

# 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..



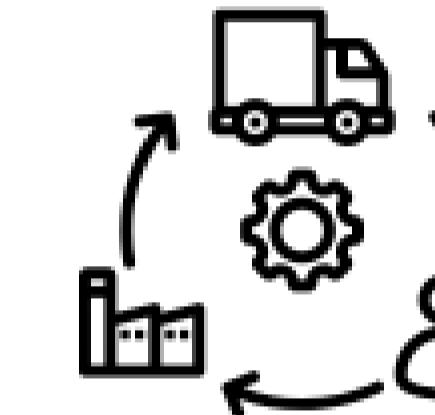
## SALES VIEW

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.

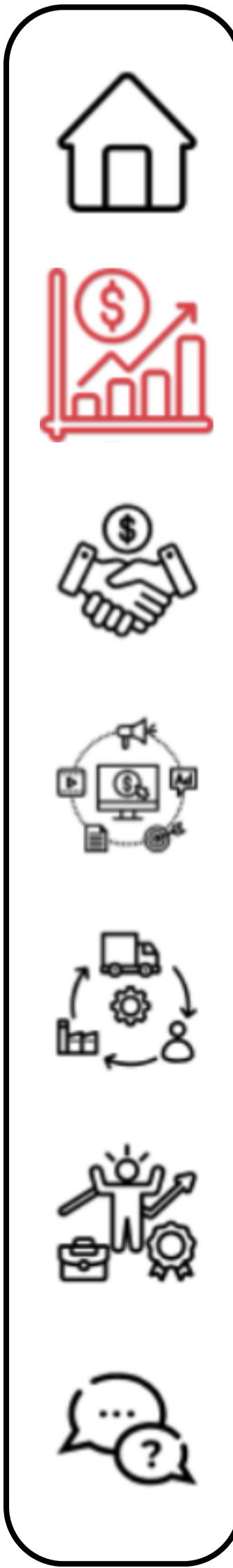


## SUPPORT

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

# FINANCE VIEW

Region, Market	Customer	Segment, Product	2019	2020	2021	2022 Est.	YTD	YTG
All	All	All	Q1	Q2	Q3	Q4	vs. Last Year	vs. Target

