



BUSINESS INSIGHTS 360



-Pragya Bharti





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INTRODUCTION



AtliQ is a company that sells hardware products such as PCs, printers, and more, similar to brands like Dell and HP. AtliQ sells its products through various channels:

- 1.Retailers:** Which includes Croma, Staples, Best Buy, Flipkart and Amazon.
- 2.Direct Sales:** Through AtliQ e-Store and AtliQ Exclusive.
- 3.Distributor:** Like Neptune.



PROBLEM STATEMENT



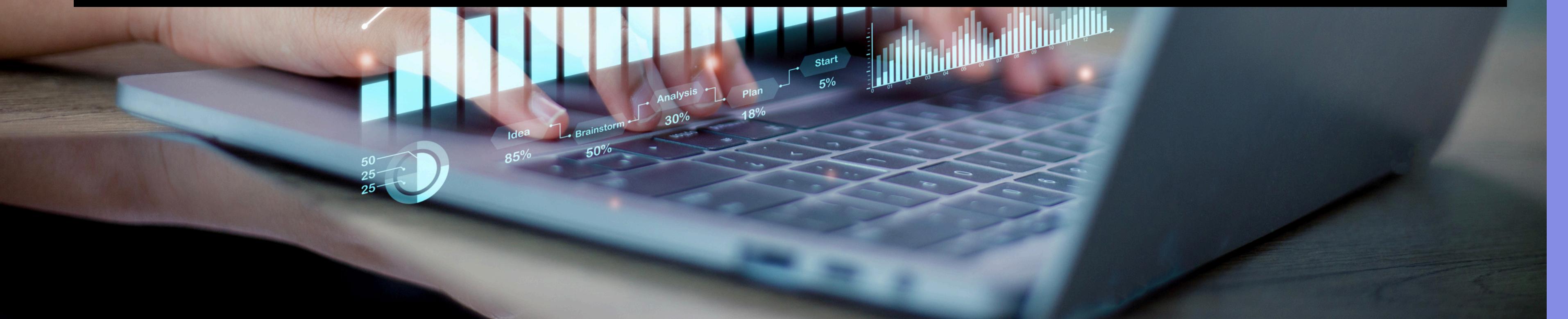
AtliQ Hardware is one of the fastest-growing companies in the electronics market, has experienced significant challenges in Latin America. Despite their success elsewhere, their attempt to establish stores in the region resulted in substantial losses. This setback occurred because their expansion strategy was based solely on survey data and intuition, without a comprehensive market analysis or understanding of local conditions.

GOALS

During the annual strategic meeting, a key focus was to onboard the data analytics to enhance decision-making processes. Previously, the company relied on Excel files for data management, but with its rapid growth, this approach is no longer feasible. Consequently, the company has hired a Data Analytics Team tasked with implementing advanced analytics solutions. The goal is to bring greater transparency to the data, enabling more accurate and informed decision-making.

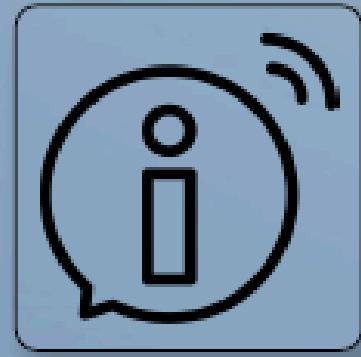


Key Insights and Visualization





Business Insights 360



Info

Download **user manual** and get to know the key information of this tool.



Finance View

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



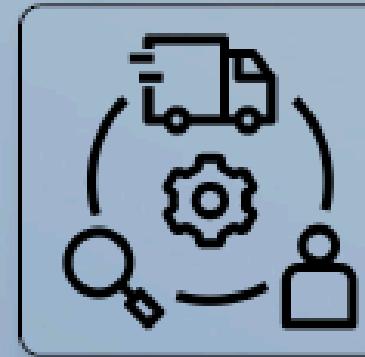
Sales View

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



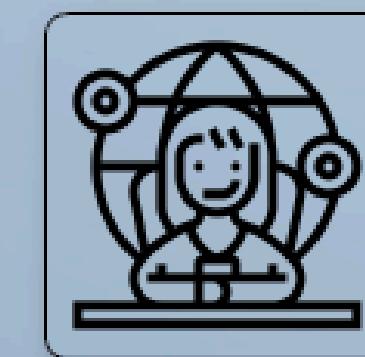
Marketing View

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.



Support

Get your **issues resolved** by connecting to our support specialist.

FINANCE VIEW



region, market
All

customer
All

segment, catego...
All

2018 2019 2020 2021 2022Est

Q1 Q2 Q3 Q4 YTD YTG

\$3.74bn
38.08%
-13.98%

Net Sales
GM %
Net Profit %

BM: 823.85M (+353.5%)

BM: 36.49% (+4.37%)

BM: -6.63% (-110.79%)

