



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

Top 5 Products as per Quantity

All values are in USD

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

FILTERS

region	All
division	All
market	All

Bottom 5 Products as per Quantity

All values are in USD

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

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.