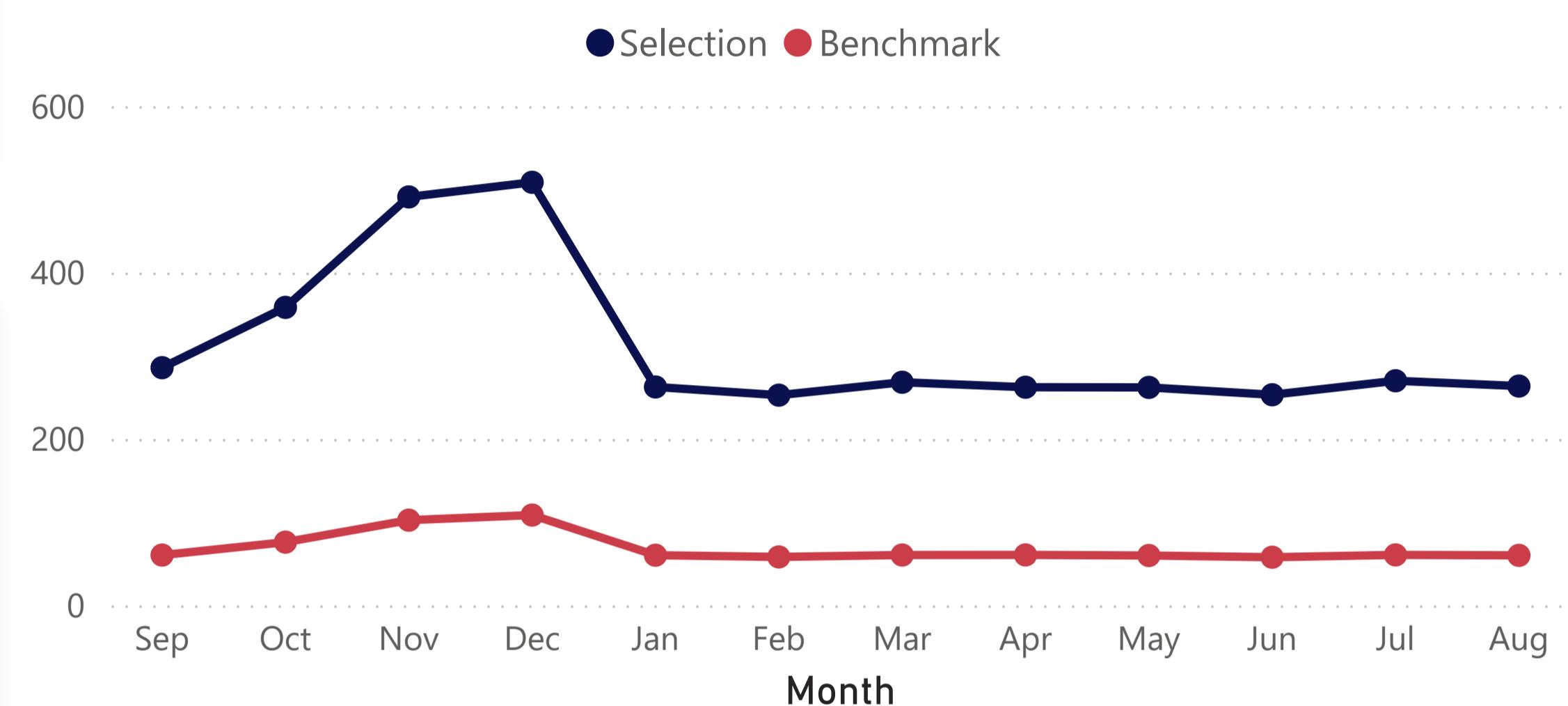


**Net Sales**  
**\$3,736M✓**  
Benchmark : 824M (+353.5%)

**Gross Margin %**  
**38.1%✓**  
Benchmark : 36.5% (+4.37%)

**Net Profit %**  
**-14.0%!**  
Benchmark : -6.6% (-110.79%)

## Net Sales Performance Over Time



## Profit and Loss Statement

Metrics	2022 Est.	Benchmark	Change	Change %
<b>Gross Sales</b>	7,370.14	1,664.64	5,705.50	3.43
<b>Pre Invoice Deduction</b>	1,727.01	392.50	1,334.51	3.40
<b>Net Invoice Sales</b>	5,643.13	1,272.13	4,370.99	3.44
- Post Invoice Discounts	1,243.54	281.64	961.90	3.42
- Post Invoice Deductions	663.42	166.65	496.77	2.98
<b>Total Post Invoice Deduction</b>	1,906.95	448.29	1,458.67	3.25
<b>Net Sales</b>	3,736.17	823.85	2,912.32	3.54
- Manufacturing Cost	2,197.28	497.78	1,699.50	3.41
- Freight Cost	100.49	22.05	78.43	3.56
- Other Cost	15.52	3.39	12.14	3.58
<b>Total COGS</b>	2,313.29	523.22	1,790.07	3.42
<b>Gross Margin</b>	1,422.88	300.63	1,122.25	3.73
<b>Gross Margin %</b>	38.08	36.49	1.59	0.04
<b>GM / Unit</b>	15.76	5.99	9.77	1.63
<b>Operational Expense</b>	-1,945.30	-355.28	-1,590.02	4.48
<b>Net Profit</b>	-522.42	-54.65	-467.77	8.56
<b>Net Profit %</b>	-13.98	-6.63	-7.35	1.11

## Top / Bottom Customers and Products by Net Sales

Region	Values	Change %	Segment	Values	Change %
APAC	1,923.77	335.27%	Accessories	454.10	85.46%
NA	1,022.09	474.40%	Desktop	711.08	1431.55%
EU	775.48	286.26%	Networking	38.43	-14.89%
LATAM	14.82	368.40%	Notebook	1,580.43	493.06%
			Peripherals	897.54	439.03%
			Storage	54.59	0.32%



# SALES VIEW

Hardware



Region, Market	Customer	Segment, Product	2019	2020	2021	2022 Est.	YTD	YTG
All	All	All	Q1	Q2	Q3	Q4	vs. Last Year	vs. Target

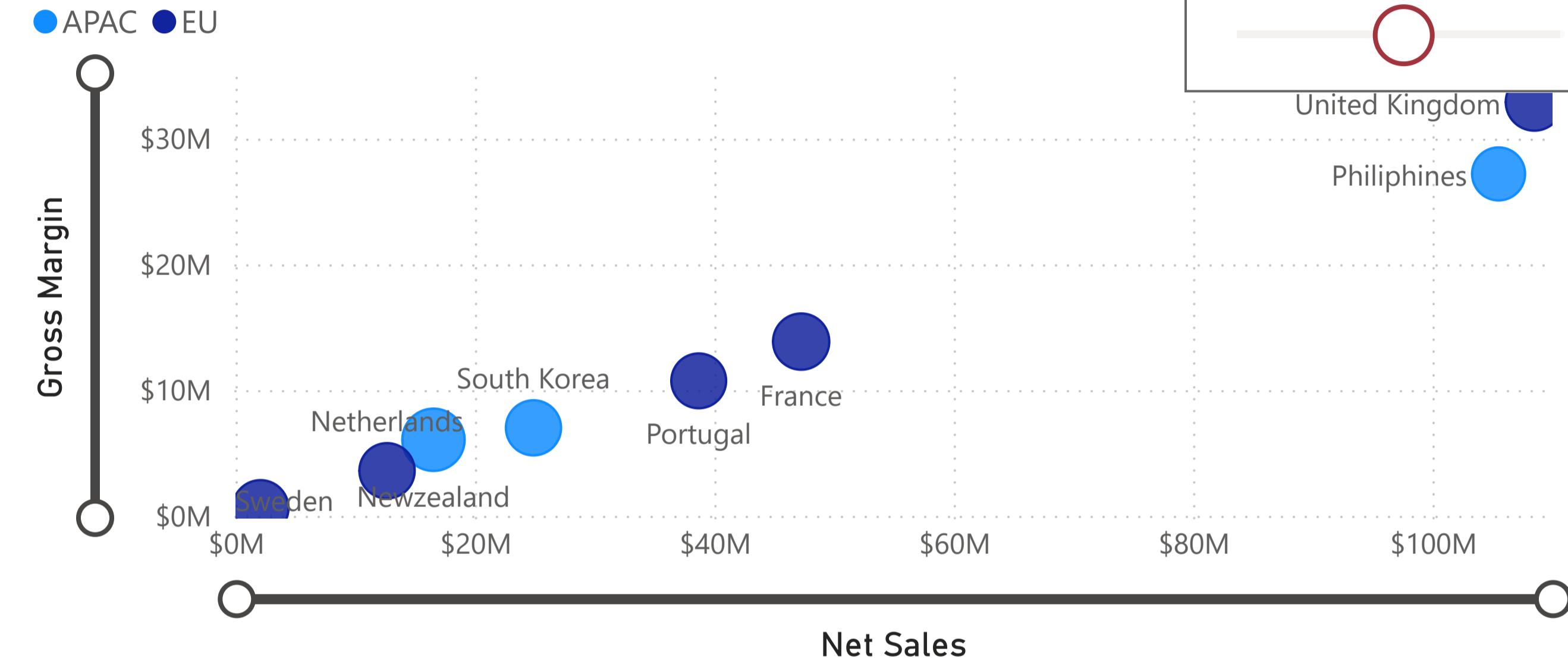
## Customer Performance

Customer	Net Sales	Gross Margin	Gross Margin %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
Atliq e Store	\$304.10M	\$112.15M	36.88%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

