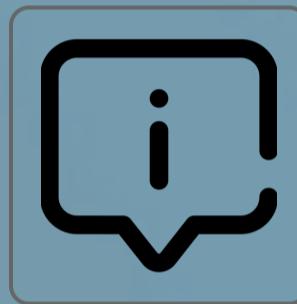




AtliQ Hardware Business Insights



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.



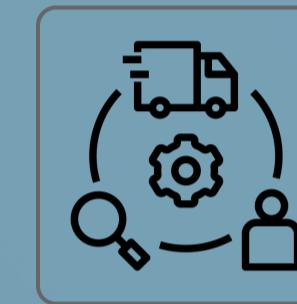
Sales View

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.



region, market

customer

segment, category, product

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over Time

vs LY

vs Target



\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

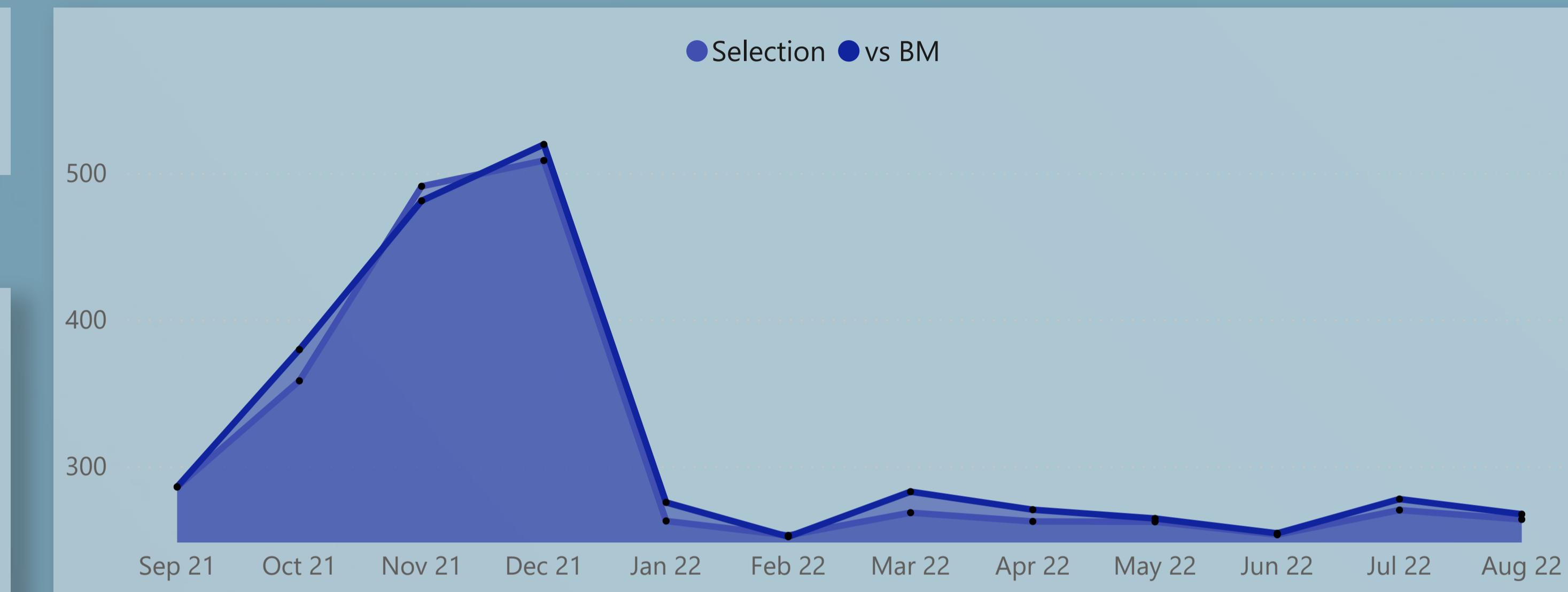
- 13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	0.00	0.00	0.00	-0.66
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit \$	-522.42			
Net Profit %	0.00	0.00	0.00	1.47



