



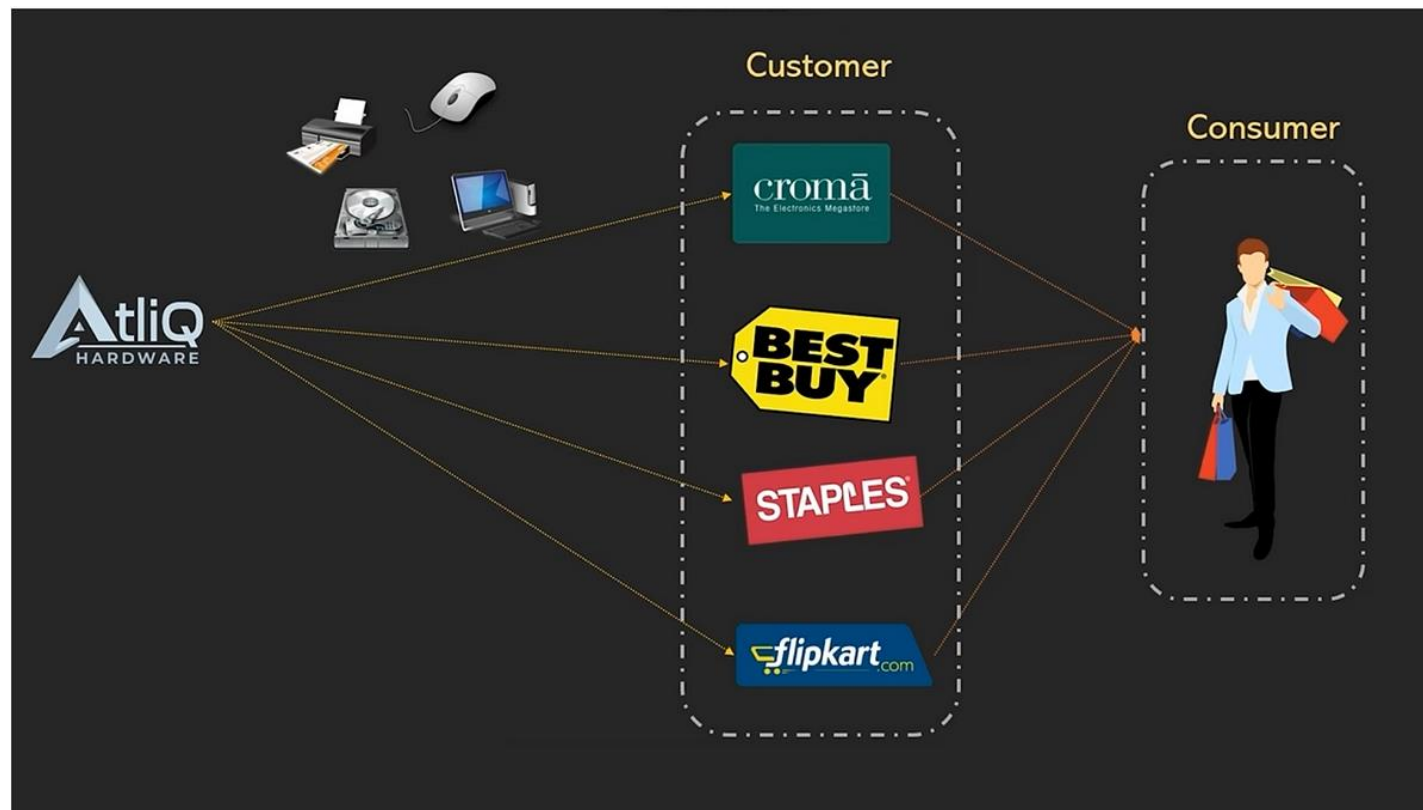
ATLIQ HARDWARE

# Sale & Finance Analytics of AtliQ Hardware

# ❖ Analytics Overview and Insights: Atliq Hardware

- Business Domain Knowledge of Atliq Hardware
- Types of Customers of Atliq Hardware
- Sales Channels of Atliq Hardware
- ETL Process
- Loading of Data in Queries & Connections
- Data Modelling
- DAX (Data Analysis Expressions)
- Overview of Sales Analytics at Atliq Hardware
- Key Insights from Sales Analytics of Atliq Hardware
  - ✓ Customer Net Sales Performance
  - ✓ Margin Performance vs Target Performance
  - ✓ Top 10 Atliq Hardware Products or Items in 2021 vs 2020
  - ✓ Division Level Report
  - ✓ Top and Bottom 5 Selling Products Based on Quantity
  - ✓ New Products Introduced by Atliq Hardware in 2021
- Overview of Finance Analytics at Atliq Hardware
- Key Insights from Finance Analytics of Atliq Hardware
  - ✓ P&L by FY: Company's Net Sales, Cost of Goods Sold (COGS), and Gross Margin & Gross Margin % by FY
  - ✓ Profit and Loss (P&L) Statement for AtliQ Hardwares for the Fiscal Year (FY) 2021
  - ✓ P&L by FY and Quarters
  - ✓ Gross Margin Percentage by Quarters

AtliQ Hardware is a company that specializes in manufacturing hardware products such as PCs, printers, mouse, keyboards, and more. They distribute their products to various customers such as Amazon, Flipkart, Best Buy, and Croma, who in turn sell them to end consumers. AtliQ Hardware operates its own manufacturing facilities where they produce and supply their range of products to their customers. The company has expanded its business presence to multiple countries. The fiscal year for AtliQ Hardware begins in September and ends in August.



