



AtliQ's Hardware's

BUSINESS INSIGHTS 360



Sunday, July 13, 2025



Sales data loaded until : Dec 21

Designed by: Anand Cinenkanolu



Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More...



Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



Information

Save

Note: All values are in US dollars \$ (USD) and measured in millions and billions.



Support



Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG



CLEAR FILTERS

BY REGION & COUNTRY

All

BY STORES

All

BY CATEGORY

All

Abbreviations

B = Benchmark | LY = Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales (\$)

\$267.98M

Last year: \$111.37M +140.61% ↑

Gross Margin

37.10%

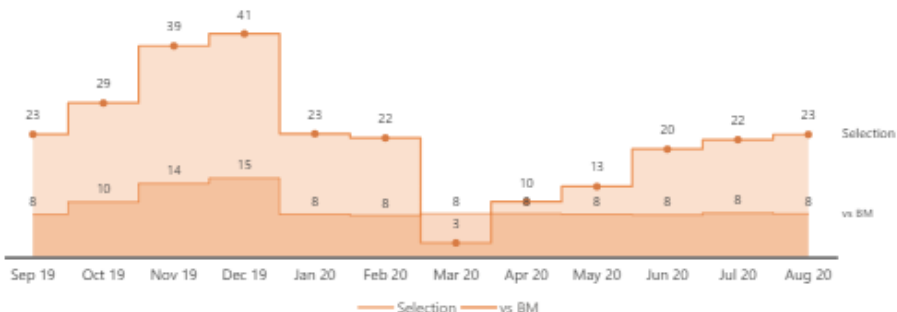
Last year: 41.2% -9.95% ↓

Net Profit

-0.85%

Last Year: 2.21% -138.68% ↓

Net Sales Performance Over Time



Parameters

Primary

☒ REGION☐ CATEGORY

Secondary

☒ Market☐ Product

Top / Bottom Products & Customers by Net Sales

REGION

Values

Chg %

APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Exoense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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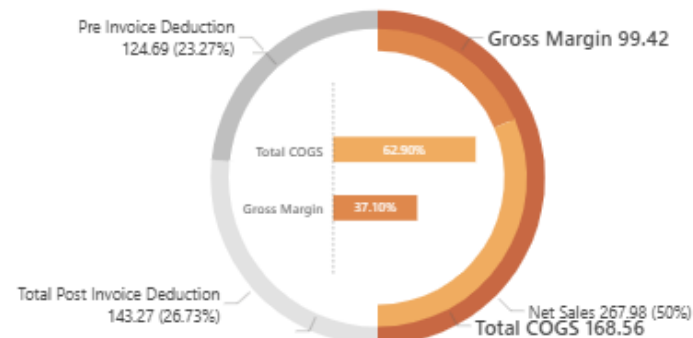
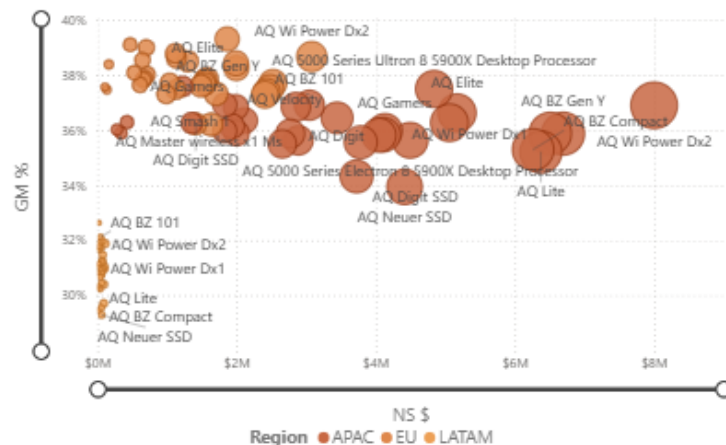
NP= Net Profit | Chg = Change