Top/Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
Total	3,736.17	-1.86

segment	P & L Values	P & L Chg %
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
Total	3,736.17	-1.86



region, market

customer

segment, category, product

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

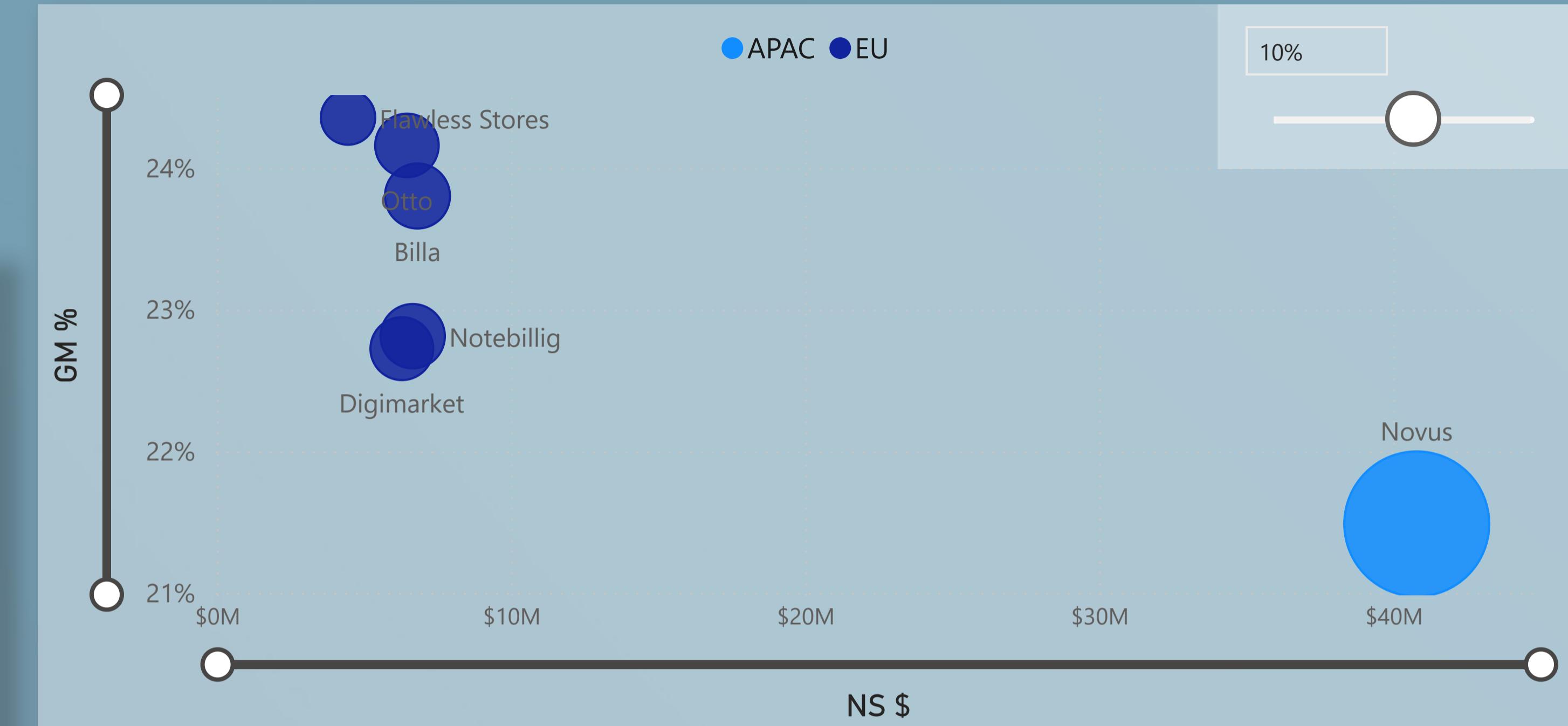
YTD

YTG

vs LY

vs Target

Sales Overview By Market & Region

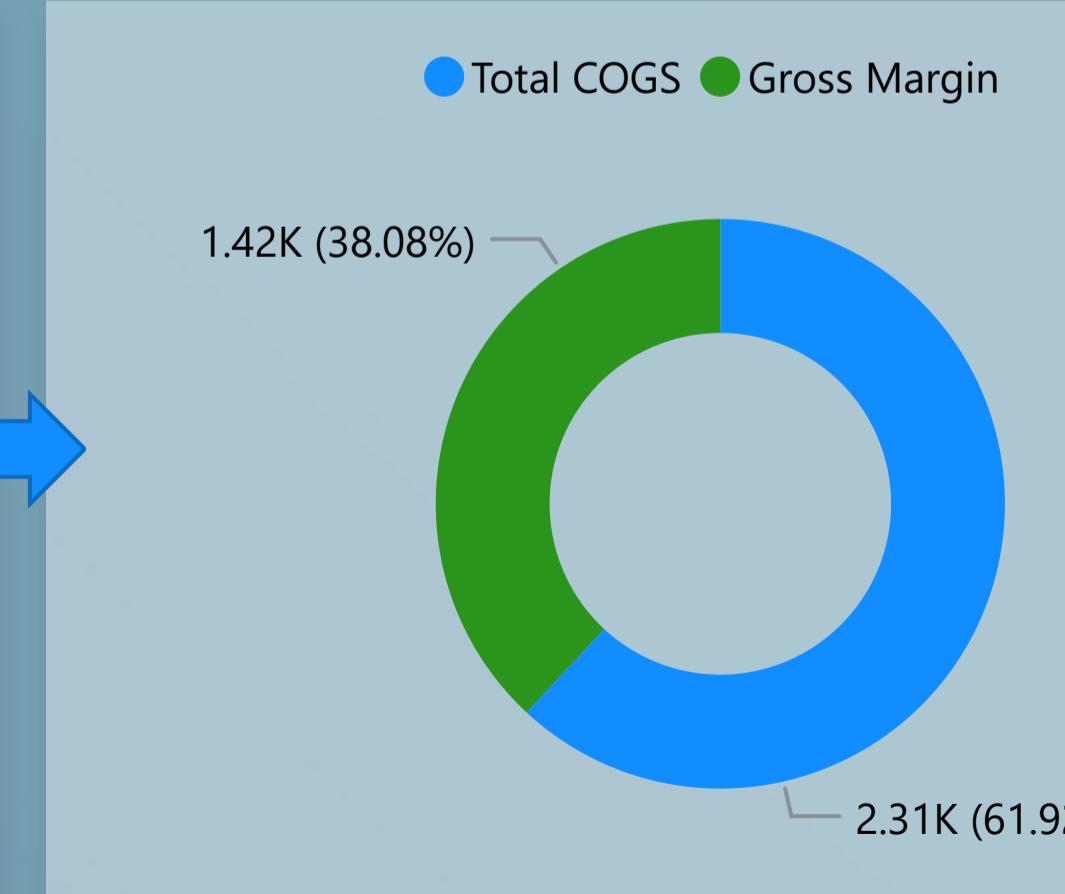
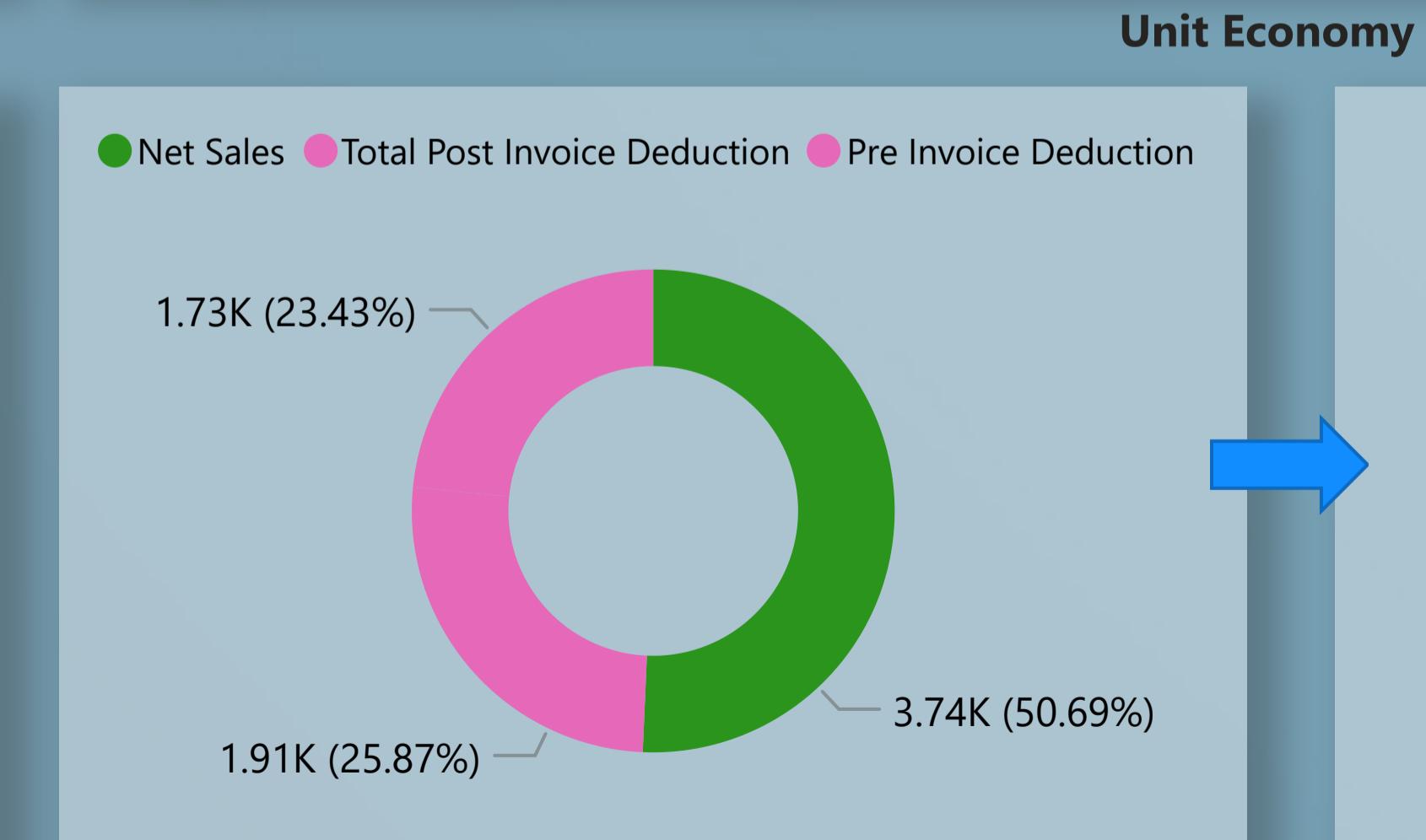


Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
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%
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Total	\$3,736.17M	1,422.88M	38.08%





region, market

customer

segment, category, product

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K ✓

LY: -751.71K (-361.97%)

Net Error

6899.04K ✓

LY: 9780.74K (+29.46%)

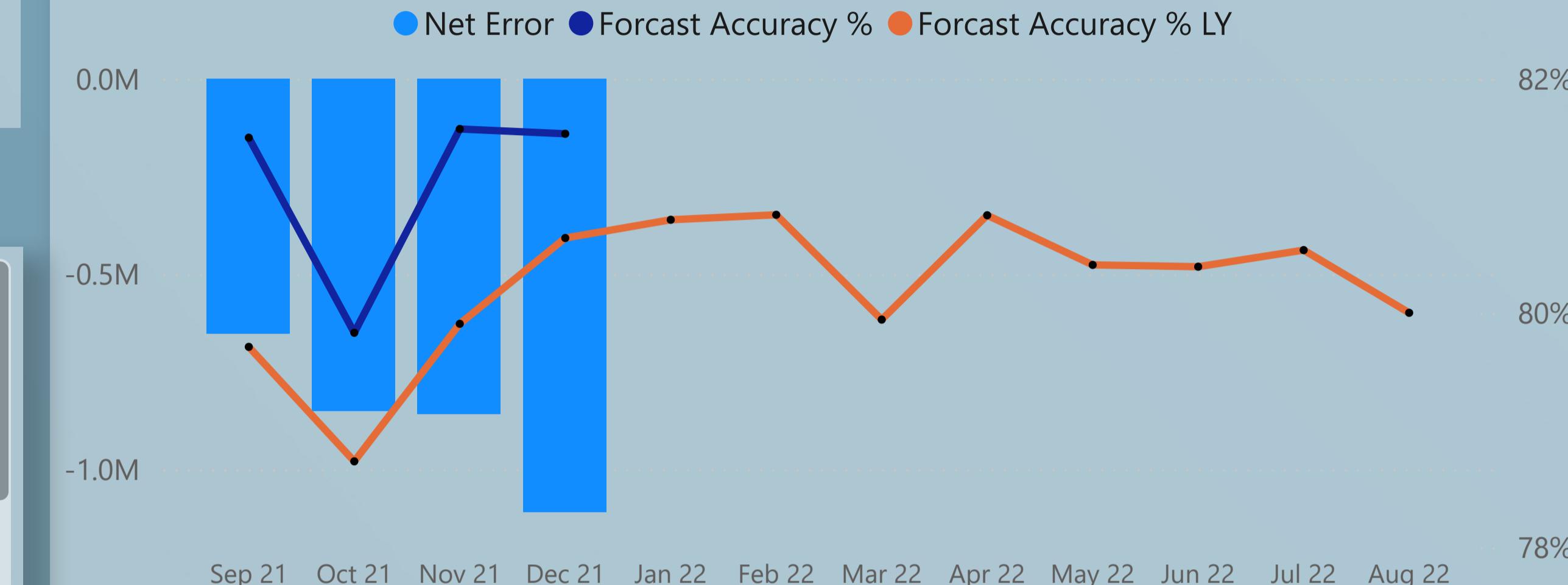
ABS Error



Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.74%	50.69%	EI
BestBuy	46.60%	81179	16.72%	35.31%	EI
Billa	42.63%	3704	3.91%	18.29%	EI
Circuit City	46.17%	85248	16.55%	35.02%	EI
Control	52.06%	64731	13.01%	47.42%	EI
Costco	51.95%	101913	15.79%	49.42%	EI
Currys (Dixons Carphone)	54.29%	8104	6.00%	35.92%	EI
Leader	48.72%	166751	10.98%	24.45%	EI
Logic Stores	52.49%	6430	2.37%	51.44%	EI
Nomad Stores	53.44%	3394	1.34%	50.59%	EI
Notebillig	42.70%	1141	1.31%	18.87%	EI
Otto	45.76%	1962	2.41%	18.37%	EI
Path	50.57%	91486	14.91%	45.53%	EI
Radio Shack	45.64%	69253	16.48%	38.46%	EI
Sage	50.72%	154291	10.06%	33.58%	EI
Saturn	41.54%	2197	2.85%	19.16%	EI
Total	81.17%	-3472690	-9.48%	80.21%	OOS

Accuracy/Net Error Trend



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
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category, product

