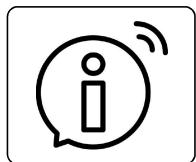


Business insights 360



Info

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



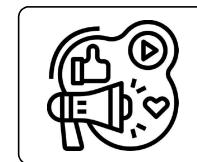
Financial view

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



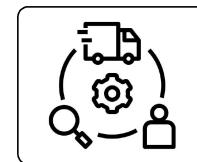
Sales View

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



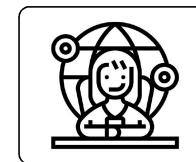
Marketing

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.

Values are in Millions and Dollar

Sales data Loaded until :Dec,21



A&A IT Tech

\$1.64bn!
BM: 3.81bn
(-56.85%)
Net sales

37.75%!
BM: 100.0% (-62.25%)

GM %

YTD YGT

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

vs LY vs Target

-14.13%!
BM: 2.61 (-105.42%)

Net Profit%

Profit and Loss Statements

Line Item

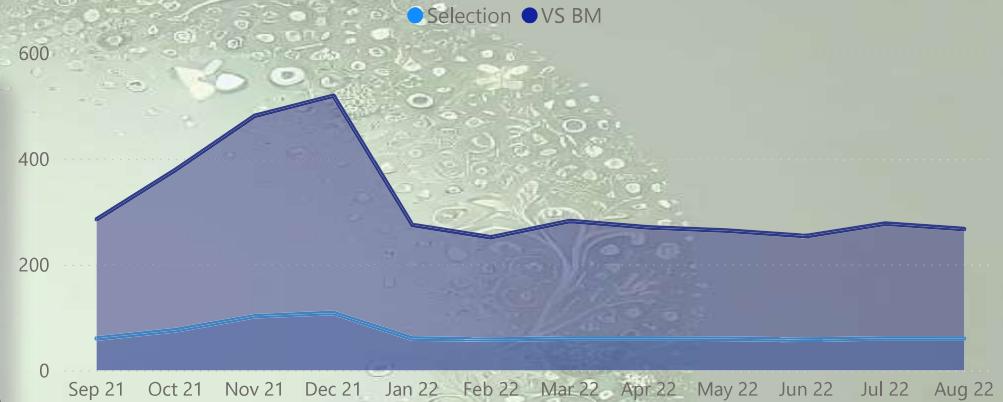
2022 Est BM Chg Chg% Total

Gross Sales	\$3,258.68			
Pre Invoice Deduction	\$764.20			
Net Invoice Sales	\$2,494.48			
- Post Discounts	\$558.55			
- Post Deductions	\$293.03			
Total Post Invoice Deduction	\$851.58			
Net Sales	\$1,642.91	\$3,807.09	(\$2,164.18)	(\$56.85)
- Manufacturing Cost	\$971.74			
- Freight Cost	\$44.29			
- Other Cost	\$6.74			
Total COGS	\$1,022.77			
Gross Margin	\$620.14	\$1,459.51	(\$839.38)	(\$57.51)
Gross Margin %	\$37.75	\$100.00	(\$62.25)	(\$62.25)
GM / Unit	\$15.46			
Operational Expense	(\$852.29)			
Net Profit	(\$232.15)			
Net Profit %	(\$14.13)	\$260.85	(\$274.98)	(\$105.42)

NetSalesPerformance over time

NetSalesPerformance over time

NetSalesPerformance over time



region	P&L_values	P&L Chg%
+ APAC	882.68	-55.26
+ NA	392.10	-62.11
+ EU	362.09	-53.84
+ LATAM	6.04	-59.89
Total	1,642.91	-56.85

