



ATLIQ
HARDWARE

Business Insights 360



ANALYSIS REPORT

AtliQ Hardware

AtliQ Hardware, a well-known global consumer electronics brand, specializes in a wide array of hardware products, including PCs, mouse, keyboards, and printers. The company maintains a strong international presence and is dedicated to continuous innovation, providing cutting-edge technology solutions for both home and professional environments.

Global Presence

AtliQ Hardware is a major computer hardware manufacturer with a presence in India and 26 other countries worldwide.

Major Segments

The company's product portfolio is organized into three main divisions: Peripherals & Accessories, PC, and Networking & Storage.

Clients

AtliQ Hardware serves a diverse customer base including notable names such as Croma, Best Buy, and Flipkart, across its various markets.

Problem Statement

AtliQ Hardware faces challenges in its Latin American market. Historically, the company's business decisions have been guided by surveys and intuition rather than data. As the company has expanded, its data volume has grown significantly, rendering the previous Excel-based analysis methods inadequate. To address this, management has decided to hire a Data Analyst to leverage the newly available data, aiming to improve decision-making with more accurate, data-driven insights.

Improve Business in LATAM

Analyze data to understand and address the specific challenges in the Latin American market.

Data-Driven Decisions

Shift from intuition and surveys to making informed decisions based on comprehensive data analysis.

Utilize Available Data

Leverage the company's growing data assets to provide actionable insights for management.



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Business Insights 360



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.



Sunday, August 17, 2025



Values are in Dollar & Millions



Dec 21



Info



Support



Region, Market

All

Customer

All

Segment, Category...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$3.74bn✓

BM: 0.82bn (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

6.34%!

BM: 14.49% (-56.25%)

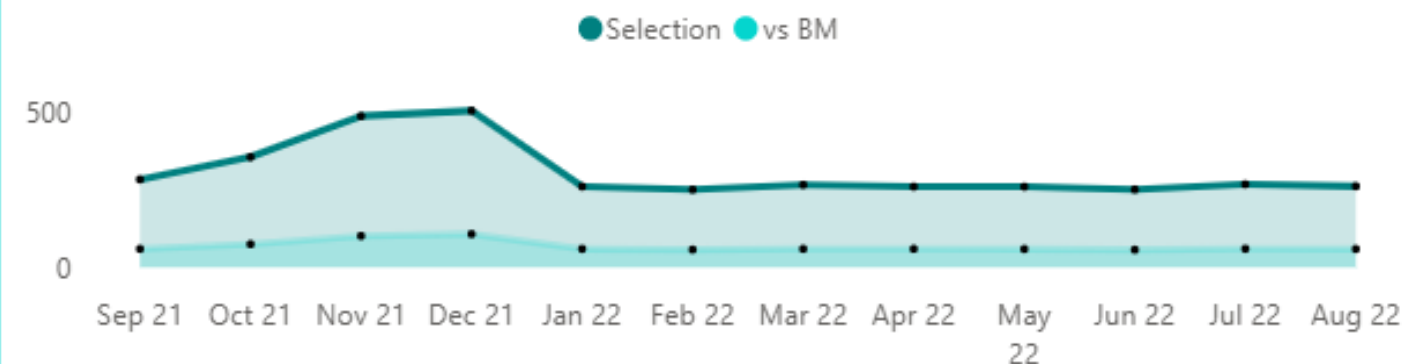
Net Profit%

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.7
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.0
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.5
- Post Discounts	1,243.54	281.64	961.90	341.5
- Post Deductions	663.42	166.65	496.77	298.0
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.3
Net Sales	3,736.17	823.85	2,912.32	353.5
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.4
- Freight Cost	100.49	22.05	78.43	355.6
- Other Cost	15.52	3.39	12.14	358.0
Total COGS	2,313.29	523.22	1,790.07	342.1
Gross Margin	1,422.88	300.63	1,122.25	373.3
Gross Margin %	38.08	36.49	1.59	4.3
GM / Unit	15.76	5.99	9.77	162.9
Operational Expenses	-1,186.09	-181.27	-1,004.81	-554.3
Net Profit	236.79	119.36	117.44	98.3
Net Profit %	6.34	14.49	-8.15	-56.2

Net Sales Performance Over Time

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Region	P & L Values	P & L Chg %
APAC	1923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1022.09	474.40
Total	3736.17	353.50

Segment	P & L Values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3736.17	353.50

BM = Benchmark, LY = Last Year



Region, Market

All

Customer

All

Segment, Category...

