

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.

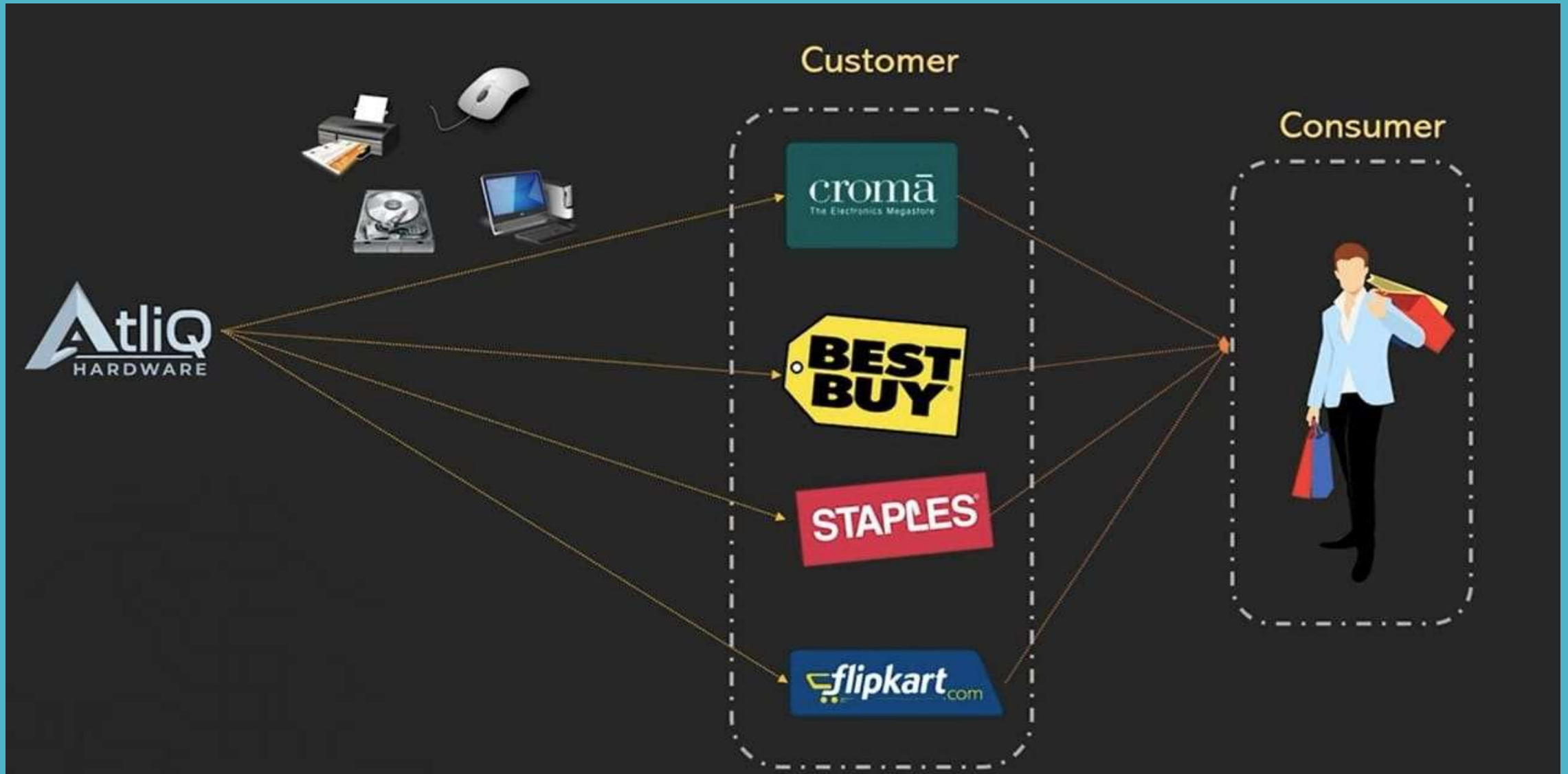
Peripherals – Processors, Graphic Cards, Motherboards, Internal HDD.

Accessories – Keyboards, Mice, Batteries.

