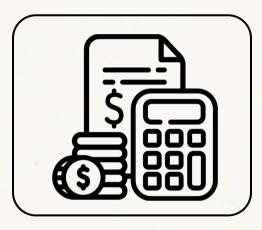


Business Insights - AtliQ Hardware



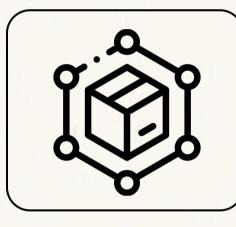
Finance

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



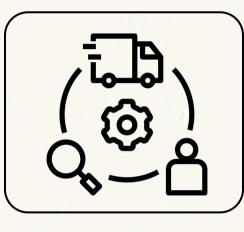
Sales

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



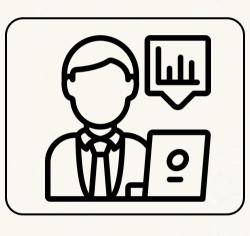
Marketing

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



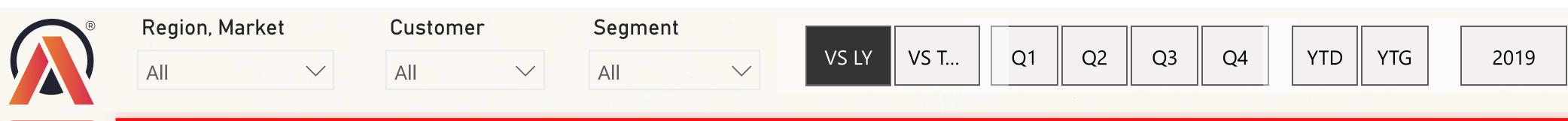
Supply Chain

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.





₹ 3.74bn BM: 823.84M (+353.51%) **38.08%**BM: 36.49% (+4.37%)

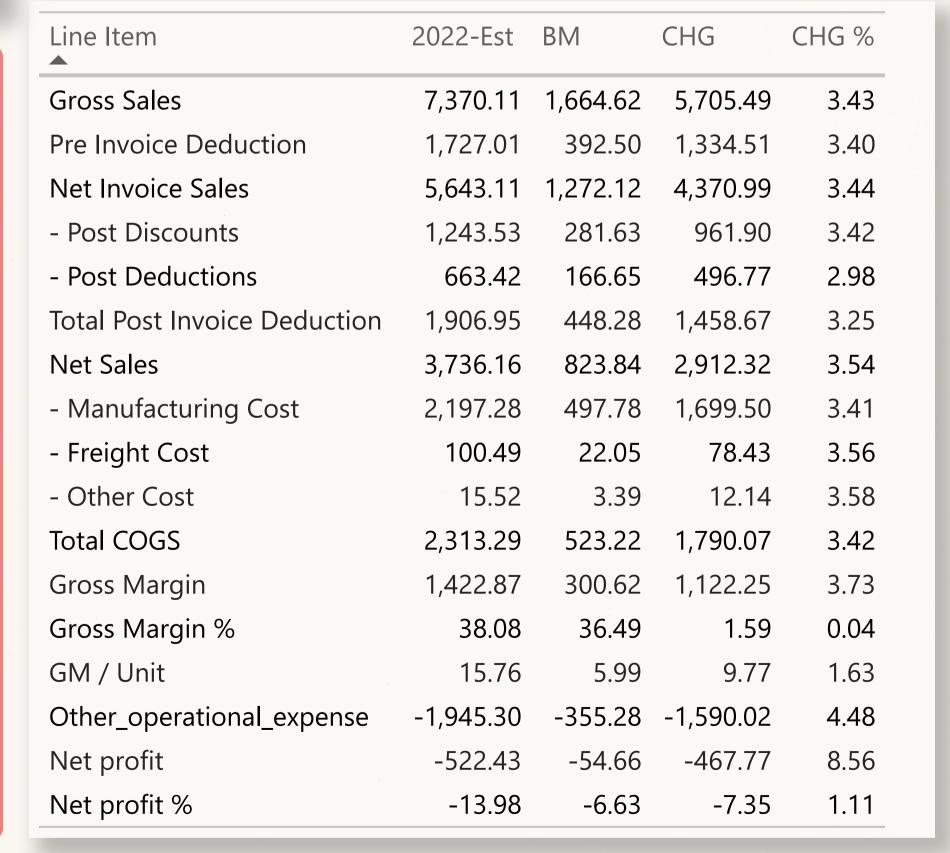
- 13.98% BM: -0.07 (-110.77%)

