



## Business Insights 360

Your gateway to understanding and analyzing key business metrics across Finance, Sales, Marketing, Supply Chain and Executive views.  
Select any tab below to dive deeper in AtliQ Hardware's



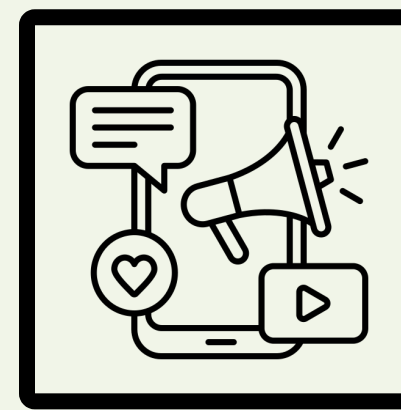
### Finance

View P&L statements across customers, countries, or overall business for any selected time period.



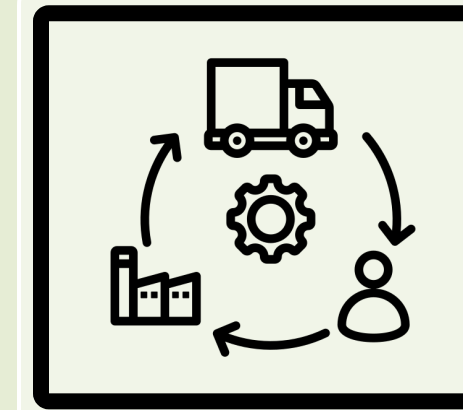
### Sales

Analyze customer performance using key metrics such as Net Sales and Gross Margin, including profitability and growth analysis.



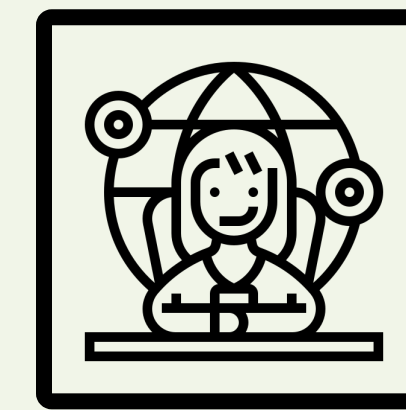
### Marketing

Analyze product performance using key metrics such as Net Sales and Gross Margin, with insights into profitability and growth trends.



### Supply Chain

Review forecast accuracy, net error, and risk profile across products, segments, categories, and customers.



### Executive View

A high-level dashboard designed for executives, consolidating key insights across all major business dimensions.



### Info

Download the user guide and understand the key information about this dashboard, including scope, data coverage and usage guidelines.



### Support

Get assistance and resolve issues by connecting with the support team for guidance on dashboard usage.



market, region

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022\_EST

Q1

Q2

Q3

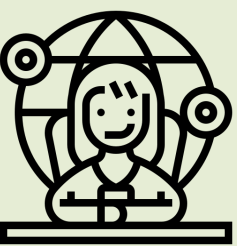
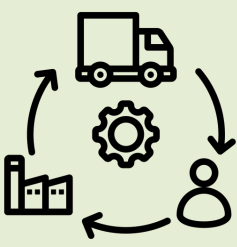
Q4

vs LY

vs  
Target

YTD

YTG



\$823.85M✓

BM: \$267.98M (+207.43%)

Net Sales

36.49%!

BM: 0.37 (-1.65%)

GM%

-6.6%!

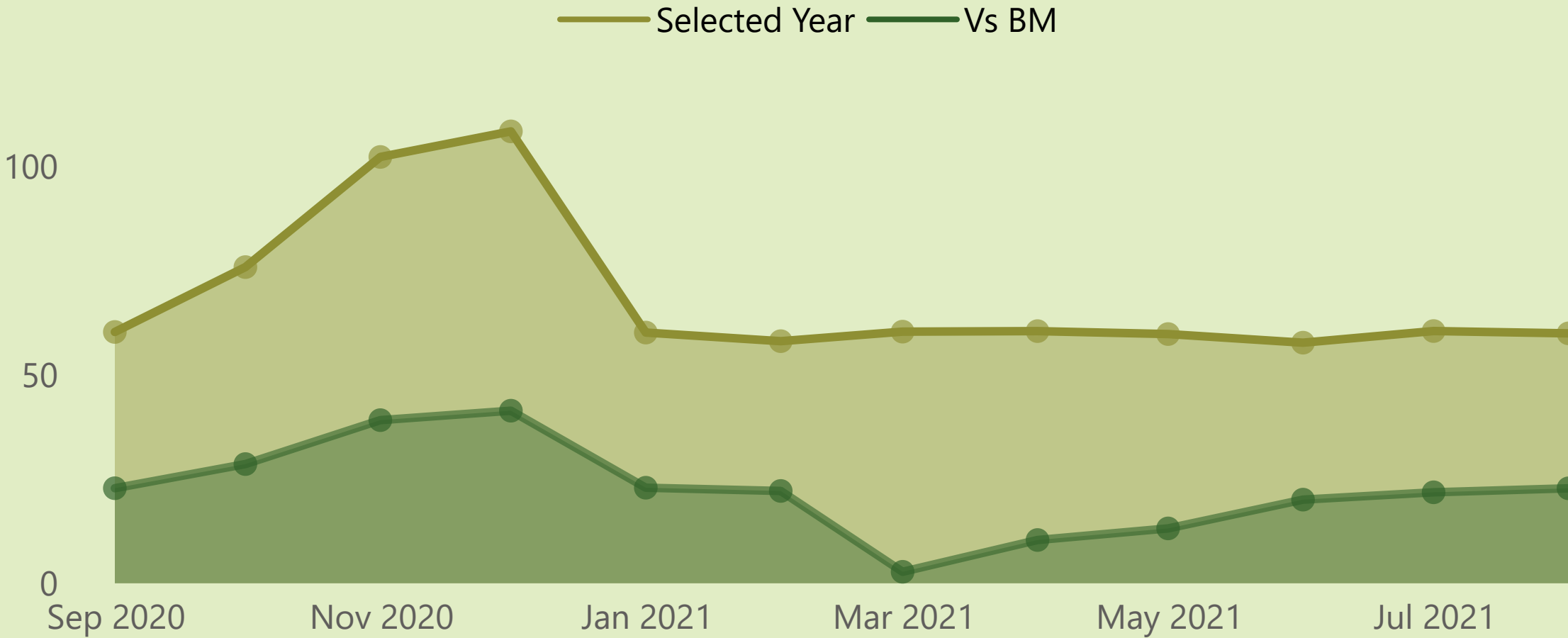
BM: -0.01 (-679.61%)

