Business Insights 360

Overview

About Company	01
Problem Statement	02
Approach & Process	03
Dashboard Overview	04
Business Insights & Recommendations	05
Conclusion	06

About Company

AtliQ’s is among the fastest-growing companies in the electronics market, offering premium-quality PCs, keyboards, mice, and printers tailored to the needs of both consumers and businesses.

Problem Statement

- AtliQ is expanding rapidly in the electronics market but lacks strong data-driven decision-making, causing losses in Latin America.
- Business decisions were based on surveys and assumptions instead of reliable data insights.
- Excel-based analysis is no longer sufficient as the company scales.
- Competitor Dell leverages a strong analytics team to understand customer behavior, demographics, and income patterns.
- To stay competitive, AtliQ has onboarded a data analytics team for transparency and strategic decision-making.
- This project aims to utilize data analytics to uncover business insights and accelerate AtliQ's growth.
- Turning raw data into actionable insights. Competing with Industry Leaders – Strengthening analytics to match Dell's market intelligence.

Project Approach & Process

Quick Overview of Process

Data Sources: Connected MySQL databases (gdb041, gdb056) and three Excel files (Target, Market Share, Operational Cost) in Power BI.

Data Integration: Imported all datasets into Power BI and performed data cleaning and transformation using Power Query Editor.

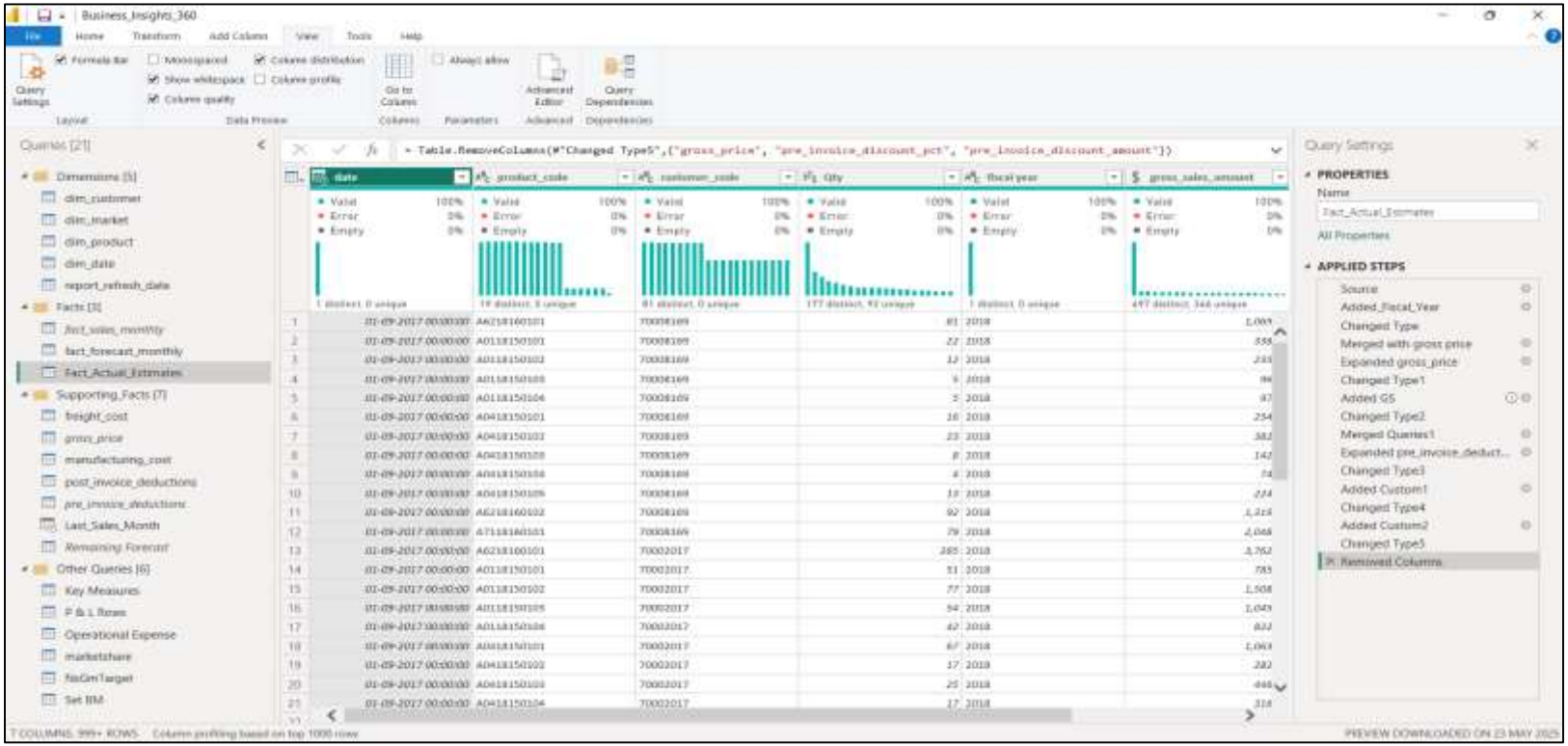
Data Modeling: Established relationships between tables using the Model View to create a structured data model.

