



# **AtliQ Hardware Sales and Financial Performance Report**

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## About AtliQ Hardware

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AtliQ Hardware is a prominent player in the global hardware industry, recognized for its commitment to excellence and innovation. Founded with a vision to deliver high-quality hardware products and services, AtliQ has established itself as a leader in providing reliable, cutting-edge solutions to a diverse customer base.



### Company Overview

AtliQ Hardware specializes in manufacturing and distributing a wide range of hardware products, including electronic components, industrial machinery, and consumer electronics. The company's product portfolio is designed to meet the demands of both individual consumers and businesses, ensuring top-notch performance and durability.

### Mission and Vision

AtliQ Hardware's mission is to enhance the operational efficiency and productivity of its clients through superior hardware solutions. The company strives to be a global leader in the hardware industry by continuously innovating and improving its product offerings. AtliQ's vision is to set new benchmarks in quality and reliability while expanding its market presence worldwide.

## Tool and Methods

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**Microsoft Excel** was the primary tool utilized for data analysis and report generation in this project. Excel's extensive features enabled detailed analysis and clear data presentation, supporting comprehensive insights and strategic decision-making.

### 1. Formulas and Tables:

- Formulas: Mastered foundational formulas such as SUM, AVERAGE, and COUNTIF to compute key metrics and perform calculations across datasets.
- Tables: Created structured tables for efficient data organization, management, and referencing.

### 2. Data Cleaning Techniques:

- Applied methods to clean and prepare data, ensuring accuracy and consistency by removing duplicates, correcting errors, and standardizing formats.

### 3. Basic Mathematics and Statistics:

- Calculated essential statistical measures including mean, median, mode, variance, standard deviation, and correlation to derive insights into data distribution and relationships.

### 4. Essential Business Metrics:

- Analyzed Profit & Loss (P&L) statements focusing on key metrics like net sales, cost of goods sold (COGS), and gross margin to understand financial performance.

### 5. Advanced Functions:

- Utilized powerful Excel functions such as VLOOKUP, INDEX MATCH, and XLOOKUP for efficient data handling and cross-referencing across multiple datasets.

## **6. Data Merging and Power Query Integration:**

- Combined data from various sources to create cohesive datasets using Power Query for effective data management and transformation.

## **7. Report Creation and Power Pivot/DAX Basics:**

- Developed detailed reports including tables, charts, and summaries to present findings, trends, and insights clearly.
- Gained introductory knowledge in Power Pivot and DAX for advanced data modeling and calculations.

## Skills and Competencies

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This project has enabled me to acquire and refine several key skills, including:

### Technical Skills:

- Expertise in ETL processes (Extract, Transform, Load).
- Capability to create a date table using Power Query.
- Proficiency in calculating fiscal months and quarters.
- Establishing relationships within data models using Power Pivot.
- Skill in integrating supplementary data into existing data models.
- Utilizing DAX for creating calculated columns and measures.

### Soft Skills:

- In-depth understanding of Sales and Finance Reports.
- Designing user-focused reports with attention to detail.
- Streamlining report generation through careful optimization.
- Developing a methodical approach to report planning and execution.

## Reports

### Customer Net Sales Performance Report

**Purpose:** To assess the performance of individual customers and determine which has driven significant growth in net sales from 2019 to 2021, with a focus on the percentage increase from 2020 to 2021.

AtliQ Hardware


**FILTERS**

region All  
market All  
division All

**Customer Net Sales Performance**

All values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulangier	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsociety	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%

## AtliQ Hardware



Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%
Lotus	1.5 M	2.1 M	8.1 M	382.6%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	246.9%
Notebillig	0.2 M	0.4 M	1.1 M	287.4%
Nova		0.0 M	0.4 M	2664.9%
Novus	1.9 M	3.7 M	9.9 M	264.2%
Otto	0.3 M	0.4 M	1.2 M	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	353.1%
Propel	1.6 M	2.5 M	10.8 M	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	377.9%
Relief	0.4 M	1.0 M	4.1 M	403.6%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Saturn	0.2 M	0.4 M	1.2 M	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	433.6%
Sound	0.6 M	1.7 M	4.4 M	260.3%
Staples	1.2 M	2.9 M	8.8 M	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Taobao	0.2 M	1.3 M	3.3 M	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	457.0%
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%
walmart	1.3 M	2.6 M	9.7 M	370.4%
Zone	0.3 M	1.6 M	5.3 M	336.2%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>304.5%</b>

**Interpretation:** The report indicates exceptional growth in sales for many customers, highlighting major contributors such as Amazon, Atliq e Store, and Electricalsquipo Stores. This suggests robust demand and effective sales strategies. The overall 304.5% increase in net sales underscores a thriving market and successful customer engagement strategies.