Net Profit %

Profit and Loss Segment

Line Item	2021	BM	Chg	Chg%
Total Post Invoice Deduction	281.71	95.90	185.81	193.75
Total COGS	523.22	168.56	354.66	210.41
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Operational Expenses	-355.31	-101.70	-253.60	-249.35
Net Sales	823.85	267.98	555.87	207.43
Net Profit %	-6.64	-0.85	-5.79	-679.61
Net Profit \$	823.85	267.98	555.87	207.43
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Gross Sales	1,664.64	535.95	1,128.69	210.60
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
GM / Unit	5.99	4.79	1.21	25.21
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	0.08	0.06	0.02	37.51
- Other Cost	3.39	1.10	2.29	209.52
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98

Net Sales Performance Over Time



Top/Bottom Products & Customers Net Sales

region	P and L values	P and L Chg %
APAC	441.98	19866.66%
EU	200.77	25988.14%
LATAM	3.16	5840.30%
NA	177.94	18602.79%
Total	823.85	20743.07%

segment	P and L values	P and L Chg %
Accessories	244.85	26966.97%
Desktop	46.43	479134.01%
Networking	45.16	7226.21%
Notebook	266.49	20845.23%
Peripherals	166.51	17463.57%
Storage	54.42	9748.34%
Total	823.85	20743.07%

