



ATLIQ HARDWARE

# Business Insights 360 Home

Last Data Load Date  
01 December 2021

## Information



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

## 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



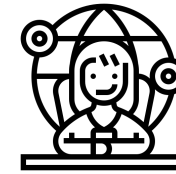
Analyze the performance of your **product(s)** over key metrics like **Net Sales**, **Gross Margin** and view the same in **profitability / Growth matrix**.

## 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.

## Support



Get your **issues resolved** by connecting to our support specialist.

## Homepage



Homepage contains details about the **entire Dashboard** and links to all **other views**.



ATLIQ HARDWARE

Homepage

Information View

Support View

Finance View

Sales View

Marketing View

Supply Chain  
View

Executive View

# Information Page Details



ATLIQ HARDWARE

The Internal Database is Refreshed on **5th** of Every Month.

The System Data is received from the Global Data Warehouse – **Gdb041** and **Gdb056**.

Non System Data coming from **External Sources** such Target, Operational Expenses and Historical Forecast is Only Refreshed on **Request**.

For More Info Read the FAQ's , click to download the FAQ File.

Download Live Excel version – [Here](#)

# Support Enquiry Page



ATLIQ HARDWARE

Homepage

Information View

Support View

Finance View

Sales View

Marketing View

Supply Chain  
View

Executive View

Chat/Callback with Support Team

Submit a New Ticket

Follow up on Ticket

Learn PowerBI

Report Error/Ideas

# Finance Dashboard

Clear all slicers

Region

All



Segment

All



Customer

All



Fiscal Year

2021



YTG/YTD

All



Quarters

All



Net Sales \$

**\$823.43M**

BM: 267.89M

(+\$555.53M +207.37%)

GM %

**36.46%**

BM: 37.08%

(-0.62% -1.68%)

Net Profit %

**-6.66%**

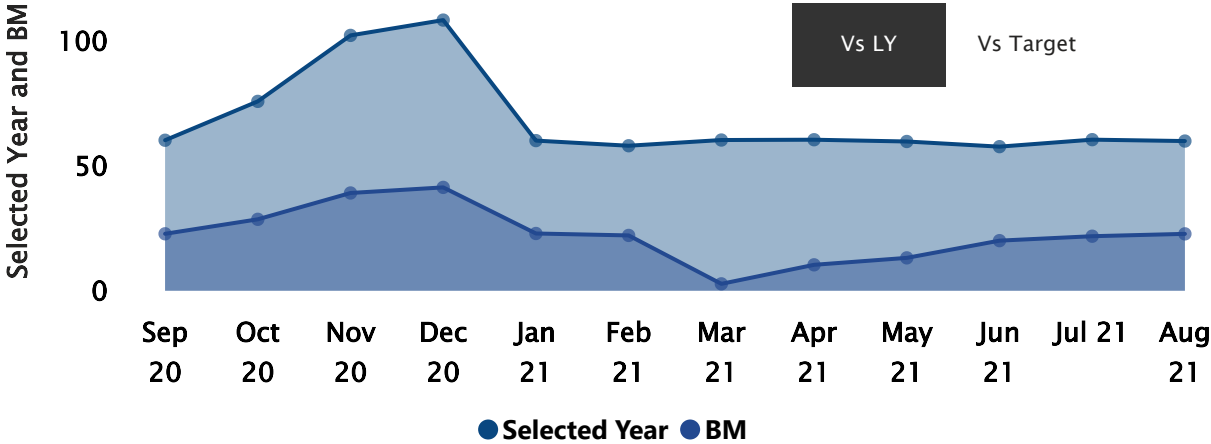
BM: -0.86%

(-5.80% -672.95%)

