Sales Analytics & Finance Analytics Report

Project Introduction

- AtliQ Hardware is a global supplier of hardware, with a focus on computer hardware and components. AtliQ is incorporating finance and sales analytics into its operations with an emphasis on data-driven decision-making. Recognizing the significance of strategic insights, AtliQ seeks to improve financial decision-making skills, find development prospects, and optimize sales strategies.

Project Objective

- The objective of the project is to produce an extensive sales and financial report while addressing the challenge of increasing net gross margins and optimizing sales. The market performance of AtliQ Hardware for the years 2019, 2020, and 2021 will be examined in this report, which will offer insightful analysis to help with decision-making.

Project Goal

- The goal is to use Excel to examine more than 500,000 records of disorganized finance and sales data. The project seeks to generate reports relating to finance and sales by utilizing Excel's capabilities. The AtliQ finance and sales team will be able to make data-driven decisions with the help of these reports, which will eventually improve the performance of the business.

Sales Analytics Report

Customer Net Sales Performance

- It offers us insightful information on AtliQ Hardware's business performance over a range of fiscal years, emphasizing the company's broad customer base and individual revenue contributions.

Market Performance vs Target

- This provides a thorough analysis of AtliQ Hardware's sales figures for the fiscal years 2019, 2020, and 2021 in various markets/countries. It also offers information on the percentage difference between the company's net sales for 2021 and its target net sales for the same year, which makes it easier to analyze the performance of the business concerning its goals.

Top 10 Products (as per % increase in sales)

- Provides insight into the top ten goods that observed an increase in sales in 2021 when compared to 2020, which makes it easier to understand trends in sales performance throughout the given period.

Division Level Report

- Provides a division-level net sales report which demonstrates the sales growth that each division witnessed in 2021 compared to 2020. This report helps understand how various divisions performed over the given period.

Top 5 and Bottom 5 Products as per Quantity

- Identifies areas for prospective sales improvement and strategic focus to improve their performance by providing insights into the top five products with the highest demand and the bottom five products with comparably lower demand.

New Products launched in 2021

- Provides a summary of the newly introduced products that were not part of the sales landscape in 2020 and were released in 2021, providing significant data about how AtliQ Hardware's product portfolio expanded within the designated period.

Top 5 Countries by Net Sales

- Provides a detailed analysis of the top five countries based on net sales in 2021, providing insightful information about the geographical areas that contributed to a large portion of AtliQ Hardware's revenue during that time.

AtliQ Hardwares

Customer
Net Sales Performance
All values in USD

Customer	2019	2020	2021	2021 vs 2020	
Acclaimed Stores	1.4M	2.9M	10.9M		378.1%
All-Out		0.2M	0.8M		495.7%
walmart	1.3M	2.6M	9.7M		370.4%
Zone	0.3M	1.6M	5.3M		336.2%
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%

AtliQ Hardwares

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%
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%
Grand Total	**87.5M**	**196.7M**	**598.9M**		**304.5%**

According to the "Customer Performance" Report, **"Amazon" had the highest net sales of 82.1 million in 2021**, followed by "AtliQ Exclusive" and "Atliq e Store" with 61.1 million and 53.0 million,

AtliQ Hardwares

Market Performance vs Target
All values in USD

Country	2019	2020	2021	2021 - Target	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%
Philipines	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%
Grand Total	**87.5M**	**196.7M**	**598.9M**	**-54.9M**	**-8.4%**

The "Market Performance vs. Target" report's research shows significant differences in achieving targets in different regions. Particularly, the **United States and India fell well short of their goals, missing out on 10.2 million and 9.6 million USD**, respectively. **Poland,** on the other hand, **saw the biggest percentage reduction in performance compared to its target, falling short by 15.3%.**

AtliQ Hardwares

FILTERS

region   All
division   All
customer   All

TOP 10 PRODUCTS

All values in USD

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

The above report gives us the **top 10 products based on the percentage increase in their net sales** from 2020 to 2021.

AtliQ Hardwares

| region | All | **Division Level Report** |
| customer | All | All values in USD |

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

Based on the insights derived from the "Division Level Report," it is evident that the Peripheral & Accessories **(P&A) division recorded the highest net sales**, amounting to **338.4** million USD in 2021. Additionally, the **PC division demonstrated the most substantial percentage growth in net sales**, achieving an impressive increase of **413.70%**.

