



Business Insights 360



ATLIQ HARDWARE

AtliQ Hardware is a leading provider of computer hardware and peripheral, specializing in:

- Personal Computers (PC)
- Storage Devices
- Computer Peripherals
- Networking Devices



About Us



Platforms

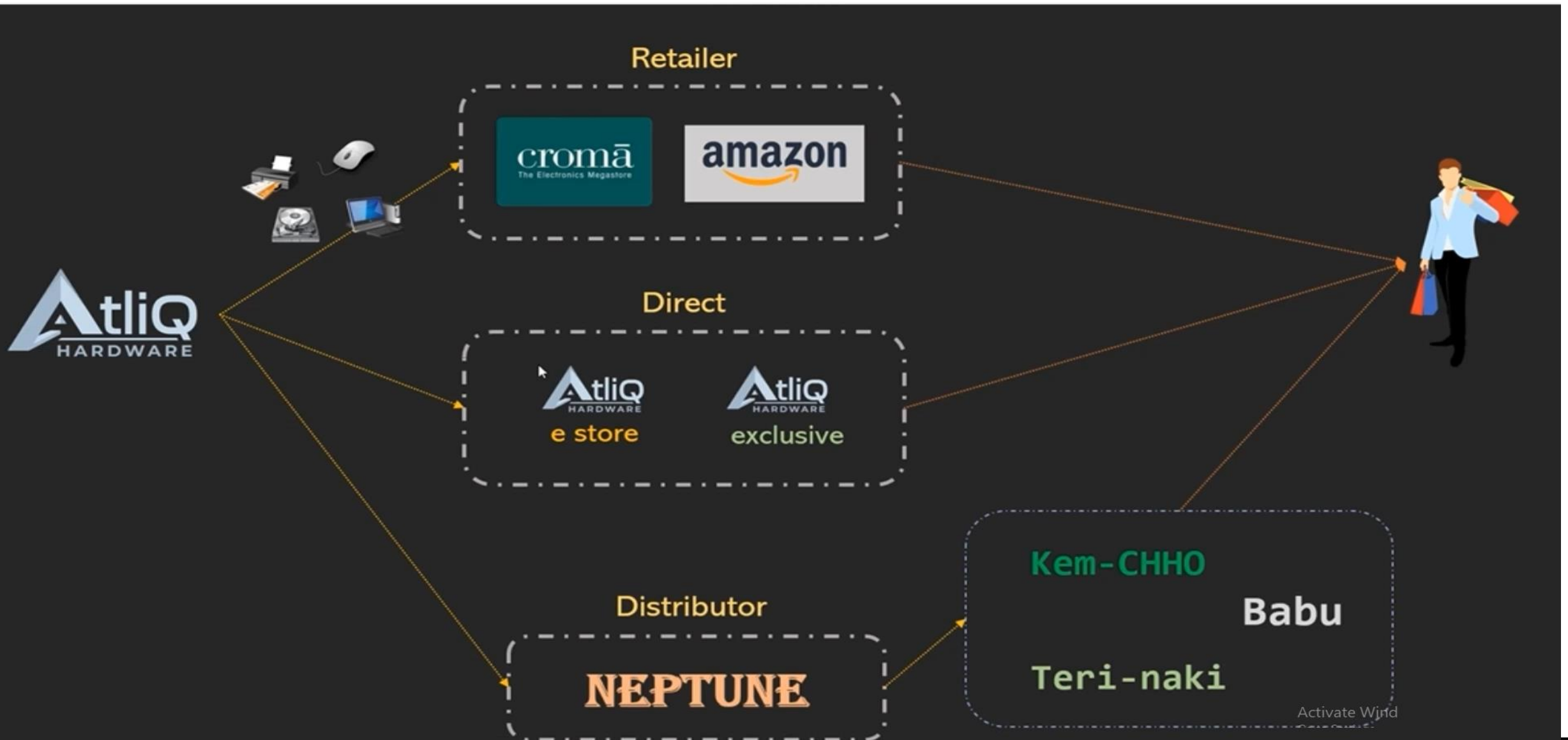
Brick & Mortar



E-Commerce



Channel Overview





Problem Statement

AtliQ Hardware has become one of the fastest growing company in electronics goods market. They opened their own store in Latin America but they served a huge loss. Why because

- 1. They made decisions based on some surveys and intuitions.**
- 2. The company was doing some analysis using excel files because of limited data. Due to the lack of effective analytics the company faced a major loss in Latin America.**
- 3. Since the company has grown and having plenty of data to analyse they cannot do their analysis using Excel.**



Objective and Goal

The main objective is to deep dive into their Operational metrics, Customer insights, Marketing trends and ultimately contribute to the company growth & Success.