BM = Benchmark, LY=Last Year



market, region

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022\_EST

Q1

Q2

Q3

Q4

vs LY

vs Target

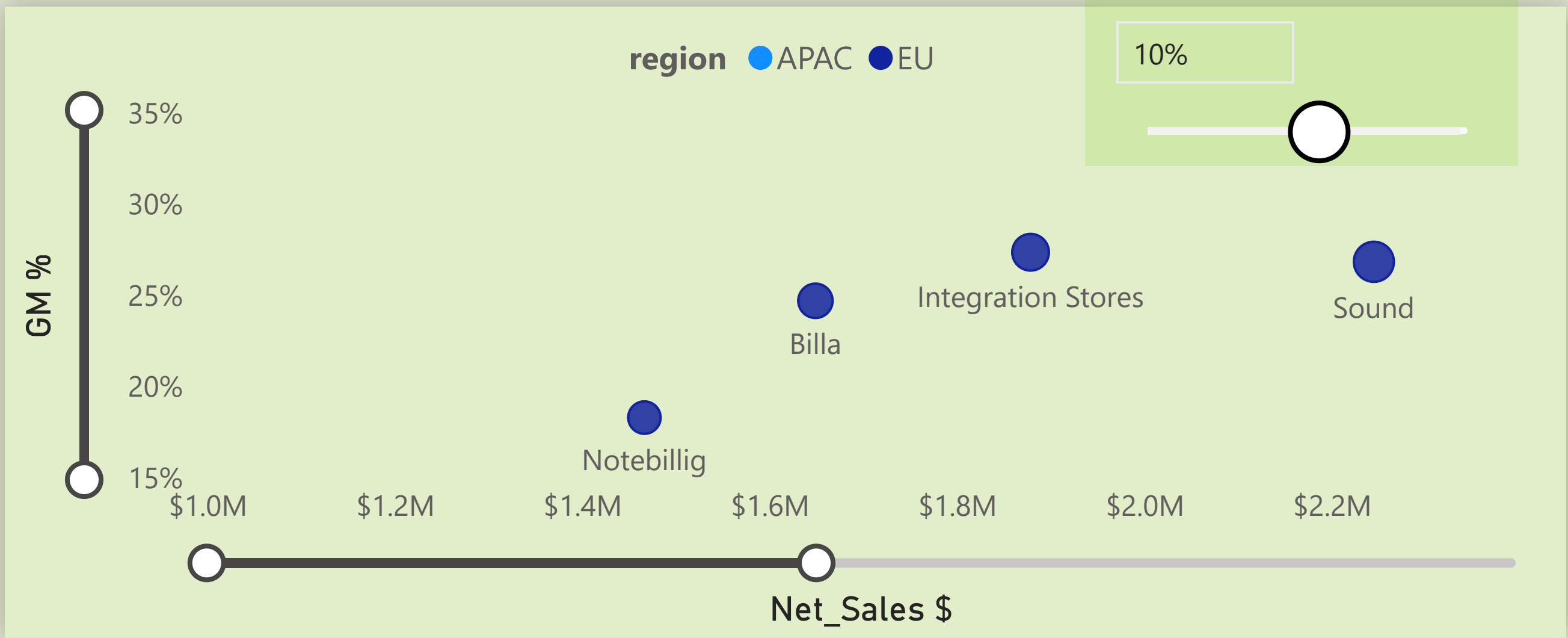
YTD

YTG

Customer Performance

Performance Metrics

customer	Net_Sales \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Neptune	\$21.00M	8.65M	41.17%
Leader	\$24.51M	8.34M	34.01%
Flipkart	\$25.25M	7.64M	30.23%
Ebay	\$19.87M	7.17M	36.10%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Electricalsocity	\$16.25M	5.66M	34.83%

