



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
EU
LATAM
NA

Total

441.98
200.77
3.16
177.94
823.85

198.67
259.88
58.40
186.03
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

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Customer

Product

Q1 Q2 Q3 Q4

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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

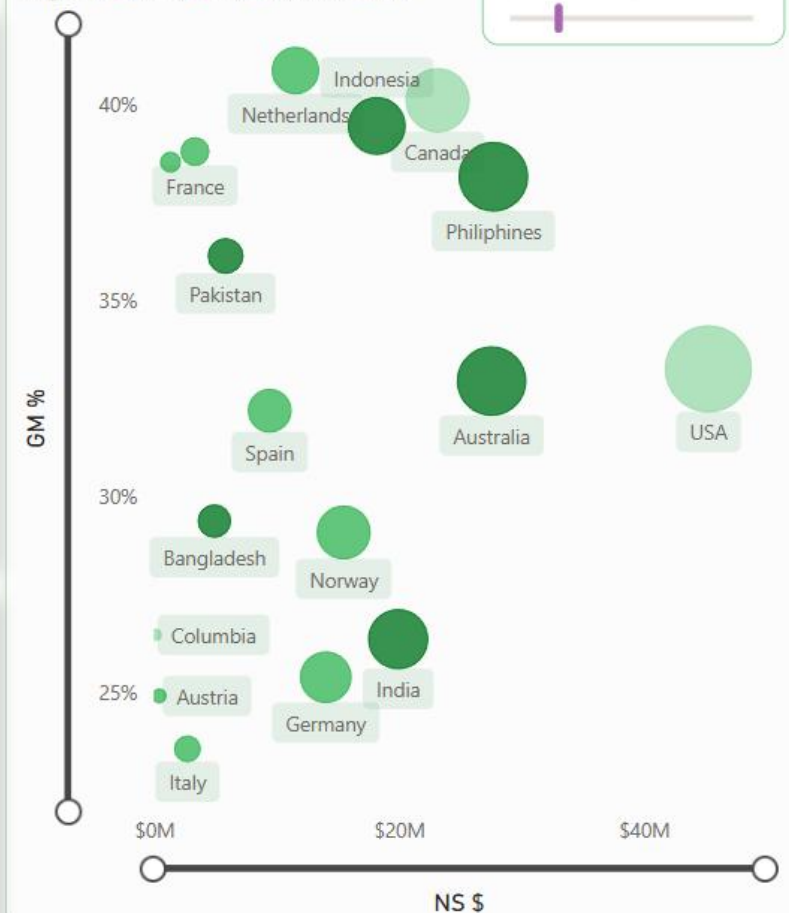
Net Sales

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

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vs LY

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Segment



Market

Segment

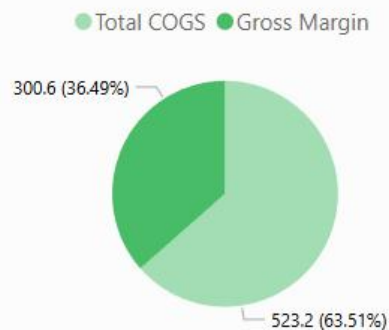
Category

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



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EI = Excess Inventory || Chg = Change
All Values In Million & USD

Forecast Accuracy %

80.21%

LY: 72.99% 9.88%

Net Error

-751.71K

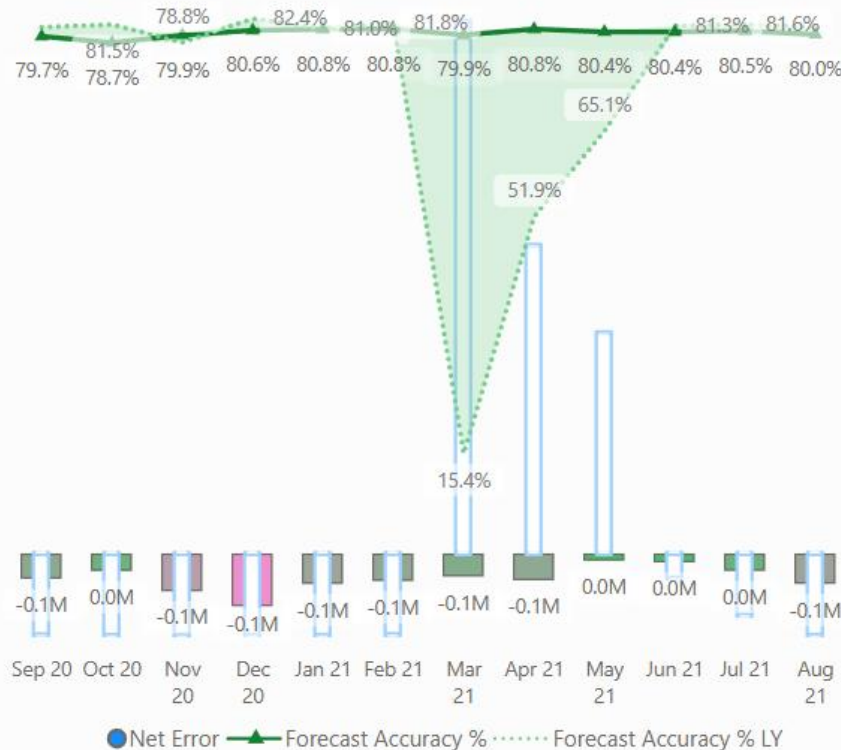
LY: 492K -252.91%

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

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Revenue Contribution

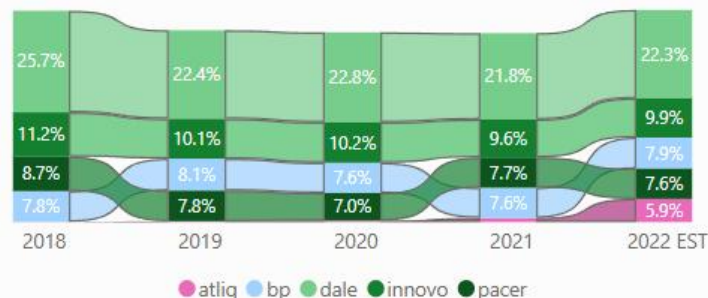
- ☒ DIVISION
☐ CHANNEL

N & S P & A PC

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



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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,
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Information

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Find Support

Get an issue resolved

Provide Feedback

Add new request

Check Out the contingency plan

New to Power BI ?



Support



Key Measures	
ABS Error	
Collapse ^	

P & L Rows	
Description	
Line Item	
Σ Order	
Collapse ^	

P & L Columns	
Col Header	
Collapse ^	

LastSalesMonth	
LastSalesMonth	
Collapse ^	

Report refresh date	
Report Last Refreshed	
Collapse ^	

Target Gap Tolerance	
Target Gap Tolerance	
Target Gap Tolerance Value	
Collapse ^	

Set BM	
Benchmarks	
Σ ID	
Collapse ^	

