



Business Insights 360

Info



Download user manual and get to know the key information of this tool

Finance



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

Sales



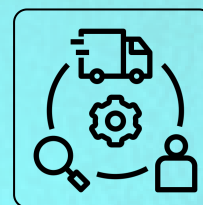
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix

Marketing



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



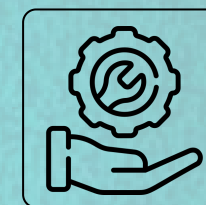
Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc

Executive



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 HARDWARES DATA ANALYSIS

Profit and Loss Check Table

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



customer ▼
All ▼

region, market ▼
All ▼

segment, category, ... ▼
All ▼

₹ 3.74bn!
BM: 3.81bn (-1.86%)
Net Sales

38.08%!
BM: 38.34% (-0.66%)
GM %

6.34%✓
BM: -0.14 (+144.66%)
Net Profit %

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

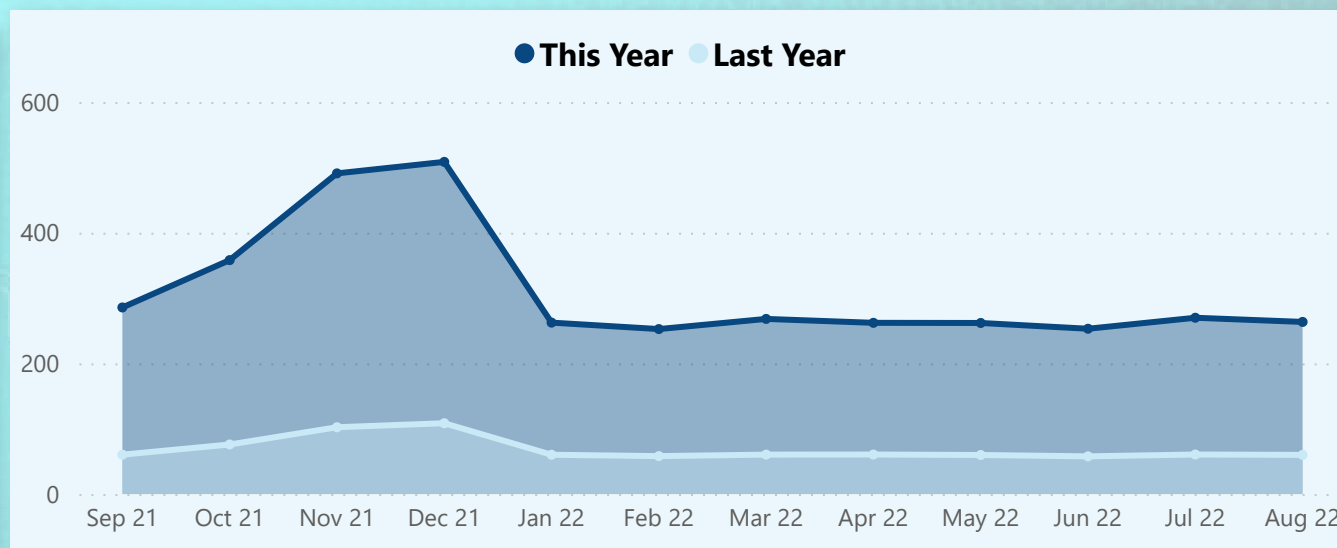
vs LY

vs Target

Profit and Loss Statement

Line Item	2022 Est	LY	YoY	YoY%
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	-1,186.09	-181.27	-1,004.81	554.31
Net Profit	236.79	119.36	117.44	98.39
Net Profit %	6.34	14.49	-8.15	-56.25

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY 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 YoY chg %
Desktop	711.08	1,431.55
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89

