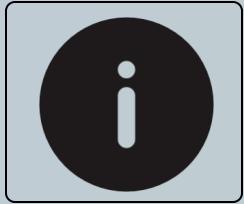




## AtliQ Hardware Business Analysis



Info

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



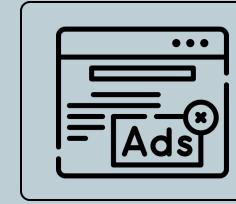
Finance View

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.

region, market  
Allcustomer  
Allsegment, category, product  
All

2018

2019

2020

2021

2022 E...

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Net Sales Performance Over Time

\$3.74bn✓  
LY: \$823.85M (+353.5%)

Net Sales

38.08%✓  
LY: 36.49% (+4.37%)

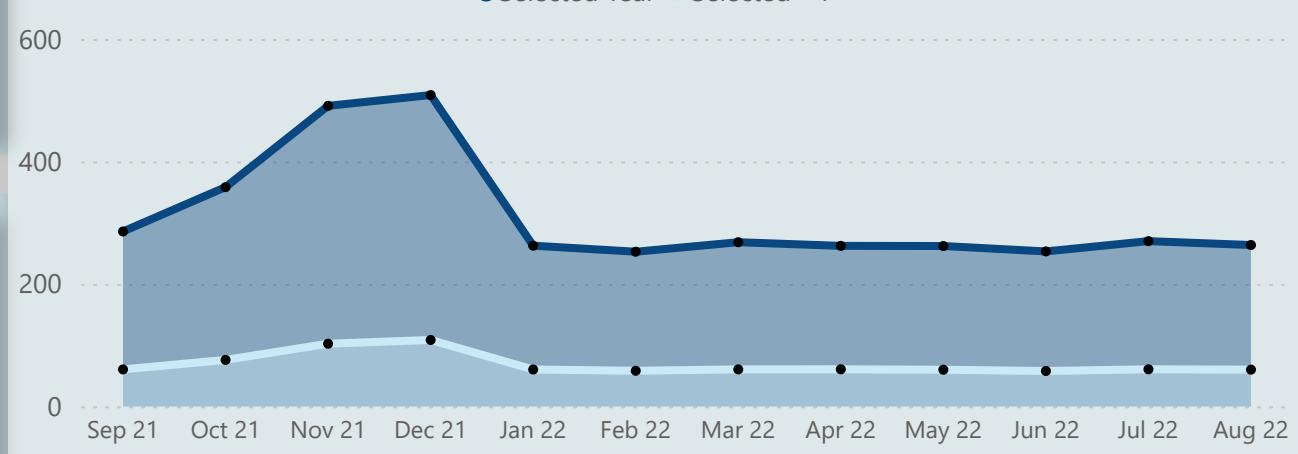
GM %

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

Net Profit %

## Profit and Loss Statement

Line Item	2022 EST	LY	YoY Chg	YoY 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	81.62	33.18	48.44	145.97
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



## Top / Bottom Products &amp; Customers by Net Sales

region	P&L	P&L YoY
	Values	Chg %
NA	1,022.09	474.40
LATAM	14.82	368.40
APAC	1,923.77	335.27
EU	775.48	286.26
<b>Total</b>	<b>3,736.1</b>	<b>353.50</b>
	7	

segment	P&L Values	P&L YoY Chg %
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
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 E...

