



Sales Analytics & Finance Analytics Report

Project Introduction

- ✓ AtliQ Hardware is a global hardware supplier specializing in computer hardware and components. With a focus on data-driven decision-making, AtliQ is integrating sales and finance analytics into its operations. Acknowledging the importance of strategic insights, AtliQ aims to optimize sales strategies, identify growth opportunities, and enhance financial decision-making capabilities.

Project Objective

- ✓ Facing the challenge of optimizing sales and improving net gross margins, the project's objective is to create a comprehensive sales and financial report. This report will analyze AtliQ Hardware's market performance for the years 2019, 2020, and 2021, providing valuable insights for informed decision-making.

Project Goal

- ✓ The goal is to analyze over half a million records of unorganized sales and finance data using Excel. By leveraging Excel's capabilities, the project aims to generate sales and finance-related reports. These reports will empower the AtliQ sales and finance team to make data-driven decisions, ultimately enhancing the company's performance.

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Sales Analytics Report

1) Customer Net Sales Performance

- ❖ It provides us with valuable insights into the sales performance of AtliQ Hardware across various fiscal years, highlighting the diverse customer base and their respective contributions to the company's revenue.

2) Market Performance vs Target

- ❖ It offers a comprehensive breakdown of AtliQ Hardware's sales across different markets (countries) during fiscal years 2019, 2020, and 2021. Additionally, it provides insights into the percentage change in net sales for 2021 compared to the targeted net sales for the same year, facilitating a thorough analysis of the company's performance against set objectives.

3) Top 10 Products (as per % increase in sales)

- ❖ Provides insights into the top 10 products exhibiting growth in sales during the year 2021 compared to the preceding year 2020, facilitating a comprehensive understanding of sales performance trends within the specified timeframe.

4) Division Level Report

- ❖ Provides a division-level net sales report, including the sales growth observed in each division during the year 2021 as compared to the previous year 2020, offering valuable insights into the performance of different divisions over the specified timeframe.

5) Top 5 and Bottom 5 Products as per Quantity

- ❖ Provides insights into the top five products in highest demand, as well as the bottom five products with comparatively lower demand, highlighting areas for potential sales improvement and strategic focus to enhance their performance.

6) New Products launched in 2021

- ❖ Provides an overview of the new products introduced in 2021 that were not part of the sales landscape in 2020, offering valuable insights into the expansion of AtliQ Hardware's product portfolio over the specified timeframe.

7) Top 5 country by Net Sales

- ❖ Provides a breakdown of the top five countries by net sales in the year 2021, offering valuable insights into the geographic regions contributing significantly to AtliQ Hardware's revenue during the specified period.



