

Atliq Technology Profit and loss optimisation

Author – Mithun Nagesh Shet





Business Insights

Mithun Nagesh Shet



Info

Download **user manual** and get to know the key information of this tool.



Finance

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



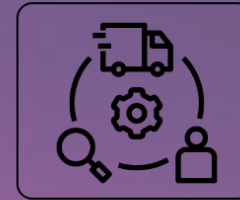
Sales

Analyze the performance of your **customer(s)** over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix



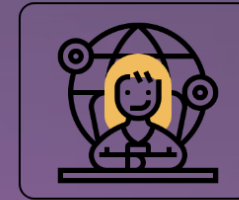
Marketing

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

Get **Forecast Accuracy, Net Error and risk profile** for product, segment, category, customer etc.



Executive

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.



region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022est

Q1

Q2

Q3

Q4

Net Sales

£3,736.17M!

BM: 3,807.09M
(-1.86%)

GM %

38.08%!

BM: 38.34%
(-0.66%)

Net Profit %

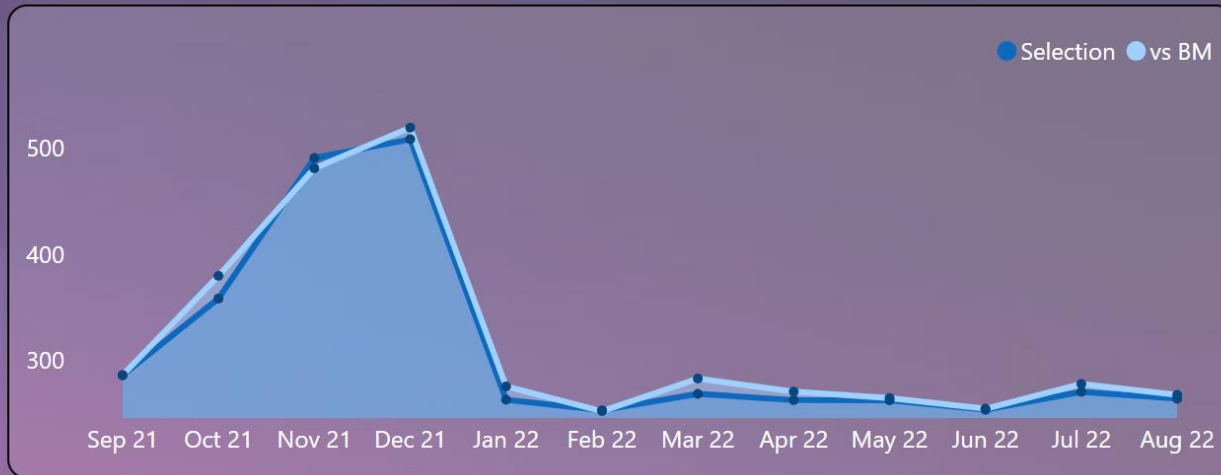
-13.98%✓

BM: -14.19%
(+1.47%)

Net Sales Performance Over Time

BM

○ vs LY
● vs Target



Profit and Loss Statement

Line Item	2022est	BM	Chnge	Chnge%
Gross Sales	737,013.88			
Pre Invoice Deduction	172,701.38			
Net Invoice Sales	564,312.50			
- Post Discounts	124,353.69			
- Post Deductions	66,341.76			
Total Post Invoice Deduction	190,695.45			
Net Sales	373,617.05			
- Manufacturing Cost	219,727.95			
- Freight Cost	10,048.65			
- Other Cost	1,552.48			
Total COGS	231,329.08			
Gross Margin	142,287.97	145,951.37	-3,663.39	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	1,575.79			
Operational Expense	194,530.38			
Net Profit	-52,242.41	-54,026.56	1,784.15	-3.30
Net profit %	-13.98	-14.19	0.21	-1.47

Top / Bottom Products & Customers by Net Sales

region	P & L	P & L chng %
APAC	1,923.77	-2.48
North America	1,022.09	-1.24
EU	775.48	-1.13
LATAM	14.82	-1.60
Total	3,736.17	-1.86

segment	P & L	P & L YOY chng %
Notebook	1,580.4	
Peripheral	897.5	
Desktop	711.1	
Accessorie	454.1	
Storage	54.6	
Networkin	38.4	
Total	3,736.2	-1.9