## Our Profit and Loss

Line Item	2021	BM	Chg	Chg %
Net Profit %	-6.66	-0.86	-5.80	672.95
Net Profit	-54.88	-2.31	-52.57	2,275.83
Operational Expenses	355.10	101.65	253.45	249.34
GM / Unit	5.98	4.78	1.20	25.15
Gross Margin %	36.46	37.08	-0.62	-1.68
Gross Margin	300.22	99.34	200.88	202.22
Total COGS	523.20	168.55	354.65	210.41
- Other Cost	3.39	1.09	2.29	209.46
- Freight Cost	22.04	7.16	14.88	207.91
- Manufacturing Cost	497.77	160.30	337.47	210.53
Net Sales	823.43	267.89	555.53	207.37
Total Post Invoice Deduction	448.05	143.20	304.85	212.89
- Post Deductions	166.55	47.40	119.15	251.34
- Post Discounts	281.50	95.79	185.70	193.85
Net Invoice Sales	1,271.47	411.09	860.38	209.29
Pre Invoice Deduction	393.16	124.85	268.31	214.90
Gross Sales	1,664.63	535.94	1,128.69	210.60

## Net Sales Performance Over Time



## Top / Bottom Products and Customers by Net Sales

Region	P & L Values	YoY Chg %
⊕ APAC	441.70	198.65
⊕ EU	200.91	259.94
⊕ LATAM	3.16	58.29
⊕ NA	177.66	185.70

Segment	P & L Values	YoY Chg %
⊕ Notebook	266.36	208.40
⊕ Accessories	244.72	269.60
⊕ Peripherals	166.42	174.59
⊕ Storage	54.39	97.38
⊕ Desktop	46.40	4,791.46
⊕ Networking	45.14	72.25

# Sales Dashboard

Clear all slicers

Segment

All

Customer

All

YTG/YTD

All

Quarters

All

Fiscal Year

2020

Region

All

Net Sales

**\$267.89M**

BM: \$111.34M

(+\$156.55M +140.6%)

GM

**\$99.34M**

BM: \$45.86M

(+\$53.48M +116.62%)

GM %

**37.08%**

BM: 41.19%

(-4.11% -9.97%)

