



ATLIQ BUSINESS INSIGHTS 360



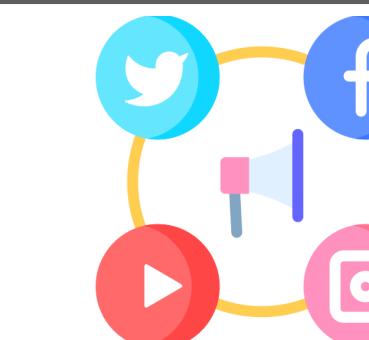
FINANCE

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



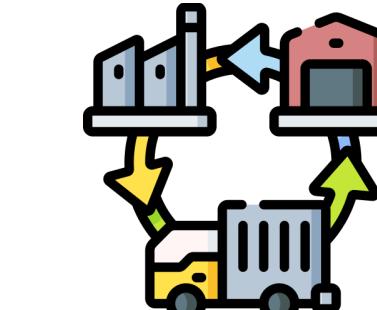
SALES

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



SUPPORT

Get your **issues resolved** by connecting to our support specialist.



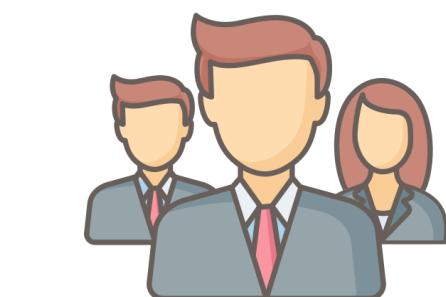
INFO

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

Currency Type : Dollars \$ (USA)

Refresh Date : 3/16/2025 6:54:17 PM

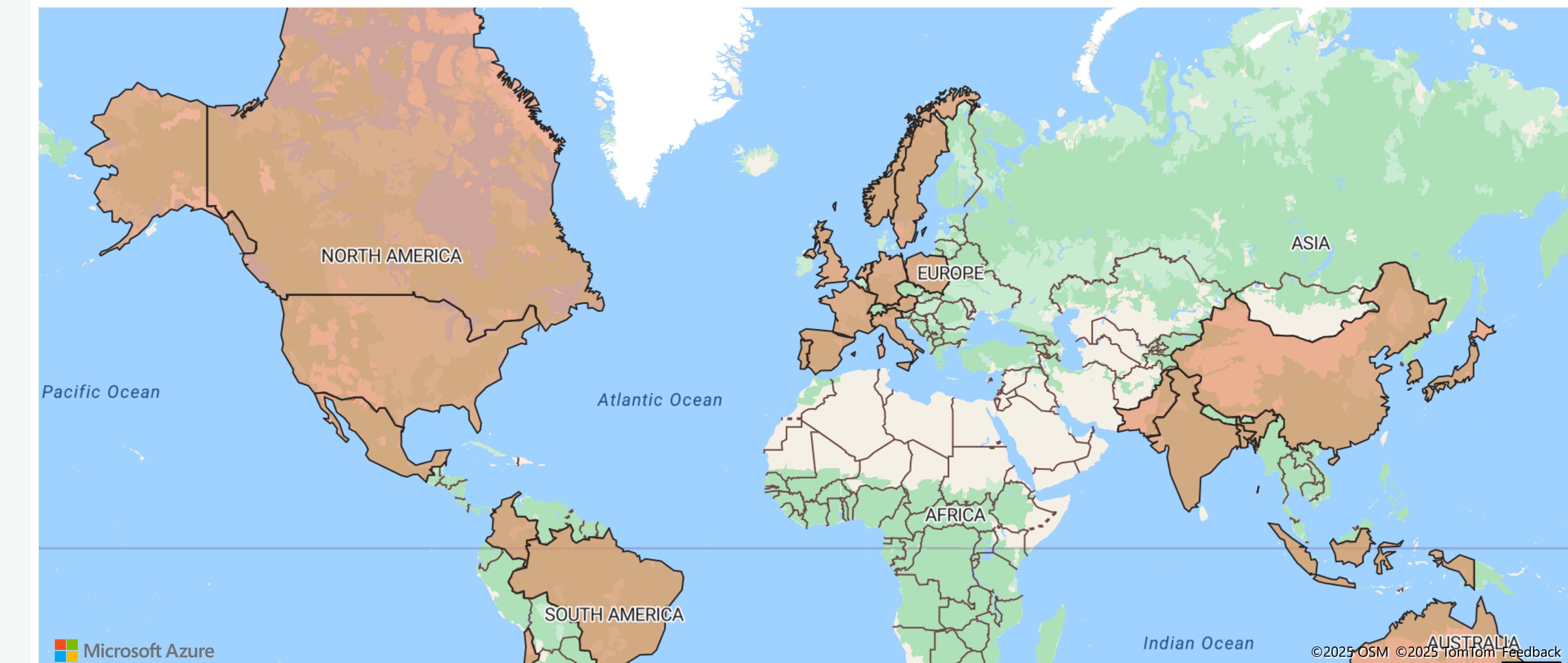
Last Sales Month : 12/1/2021

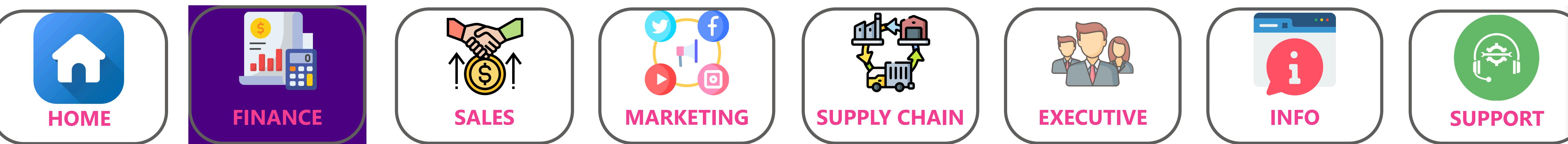


EXECUTIVE

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

ATLIQ Technologies Presence





FILTERS

Select Benchmak (BM)

