



SREE VIGNESH

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# Business Insights 360 for atliq hardwares

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**Last data refresh:**  
8/7/2024 3:43:14 AM UTC

**Downloaded at:**  
8/7/2024 6:57:23 AM UTC





# 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..



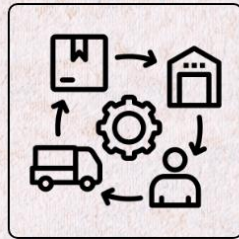
## SALES VIEW

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



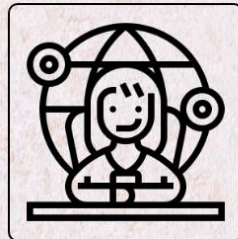
## MARKETING VIEW

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 executive consolidating top insights from all dimension of business.



## SUPPORT

Get your **issues resolved** by connecting to our support specialist.



Last refresh date : 30 Jul 24

All values are in Millions & Dollars

Sales data loaded until : Dec 21





region, market

All

customer

All

segment, category, pro...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$1.64bn✓

BM: 823.85M (+99.42%)

Net Sales

37.7%✓

BM: 36.49% (+3.44%)

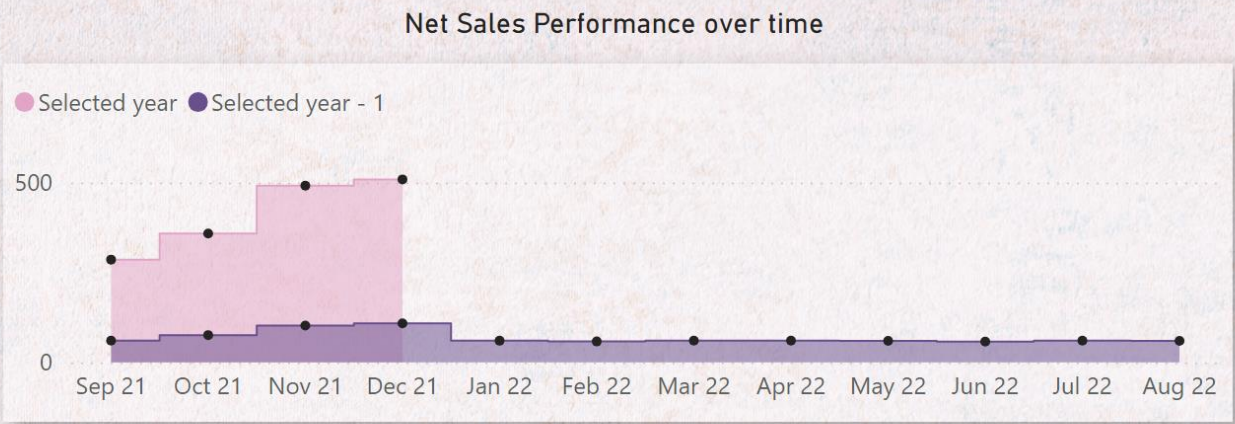
GM %

-14.13%!

BM: -6.63% (-113.02%)

Net Profit %

Profit and Loss Statement				
Line Item	2022Est	BM	Chg	Chg %
Gross Sales	3,258.68	1,664.64	1,594.04	95.76
Pre Invoice Deduction	764.20	392.50	371.69	94.70
Net Invoice Sales	2,494.48	1,272.13	1,222.35	96.09
- Post Discounts	558.55	281.64	276.91	98.32
- Post Deductions	293.03	166.65	126.38	75.83
Total Post Invoice Deduction	851.58	448.29	403.29	89.96
Net Sales	1,642.91	823.85	819.06	99.42
- Manufacturing Cost	971.74	497.78	473.97	95.22
- Freight Cost	44.29	22.05	22.24	100.82
- Other Cost	6.74	3.39	3.35	98.71
Total COGS	1,022.77	523.22	499.55	95.48
Gross Margin	620.14	300.63	319.51	106.28
Gross Margin %	37.75	36.49	1.26	3.44
GM / Unit	15.46	5.99	9.47	157.96
-Operational Expenses	-852.29	-355.28	-497.01	-139.89
Net Profit	-232.15	-54.65	-177.50	-324.79
Net Profit %	0.00	0.00	0.00	-113.02



