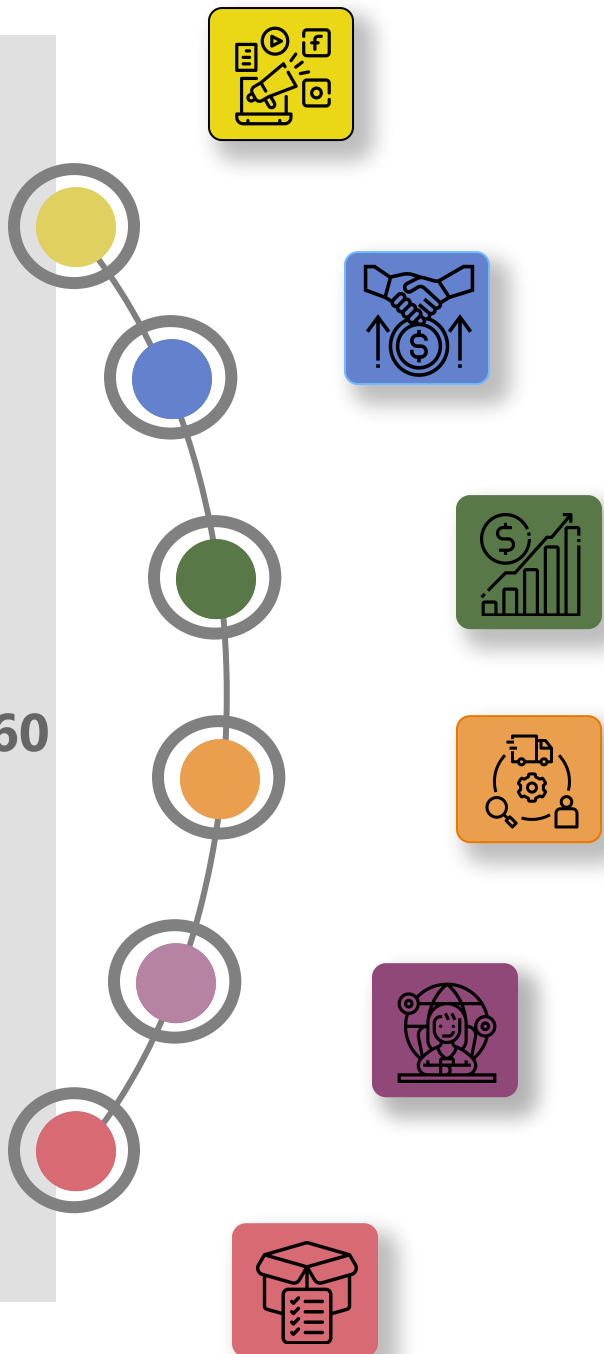




AtliQ Hardware



Business Insights 360



Marketing View

Analyze the performance of product(s) over key metrics like **Net Sales, Gross Margin, Net Profit** and view them in profitability / Growth matrix.

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**.

Finance view

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More.

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.

Extended Sales View

Analyze the GM% Yoy Growth and Post deduction of Top 5 countries for Top & Bottom 5 products on basis of **GM% YOY Growth and Discount deductions**.