2018 2019 2020 2021 2022_Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

customer

region, market

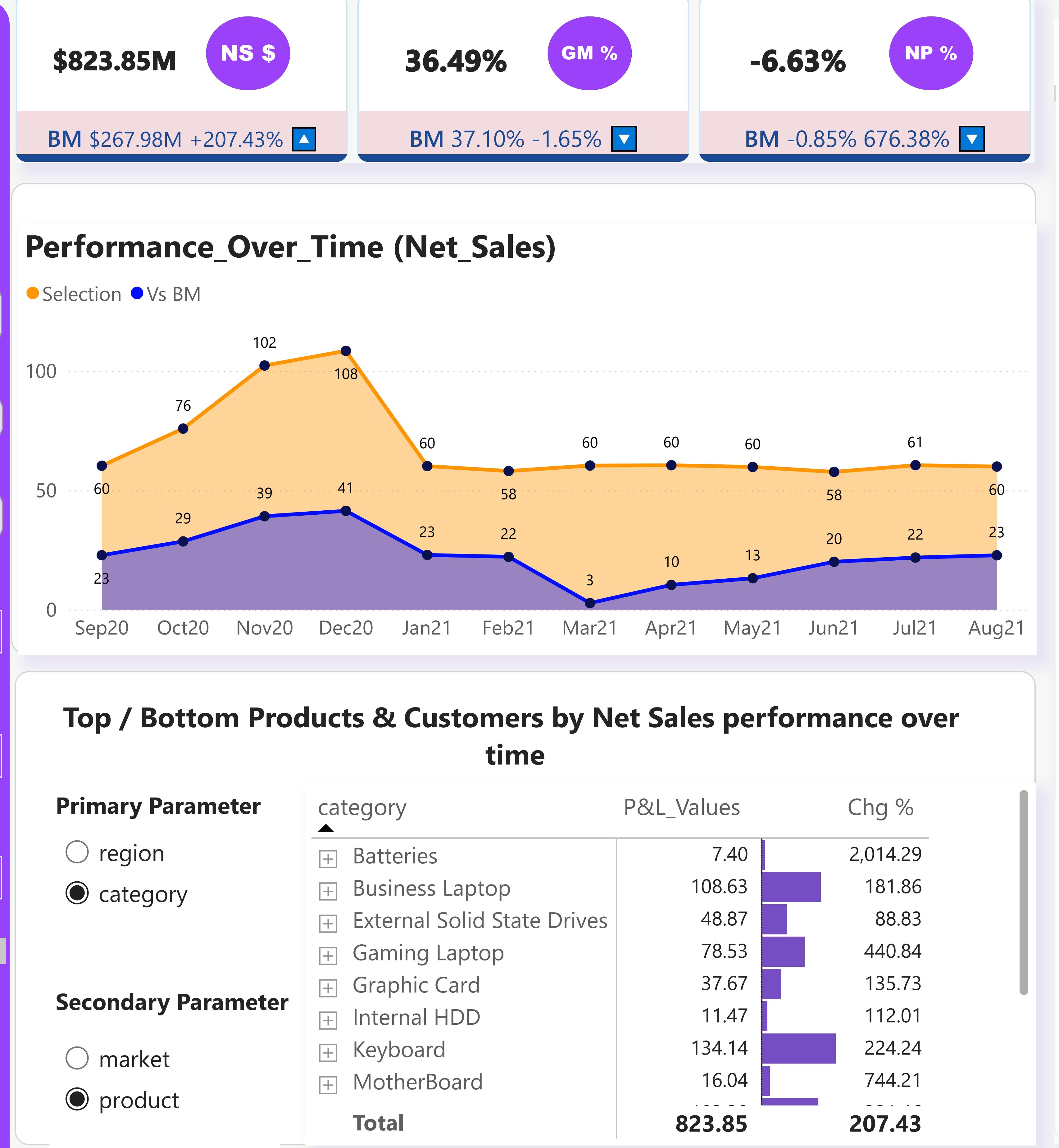
segment, category

Abbreviations :

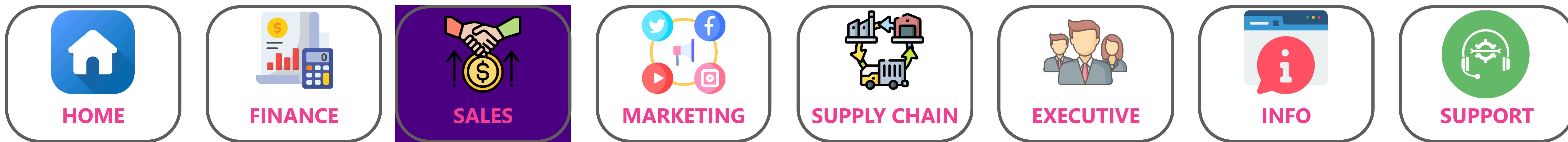
BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change



