



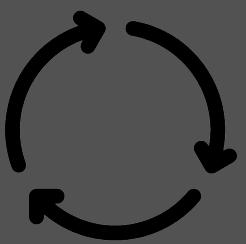
AtliQ Hardware

Business Insight 360

Sales Data Loaded Until Dec 21



Currency is into \$ US Dollar and
Values are in million



Saturday, 30 November,
2024

Finance



Get P & L statement for any customer /Product/County or aggregation of the above over any time period and more...



Marketing

Analyze the performance of your products(s) over key metrics like Net sales, Gross margin and view the same in **profitability / Growth matrix**

Sales



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

Executive



A **top level dashboard** for executive consolidating top insights for all dimensions of business



Supply Chain

Get **Forecast accuracy**, Net Error and risk profile for product, segment, category, customer ,etc.

INFO



SUPPORT



Business Insight 360

Filters 

2019 2020 2021 2022EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG LY Target

region, market

All 

customer

All 

segment, category, product

All 



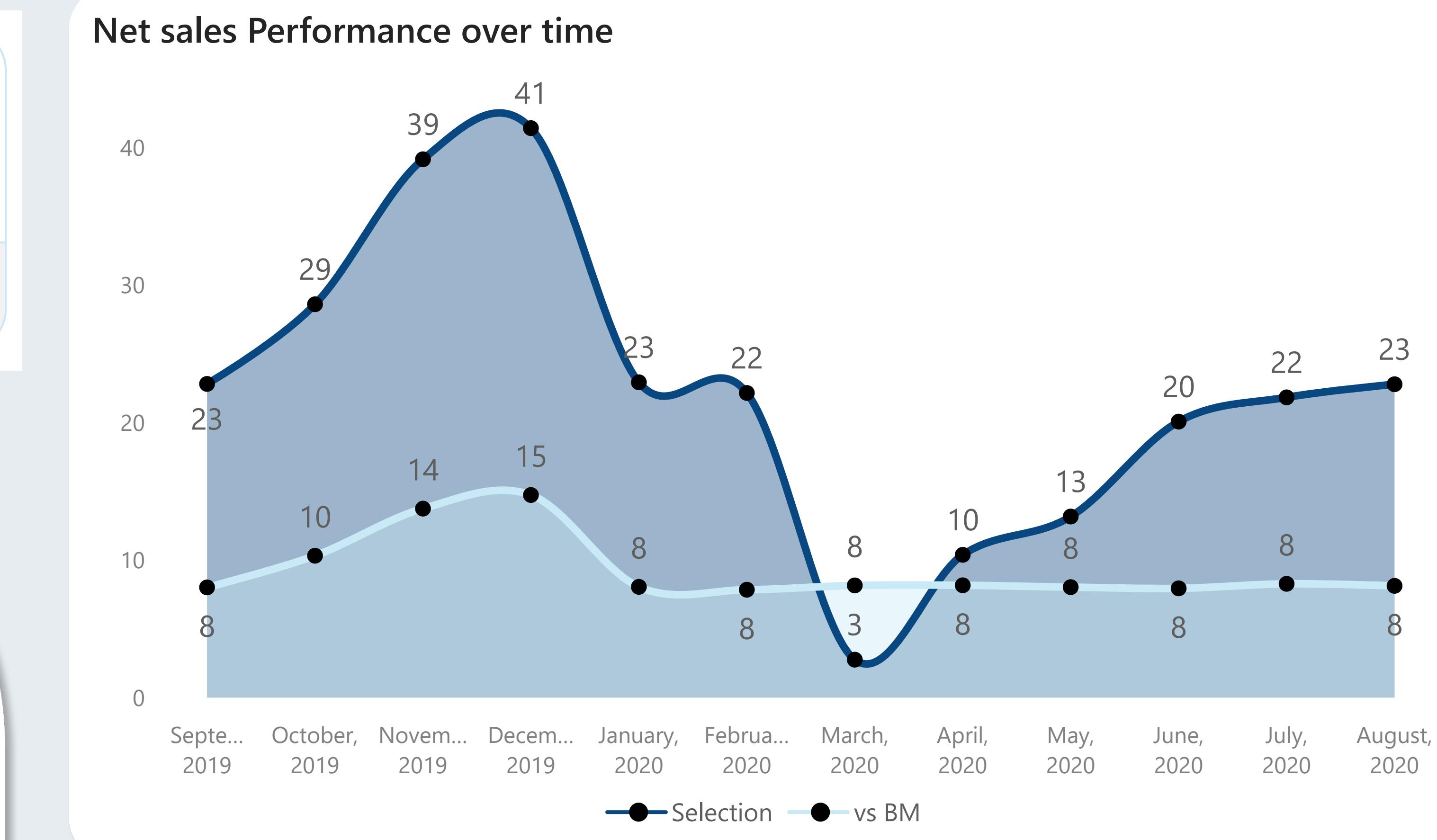
BM = Benchmark | LY = Last Year

NS = Net Sales | GM = Gross Margin

NP = Net Profit | chg = Change

All Values In Million \$

Line Item	2020	BM	chg	chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational expenses	-101.71	-43.43	-58.28	134.21
Net profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



region	P & L values	P & L chg %
APAC		
Australia	13.90	193.45
Bangladesh	2.94	396.54
China	7.02	302.72
India	64.73	71.40
Indonesia	8.08	161.70
Japan	2.46	
Newzealand	2.90	
Pakistan	6.12	697.82

