



# AtliQ Hardware Analysis



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



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



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



Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



A top level dashboard for executives consolidating top insights from all dimensions of business.





Vs Last Year

Vs Targets

YTD

YTG

FQ1

FQ2

FQ3

FQ4

2018

2019

2020

2021

2022 Est



**Net Sales**  
**\$3.74bn**



BM : 823.85M 353.50%

**Gross Margin %**  
**38.08%**



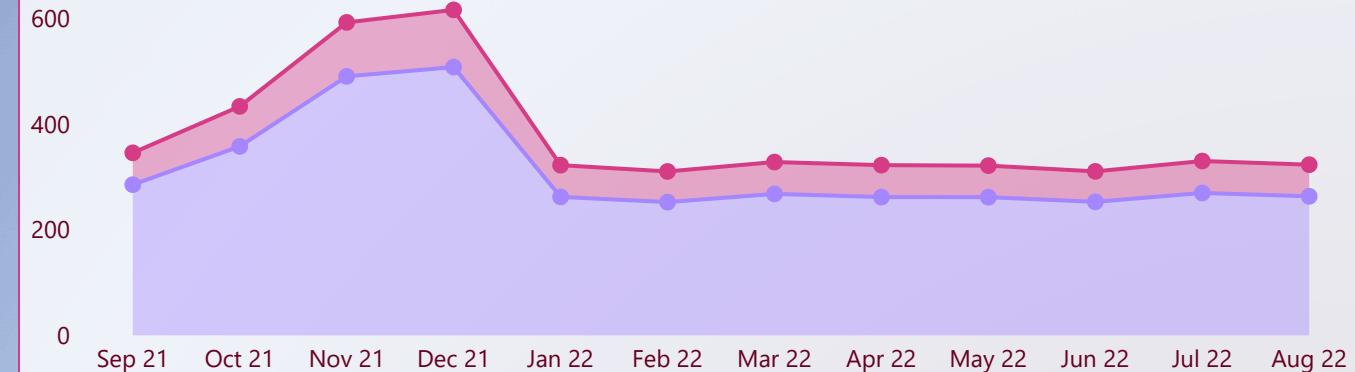
BM : 36.49% 4.37%

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



BM : -6.63% -110.79%

### Net Sales Performance Over Years

● PY Values
● BM Values


### Profit & Loss Statement

Description	2022 Est	BM	YOY %	YOY Change
Gross Sales	7,370.14	1,664.64	342.75%	5,705.50
Pre Invoice Deduction	1,727.01	392.50	340.00%	1,334.51
Net Invoice Sales	5,643.13	1,272.13	343.59%	4,370.99
Post Invoice Discount	1,243.54	281.64	341.54%	961.90
Post Invoice other Deduction	663.42	166.65	298.09%	496.77
Total Post Invoice Deduction	1,906.95	448.29	325.39%	1,458.67
Net Sales	3,736.17	823.85	353.50%	2,912.32
Manufacturing Cost	2,197.28	497.78	341.42%	1,699.50
Freight Cost	100.49	22.05	355.64%	78.43
Other Cost	15.52	3.39	358.03%	12.14
Total COGS	2,313.29	523.22	342.13%	1,790.07
Gross Margin	1,422.88	300.63	373.30%	1,122.25
Gross Margin %	38.08	36.49	4.37%	1.59
GM / Unit	1,575.79	599.28	162.95%	976.51
Total Operational Expenses	-1,945.30	-355.28	-447.54%	-1,590.02
Net Profit	-522.42	-54.65	-855.93%	-467.77
Net Profit %	-13.98	-6.63	-110.79%	-7.35

### Top | Bottom Customers & Products Performance

Region	PY	BM	YOY %	Segment	PY	BM	YOY %
APAC	1,923.77	441.98	335.27%	Accessories	454.10	244.85	85.46%
EU	775.48	200.77	286.26%	Desktop	711.08	46.43	1431.55%
LATAM	14.82	3.16	368.40%	Networking	38.43	45.16	-14.89%
NA	1,022.09	177.94	474.40%	Notebook	1,580.43	266.49	493.06%
				Peripherals	897.54	166.51	439.03%
				Storage	54.59	54.42	0.32%



## Customer Performance

Customer	Net Sales \$	Gross Margin \$	Gross Margin %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	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	\$361.12M	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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

