AtliQ Hardware

Business Insights 360

This Power BI project reveals valuable insights to support strategic and informed decision-making.

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Agenda
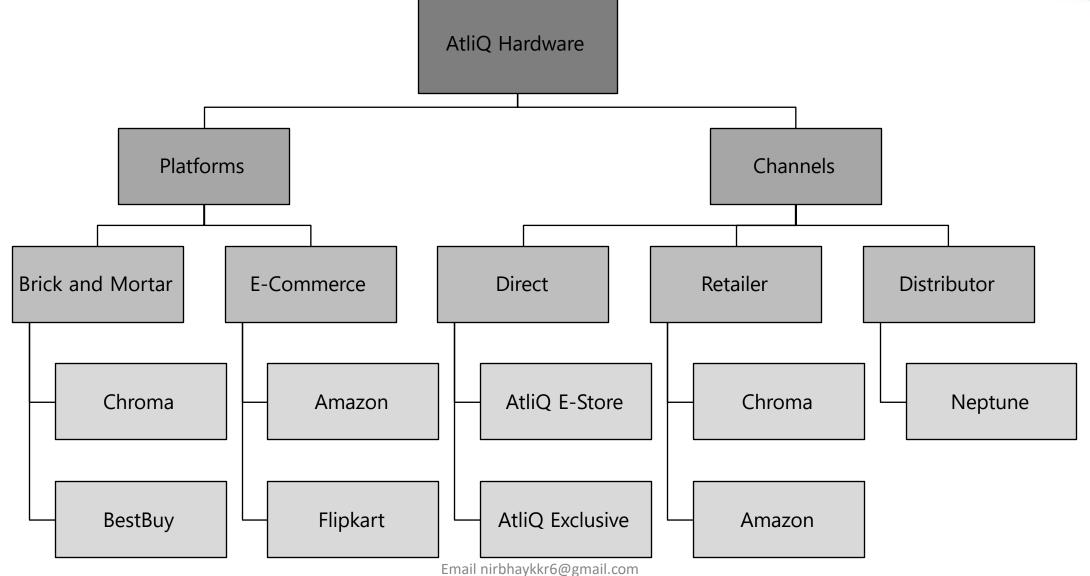
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Introduction

- AtliQ Hardware is one of the fastest-growing electronics companies with operations across the globe.

- AtliQ is leading manufacturer and supplier of computer hardware and selling products like PCs, printers, and accessories through channels & stores like Croma and BestBuy, as well as through platforms like Amazon and Flipkart.

Business Model

AtliQ Hardware

Platforms
- Brick and Mortar
  - Chroma
  - BestBuy
- E-Commerce
  - Amazon
  - Flipkart

Channels
- Direct
  - AtliQ E-Store
  - AtliQ Exclusive
- Retailer
  - Chroma
  - Amazon
- Distributor
  - Neptune

