



ATLIQ HARDWARE

BUSINESS **INSIGHT 360°**

Presented By :
Krushna Nayak



Business Insight 360



Dec 2021



26 Mar 2025

Designed by : Krushna Nayak



Finance View

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



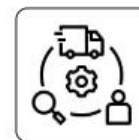
Sales View

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.



Information

Values are in Dollars & Millions



Support

BUSINESS INSIGHT 360



Select Benchmarks (BM)

2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

By Region / Market

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM - Benchmarks || LY = Last Year
GM = Gross Margin || NS = Net sales
NP = Net Profit || Chg = Change

All Values In Million & USD

Net Sales \$

\$823.85M

BM : \$267.98M **+207.43%**

Gross Margin %

36.49%

BM : 37.1% **-1.65%**

Net profit %

-6.63%

BM : -0.85% **+676.38%**

Net sales Performance Over Time

▲ Selection ● vs BM



- ☒ Region
- ☐ Segment
- ☐ Category

- ☐ Market
- ☒ Product

Top / Bottom Products & Customers By Net Sales

Region	P & L values	P & L Chg %
APAC	441.98	198.67
EU	200.77	259.88
LATAM	3.16	58.40
NA	177.94	186.03
Total	823.85	207.43

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

BUSINESS INSIGHT 360



Select Benchmarks (BM)

2019 2020 2021 2022 EST

Customer

Product

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

By Region / Market

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM - Benchmarks || LY = Last Year
GM = Gross Margin || NS = Net sales
NP = Net Profit || Chg = Change

All Values In Million & USD

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$109.0M	\$38.6M	35.40%	-6.75%
Atliq Exclusive	\$79.9M	\$34.9M	43.73%	-4.50%
Atliq e Store	\$70.3M	\$26.4M	37.54%	0.20%
Sage	\$27.1M	\$9.5M	35.16%	12.61%
Neptune	\$21.0M	\$8.6M	41.17%	6.51%
Leader	\$24.5M	\$8.3M	34.01%	29.00%
Flipkart	\$25.3M	\$7.6M	30.23%	-9.85%
Ebay	\$19.9M	\$7.2M	36.10%	5.12%
Synthetic	\$16.1M	\$6.3M	39.25%	-11.26%
Electricalslytical	\$15.6M	\$5.9M	37.86%	38.57%
Electricalsociety	\$16.3M	\$5.7M	34.83%	3.14%
Propel	\$14.1M	\$5.3M	37.77%	17.35%
Total	\$823.8M	\$300.6M	36.49%	-1.65%

