



AtliQ Hardware

Business Insights 360



Info

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



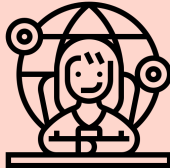
Support

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



Finance View

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



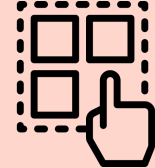
Executive View

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**.

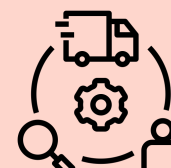


Select Your View



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.



Region, Market

All

Customer

All

Product Category

All

2019202020212022 Est

Q1Q2Q3Q4

YTD



\$32.06M✓
BM: 8.49M (+277.7%)
Net Sales

41.26%✓
BM: 37.77% (+9.27%)
GM %

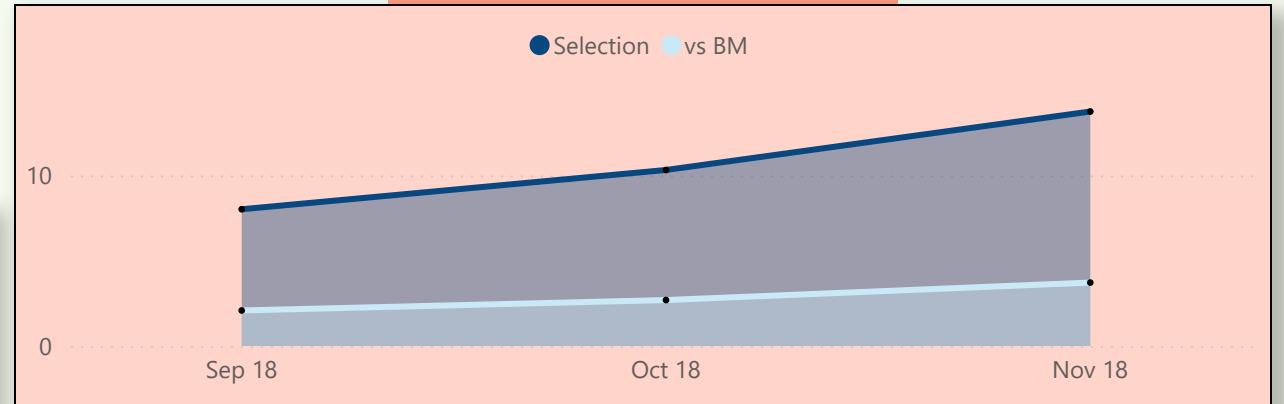
2.15%✓
BM: -4.13% (+152.13%)
Net Profit %

