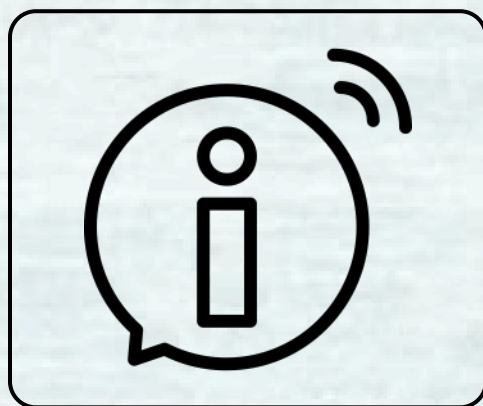# Smart Insights for Data-Driven Business Solutions

Info

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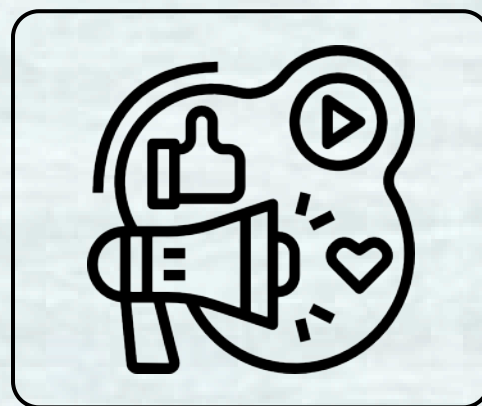
Finance View

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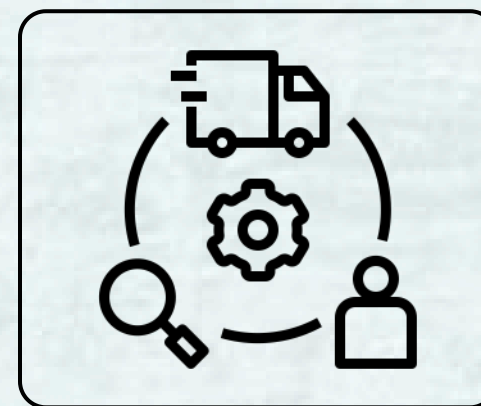
Sales View

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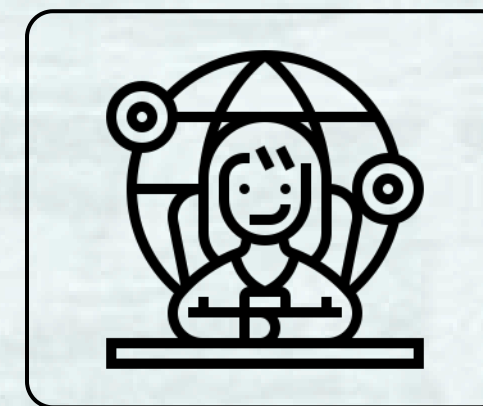
Marketing View

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.
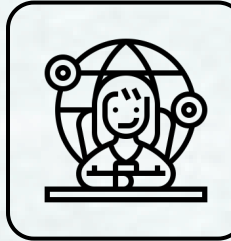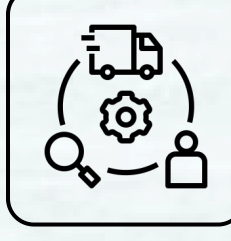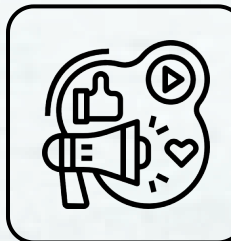
Executive View

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.

Net Sales

₹ **267.98M** ✓
BM: 111.37M
(+140.61%)

GM %

37.10% !
BM: 41.20%
(-9.95%)

Net Profit %

-0.85% !
BM: 2.21%
(-138.68%)

Profit and Loss Statement

Line Item ▲	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expenses	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