Top / Bottom Markets & Products by Net Sales		
region	P & L values	P&L YOY Chg %
⊕ NA	392.10	120.35
⊕ APAC	882.68	99.71
⊕ LATAM	6.04	90.94
⊕ EU	362.09	80.35
Total	1,642.91	99.42

segment	P & L values	P&L YOY Chg %
⊕ Desktop	280.78	504.75
⊕ Peripherals	444.83	167.15
⊕ Notebook	683.24	156.39
⊕ Accessories	190.84	-22.06
⊕ Storage	26.95	-50.48
⊕ Networking	16.28	-63.95
Total	1,642.91	99.42

BM = Benchmark    LY = Last Year





region, market

All



customer

All



segment, category, pro...

All



2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

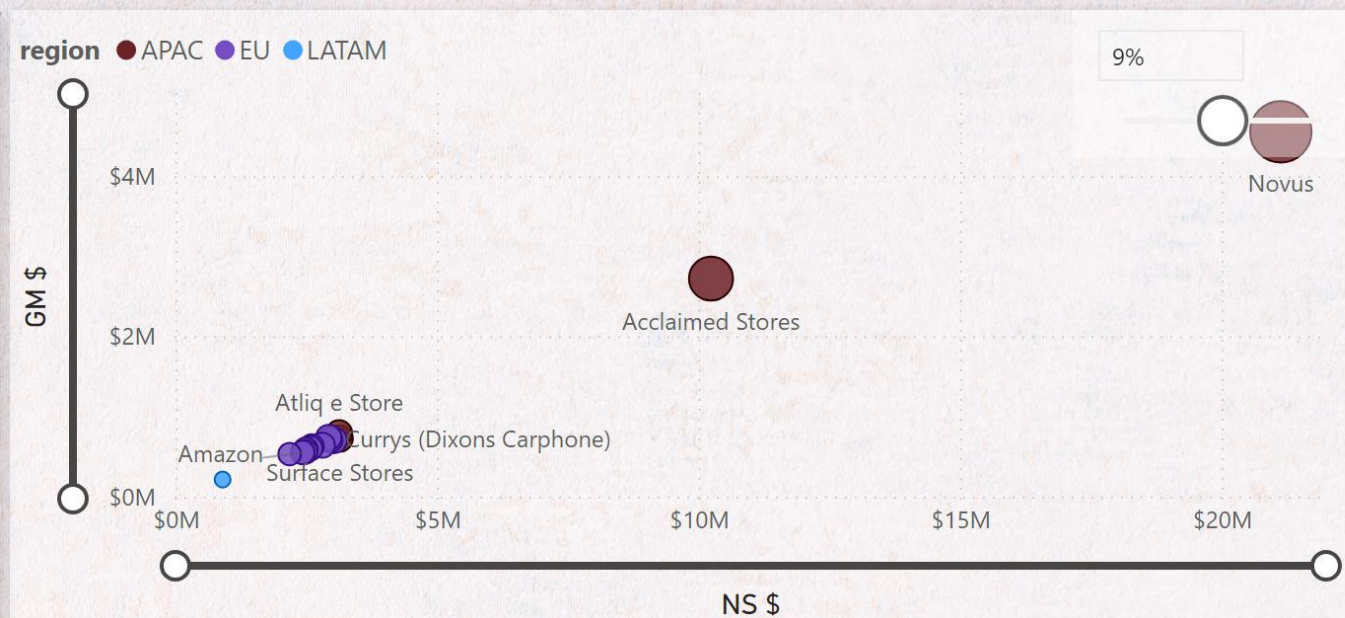
vs LY

vs Target

## Customer Performance

customer	NS \$	GM \$	GM %
Novus	\$21.13M	\$4.55M	21.5% ↓
Notebillig	\$2.81M	\$0.64M	22.9% ↓
Billa	\$2.95M	\$0.71M	24.0% ↓
Otto	\$2.60M	\$0.63M	24.1% ↓
Saturn	\$2.51M	\$0.67M	26.7% ↓
Synthetic	\$24.58M	\$6.86M	27.9% ↓
Electricalsquipo Stores	\$6.57M	\$1.86M	28.3% ↓
Electricalslance Stores	\$4.76M	\$1.36M	28.5% ↓
Surface Stores	\$4.87M	\$1.42M	29.1% ↓
Logic Stores	\$9.64M	\$2.90M	30.1% ↓
Nova	\$0.90M	\$0.27M	30.1% ↓
<b>Total</b>	<b>\$1,642.91M</b>	<b>\$620.14M</b>	<b>37.7%</b>

