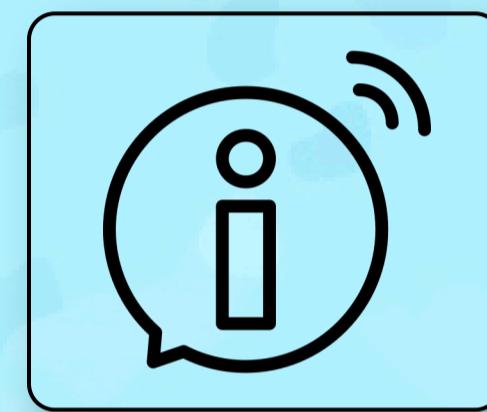




Business Insights 360



Info

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



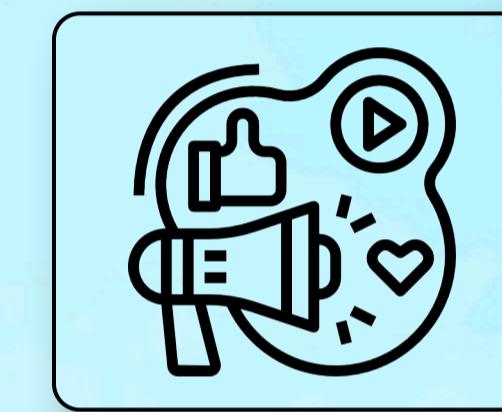
Finance View

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



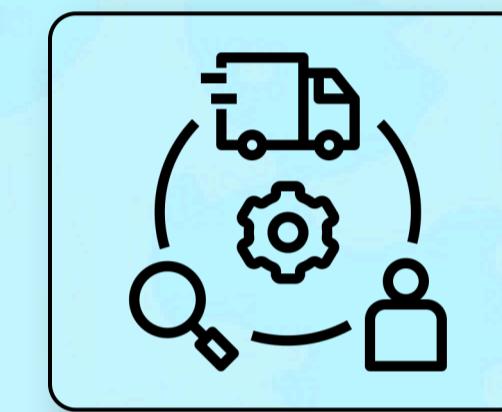
Sales View

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



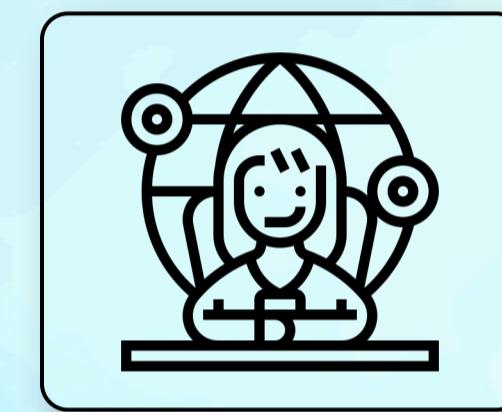
Marketing

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.

region, market
Allcustomer
Allsegment, categor...
All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$2.55bn✓
BM: \$575,556,424
(+342.28%)
Net Sales

10.59%✓
BM: 0.10 (+1.61%)
GM %

-51.91%!
BM: -0.34 (-52.92%)
Net Profit %

Profit and Loss Statement

Line Item	BM	chg	chg %
- Freight Cost	22.77	68.27	299.77
GM / Unit	1.12	0.96	85.50
Gross Margin	95.55	269.60	282.14
Gross Margin %	11.12	-0.39	-3.53
Gross Sales	2,467.97	7,370.14	298.63
- Manufacturing Cost	737.81	2,197.28	297.81
Net Invoice Sales	1,889.41	5,643.13	298.67
Net profit	-259.44	-1,321.47	509.35
Net profit %	-30.18	-16.25	53.83
Net Sales	859.65	2,545.59	296.12
operational Expense	-355.00	-1,591.06	448.19
- Other Cost	3.52	10.45	297.28
- Post Discounts	658.96	1,969.56	298.89
- Post Deductions	370.79	1,127.97	304.21
Pre Invoice Deduction	578.56	1,727.01	298.50
Total COGS	764.10	2,276.00	297.87
Total Post Invoice Deduction	1,029.76	3,097.53	300.80

Net Sales performance over time

Net Sales performance over time



Top / Bottom Products & Customers by Net Sales

region	p & l values	P & L chg
APAC	18,345.97	13,519.16
EU	7,482.20	5,606.80
LATAM	146.49	103.61
NA	8,077.79	6,226.37
Total	34,052.46	25,455.93

segment	p & l values	P & L chg
Accessories	5,518.21	3,090.11
Desktop	5,175.69	4,844.63
Networking	900.72	260.63
Notebook	13,497.91	10,758.92
Peripherals	7,907.17	6,129.91
Storage	1,052.75	371.73
Total	34,052.46	25,455.93



