



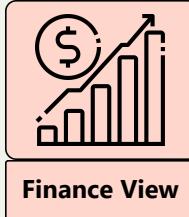
AtliQ Hardware

Business Insights 360



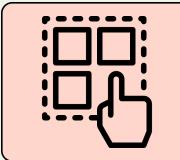
Info

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.

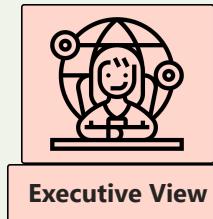


Select Your View



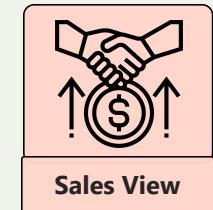
Support

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



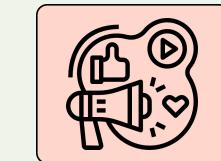
Executive View

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



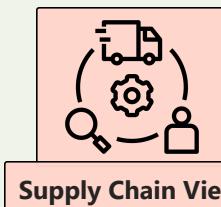
Sales View

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.

Report Refresh Date

16/11/2025 11:23:21 AM

Values are in Dollars & Millions

Sales data loaded until : Dec 21



Region, Market	Customer	Product Category
All	All	All

2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD
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\$32.06M ✓
BM: 8.49M (+277.7%)
Net Sales

41.26% ✓
BM: 37.77% (+9.27%)
GM %

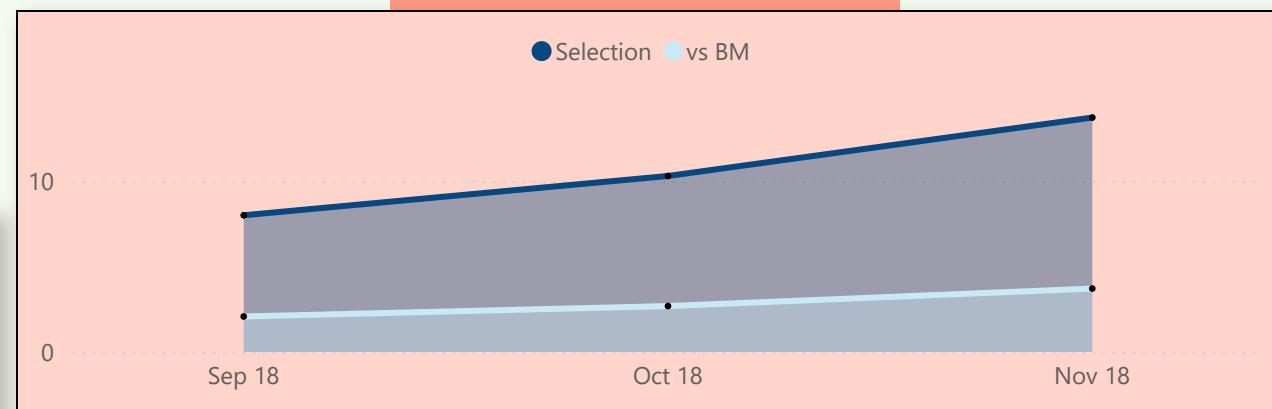
2.15% ✓
BM: -4.13% (+152.13%)
Net Profit %

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Net Profit %	2.15	-4.13	6.28	152.13
Net Profit	0.69	-0.35	1.04	296.88
Operational Expense	-12.54	-3.56	-8.99	-252.67
GM / Unit	4.29	3.20	1.09	34.09
Gross Margin %	41.26	37.77	3.50	9.27
Gross Margin	13.23	3.21	10.02	312.70
Total COGS	18.83	5.28	13.55	256.46
- Other Cost	0.15	0.03	0.12	448.33
- Freight Cost	0.76	0.21	0.55	258.58
- Manufacturing Cost	17.93	5.04	12.88	255.35
Net Sales	32.06	8.49	23.57	277.70
Total Post Invoice Deduction	14.49	4.44	10.05	226.28
- Post Deductions	5.93	1.34	4.59	341.40
- Post Discounts	8.56	3.10	5.46	176.33
Net Invoice Sales	46.55	12.93	33.62	260.04
Pre Invoice Deduction	13.56	3.98	9.58	240.71
Gross Sales	60.12	16.91	43.21	255.49