Primary Parameter: region, category

Secondary Parameter: market, product

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Filters Clear Filter

2019 2020 2021 2022EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG LY Target

region, market
All

customer
All

segment, category, product
All



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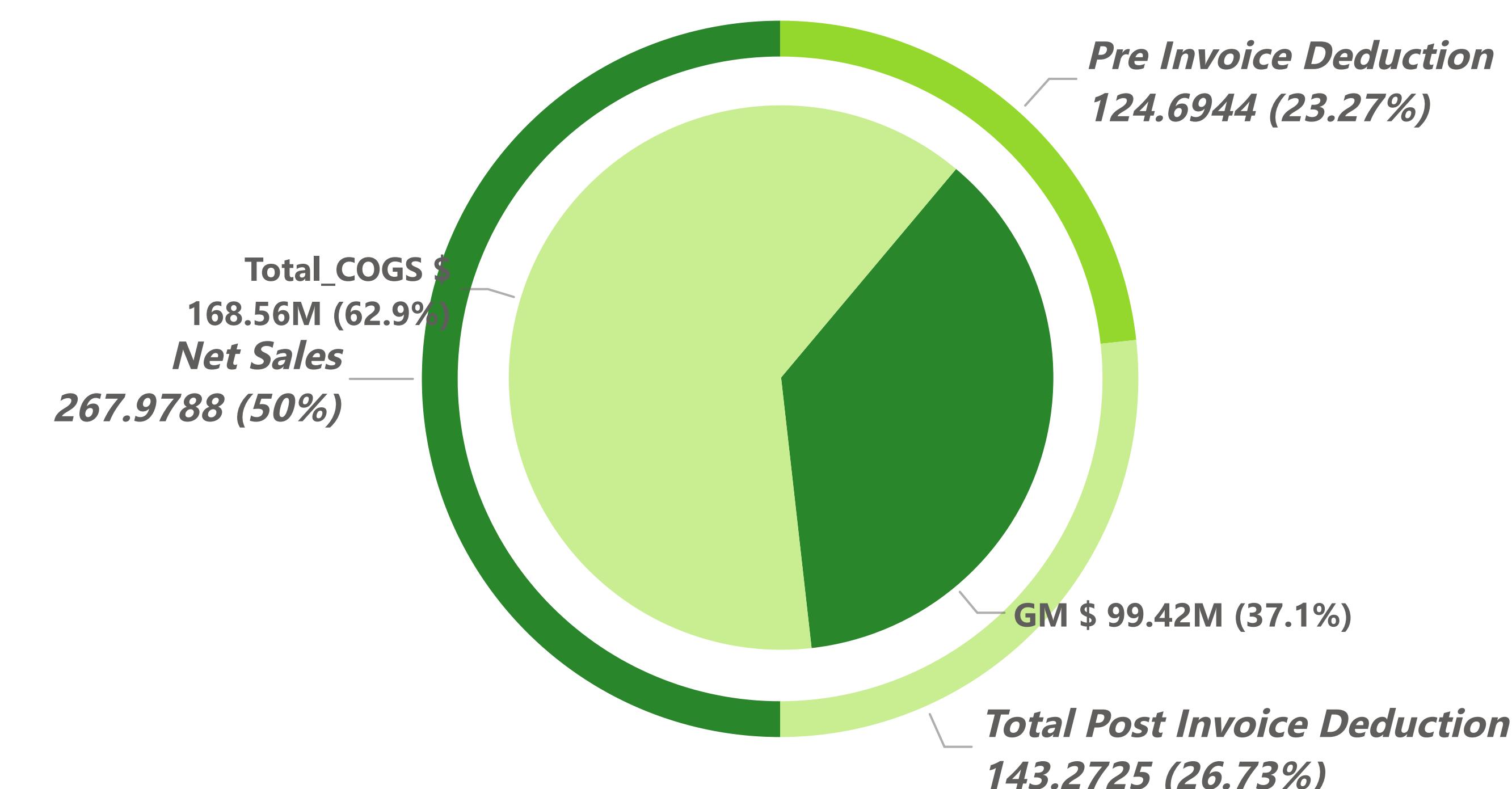
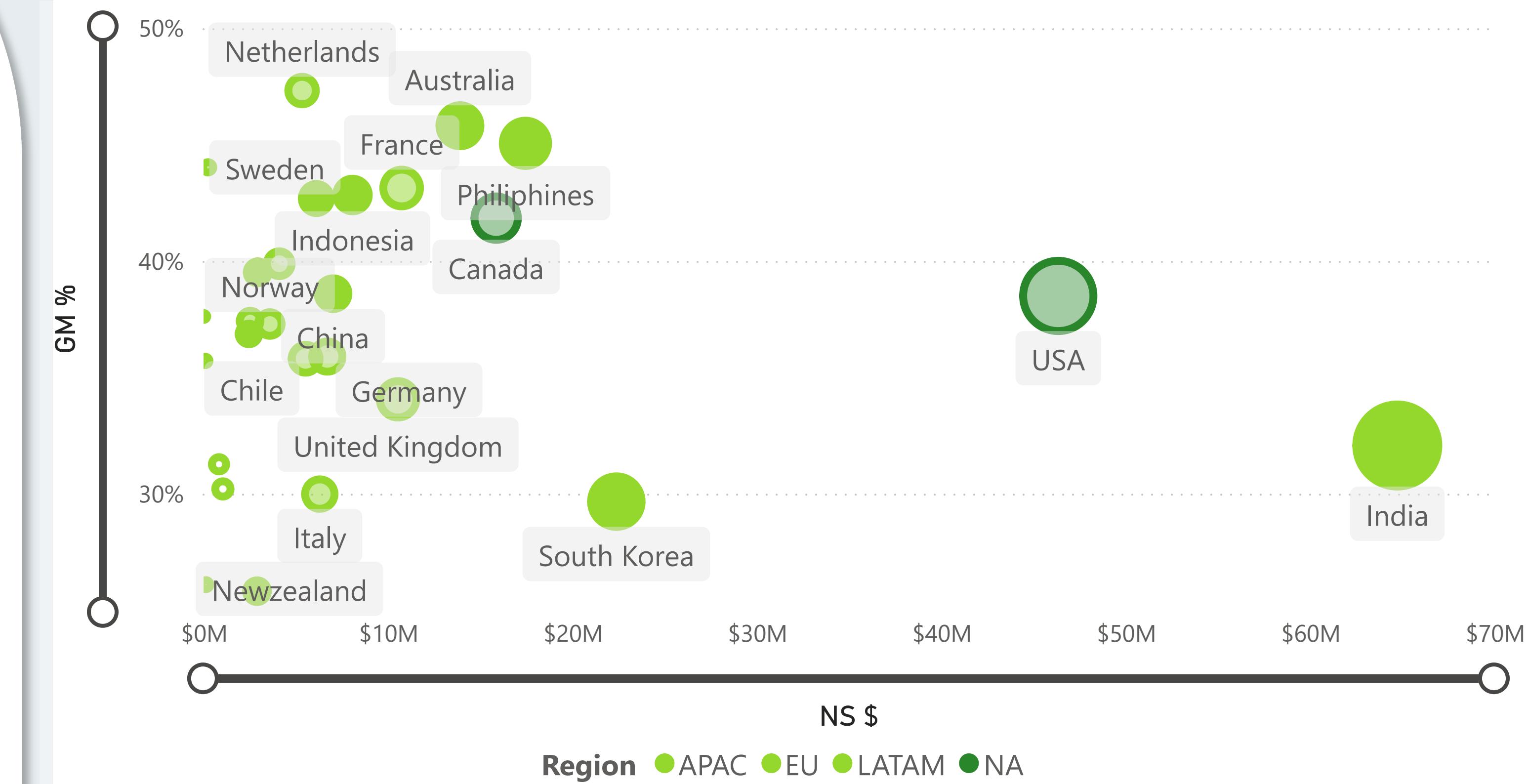
NP = Net Profit | chg = Change

