



AtliQ Business Insights 360



Last Refreshed: 05/03/2024 12:10



Sales data Loaded Until : Dec 21



Information



Finance View

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



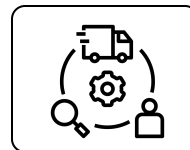
Sales View

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



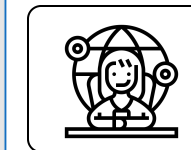
Marketing View

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.



Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with
Power BI

CODE
BASICS

NS \$

\$3.74bn

BM: 823.85M | 353.5% ▲

GM %

38.08%

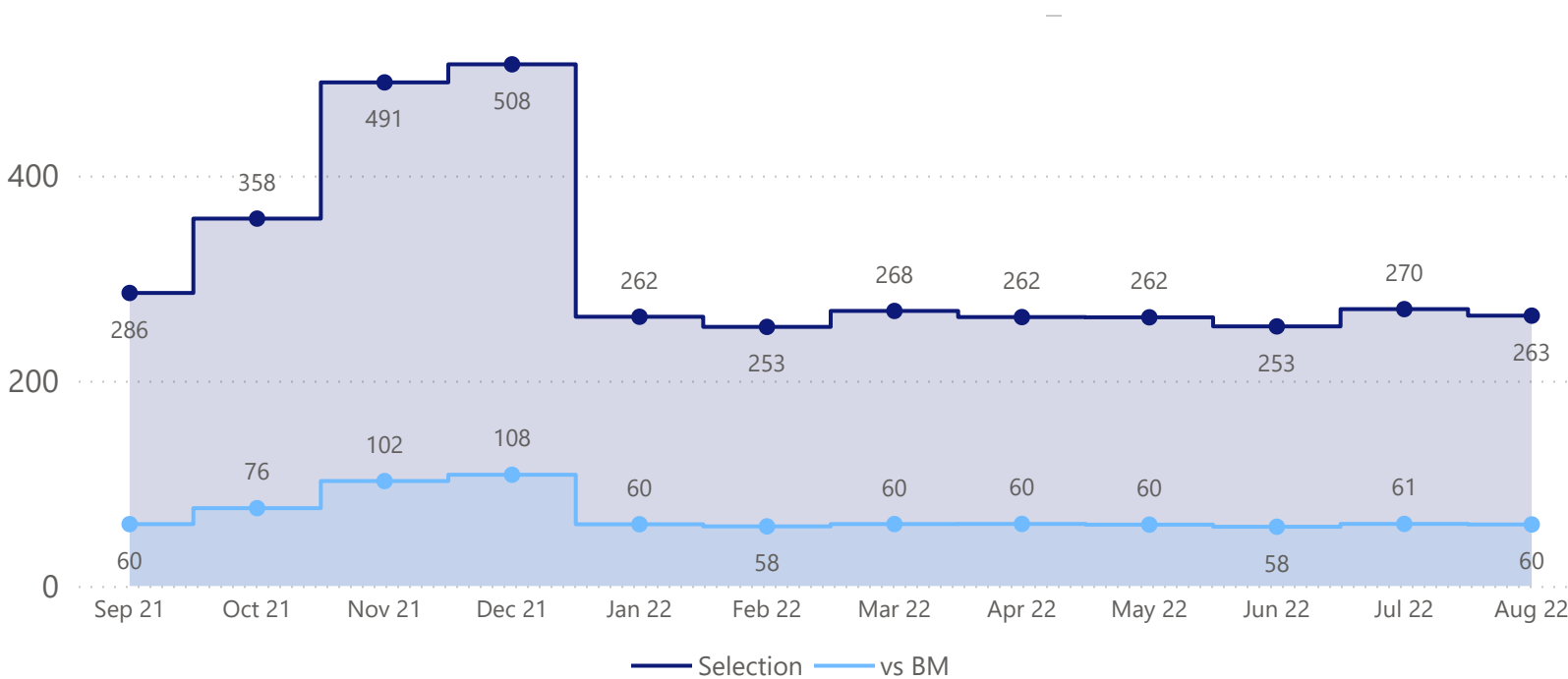
BM: 36.49% | 4.37% ▲

NP %

-13.98%

BM: -6.63% | 110.79% ▲

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameters

☒ Region

☐ Category

Secondary Parameter:

☒ Market

☐ Product

Region

Values

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

3,736.17

353.50

Profit & 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

-1,945.3
0

-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



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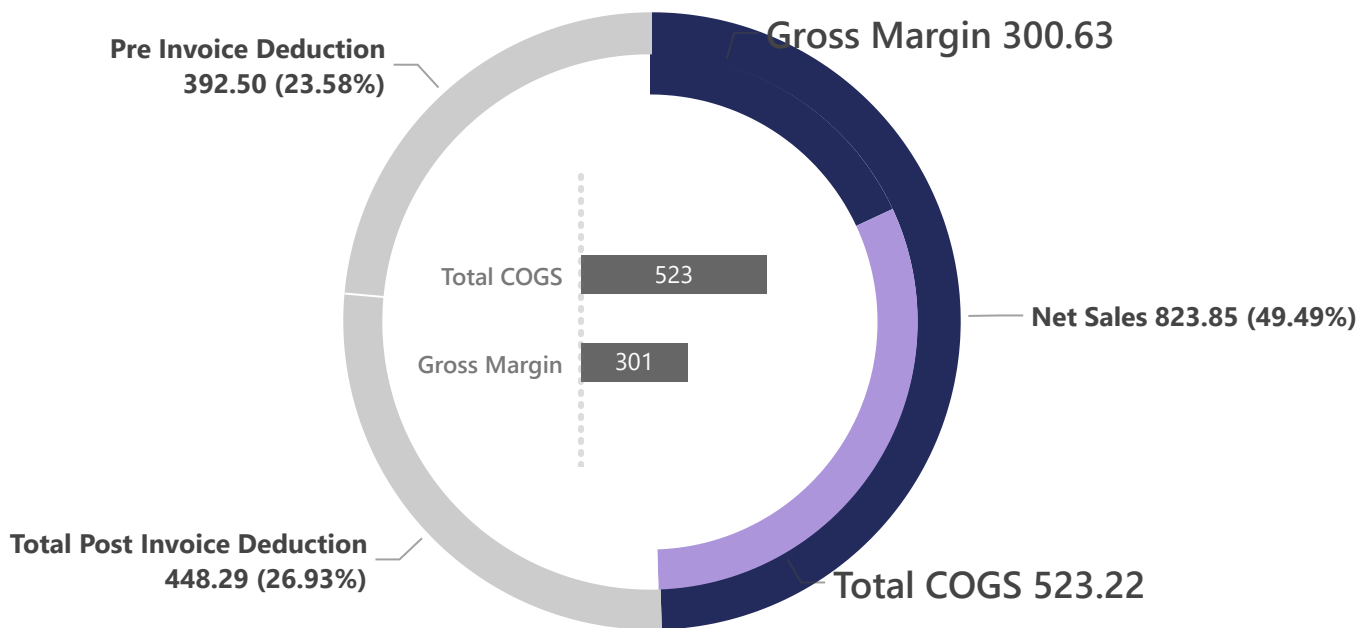
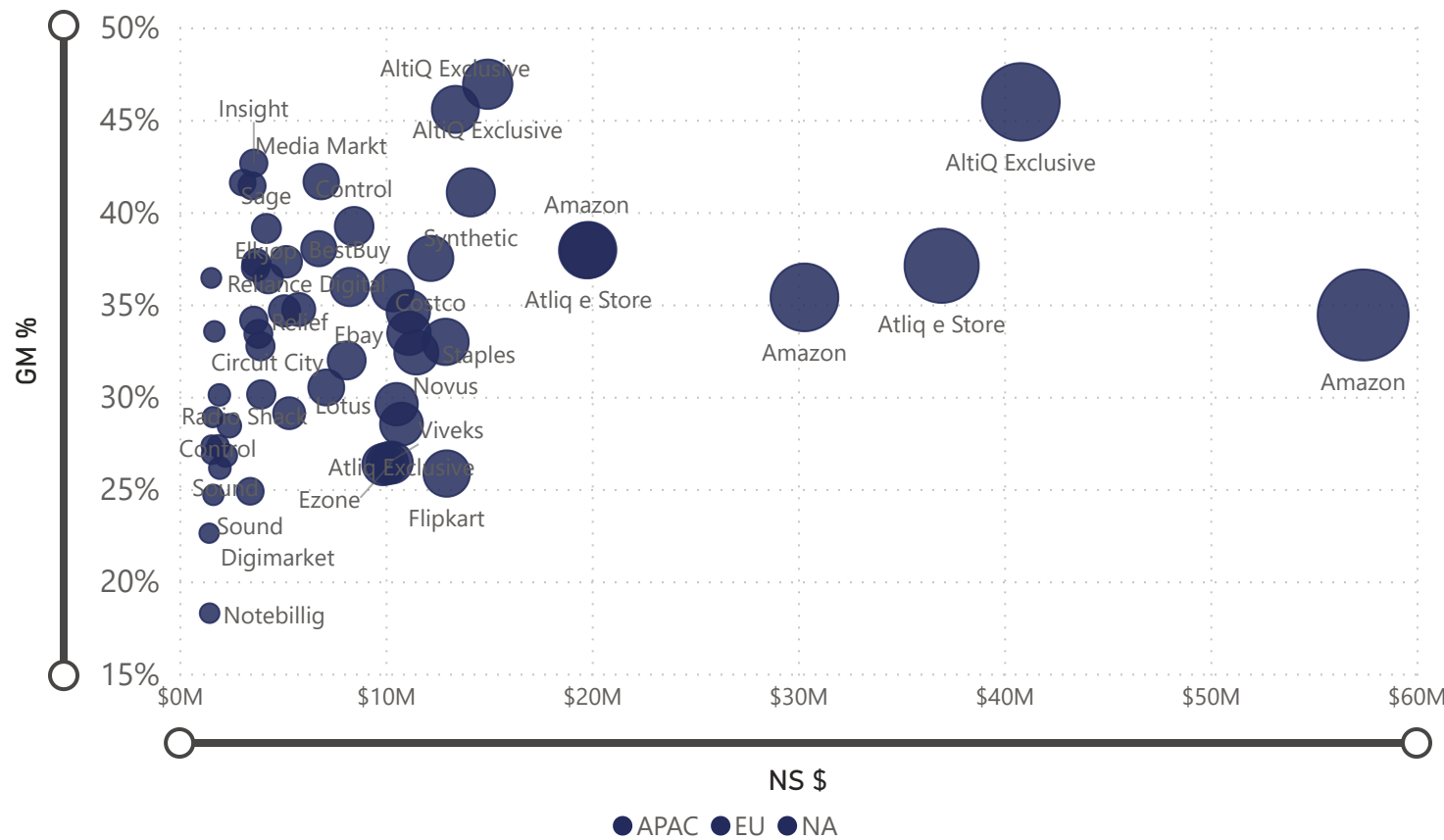
Get Job Ready with
Power BI

