

# **BUSINESS INSIGHTS 360**

**ATLIQ HARDWARE TECHNOLOGIES**



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# About AtliQ

AtliQ Hardware is a global electronics company where it manufactures hardware components such as:

**Notebooks** – Personal Computer, Gaming, and Business laptops.

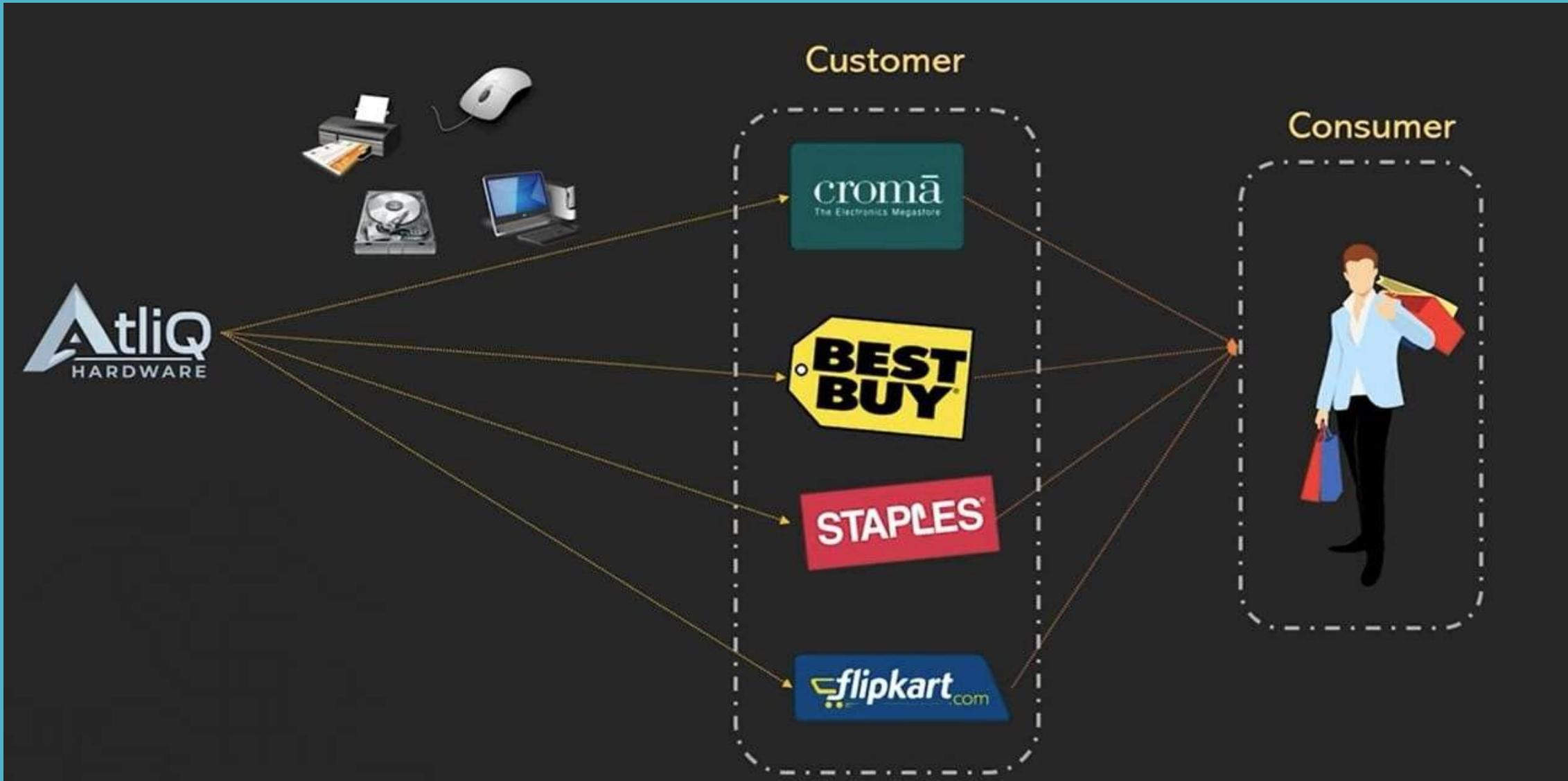
**Peripherals** – Processors, Graphic Cards, Motherboards, Internal HDD.

