



Business Insights 360

AtliQ Hardware – Driving Performance with Data



User Manual



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

Finance View



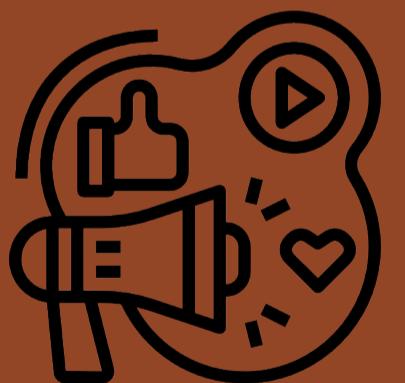
Get P & L statement for any customer / product / country or aggregation of the above over any time period and More.

Sales View



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

Marketing View



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

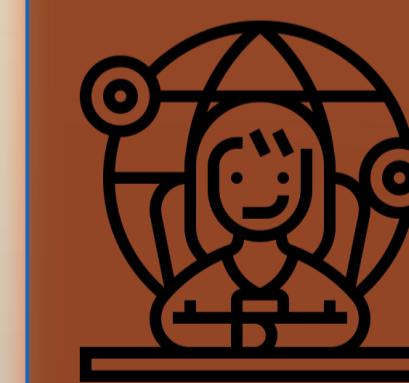


Supply Chain View



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.



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Net Sales

₹ 3.74bn ✓

BM: 823.85M (+353.5%)

Gross Margin %

38.08% ✓

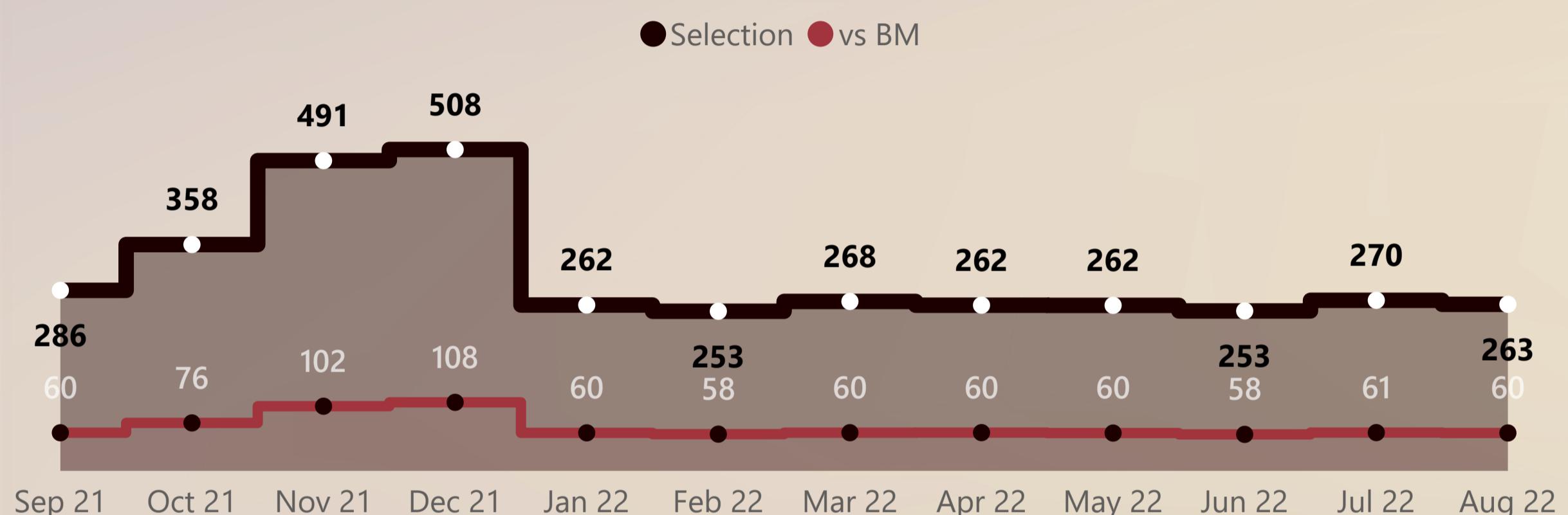
BM: 36.49% (+4.37%)

Net Profit %

-13.98% !

