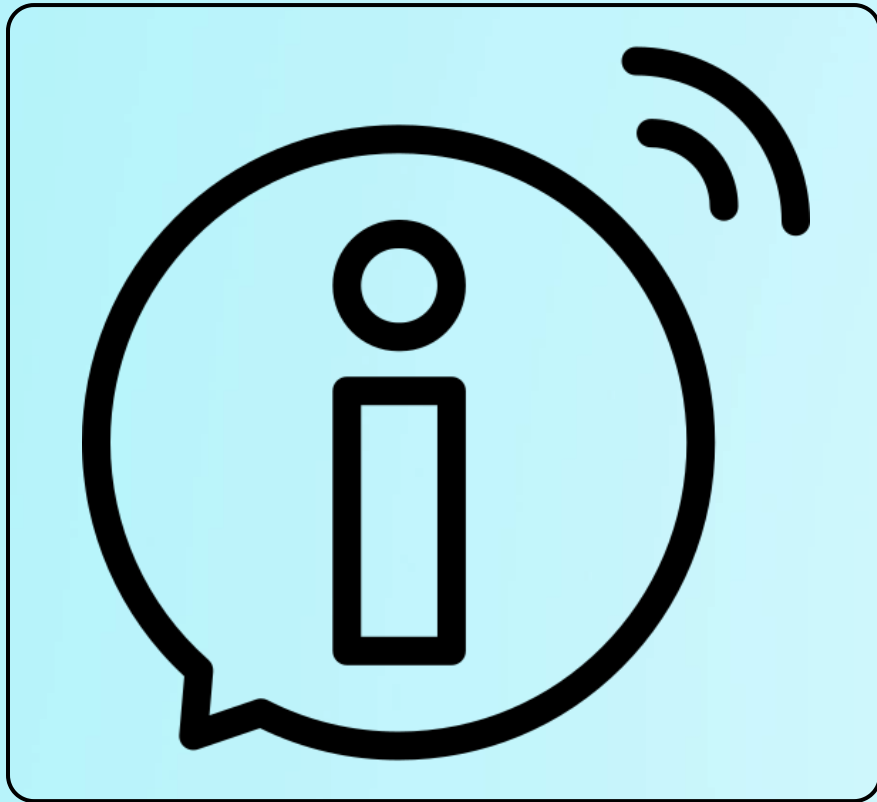




Business Insight 360



Info

Overview of **AtliQ Hardware** and get to know the details about Company how it works.



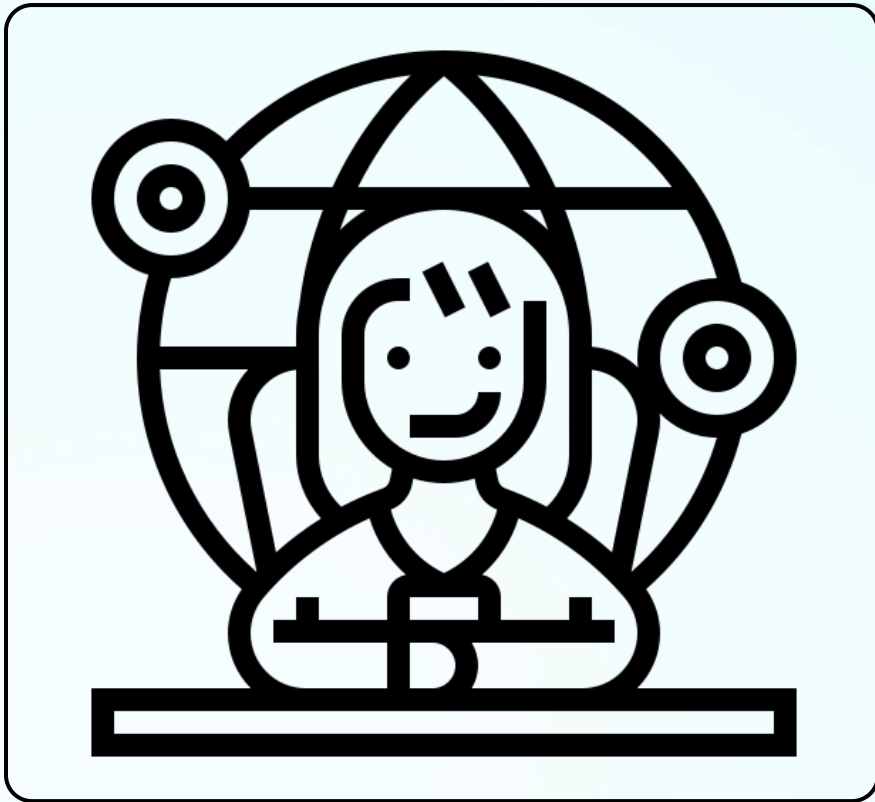
Finance View

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



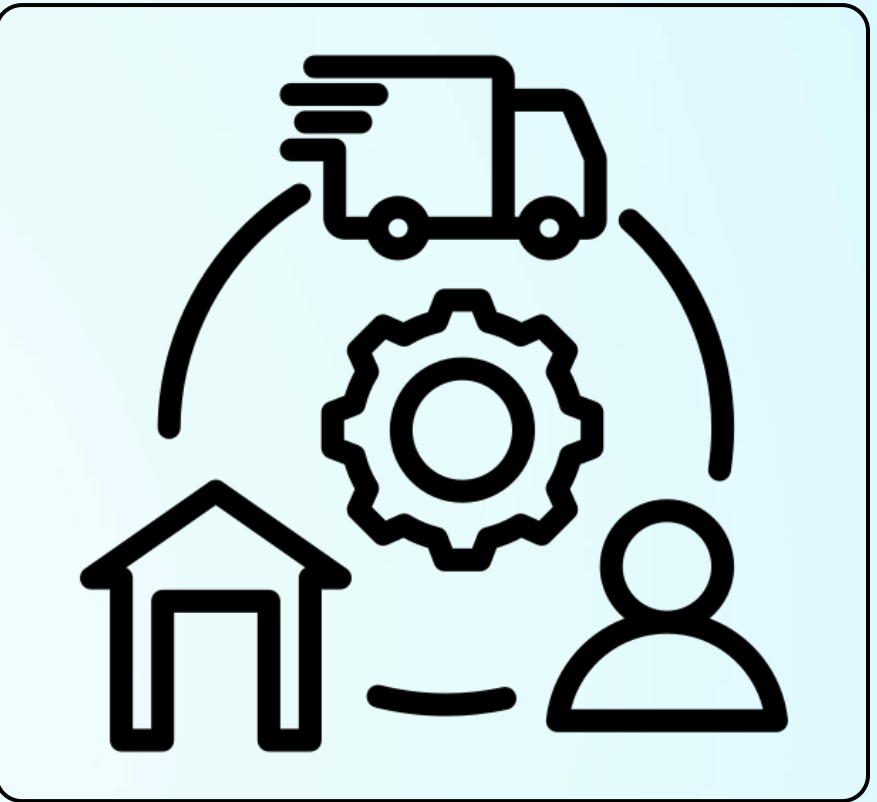
Sales View

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.



