AtliQ Business Insights 360

Last Refreshed : 29 April 2024

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.

Values are in Rupees and Millions

₹ 3.74bn ✓
BM: 823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

Net Sales Performance Over Time

vs LY | vs Target

● Selection ● vs BM

Profit and Loss Statement

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

Top/Bottom Products & Customers by Net Sales

region		P & L Values	P & L Chg %
⊞	APAC	1,923.77	335.27
⊞	EU	775.48	286.26
⊞	LATAM	14.82	368.40
⊞	NA	1,022.09	474.40

segment		P & L Values	P & L Chg %
⊞	Accessories	454.10	85.46
⊞	Desktop	711.08	1,431.55
⊞	Networkin	38.43	-14.89
⊞	Notebook	1,580.43	493.06
⊞	Peripherals	897.54	439.03
⊞	Storage	54.59	0.32

BM = Benchmark, LY = Last Year, GM = Gross Margin

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**

Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	₹ 454.10M	172.61M	38.01%
⊞ Desktop	₹ 711.08M	272.39M	38.31%
⊞ Networking	₹ 38.43M	14.78M	38.45%
⊞ Notebook	₹ 1,580.43M	600.96M	38.03%
⊞ Peripherals	₹ 897.54M	341.22M	38.02%
⊞ Storage	₹ 54.59M	20.93M	38.33%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**
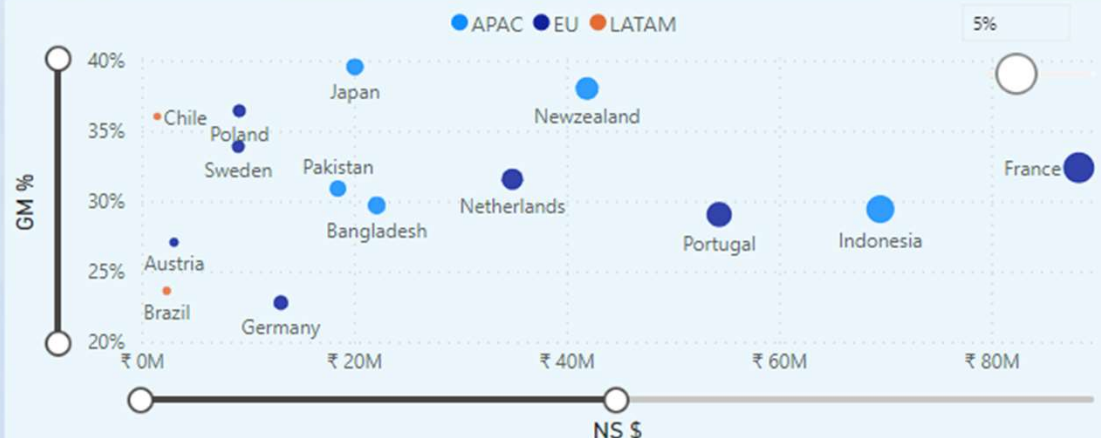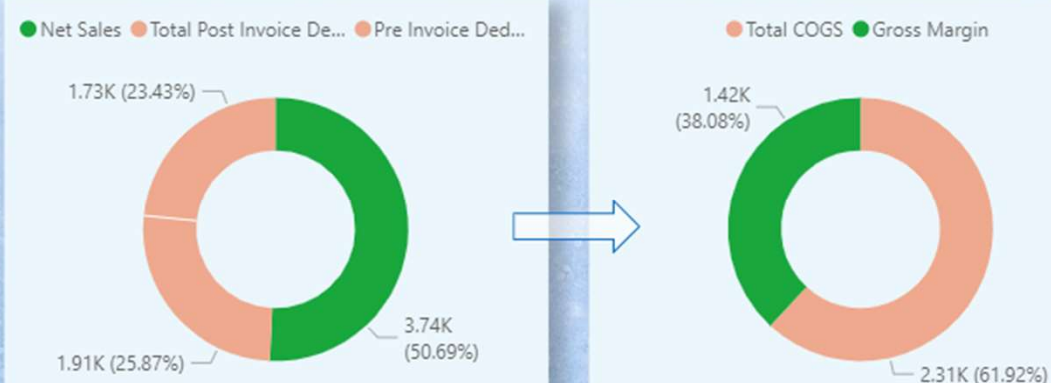
LY = Last Year, NS = Net Sales, GM = Gross Margin, COGS = Cost Of Goods Sold

