

# BUSINESS INSIGHTS 360

## ATLIQ HARDWARE

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[LINK](#)





01

# HOME VIEW

Landing page of report. Acts as a central hub from where one can navigate to other views.



# Business Insights 360



## Info

Learn about the details of the report.



## Finance View

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



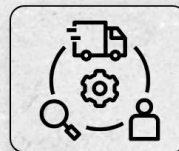
## Sales View

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.



## Service

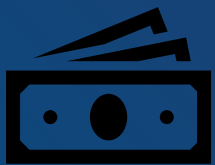
Get your **issues resolved** by looking at how to fix common problems.



Miscellaneous 1



Miscellaneous 2



# 02

## FINANCE VIEW

- P & L Statement.
- Performance over Time.
- Product and Market Ranking by Metrics.
- Used for budgeting, financial reporting, strategic financial planning and assessing the financial health of company.





Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

₹618.92M✓

v/s: 200.18M (+209.19%)

Net Sales

16.48%!

v/s: 16.84% (-2.16%)

GM %

-26.88%!

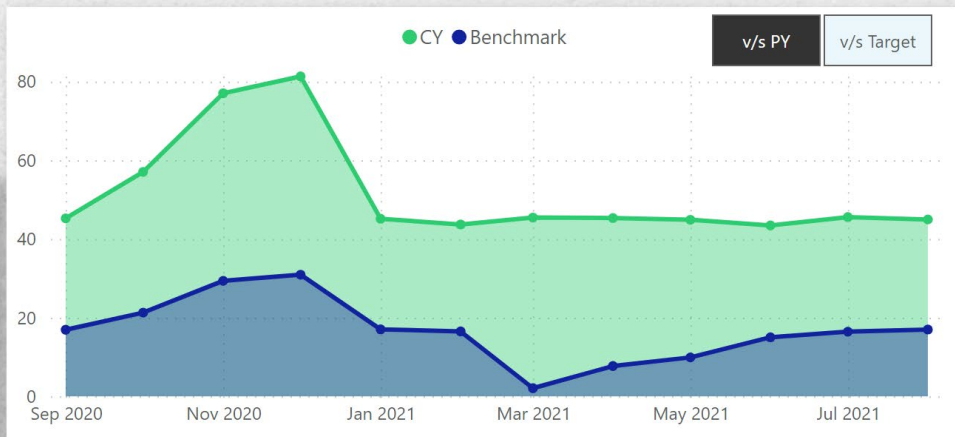
v/s: -21.41% (-25.56%)

Net Profit %

## Profit and Loss Statement

Line Item	2021	PY	ΔYoY	ΔYoY %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	417.41	134.78	282.63	209.70
- Post Deductions	235.80	76.30	159.51	209.07
Total Post Invoice Deduction	653.21	211.07	442.14	209.47
Net Sales	618.92	200.18	418.75	209.19
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	16.63	5.35	11.27	210.66
- Other Cost	2.55	0.82	1.73	212.04
Total COGS	516.95	166.47	350.48	210.54
Gross Margin	101.97	33.71	68.26	202.50
Gross Margin %	16.48	16.84	-0.36	-2.16
GM / Unit	203.28	162.28	41.00	25.26
Operational Expenses	-268.37	-76.57	-191.79	250.47
Net Profit	-166.39	-42.86	-123.53	288.20
Net Profit %	-26.88	-21.41	-5.47	25.56

## Net Sales Performance across FY 2021



## Top/Bottom Products and Markets by Net Sales

Region	P & L Value	ΔChange %
APAC	328.84	198.27
EU	143.77	256.19
LATAM	2.41	45.48
NA	143.91	200.38
<b>Total</b>	<b>618.92</b>	<b>209.19</b>

Segment	P & L Value	ΔChange %
Accessories	183.88	271.48
Desktop	34.84	4768.33
Networkin	33.93	73.42
Notebook	200.19	210.28
Peripherals	125.20	176.57
Storage	40.89	98.36
<b>Total</b>	<b>618.92</b>	<b>209.19</b>

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, v/s = versus

# FINANCIAL/SALES REPORTING TERMS

01

## Gross Sales

The total revenue generated from sales before deducting any expenses.