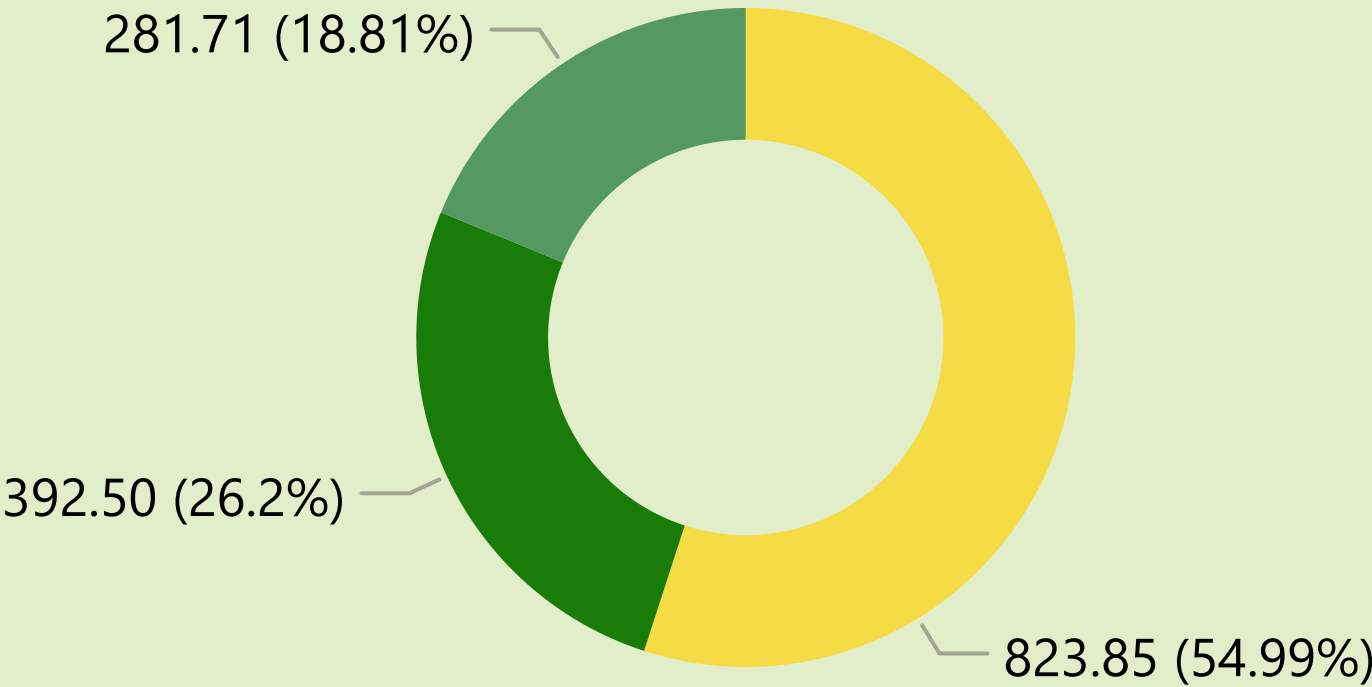


Revenue to Margin Flow

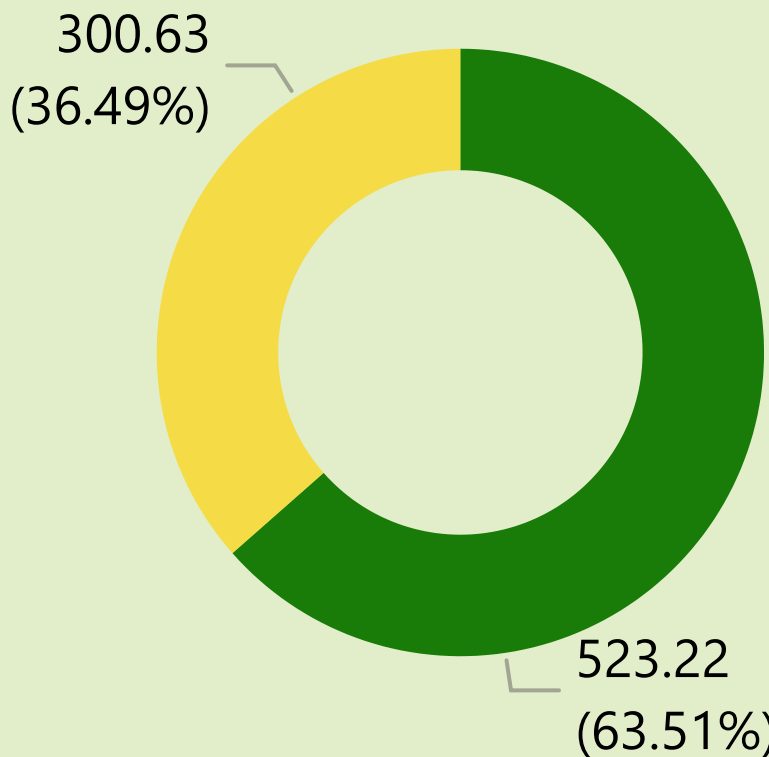
Product Performance

segment	Net_Sales \$	GM \$	GM %
Accessories	\$244.85M	89.30M	36.47%
Desktop	\$46.43M	16.79M	36.17%
Networking	\$45.16M	16.60M	36.75%
Notebook	\$266.49M	97.12M	36.45%
Peripherals	\$166.51M	60.81M	36.52%
Storage	\$54.42M	20.00M	36.75%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>

Description ● Net Sales ● Pre Invoice Deduction ● Total Post Invoice Deduction



Description ● Total COGS ● Gross Margin



LY=Last Year





market, region

customer

segment, category, pr...