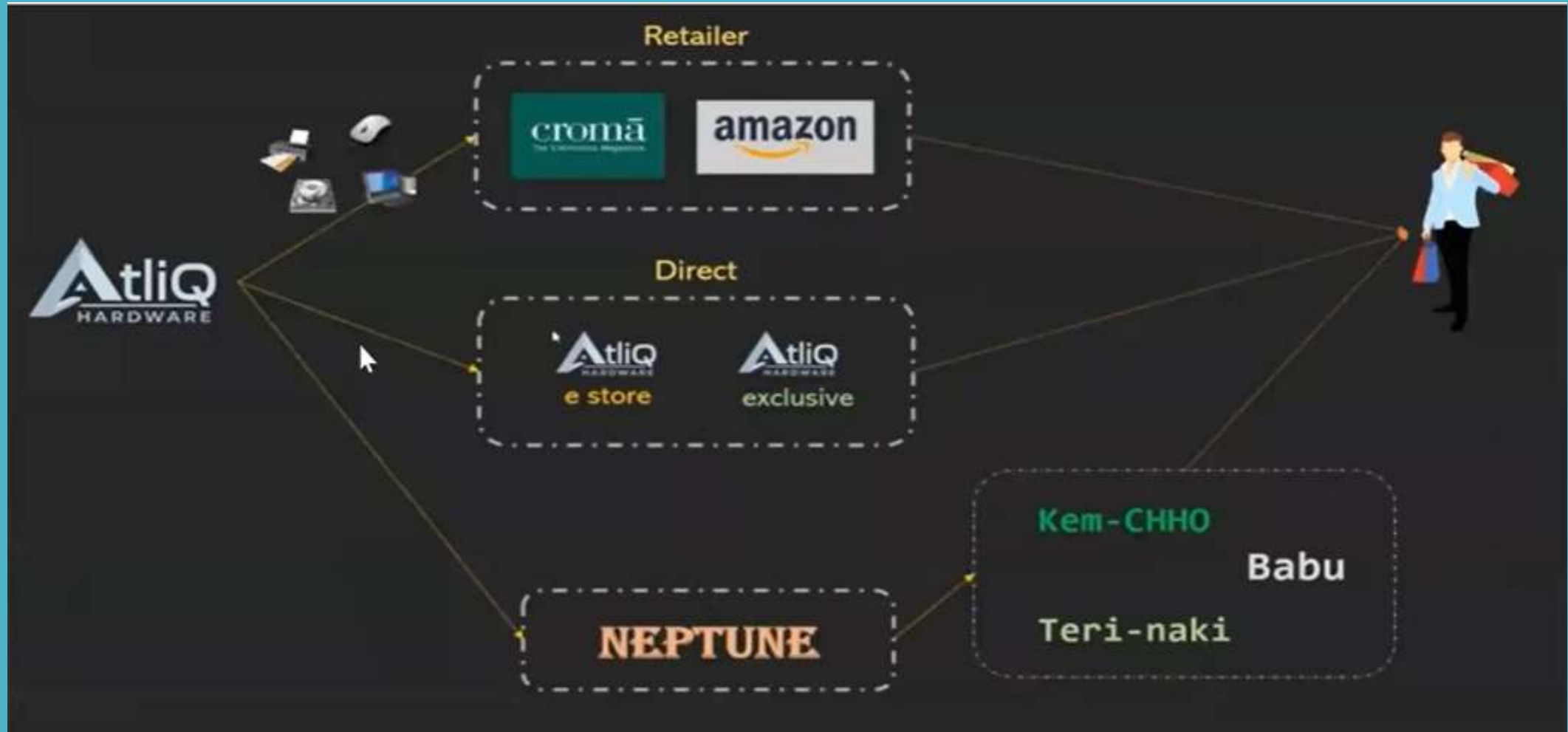
Storage & Networking – SSDs, USBs, Wi-Fi extenders, and more.

