

## AtliQ Hardware

### OBJECTIVE :

AtliQ is a hardware company. It innovates and develops new hardware products that meet market demands, leverage new technologies. Improve manufacturing processes, supply chain management, and operational efficiency to reduce production costs and improve profit margins. Invest in marketing efforts to increase brand awareness, establish a strong brand identity, and differentiate the company from competitors.





### Customer Performance

All Value in USD

market India

Customers	19	20	21	20 vs 21
Amazon	4.6 M.	9.8 M.	23.0 M.	234.9%
Atliq e Store	1.6 M.	3.5 M.	8.7 M.	249.1%
AtliQ Exclusive	1.9 M.	2.6 M.	10.1 M.	387.1%
AtliqQ Exclusive	1.5 M.	2.1 M.	8.3 M.	399.5%
Croma	1.7 M.	2.5 M.	7.5 M.	305.1%
Ebay	1.7 M.	3.6 M.	8.5 M.	235.9%
Electricalslytical	1.6 M.	2.0 M.	8.4 M.	431.1%
Electricalsocity	1.8 M.	2.3 M.	9.4 M.	415.1%
Expression	1.5 M.	2.2 M.	8.8 M.	391.2%
Ezone	1.5 M.	2.0 M.	7.9 M.	391.6%
Flipkart	1.9 M.	4.3 M.	9.9 M.	231.8%
Girias	1.5 M.	2.1 M.	8.7 M.	419.3%
Lotus	1.5 M.	2.1 M.	8.1 M.	382.6%
Propel	1.6 M.	2.2 M.	9.1 M.	413.7%
Reliance Digital	1.6 M.	2.2 M.	8.5 M.	387.2%
Vijay Sales	1.7 M.	2.1 M.	8.5 M.	397.8%
Viveks	1.6 M.	2.2 M.	7.8 M.	348.1%

In above table, given the performance of the customers of india. How the net sales increase or decrease year wise, using this info we analyze which market gives the best sales performance.

### Filters

region All  
customer All

### Division Level Report

All Value in USD

Division	20	21	20 vs 21
N & S	51.4 M.	94.7 M.	184.4%
P & A	105.2 M.	338.4 M.	321.5%
PC	40.1 M.	165.8 M.	413.7%



## Filters

division	All
region	All

## Market

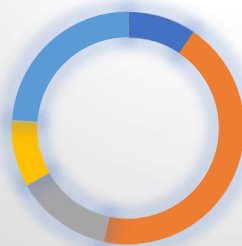
### Performance vs Target

All Value in USD

Country	19	20	21	2021-target	%
Australia	3.9 M.	10.7 M.	21.0 M.	-2.2 M.	-9.5%
Austria		0.1 M.	2.8 M.	-0.3 M.	-10.5%
Bangladesh	0.5 M.	2.3 M.	7.0 M.	-0.7 M.	-9.3%
Canada	4.8 M.	12.2 M.	35.1 M.	-5.1 M.	-12.6%
China	1.4 M.	5.4 M.	22.9 M.	-2.1 M.	-8.3%
France	4.0 M.	7.5 M.	25.9 M.	-2.2 M.	-7.8%
Germany	2.6 M.	4.7 M.	12.0 M.	-1.5 M.	-11.3%
India	30.8 M.	49.8 M.	161.3 M.	-9.6 M.	-5.6%
Indonesia	2.5 M.	6.2 M.	18.4 M.	-2.4 M.	-11.5%
Italy	2.9 M.	4.5 M.	11.7 M.	-1.0 M.	-8.2%
Japan		1.9 M.	7.9 M.	-0.3 M.	-4.0%
Netherlands	0.2 M.	3.4 M.	8.0 M.	-0.7 M.	-7.6%
Newzealand		2.0 M.	11.4 M.	-1.4 M.	-11.0%
Norway		2.5 M.	13.7 M.	-1.4 M.	-9.5%
Pakistan	0.6 M.	4.7 M.	5.7 M.	-0.5 M.	-8.5%
Philippines	5.7 M.	13.4 M.	31.9 M.	-2.5 M.	-7.3%
Poland	0.4 M.	2.8 M.	5.2 M.	-0.9 M.	-15.3%
Portugal	0.7 M.	3.6 M.	11.8 M.	-0.5 M.	-4.1%
South Korea	12.8 M.	17.3 M.	49.0 M.	-4.4 M.	-8.2%
Spain		1.8 M.	12.6 M.	-1.8 M.	-12.4%
Sweden	0.1 M.	0.2 M.	1.8 M.	-0.2 M.	-10.0%
United Kingdom	2.0 M.	8.1 M.	34.2 M.	-3.0 M.	-8.0%
USA	11.5 M.	31.9 M.	87.8 M.	-10.2 M.	-10.4%

In above table, given the comparison between 2020 and 2021 sales target. How the net sales target fulfill the criteria or not, using this info we analyze in which country we have to increase the sales.

