

# **SALES & FINANCE ANALYSIS**

AtliQ Hardware's

# INTRODUCTION

AtliQ Hardware is a company that supplies computer hardware and peripherals to many clients such as Croma, Best Buy, Staples, etc. They sell their products on two platforms i.e. Brick & Mortar and E-Commerce. They have three channels to sell their products: Retailer, Direct, and Distributor.

Problem statement:

- Enhance the sales team's decision-making support by revealing sales insights and automating data collection processes to minimize manual effort.
- Creating Finance Insights to find Profit and Loss across all markets.



# **OBJECTIVE 1**

Customer Performance & Market Performance

# CUSTOMER NET SALES PERFORMANCE

Customer	2019	2020	2021	21 vs 20
Amazon	4.59m	9.78m	22.96m	134.9%
AtliQ e Store	1.57m	3.51m	8.74m	149.1%
AtliQ Exclusive	3.42m	4.68m	18.39m	292.6%
Croma	1.67m	2.47m	7.55m	205.1%
Ebay	1.69m	3.61m	8.52m	135.9%
Electricalslytical	1.61m	1.96m	8.45m	331.1%
Electricalsociety	1.77m	2.27m	9.42m	315.1%
Expression	1.53m	2.25m	8.79m	291.2%
Ezone	1.53m	2.02m	7.92m	291.6%
Flipkart	1.95m	4.28m	9.91m	131.8%
Girias	1.55m	2.07m	8.67m	319.3%
Lotus	1.48m	2.11m	8.09m	282.6%
Propel	1.59m	2.20m	9.08m	313.7%
Reliance Digital	1.59m	2.19m	8.48m	287.2%
Vijay Sales	1.73m	2.15m	8.53m	297.8%
Viveks	1.55m	2.24m	7.78m	248.1%
<b>Grand Total</b>	<b>30.82m</b>	<b>49.77m</b>	<b>161.26m</b>	<b>224.0%</b>

- This is Net Sales from India.
- Amazon(22.96 M) & AtliQ Exclusive(18.39 M) have the highest sales in year 2021.
- Whereas, the sales growth is evident for Electricalslytical and Girias with 331.1% & 319.3% respectively.

## MARKET PERFORMANCE VS TARGET

Market	2019	2020	2021	Target 21	2021 - Target	%
Australia	3.88m	10.70m	20.99m	23.20m	-2.21m	-10.5%
Austria		0.12m	2.84m	3.17m	-0.33m	-11.7%
Bangladesh	0.48m	2.26m	6.95m	7.67m	-0.72m	-10.3%
Canada	4.76m	12.17m	35.06m	40.13m	-5.07m	-14.5%
China	1.43m	5.42m	22.89m	24.95m	-2.07m	-9.0%
France	4.04m	7.47m	25.94m	28.13m	-2.19m	-8.4%
Germany	2.56m	4.69m	12.01m	13.53m	-1.53m	-12.7%
India	30.82m	49.77m	161.26m	170.81m	-9.55m	-5.9%
Indonesia	2.52m	6.21m	18.41m	20.80m	-2.38m	-12.9%
Italy	2.90m	4.46m	11.72m	12.77m	-1.05m	-9.0%
Japan		1.88m	7.92m	8.25m	-0.33m	-4.1%
Netherlands	0.23m	3.36m	7.98m	8.64m	-0.66m	-8.2%
Newzealand		1.99m	11.40m	12.80m	-1.40m	-12.3%
Norway		2.48m	13.68m	15.11m	-1.44m	-10.5%
Pakistan	0.62m	4.69m	5.66m	6.18m	-0.52m	-9.3%
Philippines	5.69m	13.37m	31.86m	34.35m	-2.50m	-7.8%
Poland	0.41m	2.79m	5.19m	6.13m	-0.94m	-18.1%
Portugal	0.75m	3.59m	11.83m	12.34m	-0.51m	-4.3%
South Korea	12.80m	17.28m	48.97m	53.33m	-4.36m	-8.9%
Spain		1.77m	12.62m	14.40m	-1.79m	-14.1%
Sweden	0.05m	0.23m	1.77m	1.96m	-0.20m	-11.1%
United Kingdom	2.00m	8.08m	34.15m	37.13m	-2.98m	-8.7%
USA	11.53m	31.92m	87.78m	98.02m	-10.24m	-11.7%
<b>Grand Total</b>	<b>87.48m</b>	<b>196.69m</b>	<b>598.88m</b>	<b>653.82m</b>	<b>-54.94m</b>	<b>-9.2%</b>

- Market Performance of AtliQ Hardware all over the world.
- Total target for FY 2021 was 653.82 M, actual recorded was 598.88 M i.e. 9.2% drop.
- USA followed by India had the worst performance.
- Percentage wise Poland is lagging behind by -18.1%
- The reason could be an ongoing pandemic in 2021 or setting aggressive targets.

