



Atliq

Hardware

Sales Report
2019-2021

AtliQ Hardwares



FILTERS	
region	All
market	All
division	All

Customer Net Sales Performance

Customer	2019	2020	20221	2021 vs 2020
Acclaimed Stores	1.42M	2.89M	10.92M	378.08%
All-Out		0.16M	0.81M	495.70%
Amazon	12.17M	37.51M	82.09M	218.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	305.98%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
Atliq e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
BestBuy	0.85M	1.77M	6.31M	356.08%
Boulanger	0.24M	0.83M	4.07M	492.93%
Chip 7	0.60M	1.32M	5.51M	416.07%
Chiptec		0.42M	3.02M	722.03%
Control	0.91M	2.20M	7.67M	349.23%
Coolblue	0.46M	1.18M	4.25M	360.00%
Costco	1.14M	2.75M	9.29M	337.37%
Croma	1.67M	2.47M	7.55M	305.11%
Currys (Dixons Carphon	0.29M	0.76M	1.87M	246.94%
Digimarket	0.80M	1.72M	4.14M	241.05%
Ebay	2.61M	6.27M	15.17M	242.16%
Electricalsara Stores	0.12M	0.65M	1.85M	285.96%
Electricalsbea Stores		0.14M	0.72M	504.64%
Electricalslance Stores	0.10M	0.75M	2.35M	313.34%
Electricalslytical	1.80M	2.61M	11.94M	457.50%
Electricalsociety	2.34M	3.46M	12.42M	358.75%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.32%
Elite	0.42M	0.83M	4.13M	495.52%
Elkjøp	0.46M	1.32M	5.16M	391.90%
Epic Stores	0.41M	0.94M	4.19M	446.06%
Euronics	0.36M	0.88M	3.90M	444.67%
Expert	0.79M	1.77M	6.43M	363.98%
Expression	1.65M	2.99M	9.82M	328.24%
Ezone	1.53M	2.02M	7.92M	391.62%
Flawless Stores	0.07M	0.46M	1.81M	396.28%
Flipkart	2.94M	8.35M	19.29M	231.03%
Fnac-Darty	0.54M	0.82M	2.87M	349.77%
Forward Stores	0.56M	1.50M	4.07M	271.97%
Girias	1.55M	2.07M	8.67M	419.29%
Info Stores	0.07M	0.48M	1.84M	384.09%
Insight	0.42M	1.01M	2.76M	271.84%
Integration Stores		0.16M	1.44M	887.19%
Leader	4.68M	5.97M	18.80M	314.81%
Logic Stores	0.17M	0.93M	4.81M	515.17%

AtliQ Hardwares



Lotus	1.48M	2.11M	8.09M	<div style="width: 100%;"> </div>	382.61%
Neptune	0.99M	3.42M	16.11M	<div style="width: 100%;"> </div>	471.50%
Nomad Stores	0.53M	1.63M	4.02M	<div style="width: 100%;"> </div>	246.89%
Notebillig	0.25M	0.39M	1.12M	<div style="width: 100%;"> </div>	287.39%
Nova		0.01M	0.35M	<div style="width: 100%; background-color: #ffccbc;">2664.92%</div>	
Novus	1.87M	3.73M	9.85M	<div style="width: 100%;"> </div>	264.20%
Otto	0.26M	0.40M	1.20M	<div style="width: 100%;"> </div>	298.58%
Premium Stores	0.46M	1.10M	3.88M	<div style="width: 100%;"> </div>	353.09%
Propel	1.59M	2.46M	10.83M	<div style="width: 100%;"> </div>	440.64%
Radio Popular	0.51M	1.45M	5.27M	<div style="width: 100%;"> </div>	362.56%
Radio Shack	0.81M	1.75M	5.44M	<div style="width: 100%;"> </div>	311.51%
Reliance Digital	1.62M	2.57M	9.73M	<div style="width: 100%;"> </div>	377.90%
Relief	0.39M	1.01M	4.06M	<div style="width: 100%;"> </div>	403.57%
Sage	4.83M	6.44M	20.70M	<div style="width: 100%;"> </div>	321.52%
Saturn	0.23M	0.38M	1.19M	<div style="width: 100%;"> </div>	310.46%
Sorefoz	0.55M	1.07M	4.66M	<div style="width: 100%;"> </div>	433.63%
Sound	0.56M	1.67M	4.36M	<div style="width: 100%;"> </div>	260.26%
Staples	1.24M	2.85M	8.75M	<div style="width: 100%;"> </div>	306.95%
Surface Stores	0.09M	0.53M	2.12M	<div style="width: 100%;"> </div>	398.80%
Synthetic	1.89M	4.42M	12.19M	<div style="width: 100%;"> </div>	275.98%
Taobao	0.22M	1.33M	3.30M	<div style="width: 100%;"> </div>	248.66%
UniEuro	0.60M	1.61M	7.35M	<div style="width: 100%;"> </div>	457.03%
Vijay Sales	1.73M	2.15M	8.53M	<div style="width: 100%;"> </div>	397.78%
Viveks	1.55M	2.24M	7.78M	<div style="width: 100%;"> </div>	348.10%
walmart	1.26M	2.63M	9.73M	<div style="width: 100%;"> </div>	370.45%
Zone	0.34M	1.56M	5.26M	<div style="width: 100%;"> </div>	336.20%
Grand Total	87.48M	196.69M	598.88M		304.48%