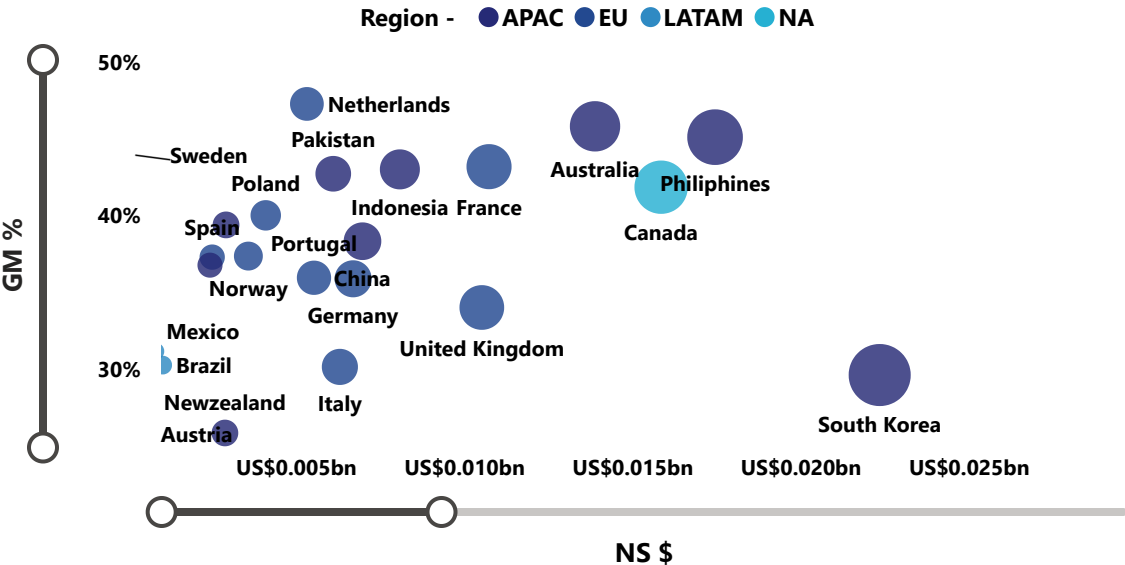
## Our Top 10 Customers By NS

customer	NS \$	GM \$	GM %
Amazon	\$49.78M	\$18.90M	37.97%
Atliq e Store	\$31.70M	\$11.85M	37.39%
AtliQ Exclusive	\$22.98M	\$10.53M	45.81%
Ebay	\$8.15M	\$2.80M	34.37%
Electricalsocity	\$4.54M	\$1.52M	33.54%
Flipkart	\$10.91M	\$3.65M	33.45%
Leader	\$7.71M	\$2.02M	26.22%
Novus	\$4.85M	\$1.99M	41.01%
Sage	\$8.30M	\$2.58M	31.09%
Synthetic	\$5.79M	\$2.58M	44.56%

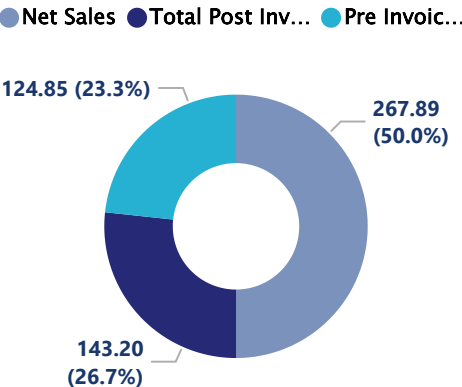
## Top 5 Products By NS

segment	NS \$	GM \$	GM %
⊕ Networking	\$26.20M	\$9.83M	37.50%
⊕ Storage	\$27.55M	\$9.92M	36.01%
⊕ Peripherals	\$60.61M	\$22.70M	37.45%
⊕ Accessories	\$66.21M	\$24.54M	37.06%
⊕ Notebook	\$86.37M	\$32.01M	37.06%

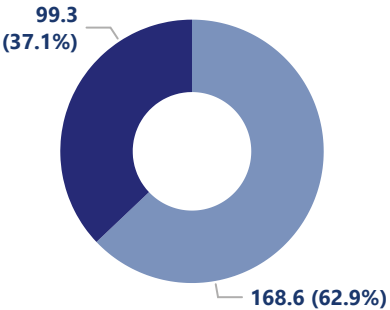
## Countries Driving our NS



## Unit Economics



● Total COGS ● Gross Margin



# Marketing View

Clear all slicers

Segment

All

Customer

All

YTG/YTD

All

Quarters

All

Fiscal Year

2020

Region

All

Net Sales

**\$267.89M**

LY: \$111.34M

(+\$156.55M +140.6%)

GM

**\$99.34M**

LY: \$45.86M

(+\$53.48M +116.62%)

GM %

**37.08%**

LY: 41.19%

(-4.105% -9.968%)

