



AtliQ Hardwares

SALES AND FINANCE ANALYTICS REPORT

Prepared for AtliQ Hardwares

Presented By

S.Vijayalakshmi

Objective

Sales Performance:

- *Customer Net Sales:* Identify high-value customers and assess overall sales performance.
- *Market Trends:* Analyze key regions driving growth and market dynamics.
- *Product Growth:* Highlight top 10 products by growth percentage between 2020 and 2021.
- *Regional Sales:* Examine top 5 countries by net sales to determine the most profitable regions.
- *Product Performance:* Compare the top 5 and bottom 5 products by quantity sold to assess demand and inventory trends.

Financial Performance:

- *Profit and Loss (P&L) Analysis:* Track monthly financial performance, including revenue and expenses.
- *Market-Specific P&L:* Provide a detailed P&L analysis for market performance in 2021.
- *Gross Margin Analysis:* Evaluate gross margin percentages by quarters across subzones to monitor profitability trends.



Filters

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer

Net Sales Performance

All values are in USD

| Customers | 2019 | 2020 | 2021 | 21 vs 20 |
|--------------------------|-------|-------|-------|----------|
| Acclaimed Stores | 1.4M | 2.9M | 10.9M | 378.1% |
| All-Out | | 0.2M | 0.8M | 495.7% |
| Amazon | 12.2M | 37.5M | 82.1M | 218.9% |
| Argos (Sainsbury's) | 0.4M | 0.7M | 2.3M | 306.0% |
| Atlas Stores | 0.2M | 0.7M | 3.2M | 470.3% |
| AtliQ e Store | 7.2M | 23.7M | 53.0M | 223.8% |
| AtliQ Exclusive | 9.6M | 17.7M | 61.1M | 345.8% |
| BestBuy | 0.9M | 1.8M | 6.3M | 356.1% |
| Boulanger | 0.2M | 0.8M | 4.1M | 492.9% |
| Chip 7 | 0.6M | 1.3M | 5.5M | 416.1% |
| Chiptec | | 0.4M | 3.0M | 722.0% |
| Control | 0.9M | 2.2M | 7.7M | 349.2% |
| Coolblue | 0.5M | 1.2M | 4.2M | 360.0% |
| Costco | 1.1M | 2.8M | 9.3M | 337.4% |
| Croma | 1.7M | 2.5M | 7.5M | 305.1% |
| Currys (Dixons Carphone) | 0.3M | 0.8M | 1.9M | 246.9% |
| Digimarket | 0.8M | 1.7M | 4.1M | 241.1% |
| Ebay | 2.6M | 6.3M | 15.2M | 242.2% |
| Electricalsara Stores | 0.1M | 0.6M | 1.9M | 286.0% |
| Electricalsbea Stores | | 0.1M | 0.7M | 504.6% |
| Electricalslance Stores | 0.1M | 0.7M | 2.3M | 313.3% |
| Electricalslytical | 1.8M | 2.6M | 11.9M | 457.5% |
| Electricalsociety | 2.3M | 3.5M | 12.4M | 358.8% |
| Electricalsquipo Stores | 0.2M | 0.7M | 3.6M | 535.3% |
| Elite | 0.4M | 0.8M | 4.1M | 495.5% |
| Elkjøp | 0.5M | 1.3M | 5.2M | 391.9% |
| Epic Stores | 0.4M | 0.9M | 4.2M | 446.1% |
| Euronics | 0.4M | 0.9M | 3.9M | 444.7% |
| Expert | 0.8M | 1.8M | 6.4M | 364.0% |
| Expression | 1.7M | 3.0M | 9.8M | 328.2% |
| Ezone | 1.5M | 2.0M | 7.9M | 391.6% |
| Flawless Stores | 0.1M | 0.5M | 1.8M | 396.3% |
| Flipkart | 2.9M | 8.3M | 19.3M | 231.0% |
| Fnac-Darty | 0.5M | 0.8M | 2.9M | 349.8% |
| Forward Stores | 0.6M | 1.5M | 4.1M | 272.0% |
| Girias | 1.5M | 2.1M | 8.7M | 419.3% |
| Info Stores | 0.1M | 0.5M | 1.8M | 384.1% |
| Insight | 0.4M | 1.0M | 2.8M | 271.8% |
| Integration Stores | | 0.2M | 1.4M | 887.2% |
| Leader | 4.7M | 6.0M | 18.8M | 314.8% |
| Logic Stores | 0.2M | 0.9M | 4.8M | 515.2% |
| Lotus | 1.5M | 2.1M | 8.1M | 382.6% |
| Neptune | 1.0M | 3.4M | 16.1M | 471.5% |
| Nomad Stores | 0.5M | 1.6M | 4.0M | 246.9% |