Net Sales GM %

Net Profit %



Profit and Loss Statement







Top / Bottom Products & Customers by Net sales

region	P & L values	P & L Change %
□ APAC		
Australia	119.33	332.38%
Bangladesh	36.41	299.56%
	147.43	393.51%
⊞ India	945.33	348.72%
H Indonesia	96.61	298.56%
∃ Japan	47.34	356.68%

segment	P & L values	P & L Change %
Accessories	454.09	85.46%
AQ Gamers	21.03	26.22%
AQ Gamers Ms	14.89	23.63%
AQ LION x1	12.52	987.10%
AQ LION x2	13.90	741.43%
AQ LION x3	17.83	746.72%
AO Lite Total	26 02 3,736.16	34 41% 353.51%

2020

2021

2022-Est















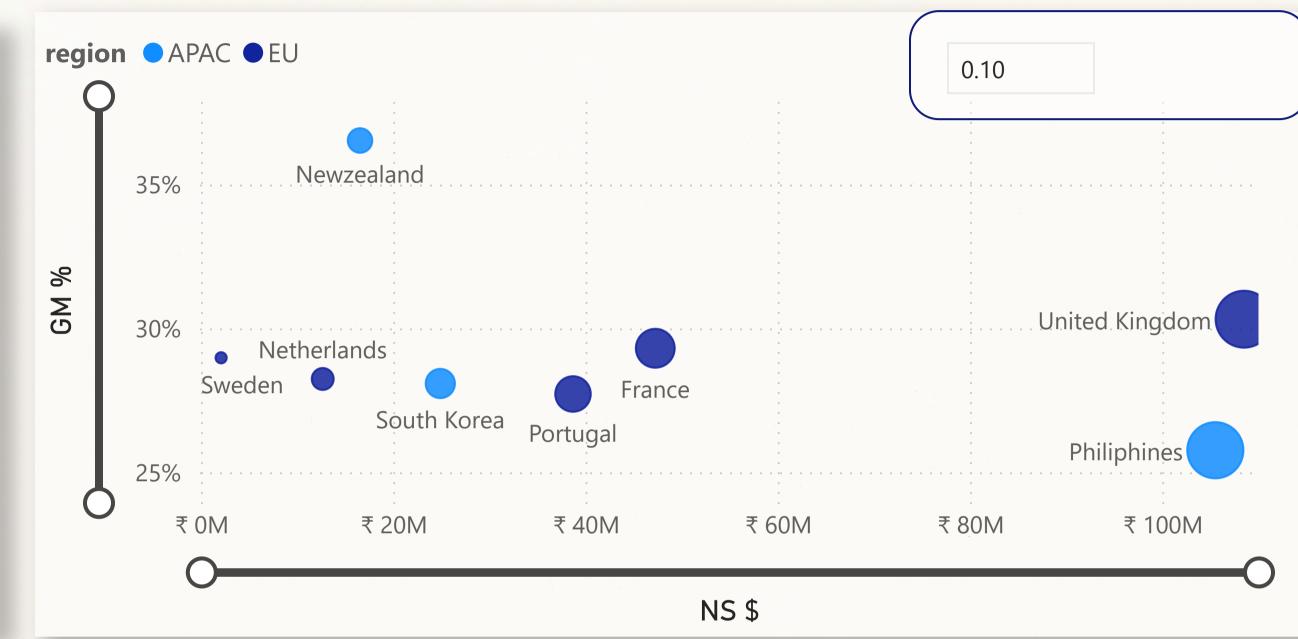




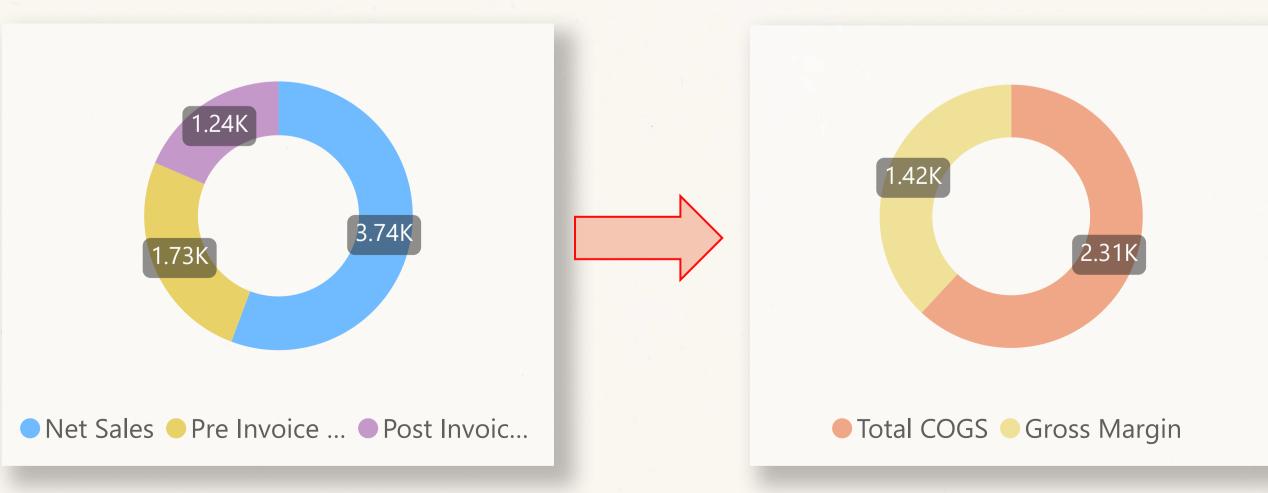
customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.87M	182.76M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Atliq Exclusive	₹ 361.11M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%