Dec 21



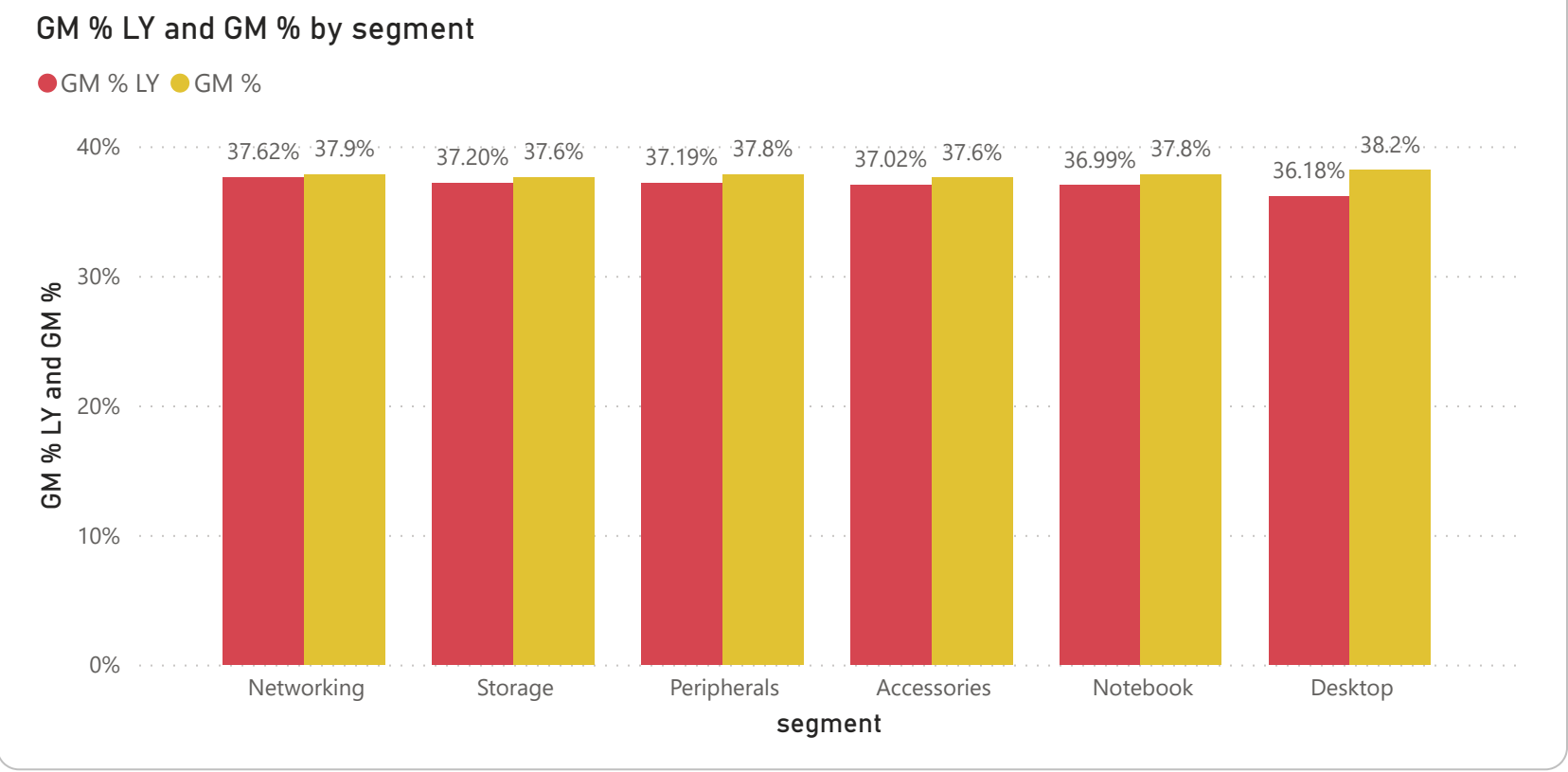
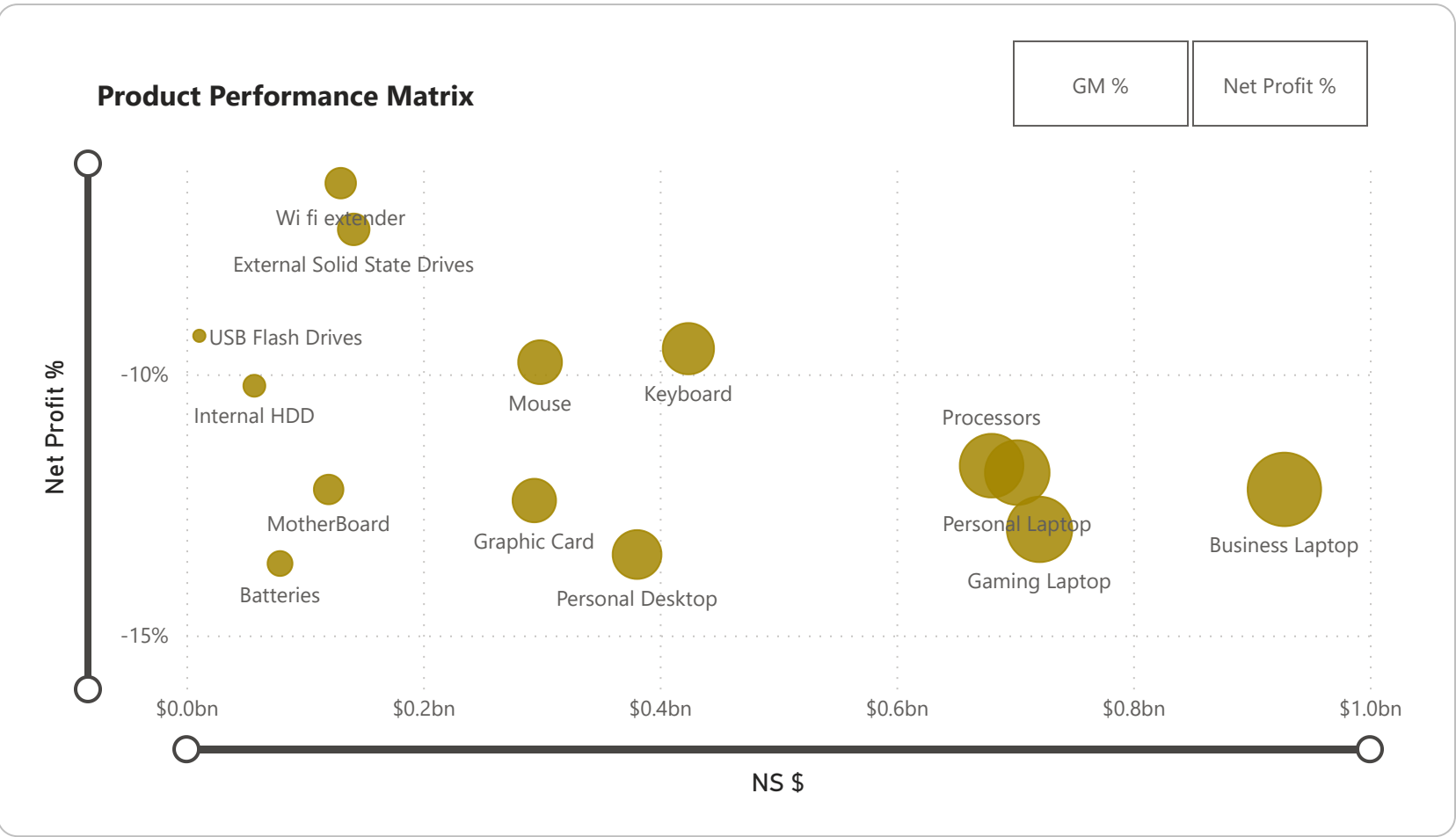
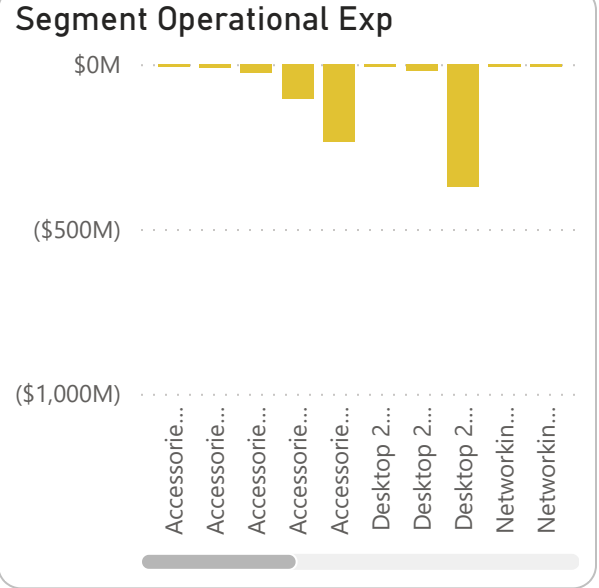
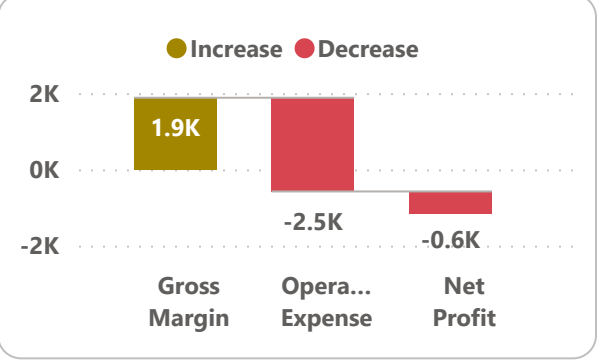
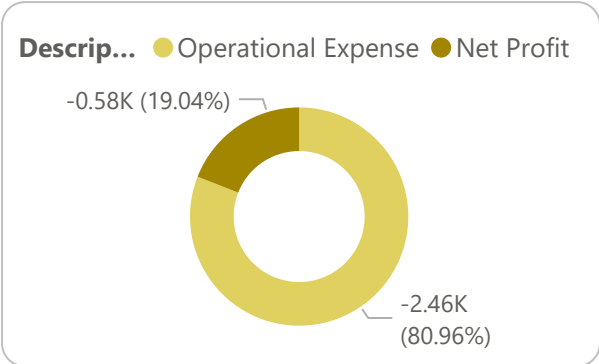
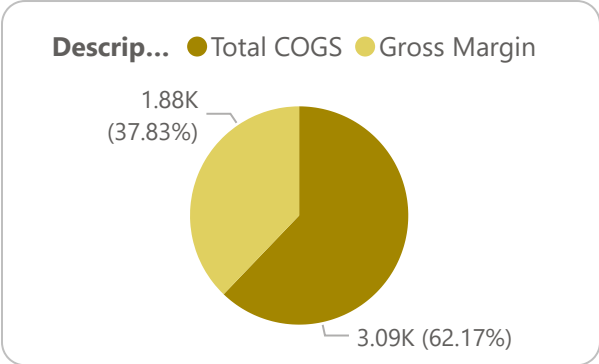
Sunday, 31 December 2023

