



# AtliQ Business Insights 360



Last Refreshed: 15/01/2024 22:38



Sales data Loaded Until : Dec 21



## Finance View

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



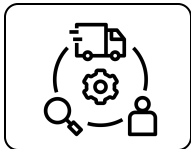
## Sales View

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



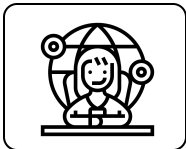
## Marketing View

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.



Primary Parameters		Values		Chg %
<input type="radio"/> Region <input checked="" type="radio"/> Category	Region			
	APAC	1,923.77	<div></div>	335.27
	NA	1,022.09	<div></div>	474.40
	EU	775.48	<div></div>	286.26
	LATAM	14.82	<div></div>	368.40
Secondary Parameters				
<input type="radio"/> Market <input checked="" type="radio"/> Product	Market			
	Product			
Total		3,736.17	3,736.17	353.50

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Auto recovery contains some recovered files that haven't been opened.

View recovered files

×

Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with

Power BI

CODE

BASICS

Net Sales Performance Over Time

Gross Margin % Variance

2%

Pre Invoice Deduction  
392.50 (23.58%)

Total COGS  
523

Gross Margin  
301

Total Post Invoice Deduction  
448.29 (26.93%)

Gross Margin 300.63

Net Sales 823.85 (49.49%)

Total COGS 523.22

Product Performance

Product

Customer

Product	NS \$	GM \$		GM %	Δ GM %
AQ Elite	\$19.08M	\$6.76M		35.42%	-0.06
AQ Master wired x1	\$8.77M	\$3.11M		35.49%	-0.07
AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	\$3.52M	\$1.28M		36.45%	-0.05
Total	\$31.37M	\$11.15M	11,153,303.73	35.56%	-0.06

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Get Job Ready with Power BI

CODE

B A S I C S

Market Performance - By Net Profit %

GM %

NP %

N & S

P & A

PC

NP %

NS \$

USB Flash Drives

Batteries

Personal Desktop

Internal HDD

MoherBoard

Graphic Card

fi extender

External Solid State Drives

Gaming Laptop

Processors

Mouse

Business Laptop

Personal Laptop

Keyboard

Net Sales & Gross Margin Bifurcation

Increase

Decrease

Gross Margin

300.63

Operatio... Expense

523.22

Net Profit

222.59

Gross Mar... 300.63

Total COGS 523.22

Segment

Market

Region

Market

Region	NS \$	GM %	NP \$	.	Δ NP %
APAC	\$441.98M	35.34%	(\$33.33M)		632.53%
EU	\$200.77M	38.34%	\$2.81M		124.37%
LATAM	\$3.16M	37.54%	\$0.20M		-7508.85%
NA	\$177.94M	37.23%	(\$24.32M)		664.64%
Total	\$823.85M	36.49%	(\$54.65M)	-0.07	676.38%

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B A S I C S

FCA %

86.63%

LY: 80.97% | 7% ▲

Net Error

337.90K

LY: 0.38M | -10.63% ▲

ABS Error

882K

LY: 0.45M | 94.07% ▼

Accuracy / Net Trend

Net Error

Forecast Accuracy %

Forecast Accuracy % LY

60K

50K

40K

30K

20K

10K

0K

88%

86%

84%

82%

80%

78%

Jan 19

Feb 19

Mar 19

Apr 19

May 19

Jun 19

Jul 19

Aug 19

Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Neptune	-11.96%	44.63%	-29.70K	-91.12%	OOS
Elite	5.21%	38.93%	-12.61K	-74.51%	OOS
Epic Stores	7.50%	46.75%	-11.84K	-71.88%	OOS
Taobao	8.89%	44.42%	-6.36K	-67.81%	OOS
Elkjøp	9.39%	37.07%	-12.90K	-69.29%	OOS
Media Markt	10.55%	41.86%	-12.39K	-65.39%	OOS
Relief	18.68%	44.03%	-9.96K	-53.39%	OOS
Sorefoz	27.14%	43.71%	-11.76K	-48.02%	OOS
Total	86.63%	80.97%	337.90K	5.12%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	90.30%	79.53%	-52.71K	-1.43%	OOS
Networking	82.74%	87.91%	163.00K	17.24%	EI
Notebook	82.28%	85.30%	-17.70K	-16.85%	OOS
Peripherals	84.68%	79.64%	-9.58K	-1.68%	OOS
Storage	80.23%	90.19%	254.89K	19.70%	EI
Total	86.63%	80.97%	337.90K	5.12%	EI

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BASICS

NS \$

\$4.97bn

BM: 1.23Bn | 303.18%▲

GM %

37.83%

BM: 37.07% | 2.05%▲

NP %

-11.64%

BM: -4.52% | 157.19%▲

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72%▲

Reset Filters

Revenue Contribution

Division

Channel

16.6%

10.9%

72.5%

Direct

Distributor

Retailer

Yearly Trend by Revenue ,GM%, Net Profit %, PC Market Share %

NS \$

GM %

NP %

Market Share %

\$4bn

\$3bn

\$2bn

\$1bn

\$0bn

2018

2019

2020

2021

2022 Est

40%

20%

0%

-20%

PC Market Share Trend - AtliQ & Competitors

atliq

bp

dale

innovo

pacer

60%

40%

20%

0%

2018

2019

2020

2021

2022 Est

25.7%

22.4%

22.8%

21.8%

22.3%

11.2%

10.1%

10.2%

9.6%

9.9%

8.7%

8.1%

7.6%

7.7%

7.6%

7.8%

7.8%

7.0%

7.6%

5.9%

TOP 5 Customers

Customer	RC %	GM %
Sage	3.4%	32.45%▼
Amazon	13.6%	36.76%▲
Atliq e Store	8.4%	37.13%▼
Flipkart	3.6%	39.78%▲
AltiQ Exclusive	8.2%	47.16%▲
Total	37.3%	39.03%

TOP 5 Products

Product	RC %	GM %
AQ Smash 2	3.4%	37.37%▲
AQ Smash 1	3.3%	37.47%▼
AQ HOME All...	4.4%	38.04%▲
AQ BZ Allin1 ...	4.1%	38.51%○
AQ BZ Allin1	3.5%	37.55%▲
Total	18.7%	37.83%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
SE	\$446.41M	9.0%	37.59%▼	-1.32%	89.67%	EI	6.6%
India	\$1,271.22M	25.6%	35.14%▲	-22.03%	71.11%	EI	5.1%
ROA	\$1,077.36M	21.7%	35.42%▼	-2.30%	76.83%	EI	3.2%
NE	\$604.60M	12.2%	34.05%▼	-14.26%	87.88%	EI	2.5%
NA	\$1,290.74M	26.0%	43.45%▲	-13.40%	78.34%	EI	1.8%
ANZ	\$257.15M	5.2%	42.51%▲	-3.17%	94.73%	EI	0.5%
LATAM	\$21.00M	0.4%	35.33%▼	-0.78%	99.48%	EI	0.1%
Total	\$4,968.48M	100.0%	37.83%	-11.64%	-1.97%	OOS	2.3%