BM: -6.63% (-110.79%)

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

region	P & L	P & L Chg	segment	P & L	P & L Chg %
	Values	%		Values	▼
APAC	1,923.77	335.27	Desktop	711.08	1,431.55
NA	1,022.09	474.40	Notebook	1,580.43	493.06
EU	775.48	286.26	Peripherals	897.54	439.03
LATAM	14.82	368.40	Accessories	454.10	85.46
Total	3,736.17	353.50	Storage	54.59	0.32
			Networking	38.43	-14.89
			Total	3,736.17	353.50

Profit & Loss Statement

Line Item	2022Est	BM	Chg	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	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590....	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79





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Sales View

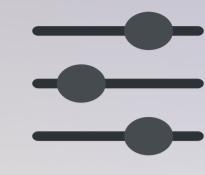
Marketing View

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vs LY

vs Target



Performance Matrix

GM % Variience

0°

A bubble chart illustrating the relationship between Net Sales (\$NS\$) and Gross Margin (%) for various companies, categorized by region. The x-axis represents NS\$ (₹) and the y-axis represents GM %.

Legend:

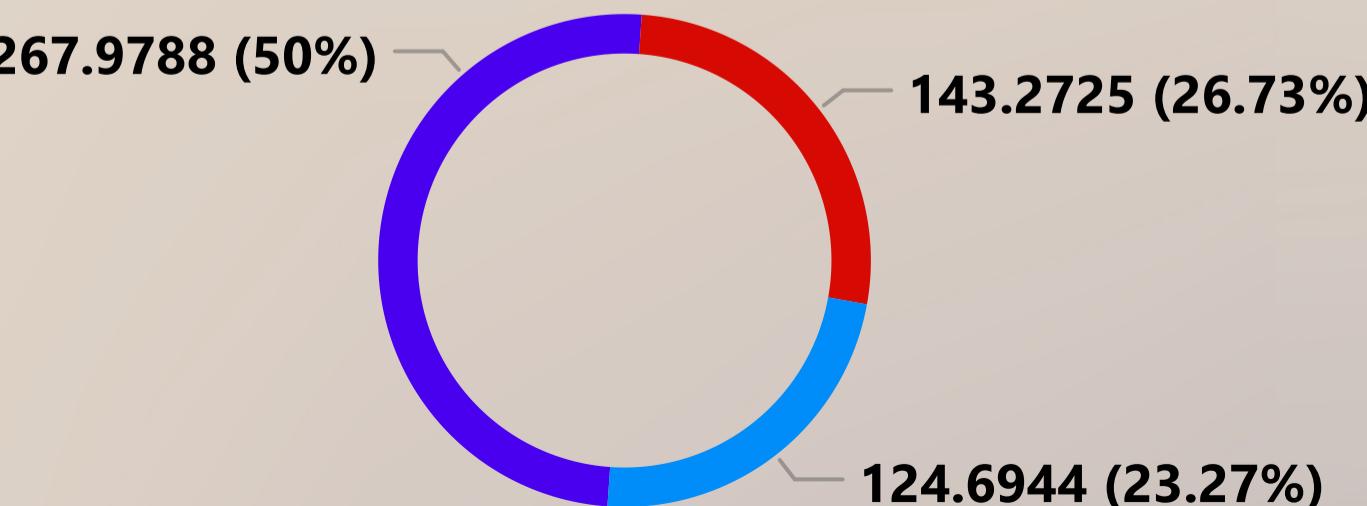
- APAC (Blue)
- EU (Dark Blue)
- LATAM (Orange)
- NA (Purple)

Data Points:

