



AtliQ Hardwares

Finance Analytics Project Using Excel



FILTERS

region	All
market	All
division	All
customer	All

P&L by Fiscal Year

All values are in ₹

Note: 21 vs 20 is not the part of pivot table

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

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P&L by Fiscal Months

All values are in ₹
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	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M		
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M		
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M		
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%		

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P&L by Fiscal Months

All values are in ₹
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	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M		
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M		
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M		
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%		

FILTERS

region	All
market	All
division	All
customer	All
FY	2021

P&L by Fiscal Months

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

Quarters															Grand Total
Metrics	Q1		Q2		Q3		Q4								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
net sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	43.0 M	598.9 M	
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	27.4 M	380.7 M	
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	15.6 M	218.2 M	
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.4%	36.3%	36.4%	

Net Sales Comparison

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	2021

P&L for Markets

All values are in ₹

Note: Do not modify the pivot table

Country	net sales	COGS	Gross Margin	GM%
Australia	21.0 M	14.1 M	6.9 M	32.9%
Austria	2.8 M	2.0 M	0.9 M	30.1%
Bangladesh	7.0 M	4.5 M	2.4 M	34.5%
Canada	35.1 M	21.7 M	13.4 M	38.2%
China	22.9 M	13.5 M	9.4 M	41.1%
France	25.9 M	14.7 M	11.2 M	43.2%
Germany	12.0 M	8.9 M	3.1 M	26.2%
India	161.3 M	109.7 M	51.6 M	32.0%
Indonesia	18.4 M	11.3 M	7.1 M	38.4%
Italy	11.7 M	8.2 M	3.5 M	30.1%
Japan	7.9 M	4.2 M	3.7 M	46.5%
Netherlands	8.0 M	4.6 M	3.4 M	42.0%
Newzealand	11.4 M	5.9 M	5.5 M	48.2%
Norway	13.7 M	9.6 M	4.0 M	29.5%
Pakistan	5.7 M	3.6 M	2.0 M	36.2%
Philippines	31.9 M	19.4 M	12.5 M	39.1%
Poland	5.2 M	3.0 M	2.2 M	42.6%
Portugal	11.8 M	6.8 M	5.0 M	42.1%
South Korea	49.0 M	31.4 M	17.6 M	35.9%
Spain	12.6 M	8.4 M	4.2 M	33.1%
Sweden	1.8 M	1.1 M	0.7 M	40.2%
United Kingdom	34.2 M	18.7 M	15.4 M	45.1%
USA	87.8 M	55.3 M	32.5 M	37.0%
Grand Total	598.9 M	380.7 M	218.2 M	36.4%



FILTERS

FY	2019
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P&L for sub_zone

Note: Do not modify the pivot table

GM%	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Sub_zone					
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%

FILTERS

FY	2020
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P&L for sub_zone

Note: Do not modify the pivot table

GM%	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Sub_zone					
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%

FILTERS

FY	2021
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P&L for sub_zone

Note: Do not modify the pivot table

GM%	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Sub_zone					
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%

GM% Comparison

21 vs 20	-10.0%	-12.1%	-10.5%	-9.1%	-10.5%
20 vs 19	0.8%	2.0%	0.4%	-1.6%	0.6%