

Atliq Hardware

A close-up photograph of hands working on a printed circuit board (PCB). One hand holds a red and black digital multimeter, with the probes touching the board. Another hand is visible on the left, holding a yellow component. The PCB has several electronic components like capacitors and resistors. The background is slightly blurred, showing more of the workspace.

2021

b

Sales and Finance Analysis Project

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Company Profile

AtliQ Hardware is a company that manufactures hardware devices like PCs, Laptops, Keyboards, Mouse, Networking Devices, etc.

AtliQ sells their products to their customers using 3 channels: Direct, Retailer & Distributor. From these channels, products reach the consumer.



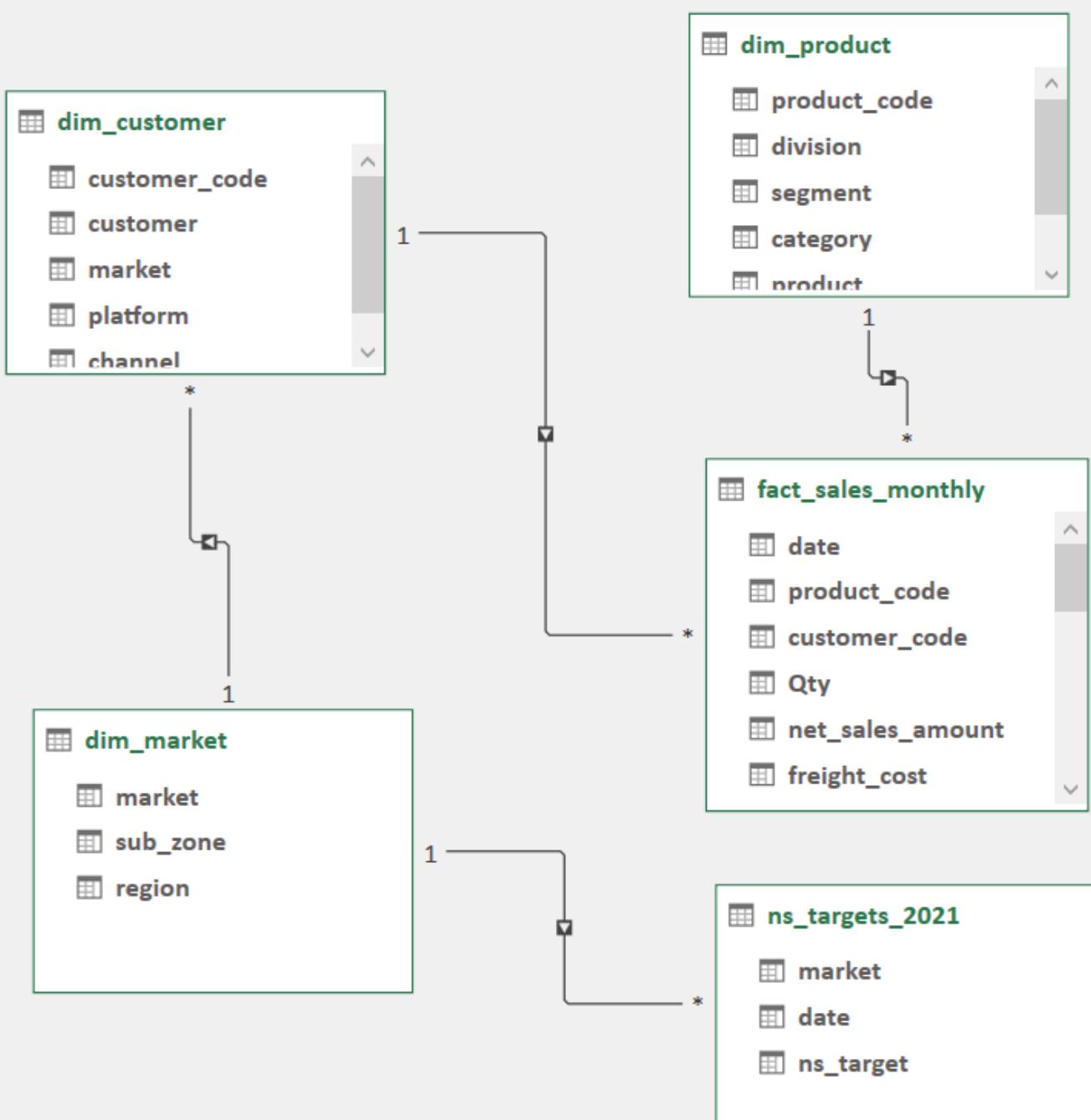
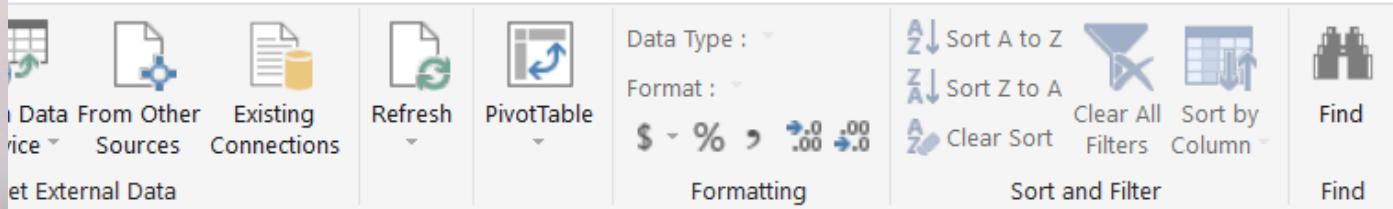
Overview

