

# INSIGHTS FROM SALES ANALYTICS

These insights offer a comprehensive view of AtliQ Hardwares' sales performance over the years, spotlighting top performers, growth trends, market-specific challenges, and opportunities for improvement. Analyzing these insights can empower the company to make informed decisions, enhancing its sales strategy and overall performance.

## Customer Net Sales Performance (2019-2021):

1. **Top Performers:** Customers such as Amazon, **AtliQ e Store**, and **AtliQ Exclusive** have demonstrated notable growth in net sales, underscoring their strong market presence and customer loyalty.
2. **Overall Growth:** The company witnessed substantial overall growth in net sales from 2019 to 2021, achieving a remarkable **204.5%** increase. This positive trend indicates a strong sales trajectory.
3. **Diverse Customer Portfolio:** AtliQ Hardwares serves a diverse array of customers, each making unique contributions to its net sales performance. This diversification stands as a potential strength for the company.
4. **Market Expansion:** Some customers, including **Integration Stores** and **Nova**, exhibited extraordinary growth rates in 2021, indicating potential expansion opportunities in specific markets.
5. **Year-over-Year Growth:** Most customers experienced substantial year-over-year growth in 2021, signaling a robust recovery or market expansion following the challenges of 2020.

## Market Performance vs Target (2019-2021):

1. **Target vs. Actual Performance:** Several countries, including **Australia**, **Canada**, and **South Korea**, fell short of meeting their net sales targets in 2021. Understanding the reasons for this variance is crucial for improving performance.
2. **Negative Variances:** India had a negative variance of **-9.6M** in 2021, indicating that net sales fell short of the target. Exploring the Indian market's challenges and opportunities is essential.
3. **Positive Variances:** Some countries, like **China** and the **USA**, outperformed their targets, demonstrating potential growth markets. Beautify this paragraph with necessary keywords.
4. **Overall Impact:** Despite the challenges faced, the company surpassed its overall net sales target in 2021 by **8.4%**, demonstrating resilience and adaptability in response to market dynamics.