



AtliQ

Hardware

Last Refresh date : 06 May 2025

Created By : **Mahaboob Basha**

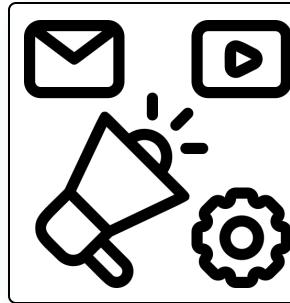
Business Insights 360



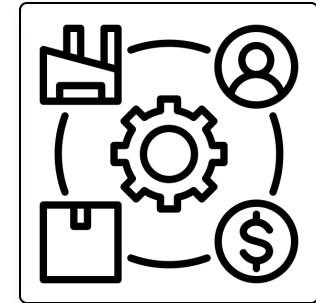
Finance



Sales



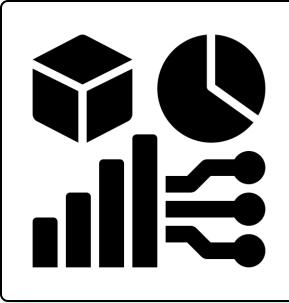
Marketing



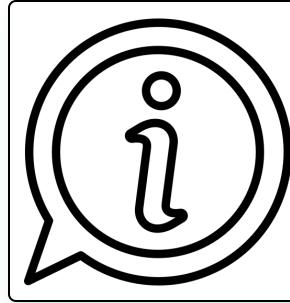
Supply Chain



Executive



Product



Info



Support

Values : **USD, Millions**

Sales data loaded until : **01 Dec 2021**



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Vs LY Vs Target



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sale

38.1%✓

BM: 36.49% (+4.37%)

Gross Margin %

-13.98%!

BM: -0.07 (-110.79%)

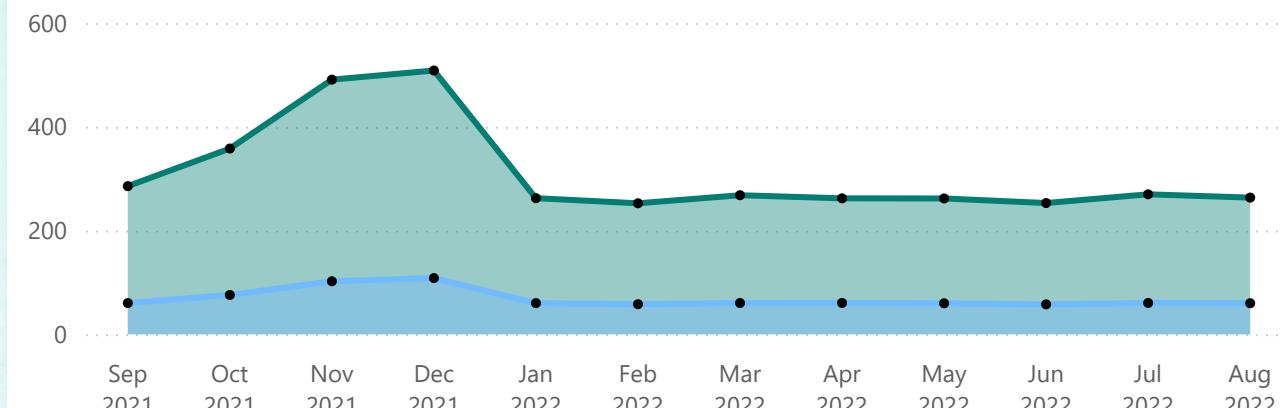
Net Profit %

Profit and Loss Statements

Line Item	2022Est	BM	Chg	Chg %
Gross Sales	7370.14	1664.64	5705.50	342.75
Pre Invoice Deduction	1727.01	392.50	1334.51	340.00
Net Invoice Sales	5643.13	1272.13	4370.99	343.59
- Post Discounts	1243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1906.95	448.29	1458.67	325.39
Net Sales	3736.17	823.85	2912.32	353.50
- Manufacturing Cost	2197.28	497.78	1699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2313.29	523.22	1790.07	342.13
Gross Margin	1422.88	300.63	1122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1945.30	-355.28	-1590.02	-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

