

AtliQ Hardwares

Sales Analytics Project

Using

EXCEL

AtliQ Hardwares






































































CUSTOMER

NET SALES PERFORMANCE

All values in USD

FILTERS

region	All
market	All
division	All

Customer	2019	2020	2021	2019 vs 2020	2020 vs 2021
Acclaimed Stores	1.4M	2.9M	10.9M	 203.3%	 378.1%
All-Out		0.2M	0.8M	0.0%	 495.7%
Amazon	12.2M	37.5M	82.1M	 308.2%	 218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	 210.6%	 306.0%
Atlas Stores	0.2M	0.7M	3.2M	 370.7%	 470.3%
Atliq e Store	7.2M	23.7M	53.0M	 329.8%	 223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	 184.4%	 345.8%
BestBuy	0.9M	1.8M	6.3M	 207.9%	 356.1%
Boulanger	0.2M	0.8M	4.1M	 342.3%	 492.9%
Chip 7	0.6M	1.3M	5.5M	 221.6%	 416.1%
Chiptec		0.4M	3.0M	0.0%	 722.0%
Control	0.9M	2.2M	7.7M	 242.7%	 349.2%
Coolblue	0.5M	1.2M	4.2M	 255.0%	 360.0%
Costco	1.1M	2.8M	9.3M	 240.7%	 337.4%
Croma	1.7M	2.5M	7.5M	 148.2%	 305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	 262.8%	 246.9%
Digimarket	0.8M	1.7M	4.1M	 213.9%	 241.1%
Ebay	2.6M	6.3M	15.2M	 240.1%	 242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	 547.7%	 286.0%
Electricalsbea Stores		0.1M	0.7M	0.0%	 504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	 714.1%	 313.3%
Electricalslytical	1.8M	2.6M	11.9M	 144.6%	 457.5%
Electricalsocity	2.3M	3.5M	12.4M	 147.8%	 358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	 375.3%	 535.3%
Elite	0.4M	0.8M	4.1M	 199.8%	 495.5%
Elkj�p	0.5M	1.3M	5.2M	 287.2%	 391.9%
Epic Stores	0.4M	0.9M	4.2M	 228.4%	 446.1%
Euronics	0.4M	0.9M	3.9M	 243.4%	 444.7%
Expert	0.8M	1.8M	6.4M	 224.5%	 364.0%
Expression	1.7M	3.0M	9.8M	 181.1%	 328.2%
Ezone	1.5M	2.0M	7.9M	 132.4%	 391.6%
Flawless Stores	0.1M	0.5M	1.8M	 623.5%	 396.3%
Flipkart	2.9M	8.3M	19.3M	 284.4%	 231.0%
Fnac-Darty	0.5M	0.8M	2.9M	 151.9%	 349.8%
Forward Stores	0.6M	1.5M	4.1M	 266.6%	 272.0%
Girias	1.5M	2.1M	8.7M	 133.8%	 419.3%

