Sales Analytics Report - AtliQ Hardwares

This report provides an in-depth analysis of the sales performance of AtliQ Hardwares from 2019 to 2021. The analysis covers key customer sales trends, market performance, product performance, and division-wise sales.

# Customer Sales Analysis (2019-2021)

1. Key Customers in 2021:  
- India remains the largest market for AtliQ Hardwares, contributing $93.4M in net sales for 2021.  
- The USA follows with $51.1M, indicating strong sales performance in North America.  
- Other top contributors include South Korea ($27.9M), United Kingdom ($19.8M), and Canada ($20.2M).  
  
2. Customer Trends:  
- Amazon, a major customer, saw a sharp decline in sales by 19.9% in 2021 compared to the previous year. This significant decrease may indicate changing market dynamics or increased competition.  
- AtliQ e Store also experienced a 17.2% drop in sales, while Flipkart sales declined by 13.1%, pointing to challenges in the e-commerce segment.  
- Conversely, smaller customers like Chiptec (22.2%) and Electricalsquipo Stores (24.7%) experienced substantial sales growth, suggesting strong performance in niche markets.

# Market Performance vs. Targets (2021)

The performance of major markets in 2021 fell short of targets, highlighting significant challenges across regions. Notably:  
- India, despite leading in sales volume, missed its target by 45.3%.  
- The USA, Canada, South Korea, and the United Kingdom all missed their sales targets by over 45%, indicating underperformance on a global scale.  
Most countries recorded shortfalls in the range of 44% to 50%, showing widespread difficulty in meeting sales goals.

# Product Performance (2020 vs 2021)

Product sales exhibited notable growth in 2021 compared to 2020. The top-performing products include:  
- Desktop Processor sales surged by 42.6%.  
- AQ Qwerty experienced growth of 38.8%, indicating high demand in the computing peripherals segment.  
- Other products such as AQ Maxima Ms, AQ Clx3, and AQ Wi Power Dx3 also saw healthy growth, with increases ranging from 36% to 42%.  
The average growth rate for top products was 39.3%, underscoring a strong product portfolio performance in 2021.

# Division-wise Sales Performance

The sales performance across AtliQ’s divisions showed mixed results:  
- The PC Division saw a slight improvement in sales, growing from $90.0M in 2020 to $95.9M in 2021.  
- However, the N & S Division experienced a decline, with sales dropping from $66.1M in 2020 to $55.0M in 2021.  
The P & A Division maintained its sales performance, with minimal change between 2020 and 2021, stabilizing around $196.2M.

# Conclusion

The overall sales performance for AtliQ Hardwares presents a mixed picture. While the company saw strong growth in some products and maintained key customer relationships, it faced significant challenges in meeting sales targets across major markets. E-commerce giants like Amazon and Flipkart recorded notable declines, suggesting a potential shift in consumer preferences or competitive pressures.  
To improve future performance, AtliQ may need to focus on addressing market-specific challenges, optimizing its product portfolio, and exploring new growth opportunities in both traditional and digital sales channels.