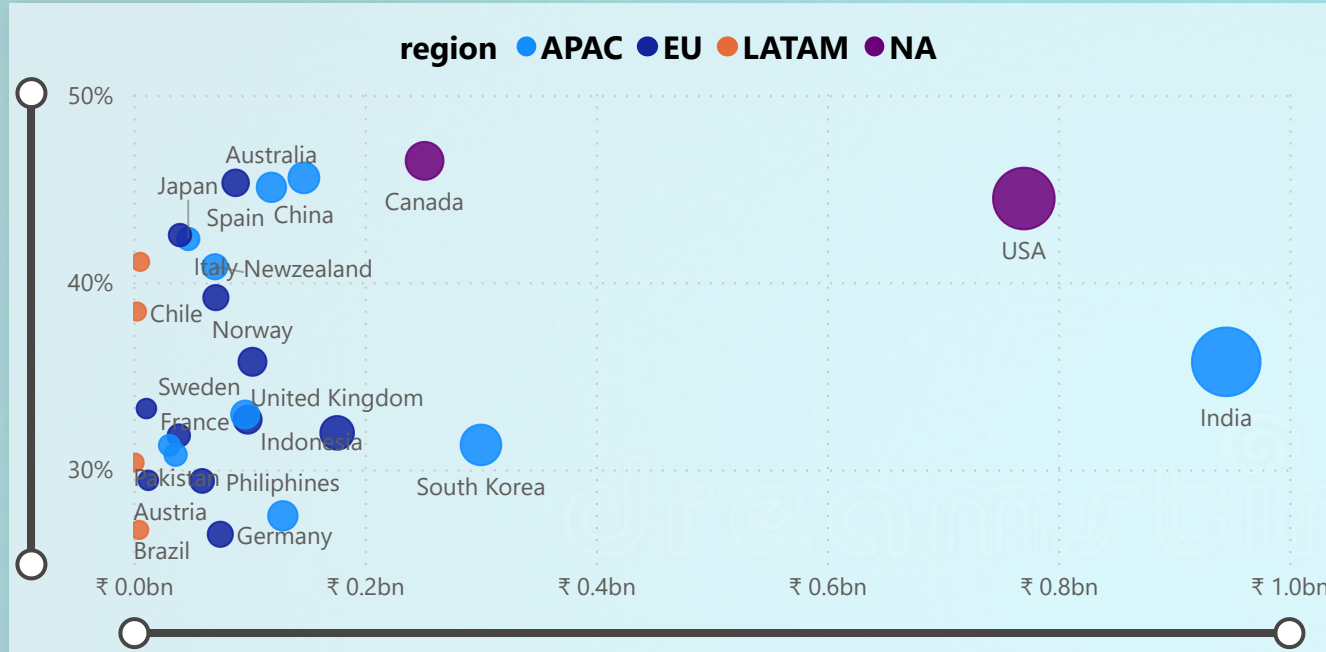


customer
All

region, market
All

segment, category, ...
All

Performance Matrix



Customer Performance

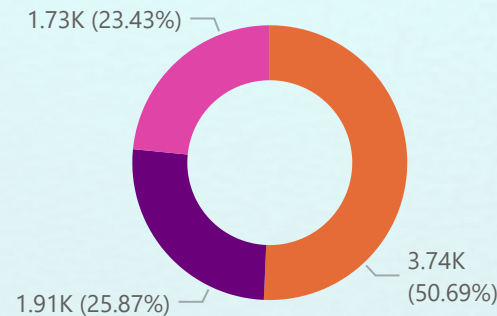
customer	NS \$	GM \$	GM %
Zone	₹ 29.35M	11.58M	39.44%
walmart	₹ 72.41M	33.06M	45.66%
Viveks	₹ 46.39M	14.68M	31.65%
Vijay Sales	₹ 55.13M	20.93M	37.96%
Unity Stores	₹ 6.29M	2.13M	33.91%
UniEuro	₹ 36.37M	11.40M	31.33%
Taobao	₹ 22.66M	9.97M	44.00%
Synthetic	₹ 52.24M	14.76M	28.25%
Total	₹ 3,736.17M	1,422.88M	38.08%

Product Performance

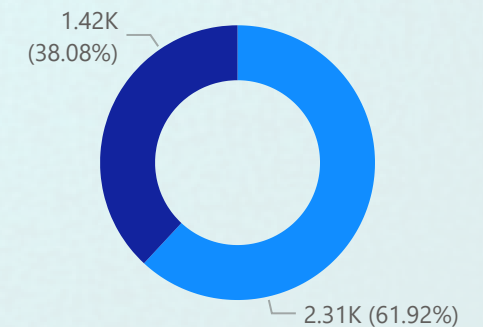
segment	NS \$	GM \$	GM %
Notebook	₹ 1,580.43M	600.96M	38.03%
Peripherals	₹ 897.54M	341.22M	38.02%
Desktop	₹ 711.08M	272.39M	38.31%
Accessories	₹ 454.10M	172.61M	38.01%
Storage	₹ 54.59M	20.93M	38.33%
Networking	₹ 38.43M	14.78M	38.45%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics

● Net Sales ● Total Post In... ● Pre Invoic...