Target Data available for only fiscal year 2022

BM - Benchmark LY - Last Year



region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022est

Q1

Q2

Q3

Q4

Forecast Accuracy %

81.2%✓

LY: 80% (+1.2%)

Net Error

-3.47M✓

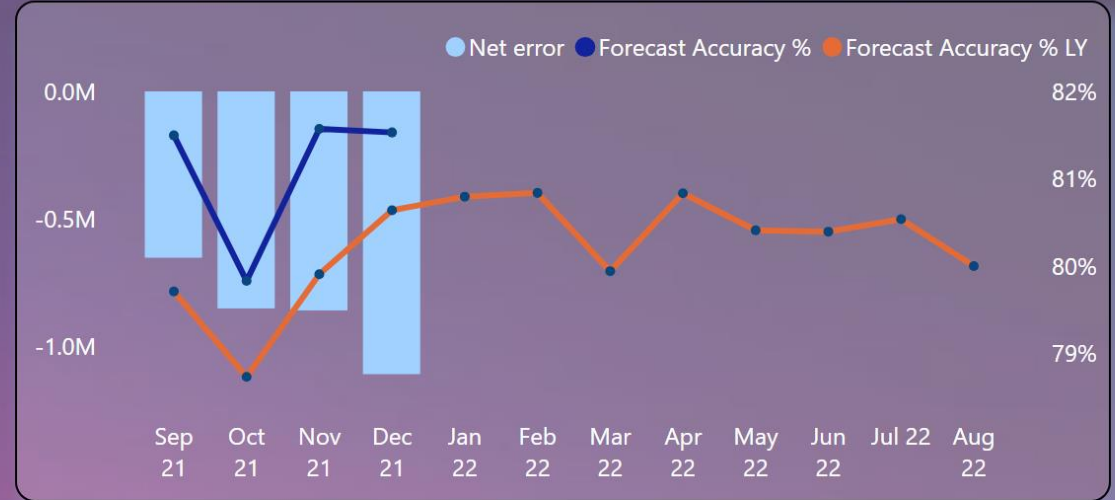
LY: -0.75M
(-361.97%)

Absolute Error

6.90M✓

LY: 9.78M
(-29.46%)

Net Error and Forecast Accuracy Trend



Key Metrics by Customer

customer	Net error	Net Error %	For_Acc %	For_Acc_ LY %	Risk
Atliq e Store	-294.87K	-9.65%	74.22%	75%	OUT OF STOCK
Amazon	-464.69K	-9.22%	73.79%	75%	OUT OF STOCK
AltiQ Exclusive	-221.18K	-8.73%	71.42%	71%	OUT OF STOCK
Expert	-26.49K	-6.75%	62.93%	61%	OUT OF STOCK
Acclaimed Stores	83.04K	10.74%	57.74%	51%	EXCESS
Electricalsbea Stores	-6.35K	-9.56%	55.74%	52%	OUT OF STOCK
Mbit	-43.47K	-22.29%	55.40%	62%	OUT OF STOCK
Argos (Sainsbury's)	-23.04K	-17.60%	54.78%	56%	OUT OF STOCK
walmart	84.33K	12.08%	54.78%	50%	EXCESS
Staples	79.82K	11.51%	54.45%	49%	EXCESS
Currys (Dixons Carphone)	8.10K	6.00%	54.29%	36%	EXCESS
Flipkart	-13.62K	-1.09%	54.21%	53%	OUT OF STOCK
Power	-11.21K	-10.18%	54.06%	57%	OUT OF STOCK
Nomad Stores	3.39K	1.34%	53.44%	51%	EXCESS
Radio Popular	-49.35K	-18.61%	52.94%	57%	OUT OF STOCK
Boulanger	-48.80K	-20.21%	52.69%	59%	OUT OF STOCK
Logic Stores	6.43K	2.37%	52.49%	51%	EXCESS
Ebay	-19.13K	-2.02%	52.27%	50%	OUT OF STOCK
Control	64.73K	13.01%	52.06%	47%	EXCESS
Costco	101.91K	15.79%	51.95%	49%	EXCESS
Total	-3472.69K	-9.48%	81.17%	80%	OUT OF STOCK