Goal:

1. Develop and Implement an Advanced Analytics solution.
2. Enable Efficient Data Analysis and Informed Decision Making.



Business Insight 360



12 April 2022



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.



Information

Values are in Dollars & Millions



Support



Here I have designed the entire report into **5 Dashboards**

Finance View: To see how well the company is doing financially across different markets, products and customer segments. Understand profit and loss to know overall financial performance.

Sales View : Identify top-performing and bottom-performing customers using various metrics to see which customers are performing well and which ones needs attention

Marketing View: Display best and worst performing products with important visuals

Supply Chain View: Show reliability (consistently delivering on time and quality) and forecast accuracy (matching demand accurately) to assess supply chain.

Executive View: The comprehensive view to help executives understand the business environment better, making it easier to make data driven decisions that align strategic goals.

Key Terms:



1. **Revenue:** Income generated from sales of good and services before any expenses or deductions
2. **Net Invoice Sales :** Gross price – Pre Invoice detections
3. **Gross Price :** Refers to total price of a product before any deductions, discount or expenses.
4. **Net Sales:** Net Invoice – Post Invoice deductions
5. **Pre Invoice deductions :** Yearly discount agreements made at the beginning of each financial year.
6. **Post Invoice deductions :** Promotional offers + Placement fees + Performance rebate
7. **Gross margin/Gross Profit :** Net sales – COGS
8. **COGS :** Manufacturing Cost + Freight Cost + Other cost

vs Target

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million \$

BM: -4.38% | -150.38% ▼

Month	Selection	vs BM
Sep 18	8.0	2.1
Oct 18	10.3	2.7
Nov 18	13.7	3.7
Dec 18	14.7	3.7
Jan 19	8.1	2.1
Feb 19	7.8	2.1
Mar 19	8.2	2.2
Apr 19	8.2	2.1
May 19	8.0	2.1
Jun 19	7.9	2.1
Jul 19	8.3	2.1
Aug 19	8.1	2.1

● Market
○ Product

REGION	Values	Chg %
NA	22.01	239.00
APAC	71.33	245.08
LATAM	0.83	320.47
EU	17.22	881.12
Total	111.37	282.57

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.33



Model view



Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

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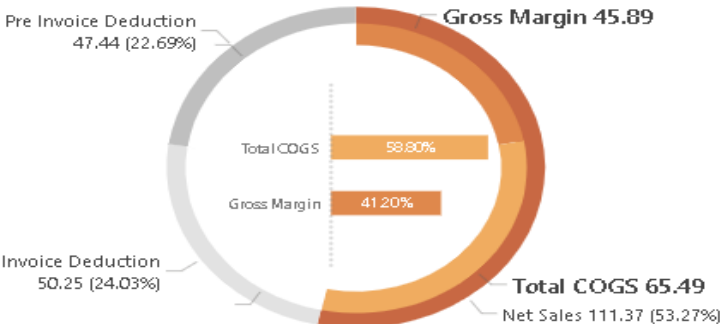
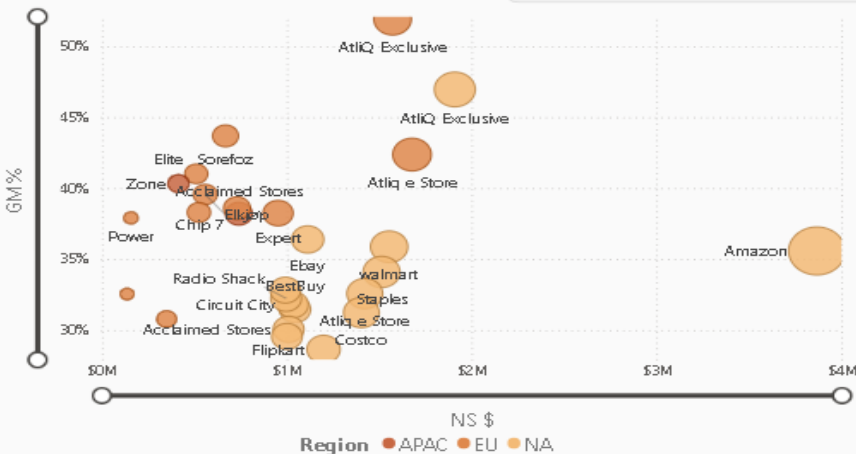
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All values in Million \$

