



AtliQ Hardware

# 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..



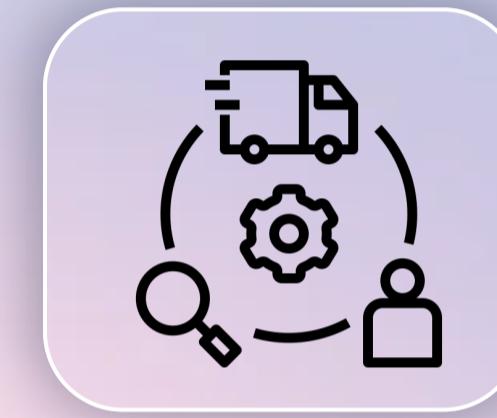
## SALES VIEW

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



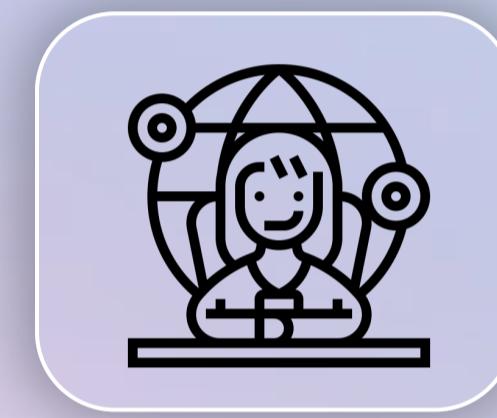
## MARKETING VIEW

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 your **issues resolved** by connecting to our support specialist.

All values in Million Dollars

Sales data loaded until : Dec 21

Date last refreshed : 04 Sep 2023





# Business Insights 360

## KEY INFO

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](#).



Region, Market

Customer

Segment,Category,Product

All

All

All

2018

2019

2020

2021

2022  
Est

Quarter

All

YTD

YTG

vs LY

vs  
Target**Net Sales****\$3.74bn✓**

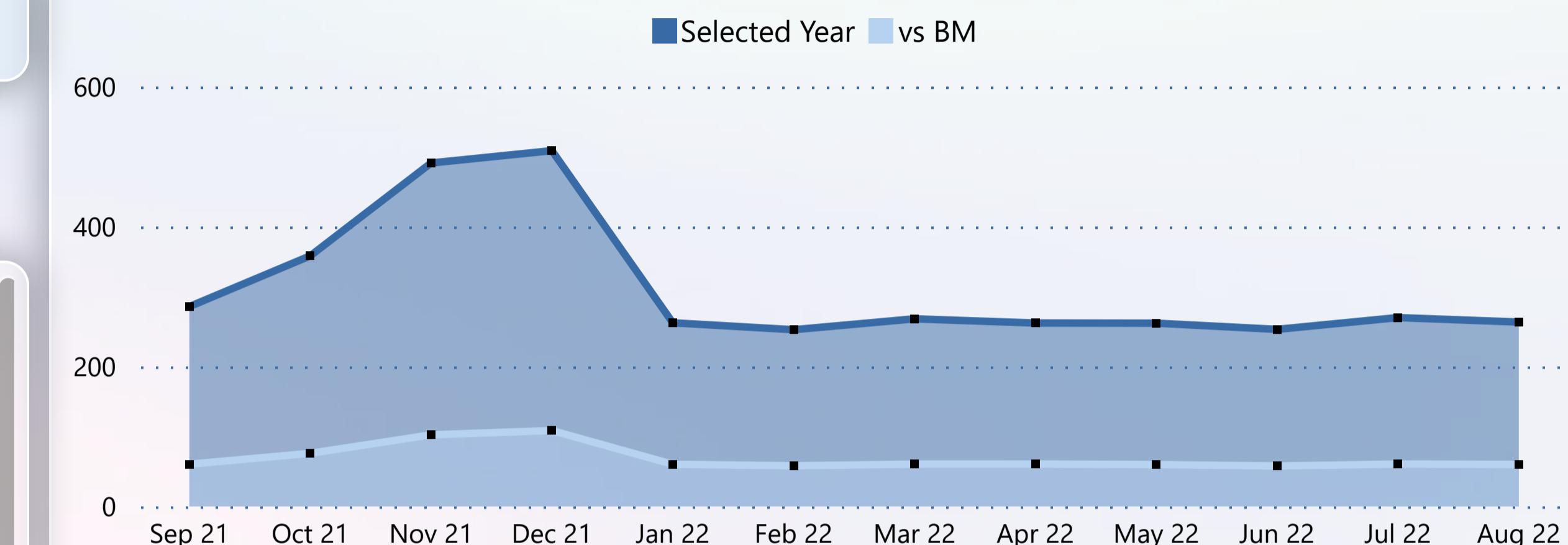
BM: 823.85M (+353.5%)