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

All

Customer

All

Product Category

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

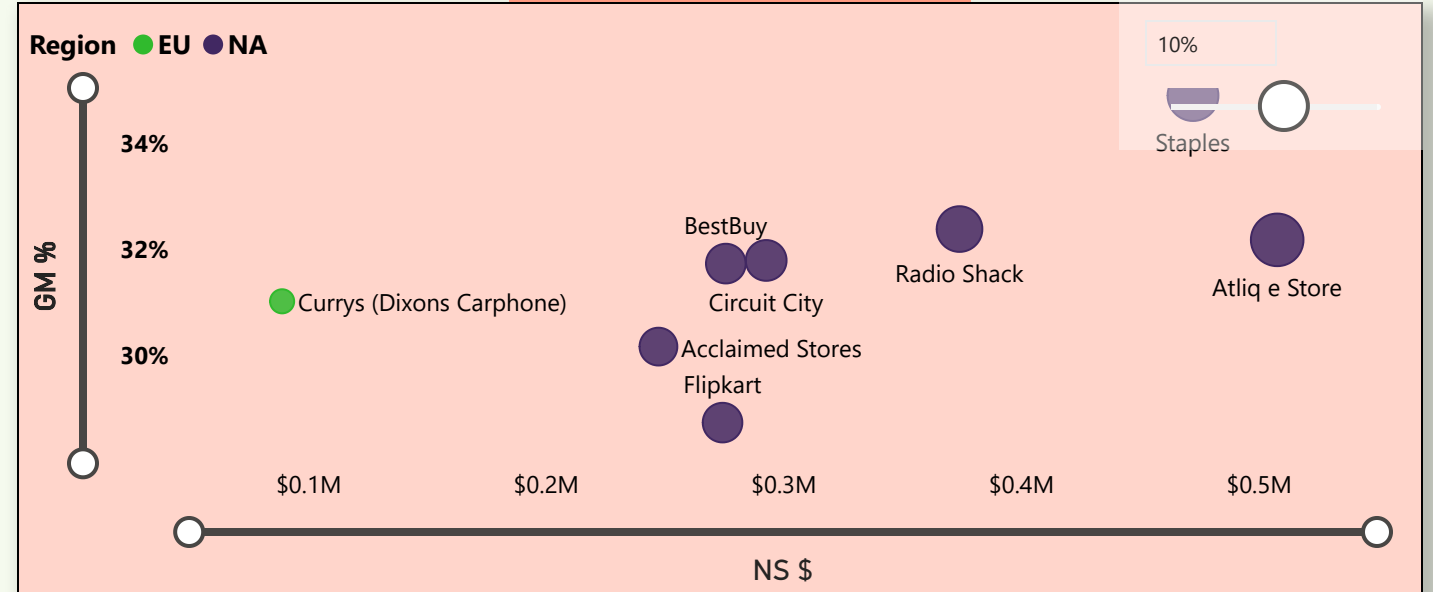
vs LY

vs Target

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%

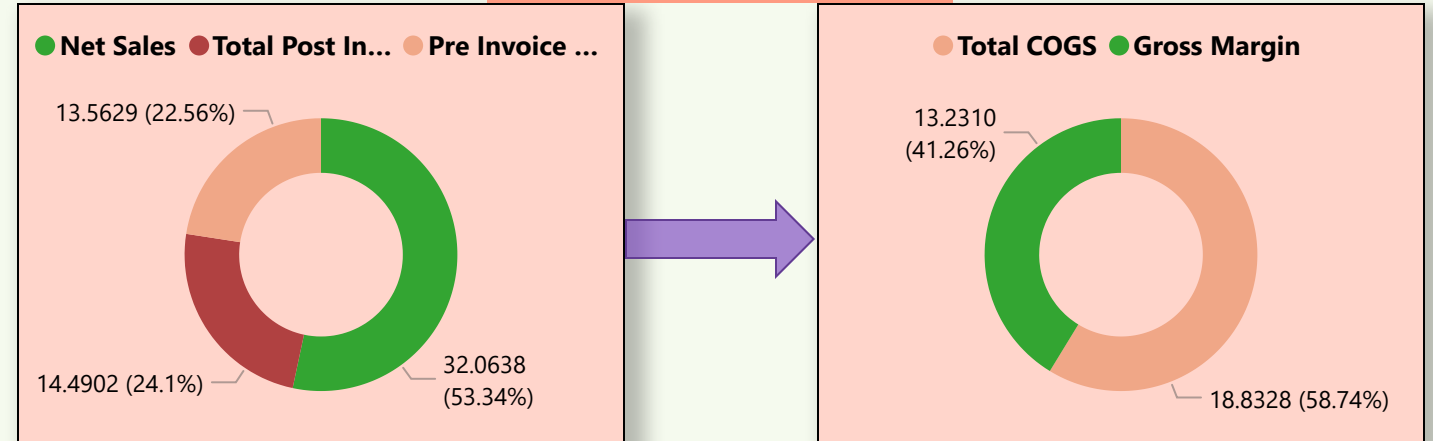
Performance Matrix



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

All

Customer

All

Product Category

All

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%

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%

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