AtliQ Hardware serves **two distinct customer segments:-**

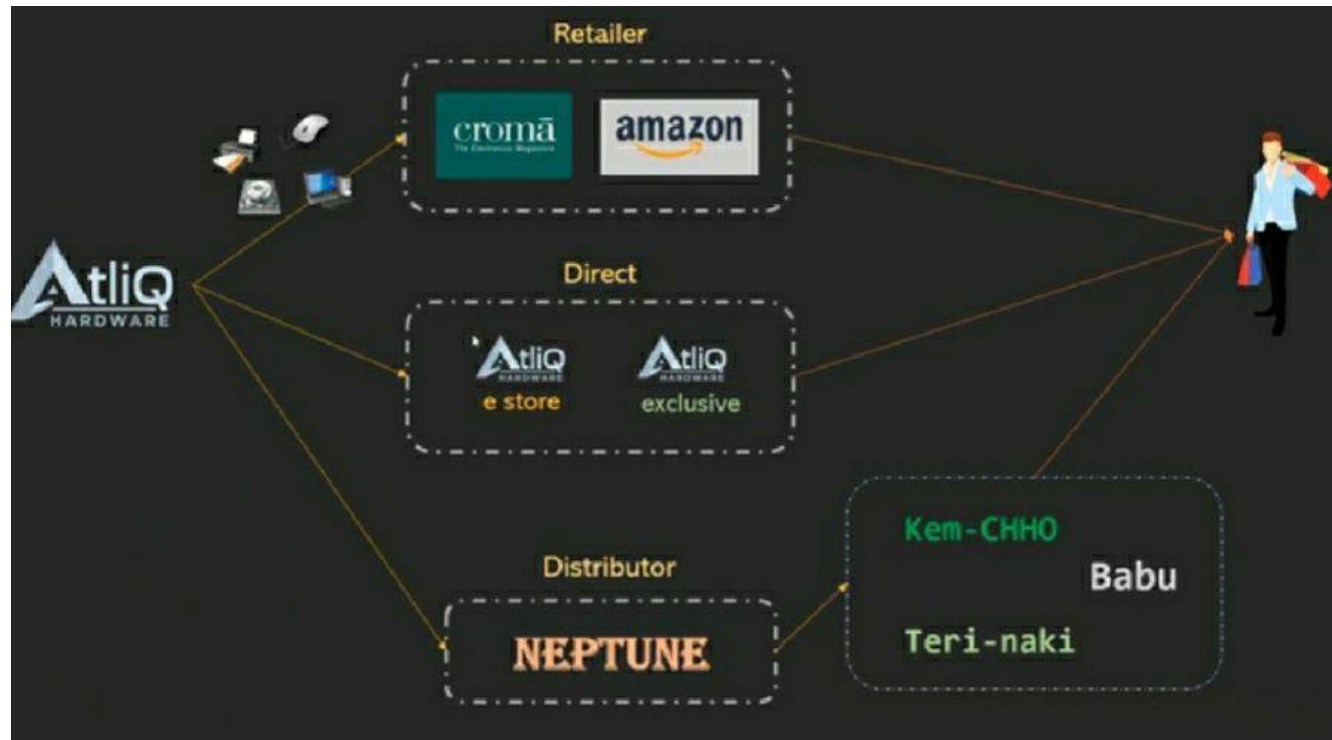
- ❖ **Brick-and-mortar retailers:-** Physical stores like Best Buy and Croma form the backbone of our traditional retail partnerships.
- ❖ **E-commerce platforms:-** Online giants such as Flipkart and Amazon are pivotal in our digital commerce ecosystem.

By leveraging both brick-and-mortar and e-commerce channels, AtliQ Hardware maximizes its market presence and ensures accessibility to customers across different retail landscapes



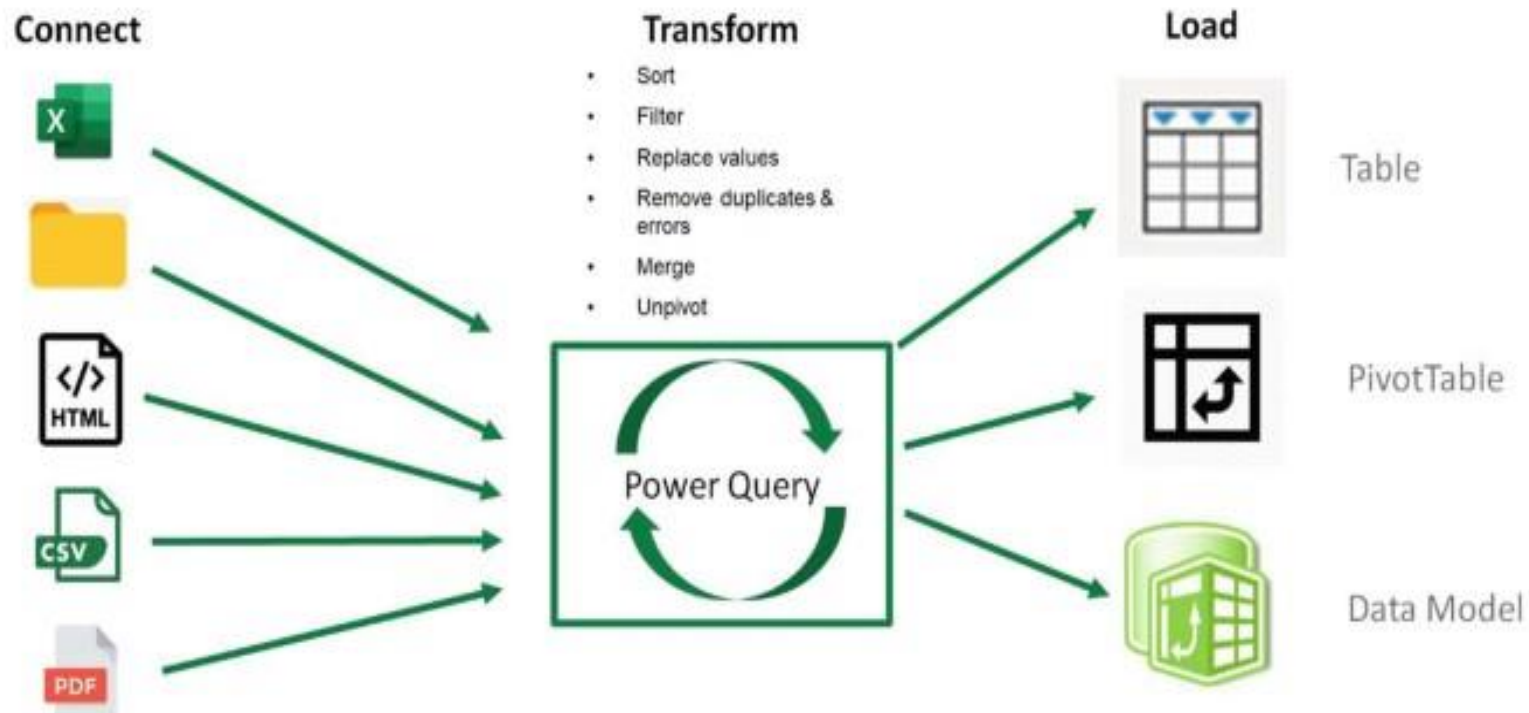
## AtliQ Hardware operates through three main sales channels:-

