AtliQ Hardware - Business Insights 360

Financial, Sales, Supply chain view analysis

Problem Statement

AtliQ Hardware, is a leading computer hardware producer in India, is facing challenges due to rapid data growth from its global operations, outpacing traditional tools like Excel and hindering efficient decision-making. The company seeks to enhance data analytics capabilities and improve insights for better decision-making.

Project Goals:

- ***Enhance financial forecasting and cost control with real-time insights.***
- ***Boost sales and market share by identifying top products and customer segments.***
- ***Optimize inventory management and supplier relationships.***
- ***Provide top management with real-time, comprehensive performance insights.***
- ***Strengthen brand visibility and customer engagement through data-driven strategies.***

Business insight 360

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Info

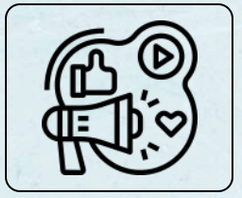
Download **user manual** and get to know the key information of this tool.

Finance View

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

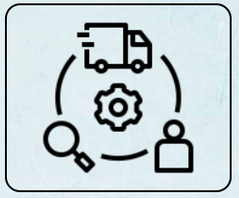
Sales View

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



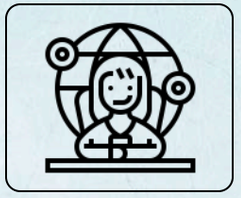
Marketing

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.

***Currency is USD & Values are in Millions**

region, market: All

customer: All

segment, cate...: All

2018 | 2019 | 2020 | 2021

Q1 | Q2 | Q3 | Q4

YTD | YTG

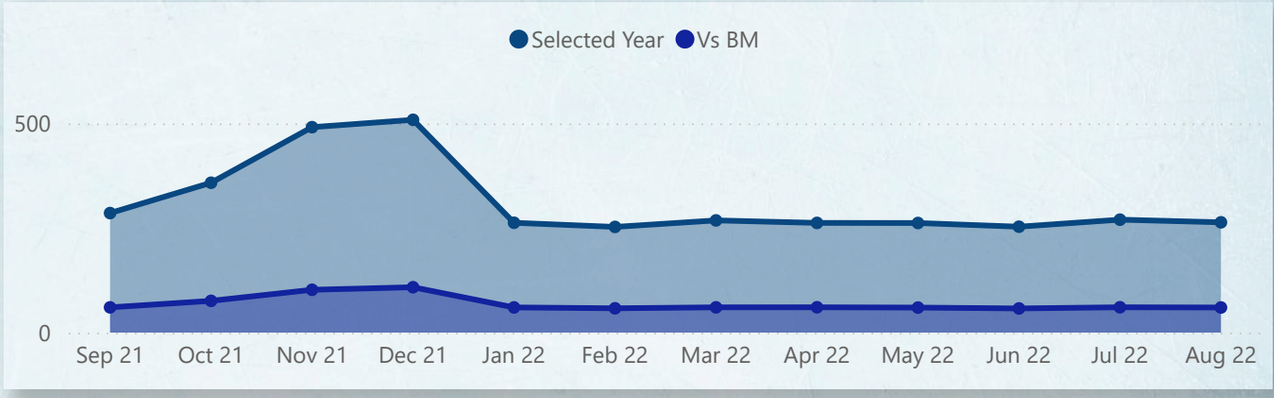
$3.74bn ✓
LY: $823.85M (+353.5%)
Net sales

38.08% ✓
LY: 36.49% (+4.37%)
GM %

-13.98% !
LY: -0.07 (-110.79%)
Net Profit %

Net Sales Performace Over Time

vs LY | vs Target



Profit and Loss Statement

Line Item	2022 EST	BM	YoY	YoY%
Net Profit %	-13.98	-6.63	-7.35	-110.79
Net Profit	-522.42	-54.65	-467.77	-855.93
Operational Expense	-1,945.30	-355.28	-1,590.02	-447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	2,487.07	563.27	1,923.80	341.54
- Post Deductions	1,243.54	281.64	961.90	341.54
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Top / Bottom Products and customers by Net Sales

region	P & L values	P & L YoY chg %
NA	1,022.09	474.40
LATAM	14.82	368.40
APAC	1,923.77	335.27
EU	775.48	286.26
Total	**3,736.17**	**353.50**

segment	P & L values	P & L YoY chg %
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Desktop	711.08	1,431.55
Total	**3,736.17**	**353.50**