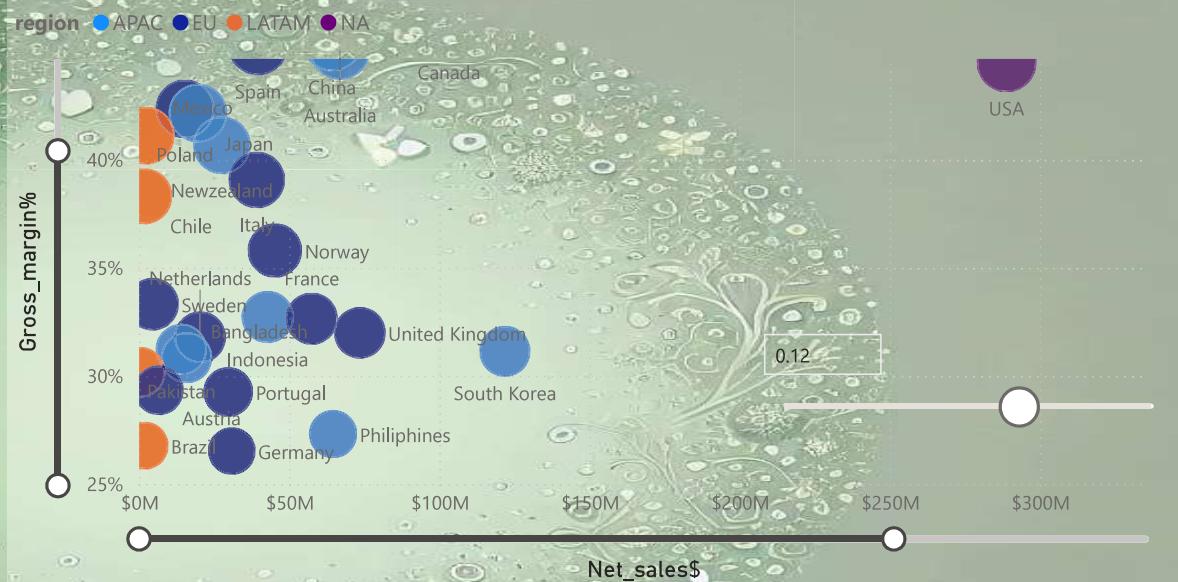
segment	P&L_values	P&L Chg%
+ Networking	16.28	-99.57
+ Storage	26.95	-99.29
+ Accessories	190.84	-94.99
+ Desktop	280.78	-92.62
+ Peripherals	444.83	-88.32
+ Notebook	683.24	-82.05
Total	1,642.91	-56.85

BM = Bench mark, LY = Last Year

customer	Net_sales\$	Gross_margin\$	Gross_margin%
Amazon	\$218,211,961.10	79,000,806.57	36.20%
AltiQ Exclusive	\$133,583,566.70	62,968,890.83	47.14%
Atliq e Store	\$133,078,430.94	48,522,726.09	36.46%
Flipkart	\$57,240,774.00	24,082,295.61	42.07%
Sage	\$52,482,935.39	16,533,423.66	31.50%
Leader	\$48,953,882.14	15,004,267.12	30.65%
Neptune	\$45,969,534.53	21,432,473.37	46.62%
Ebay	\$38,563,271.07	13,772,277.18	35.71%
Electricalsocity	\$34,895,131.87	12,675,529.84	36.32%
Electricalslytical	\$30,039,571.64	11,180,954.52	37.22%
Acclaimed Stores	\$29,507,095.79	11,625,068.26	39.40%
Propel	\$29,366,875.43	10,979,258.01	37.39%
walmart	\$29,316,969.73	13,354,638.19	45.55%
Vijay Sales	\$27,453,559.33	10,431,021.80	38.00%
Atliq Exclusive	\$25,728,850.95	10,032,666.71	38.99%
Reliance Digital	\$25,126,337.72	9,566,583.14	38.07%
Staples	\$24,830,572.74	9,641,281.83	38.83%
Expression	\$24,752,957.44	8,192,693.15	33.10%
Synthetic	\$24,578,822.54	6,862,986.27	27.92%
Girias	\$24,040,706.72	8,229,984.92	34.23%
Path	\$23,967,999.94	10,415,279.37	43.45%
Croma	\$23,426,300.30	9,313,829.59	39.76%
Costco	\$23,230,068.86	9,100,382.04	39.18%
Ezone	\$22,598,059.65	7,137,717.28	31.59%
Total	\$1,642,905,807.26	620,137,023.75	37.75%

2018	2019	2020	2021	2022 Est	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YGT	YTD
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Net_sales\$, Gross_margin% and Gross_margin% by market and region

