AtliQ Hardware Business Insights 360

Presented by Swagata Chandra

Content

- Company Overview
- Problem Statement
- Business Model
- Solution adopted and Process
- Entity-relationship diagram (ERD)
- Key Performance Indicators (KPIs)
- Dashboard Overview
- Strategic Insights & Recommendations
- Dashboard Resources Utilized

Company Overview

- AtliQ Hardware, a prominent manufacturer and distributor of computer peripherals, faced substantial losses in the Latin American market due to outdated analytics practices.

- This presentation offers real-time insights across key departments, empowering data-driven decision-making and enhancing overall business performance.

Problem Statement

- AtliQ, a rapidly growing player in the electronic goods market, faced challenges in making data-driven decisions, which contributed to losses in the Latin American region.

- Business decisions were often based on assumptions and survey data rather than concrete insights.

- The company primarily used Excel for analysis, which proved inadequate as operations scaled.

- Meanwhile, competitors like Dell gained an edge by leveraging data analytics to understand customer demographics, consumption patterns, and income levels.

- To remain competitive, AtliQ has established a dedicated data analytics team to ensure transparency and enable strategic, insight-driven decision-making.

- This project aims to harness the power of data analytics to generate actionable business insights and support AtliQ's continued growth.

Business Model

AtliQ Hardware, established in 2018, produces electronic devices such as mouse, keyboards, laptops, and printers. It supplies these products to both brick-and-mortar and online retailers (referred to as customers), who then sell them to end-users or consumers. The business model is shown below.
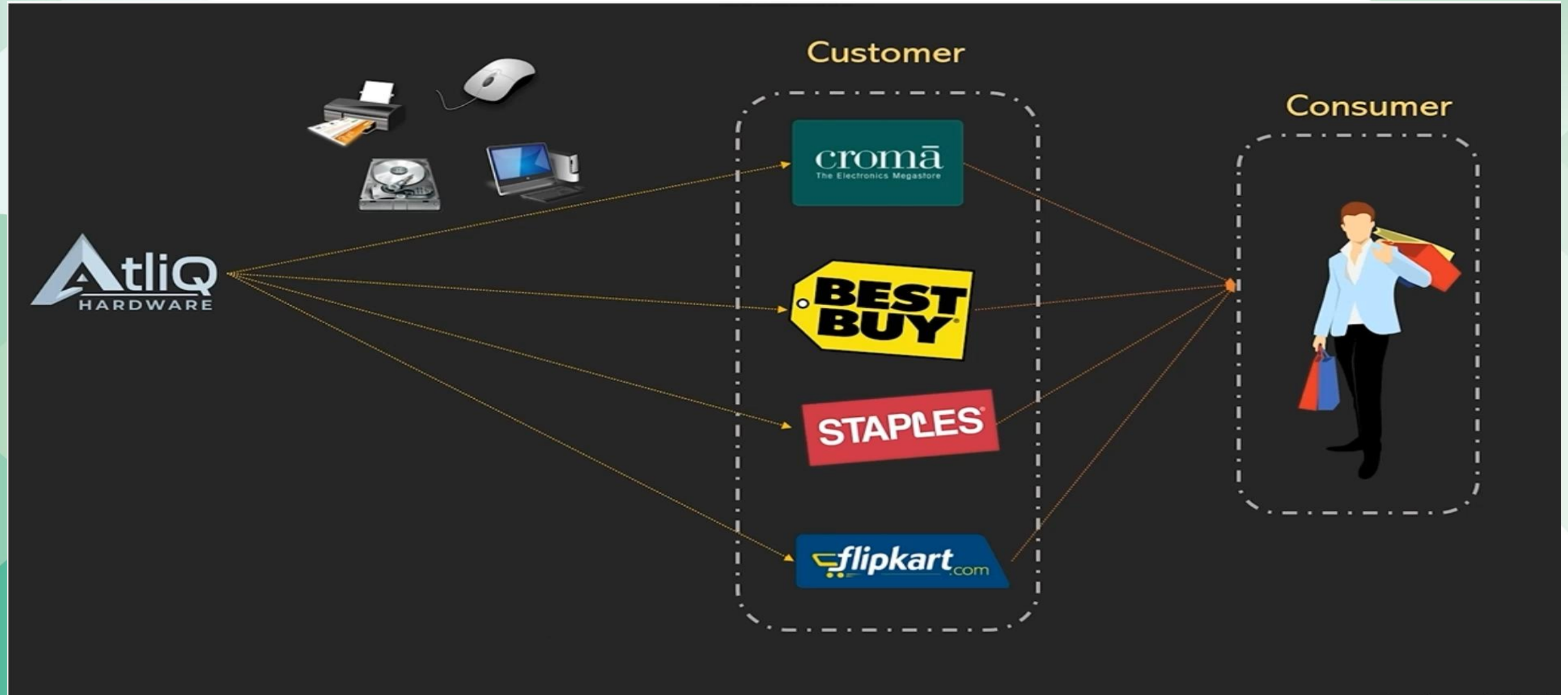
AtliQ manufactures hardware at its facility and distributes it through warehouses and distribution centers to customers across various countries.

