

# Sales & Finance Analytics

[ Excel, Power Query, Pivot table, DAX]



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# About Company

Atliq hardware is one of the leading electronic hardware manufacturing company, with broad product portfolio. They mainly sells their products through different channels like Retailer, Distributer or they sell directly by themselves. Their products are mainly categorized into 3 categories: **P&A**(Peripherals & Accessories), **N&S** (Network & Storage) and **PCs**.

In this project, we will delve into the sales data of Atliq Hardware to uncover actionable insights that will drive sales growth and boost the company's revenue.



# Sales Analysis

*This report assist in enhancing sales performance, generating discounts and adapting to economic changes.*

## Reports:

1

### **Customer Net Sales Performance**

Analyzed the net sales performance of individual customers from 2019 to 2021. This report aims to identify key trends and patterns in customer purchasing behavior, assess customer retention and loyalty, and uncover high-performing and underperforming customer segments. The insights gained will guide strategic initiatives to enhance customer engagement, increase sales from existing customers, and improve overall customer satisfaction.

2

### **Market Performance vs Target**

Evaluated the company's market performance in comparison to set sales targets. This report seeks to measure the effectiveness of sales strategies, identify gaps between actual performance and targets, and provide actionable insights to drive future sales growth. By comparing market performance against targets, the report will highlight areas of success and areas needing improvement, enabling informed decision-making and the adjustment of sales tactics to achieve better alignment with corporate objectives.

# Customer Net Sales Performance

(Indian Market)

- This report analyses the net sales performance of individual customers in Indian market from 2019-2021.
- **Amazon** is leading in 2021 with **Net sales** of **23M**, followed by **AtliQ Exclusive (18.4M)** and **Flipkart (9.9M)**.
- Each customer have shown consistent growth in net sales over each year.

## AtliQ Hardware



### FILTERS

region	All
market	India
division	All

### Customer Net Sales Performance

All Values in USD

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



# Market Performance Vs Target

## Top Performing Markets:

- **India:** \$161.3M (largest contributor, despite a 5.9% shortfall)
- **USA:** \$87.8M (second largest, with a 11.7% shortfall)
- **South Korea:** \$49M (8.2% shortfall)
- These markets are critical for the company's revenue, making them essential for strategic focus.

## Under Performing Markets:

- **Australia:** \$21.0M (10.5% below target)
- **Canada:** \$35.1M (14.5% below target)
- **Germany:** \$12.0M (12.7% below target)

## Trends:

- Most markets show a significant growth in sales from 2020 to 2021.
- Shortfall percentages are moderate across most countries, indicating room for improvement in achieving targets.
- Markets like Norway and Austria have faced notable challenges, resulting in substantial underperformance.

## Atliq Hardware



### 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	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.17%</b>

# Finance Analytics

*This report aids management in identifying trends, effectively allocating resources, and planning for future growth. Income statements illustrate the company's profit relative to its revenue. They guide day-to-day operations, including managing expenses, pricing, and inventory.*

## Reports:

1

### P & L by Market

Delivered a detailed analysis of the company's financial performance across different markets. This report aims to provide insights into net sales, cost of goods sold (COGS), gross margin, and gross margin % for each market. By examining these key financial metrics by market, the report will help management identify market-specific trends, assess the profitability of various regions, and pinpoint areas with growth potential or operational challenges. The insights gained will support data-driven decision-making, enabling the company to tailor strategies for optimizing market performance, enhancing profitability, and achieving sustainable growth in each geographic area.

2

### P & L by Fiscal Year

Provided a comprehensive analysis of the company's financial performance on an annual basis. This report aims to offer a clear overview of net sales, cost of goods sold (COGS), gross margin, and gross margin percentage by fiscal year. By examining these key metrics, the report will help management identify long-term trends, assess the overall financial health of the company, and make informed strategic decisions to enhance profitability and operational efficiency.

3

### P & L by Fiscal month/quarter

Delivered a detailed analysis of the company's financial performance on a more granular level. This report focuses on net sales, cost of goods sold (COGS), gross margin, and gross margin percentage by quarter and month. By breaking down the financial data into smaller time periods, the report will enable management to monitor short-term performance, identify seasonal trends, and quickly respond to emerging challenges and opportunities. This approach will facilitate agile decision-making and help in optimizing the company's financial operations on a continuous basis.