● Selection ● Vs BM



Top / Bottom Products & Customers by Net Sales \$

region	P & L Values	Chg	Chg %	segment	P & L Values	Chg	Chg %
+ APAC	1,923.77	1,481.80	335.27	+ Accessories	454.10	209.25	85.46
+ EU	775.48	574.72	286.26	+ Desktop	711.08	664.65	1,431.55
+ LATAM	14.82	11.66	368.40	+ Networking	38.43	-6.72	-14.89
+ NA	1,022.09	844.15	474.40	+ Notebook	1,580.43	1,313.95	493.06
Total	3,736.17	2,912.32	353.50	+ Peripherals	897.54	731.03	439.03
				+ Storage	54.59	0.17	0.32
				Total	3,736.17	2,912.32	353.50

Note: LY - Last Year, Chg - Change, P & L - Profit & Loss, GM - Gross Margin , BM - Benchmark ,COGS - Cost Of Goods Sold



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Vs LY

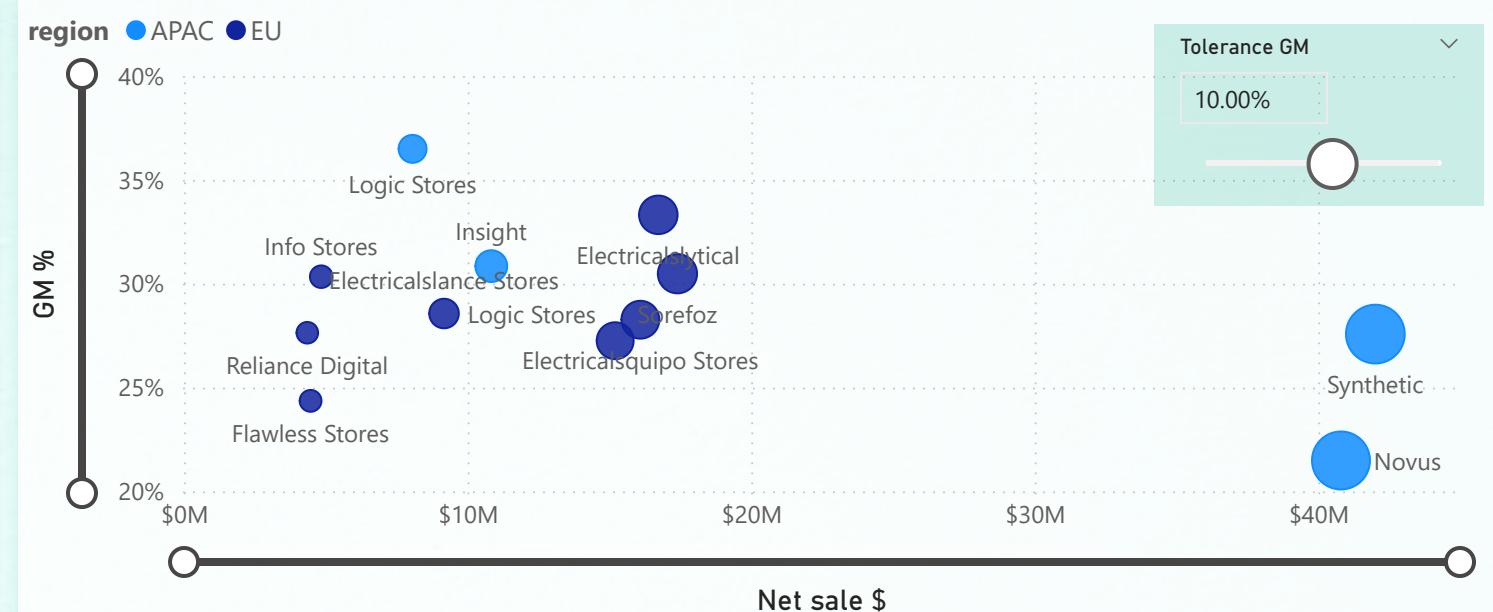
Vs Target



Customer Performance

customer	Net sale \$	GM \$	GM %
Amazon	\$496.88M	182.8M	36.8%
AtliQ Exclusive	\$361.12M	166.1M	46.0%