🌐 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

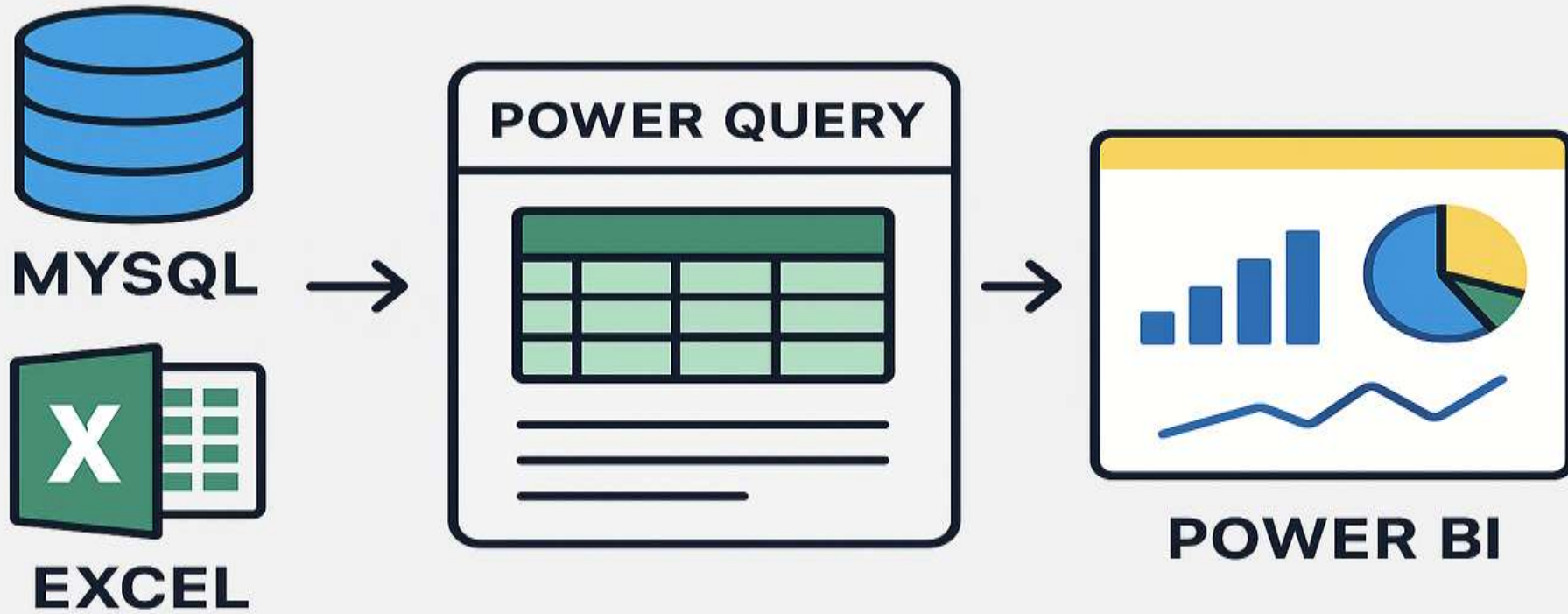
The company aims to look at the data from different departments, make important metrics and visuals and make a easy to use dashboard for better data driven decision making.