Qtr 1

Qtr 2

Qtr 3

Qtr 4

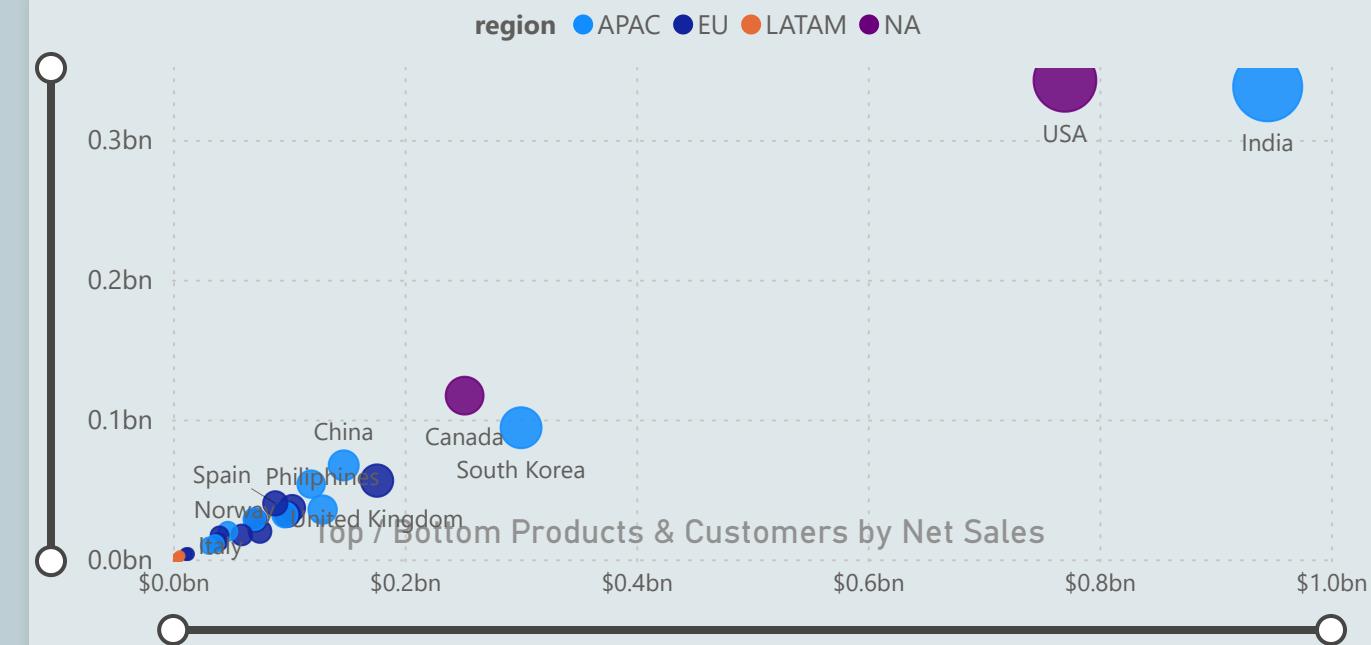
## Customer Performance

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%
Costco	\$61.81M	24.15M	39.07%
Propel	\$61.59M	23.03M	37.38%
Path	\$59.32M	25.81M	43.50%

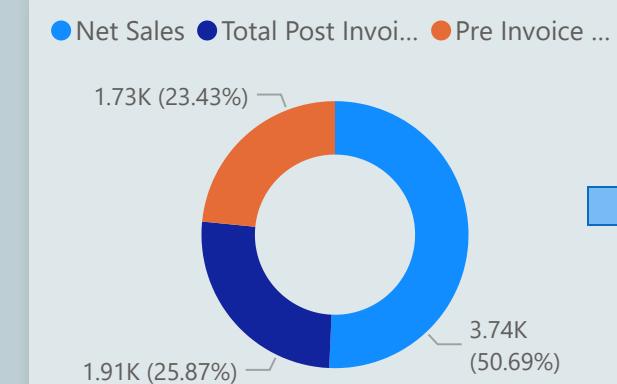
## Product Performance

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%
Accessories	\$454.10M	172.61M	38.01%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

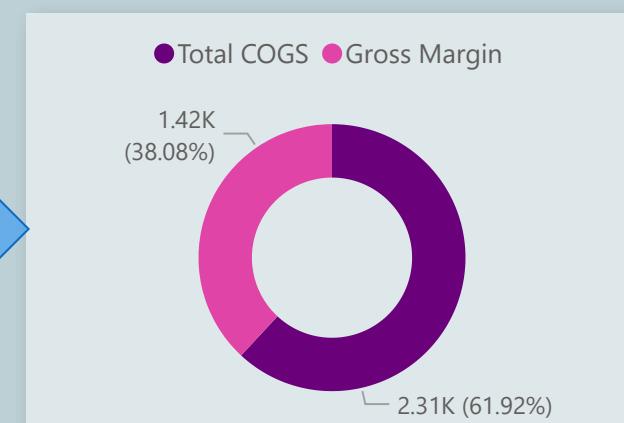
## Performance Matrix



## Unit Economics



SALES





region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 E...

