

## BUSINESS INSIGHTS - 360°



### ATLIQ HARDWARES

#### About Us :

Atliq Hardwares is a multinational company known for its high quality computer hardware and electronic components in the global market .

Atliq Hardwares leverages multi-channel distribution channel to optimize its reach and sales effectiveness across varied geographical locations.

#### Objective of Business Insights 360

To provide a comprehensive, real-time overview of an organization's performance across various key areas like Finance, Sales, Marketing, Supply Chain etc for driving business growth, improve operational efficiency and gaining competitive advantage.



#### 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.



Information



Support



Region, Market  
All

Customer  
All

Segment, Category  
All

2019

2020

2021

2022  
EST

Q1

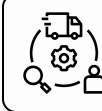
Q2

Q3

Q4

YTD

YTG



\$3.74bn✓

BM: \$823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

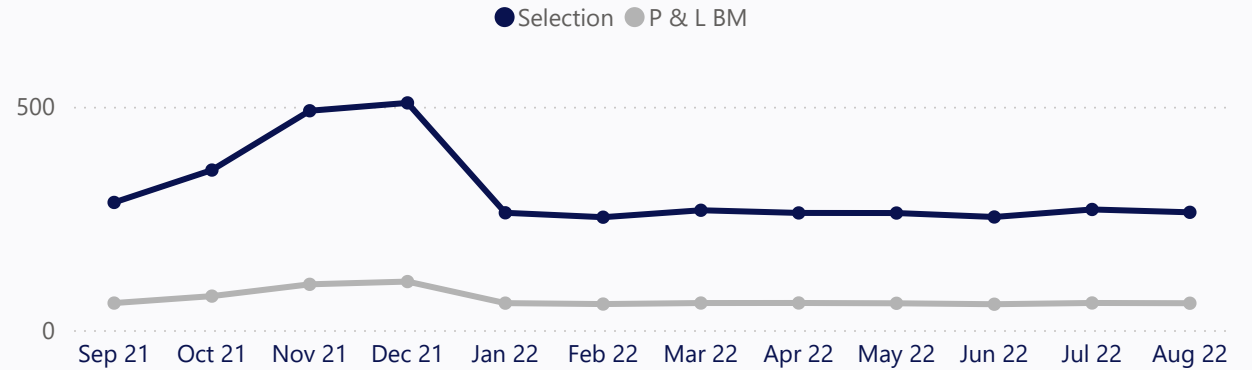
### Profit and Loss Statement - 2022

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

Vs LY

Vs Target



### Top / Bottom N Title Net Sales

Region	P & L Values	P & L Chg %
APAC	1,923.77	335.27
India	945.34	348.72
South Korea	300.59	369.60
China	147.43	393.51
Philippines	129.23	208.57
Australia	119.33	332.38
Indonesia	96.61	298.56
Newzealand	70.45	319.06
Japan	47.34	356.67
Bangladesh	36.41	299.56
Pakistan	21.05	218.88
Total	3,736.17	353.50

Segment	P & L Values	P & L Chg %
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89
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

2019

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Q1

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## Key Metrics By Customer

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.3%
All-Out	\$4.41M	\$1.68M	38.2%
Amazon	\$496.88M	\$182.77M	36.8%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.7%
Atlas Stores	\$17.14M	\$5.43M	31.7%
Atliq e Store	\$304.10M	\$112.15M	36.9%
AtliQ Exclusive	\$361.12M	\$166.15M	46.0%
BestBuy	\$49.34M	\$22.15M	44.9%
Billa	\$6.82M	\$1.62M	23.8%
Bou langer	\$26.02M	\$10.39M	39.9%
Chip 7	\$25.62M	\$8.26M	32.2%
Chiptec	\$18.93M	\$7.37M	38.9%
Circuit City	\$52.42M	\$24.51M	46.8%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.1%</b>