Analytics Engine: Used DAX to create calculated columns, measures, and KPIs for deriving insights.

Visualization & Insights: Developed interactive dashboards in Power BI to support data-driven business decisions.

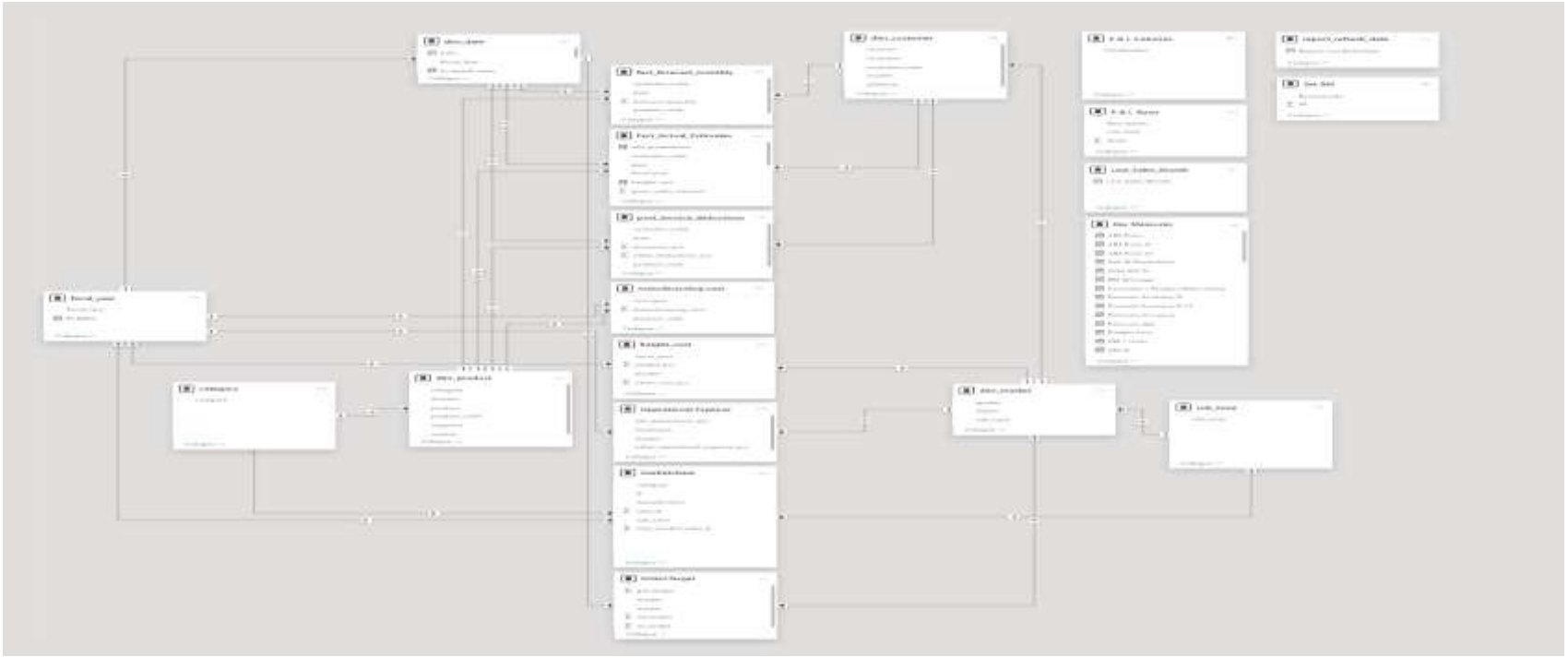
Data Cleaning And Transformation In Power Query

Data cleaning and transformation in Power Query involve preparing raw data by correcting errors, removing unnecessary details, and organizing it into a clear structure. This ensures the data is accurate, consistent, and ready for building reliable reports and dashboards in Power BI.