**Accessories** – Keyboards, Mice, Batteries.

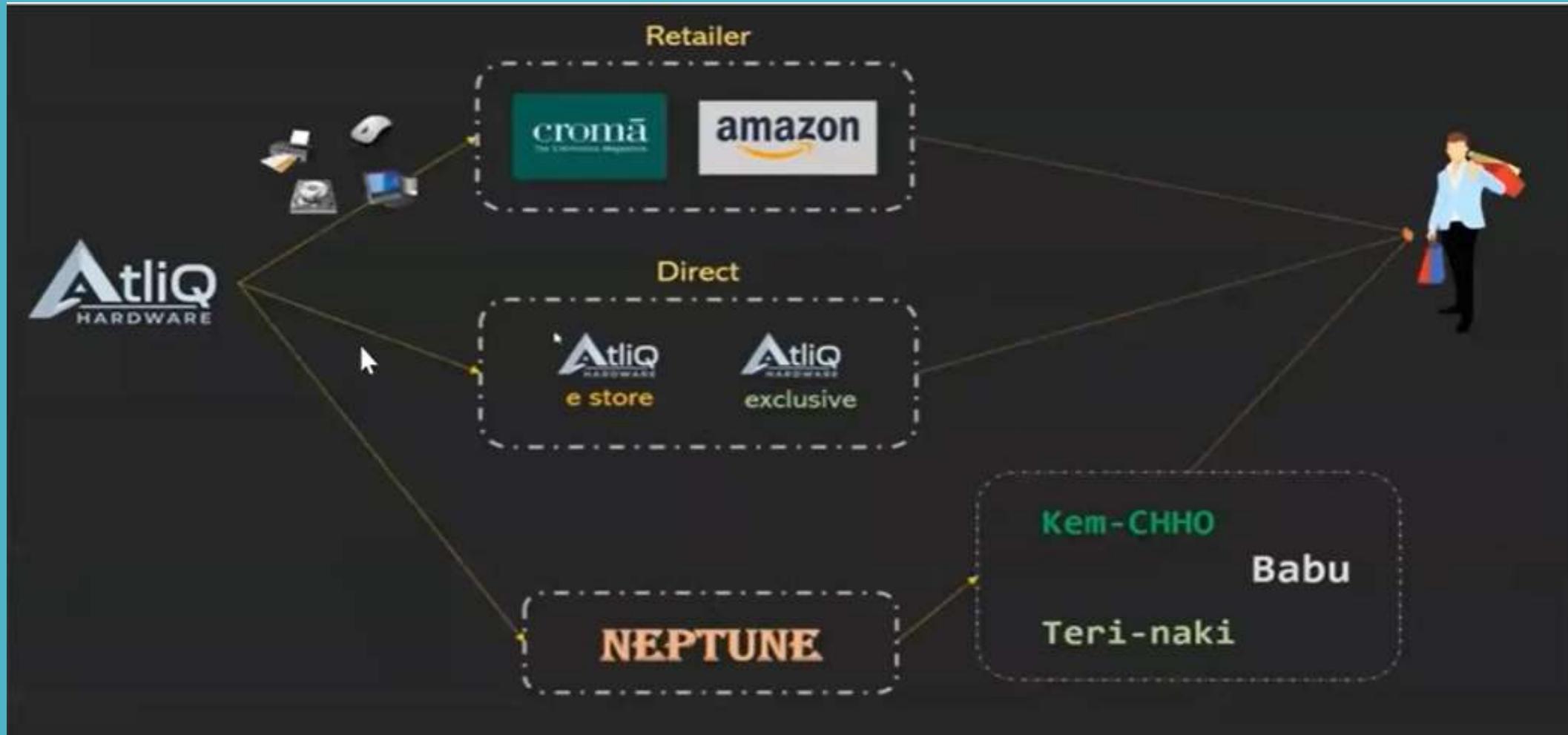
**Storage & Networking** – SSDs, USBs, Wi-Fi extenders, and more.

