



# Business Insights 360

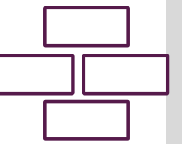
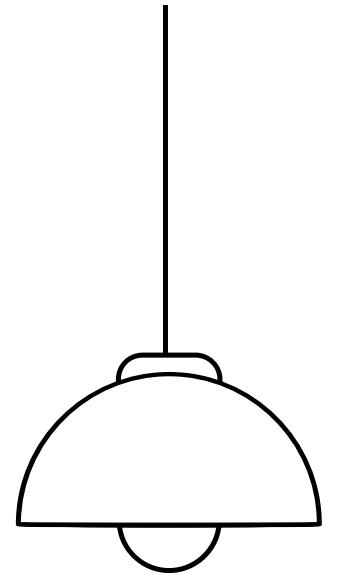
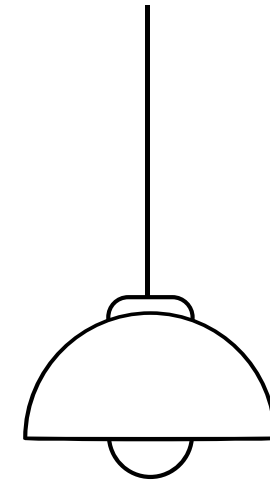
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# ABOUT COMPANY

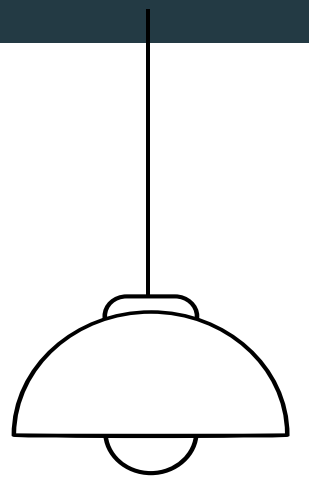
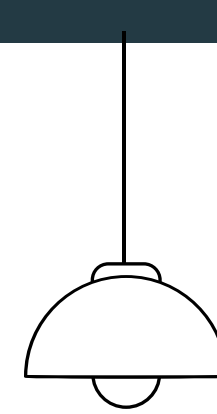
**Atliq, a global hardware provider, offers a comprehensive range from notebooks to networking solutions, catering worldwide. Their commitment to quality and innovation ensures top-tier technology across diverse segments.**