Values are in Dollars & Millions



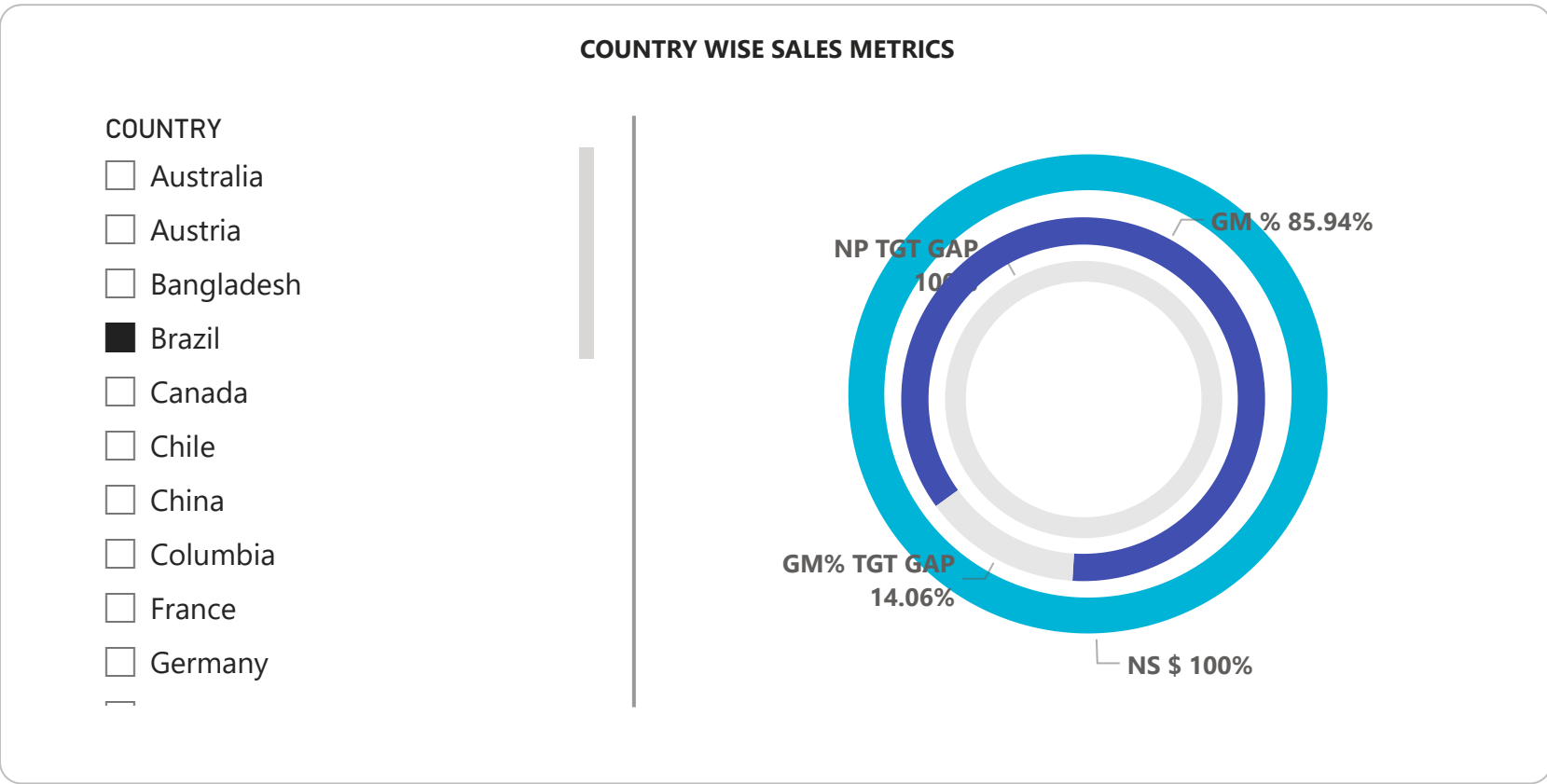
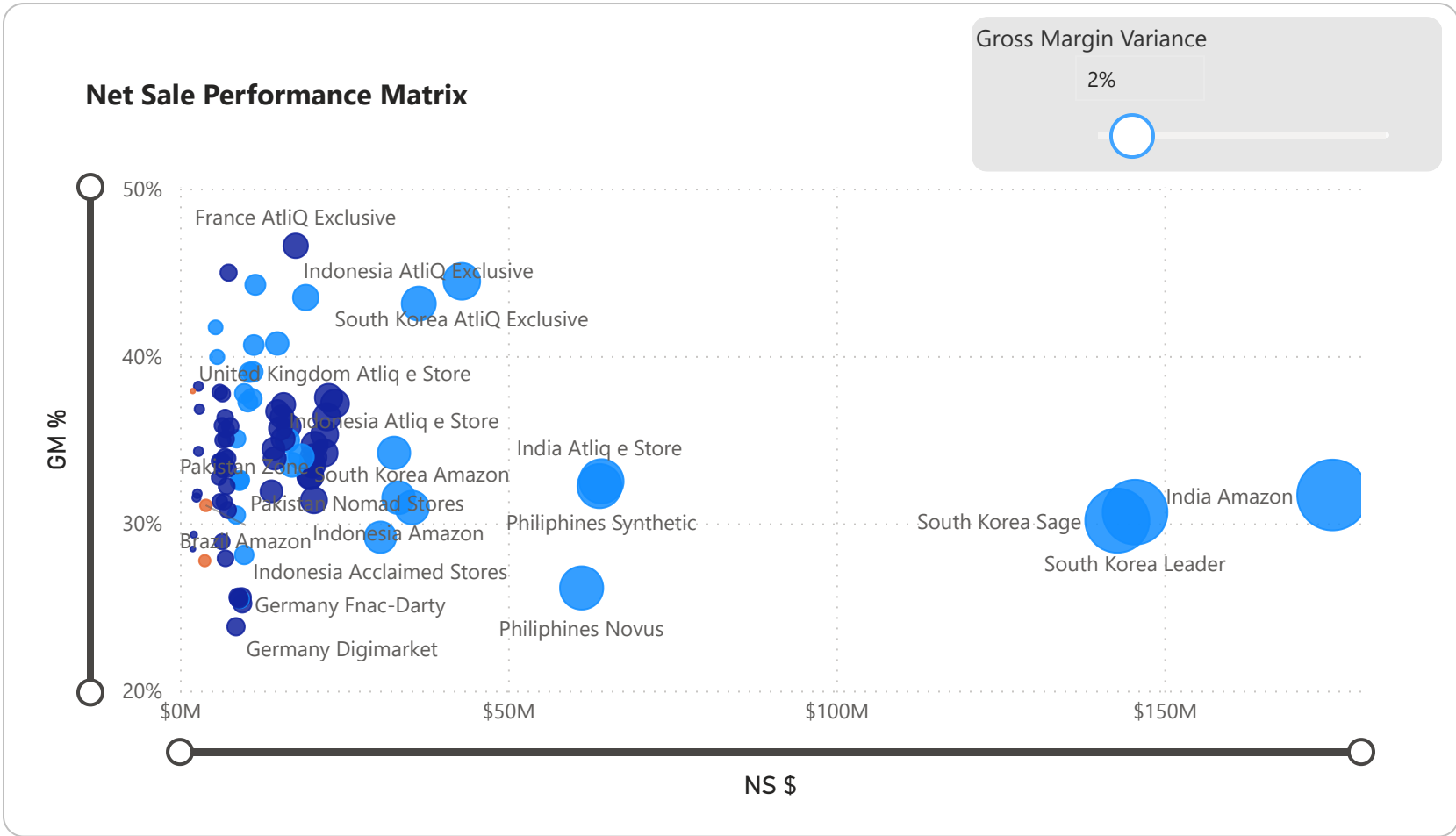
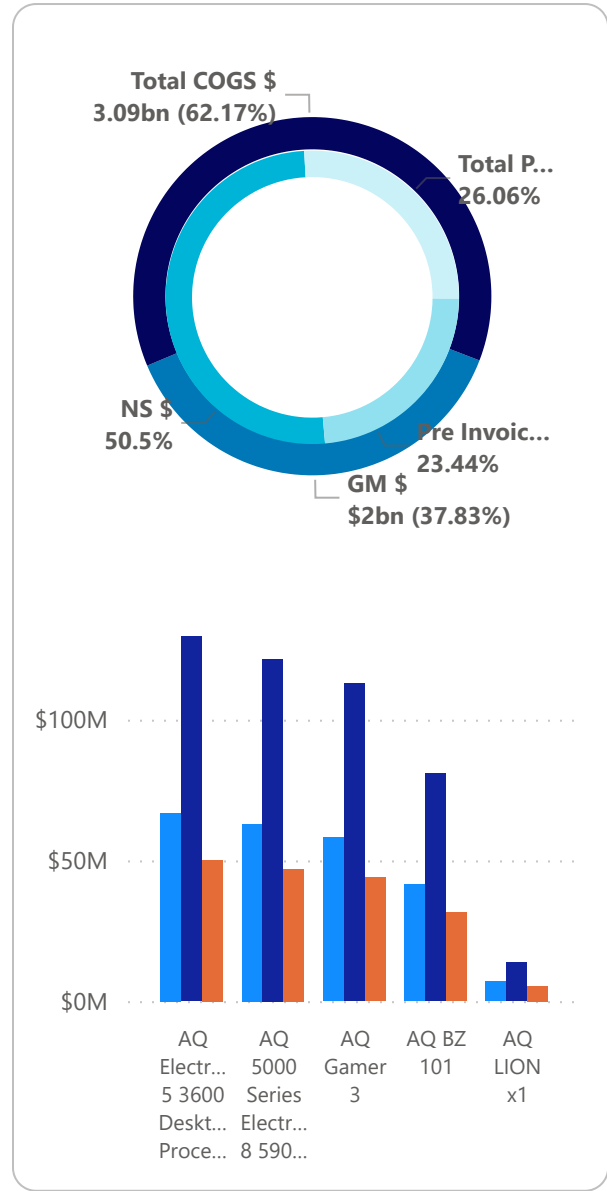
Support

