



ATLIQ HARDWARE- SALES REPORT



github.com/mk-ghosh-25










































www.linkedin.com/in/mainakghosh25



FILTERS	
region	All
market	All
division	All

Customer Net Sales Performance

All values in USD

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.42M	2.89M	10.92M	 278.08%
All-Out		0.16M	0.81M	 395.70%
Amazon	12.17M	37.51M	82.09M	 118.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	 205.98%
Atlas Stores	0.18M	0.67M	3.17M	 370.34%
AtliQ e Store	7.18M	23.67M	52.98M	 123.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	 245.77%
BestBuy	0.85M	1.77M	6.31M	 256.08%
Bou langer	0.24M	0.83M	4.07M	 392.93%
Chip 7	0.60M	1.32M	5.51M	 316.07%
Chiptec		0.42M	3.02M	 622.03%
Control	0.91M	2.20M	7.67M	 249.23%
Coolblue	0.46M	1.18M	4.25M	 260.00%
Costco	1.14M	2.75M	9.29M	 237.37%
Croma	1.67M	2.47M	7.55M	 205.11%
Currys (Dixons Carphone	0.29M	0.76M	1.87M	 146.94%
Digimarket	0.80M	1.72M	4.14M	 141.05%
Ebay	2.61M	6.27M	15.17M	 142.16%
Electricalsara Stores	0.12M	0.65M	1.85M	 185.96%
Electricalsbea Stores		0.14M	0.72M	 404.64%
Electricalslance Stores	0.10M	0.75M	2.35M	 213.34%
Electricalslytical	1.80M	2.61M	11.94M	 357.50%
Electricalsocity	2.34M	3.46M	12.42M	 258.75%
Electricalsquipo Stores	0.18M	0.68M	3.64M	 435.32%
Elite	0.42M	0.83M	4.13M	 395.52%
Elkj�p	0.46M	1.32M	5.16M	 291.90%
Epic Stores	0.41M	0.94M	4.19M	 346.06%
Euronics	0.36M	0.88M	3.90M	 344.67%
Expert	0.79M	1.77M	6.43M	 263.98%
Expression	1.65M	2.99M	9.82M	 228.24%
Ezone	1.53M	2.02M	7.92M	 291.62%
Flawless Stores	0.07M	0.46M	1.81M	 296.28%
Flipkart	2.94M	8.35M	19.29M	 131.03%
Fnac-Darty	0.54M	0.82M	2.87M	 249.77%
Forward Stores	0.56M	1.50M	4.07M	 171.97%
Girias	1.55M	2.07M	8.67M	 319.29%
Info Stores	0.07M	0.48M	1.84M	 284.09%
Insight	0.42M	1.01M	2.76M	 171.84%
Integration Stores		0.16M	1.44M	 787.19%

AtliQ Hardware



Leader	4.68M	5.97M	18.80M	<div></div>	214.81%
Logic Stores	0.17M	0.93M	4.81M	<div></div>	415.17%
Lotus	1.48M	2.11M	8.09M	<div></div>	282.61%
Neptune	0.99M	3.42M	16.11M	<div></div>	371.50%
Nomad Stores	0.53M	1.63M	4.02M	<div></div>	146.89%
Notebillig	0.25M	0.39M	1.12M	<div></div>	187.39%
Nova		0.01M	0.35M	<div></div>	2564.92%
Novus	1.87M	3.73M	9.85M	<div></div>	164.20%
Otto	0.26M	0.40M	1.20M	<div></div>	198.58%
Premium Stores	0.46M	1.10M	3.88M	<div></div>	253.09%
Propel	1.59M	2.46M	10.83M	<div></div>	340.64%
Radio Popular	0.51M	1.45M	5.27M	<div></div>	262.56%
Radio Shack	0.81M	1.75M	5.44M	<div></div>	211.51%
Reliance Digital	1.62M	2.57M	9.73M	<div></div>	277.90%
Relief	0.39M	1.01M	4.06M	<div></div>	303.57%
Sage	4.83M	6.44M	20.70M	<div></div>	221.52%
Saturn	0.23M	0.38M	1.19M	<div></div>	210.46%
Sorefoz	0.55M	1.07M	4.66M	<div></div>	333.63%
Sound	0.56M	1.67M	4.36M	<div></div>	160.26%
Staples	1.24M	2.85M	8.75M	<div></div>	206.95%
Surface Stores	0.09M	0.53M	2.12M	<div></div>	298.80%
Synthetic	1.89M	4.42M	12.19M	<div></div>	175.98%
Taobao	0.22M	1.33M	3.30M	<div></div>	148.66%
UniEuro	0.60M	1.61M	7.35M	<div></div>	357.03%
Vijay Sales	1.73M	2.15M	8.53M	<div></div>	297.78%
Viveks	1.55M	2.24M	7.78M	<div></div>	248.10%
walmart	1.26M	2.63M	9.73M	<div></div>	270.45%
Zone	0.34M	1.56M	5.26M	<div></div>	236.20%
Grand Total	87.48M	196.69M	598.88M		204.48%

FILTERS	
region	All
division	All

Market Performance vs Target

All values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%

FILTERS

region	All
division	All

Top 10 Products

All values in USD

Products	2020	2021	2021 vs 2020 (%)
AQ Electron 4 3600 Desktop Processor	3.02M	19.35M	541.26%
AQ GT 21	0.78M	4.38M	461.14%
AQ Home Allin1	0.67M	5.16M	668.99%
AQ LION x1	0.05M	0.84M	1619.49%
AQ LION x2	0.05M	0.94M	1668.87%
AQ LION x3	0.07M	1.23M	1692.25%
AQ Mx NB	0.03M	1.44M	5623.52%
AQ Pen Drive DRC	0.65M	3.81M	487.66%
AQ Smash 2	0.43M	11.21M	2489.49%
AQ Zion Saga	0.69M	3.64M	428.55%
Grand Total	6.43M	51.99M	708.04%



FILTERS	
region	All
division	All
customer	All

Top 5 Products

Products	Quantity Sold
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M

FILTERS	
region	All
division	All
customer	All

Bottom 5 Products

Products	Quantity Sold
AQ Gamer 1	51.72K
AQ GEN Z	63.06K
AQ Home Allin1	15.22K
AQ HOME Allin1 Gen 2	8.85K
AQ Smash 2	36.03K
Grand Total	174.89K



FILTERS	
region	All
division	All
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New Products-2021

All values in USD

Products	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



FILTERS	
region	All
customer	All

Top 5 Country - 2021

All values in USD

Country	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M



FILTERS	
region	All
customer	All

Division Level Report

All values in USD

Division	2020	2021	2021 vs 2020 (%)
N & S	51.38M	94.73M	<div></div> 84.38%
P & A	105.24M	338.38M	<div></div> 221.53%
PC	40.07M	165.76M	<div></div> 313.70%
Grand Total	196.69M	598.88M	204.48%