

# AtliQ Hardwares

Customers Net Sales Per

## FILTERS

division	All
region	All
market	All

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	378.1%
All-Out		0.16M	0.81M	495.7%
AltiQ Exclusive	8.10M	15.60M	52.82M	338.6%
Amazon	12.17M	37.51M	82.09M	218.9%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	306.0%
Atlas Stores	0.18M	0.67M	3.17M	470.3%
AtliQ e Store	7.18M	23.67M	52.98M	223.8%
AtliQ Exclusive	1.48M	2.08M	8.30M	399.5%
BestBuy	0.85M	1.77M	6.31M	356.1%
Boulangier	0.24M	0.83M	4.07M	492.9%
Chip 7	0.60M	1.32M	5.51M	416.1%
Chiptec		0.42M	3.02M	722.0%
Control	0.91M	2.20M	7.67M	349.2%
Coolblue	0.46M	1.18M	4.25M	360.0%
Costco	1.14M	2.75M	9.29M	337.4%
Croma	1.67M	2.47M	7.55M	305.1%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.9%
Digimarket	0.80M	1.72M	4.14M	241.1%
Ebay	2.61M	6.27M	15.17M	242.2%
Electricalsara Stores	0.12M	0.65M	1.85M	286.0%
Electricalsbea Stores		0.14M	0.72M	504.6%
Electricalslance Stores	0.10M	0.75M	2.35M	313.3%
Electricalslytical	1.80M	2.61M	11.94M	457.5%
Electricalsociety	2.34M	3.46M	12.42M	358.8%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.3%
Elite	0.42M	0.83M	4.13M	495.5%
Elkjøp	0.46M	1.32M	5.16M	391.9%
Epic Stores	0.41M	0.94M	4.19M	446.1%
Euronics	0.36M	0.88M	3.90M	444.7%
Expert	0.79M	1.77M	6.43M	364.0%
Expression	1.65M	2.99M	9.82M	328.2%
Ezone	1.53M	2.02M	7.92M	391.6%
Flawless Stores	0.07M	0.46M	1.81M	396.3%
Flipkart	2.94M	8.35M	19.29M	231.0%
Fnac-Darty	0.54M	0.82M	2.87M	349.8%

Forward Stores	0.56M	1.50M	4.07M	272.0%
Girias	1.55M	2.07M	8.67M	419.3%
Info Stores	0.07M	0.48M	1.84M	384.1%
Insight	0.42M	1.01M	2.76M	271.8%
Integration Stores		0.16M	1.44M	887.2%
Leader	4.68M	5.97M	18.80M	314.8%
Logic Stores	0.17M	0.93M	4.81M	515.2%
Lotus	1.48M	2.11M	8.09M	382.6%
Neptune	0.99M	3.42M	16.11M	471.5%
Nomad Stores	0.53M	1.63M	4.02M	246.9%
Notebillig	0.25M	0.39M	1.12M	287.4%
Nova		0.01M	0.35M	2664.9%
Novus	1.87M	3.73M	9.85M	264.2%
Otto	0.26M	0.40M	1.20M	298.6%
Premium Stores	0.46M	1.10M	3.88M	353.1%
Propel	1.59M	2.46M	10.83M	440.6%
Radio Popular	0.51M	1.45M	5.27M	362.6%
Radio Shack	0.81M	1.75M	5.44M	311.5%
Reliance Digital	1.62M	2.57M	9.73M	377.9%
Relief	0.39M	1.01M	4.06M	403.6%
Sage	4.83M	6.44M	20.70M	321.5%
Saturn	0.23M	0.38M	1.19M	310.5%
Sorefoz	0.55M	1.07M	4.66M	433.6%
Sound	0.56M	1.67M	4.36M	260.3%
Staples	1.24M	2.85M	8.75M	307.0%
Surface Stores	0.09M	0.53M	2.12M	398.8%
Synthetic	1.89M	4.42M	12.19M	276.0%
Taobao	0.22M	1.33M	3.30M	248.7%
UniEuro	0.60M	1.61M	7.35M	457.0%
Vijay Sales	1.73M	2.15M	8.53M	397.8%
Viveks	1.55M	2.24M	7.78M	348.1%
walmart	1.26M	2.63M	9.73M	370.4%
Zone	0.34M	1.56M	5.26M	336.2%
<b>Grand Total</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>	<b>304.5%</b>

