




















































AtliQ Hardware Sales Analytics Report

FILTER

division All
market All
region All

Customer Net Sales Performance

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%
Boulanger	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%
Elkjøp	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%

FILTER

division All
region All

Market Performance Vs Target

All Values In USD

Market	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



FILTER

region	All
division	All
customer	All

Top 10 Products

All Values In USD

Product	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%



FILTER

region All
customer All

Division-wise 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%



FILTER

market	All
region	All
customer	All

Product	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

Top 5 Products

All Values In USD

FILTER

market	All
region	All
customer	All

Product	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

Bottom 5 Products

All Values In USD

**FILTER**

region	All
division	All
customer	All

New Products- 2021

All Values In USD

Product	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



FILTER	
region	All
customer	All

Top 5 Countries
All Values In USD

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