Platforms: AtliQ uses both physical retail stores and online e-commerce platforms to deliver its products to customers.

AtliQ uses three main customer channels to sell its products:

- **Retailers** – Partnering with both traditional brick-and-mortar stores and online marketplaces.

- **Direct Sales** – Selling through their online platform (AtliQ Direct E-Stores) and physical AtliQ Exclusive Showrooms.

- **Distributors** – Using a distributor network to supply products to local stores nationwide.
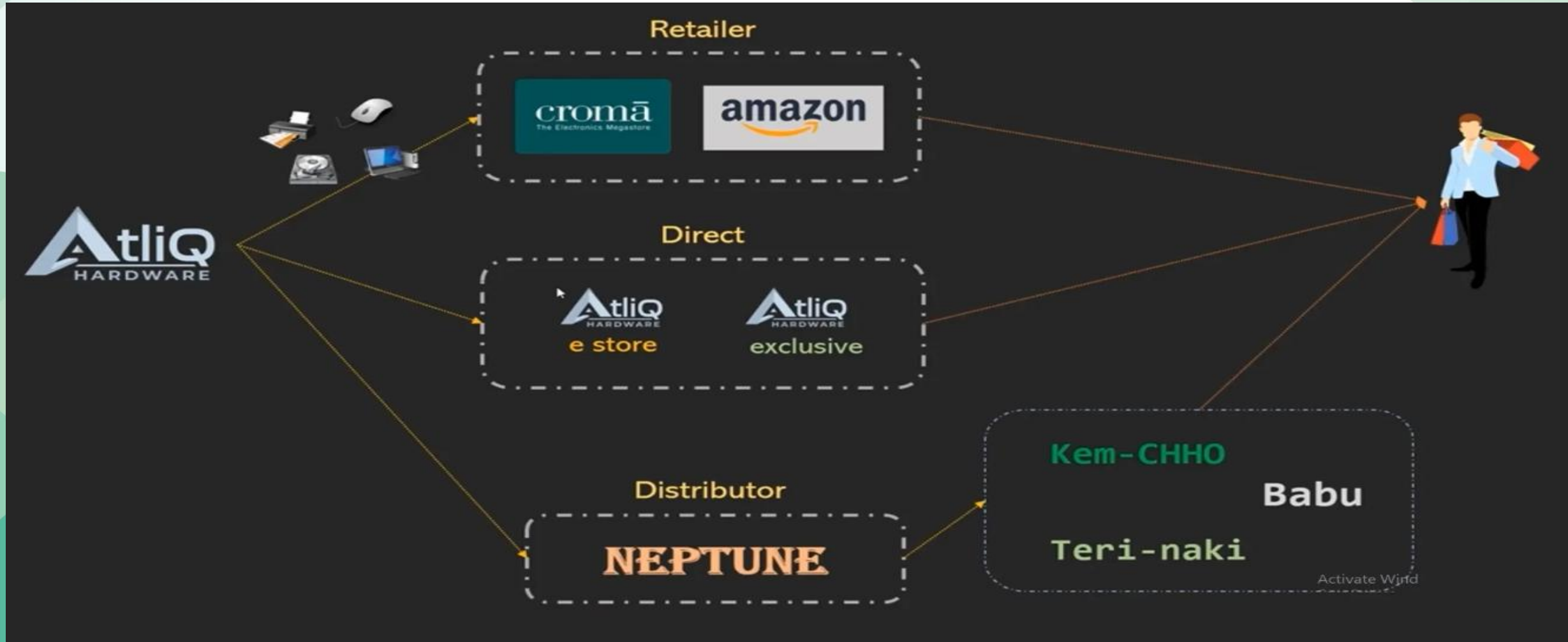
Solution Approach & Process

