



AtliQ  
Hardware

# Sales & Financial Analysis



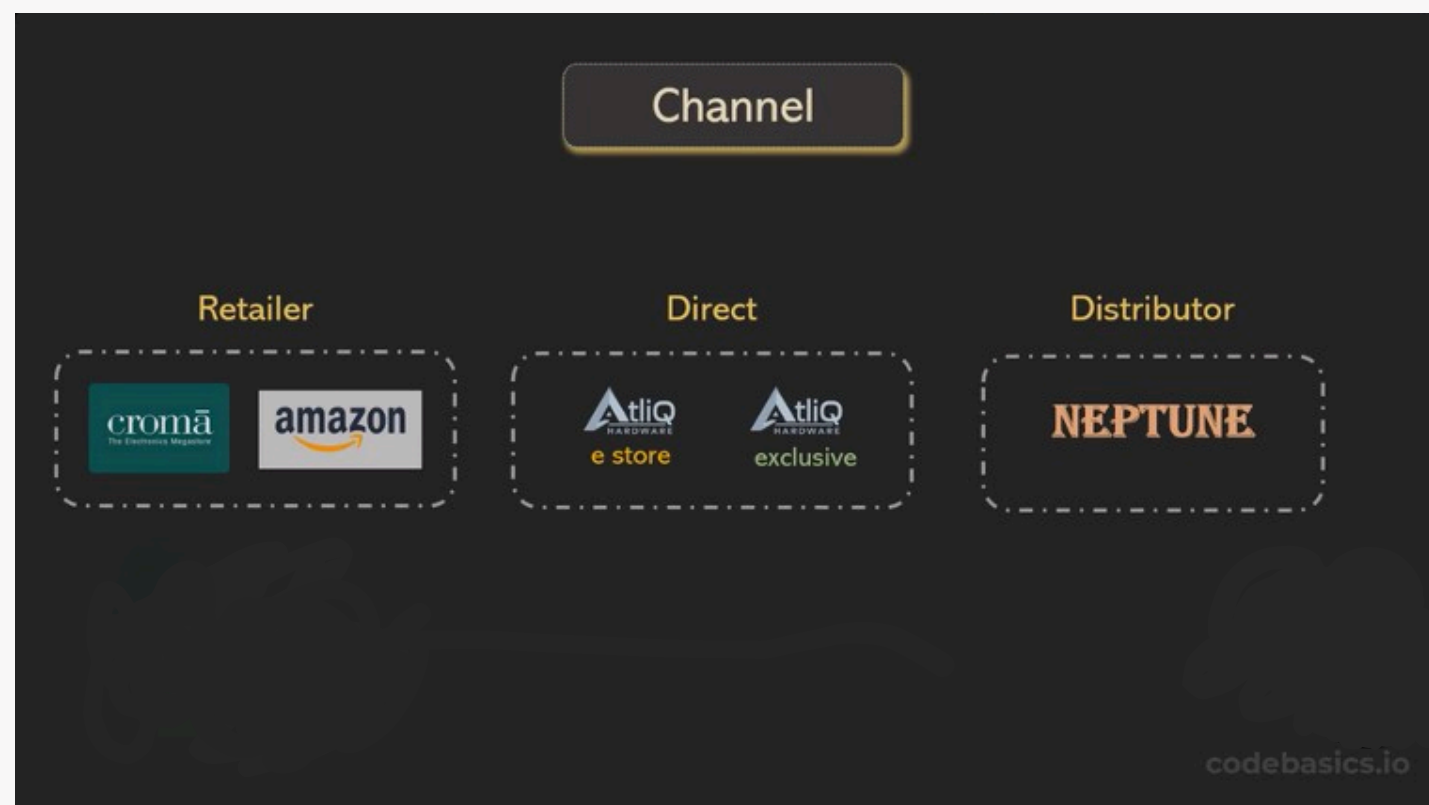
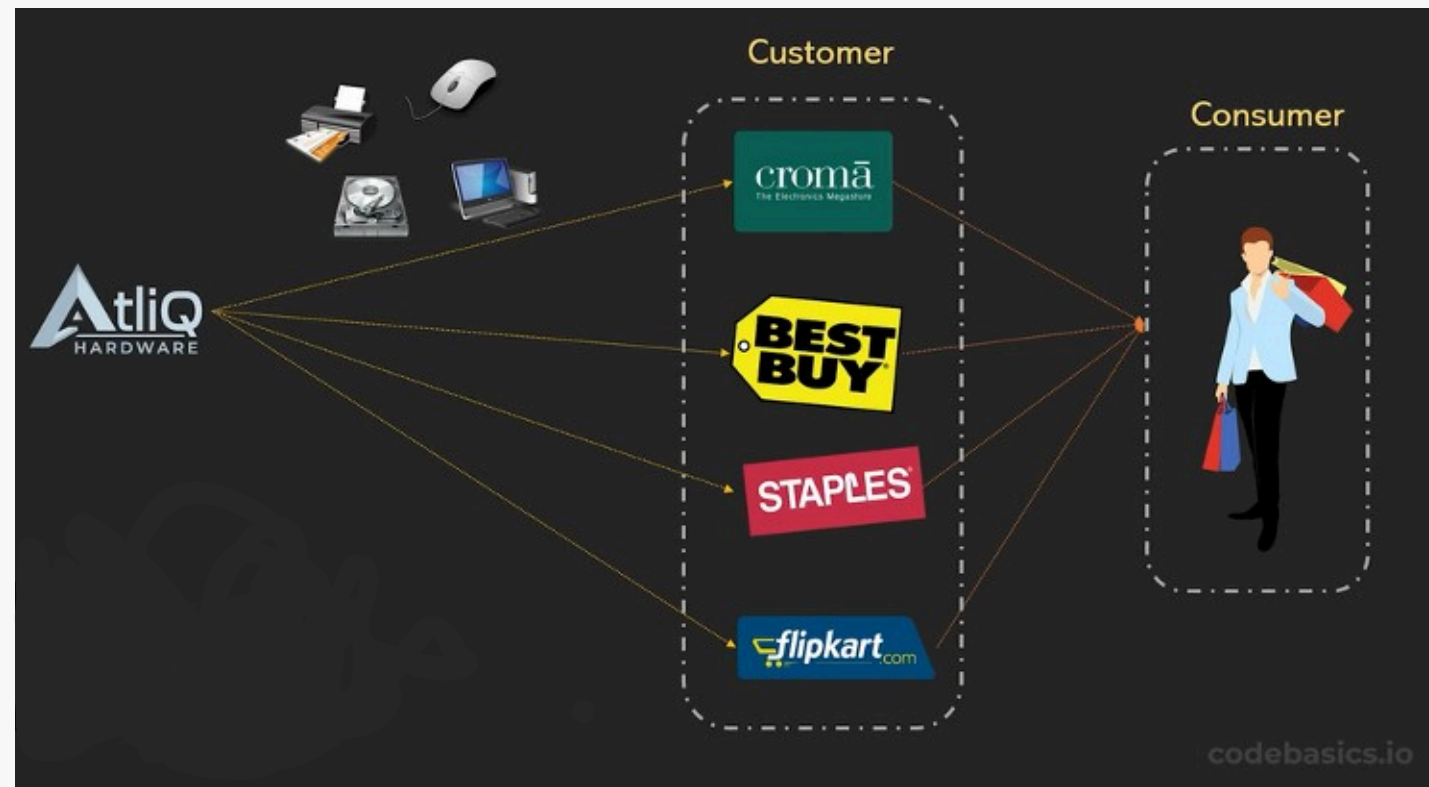


