



AtliQ Hardwares

Sales & Finance Analytics



Presented by Soumyadeep Dhar



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About AtliQ



Within the computer hardware and accessories industry, AtliQ Hardwares is a well-established company renowned for its commitment to innovation, quality, and customer-oriented solutions. AtliQ Hardwares provides individual customers and businesses with an extensive variety of state-of-the-art parts, accessories, and complete system solutions. Each product is engineered to offer outstanding performance, durability, and reliability, ensuring a seamless user experience. With unparalleled quality, dedicated service, and long-term value, AtliQ Hardwares is focused on redefining standards in the industry, bolstered by a passion for technology.



INSIGHTS

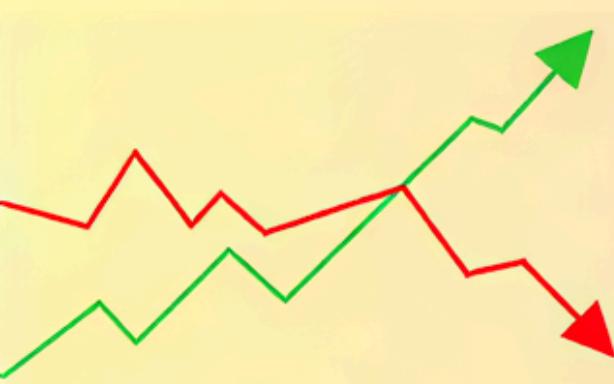


Sales Analytics

Customer Net Sales Performance (2019-2021)

- Overall Growth: Net sales have shown substantial growth over the years. Comparing 2021 to 2020, net sales increased by 204.5%, from 196.7M to 598.9M INR. This demonstrates a significant growth trajectory.
- Top Performers: Amazon, AtliQ e Store, AtliQ Exclusive, and Electricalsocity are among the top-performing customers with substantial sales growth. For example, Amazon's sales grew from INR 12.2M in 2019 to INR 82.1M in 2021.
- Monthly Trends: The comparison of net sales month-over-month for 2021 vs 2020 shows a consistent positive trend with notable spikes in March (1981.6%) and April (461.2%), indicating seasonal or market-specific factors driving sales.





INSIGHTS

Sales Analytics



Market Performance vs. Target (2019-2021)

- Achievement Rate: The performance of key markets like Canada, India, Philippines, South Korea, and the USA fell short of targets in 2021. The overall shortfall was 31.7M USD, representing an 8% deficit compared to targets. Specific shortfalls include Canada (-5.1M), India (-9.6M), and the USA (-10.2M).
- Market-specific Insights: Each market's performance against targets shows room for improvement, especially in markets with significant potential like the USA and India.

INSIGHTS



Finance Analytics

Profit and Loss (P&L)

Fiscal Year Wise

- Profit and Loss (P&L) Net Sales and COGS: There is a clear upward trend in both net sales and cost of goods sold (COGS) from 2019 to 2021. Net sales grew from 87.5M in 2019 to 598.9M in 2021, while COGS grew from 51.2M to 380.7M in the same period.
- Gross Margin: Although gross margin increased in absolute terms (from 36.2M in 2019 to 218.2M in 2021), the gross margin percentage slightly decreased from 41.4% to 36.4%, indicating higher cost pressures relative to sales growth.

Quarter Wise

Quarterly Trends: There has been consistent growth across fiscal quarters from 2019 to 2021. For instance, net sales in Q1 2021 were 44.8M, up from 17.1M in Q1 2020.