- **Data Collection:** Integrated **MySQL databases** (gdb041, gdb056) along with **three Excel files**- Target, Market Share, and Operational Expense into Power BI for analysis.

- **Data Preparation:** Used **Power Query Editor** to clean, transform, and shape the raw data for analysis.

- **Data modeling:** Established **relationships between tables** through the **Model View** to ensure accurate data flow and analysis.

- **Analytical Layer:** Utilized **DAX formulas** to create calculated measures and KPIs, providing deeper business insights.

- **Visualization:** Designed **interactive and user-friendly dashboards** in Power BI to uncover trends and support informed decision-making.

Entity-Relationship Diagram (ERD)
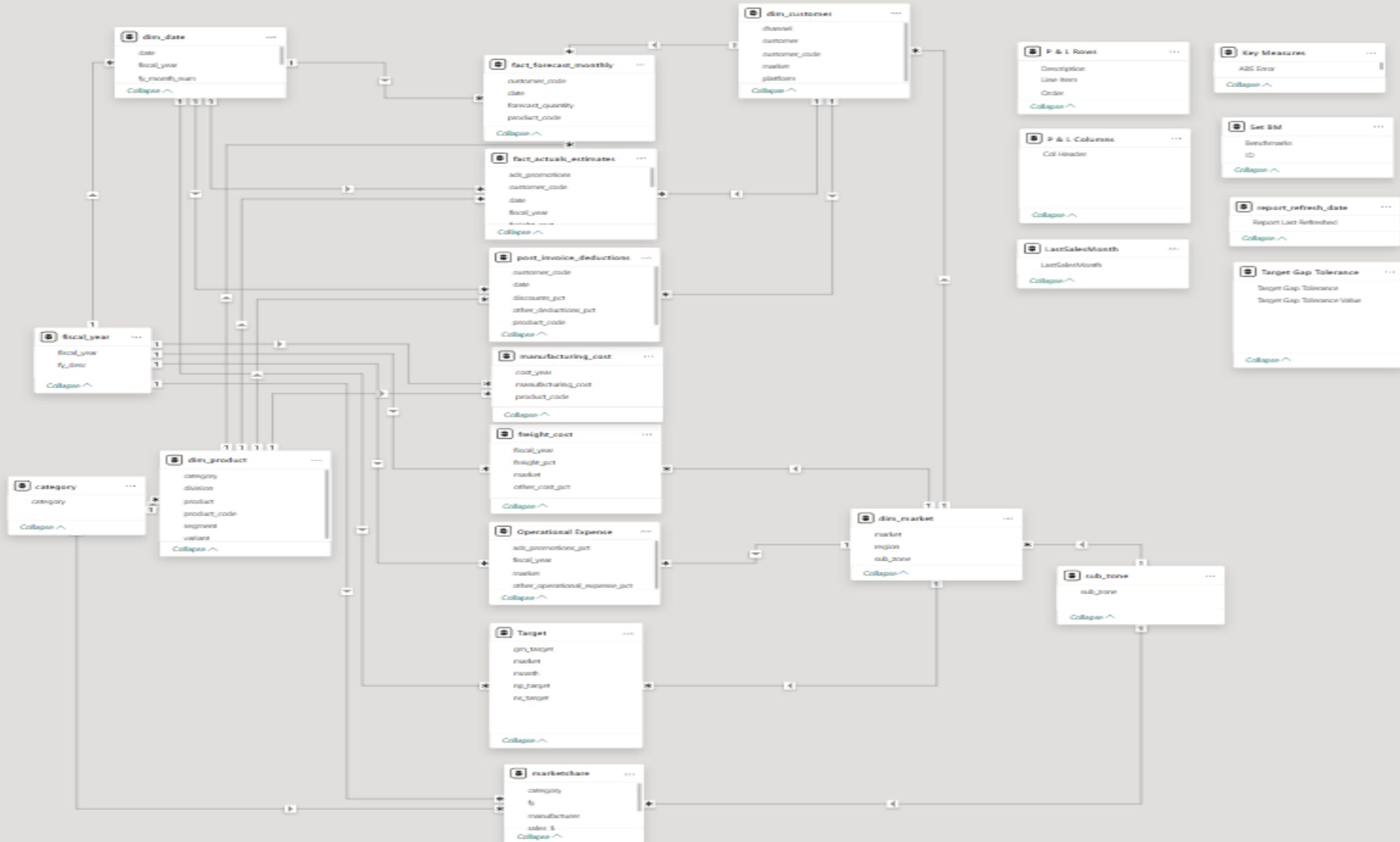
Key Performance Indicators (KPIs)

