



ATLIQ HARDWARE



SALES REPORT



FINANCE REPORT



REAL TIME BUSINESS

BY ;- Vandana Satwani

ANALYSIS CONDUCTED

★ SALES ANALYSIS

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

★ FINANCE REPORT

- *P&L Report by Fiscal Year
- *GM% by Sub Zone

★ Real Time Business

- *Project Priority Matrix
- *Business Cases



FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



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	3.0M	19.4M	<div></div> 641.3%
AQ GT 21	0.8M	4.4M	<div></div> 561.1%
AQ Home Allin1	0.7M	5.2M	<div></div> 769.0%
AQ LION x1	0.0M	0.8M	<div></div> 1719.5%
AQ LION x2	0.1M	0.9M	<div></div> 1768.9%
AQ LION x3	0.1M	1.2M	<div></div> 1792.3%
AQ Mx NB	0.0M	1.4M	<div></div> 5723.5%
AQ Pen Drive DRC	0.6M	3.8M	<div></div> 587.7%
AQ Smash 2	0.4M	11.2M	<div></div> 2589.5%
AQ Zion Saga	0.7M	3.6M	<div></div> 528.5%
Grand Total	6.4M	52.0M	<div></div> 808.0%



FILTERS

region	All
customer	All

DIVISION LEVEL REPORT

All values are in USD

DIVISION	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
Grand Total	196.7M	598.9M	<div></div> 304.5%



FILTERS

region	All
division	All
customer	All

TOP 5 PRODUCTS

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

FILTERS

region	All
division	All
customer	All

BOTTOM 5 PRODUCTS

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



FILTERS

region	All
division	All
customer	All

NEW PRODUCTS 2021
ALL VALUES ARE IN USD

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



FILTERS

region	All
customer	All

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

TOP 5 COUNTRY 2021

All values are in USD



FILTERS

region	All
sub_zone	All
FY	All

P & L

FOR MARKET

All values are in USD

MARKET	2021	COGS	GROSS MARGIN	GM %
Australia	21.0M	22.1M	-1.1M	-526.7%
Austria	2.8M	2.1M	0.8M	27.04
Bangladesh	7.0M	6.3M	0.7M	9.99
Canada	35.1M	31.5M	3.5M	10.11
China	22.9M	17.6M	5.3M	23.11
France	25.9M	21.2M	4.7M	18.16
Germany	12.0M	13.5M	-1.5M	-12.40
India	161.3M	161.2M	0.1M	0.06
Indonesia	18.4M	16.3M	2.1M	11.22
Italy	11.7M	12.9M	-1.1M	-9.75
Japan	7.9M	5.4M	2.5M	31.55
Netherlands	8.0M	6.5M	1.5M	18.29
Newzealand	11.4M	7.4M	4.0M	35.40
Norway	13.7M	11.2M	2.5M	18.20
Pakistan	5.7M	6.7M	-1.0M	-17.98
Philippines	31.9M	30.2M	1.7M	5.33
Poland	5.2M	4.9M	0.3M	5.45
Portugal	11.8M	9.6M	2.2M	18.92
South Korea	49.0M	50.2M	-1.3M	-2.57
Spain	12.6M	9.5M	3.1M	24.37
Sweden	1.8M	1.2M	0.6M	31.20
United Kingdom	34.2M	25.3M	8.8M	25.81
USA	87.8M	82.5M	5.2M	5.97
Grand Total	598.9M	555.3M	43.6M	7.27

GM% by Quarters (sub_zone)

FILTERS

FY 2019

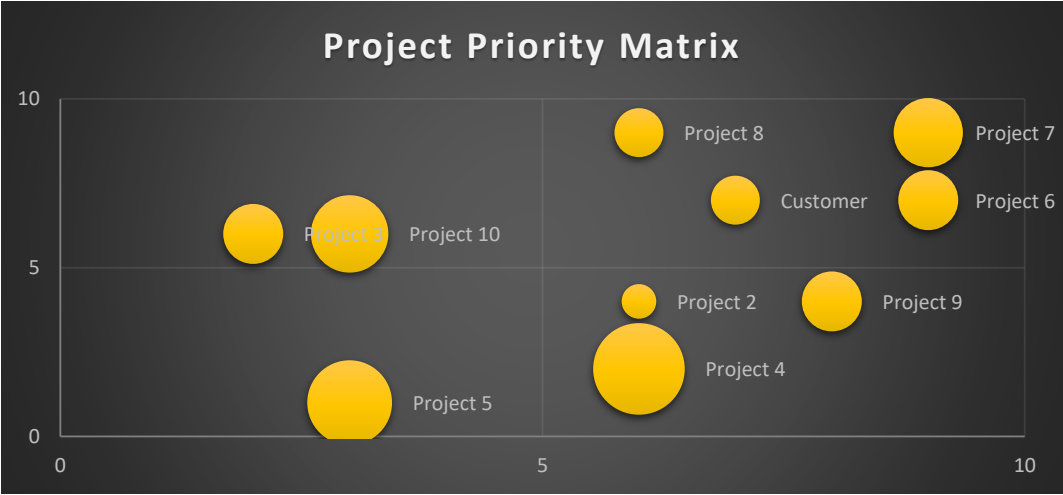
GM%	Quarters				Grand Total	
Sub Zone	Q1	Q2	Q3	Q4		
ANZ	43.0%		42.2%	42.6%	42.5%	42.6%
India	42.5%		42.2%	42.0%	42.5%	42.4%
NA	35.1%		35.4%	35.4%	35.7%	35.4%
NE	36.6%		37.0%	36.5%	36.6%	36.7%
ROA	44.5%		44.3%	44.0%	44.5%	44.4%
SE	44.5%		44.1%	44.0%	44.2%	44.2%

FY 2020

GM%	Quarters				Grand Total	
Sub Zone	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

GM%	Quarters				Grand Total
Sub Zone	Q1	Q2	Q3	Q4	
ANZ	0.3898979	0.378464805	0.382692002	0.380029	38.3%
India	32.3%		31.8%	31.9%	32.0%
NA	37.1%		37.4%	37.5%	37.4%
NE	37.9%	38.7%		38.2%	38.3%
ROA	38.5%	38.4%		38.1%	38.1%



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

	Discount	COGS	Average NIP
Parameters	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	\$ 1,35,000	\$ 67,500
Net Sales	\$ 11,47,500	\$ 7,65,000	\$ 3,82,500
COGS	\$ 5,16,375	\$ 3,44,250	\$ 1,72,125
Gross Margin	\$ 6,31,125	\$ 4,20,750	\$ 2,10,375
vs Target	\$ 6,31,125	\$ 4,20,750	\$ 2,10,375

THANKYOU FOR YOUR TIME

**I APPRECIATE YOU FOR TAKING THE TIME
TO REVIEW THIS REPORT**