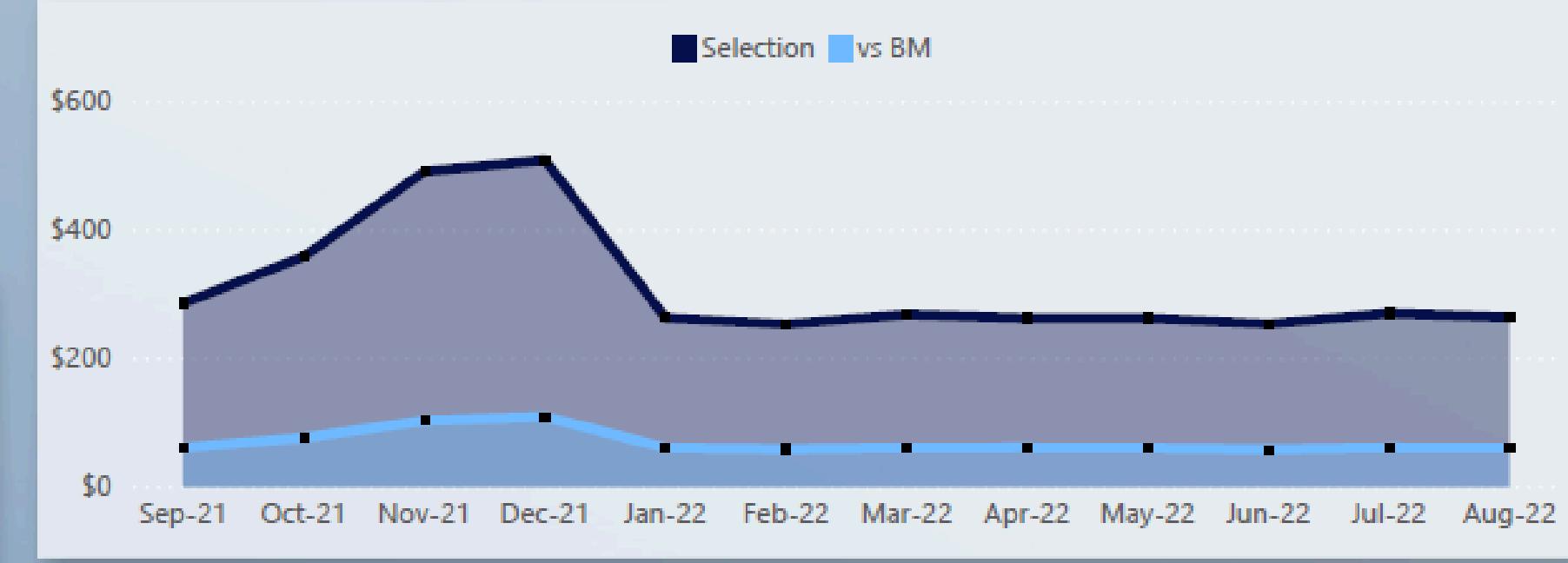
VS LY

VS Target

Profit & Loss Statement

Line Item	2022Est	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 Expenses	-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

Net Sales Performance Over Time



Selection vs BM

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

Top / Bottom Products and 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
Total	\$3,736.17	353.50

segment	P&L Values	P & L Chg%
Accessories	\$454.10	85.46
Desktop	\$711.08	1431.55
Networking	\$38.43	-14.89
Notebook	\$1,580.43	493.06
Peripherals	\$897.54	439.03
Storage	\$54.59	0.32
Total	\$3,736.17	353.50