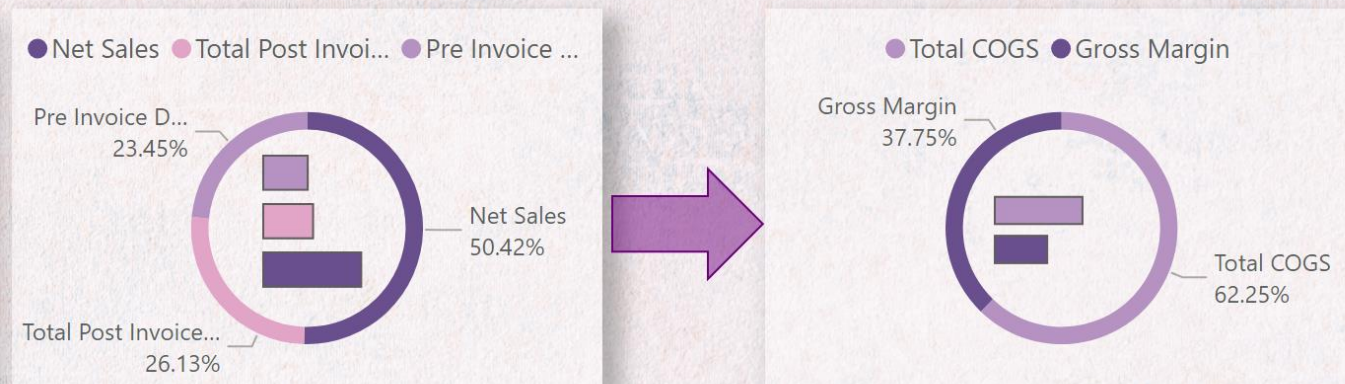
## Performance Matrix



## Product Performance

segment	NS \$	GM \$	GM %
⊕ Notebook	\$683.24M	\$257.46M	37.7%
⊕ Accessories	\$190.84M	\$71.95M	37.7%
⊕ Peripherals	\$444.83M	\$167.75M	37.7%
⊕ Desktop	\$280.78M	\$106.51M	37.9%
⊕ Storage	\$26.95M	\$10.26M	38.1%
⊕ Networking	\$16.28M	\$6.21M	38.2%
<b>Total</b>	<b>\$1,642.91M</b>	<b>\$620.14M</b>	<b>37.7%</b>

## Unit Economics



NS \$ = Net sales , GM = Gross margin





region, market

All



customer

All



segment, category, pro...

