

Report 1

FILTERS				
region	All	<input type="button" value="▼"/>		
market	All	<input type="button" value="▼"/>		
customer	All	<input type="button" value="▼"/>		
division	All	<input type="button" value="▼"/>		
Fiscal Years <input type="button" value="▼"/>				
Metrics	2019	2020	2021	21 vs 20
Net Sales	87.5 M	196.7 M	598.9 M	204.5%
COGS	51.2 M	123.4 M	380.7 M	208.6%
Gross Margin	36.2 M	73.3 M	218.2 M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%

P & L

By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

Key Insights



This report titled '**P & L By Fiscal Years**' displays AtliQ's financial performance across the years 2019, 2020, and 2021. The '**21 vs 20**' column represents the growth percentage of 2021 as compared to 2020.

Upon analysis, we can observe that in **2021**, the company's **Net Sales** and **COGS** were **higher** compared to the previous two years. However, in **2019**, AtliQ achieved the **highest Gross Margin percentage (41.4%)** as compared to the other two years.

Report 2

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L
By Fiscal Months
All values in USD

Note: Do not modify the pivot table

Quarters ▾

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
	Q1	Q2	Q3	Q4									
Net Sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P & L
By Fiscal Months
All values in USD

Quarters ▾

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
	Q1	Q2	Q3	Q4									
Net Sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

FILTERS

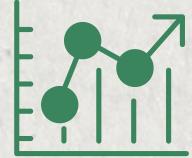
region	All
market	All
division	All
customer	All
FY	2021

P & L
By Fiscal Months
All values in USD

Quarters ▾

Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
	Q1	Q2	Q3	Q4									
Net Sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	380.7 M
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	218.2 M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Key Insights



This report titled '**P & L By Fiscal Months**' displays the monthly and quarterly financial performance of AtliQ over the years 2019, 2020, and 2021.

It is evident from the report that **AtliQ performs well in terms of Gross Margin percentage (GM%) during festive months (September to November of 2019, 2020, and 2021)**. However, the other three metrics, namely, **Net Sales, Cost of Goods Sold (COGS), and Gross Margin (GM), perform well during the winter season (end of Q1 and start of Q2)**.

Report 3



FILTERS		P & L			
region	All	By Sub Zone			
FY	2021	All values are in USD			
Sub zones	Net Sales	COGS	Gross Margin	GM%	
ANZ	32.4 M	20.0 M	12.4 M	38.3%	
India	161.3 M	109.7 M	51.6 M	32.0%	
NA	122.8 M	77.0 M	45.9 M	37.3%	
NE	77.6 M	47.9 M	29.7 M	38.3%	
ROA	142.7 M	88.0 M	54.6 M	38.3%	
SE	62.1 M	38.2 M	23.9 M	38.5%	

Key Insights



This report displays the **financial performance of sub-zones in 2021**.

The observations indicate that **India** is performing well in terms of '**Net Sales**' at **161.3M**, **COGS** at **109.7M**, and **GM** at **51.6M**, followed by **ROA**. On the other hand, the **SE** sub-zone is giving a higher **GM%** of **38.5%** compared to other sub-zones. AtliQ should focus on broadening its sales in the **SE** sub-zone.

Report 4

FILTERS

FY 2019

**Gross Margin %
By Sub Zone (Quarterly)**

GM% Sub Zone	Quarters	Gross Margin %				Grand Total
		Q1	Q2	Q3	Q4	
ANZ		43.0%	42.2%	42.6%	42.5%	42.6%
India		42.5%	42.2%	42.0%	42.5%	42.4%
NA		35.1%	35.4%	35.4%	35.7%	35.4%
NE		36.6%	37.0%	36.5%	36.6%	36.7%
ROA		44.5%	44.3%	44.0%	44.5%	44.4%
SE		44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

**Gross Margin %
By Sub Zone (Quarterly)**

GM% Sub Zone	Quarters	Gross Margin %				Grand Total
		Q1	Q2	Q3	Q4	
ANZ		43.3%	43.0%	42.8%	41.8%	42.8%
India		32.3%	32.1%	32.4%	32.0%	32.2%
NA		39.9%	40.1%	39.1%	39.7%	39.8%
NE		37.6%	37.8%	38.5%	37.7%	37.8%
ROA		38.4%	38.3%	38.8%	37.7%	38.2%
SE		38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

**Gross Margin %
By Sub Zone (Quarterly)**

GM% Sub Zone	Quarters	Gross Margin %				Grand Total
		Q1	Q2	Q3	Q4	
ANZ		39.0%	37.8%	38.3%	38.0%	38.3%
India		32.3%	31.8%	31.9%	32.0%	32.0%
NA		37.1%	37.4%	37.5%	37.4%	37.3%
NE		37.9%	38.7%	38.2%	38.3%	38.3%
ROA		38.5%	38.4%	38.1%	38.1%	38.3%
SE		38.6%	38.3%	38.6%	38.5%	38.5%

Key Insights



This report displays the gross margin percentage (GM%) for different sub-zones quarterly for 2019, 2020, and 2021.