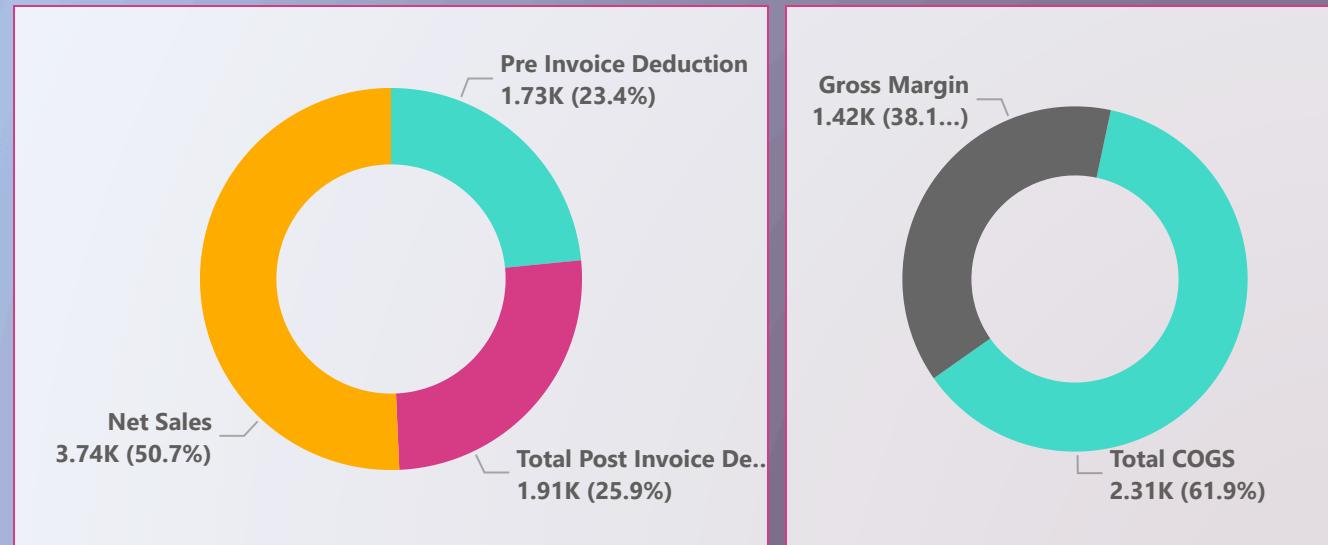
## Net Sales \$ and Gross Margin % by Market and Region



## Segment | Category | Product Performance

Segment	Net Sales \$	Gross Margin \$	Gross Margin %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Unit Economics