All



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vs LY

vs Target

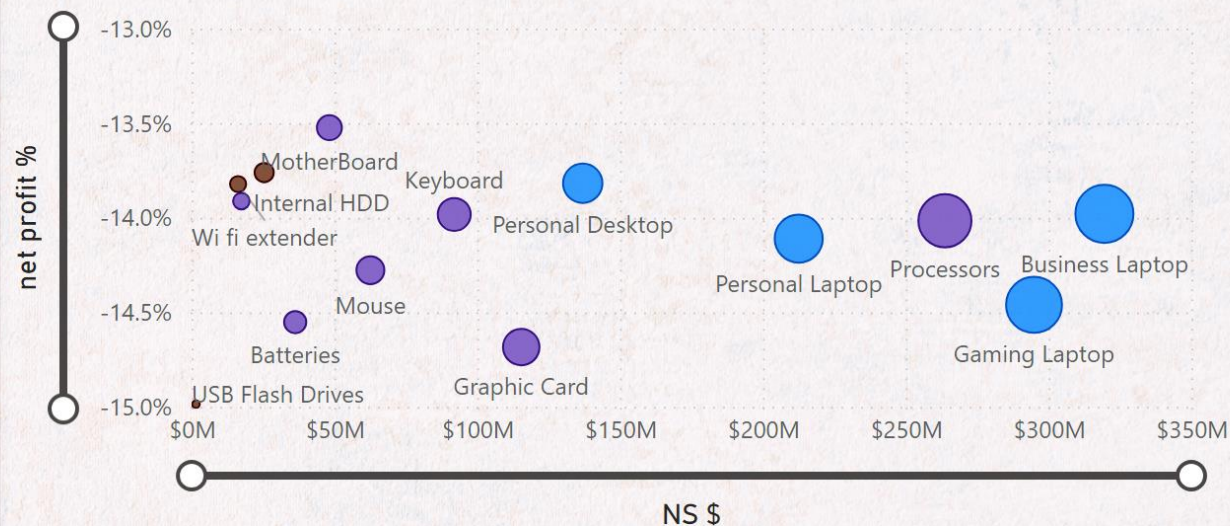
## Product Performance

segment	NS \$	GM \$	GM %	net profit	net profit %
⊕ Networking	\$16.28M	\$6.21M	38.2%	-2.25M	-13.82%
⊕ Storage	\$26.95M	\$10.26M	38.1%	-3.73M	-13.83%
⊕ Desktop	\$280.78M	\$106.51M	37.9%	-39.01M	-13.89%
⊕ Peripherals	\$444.83M	\$167.75M	37.7%	-62.86M	-14.13%
⊕ Accessories	\$190.84M	\$71.95M	37.7%	-27.07M	-14.19%
⊕ Notebook	\$683.24M	\$257.46M	37.7%	-97.23M	-14.23%
<b>Total</b>	<b>\$1,642.91M</b>	<b>\$620.14M</b>	<b>37.7%</b>	<b>-232.15M</b>	<b>-14.13%</b>

Show GM %

## Performance Matrix

division ● N &amp; S ● P &amp; A ● PC

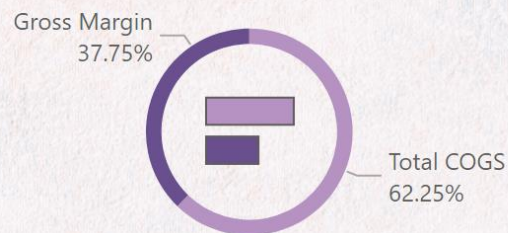


## Region Performance

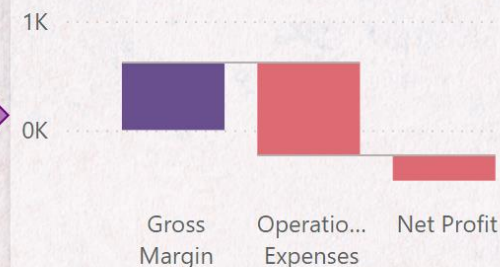
region	NS \$	GM \$	GM %	net profit	net profit %
⊕ APAC	\$882.68M	\$316.62M	35.9%	-133.14M	-15.08%
⊕ NA	\$392.10M	\$176.48M	45.0%	-56.38M	-14.38%
⊕ EU	\$362.09M	\$124.91M	34.5%	-42.48M	-11.73%
⊕ LATAM	\$6.04M	\$2.13M	35.3%	-0.15M	-2.53%
<b>Total</b>	<b>\$1,642.91M</b>	<b>\$620.14M</b>	<b>37.7%</b>	<b>-232.15M</b>	<b>-14.13%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



NS \$ = Net sales , GM = Gross margin





region, market

All



customer

All



segment, category, pro...

All



2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

82.17%✓

LY: 80.56% (+2%)

Forecast Accuracy %

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6534.08K✓

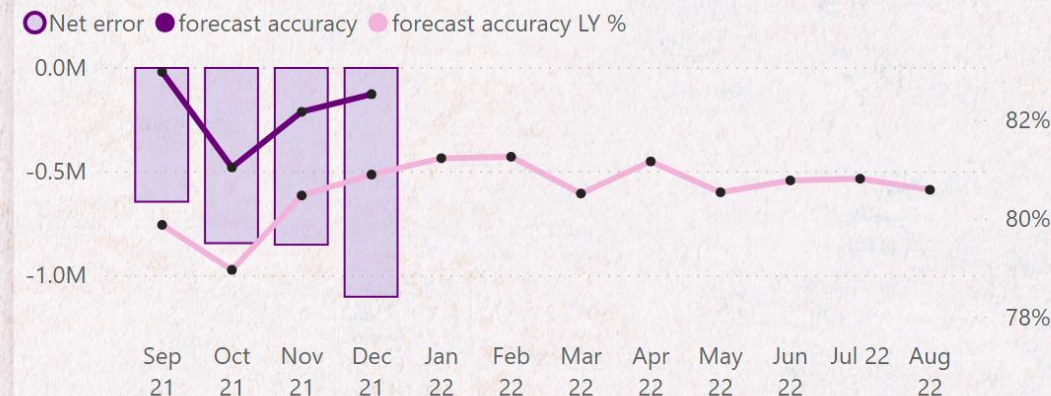
LY: 9607.65K (-31.99%)