Activate Windows
Go to Settings to activate Windo

BM = Benchmark, LY = Last Year, Chg= change

SALES VIEW



region, market
All

customer
All

segment, catego...
All

2018
2019
2020
2021
2022Est
Q1
Q2
Q3
Q4
YTD
YTG

Customer Performance
Performance Metrics
Vs LY
VS Target



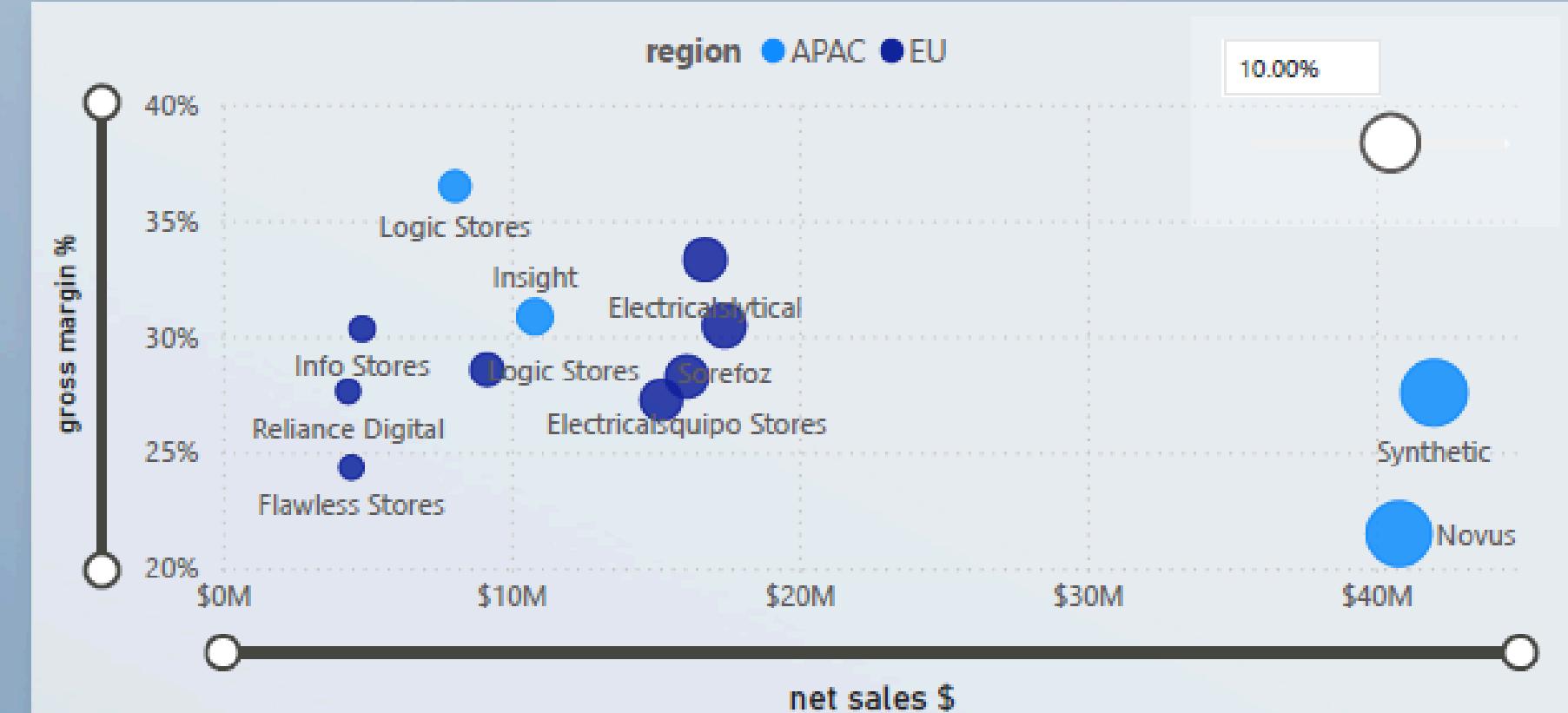



customer	net sales \$	gross margin \$	gross margin %
Amazon	\$496.88M	\$182.77M	36.78%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsociety	\$67.76M	\$24.41M	36.03%
Staples	\$64.20M	\$24.99M	38.92%
Costco	\$61.81M	\$24.15M	39.07%
Total	\$3,736.17M	\$1,422.88M	38.08%



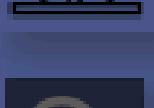


region ● APAC ● EU



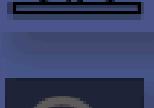
The chart displays the relationship between net sales (\$ millions) on the x-axis and gross margin percentage on the y-axis. Data points are categorized by region: APAC (blue circles) and EU (dark blue circles). The y-axis ranges from 20% to 40%, and the x-axis ranges from \$0M to \$40M. Key data points include Logic Stores (~\$10M, ~35%), Insight (~\$15M, ~30%), Electricalslytical (~\$20M, ~32%), and Synthetic (~\$40M, ~28%).





segment	net sales \$	gross margin \$	gross margin %
Accessories	\$454.10M	\$172.61M	38.01%
Peripherals	\$897.54M	\$341.22M	38.02%
Notebook	\$1,580.43M	\$600.96M	38.03%
Desktop	\$711.08M	\$272.39M	38.31%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%
Total	\$3,736.17M	\$1,422.88M	38.08%

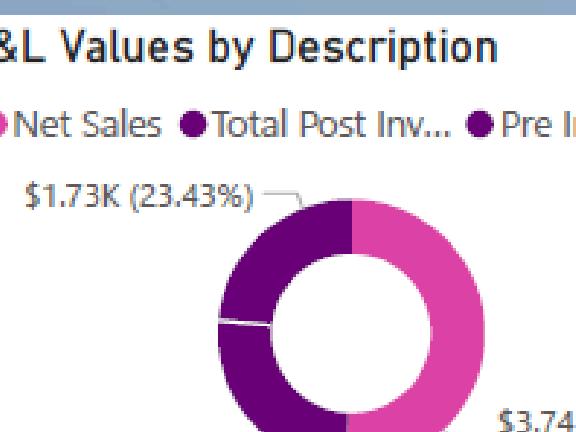




Unit Economics

P&L Values by Description

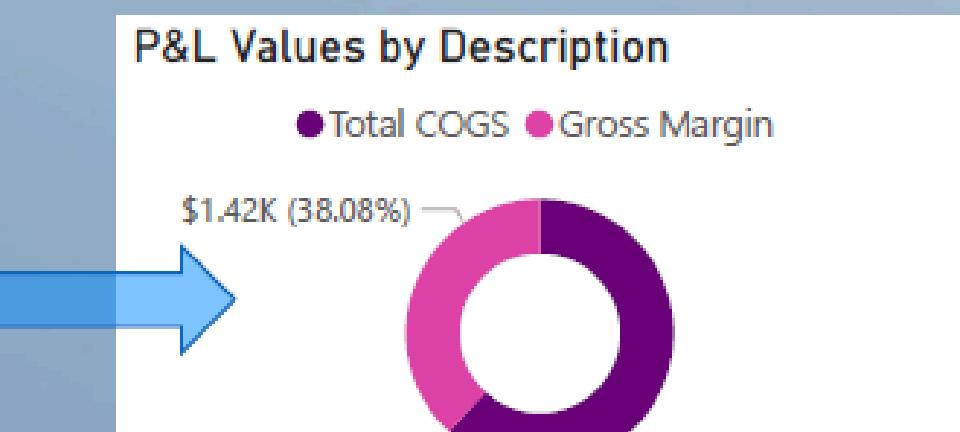
- Net Sales
- Total Post Inv...
- Pre Invoice ...



\$1.73K (23.43%) →
\$1.91K (25.87%) →
\$3.74K (50.69%) →

P&L Values by Description

- Total COGS
- Gross Margin



\$1.42K (38.08%) →
\$2.31K (61.92%) →

Activate Window
Go to Settings to activate Window

MARKETING VIEW



region, market

▼

customer

▼

segment, catego...