**GM %****38.08%✓**

BM: 36.49% (+4.37%)

**Net Profit %****-13.98% !**

BM: -6.63% (-110.79%)

**Net Sales Performance over time****Profit & Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
<b>Gross Sales</b>	7,370.14	1,664.64	5,705.50	342.75
<b>Pre Invoice Deduction</b>	1,727.01	392.50	1,334.51	340.00
<b>Net Invoice Sales</b>	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
<b>Total Post Invoice Deduction</b>	1,906.95	448.29	1,458.67	325.39
<b>Net Sales</b>	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
<b>Total COGS</b>	2,313.29	523.22	1,790.07	342.13
<b>Gross Margin</b>	1,422.88	300.63	1,122.25	373.30
<b>Gross Margin %</b>	38.08	36.49	1.59	4.37
<b>GM / Unit</b>	15.76	5.99	9.77	162.95
<b>Operational Expense</b>	-1,945.30	-355.28	-1,590.02	447.54
<b>Net Profit</b>	-522.42	-54.65	-467.77	855.93
<b>Net Profit %</b>	-13.98	-6.63	-7.35	110.79

**Top / Bottom Customers & Products by Net Sales**

Region	P & L Values	P & L Change %
+ APAC	1,923.77	335.27
+ EU	775.48	286.26
+ LATAM	14.82	368.40
+ NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>
Segment	P & L Values	P & L Change %
+ Accessories	454.10	85.46
+ Desktop	711.08	1,431.55
+ Networking	38.43	-14.89
+ Notebook	1,580.43	493.06
+ Peripherals	897.54	439.03
+ Storage	54.59	0.32



