



# Business Insight 360



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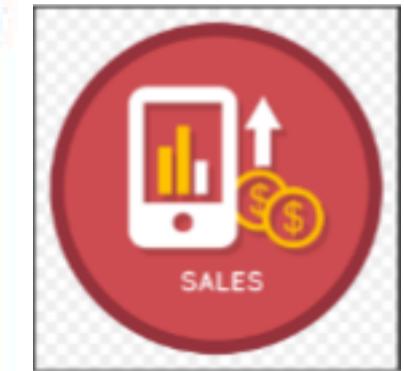
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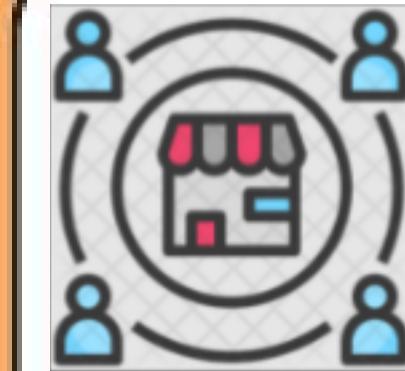
Information



Finance View



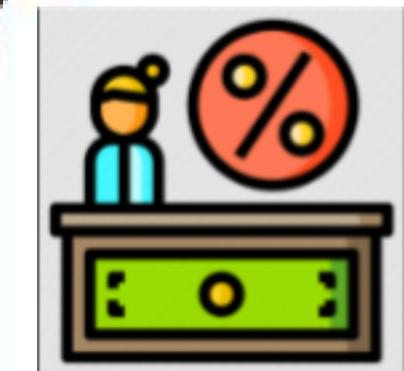
Sales View



Market View



Supply Chain

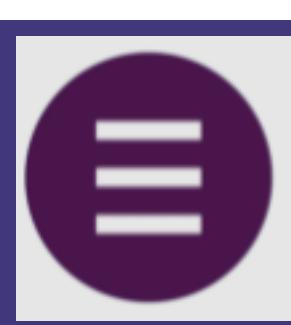


Executive View



Support

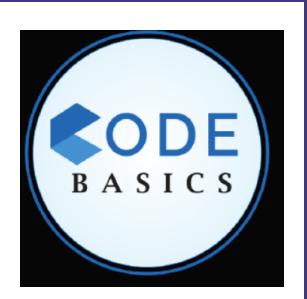
Mr. Haryali Request



# Business Insights 360

1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs [click here](#).
5. Download live excel version [here](#).

[User Manual](#)





## Quick Insight

From 2019 to 2022, AtliQ Hardware's financial performance exhibited notable trends. Net sales surged from \$111.4M in 2019 to \$3.7B in 2022, a remarkable increase of 3,225.51%. Gross margin remained relatively stable, peaking at 41.20% in 2019 and slightly declining to 38.08% by 2022. However, net profit showed a concerning downward trend, worsening from 2.21% in 2019 to -13.98% in 2022, a relative change of -731.67%. The company fell short of its 2022 targets in net sales and profit margin but closely aligned with its gross margin target.

## Business Insights 360



### Financial View



#### Net Sales

\$3.7bn

BM: 823.85M | 353.5% ▲



#### GM %

38.08%

BM: 36.49% | 4.37% ▲

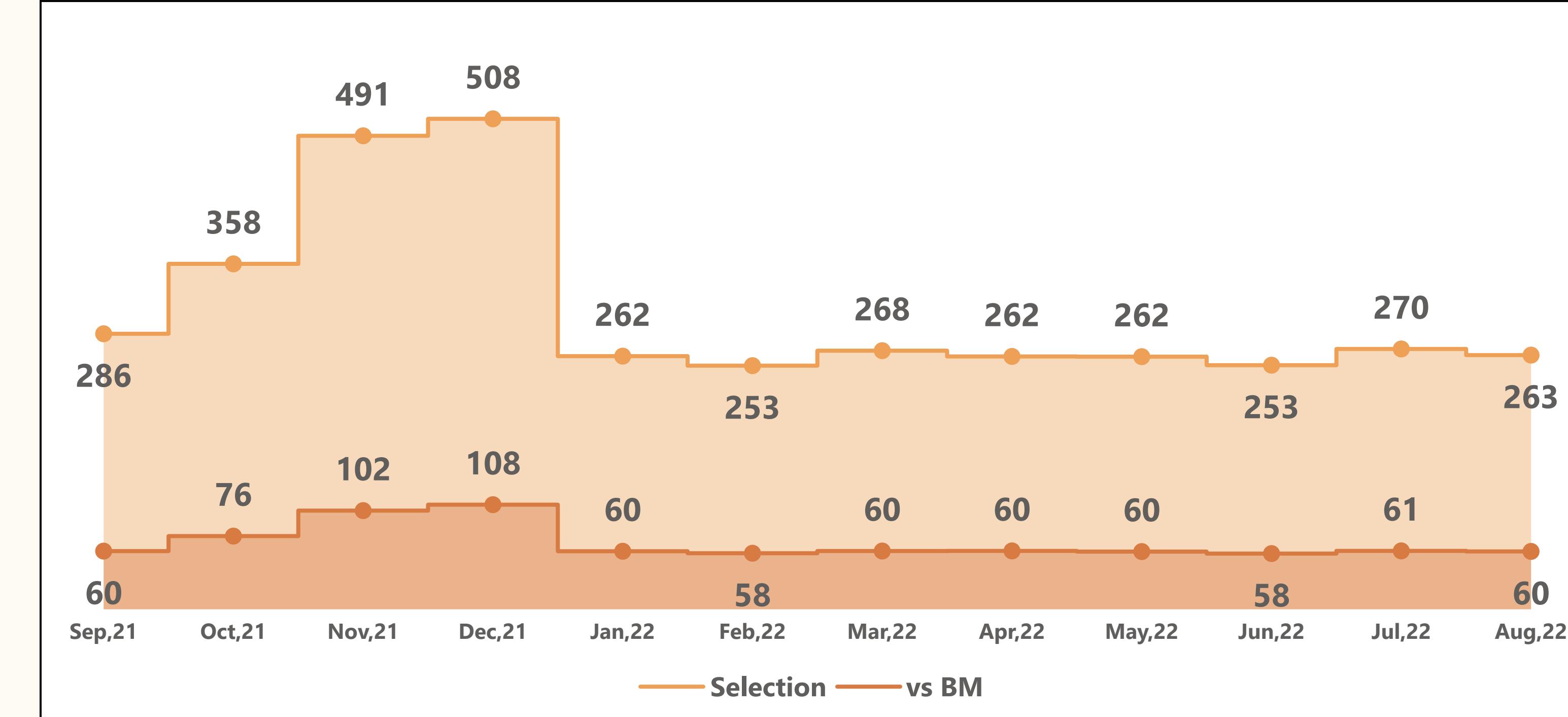


#### net\_profit %

-13.98%

BM: -6.63% | 110.79% ▲

#### Net Sales Performance over time

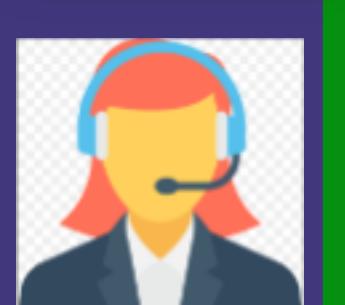
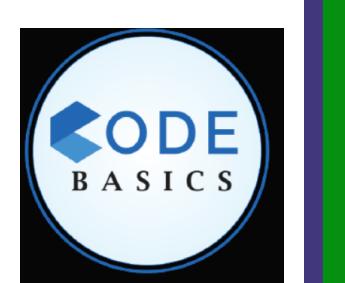
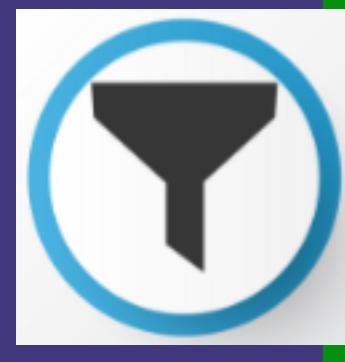
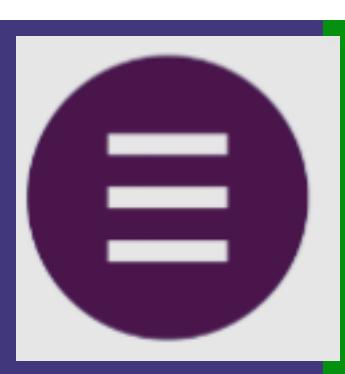