Net Sales Performance Over Time

vs LY | vs Target

● selection ● vs BM
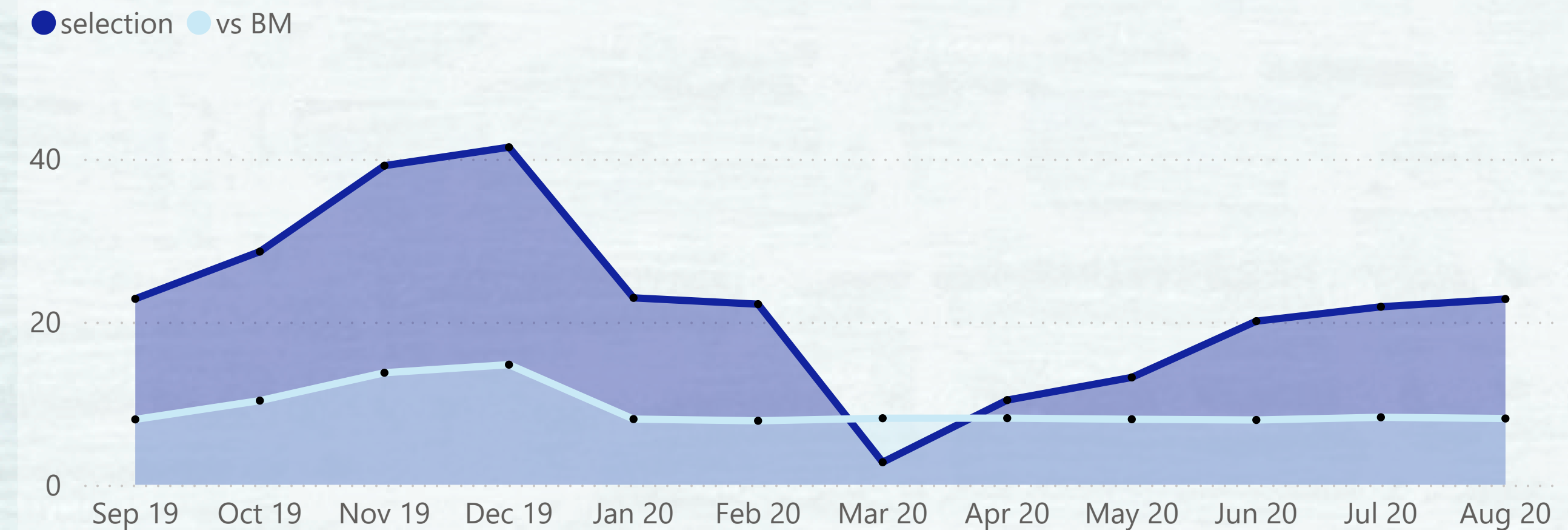
Top / Bottom Products and Customers by Net Sales

region	P & L values ▼	P & L Chg %
⊞ APAC	147.98	107.48
⊞ NA	62.21	182.70
⊞ EU	55.79	224.03
⊞ LATAM	2.00	141.89
Total	**267.98**	**140.61**

segment ▼	P & L values	P & L Chg %
⊞ Storage	27.56	99.17
⊞ Peripherals	60.63	207.22
⊞ Notebook	86.39	166.63
⊞ Networking	26.22	51.00
⊞ Desktop	0.95	
⊞ Accessories	66.23	136.21
Total	**267.98**	**140.61**

BM = Benchmark LY = Last Year
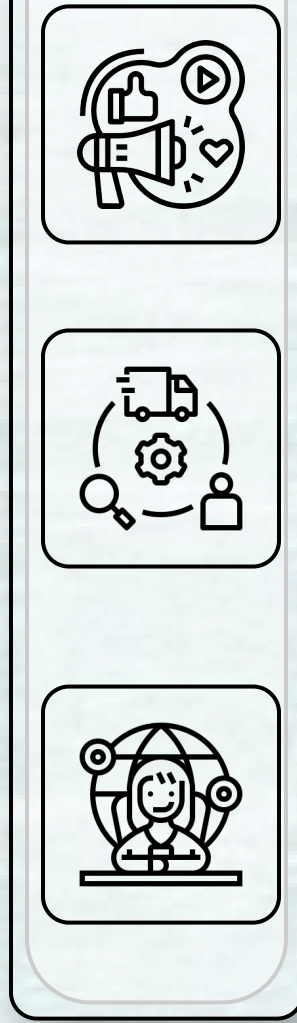
Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	₹ 3.73M	1.38M	37.09%
All-Out	₹ 0.21M	0.08M	38.69%
Amazon	₹ 49.77M	18.89M	37.96%
Argos (Sainsbury's)	₹ 0.95M	0.29M	30.83%
Atlas Stores	₹ 0.89M	0.34M	38.44%
Atliq e Store	₹ 31.74M	11.89M	37.47%
AtliQ Exclusive	₹ 22.97M	10.52M	45.79%
BestBuy	₹ 2.34M	0.91M	38.88%
Billa	₹ 0.60M	0.24M	39.39%
Boulanger	₹ 1.09M	0.38M	34.74%
Total	**₹ 267.98M**	**99.42M**	**37.10%**

Performance Matrix

region APAC EU LATAM

10%

GM % vs NS $ scatter plot. Points: Brazil (~30%, LATAM), Italy (~29.7%, EU, ~₹5M), South Korea (APAC, ~29.3%, ~₹20M+), India (APAC, ~29%, ~₹19M), Mexico (~27.9%, LATAM, ~₹0M).