 With a strong international presence across **North America, Latin America, APAC, and the EU Region**

# AtliQ Business Model



# AtliQ channel



## **Problem Statement**

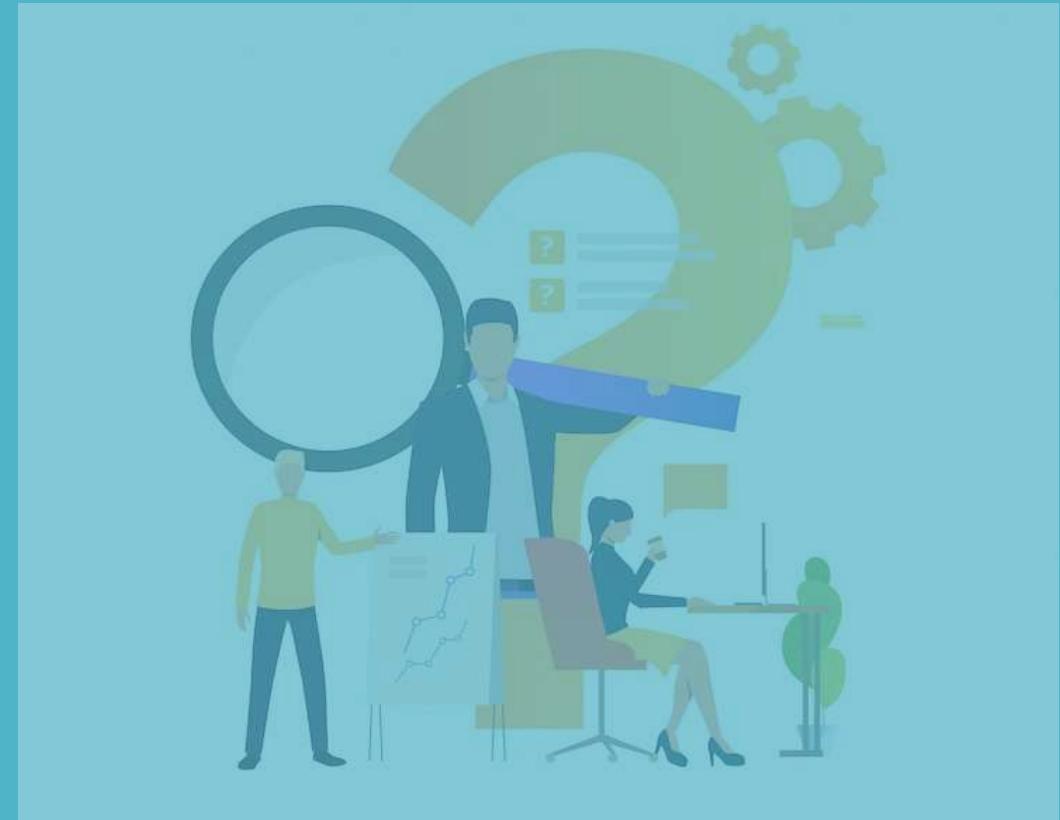
AtliQ Hardware Established a new store in Latin America region which leads to huge loss due to their ineffective decision making.