Key Metrics by Segment, Category and Products

segment	For_Acc %	For_Acc_ LY %	Net error	Net Error %	Risk
Networking	93.06%	90%	-12.97K	-1.69%	OUT OF STOCK
Notebook	87.24%	80%	-47.22K	-1.69%	OUT OF STOCK
Peripherals	68.17%	83%	-3204.28K	-31.83%	OUT OF STOCK
Storage	71.50%	84%	-628.27K	-25.61%	OUT OF STOCK
Accessories	87.42%	78%	341.47K	1.72%	EXCESS
Desktop	87.53%	84%	78.58K	10.24%	EXCESS
Total	81.17%	80%	-3472.69K	-9.48%	OUT OF STOCK



region, market

All



segment, category, product

All



customer

All



2018

2019

2020

2021

2022est

Q1

Q2

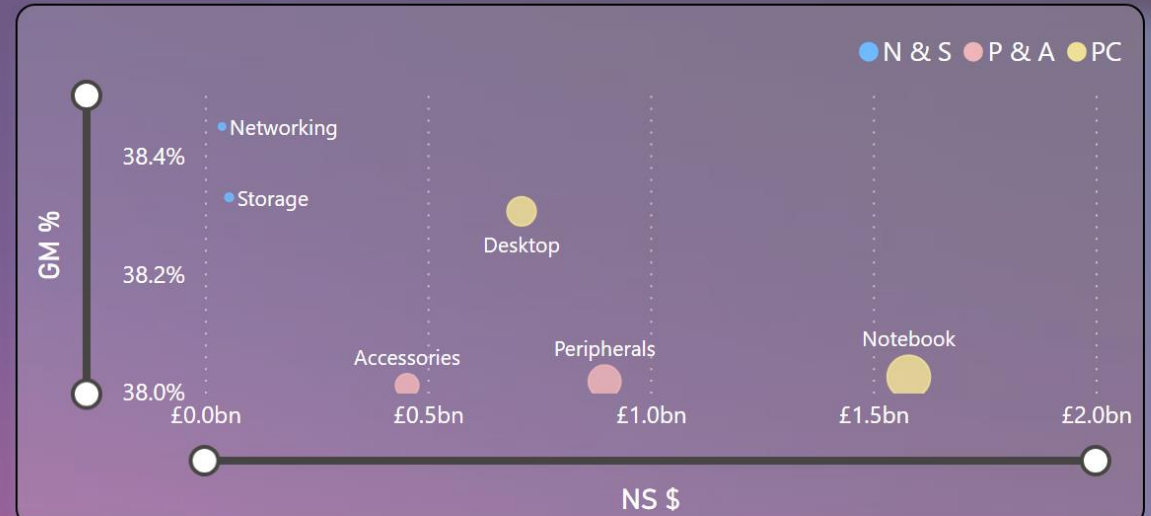
Q3

Q4

Product Performance

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

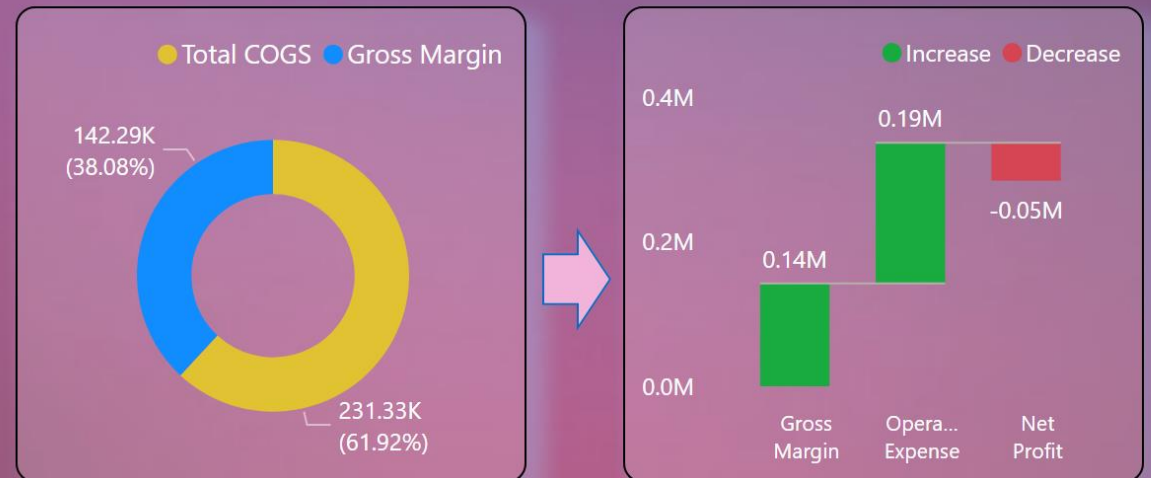
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
APAC	£1,923.77M	690.21M	35.88%	-281.16M	-14.6
North America	£1,022.09M	459.68M	44.97%	-145.31M	-14.2
EU	£775.48M	267.80M	34.53%	-95.52M	-12.3
LATAM	£14.82M	5.19M	35.02%	-0.44M	-2.9
Total	£3,736.17M	1,422.88M	38.08%	-522.42M	-13.9