Region, Market

All

Customer

All

Segment, Category, Product

All

2018

2019

2020

2021

2022  
Est

Quarter

All

YTD

YTG

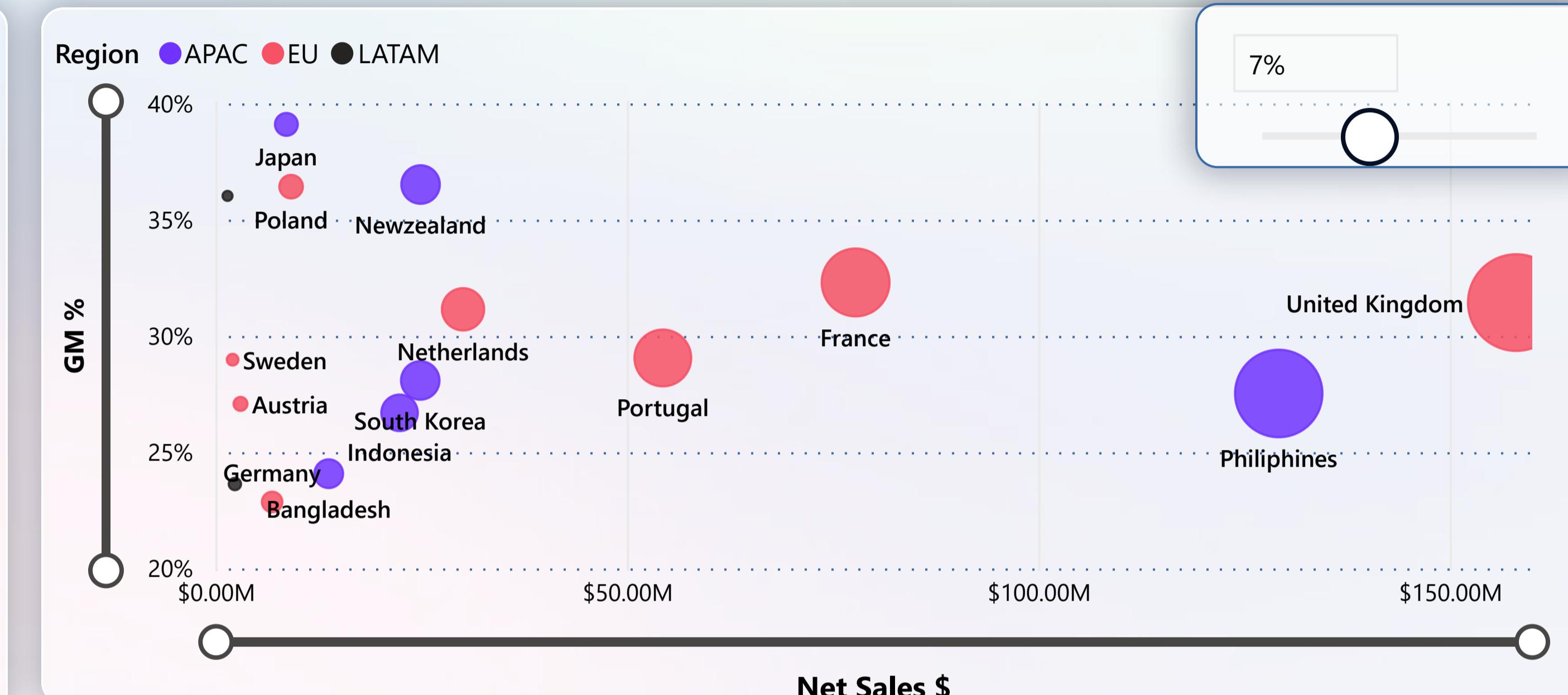
vs LY

vs  
Target

## 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 Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

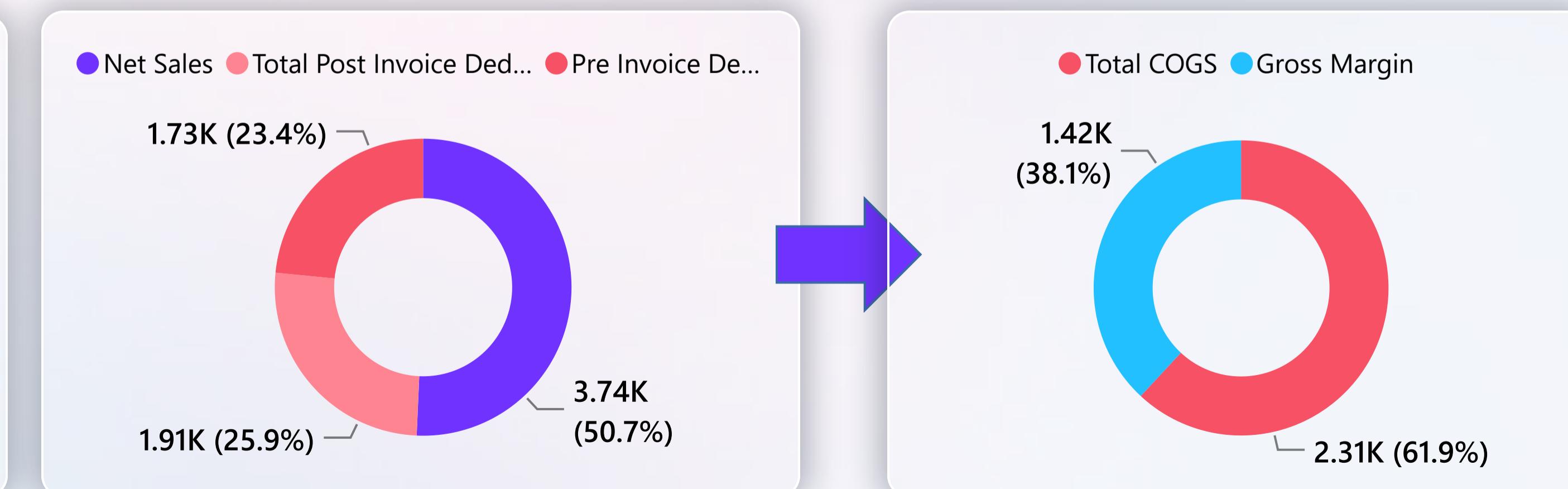
## Performance Matrix



## Product Performance

Segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Peripherals	\$897.54M	\$341.22M	38.02%
Notebook	\$1,580.43M	\$600.96M	38.03%
Desktop	\$711.08M	\$272.39M	38.31%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%

