



Sales & Financial Analytics

Domain: Fast-moving consumer goods

Presented by Aditya Rajvaidya

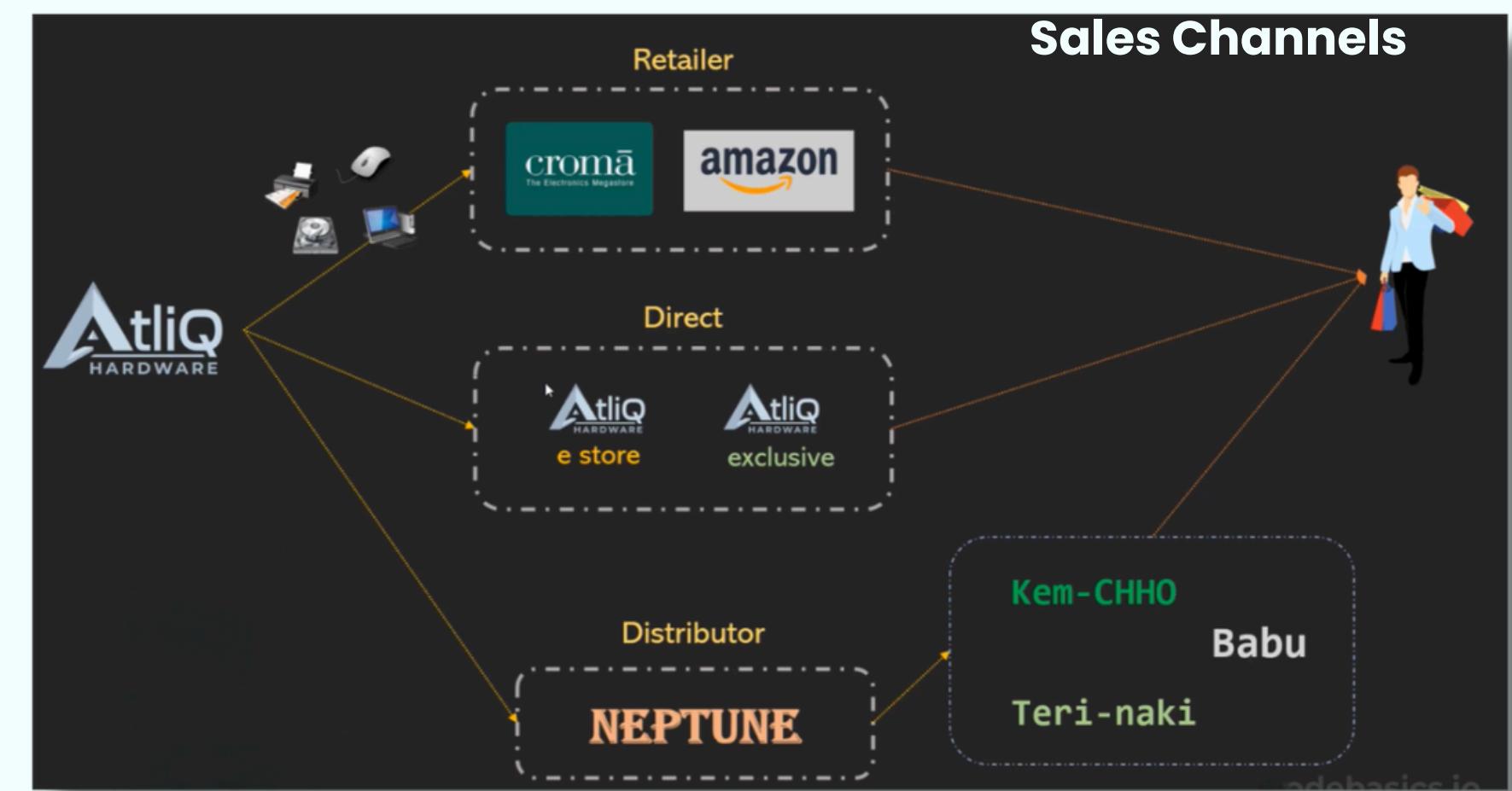
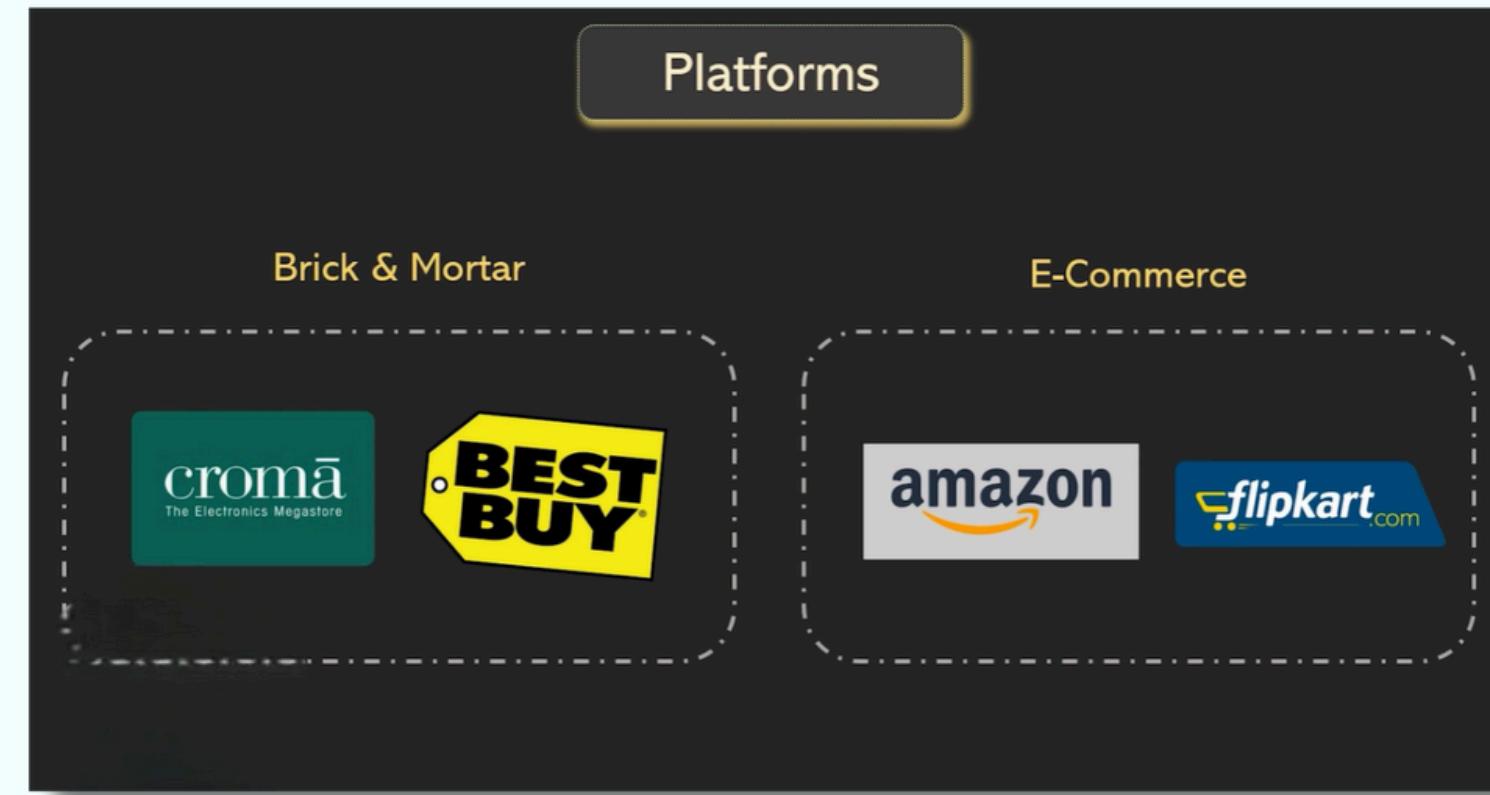