BM = Benchmark, LY=Last Year

region, market: All

customer: All

segment, cate...: All

2018 | 2019 | 2020 | 2021

Q1 | Q2 | Q3 | Q4

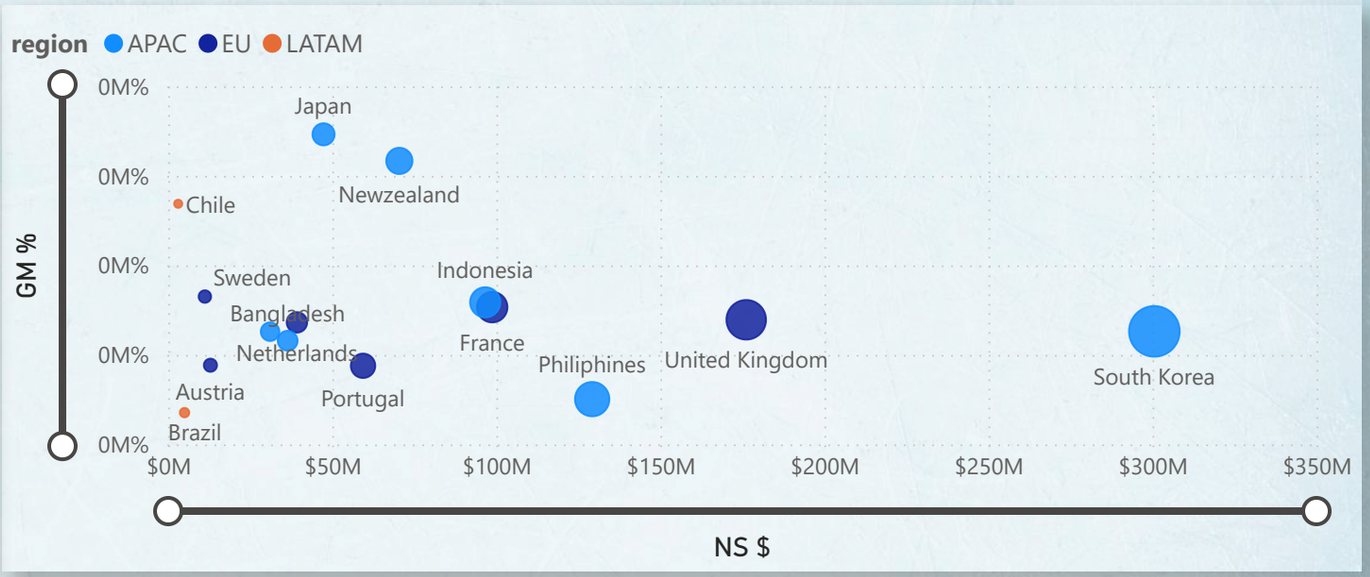
YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
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%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

