



AtliQ Business Insights 360

 Last Refreshed : 09 November 2024

 Sales data loaded until : Dec 21

Designed By : Lohitha Mada



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.



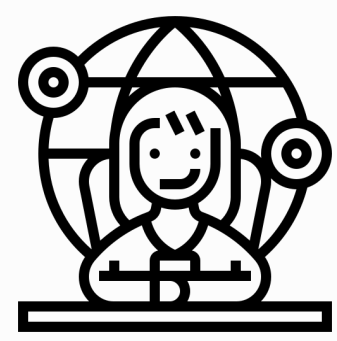
Marketing View

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.

Values are in Dollars & Millions





FILTERS

Select Benchmak (BM)

Vs LY

Vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with
Power BI



NS \$

\$823.85M

BM: 267.98M | 207.43% ▲

GM %

36.49%

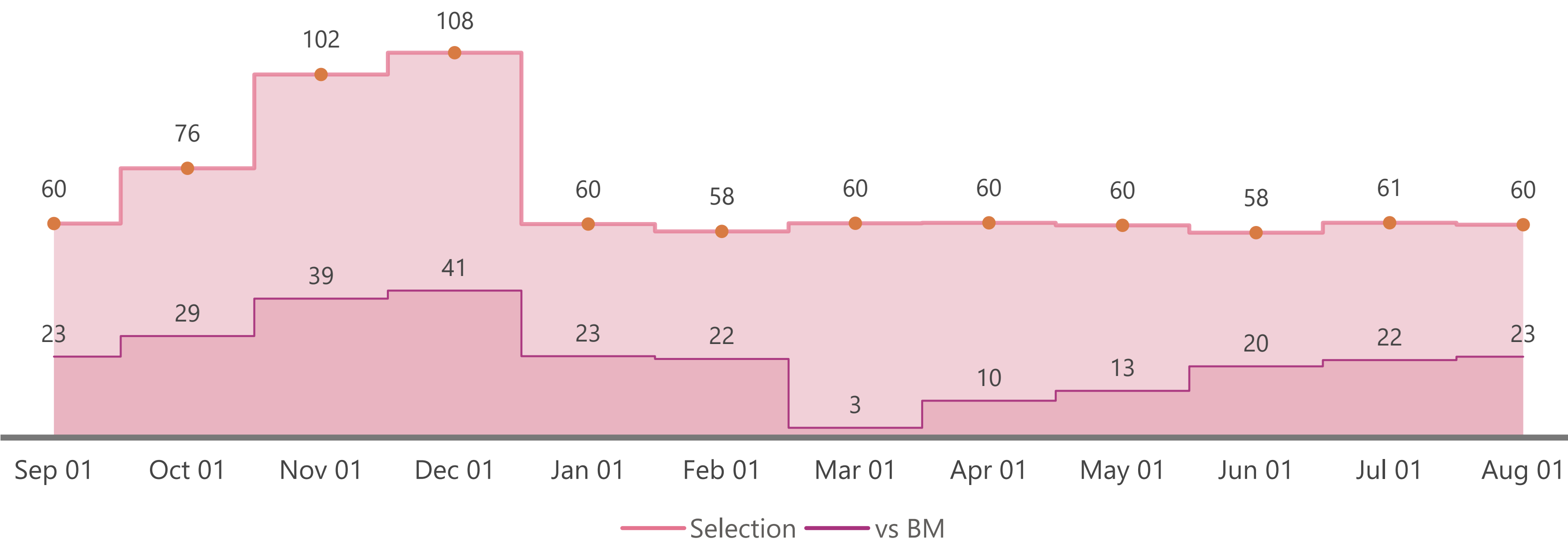
