



AtliQ Hardware



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 Dollars & Millions

Sales data loaded until : Dec 21

Date of last refreshed : 30-09-2024



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, 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 the live excel version [here](#).**



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

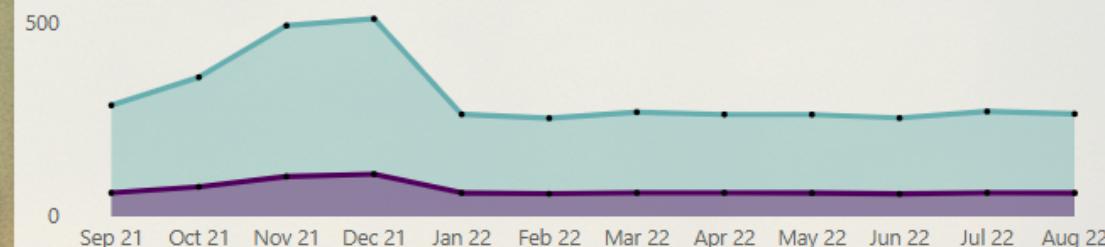
YTG

vs LY

vs
Target

Net Sales Performance Over Time

Selected year ● vs BM



Profit and Loss Statement

Line Item	2022 Est	LY	Yoy Chg	Yoy 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	P & L
	values	Change %
EU	775.48	286.26
APAC	1,923.77	335.27
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L	P & L
	values	Change %
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Desktop	711.08	1,431.55
Total	3,736.17	353.50

BM = Benchmark, LY=Last Year

Finance View



region, market

customer

segment, catego...

All

All

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vs LY

vs Target

Customer Performance

Performance Matrix

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.8%
AtliQ Exclusive	\$361.12M	166.15M	46.0%
Atliq e Store	\$304.10M	112.15M	36.9%
Flipkart	\$138.49M	58.37M	42.1%
Sage	\$127.86M	40.31M	31.5%
Leader	\$117.32M	36.02M	30.7%
Neptune	\$105.69M	49.36M	46.7%
Ebay	\$91.60M	33.06M	36.1%
Acclaimed Stores	\$73.36M	29.58M	40.3%
walmart	\$72.41M	33.06M	45.7%
Electricalslytical	\$68.05M	25.34M	37.2%
Electricalsociety	\$67.76M	24.41M	36.0%
Total	\$3,736.17M	1,422.88M	38.1%

region APAC EU LATAM

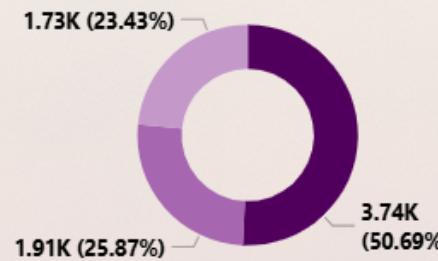


Product Performance

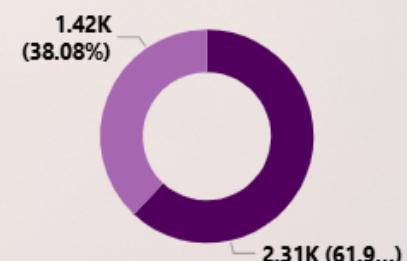
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.0%
Desktop	\$711.08M	272.39M	38.3%
Networking	\$38.43M	14.78M	38.5%
Notebook	\$1,580.43M	600.96M	38.0%
Peripherals	\$897.54M	341.22M	38.0%
Storage	\$54.59M	20.93M	38.3%
Total	\$3,736.17M	1,422.88M	38.1%

Unit Economics

Net Sales Total Post Invoice ... Pre Invoice ...



Total COGS Gross Margin



BM = Benchmark, LY=Last Year

Sales View



region, market

customer

segment, category...

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All

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All

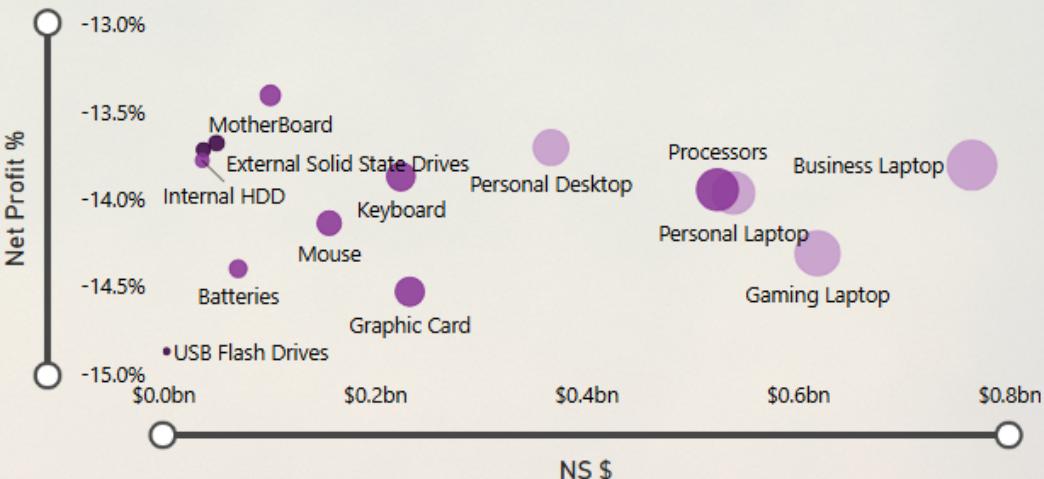
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Show GM %

