

INSIGHTS FROM SALES ANALYTICS

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.