

Customer Performance Analysis

division	All
region	All
market	All

Division	2020	2021	21 vs 20
Amazon	37.51M	82.09M	118.9%
AtliQ Exclu	17.68M	61.12M	245.8%
AtliQ e Sto	23.67M	52.98M	123.8%
Sage	6.44M	20.70M	221.5%
Flipkart	8.35M	19.29M	131.0%
Leader	5.97M	18.80M	214.8%
Neptune	3.42M	16.11M	371.5%
Ebay	6.27M	15.17M	142.2%
Electricals	3.46M	12.42M	258.8%
Synthetic	4.42M	12.19M	176.0%
Electricals	2.61M	11.94M	357.5%
Acclaimed	2.89M	10.92M	278.1%
Propel	2.46M	10.83M	340.6%
Novus	3.73M	9.85M	164.2%
Expressior	2.99M	9.82M	228.2%
Reliance D	2.57M	9.73M	277.9%
walmart	2.63M	9.73M	270.4%
Costco	2.75M	9.29M	237.4%
Staples	2.85M	8.75M	207.0%
Girias	2.07M	8.67M	319.3%
Vijay Sales	2.15M	8.53M	297.8%
Lotus	2.11M	8.09M	282.6%
Ezone	2.02M	7.92M	291.6%
Viveks	2.24M	7.78M	248.1%
Control	2.20M	7.67M	249.2%
Croma	2.47M	7.55M	205.1%
UniEuro	1.61M	7.35M	357.0%
Expert	1.77M	6.43M	264.0%
BestBuy	1.77M	6.31M	256.1%
Chip 7	1.32M	5.51M	316.1%
Radio Sha	1.75M	5.44M	211.5%
Radio Pop	1.45M	5.27M	262.6%
Zone	1.56M	5.26M	236.2%
Elkjøp	1.32M	5.16M	291.9%
Logic Stor	0.93M	4.81M	415.2%
Sorefoz	1.07M	4.66M	333.6%
Sound	1.67M	4.36M	160.3%
Coolblue	1.18M	4.25M	260.0%
Epic Store	0.94M	4.19M	346.1%
Digimarke	1.72M	4.14M	141.1%
Elite	0.83M	4.13M	395.5%
Forward S	1.50M	4.07M	172.0%
Boulanger	0.83M	4.07M	392.9%
Relief	1.01M	4.06M	303.6%
Nomad St	1.63M	4.02M	146.9%
Euronics	0.88M	3.90M	344.7%
Premium S	1.10M	3.88M	253.1%
Electricals	0.68M	3.64M	435.3%
Taobao	1.33M	3.30M	148.7%
Atlas Store	0.67M	3.17M	370.3%
Chiptec	0.42M	3.02M	622.0%
Fnac-Dart	0.82M	2.87M	249.8%
Insight	1.01M	2.76M	171.8%
Electricals	0.75M	2.35M	213.3%
Argos (Sai	0.74M	2.27M	206.0%
Surface St	0.53M	2.12M	298.8%
Currys (Di	0.76M	1.87M	146.9%
Electricals	0.65M	1.85M	186.0%
Info Stores	0.48M	1.84M	284.1%
Flawless S	0.46M	1.81M	296.3%
Integration	0.16M	1.44M	787.2%
Otto	0.40M	1.20M	198.6%
Saturn	0.38M	1.19M	210.5%
Notebillig	0.39M	1.12M	187.4%
All-Out	0.16M	0.81M	395.7%
Electricals	0.14M	0.72M	404.6%
Nova	0.01M	0.35M	2564.9%
Grand Total	196.7M	598.9M	204.5%

Top 5 Customers with the Highest Revenue

Division	2020	2021	21 vs 20
Amazon	37.51M	82.09M	118.9%
AtliQ Exclusi	17.68M	61.12M	245.8%
AtliQ e Store	23.67M	52.98M	123.8%
Sage	6.44M	20.70M	221.5%
Flipkart	8.35M	19.29M	131.0%

Top 5 Customers with the Highest Growth

Division	2020	2021	21 vs 20
Nova	0.01M	0.35M	2564.9%
Integration S	0.16M	1.44M	787.2%
Chiptec	0.42M	3.02M	622.0%
Electricalsqu	0.68M	3.64M	435.3%
Logic Stores	0.93M	4.81M	415.2%

Insights

• Amazon Dominates with Consistent Growth:

Amazon is the market leader with a substantial revenue of \$82.09 million in 2021, showing impressive growth of 118.9% compared to 2020. It maintains its dominant position in the e-commerce sector.

• Strong Growth in Online Electronics Retailers:

Several online electronics retailers, such as AtliQ Exclusive, AtliQ e Store, Sage, and Flipkart, experienced remarkable growth rates ranging from 123.8% to 245.8%. This suggests a robust demand for electronics products in the online market.

• Diverse Retailers Achieve Significant Growth:

The list includes a wide range of retailers, from traditional stores like Walmart and Costco to niche players like Synthetic and Acclaimed Stores. Many of them achieved impressive growth, indicating a dynamic and competitive retail landscape.