Performance Matrix

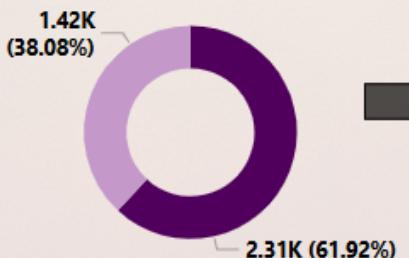
division • N & S • P & A • PC



Region / Market / Customer Performance

market	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Australia	\$119.33M	53.79M	45.1%	-12.02M	-10.07%
Austria	\$12.86M	3.78M	29.4%	-1.83M	-14.25%
Bangladesh	\$36.41M	11.21M	30.8%	-1.34M	-3.68%
Brazil	\$4.97M	1.33M	26.8%	-0.59M	-11.83%
Canada	\$251.83M	117.08M	46.5%	-54.25M	-21.54%
Chile	\$3.04M	1.17M	38.4%	0.06M	2.04%
China	\$147.43M	67.20M	45.6%	-9.33M	-6.33%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

● Total COGS ● Gross Margin



Unit Economics

● Increase ● Decrease



BM = Benchmark, LY=Last Year

Marketing View



region, market

All

customer

All

segment, category, ...

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2019

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Q1

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Q3

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YTG

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K!

LY: -751.7K (-361.97%)

Net Error

6899.0K!

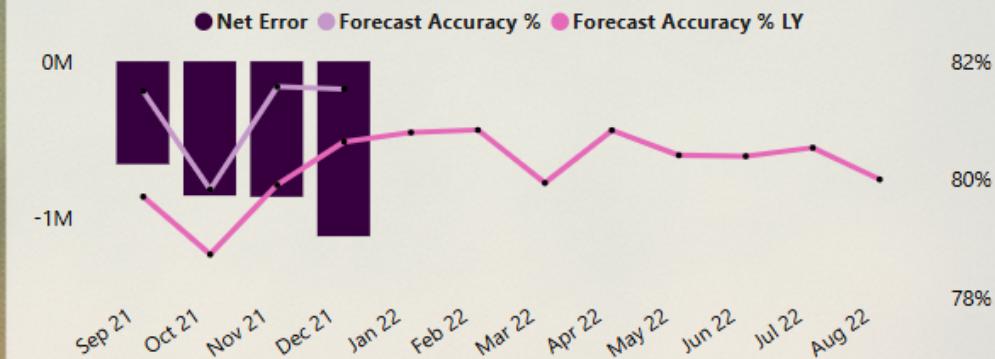
LY: 9780.7K (-29.46%)

Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	49.46%	50.30%	-19035	-6.6%	OOS
walmart	54.78%	50.12%	84334	12.1%	EI
Viveks	33.27%	43.03%	-129058	-29.0%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.9%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.3%	OOS
UniEuro	50.30%	58.22%	-89065	-23.9%	OOS
Taobao	42.65%	44.98%	-13408	-7.1%	OOS
Synthetic	30.36%	37.93%	-191078	-36.1%	OOS
Surface Stores	51.75%	49.59%	-4304	-3.4%	OOS
Staples	54.45%	49.38%	79821	11.5%	EI
Sound	32.34%	52.83%	-97958	-41.8%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.1%	OOS
Saturn	41.54%	19.16%	2197	2.9%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Relief	51.88%	52.04%	-348	-0.1%	OOS
Reliance Digital	34.59%	45.19%	-122328	-25.0%	OOS
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Radio Popular	52.94%	56.74%	-49354	-18.6%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics By Product

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

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out of Stock

Supply Chain View



region, market

customer

segment, categor...

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Q1

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vs LY
vs
Target

All

All

All

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

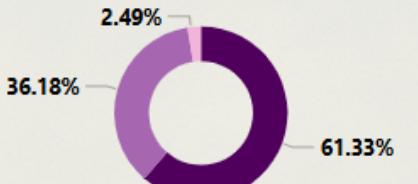
81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

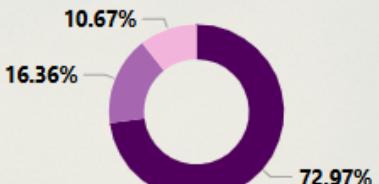
Revenue by Division

● PC ● P & A ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor

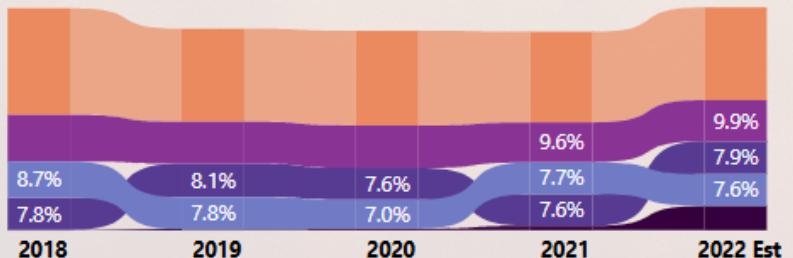


Key Insights By Sub Zone

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

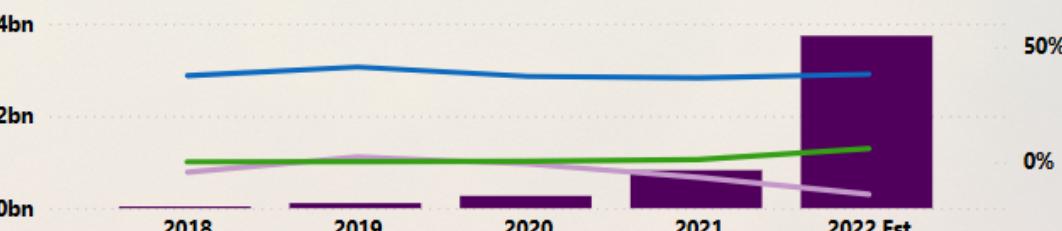
PC Market Share & Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %



Top 5 Customers by Revenue

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

Top % 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

Executive View