Description	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	214.78
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Post Invoice Discount	281.64	95.85	185.79	193.83
Post Invoice other Deduction	166.65	47.43	119.22	251.36
Total Post Invoice Deduction	448.29	143.27	305.02	212.90
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	207.96
Other Cost	3.39	1.10	2.29	208.18
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.38
Gross Margin %	36.49	37.10	-0.61	-1.64
GM / Unit	5.99	4.79	1.20	25.05
Operational Expenses	-355.28	-101.71	-253.57	249.31
Net Profit	-54.65	-2.29	-52.36	2,286.46
Net Profit %	-6.63	-0.85	-5.78	680.00



FILTERS

Select Benchmak (BM)

Vs LY **Vs Target**

2018 2019 2020 **2021** 2022_Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

customer: All

region, market: All

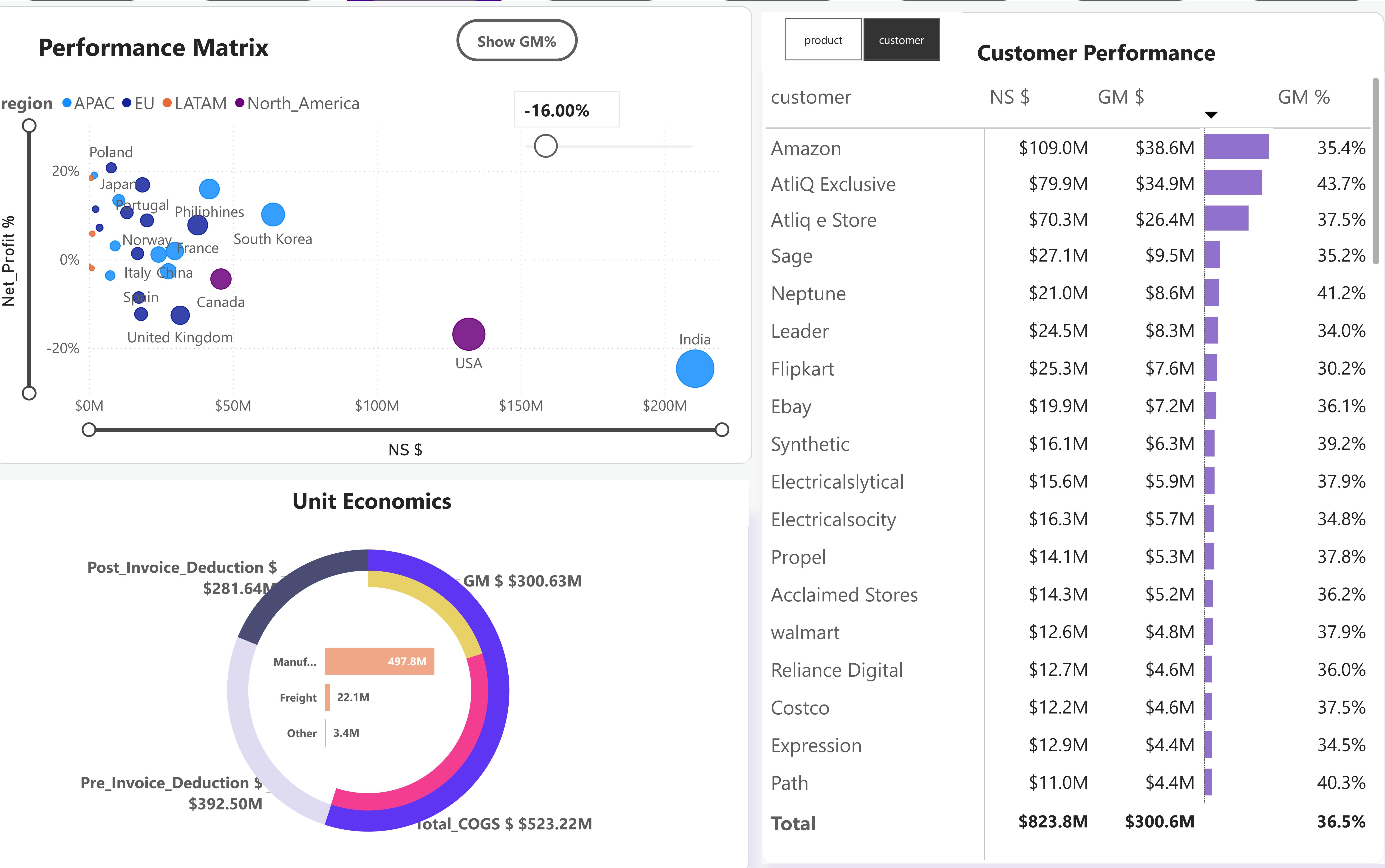
segment, category: All

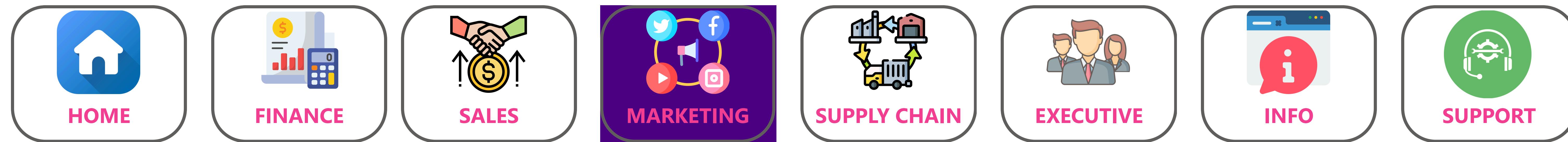
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FILTERS

