



## FILTERS

region	All
division	All
market	All

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

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

# AtliQ Hardwares



Logic Stores	0.2M	0.9M	4.8M	<div style="width: 100px; height: 10px; background-color: #4f81bd;"></div>	515.2%
Lotus	1.5M	2.1M	8.1M	<div style="width: 200px; height: 10px; background-color: #4f81bd;"></div>	382.6%
Neptune	1.0M	3.4M	16.1M	<div style="width: 400px; height: 10px; background-color: #4f81bd;"></div>	471.5%
Nomad Stores	0.5M	1.6M	4.0M	<div style="width: 80px; height: 10px; background-color: #4f81bd;"></div>	246.9%
Notebillig	0.2M	0.4M	1.1M	<div style="width: 25px; height: 10px; background-color: #4f81bd;"></div>	287.4%
<b>Nova</b>		0.0M	0.4M	<div style="width: 1000px; height: 10px; background-color: #4f81bd;"></div>	<b>2664.9%</b>
Novus	1.9M	3.7M	9.9M	<div style="width: 250px; height: 10px; background-color: #4f81bd;"></div>	264.2%
Otto	0.3M	0.4M	1.2M	<div style="width: 30px; height: 10px; background-color: #4f81bd;"></div>	298.6%
Premium Stores	0.5M	1.1M	3.9M	<div style="width: 70px; height: 10px; background-color: #4f81bd;"></div>	353.1%
Propel	1.6M	2.5M	10.8M	<div style="width: 250px; height: 10px; background-color: #4f81bd;"></div>	440.6%
Radio Popular	0.5M	1.5M	5.3M	<div style="width: 100px; height: 10px; background-color: #4f81bd;"></div>	362.6%
Radio Shack	0.8M	1.7M	5.4M	<div style="width: 100px; height: 10px; background-color: #4f81bd;"></div>	311.5%
Reliance Digital	1.6M	2.6M	9.7M	<div style="width: 200px; height: 10px; background-color: #4f81bd;"></div>	377.9%
Relief	0.4M	1.0M	4.1M	<div style="width: 80px; height: 10px; background-color: #4f81bd;"></div>	403.6%
Sage	4.8M	6.4M	20.7M	<div style="width: 300px; height: 10px; background-color: #4f81bd;"></div>	321.5%
Saturn	0.2M	0.4M	1.2M	<div style="width: 40px; height: 10px; background-color: #4f81bd;"></div>	310.5%
Sorefoz	0.6M	1.1M	4.7M	<div style="width: 80px; height: 10px; background-color: #4f81bd;"></div>	433.6%
Sound	0.6M	1.7M	4.4M	<div style="width: 100px; height: 10px; background-color: #4f81bd;"></div>	260.3%
Staples	1.2M	2.9M	8.8M	<div style="width: 200px; height: 10px; background-color: #4f81bd;"></div>	307.0%
Surface Stores	0.1M	0.5M	2.1M	<div style="width: 50px; height: 10px; background-color: #4f81bd;"></div>	398.8%
Synthetic	1.9M	4.4M	12.2M	<div style="width: 300px; height: 10px; background-color: #4f81bd;"></div>	276.0%
Taobao	0.2M	1.3M	3.3M	<div style="width: 50px; height: 10px; background-color: #4f81bd;"></div>	248.7%
UniEuro	0.6M	1.6M	7.3M	<div style="width: 100px; height: 10px; background-color: #4f81bd;"></div>	457.0%
Vijay Sales	1.7M	2.1M	8.5M	<div style="width: 150px; height: 10px; background-color: #4f81bd;"></div>	397.8%
Viveks	1.6M	2.2M	7.8M	<div style="width: 140px; height: 10px; background-color: #4f81bd;"></div>	348.1%
walmart	1.3M	2.6M	9.7M	<div style="width: 180px; height: 10px; background-color: #4f81bd;"></div>	370.4%
Zone	0.3M	1.6M	5.3M	<div style="width: 80px; height: 10px; background-color: #4f81bd;"></div>	336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>304.5%</b>



FILTERS		Market			
region	All	Performance vs Target			
division	All	All values are in USD			

Country	2019	2020	2021	2021 - Target	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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>