#### Top / bottom Products and Markets by Net Sales

Primary Parameter	region	P&L Values	Chg %	
			-	▼
■ region	+ APAC	1,923.77	335.27	
□ category	+ NA	1,022.10	474.41	
Secondary Parameter	+ EU	775.48	286.26	
■ market	+ LATAM	14.82	368.39	
□ product				

#### Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.02	392.51	1,334.51	340.00
Net Invoice Sales	5,643.12	1,272.13	4,370.99	343.60
- Post Discounts	1,243.53	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.28	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
operational_expense	-1,945.3	-355.28	-1,590.02	447.54
net_profit\$	0	0	0	0
	-522.43	-54.65	-467.77	855.92

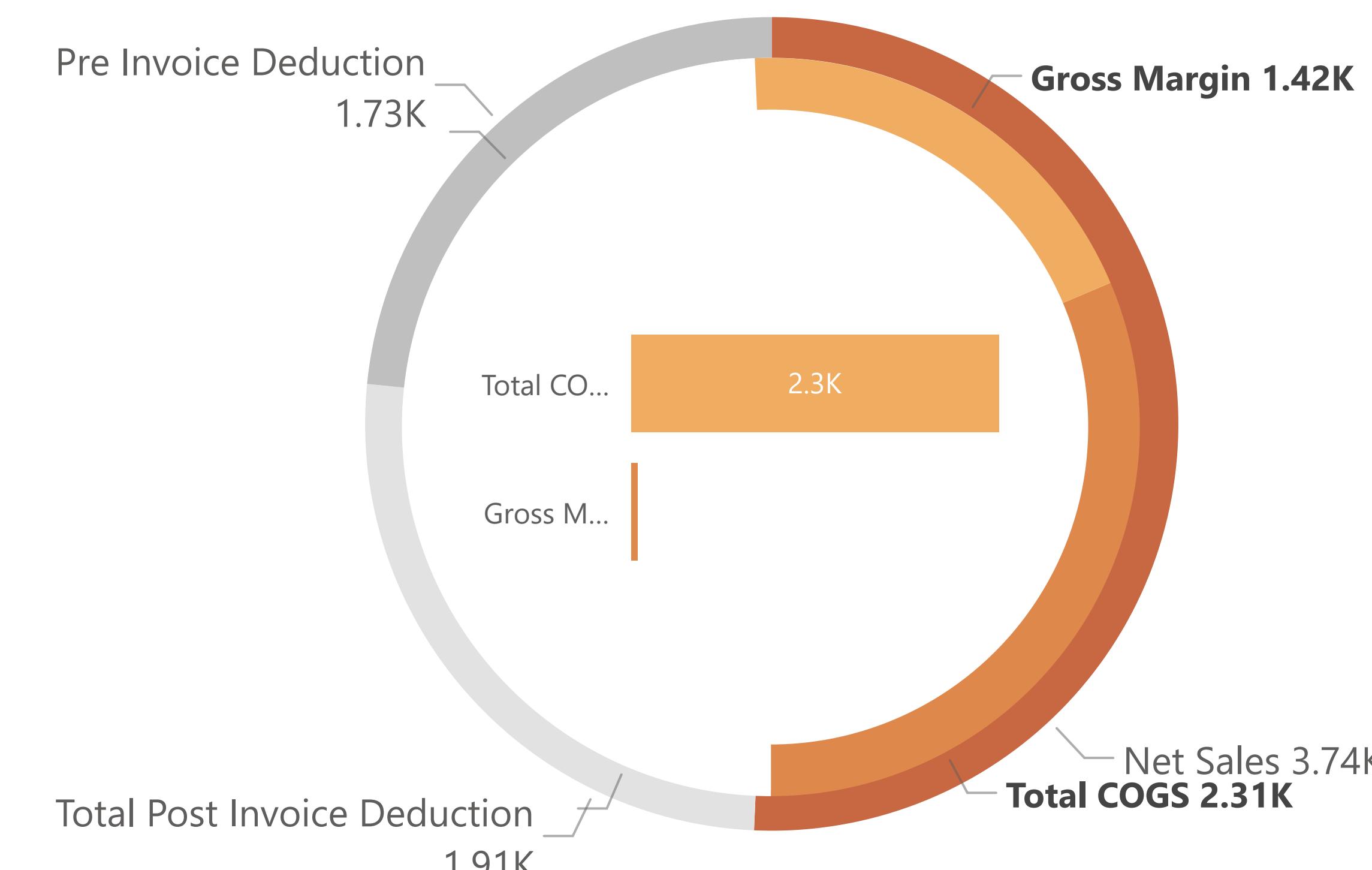
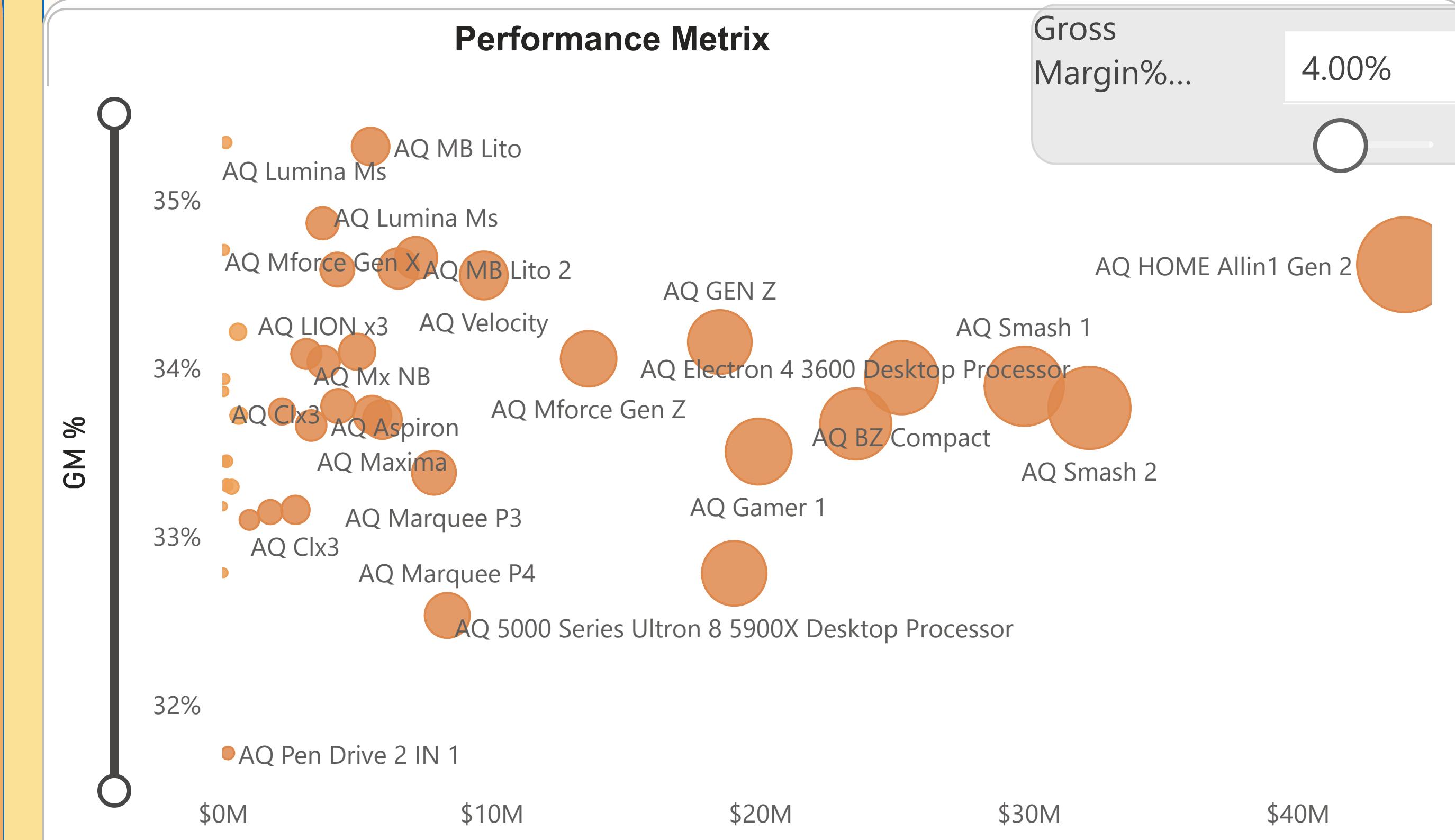