### Usage:

- **Strategic Focus:** Identify top-performing customers and prioritize maintaining and expanding these relationships.
- **Sales Strategy:** Replicate successful strategies from high-growth customers across other segments.
- **Resource Allocation:** Allocate resources and support to customers with high growth potential.



## Division Level Report

**Purpose:** To evaluate the performance of different divisions (N & S, P & A, PC) and understand their contribution to the overall sales growth from 2020 to 2021.

AtliQ Hardware



### FILTERS

region All  
customer All

Division  
Level Report  
All values in USD

Divisions	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	84.4%
P & A	105.2 M	338.4 M	221.5%
PC	40.1 M	165.8 M	313.7%
<b>Grand Total</b>	196.7 M	598.9 M	204.5%

**Interpretation:** The PC division shows the highest growth rate, followed by P & A and N & S. The overall 204.5% growth in net sales reflects the company's successful expansion and improved operational efficiency.

### Usage:

- **Performance Review:** Recognize and reward divisions with significant contributions.
- **Investment Decisions:** Consider further investment in high-growth divisions to leverage their success.
- **Operational Adjustments:** Address any challenges faced by divisions with slower growth rates.

## Market Performance Report

**Purpose:** To analyze AtliQ Hardware's performance against targets in various countries for 2021 and identify regions where targets were not met.

AtliQ Hardware



### FILTERS

region All  
division All

### Market Performance vs Target

All values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2M	-9.5%
Austria	0.1 M	2.8 M		-0.3M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6M	-5.6%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0M	-8.2%
Japan		1.9 M	7.9 M	-0.3M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4M	-11.0%
Norway		2.5 M	13.7 M	-1.4M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4M	-8.2%
Spain		1.8 M	12.6 M	-1.8M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>-54.9M</b>	<b>-8.4%</b>

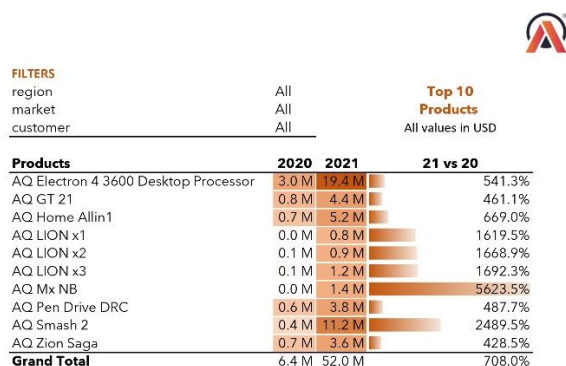
**Interpretation:** The report shows that sales targets were missed in all listed countries, with notable shortfalls in Canada, Spain, and Indonesia. This suggests the need for revised strategies or interventions in these markets.

### Usage:

- **Market Strategy:** Reassess and refine strategies for underperforming regions.
- **Target Setting:** Set more realistic targets based on current market conditions.
- **Local Adjustments:** Implement localized marketing and sales strategies to address specific challenges.

## Top 10 Products Report

**Purpose:** To highlight the sales performance and growth of the top 10 products from 2020 to 2021.



**Interpretation:** The significant growth of top products such as AQ Mx NB and AQ Smash 2 indicates their strong market acceptance and effectiveness in driving sales. The overall 708.0% increase in sales for these products emphasizes their importance in the product portfolio.

### Usage:

- **Product Focus:** Continue to promote and innovate top-performing products.
- **Marketing Efforts:** Increase marketing efforts for high-growth products to sustain momentum.
- **Product Development:** Invest in the development of similar high-potential products.

## New Products 2021 Report

**Purpose:** To evaluate the market reception and revenue contribution of new products introduced in 2021.

AtliQ Hardware



### FILTERS

region	All
market	All
customer	All

### New Products 2021

All values in USD

Products	2021
AQ Clx3	4.4 M
AQ Electron 3 3600 Desktop Processor	14.2 M
AQ Gen Y	19.5 M
AQ GEN Z	11.7 M
AQ HOME Allin1 Gen 2	3.5 M
AQ Lumina Ms	4.2 M
AQ Marquee P3	4.9 M
AQ Marquee P4	1.7 M
AQ Maxima Ms	13.7 M
AQ MB Lito	2.8 M
AQ MB Lito 2	2.3 M
AQ Qwerty	22.0 M
AQ Qwerty Ms	15.4 M
AQ Trigger	20.7 M
AQ Trigger Ms	17.9 M
AQ Wi Power Dx3	17.2 M
<b>Grand Total</b>	176.2 M

**Interpretation:** New products like AQ Gen Y and AQ Qwerty have generated substantial revenue, indicating successful market introduction and strong consumer demand.