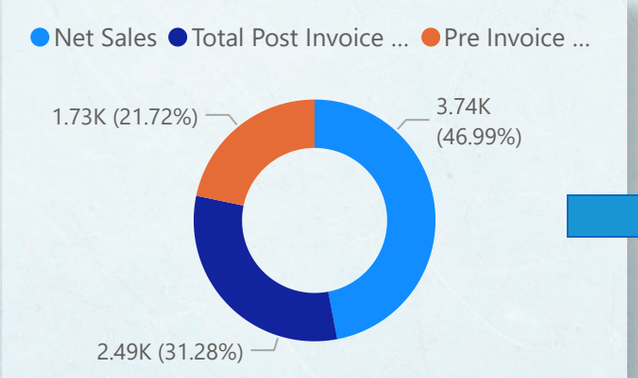
Performance Matrix

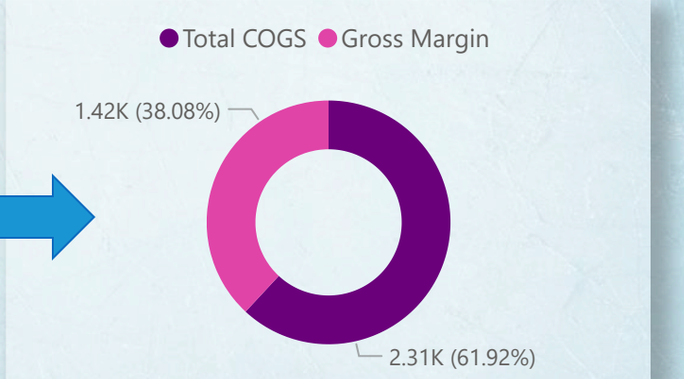


Product Performance

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

Unit Economics





region, market
All

customer
All

segment, cate...
All

2018 | 2019 | 2020 | 2021

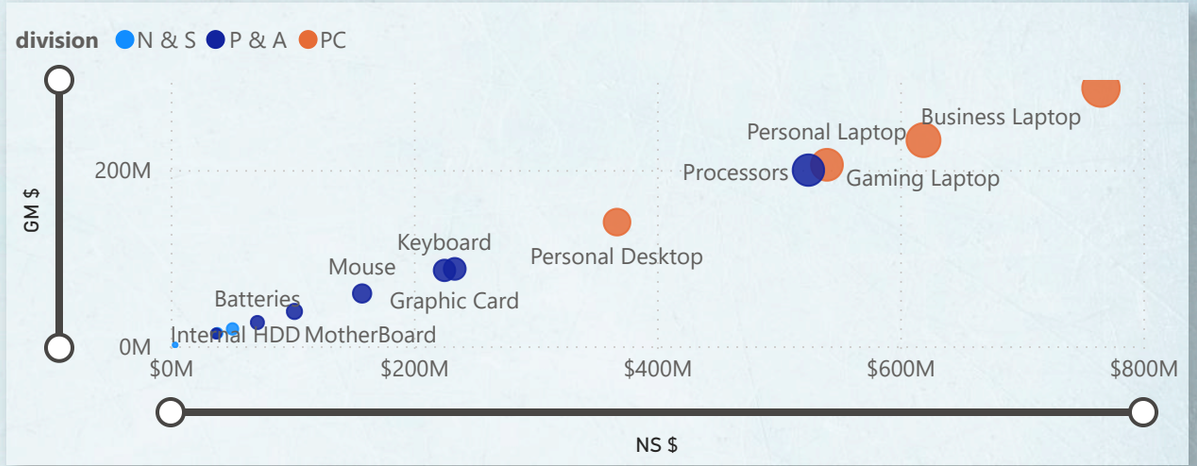
Q1 | Q2 | Q3 | Q4

YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Accessorie	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networkin	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

