



Sales data loaded until : Apr 21



Report Refresh Date : 29 Oct 2024



AtliQ Hardware

Business Insights 360



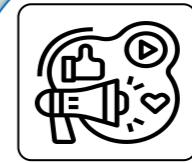
Finance View

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



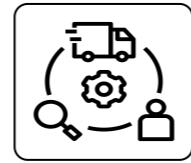
Sales View

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



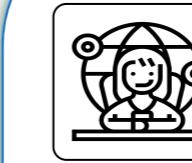
Marketing View

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

Values are in Dollars & Millions



Business Insights 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



FILTERS

Select Benchmark (BM)

vs LY vs Target

2019 2021

2020 2022Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORES

All

BY CATEGORY

All

ABBREVIATIONS

BM=Benckmark | LY=Last Year

GM=Gross Margin | NS=Net Sales

NP=Net Profit | Chg=Change

All Values in Million \$

\$807.72M

NS\$

36.54%

GM%

- 6.80%

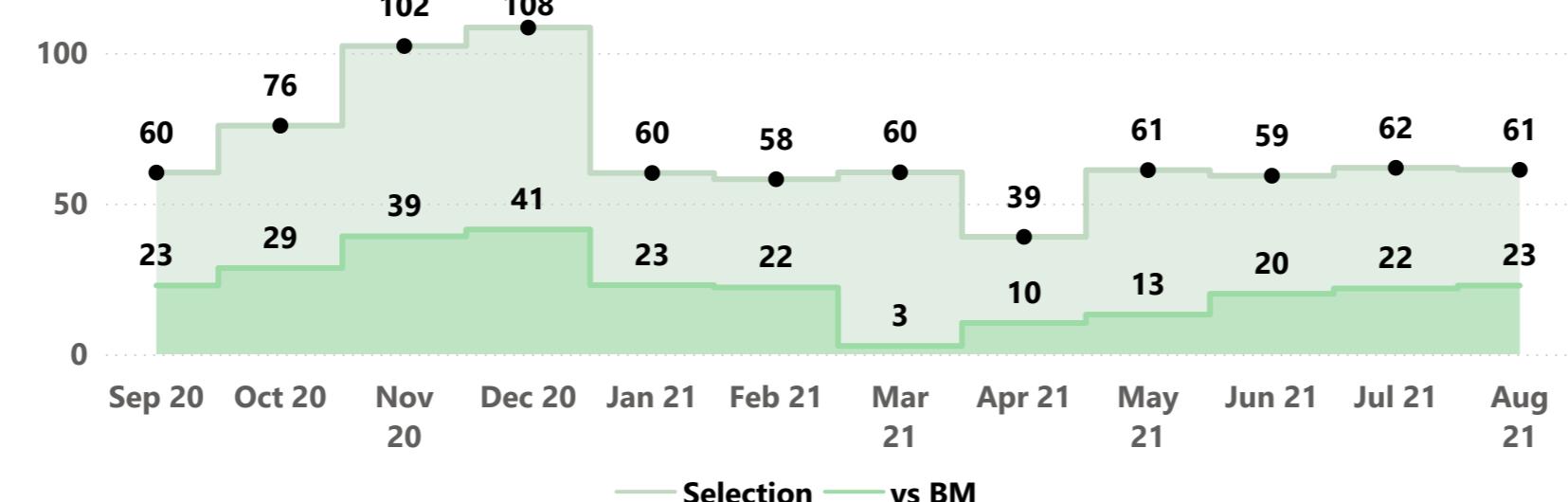
NP%

BM: 267.98M | 201.41% ▲

BM: 37.1% | -1.5% ▼

BM: -0.85% | 695.34% ▲

Net Sales Performance Overtime



Top / Bottom Products & Customers by Net Sales

Primary Parameter

 REGION CATEGORY

Secondary Parameter

 MARKET PRODUCT

REGION	Values	Chg %
APAC	427.42	188.83
EU	205.54	268.43
NA	171.56	175.77
LATAM	3.21	60.53
Total	807.72	201.41