Unit Economics

Total COGS

523.22

Gross Margin

300.63

Pre Invoice Deduction

393

Total Post Invoice Deduction

448

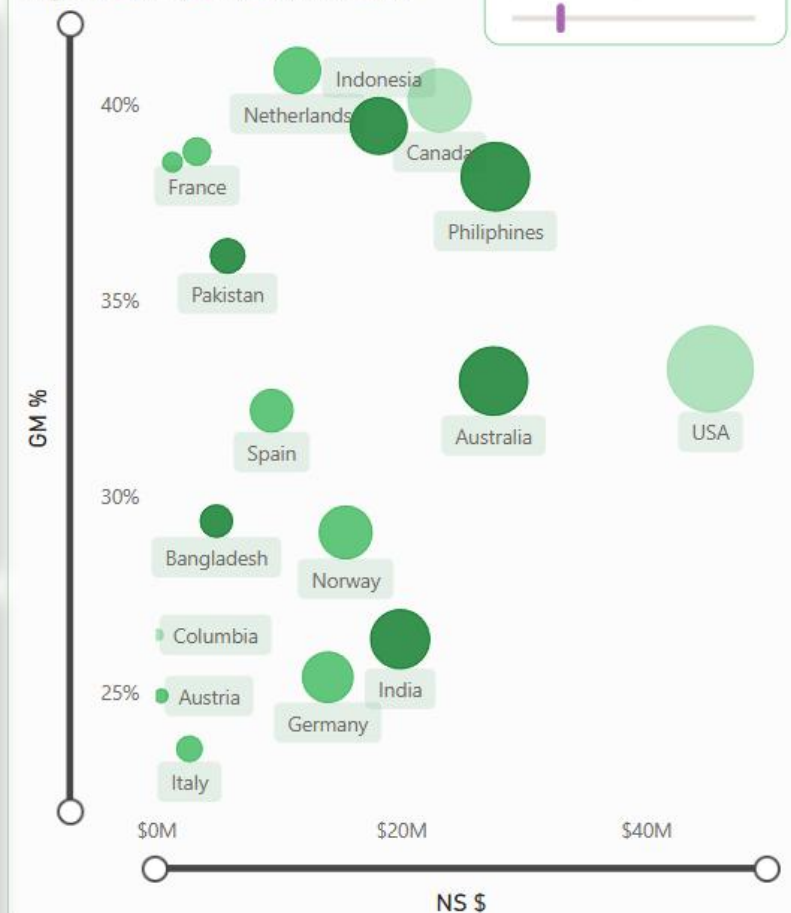
Net Sales

824

Performance Matrix

Region ● APAC ● EU ● LATAM ● NA

4.00%



BUSINESS INSIGHT 360



Clear

Home

Finance

Sales

Marketing

Supply Chain

Executive

Select Benchmarks (BM)

2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

By Region / Market

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM - Benchmarks || LY = Last Year
GM = Gross Margin || NS = Net sales
NP = Net Profit || Chg = Change

All Values In Million & USD

Segment

Market

Segment

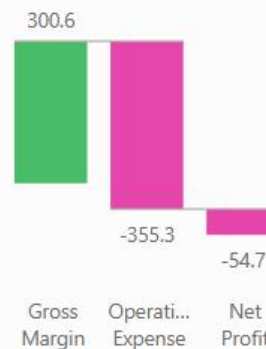
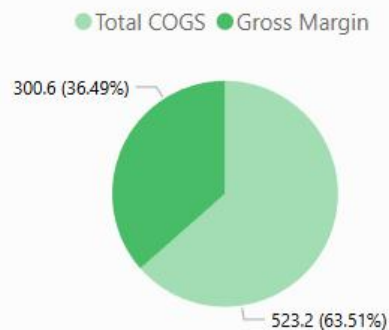
Category

Show NP%

Product Performance

Category	NS \$	GM %	NP \$	NP %	NP % BAR	Δ NP %
Keyboard	\$134.1M	36.48%	-8.91M	-6.65%		6.01
Personal Laptop	\$113.1M	36.11%	-7.90M	-6.99%		9.17
Business Laptop	\$108.6M	36.37%	-7.28M	-6.70%		5.10
Mouse	\$103.3M	36.48%	-6.87M	-6.65%		8.83
Processors	\$101.3M	36.41%	-6.80M	-6.71%		25.48
Gaming Laptop	\$78.5M	36.83%	-4.92M	-6.27%		5.50
External Solid State D...	\$48.9M	36.90%	-3.04M	-6.22%		2.58
Wi fi extender	\$45.2M	36.75%	-2.91M	-6.44%		12.79
Graphic Card	\$37.7M	36.61%	-2.48M	-6.59%		5.25
MotherBoard	\$16.0M	36.85%	-1.01M	-6.30%		7.74
Personal Desktop	\$12.7M	36.70%	-0.88M	-6.92%		1.40
Total	\$823.8M	36.49%	-54.65M	-6.63%	-0.07	6.76

Net Sales & Gross Margin Bifurcation



Division ● N & S ● P & A ● PC



BUSINESS INSIGHT 360



Select Benchmarks (BM)