Info



Market Segment

category	NS \$	GM %	Net Profit \$	Net Profit %	GM \$	NP% BAR	NP % DIFF
MotherBoard	\$120M	38.4%	-14,671.00K	-12.21%	\$46M		119.95%
Personal Desktop	\$381M	38.3%	-51,222.15K	-13.45%	\$146M		102.59%
Internal HDD	\$57M	38.1%	-5,869.21K	-10.22%	\$22M		186.30%
Business Laptop	\$928M	38.0%	-113,227.06K	-12.20%	\$353M		161.34%
Processors	\$680M	37.9%	-79,945.96K	-11.75%	\$258M		169.47%
Wi fi extender	\$130M	37.9%	-8,269.07K	-6.34%	\$49M		94.57%
Personal Laptop	\$702M	37.8%	-83,425.24K	-11.88%	\$265M		139.68%
External Solid State Drives	\$141M	37.7%	-10,215.56K	-7.23%	\$53M		100.95%
Gaming Laptop	\$721M	37.7%	-93,502.25K	-12.97%	\$272M		169.64%
Keyboard	\$424M	37.7%	-40,341.16K	-9.51%	\$160M		107.94%
Mouse	\$299M	37.5%	-29,195.37K	-9.77%	\$112M		99.24%
Batteries	\$79M	37.5%	-10,778.64K	-13.62%	\$30M		109.70%
Graphic Card	\$294M	37.5%	-36,506.38K	-12.42%	\$110M		193.28%
USB Flash Drives	\$11M	36.0%	-1,012.17K	-9.26%	\$4M		44.77%



Product Name	NS \$	GM \$	GM %	Δ GM %
AQ BZ Compact	\$0.3M	\$0.1M	29.4%	-15.4%
AQ HOME Allin1 Gen 2	\$0.3M	\$0.1M	27.2%	
AQ BZ Allin1 Gen 2	\$0.3M	\$0.1M	27.4%	
AQ BZ Gen Y	\$0.2M	\$0.1M	29.1%	-12.4%
AQ BZ Allin1	\$0.2M	\$0.1M	28.1%	-12.9%
AQ 5000 Series Electron 8 5900X Desktop Processor	\$0.2M	\$0.1M	31.1%	-9.6%
AQ Smash 1	\$0.2M	\$0.1M	27.3%	-20.0%
AQ BZ Gen Z	\$0.2M	\$0.1M	27.8%	-9.3%
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$0.2M	\$0.1M	29.5%	-17.4%
AQ Smash 2	\$0.2M	\$0.1M	25.5%	-23.6%
AQ Gamer 2	\$0.2M	\$0.1M	27.5%	-17.8%
AQ Home Allin1	\$0.2M	\$0.1M	28.0%	
AQ Wi Power Dx1	\$0.1M	\$0.1M	37.1%	0.0%
AQ Electron 5 3600 Desktop Processor	\$0.2M	\$0.1M	29.2%	-9.6%
AQ Electron 4 3600 Desktop Processor	\$0.2M	\$0.1M	27.9%	-13.5%
AQ Elite	\$0.2M	\$0.1M	29.5%	-10.4%
AQ Digit	\$0.2M	\$0.0M	31.4%	-10.7%
AQ Electron 3 3600 Desktop Processor	\$0.2M	\$0.0M	27.6%	-16.6%
AQ Gamer 1	\$0.2M	\$0.0M	27.4%	-17.9%
AQ BZ 101	\$0.1M	\$0.0M	31.2%	-12.0%
AQ Gamer 3	\$0.1M	\$0.0M	29.4%	-13.2%
AQ Gen X	\$0.1M	\$0.0M	27.4%	-10.1%
AQ Gamers	\$0.1M	\$0.0M	33.9%	-6.6%
AQ Master wireless x1	\$0.1M	\$0.0M	33.7%	-4.8%
AQ Gen Y	\$0.1M	\$0.0M	28.0%	-13.6%
AQ GEN Z	\$0.1M	\$0.0M	27.3%	-17.5%
AQ Lite	\$0.1M	\$0.0M	30.8%	-5.6%
AQ Velocity	\$0.1M	\$0.0M	30.9%	-13.4%
AQ Wi Power Dx2	\$0.1M	\$0.0M	32.4%	-4.2%
AQ Mforce Gen Z	\$0.1M	\$0.0M	27.7%	-10.6%
AQ F16	\$0.1M	\$0.0M	26.5%	
AQ Neuer SSD	\$0.1M	\$0.0M	35.1%	-3.3%
Total	\$7.7M	\$2.3M	29.5%	-14.1%

