



BUSINESS INSIDE 360 DASHBOARD

AGENDA

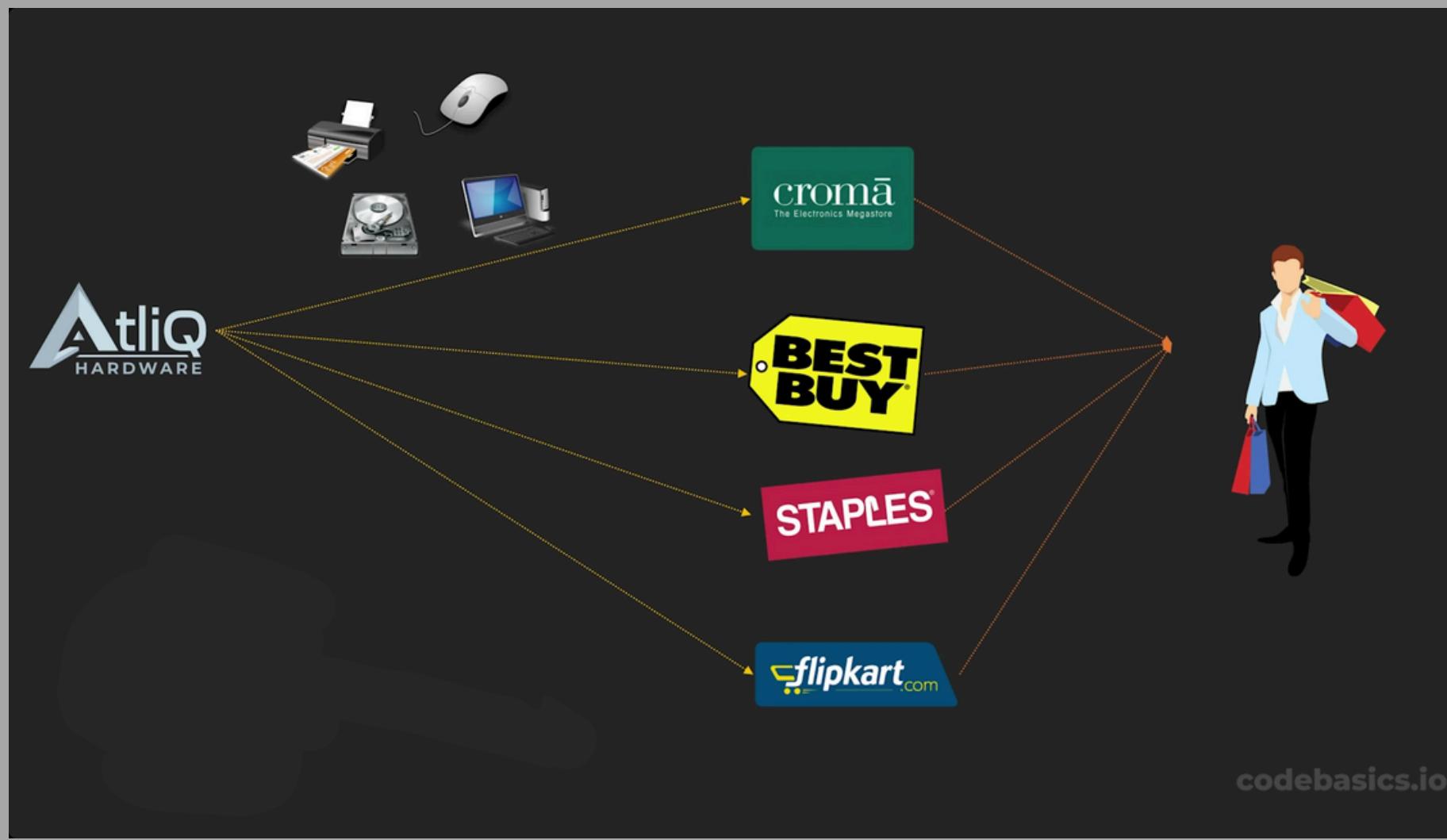


- .ABOUT ATLIQ HARDWARE
- .PROBLEM STATEMENT
- .PROJECT OBJECTIVE
- .DATA COLLECTION AND DATA MODEL
- .DASHBOARD

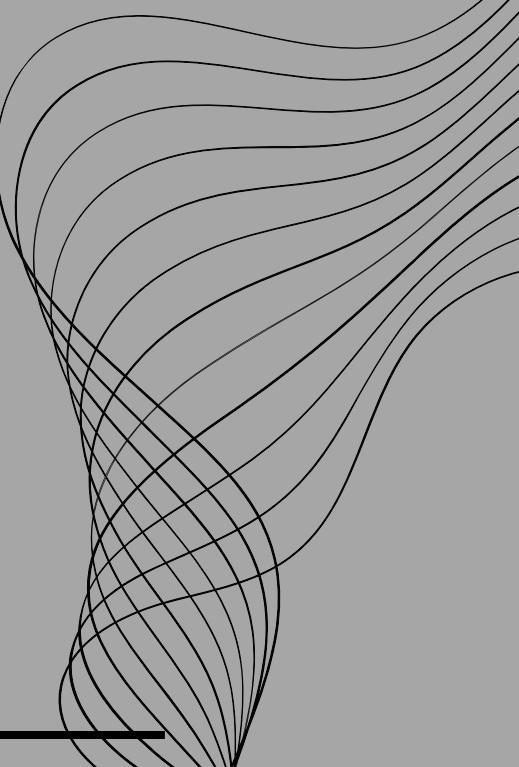
ABOUT ATLIQ HARDWARE



A PROMINENT PLAYER IN THE HARDWARE INDUSTRY, ATLIQ HARDWARE OFFERS A DIVERSE RANGE OF PRODUCTS, INCLUDING KEYBOARDS, MOUSE, LAPTOPS, AND MORE. THEY DISTRIBUTE THEIR PRODUCTS ACROSS VARIOUS MAJOR MARKETS.