region, market

All

customer

All

segment, category, p...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

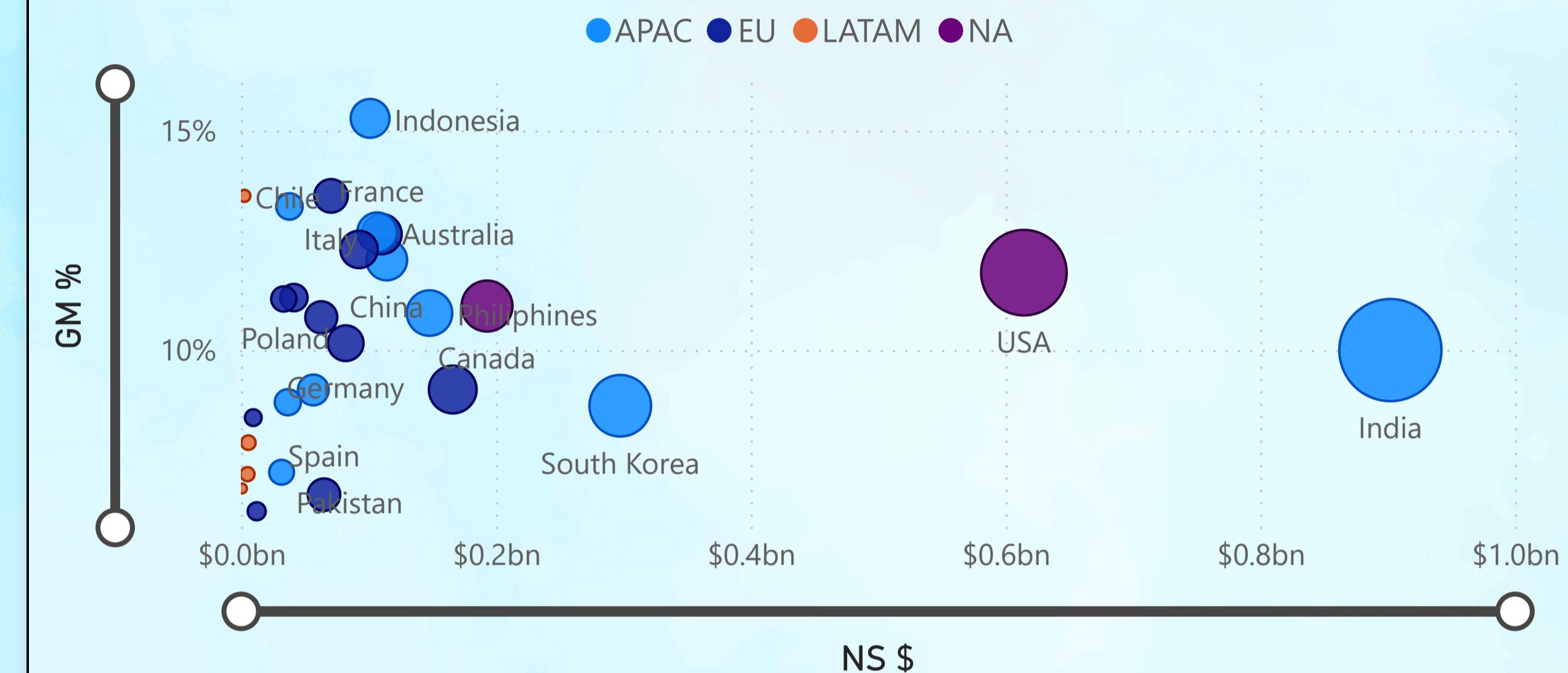
YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$63.25M	\$7.39M	11.68%
All-Out	\$3.47M	\$0.14M	3.91%
Amazon	\$460.01M	\$39.79M	8.65%
Argos (Sainsbury's)	\$12.43M	\$1.35M	10.85%
Atlas Stores	\$16.04M	\$1.34M	8.37%
Atliq e Store	\$289.41M	\$30.73M	10.62%
AtliQ Exclusive	\$332.73M	\$77.04M	23.16%
BestBuy	\$38.81M	\$4.69M	12.09%
Billa	\$7.57M	\$0.60M	7.93%
Boulanger	\$22.61M	\$2.60M	11.52%
Chip 7	\$25.39M	\$2.42M	9.54%
Chiptec	\$15.95M	\$1.64M	10.30%
Circuit City	\$40.58M	\$5.48M	13.51%
Control	\$44.74M	\$5.91M	13.21%
Total	\$3,405.25M	\$365.15M	10.72%