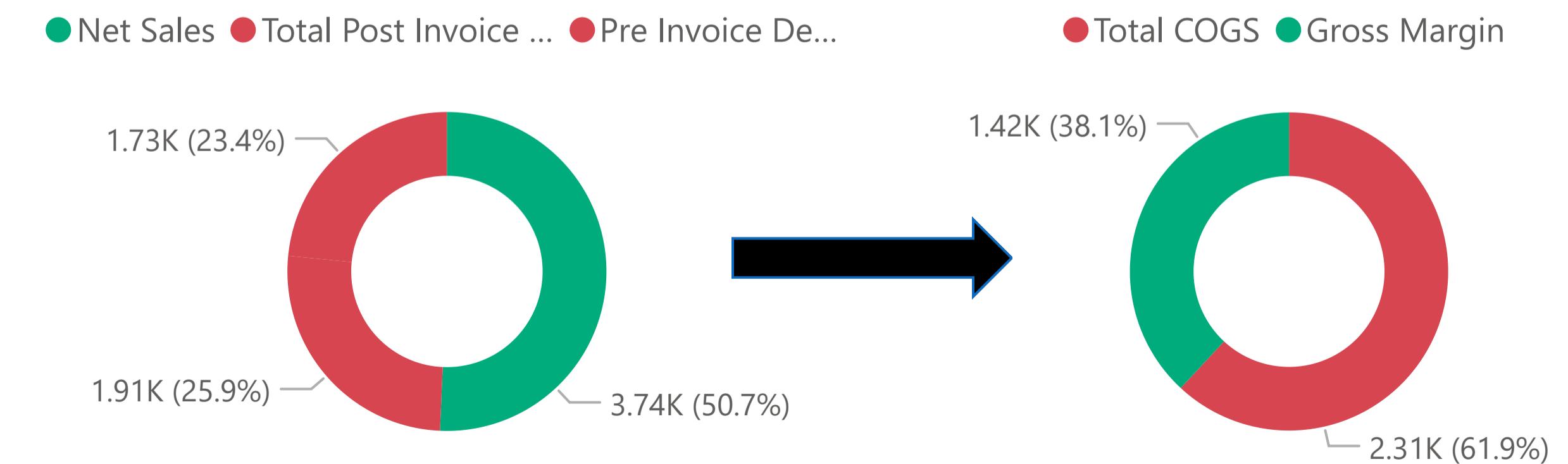
## Product Performance

Segment	Net Sales	Gross Margin	Gross Margin %
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Desktop	\$711.08M	\$272.39M	38.31%
Accessories	\$454.10M	\$172.61M	38.01%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

## Performance Matrix



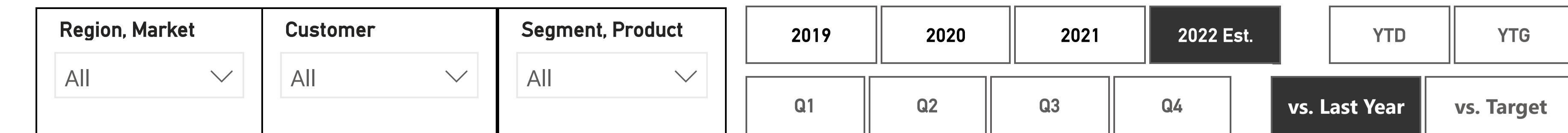
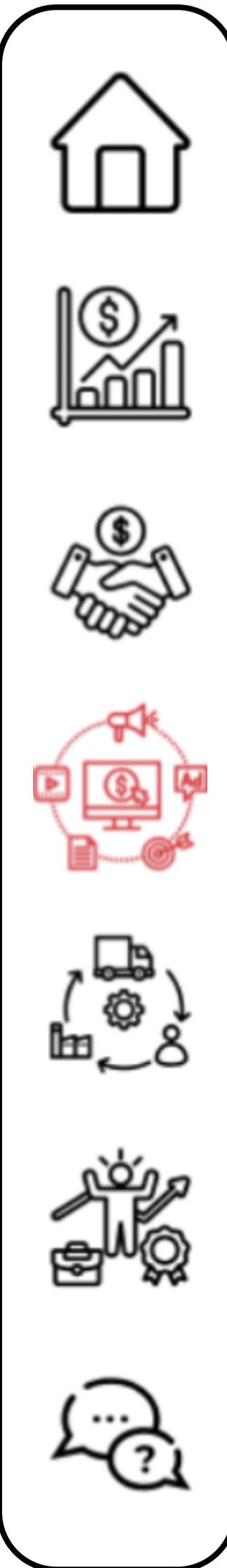
## Unit Economics