Select Benchmak (BM)

GM % GM \$

Vs LY Vs Target

2018 2019 2020 2021 2022_Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

customer

region, market

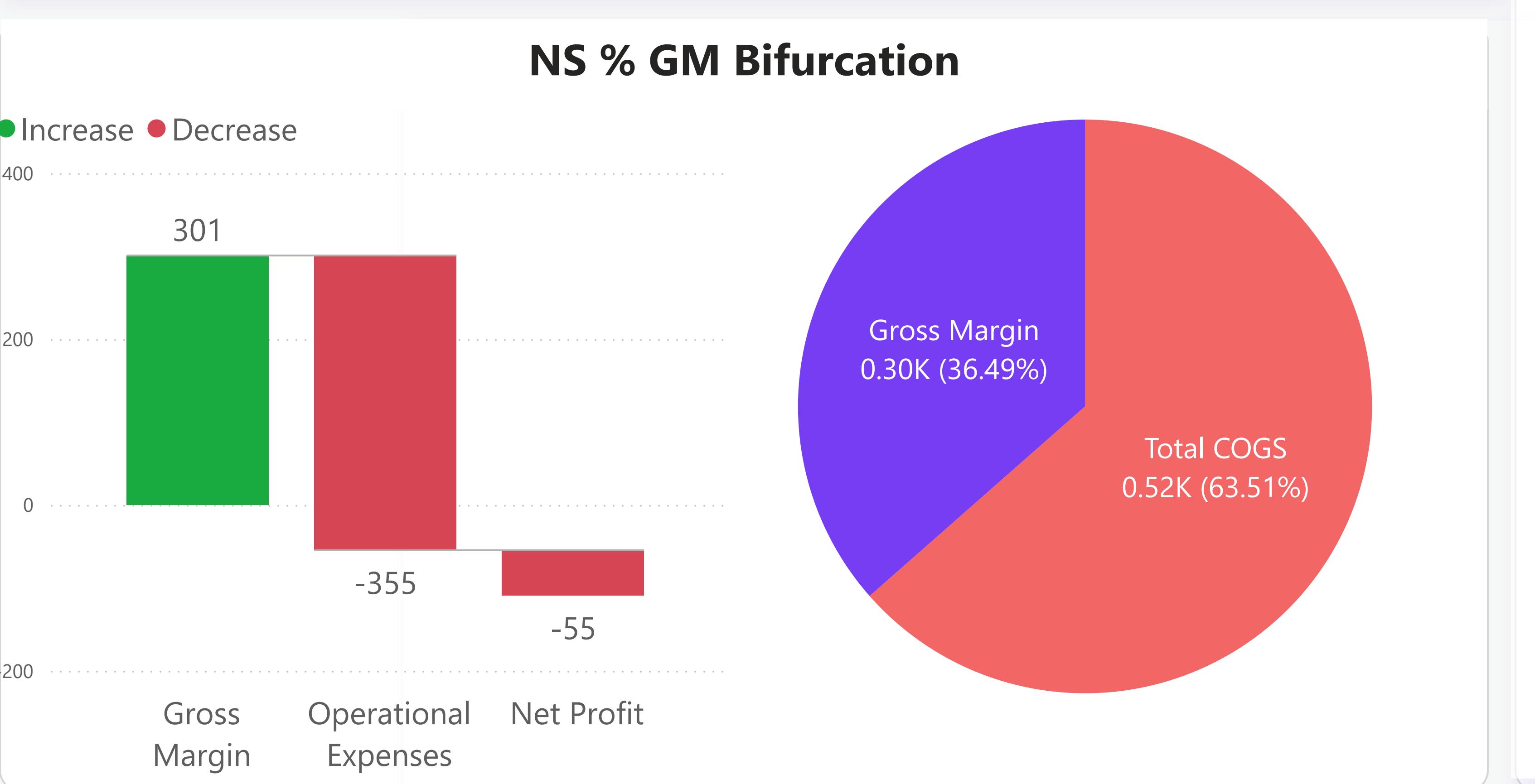
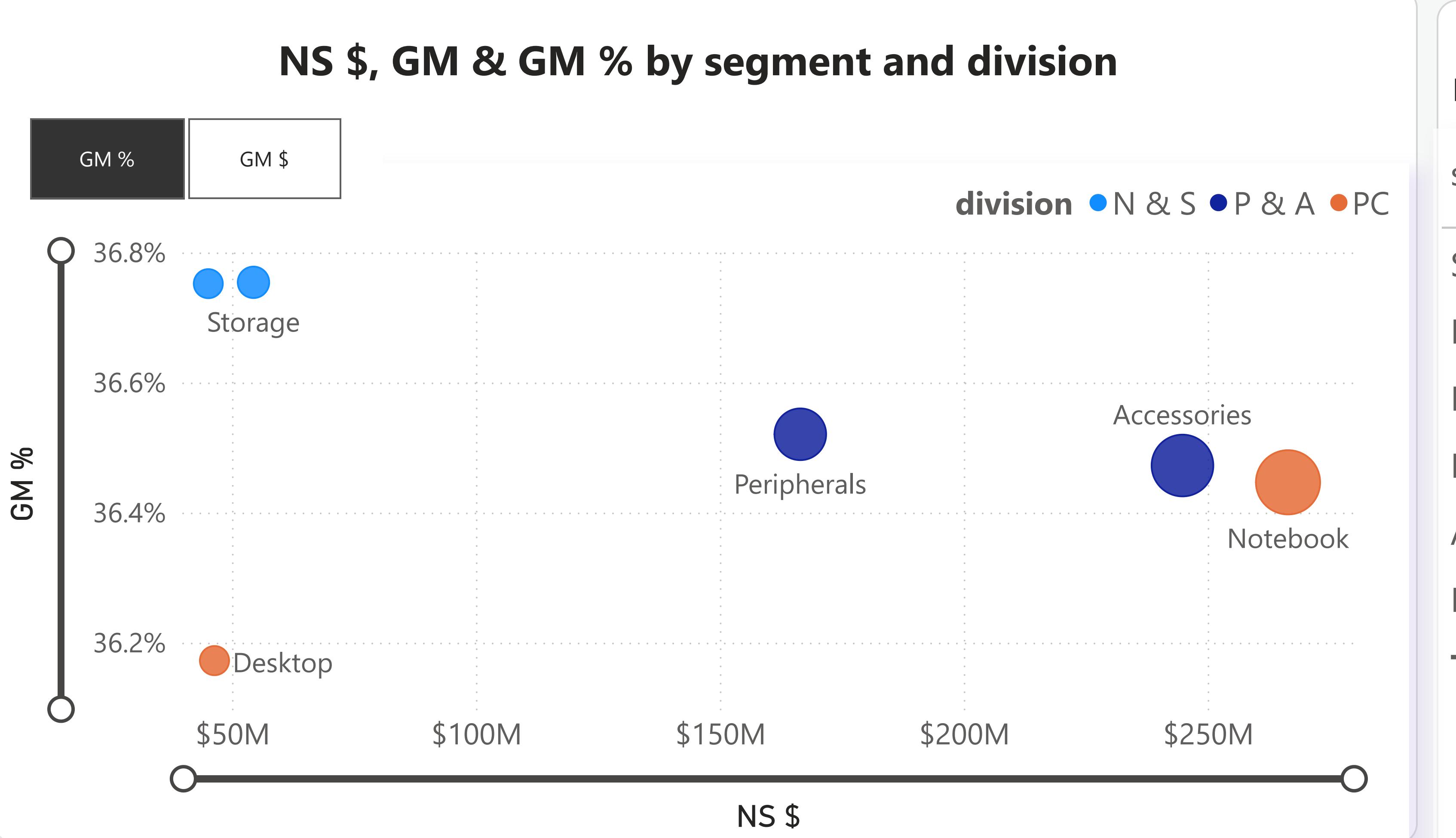
segment, category