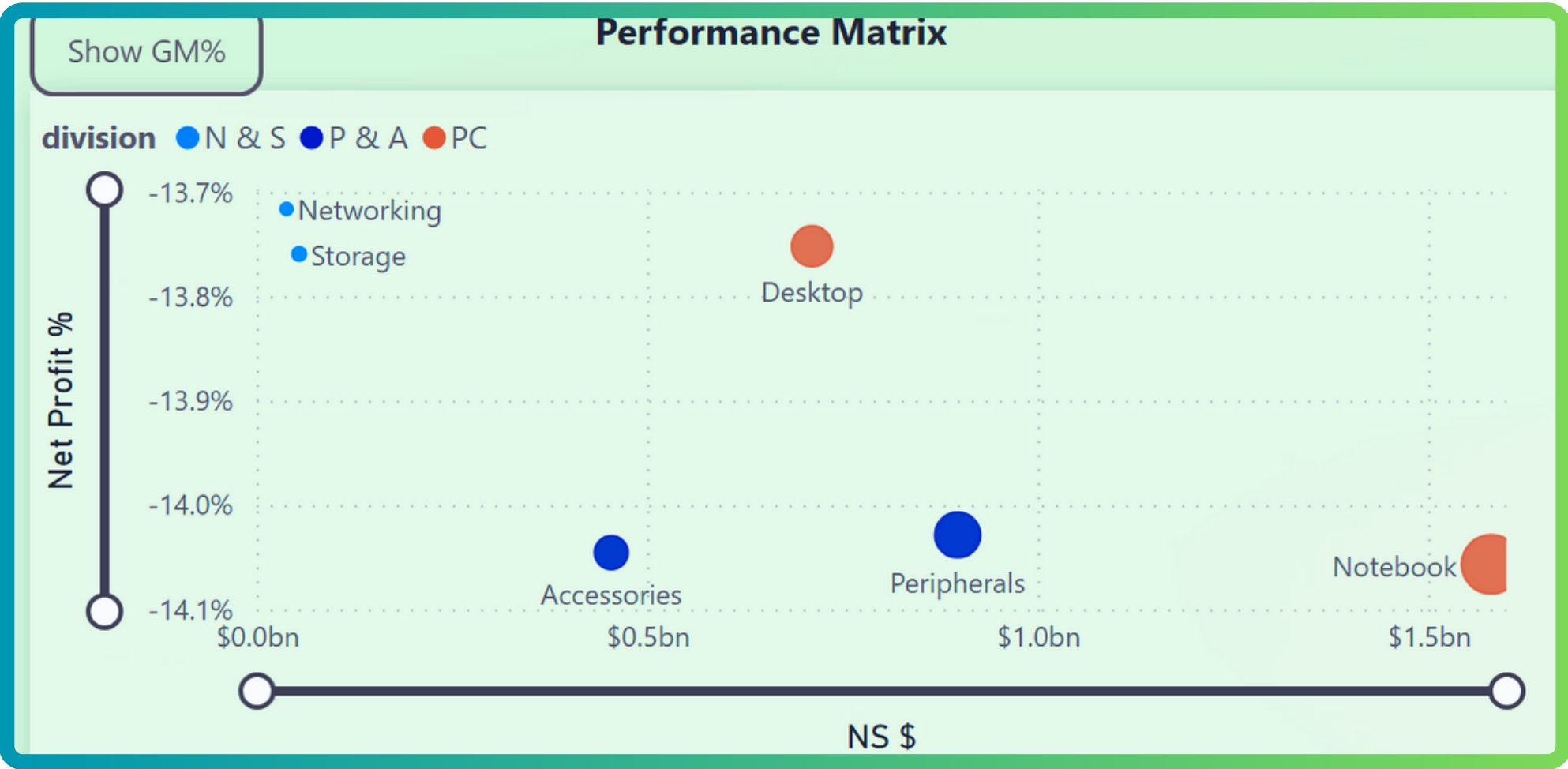
# OBJECTIVE



Enhance transparency and facilitate data-driven decision-making across diverse markets and functions to achieve a measurable 10% increase in overall profits.