Objective

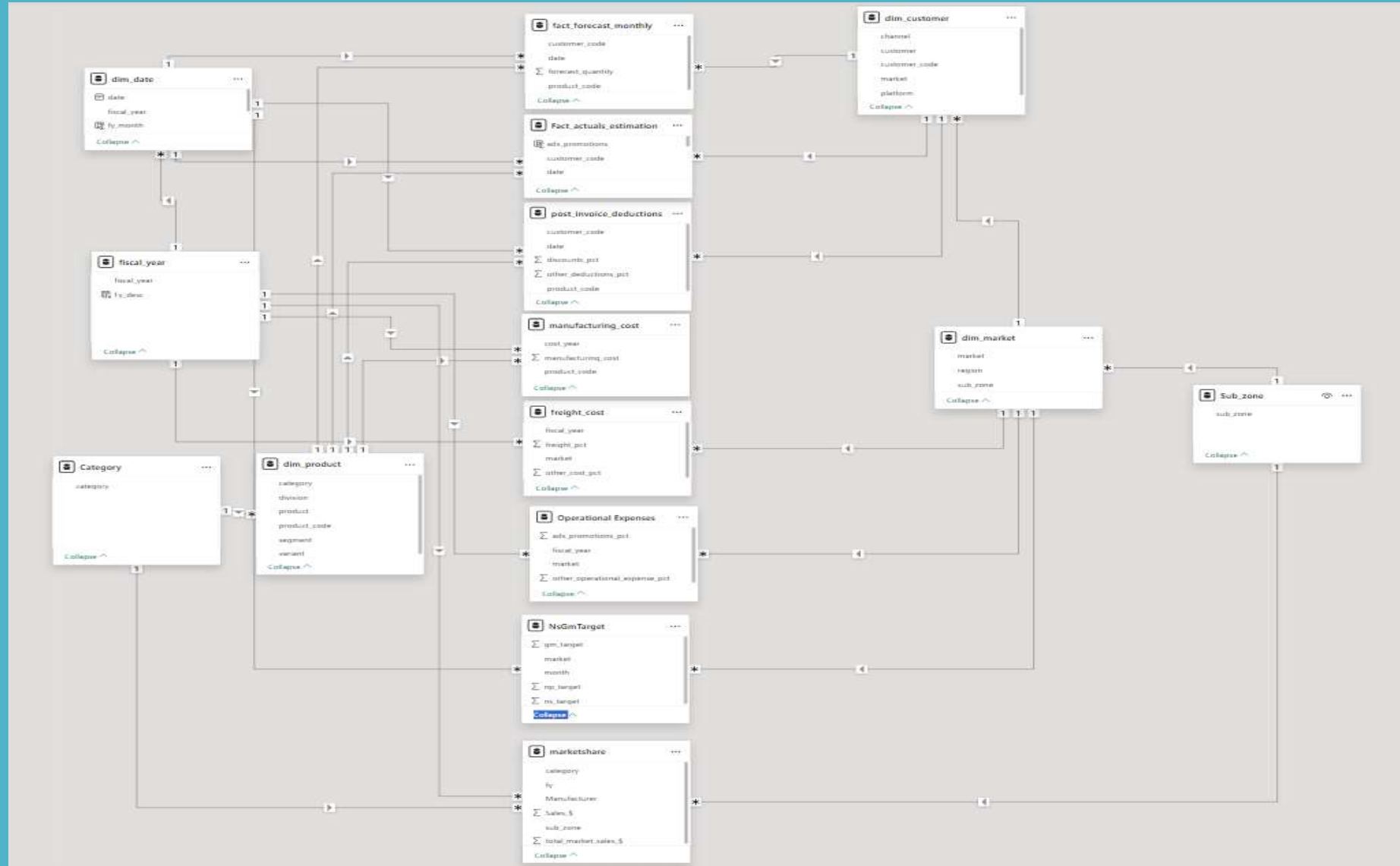
To keep up with competitors who already rely on advanced analytics, the company decided to leverage **Power BI** for making data-driven decisions.



Data



Data Model





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..



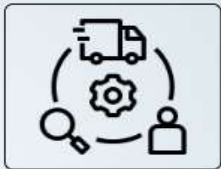
Sales View

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

vs LY

vs Target

| Month | Selection | vs BM |
|--------|-----------|-------|
| Sep 21 | 280 | 50 |
| Oct 21 | 350 | 60 |
| Nov 21 | 480 | 80 |
| Dec 21 | 500 | 100 |
| Jan 22 | 250 | 50 |
| Feb 22 | 250 | 50 |
| Mar 22 | 260 | 50 |
| Apr 22 | 260 | 50 |
| May 22 | 260 | 50 |
| Jun 22 | 250 | 50 |
| Jul 22 | 260 | 50 |
| Aug 22 | 260 | 50 |

