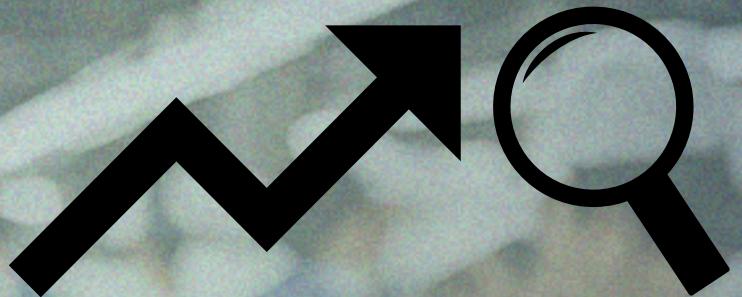




AtliQ Hardwares



SALES ANALYSIS

Atliq Hardware is a B2B company that sells hardware like PC, mouse and printer to different customers. Similar to computer manufacturers like HP or Dell. They make hardware and sells it to stores like Bestbuy, Croma and to online giants like Flipkart, Amazon.

The Hardware or Peripheral is manufactured at Atliq Hardware and then transported to the Warehouse. The Product is then transported to various different cities where Atliq operates its business. Then to the local distribution centre and then to its customers. Customers are subdivided into Brick&Mortar and E-commerce stores.

There are three different channels: Retailers, Direct and Distributor

Retailers: Retailers are subdivides into brick&mortar stores like Croma, Bestbuy and Vijay Sales and Online Giants like Flipkart and Amazon.

Direct: Direct stores include the stores that are operated by Atliq Technologies itself. For eg: Atliq E Store and Atliq Exclusive.

Distributor: In countries like China and South Korea, there are distributors present which then supplies to local hardware stores.

Contents:

Customer Net Sales Performance:

Market Performance vs Target

Tools Used:

Excel

Power Query

Power Pivot

Pivot Tables



region	All	Customer Net Sales Performance		
division	All			
market	All			
Customer	2019	2020	2021	2020 vs 2021
Acclaimed Stores	1.42M	2.89M	10.92M	378.1%
All-Out		0.16M	0.81M	495.7%
Amazon	12.17M	37.51M	82.09M	218.9%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	306.0%
Atlas Stores	0.18M	0.67M	3.17M	470.3%
Atliq e Store	7.18M	23.67M	52.98M	223.8%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.8%
BestBuy	0.85M	1.77M	6.31M	356.1%
Boulanger	0.24M	0.83M	4.07M	492.9%
Chip 7	0.60M	1.32M	5.51M	416.1%
Chiptec		0.42M	3.02M	722.0%
Control	0.91M	2.20M	7.67M	349.2%
Coolblue	0.46M	1.18M	4.25M	360.0%
Costco	1.14M	2.75M	9.29M	337.4%
Croma	1.67M	2.47M	7.55M	305.1%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.9%
Digimarket	0.80M	1.72M	4.14M	241.1%
Ebay	2.61M	6.27M	15.17M	242.2%
Electricalsara Stores	0.12M	0.65M	1.85M	286.0%
Electricalsbea Stores		0.14M	0.72M	504.6%
Electricalslance Stores	0.10M	0.75M	2.35M	313.3%
Electricalslytical	1.80M	2.61M	11.94M	457.5%
Electricalsociety	2.34M	3.46M	12.42M	358.8%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.3%
Elite	0.42M	0.83M	4.13M	495.5%
Elkjøp	0.46M	1.32M	5.16M	391.9%
Epic Stores	0.41M	0.94M	4.19M	446.1%
Euronics	0.36M	0.88M	3.90M	444.7%
Expert	0.79M	1.77M	6.43M	364.0%
Expression	1.65M	2.99M	9.82M	328.2%
Ezone	1.53M	2.02M	7.92M	391.6%
Flawless Stores	0.07M	0.46M	1.81M	396.3%
Flipkart	2.94M	8.35M	19.29M	231.0%
Fnac-Darty	0.54M	0.82M	2.87M	349.8%
Forward Stores	0.56M	1.50M	4.07M	272.0%
Girias	1.55M	2.07M	8.67M	419.3%
Info Stores	0.07M	0.48M	1.84M	384.1%
Insight	0.42M	1.01M	2.76M	271.8%
Integration Stores		0.16M	1.44M	887.2%

