



AtliQ Business Insights 360



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..



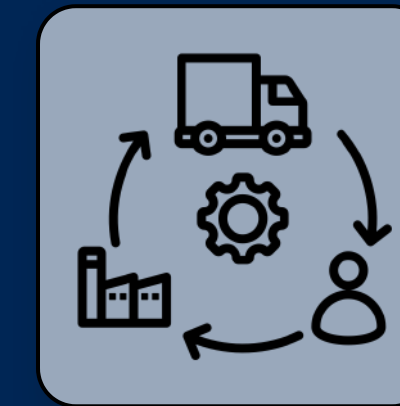
Sales view

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.

region & market

All

customer

All

segment, category, p...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net sales Performance over time



\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 0.38 (-0.66%)

GM %

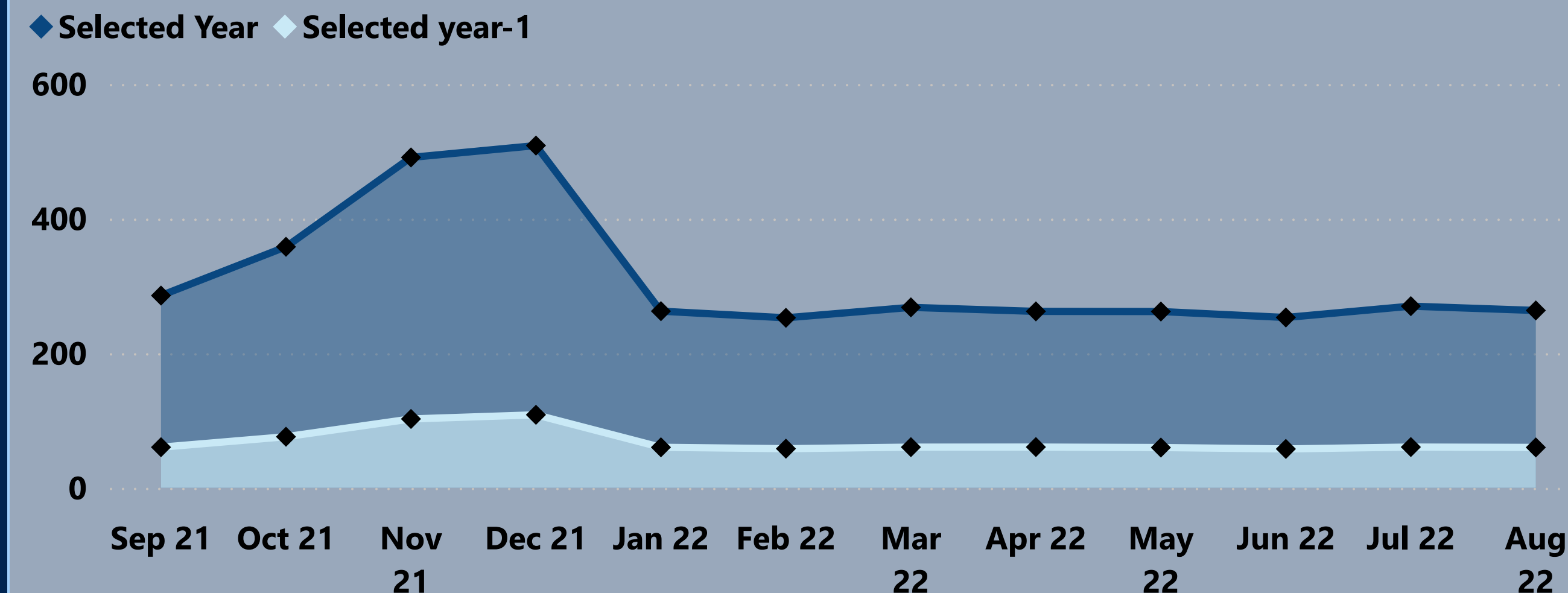
-13.98%✓

BM: -0.14 (+1.47%)

Net Profit %

Profit & Loss Statement

Line Item	2022 Est	LY	YoY	YoY %
Net Profit %	-14.0	-6.6	-7.3	1.1
Net Profit	-522.4	-54.7	-467.8	8.6
Operational Expense	-1,945.3	-355.3	-1,590.0	4.5
GM / Unit	15.8	6.0	9.8	1.6
Gross Margin %	38.1	36.5	1.6	0.0
Gross Margin	1,422.9	300.6	1,122.3	3.7
Total COGS	2,313.3	523.2	1,790.1	3.4
- Other Cost	15.5	3.4	12.1	3.6
- Freight Cost	100.5	22.1	78.4	3.6
- Manufacturing Cost	2,197.3	497.8	1,699.5	3.4
Net Sales	3,736.2	823.8	2,912.3	3.5
Total Post Invoice Deduction	1,907.0	448.3	1,458.7	3.3
- Post Deductions	663.4	166.6	496.8	3.0
- Post Discounts	1,243.5	281.6	961.9	3.4
Net Invoice Sales	5,643.1	1,272.1	4,371.0	3.4
Pre Invoice Deduction	1,727.0	392.5	1,334.5	3.4