02

## Pre-Invoice Deductions

Adjustments/reductions in price made to an invoice before it is officially issued to customer.

03

## Net Invoice Sales

Gross Sales minus the pre-invoice deductions.

04

## Post-Invoice Deductions

Adjustments/reductions in price made to an invoice after it is officially issued to customer.

# FINANCIAL/SALES REPORTING TERMS

**05**

## **Net Sales**

Gross Margin minus the pre- and post-invoice deductions which include discounts, rebates etc.

**06**

## **Total COGS**

Cost of Goods Sold. Direct costs associated with producing goods that a company sells. Like manufacturing, transportation etc.

**07**

## **Gross Margin**

Difference between Net Sales and Total COGS. Indicates profitability.

**08**

## **Gross Margin %**

Percentage of Gross Margin relative to Net Sales.

# FINANCIAL/SALES REPORTING TERMS

09

## Gross Margin / Unit

Helps assess profitability of each unit sold. Robust indicator of product profitability.

10

## Operational Expenses

Costs incurred in marketing and advertising the products, salaries, utilities etc.

11

## Net Profit

Total profit after deducting all expenses from revenue. Indicates overall profitability.

12

## Net Profit %

Percentage of Net Profit relative to Net Sales.





# 03

## SALES VIEW

- Customer Sales Performance.
- Market Performance Matrix – GM% v/s NS.
- NS – GM Conversion. Unit Economics.
- Product-wise Analysis.
- Used by Sales team to engage with customers, build relationships and drive revenue.



Region

Customer

Segment, Category...