All Values In Million \$

customer product

customer	NS \$	GM \$	GM %	GM % YOY
Amazon	\$49.77M	18.89M	38.0%	-3.6%
Atliq e Store	\$31.74M	11.89M	37.5%	-3.5%
AtliQ Exclusive	\$22.97M	10.52M	45.8%	-2.6%
Flipkart	\$10.92M	3.66M	33.5%	-1.3%
Sage	\$8.32M	2.60M	31.2%	-12.5%
Ebay	\$8.15M	2.80M	34.3%	-8.2%
Leader	\$7.73M	2.04M	26.4%	-21.8%
Synthetic	\$5.75M	2.54M	44.2%	3.5%
Novus	\$4.88M	2.01M	41.3%	3.8%
Electricalsociety	\$4.56M	1.54M	33.8%	-10.6%
Neptune	\$4.41M	1.70M	38.7%	-7.4%
Expression	\$3.86M	1.23M	32.0%	-8.0%
Acclaimed Stores	\$3.73M	1.38M	37.1%	3.6%
Staples	\$3.71M	1.48M	40.0%	5.9%
Costco	\$3.60M	1.43M	39.6%	8.4%
walmart	\$3.42M	1.28M	37.4%	1.6%
Electricalslytical	\$3.41M	0.93M	27.3%	-14.1%
Reliance Digital	\$3.36M	1.22M	36.4%	-6.6%
Propel	\$3.23M	1.04M	32.2%	-9.0%
Croma	\$3.19M	1.14M	35.6%	-9.9%
Viveks	\$2.92M	0.91M	31.2%	-8.8%
Control	\$2.84M	1.14M	40.1%	8.2%
Viiay Sales	\$2.79M	0.74M	26.6%	-16.2%
Total	\$267.98M	99.42M	37.1%	-4.1%