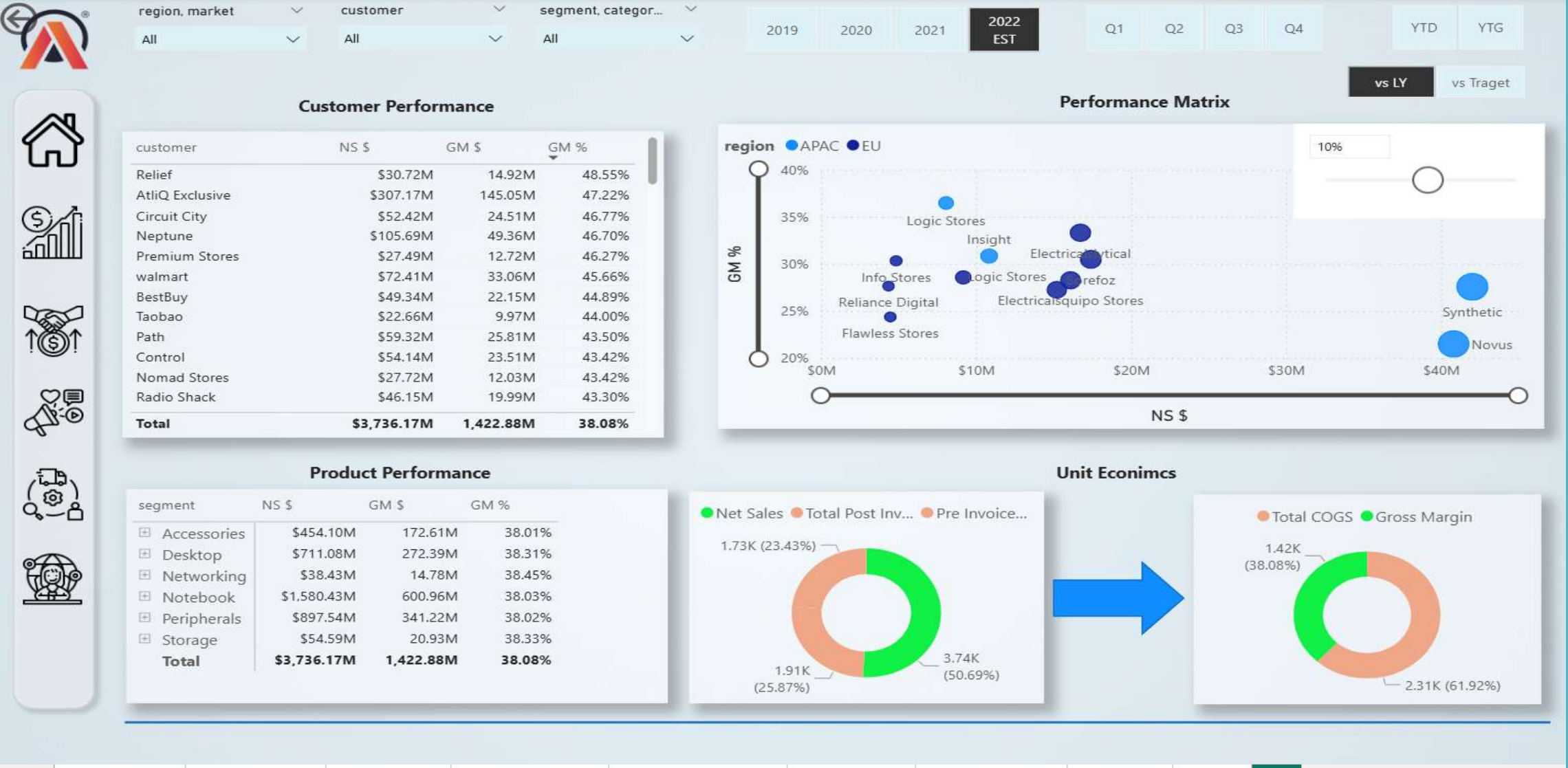
Top/Bottom Products & Customers by Net Sales

| region | P & L values | P & L chg % |
|--------|--------------|-------------|
| APAC | 1,923.77 | 335.27 |
| NA | 1,022.09 | 474.40 |
| EU | 775.48 | 286.26 |
| LATAM | 14.82 | 368.40 |
| Total | 3,736.17 | 353.50 |