## Unit Economics





Region, Market

Customer

Segment, Category, Product

All

All

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

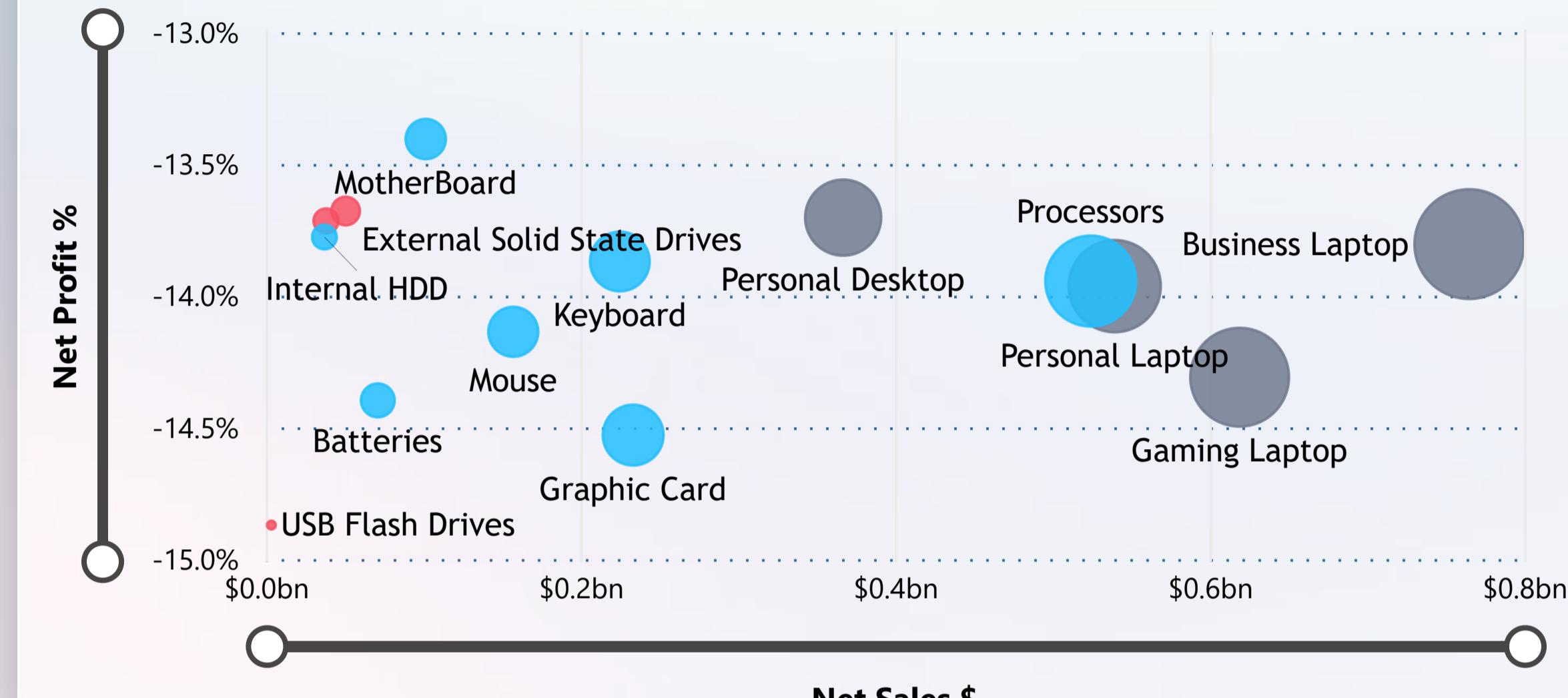
YTG

## Product Performance

Segment	Net Sales \$	Gross Margin \$	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	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

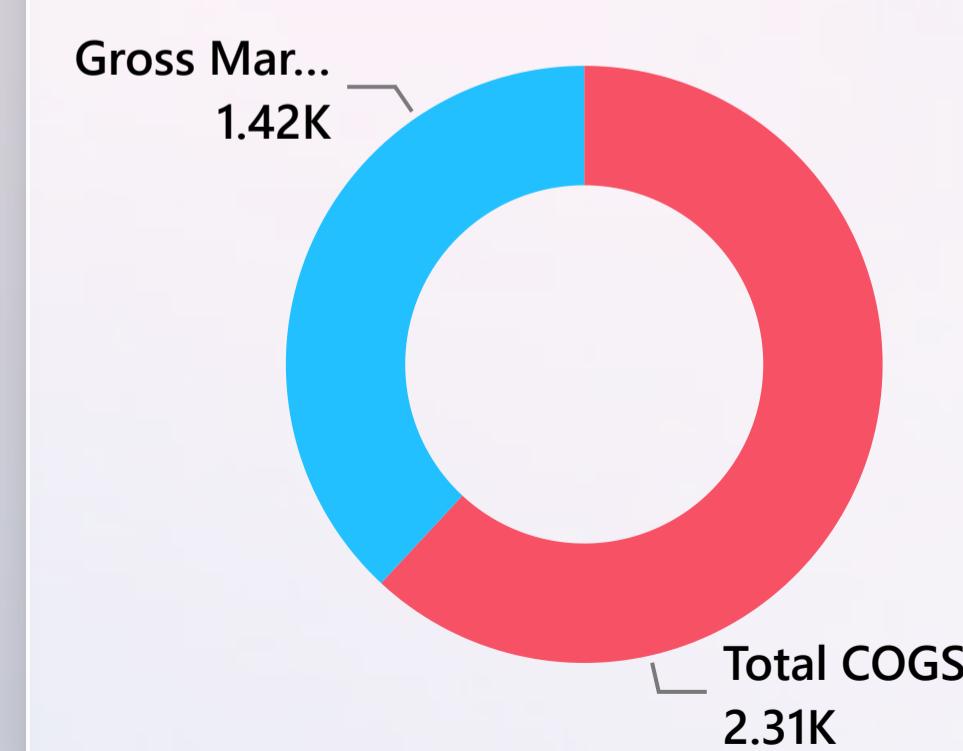
Show GM %

Division N &amp; S P &amp; A PC



## Region / Market / Customer Performance

Region	Net Sales \$	Gross Margin \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	\$459.68M	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%
Total	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



## Unit Economics



Region, Market  
AllCustomer  
AllSegment, Category, Product  
All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

## Forecast Accuracy

81.17%✓

LY: 80.21% (+1.2%)