# MARKETING VIEW

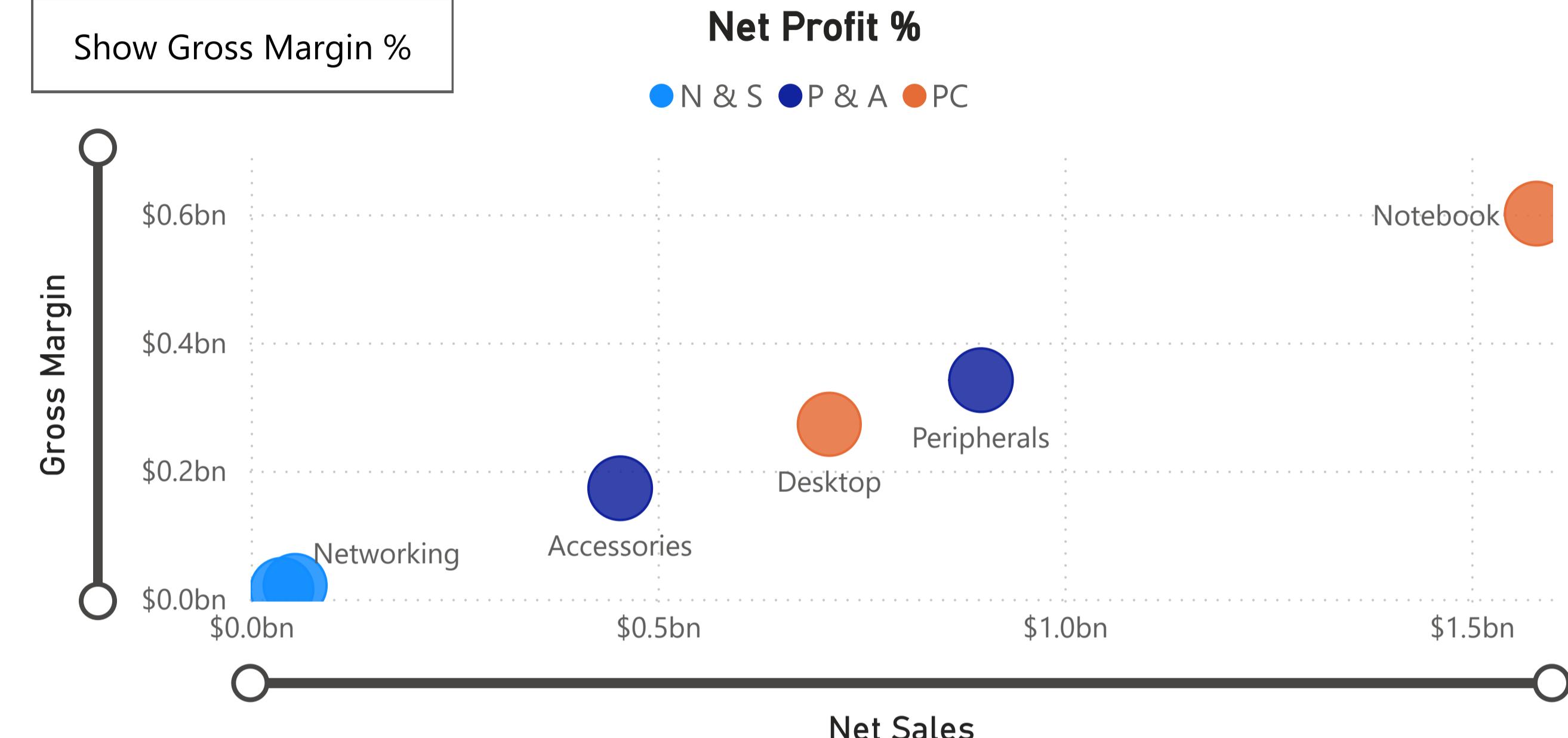
Hardware



## Product Performance

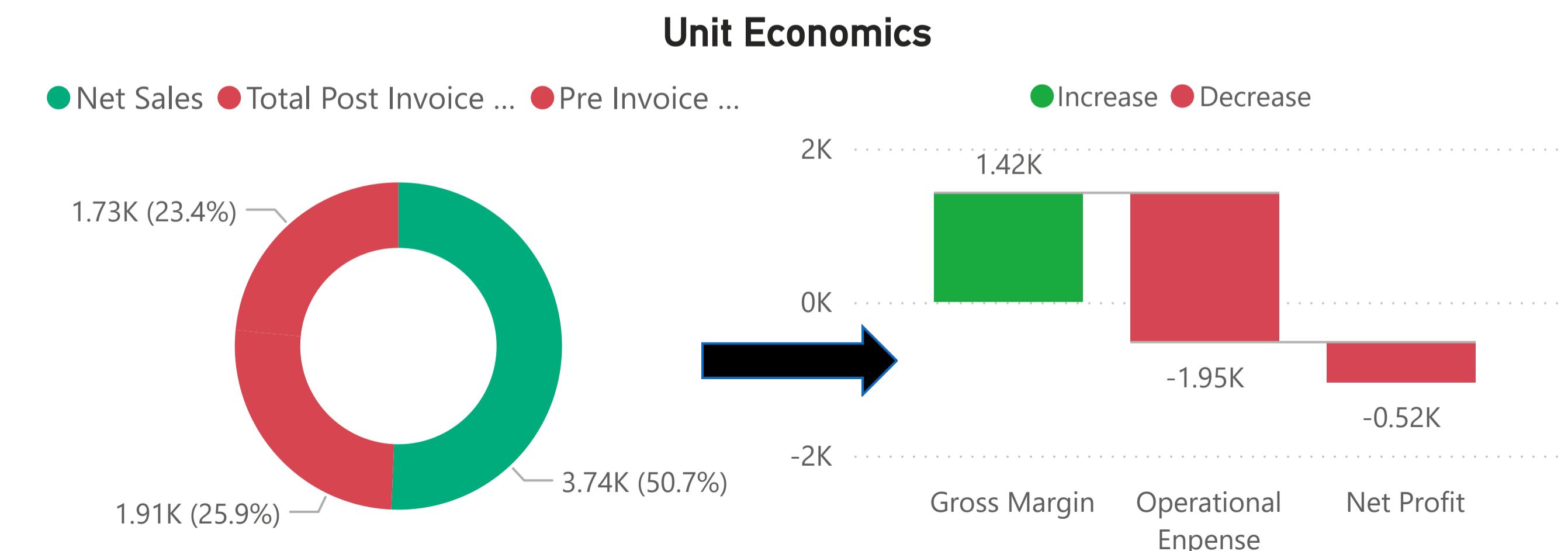
Segment	Gross Margin	Net Profit	Net Profit %
<b>▲</b>			
Accessories	\$172.61M	(\$63.78M)	-14.05%
Desktop	\$272.39M	(\$97.79M)	-13.75%
Networking	\$14.78M	(\$5.27M)	-13.72%
Notebook	\$600.96M	(\$222.16M)	-14.06%
Peripherals	\$341.22M	(\$125.91M)	-14.03%
Storage	\$20.93M	(\$7.51M)	-13.76%
<b>Total</b>	<b>\$1,422.88M</b>	<b>(\$522.42M)</b>	<b>-13.98%</b>

Show Gross Margin %



## Region / Market / Customer Performance

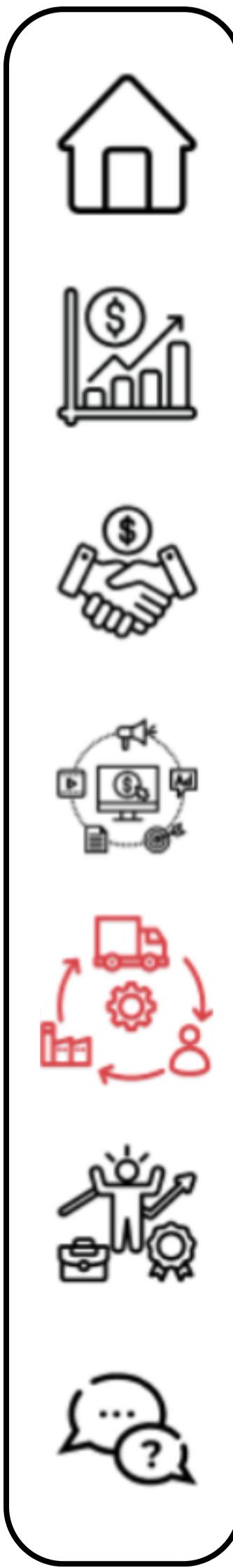
Region	Gross Margin	Net Profit	Net Profit %
<b>▲</b>			
APAC	\$690.21M	(\$281.16M)	-14.62%
EU	\$267.80M	(\$95.52M)	-12.32%
LATAM	\$5.19M	(\$0.44M)	-2.95%
NA	\$459.68M	(\$145.31M)	-14.22%
<b>Total</b>	<b>\$1,422.88M</b>	<b>(\$522.42M)</b>	<b>-13.98%</b>