CODE
BASICS

Net Sales Performance Over Time

Gross Margin %
Variance

0%



Customer Performance

Product

Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$109.03M	\$38.59M	35.40%	-0.07
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%	-0.04
Flipkart	\$25.25M	\$7.64M	30.23%	-0.10
Synthetic	\$16.10M	\$6.32M	39.25%	-0.11
Acclaimed Stores	\$14.32M	\$5.18M	36.18%	-0.02
Reliance Digital	\$12.75M	\$4.59M	35.97%	-0.01
Costco	\$12.19M	\$4.57M	37.49%	-0.05
Novus	\$12.91M	\$4.26M	32.97%	-0.20
Control	\$10.10M	\$3.79M	37.57%	-0.06
Staples	\$11.49M	\$3.72M	32.39%	-0.19
Lotus	\$10.53M	\$3.12M	29.60%	-0.07
Atliq Exclusive	\$10.77M	\$3.07M	28.52%	-0.02
BestBuy	\$8.26M	\$2.97M	35.94%	-0.08
Media Markt	\$6.88M	\$2.86M	41.65%	-0.04
Ezone	\$10.30M	\$2.72M	26.43%	-0.10
Viveks	\$10.09M	\$2.66M	26.39%	-0.16
Croma	\$9.88M	\$2.60M	26.32%	-0.26
Total	\$455.13M	\$162.00M	35.60%	-0.09