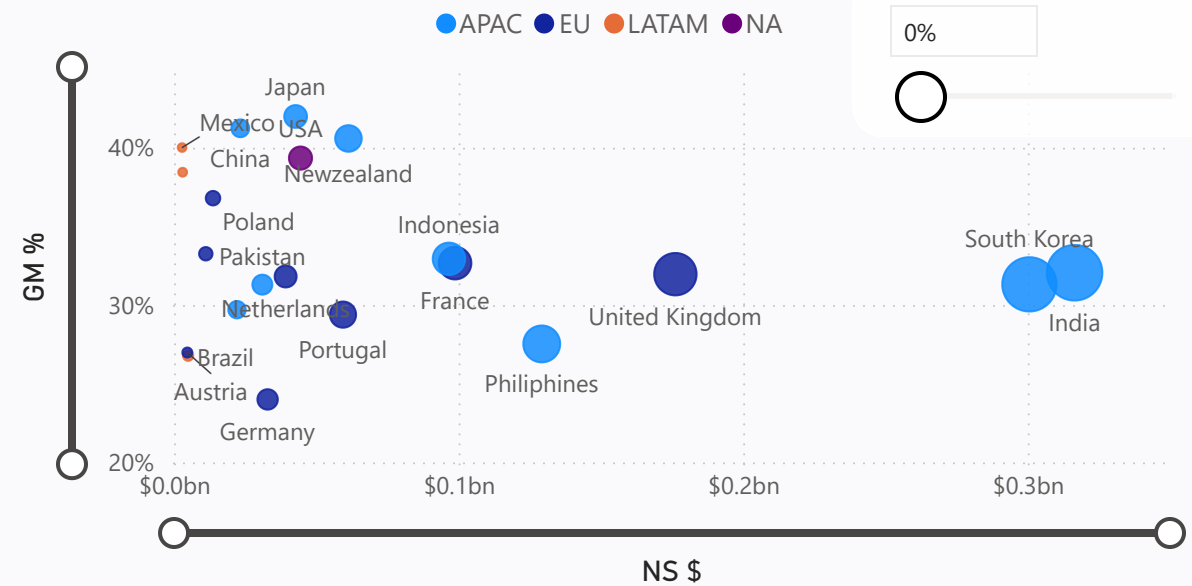
## Key Metrics By Segment

segment	NS \$	GM \$	GM %
<b>Accessories</b>	<b>\$454.10M</b>	<b>\$172.61M</b>	<b>38.0%</b>
<b>Peripherals</b>	<b>\$897.54M</b>	<b>\$341.22M</b>	<b>38.0%</b>
<b>Notebook</b>	<b>\$1,580.43M</b>	<b>\$600.96M</b>	<b>38.0%</b>
<b>Desktop</b>	<b>\$711.08M</b>	<b>\$272.39M</b>	<b>38.3%</b>
<b>Storage</b>	<b>\$54.59M</b>	<b>\$20.93M</b>	<b>38.3%</b>
<b>Networking</b>	<b>\$38.43M</b>	<b>\$14.78M</b>	<b>38.5%</b>
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.1%</b>

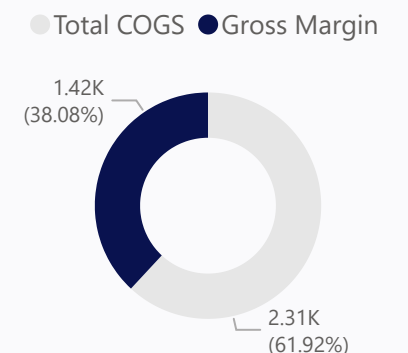
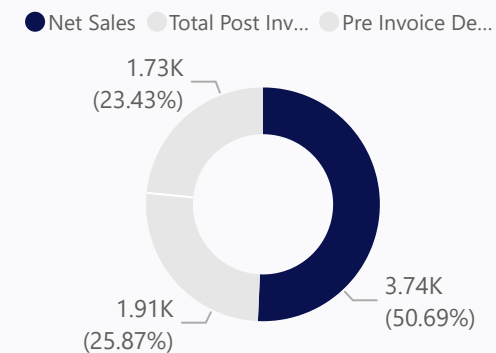
## Region wise Performance Matrix

Vs LY

Vs Target



## Unit Level Breakup



BM = Benchmark ; LY = Last Year; EI = Excess Inventory; OOS = Out of Stock ; YTD - Year To Date ; YTG - Year To Go