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer

Net Sales Performance

All values are in USD

| Customer | 2019 | 2020 | 2021 | 21 vs 20 |
|--------------------------|-------|-------|-------|----------|
| Acclaimed Stores | 1.4M | 2.9M | 10.9M | 278.1% |
| All-Out | | 0.2M | 0.8M | 395.7% |
| Amazon | 12.2M | 37.5M | 82.1M | 118.9% |
| Argos (Sainsbury's) | 0.4M | 0.7M | 2.3M | 206.0% |
| Atlas Stores | 0.2M | 0.7M | 3.2M | 370.3% |
| Atliq e Store | 7.2M | 23.7M | 53.0M | 123.8% |
| AtliQ Exclusive | 9.6M | 17.7M | 61.1M | 245.8% |
| BestBuy | 0.9M | 1.8M | 6.3M | 256.1% |
| Boulanger | 0.2M | 0.8M | 4.1M | 392.9% |
| Chip 7 | 0.6M | 1.3M | 5.5M | 316.1% |
| Chiptec | | 0.4M | 3.0M | 622.0% |
| Control | 0.9M | 2.2M | 7.7M | 249.2% |
| Coolblue | 0.5M | 1.2M | 4.2M | 260.0% |
| Costco | 1.1M | 2.8M | 9.3M | 237.4% |
| Croma | 1.7M | 2.5M | 7.5M | 205.1% |
| Currys (Dixons Carphone) | 0.3M | 0.8M | 1.9M | 146.9% |
| Digimarket | 0.8M | 1.7M | 4.1M | 141.1% |
| Ebay | 2.6M | 6.3M | 15.2M | 142.2% |
| Electricalsara Stores | 0.1M | 0.6M | 1.9M | 186.0% |
| Electricalsbea Stores | | 0.1M | 0.7M | 404.6% |
| Electricalslance Stores | 0.1M | 0.7M | 2.3M | 213.3% |
| Electricalslytical | 1.8M | 2.6M | 11.9M | 357.5% |
| Electricalsocity | 2.3M | 3.5M | 12.4M | 258.8% |
| Electricalsquipo Stores | 0.2M | 0.7M | 3.6M | 435.3% |
| Elite | 0.4M | 0.8M | 4.1M | 395.5% |
| Elkj p | 0.5M | 1.3M | 5.2M | 291.9% |
| Epic Stores | 0.4M | 0.9M | 4.2M | 346.1% |
| Euronics | 0.4M | 0.9M | 3.9M | 344.7% |
| Expert | 0.8M | 1.8M | 6.4M | 264.0% |
| Expression | 1.7M | 3.0M | 9.8M | 228.2% |
| Ezone | 1.5M | 2.0M | 7.9M | 291.6% |
| Flawless Stores | 0.1M | 0.5M | 1.8M | 296.3% |
| Flipkart | 2.9M | 8.3M | 19.3M | 131.0% |
| Fnac-Darty | 0.5M | 0.8M | 2.9M | 249.8% |
| Forward Stores | 0.6M | 1.5M | 4.1M | 172.0% |
| Girias | 1.5M | 2.1M | 8.7M | 319.3% |
| Info Stores | 0.1M | 0.5M | 1.8M | 284.1% |
| Insight | 0.4M | 1.0M | 2.8M | 171.8% |
| Integration Stores | | 0.2M | 1.4M | 787.2% |
| Leader | 4.7M | 6.0M | 18.8M | 214.8% |
| Logic Stores | 0.2M | 0.9M | 4.8M | 415.2% |
| Lotus | 1.5M | 2.1M | 8.1M | 282.6% |
| Neptune | 1.0M | 3.4M | 16.1M | 371.5% |
| Nomad Stores | 0.5M | 1.6M | 4.0M | 146.9% |



| | | | | |
|--------------------|--------------|---------------|---------------|---------------|
| Notebillig | 0.2M | 0.4M | 1.1M | 187.4% |
| Nova | | 0.0M | 0.4M | 2564.9% |
| Novus | 1.9M | 3.7M | 9.9M | 164.2% |
| Otto | 0.3M | 0.4M | 1.2M | 198.6% |
| Premium Stores | 0.5M | 1.1M | 3.9M | 253.1% |
| Propel | 1.6M | 2.5M | 10.8M | 340.6% |
| Radio Popular | 0.5M | 1.5M | 5.3M | 262.6% |
| Radio Shack | 0.8M | 1.7M | 5.4M | 211.5% |
| Reliance Digital | 1.6M | 2.6M | 9.7M | 277.9% |
| Relief | 0.4M | 1.0M | 4.1M | 303.6% |
| Sage | 4.8M | 6.4M | 20.7M | 221.5% |
| Saturn | 0.2M | 0.4M | 1.2M | 210.5% |
| Sorefoz | 0.6M | 1.1M | 4.7M | 333.6% |
| Sound | 0.6M | 1.7M | 4.4M | 160.3% |
| Staples | 1.2M | 2.9M | 8.8M | 207.0% |
| Surface Stores | 0.1M | 0.5M | 2.1M | 298.8% |
| Synthetic | 1.9M | 4.4M | 12.2M | 176.0% |
| Taobao | 0.2M | 1.3M | 3.3M | 148.7% |
| UniEuro | 0.6M | 1.6M | 7.3M | 357.0% |
| Vijay Sales | 1.7M | 2.1M | 8.5M | 297.8% |
| Viveks | 1.6M | 2.2M | 7.8M | 248.1% |
| walmart | 1.3M | 2.6M | 9.7M | 270.4% |
| Zone | 0.3M | 1.6M | 5.3M | 236.2% |
| Grand Total | 87.5M | 196.7M | 598.9M | 204.5% |

