



Business Insights 360

Quick measure



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.

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

2019
2020
2021
2022 Est
Q1
Q2
Q3
Q4
YTD
YTG

All
All
All

Net Sales
GM %
Net Profit %

\$3.74bn ✓
38.08% ✓
-13.98% !

BM: 823.85M (+353.5%)
BM: 36.49% (+4.37%)
BM: -6.63% (-110.79%)

Net Sales
GM %
Net Profit %

vs LY
vs Target

Net Sales Performance Over Time
Selection
vs BM

Profit and Loss Statement
Top / Bottom Products & Customers by Net Sales

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

region
P & L values
P & L Chg %

+ APAC
1,923.77
335.27

+ EU
775.48
286.26

+ LATAM
14.82
368.40

+ NA
1,022.09
474.40

Total
3,736.17
353.50

segment
P & L values
P & L Chg %

+ Accessories
454.10
85.46

+ Desktop
711.08
1,431.55

+ Networking
38.43
-14.89

+ Notebook
1,580.43
493.06

+ Peripherals
897.54
439.03

+ Storage
54.59
0.32

Total
3,736.17
353.50

BM = Benchmark, LY=Last Year



region, market
All

customer
All

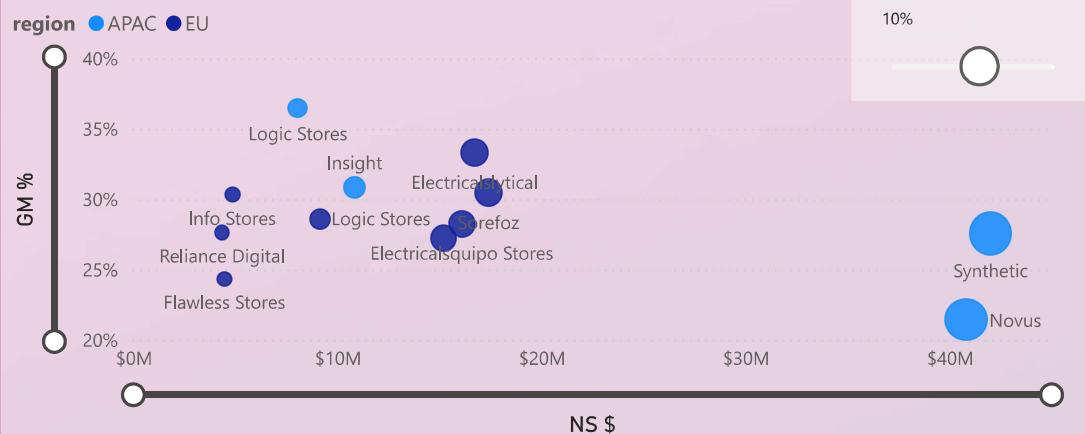
segment, category, pr...
All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
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%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Costco	\$61.81M	24.15M	39.07%

Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Desktop	\$711.08M	272.39M	38.31%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics



Quick measure



region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

Product Performance

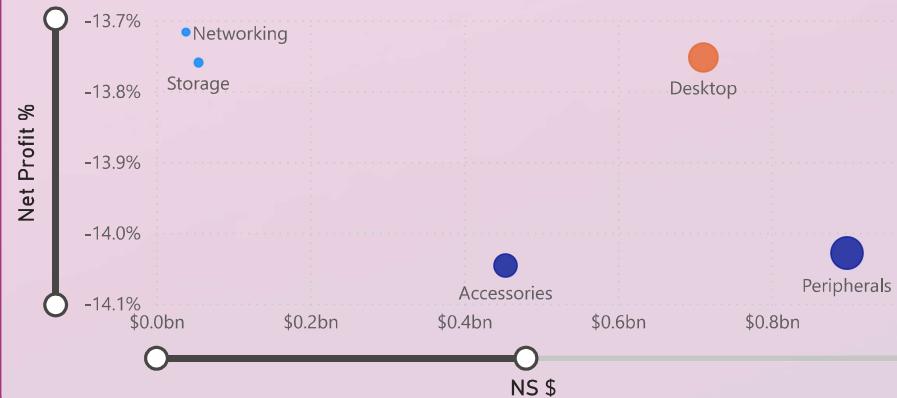
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M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



Show GM %

Performance Matrix

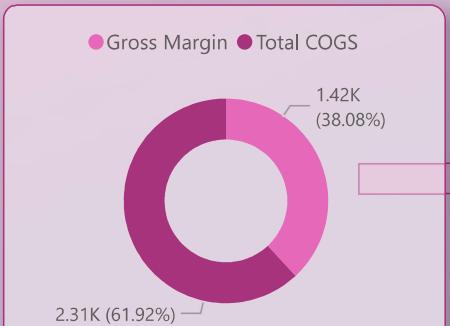
division ● N & S ● P & A ● PC



Region / Market / Customer 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%

● Gross Margin ● Total COGS



Unit Economics

● Increase ● Decrease



Quick measure



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

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

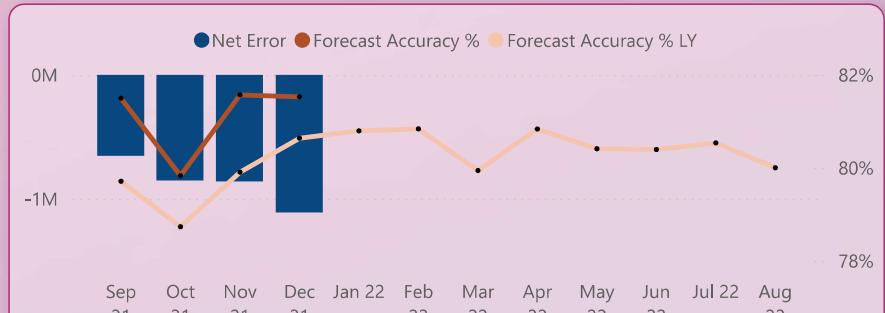
-3472690!
BM: -751714 (-361.97%)
Net Error

6899044!
BM: 9780738 (-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
walmart	54.78%	50.12%	84334	12.1%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS

Accuracy / Net Error Trend



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
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4
YTD YTG

vs LY vs Target

Quick measure

\$3.74bn✓
BM: 823.85M
Net Sales %

38.08%✓
BM: 36.49%
(+GM7%)

-13.98%!
BM: -6.63%
Net Profit %

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
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

Revenue by Division

● PC ● P & A ● N & S



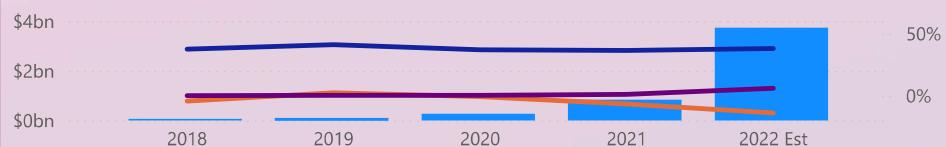
Revenue by Channel

● Retailer ● Direct ● Distributor



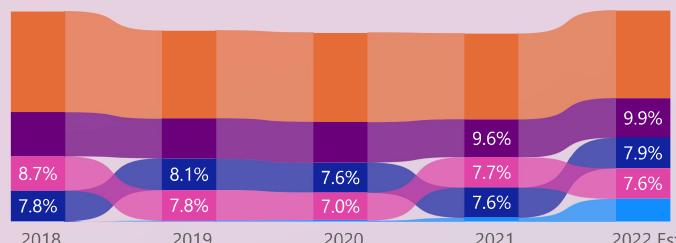
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

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



PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacers



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 Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
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