Support

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



AtliQ Hardware Company Overview



Introduction

AtliQ Hardware is a Specialized company engaged in the sale of a wide range of computer hardware products including like **P.C, Storage Device, Computer Peripherals or Networking Devices etc.**

Primary Customers like :- **Amazon, Flipcart & Croma** and Retailers purchase their products and Sell to Consumers.

Introduction of platforms Overview

AtliQ Hardware has **two Primary Sales Platforms:-**

a). Brick & Mortar

Ex- Croma, Best buy etc.

Physical store where **consumers** can buy AtliQ Hardwares Products

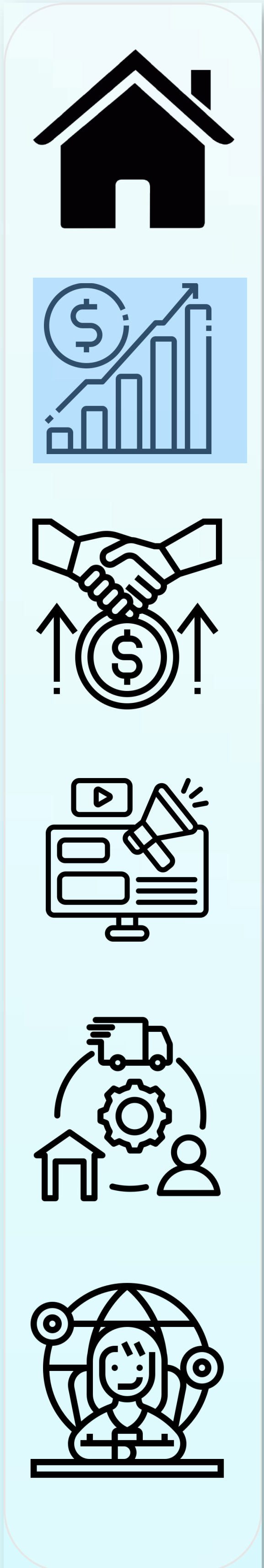
b). E-Commerce

Eg:- Amazon & Flipcart etc.

Consumers Browse & buy AtliQ Hardware Product **Online.**



	2018	2019	2020	2021	2022	Total
Sum of gross_sale_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
Sum of net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
Sum of post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
Sum of post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
Sum of net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M



segment, category, pr...

All

vs LY vs Target

The chart displays two metrics over time. The 'vs BM' metric (light blue line) starts at approximately 350 in Sep 2021, rises to a peak of about 620 in Dec 2021, and then drops to around 320 in Jan 2022, remaining relatively stable between 310 and 340 through Jul 2022. The 'Selection' metric (dark blue line) starts at approximately 285 in Sep 2021, rises to a peak of about 510 in Dec 2021, and then drops to around 265 in Jan 2022, remaining relatively stable between 250 and 275 through Jul 2022.

Month	Selection	vs BM
Sep 2021	285	350
Oct 2021	360	440
Nov 2021	490	590
Dec 2021	510	620
Jan 2022	265	325
Feb 2022	255	315
Mar 2022	270	330
Apr 2022	265	325
May 2022	265	325
Jun 2022	255	315
Jul 2022	270	335
Aug 2022	265	325

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %		
+	APAC	1,923.77	335.27	+	Accessories	454.10	85.46
+	EU	775.48	286.26	+	Desktop	711.08	1,431.55
+	LATAM	14.82	368.40	+	Networking	38.43	-14.89
+	NA	1,022.09	474.40	+	Notebook	1,580.43	493.06
			+	Peripherals	897.54	439.03	
			+	Storage	54.59	0.32	
				Total	3,736.17	353.50	

BM = Benchmark, LY =Last Year

region, market

All

customer

All

segment, category, p...

All

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GS \$	GM %
Amazon	\$496.88M	\$1,001.63M	36.78%
AtliQ Exclusive	\$361.12M	\$616.53M	46.01%
Atliq e Store	\$304.10M	\$613.37M	36.88%
Sage	\$127.86M	\$282.41M	31.53%
Leader	\$117.32M	\$262.78M	30.70%
Flipkart	\$138.49M	\$253.63M	42.14%
Ebay	\$91.60M	\$186.22M	36.09%
Neptune	\$105.69M	\$176.40M	46.70%
Acclaimed Stores	\$73.36M	\$139.74M	40.32%
Electricalsocity	\$67.76M	\$137.91M	36.03%
Electricalslytical	\$68.05M	\$135.93M	37.24%
Staples	\$64.20M	\$124.59M	38.92%
walmart	\$72.41M	\$124.11M	45.66%
Propel	\$61.59M	\$122.51M	37.38%
Synthetic	\$52.24M	\$119.94M	28.25%
Costco	\$61.81M	\$119.59M	39.07%
Expression	\$53.51M	\$114.36M	32.98%
Total	\$3,736.17M	\$7,370.14M	38.08%

Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.0965175089M	172.61M	38.01%
Desktop	\$711.0765578699M	272.39M	38.31%
Networking	\$38.4349189382M	14.78M	38.45%
Notebook	\$1,580.431169128M	600.96M	38.03%
Peripherals	\$897.5379242353M	341.22M	38.02%
Storage	\$54.5934431909M	20.93M	38.33%
Total	\$3,736.170530871M	1,422.88M	38.08%

Performance Matrix

vs LY

vs Target


● APAC ● EU ● LATAM

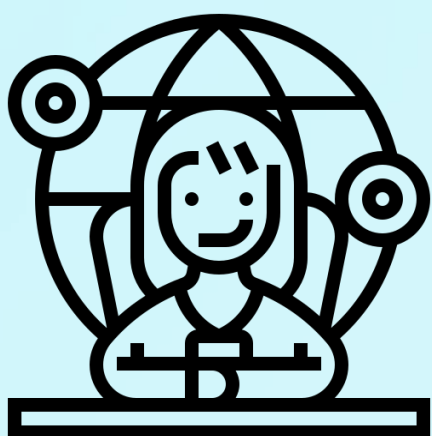





8.00%

Unit Economics

● Net Sales ● Total Post Invoice Deducti... ● Pre Invoice De...

● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, product

All

20182019202020212022 ...Q1Q2Q3Q4YTDYTG

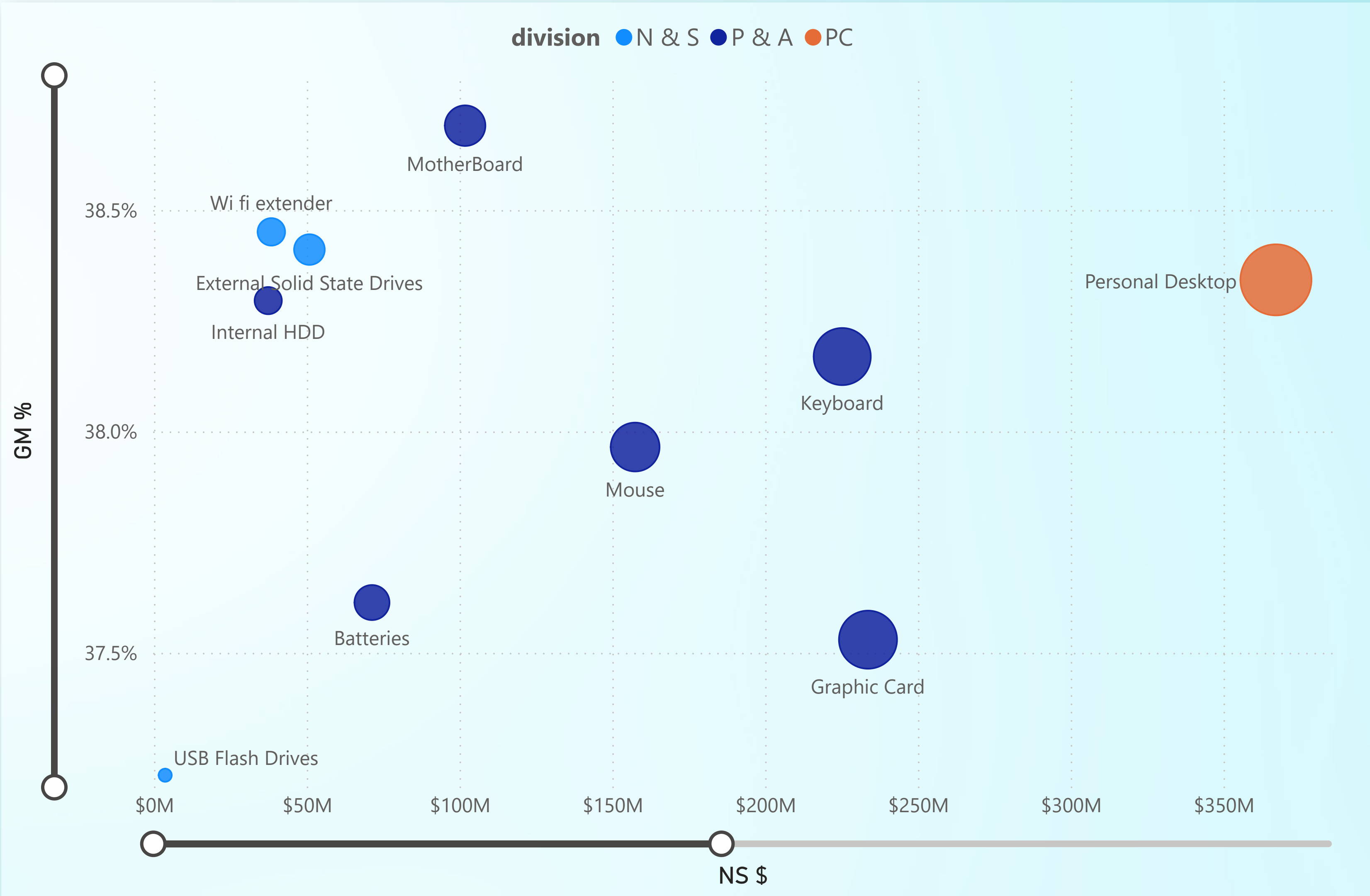
2022 ...

