

Filters

region	All
market	All
division	ΔΙΙ

Customer Net Sales Performance

All Values in USD

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	<mark>8</mark> 87.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	<u>515.2%</u>



Lotus	1.5 M	2.1 M	.8.1 M	382.6%
Neptune	1.0 M	3.4 M		471.5%
Nomad Stores	0.5 M	1.6 M		246.9%
Notebillig	0.2 M	0.4 M		287.4%
Nova		0.0 M		2664.9%
Novus	1.9 M	3.7 M		264.2%
Otto	0.3 M	0.4 M		298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	397.8%
Viveks	1.6 M	2.2 M	7.8 M	348.1%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
Grand Total	87.5 M	196.7 M	598.9 M	304.5%



Filters

region All division All

Market
Performance vs Target

All values in USD

Country	2019	2020	2021	2021 - Target	2021 - Target %
Australia	3.9 M	10.7 M	21.0 M	-2.2M	-10.5%
Austria		0.1 M	2.8 M	-0.3M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1M	-14.5%
China	1.4 M	5.4 M	22.9 M	-2.1M	-9.0%
France	4.0 M	7.5 M	25.9 M	-2.2M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	-1.5M	-12.7%
India	30.8 M	49.8 M	161.3 M	-9.6M	-5.9%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	-1.0M	-9.0%
Japan		1.9 M	7.9 M	-0.3M	-4 <mark>.1%</mark>
Netherlands	0.2 M	3.4 M	8.0 M	-0.7M	-8.2%
Newzealand		2.0 M	11.4 M	-1.4M	-12.3%
Norway		2.5 M	13.7 M	-1.4M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5M	-9.3%
Philiphines	5.7 M	13.4 M	31.9 M	-2.5M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	-0.9M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	-0.5M	-4 <mark>.3%</mark>
South Korea	12.8 M	17.3 M	49.0 M	-4.4M	-8.9%
Spain		1.8 M	12.6 M	-1.8M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	-0.2M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0M	-8.7%
USA	11.5 M	31.9 M	87.8 M	-10.2M	-11.7%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9M	-9.2%



region	All
division	All
customer	All

Top 10 Products *All values in USD*

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.3%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ LION x1	0.0 M	0.8 M	1619.5%
AQ LION x2	0.1 M	0.9 M	1668.9%
AQ LION x3	0.1 M	1.2 M	1692.3%
AQ Mx NB	0.0 M	1.4 M	5623.5%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Smash 2	0.4 M	11.2 M	2489.5%
AQ Zion Saga	0.7 M	3.6 M	428.5%
Grand Total	6.4 M	52.0 M	708.0%



region	All	Division Level Report
customer	All	All values in USD

Division	2020	2021	2021 vs 2020
N&S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
Grand Total	196.7 M	598.9 M	204.5%



Filters

region	All
division	All
customer	All

Products 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

All values in USD

Filters

region	All
division	All
customer	All

 Products
 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

All values in USD



region	All
division	All
customer	All

New Products - 2021
All values in USD

Products	2021
AQ Clx3	4.4 M
AQ Electron 3 3600 Desktop Processor	14.2 M
AQ Gen Y	19.5 M
AQ GEN Z	11.7 M
AQ HOME Allin1 Gen 2	3.5 M
AQ Lumina Ms	4.2 M
AQ Marquee P3	4.9 M
AQ Marquee P4	1.7 M
AQ Maxima Ms	13.7 M
AQ MB Lito	2.8 M
AQ MB Lito 2	2.3 M
AQ Qwerty	22.0 M
AQ Qwerty Ms	15.4 M
AQ Trigger	20.7 M
AQ Trigger Ms	17.9 M
AQ Wi Power Dx3	17.2 M
Grand Total	176.2 M



region	All
customer	All

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

Top 5 Countries - 2021 *All values in USD*



Filters

market	All
region	All
division	All
customer	All

P & L By Fiscal Year

All Values in USD

Note: 20 vs 21 is not a part of Pivot Table

Fiscal Years

Metrics	2019	2020	2021	20 vs 21
net_sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



Filters

FY

All market All region All division customer All

P & L

By Months(Quarterly)
All Values in USD
Note: 20 vs 21 is not a part of Pivot Table 2019

Quarters

	Q1				Q2			Q3				Q4			Grand Total
Metrics	Sep	(Oct	Nov	Dec	Jan	Feb	Mar	Apr		May	Jun	Jul	Aug	
net_sales	(6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.	4M	6.3M	6.5M	6.2M	6.51	6.3M	87.5M
COGS	3	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.	8M	3.7M	3.8M	3.6M	3.81	1 3.7M	51.2M
Gross margin	2	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.	7M	2.6M	2.6M	2.6M	2.71	1 2.6M	36.2M
GM %	4	0.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.	.5%	41.4%	40.8%	42.0%	41.59	6 41.4%	41.4%

Note: Do not modify the pivot table

All market region division All

customer All By Months(Quarterly)

FY 2020 All Values in USD

Note: 20 vs 21 is not a part of Pivot Table

Quarters

	Q1				Q2			Q3			Q4			Grand Total
Metrics	Sep		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
net_sales		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
GM %		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%

All market region division All

P & L

All By Months(Quarterly) customer

FY 2021

All Values in USD

Note: 20 vs 21 is not a part of Pivot Table

Quarters

	Q1				Q2			Q3			Q4			Grand Total
Metrics	Sep		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
net_sales		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
GM %		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

21 vs 20	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%
20 vs 19	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%



Filters

region All P&L
sub_zone All for Markets
FY 2021 All Values in USD

Market	Net Sales	cogs	Gross margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philiphines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%



GM% by Quarters (sub_zone)

Filters

FY 2019

GM %	Quarters				
Sub_Zone	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%

FY 2020

GM %	Quarters				
Sub_Zone	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%

FY 2021

GM %	Quarters				
Sub_Zone	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%