NS \$

\$5bn

BM: 1232.31M | 303.18% ▲

GM %

37.8%

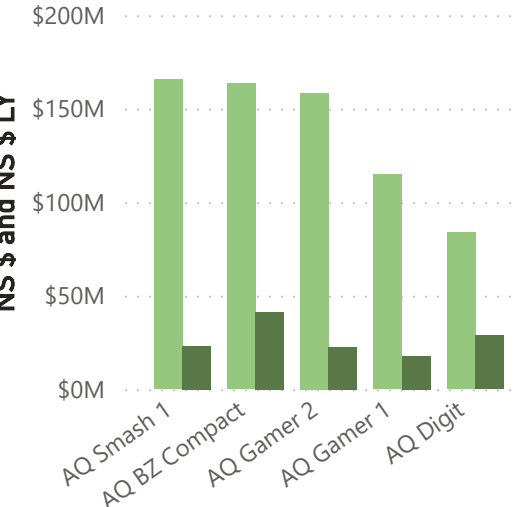
BM: 37.07% | 2.05% ▲

NP %

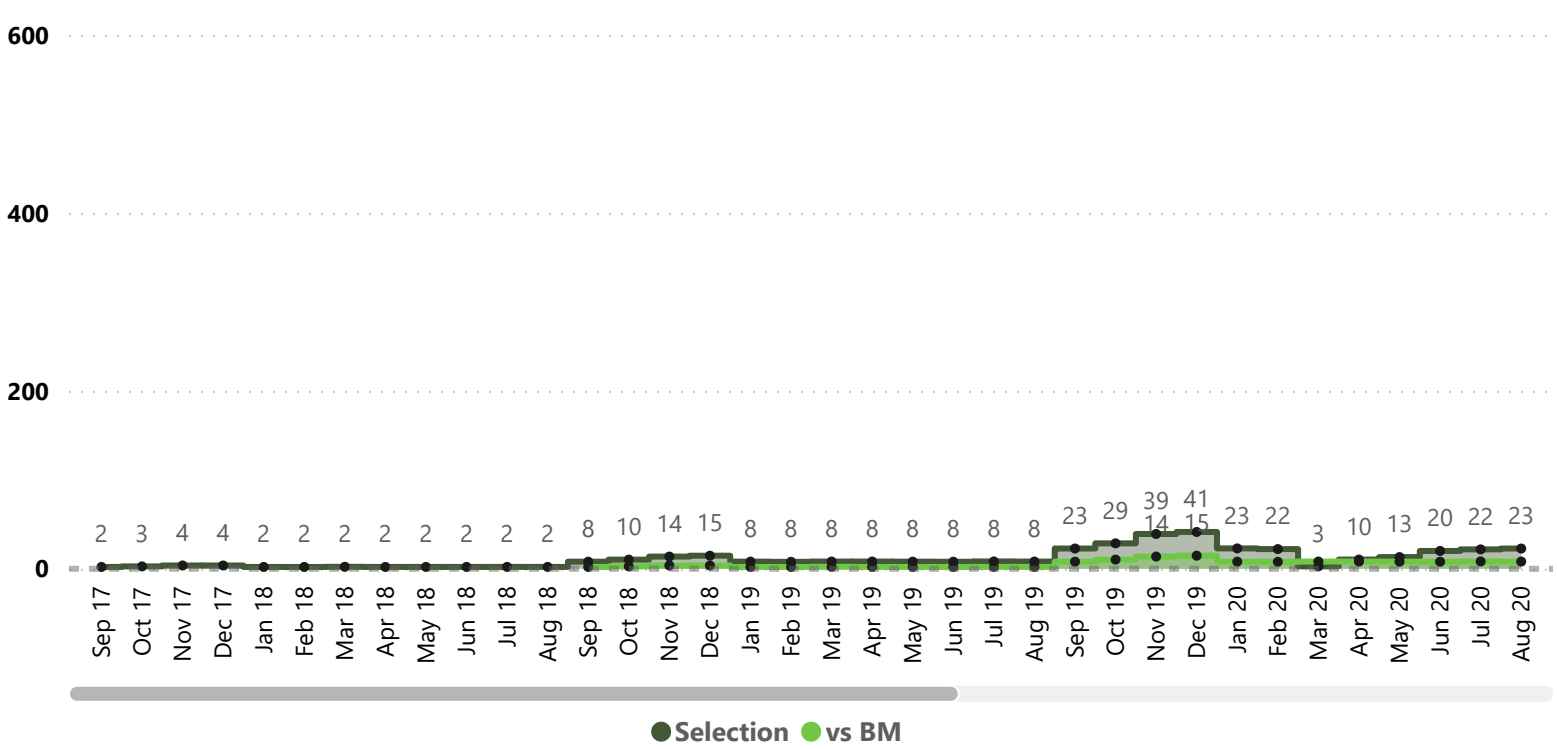
-11.64%

BM: -4.52% | 157.19% ▲

NS \$ and NS \$ LY



Net Sale Performance Matrix



Product / Customer

☒ Product Name

☐ Customer

Region & Category

☒ region

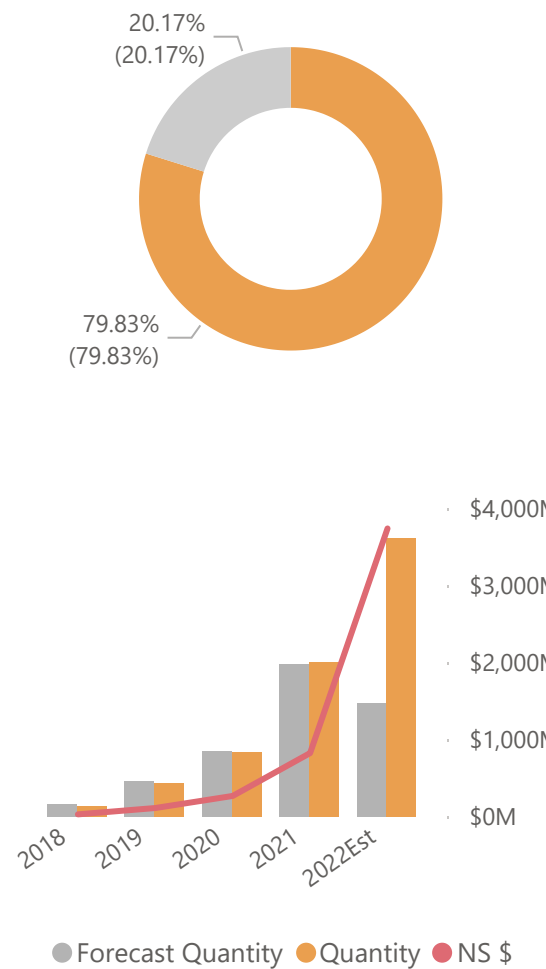
☐ category

Top / Bottom Products & Customers by Net Sales

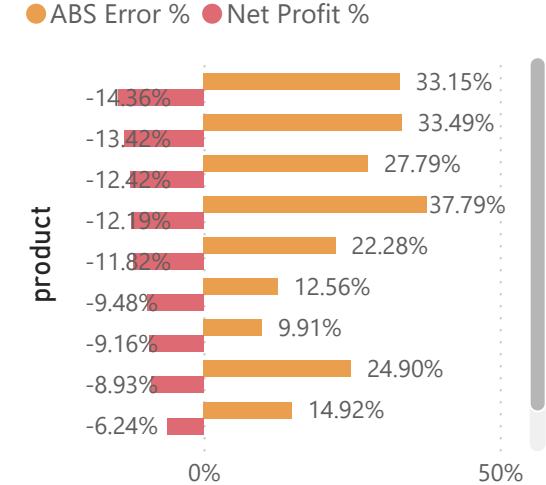
region	P & L Values	P & L chg %
<div><div>+</div>APAC</div>	2,605.73	282.10
<div><div>+</div>EU</div>	1,051.01	281.46
<div><div>+</div>LATAM</div>	21.00	239.67
<div><div>+</div>NA</div>	1,290.74	380.46
Total	4,968.48	303.18

Profit and Loss Statement			
Line Item ▲	BM	Chg	Chg %
Gross Sales	2467.97	7370.14	298.63
Pre Invoice Deduction	578.56	1727.01	298.50
Net Invoice Sales	1889.41	5643.13	298.67
- Post Discounts	417.86	1243.54	297.59
- Post Deductions	239.23	663.42	277.31
Total Post Invoice Deduction	657.10	1906.95	290.21
Net Sales	1232.31	3736.17	303.18
- Manufacturing Cost	737.81	2197.28	297.81
- Freight Cost	32.58	100.49	308.44
- Other Cost	5.09	15.52	305.20
Total COGS	775.48	2313.29	298.31
Gross Margin	456.84	1422.88	311.46
Gross Margin %	37.07	0.76	2.05
GM / Unit	5.36	5.35	99.73
Operational Expense	-512.59	-1945.30	379.50
Net Profit	-55.76	-522.42	936.96
Net Profit %	-4.52	-7.11	157.19