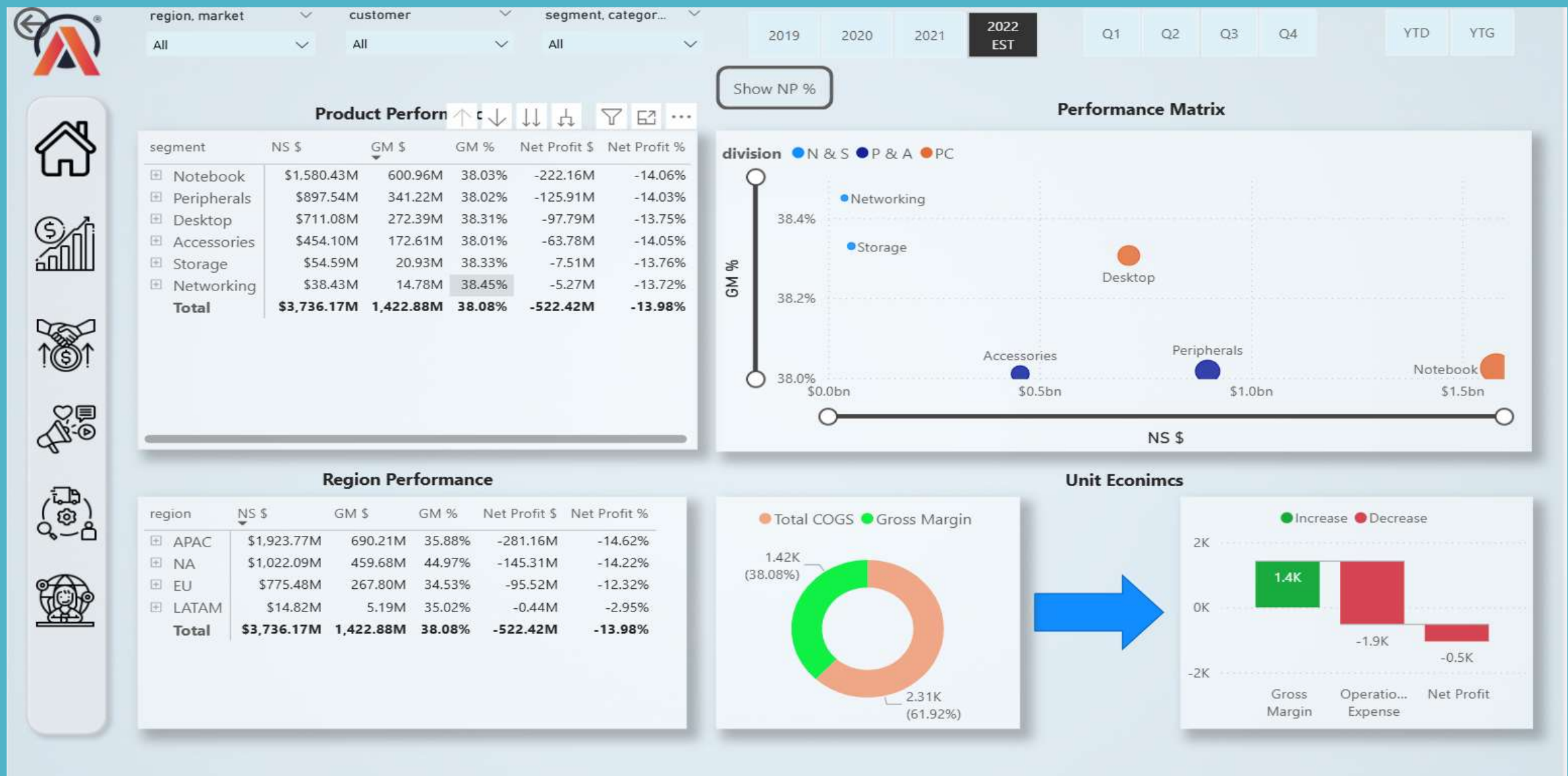
| segment | P & L values | P & L chg % |
|-------------|--------------|-------------|
| Notebook | 1,580.43 | 493.06 |
| Peripherals | 897.54 | 439.03 |
| Desktop | 711.08 | 1,431.55 |
| Accessories | 454.10 | 85.46 |
| Storage | 54.59 | 0.32 |
| Networking | 38.43 | -14.89 |
| Total | 3,736.17 | 353.50 |

