



Business Insight 360



12 April 2022



Dec 21



Finance View

Get P & L statement for any customer / product / country or aggregation of the above over a...



Sales View

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



Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and vie...



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category,...



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

NS \$

\$64.67M

BM: 24.34M | 165.73% ▲

GM %

36.75%

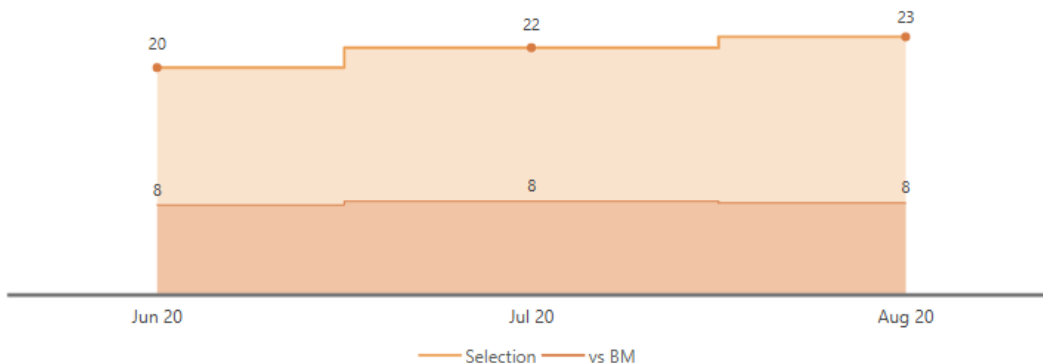
BM: 41.34% | -11.1% ▼

NP %

-1.36%

BM: 2.34% | -158.33% ▼

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ REGION☐ CATEGORY

Secondary Parameter

☒ Market☐ Product

| REGION | Values | Chg % |
|--------|--------|--------|
| APAC | 36.23 | 131.57 |
| NA | 15.11 | 212.41 |
| EU | 12.71 | 245.94 |
| LATAM | 0.62 | 241.89 |
| Total | 64.67 | 165.73 |

Profit & Loss Statement

| Line Item | 2020 | BM | Chg | Chg % |
|------------------------------|--------|-------|--------|---------|
| Gross Sales | 130.10 | 45.58 | 84.52 | 185.41 |
| Pre Invoice Deduction | 30.55 | 10.28 | 20.27 | 197.20 |
| Net Invoice Sales | 99.55 | 35.30 | 64.24 | 181.98 |
| - Post Discounts | 23.44 | 6.48 | 16.95 | 261.48 |
| - Post Deductions | 11.44 | 4.48 | 6.96 | 155.22 |
| Total Post Invoice Deduction | 34.87 | 10.97 | 23.91 | 218.05 |
| Net Sales | 64.67 | 24.34 | 40.33 | 165.73 |
| - Manufacturing Cost | 38.91 | 13.59 | 25.32 | 186.32 |
| - Freight Cost | 1.73 | 0.58 | 1.16 | 200.85 |
| - Other Cost | 0.26 | 0.11 | 0.15 | 135.82 |
| Total COGS | 40.91 | 14.28 | 26.63 | 186.51 |
| Gross Margin | 23.76 | 10.06 | 13.70 | 136.23 |
| Gross Margin % | 36.75 | 41.34 | -4.59 | -11.10 |
| GM / Unit | 4.71 | 4.25 | 0.46 | 10.87 |
| Operational Expense | -24.65 | -9.49 | -15.15 | 159.65 |
| Net Profit | -0.88 | 0.57 | -1.45 | -255.00 |
| Net Profit % | -1.36 | 2.34 | -3.70 | -158.33 |



