



**Imagine a hardware company that was swiftly rising in the market ,only to be struck by a major setback ,resulting in significant losses.**



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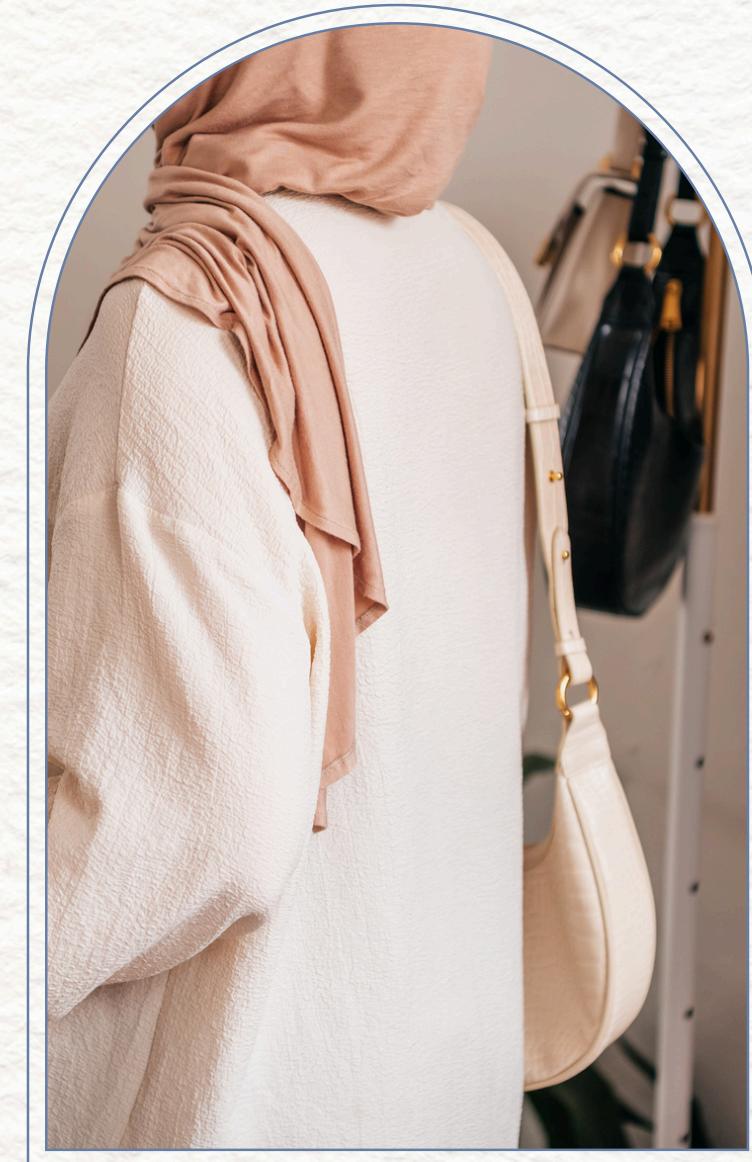
DASHBOARD

INSIGHTS

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# About Me

I am an aspiring Data Analyst. In this presentation, I will be showcasing a dashboard. Before diving into the dashboard itself, let me first outline the agenda for this presentation.



# PROBLEM STATEMENT

The company experienced financial losses due to opening a store in America without sufficient data-driven insights.