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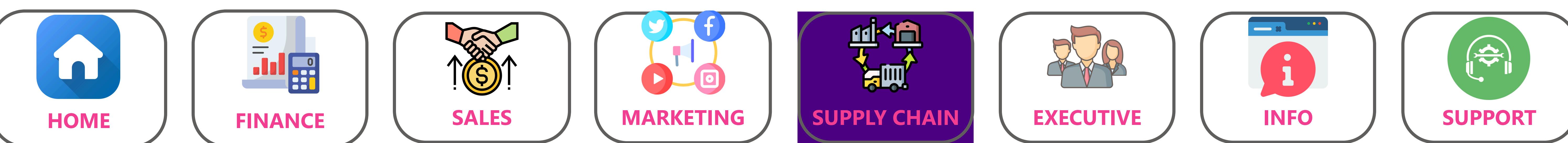
NP = Net Profit | Chg = Change



Product Market

segment category

segment	NS \$	GM \$	GM %	NP \$	NP %
Storage	\$54.4M	\$20.0M	36.8%	-3.5M	-6.4%
Networking	\$45.2M	\$16.6M	36.8%	-2.9M	-6.4%
Peripherals	\$166.5M	\$60.8M	36.5%	-11.0M	-6.6%
Notebook	\$266.5M	\$97.1M	36.4%	-17.7M	-6.6%
Accessories	\$244.8M	\$89.3M	36.5%	-16.3M	-6.7%
Desktop	\$46.4M	\$16.8M	36.2%	-3.3M	-7.0%
Total	\$823.8M	\$300.6M	36.5%	-54.7M	-6.6%



FILTERS

Select Benchmak (BM)