## **Goal**

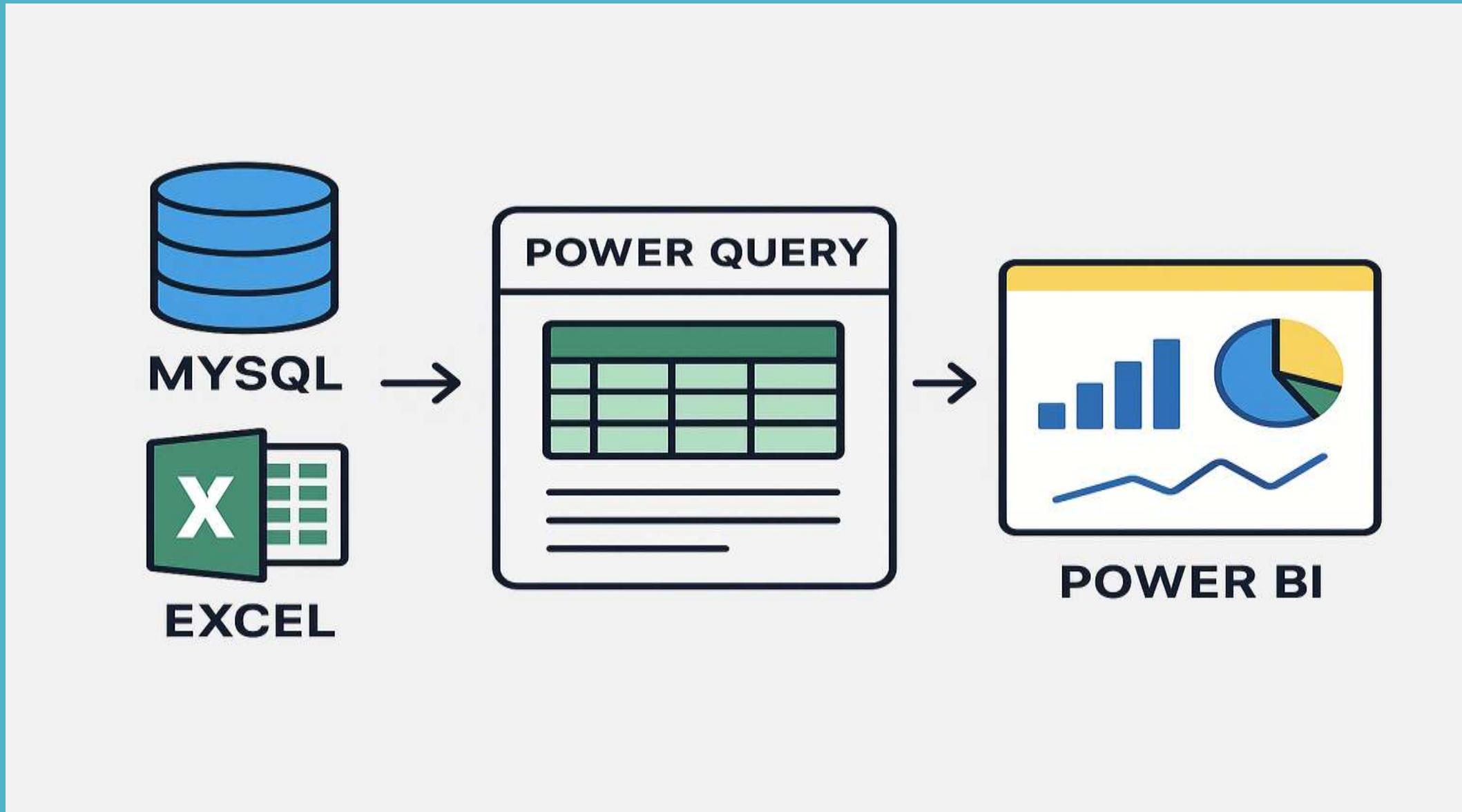
The company aims to look at the data from different departments, make important metrics and visuals and make a easy to use dashboard for better data driven decision making.