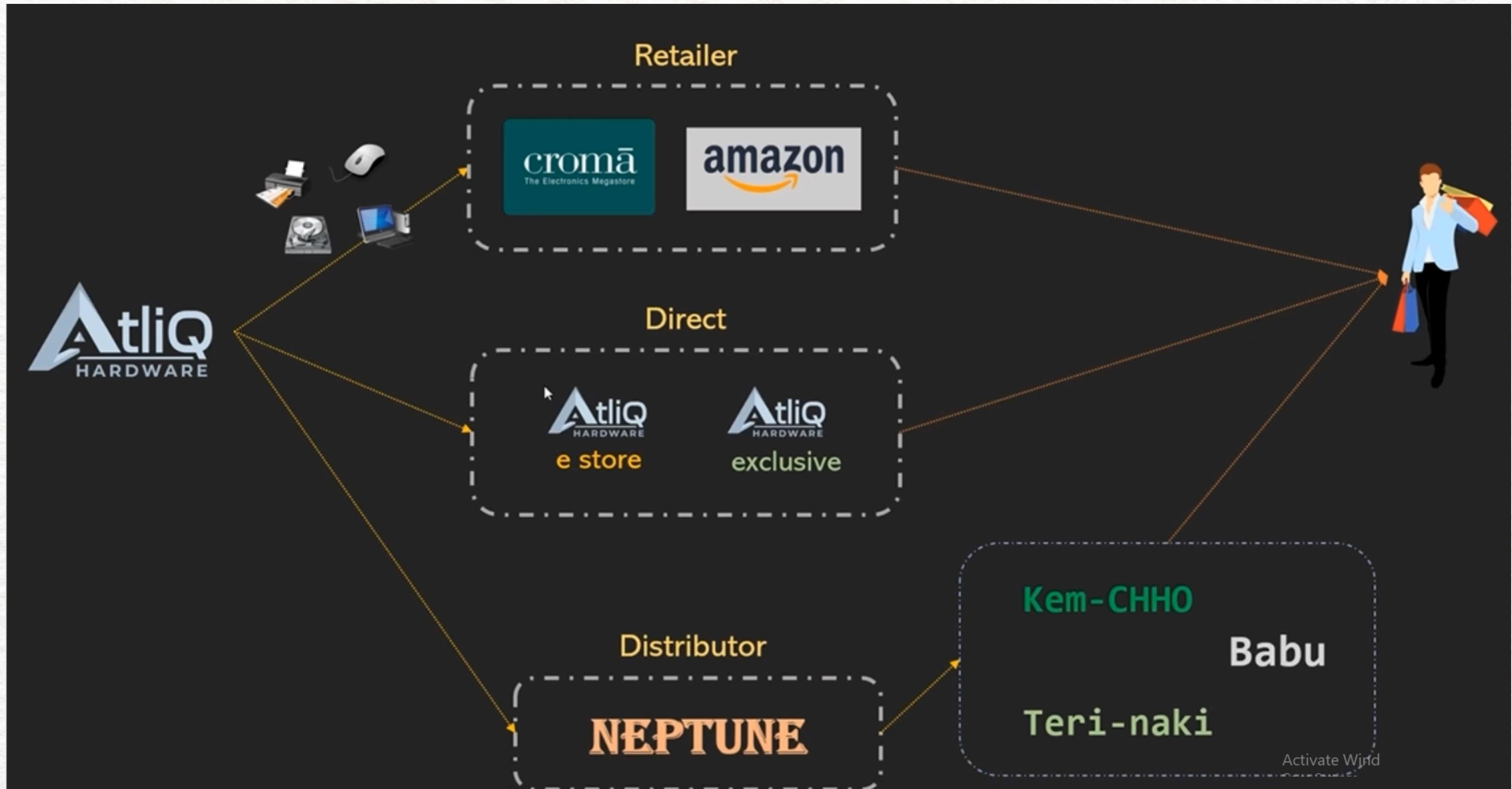
Recognizing the need to compete with data-savvy competitors like HP and Dell—who use data effectively for decision-making—Atliq now understands the importance of having data-minded individuals on their team. They aim to leverage data to make smarter decisions and ensure their survival in the industry.