AtliQ Hardwares



| | | | | |
|--------------------|--------------|---------------|---------------|---------------|
| Notebillig | 0.2M | 0.4M | 1.1M | 287.4% |
| Nova | | 0.0M | 0.4M | 2664.9% |
| Novus | 1.9M | 3.7M | 9.9M | 264.2% |
| Otto | 0.3M | 0.4M | 1.2M | 298.6% |
| Premium Stores | 0.5M | 1.1M | 3.9M | 353.1% |
| Propel | 1.6M | 2.5M | 10.8M | 440.6% |
| Radio Popular | 0.5M | 1.5M | 5.3M | 362.6% |
| Radio Shack | 0.8M | 1.7M | 5.4M | 311.5% |
| Reliance Digital | 1.6M | 2.6M | 9.7M | 377.9% |
| Relief | 0.4M | 1.0M | 4.1M | 403.6% |
| Sage | 4.8M | 6.4M | 20.7M | 321.5% |
| Saturn | 0.2M | 0.4M | 1.2M | 310.5% |
| Sorefoz | 0.6M | 1.1M | 4.7M | 433.6% |
| Sound | 0.6M | 1.7M | 4.4M | 260.3% |
| Staples | 1.2M | 2.9M | 8.8M | 307.0% |
| Surface Stores | 0.1M | 0.5M | 2.1M | 398.8% |
| Synthetic | 1.9M | 4.4M | 12.2M | 276.0% |
| Taobao | 0.2M | 1.3M | 3.3M | 248.7% |
| UniEuro | 0.6M | 1.6M | 7.3M | 457.0% |
| Vijay Sales | 1.7M | 2.1M | 8.5M | 397.8% |
| Viveks | 1.6M | 2.2M | 7.8M | 348.1% |
| walmart | 1.3M | 2.6M | 9.7M | 370.4% |
| Zone | 0.3M | 1.6M | 5.3M | 336.2% |
| Grand Total | 87.5M | 196.7M | 598.9M | 304.5% |



| Filters | |
|----------|-----|
| region | All |
| division | All |

| Market | |
|-----------------------|--|
| Performance vs Target | |
| All values are in USD | |

| Country | 2019 | 2020 | 2021 | 2021 - target | % |
|--------------------|--------------|---------------|---------------|---------------|---------------|
| Australia | 3.9M | 10.7M | 21.0M | -2.2M | -9.54% |
| Austria | | 0.1M | 2.8M | -0.3M | -10.50% |
| Bangladesh | 0.5M | 2.3M | 7.0M | -0.7M | -9.35% |
| Canada | 4.8M | 12.2M | 35.1M | -5.1M | -12.63% |
| China | 1.4M | 5.4M | 22.9M | -2.1M | -8.28% |
| France | 4.0M | 7.5M | 25.9M | -2.2M | -7.78% |
| Germany | 2.6M | 4.7M | 12.0M | -1.5M | -11.29% |
| India | 30.8M | 49.8M | 161.3M | -9.6M | -5.59% |
| Indonesia | 2.5M | 6.2M | 18.4M | -2.4M | -11.45% |
| Italy | 2.9M | 4.5M | 11.7M | -1.0M | -8.22% |
| Japan | | 1.9M | 7.9M | -0.3M | -3.96% |
| Netherlands | 0.2M | 3.4M | 8.0M | -0.7M | -7.59% |
| Newzealand | | 2.0M | 11.4M | -1.4M | -10.95% |
| Norway | | 2.5M | 13.7M | -1.4M | -9.50% |
| Pakistan | 0.6M | 4.7M | 5.7M | -0.5M | -8.48% |
| Philippines | 5.7M | 13.4M | 31.9M | -2.5M | -7.27% |
| Poland | 0.4M | 2.8M | 5.2M | -0.9M | -15.35% |
| Portugal | 0.7M | 3.6M | 11.8M | -0.5M | -4.12% |
| South Korea | 12.8M | 17.3M | 49.0M | -4.4M | -8.18% |
| Spain | | 1.8M | 12.6M | -1.8M | -12.39% |
| Sweden | 0.1M | 0.2M | 1.8M | -0.2M | -10.00% |
| United Kingdom | 2.0M | 8.1M | 34.2M | -3.0M | -8.02% |
| USA | 11.5M | 31.9M | 87.8M | -10.2M | -10.44% |
| Grand Total | 87.5M | 196.7M | 598.9M | -54.9M | -8.40% |