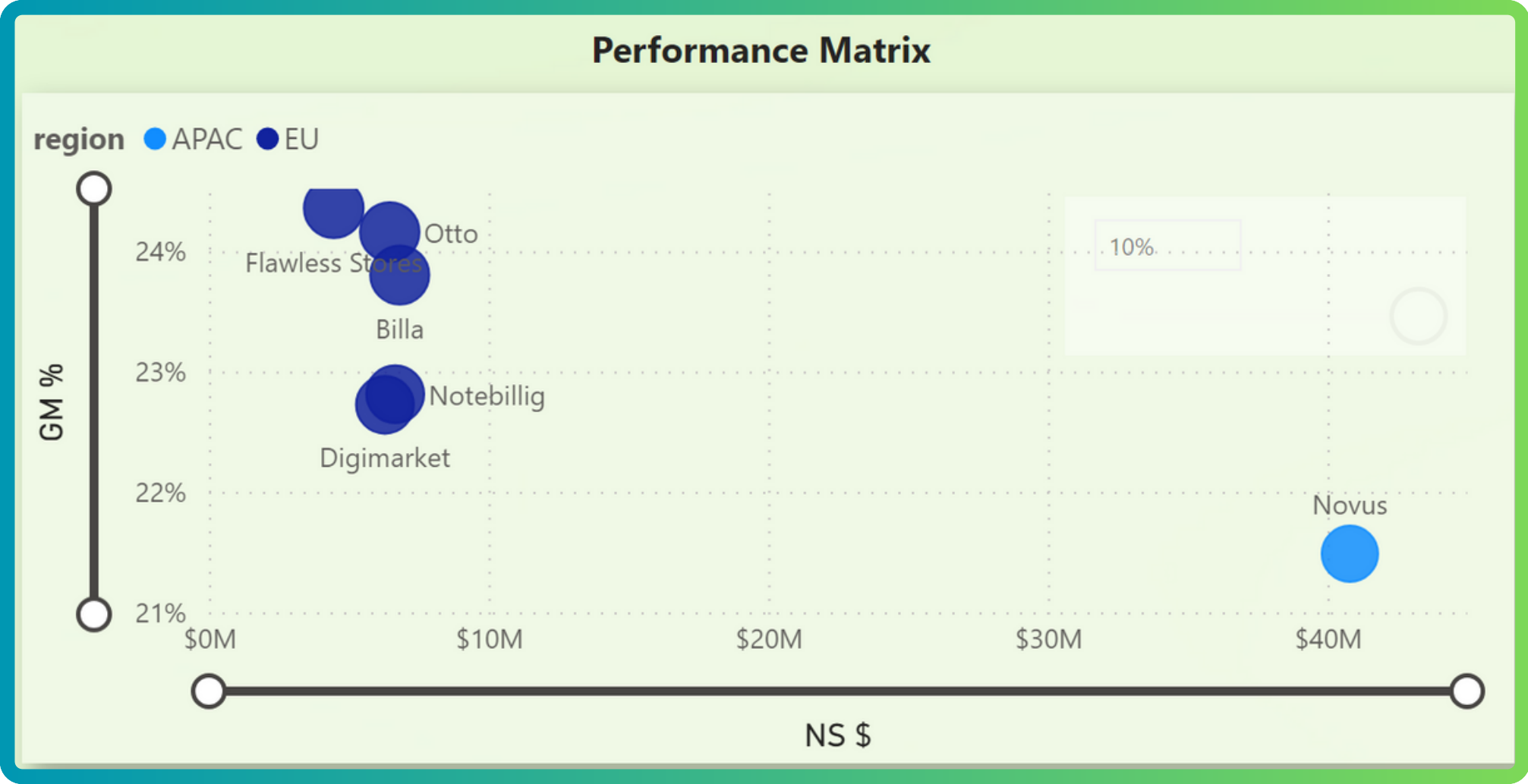
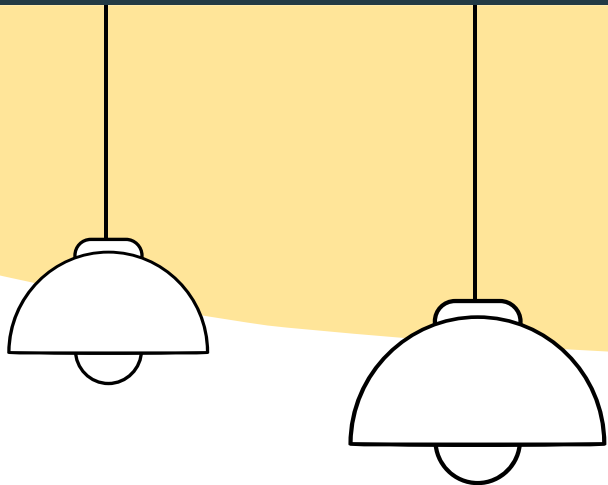
# PRODUCT PERFORMANCE



In 2022,notebook achieved a substantial net sales of 1580.43 M boasting a 38% gross margin .However net profit decline to -14.06%