All

2019

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Customer Performance

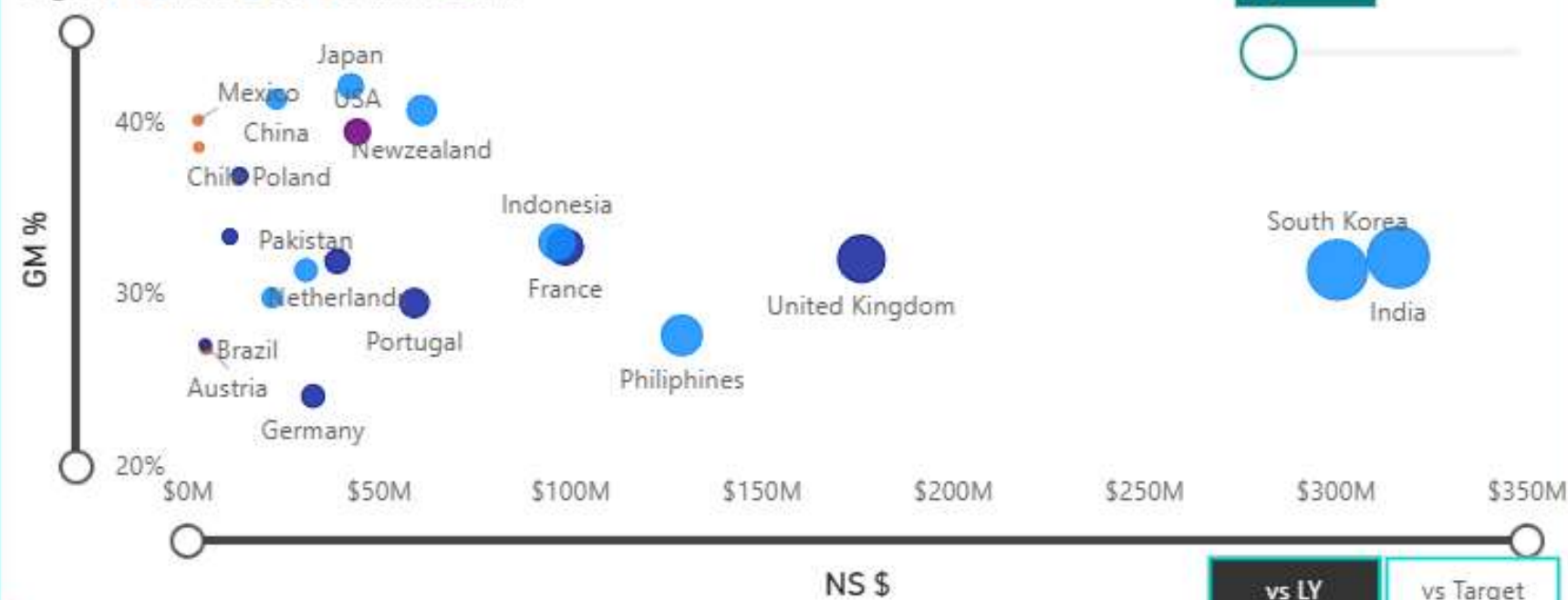
Customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