Atliq e Store	\$304.10M	112.1M	36.9%
Flipkart	\$138.49M	58.4M	42.1%
Sage	\$127.86M	40.3M	31.5%
Leader	\$117.32M	36.0M	30.7%
Neptune	\$105.69M	49.4M	46.7%
Ebay	\$91.60M	33.1M	36.1%
Acclaimed Stores	\$73.36M	29.6M	40.3%
walmart	\$72.41M	33.1M	45.7%
Electricalslytical	\$68.05M	25.3M	37.2%
Electricalsociety	\$67.76M	24.4M	36.0%
Staples	\$64.20M	25.0M	38.9%
Total	\$3,736.17M	1,422.9M	38.1%

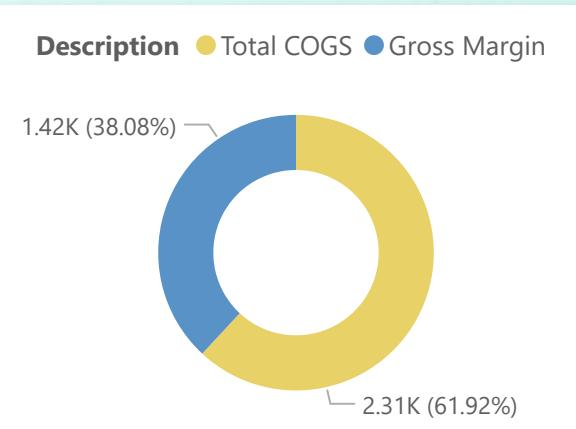
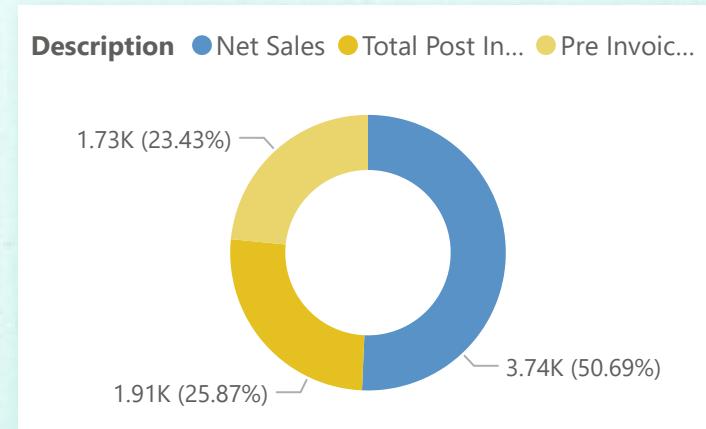
Performance Matrix



Product Performance

segment	Net sale \$	GM %	GM \$
Networking	\$38.43M	38.5%	14.8M
Storage	\$54.59M	38.3%	20.9M
Accessories	\$454.10M	38.0%	172.6M
Desktop	\$711.08M	38.3%	272.4M
Peripherals	\$897.54M	38.0%	341.2M
Notebook	\$1,580.43M	38.0%	601.0M
Total	\$3,736.17M	38.1%	1,422.9M

Unit Economics



Note: GM - Gross Margin, COGS - Cost of Goods Sold, LY - Last Year. NS - Net Sale