According to the "Customer Performance" Report, **"Amazon" had the highest net sales of 82.1 million in 2021**, followed by "AtliQ Exclusive" and "AtliQ e Store" with 61.1 million and 53.0 million, respectively.

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |

Market

Performance vs Target

All values are in USD

| Country | 2019 | 2020 | 2021 | 2021 - Target | 2021 - Target % |
|--------------------|--------------|---------------|---------------|---------------|-----------------|
| Australia | 3.9M | 10.7M | 21.0M | -2.2M | -9.5% |
| Austria | | 0.1M | 2.8M | -0.3M | -10.5% |
| Bangladesh | 0.5M | 2.3M | 7.0M | -0.7M | -9.3% |
| Canada | 4.8M | 12.2M | 35.1M | -5.1M | -12.6% |
| China | 1.4M | 5.4M | 22.9M | -2.1M | -8.3% |
| France | 4.0M | 7.5M | 25.9M | -2.2M | -7.8% |
| Germany | 2.6M | 4.7M | 12.0M | -1.5M | -11.3% |
| India | 30.8M | 49.8M | 161.3M | -9.6M | -5.6% |
| Indonesia | 2.5M | 6.2M | 18.4M | -2.4M | -11.5% |
| Italy | 2.9M | 4.5M | 11.7M | -1.0M | -8.2% |
| Japan | | 1.9M | 7.9M | -0.3M | -4.0% |
| Netherlands | 0.2M | 3.4M | 8.0M | -0.7M | -7.6% |
| Newzealand | | 2.0M | 11.4M | -1.4M | -11.0% |
| Norway | | 2.5M | 13.7M | -1.4M | -9.5% |
| Pakistan | 0.6M | 4.7M | 5.7M | -0.5M | -8.5% |
| Philippines | 5.7M | 13.4M | 31.9M | -2.5M | -7.3% |
| Poland | 0.4M | 2.8M | 5.2M | -0.9M | -15.3% |
| Portugal | 0.7M | 3.6M | 11.8M | -0.5M | -4.1% |
| South Korea | 12.8M | 17.3M | 49.0M | -4.4M | -8.2% |
| Spain | | 1.8M | 12.6M | -1.8M | -12.4% |
| Sweden | 0.1M | 0.2M | 1.8M | -0.2M | -10.0% |
| United Kingdom | 2.0M | 8.1M | 34.2M | -3.0M | -8.0% |
| USA | 11.5M | 31.9M | 87.8M | -10.2M | -10.4% |
| Grand Total | 87.5M | 196.7M | 598.9M | -54.9M | -8.4% |

The analysis of the "Market Performance vs Target" report reveals notable disparities in meeting targets across various regions. Specifically, **USA and India experienced significant shortfalls in achieving their targets**, amounting to 10.2 million USD and 9.6 million USD respectively. Conversely, **Poland exhibited the highest percentage decline in performance relative to its target**, with a drop of 15.3%



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Top 10 Products

(as per % increase in sales)

All values are 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% |

The above report gives us the **top 10 products based on the percentage increase in their net sales** from 2020 to 2021.



FILTERS

| | |
|--------|-----|
| region | All |
| market | All |

Division Level Report
All values are in USD

| Products | 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% |

Based on the insights derived from the "Division Level Report," it is evident that the Peripheral & Accessories **(P&A) division recorded the highest net sales**, amounting to 338.4 million USD in 2021. Additionally, the **PC division demonstrated the most substantial percentage growth in net sales**, achieving an impressive increase of **313.70%**.