## Sales Quick Insight

**Customers :**  
From 2018 to 2022, Amazon consistently led as the top customer for AtliQ Hardware, starting with net sales of \$4.07M in 2018 and dramatically increasing to \$496.88M by 2022. Over these years, Amazon's gross margins varied between 35.40% and 41.57%, with units sold ranging from 488K to 5.50M. AtliQ Exclusive and Atliq e Store frequently followed Amazon, with net sales reaching \$307.16M and \$304.11M, respectively, by 2022. Other notable customers included Sage and Leader in earlier years, and Flipkart emerging as a top customer in 2020 and beyond. These customers contributed significantly to AtliQ Hardware's sales growth, with varying gross margins and units sold across the years.

**Products:**  
From 2018 to 2022, AQ Master wired x1 Ms consistently led product sales, starting with 871K units sold in 2018 and peaking at 1.58M units in 2020. AQ Master wireless x1 and its variations also performed strongly across the years, contributing significantly to AtliQ Hardware's net sales. In 2021, AQ Gamers Ms emerged as the top seller with 2.48M units sold, generating \$12.04M in net sales. By 2022, AQ Mforce Gen Z became the top product, selling 1.71M units and earning \$65.85M. Other notable products included AQ Lite Ms, AQ Trigger Ms, and AQ Qwerty Ms, all of which consistently ranked among the top five products in terms of units sold.

## Business Insights 360



BM : Bench mark. LY : Last Year



## Sales View

Product

Customer

Product	NS \$	GM \$	-	GM %	Δ GM %
AQ HOME Allin1 Gen 2	\$213.02M	81.11M		38.08%	3.50%
AQ BZ Allin1 Gen 2	\$202.35M	77.93M		38.51%	
AQ Home Allin1	\$154.16M	59.68M		38.71%	5.60%
AQ Smash 2	\$154.31M	57.71M		37.40%	0.78%
AQ BZ Allin1	\$141.54M	53.67M		37.92%	5.41%
AQ Smash 1	\$142.46M	53.32M		37.43%	-0.03%
AQ Gamer 2	\$135.87M	51.55M		37.94%	4.00%
AQ Electron 3 3600 Desktop Processor	\$129.05M	49.73M		38.54%	6.10%
AQ BZ Gen Z	\$122.71M	47.27M		38.52%	4.80%
AQ BZ Compact	\$122.24M	45.95M		37.59%	1.60%
AQ BZ Gen Y	\$116.08M	44.38M		38.23%	6.50%
AQ Electron 4 3600 Desktop Processor	\$111.59M	41.54M		37.23%	3.00%
AQ Electron 5 3600 Desktop Processor	\$101.23M	39.47M		39.00%	5.20%
AQ F16	\$97.89M	37.73M		38.54%	
AQ Gamer 1	\$96.98M	35.90M		37.02%	1.30%
AQ 5000 Series Electron 8 5900X Desktop Processor	\$91.07M	35.83M		39.34%	11.60%
AQ Gamer 3	\$89.63M	35.38M		39.48%	8.20%
AQ GEN Z	\$90.13M	34.10M		37.84%	2.80%
Total	\$3,736.17M	1,422.88M	1,422,875,836.36	38.08%	4.30%

