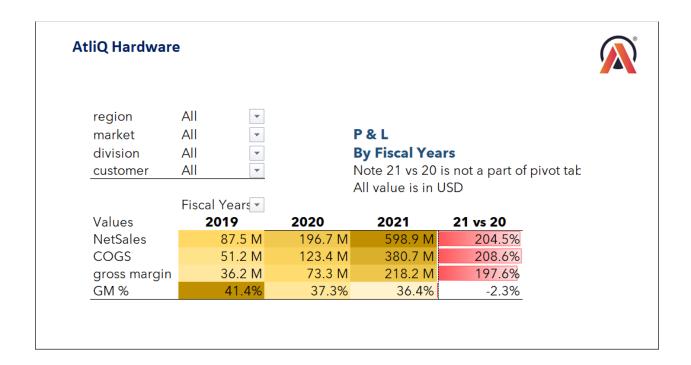
AtliQ Hardware, focusing on the P&L (Profit & Loss) by Fiscal Years (2019–2021) with a comparison column for 2021 vs 2020.



Key Highlights:

- **Q** Net Sales grew 204.5% from 2020 to 2021, indicating aggressive revenue expansion.
- **COGS** increased by **208.6**%, in line with sales growth, suggesting higher production or supply chain costs.
- Gross Margin also grew by 197.6%, nearly 3x compared to the previous year.
- However, **Gross Margin % dropped slightly** (from 37.3% to 36.4%), showing slight profitability pressure despite growth.

- In 2021, Net Sales increased significantly (\$598.9M, up 204.5% from 2020), but the Gross Margin % dropped from 37.3% to 36.4%.

 Why did GM% decrease despite strong sales?
- A This means the cost of producing/selling goods rose faster than revenue, cutting into the profit per unit.

\(\lambda \) Interpretation:

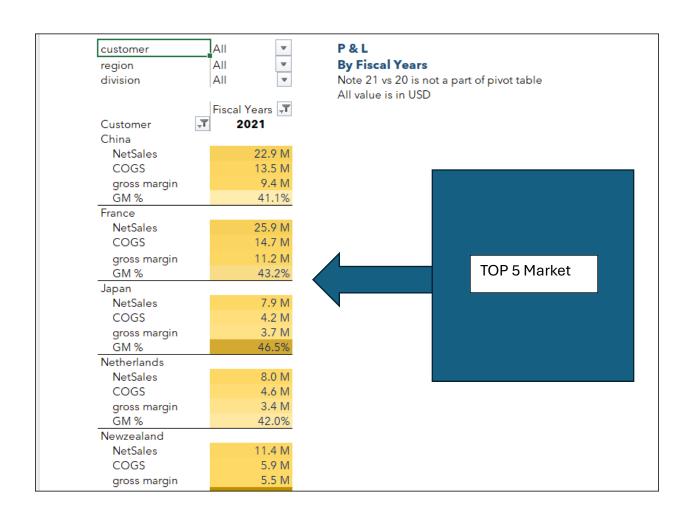
- 41.4% GM% means that for every \$100 earned in sales, the company kept \$41.40 as gross profit (before deducting operating expenses, taxes, etc.).
- A higher GM% is generally better it indicates better profitability and cost control.

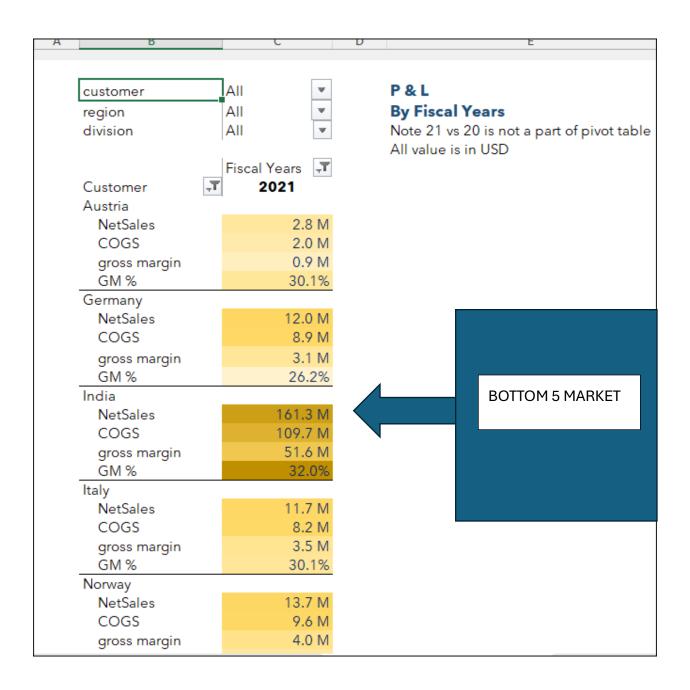
Division wise P & L:

✓ Insight:

PC division performed well as per the data.