Y-axis: GM % — 30%, 29%, 28%
X-axis: NS $ — ₹ 0M, ₹ 5M, ₹ 10M, ₹ 15M, ₹ 20M
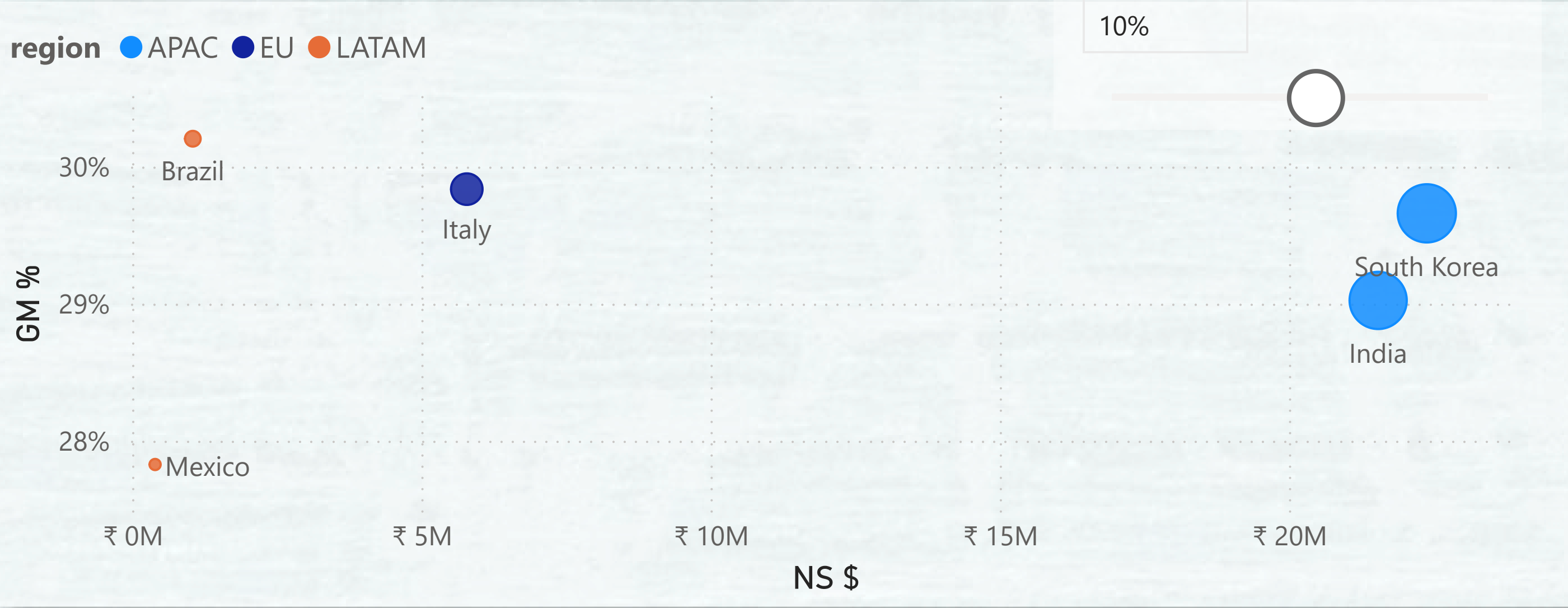
Product Performance

segment	NS $	GM $	GM %
⊞ Storage	₹ 27.56M	9.93M	36.05%
⊞ Desktop	₹ 0.95M	0.35M	36.47%
⊞ Accessories	₹ 66.23M	24.56M	37.07%
⊞ Notebook	₹ 86.39M	32.04M	37.08%
⊞ Peripherals	₹ 60.63M	22.72M	37.47%
⊞ Networking	₹ 26.22M	9.83M	37.51%
Total	**₹ 267.98M**	**99.42M**	**37.10%**

Unit Economics
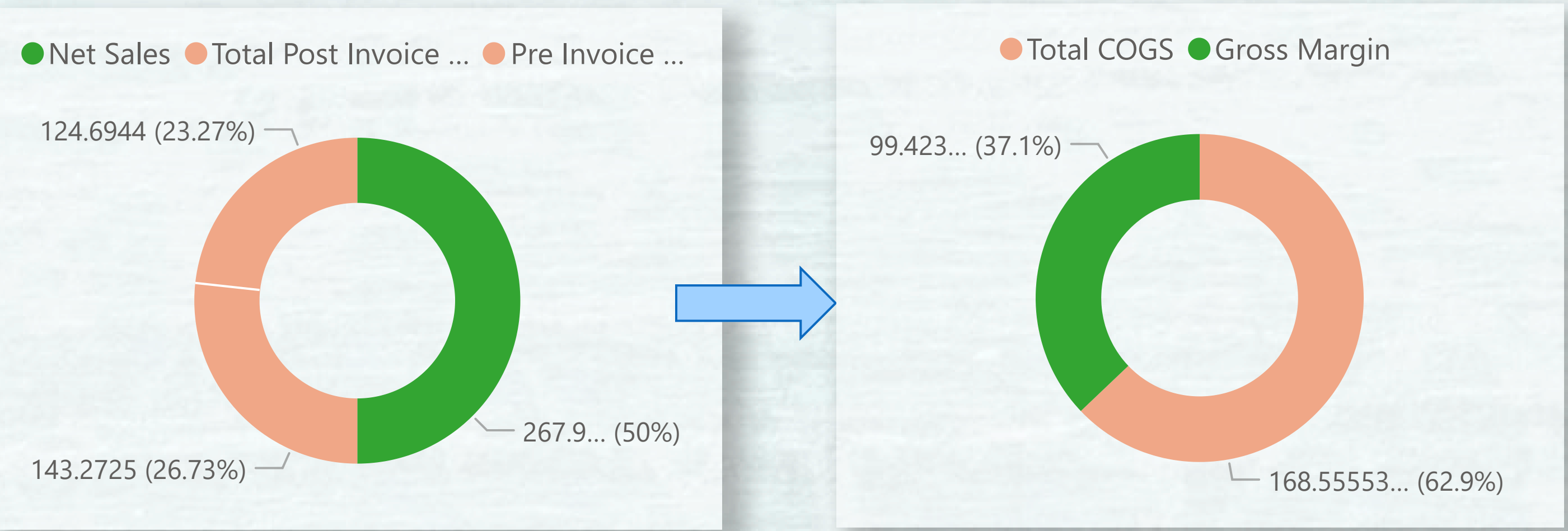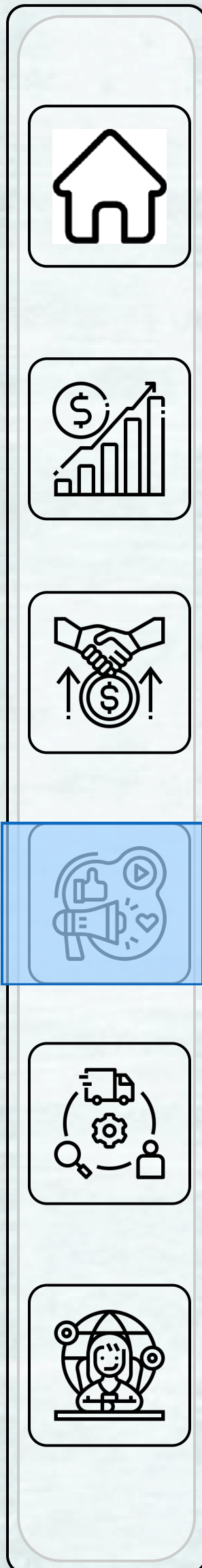
● Net Sales ● Total Post Invoice ... ● Pre Invoice ...

