



Filters

market
region
division

All
All
All

Customer
Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
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%
Electricalsociety	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%
Leader	4.7M	6.0M	18.8M	314.8%

AtliQ Hardwares



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%
walmart	1.3M	2.6M	9.7M	█	370.4%
Zone	0.3M	1.6M	5.3M	█	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%	

**Filters**

region

All

Division level Report

All values in USD

customer

All

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%



Filters

region	All
division	All

Customer

Performance Vs Target

All Values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



Filters

GM% by Quarters(Sub Zone)

FY 2019

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FY 2020

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FY 2021

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%



market All
customer All
division All
region All
FY 2019

P & L
By Fisacal Months

Note: do not change the pivot table

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
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	2.7M	2.6M	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%

market All
customer All
division All
region All
FY 2020

P & L
By Fiscal Months

Note: do not change the pivot table

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
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%

market All
customer All
division All
region All
FY 2021

P & L
By Fiscal Months

Note: do not change the pivot table

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
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

21 Vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 Vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%



Filters

market	All
customer	All
division	All
region	All

P & L

By Fiscal Years

Note: 21 Vs 20 is not part of pivot table

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	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%

AtliQ Hardwares



**Filters**

region	All
sub_zone	All
FY	All

P & L for Markets

All Values in USD

Products	NetSales	COGS	Gross Margin	GM%
Australia	35.6M	22.1M	13.5M	37.87%
Austria	3.0M	2.1M	0.9M	29.96%
Bangladesh	9.7M	6.3M	3.4M	35.43%
Canada	52.0M	31.5M	20.5M	39.39%
China	29.7M	17.6M	12.1M	40.82%
France	37.5M	21.2M	16.2M	43.31%
Germany	19.3M	13.5M	5.8M	29.91%
India	241.9M	161.2M	80.7M	33.36%
Indonesia	27.1M	16.3M	10.8M	39.77%
Italy	19.1M	12.9M	6.2M	32.62%
Japan	9.8M	5.4M	4.4M	44.68%
Netherlands	11.6M	6.5M	5.0M	43.59%
Newzealand	13.4M	7.4M	6.0M	44.98%
Norway	16.2M	11.2M	5.0M	30.75%
Pakistan	11.0M	6.7M	4.3M	39.19%
Philippines	50.9M	30.2M	20.8M	40.77%
Poland	8.4M	4.9M	3.5M	41.52%
Portugal	16.2M	9.6M	6.6M	40.66%
South Korea	79.1M	50.2M	28.8M	36.47%
Spain	14.4M	9.5M	4.8M	33.69%
Sweden	2.0M	1.2M	0.8M	40.59%
United Kingdom	44.2M	25.3M	18.9M	42.72%
USA	131.2M	82.5M	48.7M	37.10%



Filters

region	All
division	All
customer	All

Top 5 products(Qty)

Products	Sum of 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	19000112

Bottom 5 products(Qty)

Filters

region	All
division	All
customer	All

Products	Sum of Qty
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

AtliQ Hardwares





Filters

region	All
customer	All
division	All

Top 10 Products

All Values in USD

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

AtliQ Hardwares





Filters

region	All
customer	All
division	All

Top 5 Countries - 2021

All values in USD

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



Filters

region	All
customer	All
division	All

New Products 2021

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

AtliQ Hardwares