- **Retailer Channel:-** AtliQ Hardware collaborates with renowned retailers such as Croma, Amazon, Best Buy, and more to make products accessible to a wide consumer base.
- **Direct Channel:-** AtliQ Exclusive and AtliQ E-store platforms provide direct access to consumers, offering convenience and personalized service.
- **Distributor Channel:-** Distributors like Neptune, Sage facilitate the distribution of AtliQ Hardware products to stores in various cities, ensuring widespread availability.



## ➤ ETL PROCESS:-

We will begin by extracting the file in CSV format as part of the ETL (Extract, Transform, Load) process. Next, we will transfer the sales data from AtliQ Hardware into Power Query. Within Power Query, we will perform the necessary transformations based on the specified requirements. After the data is transformed, we will load it into the data model. From there, we can generate numerous reports using Pivot Tables and Power Pivot DAX measures to analyze the data effectively.



We have successfully loaded the following tables:-

- dim\_customer
- dim\_market
- dim\_product
- dim\_date
- fact\_sales\_monthly\_with\_cost
- ns\_targets\_2021

Additionally, we utilized the "Sales ref" table solely for establishing connections. All of this data was provided by the AtliQ Data Engineering team. It's worth noting that we created the dim\_date table ourselves.

These seven queries seem to be combining information from various tables. We can leverage this data for analytics purposes.

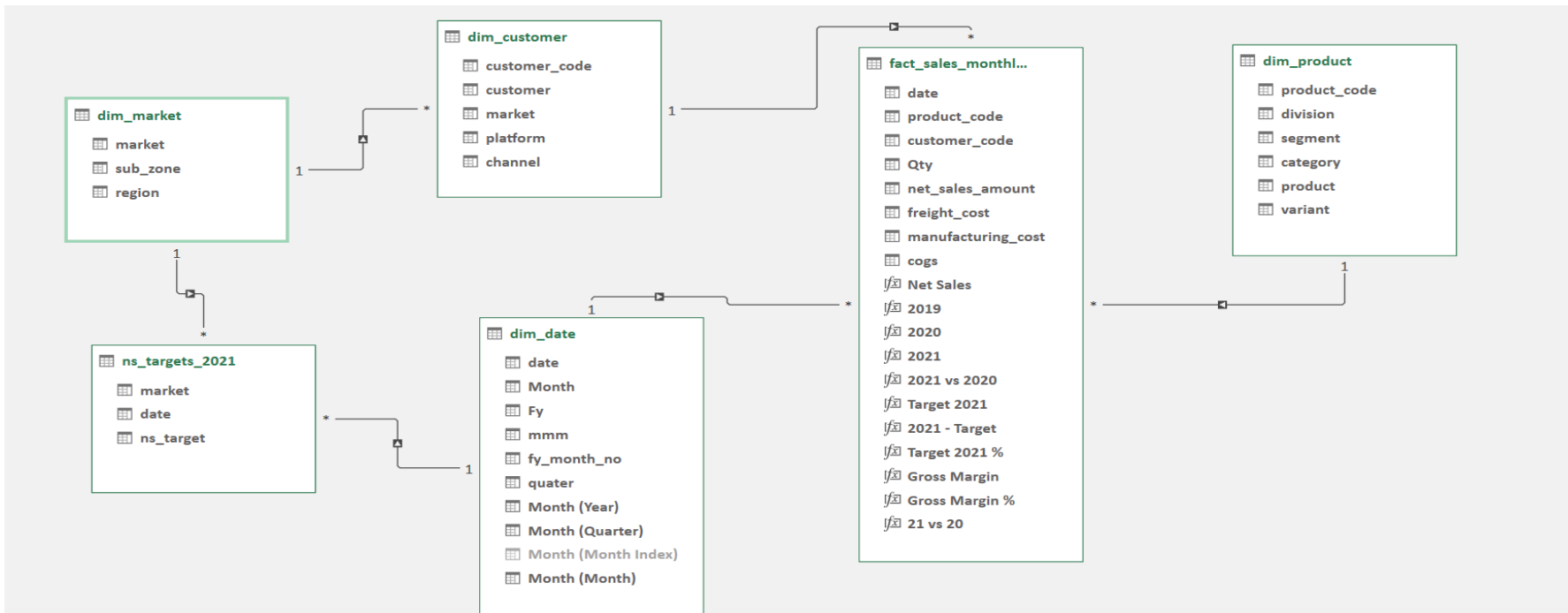
Queries & Connections	
Queries	Connections
7 queries	
Dimension [4]	
dim_customer	189 rows loaded.
dim_market	23 rows loaded.
dim_product	298 rows loaded.
dim_date	1,066 rows loaded.
Other Queries [3]	
Sales ref	Connection only.
fact_sales_monthly_with_cost	799,962 rows loaded.
ns_targets_2021	276 rows loaded.