Performance Matrix

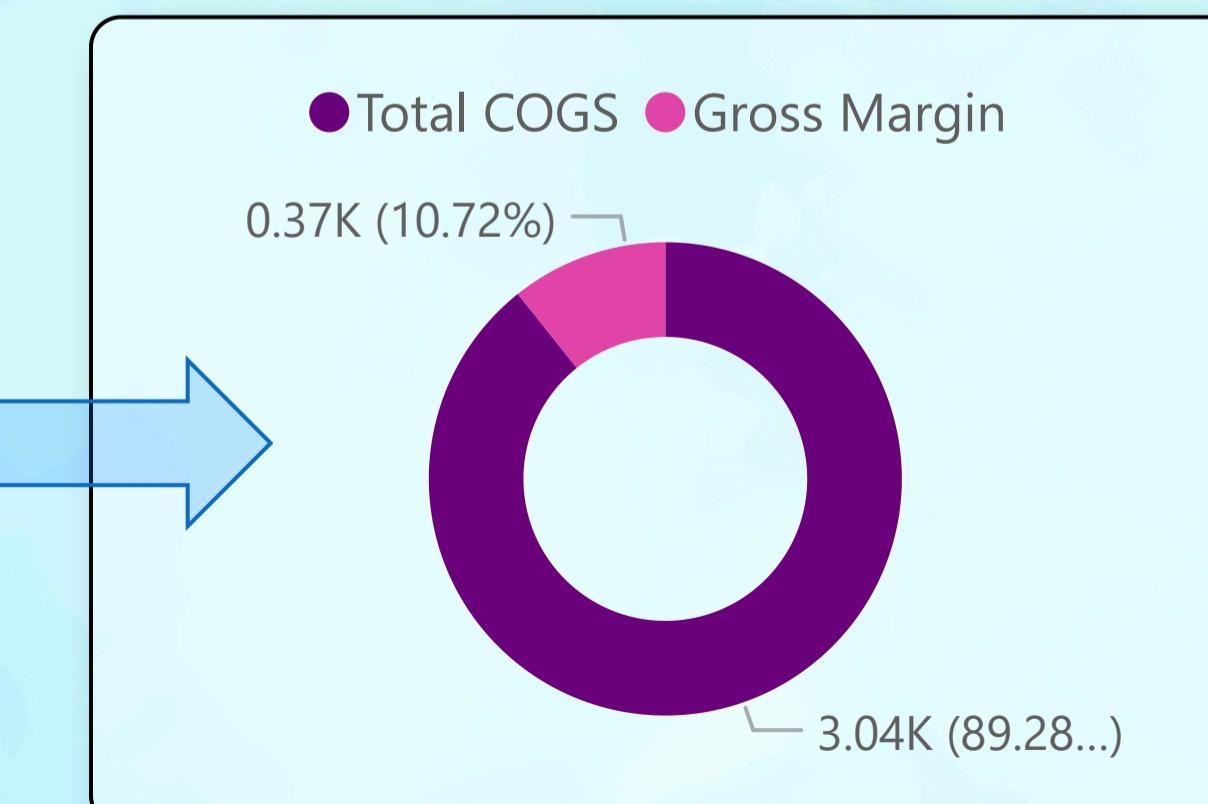
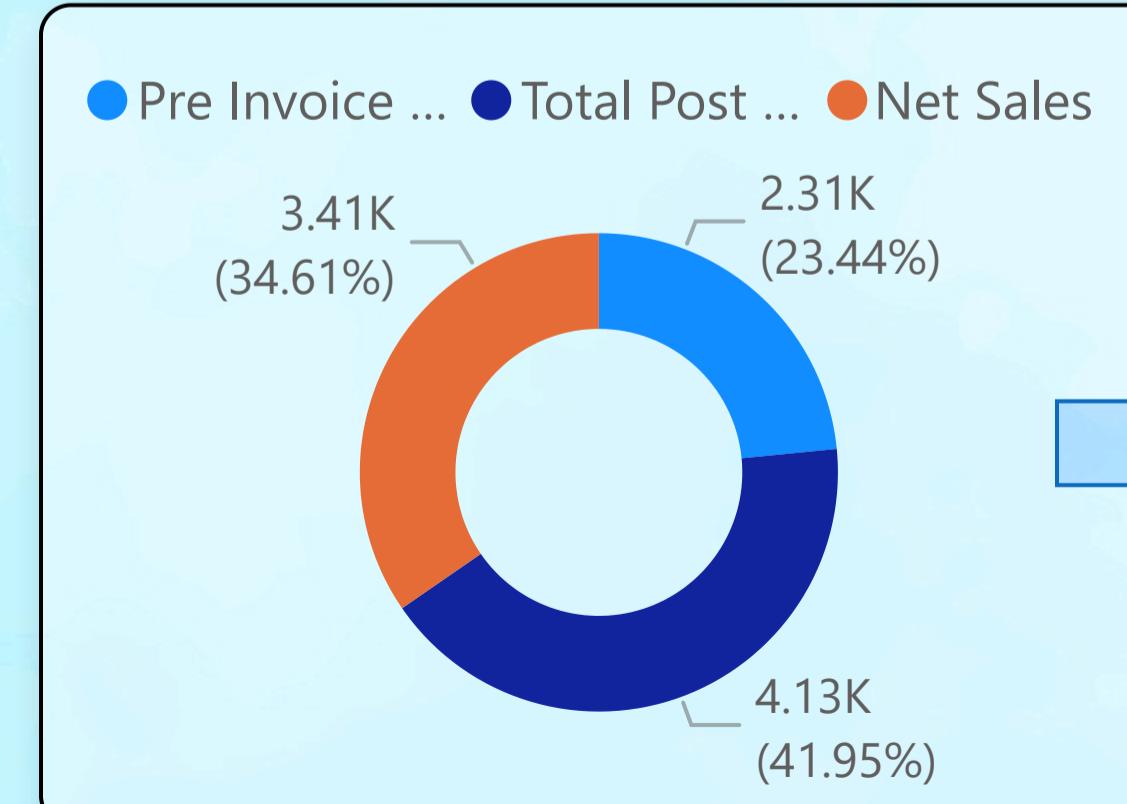
NS \$, GM % and NS \$ by market and region



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$551.82M	\$58.85M	10.67%
Batteries	\$53.93M	\$5.26M	9.75%
Keyboard	\$292.13M	\$31.75M	10.87%
Mouse	\$205.76M	\$21.85M	10.62%
Desktop	\$517.57M	\$56.18M	10.85%
Networking	\$90.07M	\$10.28M	11.41%
Notebook	\$1,349.79M	\$142.32M	10.54%
Total	\$3,405.25M	\$365.15M	10.72%

Unit Economics





region

market

segment, category, pro...

