

# INSIGHTS FROM SALES

## ANALYTICS



These insights provide a snapshot of “AtliQ Hardwares” sales performance over the years, highlighting top performers, growth trends, market-specific challenges, and opportunities for improvement. Analyzing these insights can help the company make informed decisions to enhance its sales strategy and overall performance

### Customer Net Sales Performance (2019-2021):

1. Top Performers: Customers like Amazon, AtliQ e Store, and AtliQ Exclusive have shown significant growth in net sales, indicating strong market presence and customer loyalty.
2. Overall Growth: The company experienced substantial overall growth in net sales from 2019 to 2021, with a remarkable 304.5% increase. This indicates a positive sales trajectory.
3. Diverse Customer Portfolio: AtliQ Hardwares serves a wide range of customers, each contributing differently to its net sales performance. Diversification can be a strength for the company.
4. Market Expansion: Some customers, such as Integration Stores and Nova, showed extraordinary growth rates in 2021, suggesting potential expansion opportunities in specific markets.
5. Year-over-Year Growth: Most customers witnessed significant year-over-year growth in 2021, reflecting a strong recovery or market expansion after the challenges of 2020.

### Market Performance vs Target (2019-2021):

1. Target vs. Actual Performance: Several countries, including Australia, Canada, and South Korea, did not meet their net sales targets in 2021. Understanding the reasons for this variance is crucial for improving performance.
2. Negative Variances: India had a negative variance of -9.6M in 2021, indicating that net sales fell short of the target. Exploring the Indian market's challenges and opportunities is essential.
3. Positive Variances: Some countries, like China and the USA, outperformed their targets, demonstrating potential growth markets.

4. Overall Impact: Despite the challenges, the company's overall net sales performance in 2021 exceeded the target by 9.2%, indicating resilience and adaptability in a changing market.