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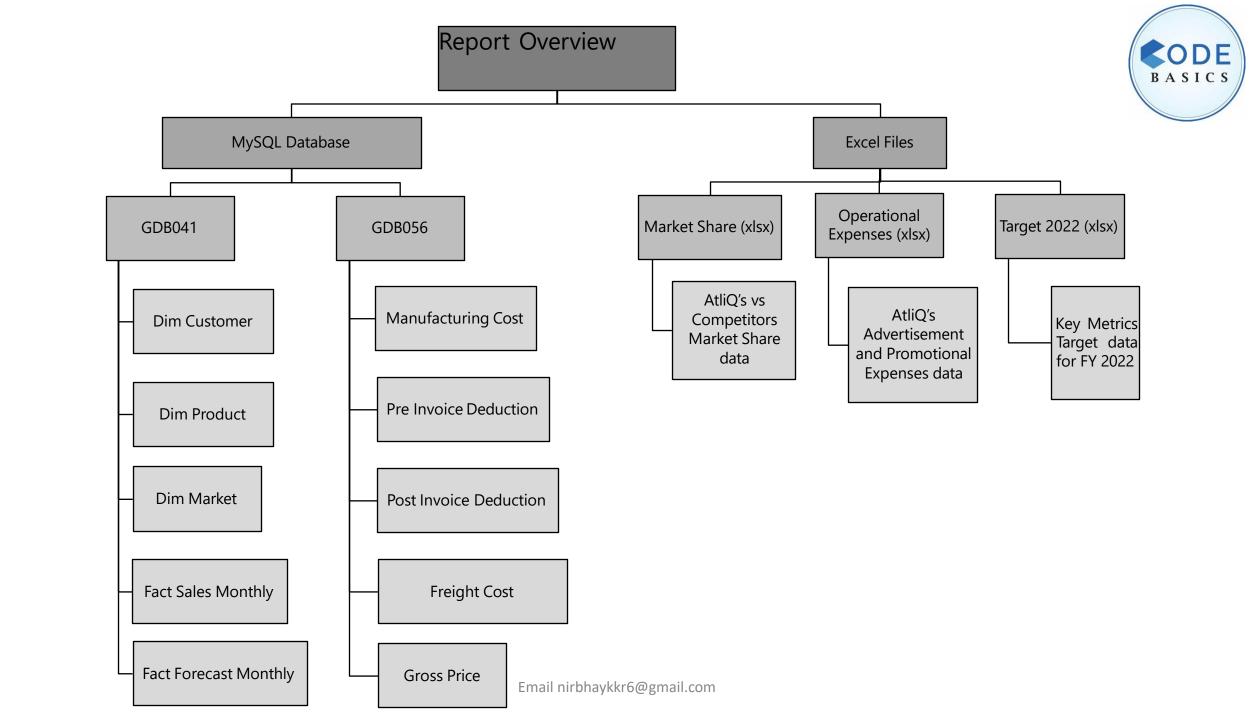
Problem Statement

AtliQ Hardware, recognized as one of the fastest-growing hardware companies in recent years, has demonstrated impressive expansion across global markets. However, this upward trajectory was met with significant financial challenges in the LATAM region, largely stemming from overreliance on Excel-based reporting, informal surveys, and intuition-led decisions. Acknowledging the critical gap in analytical rigor, the senior leadership has now prioritized the establishment of a dedicated Data Analytics team. By leveraging the advanced capabilities of Power BI, the company aims to transition from reactive judgments to proactive, insight-driven decision-making, ultimately fostering more sustainable and data-informed business growth.

Objective
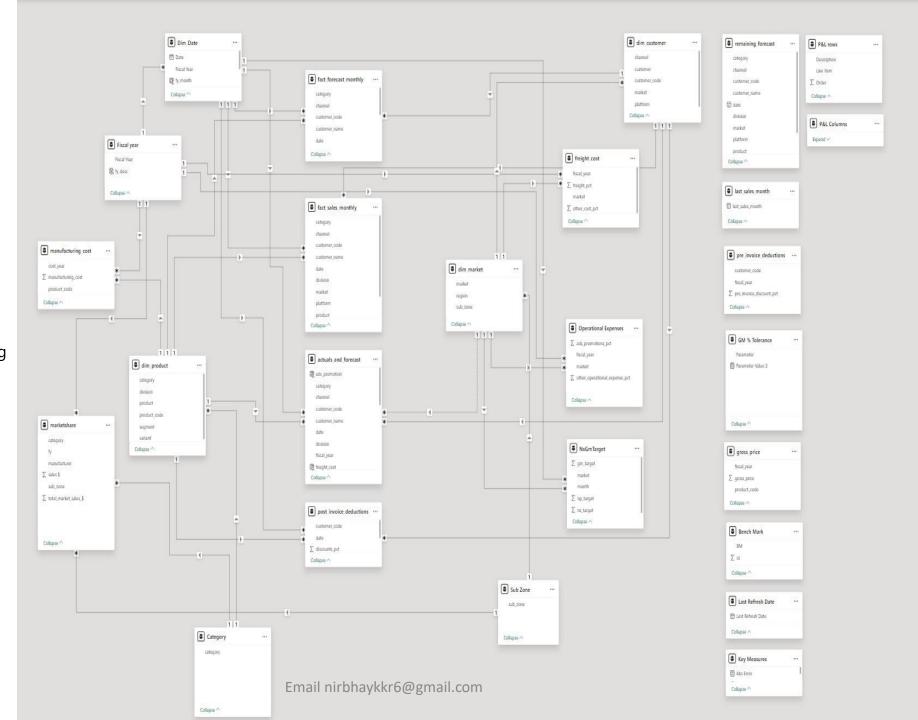
The primary objective of this project is to harness the full potential of Power BI in order to establish data transparency across organizational functions and empower leadership with precise, data-driven insights. As industry competitors continue to scale operations and the market landscape grows increasingly competitive, it has become strategically essential to shift from conventional reporting methods to advanced analytics. By enabling real-time, accurate visualizations and fostering a culture of data-backed decision-making, this initiative seeks to enhance business agility, support proactive planning, and ensure AtliQ Hardware maintains a strong and sustainable competitive advantage in the evolving market.

