



# AtliQ Hardware

## Sales Analytics – Excel Report

Answering Business Questions Using Data

# Project Overview

1

## Project Background

AtliQ Hardware is a leading computer hardware manufacturer. This project aimed to analyze their sales data to uncover key trends and inform strategic decisions.

2

## Project Goal

To transform raw sales data into actionable insights, providing a clear picture of market performance and customer behavior.

# Tools & Skills Applied



## Excel Proficiency

Utilized pivot tables, advanced formulas, and dynamic charts for data aggregation and visualization.



## Data Cleaning

Implemented robust techniques to ensure data accuracy, consistency, and reliability for analysis.



## Interactive Dashboarding

Developed intuitive dashboards for easy exploration of sales metrics and performance indicators.

# Key Business Questions Answered

1

Top 10 products based on the percentage increase in their net sales from 2020 to 2021?

2

Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage.

3

Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?

4

What are the new products that AtliQ began selling in 2021?

5

What are the top 5 countries in terms of net sales in 2021?

# Excel Dashboard Snapshots

## AtliQ Hardwares

**FILTERS**

region	All
division	All
customer	All

**Top 10 Products**  
All Values are In USD

Products	Net Sales 2020	Net Sales 2021	2021 vs 2020
AQ Mx NB	0.0 M	1.4 M	5623.52%
AQ Smash 2	0.4 M	11.2 M	2489.49%
AQ LION x3	0.1 M	1.2 M	1692.25%
AQ LION x2	0.1 M	0.9 M	1668.87%
AQ LION x1	0.0 M	0.8 M	1619.49%
AQ Home Allin1	0.7 M	5.2 M	668.99%
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.26%
AQ Pen Drive DRC	0.6 M	3.8 M	487.66%
AQ GT 21	0.8 M	4.4 M	461.14%
AQ Zion Saga	0.7 M	3.6 M	428.55%
<b>Grand Total</b>	<b>6.4 M</b>	<b>52.0 M</b>	<b>708.04%</b>

## AtliQ Hardwares

**FILTERS**

region	All
customer	All

**Division Level Report**  
All Values are In USD

Divisions	Net Sales 2020	Net Sales 2021	2021 vs 2020
N & S	51.4 M	94.7 M	84.38%
P & A	105.2 M	338.4 M	221.53%
PC	40.1 M	165.8 M	313.70%
<b>Grand Total</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>204.48%</b>

## AtliQ Hardwares

**FILTERS**

region	All
division	All
customer	All

**Top 5 Products**  
All Values are In USD

Products	Quantity Sold
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1 M	4.1 M
AQ Gamers Ms	4.0 M
AQ Gamers	3.4 M
AQ Master wireless x1	3.4 M
<b>Grand Total</b>	<b>19.0 M</b>

## FILTERS

region	All
division	All
customer	All

## Bottom 5 Products

All Values are in USD

Products	Quantity Sold
AQ HOME Allin1 Gen 2	8.85 K
AQ Home Allin1	15.22 K
AQ Smash 2	36.03 K
AQ Gamer 1	51.72 K
AQ GEN Z	63.06 K
<b>Grand Total</b>	<b>174.89 K</b>

## AtliQ Hardwares

**FILTERS**

region	All
division	All
customer	All

**New Products**  
All Values are in USD

Products	Net Sales 2020	Net Sales 2021
AQ Clx3		4.39 M
AQ Electron 3 3600 Desktop Processor		14.21 M
AQ Gen Y		19.52 M
AQ GEN Z		11.70 M
AQ HOME Allin1 Gen 2		3.51 M
AQ Lumina Ms		4.21 M
AQ Marquee P3		4.86 M
AQ Marquee P4		1.68 M
AQ Maxima Ms		13.66 M
AQ MB Lito		2.85 M
AQ MB Lito 2		2.29 M
AQ Qwerty		21.98 M
AQ Qwerty Ms		15.41 M
AQ Trigger		20.74 M
AQ Trigger Ms		17.90 M
AQ Wi Power Dx3		17.25 M
<b>Grand Total</b>		<b>176.16 M</b>

## AtliQ Hardwares

**FILTERS**

region	All
customer	All

**Top 5 Countries in 2021**  
All Values are in USD

Countries	Net Sales 2021
India	161.3 M
USA	87.8 M
South Korea	49.0 M
Canada	35.1 M
United Kingdom	34.2 M
<b>Grand Total</b>	<b>367.2 M</b>



# Key Insights & Learnings

## INSIGHTS

AtliQ Hardware achieved a remarkable **204.5%** overall net sales growth from 2020 to 2021, driven by strong performance in the **PC division with a 313.7% increase**.

The top 5 products contributed 19.0M units in sales, led by "AQ Master wired M" at **4.2M units**, while the bottom 5 products collectively sold only **174.8K units**, with "AQ Home Allin1 Gen 2" performing the lowest at **8.5K units**.

New products generated **\$176.16M in net sales in 2021**, with **AQ Trigger** and **AQ Qwerty** series emerging as the top contributors, each surpassing **\$15M** in sales.

India led AtliQ Hardware's global sales in 2021 with **\$161.3M**, contributing nearly **44%** of the total **\$367.2M** revenue from the top 5 countries.