## Net Error

-3472.69K✓

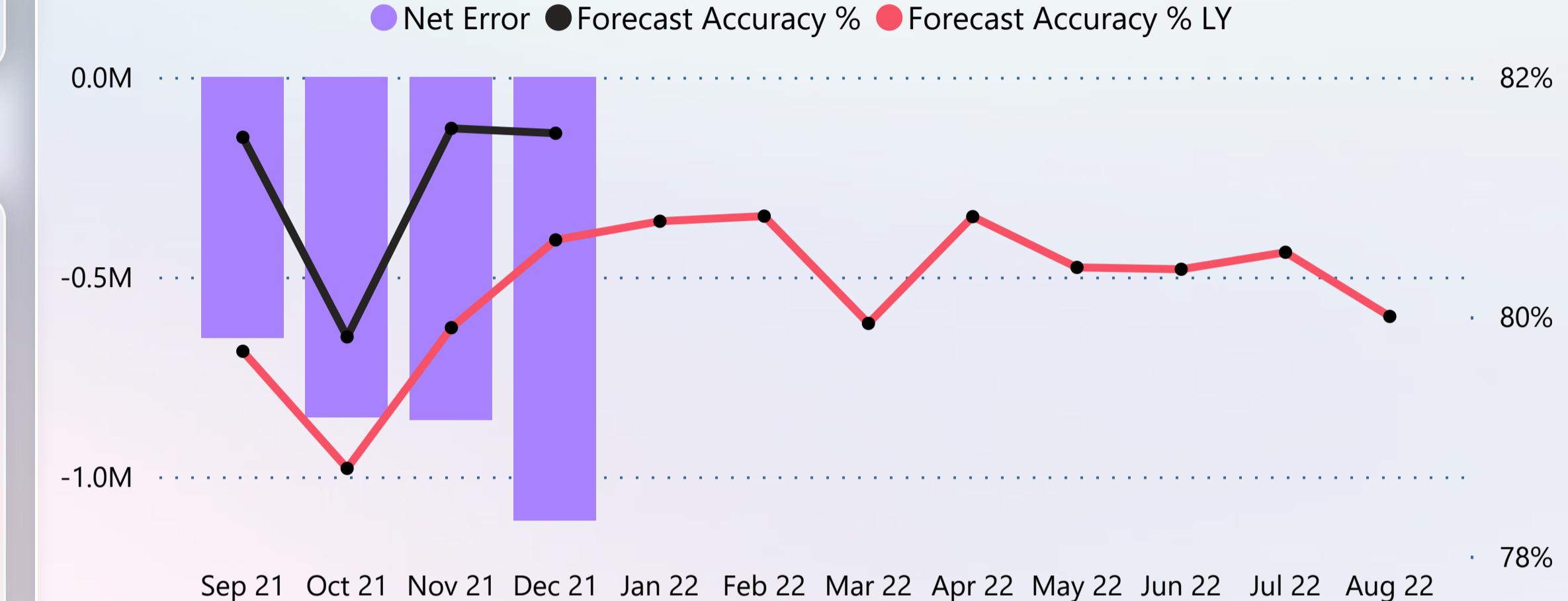
LY: -751.71K (+361.97%)

## Abs Error

6899.04K✓

LY: 9780.74K (+29.46%)

## Accuracy / Net Error Trend



## Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI

## Key Metrics By Product

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
[+] Accessories	87.42%	77.66%	341468	1.72%	EI
[+] Desktop	87.53%	84.37%	78576	10.24%	EI
[+] Networking	93.06%	90.40%	-12967	-1.69%	OOS
[+] Notebook	87.24%	79.99%	-47221	-1.69%	OOS
[+] Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
[+] Storage	71.50%	83.54%	-628266	-25.61%	OOS



Region, Market

All

Customer

All

Segment, Category, Product

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Target

## Net Sales

\$3.74bn✓

BM: 823.85M (+353.5%)

## GM %

38.08%✓

BM: 36.49% (+4.37%)

## Net Profit %

-13.98%!