region, market
All

customer
All

segment, category, p...
All

2019　2020　2021　**2022 EST**

Q1　Q2　Q3　Q4

YTD　YTG

Product Performance
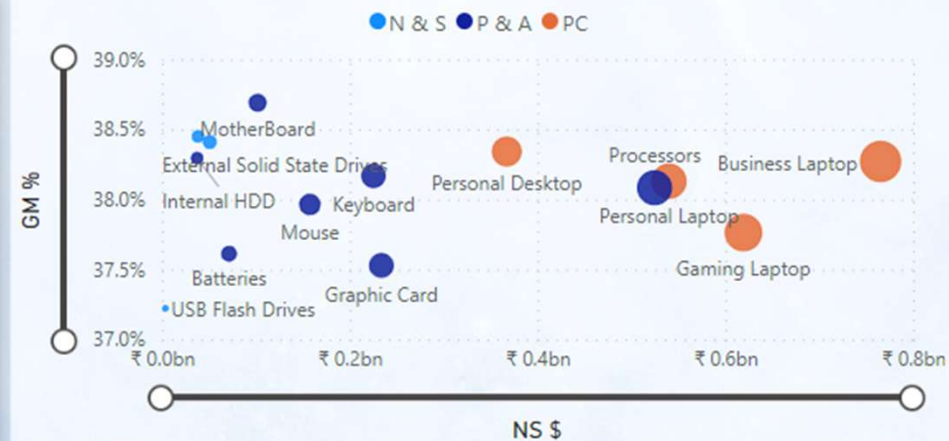
segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	₹ 454.10M	172.61M	38.01%	63.78M	₹ -14.05%
⊞ Desktop	₹ 711.08M	272.39M	38.31%	97.79M	₹ -13.75%
⊞ Networking	₹ 38.43M	14.78M	38.45%	5.27M	₹ -13.72%
⊞ Notebook	₹ 1,580.43M	600.96M	38.03%	222.16M	₹ -14.06%
⊞ Peripherals	₹ 897.54M	341.22M	38.02%	125.91M	₹ -14.03%
⊞ Storage	₹ 54.59M	20.93M	38.33%	7.51M	₹ -13.76%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**522.42M**	**₹ -13.98%**

Performance Matrix

Show NP %

● N & S ● P & A ● PC

GM %

- MotherBoard
- External Solid State Drives
- Internal HDD
- Keyboard
- Mouse
- Personal Desktop
- Processors
- Personal Laptop
- Business Laptop
- Gaming Laptop
- Batteries
- Graphic Card
- USB Flash Drives

39.0% — 38.5% — 38.0% — 37.5% — 37.0%

₹ 0.0bn　₹ 0.2bn　₹ 0.4bn　₹ 0.6bn　₹ 0.8bn

NS $

Region / Market Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	₹ 1,923.77M	690.21M	35.88%	281.16M	₹ -14.62%
⊞ EU	₹ 775.48M	267.80M	34.53%	95.52M	₹ -12.32%
⊞ LATAM	₹ 14.82M	5.19M	35.02%	0.44M	₹ -2.95%
⊞ NA	₹ 1,022.09M	459.68M	44.97%	145.31M	₹ -14.22%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**522.42M**	**₹ -13.98%**

Unit Economics

● Total COGS　● Gross Margin

1.42K (38.08%)

2.31K (61.92%)

● Increase　● Decrease

2K — K — -2K

1.4K
-1.9K
-0.5K

Gross Margin　Operati... Expense　Net Profit
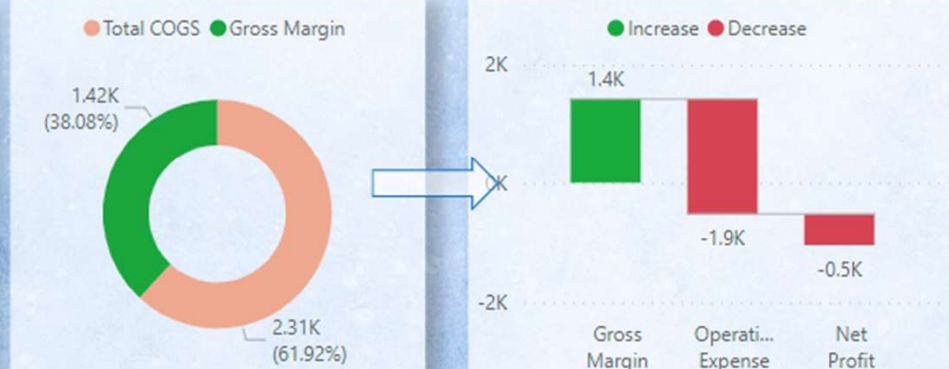
LY = Last Year, NS = Net Sales, GM = Gross Margin, NP % = Net Profit %, COGS = Cost Of Goods Sold

