



Finance & sales ANALYTICS



shivakumar angadi



AtliQ Hardwares



Filters

region	All
division	All
customer	All
market	All

P & L by Fiscal year

All values in USD

Note 21 vs 20 is not part of Pivot table

Fiscal Year

Values	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%	41.43%	37.28%	36.43%	-2.3%

AtliQ Hardwares



Filters	
region	All
division	All
customer	All
market	All
Fy	2019

P & L by Fiscal Months

All values in USD

Note do not edit the Pivot table

Values	Quarters		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%	40.87%	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
division	All
customer	All
market	All
Fy	2020

P & L by Fiscal Months

All values in USD

Note do not edit the Pivot table

Values	Quarters		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%	37.77%	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
division	All
customer	All
market	All
Fy	2021

P & L by Fiscal Months

All values in USD

Note do not edit the Pivot table

Values	Quarters		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%	36.65%	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

20 VS 21	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%
19 VS 20	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%

AtliQ Hardwares



Filters

region	All
division	All

Country wise Net Sales Performance

All values in USD

Country	2019	2020	2021	21-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%

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Filters

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Customer Net Sales Performance

All values in USD

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%

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Girias	1.5M	2.1M	8.7M		419.29%
Info Stores	0.1M	0.5M	1.8M		384.09%
Insight	0.4M	1.0M	2.8M		271.84%
Integration Stores		0.2M	1.4M		887.19%
Leader	4.7M	6.0M	18.8M		314.81%
Logic Stores	0.2M	0.9M	4.8M		515.17%
Lotus	1.5M	2.1M	8.1M		382.61%
Neptune	1.0M	3.4M	16.1M		471.50%
Nomad Stores	0.5M	1.6M	4.0M		246.89%
Notebillig	0.2M	0.4M	1.1M		287.39%
Nova		0.0M	0.4M		2664.92%
Novus	1.9M	3.7M	9.9M		264.20%
Otto	0.3M	0.4M	1.2M		298.58%
Premium Stores	0.5M	1.1M	3.9M		353.09%
Propel	1.6M	2.5M	10.8M		440.64%
Radio Popular	0.5M	1.5M	5.3M		362.56%
Radio Shack	0.8M	1.7M	5.4M		311.51%
Reliance Digital	1.6M	2.6M	9.7M		377.90%
Relief	0.4M	1.0M	4.1M		403.57%
Sage	4.8M	6.4M	20.7M		321.52%
Saturn	0.2M	0.4M	1.2M		310.46%
Sorefoz	0.6M	1.1M	4.7M		433.63%
Sound	0.6M	1.7M	4.4M		260.26%
Staples	1.2M	2.9M	8.8M		306.95%
Surface Stores	0.1M	0.5M	2.1M		398.80%
Synthetic	1.9M	4.4M	12.2M		275.98%
Taobao	0.2M	1.3M	3.3M		248.66%
UniEuro	0.6M	1.6M	7.3M		457.03%
Vijay Sales	1.7M	2.1M	8.5M		397.78%
Viveks	1.6M	2.2M	7.8M		348.10%
walmart	1.3M	2.6M	9.7M		370.45%
Zone	0.3M	1.6M	5.3M		336.20%
Grand Total	87.5M	196.7M	598.9M		304.48%

DONT FORGET TO