Company	Region	NS\$ (₹)	GM %
AtliQ Exclusive	APAC	~15M	~43%
Atliq e Store	APAC	~18M	~38%
Amazon	APAC	~28M	~34%
Electricalsociety	APAC	~5M	~33%
Amazon	APAC	~10M	~38%
Ebay	APAC	~3M	~34%
Ebay	APAC	~4M	~34%
Neptune	APAC	~4M	~39%
Zone	APAC	~2M	~39%
Billa	APAC	~1.5M	~37%
UniEuro	APAC	~2.5M	~38%
Expression	APAC	~1.5M	~32%
Otto	APAC	~1.5M	~30%
Viveks	APAC	~2.5M	~29%
Flipkart	APAC	~4M	~29%
Girias	APAC	~2.5M	~27%
Ezone	APAC	~3M	~27%
Vijay Sales	APAC	~1.5M	~25%
Leader	APAC	~6M	~24%
Sage	APAC	~6M	~26%
Unity Stores	APAC	~1M	~22%
AtliQ Exclusive	EU	~3M	~48%
Atliq e Store	EU	~12M	~39%
AtliQ Exclusive	EU	~15M	~43%
Atliq e Store	EU	~18M	~35%
AtliQ Exclusive	EU	~22M	~40%
Atliq e Store	EU	~25M	~38%

Product Performance

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduct.



Total COGS

62.90%

Gross Margin

37.10%

Customer & Product Performance

customer

product

customer	NS\$	GM \$	GM %
Amazon	₹ 49.77M	₹ 18.89M	37.96%
Atliq e Store	₹ 31.74M	₹ 11.89M	37.47%
AtliQ Exclusive	₹ 22.97M	₹ 10.52M	45.79%
Flipkart	₹ 10.92M	₹ 3.66M	33.54%
Sage	₹ 8.32M	₹ 2.60M	31.22%
Ebay	₹ 8.15M	₹ 2.80M	34.34%
Leader	₹ 7.73M	₹ 2.04M	26.36%
Electricalsociety	₹ 4.56M	₹ 1.54M	33.77%
Neptune	₹ 4.41M	₹ 1.70M	38.66%
Expression	₹ 3.86M	₹ 1.23M	31.95%
Electricalslytical	₹ 3.41M	₹ 0.93M	27.32%
Reliance Digital	₹ 3.36M	₹ 1.22M	36.36%
Drono1	₹ 3.23M	₹ 1.04M	32.18%
Total	₹ 211.40M	₹ 76.80M	36.33%