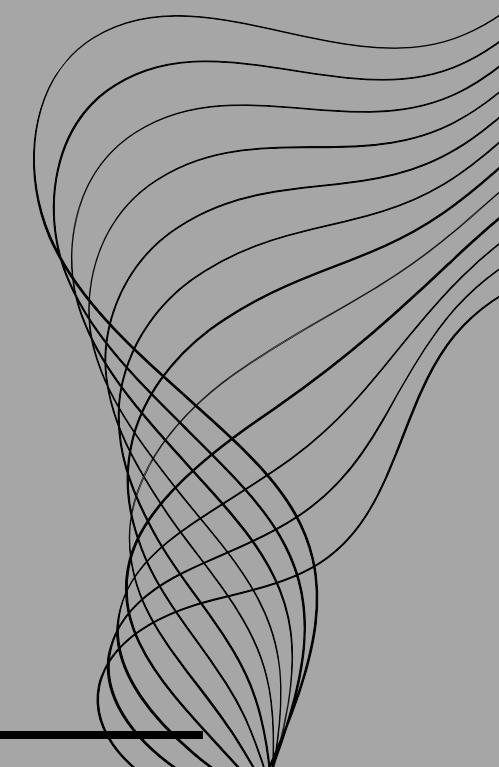
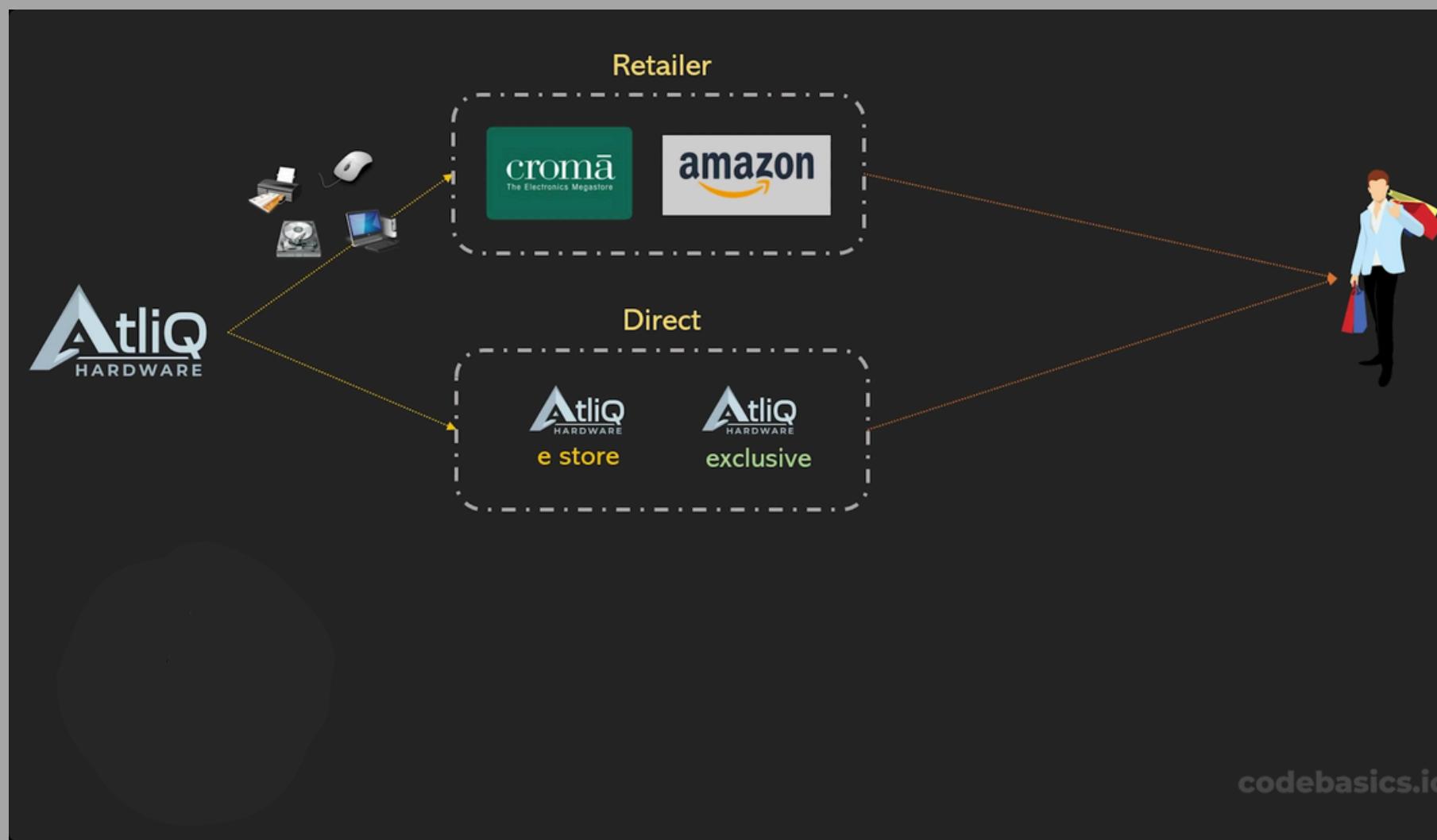
codebasics.io



ABOUT ATLIQ HARDWARE



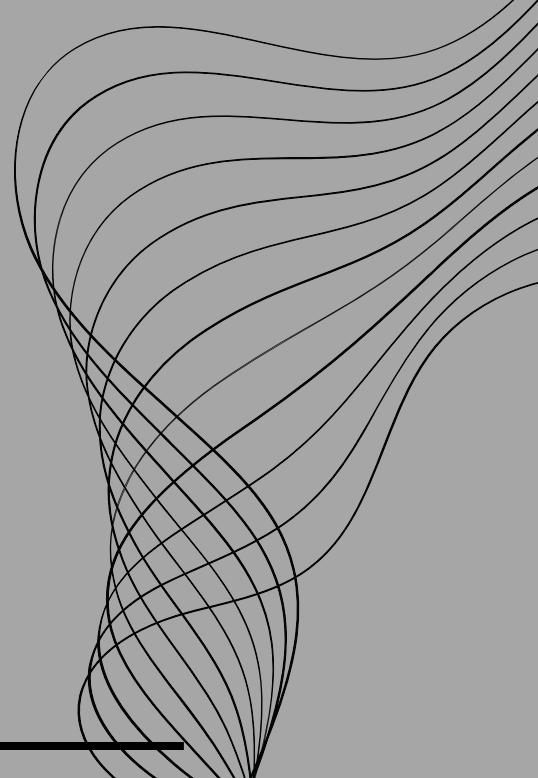
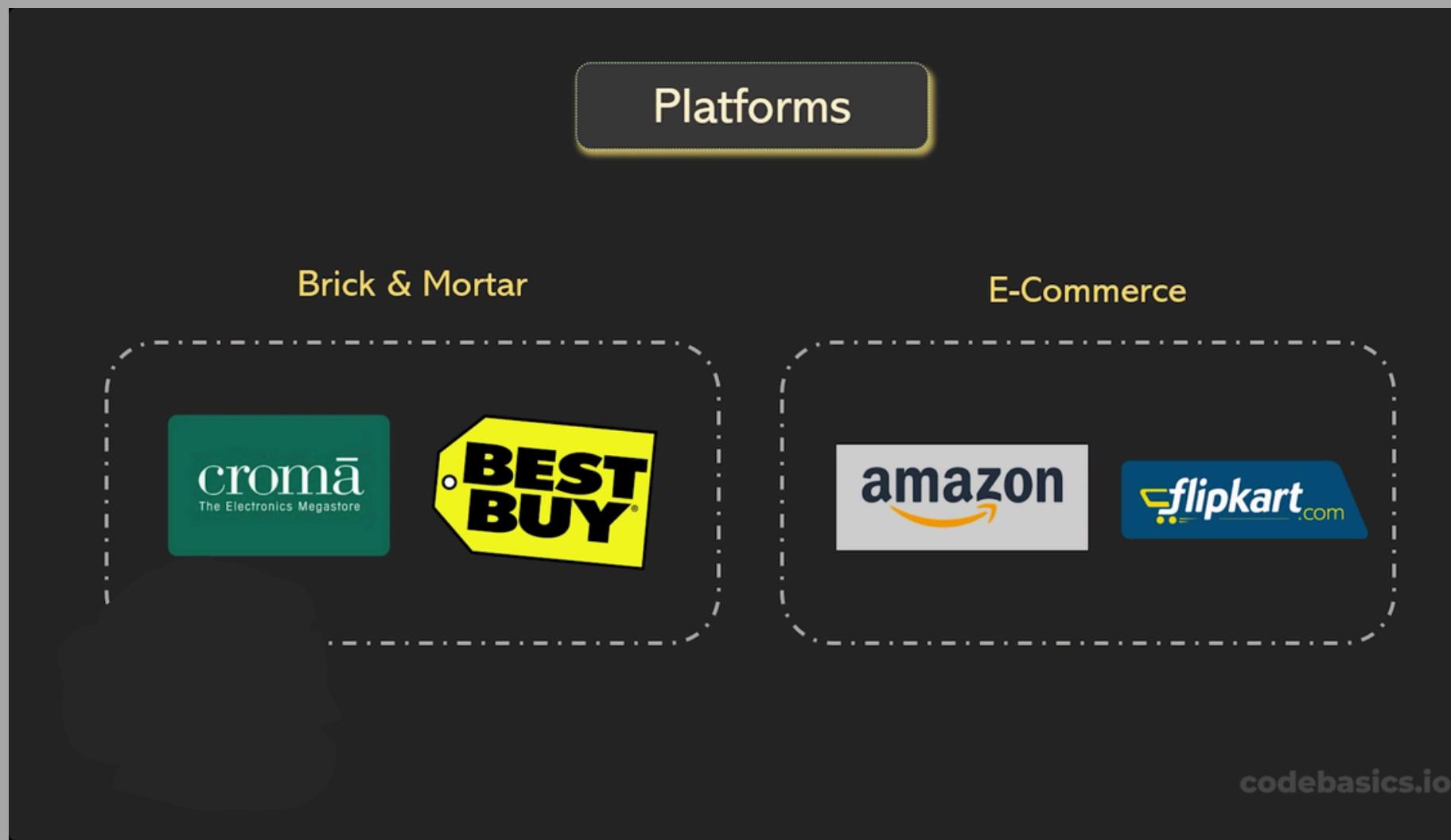
ALTIQ HARDWARE LEVERAGES A ROBUST DISTRIBUTION NETWORK, SUPPLYING THEIR PRODUCTS TO BOTH RETAIL STORES AND DIRECTLY TO THEIR OWN ATLIQ EXCLUSIVE STORES AND ONLINE PLATFORMS.