All

All

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

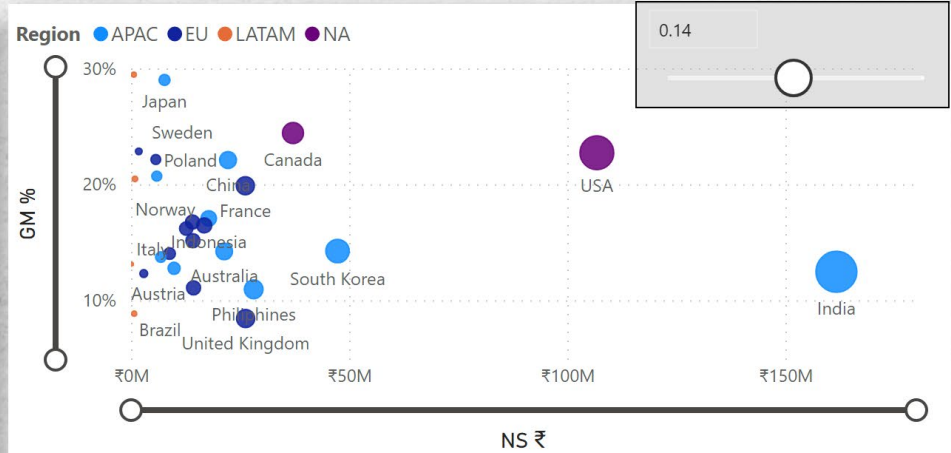
v/s PY

v/s Target

### Customer Performance

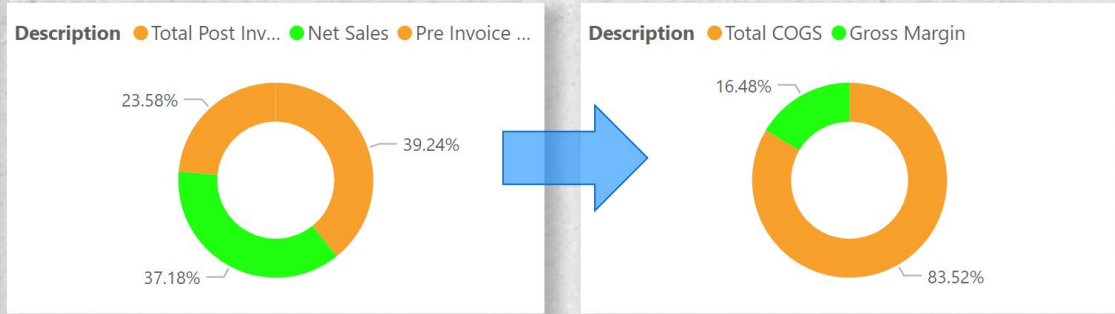
Customer	NS ₹	GM ₹	GM %	Net Profit ₹
Acclaimed Stores	₹11.13M	₹2.08M	18.68%	-3.21M
All-Out	₹0.79M	₹0.24M	30.30%	-0.02M
Amazon	₹82.90M	₹13.26M	16.00%	-23.65M
Argos (Sainsbury's)	₹2.34M	₹0.44M	18.73%	-0.18M
Atlas Stores	₹2.53M	₹0.10M	3.76%	-1.22M
AtliQ E Store	₹52.42M	₹9.03M	17.23%	-12.04M
AtliQ Exclusive	₹60.59M	₹16.20M	26.74%	-9.42M
BestBuy	₹6.69M	₹1.45M	21.69%	-2.15M
Billa	₹1.36M	₹0.13M	9.56%	-0.34M
Boulanger	₹4.35M	₹0.61M	13.99%	-0.73M
Total	₹618.92M	₹101.97M	16.48%	-166.39M

### Performance Matrix



### Gap Tolerance

### Unit Economics



### Top/Bottom Products

Segment	NS ₹	GM ₹	GM %
Accessories	₹183.88M	₹30.20M	16.43%
Desktop	₹34.84M	₹5.56M	15.95%
Networking	₹33.93M	₹5.71M	16.84%
Notebook	₹200.19M	₹32.86M	16.41%
Peripherals	₹125.19M	₹20.76M	16.58%
Storage	₹40.89M	₹6.88M	16.83%
Total	₹618.92M	₹101.97M	16.48%

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, NS = Net Sales, Gap Tolerance = Underperformance that can be tolerated

# SALES TEAM VIEW

The Sales team focuses on building relationships with customers, negotiating terms, ensuring smooth transactions and evaluating customer performance. Overall, concerned with increasing revenue.

**01**

## **Customer Performance**

Important for the Sales team to evaluate Sales figures of different customers.

**02**

## **Performance Matrix**

An intuitive visual to evaluate a customers performance by profitability and revenue generated.

**03**

## **Unit Economics**

Helps understand Net Sales to Gross Margin conversion.

**04**

## **Top/Bottom Products**

Gives a view of important sales metrics at a product-level.



# 04

# MARKETING VIEW

- Product Sales Performance.
- Product Performance Matrix – Net Profit % v/s NS.
- GM – Net Profit Conversion. Unit Economics.
- Region, Market-wise Analysis.
- Used by Marketing team to develop and execute strategies, create brand awareness and drive demand.