▼

2018
2019
2020
2021
2022Est
Q1
Q2
Q3
Q4

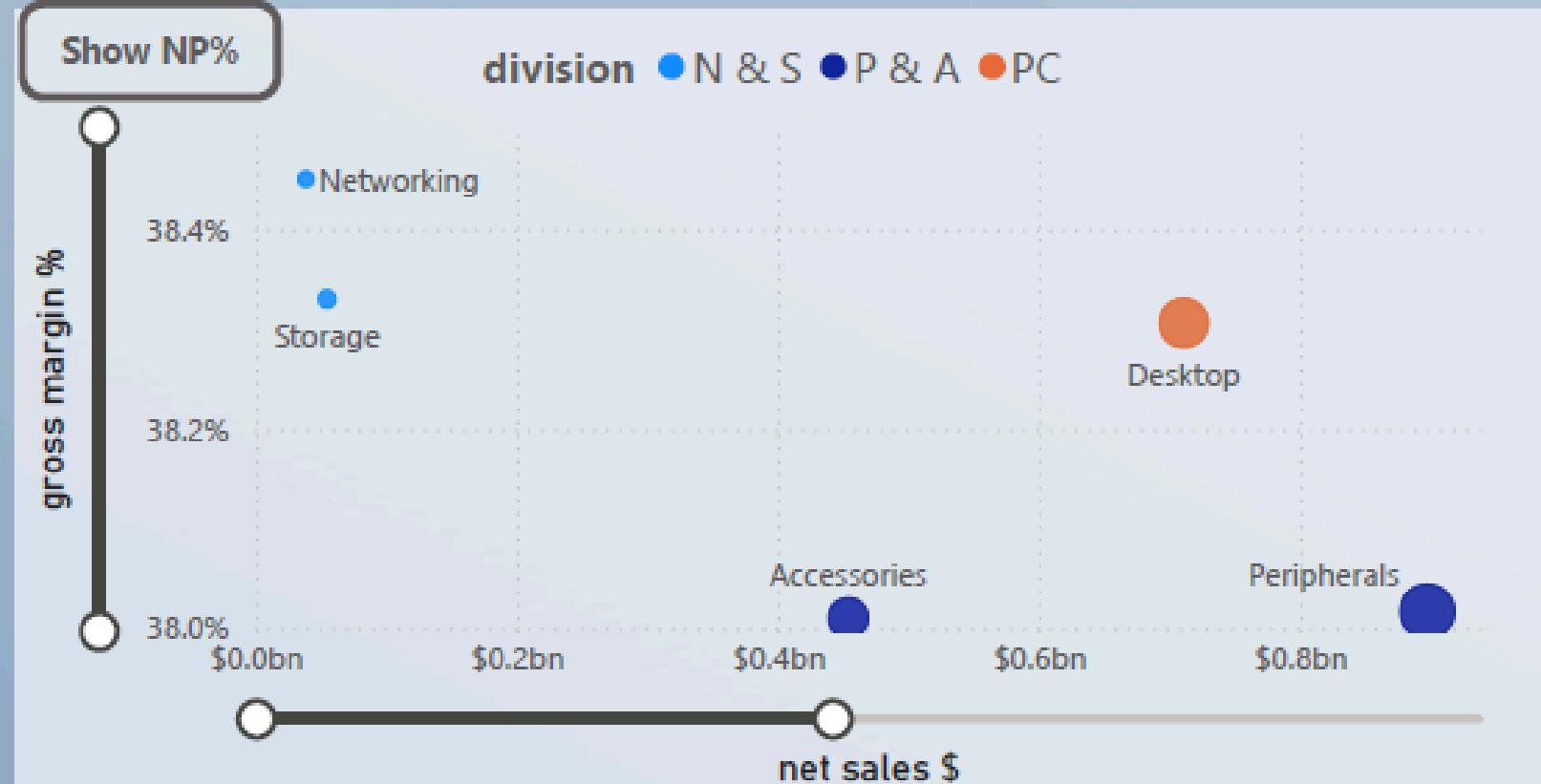
YTD
YTG

Product Performance

segment	net sales \$	gross margin \$	gross margin %	Net Profit\$	Net Profit %
Networking	\$38.43M	\$14.78M	38.45%	(\$5.27M)	-13.72%
Storage	\$54.59M	\$20.93M	38.33%	(\$7.51M)	-13.76%
Desktop	\$711.08M	\$272.39M	38.31%	(\$97.79M)	-13.75%
Notebook	\$1,580.43M	\$600.96M	38.03%	(\$222.16M)	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	(\$125.91M)	-14.03%
Accessories	\$454.10M	\$172.61M	38.01%	(\$63.78M)	-14.05%
Total	\$3,736.17M	\$1,422.88M	38.08%	(\$522.42M)	-13.98%

