AtliQ Hardwares
BUSINESS INSIGHTS 360
Presented by Sanjay Polamarasetti
Power BI

Business Insights 360

Info

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 customers(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 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 y our **issues resolved** by connecting to our support specialist.

Report Refresh Date: Monday, 25 November, 2...

Values are in Dollars & Millions

Sales data loaded until : Dec 21

region, market: All

customer: All

segment, category, ...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

vs LY | vs Target

Top / Bottom Products & Customers by Net Sales

region	P & L Values	p & l YoY Chg %
APAC	1,923.77	-2.48
LATAM	14.82	-1.60
NA	1,022.09	-1.24
EU	775.48	-1.13
Total	**3,736.17**	**-1.86**

segment	P & L Values	p & l YoY Chg %
Accessories	**454.10**	
Batteries	71.37	
Keyboard	225.25	
Mouse	157.48	
Desktop	**711.08**	
Networking	**38.43**	
Notebook	**1,580.43**	
Peripherals	**897.54**	
Storage	**54.59**	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, category, ...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

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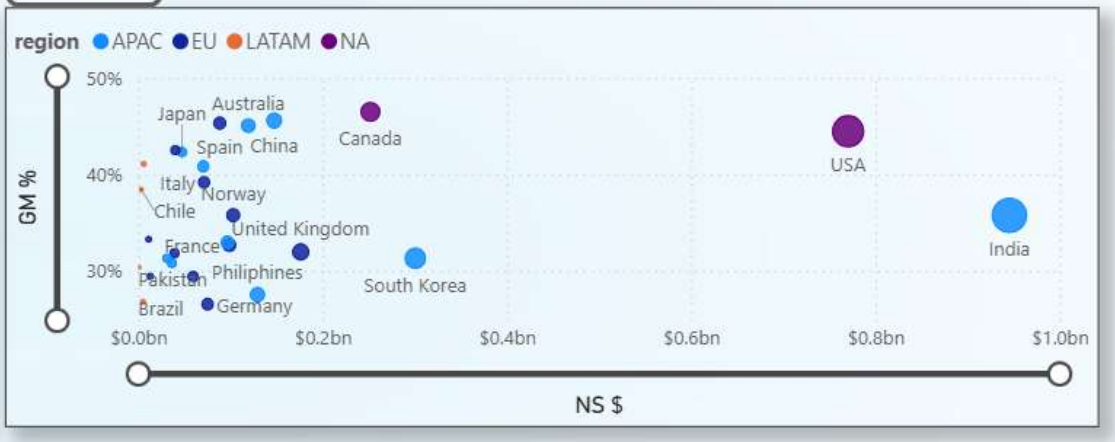
Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	182.77M	36.78%
AtliQ Exclusive	$361.12M	166.15M	46.01%
Atliq e Store	$304.10M	112.15M	36.88%
Flipkart	$138.49M	58.37M	42.14%
Sage	$127.86M	40.31M	31.53%
Leader	$117.32M	36.02M	30.70%
Neptune	$105.69M	49.36M	46.70%
Ebay	$91.60M	33.06M	36.09%
Acclaimed	$73.36M	29.58M	40.32%
Total	**$3,736.17 M**	**1,422.88 M**	**38.08%**