# About Company

( Domain Knowledge )

AtliQ Hardware, a hardware manufacturing company, distributes its products through two primary platforms: brick-and-mortar stores like Chorma and Best Buy, and e-commerce giants Amazon and Flipkart.

Their distribution channels include retail outlets, direct sales to consumers, and distributors who extend their reach. This strategy allows AtliQ to cater to both traditional shoppers and online customers effectively, ensuring widespread availability and accessibility of their products across diverse market segments.





#### FILTER

region All  
market India  
division All

#### Customer Performance Report

All values are 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%
Electricalsocity	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%
Grand Total	30.8M	49.8M	161.3M	324.0%

## Customer Performance (India)

- This report illustrates the net sales performance of customers across India.
- Net sales witnessed a significant increase from 2020 to 2021, possibly attributed to the easing global impact of COVID-19.
- Among Indian customers, Amazon led with net sales of 23 million. Additionally, Electricalsocity showed the most substantial growth from 2020 to 2021, recording an impressive increase of 431.1%.



# Market Performance vs Target



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

FILTER

region

All

division

N & S

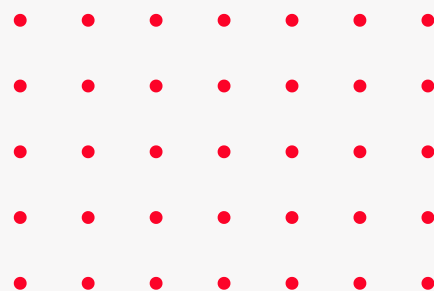
Market

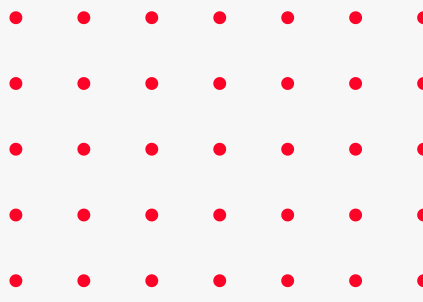
Performance vs Target

All values are in USD

Country	2019	2020	2021	2021-Target	%
Australia	1.3M	2.8M	3.3M	-19.9M	-85.8%
Austria		0.0M	0.5M	-2.7M	-85.5%
Bangladesh	0.2M	0.6M	1.1M	-6.6M	-85.9%
Canada	1.6M	3.1M	5.6M	-34.6M	-86.2%
China	0.5M	1.4M	3.7M	-21.2M	-85.1%
France	1.4M	1.9M	4.1M	-24.0M	-85.4%
Germany	0.9M	1.2M	1.9M	-11.7M	-86.3%
India	10.5M	12.9M	25.5M	-145.3M	-85.0%
Indonesia	0.8M	1.6M	2.9M	-17.9M	-86.1%
Italy	1.0M	1.2M	1.8M	-10.9M	-85.5%
Japan		0.5M	1.3M	-7.0M	-84.4%
Netherlands	0.1M	0.9M	1.2M	-7.4M	-85.5%
Newzealand		0.5M	1.8M	-11.0M	-86.0%
Norway		0.7M	2.1M	-13.0M	-85.9%
Pakistan	0.2M	1.2M	0.9M	-5.3M	-85.9%
Philippines	2.0M	3.5M	5.0M	-29.3M	-85.3%
Poland	0.2M	0.7M	0.8M	-5.3M	-86.6%
Portugal	0.3M	0.9M	1.9M	-10.5M	-84.7%
South Korea	4.2M	4.7M	7.7M	-45.6M	-85.5%
Spain		0.5M	2.0M	-12.4M	-86.2%
Sweden	0.0M	0.1M	0.3M	-1.7M	-85.0%
United Kingdom	0.7M	2.1M	5.4M	-31.8M	-85.5%
USA	4.0M	8.2M	13.9M	-84.1M	-85.8%
Grand Total	30.0M	51.4M	94.7M	-559.1M	-85.5%

- This report illustrates the market performance compared to targets.
- India leads in 2021 net sales; however, it falls short of meeting its targets.
- The report highlights three divisions: N & S, P & A, and PC. Among these, N & S recorded significantly lower net sales in 2021 and failed to meet their targets.





# Top 10 Products

- This report showcases the top 10 products based on their performance.
- The product with the highest net sales performance is AQ Electron 4 3600 Desktop, achieving 19.4 million in sales.

**FILTER**

region All  
division All  
customer All

**Top 10 Products**  
All values are in USD

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



# Division Level Report

- This report highlights the division-level performance for N & S, P & A, and PC.
- In 2021, the division with the highest performance is P & C, achieving 338.4 million in net sales. Additionally, PC demonstrated the highest growth from 2020 to 2021, recording an increase of 313.7%.

FILTER		Division Level Report		
region	All	All values are in USD		
customer	All			
Division	2020	2021	2020 vs 2021	
N & S	51.4M	94.7M		84.4%
P & A	105.2M	338.4M		221.5%
PC	40.1M	165.8M		313.7%
Grand Total	196.7M	598.9M		204.5%





# Top & Bottom 5 Products

- The upper section of the report displays the top 5 products, while the lower section shows the bottom 5 products.
- This report is based on the quantity of each product sold.

FILTER		
region	All	Top 5 Products All values are in USD
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
FILTER		
region	All	Bottom 5 Products All values are in USD
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





region	All	New
division	All	Product - 2021
customer	All	All values are in USD

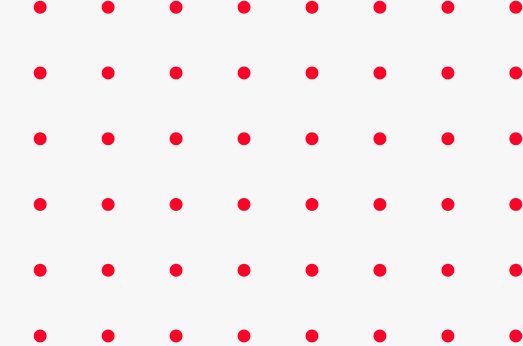
Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
<b>Grand Total</b>		<b>176.2M</b>

## New Product-2021

- This report outlines the number of new products launched in the year 2021.
- AtliQ Hardware introduced a total of 16 new products in 2021.
- The top-selling product, AQ Qwerty, achieved net sales of 22 million.







# Top 5 Countries – 2021

- This report identifies the top 5 countries where AtliQ Hardware sells its products.
- India tops the list with net sales amounting to 161.3 million.

## **FILTER**

region

All

division

All

customer

All

**Top**

**5 Country - 2021**

All values are in USD

## **Products**

**2021**

Canada

35.1M

India

161.3M

South Korea

49.0M

United Kingdom

34.2M

USA

87.8M

**Grand Total**

**367.2M**



# P & L Statement by Fiscal Year

- AtliQ Hardware's fiscal year begins in September and ends in August annually.
- This report presents the Profit & Loss statement for AtliQ Hardware in 2019, 2020, and 2021, focusing on the comparison between 2020 vs 2021, with 2020 as the base year.