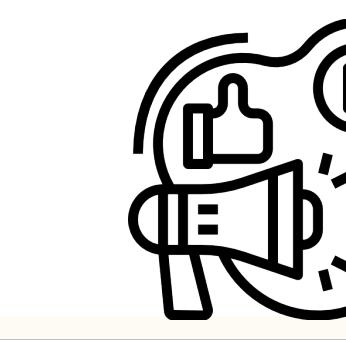
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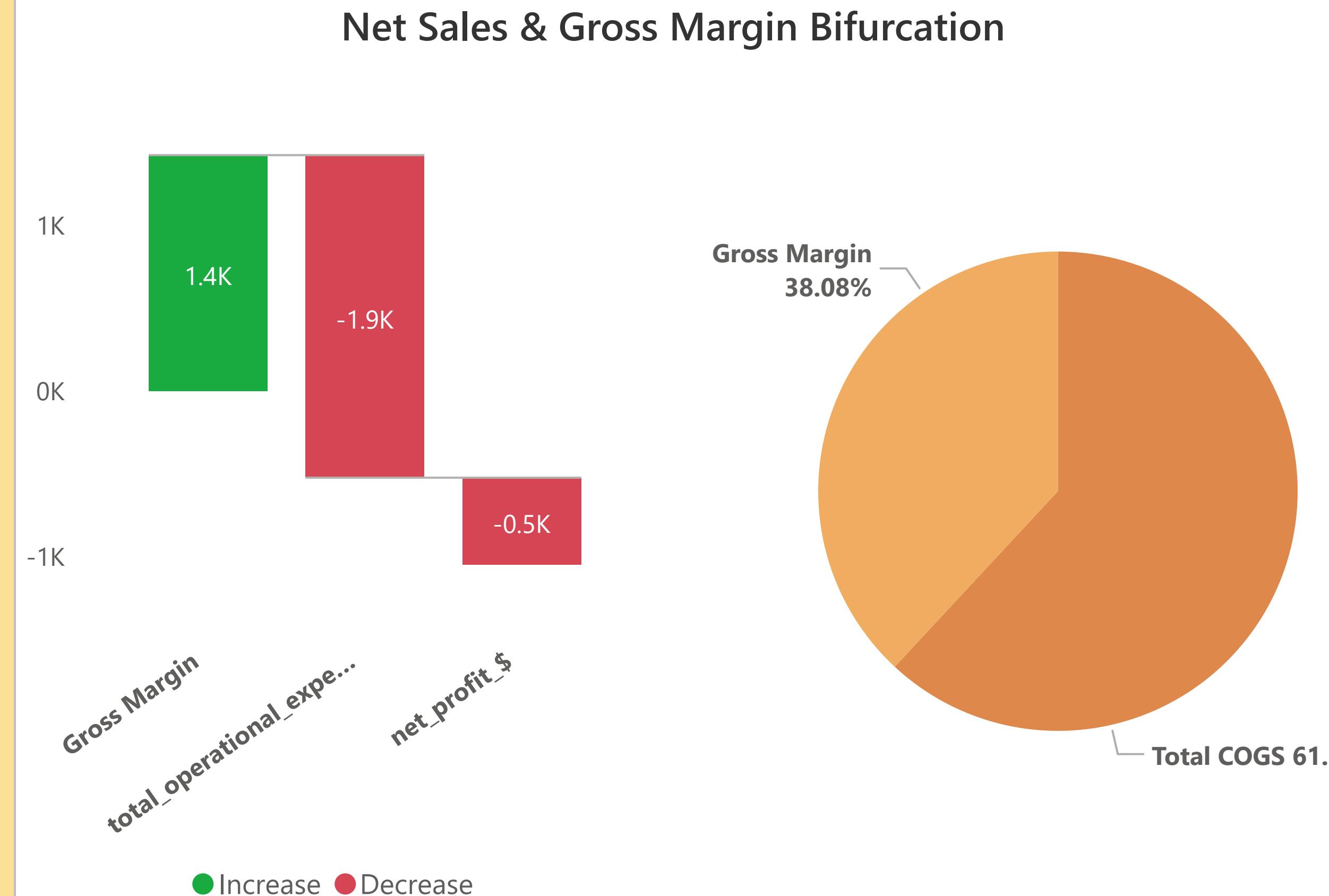
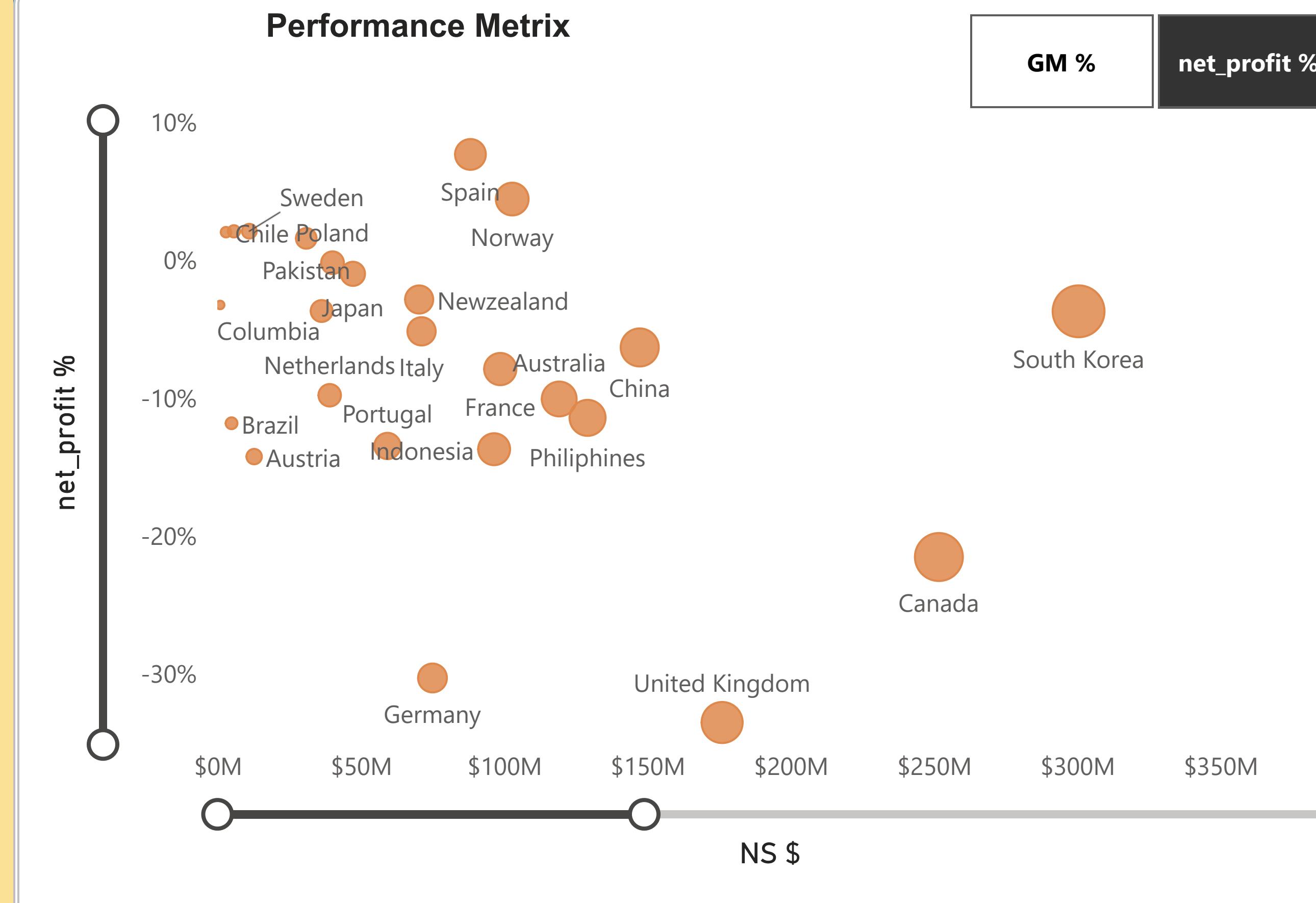
## Quick Insight

From 2018 to 2022, AtliQ Hardware saw significant growth in net sales across all regions, with a dramatic increase from \$20.67 million in 2018 to \$1.923 billion in 2022. The APAC region, despite its growth, experienced a decline in gross margin from 35.27% to 35.88% and a worsening profit margin from -6.15% to -14.62%. The EU region also faced challenges, with a decrease in gross margin from 43.27% to 34.53% and a shift from a positive profit of 12.63% to a negative -12.32%. LATAM's performance remained relatively stable with slight fluctuations in gross margin and profit percentages, ending with a gross margin of 35.02% and a profit margin of -2.95%. The NA region showed the most notable improvement in gross margin, rising from 42.74% in 2018 to 44.97% in 2022, but similarly experienced worsening profit margins from -3.77% to -14.22%. Overall, while AtliQ's sales grew substantially, profitability remained a challenge across all regions, particularly in the latter years.

## Business Insights 360



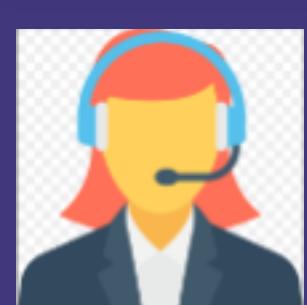
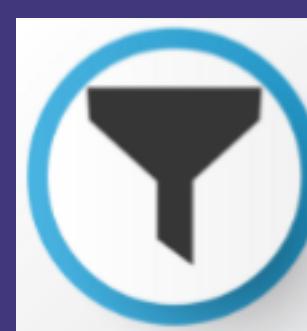
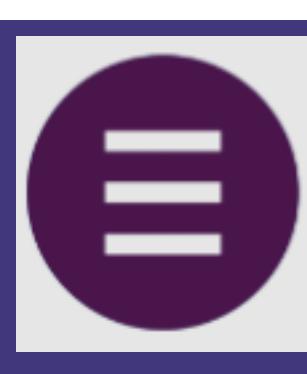
## Market View