Top / Bottom products & customers by Net sales

region		P & L Values	P & L YoY Chg %	segment		P & L Values	P & L YoY Chg %
				▲			
+	APAC	1,923.8	335.3%	+	Accessories	454.1	85.5%
+	EU	775.5	286.3%	+	Desktop	711.1	1431.5%
+	LATAM	14.8	368.4%	+	Networking	38.4	-14.9%
+	NA	1,022.1	474.4%	+	Notebook	1,580.4	493.1%
				+	Peripherals	897.5	439.0%
				+	Storage	54.6	0.3%

BM=Bench mark LY=Last year YoY=Year on Year



region, market

All

customer

All

segment, category, p...

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Customer Performance

Performance Metrix

vs LY

vs Target

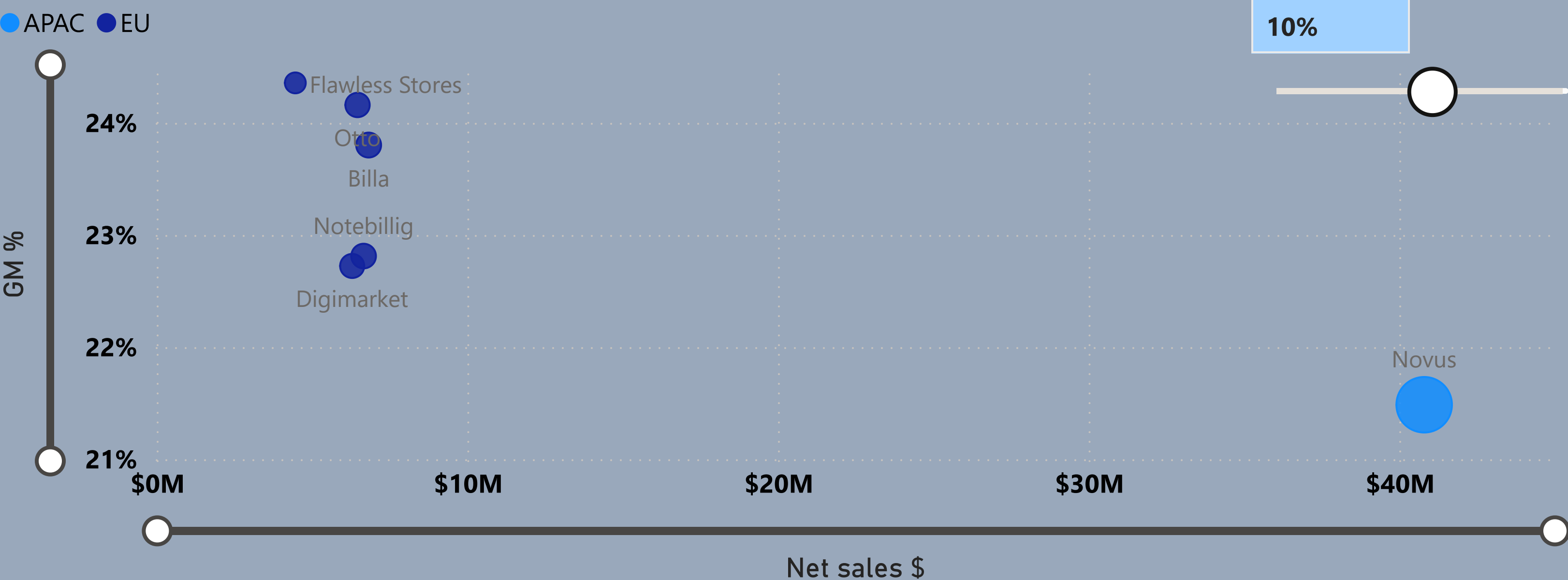
customer

Net sales \$

GM \$

GM %

Acclaimed Stores	\$73.4M	\$29.6M	40.3%
All-Out	\$4.4M	\$1.7M	38.2%
Amazon	\$496.9M	\$182.8M	36.8%
Argos (Sainsbury's)	\$13.7M	\$5.3M	38.7%
Atlas Stores	\$17.1M	\$5.4M	31.7%
Atliq e Store	\$304.1M	\$112.1M	36.9%
AtliQ Exclusive	\$361.1M	\$166.1M	46.0%
BestBuy	\$49.3M	\$22.1M	44.9%
Billa	\$6.8M	\$1.6M	23.8%
Boulanger	\$26.0M	\$10.4M	39.9%
Chip 7	\$25.6M	\$8.3M	32.2%
Chiptec	\$18.9M	\$7.4M	38.9%
Circuit City	\$52.4M	\$24.5M	46.8%
Control	\$54.1M	\$22.5M	41.4%