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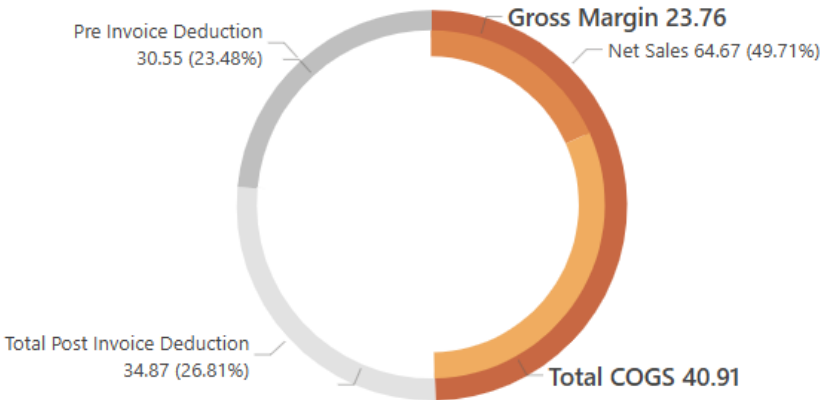
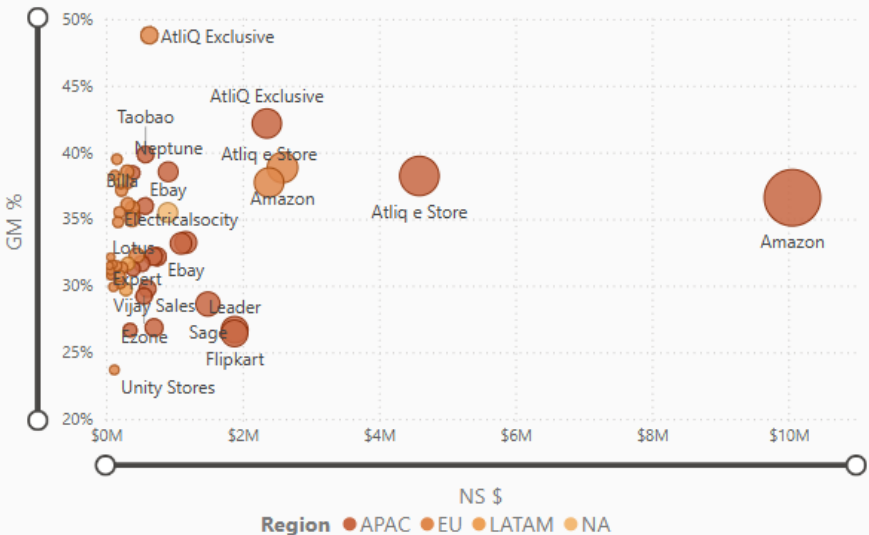
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All values in Million \$

Net Sales Performance Over Time

Gross Margin%
Variance

0%



Product

Customer

| Customer | NS \$ | GM \$ | | GM % | Δ GM % |
|-------------------|----------|--------|--|--------|---------|
| Amazon | \$17.14M | 6.46M | | 37.69% | -10.31% |
| AtliQ e Store | \$9.14M | 3.39M | | 37.13% | -8.86% |
| AtliQ Exclusive | \$4.07M | 1.85M | | 45.30% | -6.50% |
| Flipkart | \$3.17M | 1.01M | | 32.00% | -8.75% |
| Ebay | \$2.08M | 0.71M | | 34.22% | -19.25% |
| Sage | \$1.82M | 0.57M | | 31.58% | -27.71% |
| Leader | \$1.88M | 0.50M | | 26.43% | -45.02% |
| Electricalsociety | \$1.10M | 0.36M | | 33.17% | -25.03% |
| Neptune | \$0.91M | 0.35M | | 38.54% | -16.60% |
| Expression | \$0.75M | 0.24M | | 32.18% | -19.64% |
| Taobao | \$0.58M | 0.23M | | 39.84% | -12.54% |
| Propel | \$0.70M | 0.22M | | 32.20% | -21.96% |
| Croma | \$0.57M | 0.21M | | 35.97% | -21.58% |
| Reliance Digital | \$0.52M | 0.19M | | 36.90% | -13.97% |
| Vijay Sales | \$0.71M | 0.19M | | 26.86% | -37.38% |
| Girias | \$0.61M | 0.18M | | 29.78% | -19.51% |
| Total | \$53.60M | 19.35M | | 36.11% | -15.59% |



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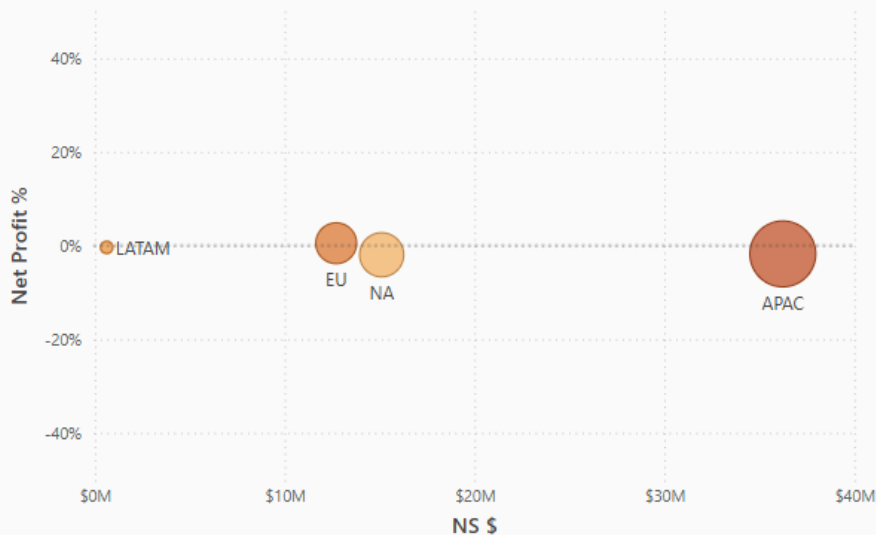
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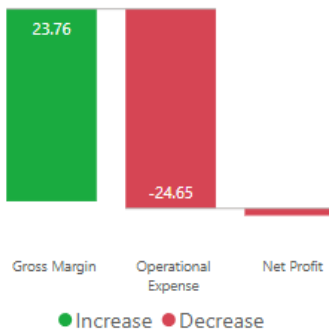
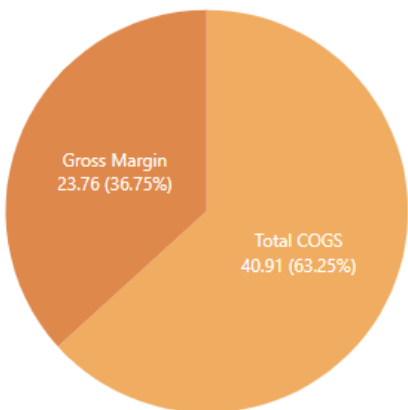
Performance Matrix