Show Gross Margin %

YTD

YTG

FQ1

FQ2

FQ3

FQ4

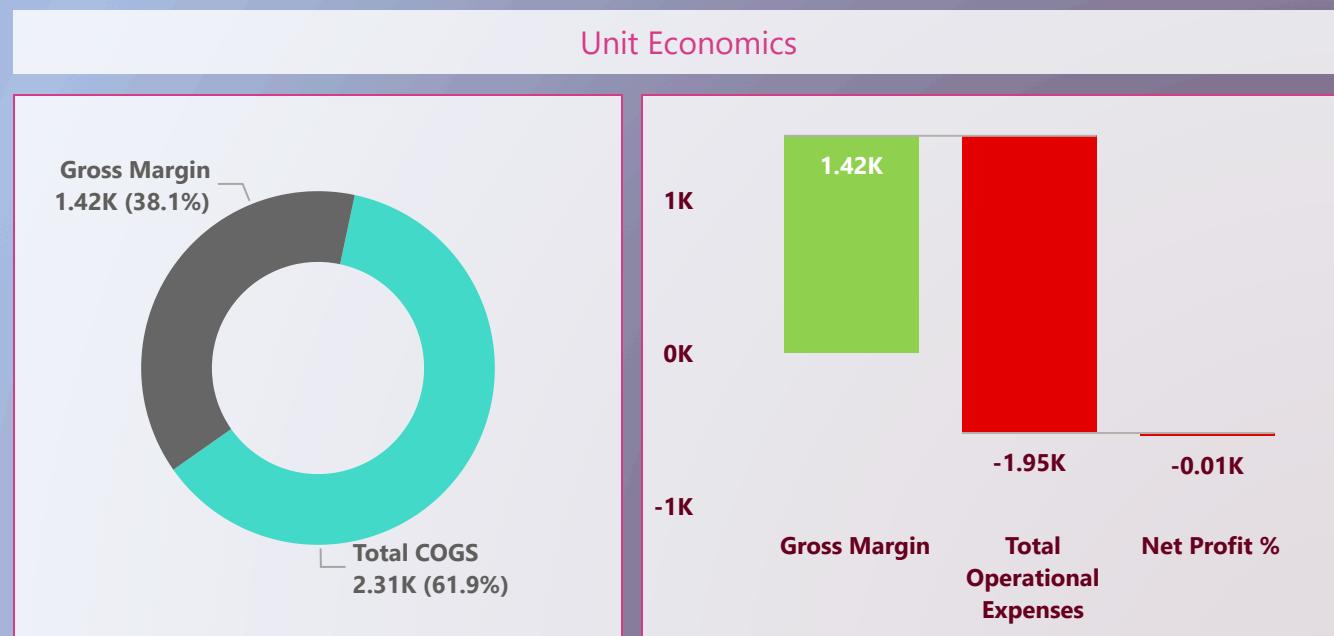