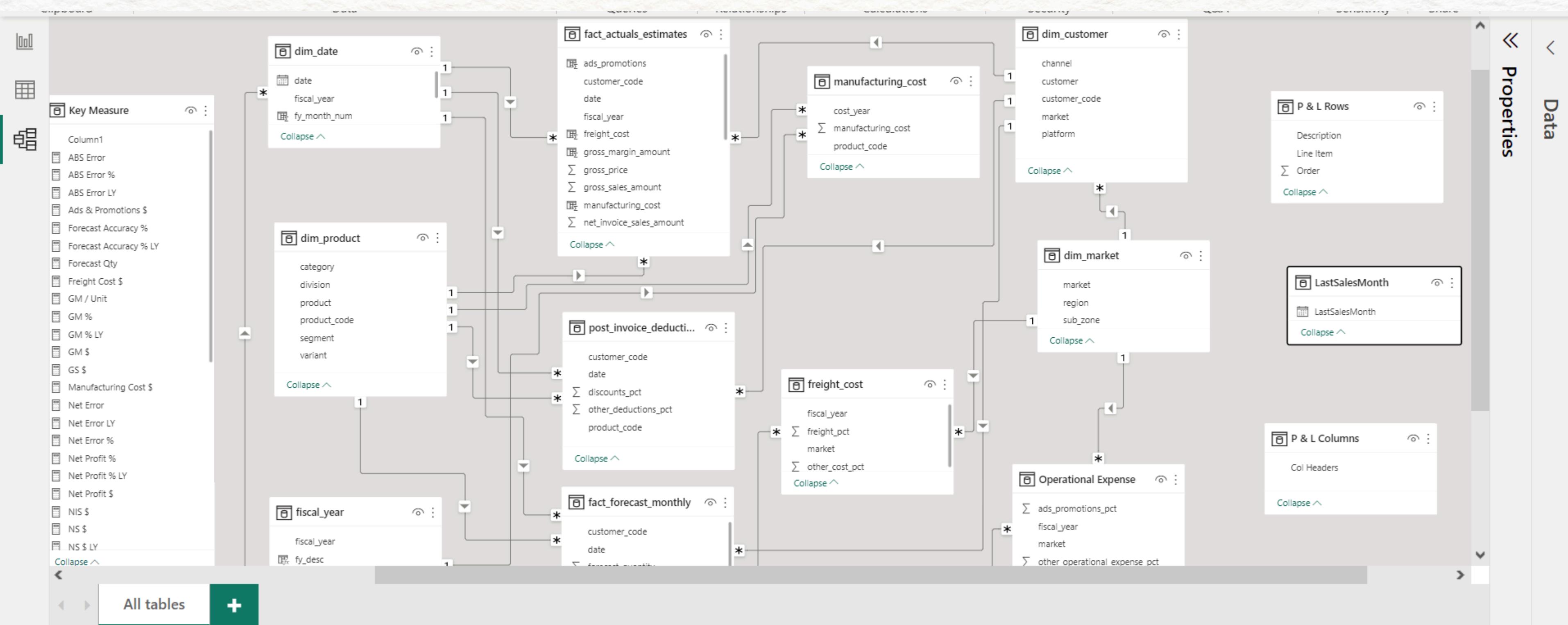
## **GOALS AND ACHIEVE**

The goal is to gather data from various departments, develop key metrics and visualizations, and create an easy-to-use dashboard for internal teams. By leveraging data to inform decision-making, the company aims to improve existing products and expand into new markets in the upcoming quarters.

# BUSINESS MODEL



# DATA MODEL





# Business Insights 360

CTRL+click here to follow link



## Info



## Finance view

Download user manual and get to know the key information of this tool.



## Sale view

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



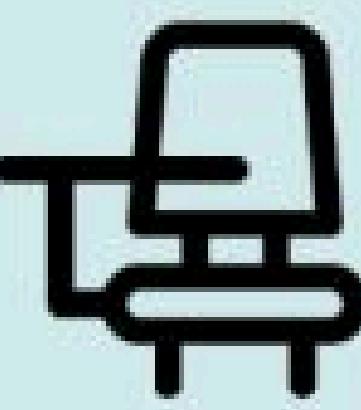
## Marketing view

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



## Supply chain view

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



## 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.

# FINANCIAL PERFORMANCE OVERVIEW DASHBOARD

Navigation: Data | Queries | Insert | Calculations | Sensitivity | Share | Export

Region, Market: All | Customer: All | Segment, Category, Product: All | Year: 2019, 2020, 2021, 2022 Est | Q1, Q2, Q3, Q4 | YTD, YTG

**Key Metrics:**

- 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%))

**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	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	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
Total Post Invoice Deduction	1,906.95	448.29	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	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

**Net Sales Performance Over Time:**

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

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

BM = Benchmark, LY=Last Year

# SALES PERFORMANCE DASHBOATRD

Clipboard Data Queries Insert Calculations Sensitivity Share Copilot

region, market customer segment, category, pr... 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

All All All

**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%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Total	\$3,736.17M	1,422.88M	38.08%

**Product Performance**

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Desktop	\$711.08M	272.39M	38.31%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
Total	\$3,736.17M	1,422.88M	38.08%

**Performance Matrix**

**Unit Economics**

Home P&L Check Finance View Sales View Marketing View Supply Chain View Sales Trend Executive View +

# MARKETING PERFORMANCE DASHBOARD

Clipboard | Data | Queries | Insert | Calculations | Sensitivity | Share | Copilot

region, market | customer | segment, category, pr... | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

region, market | customer | segment, category, pr... | All | All | All | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Product Performance

division: N & S, P & A, P.C.

