



ATLIQ HARDWARE

Excel Report



SALES REPORT

Market Intelligence



FINANCE REPORT

Profit Margins



REAL TIME BUSINESS

Business Intelligence

Sales Analysis

- * Market Performance
- * Top 10 Product
- * Devision Report
- * Top 5 product
- * Bottom 5 Product
- * New product Sales
- * Top 5 contries Sale



FINANCE Analysis

**P&L REPORT BY FISCAL YEAR*

**GM% BY SUB ZONE*



Real Time Business

**PROJECT PRIORITY MATRIX*

**BUSINESS CASES*





FILTERS

region	AI
division	I
Country	Australia
Austria	Austria
	I

Market
Performance vs Target

All values are in USD

	2019	2020	2021	2021 - Target	%
Bangladesh	3.9M	10.7M	21.0M	-2.2M	-10.5%
Canada	0.5M	0.1M	2.8M	-0.3M	-11.7%
China	4.8M	2.3M	7.0M	-0.7M	-10.3%
France	1.4M	12.2M	35.1M	-5.1M	-14.5%
Germany	4.0M	5.4M	22.9M	-2.1	-9.0%
India	2.6M	7.5M	25.9M	M	-8.4%
Indonesia	30.8M	4.7M	12.0M	-2.5M	-12.7%
Italy	2.5M	49.8M	161.3M	M.6M	-5.9%
Japan	2.9M	6.2M	18.4M	-2.4M	-12.9%
Netherlands	0.2M	4.5M	11.7M	-1.0	-9.0%
Newzealand		1.9M	7.9M	M	-4.1%
Norway		3.4M	8.0M	-0.3	-8.2%
Pakistan		2.0M	11.4M	M.4M	-12.3%
Philippines		2.5M	13.7M	-0.4M	-10.5%
Poland	0.6M	4.7M	5.7M	M.5	-9.3%
Portugal	5.7M	13.4M	31.9M	M	-7.8%
South Korea	0.4M	2.8M	5.2M	-0.8M	-18.1%
Spain	0.7M	3.6M	11.8M	M.5	-4.3%
Sweden	12.8M	17.3M	49.0M	M	-8.9%
United Kingdom	0.1M	1.8M	12.6M	-1.4M	-14.1%
USA	2.0M	0.2M	1.8M	M.2M	-11.1%
Grand Total	11.5M	8.1M	34.2M	-3.0M	-8.7%
	87.5M	31.9M	87.8M	-10.2M	-11.7%
	196.7M	598.9M		-54.9M	-9.2%



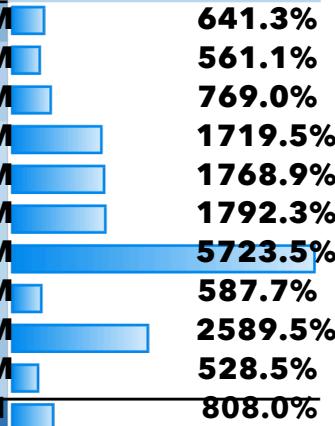
FILTERS

region	division	customer	AI
PRODUCTS	AQ Electron	4 3600	I
Desktop Processor	AQ GT	21 AQ	AI
Home Allin1	AQ LION	x1 AQ LION	I
x2 AQ LION	x3 AQ Mx	NB AQ Pen	Ab20 2021
Drive DRC	AQ Smash	2 AQ Zion	13.0M 19.4M
Saga Grand Total			0.8 4.4M
			M 5.2M
			0.7 0.8M
			M 0.9M
			0.0 1.2M
			M 1.4M
			0.1 3.8M
			0.4M 11.2M
			0.1M 3.6M
			0.4M 52.0M
			0.0
			M
			0.6
			M