All

A

AI

2018

2019

2020

2021

2022
EST

Q1

Q2

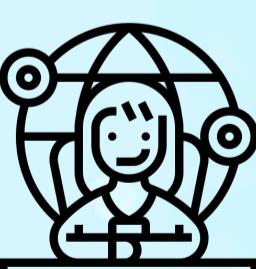
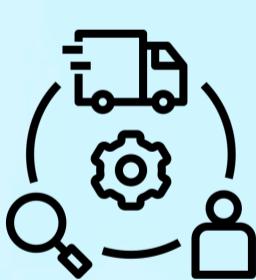
Q3

Q4

YT

Y

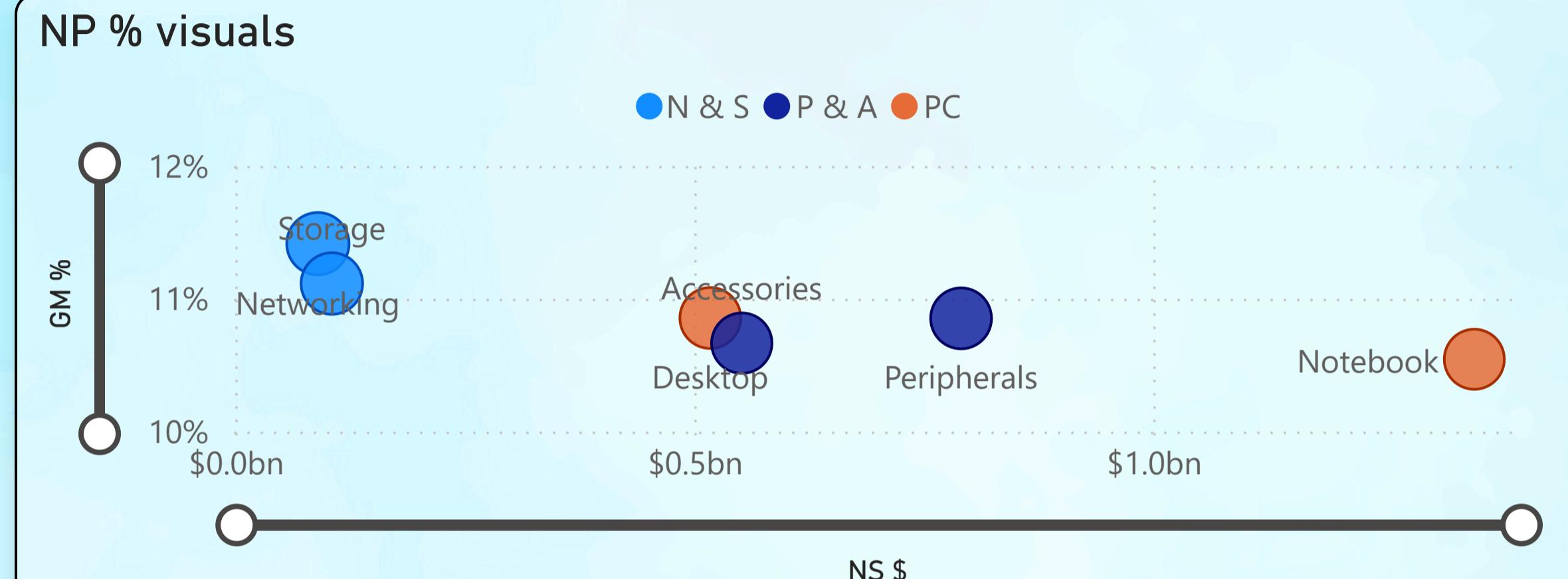
Show GM%



Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Accessories	\$551.82M	\$58.85M	10.67%	(\$235.22M)	-42.63%
⊕ Desktop	\$517.57M	\$56.18M	10.85%	(\$261.21M)	-50.47%
⊕ Networking	\$90.07M	\$10.28M	11.41%	(\$31.45M)	-34.91%
⊕ Notebook	\$1,349.79M	\$142.32M	10.54%	(\$644.09M)	-47.72%
⊕ Peripherals	\$790.72M	\$85.81M	10.85%	(\$370.03M)	-46.80%
⊕ Storage	\$105.27M	\$11.70M	11.11%	(\$38.91M)	-36.96%
Total	\$3,405.25M	\$365.15M	10.72%	(\$1,580.91M)	-46.43%