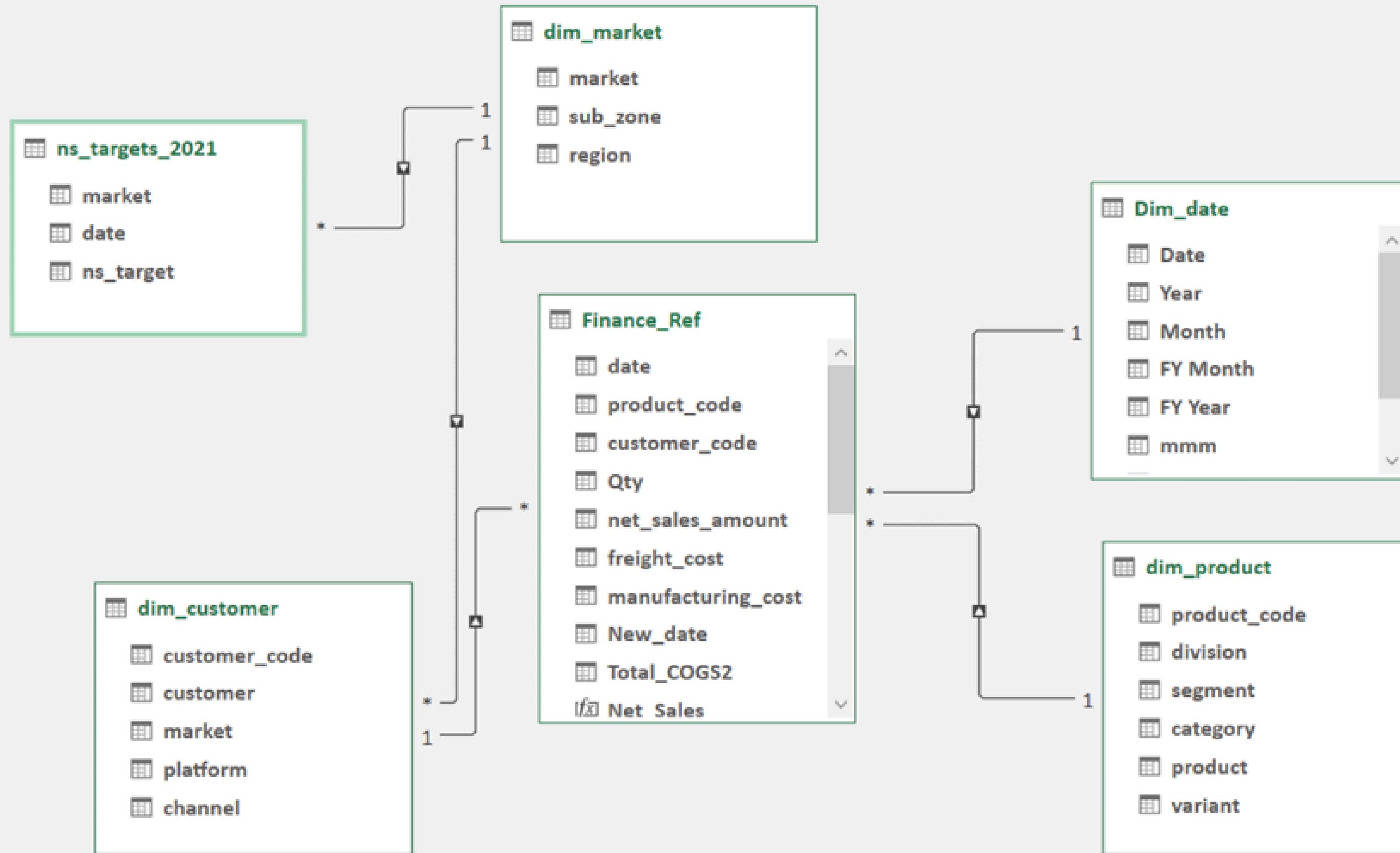
Gross Margin Consistency: While net sales have grown significantly, the gross margin percentage has seen slight variations, maintaining around 36-37%, indicating stable profitability despite varying sales volumes.

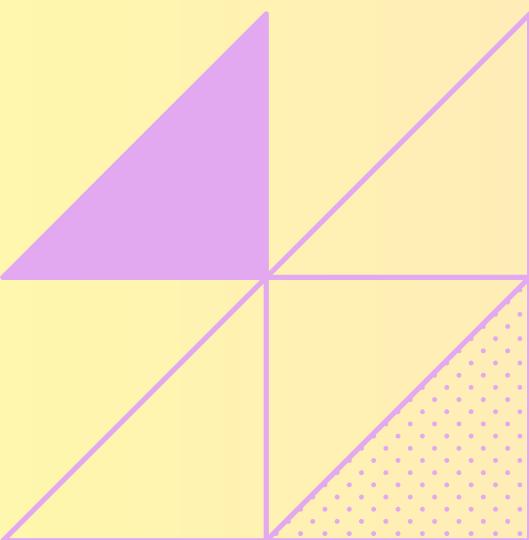
Region Wise

- Regional Performance: Significant contributors to net sales include India (161.26M USD), Canada (35.06M USD), and China (22.89M USD). Gross margins vary, with Japan having the highest gross margin percentage at 46.5% and Germany the lowest at 26.2%.
- Cost Management: Regions like Canada and India, despite high net sales, show room for better cost management to improve gross margins.