ABS Error

## Key Metrics by Customer

customer	forecast accuracy	forecast accuracy LY %	Net error	Net error %	risk
Acclaimed Stores	74.24%	68.51%	83037	10.74%	EI
All-Out	69.07%	55.36%	-150	-0.32%	OOS
Amazon	79.46%	79.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	71.18%	72.69%	-23040	-17.60%	OOS
Atlas Stores	75.32%	63.98%	-4182	-2.31%	OOS
Atliq e Store	79.01%	79.13%	-294868	-9.65%	OOS
AtliQ Exclusive	78.28%	78.05%	-359242	-11.91%	OOS
BestBuy	69.88%	63.47%	81179	16.72%	EI
Billa	69.15%	44.64%	3704	3.91%	EI
Boulangier	68.30%	71.70%	-48802	-20.21%	OOS
Chip 7	57.97%	69.13%	-85293	-35.01%	OOS
Chiptec	72.34%	68.86%	-20102	-11.36%	OOS
Circuit City	67.92%	61.94%	85248	16.55%	EI
Control	72.39%	69.17%	64731	13.01%	EI
Coolblue	68.14%	67.66%	-34790	-15.34%	OOS
Costco	72.41%	69.25%	101913	15.79%	EI
Croma	67.56%	67.45%	-77649	-16.54%	OOS
<b>Total</b>	<b>82.17%</b>	<b>80.56%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

## Accuracy / Net error Trend



## Key Metrics By Products

segment	forecast accuracy	forecast accuracy LY %	Net error	Net error %	risk
Accessories	88.89%	78.01%	341468	1.72%	EI
Desktop	88.90%	84.50%	78576	10.24%	EI
Networking	95.35%	91.35%	-12967	-1.69%	OOS
Notebook	88.29%	80.01%	-47221	-1.69%	OOS
Peripherals	68.17%	83.66%	-3204280	-31.83%	OOS
Storage	72.17%	83.72%	-628266	-25.61%	OOS
<b>Total</b>	<b>82.17%</b>	<b>80.56%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

• **BM** = Benchmark , **LY** = Last Year , **EI** = Excess Inventory , **OOS** = Out of stock ,





region, market

All



customer

All



segment, category, pro...

All



2019

2020

2021

2022Est

Q1

Q2

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Q4

YTD

YTG

Net Sales

\$1.64bn !

BM: 3.81bn (-56.85%)

GM %

37.7% !

BM: 38.34% (-1.54%)

Net Profit %

-14.13%✓

BM: -14.19% (+0.43%)

Forecast Accuracy %

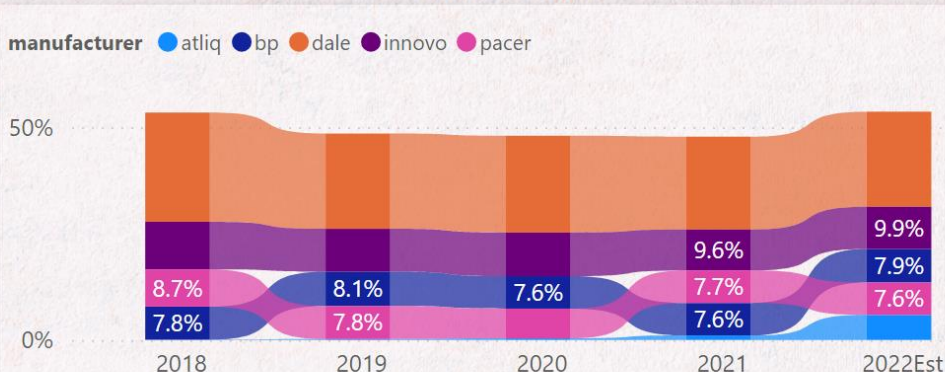
82.17%✓

BM: 80.56% (+2%)