AtliQ Hardwares



Leader	4.68M	5.97M	18.80M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	314.8%
Logic Stores	0.17M	0.93M	4.81M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	515.2%
Lotus	1.48M	2.11M	8.09M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	382.6%
Neptune	0.99M	3.42M	16.11M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	471.5%
Nomad Stores	0.53M	1.63M	4.02M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	246.9%
Notebillig	0.25M	0.39M	1.12M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	287.4%
Nova		0.01M	0.35M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	2664.9%
Novus	1.87M	3.73M	9.85M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	264.2%
Otto	0.26M	0.40M	1.20M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	298.6%
Premium Stores	0.46M	1.10M	3.88M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	353.1%
Propel	1.59M	2.46M	10.83M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	440.6%
Radio Popular	0.51M	1.45M	5.27M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	362.6%
Radio Shack	0.81M	1.75M	5.44M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	311.5%
Reliance Digital	1.62M	2.57M	9.73M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	377.9%
Relief	0.39M	1.01M	4.06M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	403.6%
Sage	4.83M	6.44M	20.70M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	321.5%
Saturn	0.23M	0.38M	1.19M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	310.5%
Sorefoz	0.55M	1.07M	4.66M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	433.6%
Sound	0.56M	1.67M	4.36M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	260.3%
Staples	1.24M	2.85M	8.75M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	307.0%
Surface Stores	0.09M	0.53M	2.12M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	398.8%
Synthetic	1.89M	4.42M	12.19M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	276.0%
Taobao	0.22M	1.33M	3.30M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	248.7%
UniEuro	0.60M	1.61M	7.35M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	457.0%
Vijay Sales	1.73M	2.15M	8.53M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	397.8%
Viveks	1.55M	2.24M	7.78M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	348.1%
walmart	1.26M	2.63M	9.73M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	370.4%
Zone	0.34M	1.56M	5.26M	<div style="width: 100%; height: 10px; background-color: #669933;"></div>	336.2%
Grand Total	87.48M	196.69M	598.88M		304.5%



Market
Performance vs Target
All values are in USD

Country	2019	2020	2021	2021 - target	2021 %
Australia	3.88M	10.70M	20.99M	-2.2M	-10.5%
Austria		0.12M	2.84M	-0.3M	-11.7%
Bangladesh	0.48M	2.26M	6.95M	-0.7M	-10.3%
Canada	4.76M	12.17M	35.06M	-5.1M	+14.5%
China	1.43M	5.42M	22.89M	-2.1M	-9.0%
France	4.04M	7.47M	25.94M	-2.2M	-8.4%
Germany	2.56M	4.69M	12.01M	-1.5M	-12.7%
India	30.82M	49.77M	161.26M	-9.6M	-5.9%
Indonesia	2.52M	6.21M	18.41M	-2.4M	-12.9%
Italy	2.90M	4.46M	11.72M	-1.0M	-9.0%
Japan		1.88M	7.92M	-0.3M	-4.1%
Netherlands	0.23M	3.36M	7.98M	-0.7M	-8.2%
Newzealand		1.99M	11.40M	-1.4M	-12.3%
Norway		2.48M	13.68M	-1.4M	-10.5%
Pakistan	0.62M	4.69M	5.66M	-0.5M	-9.3%
Philippines	5.69M	13.37M	31.86M	-2.5M	-7.8%
Poland	0.41M	2.79M	5.19M	-0.9M	-18.1%
Portugal	0.75M	3.59M	11.83M	-0.5M	-4.3%
South Korea	12.80M	17.28M	48.97M	-4.4M	-8.9%
Spain		1.77M	12.62M	-1.8M	-14.1%
Sweden	0.05M	0.23M	1.77M	-0.2M	-11.1%
United Kingdom	2.00M	8.08M	34.15M	-3.0M	-8.7%
USA	11.53M	31.92M	87.78M	-10.2M	-11.7%
Grand Total	87.48M	196.69M	598.88M	-54.9M	-9.2%