# Key Insight 1

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, <mark>Amazon</mark> is <mark>leading</mark> with the <mark>highest net sales</mark> of 82.1 million.

**FILTERS**

| region | All ▼ |
| market | All ▼ |
| division | All ▼ |

**Customer**
**Net Sales Performance**
All values in USD

| Customer ▼ | 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% |
| Electricalsocity | 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 Insight 2

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 <mark>none of the countries were able to meet their 2021 sales targets.</mark> 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).
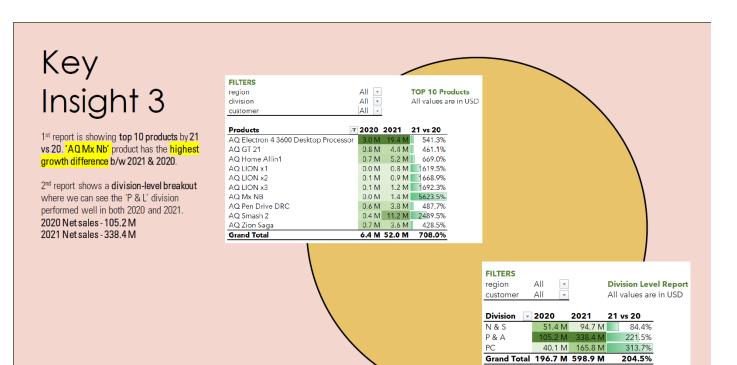
**FILTERS**

| region | All |
| division | All |

**Market**
**Performance vs Target**
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 | -5.6% |
| 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% |
| Philipines | 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 Insight 3

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

**FILTERS**

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

**TOP 10 Products**
All values are in USD

| Products | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| AQ Electron 4 3600 Desktop Processor | 3.0 M | 19.4 M | 541.3% |
| AQ GT 21 | 0.8 M | 4.4 M | 461.1% |
| AQ Home AllIn1 | 0.7 M | 5.2 M | 669.0% |
| AQ LION x1 | 0.0 M | 0.8 M | 1619.5% |
| AQ LION x2 | 0.1 M | 0.9 M | 1668.9% |
| AQ LION x3 | 0.1 M | 1.2 M | 1692.3% |
| AQ Mx NB | 0.0 M | 1.4 M | 5623.5% |
| AQ Pen Drive DRC | 0.6 M | 3.8 M | 487.7% |
| AQ Smash 2 | 0.4 M | 11.2 M | 2489.5% |
| AQ Zion Saga | 0.7 M | 3.6 M | 428.5% |
| **Grand Total** | **6.4 M** | **52.0 M** | **708.0%** |

**FILTERS**

| region | All | |
| customer | All | |

**Division Level Report**
All values are in USD

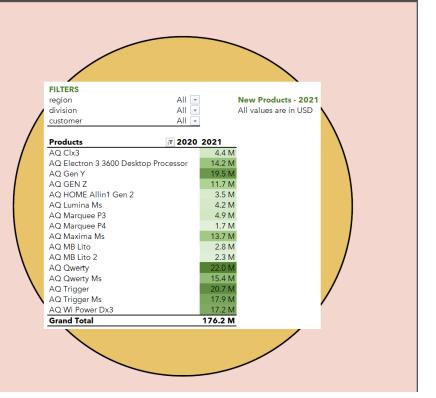| Division | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| N & S | 51.4 M | 94.7 M | 84.4% |
| P & A | 105.2 M | 338.4 M | 221.5% |
| PC | 40.1 M | 165.8 M | 313.7% |
| **Grand Total** | **196.7 M** | **598.9 M** | **204.5%** |

# Key Insight 4

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 | |

**Top 5 Products**

| Products | Qty |
|---|---|
| AQ Gamers | 3.4 M |
| AQ Gamers Ms | 4.0 M |
| AQ Master wired x1 Ms | 4.2 M |
| AQ Master wireless x1 | 3.4 M |
| AQ Master wireless x1 Ms | 4.1 M |
| **Grand Total** | **19000112** |

**FILTERS**

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

**Bottom 5 Products**

| 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** | **174887** |

# Key Insight 5

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.