BM: 37.1% | -1.65% ▼

NP %

-6.63%

BM: -0.85% | 676.38% ▲

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ REGION

☐ CATEGORY

Secondary Parameter

☒ MARKET

☐ PRODUCT

REGION

Values

Chg %

+ APAC

441.98

198.67

+ EU

200.77

259.88

+ NA

177.94

186.03

+ LATAM

3.16

58.40

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



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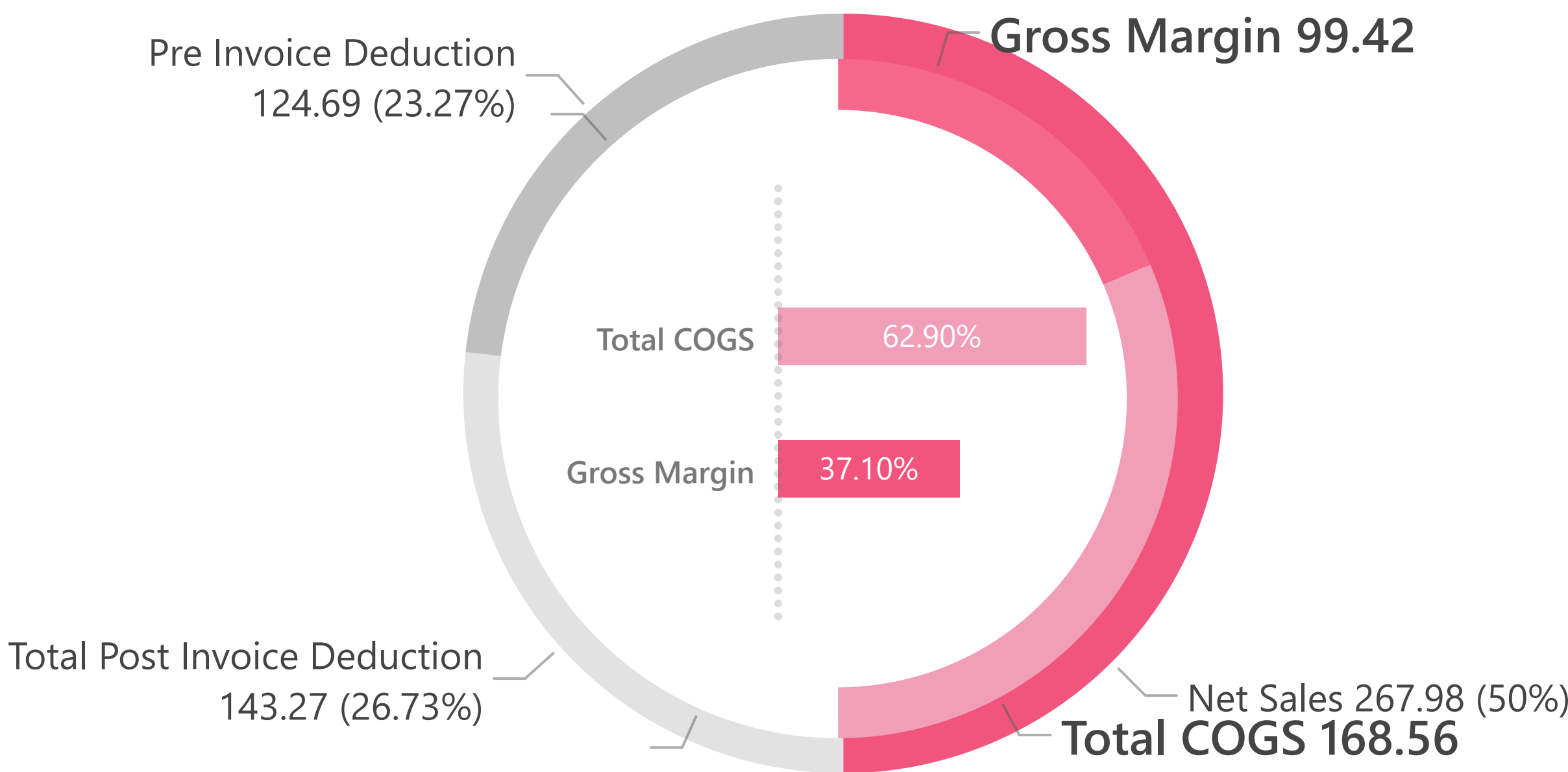
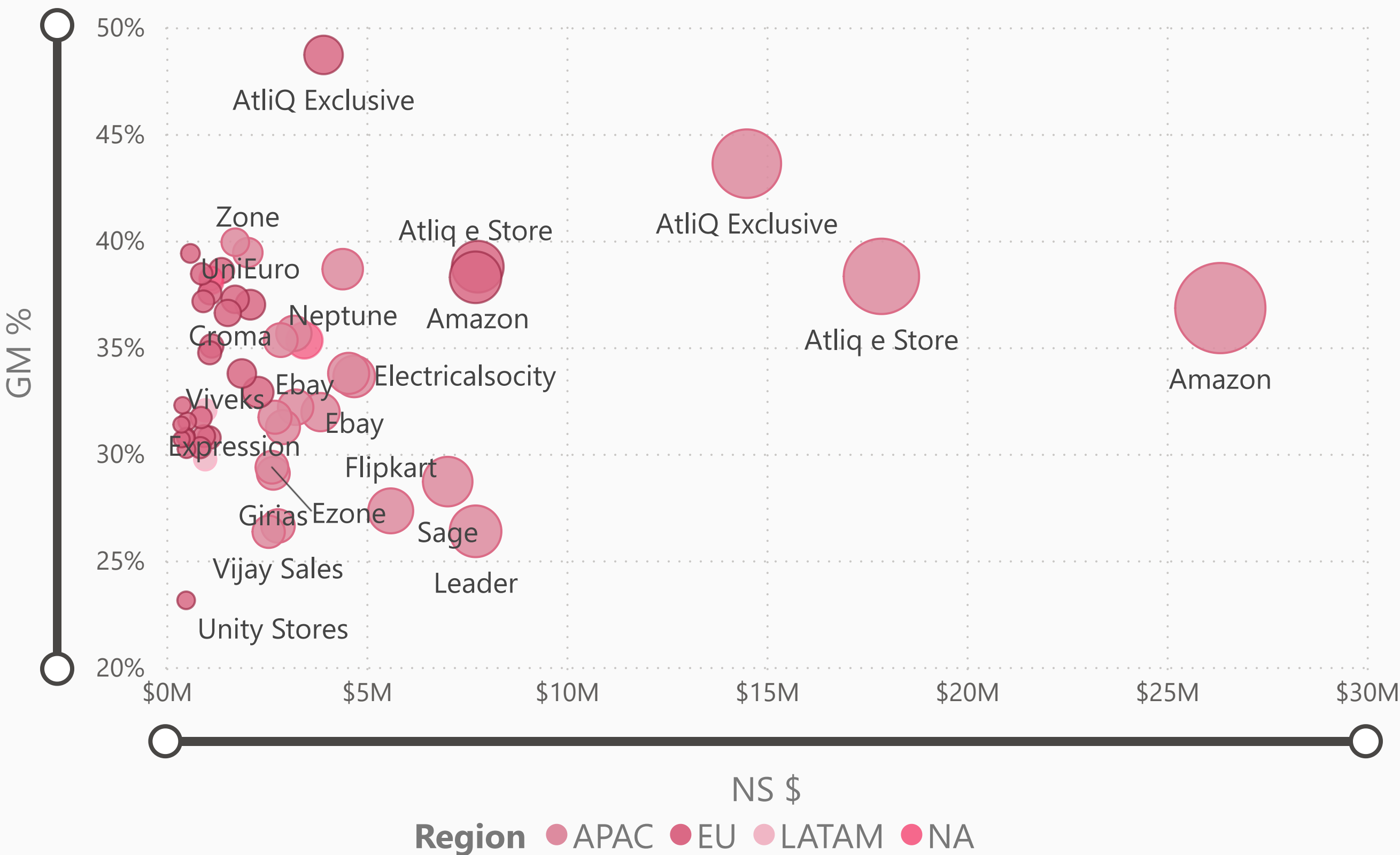
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Net Sales Performance Over Time

