



Atliq Business Insights 360



Finance view



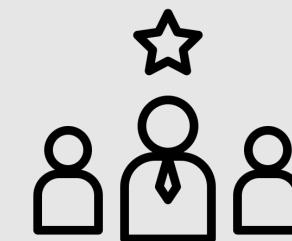
Sales view



Marketing view



Supply Chain view



Executive view



Report Refresh Date

09 July 2024

Sales data loaded until : Dec 21

Values are in Dollars & Millions



Finance View



Sales View



Marketing View



Supply Chain View



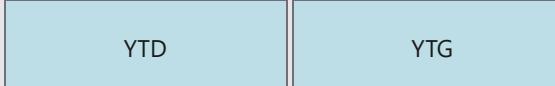
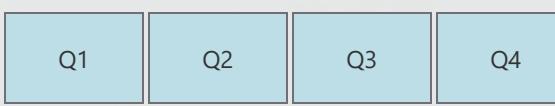
Executive View



Filters

Reset Filters

BM



Region, Market

All

Segment, Category

All

Customer

All

Abbreviation

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change

All values in Million \$

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

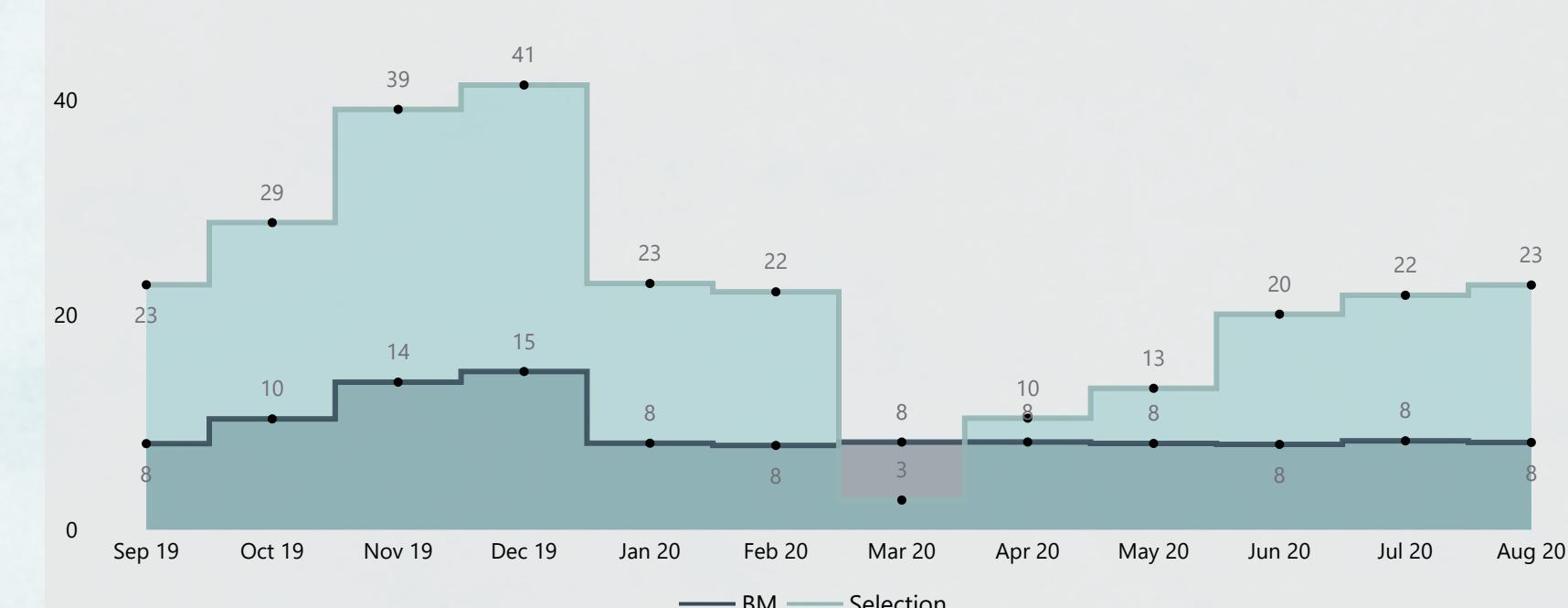
BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time