BM : Bench mark. LY : Last Year

market	NS \$	GM %	NP	-	NP%	Δ NP %
Spain	\$88.35M	45.32%	6.8M		7.68%	-162.25%
Norway	\$102.93M	35.75%	4.6M		4.44%	-49.56%
Pakistan	\$31.04M	31.29%	0.5M		1.59%	-143.70%
Sweden	\$11.17M	33.26%	0.2M		2.11%	-81.42%
Mexico	\$5.81M	41.09%	0.1M		2.10%	-63.90%
Chile	\$3.04M	38.44%	0.1M		2.04%	-88.92%
Columbia	\$1.00M	30.37%	0.0M		-3.25%	134.10%
Poland	\$40.21M	42.53%	-0.1M		-0.18%	-100.86%
Japan	\$47.34M	42.32%	-0.5M		-0.98%	-107.39%
Brazil	\$4.97M	26.77%	-0.6M		-11.83%	489.96%
Bangladesh	\$36.41M	30.79%	-1.3M		-3.69%	-220.72%
Austria	\$12.86M	29.42%	-1.8M		-14.25%	-299.27%
New Zealand	\$70.45M	40.83%	-2.0M		-2.85%	-112.08%
Italy	\$71.28M	39.18%	-3.7M		-5.16%	-487.96%
Netherlands	\$39.23M	31.81%	-3.8M		-9.80%	-192.53%
France	\$98.75M	32.66%	-7.8M		-7.90%	-201.80%
Portugal	\$59.39M	29.39%	-8.0M		-13.48%	-180.08%
China	\$147.43M	45.58%	-9.3M		-6.33%	-431.00%
South Korea	\$300.59M	31.31%	-11.1M		-3.71%	-136.57%
Australia	\$119.33M	45.08%	-12.0M		-10.07%	276.58%
<b>Total</b>	<b>\$3,736.17M</b>	<b>38.08%</b>	<b>-522.4M</b>	<b>-522,425,308.00</b>	<b>-13.98%</b>	<b>110.79%</b>

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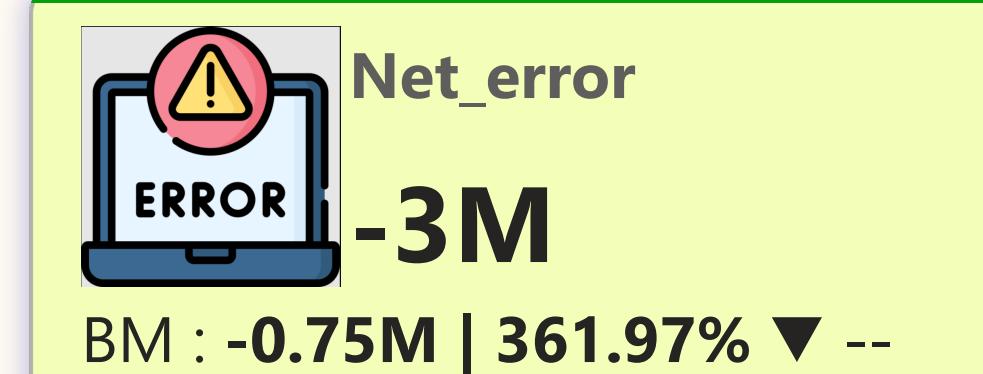
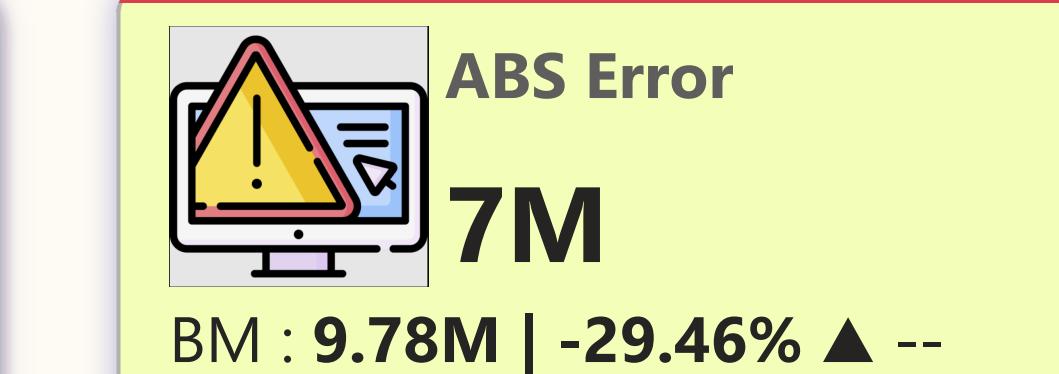


## Quick Insight

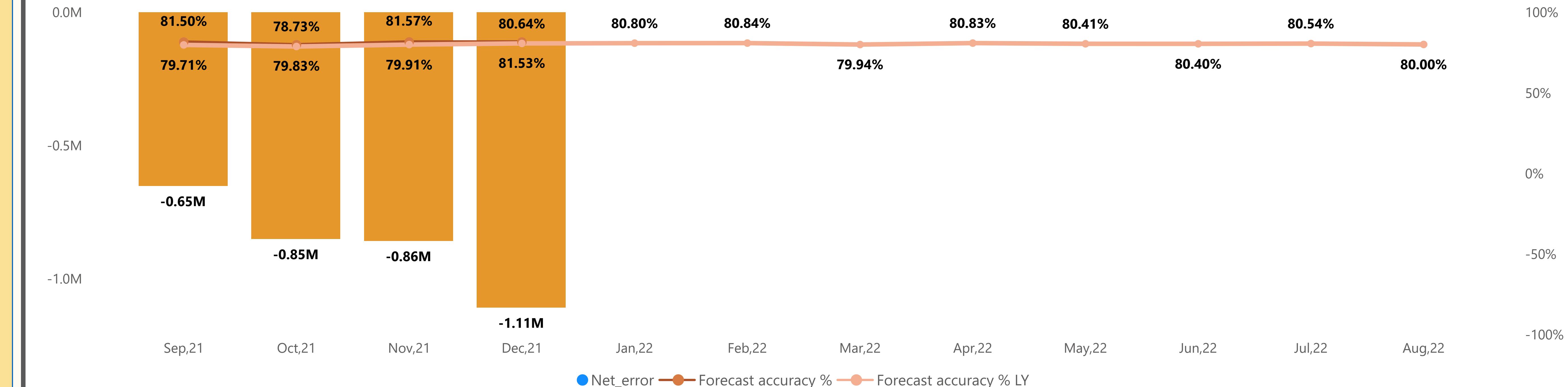
In 2019, the forecast accuracy was 86.45%, outperforming the benchmark of 80.31%. However, the absolute error was \$2M, higher than the benchmark's \$0.81M, and the net error was \$637K, compared to the benchmark's \$680K. Moving to 2020, forecast accuracy dropped to 72.99%, with a significant absolute error of \$6M and a net error of \$492K. The following year, 2021, saw a slight improvement in forecast accuracy to 80.21%, but absolute error increased to \$10M, resulting in a favorable net error of -\$752K. In 2022, forecast accuracy slightly improved to 81.17%, while the absolute error decreased to \$7M. However, the net error worsened to -\$3M, indicating less favorable forecasting performance despite the marginal improvement in accuracy. Overall, while forecast accuracy showed some positive trends, the absolute and net errors fluctuated, reflecting ongoing challenges in precise forecasting.

## Business Insights 360

### Supply Chain View



Accuracy / Net Error Trend



### Key Metrics By Customer

customer	FCA%	FCA% LY	Net_error	net_error %	Risk
Atliq e Store	74.22%	74.59%	-294,868	-9.65% OOS	
Amazon	73.79%	74.54%	-464,694	-9.22% OOS	
AltiQ Exclusive	71.42%	71.15%	-221,177	-8.73% OOS	
Mbit	55.40%	62.34%	-43,470	-22.29% OOS	
Euronics	45.25%	60.79%	-67,489	-37.39% OOS	
Expert	62.93%	60.67%	-26,489	-6.75% OOS	
Boulanger	52.69%	58.77%	-48,802	-20.21% OOS	

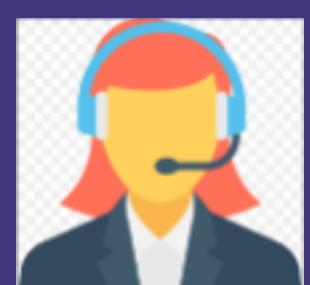
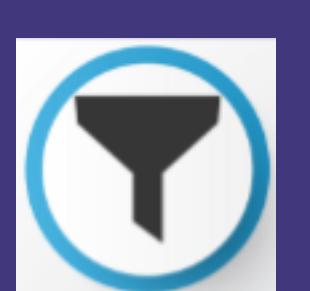
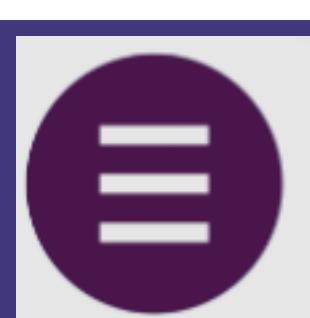
### Key Metrics By Products

segment	FCA%	FCA% LY	Net_error	net_error %	Risk
[+] Networking	93.06%	90.40%	-12,967	-1.69% OOS	
[+] Desktop	87.53%	84.37%	78,576	10.24% EI	
[+] Storage	71.50%	83.54%	-628,266	-25.61% OOS	
[+] Peripherals	68.17%	83.23%	-3,204,280	-31.83% OOS	
[+] Notebook	87.24%	79.99%	-47,221	-1.69% OOS	
[+] Accessories	87.42%	77.66%	341,468	1.72% EI	

BM : Bench mark. LY: Last Year.