Net Sales Performance Over Time

vs LY vs Target



Top / Bottom Products & Customers by Net Sales

Region	P & L values	P & L Chg %	Segment	P & L values	P & L Chg %
+ APAC	20.34	241.61	+ Accessories	8.02	205.53
+ EU	5.08	869.89	+ Networking	5.00	464.16
+ LATAM	0.24	375.40	+ Notebook	9.37	326.82
+ NA	6.40	226.53	+ Peripherals	5.77	157.63
Total	32.06	277.70	+ Storage	3.90	620.23
			Total	32.06	277.70

BM = Benchmark, LY=Last Year



Region, market	Customer	Product Category
All	All	All

2019	2020	2021	2022 Est
Q1	Q2	Q3	Q4
YTD			

Customer Performance

Customer	NS \$	GM \$	GM %
Zone	\$0.14M	0.06M	40.66%
walmart	\$0.42M	0.15M	35.99%
Viveks	\$0.47M	0.19M	40.19%
Vijay Sales	\$0.58M	0.25M	42.78%
Unity Stores	\$0.09M	0.04M	39.58%
UniEuro	\$0.28M	0.11M	40.65%
Taobao	\$0.11M	0.05M	45.61%
Synthetic	\$0.54M	0.22M	40.45%
Surface Stores	\$0.03M	0.01M	22.39%
Staples	\$0.47M	0.16M	34.90%
Sound	\$0.15M	0.06M	40.24%
Sorefoz	\$0.18M	0.08M	43.69%
Total	\$32.06M	13.23M	41.26%

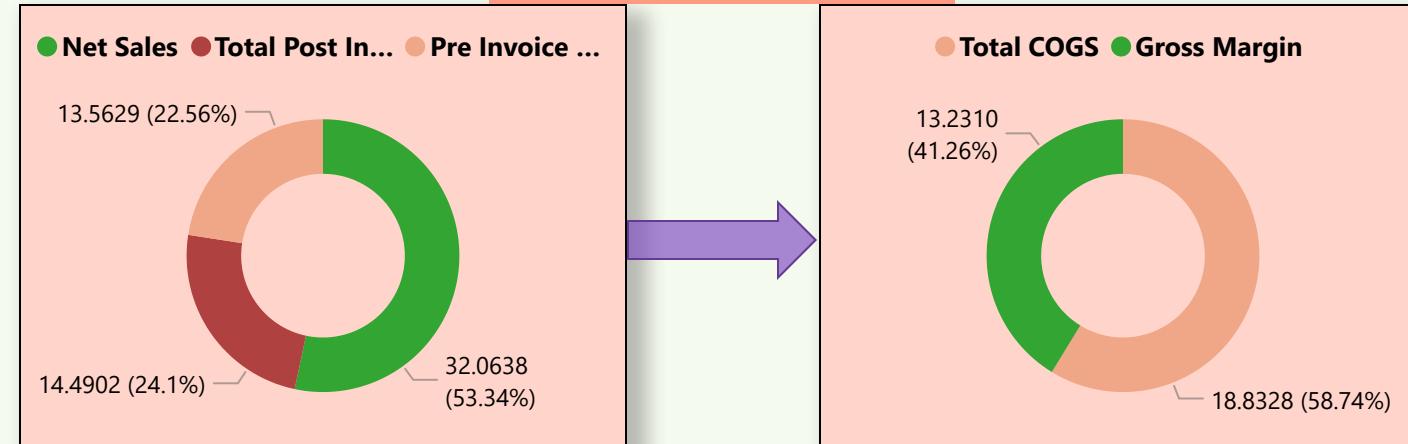
Performance Matrix



Product Performance

Segment	NS \$	GM \$	GM %
Peripherals	\$5.77M	2.43M	42.07%
Accessories	\$8.02M	3.32M	41.39%
Notebook	\$9.37M	3.87M	41.34%
Storage	\$3.90M	1.60M	41.11%
Networking	\$5.00M	2.01M	40.11%
Total	\$32.06M	13.23M	41.26%