**Filters**

| | |
|----------|-----|
| region | All |
| market | All |
| customer | All |

Top 10 products

All values are in USD

| Products | 2020 | 2021 | 21 vs 20 |
|--------------------------------------|-------------|--------------|----------------|
| AQ Electron 4 3600 Desktop Processor | 3.0M | 19.4M | 541.26% |
| AQ GT 21 | 0.8M | 4.4M | 461.14% |
| AQ Home Allin1 | 0.7M | 5.2M | 668.99% |
| AQ LION x1 | 0.0M | 0.8M | 1619.49% |
| AQ LION x2 | 0.1M | 0.9M | 1668.87% |
| AQ LION x3 | 0.1M | 1.2M | 1692.25% |
| AQ Mx NB | 0.0M | 1.4M | 5623.52% |
| AQ Pen Drive DRC | 0.6M | 3.8M | 487.66% |
| AQ Smash 2 | 0.4M | 11.2M | 2489.49% |
| AQ Zion Saga | 0.7M | 3.6M | 428.55% |
| Grand Total | 6.4M | 52.0M | 708.04% |



Filters

| | |
|----------|-----|
| customer | All |
| region | All |
| division | All |

Top 5 countries - 2021

All values are in USD

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



Filters

| | |
|----------|-----|
| region | All |
| customer | All |
| division | All |

Top 5 products

| 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 | 19000112 |

Filters

| | |
|----------|-----|
| region | All |
| customer | All |
| division | All |

Bottom 5 products

| 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 | 174887 |

**Filters**

| | |
|----------|-----|
| region | All |
| market | All |
| customer | All |

New Products - 2021

All values are 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**

| | |
|----------|-----|
| customer | All |
| region | All |
| division | All |

P & L**By Fiscal Years**

All values are in USD

Note: 21vs 20 is not part of pivot table

| Metrics | Fiscal year | | | 21 vs 20 |
|----------------|-------------|--------|--------|----------|
| | 2019 | 2020 | 2021 | |
| Australia | | | | |
| Net Sales | 3.9M | 10.7M | 21.0M | 96.2% |
| COGS | 2.2M | 5.8M | 14.1M | 143.2% |
| Gross_Margin | 1.7M | 4.9M | 6.9M | 40.8% |
| Gross_Margin % | 42.57% | 45.88% | 32.92% | -28.2% |
| Austria | | | | |
| Net Sales | | 0.1M | 2.8M | 2301.3% |
| COGS | | 0.1M | 2.0M | 2172.4% |
| Gross_Margin | | 0.0M | 0.9M | 2665.4% |
| Gross_Margin % | | 26.15% | 30.11% | 15.2% |
| Bangladesh | | | | |
| Net Sales | 0.5M | 2.3M | 7.0M | 207.7% |
| COGS | 0.3M | 1.4M | 4.5M | 233.5% |
| Gross_Margin | 0.1M | 0.9M | 2.4M | 168.4% |
| Gross_Margin % | 28.73% | 39.61% | 34.54% | -12.8% |
| Canada | | | | |
| Net Sales | 4.8M | 12.2M | 35.1M | 188.1% |
| COGS | 2.8M | 7.1M | 21.7M | 206.4% |
| Gross_Margin | 2.0M | 5.1M | 13.4M | 162.6% |
| Gross_Margin % | 41.67% | 41.91% | 38.21% | -8.8% |
| China | | | | |
| Net Sales | 1.4M | 5.4M | 22.9M | 322.0% |
| COGS | 0.8M | 3.3M | 13.5M | 305.5% |
| Gross_Margin | 0.6M | 2.1M | 9.4M | 348.1% |
| Gross_Margin % | 44.94% | 38.68% | 41.07% | 6.2% |
| France | | | | |
| Net Sales | 4.0M | 7.5M | 25.9M | 247.2% |
| COGS | 2.3M | 4.3M | 14.7M | 246.4% |
| Gross_Margin | 1.8M | 3.2M | 11.2M | 248.3% |
| Gross_Margin % | 44.09% | 43.11% | 43.24% | 0.3% |
| Germany | | | | |
| Net Sales | 2.6M | 4.7M | 12.0M | 156.2% |
| COGS | 1.6M | 3.0M | 8.9M | 193.8% |
| Gross_Margin | 0.9M | 1.7M | 3.1M | 88.3% |
| Gross_Margin % | 36.97% | 35.63% | 26.18% | -26.5% |
| India | | | | |
| Net Sales | 30.8M | 49.8M | 161.3M | 224.0% |
| COGS | 17.8M | 33.7M | 109.7M | 225.0% |
| Gross_Margin | 13.1M | 16.0M | 51.6M | 222.0% |
| Gross_Margin % | 42.35% | 32.21% | 32.00% | -0.6% |
| Indonesia | | | | |
| Net Sales | 2.5M | 6.2M | 18.4M | 196.7% |

