



AtliQ Hardwares

Sales Analytics Project Using Excel

FILTERS

region	All
market	All
division	All

Customer Net Sales Performance

All values are in ₹

Note: Do not modify the pivot table

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulangier	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjop	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%

Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%
Notebiling	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
Walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%

FILTERS

region	All
division	All

Market Performance vs Target

All values are in ₹

Note: Do not modify the pivot table

Country	2019	2020	2021	2021-target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.5%
Austria		0.1 M	2.8 M	-0.3 M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.6%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4 M	-11.0%
Norway		2.5 M	13.7 M	-1.4 M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.2%
Spain		1.8 M	12.6 M	-1.8 M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.4%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-8.40%

FILTERS

region	All
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Top 10 Products

All values are in ₹

Note: Do not modify the pivot table

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	641.3%
AQ GT 21	0.8 M	4.4 M	561.1%
AQ Home Allin1	0.7 M	5.2 M	769.0%
AQ LION x1	0.0 M	0.8 M	1719.5%
AQ LION x2	0.1 M	0.9 M	1768.9%
AQ LION x3	0.1 M	1.2 M	1792.3%
AQ Mx NB	0.0 M	1.4 M	5723.5%
AQ Pen Drive DRC	0.6 M	3.8 M	587.7%
AQ Smash 2	0.4 M	11.2 M	2589.5%
AQ Zion Saga	0.7 M	3.6 M	528.5%
Grand Total	6.4 M	52.0 M	808.0%



Division-wise report

FILTERS

region	All
customer	All

All values are in ₹
Note: Do not modify the pivot table

Division	2020	2021	Growth Rate
N & S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
Grand Total	196.7 M	598.9 M	204.5%



FILTERS

market	All
region	All
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Row Labels	Quantity
AQ Gamers	3.4 M
AQ Gamers Ms	4.0 M
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1	3.4 M
AQ Master wireless x1 Ms	4.1 M
Grand Total	19.0 M

Top 5 Products

All values are in ₹

Note: Do not modify the pivot table

FILTERS

market	All
region	All
customer	All

Row Labels	Quantity
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
Grand Total	174.9 K

Bottom 5 Products

All values are in ₹

Note: Do not modify the pivot table

FILTERS

region	All
division	All
customer	All

New Products- 2021

All values are in ₹

Note: Do not modify the pivot table

Products	2020	2021
AQ Clx3		4.4 M
AQ Electron 3 3600 Desktop Processor		14.2 M
AQ Gen Y		19.5 M
AQ GEN Z		11.7 M
AQ HOME Allin1 Gen 2		3.5 M
AQ Lumina Ms		4.2 M
AQ Marquee P3		4.9 M
AQ Marquee P4		1.7 M
AQ Maxima Ms		13.7 M
AQ MB Lito		2.8 M
AQ MB Lito 2		2.3 M
AQ Qwerty		22.0 M
AQ Qwerty Ms		15.4 M
AQ Trigger		20.7 M
AQ Trigger Ms		17.9 M
AQ Wi Power Dx3		17.2 M
Grand Total		176.2 M

FILTERS

region	All
customer	All

Top 5 Countries

All values are in ₹

Note: Do not modify the pivot table

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