Qtr 1

Qtr 2

Qtr 3

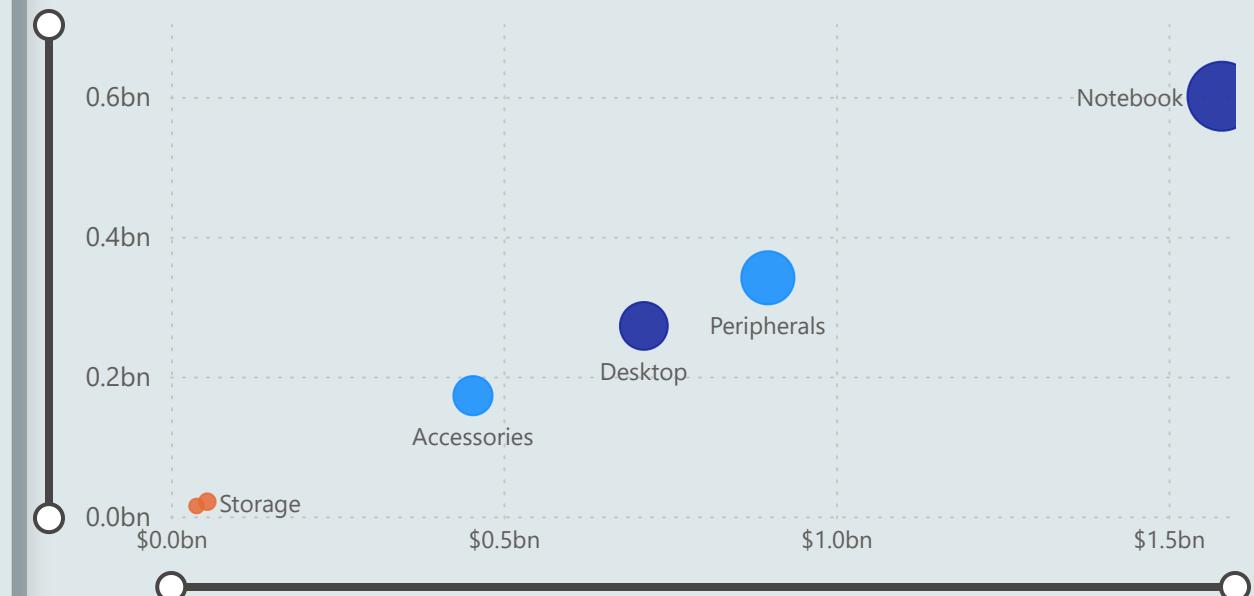
Qtr 4

### Product Performance

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	\$1,580.43	600.96M	38.03%	-222.16M	-14.06%
M					
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17	1,422.88M	38.08%	-522.42M	-13.98%
M					

### Performance Matrix

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

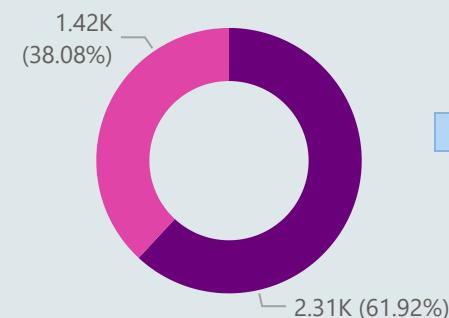


### Region / Market / Customer Performance

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

### Unit Economics

Total COGS Gross Margin



Increase Decrease



MARKETING





region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 E...

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Accuracy / Net Error Trend

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472690!

