

FILTER

market	All	CUSTOMER PERFORMANCE REPORT			
division	All				
region	All	ALL VALUES ARE IN USD			
Customers	2019	2020	2021	Growth % 21 VS 20	
Acclaimed Stores	1.4M	2.9M	10.9M	278.08%	
All-Out		0.2M	0.8M	395.70%	
Amazon	12.2M	37.5M	82.1M	118.87%	
Argos (Sainsbury's)	0.4M	0.7M	2.3M	205.98%	
Atlas Stores	0.2M	0.7M	3.2M	370.34%	
AtliQ e Store	7.2M	23.7M	53.0M	123.83%	
AtliQ Exclusive	9.6M	17.7M	61.1M	245.77%	
BestBuy	0.9M	1.8M	6.3M	256.08%	
Boulanger	0.2M	0.8M	4.1M	392.93%	
Chip 7	0.6M	1.3M	5.5M	316.07%	
Chiptec		0.4M	3.0M	622.03%	
Control	0.9M	2.2M	7.7M	249.23%	
Coolblue	0.5M	1.2M	4.2M	260.00%	
Costco	1.1M	2.8M	9.3M	237.37%	
Croma	1.7M	2.5M	7.5M	205.11%	
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.94%	
Digimarket	0.8M	1.7M	4.1M	141.05%	
Ebay	2.6M	6.3M	15.2M	142.16%	
Electricalsara Stores	0.1M	0.6M	1.9M	185.96%	
Electricalsbea Stores		0.1M	0.7M	404.64%	
Electricalslance Stores	0.1M	0.7M	2.3M	213.34%	
Electricalslytical	1.8M	2.6M	11.9M	357.50%	
Electricalsociety	2.3M	3.5M	12.4M	258.75%	
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.32%	
Elite	0.4M	0.8M	4.1M	395.52%	
Elkjøp	0.5M	1.3M	5.2M	291.90%	
Epic Stores	0.4M	0.9M	4.2M	346.06%	
Euronics	0.4M	0.9M	3.9M	344.67%	
Expert	0.8M	1.8M	6.4M	263.98%	
Expression	1.7M	3.0M	9.8M	228.24%	
Ezone	1.5M	2.0M	7.9M	291.62%	
Flawless Stores	0.1M	0.5M	1.8M	296.28%	
Flipkart	2.9M	8.3M	19.3M	131.03%	
Fnac-Darty	0.5M	0.8M	2.9M	249.77%	
Forward Stores	0.6M	1.5M	4.1M	171.97%	
Girias	1.5M	2.1M	8.7M	319.29%	
Info Stores	0.1M	0.5M	1.8M	284.09%	
Insight	0.4M	1.0M	2.8M	171.84%	
Integration Stores		0.2M	1.4M	787.19%	
Leader	4.7M	6.0M	18.8M	214.81%	

Logic Stores	0.2M	0.9M	4.8M		415.17%
Lotus	1.5M	2.1M	8.1M		282.61%
Neptune	1.0M	3.4M	16.1M		371.50%
Nomad Stores	0.5M	1.6M	4.0M		146.89%
Notebillig	0.2M	0.4M	1.1M		187.39%
Nova		0.0M	0.4M		2564.92%
Novus	1.9M	3.7M	9.9M		164.20%
Otto	0.3M	0.4M	1.2M		198.58%
Premium Stores	0.5M	1.1M	3.9M		253.09%
Propel	1.6M	2.5M	10.8M		340.64%
Radio Popular	0.5M	1.5M	5.3M		262.56%
Radio Shack	0.8M	1.7M	5.4M		211.51%
Reliance Digital	1.6M	2.6M	9.7M		277.90%
Relief	0.4M	1.0M	4.1M		303.57%
Sage	4.8M	6.4M	20.7M		221.52%
Saturn	0.2M	0.4M	1.2M		210.46%
Sorefoz	0.6M	1.1M	4.7M		333.63%
Sound	0.6M	1.7M	4.4M		160.26%
Staples	1.2M	2.9M	8.8M		206.95%
Surface Stores	0.1M	0.5M	2.1M		298.80%
Synthetic	1.9M	4.4M	12.2M		175.98%
Taobao	0.2M	1.3M	3.3M		148.66%
UniEuro	0.6M	1.6M	7.3M		357.03%
Vijay Sales	1.7M	2.1M	8.5M		297.78%
Viveks	1.6M	2.2M	7.8M		248.10%
walmart	1.3M	2.6M	9.7M		270.45%
Zone	0.3M	1.6M	5.3M		236.20%
Grand Total	87.5M	196.7M	598.9M		204.48%

FILTERS

customer	All
region	All
division	All

Market Performance vs Target

Row Labels	2019	2020	2021	Target_2021	21 - Target	21 - Target %
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-9.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.22%
Japan		1.9M	7.9M	8.2M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-10.95%
Norway		2.5M	13.7M	15.1M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.18%
Spain		1.8M	12.6M	14.4M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-10.44%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-8.40%

AtliQ Hardware



FILTERS

customer	All
region	All
market	All
sub_zone	All

P & L by Fiscal Years

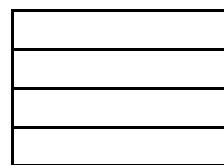
ALL VALUES ARE IN USD

Note: 21 VS 20 is not a part of Pivot Table

Values	Fiscal Years			21 VS 20 %
	2019	2020	2021	
Sum of net_sales_amount	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 %	41.43%	37.28%	36.43%	-2.3%

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FILTERS

customer	All
FY_YR	2019
market	All
region	All
division	All

P & L BY FISCAL MONTHS

ALL VALUES ARE IN USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Sum of net_sales_amount		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 %		40.87%	41.97%	41.49%	41.39%	40.87%
						41.94%

customer	All
FY_YR	2020
market	All
region	All
division	All

P & L BY FISCAL MONTHS

ALL VALUES ARE IN USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Sum of net_sales_amount		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 %		37.77%	37.78%	37.04%	36.81%	37.75%
						37.74%

customer	All
FY_YR	2021
market	All
region	All
division	All

P & L BY FISCAL MONTHS

ALL VALUES ARE IN USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Sum of net_sales_amount		44.8M	54.6M	74.3M	78.1M	44.8M
COGS		28.4M	34.7M	47.4M	49.8M	28.4M
Gross Margin		16.4M	19.9M	27.0M	28.3M	16.4M
GM %		36.65%	36.52%	36.29%	36.26%	36.68%
						36.53%

NET SALES COMPARISON

21 VS 20 % Growth	162%	165%	159%	161%	161%	162%
20 VS 19 % Growth	165%	157%	167%	161%	163%	162%

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	
41.45%	41.39%	40.79%	42.00%	41.48%	41.39%		41.43%	

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	
36.68%	37.73%	37.49%	37.27%	36.68%	36.79%		37.28%	

Q3						Q4		Grand Total
Mar	Apr	May	Jun	Jul	Aug			
44.0M	43.5M	44.4M	41.5M	44.0M	43.0M		598.9M	
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	
36.37%	36.33%	36.63%	36.45%	36.37%	36.26%		36.43%	

1982%	461%	347%	179%	174%	160%	204%
-67%	23%	53%	141%	148%	162%	125%