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment

Market

Region

Market

| Region | NS \$ | GM % | NP \$ | NP % | Δ NP % |
|--------|----------|--------|--------|--------|----------|
| EU | \$12.71M | 37.68% | 0.06M | 0.50% | 72.39% |
| LATAM | \$0.62M | 30.79% | 0.00M | -0.39% | -105.00% |
| APAC | \$36.23M | 35.48% | -0.65M | -1.78% | -128.58% |
| NA | \$15.11M | 39.23% | -0.30M | -1.97% | -77.92% |
| Total | \$64.67M | 36.75% | -0.88M | -1.36% | -158.33% |



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Forecast Accuracy %

81.35%

LY: 86.73% | -6.21% ▼

Net Error (\$)

-418K

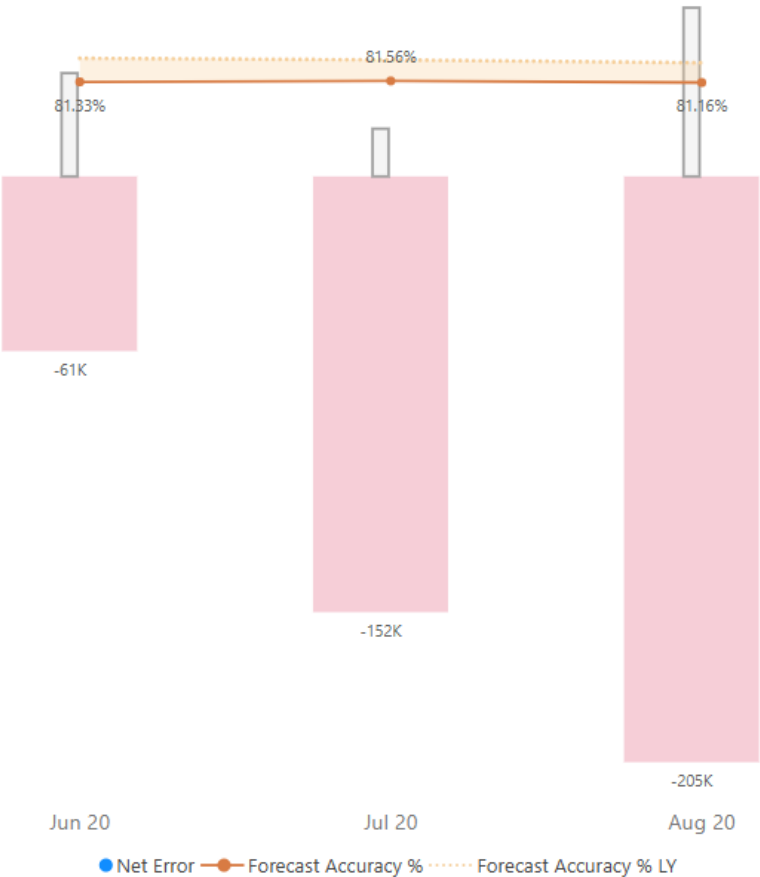
LY: 0.11M | -474.05% ▲

Absolute Error (\$)

