



## Finance Report Insights

The key insights presented in this report are as follows:-

- 1) **P & L report by fiscal years breakdown**:- gives us the insight about the P & L statement which includes various metrics like net sales, cost of goods sold (cogs), gross margin (GM), GM% of Atliq hardwares with the fiscal year breakdown.
- 2) **Further P & L Report breakdown in terms of months & Quarters**:- gives us the insight about the P & L statement which includes various metrics like net sales, cost of goods sold (cogs), gross margin (GM), GM% of Atliq hardwares with the quarter, monthly breakdown for each fiscal year..
- 3) **P & L Report by market for FY 2021**: gives us the insight about the P & L statement which includes various metrics like net sales, cost of goods sold (cogs), gross margin (GM), GM% of Atliq hardwares with the fiscal year 2021 and market wise insights generation.
- 4) **GM% by subzone** :- gives the GM% by different sub codes with their quarter breakdown for different FY.

**filters**

division	All
region	All
customer	All
market	All

**P & L by fiscal years****All in USD****Note:- 21 vs 20 not part of pivot table****Fiscal years**

Metrics	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%

The above table gives us the P & L report for Atliq hardwares by fiscal years breakdown with different filters available.

# AtliQ Hardwares



## Filters

region	All
division	All
market	All
customer	All
FY	<u>2019</u>

P & L for fiscal year 2019

All in USD

## Quarters

### Q1

### Q2

Metrics	Sep	Oct	Nov	Dec	Jan	Feb
net sales		6.5M	8.0M	10.7M	11.4M	6.5M
cogs		3.8M	4.7M	6.3M	6.7M	3.9M
gross margin		2.6M	3.4M	4.5M	4.7M	2.7M
GM%		40.9%	42.0%	41.5%	41.4%	40.9%

## Filters

region	All
division	All
market	All
customer	All
FY	<u>2020</u>

P & L for fiscal year 2020

All in USD

## Quarters

### Q1

### Q2

Metrics	Sep	Oct	Nov	Dec	Jan	Feb
net sales		17.1M	20.6M	28.7M	29.9M	17.1M
cogs		10.6M	12.8M	18.1M	18.9M	10.7M
gross margin		6.5M	7.8M	10.6M	11.0M	6.5M
GM%		37.8%	37.8%	37.0%	36.8%	37.8%

## Filters

region	All
division	All
market	All
customer	All
FY	<u>2021</u>

P & L for fiscal year 2021

All in USD

## Quarters

### Q1

### Q2

Metrics	Sep	Oct	Nov	Dec	Jan	Feb
net sales		44.8M	54.6M	74.3M	78.1M	44.8M

## AtliQ Hardwares



cogs	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M
gross margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%

### Netsales comparision

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
20 vs 10	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%

The above given tables gives us the detailed P & L breakdown fiscal year wise with filters available.



Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M

## AtliQ Hardwares



28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%
1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

for Atliq hardwares by quarterly and month wise with different



## filters

region All  
sub\_zone All  
FY 2021

## P &amp; L by market -2021

All in USD

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%

The above created P & L report breakdown is by different markets (countries) for FY 2021 with different filtering options available

# AtliQ Hardwares



## Filter

FY      2019

GM% Sub codes	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%

## Filter

FY      2020

GM% Sub codes	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%

## Filter

FY      2021

GM% Sub codes	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%

The above report gives the GM% by different sub codes with their quarter breakdown.



## Sales & Performance report

The key insights presented in this report are as follows:-

- 1) **Customer sales performance**:- gives us the insight about the sales of Atliq hardwares with their different customers in different fiscal years.
- 2) **Market target performance**:- gives us the breakdown of sales of different market (country) of Atliq hardware in different FY 2019,20,21 along with the the percentage change in net sales of 2021 compared with the target 2021 net sales.
- 3) **Sales by Division breakdown**:- gives us the division level snet sales report with division level sales growth in year 2021 compared with year 2020.
- 4) **New products in FY 2021** :- gives us the idea about the new products in 2021 which were not in picture during 2020 net sales.
- 5) **Top 5 & bottom 5 products by quantity** :- gives us the insight of which are our best 5 products as per demand and which are the least 5 in demand and we need to work on its sales.
- 6) **Top 10 products by growth** :- Gives us the insight about the top 10 products with the increase in growth sales in year 2021 compared to year 2020.
- 7)**Top 5 country by net sales**:- gives us the top 5 countries with net sales in year 2021.



## Filters

region	All
market	All
division	All

**Customer  
Sales performance**  
All in USD

Customer	NetSales 19	NetSales 20	NetSales 21	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 Carphone)	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%
Electricalsocity	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%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%

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

The above report gives us the breakdown of sales of different customers of Atliq hardware in different FY 2019,20,21 along with the growth increase in FY 2021 compared to 2020.

We can get the net sales in all this different Fiscal years with applying different filters as needed like region , market & division.



## Filters

region	All	Market target performance			
division	All	All in USD			

Market	NetSales 19	NetSales 20	NetSales 21	2021 - target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.4%</b>

The above report gives us the breakdown of sales of different market (country) of Atliq hardware in different FY 2019,20,21 along with the the percentage change in net sales of 2021 compared with the target 2021 net sales.

We can get the net sales in all this different Fiscal years with applying different filters as needed like region & division.

**Filters**

region	All
customer	All

**Division level report**

All in USD

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

This report gives us the division level net sales report with division level sales growth in year 2021 compared with year 2020.



## Filters

region	All
customer	All
<b>product</b>	<b>NetSales 21</b>
AQ Qwerty	22.0M
AQ Trigger	20.7M
AQ Gen Y	19.5M
AQ Trigger Ms	17.9M
AQ Wi Power Dx3	17.2M
AQ Qwerty Ms	15.4M
AQ Electron 3 3600 Desktop Processor	14.2M
AQ Maxima Ms	13.7M
AQ GEN Z	11.7M
AQ Marquee P3	4.9M
AQ Clx3	4.4M
AQ Lumina Ms	4.2M
AQ HOME Allin1 Gen 2	3.5M
AQ MB Lito	2.8M
AQ MB Lito 2	2.3M
AQ Marquee P4	1.7M
<b>Grand Total</b>	<b>176.2M</b>

**New products - 2021**

All in USD

The above table gives us the insights about the new products which were introduced in year 2021 and their overall net sales in that year with filtering of division, region & category wise.



## AtliQ hardware

### Filters

region	All
division	All
customer	All

Top 5 products as per quantity

All in USD

products	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
<b>Grand Total</b>	<b>19.0M</b>

### Filters

region	All
division	All
customer	All

Bottom 5 products

All in USD

products	qty
AQ GEN Z	63.1K
AQ Gamer 1	51.7K
AQ Smash 2	36.0K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
<b>Grand Total</b>	<b>0.2M</b>

The above Report gives us the insight about top 5 & bottom 5 products by quantity of Atliq hardwares.

So they can come to know about which are their products highly in demand and need to maintain its quality and which are the products doing bad in terms of their selling of products and needs to strategize their growth or stop producing such products if not beneficial for their business or sales.

**Filters**

region	All
division	All
customer	All

**Top 10 products as per sales increase  
All in USD**

product	NetSales 20	NetSales 21	2021 vs 2020
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%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>

The above report gives us the top 10 products having increase in sales in year 2021 as compared to 2020 and are in high demand for Atliq hardwares.

**Filters**

region	All
customer	All

**Top 5 country - 2021**

All in USD

Country	NetSales 21
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
Grand Total	367.2M

The above Report gives us the top 5 countries with net sales in year 2021.