



# AtliQ Hardware

## Business Insights 360



Sales data loaded until : Apr 21



Report Refresh Date : 29 Oct 2024



Information



### 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



Support



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\$

BM: 267.98M | 201.41% ▲

36.54%

GM%

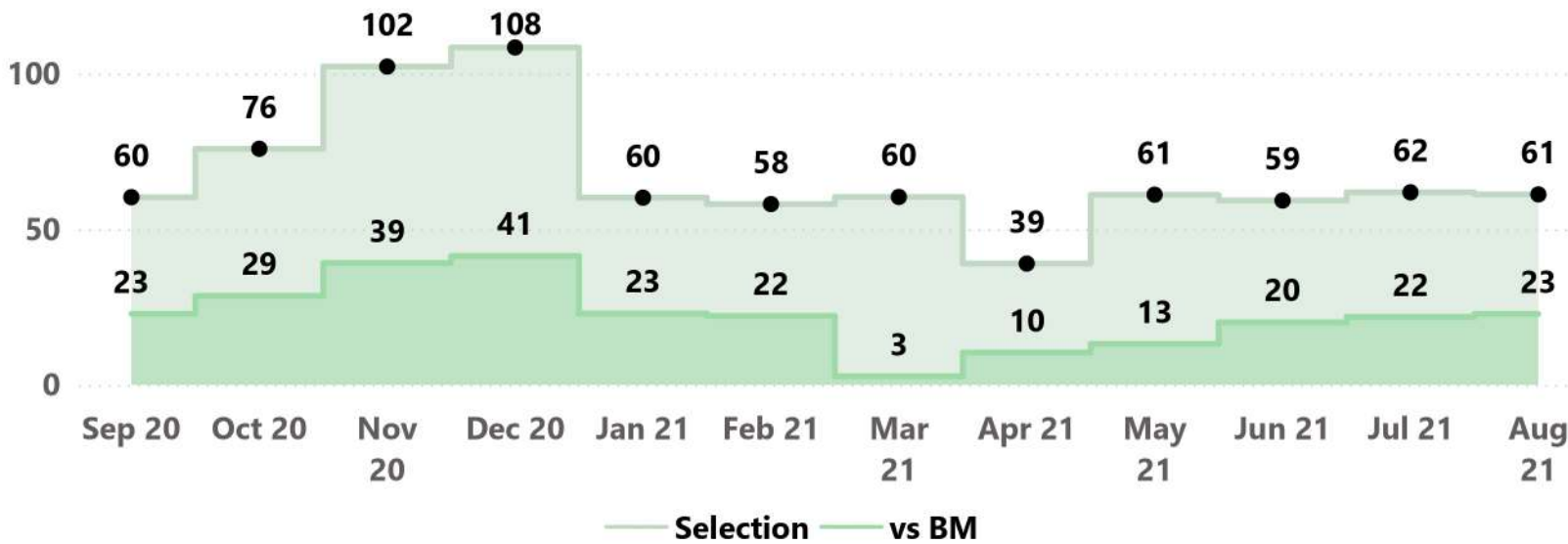
BM: 37.1% | -1.5% ▼

-6.80%

NP%

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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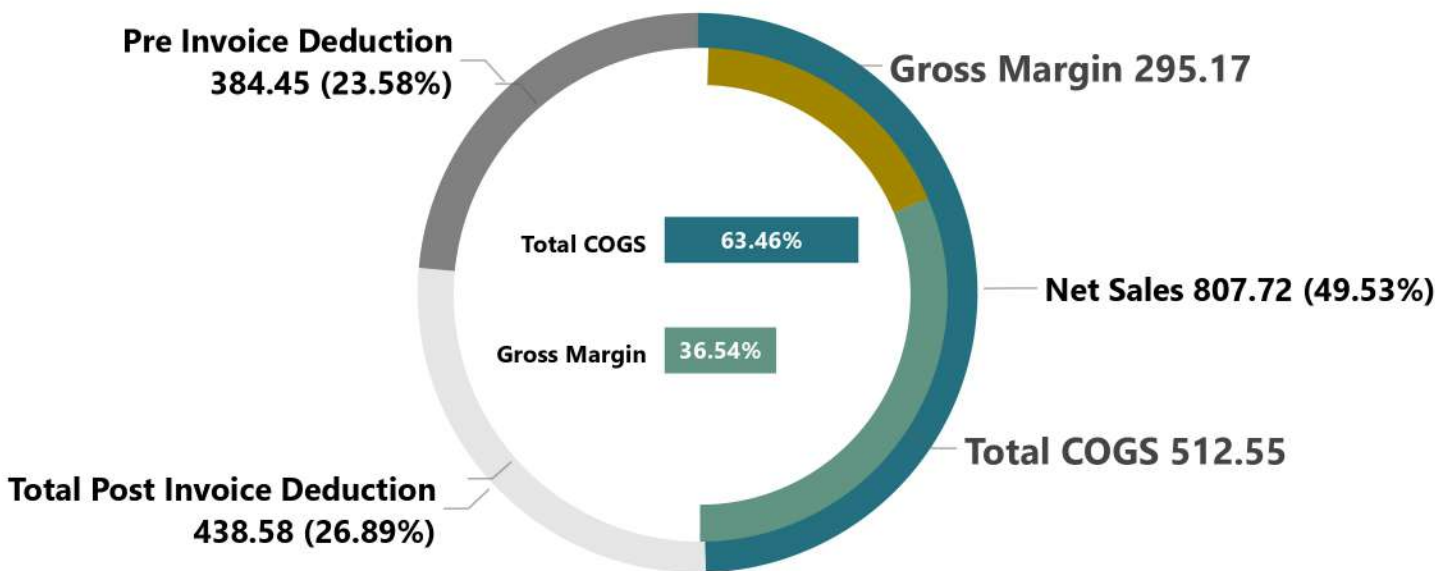
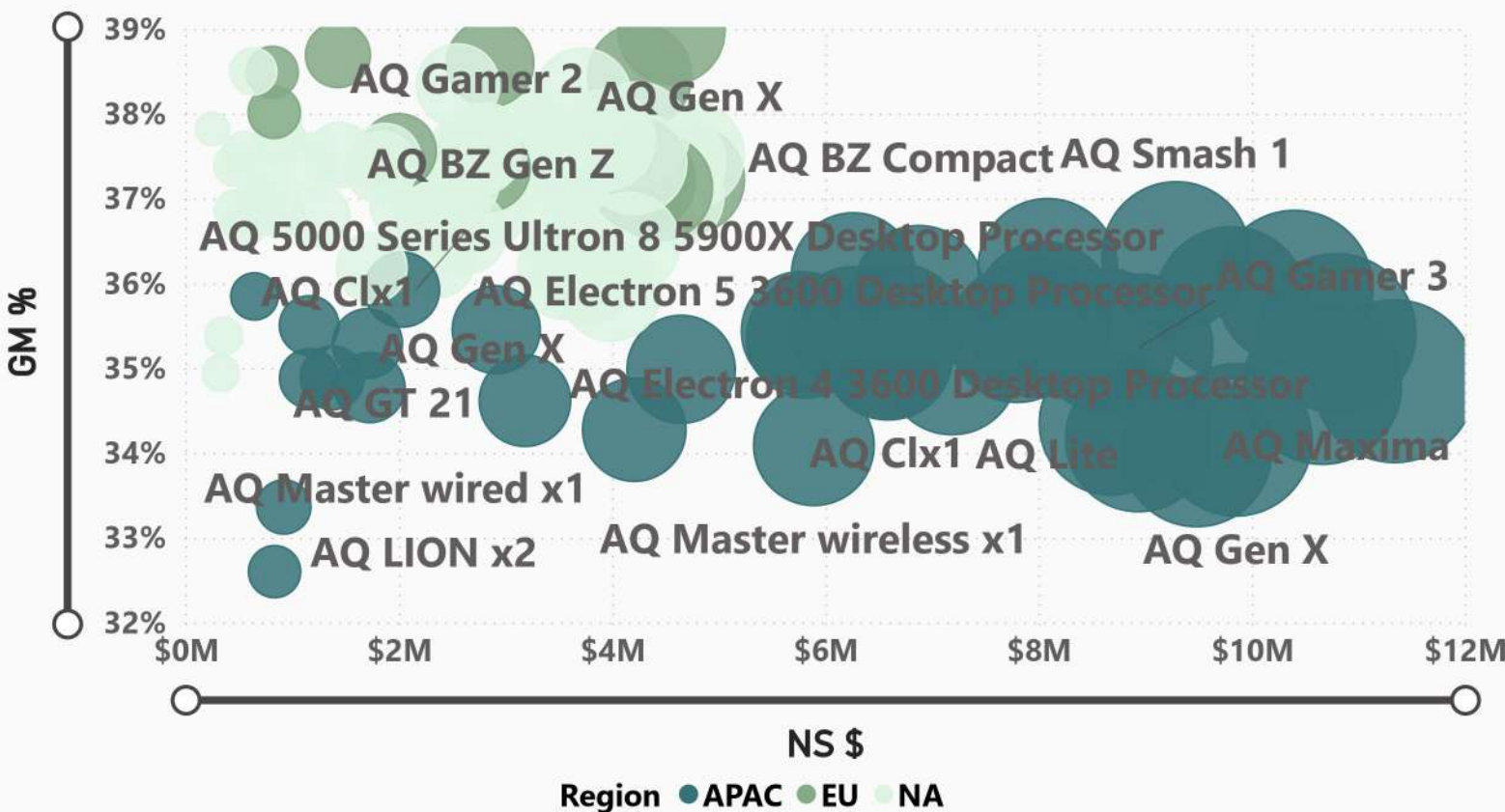
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All Values in Million \$