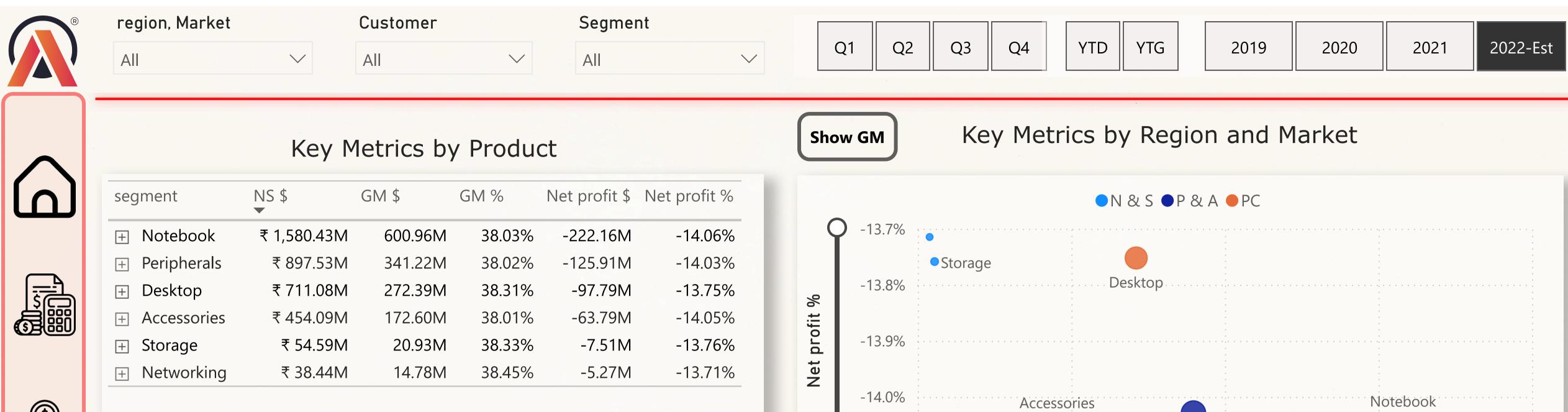
Product performance

category	NS \$	GM \$	GM %
Batteries	₹ 71.37M	26.84M	37.61%
Business Laptop	₹ 765.25M	292.87M	38.27%
External Solid State Drives	₹ 50.90M	19.55M	38.41%
Gaming Laptop	₹ 619.25M	233.85M	37.76%
Graphic Card	₹ 233.69M	87.70M	37.53%
Internal HDD	₹ 37.42M	14.33M	38.30%
Keyboard	₹ 225.24M	85.97M	38.17%
MotherBoard	₹ 101.84M	39.40M	38.69%



Unit Economics





-14.1%

₹ 0.0bn



Key Metrics by Region

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
	•				
⊕ APAC	₹ 1,923.77M	690.21M	35.88%	-281.17M	-14.62%
+ NA	₹ 1,022.09M	459.67M	44.97%	-145.31M	-14.22%
⊕ EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
± LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%



₹ 0.5bn

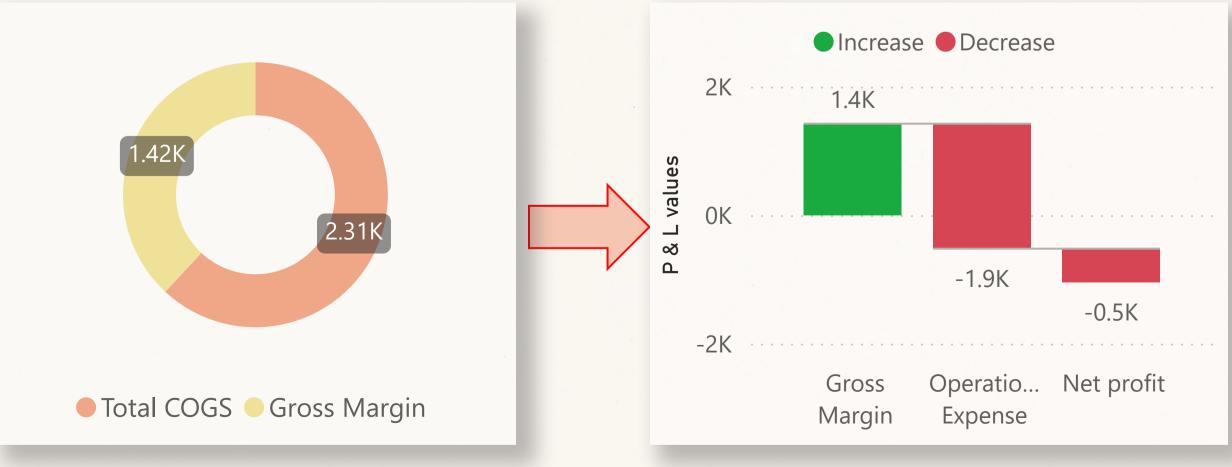
Peripherals

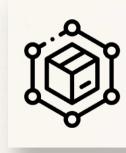
₹ 1.0bn

NS \$

₹ 1.5bn

₹ 2.0bn















Forecast Accuracy

-3472.7K

LY: -751.7K (+361.97%) LY: 9.78M (-29.46%)