124.6944 (23.27%)
143.2725 (26.73%)
267.9... (50%)

● Total COGS ● Gross Margin

99.423... (37.1%)
168.55553... (62.9%)

| vs LY | vs Target |

Product Performance

segment	NS $	GM $	GM % ▲	Net Profit $	Net Profit %
⊞ Storage	₹ 27.56M	9.93M	36.05%	-0.49M	-1.78%
⊞ Desktop	₹ 0.95M	0.35M	36.47%	-0.03M	-2.88%
⊞ Accessories	₹ 66.23M	24.56M	37.07%	-0.56M	-0.85%
⊞ Notebook	₹ 86.39M	32.04M	37.08%	-0.79M	-0.92%
⊞ Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M	-0.48%
⊞ Networking	₹ 26.22M	9.83M	37.51%	-0.12M	-0.47%
Total	**₹ 267.98M**	**99.42M**	**37.10%**	**-2.29M**	**-0.85%**

Show GM %

Performance Matrix

division ● N & S ● P & A ● PC
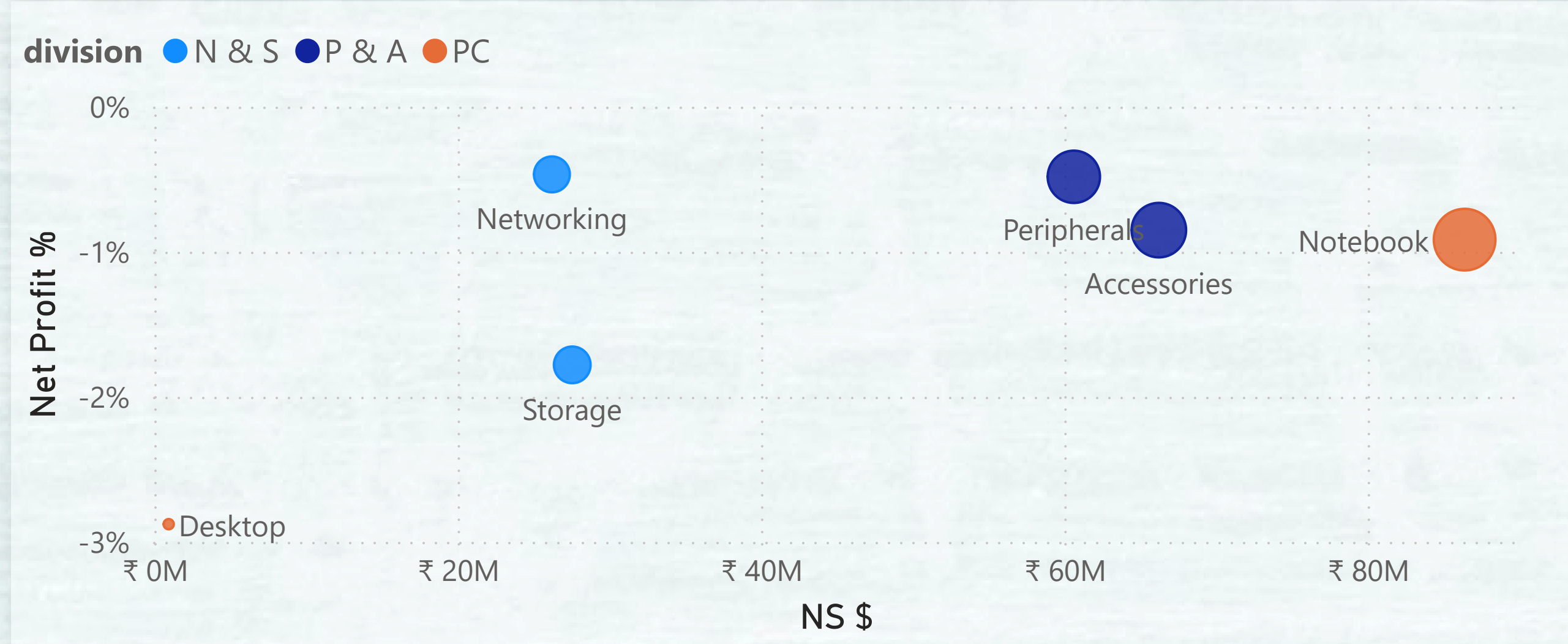
Region / Market / Customer Performance