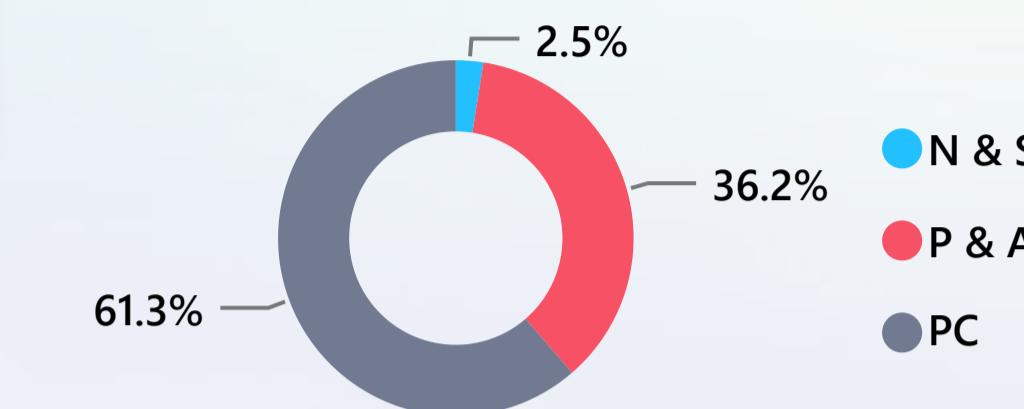
BM: -6.63% (-110.79%)

## FA %

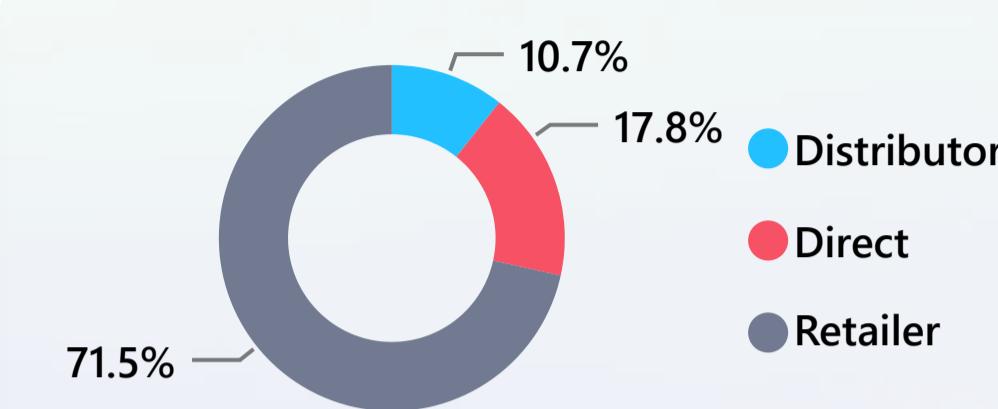
81.17%✓

LY: 80.21% (+1.2%)

