



AtliQ Hardware

SALES AND FINANCE ANALYTICS REPORT

Prepared for Atliq Hardware

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Objectives

- Created comprehensive Profit and Loss (P&L) reports by fiscal years, fiscal months, and across various markets to evaluate financial performance.
- Developed detailed reports for customer performance assessment and conducted market performance comparisons against sales targets.
- Empowered businesses with financial and sales analytics to support decision-making, improve sales outcomes, and enhance stakeholder communication.
- Significance of Data Analysis:
 - Benchmarked performance against industry peers and historical periods.
 - Unveiled sales patterns, tracked key performance indicators, and laid the groundwork for budgeting and forecasting.
- Role of Reports:
 - Aligned financial planning with strategic objectives, facilitated negotiations, determined effective customer discounts, and identified market expansion opportunities.
 - Instilled confidence in the organization's financial outlook and enabled data-driven decision-making.



AtliQ Hardwares



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer Net Sales Performance

Note: All values are in USD

| Custmers | 2019 | 2020 | 2021 | 2021 vs 2020 |
|--------------------------|-------|-------|-------|--------------|
| 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% |
| Electricalsociety | 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% |
| Elkjøp | 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% |

AtliQ Hardwares



| | | | | |
|--------------------|--------------|---------------|---------------|---------------|
| 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 are 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 |
| customer | All |

Division Level Report

Note: All values are in USD

| Division | 2020 | 2021 | 21 vs 20 |
|--------------------|---------------|---------------|--|
| N & S | 51.4M | 94.7M | <div style="width: 84.4%; background-color: #fca;"> </div> 84.4% |
| P & A | 105.2M | 338.4M | <div style="width: 221.5%; background-color: #ff9;"> </div> 221.5% |
| PC | 40.1M | 165.8M | <div style="width: 313.7%; background-color: #ff9;"> </div> 313.7% |
| Grand Total | 196.7M | 598.9M | 204.5% |



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Top 10 Products

Note: All values are in USD

| Products | 2020 | 2021 | 21 vs 20 |
|--------------------------------------|-------------|--------------|---------------|
| AQ Electron 4 3600 Desktop Processor | 3.0M | 19.4M | 541.3% |
| AQ GT 21 | 0.8M | 4.4M | 461.1% |
| AQ Home Allin1 | 0.7M | 5.2M | 669.0% |
| AQ LION x1 | 0.0M | 0.8M | 1619.5% |
| AQ LION x2 | 0.1M | 0.9M | 1668.9% |
| AQ LION x3 | 0.1M | 1.2M | 1692.3% |
| AQ Mx NB | 0.0M | 1.4M | 5623.5% |
| AQ Pen Drive DRC | 0.6M | 3.8M | 487.7% |
| AQ Smash 2 | 0.4M | 11.2M | 2489.5% |
| AQ Zion Saga | 0.7M | 3.6M | 428.5% |
| Grand Total | 6.4M | 52.0M | 708.0% |

AtliQ Hardwares



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

| Products | 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 | 19000112 |

Top 5 Products

Note: All values are in USD

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

| Products | Qty |
|----------------------|---------------|
| AQ Gamer 1 | 51.7K |
| AQ GEN Z | 63.1K |
| AQ Home Allin1 | 15.2K |
| AQ HOME Allin1 Gen 2 | 8.9K |
| AQ Smash 2 | 36.0K |
| Grand Total | 174887 |

Bottom 5 Products

Note: All values are in USD

**FILTERS**

| | |
|----------|-----|
| region | All |
| customer | All |

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

Top 5 Country - 2021

Note: All values are in USD



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

New Products - 2021

Note: All values are in USD

| Products | 2020 | 2021 |
|----------------------------|------|---------------|
| 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 |



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| customer | All |
| division | All |

P & L

By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot tab

Fiscal Years

| Metrics | 2019 | 2020 | 2021 | 21 vs 20 |
|--------------|-------|--------|--------|----------|
| Net Sales | 87.5M | 196.7M | 598.9M | 204.5% |
| COGS | 51.2M | 123.4M | 380.7M | 208.6% |
| Gross Margin | 36.2M | 73.3M | 218.2M | 197.6% |
| GM % | 41.4% | 37.3% | 36.4% | -2.3% |