Gross Margin%
Variance

0%



Customer Performance

PRODUCT

CUSTOMER

CUSTOMER	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	18.89M	37.96%	-0.09
Atliq e Store	\$31.74M	11.89M	37.47%	-0.09
AtliQ Exclusive	\$22.97M	10.52M	45.79%	-0.05
Flipkart	\$10.92M	3.66M	33.54%	-0.04
Ebay	\$8.15M	2.80M	34.34%	-0.19
Sage	\$8.32M	2.60M	31.22%	-0.29
Leader	\$7.73M	2.04M	26.36%	-0.45
Neptune	\$4.41M	1.70M	38.66%	-0.16
Electricalsociety	\$4.56M	1.54M	33.77%	-0.24
Expression	\$3.86M	1.23M	31.95%	-0.20
Reliance Digital	\$3.36M	1.22M	36.36%	-0.15
Croma	\$3.19M	1.14M	35.65%	-0.22
Propel	\$3.23M	1.04M	32.18%	-0.22
Electricalslytical	\$3.41M	0.93M	27.32%	-0.34
Viveks	\$2.92M	0.91M	31.25%	-0.22
Lotus	\$2.72M	0.86M	31.71%	-0.22
Total	\$211.40M	76.80M	36.33%	-0.15



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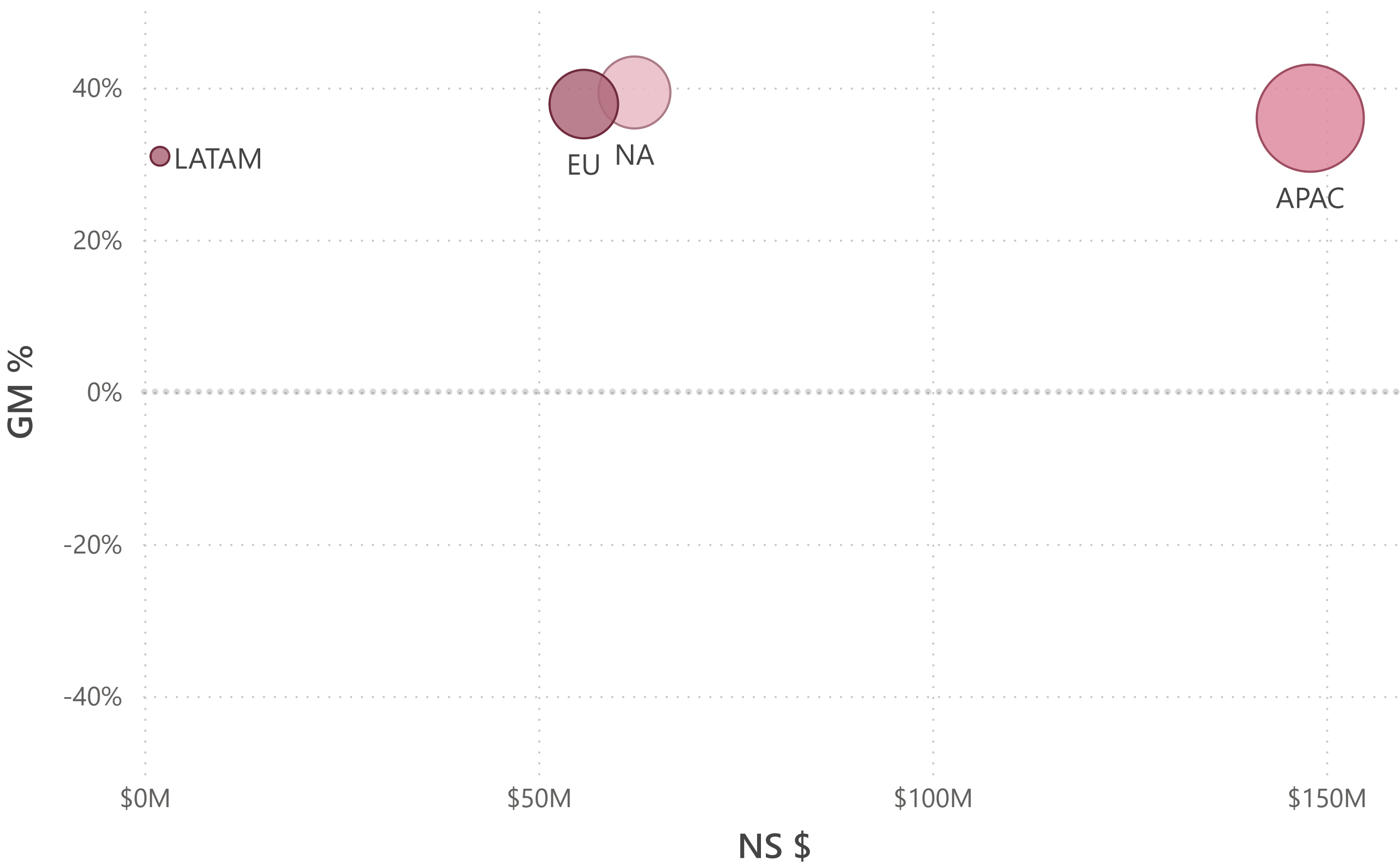
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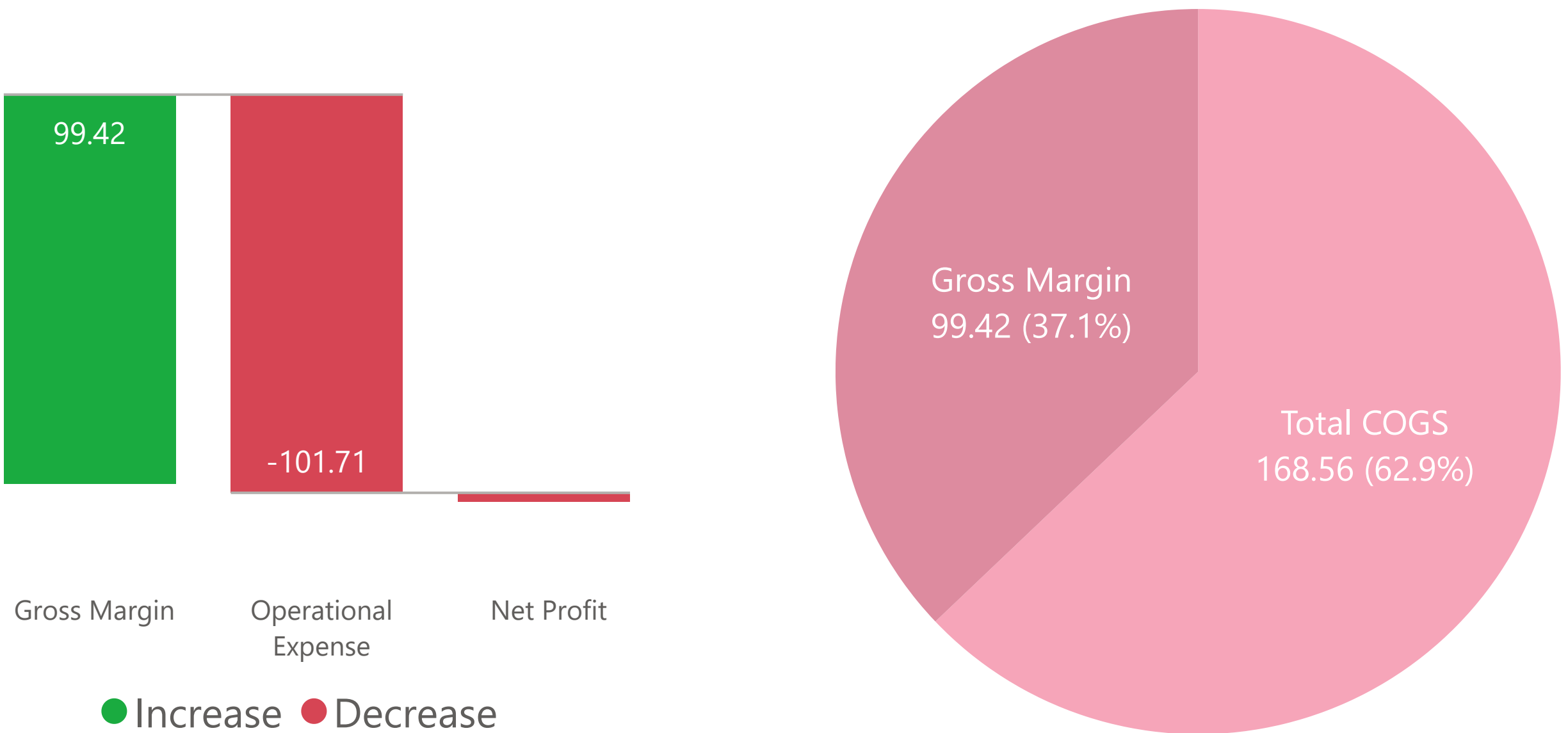
Market Performance by Gross Margin %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment

Market

Region

Market

Region	NS \$	GM %	NP \$	NP %	Δ NP %
EU	\$55.79M	37.82%	0.35M	0.62%	165.48%
LATAM	\$2.00M	30.96%	0.00M	-0.08%	-101.11%
APAC	\$147.98M	35.97%	-1.52M	-1.03%	-116.88%
NA	\$62.21M	39.35%	-1.11M	-1.79%	-80.25%
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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Power BI



Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

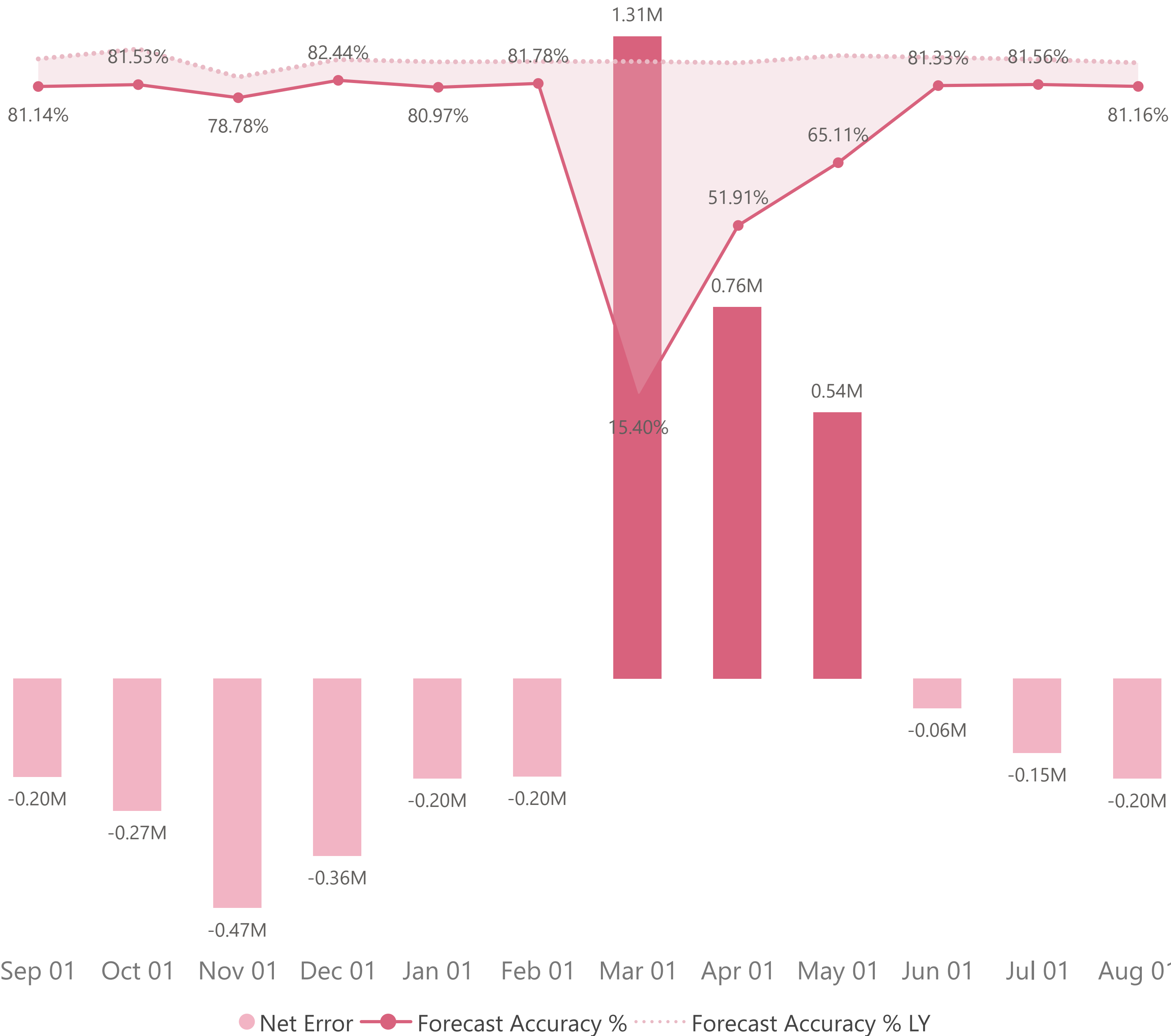
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøp	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
+ Storage	81.01%	80.25%	698K	14.9%	EI
+ Notebook	76.65%	83.02%	147K	22.6%	EI
+ Peripherals	75.18%	85.06%	193K	7.4%	EI
+ Accessories	71.42%	90.20%	-168K	-1.4%	OOS
+ Desktop	70.07%		0K	-2.0%	OOS
+ Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