## Data Modelling :-

- Data modeling is the process of creating a visual representation of data objects and their relationships. It's a crucial step in designing and maintaining a database.
- The star schema in the image consists of a central fact table, surrounded by several dimension tables. The fact table typically contains large amounts of data that is measured over time, such as sales transactions. The dimension tables contain smaller amounts of data that provide context for the facts, such as customers, products, dates, and markets.

The relationships between the tables are shown by lines. Each line represents a foreign key, which is a column in one table that references the primary key of another table. For example, the customer\_code column in the fact\_sales\_monthly table is a foreign key that references the customer\_code column in the dim\_customer table.



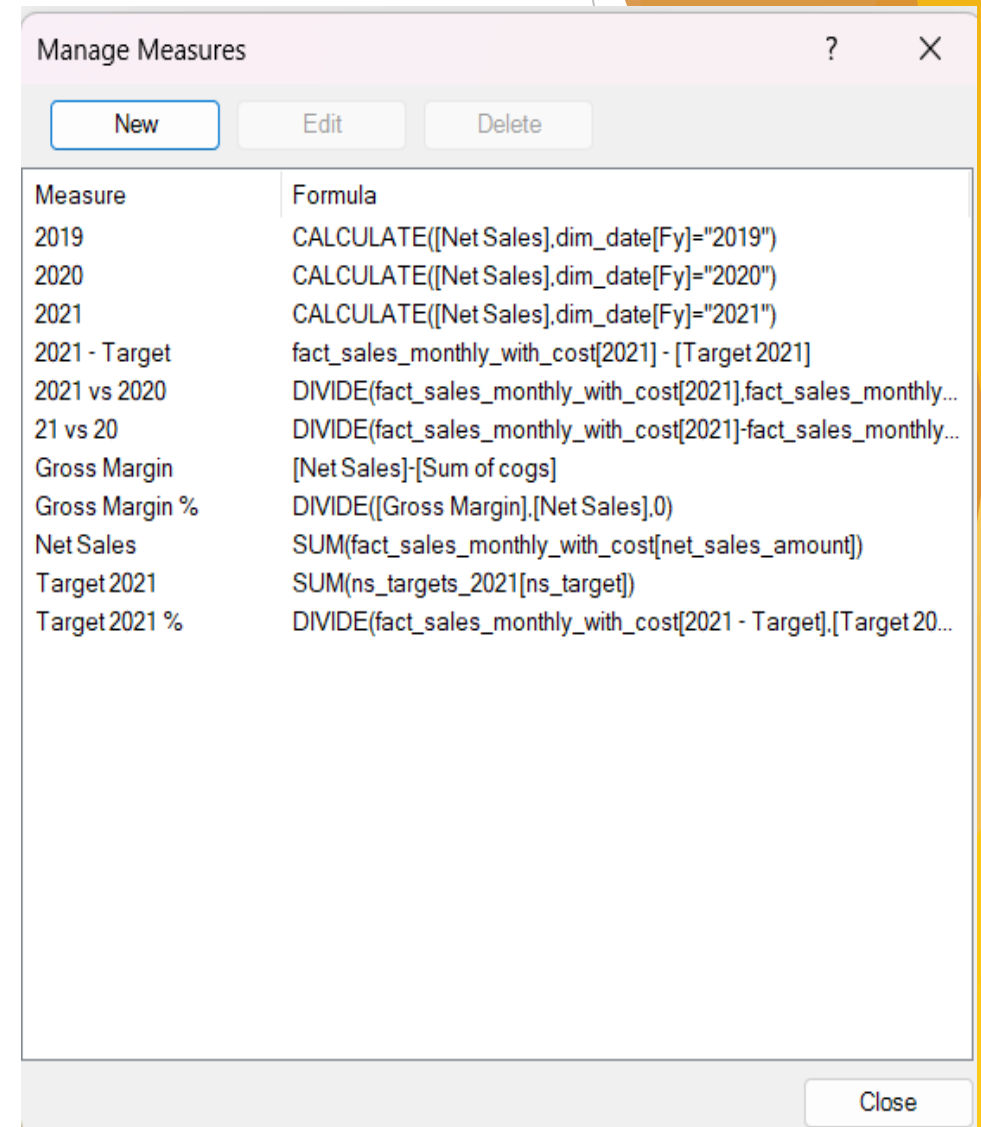


**DAX (Data Analysis Expressions)** is a formula language used for data modeling and analysis in Microsoft Power BI and Excel Power Pivot, enabling calculations, aggregation, and manipulation of data within tables and visualizations.

❑ We have created several DAX measures for analytics:-

- **2019, 2020, 2021:-** These measures calculate the net sales for each year by filtering the fact\_sales\_monthly\_with\_cost table by the dim\_date[Fy] field.
- **2021 - Target, 2021 vs 2020, 21 vs 20 :-** These measures compare the sales for 2021 to a target, the sales for 2021 to the sales for 2020, and the sales for the current month to the sales for the previous month.
- **Gross Margin, Gross Margin % :-** These measures calculate the gross margin and gross margin percentage by subtracting the sum of the cost of goods sold (COGS) from the net sales and then dividing by the net sales.
- **Net Sales:-** This measure calculates the total net sales by summing the net\_sales\_amount field in the table.
- **Target 2021, Target 2021%:-** These measures calculate the target sales for 2021 and the target sales percentage for 2021 by summing the ns\_target field in the ns\_targets\_2021 table

❖ It is important to note that these are just a few of the measures that you can create with DAX. DAX is a powerful language that can be used to create a wide variety of measures for data analysis.