ABOUT ATLIQ HARDWARE



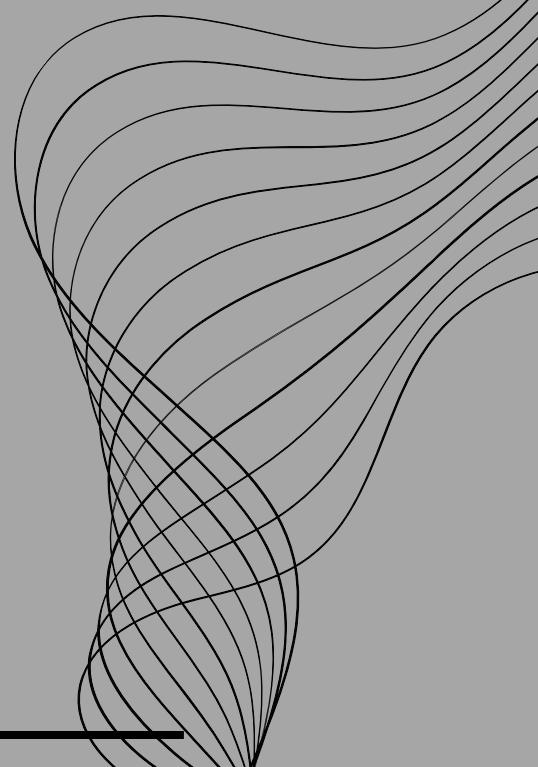
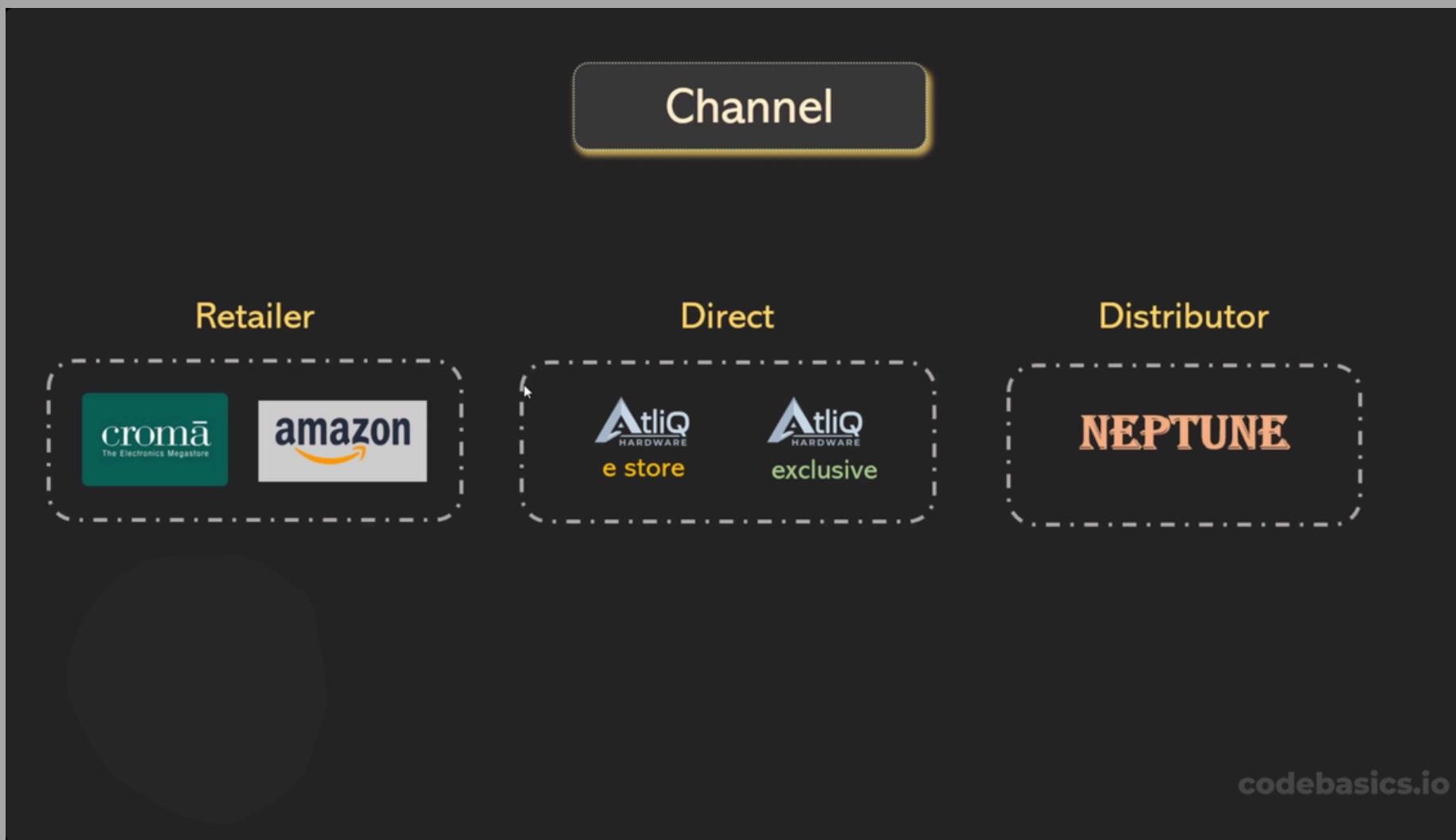
ALTIQ HARDWARE EMBRACES AN OMNICHANNEL SALES APPROACH, REACHING CUSTOMERS THROUGH BOTH TRADITIONAL BRICK-AND-MORTAR STORES AND POPULAR E-COMMERCE PLATFORMS.