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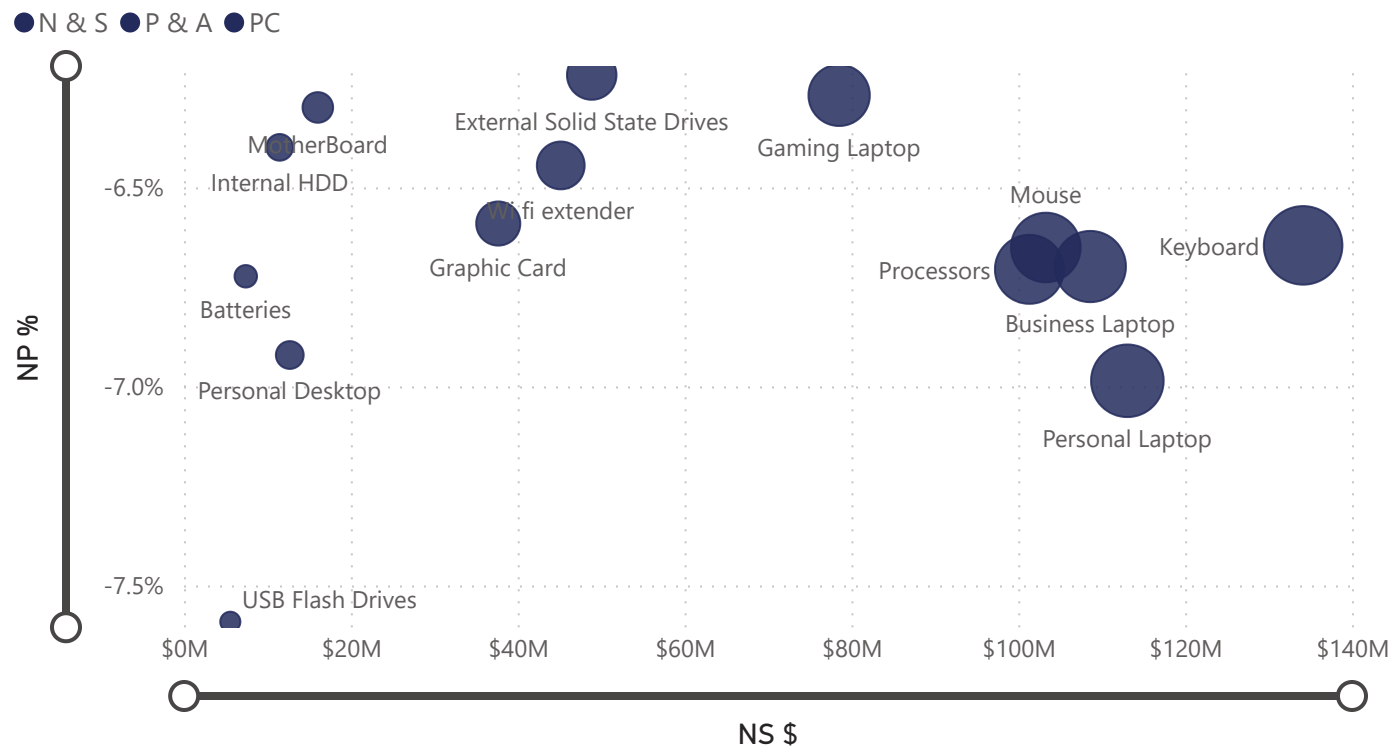
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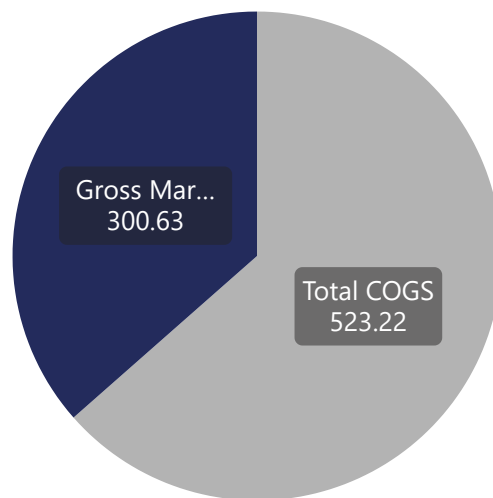
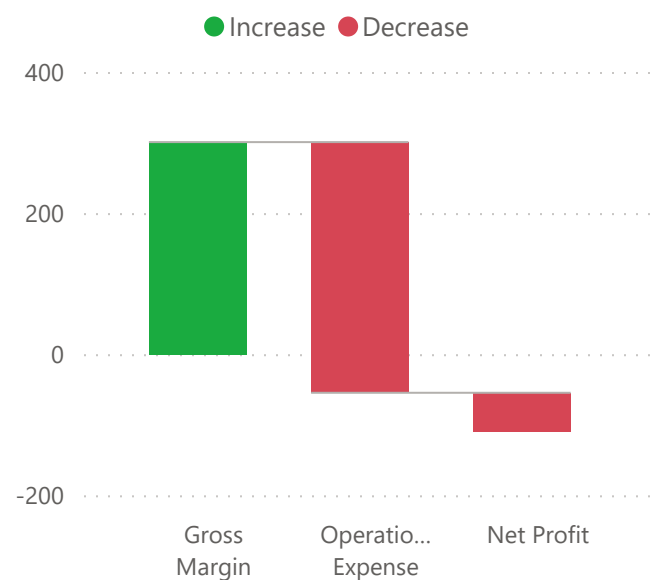
Market Performance - By Net Profit %