- Net Sales (NS) = Net Invoice Sales - Post Invoice Deductions

- Gross Margin (GM) = Net Sales - Total Cost of Goods Sold

- Gross Margin % = (Gross Margin / Net Sales) × 100

- Net Profit (NP) = Gross Margin - Operational Expenses

- Net Profit % = (Net Profit / Net Sales) × 100

- Net Error (NE) = Forecast Quantity - Sales Quantity

- Absolute Error (ABS) = Absolute Net Error

- Forecast Accuracy % = (1 - Absolute Error %)

Dashboard Overview (requirements from the stakeholders)

- **Finance View:** Shows profit and loss statement to understand how the company is performing in different regions, products, and customer groups.

- **Sales View:** Highlights the top and bottom customers using key performance metrics to make better business decisions.

- **Marketing View:** Analyzes how each product performs in the market based on sales data and trends.

- **Supply Chain View:** Tracks the effectiveness of the supply process and the accuracy of demand forecasts.

- **Executive View:** Gives a quick summary of important insights to help company leaders make strong & strategic decisions.

Home Page

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.
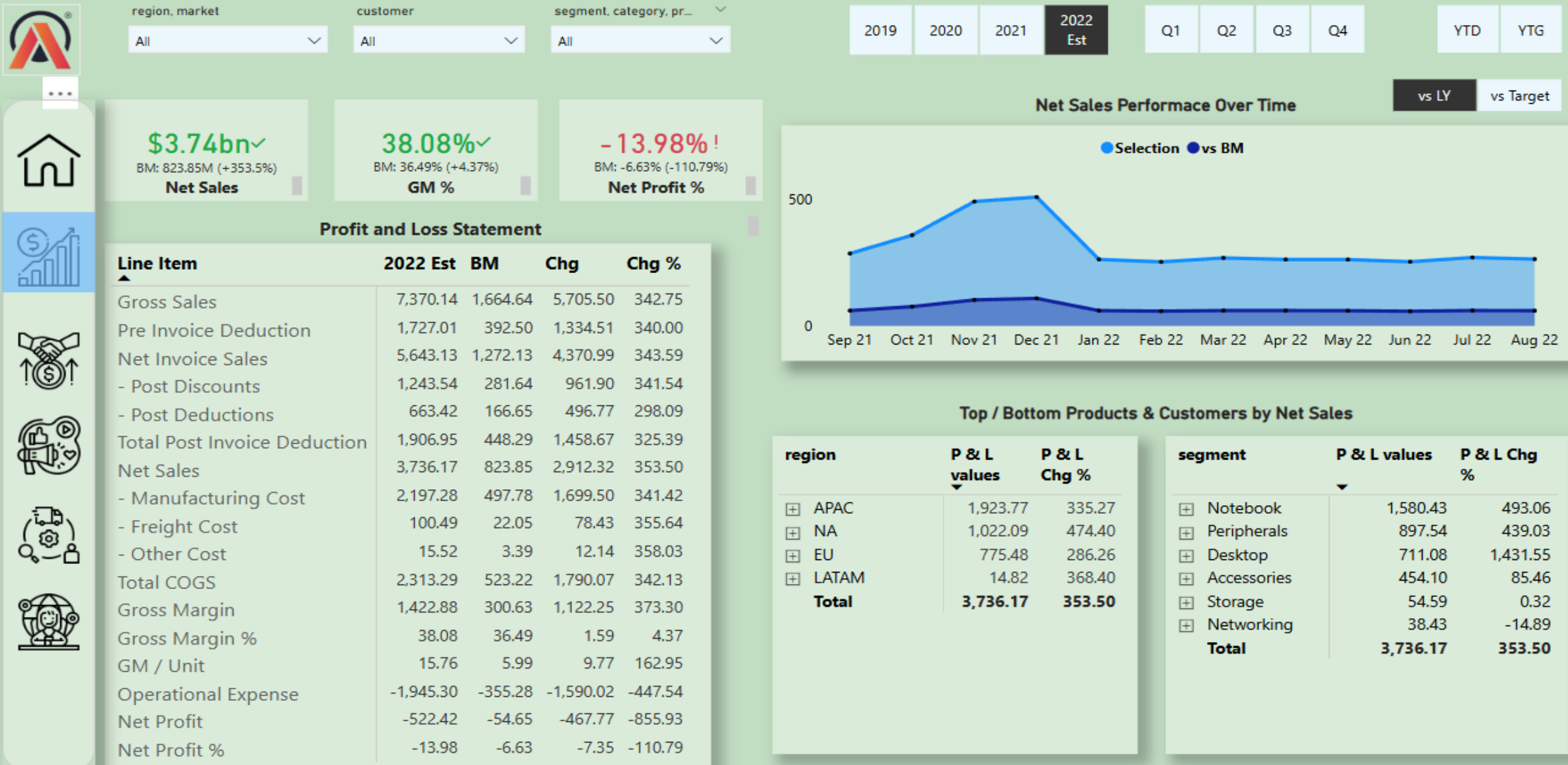
Executive View

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 All
customer All
segment, category, pr... All