● Total COGS ● Gross Margin



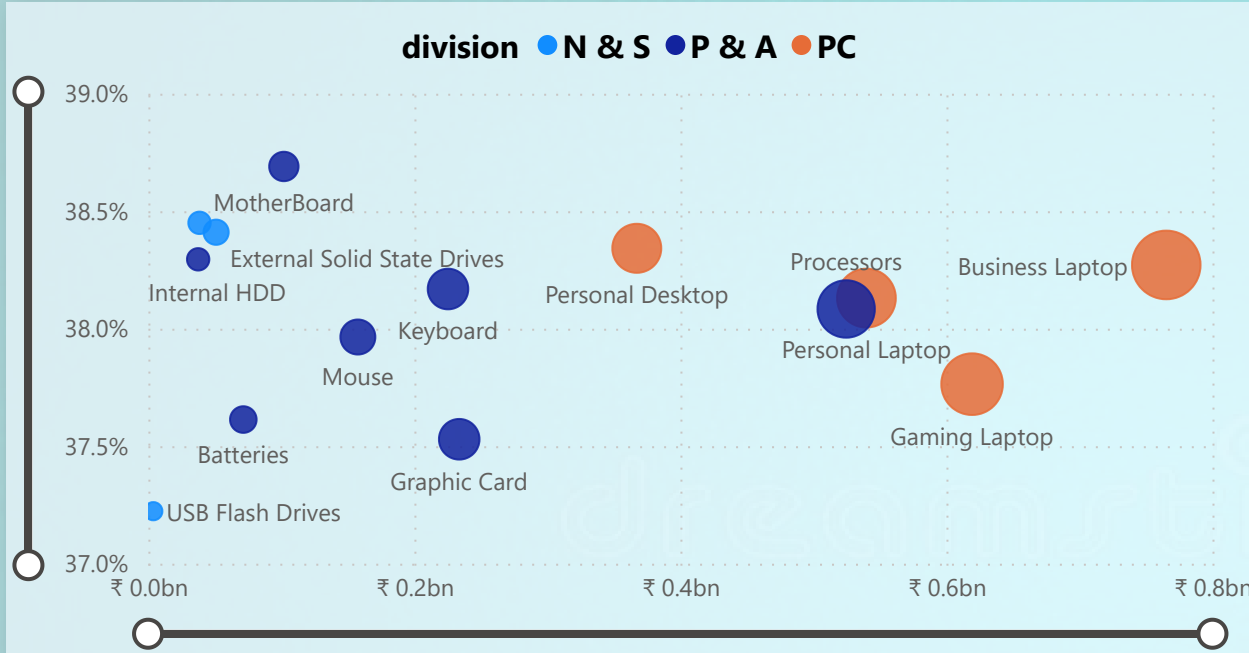


customer
All

region, market
All

segment, category, ...
All

Performance Matrix



2018	2019	2020	2021	2022 Est
Q1	Q2	Q3	Q4	YTD
				YTG

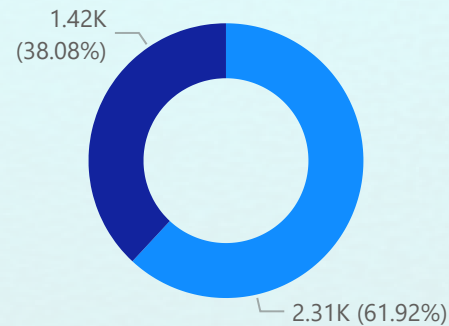
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %	
+	Notebook	₹ 600.96M	38.03%	98.83M	6.25%	
	1,580.43M					
+	Peripherals	₹ 897.54M	341.22M	38.02%	56.68M	6.31%
+	Desktop	₹ 711.08M	272.39M	38.31%	46.72M	6.57%
+	Accessorie	₹ 454.10M	172.61M	38.01%	28.43M	6.26%
+	Storage	₹ 54.59M	20.93M	38.33%	3.57M	6.53%
+	Networkin	₹ 38.43M	14.78M	38.45%	2.56M	6.65%
+				0.00M	0.00%	