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

| Products | Qty |
|--------------------------|--------------|
| AQ Master wired x1 Ms | 4.2M |
| AQ Master wireless x1 Ms | 4.1M |
| AQ Gamers Ms | 4.0M |
| AQ Gamers | 3.4M |
| AQ Master wireless x1 | 3.4M |
| Grand Total | 19.0M |

Top 5 Products as per Quantity

All values are in USD

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

| Products | Qty |
|----------------------|---------------|
| AQ GEN Z | 63.1K |
| AQ Gamer 1 | 51.7K |
| AQ Smash 2 | 36.0K |
| AQ Home Allin1 | 15.2K |
| AQ HOME Allin1 Gen 2 | 8.9K |
| Grand Total | 174.9K |

Bottom 5 Products as per Quantity

All values are in USD

The report highlights the **top and bottom 5 products by quantity of AtliQ Hardwares**. It helps them to determine which items are in great demand and need to maintain quality and which are the items underperforming in terms of their selling of products and need to plan their growth or quit manufacturing such products if not advantageous to their business or sales.



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

New Products - 2021

All values are in USD

| 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 |

The report highlights the **new products that AtliQ began selling in 2021**



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |

Top 5 Country - 2021

All values are in USD

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

Based on the provided report, the sales team can discern the top five countries where AtliQ Hardware has achieved its highest net sales. **India emerges as the leader**, topping the table with a net sales amount of 161.3 million USD in 2021.

Finance Analytics Report

1) P & L Report By Fiscal Years

- ❖ Provides an in-depth analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, encompassing key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% broken down by fiscal year. This comprehensive analysis offers valuable insights into the financial performance of AtliQ Hardware over the specified period.

2) P & L Report By Fiscal Months and Quarters

- ❖ Provides a detailed analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, encompassing key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% with a breakdown by quarter and monthly intervals for each fiscal year. This comprehensive breakdown offers valuable insights into the financial performance of AtliQ Hardware on a granular level, facilitating informed decision-making and strategic planning.

3) P & L Report For Markets for FY 2021

- ❖ Provides an in-depth analysis of the Profit and Loss (P&L) statement for AtliQ Hardware, focusing on key metrics such as net sales, cost of goods sold (COGS), gross margin (GM), and GM% specifically for the fiscal year 2021. Additionally, market-wise insights are generated to offer a comprehensive understanding of AtliQ Hardware's financial performance across different markets during the specified period. This analysis enables informed decision-making and strategic planning tailored to each market's dynamics and requirements.

4) GM% By Quarters (subzone)

- ❖ Provides the Gross Margin Percentage (GM%) breakdown by different subzones such as ANZ, India, NA etc, segmented by quarters across various fiscal years. This detailed analysis offers insights into the profitability of each sub-zone over time, facilitating informed decision-making and strategic planning.



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| customer | All |
| division | All |

P & L

By Fiscal Years

All values are in USD

Note: 2021 vs 2020 is not a part of pivot table

| Metrics | Fiscal Years | | | |
|--------------|--------------|--------|--------|--------------|
| | 2019 | 2020 | 2021 | 2021 vs 2020 |
| 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% |

The report reveals that while **net sales reached its peak in 2021**, it's noteworthy that the **Gross Margin Percentage (GM%) attained its highest value in 2019**. This highlights a potential area for further analysis and optimization, as it suggests that although sales volume increased over time, the efficiency of generating profit relative to sales was highest in 2019. Such insights are crucial for strategic decision-making and financial planning within the organization.



| | |
|----------|------|
| FILTERS | |
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2019 |

P & L

By Fiscal Months

All values are in USD

Note: Do not modify the Pivot Table

| | | | | | | | | | | | | | |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|-------|-------|-------|-------|
| Quarters | | | | | | | | | | | | | |
| Metrics | Q1 | | Q2 | | Q3 | | Q4 | | Grand Total | | | | |
| | 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 Margin | 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% |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2020 |