AtliQ Hardware P&L ΑII region market ΑII By Fiscal Years ΑII Note 21 vs 20 is not a part of pivot table customer All value is in USD Fiscal Years 2019 2020 2021 Customer 21 vs 20 N & S NetSales 30.0 M 51.4 M 94.7 M 84.4% COGS 17.8 M 32.5 M 59.9 M 84.7% 18.9 M 34.8 M 83.8% gross margin 12.2 M GM% 40.7% 36.8% -0.3% 36.7% P & A 105.2 M 338.4 M NetSales 40.1 M 221.5% COGS 23.3 M 65.9 M 215.2 M 226.7% 39.4 M 123.2 M 212.8% gross margin 16.8 M 37.4% 36.4% -2.7% GM % 41.9% PC NetSales 40.1 M 165.8 M 313.7% 17.4 M COGS 25.1 M 321.4% 10.2 M 105.6 M 15.0 M 60.2 M 300.9% gross margin 7.2 M GM % 41.5% 37.4% 36.3% -3.1% Total NetSales 87.5 M 196.7 M 598.9 M 204.5% **Total COGS** 51.2 M 123.4 M 208.6% 380.7 M Total gross margin 36.2 M 73.3 M 218.2 M 197.6% Total GM % 41.4% 37.3% 36.4% -2.3%





Profit & Loss (P&L) report by fiscal year 2019, broken down monthly by quarters (Q1 to Q4).

Insights from the Table:

1. Sales Performance:

- o Peak sales occurred in December (\$11.4M) and November (\$10.7M).
- Lowest sales were in February and January (\$6.1M-\$6.5M).

2. Gross Margin %:

- o Remains relatively stable around 41% to 42%, which is healthy.
- Highest GM%: October and June (42.0%).
- Lowest GM%: May (40.8%) still consistent, but slightly down.

3. Consistency:

- NetSales and COGS both show a recurring pattern across months, suggesting consistent performance.
- Gross Margin (in dollars) is tightly aligned with sales volume, indicating stable pricing and cost management.

Business Interpretation:

- The company performs strongest during Q2 (Oct–Dec), suggesting a seasonal trend (possibly due to holidays or fiscal cycle).
- Gross Margins are well-managed, with no drastic fluctuations, indicating stable operations and pricing strategy.
- This report could be used to forecast, budget, or compare performance across fiscal years.

customer	All	-										
FY	2019	. T										
market	All	•	P & L									
region	All	~	By Fisca	al Years								
division	All	-	Note 21	vs 20 is not	a part of p	ivot table						
			All value	is in USD								
	Fiscal \	*										
	■Q1			■Q2			■ Q3			■Q4		
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
NetSales	6.5	M 8.0	M 10.7 M	1 11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M
COGS	3.8	M 4.7	M 6.3 N	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M
gross margin	2.6	M 3.4	M 4.5 N	1 4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M
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%

Comparison of P&L (Profit & Loss) data across Fiscal Years 2020 and 2021, broken down by months and quarters. Here's a detailed comparison between FY 2020 and FY 2021:

\bigcirc Overall Trends:

Metric	FY 2020	FY 2021	
Net Sales	Generally lower (2.1M to 29.9M)	Significantly higher (44.0M to 78.1M)	Huge sales growth in 2021
cogs	Ranges from 1.3M to 18.9M	Much higher (26.4M to 34.7M)	COGS increased due to higher sales
Gross Margin	Peaks at 11.0M	Peaks at 28.3M	More than double gross margin in 2021
GM %	~37%–38% (consistent)	Slightly lower (~36.3%–36.7%)	Margins dropped slightly