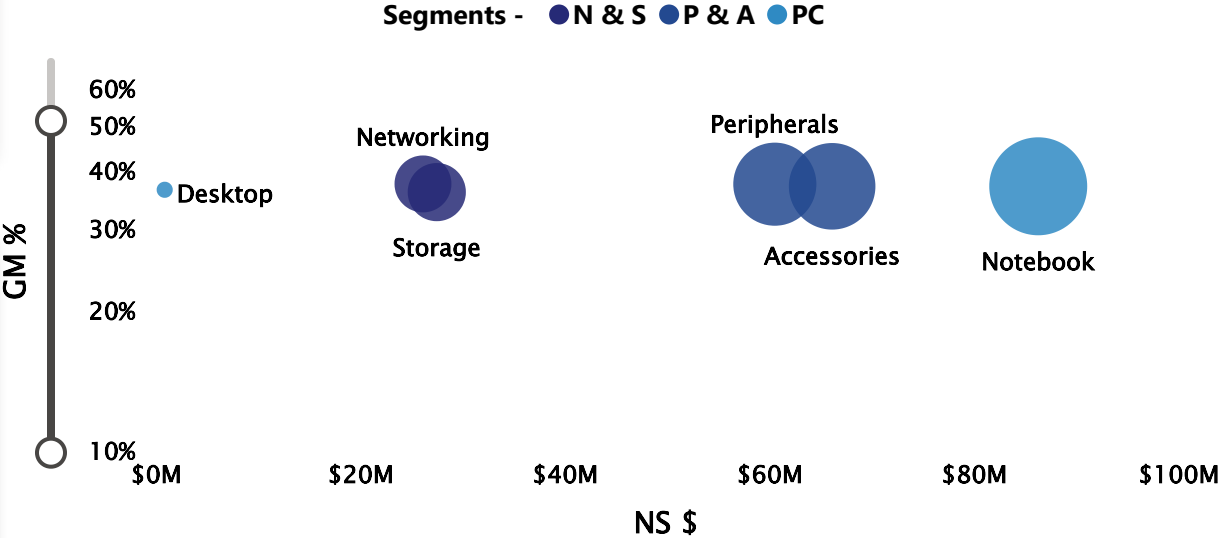
## Our Top 5 Segments

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Notebook	\$86.37M	\$32.01M	37.06%	(\$0.80M)	-0.92%
+ Accessories	\$66.21M	\$24.54M	37.06%	(\$0.57M)	-0.85%
+ Peripherals	\$60.61M	\$22.70M	37.45%	(\$0.30M)	-0.49%
+ Storage	\$27.55M	\$9.92M	36.01%	(\$0.50M)	-1.80%
+ Networking	\$26.20M	\$9.83M	37.50%	(\$0.12M)	-0.47%

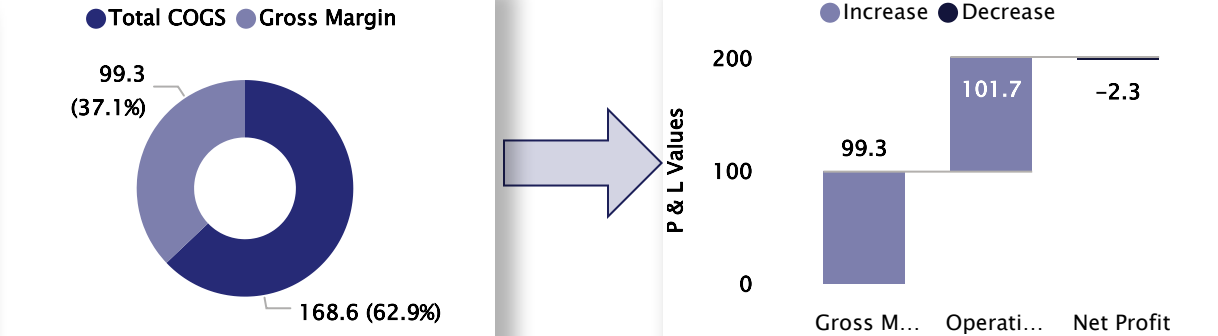
## Region/Market Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$147.90M	\$53.14M	35.93%	(\$1.56M)	-1.05%
+ NA	\$62.18M	\$24.45M	39.32%	(\$1.12M)	-1.80%
+ EU	\$55.82M	\$21.13M	37.85%	\$0.37M	0.66%
+ LATAM	\$2.00M	\$0.62M	30.93%	(\$0.00M)	-0.11%

## Segment Distribution



## Unit Economics



# Supply Chain View

Segment

All

Forecast Accuracy %

72.99%  
LY: 86% (-15.57%)

Net Error

491.6K  
LY: 637.48K (-145.88K)

Abs Net Error

5.74M  
LY: 1.55M (+4.20M)