Company Profile

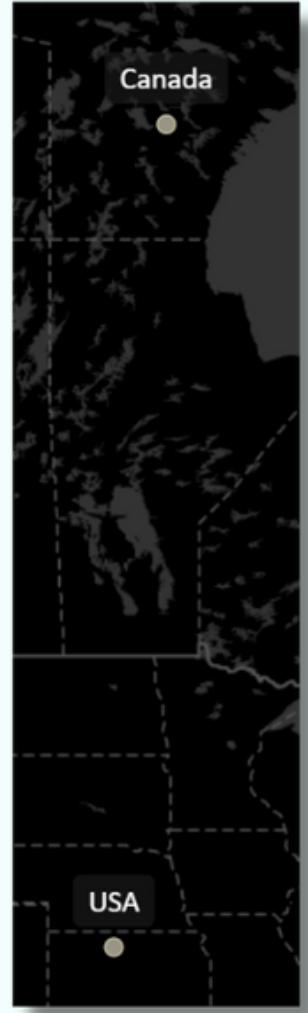
AtliQ Hardware is a leading manufacturer and provider of premium computer hardware, catering to a diverse range of clients across the globe. By seamlessly connecting technology to end consumers.

AtliQ Hardware follows September to August Fiscal Year:

- **Fiscal Year 2025: September 2024 to August 2025**



AtliQ Markets



NA



EU



LATAM



APAC

Project Overview

This project is developed to meet **AtliQ Hardware's** business requirements for **Sales Analytics** and **Finance Analytics**, as outlined by their business users.

The goal is to generate detailed tabular reports providing actionable insights to monitor performance, optimize strategies, and facilitate decision-making.





Why Was This Project Needed?

- 📌 **Sales Analytics:** To evaluate customer behavior, monitor sales trends, and measure performance against sales targets.
- 📌 **Finance Analytics:** To assess financial health, plan budgets, and align strategic goals with performance.
- 📌 **Automation:** To save time and reduce manual efforts by leveraging tools like **Excel, Power Query, and Power Pivot**.

✓ Sales Analytics Reports



Customer Performance Analysis: Net sales for 2019, 2020, and 2021.

AtliQ Hardwares

Filters	Customers				All values are in USD	
	Net Sales Performance					
	2019	2020	2021	2021 vs 2020		
region	All	All	All	All		
market	All	All	All	All		
division	All	All	All	All		
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%		
All-Out	0.2M	0.8M	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	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	0.7M	504.6%		
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%		
Electricalslytical	1.8M	2.6M	11.9M	457.5%		
Electricalsocity	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	1.4M	887.2%		
Leader	4.7M	6.0M	18.8M	314.8%		
Logic Stores	0.2M	0.9M	4.8M	515.2%		

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Lotus	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	471.5%
Nomad Stores	0.5M	1.6M	246.9%
Notebillig	0.2M	0.4M	287.4%
Nova	0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	264.2%
Otto	0.3M	0.4M	298.6%
Premium Stores	0.5M	1.1M	353.1%
Propel	1.6M	2.5M	440.6%
Radio Popular	0.5M	1.5M	362.6%
Radio Shack	0.8M	1.7M	311.5%
Reliance Digital	1.6M	2.6M	377.9%
Relief	0.4M	1.0M	403.6%
Sage	4.8M	6.4M	321.5%
Saturn	0.2M	0.4M	310.5%
Sorefoz	0.6M	1.1M	433.6%
Sound	0.6M	1.7M	260.3%
Staples	1.2M	2.9M	307.0%
Surface Stores	0.1M	0.5M	398.8%
Synthetic	1.9M	4.4M	276.0%
Taobao	0.2M	1.3M	248.7%
UniEuro	0.6M	1.6M	457.0%
Vijay Sales	1.7M	2.1M	397.8%
Viveks	1.6M	2.2M	348.1%
walmart	1.3M	2.6M	370.4%
Zone	0.3M	1.6M	336.2%
Grand Total	87.5M	196.7M	598.9M
			304.5%