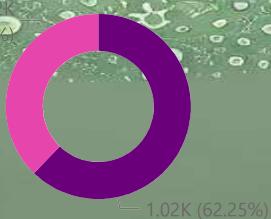


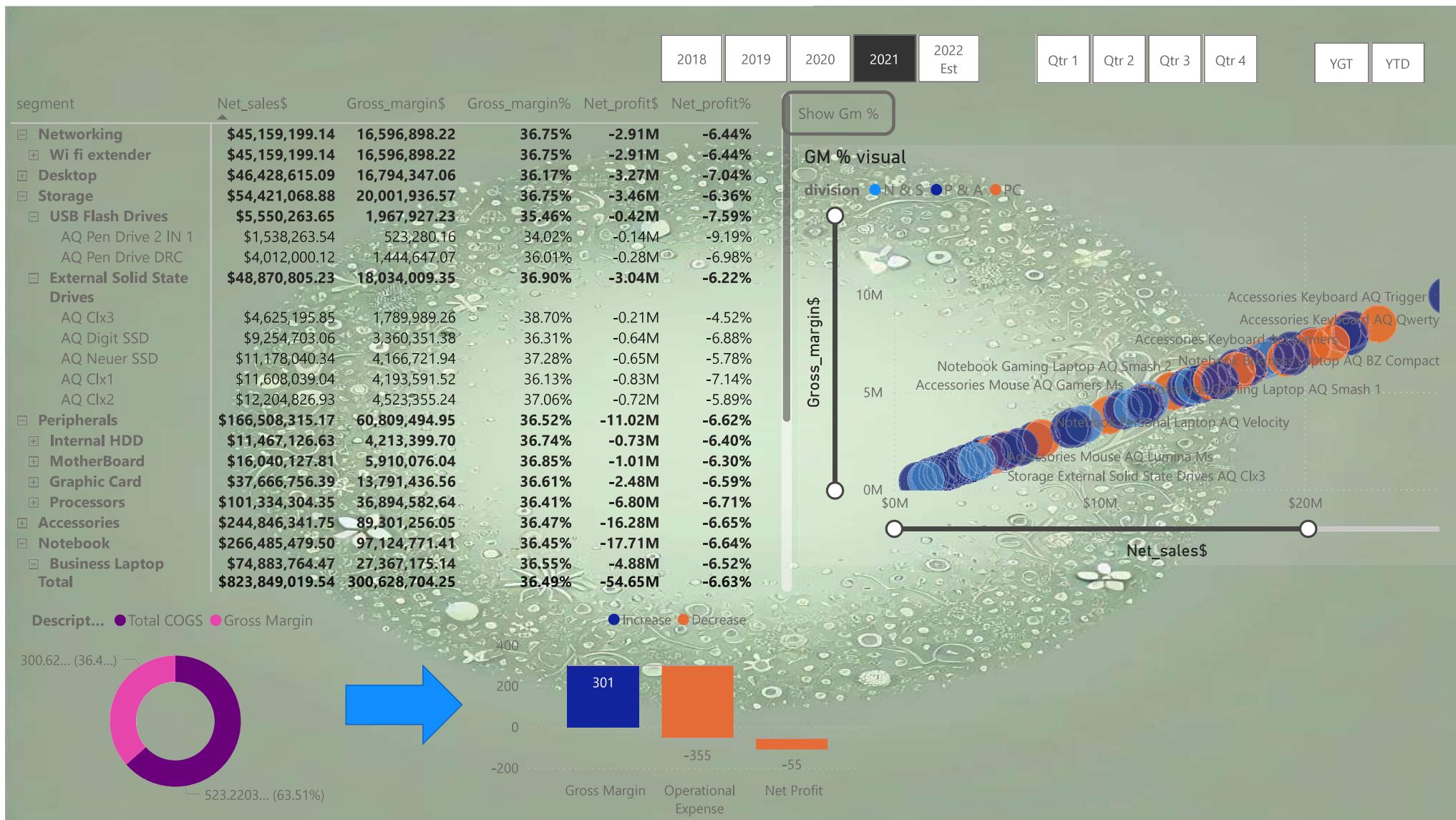
segment	Net_sales\$	Gross_margin\$	Gross_margin%
Notebook	\$683,238,541.00	257,463,304.36	37.68%
Peripherals	\$444,826,393.60	167,745,660.99	37.71%
Desktop	\$280,779,014.04	106,511,947.10	37.93%
Accessories	\$190,836,977.36	71,948,019.16	37.70%
Storage	\$26,946,673.97	10,255,893.51	38.06%
Networking	\$16,278,207.29	6,212,198.62	38.16%
Total	\$1,642,905,807.26	620,137,023.75	37.75%

Description ● Net Sales ● Total Post Invoice Ded... ● Pre Invoice Ded...



