



AtliQ Hardware

Business Insights 360

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Dec 21



Finance View

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



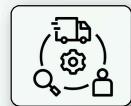
Sales View

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.



Info

Values are in Dollars & Millions



Support



region, market

All

customer

All

segment, category...

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
+ Australia	119.33	332.38	Desktop	711.08	1,431.55
+ Banglades	36.41	299.56	Networking	38.43	-14.89
+ China	147.43	393.51	Notebook	1,580.43	493.06
+ India	945.34	348.72	Peripherals	897.54	439.03
+ Indonesia	96.61	298.56	Storage	54.59	0.32
+ Japan	47.34	356.67	Total	3,736.17	353.50
+ Newzealan	70.45	319.06			
+ Pakistan	21.05	212.92			
Total	3,736.17	353.50			

BM = Benchmark , LY = Last Year , Chg = Change , GM = Gross Margin



region, market

All

customer

All

segment, category...

All

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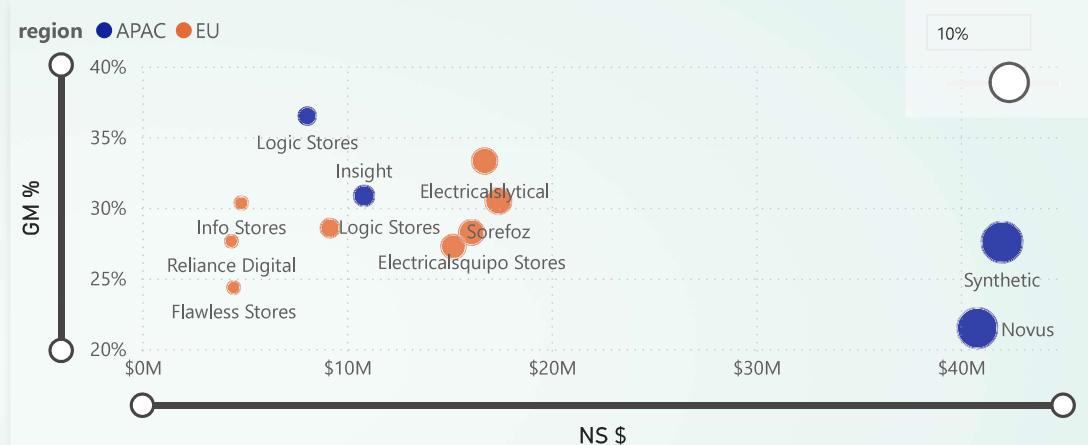
Customer Performance

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%
Total	\$3,736.17M	\$1,422.88M	38.08%

Performance Matrix

vs LY

vs Target

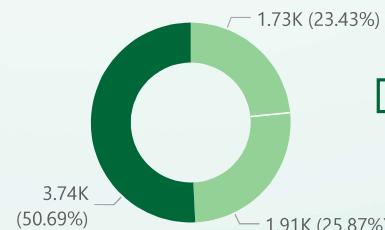


Product Performance

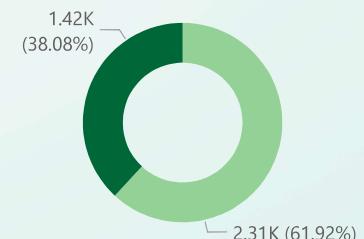
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Desktop	\$711.08M	\$272.39M	38.31%
Networking	\$38.43M	\$14.78M	38.45%
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Storage	\$54.59M	\$20.93M	38.33%
Total	\$3,736.17M	\$1,422.88M	38.08%

Unit Economics

Pre Invoice Dedu... Total Post In... Net Sales



Total COGS Gross Margin



NS = Net Sales , GM = Gross Margin , LY = Last Year



region, market

All

customer

All

segment, category...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	\$14.78M	38.45%	(\$5.27M)	-13.72%
Storage	\$54.59M	\$20.93M	38.33%	(\$7.51M)	-13.76%
Accessories	\$454.10M	\$172.61M	38.01%	(\$63.78M)	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	(\$97.79M)	-13.75%
Peripherals	\$897.54M	\$341.22M	38.02%	(\$125.91M)	-14.03%
Notebook	\$1,580.43M	\$600.96M	38.03%	(\$222.16M)	-14.06%
Total	\$3,736.17M	\$1,422.88M	38.08%	(\$522.42M)	-13.98%

Show NP %

Performance Matrix

division

N & S ● P & A ● PC

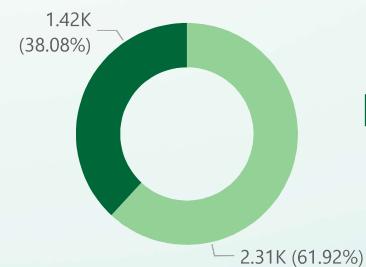


Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	(\$281.16M)	-14.62%
EU	\$775.48M	\$267.80M	34.53%	(\$95.52M)	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	(\$0.44M)	-2.95%
NA	\$1,022.09M	\$459.68M	44.97%	(\$145.31M)	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	(\$522.42M)	-13.98%

