

BUSINESS INSIGHT 360



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COMPANY OVERVIEW

AtliQ Hardware is leading global consumer electronics brand. Specializing in a wide range of hardware products including PCs, mouse , keyboards, printers and more stuff.

With a strong presence in multiple countries , they continuesly innovate to bring cutting-edge technology into homes and workspaces worldwide.



BUSINESS MODEL



PROBLEM STATEMENT

The Company suffered financial losses due to the opening of a store in Latin America without sufficient information.

Recognizing the need to compete with their competitors who use data for desicion making, AtliQ understands the importance of having Data-minded individuals in their team.

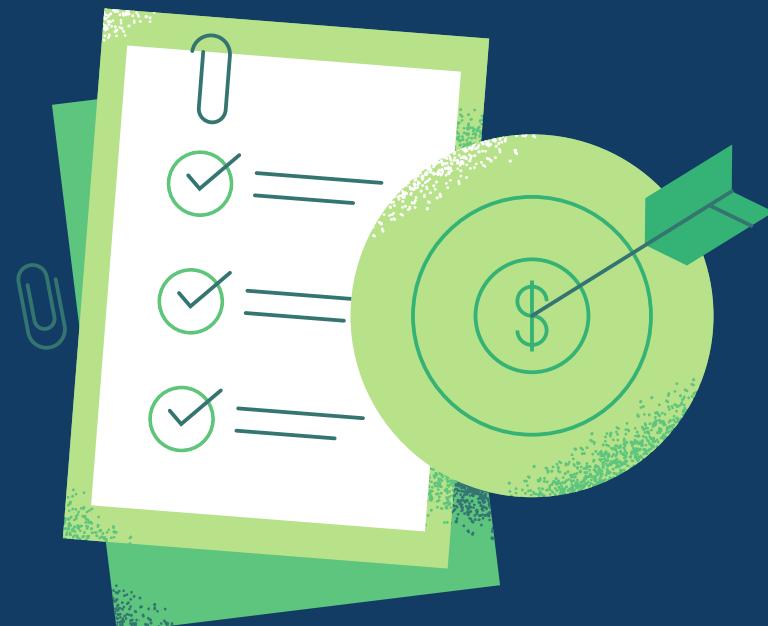
They aim to leverage data to make smarter choice and ensure their survival in the industry.



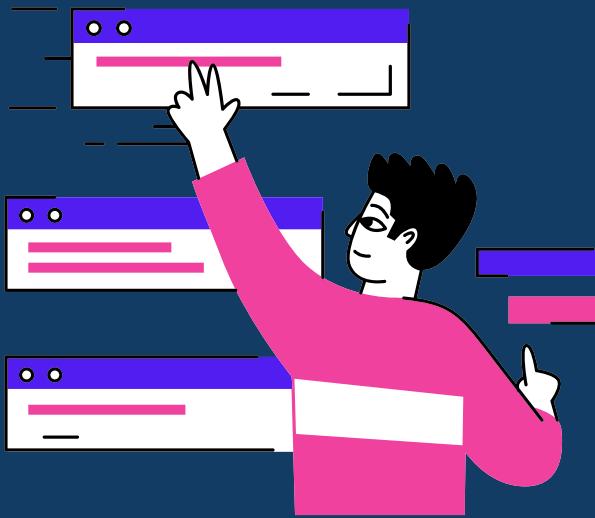
GOALS AND OBJECTIVES



The Company aims to look at data from different departments, make important metrics and visuals, make an easy-to-use dashboard for AtliQ Hardware team. The goal is to use data to make smart choices, help the current products so that they can open new stores in upcoming quarters.



DASHBOARDS



Offers insights into sales performance, key products, regions, and customer segmentation.

Finance View

Provides a comprehensive analysis of financial performance, including revenue, expenses, and profitability trends.

Sales View

Tracks marketing campaign effectiveness, ROI, and audience engagement metrics.

Marketing View

Highlights inventory levels, order fulfillment rates, and supplier performance for operational efficiency.

Supply Chain View

Summarizes high-level KPIs and strategic metrics for quick decision-making by leadership.

Executive View





IMPORTANT BUSINESS TERMS

Net Invoice Sales = Gross Price – Pre Invoice Deduction

Net Sales = Net Invoice Sales – Post Invoice Deductions

Gross Margin = Net Sales – COGS

Net Profit = Gross Margin – Operational Expenses

Net Error = Forecast Quantity – Actual Quantity

ABS Error = ABS(Net Error)

Forecast Accuracy = $1 - \text{ABS Error\%}$

INSIGHTS

- AtliQ Hardwares faces financial challenges due to high expenses on discounts and operations , leading to overall losses.
- Amazon is the vital contributor underscoring the need for a strong partnership."AQ Home Allun 1 Gen 2" excels suggesting growth opportunites.
- USA segments reports losses, requiring detailed investigation for strategic decisions.
- AtliQ hardware's market share from 1.1 % in 2021 to 5.9% increases signals positive market transaction.





RECOMMENDATIONS

- They Should Evaluate and optimise their discounting Strategy so that it will help them to reduce the cost of the product.
- Amazon and “AQ Home Allun 1 Gen 2” is doing great job for AtliQ. So, They should apply the same marketing campaign to the other products also. So that it will help them to increase the product line.
- I would suggest that they should investigate each area where they are facing losses.
- They should continuously monitor their financial performance to keep a hold of it.

Thank's For Watching

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