$3.74bn ✓
BM: 823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

Net Sales Performace Over Time

vs LY | vs Target

● Selection ● vs BM

Profit and 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

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

Q1 Q2 Q3 Q4   YTD YTG

region, market: All
customer: All
segment, category, pr...: All

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Performance Matrix

Show NP %

division ● N & S ● P & A ● PC

GM %

38.4% — ● Networking, ● Storage

38.2% — Desktop

38.0% — Accessories, Peripherals, Notebook

$0.0bn $0.5bn $1.0bn $1.5bn $2.0bn

NS $
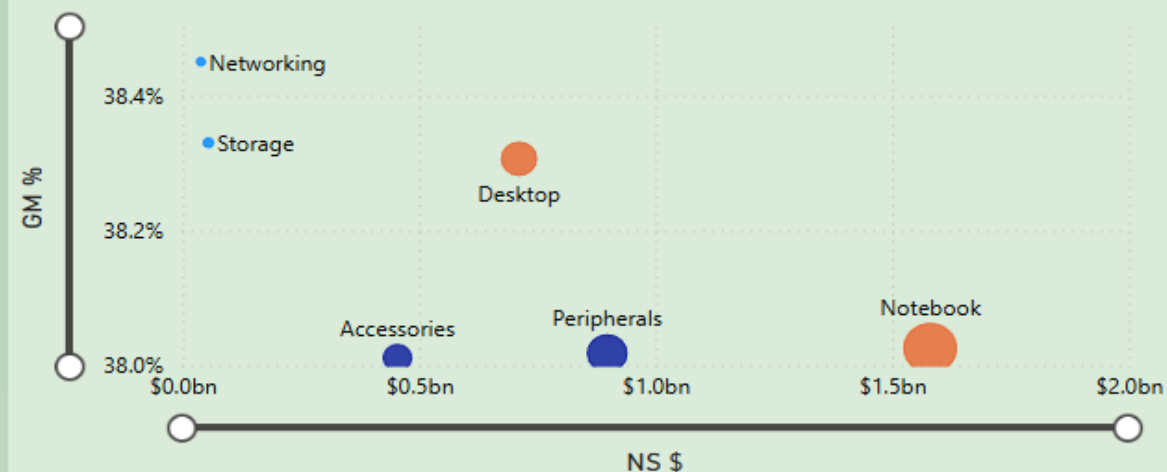
Region performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Gross Margin ● Total COGS
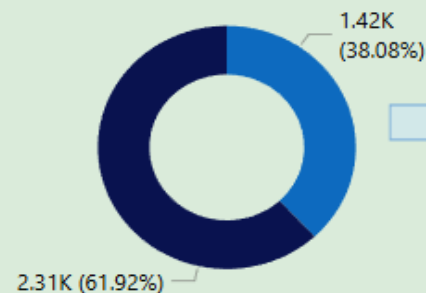
1.42K (38.08%)

2.31K (61.92%)

● Increase ● Decrease
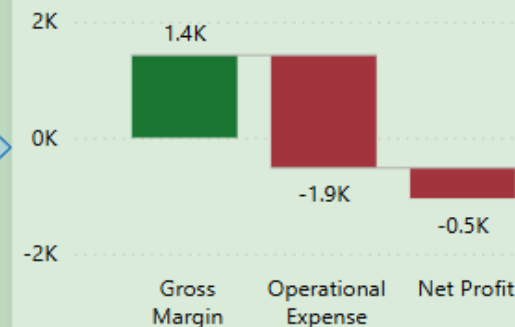
2K

1.4K

0K

-1.9K

-2K

-0.5K

Gross Margin   Operational Expense   Net Profit

Supply Chain View

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K ✓
LY: -751.7K (-361.97%)
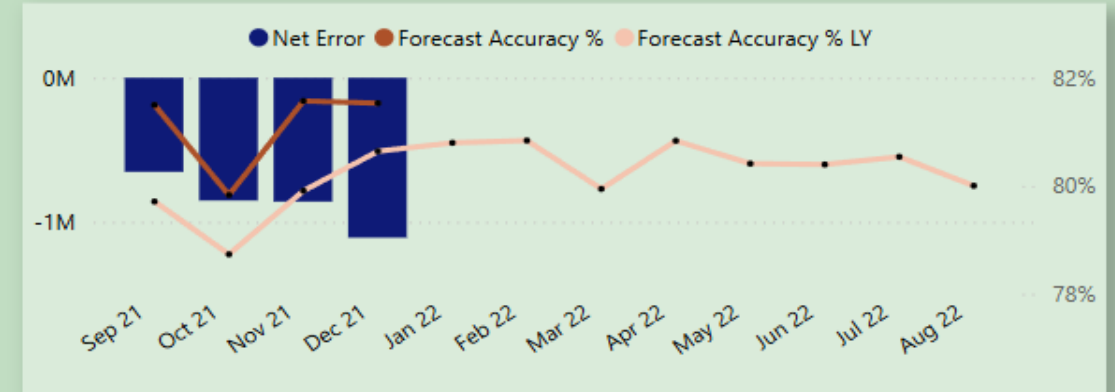**Net Error**

