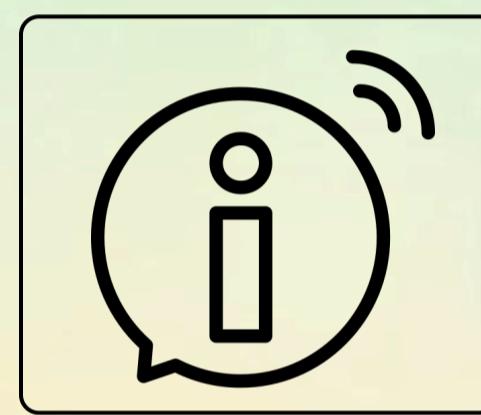




BUSINESS INSIGHTS 360



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..



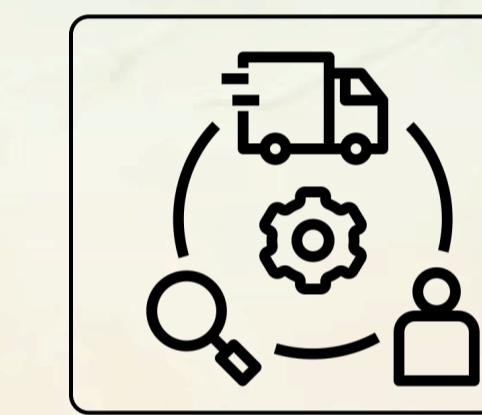
Sales View

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



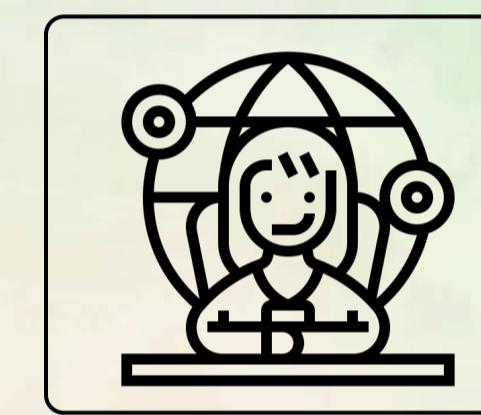
Marketing View

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.



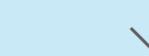
Support

Get your **issues resolved** by connecting to our support specialist.



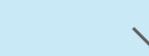
region, market

All



customer

All



segment, category, product

All



2019

2020

2021

2022
EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

vs LY

vs Target

**3.74bn!**

BM: 3.81bn (-1.86%)

Net Sales**38.08%!**

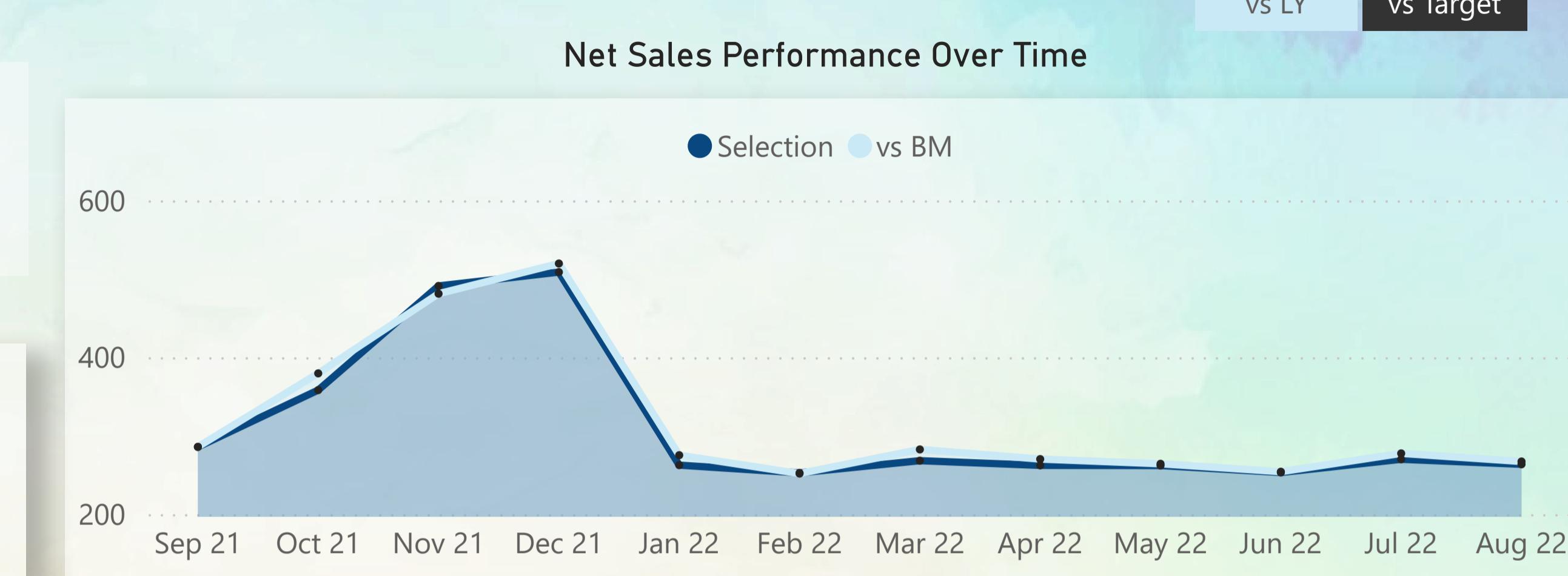
BM: 38.34% (-0.66%)