Data Modelling In Power BI

Data modeling in Power BI is the process of connecting different tables using relationships to create a structured and meaningful data model. It helps combine data from multiple sources so users can analyze and visualize it easily, ensuring accurate and efficient reporting.



Essential Dashboard Views for Stakeholders

Finance View: Profit & Loss statement to analyze financial performance across markets, products, and customers.

Sales View: Identifies top and bottom customers with key performance metrics to support strategic decision-making.

Marketing View: Evaluates product performance using detailed sales metrics and trend analysis.

Supply Chain View: Monitors reliability and forecast accuracy to enhance supply chain efficiency.

Executive View: Provides a high-level, integrated summary of key insights to support leadership and executive decisions.

Dashboard Overview

Business Insights 360 Support

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 view

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: All | Customer: All | Segment, Category: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

Home | Finance | Sales | Marketing | Supply Chain | Executive

$3.74bn ✓
BM : 823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

Profit and Loss Statement

Line Item	2022 Est	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	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time

Top / Bottom Products & Customer by Net Sales

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

segment	P & L values	P & L 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
Total	**3,736.17**	**353.50**

BM = Benchmark, LY = Last Year, YTD = Year To Date, YTG = Year To Go

Region, Market: All | Customer: All | Segment, Category: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

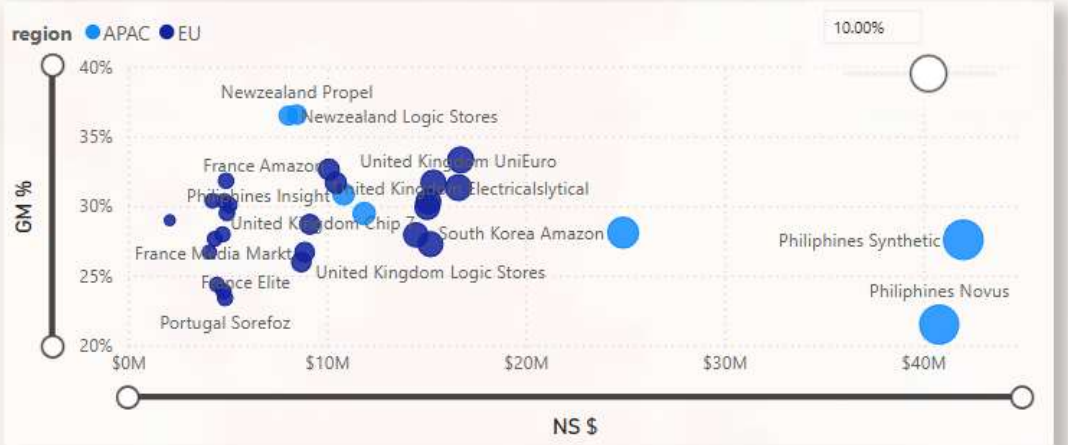
vs LY | vs Target

Home | Finance | Sales | Marketing | Supply Chain | Executive

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%**

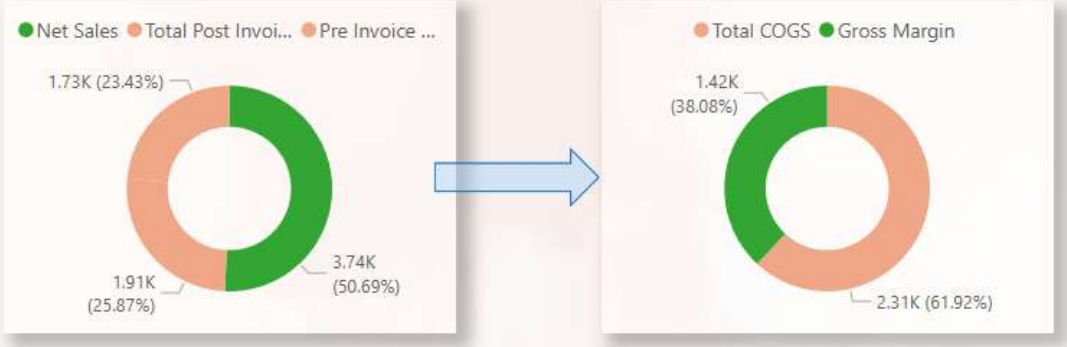
Performance Matrix



Product Performance

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

Unit Economics



YTD = Year To Date, YTG = Year To Go

Region, Market: All | Customer: All | Segment, Category: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Home | Finance | Sales | Marketing | Supply Chain | Executive

