

Filters

region	All
country	All
division	All

Customer

Performance Report

All values are in USD

Customers	2019	2020	2021	2021 vs 2020 %
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%
Electricalsocity	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	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%
New Zealand		2.0M	11.4M	11.4M	0.0%
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	-42.1M	-6.6%

Filters

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Product	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%



Filters

region	All
customer	All

Division Level Report

All values are in USD

Product	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	All

Product	Total 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

Top 5 Products

Filters

region	All
division	All
customer	All

Product	Total 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

Bottom 5 Products



Filters

region	All
division	All
customer	All

Top 5 Countries in 2021

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



Filters

market	All
region	All
division	All
customer	All

P&L by Fiscal Year

All values are in USD

Note: 21 vs 20 column is not a part of Pivot table

	Fiscal Year			
Matrics	2019	2020	2021	21 vs 20
NetSales \$	87.5M	196.7M	598.9M	304.5%
COGS	51.2M	123.4M	380.7M	308.6%
Gross Margin	36.2M	73.3M	218.2M	297.6%
Gross Margin %	41.4%	37.3%	36.4%	97.7%

Note: Do not modify Pivot table

Filters

market	All
region	All
customer	All
division	All
FY	2019

P&L by Fiscal Months - 2019

All values are in USD

	Quarter Q1				Q2				Q3				Q4				Grand Total
Matrics	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	2.6M	2.7M	2.6M	36.2M				
Gross Margin %	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

market	All
region	All
customer	All
division	All
FY	2020

P&L by Fiscal Months - 2020

All values are in USD

	Quarter Q1				Q2		Q3			Q4				Grand Total	
Matrics	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		
Gross Margin %	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

market	All
region	All
customer	All
division	All
FY	2021

P&L by Fiscal Months - 2021

All values are in USD

Matrics	Quarter																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				
Gross Margin %	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%

GM% by Quarters (sub-zone)

Filters

FY	2019
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GM% by Quarters (sub-zone) - 2019

Gross Margin %	Quarter				
Country	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%

Filters

FY	2020
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GM% by Quarters (sub-zone) - 2020

Gross Margin %	Quarter				
Country	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%

Filters

FY	2021
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GM% by Quarters (sub-zone) - 2021

Gross Margin %	Quarter				
Country	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%

Filters

region	All
sub_zone	All
FY	2019

P&L by Market - 2019

All values are in USD

Country	NetSales \$	COGS	Gross Margin	Gross Margin %
Australia	3.9M	2.2M	1.7M	42.6%
Bangladesh	0.5M	0.3M	0.1M	28.7%
Canada	4.8M	2.8M	2.0M	41.7%
China	1.4M	0.8M	0.6M	44.9%
France	4.0M	2.3M	1.8M	44.1%
Germany	2.6M	1.6M	0.9M	37.0%
India	30.8M	17.8M	13.1M	42.4%
Indonesia	2.5M	1.5M	1.1M	42.0%
Italy	2.9M	1.6M	1.3M	45.6%
Netherlands	0.2M	0.1M	0.1M	36.4%
Pakistan	0.6M	0.4M	0.2M	39.7%
Philippines	5.7M	3.4M	2.3M	39.9%
Poland	0.4M	0.3M	0.2M	37.4%
Portugal	0.7M	0.5M	0.3M	39.3%
South Korea	12.8M	6.7M	6.1M	47.5%
Sweden	0.1M	0.0M	0.0M	38.3%
United Kingdom	2.0M	1.3M	0.7M	36.2%
USA	11.5M	7.7M	3.8M	32.8%

Filters

region	All
sub_zone	All
FY	2020

P&L by Market - 2020

All values are in USD

Country	NetSales \$	COGS	Gross Margin	Gross Margin %
Australia	10.7M	5.8M	4.9M	45.9%
Austria	0.1M	0.1M	0.0M	26.1%
Bangladesh	2.3M	1.4M	0.9M	39.6%
Canada	12.2M	7.1M	5.1M	41.9%
China	5.4M	3.3M	2.1M	38.7%
France	7.5M	4.3M	3.2M	43.1%
Germany	4.7M	3.0M	1.7M	35.6%
India	49.8M	33.7M	16.0M	32.2%
Indonesia	6.2M	3.5M	2.7M	42.9%
Italy	4.5M	3.1M	1.4M	30.7%
Japan	1.9M	1.2M	0.7M	37.0%
Netherlands	3.4M	1.8M	1.6M	47.8%
New Zealand	2.0M	1.5M	0.5M	26.4%
Norway	2.5M	1.5M	0.9M	37.7%
Pakistan	4.7M	2.7M	2.0M	42.8%
Philippines	13.4M	7.3M	6.0M	45.1%
Poland	2.8M	1.7M	1.1M	40.2%
Portugal	3.6M	2.3M	1.3M	36.1%
South Korea	17.3M	12.1M	5.2M	29.8%
Spain	1.8M	1.1M	0.7M	37.7%
Sweden	0.2M	0.1M	0.1M	44.1%
United Kingdom	8.1M	5.3M	2.8M	34.1%
USA	31.9M	19.5M	12.4M	39.0%

Filters

region	All
sub_zone	All
FY	2021

P&L by Market - 2021

All values are in USD

Country	NetSales \$	COGS	Gross Margin	Gross Margin %
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%
New Zealand	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%



Customer Discount Approval

Customer	Croma
Product(s)	P1
Date	22-07-2024

Parameters	Discount	20%	COGS	30%	Average NIP	6%	GM Target	\$1,00,000
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	30000
Net Invoice Sales	\$5,65,000	\$2,82,500	\$1,69,500
Post Discount	\$1,13,000	\$56,500	\$33,900
Net Sales	\$4,52,000	\$2,26,000	\$1,35,600
COGS	\$1,35,600	\$67,800	\$40,680
Gross Margin	\$3,16,400	\$1,58,200	\$94,920
vs Target	▲ \$2,16,400	▲ \$58,200	▼ -\$5,080