region ▲	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	₹ 147.98M	53.23M	35.97%	-1.52M	-1.03%
⊞ EU	₹ 55.79M	21.10M	37.82%	0.35M	0.62%
⊞ LATAM	₹ 2.00M	0.62M	30.96%	0.00M	-0.08%
⊞ NA	₹ 62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	**₹ 267.98M**	**99.42M**	**37.10%**	**-2.29M**	**-0.85%**

Unit Economics

● Total COGS ● Gross Margin

99.42... (37....)

168.555... (62.9%)

● Increase ● Decrease

Gross Margin	Operatio... Expense	Net Profit
99	-102	-2

Forecast Accuracy

72.99% ❗
LY: 86.45% (-15.57%)

Net Error

491.6K ✓
LY: 637.48K
(+22.88%)

ABS Error

5743.2K ❗
LY: 1547.8K
(-271.06%)

Accuracy/Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	8.69%	-83357	-39.76%	56.42%	OOS
All-Out	35.18%	5699	25.31%		EI
Amazon	48.43%	-917373	-31.93%	78.07%	OOS
Argos (Sainsbury's)	43.27%	10038	10.79%	56.06%	EI
Atlas Stores	39.19%	24488	26.07%	47.32%	EI
Atliq e Store	55.24%	-544329	-28.48%	76.51%	OOS
AtliQ Exclusive	56.65%	330680	17.76%	76.67%	EI
BestBuy	7.31%	-44305	-32.55%	26.90%	OOS
Billa	26.05%	-2483	-5.80%	36.08%	OOS
Boulanger	28.12%	7244	8.78%	45.56%	OOS
Total	**72.99%**	**491599**	**2.31%**	**86.45%**	**EI**
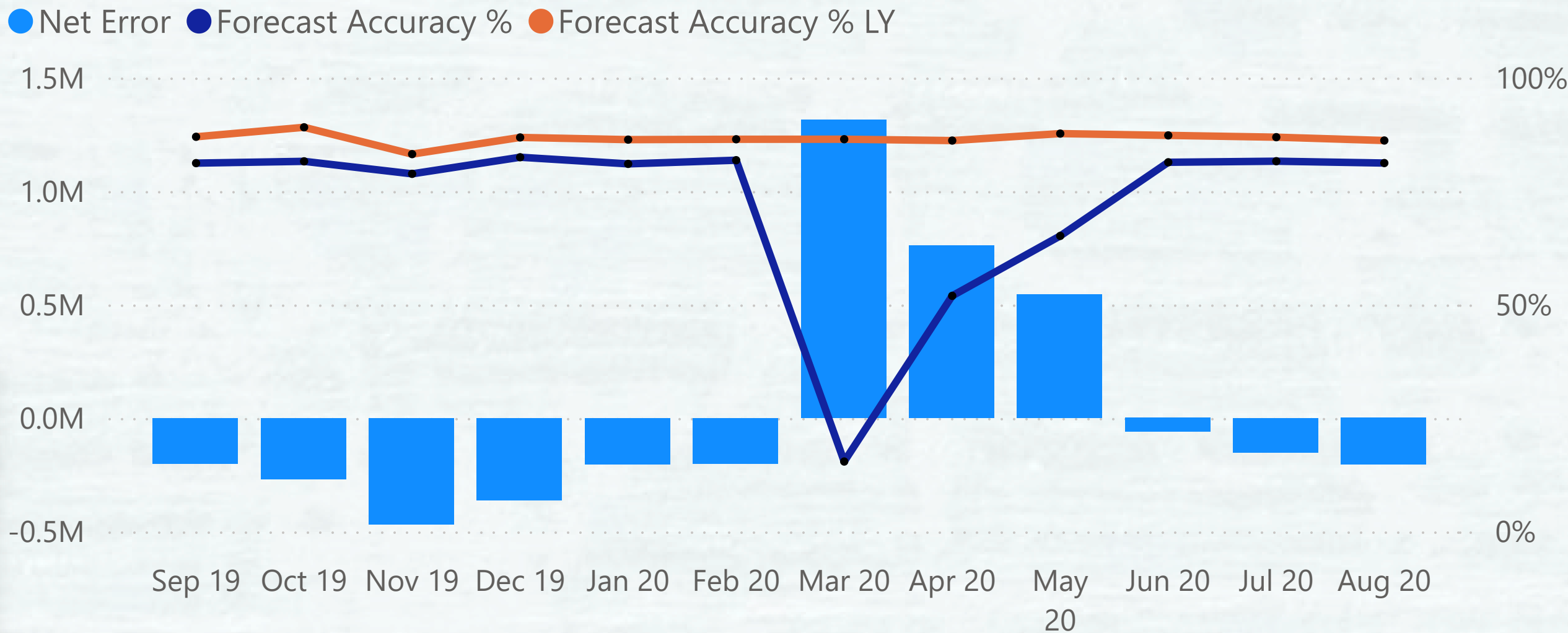
Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Accessories	71.42%	90.20%	-167818	-1.40%	OOS
⊞ Desktop	70.07%		-52	-2.00%	OOS
⊞ Networking	52.50%	81.50%	-379134	-28.90%	OOS
⊞ Notebook	76.65%	83.02%	146640	22.59%	EI
⊞ Peripherals	75.18%	85.06%	193476	7.43%	EI
⊞ Storage	81.01%	80.25%	698487	14.86%	EI
Total	**72.99%**	**86.45%**	**491599**	**2.31%**	**EI**