### Usage:

- **Product Launch:** Use insights to guide future product launches and ensure successful market entry.
- **Resource Allocation:** Allocate resources to support the growth of new and promising products.
- **Customer Feedback:** Gather feedback on new products to drive further improvements.

### Top Countries Report

**Purpose:** To identify the top five countries by net sales for AtliQ Hardware in 2021 and understand their contribution to overall revenue.

AtliQ Hardware



FILTERS		Top 5 Countries 2021 All values in USD
region	All	
customer	All	
Country	2021	
Canada	35.1 M	
India	161.3 M	
South Korea	49.0 M	
United Kingdom	34.2 M	
USA	87.8 M	
Grand Total	367.2 M	

**Interpretation:** India, the USA, South Korea, Canada, and the UK are the top markets, highlighting their importance in the company’s revenue stream. These countries represent key growth opportunities and areas of focus.

**Usage:**

- **Market Prioritization:** Focus on maintaining and expanding presence in top-performing countries.
- **Growth Strategies:** Develop targeted strategies to enhance performance in these key markets.
- **Local Partnerships:** Strengthen partnerships and distribution channels in these countries.

## Profit & Loss Yearly Report

**Purpose:** To analyze the annual financial performance of AtliQ Hardware, focusing on net sales, cost of goods sold (COGS), gross margin, and gross margin percentage (GM %).

AtliQ Hardwares



### FILTERS

region All  
market All  
division All  
customer All

### P & L

By Fiscal Year

All values in USD

Metrics	Fiscal Year			
	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%

**Interpretation:** Substantial growth in net sales and gross margin, despite a slight decrease in gross margin percentage, indicates effective sales performance but also rising costs.

### Usage:

- **Cost Management:** Implement strategies to control COGS and improve gross margin percentage.
- **Financial Planning:** Use financial performance data to inform budgeting and financial forecasting.
- **Profitability Analysis:** Assess profitability to optimize pricing and cost structures.

## Profit & Loss by Country Report

**Purpose:** To break down P & L data by market for 2021, offering insights into net sales, COGS, gross margin, and gross margin percentage for each country.

AtliQ Hardwares



### FILTERS

region All  
sub\_zone All  
FY 2021

**P & L  
for Market**  
All values in USD

Country	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philippines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%
<b>Grand Total</b>	<b>598.9M</b>	<b>380.7M</b>	<b>218.2M</b>	<b>36.43%</b>

**Interpretation:** High gross margin percentages in markets like New Zealand and Japan contrast with lower margins in high-revenue countries like India. This suggests regional variations in profitability.

### Usage:

- **Market Optimization:** Focus on improving profitability in lower-margin countries.
- **Cost Efficiency:** Explore cost-reduction opportunities in high-revenue but low-margin markets.
- **Regional Strategies:** Develop region-specific strategies to enhance overall profitability.

## Gross Margin Percent by Quarters Report

**Purpose:** To track gross margin percentages across quarters from 2019 to 2021, identifying trends and fluctuations in different sub-zones.

AtliQ Hardwares



### Gross Margin % By Quarters

#### FILTER

FY 2019

GM %  
By Quarter - 2019  
All values in USD

GM % Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

#### FILTER

FY 2020

GM %  
By Quarter - 2020  
All values in USD

GM % Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

#### FILTER

FY 2021

GM %  
By Quarter - 2021  
All values in USD

GM % Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%

**Interpretation:** Gross margins have fluctuated across sub-zones, with noticeable declines in India. This indicates varying cost pressures and market conditions.

### Usage:

- **Quarterly Reviews:** Conduct quarterly reviews to monitor and address margin fluctuations.
- **Performance Improvement:** Identify and mitigate factors contributing to margin declines in specific regions.
- **Strategic Planning:** Adjust strategies based on quarterly margin trends to maintain profitability.



## Conclusion

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The overall analysis of the various reports indicates that AtliQ Hardware has experienced significant growth in net sales, and the introduction of new products has been highly successful. However, there are areas that require attention, such as achieving sales targets in certain countries, managing the cost of goods sold to improve gross margins, and addressing regional disparities in profitability. By focusing on these areas, AtliQ Hardware can enhance its market position and financial performance further.