Unit Economics

Total COGS ● Gross Margin



NS = Net Sales , GM = Gross Margin , NP = Net Profit , LY = Last Year



region, market

All

customer

All

segment, category...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy**-3472.69K✓**

LY: -751.71K (-361.97%)

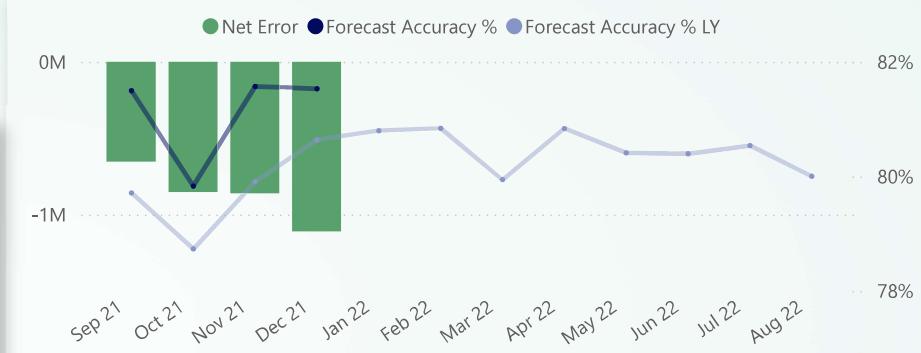
Net Error**6899.04K✓**

LY: 9780.74K (-29.46%)

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	-9.65% OOS	
Amazon	73.79%	74.54%	-464694	-9.22% OOS	
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91% OOS	
Expert	62.93%	60.67%	-26489	-6.75% OOS	
Acclaimed Stores	57.74%	50.69%	83037	10.74% EI	
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56% OOS	
Mbit	55.40%	62.34%	-43470	-22.29% OOS	
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60% OOS	
walmart	54.78%	50.12%	84334	12.08% EI	
Staples	54.45%	49.38%	79821	11.51% EI	
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00% EI	
Flipkart	54.21%	52.59%	-13616	-1.09% OOS	
Power	54.06%	56.72%	-11212	-10.18% OOS	
Nomad Stores	53.44%	50.59%	3394	1.34% EI	
Radio Popular	52.94%	56.74%	-49354	-18.61% OOS	
Total	81.17%	80.21%	-3472690	-9.48% OOS	

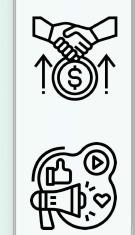
OOS = Out of Stock , EI = Excess Inventory , LY = Last Year

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	1.72% EI	
Desktop	87.53%	84.37%	78576	10.24% EI	
Networking	93.06%	90.40%	-12967	-1.69% OOS	
Notebook	87.24%	79.99%	-47221	-1.69% OOS	
Storage	71.50%	83.54%	-628266	-25.61% OOS	
Peripherals	68.17%	83.23%	-3204280	-31.83% OOS	
Total	81.17%	80.21%	-3472690	-9.48% OOS	



region, market	customer	segment, category...	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	vs LY	vs Target
All	All	All									YTD	YTG

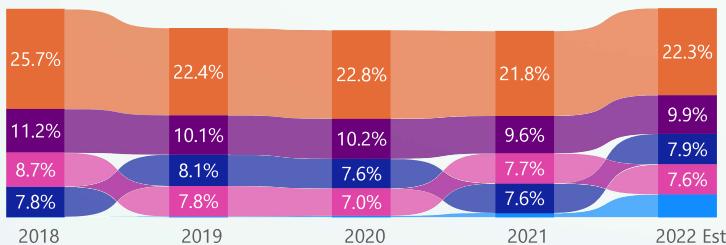


Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS%	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trends - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

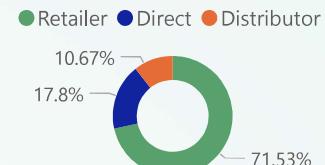


BM = Benchmark , LY = Last Year, EI = Excess Inventory , OOS = Out Of Stock , RC = Revenue Contribution

Revenue by Division

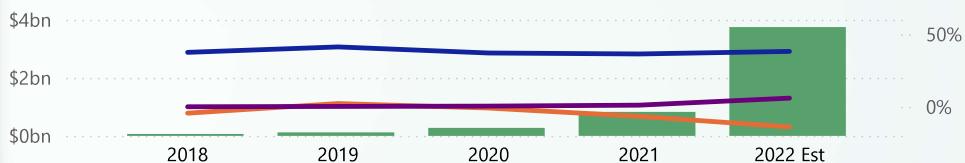


Revenue by Channel



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

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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Total	38.2%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%



Business Insights 360 Key Info



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](#).



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