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Abbreviations

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GM = Gross Margin | NS = Net Sales

MS = Market Share

RC = Revenue Contribution

All values in Million \$

Get Job Ready with
Power BI



Net Sales \$

\$4.94bn

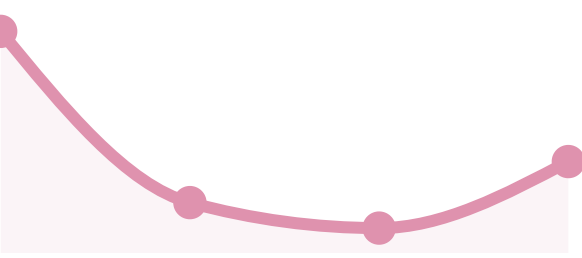
BM: 1.23Bn | 300.82% ▲



Gross Margin %

37.84%

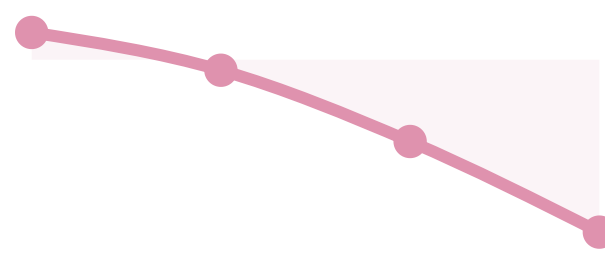
BM: 37.07% | 2.06% ▲



Net Profit %

-11.68%

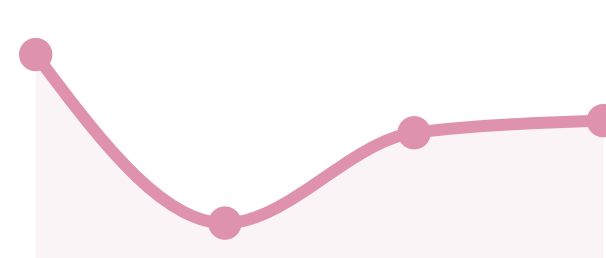
BM: -4.52% | 158.14% ▲



Forecast Accuracy %

79.81%

LY: 79.26% | 0.7% ▲



Revenue
Contribution

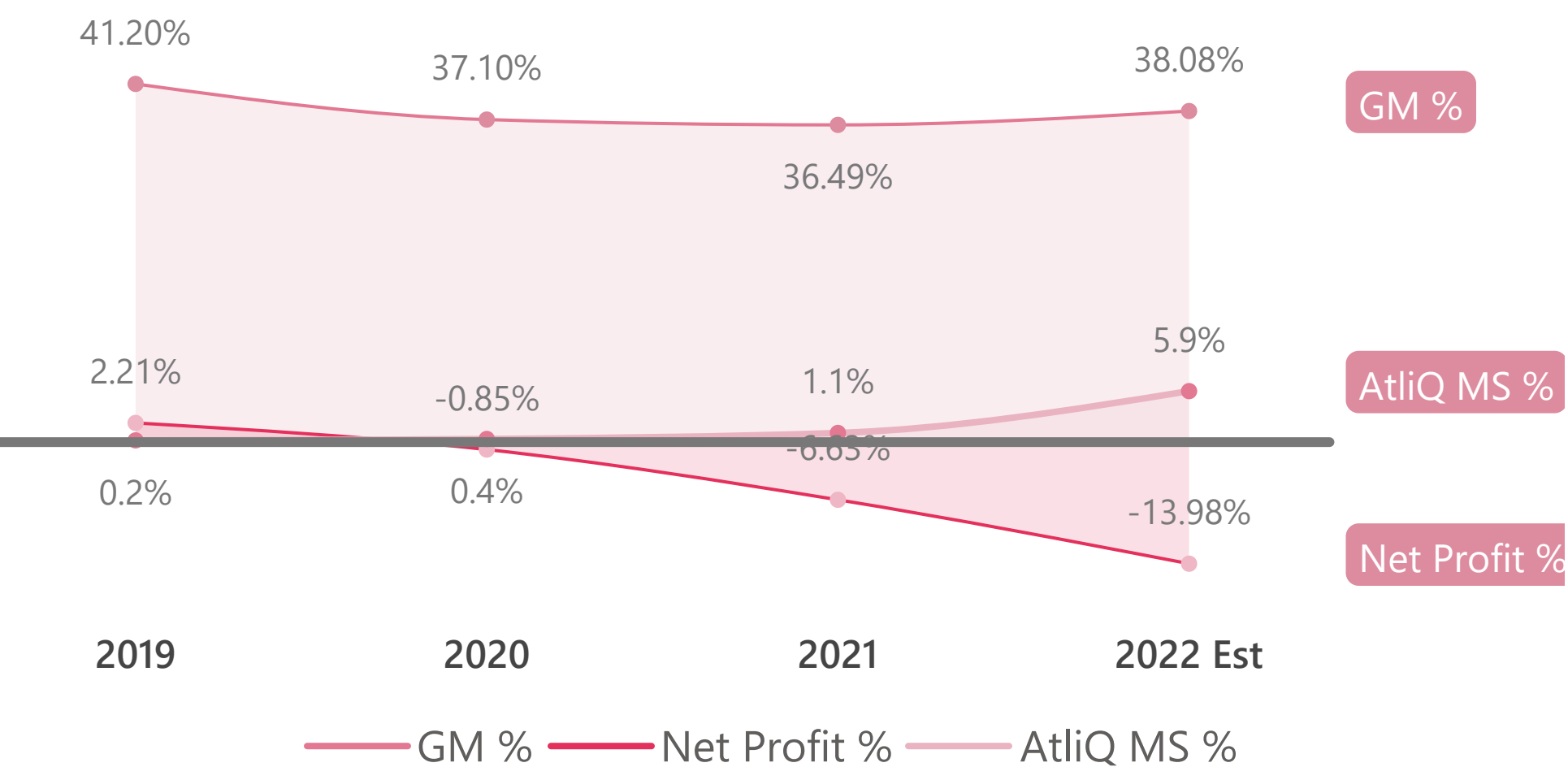
☒ division

☐ channel

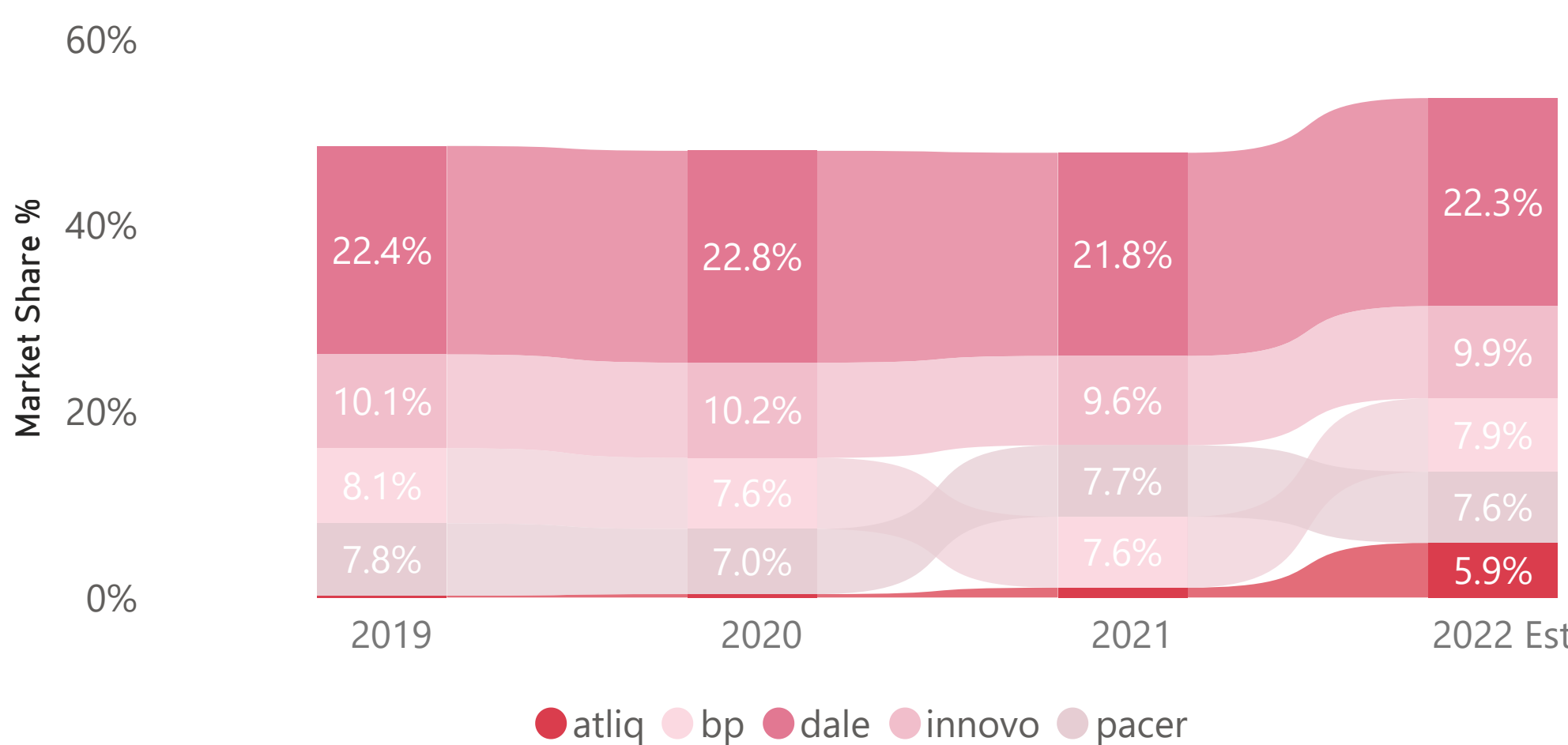
● N & S ● P & A ● PC