All values in Million \$

Net Sales Performance Over Time

Gross Margin%
Variance

0%



Product Performance

Product

Customer

Product	NS \$	GM \$	GM %	Δ GM %
AQ Wi Power Dx2	\$14.37M	\$5.46M	37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	\$4.47M	36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	\$4.38M	36.97%	-8.37%
AQ Lite	\$11.55M	\$4.21M	36.47%	-12.85%
AQ BZ Compact	\$11.40M	\$4.16M	36.47%	-12.49%
AQ Elite	\$9.48M	\$3.58M	37.74%	-7.16%
AQ Gamers	\$9.34M	\$3.49M	37.41%	-10.03%
AQ 5000 Series Ultron 8 590...	\$8.77M	\$3.38M	38.59%	-9.02%
AQ 5000 Series Electron 8 5...	\$8.19M	\$3.00M	36.66%	-13.78%
AQ Neuer SSD	\$7.85M	\$2.76M	35.20%	-13.96%
AQ 5000 Series Electron 9 5...	\$7.52M	\$2.80M	37.20%	-12.12%
AQ Digit	\$7.45M	\$2.75M	36.96%	-10.10%
AQ Gamers Ms	\$7.33M	\$2.71M	36.97%	-10.86%
AQ Master wireless x1	\$6.95M	\$2.56M	36.77%	-11.15%
AQ Digit SSD	\$6.70M	\$2.38M	35.47%	-13.92%
AQ Velocity	\$6.27M	\$2.36M	37.68%	-8.03%
Total	\$200.16M	\$74.30M	37.12%	-9.90%

Save



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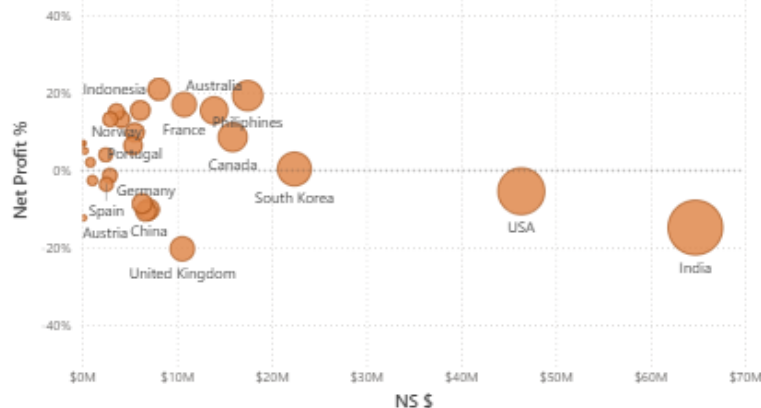
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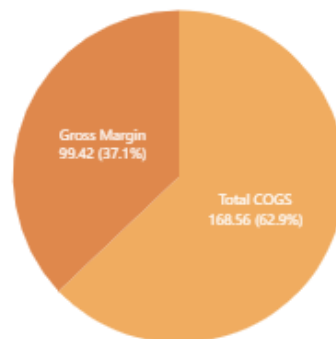
Market Performance - By Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Region

Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
United Kingdom	\$10.55M	34.05%	-2.13M	-20.23%	20.66%
India	\$64.73M	32.07%	-9.54M	-14.73%	6065.23%
Austria	\$0.13M	26.09%	-0.02M	-12.22%	
Germany	\$6.71M	35.89%	-0.70M	-10.46%	3.17%
China	\$7.02M	38.59%	-0.70M	-10.02%	-174.75%
Italy	\$6.30M	29.98%	-0.54M	-8.52%	-222.99%
USA	\$46.34M	38.50%	-2.48M	-5.35%	-58.53%
Spain	\$2.53M	37.41%	-0.09M	-3.56%	
Brazil	\$1.05M	30.20%	-0.03M	-2.57%	-135.77%
Newzealand	\$2.90M	25.81%	-0.04M	-1.34%	
South Korea	\$22.38M	29.66%	0.09M	0.40%	-97.30%
Mexico	\$0.84M	31.26%	0.02M	2.10%	-74.06%
Japan	\$2.46M	36.86%	0.10M	4.07%	
Sweden	\$0.25M	44.02%	0.01M	5.09%	-237.92%
Netherlands	\$5.34M	47.32%	0.34M	6.43%	-163.76%
Columbia	\$0.02M	37.61%	0.00M	6.86%	
Chile	\$0.09M	35.70%	0.01M	7.06%	
Canada	\$15.87M	41.84%	1.37M	8.62%	443.09%
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%