- **Customer Performance Report:** Detailed breakdown of net sales for each product over the past three fiscal years, revealing customer preferences and trends.
- **Market Performance & Target:** Analysis of 2021 sales targets against actual net sales across different markets, facilitating an accurate performance evaluation.
- **Profit and Loss Statements:** In-depth analysis of financial metrics like **Net Sales, COGS, Gross Margin, and Gross Margin % for each market and fiscal year.**
- GM% By Quarters (Sub Zone) For each Fiscal Year.
- Report of Answers to Business Inquiries.

Data Modeling

for Excel - atliq_sales.xlsx

d



DAX Measures

Manage Measures

NewEditDelete

Measure	Formula
2019	CALCULATE(SUM(fact_sales_monthly[net_sales]))
2020	CALCULATE(SUM(fact_sales_monthly[net_sales]))
2021	CALCULATE(SUM(fact_sales_monthly[net_sales]))
2021-Target	[2021]-[Target]
2021-Target (%)	[2021-Target]/[2021]
2021vs2020	[2021]/[2020]
COGS	SUM([total_cogs])
GM(%)	DIVIDE([Gross Margin].[Net Sale],0)
Gross Margin	[Net Sale]-[COGS]
Net Sale	SUM(fact_sales_monthly[net_sales_amount])
Target	SUM(ns_targets_2021[ns_target])

Customer Performance Report

AtliQ Hardwares



FILTERS

market	All
region	All
division	All

Customer Net Sale Performance

All Values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	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	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 Carphon	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	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	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	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%

Customer Performance Report

AtliQ Hardwares



	Revenue	Profit	Total Assets	Growth %
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%

Market Performance & Target Comparison

AtliQ Hardwares



FILTERS

region	All
division	All

Market Performance vs Target

All Values in USD

Market	2019	2020	2021	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

Profit & Loss Statement

AtliQ Hardwares



FILTERS

division	All
market	All
region	All
customer	All

P&L

By Fiscal Years

All Values in USD

Note: 21 vs 20 is not part of pivot table

Metrics	FY			
	2019	2020	2021	21 vs 20
Net Sale	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%

Profit & Loss Statement: Month-wise

AtliQ Hardwares



FILTERS	
region	All
market	All
customer	All
division	All
FY	2019

P&L
By Fiscal Year 2019
All Values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sale	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
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
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
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%	41.43%

FILTERS	
region	All
market	All
customer	All
division	All
FY	2020

P&L
By Fiscal Year 2020
All Values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sale	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
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
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
GM(%)	37.8%	37.8%	37.0%	36.6%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.6%	37.28%

FILTERS	
region	All
market	All
customer	All
division	All
FY	2021

P&L
By Fiscal Year 2021
All Values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sale	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
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
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
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%	36.43%

Net Sale Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	198.1.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.48%
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%	124.85%