Vs LY Vs Target

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YTD YTG

customer

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region, market

All

segment, category

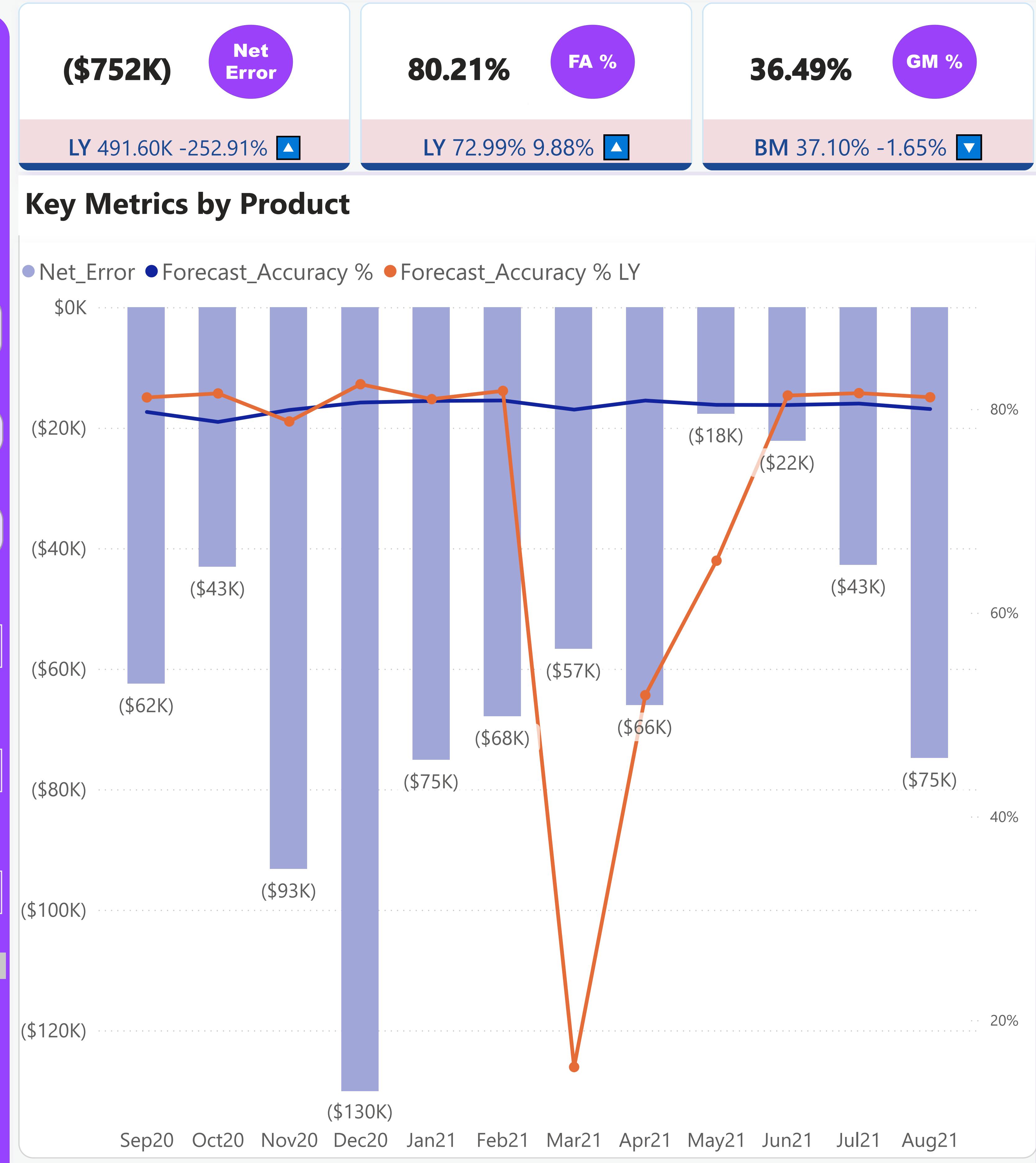
All

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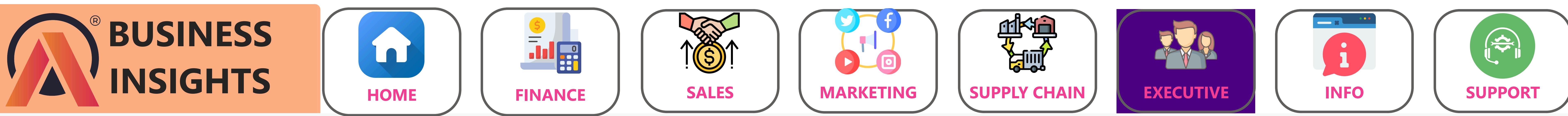
Key Metrics by Customer

customer	FCA %	FCA % LY	Net_Error	Net_Error %	Risk
Acclaimed Stores	50.69%	8.69%	(\$122,555)	-16.23%	OOS
All-Out	29.09%	35.18%	(\$12,425)	-30.67%	OOS
Amazon	74.54%	48.43%	(\$155,116)	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	\$8,033	4.14%	EI
Atlas Stores	48.16%	39.19%	\$99,521	29.63%	EI
Atliq e Store	74.59%	55.24%	(\$94,643)	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	(\$189,086)	-4.59%	OOS
BestBuy	35.31%	7.31%	(\$73,279)	-16.97%	OOS
Billa	18.29%	26.05%	(\$37,856)	-47.09%	OOS
Boulanger	58.77%	38.12%	\$81,786	18.34%	EI
Total	80.21%	72.99%	(\$751,714)	-1.52%	