Forecast Accuracy % and ABS Error %



ABS Error % and Net Profit % by product

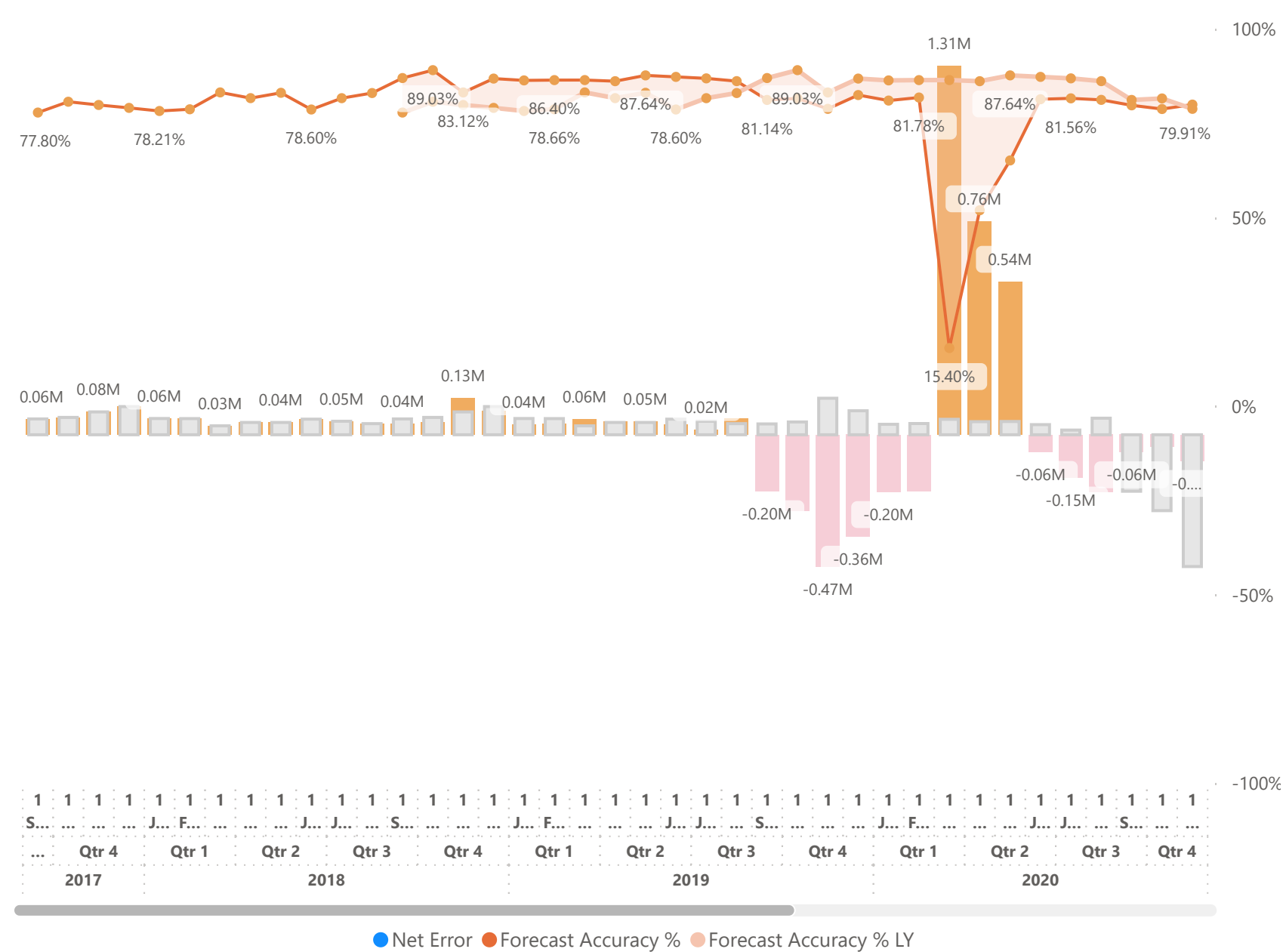


FCA % 79.83%
BM: 79.26% | 0.72% ▲

NET ERROR -2M
LY: 1.06M | -329.08% ▼

ABS ERROR 25M
LY: 17.89M | 38.57% ▼

Accuracy and Net Error Trend

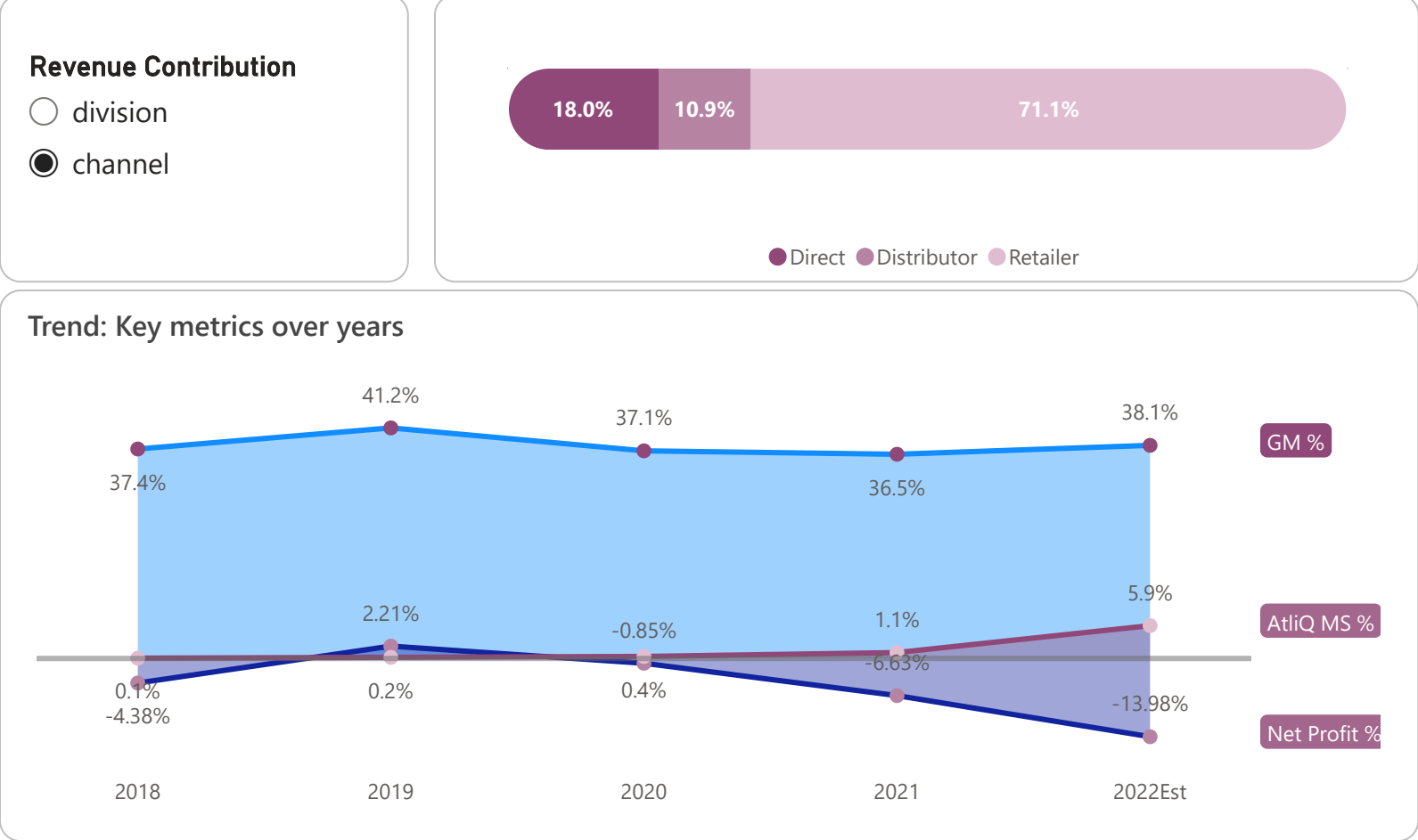
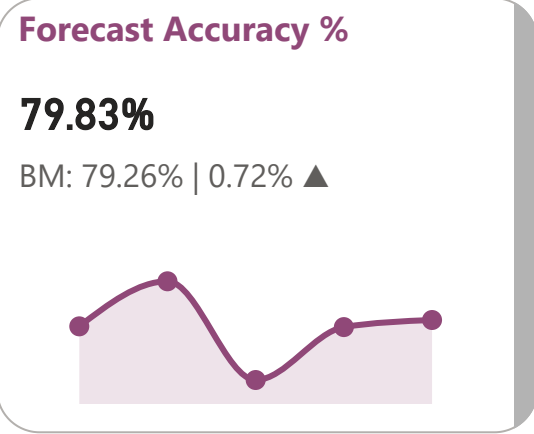
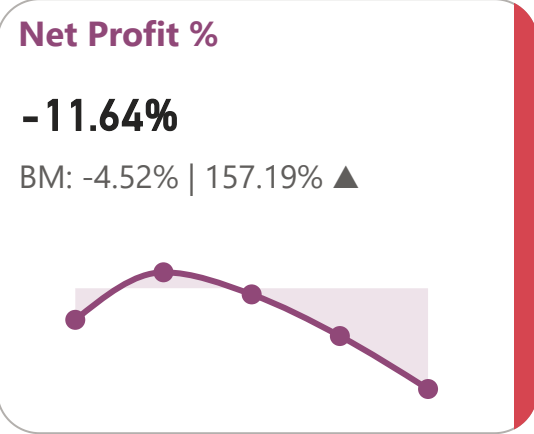
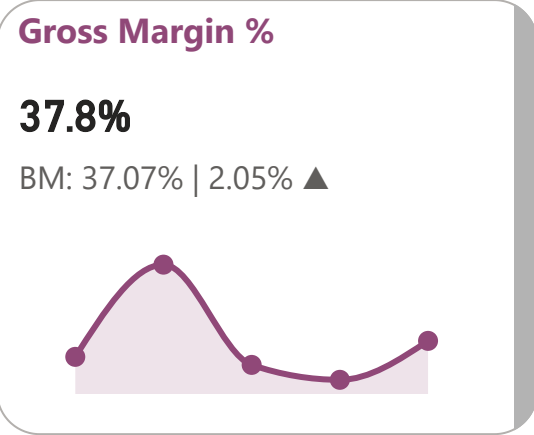
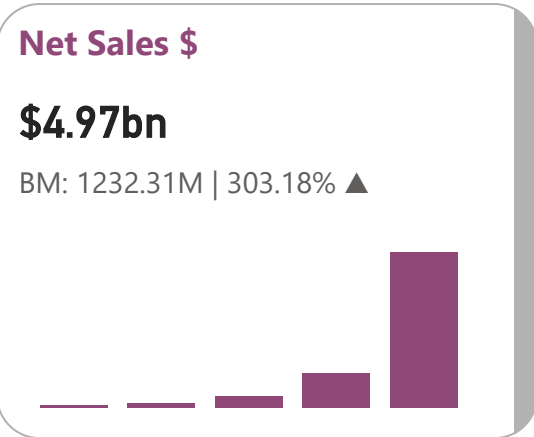