Profit & Loss Statement for Markets

AtliQ Hardwares



FILTERS

region	All
sub_zone	All
FY	2021

P&L For Markets

All Values in USD

Note: 21 vs 20 is not part of pivot table

Market	Net Sale	COGS	Gross Margin	GM(%)
Australia	21.0M	14.1M	6.9M	33%
Austria	2.8M	2.0M	0.9M	30%
Bangladesh	7.0M	4.5M	2.4M	35%
Canada	35.1M	21.7M	13.4M	38%
China	22.9M	13.5M	9.4M	41%
France	25.9M	14.7M	11.2M	43%
Germany	12.0M	8.9M	3.1M	26%
India	161.3M	109.7M	51.6M	32%
Indonesia	18.4M	11.3M	7.1M	38%
Italy	11.7M	8.2M	3.5M	30%
Japan	7.9M	4.2M	3.7M	47%
Netherlands	8.0M	4.6M	3.4M	42%
New Zealand	11.4M	5.9M	5.5M	48%
Norway	13.7M	9.6M	4.0M	29%
Pakistan	5.7M	3.6M	2.0M	36%
Philippines	31.9M	19.4M	12.5M	39%
Poland	5.2M	3.0M	2.2M	43%
Portugal	11.8M	6.8M	5.0M	42%
South Korea	49.0M	31.4M	17.6M	36%
Spain	12.6M	8.4M	4.2M	33%
Sweden	1.8M	1.1M	0.7M	40%
United Kingdom	34.2M	18.7M	15.4M	45%
USA	87.8M	55.3M	32.5M	37%

GM% for Sub Zones (Quarter-wise)

AtliQ Hardwares



GM% By Quarters (Sub Zone) For Fiscal Year 2019

FILTERS

region	All
FY	2019

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

GM% By Quarters (Sub Zone) For Fiscal Year 2021

FILTERS

region	All
FY	2020

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

GM% By Quarters (Sub Zone) For Fiscal Year 2021

FILTERS

region	All
FY	2021

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

ANSWERS TO BUSINESS INQUIRIES



What are the top 10 products based on net sale?

AtliQ Hardware



FILTERS

market All
region All
division All

Top 10 Products

All Values in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

How Did Net Sales Perform in 2020 and 2021 by Division?

AtliQ Hardware



FILTERS

market All
region All

Net Sales Performance

By Division

All Values in USD

Division	2019	2020	2021	21 vs 20
N & S	30.0M	51.4M	94.7M	84.4%
P & A	40.1M	105.2M	338.4M	221.5%
PC	17.4M	40.1M	165.8M	313.7%
Grand Total	87.5M	196.7M	598.9M	204.5%

Which products are ranked in the top and bottom 5 in terms of quantity sold?

AtliQ Hardware

Top 5 Products By Qty Sold

All Values in USD

FILTERS

market	All
region	All
division	All

Product	Sum of Qty
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 Ms	4126295
Grand Total	19000112



Bottom 5 Products By Qty Sold

All Values in USD

FILTERS

market	All
region	All
division	All

Product	Sum of Qty
AQ Smash 2	36029
AQ HOME Allin1 Gen 2	8854
AQ Home Allin1	15224
AQ GEN Z	63059
AQ Gamer 1	51721
Grand Total	174887

What are the new products that AtliQ began selling in 2021?

AtliQ Hardware



FILTERS

market	All
region	All
division	All

AtliQ'S New Arrivals

All Values in USD

Products	2020	2021	21 vs 20
AQ Clx3	4.4M	0.0%	
AQ Electron 3 3600 Desktop Processor	14.2M	0.0%	
AQ Gen Y	19.5M	0.0%	
AQ GEN Z	11.7M	0.0%	
AQ HOME Allin1 Gen 2	3.5M	0.0%	
AQ Lumina Ms	4.2M	0.0%	
AQ Marquee P3	4.9M	0.0%	
AQ Marquee P4	1.7M	0.0%	
AQ Maxima Ms	13.7M	0.0%	
AQ MB Lito	2.8M	0.0%	
AQ MB Lito 2	2.3M	0.0%	
AQ Qwerty	22.0M	0.0%	
AQ Qwerty Ms	15.4M	0.0%	
AQ Trigger	20.7M	0.0%	
AQ Trigger Ms	17.9M	0.0%	
AQ Wi Power Dx3	17.2M	0.0%	
Grand Total	176.2M	0.0%	

What are the top 5 countries in terms of net sales in 2021?

AtliQ Hardware



Top 5 Countries-2021 By Net Sale

All Values in USD

FILTERS

region All
division All

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

THANK YOU