Product Performance

Unit Economics

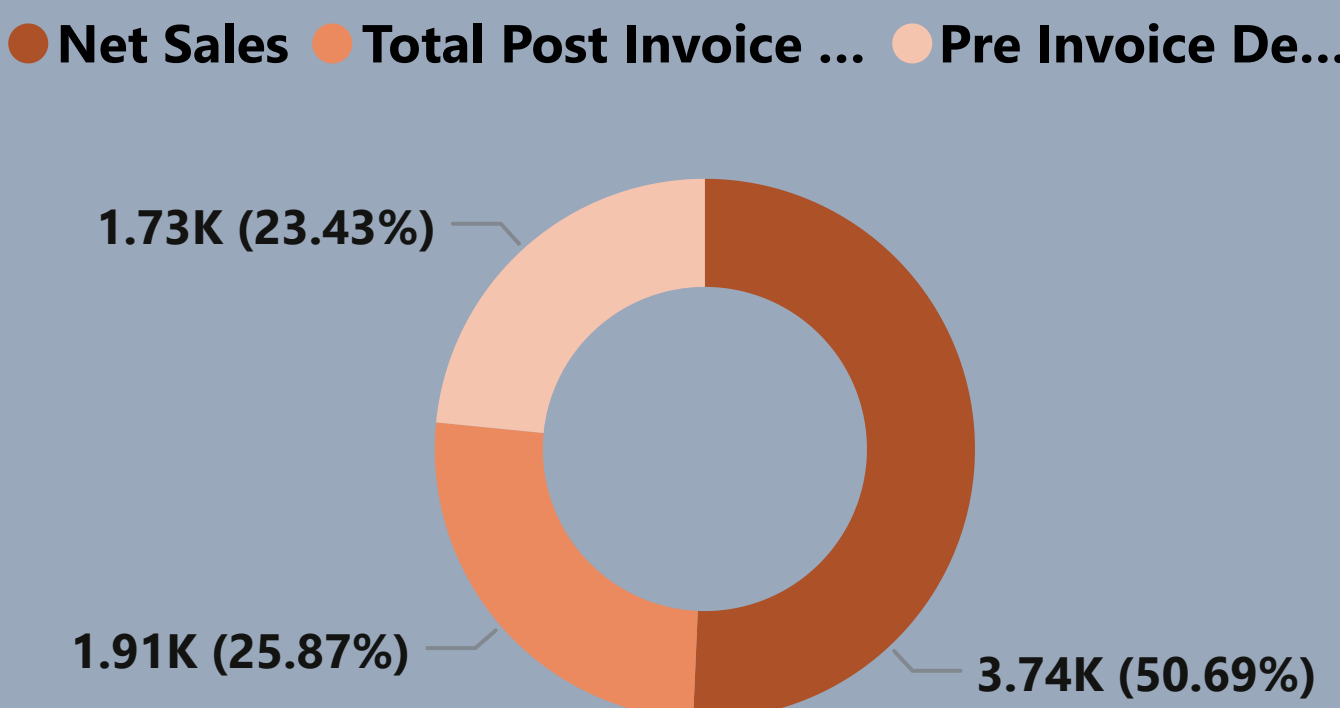
segment

Net sales \$

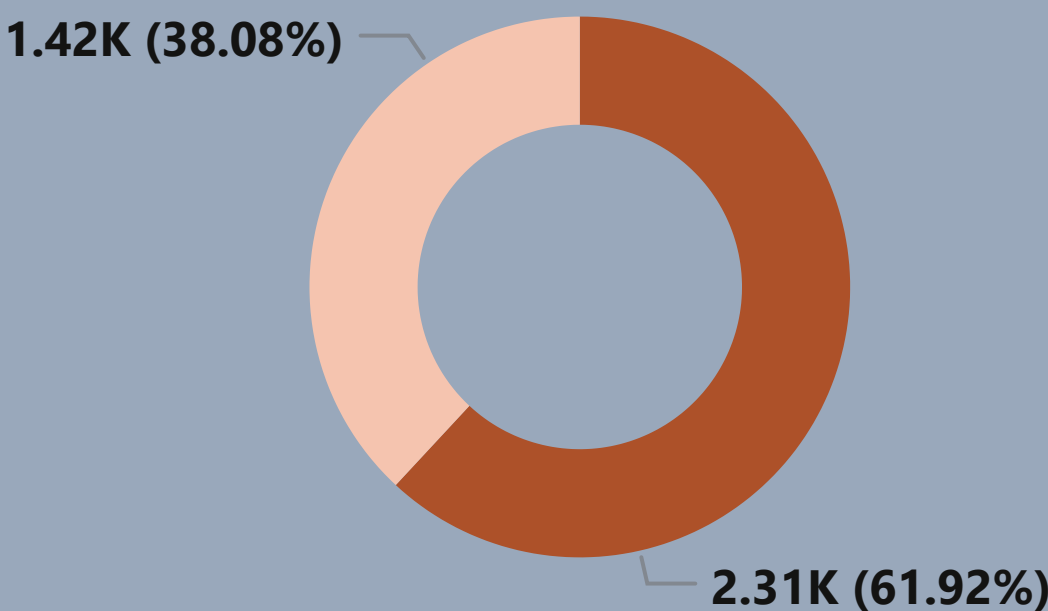
GM \$

GM %

Accessories	\$454.1M	\$172.6M	38.0%
Desktop	\$711.1M	\$272.4M	38.3%
Networking	\$38.4M	\$14.8M	38.5%
Notebook	\$1,580.4M	\$601.0M	38.0%
Peripherals	\$897.5M	\$341.2M	38.0%
Storage	\$54.6M	\$20.9M	38.3%
Total	\$3,736.2M	\$1,422.9M	38.1%



Total COGS Gross Margin



BM=Bench mark LY=Last year GM=Gross margin



region, market

customer

segment, category, p...