# SUPPLY CHAIN VIEW

Region, Market	Customer	Segment, Product	2019	2020	2021	2022 Est.	YTD	YTG
All	All	All	Q1	Q2	Q3	Q4	vs. Last Year	vs. Target
All	All	All	Q1	Q2	Q3	Q4	vs. Last Year	vs. Target

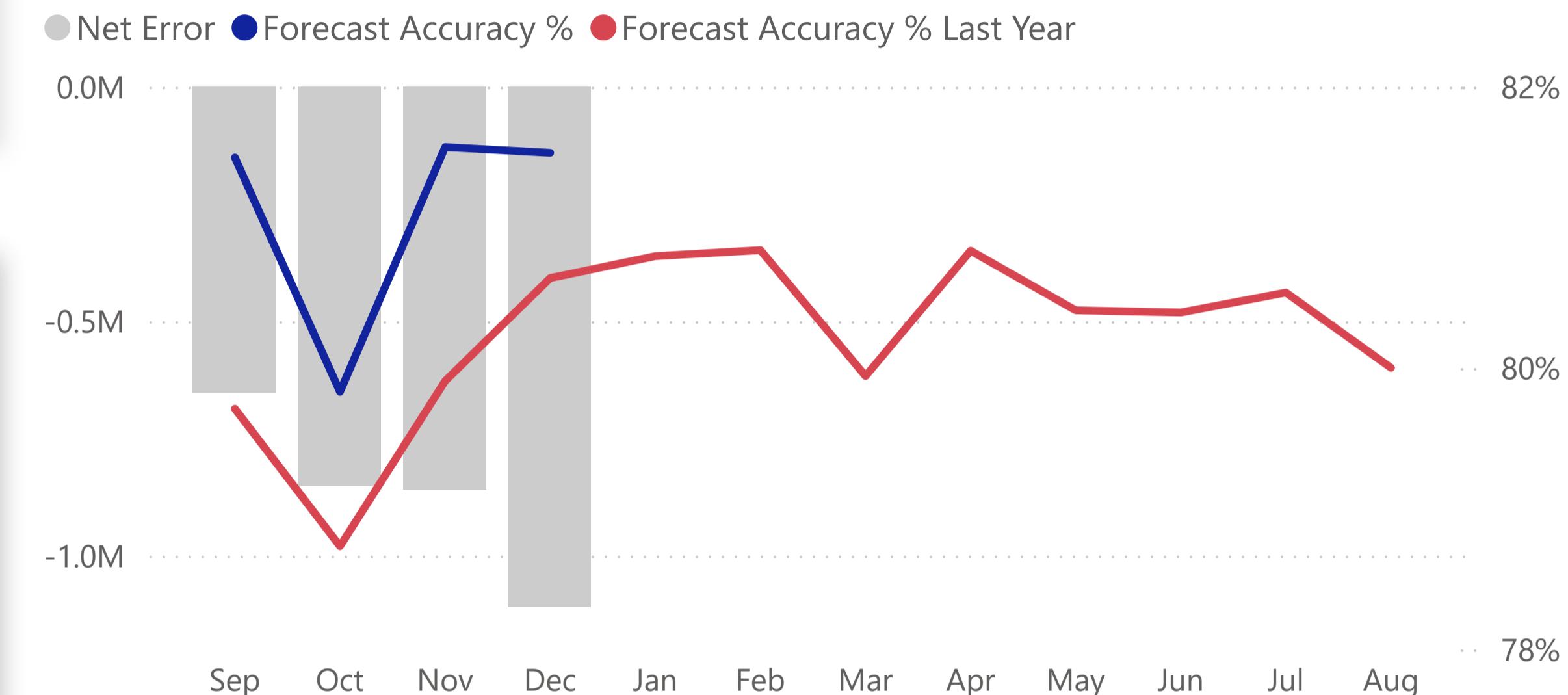


**Forecast Accuracy**  
**81.2% ✓**  
Last Year: 80.2% (+1.2%)

**Net Error**  
**-3472.7K ✓**  
Last Year: (\$751.7K) (+2721.0K)

**Abs. Net Error**  
**6899.0K ✓**  
Last Year: \$9,780.7K (+2881.7K)

## Forecast Accuracy and Net Error Trend



## Key Metrics by Customer

Customer	Forecast Accuracy %	Forecast Accuracy % Last Year	Net Error	Risk
Acclaimed Stores	57.74%	50.69%	83037	Excess Inventory
All-Out	43.96%	29.09%	-150	Out of Stock
Amazon	73.79%	74.54%	-464694	Out of Stock
Argos (Sainsbury's)	54.78%	56.08%	-23040	Out of Stock
Atlas Stores	49.53%	48.16%	-4182	Out of Stock
Atliq e Store	74.22%	74.59%	-294868	Out of Stock
Atliq Exclusive	70.35%	71.69%	-359242	Out of Stock
BestBuy	46.60%	35.31%	81179	Excess Inventory
Billa	42.63%	18.29%	3704	Excess Inventory
Boulanger	52.69%	58.77%	-48802	Out of Stock
Chip 7	34.56%	53.44%	-85293	Out of Stock
Chiptec	50.49%	52.54%	-20102	Out of Stock
Circuit City	46.17%	35.02%	85248	Excess Inventory
Control	52.06%	47.42%	64731	Excess Inventory
Coophius	17.66%	52.05%	24700	Out of Stock

## Key Metrics by Product

Segment	Forecast Accuracy %	Forecast Accuracy % Last Year	Net Error	Risk
Accessories	87.42%	77.66%	341468	Excess Inventory
Desktop	87.53%	84.37%	78576	Excess Inventory
Networking	93.06%	90.40%	-12967	Out of Stock
Notebook	87.24%	79.99%	-47221	Out of Stock
Peripherals	68.17%	83.23%	-3204280	Out of Stock



# EXECUTIVE VIEW

Hardware



Region, Market	Customer	Segment, Product	2019	2020	2021	2022 Est.	YTD	YTG
All	All	All	Q1	Q2	Q3	Q4	vs. Last Year	vs. Target