TOP 10 PRODUCTS

All values are in USD

21 vs 20





FILTERS

region

customer	AI
DIVISION N	I
& S P & A	AI
PC Grand	I 2020 2021

DIVISION LEVEL REPORT

All values are in USD

21 vs 20





FILTERS

region	All All All
division	Sum of Qty
customer	
PRODUCT	
AQ Gamers	
AQ Gamers Ms	3376565
AQ Master wired x1 Ms	3975074
AQ Master wireless x1	4151008
AQ Master wireless x1 Ms	3371170
Grand Total	4126295
	19000112

TOP 5 PRODUCTS

FILTERS

region	division	All All All
customer	PRODUCT	Sum of Qty
AQ Gamer 1 AQ GEN		
Z AQ Home Allin1 AQ		
HOME Allin1 Gen 2		
AQ Smash 2 Grand		51721
Total		63059
		15224
		8854
		36029
		174887

BOTTOM 5 PRODUCTS



FILTERS

region	All
division	All
customer	All
PRODUCT	2021
AQ Clx3	
AQ Electron 3 3600 Desktop	4.4M
AQ Gen Y	14.2M
AQ GEN Z	19.5M
AQ HOME Allin1 Gen 2	11.7M
AQ Lumina Ms	3.5M
AQ Marquee P3	4.2M
AQ Marquee P4	4.9M
AQ Maxima Ms	1.7M
AQ MB Lito	13.7M
AQ MB Lito 2	2.8M
AQ Qwerty	2.3M
AQ Qwerty Ms	22.0M
AQ Trigger	15.4M
AQ Trigger Ms	20.7M
AQ Wi Power Dx3	17.9M
	17.2M

NEW PRODUCTS 2021

ALL VALUES ARE IN USD



FILTERS

region	All
customer	All
Products	2021
Canada	
India	35.1M
South Korea	161.3M
United Kingdom	49.0M
USA	34.2M
Grand Total	87.8M
	367.2M

TOP 5 COUNTRY 2021

All values are in USD



FILTERS

region	AI
sub_zone	I
FY	AI
MARKET	I
Australia	Ab2021

P & L

FOR MARKET

All values are in USD

GROSS MARGIN

	COGS	GM %
Austria	21.0M	-1.1M
Bangladesh	2.8M	0.8M
Canada	7.0M	0.7M
China	35.1M	3.5M
France	22.9M	5.3M
Germany	25.9M	4.7M
India	12.0M	-1.5M
Indonesia	161.3M	0.1M
Italy	18.4M	2.1M
Japan	11.7M	-1.1M
Netherlands	7.9M	2.5M
Newzealand	8.0M	1.5M
Norway	11.4M	4.0M
Pakistan	13.7M	2.5M
Philippines	5.7M	-1.0M
Poland	31.9M	1.7M
Portugal	5.2M	0.3M
South Korea	11.8M	2.2M
Spain	49.0M	-1.3M
Sweden	12.6M	3.1M
United Kingdom	1.8M	0.6M
USA	34.2M	8.8M
Grand Total	87.8M	5.2M
	598.9M	43.6M
	555.3M	7.27



GM% by Quarters (sub_zone)