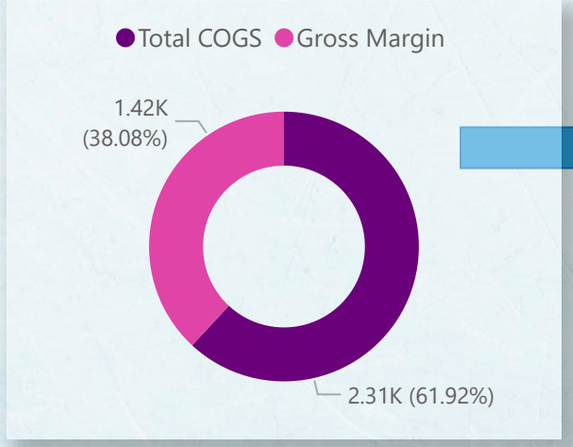
Performance Matrix

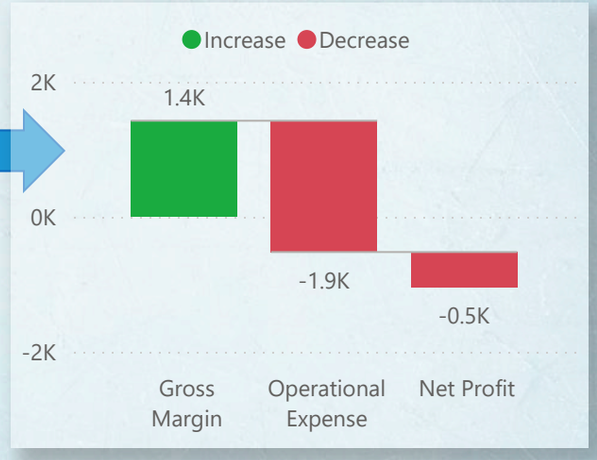


Region / Market / Customer performance

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

Unit Economics





region, market: All

customer: All

segment, cate...: All

2018 | 2019 | 2020 | 2021

Q1 | Q2 | Q3 | Q4

YTD | YTG

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

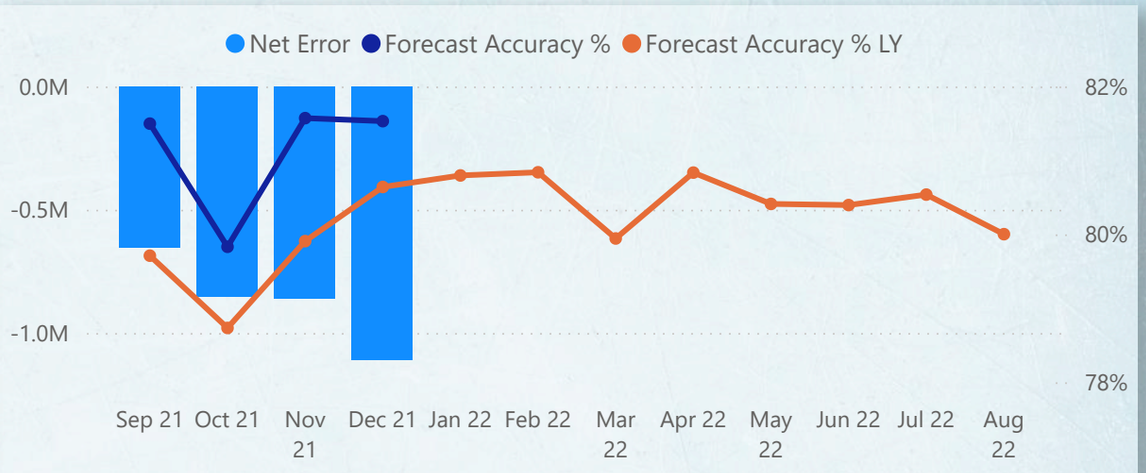
-3472.69K
LY: -751.71K (-361.97%)
Net Error

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%	Excess Inventor
All-Out	43.96%	-150	-0.32%	29.09%	Out of Stock
Amazon	73.79%	-464694	-9.22%	74.54%	Out of Stock
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	Out of Stock
Atlas Stores	49.53%	-4182	-2.31%	48.16%	Out of Stock
Atliq e Store	74.22%	-294868	-9.65%	74.59%	Out of Stock
AtliQ Exclusive	70.35%	-359242	-11.91%	71.69%	Out of Stock
BestBuy	46.60%	81179	16.72%	35.31%	Excess Inventor
Billa	42.63%	3704	3.91%	18.29%	Excess Inventor
Boulanger	52.69%	-48802	-20.21%	58.77%	Out of Stock
Chip 7	34.56%	-85293	-35.01%	53.44%	Out of Stock
Chiptec	50.49%	-20102	-11.36%	52.54%	Out of Stock
Circuit City	46.17%	85248	16.55%	35.02%	Excess Inventor
Control	52.06%	64731	13.01%	47.42%	Excess Inventor
Coolblue	47.66%	-34790	-15.34%	52.95%	Out of Stock
Costco	51.95%	101913	15.79%	49.42%	Excess Inventor
Total	**81.17%**	**-3472690**	**-9.48%**	**80.21%**	**Out of Stock**

Accuracy / Net Error Trend



Key Metrics By Products

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

region, market: All | customer: All | segment, cate...: All

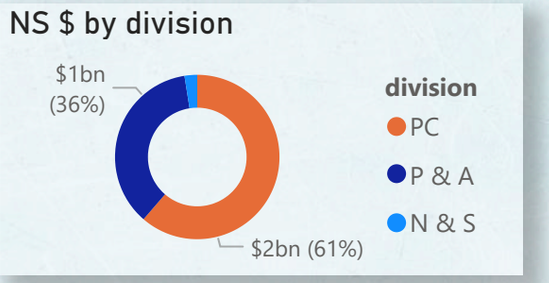
2018 | 2019 | 2020 | 2021 | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

$3.74bn ✓	38.08% ✓	-13.98% !	81.17% ✓
BM: 823.85M (+353.5%)	BM: 0.36 (+4.37%)	BM: -6.63% (-110.79%)	BM: 80.21% (+1.2%)
Net Sales	**GM%**	**Net Profit %**	**Forecast Accuracy %**