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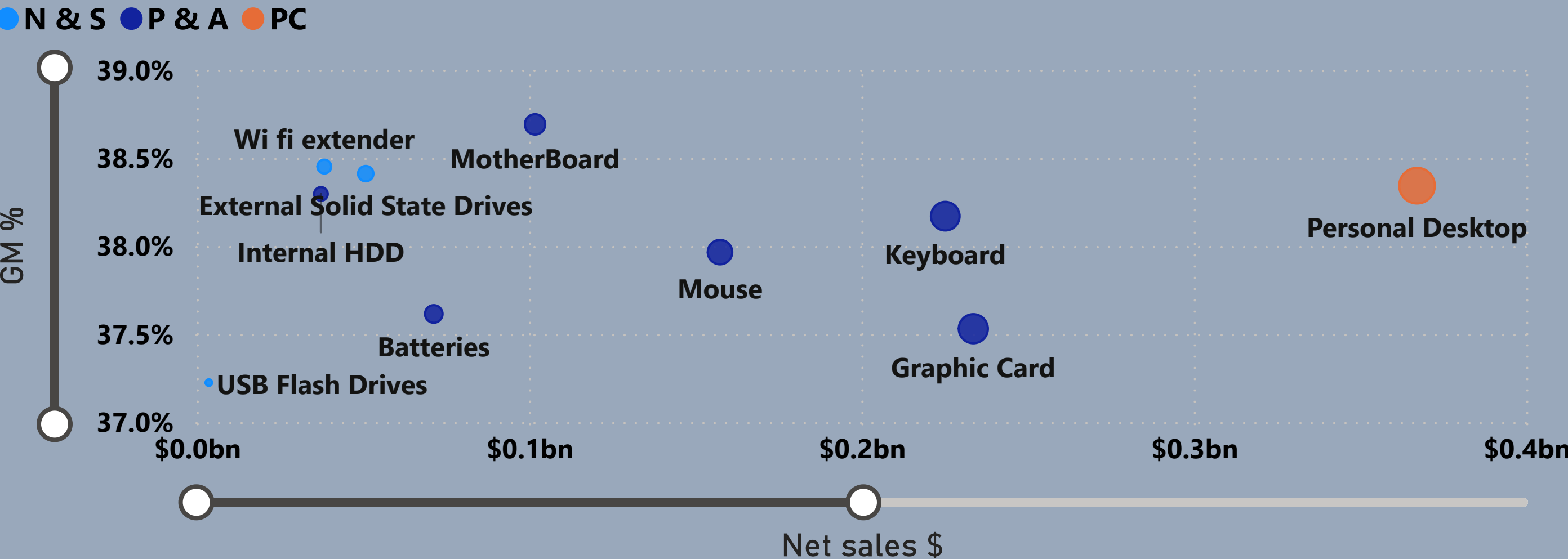
YTG

Product Performance

segment	Net sales \$	GM \$	GM %	Net profit \$	Net profit %
Accessories	\$454.1M	\$172.6M	38.0%	-63.8M	-14.0%
Desktop	\$711.1M	\$272.4M	38.3%	-97.8M	-13.8%
Networking	\$38.4M	\$14.8M	38.5%	-5.3M	-13.7%
Notebook	\$1,580.4M	\$601.0M	38.0%	-222.2M	-14.1%
Peripherals	\$897.5M	\$341.2M	38.0%	-125.9M	-14.0%
Storage	\$54.6M	\$20.9M	38.3%	-7.5M	-13.8%
Total	\$3,736.2M	\$1,422.9M	38.1%	-522.4M	-14.0%