Profit & Loss Statement

Line Item	2021	BM	chg	chg %
Gross Sales	1,630.75	535.95	1,094.80	204.27
Pre Invoice Deduction	384.45	124.69	259.76	208.31
Net Invoice Sales	1,246.30	411.25	835.05	203.05
- Post Discounts	275.99	95.85	180.14	187.95
- Post Deductions	162.59	47.43	115.16	242.82
Total Post Invoice Deduction	438.58	143.27	295.30	206.11
Net Sales	807.72	267.98	539.74	201.41
- Manufacturing Cost	487.59	160.30	327.29	204.17
- Freight Cost	21.64	7.16	14.48	202.26
- Other Cost	3.32	1.10	2.22	203.13
Total COGS	512.55	168.56	344.00	204.09
Gross Margin	295.17	99.42	195.74	196.88
Gross Margin %	36.54	37.10	-0.56	-1.50
GM / Unit	5.91	4.79	1.13	23.58
Operational Expense	-350.06	-101.71	-248.35	244.16
Net Profit	-54.89	-2.29	-52.60	2,297.26
Net Profit %	-6.80	-0.85	-5.94	695.34



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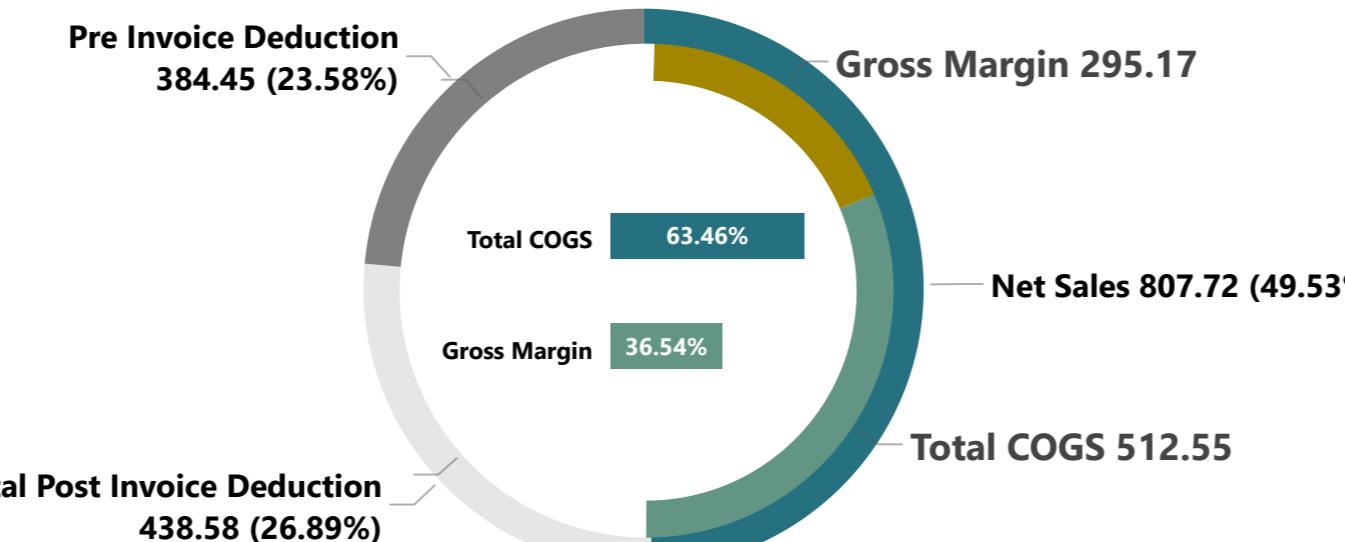
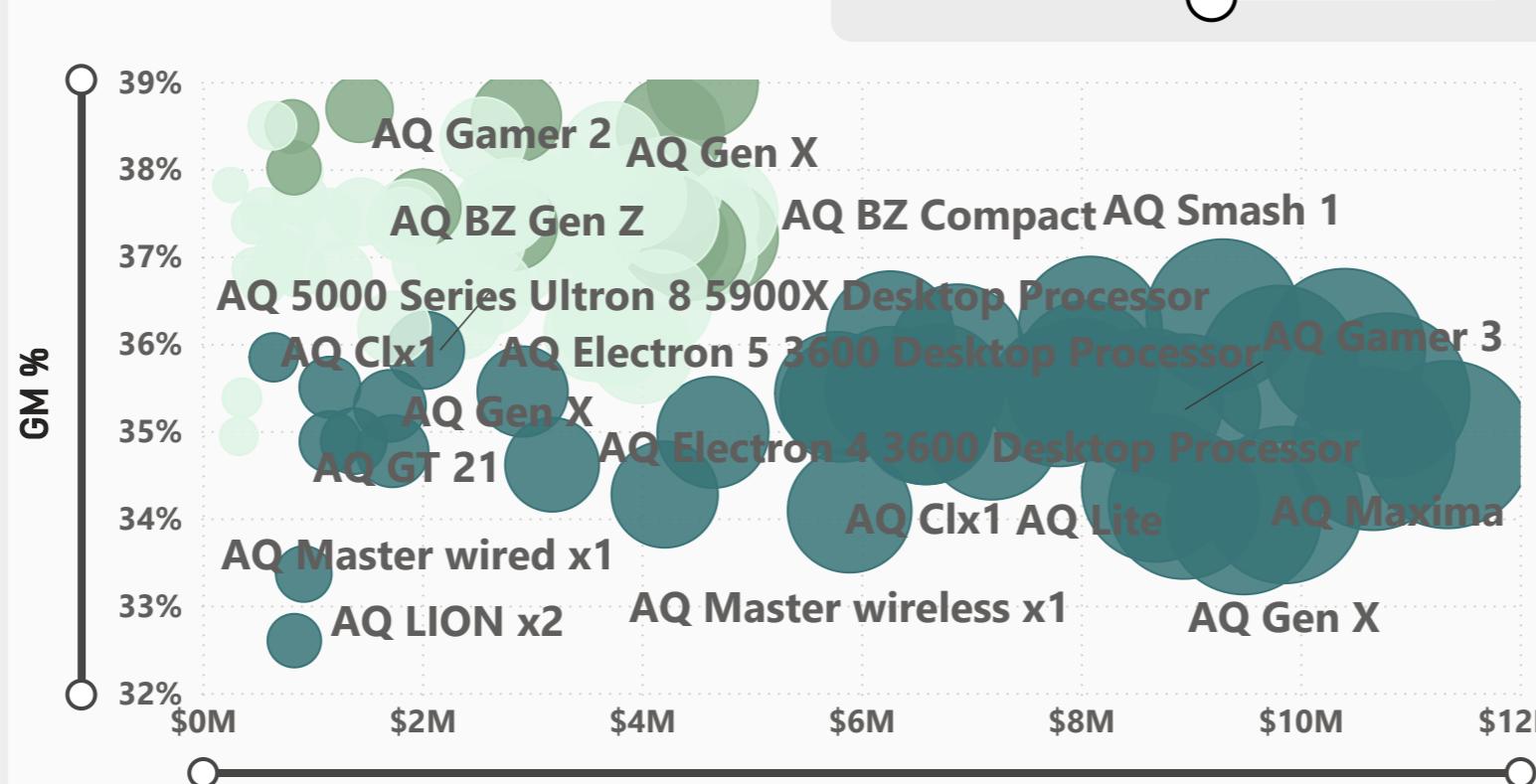
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All Values in Million \$

