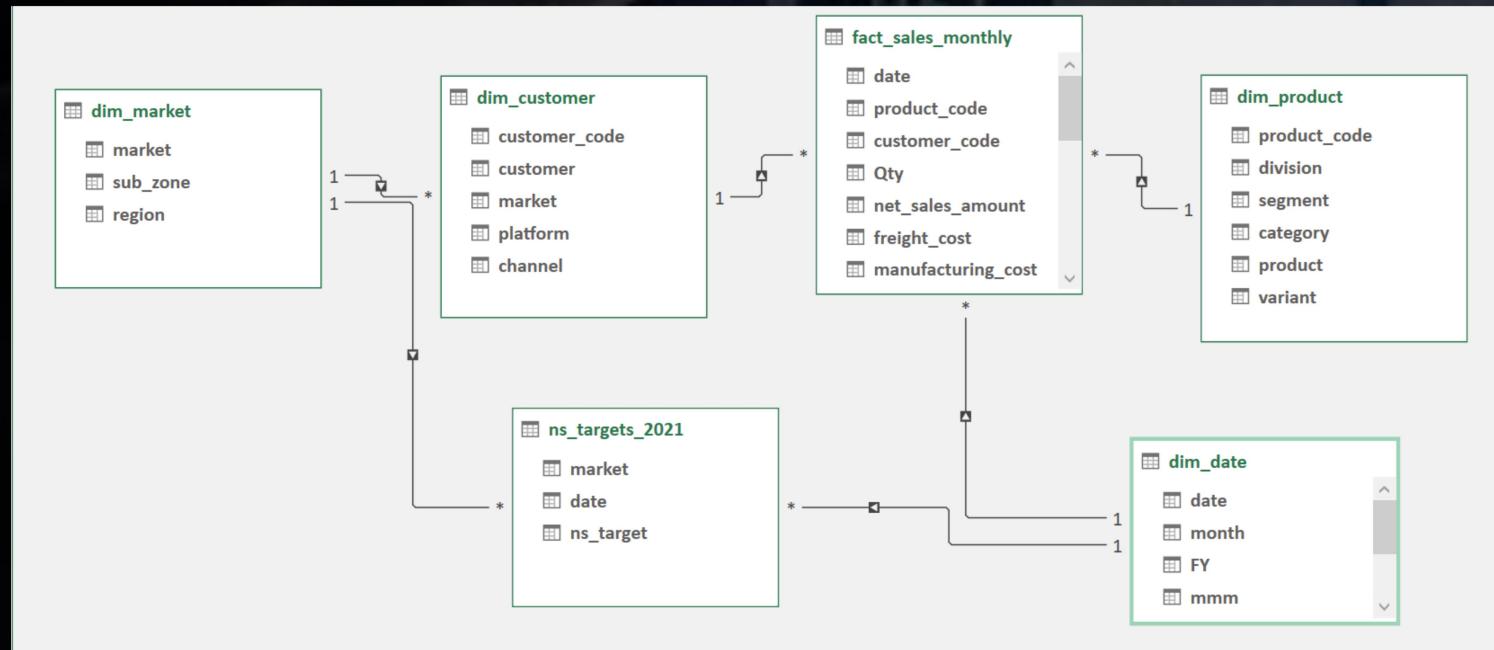
Steps Involved:

- ETL (Extract, Transform, Load)
- Power Query for Data Preparation
- Power Pivot for Data Storage
- Creating a Data Model
- Analyzing Data with Pivot Tables
- Building DAX Measures
- Applying Conditional Formatting for Clarity

Data Model:



In Excel, a data model relationship is a connection between tables in a data model that allows users to combine data from multiple sources into a single relational data source. The below snapshot speaks about One-to-Many Relationships.





Dax Measures:

A DAX measure is a custom calculation created using Data Analysis Expressions (DAX) that performs dynamic calculations and data analysis on data in Excel Power Pivot, & Power BI. And Measures enable users to perform aggregations, complex calculations, and provide insights that adapt to filters and contexts in reports. The below snapshot speaks about DAX Measures.

Manage Measures	
	New
Measure	Formula
%	DIVIDE([2021- Target],[NetSales 2021],0)
2021 vs 2020	DIVIDE([NetSales 2021],[NetSales 2020],0)
2021- Target	[NetSales 2021]-[target 2021]
COGS	SUM(fact_sales_monthly[total_COGS])
Gross Margin	[Net Sales]-[COGS]
Gross Margin %	DIVIDE([Gross Margin],[Net Sales],0)
Net Sales	SUM(fact_sales_monthly[net_sales_amount])
NetSales 2019	CALCULATE([Net Sales],dim_date[FY] = "2019")
NetSales 2020	CALCULATE([Net Sales],dim_date[FY] = "2020")
NetSales 2021	CALCULATE([Net Sales],dim_date[FY] = "2021")
Quantity	SUM(fact_sales_monthly[Qty])
target 2021	SUM(ns_targets_2021[ns_target])

Reports



Sales Analytics

- > Customer Net sales Performance Report
- > Market Performance vs Target
- > Top 10 Products
- > Division Level Report
- > Top 5 & Bottom 5 Products
- > New Products - 2021
- > Top 5 Country - 2021

Customer NetSalesPerformance Report



AtliQ Hardwares

FILTERS

region	All	Customer		
market	All	Net Sales Performance		
division	All	All values are in USD		
Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out	0.2M	0.8M	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 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	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	0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalsytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipu 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%
Fnc-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	0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

AtliQ Hardwares

FILTERS

Customer	2019	2020	2021	2021 vs 2020
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	0.0M	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%
Sorefotz	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%