Net Sales Performance Over Time





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Filters

2019 2020 2021 2022EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG LY Target

region, market

All

customer

All

segment, category, product

All



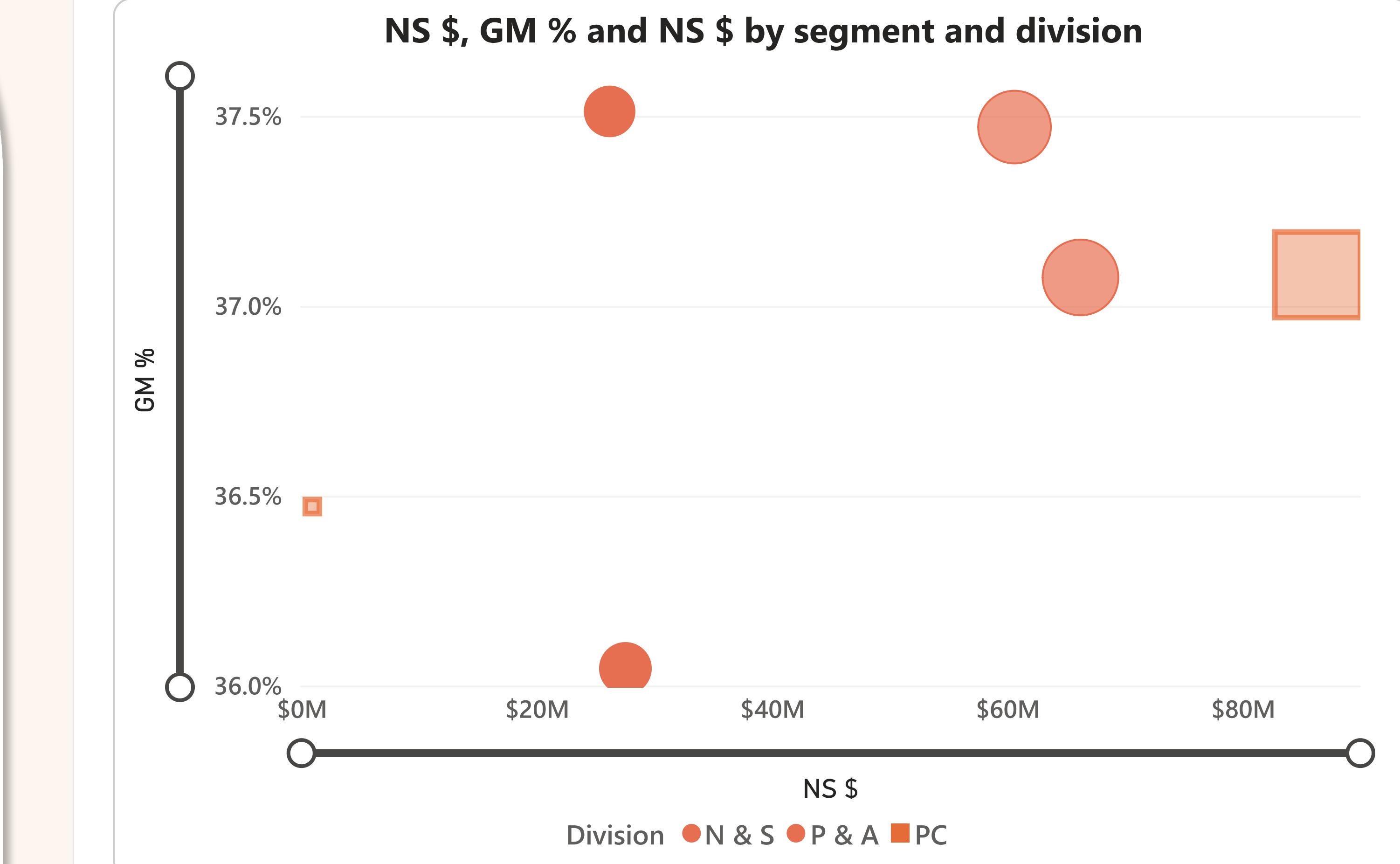
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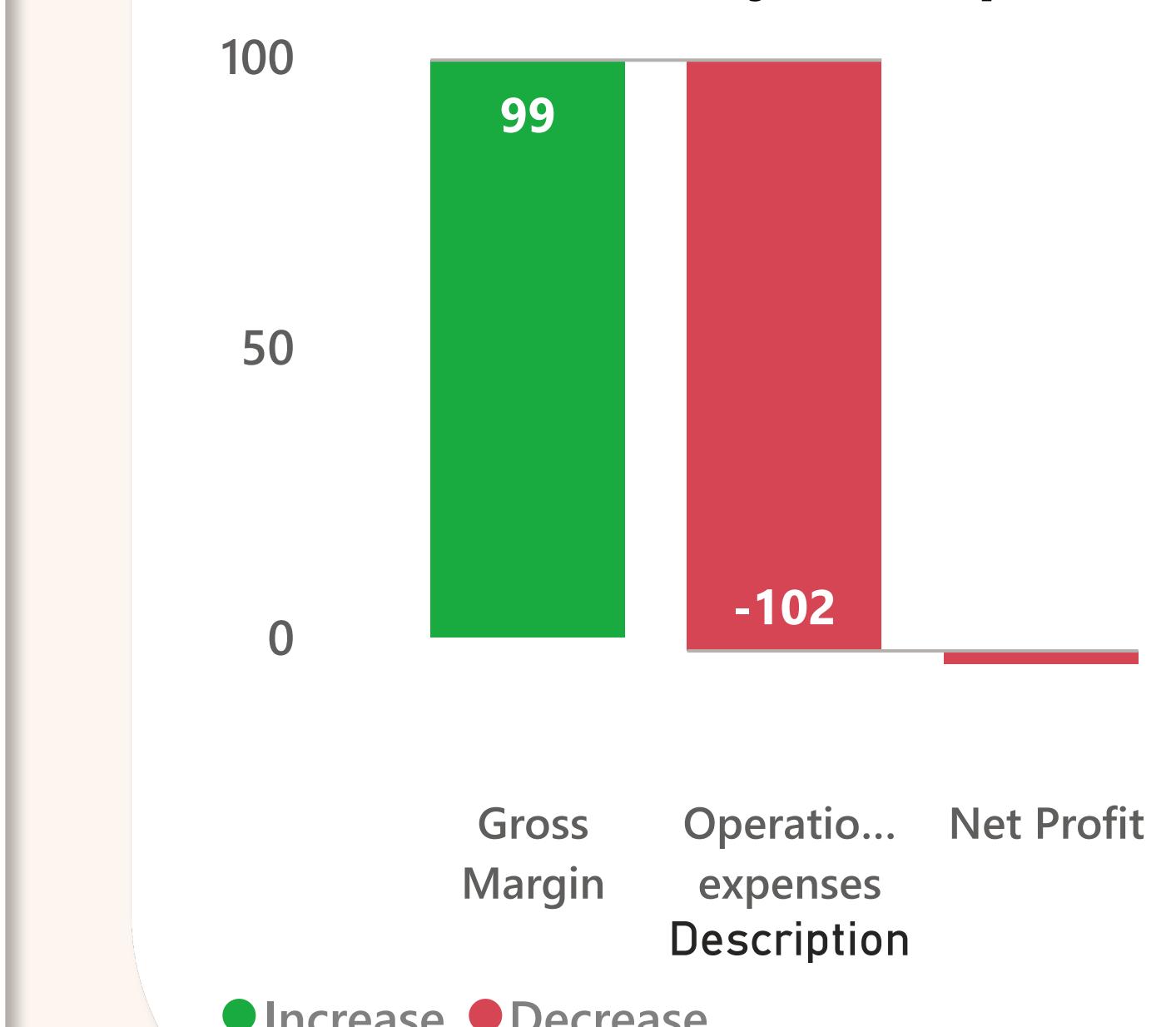
NP = Net Profit | chg = Change