P & L

By Fiscal Months

All values are in USD

Note: 2021 vs 2020 is not a part of pivot table

| | | | | | | | | | | | | | |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|-------|-------|-------|--------|
| Quarters | | | | | | | | | | | | | |
| Metrics | Q1 | | Q2 | | Q3 | | Q4 | | Grand Total | | | | |
| | 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 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% |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2021 |

P & L

By Fiscal Months

All values are in USD

Note: 2021 vs 2020 is not a part of pivot table

| | | | | | | | | | | | | | |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|-------|-------|-------|--------|
| Quarters | | | | | | | | | | | | | |
| Metrics | Q1 | | Q2 | | Q3 | | Q4 | | Grand Total | | | | |
| | 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 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

| | | | | | | | | | | | | | |
|--------------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|
| 2021 vs 2020 | 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% |
| 2020 vs 2019 | 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

| | |
|----------|------|
| region | All |
| sub_zone | All |
| FY | 2021 |

P & L**For Markets**

All values are in USD

| Market | Net Sales | COGS | Gross Margin | GM % |
|----------------|-----------|--------|--------------|-------|
| Australia | 20.99M | 14.1M | 6.9M | 32.9% |
| Austria | 2.84M | 2.0M | 0.9M | 30.1% |
| Bangladesh | 6.95M | 4.5M | 2.4M | 34.5% |
| Canada | 35.06M | 21.7M | 13.4M | 38.2% |
| China | 22.89M | 13.5M | 9.4M | 41.1% |
| France | 25.94M | 14.7M | 11.2M | 43.2% |
| Germany | 12.01M | 8.9M | 3.1M | 26.2% |
| India | 161.26M | 109.7M | 51.6M | 32.0% |
| Indonesia | 18.41M | 11.3M | 7.1M | 38.4% |
| Italy | 11.72M | 8.2M | 3.5M | 30.1% |
| Japan | 7.92M | 4.2M | 3.7M | 46.5% |
| Netherlands | 7.98M | 4.6M | 3.4M | 42.0% |
| Newzealand | 11.40M | 5.9M | 5.5M | 48.2% |
| Norway | 13.68M | 9.6M | 4.0M | 29.5% |
| Pakistan | 5.66M | 3.6M | 2.0M | 36.2% |
| Philippines | 31.86M | 19.4M | 12.5M | 39.1% |
| Poland | 5.19M | 3.0M | 2.2M | 42.6% |
| Portugal | 11.83M | 6.8M | 5.0M | 42.1% |
| South Korea | 48.97M | 31.4M | 17.6M | 35.9% |
| Spain | 12.62M | 8.4M | 4.2M | 33.1% |
| Sweden | 1.77M | 1.1M | 0.7M | 40.2% |
| United Kingdom | 34.15M | 18.7M | 15.4M | 45.1% |
| USA | 87.78M | 55.3M | 32.5M | 37.0% |

Based on the "P&L for Markets" report provided, it is evident that **India emerged as the top-performing market**, achieving a **gross margin of 80.7 million USD**.

Following closely behind, the **USA and United Kingdom recorded gross margins of \$48.7 million and \$18.9 million, respectively**. These insights underscore the financial performance of each market and provide valuable information for strategic decision-making within AtliQ Hardware.

GM% By Quarters (sub_zone)

FILTERS

| | |
|----|------|
| FY | 2019 |
|----|------|

| GM % | Quarters | | | | |
|----------|----------|-------|-------|-------|-------------|
| Customer | Q1 | Q2 | Q3 | Q4 | Grand Total |
| 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 |
|----|------|

| GM % | Quarters | | | | |
|----------|----------|-------|-------|-------|-------------|
| Customer | 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 % | Quarters | | | | |
|----------|----------|-------|-------|-------|-------------|
| Customer | 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% |