## DIVISION & COUNTRY REPORT

Division	2020	2021	21 vs 20
N & S	51.38m	94.73m	84.4%
P & A	105.24m	338.38m	221.5%
PC	40.07m	165.76m	313.7%
<b>Grand Total</b>	<b>196.69m</b>	<b>598.88m</b>	<b>204.5%</b>

Countries	2021
Canada	35.06m
India	161.26m
South Korea	48.97m
United Kingdom	34.15m
USA	87.78m
<b>Grand Total</b>	<b>367.22m</b>

- Division wise P&A ( Accessories and Peripherals ) did the highest sales of 338.38M whereas PC( Desktop and Notebooks) have shown significant growth with 313.7%
- Country wise India is leading in sales in FY 2021 followed by the USA.

# TOP 10 PRODUCTS

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.02m	19.35m	541.3%
AQ GT 21	0.78m	4.38m	461.1%
AQ Home Allin1	0.67m	5.16m	669.0%
AQ LION x1	0.05m	0.84m	1619.5%
AQ LION x2	0.05m	0.94m	1668.9%
AQ LION x3	0.07m	1.23m	1692.3%
AQ Mx NB	0.03m	1.44m	5623.5%
AQ Pen Drive DRC	0.65m	3.81m	487.7%
AQ Smash 2	0.43m	11.21m	2489.5%
AQ Zion Saga	0.69m	3.64m	428.5%
<b>Grand Total</b>	<b>6.43m</b>	<b>51.99m</b>	<b>708.0%</b>

- Most Selling Product is **AQ Electron 4 3600 Desktop Processor** in FY 2021 with 19.35M products sold.
- **AQ Mx NB** has growth 48x growth from FY 2020.

# NEW PRODUCTS

Product	2020	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
<b>Grand Total</b>		<b>176.16m</b>

- 16 New Products were introduced in FY 2021.
- Total sales done of 176.16M USD.





# **OBJECTIVE 2**

Finance Report

# P & L BY FY

Fiscal Years <span></span>				
Metrics	2019	2020	2021	21 vs 20
Net Sales	87.5m	196.7m	598.9m	304.5%
COGS	51.2m	123.4m	380.7m	308.6%
Gross Margin	36.2m	73.3m	218.2m	297.6%
GM%	41.4%	37.3%	36.4%	97.7%

- Significant improve in all the metrics.

# P & L BY FISCAL MONTHS

Metrics	Q1			Q2			Q3			Q4			Grand Total
	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%

2019

Metrics	Q1			Q2			Q3			Q4			Grand Total
	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%

2020

Metrics	Q1			Q2			Q3			Q4			Grand Total
	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%

2021

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%
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%

NET SALES  
COMPARIS  
ON

# P & L MARKETS (2021)

Market	Net Sales	COGS	Gross Margin	GM%
Australia	20.99m	14.08m	6.91m	32.9%
Austria	2.84m	1.98m	0.86m	30.1%
Bangladesh	6.95m	4.55m	2.40m	34.5%
Canada	35.06m	21.66m	13.39m	38.2%
China	22.89m	13.49m	9.40m	41.1%
France	25.94m	14.73m	11.22m	43.2%
Germany	12.01m	8.86m	3.14m	26.2%
India	161.26m	109.65m	51.61m	32.0%
Indonesia	18.41m	11.34m	7.07m	38.4%
Italy	11.72m	8.19m	3.53m	30.1%
Japan	7.92m	4.24m	3.69m	46.5%
Netherlands	7.98m	4.63m	3.36m	42.0%
Newzealand	11.40m	5.90m	5.50m	48.2%
Norway	13.68m	9.65m	4.03m	29.5%
Pakistan	5.66m	3.61m	2.05m	36.2%
Philippines	31.86m	19.40m	12.45m	39.1%
Poland	5.19m	2.98m	2.21m	42.6%
Portugal	11.83m	6.85m	4.98m	42.1%
South Korea	48.97m	31.38m	17.59m	35.9%
Spain	12.62m	8.44m	4.18m	33.1%
Sweden	1.77m	1.06m	0.71m	40.2%
United Kingdom	34.15m	18.74m	15.41m	45.1%
USA	87.78m	55.31m	32.47m	37.0%

- Significant improve in all the metrics.
- India has highest Gross Margin with 51.61M.
- New Zealand has highest Gross Margin Percentage.



# **THANK YOU**

Ritu Dhoke