

Sales & Finance REPORTS

By
K.A.S.Sreeja

Contents

01

ABOUT ATLIQ

A brief on Atliq company and its business.

02

PROBLEM STATEMENT

The problem of Atliq and its requirements from data analyst team

03

REPORTS

The sales and financial reports generated

04

CONCLUSION

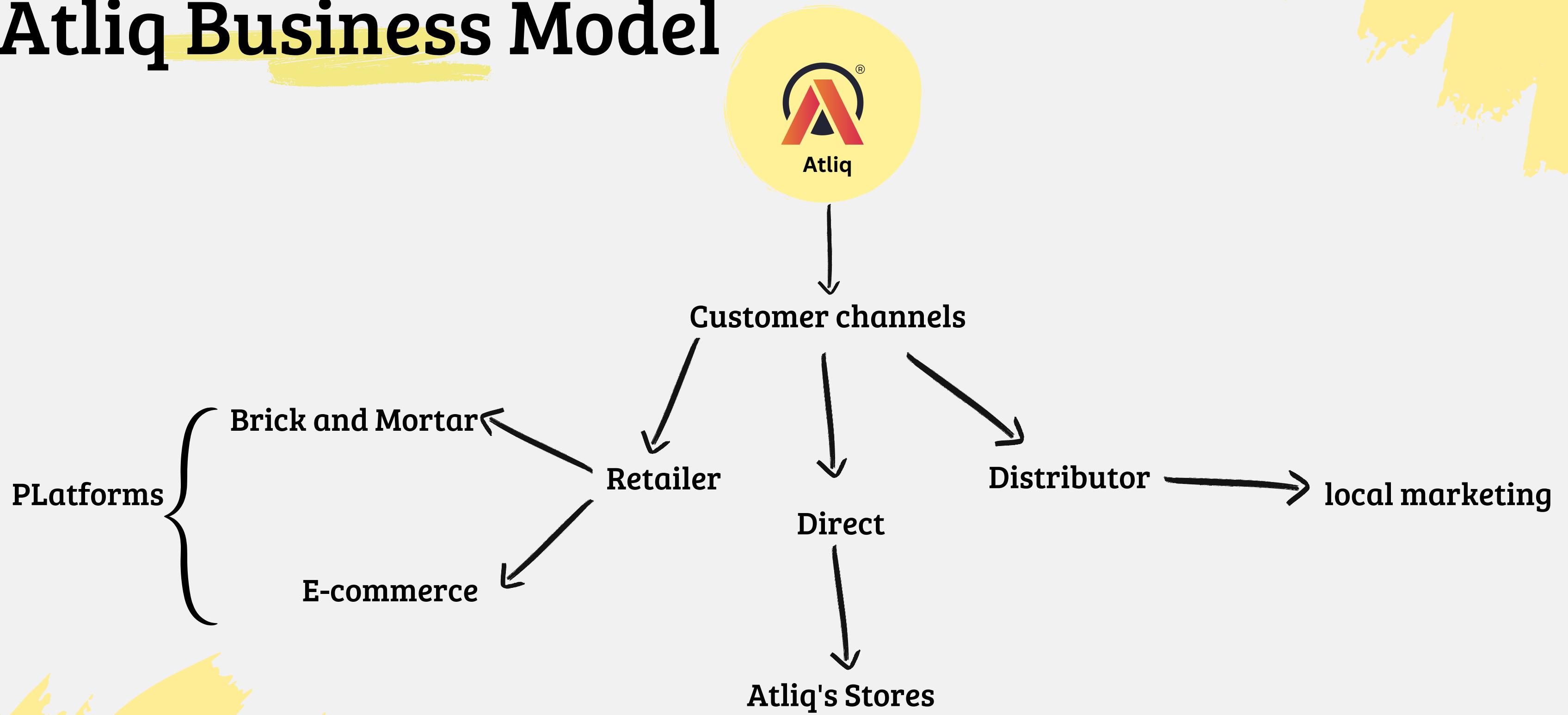
Improvements and conclusions drawn from reports and analysis

About Atliq

- Atliq is a company that sells hardware like pc mouse printers and so on to different customers.
- They make hardware and sell it to customers in between such as brick and mortar (croma), e commerce (Flipkart) and these sell it to end consumers (people)



Atliq Business Model



Problem?