EI : Excess Inventory. OOS : Out of Stock

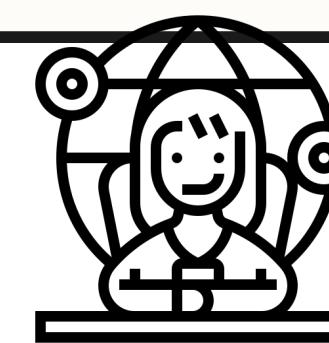
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## Quick Insight

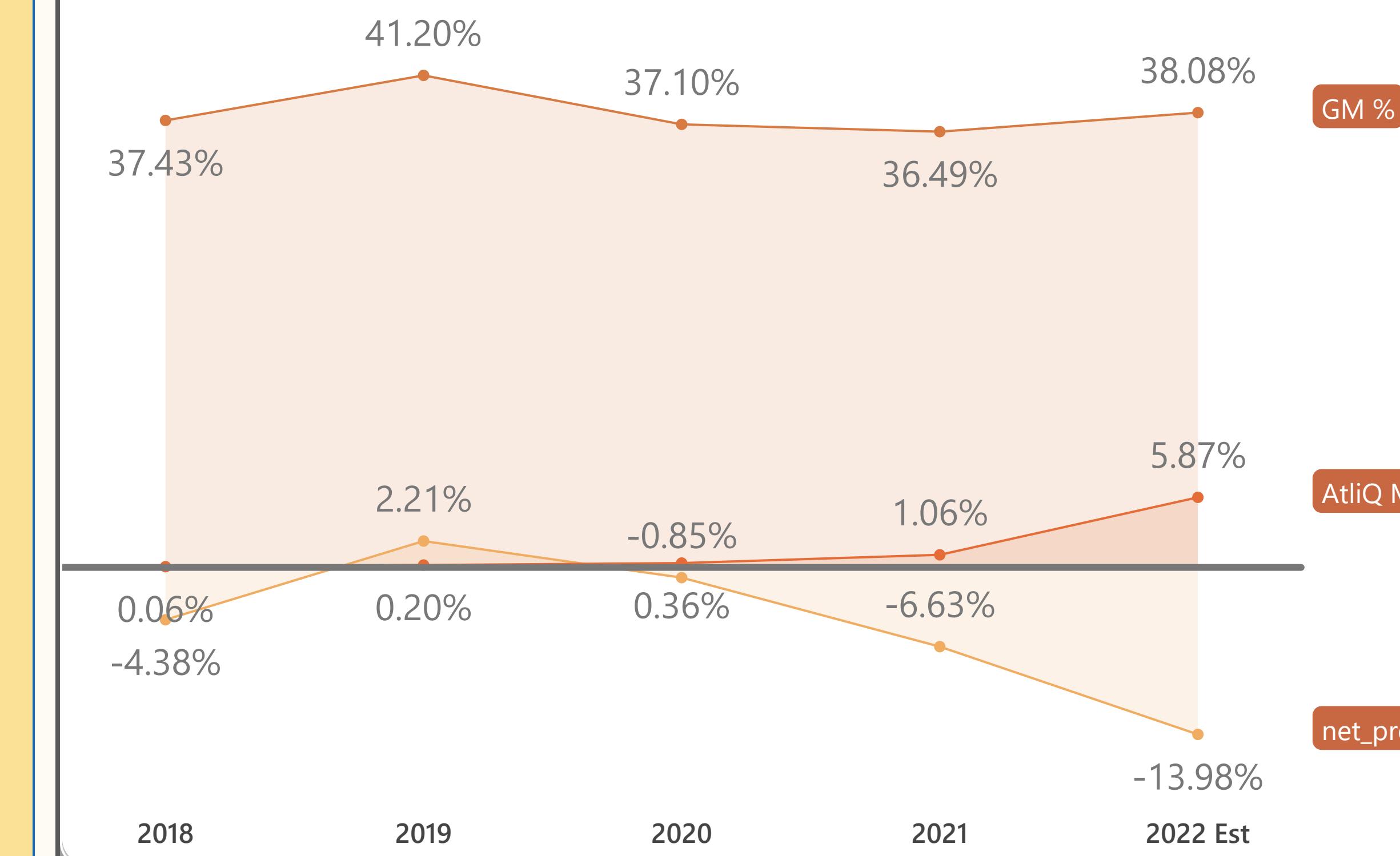
AtliQ's financial performance and market share showed significant changes from 2018 to 2022. In 2018, AtliQ's net sales were \$29.11M with a 35.27% gross margin, but the company faced profitability challenges across regions, particularly in APAC and NA with negative profit margins. By 2019, net sales surged to \$111.39M, with notable improvements in gross margin and a modest profit from the APAC region. In 2020, net sales further increased to \$267.98M, though profitability remained an issue, especially in the NA region. The trend continued in 2021, with net sales reaching \$526.85M and mixed profit margins, but substantial growth in the EU region. By 2022, AtliQ's net sales skyrocketed to \$3,735.4M, though profitability was still a challenge across all regions. Forecast accuracy fluctuated over the years, with 2019 being the highest at 86.45%, but absolute and net errors varied significantly. AtliQ's market share saw remarkable growth, starting at 0.06% in 2018 and reaching 5.87% by 2022, reflecting the company's rapid expansion despite ongoing profitability issues.