All Values In Million \$

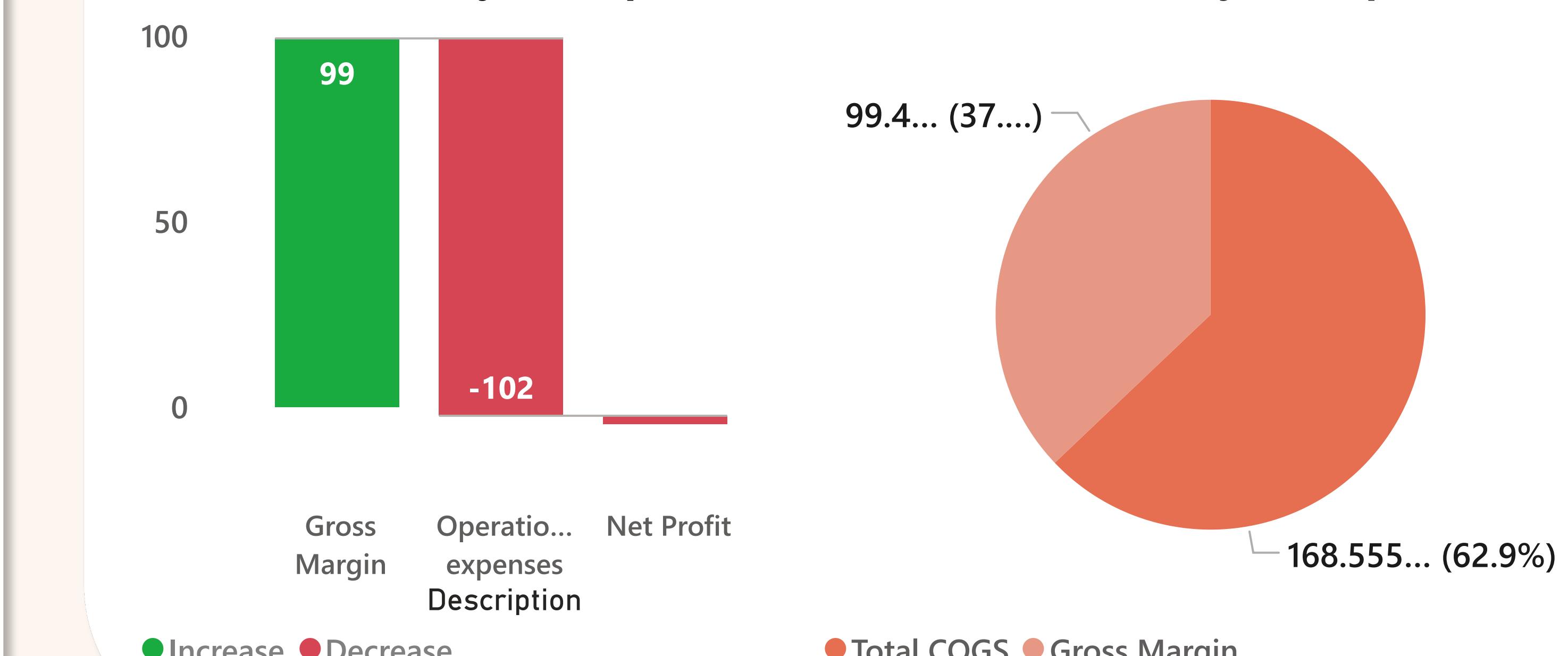
customer	Segment & Product		Region & Customer		NP % & GM %	
	segment	product	region	customer	GM %	NP %
Amazon	\$49.77M	18.89M	38.0%	0.13M	0.25%	
Atliq e Store	\$31.74M	11.89M	37.5%	0.94M	2.96%	
AtliQ Exclusive	\$22.97M	10.52M	45.8%	2.24M	9.75%	
Flipkart	\$10.92M	3.66M	33.5%	-1.28M	-11.73%	
Sage	\$8.32M	2.60M	31.2%	0.11M	1.35%	
Ebay	\$8.15M	2.80M	34.3%	-0.91M	-11.21%	
Leader	\$7.73M	2.04M	26.4%	-0.22M	-2.82%	
Synthetic	\$5.75M	2.54M	44.2%	1.08M	18.72%	
Novus	\$4.88M	2.01M	41.3%	0.76M	15.57%	
Electricalsocity	\$4.56M	1.54M	33.8%	-0.34M	-7.36%	
Neptune	\$4.41M	1.70M	38.7%	-0.41M	-9.29%	
Expression	\$3.86M	1.23M	32.0%	-0.38M	-9.93%	
Acclaimed Stores	\$3.73M	1.38M	37.1%	0.06M	1.74%	
Staples	\$3.71M	1.48M	40.0%	-0.03M	-0.83%	
Costco	\$3.60M	1.43M	39.6%	-0.03M	-0.76%	
walmart	\$3.42M	1.28M	37.4%	-0.09M	-2.74%	
Electricalslytical	\$3.41M	0.93M	27.3%	-0.73M	-21.34%	
Reliance Digital	\$3.36M	1.22M	36.4%	-0.32M	-9.56%	
Propel	\$3.23M	1.04M	32.2%	-0.41M	-12.56%	
Croma	\$3.19M	1.14M	35.6%	-0.36M	-11.16%	
Viveks	\$2.92M	0.91M	31.2%	-0.45M	-15.55%	
Control	\$2.84M	1.14M	40.1%	-0.03M	-1.17%	
Viiav Sales	\$2.79M	0.74M	26.6%	-0.56M	-20.19%	
Total	\$267.98M	99.42M	37.1%	-2.29M	-0.85%	



P & L values by Description



P & L values by Description





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Filters Clear Filters

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Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG LY Target