Show NP %

Performance Matrix

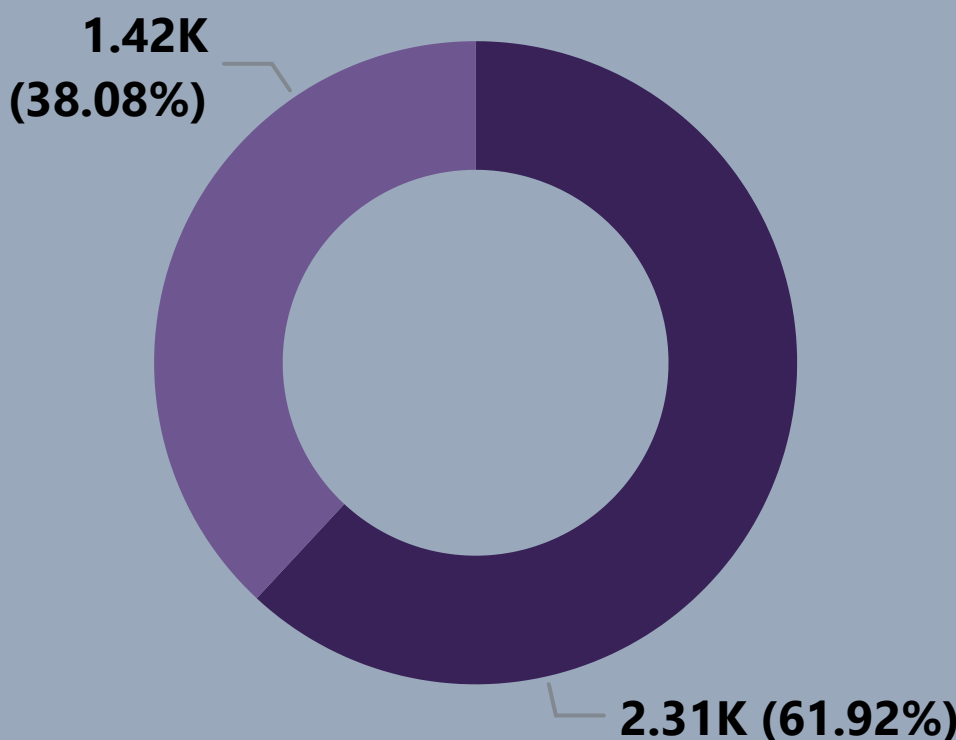


Region / Market / Customer Performance

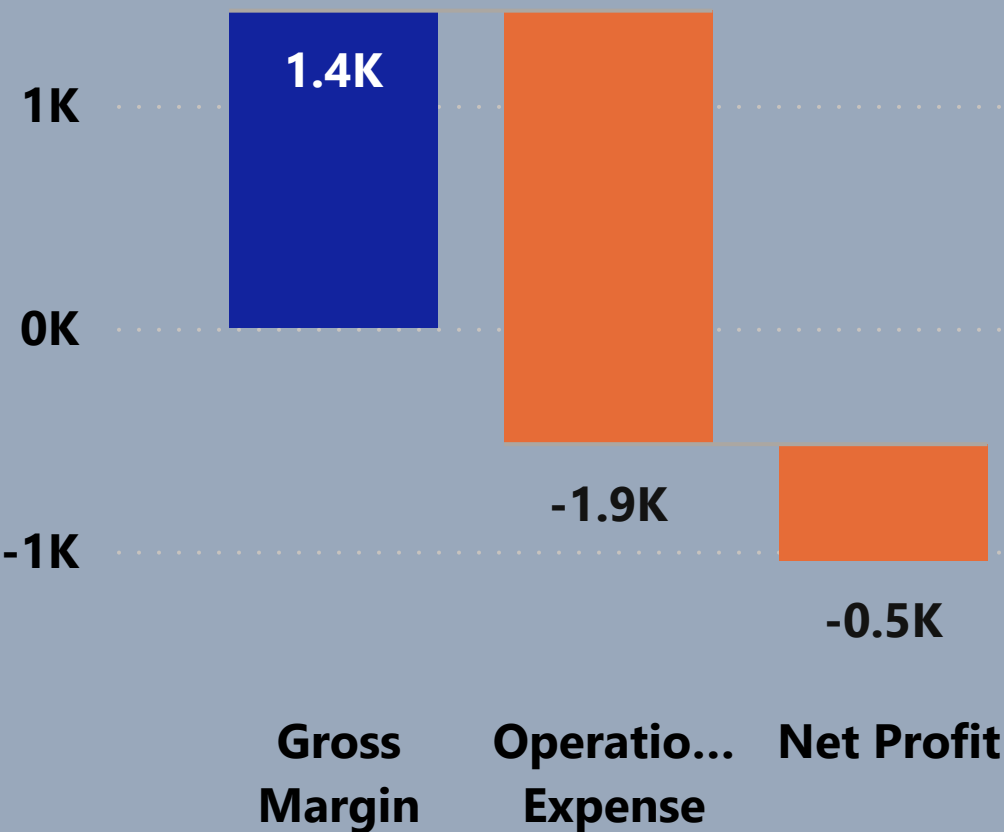
region	Net sales \$	GM \$	GM %	Net profit \$	Net profit %
APAC	\$1,923.8M	\$690.2M	35.9%	-281.2M	-14.6%
EU	\$775.5M	\$267.8M	34.5%	-95.5M	-12.3%
LATAM	\$14.8M	\$5.2M	35.0%	-0.4M	-2.9%
NA	\$1,022.1M	\$459.7M	45.0%	-145.3M	-14.2%
Total	\$3,736.2M	\$1,422.9M	38.1%	-522.4M	-14.0%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