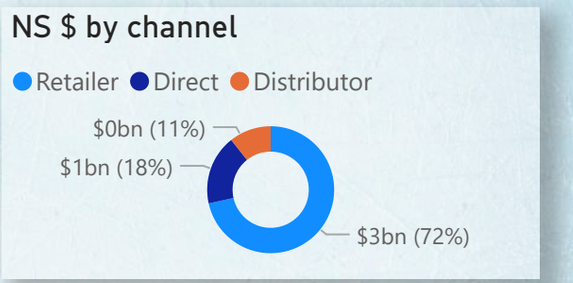
Key Insights By Sub Zone

sub_zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Er
NA	$1,022.09M	27.36%	44.97%	-14.22%	4.87%	14
India	$945.34M	25.30%	35.75%	-22.99%	13.26%	-24
ROA	$788.66M	21.11%	34.19% ↓	-6.32%	8.32%	-4
NE	$457.71M	12.25%	32.80% ↓	-18.09%	6.80%	-4
SE	$317.78M	8.51%	37.03% ↓	-4.00%	16.40%	-55
ANZ	$189.78M	5.08%	43.50%	-7.39%	1.36%	-37
LATAM	$14.82M	0.40%	35.02% ↓	-2.95%	0.28%	3
Total	**$3,736.17M**	**100.00%**	**38.08%**	**-13.98%**	**5.87%**	**-9**

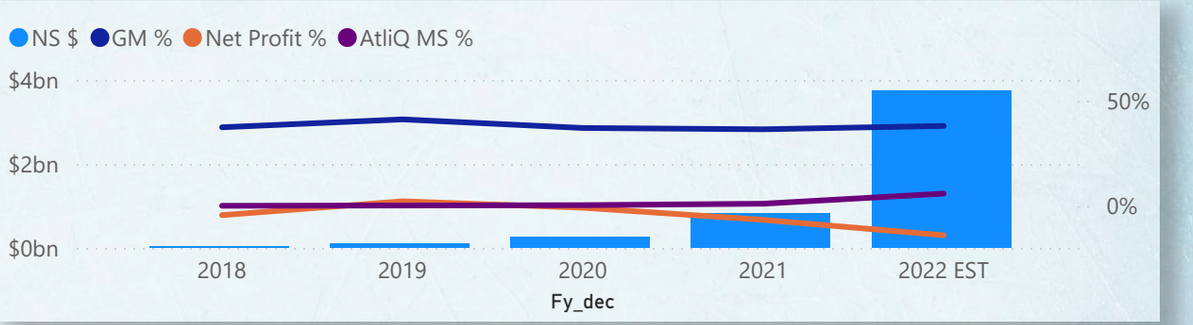
Revenue By Division



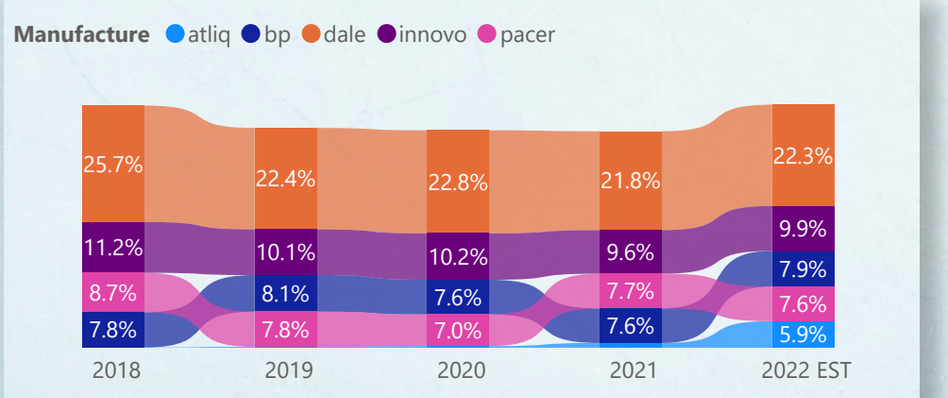
Revenue By channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78%
AtliQ Exclusive	9.67%	46.01%
Atliq e Store	8.14%	36.88% ↓
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	**38.23%**	**39.19%**

Top 5 Products by Revenue

product	RC %	GM %
AQ Home Allin1	4.13%	38.71%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
Total	**23.19%**	**38.06%**

