

AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Customer

Net Sales Performance

ALL VALUES ARE IN USD

Customer	2019	2021	21 vs 20
Acclaimed Stores	1.4M	10.9M	278.1%
All-Out		0.8M	395.7%
Amazon	12.2M	82.1M	118.9%
Argos (Sainsbury's)	0.4M	2.3M	206.0%
Atlas Stores	0.2M	3.2M	370.3%
Atliq e Store	7.2M	53.0M	123.8%
AtliQ Exclusive	9.6M	61.1M	245.8%
BestBuy	0.9M	6.3M	256.1%
Boulanger	0.2M	4.1M	392.9%
Chip 7	0.6M	5.5M	316.1%
Chiptec		3.0M	622.0%
Control	0.9M	7.7M	249.2%
Coolblue	0.5M	4.2M	260.0%
Costco	1.1M	9.3M	237.4%
Croma	1.7M	7.5M	205.1%
Currys (Dixons Carphone)	0.3M	1.9M	146.9%
Digimarket	0.8M	4.1M	141.1%
Ebay	2.6M	15.2M	142.2%
Electricalsara Stores	0.1M	1.9M	186.0%
Electricalsbea Stores		0.7M	404.6%
Electricalslance Stores	0.1M	2.3M	213.3%
Electricalslytical	1.8M	11.9M	357.5%
Electricalsocity	2.3M	12.4M	258.8%
Electricalsquipo Stores	0.2M	3.6M	435.3%
Elite	0.4M	4.1M	395.5%
Elkj�p	0.5M	5.2M	291.9%
Epic Stores	0.4M	4.2M	346.1%
Euronics	0.4M	3.9M	344.7%
Expert	0.8M	6.4M	264.0%
Expression	1.7M	9.8M	228.2%
Ezone	1.5M	7.9M	291.6%
Flawless Stores	0.1M	1.8M	296.3%
Flipkart	2.9M	19.3M	131.0%
Fnac-Darty	0.5M	2.9M	249.8%
Forward Stores	0.6M	4.1M	172.0%
Girias	1.5M	8.7M	319.3%
Info Stores	0.1M	1.8M	284.1%
Insight	0.4M	2.8M	171.8%
Integration Stores		1.4M	787.2%

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Leader	4.7M	18.8M		214.8%
Logic Stores	0.2M	4.8M		415.2%
Lotus	1.5M	8.1M		282.6%
Neptune	1.0M	16.1M		371.5%
Nomad Stores	0.5M	4.0M		146.9%
Notebillig	0.2M	1.1M		187.4%
Nova		0.4M		2564.9%
Novus	1.9M	9.9M		164.2%
Otto	0.3M	1.2M		198.6%
Premium Stores	0.5M	3.9M		253.1%
Propel	1.6M	10.8M		340.6%
Radio Popular	0.5M	5.3M		262.6%
Radio Shack	0.8M	5.4M		211.5%
Reliance Digital	1.6M	9.7M		277.9%
Relief	0.4M	4.1M		303.6%
Sage	4.8M	20.7M		221.5%
Saturn	0.2M	1.2M		210.5%
Sorefoz	0.6M	4.7M		333.6%
Sound	0.6M	4.4M		160.3%
Staples	1.2M	8.8M		207.0%
Surface Stores	0.1M	2.1M		298.8%
Synthetic	1.9M	12.2M		176.0%
Taobao	0.2M	3.3M		148.7%
UniEuro	0.6M	7.3M		357.0%
Vijay Sales	1.7M	8.5M		297.8%
Viveks	1.6M	7.8M		248.1%
walmart	1.3M	9.7M		270.4%
Zone	0.3M	5.3M		236.2%
Grand Total	87.5M	598.9M		204.5%

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Market

Performance vs Target

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

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Top 10 products

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

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Top 5 Products

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

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New Products 2021

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Product	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

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Top 5 countries 2021

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

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Division Level Report

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