2019

2020

2021

2022\_EST

Q1

Q2

Q3

Q4

YTD

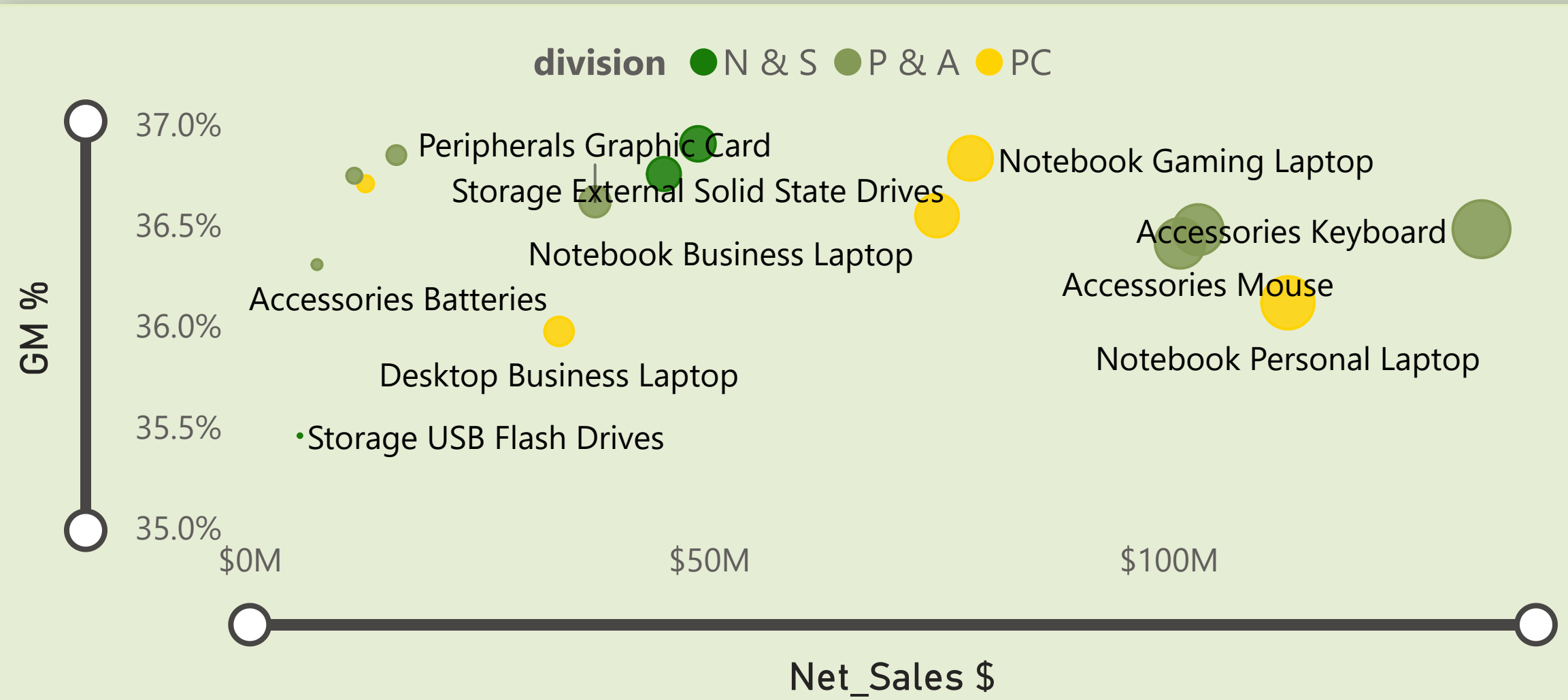
YTG

Product Performance

segment	category	Net_Sales \$	GM \$	GM %	Net_Profit %	Net_Profit \$
+ Storage		\$54.42M	20.00M	36.75%	-6.4%	-3.46M
+ Networking		\$45.16M	16.60M	36.75%	-6.4%	-2.91M
+ Peripherals		\$166.51M	60.81M	36.52%	-6.6%	-11.03M
+ Accessories		\$244.85M	89.30M	36.47%	-6.7%	-16.29M
+ Notebook		\$266.49M	97.12M	36.45%	-6.6%	-17.72M
+ Desktop		\$46.43M	16.79M	36.17%	-7.0%	-3.27M
Total		\$823.85M	300.63M	36.49%	-6.6%	-54.68M

Show NP%

Performance Matrix

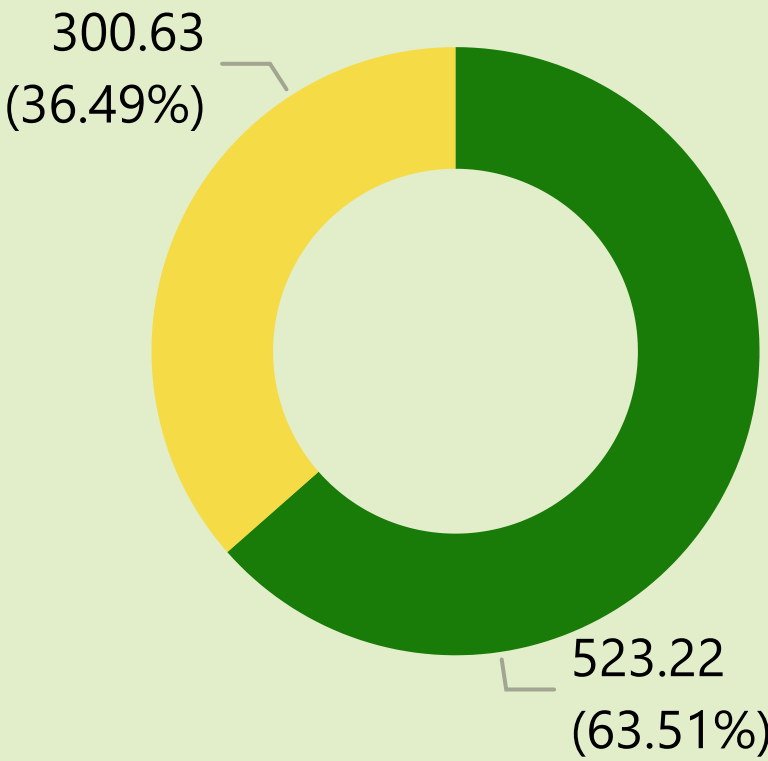


Regional Profitability

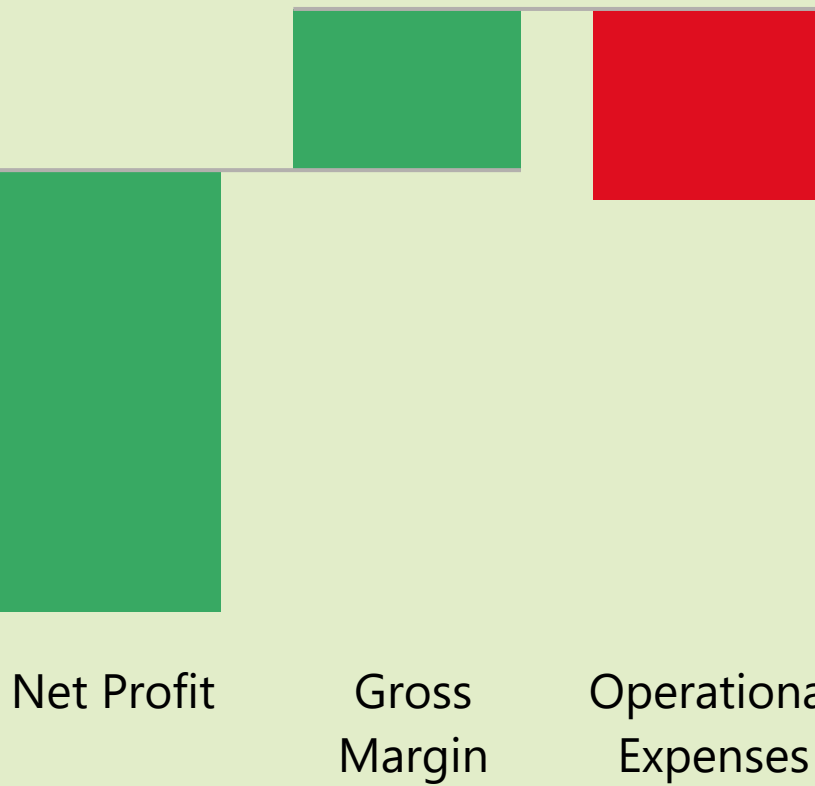
region	Net_Sales \$	GM \$	GM %	Net_Profit %	Net_Profit \$
+ EU	\$200.77M	76.98M	38.34%	1.4%	2.81M
+ LATAM	\$3.16M	1.19M	37.54%	6.2%	0.20M
+ NA	\$177.94M	66.25M	37.23%	-13.7%	-24.33M
+ APAC	\$441.98M	156.21M	35.34%	-7.5%	-33.35M
Total	\$823.85M	300.63M	36.49%	-6.6%	-54.68M

Revenue to Margin Flow

Description ● Total COGS ● Gross Margin



● Increase ● Decrease





market, region

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022\_EST

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓

LY: 491.6K (-252.91%)

Net Error

9780.74K!