Show NP%

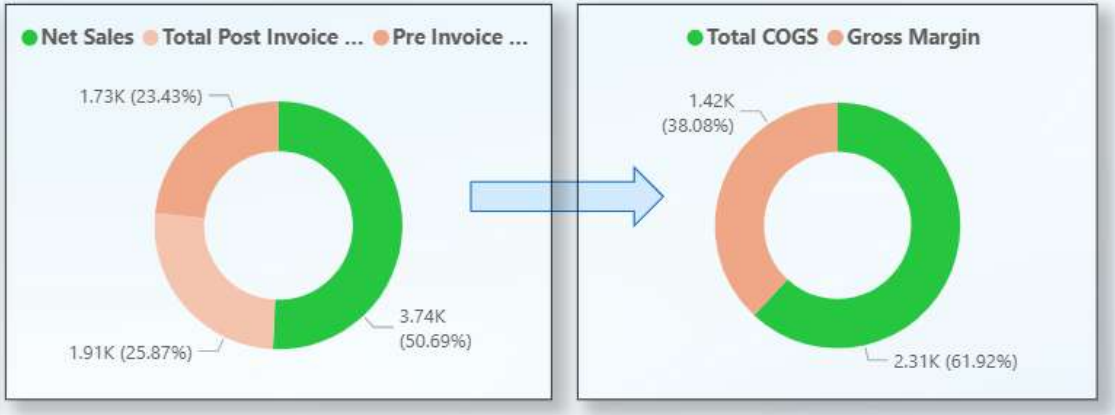
Performance Metrics



Product Performance

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

Unit Economics



region, market: All

customer: All

segment, category, p...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

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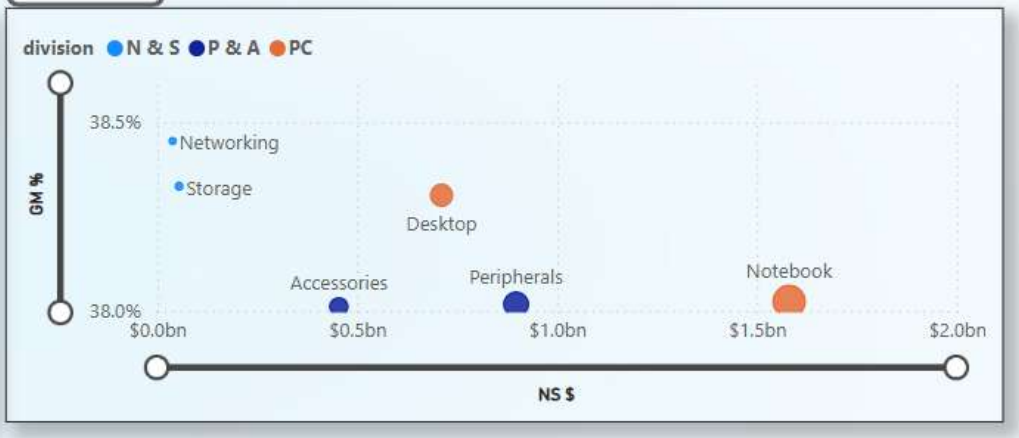
YTD | YTG

Product Performance

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

Show NP%

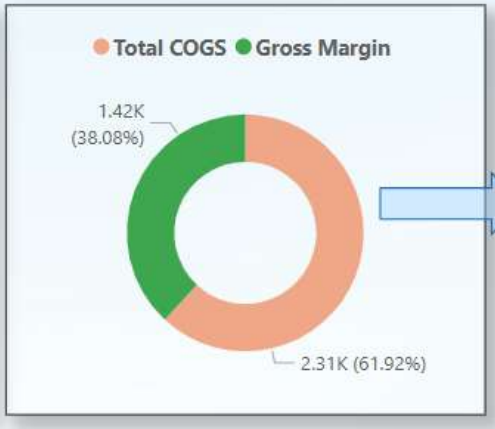
Performance Metrics



Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	267.80M	34.53%	-95.50M	-12.31%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.94%
NA	$1,022.09M	459.68M	44.97%	-145.33M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics



region, market: All

customer: All

segment, category, ...: All

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YTD | YTG

81.17% ✓
LY: 0.80 (+1.2%)
Forecast Accuracy

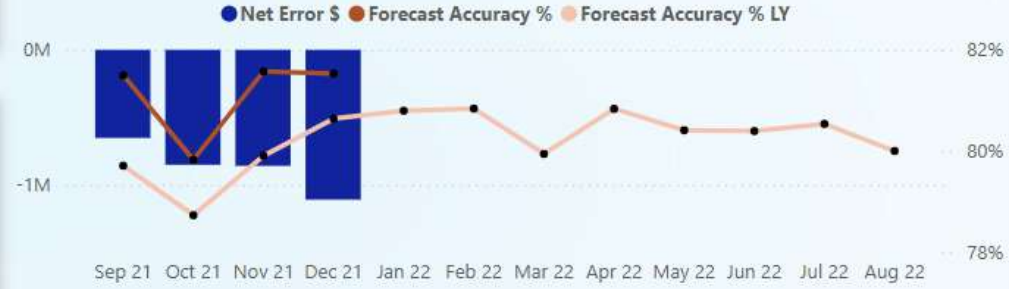
-3472.7K !
LY: -751.7K (-361.97%)
Net Error