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

Show NP %



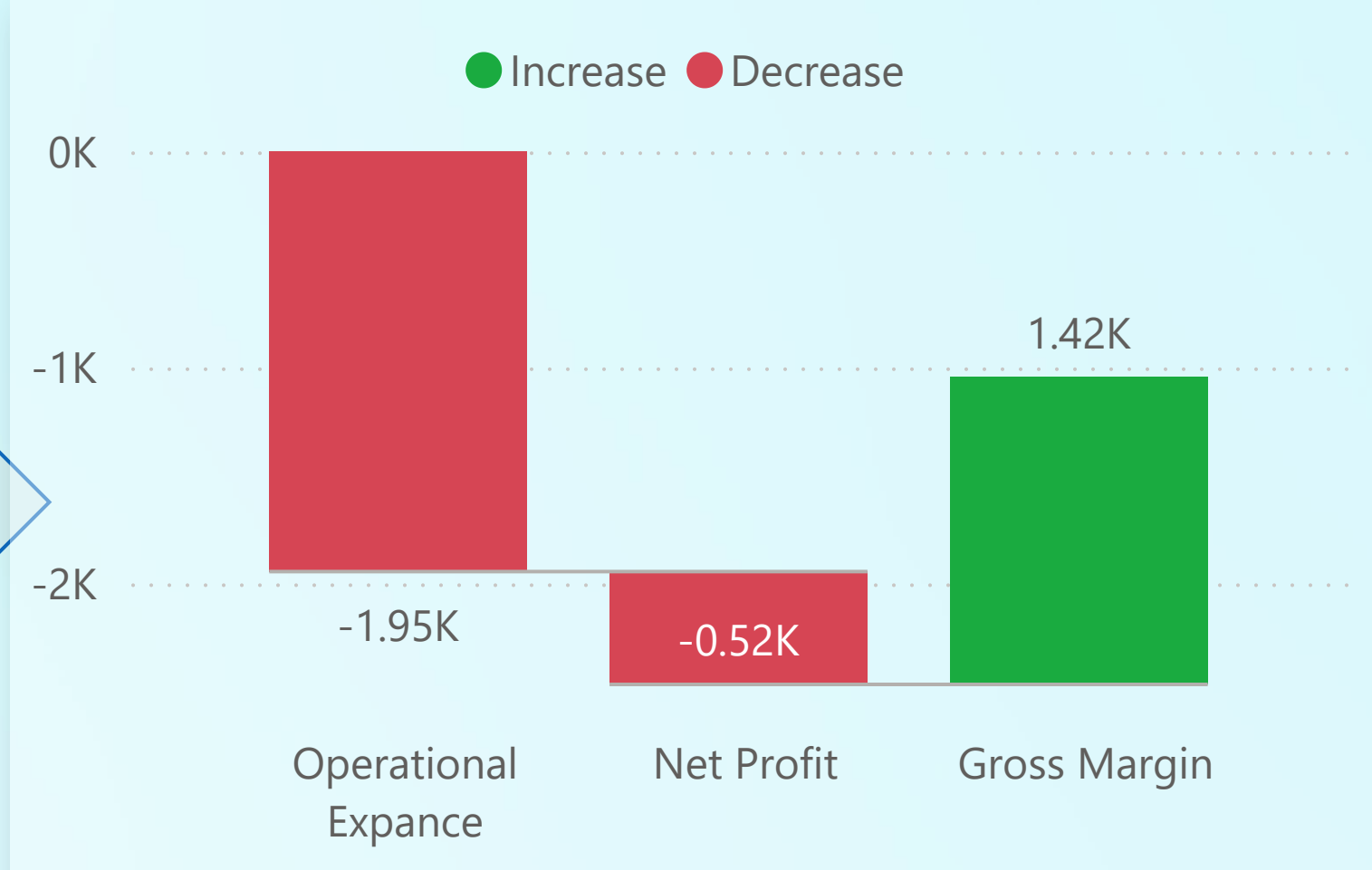
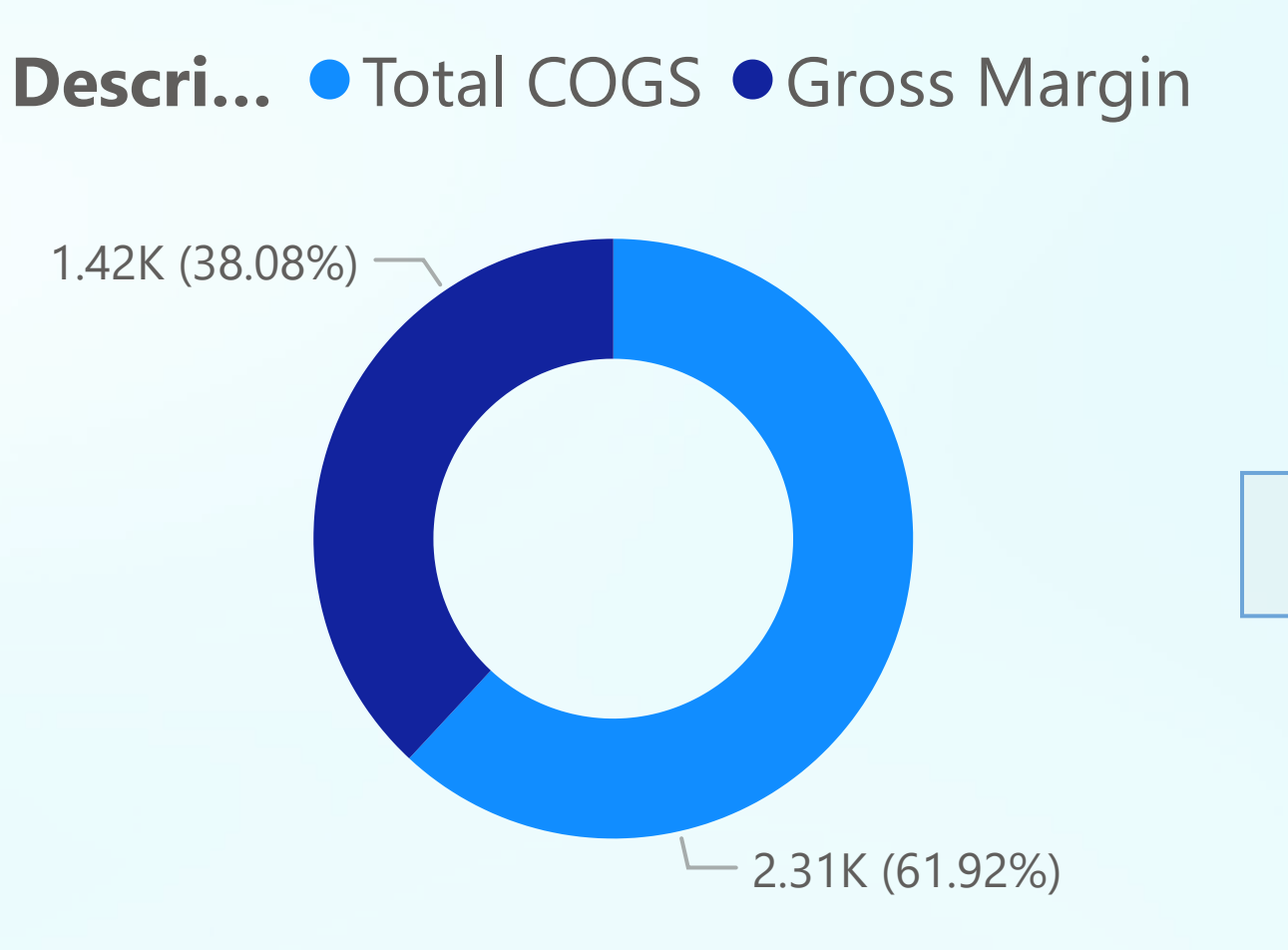
Product	Division	NS \$	GM %
Personal Desktop	PC	\$350M	38.4%
MotherBoard	P & A	\$100M	38.7%
Keyboard	P & A	\$230M	38.1%
Mouse	P & A	\$160M	37.9%
Graphic Card	P & A	\$230M	37.5%
Batteries	P & A	\$70M	37.6%
Wi fi extender	N & S	\$40M	38.5%
External Solid State Drives	N & S	\$50M	38.4%
Internal HDD	P & A	\$40M	38.3%
USB Flash Drives	N & S	\$10M	37.2%

