

Report 1

Customer Net Sales Performance				
Customer	2019		2020	
	2019	2020	2021	21 vs 20
Amazon	12.2 M	37.5 M	82.1 M	218.9%
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%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsociety	2.3 M	3.5 M	12.4 M	358.8%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Neptune	1.0 M	3.4 M	16.1 M	471.5%
Sage	4.8 M	6.4 M	20.7 M	321.5%
Synthetic	1.9 M	4.4 M	12.2 M	276.0%
Grand Total	49.2 M	117.2 M	310.9 M	265.3%

Key Insights



This report displays AtliQ's customer net sales performance for the years 2019, 2020, and 2021. The "21 vs 20" column shows the growth percentage of 2021 compared to 2020.

To identify the top 10 customers based on their 2021 sales, we have applied a value filter on customer names. Among all the customers, Amazon is leading with the highest net sales of 82.1 million.

Report 2

FILTERS		Market			
region	All	Performance vs Target			
division	All	All values are in USD			
Country	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.5%
Austria		0.1 M	2.8 M	-0.3 M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.5%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4 M	-11.0%
Norway		2.5 M	13.7 M	-1.4 M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.2%
Spain		1.8 M	12.6 M	-1.8 M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.4%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-8.4%

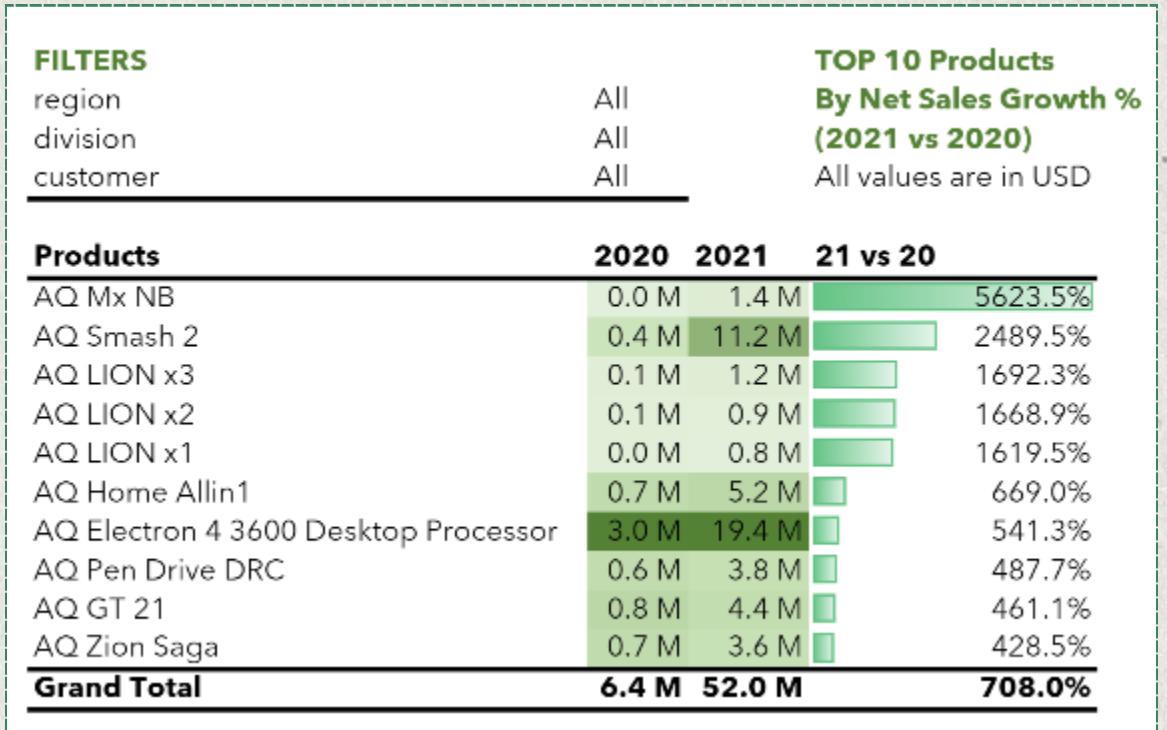
Key Insights



This report shows the **net sales performance** of different **markets** in 2019, 2020, and 2021. Additionally, two more columns display the difference between the actual net sales in 2021 and the target net sales for that year, as well as the percentile value of that difference.