rformance

# AtliQ Hardwares

Market Performance vs Target

All values are in USD

## FILTERS

division	All
region	All

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

# AtliQ Hardwares

## Profit and Loss Statement

### Fiscal Years

Note: 21vs 20 was not part of pi

All prices are in USD

region	All
customer	All
division	All

Fiscal Years				
Customer	2019	2020	2021	21 vs 20
<b>Australia</b>				NA
Net Sales	3.88M	10.70M	20.99M	196%
COGS	2.23M	5.79M	14.08M	243%
Gross Margin	1.65M	4.91M	6.91M	141%
GM%	42.6%	45.9%	32.9%	
<b>Austria</b>				
Net Sales		0.12M	2.84M	
COGS		0.09M	1.98M	
Gross Margin		0.03M	0.86M	
GM%		26.1%	30.1%	
<b>Bangladesh</b>				
Net Sales	0.48M	2.26M	6.95M	
COGS	0.34M	1.36M	4.55M	
Gross Margin	0.14M	0.89M	2.40M	
GM%	28.7%	39.6%	34.5%	
<b>Canada</b>				
Net Sales	4.76M	12.17M	35.06M	
COGS	2.78M	7.07M	21.66M	
Gross Margin	1.99M	5.10M	13.39M	
GM%	41.7%	41.9%	38.2%	
<b>China</b>				
Net Sales	1.43M	5.42M	22.89M	
COGS	0.78M	3.33M	13.49M	
Gross Margin	0.64M	2.10M	9.40M	
GM%	44.9%	38.7%	41.1%	
<b>France</b>				
Net Sales	4.04M	7.47M	25.94M	
COGS	2.26M	4.25M	14.73M	
Gross Margin	1.78M	3.22M	11.22M	
GM%	44.1%	43.1%	43.2%	
<b>Germany</b>				
Net Sales	2.56M	4.69M	12.01M	
COGS	1.62M	3.02M	8.86M	
Gross Margin	0.95M	1.67M	3.14M	
GM%	37.0%	35.6%	26.2%	
<b>India</b>				
Net Sales	30.82M	49.77M	161.26M	

COGS	17.77M	33.74M	109.65M
Gross Margin	13.05M	16.03M	51.61M
GM%	42.4%	32.2%	32.0%
<b>Indonesia</b>			
Net Sales	2.52M	6.21M	18.41M
COGS	1.46M	3.54M	11.34M
Gross Margin	1.06M	2.66M	7.07M
GM%	42.0%	42.9%	38.4%
<b>Italy</b>			
Net Sales	2.90M	4.46M	11.72M
COGS	1.58M	3.09M	8.19M
Gross Margin	1.33M	1.37M	3.53M
GM%	45.6%	30.7%	30.1%
<b>Japan</b>			
Net Sales		1.88M	7.92M
COGS		1.19M	4.24M
Gross Margin		0.70M	3.69M
GM%		37.0%	46.5%
<b>Netherlands</b>			
Net Sales	0.23M	3.36M	7.98M
COGS	0.14M	1.75M	4.63M
Gross Margin	0.08M	1.60M	3.36M
GM%	36.4%	47.8%	42.0%
<b>Newzealand</b>			
Net Sales		1.99M	11.40M
COGS		1.46M	5.90M
Gross Margin		0.52M	5.50M
GM%		26.4%	48.2%
<b>Norway</b>			
Net Sales		2.48M	13.68M
COGS		1.54M	9.65M
Gross Margin		0.94M	4.03M
GM%		37.7%	29.5%
<b>Pakistan</b>			
Net Sales	0.62M	4.69M	5.66M
COGS	0.38M	2.69M	3.61M
Gross Margin	0.25M	2.01M	2.05M
GM%	39.7%	42.8%	36.2%
<b>Philiphines</b>			
Net Sales	5.69M	13.37M	31.86M
COGS	3.42M	7.33M	19.40M
Gross Margin	2.27M	6.03M	12.45M
GM%	39.9%	45.1%	39.1%
<b>Poland</b>			
Net Sales	0.41M	2.79M	5.19M
COGS	0.26M	1.67M	2.98M
Gross Margin	0.15M	1.12M	2.21M

GM%	37.4%	40.2%	42.6%
<b>Portugal</b>			
Net Sales	0.75M	3.59M	11.83M
COGS	0.45M	2.29M	6.85M
Gross Margin	0.29M	1.30M	4.98M
GM%	39.3%	36.1%	42.1%
<b>South Korea</b>			
Net Sales	12.80M	17.28M	48.97M
COGS	6.72M	12.13M	31.38M
Gross Margin	6.09M	5.15M	17.59M
GM%	47.5%	29.8%	35.9%
<b>Spain</b>			
Net Sales		1.77M	12.62M
COGS		1.11M	8.44M
Gross Margin		0.67M	4.18M
GM%		37.7%	33.1%
<b>Sweden</b>			
Net Sales	0.05M	0.23M	1.77M
COGS	0.03M	0.13M	1.06M
Gross Margin	0.02M	0.10M	0.71M
GM%	38.3%	44.1%	40.2%
<b>United Kingdom</b>			
Net Sales	2.00M	8.08M	34.15M
COGS	1.27M	5.32M	18.74M
Gross Margin	0.72M	2.76M	15.41M
GM%	36.2%	34.1%	45.1%
<b>USA</b>			
Net Sales	11.53M	31.92M	87.78M
COGS	7.75M	19.48M	55.31M
Gross Margin	3.78M	12.44M	32.47M
GM%	32.8%	39.0%	37.0%
<b>Total Net Sales</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>
<b>Total COGS</b>	<b>51.24M</b>	<b>123.37M</b>	<b>380.71M</b>
<b>Total Gross Margin</b>	<b>36.24M</b>	<b>73.32M</b>	<b>218.16M</b>
<b>Total GM%</b>	<b>41.4%</b>	<b>37.3%</b>	<b>36.4%</b>