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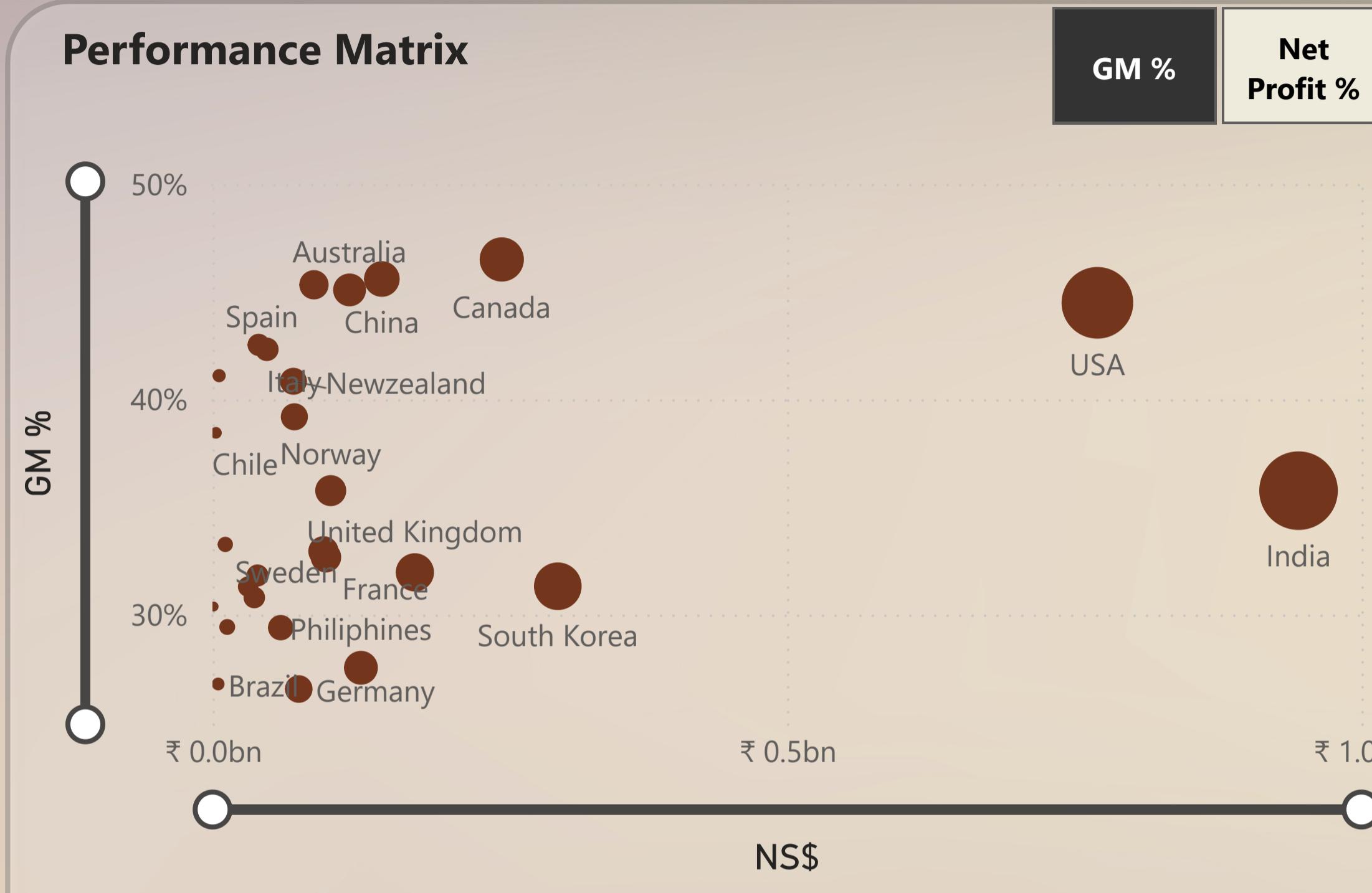
Executive View

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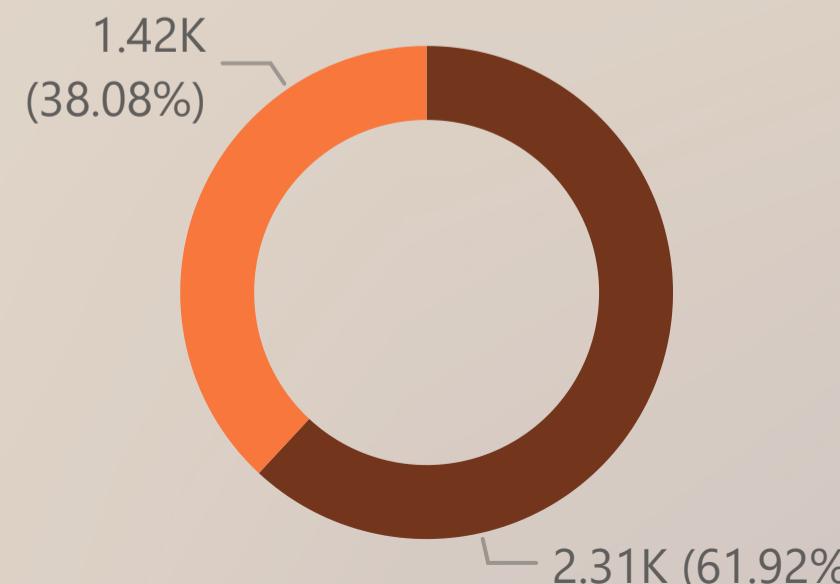