Region

Market

Customer

All

All

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

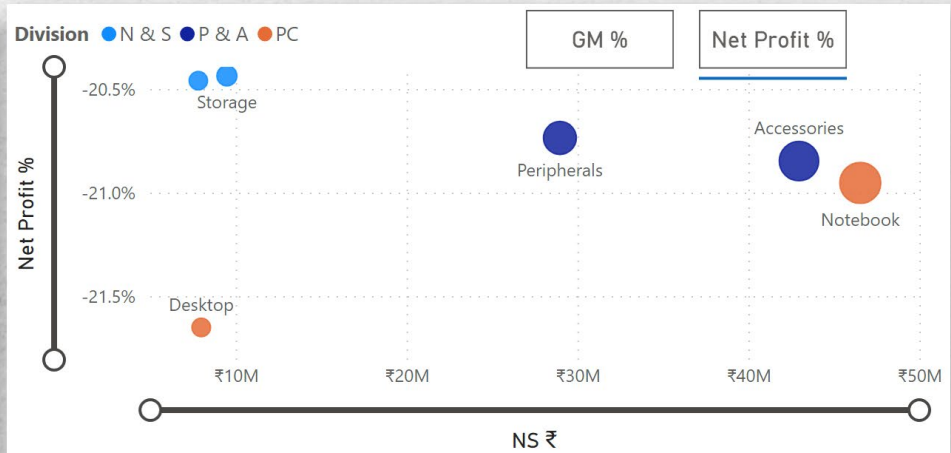
Q4

YTD

### Product Performance

Segment	NS ₹	GM ₹	GM %	NP ₹	NP %
Networking	₹7.81M	₹1.21M	15.44%	-1.60M	-20.46%
Storage	₹9.49M	₹1.46M	15.42%	-1.94M	-20.44%
Peripherals	₹28.97M	₹4.38M	15.11%	-6.01M	-20.74%
Accessories	₹42.96M	₹6.45M	15.01%	-8.96M	-20.85%
Notebook	₹46.55M	₹6.95M	14.92%	-9.75M	-20.95%
Desktop	₹7.98M	₹1.16M	14.48%	-1.73M	-21.65%
Total	₹143.77M	₹21.60M	15.02%	-29.98M	-20.86%

### Performance Matrix



### Unit Economics



### Region / Market Performance

Region	NS ₹	GM ₹	GM %	NP ₹	NP %
EU	₹143.77M	₹21.60M	15.02%	-29.98M	-20.86%
Austria	₹2.92M	₹0.36M	12.31%	-0.31M	-10.68%
France	₹26.20M	₹5.21M	19.88%	-4.18M	-15.96%
Germany	₹14.33M	₹1.59M	11.07%	-3.38M	-23.57%
Italy	₹14.11M	₹2.36M	16.75%	-1.71M	-12.10%
Netherlands	₹8.84M	₹1.24M	14.03%	-1.48M	-16.78%
Norway	₹16.78M	₹2.76M	16.46%	-0.79M	-4.71%
Total	₹143.77M	₹21.60M	15.02%	-29.98M	-20.86%

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, NS = Net Sales

# MARKETING TEAM VIEW

The Marketing team focuses on promoting the products to end-consumers, raising awareness about product features and benefits, and assessing product sales performance to inform current and future strategies.

**01**

## Product Performance

Important for the Marketing team to evaluate the results

**02**

## Performance Matrix

An intuitive visual to evaluate a customers performance by profitability and revenue generated.

**03**

## Unit Economics

Helps understand Net Sales to Gross Margin conversion.

**04**

## Region/Market Perf.

Gives a view of important sales metrics at a product-level.





# 05

# SUPPLY CHAIN VIEW

- Forecast Accuracy, Absolute Error, Net Error, Risk.
- Customer-wise Key Metrics.
- Accuracy – Net Error Trend.
- Product-wise Key Metrics.
- Helps Supply Chain team in logistics, inventory management and coordination with customers.



Region, Market

All

Customer

All

Segment, Category...

All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD

80.69%!

PY: 82.36% (-2.03%)

Forecast Accuracy %

9539298!

PY: 3750159 (-154.37%)

Absolute Error

-751714!