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

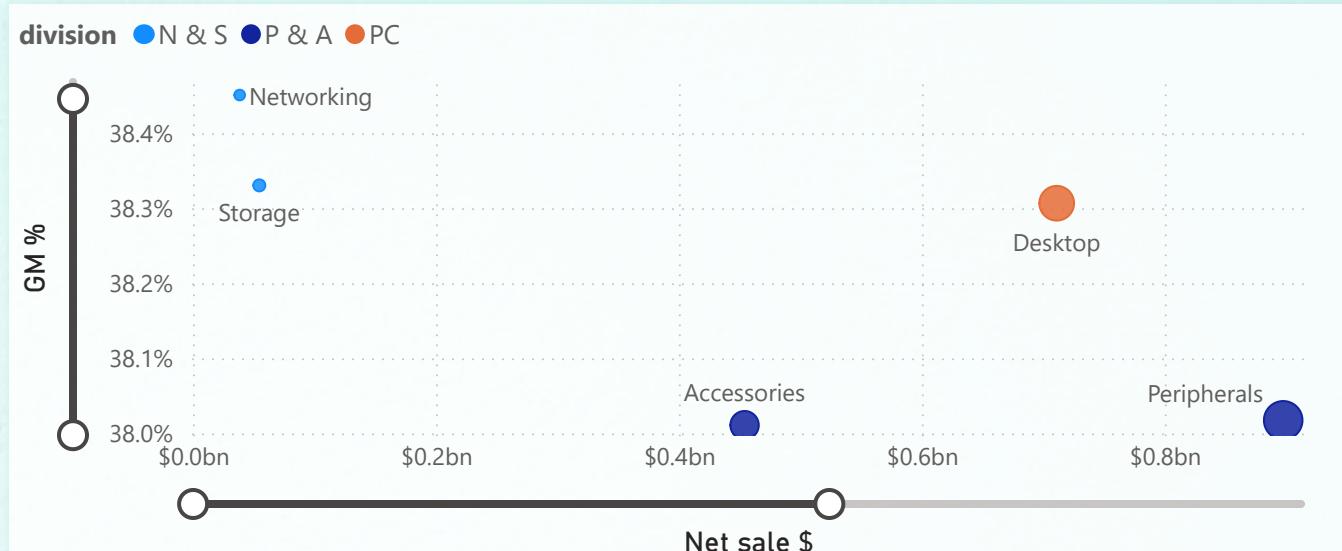
YTG

Product Performance

segment	Net sale \$	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%

NP %

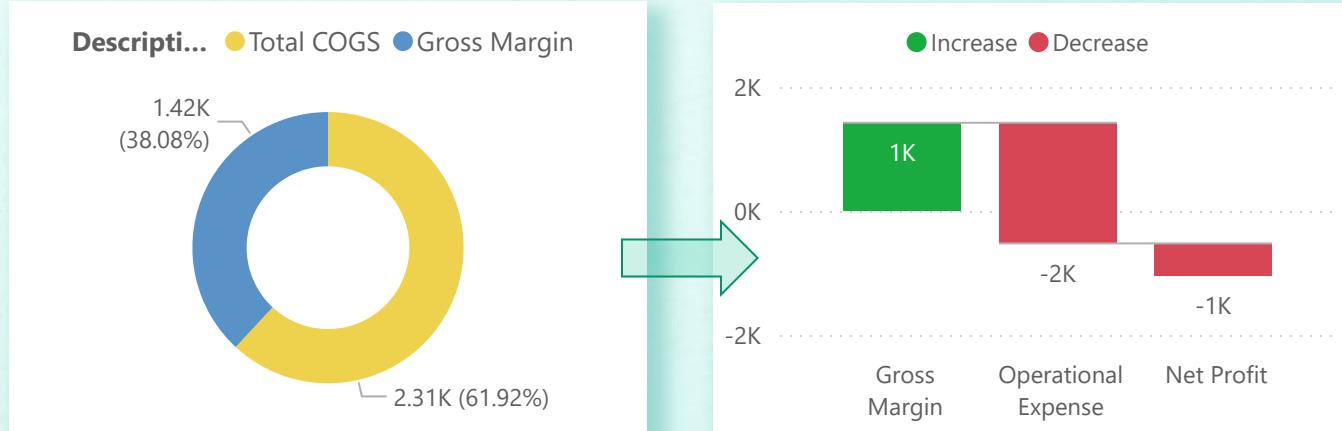
Performance Matrix



Region/Market/Customer Performance

region	Net sale \$	GM \$	GM %	Net profit \$	Net Profit %
▲					
APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.5%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Unit Economics