ABOUT ATLIQ HARDWARE



ALTIQ HARDWARE UTILIZES A MULTIFACETED DISTRIBUTION STRATEGY, SUPPLYING THEIR PRODUCTS DIRECTLY TO RETAILERS, THROUGH PARTNERSHIPS WITH OTHER STORES, AND VIA DISTRIBUTORS.



PROBLEM STATEMENT



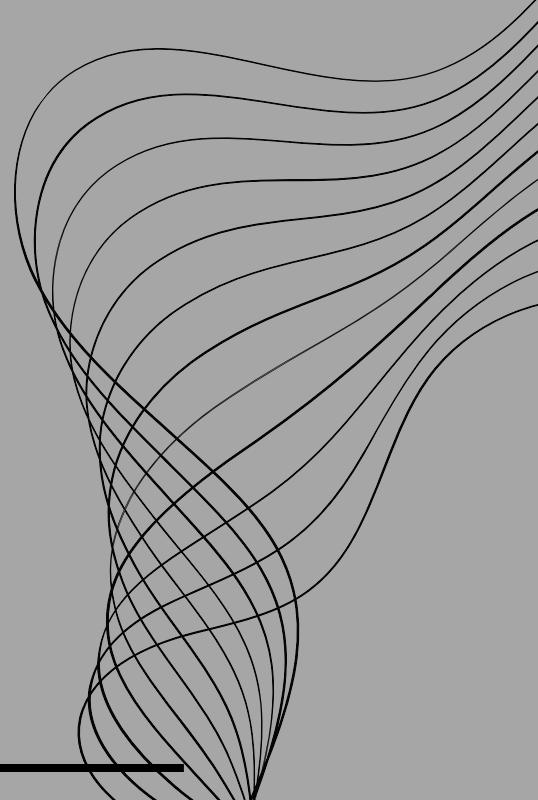
AS ALTIQ HARDWARE EXPERIENCES GROWTH, MANAGING THEIR VAST AMOUNT OF DATA USING EXCEL BECOMES INCREASINGLY CHALLENGING. TRADITIONAL SPREADSHEETS MAKE IT DIFFICULT TO ANALYZE TRENDS, IDENTIFY PATTERNS, AND PRESENT INSIGHTS EFFECTIVELY TO STAKEHOLDERS.



PROJECT OBJECTIVE



TO ADDRESS THIS CHALLENGE, I AIMED TO BUILD A COMPREHENSIVE POWER BI DASHBOARD. THIS DASHBOARD WOULD PROVIDE CLEAR AND CONCISE VISUALIZATIONS OF ALTIQ HARDWARE'S DATA ACROSS VARIOUS KEY AREAS SUCH AS SALES, FINANCE, MARKETING, SUPPLY CHAIN.



DATA COLLECTION



THE FOUNDATION OF THIS COMPREHENSIVE DASHBOARD BEGAN WITH DATA COLLECTION AND MODELING. TO GATHER THE NECESSARY INFORMATION, WE UTILIZED TWO PRIMARY SOURCES:

MYSQL SERVER:

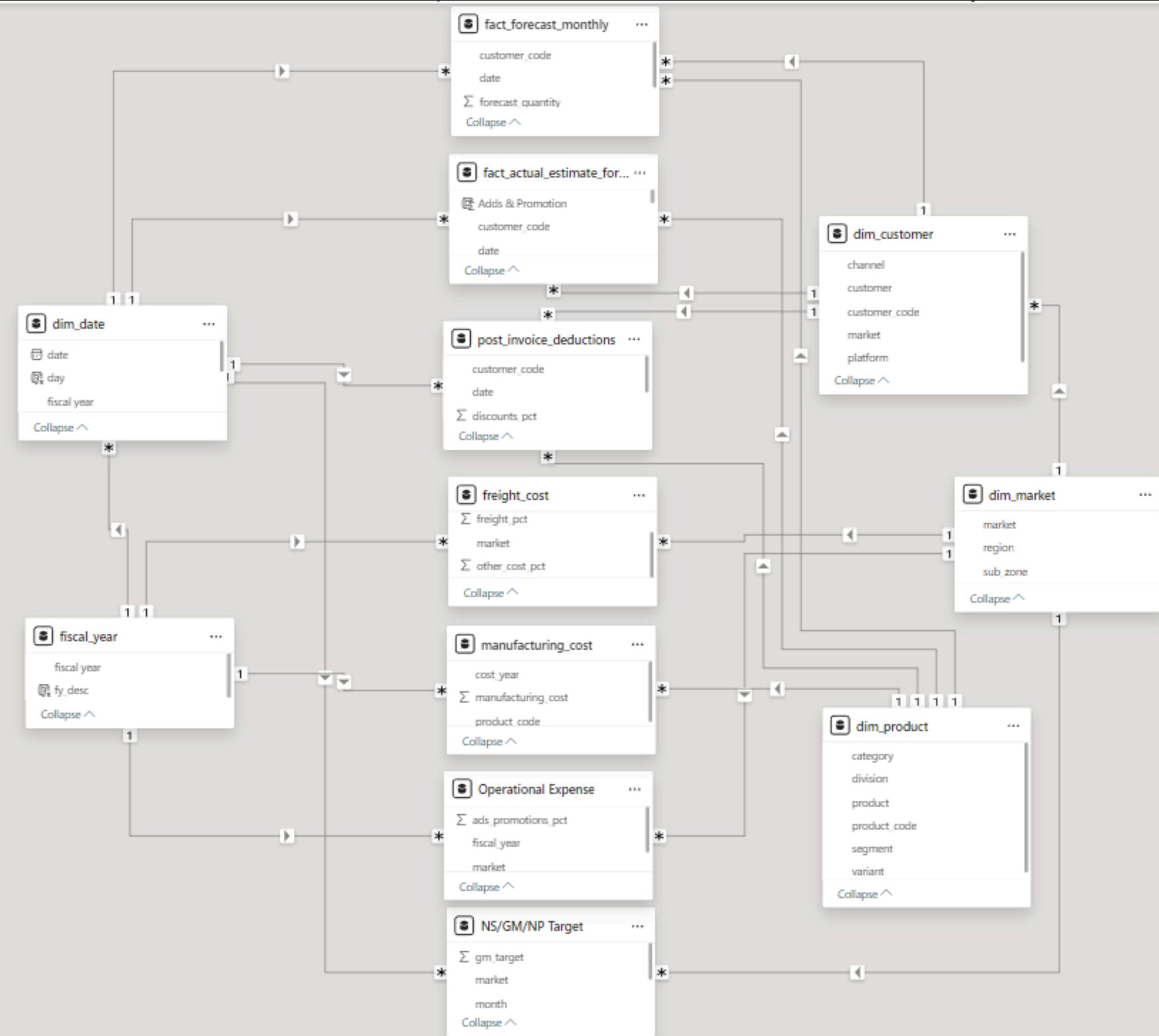
WE EXTRACTED RELEVANT SALES DATA DIRECTLY FROM ALTIQ HARDWARE'S MYSQL DATABASE. THIS ROBUST DATABASE PROVIDED A RICH SOURCE OF INFORMATION ABOUT THEIR CORE BUSINESS OPERATIONS.

EXCEL:

ALTIQ HARDWARE ALSO MAINTAINED SPECIFIC DATA SETS IN EXCEL SPREADSHEETS.