Top/Bottom Products and Customers by Net Sales

Primary Parameter

 Region Category

Secondary Parameter

 market product

Category

Values

Chg %

Chg

Batteries 0.35

Business Laptop 38.54 236.72 27.09

External Solid State Drives 25.88 87.02 12.04

Gaming Laptop 14.52 73.89 6.17

Graphic Card 15.98 181.79 10.31

Internal HDD 5.41 119.82 2.95

Total

267.98

140.61

156.60

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



Finance View



Sales View



Marketing View



Supply Chain View



Executive View



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Reset Filters

BM

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Region, Market

All

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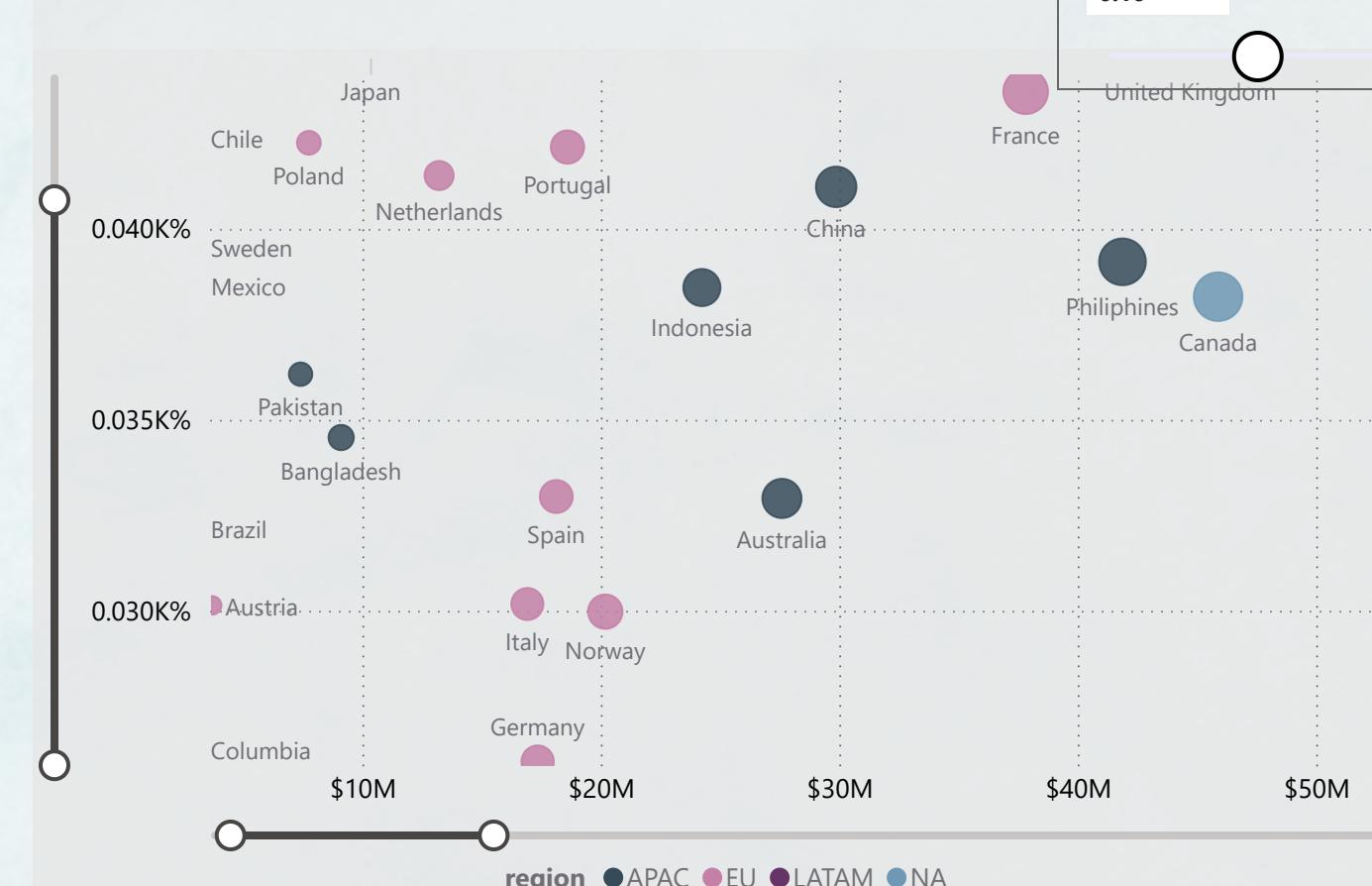
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All values in Million \$

