

# Sales Analytics

Advanced Excel

CODE BASICS





region All **Customer** 

market All Net Sales Performance division All All Values Are In USD

| 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%           Attia Stores         0.2M         0.7M         3.2M         370.3%           Attiq 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%           Boulanger         0.2M         0.8M         4.1M         300.9%           Chip 7         0.6M         1.3M         5.5M         316.1%           Control         0.9M         2.2M         7.7M         249.2%           Cootblue         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%  | Customer                 | 2019  | 2020  | 2021  | 21 vs 20 |
|--|--------------------------|-------|-------|-------|----------|
| Amazon   | Acclaimed Stores         | 1.4M  | 2.9M  | 10.9M | 278.1%   |
| 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%   | All-Out                  |       | 0.2M  | 0.8M  | 395.7%   |
| Attas Stores         0.2M         0.7M         3.2M         370.3%           Attiq e Store         7.2M         23.7M         53.0M         123.8%           AttiQ 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%           Corma         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         1.5LM         142.2%           Electricalsarc Stores         0.1M         0.6M         1.9M         186.0%   | Amazon                   | 12.2M | 37.5M | 82.1M | 118.9%   |
| Attiq e Store         7.2M         23.7M         53.0M         123.8%           AttiQ 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%           Electricalsar Stores         0.1M         0.6M         1.9M         186.0%           Electricalsary Stores         0.1M         0.7M         2.3M         213.3%   | Argos (Sainsbury's)      | 0.4M  | 0.7M  | 2.3M  | 206.0%   |
| AttiQ 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%           Corroma         1.7M         2.5M         7.5M         205.1%           Currys (Dixons Carphone)         0.3M         0.8M         1.9M         146.9%           Currys (Dixons Carphone)         0.3M         0.8M         1.9M         141.1%           Ebay         2.6M         6.3M         1.9M         141.1%           Ebay         2.6M         6.3M         1.5M         142.2%           Electricalsara Stores         0.1M         0.7M         2.3M         1.23.%      <   | Atlas Stores             | 0.2M  | 0.7M  | 3.2M  | 370.3%   |
| BestBuy  | Atliq e Store            | 7.2M  | 23.7M | 53.0M | 123.8%   |
| Boulanger  | AtliQ Exclusive          | 9.6M  | 17.7M | 61.1M | 245.8%   |
| 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         2.3M         123.3%           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 <td< td=""><td>BestBuy</td><td>0.9M</td><td>1.8M</td><td>6.3M</td><td>256.1%</td></td<> | BestBuy                  | 0.9M  | 1.8M  | 6.3M  | 256.1%   |
| 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%           Electricalsaris Stores         0.1M         0.6M         1.9M         186.0%           Electricalsbea Stores         0.1M         0.7M         2.3M         186.0%           Electricalstylical         1.8M         2.6M         11.9M         357.5%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           Elikjøp         0.5M         1.3M         5.2M         291.9%           Elkjøp         0.5M         1.3M         5.2M  | Boulanger                | 0.2M  | 0.8M  | 4.1M  | 392.9%   |
| 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%           Electricalsars Stores         0.1M         0.6M         1.9M         186.0%           Electricalsance Stores         0.1M         0.7M         2.3M         213.3%           Electricalsalytical         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   | Chip 7                   | 0.6M  | 1.3M  | 5.5M  | 316.1%   |
| 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         2.3M         213.3%           Electricalsocity         2.3M         3.5M         12.4M         258.8%           Electricalsocity         2.3M         3.5M         12.4M         258.8%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           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         0.9  | Chiptec                  |       | 0.4M  | 3.0M  | 622.0%   |
| 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%           Electricalsoris         0.1M         0.6M         1.9M         186.0%           Electricalsbea Stores         0.1M         0.7M         2.3M         186.0%           Electricalslance Stores         0.1M         0.7M         2.3M         357.5%           Electricalsocity         2.3M         3.5M         12.4M         258.8%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           Eletricalsquipo 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  | Control                  | 0.9M  | 2.2M  | 7.7M  | 249.2%   |
| 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%           Electricalsor         0.1M         0.6M         1.9M         186.0%           Electricalsbea Stores         0.1M         0.7M         2.3M         186.0%           Electricalslance Stores         0.1M         0.7M         2.3M         213.3%           Electricalsocity         2.3M         3.5M         12.4M         258.8%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           Eletricalsquipo 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%           Expression         1.7M         3.  | Coolblue                 | 0.5M  | 1.2M  | 4.2M  | 260.0%   |