DATA MODEL



Business Insights 360



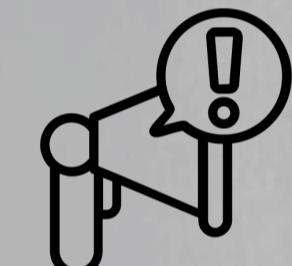
Download user manual and get to know the key information of this tool.



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



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



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



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



A top level dashboard for executives consolidating top insights from all dimensions of business.



Get your issues resolved by connecting to our support specialist.

Region

All

Market

All

Customer

All

2018

2019

2020

2021

2022desc

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

BM: 823.85M (+353.5%)
Net Sales

38.08%✓

BM: 36.49% (+4.37%)
GM %

-13.98%!

BM: -0.07 (-110.79%)
Net Profit %

vs LY

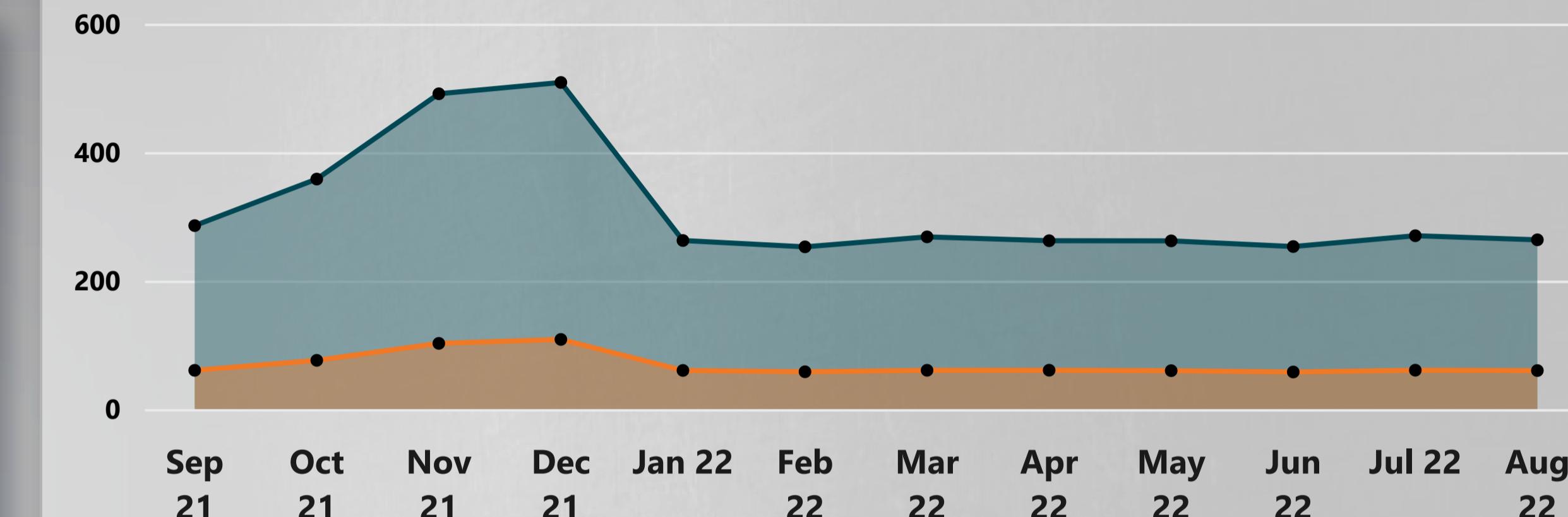
vs Target

● Selection ● vs BM

Profit & Loss Statement

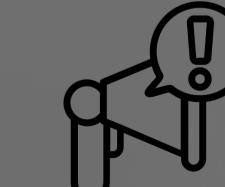
Line Item	2022desc	BM	Chng	Chng%
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.60
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.10
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.51
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.65
- 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	373.31
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	447.55
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	12.00	6.00	7.00	110.70

Net Sales Performance over time



Top/Bottom Products & Customers by Net Sales

region	P & L values	P & L Chng %	segment	P & L values	P & L Chng %
	▼	▲		▼	▲
APAC	1,923.77	335.27%	Networking	38.43	-14.89%
NA	1,022.09	474.40%	Storage	54.59	0.32%
EU	775.48	286.26%	Accessories	454.10	85.46%
LATAM	14.82	368.40%	Peripherals	897.54	439.03%
			Notebook	1,580.43	493.06%
			Desktop	711.08	1431.55%



Region

All

Market

All

Customer

All

2018

2019

2020

2021

2022desc

Q1

Q2

Q3

Q4

YTD

YTG

20%

GM %

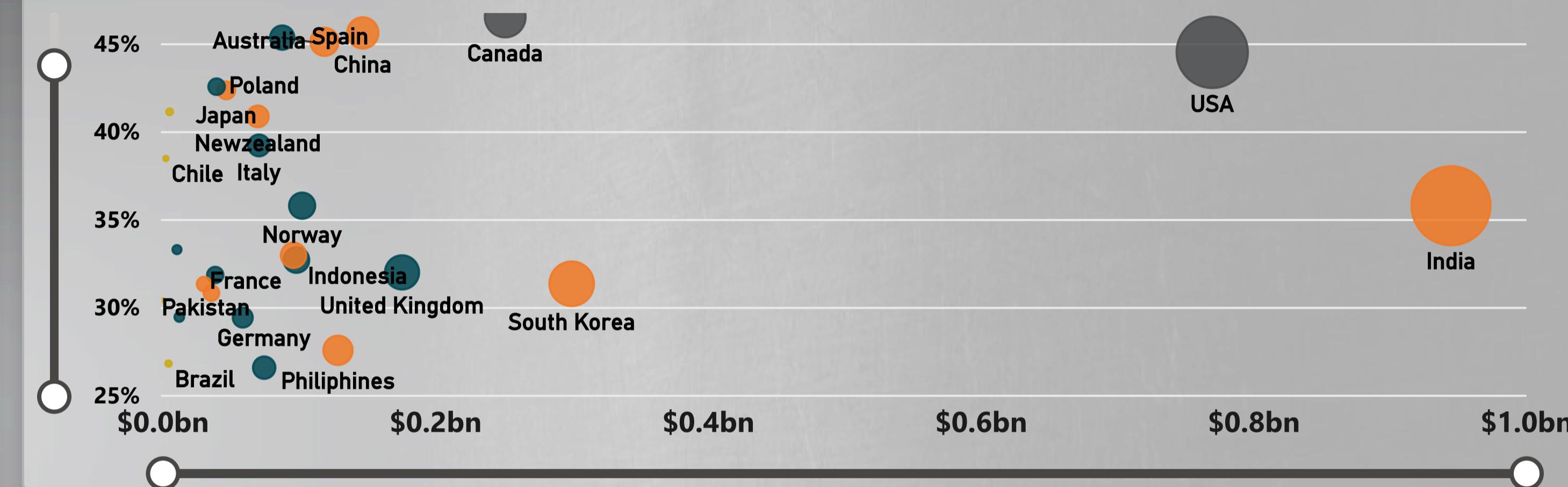
vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%

Performance Metrics



Product Performance

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

● Net Sales ● Total Po... ● Pre Inv...