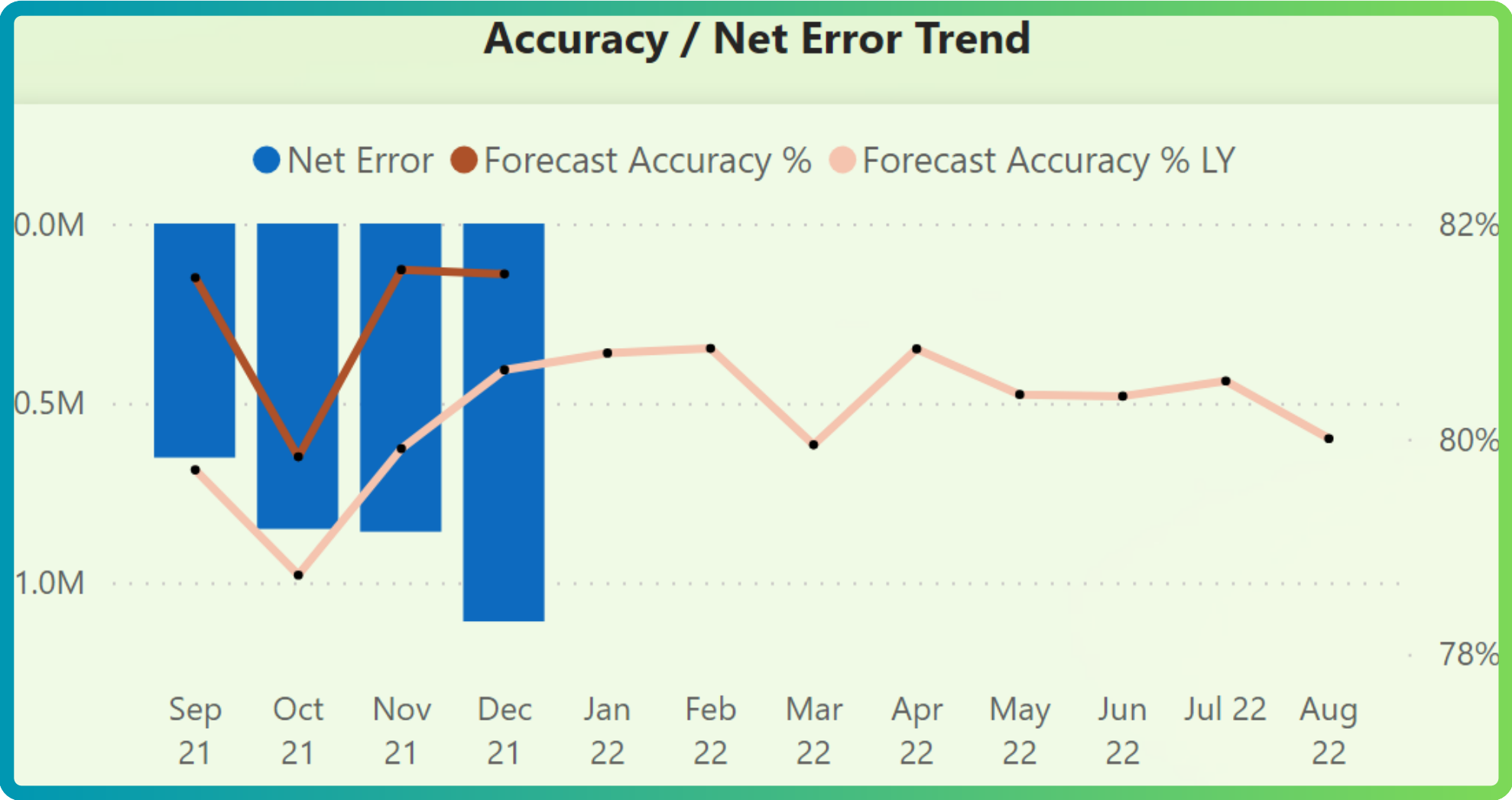
In 2022, networking generated 38.43 M in net sales boasting a higher gross margin of 38.5% .Despite this, net profit decline of -13.72%

# CUSTOMER PERFORMANCE



Nova , Digimarket, Notebilling, Otto, Billa, Flawless Store are performing 10% below the Gross Margin target.

