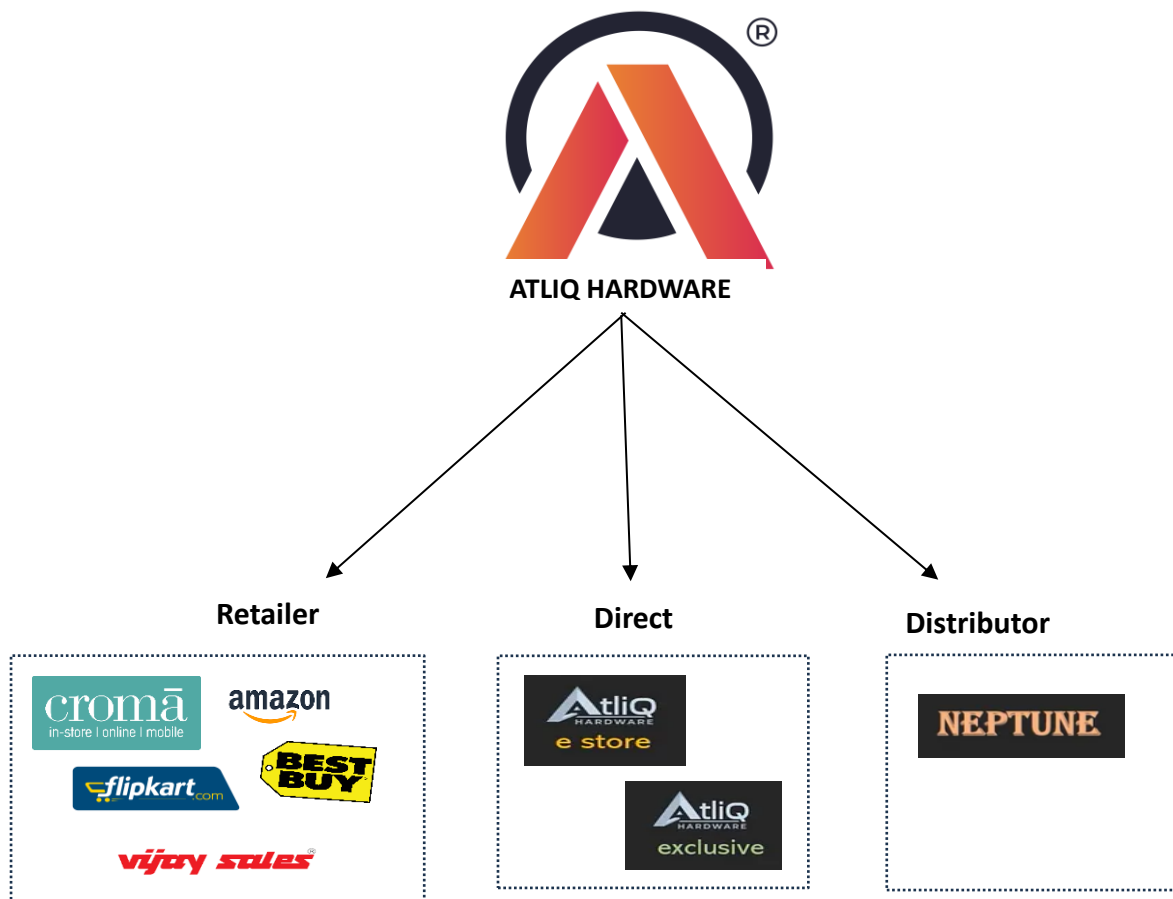


Atliq Hardwares

Atliq Hardwares is a company that specializes in the retail of hardware, encompassing a wide array of products such as personal computers, mouse, printers and a variety of other peripheral devices. Their diverse product portfolio caters a broad spectrum of clientele. They engage in the production of these hardware goods and employ intermediaries to facilitate their distribution. These intermediaries include both physical retail giants like Croma and Best Buy, as well as prominent online marketplaces like Flipkart and Amazon. These intermediaries, in turn, act as the bridge to connect these products with the end consumers, effectively reaching the general public.

Atliq Hardware Business Model



Problem Statement –

To develop an interactive business intelligence, Sales and Finance Analytics Report, aiming at extracting decision making insights for well-articulated strategies at Atliq Hardwares.

➤ **Sales Analytics report**

The Sales Analytics report's, primary goal is to provide a comprehensive insight into critical aspects for informed business operations. This Sales Analytics report equips us with essential insights to inform and drive business decisions effectively. Here is a compilation of the Sales Analytics Report tailored for Atliq Hardware.


