



# **Atliq Hardwares**

## **Sales Analytics**

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## Filters

region	All
market	India
division	All

## Customer Net Sales Performance

All values in INR

Customers	2019	2020	2021
Amazon	4.6M	9.8M	23.0M
AtliQ e Store	1.6M	3.5M	8.7M
AtliQ Exclusive	3.4M	4.7M	18.4M
Croma	1.7M	2.5M	7.5M
Ebay	1.7M	3.6M	8.5M
Electricalslytical	1.6M	2.0M	8.4M
Electricalsociety	1.8M	2.3M	9.4M
Expression	1.5M	2.2M	8.8M
Ezone	1.5M	2.0M	7.9M
Flipkart	1.9M	4.3M	9.9M
Girias	1.5M	2.1M	8.7M
Lotus	1.5M	2.1M	8.1M
Propel	1.6M	2.2M	9.1M
Reliance Digital	1.6M	2.2M	8.5M
Vijay Sales	1.7M	2.1M	8.5M
Viveks	1.6M	2.2M	7.8M
<b>Grand Total</b>	<b>30.8M</b>	<b>49.8M</b>	<b>161.3M</b>



## Filters

region	All
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## Market

## Performance vs Target

All values in INR

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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



Filter

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customer	All

Top 10 Products

All Values are in INR

Products	20	21	21vs20
AQ Electron 4 3600 Desktop Pro	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%



Filter

region	All
customer	All

Division Level Report

All Values are in INR

Divisions	20	21	21vs20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



Filters

region	All
division	All
customer	All

Top 5 Products by Quantity

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

Bottom 5 Products by Quantity

Products	Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
Grand Total	0.2M

**Filter**

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**New Products - 2021**

All Values are in INR

<b>Products</b>	<b>20</b>	<b>21</b>
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
customer	All

Top 5 Countries 2021

All Values are in INR

Country	21
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M