Market Performance Target II Top 10 Products II Division Level Report



AtliQ Hardwares

FILTERS

region	All
division	All

Market Performance vs Target

All values are in USD

Country	2019	2020	2021	2021- Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria	0.1M	2.8M	-0.3M	-11.7M	-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	-4.1M	-11.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
New Zealand		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	-4.8%
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

Top 10 Products

All values are in USD

Products	2020	2021	2021 vs 2020
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%



AtliQ Hardwares

FILTERS

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



Top 5 & Bottom 5 Products II New Products - 2021 II Top 5 Country - 2021



AtliQ Hardwares

FILTERS

region	All
division	All
customer	All

Top 5 Products

All values are in USD

Products	Quantity
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	19.0M

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

All values are in USD

Products	Quantity
AQ Gamer 1	52k
AQ GEN Z	63k
AQ Home Allin1	15k
AQ HOME Allin1 Gen 2	9k
AQ Smash 2	36k
Grand Total	175k

AtliQ Hardwares

FILTERS

region	All
division	All
customer	All

New Products - 2021

All values are in USD

Products	2020	2021
AQ Cx3		4.39M
AQ Electron 3 3600 Desktop Processor		14.21M
AQ Gen Y		19.52M
AQ GEN Z		11.70M
AQ HOME Allin1 Gen 2		3.51M
AQ Lumina Ms		4.21M
AQ Marquee P3		4.86M
AQ Marquee P4		1.68M
AQ Maxima Ms		13.66M
AQ MB Lito		2.85M
AQ MB Lito 2		2.29M
AQ Qwerty		21.98M
AQ Qwerty Ms		15.41M
AQ Trigger		20.74M
AQ Trigger Ms		17.90M
AQ Wi Power Dx3		17.25M
Grand Total		176.16M

AtliQ Hardwares

FILTERS

region	All
division	All

Top 5 Country - 2021

All values are in USD

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

AtliQ Hardwares

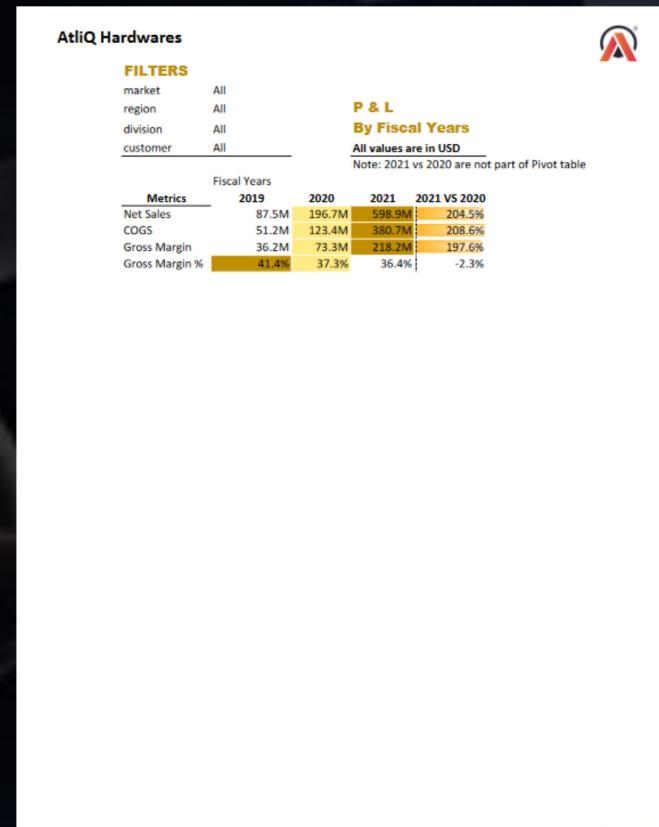
Reports



Finance Analytics

- > Profit & Loss (P\$L) By Years
- > Profit & Loss By Months
- > Profit & Loss for Market
- > Gross Margin % Quarters

Profit & Loss (P\$L) By Years



Profit & Loss (P\$L) By Months



AtliQ Hardwares

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

**P & L
By Fiscal Months**

All values are in USD

Note: Do not modify the Pivot table

Fiscal Years

Metrics	Q1		Q2		Q3		Q4		Grand Total				
	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
division	All
customer	All
FY	2020

**P & L
By Fiscal Months**

All values are in USD

Fiscal Years

Metrics	Q1		Q2		Q3		Q4		Grand Total				
	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%	36.7%	36.5%	36.4%	36.3%	36.4%	36.6%	36.4%	36.4%	36.3%	36.4%

AtliQ Hardwares

FILTERS

region	All
market	All
division	All
customer	All
FY	2021

**P & L
By Fiscal Months**

All values are in USD

Fiscal Years

Metrics	Q1		Q2		Q3		Q4		Grand Total				
	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%	36.7%	36.5%	36.4%	36.3%	36.4%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales Comparison

2021 vs 2020	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%
2020 vs 2019	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%

Profit & Loss (P\$L) for Market



AtliQ Hardwares

FILTERS

region All
sub_zone All
FY 2021

P & L for Markets
All values are in USD

Market	Net Sales	COGS	Gross Margin	Gross Margin %
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%

Gross Margin % by Quarters



AtliQ Hardwares



FILTERS

Gross Margin % By Quarters (Sub Zone)

FY 2019

Gross Margin % Quarters

Sub Zone	Q1	Q2	Q3	Q4	Grand Total
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%

AtliQ Hardwares



FILTERS

Gross Margin % By Quarters (Sub Zone)

FY 2021

Gross Margin % Quarters

Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	32.3%	31.8%	31.9%	32.0%	32.0%
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%	38.0%	38.5%	38.5%

FILTERS

Gross Margin % By Quarters (Sub Zone)

FY 2020

Gross Margin % Quarters

Sub Zone	Q1	Q2	Q3	Q4	Grand Total
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%

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Thank
You

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