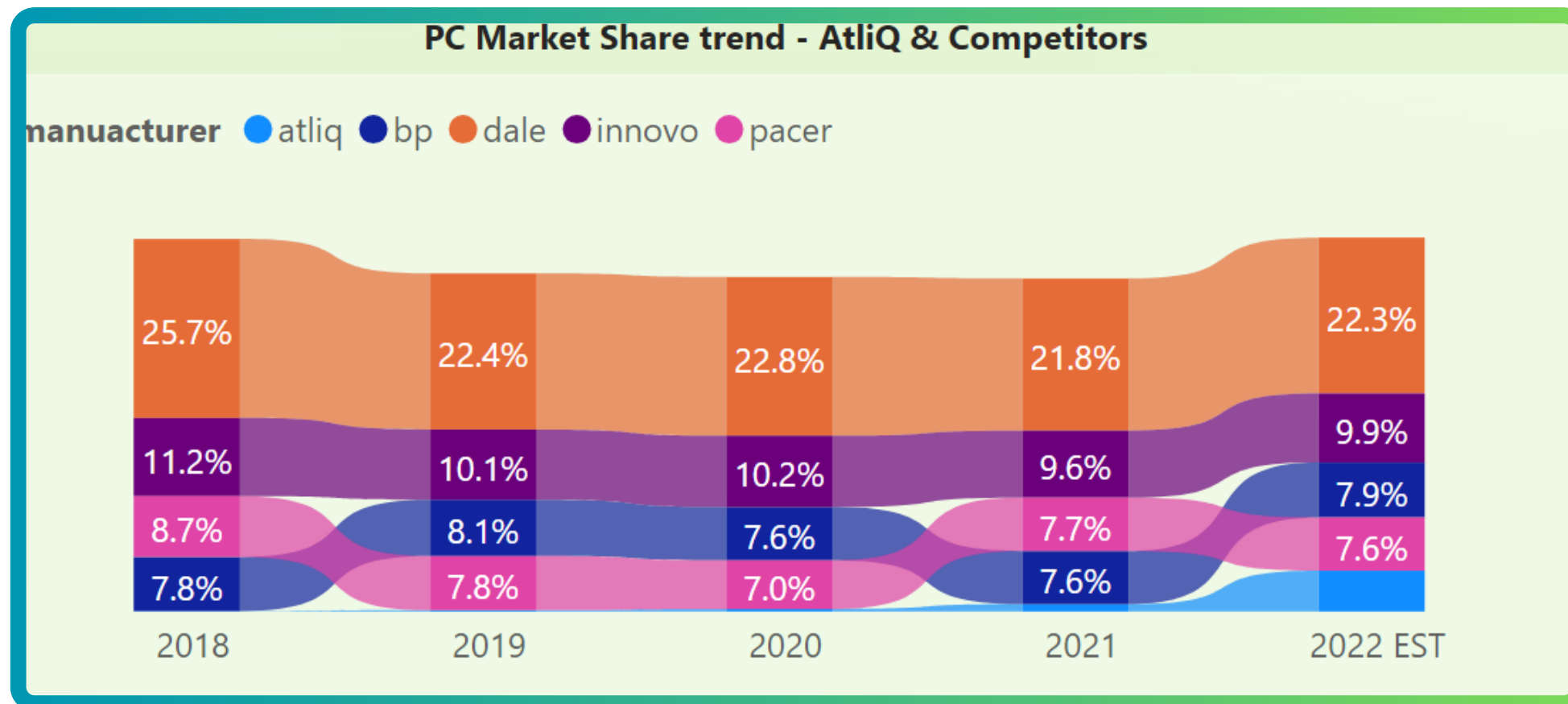
# FORECAST ACCURACY & NET ERROR



Forecast Accuracy for 2022 improved significantly reaching 81.53% by Dec 2021, surpassing the previous year performance.