## **Objective**

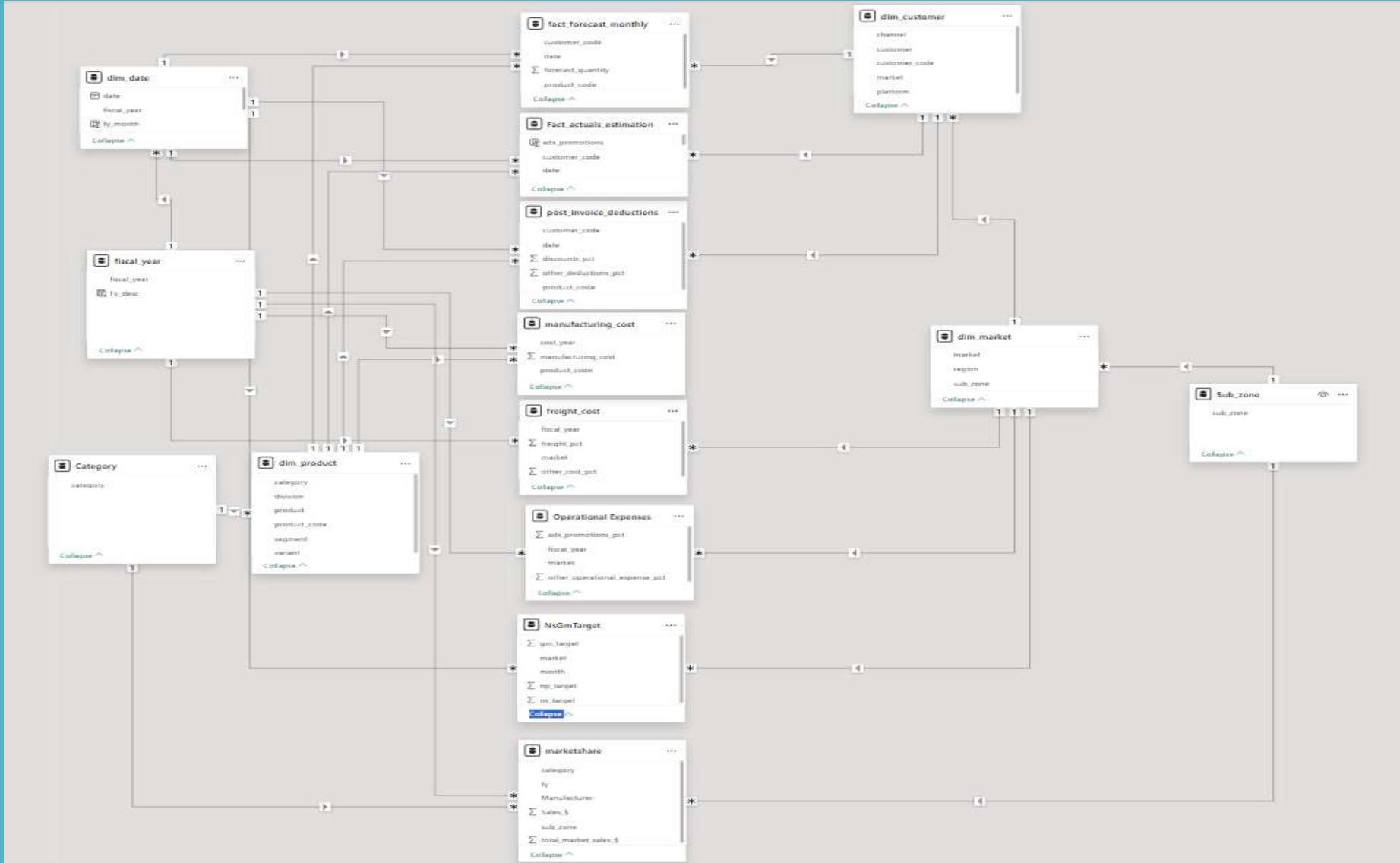
To keep up with competitors who already rely on advanced analytics, the company decided to leverage **Power BI** for making data-driven decisions.



## Data



# Data Model



## HOME PAGE



### 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..



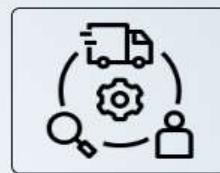
#### Sales View

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.