Description ● Total COGS ● Gross Margin







A&A IT Tech

81.17%
LY: 80.21%, 82384.90M%

Forecast Accuracy

-3472690

LY: -751.71K
(+361.97%)

Net Error %

6899044

LY: 9780738
(+29.46%)

ABS Error%

Key Metrics By Customer

customer	Forecast_accuracy %	Forecast_accuracy % LY	Net error	Net Error%	Risk
Zone	49.46%	50.30%	-19035	-6.56%	out of stock
walmart	54.78%	50.12%	-84334	12.08%	Excess Inventory
Viveks	33.27%	43.03%	-129058	-28.95%	out of stock
Vijay Sales	30.76%	42.98%	-137937	-25.92%	out of stock
Unity Stores	8.32%	44.61%	-35536	-61.31%	out of stock
UniEuro	50.30%	58.22%	-89065	-23.90%	out of stock
Taobao	42.65%	44.98%	-13408	-7.14%	out of stock
Synthetic	30.36%	37.93%	-191078	-36.09%	out of stock
Surface Stores	51.75%	49.59%	-4304	-3.38%	out of stock
Staples	54.45%	49.38%	79821	11.51%	Excess Inventory
Sound	32.34%	52.83%	-97958	-41.81%	out of stock
Sorefroz	23.48%	55.21%	-100677	-61.15%	out of stock
Saturn	41.54%	19.16%	2197	2.85%	Excess Inventory
Sage	50.72%	33.58%	154291	10.06%	Excess Inventory
Relief	51.88%	52.04%	-348	-0.14%	out of stock
Reliance Digital	34.59%	45.19%	-122328	-24.97%	out of stock
Radio Shack	45.64%	38.46%	69253	16.48%	Excess Inventory
Radio Popular	52.94%	56.74%	-49354	-18.61%	out of stock
Propel	42.18%	46.53%	-135662	-23.13%	out of stock
Premium Stores	51.71%	55.64%	-17551	-8.04%	out of stock
Power	54.06%	56.72%	-11212	-10.18%	out of stock
Path	50.57%	45.53%	91486	14.91%	Excess Inventory
Ottos	45.76%	18.37%	1062	-2.41%	Excess Inventory
Total	81.17%	80.21%	-3472690	-9.48%	out of stock