Unit Economics



Net Sales
Breakdown

● Total COGS ● Gross Margin



Region

All

Market

All

Customer

All

2018

2019

2020

2021

2022desc

Q1

Q2

Q3

Q4

YTD

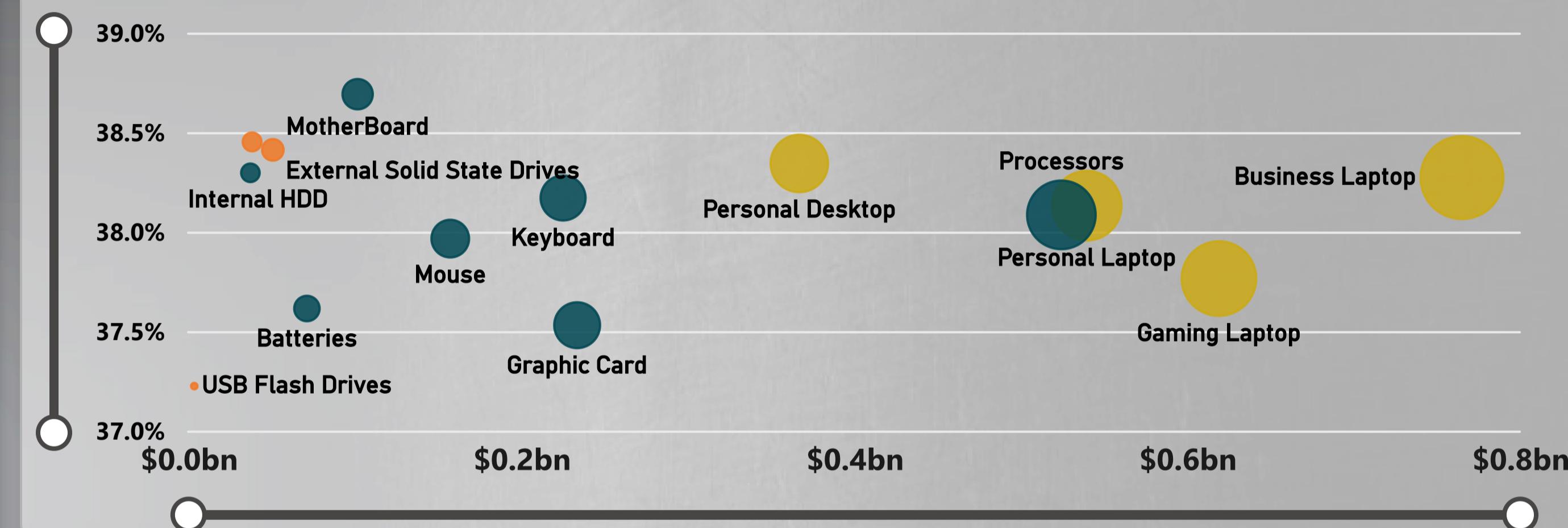
YTG

to Net Profit %

Product Performance

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

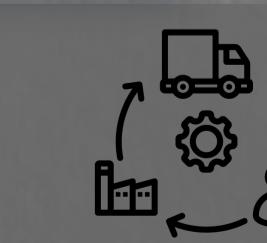
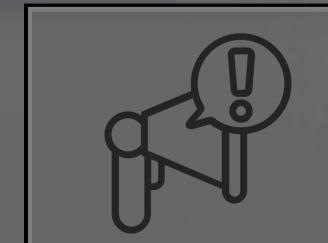
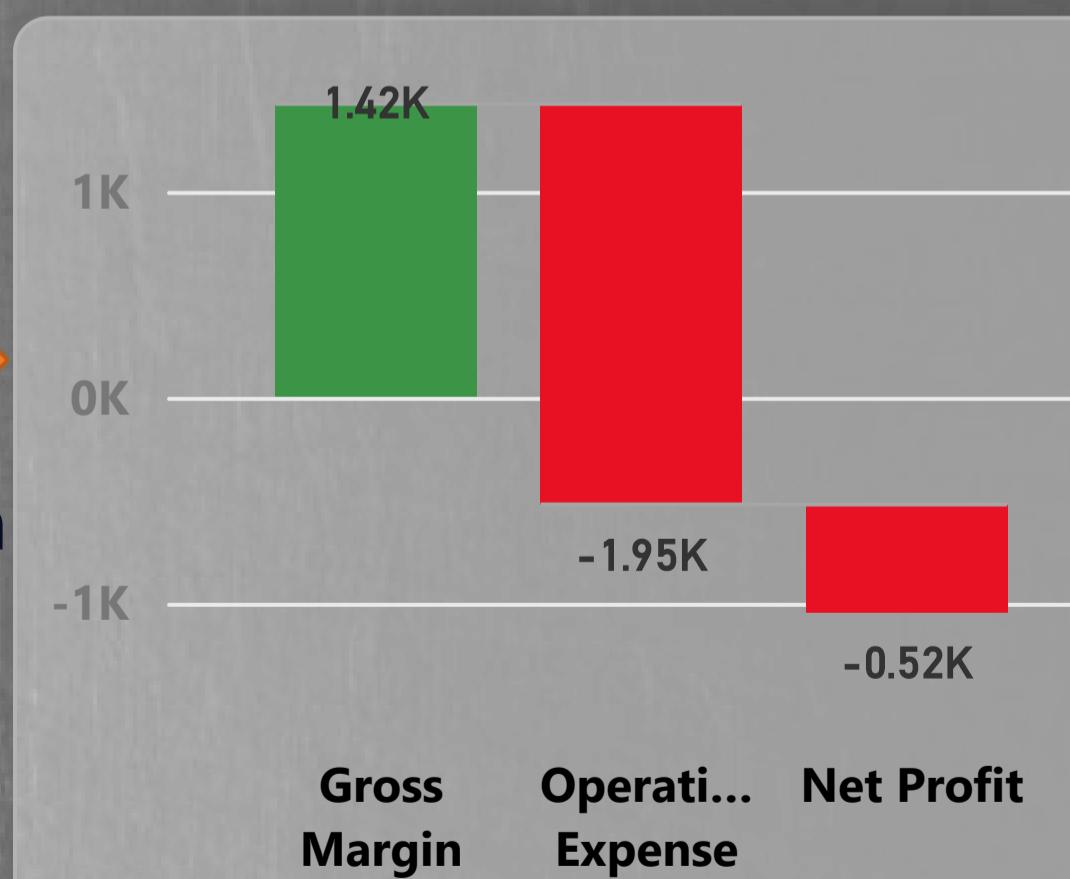
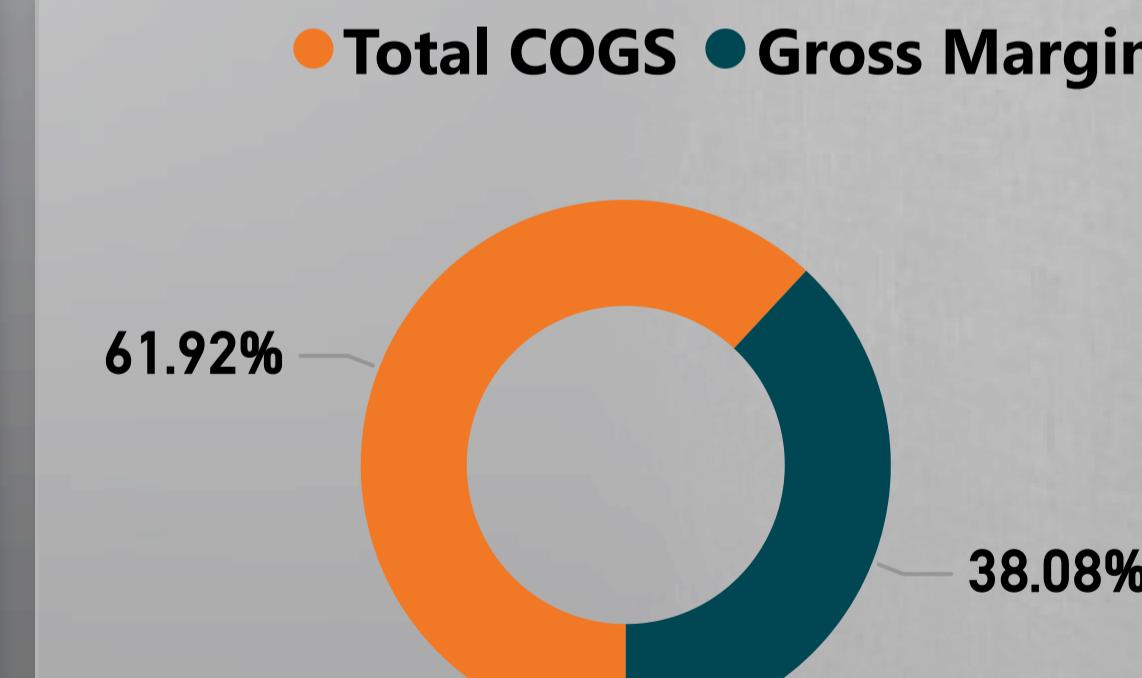
Performance Metrics