Note: **GM** - Gross Margin, **COGS** - Cost of Goods Sold, **NP** - Net Profit .

region, market
Allcustomer
Allsegment, category, ...
All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17% ✓
LY: 80.21% (+1.2%)-3472.69K ✓
LY: -751.71K (-361.97%)6899.04K ✓
LY: 9780.74K (-29.46%)

Forecast Accuracy

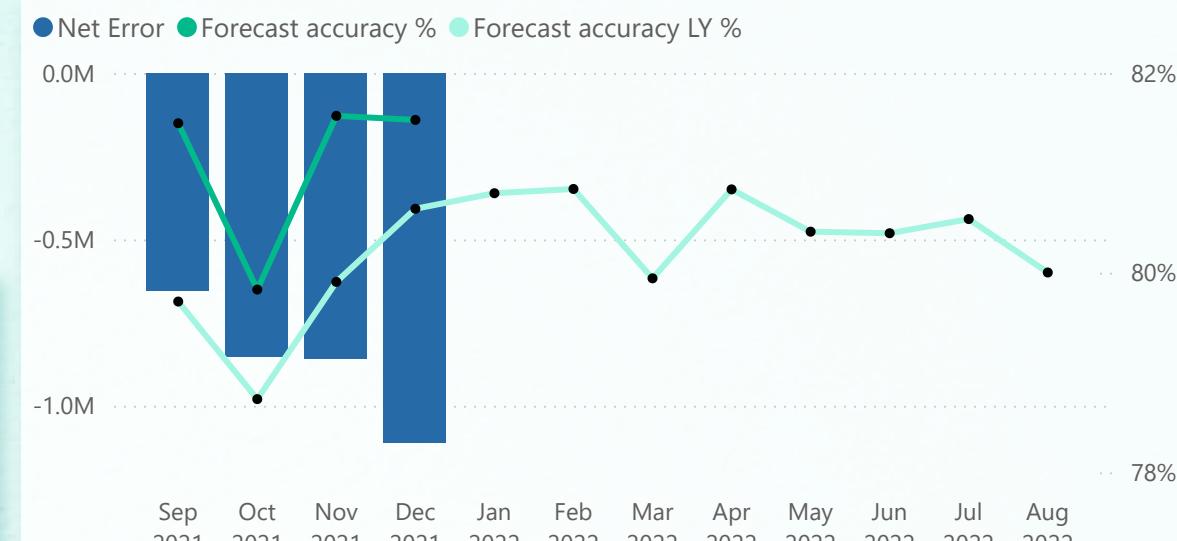
Net Error

Abs Error

Key Metrics By Customer

customer	Forecast accuracy %	Forecast accuracy LY %	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868.0	-9.65%	OOS
Amazon	73.79%	74.54%	-464694.0	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242.0	-11.91%	OOS
Expert	62.93%	60.67%	-26489.0	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037.0	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352.0	-9.56%	OOS
Mbit	55.40%	62.34%	-43470.0	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040.0	-17.60%	OOS
walmart	54.78%	50.12%	84334.0	12.08%	EI
Staples	54.45%	49.38%	79821.0	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104.0	6.00%	EI
Flipkart	54.21%	52.59%	-13616.0	-1.09%	OOS
Power	54.06%	56.72%	-11212.0	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394.0	1.34%	EI
Radio Popular	52.94%	56.74%	-49354.0	-18.61%	OOS
Boulanger	52.69%	58.77%	-48802.0	-20.21%	OOS
Logic Stores	52.10%	51.11%	6120.0	2.27%	EI
Total	81.17%	80.21%	-3472690.0	-9.48%	OOS