Customer

All

YTG/YTD

All

Quarters

All

Fiscal Year

2020

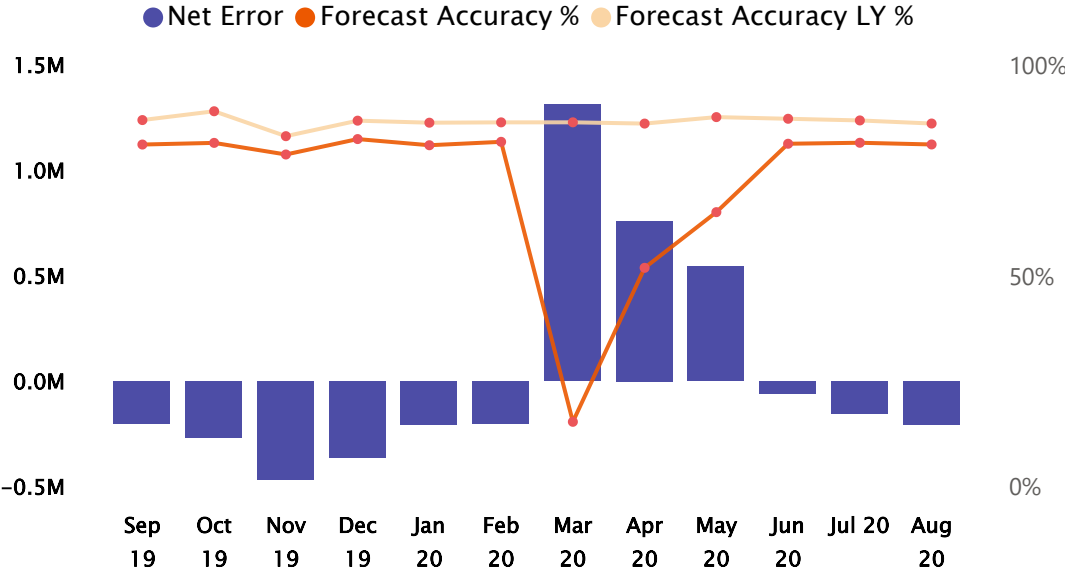
Region

All

## Top 20 Customers By High Forecast Accuracy

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Amazon	48.43%	78%	-917373	-31.93%	OOS
Argos (Sainsbury's)	43.27%	56%	10038	10.79%	EI
Atliq e Store	55.24%	77%	-544329	-28.48%	OOS
AtliQ Exclusive	56.65%	77%	330680	17.76%	EI
Coolblue	43.16%	55%	15660	11.41%	EI
Electricalsbea Stores	41.94%		8182	27.23%	EI
Electricalslance Stores	41.81%	58%	21648	24.02%	EI
Electricalsocity	42.87%	53%	122081	24.92%	EI
Elkjøp	45.00%	12%	78218	39.29%	EI
Euronics	42.25%	57%	-3198	-3.48%	OOS
Expert	48.84%	64%	32551	14.52%	EI
Mbit	49.13%	55%	6922	6.47%	EI
Media Markt	43.66%	8%	73908	38.26%	EI
Nomad Stores	43.96%	45%	85613	34.93%	EI
Premium Stores	42.85%	44%	60275	35.29%	EI
Radio Popular	50.36%	59%	39157	19.89%	EI
Relief	42.81%	17%	58627	36.28%	EI

## Accuracy / Net Error Trend



## Segment Wise Performance

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Risk	Net Error %
⊕ Notebook	76.65%	83%	146640	EI	22.59%
⊕ Peripherals	75.18%	85%	193476	EI	7.43%
⊕ Storage	81.01%	80%	698487	EI	14.86%
⊕ Accessories	71.42%	90%	-167818	OOS	-1.40%
⊕ Desktop	70.07%		-52	OOS	-2.00%
⊕ Networking	52.50%	81%	-379134	OOS	-28.90%