Region Performance

region	NS \$	GM \$	GM %	Net Profit	Net Profit %
APAC					
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%

Unit Economics



Region

All

Market

All

Customer

All

2018

2019

2020

2021

2022desc

Q1

Q2

Q3

Q4

YTD

YTG

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

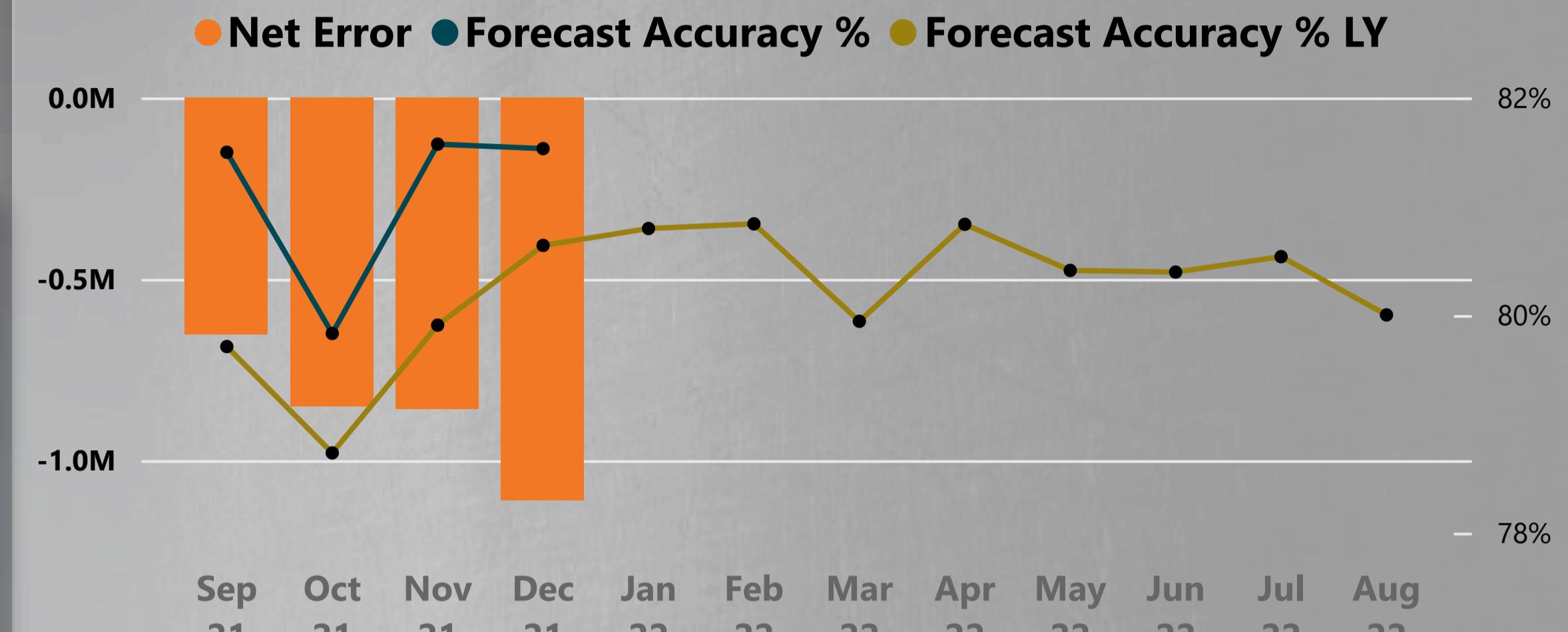
-3472690!
BM: -751.71K (-361.97%)
Net Error

6.90M!
BM: 9.78M (-29.46%)
ABS Error

Key Metrics by Customer

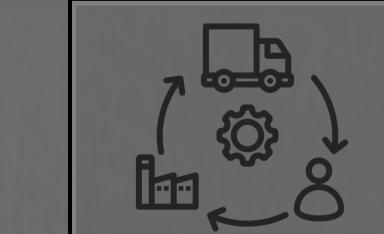
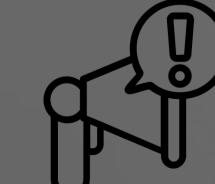
customer	Forecast Accuracy %	Net Error	Risk	Forecast Accuracy % LY
All-Out	43.96%	-150	Out of stock	29.09%
AltiQ Exclusive	71.42%	-221177	Out of stock	71.15%
Amazon	73.79%	-464694	Out of stock	74.54%
Argos (Sainsbury's)	54.78%	-23040	Out of stock	56.08%
Atlas Stores	49.53%	-4182	Out of stock	48.16%
Atliq e Store	74.22%	-294868	Out of stock	74.59%
Atliq Exclusive	29.71%	-138065	Out of stock	42.13%
Boulanger	52.69%	-48802	Out of stock	58.77%
Chip 7	34.56%	-85293	Out of stock	53.44%
Chiptec	50.49%	-20102	Out of stock	52.54%
Coolblue	47.66%	-34790	Out of stock	52.95%
Croma	36.58%	-77649	Out of stock	42.78%
Digimarket	28.21%	-95328	Out of stock	40.79%
Ebay	52.27%	-19127	Out of stock	50.49%