## Revenue by Division



## Revenue by Channel

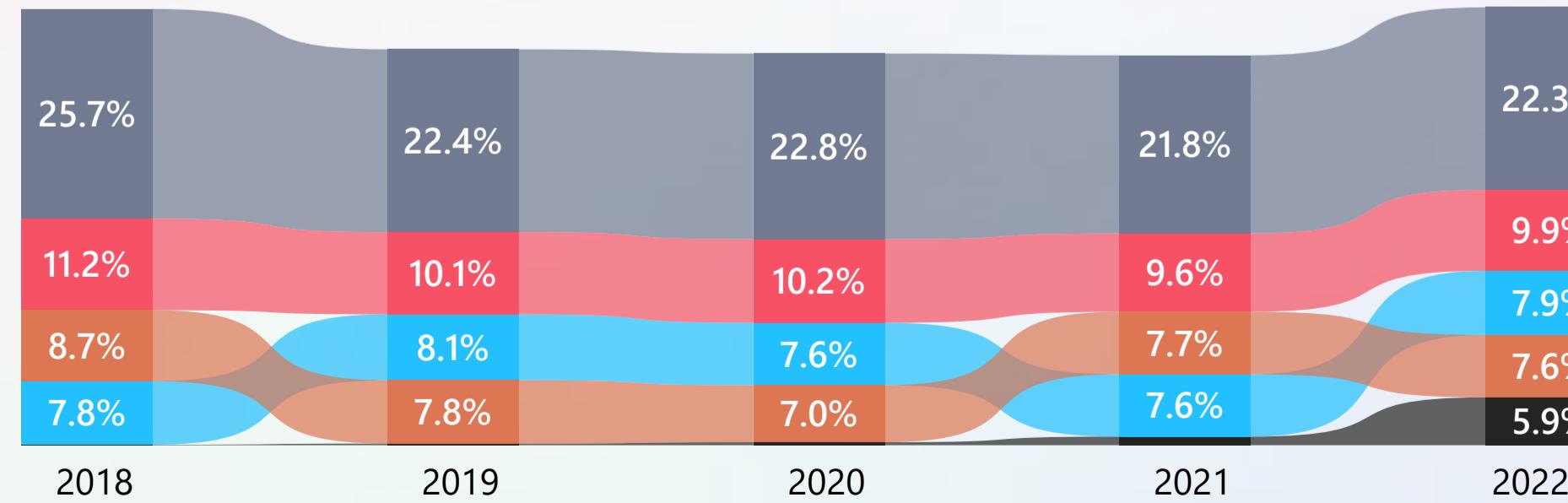


## Key Insights by Sub Zone

sub_zone	Net Sales \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.56%
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56%
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.47%
ANZ	\$189.8M	5.1%	43.5%		-7.4%	1.4%	-37.61%
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.37%
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.48%</b>	<b>OOS</b>

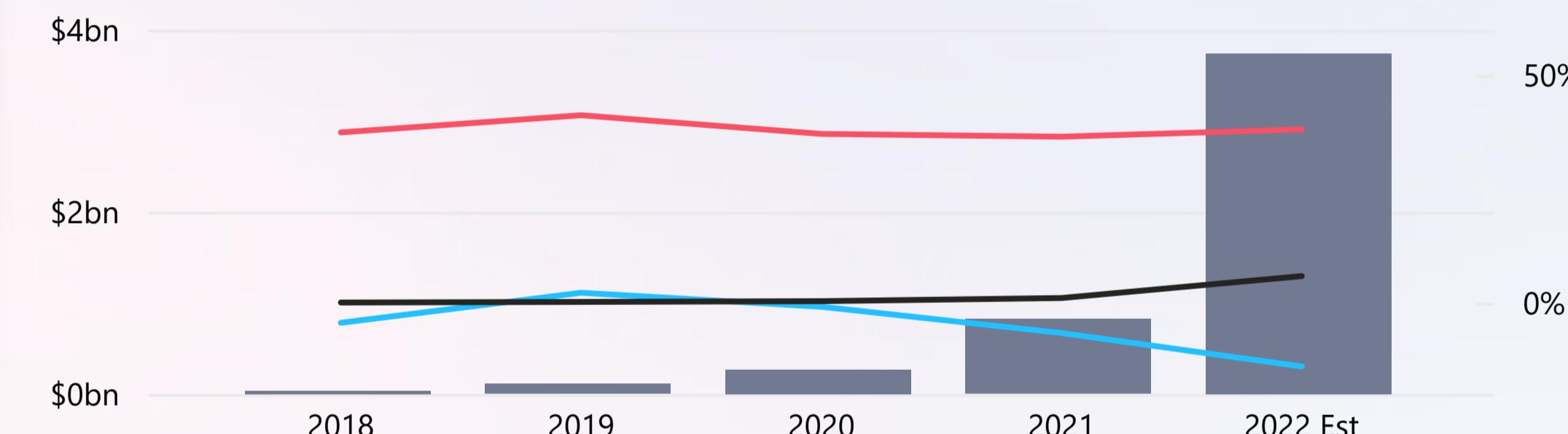
## PC Market Share Trend - AtliQ and Competitors

● atliq ● bp ● dale ● innovo ● pacer



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

● Net Sales \$ — GM % — Net Profit % — AtliQ MS %



## Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.3%	36.8%
AtliQ e Store	8.1%	36.9% ↓
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

## Top 5 Products by Revenue

Product	RC %	GM %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4% ↓
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>