Key Metrics by Product

segment	FCA %	FCA % LY	Net_Error	Net_Error %	Risk
Accessories	77.66%	71.42%	(\$2,133,183)	-7.06%	OOS
Desktop	84.37%	70.07%	\$16,205	11.22%	EI
Networking	90.40%	52.50%	\$227,056	8.17%	EI
Notebook	79.99%	76.65%	(\$51,254)	-3.96%	OOS
Peripherals	83.23%	75.18%	(\$318,194)	-5.89%	OOS
Storage	83.54%	81.01%	\$1,507,656	15.77%	EI
Total	80.21%	72.99%	(\$751,714)	-1.52%	

BUSINESS INSIGHTS



FILTERS

Select Benchmark (BM)

Vs LY Vs Target

2018 2019 2020 2021 2022_Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

customer
All

region, market

All

segment, category

All

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\$823.85M

NS \$

36.49%

GM %

-6.63%

NP %

80.21%

FA %

(\$752K)

Net Error

BM \$267.98M +207.43% ▲

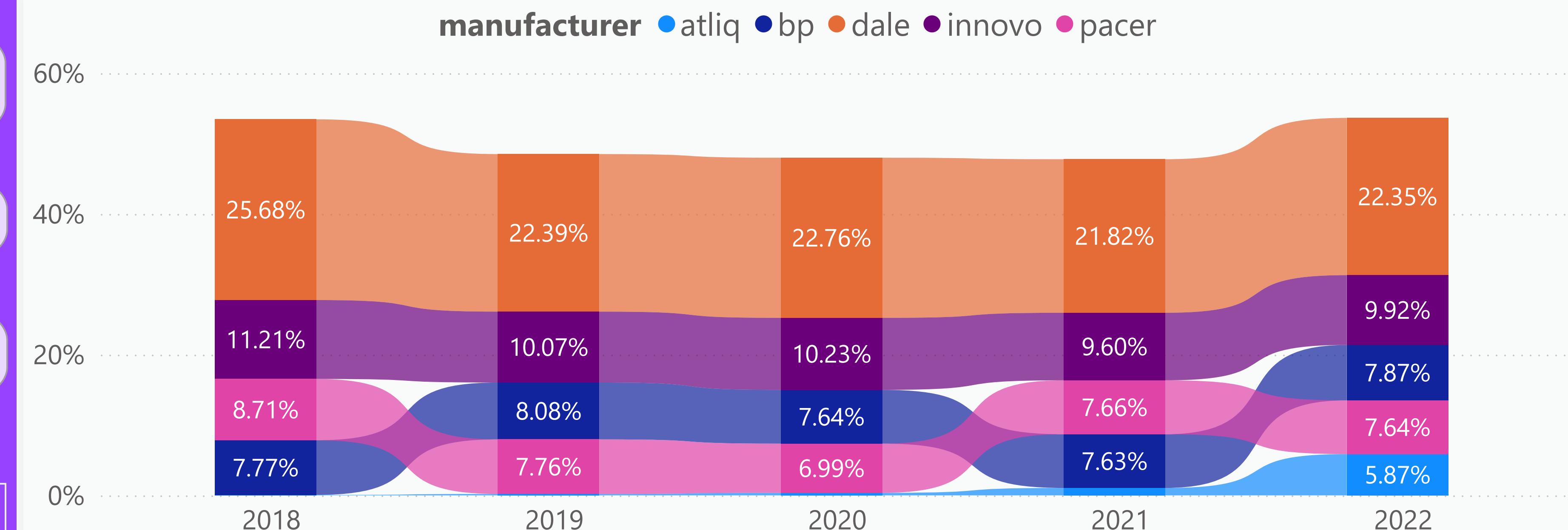
BM 37.10% -1.65% ▼

BM -0.85% 676.38% ▼

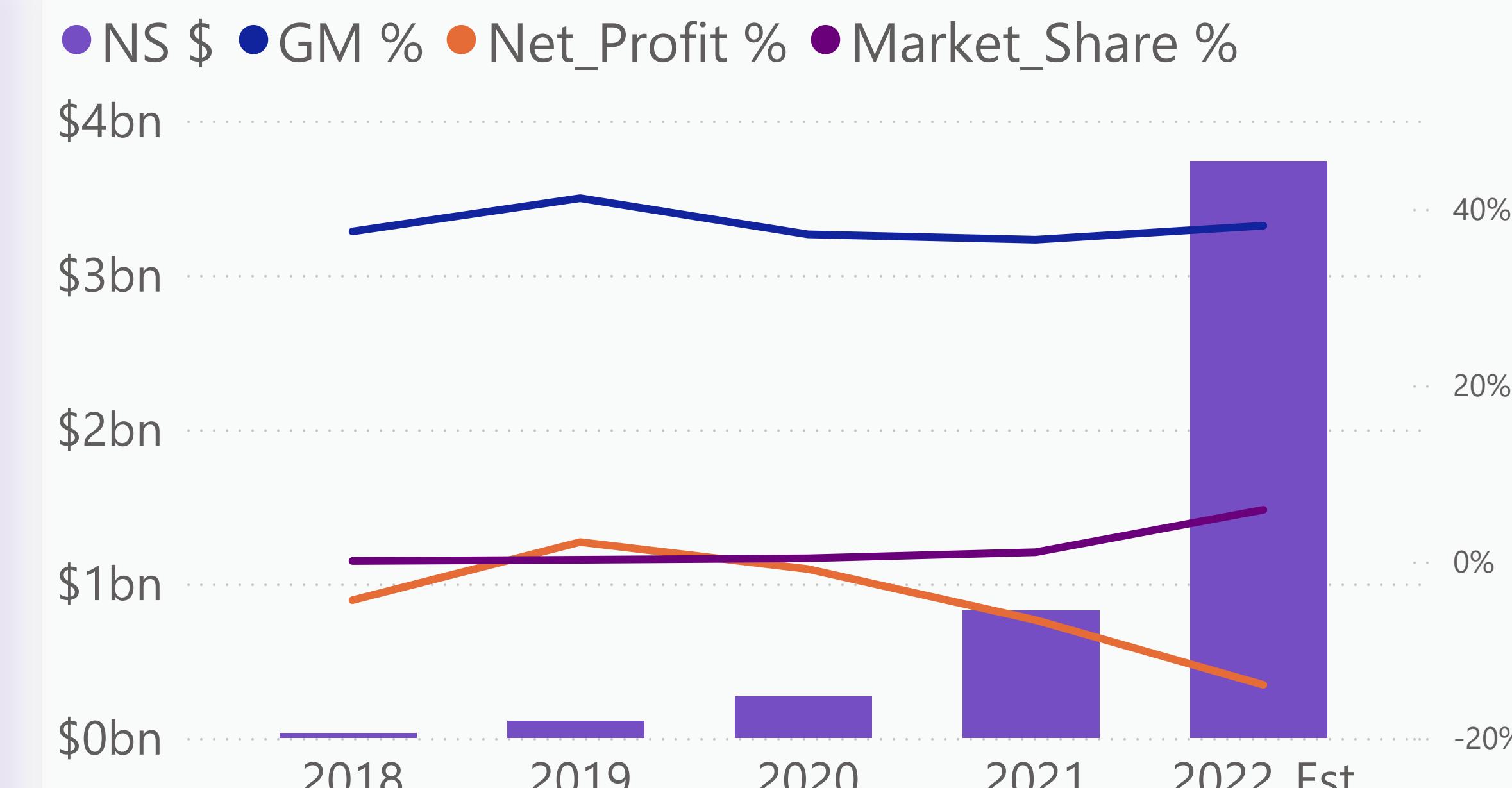
BM 72.99% 9.88% ▲

BM 491.60K -252.91% ▲

Yearly Trend by Rev, GM%, Net Profit %, PC Market share



Trend : Key Metrics over Years



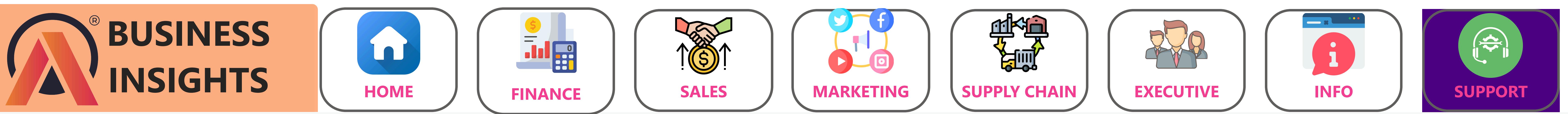