## top 5 country (2021)



- Canada
- India
- South Korea
- United Kingdom
- USA



Filters

division	All
region	All
customer	All

Top 10 Products

All Value in USD

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

In above table, given the top products of the company. according to this we increases quantity of the above products. and we intensify goals.

Top 5 Products

FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Gamers	3.4M
AQ Master wireless x1 Ms	4.1M

Bottom 5 Products

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51.7 k
AQ GEN Z	63.1 k
AQ Home Allin1	15.2 k
AQ HOME Allin1 Gen 2	8.9 k
AQ Smash 2	36.0 k

**Filters**

market	All
division	All
customer	All
region	All

**P and L**  
**By Fiscal Year**  
 All Value in USD

Metrics	Fiscal Year		
	2019	2020	2021
net sales	87.5M	196.7M	598.9M
COGS	51.2M	123.4M	380.7M
Gross Margin	36.2M	73.3M	218.2M
GM %	41.4%	37.3%	36.4%

In above table, we clearly seen that how our gross increases year wise but decreases % of gross. we have to increase the Gross Margin % for improve the growth of the company.

**New Products 2021**

All Value in USD

**Filters**

division	All
region	All
<b>customer</b>	All

product	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

In 2021, we introduced new products in company we clearly see that AQ Qwerty has maximum net sales



marketAll

FY2019

divisionAll

customerAll

regionAll

P and L

By Fiscal Month

All Value in USD

Metrics	Quarters												Grand Total
	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%

Filters

marketAll

FY2020

divisionAll

customerAll

regionAll

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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%

Filters

marketAll

FY2021

customerAll

regionAll

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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 Comparision													
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%



## P & L For Market

All Values in USD

### Filters

region	All
sub_zone	All
FY	2020

Market	net sales	COGS	Gross Margin	GM %
Australia	10.70.M	5.79.M	4.91.M	45.9%
Austria	0.12.M	0.09.M	0.03.M	26.1%
Bangladesh	2.26.M	1.36.M	0.89.M	39.6%
Canada	12.17.M	7.07.M	5.10.M	41.9%
China	5.42.M	3.33.M	2.10.M	38.7%
France	7.47.M	4.25.M	3.22.M	43.1%
Germany	4.69.M	3.02.M	1.67.M	35.6%
India	49.77.M	33.74.M	16.03.M	32.2%
Indonesia	6.21.M	3.54.M	2.66.M	42.9%
Italy	4.46.M	3.09.M	1.37.M	30.7%
Japan	1.88.M	1.19.M	0.70.M	37.0%
Netherlands	3.36.M	1.75.M	1.60.M	47.8%
Newzealand	1.99.M	1.46.M	0.52.M	26.4%
Norway	2.48.M	1.54.M	0.94.M	37.7%
Pakistan	4.69.M	2.69.M	2.01.M	42.8%
Philippines	13.37.M	7.33.M	6.03.M	45.1%
Poland	2.79.M	1.67.M	1.12.M	40.2%
Portugal	3.59.M	2.29.M	1.30.M	36.1%
South Korea	17.28.M	12.13.M	5.15.M	29.8%
Spain	1.77.M	1.11.M	0.67.M	37.7%
Sweden	0.23.M	0.13.M	0.10.M	44.1%
United Kingdom	8.08.M	5.32.M	2.76.M	34.1%
USA	31.92.M	19.48.M	12.44.M	39.0%

Using above info in which country we have to increase the growth % in sweden, austria.



FY	2019
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GM% By Quarters  
(sub zone)

GM %	Quarters			
Sub Zone	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%

FY	2020
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GM% By Quarters  
(sub zone)

GM %	Quarters			
Sub Zone	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%

FY	2021
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GM% By Quarters  
(sub zone)

GM %	Quarters			
Sub Zone	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%