



AtliQ Hardwares

Sales Analytics Report

Filters

region	All
market	All
division	All

Customer

Performance Report

All Values In USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.1%
All-Out		0.2M	0.8M	395.7%
Amazon	12.2M	37.5M	82.1M	118.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	206.0%
Atlas Stores	0.2M	0.7M	3.2M	370.3%
AtliQ e Store	7.2M	23.7M	53.0M	123.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.8%
BestBuy	0.9M	1.8M	6.3M	256.1%
Boulangier	0.2M	0.8M	4.1M	392.9%
Chip 7	0.6M	1.3M	5.5M	316.1%
Chiptec		0.4M	3.0M	622.0%
Control	0.9M	2.2M	7.7M	249.2%
Coolblue	0.5M	1.2M	4.2M	260.0%
Costco	1.1M	2.8M	9.3M	237.4%
Croma	1.7M	2.5M	7.5M	205.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.9%
Digimarket	0.8M	1.7M	4.1M	141.1%
Ebay	2.6M	6.3M	15.2M	142.2%
Electricalsara Stores	0.1M	0.6M	1.9M	186.0%
Electricalsbea Stores		0.1M	0.7M	404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	213.3%
Electricalslytical	1.8M	2.6M	11.9M	357.5%
Electricalsocity	2.3M	3.5M	12.4M	258.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.3%
Elite	0.4M	0.8M	4.1M	395.5%
Elkj�p	0.5M	1.3M	5.2M	291.9%
Epic Stores	0.4M	0.9M	4.2M	346.1%
Euronics	0.4M	0.9M	3.9M	344.7%
Expert	0.8M	1.8M	6.4M	264.0%
Expression	1.7M	3.0M	9.8M	228.2%
Ezone	1.5M	2.0M	7.9M	291.6%
Flawless Stores	0.1M	0.5M	1.8M	296.3%
Flipkart	2.9M	8.3M	19.3M	131.0%
Fnac-Darty	0.5M	0.8M	2.9M	249.8%
Forward Stores	0.6M	1.5M	4.1M	172.0%
Girias	1.5M	2.1M	8.7M	319.3%

Info Stores	0.1M	0.5M	1.8M	284.1%
Insight	0.4M	1.0M	2.8M	171.8%
Integration Stores		0.2M	1.4M	787.2%
Leader	4.7M	6.0M	18.8M	214.8%
Logic Stores	0.2M	0.9M	4.8M	415.2%
Lotus	1.5M	2.1M	8.1M	282.6%
Neptune	1.0M	3.4M	16.1M	371.5%
Nomad Stores	0.5M	1.6M	4.0M	146.9%
Notebillig	0.2M	0.4M	1.1M	187.4%
Nova		0.0M	0.4M	2564.9%
Novus	1.9M	3.7M	9.9M	164.2%
Otto	0.3M	0.4M	1.2M	198.6%
Premium Stores	0.5M	1.1M	3.9M	253.1%
Propel	1.6M	2.5M	10.8M	340.6%
Radio Popular	0.5M	1.5M	5.3M	262.6%
Radio Shack	0.8M	1.7M	5.4M	211.5%
Reliance Digital	1.6M	2.6M	9.7M	277.9%
Relief	0.4M	1.0M	4.1M	303.6%
Sage	4.8M	6.4M	20.7M	221.5%
Saturn	0.2M	0.4M	1.2M	210.5%
Sorefoz	0.6M	1.1M	4.7M	333.6%
Sound	0.6M	1.7M	4.4M	160.3%
Staples	1.2M	2.9M	8.8M	207.0%
Surface Stores	0.1M	0.5M	2.1M	298.8%
Synthetic	1.9M	4.4M	12.2M	176.0%
Taobao	0.2M	1.3M	3.3M	148.7%
UniEuro	0.6M	1.6M	7.3M	357.0%
Vijay Sales	1.7M	2.1M	8.5M	297.8%
Viveks	1.6M	2.2M	7.8M	248.1%
walmart	1.3M	2.6M	9.7M	270.4%
Zone	0.3M	1.6M	5.3M	236.2%
Grand Total	87.5M	196.7M	598.9M	204.5%

Filters

region All
division All

Market

Performance vs Target

All Values In USD

Country	2019	2020	2021	21 vs 20	2021-target21	%
Australia	3.9M	10.7M	21.0M	96.2%	-2.2M	-9.5%
Austria		0.1M	2.8M	2301.3%	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	207.7%	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	188.1%	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	322.0%	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	247.2%	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	156.2%	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	224.0%	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	196.7%	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	162.5%	-1.0M	-8.2%
Japan		1.9M	7.9M	321.1%	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	137.9%	-0.7M	-7.6%
Newzealand		2.0M	11.4M	474.3%	-1.4M	-11.0%
Norway		2.5M	13.7M	451.8%	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	20.5%	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	138.4%	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	85.8%	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	229.8%	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	183.3%	-4.4M	-8.2%
Spain		1.8M	12.6M	611.4%	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	681.9%	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	322.7%	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	175.0%	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	204.5%	-54.9M	-8.4%



Filters

region	All
division	All
customer	All

Top 10 Products (Net Sales)

All Values In USD

Products	2020	2021	21 vs 20
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%



Filters

region All
customer All

Division Level Report

All Values In USD

Division	2020	2021	21 vs 20
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%



Filters

region	All
division	All
customer	All

Top 5 Products Sold

All Values In USD

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	19.0M



Filters

region	All
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	174.9K

Bottom5 Products

All Values In USD



Filters

region	All
market	All
division	All

New Products

All Values 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
Grand Total		176.2M



Filters

region	All
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Top 5 Countries

All Values In USD

Countries	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M