Report Overview

MySQL Database
- GDB041
  - Dim Customer
  - Dim Product
  - Dim Market
  - Fact Sales Monthly
  - Fact Forecast Monthly
- GDB056
  - Manufacturing Cost
  - Pre Invoice Deduction
  - Post Invoice Deduction
  - Freight Cost
  - Gross Price

Excel Files
- Market Share (xlsx)
  - AtliQ's vs Competitors Market Share data
- Operational Expenses (xlsx)
  - AtliQ's Advertisement and Promotional Expenses data
- Target 2022 (xlsx)
  - Key Metrics Target data for FY 2022

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CODE BASICS

Data Model

- We have Fact tables and the Dim tables fetched from the database.
- Relationship has been established between the Dim tables and the Fact tables using Snowflake schema.
- We have measures table that contains all the measures that were created within the scope of this project.
- Also we have some supporting tables

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Business Insights 360

Info

Support.

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.

Business Insights 360

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

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.
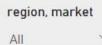
Last Refreshed Date :-26/05/2025

Sales Data Loaded Until Dec-21

Values are in Dollars and Millions

Finance Dashboard

Net Sales Performace Over Time

$111.37M ✓
LY: $29.11M (+282.57%)
Net Sales

41.20% ✓
LY: 0.37 (+10.08%)
GM %

41.20% ✓
LY: -0.04 (+1039.76%)
Net Profit %

Legend: ● Selected Year ● Selected Year -1

Chart axis: Sep 2018, Nov 2018, Jan 2019, Mar 2019, May 2019, Jul 2019 (value 0 to 10)

Filters:
- 2019 / 2021 / 2020 / 2022 Est
- region, market: All
- customer: All
- segment, categ...: All
- YTD / YTG
- Q1 / Q3 / Q2 / Q4

Profit and Loss Statement

Line Item	2019	LY	YoY Chg	YoY Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational_expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Top / Buttom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
⊞ APAC	71.33	245.08
⊞ NA	22.01	239.00
⊞ EU	17.22	881.12
⊞ LATAM	0.83	320.47
Total	111.37	282.57

segment	P & L values	P & L YoY Chg %
⊞ Notebook	32.40	336.01
⊞ Accessories	28.04	213.09
⊞ Peripherals	19.73	159.47
⊞ Networking	17.36	436.97
⊞ Storage	13.84	633.77
⊞ Desktop		0.00
Total	111.37	282.57

LY:- Last Year   GM:- Gross Margin   YoY:-Year on Year

Sales Dashboard

Business Insight 360

Performance Matrix

region ● APAC ● EU ● LATAM ● NA

Bubble chart plotting GM $ (y-axis, 0M to 20M) vs NS $ (x-axis, $0M to $40M):
- India (APAC) ~$40M NS, ~16M GM
- South Korea (APAC) ~$15M NS, ~7M GM
- USA (NA) ~$15M NS, ~4M GM
- France, Canada, Australia, Philipines clustered near origin