FILTER

region

All

division

All

market

All

customer

All

P & L

by Fiscal Year

All values are in USD

Note: 21 vs 20 are not part of pivot table

	Fiscal Year			
Metrics	2019	2020	2021	21 vs 20
NetSales	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%
Gross Margin %	41.4%	37.3%	36.4%	-2.3%

# P & L Statement by Month



FILTER							
region	All	P & L by Month All values are in USD Note: Do not modify the pivot table					
division	All						
market	All						
customer	All						
FY	2019						
Quarters							
	Q1	Q2					
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	
NetSales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	
Gross Margin %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	
FILTER							
region	All	P & L by Month All values are in USD					
division	All						
market	All						
customer	All						
FY	2020						
Quarters							
	Q1	Q2					
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	
NetSales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	
Gross Margin %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	
FILTER							
region	All	P & L by Month All values are in USD					
division	All						
market	All						
customer	All						
FY	2021						
Quarters							
	Q1	Q2					
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	
NetSales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	
Gross Margin %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	
Net Sales Comparison							
21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	

<b>P &amp; L by Month</b>						
All values are in USD						
Note: Do not modify the pivot table						
	Q3			Q4		
	Mar	Apr	May	Jun	Jul	Aug
	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M
	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M
	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M
	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%
<b>P &amp; L by Month</b>						
All values are in USD						
	Q3			Q4		
	Mar	Apr	May	Jun	Jul	Aug
	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M
	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M
	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M
	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%
<b>P &amp; L by Month</b>						
All values are in USD						
	Q3			Q4		
	Mar	Apr	May	Jun	Jul	Aug
	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M
	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M
	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M
	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%
	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%
	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%

- This report illustrates the Profit & Loss (P & L) by month.
- AtliQ Hardware's fiscal year begins in September and ends in August annually.
- AtliQ experienced increased sales from November to December due to Diwali and Christmas celebrations in India.
- Net Sales Comparison, March 2020 vs March 2019 shows a significant loss, attributed to the global impact of COVID-19 affecting markets worldwide.



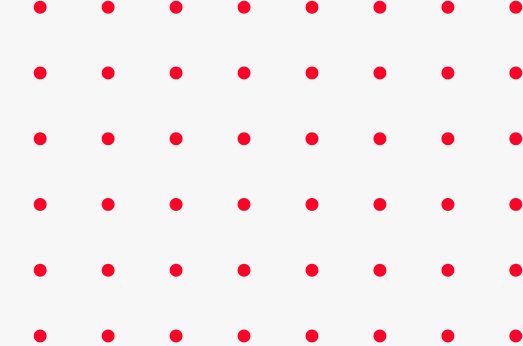
# P & L Statement for Market

FILTER		P & L for Market		
region	All	All values are in USD		
sub_zone	All			
FY	2021			
Market	NetSales	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%

- This is the overall P & L of the Market (country).
- It feels like if the market makes a lot of Net Sales, the COGS always costs too much to cover.
- The top-selling product, AQ Qwerty, achieved net sales of 22 million.
- A higher gross margin percentage signals strong profitability by maximizing revenue over costs. Conversely, a lower percentage indicates challenges in covering production expenses efficiently, crucial for financial health assessment.







FILTER		GM%				
FY		by Quarters				
2019		All values are in USD				
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%	

FILTER		GM%				
FY		by Quarters				
2020		All values are in USD				
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%	

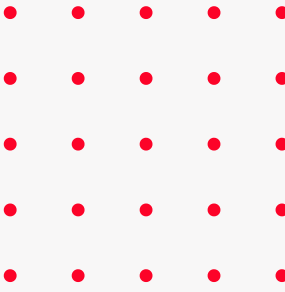
FILTER		GM%				
FY		by Quarters				
2021		All values are in USD				
Gross Margin %	Quarters					
Sub Zone	Q1	Q2	Q3	Q4	Grand Total	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%	
India	32.3%	31.8%	31.9%	32.0%	32.0%	
NA	37.1%	37.4%	37.5%	37.4%	37.3%	
NE	37.9%	38.7%	38.2%	38.3%	38.3%	
ROA	38.5%	38.4%	38.1%	38.1%	38.3%	
SE	38.6%	38.3%	38.6%	38.5%	38.5%	

# Gross Margin % by Quarters

- This report illustrates the quarterly Gross Margin % by sub-zone.
- It provides insights into profitability trends across different geographic segments.
- Gross Margin % (GM%) is a key metric for assessing operational efficiency and financial performance.



AtliQ  
Hardware



# Follow for more!



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