

Sales Analysis

Reports

Data Analysis Bootcamp



AtliQ Hardwares

Key Highlights: -

- 1) Customer Performance Analysis
- 2) Market Performance vs Target Analysis
- 3) New products launched in 2021



Filters

region	All
market	All
division	All

**Customer
Performance Report
All Values in USD**

Customer	2019	2020	2021	20 VS 21
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
AltiQ Exclusive	1.5M	2.1M	8.3M	399.55%
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	8.1M	15.6M	52.8M	338.61%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	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%
Elkjøp	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%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%

AtliQ Hardwares



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

region	All
division	All

Market Performance

VS Targets

All Values in USD

Markets	2019	2020	2021	2021 - Targets	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



Filters

region	All
division	All
customer	All

New Products - 2021
Net Sales Report
All Values in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600		14.2M
Desktop Processor		
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