Forecast accuracy/Net Error Trend



Key Metrics By Products

segment	Forecast accuracy %	Forecast accuracy LY %	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468.0	1.72%	EI
Desktop	87.53%	84.37%	78576.0	10.24%	EI
Networking	93.06%	90.40%	-12967.0	-1.69%	OOS
Notebook	87.24%	79.99%	-47221.0	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280.0	-31.83%	OOS
Storage	71.50%	83.54%	-628266.0	-25.61%	OOS
Total	81.17%	80.21%	-3472690.0	-9.48%	OOS

Note: LY - Last Year, EI - Excess Inventory, OOS - Out Of Stock



region, market ▾ customer ▾ segment, category, ... ▾

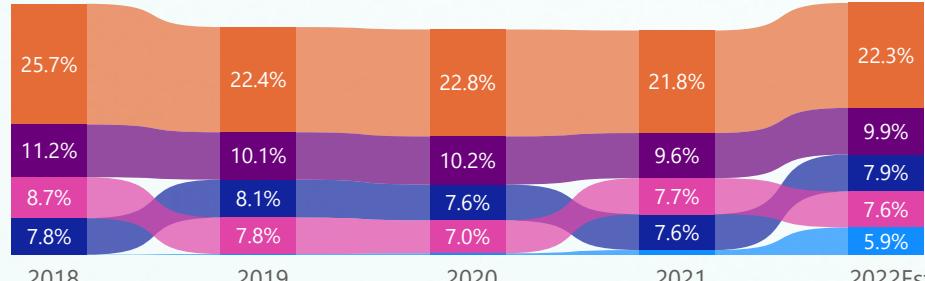
2019 2020 2021 2022Est Q1 Q2 Q3 Q4 YTD YTG Vs LY Vs Target

**\$3.74bn** ✓BM: 823.85M (+353.5%)
Net Sale**38.1%** ✓BM: 36.49% (+4.37%)
Gross Margin %**-13.98% !**BM: -0.07 (-110.79%)
Net Profit %**81.17%** ✓LY: 80.21% (+1.2%)
Forecast Accuracy**Key Insights by Sub zone**

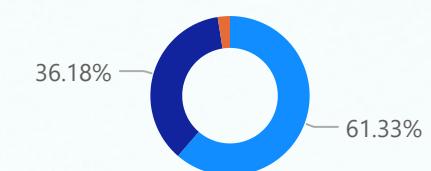
sub_zone	Net sale \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk	
NA	\$1,022.1M	27.36%	45.0%	-14.2%	4.9%	14.4%	EI	
India	\$945.3M	25.30%	35.8%	-23.0%	13.3%	-24.4%	OOS	
ROA	\$788.7M	21.11%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.25%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.51%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.08%	43.5%		-7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.40%	35.0%	↓	-2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.00%	38.1%	-14.0%	5.9%	-9.5%	OOS	

**PC Market Share by AtliQ & Competitors**

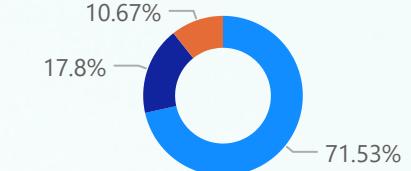
manufacturer ● atliq ● bp ● dale ● innovo ● pacer