6899.0K !
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error $	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74%	EI
All-Out	43.96%	0.29	-150	-0.32%	OOS
Amazon	73.79%	0.75	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	0.56	-23040	-17.60%	OOS
Atlas Stores	49.53%	0.48	-4182	-2.31%	OOS
Atliq e Store	74.22%	0.75	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	0.72	-359242	-11.91%	OOS
BestBuy	46.60%	0.35	81179	16.72%	EI
Billa	42.63%	0.18	3704	3.91%	EI
Boulanger	52.69%	0.59	-48802	-20.21%	OOS
Chip 7	34.56%	0.53	-85293	-35.01%	OOS
Chiptec	50.49%	0.53	-20102	-11.36%	OOS
Circuit City	46.17%	0.35	85248	16.55%	EI
Total	**81.17%**	**0.80**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error $	Net Profit %	Risk
Accessories	87.42%	0.78	341468	-14.05%	EI
Desktop	87.53%	0.84	78576	-13.75%	EI
Networking	93.06%	0.90	-12967	-13.72%	OOS
Notebook	87.24%	0.80	-47221	-14.06%	OOS
Peripherals	68.17%	0.83	-3204280	-14.03%	OOS
Storage	71.50%	0.84	-628266	-13.76%	OOS
Total	**81.17%**	**0.80**	**-3472690**	**-13.98%**	**OOS**

region, market: All | customer: All | segment, category, ...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

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vs LY | vs Target

$3.74bn !
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GM %

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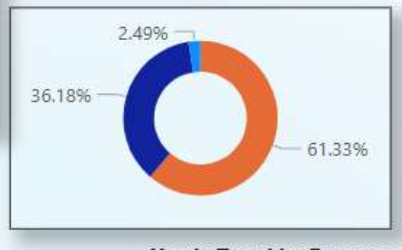
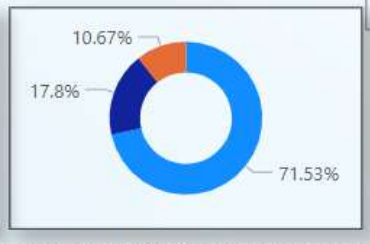
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
LY: 0.80 (+1.2%)
Forecast Accuracy

Revenue by Division



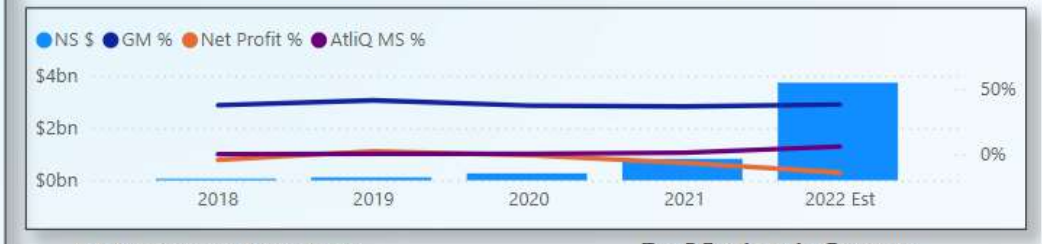
Revenue by Channel



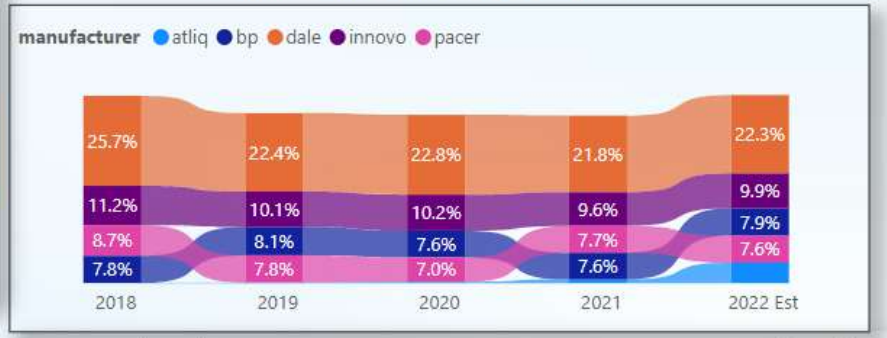
Key Insights by Sub Zone

sub_zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0%	-14.22%	4.9%	14.35%	EI
ANZ	$189.8M	5.1%	43.5%	-7.39%	1.4%	-37.61%	OOS
SE	$317.8M	8.5%	37.0%	-3.99%	16.4%	-55.47%	OOS
India	$945.3M	25.3%	35.8%	-22.99%	13.3%	-24.37%	OOS
LATAM	$14.8M	0.4%	35.0%	-2.94%	0.3%	3.37%	EI
ROA	$788.7M	21.1%	34.2%	-6.32%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8%	-18.09%	6.8%	-4.56%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-13.98%**	**5.9%**	**-9.48%**	**OOS**

Yearly Trend by Revenue, GM%, Net Profit %, PC Market share %



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Sage	3.4%	31.5%
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

product	RC %	GM %
AQ Home Allin1	4.1%	38.7%
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = out of stock, RC = Revenue Contribution