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

0M | 82%
-1M | 80%
| 78%

Sep 21 | Oct 21 | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Accessories	87.42%	77.66%	341468	-14.05%	EI
⊞ Desktop	87.53%	84.37%	78576	-13.75%	EI
⊞ Networking	93.06%	90.40%	-12967	-13.72%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
⊞ Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-13.98%**	**OOS**

Executive View

Key Metrics

$3.74bn✓
BM: 823.85M
Net Sales
(+353.5%)

38.08%✓
BM: 36.49% (+4.37%)
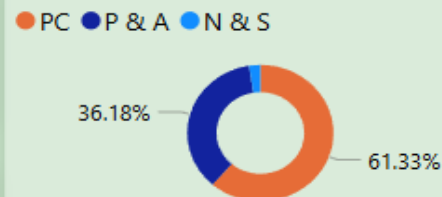GM %

-13.98%!
BM: -6.63%
Net Profit %
(-110.79%)

81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

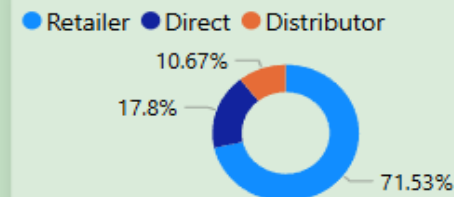## Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	$788.7M	21.1%	34.2% ⬇	-6.3%	8.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	-4.6%	OOS
SE	$317.8M	8.5%	37.0% ⬇	-4.0%	16.4%	-55.5%	OOS
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

Revenue by Division

PC ● P & A ● N & S

36.18% | 61.33%

Revenue by Channel

Retailer ● Direct ● Distributor

10.67% | 17.8% | 71.53%

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

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

$4bn — $2bn — $0bn | 50% — 0%

2018 | 2019 | 2020 | 2021 | 2022 Est
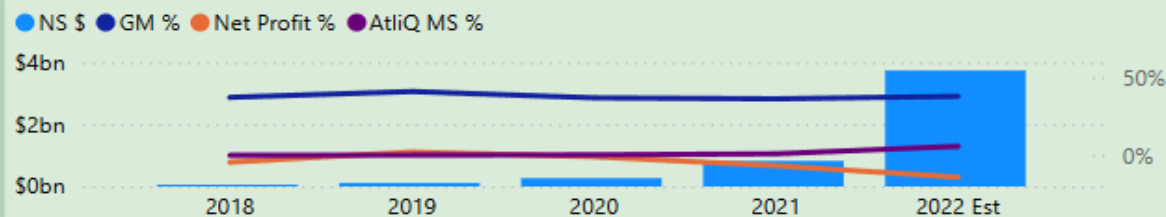
PC Market Share Trend - AtliQ & Competitors

manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

2018	2019	2020	2021	2022 Est
			9.6%	9.9%
				7.9%
8.7%	8.1%	7.6%	7.7%	7.6%
7.8%	7.8%	7.0%	7.6%	5.9%
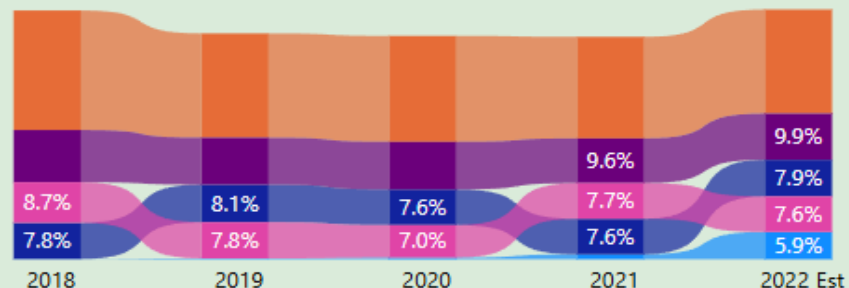
Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ⬇
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88% ⬇
Amazon	13.3%	36.78%
Total	**38.2%**	**39.19%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ⬇
AQ Smash 2	4.1%	37.40%
Total	**23.2%**	**38.06%**