Region, market  
All

Customer  
All

Segment, Category  
All

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YTD

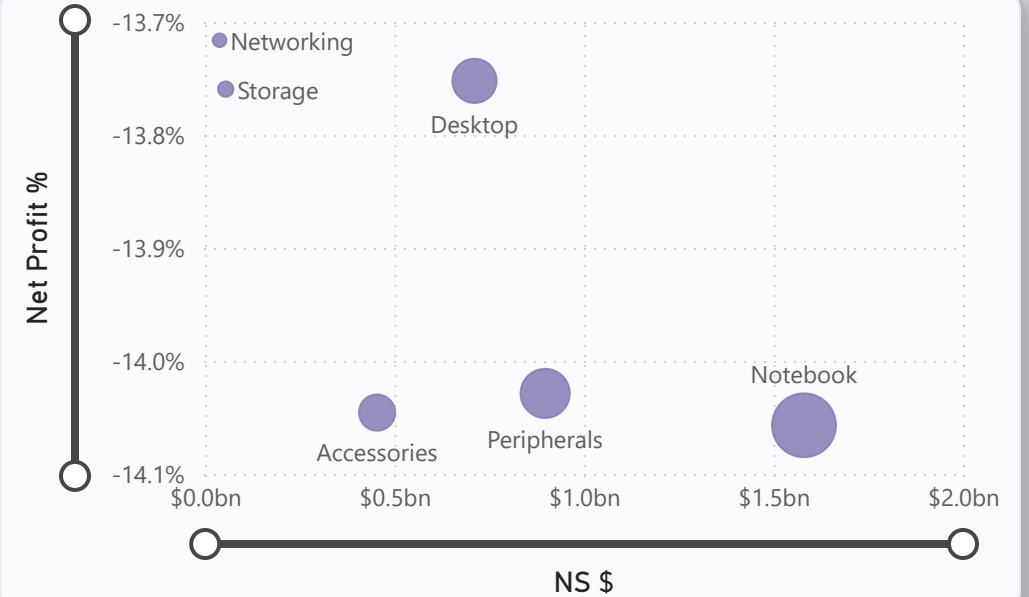
YTG

### Key Metrics By Segment

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<b>Accessories</b>	<b>\$454.10M</b>	<b>\$172.61M</b>	<b>38.0%</b>	<b>-63.78M</b>	<b>-14.05%</b>
+ Batteries	\$71.37M	\$26.84M	37.6%	-10.27M	-14.40%
+ Keyboard	\$225.25M	\$85.98M	38.2%	-31.24M	-13.87%
+ Mouse	\$157.48M	\$59.79M	38.0%	-22.26M	-14.14%
<b>Desktop</b>	<b>\$711.08M</b>	<b>\$272.39M</b>	<b>38.3%</b>	<b>-97.79M</b>	<b>-13.75%</b>
+ Business Laptop	\$343.89M	\$131.60M	38.3%	-47.47M	-13.80%
+ Personal Desktop	\$367.18M	\$140.79M	38.3%	-50.32M	-13.70%
<b>Networking</b>	<b>\$38.43M</b>	<b>\$14.78M</b>	<b>38.5%</b>	<b>-5.27M</b>	<b>-13.72%</b>
+ Wi fi extender	\$38.43M	\$14.78M	38.5%	-5.27M	-13.72%
<b>Notebook</b>	<b>\$1,580.43M</b>	<b>\$600.96M</b>	<b>38.0%</b>	<b>-222.16M</b>	<b>-14.06%</b>
+ Business Laptop	\$421.35M	\$161.27M	38.3%	-58.17M	-13.80%
+ Gaming Laptop	\$619.25M	\$233.85M	37.8%	-88.61M	-14.31%
+ Personal Laptop	\$539.83M	\$205.84M	38.1%	-75.38M	-13.96%
<b>Peripherals</b>	<b>\$897.54M</b>	<b>\$341.22M</b>	<b>38.0%</b>	<b>-125.91M</b>	<b>-14.03%</b>
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.1%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show GM %

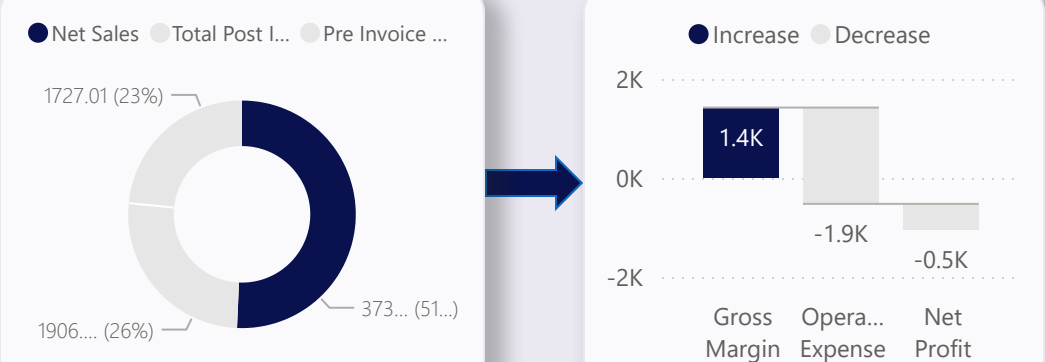
### Segment wise Performance Matrix



### Key Metrics By Region

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ EU	\$775.48M	\$267.80M	34.5%	-95.52M	-12.32%
+ LATAM	\$14.82M	\$5.19M	35.0%	-0.44M	-2.95%
+ APAC	\$1,923.77M	\$690.21M	35.9%	-281.16M	-14.62%
+ NA	\$1,022.09M	\$459.68M	45.0%	-145.31M	-14.22%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.1%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Level Breakup



BM = Benchmark ; LY = Last Year; EI = Excess Inventory; OOS = Out of Stock ; YTD - Year To Date ; YTG - Year To Go



Region, market

All

Customer

All

Segment, Category

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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.69K✓

LY: (\$751.71K) (-361.97%)