While they are advancing in analytics, excel still plays a vital role in decision making.

Then what are we supposed to do?

As a data analyst we need to empower Atliqs business users with crucial sales and finance reports .

Market performance report

Reached the target?

By analyzing the year-over-year growth (2021 vs. 2020), this report offers valuable insights into the market's trajectory and enables data-driven decisions for optimizing business strategies.

AtliQ Hardwares



FILTERS

Market Performance
vs Target
all values are in USD

Country	2019	2020	2021	target	2021-target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.54%
Austria	0.1M	2.8M	3.2M	-0.3M	-1.74%	
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.96%
Japan	1.9M	7.9M	8.2M	-0.3M	-4.12%	
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.30%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.91%
Spain	1.8M	12.6M	14.4M	-1.8M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-9.17%

New Products

New products developed?

The value in 2020 would be 0 as these are new products. Notably, the 2020 figures represent a starting point, reflecting the absence of these products in the preceding year.

AtliQ Hardwares



FILTERS

region
division
customer

All
All
All

New Products
2021

all values are in USD

Products	2020	2021
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

Finance Analysis

Profit and Loss Statement by Fiscal Year

AtliQ Hardwares



FILTERS

customer All
market All
region All
division All

P&L by Fiscal Year

all values are in USD
Note: 21 vs 20 is not part of pivot table

Metrics	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%

- By comparing 2021 to 2020 (2021 vs 2020), we gain insights into the financial performance and trends that have impacted our bottom line.

Profit and loss statement by country

AtliQ Hardwares



- This analysis offers a comprehensive understanding of our financial performance across different countries

FILTERS					P&L by Country			
region	All	sub_zone	All	all values are in USD				
FY	2021							
Country	Net Sales	COGS	Gross Margin	GM%				
Australia	21.0M	14.1M	6.9M	32.9%				
Austria	2.8M	2.0M	0.9M	30.1%				
Bangladesh	7.0M	4.5M	2.4M	34.5%				
Canada	35.1M	21.7M	13.4M	38.2%				
China	22.9M	13.5M	9.4M	41.1%				
France	25.9M	14.7M	11.2M	43.2%				
Germany	12.0M	8.9M	3.1M	26.2%				
India	161.3M	109.7M	51.6M	32.0%				
Indonesia	18.4M	11.3M	7.1M	38.4%				
Italy	11.7M	8.2M	3.5M	30.1%				
Japan	7.9M	4.2M	3.7M	46.5%				
Netherlands	8.0M	4.6M	3.4M	42.0%				
Newzealand	11.4M	5.9M	5.5M	48.2%				
Norway	13.7M	9.6M	4.0M	29.5%				
Pakistan	5.7M	3.6M	2.0M	36.2%				
Philippines	31.9M	19.4M	12.5M	39.1%				
Poland	5.2M	3.0M	2.2M	42.6%				
Portugal	11.8M	6.8M	5.0M	42.1%				
South Korea	49.0M	31.4M	17.6M	35.9%				
Spain	12.6M	8.4M	4.2M	33.1%				
Sweden	1.8M	1.1M	0.7M	40.2%				
United Kingdom	34.2M	18.7M	15.4M	45.1%				
USA	87.8M	55.3M	32.5M	37.0%				
Grand Total	598.9M	380.7M	218.2M	36.4%				

Conclusion

- 01.** Examining the performance of new products introduced in 2021 against the baseline year 2020, we observe a growth trajectory. This insight underscores the promising impact of the new product launches.

- 02.** Examining the profit and loss statement by key financial indicators: net sales, cost of goods sold (COGS), gross margin, and gross margin percentage (GM%). This analysis offers a comprehensive understanding of our financial performance , enabling us to identify trends and make informed decisions to optimize our global operations.



Thank you

K.A.S.Sreeja

 saisreeja1010@gmail.com