## Business Insights 360

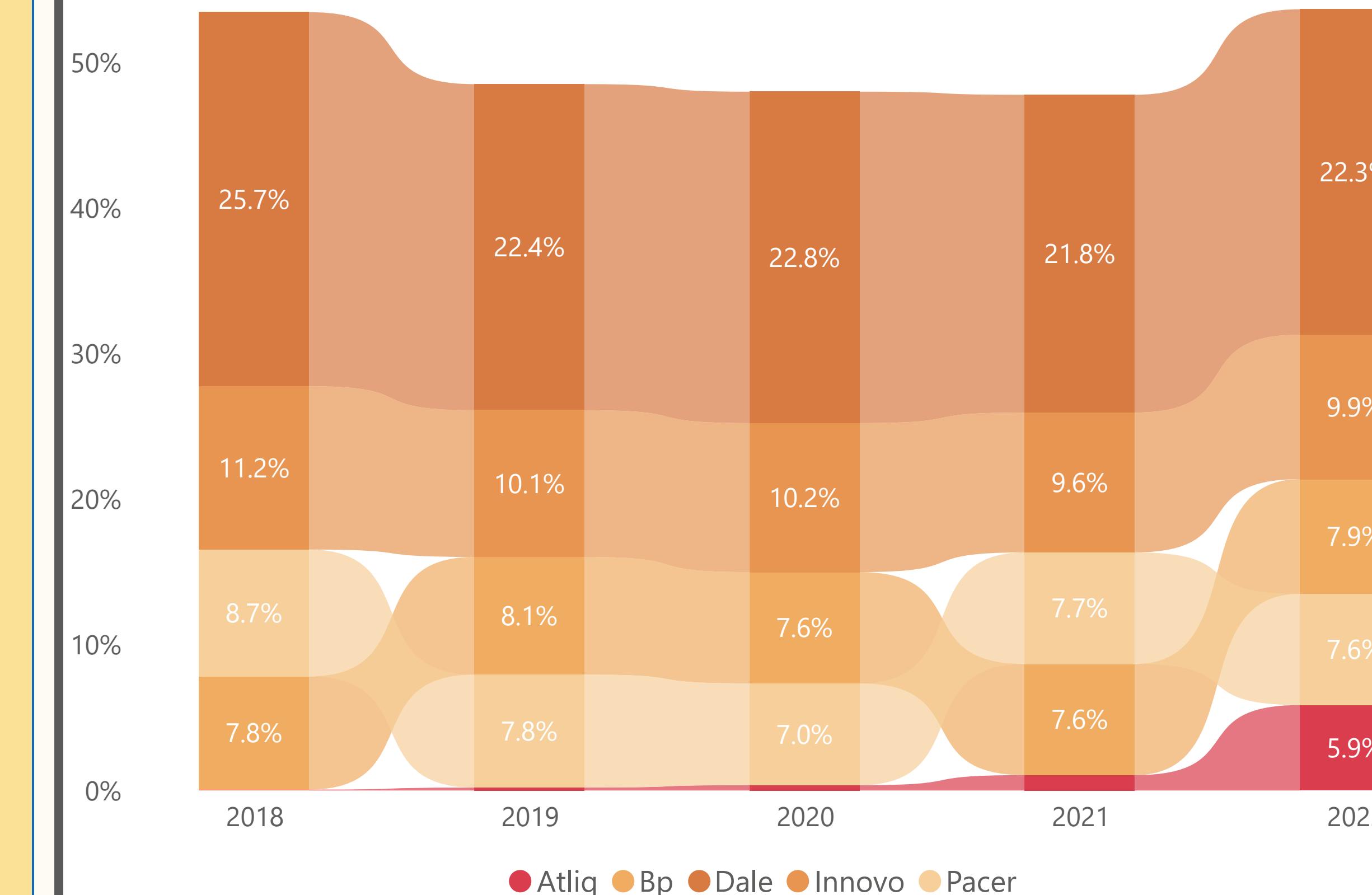


### Executive View

#### Trend: Revenue Contribution over years



#### Trend: Revenue Contribution over years



#### Net Sales

\$3.7bn

BM: 823.85M | 353.5% ▲



#### GM %

38.08%

BM: 36.49% | 4.37% ▲



#### net\_profit %

-13.98%

BM: -6.63% | 110.79% ▲



#### Forecast accuracy %

81.17%

BM: 80.21% | 1.2% ▲ --

#### Revenue Contribution

division

channel



#### TOP 5 Customers

customer	RC %	GM %
Amazon	13.3%	36.8%
AtliQ	8.2%	47.2%
Exclusive		
Atliq e Store	8.1%	36.9%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%

#### TOP 5 Products

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

#### Sub-Region Performance

subzone	NS \$	RC %	GM %	net_profit %	net_error %	Risk	AtliQ MS%
ANZ	\$189.78M	5.1%	43.5%	-7.39%	-37.61%	OOS	1.36%
India	\$945.33M	25.3%	35.8%	-22.99%	-24.37%	OOS	13.26%
LATAM	\$14.82M	0.4%	35.0%	-2.95%	3.37%	EI	0.28%
NA	\$1,022.10 M	27.4%	45.0%	-14.22%	14.35%	EI	4.87%
NF	\$457.70M	12.3%	32.8%	-18.10%	-4.56%	OOS	6.80%
Total	\$3,736.1 7M	100.0%	38.1%	-13.98%	-9.48%	OOS	5.87%



# Business Insights 360

Mr. Haryali Request i

## Net Sales

**\$3.7bn**

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## GM %

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## net profit %

**-13.98%**

BM: -6.63% | 110.79% ▲

## Forecast accuracy %

**81.17%**

BM: 80.21% | 1.2% ▲ --

### Customer Performance

customer	NS \$	GM \$	GM %	Gm target title
Amazon	\$496.88M	182.77M	36.78%	38.34%
AltiQ Exclusive	\$307.16M	145.04M	47.22%	38.34%
Atliq e Store	\$304.11M	112.15M	36.88%	38.34%
Flipkart	\$138.49M	58.36M	42.14%	38.34%
Neptune	\$105.69M	49.36M	46.70%	38.34%
Sage	\$127.86M	40.32M	31.53%	38.34%
Leader	\$117.32M	36.01M	30.70%	38.34%
walmart	\$72.41M	33.06M	45.66%	38.34%
Ebay	\$91.60M	33.06M	36.09%	38.34%
Acclaimed Stores	\$73.36M	29.58M	40.32%	38.34%
Path	\$59.32M	25.81M	43.50%	38.34%
Electricalslytical	\$68.05M	25.34M	37.24%	38.34%
Staples	\$64.20M	24.99M	38.92%	38.34%
Circuit City	\$52.42M	24.52M	46.77%	38.34%
Electricalsocity	\$67.76M	24.41M	36.03%	38.34%
Costco	\$61.81M	24.15M	39.07%	38.34%
Control	\$54.14M	23.50M	43.42%	38.34%
Propel	\$61.59M	23.02M	37.38%	38.34%
BestBuy	\$49.34M	22.15M	44.89%	38.34%
Atliq Exclusive	\$53.95M	21.09M	39.10%	38.34%
Vijay Sales	\$55.13M	20.93M	37.96%	38.34%
Reliance Digital	\$54.57M	20.85M	38.22%	38.34%
Croma	\$51.84M	20.67M	39.88%	38.34%
Radio Shack	\$46.15M	19.98M	43.30%	38.34%
Expression	\$53.51M	17.65M	32.98%	38.34%
Girias	\$50.02M	17.06M	34.11%	38.34%
Total	\$10.97M	10.80M	35.11%	38.34%