Net Error

6899K✓

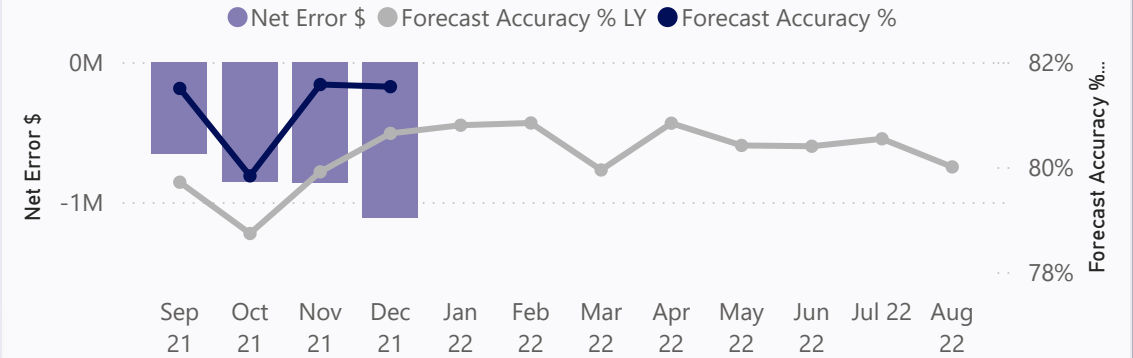
LY: 9781K (-29.46%)

ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error \$	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

## Accuracy / Net Error Trend



## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error \$	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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Region, Market

All

Customer

All

Segment, Category

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Vs LY

Vs Target

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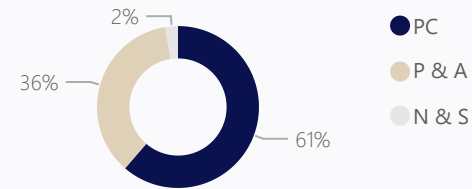
Net Profit %

81.17%✓

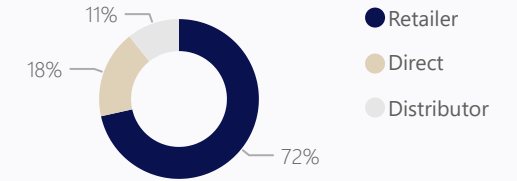
BM: 80.21% (+1.2%)

Forecast Accuracy %

Revenue by Division



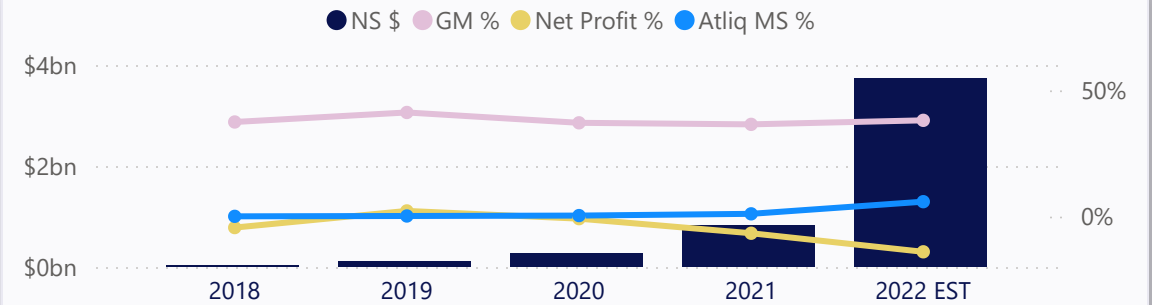
Revenue by Channel



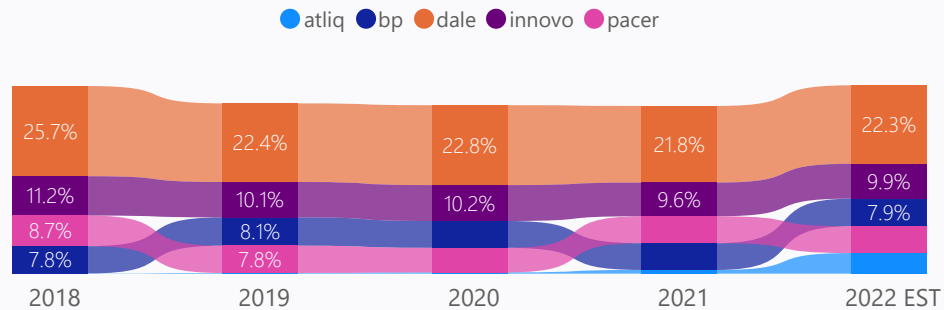
Key Metrics by Sub Zone

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

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



PC Market Share Trend - AtliQ &amp; Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Sage	3.4%	31.5%
Total	38.2%	39.2%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	23.2%	38.1%

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