Unit Economics





Region, Market	Customer	Product Category
All	All	All

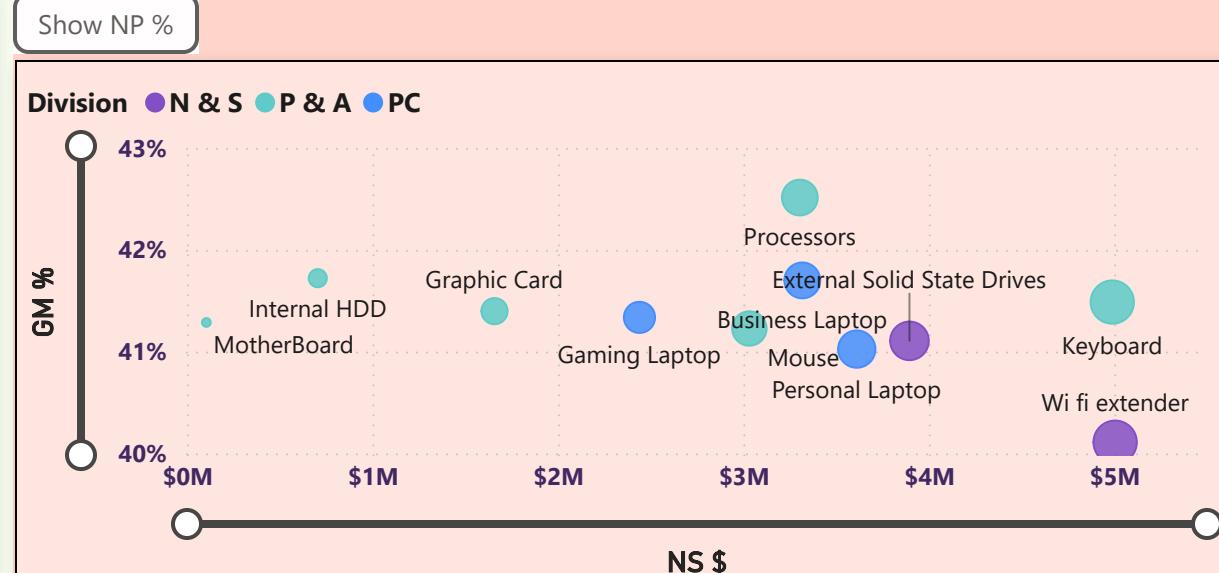
2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD
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Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$8.02M	3.32M	41.39%	0.18M	2.27%
Networking	\$5.00M	2.01M	40.11%	0.05M	1.00%
Notebook	\$9.37M	3.87M	41.34%	0.21M	2.23%
Peripherals	\$5.77M	2.43M	42.07%	0.18M	3.04%
Storage	\$3.90M	1.60M	41.11%	0.07M	1.87%
Total	\$32.06M	13.23M	41.26%	0.69M	2.15%

Performance Matrix

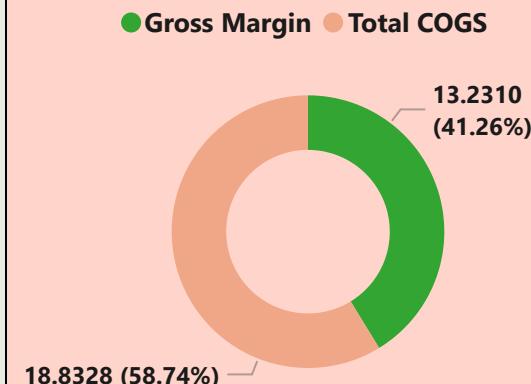
vs LY vs Target



Region / Market / Customer performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$20.34M	8.81M	43.32%	1.24M	6.09%
EU	\$5.08M	2.09M	41.17%	0.03M	0.56%
LATAM	\$0.24M	0.10M	42.44%	0.02M	7.84%
NA	\$6.40M	2.23M	34.78%	-0.60M	-9.32%
Total	\$32.06M	13.23M	41.26%	0.69M	2.15%