Performance Metrics

Show NP%
division
● N & S ● P & A ● PC



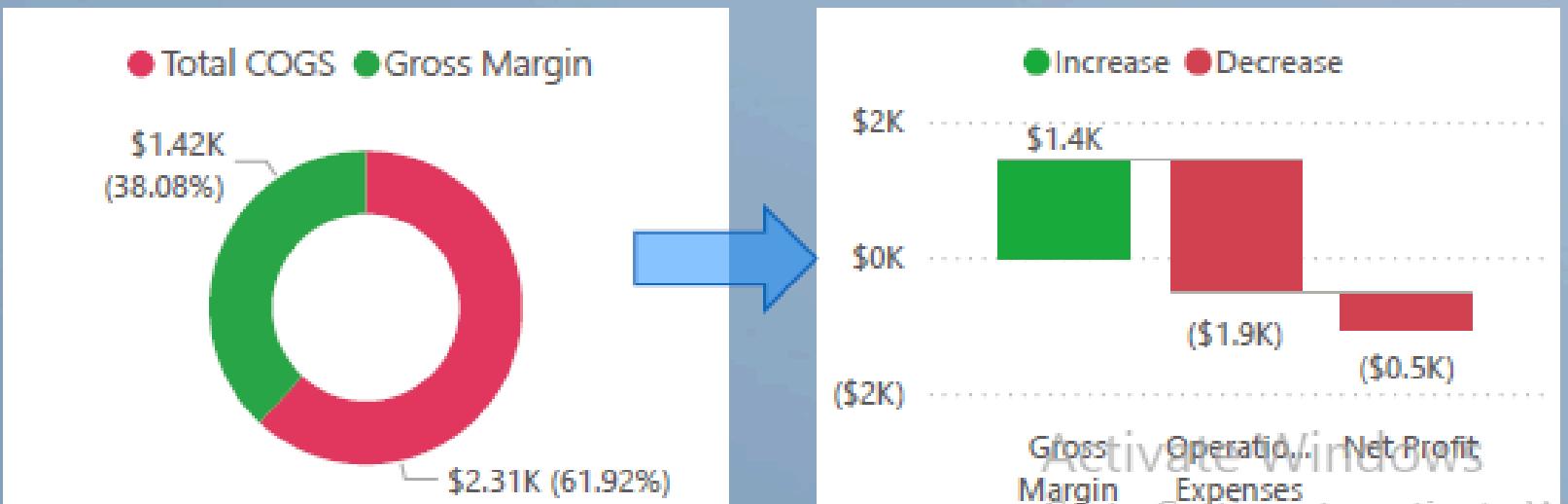
A bubble chart comparing Gross Margin % (Y-axis, 38.0% to 38.4%) against Net Sales \$ (X-axis, \$0.0bn to \$0.8bn). The chart shows five data points: Networking (38.4%, ~\$0.1bn), Storage (38.2%, ~\$0.15bn), Desktop (38.4%, ~\$0.75bn), Accessories (38.0%, ~\$0.45bn), and Peripherals (38.0%, ~\$0.85bn).

Region / Market / Customer Performance

region	net sales \$	gross margin \$	gross margin %	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
● Increase
● Decrease



A donut chart shows the breakdown of unit economics: Total COGS (\$1.42K, 38.08%), Gross Margin (\$2.31K, 61.92%), and Net Profit (\$0.5K, -1.9%). A blue arrow points from the donut chart to a bar chart below. The bar chart compares Gross Margin (Increase) and Operation Expenses (Decrease) against Net Profit.

SUPPLY CHAIN VIEW

region, market
customer
segment, catego...

All
All
All

2018
2019
2020
2021
2022Est
Q1
Q2
Q3
Q4
YTD
YTG

81.17% ✓
LY: 80.21% (+1.2%)
-3.47M ✓
LY: -0.75M (-361.97%)
6.90M ✓
LY: 9.78M (-29.46%)

Forecast Accuracy %
Net Error
Absolute Error

Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast accuracy % LY	Risk
All-Out	43.96%	-150	-0.32%	29.09%	OoS
Amazon	73.79%	-464694	-9.22%	74.54%	OoS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OoS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OoS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OoS
AtliQ Exclusive	70.35%	-359242	-11.91%	71.69%	OoS
Boulanger	52.69%	-48802	-20.21%	58.77%	OoS
Chip 7	34.56%	-85293	-35.01%	53.44%	OoS
Chiptec	50.49%	-20102	-11.36%	52.54%	OoS
Coolblue	47.66%	-34790	-15.34%	52.95%	OoS
Croma	36.58%	-77649	-16.54%	42.78%	OoS
Digimarket	28.21%	-95328	-46.59%	40.79%	OoS
Ebay	52.27%	-19127	-2.02%	50.49%	OoS
Electricalsara Stores	48.62%	-11256	-11.41%	52.02%	OoS
Electricalsbea Stores	55.74%	-6352	-9.56%	51.56%	OoS
Electricalslance Stores	41.07%	-39358	-41.89%	54.69%	OoS
Electricalslytical	45.55%	-102814	-16.07%	50.82%	OoS
Electricalsocity	36.28%	-224226	-34.43%	50.35%	OoS
Electricalsquipo Stores	48.72%	-8961	-5.03%	48.82%	OoS
Total	81.17%	-3472690	-9.48%	80.21%	OoS

region, market
customer
segment, catego...

All
All
All

2018
2019
2020
2021
2022Est
Q1
Q2
Q3
Q4
YTD
YTG

81.17% ✓
LY: 80.21% (+1.2%)
-3.47M ✓
LY: -0.75M (-361.97%)
6.90M ✓
LY: 9.78M (-29.46%)

Forecast Accuracy %
Net Error
Absolute Error

Accuracy/Net Error Trend

The chart displays three data series over time:

- Net Error** (dark blue bars): Values range from approximately -1.2M to 0M.
- Forecast Accuracy %** (red line): Values start around 81%, dip to 78% in Oct-21, then rise to about 82% by Aug-22.
- Forecast accuracy % LY** (green line): Values start around 80%, dip to 78% in Oct-21, then rise to about 82% by Aug-22.