Manage Measures	
<div>New Edit Delete</div>	
Measure	Formula
2019	CALCULATE([Net Sales],dim_date[Fy]="2019")
2020	CALCULATE([Net Sales],dim_date[Fy]="2020")
2021	CALCULATE([Net Sales],dim_date[Fy]="2021")
2021 - Target	fact_sales_monthly_with_cost[2021] - [Target 2021]
2021 vs 2020	DIVIDE(fact_sales_monthly_with_cost[2021],fact_sales_monthly...
21 vs 20	DIVIDE(fact_sales_monthly_with_cost[2021]-fact_sales_monthly...
Gross Margin	[Net Sales]-[Sum of cogs]
Gross Margin %	DIVIDE([Gross Margin],[Net Sales],0)
Net Sales	SUM(fact_sales_monthly_with_cost[net_sales_amount])
Target 2021	SUM(ns_targets_2021[ns_target])
Target 2021 %	DIVIDE(fact_sales_monthly_with_cost[2021 - Target],[Target 20...
Close	

# Sales Analytics :-

Sales analytics is the **process of collecting, analyzing, and interpreting data related to your sales activities** to gain valuable insights that can **improve your sales performance and profitability**. Sale analytics for Atliq Hardware would typically involve gathering, analyzing, and interpreting data related to the sales performance of hardware products offered by Atliq.

❖ Here's a breakdown of functional knowledge in sale analytics for Atliq Hardware:-

- **Data Collection:** Gathering sales data from various sources such as POS (Point of Sale) systems, online sales platforms, CRM (Customer Relationship Management) software, and other relevant databases. This data would include information such as sales volume, revenue, product categories, customer demographics, geographic locations, etc.
- **Data Cleaning and Preprocessing:** Ensuring that the collected data is accurate, consistent, and free from errors or inconsistencies. This may involve removing duplicates, handling missing values, standardizing formats, and other data preprocessing tasks to prepare the data for analysis.
- **Data Analysis:** Using statistical and analytical techniques to analyze the sales data and identify patterns, trends, correlations, and insights. This may involve techniques such as descriptive statistics, correlation analysis, regression analysis, time series analysis, and data visualization to gain a deeper understanding of sales performance.

- **Sales Performance Metrics:** Calculating key performance indicators (KPIs) and metrics to assess the performance of Atliq Hardware's sales efforts. Common sales metrics may include total sales revenue, sales growth rate, average transaction value, customer acquisition cost, customer retention rate, sales conversion rate, etc.
  - **Product Performance Analysis:** Analyzing the sales performance of individual hardware products or product categories to identify top-selling products, identify underperforming products, assess product profitability, and make data-driven decisions related to product assortment, pricing, and inventory management.
  - **Customer Segmentation:** Segmenting customers based on various criteria such as demographics, purchase behavior, buying frequency, geographic location, etc. This allows Atliq Hardware to better understand their customer base, target specific customer segments with tailored marketing strategies, and optimize sales efforts.
  - **Sales Performance Reporting:** Creating comprehensive reports and dashboards to communicate key findings, insights, and recommendations derived from sales analytics to relevant stakeholders within Atliq Hardware, including sales teams, marketing teams, senior management, and other decision-makers.
  - **Continuous Improvement:** Continuously monitoring and evaluating sales performance metrics, refining analytical models, and adapting sales strategies based on changing market conditions, customer preferences, and business objectives to drive continuous improvement in sales effectiveness and efficiency.
- ❖ **By leveraging sale analytics effectively, Atliq Hardware can gain valuable insights into their sales performance, identify opportunities for growth, optimize sales strategies, and ultimately enhance overall business performance.**

# Key Insights from Sales Analytics of Atliq Hardware

We have prepared a report **on the net sales performance of AtliQ Hardware's customers**. The report includes a column listing all the customers to whom AtliQ Hardware sells its products. Using Data Analysis Expressions (DAX), we have generated several measures to analyze the net sales data of each customers in particular year like:-

- 2019 Net Sales
- 2020 Net Sales
- 2021 Net Sales
- 2020 vs. 2019 Comparison Net Sales

❑ This report indicates a clear trend of increasing net sales for customers year over year.

❑ We have the capability to utilize filter options to examine the net sales of specific markets or countries within a particular division. Additionally, we can apply filters to isolate net sales data from specific regions based on our requirements.

AtliQ Hardwares

Logic Stores	0.2m	0.9m	4.8m	515.17%
Lotus	1.5m	2.1m	8.1m	382.61%
Neptune	1.0m	3.4m	16.1m	471.50%
Nomad Stores	0.5m	1.6m	4.0m	246.89%
Notebillig	0.2m	0.4m	1.1m	287.39%
Nova		0.0m	0.4m	2664.92%
Novus	1.9m	3.7m	9.9m	264.20%
Otto	0.3m	0.4m	1.2m	298.58%
Premium Stores	0.5m	1.1m	3.9m	353.09%
Propel	1.6m	2.5m	10.8m	440.64%
Radio Popular	0.5m	1.5m	5.3m	362.56%
Radio Shack	0.8m	1.7m	5.4m	311.51%
Reliance Digital	1.6m	2.6m	9.7m	377.90%
Relief	0.4m	1.0m	4.1m	403.57%
Sage	4.8m	6.4m	20.7m	321.52%
Saturn	0.2m	0.4m	1.2m	310.46%
Sorefoz	0.6m	1.1m	4.7m	433.63%
Sound	0.6m	1.7m	4.4m	260.26%
Staples	1.2m	2.9m	8.8m	306.95%
Surface Stores	0.1m	0.5m	2.1m	398.80%
Synthetic	1.9m	4.4m	12.2m	275.98%
Taobao	0.2m	1.3m	3.3m	248.66%
UniEuro	0.6m	1.6m	7.3m	457.03%
Vijay Sales	1.7m	2.1m	8.5m	397.78%
Viveks	1.6m	2.2m	7.8m	348.10%
walmart	1.3m	2.6m	9.7m	370.45%
Zone	0.3m	1.6m	5.3m	336.20%