AtliQ Hardwares



| | | | | | |
|-------------|----------------|--------|--------|--------|--------|
| | COGS | 1.5M | 3.5M | 11.3M | 220.1% |
| | Gross_Margin | 1.1M | 2.7M | 7.1M | 165.6% |
| | Gross_Margin % | 42.03% | 42.91% | 38.41% | -10.5% |
| Italy | | | | | |
| | Net Sales | 2.9M | 4.5M | 11.7M | 162.5% |
| | COGS | 1.6M | 3.1M | 8.2M | 164.6% |
| | Gross_Margin | 1.3M | 1.4M | 3.5M | 157.8% |
| | Gross_Margin % | 45.63% | 30.68% | 30.13% | -1.8% |
| Japan | | | | | |
| | Net Sales | | 1.9M | 7.9M | 321.1% |
| | COGS | | 1.2M | 4.2M | 257.3% |
| | Gross_Margin | | 0.7M | 3.7M | 430.0% |
| | Gross_Margin % | | 36.96% | 46.52% | 25.9% |
| Netherlands | | | | | |
| | Net Sales | 0.2M | 3.4M | 8.0M | 137.9% |
| | COGS | 0.1M | 1.8M | 4.6M | 164.2% |
| | Gross_Margin | 0.1M | 1.6M | 3.4M | 109.2% |
| | Gross_Margin % | 36.36% | 47.79% | 42.03% | -12.1% |
| Newzealand | | | | | |
| | Net Sales | | 2.0M | 11.4M | 474.3% |
| | COGS | | 1.5M | 5.9M | 303.8% |
| | Gross_Margin | | 0.5M | 5.5M | 950.7% |
| | Gross_Margin % | | 26.36% | 48.23% | 83.0% |
| Norway | | | | | |
| | Net Sales | | 2.5M | 13.7M | 451.8% |
| | COGS | | 1.5M | 9.6M | 525.0% |
| | Gross_Margin | | 0.9M | 4.0M | 331.0% |
| | Gross_Margin % | | 37.74% | 29.48% | -21.9% |
| Pakistan | | | | | |
| | Net Sales | 0.6M | 4.7M | 5.7M | 20.5% |
| | COGS | 0.4M | 2.7M | 3.6M | 34.3% |
| | Gross_Margin | 0.2M | 2.0M | 2.0M | 2.0% |
| | Gross_Margin % | 39.65% | 42.75% | 36.18% | -15.4% |
| Philippines | | | | | |
| | Net Sales | 5.7M | 13.4M | 31.9M | 138.4% |
| | COGS | 3.4M | 7.3M | 19.4M | 164.6% |
| | Gross_Margin | 2.3M | 6.0M | 12.5M | 106.5% |
| | Gross_Margin % | 39.90% | 45.13% | 39.09% | -13.4% |
| Poland | | | | | |
| | Net Sales | 0.4M | 2.8M | 5.2M | 85.8% |
| | COGS | 0.3M | 1.7M | 3.0M | 78.5% |
| | Gross_Margin | 0.2M | 1.1M | 2.2M | 96.7% |
| | Gross_Margin % | 37.43% | 40.20% | 42.56% | 5.9% |
| Portugal | | | | | |
| | Net Sales | 0.7M | 3.6M | 11.8M | 229.8% |
| | COGS | 0.5M | 2.3M | 6.8M | 198.9% |
| | Gross_Margin | 0.3M | 1.3M | 5.0M | 284.5% |
| | Gross_Margin % | 39.29% | 36.13% | 42.13% | 16.6% |
| South Korea | | | | | |
| | Net Sales | 12.8M | 17.3M | 49.0M | 183.3% |