Based on the report, it appears that **none of the countries were able to meet their 2021 sales targets**. The bottom two countries in terms of having the highest difference between their actual and target values are the **USA** (with a difference of **-10.2 million**) and **India** (with a difference of **-9.6 million**).

Report 3 & 4



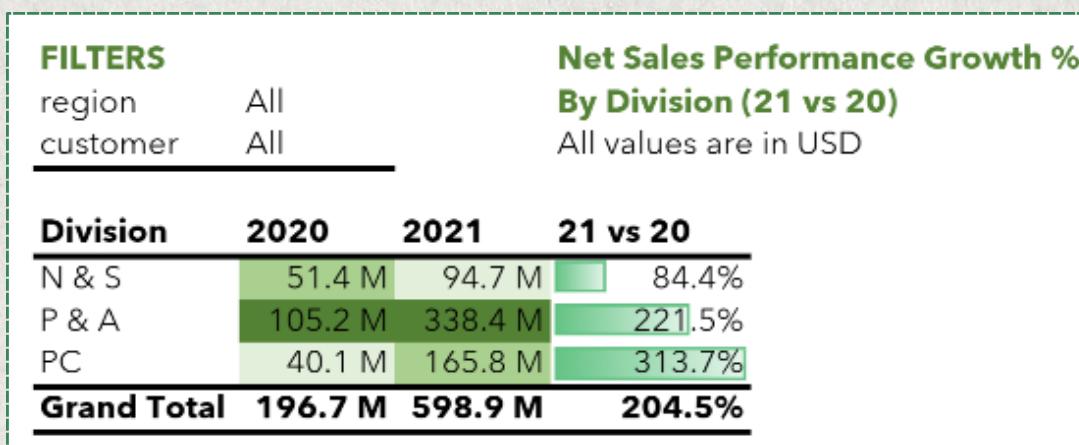
Key Insights



1st report is showing **top 10 products by 21 vs 20**.
'AQ Mx Nb' product has the **highest growth difference b/w 2021 & 2020**.

2nd report shows a **division-level breakout** where we can see the '**P & L**' division performed well in both 2020 and 2021.

2020 Net sales - 105.2 M
2021 Net sales - 338.4 M



Report 5 & 6

FILTERS	
region	All
division	All
customer	All
Top 5 Products By Sold Quantity	
Products	Qty
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1 Ms	4.1 M
AQ Gamers Ms	4.0 M
AQ Gamers	3.4 M
AQ Master wireless x1	3.4 M
Grand Total	19.0 M

Key Insights



There are two reports available that show the **top 5** and **bottom 5 products** based on the quantity sold.

In the Top 5 products list, the '**AQ Master wired x1 Ms**' has the **highest** quantity sold (**4.2 million**). On the other hand, in the Bottom 5 products list, the '**AQ HOME Allin1 Gen 2**' has the **lowest** quantity sold (**8.9 thousand**). We need to investigate why this product's sales are lower than others and work on improving its quality for better sales.

FILTERS	
region	All
division	All
customer	All
Bottom 5 Products By Sold Quantity	
Products	Qty
AQ HOME Allin1 Gen 2	8.9 K
AQ Home Allin1	15.2 K
AQ Smash 2	36.0 K
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
Grand Total	174.9 K

Report 7



FILTERS		
region	All	<input type="button" value="▼"/>
division	All	<input type="button" value="▼"/>
customer	All	<input type="button" value="▼"/>
New Products - 2021 All values are in USD		
Products	2020	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
Grand Total		176.2 M

Key Insights



This report shows **new products launched in 2021** and '**AQ Qwerty**' is **leading** the sales market by giving **22.0 M** Net sales in 2021.