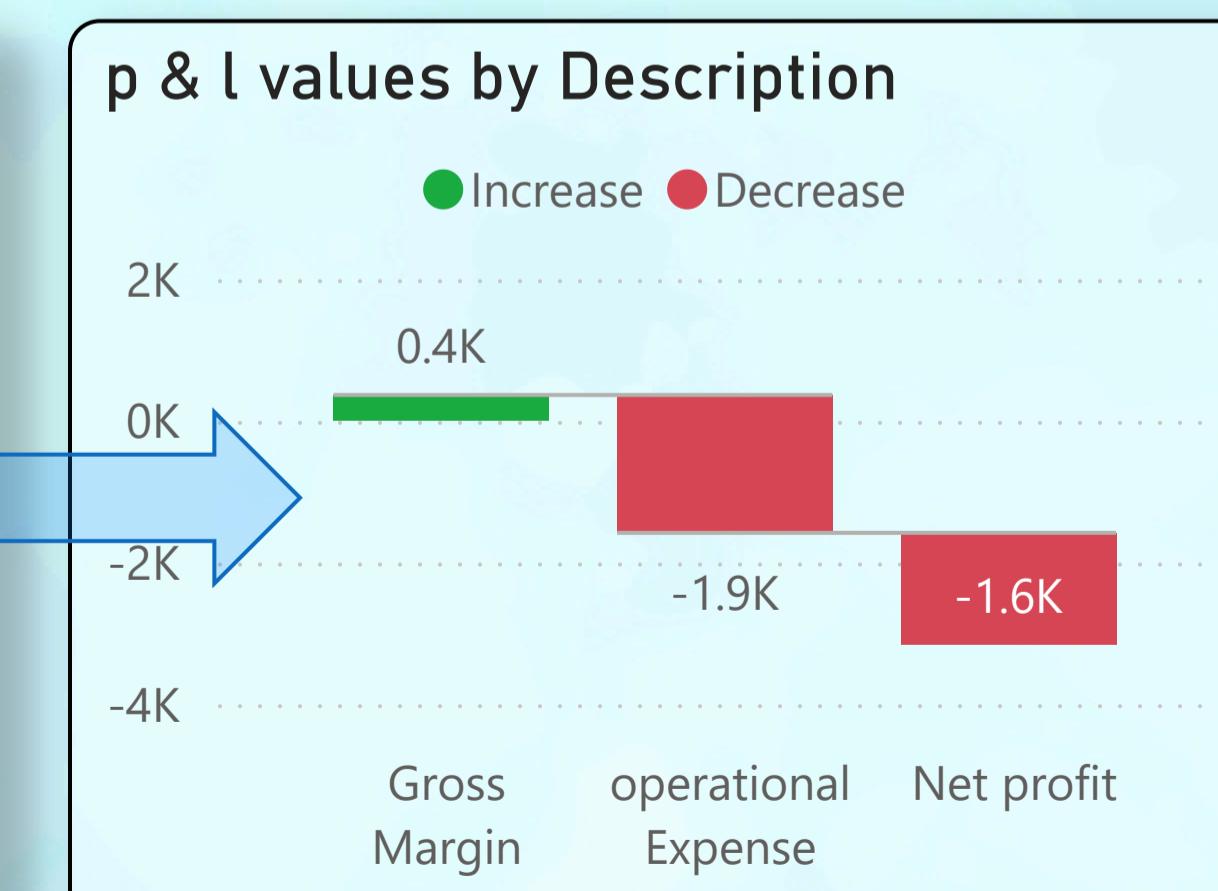
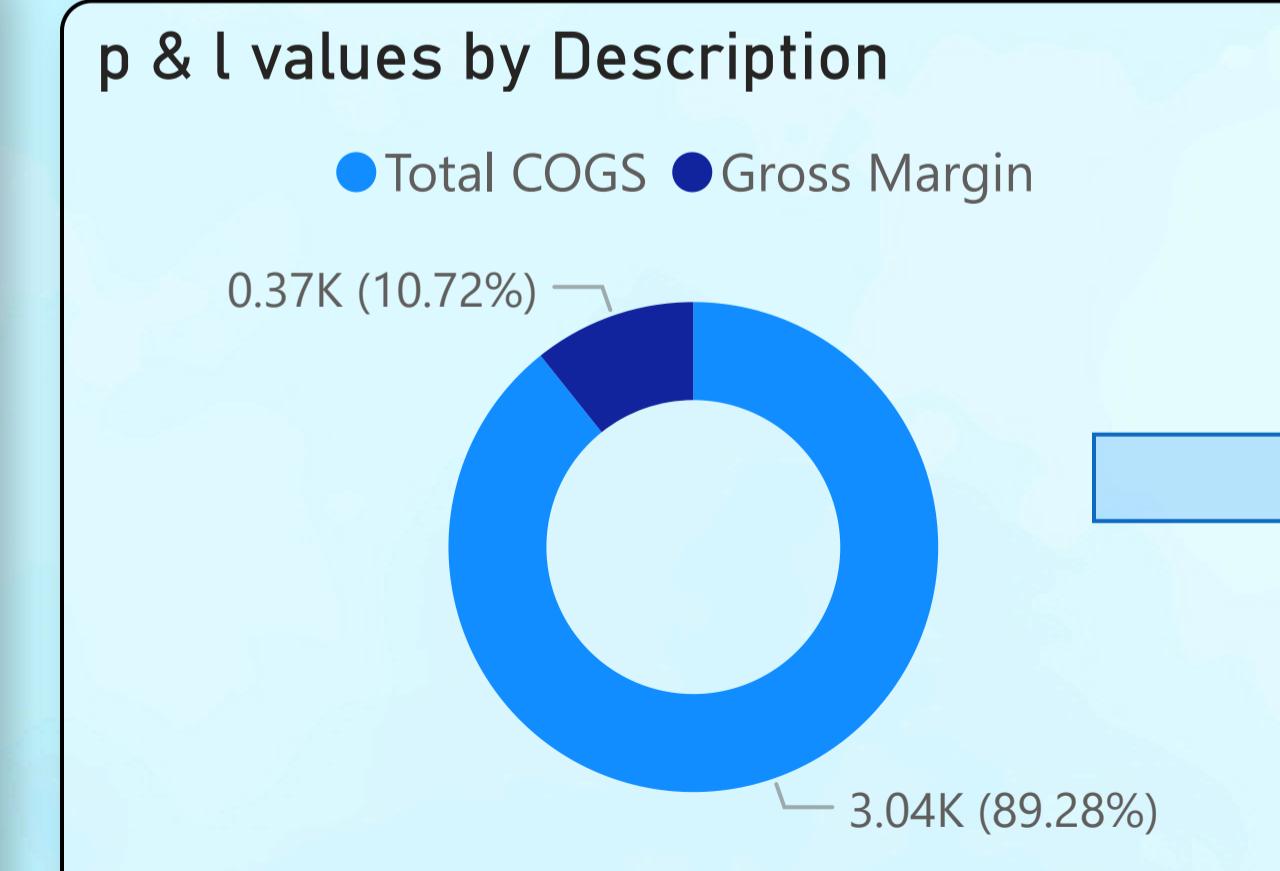
Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$1,834.60M	\$190.81M	10.40%	(\$765.82M)	-41.74%
⊕ EU	\$748.22M	\$79.56M	10.63%	(\$262.54M)	-35.09%
⊕ LATAM	\$14.65M	\$1.26M	8.62%	(\$3.50M)	-23.89%
⊕ NA	\$807.78M	\$93.52M	11.58%	(\$549.05M)	-67.97%
Total	\$3,405.25M	\$365.15M	10.72%	(\$1,580.91M)	-46.43%

Unit Economics





region

All

market

All

segment, category, prod...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

forecast Accuracy %

- 51.91% !