AtliQ Hardwares



| | | | | | |
|----------------------|--------|--------|--------|------------------------------------|--------|
| COGS | 6.7M | 12.1M | 31.4M | <div style="width: 158.7%;"></div> | 158.7% |
| Gross_Margin | 6.1M | 5.2M | 17.6M | <div style="width: 241.3%;"></div> | 241.3% |
| Gross_Margin % | 47.54% | 29.82% | 35.92% | <div style="width: 20.5%;"></div> | 20.5% |
| Spain | | | | | |
| Net Sales | | 1.8M | 12.6M | <div style="width: 611.4%;"></div> | 611.4% |
| COGS | | 1.1M | 8.4M | <div style="width: 663.2%;"></div> | 663.2% |
| Gross_Margin | | 0.7M | 4.2M | <div style="width: 525.7%;"></div> | 525.7% |
| Gross_Margin % | | 37.67% | 33.13% | <div style="width: -12.1%;"></div> | -12.1% |
| Sweden | | | | | |
| Net Sales | 0.1M | 0.2M | 1.8M | <div style="width: 681.9%;"></div> | 681.9% |
| COGS | 0.0M | 0.1M | 1.1M | <div style="width: 735.6%;"></div> | 735.6% |
| Gross_Margin | 0.0M | 0.1M | 0.7M | <div style="width: 613.8%;"></div> | 613.8% |
| Gross_Margin % | 38.28% | 44.06% | 40.22% | <div style="width: -8.7%;"></div> | -8.7% |
| United Kingdom | | | | | |
| Net Sales | 2.0M | 8.1M | 34.2M | <div style="width: 322.7%;"></div> | 322.7% |
| COGS | 1.3M | 5.3M | 18.7M | <div style="width: 252.1%;"></div> | 252.1% |
| Gross_Margin | 0.7M | 2.8M | 15.4M | <div style="width: 459.0%;"></div> | 459.0% |
| Gross_Margin % | 36.19% | 34.13% | 45.13% | <div style="width: 32.2%;"></div> | 32.2% |
| USA | | | | | |
| Net Sales | 11.5M | 31.9M | 87.8M | <div style="width: 175.0%;"></div> | 175.0% |
| COGS | 7.7M | 19.5M | 55.3M | <div style="width: 183.9%;"></div> | 183.9% |
| Gross_Margin | 3.8M | 12.4M | 32.5M | <div style="width: 161.0%;"></div> | 161.0% |
| Gross_Margin % | 32.79% | 38.97% | 36.99% | <div style="width: -5.1%;"></div> | -5.1% |
| Total Net Sales | 87.5M | 196.7M | 598.9M | <div style="width: 204.5%;"></div> | 204.5% |
| Total COGS | 51.2M | 123.4M | 380.7M | <div style="width: 208.6%;"></div> | 208.6% |
| Total Gross_Margin | 36.2M | 73.3M | 218.2M | <div style="width: 197.6%;"></div> | 197.6% |
| Total Gross_Margin % | 41.43% | 37.28% | 36.43% | <div style="width: -2.3%;"></div> | -2.3% |



| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2019 |

P & L
By Fiscal Months

All values are in USD

Note: Don't modify the pivot table

| Metrics | Fiscal year | | | | | | | | | | | | Grand Total | |
|----------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | | |
| Net Sales | 6.5M | 8.0M | 10.7M | 11.4M | 6.5M | 6.4M | 6.3M | 6.5M | 6.2M | 6.5M | 6.3M | 87.5M | | |
| COGS | 3.8M | 4.7M | 6.3M | 6.7M | 3.9M | 3.5M | 3.8M | 3.7M | 3.8M | 3.6M | 3.8M | 3.7M | 51.2M | |
| Gross Margin | 2.6M | 3.4M | 4.5M | 4.7M | 2.7M | 2.6M | 2.7M | 2.6M | 2.6M | 2.7M | 2.6M | 36.2M | | |
| Gross Margin % | 40.87% | 41.97% | 41.49% | 41.39% | 40.87% | 41.94% | 41.45% | 41.39% | 40.79% | 42.00% | 41.48% | 41.39% | 41.43% | |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2020 |

P & L
By Fiscal Months

All values are in USD

| Metrics | Fiscal year | | | | | | | | | | | | Grand Total | |
|----------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | | |
| Net Sales | 17.1M | 20.6M | 28.7M | 29.9M | 17.1M | 15.9M | 2.1M | 7.8M | 9.9M | 14.9M | 16.1M | 16.5M | 196.7M | |
| COGS | 10.6M | 12.8M | 18.1M | 18.9M | 10.7M | 9.9M | 1.3M | 4.8M | 6.2M | 9.3M | 10.2M | 10.5M | 123.4M | |
| Gross Margin | 6.5M | 7.8M | 10.6M | 11.0M | 6.5M | 6.0M | 0.8M | 2.9M | 3.7M | 5.5M | 5.9M | 6.1M | 73.3M | |
| Gross Margin % | 37.77% | 37.78% | 37.04% | 36.81% | 37.75% | 37.74% | 36.68% | 37.73% | 37.49% | 37.27% | 36.68% | 36.79% | 37.28% | |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2021 |

P & L
By Fiscal Months

All values are in USD

| Metrics | Fiscal year | | | | | | | | | | | | Grand Total | |
|----------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | | |
| Net Sales | 44.8M | 54.6M | 74.3M | 78.1M | 44.8M | 41.8M | 44.0M | 43.5M | 44.4M | 41.5M | 44.0M | 43.0M | 598.9M | |
| COGS | 28.4M | 34.7M | 47.4M | 49.8M | 28.4M | 26.5M | 28.0M | 27.7M | 28.1M | 26.4M | 28.0M | 27.4M | 380.7M | |
| Gross Margin | 16.4M | 19.9M | 27.0M | 28.3M | 16.4M | 15.3M | 16.0M | 15.8M | 16.3M | 15.1M | 16.0M | 15.6M | 218.2M | |
| Gross Margin % | 36.65% | 36.52% | 36.29% | 36.26% | 36.68% | 36.53% | 36.37% | 36.33% | 36.63% | 36.45% | 36.37% | 36.26% | 36.43% | |

Net Sales Comparison

| | | | | | | | | | | | | | |
|----------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| 21 vs 20 | 162.06% | 164.68% | 159.10% | 161.05% | 161.40% | 162.49% | 1981.59% | 461.21% | 347.02% | 178.64% | 173.93% | 160.31% | 204.48% |
| 20 vs 19 | 164.63% | 156.58% | 167.27% | 161.45% | 162.75% | 162.02% | -67.07% | 22.73% | 53.05% | 140.65% | 148.00% | 162.03% | 124.85% |



GM % by Quarters(subzone)

FY 2019

| GM% Subzone | Quarters | | | | Grand Total |
|--------------------|---------------|---------------|---------------|---------------|--------------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 42.98% | 42.20% | 42.59% | 42.46% | 42.57% |
| India | 42.54% | 42.25% | 42.04% | 42.54% | 42.35% |
| NA | 35.15% | 35.42% | 35.36% | 35.72% | 35.39% |
| NE | 36.59% | 37.01% | 36.54% | 36.56% | 36.69% |
| ROA | 44.51% | 44.35% | 44.05% | 44.48% | 44.35% |
| SE | 44.52% | 44.05% | 44.01% | 44.16% | 44.21% |
| Grand Total | 41.49% | 41.39% | 41.21% | 41.62% | 41.43% |

Thank you