Date	Net Error	Forecast Accuracy %	Forecast accuracy % LY
Sep-21	0M	81%	80%
Oct-21	-1.2M	78%	78%
Nov-21	0M	80%	78%
Dec-21	0M	81%	79%
Jan-22	0M	82%	80%
Feb-22	0M	82%	81%
Mar-22	0M	81%	81%
Apr-22	0M	82%	82%
May-22	0M	81%	81%
Jun-22	0M	81%	81%
Jul-22	0M	82%	82%
Aug-22	0M	81%	81%

Key Metrics by Product

segment	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	OoS
Desktop	87.53%	84.37%	78576	-13.75%	OoS
Networking	93.06%	90.40%	-12967	-13.72%	OoS
Notebook	87.24%	79.99%	-47221	-14.06%	OoS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OoS
Storage	71.50%	83.54%	-628266	-13.76%	OoS
Total	81.17%	80.21%	-3472690	-13.98%	OoS

Activate Windows
Go to Settings to activate Windo

EXECUTIVE VIEW

region, market
customer
segment, catego...

2018
2019
2020
2021
2022Est

Q1
Q2
Q3
Q4

YTD
YTG

Vs LY
VS Target



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

38.08% ✓
BM: 36.49% (+4.37%)
GM %

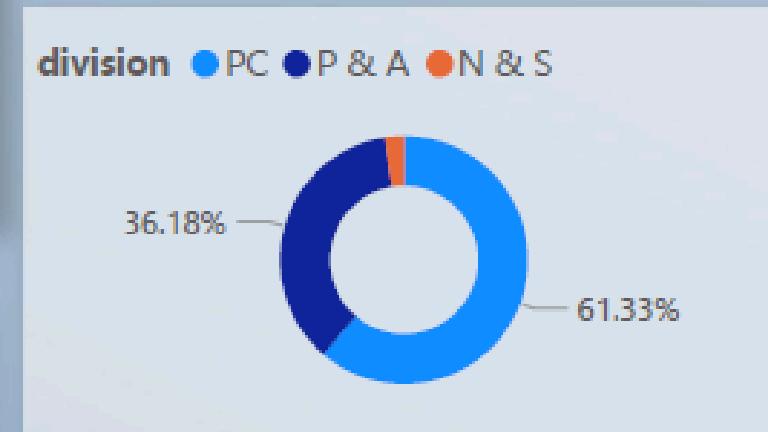
-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

81.17% ✓
BM: 80.21% (+1.2%)
Forecast accuracy

Key Insight by Sub Zone

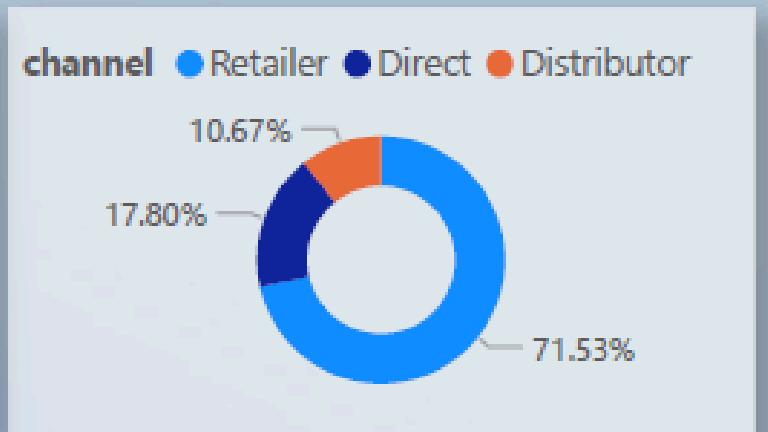
Sub Zone	net sales \$	RC %	gross margin %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.09M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.34M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OoS
ROA	\$788.66M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OoS
NE	\$457.71M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OoS
SE	\$317.78M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OoS
ANZ	\$189.78M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OoS
LATAM	\$14.82M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
Total	\$3,736.17M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OoS