GM %**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit %**Profit and loss Statement**

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L Chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
Total	3,736.17	-1.86

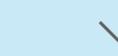
segment	P & L values	P & L Chg %
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



region, market

All



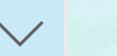
customer

All



segment, category, product

All



2019

2020

2021

2022
EST

Qtr 1

Qtr 2

Qtr 3

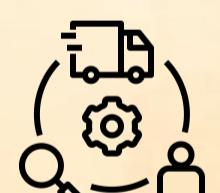
Qtr 4

YTD

YTG

vs LY

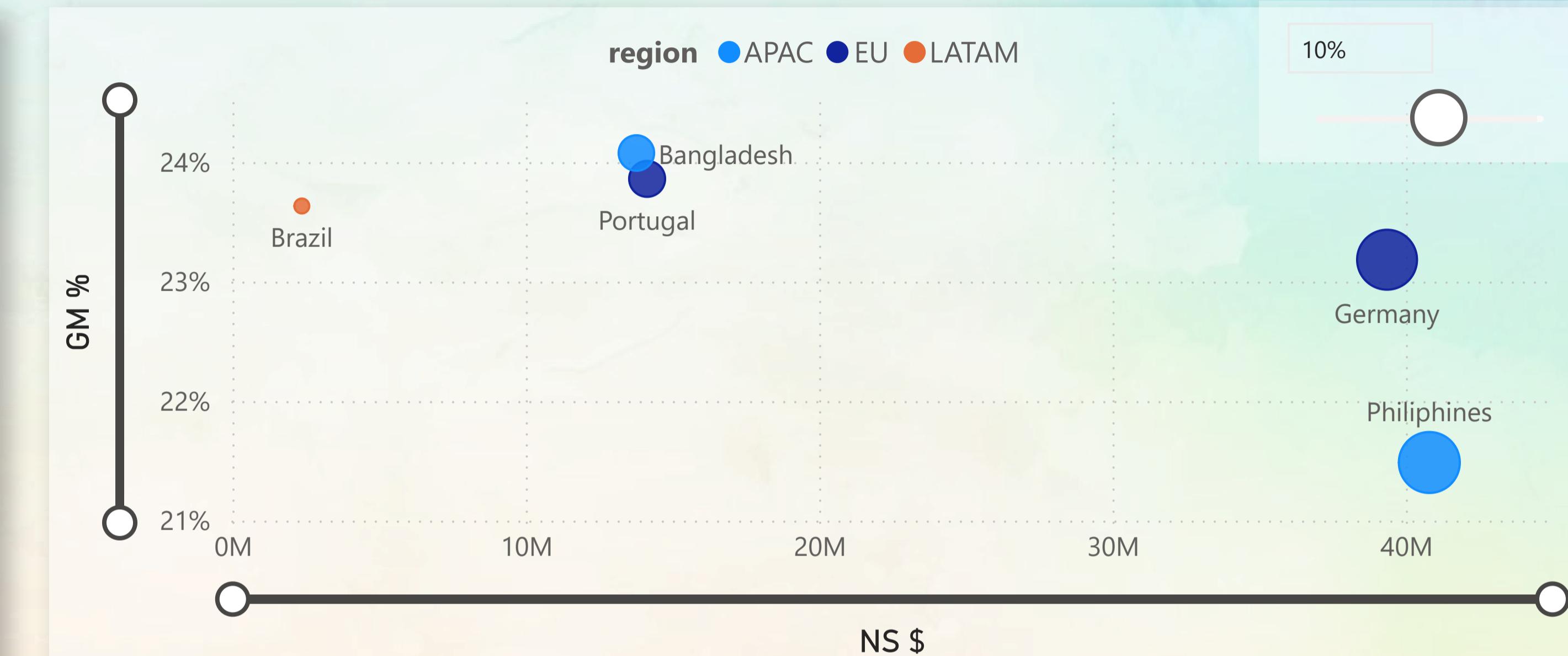
vs Target



Customer Performance

customer	NS \$	GM \$	GM %
Zone	29.35M	11.58M	39.44%
walmart	72.41M	33.06M	45.66%
Viveks	46.39M	14.68M	31.65%
Vijay Sales	55.13M	20.93M	37.96%
Unity Stores	6.29M	2.13M	33.91%
UniEuro	36.37M	11.40M	31.33%
Taobao	22.66M	9.97M	44.00%
Synthetic	52.24M	14.76M	28.25%
Surface Stores	11.01M	3.25M	29.49%
Staples	64.20M	24.99M	38.92%
Sound	27.63M	10.76M	38.94%
Sorefoz	17.40M	5.30M	30.48%
Saturn	6.49M	1.72M	26.49%
Total	3736.17M	1,422.88M	38.08%