LY: -751714 (-361.97%)

Net Error

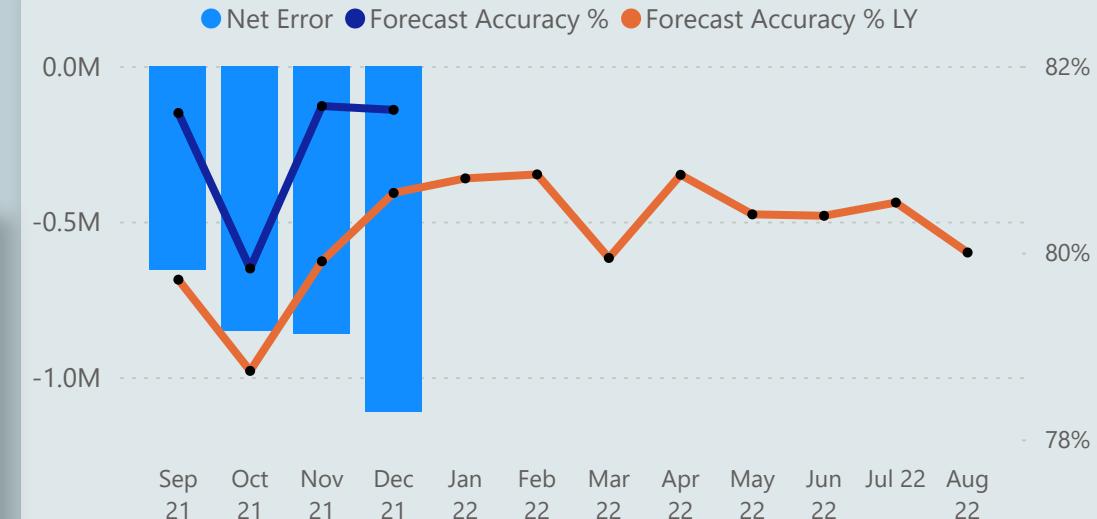
6899044!

LY: 9780738 (-29.46%)

ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Forward Stores	10.77%	50.76%	-109913	-71.10%	Out Of Stock
Unity Stores	8.32%	44.61%	-35536	-61.31%	Out Of Stock
Sorefoz	23.48%	55.21%	-100677	-61.15%	Out Of Stock
Elkjøp	26.90%	53.55%	-115397	-60.92%	Out Of Stock
Media Markt	28.17%	53.40%	-101119	-56.47%	Out Of Stock
Elite	20.90%	51.48%	-80439	-55.95%	Out Of Stock
Nova	17.70%	41.59%	-7932	-47.21%	Out Of Stock
Digimarket	28.21%	40.79%	-95328	-46.59%	Out Of Stock
Insight	25.04%	26.88%	-43440	-43.51%	Out Of Stock
Electricalsance Stores	41.07%	54.69%	-39358	-41.89%	Out Of Stock
Sound	32.34%	52.83%	-97958	-41.81%	Out Of Stock
Novus	25.04%	25.28%	-187343	-40.83%	Out Of Stock
Epic Stores	32.38%	52.19%	-61593	-37.53%	Out Of Stock
Euronics	45.25%	60.79%	-67489	-37.39%	Out Of Stock
Synthetic	30.36%	37.93%	-191078	-36.09%	Out Of Stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out Of Stock
Electricalsocity	36.28%	50.35%	-224226	-34.43%	Out Of Stock
Girias	31.58%	45.05%	-154361	-31.74%	Out Of Stock
Viveks	33.27%	43.03%	-129058	-28.95%	Out Of Stock
Expression	35.94%	44.32%	-140660	-27.47%	Out Of Stock
Vijay Sales	30.76%	42.98%	-137937	-25.92%	Out Of Stock
Reliance Digital	34.59%	45.19%	-122328	-24.97%	Out Of Stock



## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out Of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out Of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out Of Stock
Networking	93.06%	90.40%	-12967	-1.69%	Out Of Stock
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-34726</b>	<b>-9.48%</b>	<b>Out Of Stock</b>
				90	



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

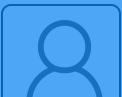
2022 E...

Qtr 1

Qtr 2

Qtr 3

Qtr 4



\$3.74bn ✓

LY: \$823.85M (+353.5%)

Net Sales

38.08% ✓

LY: 36.49% (+4.37%)

GM %

-13.98% !