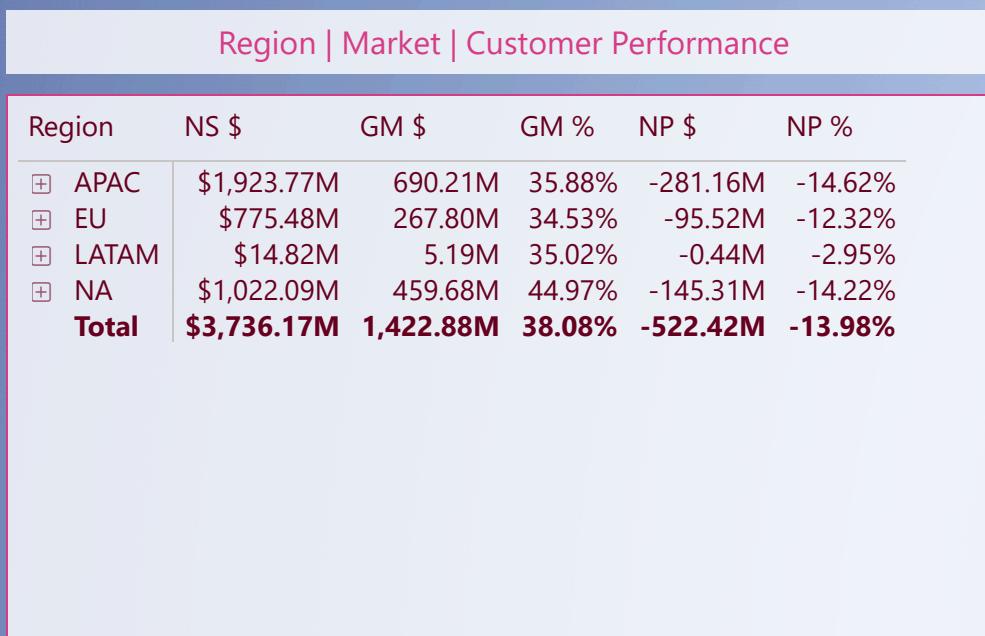
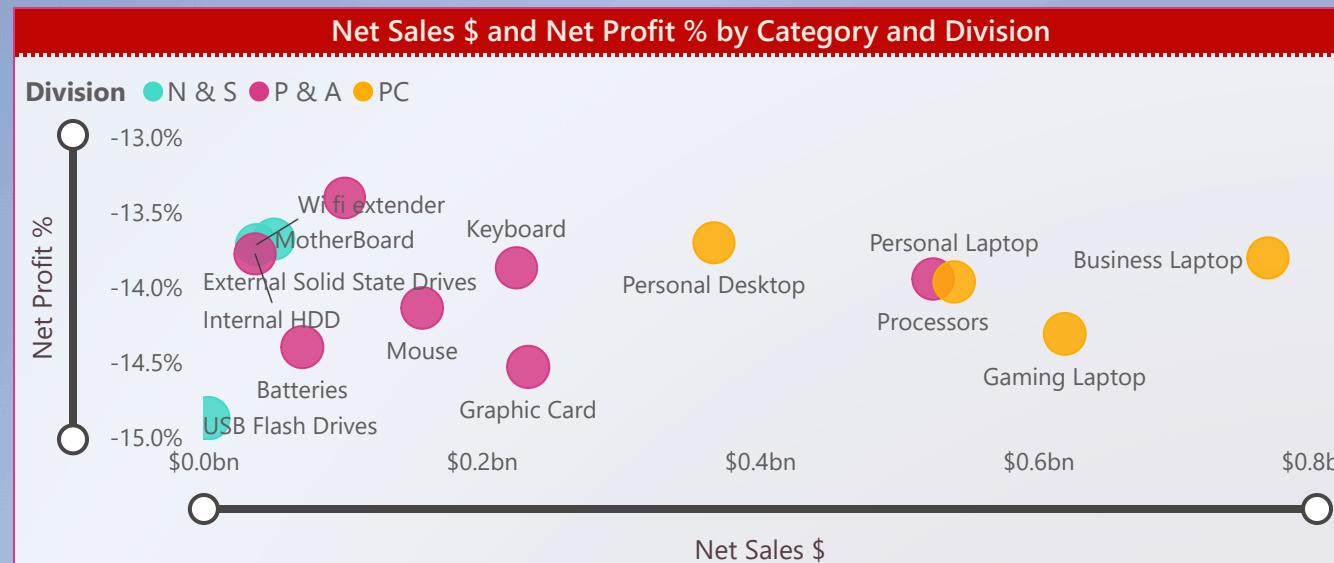
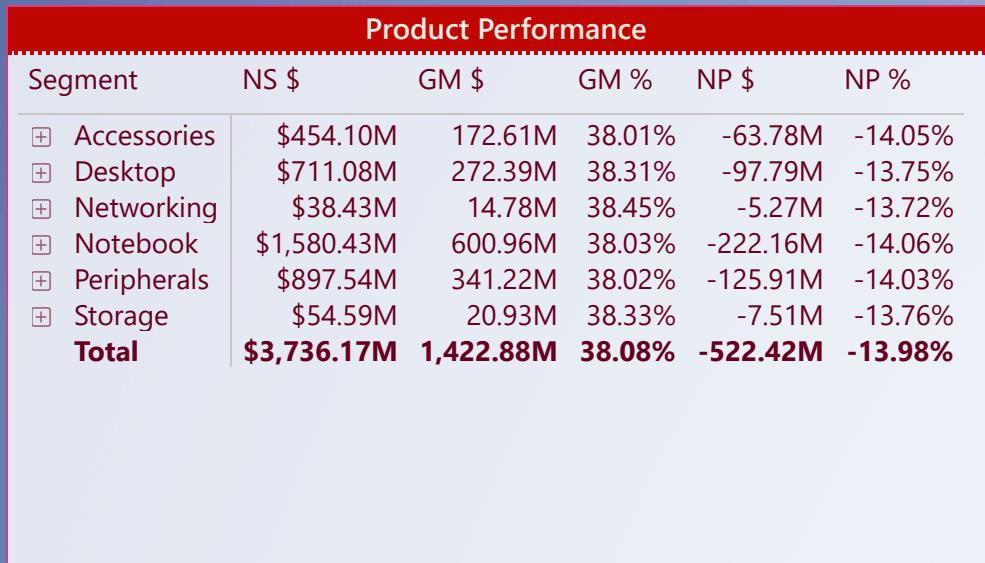
2018