Net Sales Performance Overtime

Gross Margin % Variance
0%

Product Performance

Product

Customer

Product	NS \$	GM \$	GM %	△ GM %
AQ Electron 4 3600	21.52M	7.78M	36.17%	-1.07%
AQ Maxima	20.30M	7.45M	36.68%	-0.48%
AQ Electron 5 3600	19.68M	7.31M	37.13%	-3.79%
AQ BZ Gen Y	20.02M	7.20M	35.95%	-2.80%
AQ 5000 Series Ultron 8 5900X Desktop Processor	18.38M	6.80M	36.98%	-4.16%
AQ Gen X	18.65M	6.59M	35.32%	-3.59%
AQ Lite	17.77M	6.26M	35.24%	-3.36%
AQ Gamer 3	16.98M	6.20M	36.55%	-1.41%
AQ 5000 Series Electron 8 5900X Desktop Processor	16.94M	6.00M	35.40%	-3.43%
AQ Gamer 2	16.40M	5.99M	36.51%	-3.74%
AQ Elite	16.55M	5.88M	35.50%	-5.93%
AQ Gamers	15.12M	5.64M	37.34%	-0.19%
AQ 5000 Series Electron 9 5900X	15.27M	5.63M	36.86%	-0.92%
Total	434.88M	158.14M	36.36%	-2.55%



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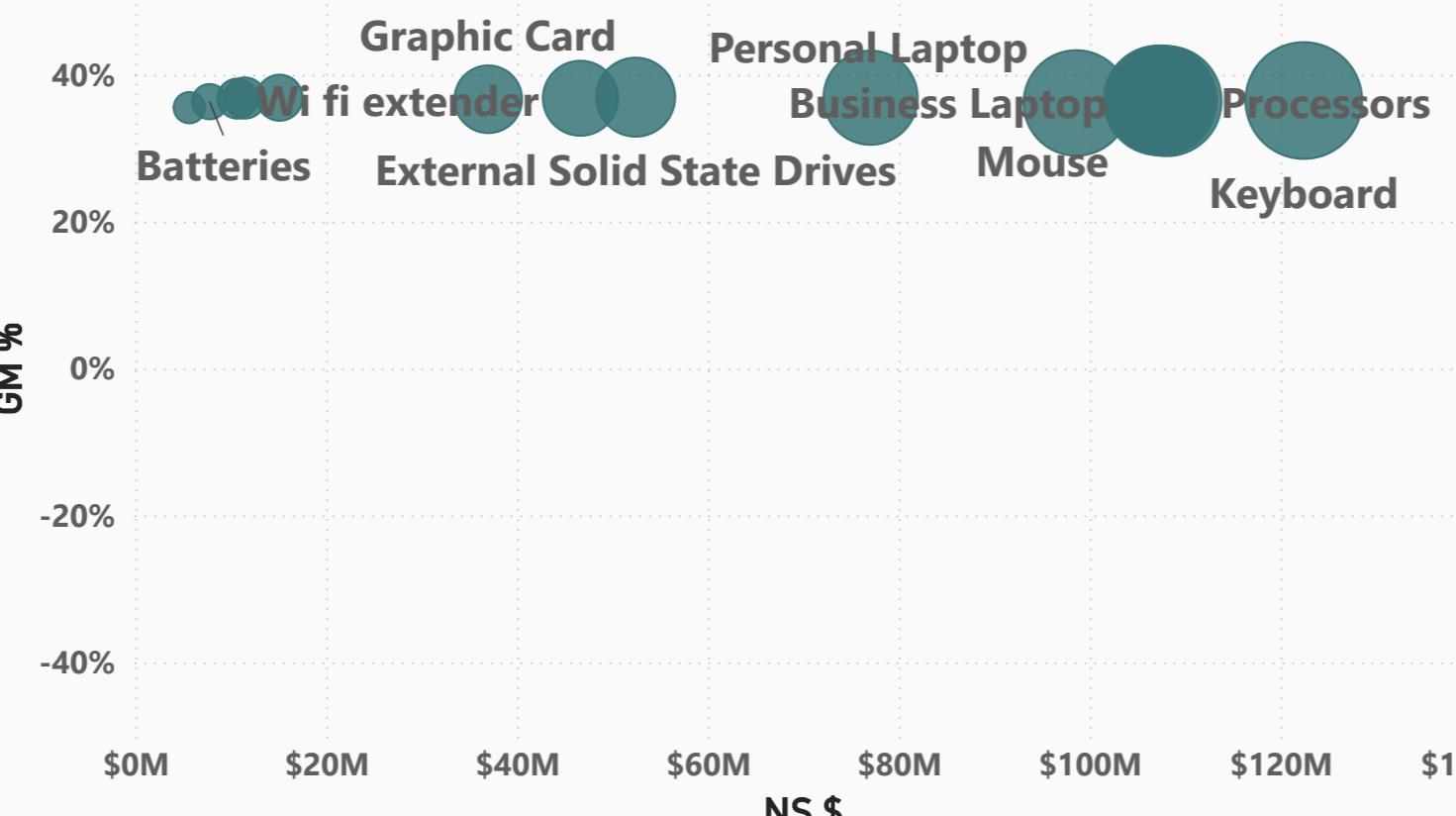
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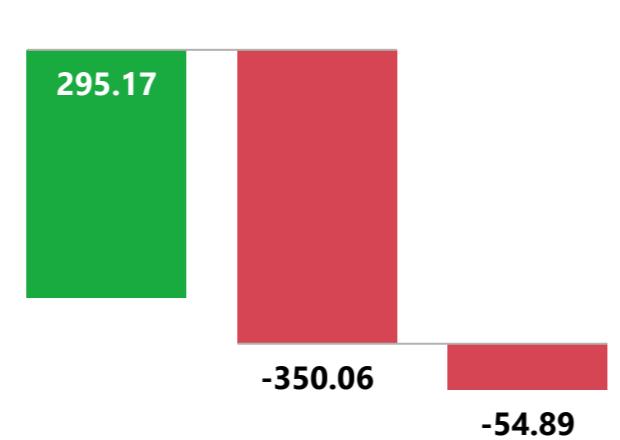
Market Performance - By Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Gross Margin Operational Expense Net Profit
● Increase ● Decrease