2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

By Region / Market

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM - Benchmarks || LY = Last Year
GM = Gross Margin || NS = Net sales
NP = Net Profit || OSS = Out of stock
EI = Excess Inventory || Chg = Change
All Values In Million & USD

Forecast Accuracy %

80.21%

LY: 72.99% 9.88%

Net Error

-751.71K

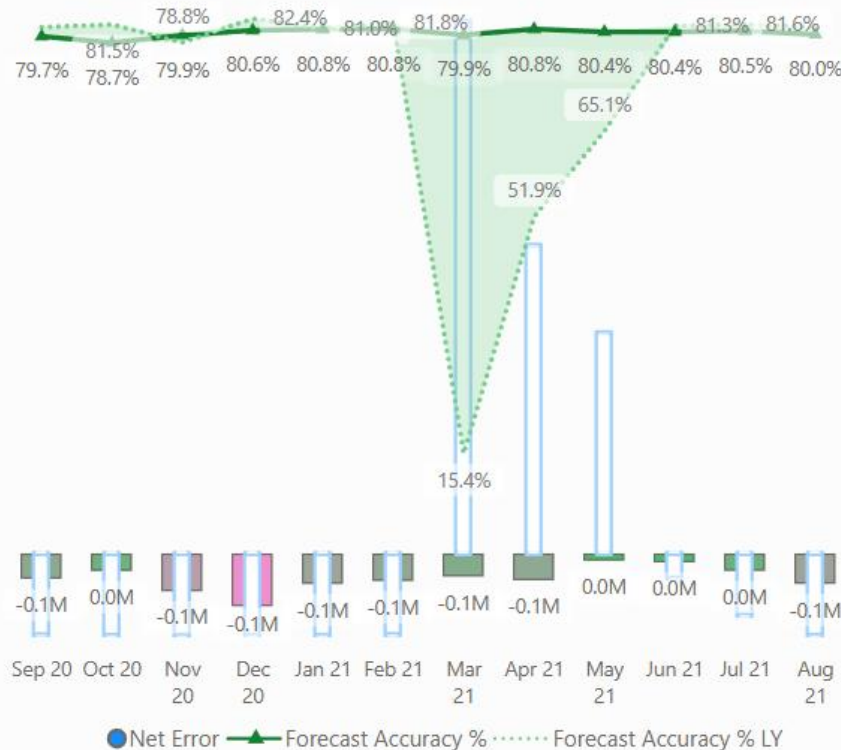
LY: 492K -252.91%

ABS error

9780.74K

LY : 5743.20K 70.30%

Accuracy / Net Error Trend



Key Metric By Customer

Customer	FCA %	FCA % LY	Net Error	Net error %	Risk
Atliq e Store	74.59%	55.24%	-95K	-2.30%	OOS
Amazon	74.54%	48.43%	-155K	-2.35%	OOS
Atliq Exclusive	71.69%	56.65%	-189K	-4.59%	OOS
Mbit	62.34%	49.13%	51K	14.05%	EI
Euronics	60.79%	42.25%	58K	15.34%	EI
Expert	60.67%	48.84%	69K	11.97%	EI
Boulanger	58.77%	38.12%	82K	18.34%	EI
UniEuro	58.22%	45.77%	174K	23.54%	EI
Radio Popular	56.74%	50.36%	73K	15.52%	EI
Power	56.72%	40.19%	22K	13.18%	EI
Total	80.21%	72.99%	-752K	-1.52%	OOS

Key Metric By Product

Segment	FCA %	FCA % LY	Net Error	Net error %	Risk
Accessories	77.66%	71.42%	-2133K	-7.06%	OOS
Desktop	84.37%	70.07%	16K	11.22%	EI
Networking	90.40%	52.50%	227K	8.17%	EI
Notebook	79.99%	76.65%	-51K	-3.96%	OOS
Peripherals	83.23%	75.18%	-318K	-5.89%	OOS
Storage	83.54%	81.01%	1508K	15.77%	EI
Total	80.21%	72.99%	-752K	-1.52%	OOS

