

# Key Insight 1

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.

FILTERS				
region	All			
market	All			
customer	All			
division	All			
Fiscal Years				
P & L				
By Fiscal Years				
All values in USD				
Note: 21 vs 20 is not part of pivot table				
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%

# Key Insight 2

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).

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	Q1	Q2	Q3	Q4
Net Sales	6.5 M	8.0 M	10.7 M	11.4 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M
GM%	40.9%	42.0%	41.5%	40.9%
Grand Total				
Net Sales	17.1 M	20.6 M	28.7 M	29.9 M
COGS	10.6 M	12.8 M	18.1 M	18.9 M
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M
GM%	37.8%	37.8%	37.0%	36.8%
Grand Total				
Net Sales	44.8 M	54.6 M	74.3 M	78.1 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M
GM%	36.7%	36.5%	36.3%	36.3%

# Key Insight 3

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.

## FILTERS

region All  
FY 2021

## P & L for Sub zones

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 Insight 4

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.

## GM% by Quarters (sub\_zone)

### FILTERS

FY 2019

GM% Sub Zone	Q1	Q2	Q3	Q4	Grand Total
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				
GM%	Quarters				
Sub Zone	Q1	Q2	Q3	Q4	Grand Total
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				
GM%	Quarters				
Sub Zone	Q1	Q2	Q3	Q4	Grand Total
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 Insight 5

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.

FILTERS					Gross Margin By Quarters (Channel) All values in USD
market	All				
platform	All				
customer	All				
FY	2021				
Gross Margin					
Channel	Q1	Q2	Q3	Q4	
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 Insight 6

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.

FILTERS					P & L for Markets All values are in USD
region	All				
sub_zone	All				
FY	2021				
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%	
Newzealand	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%	