Net Sales Performance Over Time

Gross Margin Variance

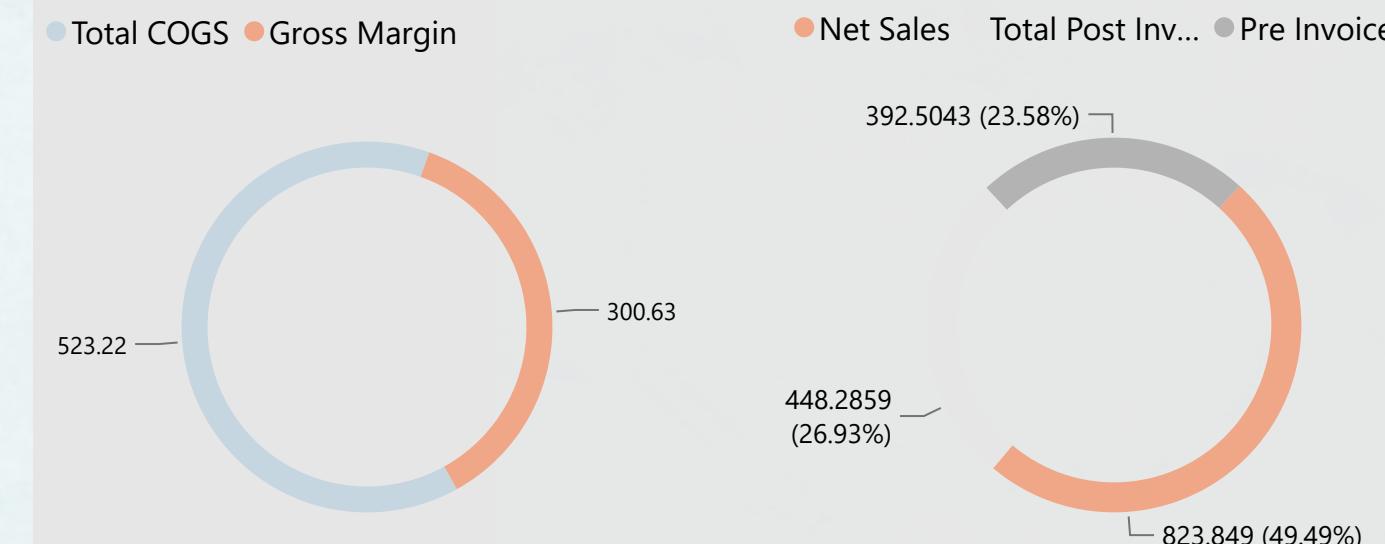
0.10



Customer Performance

product	NS \$	GM \$	GM %
AQ 5000 Series Electron 8 5900X Desktop Processor	\$15.87M	5.59M	35.23%
AQ 5000 Series Electron 9 5900X Desktop Processor	\$14.42M	5.30M	36.76%
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$17.19M	6.35M	36.92%
AQ Aspiren	\$4.77M	1.77M	37.15%
AQ BZ 101	\$10.44M	3.82M	36.57%
AQ BZ Allin1	\$33.75M	12.14M	35.97%
AQ BZ Compact	\$22.22M	8.21M	36.96%
AQ BZ Gen Y	\$20.40M	7.32M	35.87%
AQ BZ Gen Z	\$21.83M	8.02M	36.74%
AQ Clx1	\$11.61M	4.19M	36.13%
AQ Clx2	\$12.20M	4.52M	37.06%
AQ Clx3	\$4.63M	1.79M	38.70%
AQ Digit	\$15.48M	5.59M	36.13%
AQ Digit SSD	\$9.25M	3.36M	36.31%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	\$4.12M	1.53M	37.20%
AQ Electron 3 3600 Desktop Processor	\$14.95M	5.43M	36.30%
AQ Electron 4 3600 Desktop Processor	\$20.34M	7.35M	36.12%
Total	\$823.85M	300.63M	36.49%