Insights:

- Across all the **Regions and Markets** the **Net Sales** generated by all the **Customers** through all **Divisions** of products is:
 - **87.5M (2019), 196.7M (2020) and 598.9M (2021)** with **YoY growth rate (2021 vs 2020) of 304.5%**.
- Amazon led consistently with **\$12.2M (2019), \$37.5M (2020), and \$82.1M (2021)**, making it AtliQ's top-performing customer.
 - However, it has least growth rate (2021 vs 2020) of **218.9%**.
- Some customers like **Nova, Integration Stores** and **Chiptec** shows highest growth rate (2021 vs 2020) but they had very low Net sales.
 - Moreover, they didn't have Net sales available for year 2019.

✓ Sales Analytics Reports

📌 Market vs. Target Sales Analysis: Identified gaps between actual and target sales.

Insights:

Overall Target Miss:

- AtliQ Hardware missed its 2021 revenue targets by **\$54.9M (-8.4%)** across **all markets**, indicating widespread underperformance.

Major Market Deficits:

- Significant shortfalls occurred in key high-revenue markets: **India (-\$9.6M)**, **USA (-\$10.2M)**, and **Canada (-\$5.1M)**.

European Market Struggles:

- European markets exhibited the largest percentage deficits, with **Germany, France, Italy, UK, Poland, and Sweden** ranging from **-7% to -15.3%** below targets.

Strategic Recommendations:

- To address the shortfalls, AtliQ Hardware must:
 - Analyze market-specific factors, including **competitor pricing**.
 - Improve sales forecasting accuracy.
 - Implement region-specific promotions and reassess strategies in underperforming markets.



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Filters

region
division
All
All

Market
Performance vs Target
All values are in USD

Country	2019	2020	2021	2021 - Target	2021 - target %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%

✓ Finance Analytics Reports

📌 **Market-wise P&L:** Analysed financial performance across different regions in FY 2021.

Insights:

- **Higher Net Sales don't always mean higher profitability –** India leads in **Net Sales (\$161.26M)** but has a lower **GM% (32.0%)**, while **New Zealand (GM% 48.2%)** and **Japan (GM% 46.5%)** achieve higher profitability despite lower Net Sales.
- **European markets show moderate Net Sales but stronger profitability –** Countries like **France (43.2% GM%)**, **Netherlands (42.0%)**, and **Poland (42.6%)** maintain a balance between revenue and profitability.
- **Smaller markets with low Net Sales struggle with profitability –** **Austria (\$2.84M, GM% 30.1%)** and **Sweden (\$1.77M, GM% 40.2%)** generate minimal revenue, highlighting potential inefficiencies or early-stage market presence.



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FILTERS

region	All
sub_zone	All
Fiscal Year	2021

P and L For Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM%
Australia	20.99M	14.08M	6.91M	32.9%
Austria	2.84M	1.98M	0.86M	30.1%
Bangladesh	6.95M	4.55M	2.40M	34.5%
Canada	35.06M	21.66M	13.39M	38.2%
China	22.89M	13.49M	9.40M	41.1%
France	25.94M	14.73M	11.22M	43.2%
Germany	12.01M	8.86M	3.14M	26.2%
India	161.26M	109.65M	51.61M	32.0%
Indonesia	18.41M	11.34M	7.07M	38.4%
Italy	11.72M	8.19M	3.53M	30.1%
Japan	7.92M	4.24M	3.69M	46.5%
Netherlands	7.98M	4.63M	3.36M	42.0%
Newzealand	11.40M	5.90M	5.50M	48.2%
Norway	13.68M	9.65M	4.03M	29.5%
Pakistan	5.66M	3.61M	2.05M	36.2%
Philippines	31.86M	19.40M	12.45M	39.1%
Poland	5.19M	2.98M	2.21M	42.6%
Portugal	11.83M	6.85M	4.98M	42.1%
South Korea	48.97M	31.38M	17.59M	35.9%
Spain	12.62M	8.44M	4.18M	33.1%
Sweden	1.77M	1.06M	0.71M	40.2%
United Kingdom	34.15M	18.74M	15.41M	45.1%
USA	87.78M	55.31M	32.47M	37.0%

