Sales Performance Insights Report (2019-2021)

This report provides an in-depth analysis of sales performance data for AtliQ Hardwares from 2019 to 2021. It covers key metrics such as year-over-year sales growth, performance against 2021 targets, and top-performing products and markets.

# 1. Sales Performance Overview

Sales have shown significant growth between 2019 and 2021. The following highlights key figures across the years:

- Total sales in 2019: 87.5M USD

- Total sales in 2020: 196.7M USD (124.8% growth compared to 2019)

- Total sales in 2021: 598.9M USD (204.5% growth compared to 2020)

Key customers driving this growth include:

- Amazon: Grew from 12.2M in 2019 to 82.1M in 2021 (218.9% increase in 2021 vs 2020)

- Acclaimed Stores: Sales reached 10.9M in 2021, showing a 378.1% growth from 2020

- BestBuy: Saw a 356.1% growth, reaching 6.3M in 2021

# 2. Sales vs Target Performance (2021)

The following section compares sales performance across various markets against 2021 targets:

- Canada: 35.1M in sales, 12.63% below the target

- India: Despite strong sales of 161.3M, fell short of the target by 5.59%

- USA: Achieved 87.8M in sales, 10.44% below the target

- Overall, total sales fell short of the 2021 target by 8.40%

# 3. Top Performing Markets and Products

Top 5 markets by sales in 2021 include:

- India: 161.3M

- USA: 87.8M

- South Korea: 49.0M

- Canada: 35.1M

- United Kingdom: 34.2M

Best-selling products in 2021 include:

- AQ Smash 2: Sales grew by 2589.5%, reaching 11.2M in 2021

- AQ Home Allin1: Achieved a growth rate of 769.0%

- AQ LION x3: Saw 1792.3% growth

- Desktop Processor: Sales reached 19.4M, a 641.3% increase

# 4. Division-wise Sales Performance (2020-2021)

Sales performance by division showed strong growth from 2020 to 2021:

- N & S Division: Sales grew from 51.4M in 2020 to 94.7M in 2021

- P & A Division: Increased from 105.2M in 2020 to 338.4M in 2021

- PC Division: Sales grew from 40.1M in 2020 to 165.8M in 2021

# 5. Conclusion

The sales performance of AtliQ Hardwares has shown tremendous growth across various regions, with notable increases in product categories and strong market performances. However, some regions did not meet their 2021 sales targets, indicating areas for improvement.