1. To identify the top 10 products with the highest percentage increase in net sales between FY-2020 and FY-2021, showcasing growth opportunities.
2. Detailed breakdown of net sales for FY-2020 and FY-2021, along with corresponding growth percentages by division.
3. Highlighting the top 5 performers and bottom 5 for those the sales strategy needs to be revisited.
4. To specify new added products to the portfolio in FY-2021.
5. Determining the top 5 contributing countries to our net sales in FY-2021, aiding strategic resource allocation.



➤ **Finance Analytics Report**

Financial reports are indispensable tools for a comprehensive assessment of economic trends, the formulation of effective financial strategies, and the establishment of robust long-term business plans. Furthermore, they provide a solid basis for budgeting, allowing for meaningful performance benchmarking against industry peers along with the robust business plans they help is making the business more agile towards frequently changing demands around the world. A customized financial report designed specifically for Atliq Hardware.




1. Detailed report for customers Net sales performance
2. Comprehensive comparison between market performance and sales targets, providing a detailed assessment of how well the company's sales efforts align with its market dynamics and goals.
3. A comprehensive Profit and Loss (P&L) report bifurcated by fiscal year, offering a detailed breakdown of the financial performance over each accounting period.
4. An elaborated analysis and comparison of the Profit and Loss (P&L) reports for each quarter, providing a comprehensive view of financial performance trends throughout the different quarters.
5. Profit and Loss (P&L) report segmented by market, offering a of financial performance breakdown specific to each market.
6. Quarterly GM% analyzed by sub-zones, providing a refined understanding of profitability within distinct geographies.



INSIGHTS DERIVED

Customer Net Sales Performance: This report highlights a significant growth trajectory spanning from 2019 to 2021, marked by a surge of whopping 304% in 2021 compared to the preceding year. Amazon securing the top spot in terms of annual net sales for the FY-2021. 


Top 10 Products: This report showcases the exceptional performance of the top ten products, which have demonstrated consistent growth from 2020 to 2021, marked by an upward trajectory . Notably, AQ Electron 4 3600 Desktop processor retained its position as the best-selling product for both 2020 and 2021, solidifying its status as the top performer .

Market Performance vs Target: Comprehensive comparison between market performance and sales targets, providing a detailed assessment of how well the company's sales efforts align with its market dynamics and goals in the following years.

New Products 2021: In the year 2021, the company introduced 16 new products (, , , ...) to its portfolio, and almost all of them achieved remarkable response from the customer, making a substantial contribution to the company's revenue growth. Notably, AQ Qwerty emerged as the standout revenue generator among them.


Top 5 Countries -2021: India leads with the highest net sales , soaring to an impressive 161.3 million\$, showcasing robust market performance. The USA and South Korea resulted into a top priority market generating 87.8 million\$ and 49.0 million\$ respectively. Following closely, the United Kingdom and Canada being among the top markets with 34.2 million\$ and 35.1 million\$ in net sales. 

Top 5 and Bottom 5 products (Unit sold): Identifying the top 5 performers where "AQ Gamers Ms" and "AQ Master wired x1 Ms" have consistently outperformed the market expectations and bottom 5 performers, where "AQ Home Allin1 Gen 2" being a least performer, a re-evaluation of the sales strategy is necessary.

Division Level report: The "PC" division has displayed the most remarkable growth , achieving a staggering increase of 313.7% in net sales, surging from 40.1 million\$ in 2020 to an impressive 165.8 million\$ in 2021.

Profit and Loss (P&L) reports by Fiscal Year & Months: Conducted a comprehensive analysis of critical metrics, including net sales, cost of goods sold (COGS), Gross Margin, and GM%, offering a detailed breakdown of the financial performance over each accounting period.

Profit and Loss (P&L) reports by Markets: New Zealand and Japan are at the forefront, with the highest Gross Margins (GM%) with impressive figures of 48.23% and 46.52%, respectively. Contradictory to which, Germany trails behind with the lowest GM% of 26.18%, signalling a clear room for improvement of cost management strategies.

Gross Margin % by Quarter: ANZ's gross margin experienced a decline from 42.6% in FY 2019 to 38.3% in FY 2021, potentially signalling a requirement for profit enhancement measures. Meanwhile, North American subzone consistently maintained a robust and stable GM% of around 35.4% throughout the same period. These trends provide valuable insights for regional profitability analysis and strategic decision-making. 