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Forecast Accuracy %

**81.17% ✓**  
LY: 80.21% (+1.2%)

Net Error %

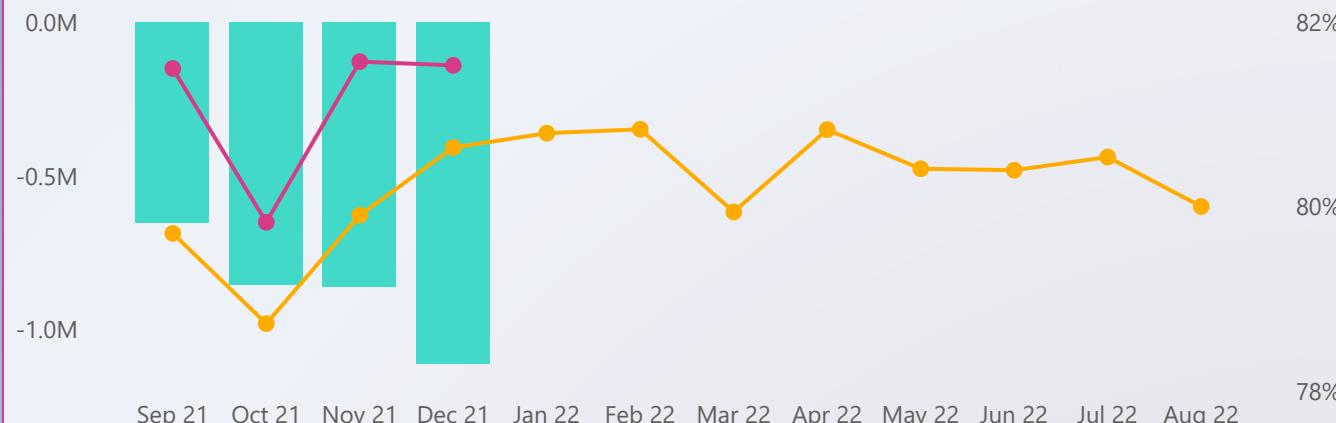
**-9.48% !**  
LY: -1.52% (-522.98%)

ABS Net Error %

**18.83% !**  
LY: 19.79% (-4.88%)

### Net Error, Forecast Accuracy % and LY Forecast Accuracy % by Date

● Net Error ● Forecast Accuracy % ● LY Forecast Accuracy %



### Key Insights

Customer	Forecast Accuracy %	Net Error %	ABS Net Error %	Risk
Acclaimed Stores	57.74%	10.74%	42.26%	EI
All-Out	43.96%	-0.32%	56.04%	OOS
Amazon	73.79%	-9.22%	26.21%	OOS
Argos (Sainsbury's)	54.78%	-17.60%	45.22%	OOS
Atlas Stores	49.53%	-2.31%	50.47%	OOS
AtliQ E Store	74.22%	-9.65%	25.78%	OOS
AtliQ Exclusive	70.35%	-11.91%	29.65%	OOS
BestBuy	46.60%	16.72%	53.40%	EI
Billa	42.63%	3.91%	57.37%	EI
Boulanger	52.69%	-20.21%	47.31%	OOS
Chip 7	34.56%	-35.01%	65.44%	OOS
Chiptec	50.49%	-11.36%	49.51%	OOS
Circuit City	46.17%	16.55%	53.83%	EI
Control	52.06%	13.01%	47.94%	EI
Coolblue	47.66%	-15.34%	52.34%	OOS
Costco	51.95%	15.79%	48.05%	EI
Croma	36.58%	-16.54%	63.42%	OOS
Currys (Dixons Carphone)	54.29%	6.00%	45.71%	EI
Digimarket	28.21%	-46.59%	71.79%	OOS
Ebay	52.27%	-2.02%	47.73%	OOS
Electricalsara Stores	48.62%	-11.41%	51.38%	OOS
ElectroGalaxy Stores	55.74%	-0.56%	44.26%	OOS
<b>Total</b>	<b>81.17%</b>	<b>-9.48%</b>	<b>18.83%</b>	<b>OOS</b>

### Unit Economics

Segment	Forecast Accuracy %	LY Forecast Accuracy %	Net Error %	LY Net Error %	ABS Net Error %	LY ABS Net Error %	Risk
Accessories	87.42%	77.66%	1.72%	-7.06%	12.58%	22.34%	EI
Desktop	87.53%	84.37%	10.24%	11.22%	12.47%	15.63%	EI
Networking	93.06%	90.40%	-1.69%	8.17%	6.94%	9.60%	OOS
Notebook	87.24%	79.99%	-1.69%	-3.96%	12.76%	20.01%	OOS
Peripherals	68.17%	83.23%	-31.83%	-5.89%	31.83%	16.77%	OOS
Storage	71.50%	83.54%	-25.61%	15.77%	28.50%	16.46%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-9.48%</b>	<b>-1.52%</b>	<b>18.83%</b>	<b>19.79%</b>	<b>OOS</b>