GM %

NP %



Net Sales & Gross Margin Bifurcation



Segment ☒ Market

Region

Market

Market	NS \$	GM %	NP \$		Δ NP %
Australia	\$27.60M	32.94%	(\$0.74M)		-117.21%
Austria	\$3.71M	30.14%	\$0.26M		-158.50%
Bangladesh	\$9.11M	34.53%	\$0.28M		-76.93%
Brazil	\$1.00M	32.86%	(\$0.02M)		-22.05%
Canada	\$45.89M	38.22%	(\$2.03M)		-151.26%
Chile	\$0.81M	43.06%	\$0.15M		160.48%
China	\$29.87M	41.10%	\$0.57M		-119.06%
Columbia	\$0.16M	26.47%	(\$0.00M)		-120.20%
France	\$37.82M	43.59%	\$2.93M		-54.57%
Germany	\$17.35M	26.05%	(\$1.49M)		-17.81%
India	\$210.67M	32.03%	(\$51.93M)		67.31%
Indonesia	\$24.24M	38.46%	\$0.27M		-94.70%
Italy	\$16.92M	30.18%	\$0.22M		-115.61%
Japan	\$10.37M	46.52%	\$1.38M		227.39%
Mexico	\$1.20M	39.22%	\$0.07M		176.24%
Total	\$823.85M	36.49%	(\$54.65M)		-0.07 676.38%