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

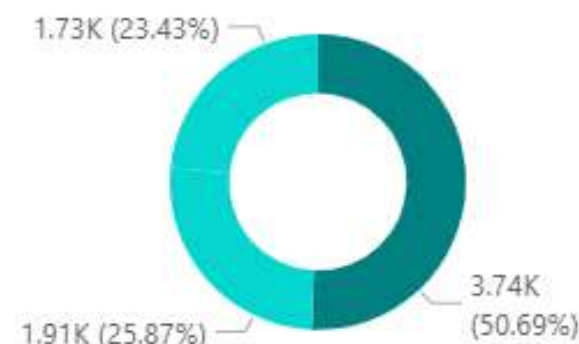
Performance Matrix

Region ● APAC ● EU ● LATAM ● NA

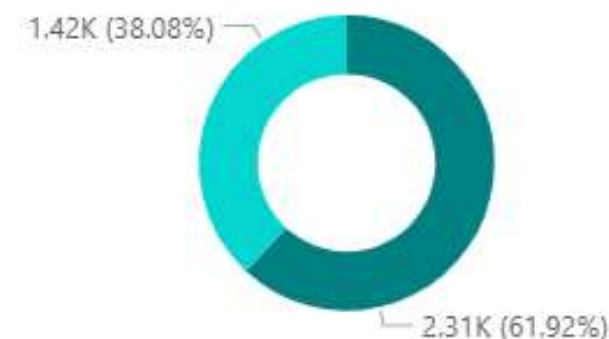


Unit Economics

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



● Total COGS ● Gross Margin





Region, Market

All

Customer

All

Segment, Category...

All

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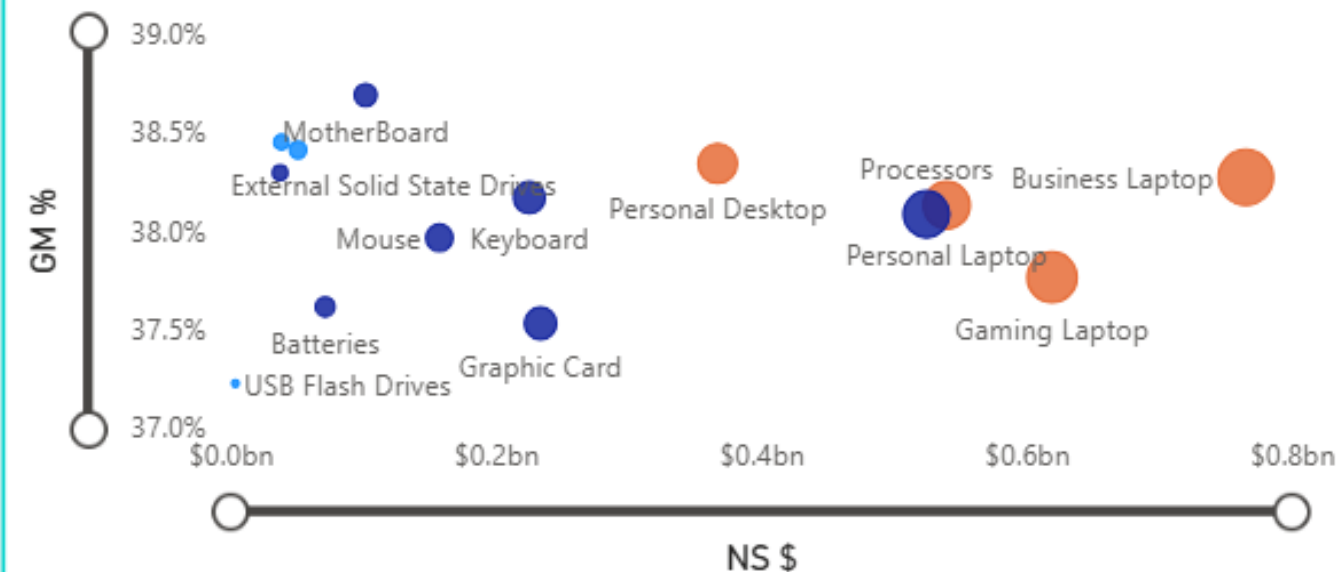
Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	28.43M	6.26%
Peripherals	\$897.54M	341.22M	38.02%	56.68M	6.31%
Notebook	\$1,580.43M	600.96M	38.03%	98.83M	6.25%
Desktop	\$711.08M	272.39M	38.31%	46.72M	6.57%
Storage	\$54.59M	20.93M	38.33%	3.57M	6.53%
Networking	\$38.43M	14.78M	38.45%	2.56M	6.65%
Total	\$3,736.17M	1,422.88M	38.08%	236.79M	6.34%