LY: -33.95% (-52.92%)

Net profit %

(\$3.47269M) !

LY: -751714 (-\$2.72M)

Net Error

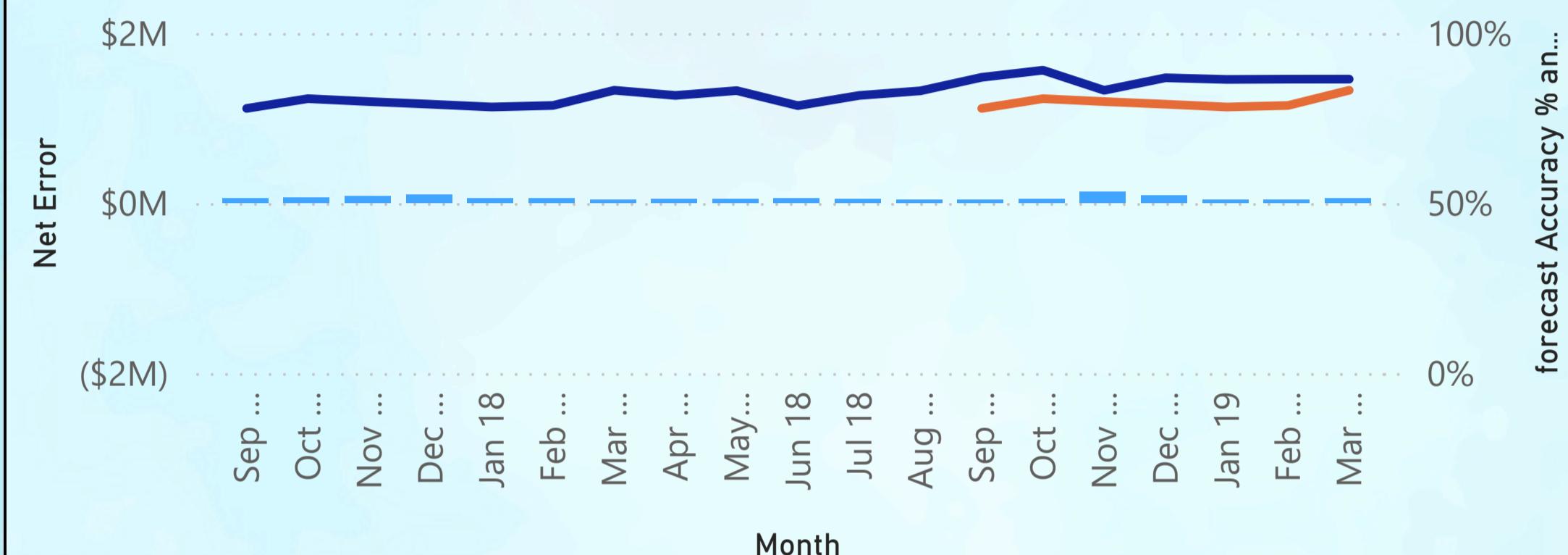
Key Metrics By Customer

customer	forecast Accuracy %	forecast Accuracy LY %	Net Error	Net Error %	Risk
Notebillig	29.70%	22.17%	(\$43,826)	-18.46%	OOS
Billa	31.07%	23.91%	(\$42,043)	-16.98%	OOS
Saturn	30.79%	25.09%	(\$37,060)	-16.67%	OOS
Otto	32.74%	25.49%	(\$42,404)	-18.60%	OOS
Circuit City	35.85%	28.20%	(\$90,877)	-7.51%	OOS
BestBuy	35.90%	28.26%	(\$80,434)	-6.91%	OOS
Radio Shack	36.17%	30.12%	(\$62,135)	-5.77%	OOS
All-Out	36.64%	31.27%	(\$6,876)	-6.30%	OOS
Leader	38.25%	32.39%	(\$94,600)	-2.23%	OOS
Novus	31.06%	32.90%	(\$139,607)	-7.11%	OOS
Taobao	36.84%	34.07%	(\$34,108)	-5.86%	OOS
Insight	32.40%	34.41%	(\$22,529)	-4.84%	OOS
Path	42.22%	36.09%	(\$71,891)	-4.96%	OOS
Sage	41.77%	37.19%	\$877	0.02%	EI
Total	79.83%	79.26%	(\$2,417,425)	-1.97%	OOS

Accuracy / Net Error Trend

Net Error, forecast Accuracy % and forecast Accuracy LY % by Month

● Net Error ● forecast Accuracy % ● forecast Accuracy LY %



Key Metrics by Products

segment	forecast Accuracy %	forecast Accuracy LY %	Net Error	Net Profit %
Accessories	80.50%	77.85%	(\$1,352,029)	-42.63%
Desktop	86.98%	84.11%	\$94,729	-50.47%
Networking	80.99%	79.46%	\$184,995	-34.91%
Notebook	83.80%	79.41%	\$22,621	-47.72%
Peripherals	74.34%	81.06%	(\$3,388,005)	-46.80%
Storage	81.08%	82.48%	\$2,020,264	-36.96%
Total	79.83%	79.26%	(\$2,417,425)	-46.43%



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$2.55bn✓
BM: (\$540,265,608)
(+571.17%)
Net Sales