NS & GM % For

region: All
market: All
customer: All
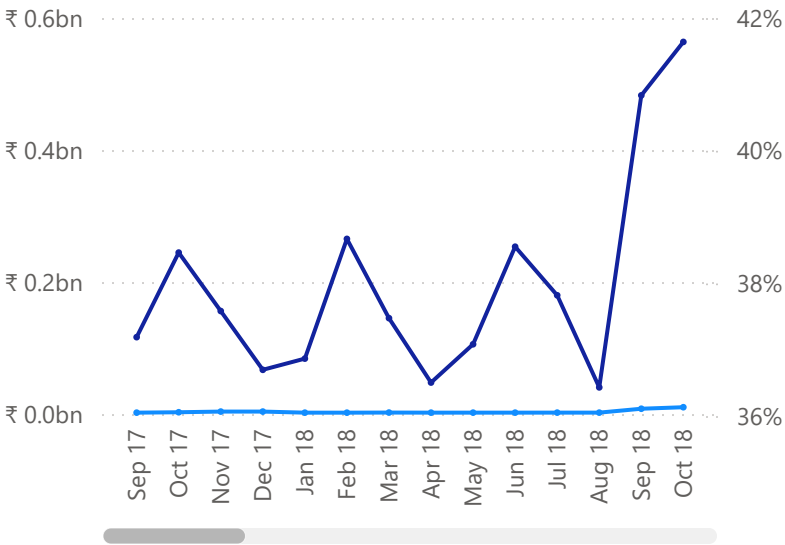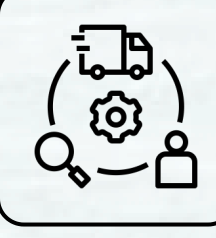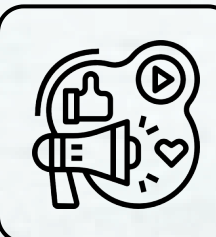
2019 | **2020** | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

vs LY | vs Target

Net Sales
₹ 267.98M✓
BM: 111.37M
(+140.61%)

GM %
37.10% !
BM: 41.20%
(-9.95%)

Net Profit %
-0.85% !
BM: 2.21%
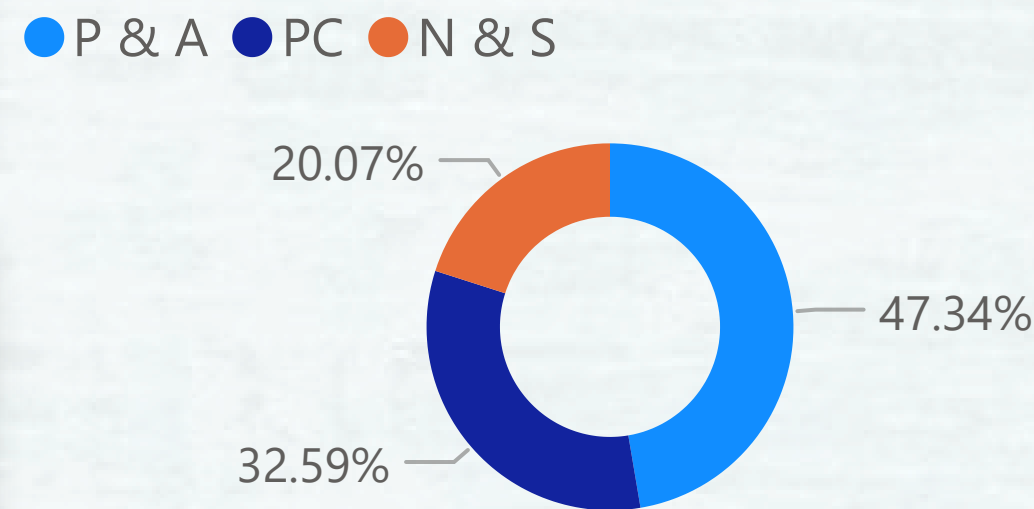(-138.68%)

