

SALES AND FINANCIAL
ANALYSIS
REPORT CREATED IN
MICROSOFT EXCEL

Created by Md Umar



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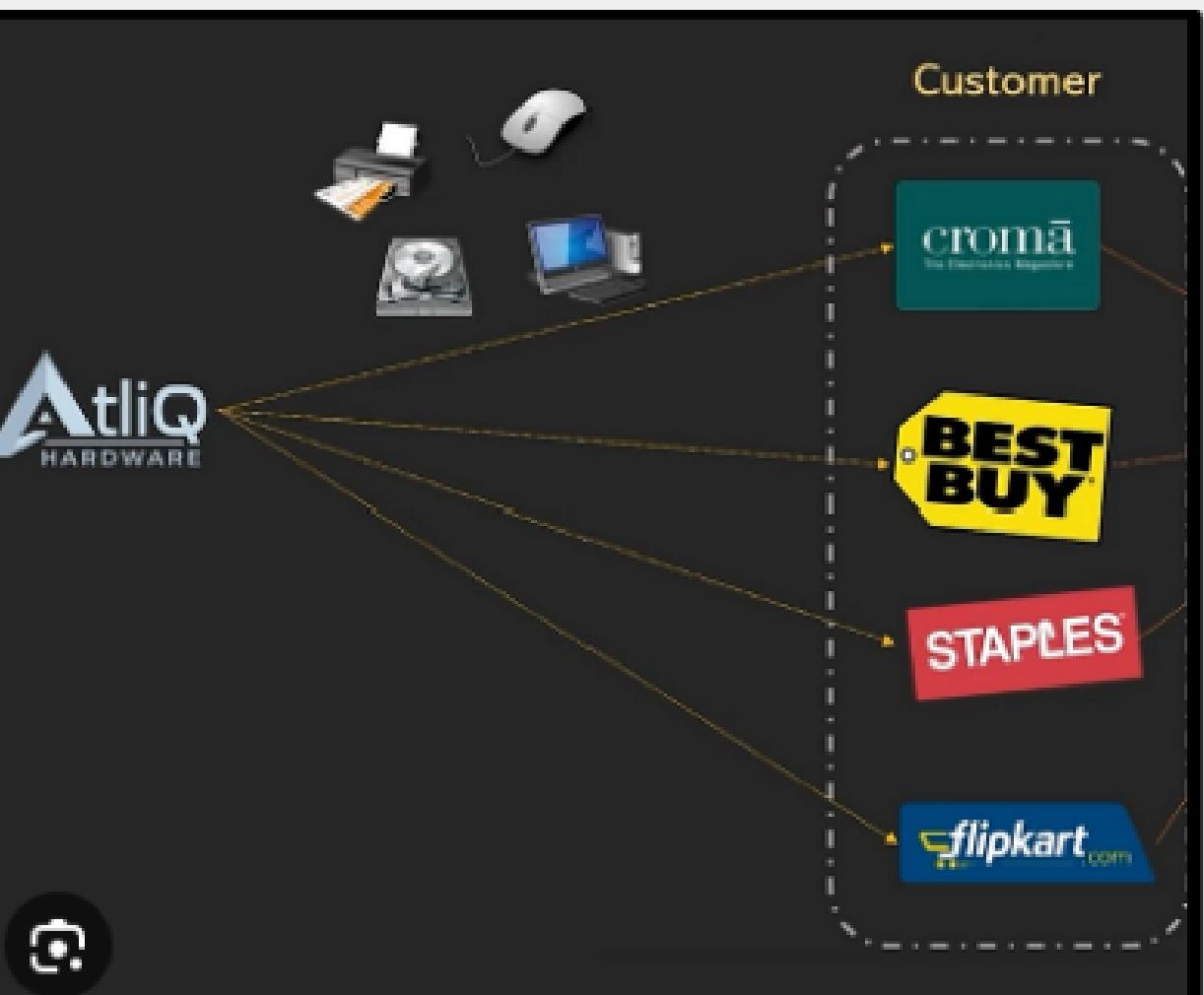
Key Insights





AtliQ Hardware is a company that supplies computer hardware and peripherals to its customers like Croma, Amazon, Best Buy, Flipkart etc.

AtliQs Business users have tasked us with preparing sales and financial reports by analyzing data from nearly 8 million records