BM=BenchMark, LY=Last Year

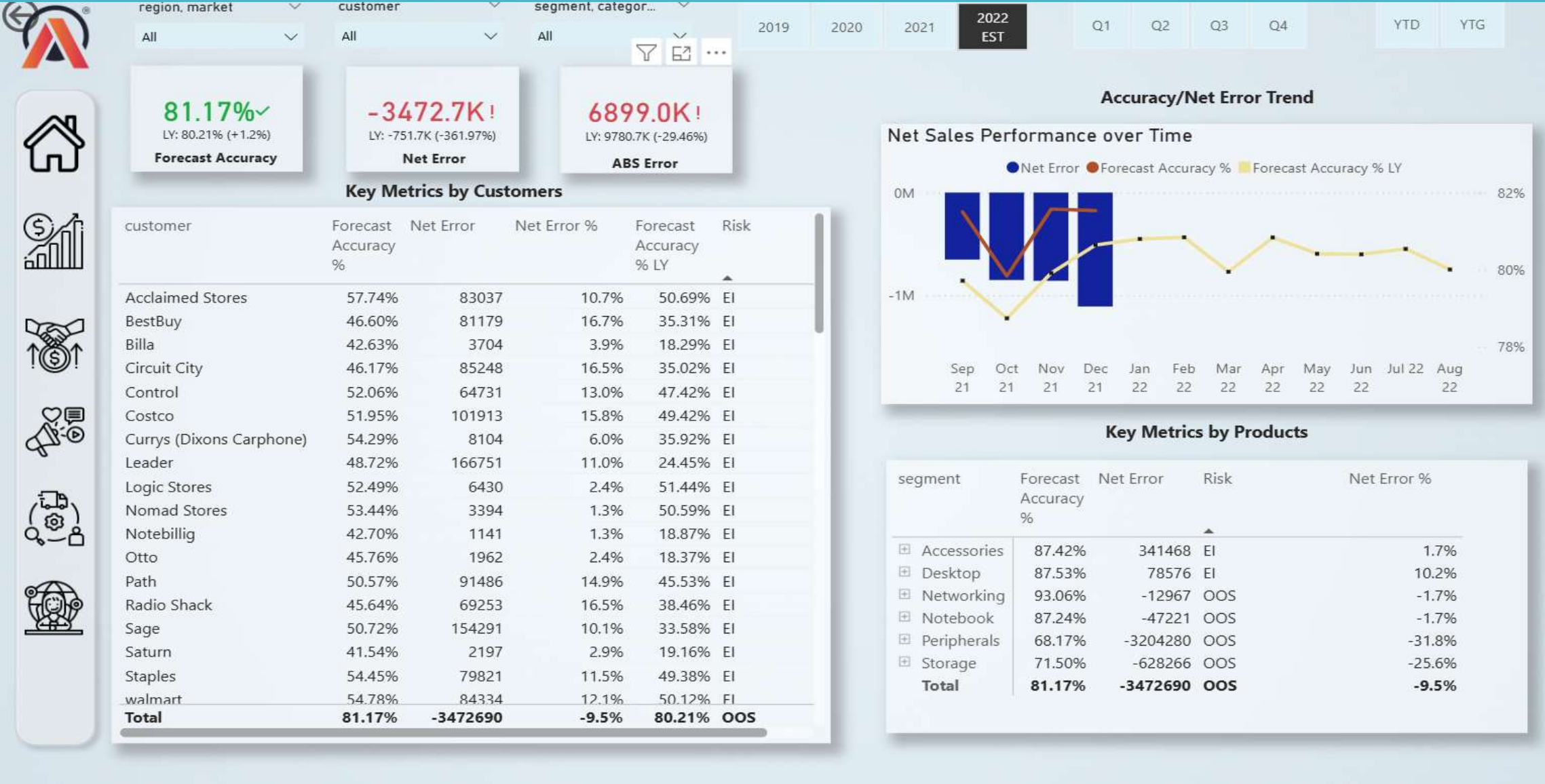
Sales View



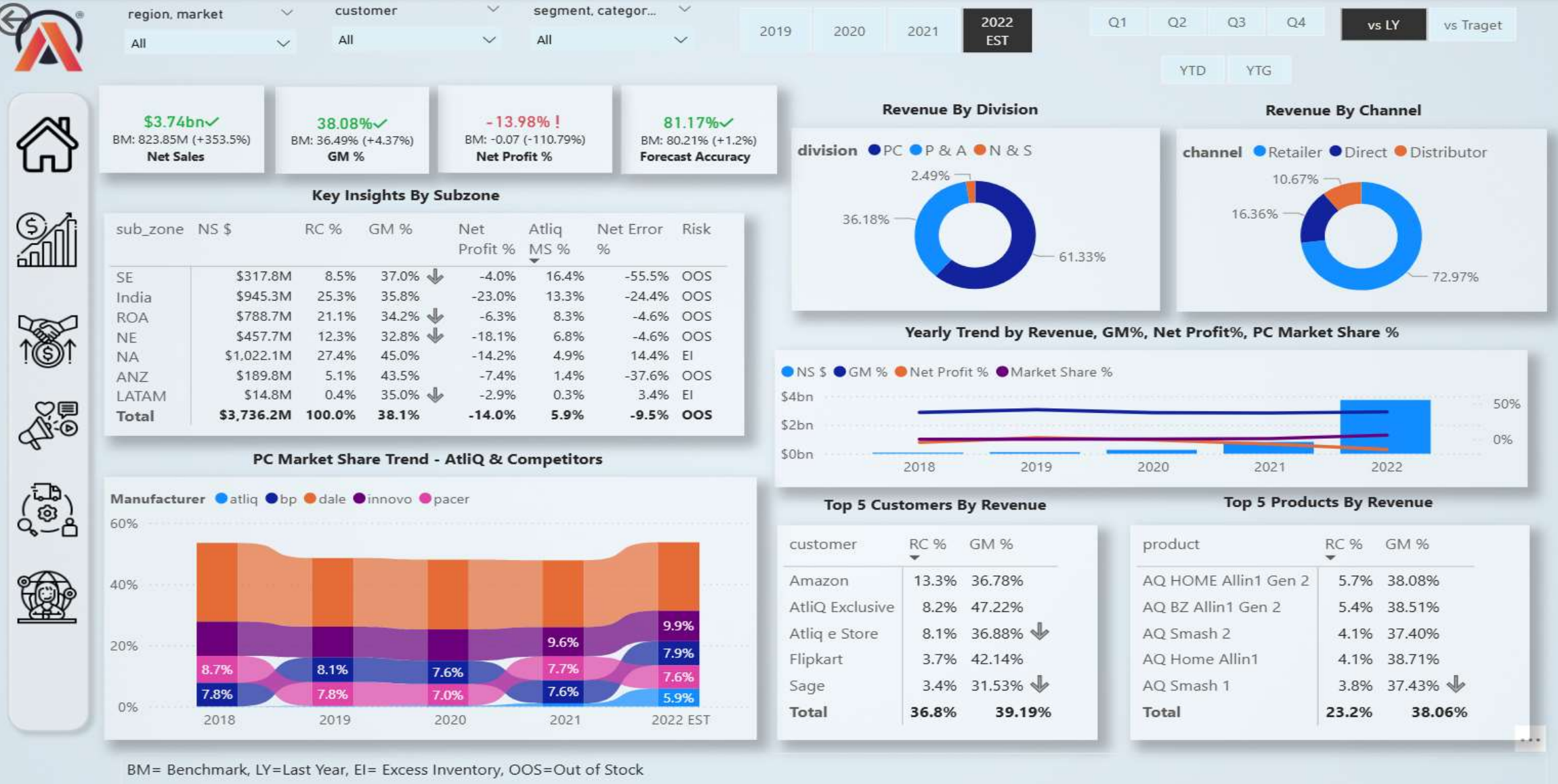
Marketing View



Supply Chain View



Executive View



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