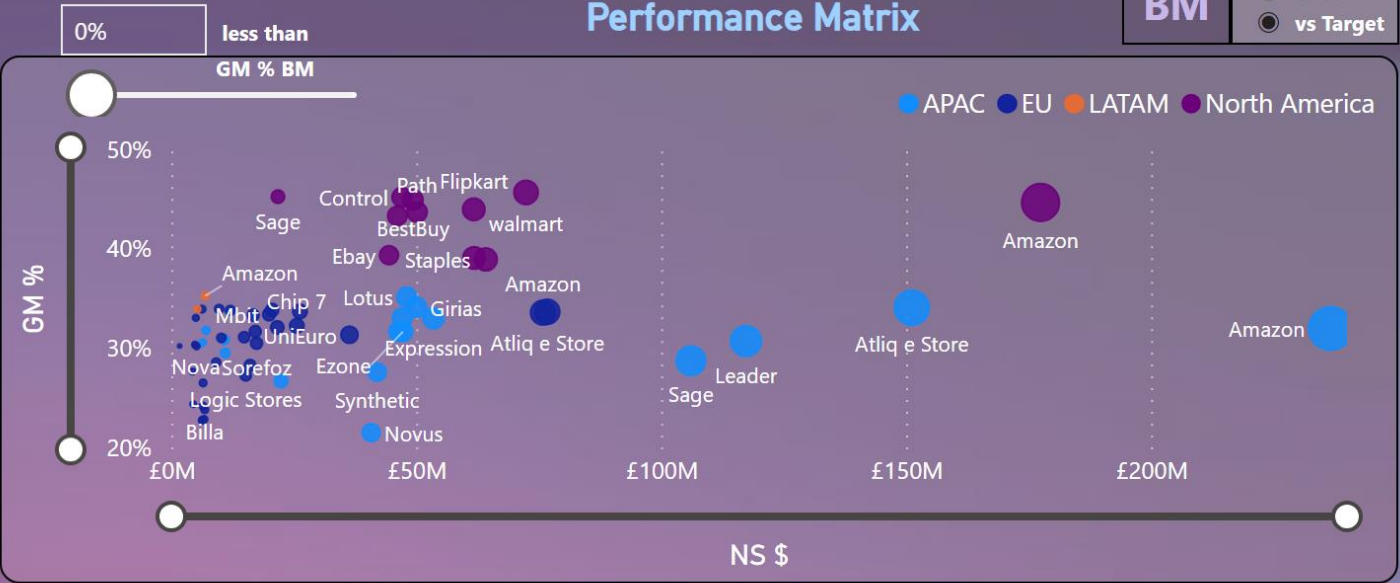
Unit Economics



Customer Performance

customer	Net Sales	Gross Margin	GM %
Amazon	£496.88M	182.77M	36.78%
AltiQ Exclusive	£307.17M	145.05M	47.22%
Atliq e Store	£304.10M	112.15M	36.88%
Flipkart	£138.49M	58.37M	42.14%
Neptune	£105.69M	49.36M	46.70%
Sage	£127.86M	40.31M	31.53%
Leader	£117.32M	36.02M	30.70%
walmart	£72.41M	33.06M	45.66%
Ebay	£91.60M	33.06M	36.09%
Acclaimed Stores	£73.36M	29.58M	40.32%
Path	£59.32M	25.81M	43.50%
Total	£3,736.17M	1,422.88M	38.08%

Performance Matrix



BM

vs LY
vs Target

Product Performance

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

Unit Economics