Performance Matrix

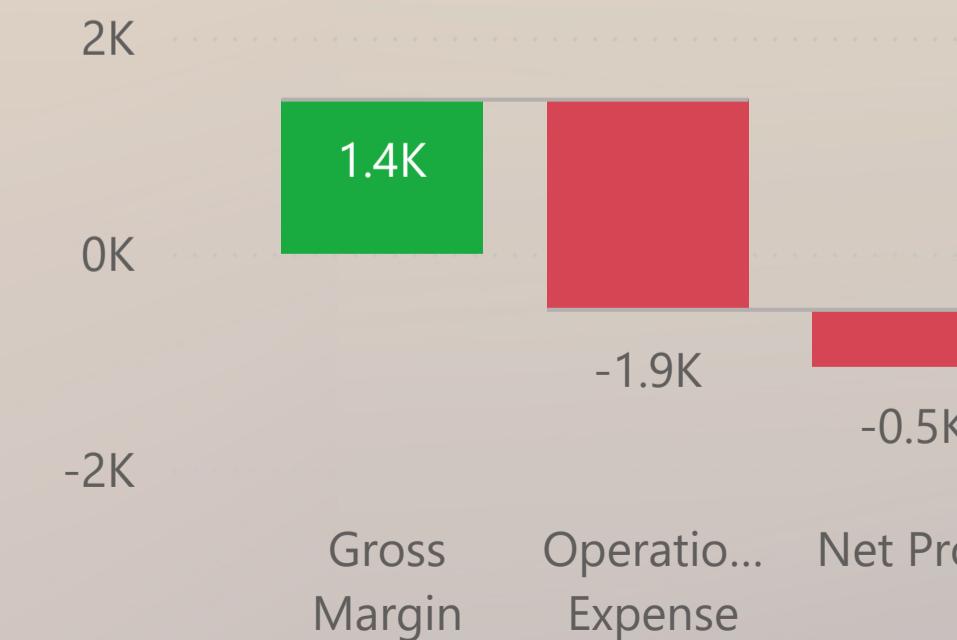


Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



segment	category	region	market
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market	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
India	₹ 945.3M	₹ 338.0M	35.75%	217.3M₹	-22.99%
USA	₹ 770.3M	₹ 342.6M	44.48%	91.1M₹	-11.82%
South Korea	₹ 300.6M	₹ 94.1M	31.31%	11.1M₹	-3.71%
Canada	₹ 251.8M	₹ 117.1M	46.49%	54.2M₹	-21.54%
United Kingdom	₹ 176.2M	₹ 56.3M	31.96%	59.1M₹	-33.55%
China	₹ 147.4M	₹ 67.2M	45.58%	9.3M₹	-6.33%
Philippines	₹ 129.2M	₹ 35.6M	27.53%	14.8M₹	-11.44%
Australia	₹ 119.3M	₹ 53.8M	45.08%	12.0M₹	-10.07%
Norway	₹ 102.9M	₹ 36.8M	35.75%	₹ 4.6M	4.44%
France	₹ 98.8M	₹ 32.3M	32.66%	7.8M₹	-7.90%
Indonesia	₹ 96.6M	₹ 31.8M	32.93%	13.2M₹	-13.71%
Spain	₹ 88.4M	₹ 40.0M	45.32%	₹ 6.8M	7.68%
Total	₹ 3,736.2M	₹ 1,422.9M	38.08%	522.4M₹	-13.98%