AtliQ Hardwares

Info Stores	0.1M	0.5M	1.8M	<div><div></div></div> 686.1%	<div><div></div></div>	384.1%
Insight	0.4M	1.0M	2.8M	<div><div></div></div> 243.8%	<div><div></div></div>	271.8%
Integration Stores		0.2M	1.4M	<div><div></div></div> 0.0%	<div><div></div></div>	887.2%
Leader	4.7M	6.0M	18.8M	<div><div></div></div> 127.5%	<div><div></div></div>	314.8%
Logic Stores	0.2M	0.9M	4.8M	<div><div></div></div> 539.1%	<div><div></div></div>	515.2%
Lotus	1.5M	2.1M	8.1M	<div><div></div></div> 142.6%	<div><div></div></div>	382.6%
Neptune	1.0M	3.4M	16.1M	<div><div></div></div> 345.2%	<div><div></div></div>	471.5%
Nomad Stores	0.5M	1.6M	4.0M	<div><div></div></div> 309.0%	<div><div></div></div>	246.9%
Notebillig	0.2M	0.4M	1.1M	<div><div></div></div> 157.2%	<div><div></div></div>	287.4%
Nova		0.0M	0.4M	<div><div></div></div> 0.0%	<div><div></div></div>	2664.9%
Novus	1.9M	3.7M	9.9M	<div><div></div></div> 199.7%	<div><div></div></div>	264.2%
Otto	0.3M	0.4M	1.2M	<div><div></div></div> 155.0%	<div><div></div></div>	298.6%
Premium Stores	0.5M	1.1M	3.9M	<div><div></div></div> 239.6%	<div><div></div></div>	353.1%
Propel	1.6M	2.5M	10.8M	<div><div></div></div> 154.2%	<div><div></div></div>	440.6%
Radio Popular	0.5M	1.5M	5.3M	<div><div></div></div> 285.1%	<div><div></div></div>	362.6%
Radio Shack	0.8M	1.7M	5.4M	<div><div></div></div> 214.9%	<div><div></div></div>	311.5%
Reliance Digital	1.6M	2.6M	9.7M	<div><div></div></div> 159.2%	<div><div></div></div>	377.9%
Relief	0.4M	1.0M	4.1M	<div><div></div></div> 258.3%	<div><div></div></div>	403.6%
Sage	4.8M	6.4M	20.7M	<div><div></div></div> 133.3%	<div><div></div></div>	321.5%
Saturn	0.2M	0.4M	1.2M	<div><div></div></div> 163.4%	<div><div></div></div>	310.5%
Sorefoz	0.6M	1.1M	4.7M	<div><div></div></div> 195.1%	<div><div></div></div>	433.6%
Sound	0.6M	1.7M	4.4M	<div><div></div></div> 298.9%	<div><div></div></div>	260.3%
Staples	1.2M	2.9M	8.8M	<div><div></div></div> 229.2%	<div><div></div></div>	307.0%
Surface Stores	0.1M	0.5M	2.1M	<div><div></div></div> 582.3%	<div><div></div></div>	398.8%
Synthetic	1.9M	4.4M	12.2M	<div><div></div></div> 233.2%	<div><div></div></div>	276.0%
Taobao	0.2M	1.3M	3.3M	<div><div></div></div> 595.4%	<div><div></div></div>	248.7%
UniEuro	0.6M	1.6M	7.3M	<div><div></div></div> 268.7%	<div><div></div></div>	457.0%
Vijay Sales	1.7M	2.1M	8.5M	<div><div></div></div> 123.9%	<div><div></div></div>	397.8%
Viveks	1.6M	2.2M	7.8M	<div><div></div></div> 143.9%	<div><div></div></div>	348.1%
walmart	1.3M	2.6M	9.7M	<div><div></div></div> 208.7%	<div><div></div></div>	370.4%
Zone	0.3M	1.6M	5.3M	<div><div></div></div> 460.0%	<div><div></div></div>	336.2%
Grand Total	87.5M	196.7M	598.9M	224.8%		304.5%

AtliQ Hardwares

Market

Performance vs Target

All values in USD

FILTERS

region All

division All

Market	2019	2020	2021	2021-Target	%Difference
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%

TOP 10 PRODUCTS

(NET SALES)

All values in USD

FILTERS

region	All
market	All
division	All

Product	2020	2021	2020 vs 2021
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%

DIVISION LEVEL REPORT

All values in USD

FILTERS

region	All
market	All
customer	All

Division	2020	2021	2020 vs 2021
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%

TOP 5 COUNTRIES

Net Sales-2021

All values in USD

FILTERS

region	All
division	All
customer	All

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

TOP 5 PRODUCTS SOLD

FILTERS

region	All
market	All
customer	All

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

BOTTOM 5 PRODUCTS SOLD

FILTERS

region	All
market	All
customer	All

Product	Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
Grand Total	0.2M