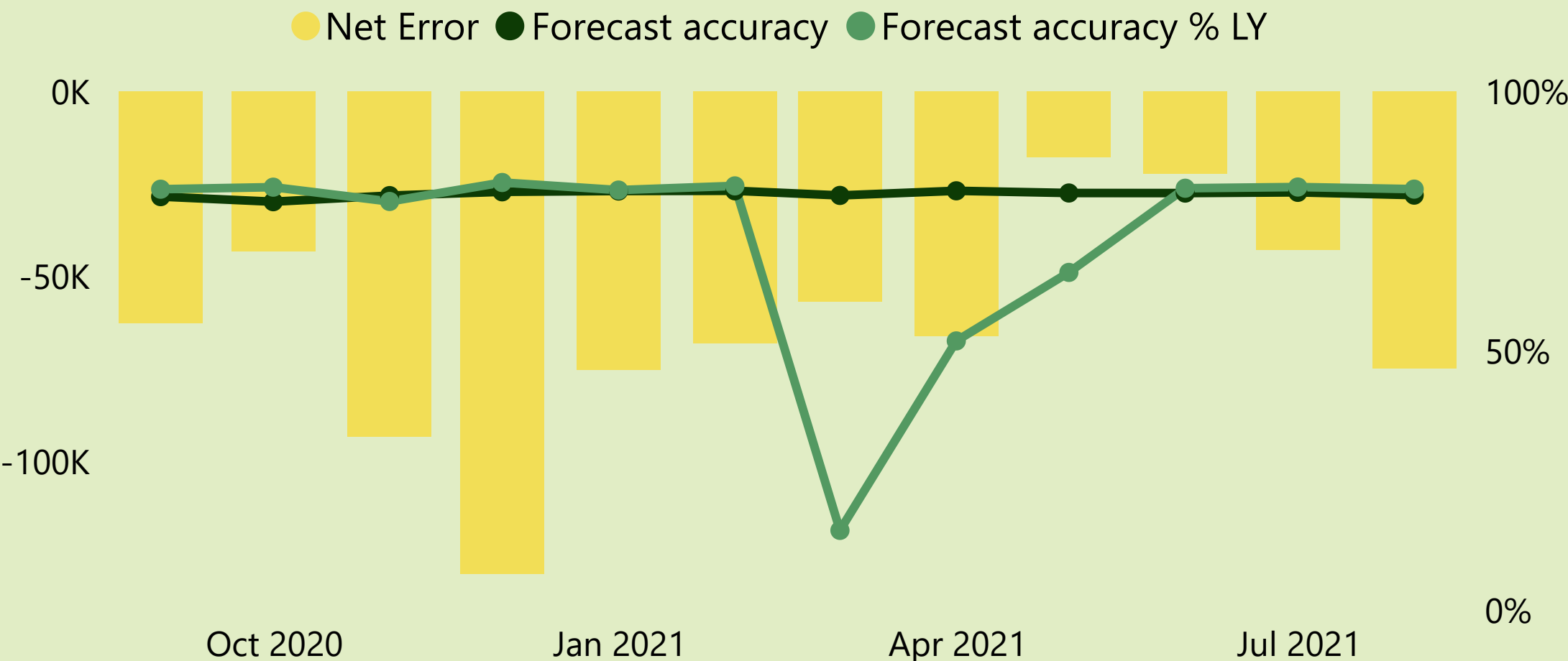
LY: 5743.2K (+70.3%)

Absolute Error

Key Metrics By Customer

customer	Forecast accuracy	Net Error	Net Error %	Forecast accuracy % LY	Risk
Atliq e Store	74.59%	-94643	-2.30%	55.24%	Out of Stock
Amazon	74.54%	-155116	-2.35%	48.43%	Out of Stock
AtliQ Exclusive	71.69%	-189086	-4.59%	56.65%	Out of Stock
Mbit	62.34%	51220	14.05%	49.13%	Excess Inventory
Euronics	60.79%	58391	15.34%	42.25%	Excess Inventory
Expert	60.67%	69286	11.97%	48.84%	Excess Inventory
Boulangier	58.77%	81786	18.34%	38.12%	Excess Inventory
UniEuro	58.22%	173583	23.54%	45.77%	Excess Inventory
Radio Popular	56.74%	72810	15.52%	50.36%	Excess Inventory
Power	56.72%	22117	13.18%	40.19%	Excess Inventory
Flawless Stores	56.29%	20844	13.52%	38.59%	Excess Inventory
Argos (Sainsbury's)	56.08%	8033	4.14%	43.27%	Excess Inventory
Info Stores	55.99%	16776	11.25%	35.71%	Excess Inventory
Premium Stores	55.64%	75214	19.87%	42.85%	Excess Inventory
Sorefoz	55.21%	22682	6.49%	41.33%	Excess Inventory