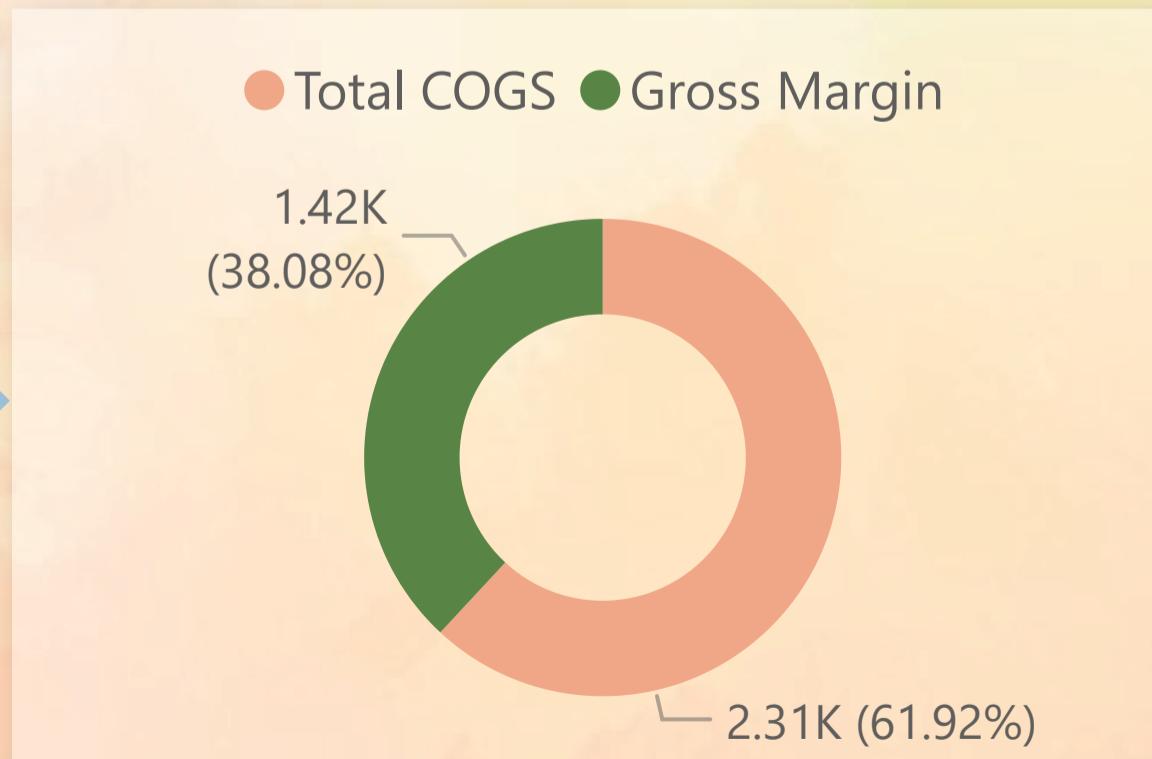
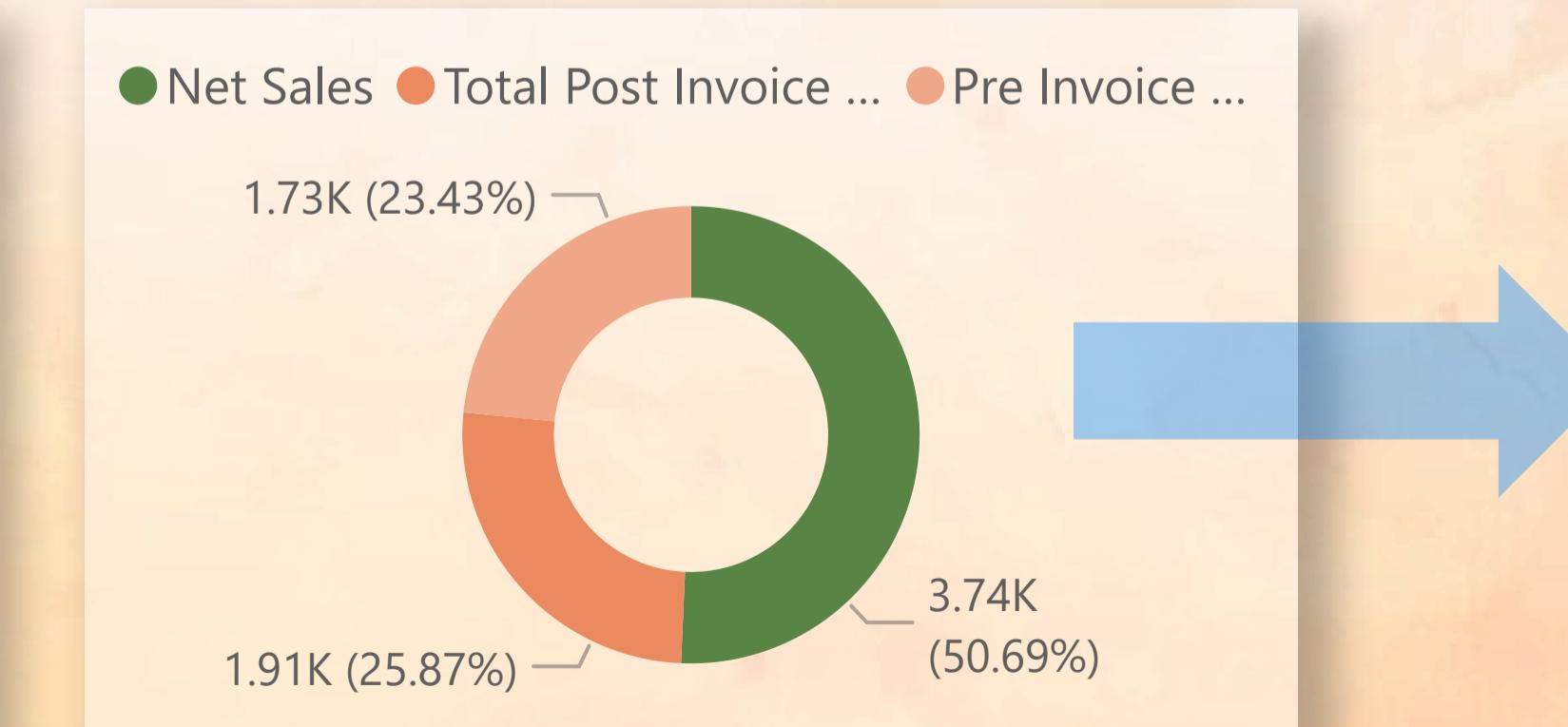
Performance Matrix



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	1580.43M	600.96M	38.03%
Peripherals	897.54M	341.22M	38.02%
Storage	54.59M	20.93M	38.33%
Total	3736.17M	1,422.88M	38.08%

