



**AtliQ
Hardware**

SALES AND FINANCE RPORT

Agenda

- Introduction
- Objective
- Sales report and insights
- Finance report and insights

Introduction

AtliQ Hardware is one of the fastest-growing companies in the global electronics market, offering products like PCs, printers, and accessories through major retailers such as Croma and Best Buy, as well as platforms like Amazon and Flipkart.

AtliQ has launched a data-driven initiative to analyze its sales and financial performance. this initiative aims to optimize sales strategies, identifying growth opportunities, and supporting informed financial decision-making.

Objective

- This project is focused on Creating a holistic and dynamic sales and finance report using advanced Excel methodologies.
- Using the report, objective is to conduct a thorough analysis of AtliQ Hardware's sales and financial performance from 2019 to 2021, with the goal of providing actionable insights for future decision-making

Sales report and insights

- Customer's Net Sales performance report
- Market's Performance vs Target report
- Division based Net Sales report
- Top 5 and Bottom 5 products based on quantity sold
- Top 5 markets in terms of Net Sales

Customer's Net Sales Performance report



FILTERS

region	All
division	All
market	All

Customer

Net Sales Performance

All values in USD

Customer	2019	2020	2021	21 vs 20
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%

Customer's Net Sales Performance report

• Key Points :

- Net sales went from **196.7M (2020)** to **598.9M(2021)** recording **304%** growth
- Amazon has recorded the maximum sales (**82.5**) in 2021.
- Nova, integration Stores and Chiptec are customer who have done exponential growth in 2021

AtliQ Hardwares



Leader	4.7M	6.0M	18.8M	314.8%
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%



Market's Performance vs Target report

AtliQ Hardwares

FILTERS

region All

division All

Market

Performance vs Target

All Values are in USD

Country	2019	2020	2021	Target 21	2021-Target	Difference %
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-9.0%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.3%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.9%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-9.2%

Key points :

- Negative data represents that none of the market has met the target value in 2021
- **USA** and **India** are the markets where the difference between actual value and target value is maximum.
- Different factors should be considered and new strategies must be constructed to meet the target values.

Division based Net Sales report

Key Points :

- **P&A** Division has recorded maximum Sales in 2021.
- The PC division recorded a **413%** growth (the highest growth) in 2021 compared to 2020

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FILTERS

region All
market All

Division

Level Report

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
Grand Total	196.7M	598.9M	304.5%



**Top 5 Products Sold
(by quantity)**
All Values are in USD

FILTERS	
region	All
market	All
division	All

Products	Sum of 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	19.0M

**Bottom 5 Products
(by quantity)**
All Values are in USD

FILTERS	
region	All
market	All
division	All

Products	Sum of Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	09K
AQ Smash 2	36K
Grand Total	175K

Top 5 and Bottom 5 Products based on quantity sold

Key Points

- **“AQ Master wired x1 Ms”** is the best selling product with record sales of **4.2M** units
- **“AQ HOME Allin1 Gen 2”** is the least selling products with only sales **9k** units

Top 5 Markets in terms of Net Sales

Key Points

- **India** recorded the maximum sales in 2021 Followed by US
- Around 61% of the sales in 2021 was done By done by these markets

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FILTERS

region	All
division	All

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

Top 5 countries- 2021

All Values are in USD

Finance report and insights

- P & L statement by Fiscal Year
- P & L statement by Quarter and Month
- P & L statement by Markets for 2021
- GM% by Quarters for sub-zones



P & L statements by Fiscal Year

Key Points

- Net sales reached their highest in 2021, with a growth of **304%** compared to 2020
- **GM%** was minimum in 2021, as COGS has increased in 2021.
- Measures should be taken to decrease the COGS factors and hence increasing the Gross Margins.

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FILTERS

market	All
region	All
customer	All
division	All

P and L

By Fiscal Years

All Values are in USD

Note : 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			21 vs 20
	2019	2020	2021	
NetSales	87.5M	196.7M	598.9M	304.5%
cogs	51.2M	123.4M	380.7M	308.6%
Gross Margin	36.2M	73.3M	218.2M	297.6%
GM %	41.4%	37.3%	36.4%	97.7%



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L

By Fiscal Months

All Values are in USD

	QUARTERS												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	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

	QUARTERS												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	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 NM

All Values are in USD

Metrics	QUARTERS												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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

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%

Key Points :

- For all the 3 FY, Nov and **Dec** has recorded the maximum sales



P & L Statement by Market for 2021

Key Points:

- **India** recorded the highest Net sales & **Sweden** recorded the lowest sales
- **New Zealand** and **Japan** are the leaders in terms of GM%

AtliQ Hardware

FILTERS

region All
division All

P & L By Markets

All Values are in USD

Country	NetSales	cogs	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.6%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philippines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%
USA	131.2M	82.5M	48.7M	37.1%
Grand Total	883.0M	555.3M	327.7M	37.1%

FILTERS

FY

2019

GM % by Quarters for Sub-Zones

GM % Market	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 % Market	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 % Market	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%

GM% by Quarters for sub-zones

Key Point:

- The trend shows that GM% has decreased In FY 2021 from some zones.
- With the increase in sales, the COGS has also increased hence declining rate of GM%.
- These challenges should be worked upon to overall increase the GM%.