**FILTERS**

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

**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 Insight 6

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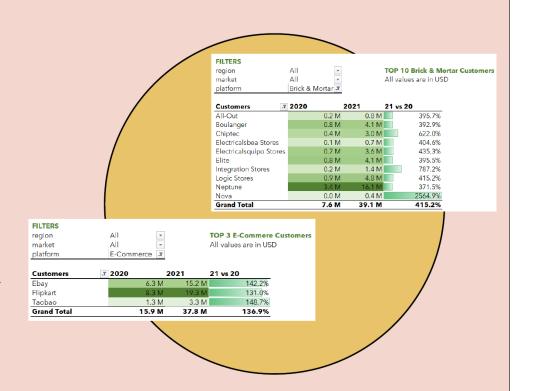
The second report provides a **breakdown of net sales by channel for 2019, 2020, and 2021**. Upon analysis, it was found that the "Retailer" channel **performed the best in all 3 years**. However, the "Distributor" channel **did not achieve good results**. Further investigation is needed to identify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

**FILTERS**

| region | All |
| customer | All |

**Top 5 Country - 2021**
All values are in USD

| 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** |

**FILTERS**

| region | All |
| platform | All |

**Channel Level Report**
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** |

# Key Insight 7

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

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

**TOP 10 Brick & Mortar Customers**
All values are in USD

| Customers | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| All-Out | 0.2 M | 0.8 M | 395.7% |
| Boulanger | 0.8 M | 4.1 M | 392.9% |
| Chiptec | 0.4 M | 3.0 M | 622.0% |
| Electricalsbea Stores | 0.1 M | 0.7 M | 404.6% |
| Electricalsquipo Stores | 0.7 M | 3.6 M | 435.3% |
| Elite | 0.8 M | 4.1 M | 395.5% |
| Integration Stores | 0.2 M | 1.4 M | 787.2% |
| Logic Stores | 0.9 M | 4.8 M | 415.2% |
| Neptune | 3.4 M | 16.1 M | 371.5% |
| Nova | 0.0 M | 0.4 M | 2564.9% |
| **Grand Total** | **7.6 M** | **39.1 M** | **415.2%** |

**FILTERS**

| region | All |
| market | All |
| platform | E-Commerce |

**TOP 3 E-Commere Customers**
All values are in USD

| Customers | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| Ebay | 6.3 M | 15.2 M | 142.2% |
| Flipkart | 8.3 M | 19.3 M | 131.0% |
| Taobao | 1.3 M | 3.3 M | 148.7% |
| **Grand Total** | **15.9 M** | **37.8 M** | **136.9%** |

# Key Insight 8

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

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

**FILTERS**

| segment | All |
| variant | All |

**Top 5 Product Category**
All values are in USD

| Product Category | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| Batteries | 0.2 M | 4.4 M | 2173.2% |
| Gaming Laptop | 12.3 M | 64.0 M | 420.0% |
| MotherBoard | 1.4 M | 11.3 M | 718.4% |
| Mouse | 19.5 M | 83.3 M | 326.4% |
| Personal Desktop | 0.7 M | 8.7 M | 1192.0% |
| **Grand Total** | **34.1 M** | **171.7 M** | **403.7%** |

**FILTERS**

| segment | All |
| variant | All |

**Bottom 5 Product Category**
All values are in USD

| Product Category | 2020 | 2021 | 21 vs 20 |
|---|---|---|---|
| External Solid State Drives | 24.7 M | 46.5 M | 88.0% |
| Graphic Card | 11.0 M | 26.3 M | 139.2% |
| Internal HDD | 5.2 M | 10.9 M | 111.5% |
| Processors | 35.6 M | 96.3 M | 170.5% |
| Wi fi extender | 25.1 M | 43.0 M | 71.6% |
| **Grand Total** | **101.5 M** | **223.0 M** | **119.7%** |