Performance Matrix

vs LY

vs Target

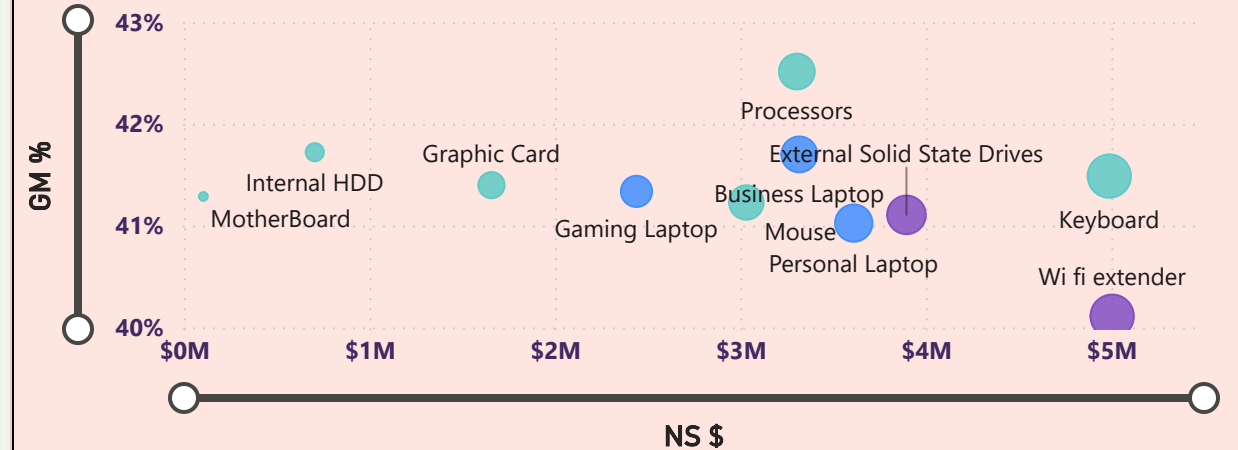
Show NP %

Division

N & S

P & A

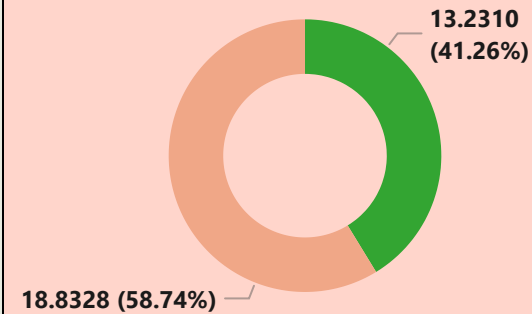
PC



Unit Economics

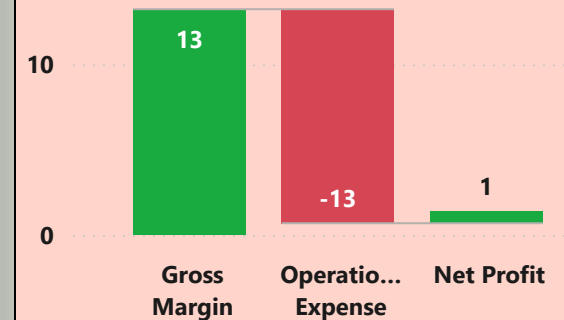
Gross Margin

Total COGS



Increase

Decrease





Region, Market

All

Customer

All

Product Category

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

vs LY

vs Target



85.92%✓

LY: 79.57% (+7.98%)

Forecast Accuracy

214.2K!

LY: 199.5K (+7.35%)

Net Error

464.7K!

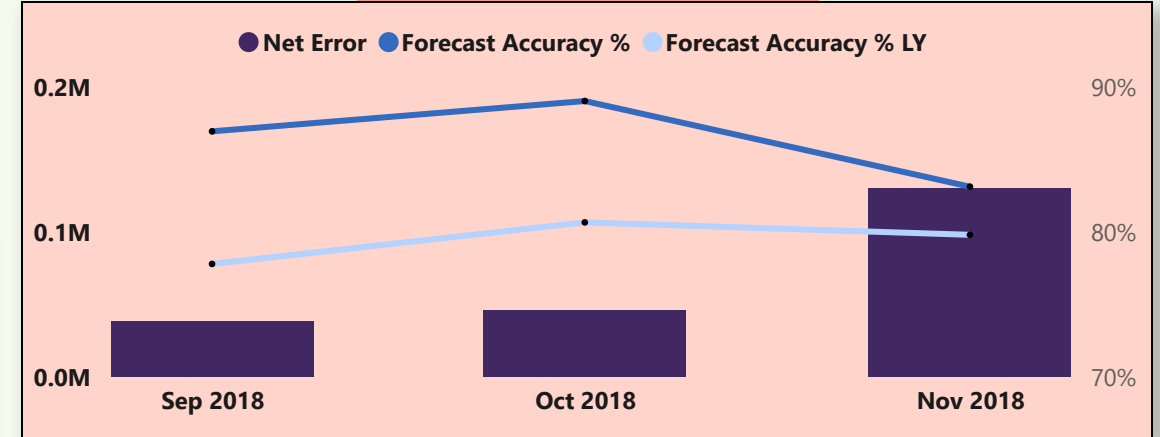
LY: 245.6K (+89.22%)