| 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%           Electricalsor         0.1M         0.6M         1.9M         186.0%           Electricalsbea Stores         0.1M         0.7M         2.3M         186.0%           Electricalslance Stores         0.1M         0.7M         2.3M         213.3%           Electricalsquipo Stores         0.1M         0.7M         2.3M         213.3%           Electricalsquipo Stores         0.2M         0.7M         3.6M         435.3%           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   | Costco                   | 1.1M  | 2.8M  | 9.3M  | 237.4%   |
| 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%           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         2   | Croma                    | 1.7M  | 2.5M  | 7.5M  | 205.1%   |
| Ebay   2.6M   6.3M   15.2M   142.2%  | Currys (Dixons Carphone) | 0.3M  | 0.8M  | 1.9M  | 146.9%   |
| 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         4.2M         346.1%           Expression         1.7M         3.0M         9.8M         228.2%           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<  | Digimarket               | 0.8M  | 1.7M  | 4.1M  | 141.1%   |
| 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%           Elawless 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   | Ebay                     | 2.6M  | 6.3M  | 15.2M | 142.2%   |
| 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.   | Electricalsara Stores    | 0.1M  | 0.6M  | 1.9M  | 186.0%   |
| 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%           Expression         0.4M         0.9M         3.9M         344.7%           Expression         1.7M         3.0M         9.8M         264.0%           Expression         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   | Electricalsbea Stores    |       | 0.1M  | 0.7M  | 404.6%   |
| 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%           Expertssion         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%           Integration Stores         0.1M         0.5M         1.8M         <  | Electricalslance Stores  | 0.1M  | 0.7M  | 2.3M  | 213.3%   |
| 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%           Expertssion         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%  | Electricalslytical       | 1.8M  | 2.6M  | 11.9M | 357.5%   |
| 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 <td>Electricalsocity</td> <td>2.3M</td> <td>3.5M</td> <td>12.4M</td> <td>258.8%</td>   | Electricalsocity         | 2.3M  | 3.5M  | 12.4M | 258.8%   |
| 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 <td>Electricalsquipo Stores</td> <td>0.2M</td> <td>0.7M</td> <td>3.6M</td> <td>435.3%</td>   | Electricalsquipo Stores  | 0.2M  | 0.7M  | 3.6M  | 435.3%   |
| 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%   | Elite                    | 0.4M  | 0.8M  | 4.1M  | 395.5%   |
| 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%  | Elkjøp                   | 0.5M  | 1.3M  | 5.2M  | 291.9%   |
| 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%   | Epic Stores              | 0.4M  | 0.9M  | 4.2M  | 346.1%   |
| 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%  | Euronics                 | 0.4M  | 0.9M  | 3.9M  | 344.7%   |
| 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%   | Expert                   | 0.8M  | 1.8M  | 6.4M  | 264.0%   |
| 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%   | Expression               | 1.7M  | 3.0M  | 9.8M  | 228.2%   |
| 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%   | Ezone                    | 1.5M  | 2.0M  | 7.9M  | 291.6%   |
| 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%   | Flawless Stores          | 0.1M  | 0.5M  | 1.8M  | 296.3%   |
| 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%  | Flipkart                 | 2.9M  | 8.3M  | 19.3M | 131.0%   |
| 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%   | Fnac-Darty               | 0.5M  | 0.8M  | 2.9M  | 249.8%   |
| 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%  | Forward Stores           | 0.6M  | 1.5M  | 4.1M  | 172.0%   |
| 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%  | Girias                   | 1.5M  | 2.1M  | 8.7M  | 319.3%   |
| 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%  | Info Stores              | 0.1M  | 0.5M  | 1.8M  | 284.1%   |
| 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%  | Insight                  | 0.4M  | 1.0M  | 2.8M  | 171.8%   |
| 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%  | Integration Stores       |       | 0.2M  | 1.4M  | 787.2%   |
| Lotus       1.5M       2.1M       8.1M       282.6%         Neptune       1.0M       3.4M       16.1M       371.5%   | Leader                   | 4.7M  | 6.0M  | 18.8M | 214.8%   |
| Neptune 1.0M 3.4M 16.1M 371.5%   | Logic Stores             | 0.2M  | 0.9M  | 4.8M  | 415.2%   |
|  | Lotus                    | 1.5M  | 2.1M  | 8.1M  | 282.6%   |
| Nomad Stores 0.5M 1.6M 4.0M 146.9%   | Neptune                  | 1.0M  | 3.4M  | 16.1M | 371.5%   |
|  | Nomad Stores             | 0.5M  | 1.6M  | 4.0M  | 146.9%   |