Performance Metrics: Show NP %

Unit Economics: Gross Margin, Total COGS, Increase, Decrease

Region / Market / Customer performance

Unit Economics

Marketing View

Sales Trend

Executive View

Home

P&L Check

Finance View

Sales View

Supply Chain View

Clipboard

Data

Queries

Insert

Calculations

Sensitivity

Share

Copilot

Icon Legend:

- House icon: Home
- Bar chart icon: P&L Check
- Line chart icon: Finance View
- Scatter plot icon: Sales View
- Gauge icon: Marketing View
- Bar chart icon: Supply Chain View
- Line chart icon: Sales Trend
- Icon with plus sign: Executive View

Product Performance Data (Segment):

segment	NS \$	GM \$	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	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Region / Market / Customer performance Data (Region):

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics Data:

- Gross Margin: 1.42K (38.08%)
- Total COGS: 2.31K (61.92%)
- Increase: 1.4K
- Decrease: -1.9K
- Gross Margin: -0.5K
- Operational Expense: Net Profit

# SUPPLY CHAIN DASHBOARD OVERVIEW

board | Data | Queries | Insert | Calculations | Sensitivity | Share | Copilot

region, market | customer | segment, category, pr... | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

All | All | All | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

**Accuracy / Net Error Trend**

81.17% ✓ LY: 80.21% (+1.2%) Forecast Accuracy

-3472.7K ✓ LY: -751.7K (-361.97%) Net Error

6899.0K ✓ LY: 9780.7K (-29.46%) ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	El
BestBuy	46.60%	35.31%	81179	16.7%	El
Billa	42.63%	18.29%	3704	3.9%	El
Circuit City	46.17%	35.02%	85248	16.5%	El
Control	52.06%	47.42%	64731	13.0%	El
Costco	51.95%	49.42%	101913	15.8%	El
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	El
Leader	48.72%	24.45%	166751	11.0%	El
Logic Stores	52.49%	51.44%	6430	2.4%	El
Nomad Stores	53.44%	50.59%	3394	1.3%	El
Notebillig	42.70%	18.87%	1141	1.3%	El
Otto	45.76%	18.37%	1962	2.4%	El
Path	50.57%	45.53%	91486	14.9%	El
Radio Shack	45.64%	38.46%	69253	16.5%	El
Sage	50.72%	33.58%	154291	10.1%	El
Saturn	41.54%	19.16%	2197	2.9%	El
Staples	54.45%	49.38%	79821	11.5%	El
walmart	54.78%	50.12%	84334	12.1%	El
Total	81.17%	80.21%	-3472690	-9.5%	005

Accuracy / Net Error Trend

The chart displays three data series: Net Error (blue bars), Forecast Accuracy % (red line), and Forecast Accuracy % LY (orange line). The x-axis shows dates from Sep 21 to Aug 22. The y-axis ranges from -1M to 0M. Forecast Accuracy % shows a general upward trend, while Net Error and Forecast Accuracy % LY fluctuate around zero.

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	El
Desktop	87.53%	84.37%	78576	-13.75%	El
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

Home | P&L Check | Finance View | Sales View | Marketing View | Supply Chain View | Sales Trend | Executive View | +

# EXECUTIVE DASHBOARD



**\$3.74bn**  
BM: \$23.85M  
Net Sales



**38.08%**  
BM: 36.49% (+4.37%)  
GM %

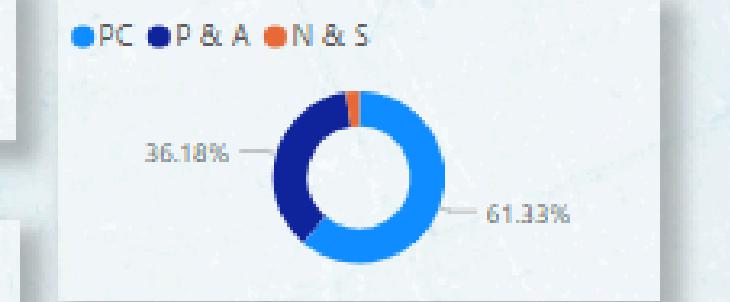


**-13.98%**  
BM: -6.63%  
Net Profit %



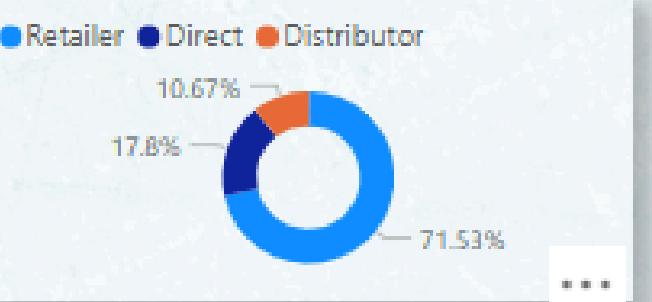
**81.17%**  
BM: 80.21% (+1.2%)  
Forecast Accuracy