Unit Economics



Increase (Green), Decrease (Red)





Region, Market	Customer	Product Category
All	All	All

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



85.92% ✓
LY: 79.57% (+7.98%)
Forecast Accuracy

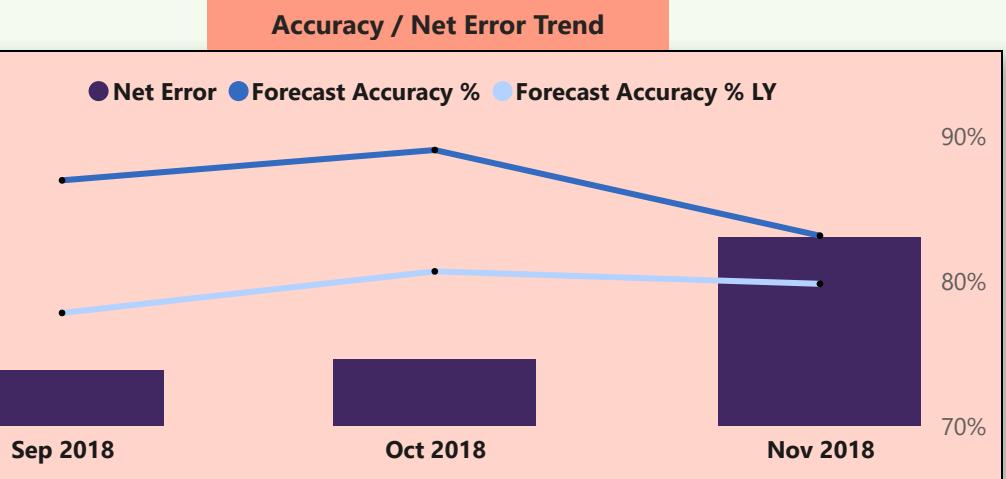
214.2K!
LY: 199.5K (+7.35%)
Net Error

464.7K!
LY: 245.6K (+89.22%)
ABS Error



Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	79.77%	68.07%	12848	2.8% EI	
Argos (Sainsbury's)	53.53%	57.06%	1291	10.7% EI	
Atlas Stores	50.80%		693	7.0% EI	
Atliq e Store	77.74%	65.74%	3575	1.5% EI	
AtliQ Exclusive	80.16%	68.97%	30206	8.7% EI	
Boulanger	46.21%	39.00%	1014	7.5% EI	
Croma	42.08%	45.20%	8220	16.6% EI	
Digimarket	55.07%	43.21%	5829	16.3% EI	
Electricalsara Stores	52.27%	48.10%	1720	28.4% EI	
Electricalslance Stores	58.44%		715	16.1% EI	
Electricalslytical	53.33%	43.16%	15691	16.0% EI	
Electricalsocity	52.82%	48.42%	20071	23.0% EI	
Euronics	56.59%	42.82%	1097	6.5% EI	
Expression	41.53%	46.17%	7720	14.5% EI	
Ezone	45.61%	39.41%	16553	25.8% EI	
Flawless Stores	45.27%		1071	32.9% EI	
Flipkart	52.92%	54.09%	13671	9.6% EI	
Total	85.92%	79.57%	214170	6.5% EI	



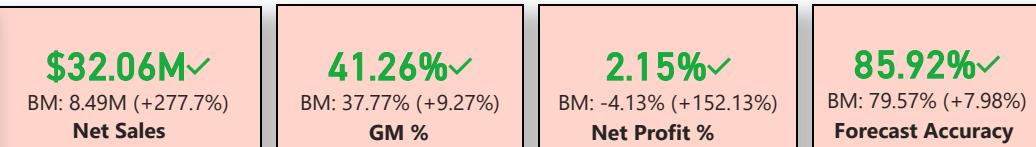
Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	79.05%	81.76%	133090	1.87%	EI
Networking	79.91%	82.81%	97568	1.00%	EI
Accessories	89.99%	79.05%	-2099	2.27%	OOS
Peripherals	85.61%	78.84%	-6277	3.04%	OOS
Notebook	83.73%	85.06%	-8112	2.23%	OOS
Total	85.92%	79.57%	214170	2.15%	EI