Top 5 Countries by GM % YoY

market

France	Japan	Netherlands	Newzealand	United Kingdom

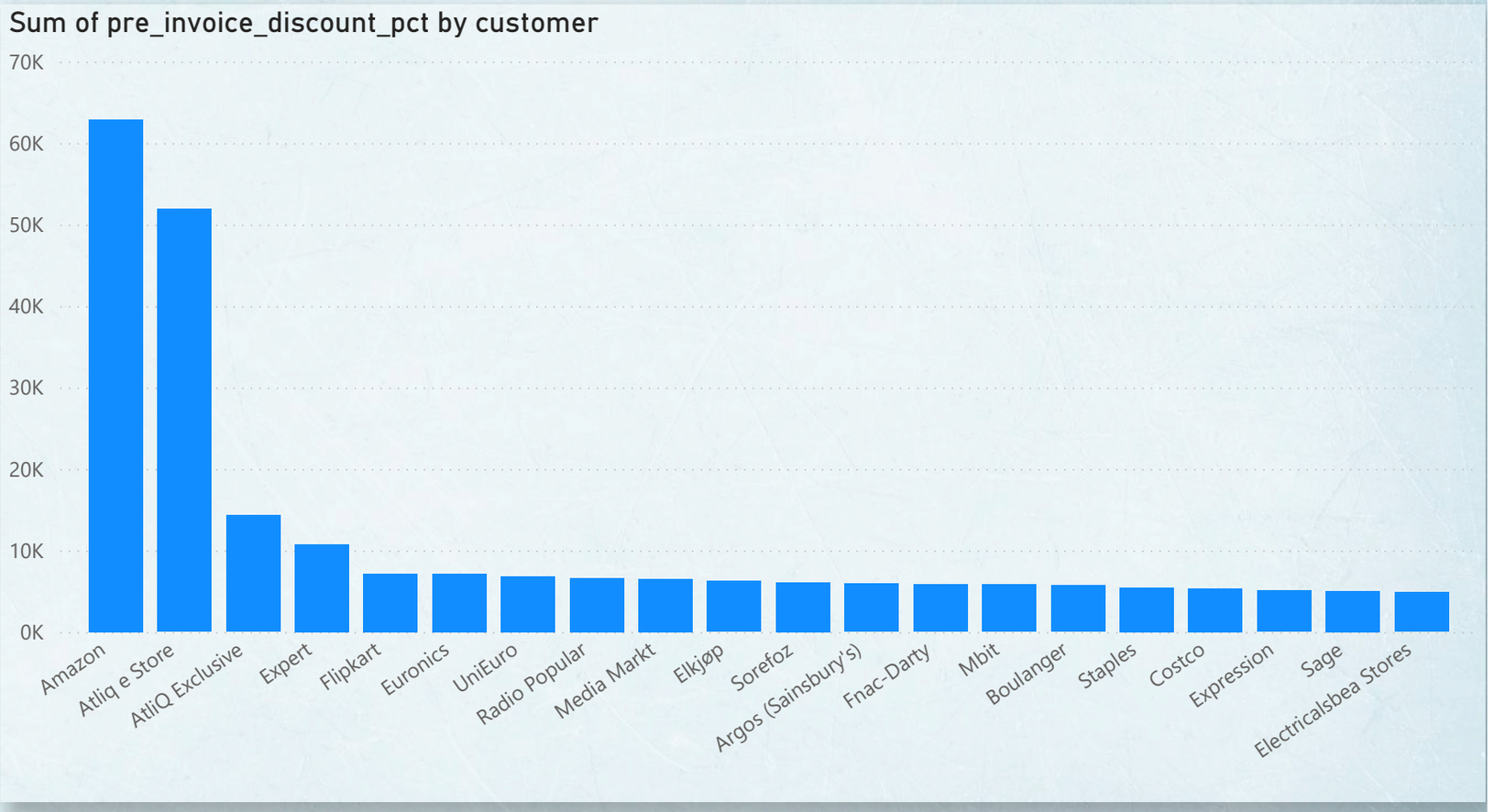
Top 5 Product by GM%

product	GM %	GM % LY
AQ Clx3	37.33% →	38.70%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	37.42% ↓	38.27%
AQ Gamers	37.88% ↓	38.18%
AQ Lumina Ms	38.29% ↑	39.27%
AQ Mforce Gen X	38.34% ↓	38.47%
Total	**37.95%**	**38.36%**

Bottom 5 Product by GM%

product	GM %	GM % LY
AQ BZ Allin1	37.55% ↑	35.97%
AQ Gen X	37.03% ↑	35.53%
AQ LION x2	36.63% ↓	34.66%
AQ Pen Drive 2 IN 1	34.61% ↓	34.29%
AQ Trigger Ms	36.54% ↑	35.44%
Total	**37.17%**	**35.63%**

Top 20 Customer by Discount Trent



Recommendations:

- Balance market expansion with profitability strategies.
- Strengthen relationships with high-revenue customers and promote top products in key regions.
- Refine inventory management and leverage strong performance in Peripherals & Accessories for further growth.