In Dec 2021, the net error was recorded at -11093617 indicating instances of out of stock situations

# PC MARKET SHARE ANALYSIS



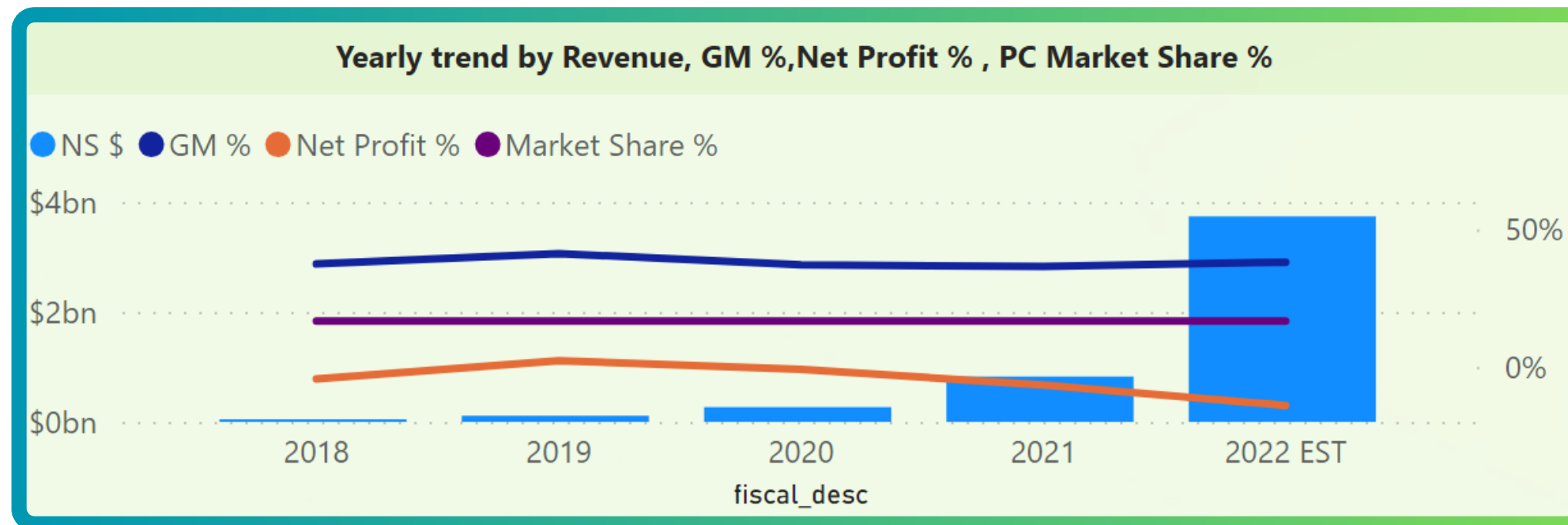
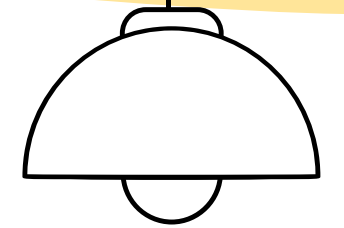
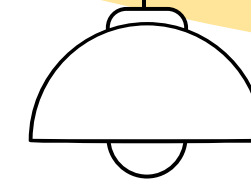
AtliQ PC market share surged from 1.2% to a substantial 5.9% in 2022, showing remarkable growth in the market

In 2022 ,AtliQ soared to a 16.4% in Southeast Asia and 13.3 % in India .

In 2022, LATAM secured market share of 0.3 % reflecting a lower market presence compared to other regions.