Report 8 & 9

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

Key Insights



The first report shows the **top 5 countries** based on their **net sales for 2021**. India has the highest net sales, which amounts to **161.3 million**.

FILTERS			
region	All		
platform	All		
Net Sales Performance By Channel			
All values are in USD			
Channel	2019	2020	2021
Direct	15.3 M	39.3 M	105.8 M
Distributor	13.9 M	22.4 M	70.7 M
Retailer	58.3 M	135.0 M	422.4 M
Grand Total	87.5 M	196.7 M	598.9 M

The second report provides a breakdown of **net sales by channel** for 2019, 2020, and 2021. Upon analysis, it was found that the "**Retailer**" channel performed the **best** in all **3 years**. However, the "**Distributor**" channel did not achieve **good results**. Further investigation is needed to identify the reasons behind the distributor channel's poor performance and to find ways to improve it.



Report 10 & 11

FILTERS		TOP 10 Brick & Mortar Customers By Net Sales Growth %		
region	All	2020	2021	21 vs 20
market	All			
platform	Brick & Mortar			
All values are in USD				
Customers	2020	2021	21 vs 20	
Nova	0.0 M	0.4 M	2564.9%	
Integration Stores	0.2 M	1.4 M	787.2%	
Chiptec	0.4 M	3.0 M	622.0%	
Electricalsquipo Stores	0.7 M	3.6 M	435.3%	
Logic Stores	0.9 M	4.8 M	415.2%	
Electricalsbea Stores	0.1 M	0.7 M	404.6%	
All-Out	0.2 M	0.8 M	395.7%	
Elite	0.8 M	4.1 M	395.5%	
Boulanger	0.8 M	4.1 M	392.9%	
Neptune	3.4 M	16.1 M	371.5%	
Grand Total	7.6 M	39.1 M	415.2%	

FILTERS		TOP 3 E-Commerce Customers By Net Sales Growth %		
region	All	2020	2021	21 vs 20
market	All			
platform	E-Commerce			
All values are in USD				
Customers	2020	2021	21 vs 20	
Taobao	1.3 M	3.3 M	148.7%	
Ebay	6.3 M	15.2 M	142.2%	
Flipkart	8.3 M	19.3 M	131.0%	
Grand Total	15.9 M	37.8 M	136.9%	