Key Metrics by Customer

CUSTOMER	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.38%	43.91%	-162373	-8.3%	OOS
All-Out	36.64%	31.27%	-6876	-6.3%	OOS
Amazon	69.95%	68.28%	-1394379	-8.4%	OOS
Argos (Sainsbury's)	53.17%	52.54%	-1394	-0.3%	OOS
Atlas Stores	47.19%	46.26%	119793	18.9%	EI
Atliq e Store	70.89%	69.48%	-865676	-8.4%	OOS
AtliQ Exclusive	69.00%	68.46%	-48639	-0.5%	OOS
BestBuy	35.90%	28.26%	-80434	-6.9%	OOS
Billa	31.07%	23.91%	-42043	-17.0%	OOS
Boulanger	54.23%	54.88%	27467	3.4%	EI
Chip 7	45.13%	48.42%	65405	6.4%	EI
Chiptec	50.08%	49.88%	47937	8.8%	EI
Circuit City	35.85%	28.20%	-90877	-7.5%	OOS
Control	45.57%	41.76%	-63137	-4.7%	OOS
Coolblue	50.10%	50.97%	96016	11.2%	EI
Total	79.83%	79.26%	-2417425	-2.0%	OOS

Key Metrics by Product

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Desktop	86.98%	84.11%	94729	10.4%	EI
Storage	81.08%	82.48%	2020264	10.5%	EI
Peripherals	74.34%	81.06%	-3388005	-17.5%	OOS
Networking	80.99%	79.46%	184995	2.7%	EI
Notebook	83.80%	79.41%	22621	0.5%	EI
Accessories	80.50%	77.85%	-1352029	-1.9%	OOS
Total	79.83%	79.26%	-2417425	-2.0%	OOS

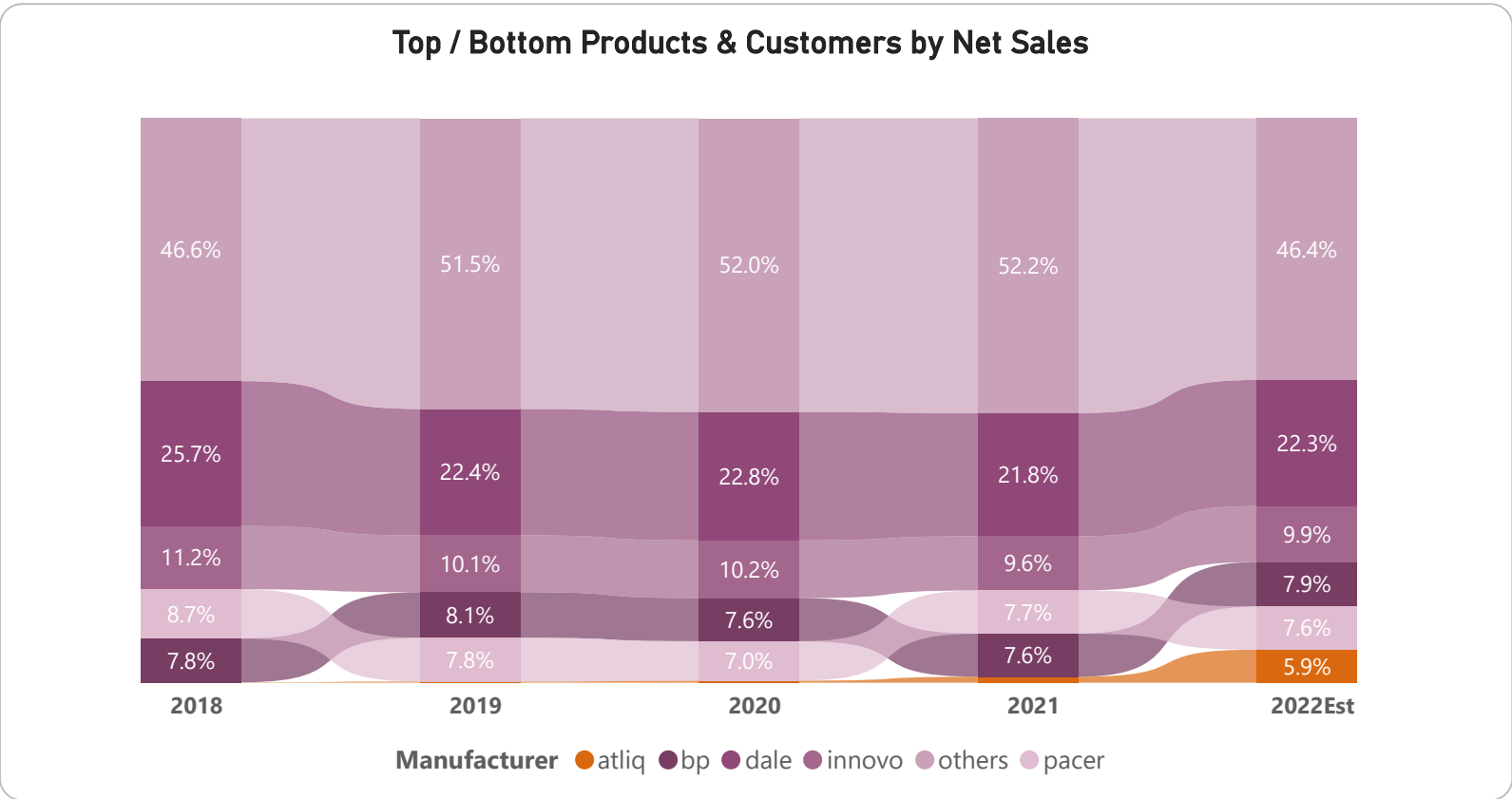


Top 5 Customers by Revenue

customer	RC %	GM %
Acclaimed Stores	1.9%	39.5% ↓
Amazon	13.6%	36.8% ↓
Atliq e Store	8.4%	37.1% ↑
AtliQ Exclusive	9.6%	45.7% ↓
Ebay	2.5%	36.2% ↑
Electricalsociety	1.9%	36.0% ↓
Flipkart	3.6%	39.8% ↓
Leader	3.2%	31.7% ↑
Neptune	2.7%	45.5% ↓
Sage	3.4%	32.5% ↑

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	37.5% ↑
AQ BZ Allin1 Gen 2	4.1%	38.5% ↑
AQ BZ Compact	3.3%	37.6% ↑
AQ BZ Gen Y	3.1%	37.9% ↑
AQ BZ Gen Z	3.1%	38.1% ↑
AQ Gamer 2	3.2%	37.8% ↑
AQ Home Allin1	3.3%	38.6% ↑
AQ HOME Allin1 Gen 2	4.4%	38.0% ↑
AQ Smash 1	3.3%	37.5% ↑
AQ Smash 2	3.4%	37.4% ↑