Product Performance

Show GM%

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

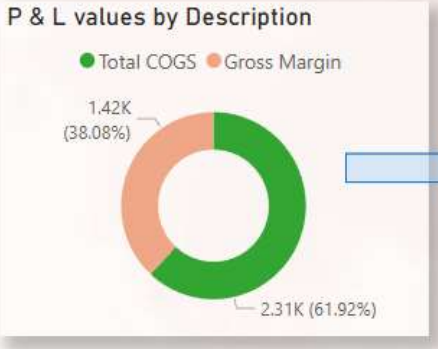
Performance Matrix

vs LY | vs Target

Region / Market / Customer performance

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

Unit Economics



YTD = Year To Date, YTG = Year To Go

Region, Market: All | Customer: All | Segment, Category: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

Home
Finance
Sales
Marketing
Supply Chain
Executive

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

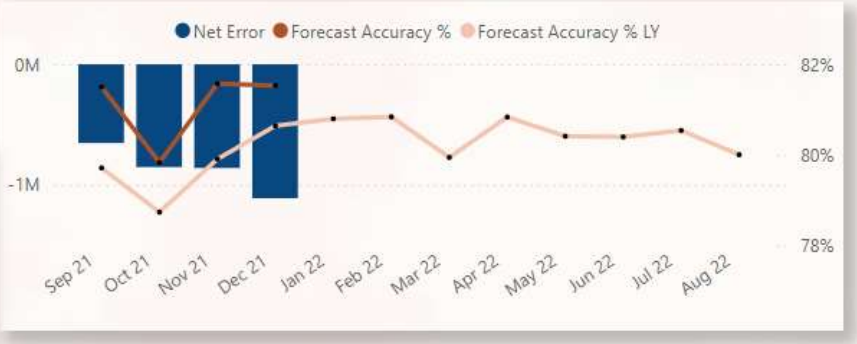
-3472.69K ✓
LY: -751.71K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Costco	51.95%	49.42%	101913	15.8%	EI
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Currys (Dixons	54.29%	35.92%	8104	6.0%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Net Error	Net Error %	Net Profit %	Risk
Accessories	87.42%	341468	1.7%	-14.05%	EI
Desktop	87.53%	78576	10.2%	-13.75%	EI
Networking	93.06%	-12967	-1.7%	-13.72%	OOS
Notebook	87.24%	-47221	-1.7%	-14.06%	OOS
Peripherals	68.17%	-3204280	-31.8%	-14.03%	OOS
Storage	71.50%	-628266	-25.6%	-13.76%	OOS
Total	**81.17%**	**-3472690**	**-9.5%**	**-13.98%**	**OOS**

BM = Benchmark, LY=Last Year, YTD = Year To Date, YTG = Year To Go, EI=Excess Inventory, OOS=Out Of Stock

Region, Market: All | Customer: All | Segment, Category: All

2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

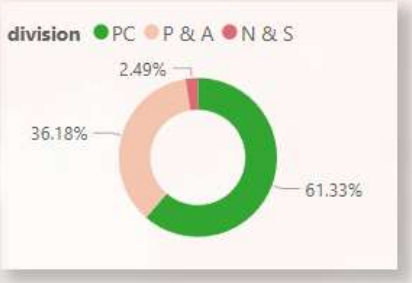
Home | Finance | Sales | Marketing | Supply Chain | Executive

$3.74bn✓	38.08%✓	-13.98%!	81.17%✓
BM : 823.85M (+353.5%)	BM : 36.49% (+4.37%)	BM : -6.63% (-110.79%)	LY: 80.21% (+1.2%)
Net Sales	GM %	Net Profit %	Forecast Accuracy

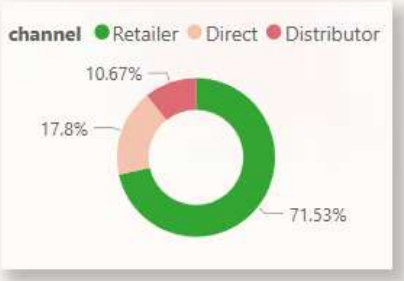
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
LATAM	$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