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

Strategic Insights & Recommendations

1. **Finance View:-**
- **Insights:** Net profit remains negative despite strong sales growth.
  FY 2022 targets were not achieved.

- **Recommendation:** Implement cost-cutting measures and revise the pricing strategy for profitability.

2. **Sales View:-**
- **Insights: Top-performing channels:** Amazon, AtliQ Exclusive, Flipkart.
  Low-performing channels: Nova, Otto, All-Out.

- **Recommendation:** Strengthen partnerships with top performers and re-evaluate strategy for underperforming channels.

3. **Marketing View:-**
- **Insights:** High spending yet low returns.
  Notebook sales are strong, but profitability is weak, especially in the Gaming category.
  The APAC region shows high sales volume but low profit margins.

- **Recommendation:** Reallocate budget toward high-margin segments and enhance cost control strategies in the APAC region.

4. **Supply Chain View:-**
- **Insights:** Forecast accuracy at 81.17%, with challenges in LATAM and India.

- **Recommendation:** Improve forecasting methods and minimize stock availability issues.

5. Executive View:-

- **Insights: Net Sales:** Increasing year over year.

   Net Profit: Declining despite sales growth.

   Market Share: Showing consistent growth over time.

   Top Customer: Amazon.

   Top Product: AQ HOME All-in-1 Gen 2.

   Low-Performing Products: AQ Digit SSD, AQ Pen Drive 2-in-1, AQ Master Wired Mouse.

   Top Revenue Regions: North America(NA) and India.

   Highest Revenue Division: PCs.

   Top Sales Channel: Retailers.

- **Recommendation:** Focus investments on the PC category and phase out underperforming products.

Conclusions:-

- AtliQ is expanding, but profit margins require attention.
- Data analytics is enhancing business transparency.
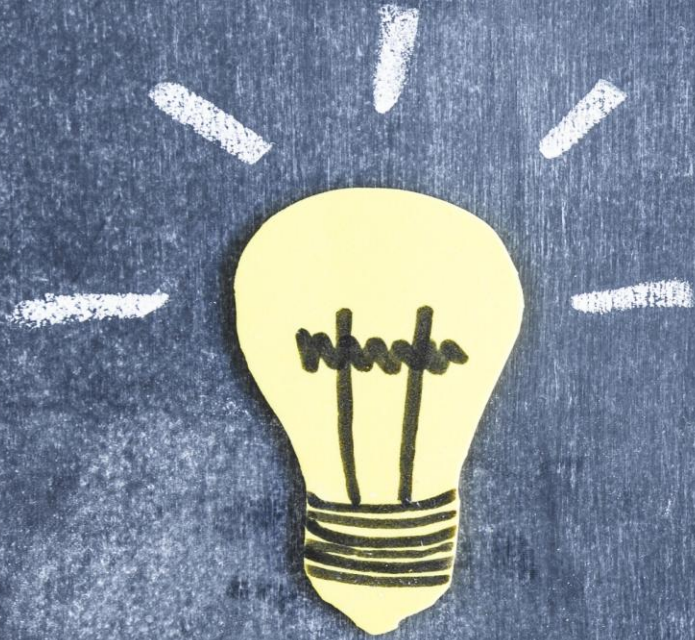- **Key focus areas:** Cost control, strengthening market position, and leveraging data strategically.

Dashboard Resources Utilized

Image courtesy:

➢ Photo by Unsplash

➢ Icon by freepik

➢ Background by freepik

➢ Google Photos