FILTERS
FY **2019**
GM% **Quarters**
Sub Zone **Q1**

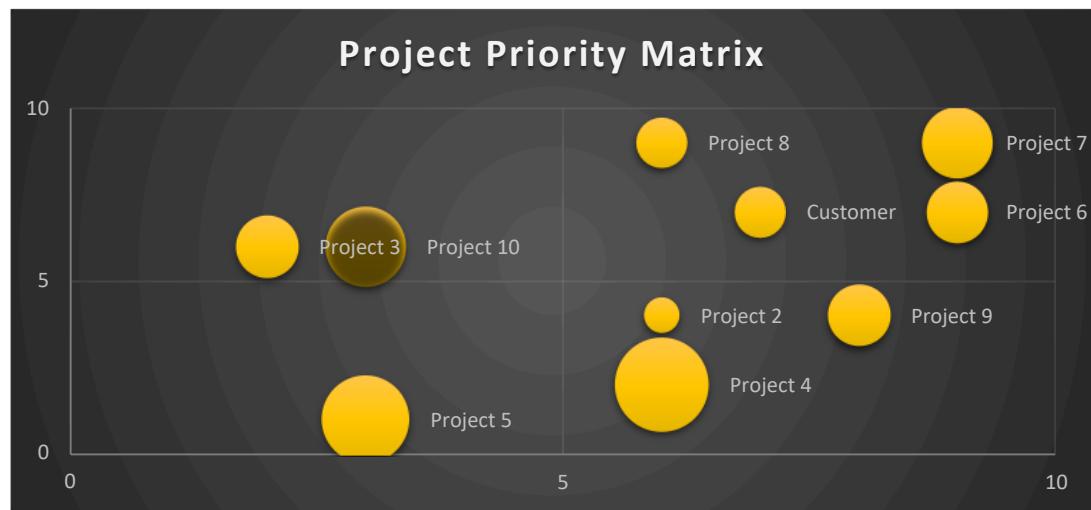
ANZ	Q2	Q3	Q4	Grand Total
India	43.0	42.2	42.6	42.5
NA	%	%	%	%
NE	42.5	42.2	42.0	42.5
ROA	%	%	%	%
SE	35.1	35.4	35.4	35.7
	%	%	%	%
	36.6	37.0	36.5	36.6
	%	%	%	%
	44.5	44.3	44.0	44.5
	%	%	%	%
	44.5	44.1	44.0	44.2
FY	2020%	%	%	%

GM% **Quarters**
Sub Zone **Q1**

ANZ	Q2	Q3	Q4	Grand Total
India	43.3	43.0	42.8	41.8
NA	%	%	%	%
NE	32.3	32.1	32.4	32.0
ROA	%	%	%	%
SE	39.9	40.1	39.1	39.7
	%	%	%	%
	37.6	37.8	38.5	37.7
	%	%	%	%
	38.4	38.3	38.8	37.7
	%	%	%	%
	38.5	37.3	38.2	37.8
FY	2021%	%	%	%

GM% **Quarters**
Sub Zone **Q1**

ANZ	Q2	Q3	Q4	Grand Total
India	0.3898979	0.378464805	0.382692002	0.380029
NA	32.3%	31.8%	31.9	32.0%
NE	37.1%	37.4%	%	37.4%
ROA	37.9%	38.7%	37.5	38.3%
	38.5%	38.4%	%	38.1%
			38.2	%
			%	38.3
			38.1	%
			%	38.3
			%	%



Projects/Criteria	Customer	Project 2	Project 3	Project 4	Project 5	Project 6	Project 7	Project 8	Project 9	Project 10
Feasibility	7	6	2	6	3	9	9	6	8	3
Impact	7	4	6	2	1	7	9	9	4	6
Size	2	1	3	7	6	3	4	2	3	5

Customer	Croma			
Product(s)	P1			
Date	14-09-2024			
	GM Target			
	150000			
Parameters	Discount	COGS	Average NIP	
	15%	45%	9	
	Best Case	Realistic	Worst Case	
Sales Unit	150000	100000	50000	
Net Invoice Sales	\$ 13,50,000	\$ 9,00,000	\$ 4,50,000	
Post Discount	\$ 2,02,500	\$,00,000	\$ 67,500	
Net Sales	\$ 11,47,500	\$ 1,35,000	\$ 3,82,500	
COGS	\$ 5,16,375	\$,35,000	\$ 1,72,125	
Gross Margin	\$ 6,31,125	\$ 7,65,000	\$ 2,10,375	
vs Target	\$ 6,31,125	\$,65,000	\$ 2,10,375	
	3			
	,44,250			
	4			
	,20,750			
	4			
	,20,750			

I wanted to take a moment to express my sincere gratitude for taking the time to review my report. Your insights and feedback are invaluable, and I truly appreciate your attention to detail.

Thank you again for your time and consideration!

THANKYOU