Net Sales Performance Over Time

Gross Margin%
Variance

0%



Product and Customer Performance

Product

Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Flipkart	\$3.58M	1.25M	34.84%	-10.52%
Acclaimed Stores	\$1.75M	0.59M	33.50%	-24.60%
walmart	\$1.55M	0.56M	35.87%	-11.03%
Staples	\$1.51M	0.52M	34.09%	-27.10%
Costco	\$1.40M	0.44M	31.23%	-20.74%
Expert	\$0.95M	0.36M	38.24%	-1.27%
Control	\$1.10M	0.35M	31.94%	-20.61%
Best Buy	\$1.04M	0.33M	31.46%	-25.41%
Circuit City	\$1.03M	0.33M	31.79%	-26.40%
Radio Shack	\$1.00M	0.32M	32.23%	-25.61%
Path	\$1.00M	0.30M	29.55%	-24.67%
Sorefoz	\$0.67M	0.29M	43.68%	-1.85%
Chip 7	\$0.73M	0.28M	38.59%	-3.32%
Nomad Stores	\$0.65M	0.27M	42.24%	-0.61%
Elkjøp	\$0.56M	0.22M	39.55%	-11.95%
Elite	\$0.51M	0.21M	41.01%	-10.25%
Total	\$20.62M	7.19M	34.87%	-16.33%

Marketing View :



BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



FILTERS



Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

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BY REGION/COUNTRY

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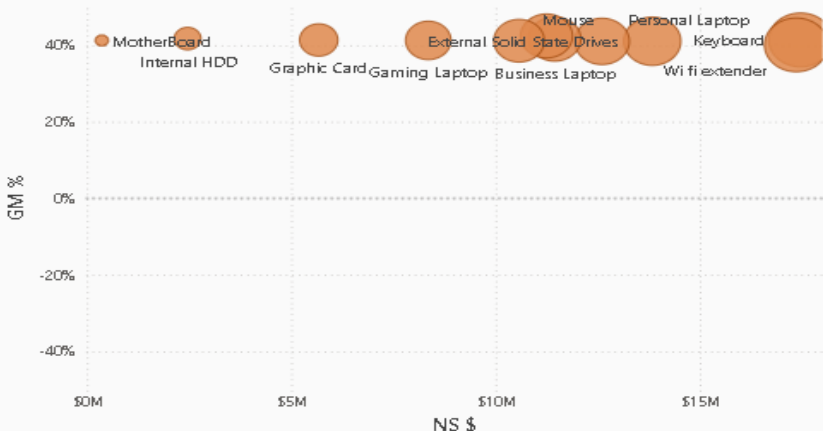
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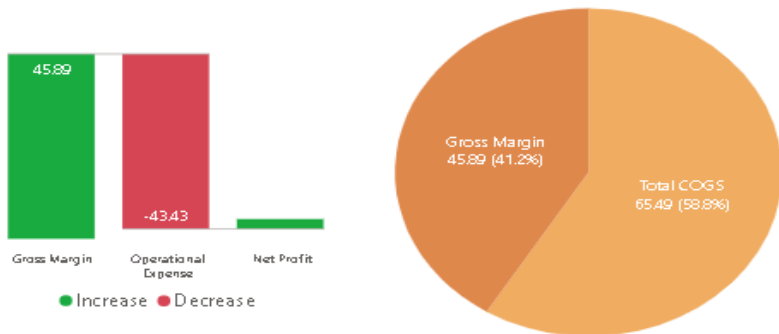
Product & Region Performance by Netprofit % and Gross Margin %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment View



Market View

Segment

Category

Category	NS \$	GM %	NP \$	NP %	Δ NP %
Processors	\$11.25M	42.42%	0.39M	3.45%	-169.51%
Internal HDD	\$2.46M	41.73%	0.07M	2.67%	-161.00%
Business Laptop	\$11.45M	41.62%	0.29M	2.52%	-155.33%
Keyboard	\$17.47M	41.39%	0.42M	2.42%	-167.26%
Graphic Card	\$5.67M	41.37%	0.13M	2.38%	-163.56%
Gaming Laptop	\$8.35M	41.25%	0.20M	2.35%	-125.78%
MotherBoard	\$0.36M	41.25%	0.01M	2.26%	-147.22%
Mouse	\$10.57M	41.17%	0.23M	2.22%	-150.88%
External Solid State ...	\$13.84M	41.04%	0.29M	2.09%	-171.55%
Personal Laptop	\$12.60M	41.00%	0.25M	2.02%	-138.41%
Wi fi extender	\$17.36M	40.08%	0.18M	1.02%	-123.31%
Total	\$111.37M	41.20%	2.46M	2.21%	-150.38%