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	158.139 034.22	36.36%	-2.55%





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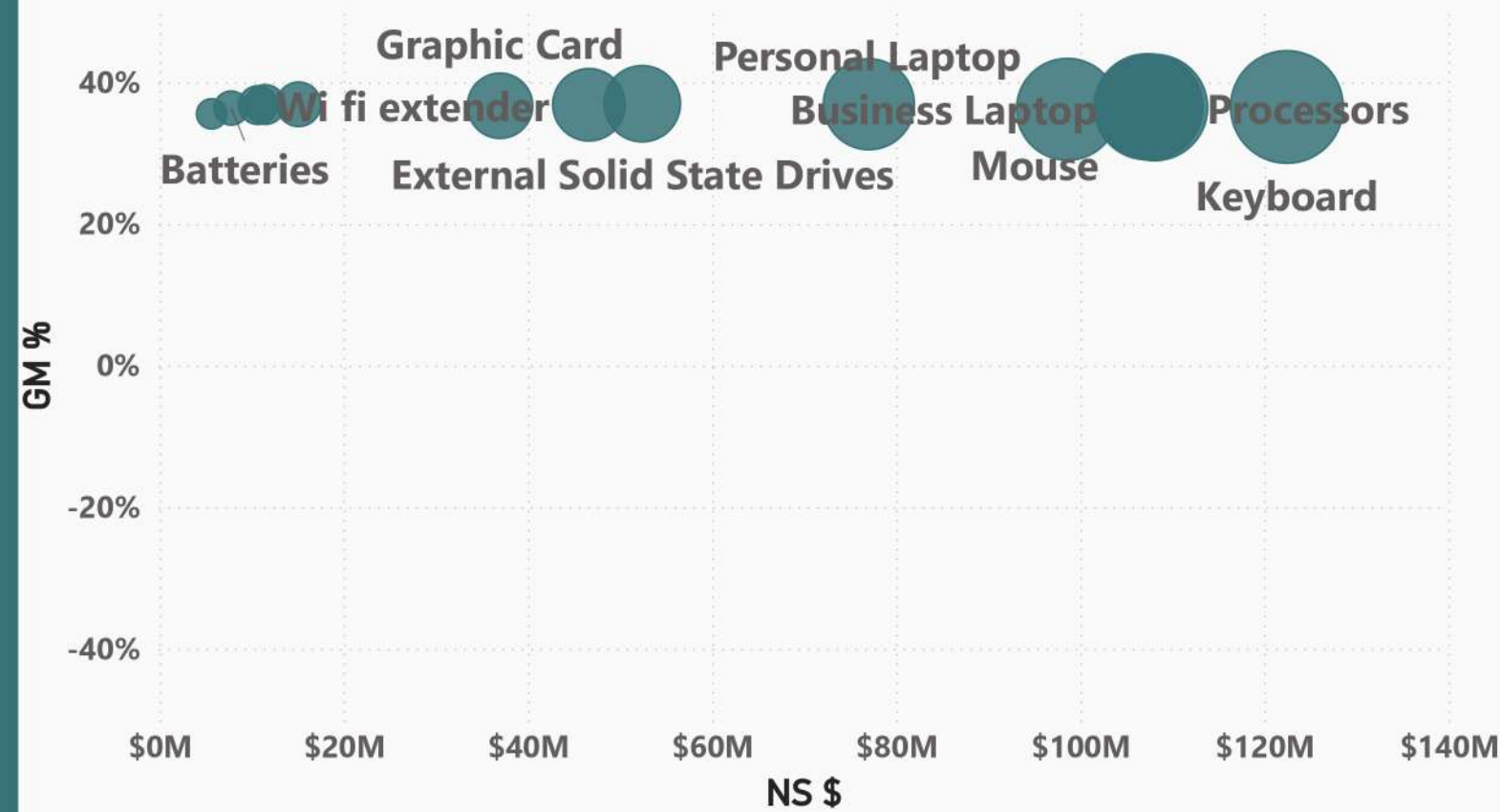