Observations for 2019 show that the ROA and SE sub-zones performed the best in Q1 with a GM% of 44.5%, while the NE sub-zone performed well in Q2 with a GM% of 37%. In Q3, the ANZ sub-zone (42.6%) and in Q4, the ROA sub-zone (44.5%) performed the best. However, overall, the ROA sub-zone was the best performer in 2019.

In 2020, the ANZ sub-zone was the best performer, whereas in 2021, the SE sub-zone performed the best.

Report 5

FILTERS		Gross Margin By Channel (Quarterly)			
market	All	All values in USD			
platform	All				
customer	All				
FY	2021	Quarters	Q1	Q2	Q3
Direct		13.5 M	12.1 M	9.3 M	9.3 M
Distributor		6.6 M	7.3 M	6.4 M	5.3 M
Retailer		43.3 M	40.6 M	32.4 M	32.1 M
Grand Total		63.3 M	60.0 M	48.1 M	46.7 M

Key Insights



This report displays the **gross margin performance of each channel quarterly** for the year 2021.

Observations show that selling products via the **distributor channel was not profitable** for AtliQ in 2021, while the **retailer channel performed better than the other two channels**.

Throughout all the quarters, the **retailer channel performed well**, giving the **highest gross margin**. The numbers for each quarter were **Q1 - 43.3M**, **Q2 - 40.6M**, **Q3 - 32.4M**, and **Q4 - 32.1M**, but it is noteworthy that these figures **decreased quarter by quarter**. Therefore, AtliQ may want to focus more on the retailer channel to maintain this high performance in the future.

Report 6



FILTERS

region	All
sub_zone	All
FY	2021

P & L
By Market

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM%
Australia	20.99 M	14.1 M	6.9 M	32.9%
Austria	2.84 M	2.0 M	0.9 M	30.1%
Bangladesh	6.95 M	4.5 M	2.4 M	34.5%
Canada	35.06 M	21.7 M	13.4 M	38.2%
China	22.89 M	13.5 M	9.4 M	41.1%
France	25.94 M	14.7 M	11.2 M	43.2%
Germany	12.01 M	8.9 M	3.1 M	26.2%
India	161.26 M	109.7 M	51.6 M	32.0%
Indonesia	18.41 M	11.3 M	7.1 M	38.4%
Italy	11.72 M	8.2 M	3.5 M	30.1%
Japan	7.92 M	4.2 M	3.7 M	46.5%
Netherlands	7.98 M	4.6 M	3.4 M	42.0%
New Zealand	11.40 M	5.9 M	5.5 M	48.2%
Norway	13.68 M	9.6 M	4.0 M	29.5%
Pakistan	5.66 M	3.6 M	2.0 M	36.2%
Philippines	31.86 M	19.4 M	12.5 M	39.1%
Poland	5.19 M	3.0 M	2.2 M	42.6%
Portugal	11.83 M	6.8 M	5.0 M	42.1%
South Korea	48.97 M	31.4 M	17.6 M	35.9%
Spain	12.62 M	8.4 M	4.2 M	33.1%
Sweden	1.77 M	1.1 M	0.7 M	40.2%
United Kingdom	34.15 M	18.7 M	15.4 M	45.1%
USA	87.78 M	55.3 M	32.5 M	37.0%

Key Insights



This report titled '**P & L for Markets**' displays the financial performance of different markets in the year 2021. The report shows that **India** is leading the market with the highest '**Net Sales**' of **161.26 million**, **COGS** of **109.7 million**, and **GM** of **51.6 million**. Other countries such as Japan, Netherlands, and New Zealand are also performing well in terms of GM%.

Although India is doing well in terms of net sales, **New Zealand** has the highest GM% of 48.2%, followed by the Netherlands and Japan. Therefore, AtliQ should consider expanding its sales in these three countries as well.