Forecast Accuracy
72.99% !
LY: 86.45%
(-15.57%)

Key Insights By Sub Zone

Sub Zone ▲	NS $	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹ 16.8M	6.3%	42.4%	↓	12.6%	0.1%	24.23%	EI
India	₹ 64.7M	24.2%	32.1%	⇓	-14.7%	0.8%	-0.82%	OOS
LATAM	₹ 2.0M	0.7%	31.0%	↓	-0.1%	0.0%	1.20%	EI
NA	₹ 62.2M	23.2%	39.3%		-1.8%	0.3%	-22.10%	OOS
NE	₹ 30.7M	11.4%	38.0%		-4.6%	0.3%	8.34%	EI
ROA	₹ 66.5M	24.8%	38.1%	↓	8.9%	0.6%	9.35%	EI
SE	₹ 25.1M	9.4%	37.6%	⇓	7.0%	1.1%	11.01%	EI
Total	**₹ 268.0M**	**100.0%**	**37.1%**	⇓	**-0.9%**	**0.4%**	**2.31%**	**EI**

PC Market Share Trend - AtliQ & Competitors

manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022Est
innovo				9.6%	9.9%
					7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
atliq/bp	7.8%	7.8%	7.0%	7.6%	5.9%

Revenue by Division
● P & A ● PC ● N & S

47.34%
32.59%
20.07%

Revenue by Channel
● Retailer ● Direct ● Distributor

68.76%
20.42%
10.82%
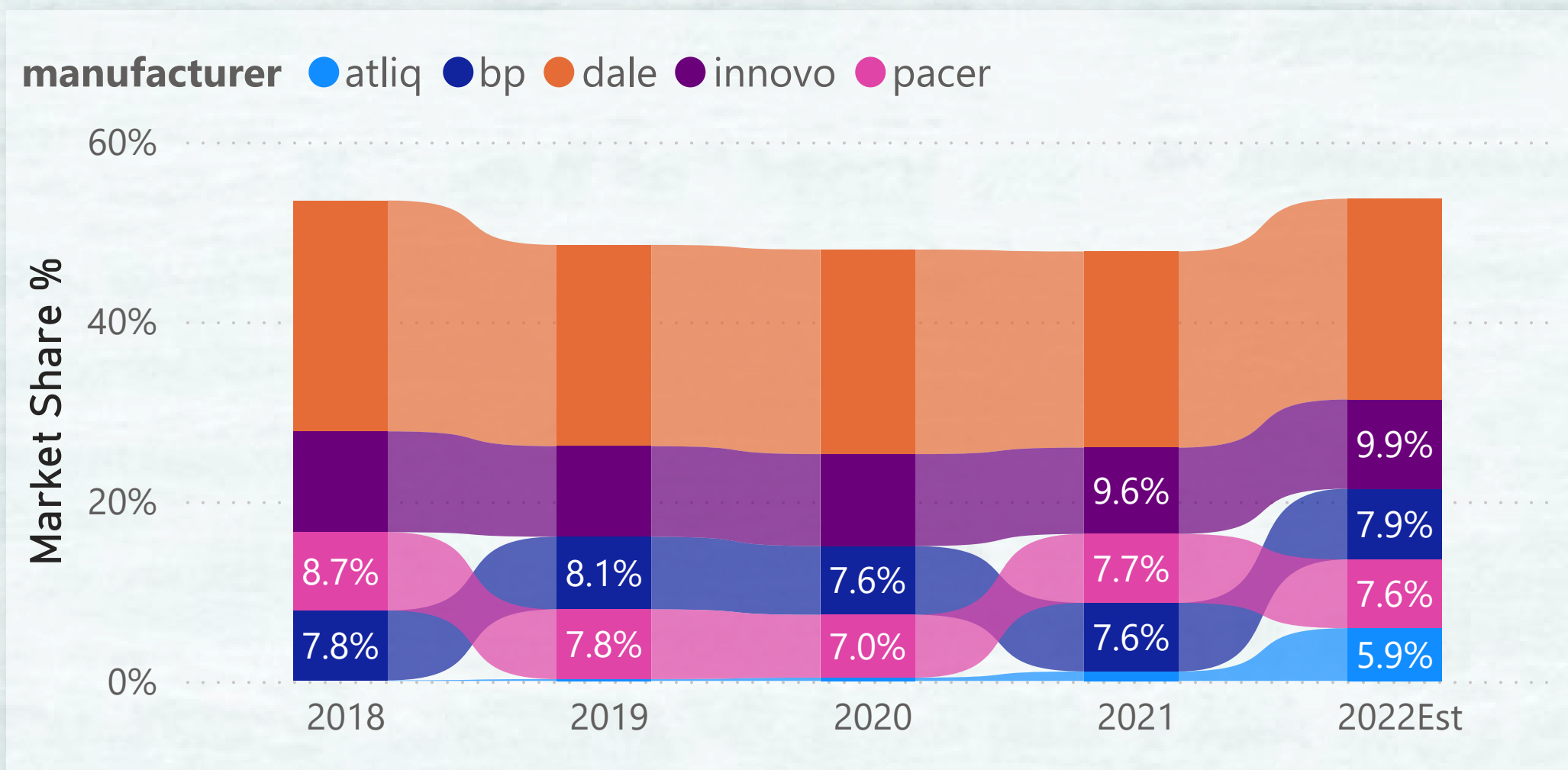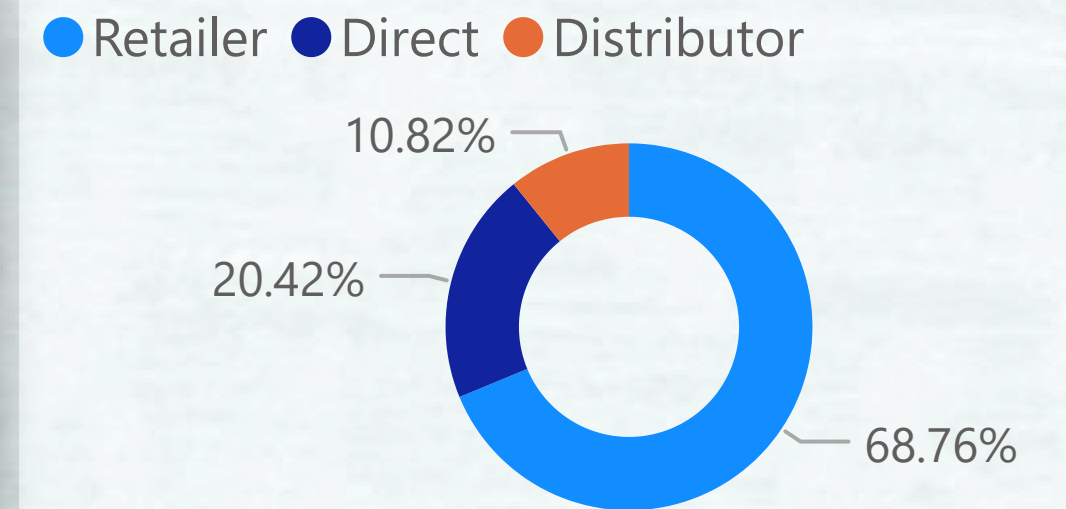
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %
● NS $ ● GM % ● Net Profit % ● AtliQ MS %