Tools Used

Power Query

Pivot Table

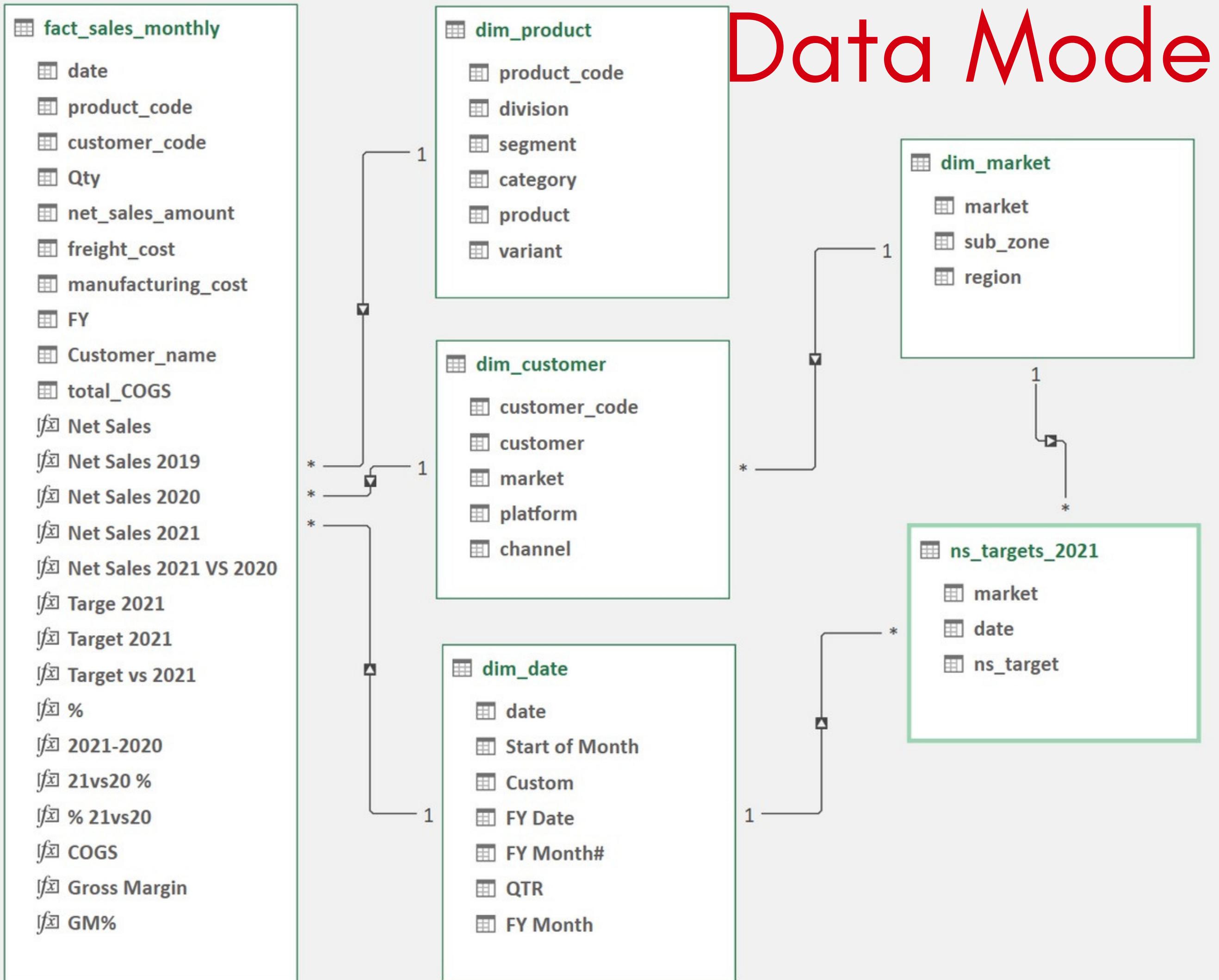
Power Pivot

DAX Modeling

DAX Measures

Conditional
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Data Model





Sales Report



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Customer Report Analysis
All values are in USD



market	All
region	All
division	All

Row Labels	2019	2020	net_sales_2021	2021 vs 2020
Acclaimed Stores	1M	3M	11M	378.08%
All-Out		M	1M	495.70%
Amazon	12M	38M	82M	218.87%
Argos (Sainsbury's)	M	1M	2M	305.98%
Atlas Stores	M	1M	3M	470.34%
Atliq e Store	7M	24M	53M	223.83%
AtliQ Exclusive	10M	18M	61M	345.77%
BestBuy	1M	2M	6M	356.08%
Boulanger	M	1M	4M	492.94%
Chip 7	1M	1M	6M	416.07%
Chiptec		M	3M	722.02%
Control	1M	2M	8M	349.23%
Coolblue	M	1M	4M	360.01%
Costco	1M	3M	9M	337.37%
Croma	2M	2M	8M	305.11%
Currys (Dixons Carphone)	M	1M	2M	246.94%
Digimarket	1M	2M	4M	241.05%
Ebay	3M	6M	15M	242.16%
Electricalsara Stores	M	1M	2M	285.96%
Electricalsbea Stores		M	1M	504.63%
Electricalslance Stores	M	1M	2M	313.35%
Electricalslytical	2M	3M	12M	457.50%
Electricalsocity	2M	3M	12M	358.75%
Electricalsquipo Stores	M	1M	4M	535.33%
Elite	M	1M	4M	495.51%
Elkjøp	M	1M	5M	391.90%
Epic Stores	M	1M	4M	446.05%
Euronics	M	1M	4M	444.66%
Expert	1M	2M	6M	363.98%
Expression	2M	3M	10M	328.24%
Ezone	2M	2M	8M	391.62%
Flawless Stores	M	M	2M	396.27%
Flipkart	3M	8M	19M	231.03%