Accuracy and Net Error Trend



Key Metrics By Product

segment	Forecast accuracy	Forecast accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	Out of Stock
Desktop	84.37%	70.07%	16205	11.22%	Excess Inventory
Networking	90.40%	52.50%	227056	8.17%	Excess Inventory
Notebook	79.99%	76.65%	-51254	-3.96%	Out of Stock
Peripherals	83.23%	75.18%	-318194	-5.89%	Out of Stock
Storage	83.54%	81.01%	1507656	15.77%	Excess Inventory
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.52%</b>	<b>Out of Stock</b>

BM = Benchmark, LY=Last Year



market, region

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022\_EST

Q1

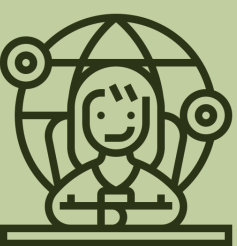
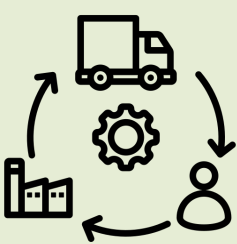
Q2

Q3

Q4

vs LY

vs Target



80.21%!

BM: \$267.98M (-100%)

Net Sales

-751.71K✓

BM: 491.6K (-252.91%)

Net Error

-6.6%✓

BM: -0.01 (-679.61%)

Net Profit %

9780.74K!

BM: 5743.2K (+70.3%)

Forecast Accuracy%

Key Insights By Sub Zone

sub_zone	Net_Sales \$	RC %	GM %	AtliQ MarketShare %	Net_Profit %	Net Error %	Risk
SE	\$91,477,862.06	11.10%	38.71%	3.63%	4.4%	10.56%	Excess Inventory
India	\$210,673,638.41	25.57%	32.03%	2.45%	-24.7%	3.90%	Excess Inventory
ROA	\$186,893,888.60	22.69%	38.34%	1.47%	8.2%	-21.55%	Out of Stock
NE	\$109,288,874.07	13.27%	38.03%	1.17%	-1.1%	11.27%	Excess Inventory
NA	\$177,940,832.37	21.60%	37.23%	0.76%	-13.7%	-7.06%	Out of Stock
ANZ	\$44,409,778.07	5.39%	38.46%	0.28%	7.3%	-5.19%	Out of Stock
LATAM	\$3,164,145.95	0.38%	37.54%	0.05%	6.2%	5.32%	Excess Inventory
Total	\$823,849,019.54	100.00%	36.49%	1.06%	-6.6%	-1.52%	Out of Stock