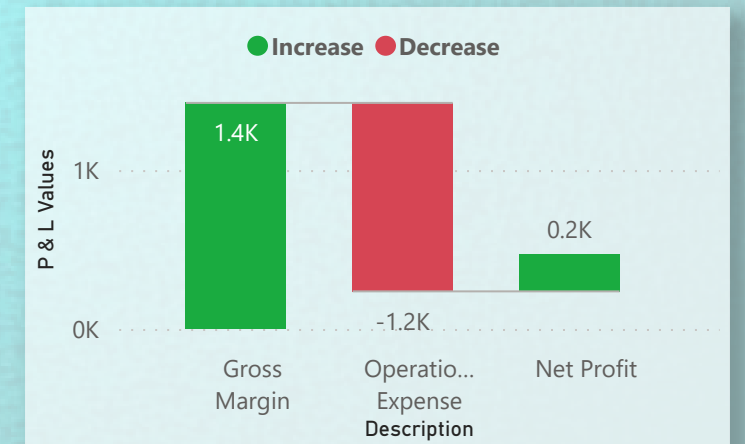
Product Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	₹ 0.01bn	0.01bn	35.02%	0.00bn	17.36%
EU	₹ 0.78bn	0.27bn	34.53%	0.07bn	9.22%
APAC	₹ 1.92bn	0.69bn	35.88%	0.13bn	6.99%
NA	₹ 1.02bn	0.46bn	44.97%	0.03bn	2.76%

● Total COGS ● Gross Margin



Unit Economics





customer ▼
All ▼

region, market ▼
All ▼

segment, category, ... ▼
All ▼

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 0.80 (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (+361.97%)

Net Error

6899.04K✓

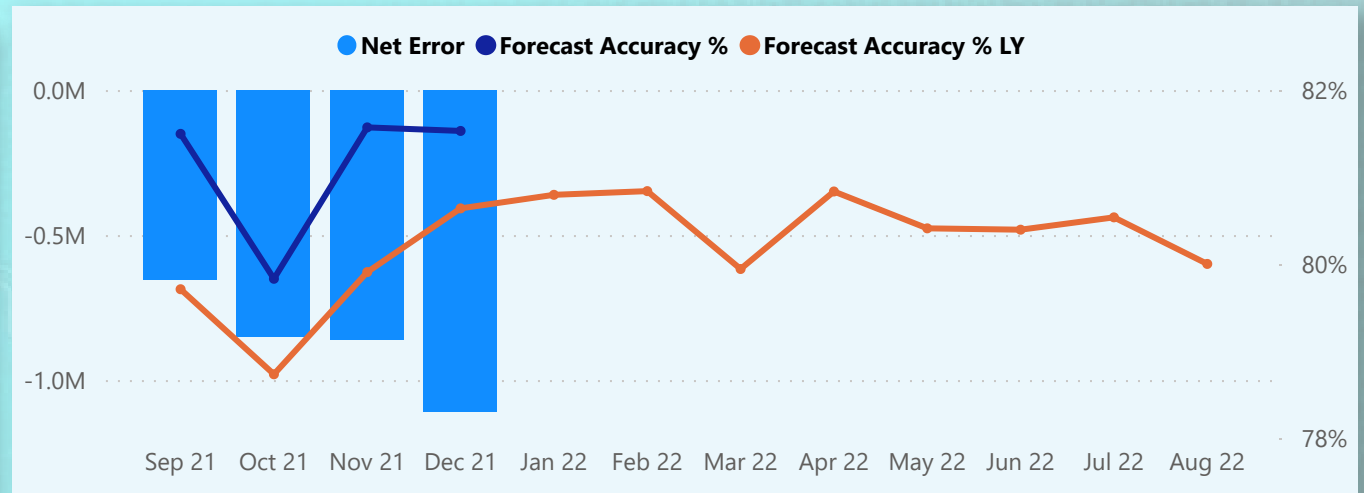
LY: 9780.74K (+29.46%)

Absolute Error

Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Risk
Zone	49.46%	-19035	-6.56%	Out of Stock
walmart	54.78%	84334	12.08%	Excess Inventory
Viveks	33.27%	-129058	-28.95%	Out of Stock
Vijay Sales	30.76%	-137937	-25.92%	Out of Stock
Unity Stores	8.32%	-35536	-61.31%	Out of Stock
UniEuro	50.30%	-89065	-23.90%	Out of Stock
Taobao	42.65%	-13408	-7.14%	Out of Stock
Synthetic	30.36%	-191078	-36.09%	Out of Stock
Surface Stores	51.75%	-4304	-3.38%	Out of Stock
Staples	54.45%	79821	11.51%	Excess Inventory
Sound	32.34%	-97958	-41.81%	Out of Stock
Sorefoz	23.48%	-100677	-61.15%	Out of Stock
Sorefoz	41.54%	-2107	-2.85%	Excess
Total	81.17%	-347269	-9.48%	Out of Stock

