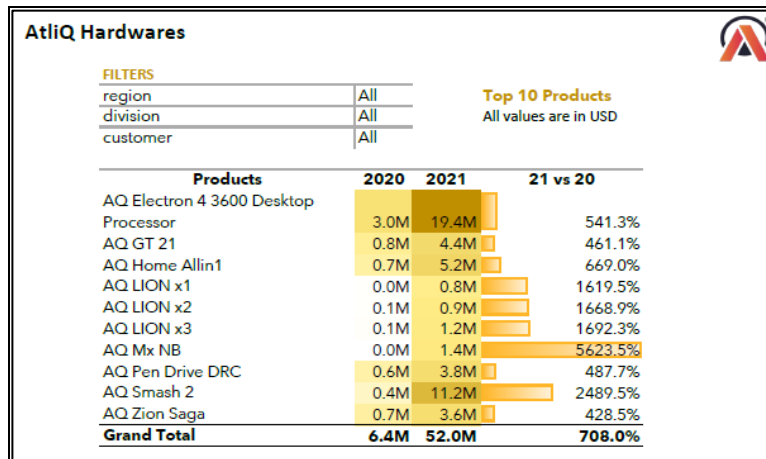


The report provides a comprehensive overview of AtliQ Hardwares' performance across various products, divisions, and regions for the years 2020 and 2021.

Key highlights include:

1. Product Performance:



- Significant growth in sales for several products from 2020 to 2021, with notable increases in products like AQ Smash 2 (2489.5%) and AQ Mx NB (5623.5%).
- The total sales for the top 10 products increased from \$6.4M in 2020 to \$52.0M in 2021, a 708.0% increase.

2. Top and Bottom Products

AtliQ Hardwares

FILTERS

region	All
division	All
customer	All

Products

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	19000112

Top 5 Products

Bottom 5 Products

FILTERS

region	All
division	All
customer	All

Products

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	174887

- Also providing Top 5 and Bottom 5 Products based on filter selection

3. Division Performance:

AtliQ Hardwares			
FILTERS region <input type="text" value="All"/> customer <input type="text" value="All"/>		Division Level Report All values are in USD	
Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%


- The PC division saw a substantial increase in sales, growing from \$40.1M in 2020 to \$165.8M in 2021, a 313.7% increase.
- The overall sales across all divisions increased from \$196.7M in 2020 to \$598.9M in 2021, a 204.5% increase.

4. New Products:

AtliQ Hardwares		
FILTERS region <input type="text" value="All"/> division <input type="text" value="All"/> customer <input type="text" value="All"/>		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

- Several new products were introduced in 2021, contributing significantly to the sales, with products like AQ Qwerty (\$22.0M) and AQ Trigger (\$20.7M) leading the way.
- The total sales from new products in 2021 amounted to \$176.2M.

5. Regional Performance:

AtliQ Hardwares		
FILTERS		Top 5 Country - 2021 All values are in USD
region	All	
customer	All	
Country	2021	
Canada	35.1M	
India	161.3M	
South Korea	49.0M	
United Kingdom	34.2M	
USA	87.8M	
Grand Total	367.2M	

- India was the top-performing country in 2021 with sales of \$161.3M, followed by the USA (\$87.8M) and South Korea (\$49.0M).
- The total sales across the top 5 countries in 2021 amounted to \$367.2M.

Overall, the report indicates a strong growth trajectory for AtliQ Hardwares, with significant increases in sales across various products, divisions, and regions from 2020 to 2021.