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Net Sales \$

\$3.74bn✓  
BM: 823.85M (+353.5%)

Gross Margin %

38.08%✓  
BM: 36.49% (+4.37%)

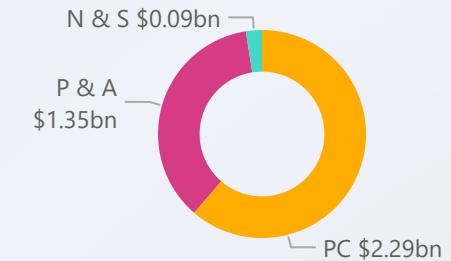
Net Profit %

-13.98%!  
BM: -6.63% (-110.79%)

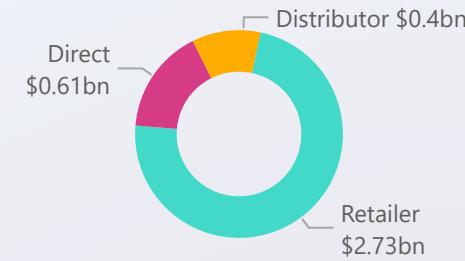
Forecast Accuracy %

81.17%✓  
LY: 80.21% (+1.2%)

Net Sales \$ by Division



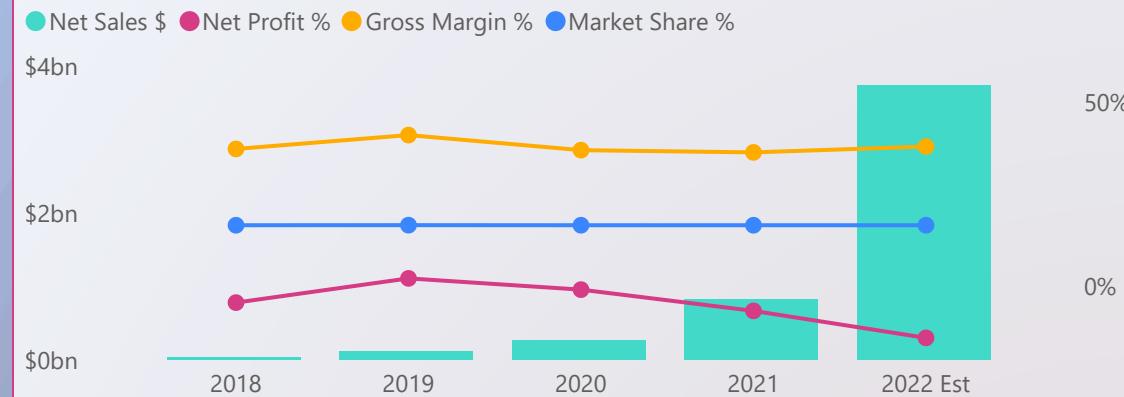
Net Sales \$ by Channel



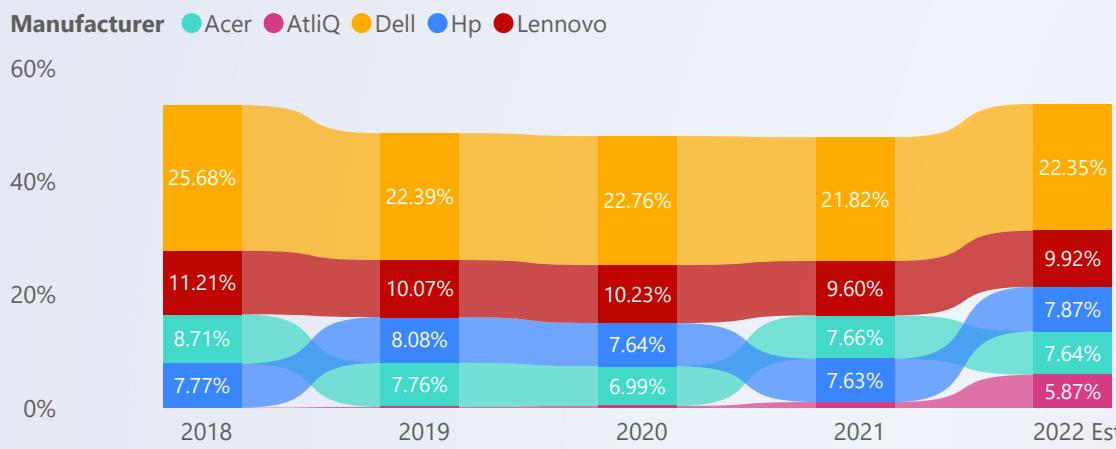
## Key Metrics

Sub Zone	Forecast Accuracy %	Net Error %	Gross Margin %	Net Profit %	RC %	Risk	Market Share %
ANZ	58.86%	-37.61%	43.50%	-7.39%	5.08%	OOS	1.36%
India	69.53%	-24.37%	35.75%	-22.99%	25.30%	OOS	13.26%
LATAM	71.11%	3.37%	35.02% <span style="color:red">↓</span>	-2.95%	0.40%	EI	0.28%
NA	77.34%	14.35%	44.97%	-14.22%	27.36%	EI	4.87%
NE	81.55%	-4.56%	32.80% <span style="color:red">↓</span>	-18.09%	12.25%	OOS	6.80%
ROA	77.27%	-4.56%	34.19% <span style="color:red">↓</span>	-6.32%	21.11%	OOS	8.32%
SE	44.50%	-55.47%	37.03% <span style="color:red">↓</span>	-4.00%	8.51%	OOS	16.40%
<b>Total</b>	<b>81.17%</b>	<b>-9.48%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>100.00%</b>	<b>OOS</b>	<b>5.87%</b>

## Yearly Trend : NS \$, GM %, MS %



## Market Share % by Fiscal Year and Manufacturer



## Top 5 Products

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81% <span style="color:red">↓</span>	37.43%
AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

## Top 5 Customers

Customer	RC %	GM %
Amazon	13.30%	36.78%
AtliQ E Store	8.14% <span style="color:red">↓</span>	36.88%
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42% <span style="color:red">↓</span>	31.53%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>