# P & L Report By Market

## ❑ Top Performing Market (GM%):

- **New Zealand:** 48.2% (Highest GM%)
- **Japan:** 46.5%
- **United Kingdom:** 45.1%
- These markets have the highest gross margin percentages, indicating efficient cost management and profitability.

## ❑ Under Performing Markets:

- **Germany:** \$12.0M net sales with a low GM% of 26.2%
- **Norway:** \$13.7M net sales with a GM% of 29.5%
- These markets have lower gross margin percentages, indicating potential areas for improvement in cost management and operational efficiency.

## ❑ Balanced Performers:

- **Philippines:** \$31.9M net sales with a GM% of 39.1%
- **Indonesia:** \$18.4M net sales with a GM% of 38.4%
- These markets show balanced performance with substantial sales and high gross margin percentages.

## Atliq Hardware



### FILTERS

region All  
division All  
FY 2021

### P & L Report By Market

All values are in USD

Country	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%

# P & L Report

## By Fiscal Year

- ❑ **Net Sales:** The net sales increased significantly from **\$196.7M** in 2020 to **\$598.9M** in 2021, reflecting a robust growth of **204.5%**. This indicates a strong demand for Atliq Hardware's products.
- ❑ **COGS:** The cost of goods sold also increased substantially from **\$123.4M** in 2020 to **\$380.7M** in 2021, showing a growth of **208.6%**. This indicates that while sales have increased, the costs associated with producing these goods have also risen significantly.
- ❑ **Gross Margin:** The gross margin improved from **\$73.3M** in 2020 to **\$218.2M** in 2021, representing a **197.6%** growth. This highlights the company's ability to maintain profitability despite the increase in COGS.
- ❑ **GM%:** The gross margin percentage slightly declined from **37.3%** in 2020 to **36.4%** in 2021, a decrease of **2.3%**. While this reduction is relatively minor, it suggests that the increase in COGS is slightly outpacing the growth in sales.
- ❑ The company's overall financial performance in 2021 has shown remarkable growth in net sales and gross margin.

### Atliq Hardware



#### FILTERS

region	All
market	All
customer	All
division	All

#### P & L

##### By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
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%



# P & L Report by Fiscal Month/Quarter

- ❑ There has been remarkable sales growth year over year, indicating a strong market demand and effective sales strategies.
- ❑ Although sales have increased, the cost associated with producing the goods has risen at a slightly higher rate.
- ❑ The gross margin has shown substantial growth, reflecting the company's profitability. Yet gross margin % has slightly declined over the years, indicating that the increase in COGS is outpacing the growth in net sales.
- ❑ **Quarterly Net Sales:**
  - Significant spikes in Q1 of each year, suggesting strong year-end performance, highlighting effective year-end strategies.
  - Steady growth across all quarters in 2021, highlighting consistent performance throughout the year.

## Atliq Hardware



### FILTERS

region	All
market	All
division	All
customer	All
FY	2019

### P & L

#### By Fiscal Months

All values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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
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%

### FILTERS

region	All
market	All
division	All
customer	All
FY	2020

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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
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%

### FILTERS

region	All
market	All
division	All
customer	All
FY	2021

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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
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%

# Recommendations:

- **India and USA:** Given their large contributions to net sales, these markets should be prioritized for sustaining and enhancing growth.
- **Germany and Norway:** Potential areas for operational improvements to increase gross margin percentages.
- **New Zealand and Japan:** Best practices from these high GM% markets could be analyzed and replicated in other regions.
- **Overall Financial Performance:** The company's overall financial performance in 2021 has shown remarkable growth in net sales and gross margin. However, the management should closely monitor the rising COGS and work on strategies to maintain or improve the gross margin percentage.
- **Continuous Sales Growth:** Steady increase in net sales month-over-month and quarter-over-quarter, indicating growing market demand.
- **Managing COGS:** Strategies to control the rising cost of goods sold should be prioritized to maintain or improve the gross margin percentage.
- **Market Expansion:** Given the substantial sales growth, exploring new markets and expanding existing ones could further drive revenue.
- **Operational Efficiency:** Analyzing operational processes to identify areas for cost reduction can enhance profitability.