## Net Sales

**\$3,736M** ✓  
Benchmark : 824M  
(+353.5%)

## Gross Margin %

**38.1%** ✓  
Benchmark : 36.5%  
(+4.37%)

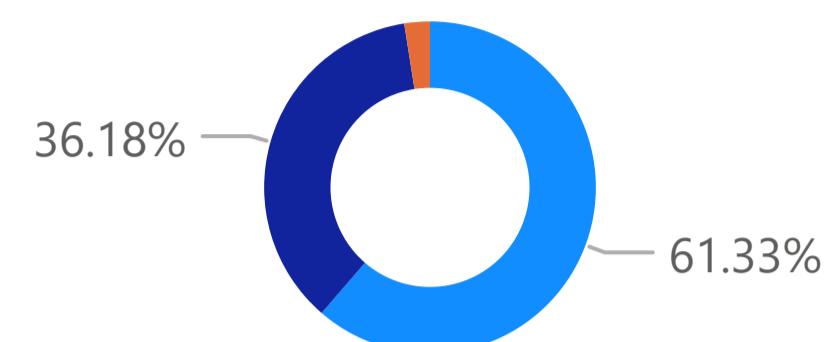
## Net Profit %

**-14.0%** !  
Benchmark : -6.6%  
(-110.79%)

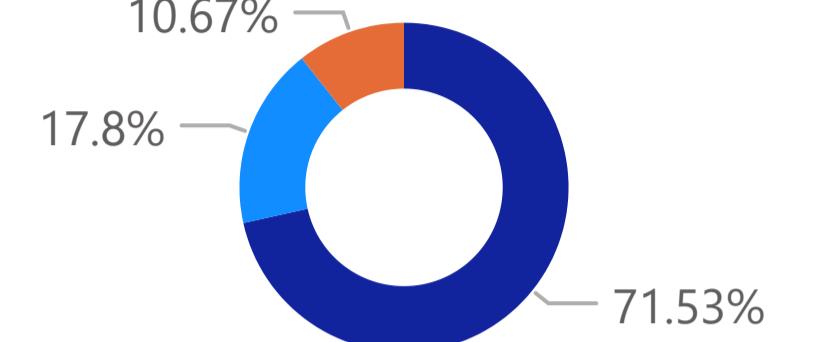
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## Revenue by Division