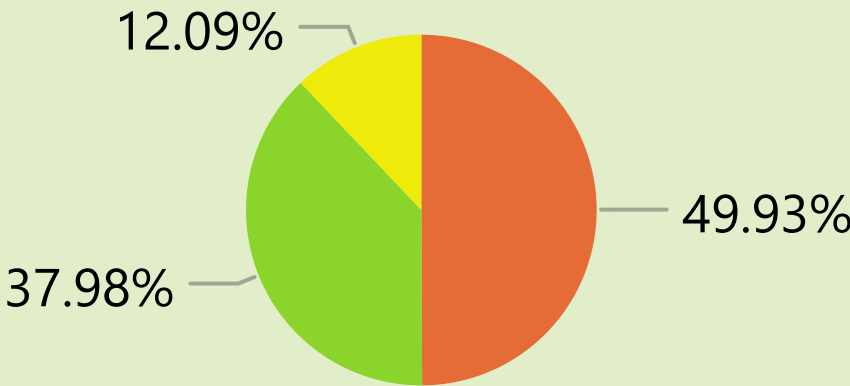
Revenue By Division

YTD

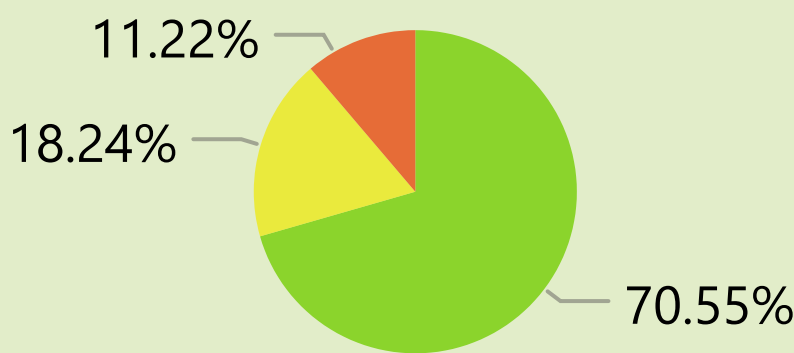
YTG

Revenue By Channel

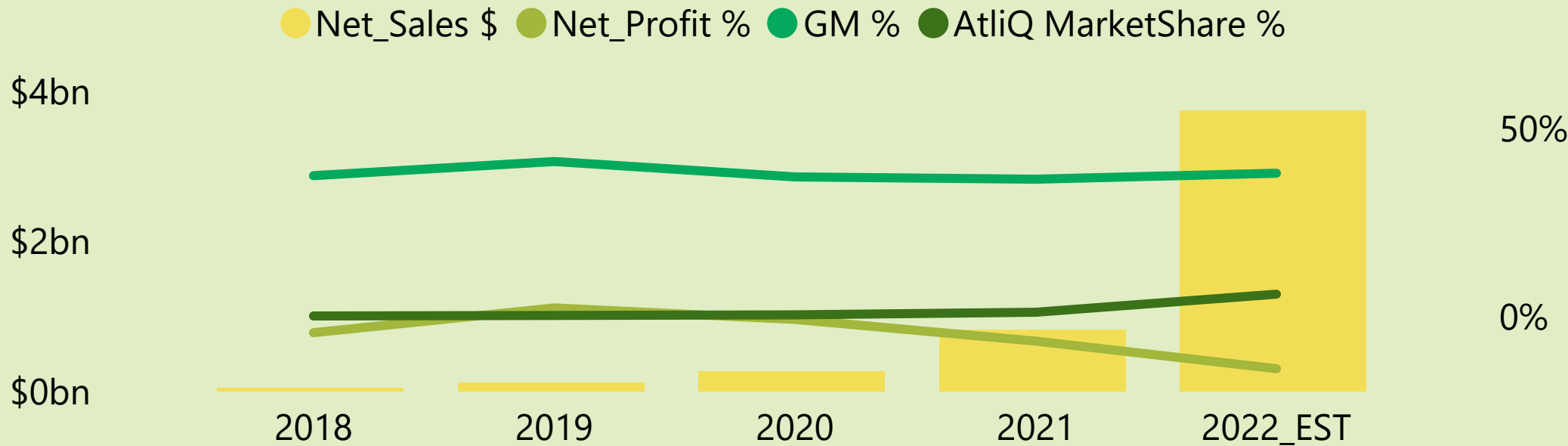
division P & A PC N & S



channel Retailer Direct Distributor



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

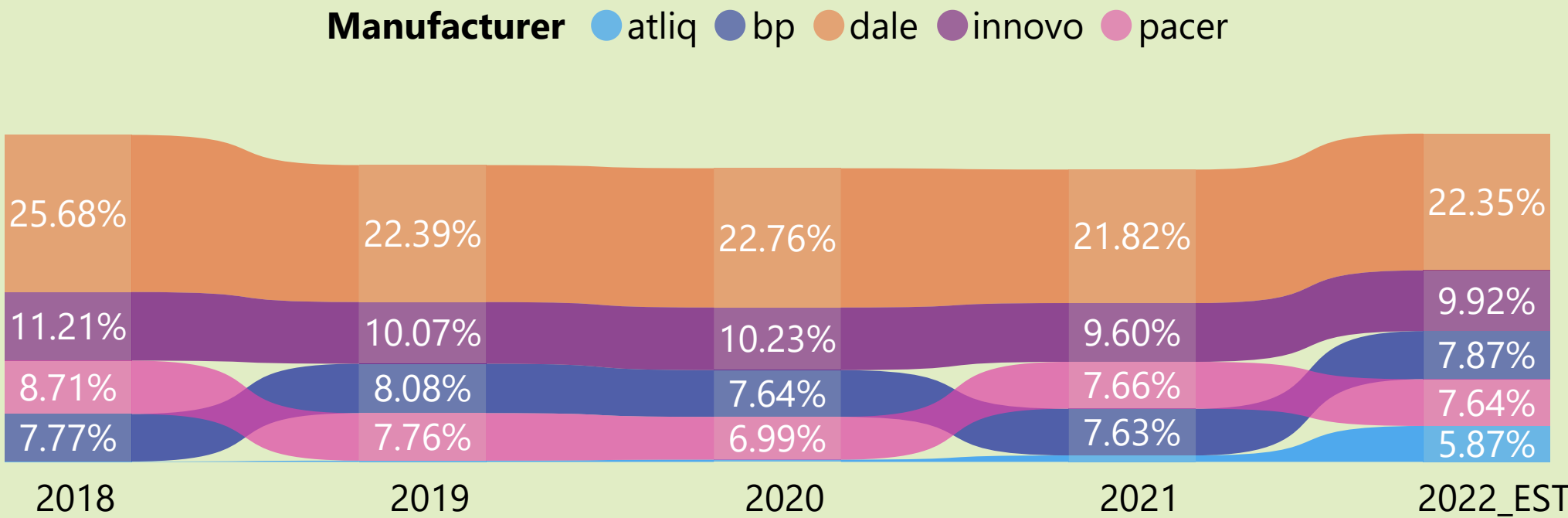


Key Metrics By Product

product	RC %	GM %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%

customer	RC %	GM %
Flipkart	3.07%	30.23%
Sage	3.29%	35.16%
Amazon	13.23%	35.40%
Atliq e Store	8.53%	37.54%
AtliQ Exclusive	9.70%	43.73%
Total	37.82%	37.58%

PC Market Share Trend - AtliQ & Competitors



BM = Benchmark, LY=Last Year