YTD

YTG

FQ1

FQ2

FQ3

FQ4

2018

2019

2020

2021

2022 Est



36%

Region

APAC

Market

All

## Customer Performance Analysis

Category	RT Split Customers	Net Sales \$	Contribution %	Run Total	Total Transactions
■ A+	Acclaimed Stores	\$22.38M	1.16%	1.16%	3105
	All-Out	\$4.41M	0.23%	1.39%	3105
	Amazon	\$236.65M	12.30%	13.69%	34155
	AtliQ E Store	\$151.16M	7.86%	21.55%	27945
	AtliQ Exclusive	\$224.24M	11.66%	33.21%	27945
	Control	\$7.08M	0.37%	33.58%	3105
Net Sales : 645.92 M   Transactions : 99.36 K   Customers : 6					
■ OTH	Croma	\$51.84M	2.69%	36.27%	3105
	Digimarket	\$18.70M	0.97%	37.24%	3105
	Ebay	\$47.14M	2.45%	39.69%	3105
	Electricalsbea Stores	\$4.39M	0.23%	39.92%	3105
	Electricalslytical	\$51.32M	2.67%	42.59%	3105
	Electricalsocity	\$67.76M	3.52%	46.11%	6210
	Epic Stores	\$9.16M	0.48%	46.59%	3105
	Expression	\$53.51M	2.78%	49.37%	6210
	Ezone	\$47.27M	2.46%	51.83%	3105
	Flawless Stores	\$4.60M	0.24%	52.07%	3105
	Flipkart	\$66.19M	3.44%	55.51%	3105
	Forward Stores	\$15.18M	0.79%	56.29%	3105
	Girias	\$50.02M	2.60%	58.89%	3105
	Info Stores	\$4.24M	0.22%	59.11%	3105
	Insight	\$10.84M	0.56%	59.68%	3105
	Leader	\$117.32M	6.10%	65.78%	6210
	Logic Stores	\$8.06M	0.42%	66.20%	3105
	Lotus	\$48.07M	2.50%	68.69%	3105



## Info

- 1) All the System Data in tool ids refreshed every month on 5th Working Day.
- 2) The system data such as Forecast, Actuals and Historical Forecast are received from Global Database.
- 3) Non system data such as Target, Operational Expenses and Market Share are refreshed on request.
- 4) For FAQs Click [here](#).
- 5) Download and get Pbix and Excel files from [here](#).