Data Modeling





DAX Measures

[New](#)[Edit](#)[Delete](#)

Measure	Formula
%	DIVIDE([2021-target], [target21],0)
% increase	([2021_net_sales]-[2020_net_Sales])/[2020_net_Sales]
2019_net_Sales	CALCULATE([Net_Sales],Dim_date[FY Year] = "2019")
2020_net_Sales	CALCULATE([Net_Sales],Dim_date[FY Year] = "2020")
2021-target	[2021_net_sales]-[target21]
2021_net_sales	CALCULATE([Net_Sales],Dim_date[FY Year] = "2021")
21 vs 20	DIVIDE([2021_net_sales],[2020_net_Sales],0)
COGS	SUM(Finance_Ref[Total_COGS2])
gross_margin	[Net_Sales]-[COGS]
Margin%	DIVIDE([gross_margin],[Net_Sales],0)
Net_Sales	sum(Finance_Ref[net_sales_amount])
target21	sum(ns_targets_2021[ns_target])



FILTERS

region	All
market	All
division	All

Customer
Net Sales Performance

*All Values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
AtliQ e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsociety	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%

Customer Net Sales

Performance



AtliQ Hardwares

Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%
Notebillig	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%



Market

Performance vs Target



AtliQ Hardwares



FILTERS

region	All
division	All

Market Performance vs Target

*All Values are in USD

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

Profit and Loss Statement

AtliQ Hardwares



Filters

customer	All
market	All
division	All
region	All

P&L Report by Fiscal Year

* All values are in USD

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

Metrics	Fiscal Year			21 VS 20
	2019	2020	2021	
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%
Margin%	41.4%	37.3%	36.4%	-2.3%





Profit and Loss



P & L Report by Fiscal Year

Filters

customer	All
market	All
division	All
region	All
FY	2019

* All values are in USD

Note: Do not modify the pivot table

Metrics	Quarters											
	Q1				Q2				Q3		Q4	
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
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
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
gross_margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.7M	2.7M	2.6M
Margin%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%

Filters

customer	All
market	All
division	All
region	All
FY	2020

Metrics	Quarters											
	Q1				Q2				Q3		Q4	
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
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
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
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
Margin%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%

Month wise



AtliQ Hardwares



Filters

customer	All
market	All
division	All
region	All
FY	2021

Metrics	Quarters											
	Q1				Q2				Q3		Q4	
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
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
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
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
Margin%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%

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%
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%

Profit and Loss

Market wise



AtliQ Hardwares 

FILTERS

region	All
sub_zone	All
FY	2021

**P & L
for Markets**

* All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philiphines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

GM% Subzone



AtliQ Hardwares



FY Year 2019

Sales Report
GM% by Quarter
(Subzone)

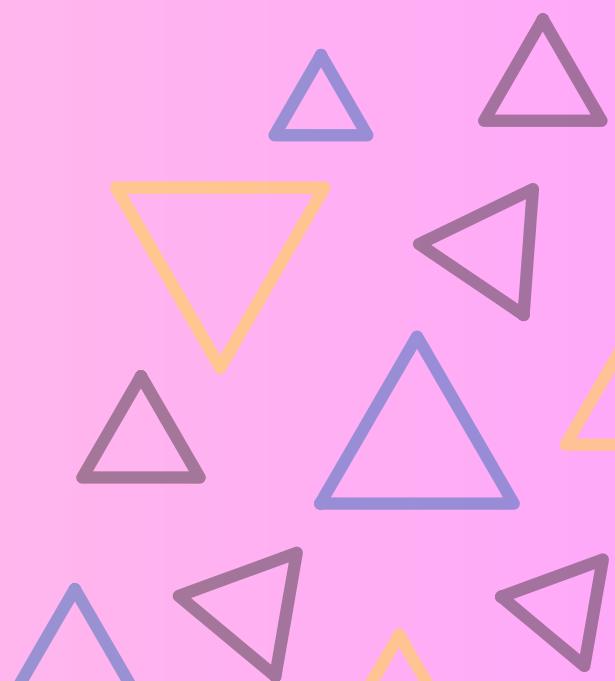
Margin%	Quarter				Grand Total	
	Subzone	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%	
India	42.5%	42.2%	42.0%	42.5%	42.4%	
NA	35.1%	35.4%	35.4%	35.7%	35.4%	
NE	36.6%	37.0%	36.5%	36.6%	36.7%	
ROA	44.5%	44.3%	44.0%	44.5%	44.4%	
SE	44.5%	44.1%	44.0%	44.2%	44.2%	

FY Year 2020

Margin%	Quarter				Grand Total	
	Subzone	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%	

FY Year 2021

Margin%	Quarter				Grand Total	
	Subzone	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 Queries



Top 10 Products by Net Sales



AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Top 10 Products

*All Values are in USD

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



Top 5 & Bottom 5 Products by Quantity



FILTERS

region	All
division	All
customer	All

Product	Quantity
AQ Gamers	3.4 M
AQ Gamers Ms	4.0 M
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1	3.4 M
AQ Master wireless x1 Ms	4.1 M
Grand Total	19.0 M