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FCA %

67.28%

LY: 86.63% | -22.34% ▼

Net Error

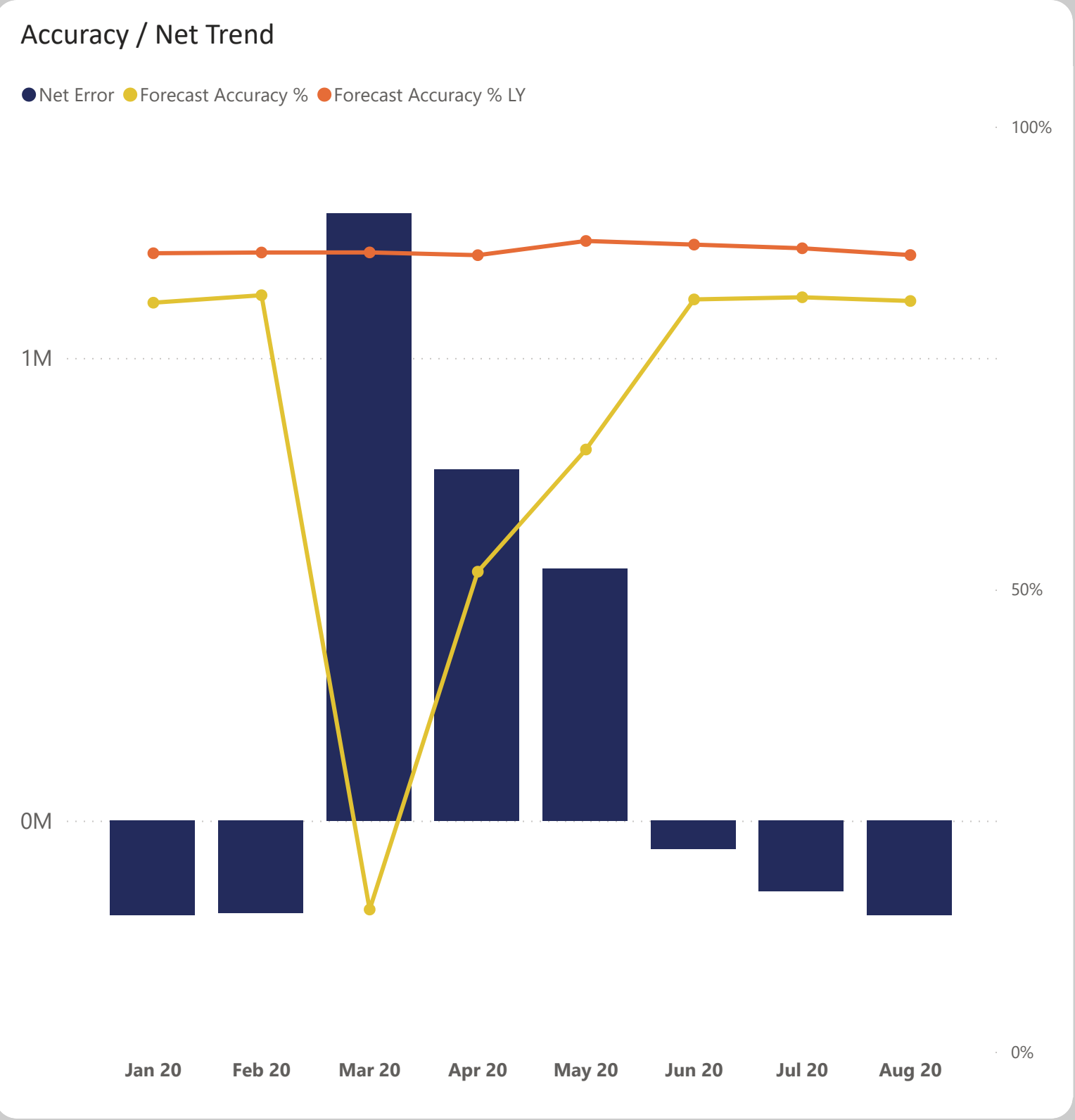
1.79M

LY: 0.34M | 431.14% ▼

ABS Error

4M

LY: 0.88M | 359.08% ▼



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Taobao	-23.50%	8.89%	-38.91K	-87.25%	OOS
Flipkart	-4.39%	50.75%	-250.77K	-76.00%	OOS
Ebay	6.31%	52.04%	-165.67K	-67.42%	OOS
BestBuy	16.07%	27.38%	6.65K	8.63%	EI
Radio Shack	16.57%	28.99%	-0.59K	-0.78%	OOS
Circuit City	19.75%	29.65%	0.84K	1.15%	EI
Acclaimed Stores	19.78%	54.40%	3.91K	3.24%	EI
Path	20.20%	27.83%	-4.01K	-4.56%	OOS
Total	67.28%	86.63%	1794.72K	14.50%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	66.47%	90.30%	772.39K	11.09%	EI
Desktop	60.35%		0.17K	12.58%	EI
Networking	54.02%	82.74%	-104.86K	-13.82%	OOS
Notebook	66.88%	82.28%	122.66K	32.59%	EI
Peripherals	68.70%	84.68%	285.93K	18.92%	EI
Storage	72.25%	80.23%	718.43K	26.01%	EI
Total	67.28%	86.63%	1794.72K	14.50%	EI