# Executive Dashboard

Segment

All

Quarters

All

Customer

All

Region

All

YTG/YTD

All

Net Sales

**\$3,738.47M**

LY: \$823.43M

(+\$2,915.0M +354%)

GM %

**38.12%**

LY: 36.46% (+1.7% +4.6%)

Net Profit %

**-13.95%**

LY: -6.66%

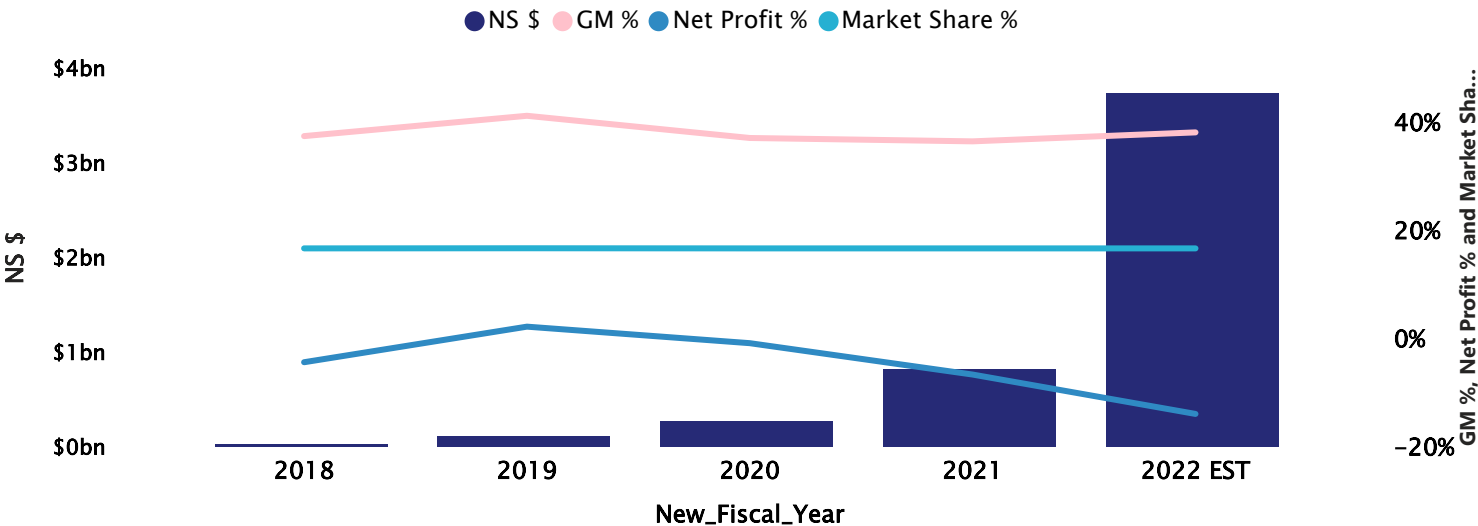
(-7.3% -109.3%)