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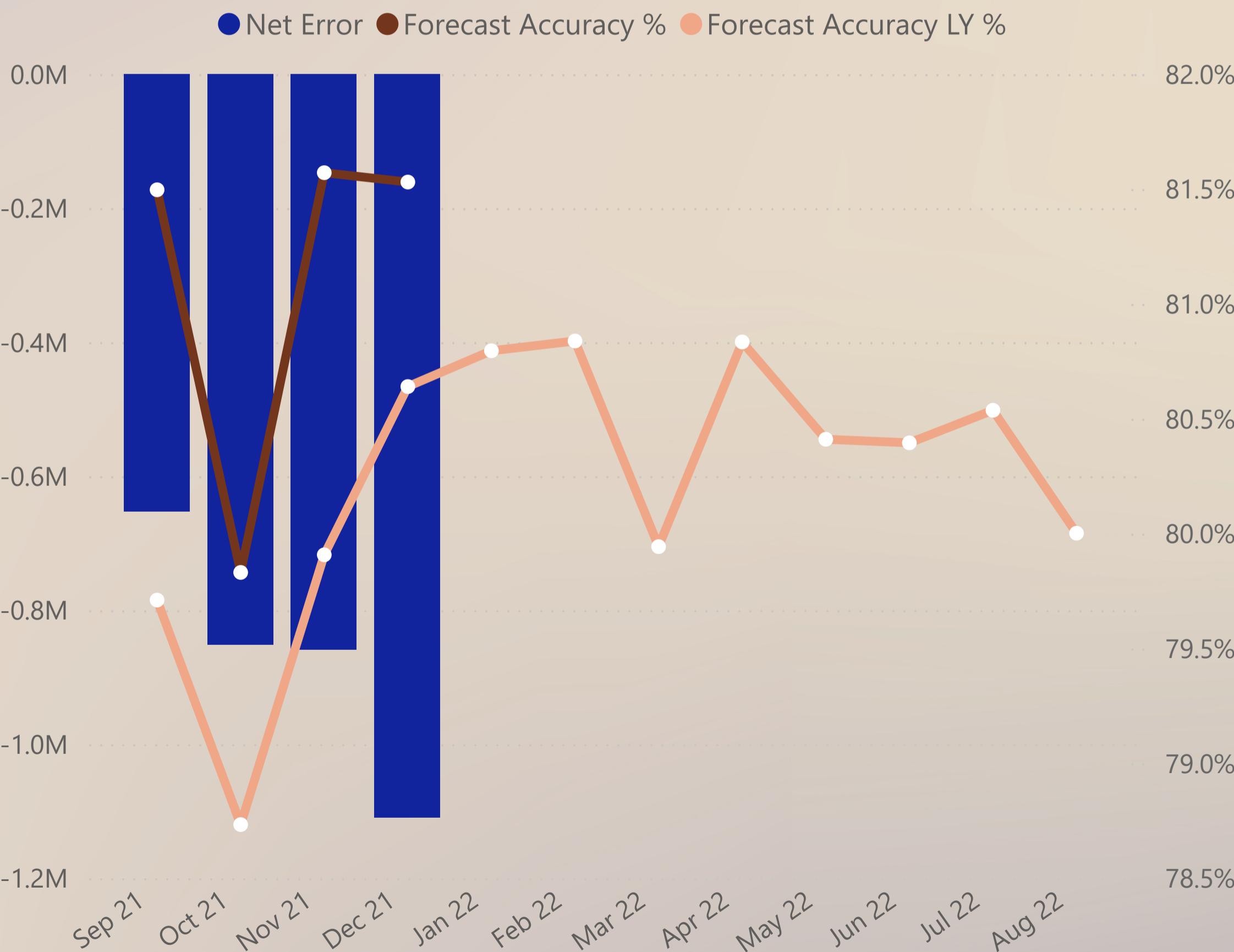


Forecast Accuracy %
81.17%!
LY: 80.21% (-1.2%)

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

ABS Error
6.9M✓
LY: 9.78M (-29.46%)

Accuracy / Net Error Trend



segment	category	product	customer
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segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Networking	93.06%	90.40%	-12967	-1.69%	Out of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock





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Sales View

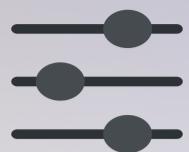
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Net Sales \$

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Gross Margin %

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Net Profit %

-13.98%!
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Forecast Accuracy %

81.17%!
LY: 80.21% (-1.2%)