**Revenue by Division**

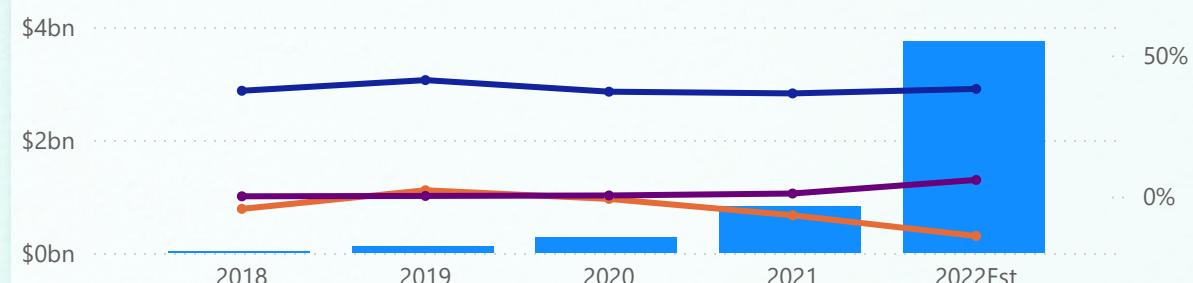
● PC ● P & A ● N & S

**Revenue by Channel**

● Retailer ● Direct ● Distributor

**Yearly trends: Revenue, GM %, Net Profit %, and PC Market Share %**

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

**Top 5 Customers by Revenue**

customer	RC %	GM %
Amazon	13.30%	36.8%
AtliQ e Store	8.14%	36.9% ↓
AtliQ Exclusive	9.67%	46.0%
Flipkart	3.71%	42.1%
Sage	3.42%	31.5% ↓
Total	38.23%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.13%	37.4%
AQ Smash 1	3.81%	37.4% ↓
AQ HOME Allin1 Gen 2	5.70%	38.1%
AQ Home Allin1	4.13%	38.7%
AQ BZ Allin1 Gen 2	5.42%	38.5%
Total	23.19%	38.1%

Note: LY - LY - Last Year, EI - Excess Inventory, OOS - Out Of Stock, RC - Revenue Contribution, MS - Market Share



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Vs LY Vs Target

Top 5 Countries



Australia

Canada

China

Spain

USA

Overall Markets Top 5 & Bottom 5 Products by GM % YoY

product	GM %	GM % LY	GM % YoY
AQ 5000 Series Electron 8 5900X Desktop Processor	39.3%	35.2%	4.1%
AQ BZ 101	39.2%	36.6%	2.7%
AQ Digit SSD	39.3%	36.3%	3.0%
AQ Gamer 3	39.5%	36.5%	3.0%
AQ Neuer SSD	39.2%	37.3%	1.9%
Total	39.4%	36.3%	3.1%

product	GM %	GM % LY	GM % YoY
AQ Pen Drive 2 IN 1	35.4%	34.0%	1.4%
AQ Master wired x1 Ms	36.8%	36.7%	0.1%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.5%	37.2%	-0.7%
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.2%	36.9%	-0.7%
AQ Marquee P4	36.1%	36.9%	-0.8%
Total	36.2%	36.8%	-0.5%

Canada - Top 5 & bottom 5 Products by GM % YoY

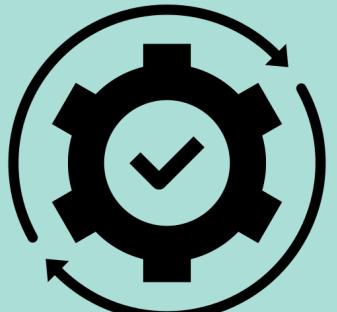
product	GM %	GM % LY	GM % YoY
AQ 5000 Series Electron 8 5900X Desktop Processor	47.7%	36.9%	10.7%
AQ Digit SSD	47.5%	38.2%	9.3%
AQ Gamer 3	47.7%	38.2%	9.5%
AQ LION x1	47.5%	39.0%	8.5%
AQ Neuer SSD	47.6%	39.1%	8.4%
Total	47.7%	38.0%	9.7%

product	GM %	GM % LY	GM % YoY
AQ Pen Drive 2 IN 1	44.5%	35.9%	8.6%
AQ Master wired x1 Ms	45.3%	38.3%	7.0%
AQ 5000 Series Ultron 8 5900X Desktop Processor	45.2%	38.6%	6.6%
AQ Marquee P4	44.6%	38.4%	6.2%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	45.0%	38.9%	6.2%
Total	45.0%	38.5%	6.6%

Note: **GM** - Gross Margin, **LY** - Last Year, **YoY** - Year Over Year.



Business Insights 360



Issue Resolved

Check this section to review issues you've raised and see which ones have been resolved.



Contingency Plan

See how past issues were resolved, by whom, and follow the action steps shared for future reference.



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Business Insights 360



1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and 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 live Excel version [here](#).