Show NP %

Performance Matrix

Division ● N & S ● P & A ● PC

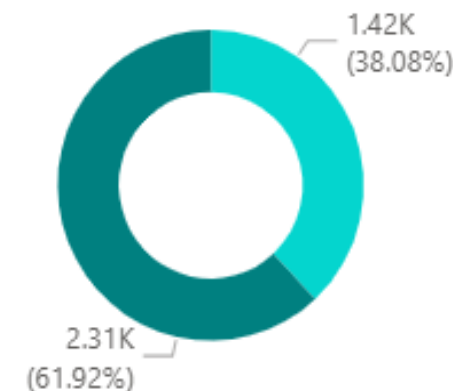


Region / Market / Customer Performance

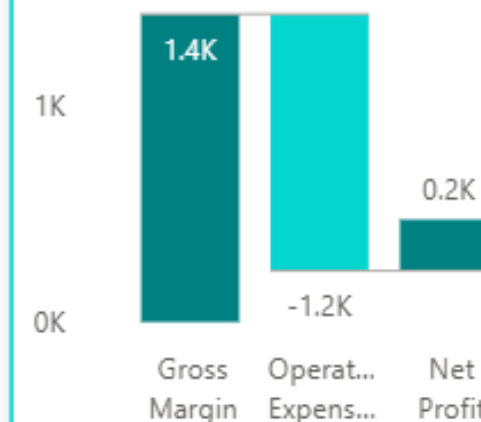
Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	\$775.48M	267.80M	34.53%	71.53M	9.22%
LATAM	\$14.82M	5.19M	35.02%	2.57M	17.36%
APAC	\$1,923.77M	690.21M	35.88%	134.43M	6.99%
NA	\$1,022.09M	459.68M	44.97%	28.25M	2.76%
Total	\$3,736.17M	1,422.88M	38.08%	236.79M	6.34%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





Region, Market

All

Customer

All

Segment, Category...

All

2019

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2021

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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✓

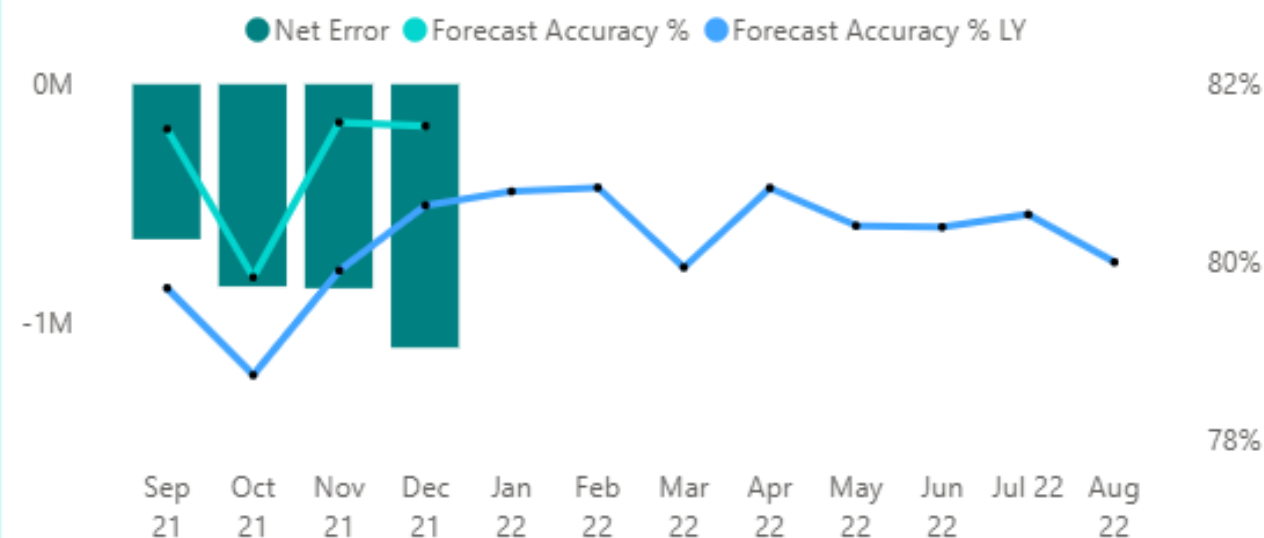
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



Region, Market

All

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All

Segment, Category

All

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\$3.74bn✓

BM: 0.82bn

Net Sales

38.08%✓

BM: 36.49%

GM %

6.34%!

