

AtliQ Business Insights



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Problem Statement

- The company suffered financial losses due to the opening of a store in America without sufficient information. Recognizing the need to compete with savvy competitors like HP and Dell, who use data for decision-making, AtliQ understands the importance of having data-minded individuals in their team.
- They aim to leverage data to make smarter choices and ensure their survival in the industry.

Goals to achieve

The company aims to gather data from various departments, create important metrics and visuals, and develop an easy-to-use dashboard for their teams. By using data to inform their decisions, they aim to improve their current products and expand into new markets in the coming quarters.

Home page



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

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 ▼ customer ▼ segment, category, pr... ▼

All All All

2019 2020 2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$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 %

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

Net Sales Performance Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

Sales View



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

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Customer Performance

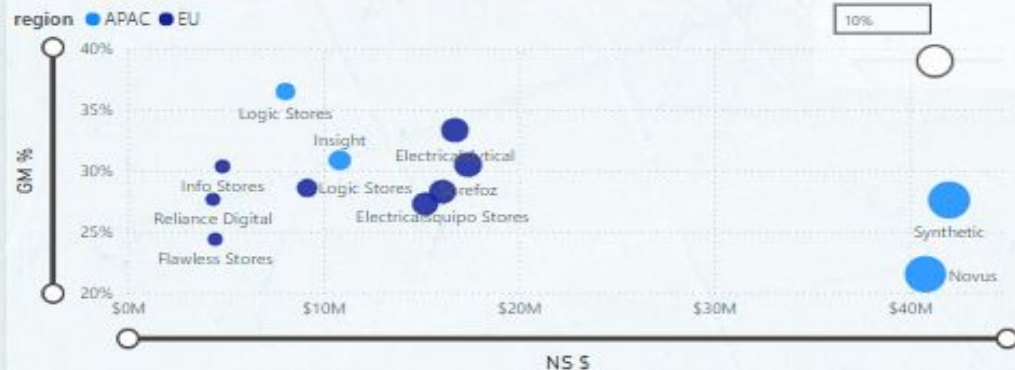
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
AtliQ e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed 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%
Crete	\$61.91M	24.15M	39.07%
Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

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

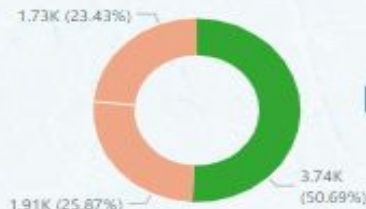
Performance Matrix

vs LY vs Target

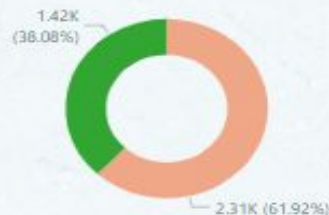


Unit Economics

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



● Total COGS ● Gross Margin



Marketing View



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

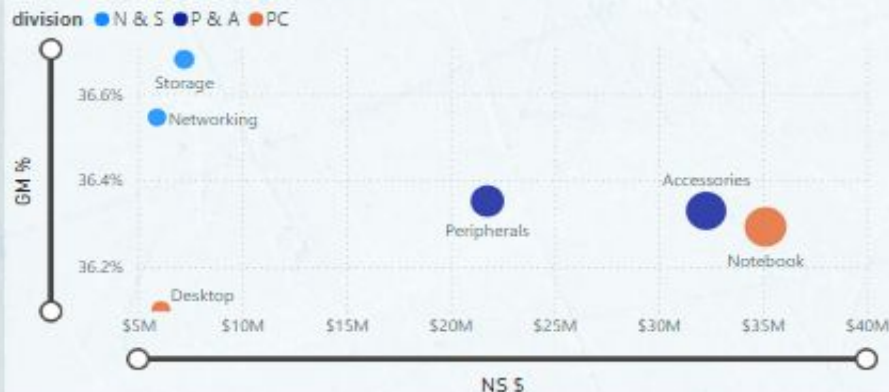
2019 2020 2021 2022 Est Q1 Q2 YTD YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$32.29M	11.73M	36.33%	-2.02M	-6.26%
Desktop	\$6.09M	2.20M	36.10%	-0.39M	-6.45%
Networking	\$5.90M	2.16M	36.55%	-0.36M	-6.16%
Notebook	\$35.14M	12.75M	36.29%	-2.22M	-6.32%
Peripherals	\$21.78M	7.92M	36.35%	-1.41M	-6.47%
Storage	\$7.21M	2.65M	36.68%	-0.42M	-5.84%
Total	\$108.41M	39.40M	36.34%	-6.83M	-6.30%

Show NP %

Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$58.30M	20.26M	34.75%	-4.24M	-7.27%
EU	\$26.58M	10.25M	38.58%	0.35M	1.33%
LATAM	\$0.41M	0.15M	37.41%	0.03M	6.33%
NA	\$23.11M	8.73M	37.78%	-2.96M	-12.83%
Total	\$108.41M	39.40M	36.34%	-6.83M	-6.30%

Unit Economics



Supply Chain View



region, market: customer: segment, category, pr...:

2019 2020 2021 2022 Est Q1 Q2 YTD YTG

80.64%!
LY: 82.44% (-2.18%)
Forecast Accuracy

-130.1K!
LY: -362.9K (+64.15%)
Net Error

1257.6K!
LY: 495.6K (+153.77%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	75.10%	79.54%	32464	3.4%	EI
Argos (Sainsbury's)	59.22%	54.03%	698	2.0%	EI
Boulanger	57.26%	16.82%	10626	19.3%	EI
Chip 7	49.61%	47.59%	4788	12.2%	EI
Chiptec	45.94%	-17.93%	12997	32.3%	EI
Coolblue	54.65%	60.62%	19686	26.2%	EI
Croma	43.91%	36.54%	10820	8.0%	EI
Electricalsara Stores	57.83%	40.43%	1165	4.4%	EI
Electricalslytical	47.83%	44.23%	12661	24.1%	EI
Electricalsociety	52.96%	53.45%	9703	5.5%	EI
Electricalsquipo Stores	47.97%	36.63%	15955	27.5%	EI
Elite	58.16%	48.67%	3216	5.5%	EI
Epic Stores	46.43%	-5.89%	2129	10.9%	EI
Euronics	34.81%	40.81%	934	5.1%	EI
Expert	60.98%	56.03%	16005	17.4%	EI
Flawless Stores	61.57%	45.74%	2914	10.5%	EI
Forward Stores	46.70%	2.49%	5855	28.7%	EI
Girias	46.39%	46.13%	9386	6.9%	EI
Total	80.64%	82.44%	-130084	-2.0%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	85.16%	97.50%	185931	-5.84%	EI
Networking	90.04%	54.49%	25019	-6.16%	EI
Desktop	80.97%	80.49%	2642	-6.45%	EI
Notebook	80.03%	89.97%	-7684	-6.32%	OOS
Peripherals	82.55%	84.08%	-47985	-6.47%	OOS
Accessories	78.04%	79.07%	-288007	-6.26%	OOS
Total	80.64%	82.44%	-130084	-6.30%	OOS

Executive View



region, market
All

customer
All

segment, category, pr...
All

2019

2020

2021

2022
Est

Q1

Q2

YTD

YTG

vs LY

vs Target

\$108.41M ✓
BM: 41.40M
Net Sales %

36.34% !
BM: 36.62% (-0.76%)
GM %

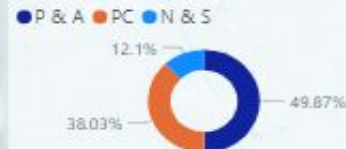
-6.30% !
BM: 0.99%
Net Profit %

80.64% !
BM: 82.44% (-2.18%)
Forecast Accuracy

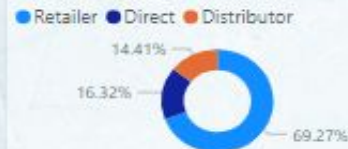
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$26.6M	24.6%	37.7%	7.8%	1.5%	-20.8%	OOS
India	\$26.2M	24.1%	31.4%	-25.3%	2.5%	3.1%	EI
NA	\$23.1M	21.3%	37.8%	-12.8%	0.8%	-6.4%	OOS
NE	\$15.1M	13.9%	38.8%	-0.8%	1.2%	11.4%	EI
SE	\$11.5M	10.6%	38.3%	4.1%	3.6%	9.7%	EI
ANZ	\$5.5M	5.1%	36.6%	5.4%	0.3%	-6.2%	OOS
LATAM	\$0.4M	0.4%	37.4%	6.3%	0.0%	12.0%	EI
Total	\$108.4M	100.0%	36.3%	-6.3%	1.1%	-2.0%	OOS

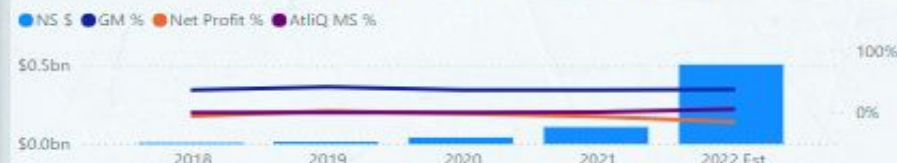
Revenue by Division



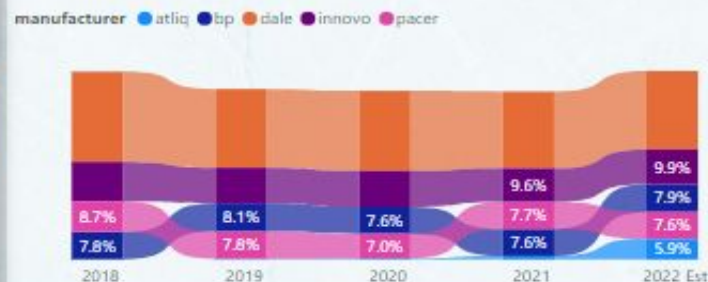
Revenue by Channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	4.2%	35.16%
Leader	3.4%	32.65%
AtliQ Exclusive	6.4%	41.48% ↓
AtliQ e Store	9.9%	37.31% ↓
Amazon	13.6%	35.65% ↓
Total	37.6%	36.76%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.86%
AQ Gen Y	2.9%	35.84%
AQ Maxima	2.8%	36.47% ↓
AQ Qwerty	3.4%	36.90%
AQ Trigger	3.2%	37.02%
Total	16.3%	36.40%

Insights

- AtliQ Hardware faces financial challenges due to high expenses on discounts and operations, leading to overall losses.
- Amazon is the vital contributor underscoring the need for a strong partnership. “AQ Home Allun 1 Gen 2” excels, suggesting growth opportunities.
- US segment reports losses, requiring detailed investigation for strategic decisions
- AtliQ hardware’s market share from 1.1% in 2021 to 5.9% increase signals positive market traction.

Suggestions for AtliQ Hardware

- **Improve Discount Strategy**

Review and improve the discounting strategy to help lower product costs without affecting profitability.

- **Expand Successful Marketing Campaigns**

The marketing campaign for Amazon and *"AQ Home Allun 1 Gen 2"* has been very effective. Use a similar approach for other products to grow the product range and boost sales.

- **Analyze Loss-Making Areas**

Look into areas where the company is losing money to find out the reasons and fix the issues.

- **Track Financial Performance Regularly**

Keep a close watch on financial performance to identify problems early and make better decisions.



Thank You