FILTERS

region	All
market	All
division	All

Customer

Net Sales Performance

All Values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkj�p	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%



Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%

FILTERS

region	All
division	All

Market

Performance vs Target

All Values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



FILTERS

region	All
division	All

Top
10 Products
All Values in USD

Product	2020	2021	2021 vs 2020
AQ Mx NB	0.0M	1.4M	5624%
AQ Smash 2	0.4M	11.2M	2489%
AQ LION x3	0.1M	1.2M	1692%
AQ LION x2	0.1M	0.9M	1669%
AQ LION x1	0.0M	0.8M	1619%
AQ Home Allin1	0.7M	5.2M	669%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541%
AQ Pen Drive DRC	0.6M	3.8M	488%
AQ GT 21	0.8M	4.4M	461%
AQ Zion Saga	0.7M	3.6M	429%
Grand Total	6.4M	52.0M	708%



FILTERS

region	All
customer	All

Division
Level Report
All Values in USD

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	<div><div></div></div> 84.38%
P & A	105.2M	338.4M	<div><div></div></div> 221.53%
PC	40.1M	165.8M	<div><div></div></div> 313.70%
Grand Total	196.7M	598.9M	204%



FILTERS

region	All
division	All
customer	All

Top 5 Products

All Values in USD

Products	Sum of Qty
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
Grand Total	19.0M

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

All Values in USD

Products	Sum of Qty
AQ GEN Z	63.1K
AQ Gamer 1	51.7K
AQ Smash 2	36.0K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
Grand Total	174.9K



FILTERS

region	All
customer	All

Top 5

Counties

All Values in USD

Country	2021
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
Philippines	31.9M
France	25.9M
China	22.9M
Australia	21.0M
Indonesia	18.4M
Norway	13.7M
Spain	12.6M
Germany	12.0M
Portugal	11.8M
Italy	11.7M
Newzealand	11.4M
Netherlands	8.0M
Japan	7.9M
Bangladesh	7.0M
Pakistan	5.7M
Poland	5.2M
Austria	2.8M
Sweden	1.8M
Grand Total	598.9M



FILTERS

market All
region All
customer All

P & L

By Fiscal Years

All Values in USD

Note: 21vs 20 is not the part of pivot table

	Fiscal Years				
Customer	2019	2020	2021		21 vs 20
N & S					
Net Sales	30.0M	51.4M	94.7M	<div></div>	84.38%
COGS	17.8M	32.5M	59.9M	<div></div>	84.71%
Gross Margin	12.2M	18.9M	34.8M	<div></div>	83.81%
GM %	40.73%	36.83%	36.72%		-0.31%
P & A					
Net Sales	40.1M	105.2M	338.4M	<div></div>	221.53%
COGS	23.3M	65.9M	215.2M	<div></div>	226.73%
Gross Margin	16.8M	39.4M	123.2M	<div></div>	212.84%
GM %	41.92%	37.43%	36.42%		-2.70%
PC					
Net Sales	17.4M	40.1M	165.8M	<div></div>	313.70%
COGS	10.2M	25.1M	105.6M	<div></div>	321.37%
Gross Margin	7.2M	15.0M	60.2M	<div></div>	300.88%
GM %	41.49%	37.45%	36.29%		-3.10%
Total Net Sales	87.5M	196.7M	598.9M	<div></div>	204.48%
Total COGS	51.2M	123.4M	380.7M	<div></div>	208.59%
Total Gross Ma	36.2M	73.3M	218.2M	<div></div>	197.55%
Total GM %	41.43%	37.28%	36.43%		-2.27%



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L

By Fiscal Years

All Values in USD

Note: 21vs 20 is not the part of pivot table

Note: Do not modify the pivot table

	Fiscal Years												Grand Total
Metrics	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
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%	41.4%

region	All
market	All
division	All
customer	All
FY	2020

P & L

By Fiscal Years

All Values in USD

Note: 21vs 20 is not the part of pivot table

	Fiscal Years												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region	All
market	All
division	All
customer	All
FY	2021

P & L

By Fiscal Years

All Values in USD

Note: 21vs 20 is not the part of pivot table

	Fiscal Years												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales

Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

**FILTERS**

region All
 sub_zone All
 FY 2021

P & L**By Markets**

All Values in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%
Grand Total	598.88M	380.71M	218.16M	36.43%

GM% by Quarters(sub_zone)

FILTERS

FY 2019

GM %	Fiscal Years				
Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FILTERS

FY 2020

GM %	Fiscal Years				
Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FILTERS

FY 2021

GM %	Fiscal Years				
Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%



FILTERS

region	All
division	All
customer	All

New Products-2021

All Values in USD

Product	2020	2021
AQ Marquee P4		1.68M
AQ Maxima Ms		13.66M
AQ Electron 3 3600 Desktop Processor		14.21M
AQ MB Lito		2.85M
AQ GEN Z		11.70M
AQ MB Lito 2		2.29M
AQ Lumina Ms		4.21M
AQ Qwerty		21.98M
AQ Clx3		4.39M
AQ Qwerty Ms		15.41M
AQ HOME Allin1 Gen 2		3.51M
AQ Trigger		20.74M
AQ Gen Y		19.52M
AQ Trigger Ms		17.90M
AQ Marquee P3		4.86M
AQ Wi Power Dx3		17.25M
Grand Total		176.2M