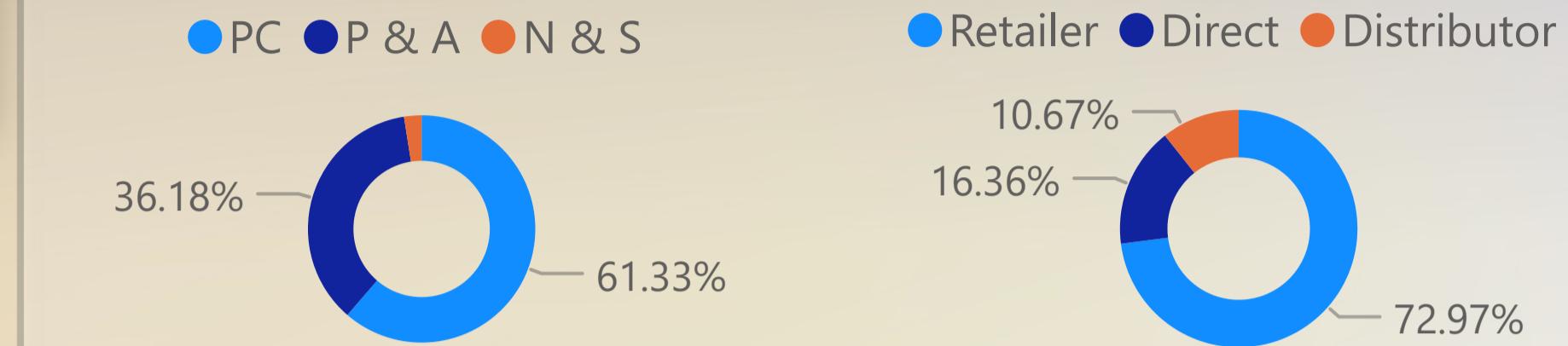
Key Insights by Sub Zone

Sub zone	NS\$	RC %	GM %	NP %	Net Error %	Risk	Atliq MS %
LATAM	₹ 14.8M	0.40%	35.0% ⬇	-2.9%	3.37%	Excess Inventory	0.28%
ANZ	₹ 189.8M	5.08%	43.5%	-7.4%	-37.61%	Out of Stock	1.36%
SE	₹ 317.8M	8.51%	37.0% ⬇	-4.0%	-55.47%	Out of Stock	16.40%
NE	₹ 457.7M	12.25%	32.8% ⬇	-18.1%	-4.56%	Out of Stock	6.80%
ROA	₹ 788.7M	21.11%	34.2% ⬇	-6.3%	-4.56%	Out of Stock	8.32%
India	₹ 945.3M	25.30%	35.8%	-23.0%	-24.37%	Out of Stock	13.26%
NA	₹ 1,022.1M	27.36%	45.0%	-14.2%	14.35%	Excess Inventory	4.87%
Total	₹ 3,736.2M	100.00%	38.1%	-14.0%	-9.48%	Out of Stock	5.87%

Top 5 Customer & Product by Revenue

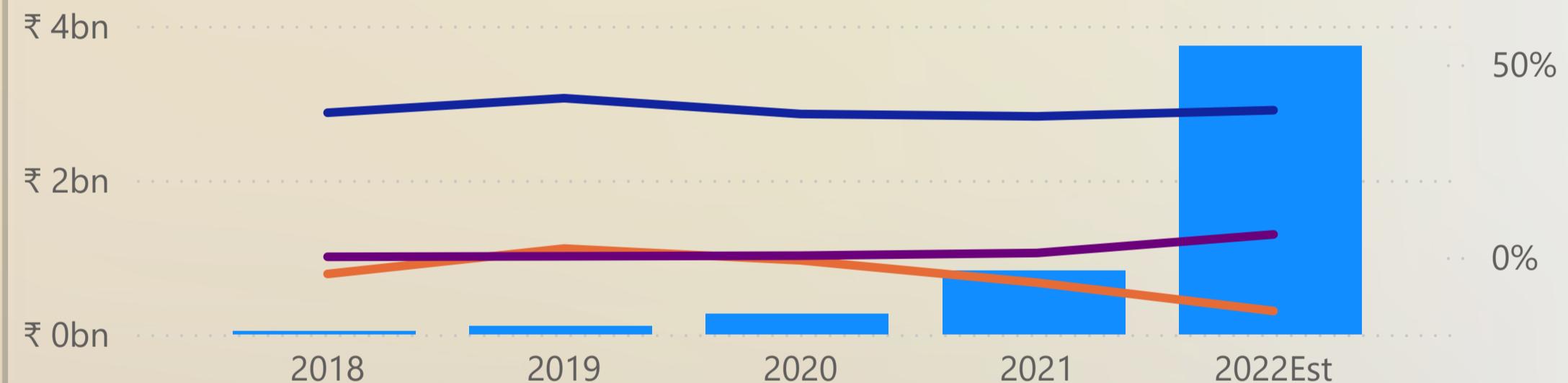
customer	RC %	GM %	product	RC %	GM %
Amazon	13.30%	36.78%	AQ Home Allin1	4.13%	38.71%
Atliq e Store	8.14%	36.88% ⬇	AQ BZ Allin1 Gen 2	5.42%	38.51%
AtliQ Exclusive	9.67%	46.01%	AQ HOME Allin1 Gen 2	5.70%	38.08%
Flipkart	3.71%	42.14%	AQ Smash 1	3.81%	37.43% ⬇
Sage	3.42%	31.53% ⬇	Total	23.19%	38.06%
Total	38.23%	39.19%			