PY: 491599 (+252.91%)

Net Error

### Key Metrics by Customers

Customer	Forecast Accuracy %	Net Error	Sales Qty	Forecast Qty	Risk
Acclaimed Stores	74.75%	-123K	878K	755K	OOS
All-Out	61.45%	-12K	53K	41K	OOS
Amazon	80.74%	-155K	6757K	6602K	OOS
Argos (Sainsbury's)	75.80%	8K	186K	194K	EI
Atlas Stores	65.68%	100K	236K	336K	EI
AtliQ E Store	80.70%	-95K	4205K	4111K	OOS
AtliQ Exclusive	80.46%	-189K	4306K	4117K	OOS
BestBuy	69.47%	-73K	505K	432K	OOS
Billa	50.23%	-38K	118K	80K	OOS
Boulanger	73.67%	82K	364K	446K	EI
Chip 7	72.53%	95K	410K	505K	EI
Chiptec	71.63%	72K	255K	327K	EI
Circuit City	71.78%	-85K	531K	446K	OOS
Control	72.93%	-65K	604K	540K	OOS
Coolblue	69.06%	117K	318K	435K	EI
Costco	76.32%	-25K	726K	702K	OOS
Croma	72.85%	45K	710K	755K	EI
Currys (Dixons Carphone)	61.89%	-45K	170K	126K	OOS
DigiMarket	60.64%	72K	203K	311K	OOS
Total	80.69%	-752K	50165K	49413K	OOS

### Accuracy / Net Error Trend



### Key Metrics by Products

Segment	Forecast Accuracy %	PY %	Net Error	Forecast Qty	Risk
Accessories	78.03%	82.85%	-2133K	30231K	OOS
Desktop	84.52%	95.08%	16K	144K	EI
Networking	91.83%	71.10%	227K	2780K	EI
Notebook	80.01%	77.41%	-51K	1295K	OOS
Peripherals	83.69%	82.03%	-318K	5405K	OOS
Storage	84.23%	85.14%	1508K	9558K	EI
Total	80.69%	82.36%	-752K	49413K	OOS

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, EI = Excess Inventory, OOS = Out Of Stock

# SUPPLY CHAIN TEAM VIEW

The Supply Chain team prioritizes precise forecast accuracy for product quantities, minimizing errors, tailoring forecasts per customer, and monitor key metrics to avoid overstock or understock situations of products.

**01**

## **Forecast Accuracy %**

Degree to which the predicted demand aligns with the actual demand of products.

**02**

## **Accuracy Trend**

Helps evaluate the accuracy trend for each customer and product across different fiscal years.

**03**

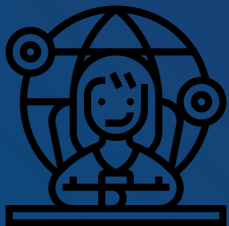
## **Key Metrics by Customers**

Evaluate important supply chain metrics for each customer.

**04**

## **Key Metrics by Products**

Evaluate important supply chain metrics for each product segment.



# 06

## EXECUTIVE VIEW

- Key Metrics Over Time.
- Key Insights by Sub-zones
- AtliQ Market Share Over Time.
- Revenue across Channels, Divisions.
- Top 5 Products & Customers across Top 5 Markets.
- Used by C-Suite Executives to get an overview of operations and aid in data-driven decision making.

[Power BI | Project | Business Insights 360 - AtliQ Hardware](#)





Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

v/s PY

v/s  
Target

₹618.92M

v/s: 200.18M (+209.19%)

Net Sales

16.48%!

v/s: 16.84% (-2.16%)

GM %

-26.88%!

v/s: -21.41% (-25.56%)

Net Profit %

80.69%!

v/s: 82.36% (-2.03%)