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.6%	36.75% ▲
AtliQ Exclusive	9.6%	45.67% ▲
Atliq e Store	8.4%	37.13% ▼
Flipkart	3.6%	39.78% ▲
Sage	3.4%	32.52% ▼
Total	38.7%	38.97%

TOP 5 Products

Product	RC %	GM %
AQ HOME Allin1 Ge...	4.4%	38.04% ▲
AQ BZ Allin1 Gen 2	4.1%	38.51% ○
AQ BZ Allin1	3.5%	37.55% ▲
AQ Smash 2	3.4%	37.37% ▲
AQ Smash 1	3.4%	37.47% ▼
Total	18.8%	37.83%

Sub-Region Performance

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,284.25M	26.0%	43.46% ▲	-13.45% ▲	-3.1%	OOS	2.0%
India	\$1,258.50M	25.5%	35.14% ▲	-22.16% ▲	-2.6%	OOS	5.7%
ROA	\$1,070.83M	21.7%	35.44% ▼	-2.30%	-4.8%	OOS	3.5%
NE	\$604.51M	12.2%	34.05% ▼	-14.26%	4.9%	EI	2.8%
SE	\$444.75M	9.0%	37.57% ▼	-1.38%	-6.6%	OOS	7.2%
ANZ	\$255.73M	5.2%	42.53% ▲	-3.20%	-2.9%	OOS	0.6%
LATAM	\$20.81M	0.4%	35.31% ▼	-0.87%	0.1%	EI	0.1%
Total	\$4,939.37M	100.0%	37.84%	-11.68%	-2.6%	OOS	2.5%



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Finance View

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



Supply Chain

Get Forecast Accuracy, and risk profile for product segment, category, customer



INFORMATION

- 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 required 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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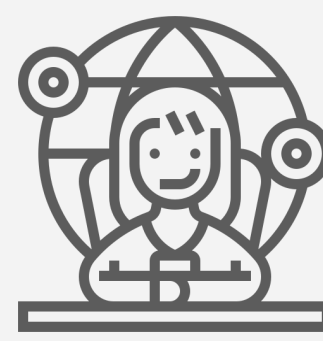
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Find Support

Get an issue resolved

Provide Feedback

Add new request

Check out the contingency plan

New to Power BI

Values are in Dollars & Millions