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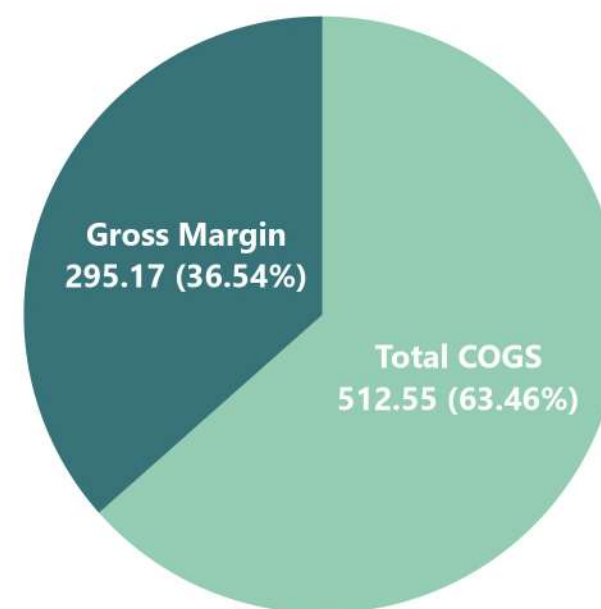
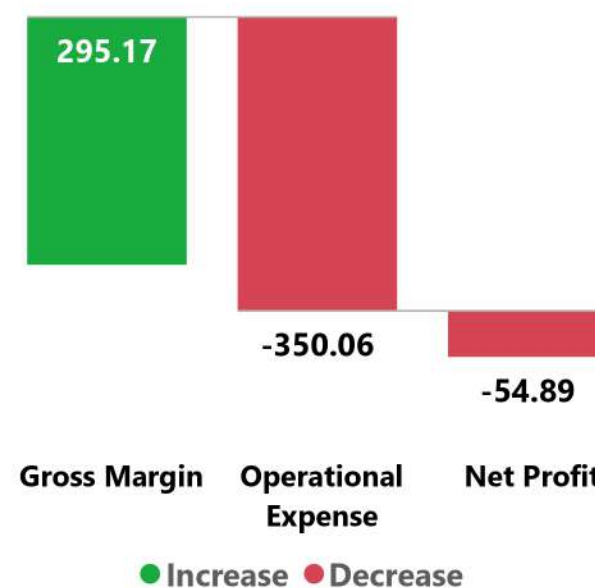
Market Performance - By Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifuraction