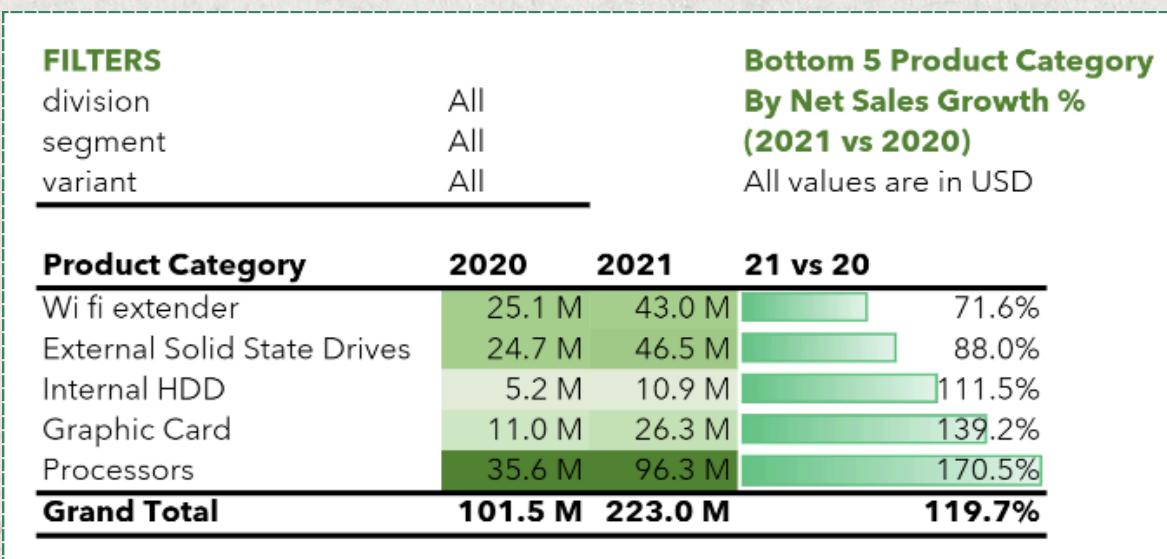
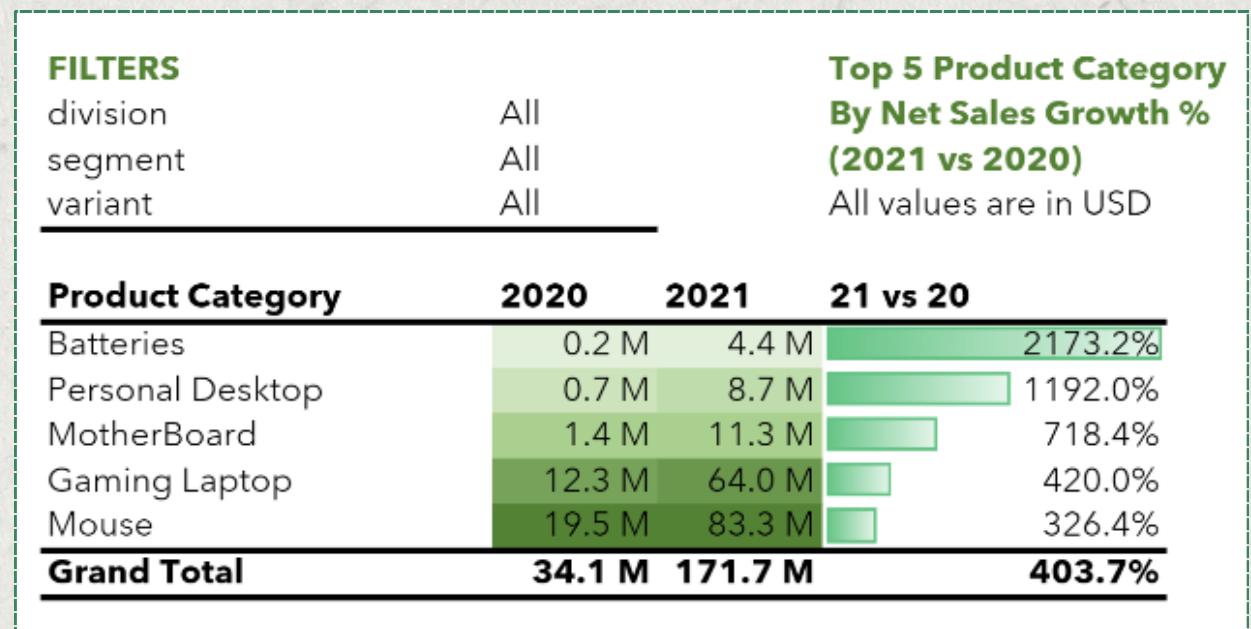
Key Insights



The first report displays the top 10 'Brick & Mortar' customers based on their growth percentage in 2021 compared to 2020. 'Nova' has shown the highest growth percentage among the other 'Brick & Mortar' customers.

Similarly, among the top 3 E-Commerce customers, eBay and Flipkart have shown the best performance in terms of net sales for 2020 and 2021. However, 'Taobao' is another customer whose growth percentage is higher compared to the other two. We can investigate further to see how we can improve Taobao's net sales for better growth.

Report 12 & 13



Key Insights



These 2 reports showing Top 5 and bottom 5 product categories in terms of 21 vs 20 % growth.

In the top 5 report, the 'Batteries' category performed well in terms of growth %. However, in the bottom 5 report, the 'Wi-Fi extender' category showed the lowest growth. We need to investigate how we can improve the Wi-Fi extender category for better growth.