Segment

Market

Category

Segment

Category	NS \$	GM %	NP \$	NP %	△ NP %
External Solid State Drives	\$52.43M	36.95%	-3.35M	-6.39%	268.25%
MotherBoard	\$15.11M	36.87%	-0.97M	-6.42%	791.88%
Gaming Laptop	\$77.05M	36.88%	-4.99M	-6.48%	571.41%
WiFi extender	\$46.64M	36.80%	-3.08M	-6.60%	1311.99%
Internal HDD	\$10.69M	36.75%	-0.71M	-6.63%	2071.82%
Graphic Card	\$36.98M	36.66%	-2.47M	-6.68%	532.94%
Keyboard	\$122.44M	36.49%	-8.32M	-6.80%	617.15%
Mouse	\$107.24M	36.52%	-7.33M	-6.84%	910.52%
Business Laptop	\$108.06M	36.41%	-7.44M	-6.89%	527.39%
Processors	\$107.56M	36.49%	-7.41M	-6.89%	2621.49%
Batteries	\$7.78M	36.34%	-0.54M	-6.94%	312.01%
Personal Desktop	\$11.47M	36.84%	-0.80M	-7.01%	143.50%
Personal Laptop	\$98.61M	36.16%	-7.02M	-7.12%	936.54%
USB Flash Drives	\$5.66M	35.52%	-0.44M	-7.86%	219.41%
Total	\$807.72M	36.54%	-54.89M	-6.80%	695.34%