**FILTERS**

region	All
division	All
customer	All

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

Country	2020	2021	20 vs 21
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.26%
AQ GT 21	0.8M	4.4M	461.14%
AQ Home Allin1	0.7M	5.2M	668.99%
AQ LION x1	0.0M	0.8M	1619.49%
AQ LION x2	0.1M	0.9M	1668.87%
AQ LION x3	0.1M	1.2M	1692.25%
AQ Mx NB	0.0M	1.4M	5623.52%
AQ Pen Drive DRC	0.6M	3.8M	487.66%
AQ Smash 2	0.4M	11.2M	2489.49%
AQ Zion Saga	0.7M	3.6M	428.55%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.04%</b>



## FILTERS

region All  
customer All

## Division Level Report

All values are in USD

Division	2020	2021	20 vs 21
N & S	51.4M	94.7M	84.38%
P & A	105.2M	338.4M	221.53%
PC	40.1M	165.8M	313.70%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.48%</b>



## FILTERS

region	All
division	All
customer	All

## Top 5 Products

*All values are in USD*

Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
<b>Grand Total</b>	<b>19.0M</b>

## FILTERS

customer	All
division	All
region	All

## Bottom 5 Products

*All values are in USD*

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
<b>Grand Total</b>	<b>174.9K</b>



## FILTERS

region	All
division	All
customer	All

## New Products - 2021

*All values are in USD*

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		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
<b>Grand Total</b>		<b>176.2M</b>

**FILTERS**

region	All
division	All
customer	All

**New Products - 2021**

*All values are in USD*

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>

**Filters**

region	All
market	All
division	All
customer	All

**P & L****By Fisical Years***All Values are in USD**Note :21 vs 20 is not part of pivot table*

## Fisical Years

Metrics	2019	2020	2021	2021 vs 2020
Net Sales	87.5M	196.7M	598.9M	204.5%
Total COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
Gross Margin %	41.4%	37.3%	36.4%	-2.3%

**Filters**

region	All
market	All
division	All
customer	All
Fiscal Year	2019

**P & L****By Fisical Months***All Values Note: Don't change Pivot Table***Quarters**

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

**Filters**

region	All
market	All
division	All
customer	All
Fiscal Year	2020

**P & L****By Fisical Months***All Values Note: Don't change Pivot Table***Quarters**

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

**Filters**

region	All
market	All
division	All
customer	All
Fiscal Year	2021

**P & L****By Fisical Months***All Values are in USD**Note: Don't change Pivot Table*

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

**Net Sales****Comarision**

21 vs 20	159.1%	164.7%	162.1%	161.0%	162.5%	161.4%	461.2%	1981.6%	347.0%	160.3%	173.9%	178.6%	204.5%
20 vs 19	167.3%	156.6%	164.6%	161.5%	162.0%	162.8%	22.7%	-67.1%	53.1%	162.0%	148.0%	140.7%	124.8%



Filters	
region	All
sub_zone	All
Fisical Year	2021

P & L  
For Markets  
*All Values are in USD*

Country	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philiphines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%



## Filters

Fisical Year

All

## P & L

### By Fisical Months

*All Values are in USD*

Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	40.6%	39.7%	39.3%	39.4%	39.8%
India	33.5%	33.2%	33.4%	33.3%	33.4%
NA	37.7%	38.0%	37.5%	37.8%	37.8%
NE	37.8%	38.4%	38.2%	38.1%	38.1%
ROA	39.1%	39.0%	38.9%	38.7%	38.9%
SE	39.1%	38.5%	39.1%	38.8%	38.9%

# Customer Discount Approval



Customers	Croma
Product(s)	
Date	7/12/2024

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$ 5.65	GM Target	\$ 100,000.00
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	Best Case	Realistic	Worst Case
Sales Units	100000	50000	30000
Net Invoice Sales	\$ 565,000.00	\$ 282,500.00	\$ 169,500.00
Post Discount	\$ 70,625.00	\$ 35,312.50	\$ 21,187.50
Net Sales	\$ 494,375.00	\$ 247,187.50	\$ 148,312.50
COGS	\$ 158,200.00	\$ 79,100.00	\$ 47,460.00
Gross Margin	\$ 336,175.00	\$ 168,087.50	\$ 100,852.50

vs Target      ▲ \$ 236,175.00    ▲ \$ 68,087.50    ▲ \$ 852.50