BM: 14.49%

Net Profit%

81.17%✓

LY: 80.21% (+1.2%)

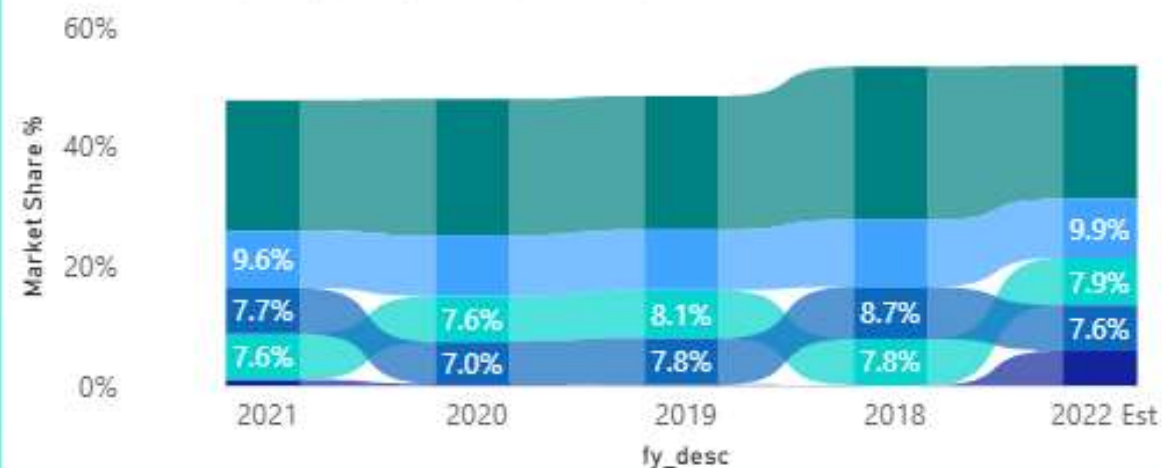
Forecast Accuracy

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	2.8%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	4.9%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	9.4%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	5.3%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	14.9%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	7.5%	1.4%	-37.6%	OOS
Total	\$3,736.2M	100.0%	38.1%	6.3%	5.9%	-9.5%	OOS

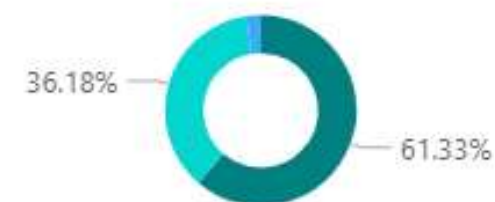
PC Market Share Trend - AtliQ & Competitors

Manufacturer ● AtliQ ● BP ● Dale ● Innovo ● Pacer



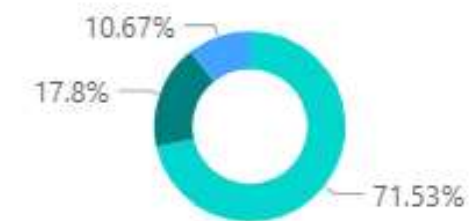
Revenue by Division

● PC ● P & A ● N & S



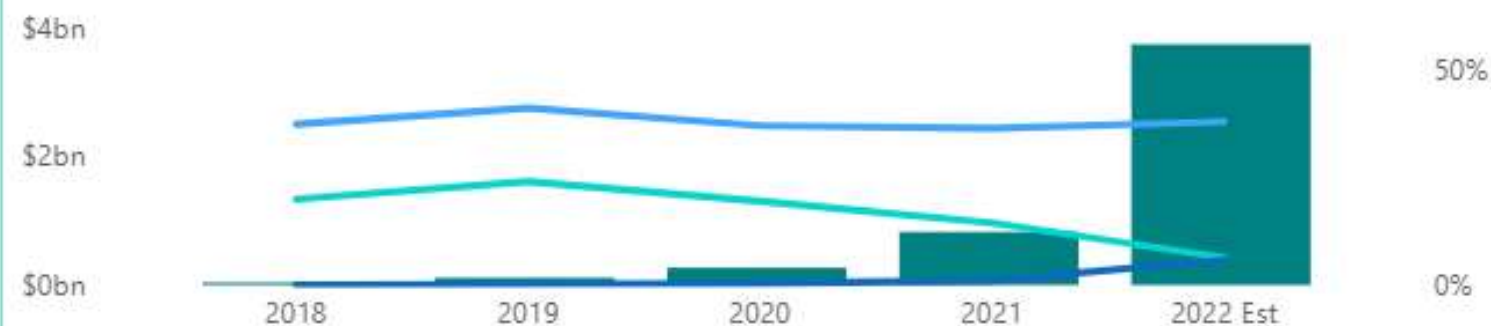
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %



Top 5 Customers by Revenue

Customer	RC %	GM %
Sage	3.4%	31.5% ↓
Flipkart	3.7%	42.1%
AtliQ Exclusive	9.7%	46.0%
AtliQ e Store	8.1%	36.9% ↓
Amazon	13.3%	36.8%
Total	38.2%	39.2%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4% ↓
AQ Smash 2	4.1%	37.4%
Total	23.2%	38.1%

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

Finance View - Insights

Net Sales Decline: Net sales have significantly decreased compared to the previous year (BM - Benchmark, which is the Last Year). The current estimated net sales are \$3.74 billion, a 35.33% decline from the benchmark.

