



AtliQ HardWare

2024

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.

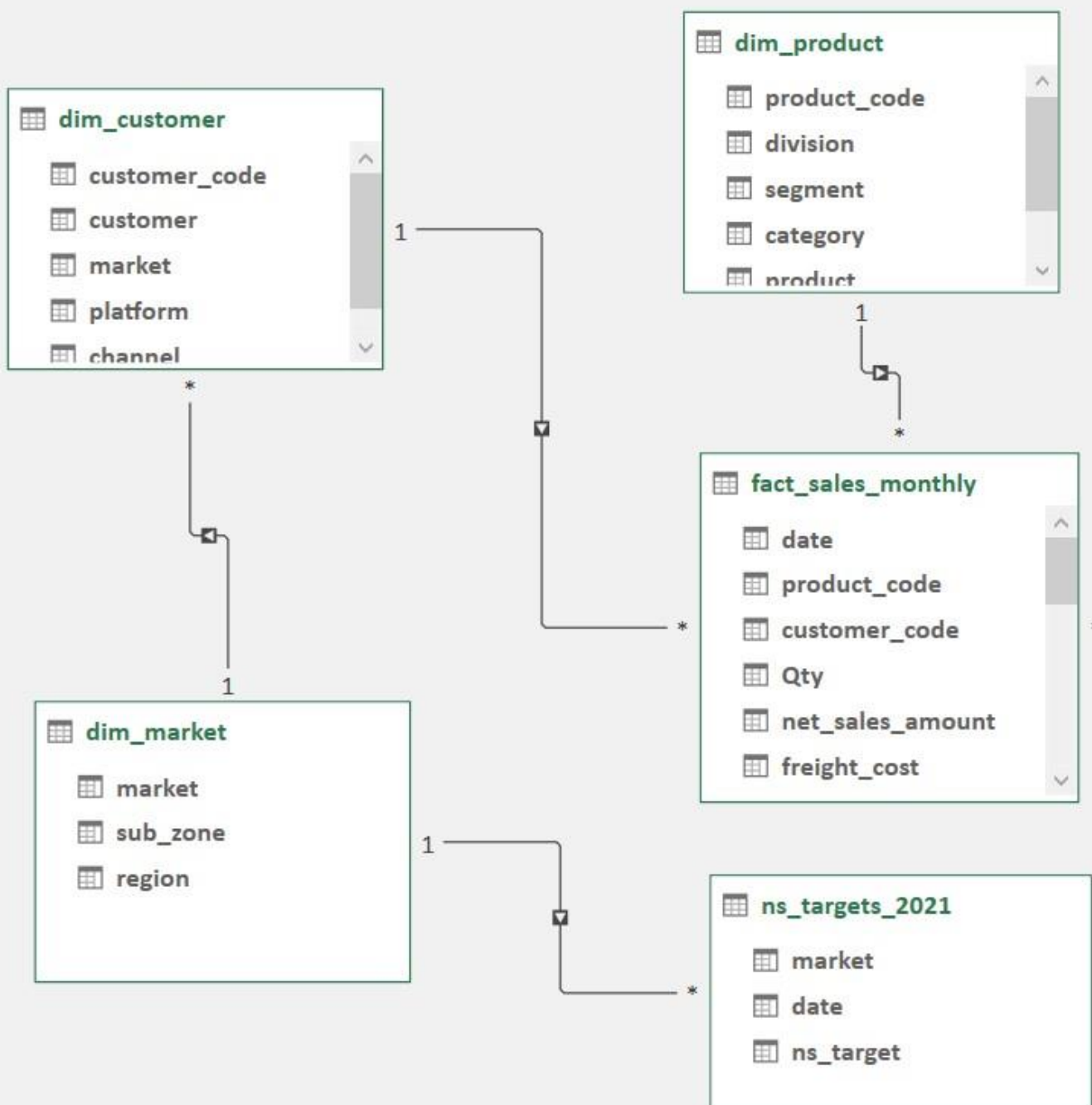
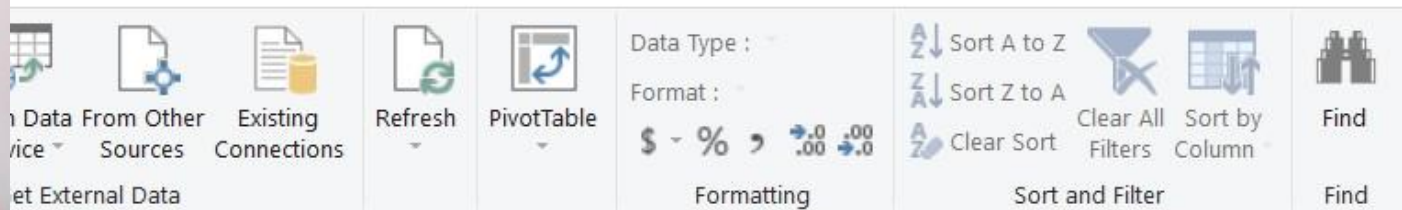


Overview

- **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



DAX Measures

Manage Measures

New

Edit

Delete

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 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%
Elkj�p	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



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			21 vs 20
	2019	2020	2021	
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				Q2	Q3	Q4	Grand Total						
	Q1	Oct	Nov	Dec										
Net Sale	Sep	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	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(%)	37.6%	37.8%	37.0%	36.8%	37.6%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	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%	1981.6%	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%
Newzealand	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

GM% 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

GM(%) 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

GM(%) 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%

A hand holding a red probe testing a circuit board. The background is a blurred image of electronic components and a circuit board. The text "ANSWERS TO BUSINESS INQUIRIES" is overlaid in white on a semi-transparent orange rectangle.

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

A background image showing a hand holding a red test probe, touching a component on a circuit board. The image is overlaid with a semi-transparent orange rectangle.

THANK YOU