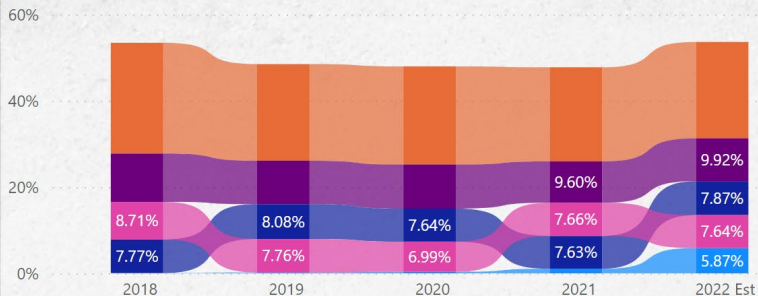
Forecast Accuracy %

## Key Insights by Sub Zone

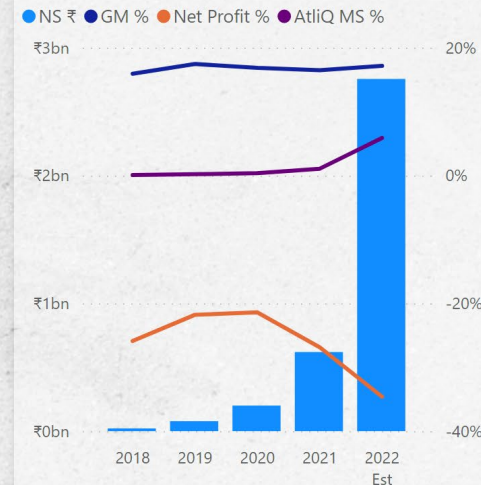
Sub Zone	NS ₹	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹31.23M	5.05%	13.75%	-18.16%	0.28%	-5.19%	OOS
India	₹161.69M	26.12%	12.46%	-44.22%	2.45%	3.90%	EI
LATAM	₹2.41M	0.39%	18.95%	-12.25%	0.05%	5.32%	EI
NA	₹143.91M	23.25%	23.15%	-27.75%	0.76%	-7.06%	OOS
NE	₹76.61M	12.38%	12.83%	-24.35%	1.17%	11.27%	EI
ROA	₹135.93M	21.96%	16.30%	-13.99%	1.47%	-21.55%	OOS
SE	₹67.16M	10.85%	17.52%	-16.87%	3.63%	10.56%	EI
Total	₹618.92M	100.00%	16.48%	-26.88%	1.06%	-1.52%	OOS

## Market Share Trend - AtliQ &amp; Computers

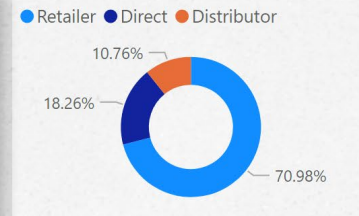
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



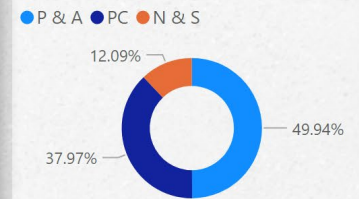
## Yearly Trend



## Revenue by Channel



## Revenue by Division



## Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1	4.09%	15.64%
AQ Qwerty	3.38%	17.19%
AQ Trigger	3.28%	17.11%
AQ Gen Y	2.86%	15.90%
AQ Maxima	2.71%	16.65%
Total	16.31%	16.47%

## Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.39%	16.00%
AtliQ Exclusive	9.79%	26.74%
AtliQ E Store	8.47%	17.23%
Sage	3.28%	14.41%
Flipkart	3.21%	12.14%
Total	38.14%	18.57%

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, v/s = versus, Revenue = Net Sales ₹, EI = Excess Inventory, OOS = Out Of Stock, RC % = Revenue Contribution %

# EXECUTIVE VIEW

The C-Suite would use dashboards and Business Intelligence (BI) tools to monitor key performance indicators (KPIs) for informed decision-making, strategic planning, and overall company performance evaluation.

**01**

## **Key Metrics**

Monitor company KPIs and evaluate the performance of various teams of company.

**02**

## **Company Metrics by Time**

Helps evaluate big picture and growth story of the company.

**03**

## **Market Share by Time**

Provides insights into the company's competitive positions in different markets and helps make better suited decisions.

**04**

## **Top Products/Customers**

Helps focus resources, optimize strategies and capitalize on high-performing areas, ultimately enhancing business performance.