10.59%✓
BM: -2.70
(+103.92%)
GM %

-51.91%✓
BM: -540.27M
(+100%)
Net Profit %

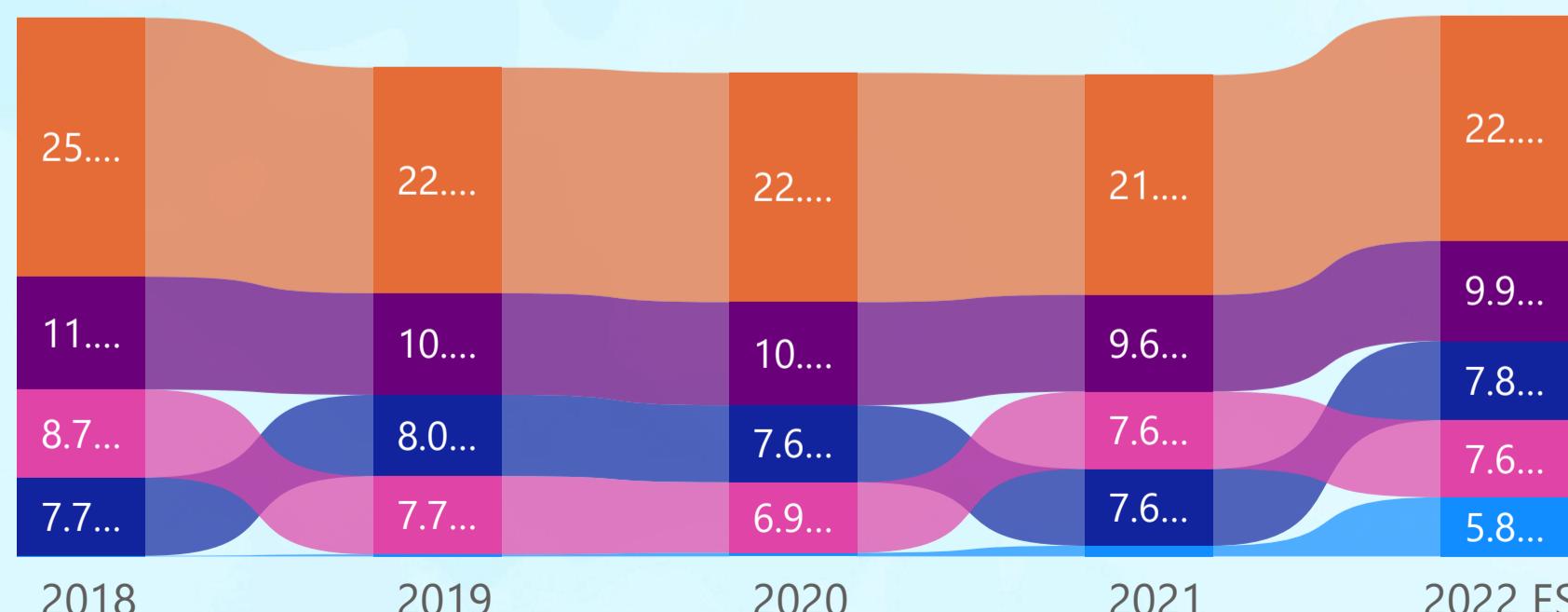
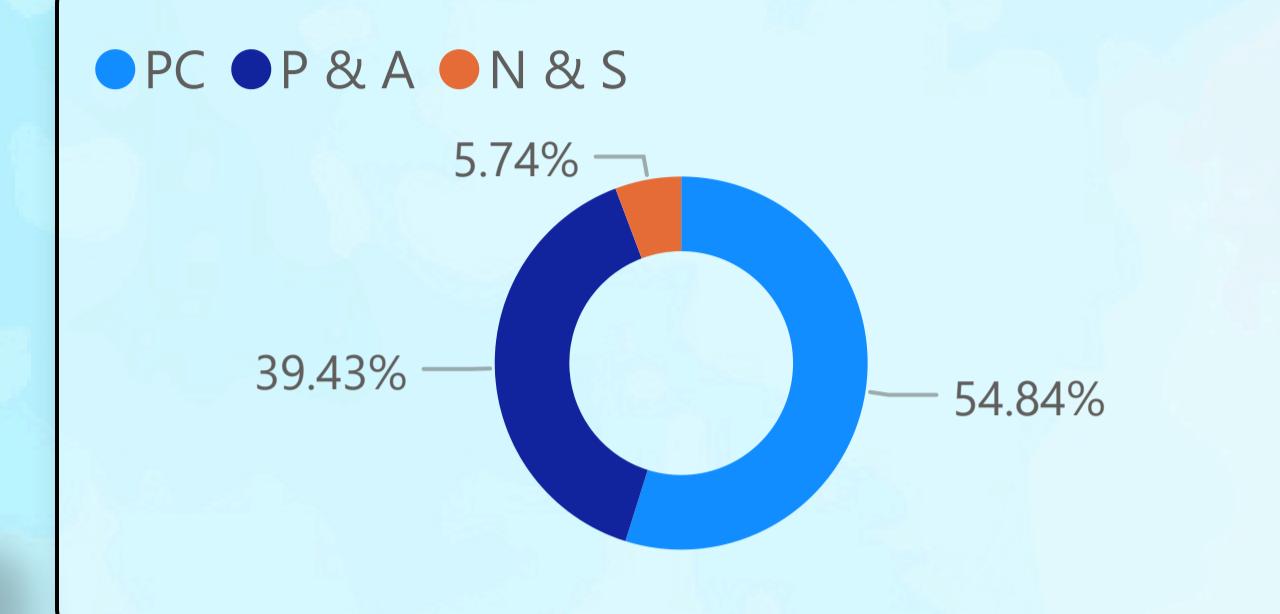
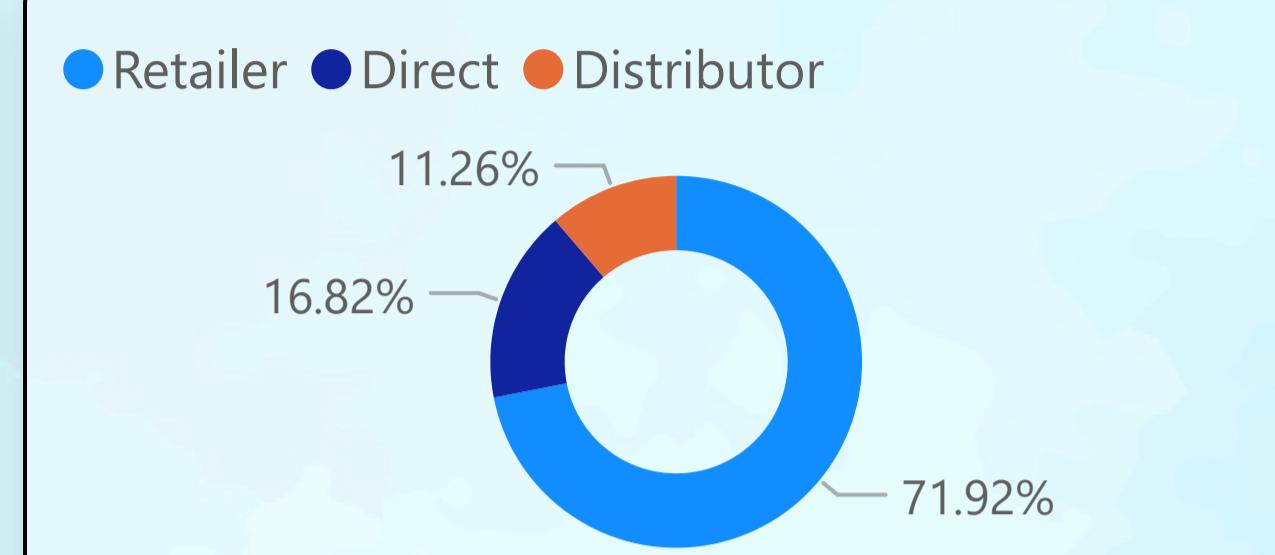
81.17%✓
BM: 80.21% (+1.2%)
forecast Accuracy