✓ Finance Analytics Reports

📌 Profit & Loss Report (Yearly): Net Sales, COGS, Gross Margin, GM%.

Insights:

Explosive Growth in Net Sales:

- AtliQ Hardwares has seen net sales more than **triple** from **2020 to 2021**, indicating strong market demand, possible expansion, or effective sales strategies.

Rising Costs Outpacing Sales Growth:

- COGS** has surged slightly higher (**208.6%**) than net sales (**204.5%**), pointing to increased production or procurement costs.

Declining Profitability Efficiency:

- Despite higher **gross margin** dollars, **GM%** has dropped from **41.4% in 2019 to 36.4% in 2021**, signaling cost pressures, pricing challenges, or a shift to lower-margin products.

Need for Strategic Cost Management:

- AtliQ Hardwares must focus on cost control, supplier negotiations, and pricing strategies to sustain profitability while leveraging its expanding revenue base.



AtliQ Hardwares



FILTERS

market	All
region	All
division	All
customer	All

P and L By Fiscal Year

All values are in USD

Note: 21vs20 is not part of the pivot table

Values	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%



✓ Finance Analytics Reports

	All	P and L By Fiscal Year												
region	All													All values are in USD
market	All													
division	All													
customer	All													Fiscal Year
Fiscal Year	2019													Note: Do not modify the Pivot Table
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total	Quarter
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	Q1
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	Q2
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	Q3
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%	Q4

	All	P and L By Fiscal Year												
region	All													All values are in USD
market	All													
division	All													customer
customer	All													Fiscal Year
Fiscal Year	2020													Note: Do not modify the Pivot Table
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total	Quarter
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	Q1
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	Q2
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	Q3
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%	Q4

	All	P and L By Fiscal Year												
region	All													All values are in USD
market	All													
division	All													customer
customer	All													Fiscal Year
Fiscal Year	2021													Note: Do not modify the Pivot Table
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total	Quarter
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	Q1
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	Q2
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	Q3
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%	Q4

Net Sales Comparison													
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%
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%

📌 **Profit & Loss Report (Monthly):** Net Sales, COGS, Gross Margin, GM%.

Insights:

Huge Net Sales Growth (Revenue Growth):

- They generated significantly more revenue each year, especially in 2021, going from **\$87.5M in 2019** to **\$598.9M in 2021**.
- Net sales more than doubled from 2019 to 2020 (**125% growth**), and then tripled again in 2021 (**204.5% growth**).

Holiday Net Sales Spike (Revenue Spike):

- Most revenue is generated at the end of the year (**October to December**), with **December** being the biggest month, peaking at **\$11.4M (2019)**, **\$29.9M (2020)**, and **\$78.1M (2021)**.
- This means they likely have strong holiday promotions or their products are popular gifts.

Middle of Year Slump (Revenue Slump):

- Revenue is lowest in the middle of the year (**Q3**), with a very low point of **\$2.1M in March 2020**.
- March 2021** showed a massive recovery to **\$44M**.

Less Profit Per Item:

- Even though they're generating a lot of revenue, their profit margin (gross margin percentage) is shrinking, from **41.4% in 2019** to **36.4% in 2021**.
- This is because their costs (**COGS**) are going up.

Thank you very much!

PRESENTED BY ADITYA RAJVAIDYA