# 07

## MISCELLANEOUS 1

- Customer Performance Tracking.
- Performance Over Fiscal Year.
- Key Metrics across Customers.
- Based on specific feature requests.



Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

₹618.92M✓

v/s: 200.18M (+209.19%)

Net Sales

₹101.97M!

v/s: ₹ 535.95M (-80.97%)

Gross Margin

16.48%!

v/s: 16.84% (-2.16%)

GM %

-26.88%!

v/s: -21.41% (-25.56%)

Net Profit %

80.69%!

PY: 82.36% (-2.03%)

Forecast Accuracy

-751714!

PY: 491599 (+252.91%)

Net Error

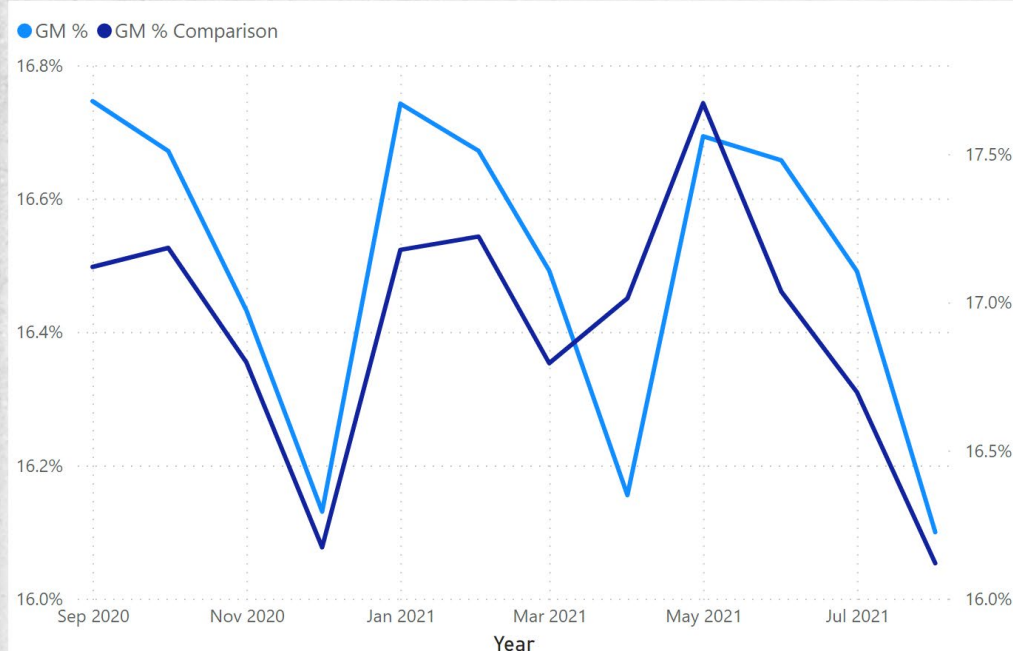
v/s PY

v/s  
Target

## Customer Target Accomplishment

Customer	NS ₹	GM ₹	GM %	Net Profit ₹
Acclaimed Stores	₹11.13M	₹2.08M	18.68%	-3.21M
All-Out	₹0.79M	₹0.24M	30.30%	-0.02M
Amazon	₹82.90M	₹13.26M	16.00%	-23.65M
Argos (Sainsbury's)	₹2.34M	₹0.44M	18.73%	-0.18M
Atlas Stores	₹2.53M	₹0.10M	3.76%	-1.22M
AtliQ E Store	₹52.42M	₹9.03M	17.23%	-12.04M
AtliQ Exclusive	₹60.59M	₹16.20M	26.74%	-9.42M
BestBuy	₹6.69M	₹1.45M	21.69%	-2.15M
Billa	₹1.36M	₹0.13M	9.56%	-0.34M
Boulanger	₹4.35M	₹0.61M	13.99%	-0.73M
Chip 7	₹4.62M	₹0.41M	8.80%	-1.70M
Chiptec	₹3.20M	₹0.57M	17.96%	-0.40M
Circuit City	₹6.54M	₹1.07M	16.36%	-2.45M
Control	₹8.07M	₹1.83M	22.73%	-2.24M
Coolblue	₹3.67M	₹0.44M	12.00%	-1.27M
Costco	₹9.87M	₹2.32M	23.51%	-2.63M
Croma	₹7.60M	₹0.40M	5.22%	-3.91M
Currys (Dixons Carphone)	₹1.92M	₹0.19M	10.10%	-0.38M
Digimarket	₹4.27M	₹0.41M	9.62%	-1.10M
<b>Total</b>	<b>₹618.92M</b>	<b>₹101.97M</b>	<b>16.48%</b>	<b>-166.39M</b>