# Finance View

region, market
customer
segment, categor...

All
All
All

2019
2020
2021
**2022 EST**
Q1
Q2
Q3
Q4

YTD
YTG

**\$3.74bn** ✓  
BM: 823.85M (+353.5%)  
Net Sales
**38.08%** ✓  
BM: 36.49% (+4.37%)  
GM %
**-13.98%!**  
BM: -0.07 (-110.79%)  
Net Profit %

**Profit/Loss Statement**

Line Item	2022 EST	BM	Chg	Chg%
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

**Net Sales Performance over Time**

Net Sales Performance over Time

Selection vs BM

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22

**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	Notebook	1,580.43	493.06
NA	1,022.09	474.40	Peripherals	897.54	439.03
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Accessories	454.10	85.46
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>	Storage	54.59	0.32
			Networking	38.43	-14.89
			<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM=BenchMark, LY=Last Year

# Sales View

region, market
customer
segment, category...

All
All
All

2019
2020
2021
**2022 EST**
Q1
Q2
Q3
Q4
YTD
YTG

**Customer Performance**

customer	NS \$	GM \$	GM %
Relief	\$30.72M	14.92M	48.55%
AtliQ Exclusive	\$307.17M	145.05M	47.22%
Circuit City	\$52.42M	24.51M	46.77%
Neptune	\$105.69M	49.36M	46.70%
Premium Stores	\$27.49M	12.72M	46.27%
walmart	\$72.41M	33.06M	45.66%
BestBuy	\$49.34M	22.15M	44.89%
Taobao	\$22.66M	9.97M	44.00%
Path	\$59.32M	25.81M	43.50%
Control	\$54.14M	23.51M	43.42%
Nomad Stores	\$27.72M	12.03M	43.42%
Radio Shack	\$46.15M	19.99M	43.30%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

**Product Performance**

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

**Performance Matrix**

region ● APAC ● EU

GM %

NS \$

**Unit Economics**

Net Sales

1.73K (23.43%)

1.91K (25.87%)

3.74K (50.69%)

Total COGS

Gross Margin

1.42K (38.08%)

2.31K (61.92%)

# Marketing View

region, market
customer
segment, categor...

All
All
All

2019
2020
2021
**2022 EST**

Q1
Q2
Q3
Q4

YTD
YTG

**Product Performance**

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

**Region Performance**

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

**Show NP %**

**Performance Matrix**

division: N & S (blue), P & A (dark blue), PC (orange)

Category	NS \$	GM %
Networking	\$1.5bn	38.4%
Storage	\$0.5bn	38.2%
Desktop	\$1.0bn	38.2%
Accessories	\$0.5bn	38.0%
Peripherals	\$1.0bn	38.0%
Notebook	\$1.5bn	38.4%

**Unit Economics**

Category	Value	Change
Gross Margin	1.4K	Increase
Operational Expense	-1.9K	Decrease
Net Profit	-0.5K	Decrease