NP=Net profit GM=Gross margin



region, market

All

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segment, category, p...

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2019

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Q1

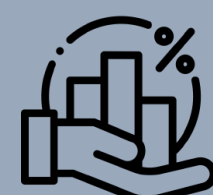
Q2

Q3

Q4

YTD

YTG



81.17%✓

Last year: 80.21%
(+1.2%)

Forecast accuracy

-3472.69K✓

Last year: -751.71K
(-361.97%)

Net Error

6899.04K✓

Last year: 9780.74K
(-29.46%)

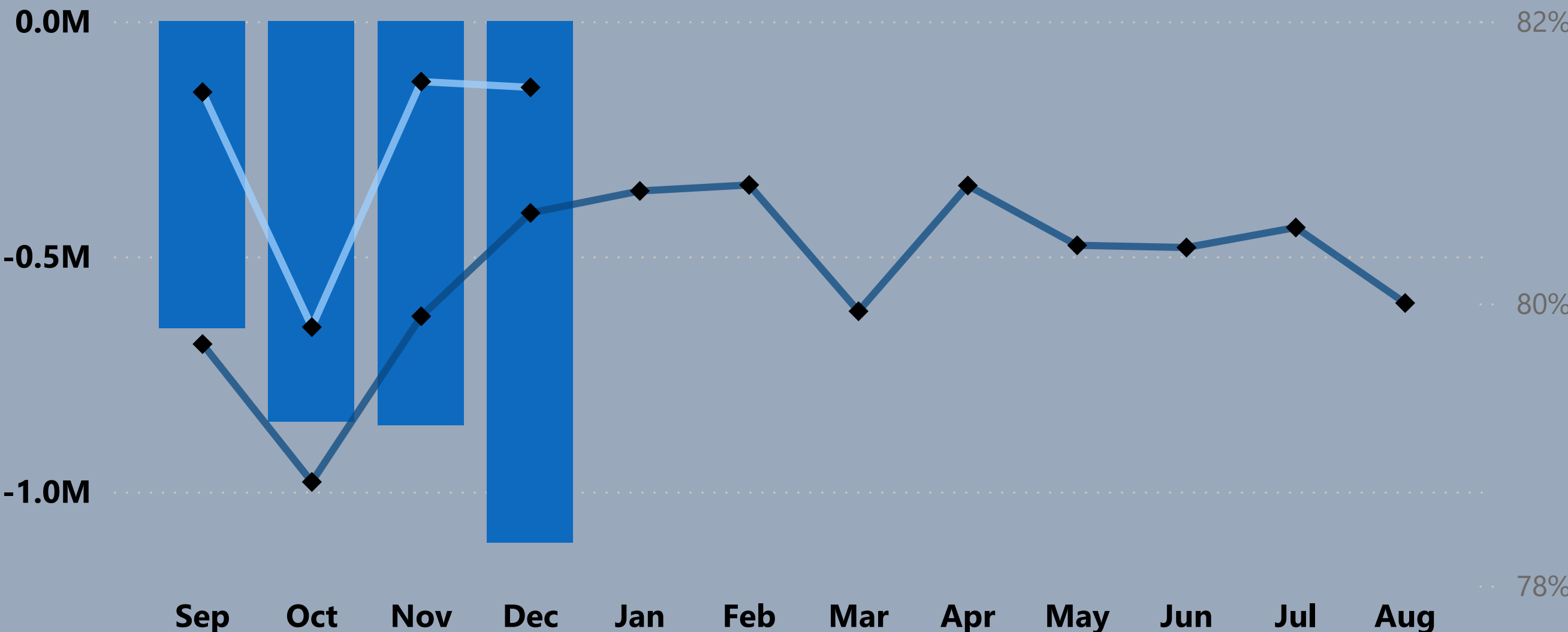
ABS Error

Key Metrics by customer

customer	FC accuracy %	FC Accuracy % LY	Net error	Net error %	Risk
Acclaimed Stores	57.7%	50.7%	83037.0	10.7%	EI
BestBuy	46.6%	35.3%	81179.0	16.7%	EI
Billa	42.6%	18.3%	3704.0	3.9%	EI
Circuit City	46.2%	35.0%	85248.0	16.5%	EI
Control	52.1%	47.4%	64731.0	13.0%	EI
Costco	51.9%	49.4%	101913.0	15.8%	EI
Currys (Dixons Carphone)	54.3%	35.9%	8104.0	6.0%	EI
Leader	48.7%	24.5%	166751.0	11.0%	EI
Logic Stores	52.5%	51.4%	6430.0	2.4%	EI
Nomad Stores	53.4%	50.6%	3394.0	1.3%	EI
Notebillig	42.7%	18.9%	1141.0	1.3%	EI
Otto	45.8%	18.4%	1962.0	2.4%	EI
Path	50.6%	45.5%	91486.0	14.9%	EI
Radio Shack	45.6%	38.5%	69253.0	16.5%	EI
Sage	50.7%	33.6%	154291.0	10.1%	EI
Saturn	41.5%	19.2%	2197.0	2.9%	EI
Staples	54.4%	49.4%	79821.0	11.5%	EI

Accuracy / Net Error trend

● Net error ◆ Forecast accuracy % ◆ Forecast Accuracy % LY



Key Metrics by Product

segment	Forecast accuracy %	Net error	Net error %	Forecast Accuracy % LY	Risk
⊕ Accessories	87.4%	341468.0	1.7%	77.7%	EI
⊕ Desktop	87.5%	78576.0	10.2%	84.4%	EI
⊕ Networking	93.1%	-12967.0	-1.7%	90.4%	OoS
⊕ Notebook	87.2%	-47221.0	-1.7%	80.0%	OoS
⊕ Peripherals	68.2%	-3204280.0	-31.8%	83.2%	OoS
⊕ Storage	71.5%	-628266.0	-25.6%	83.5%	OoS

LY=Last year ABS Error=Absolute Error EI=Excess inventory OOS= Out of stock



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GM %

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BM: -0.14
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Net Profit %

81.17%✓
Last year: 80.21%
(+1.2%)