2018

2019

2020

2021

>

Q1

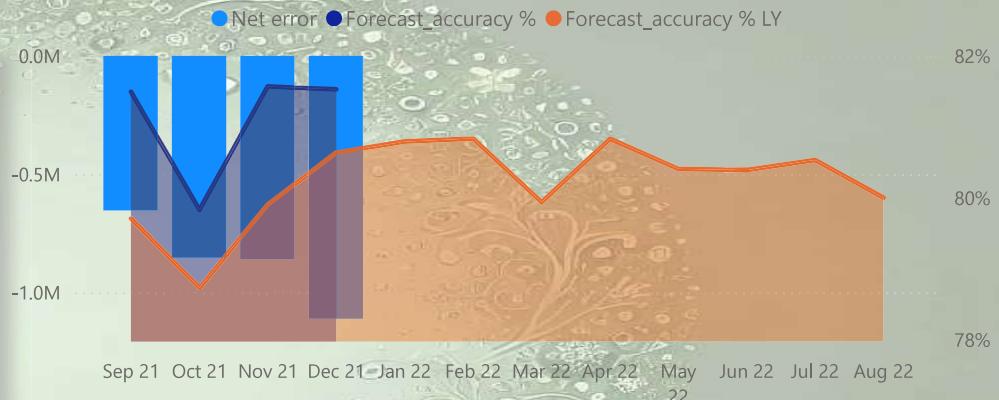
Q2

Q3

Q4

Accuracy & Net Error Trend

NetSalesPerformance over time



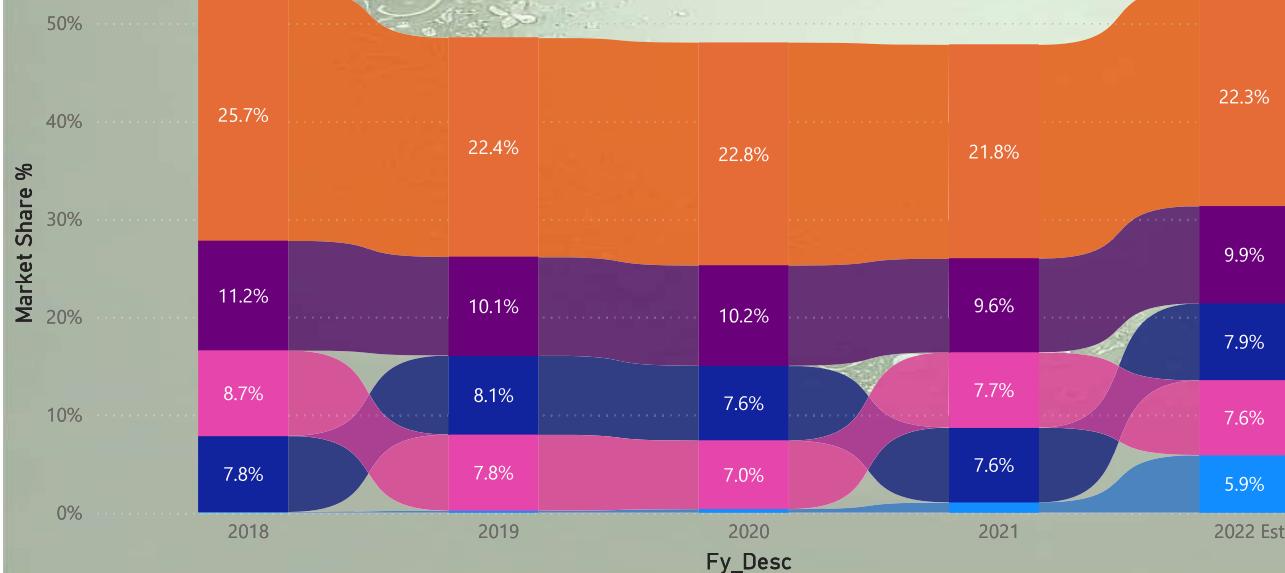
Top & Bottom Products And Customer by Net Sales

segment	Forecast_accuracy %	Net error	Net Error%	Risk
Accessories	87.42%	341468	1.72%	Excess Inventory
Desktop	87.53%	78576	10.24%	Excess Inventory
Networking	93.06%	-12967	-1.69%	out of stock
Notebook	87.24%	-47221	-1.69%	out of stock
Peripherals	68.17%	-3204280	-31.83%	out of stock
Storage	71.50%	-628266	-25.61%	out of stock
Total	81.17%	-3472690	-9.48%	out of stock

sub_zone
ANZ
India
LATAM
NA
NE
ROA
SE

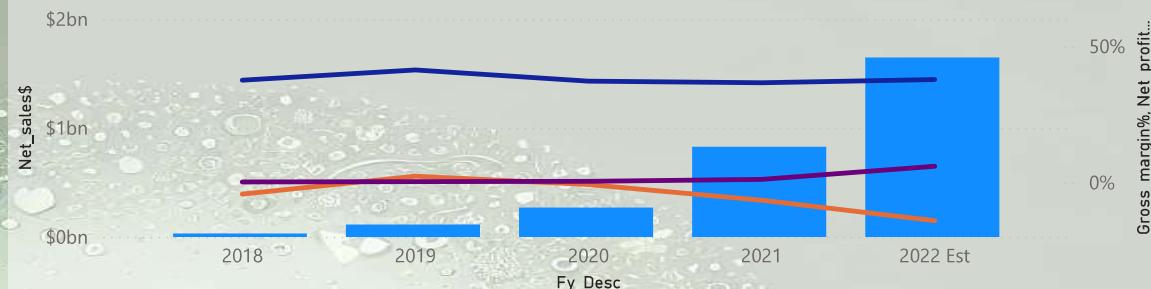
Market Share % by Fy_Desc and Manufactur