Unit Economics





Finance view



Sales view



Marketing view



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Filters

Reset Filters

BM

vs LY | vs Target

2018 | 2019 | 2020 | 2021 | 2022 Est

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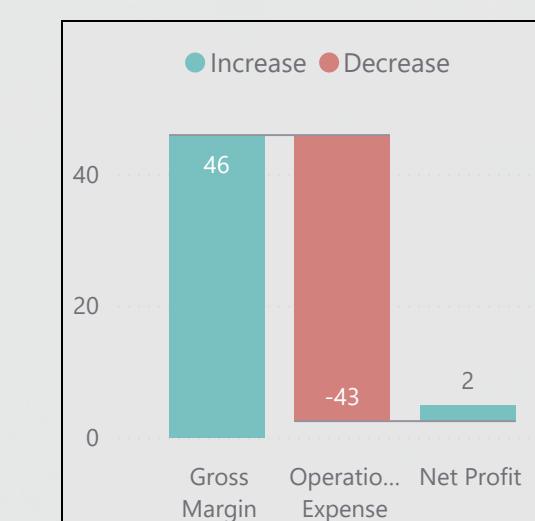
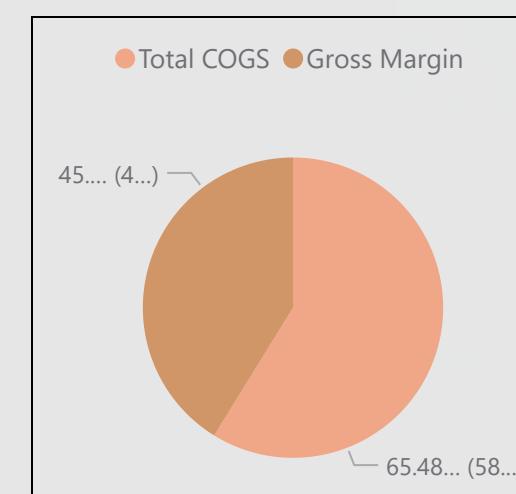
Segment Performance -By Gross Margin %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Customer Performance

category

segment

category	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Business Laptop	\$11.4M	4.8M	41.62%	0.29M	2.52%
External Solid State Drives	\$13.8M	5.7M	41.04%	0.29M	2.09%
Gaming Laptop	\$8.4M	3.4M	41.25%	0.20M	2.35%
Graphic Card	\$5.7M	2.3M	41.37%	0.13M	2.38%
Internal HDD	\$2.5M	1.0M	41.73%	0.07M	2.67%
Keyboard	\$17.5M	7.2M	41.39%	0.42M	2.42%
MotherBoard	\$0.4M	0.1M	41.25%	0.01M	2.26%
Mouse	\$10.6M	4.4M	41.17%	0.23M	2.22%
Personal Laptop	\$12.6M	5.2M	41.00%	0.25M	2.02%
Processors	\$11.2M	4.8M	42.42%	0.39M	3.45%
Wi fi extender	\$17.4M	7.0M	40.08%	0.18M	1.02%



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vs LY	vs Target			
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Q1	Q2	Q3	Q4	
YTD	YTG			