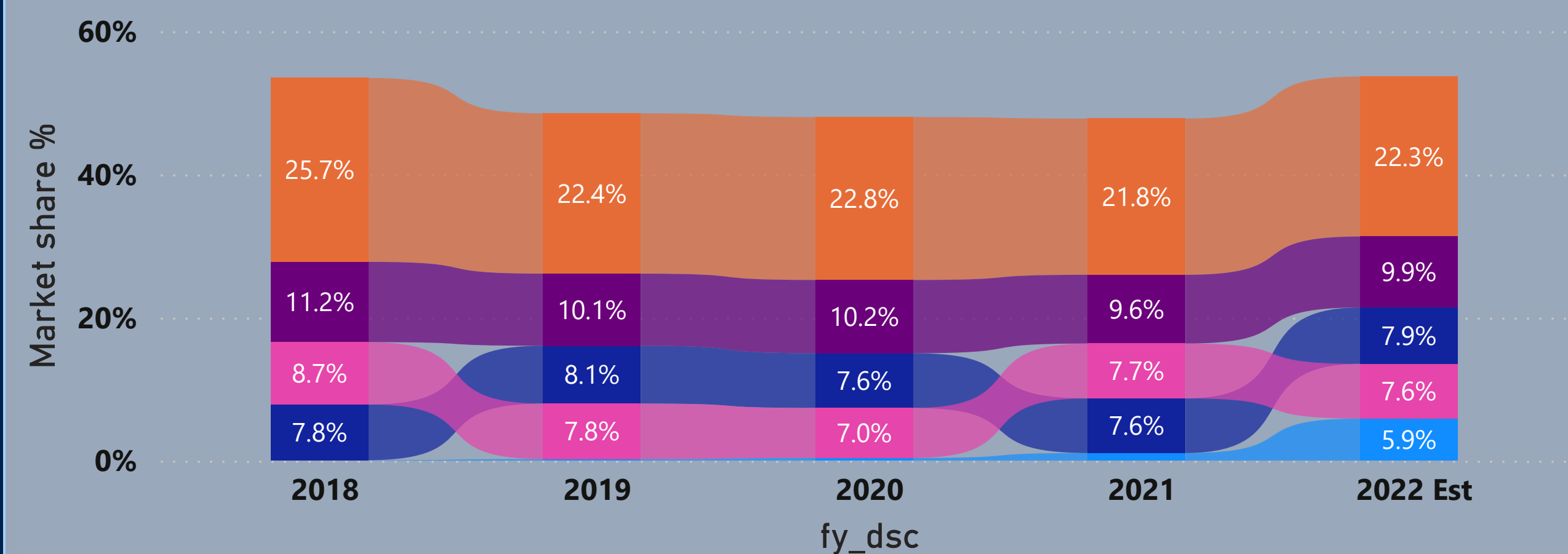
Forecast accuracy

Key Insights by sub zone

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

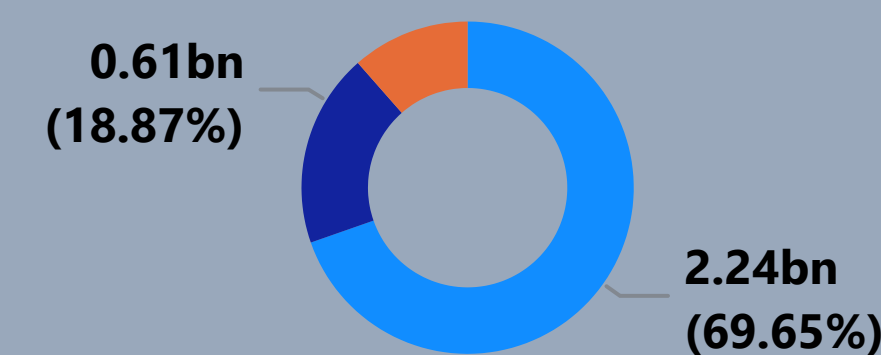
PC Market share of AtliQ along with other manufacturers

manufacturer atliq bp dale innovo pacer



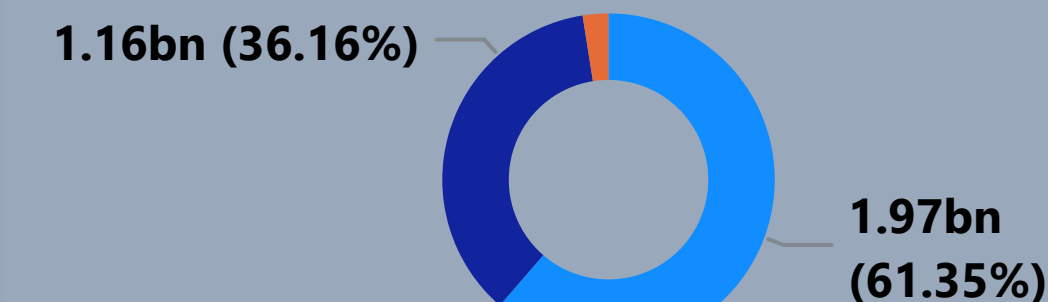
Revenue by Division

Retailer Direct Distributor



