



AtliQ HardWares Sales And Finance Analytics

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AtliQ HardWares

FILTER

region All

market All

division All































Customer



Net Sales Performance

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

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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%
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%

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FILTER

region All

division All

Market Performance vs Target

All Values are in USD

Country	2019	2020	2021	2021-target	target%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

AtliQ HardWares







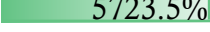

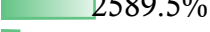

What are the top 10 products based on the percentage increase in their net sales from 2020 to 2021?

Top 10 Products

FILTER

customer

All

products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Deskt	3.0M	19.4M	 641.3%
AQ GT 21	0.8M	4.4M	 561.1%
AQ Home Allin1	0.7M	5.2M	 769.0%
AQ LION x1	0.0M	0.8M	 1719.5%
AQ LION x2	0.1M	0.9M	 1768.9%
AQ LION x3	0.1M	1.2M	 1792.3%
AQ Mx NB	0.0M	1.4M	 5723.5%
AQ Pen Drive DRC	0.6M	3.8M	 587.7%
AQ Smash 2	0.4M	11.2M	 2589.5%
AQ Zion Saga	0.7M	3.6M	 528.5%
Grand Total	6.4M	52.0M	808.0%

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Generate a "Division" report to present the net sales data for 2020 and 2021, along with the growth percentage?

FILTER

market	All	Divison level report
region	All	

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%

AtliQ HardWares

Which products are ranked in the top 5 and bottom 5 in terms of quantity sold?

FILTER		Top 5 Products
region		All
market		All
division		All

Product	Sum of Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 M	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1	4.1M
Grand Total	19.0M

Bottom 5 Products

FILTER	
region	All
division	All
market	All

Product	Sum of Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K

AtliQ HardWares

What are the new products that Atliq began selling in 2021?

New Products 2021

FILTER

region All

market All

division All

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

AtliQ HardWares

What are the top 5 countries in terms of net sales in 2021?

FILTER **Top 5 Countries net sales 2021**

region	All
division	All

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

AtliQ HardWares

FILTER

region All
market All
division All

P&L by Fiscal Year

NOTE:2021 vs 2020 is not part of pivot table

All values are in USD

Metrics	Fiscal Years			2021 vs 2020
	2019	2020	2021	
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%

AtliQ HardWares

FILTER

region All
market All
division All
customer All
FY Year 2019

P&L by Fiscal Months

NOTE: Do not modify Pivot table

All values are in USD

Metrics	Quarters											
	Q1				Q2				Q3			
	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	6.5M	6.3M
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
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
Gm%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%

region All
market All
division All
customer All
FY Year 2020

P&L by Fiscal Months

Metrics	Quarters											
	Q1				Q2				Q3			
	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
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
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
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%

AtliQ HardWares

region	All
market	All
division	All
customer	All
FY Year	2021

P&L by Fiscal Months

Metrics	Quarters			Q2	Jan	Feb	Q3	Apr	May	Q4	Jul	Aug
	Q1	Oct	Nov									
	Sep			Dec			Mar			Jun		
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
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
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
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%

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%
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%