Region, Market	▼
All	▼
Segment, Category	▼
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Customer	▼
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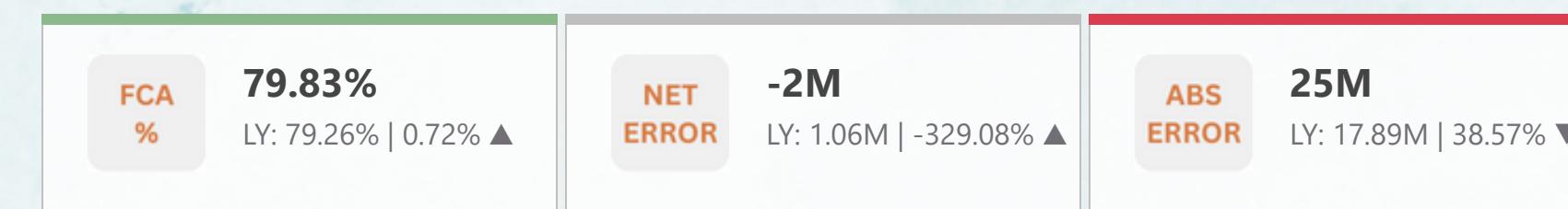
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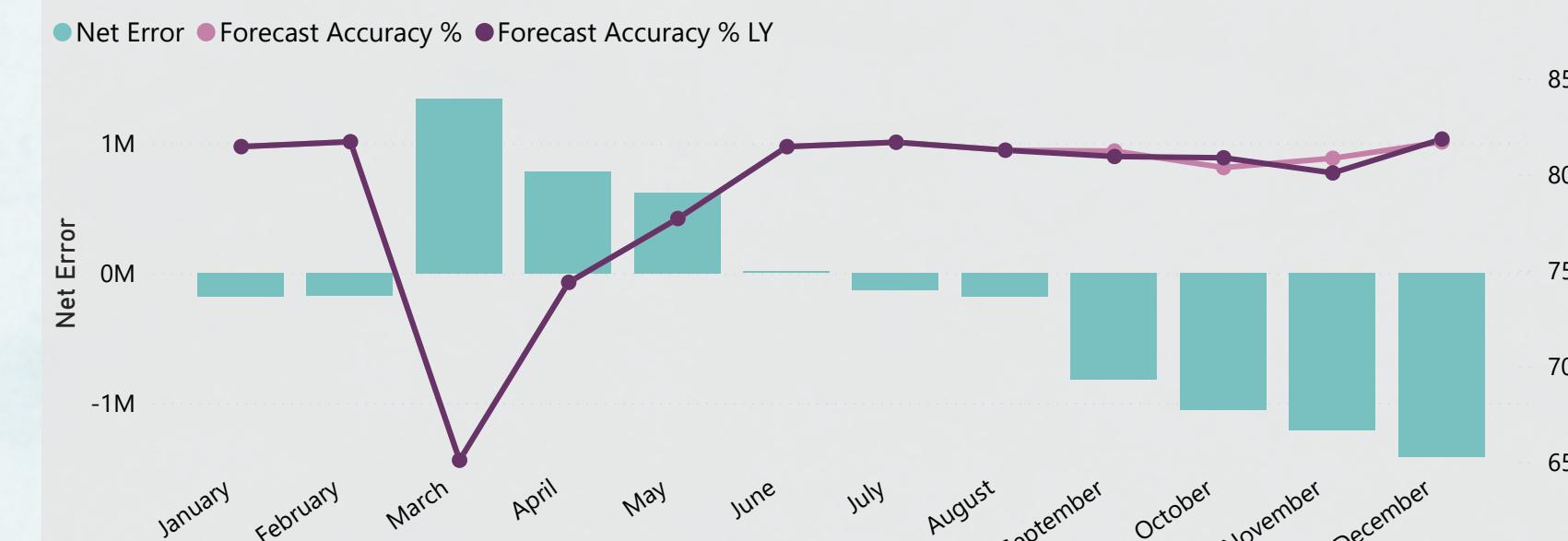
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FCA = Forecast Accuracy

All values in Million \$



Accuracy / Net Error Trend



Key Metrics by Products

Segment	Net Error	Net Profit %	Forecast Accurac...	Forecast Accuracy ...	Risk
Accessories	-1352029	-10.01%	80.50%	77.85%	OOS
Desktop	94729	-13.33%	86.98%	84.11%	EI
Networking	184995	-6.34%	80.99%	79.46%	EI
Notebook	22621	-12.18%	83.80%	79.41%	EI
Peripherals	-3388005	-11.89%	74.34%	81.06%	OOS
Storage	2020264	-7.37%	81.08%	82.48%	EI
Total	-2417425	-11.64%	79.83%	79.26%	OOS

Key Metrics by Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.38%	43.91%	-162373	-8.3%	OOS
All-Out	36.64%	31.27%	-6876	-6.3%	OOS
AltiQ Exclusive	68.81%	67.71%	-66287	-0.8%	OOS
Amazon	69.95%	68.28%	-139437	-8.4%	OOS
Argos (Sainsbury's)	53.17%	52.54%	-1394	-0.3%	OOS
Atlas Stores	47.19%	46.26%	119793	18.9%	EI
Atliq e Store	70.89%	69.48%	-865676	-8.4%	OOS
Atliq Exclusive	38.45%	41.38%	17648	0.9%	EI
BestBuy	35.90%	28.26%	-80434	-6.9%	OOS
Billa	31.07%	23.91%	-42043	-17.0%	OOS
Boulanger	54.23%	54.88%	27467	3.4%	EI
Chip 7	45.13%	48.42%	65405	6.4%	EI
Chiptec	50.08%	49.88%	47937	8.8%	EI
Circuit City	35.85%	28.20%	-90877	-7.5%	OOS
Control	45.57%	41.76%	-63137	-4.7%	OOS
Coolblue	50.10%	50.97%	96016	11.2%	EI
Costco	46.64%	43.59%	29316	1.7%	EI