Customer Performance
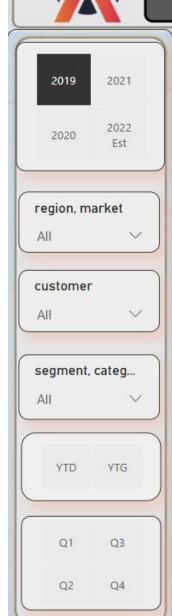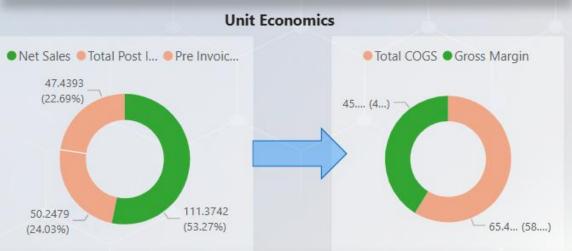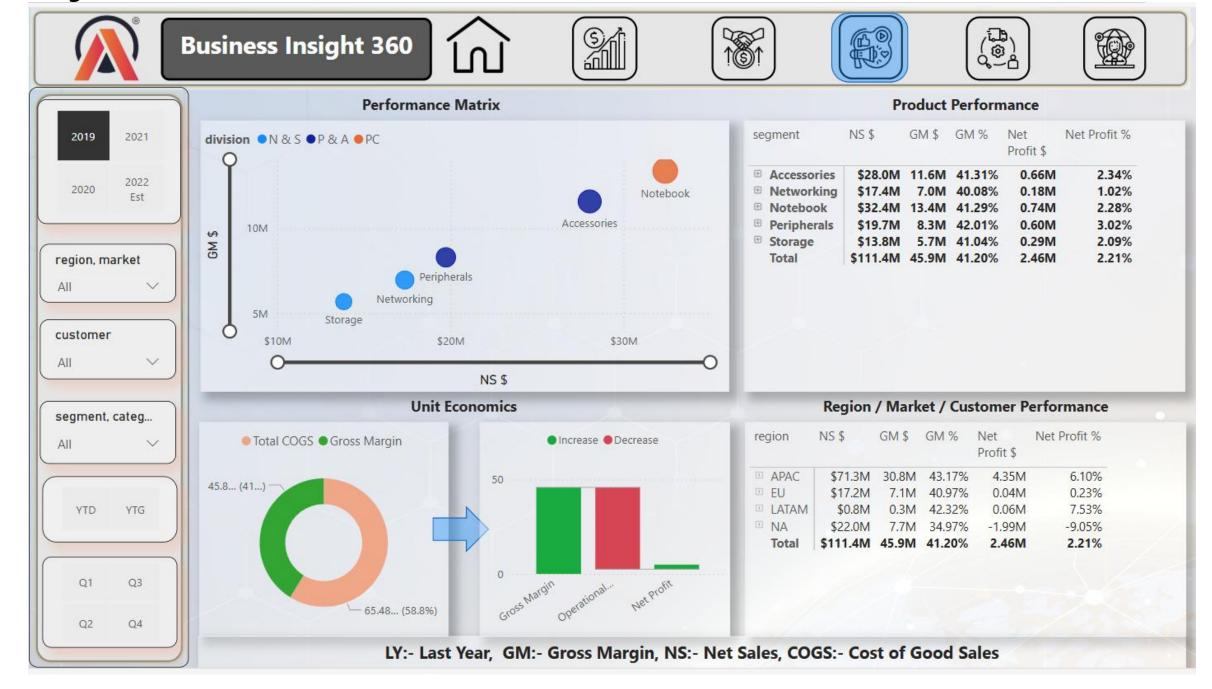
customer	NS $	GM $	GM %
Acclaimed Stores	$1.7M	0.6M	33.50%
AltiQ Exclusive	$9.9M	5.0M	50.58%
Amazon	$15.3M	6.4M	41.57%
Argos (Sainsbury's)	$0.4M	0.2M	43.03%
Atlas Stores	$0.2M	0.1M	39.84%
Atliq e Store	$9.1M	3.7M	40.99%
Atliq Exclusive	$1.8M	0.7M	36.58%
BestBuy	$1.0M	0.3M	31.46%
Billa	$0.4M	0.1M	40.48%
Boulanger	$0.3M	0.1M	38.54%
Total	**$111.4M**	**45.9M**	**41.20%**

Unit Economics

● Net Sales ● Total Post I... ● Pre Invoic...