All

2018

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2020

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Q1

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Q3

Q4

YTD

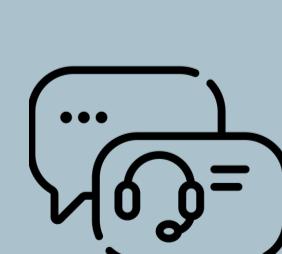
YTG

Key Metrics By Segment

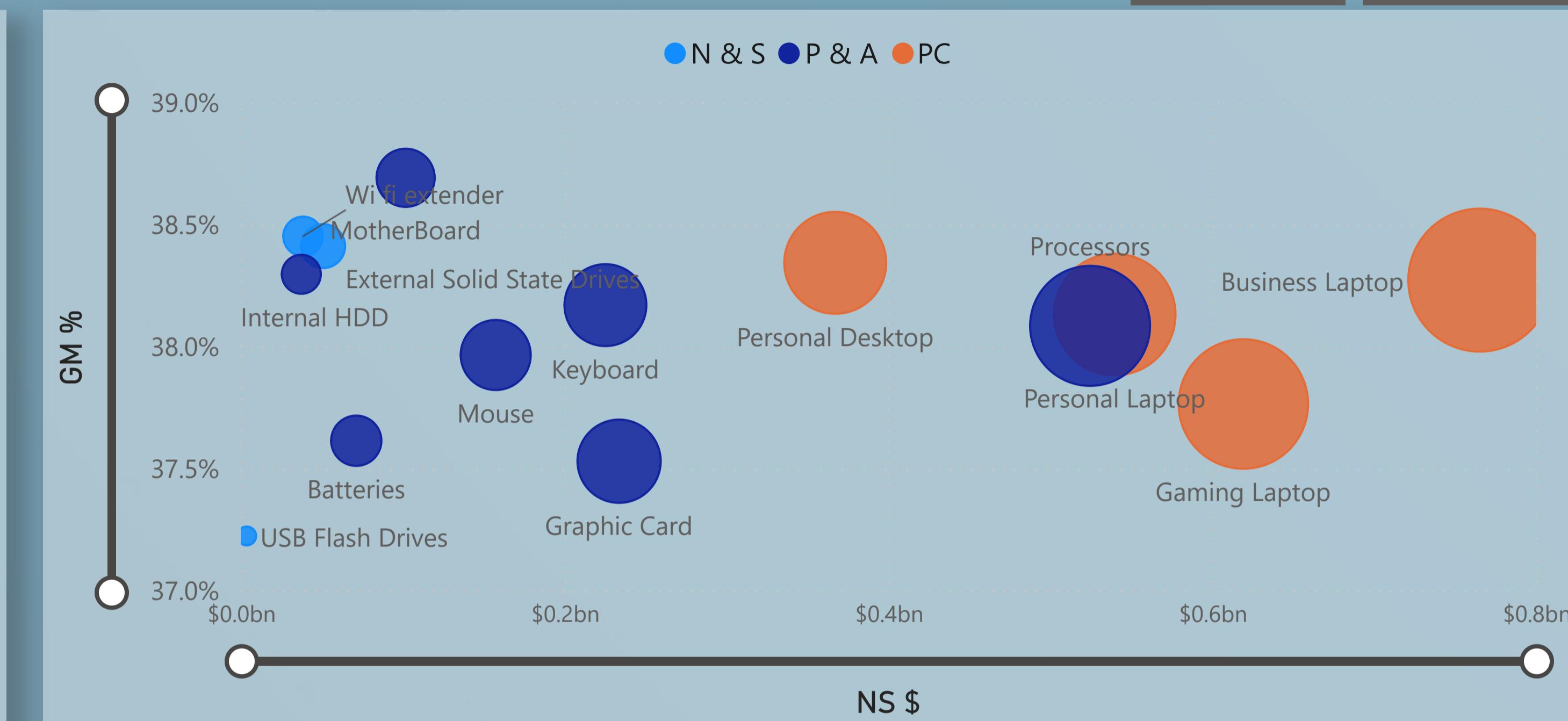
Net Sales & Gross Margin by Segment

NP% - NS%

GM% - NS%



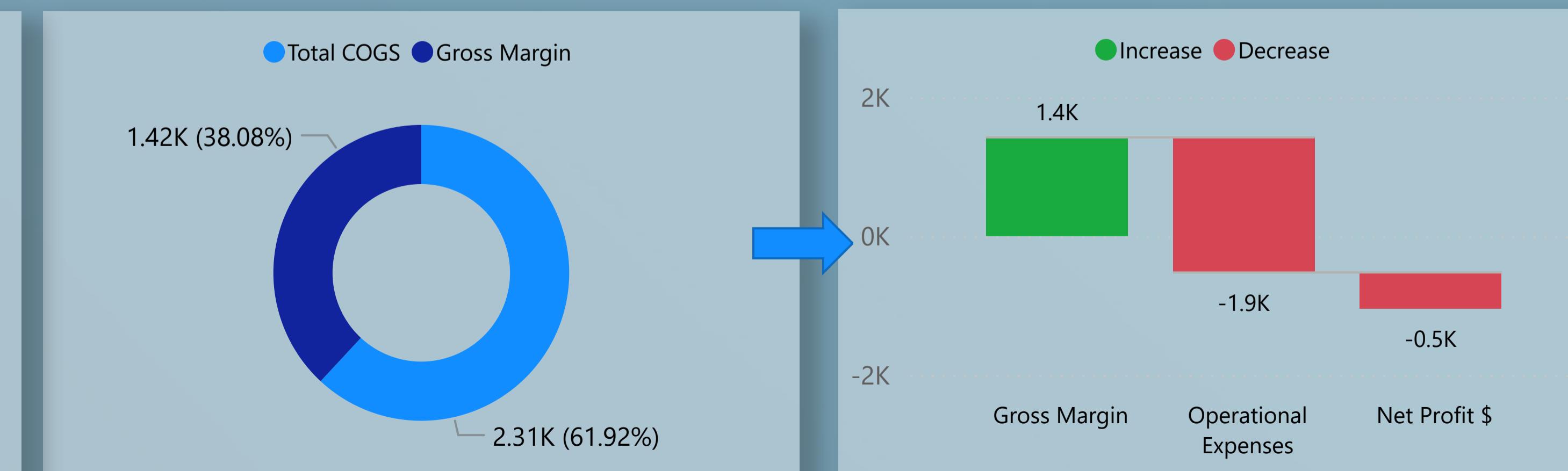
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Batteries	\$71.37M	26.84M	37.61%	-10.27M	-14.40%
Mouse	\$157.48M	59.79M	37.96%	-22.26M	-14.14%
Keyboard	\$225.25M	85.98M	38.17%	-31.24M	-13.87%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Graphic Card	\$233.69M	87.70M	37.53%	-33.95M	-14.53%
Processors	\$524.59M	199.79M	38.08%	-73.15M	-13.94%
Internal HDD	\$37.41M	14.33M	38.30%	-5.15M	-13.78%
MotherBoard	\$101.84M	39.40M	38.69%	-13.65M	-13.41%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Gaming Laptop	\$619.25M	233.85M	37.76%	-88.61M	-14.31%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%