FILTERS	
region	All
division	All

Market Performance vs Target

Country	2019	2020	2021	2021 - Target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdor	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%



FILTERS	
market	All
region	All
division	All
customer	All

P & L By Fiscal Year

All values in USD

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

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
Net Sales	87.48M	196.69M	598.88M	204.48%
Cogs	51.24M	123.37M	380.71M	208.59%
Gross Margin	36.24M	73.32M	218.16M	197.55%
GM %	41.43%	37.28%	36.43%	-2.27%



FILTERS	
region	All
sub_zone	All
FY Year	2021

P & L
For Market
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%



FILTERS	
region	All
market	All
division	All
customer	All
FY Year	2019

P & L By Fiscal Months

All values in USD

Note: Do not Modify the pivot table

Metrics	Fiscal Year												Grand Total	
	Q1			Q2			Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M	
Cogs	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M	
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M	
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%	

FILTERS	
region	All
market	All
division	All
customer	All
FY Year	2020

P & L By Fiscal Months

All values in USD

Metrics	Fiscal Year												Grand Total	
	Q1			Q2			Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M	
Cogs	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M	
Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M	
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%	

FILTERS	
region	All
market	All
division	All
customer	All
FY Year	2021

P & L By Fiscal Months

All values in USD

Metrics	Fiscal Year												Grand Total	
	Q1			Q2			Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	598.88M	
Cogs	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	380.71M	
Gross Margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	218.16M	
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%	

Net Sales Comparison													
21 vs 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
20 vs 19	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%



FILTERS	
region	All
customer	All

Top 5 Countries - 2021 Net Sales

All values are in USD

Product	2021
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
Grand Total	367.2M



FILTERS	
region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	% increase from 20 to 21
N & S	51.38M	94.73M	84.38%
P & A	105.24M	338.38M	221.53%
PC	40.07M	165.76M	313.70%
Grand Total	196.69M	598.88M	204.48%

AtliQ Hardwares



GM% by Quarters (sub_zone)

FILTERS	
FY Year	2019

GM %	Quarters				
SubZone		Q1	Q2	Q3	Q4
ANZ		43.0%	42.2%	42.6%	42.5%
India		42.5%	42.2%	42.0%	42.5%
NA		35.1%	35.4%	35.4%	35.7%
NE		36.6%	37.0%	36.5%	36.6%
ROA		44.5%	44.3%	44.0%	44.5%
SE		44.5%	44.1%	44.0%	44.2%

FILTERS	
FY Year	2020

GM %	Quarters				
SubZone		Q1	Q2	Q3	Q4
ANZ		43.3%	43.0%	42.8%	41.8%
India		32.3%	32.1%	32.4%	32.0%
NA		39.9%	40.1%	39.1%	39.7%
NE		37.6%	37.8%	38.5%	37.7%
ROA		38.4%	38.3%	38.8%	37.7%
SE		38.5%	37.3%	38.2%	37.8%

FILTERS	
FY Year	2021

GM %	Quarters				
SubZone		Q1	Q2	Q3	Q4
ANZ		39.0%	37.8%	38.3%	38.0%
India		32.3%	31.8%	31.9%	32.0%
NA		37.1%	37.4%	37.5%	37.4%
NE		37.9%	38.7%	38.2%	38.3%
ROA		38.5%	38.4%	38.1%	38.1%
SE		38.6%	38.3%	38.6%	38.5%

AtliQ Hardwares



FILTERS	
region	All
division	All
customer	All

New Products Sold in 2021

All values are in USD

Product	2021
AQ Clx3	4.39M
AQ Electron 3 3600 Desktop Processor	14.21M
AQ Gen Y	19.52M
AQ GEN Z	11.70M
AQ HOME Allin1 Gen 2	3.51M
AQ Lumina Ms	4.21M
AQ Marquee P3	4.86M
AQ Marquee P4	1.68M
AQ Maxima Ms	13.66M
AQ MB Lito	2.85M
AQ MB Lito 2	2.29M
AQ Qwerty	21.98M
AQ Qwerty Ms	15.41M
AQ Trigger	20.74M
AQ Trigger Ms	17.90M
AQ Wi Power Dx3	17.25M
Grand Total	176.16M

AtliQ Hardwares



FILTERS	
region	All
division	All
customer	All

Top 10 Products

All values are in USD

Product	2020	2021	21 VS 20
AQ Mx NB	0.03M	1.44M	5723.52%
AQ Smash 2	0.43M	11.21M	2589.49%
AQ LION x3	0.07M	1.23M	1792.25%
AQ LION x2	0.05M	0.94M	1768.87%
AQ LION x1	0.05M	0.84M	1719.49%
AQ Home Allin1	0.67M	5.16M	768.99%
AQ Electron 4 3600 Desktop Processor	3.02M	19.35M	641.26%
AQ Pen Drive DRC	0.65M	3.81M	587.66%
AQ GT 21	0.78M	4.38M	561.14%
AQ Zion Saga	0.69M	3.64M	528.55%
Grand Total	6.43M	51.99M	808.04%

AtliQ Hardwares



FILTERS

region	All
division	All
customer	All

Top 5 Products by Quantity Sold

Products	Quantity Sold
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	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 by Quantity Sold

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