Donut chart:
- 47.4393 (22.69%)
- 50.2479 (24.03%)
- 111.3742 (53.27%)

● Total COGS ● Gross Margin

Donut chart:
- 45.... (4...)
- 65.4... (58....)

Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	$28.0M	11.6M	41.31%
⊞ Networking	$17.4M	7.0M	40.08%
⊞ Notebook	$32.4M	13.4M	41.29%
⊞ Peripherals	$19.7M	8.3M	42.01%
⊞ Storage	$13.8M	5.7M	41.04%
Total	**$111.4M**	**45.9M**	**41.20%**

LY:- Last Year, GM:- Gross Margin, NS:- Net Sales

Sidebar filters:
- 2019, 2021, 2020, 2022 Est
- region, market: All
- customer: All
- segment, categ...: All
- YTD, YTG
- Q1, Q3, Q2, Q4

Marketing Dashboard

Business Insight 360

2019   2021   2020   2022 Est

region, market
All

customer
All

segment, categ...
All

YTD   YTG

Q1   Q3

Q2   Q4

Performance Matrix

division ● N & S ● P & A ● PC

GM $

10M

5M

$10M $20M $30M

Notebook
Accessories
Peripherals
Networking
Storage

NS $

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	$28.0M	11.6M	41.31%	0.66M	2.34%
⊞ Networking	$17.4M	7.0M	40.08%	0.18M	1.02%
⊞ Notebook	$32.4M	13.4M	41.29%	0.74M	2.28%
⊞ Peripherals	$19.7M	8.3M	42.01%	0.60M	3.02%
⊞ Storage	$13.8M	5.7M	41.04%	0.29M	2.09%
Total	$111.4M	45.9M	41.20%	2.46M	2.21%

Unit Economics

● Total COGS ● Gross Margin

45.8... (41...)

65.48... (58.8%)

● Increase ● Decrease

50

0

Gross Margin   Operational...   Net Profit

Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊡ APAC	$71.3M	30.8M	43.17%	4.35M	6.10%
⊡ EU	$17.2M	7.1M	40.97%	0.04M	0.23%
⊡ LATAM	$0.8M	0.3M	42.32%	0.06M	7.53%
⊡ NA	$22.0M	7.7M	34.97%	-1.99M	-9.05%
Total	$111.4M	45.9M	41.20%	2.46M	2.21%

LY:- Last Year, GM:- Gross Margin, NS:- Net Sales, COGS:- Cost of Good Sales

Supply Chain Dashboard

Business Insight 360
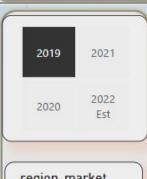
2019	2021			
2020	2022 Est			

region, market
All ⌄

customer
All ⌄

segment, categ...
All ⌄

YTD	YTG

Q1	Q3
Q2	Q4

86.45% ✓
LY: 80.31% (+7.65%)
Forecast Accuracy

637.48K ✓
LY: 677.9K (-5.96%)
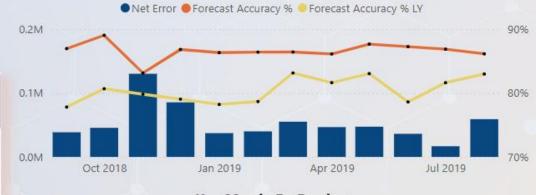**Net Error**

1547.8K !
LY: 813.7K (+90.21%)
Net Profit %

Key Matrix By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error % ▲	Risk
AltiQ Exclusive	74.90%	66.16%	47252	5.57%	Excess Inventry
Amazon	78.07%	69.56%	48677	3.19%	Excess Inventry
Argos (Sainsbury's)	56.06%	55.33%	3879	8.40%	Excess Inventry
Atliq e Store	76.51%	68.38%	37982	4.08%	Excess Inventry
Atliq Exclusive	49.91%	41.01%	45280	19.03%	Excess Inventry
Boulanger	45.56%	40.83%	1993	6.08%	Excess Inventry
Croma	48.82%	44.74%	45283	20.07%	Excess Inventry
Digimarket	52.62%	44.10%	19920	17.38%	Excess Inventry
Ebay	51.05%	51.42%	12676	4.13%	Excess Inventry
Electricalsara	52.73%	41.97%	7222	28.88%	Excess
Total	**86.45%**	**80.31%**	**637478**	**5.58%**	**Excess Inventry**