Key Insight by Subzone

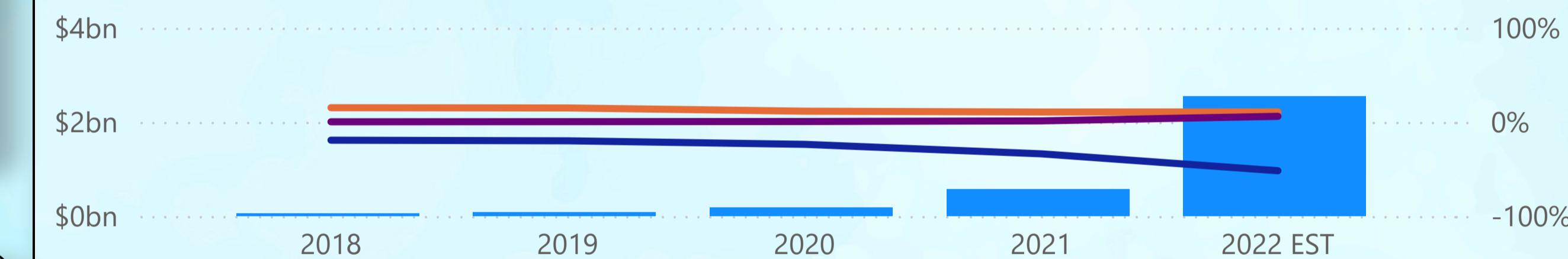
sub_z	NS \$	RC %	GM %	Atliq MS%	Net Profit %	Market Share %	Risk
one							▼
NE	\$438.7M	12.9%	10.2% ↓	2.52%	-41.0%	16.7%	EI
India	\$902.3M	26.5%	10.0% ↓	5.11%	-48.6%	16.7%	EI
NA	\$807.8M	23.7%	11.6% ↓	1.82%	-68.0%	16.7%	OOS
ANZ	\$163.7M	4.8%	11.4% ↓	0.54%	-50.8%	16.7%	OOS
SE	\$309.5M	9.1%	11.2% ↓	6.59%	-26.7%	16.7%	OOS
ROA	\$768.6M	22.6%	10.7% ↓	3.18%	-31.7%	16.7%	OOS
Total	\$3,405.2M	100.0%	10.7% ↓	2.26%	-46.4%	16.7%	OOS

PC market share trends By AtliQ & competitors

atliq bp dale innovo pacer

**Revenue By Division****Revenue By Channel****Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %****NS \$, Net Profit %, GM % and Atliq MS% by fy_desc**

NS \$ Net Profit % GM % Atliq MS%

**Top 5 Customer By Revenue**

customer	RC %	GM %
AtliQ Exclusive	9.8%	23.16%
Flipkart	3.5%	11.50%
Atliq e Store	8.5%	10.62%
Amazon	13.5%	8.65%
Sage	3.6%	5.94%
Total	38.9%	12.74%

Top 5 Product By Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	10.22%
AQ BZ Allin1 Gen 2	4.0%	11.11%
AQ HOME Allin1 Gen 2	4.4%	10.60%
AQ Smash 1	3.3%	10.30%
AQ Smash 2	3.4%	9.74%
Total	18.7%	10.43%