| Notebillig       | 0.2M  | 0.4M         | 1.1M   | 187.4% |
|------------------|-------|--------------|--------|--------|
| Nova             | 0.211 | 0.4M         |        | 564.9% |
|                  | 1.9M  | 0.0M<br>3.7M | _      |        |
| Novus            |       |              | 9.9M   | 164.2% |
| Otto             | 0.3M  | 0.4M         | 1.2M   | 198.6% |
| Premium Stores   | 0.5M  | 1.1M         |        | 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% |
| Grand Total      | 87.5M | 196.7M       | 598.9M | 204.5% |

All

All

#### **FILTERS**

region

division

Performance vs Target All Values Are In USD



| Country               | 2019  | 2020   | 2021   | 2021-Target | %                    |
|-----------------------|-------|--------|--------|-------------|----------------------|
| Australia             | 3.9M  | 10.7M  | 21.0M  | -2.2M       | -1 <mark>0.5%</mark> |
| Austria               |       | 0.1M   | 2.8M   | -0.3M       | -1 <mark>1.7%</mark> |
| Bangladesh            | 0.5M  | 2.3M   | 7.0M   | -0.7M       | -1 <mark>0.3%</mark> |
| Canada                | 4.8M  | 12.2M  | 35.1M  | -5.1M       | -14.5%               |
| China                 | 1.4M  | 5.4M   | 22.9M  | -2.1M       | -9 <mark>.0%</mark>  |
| 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. <mark>9%</mark>  |
| Indonesia             | 2.5M  | 6.2M   | 18.4M  | -2.4M       | -12.9%               |
| Italy                 | 2.9M  | 4.5M   | 11.7M  | -1.0M       | -9 <mark>.0%</mark>  |
| Japan                 |       | 1.9M   | 7.9M   | -0.3M       | -4.1 <mark>%</mark>  |
| Netherlands           | 0.2M  | 3.4M   | 8.0M   | -0.7M       | -8 <mark>.2%</mark>  |
| Newzealand            |       | 2.0M   | 11.4M  | -1.4M       | -12.3%               |
| Norway                |       | 2.5M   | 13.7M  | -1.4M       | -1 <mark>0.5%</mark> |
| Pakistan              | 0.6M  | 4.7M   | 5.7M   | -0.5M       | -9 <mark>.3%</mark>  |
| Philiphines           | 5.7M  | 13.4M  | 31.9M  | -2.5M       | -7 <mark>.8%</mark>  |
| Poland                | 0.4M  | 2.8M   | 5.2M   | -0.9M       | -18.1%               |
| Portugal              | 0.7M  | 3.6M   | 11.8M  | -0.5M       | -4.3 <mark>%</mark>  |
| South Korea           | 12.8M | 17.3M  | 49.0M  | -4.4M       | -8 <mark>.9%</mark>  |
| Spain                 |       | 1.8M   | 12.6M  | -1.8M       | <b>-14.1%</b>        |
| Sweden                | 0.1M  | 0.2M   | 1.8M   | -0.2M       | -1 <mark>1.1%</mark> |
| <b>United Kingdom</b> | 2.0M  | 8.1M   | 34.2M  | -3.0M       | -8 <mark>.7%</mark>  |
| USA                   | 11.5M | 31.9M  | 87.8M  | -10.2M      | -1 <mark>1.7%</mark> |
| Grand Total           | 87.5M | 196.7M | 598.9M | -54.9M      | -9.2%                |





region All Customer All Top 10 Products
division All All Values Are In USD

| Products 2019                     | 2020 | 2021  | 21 vs 20        |
|-----------------------------------|------|-------|-----------------|
| AQ Electron 4 3600 Desktop Proces | 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  | <b>1</b> 619.5% |
| 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%          |

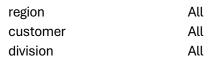




| Division           | 2020   | 2021   | 21 vs 20       |
|--------------------|--------|--------|----------------|
| N&S                | 51.4M  | 94.7M  | 84.4%          |
| P&A                | 105.2M | 338.4M | <b>221.</b> 5% |
| PC                 | 40.1M  | 165.8M | 313.7%         |
| <b>Grand Total</b> | 196.7M | 598.9M | 204.5%         |







| 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 |



Top 5 Products - Qty All Values Are In USD



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

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 |



region All customer All division All

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>         |        | 176.2M |





 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 All Values Are In USD