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Matrix By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error % ▲	Risk
⊞ Networking	81.50%	84.87%	305573	18.49%	Excess Inventry
⊞ Storage	80.25%	88.60%	432521	19.49%	Excess Inventry
⊞ Accessories	90.20%	79.13%	-56895	-0.89%	Out of stock
⊞ Notebook	83.02%	85.46%	-29145	-15.94%	Out of stock
⊞ Peripherals	85.06%	79.51%	-14576	-1.48%	Out of stock
Total	**86.45%**	**80.31%**	**637478**	**5.58%**	**Excess Inventry**

LY:- Last Year, GM:- Gross Margin, NS:- Net Sales

Executive Dashboard

Filters:
- 2019 | 2021
- 2020 | 2022 Est
- region, market: All
- customer: All
- segment, categ...: All
- YTD | YTG
- Q1 | Q3
- Q2 | Q4

Key Metrics

$111,374K !
LY: $29,112K (+282.57%)
NS &

0.0K% !
LY: 0.0K (+10.08%)
GM %

1547.8K !
LY: 813.7K (+90.21%)
NP %

86.45% ✓
LY: 80.31% (+7.65%)
Forecast Accuracy

Yearly Trend by Revenue, GM%, Net Profit %, MS%

NS $, GM %, Atliq MS % and Net Profit % by fiscal_year

● NS $ ● GM %   ● Atliq MS %   ● Net Profit %

Revenue By Channel

chan... ● Retailer ● Direct
- $16.98M (15.25%)
- $19.0... (17....)
- $75.34M (67.64...)

Revenue By Division

divisi... ● N & S ● P & A ● PC
- $32.40M (29.09%)
- $31.20M (28.01%)
- $47.78M (42.9%)

Top 5 Customer By Revenue

customer	RC %	GM %
AltiQ Exclusive	0.09	50.58%
Leader	0.05	48.13%
Neptune	0.01	46.06%
Taobao	0.00	45.55%
Croma	0.02	45.54%
Total	**0.17**	**48.95%**

Top 5 Product By Revenue

product	RC %	GM %
AQ 5000 Series Electron 8 5900X Desktop Processor	0.03	42.51%
AQ 5000 Series Electron 9 5900X Desktop Processor	0.03	42.34%
AQ 5000 Series Ultron 8 5900X Desktop Processor	0.04	42.42%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	0.01	42.78%
AQ Smash 1	0.01	42.01%
Total	**0.13**	**42.42%**

Key Insights By Sub Zone

sub_zone	NS $	RC %	GM %	Net Profit $	Atliq MS %	Net Error %	Ris
ANZ	$4,737,747.04	0.04	42.56%	483,133.58	0.24	23.78%	Exc
India	$37,765,145.31	0.34	42.34%	-90,254.43	0.24	18.80%	Exc
LATAM	$825,810.36	0.01	42.32%	62,156.93	0.24	-27.25%	Ou
NA	$22,005,980.30	0.20	34.97%	-1,992,025.08	0.24	-36.96%	Ou
NE	$6,831,888.76	0.06	36.77%	-735,432.55	0.24	-6.60%	Ou
ROA	$28,822,833.00	0.26	44.35%	3,956,596.44	0.24	17.07%	Exc
SE	$10,384,765.85	0.09	43.73%	775,825.04	0.24	-21.55%	Ou
Total	**$111,374,170.63**	**1.00**	**41.20%**	**2,459,999.94**	**0.24**	**5.58%**	**Exc**

LY:- Last Year, GM:- Gross Margin, NS:- Net Sales