Customer Performance Sub Region Wise

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ANZ	\$257M	5.2%	42.5%	✓ -3.17%	✓ -1.2%	OOS	0.5%
India	\$1,271M	25.6%	35.1%	✓ -22.03%	⚡ 0.2%	EI	5.1%
LATAM	\$21M	0.4%	35.3%	⬆ -0.78%	✓ 0.3%	EI	0.1%
NA	\$1,291M	26.0%	43.5%	⚡ -13.40%	✓ -3.8%	OOS	1.8%
NE	\$605M	12.2%	34.1%	⬆ -14.26%	✓ 4.9%	EI	2.5%
ROA	\$1,077M	21.7%	35.4%	⬆ -2.30%	✓ -5.3%	OOS	3.2%
SE	\$446M	9.0%	37.6%	⬆ -1.32%	✓ -6.7%	OOS	6.6%
Total	\$4,968M	100.0%	37.8%	-11.64%	-2.0%	OOS	2.3%



Net Sales \$

\$4.97bn

BM: 1232.31M | 303.18% ▲

Gross Margin %

37.8%

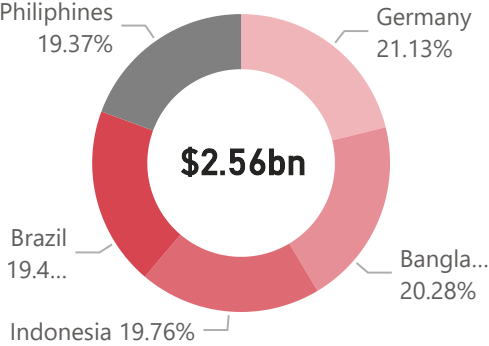
BM: 37.07% | 2.05% ▲

Net Profit %

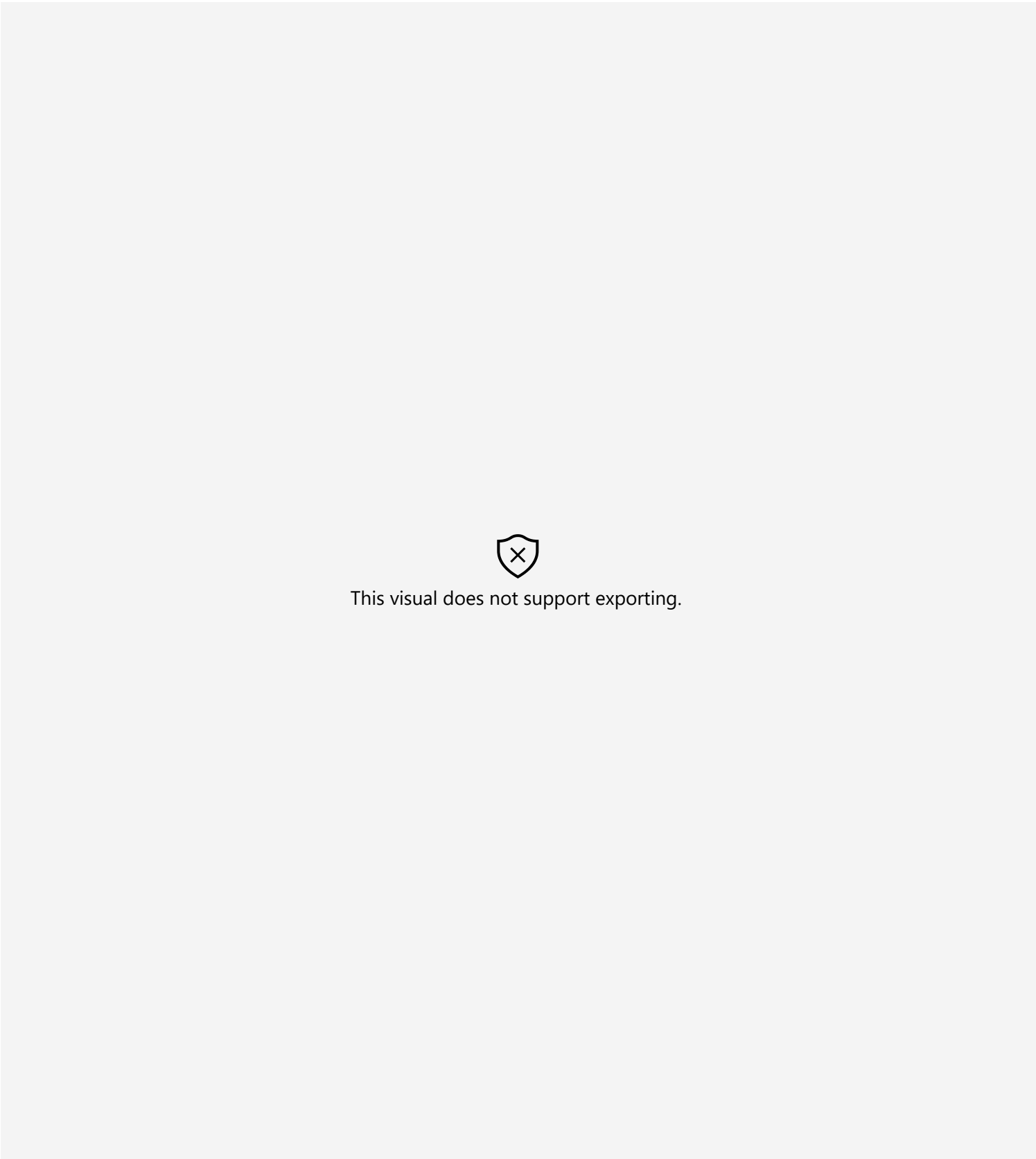
- 11.64%

BM: -4.52% | 157.19% ▲

Post Invoice % Measure



Top 5 Net Sale Performer over years



Show Top Products



Show bottom Products

Bottom 5 GM % YOY PRODUCTS

product	GM% YOY
AQ Mx NB	-11.24%
AQ Smash 2	-11.71%
AQ HOME Allin1 Gen 2	-11.73%
AQ Lumina Ms	-11.99%
AQ Marquee P4	-13.72%

BOTTOM 5 DISCOUNT% PRODUCTS

Bottom product	Discount Measure
AQ Marquee P4	26.66%
AQ HOME Allin1 Gen 2	26.48%
AQ Lumina	26.34%
AQ F16	26.32%
AQ BZ Allin1 Gen 2	26.23%

Sales Performance Matrix

Product Name

Customer

Product Name	NS \$	GM \$	GM %	Δ GM %
AQ HOME Allin1 Gen 2	\$218.5M	\$83.1M	38.0%	3.4%
AQ BZ Allin1 Gen 2	\$202.4M	\$77.9M	38.5%	
AQ BZ Allin1	\$175.3M	\$65.8M	37.5%	4.4%
AQ Smash 2	\$169.1M	\$63.2M	37.4%	0.9%
AQ Home Allin1	\$162.3M	\$62.7M	38.6%	5.4%
AQ Smash 1	\$165.7M	\$62.1M	37.5%	-0.7%
AQ BZ Compact	\$163.6M	\$61.4M	37.6%	0.2%
AQ Gamer 2	\$158.4M	\$59.9M	37.8%	1.8%
AQ BZ Gen Z	\$154.1M	\$58.8M	38.1%	4.1%
AQ BZ Gen Y	\$151.6M	\$57.5M	37.9%	3.0%
AQ Electron 3 3600 Desktop	\$144.0M	\$55.2M	38.3%	5.5%
AQ Electron 5 3600 Desktop	\$129.5M	\$50.1M	38.7%	2.9%
AQ Electron 4 3600 Desktop	\$135.1M	\$50.0M	37.0%	2.4%
AQ 5000 Series Electron 8 5900X	\$121.6M	\$47.0M	38.7%	5.5%
AQ 5000 Series Ultron 8 5900X	\$122.7M	\$45.0M	36.7%	-3.7%
AQ Gamer 3	\$112.8M	\$44.0M	39.0%	5.1%
AQ Gamer 1	\$114.8M	\$42.5M	37.0%	-0.2%
AQ Gen Y	\$108.2M	\$40.9M	37.8%	4.8%
AQ GEN Z	\$105.5M	\$39.7M	37.7%	2.5%
Total	\$4,968.5M	\$1,879.7M	37.8%	2.1%

Abbreviations

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

All values in Million \$



Info