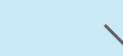
Unit Economics





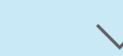
region, market

All



customer

All



segment, category, product

All

2019

2020

2021

2022
EST

Qtr 1

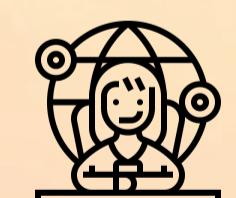
Qtr 2

Qtr 3

Qtr 4

YTD

YTG

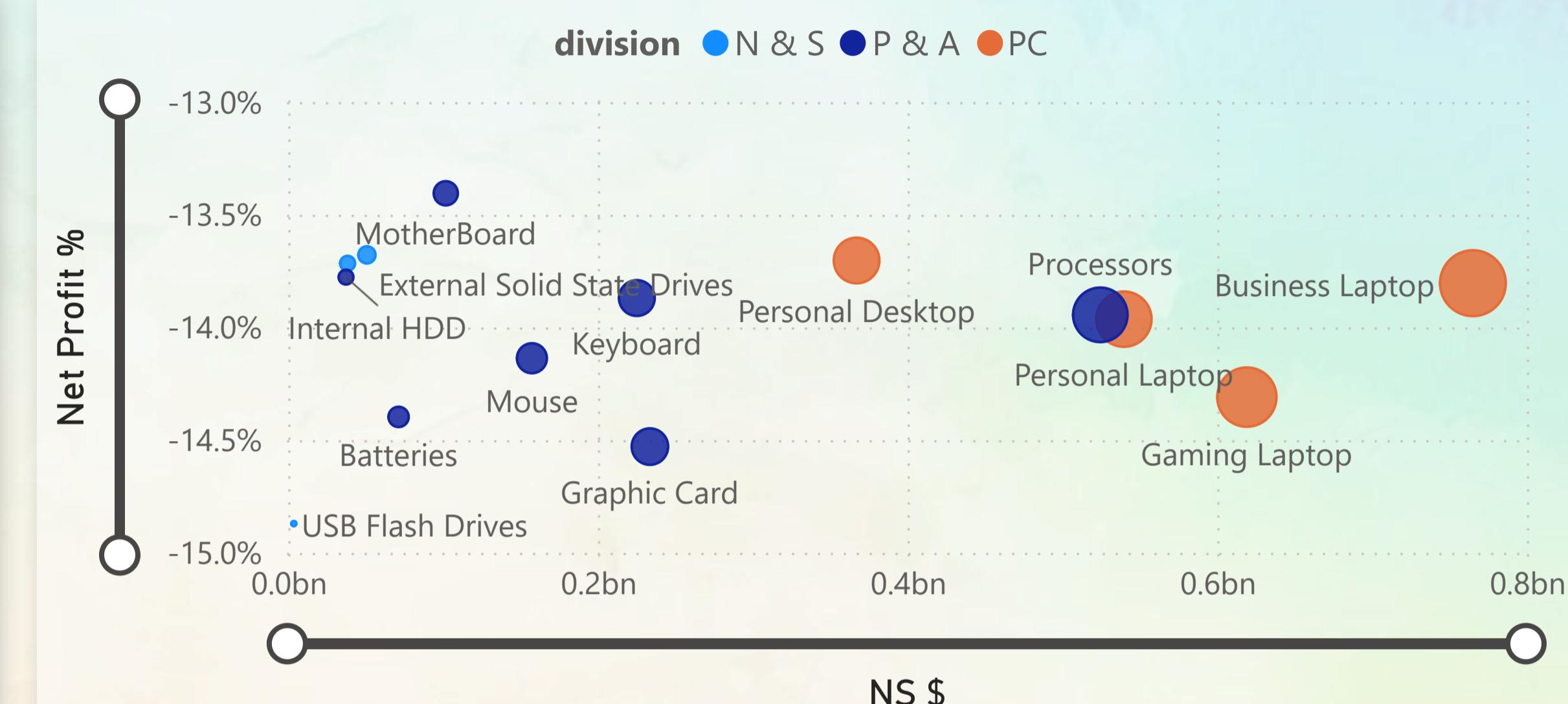


Product Performance

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	1580.43M	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%
Total	3736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