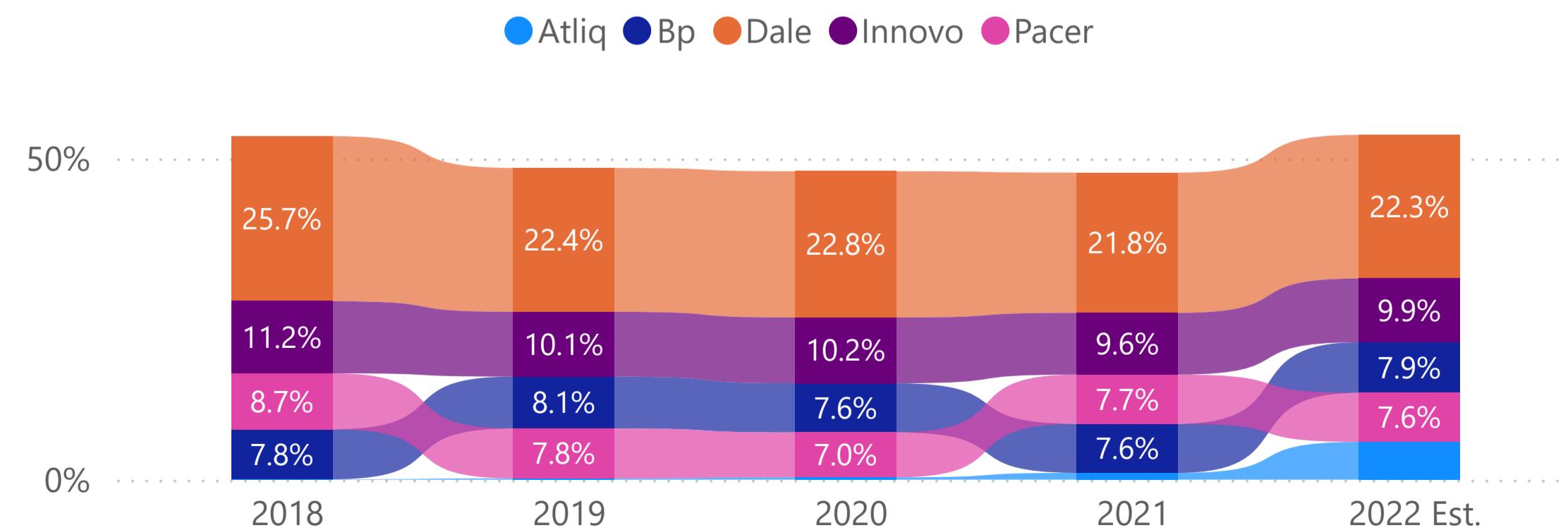
## Revenue by Channel



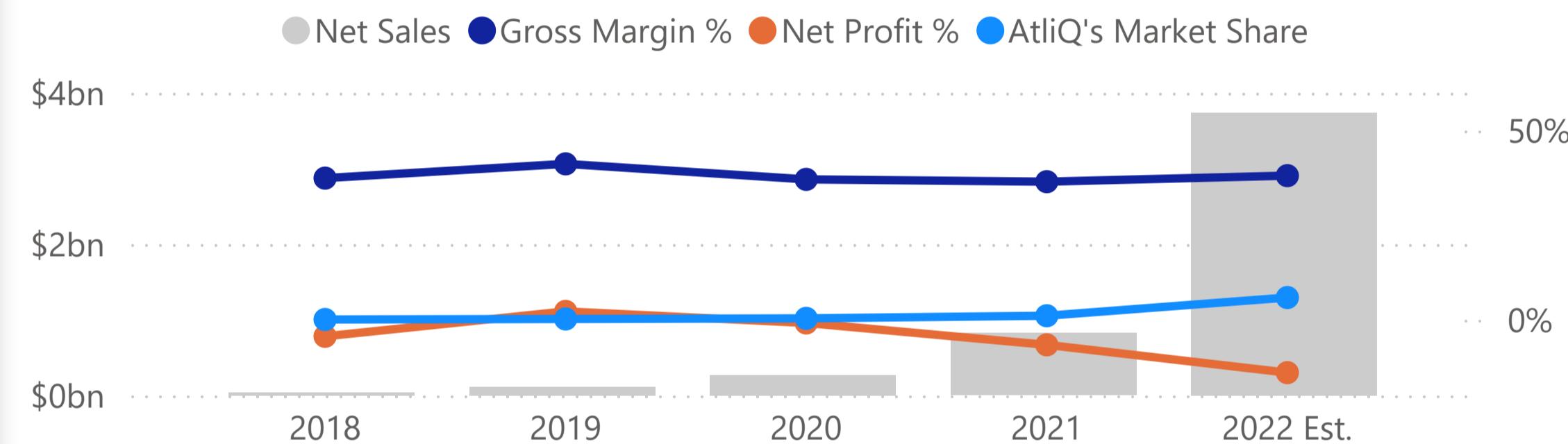
## Key Insights by Sub-Zone

Sub-Zone	Net Sales	Revenue Contribution	Gross Margin %	Net Profit %	Market Share	Net Error %	Risk
ANZ	\$189.8M	5.08%	43.50%	-7.39%	1.36%	-37.61%	Out of Stock
India	\$945.3M	25.30%	35.75%	-22.99%	13.26%	-24.37%	Out of Stock
LATAM	\$14.8M	0.40%	35.02%	-2.95%	0.28%	3.37%	Excess Inventory
NA	\$1,022.1M	27.36%	44.97%	-14.22%	4.87%	14.35%	Excess Inventory

## PC Market Share Trend - AtliQ &amp; Competitors



## Yearly Trend by Revenue, Gross Margin %, Net Profit % &amp; Market Share %



## Top 5 Customers and Product by Revenue

Customer	Revenue Contribution	Gross Margin %	Product	Revenue Contribution	Gross Margin %
Amazon	13.30%	36.78%	AQ BZ Allin1 Gen 2	5.42%	38.51%
Atliq e Store	8.14%	36.88%	AQ Home Allin1	4.13%	38.71%
Atliq Exclusive	9.67%	46.01%	AQ HOME Allin1 Gen 2	5.70%	38.08%
Flipkart	3.71%	42.14%	AQ Smash 1	3.81%	37.43%
Sage	3.42%	31.53%	AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>	<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>



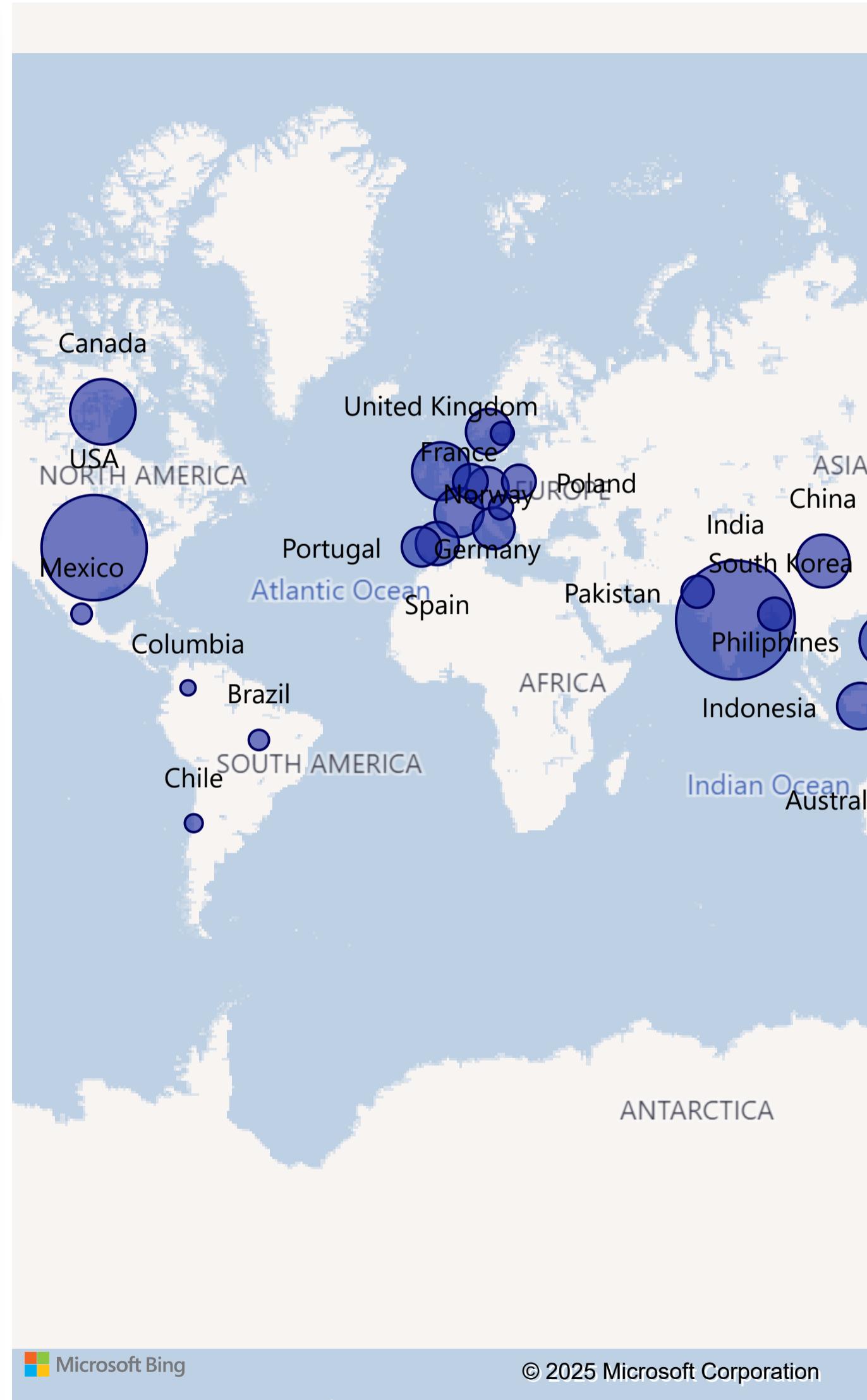
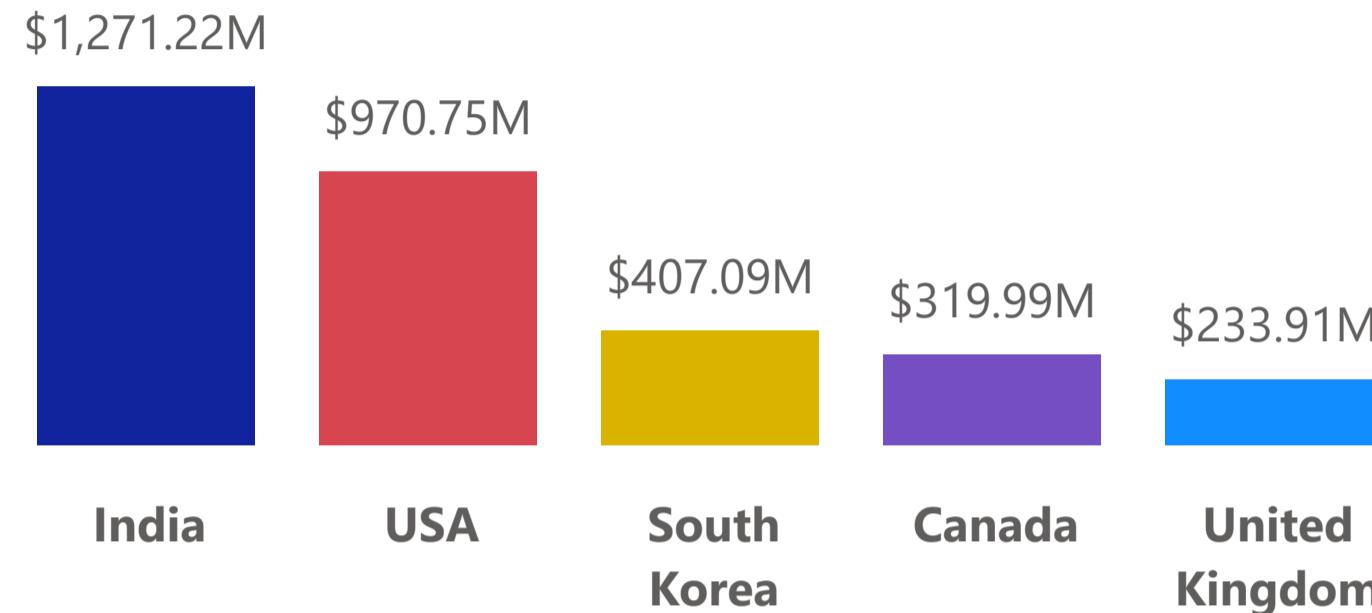
# PERFORMANCE ANALYSIS