Net Error/Forecast Accuracy % Trend



Key Metrics by Products

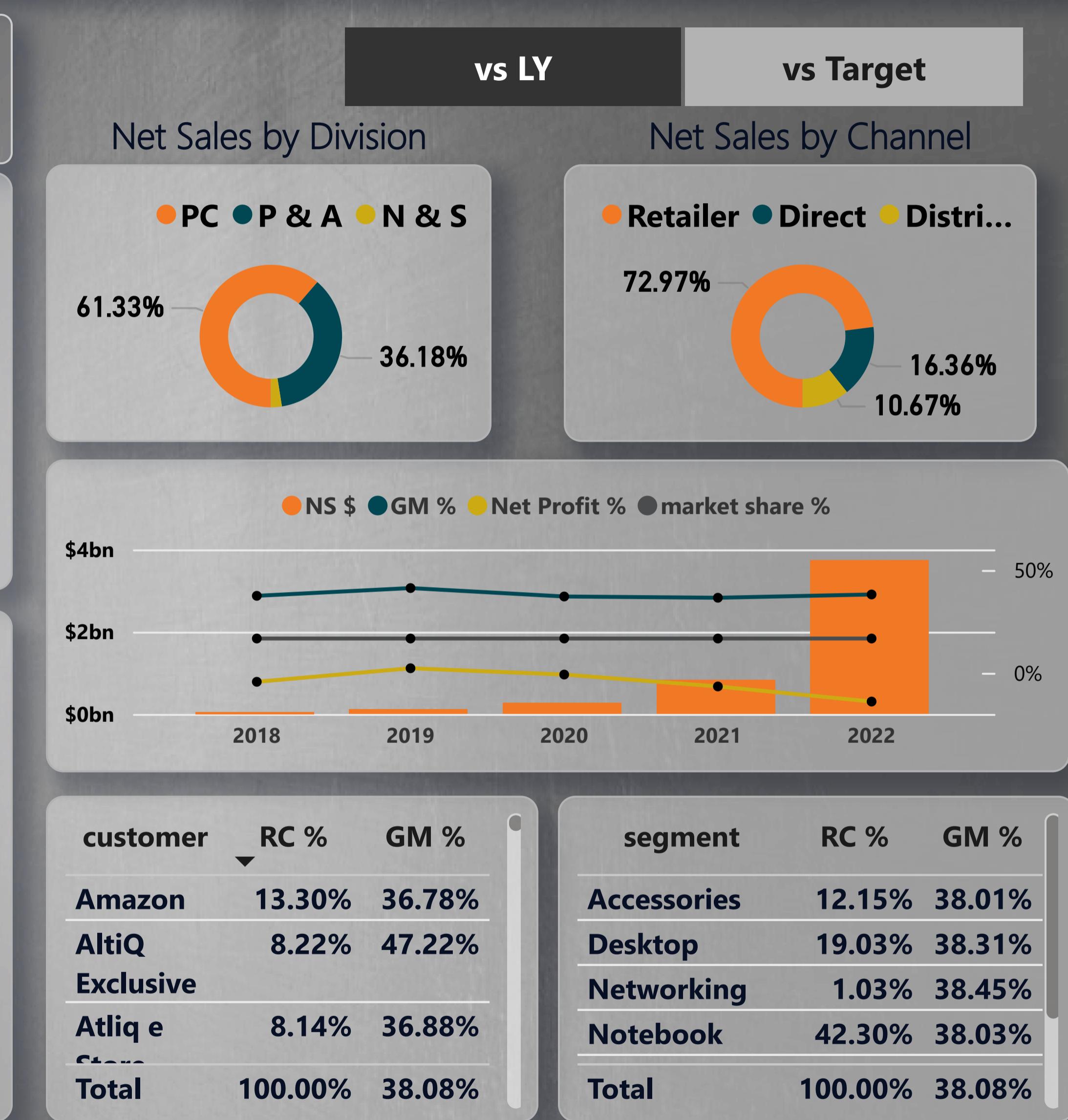
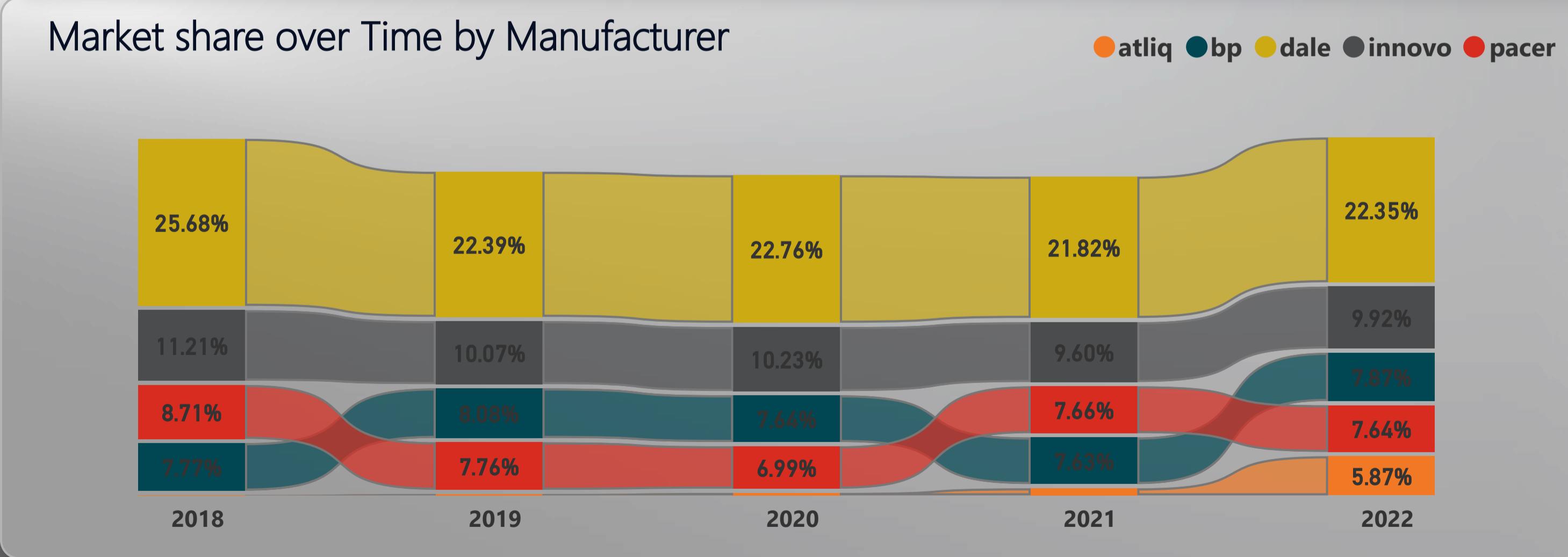
segment	Forecast Accuracy %	Net Error	Risk	Net Error %
Desktop	87.53%	78576	Excess inventory	10.24%
Accessories	87.42%	341468	Excess inventory	1.72%
Networking	93.06%	-12967	Out of stock	-1.69%
Notebook	87.24%	-47221	Out of stock	-1.69%
Storage	71.50%	-628266	Out of stock	-25.61%
Peripherals	68.17%	-3204280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





Key Insights by Sub Zone

sub_zone	NS \$	GM %	RC %	Net Profit %	market share %	Net Error %
LATAM	\$14.82M	35.02%	0.40%	-2.95%	16.67%	3.37%
ANZ	\$189.78M	43.50%	5.08%	-7.39%	16.67%	-37.61%
SE	\$317.78M	37.03%	8.51%	-4.00%	16.67%	-55.47%
NF	\$457.71M	32.80%	12.25%	-18.09%	16.69%	-4.56%
Total	\$3,736.17M	38.08%	100.00%	-13.98%	16.67%	-9.48%



Get an Issue Resolved

Provide Feedback

New to Power BI?

FAQs

The Contingency Plan



- 1 All the data in the tool is refreshed on the 5th working day every month.
2. system data such as Forecast, Actuals and Historical forecast are received from global database.
3. Non-System data such as Target, Operational Expense and Market Share are refresh on request.
4. For FAQs click [here](#).