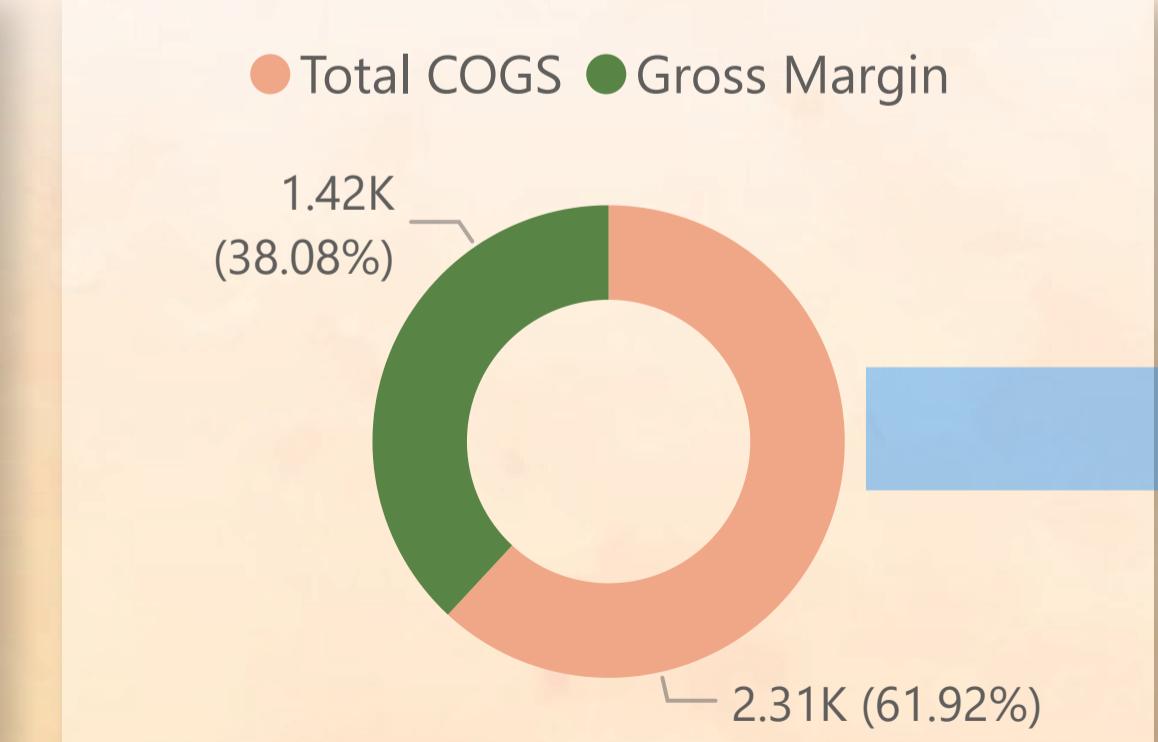
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	1923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	1022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	3736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics



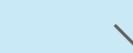
P & L values by Description





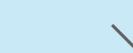
region, market

All



customer

All



segment, category, product

All



2019

2020

2021

2022
EST

Qtr 1

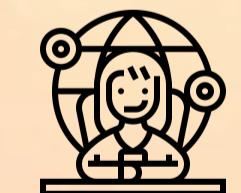
Qtr 2

Qtr 3

Qtr 4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

Accuracy

-3472.69K ✓

LY: -751.71K (-361.97%)

GM %

6899044!

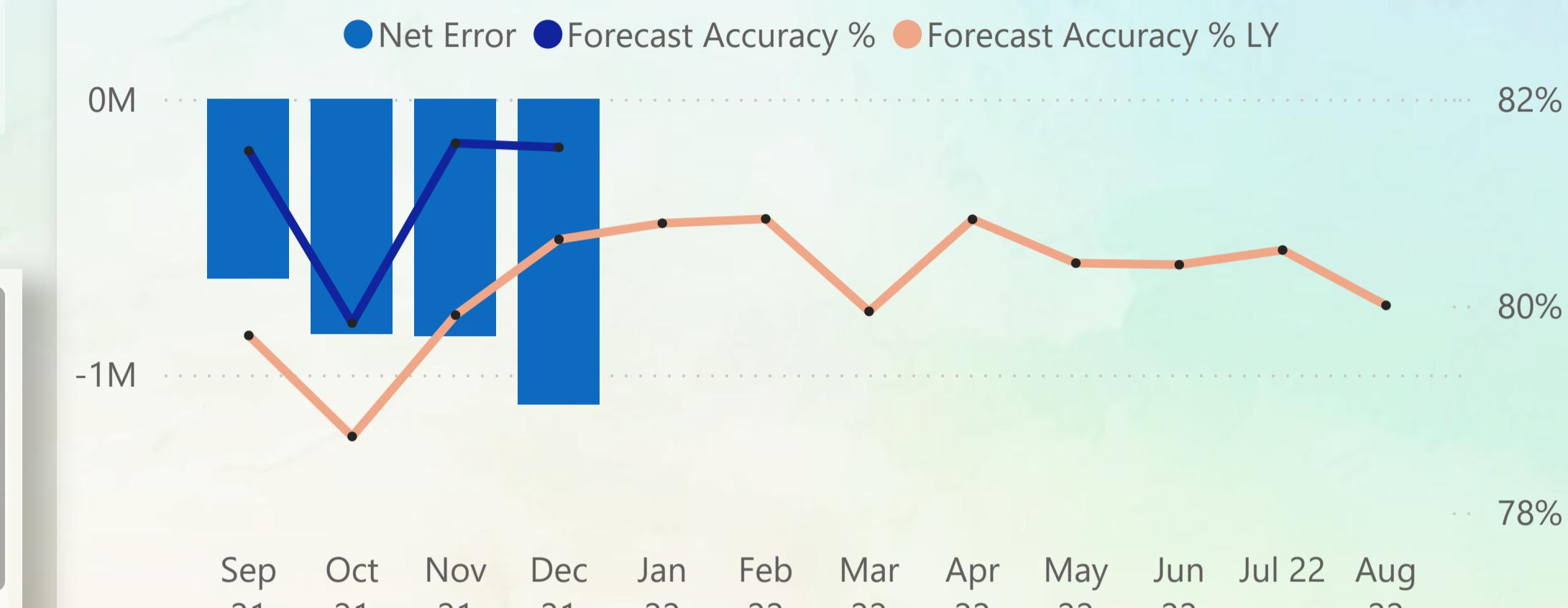
LY: 9780738 (-29.46%)