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
Boulangier	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

Accuracy / Net Error Trend



Key Metrics by Products

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

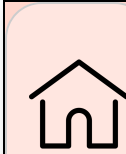
All

Customer

All

Product Category

All

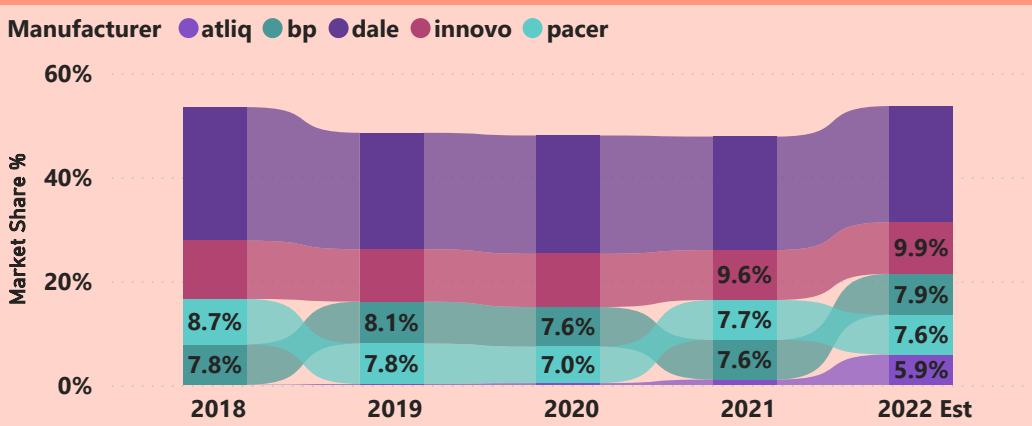


\$32.06M ✓ BM: 8.49M (+277.7%) Net Sales	41.26% ✓ BM: 37.77% (+9.27%) GM %	2.15% ✓ BM: -4.13% (+152.13%) Net Profit %	85.92% ✓ BM: 79.57% (+7.98%) Forecast Accuracy
---	--	---	---

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

PC Market Share Trend - AtliQ & Competitors



2019

2020

2021

2022 Est

Q1

Q2

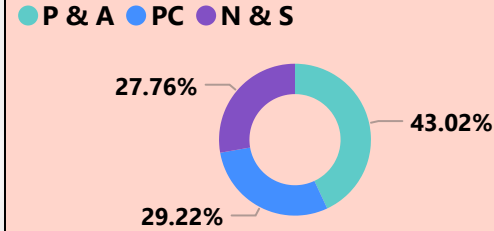
Q3

Q4

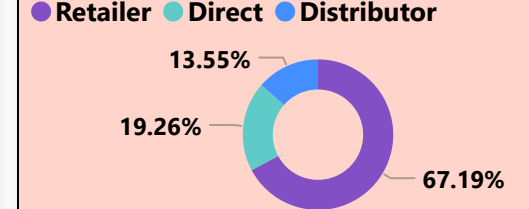
vs LY

YTD

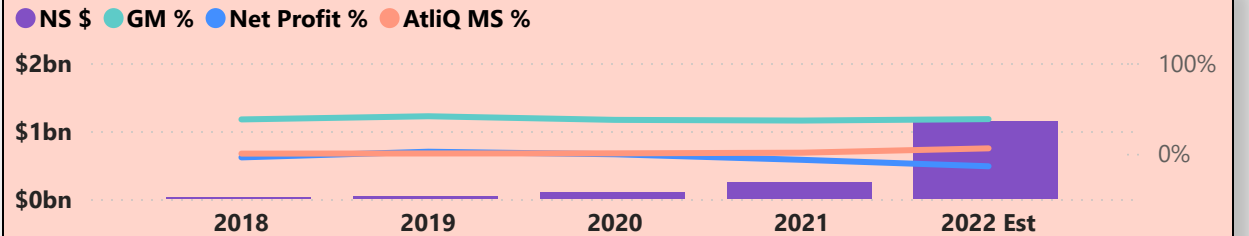
Revenue by Division



Revenue by Channel



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



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%