# Supply Chain View

**region, market** **customer** **segment, categor...**

All All All

2019 2020 2021 **2022 EST** Q1 Q2 Q3 Q4 YTD YTG

**81.17% ✓**  
 LY: 80.21% (+1.2%)  
**Forecast Accuracy**

**-3472.7K!**  
 LY: -751.7K (-361.97%)  
**Net Error**

**6899.0K!**  
 LY: 9780.7K (-29.46%)  
**ABS Error**

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.7%	50.69%	EI
BestBuy	46.60%	81179	16.7%	35.31%	EI
Billa	42.63%	3704	3.9%	18.29%	EI
Circuit City	46.17%	85248	16.5%	35.02%	EI
Control	52.06%	64731	13.0%	47.42%	EI
Costco	51.95%	101913	15.8%	49.42%	EI
Currys (Dixons Carphone)	54.29%	8104	6.0%	35.92%	EI
Leader	48.72%	166751	11.0%	24.45%	EI
Logic Stores	52.49%	6430	2.4%	51.44%	EI
Nomad Stores	53.44%	3394	1.3%	50.59%	EI
Notebillig	42.70%	1141	1.3%	18.87%	EI
Otto	45.76%	1962	2.4%	18.37%	EI
Path	50.57%	91486	14.9%	45.53%	EI
Radio Shack	45.64%	69253	16.5%	38.46%	EI
Sage	50.72%	154291	10.1%	33.58%	EI
Saturn	41.54%	2197	2.9%	19.16%	EI
Staples	54.45%	79821	11.5%	49.38%	EI
walmart	54.78%	84334	12.1%	50.12%	EI
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>80.21% OOS</b>	

**Accuracy/Net Error Trend**

**Net Sales Performance over Time**

Legend: Net Error (Blue Bar), Forecast Accuracy % (Red Line), Forecast Accuracy % LY (Yellow Line)

Date	Net Error	Forecast Accuracy %	Forecast Accuracy % LY
Sep 21	~ -1M	~ 82%	~ 80%
Oct 21	~ -1.2M	~ 78%	~ 78%
Nov 21	~ -1M	~ 80%	~ 80%
Dec 21	~ -1M	~ 80%	~ 80%
Jan 22	~ -1M	~ 80%	~ 80%
Feb 22	~ -1M	~ 80%	~ 80%
Mar 22	~ -1M	~ 80%	~ 80%
Apr 22	~ -1M	~ 80%	~ 80%
May 22	~ -1M	~ 80%	~ 80%
Jun 22	~ -1M	~ 80%	~ 80%
Jul 22	~ -1M	~ 80%	~ 80%
Aug 22	~ -1M	~ 80%	~ 80%

**Key Metrics by Products**

segment	Forecast Accuracy %	Net Error	Risk	Net Error %
Accessories	87.42%	341468	EI	1.7%
Desktop	87.53%	78576	EI	10.2%
Networking	93.06%	-12967	OOS	-1.7%
Notebook	87.24%	-47221	OOS	-1.7%
Peripherals	68.17%	-3204280	OOS	-31.8%
Storage	71.50%	-628266	OOS	-25.6%
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>OOS</b>	<b>-9.5%</b>

# Executive View

region, market ▾ customer ▾ segment, categor... ▾

All All All 2019 2020 2021 2022 EST Q1 Q2 Q3 Q4 vs LY vs Target YTD YTG

**Revenue By Division**

division ● PC ● P & A ● N & S

Division	Percentage
PC	61.33%
P & A	36.18%
N & S	2.49%

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

NS \$ GM % Net Profit % Market Share %

Year	NS \$	GM %	Net Profit %	Market Share %
2018	\$4bn	25%	10%	10%
2019	\$3.5bn	26%	11%	10%
2020	\$3.2bn	27%	12%	10%
2021	\$3.0bn	28%	13%	10%
2022	\$2.8bn	29%	14%	10%

**Revenue By Channel**

channel ● Retailer ● Direct ● Distributor

Channel	Percentage
Direct	72.97%
Retailer	16.36%
Distributor	10.67%

**Top 5 Customers By Revenue**

customer RC % GM %

Customer	RC %	GM %
Amazon	13.3%	36.78%
AtliQ Exclusive	8.2%	47.22%
AtliQ e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

**Top 5 Products By Revenue**

product RC % GM %

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

## **Key Insights**

- Atliq has facing Financial challenges due to **high Expenses on discounts and operational expenses** leads to overall loss
- “**Amazon**” customer and “**AQ Home Allin1 Gen 2**”product excels in market .so they should follow the same strategy to all customers and products
- **USA segment reports losses**, requiring detailed investigation for strategic decisions.
- AtliQ Hardware Market Share from **1.1% in 2021 to 5.9% in 2022** having positive Signals in Market Expansion

# **THANK YOU**