Accuracy / Net Error Trend

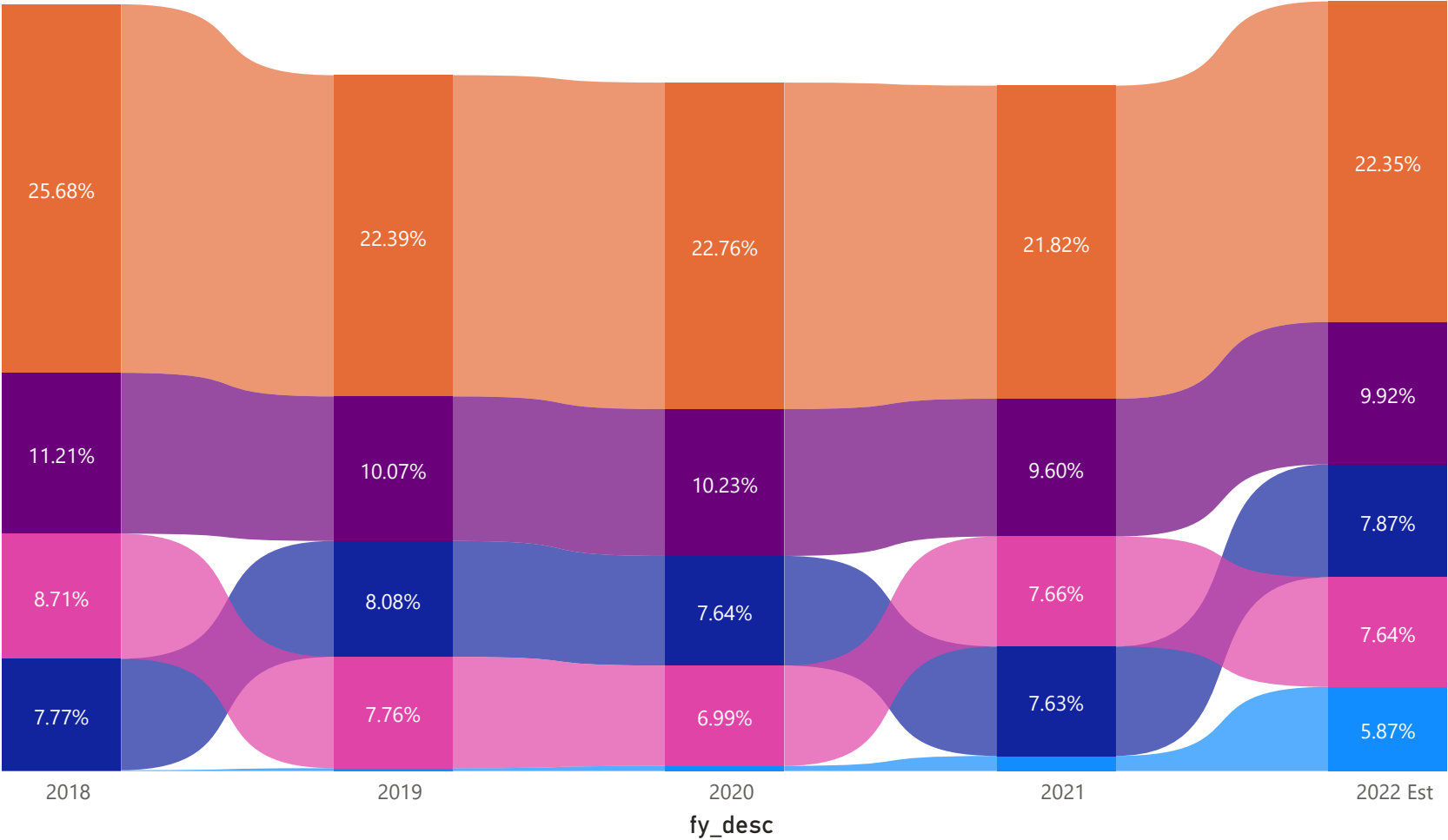


Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Net Error %	Risk
Accessories	87.42%	341468	1.72%	Excess Inventory
Desktop	87.53%	78576	10.24%	Excess Inventory
Networking	93.06%	-12967	-1.69%	Out of Stock
Notebook	87.24%	-47221	-1.69%	Out of Stock
Peripherals	68.17%	-3204280	-31.83%	Out of Stock
Storage	71.50%	-628266	-25.61%	Out of Stock

Market Share % by fy_desc and manufacturer

manufacturer atliq bp dale innovo pacer



sub_zone

ANZ

India

LATAM

NA

NE

ROA

SE