Net Error %

Absolute error

6.90M





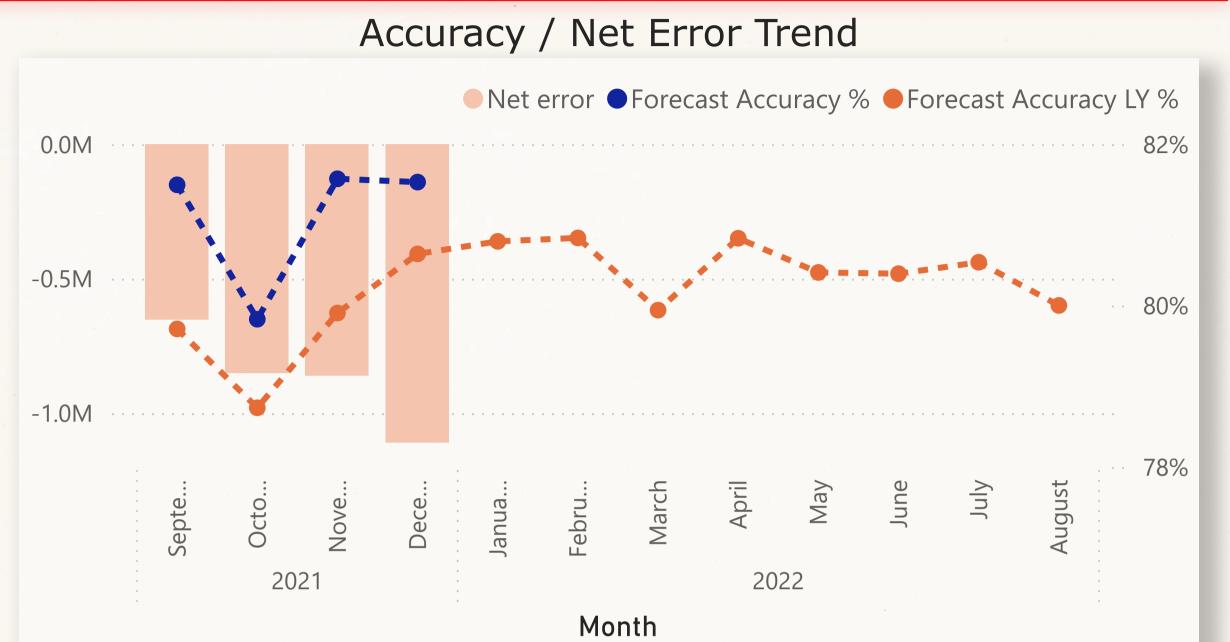






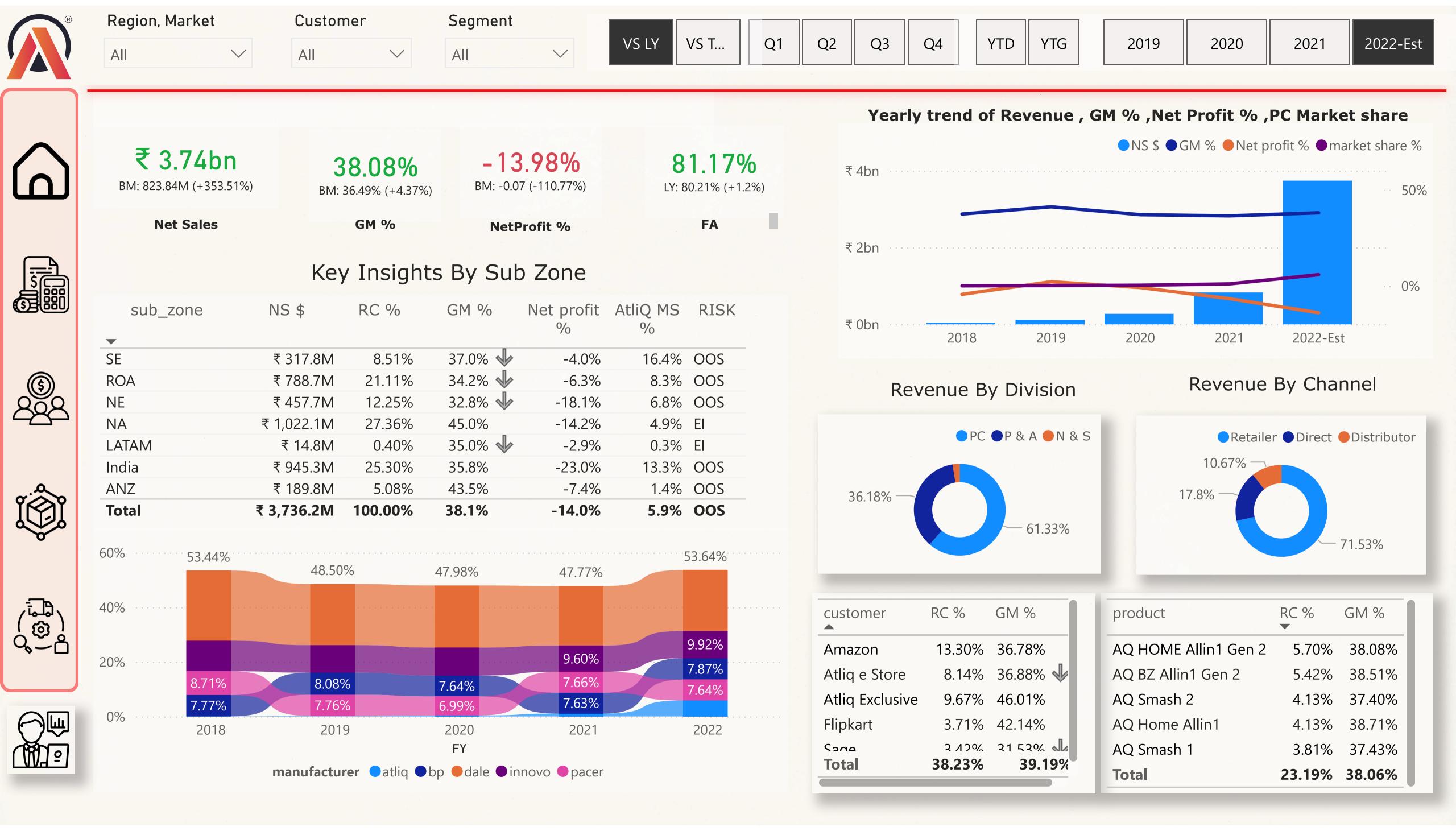
Key Metrics by Customer

Customer	Forecast Accuracy	Forecast accuracy LY %	Net error	Net error %		Risk
Atliq e Store	74.2%	74.6%	-294868	-9.6%	oos	
Amazon	73.8%	74.5%	-464694	-9.2%	OOS	
Atliq Exclusive	70.4%	71.7%	-359242	-11.9%	OOS	
Expert	62.9%	60.7%	-26489	-6.7%	OOS	
Acclaimed Stores	57.7%	50.7%	83037	10.7%	EI	
Electricalsbea Stores	55.7%	51.6%	-6352	-9.6%	OOS	
Mbit	55.4%	62.3%	-43470	-22.3%	OOS	
Argos (Sainsbury's)	54.8%	56.1%	-23040	-17.6%	OOS	
walmart	54.8%	50.1%	84334	12.1%	EI	
Staples	54.4%	49.4%	79821	11.5%	EI	
Currys (Dixons Carphone)	54.3%	35.9%	8104	6.0%	EI	
Flipkart	54.2%	52.6%	-13616	-1.1%	OOS	
Power	54.1%	56.7%	-11212	-10.2%	OOS	
Nomad Stores	53.4%	50.6%	3394	1.3%	EI	



Key Metrics by Product

Segment	Forecast Accuracy %	Forecast Accuracy LY %	Net error	Net error %		Risk
H Networking	93.1%	90.4%	-12967	-1.7%	oos	
Desktop	87.5%	84.4%	78576	10.2%	El	
+ Accessories	87.4%	77.7%	341468	1.7%	El	
→ Notebook	87.2%	80.0%	-47221	-1.7%	OOS	
∃ Storage	71.5%	83.5%	-628266	-25.6%	OOS	
Peripherals	68.2%	83.2%	-3204280	-31.8%	OOS	



NS ang GM % for