region, market

All

customer

All

segment, category, product

All



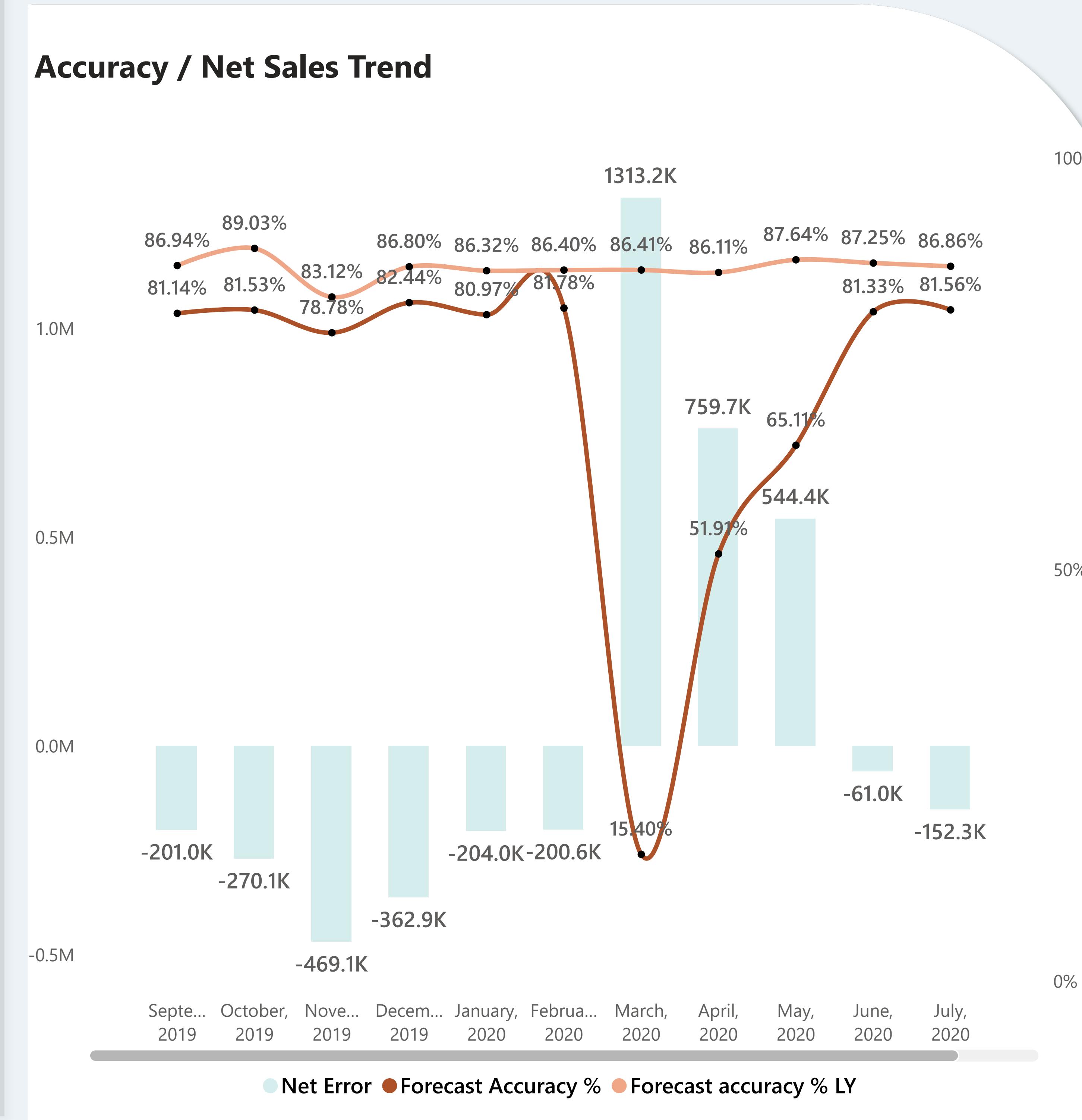
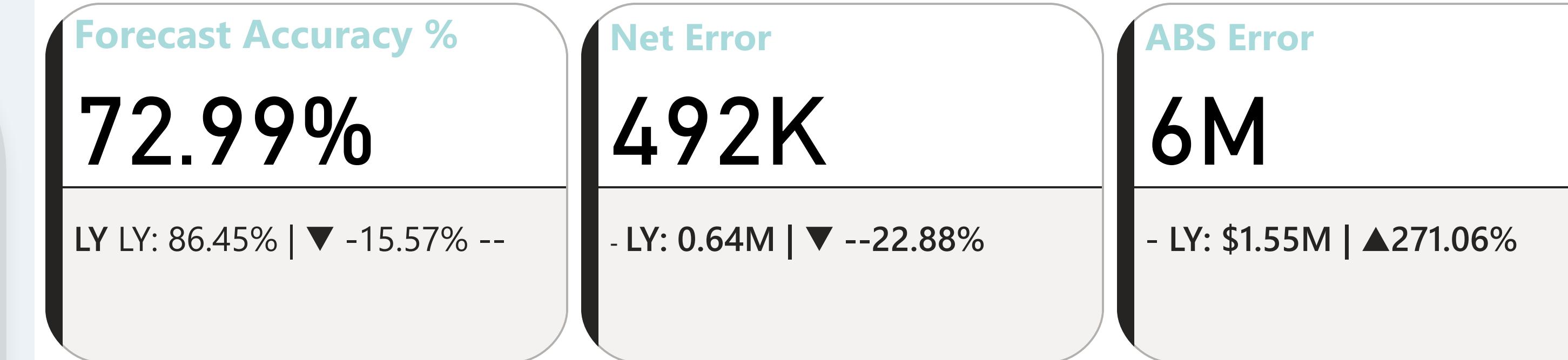
BM = Benchmark | LY = Last Year

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NP = Net Profit | chg = Change | EI :

Excess Inventory | OOS : Out Of Stock

All Values In Million \$



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76% OOS	
All-Out	35.18%		5699	25.31% EI	
Amazon	48.43%	78.07%	-917373	-31.93% OOS	
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79% EI	
Atlas Stores	39.19%	47.32%	24488	26.07% EI	
Atliq e Store	55.24%	76.51%	-544329	-28.48% OOS	
AtliQ Exclusive	56.65%	76.67%	330680	17.76% EI	
BestBuy	7.31%	26.90%	-44305	-32.55% OOS	
Total	72.99%	86.45%	491599	2.31% EI	