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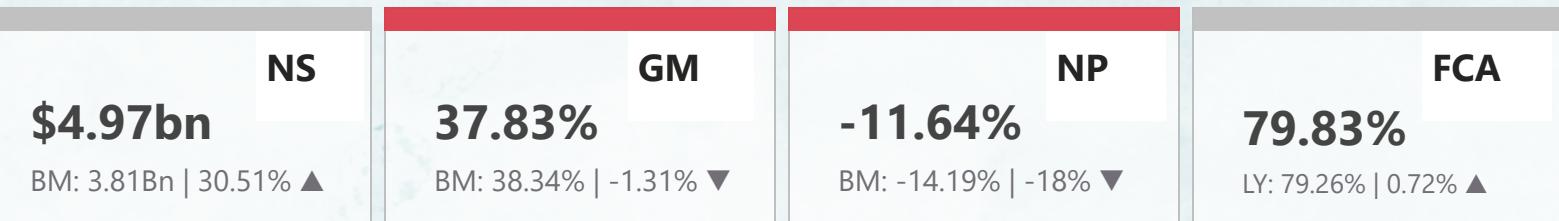
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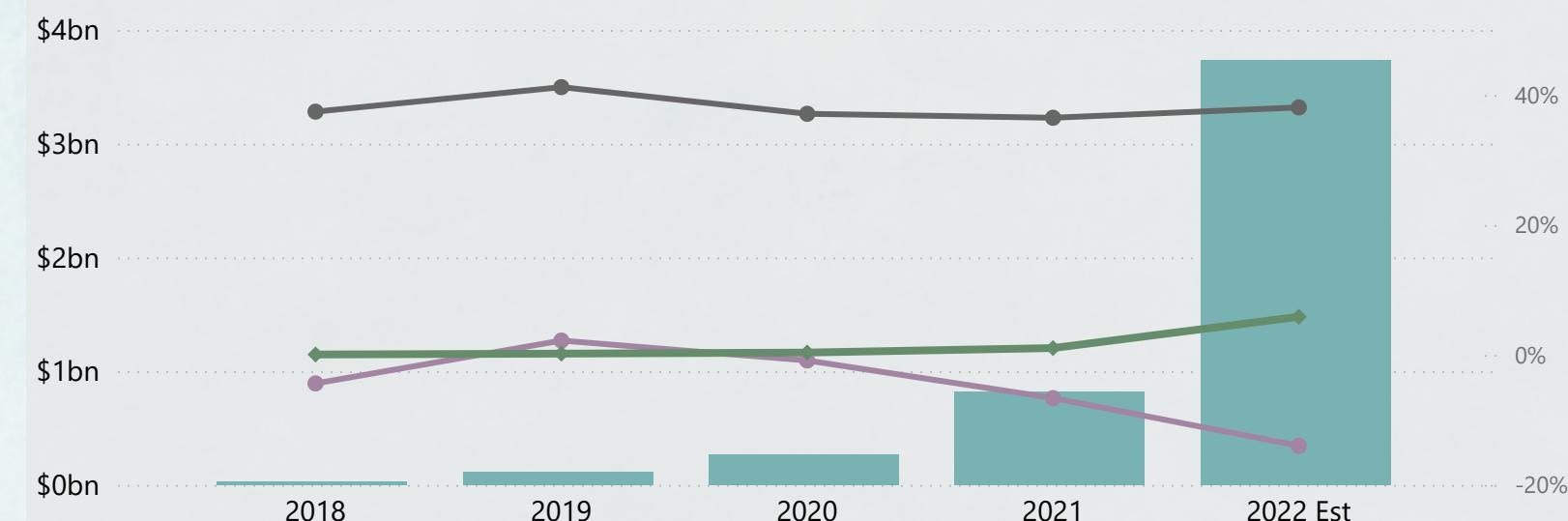
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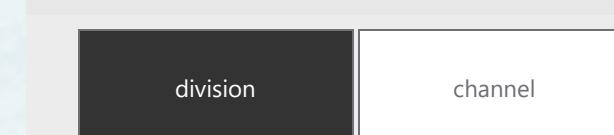
All values in Million \$