Forecast Accuracy %

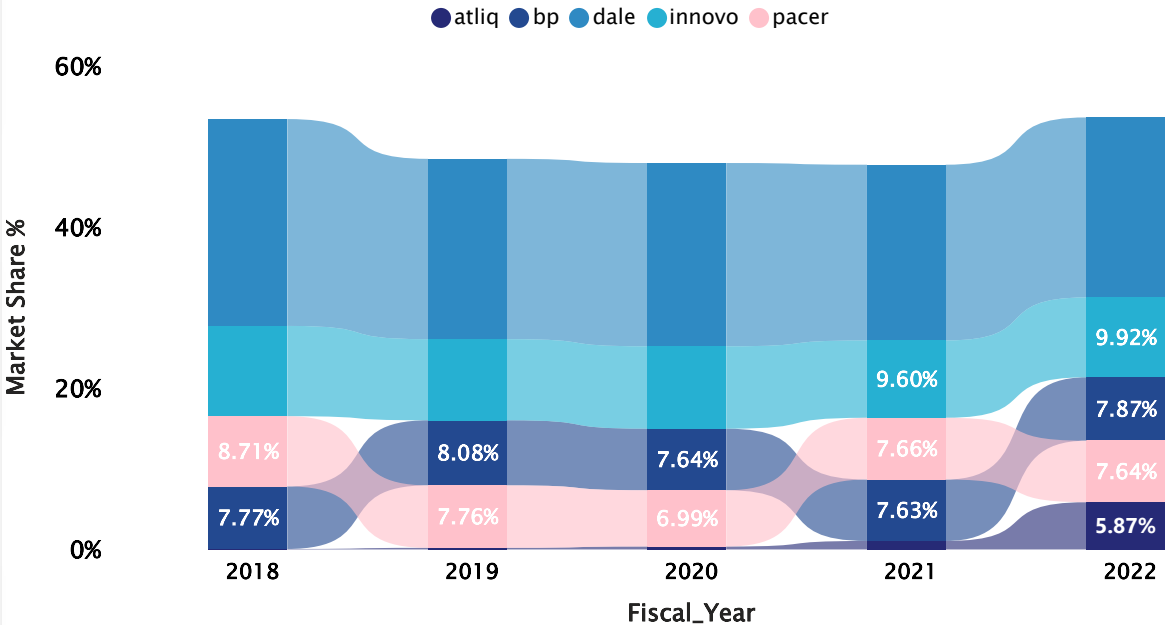
**81.17%**

LY: 80% (+0.97% +1.2%)

Yearly Trend By Revenue, GM%, NP% , Market Share



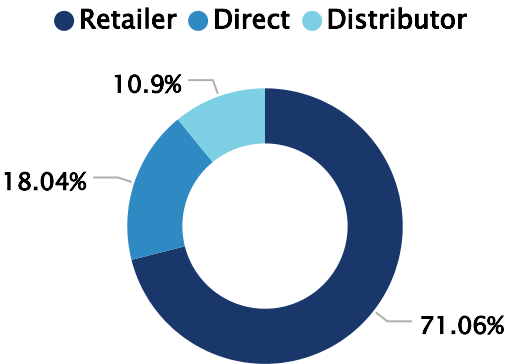
Market Share of Competitors By Fiscal Year



Top 5 Products By Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	4.40%	38.08% ↑
AQ BZ Allin1 Gen 2	4.07%	38.55% ↑
AQ BZ Allin1	3.53%	37.57% ↓
AQ Smash 2	3.41%	37.40% ↓
AQ Smash 1	3.33%	37.49% ↓

Revenue By Channel



Performance By Regions

Sub-Zone	NS \$	GM %	Net Profit %	Risk	RC %	Net Error %	AtliQ MS %	Market Share %
NA	\$1,290.97M	43.46% ↑	-13.39%	OOS	25.97%	-3.79%	2.26%	16.67%
India	\$1,271.40M	35.15% ↓	-22.02%	EI	25.58%	0.21%	2.26%	16.67%
ROA	\$1,078.58M	35.49% ↓	-2.23%	OOS	21.70%	-5.27%	2.26%	16.67%
NE	\$604.76M	34.07% ↓	-14.25%	EI	12.17%	4.92%	2.26%	16.67%
SE	\$446.24M	37.57% ↑	-1.34%	OOS	8.98%	-6.66%	2.26%	16.67%
ANZ	\$257.28M	42.54% ↑	-3.16%	OOS	5.18%	-1.16%	2.26%	16.67%
LATAM	\$21.02M	35.37% ↓	-0.74%	EI	0.42%	0.32%	2.26%	16.67%

Top 5 Customers By Revenue

customer	RC %	GM %
AtliQ Exclusive	9.64%	45.70% ↑
Flipkart	3.61%	39.72% ↑
Atliq e Store	8.40%	37.09% ↑
Amazon	13.60%	36.82% ↑
Sage	3.44%	32.56% ↓

Revenue By Division