ABS Error

Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Divons Carphone)	51.29%	35.92%	8101	6.00%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



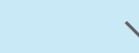
Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Accessories	87.42%	77.66%	341468	1.72%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



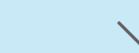
region, market

All



customer

All



segment, category, product

All



2019

2020

2021

2022
EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

vs LY

vs Target

**3.74bn!**

LY: 3.81bn (-1.86%)

Net Sales**38.08%**

LY: 38.34% (-0.66%)

GM %**-13.98%✓**

LY: -14.19% (+1.47%)

Net Profit %**81.17%✓**

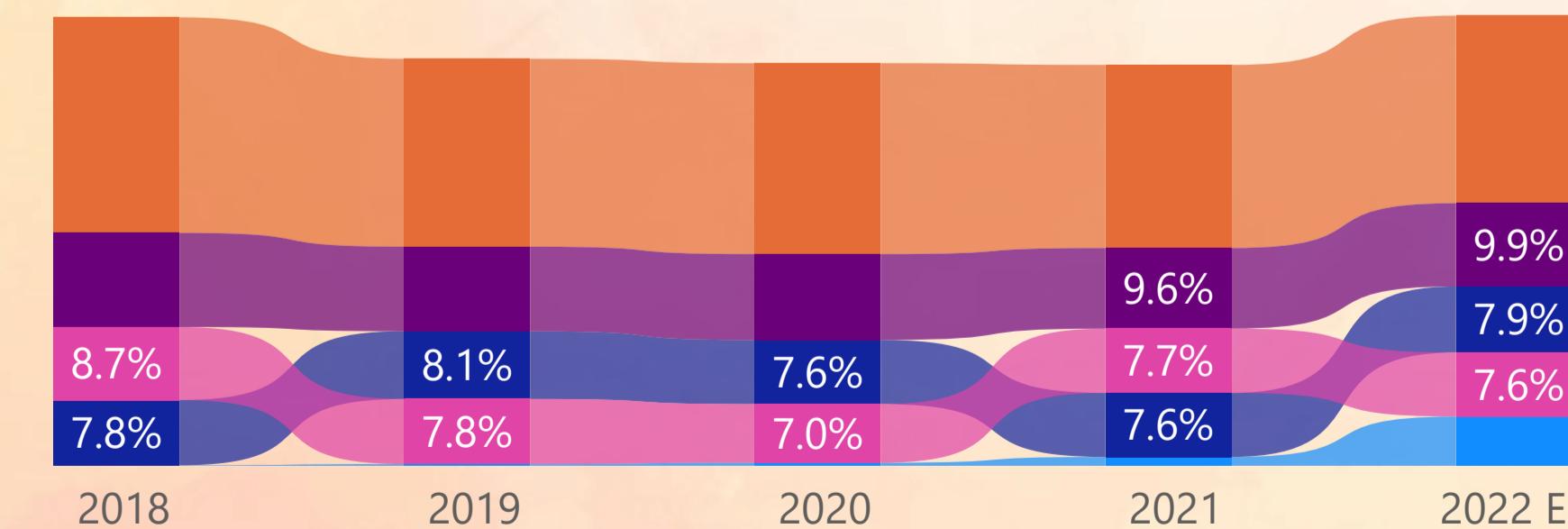
LY: 80.21% (+1.2%)