**Revenue by Division**



Division	Revenue %
PC	36.18%
P & A	61.33%
N & S	2.5%

**Revenue by Channel**



Channel	Revenue %
Retailer	71.53%
Direct	17.8%
Distributor	10.67%

**Key Insights By Sub Zone**

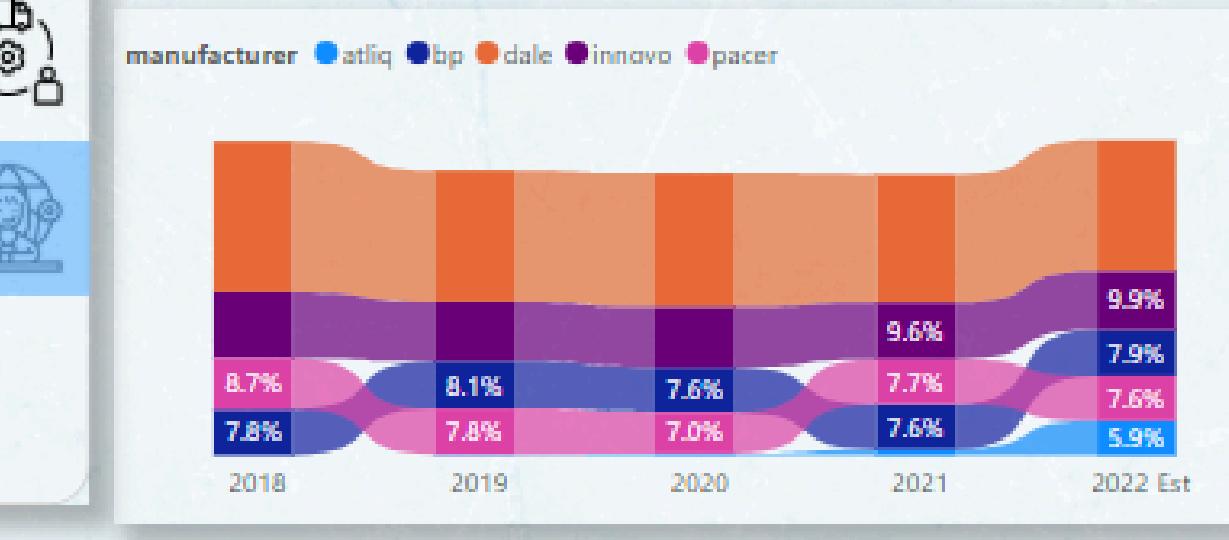
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk %
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	El
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	El
<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>-9.5%</b>	<b>OOS</b>

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



Year	Revenue (\$bn)	GM %	Net Profit %	PC Market Share %
2018	~\$2.5	~38%	~10%	~45%
2019	~\$2.8	~39%	~11%	~46%
2020	~\$2.6	~38%	~10%	~45%
2021	~\$2.9	~39%	~11%	~47%
2022 Est.	~\$3.0	~39%	~11%	~48%

**PC Market Share Trend - AtliQ & Competitors**



Year	AtliQ	bp	dale	innovo	pacer
2018	8.7%	7.8%	8.1%	7.6%	7.0%
2019	7.8%	8.1%	7.8%	7.6%	7.0%
2020	7.6%	8.1%	7.8%	7.7%	7.0%
2021	7.7%	8.1%	7.9%	7.6%	7.0%
2022 Est.	7.9%	8.1%	7.8%	7.6%	7.0%

**Top 5 Customers by Revenue**

Customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

**Top 5 Products by Revenue**

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

BM = Benchmark, LY=Last Year, El=Excess Inventory, OOS=Out Of Stock

Home
P&L Check
Finance View
Sales View
Marketing View
Supply Chain View
Sales Trend
Executive View X

# INSIGHTS

1. Atliq Hardware is facing financial challenges due to high operational and discount-related expenses, resulting in overall losses.
2. Amazon emerges as the key contributor, highlighting the importance of strengthening this partnership. Additionally, the product “AQ Home Allun 1 Gen 2” is performing exceptionally well, indicating strong growth potential.
3. The U.S. segment is reporting consistent losses, signaling the need for a deeper investigation to guide future strategic decisions.
4. Atliq Hardware's market share has grown from 1.1% in 2021 to 5.9%, reflecting positive market traction and brand momentum.

## RECOMMENDATIONS

1. They should evaluate and optimize their discounting strategy to help reduce product costs.
2. Amazon and the product "AQ Home Allun 1 Gen 2" are performing exceptionally well for Atliq Hardware. A similar marketing campaign could be applied to other products to expand the overall product line.
3. It is recommended that they investigate all areas where losses are occurring to identify and address the root causes.
4. They should continuously monitor their financial performance to ensure stability and support informed decision-making.