AtliQ Hardwares



FILTERS	All	All	All	
division	All	All	All	
market	All	All	All	
region	All	All	All	
Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4m	2.9m	10.9m	378.08%
All-Out		0.2m	0.8m	495.70%
Amazon	12.2m	37.5m	82.1m	218.87%
Argos (Sainsbury's)	0.4m	0.7m	2.3m	305.98%
Atlas Stores	0.2m	0.7m	3.2m	470.34%
AtliQ e Store	7.2m	23.7m	53.0m	223.83%
AtliQ Exclusive	9.6m	17.7m	61.1m	345.77%
BestBuy	0.9m	1.8m	6.3m	356.08%
Boulanger	0.2m	0.8m	4.1m	492.93%
Chip 7	0.6m	1.3m	5.5m	416.07%
Chiptec		0.4m	3.0m	722.03%
Control	0.9m	2.2m	7.7m	349.23%
Coolblue	0.5m	1.2m	4.2m	360.00%
Costco	1.1m	2.8m	9.3m	337.37%
Croma	1.7m	2.5m	7.5m	305.11%
Currys (Dixons Carphone)	0.3m	0.8m	1.9m	246.94%
Digimarket	0.8m	1.7m	4.1m	241.05%
Ebay	2.6m	6.3m	15.2m	242.16%
Electricalsara Stores	0.1m	0.6m	1.9m	285.96%
Electricalsbea Stores		0.1m	0.7m	504.64%
Electricalslance Stores	0.1m	0.7m	2.3m	313.34%
Electricalslytical	1.8m	2.6m	11.9m	457.50%
Electricalsocity	2.3m	3.5m	12.4m	358.75%
Electricalsquipo Stores	0.2m	0.7m	3.6m	535.32%
Elite	0.4m	0.8m	4.1m	495.52%
Elkjøp	0.5m	1.3m	5.2m	391.90%
Epic Stores	0.4m	0.9m	4.2m	446.06%
Euronics	0.4m	0.9m	3.9m	444.67%
Expert	0.8m	1.8m	6.4m	363.98%
Expression	1.7m	3.0m	9.8m	328.24%
Ezone	1.5m	2.0m	7.9m	391.62%
Flawless Stores	0.1m	0.5m	1.8m	396.28%
Flipkart	2.9m	8.3m	19.3m	231.03%
Fnac-Darty	0.5m	0.8m	2.9m	349.77%
Forward Stores	0.6m	1.5m	4.1m	271.97%
Girias	1.5m	2.1m	8.7m	419.29%
Info Stores	0.1m	0.5m	1.8m	384.09%
Insight	0.4m	1.0m	2.8m	271.84%
Integration Stores		0.2m	1.4m	887.19%
Leader	4.7m	6.0m	18.8m	314.81%



The report shows the performance of AtliQ Hardwares sales in various countries from 2019 to 2021. It also shows the target sales for 2021 and the percentage difference between actual sales and target sales.

❖ Here are some key takeaways from the report:-

- ❑ Overall, AtliQ Hardwares' filter sales grew significantly from 2019 to 2021, increasing from USD 87.5 million to USD 598.9 million.
- ❑ However, sales in 2021 fell short of the target by USD 54.9 million, or 8.4%.
- ❑ The largest shortfalls relative to target were in the United States, India, Canada, and the Philippines.

## AtliQ Hardwares



### FILTERS

region All  
division All

### Market

Performance VS Target Report  
All values are in USD

Country	2019	2020	2021	2021 - Target	Target 2021 %
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>

## AtliQ Hardwares



The report shows **the top 10 Atliq hardware products or items in 2021 vs 2020**

### FILTERS

division All  
market All  
region All

Top 10 Products  
All values in USD

FOR EXAMPLE:-

- AQ MX NB: It increased from 0.0 million USD in 2020 to 1.4 million USD in 2021, which is an increase of 5723.52%.
  - AQ Smash 2: It increased from 0.4 million USD in 2020 to 11.2 million USD in 2021, which is an increase of 2589.49%.
- Overall, Atliq hardware sales increased by 808.04% from 2020 to 2021.

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0m	19.4m	641.26%
AQ GT 21	0.8m	4.4m	561.14%
AQ Home Allin1	0.7m	5.2m	768.99%
AQ LION x1	0.0m	0.8m	1719.49%
AQ LION x2	0.1m	0.9m	1768.87%
AQ LION x3	0.1m	1.2m	1792.25%
AQ Mx NB	0.0m	1.4m	5723.52%
AQ Pen Drive DRC	0.6m	3.8m	587.66%
AQ Smash 2	0.4m	11.2m	2589.49%
AQ Zion Saga	0.7m	3.6m	528.55%
<b>Grand Total</b>	<b>6.4m</b>	<b>52.0m</b>	<b>808.04%</b>



The report is a **Division Level Report** from AtliQ Hardwares. It shows the sales figures for the company's three divisions (N&S, P&A, and PC) for the years 2020 and 2021.