**FILTERS**

| | |
|----------|-----|
| region | All |
| sub_zone | All |
| FY | All |

**P & L
for Markets**

Note: All values are in USD

| Market | Net Sales | COGS | Gross Margin | GM % |
|----------------|-----------|--------|--------------|-------|
| Australia | 35.57M | 22.1M | 13.5M | 37.9% |
| Austria | 2.96M | 2.1M | 0.9M | 30.0% |
| Bangladesh | 9.69M | 6.3M | 3.4M | 35.4% |
| Canada | 51.99M | 31.5M | 20.5M | 39.4% |
| China | 29.74M | 17.6M | 12.1M | 40.8% |
| France | 37.45M | 21.2M | 16.2M | 43.3% |
| Germany | 19.26M | 13.5M | 5.8M | 29.9% |
| India | 241.85M | 161.2M | 80.7M | 33.4% |
| Indonesia | 27.15M | 16.3M | 10.8M | 39.8% |
| Italy | 19.09M | 12.9M | 6.2M | 32.6% |
| Japan | 9.80M | 5.4M | 4.4M | 44.7% |
| Netherlands | 11.57M | 6.5M | 5.0M | 43.6% |
| Newzealand | 13.39M | 7.4M | 6.0M | 45.0% |
| Norway | 16.16M | 11.2M | 5.0M | 30.7% |
| Pakistan | 10.98M | 6.7M | 4.3M | 39.2% |
| Philippines | 50.92M | 30.2M | 20.8M | 40.8% |
| Poland | 8.39M | 4.9M | 3.5M | 41.5% |
| Portugal | 16.16M | 9.6M | 6.6M | 40.7% |
| South Korea | 79.05M | 50.2M | 28.8M | 36.5% |
| Spain | 14.39M | 9.5M | 4.8M | 33.7% |
| Sweden | 2.05M | 1.2M | 0.8M | 40.6% |
| United Kingdom | 44.23M | 25.3M | 18.9M | 42.7% |
| USA | 131.23M | 82.5M | 48.7M | 37.1% |



FILTERS

FY 2019

GM% by Quarters (sub_zone)

Note: All values are in USD

| Sub Zone | Quarters | | | | Grand Total |
|----------|----------|-------|-------|-------|--------------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 43.0% | 42.2% | 42.6% | 42.5% | 42.6% |
| India | 42.5% | 42.2% | 42.0% | 42.5% | 42.4% |
| NA | 35.1% | 35.4% | 35.4% | 35.7% | 35.4% |
| NE | 36.6% | 37.0% | 36.5% | 36.6% | 36.7% |
| ROA | 44.5% | 44.3% | 44.0% | 44.5% | 44.4% |
| SE | 44.5% | 44.1% | 44.0% | 44.2% | 44.2% |

FY 2020

| Sub Zone | Quarters | | | | Grand Total |
|----------|----------|-------|-------|-------|--------------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 43.3% | 43.0% | 42.8% | 41.8% | 42.8% |
| India | 32.3% | 32.1% | 32.4% | 32.0% | 32.2% |
| NA | 39.9% | 40.1% | 39.1% | 39.7% | 39.8% |
| NE | 37.6% | 37.8% | 38.5% | 37.7% | 37.8% |
| ROA | 38.4% | 38.3% | 38.8% | 37.7% | 38.2% |
| SE | 38.5% | 37.3% | 38.2% | 37.8% | 37.9% |

FY 2021

| Sub Zone | Quarters | | | | Grand Total |
|----------|----------|-------|-------|-------|--------------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 39.0% | 37.8% | 38.3% | 38.0% | 38.3% |
| India | 32.3% | 31.8% | 31.9% | 32.0% | 32.0% |
| NA | 37.1% | 37.4% | 37.5% | 37.4% | 37.3% |
| NE | 37.9% | 38.7% | 38.2% | 38.3% | 38.3% |
| ROA | 38.5% | 38.4% | 38.1% | 38.1% | 38.3% |
| SE | 38.6% | 38.3% | 38.6% | 38.5% | 38.5% |

**FILTERS**

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2019 |

P & L**By Fiscal Months**

All values 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

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2020 |

P & L**By Fiscal Months**

All values in USD

| 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

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2021 |

P & L**By Fiscal Months**

All values in USD

| 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% | |