Top 5 Customers & Products by Revenue Contribution

customer	RC%	GM %
Amazon	13.23%	35.40% ▼
AtliQ	9.70%	43.73% ▼
Exclusive		
Atliq e Store	8.53%	37.54%
Sage	3.29%	35.16%
Flipkart	3.07%	30.23% ▼
Total	37.82%	37.58%

product	RC%	GM %
AQ Trigger	3.27%	36.89%
AQ Qwerty	3.38%	37.09%
AQ Maxima	2.71%	36.68% ▼
AQ Gen Y	2.86%	36.06%
AQ BZ Allin1	4.10%	35.97%
Total	16.32%	36.52%

Sub Region Performance

sub_zone	NS \$	GM %	NP %	RC%	Atliq_MS %	NE %	Risk
NE	\$109.3M	38.0%	-1.14%	13.27%	1.17%	11.27%	EI
SE	\$91.5M	38.7%	4.43%	11.10%	3.63%	10.56%	EI
LATAM	\$3.2M	37.5%	6.18%	0.38%	0.05%	5.32%	EI
India	\$210.7M	32.0%	-24.65%	25.57%	2.45%	3.90%	EI
ANZ	\$44.4M	38.5%	7.27%	5.39%	0.28%	-5.19%	OOS
nan	\$177.9M	37.2%	-13.67%	21.60%	0.76%	-7.06%	OOS
ROA	\$186.9M	38.3%	8.23%	22.69%	1.47%	-21.55%	OOS



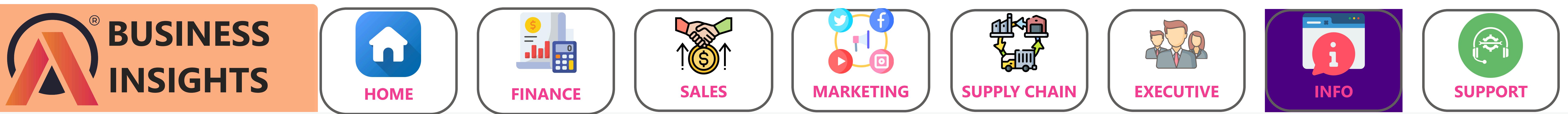
Get an issue resolved

Add new requests

Add new requests
Check out the contingency plan

Provide Feedback

New to Power BI?



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](#).