it By  
;  
ivot table



## AtliQ Hardwares

region	All
customer	All
division	All
market	All
FY	2019

### Profit and Loss Statement By Fiscal Years

All prices are in USD

Note: Do not modify the pivot table

Metric	Quarters								
	Q1			Q2		Q3			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%

region	All
customer	All
division	All
market	All
FY	2020

All prices are in USD

Metric	Quarters								
	Q1			Q2			Q3		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M

Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%

region	All
customer	All
division	All
market	All
FY	2021

All prices are in USD

Metric	Quarters								
	Q1			Q2			Q3		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M
COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M
Gross Margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%

## NET SALES COMPARISON

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%

Q4			Grand Total
Jun	Jul	Aug	
6.18M	6.48M	6.31M	87.48M
3.59M	3.79M	3.70M	51.24M
2.60M	2.69M	2.61M	36.24M
42.0%	41.5%	41.4%	41.4%

Q4			Grand Total
Jun	Jul	Aug	
14.88M	16.08M	16.54M	196.69M
9.34M	10.18M	10.45M	123.37M

5.55M	5.90M	6.08M	73.32M
37.3%	36.7%	36.8%	37.3%

Q4				Grand Total
Jun	Jul	Aug		
41.47M	44.05M	43.05M	598.88M	
26.35M	28.03M	27.44M	380.71M	
15.11M	16.02M	15.61M	218.16M	
36.4%	36.4%	36.3%	36.4%	

178.6%	173.9%	160.3%	204.5%
140.7%	148.0%	162.0%	124.8%

region	All
FY	2021
sub_zone	All

Customer	Net Sales	COGS	Gross Margin	GM%
Australia	\$20,991,333.73	\$14,080,646.47	\$ 6,910,687.26	32.9%
Austria	\$2,840,298.27	\$1,984,959.99	\$ 855,338.28	30.1%
Bangladesh	\$6,950,493.55	\$4,549,649.09	\$ 2,400,844.46	34.5%
Canada	\$35,058,881.40	\$21,664,194.79	\$ 13,394,686.61	38.2%
China	\$22,886,336.25	\$13,486,234.37	\$ 9,400,101.88	41.1%
France	\$25,944,172.04	\$14,726,089.60	\$ 11,218,082.44	43.2%
Germany	\$12,006,271.04	\$8,863,150.51	\$ 3,143,120.53	26.2%
India	\$161,262,512.18	\$109,652,951.70	\$ 51,609,560.48	32.0%
Indonesia	\$18,414,576.81	\$11,341,862.12	\$ 7,072,714.69	38.4%
Italy	\$11,717,810.46	\$8,187,152.01	\$ 3,530,658.45	30.1%
Japan	\$7,922,197.01	\$4,236,964.99	\$ 3,685,232.02	46.5%
Netherlands	\$7,984,235.14	\$4,628,370.21	\$ 3,355,864.93	42.0%
Newzealand	\$11,402,159.76	\$5,903,405.68	\$ 5,498,754.08	48.2%
Norway	\$13,677,506.75	\$9,645,390.22	\$ 4,032,116.53	29.5%
Pakistan	\$5,656,740.32	\$3,609,869.43	\$ 2,046,870.89	36.2%
Philippines	\$31,857,231.30	\$19,403,683.24	\$ 12,453,548.06	39.1%
Poland	\$5,189,452.44	\$2,980,742.93	\$ 2,208,709.51	42.6%
Portugal	\$11,829,546.96	\$6,846,307.87	\$ 4,983,239.09	42.1%
South Korea	\$48,965,337.95	\$31,375,574.07	\$ 17,589,763.88	35.9%
Spain	\$12,618,989.83	\$8,437,890.98	\$ 4,181,098.85	33.1%
Sweden	\$1,767,821.30	\$1,056,831.38	\$ 710,989.92	40.2%
United Kingdom	\$34,152,244.24	\$18,739,462.58	\$ 15,412,781.66	45.1%
USA	\$87,780,946.54	\$55,312,877.97	\$ 32,468,068.57	37.0%
<b>Grand Total</b>	<b>\$598,877,095.27</b>	<b>\$380,714,262.19</b>	<b>\$ 218,162,833.08</b>	<b>36.4%</b>

FY	2019
----	------

GM% Customer	Fiscal Years				
	Q1	Q2	Q3	Q4	Grand Total
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
----	------

GM% Customer	Fiscal Years				
	Q1	Q2	Q3	Q4	Grand Total
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
----	------

GM% Customer	Fiscal Years				
	Q1	Q2	Q3	Q4	Grand Total
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%