Forecast Accuracy**Key Insights by Sub Zone**

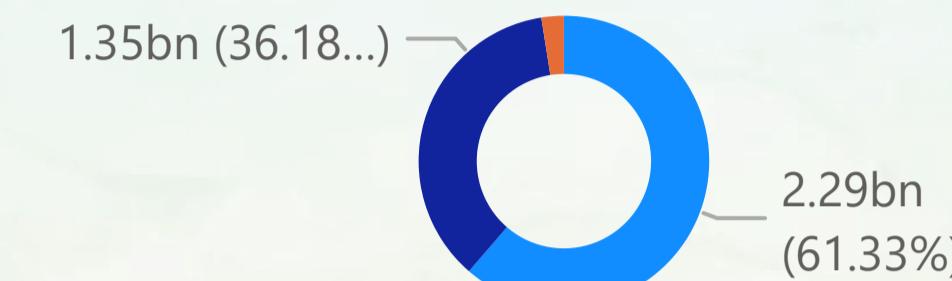
Sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	14.8M	0.40%	35.0%	↓	-2.9%	0.3%	3.37% EI
ANZ	189.8M	5.08%	43.5%	↓	-7.4%	1.4%	-37.61% OOS
NA	1022.1M	27.36%	45.0%	↓	-14.2%	4.9%	14.35% EI
NE	457.7M	12.25%	32.8%	↓	-18.1%	6.8%	-4.56% OOS
ROA	788.7M	21.11%	34.2%	↓	-6.3%	8.3%	-4.56% OOS
India	945.3M	25.30%	35.8%		-23.0%	13.3%	-24.37% OOS
SE	317.8M	8.51%	37.0%	↓	-4.0%	16.4%	-55.47% OOS
Total	3736.2M	100.00%	38.1%	↓	-14.0%	5.9%	-9.48% OOS

PC Market Share Trend - Atliq Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

**Revenue by Division**

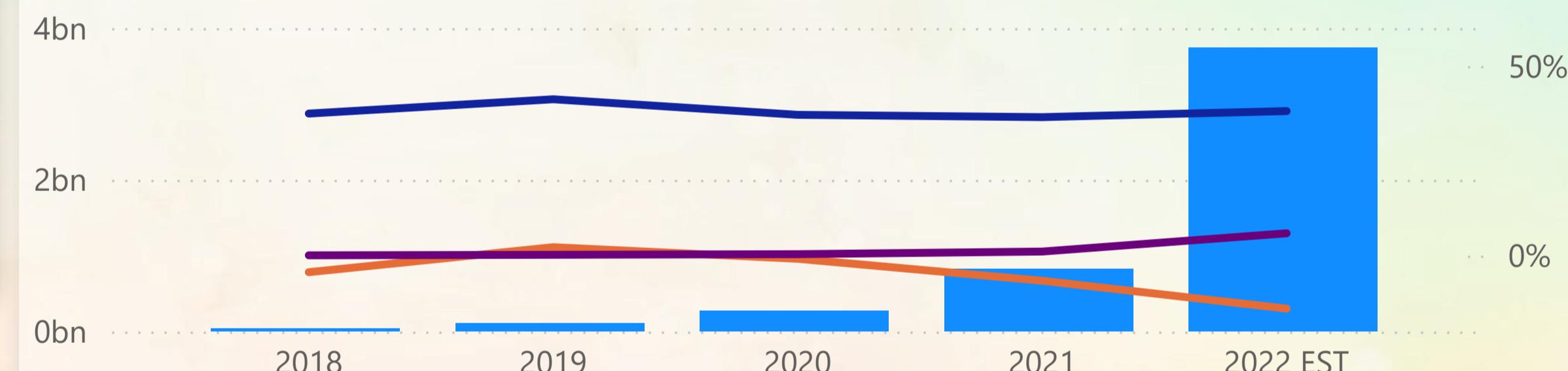
● PC ● P & A ● N & S

**Revenue by Channel**

● Retailer ● Direct ● Distributor

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

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

**Top 5 Customers by Revenue**

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78% ↓
AtliQ Exclusive	8.22%	47.22%
Total	36.79%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	23.19%	38.06%

BM = Benchmark, LY = Last Year, EI = Excess Inventory , OOS = Out Of Stock