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Forecast Accuracy %

79.93%

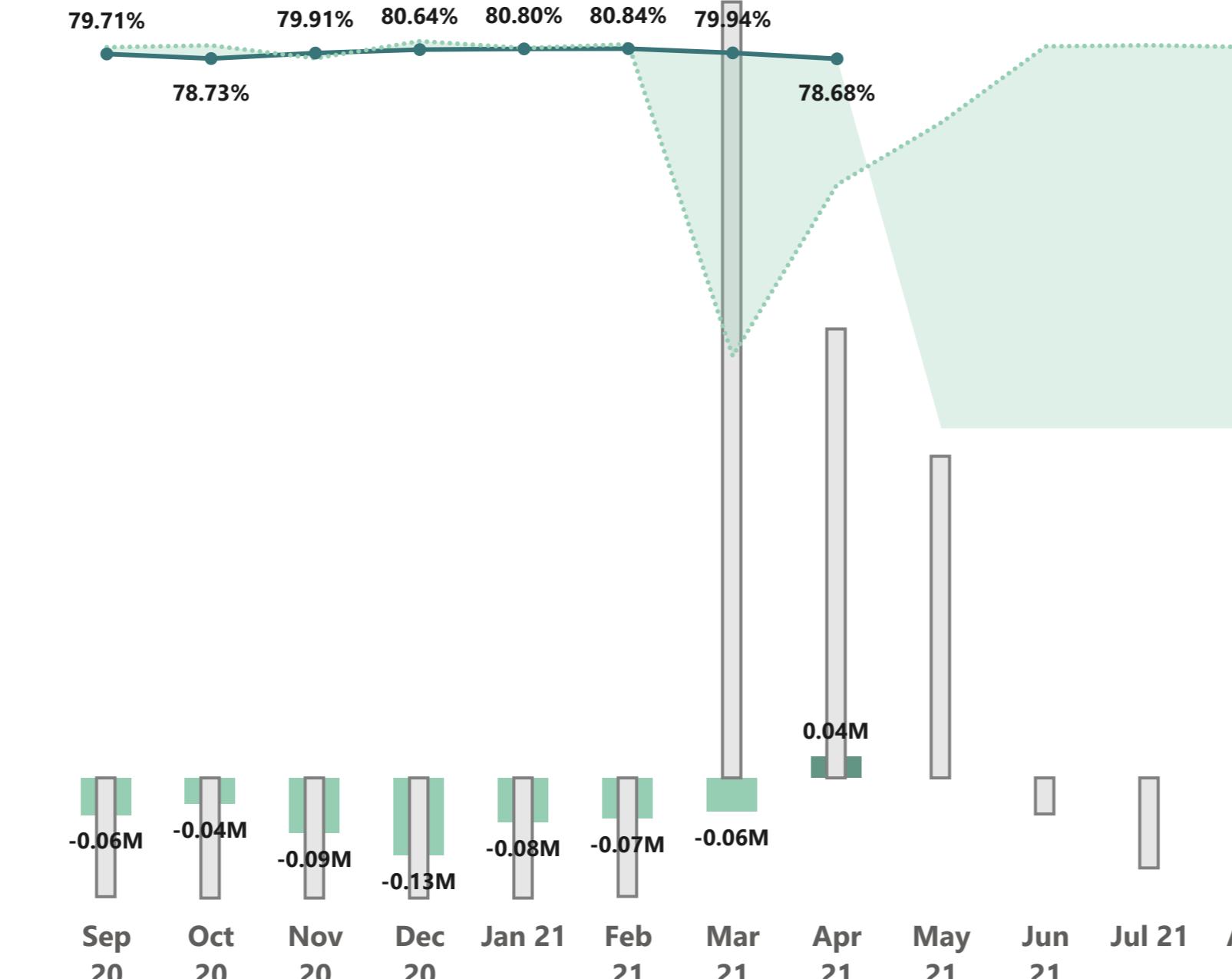
Net Error (\$)

-492K

Absolute Error (\$)

7M

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA% LY	Net Error	Net Error %	Risk
Amazon	74.19%	48.43%	-115507	-2.5% OOS	
Atliq e Store	73.99%	55.24%	-52645	-1.8% OOS	
AtliQ Exclusive	70.96%	56.65%	-133514	-4.6% OOS	
Mbit	61.94%	49.13%	36964	14.4% EI	
Euronics	61.06%	42.25%	37092	14.0% EI	
Expert	60.68%	48.84%	57347	13.8% EI	
Boulanger	58.19%	38.12%	58725	18.6% EI	
UniEuro	57.92%	45.77%	123577	23.5% EI	
Radio Popular	57.05%	50.36%	48397	14.7% FI	
Total	79.93%	72.99%	-492426	-1.4% OOS	