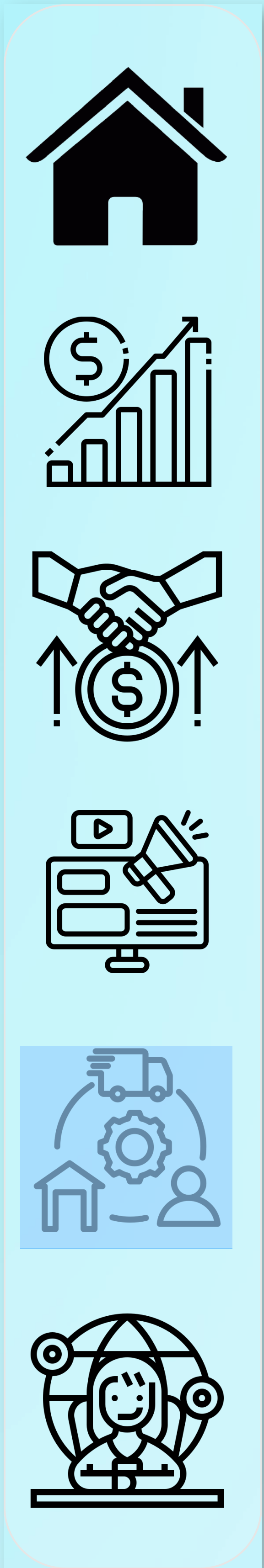
Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.8206319974M	5.19M	35.02%	-0.44M	-2.95%
EU	\$775.4825164029M	267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.094592129M	459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.772790342M	690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.170530871M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

Descr...Total COGSGross Margin





81.17%✓
LY: 0.80 (+1.2%)

Forecast Accuracy

-3472.7K✓
LY: -751.7K (+361.97%)

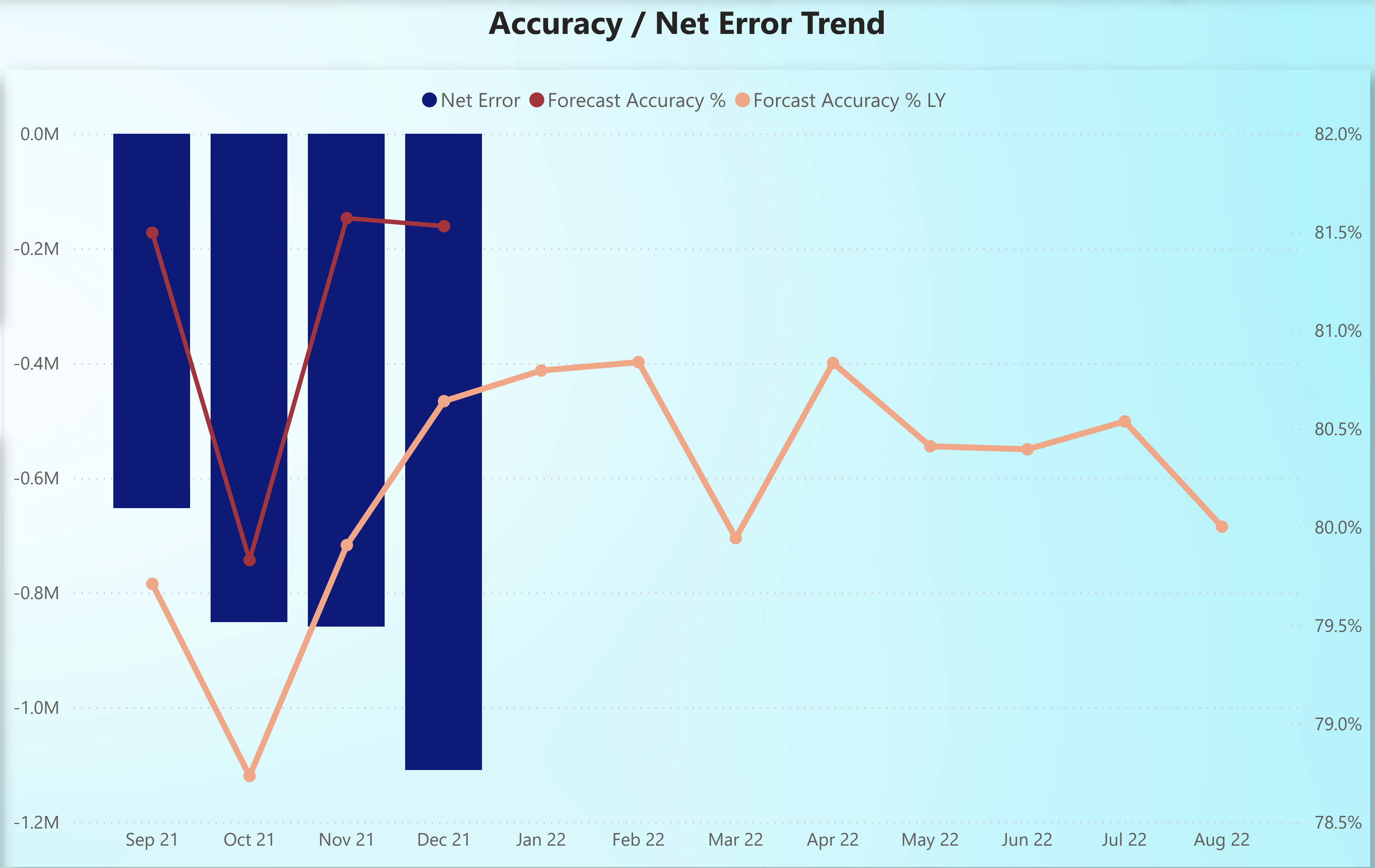
Net Error

6899.0K!
LY: 9780.7K (-29.46%)