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Forecast Accuracy %

72.99%

Last year: 86.45% -15.57%

Net Error (\$)

492K

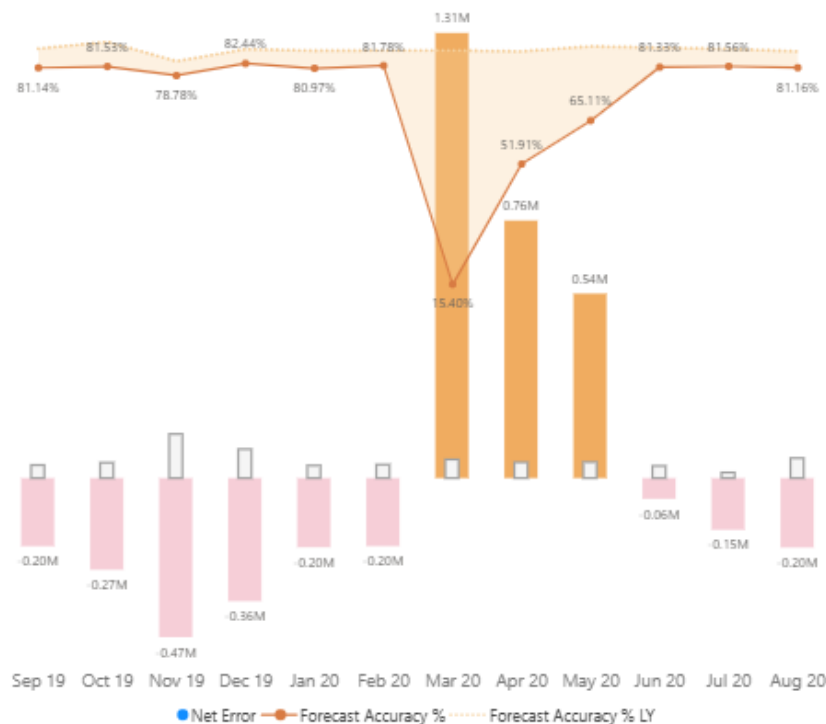
Last year: \$0.64M -22.88%

Absolute Error (\$)

6M

Last year: \$1.55M +271.06%

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkj�p	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



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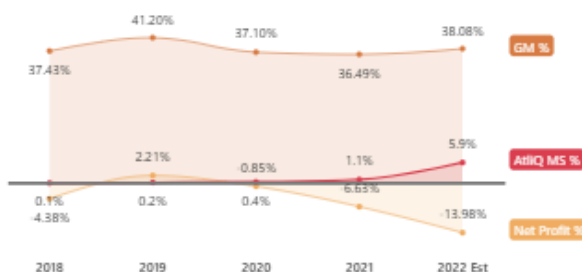
Revenue Contribution

Division

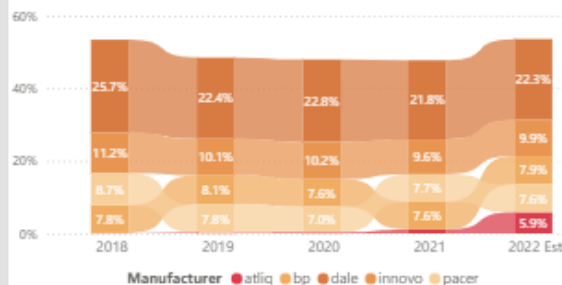
Channel

N & S P & A PC

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96%
Atliq e Store	11.8%	37.47%
AtliQ Exclusive	8.6%	45.79%
Flipkart	4.1%	33.54%
Sage	3.1%	31.22%
Total	46.2%	38.44%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96%
AQ BZ Gen Y	4.5%	36.99%
AQ Wi Power Dx1	4.4%	36.97%
AQ Lite	4.3%	36.47%
AQ BZ Compact	4.3%	36.47%
Total	22.9%	37.02%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87%	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73%	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79%	-22.1%	OOS	0.3%
NE	\$30.68M	11.4%	37.97%	-4.58%	8.3%	EI	0.3%
SE	\$25.11M	9.4%	37.64%	6.98%	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62%	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08%	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%