

1	SalesReport	Description
2	Customer performance Report	Analysis of Net Sales performance of different years for various customers.
3	Market performance report	Analysis of market Net Sales Performance Vs Target for various markets.
4	Top 10 products	Analysis of top 10 products by net sales
5	Division Level Report	Analysis of division level net sales
6	Top 5 Products	Analysis of top 5 products by quantity sold
7	Bottom 5 Products	Analysis of bottom 5 products by quantity sold
8	New Products - 2021	List of new products by comparing net sales of year 2020 and 2021
9	Top 5 Country - 2021	List of top 5 countries using net sales of 2021

AtliQ Hardwares

Customer Net Sales Performance

Filters

region	All
division	All
market	India

Customer	netSales 19	netSales 21
Amazon	4.6M	23.0M
AtliQ EStore	1.6M	8.7M
AtliQ Exclusive	3.4M	18.4M
Croma	1.7M	7.5M
Ebay	1.7M	8.5M
Electricalslytical	1.6M	8.4M
Electricalsociety	1.8M	9.4M
Expression	1.5M	8.8M
Ezone	1.5M	7.9M
Flipkart	1.9M	9.9M
Girias	1.5M	8.7M
Lotus	1.5M	8.1M
Propel	1.6M	9.1M
Reliance Digital	1.6M	8.5M
Vijay Sales	1.7M	8.5M
Viveks	1.6M	7.8M
Grand Total	30.8M	161.3M

Market Net Sales Performance Vs Target

Filters

region	All
division	All

Market	netSales 19	netSales 21	2021-Target	%
Austria	3.9M	21.0M	-2.2M	-10.5%
Austria		2.8M	-0.3M	-11.7%
Bangladesh	0.5M	7.0M	-0.7M	-10.3%
Canada	4.8M	35.1M	-5.1M	-14.5%
China	1.4M	22.9M	-2.1M	-9.0%
France	4.0M	25.9M	-2.2M	-8.4%
Germany	2.6M	12.0M	-1.5M	-12.7%
India	30.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	18.4M	-2.4M	-12.9%
Italy	2.9M	11.7M	-1.0M	-9.0%
Japan		7.9M	-0.3M	-4.1%
Netherlands	0.2M	8.0M	-0.7M	-8.2%
Newzealand		11.4M	-1.4M	-12.3%
Norway		13.7M	-1.4M	-10.5%
Pakistan	0.6M	5.7M	-0.5M	-9.3%
Philippines	5.7M	31.9M	-2.5M	-7.8%
Poland	0.4M	5.2M	-0.9M	-18.1%
Portugal	0.7M	11.8M	-0.5M	-4.3%
South Korea	12.8M	49.0M	-4.4M	-8.9%
Spain		12.6M	-1.8M	-14.1%
Sweden	0.1M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	34.2M	-3.0M	-8.7%
USA	11.5M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	598.9M	-54.9M	-9.2%

Top 10 Products

Filters	
region	All
division	All
customer	All

Product	NetSales 20	netSales 21	% 21/20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%

Division Level
Report

Filters

region	All
customer	All

Division	netSales 21
N & S	94.7M
P & A	338.4M
PC	165.8M
Grand Total	598.9M

Top 5 Products

Filters	
region	All
division	All
customer	All

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

Bottom 5 Products

Filters	
region	All
division	All
customer	All

Product	Sum of Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
Grand Total	0.2M

New Products - 2021

Filters

region	All
division	All
customer	All

Product	NetSales 20	netSales 21
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
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

Top 5 Country - 2021

Filters	
region	All
division	All
customer	All

Country	netSales 21
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M