Manufactur ● atliq ● bp ● dale ● innovo ● pacer



Net_sales\$, Gross_margin%, Net_profit% and AtliQ MS % by Fy_Desc

● Net_sales\$ ● Gross_margin% ● Net_profit% ● AtliQ MS %



customer	Gross_margin%	RC %
Amazon	36.42%	14%
Atliq e Store	37.07%	9%
AtliQ Exclusive	47.06%	8%
Flipkart	37.78%	3%
Sage	33.17%	3%
Leader	32.38%	3%
Neptune	44.54%	3%
Ebay	36.02%	2%
Total	37.46%	100%

product	Gross_margin%	RC %
AQ LION x1	38.52%	0%
AQ Gamer 3	38.50%	2%
AQ BZ 101	38.35%	2%
AQ MB Lito	38.33%	1%
AQ Electron 5 3600	38.32%	3%
Desktop Processor		
AQ WereWolf NAS	38.27%	0%
Internal Hard Drive		
Total	37.46%	100%



A&A IT Tech

YTD YGT

2018 2019 2020 2021 >

Q1 Q2 Q3 Q4

\$508.43M ✓

LY: \$226.62M
(+124.35%)

Net sales

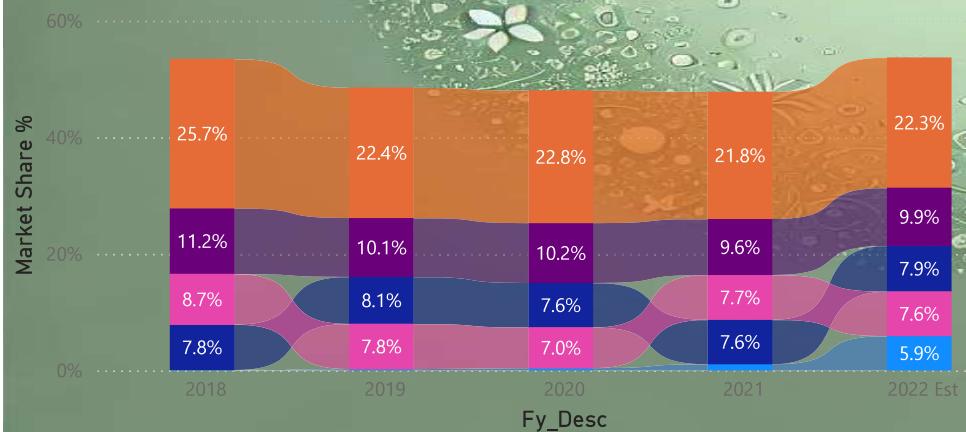
36.98% ✓
LY: 0.37 (+1.26%)-14.62%!
LY: -0.07 (-124.47%)

GM % Net Profit%

Key Insights By Sub Zone

sub_zone	Net_sales\$	RC %	Gross_margin%	AtliQ MS %	Net_profit%	Risk
India	\$130.91M	26%	34.26%	0.13	-24.48%	out of stock
NA	\$118.91M	23%	45.01%	0.05	-14.69%	Excess Inventory
ROA	\$116.41M	23%	33.28%	0.08	-7.08%	out of stock
NE	\$63.32M	12%	33.02%	0.07	-17.73%	out of stock
SE	\$49.19M	10%	35.60%	0.16	-5.54%	out of stock
ANZ	\$27.83M	5%	42.42%	0.01	-9.30%	out of stock
LATAM	\$1.86M	0%	35.04%	0.00	-2.90%	Excess Inventory
Total	\$508.43M	100%	36.98%	0.06	-14.62%	out of stock

Manufactur atliq bp dale imsovo pacey



Top & Bottom Products & Customers by Net sales

region	P&L_values	P&L Chg%
+ APAC	275.15	
+ NA	118.91	
+ EU	112.52	
+ LATAM	1.86	
Total	508.43	
segment	P&L_value	P&L Chg%
+ Accessories	59.26	
+ Desktop	87.08	
+ Networking	4.90	
+ Notebook	210.27	
+ Peripherals	138.55	
+ Storage	8.38	
Total	508.43	

Revenue BY Channel

division (Blank) N & S P & A PC



division PC P & A N & S

Revenue BY Division

division PC P & A N & S