BUSINESS INSIGHT 360



Clear



Home



Finance



Sales



Marketing



Supply Chain



Executive



Select Benchmarks (BM)

2019 2020 2021 2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

By Region / Market

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM - Benchmarks || LY = Last Year
GM = Gross Margin || NS = Net sales
NP = Net Profit || Chg = Change

All Values In Million & USD

NS \$

\$823.85M

BM : \$267.98M +207.43%

GM %

36.49%

BM : 37.1% -1.65%

Net profit %

-6.63%

BM : -0.85% +676.38%

Forecast Accuracy %

80.21%

LY: 72.99% 9.88%

Revenue Contribution

☒ DIVISION

☐ CHANNEL

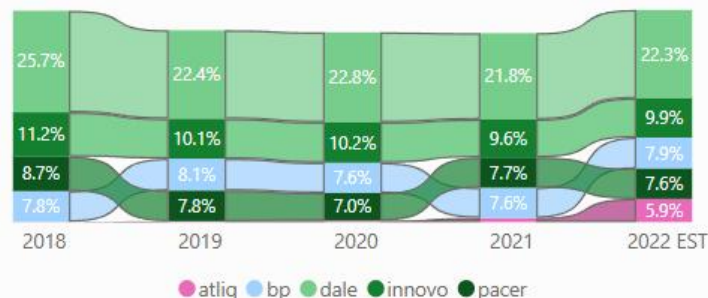
● N & S ● P & A ● PC

49.93% 37.98%

Trend: Key Metric Over Years



Trend: Revenue Contribution Over Year



Sub Region Performance

Sub_Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	Atliq MS %
India	\$210.7M	25.6%	32.0%	-24.7%	3.90%	EI	2.45%
NA	\$177.9M	21.6%	37.2%	-13.7%	-7.06%	OOS	0.76%
LATAM	\$3.2M	0.4%	37.5%	6.2%	5.32%	EI	0.05%
NE	\$109.3M	13.3%	38.0%	-1.1%	11.27%	EI	1.17%
ROA	\$186.9M	22.7%	38.3%	8.2%	-21.55%	OOS	1.47%
ANZ	\$44.4M	5.4%	38.5%	7.3%	-5.19%	OOS	0.28%
SE	\$91.5M	11.1%	38.7%	4.4%	10.56%	EI	3.63%
Total	\$823.8M	100.0%	36.5%	-6.6%	-1.52%	OOS	1.06%

Top 5 Customers

Customer	RC %	GM %
Flipkart	3.1%	30.2%
Sage	3.3%	35.2%
Atliq e Store	8.5%	37.5%
Atliq Exclusive	9.7%	43.7%
Amazon	13.2%	35.4%
Total	37.8%	37.6%

Top 5 Products

Product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%
Total	16.3%	36.5%



TRENDS

Net Sales Vs Gross Margin %

NS & GM % For Flipkart

Net Sales

\$25.25M

BM : \$10.92M +131.18%



Gross Margin %

30.23%

BM : 33.54% -9.85%





Business Insight 360



Dec 2021

26 Mar 2025

Designed by : Krushna Nayak



Information

Financial
Get P & L
for any c
product /
aggregat
above ov
period a



Information



All System data in tool is refreshed every month on 5th working day .

System data such as Forecast, Actuals and Historical data are received from Global databases.

Non System data such as Target, Operational Expenses and Market Share are refreshed on request

[For FAQs click here](#)

[Download live excel version here](#)



Marketing
Analyze the
performance of your
(s) over key
Net Sales,
margin and
the same in
ability /
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

Values are in Dollars & Millions



Business Insight 360



Dec 2021



26 Mar 2025

Designed by : Krushna Nayak



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.**



Information

Values are in Dollars & Millions



Find Support

Get an issue resolved

Provide Feedback

Add new request

Check Out the contingency plan

New to Power BI ?



Support