₹ 4bn / ₹ 2bn / ₹ 0bn — 50% / 0%

2022Est | 2021 | 2020 | 2019 | 2018
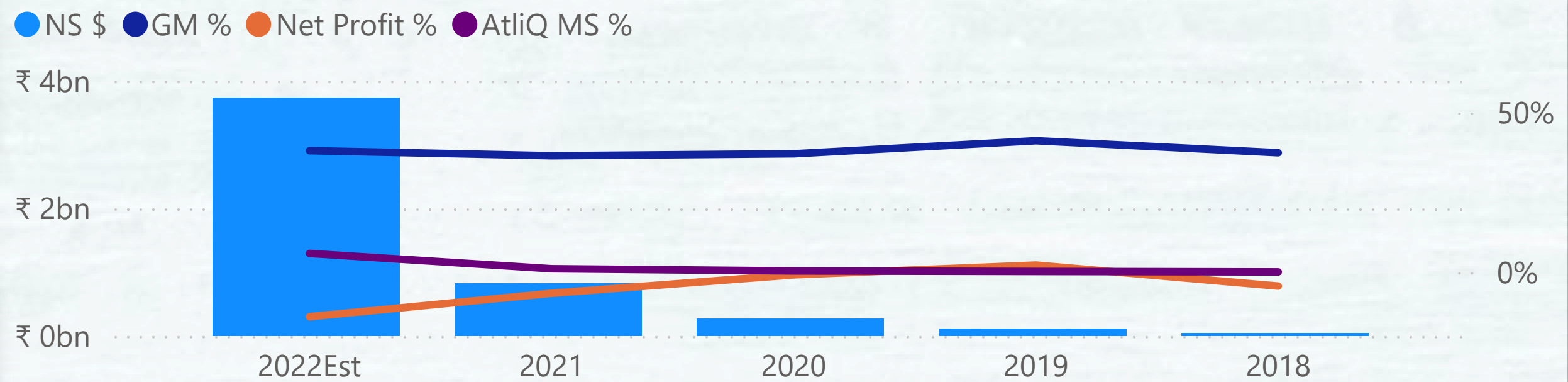
Top 5 Customers by Revenue

customer	RC %	GM %	
Amazon	18.57%	37.96%	⇓
Atliq e Store	11.85%	37.47%	⇓
AtliQ Exclusive	8.57%	45.79%	⇓
Flipkart	4.08%	33.54%	⇓
Sage	3.10%	31.22%	⇓
Total	**46.17%**	**38.44%**	

Top 5 Products by Revenue

product ▲	RC %	GM %	
AQ BZ Compact	4.25%	36.47%	⇓
AQ BZ Gen Y	4.51%	36.99%	⇓
AQ Lite	4.31%	36.47%	⇓
AQ Wi Power Dx1	4.42%	36.97%	⇓
AQ Wi Power Dx2	5.36%	37.96%	⇓
Total	**22.85%**	**37.02%**	

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