❖ Here are some key takeaways from the report:-

- ❑ **All three divisions saw significant growth in sales from 2020 to 2021.** N&S sales grew by 84.38%, P&A sales grew by 221.53%, and PC sales grew by 313.70%.
- ❑ **The P&A division was the largest contributor to sales in both 2020 and 2021.** In 2021, P&A sales were more than three times higher than N&S sales and more than twice as high as PC sales.
- ❑ **The PC division had the highest growth rate in 2021.** Its sales grew by more than 300%, compared to growth of 221.53% for P&A and 84.38% for N&S.

## AtliQ Hardwares



### FILTERS

market All  
region All

### Division Level Report

All values in USD

Division	2020	2021	21 vs 20
N & S	51.4m	94.7m	84.38%
P & A	105.2m	338.4m	221.53%
PC	40.1m	165.8m	313.70%
Grand Total	196.7m	598.9m	204.48%

- Overall, the report suggests that AtliQ Hardwares had a strong year in 2021, with all three of its divisions experiencing significant sales growth

It is a sales report of AtliQ Hardwares. It shows the **top and bottom 5 selling products based on quantity**, as well as some additional insights from the report:-

- **Top 5 Selling :**
  - **AQ Gamers Ms:** 4.0 million units sold
  - **AQ Master wired x1 Ms:** 3.8 million units sold
  - **AQ Master wireless x1:** 3.5 million units sold
  - **AQ Master wireless x1 Ms:** 3.2 million units sold
  - **AQ Gamers:** 3.0 million units sold
- **Bottom 5 Selling :**
  - **AQ Gamer 1:** 0.01 million units sold
  - **AQ GEN Z:** 0.02 million units sold
  - **AQ Home Allin1:** 0.03 million units sold
  - **AQ HOME Allin1 Gen 2:** 0.04 million units sold
  - **AQ Smash 2:** 0.05 million units sold

➤ It's important to remember that this report only provides a snapshot of sales data without additional context.

AtliQ Hardwares

FILTERS

division	All
market	All
region	All

Products	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

FILTERS

market	All
region	All
division	All

Products	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



Top 5 Products  
All values in USD

Bottom 5 Products  
All values in USD

- ❑ The report contains the information about the **new products that Atliq began selling in 2021.**
- ❑ These are the only rows in the table that contain a percentage value of 0% in the "21 vs 20" column.
- ❑ This suggests that these products were not sold in 2020, but began being sold in 2021.

## AtliQ Hardwares

### FILTERS

market	All
region	All

Products	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
<b>Grand Total</b>	<b>176.2m</b>



## AtliQ Hardwares



The report shows the **top 5 countries in terms of net sales in 2021** are:-

- USA - \$87.8 million
- India - \$161.3 million
- Canada - \$35.1 million
- United Kingdom - \$34.2 million
- South Korea - \$49.0 million

### FILTERS

region	All
division	All

Countries	2021
Canada	35.1m
India	161.3m
South Korea	49.0m
United Kingdom	34.2m
USA	87.8m
<b>Grand Total</b>	<b>367.2m</b>

Top 5 Countries

Net Sales

All Values in USD

## Finance Analytics:-

Finance analytics refers to the process of using financial data and statistical techniques to analyze and interpret financial performance, make informed decisions, and drive strategic planning within an organization. It involves the application of various quantitative methods, such as financial modeling, statistical analysis, and data visualization, to understand the financial health and performance of a company.

❖ Key metrics commonly used in finance analytics include:-

- **Revenue:-** The total amount of money generated from sales of goods or services.
- **Gross Margin:-** The difference between revenue and the cost of goods sold, expressed as a percentage.
- **Net Income:-** The total profit after deducting all expenses, including operating expenses, taxes, interest, and depreciation.
- **EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization):-** A measure of a company's operating performance, often used to evaluate its profitability without the influence of accounting and financial decisions.
- **Cash Flow:-** The movement of cash into and out of a business, including operating, investing, and financing activities.
- **Profit Margin:-** The percentage of revenue that remains after all expenses have been deducted, often used to measure a company's efficiency and profitability.

➤ In the context of Atliq Hardware, specific financial metrics may vary depending on the company's industry, size, and business model. However, these key metrics provide a foundation for evaluating financial performance and making informed decisions in finance analytics.



# Key Insights from Finance Analytics of Atliq Hardware

This is a financial report for a company called AtliQ Hardwares. The report shows the company's net sales, cost of goods sold (COGS), and gross margin & gross margin % by fiscal year.

❖ Here are some key takeaways from the report:-

- ❑ **Net sales:** Net sales increased significantly from \$87.5 million in 2019 to \$598.9 million in 2021, representing a growth of 204%.
- ❑ **Cost of goods sold (COGS):** COGS also increased significantly from \$51.2 million in 2019 to \$380.7 million in 2021, representing a growth of 209%.
- ❑ **Gross margin:** Gross margin increased from \$36.2 million in 2019 to \$218.2 million in 2021, representing a growth of 198%. However, the gross margin percentage decreased slightly from 41.43% in 2019 to 36.43% in 2021.

AtliQ Hardwares



FILTERS

market All  
region All  
division All

P & L

By Fiscal Year  
All values in USD

2021 VS 2020 is not a part of Pivot Table

Metrics	Fiscal Years			2021 vs 2020
	2019	2020	2021	
Net Sales	87.5m	196.7m	598.9m	204%
COGS	51.2m	123.4m	380.7m	209%
Gross Margin	36.2m	73.3m	218.2m	198%
Gross Margin %	41.43%	37.28%	36.43%	-2%

- It is important to note that this report only shows a limited amount of information about the company's financial performance.





The report is a Profit and Loss (P&L) statement for AtliQ Hardwares for the fiscal year (Fy) 2021. The statement breaks down sales and cost of goods sold (COGS) by market, sub-zone, and region.