Revenue by Division & Channel



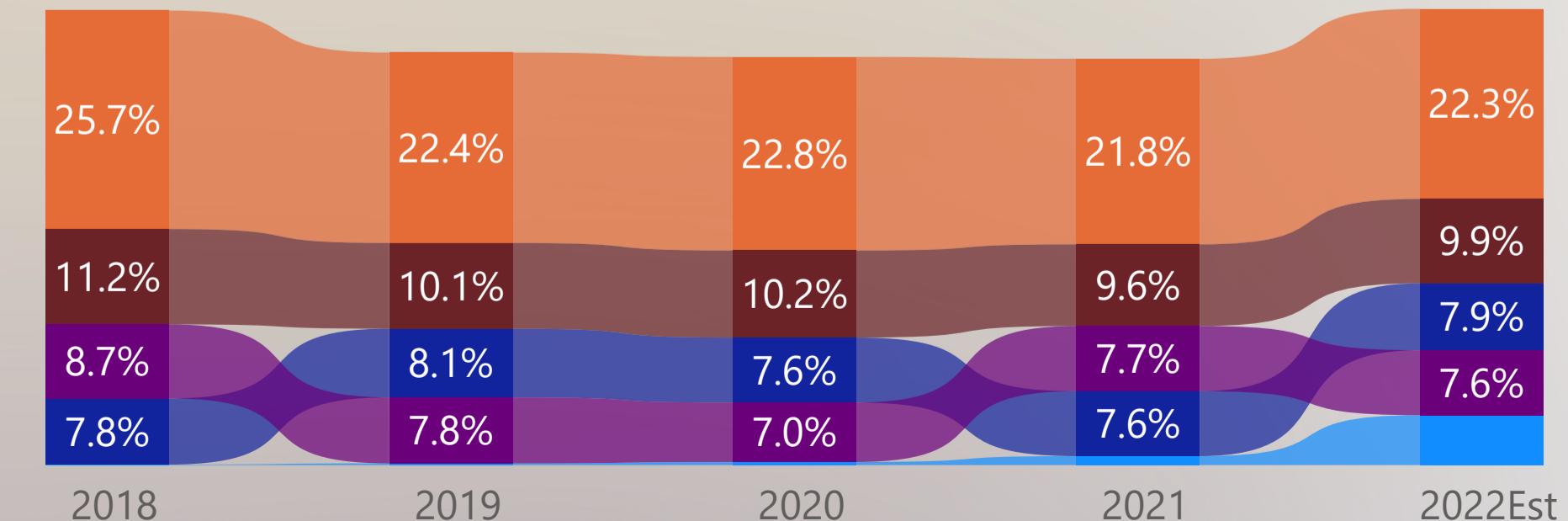
Yearly Trend by Revenue GM%, Net Profit %, PC Market Share %

NS\$ GM % Net Profit % Atliq MS %



Pc Market Share Trend - AtliQ & Competitors

manufacturers Atliq bp dale innovo pacer





1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).





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