

# INSIGHTS FROM SALES

## ANALYTICS

These insights provide a snapshot of “AtliQ Hardwares” sales performance over the years, highlighting **top performers**, **growth trends**, market-specific challenges, and opportunities for improvement. Analyzing these insights can help the company make informed decisions to **enhance** its **sales strategy** and overall performance

### Customer Net Sales Performance (2019-2021):

1. **Top Performers:** Customers like Amazon, **AtliQ e Store**, and **AtliQ Exclusive** have shown significant growth in net sales, indicating strong market presence and customer loyalty.
2. **Overall Growth:** The company experienced substantial overall growth in net sales from 2019 to 2021, with a remarkable **204.5% increase**. This indicates a positive sales trajectory.
3. **Diverse Customer Portfolio:** AtliQ Hardwares serves a wide range of customers, each contributing differently to its net sales performance. **Diversification** can be a strength for the company.
4. **Market Expansion:** Some customers, such as **Integration Stores** and **Nova**, showed extraordinary growth rates in 2021, suggesting potential expansion opportunities in specific markets.
5. **Year-over-Year Growth:** Most customers witnessed significant year-over-year growth in 2021, reflecting a strong recovery or market expansion after the challenges of 2020.

### Market Performance vs Target (2019-2021):

1. **Target vs. Actual Performance:** Several countries, including **Australia**, **Canada**, and **South Korea**, did not meet their net sales targets **in 2021**. Understanding the reasons for this variance is crucial for improving performance.
2. **Negative Variances:** **India** had a negative variance of **-9.6M** in 2021, indicating that net sales fell short of the target. Exploring the Indian market's challenges and opportunities is essential.
3. **Positive Variances:** Some countries, like **China** and the **USA**, outperformed their targets, demonstrating potential growth markets.
4. **Overall Impact:** Despite the challenges, the company's overall net sales performance in 2021 **exceeded** the target by **8.4%**, indicating resilience and adaptability in a changing market.