LY: -0.07 (-110.79%)

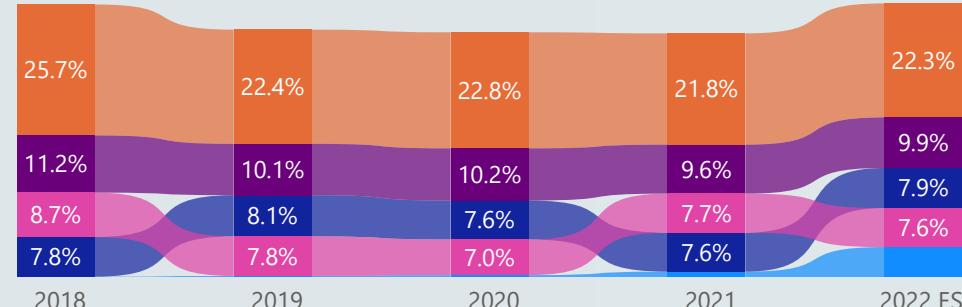
Net Profit %

## Key Insights By Sub Zone

sub_zone	NS \$	Revenue Contribution	RC %	GM %	Net Profit %	Net Error %	Ris
LATAM	\$14.82M		0.40%	35.02%	-2.95%	3.37%	Exc
NA	\$1,022.09M		27.36%	44.97%	-14.22%	14.35%	Exc
ANZ	\$189.78M		5.08%	43.50%	-7.39%	-37.61%	Out
India	\$945.34M		25.30%	35.75%	-22.99%	-24.37%	Out
NE	\$457.71M		12.25%	32.80%	-18.09%	-4.56%	Out
ROA	\$788.66M		21.11%	34.19%	-6.32%	-4.56%	Out
SE	\$317.78M		8.51%	37.03%	-4.00%	-55.47%	Out
<b>Total</b>	<b>\$3,736.17M</b>		<b>100.00%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>-9.48%</b>	<b>Out</b>

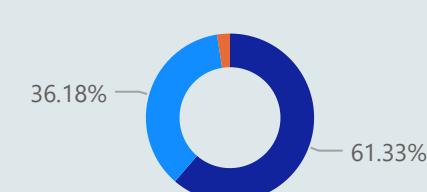
## PC Market Share Trend - AtliQ &amp; Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



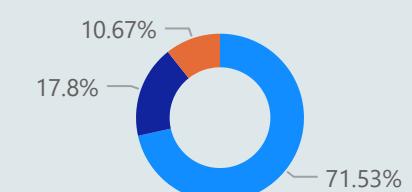
## Revenue by Division

● PC ● P &amp; A ● N &amp; S



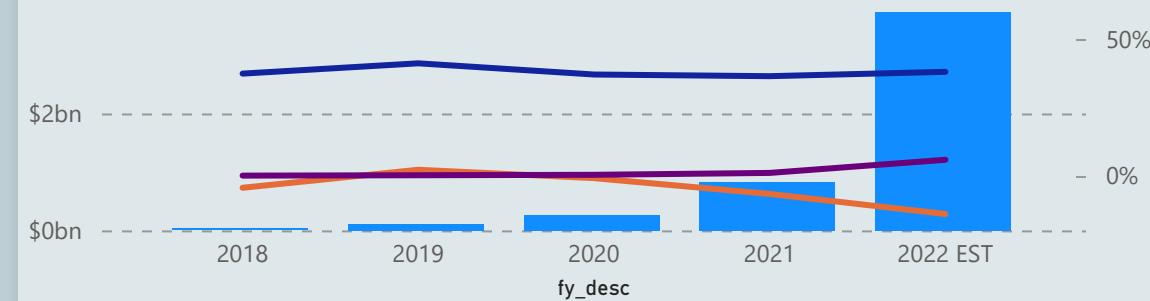
## Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● Atliq MS



## Top 5 Customers by Revenue

customer RC % GM %

customer	RC %	GM %
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
Atliq Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

## Top 5 products by Revenue

product RC % GM %

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%	37.43%
AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

## Executive View