



SALES REPORT ANALYSIS

FILTERS

market	All
division	All
region	All

Customer Net Sales

Performance Report

All Values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulangier	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsocity	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkj�p	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%

AtliQ Hardwares



Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%
Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
Grand Total	87.5M	196.7M	598.9M	304.48%


FILTERS

division	All
region	All

Market
Performance vs Target Report

All Values are in USD

Country	2019	2020	2021	2021 - target	21- target in %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.40%

**FILTERS**

division	All
customer	All
region	All

TOP**10****Products**

All Values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
Grand Total	6.4M	52.0M	808.04%



FILTERS

customer	All
region	All

Division
Level
Report

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	184.38%
P & A	105.2M	338.4M	321.53%
PC	40.1M	165.8M	413.70%
Grand Total	196.7M	598.9M	304.48%



FILTERS	
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Products	Qty 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	19.0M

TOP
5
Products by Qty
All Values are in USD

FILTERS	
division	All
customer	All
region	All

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

BOTTOM
5
Products by Qty
All Values are in USD



FILTERS	
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NEW Products 2021

All Values are in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		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



FILTERS

division	All
region	All

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

TOP 5 Countries
by Net Sales in 2021

All Values are in USD