



# Sales Analytics

*Advanced Excel*

**CODE BASICS**







## FILTERS

region All  
market All  
division All

Customer  
Net Sales Performance  
All Values Are In USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.1%
All-Out		0.2M	0.8M	395.7%
Amazon	12.2M	37.5M	82.1M	118.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	206.0%
Atlas Stores	0.2M	0.7M	3.2M	370.3%
Atliq e Store	7.2M	23.7M	53.0M	123.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.8%
BestBuy	0.9M	1.8M	6.3M	256.1%
Boulanger	0.2M	0.8M	4.1M	392.9%
Chip 7	0.6M	1.3M	5.5M	316.1%
Chiptec		0.4M	3.0M	622.0%
Control	0.9M	2.2M	7.7M	249.2%
Coolblue	0.5M	1.2M	4.2M	260.0%
Costco	1.1M	2.8M	9.3M	237.4%
Croma	1.7M	2.5M	7.5M	205.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.9%
Digimarket	0.8M	1.7M	4.1M	141.1%
Ebay	2.6M	6.3M	15.2M	142.2%
Electricalsara Stores	0.1M	0.6M	1.9M	186.0%
Electricalsbea Stores		0.1M	0.7M	404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	213.3%
Electricalslytical	1.8M	2.6M	11.9M	357.5%
Electricalsocity	2.3M	3.5M	12.4M	258.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.3%
Elite	0.4M	0.8M	4.1M	395.5%
Elkjøp	0.5M	1.3M	5.2M	291.9%
Epic Stores	0.4M	0.9M	4.2M	346.1%
Euronics	0.4M	0.9M	3.9M	344.7%
Expert	0.8M	1.8M	6.4M	264.0%
Expression	1.7M	3.0M	9.8M	228.2%
Ezone	1.5M	2.0M	7.9M	291.6%
Flawless Stores	0.1M	0.5M	1.8M	296.3%
Flipkart	2.9M	8.3M	19.3M	131.0%
Fnac-Darty	0.5M	0.8M	2.9M	249.8%
Forward Stores	0.6M	1.5M	4.1M	172.0%
Girias	1.5M	2.1M	8.7M	319.3%
Info Stores	0.1M	0.5M	1.8M	284.1%
Insight	0.4M	1.0M	2.8M	171.8%
Integration Stores		0.2M	1.4M	787.2%
Leader	4.7M	6.0M	18.8M	214.8%
Logic Stores	0.2M	0.9M	4.8M	415.2%
Lotus	1.5M	2.1M	8.1M	282.6%
Neptune	1.0M	3.4M	16.1M	371.5%
Nomad Stores	0.5M	1.6M	4.0M	146.9%

## AtliQ Hardwares



Notebillig	0.2M	0.4M	1.1M	187.4%
Nova		0.0M	0.4M	2564.9%
Novus	1.9M	3.7M	9.9M	164.2%
Otto	0.3M	0.4M	1.2M	198.6%
Premium Stores	0.5M	1.1M	3.9M	253.1%
Propel	1.6M	2.5M	10.8M	340.6%
Radio Popular	0.5M	1.5M	5.3M	262.6%
Radio Shack	0.8M	1.7M	5.4M	211.5%
Reliance Digital	1.6M	2.6M	9.7M	277.9%
Relief	0.4M	1.0M	4.1M	303.6%
Sage	4.8M	6.4M	20.7M	221.5%
Saturn	0.2M	0.4M	1.2M	210.5%
Sorefoz	0.6M	1.1M	4.7M	333.6%
Sound	0.6M	1.7M	4.4M	160.3%
Staples	1.2M	2.9M	8.8M	207.0%
Surface Stores	0.1M	0.5M	2.1M	298.8%
Synthetic	1.9M	4.4M	12.2M	176.0%
Taobao	0.2M	1.3M	3.3M	148.7%
UniEuro	0.6M	1.6M	7.3M	357.0%
Vijay Sales	1.7M	2.1M	8.5M	297.8%
Viveks	1.6M	2.2M	7.8M	248.1%
walmart	1.3M	2.6M	9.7M	270.4%
Zone	0.3M	1.6M	5.3M	236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.5%</b>



## 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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



region	All
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Top 10 Products  
All Values Are In USD

Products	2019	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Proces	3.0M	19.4M	<div><div></div></div> 541.3%	
AQ GT 21	0.8M	4.4M	<div><div></div></div> 461.1%	
AQ Home Allin1	0.7M	5.2M	<div><div></div></div> 669.0%	
AQ LION x1	0.0M	0.8M	<div><div></div></div> 1619.5%	
AQ LION x2	0.1M	0.9M	<div><div></div></div> 1668.9%	
AQ LION x3	0.1M	1.2M	<div><div></div></div> 1692.3%	
AQ Mx NB	0.0M	1.4M	<div><div></div></div> 5623.5%	
AQ Pen Drive DRC	0.6M	3.8M	<div><div></div></div> 487.7%	
AQ Smash 2	0.4M	11.2M	<div><div></div></div> 2489.5%	
AQ Zion Saga	0.7M	3.6M	<div><div></div></div> 428.5%	
Grand Total	6.4M	52.0M	708.0%	



FILTERS

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Division Level Report  
All Values Are In USD

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



FILTERS

region	All
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Top 5 Products - Qty  
All Values Are In USD

Product	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	19.0M



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Bottom 5 products - Qty  
All Values Are In USD

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
Grand Total	174.9 K





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**New Products - 2021**  
**All Values Are In USD**

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Proces		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
<b>Grand Total</b>		<b>176.2M</b>



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**Top 5 Country - 2021**  
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Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>