863K

LY: 0.33M | 162.3% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

| Customer | FCA % | FCA % LY | Net Error | Net Error % | Risk |
|---------------------|--------|----------|-----------|-------------|------|
| Acclaimed Stores | 21.14% | 51.57% | -22K | -57.7% | OOS |
| All-Out | 40.47% | | 2K | 33.9% | EI |
| Amazon | 3.73% | 77.55% | -632K | -91.9% | OOS |
| Argos (Sainsbury's) | 53.49% | 48.87% | 0K | -2.3% | OOS |
| Atlas Stores | 43.03% | 51.87% | 9K | 45.9% | EI |
| Atliq e Store | 18.80% | 75.24% | -303K | -74.5% | OOS |
| AtliQ Exclusive | 58.37% | 76.19% | 104K | 27.8% | EI |
| BestBuy | 18.26% | 30.74% | -11K | -42.5% | OOS |
| Total | 81.35% | 86.73% | -418K | -9.0% | OOS |

Key Metrics By Product

| Segment | FCA % | FCA% LY | Net Error | Net Error % | Risk |
|-------------|--------|---------|-----------|-------------|------|
| Storage | 92.44% | 80.82% | 52K | 5.1% | EI |
| Notebook | 86.21% | 84.02% | 18K | 13.1% | EI |
| Peripherals | 84.82% | 84.45% | -13K | -2.3% | OOS |
| Accessories | 79.01% | 90.43% | -343K | -13.2% | OOS |
| Desktop | 71.88% | | 0K | -19.1% | OOS |
| Networking | 52.97% | 82.19% | -133K | -47.0% | OOS |
| Total | 81.35% | 86.73% | -418K | -9.0% | OOS |



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RC= Revenue Contribution

MS= Market Share

All values in Million \$

Net Sales \$

\$64.67M

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Gross Margin %

36.75%

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Net Profit %

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Forecast Accuracy %

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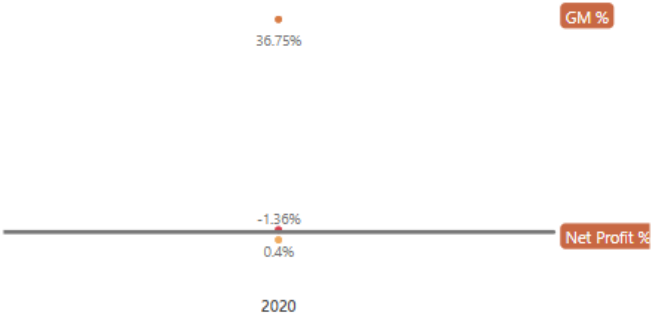
Revenue Contribution

○ Division

● Channel



Trend: Key metrics over years



PC Market Share Trend - AtliQ & Competitors

Market Share % by fy_desc and manufacturer

manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer



TOP 5 Customers

| Customer | RC % | GM % |
|-----------------|-------|----------|
| Amazon | 26.5% | 37.69% ▼ |
| Atliq e Store | 14.1% | 37.13% ▼ |
| AtliQ Exclusive | 6.3% | 45.30% ▼ |
| Flipkart | 4.9% | 32.00% ▼ |
| Ebay | 3.2% | 34.22% ▼ |
| Total | 55.0% | 37.71% |

TOP 5 Products

| Product | RC % | GM % |
|-----------------|-------|----------|
| AQ Wi Power Dx2 | 5.3% | 37.33% ▼ |
| AQ Wi Power Dx1 | 4.5% | 36.30% ▼ |
| AQ BZ Gen Y | 4.5% | 36.78% ▼ |
| AQ BZ Compact | 4.3% | 36.19% ▼ |
| AQ Lite | 4.2% | 36.09% ▼ |
| Total | 22.9% | 36.57% |

Sub-Region Performance

| Sub Zone | NS \$ | RC % | GM % | Net Profit % | Net Error % | Risk | AtliQ MS % |
|----------|----------|--------|----------|--------------|-------------|------|------------|
| India | \$16.37M | 25.3% | 31.95% ▼ | -14.85% | -16.1% | OOS | 0.8% |
| ROA | \$15.90M | 24.6% | 37.66% ▼ | 8.34% ▼ | -1.9% | OOS | 0.6% |
| NA | \$15.11M | 23.4% | 39.23% ▲ | -1.97% ▼ | -37.0% | OOS | 0.3% |
| NE | \$7.07M | 10.9% | 37.86% ▲ | -4.53% ▼ | 3.3% | EI | 0.3% |
| SE | \$5.64M | 8.7% | 37.45% ▼ | 6.82% ▼ | 7.3% | EI | 1.1% |
| ANZ | \$3.96M | 6.1% | 41.35% ▼ | 11.60% ▲ | 17.2% | EI | 0.1% |
| LATAM | \$0.62M | 1.0% | 30.79% ▼ | -0.39% | -46.1% | OOS | 0.0% |
| Total | \$64.67M | 100.0% | 36.75% | -1.36% | -9.0% | OOS | 0.4% |