❖ Here are some key insights from the report:-

- ❑ AtliQ Hardwares' FILTERS region generated US\$541.7 million in net sales in FY 2021. This represents a year-over-year growth of x%.
- ❑ The company's largest market, India, generated US\$161.26 million in net sales, followed by the United States with US\$87.78 million and South Korea US\$48.97 million & Canada with US\$35.06 million.
- ❑ The company's highest gross margin was in New Zealand (48.2%), Japan (46.5%) and the United Kingdom (45.1%).
- ❑ The company's lowest gross margin was in Germany (26.2%), followed by Norway (29.5%) , Austria (30.1%) and Italy (30.1%).

## FILTERS

region All  
sub\_zone All  
Fy 2021

## P &amp; L

For Markets  
All values in USD

Market	Net Sales	COGS	Gross Margin	Gross Margin %
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%
Philippines	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%

This is a financial report for two fiscal years. The report shows the net sales, cost of goods sold (COGS), and gross margin for each quarter. It also shows the gross margin percentage.

### ❖ Fiscal Year 2019

- Net sales started at \$6.5 million in Q1 and reached \$11.4 million in Q4.
- COGS started at \$3.8 million in Q1 and reached \$6.7 million in Q4.
- Gross margin started at \$2.6 million in Q1 and reached \$4.7 million in Q4.
- Gross margin percentage ranged from 40.79% to 42.00%.

### ❖ Fiscal Year 2020

- Net sales started at \$17.1 million in Q1 and reached \$29.9 million in Q4.
- COGS started at \$10.6 million in Q1 and reached \$18.9 million in Q4.
- Gross margin started at \$6.5 million in Q1 and reached \$11.0 million in Q4.
- Gross margin percentage ranged from 36.68% to 37.78%.

region	All	▼
market	All	▼
division	All	▼
customer	All	▼
Fy	2019	▼

P & L  
By Fiscal Months  
All values in USD

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	2.6m	2.7m	2.6m
Gross Margin %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%

region	All	▼
market	All	▼
division	All	▼
customer	All	▼
Fy	2020	▼

P & L  
By Fiscal Months  
All values in USD

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
Gross Margin %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%

- Overall, the company's net sales, COGS, and gross margin all increased in Fiscal Year 2020 compared to Fiscal Year 2019. However, the gross margin percentage decreased slightly.

The report shows the net sales, cost of goods sold (COGS), and gross margin for each quarter for the FY 2021. It also shows the gross margin percentage.

- ❑ **Net sales increased significantly in 2021 compared to 2020.** The company's net sales grew by over 60% in 2021, compared to the previous year. This growth was consistent throughout the year, with all four quarters showing year-over-year increases.
- ❑ **Gross margin remained relatively stable.** The company's gross margin hovered around 36% in both 2020 and 2021. This suggests that the company was able to control its costs effectively while increasing its sales.
- ❑ **Sales growth was strongest in the fourth quarter of 2021.** The company's net sales grew by over 190% in Q4 2021 compared to Q4 2020. This suggests that the company may have benefited from seasonal factors or promotional activities during the holiday season.

[illegible]



It shows the **gross margin (GM) percentage** for different sub-zones of AtliQ Hardwares for fiscal years (FY) 2019, 2020, and 2021.

Here are some key observations from the report:-

- ❑ **Overall, the GM% for all sub-zones has decreased over the three fiscal years.** In FY 2019, the average GM% across all sub-zones was 42.2%, while in FY 2021, it was 37.9%.
- ❑ **The ANZ sub-zone has the highest GM% overall.** In all three fiscal years, the ANZ sub-zone had a higher GM% than any other sub-zone.
- ❑ **The India sub-zone has the lowest GM% overall.** In all three fiscal years, the India sub-zone had a lower GM% than any other sub-zone.
- ❑ **The GM% for the ANZ sub-zone has declined the most over the three fiscal years.** The GM% for the ANZ sub-zone decreased by 5.0 percentage points from FY 2019 to FY 2021.
- ❑ **The GM% for the India sub-zone has declined the least over the three fiscal years.** The GM% for the India sub-zone decreased by only 0.5 percentage points from FY 2019 to FY 2021.

GM% by Quarters (Sub\_Zone)

Fy	2019			
Gross Margin % Sub_Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.0%	42.2%	42.6%	42.5%
India	42.5%	42.2%	42.0%	42.5%
NA	35.1%	35.4%	35.4%	35.7%
NE	36.6%	37.0%	36.5%	36.6%
ROA	44.5%	44.3%	44.0%	44.5%
SE	44.5%	44.1%	44.0%	44.2%

Fy	2020			
Gross Margin % Sub_Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.3%	43.0%	42.8%	41.8%
India	32.3%	32.1%	32.4%	32.0%
NA	39.9%	40.1%	39.1%	39.7%
NE	37.6%	37.8%	38.5%	37.7%
ROA	38.4%	38.3%	38.8%	37.7%
SE	38.5%	37.3%	38.2%	37.8%

Fy	2021			
Gross Margin % Sub_Zone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	39.0%	37.8%	38.3%	38.0%
India	32.3%	31.8%	31.9%	32.0%
NA	37.1%	37.4%	37.5%	37.4%
NE	37.9%	38.7%	38.2%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%
SE	38.6%	38.3%	38.6%	38.5%

## ❑ Conclusion:-

In summary, the insights gained from this presentation provide invaluable guidance for Atliq Hardware Company's strategic decision-making and operational efficiency. By leveraging data-driven analytics and consumer trends, Atliq Hardware can enhance its product development, marketing strategies, and customer engagement to stay competitive and meet evolving market demands. The comprehensive understanding of consumer preferences, emerging technologies, and industry dynamics enables Atliq Hardware to adapt swiftly, innovate effectively, and foster sustainable growth in the dynamic hardware market landscape. Integrating these insights into the company's core operations empowers Atliq Hardware to remain at the forefront of the industry and drive long-term success.