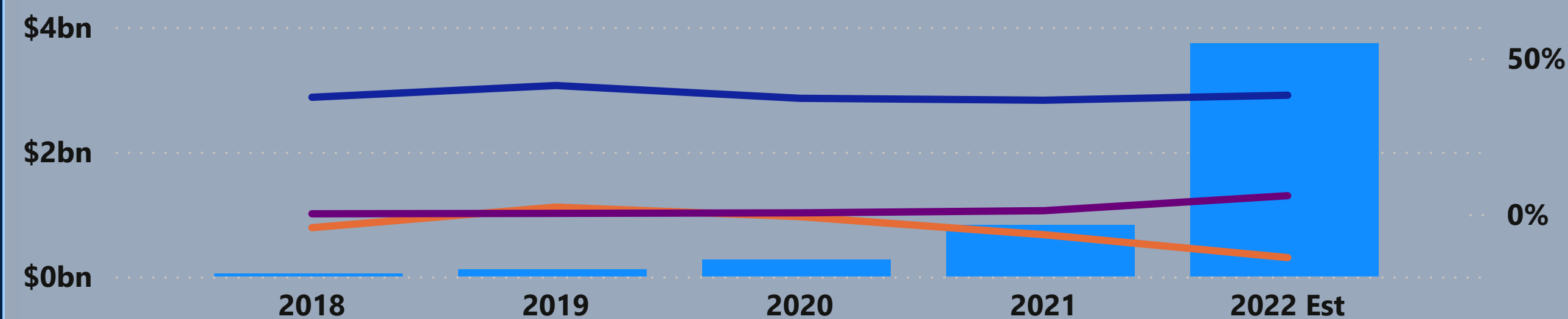
Revenue by Channel

PC P & A N & S



Yearly trend by Market share %, Net profit, Revenue, GM %

Net sales \$ GM % Net profit % Market share %



Top 5 Products by Revenue

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

Top 5 customers by Revenue

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

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