Accuracy / Net Error Trend

● NS \$
 ● GM %
 ● Net Profit %
 ◆ Market Share%
 

Revenue Contribution

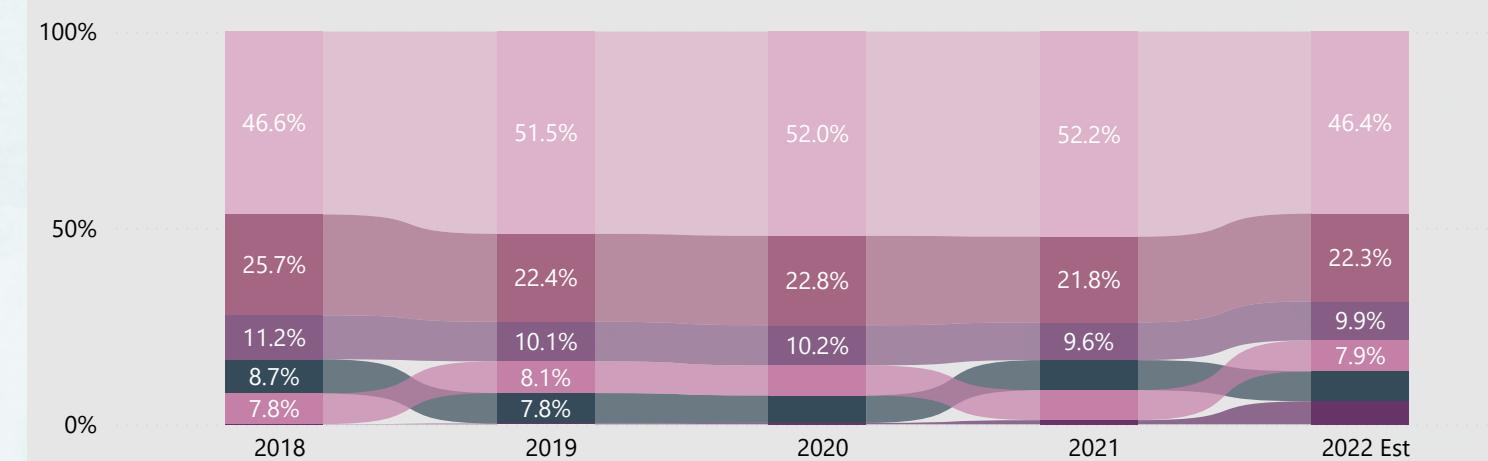


N & S P & A PC

Sub-Region Performance

sub_zone	NS \$	GM %	Net Profit %	RC %	Net Error %	Risk
NA	\$1,290.74M	43.45% ▲	-13.40%	26.0%	-3.8%	OOS
ANZ	\$257.15M	42.51% ▲	-3.17%	5.2%	-1.2%	OOS
SE	\$446.41M	37.59% □	-1.32%	9.0%	-6.7%	OOS
ROA	\$1,077.36M	35.42% ▼	-2.30%	21.7%	-5.3%	OOS
LATAM	\$21.00M	35.33% ▼	-0.78%	0.4%	0.3%	EL
India	\$1,271.22M	35.14% ▼	-22.03%	25.6%	0.2%	EL
NIE	\$604.60M	24.05% ▼	14.26%	12.2%	4.0%	EL
Total	\$4,968.48M	37.83%	-11.64%	100.0%	-2.0%	OOS

Key Metrics by Products

● pacer
 ● others
 ● innovo
 ● dale
 ● bp
 ● atliq
 

Top 5 Customers

customer	RC %	GM %
AltiQ Exclusive	8.2% ▼	47.16%
Flipkart	3.6% □	39.78%
Atliq e Store	8.4% ▲	37.13%
Amazon	13.6% ▲	36.76%
Sage	3.4% ▲	32.45%
Total	37.3%	39.03%

Top 5 Products

product	RC %	GM %
AQ BZ Allin1 Gen 2	4.1% ▼	38.51%
AQ HOME Allin1 Gen 2	4.4% □	38.04%
AQ BZ Allin1	3.5% ▲	37.55%
AQ Smash 1	3.3% ▲	37.47%
AQ Smash 2	3.4% ▲	37.37%
Total	18.7%	37.83%

37.83%

GM %

\$4.97bn

NS \$