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%
Wi fi 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%

LY: 72.99% | 9.51% ▲

Net Error (\$)

-492K

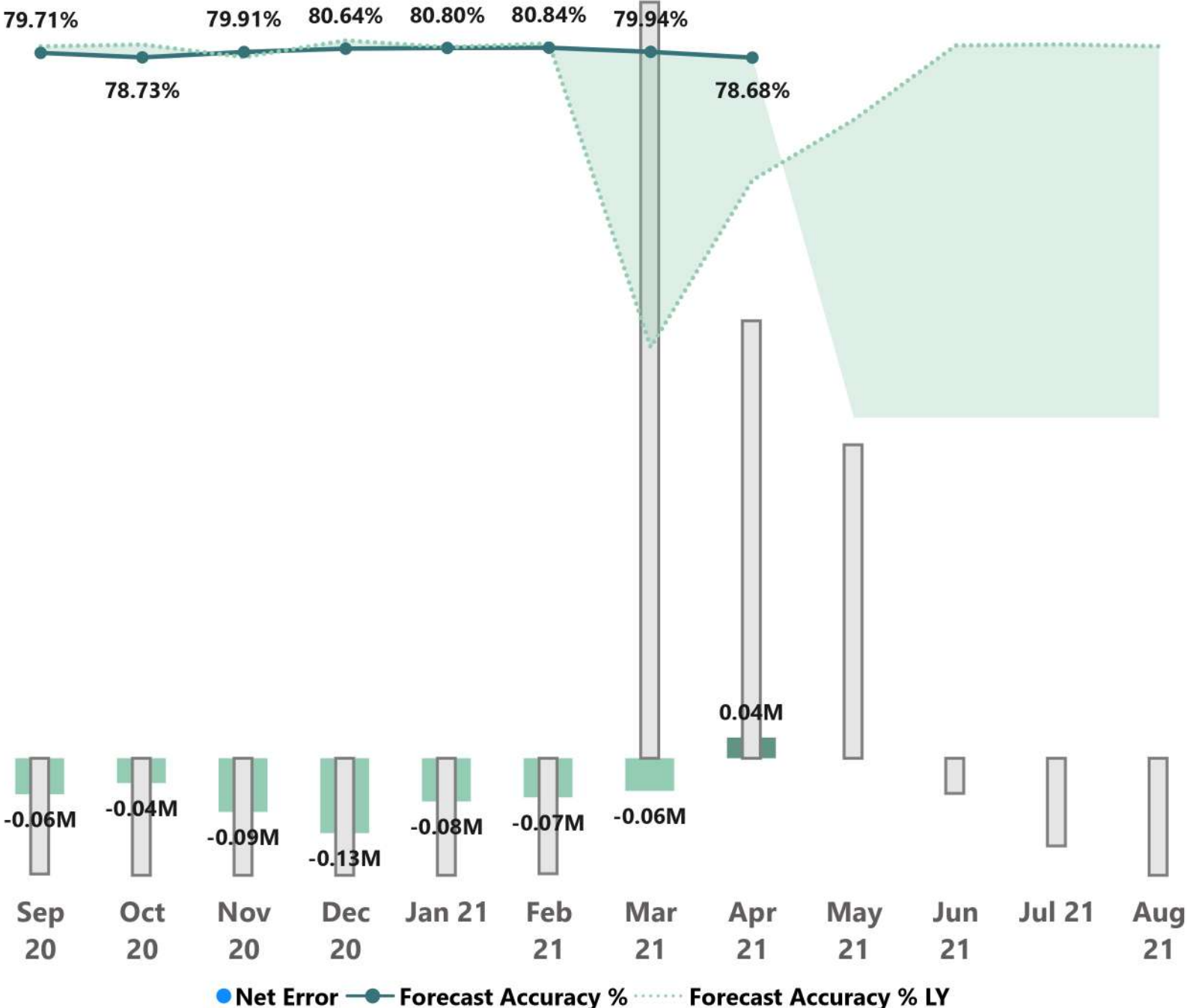
LY: 0.49M | -200.17% ▲

Absolute Error (\$)