Revenue by Division



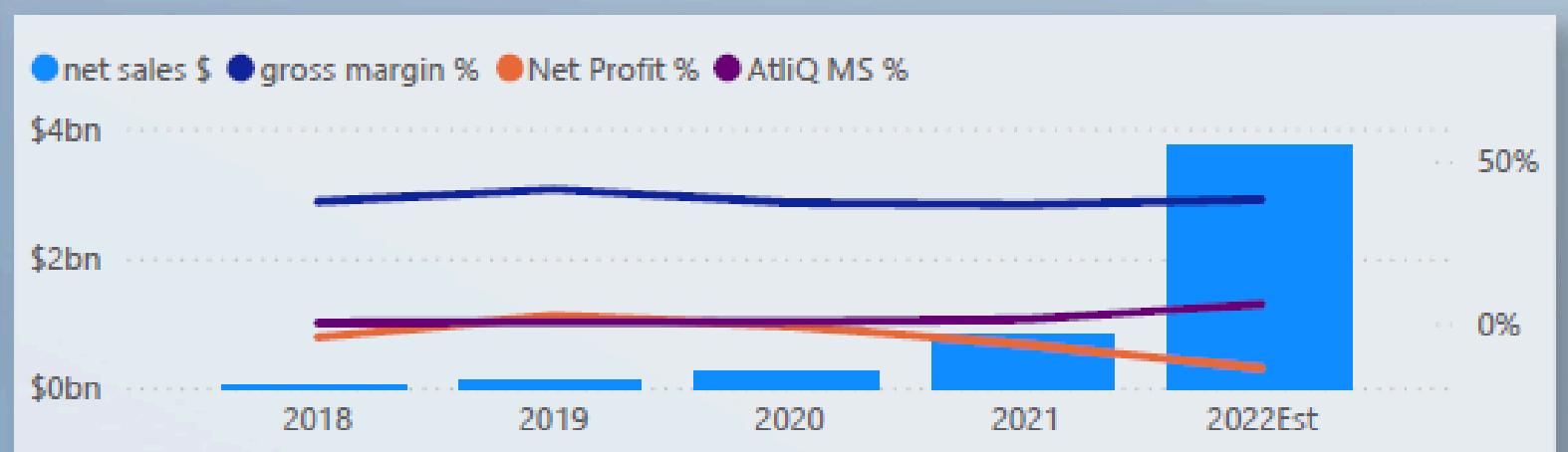
division ● PC ● P & A ● N & S

Revenue by Channel



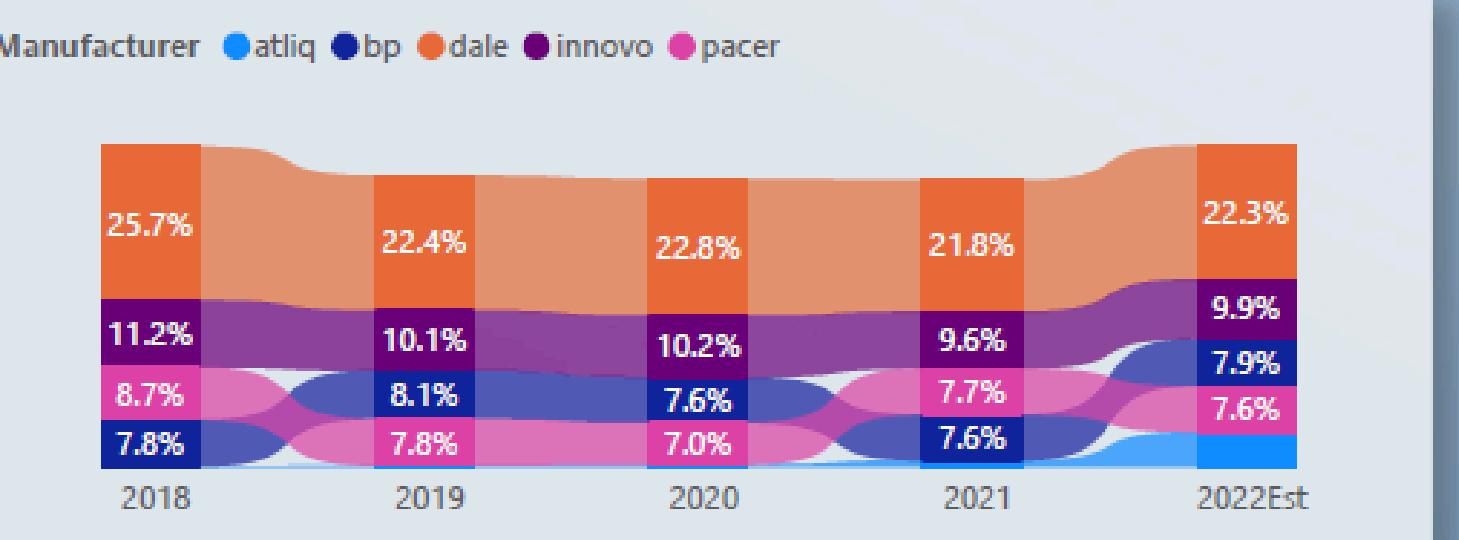
channel ● Retailer ● Direct ● Distributor

Yearly Trend by Revenue, GM %, NP % and PC market share %



● net sales \$ ● gross margin % ● Net Profit % ● AtliQ MS %

PC Market Share Trend - AtliQ and Competitors



Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

Top 5 Customer by Revenue

customer	RC %	gross margin %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Total	38.2%	39.19%

Top 5 Product by Revenue

product	RC %	gross margin %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%

Activate Windows
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BM = Benchmark, LY = Last Year, OoS = Out of Stock, EI = Excess Inventory, RC = Revenue contribution



Business insights 360 key info



- 1. All the system data in tool is refreshed every month on 5th working day.**
- 2. System data such as Forecast, Actuals and Historical forecast are received from Global database.**
- 3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.**
- 4. For FAQs [click here](#)**
- 5. Download live excel version [here](#).**





Business insights 360 Support



**Get an issue
resolved**

Add new request

Check Out the Contingency Plan

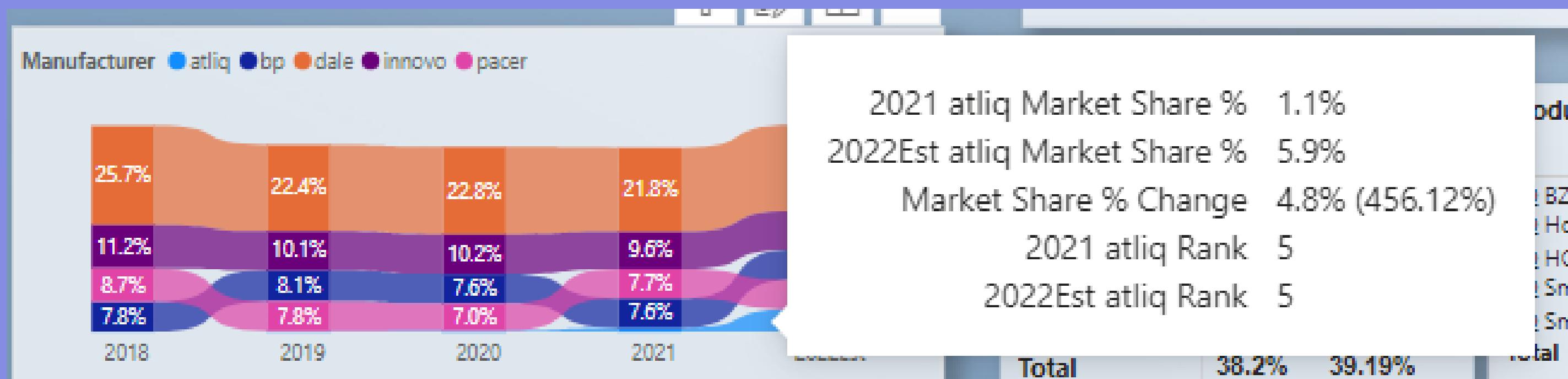
Provide Feedback

New to Power BI?