Key Metrics By Region

Breakdown of Cost Analysis and Gross Margin

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
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%





region, market

customer

segment, category, product

2018

2019

2020

2021

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Q4

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vs LY

vs Target



\$3.74bn !

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Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy



Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.82M	0.4%	35.02% ↓	-2.95%	0.3%	3.37%	EI
SE	\$317.78M	8.5%	37.03% ↓	-4.00%	16.4%	-55.47%	OOS
ROA	\$788.66M	21.1%	34.19% ↓	-6.32%	8.3%	-4.56%	OOS
ANZ	\$189.78M	5.1%	43.50% ↓	-7.39%	1.4%	-37.61%	OOS
NA	\$1,022.09M	27.4%	44.97% ↓	-14.22%	4.9%	14.35%	EI
NE	\$457.71M	12.3%	32.80% ↓	-18.09%	6.8%	-4.56%	OOS
India	\$945.34M	25.3%	35.75% ↑	-22.99%	13.3%	-24.37%	OOS
Total	\$3,736.17M	100.0%	38.08%	-13.98%	5.9%	-9.48%	OOS

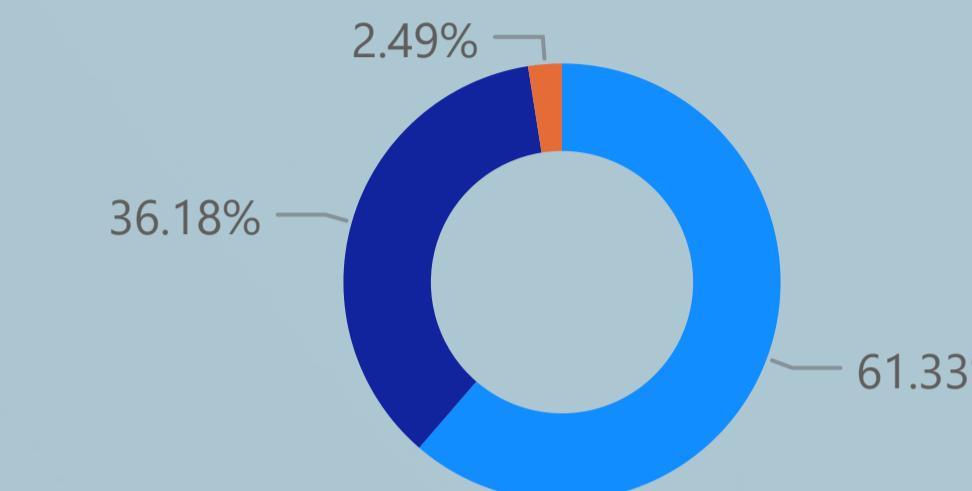


Revenue By Division

PC

P & A

N & S

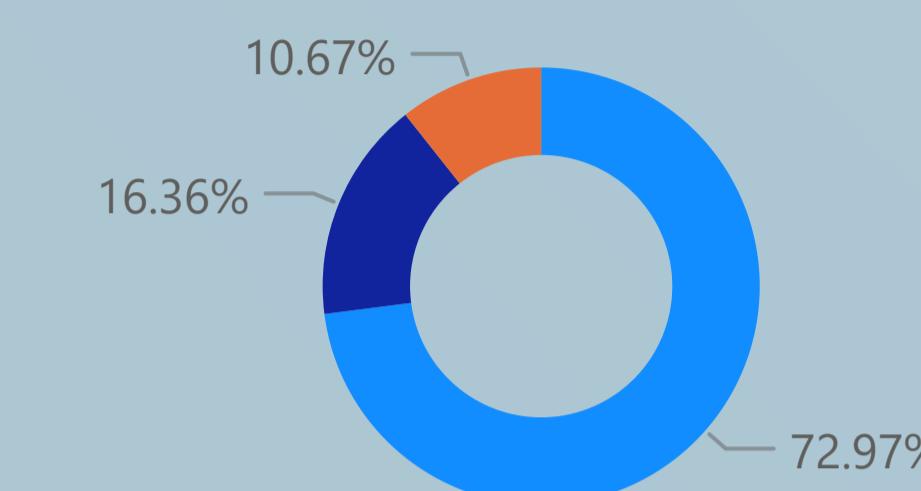


Revenue By Channel

Retailer

Direct

Distributor



NS \$ GM % Net Profit % AtliQ MS %

\$4bn

\$2bn

\$0bn

2018

2019

2020

2021

2022 Est

2018

2019

2020

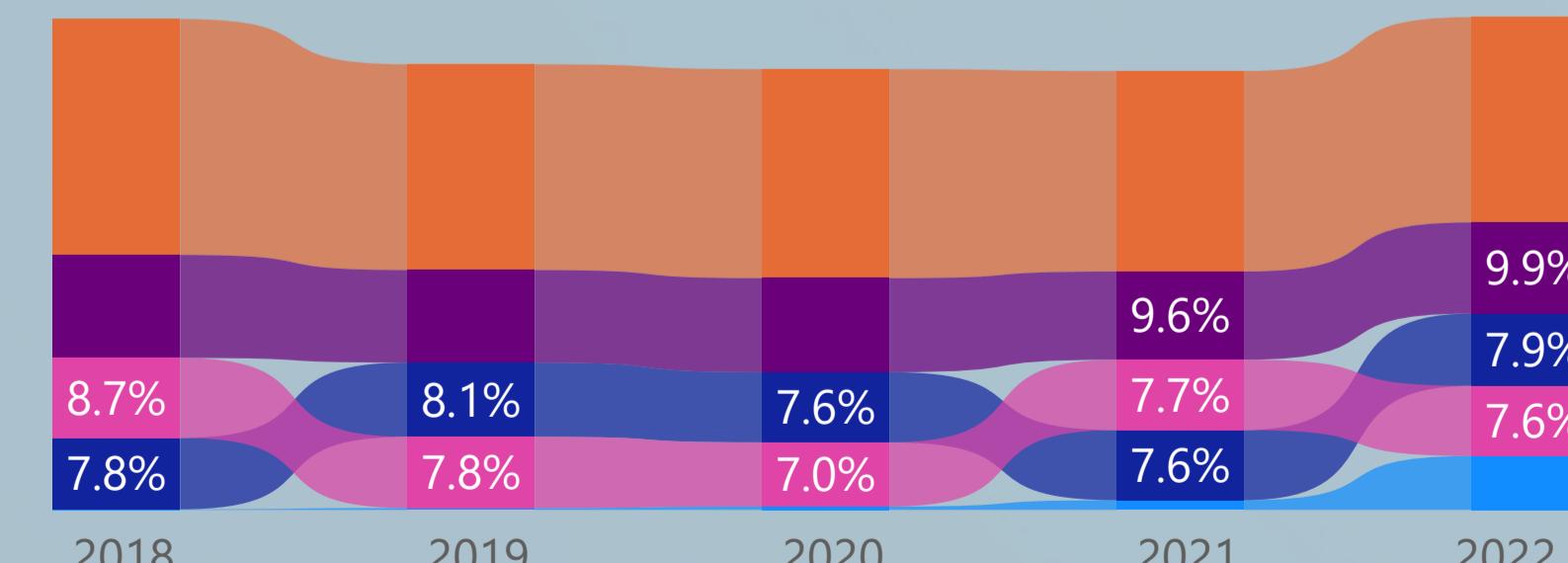
2021

2022 Est



Yearly Trend By Revenue, GM %, Net Profit %, PC Market Share %

atliq bp dale innovo pacer



Top 5 Customers By Revenue

customer

RC %

GM %

Amazon

13.3%

36.78% ↓

Atliq e Store

8.1%

36.88% ↓

AtliQ Exclusive

9.7%

46.01% ↑

Flipkart

3.7%

42.14% ↑

Sage

3.4%

31.53% ↓**Total****38.2%****39.19%**

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% ↓**Total****23.2%****38.06%**