



FILTERS

region All
market All
division All

Customer

Net Sales Performance

All values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%



Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%
Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
Grand Total	87.5M	196.7M	598.9M	304.48%

From the aforementioned "Customer Performance" report, it can be inferred that Net Sales of products carried out by "Amazon" is the highest which stood at "82.1 Million" in the year 2021, followed by "AtliQ Exclusive store" and "AtliQ e Store" which stood at 61.1 Million and 53.0 Million respectively.

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	-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%

From the given "Market Performance vs Target" report it is evident that the performance of USA and India fell short the most to achieve their targets by 10.2 Million dollar in USA and 9.6 Million dollar in India.

While on the other hand, the percentage drop in performance in Poland w.r.t to target is the highest with 18.1%.

**FILTERS**

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	<div><div></div></div> 541.3%
AQ GT 21	0.8M	4.4M	<div><div></div></div> 461.1%
AQ Home Allin1	0.7M	5.2M	<div><div></div></div> 669.0%
AQ LION x1	0.0M	0.8M	<div><div></div></div> 1619.5%
AQ LION x2	0.1M	0.9M	<div><div></div></div> 1668.9%
AQ LION x3	0.1M	1.2M	<div><div></div></div> 1692.3%
AQ Mx NB	0.0M	1.4M	<div><div></div></div> 5623.5%
AQ Pen Drive DRC	0.6M	3.8M	<div><div></div></div> 487.7%
AQ Smash 2	0.4M	11.2M	<div><div></div></div> 2489.5%
AQ Zion Saga	0.7M	3.6M	<div><div></div></div> 428.5%
Grand Total	6.4M	52.0M	708.0%

From the given "Top 10 Products report", sales team of AtliQ Hardware will get the insights related to their top selling products in the year 2021



FILTERS

region	All
division	All
customer	All

Product	Qty Sold
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 by Qty sold

All values are in USD

FILTERS

region	All
division	All
customer	All

Product	Qty Sold
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 by Qty sold

All values are in USD

The Given reports demonstrate the Top 5 and Bottom 5 sold out products with their respective Net Sales figures.

**FILTERS**

region All
customer All

Division Level Report

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.38%
P & A	105.2M	338.4M	221.53%
PC	40.1M	165.8M	313.70%
Grand Total	196.7M	598.9M	204.48%

From the "Division Level Report", it can be stated that the maximum Net Sales is held in P&A (Peripheral & accessories) with 338.4 million dollar in 2021, whereas the percentage growth of Net Sales is observed the highest in PC division with 313.70 %.

**FILTERS**

region	All
division	All
customer	All

New Products - 2021

All values are 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

The given report delineates all the Newly Launched products of AtliQ Hardwares in 2021.

**FILTERS**

region	All
customer	All

**Top 5 Countries - 2021
(Net Sales)**

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

From the given report, Sales team can obtain the Top-5 Countries in which AtliQ Hardware has it's highest Net Sales with India tops the table having 161.3 Million dollar Net Sales Amount in 2021.



FILTER

market	All
region	All
division	All
customer	All

P & L

By Fiscal years

All values are in USD
Note: 21 vs 20 is not the part of pivot table

Metrics	Fiscal years			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%

From the above given report, Finance Team of AtliQ Hardware can obtain insights on the Annual Profit values in terms of Gross Margin where Maximum GM is observed in 2021 with 218.2 Million dollar amount.



FILTER

market	All
region	All
division	All
customer	All
FY	2019

P & L

By Fiscal Months

All values are in USD

Note: Do not modify the pivot table

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	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	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

market	All
region	All
division	All
customer	All
FY	2020

P & L

By Fiscal Months

All values are in USD

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

market	All
region	All
division	All
customer	All
FY	2021

P & L

By Fiscal Months

All values are in USD

	Quarters												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	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
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



Net Sales
comparision

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

FILTERS

region All
sub_zone All
FY All

P & L**for Markets**

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.87%
Austria	3.0M	2.1M	0.9M	29.96%
Bangladesh	9.7M	6.3M	3.4M	35.43%
Canada	52.0M	31.5M	20.5M	39.39%
China	29.7M	17.6M	12.1M	40.82%
France	37.5M	21.2M	16.2M	43.31%
Germany	19.3M	13.5M	5.8M	29.91%
India	241.9M	161.2M	80.7M	33.36%
Indonesia	27.1M	16.3M	10.8M	39.77%
Italy	19.1M	12.9M	6.2M	32.62%
Japan	9.8M	5.4M	4.4M	44.68%
Netherlands	11.6M	6.5M	5.0M	43.59%
Newzealand	13.4M	7.4M	6.0M	44.98%
Norway	16.2M	11.2M	5.0M	30.75%
Pakistan	11.0M	6.7M	4.3M	39.19%
Philippines	50.9M	30.2M	20.8M	40.77%
Poland	8.4M	4.9M	3.5M	41.52%
Portugal	16.2M	9.6M	6.6M	40.66%
South Korea	79.1M	50.2M	28.8M	36.47%
Spain	14.4M	9.5M	4.8M	33.69%
Sweden	2.0M	1.2M	0.8M	40.59%
United Kingdom	44.2M	25.3M	18.9M	42.72%
USA	131.2M	82.5M	48.7M	37.10%

It is evident from the above "P&L for Markets" report that India stood at its apex with 80.7 million dollar gross margin followed by USA and United Kingdom with 48.7 million and 18.9 million dollar, respectively.

GM% by Quarters (sub_zone)

All values are in USD

FILTER

FY 2019

GM %	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

GM %	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

GM %	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%