Profitability Issues: The company's profitability has worsened. The Gross Margin is down by 4.37 percentage points, and the Net Profit % has dropped drastically, by 56.23 percentage points, to 6.34%.

Operational Expenses: Operational Expenses have become a major concern, as they show a negative growth of -162.9% compared to the previous year. This indicates a significant increase in operational costs.

Strong Performance in APAC: The APAC region is the top contributor to Net Sales with a substantial P&L change of 335.27%, suggesting it is the key growth driver.

Net Sales Performance Over Time: The Net Sales performance over time shows a significant drop around early 2022, and it has remained at a lower level since then.

Sales View - Insights

Overall, Sales and Profitability: The dashboard's total sales match the previous dashboard at **\$3.736 billion**, with a Gross Margin of **38.08%**. This indicates the consistency of the data across views.

Top-Performing Customer: **Acclaimed Stores** is the largest customer, generating **\$73.36 million** in sales. However, **AtliQ Exclusive** has the highest Gross Margin percentage at **46.01%**, suggesting a more profitable relationship despite lower sales.

Top-Performing Segment: The **Notebook** segment is the biggest contributor to sales, with **\$1.580 billion**. The **Peripherals** segment follows closely at **\$897.54 million**.

Top-Performing Segment: The **Notebook** segment is the biggest contributor to sales, with **\$1.580 billion**. The **Peripherals** segment follows closely at **\$897.54 million**.

Unit Economics: The donut charts show that **Net Sales** account for **50.69%** of total revenue, while **Total COGS** represent **61.92%** of the total cost, highlighting the significant portion of costs attributed to the goods sold.

Marketing View - Insights

Overall Financial Performance: The dashboard consistently shows total net sales of **\$3.736 billion**, a gross margin of **38.08%**, and a net profit of **\$236.79 million** (a **6.34%** net profit margin).

Most Profitable Product Segment: While the Notebook segment generates the highest sales (**\$1.580 billion**), the **Networking** segment has the highest net profit margin at **6.65%**, indicating it's the most profitable on a per-dollar basis.

Geographical Performance: The **APAC** region is the top sales driver, with **\$1.923 billion** in net sales. However, the **EU** region has the highest net profit margin at **9.22%**, making it the most profitable region.

Performance Matrix: The scatter plot reveals that **Gaming Laptops** and **Business Laptops** are the highest-selling products, each with sales exceeding **\$0.6 billion**. They also have high gross margins, indicating they are significant contributors to both revenue and profit.

Operational Expenses are a Drag on Profit: The final chart shows a **decrease** in Net Profit, which is mainly due to a significant **increase** in **Operational Expenses**. Despite a positive gross margin, rising operational costs are eating into the overall profitability.

Supply Chain View - Insights

Overall Forecast Accuracy: The company's overall forecast accuracy is **81.17%**, which is a slight improvement of **+1.2%** over the previous year. This suggests that the forecasting model is stable but has room for improvement.

Net Error: The company has a significant negative Net Error of **-\$3.472 million (-9.48%)**, indicating a consistent under-forecasting of demand. This likely leads to stock-outs and missed sales opportunities.

Top Performer in Accuracy: The **AtliQ Store** customer has the highest forecast accuracy at **74.22%**, indicating strong alignment between their orders and the company's predictions.

Top-Performing Segment: The **Networking** segment has the highest forecast accuracy at **93.06%**, suggesting that demand for these products is highly predictable. In contrast, the **Storage** segment has a very low accuracy and a significant negative Net Error of **-\$620,266 (-25.61%)**, which points to consistent under-forecasting and potential stock-out issues.