ABS Error


Key Metrics By Customer

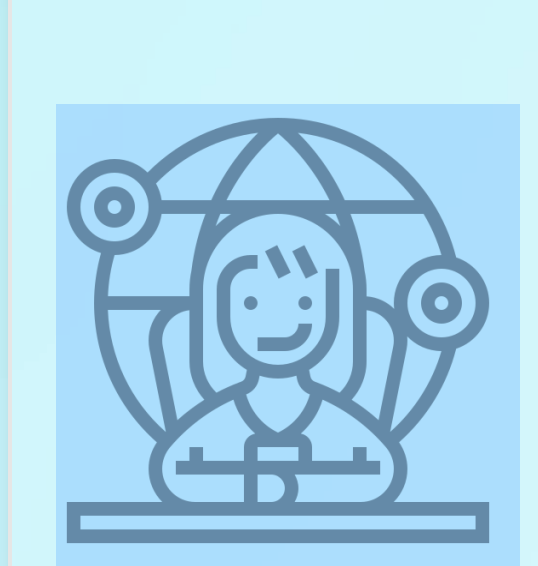





customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	73.79%	0.75	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	0.72	-359242	-11.91%	OOS
Atliq e Store	74.22%	0.75	-294868	-9.65%	OOS
Electricalsocity	36.28%	0.50	-224226	-34.43%	OOS
Synthetic	30.36%	0.38	-191078	-36.09%	OOS
Novus	25.04%	0.25	-187343	-40.83%	OOS
Girias	31.58%	0.45	-154361	-31.74%	OOS
Expression	35.94%	0.44	-140660	-27.47%	OOS
Vijay Sales	30.76%	0.43	-137937	-25.92%	OOS
Propel	42.18%	0.47	-135662	-23.13%	OOS
Viveks	33.27%	0.43	-129058	-28.95%	OOS
Reliance Digital	34.59%	0.45	-122328	-24.97%	OOS
Elkjøp	26.90%	0.54	-115397	-60.92%	OOS
Forward Stores	10.77%	0.51	-109913	-71.10%	OOS
Electricalslytical	45.55%	0.51	-102814	-16.07%	OOS
Media Markt	28.17%	0.53	-101119	-56.47%	OOS
Sorefoz	23.48%	0.55	-100677	-61.15%	OOS
Sound	32.34%	0.53	-97958	-41.81%	OOS
Ezone	34.95%	0.44	-96861	-19.26%	OOS
Digimarket	28.21%	0.41	-95328	-46.59%	OOS
Lotus	35.04%	0.43	-94207	-21.30%	OOS
UniEuro	50.30%	0.58	-89065	-23.90%	OOS
Chia 7	24.56%	0.52	-85202	-25.01%	OOS
Total	81.17%	0.80	-3472690	-9.48%	OOS



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Networking	93.06%	0.90	-12967	OOS	-1.69%
Desktop	87.53%	0.84	78576	EI	10.24%
Storage	71.50%	0.84	-628266	OOS	-25.61%
Peripherals	68.17%	0.83	-3204280	OOS	-31.83%
Notebook	87.24%	0.80	-47221	OOS	-1.69%
Accessories	87.42%	0.78	341468	EI	1.72%
Total	81.17%	0.80	-3472690	OOS	-9.48%





region, market

All

customer

All

segment, category, pro...