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock



Region, Market	Customer	Product Category
All	All	All

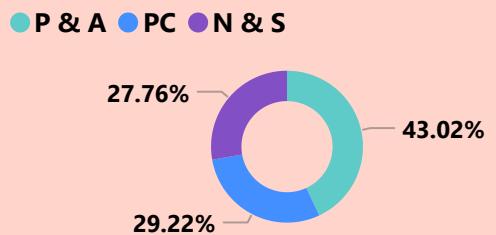
2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	vs LY
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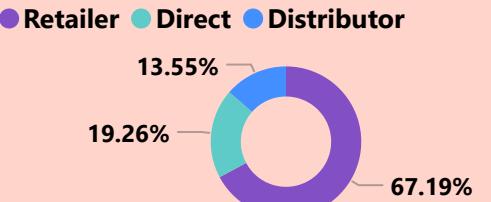
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$1.4M	4.4%	43.0%	10.6%	0.0%	23.4%	EI
India	\$11.0M	34.5%	42.5%	-0.0%	0.6%	19.5%	EI
ROA	\$7.9M	24.6%	44.5%	13.9%	0.3%	20.2%	EI
LATAM	\$0.2M	0.7%	42.4%	7.8%	0.0%	-23.8%	OOS
NA	\$6.4M	20.0%	34.8% ↓	-9.3%	0.1%	-37.7%	OOS
Total	\$32.1M	100.0%	41.3%	2.2%	0.2%	6.5%	EI

Revenue by Division



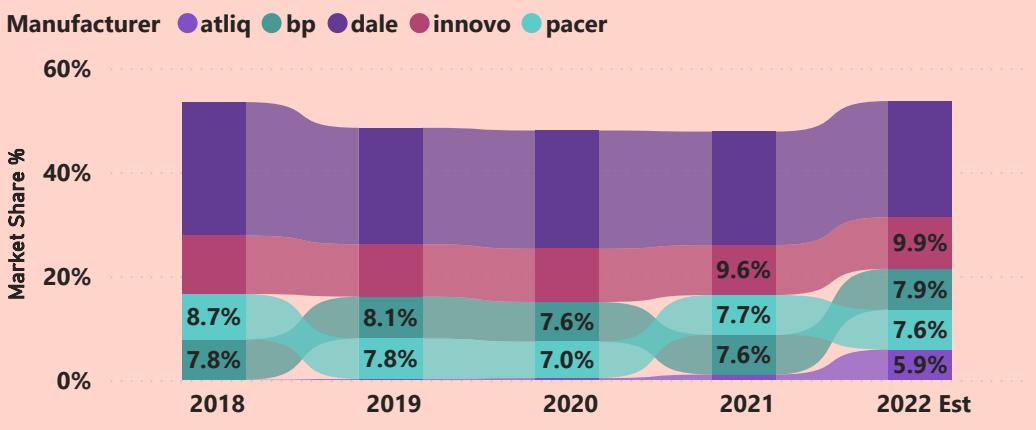
Revenue by Channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

Customer	RC %	GM %
Sage	4.7%	43.86%
Leader	4.9%	48.18%
AtliQ Exclusive	11.9%	48.78%
AtliQ e Store	7.4%	40.32%
Amazon	14.3%	41.37%
Total	43.1%	44.28%

Top 5 Products by Revenue

Product	RC %	GM %
AQ Wi Power Dx1	11.5%	40.34%
AQ Neuer SSD	6.7%	41.04%
AQ Digit SSD	5.5%	41.18%
AQ Gamers	5.6%	41.74%
AQ BZ Compact	5.2%	41.75%
Total	34.5%	41.05%