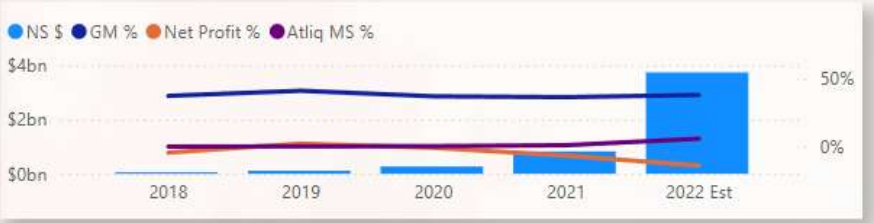
Revenue By Division



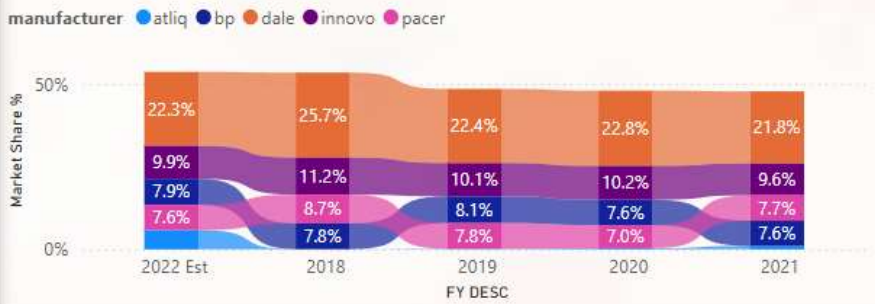
Revenue By Channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customer by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	**38.2%**	**39.19%**

Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
Total	**23.2%**	**38.06%**

BM = Benchmark, LY=Last Year, YTD = Year To Date, YTG = Year To Go, EI=Excess Inventory, OOS=Out Of Stock

Business Insights & Recommendations

1. **Finance View (Profitability Challenges & Revenue Growth)**
    - Net profit is negative, despite increasing net sales compared to the previous year. Targets are not being met for 2022
    - **Recommendation:** Identify key cost drivers, reduce operational expenses, and optimize pricing strategies to improve profit margins.

2. **Sales View (Top Customers & Revenue Distribution)**
    - Amazon, Atliq Exclusive, Atliq eStore, and Flipkart are top customers generating the most revenue. Bottom customers like Nova, Otto, and All-Out have low revenue contribution.
    - **Recommendation:** Strengthen long-term partnerships with top customers while reassessing pricing & marketing strategies for low-performing accounts

3. Marketing View (Product Performance & Regional Insights)

- High operational expenses & low net profit indicate inefficiencies in spending.
- Notebook segment has the highest net sales but the lowest net profit, especially in the Gaming category.
- The APAC region has the highest net sales & gross margin but also the lowest net profit
- **Recommendation:** Optimize marketing spend on high-margin products and reassess the profitability of the Gaming category. Improve regional cost control strategies in APAC.

4. Supply Chain View (Inventory & Forecasting Challenges

- Forecast accuracy is 81.17% for 2022, but certain segments have high net errors, leading to excess inventory or stockouts.
- LATAM & India regions show high stock issues, impacting supply chain efficiency.
  Recommendation: Enhance demand forecasting models and supply chain planning to reduce inventory issues and optimize stock levels.

5. Executive View (Strategic Trends & Competitive Insights)

- Net sales are increasing year over year, but net profit is declining.
- AtliQ's market share is increasing over time.
- Amazon is the top revenue-generating customer while in product AQ HOME Allin 1 gen 2, but bottom products like AQ Digit SSD, AQ Pen Drive 2-in-1, and AQ Master Wired Mouse have poor sales.
- NA & India have the highest revenue contributions.
- PCs are generating the most revenue by division, and Retailers are the highest revenue-generating channel.
- **Recommendation**: Strengthen AtliQ's profitability strategy, focusing on high-growth region like NA & India. Phase out low-performing products and invest in high-demand categories like PCs to sustain market leadership.

Conclusion

- AtliQ’s is growing, but profitability challenges exist.
- Data analytics has transformed decision-making, bringing transparency and accuracy. Strategic insights from this project help optimize costs, sales, marketing, and supply chain.
- Key focus areas: Improving profitability, strengthening market position, and leveraging data for competitive advantage.
- Next Steps: Continuous analytics innovation to drive AtliQ’s success.