All

20182019202020212022 E...Q1Q2Q3Q4vs LYvs Tar...

\$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales

38.08%✓
BM: 0.36 (-4.37%)
GM %

-13.98%!
BM: -0.07 (-110.79%)
Net Profit %

0.1K%✓
LY: 0.0K (+1.2%)
Forecast Accuracy

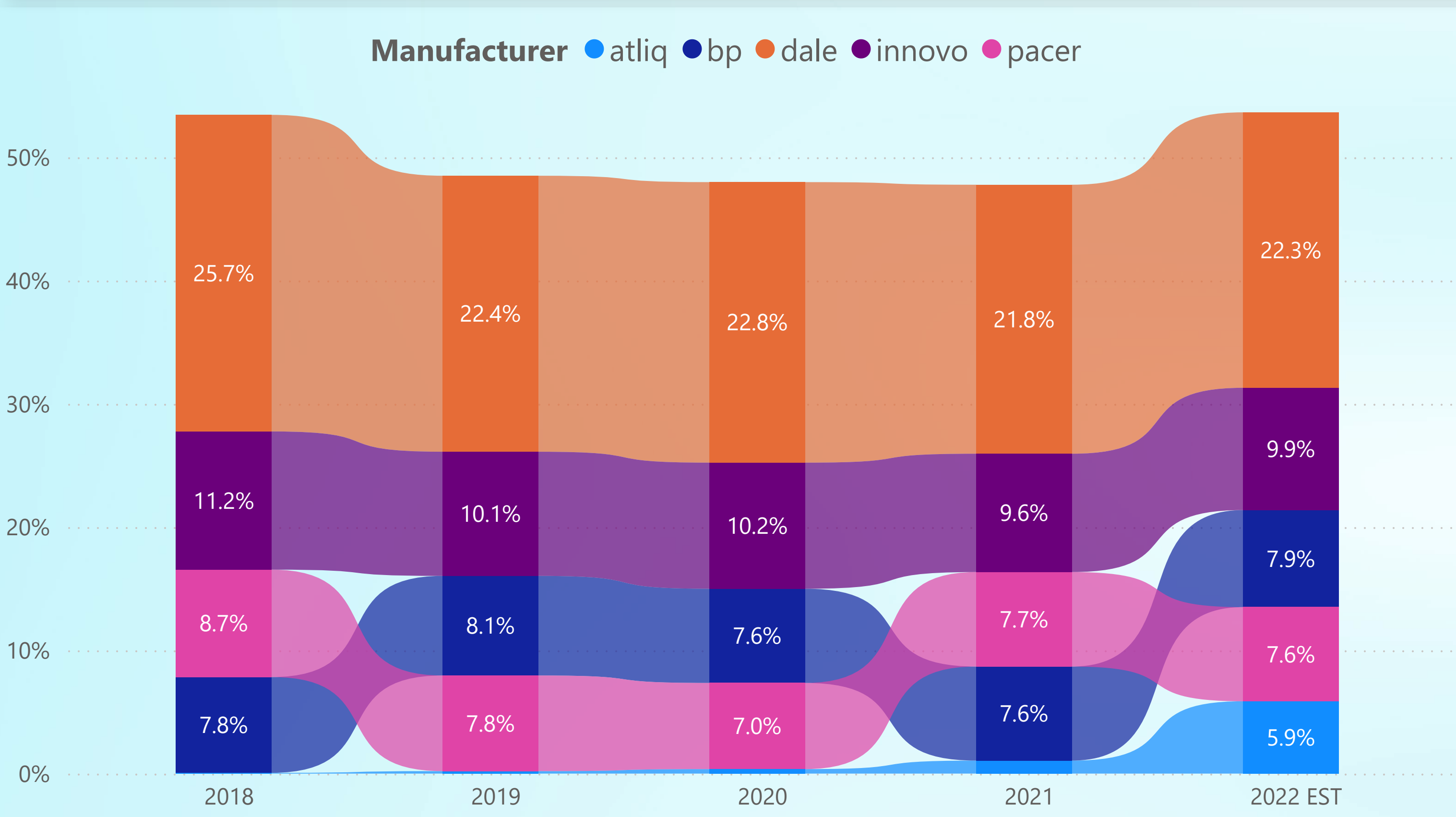
Key Metrics By Customer

YTDYTG

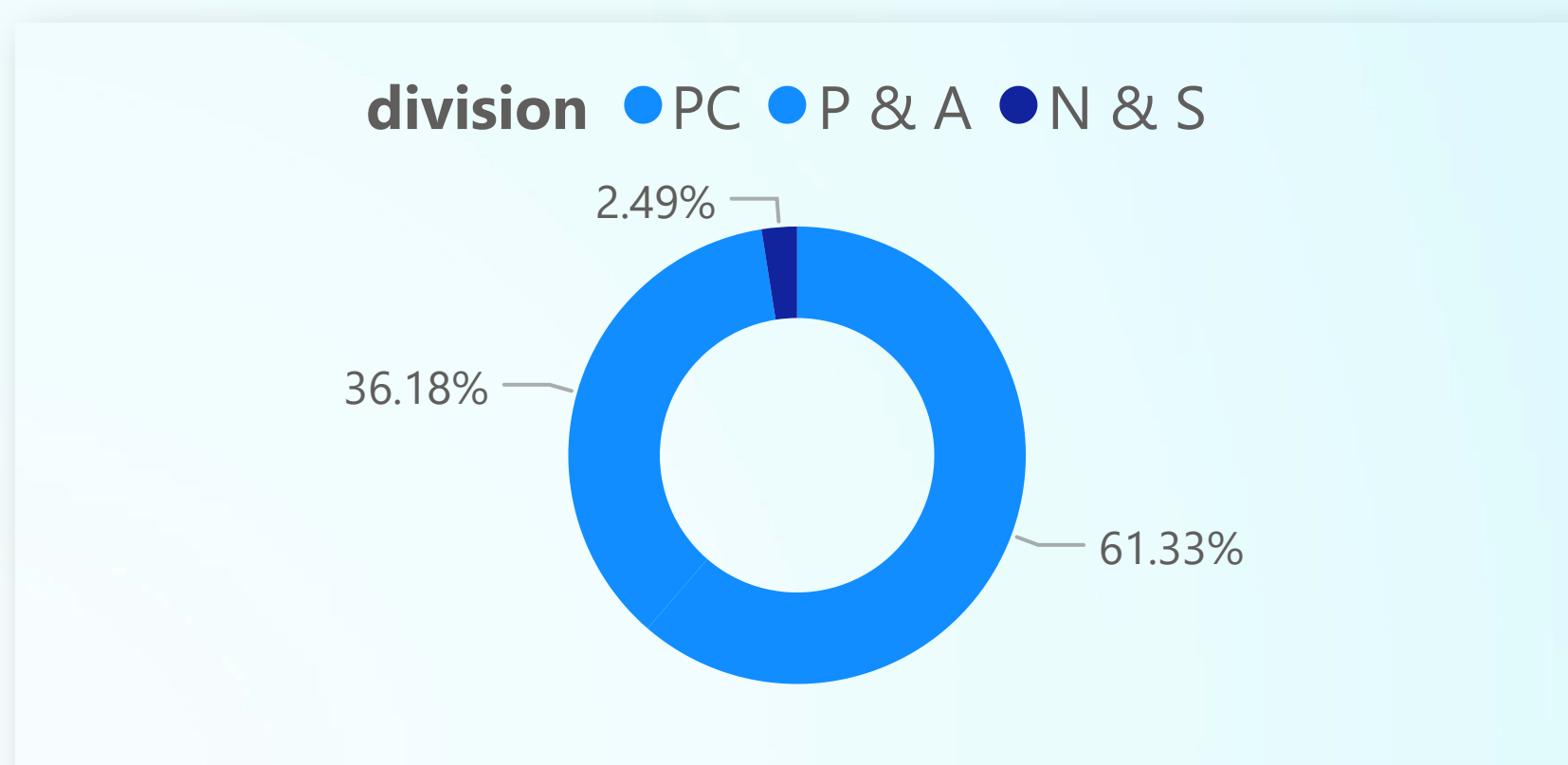
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.37% EI
ANZ	\$189.8M	5.1%	43.5%		-7.4%	1.4%	-37.61% OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.47% OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.56% OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.37% OOS
NA	\$1,022.1M	27.4%	45.0%		-14.2%	4.9%	14.35% EI
Total	\$3,736.2M	100.0%	38.1%		-14.0%	5.9%	-9.48% OOS