7M

LY: 5.74M | 22.51% ▼

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%	EI
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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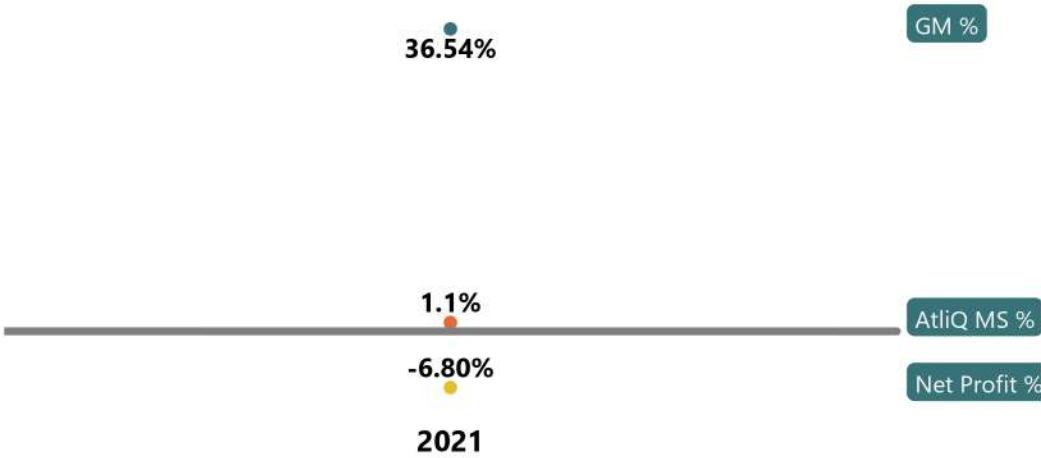
Revenue  
Contribution

☐ Division

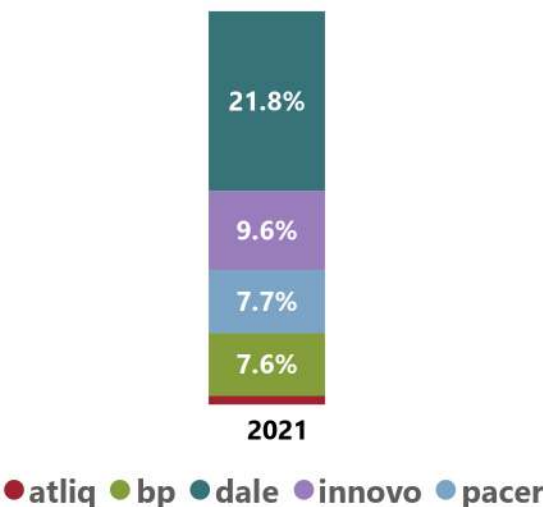
☒ Channel



Trend:Key Metrics over years



Trend:Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.2%	35.4% ▼
AtliQ Exclusive	9.7%	43.7% ▼
Atliq e Store	8.4%	37.5%
Flipkart	3.0%	30.1% ▼
Sage	3.0%	35.2%
Total	37.4%	37.6%

TOP 5 Products

Product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Qwerty	3.1%	37.1%
AQ Trigger	3.1%	36.9%
AQ Trigger Ms	2.9%	35.5%
AQ BZ Compact	2.8%	37.0%
Total	15.9%	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	2.5%
ROA	\$173.88M	21.5%	38.4% ▼	7.99% ▼	-21.1%	OOS	1.5%
NA	\$171.56M	21.2%	37.3% ▲	-13.44%	-6.7%	OOS	0.8%
NE	\$112.15M	13.9%	38.3% ▼	-1.62% ▼	11.4%	EI	1.2%
SE	\$93.39M	11.6%	38.7% ▼	4.65% ▼	10.5%	EI	3.6%
ANZ	\$43.23M	5.4%	38.7% ▲	7.73% ▼	-4.6%	OOS	0.3%
LATAM	\$3.21M	0.4%	37.3% ▼	5.75%	6.4%	EI	0.0%
Total	\$807.72M	100.0%	36.5%	-6.80%	-1.4%	OOS	1.1%