Risk Metrics: The dashboard shows a significant "OOS" (Out of Stock) risk for the majority of top customers and segments, directly correlated with the large negative Net Error. This highlights a critical supply chain issue where the company is not producing enough to meet demand, leading to lost sales.

Executive View - Insights

Overall Performance: The company's total net sales are **\$3.736 billion**, with a gross margin of **38.08%** and a net profit margin of **6.34%**. The forecast accuracy is **81.17%**, but there is a significant negative net error of **-9.5%**, which indicates a consistent issue with under-forecasting demand.

Top-Performing Sub-Zones: **NA** (North America) and **India** are the top revenue generators, contributing **\$1.022 billion** and **\$945.3 million** respectively. However, the **NA** sub-zone has a much higher net profit margin of **14.4%**, making it the most profitable region.

Revenue by Division and Channel: The **PC & A** division generates the majority of revenue at **61.33%**, while the **Retailer** channel is the dominant sales channel, accounting for **71.53%** of revenue.

Market Share: The company's market share has been declining since 2019, from **9.6%** to an estimated **7.6%** in 2022. Competitors like **Dale** and **Innovo** have been gaining ground, with Innovo's market share almost doubling in the same period.

Top Customers and Products: **Amazon** is the top customer by revenue share at **13.3%**. The top products by revenue are **AQ BZ Allin1 Gen 2** and **AQ Home Allin1 Gen 2**, highlighting the success of all-in-one product lines.

P&L Statement and Sales Trend View - Recommendations

Problem: Declining Net Sales (-6.34%) and a steep drop in Net Profit (-93.66%) due to high operational expenses.

Cost Optimization

Immediately launch an initiative to reduce operational expenses, as they are the primary cause of the net profit plunge.

Revenue Re-evaluation

Investigate the consistent monthly sales decline and determine if it's due to market conditions, competition, or internal issues.

Regional Strategy

Teal is often associated with reliability and forward-thinking, enhancing your brand's perception.

Marketing and Product / Customer Performance View - Recommendations

Problem: Declining market share and inconsistent profitability across regions and products.

Capitalize on Top Segments

Focus marketing and sales efforts on high-performing product segments like Notebooks and Peripherals to maximize revenue and profit.

Target Profitable Customers

Prioritize sales efforts with high –GM% customers like BestBuy and Amazon to boost overall profitability.

Investigate Low-Profit Regions

Launch a deep dive into the LATAM region to understand and address the root causes of its low profitability.

Supply Chain & Forecast Accuracy View - Recommendations

Problem: Poor forecasting accuracy with a massive negative Net Error, indicating significant over-forecasting.

Enhance Forecasting Model

Move from intuition-based to a data-driven forecasting model to improve accuracy and reduce costly overstock.

Address Customer-Specific Errors

Prioritize sales efforts with high –GM% customers like BestBuy and Amazon to boost overall profitability.

Improve Inventory Management

Use more accurate forecasts to optimize inventory levels, reducing Out-of-Stock (OOS) issues and minimizing carrying costs.

Executive View – Recommendations

Problem: Overall picture shows negative trends in key performance indicators (KPIs) like Net Profit % and Market Share.

Prioritize Profitability

Make boosting Net Profit % the company's number one priority, especially given the current low figure.

Address Channel Performance

Analyze the “Direct” and “Retailer” channels to understand why Direct sales are so dominant and if there are opportunities to improve retailer relationships and sales.

Strategic Decision-Making

Use the detailed data insights from all dashboards to make informed decisions on where to invest resources (profitable regions and products) and where to cut costs (low-profit areas).

Conclusion

Based on the analysis of all the dashboards and the problem statement, AtliQ Hardware is a company with a strong presence in key markets like **APAC** and a profitable product mix, with a high proportion of sales coming from the **PC** and **Retailer segments**. However, the company faces significant challenges, including a **sharp decline in overall sales** and **profitability**, driven by a substantial **increase in operational expenses** and a **negative net profit** compared to the previous year. The analysis also reveals a critical **supply chain issue**, as the company consistently **underforecasts demand**, leading to out-of-stock situations and missed sales opportunities. Furthermore, the company's **market share is eroding**, indicating that competitors are gaining ground. These issues highlight the urgent need for a shift to a **data-driven strategy** to improve forecasting accuracy, optimize operational costs, and regain market competitiveness, particularly in underperforming regions like **Latin America**.