AtliQ Hardwares

region	All
division	All
customer	All

TOP 5 PRODUCTS BY QUANTITY

All values in USD

PRODUCT	QUANTITY
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

region	All
division	All
customer	All

BOTTOM 5 PRODUCTS BY QUANTITY

All values in USD

PRODUCT	QUANTITY
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	**174.9K**

The report highlights the **top and bottom 5 products by quantity of AtliQ Hardwares**. It helps them to determine which items are in great demand and need to maintain quality and which are the items underperforming in terms of their selling of products and need to plan their growth or quit manufacturing such products if not advantageous to their business or sales.

AtliQ Hardwares

New Products in 2021
All values in USD

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
Grand Total	**176.2M**

The report highlights the **new products that AtliQ began selling in 2021**

AtliQ Hardwares

region	All
customer	All

TOP 5 COUNTRIES BY SALES IN 2021

All values in USD

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

Based on the provided report, the sales team can discern the top five countries where AtliQ Hardware has achieved its highest net sales. **India emerges as the leader**, topping the table with a net sales amount of 161.3 million USD in 2021.

Finance Analytics Report

1) P & L Report By Fiscal Years

- Provides an in-depth analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, encompassing key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% broken down by fiscal year. This comprehensive analysis offers valuable insights into the financial performance of AtliQ Hardware over the specified period.

2) P & L Report By Fiscal Months and Quarters

- Provides a detailed analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, encompassing key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% with a breakdown by quarter and monthly intervals for each fiscal year. This comprehensive breakdown offers valuable insights into the financial performance of AtliQ Hardware on a granular level, facilitating informed decision-making and strategic planning.

3) P & L Report For Markets for FY 2021

- Provides an in-depth analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, focusing on key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% specifically for the fiscal year 2021. Additionally, market-wise insights are generated to offer a comprehensive understanding of AtliQ Hardware's financial performance across different markets during the specified period. This analysis enables informed decision-making and strategic planning tailored to each market's dynamics and requirements.

4) GM% By Quarters (subzone)

- Provides the Gross Margin Percentage (GM%) breakdown by different subzones such as ANZ, India, NA etc, segmented by quarters across various fiscal years. This detailed analysis offers insights into the profitability of each sub-zone over time, facilitating informed decision-making and strategic planning.

AtliQ Hardwares

market   All
region   All
division   All
customer   All

Metrics	Fiscal Years			
	2019	**2020**	**2021**	**21 vs 20**
NetSales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	308.6%
Gross Margin	36.2M	73.3M	218.2M	297.6%
GM %	41.4%	37.3%	36.4%	97.7%

The report reveals that while **net sales reached its peak in 2021**, it's noteworthy that the **Gross Margin Percentage (GM%) attained its highest value in 2019**. This highlights a potential area for further analysis and optimization, as it suggests that although sales volume increased over time, the efficiency of generating profit relative to sales was highest in 2019. Such insights are crucial for strategic decision-making and financial planning within the organization.

AtliQ Hardwares

region	All												
market	All			**P & L**									
division	All			**By Fiscal Months**									
customer	All			All values in USD									
FY	2019												

	Quarters												Grand Total
	Q1			**Q2**			**Q3**			**Q4**			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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%	41.4%

region	All												
market	All			**P & L**									
division	All			**By Fiscal Months**									
customer	All			All values in USD									
FY	2020												

	Quarters												Grand Total
	Q1			**Q2**			**Q3**			**Q4**			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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 %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region	All												
market	All			**P & L**									
division	All			**By Fiscal Months**									
customer	All			All values in USD									
FY	2021												

	Quarters												Grand Total
	Q1			**Q2**			**Q3**			**Q4**			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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%	36.4%

NET SALES COMPARISON

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
21 vs 20	262.1%	264.7%	259.1%	261.0%	261.4%	262.5%	2081.6%	561.2%	447.0%	278.6%	273.9%	260.3%	304.5%
20 vs 19	264.6%	256.6%	267.3%	261.5%	262.8%	262.0%	32.9%	122.7%	153.1%	240.7%	248.0%	262.0%	224.8%

AtliQ Hardwares

region	All
sub_zone	All
FY	2021

P & L
for Markets
All values in USD

Market	NetSales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philipines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%

Based on the "P&L for Markets" report provided, it is evident that **India emerged as the top-performing market**, achieving a **gross margin of 51.6 million USD**. Following closely behind, the **USA and United Kingdom recorded gross margins of $32.5 million and $15.4 million, respectively**. These insights underscore the financial performance of each market and provide valuable information for strategic decision-making within AtliQ Hardware.

AtliQ Hardwares

FILTERS

FY	2019				

GM %	Quarters				
Customer	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
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%

FILTERS

FY	2020				

GM %	Quarters				
Customer	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
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%

FILTERS

FY	2021				

GM %	Quarters				
Customer	**Q1**	**Q2**	**Q3**	**Q4**	**Grand Total**
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%