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BASICS

NS \$

\$4.97bn

BM: 3.81Bn | 30.51% ▲

GM %

37.83%

BM: 38.34% | -1.31% ▼

NP %

-11.64%

BM: -14.19% | -18% ▼

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Reset Filters

Revenue Contribution

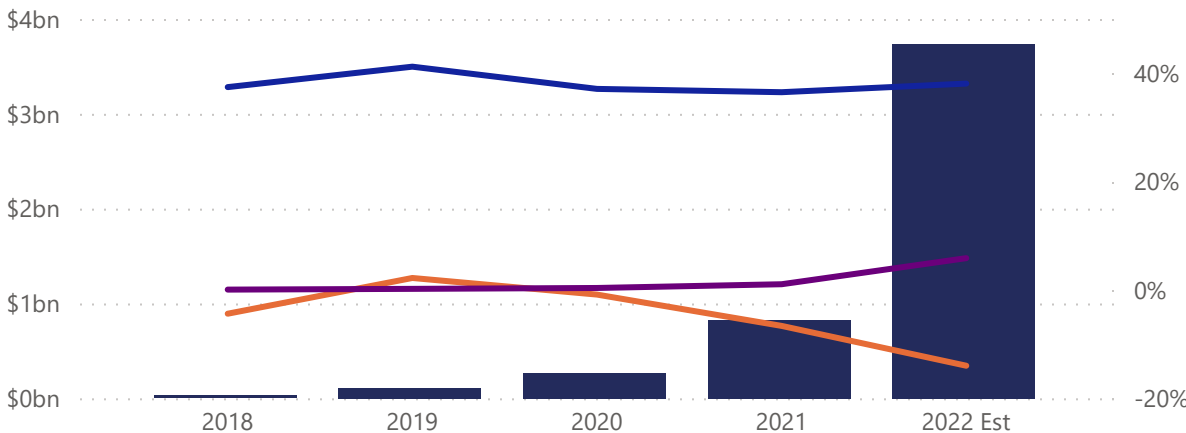
○ Division

● Channel

Direct Distributor Retailer

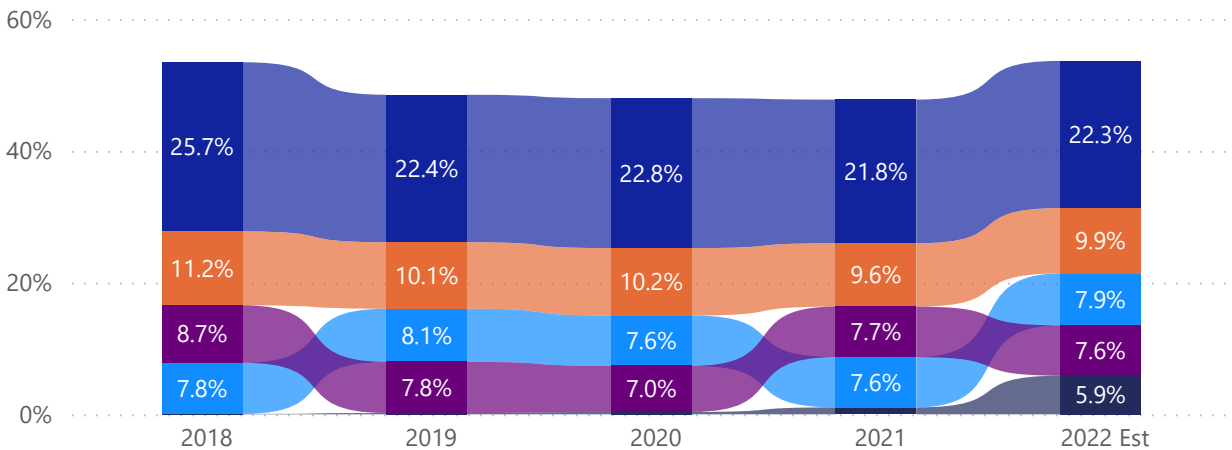
Yearly Trend by Revenue ,GM%, Net Profit %, PC Market Share %

● NS \$ ● GM % ● NP % ● Market Share %



PC Market Share Trend - AtliQ & Competitors

● atliq ● bp ● dale ● innovo ● pacer



TOP 5 Customers

Customer	RC %	GM %
Sage	3.4%	32.45% ▼
Amazon	13.6%	36.76% ▼
Atliq e Store	8.4%	37.13% ▼
Flipkart	3.6%	39.78% ▲
AltiQ Exclusive	8.2%	47.16% ▲
Total	37.3%	39.03%

TOP 5 Products

Product	RC %	GM %
AQ Smash 2	3.4%	37.37% ▼
AQ Smash 1	3.3%	37.47% ▼
AQ HOME All...	4.4%	38.04% ▼
AQ BZ Allin1 ...	4.1%	38.51% ▲
AQ BZ Allin1	3.5%	37.55% ▼
Total	18.7%	37.83%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
SE	\$446.41M	9.0%	37.59% ▲	-1.32%	89.67%	EI	6.6%
India	\$1,271.22M	25.6%	35.14% ▲	-22.03%	71.11%	EI	5.1%
ROA	\$1,077.36M	21.7%	35.42% ▲	-2.30%	76.83%	EI	3.2%
NE	\$604.60M	12.2%	34.05% ▲	-14.26%	87.88%	EI	2.5%
NA	\$1,290.74M	26.0%	43.45% ▼	-13.40%	78.34%	EI	1.8%
ANZ	\$257.15M	5.2%	42.51% ▼	-3.17%	94.73%	EI	0.5%
LATAM	\$21.00M	0.4%	35.33% ▼	-0.78%	99.48%	EI	0.1%
Total	\$4,968.48M	100.0%	37.83%	-11.64%	-1.97%	OOS	2.3%