And finally net sales comparison:

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Month	21 vs 20	20 vs 19	Insights
Sep-Feb (Q1	~259%–	~256%–	Very high YoY growth both years, indicating a major jump from FY19 onwards
& Q2)	264%	267%	
Mar (Q3)	2081.6%	32.9%	Massive spike in FY21 likely due to extremely low sales in Mar 2020 (pandemic impact)
Apr–May	561.2%,	122.7%,	Strong rebound in FY21 after lockdown lows in FY20
(Q3/Q4)	447.0%	153.1%	

Jun-Aug (Q4) ~260-278% ~240-262% Sustained high growth in FY21 vs both previous years

Net sales	Q1			Q2			Q3			Q4		
comparrision	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
21 vs 20	262.1%	264.7%	259.1%	261.0%	261.4%	262.5%	2081.6%	561.2%	447.0%	278.6%	273.9%	260.3%
20 vs 19	264.6%	256.6%	267.3%	261.5%	262.8%	262.0%	32.9%	122.7%	153.1%	240.7%	248.0%	262.0%

customer FY	AII v						,					
market	All 💌		P&L									
region	All 💌		By Fiscal									
division	AⅡ		Note 21 vs All value is	20 is not a in USD	part of piv	ot table						
	Fiscal Y ▼			■ Q2			■ O3			■ O4		
Values		Oct	Nov		Jan	Feb		Apr	May	Jun	Jul	Aug
NetSales	17.1 M	20.6 M				15.9 M				14.9 M	16.1 M	16.5 M
COGS	10.6 M	12.8 M	18.1 M			9.9 M	1.3 M		6.2 M	9.3 M	10.2 M	10.5 M
	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M
gross margin	0.5 W											
gross margin GM % customer	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%
GM %	37.8%		P & L By Fiscal	Years 20 is not a		ot table	□ Q3	37.7%	37.5%	37.3%	36.7%	36.8%
GM % customer FY market region division	37.8% AII 2021 AII AII AII Fiscal Y Q1 Sep	37.8% Oct	P & L By Fiscal Note 21 vs All value is	Years 20 is not a in USD Q2 Dec	ı part of piv Jan	ot table Feb	■ Q3 Mar	Apr	May	■ Q4 Jun	Jul	Aug
GM % customer FY market region division Values NetSales	37.8% AII 2021 AII AII AII Fiscal Y Q1 Sep 44.8 M	37.8% Oct 54.6 M	P & L By Fiscal Note 21 vs All value is Nov 74.3 M	Years 20 is not a 3 in USD Q2 Dec 78.1 M	part of piv Jan 44.8 M	ot table Feb 41.8 M	■ Q3 Mar 44.0 M	Apr 43.5 M	May 44.4 M	■ Q4 Jun 41.5 M	Jul 44.0 M	Aug 43.0 M
GM % customer FY market region division Values NetSales COGS	37.8% A	37.8% Oct 54.6 M 34.7 M	P & L By Fiscal Note 21 vs All value is Nov 74.3 M 47.4 M	Years 20 is not a 3 in USD Q2 Dec 78.1 M 49.8 M	Jan 44.8 M 28.4 M	ot table Feb 41.8 M 26.5 M	■ Q3 Mar 44.0 M 28.0 M	Apr 43.5 M 27.7 M	May 44.4 M 28.1 M	■ Q4 Jun 41.5 M 26.4 M	Jul 44.0 M 28.0 M	Aug 43.0 M 27.4 M
GM % customer FY market region division Values NetSales	37.8% AII 2021 AII AII AII Fiscal Y Q1 Sep 44.8 M	37.8% Oct 54.6 M	P & L By Fiscal Note 21 vs All value is Nov 74.3 M 47.4 M 27.0 M	Years 5 20 is not a 5 in USD □ Q2 Dec 78.1 M 49.8 M 28.3 M	part of piv Jan 44.8 M	ot table Feb 41.8 M	□ Q3 Mar 44.0 M 28.0 M 16.0 M	Apr 43.5 M 27.7 M 15.8 M	May 44.4 M 28.1 M 16.3 M	■ Q4 Jun 41.5 M 26.4 M 15.1 M	Jul 44.0 M 28.0 M 16.0 M	Aug 43.0 M