Key Metrics By Product

Segment	FCA%	FCA % LY	Net Error	Net Error %	Risk
Networking	90.83%	52.50%	148K	7.5% EI	
Storage	83.45%	81.01%	1076K	15.9% EI	
Peripherals	83.22%	75.18%	-232K	-6.1% OOS	
Accessories	77.58%	71.42%	-1559K	-7.3% OOS	
Desktop	75.69%	70.07%	21K	20.2% EI	
Notebook	72.29%	76.65%	54K	5.9% EI	
Total	79.93%	72.99%	-492K	-1.4% OOS	



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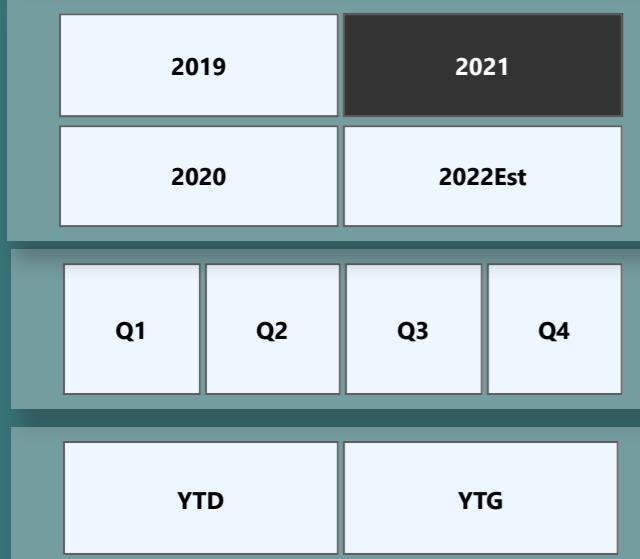
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Net Sales (\$)

\$807.72M

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Gross Margin %

36.54%

BM: 37.1% | -1.5% ▼

Net Profit %

-6.80%

BM: -0.85% | 695.34% ▲

Forecast Accuracy %

79.93%

LY: 72.99% | 9.51% ▲

Revenue Contribution

Division

Channel

● Direct ● Distributor ● Retailer

Trend: Key Metrics over years

36.54%

GM %

1.1%

AtliQ MS %

-6.80%

Net Profit %

2021

Trend: Revenue Contribution over years

21.8%

9.6%

7.7%

7.6%

2021

● atliq ● bp ● dale ● innovo ● pacer

TOP 5 Customers

Customer

Amazon

AtliQ Exclusive

Atliq e Store

Flipkart

Sage

Total

RC %

13.2%

9.7%

8.4%

3.0%

3.0%

37.4%

GM %

35.4% ▼

43.7% ▼

37.5%

30.1% ▼

35.2%

37.6%

TOP 5 Products

Product

AQ BZ Allin1

AQ Qwerty

AQ Trigger

AQ Trigger Ms

AQ BZ Compact

Total

RC %

4.1%

3.1%

3.1%

2.9%

2.8%

15.9%

GM %

36.0%

37.1%

36.9%

35.5%

37.0%

36.5%

Sub-Region Performance

Sub Zone

NS \$

RC %

GM %

Net Profit %

Net Error %

Risk

AtliQ MS %

India

\$210.31M

26.0%

32.1% ▲

-24.62% ▲

3.7% EI

ROA

\$173.88M

21.5%

38.4% ▼

7.99% ▼

-21.1% OOS

NA

\$171.56M

21.2%

37.3% ▲

-13.44%

-6.7% OOS

NE

\$112.15M

13.9%

38.3% ▼

-1.62% ▼

11.4% EI

SE

\$93.39M

11.6%

38.7% ▼

4.65% ▼

10.5% EI

ANZ

\$43.23M

5.4%

38.7% ▲

7.73% ▼

-4.6% OOS

LATAM

\$3.21M

0.4%

37.3% ▼

5.75%

6.4% EI

Total

\$807.72M

100.0%

36.5%

-6.80%

-1.4% OOS

1.1%

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