Manufacturer

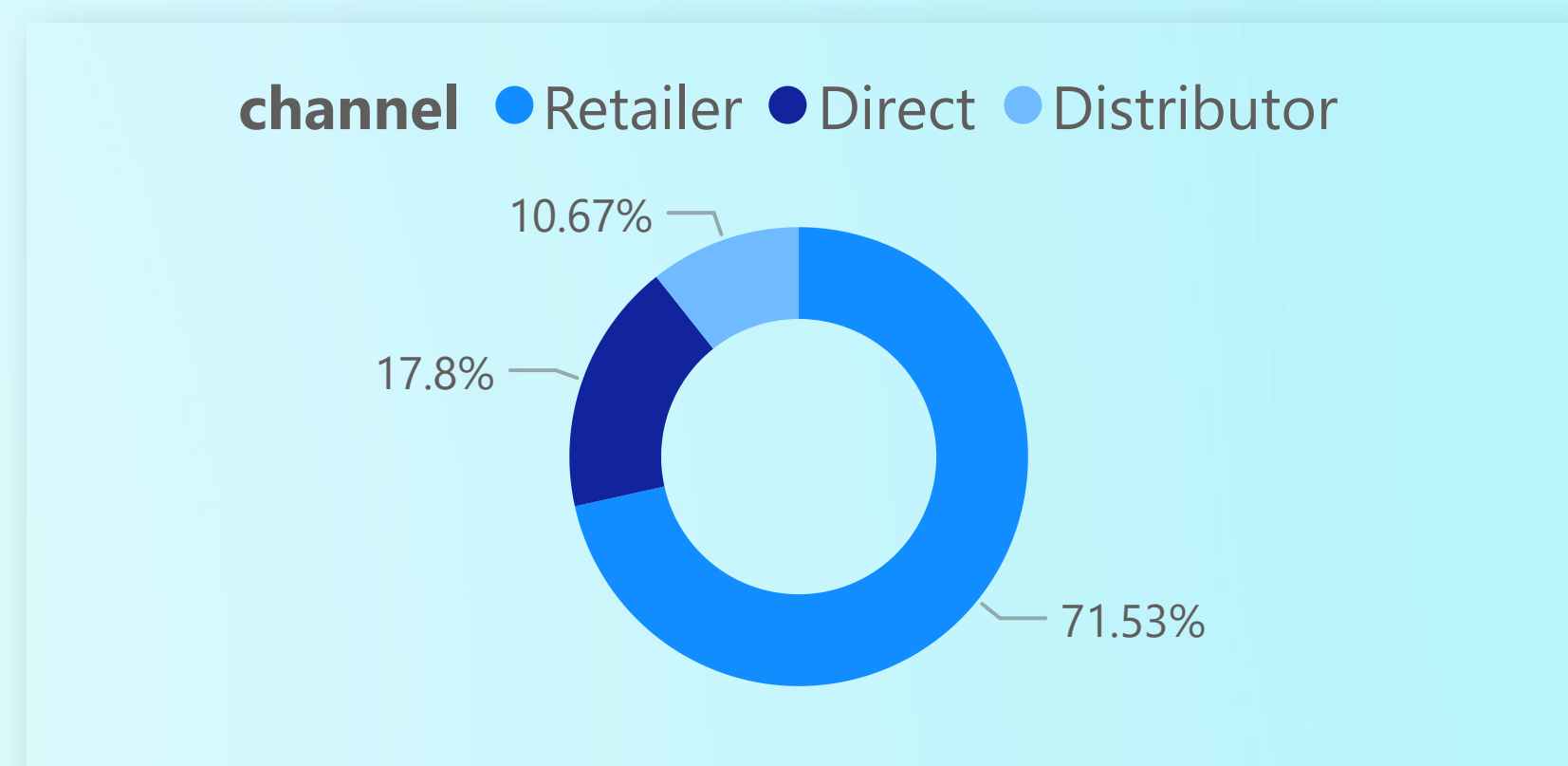
atliqbpdaleinnovopacer



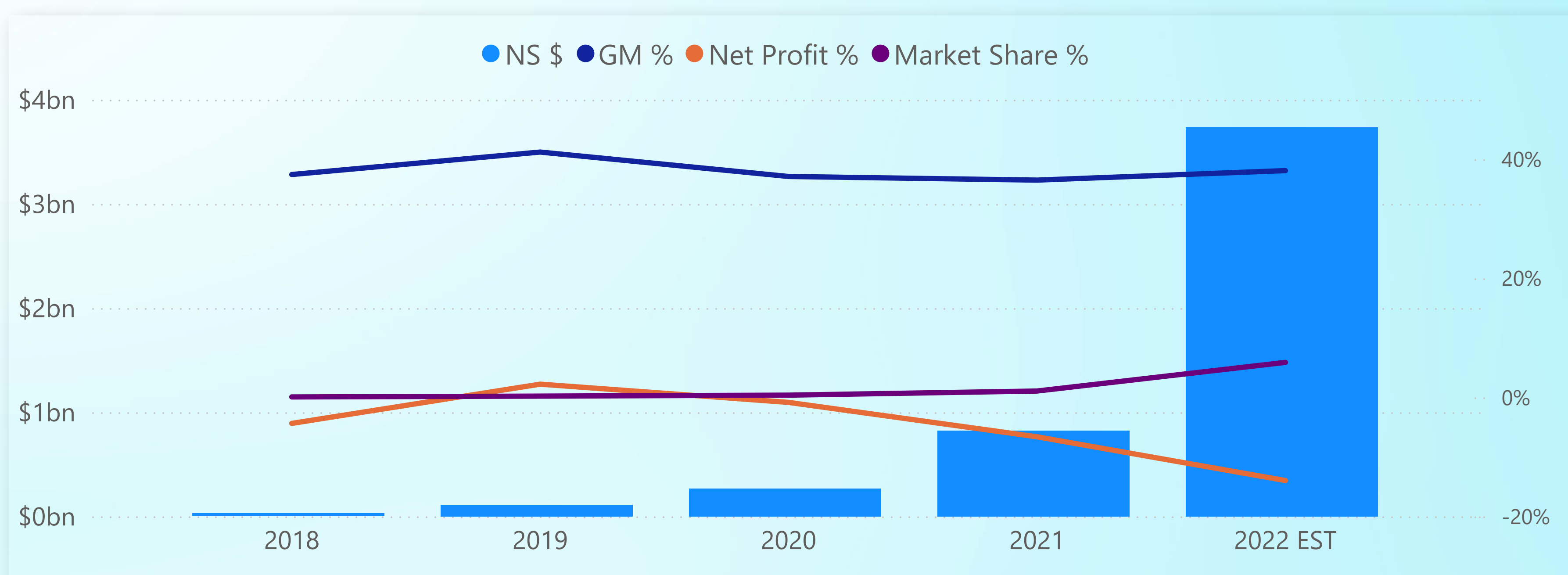
Revenue By Division



Revenue By Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Product by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43% ↓
Total	23.2%	38.06%

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