Hardware



2019	2020	2021	2022 Est.
Q1	Q2	Q3	Q4
YTD		YTG	

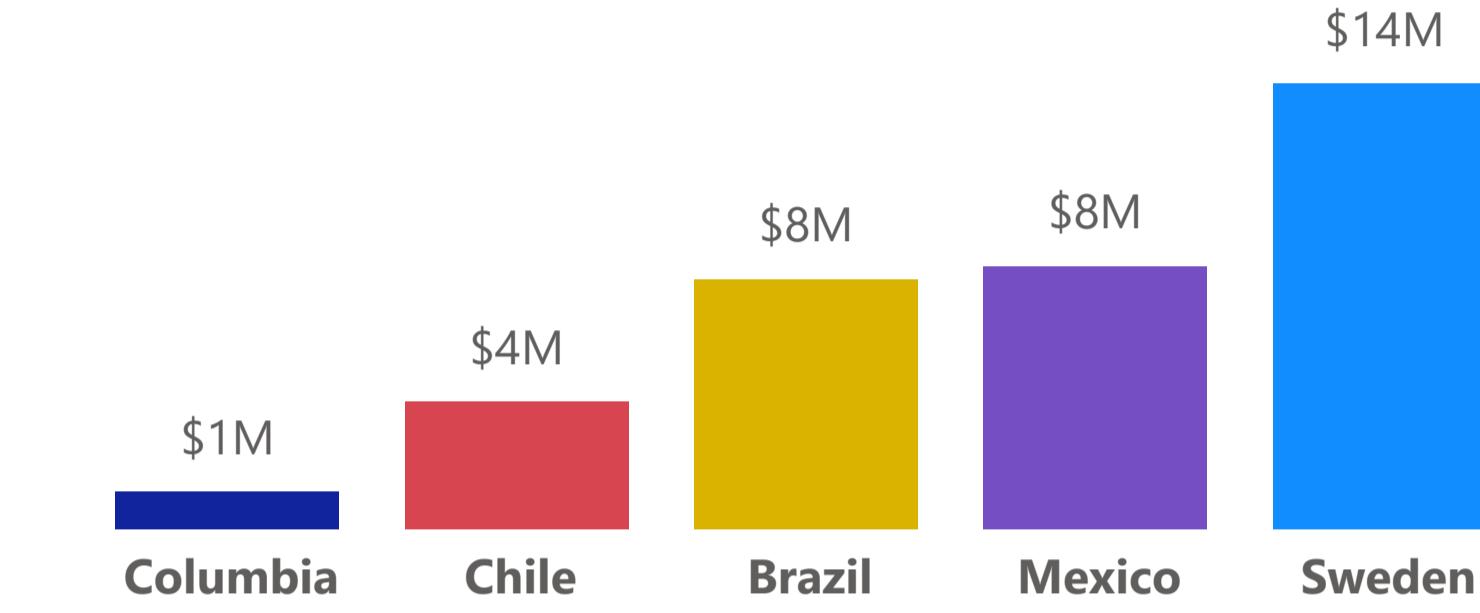
## Top 5 Countries by Net Sales



## Top 5 Products (based on Gross Margin % Growth)

Product	Gross Margin %	Gross Margin % Last Year	Gross Margin % Growth
AQ F16	38.54%		38.54%
AQ BZ Allin1 Gen 2	38.51%		38.51%
AQ Lumina	38.38%		38.38%
AQ MB Crossx 2	38.65%	36.32%	2.34%
AQ MB Crossx	38.62%	36.46%	2.16%

## Bottom 5 Countries by Net Sales



## Bottom 5 Products (based on Gross Margin % Growth)

Product	Gross Margin %	Gross Margin % Last Year	Gross Margin % Growth
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.71%	38.12%	-1.41%
AQ Clx3	37.33%	38.70%	-1.37%
AQ Lumina Ms	38.29%	39.27%	-0.98%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	37.42%	38.27%	-0.85%
AQ Marquee P4	36.14%	36.86%	-0.72%