# REVENUE, GM%, NET PROFIT,PC MARKET SHARE TREND



**Net Sales:** Showing a steady upward trajectory.

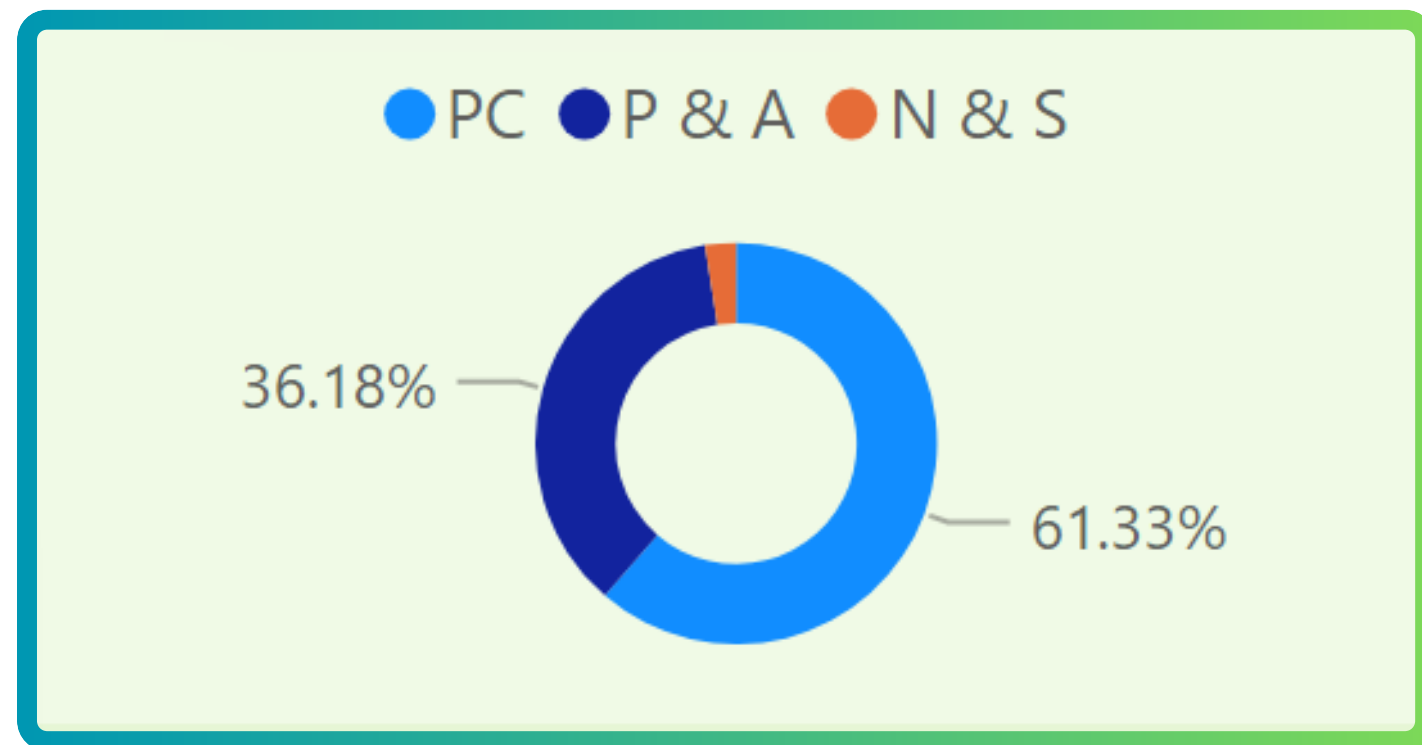
**Net Profit:** Demonstrating a decline over the years.

**PC Market Share:** Exhibiting consistent growth.

**Gross Margin:** Reflecting a modest yearly increase.



# DIVISIONAL REVENUE COMPOSITION



PC contributes 61.33%  
N & S contributes 2.49%  
P & A contributes 36.18%

## TOP 5 CUSTOMERS BY REVENUE

- Amazon
- AtliQ Exclusive
- AtliQ e Store
- Flipkart
- Sage



**AtliQ exclusive**



# TOP 5 PRODUCTS BY REVENUE

- AQ Home Allin 1 Gen 2
- AQ BZ Allin 1 Gen 2
- AQ Home Allin 1
- AQ smash 2
- AQ Smash 1