2019

2020

2021

2022 Est

### TOP 5 Countries

Australia

Canada

Italy

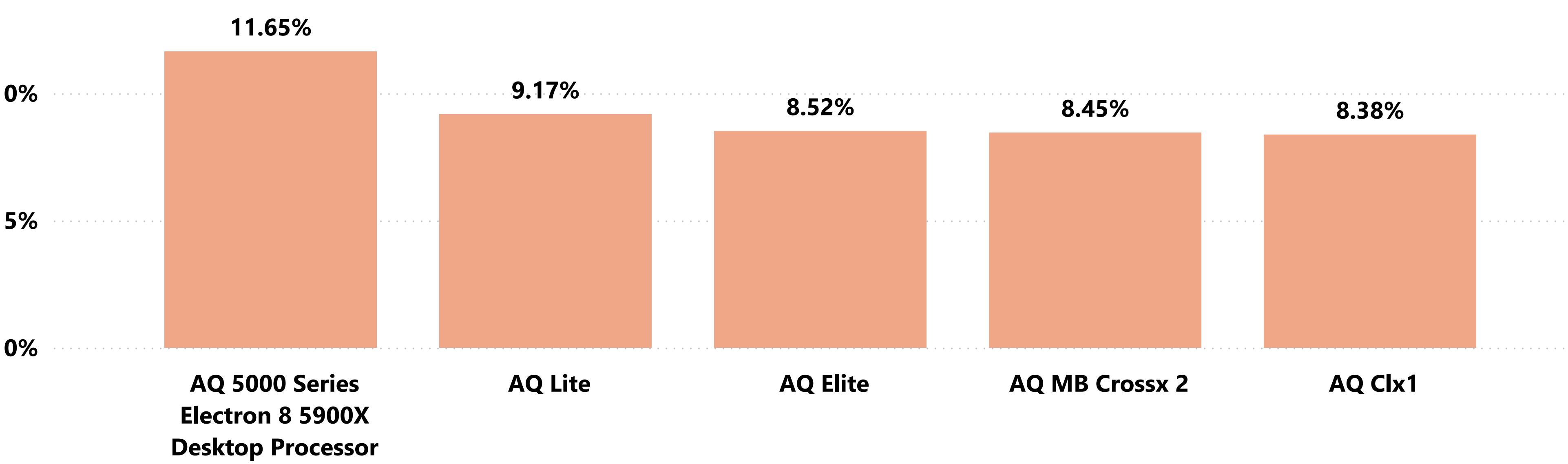
Spain

USA

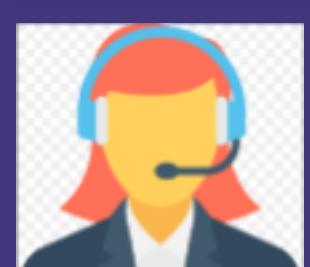
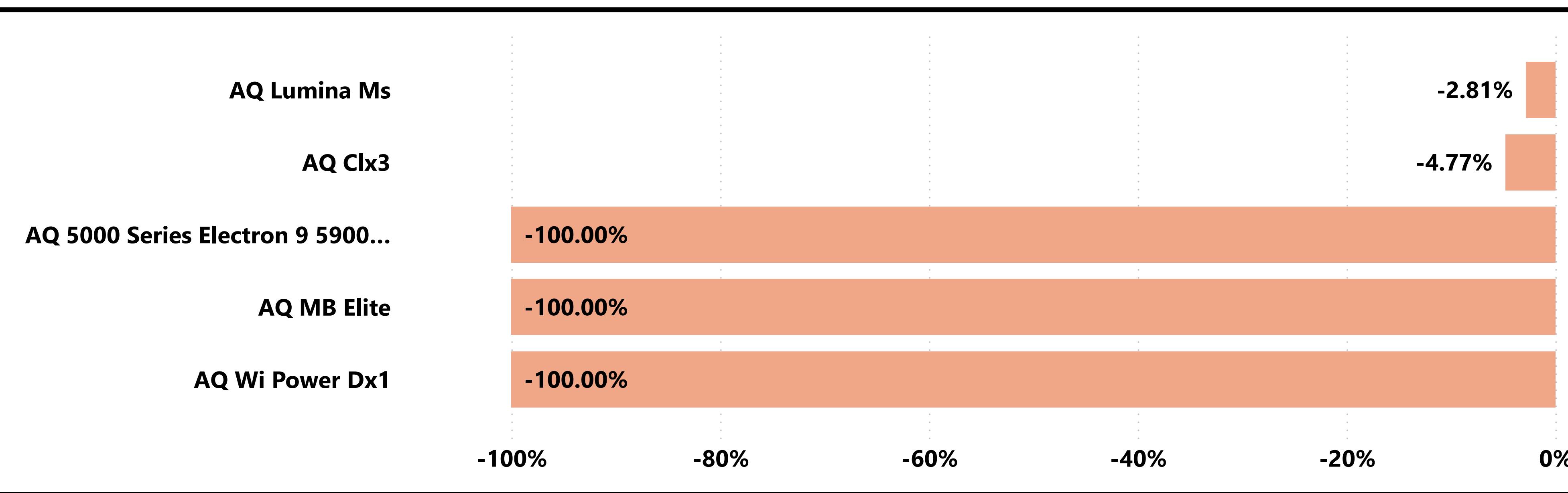
region, sub\_zone

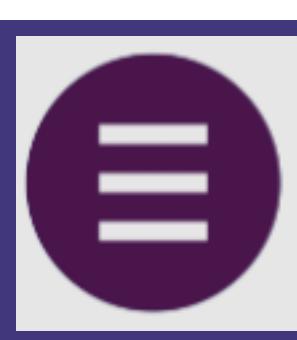
All

### TOP 5 Products by GM% YoY



### Bottom 5 Products By GM% YoY





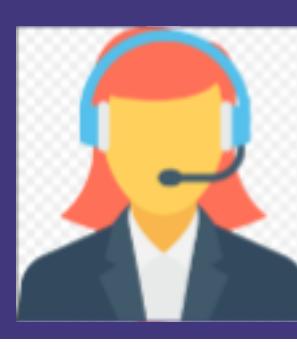
**Get an issue resolved**

**Provide Feedback**

**Add new requests**

**Check out the contingency  
plan**

**New to Power BI?**





## TRENDS

Net Sales Vs Gross Margin %



Net Sales

\$5.0bn

BM IS NOT AVAILABLE

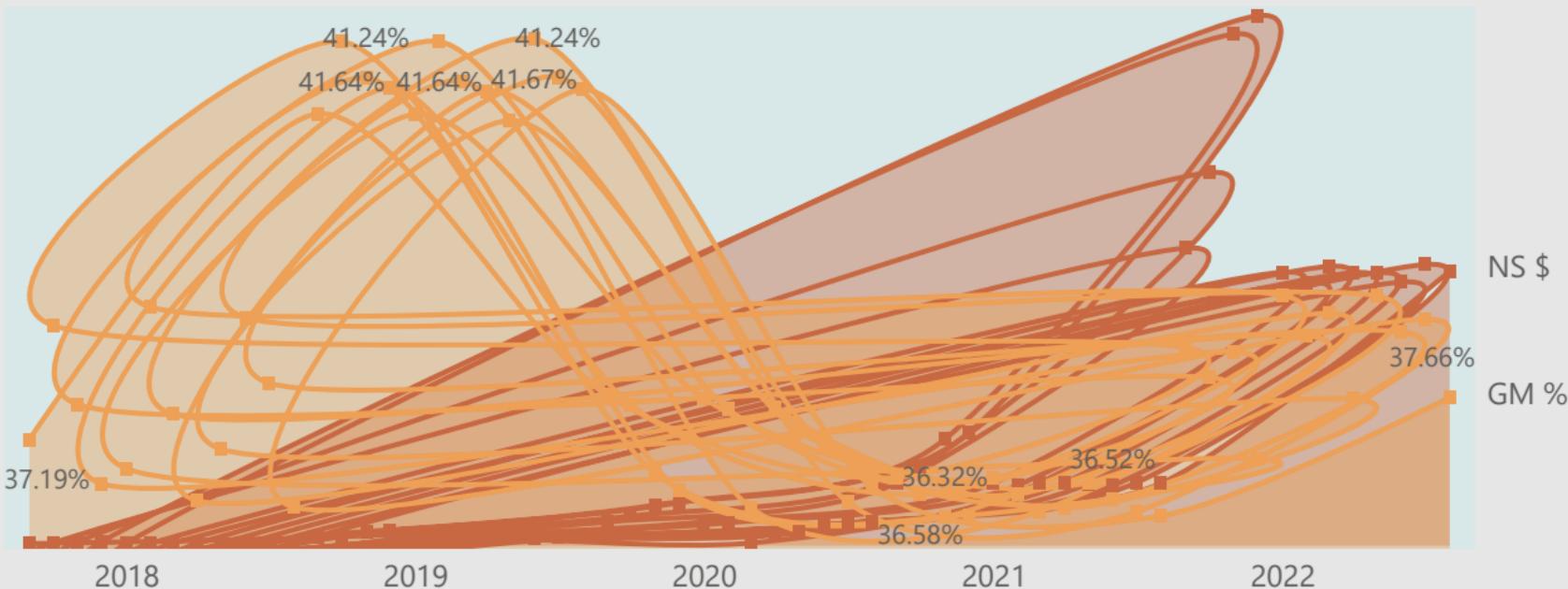


GM %

37.83%

BM NOT AVAILABLE

## NS\$ & GM% For





## TRENDS

Post discount trend

### Post discount trend For