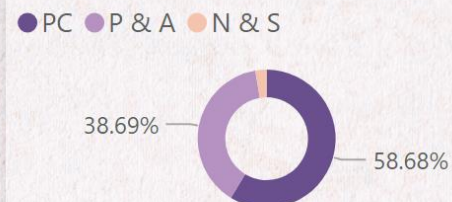
Key insights by subzone

sub_zone	NS \$	RC %	GM %	MS %	net profit %	Net error %	risk	
▲								
ANZ	\$94.5M	5.7%	43.8%	↓	1.4%	-8.0%	-37.6%	OOS
India	\$445.3M	27.1%	35.7%		13.3%	-23.1%	-24.4%	OOS
LATAM	\$6.0M	0.4%	35.3%	↓	0.3%	-2.5%	3.4%	EI
NA	\$392.1M	23.9%	45.0%	↓	4.9%	-14.4%	14.4%	EI
NE	\$196.2M	11.9%	32.7%	↓	6.8%	-17.8%	-4.6%	OOS
ROA	\$343.0M	20.9%	33.9%	↓	8.3%	-6.7%	-4.6%	OOS
SE	\$165.9M	10.1%	36.6%	↓	16.4%	-4.6%	-55.5%	OOS
Total	\$1,642.9M	100.0%	37.7%	↓	5.9%	-14.1%	-9.5%	OOS

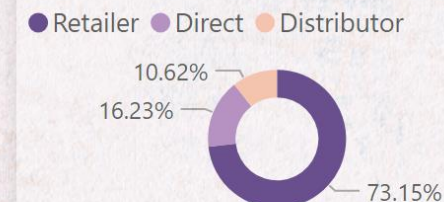
Market share



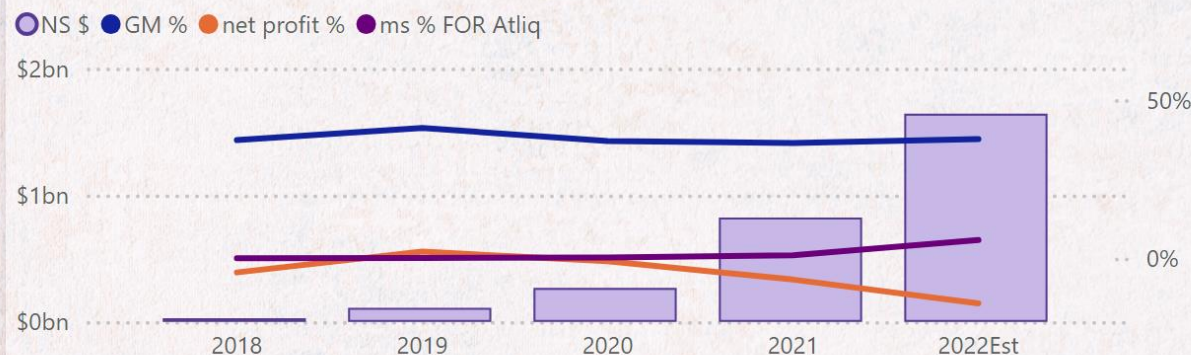
Revenue by Division



Revenue by Channel



Yearly trend by revenue, GM%, NP%, Market share %



Top 5 Customer by revenue

customer	RC %	GM %
Sage	3.2%	31.5%
Flipkart	3.5%	42.1%
Atliq e Store	8.1%	36.5%
AtliQ Exclusive	9.7%	45.8%
Amazon	13.3%	36.2%
Total	37.8%	38.9%

Top 5 Products by revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.2%	38.1%
AQ Electron 3 3600 Desktop Processor	4.0%	38.3%
AQ HOME Allin1 Gen 2	4.8%	37.8%
AQ Smash 1	4.1%	37.1%
AQ Smash 2	4.5%	37.0%
Total	22.6%	37.7%

NS \$ = Net sales , GM= Gross margin , MS = Market share , BM = Benchmark , LY = Last Year , EI = Excess Inventory , OOS = Out of stock

vs LY

vs Target



# THE END



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