Home Page

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Sales Trend



Supply Chain View:



BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



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Forecast Accuracy %

86.45%

LY: 80.31% | 7.65% ▲

Net Error (\$)

637K

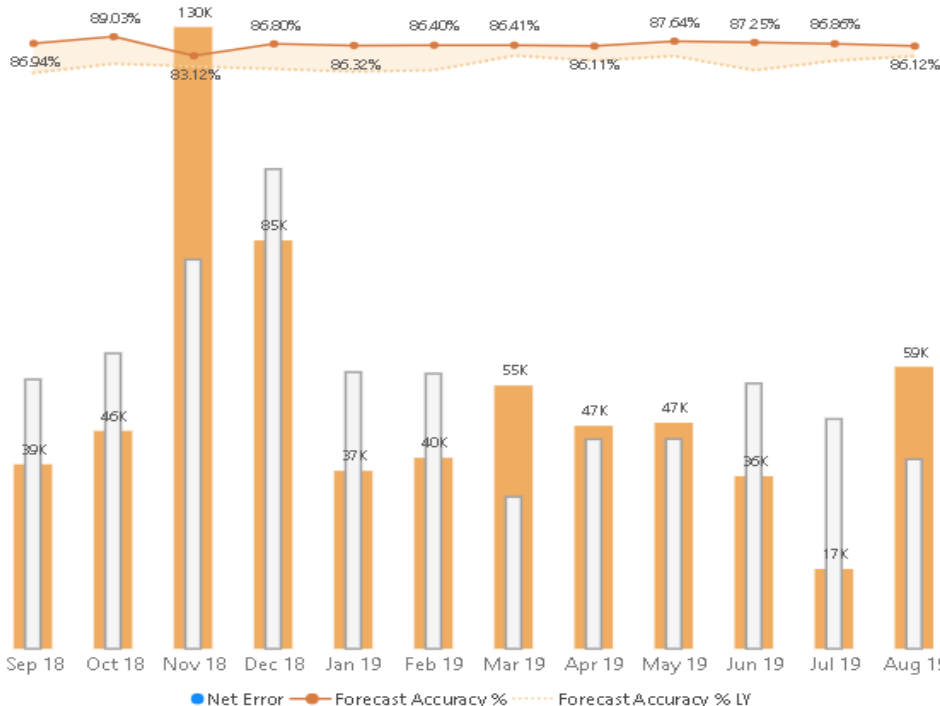
LY: 0.68M | -5.96% ▲

Absolute Error (\$)

2M

LY: 0.81M | 90.21% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	49K	3.2%	EI
AtliQ Exclusive	76.67%	67.89%	93K	8.5%	EI
AtliQ e Store	76.51%	68.38%	38K	4.1%	EI
Expert	64.24%	50.29%	-7K	-6.8%	OOS
Radio Popular	58.50%	44.34%	-5K	-8.0%	OOS
Electricalsance Stores	57.64%		4K	19.3%	EI
Euronics	57.34%	43.62%	3K	7.1%	EI
Acclaimed Stores	56.42%	47.35%	-25K	-15.2%	OOS
Total	86.45%	80.31%	637K	5.6%	EI

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	90.20%	79.13%	-57K	-0.9%	OOS
Keyboard	90.67%	79.22%	167K	5.2%	EI
AQ Gamers	90.45%		60K	6.2%	EI
AQ Lite	90.40%		14K	4.4%	EI
AQ Master wired x1	89.55%	78.94%	57K	5.9%	EI
AQ Master	92.13%	79.50%	36K	3.7%	EI
Total	86.45%	80.31%	637K	5.6%	EI

Home Page

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Supply Chain View

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Sales Trend

+

Conclusions:



- After onboarding the Data Analyst team at AtliQ Hardware, the company acquired an in-depth insight into the Latin American market.
- This enabled them to devise and implement strategies that are not only customized to the region's unique dynamics but also designed for long-term expansion and a strong competitive edge in the hardware sector.



Thank You