Forecast Accuracy %
81.17% ✓
LY: 80.21% (+1.2%)

Net Error
-3472.7K ✓
LY: -751.7K (-361.97%)

ABS Error
6899.0K ✓
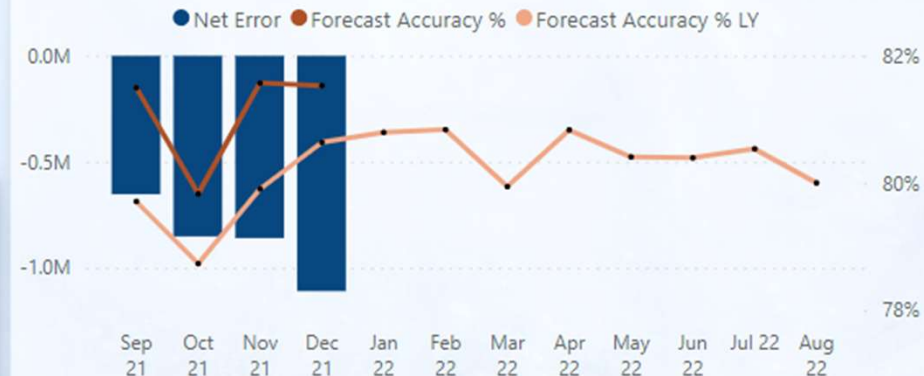LY: 9780.7K (-29.46%)

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Electricalslance	41.07%	54.69%	-39358	-41.89%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Sep 21, Oct 21, Nov 21, Dec 21, Jan 22, Feb 22, Mar 22, Apr 22, May 22, Jun 22, Jul 22, Aug 22

Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ **Accessories**	**87.42%**	**77.66%**	**341468**	**1.72%**	**EI**
⊞ **Desktop**	**87.53%**	**84.37%**	**78576**	**10.24%**	**EI**
⊞ **Networking**	**93.06%**	**90.40%**	**-12967**	**-1.69%**	**OOS**
⊞ **Notebook**	**87.24%**	**79.99%**	**-47221**	**-1.69%**	**OOS**
⊞ **Peripherals**	**68.17%**	**83.23%**	**-3204280**	**-31.83%**	**OOS**
⊞ **Storage**	**71.50%**	**83.54%**	**-628266**	**-25.61%**	**OOS**
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock

Filters: region, market — All | customer — All | segment, category, p… — All

2019 | 2020 | 2021 | **2022 EST** | Q1 | Q2 | Q3 | Q4 | **vs LY** | vs Target | YTD | YTG

₹ 3.74bn ✓	38.08% ✓	-13.98% !	81.17% ✓
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)	BM: 80.21% (+1.2%)
Net Sales	**GM %**	**Net Profit %**	**Forecast Accuracy %**

Revenue by Division
- PC · P & A · N & S
- 36.18%
- 61.33%

Revenue by Channel
- Retailer · Direct · Distributor
- 10.67%
- 17.8%
- 71.53%

Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	₹ 14.8M	0.4%	35.0% ⬇	-2.9%	0.3%	3.4%	EI
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	₹ 457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2% ⬇	-6.3%	8.3%	-4.6%	OOS
SE	₹ 317.8M	8.5%	37.0% ⬇	-4.0%	16.4%	-55.5%	OOS
Total	**₹ 3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**
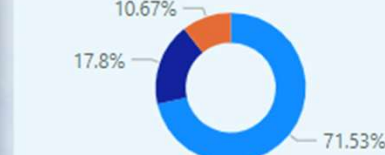
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

- NS $ · GM % · Net Profit % · AtliQ MS %
- ₹ 4bn / 50%
- ₹ 2bn
- ₹ 0bn / 0%
- 2018 | 2019 | 2020 | 2021 | 2022 EST

PC Market Share Trend - AtliQ and Competitors

manufacturer: atliq · bp · dale · innovo · pacer

	2018	2019	2020	2021	2022 EST
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp					7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
atliq	7.8%	7.8%	7.0%	7.6%	

Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.5% ⬇
Flipkart	3.7%	42.1%
AtliQ Exclusive	9.7%	46.0%
Atliq e Store	8.1%	36.9% ⬇
Amazon	13.3%	36.8%
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock, NS = Net Sales, RC = Revenue Contribution, GM = Gross Margin, MS = Market Share

NS & GM % FOR