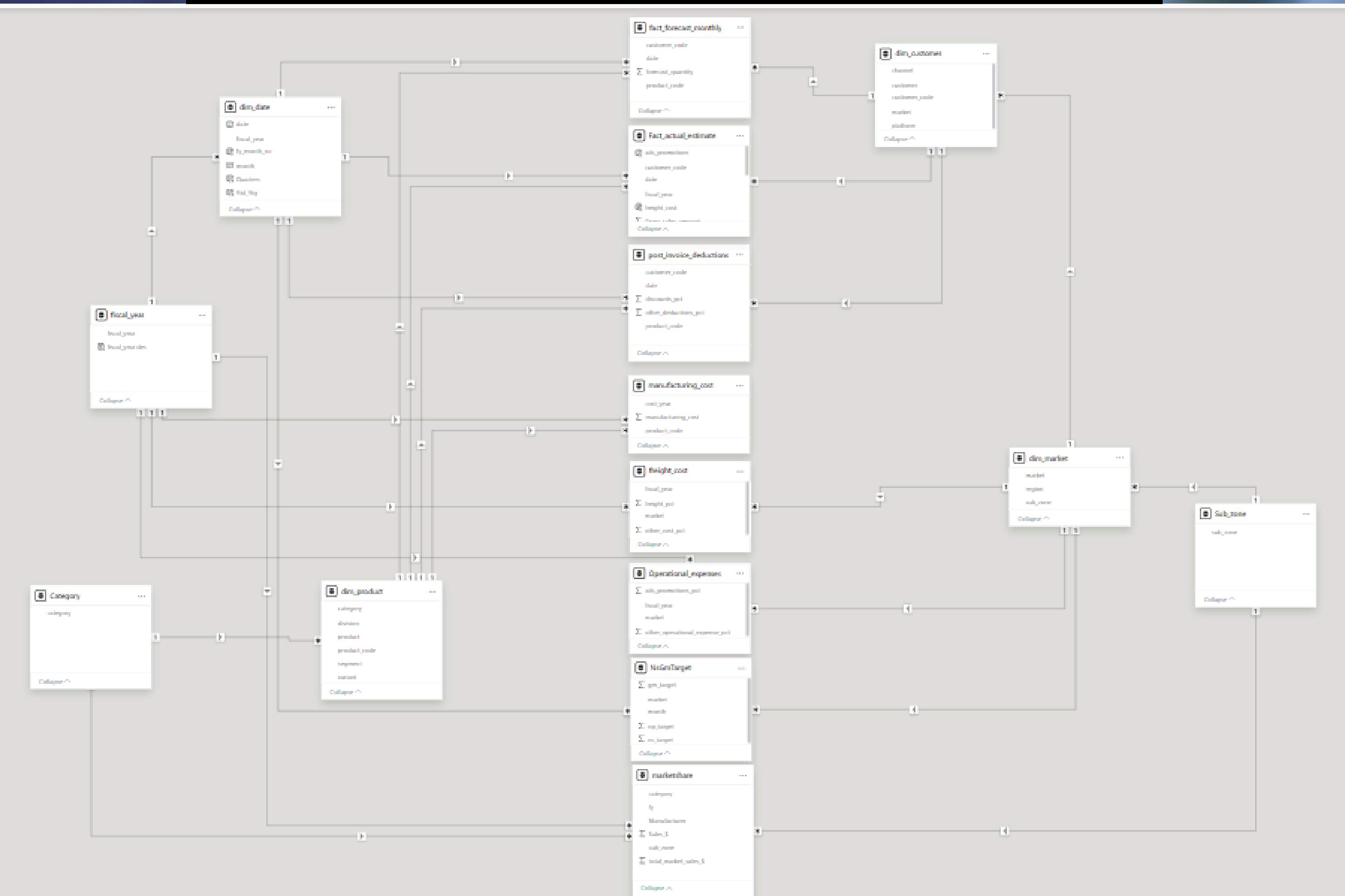


Activate Windows
Go to Settings to activate Windo

AtliQ's market share increased by 4.8% in 2022, rising from 1.1% in 2021 to 5.9% in 2022. While AtliQ has performed well in India(13.3% Market Share), the company is experiencing losses in Latin America(0.3% Market Share).



DATA MODELLING



DATA SOURCE AND METHODOLOGY

- In Power BI Desktop, Went to Get Data > MySQL database.
- Entered server (localhost) and database name gdb041 and gdb056, then Connected.
- Extracted Data from Excel and CSV files.
- Imported and cleaned data in Power Query (removed duplicates, trimmed spaces, replaced values, handled missing values).
- Created fact and dimension tables.
- Defined relationships between tables in the Model view.
- Calculated columns and measures using DAX (e.g., SUM(), AVERAGE(), CALCULATE(), SWITCH(), MAX()).
- Created reports with charts and graphs.
- Used slicers and filters for interactivity.
- Published to Power BI Service for sharing.

CONCLUSION

The Company should focus on increasing sales volumes while preserving high gross margins by enhancing marketing efforts, expanding the product line, entering new markets, and optimizing sales channels. These strategies will help drive growth without sacrificing profitability.