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Fnac-Darty	1M	1M	3M	349.77%
Forward Stores	1M	1M	4M	271.97%
Girias	2M	2M	9M	419.28%
Info Stores	M	M	2M	384.10%
Insight	M	1M	3M	271.84%
Integration Stores		M	1M	887.26%
Leader	5M	6M	19M	314.81%
Logic Stores	M	1M	5M	515.17%
Lotus	1M	2M	8M	382.61%
Neptune	1M	3M	16M	471.50%
Nomad Stores	1M	2M	4M	246.88%
Notebillig	M	M	1M	287.38%
Nova		M	M	2664.47%
Novus	2M	4M	10M	264.20%
Otto	M	M	1M	298.57%
Premium Stores	M	1M	4M	353.09%
Propel	2M	2M	11M	440.63%
Radio Popular	1M	1M	5M	362.56%
Radio Shack	1M	2M	5M	311.51%
Reliance Digital	2M	3M	10M	377.90%
Relief	M	1M	4M	403.57%
Sage	5M	6M	21M	321.52%
Saturn	M	M	1M	310.45%
Sorefoz	1M	1M	5M	433.63%
Sound	1M	2M	4M	260.26%
Staples	1M	3M	9M	306.96%
Surface Stores	M	1M	2M	398.81%
Synthetic	2M	4M	12M	275.98%
Taobao	M	1M	3M	248.66%
UniEuro	1M	2M	7M	457.03%
Vijay Sales	2M	2M	9M	397.79%
Viveks	2M	2M	8M	348.10%
walmart	1M	3M	10M	370.45%
Zone	M	2M	5M	336.20%
Grand Total	87M	197M	599M	304.48%

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Market Performance Report

All values are in USD



region	All
division	All

Row Labels	2019	2020	2021	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

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Top 10 product [2021 vs 2020]



[All values are in USD]

market	All
region	All
division	All

Product	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Pro	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.15%
AQ Home Allin1	0.7M	5.2M	769.00%
AQ LION x1	0.0M	0.8M	1719.54%
AQ LION x2	0.1M	0.9M	1769.34%
AQ LION x3	0.1M	1.2M	1792.64%
AQ Mx NB	0.0M	1.4M	5720.78%
AQ Pen Drive DRC	0.6M	3.8M	587.68%
AQ Smash 2	0.4M	11.2M	2589.57%
AQ Zion Saga	0.7M	3.6M	528.54%
Grand Total	6.4M	52.0M	808.05%

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Top 5 country [net sales 2021]



region	All
division	All
product	All

Row Labels	net_sales
Canada	52M
India	242M
South Korea	79M
United Kingdom	44M
USA	131M
Grand Total	548M

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New product [2021]

[All values in USD]



market	All
region	All
division	All

Products	2020	net_sales_2021
AQ Clx3		4.39M
AQ Electron 3 3600 Desktop Processor		14.21M
AQ Gen Y		19.52M
AQ GEN Z		11.70M
AQ HOME Allin1 Gen 2		3.51M
AQ Lumina Ms		4.21M
AQ Marquee P3		4.86M
AQ Marquee P4		1.68M
AQ Maxima Ms		13.66M
AQ MB Lito		2.85M
AQ MB Lito 2		2.29M
AQ Qwerty		21.98M
AQ Qwerty Ms		15.41M
AQ Trigger		20.74M
AQ Trigger Ms		17.90M
AQ Wi Power Dx3		17.25M
Grand Total		176.16M

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Division level report

All values are in USD



region	All
customer	All

Row Labels	2020	2021	2021 vs 2020
N & S	51.38M	94.73M	184.38%
P & A	105.24M	338.38M	321.53%
PC	40.07M	165.76M	413.70%
Grand Total	196.69M	598.88M	304.48%

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Top 5 product [QYT]



market	All
region	All
division	All

Row Labels	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	19.0M

Bottom 5 product [QYT]

market	All
region	All
division	All

Row Labels	Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
Grand Total	2E+05

AtliQ Hardwares



FILTERS

region All
market All
division All
customer All
FY 2019

P & L

By Fiscal Months
All values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	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 Marg	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%

FILTERS

region All
market All
division All
customer All
FY 2020

P & L

By Fiscal Months
All values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	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 Marg	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%

FILTERS

region All
market All
division All
customer All
FY 2021

P & L

By Fiscal Months
All values in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	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 Marg	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%

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P & L by fiscal year

Note: 21 vs 20 is not part of pivot table

Filters

region	All
market	All
customer	All
division	All

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	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%

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GM% by Quarters[sub_zone]



FILTERS

FY 2021

GM % Customer	Quarters	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%

FY 2020

GM % Customer	Quarters	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%

FY 2021

GM % Customer	Quarters	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%

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Filters

region	All
sub_zone	All
FY	2021

**P & L
for markets**

All values in USD

Markets	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

THANK YOU