## GM % Performance across FY 2021



Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, EI = Excess Inventory, OOS = Out Of Stock

# 08

## MISCELLANEOUS 2

- Top 5 Markets/Countries Metrics.
- Top 5 Products.
- Top 5 Customers.
- Based on specific feature requests.



Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

## Top 5 Countries/Markets

Canada	India	Philippines	South Korea	USA
--------	-------	-------------	-------------	-----

₹47.34M

Net Sales

₹6.74M

Gross Margin

14.25%

GM %

-5.47M

Net Profit ₹

-11.56%

Net Profit %

## Top 5 Products

Product	NS ₹	GM ₹	GM %	NP ₹	NP %	GM % YoY Change
AQ Elite	₹1,096.07K	₹138.87K	12.67%	-143.98K	-13.14%	3.89%
AQ Master wired x1	₹447.11K	₹58.28K	13.03%	-57.10K	-12.77%	3.75%
AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	₹203.56K	₹28.76K	14.13%	-23.77K	-11.68%	3.10%
AQ 5000 Series Ultron 8 5900X Desktop Processor	₹979.12K	₹148.05K	15.12%	-104.62K	-10.68%	2.92%
Total	₹3,094.86K	₹421.68K	13.63%	-376.96K	-12.18%	3.47%

## Bottom 5 Products

Product	NS ₹	GM ₹	GM %	NP ₹	NP %	GM % YoY Change
AQ Marquee P4	₹102.75K	₹15.80K	15.38%	-10.71K	-10.43%	-15.38%
AQ MB Lito 2	₹195.62K	₹30.66K	15.68%	-19.82K	-10.13%	-15.68%
AQ MB Lito	₹216.50K	₹35.21K	16.26%	-20.66K	-9.54%	-16.26%
AQ Clx3	₹248.09K	₹42.49K	17.13%	-21.53K	-8.68%	-17.13%
AQ Lumina Ms	₹245.62K	₹44.05K	17.93%	-19.34K	-7.87%	-17.93%
Total	₹1,008.58K	₹168.21K	16.68%	-92.06K	-9.13%	-16.68%

Note: GM = Gross Margin, CY = Current Year, PY = Previous Year, YoY = Year-over-year, YTD = Year-to-date, YTG = Year-to-go, EI = Excess Inventory, OOS = Out Of Stock

# END RESULTS

(After implementation of the analytical solution)



## Better Decision-making

Real-time analytics empowers the teams to perform and deliver better.



## Market Share growth

Inefficiencies can be eliminated, new gaps identified, operations optimized, leading to increased market share and eventual profitability.

## Enhanced operational-efficiency

Streamlining of the processes, enabling teams to better address issues, optimize resource allocation.



## Strategic Agility

Real-time analytics enables the executive team to swiftly respond to market changes and adjust company strategies.



and many more.....

# THANKS FOR YOUR PATIENCE!

To view the full report, visit:

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Deep gratitude to [Dhaval Patel](#), [Hemanand Vadivel](#), and the incredible team at [Codebasics](#) for their teaching efforts!

Report users can further explore the data.  
Suggestions and Feedback are welcome!

To view previous report, visit:  
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# THANKS!

Does anyone have any questions?

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