Key Metrics By Products

category	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Batteries	71.50%		14003	28.44% EI	
AQ LION x1	71.36%		4131	28.49% EI	
AQ LION x2	72.26%		4018	27.74% EI	
AQ LION x3	70.67%		4253	29.33% EI	
AQ Mx NB	72.00%		1601	27.79% EI	
Business Laptop	79.87%	90.40%	39558	18.89% EI	
AQ BZ 101	79.60%	91.09%	6438	19.70% EI	
AQ BZ Compact	80.12%	89.01%	11852	18.45% EI	
AQ BZ Gen Y	79.34%	92.50%	12376	19.21% EI	
Total	72.99%	86.45%	491599	2.31% EI	



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region, market

All

customer

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segment, category, product

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BM = Benchmark | LY = Last Year

NS = Net Sales | GM = Gross Margin

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All Values In Million \$

Forecast Accuracy %

72.99%

- LY: 86.45% | ▼ -15.57% --

NS \$

\$267.98M

LY \$111.37M +26.8% □

GM %

37.1%

LY 41.2% +37.1% ↘

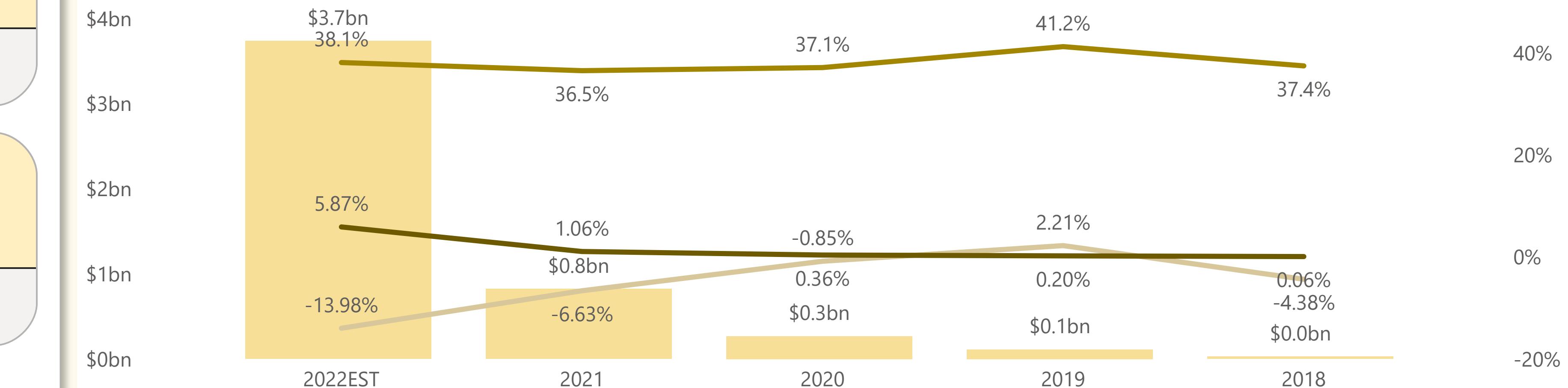
NP %

-0.85%

LY 2.21% -0.85% ↘

NS \$, GM %, NP %, AtliQ Sales and AtliQ MS % by fy_desc

NS \$ GM % NP % AtliQ Sales AtliQ MS %



sub_zone NS \$ RC (%) GM % NP % Net Error % AtliQ MS % Risk

ANZ	\$16.8M	6.3%	42.4%	12.6%	24.23%	0.10%	EI
ROA	\$66.5M	24.8%	38.1%	8.9%	9.35%	0.57%	EI
SE	\$25.1M	9.4%	37.6%	7.0%	11.01%	1.07%	EI
LATAM	\$2.0M	0.7%	31.0%	-0.1%	1.20%	0.03%	EI
NA	\$62.2M	23.2%	39.3%	-1.8%	-22.10%	0.27%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	8.34%	0.34%	EI
India	\$64.7M	24.2%	32.1%	-14.7%	-0.82%	0.84%	OOS
Total	\$268.0M	100.0%	37.1%	-0.9%	2.31%	0.36%	EI

Top 5 Customer By Revenue

customer RC (%) GM %

AtliQ Exclusive	8.57%	45.8%
Amazon	18.57%	38.0%
Atliq e Store	11.85%	37.5%
Flipkart	4.08%	33.5%
Sage	3.10%	31.2%
Total	46.17%	38.4%

Top 5 Products By Revenue

product RC (%) GM %

AQ BZ Compact	4.25%	36.5%
AQ BZ Gen Y	4.51%	37.0%
AQ Lite	4.31%	36.5%
AQ Wi Power Dx1	4.42%	37.0%
AQ Wi Power Dx2	5.36%	38.0%
Total	22.85%	37.0%

N & S \$53.77M (20.07%)

PC \$87.34M (32.59%)

Division & Channel

division

channel

P & A \$126.86M (47.34%)