TOP 5 Products
(in terms of quantity sold)

FILTERS

region	All
division	All
customer	All

Product	Quantity
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
Grand Total	174.9 K

BOTTOM 5 Products
(in terms of quantity sold)

Division Level Report



AtliQ Hardwares



FILTERS

region	All
customer	All

Division Level Report (in terms of net sales)

*All Values are in USD

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



FILTERS

region	All
division	All
market	All

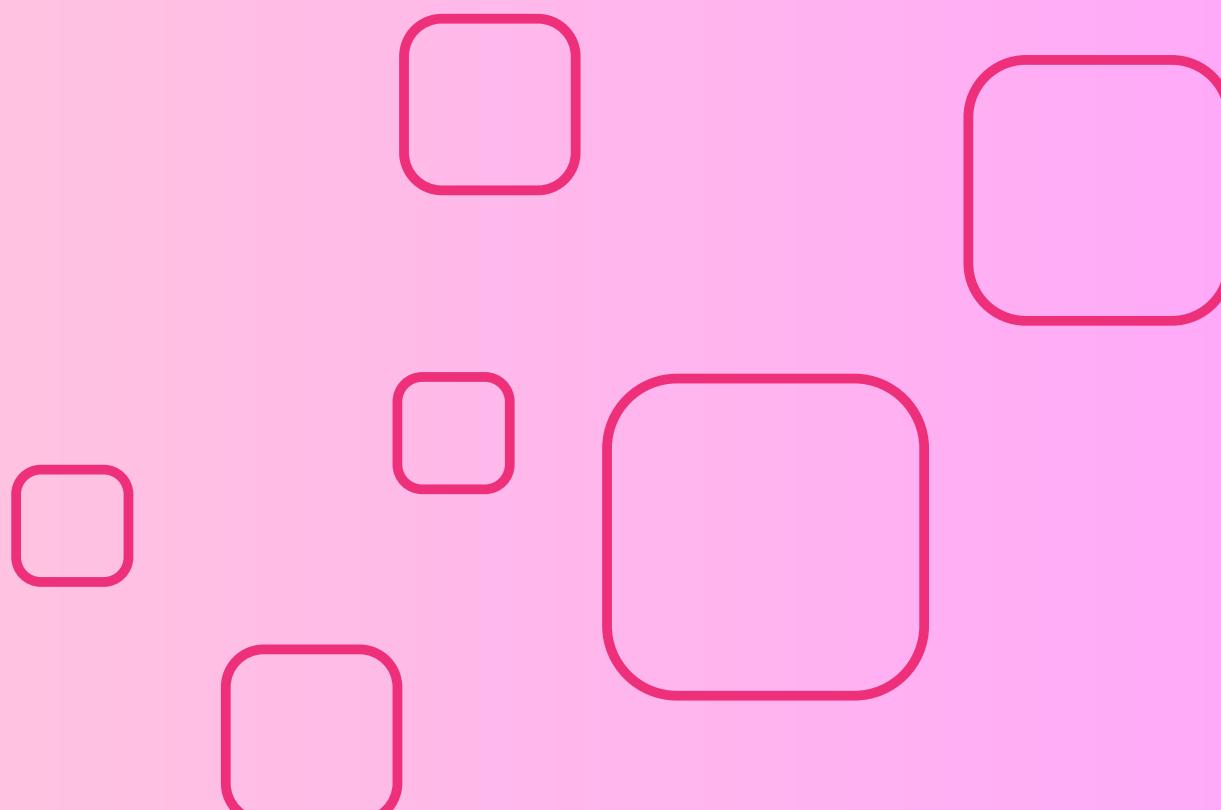
**NEWLY Launched Products
(in terms of quantity sold -2021)**

***All Values are in USD**

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

New Products

Launched in 2021



Top 5 Countries

AtliQ Hardwares



FILTERS

region	All
customer	All

**TOP 5 Countries
(in terms of net sales)**

***All Values are in USD**

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



Recommendations

- **Focus on High Growth Customers:** Continue to strengthen relationships and support with high-growth customers like *Amazon*, *AtliQ e Store*, and *Electricalsquipo Stores*.
- **Market Expansion:** Explore opportunities to increase market penetration in high-margin countries such as *Japan* and *New Zealand*.
- **Cost Management:** Investigate reasons for the decline in gross margin percentage and develop strategies to control COGS while maintaining sales growth.
- **Target Achievement Strategies:** Analyze the reasons behind underperformance in key markets like the USA and Canada to improve target achievement rates.





Thanks For Watching

Contact Details



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Soumyadeep Dhar



Soumyadeep Dhar

